

LDDA BOARD OF DIRECTORS MEETING AGENDA  
Thursday, May 18, 2019 • 8am  
City Commission Conference Room • City Hall

**CALL TO ORDER**

Bretta Christakos

**CONSENT AGENDA (\*)**

LDDA BOARD MEETING MINUTES April 18, 2019  
April Financials

Bretta Christakos

**New Business**

none

**Old Business**

LDDA Banking\*  
Status of Executive Director Review  
April 29th Public Meeting Recap

Julie Townsend  
Tom Anderson  
Julie Townsend

**Executive Director's Report (included in agenda packet)**

Julie Townsend

**AUDIENCE**

Bretta Christakos

**ADJOURN**

**MISSION: To Improve and Stimulate the Environment for Economic Development in a People-Oriented Downtown Community**

**MINUTES**  
**LDDA BOARD OF DIRECTORS MEETING**  
**Thursday, April 18, 2019 • 8am**  
**City Commission Conference Room • City Hall**

**BOARD/STAFF PRESENT:** Bretta Christakos, Greg Sanoba, Scott Franklin, Jeff Donalson, Eric Belvin, Tom Anderson, Grant Miller; Julie Townsend, staff

**BOARD ABSENT:** none

**GUESTS:** Khrysta Mensing; Tracy Kimbrough; Brian Rewis; Alis Drumgo; Barry Freidman

**CALL TO ORDER: 8:07am** Bretta Christakos, Chair of LDDA, called the meeting to order. *(Jeff Donalson and Eric Belvin arrive a few minutes after call to order. No actionable items prior to their arrivals.)*

**LDDA AUDIT REVIEW:** Tracy Kimbrough with Baylis and Co. presented the LDDA Draft Audit. Tracy praised staff for a clean audit and had no recommended changes for policies or procedures. Tracy also answered a few questions. LDDA should keep 6 months of operating funds – hard costs to have doors open – not to include First Friday or Farmers Market. Also, LDDA does not have to keep streetscape funds in a separate money market account. Funds can be co-mingled as long as those funds, expenditures and earned interest income are also tracked Tom Anderson moved to approve the draft audit. Jeff Donalson seconded the motion. Motion passed 7-0.

**CONSENT AGENDA:** Greg Sanoba moved to approve the consent agenda items, which included minutes from the March meeting. Grant Miller seconded the motion. Motion approved 7-0.

**MARCH FINANCIALS:** Julie Townsend presented several budget adjustments.

LDDA Operating Budget vs. Actuals

6300 Investment Income – there was no budgeted amount for the line item and there should have been.

CHANGE: from 0 to the \$5500.00

8765 Banner Installations Costs - – there was no budgeted amount for the line item and there should have been. CHANGE: from 0 to the \$1500.00

To keep the budget balanced 8760 Misc. Expenses was adjusted from 7592.80 to \$11,592.80 to reflect the added income from the interest income (less the banner expense)

Eric Belvin moved approval of the March Financials to include the budget adjustments. Tom Anderson seconded the motion. Motion passed 7-0.

**NEW BUSINESS**

**LDDA Banking:** Julie explained that in previous meetings board members had expressed an interest in exploring better rates for the LDDA money market accounts. Julie asked the board for direction, specifically if there was a desire by the board to limit the types of institutions included in the research. The board expressed a desire to investigate only local institutions. Tom Anderson moved to instruct staff to collect rates and fees from local financial institutions for checking services and money market/CD rates. Grant Miller seconded the motion. Motion passed 7-0.

Julie Townsend reviewed her presentation to the city commission with the board. Tom Anderson volunteered to be the board member in charge of the executive director's review. Julie shared with the board the details of the April 29<sup>th</sup> meeting about Munn Park.

**Executive Director’s Report** – Julie Townsend includes the report in writing and verbally reviewed some of the items. Julie was asked to follow up on several items from board members:

- Ask Cory Petcoff about the brick benches/wall along Tennessee and possible adding arm rests
- Ask property appraiser’s office if LDDA final tax rolls estimates are with or without the discount.
- Ask why the road diet test does not include the portion of Downtown from Lime to Pine as originally studied.

No other business came before the board.

*LDDA Board of Directors’ meetings are recorded for transcript purposes. Minutes do not reflect discussions, but provide the record of actionable items. Audio files of the meetings are stored at the LDDA office and are available upon request.*

**The meeting was adjourned at 9:20 a.m. The next LDDA Board of Directors meeting will be on Thursday, May 16, 2019 at 8am in the city commission conference room.**

