

LDDA BOARD OF DIRECTORS MEETING AGENDA  
Thursday, October 28, 2021 • 8:00am  
Building Insoection Conference Room - City Hall

**CALL TO ORDER**

Bretta Christakos

**CONSENT AGENDA (\*)**

LDDA BOARD MEETING MINUTES -September 9, 2021; September 16, 2021

Bretta Christakos

**New Business**

LDDA New Board Members

Monthly Financial Statements -END OF FISCAL YEAR 2021\*\*

LDDA Officers for 2022\*\*

Marketing Survey Results

Julie Townsend

**Old Business**

Executive Director Review\*\*

Parklets Update

Downtown Security Update

Downtown Events Update

Sidewalk Café Update

Tom Anderson

Julie Townsend

Julie Townsend

Julie Townsend

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**  
**First Public Hearing**  
**Thursday, September 9, 2021 5:01 PM**  
**City Commission Conference Room**

**BOARD / STAFF PRESENT:** Bretta Christakos, Greg Sanoba, Jeff Donalson, Eric Belvin, Mike Musick

**BOARD ABSENT:** Grant Miller, Tom Anderson, Julie Townsend (staff)

**CALL TO ORDER: 5:01 p.m.** Bretta Christakos, Chair of LDDA, called the meeting to order.

1. Mrs. Christakos announced this was the first Public Hearing for the Lakeland Downtown Development Authority, an independent special district. Mrs. Christakos stated that the final millage rate for the LDDA is 1.8439 mills which is the current rate.
2. Adoption of Millage Rate  
Mrs. Christakos read Resolution No. 21-01. A motion to accept the millage rate was made by Greg Sanoba and seconded by Jeff Donalson. The motion passed 5-0. Roll call vote taken.
3. Adoption of Budget  
Mrs. Christakos read Resolution No. 20-02. A motion to accept the FY2022 Budget as proposed was made by Greg Sanoba and seconded by Jeff Donalson. The motion passed 5-0. Roll call vote taken.

**With no other business before the board, the meeting was adjourned at 5:03 PM.**

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

\_\_\_\_\_  
Date

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

\_\_\_\_\_  
Date

**MINUTES**  
**LDDA BOARD OF DIRECTORS**  
**Final Public Hearing**  
**Thursday, September 16, 2021 5:01 PM**  
**City Commission Conference Room**

**BOARD / STAFF PRESENT:** Bretta Christakos, Eric Belvin, Mike Musick, Tom Anderson, Julie Townsend (staff)

**BOARD ABSENT:** Grant Miller, Greg Sanoba, Jeff Donalson,

**CALL TO ORDER: 5:01 p.m.** Bretta Christakos, Chair of LDDA, called the meeting to order.

1. Mrs. Christakos announced this was the final Public Hearing for the Lakeland Downtown Development Authority, an independent special district. Mrs. Christakos stated that the final millage rate for the LDDA is 1.8439 mills which is the current rate.
2. Adoption of Millage Rate  
Mrs. Christakos read Resolution No. 21-01. A motion to accept the millage rate was made by Tom Anderson and seconded by Eric Belvin. The motion passed 4-0. Roll call vote taken.
3. Adoption of Budget  
Mrs. Christakos read Resolution No. 20-02. A motion to accept the FY2022 Budget as proposed was made by Tom Anderson and seconded by Eric Belvin. The motion passed 4-0. Roll call vote taken.

**With no other business before the board, the meeting was adjourned at 5:04 PM.**

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

\_\_\_\_\_  
Date

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

\_\_\_\_\_  
Date

# Financial Narrative

## Fiscal Year 2021 End of Year Report

The end-of-year financial statements are organized into budgets according to the sources of revenue: Farmers Curb Market; First Friday; LDDA Tax Receipts. Each budget ended the year with a surplus. The narratives below give some detail. Also included is the LDDA full budget.

### Farmers Curb Market

The Farmers Market ended the year with more than 168 active vendor agreements. Of those, 105 are full time. The expanded footprint allows for an increase in vendors and therefore an increase in share marketing costs. The EBT program will have a surplus of \$5481.00 in benefits purchased but not spend yet at the Market. That income will be deferred to FY2022 where we expect those benefits to be spent. The Farmers Curb Market will end the year with a net profit of \$43,005.50.

### First Friday

The First Friday events has some cancellations due to Covid in FY 2021. We still have many credits to give to exhibitors due to the cancelled events. Shared event costs income shows a deficit of \$14,323.93. However, expenses due to the cancelations were also under budget. The First Friday events ended the year with a net profit of \$4582.50.

