

LDDA BOARD OF DIRECTORS MEETING AGENDA
Thursday, May 21, 2026 • 8:00am
City Commission Conference Room

CALL TO ORDER

Landon Beck

New Business

Conditional Use Application - Notta Gallery	Julie Townsend
Meeting Minutes Approval - November, January, February, March, April 2026	Julie Townsend
Colorwave MOU	Julie Townsend
Tasty Tuesday Update	Bianca Ruiz
Proposed Quickbooks Restart	Julie Townsend
Financial Statements	Julie Townsend
Stategic Plan Draft	Julie Townsend

Old Business

Kiosk Update - no new information	Julie Townsend
Office door - no new information	Julie Townsend

AUDIENCE

Landon Beck

ADJOURN

Landon Beck

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.

LDDA Application for Conditional Use Recommendation

Applicant: Tony Agnello

Location: 125 N Kentucky Ave Unit 103

1. What experience do you have in hospitality or alcohol service?

I have over a decade of experience working in hospitality as a bartender and server, including work at Olive Garden and Hard Rock Casino.

2. Where have you previously worked?

- Olive Garden (2008–2016)
- Hard Rock Casino (2015–2018)

3. What type of environments have you worked in?

I have experience working in busy, high-volume environments where responsible customer service and professionalism were required at all times.

4. What type of alcohol license are you applying for?

We are applying for a 2COP license for beer and wine sales.

The gallery is approximately 2,000 square feet and currently operated by the four owners.

We do not plan to have loud music or nightclub-style entertainment.

5. How will you handle security and cleanliness?

We will work closely with the LDDA and local law enforcement when necessary.

Trash will be handled through the building's rear dumpster area, and the property will be maintained regularly.

6. How will the establishment be managed?

The gallery and bar area will be managed directly by the owners, primarily myself.

At this time, we do not plan to have additional employees.

7. Who is your target customer?

Our target audience is art patrons, collectors, professionals, and community members who enjoy fine wine, craft beer, art, and a relaxed atmosphere with tasteful music.

8. Will you offer drink specials?

At this time, we do not anticipate offering aggressive drink specials or promotions.

9. How will you prevent underage drinking?

We will follow all Florida laws and proper ID-checking procedures, along with responsible alcohol service training and clear operational processes.

10. How will you address complaints from neighbors?

We will address concerns directly, honestly, and professionally, and take reasonable measures to correct any valid issues.

Proposed Location Information

1. Building and Business Information

- Location: 125 N Kentucky Ave Unit 103, Lakeland, FL
- Approximate Size: 2,000 sq. ft.
- License Type Requested: 2COP (Beer & Wine)
- Ownership: Owner-operated gallery and event space

2. Management

The space will be owner-operated and managed directly by the ownership team.

3. Atmosphere

The atmosphere will be art-focused, relaxed, and community-oriented with moderate background music.

This is not intended to operate as a nightclub or high-volume bar.

4. Externalities / Security

The property has a security system, and we plan to install additional exterior camera coverage for safety and monitoring.

5. Target Audience

Our audience includes art collectors, local professionals, creatives, tourists, and residents interested in arts and culture.

6. Personality of the Establishment

The gallery is intended to be creative, welcoming, sophisticated, and community-driven, centered around art, conversation, and culture.

7. Neighbor Relations

We intend to maintain positive relationships with neighboring businesses and residents by operating responsibly and responding quickly to any concerns.

May 15, 2026

To whom it may concern:

I am writing this letter of recommendation in support of Notta Gallery's request to rezone the location at 125 N. Kentucky Avenue, Lakeland Florida.

As the landlord of the location, I am aware that there is an ongoing application to rezone the premises to a 2COP bar/gallery. The gallery has been a cultural and economic enrichment to the area, and I am in full support of the rezoning that will allow them to be successful and continue to serve the community.

If there is anything I can help with in this process, I can be reached at rick.law1@gmail.com or 407-493-8956

Richard Law

RFL Properties, LLC



MEMORANDUM OF UNDERSTANDING
Between Color Wave a Not-for-Profit Organization
and
Lakeland Downtown Development Authority

I. PURPOSE

This Memorandum of Understanding (“MOU”) is entered into by and between **Color Wave, a not-for-profit organization** (“Color Wave”) and the **Lakeland Downtown Development Authority** (“LDDA”) for the purpose of establishing a collaborative partnership supporting the planning, funding administration, coordination, and successful execution of the **Color Wave Walls Mural Festival** in Downtown Lakeland, Florida during November 2026.

This partnership is intended to align creative leadership, philanthropic funding, and civic infrastructure to deliver a world-class public art initiative that strengthens Downtown identity, expands cultural tourism, and supports long-term community impact.

II. TERM OF AGREEMENT

This MOU shall become effective upon execution by both parties and shall remain in effect for **one festival cycle**, unless terminated earlier by mutual written agreement or pursuant to the termination provisions outlined herein.

III. PURPOSE OF PARTNERSHIP

The parties agree to collaborate to:

1. Deliver a high-quality mural festival in Downtown Lakeland;
2. Facilitate efficient and transparent financial administration of festival-related funds;
3. Strengthen grant readiness and philanthropic positioning for future cultural programming;
4. Support Downtown economic activity, tourism, placemaking, and cultural vibrancy;
5. Establish a sustainable operational framework for future public art initiatives.

