

LDDA BOARD OF DIRECTORS MEETING AGENDA
Thursday, April 21, 2022 • 8:00am
City Hall - City Commission Conference Room

CALL TO ORDER

Jeff Donalson

New Business

CPS Audit Presentation

CPS Staff

CONSENT AGENDA (*)

Jeff Donalson

LDDA BOARD MEETING MINUTES - February 17, 2022
Monthly Financial Statements - February 2022, March 2022

Old Business

LDDA Priorities to City Commission**

AUDIENCE

Jeff Donalson

ADJOURN

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

Vision Statement: An exceptional Downtown partnering with others to provide a business and residential environment featuring economic opportunity, quality public spaces, and cultural and educational enrichment, all in a diverse, safe and attractive setting.

MINUTES
LDDA BOARD OF DIRECTORS MEETING
Thursday, February 17, 2022 8:00 AM
City Commission Conference Room

BOARD/STAFF PRESENT: Jeff Donalson; Eric Belvin; Adrian Rozen; Michael Kincart; Bretta Christakos; Mike Musick; Julie Townsend, staff

BOARD ABSENT: Grant Miller

GUESTS: Brian Rewis, Director Community and Economic Development; Heath Frederick, Director Public Works

CALL TO ORDER: 8:03 a.m. Jeff Donalson, Chair of LDDA, called the meeting to order.

Brian Rewis and Heath Frederick introduced themselves to the LDDA board of Directors.

CONSENT AGENDA: Eric Belvin moved to approve the consent agenda items. Michael Kincart seconded the motion. Motion approved 6-0.

RETREAT

The LDDA Board of Directors discussed the flowing items. No actions were taken.

- Parklets
- Block by Block
- Parking and Signage
- Homeless
- Downtown Security
- Curb Appeal Grant

Julie Townsend will summarize the board discussion and present as action items at the next meeting.

With no more business, the meeting was adjourned at 11:34 a.m.

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 next LDDA Board of Directors meeting will be on Thursday, March 17, 2022, at 8:00am in the city commission conference room.

Jeff Donalson, Chair

Date

Julie Townsend, Executive Director

Date

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

Budget vs. Actuals: FY2022 Full Budget - FY22 P&L

October 2021 - September 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
6000 Primary Income				
6100 Tax Receipts	312,162.62	387,739.00	-75,576.38	80.51 %
6150 Misc Marketing Income	14,213.00	12,000.00	2,213.00	118.44 %
6300 Investment Income (Money Mkt.)	353.85	500.00	-146.15	70.77 %
6360 Reimbursed Expenses		3,000.00	-3,000.00	
Total 6000 Primary Income	326,729.47	403,239.00	-76,509.53	81.03 %
6200 Program Income				
6155 Banner Income		3,000.00	-3,000.00	
Total 6200 Program Income		3,000.00	-3,000.00	
Total Income	\$326,729.47	\$406,239.00	\$ -79,509.53	80.43 %
GROSS PROFIT	\$326,729.47	\$406,239.00	\$ -79,509.53	80.43 %
Expenses				
8000 Administration & Salaries				
8010 Salaries				
8010.11 Executive Director Salary	45,643.54	82,704.00	-37,060.46	55.19 %
8010.12 LDDA Admn (pka Coordinator)	7,824.89	17,350.00	-9,525.11	45.10 %
8011 Marketing Intern	3,303.50	3,600.00	-296.50	91.76 %
8012 Marketing Staff	8,958.40	21,500.00	-12,541.60	41.67 %
8040 Retirement Expense	1,240.56	3,000.00	-1,759.44	41.35 %
Total 8010 Salaries	66,970.89	128,154.00	-61,183.11	52.26 %
8100 General Administration				
8200 Lease	9,152.20	24,000.00	-14,847.80	38.13 %
8210 Utilities	1,217.14	2,640.00	-1,422.86	46.10 %
8250 Postage and Delivery	27.10	250.00	-222.90	10.84 %
8350 Telephone	851.73	2,400.00	-1,548.27	35.49 %
8360 Computer Services	2,026.58	3,000.00	-973.42	67.55 %
8370 Supplies	671.26	1,000.00	-328.74	67.13 %
8400 Travel, Meals, Meetings	942.91	2,500.00	-1,557.09	37.72 %
8500 Insurance - Liability	1,751.18	500.00	1,251.18	350.24 %
8510 Workers Comp	233.00	600.00	-367.00	38.83 %
8700 Printing and Reproduction		500.00	-500.00	
8750 Legal Advertising		2,200.00	-2,200.00	
8760 Miscellaneous	2,714.49	5,295.00	-2,580.51	51.27 %
8800 Audit & Reporting	8,000.00	11,000.00	-3,000.00	72.73 %
8850 Accounting	850.00	1,200.00	-350.00	70.83 %
8980 Property Appraiser	4,158.00	7,750.00	-3,592.00	53.65 %
9000 Tax Collector	7,178.23	8,950.00	-1,771.77	80.20 %
9050 Memberships & Subscriptions	3,215.00	4,500.00	-1,285.00	71.44 %
9055 TIF Payments	5,109.95	7,500.00	-2,390.05	68.13 %
9410 Downtown Maintenance	103.04	45,000.00	-44,896.96	0.23 %
9750 Container Gardens	4,750.00	10,000.00	-5,250.00	47.50 %

