

LDDA BOARD OF DIRECTORS MEETING AGENDA
Thursday, December 19, 2019 • 8am
City Commission Conference Room • City Hall

CALL TO ORDER

Bretta Christakos

CONSENT AGENDA (*)

Bretta Christakos

LDDA BOARD MEETING MINUTES - October 17, 2019
Monthly Financial Statements - October 2019; November 2019

New Business

Grant Application - RFL Properties - 125 N. Kentucky Ave**
Grant Application - Rec Room- 202 N. Massachusetts Ave**
LDDA Board - Elections Update, Executive Committee Appointments**
Retreat date

Old Business

None

Executive Directors Report (provided in writing in the 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, October 17, 2019 • 8am
City Commission Conference Room • City Hall

BOARD/STAFF PRESENT Greg Sanoba, Jeff Donalson, Eric Belvin, Tom Anderson, Scott Franklin, Julie Townsend, staff

BOARD ABSENT: Grant Miller; Bretta Christakos

GUESTS: Alis Drumgo, CRA; Emily Foster, HPB; Brad Lunz, Tim Campbell, Gregory Fancelli, Beatty Raymond, Natalie Oldencamp, Barry Freeman

CALL TO ORDER: 8:06am Jeff Donalson, co-chair of LDDA, called the meeting to order.

CONSENT AGENDA: Greg Sanoba moved to approve the consent agenda items, which included minutes from the September 19, 2019 Board Meeting and the Farmers Curb Market Manager Agreement. Scott Franklin seconded the motion. Motion approved 5-0.

End of Year Financial Review: Julie Townsend presented the board with the year-end financials and end of budget year budget adjustments. The adjustments were presented as a written document: End of Year 2019 Budget Adjustments (see attached). Eric Belvin moved to approve the budget changes as presented. Tom Anderson seconded the motion. Motion passed 5-0.

FY2020 Budget Changes: Julie Townsend presented minor changes to the FY2020 because of the City of Lakeland portion of the valet payment for Fy2020. Income line 6370 changed to \$48,000; Valet expense 9751 changed to \$83,000 to reflect the additional service provided via the city payment for Lemon Street until the construction of Heritage Garage is complete. Tom Anderson moved to approve the changes. Eric Belvin seconded the motion. Motion passed 5-0.

NEW BUSINESS:

none

OLD BUSINESS:

None

Tom Anderson left the meeting.

Julie Townsend shared with the board some concerns about events and the impacts on Downtown businesses. Julie is meeting with the city's SERT committee later this week to discuss those impacts and possible solutions to avoid them in the future. After board discussion, Eric Belvin made a motion to write a letter to the city requesting that Julie Townsend be added as a member of the SERT team. Greg Sanoba seconded the motion. Motion passed 4-0.

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 9:16 a.m. The next LDDA Board of Directors meeting will be on Thursday, October 17 2019 at 8am in the city commission conference room.

Bretta Christakos, Chair

Date

Julie Townsend, Executive Director

Date

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

BUDGET VS. ACTUALS: FY2020 FULL BUDGET

October 2019 - September 2020

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
6000 Primary Income				
6100 Tax Receipts		351,717.00	-351,717.00	
6120 Misc Income		2,000.00	-2,000.00	
6300 Investment Income (Money Mkt.)	363.31	8,000.00	-7,636.69	4.54 %
6360 Reimbursed Expenses		3,000.00	-3,000.00	
Total 6000 Primary Income	363.31	364,717.00	-364,353.69	0.10 %
6200 Program Income				
6155 Banner Income	935.00	3,000.00	-2,065.00	31.17 %
6370 Valet Program	10,238.00	48,000.00	-37,762.00	21.33 %
Total 6200 Program Income	11,173.00	51,000.00	-39,827.00	21.91 %
6450 Income-Farmers Curb Market				
6450.11 Shared Marketing Costs	10,014.00	80,000.00	-69,986.00	12.52 %
6450.13 Fundraiser/Sales Gross	82.00	1,000.00	-918.00	8.20 %
6450.14 Merchandise Sales Tax	5.74	200.00	-194.26	2.87 %
6450.18 FAB Grant	789.00	10,000.00	-9,211.00	7.89 %
6450.19 EBT Electronic Transfer	649.00	10,000.00	-9,351.00	6.49 %
Total 6450 Income-Farmers Curb Market	11,539.74	101,200.00	-89,660.26	11.40 %
6460 Event Income (FF,FTR)				
6460.10 First Friday Shared Event Costs	5,185.84	65,000.00	-59,814.16	7.98 %
6460.20 First Friday Sponsorships	87.50	15,000.00	-14,912.50	0.58 %
6460.40 Other event sponsorships		1,500.00	-1,500.00	
Total 6460 Event Income (FF,FTR)	5,273.34	81,500.00	-76,226.66	6.47 %
Total Income	\$28,349.39	\$598,417.00	\$ -570,067.61	4.74 %
GROSS PROFIT	\$28,349.39	\$598,417.00	\$ -570,067.61	4.74 %
Expenses				
7000 Event Expenses				
7040 Event Insurance		1,750.00	-1,750.00	
7050 Contract event staff	687.50	9,800.00	-9,112.50	7.02 %
7060 Workers Comp Ins (contract event)	302.90	800.00	-497.10	37.86 %
7065 Event Square Fees	163.85	2,950.00	-2,786.15	5.55 %
7070 Entertainment	300.00	2,500.00	-2,200.00	12.00 %
7080 Event Graphics & Printing	1,092.00	6,000.00	-4,908.00	18.20 %
7090 Event Sanitation	175.00	2,400.00	-2,225.00	7.29 %
7095 Sponsorships Mktg	271.47	16,500.00	-16,228.53	1.65 %
7100 City of Lakeland Fees				
7100.10 Parking Services	629.00	3,774.00	-3,145.00	16.67 %
7100.20 Police Services	434.00	1,674.00	-1,240.00	25.93 %
7100.30 Parks & Recreations Staff	1,092.00	6,552.00	-5,460.00	16.67 %
Total 7100 City of Lakeland Fees	2,155.00	12,000.00	-9,845.00	17.96 %
8010.15 Marketing Coordinator	1,664.58	20,000.00	-18,335.42	8.32 %
8010.17 Salaries Event Admin	229.75	6,300.00	-6,070.25	3.65 %

