



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

## TENTATIVE 2017 – 2018 BUDGET

### Overall Revenue

Ad Valorem Taxes	\$114,107
Merchant Co-op Program	20,000
Transfer from CRA	45,692
Interest on Investments	100
Downtown Event Revenue	3,000
Downtown Event Sponsorships	25,000
Farmers Market Revenue	28,700
Farmers Market Sponsorships	<u>10,000</u>
	\$246,599

### Overall Expenses

DDA Overhead	\$ 1,950
Personnel	15,495
Professional & Technical Services	20,600
Downtown Marketing & Events	70,000
Co-op Marketing Program	25,000
Downtown Event Expenses	28,000
Farmers Market Expenses	38,700
Contingency	1,162
Payment to Downtown CRA	<u>45,692</u>
	\$246,599

## TENTATIVE 2017 – 2018 BUDGET BY ACTIVITIES

### FARMERS' MARKET ACTIVITES

Item	Total
Personnel	11,600
Manager Supplies	1,000
Marketing	19,100
Market Events	1,500
SNAP Program	1,750
Insurance	1,250
Booth Merchandise	1,000
City Fees	1,500
<b>Total</b>	<b>\$ 38,700</b>

## **DOWNTOWN EVENT ACTIVITES**

<b>Item</b>	<b>Total</b>
Personnel	4,500
Event Promotion / Music	800
Event Advertising	7,500
Event Supplies	1,200
Exhibit Supplies	14,000
<b>Total</b>	<b>\$ 28,000</b>

## **DDA GENERAL ACTIVITIES**

<b>Item</b>	<b>Total</b>
Contract Services	1,000
Personnel	15,495
Professional Services	15,000
Technical Services	2,100
Office Supplies	3,500
Care and Subsistence	500
Professional Memberships	450
Downtown Marketing	25,000
Downtown Events	45,000
Co-op Marketing Program	25,000
Contingency	1,162
Payment to Downtown CRA	45,692
<b>Total</b>	<b>\$ 179,899</b>

**TENTATIVE 2017 – 2018 BUDGET  
GENERAL ACTIVITIES BY SOURCE OF FUNDING**

<b>Item</b>	<b>Base Expenditures</b>	<b>CRA Expenditures</b>	<b>Total</b>
Contract Services	1,000	0	1,000
Personnel	15,495	0	15,495
Professional Services	0	15,000	15,000
Technical Services	1,408	692	2,100
Office Supplies	3,500	0	3,500
Care and Subsistence	500	0	500
Professional Memberships	450	0	450
Downtown Marketing	0	25,000	25,000
Downtown Events	45,000	0	45,000
Downtown Co-op Advertising	0	5,000	5,000
Contingency	1,162	0	1,162
<b>Total</b>	<b>\$ 68,415</b>	<b>\$ 45,692</b>	<b>\$ 114,107</b>