\_\_\_\_\_  
Bretta Christakos, Chair

\_\_\_\_\_  
Date

\_\_\_\_\_  
Julie Townsend, Executive Director

\_\_\_\_\_  
Date

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

## PROFIT AND LOSS

April 2019

	TOTAL
<b>Income</b>	
6000 Primary Income	
6100 Tax Receipts	20,187.91
6120 Misc Income	850.00
6360 Reimbursed Expenses	3,338.37
<b>Total 6000 Primary Income</b>	<b>24,376.28</b>
6200 Program Income	
6370 Valet Program	7,506.00
<b>Total 6200 Program Income</b>	<b>7,506.00</b>
6450 Income-Farmers Curb Market	
6450.11 Shared Marketing Costs	7,866.00
6450.13 Fundraiser/Sales Gross	212.00
6450.14 Merchandise Sales Tax	14.84
6450.18 FAB Grant	1,357.00
6450.19 EBT Electronic Transfer	989.00
<b>Total 6450 Income-Farmers Curb Market</b>	<b>10,438.84</b>
6460 Event Income (FF,FTR)	
6460.10 First Friday Shared Event Costs	3,073.38
6460.20 First Friday Sponsorships	5.02
<b>Total 6460 Event Income (FF,FTR)</b>	<b>3,078.40</b>
<b>Total Income</b>	<b>\$45,399.52</b>
<b>GROSS PROFIT</b>	<b>\$45,399.52</b>
<b>Expenses</b>	
7000 Event Expenses	
7050 Contract event staff	660.00
7065 Event Square Fees	158.76
7070 Entertainment	365.00
7095 Sponsorships Mktg	2,385.46
7100 City of Lakeland Fees	
7100.10 Parking Services	314.50
7100.20 Police Services	217.00
7100.30 Parks & Recreations Staff	1,092.00
<b>Total 7100 City of Lakeland Fees</b>	<b>1,623.50</b>
8010.17 Salaries Event Admin	318.75
8010.18 Event Commission	618.90
<b>Total 7000 Event Expenses</b>	<b>6,130.37</b>
8000 Administration & Salaries	
8010 Salaries	
8010.11 Executive Director Salary	9,229.16
8010.12 LDDA Admn (pka Coordinator)	1,649.00
8010.13 Payroll Taxes	976.42
8040 Retirement Expense	189.36

	TOTAL
<b>Total 8010 Salaries</b>	<b>12,043.94</b>
8100 General Administration	
8200 Lease	1,432.22
8210 Utilities	157.00
8350 Telephone	235.86
8360 Computer Services	268.99
8400 Travel, Meals, Meetings	286.92
8500 Insurance - Liability	158.52
8760 Miscellaneous	1,071.29
9000 Tax Collector	403.16
9050 Memberships & Subscriptions	321.50
9750 Container Gardens	500.00
<b>Total 8100 General Administration</b>	<b>4,835.46</b>
8920 Marketing & Development	
8920.15 Downtown Marketing	2,191.46
8920.18 Other Event Costs	1,684.15
<b>Total 8920 Marketing &amp; Development</b>	<b>3,875.61</b>
<b>Total 8000 Administration &amp; Salaries</b>	<b>20,755.01</b>
8761 Program Expense	
9751 Valet Parking	2,614.85
<b>Total 8761 Program Expense</b>	<b>2,614.85</b>
9745 Expense-Farmers Curb Market	
8010.16 Salaries DFCM Admin	947.75
9745.10 Management Contract	1,846.16
9745.11 General Operating Expense	309.39
9745.13 Music/Entertainment	515.00
9745.16 Square Fees	227.61
9745.18 EBT Payout	764.00
9745.19 FAB payout	1,125.00
9745.20 EFUNDS Fees	53.70
9745.21 DFCM marketing	47.00
9745.23 DFCM SNAP Expenses	11.63
9745.24 Sales Tax	19.67
9745.25 SNAP Booth Admin	187.50
<b>Total 9745 Expense-Farmers Curb Market</b>	<b>6,054.41</b>
<b>Total Expenses</b>	<b>\$35,554.64</b>
NET OPERATING INCOME	<b>\$9,844.88</b>
Other Income	
6940 Restricted Accounts	
6955 Restricted Streetscape Account	1,400.00
<b>Total 6940 Restricted Accounts</b>	<b>1,400.00</b>
6950 Unappropriated Funds	
6950.65 Unappr Valet	-2,500.00
<b>Total 6950 Unappropriated Funds</b>	<b>-2,500.00</b>
<b>Total Other Income</b>	<b>\$ -1,100.00</b>
NET OTHER INCOME	<b>\$ -1,100.00</b>
NET INCOME	<b>\$8,744.88</b>