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

Budget vs. Actuals: FY2022 Full Budget - FY22 P&L

October 2021 - September 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Total 8100 General Administration	52,951.81	140,785.00	-87,833.19	37.61 %
8920 Marketing & Development				
8920.15 Downtown Marketing	29,447.26	75,000.00	-45,552.74	39.26 %
8920.16 Development Grants & Incentives		30,000.00	-30,000.00	
8920.21 LDDA web site	500.00	500.00	0.00	100.00 %
Total 8920 Marketing & Development	29,947.26	105,500.00	-75,552.74	28.39 %
Total 8000 Administration & Salaries	149,869.96	374,439.00	-224,569.04	40.03 %
8761 Program Expense				
8765 Banner Installation	660.00	3,000.00	-2,340.00	22.00 %
Total 8761 Program Expense	660.00	3,000.00	-2,340.00	22.00 %
Total Expenses	\$150,529.96	\$377,439.00	\$ -226,909.04	39.88 %
NET OPERATING INCOME	\$176,199.51	\$28,800.00	\$147,399.51	611.80 %
NET INCOME	\$176,199.51	\$28,800.00	\$147,399.51	611.80 %

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

Budget vs. Actuals: Farmers Curb Market

October 2021 - September 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
6450 Income-Farmers Curb Market				
6450.11 Shared Marketing Costs	59,216.97	95,000.00	-35,783.03	62.33 %
6450.13 Fundraiser/Sales Gross	516.00	1,000.00	-484.00	51.60 %
6450.14 Merchandise Sales Tax	33.88	200.00	-166.12	16.94 %
6450.15 Special Event Income-DFCM	1,065.00	5,000.00	-3,935.00	21.30 %
6450.18 FAB Grant	9,060.00	10,000.00	-940.00	90.60 %
6450.19 EBT Electronic Transfer	17,831.00	10,000.00	7,831.00	178.31 %
Total 6450 Income-Farmers Curb Market	87,722.85	121,200.00	-33,477.15	72.38 %
Total Income	\$87,722.85	\$121,200.00	\$ -33,477.15	72.38 %
GROSS PROFIT	\$87,722.85	\$121,200.00	\$ -33,477.15	72.38 %
Expenses				
9745 Expense-Farmers Curb Market				
8010.14 FAB Coordinator	8,333.30	20,000.00	-11,666.70	41.67 %
8010.16 Salaries DFCM Admin	6,083.39	8,000.00	-1,916.61	76.04 %
9745.10 Management Contract	4,434.21	13,000.00	-8,565.79	34.11 %
9745.11 General Operating Expense	1,530.80	3,500.00	-1,969.20	43.74 %
9745.12 Workers Comp (DFCM)	1,159.00	200.00	959.00	579.50 %
9745.13 Music/Entertainment	3,525.00	10,000.00	-6,475.00	35.25 %
9745.16 Square Fees	1,800.18	3,500.00	-1,699.82	51.43 %
9745.18 EBT Payout	11,478.00	10,000.00	1,478.00	114.78 %
9745.19 FAB payout	9,227.00	10,000.00	-773.00	92.27 %
9745.20 EFUNDS Fees	263.25	600.00	-336.75	43.88 %
9745.21 DFCM marketing	4,733.50	25,000.00	-20,266.50	18.93 %
9745.22 Special Event Expenses	1,855.18	5,000.00	-3,144.82	37.10 %
9745.23 DFCM SNAP Expenses	7.48	1,500.00	-1,492.52	0.50 %
9745.24 Sales Tax	65.31	200.00	-134.69	32.66 %
9745.25 SNAP Booth Admin	1,518.00	4,000.00	-2,482.00	37.95 %
Total 9745 Expense-Farmers Curb Market	56,013.60	114,500.00	-58,486.40	48.92 %
Total Expenses	\$56,013.60	\$114,500.00	\$ -58,486.40	48.92 %
NET OPERATING INCOME	\$31,709.25	\$6,700.00	\$25,009.25	473.27 %
NET INCOME	\$31,709.25	\$6,700.00	\$25,009.25	473.27 %



LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

First Friday Budget vs Actuals FY2021

October 2020 - September 2021

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
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	4,700.00	10,000.00	-5,300.00	47.00 %
6460.40 Other event sponsorships	14,479.30	500.00	13,979.30	2,895.86 %
Total 6460 Event Income (FF,FTR)	58,855.37	64,500.00	-5,644.63	91.25 %
Total Income	\$58,855.37	\$64,500.00	\$ -5,644.63	91.25 %
GROSS PROFIT	\$58,855.37	\$64,500.00	\$ -5,644.63	91.25 %
Expenses				
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	10,362.38	10,500.00	-137.62	98.69 %
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 %
Total 7100 City of Lakeland Fees	10,114.20	12,000.00	-1,885.80	84.29 %
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 %
Total 7000 Event Expenses	56,445.37	64,500.00	-8,054.63	87.51 %
Total Expenses	\$56,445.37	\$64,500.00	\$ -8,054.63	87.51 %
NET OPERATING INCOME	\$2,410.00	\$0.00	\$2,410.00	0.00%
NET INCOME	\$2,410.00	\$0.00	\$2,410.00	0.00%

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

Budget vs. Actuals: FY2022 Full Budget - FY22 P&L

October 2021 - September 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
6000 Primary Income				
6100 Tax Receipts	317,209.15	387,739.00	-70,529.85	81.81 %
6150 Misc Marketing Income	15,288.00	12,000.00	3,288.00	127.40 %
6300 Investment Income (Money Mkt.)	421.67	500.00	-78.33	84.33 %
6360 Reimbursed Expenses		3,000.00	-3,000.00	
Total 6000 Primary Income	332,918.82	403,239.00	-70,320.18	82.56 %
6200 Program Income				
6155 Banner Income		3,000.00	-3,000.00	
Total 6200 Program Income		3,000.00	-3,000.00	
Total Income	\$332,918.82	\$406,239.00	\$ -73,320.18	81.95 %
GROSS PROFIT	\$332,918.82	\$406,239.00	\$ -73,320.18	81.95 %
Expenses				
8000 Administration & Salaries				
8010 Salaries				
8010.11 Executive Director Salary	46,943.70	82,704.00	-35,760.30	56.76 %
8010.12 LDDA Admn (pka Coordinator)	8,414.27	17,350.00	-8,935.73	48.50 %
8011 Marketing Intern	3,758.50	3,600.00	158.50	104.40 %
8012 Marketing Staff	10,750.08	21,500.00	-10,749.92	50.00 %
8040 Retirement Expense	1,343.94	3,000.00	-1,656.06	44.80 %
Total 8010 Salaries	71,210.49	128,154.00	-56,943.51	55.57 %
8100 General Administration				
8200 Lease	11,263.71	24,000.00	-12,736.29	46.93 %
8210 Utilities	1,217.14	2,640.00	-1,422.86	46.10 %
8250 Postage and Delivery	27.10	250.00	-222.90	10.84 %
8350 Telephone	993.55	2,400.00	-1,406.45	41.40 %
8360 Computer Services	2,161.68	3,000.00	-838.32	72.06 %
8370 Supplies	671.26	1,000.00	-328.74	67.13 %
8400 Travel, Meals, Meetings	955.77	2,500.00	-1,544.23	38.23 %
8500 Insurance - Liability		500.00	-500.00	
8510 Workers Comp	233.00	600.00	-367.00	38.83 %
8700 Printing and Reproduction		500.00	-500.00	
8750 Legal Advertising		2,200.00	-2,200.00	
8760 Miscellaneous	3,377.93	5,295.00	-1,917.07	63.79 %
8800 Audit & Reporting	9,500.00	11,000.00	-1,500.00	86.36 %
8850 Accounting	850.00	1,200.00	-350.00	70.83 %
8980 Property Appraiser	4,158.00	7,750.00	-3,592.00	53.65 %
9000 Tax Collector	7,279.16	8,950.00	-1,670.84	81.33 %
9050 Memberships & Subscriptions	3,613.88	4,500.00	-886.12	80.31 %
9055 TIF Payments	5,109.95	7,500.00	-2,390.05	68.13 %
9410 Downtown Maintenance	103.04	45,000.00	-44,896.96	0.23 %
9750 Container Gardens	5,500.00	10,000.00	-4,500.00	55.00 %

