



P.O. Box 2451 ♦ DAYTONA BEACH, FL 32115-2451 ♦ (386) 671-8180

Robert Abraham
Chairman
Kelly White
Commissioner
Sheryl A. Cook
Joseph H. Hopkins
Tammy M. Kozinski

AGENDA

Tuesday, June 28, 2016 8:00 a.m.
Conference Room 149B

NOTICE – If any person decides to appeal any decision of the Downtown Development Authority at this meeting, they will need a record of the proceedings. Interested persons may wish to ensure that a verbatim record of the proceedings before the Board is made, including any testimony or evidence presented to the Board. The City does not prepare or provide a verbatim record of Board proceedings.

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes: May 24, 2016**
4. **Public Comments**
5. **DDA Monthly Financial Report**
6. **Farmers' Market Manager's Report**
7. **FY 2014/15 DDA CAFR**
8. **Adoption of Millage Rate for Fiscal Year 2016/17**
9. **Adoption of Fiscal Year 2016/17 Budget**
10. **Downtown Events**
 - a. 2016 Downtown Holidays
 - b. Historic Halifax District of Daytona Beach Event Agreement
11. **Discussion: Farmers' Market License Agreement**
12. **Board Comments**
13. **Adjournment**

DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, May 24, 2016

The regular meeting of the Downtown Development Authority was held Tuesday, May 24, 2016, at 8:00 a.m. in Conference Room 149B, 301 South Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members Present:

Mr. Robert Abraham, Chair
Ms. Sheryl Cook
Mr. Joe Hopkins
Ms. Tammy Kozinski
Ms. Kelly White

Staff Members Present:

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Robert Jagger, Assistant City Attorney
Ms. Marsha McDonald, Office Assistant

1. **Call to Order**

Mr. Abraham called the meeting to order at 8:00 a.m.

2. **Roll Call**

Roll was called and members were noted present as stated above.

3. **Approval of Minutes**

Board Action:

Mr. Hopkins made a motion to approve the minutes of the Regular Meeting of April 26, 2016. Ms. Kozinski seconded the motion and it was approved unanimously.

Mr. Hopkins made a motion to approve the minutes of the Special Meeting of May 12, 2016. Ms. Kozinski seconded the motion and it was approved unanimously.

4. **Public Comments**

There were no public comments.

5. **DDA Monthly Financial Report**

Mr. Jeffries presented the Monthly Financial Report which was included as part of the packet.

6. **Farmers' Market Manager's Report**

Mr. Jeffries stated the Managers' Report had been provided to the board.

Mr. Jeffries stated he attended a meeting with representatives of Halifax Health and the staff person who oversaw the Farmers' Market from Ormond Beach. Mr. Jeffries stated there was a presentation by the Florida Organic Growers who stated they had access to funds to provide the EBT machines to the Farmers' Market. Mr. Jeffries stated if there were no objections, he would pursue the partnership to bring the machines to the Farmers' Market.

Ms. White stated she had discussions with the City Manager about use of the pavilion area for use by the Farmers' Market. She stated the pavilion would be available to the Farmers' Market if use there was considered since there were new grills and picnic tables there. She stated perhaps a specialty vendor may want to use the pavilion.

Mr. Hopkins stated access to the pavilion could be a problem for vendors for their set-ups.

Noeleen Foster stated having food demonstrations might keep the customers in the market.

7. **2016 Downtown Holidays**

Mr. Jeffries presented the report which was included as part of the packet. Mr. Jeffries stated there had been a committee of merchants meeting to discuss the overall plans for the holidays. Mr. Jeffries stated Page 12 outlined items that were proposed by the merchants. Mr. Jeffries stated the holiday decorations would use the same theme as was previously used. Mr. Jeffries stated the decorations were CRA expenses. Mr. Jeffries stated he will pursue having the contractor that installed the wreaths to place lights in the trees. He stated the cost would have to be determined.

Johnnie Ponder, 543 Maley, asked if the lighting would be extended to the Mary McCloud on the east side of Ridgewood.