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Total 7000 Event Expenses	7,042.05	81,000.00	-73,957.95	8.69 %
8000 Administration & Salaries				
8010 Salaries				
8010.11 Executive Director Salary	6,501.88	78,022.50	-71,520.62	8.33 %
8010.12 LDDA Admn (pka Coordinator)	1,419.63	17,350.00	-15,930.37	8.18 %
8010.13 Payroll Taxes	964.47	12,000.00	-11,035.53	8.04 %
8011 Marketing Intern		3,600.00	-3,600.00	
8012 Marketing Staff	1,414.60	17,000.00	-15,585.40	8.32 %
8040 Retirement Expense	195.06	2,606.00	-2,410.94	7.49 %
Total 8010 Salaries	10,495.64	130,578.50	-120,082.86	8.04 %
8100 General Administration				
8200 Lease		24,000.00	-24,000.00	
8210 Utilities	186.16	2,640.00	-2,453.84	7.05 %
8250 Postage and Delivery	55.00	250.00	-195.00	22.00 %
8350 Telephone	216.62	2,400.00	-2,183.38	9.03 %
8360 Computer Services	599.88	3,000.00	-2,400.12	20.00 %
8370 Supplies		1,000.00	-1,000.00	
8400 Travel, Meals, Meetings	80.13	2,500.00	-2,419.87	3.21 %
8500 Insurance - Liability		500.00	-500.00	
8510 Workers Comp	422.00	600.00	-178.00	70.33 %
8700 Printing and Reproduction		500.00	-500.00	
8750 Legal Advertising		2,200.00	-2,200.00	
8760 Miscellaneous	367.56	2,000.00	-1,632.44	18.38 %
8800 Audit & Reporting		11,000.00	-11,000.00	
8850 Accounting		1,200.00	-1,200.00	
8980 Property Appraiser	1,446.00	5,831.00	-4,385.00	24.80 %
9000 Tax Collector		8,050.00	-8,050.00	
9050 Memberships & Subscriptions	2,775.00	4,500.00	-1,725.00	61.67 %
9055 TIF Payments		12,000.00	-12,000.00	
9410 Downtown Maintenance		750.00	-750.00	
9750 Container Gardens	800.00	10,000.00	-9,200.00	8.00 %
Total 8100 General Administration	6,948.35	94,921.00	-87,972.65	7.32 %
8920 Marketing & Development				
8920.15 Downtown Marketing	1,331.50	28,500.00	-27,168.50	4.67 %
8920.16 Development Grants & Incentives		64,217.50	-64,217.50	
8920.18 Other Event Costs		11,500.00	-11,500.00	
8920.21 LDDA web site		500.00	-500.00	
Total 8920 Marketing & Development	1,331.50	104,717.50	-103,386.00	1.27 %
Total 8000 Administration & Salaries	18,775.49	330,217.00	-311,441.51	5.69 %
8761 Program Expense				
8765 Banner Installation	400.00	3,000.00	-2,600.00	13.33 %
9751 Valet Parking	9,947.75	83,000.00	-73,052.25	11.99 %
Total 8761 Program Expense	10,347.75	86,000.00	-75,652.25	12.03 %
9745 Expense-Farmers Curb Market				
8010.14 FAB Coordinator	670.82	8,000.00	-7,329.18	8.39 %
8010.16 Salaries DFCM Admin	706.25	10,150.00	-9,443.75	6.96 %
9745.10 Management Contract	1,846.16	28,000.00	-26,153.84	6.59 %
9745.11 General Operating Expense	150.00	2,655.00	-2,505.00	5.65 %

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
9745.12 Workers Comp (DFCM)	1,445.10	3,300.00	-1,854.90	43.79 %
9745.13 Music/Entertainment	200.00	7,200.00	-7,000.00	2.78 %
9745.16 Square Fees	292.06	2,500.00	-2,207.94	11.68 %
9745.18 EBT Payout	610.00	10,000.00	-9,390.00	6.10 %
9745.19 FAB payout	442.00	10,000.00	-9,558.00	4.42 %
9745.20 EFUNDS Fees	51.45	600.00	-548.55	8.58 %
9745.21 DFCM marketing	790.99	14,235.00	-13,444.01	5.56 %
9745.23 DFCM SNAP Expenses		1,000.00	-1,000.00	
9745.24 Sales Tax	21.28	200.00	-178.72	10.64 %
9745.25 SNAP Booth Admin	210.00	3,360.00	-3,150.00	6.25 %
Total 9745 Expense-Farmers Curb Market	7,436.11	101,200.00	-93,763.89	7.35 %
Total Expenses	\$43,601.40	\$598,417.00	\$ -554,815.60	7.29 %
NET OPERATING INCOME	\$ -15,252.01	\$0.00	\$ -15,252.01	0.00%
Other Income				
6940 Restricted Accounts				
6950.50 Restricted AOP Funds		58,000.00	-58,000.00	
6955 Restricted Streetscape Account		78,520.98	-78,520.98	
Total 6940 Restricted Accounts		136,520.98	-136,520.98	
6950 Unappropriated Funds		500,536.00	-500,536.00	
6950.10 Unappr Grant & Incentive Funds		85,000.00	-85,000.00	
6950.20 Unappr Maintenance Funds	-2,180.00	7,520.00	-9,700.00	-28.99 %
6950.30 Unappr Marketing		24,525.00	-24,525.00	
6950.40 Unappr DFCM Funds		23,352.00	-23,352.00	
6950.65 Unappr Valet	-2,500.00	2,445.00	-4,945.00	-102.25 %
6950.66 Unappropriated First Friday		20,317.70	-20,317.70	
Total 6950 Unappropriated Funds	-4,680.00	663,695.70	-668,375.70	-0.71 %
Total Other Income	\$ -4,680.00	\$800,216.68	\$ -804,896.68	-0.58 %
NET OTHER INCOME	\$ -4,680.00	\$800,216.68	\$ -804,896.68	-0.58 %
NET INCOME	\$ -19,932.01	\$800,216.68	\$ -820,148.69	-2.49 %