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

## BALANCE SHEET

As of April 30, 2019

	TOTAL			
	AS OF APR 30, 2019	AS OF APR 30, 2018 (PY)	CHANGE	% CHANGE
<b>ASSETS</b>				
Current Assets				
Bank Accounts				
1090 Petty Cash	267.00	70.79	196.21	277.17 %
1110 Cash - Operating - BoCFL	30,896.69	190,927.48	-160,030.79	-83.82 %
1170 Cash - Money Market - BoCFL	784,462.58	555,360.10	229,102.48	41.25 %
1175 Restricted Strtscp MM - BoCFL	77,194.89	78,695.28	-1,500.39	-1.91 %
<b>Total Bank Accounts</b>	<b>\$892,821.16</b>	<b>\$825,053.65</b>	<b>\$67,767.51</b>	<b>8.21 %</b>
<b>Total Current Assets</b>	<b>\$892,821.16</b>	<b>\$825,053.65</b>	<b>\$67,767.51</b>	<b>8.21 %</b>
Fixed Assets				
2200 Furniture and Fixtures	13,762.04	13,762.04	0.00	0.00 %
2650 Accumulated Depreciation	-13,606.60	-13,606.60	0.00	0.00 %
<b>Total Fixed Assets</b>	<b>\$155.44</b>	<b>\$155.44</b>	<b>\$0.00</b>	<b>0.00 %</b>
<b>TOTAL ASSETS</b>	<b>\$892,976.60</b>	<b>\$825,209.09</b>	<b>\$67,767.51</b>	<b>8.21 %</b>
<b>LIABILITIES AND EQUITY</b>				
Liabilities				
Current Liabilities				
Other Current Liabilities				
3150 Accrued Expenses	2,961.54	2,961.54	0.00	0.00 %
3200 Payroll Liabilities	4,294.77	3,376.93	917.84	27.18 %
3210 Accrued Retirement - EE	-5.54	0.00	-5.54	
3500 Deferred Revenue	11,691.31	13,563.87	-1,872.56	-13.81 %
3500.10 Deferred DFCM Revenues	2,835.00		2,835.00	
<b>Total Other Current Liabilities</b>	<b>\$21,777.08</b>	<b>\$19,902.34</b>	<b>\$1,874.74</b>	<b>9.42 %</b>
<b>Total Current Liabilities</b>	<b>\$21,777.08</b>	<b>\$19,902.34</b>	<b>\$1,874.74</b>	<b>9.42 %</b>
<b>Total Liabilities</b>	<b>\$21,777.08</b>	<b>\$19,902.34</b>	<b>\$1,874.74</b>	<b>9.42 %</b>
Equity				
5100 Fund Balance Unreserved	603,604.49	620,165.80	-16,561.31	-2.67 %
5200 Fund Balance - Property & Equip	253.24	253.24	0.00	0.00 %
5400 Fund Balance Reserved	78,369.96	78,369.96	0.00	0.00 %
Net Income	188,971.83	106,517.75	82,454.08	77.41 %
<b>Total Equity</b>	<b>\$871,199.52</b>	<b>\$805,306.75</b>	<b>\$65,892.77</b>	<b>8.18 %</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$892,976.60</b>	<b>\$825,209.09</b>	<b>\$67,767.51</b>	<b>8.21 %</b>

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

## BUDGET VS. ACTUALS: FY2019 - FY19 P&L

October 2018 - September 2019

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Income</b>				
6000 Primary Income				
6100 Tax Receipts	327,664.86	351,378.00	-23,713.14	93.25 %
6120 Misc Income	2,050.00	1,500.00	550.00	136.67 %
6300 Investment Income (Money Mkt.)	2,831.33	5,500.00	-2,668.67	51.48 %
6360 Reimbursed Expenses	3,338.37	3,000.00	338.37	111.28 %
<b>Total 6000 Primary Income</b>	<b>335,884.56</b>	<b>361,378.00</b>	<b>-25,493.44</b>	<b>92.95 %</b>
6200 Program Income				
6155 Banner Income	1,400.00	1,500.00	-100.00	93.33 %
6370 Valet Program	17,678.00		17,678.00	
<b>Total 6200 Program Income</b>	<b>19,078.00</b>	<b>1,500.00</b>	<b>17,578.00</b>	<b>1,271.87 %</b>
6450 Income-Farmers Curb Market				
6450.11 Shared Marketing Costs	57,893.00	74,655.00	-16,762.00	77.55 %
6450.13 Fundraiser/Sales Gross	641.00	1,000.00	-359.00	64.10 %
6450.14 Merchandise Sales Tax	44.87	200.00	-155.13	22.44 %
6450.18 FAB Grant	6,433.00	10,000.00	-3,567.00	64.33 %
6450.19 EBT Electronic Transfer	6,607.00	10,000.00	-3,393.00	66.07 %
<b>Total 6450 Income-Farmers Curb Market</b>	<b>71,618.87</b>	<b>95,855.00</b>	<b>-24,236.13</b>	<b>74.72 %</b>
6460 Event Income (FF,FTR)				
6460.10 First Friday Shared Event Costs	57,140.25	55,000.00	2,140.25	103.89 %
6460.12 Commissioned Event Sales	8,355.00	6,000.00	2,355.00	139.25 %
6460.20 First Friday Sponsorships	6,583.04	10,000.00	-3,416.96	65.83 %
6460.40 Other event sponsorships	1,077.45	1,500.00	-422.55	71.83 %
<b>Total 6460 Event Income (FF,FTR)</b>	<b>73,155.74</b>	<b>72,500.00</b>	<b>655.74</b>	<b>100.90 %</b>
<b>Total Income</b>	<b>\$499,737.17</b>	<b>\$531,233.00</b>	<b>\$ -31,495.83</b>	<b>94.07 %</b>
<b>GROSS PROFIT</b>	<b>\$499,737.17</b>	<b>\$531,233.00</b>	<b>\$ -31,495.83</b>	<b>94.07 %</b>
<b>Expenses</b>				
7000 Event Expenses				
7040 Event Insurance	1,714.00	1,700.00	14.00	100.82 %
7050 Contract event staff	4,556.60	9,800.00	-5,243.40	46.50 %
7060 Workers Comp Ins (contract event)		800.00	-800.00	
7065 Event Square Fees	1,216.40	3,000.00	-1,783.60	40.55 %
7070 Entertainment	1,621.88	3,000.00	-1,378.12	54.06 %
7080 Event Graphics & Printing	1,114.82	6,000.00	-4,885.18	18.58 %
7090 Event Sanitation	1,225.00	2,400.00	-1,175.00	51.04 %
7095 Sponsorships Mktg	6,910.96	16,300.00	-9,389.04	42.40 %
7100 City of Lakeland Fees				
7100.10 Parking Services	1,887.00	3,774.00	-1,887.00	50.00 %
7100.20 Police Services	1,116.00	1,674.00	-558.00	66.67 %
7100.30 Parks & Recreations Staff	3,822.00	6,552.00	-2,730.00	58.33 %
<b>Total 7100 City of Lakeland Fees</b>	<b>6,825.00</b>	<b>12,000.00</b>	<b>-5,175.00</b>	<b>56.88 %</b>
8010.15 Marketing Coordinator	6,748.18	10,000.00	-3,251.82	67.48 %