Mr. Jeffries stated no, there would be other decorations placed in Midtown and Ms. Ponder could talk to Charles Bryant.

Mr. Jeffries stated the Riverfront Friday event in November would be moved to November 18 so it would be held the week before Thanksgiving. He stated the Saturday after Thanksgiving is Small Business Saturday. The Christmas Boat Parade was scheduled for Saturday, December 3 and a Craft Show was planned during the holiday season in the downtown. Mr. Jeffries stated there were plans to hold a Riverfront Market on Saturday, December 3. Mr. Jeffries stated the committee was working on scheduling downtown caroling.

Ms. Kozinski stated discussions had been held to have the Bel Canto singers perform during the holiday season and performances by the Daytona Playhouse. Ms. Kozinski stated there were plans to place themed boards in downtown to create a Storybook Lane during the holiday season, which will cost about \$250 for each board.

Mr. Jeffries stated the Riverfront Market would have to be included in the budget for next year. Mr. Jeffries stated support of the Storybook Lane would have to be processed through the DDA since the boards would be placed on city property.

Ms. Kozinski stated grant money was being pursued since live performances would be held. She stated she was looking to the DDA to sponsor the boards since the merchants group was not ready to move forward on this.

Ms. White stated the request would have to be brought through for action by the DDA. She stated it would be easier for the merchants to work with the new merchants group as far as payment for the boards.

Mr. Abraham stated he did not see why Ms. Kozinski could not continue to work out the details and once those are finalized, perhaps the merchants group would be in a position to take over the project.

Mr. Jagger stated since the Storybook Exhibit was proposed to be in the park, the sign ordinance would have to be reviewed to make sure the signs are in compliance and would be allowed in the parks. He stated perhaps it would be a project the City may want to take on instead of the DDA.

Mr. Abraham suggested that this item be discussed with the City Manager and then discuss this project at the next meeting. He asked that a letter be drafted outlining the request and indicating the DDA's support of the project.

Ms. White stated the park would have to be reserved for 5 weeks.

Mr. Jeffries stated Cultural Services would have to review the request and a determination would have to be made regarding the fees.

Board Action:

A motion was made by Ms. White, seconded by Ms. Cook, to have a letter sent to the City Manager indicating the DDA's support of the Storybook Lane event. The motion carried unanimously.

8. **Discussion: FY 2016/17 Proposed Budget**

Mr. Jeffries stated the proposed budget was included on Page 14 of the packet. Mr. Jeffries stated the Property Appraiser's figures would not be available until June 1 so he had projected a slight increase in the taxes.

Mr. Abraham stated changes would be made to the budget once the ad valorem tax figure was determined.

Mr. Jeffries stated he had not included funds in the budget for the grant that was submitted for the Farmers' Market. He stated those funds would be included if the DDA was awarded the grant.

Mr. Jeffries presented a proposed schedule and costs for downtown events based on the previous years' activities.

Ms. White stated she would like to see the new Merchants' Association take over some of the events since the DDA did not have the manpower to support events.

Mr. Abraham stated the reason the DDA was involved in events was due to the requests to the city regarding the waiver of fees for events.

Mr. Jeffries provided information on the previous French Market and stated that it generated about \$6,000 in revenue. He had included plans in next year's budget for the proposed dates to hold the French Market during the holiday season.

9. **Discussion: Downtown Merchant Organization**

Joshua Fortner stated the goal of the association is to bring additional funds to the downtown area. He stated the group will be applying for 501 (c) 3 status. He stated the group will be open to the public and will encourage participation by everyone. He stated the merchants are interested in participating in this group. He stated the group plans to develop a website that will complement the website of the DDA. The name of the group will be the Historic District of Daytona Beach.

Joshua Fortner stated Mr. Jeffries approached the merchant's group about taking over Riverfront Fridays. He stated initially they thought that would be a good way to launch the group; however, the group had a very limited bank account and did not want to take over something they could not support. He stated the group would start preparing their calendar for events in 2017.