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

BUDGET VS. ACTUALS: FY2020 FULL BUDGET - FY20 P&L

October 2019 - September 2020

	ACTUAL	TOTAL		% OF BUDGET
		BUDGET	OVER BUDGET	
Income				
6450 Income-Farmers Curb Market				
6450.11 Shared Marketing Costs	10,014.00	80,000.00	-69,986.00	12.52 %
6450.13 Fundraiser/Sales Gross	82.00	1,000.00	-918.00	8.20 %
6450.14 Merchandise Sales Tax	5.74	200.00	-194.26	2.87 %
6450.18 FAB Grant	789.00	10,000.00	-9,211.00	7.89 %
6450.19 EBT Electronic Transfer	649.00	10,000.00	-9,351.00	6.49 %
Total 6450 Income-Farmers Curb Market	11,539.74	101,200.00	-89,660.26	11.40 %
Total Income	\$11,539.74	\$101,200.00	\$ -89,660.26	11.40 %
GROSS PROFIT	\$11,539.74	\$101,200.00	\$ -89,660.26	11.40 %
Expenses				
9745 Expense-Farmers Curb Market				
8010.14 FAB Coordinator	670.82	8,000.00	-7,329.18	8.39 %
8010.16 Salaries DFCM Admin	706.25	10,150.00	-9,443.75	6.96 %
9745.10 Management Contract	1,846.16	28,000.00	-26,153.84	6.59 %
9745.11 General Operating Expense	150.00	2,655.00	-2,505.00	5.65 %
9745.12 Workers Comp (DFCM)	1,445.10	3,300.00	-1,854.90	43.79 %
9745.13 Music/Entertainment	200.00	7,200.00	-7,000.00	2.78 %
9745.16 Square Fees	292.06	2,500.00	-2,207.94	11.68 %
9745.18 EBT Payout	610.00	10,000.00	-9,390.00	6.10 %
9745.19 FAB payout	442.00	10,000.00	-9,558.00	4.42 %
9745.20 EFUNDS Fees	51.45	600.00	-548.55	8.58 %
9745.21 DFCM marketing	790.99	14,235.00	-13,444.01	5.56 %
9745.23 DFCM SNAP Expenses		1,000.00	-1,000.00	
9745.24 Sales Tax	21.28	200.00	-178.72	10.64 %
9745.25 SNAP Booth Admin	210.00	3,360.00	-3,150.00	6.25 %
Total 9745 Expense-Farmers Curb Market	7,436.11	101,200.00	-93,763.89	7.35 %
Total Expenses	\$7,436.11	\$101,200.00	\$ -93,763.89	7.35 %
NET OPERATING INCOME	\$4,103.63	\$0.00	\$4,103.63	0.00%
NET INCOME	\$4,103.63	\$0.00	\$4,103.63	0.00%

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

BUDGET VS. ACTUALS: FY2020 FULL BUDGET - FY20 P&L

October 2019 - September 2020

	ACTUAL	TOTAL		% OF BUDGET
		BUDGET	OVER BUDGET	
Income				
6450 Income-Farmers Curb Market				
6450.11 Shared Marketing Costs	10,014.00	80,000.00	-69,986.00	12.52 %
6450.13 Fundraiser/Sales Gross	82.00	1,000.00	-918.00	8.20 %
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Total Income	\$11,539.74	\$101,200.00	\$ -89,660.26	11.40 %
GROSS PROFIT	\$11,539.74	\$101,200.00	\$ -89,660.26	11.40 %
Expenses				
9745 Expense-Farmers Curb Market				
8010.14 FAB Coordinator	670.82	8,000.00	-7,329.18	8.39 %
8010.16 Salaries DFCM Admin	706.25	10,150.00	-9,443.75	6.96 %
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9745.19 FAB payout	442.00	10,000.00	-9,558.00	4.42 %
9745.20 EFUNDS Fees	51.45	600.00	-548.55	8.58 %
9745.21 DFCM marketing	790.99	14,235.00	-13,444.01	5.56 %
9745.23 DFCM SNAP Expenses		1,000.00	-1,000.00	
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Total 9745 Expense-Farmers Curb Market	7,436.11	101,200.00	-93,763.89	7.35 %
Total Expenses	\$7,436.11	\$101,200.00	\$ -93,763.89	7.35 %
NET OPERATING INCOME	\$4,103.63	\$0.00	\$4,103.63	0.00%
NET INCOME	\$4,103.63	\$0.00	\$4,103.63	0.00%

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

FIRST FRIDAY BUDGET VS. ACTUALS OCTOBER 2019

October 2019 - September 2020

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
6460 Event Income (FF,FTR)				
6460.10 First Friday Shared Event Costs	5,185.84	65,000.00	-59,814.16	7.98 %
6460.20 First Friday Sponsorships	87.50	15,000.00	-14,912.50	0.58 %
6460.40 Other event sponsorships		1,500.00	-1,500.00	
Total 6460 Event Income (FF,FTR)	5,273.34	81,500.00	-76,226.66	6.47 %
Total Income	\$5,273.34	\$81,500.00	\$ -76,226.66	6.47 %
GROSS PROFIT	\$5,273.34	\$81,500.00	\$ -76,226.66	6.47 %
Expenses				
7000 Event Expenses				
7040 Event Insurance		1,750.00	-1,750.00	
7050 Contract event staff	687.50	9,800.00	-9,112.50	7.02 %
7060 Workers Comp Ins (contract event)	302.90	800.00	-497.10	37.86 %
7065 Event Square Fees	163.85	2,950.00	-2,786.15	5.55 %
7070 Entertainment	300.00	2,500.00	-2,200.00	12.00 %
7080 Event Graphics & Printing	1,092.00	6,000.00	-4,908.00	18.20 %
7090 Event Sanitation	175.00	2,400.00	-2,225.00	7.29 %
7095 Sponsorships Mktg	271.47	16,500.00	-16,228.53	1.65 %
7100 City of Lakeland Fees				
7100.10 Parking Services	629.00	3,774.00	-3,145.00	16.67 %
7100.20 Police Services	434.00	1,674.00	-1,240.00	25.93 %
7100.30 Parks & Recreations Staff	1,092.00	6,552.00	-5,460.00	16.67 %
Total 7100 City of Lakeland Fees	2,155.00	12,000.00	-9,845.00	17.96 %
8010.15 Marketing Coordinator	1,664.58	20,000.00	-18,335.42	8.32 %
8010.17 Salaries Event Admin	229.75	6,300.00	-6,070.25	3.65 %
8010.18 Event Commission	0.00		0.00	
Total 7000 Event Expenses	7,042.05	81,000.00	-73,957.95	8.69 %
Total Expenses	\$7,042.05	\$81,000.00	\$ -73,957.95	8.69 %
NET OPERATING INCOME	\$ -1,768.71	\$500.00	\$ -2,268.71	-353.74 %
NET INCOME	\$ -1,768.71	\$500.00	\$ -2,268.71	-353.74 %

