

DOWNTOWN **DEVELOPMENT AUTHORITY**

Michael O. Sznajstajler
Chairman
 Quanita May
Commissioner
 Sheryl A. Cook
 Tammy M. Kozinski
 Douglas Martin

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

AGENDA-Amended

Thursday, April 13, 2023 - 3:00 p.m.
 Conference Room 149 A&B

NOTICE – Pursuant to Section 286.0105, Florida Statutes, if any person decides to appeal any decision made by this Board at this public meeting, such person will need a record of the proceedings and, for that purpose, such person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. The City does not prepare or provide such a record.

	<p>For special accommodation, please notify the City Clerk's Office at least 72 hours in advance. (386) 671-8023</p>		<p>Help for the hearing impaired is available through the Assistive Listening System. Receivers can be obtained from the City Clerk's Office.</p>
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In accordance with the Americans with Disabilities Act (ADA), persons with a disability needing a special accommodation to participate in the Board meeting should contact the City Clerk's Office, 301 S. Ridgewood Ave, Room 210, Daytona Beach, FL 32114, Ph: (386) 671-8023, Email: clerk@codb.us not later than 72 hours prior to the proceedings. If you are hearing or voice impaired contact the relay operator at 1-800-955-9771.

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes:**
 - a. Regular Meeting: March 9, 2023
4. **Reports & Presentations.**
 - 4a. Keith Gold & Associates
 - 4b. Events Update- Al Smith, Bullseye Marketing
 - 4c. Downtown Parking Permit – Michael Stallworth
 - 4d. Monthly Financial Report
 - 4e. Farmer's Market
5. **Public Comments**
6. **Board Comments**
7. **Adjournment**

<u>Agenda Approval</u>	<u>Date</u>
 Redevelopment Director	4/3/2023
 City Attorney	4/4/23
____ City Manager	_____

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Thursday March 9, 2023**

The meeting of the Downtown Development Authority Board (DDA) was held on Tuesday, February 14, 2023, at 3:00 p.m. in RM. 149 B, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present.

Board Members Present

Michael Sznajstajler, Chair
Sheryl Cook, Vice Chair
Douglas Martin
Quanita May, Commissioner (arrived 3:20 PM)
Tammy Kozinski

Board Members Absent

None

Staff Members Present

Ken Thomas, Redevelopment Director
Michele Toliver, Redevelopment Project Manager
Angela Armstrong, Redevelopment Project Manager
Ben Gross, Deputy City Attorney
Gina Fountain, Board Secretary

1. Call to Order

Mr. Sznajstajler called the meeting to order at 3:00 p.m.

2. Roll Call

Ms. Fountain called roll and noted members present as stated above. Quorum met (4-1).

3. Approval of Minutes

a. Regular Meeting – February 9, 2023

A motion was made by Mr. Martin, seconded by Ms. Kozinski, to approve the minutes of January 12, 2023, with necessary corrections, DDA meeting. Motion carried 4-0.

4. Reports & Presentations

4a. Keith Gold & Associates

Mr. Gold discussed the new winter/spring Marketing Initiatives, the Farmer's Market Status, and Online Analytics and the Budget Spreadsheet for January-February 2023.

Mr. Sznajstajler stated talks had begun with Riverfront Esplanade, but the board was awaiting a formal agreement to approve. He stated that he envisioned a transition from the current Farmer's Market to the Riverfront Esplanade social media page.

Ms. Kozinski inquired if the Wine & Cheese Walk and food truck events were displayed on the kiosk.

Mr. Gold replied that all March 2023 events are displayed on the kiosk. Displays are changed about one week before the end of the month. Recently, displays were changed on March 6th since the printers were closed on March 3rd.

Mr. Thomas stated that the kiosks are worn and need to be replaced. If the Board has no issue, he will look into replacing it and find a better way to insert poster.

Ms. Cook inquired if the City's budget would replace the kiosk.

Mr. Thomas stated funding options will be explored to replace the kiosks, even though DDA is normally the ones who are using them. The City rarely posts anything posted in the kiosks.

Ms. Cook stated that the kiosks were originally being used to display the bus schedules and routes then when they were no longer being used for that purpose then the DDA began using them for advertising.

Mr. Thomas stated that the City does have the keys for the kiosks but does not know who actually owns them. Changes to improve the kiosk will be made.

Ms. Cook inquired if Mr. Sznajstajler envisioned more than advertising the change from the current Farmer's Market to the Riverfront Esplanade market.

Mr. Sznajstajler stated that he was talking about the Farmer's Market page on the website and obviously they would shut down the Farmer's Market and support the Riverfront Esplanade website.

4b. Events Update – Al Smith

Mr. Smith presented his report and mentioned that the bacon and beer festival had a great turnout. He discussed the upcoming events for March and the Art Festival in April.

Ms. May asked how these events are being incorporated to include Magnolia Avenue and Bay Street.

Mr. Smith stated that he was trying to include Bay Street for Cinco de Mayo just north of Bay Street and ISB Blvd. The application that was submitted to include Bay Street back parking lot was denied because the New Journal has an event that same night so they cannot block their entrance for people coming and going.

Ms. May inquired about the number of merchants in the surrounding areas (Orange Avenue/Palmetto Avenue/Bay Street/ISB Boulevard) participating in the DDA events.

Mr. Smith stated that the new Smoke Shop on ISB Blvd is participating in DDA events.