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
8010.17 Salaries Event Admin	2,447.54	6,300.00	-3,852.46	38.85 %
8010.18 Event Commission	2,098.90	1,200.00	898.90	174.91 %
<b>Total 7000 Event Expenses</b>	<b>36,479.28</b>	<b>72,500.00</b>	<b>-36,020.72</b>	<b>50.32 %</b>
8000 Administration & Salaries				
8010 Salaries				
8010.11 Executive Director Salary	44,371.34	75,750.00	-31,378.66	58.58 %
8010.12 LDDA Admn (pka Coordinator)	7,976.94	17,350.00	-9,373.06	45.98 %
8010.13 Payroll Taxes	6,373.01	10,000.00	-3,626.99	63.73 %
8011 Marketing Intern	2,344.55	3,600.00	-1,255.45	65.13 %
8012 Marketing Staff	9,902.20	17,000.00	-7,097.80	58.25 %
8040 Retirement Expense	1,319.98	2,606.00	-1,286.02	50.65 %
<b>Total 8010 Salaries</b>	<b>72,288.02</b>	<b>126,306.00</b>	<b>-54,017.98</b>	<b>57.23 %</b>
8100 General Administration				
8200 Lease	9,983.82	17,103.20	-7,119.38	58.37 %
8210 Utilities	1,114.38	2,640.00	-1,525.62	42.21 %
8250 Postage and Delivery	116.73	250.00	-133.27	46.69 %
8350 Telephone	1,531.32	2,400.00	-868.68	63.81 %
8360 Computer Services	2,137.87	3,000.00	-862.13	71.26 %
8370 Supplies	326.78	1,000.00	-673.22	32.68 %
8400 Travel, Meals, Meetings	1,158.76	5,000.00	-3,841.24	23.18 %
8500 Insurance - Liability	158.52	500.00	-341.48	31.70 %
8510 Workers Comp	494.00	600.00	-106.00	82.33 %
8700 Printing and Reproduction	302.76	500.00	-197.24	60.55 %
8750 Legal Advertising		2,200.00	-2,200.00	
8760 Miscellaneous	3,594.31	11,592.80	-7,998.49	31.00 %
8800 Audit & Reporting	4,000.00	11,000.00	-7,000.00	36.36 %
8850 Accounting	1,361.25	1,200.00	161.25	113.44 %
8980 Property Appraiser	4,188.00	5,700.00	-1,512.00	73.47 %
9000 Tax Collector	7,531.33	8,000.00	-468.67	94.14 %
9050 Memberships & Subscriptions	3,640.50	4,500.00	-859.50	80.90 %
9055 TIF Payments	9,840.29	15,000.00	-5,159.71	65.60 %
9410 Downtown Maintenance		1,000.00	-1,000.00	
9750 Container Gardens	4,400.00	10,000.00	-5,600.00	44.00 %
<b>Total 8100 General Administration</b>	<b>55,880.62</b>	<b>103,186.00</b>	<b>-47,305.38</b>	<b>54.16 %</b>
8920 Marketing & Development				
8920.15 Downtown Marketing	21,552.24	28,500.00	-6,947.76	75.62 %
8920.16 Development Grants & Incentives	25,000.00	90,000.00	-65,000.00	27.78 %
8920.18 Other Event Costs	8,300.23	11,500.00	-3,199.77	72.18 %
8920.21 LDDA web site		500.00	-500.00	
<b>Total 8920 Marketing &amp; Development</b>	<b>54,852.47</b>	<b>130,500.00</b>	<b>-75,647.53</b>	<b>42.03 %</b>
<b>Total 8000 Administration &amp; Salaries</b>	<b>183,021.11</b>	<b>359,992.00</b>	<b>-176,970.89</b>	<b>50.84 %</b>
8761 Program Expense				
8765 Banner Installation	700.00	1,500.00	-800.00	46.67 %
9751 Valet Parking	6,073.20	1,386.00	4,687.20	438.18 %
<b>Total 8761 Program Expense</b>	<b>6,773.20</b>	<b>2,886.00</b>	<b>3,887.20</b>	<b>234.69 %</b>
9745 Expense-Farmers Curb Market				
8010.14 FAB Coordinator	4,910.24	8,000.00	-3,089.76	61.38 %
8010.16 Salaries DFCM Admin	5,075.97	10,150.00	-5,074.03	50.01 %