### LDDA Tax Receipts

The total percentage of tax receipts collected was 96.76% which is in line with previous years. The LDDA primary budget ended the year with a \$62,411.05 surplus. This was mainly due to the marketing line item and the grants line item not fully funded, contributing just over \$52,000 to the surplus.

The surpluses from each budget and/or line item will be reflected in the FY2022 surpluses and will be updated in the October 2021 financial statements.

### End of Year Budget Changes

Governmental budgeting requires that line items do not exceed 100%. Therefore, at the end of the year, we often have to adjust certain budget line items to reflect additional income and/or expense. The Farmers Curb Market typically needs adjusting each year based on the EBT program's sales and expenses. The following line items' budgets were changed to meeting the 100% or less requirement:

INCOME: 6450.18 and 6450.19

EXPENSE: 9745.16, 9745.18 and 9745.19

### End of Year Account Balances as of 9/30/2021

Southstate Operating Account - \$76,044.02

Southstate Money Market Account - \$502,246.96

Valley Bank Money Market - \$332,344.35

**TOTAL: \$910,635.33** (\$6130.00 of FY 2021 expenses that have not cleared the bank)

**NET TOTAL: \$904,505** (which you can see is the NET INCOME at the bottom of the FY2022 Budget Overview)

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

## DFCM Budget vs Actuals FY2021

October 2020 - September 2021

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Income</b>				
6450 Income-Farmers Curb Market				
6450.11 Shared Marketing Costs	116,711.15	75,000.00	41,711.15	155.61 %
6450.13 Fundraiser/Sales Gross	589.00	1,000.00	-411.00	58.90 %
6450.14 Merchandise Sales Tax	41.23	200.00	-158.77	20.62 %
6450.15 Special Event Income-DFCM	1,630.00	5,000.00	-3,370.00	32.60 %
6450.18 FAB Grant	20,415.00	20,165.00	250.00	101.24 %
6450.19 EBT Electronic Transfer	30,299.00	24,818.00	5,481.00	122.08 %
<b>Total 6450 Income-Farmers Curb Market</b>	<b>169,685.38</b>	<b>126,183.00</b>	<b>43,502.38</b>	<b>134.48 %</b>
<b>Total Income</b>	<b>\$169,685.38</b>	<b>\$126,183.00</b>	<b>\$43,502.38</b>	<b>134.48 %</b>
<b>GROSS PROFIT</b>	<b>\$169,685.38</b>	<b>\$126,183.00</b>	<b>\$43,502.38</b>	<b>134.48 %</b>
<b>Expenses</b>				
9745 Expense-Farmers Curb Market				
8010.14 FAB Coordinator	8,000.00	8,000.00	0.00	100.00 %
8010.16 Salaries DFCM Admin	4,885.00	4,885.00	0.00	100.00 %
9745.10 Management Contract	27,515.67	28,000.00	-484.33	98.27 %
9745.11 General Operating Expense	2,647.02	2,655.00	-7.98	99.70 %
9745.12 Workers Comp (DFCM)	1,337.48	2,166.85	-829.37	61.72 %
9745.13 Music/Entertainment	7,200.00	7,200.00	0.00	100.00 %
9745.16 Square Fees	3,633.12	3,633.16	-0.04	100.00 %
9745.18 EBT Payout	24,818.00	24,818.00	0.00	100.00 %
9745.19 FAB payout	20,165.00	20,165.00	0.00	100.00 %
9745.20 EFUNDS Fees	598.60	600.00	-1.40	99.77 %
9745.21 DFCM marketing	14,500.00	14,500.00	0.00	100.00 %
9745.22 Special Event Expenses	1,774.14	5,000.00	-3,225.86	35.48 %
9745.23 DFCM SNAP Expenses	744.75	1,000.00	-255.25	74.48 %
9745.24 Sales Tax	40.11	200.00	-159.89	20.06 %
9745.25 SNAP Booth Admin	3,340.00	3,360.00	-20.00	99.40 %
<b>Total 9745 Expense-Farmers Curb Market</b>	<b>121,198.89</b>	<b>126,183.01</b>	<b>-4,984.12</b>	<b>96.05 %</b>
<b>Total Expenses</b>	<b>\$121,198.89</b>	<b>\$126,183.01</b>	<b>\$ -4,984.12</b>	<b>96.05 %</b>
<b>NET OPERATING INCOME</b>	<b>\$48,486.49</b>	<b>\$ -0.01</b>	<b>\$48,486.50</b>	<b>-484,864,900.00 %</b>
<b>NET INCOME</b>	<b>\$48,486.49</b>	<b>\$ -0.01</b>	<b>\$48,486.50</b>	<b>-484,864,900.00 %</b>



# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

First Friday Budget vs Actuals FY2021

October 2020 - September 2021

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Income</b>				
6460 Event Income (FF,FTR)				
6460.10 First Friday Shared Event Costs	39,676.07	54,000.00	-14,323.93	73.47 %
6460.20 First Friday Sponsorships	6,900.00	10,000.00	-3,100.00	69.00 %
6460.40 Other event sponsorships	14,479.30	500.00	13,979.30	2,895.86 %
<b>Total 6460 Event Income (FF,FTR)</b>	<b>61,055.37</b>	<b>64,500.00</b>	<b>-3,444.63</b>	<b>94.66 %</b>
<b>Total Income</b>	<b>\$61,055.37</b>	<b>\$64,500.00</b>	<b>\$ -3,444.63</b>	<b>94.66 %</b>
<b>GROSS PROFIT</b>	<b>\$61,055.37</b>	<b>\$64,500.00</b>	<b>\$ -3,444.63</b>	<b>94.66 %</b>
<b>Expenses</b>				
7000 Event Expenses				
7040 Event Insurance	1,297.00	1,750.00	-453.00	74.11 %
7050 Contract event staff	7,682.50	9,800.00	-2,117.50	78.39 %
7060 Workers Comp Ins (contract event)	800.00	800.00	0.00	100.00 %
7065 Event Square Fees	1,394.31	2,950.00	-1,555.69	47.26 %
7070 Entertainment	1,600.00	2,500.00	-900.00	64.00 %
7080 Event Graphics & Printing	4,000.00	4,000.00	0.00	100.00 %
7090 Event Sanitation	1,394.98	2,400.00	-1,005.02	58.12 %
7095 Sponsorships Mktg	10,389.88	10,500.00	-110.12	98.95 %
7100 City of Lakeland Fees				
7100.10 Parking Services	2,748.70	3,774.00	-1,025.30	72.83 %
7100.20 Police Services	1,457.00	1,674.00	-217.00	87.04 %
7100.30 Parks & Recreations Staff	5,908.50	6,552.00	-643.50	90.18 %
<b>Total 7100 City of Lakeland Fees</b>	<b>10,114.20</b>	<b>12,000.00</b>	<b>-1,885.80</b>	<b>84.29 %</b>
8010.15 Marketing Coordinator	15,000.00	15,000.00	0.00	100.00 %
8010.17 Salaries Event Admin	2,800.00	2,800.00	0.00	100.00 %
<b>Total 7000 Event Expenses</b>	<b>56,472.87</b>	<b>64,500.00</b>	<b>-8,027.13</b>	<b>87.55 %</b>
<b>Total Expenses</b>	<b>\$56,472.87</b>	<b>\$64,500.00</b>	<b>\$ -8,027.13</b>	<b>87.55 %</b>
<b>NET OPERATING INCOME</b>	<b>\$4,582.50</b>	<b>\$0.00</b>	<b>\$4,582.50</b>	<b>0.00%</b>
<b>NET INCOME</b>	<b>\$4,582.50</b>	<b>\$0.00</b>	<b>\$4,582.50</b>	<b>0.00%</b>