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

LDDA BUDGET VS ACTUALS OCTOBER 2019

October 2019 - September 2020

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
6000 Primary Income				
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Total 6000 Primary Income	363.31	364,717.00	-364,353.69	0.10 %
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6370 Valet Program	10,238.00	48,000.00	-37,762.00	21.33 %
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Total Income	\$11,536.31	\$415,717.00	\$ -404,180.69	2.78 %
GROSS PROFIT	\$11,536.31	\$415,717.00	\$ -404,180.69	2.78 %
Expenses				
8000 Administration & Salaries				
8010 Salaries				
8010.11 Executive Director Salary	6,501.88	78,022.50	-71,520.62	8.33 %
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Total 8010 Salaries	10,495.64	130,578.50	-120,082.86	8.04 %
8100 General Administration				
8200 Lease		24,000.00	-24,000.00	
8210 Utilities	186.16	2,640.00	-2,453.84	7.05 %
8250 Postage and Delivery	55.00	250.00	-195.00	22.00 %
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9055 TIF Payments		12,000.00	-12,000.00	

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Total 8100 General Administration	6,948.35	94,921.00	-87,972.65	7.32 %
8920 Marketing & Development				
8920.15 Downtown Marketing	1,331.50	28,500.00	-27,168.50	4.67 %
8920.16 Development Grants & Incentives		64,217.50	-64,217.50	
8920.18 Other Event Costs		11,500.00	-11,500.00	
8920.21 LDDA web site		500.00	-500.00	
Total 8920 Marketing & Development	1,331.50	104,717.50	-103,386.00	1.27 %
Total 8000 Administration & Salaries	18,775.49	330,217.00	-311,441.51	5.69 %
8761 Program Expense				
8765 Banner Installation	400.00	3,000.00	-2,600.00	13.33 %
9751 Valet Parking	9,947.75	83,000.00	-73,052.25	11.99 %
Total 8761 Program Expense	10,347.75	86,000.00	-75,652.25	12.03 %
Total Expenses	\$29,123.24	\$416,217.00	\$ -387,093.76	7.00 %
NET OPERATING INCOME	\$ -17,586.93	\$ -500.00	\$ -17,086.93	3,517.39 %
NET INCOME	\$ -17,586.93	\$ -500.00	\$ -17,086.93	3,517.39 %

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

BUDGET VS. ACTUALS: FY2020 FULL BUDGET

October 2019 - September 2020

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
6000 Primary Income				
6100 Tax Receipts	21,869.99	351,717.00	-329,847.01	6.22 %
6120 Misc Income	418.51	2,000.00	-1,581.49	20.93 %
6300 Investment Income (Money Mkt.)	1,912.43	8,000.00	-6,087.57	23.91 %
6360 Reimbursed Expenses		3,000.00	-3,000.00	
Total 6000 Primary Income	24,200.93	364,717.00	-340,516.07	6.64 %
6200 Program Income				
6155 Banner Income	935.00	3,000.00	-2,065.00	31.17 %
6370 Valet Program	10,370.00	48,000.00	-37,630.00	21.60 %
Total 6200 Program Income	11,305.00	51,000.00	-39,695.00	22.17 %
6450 Income-Farmers Curb Market				
6450.11 Shared Marketing Costs	19,148.25	80,000.00	-60,851.75	23.94 %
6450.13 Fundraiser/Sales Gross	124.00	1,000.00	-876.00	12.40 %
6450.14 Merchandise Sales Tax	8.68	200.00	-191.32	4.34 %
6450.18 FAB Grant	1,265.00	10,000.00	-8,735.00	12.65 %
6450.19 EBT Electronic Transfer	1,528.00	10,000.00	-8,472.00	15.28 %
Total 6450 Income-Farmers Curb Market	22,073.93	101,200.00	-79,126.07	21.81 %
6460 Event Income (FF,FTR)				
6460.10 First Friday Shared Event Costs	7,947.84	65,000.00	-57,052.16	12.23 %
6460.20 First Friday Sponsorships	587.50	15,000.00	-14,412.50	3.92 %
6460.40 Other event sponsorships	519.70	1,500.00	-980.30	34.65 %
Total 6460 Event Income (FF,FTR)	9,055.04	81,500.00	-72,444.96	11.11 %
Total Income	\$66,634.90	\$598,417.00	\$ -531,782.10	11.14 %
GROSS PROFIT	\$66,634.90	\$598,417.00	\$ -531,782.10	11.14 %
Expenses				
7000 Event Expenses				
7040 Event Insurance		1,750.00	-1,750.00	
7050 Contract event staff	1,452.50	9,800.00	-8,347.50	14.82 %
7060 Workers Comp Ins (contract event)	302.90	800.00	-497.10	37.86 %
7065 Event Square Fees	317.98	2,950.00	-2,632.02	10.78 %
7070 Entertainment	400.00	2,500.00	-2,100.00	16.00 %
7080 Event Graphics & Printing	1,092.00	6,000.00	-4,908.00	18.20 %
7090 Event Sanitation	175.00	2,400.00	-2,225.00	7.29 %
7095 Sponsorships Mktg	3,848.13	16,500.00	-12,651.87	23.32 %
7100 City of Lakeland Fees				
7100.10 Parking Services	697.50	3,774.00	-3,076.50	18.48 %
7100.20 Police Services	651.00	1,674.00	-1,023.00	38.89 %
7100.30 Parks & Recreations Staff	1,638.00	6,552.00	-4,914.00	25.00 %
Total 7100 City of Lakeland Fees	2,986.50	12,000.00	-9,013.50	24.89 %
8010.15 Marketing Coordinator	3,329.16	20,000.00	-16,670.84	16.65 %
8010.17 Salaries Event Admin	507.25	6,300.00	-5,792.75	8.05 %