Board members discussed road closures during these events and informing the merchants.

Mr. Thomas advised the board that Bullseyes Marketing Agreement has been signed by all required parties.

4c. Budget Amendment – Fredrik Coulter, Budget Director

Mr. Coulter discussed the process to move the end of the previous year funds balance forward to the new budget year is the reason for the requested Budget Amendment.

Mr. Sznajstajler stated that the Board should be extra careful and conservative about the balance and take a cautious approach with the Reserves.

Ms. Cook inquired when the transfer of funds would happen.

Mr. Coulter stated that the funds would be shown on the DDA April Budget statement.

Board members and Mr. Coulter discussed the accuracy of the Appropriation of Fund Balance of \$8,125 on revised the DDA Monthly Financial Report for 3/7/23. Mr. Coulter stated he is not sure if that is accurate but will provide an update at the next meeting.

A motion was made by Mr. Martin to adjust the budget of the DDA to reflect the available budgetary fund balance at the end of Fiscal Year 2021/22, the budget of the DDA shall increase the Revenues (Appropriation of Fund Balance) by \$42,125 and increase Expenditures (Reserves) by \$42,125, second by Ms. Kozinski. Motion carried 5-0.

4d. Monthly Financial Report–Ken Thomas, Redevelopment Director

Mr. Thomas provided Board members with a revised copy of the Financial Report due to minor errors with document provided to the Board prior to the meeting. Mr. Thomas reviewed each of the revisions.

Ms. Cook stated that as of January 31st there has been payments of \$1,050 out of \$1,300 paid for Liability Insurance paid for the Farmer's Market for this year. She asked if there will be an insurance reimbursement once the Farmer's Market ends.

Mr. Thomas stated that he would provide an update on Ms. Cook question at the next meeting.

Mr. Sznajstajler stated that the deep dive into the expenditures was good. He stated that new applications to request funding assistance can no longer be approved.

Board members discussed that the Farmer's Market needs a date to close and the termination date for the Market Manager, and the agreement with Riverfront Esplanade to operate a market is needed.

Mr. Sznajstajler stated that an amended agreement is needed between the DDA and the City to reflect the change of how the Farmer's Market will operate.

Mr. Gross discussed the DDA agreement and the need to draft a revised agreement to reflect the Farmers Market changes to the Riverfront Esplanade.

4e. Art Walk Request for Sponsorship – Ken Thomas, Redevelopment Director

Mr. Thomas stated last month, the Board approved a request from Galerie Elan for \$5,000 contingent upon funds being available in the current budget. He stated that funds are currently available and the sponsorship agreement will be executed.

Mr. Thomas and Board members discussed the DDA Monthly Financial Reports and budget breakdown provided by Mr. Gold's being more aligned with each other.

Mr. Sznajstajler suggested a line item be added to the DDA Monthly Financial Report that reflects the events the Board has committed to for the year and budget projection to match.

5. Public Comments

Maureen Mahoney, Festival Chair, Halifax Art Festival, provided an update that the festival will remain in downtown Daytona Beach. She stated that their attorney is drafting the agreement and hopes to forward it to the City soon.

6. Board Comments

Ms. Kozinski requested improved lighting, no trash in the area, and pole sign fixtures repaired.

Ms. May and Ms. Cook commented that they want the homeless and trash recycling issues resolved and more cameras behind the businesses installed.

Mr. Sznajstajler discussed the Children Business Fair on March 25th from 9:00 AM to 2:00 PM at Riverfront Esplanade.

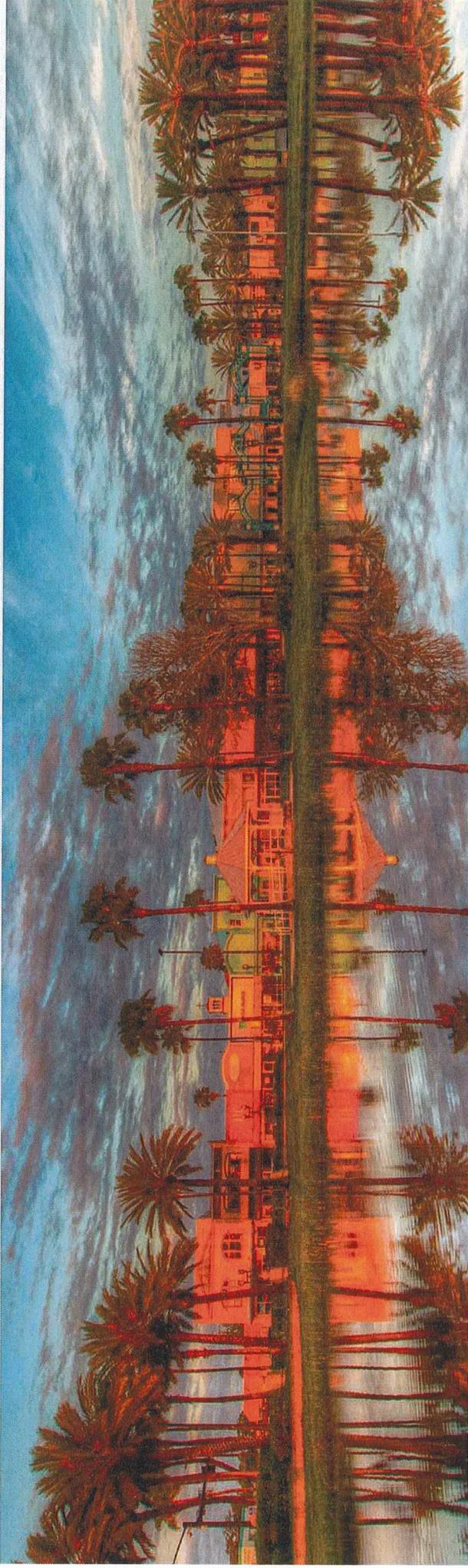
7. Adjournment

There being no further business to come before the board, the meeting was adjourned at 4:15 p.m.