Ms. White stated she hoped there would be a liaison between the merchants group and the DDA so everyone knew what events were planned. She stated she wanted there to be communication between the groups.

Ms. White asked if Ms. Slaight could be hired by the merchants group.

Mr. Jeffries stated she worked part-time for the city.

Ms. Kozinski asked what would happen with Riverfront Fridays since the merchant group would not be taking it over and the event was advertised.

Mr. Jeffries stated Ms. Slaight had organized the event for May and he would evaluate the event after this month.

10. **Redevelopment Project Update**

Mr. Jeffries stated parking would be discussed at the next meeting. He noted the City Commission would be discussing parking issues as well.

11. **Board Comments**

Ms. Cook asked for the schedule of meetings for the remainder of the year.

Mr. Jeffries stated he would talk with the City Clerk about the schedule. He stated he would let the Board know when the September meetings are scheduled.

Ms. White stated she had been working on the East Coast Freeway Trail which would go through downtown. She stated naming of the trail and the alignment had been discussed. She stated most of the trail already existed and the goal was to tie it into other sites. Ms. White stated the group had been trying to tie the history of the tours that were conducted on the Halifax River into the Trailway project.

Ms. Cook asked about the status of the signage.

Ms. White stated Public Works said a sign would be placed there and it is at the printer.

Mr. Hopkins expressed concern about flooding in the proposed trail area between Wilder and the southern city limit. He stated he hated to see this expenditure so poorly designed.

Mr. Jeffries stated the signage would be part of the parking discussion.

12. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned.

Robert Abraham, Chair

Becky Groom, Board Secretary



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451
 DAYTONA BEACH, FLORIDA 32115-2451
 PHONE (386) 671-8180
 Fax (386) 671-8187

MEMORANDUM

DATE: June 24, 2016

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Monthly Financial Report

The following is the DDA financial report with expenditures through June 24, 2016.

BUDGET STATUS

General Activities			
Line Item	Appropriation	Spent to Date As of 6/24/16	Balance
Contract Services	\$ 1,000	\$ 374.44	\$ 625.56
Personnel	\$ 5,750	\$ 3,376.40	\$ 2,373.60
Supplies	\$ 2,000	\$ 1,096.84	\$ 903.16
Care and Subsistence	\$ 300	\$ 179.82	\$ 120.18
Professional Memberships	\$ 450	\$ 420.00	\$ 30.00
Technical Services	\$ 3,900	\$ 2,273.45	\$ 1,626.55
Professional Services	\$ 38,400	\$ 28,800.00	\$ 9,600.00
Co-op Marketing	\$ 25,000	\$ 12,957.00	\$ 12,043.00
Downtown Marketing	\$ 20,166	\$ 16,662.07	\$ 3,503.93
Downtown Events	\$ 20,000	\$ 15,064.21	\$ 4,935.79
Total	\$ 116,966	\$ 81,204.23	\$ 35,761.77
Notes:			
Note: Appropriations reflect budget transfers approved at the December 22, 2015 meeting.			

Farmers' Market Activities			
Revenues	Projection	Received to Date As of 6/24/16	Balance
Vendor Revenue	\$ 30,000	\$ 19,547.00	\$ 10,453.00
Sponsorship	\$ 25,000	\$ -	\$ 25,000.00
Market Booth Sales	\$ 1,200	\$ -	\$ 1,200.00
Total	\$ 56,200	\$ 19,547.00	\$ 36,653.00
Expenses	Appropriation	Spent to Date As of 6/24/16	Balance
Personnel - Market Manager	\$ 30,800	\$ 8,750.00	\$ 22,050.00
Personnel - Media	\$ 2,600	\$ 405.00	\$ 2,195.00
Supplies	\$ 1,000	\$ 186.98	\$ 813.02
Liability Insurance	\$ 1,250	\$ 1,167.44	\$ 82.56
City Fees	\$ 1,500	\$ 1,500.00	\$ -
SNAP Program	\$ 1,750	\$ -	\$ 1,750.00
Marketing	\$ 14,800	\$ 5,633.24	\$ 9,166.76
Market Events	\$ 1,500	\$ 208.00	\$ 1,292.00
Booth Merchandise	\$ 1,000	\$ -	\$ 1,000.00
Total	\$ 56,200	\$ 17,850.66	\$ 38,349.34
Profit/Loss		\$ 1,696.34	