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Total 7000 Event Expenses	14,411.42	81,000.00	-66,588.58	17.79 %
8000 Administration & Salaries				
8010 Salaries				
8010.11 Executive Director Salary	13,003.76	78,022.50	-65,018.74	16.67 %
8010.12 LDDA Admn (pka Coordinator)	2,645.26	17,350.00	-14,704.74	15.25 %
8010.13 Payroll Taxes	1,927.78	12,000.00	-10,072.22	16.06 %
8011 Marketing Intern		3,600.00	-3,600.00	
8012 Marketing Staff	2,829.20	17,000.00	-14,170.80	16.64 %
8040 Retirement Expense	390.12	2,606.00	-2,215.88	14.97 %
Total 8010 Salaries	20,796.12	130,578.50	-109,782.38	15.93 %
8100 General Administration				
8200 Lease	3,007.22	24,000.00	-20,992.78	12.53 %
8210 Utilities	367.01	2,640.00	-2,272.99	13.90 %
8250 Postage and Delivery	55.00	250.00	-195.00	22.00 %
8350 Telephone	393.24	2,400.00	-2,006.76	16.39 %
8360 Computer Services	1,229.88	3,000.00	-1,770.12	41.00 %
8370 Supplies	9.45	1,000.00	-990.55	0.95 %
8400 Travel, Meals, Meetings	106.84	2,500.00	-2,393.16	4.27 %
8500 Insurance - Liability		500.00	-500.00	
8510 Workers Comp	422.00	600.00	-178.00	70.33 %
8700 Printing and Reproduction		500.00	-500.00	
8750 Legal Advertising		2,200.00	-2,200.00	
8760 Miscellaneous	545.55	2,000.00	-1,454.45	27.28 %
8800 Audit & Reporting		11,000.00	-11,000.00	
8850 Accounting	258.75	1,200.00	-941.25	21.56 %
8980 Property Appraiser	1,446.00	5,831.00	-4,385.00	24.80 %
9000 Tax Collector	632.84	8,050.00	-7,417.16	7.86 %
9050 Memberships & Subscriptions	2,775.00	4,500.00	-1,725.00	61.67 %
9055 TIF Payments		12,000.00	-12,000.00	
9410 Downtown Maintenance		750.00	-750.00	
9750 Container Gardens	1,250.00	10,000.00	-8,750.00	12.50 %
Total 8100 General Administration	12,498.78	94,921.00	-82,422.22	13.17 %
8920 Marketing & Development				
8920.15 Downtown Marketing	4,371.50	28,500.00	-24,128.50	15.34 %
8920.16 Development Grants & Incentives		64,217.50	-64,217.50	
8920.18 Other Event Costs	225.00	11,500.00	-11,275.00	1.96 %
8920.21 LDDA web site		500.00	-500.00	
Total 8920 Marketing & Development	4,596.50	104,717.50	-100,121.00	4.39 %
Total 8000 Administration & Salaries	37,891.40	330,217.00	-292,325.60	11.47 %
8761 Program Expense				
8765 Banner Installation	400.00	3,000.00	-2,600.00	13.33 %
9751 Valet Parking	9,947.75	83,000.00	-73,052.25	11.99 %
Total 8761 Program Expense	10,347.75	86,000.00	-75,652.25	12.03 %
9745 Expense-Farmers Curb Market				
8010.14 FAB Coordinator	1,341.64	8,000.00	-6,658.36	16.77 %
8010.16 Salaries DFCM Admin	1,543.38	10,150.00	-8,606.62	15.21 %
9745.10 Management Contract	4,615.40	28,000.00	-23,384.60	16.48 %
9745.11 General Operating Expense	343.87	2,655.00	-2,311.13	12.95 %

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
9745.12 Workers Comp (DFCM)	1,445.10	3,300.00	-1,854.90	43.79 %
9745.13 Music/Entertainment	775.00	7,200.00	-6,425.00	10.76 %
9745.16 Square Fees	549.06	2,500.00	-1,950.94	21.96 %
9745.18 EBT Payout	1,267.00	10,000.00	-8,733.00	12.67 %
9745.19 FAB payout	1,242.00	10,000.00	-8,758.00	12.42 %
9745.20 EFUNDS Fees	102.15	600.00	-497.85	17.03 %
9745.21 DFCM marketing	844.99	14,235.00	-13,390.01	5.94 %
9745.23 DFCM SNAP Expenses		1,000.00	-1,000.00	
9745.24 Sales Tax	21.28	200.00	-178.72	10.64 %
9745.25 SNAP Booth Admin	490.00	3,360.00	-2,870.00	14.58 %
Total 9745 Expense-Farmers Curb Market	14,580.87	101,200.00	-86,619.13	14.41 %
Total Expenses	\$77,231.44	\$598,417.00	\$ -521,185.56	12.91 %
NET OPERATING INCOME	\$ -10,596.54	\$0.00	\$ -10,596.54	0.00%
Other Income				
6940 Restricted Accounts				
6950.50 Restricted AOP Funds		58,000.00	-58,000.00	
6955 Restricted Streetscape Account		78,520.98	-78,520.98	
Total 6940 Restricted Accounts		136,520.98	-136,520.98	
6950 Unappropriated Funds		500,536.00	-500,536.00	
6950.10 Unappr Grant & Incentive Funds		85,000.00	-85,000.00	
6950.20 Unappr Maintenance Funds	-2,180.00	7,520.00	-9,700.00	-28.99 %
6950.30 Unappr Marketing		24,525.00	-24,525.00	
6950.40 Unappr DFCM Funds		23,352.00	-23,352.00	
6950.65 Unappr Valet	-7,500.00	2,445.00	-9,945.00	-306.75 %
6950.66 Unappropriated First Friday		20,317.70	-20,317.70	
Total 6950 Unappropriated Funds	-9,680.00	663,695.70	-673,375.70	-1.46 %
Total Other Income	\$ -9,680.00	\$800,216.68	\$ -809,896.68	-1.21 %
NET OTHER INCOME	\$ -9,680.00	\$800,216.68	\$ -809,896.68	-1.21 %
NET INCOME	\$ -20,276.54	\$800,216.68	\$ -820,493.22	-2.53 %

