

Downtown Development Board  
Preliminary Budget  
For FY 2020-2021 with Certified Taxable Value

|                                                                                                           |                            |                          |
|-----------------------------------------------------------------------------------------------------------|----------------------------|--------------------------|
|                                                                                                           |                            |                          |
|                                                                                                           | <b>Preliminary</b>         |                          |
|                                                                                                           | <b>Budget 20-21</b>        | <b>Fiscal Year 19-20</b> |
| <b>Income</b>                                                                                             |                            |                          |
| Ad Valorem (Property) Taxes - 0.9700 mills                                                                | 401,909                    | 370,386                  |
| Ad Valorem Taxes Prior Year                                                                               | 100                        | 100                      |
| Interest Income                                                                                           | 500                        | 500                      |
| CRA Interlocal Agreement Revenue                                                                          | 340,088                    | 286,023                  |
| Misc Revenue                                                                                              | 500                        | 500                      |
| <b>Total Income</b>                                                                                       | <b>743,097</b>             | <b>657,509</b>           |
|                                                                                                           |                            |                          |
|                                                                                                           |                            |                          |
| <b>Expenditures</b>                                                                                       |                            |                          |
|                                                                                                           |                            |                          |
| <b>Marketing</b>                                                                                          | <b>Requested for 20-21</b> | <b>Budgeted 19-20</b>    |
|                                                                                                           |                            |                          |
| Clearwater Jazz Festival Downtown Party                                                                   | 2,500                      | 2,500                    |
| Downtown Clearwater Craft Beer & Music Festival                                                           | -                          | 10,000                   |
| Downtown Clearwater Merchants Association Special Events                                                  | 15,000                     | 15,000                   |
| Festival Series including Blast Fridays, Miracle on Cleveland St & Potential 7th Event (Ruth Eckerd Hall) | -                          | 40,000                   |
| Hooters Clearwater Super Boat National Championship                                                       | 10,000                     | 10,000                   |
| Santa & Suds 5K Fun Run                                                                                   | -                          | 1,500                    |
| Holiday Extravaganza Events (Ex. movies)                                                                  | 10,000                     | 5,000                    |
| Partnership with Amplify Clearwater (Marketing Special                                                    | 10,000                     | 0                        |
| Artistic Storefronts                                                                                      | 5,000                      | 0                        |
| Tourism Marketing Consultant Services                                                                     | 20,000                     | 0                        |
| Special Event Grants                                                                                      | 42,401                     | 0                        |
| <b>Total Marketing</b>                                                                                    | <b>114,901</b>             | <b>84,000</b>            |
|                                                                                                           |                            |                          |
|                                                                                                           |                            |                          |
| <b>Business Assistance</b>                                                                                |                            |                          |
|                                                                                                           |                            |                          |
| Holiday Lighting                                                                                          | 15,000                     | 15,000                   |
| Jolley Trolley Downtown Loop                                                                              | 17,586                     | 16,749                   |
| Voucher Program Partnership                                                                               | 25,000                     |                          |
| Cleveland Street Closure Enhancements                                                                     | 30,000                     |                          |
| Business Assistance Grants                                                                                | 30,000                     | 0                        |
| <b>Total Business Assistance</b>                                                                          | <b>117,586</b>             | <b>31,749</b>            |

|                                          |         |         |
|------------------------------------------|---------|---------|
|                                          |         |         |
|                                          |         |         |
| <b>Policy and Project Work</b>           |         |         |
|                                          |         |         |
| Station Square Park Events               | 10,000  | 20,000  |
| Equity and Inclusion Committee           | 10,000  | 5,000   |
| Cleveland Street Lighting Project        | 25,000  |         |
| Raising Awareness of DDB Project         | 5,000   | 0       |
| Policy and Project Work Grants           | -       | 0       |
| <b>Total Policy and Project Work</b>     | 50,000  | 25,000  |
|                                          |         |         |
|                                          |         |         |
| <b>Future Downtown Initiatives</b>       | 0       | 102,401 |
|                                          |         |         |
| <b>Total Variable Expenditures</b>       | 282,487 |         |
|                                          |         |         |
|                                          |         |         |
|                                          |         |         |
| <b>Staff &amp; Office Administration</b> |         |         |
|                                          |         |         |
| Operating Expenditures                   | 1,000   | 500     |
| Public Meeting Notices                   | 3,500   | 1,500   |
| Legal Fees/DDB Minute Preparation        | 17,500  | 15,898  |
| CRA Mgt & Admin Fee (3.5% Increase)      | 76,085  | 73,512  |
| <b>Total Staff &amp; Office Admin</b>    | 98,085  | 91,410  |
|                                          |         |         |
|                                          |         |         |
|                                          |         |         |
| <b>Fixed Payments</b>                    |         |         |
|                                          |         |         |
| Officers & Directors Insurance           | 600     | 600     |
| Liability Insurance (Dolphins)           | 1,500   | 1,500   |
| Annual Audit                             | 8,000   | 9,000   |
| CRA Increment Payment                    | 340,088 | 286,023 |
| State Special District Fee               | 175     | 175     |
| Tax Collector Commissions                | 8,954   | 8,140   |
| Property Appraiser Fee                   | 3,208   | 3,099   |
| <b>Total Fixed Payments</b>              | 362,525 | 308,537 |
|                                          |         |         |
| <b>Total Expenditures</b>                | 743,097 | 643,097 |
|                                          |         |         |
|                                          |         |         |
| Reserves (approved at 7/8/2020)          | 50,000  |         |