Farmers' Market Revenue Comparison

	2013/14		2014/15		2015/16		% Increase
	Revenue	# Spaces	Revenue	# Spaces	Revenue	# Spaces	
October	\$ 2,728	58	\$ 2,085	47	\$ 2,365	53	13.4%
November	\$ 2,946	63	\$ 2,189	49	\$ 2,220	48	1.4%
December	\$ 2,854	62	\$ 2,308	51	\$ 2,216	50	-4.0%
January	\$ 2,678	59	\$ 2,456	54	\$ 2,101	46	-14.5%
February	\$ 2,396	53	\$ 2,439	53	\$ 2,219	49	-9.0%
March	\$ 2,691	60	\$ 2,322	52	\$ 2,278	51	-1.9%
April	\$ 2,586	58	\$ 2,306	52	\$ 2,221	49	-3.7%
May	\$ 2,646	59	\$ 2,247	50	\$ 2,104	45	-6.4%
June	\$ 2,179	48	\$ 2,307	51	\$ -	0	
July	\$ 1,946	49	\$ 2,086	52	\$ -	0	
August	\$ 1,832	48	\$ 2,087	53	\$ -	0	
September	\$ 1,873	45	\$ 2,117	52	\$ -	0	
Total	\$ 29,355		\$ 26,949		\$ 17,724		-3.1%

MEMO

To: Jason Jeffries, Downtown Redevelopment Project Manager
From: Noeleen Foster, Downtown Farmers' Market Manager
Regarding: May 2016 Downtown Farmers' Market Manager Report
Date: June 14, 2016

Manager Goals and Progress Report

1. Increase the number of local farmers selling at the Market
 - Continue traveling to other Markets to invite Farmers and vendors to participate in our Market.
 - Evans Farms has returned to the Market for the summer bringing fresh hulled peas and a variety of produce.
2. Increase the variety of food/products available for purchase at the Market
 - Charlene Richards is a new vendor who specializes in baked goods
 - Harps and Bowls is a new vendor offering handmade instruments and unique household decor.
3. Increase the customer base at the Market
 - Mr. Guthrey with the Mainland High school culinary program plans to coordinate a cooking demonstration by Mainland high school students on June 18, 2016 using fresh produce from the Market.
 - Met with Ms. White and Mr. Jeffries to develop ideas to extend the Farmers' Market further into the park and pavilion area.
4. Hold two special marketing promotions per year to survey customers
 - The next Customer Survey is scheduled for September 22.

Special Note of Interest

The new European Market in Palm Coast has decided to change their time from Sunday noon - 4pm to Sunday 4pm - 8pm for the Summer. There were not very many vendors or customers there last Sunday due to the heat.



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

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 PHONE (386) 671-8180
 Fax (386) 671-8187

MEMORANDUM

DATE: June 24, 2016

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Review of FY2014-15 DDA CAFR

Attached are pages of the City of Daytona Beach's Comprehensive Annual Financial Report (CAFR) for the Fiscal Year ending September 30, 2015 that refer to the DDA. The DDA is presented as a component unit of The City of Daytona Beach in the Statement of Net Position and Statement of Activities. The statements provide the final accounting, through the City's annual audit, of the DDA's financial activity during the fiscal year ending September 30, 2015. The complete CAFR is available on the City's website.