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

BUDGET VS. ACTUALS: FY20 - DFCM

October 2019 - September 2020

	ACTUAL	TOTAL		% OF BUDGET
		BUDGET	OVER BUDGET	
Income				
6450 Income-Farmers Curb Market				
6450.11 Shared Marketing Costs	19,148.25	80,000.00	-60,851.75	23.94 %
6450.13 Fundraiser/Sales Gross	124.00	1,000.00	-876.00	12.40 %
6450.14 Merchandise Sales Tax	8.68	200.00	-191.32	4.34 %
6450.18 FAB Grant	1,265.00	10,000.00	-8,735.00	12.65 %
6450.19 EBT Electronic Transfer	1,528.00	10,000.00	-8,472.00	15.28 %
Total 6450 Income-Farmers Curb Market	22,073.93	101,200.00	-79,126.07	21.81 %
Total Income	\$22,073.93	\$101,200.00	\$ -79,126.07	21.81 %
GROSS PROFIT	\$22,073.93	\$101,200.00	\$ -79,126.07	21.81 %
Expenses				
9745 Expense-Farmers Curb Market				
8010.14 FAB Coordinator	1,341.64	8,000.00	-6,658.36	16.77 %
8010.16 Salaries DFCM Admin	1,543.38	10,150.00	-8,606.62	15.21 %
9745.10 Management Contract	4,615.40	28,000.00	-23,384.60	16.48 %
9745.11 General Operating Expense	343.87	2,655.00	-2,311.13	12.95 %
9745.12 Workers Comp (DFCM)	1,445.10	3,300.00	-1,854.90	43.79 %
9745.13 Music/Entertainment	775.00	7,200.00	-6,425.00	10.76 %
9745.16 Square Fees	549.06	2,500.00	-1,950.94	21.96 %
9745.18 EBT Payout	1,267.00	10,000.00	-8,733.00	12.67 %
9745.19 FAB payout	1,242.00	10,000.00	-8,758.00	12.42 %
9745.20 EFUNDS Fees	102.15	600.00	-497.85	17.03 %
9745.21 DFCM marketing	844.99	14,235.00	-13,390.01	5.94 %
9745.23 DFCM SNAP Expenses		1,000.00	-1,000.00	
9745.24 Sales Tax	21.28	200.00	-178.72	10.64 %
9745.25 SNAP Booth Admin	490.00	3,360.00	-2,870.00	14.58 %
Total 9745 Expense-Farmers Curb Market	14,580.87	101,200.00	-86,619.13	14.41 %
Total Expenses	\$14,580.87	\$101,200.00	\$ -86,619.13	14.41 %
NET OPERATING INCOME	\$7,493.06	\$0.00	\$7,493.06	0.00%
NET INCOME	\$7,493.06	\$0.00	\$7,493.06	0.00%

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

BUDGET VS. ACTUALS: FY20 - FIRST FRIDAY

October 2019 - September 2020

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
6460 Event Income (FF,FTR)				
6460.10 First Friday Shared Event Costs	7,947.84	65,000.00	-57,052.16	12.23 %
6460.20 First Friday Sponsorships	587.50	15,000.00	-14,412.50	3.92 %
6460.40 Other event sponsorships	519.70	1,500.00	-980.30	34.65 %
Total 6460 Event Income (FF,FTR)	9,055.04	81,500.00	-72,444.96	11.11 %
Total Income	\$9,055.04	\$81,500.00	\$ -72,444.96	11.11 %
GROSS PROFIT	\$9,055.04	\$81,500.00	\$ -72,444.96	11.11 %
Expenses				
7000 Event Expenses				
7040 Event Insurance		1,750.00	-1,750.00	
7050 Contract event staff	1,452.50	9,800.00	-8,347.50	14.82 %
7060 Workers Comp Ins (contract event)	302.90	800.00	-497.10	37.86 %
7065 Event Square Fees	317.98	2,950.00	-2,632.02	10.78 %
7070 Entertainment	400.00	2,500.00	-2,100.00	16.00 %
7080 Event Graphics & Printing	1,092.00	6,000.00	-4,908.00	18.20 %
7090 Event Sanitation	175.00	2,400.00	-2,225.00	7.29 %
7095 Sponsorships Mktg	3,848.13	16,500.00	-12,651.87	23.32 %
7100 City of Lakeland Fees				
7100.10 Parking Services	697.50	3,774.00	-3,076.50	18.48 %
7100.20 Police Services	651.00	1,674.00	-1,023.00	38.89 %
7100.30 Parks & Recreations Staff	1,638.00	6,552.00	-4,914.00	25.00 %
Total 7100 City of Lakeland Fees	2,986.50	12,000.00	-9,013.50	24.89 %
8010.15 Marketing Coordinator	3,329.16	20,000.00	-16,670.84	16.65 %
8010.17 Salaries Event Admin	507.25	6,300.00	-5,792.75	8.05 %
8010.18 Event Commission	0.00		0.00	
Total 7000 Event Expenses	14,411.42	81,000.00	-66,588.58	17.79 %
Total Expenses	\$14,411.42	\$81,000.00	\$ -66,588.58	17.79 %
NET OPERATING INCOME	\$ -5,356.38	\$500.00	\$ -5,856.38	-1,071.28 %
NET INCOME	\$ -5,356.38	\$500.00	\$ -5,856.38	-1,071.28 %

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

BUDGET VS. ACTUALS: FY20 - PRIMARY INCOME LDDA

October 2019 - September 2020

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
6000 Primary Income				
6100 Tax Receipts	21,869.99	351,717.00	-329,847.01	6.22 %
6120 Misc Income	418.51	2,000.00	-1,581.49	20.93 %
6300 Investment Income (Money Mkt.)	1,912.43	8,000.00	-6,087.57	23.91 %
6360 Reimbursed Expenses		3,000.00	-3,000.00	
Total 6000 Primary Income	24,200.93	364,717.00	-340,516.07	6.64 %
6200 Program Income				
6155 Banner Income	935.00	3,000.00	-2,065.00	31.17 %
6370 Valet Program	10,370.00	48,000.00	-37,630.00	21.60 %
Total 6200 Program Income	11,305.00	51,000.00	-39,695.00	22.17 %
Total Income	\$35,505.93	\$415,717.00	\$ -380,211.07	8.54 %
GROSS PROFIT	\$35,505.93	\$415,717.00	\$ -380,211.07	8.54 %
Expenses				
8000 Administration & Salaries				
8010 Salaries				
8010.11 Executive Director Salary	13,003.76	78,022.50	-65,018.74	16.67 %
8010.12 LDDA Admn (pka Coordinator)	2,645.26	17,350.00	-14,704.74	15.25 %
8010.13 Payroll Taxes	1,927.78	12,000.00	-10,072.22	16.06 %
8011 Marketing Intern		3,600.00	-3,600.00	
8012 Marketing Staff	2,829.20	17,000.00	-14,170.80	16.64 %
8040 Retirement Expense	390.12	2,606.00	-2,215.88	14.97 %
Total 8010 Salaries	20,796.12	130,578.50	-109,782.38	15.93 %
8100 General Administration				
8200 Lease	3,007.22	24,000.00	-20,992.78	12.53 %
8210 Utilities	367.01	2,640.00	-2,272.99	13.90 %
8250 Postage and Delivery	55.00	250.00	-195.00	22.00 %
8350 Telephone	393.24	2,400.00	-2,006.76	16.39 %
8360 Computer Services	1,229.88	3,000.00	-1,770.12	41.00 %
8370 Supplies	9.45	1,000.00	-990.55	0.95 %
8400 Travel, Meals, Meetings	106.84	2,500.00	-2,393.16	4.27 %
8500 Insurance - Liability		500.00	-500.00	
8510 Workers Comp	422.00	600.00	-178.00	70.33 %
8700 Printing and Reproduction		500.00	-500.00	
8750 Legal Advertising		2,200.00	-2,200.00	
8760 Miscellaneous	545.55	2,000.00	-1,454.45	27.28 %
8800 Audit & Reporting		11,000.00	-11,000.00	
8850 Accounting	258.75	1,200.00	-941.25	21.56 %
8980 Property Appraiser	1,446.00	5,831.00	-4,385.00	24.80 %
9000 Tax Collector	632.84	8,050.00	-7,417.16	7.86 %
9050 Memberships & Subscriptions	2,775.00	4,500.00	-1,725.00	61.67 %
9055 TIF Payments		12,000.00	-12,000.00	