Mike Sznajstajler, Chair

Gina Fountain, Board Secretary

THE CITY OF DAYTONA BEACH DDA



CONTENTS

- 1.** March-April Report Questions & Answers
*(GOLD Project Update, Online Analytics and
Updated Campaign Budget Spreadsheets)*
- 2.** New Marketing Initiatives



G O L D

Marketing Communications

2. NEW MARKETING INITIATIVES



- Spring/Summer Marketing
- FY 2023-2024 Planning
- Farmers' Market Status



2. NEW MARKETING INITIATIVES

SPRING/SUMMER MARKETING



New Rack Brochure & Event Insert

Monthly Event Kiosk Poster

Weekly E-blast

2. NEW MARKETING INITIATIVES



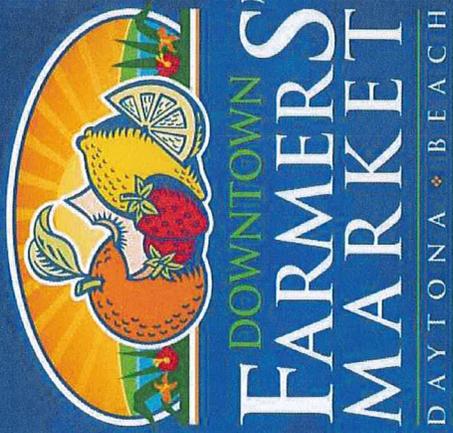
SPRING/SUMMER MARKETING

- *E-Mail Marketing* – Weekly Events Blasts
- *Directory Poster* – Featuring Special Events
- *Online Advertising* – Search & Social Media
- *Public Relations* – Event Press Releases
- *Print Advertising* – Volusia Lifestyle
- *Website* – Events on Home Page & Calendar
- *Collateral* – Seasonal Brochure Distribution

FY 2023-2024 PLANNING

- *Customer & Merchant Surveys*
- *Review Tools, Tactics & Budgets*

2. NEW MARKETING INITIATIVES



FARMERS' MARKET STATUS

- **Included** – On Website
- **Not Included** – In Online or Offline Media Buys & Purchases
- **Next Steps** – Awaiting Board Transition Date
Then Replace Market with
Esplanade on Website Primary
Navigation

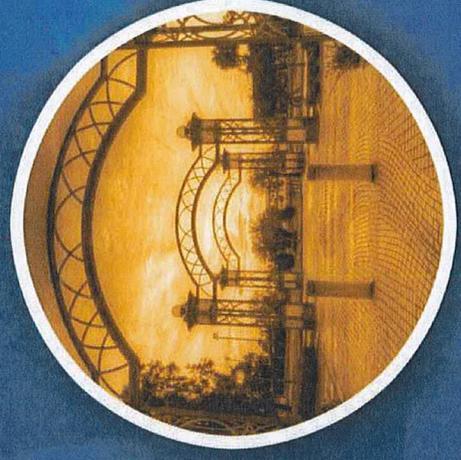
QUESTIONS & ANSWERS

Thank You for Your Business!



G O L D

Marketing Communications





GOLD
MARKETING

Intelligent Imagination™

MARCH – APRIL DDA MARKETING UPDATE

Prepared by GOLD Marketing • Tuesday, April 4, 2023

THE VERANDA

814 State Road A1A North

Ponte Vedra Beach, FL 32082

T 904.285.5669

W StrikeGold.com

MARCH – APRIL DDA MARKETING UPDATE

Prepared by GOLD Marketing • Tuesday, April 4, 2023

A Brief Introduction

The following is an overview of the key marketing activities provided for the Downtown Development Authority (DDA) for the benefit of The City of Daytona Beach in March 2023 and February 2023 to date. Should you have any questions regarding this update, please let us know.

Advertising

- Prepared, negotiated, and coordinated offline and online media buys to promote shopping, dining, and special events, plus continued planning tactics buys for the remainder of FY 2022-2023;
- Created online and print advertising to promote March and April events, such as St. Paddy's Day, the Wine & Cheese Walk, First Friday ArtWalks, Downtown Daytona Nights, and the Daytona Beach Arts Fest. Riverfront Esplanade events (*including the Children's Business Fair*) have also been included in print materials as applicable;
- Created, negotiated, and placed Google Search and Display advertising and Facebook advertising to promote special downtown area events, shopping, dining, and entertainment. Ad placement was largely based on audience behaviors, demography, geography, interests, and past engagement success;
- Continuously updated the online retargeting campaign to reach customers and prospects actively investigating shopping, dining, and/or entertainment venues and activities; and
- Created ads for the publication Volusia Lifestyle.