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

Budget vs. Actuals: FY2022 Full Budget - FY22 P&L

October 2021 - September 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Total 8100 General Administration	57,015.17	140,785.00	-83,769.83	40.50 %
8920 Marketing & Development				
8920.15 Downtown Marketing	36,422.69	75,000.00	-38,577.31	48.56 %
8920.16 Development Grants & Incentives		30,000.00	-30,000.00	
8920.21 LDDA web site	500.00	500.00	0.00	100.00 %
Total 8920 Marketing & Development	36,922.69	105,500.00	-68,577.31	35.00 %
Total 8000 Administration & Salaries	165,148.35	374,439.00	-209,290.65	44.11 %
8761 Program Expense				
8765 Banner Installation	660.00	3,000.00	-2,340.00	22.00 %
Total 8761 Program Expense	660.00	3,000.00	-2,340.00	22.00 %
Total Expenses	\$165,808.35	\$377,439.00	\$ -211,630.65	43.93 %
NET OPERATING INCOME	\$167,110.47	\$28,800.00	\$138,310.47	580.24 %
NET INCOME	\$167,110.47	\$28,800.00	\$138,310.47	580.24 %



LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

DFCM Budget vs. Actuals: FY2022 Full Budget - FY22 P&L

October 2021 - September 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
6450 Income-Farmers Curb Market				
6450.11 Shared Marketing Costs	65,493.08	95,000.00	-29,506.92	68.94 %
6450.13 Fundraiser/Sales Gross	594.00	1,000.00	-406.00	59.40 %
6450.14 Merchandise Sales Tax	41.23	200.00	-158.77	20.62 %
6450.15 Special Event Income-DFCM	2,055.00	5,000.00	-2,945.00	41.10 %
6450.18 FAB Grant	10,777.00	10,000.00	777.00	107.77 %
6450.19 EBT Electronic Transfer	19,131.00	10,000.00	9,131.00	191.31 %
Total 6450 Income-Farmers Curb Market	98,091.31	121,200.00	-23,108.69	80.93 %
Total Income	\$98,091.31	\$121,200.00	\$ -23,108.69	80.93 %
GROSS PROFIT	\$98,091.31	\$121,200.00	\$ -23,108.69	80.93 %
Expenses				
9745 Expense-Farmers Curb Market				
8010.14 FAB Coordinator	9,999.96	20,000.00	-10,000.04	50.00 %
8010.16 Salaries DFCM Admin	6,667.64	8,000.00	-1,332.36	83.35 %
9745.10 Management Contract	4,826.71	13,000.00	-8,173.29	37.13 %
9745.11 General Operating Expense	1,514.21	3,500.00	-1,985.79	43.26 %
9745.12 Workers Comp (DFCM)	1,159.00	200.00	959.00	579.50 %
9745.13 Music/Entertainment	3,925.00	10,000.00	-6,075.00	39.25 %
9745.16 Square Fees	2,228.37	3,500.00	-1,271.63	63.67 %
9745.18 EBT Payout	13,333.00	10,000.00	3,333.00	133.33 %
9745.19 FAB payout	10,473.00	10,000.00	473.00	104.73 %