BUDGET vs ACTUAL COMPARISON

	ADOPTED BUDGET	ACTUAL
REVENUES		
Property Taxes	97,770	101,880
Interest	100	24
Farmers' Market	36,950	26,727
Merchant Co-op	16,500	10,220
Riverfront Fridays	13,700	0
Intergovernment	44,695	33,665
Total Revenue	\$ 209,715	\$ 172,516
EXPENSES		
General	114,370	109,915
Farmers' Market	36,950	26,516
Riverfront Fridays	13,700	2,081
Intergovernment	44,695	33,665
Total Expenses	\$ 190,828	\$ 172,177
Appropriation of Fund Balance	\$ 0	\$ 0
Ending Fund Balance	\$ 31,296	\$ 24,484

THE CITY OF DAYTONA BEACH, FLORIDA
STATEMENT OF NET POSITION
SEPTEMBER 30, 2015

	Primary Government			Component Unit
	Governmental Activities	Business-Type Activities	Total	
ASSETS:				
Equity in pooled cash, cash equivalents, and investments	\$ 37,155,129	\$ 22,636,867	\$ 59,791,996	\$ 24,066
Receivables (net):				
Accounts	2,578,542	8,735,530	11,314,072	9,170
Taxes	268,191	-	268,191	-
Notes	377,947	-	377,947	-
Accrued interest	62,013	-	62,013	-
Intergovernmental receivable	4,062,694	1,149,086	5,211,780	-
Internal balances	(973,056)	973,056	-	-
Inventory	377,823	961,633	1,339,456	-
Prepays	405,085	104,238	509,323	132
Other assets	1,150	26,000	27,150	-
Restricted assets:				
Equity in pooled cash, cash equivalents, and investments	4,321,265	18,411,932	22,733,197	-
Prepaid insurance costs - bonds	94,689	144,409	239,098	-
Capital assets:				
Land and construction in progress	29,915,372	17,749,018	47,664,390	-
Other capital assets, net of accumulated depreciation	75,129,023	106,761,814	181,890,837	-
Total assets	153,775,867	177,653,583	331,429,450	33,368
DEFERRED OUTFLOWS OF RESOURCES:				
Deferred amount on refunding	852,972	1,771,367	2,624,339	-
Deferred amount for pensions	15,765,154	1,137,114	16,902,268	-
Total deferred outflow of resources	16,618,126	2,908,481	19,526,607	-
LIABILITIES:				
Accounts payable and other liabilities	5,301,666	3,603,855	8,905,521	8,884
Intergovernmental payable	80,417	53,581	133,998	-
Deposits	38,964	5,998,995	6,037,959	-
Unearned revenue	1,321,790	1,248,768	2,570,558	-
Payable from restricted assets:				
Accounts payable and other liabilities	-	166,980	166,980	-
Contracts payable	247,851	523,321	771,172	-
Accrued interest	457,328	1,423,286	1,880,614	-
Due within one year:				
Bonds, loans, and notes payable	3,277,409	5,295,046	8,572,455	-
Insurance claims payable	1,309,000	-	1,309,000	-
Other liabilities	1,882,268	587,571	2,469,839	-
Due in more than one year:				
Bonds, loans, and notes payable	51,957,229	92,004,594	143,961,823	-
Net pension liability	72,666,359	5,514,395	78,180,754	-
Insurance claims payable	7,717,000	-	7,717,000	-
Other liabilities	8,129,872	3,030,128	11,160,000	-
Total liabilities	154,387,153	119,450,520	273,837,673	8,884
DEFERRED INFLOWS OF RESOURCES:				
Deferred amount for pensions	1,724,185	800,301	2,524,486	-
Total deferred inflows of resources	1,724,185	800,301	2,524,486	-
NET POSITION:				
Net investment in capital assets	80,888,821	25,295,416	106,184,237	-
Restricted for:				
Debt covenants	3,194,027	7,025,837	10,219,864	-
General government	2,546,669	-	2,546,669	-
Public safety	790,113	-	790,113	-
Transportation	2,170,241	-	2,170,241	-
Economic environment	5,475,214	-	5,475,214	-
Culture and recreation	1,456,655	60,808	1,517,463	-
Capital projects	1,568,108	16,641,277	18,209,385	-
Landfill	-	412,418	412,418	-
Unrestricted (deficit)	(83,807,193)	10,875,487	(72,931,706)	24,484
Total net position	\$ 14,282,655	\$ 60,311,243	\$ 74,593,898	\$ 24,484

The accompanying notes are an integral part of the financial statements.