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

## LDDA Primary Budget vs Actuals FY2021

October 2020 - September 2021

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Income</b>				
6000 Primary Income				
6100 Tax Receipts	338,046.02	349,366.00	-11,319.98	96.76 %
6120 Misc Income	869.05	1,000.00	-130.95	86.91 %
6150 Misc Marketing Income	0.00		0.00	
6300 Investment Income (Money Mkt.)	2,038.38	2,500.00	-461.62	81.54 %
6360 Reimbursed Expenses	3,161.76	3,000.00	161.76	105.39 %
<b>Total 6000 Primary Income</b>	<b>344,115.21</b>	<b>355,866.00</b>	<b>-11,750.79</b>	<b>96.70 %</b>
6200 Program Income				
6155 Banner Income	1,200.00	2,000.00	-800.00	60.00 %
<b>Total 6200 Program Income</b>	<b>1,200.00</b>	<b>2,000.00</b>	<b>-800.00</b>	<b>60.00 %</b>
<b>Total Income</b>	<b>\$345,315.21</b>	<b>\$357,866.00</b>	<b>\$ -12,550.79</b>	<b>96.49 %</b>
<b>GROSS PROFIT</b>	<b>\$345,315.21</b>	<b>\$357,866.00</b>	<b>\$ -12,550.79</b>	<b>96.49 %</b>
<b>Expenses</b>				
8000 Administration & Salaries				
8010 Salaries				
8010.11 Executive Director Salary	78,022.56	78,022.50	0.06	100.00 %
8010.12 LDDA Admn (pka Coordinator)	17,350.00	17,350.00	0.00	100.00 %
8010.13 Payroll Taxes	11,976.36	12,000.00	-23.64	99.80 %
8011 Marketing Intern	559.00	3,600.00	-3,041.00	15.53 %
8012 Marketing Staff	22,416.66	23,000.00	-583.34	97.46 %
8040 Retirement Expense	2,273.00	2,606.00	-333.00	87.22 %
<b>Total 8010 Salaries</b>	<b>132,597.58</b>	<b>136,578.50</b>	<b>-3,980.92</b>	<b>97.09 %</b>
8100 General Administration				
8200 Lease	21,363.77	24,000.00	-2,636.23	89.02 %
8210 Utilities	2,640.00	2,640.00	0.00	100.00 %
8250 Postage and Delivery	182.26	250.00	-67.74	72.90 %
8350 Telephone	1,633.00	2,400.00	-767.00	68.04 %
8360 Computer Services	2,857.71	3,000.00	-142.29	95.26 %
8370 Supplies	984.95	1,000.00	-15.05	98.50 %
8400 Travel, Meals, Meetings	2,171.74	2,500.00	-328.26	86.87 %
8500 Insurance - Liability	500.00	500.00	0.00	100.00 %
8510 Workers Comp	600.00	600.00	0.00	100.00 %
8700 Printing and Reproduction	256.00	500.00	-244.00	51.20 %
8750 Legal Advertising	1,985.15	2,200.00	-214.85	90.23 %
8760 Miscellaneous	5,627.91	8,366.50	-2,738.59	67.27 %
8800 Audit & Reporting	10,850.00	11,000.00	-150.00	98.64 %
8850 Accounting	802.50	1,200.00	-397.50	66.88 %
8980 Property Appraiser	5,315.00	5,831.00	-516.00	91.15 %
9000 Tax Collector	8,050.00	8,050.00	0.00	100.00 %
9050 Memberships & Subscriptions	4,153.20	4,500.00	-346.80	92.29 %
9055 TIF Payments	5,801.44	12,000.00	-6,198.56	48.35 %

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

## LDDA Primary Budget vs Actuals FY2021

October 2020 - September 2021

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
9410 Downtown Maintenance		750.00	-750.00	
9750 Container Gardens	9,450.00	10,000.00	-550.00	94.50 %
<b>Total 8100 General Administration</b>	<b>85,224.63</b>	<b>101,287.50</b>	<b>-16,062.87</b>	<b>84.14 %</b>
8920 Marketing & Development				
8920.15 Downtown Marketing	49,531.95	75,000.00	-25,468.05	66.04 %
8920.16 Development Grants & Incentives	3,000.00	30,000.00	-27,000.00	10.00 %
8920.18 Other Event Costs	11,500.00	11,500.00	0.00	100.00 %
8920.21 LDDA web site		500.00	-500.00	
<b>Total 8920 Marketing &amp; Development</b>	<b>64,031.95</b>	<b>117,000.00</b>	<b>-52,968.05</b>	<b>54.73 %</b>
<b>Total 8000 Administration &amp; Salaries</b>	<b>281,854.16</b>	<b>354,866.00</b>	<b>-73,011.84</b>	<b>79.43 %</b>
8761 Program Expense				
8765 Banner Installation	1,050.00	3,000.00	-1,950.00	35.00 %
<b>Total 8761 Program Expense</b>	<b>1,050.00</b>	<b>3,000.00</b>	<b>-1,950.00</b>	<b>35.00 %</b>
<b>Total Expenses</b>	<b>\$282,904.16</b>	<b>\$357,866.00</b>	<b>\$ -74,961.84</b>	<b>79.05 %</b>
NET OPERATING INCOME	<b>\$62,411.05</b>	<b>\$0.00</b>	<b>\$62,411.05</b>	<b>0.00%</b>
NET INCOME	<b>\$62,411.05</b>	<b>\$0.00</b>	<b>\$62,411.05</b>	<b>0.00%</b>



# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

Budget vs Actuals FY2021  
October 2020 - September 2021

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Income</b>				
6000 Primary Income				
6100 Tax Receipts	338,046.02	349,366.00	-11,319.98	96.76 %
6120 Misc Income	869.05	1,000.00	-130.95	86.91 %
6150 Misc Marketing Income	0.00		0.00	
6300 Investment Income (Money Mkt.)	2,038.38	2,500.00	-461.62	81.54 %
6360 Reimbursed Expenses	3,161.76	3,000.00	161.76	105.39 %
<b>Total 6000 Primary Income</b>	<b>344,115.21</b>	<b>355,866.00</b>	<b>-11,750.79</b>	<b>96.70 %</b>
6200 Program Income				
6155 Banner Income	1,200.00	2,000.00	-800.00	60.00 %
<b>Total 6200 Program Income</b>	<b>1,200.00</b>	<b>2,000.00</b>	<b>-800.00</b>	<b>60.00 %</b>
6450 Income-Farmers Curb Market				
6450.11 Shared Marketing Costs	116,711.15	75,000.00	41,711.15	155.61 %
6450.13 Fundraiser/Sales Gross	589.00	1,000.00	-411.00	58.90 %
6450.14 Merchandise Sales Tax	41.23	200.00	-158.77	20.62 %
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6450.19 EBT Electronic Transfer	30,299.00	24,818.00	5,481.00	122.08 %
<b>Total 6450 Income-Farmers Curb Market</b>	<b>169,685.38</b>	<b>126,183.00</b>	<b>43,502.38</b>	<b>134.48 %</b>
6460 Event Income (FF,FTR)				
6460.10 First Friday Shared Event Costs	39,676.07	54,000.00	-14,323.93	73.47 %
6460.20 First Friday Sponsorships	6,900.00	10,000.00	-3,100.00	69.00 %
6460.40 Other event sponsorships	14,479.30	500.00	13,979.30	2,895.86 %
<b>Total 6460 Event Income (FF,FTR)</b>	<b>61,055.37</b>	<b>64,500.00</b>	<b>-3,444.63</b>	<b>94.66 %</b>
<b>Total Income</b>	<b>\$576,055.96</b>	<b>\$548,549.00</b>	<b>\$27,506.96</b>	<b>105.01 %</b>
<b>GROSS PROFIT</b>	<b>\$576,055.96</b>	<b>\$548,549.00</b>	<b>\$27,506.96</b>	<b>105.01 %</b>
<b>Expenses</b>				
7000 Event Expenses				
7040 Event Insurance	1,297.00	1,750.00	-453.00	74.11 %
7050 Contract event staff	7,682.50	9,800.00	-2,117.50	78.39 %
7060 Workers Comp Ins (contract event)	800.00	800.00	0.00	100.00 %
7065 Event Square Fees	1,394.31	2,950.00	-1,555.69	47.26 %
7070 Entertainment	1,600.00	2,500.00	-900.00	64.00 %
7080 Event Graphics & Printing	4,000.00	4,000.00	0.00	100.00 %
7090 Event Sanitation	1,394.98	2,400.00	-1,005.02	58.12 %
7095 Sponsorships Mktg	10,389.88	10,500.00	-110.12	98.95 %
7100 City of Lakeland Fees				
7100.10 Parking Services	2,748.70	3,774.00	-1,025.30	72.83 %
7100.20 Police Services	1,457.00	1,674.00	-217.00	87.04 %
7100.30 Parks & Recreations Staff	5,908.50	6,552.00	-643.50	90.18 %
<b>Total 7100 City of Lakeland Fees</b>	<b>10,114.20</b>	<b>12,000.00</b>	<b>-1,885.80</b>	<b>84.29 %</b>