	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
9745.10 Management Contract	16,156.18	27,000.00	-10,843.82	59.84 %
9745.11 General Operating Expense	1,366.09	2,655.00	-1,288.91	51.45 %
9745.12 Workers Comp (DFCM)	1,613.00	3,300.00	-1,687.00	48.88 %
9745.13 Music/Entertainment	3,645.00	7,200.00	-3,555.00	50.63 %
9745.16 Square Fees	1,652.34	2,500.00	-847.66	66.09 %
9745.18 EBT Payout	6,549.00	10,000.00	-3,451.00	65.49 %
9745.19 FAB payout	6,392.00	10,000.00	-3,608.00	63.92 %
9745.20 EFUNDS Fees	314.25	600.00	-285.75	52.38 %
9745.21 DFCM marketing	2,068.20	10,890.00	-8,821.80	18.99 %
9745.23 DFCM SNAP Expenses	11.63		11.63	
9745.24 Sales Tax	49.32	200.00	-150.68	24.66 %
9745.25 SNAP Booth Admin	1,588.20	3,360.00	-1,771.80	47.27 %
<b>Total 9745 Expense-Farmers Curb Market</b>	<b>51,391.42</b>	<b>95,855.00</b>	<b>-44,463.58</b>	<b>53.61 %</b>
Reimbursements	-40.31		-40.31	
retro pay to 10/1/18	40.31		40.31	
<b>Total Reimbursements</b>	<b>0.00</b>		<b>0.00</b>	
Telephone	0.00		0.00	
<b>Total Expenses</b>	<b>\$277,665.01</b>	<b>\$531,233.00</b>	<b>\$ -253,567.99</b>	<b>52.27 %</b>
NET OPERATING INCOME	<b>\$222,072.16</b>	<b>\$0.00</b>	<b>\$222,072.16</b>	<b>0.00%</b>
Other Income				
6940 Restricted Accounts				
6310 Interest Income - Streetscape	193.40	300.00	-106.60	64.47 %
6950.50 Restricted AOP Funds		58,000.00	-58,000.00	
6955 Restricted Streetscape Account	1,400.00	77,091.49	-75,691.49	1.82 %
<b>Total 6940 Restricted Accounts</b>	<b>1,593.40</b>	<b>135,391.49</b>	<b>-133,798.09</b>	<b>1.18 %</b>
6950 Unappropriated Funds		323,480.20	-323,480.20	
6950.10 Unappr Grant & Incentive Funds	-10,000.00	30,000.00	-40,000.00	-33.33 %
6950.20 Unappr Maintenance Funds		6,520.00	-6,520.00	
6950.30 Unappr Marketing		24,525.00	-24,525.00	
6950.40 Unappr DFCM Funds		9,852.50	-9,852.50	
6950.65 Unappr Valet	-26,522.56	33,556.60	-60,079.16	-79.04 %
<b>Total 6950 Unappropriated Funds</b>	<b>-36,522.56</b>	<b>427,934.30</b>	<b>-464,456.86</b>	<b>-8.53 %</b>
<b>Total Other Income</b>	<b>\$ -34,929.16</b>	<b>\$563,325.79</b>	<b>\$ -598,254.95</b>	<b>-6.20 %</b>
Other Expenses				
9765 Depreciation Expense		120.00	-120.00	
9770 Restricted Expense - Streetsc	90.00	5,000.00	-4,910.00	1.80 %
<b>Total Other Expenses</b>	<b>\$90.00</b>	<b>\$5,120.00</b>	<b>\$ -5,030.00</b>	<b>1.76 %</b>
NET OTHER INCOME	<b>\$ -35,019.16</b>	<b>\$558,205.79</b>	<b>\$ -593,224.95</b>	<b>-6.27 %</b>
NET INCOME	<b>\$187,053.00</b>	<b>\$558,205.79</b>	<b>\$ -371,152.79</b>	<b>33.51 %</b>