Analytics

- Compiled, analyzed, prepared, and reported monthly online engagement from customers and prospects, with the goal being to grow key performance measures month-over-month, and year-over-year. In brief, traffic was down slightly in March due to seasonality (*a trend also seen in March of last year.*)

Collateral Material

- Updated the Kiosk Poster monthly to feature upcoming events (*last updated in late March for April events*));
- Continuously updated the Merchant Directory and map to include the latest changes; and
- Finalized the brochure and event insert, plus ordered the full run for distribution throughout the area and use by Downtown merchants.

MARCH – APRIL DDA MARKETING UPDATE

Prepared by GOLD Marketing • Tuesday, April 4, 2023

E-Marketing

- Wrote, designed, programmed, and distributed multiple e-blasts each month to the merchant and customer databases to promote special events.

Farmers' Market

- Continued featuring the Daytona Beach Downtown Farmers' Market on the Riverfront Shops website.

Public & Media Relations

- Wrote and distributed press releases regarding special events and Farmers' Market activities, plus negotiated placement with key media outlets.

Strategic & Tactical Planning

- Completed FY 2022-2023 marketing budget and Tactical Plan, with revisions to the spreadsheet made on an ongoing basis;
- Monitored the DDA Tactical Plan and marketing budget weekly, plus prepared plan updates to the DDA Board monthly, even though the agency's contract is now to do so quarterly; and
- Conducted monthly meetings with client representatives (*despite the agency's contract requiring only four total meetings*), and prepared weekly marketing updates.

Website

- Continuously updated the special events shown on the Home Page and Calendar of Events. Merchant listing information is also updated as received;
- Updated the downloadable merchant map and brochure on the site; and
- Ongoing search engine optimization and site maintenance.

MARCH – APRIL DDA MARKETING UPDATE

Prepared by GOLD Marketing • Tuesday, April 4, 2023

Pro Bono

- WEB DEVELOPMENT – Site plan, meetings, and home page designs for the Midtown Redevelopment District;
- RESEARCH – Developed, launched, and presented the findings for a Farmers' Market research study;
- TRADEMARK INVESTIGATION – Further study of Midtown Daytona branding assets; and
- PRESENTATIONS – Additional presentations and materials prepared for the DDA Board.

Thank you for your business!



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MARKETING

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DAYTONA BEACH DDA
MARCH 2023 ANALYTICS REPORT
Prepared by GOLD Marketing • Tuesday, April 4, 2023

THE VERANDA

814 State Road A1A North

Ponte Vedra Beach, FL 32082

T 904.285.5669

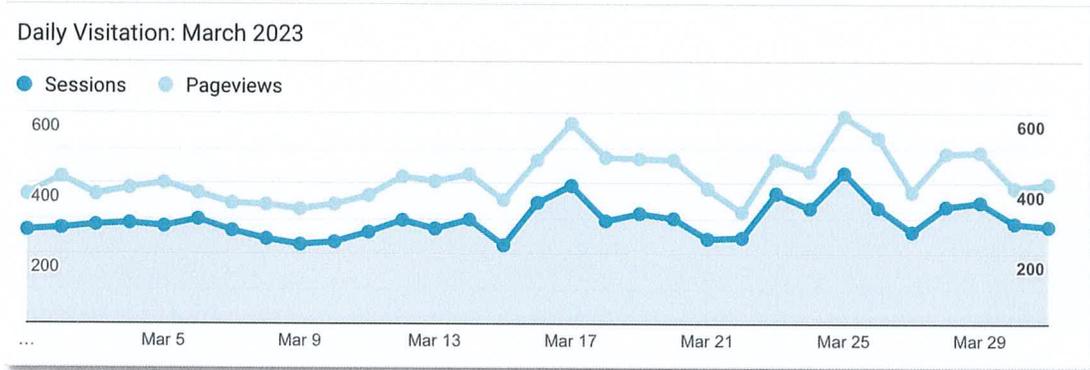
W StrikeGold.com

DAYTONA BEACH DDA MARCH ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Tuesday, April 4, 2023

Overall Traffic

OVERALL WEBSITE VISITATION



The above chart shows March traffic, which was relatively even across most of the period. During the month, the Riverfront Shops of Daytona Beach website had 9,097 sessions, 12,934 pageviews, 7,271 total users, and 6,941 new users. Overall, March website traffic was down slightly when compared to the previous month – a seasonal trend also seen last year.

TOP PAGES

Most Viewed Pages		
Page		Pageviews
/		8,824
/shopping/		505
/dining/		452
/events/		410
/brochures-and-maps/		275
/farmers-market/		263
/attractions/		216
/event/wine-cheese-walk-2/		147
/event/st-paddys-day-block-party/		83
/venue/beach-street/		72