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

Budget vs Actuals FY2021  
October 2020 - September 2021

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
8010.15 Marketing Coordinator	15,000.00	15,000.00	0.00	100.00 %
8010.17 Salaries Event Admin	2,800.00	2,800.00	0.00	100.00 %
<b>Total 7000 Event Expenses</b>	<b>56,472.87</b>	<b>64,500.00</b>	<b>-8,027.13</b>	<b>87.55 %</b>
8000 Administration & Salaries				
8010 Salaries				
8010.11 Executive Director Salary	78,022.56	78,022.50	0.06	100.00 %
8010.12 LDDA Admn (pka Coordinator)	17,350.00	17,350.00	0.00	100.00 %
8010.13 Payroll Taxes	11,976.36	12,000.00	-23.64	99.80 %
8011 Marketing Intern	559.00	3,600.00	-3,041.00	15.53 %
8012 Marketing Staff	22,416.66	23,000.00	-583.34	97.46 %
8040 Retirement Expense	2,273.00	2,606.00	-333.00	87.22 %
<b>Total 8010 Salaries</b>	<b>132,597.58</b>	<b>136,578.50</b>	<b>-3,980.92</b>	<b>97.09 %</b>
8100 General Administration				
8200 Lease	21,363.77	24,000.00	-2,636.23	89.02 %
8210 Utilities	2,640.00	2,640.00	0.00	100.00 %
8250 Postage and Delivery	182.26	250.00	-67.74	72.90 %
8350 Telephone	1,633.00	2,400.00	-767.00	68.04 %
8360 Computer Services	2,857.71	3,000.00	-142.29	95.26 %
8370 Supplies	984.95	1,000.00	-15.05	98.50 %
8400 Travel, Meals, Meetings	2,171.74	2,500.00	-328.26	86.87 %
8500 Insurance - Liability	500.00	500.00	0.00	100.00 %
8510 Workers Comp	600.00	600.00	0.00	100.00 %
8700 Printing and Reproduction	256.00	500.00	-244.00	51.20 %
8750 Legal Advertising	1,985.15	2,200.00	-214.85	90.23 %
8760 Miscellaneous	5,627.91	8,366.50	-2,738.59	67.27 %
8800 Audit & Reporting	10,850.00	11,000.00	-150.00	98.64 %
8850 Accounting	802.50	1,200.00	-397.50	66.88 %
8980 Property Appraiser	5,315.00	5,831.00	-516.00	91.15 %
9000 Tax Collector	8,050.00	8,050.00	0.00	100.00 %
9050 Memberships & Subscriptions	4,153.20	4,500.00	-346.80	92.29 %
9055 TIF Payments	5,801.44	12,000.00	-6,198.56	48.35 %
9410 Downtown Maintenance		750.00	-750.00	
9750 Container Gardens	9,450.00	10,000.00	-550.00	94.50 %
<b>Total 8100 General Administration</b>	<b>85,224.63</b>	<b>101,287.50</b>	<b>-16,062.87</b>	<b>84.14 %</b>
8920 Marketing & Development				
8920.15 Downtown Marketing	49,531.95	75,000.00	-25,468.05	66.04 %
8920.16 Development Grants & Incentives	3,000.00	30,000.00	-27,000.00	10.00 %
8920.18 Other Event Costs	11,500.00	11,500.00	0.00	100.00 %
8920.21 LDDA web site		500.00	-500.00	
<b>Total 8920 Marketing &amp; Development</b>	<b>64,031.95</b>	<b>117,000.00</b>	<b>-52,968.05</b>	<b>54.73 %</b>
<b>Total 8000 Administration &amp; Salaries</b>	<b>281,854.16</b>	<b>354,866.00</b>	<b>-73,011.84</b>	<b>79.43 %</b>
8761 Program Expense				

