



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 |
| Total | \$ 38,700 |

DOWNTOWN EVENT ACTIVITES

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

DDA GENERAL ACTIVITIES

| Item | Total |
|--------------------------|-------------------|
| 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 |
| Total | \$ 179,899 |

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

| Item | Base Expenditures | CRA Expenditures | Total |
|----------------------------|--------------------------|-------------------------|-------------------|
| 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 |
| Total | \$ 68,415 | \$ 45,692 | \$ 114,107 |