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

## DFCM BUDGET VS. ACTUALS

October 2018 - September 2019

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Income</b>				
6450 Income-Farmers Curb Market				
6450.11 Shared Marketing Costs	57,893.00	74,655.00	-16,762.00	77.55 %
6450.13 Fundraiser/Sales Gross	641.00	1,000.00	-359.00	64.10 %
6450.14 Merchandise Sales Tax	44.87	200.00	-155.13	22.44 %
6450.18 FAB Grant	6,433.00	10,000.00	-3,567.00	64.33 %
6450.19 EBT Electronic Transfer	6,607.00	10,000.00	-3,393.00	66.07 %
<b>Total 6450 Income-Farmers Curb Market</b>	<b>71,618.87</b>	<b>95,855.00</b>	<b>-24,236.13</b>	<b>74.72 %</b>
<b>Total Income</b>	<b>\$71,618.87</b>	<b>\$95,855.00</b>	<b>\$ -24,236.13</b>	<b>74.72 %</b>
<b>GROSS PROFIT</b>	<b>\$71,618.87</b>	<b>\$95,855.00</b>	<b>\$ -24,236.13</b>	<b>74.72 %</b>
<b>Expenses</b>				
9745 Expense-Farmers Curb Market				
8010.14 FAB Coordinator	4,910.24	8,000.00	-3,089.76	61.38 %
8010.16 Salaries DFCM Admin	5,075.97	10,150.00	-5,074.03	50.01 %
9745.10 Management Contract	16,156.18	27,000.00	-10,843.82	59.84 %
9745.11 General Operating Expense	1,366.09	2,655.00	-1,288.91	51.45 %
9745.12 Workers Comp (DFCM)	1,613.00	3,300.00	-1,687.00	48.88 %
9745.13 Music/Entertainment	3,645.00	7,200.00	-3,555.00	50.63 %
9745.16 Square Fees	1,652.34	2,500.00	-847.66	66.09 %
9745.18 EBT Payout	6,549.00	10,000.00	-3,451.00	65.49 %
9745.19 FAB payout	6,392.00	10,000.00	-3,608.00	63.92 %
9745.20 EFUNDS Fees	314.25	600.00	-285.75	52.38 %
9745.21 DFCM marketing	2,068.20	10,890.00	-8,821.80	18.99 %
9745.23 DFCM SNAP Expenses	11.63		11.63	
9745.24 Sales Tax	49.32	200.00	-150.68	24.66 %
9745.25 SNAP Booth Admin	1,588.20	3,360.00	-1,771.80	47.27 %
<b>Total 9745 Expense-Farmers Curb Market</b>	<b>51,391.42</b>	<b>95,855.00</b>	<b>-44,463.58</b>	<b>53.61 %</b>
<b>Total Expenses</b>	<b>\$51,391.42</b>	<b>\$95,855.00</b>	<b>\$ -44,463.58</b>	<b>53.61 %</b>
<b>NET OPERATING INCOME</b>	<b>\$20,227.45</b>	<b>\$0.00</b>	<b>\$20,227.45</b>	<b>0.00%</b>
<b>NET INCOME</b>	<b>\$20,227.45</b>	<b>\$0.00</b>	<b>\$20,227.45</b>	<b>0.00%</b>

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

## FIRST FRIDAY BUDGET VS. ACTUALS

October 2018 - September 2019

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Income</b>				
6460 Event Income (FF,FTR)				
6460.10 First Friday Shared Event Costs	57,140.25	55,000.00	2,140.25	103.89 %
6460.12 Commissioned Event Sales	8,355.00	6,000.00	2,355.00	139.25 %
6460.20 First Friday Sponsorships	6,583.04	10,000.00	-3,416.96	65.83 %
6460.40 Other event sponsorships	1,077.45	1,500.00	-422.55	71.83 %
<b>Total 6460 Event Income (FF,FTR)</b>	<b>73,155.74</b>	<b>72,500.00</b>	<b>655.74</b>	<b>100.90 %</b>
<b>Total Income</b>	<b>\$73,155.74</b>	<b>\$72,500.00</b>	<b>\$655.74</b>	<b>100.90 %</b>
<b>GROSS PROFIT</b>	<b>\$73,155.74</b>	<b>\$72,500.00</b>	<b>\$655.74</b>	<b>100.90 %</b>
<b>Expenses</b>				
7000 Event Expenses				
7040 Event Insurance	1,714.00	1,700.00	14.00	100.82 %
7050 Contract event staff	4,556.60	9,800.00	-5,243.40	46.50 %
7060 Workers Comp Ins (contract event)		800.00	-800.00	
7065 Event Square Fees	1,216.40	3,000.00	-1,783.60	40.55 %
7070 Entertainment	1,621.88	3,000.00	-1,378.12	54.06 %
7080 Event Graphics & Printing	1,114.82	6,000.00	-4,885.18	18.58 %
7090 Event Sanitation	1,225.00	2,400.00	-1,175.00	51.04 %
7095 Sponsorships Mktg	6,910.96	16,300.00	-9,389.04	42.40 %
7100 City of Lakeland Fees				
7100.10 Parking Services	1,887.00	3,774.00	-1,887.00	50.00 %
7100.20 Police Services	1,116.00	1,674.00	-558.00	66.67 %
7100.30 Parks & Recreations Staff	3,822.00	6,552.00	-2,730.00	58.33 %
<b>Total 7100 City of Lakeland Fees</b>	<b>6,825.00</b>	<b>12,000.00</b>	<b>-5,175.00</b>	<b>56.88 %</b>
8010.15 Marketing Coordinator	6,748.18	10,000.00	-3,251.82	67.48 %
8010.17 Salaries Event Admin	2,447.54	6,300.00	-3,852.46	38.85 %
8010.18 Event Commission	2,098.90	1,200.00	898.90	174.91 %
<b>Total 7000 Event Expenses</b>	<b>36,479.28</b>	<b>72,500.00</b>	<b>-36,020.72</b>	<b>50.32 %</b>
<b>Total Expenses</b>	<b>\$36,479.28</b>	<b>\$72,500.00</b>	<b>\$ -36,020.72</b>	<b>50.32 %</b>
<b>NET OPERATING INCOME</b>	<b>\$36,676.46</b>	<b>\$0.00</b>	<b>\$36,676.46</b>	<b>0.00%</b>
<b>NET INCOME</b>	<b>\$36,676.46</b>	<b>\$0.00</b>	<b>\$36,676.46</b>	<b>0.00%</b>