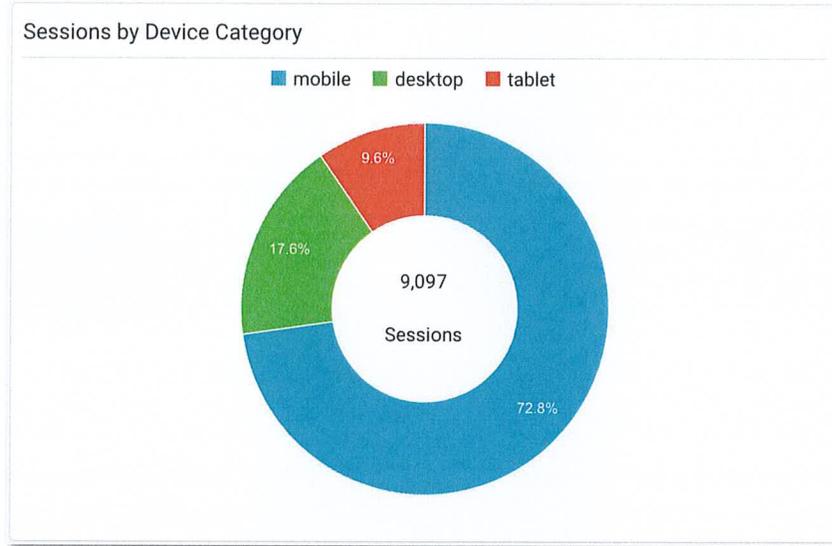
The Home, Shopping, Dining, and Events pages were the most visited in March 2023. (/ = Home Page.)

DAYTONA BEACH DDA MARCH ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Tuesday, April 4, 2023

Overall Traffic (Continued)

TRAFFIC TYPE



Mobile visitation continued to outpace desktop traffic in March by a substantial margin.

KEY TRAFFIC SOURCES

Top Traffic Sources	
Source / Medium	Sessions
google / cpc	5,449
google / organic	1,154
(direct) / (none)	969
facebook_ads / cpc	795
codb.us / referral	169
daytonabeach.com / referral	155
toursanner.com / referral	131
m.facebook.com / referral	68
bing / organic	63
l.facebook.com / referral	36

Google Ads, Google organic search, direct site visits, and Facebook advertising were the most significant traffic sources in March 2023.

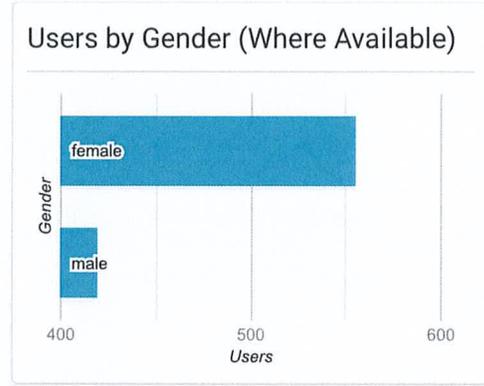
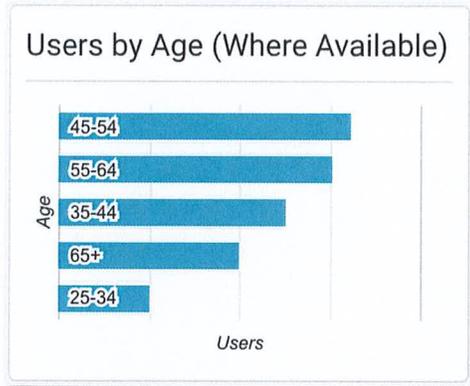
DAYTONA BEACH DDA

MARCH ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Tuesday, April 4, 2023

Overall Traffic (Continued)

DEMOGRAPHICS AND GENDER



Where demographic information was available from Google, March site users were predominantly women, with the top age groups being 45-54, 55-64, and 35-44.

Online Advertising

GOOGLE ADVERTISING



The Google Ads in generated 7,174 clicks in March 2023. Popular search advertising keywords included “Daytona Beach,” (*and similar*), “Downtown Daytona Beach,” “Daytona Beach Restaurants” (*and similar*), and “Daytona Beach Shopping” (*and similar*).

DAYTONA BEACH DDA

MARCH ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Tuesday, April 4, 2023

Online Advertising (*Continued*)

FACEBOOK ADVERTISING



The Facebook advertising in March 2023 had 1,800 link clicks. The fluctuations in clicks correspond to the timing of the advertised special events.