THE CITY OF DAYTONA BEACH, FLORIDA
STATEMENT OF ACTIVITIES
FOR THE FISCAL YEAR ENDED SEPTEMBER 30, 2015

FUNCTIONS/PROGRAMS:	PROGRAM REVENUES				Net (Expense) Revenue and Changes in Net Position			
	Fees, Fines, and Charges for Services	Operating Grants and Contributions	Capital Grants and Contributions		Governmental Activities	Primary Government Business - type Activities	Total	Component Unit
EXPENSES								
Primary Government:								
General government	\$ 10,286,301	\$ 5,230,580	\$ -	\$ -	\$ (5,055,721)	\$ -	\$ (5,055,721)	\$ -
Public safety	45,303,249	1,895,590	309,737	269,616	(42,828,306)	-	(42,828,306)	-
Transportation	8,256,702	133,564	690,450	1,774,317	(5,658,371)	-	(5,658,371)	-
Economic environment	3,502,219	661,149	1,123,476	-	(1,717,594)	-	(1,717,594)	-
Human services	78,972	-	-	-	(78,972)	-	(78,972)	-
Culture and recreation	5,658,903	596,188	582,847	2,227,839	(2,252,029)	-	(2,252,029)	-
Interest and fiscal charges	2,125,622	-	-	-	(2,125,622)	-	(2,125,622)	-
Total governmental activities	75,211,968	8,517,071	2,706,510	4,271,772	(59,716,615)	-	(59,716,615)	-
Business-Type Activities:								
Water and sewer system	37,567,157	43,741,137	-	1,661,727	-	7,835,707	7,835,707	-
Solid waste management	9,391,240	14,223,789	-	-	-	4,832,549	4,832,549	-
Stormwater improvement	4,892,204	10,086,045	-	-	-	5,193,841	5,193,841	-
Halifax Harbor	2,818,747	2,763,984	-	-	-	(54,763)	(54,763)	-
Cultural services	3,554,638	2,707,998	435,595	-	-	(411,045)	(411,045)	-
Municipal Golf Course	2,068,289	1,834,737	-	-	-	(233,552)	(233,552)	-
Florida Tennis Center	585,676	460,547	-	-	-	(125,129)	(125,129)	-
Municipal Stadium/Jackie Robinson Ballpark	380,920	361,498	-	-	-	(19,422)	(19,422)	-
Daytona Beach Pier	527,508	944,424	-	-	-	416,916	416,916	-
Total business-type activities	61,786,379	77,124,159	435,595	1,661,727	-	17,435,102	17,435,102	-
Total primary government	136,998,347	85,641,230	3,142,105	5,933,499	(59,716,615)	17,435,102	(42,281,513)	-
Component Unit:								
Downtown Development Authority	\$ 172,177	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	(172,177)
Total component unit	172,177	-	-	-	-	-	-	(172,177)
GENERAL REVENUES:								
Taxes:								
Property taxes, levied for general purposes					24,575,317	-	24,575,317	101,880
Gas taxes					1,767,102	-	1,767,102	-
Public service taxes					10,520,534	-	10,520,534	-
Sales taxes					3,213,470	-	3,213,470	-
Franchise taxes					6,108,348	-	6,108,348	-
Tax increment taxes					2,569,707	-	2,569,707	-
Other taxes					919,409	-	919,409	-
Intergovernmental revenues not restricted to specific programs					2,410,302	-	2,410,302	70,501
Income on investments					390,887	557,846	948,733	24
Miscellaneous					95,905	1,203,256	1,299,161	111
Transfers					15,047,043	(15,047,043)	-	-
Total general revenues and transfers					67,618,024	(13,285,941)	54,332,083	172,516
Change in net position					7,901,409	4,149,161	12,050,570	339
NET POSITION:								
Beginning, restated					6,381,246	56,162,082	62,543,328	24,145
Ending					14,282,655	60,311,243	74,593,898	24,484

The accompanying notes are an integral part of the financial statements.