9745.20 EFUNDS Fees	317.40	600.00	-282.60	52.90 %
9745.21 DFCM marketing	4,880.25	25,000.00	-20,119.75	19.52 %
9745.22 Special Event Expenses	2,579.18	5,000.00	-2,420.82	51.58 %
9745.23 DFCM SNAP Expenses	7.48	1,500.00	-1,492.52	0.50 %
9745.24 Sales Tax	81.97	200.00	-118.03	40.99 %
9745.25 SNAP Booth Admin	1,614.00	4,000.00	-2,386.00	40.35 %
Total 9745 Expense-Farmers Curb Market	63,607.17	114,500.00	-50,892.83	55.55 %
Total Expenses	\$63,607.17	\$114,500.00	\$ -50,892.83	55.55 %
NET OPERATING INCOME	\$34,484.14	\$6,700.00	\$27,784.14	514.69 %
NET INCOME	\$34,484.14	\$6,700.00	\$27,784.14	514.69 %



LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

First Friday Budget vs. Actuals: FY2022 Full Budget - FY22 P&L

October 2021 - September 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
6460 Event Income (FF,FTR)				
6460.10 First Friday Shared Event Costs	40,073.53	56,110.00	-16,036.47	71.42 %
6460.20 First Friday Sponsorships	6,250.00	6,000.00	250.00	104.17 %
6460.40 Other event sponsorships	7,850.00	500.00	7,350.00	1,570.00 %
Total 6460 Event Income (FF,FTR)	54,173.53	62,610.00	-8,436.47	86.53 %
Total Income	\$54,173.53	\$62,610.00	\$ -8,436.47	86.53 %
GROSS PROFIT	\$54,173.53	\$62,610.00	\$ -8,436.47	86.53 %
Expenses				
7000 Event Expenses				
7040 Event Insurance	1,000.00	1,000.00	0.00	100.00 %
7050 Contract event staff	6,774.00	9,800.00	-3,026.00	69.12 %
7060 Workers Comp Ins (contract event)	1,132.45	800.00	332.45	141.56 %
7065 Event Square Fees	1,276.68	2,950.00	-1,673.32	43.28 %
7070 Entertainment	1,525.00	2,500.00	-975.00	61.00 %
7080 Event Graphics & Printing	1,918.69	4,000.00	-2,081.31	47.97 %
7090 Event Sanitation	920.00	2,760.00	-1,840.00	33.33 %
7095 Sponsorships Mktg	971.92	6,500.00	-5,528.08	14.95 %
7100 City of Lakeland Fees				
7100.10 Parking Services	1,572.50	4,000.00	-2,427.50	39.31 %
7100.20 Police Services	1,666.00	2,000.00	-334.00	83.30 %
7100.30 Parks & Recreations Staff	4,195.50	8,000.00	-3,804.50	52.44 %
Total 7100 City of Lakeland Fees	7,434.00	14,000.00	-6,566.00	53.10 %
8010.15 Marketing Coordinator	4,999.92	10,000.00	-5,000.08	50.00 %
8010.17 Salaries Event Admin	1,364.52	3,500.00	-2,135.48	38.99 %
Total 7000 Event Expenses	29,317.18	57,810.00	-28,492.82	50.71 %
Total Expenses	\$29,317.18	\$57,810.00	\$ -28,492.82	50.71 %
NET OPERATING INCOME	\$24,856.35	\$4,800.00	\$20,056.35	517.84 %
NET INCOME	\$24,856.35	\$4,800.00	\$20,056.35	517.84 %