IV. ROLES AND RESPONSIBILITIES OF COLOR WAVE

Color Wave shall serve as the primary organizer, curator, and operator of the Color Wave Walls Mural Festival and shall retain full programmatic, artistic, and operational control over festival planning and execution.

Responsibilities of Color Wave include, but are not limited to:

A. Artist Selection and Curation

- Managing artist applications, review, selection, and curation of participating mural artists.

B. Artist Management

- Serving as the primary liaison to all participating artists before, during, and after the festival.

C. Site Selection and Property Coordination

- Identifying, securing, and managing mural locations and relationships with participating property owners.

D. Mural Upkeep

- Coordinating care, preservation, and maintenance of completed murals for a minimum period of two (2) years following installation.

E. Sponsorships and Accommodations

- Securing sponsorships and coordinating lodging, accommodations, and room blocks for participating artists and guests.

F. Festival Programming

- Designing and executing festival programming including public activations, artist talks, educational programming, community engagement opportunities, and associated events.

G. Marketing and Advertising

- Leading branding, marketing, media outreach, advertising, and promotional campaigns to maximize public awareness and engagement.

H. Artist Hospitality

- Coordinating artist travel, lodging, meals, hospitality, and on-site support to ensure a positive festival experience.

I. Contracts and Insurance

- Managing all necessary contracts and agreements with artists, vendors, contractors, and partners.
- Securing and maintaining all required insurance coverage appropriate for festival operations.

J. Equipment Coordination

- Managing logistics and oversight for lifts, installation access, equipment rentals, and other operational needs necessary for safe mural execution.

V. ROLES AND RESPONSIBILITIES OF LDDA

LDDA shall serve in a financial administrative and civic partnership capacity in support of the festival.

Responsibilities of LDDA include:

A. Financial Administration

- Establishing and maintaining a **dedicated, project-specific bank account** for festival funds.
- Maintaining transparent financial oversight related to the project account.

B. Reporting and Transparency

- Providing Color Wave with regular access to financial reporting, including bank statements and transaction summaries related to project funds.

C. Payment Processing and Disbursement

- Collaborating with Color Wave regarding payment approvals and execution to ensure alignment, accuracy, accountability, and timely disbursement.

Festival-related payments may include, but are not limited to:

- Artist commissions and vendor payments;
- Artist travel expenses, including airfare and accommodations;
- Hotel room blocks;
- Paint, supplies, and mural materials;
- Equipment rentals, including lifts and access equipment;
- Venue rentals and event-related expenses;
- Advertising, marketing, and promotional expenditures;
- Festival operational expenses approved by the parties.

D. Civic Partnership and Downtown Alignment

- Supporting coordination with Downtown initiatives and helping position the festival as a key cultural asset for the City of Lakeland.
- Collaborating on grant readiness, community partnerships, and long-term sustainability planning.

VI. FUNDING STRUCTURE

The parties acknowledge that the **Color Wave Fund (GiveWell)** shall function as the primary funding vehicle for festival-related philanthropic and charitable support.

LDDA agrees to support aligned budgeting, reporting, and fund disbursement workflows to facilitate transparent and responsible financial administration.

Nothing in this agreement shall be construed to grant LDDA creative or artistic authority over festival programming, artist selection, or curatorial decisions, which shall remain under the direction of Color Wave.

VII. PROGRAMMATIC AND ARTISTIC CONTROL

The parties expressly agree that:

- Color Wave retains sole authority over artistic vision, artist selection, curation, programming, and festival operations; and
- LDDA's role is administrative, financial, and civic in nature, intended to support the successful implementation of the festival.

Both parties agree to collaborate in good faith and maintain open communication regarding operational decisions that impact project execution.

VIII. SHARED OUTCOMES

The parties share the following intended outcomes:

- Delivery of a world-class mural festival in Downtown Lakeland;
- Increased foot traffic, tourism, and local economic activity;
- Creation of long-term public art installations contributing to Downtown identity;
- Direct support of artists and creative professionals;
- Development of scalable, repeatable cultural programming with long-term community benefit.

IX. LIMITATION OF LIABILITY

Each party shall remain responsible for its own actions, obligations, personnel, contractors, and insurance coverage. Nothing contained herein shall be interpreted as creating a legal partnership, joint venture, employment relationship, or agency relationship between the parties.

X. TERMINATION

Either party may terminate this MOU upon thirty (30) days written notice to the other party. The parties agree to cooperate in good faith to address outstanding financial obligations and transition responsibilities associated with the festival cycle.

XI. NON-BINDING NATURE

Except for provisions relating to financial transparency, confidentiality (if applicable), and obligations already incurred during the festival cycle, this MOU reflects the good-faith intentions

of the parties and is intended to guide collaboration rather than create a binding contractual obligation.