**Lakeland Downtown Development Auth.**  
**Treasury Management Proposal**

<b>Bank of Central Florida</b>			
<b>Current Format</b>			
Balance Related Services	Volume	Rate	Amount
Recoupment Monthly Fee			
	<b>Subtotal</b>	\$	-
General Banking Services	Volume	Rate	Amount
Maintenance Fee	3	\$ 10.00	
ECP Inclearing Check - Waived	13	\$ 0.15	
ECP On Us Check Deposited - Waived	1	\$ 0.15	
ECP On Us Check Cashed - Waived	2	\$ 0.15	
Deposits - Waived	11	\$ 0.35	
Deposits - Waived	1	\$ 0.30	
ACH Credit - Waived	54	\$ 0.15	
ACH Debit - Waived	58	\$ 0.15	
Items Deposited - Transit - Waived	29	\$ 0.12	
	<b>Subtotal</b>	\$	-
ACH Services	Volume	Rate	Amount
ACH Origination Module	1	\$ 20.00	\$ 20.00
ACH Origination Items	42	\$ 0.20	\$ 8.40
ACH NOC			\$ -
ACH File Upload Monthly	1		\$ -
	<b>Subtotal</b>	\$	28.40
Information Services	Volume	Rate	Amount
BIB - Info Reporting	1	\$ 25.00	\$ 25.00
Total Bill Pay PMTS All Types	3	\$ 0.50	\$ 1.50
Interest Paid	524	\$ 1.00	\$ 524.86
	<b>Subtotal</b>	\$	551.36

<b>Citizens Bank &amp; Trust</b>			
<b>Proposed Format - Other Bank</b>			
Balance Related Services	Volume	Rate	Amount
Balance Premium Assessment			
	<b>Subtotal</b>	\$	-
Volume	Rate	Amount	General Account Services
Maintenance Fee	3		
Per Item Charges			
Check Deposited			
Checks Paid			
Branch Deposits			
Branch Deposits			
ACH Credits Posted			
ACH Debits Posted			
Items Deposited			
	<b>Subtotal</b>	\$	-
ACH Services	Volume	Rate	Amount
ACH Origination Module	1	\$ 45.00	\$ 45.00
ACH Origination Items			\$ -
ACH NOC			\$ -
ACH File Upload Monthly	1	\$ 8.50	\$ 8.50
	<b>Subtotal</b>	\$	53.50
Information Services	Volume	Rate	Amount
Online Banking			\$ -
Bill Pay			
Interest Paid			
	<b>Subtotal</b>		

<b>CenterState Bank</b>			
<b>Proposed Format</b>			
Volume	Rate	Amount	Balance & Compensation Information
	\$ -	\$ -	FDIC Insurance (CSB Does Not Charge)
	<b>Subtotal</b>	\$	-
Volume	Rate	Amount	General Account Services
1	\$ 15.00	\$ 15.00	Commercial Checking Account - Master
2	\$ 5.00	\$ 10.00	Commercial Checking Account - Sub
13	\$ 0.12	\$ 1.56	Per Item Charges
1	\$ 0.12	\$ 0.12	Check Deposited
2	\$ 0.12	\$ 0.24	Checks Paid
11	\$ 0.12	\$ 1.32	Branch Deposits
1	\$ 0.12	\$ 0.12	Branch Deposits
54	\$ 0.12	\$ 6.48	ACH Credits Posted
58	\$ 0.12	\$ 6.96	ACH Debits Posted
29	\$ 0.12	\$ 3.48	Items Deposited
	<b>Subtotal</b>	\$	45.28
Volume	Rate	Amount	ACH Services
1	\$ 25.00	\$ 25.00	OCM - ACH Maintenance (Per EIN)
358	\$ 0.11	\$ 39.38	ACH Credit/Debit Originated Item
	\$ 1.50		ACH NOC
1	\$ 5.00	\$ 5.00	ACH File
	<b>Subtotal</b>	\$	69.38
Volume	Rate	Amount	Information Services
1	\$ -	\$ -	Online Cash Management (CSB does not charge)
1	\$ -	\$ -	Bill Pay Payments (CSB does not charge)
557	\$ -	\$ -	Interest Paid
	<b>Subtotal</b>	\$	-

Total Service Charge Amount	\$	579.76
Earnings Credit Rate (ECR)		0.94%
Average Collected Balance	\$	830,370.00
Earnings Credit Allowance	\$	641.55
Net Position This Month (Total Charges - ECR)	\$	(61.79)

Total Service Charge Amount	\$	53.50
Earnings Credit Rate (ECR)		0.00%
Average Collected Balance	\$	149,000.00
Earnings Credit Allowance	\$	-
Net Position This Month (Total Charges - ECR)	\$	53.50

	\$	114.66	Total Service Charge Amount
		0.94%	Earnings Credit Rate (ECR)
	\$	149,000.00	Average Positive Ledger Balance
	\$	115.12	Earnings Credit Allowance
	\$	(0.46)	Net Position This Month (Total Charges - ECR)

\*Note: Analysis charges and earnings credit rates are calculated as of a certain month. These fee are subject to change.