FACEBOOK EVENT RESPONSES

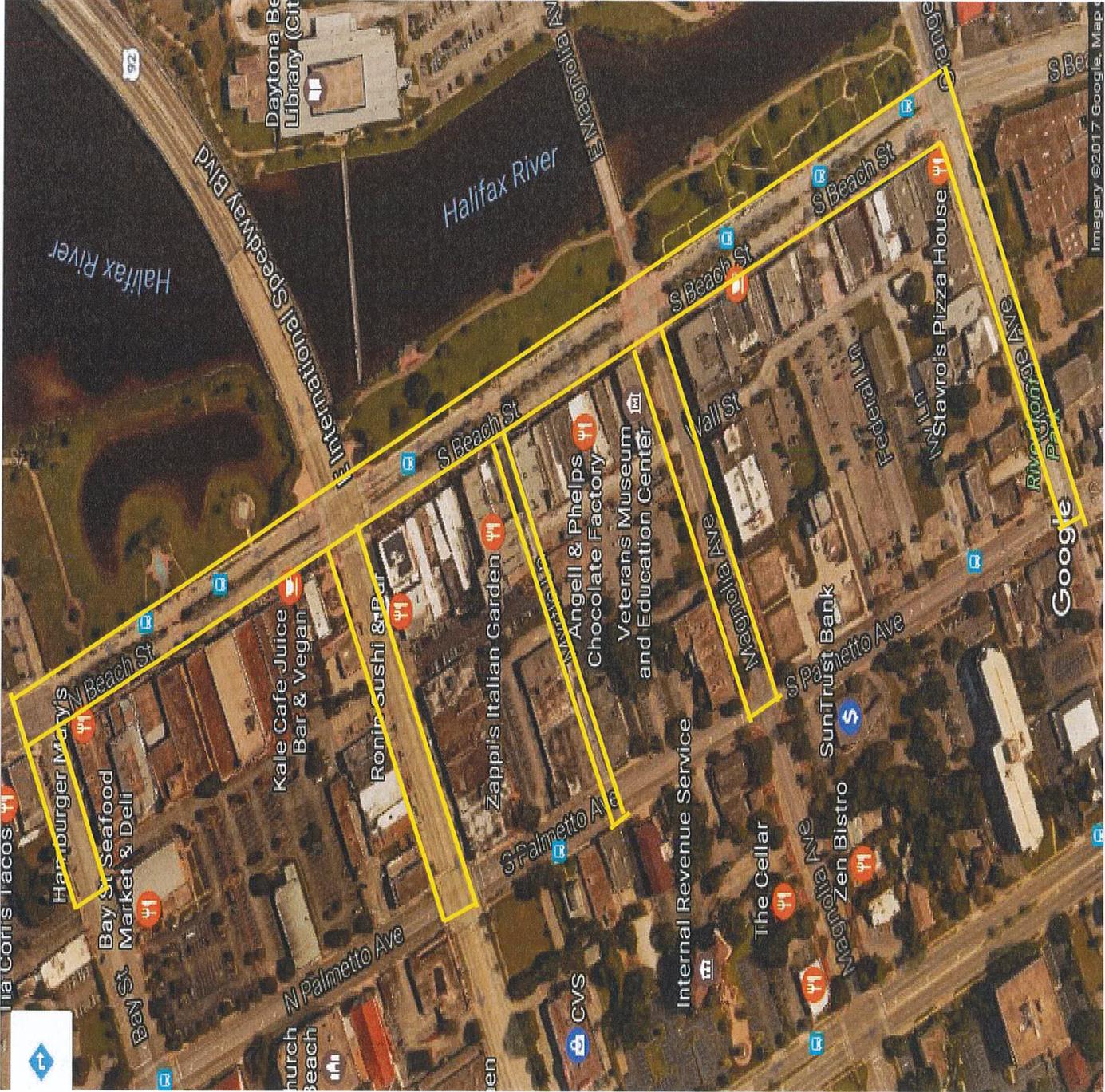
The Riverfront Shops Facebook advertising also includes promoting DDA-sponsored events to generate event responses from potential attendees. Events in March advertised on Facebook included:

- FIRST FRIDAY ART WALK (3/3): 294 responses to the event advertising, with 731 combined ad and organic responses to the Riverfront Shops' listing;
- ST. PADDY'S DAY BLOCK PARTY (3/17): 692 responses to the event advertising, with 1,804 combined ad and organic responses to the Riverfront Shops' listing; and
- WINE & CHEESE WALK (3/17): 555 responses to the event advertising, with 1,701 combined ad and organic responses to the Riverfront Shops' listing; and