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

Budget vs Actuals FY2021  
October 2020 - September 2021

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
8765 Banner Installation	1,050.00	3,000.00	-1,950.00	35.00 %
9751 Valet Parking	0.00		0.00	
<b>Total 8761 Program Expense</b>	<b>1,050.00</b>	<b>3,000.00</b>	<b>-1,950.00</b>	<b>35.00 %</b>
9745 Expense-Farmers Curb Market				
8010.14 FAB Coordinator	8,000.00	8,000.00	0.00	100.00 %
8010.16 Salaries DFCM Admin	4,885.00	4,885.00	0.00	100.00 %
9745.10 Management Contract	27,515.67	28,000.00	-484.33	98.27 %
9745.11 General Operating Expense	2,647.02	2,655.00	-7.98	99.70 %
9745.12 Workers Comp (DFCM)	1,337.48	2,166.85	-829.37	61.72 %
9745.13 Music/Entertainment	7,200.00	7,200.00	0.00	100.00 %
9745.16 Square Fees	3,633.12	3,633.15	-0.03	100.00 %
9745.18 EBT Payout	24,818.00	24,818.00	0.00	100.00 %
9745.19 FAB payout	20,165.00	20,165.00	0.00	100.00 %
9745.20 EFUNDS Fees	598.60	600.00	-1.40	99.77 %
9745.21 DFCM marketing	14,500.00	14,500.00	0.00	100.00 %
9745.22 Special Event Expenses	1,774.14	5,000.00	-3,225.86	35.48 %
9745.23 DFCM SNAP Expenses	744.75	1,000.00	-255.25	74.48 %
9745.24 Sales Tax	40.11	200.00	-159.89	20.06 %
9745.25 SNAP Booth Admin	3,340.00	3,360.00	-20.00	99.40 %
<b>Total 9745 Expense-Farmers Curb Market</b>	<b>121,198.89</b>	<b>126,183.00</b>	<b>-4,984.11</b>	<b>96.05 %</b>
<b>Total Expenses</b>	<b>\$460,575.92</b>	<b>\$548,549.00</b>	<b>\$ -87,973.08</b>	<b>83.96 %</b>
NET OPERATING INCOME	<b>\$115,480.04</b>	<b>\$0.00</b>	<b>\$115,480.04</b>	<b>0.00%</b>
Other Income				
6940 Restricted Accounts				
6950.50 Restricted AOP Funds		58,000.00	-58,000.00	
6955 Restricted Streetscape Account	-55,500.00	78,520.98	-134,020.98	-70.68 %
<b>Total 6940 Restricted Accounts</b>	<b>-55,500.00</b>	<b>136,520.98</b>	<b>-192,020.98</b>	<b>-40.65 %</b>
6950 Unappropriated Funds		500,211.82	-500,211.82	
6950.10 Unappr Grant & Incentive Funds		118,267.00	-118,267.00	
6950.20 Unappr Maintenance Funds		4,230.44	-4,230.44	
6950.30 Unappr Marketing		24,525.00	-24,525.00	
6950.40 Unappr DFCM Funds		13,697.00	-13,697.00	
6950.65 Unappr Valet		34,405.00	-34,405.00	
6950.66 Unappropriated First Friday		16,884.00	-16,884.00	
<b>Total 6950 Unappropriated Funds</b>		<b>712,220.26</b>	<b>-712,220.26</b>	
<b>Total Other Income</b>	<b>\$ -55,500.00</b>	<b>\$848,741.24</b>	<b>\$ -904,241.24</b>	<b>-6.54 %</b>
NET OTHER INCOME	<b>\$ -55,500.00</b>	<b>\$848,741.24</b>	<b>\$ -904,241.24</b>	<b>-6.54 %</b>
NET INCOME	<b>\$59,980.04</b>	<b>\$848,741.24</b>	<b>\$ -788,761.20</b>	<b>7.07 %</b>

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

Budget Overview: FY2022 Full Budget - FY22 P&L

October 2021 - September 2022

	TOTAL
<b>Income</b>	
6000 Primary Income	
6100 Tax Receipts	387,739.00
6150 Misc Marketing Income	12,000.00
6300 Investment Income (Money Mkt.)	500.00
6360 Reimbursed Expenses	3,000.00
<b>Total 6000 Primary Income</b>	<b>403,239.00</b>
6200 Program Income	
6155 Banner Income	3,000.00
<b>Total 6200 Program Income</b>	<b>3,000.00</b>
6450 Income-Farmers Curb Market	
6450.11 Shared Marketing Costs	95,000.00
6450.13 Fundraiser/Sales Gross	1,000.00
6450.14 Merchandise Sales Tax	200.00
6450.15 Special Event Income-DFCM	5,000.00
6450.18 FAB Grant	10,000.00
6450.19 EBT Electronic Transfer	10,000.00
<b>Total 6450 Income-Farmers Curb Market</b>	<b>121,200.00</b>
6460 Event Income (FF,FTR)	
6460.10 First Friday Shared Event Costs	56,110.00
6460.20 First Friday Sponsorships	6,000.00
6460.40 Other event sponsorships	500.00
<b>Total 6460 Event Income (FF,FTR)</b>	<b>62,610.00</b>
<b>Total Income</b>	<b>\$590,049.00</b>
<b>GROSS PROFIT</b>	<b>\$590,049.00</b>
<b>Expenses</b>	
7000 Event Expenses	
7040 Event Insurance	1,000.00
7050 Contract event staff	9,800.00
7060 Workers Comp Ins (contract event)	800.00
7065 Event Square Fees	2,950.00
7070 Entertainment	2,500.00
7080 Event Graphics & Printing	4,000.00
7090 Event Sanitation	2,760.00
7095 Sponsorships Mktg	6,500.00
7100 City of Lakeland Fees	
7100.10 Parking Services	4,000.00
7100.20 Police Services	2,000.00
7100.30 Parks & Recreations Staff	8,000.00
<b>Total 7100 City of Lakeland Fees</b>	<b>14,000.00</b>
8010.15 Marketing Coordinator	10,000.00
8010.17 Salaries Event Admin	3,500.00