## **Executive Director's Update for the April 18, 2019 Board Meeting**

May 13, 2019-----

**Downtown Update Meeting:** Next meeting is June 5 at My Office and More. Tom Phillips, Executive Director of Citrus Connection will present the Downtown Circulator plan.

**Wayfinding signage:** 90% installed.

**Valet:** The service parked more than 100 cars on First Friday, a 100% increase over the previous month. Obviously the loss of Heritage Plaza parking and on street parking south of Lemon on Tennessee, Orange and Kentucky contributed to the increase in numbers. Since the May 1 closure of the parking described above, valet numbers have increased during the week. We also added the additional stand on Lemon Street Wednesday, Thursday and Friday at no additional cost to the program. Fresco's is also privately providing valet parking on Saturday and Sunday lunches for their customers.

**WalkaboutApp:** Our business map will launch when the wayfinding signage goes up. The First Friday map has been created. We still have to create Farmer Market map, and Art & history map. Brittany and Julie are both working to complete the maps.

### **Project Updates:**

**Catapult 3.0** – under construction

**RP Funding Hotel** – under construction

**Heritage Plaza Garage** – parking losses and street/lane closures have begun. I sent a detailed email to all Downtown businesses of the closure timeline. Kentucky Ave between Lemon and Orange closed for the duration of the project.

**Lakeland Brewing** – redevelopment of the site is underway

**Cycle Track** – in construction

**Beck Building** – site is being readied for construction

**Mirrorton** – closing is delayed 45-60 days; expected date – end of June

**Teriyaki Madness** - buildout underway; expected to open in June

**Family Fundamentals** – rehab of second floor of Explorations V building.

**1961**- remodeling underway.

**Thai Restaurant** – working on permit ready plans

**LVIM** – completed!

## **Marketing Update for the May 16, 2019 Board Meeting**

May 13, 2019; Brittany Melson

In the past month, we had our first Movies in Munn Park event on April 27th. 163 people said they were "going" on Facebook, while 1744 were "interested"--about 300 actually showed up. Seven Downtown restaurants offered movie night specials or discounts, and we sold out of popcorn and snacks, which paid for the musician to play before the event. The event was generally well received with positive comments about the "community" feeling in the park with lots of kids and families in attendance. We are not sure when or if we will have the event again, but we received a request for a partial sponsorship of another movie night in June and are following up with that person.

In May, First Friday was sponsored by Public Works. We had 40 Makers Market Vendors and 60 First Friday exhibitors in attendance. Feedback from Public Works was that they were happy with how the event went and considered it to be a good turnout. Our next First Friday in June is "Family Fun Night," featuring inflatables and games from Lakeland Moonwalk.

For the summer, we are planning a "Summer Shop Hop" sales incentive for June 1 to August 31 for participating retailers. For every \$10 that shoppers spend, they receive one entry in a weekly drawing for \$100 in gift certificates. At the end of the summer, all entries will be considered for one grand prize of \$500 in gift certificates. We hope that this incentive will encourage shoppers to return to their favorite stores weekly to re-enter the contest.

## Lakeland Downtown Development Authority Action Items for 2019

These are specific actions the LDDA can take to support the Downtown Plan

Goal	Status as of May 2019
<b>Marketing</b>	
General	
a) Add scavenger hunts	researching scavenger hunt apps
b) TV commercials	Dining commercial's run complete
c) develop halloween event	in development
d) summer specials	Summer Shop Hop - See marketing Report
e) improve existing events	in development
First Friday	
a) revamp sponsorship program	in development
b) monetize the makers market	completed
c) improve themes	in development
Downtown Farmers Curb Market	
a) improve instagram social media	in development
b) create TV commercial	in development
c) improve sub-events (kids market, SugarBuzz, Summer Flea)	in development
<b>Maintenance</b>	
Improve the physical space (needs city approval & collaboration)	present to city commission
a) lights in trees in Munn Park	
b) new downtown banners	LDDA project; need additional hardware
c) wrap lights on lightpoles	in discussion with city
d) drive the replacement of the monument	12 month process
NEWLY ADDED IN MAY - e) container gardens refresh	in progress
<b>Management</b>	
Valet	
a) promote the program with print and in store campaigns	new flyers with Lemon Street location added
b) permanent signage	working with city staff - as part of wayfinding
Parking	
a) improve signage/decrease	wayfinding overhaul presented to city commission
b) provide input for new machine selection	new pay machines should be installed by July - Pay by Plate (tag number)
c) provide input and help with distribution of new brochures	still in development
d) ongoing monthly meetings with parking supervisors	ongoing
Business Recruitment	
a) work to infill vacant properties by connecting leads with brokers	ongoing; all usable ground floor usable space in the retail core is filled

These are ongoing supportive roles and/or activities the LDDA should engage in, but are not direct actions of the LDDA.

### Land Use/Physical Development

1. Work with CRA/LEDC to create pitchable projects
2. Concentrate on infill in the core, large scale office, residential to the south
3. Support the CRA in Garden District efforts

### Governance

1. Keeper of the vision, driver of the plan
2. Point organization for Downtown
3. Advocacy for property owners and businesses

### Infrastructure

1. Help identify areas of need
2. Provide support

Updated, May 2019