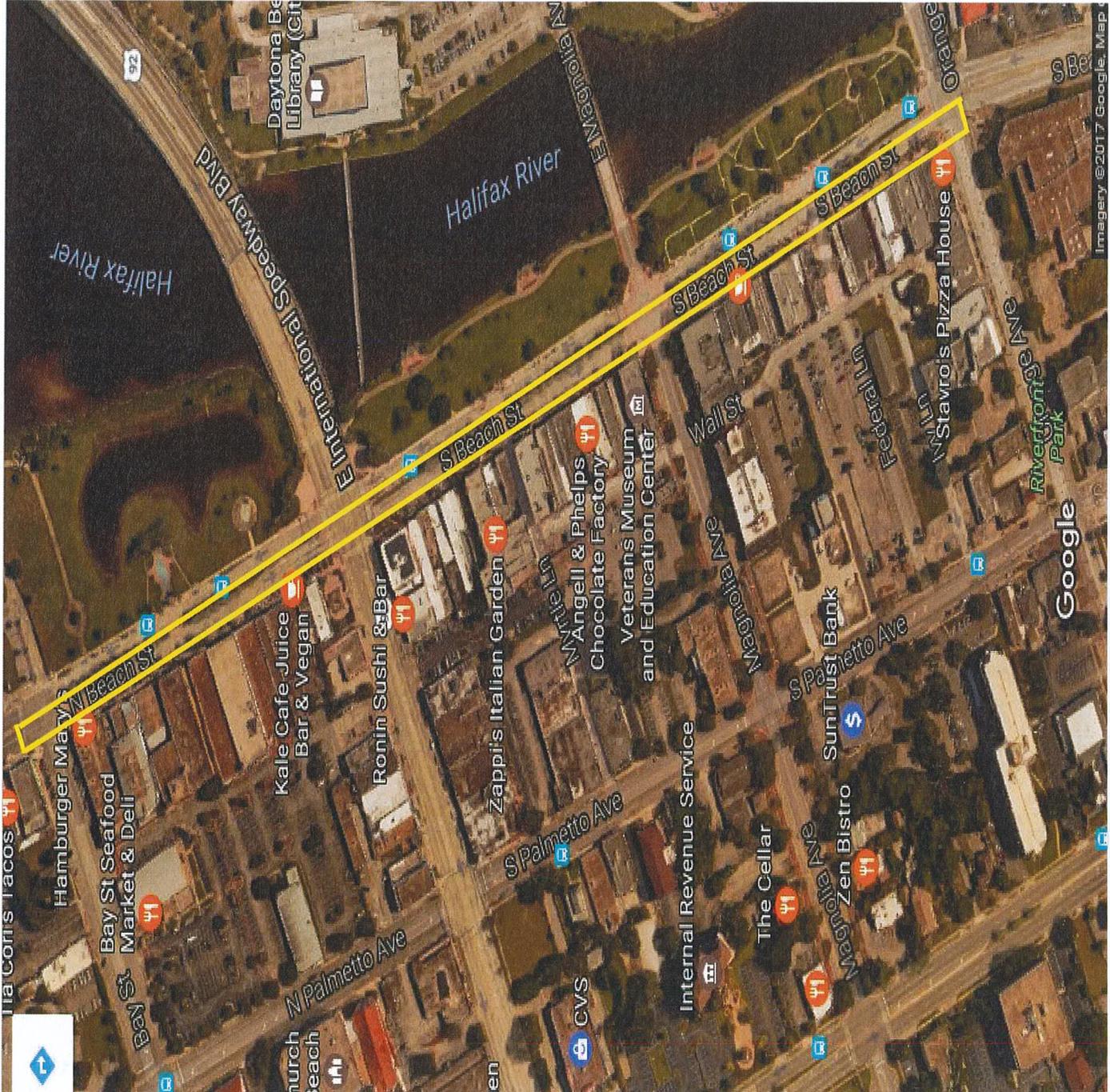
PAGE FOLLOWERS

As of early April, the Riverfront Shops Facebook page had 17,671 followers, and the Farmers' Market page had 4,579 (*a modest increase for both*).

Mainland Corridor
Beach Street west
and east side as
well as behind the
buildings where
the City signs are
located.



West side of
Beach Street
only from Bay
St. to Orange
Ave.



Mainland Corridor Budget

Mainland Corridor (Beach Street Only)

Spaces	137
Ticket Revenue per day \$10 violation	\$680.00
Expected Operating Days	200
Total Revenue 80% collection rate	\$108,800.00

Expenses

Additional Manager Allocation	\$12,000.00
Bookkeeper Allocation	\$4,160.00
Enforcement Officer	\$18,720.00
Payroll Taxes and Benefits	\$19,952.00
Insurance	\$10,000.00
Clancy Equipment	\$0.00
Ticket processing Clancy	\$1,360.00
Certification	\$750.00
Total	\$66,942.00

Net Income from Project

\$41,858.00

Mainland Corridor Entire Area

Spaces	330
Ticket Revenue per day \$10 violation	\$1,450.00
Expected Operating Days	200
Total Revenue 80% collection rate	\$232,000.00

Expenses

Additional Manager Allocation	\$12,000.00
Bookkeeper Allocation	\$4,160.00
Enforcement Officer	\$37,440.00
Payroll Taxes and Benefits	\$21,440.00
Insurance	\$10,000.00
Clancy Equipment	\$100.00
Ticket processing Clancy	\$2,900.00
Certification	\$1,500.00
Total	\$89,540.00

Net Income from Project

\$142,460.00



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION
 POST OFFICE BOX 2451
 DAYTONA BEACH, FLORIDA 32115-2451
 PHONE (386) 671-8160
 FAX (386) 671-8187

MEMORANDUM

DATE: April 13, 2023
 TO: Downtown Development Authority Board Members
 FROM: Kenneth Thomas, Redevelopment Director
 SUBJECT: DDA Monthly Financial Report

The following is the DDA financial report for revenues and expenditures through February 28, 2023.

General Activities for February 28, 2023

Revenues	Projection	Received to Date as of 02/28/23	Balance
Ad Valorem	\$ 203,592.00	\$ 186,848.17	\$ 16,743.83
Delinquent Ad Valorem	0.00	0.00	0.00
Downtown CRA Payment	117,643.00	117,960.51	(317.51)
Interest	0.00	0.00	0.00
Miscellaneous	0.00	0.00	0.00
Appropriation of Fund Balance	8,125.00	0.00	8,125.00
Total	\$ 329,360.00	\$ 304,808.68	\$ 24,551.12

Line-Item	Appropriation	Spent to Date as of 02/28/23	Balance
Professional Services	\$ 39,000.00	\$ 19,500.00	\$ 19,500.00
Care and Subsistence	300.00	0.00	300.00
Downtown Marketing Media	43,917.00	28,802.00	15,115.16
Events Promotion	1,600	8,174.09	(6,574.09)
Supplies	0.00	0.00	0.00
Memberships	0.00	0.00	0.00
Downtown CRA Payment	117,643.00	117,960.51	(317.51)
Contingency	0.00	0.00	0.00
Total	\$ 202,460.00	\$ 174,436.60	\$ 28,023.56

Farmers' Market Activities

Revenues	Projection	Received to Date as of 02/28/23	Balance
Vendor Revenue	\$ 6,000.00	\$ 976.00	\$ 976.00
Sponsorship	0.00	0.00	0.00
Market Booth Sales	0.00	0.00	0.00
DDA SNAP Revenues	2,000.00	794.00	794.00
Total	\$ 8,000	\$ 1,770.00	\$ 1,770.00