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451
 DAYTONA BEACH, FLORIDA 32115-2451
 PHONE (386) 671-8180
 Fax (386) 671-8187

MEMORANDUM

DATE: June 18, 2016

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: DDA Millage Rate

Attached is a letter from Morgan Gilreath, Jr., Volusia County Property Appraiser, with the Pre-Preliminary estimate of the DDA 2016 Taxable Value. The taxable value has increased by 3.33% from 2015 Taxable Value. The City's Budget Office is estimating the roll-back millage rate to be 0.9624. The DDA will receive \$101,649 in annual revenue from a 1 mill tax rate.

FY 2015/16

Taxable Value	\$ 102,406,369
Millage rate	1.0000
Tax (100%)	<u>\$ 102,406</u>

FY 2016/17

Prior Year Taxes	\$ 102,406
Taxable Value - Existing	<u>\$ 106,406,100</u>
Roll-back Millage Rate	<u>0.9624</u>

Total Taxable Value	\$ 106,998,436
Millage Rate	1.0000
Tax (100%)	\$ 106,998
Collection Percentage	95%
Budgeted Revenue	<u>\$ 101,649</u>

Staff is requesting that the DDA establish the millage rate for the 2016/17 Fiscal Year.



Morgan B. Gilreath, Jr., M.A., C.F.A.
 Property Appraiser

June 1, 2016

City of Daytona Beach
 P. O. Box 2451
 Daytona Beach, Fl. 32115-2451

Attention: James Chisholm, City Manager

Re: June 1 Notification of 2016 Tax Roll Values per F.S. 200.065(8)
 Taxing Authority Number(s): 0570

Dear Mr. Chisholm:

The June 1, 2016 Pre-Preliminary assessed total taxable value of property in your taxing authority is \$106,406,100. This amount includes the taxable new construction value of \$592,336 and annexations, to date, of \$ 0. Please note that this is a Pre-Preliminary estimate. The formal Preliminary Tax Roll, available on July 1, 2016, will contain detailed breakdowns of new construction, annexations and other stratifications, along with the DR420 form.

Percentage changes from last year for both the Just and Taxable values are shown below. Real estate market value changes are reflected in Just Value while the impact of Save Our Homes, the 10% Non-Homestead cap and other additional exemptions are reflected in the Taxable Values. The Net Change reflects actual change on properties without considering new construction.

	Previous <u>2015</u>	Estimated <u>2016</u>	% Total <u>Change</u>	% Net <u>Change</u>
Just Value	203,897,049	213,896,160	4.90	4.60
Taxable Value	102,406,369	106,406,100	3.91	3.33
New Construction	0	592,336		
Annexations	0	0		

If you have any questions, please contact me at (386) 736-5901 Ext. 5717 (DeLand area); (386)254-4601 Ext 5717 (Daytona area); or (386) 423-3315 Ext 5717 (New Smyrna Beach area).

Sincerely,

Morgan B. Gilreath, Jr.
 Volusia County Property Appraiser



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451
DAYTONA BEACH, FLORIDA 32115-2451
PHONE (386) 671-8180
Fax (386) 671-8187

MEMORANDUM

DATE: June 20, 2016

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: DDA 2016/17 Proposed Budget

Attached is the proposed DDA budget for 2016/17. The Ad-Valorem Tax revenue has been updated based on the revenue estimate from the City's Budget Office.