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

Budget Overview: FY2022 Full Budget - FY22 P&L

October 2021 - September 2022

	TOTAL
<b>Total 7000 Event Expenses</b>	<b>57,810.00</b>
8000 Administration & Salaries	
8010 Salaries	
8010.11 Executive Director Salary	78,022.00
8010.12 LDDA Admn (pka Coordinator)	17,350.00
8010.13 Payroll Taxes	12,000.00
8011 Marketing Intern	3,600.00
8012 Marketing Staff	21,500.00
8040 Retirement Expense	3,000.00
<b>Total 8010 Salaries</b>	<b>135,472.00</b>
8100 General Administration	
8200 Lease	24,000.00
8210 Utilities	2,640.00
8250 Postage and Delivery	250.00
8350 Telephone	2,400.00
8360 Computer Services	3,000.00
8370 Supplies	1,000.00
8400 Travel, Meals, Meetings	2,500.00
8500 Insurance - Liability	500.00
8510 Workers Comp	600.00
8700 Printing and Reproduction	500.00
8750 Legal Advertising	2,200.00
8760 Miscellaneous	9,977.00
8800 Audit & Reporting	11,000.00
8850 Accounting	1,200.00
8980 Property Appraiser	7,750.00
9000 Tax Collector	8,950.00
9050 Memberships & Subscriptions	4,500.00
9055 TIF Payments	7,500.00
9410 Downtown Maintenance	45,000.00
9750 Container Gardens	10,000.00
<b>Total 8100 General Administration</b>	<b>145,467.00</b>
8920 Marketing & Development	
8920.15 Downtown Marketing	75,000.00
8920.16 Development Grants & Incentives	30,000.00
8920.18 Other Event Costs	23,500.00
8920.21 LDDA web site	500.00
<b>Total 8920 Marketing &amp; Development</b>	<b>129,000.00</b>
<b>Total 8000 Administration &amp; Salaries</b>	<b>409,939.00</b>
8761 Program Expense	
8765 Banner Installation	3,000.00
9751 Valet Parking	4,800.00
<b>Total 8761 Program Expense</b>	<b>7,800.00</b>

# LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

Budget Overview: FY2022 Full Budget - FY22 P&L

October 2021 - September 2022

	TOTAL
9745 Expense-Farmers Curb Market	
8010.14 FAB Coordinator	20,000.00
8010.16 Salaries DFCM Admin	8,000.00
9745.10 Management Contract	13,000.00
9745.11 General Operating Expense	3,500.00
9745.12 Workers Comp (DFCM)	200.00
9745.13 Music/Entertainment	10,000.00
9745.16 Square Fees	3,500.00
9745.18 EBT Payout	10,000.00
9745.19 FAB payout	10,000.00
9745.20 EFUNDS Fees	600.00
9745.21 DFCM marketing	25,000.00
9745.22 Special Event Expenses	5,000.00
9745.23 DFCM SNAP Expenses	1,500.00
9745.24 Sales Tax	200.00
9745.25 SNAP Booth Admin	4,000.00
<b>Total 9745 Expense-Farmers Curb Market</b>	<b>114,500.00</b>
<b>Total Expenses</b>	<b>\$590,049.00</b>
<b>NET OPERATING INCOME</b>	<b>\$0.00</b>
Other Income	
6940 Restricted Accounts	
6950.50 Restricted AOP Funds	58,000.00
6955 Restricted Streetscape Account	23,521.00
<b>Total 6940 Restricted Accounts</b>	<b>81,521.00</b>
6950 Unappropriated Funds	510,171.00
6950.10 Unappr Grant & Incentive Funds	145,267.00
6950.20 Unappr Maintenance Funds	4,980.00
6950.30 Unappr Marketing	49,993.00
6950.40 Unappr DFCM Funds	56,702.00
6950.65 Unappr Valet	34,405.00
6950.66 Unappropriated First Friday	21,466.00
<b>Total 6950 Unappropriated Funds</b>	<b>822,984.00</b>
<b>Total Other Income</b>	<b>\$904,505.00</b>
<b>NET OTHER INCOME</b>	<b>\$904,505.00</b>
<b>NET INCOME</b>	<b>\$904,505.00</b>