Expenses	Appropriation	Spent to Date as of 02/28/23	Balance
Market Manager	\$ 18,000.00	\$ 6,500.00	\$ 11,500.00
Liability Insurance	1,500.00	1,050.00	450.00
Marketing	4,400.00	900.00	\$ 3,500.00
City Fees	0.00	0.00	0.00
DDA SNAP Expenses	5,000.00	1,143.65	3,856.35
Booth Merchandise	0.00	0.00	0.00
Other Materials & Supplies	500.00	0.00	500.00
Total	\$ 29,400.00	\$ 9,593.65	\$ 19,806.35

Downtown Event Activities

Revenues	Projection	Received to Date as of 02/28/23		Balance
Vendor Revenue	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Sponsorship	0.00	0.00	0.00	0.00
Total	\$.000	\$ 0.00	\$ 0.00	\$ 0.00

Expenses	Appropriation	Spent to Date as of 02/28/23		Balance
Downtown Events	\$ 100,000.00	\$ 18,981.00	\$ 18,981.00	\$ 81,019.00
Supplies/ Offline print	5,500.00	579.36	579.36	4,920.64
Total	\$ 105,500.00	\$ 19,560.36	\$ 19,560.36	\$ 85,939.64

DDA Budget Summary

	Budget	Actual	Remaining
Total DDA Revenue	\$ 337,360.00	\$ 1,770.00	\$ 335,590.00
Total DDA Expenditures	337,360.00	203,590.61	133,769.39
Change in Fund Balance	\$ 0.00	\$ (201,820.61)	

Reserves	\$	0.00	\$	0.00	\$	0.00
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THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451

DAYTONA BEACH, FLORIDA 32115-2451

PHONE (386) 671-8160

FAX (386) 671-8187

MEMORANDUM

DATE: April 13, 2023
 TO: Downtown Development Authority Board Members
 FROM: Kenneth Thomas, Redevelopment Director
 SUBJECT: DDA Monthly Financial Report

The following is the DDA financial report for revenues and expenditures through March 31, 2023.

General Activities for March 31, 2023

Revenues	Projection	Received to Date as of 03/31/23	Balance
Ad Valorem	\$ 203,592.00	\$ 186,848.17	\$ 16,743.83
Delinquent Ad Valorem	0.00	0.00	0.00
Downtown CRA Payment	117,643.00	117,960.51	(317.51)
Interest	0.00	0.00	0.00
Miscellaneous	0.00	0.00	0.00
Appropriation of Fund Balance	8,125.00	0.00	8,125.00
Total	\$ 329,360.00	\$ 304,808.68	\$ 24,551.12

Line-Item	Appropriation	Spent to Date as of 03/31/23	Balance
Professional Services	\$ 39,000.00	\$ 22,750.00	\$ 16,250.00
Care and Subsistence	300.00	0.00	300.00
Downtown Marketing Media	43,917.00	32,757.79	11,159.21
Events Promotion	1,600	8,174.09	(6,574.09)
Supplies	0.00	0.00	0.00
Memberships	0.00	0.00	0.00
Downtown CRA Payment	117,643.00	117,960.51	(317.51)
Contingency	0.00	0.00	0.00
Total	\$ 202,460.00	\$ 181,642.39	\$ 20,817.61

Farmers' Market Activities

Revenues	Projection	Received to Date as of 03/31/23	Balance
Vendor Revenue	\$ 6,000.00	\$ 976.00	\$ 976.00
Sponsorship	0.00	0.00	0.00
Market Booth Sales	0.00	0.00	0.00
DDA SNAP Revenues	2,000.00	794.00	794.00
Total	\$ 8,000	\$ 1,770.00	\$ 1,770.00

Expenses	Appropriation	Spent to Date as of 03/31/23	Balance
Market Manager	\$ 18,000.00	\$ 7,800.00	\$ 10,200.00
Liability Insurance	1,500.00	1,050.00	450.00
Marketing	4,400.00	1,050.00	\$ 3,350.00
City Fees	0.00	0.00	0.00
DDA SNAP Expenses	5,000.00	1,143.65	3,856.35
Booth Merchandise	0.00	0.00	0.00
Other Materials & Supplies	500.00	0.00	500.00
Total	\$ 29,400.00	\$ 11,043.65	\$ 18,356.35

Downtown Event Activities

Revenues	Projection	Received to Date as of 03/31/23		Balance
Vendor Revenue	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Sponsorship	0.00	0.00	0.00	0.00
Total	\$.000	\$ 0.00	\$ 0.00	\$ 0.00

Expenses	Appropriation	Spent to Date as of 03/31/23		Balance
Downtown Events	\$ 100,000.00	\$ 21,481.00	\$ 78,519.00	\$ 78,519.00
Supplies/ Offline print	5,500.00	579.36	4,920.64	4,920.64
Total	\$ 105,500.00	\$ 22,060.36	\$ 83,439.64	\$ 83,439.64

DDA Budget Summary

	Budget	Actual	Remaining
Total DDA Revenue	\$ 337,360.00	\$ 1,770.00	\$ 335,590.00
Total DDA Expenditures	337,360.00	214,746.40	122,613.60
Change in Fund Balance	\$ 0.00	\$ (212,976.40)	

Reserves	\$	0.00	\$	0.00	\$	0.00
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