The following is the schedule for the preparation of the annual budget:

- **Tuesday, June 28 at 8AM:** DDA sets the tax rate and approves the proposed budget for the upcoming Fiscal Year. This approval will provide the overall budget framework for the upcoming fiscal year.
- **August 2016:** During the month of August, the detail advertising campaign and list of sponsored events will be developed. The merchants will be surveyed for input on the annual advertising campaign.
- **September 7, 2016 at 6PM:** DDA holds first public hearing for the Tax Rate and 2016 /17 Budget.
- **September 21, 2016 at 4PM:** DDA approves annual advertising campaign and funding for sponsored events.
- **September 21, 2016 at 6PM:** DDA holds second public hearing and approves the Tax Rate and 2016 /17 Budget.

Staff is requesting that the DDA establish the proposed budget for the 2016/17 Fiscal Year.

DDA 2016/17 PROPOSED BUDGET

	Adopted 2013/14 Budget	Adopted 2014/15 Budget	Adopted 2015/16 Budget	Proposed 2016/17 Budget
GENERAL DOWNTOWN PROMOTION				
REVENUE				
Ad Valorem Taxes	95,090	97,770	98,866	101,649
Merchant Co-op Program	30,875	16,500	18,000	25,000
Interest	100	100	100	100
Appropriation of Fund Balance	-	-	-	-
Total Revenue	\$ 126,065	\$ 114,370	\$ 116,966	\$ 126,749
EXPENDITURES				
Contract Services	1,000	1,000	1,000	1,000
Personnel	-	-	5,750	9,810
Office Supplies	2,500	2,020	2,000	2,600
Care and Subsistence	400	300	300	389
Professional Memberships	565	450	450	450
Downtown Marketing	30,000	25,800	19,166	25,000
Co-op Marketing	28,500	21,500	26,000	25,000
Downtown Events	18,000	21,000	20,000	30,000
Downtown Holidays	5,000	-	-	-
Professional Fees	38,400	38,400	38,400	30,000
Technical Services	1,700	3,900	3,900	2,500
Total Expenditures	\$ 126,065	\$ 114,370	\$ 116,966	\$ 126,749
GENERAL FUND BALANCE				
Unreserved Fund Balance	\$ 24,145	\$ 24,145	\$ 24,484	\$ 24,484
Appropriation	\$ -	\$ -	\$ -	\$ -
Ending Fund Balance	\$ 24,145	\$ 24,484	\$ 24,484	\$ 24,484
% of Ad Valorem Revenue	25%	25%	25%	24%
FARMERS' MARKET OPERATIONS				
MARKET REVENUE				
Vendor Revenue	35,750	35,750	30,000	30,000
SNAP Program Sponsor	-	-	25,000	10,000
Grant (EBT Equipment)	-	-	-	1,750
Market Booth Sales	1,200	1,200	1,200	1,200
Total Revenue	\$ 36,950	\$ 36,950	\$ 56,200	\$ 42,950
MARKET EXPENDITURES				
Market Manager	16,000	16,000	25,000	15,000
Personnel (Booth Cashier)	-	-	5,800	5,800
Personnel (Downtown Media)	-	-	2,600	2,600
Manager Supplies	750	500	1,000	1,000
EBT Program Equipment	-	-	1,750	1,750
Marketing	14,435	15,200	14,800	11,550
Market Events	2,000	1,500	1,500	1,500
Insurance	1,265	1,250	1,250	1,250
Booth Merchandise	1,000	1,000	1,000	1,000
City Fees	1,500	1,500	1,500	1,500
Total Expenditures	\$ 36,950	\$ 36,950	\$ 56,200	\$ 42,950
DOWNTOWN EVENTS				
EVENT REVENUE				
Vendor Revenue	1,600	2,700	-	6,000
Exhibit Sponsorships	8,000	11,000	-	7,500
Total Revenue	\$ 9,600	\$ 13,700	\$ -	\$ 13,500
EVENT EXPENDITURES				
Personnel (Event Manager)	3,150	5,400	-	2,600
Event Music	3,500	7,200	-	750
Event Advertising	-	-	-	1,450
Event Supplies	700	1,000	-	1,200
Exhibit Supplies	250	100	-	7,500
Total Expenditures	\$ 7,600	\$ 13,700	\$ -	\$ 13,500