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
9410 Downtown Maintenance		750.00	-750.00	
9750 Container Gardens	1,250.00	10,000.00	-8,750.00	12.50 %
Total 8100 General Administration	12,498.78	94,921.00	-82,422.22	13.17 %
8920 Marketing & Development				
8920.15 Downtown Marketing	4,371.50	28,500.00	-24,128.50	15.34 %
8920.16 Development Grants & Incentives		64,217.50	-64,217.50	
8920.18 Other Event Costs	225.00	11,500.00	-11,275.00	1.96 %
8920.21 LDDA web site		500.00	-500.00	
Total 8920 Marketing & Development	4,596.50	104,717.50	-100,121.00	4.39 %
Total 8000 Administration & Salaries	37,891.40	330,217.00	-292,325.60	11.47 %
8761 Program Expense				
8765 Banner Installation	400.00	3,000.00	-2,600.00	13.33 %
9751 Valet Parking	9,947.75	83,000.00	-73,052.25	11.99 %
Total 8761 Program Expense	10,347.75	86,000.00	-75,652.25	12.03 %
Total Expenses	\$48,239.15	\$416,217.00	\$ -367,977.85	11.59 %
NET OPERATING INCOME	\$ -12,733.22	\$ -500.00	\$ -12,233.22	2,546.64 %
NET INCOME	\$ -12,733.22	\$ -500.00	\$ -12,233.22	2,546.64 %

Memo

To: LDDA Board Members
From: Julie Townsend, Executive Director
CC: Rick Law – RFL Properties
Date: 12/16/19
Re: Improvement Grant - 125 N. Kentucky Ave.

Staff Summary:

Lofts on the Park Condominiums were completed in 2007. The parcel located at 125 N. Kentucky Ave was originally designed for a single restaurant user. The intended user backed out before any build out of the space began. A franchise owner of Jimmy Johns purchased the parcel, but did not need the entire space. The back portion (2105 square feet) was walled off and has remained unfinished and unoccupied since construction.

The biggest challenge with the space besides being unfinished, is the ADA accessibility. It was originally designed as one parcel for a restaurant and the remaining unused space was considered the back of house. The floor is not at ground level and therefore has steps upon entry. Owners David and Juanita Neilson lived out of state and never expressed any interest in renting the space.

In 2018, the Jimmy Johns franchise and property at 125 N. Kentucky were sold to RFL Properties. Doug Law, brother of Rick Law of RFL Properties, owns and operates the Jimmy Johns franchise and lives locally in Lakeland. Doug and Rick immediately expressed interest in leasing the back parcel and LDDA advised them on the ADA challenges needing to be addressed. To make the space marketable, it needs a wheelchair lift to satisfy ADA requirements. But because the space has never been finished, it also needs HVAC, a bathroom and electric.

The owner's desire is to provide a parcel with all of the needed infrastructure for a potential tenant to build out as desired and finally add this space to the inventory of leased space in Downtown.

Constructions costs for the project are \$139,000.00 which includes \$26,500 for the ADA wheelchair lift. Once complete this investment will provide an additional 2105 square feet of leasable space in the Downtown core. The large windows and proximity to the parking garage and Munn Park parking lot make the space desirable to a retail or office tenant.

The LDDA has historically awarded on average 5% of the redevelopment costs to recent projects. If the board desired to follow that trend, the proposed grant award amount would be \$6950.00.

Based on the LDDA Grant Priorities as defined in the grant application, Staff recommends approval of the grant request as this redevelopment projects meets the criteria and goals of the LDDA grant program. It is located in the core of Downtown. The subject parcel has never been occupied, an provides an opportunity for a new business to be added to Downtown. Award of this grant will make any tenant or new property owner ineligible for additional LDDA grants for 5 years.

Memo

To: LDDA Board Members
From: Julie Townsend, Executive Director
CC: Conn Oleary, Jason Ellis, Corey Ripley, Barrett Hollis, Mike Oleary, Wendy Oleary
Date: 12/16/19
Re: Improvement Grant – Rec Room, 202 N. Massachusetts Ave

Staff Summary:

The property located at 202 N. Massachusetts was a vacant property purchased in 2011 by LKLDTV LLC. The 10,000 square foot building has had tenants in the office parcels that face N. Kentucky. A portion of the 202 N. Massachusetts space was redevelopment into LKLLive, a non-profit music and entertainment venue. However, the remaining 4,000 square feet remain underutilized as office space for LKLDTV which had one full time employee and lasted only about one year. In May of 2019, the property was sold to Baron Management LLC.

Rec Room will be a new business concept for Downtown Lakeland that will enhance the growing food and entertainment district. The proposed location at the corner of Massachusetts Ave and Cedar helps bridge the gap between the core of Downtown and the new businesses developing on the north side of Lake Mirror. The business will feature video games – arcade type games, console games like Nintendo, PlayStation, Xbox – as well as a golf simulator and activities like air hockey, etc. The concept is to attract business team building, office parties, birthday parties as well as an entertainment spaces for all ages unlike anything existing in Lakeland today. The building owner and tenant are committed to redevelopment of the exterior to enhance the architectural relevance of the Firestone Building including incorporating a patio to replace the out of code parking on the Cedar side of the building. Applicant is leasing the entire 4000 sq. feet, with The Rec Room concept taking up 3000 and the remaining space subleased as affordable office/creative space with those entrances on the Atlantic Coastal Walkaway (CSX Walkway).

Because of the conditional use approval before the City Commission on December 16, 2019 three days prior to the LDDA Board meeting, the applicant has not finalized construction numbers. For purposed of the LDDA Grant. To avoid a delay in the permitting process and to follow the rules of the LDDA Grant requiring application prior to permitting, LDDA staff encouraged the applicant to begin the LDDA Grant application process with the information he has to date. The estimated redevelopment costs

Staff recommends that the LDDA support this grant application by tentatively committing to the average 5% of the total redevelopment costs of the project. Estimates thus far are between \$325,000 and \$425,000 to complete the interior buildout and the façade improvements. The LDDA Board could award a tentative amount ranging from \$16,250.00 to \$21,250, requiring that the applicant return at a later meeting with complete construction estimates for final amount determination.

The establishment supports the goals of Downtown Redevelopment Plan, specifically the goal of increased activity and the desire for a mix of restaurants, bars and nightlife. (See Downtown Redevelopment Plan's five essential elements, number 2.)

The project also meets the criteria and goals of the LDDA Grant program. The space has been underutilized for almost a decade and will add new business, employees, and energy to the Downtown core. It will also add to the energy on the street by removing non-conforming parking and adding outdoor seating.

Executive Director's Update for the December 19, 2019 Board Meeting

December 13, 2019-----

Downtown Update Meeting: Holiday Party (Nick's Mix) Scheduled for Dec 11, 2019. About 40 Downtowners were in attendance.

Project Updates:

Catapult 3.0 – under construction

Springhill Suites Hotel – under construction

Heritage Plaza Garage – on track to have construction completed by January 2020

The Joinery – construction almost complete

Beck Building – under construction

Mirrorton – Frameworks and City closed on the property, permits pulled and construction activity has begun

Thai Restaurant – dispute with property owner has delayed the project

Dissent Brewery – Conditional use approved by the city commission in November.

Rec Room – Conditional use approved by planning and zoning board in November. Application goes to city commission on December 16 with expected approval.

Cedar Street parcel (behind Jimmy Johns) – demolition had begun

Road Diet Test – target date April 2020

Lakeland Intermodel Center – City commission is set to sign a resolution on Monday, December 16th to support further study of a Lakeland Intermodel Center to be located north of the RP Funding Center. After many public meetings and 5 PAC meetings, of which I was a member, the project team members presented the recommendation of the PAC to the city commission at the Friday, December 13 Agenda Study. I will provide additional information and photos at the LDDA Board Meeting.

BUILD Grant Update

Several interested parties have made inquiries. I have one meeting set up next week to discuss a potential project.

Misc

Holiday activities have kept us busy. We again partnered with Tenorac High School art students to **paint holiday themes on windows** of 12 merchants Downtown. LDDA organized a **poinsettia plant sale** to merchants to offer a discounted rate in hopes of many merchants buying plants to decorate storefronts. Unfortunately, few sales were made. There will be no future poinsettia sales. On November 18th's city commission meeting, LDDA staff along with many small businesses accepted the **Small Business Saturday Proclamation** from the mayor. End of year also means **audits** from Baylis & CO and Auto Owners for workers Comp Insurance. LDDA staff provided the requested documents and auditors visited the week of December 9-12.

Parking

The city announced in a press release that Heritage Garage (836 spaces) would be opening in January of 2020. The garage will provide 49 weekday metered public parking spaces, 10 ADA ground floor public parking spaces and the first 2 levels free for nights and weekends. LDDA will discontinue the Lemon Street valet service at the end of 2019. I continue to work with parking services staff to refine the customer parking experience via signage. The new pay stations installed this fall have been a tremendous improvement. To date, no complaints about their functionality have been reported to parking staff or LDDA staff. Private parking lot management has been introduced at 2 properties in Downtown. I have had conference calls with the company providing the service to learn more about the program and how other private lot owners might utilize the service. I am working on an ADA parking plan for our special events and will present that plan to parking services staff for review.

City-wide Wayfinding Signage

City commission budgeted dollars to invest in new city-wide wayfinding signage, which will include new signs in Downtown. I met with the traffic operations team to identify a plan of actions and steps to accomplishing the design, locations and installation of new signage.

Parklets

Nineteen61 is very interested in a parklet and asked what next steps would be to accomplish this with the city. I suggested a “walklet” versus a parklet, which would create a pedestrian walkway in the parking spaces instead of the parking spaces housing the additional outdoor seating. The owners liked this idea because it keeps the seating close to the building and keeps pedestrians from walking between the server and the tables. Angelo Rao and I are going to advance the idea with the city leaders as a pilot project. Two spaces in front of Nineteen61 would be needed.

Special Events

I met with the SERT team to discuss special events in Downtown – particularly those in and around Munn Park that affect businesses. The meeting lasted about an hour with the conclusion that I would assist with developing “best practices” to present back to the SERT team. The goal is to educate event planners on how events impact businesses and how to minimize the negative impacts.

Marketing Update for the August 15, 2019 Board Meeting

August 6, 2019; Brittany Melson

In the past month, we've been quite busy with multiple events in the space of three weeks.

We had our **Savor the Season: Sip & Shop** event on November 21, which generated \$3,398.00 in trackable sales (via customer passports). This was a Thursday night shopping event, so we weren't sure what to expect, but sales were commensurate with our Girls Night Out events in 2019 and \$1000 higher than our Downtown Date Night event in July. We also experimented with new ways of marketing the event with flyers mailed directly to 5,000 households. We had a return of about 20 flyers (for people who wanted tote bags). We may not continue with that method of advertising--however, most participating merchants reported that they were either moderately happy (or very happy) with their sales.

Small Business Saturday was on November 30, and many Merchants and Vendors reported good sales that day. We can't take credit for the sales, of course, but we are happy to know that the event went well for them. We did a Small Business Gift Guide in our newsletter with gift ideas and promotions, and we boosted the Farmers Market post on Facebook

Tuesday, December 3 was the **Holiday Walkabout**--a street closure event with free carriage rides, free Santa photos, exhibitors, vendors, and games for kids. We had a very good turnout from the public, with many exhibitors and visitors giving us positive feedback about returning the event to its original format.

Friday, December 6 was the **Hometown Holiday** First Friday event. We had over 75 vendors in the Makers Market, which was a new record for that portion of the event. We also had 32 one time or part time exhibitors, and 65 full time exhibitors, which is a very high number. The streets were crowded with visitors.

The next two Fridays (December 13 and 20) will be **Festive Fridays**, so merchants are staying open late (6-9pm), and we will have music on the streets. We are excited to see if the Merchants sales go well on those days and if staying open late is beneficial for them.

We are looking forward to planning more fun events in the new year and continuing to grow our mailing list, text list, and social media reach. This year we've grown the mailing list from 5,000 to 7,000 and the text list from 1,000 to 3,000.