XII. SIGNATURES

COLOR WAVE, A NOT-FOR-PROFIT ORGANIZATION

By: _____

Name: _____

Title: _____

Date: _____

LAKELAND DOWNTOWN DEVELOPMENT AUTHORITY

By: _____

Name: _____

Title: _____

Date: _____

MINUTES : LDDA BOARD OF DIRECTORS MEETING

Thursday, November 20, 2025 8:00 AM

City Commission Conference Room

BOARD/STAFF PRESENT: Mike Musick; Eric Belvin; Michael Kincart; Donna DeStefano; Bretta Christakos; Landon Beck; Jeff Donalson; Julie Townsend, staff

BOARD ABSENT:

GUESTS: Cory Petcoff

CALL TO ORDER: 8:02 a.m. by Landon Beck, Chair.

New Business:

Cory Petcoff, property owner of 113 S. Tennessee Ave. - the previous Wells Fargo Bank Building and adjacent parking lot, presented his proposal to demolish the abandoned bank drive through and the enhanced landscaping plan. Currently demolition is not allowed, but Mr. Petcoff is asking the LDDA for support when he petitions the city to allow for the demolition.

After his presentation and questions and answers by the board members, Eric Belvin moved to have the LDDA write a letter of support to allow for demolition of the bank drive through. Mike Musick seconded the motion. Motion passed 6-0. *Jeff Donalson had not yet joined the meeting.*

Approval of Minutes: Julie Townsend presented the minutes from August 2025, the two September public hearings, the October 1 Finance Committee meeting and the October 16 Board Meeting. Eric Belvin moved to approve the minutes. Mike Musick seconded the motion. Motion passed 6-0. *Jeff Donalson joined the meeting after the vote.*

Julie Townsend presented a proposal to rent a potty trailer for the duration of the Christmas Tree installation in Munn Park. With the addition of the Christmas tree, we expect additional Munn Park visitors in the evenings. There are no public restrooms, so adding the potty trailer relieves the burden on the surrounding restaurants. The estimated cost is \$10,000 for 45 days. Eric Belvin moved to approve the expenditure. Mike Music seconded the motion. Motion passed 7-0.

Old Business

Julie Townsend presented the end of year budget (FY2025) adjustments. Michael Kincart moved to approve the budget adjustments. Mike Musick seconded the motion. Motion passed 7-0.

Julie Townsend updated the board on parking sign changes that continue throughout Downtown. The board discussion was supportive of paid parking. Board members stated that free two-hour parking is confusing. *Discussion at 43 minutes in audio recording.*

With no more business, the meeting was adjourned at 9:18 am.

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, December 18, 2025, at 8am in the city hall city commission conference room.

Landon Beck, Chair

Date

Julie Townsend, Executive Director

Date

MINUTES : LDDA BOARD OF DIRECTORS MEETING

Thursday, January 15, 2026 8:00 AM

City Commission Conference Room

BOARD/STAFF PRESENT: Eric Belvin; Michael Kincart; Donna DeStefano; Bretta Christakos; Landon Beck; Jeff Donalson; Julie Townsend, staff

BOARD ABSENT: Mike Musick

GUESTS: Jim Edwards; Karen Thompson, CRA

CALL TO ORDER: 8:08 a.m. by Landon Beck, Chair.

New Business:

Jim Edwards, the LDDA director from 1987 to 2000, shared his Downtown Lakeland presentation about the history of the redevelopment during that time period.

Julie Townsend presented the use data for the holiday potty trailer.

Julie presented the LDDA officers as Landon Beck, Chair, Donna Destefano, Vice-Chair and Bretta Christakos, Treasurer for the 2026 calendar year. Jeff Donalson moved to approve the officers. Eric Belvin seconded the motion. Motion passed 5-0.

With no more business, the meeting was adjourned at 10:00 am.

(Bretta Christakos sworn in after the meeting)

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, February 19, 2026, at 8am Studio C.

Landon Beck, Chair

Date

Julie Townsend, Executive Director

Date

MINUTES : LDDA BOARD OF DIRECTORS MEETING & ANNUAL RETREAT

Thursday, February 19, 2026 - 8:00 AM

STUDIO C – 318 N KENTUCKY AVE

BOARD/STAFF PRESENT: Eric Belvin; Michael Kincart; Landon Beck; Bretta Christakos; Julie Townsend, staff

BOARD ABSENT: Jeff Donalson, Donna DeStefano, Terry Coney
(Terry Coney was newly appointed by the Mayor to replace Mike Musick as the City Commission representative.)

GUESTS: Chuck McDanal, Retreat Facilitator; Sarah Walsh, The Ledger

CALL TO ORDER: 8:15a.m. by Landon Beck, Chair.

RETREAT

Landon Beck, Chair, called the meeting to order at 8:19am.

Julie Townsend Introduced the Chuck McDanal as retreat facilitator and turned over the meeting to him.

Chuck introduced the board to the process for the day and subsequently led the board and staff through discussions on retreat agenda items throughout the day. All board votes are detailed below.

ACTION ITEM:

Talbot House Letter

After board discussion on the Talbot House proposed move from its current location, Eric Belvin made a motion to have Executive Director Julie Townsend write a letter of support for the move of Talbot House. Landon Beck seconded the motion. The motion passed 4-0.

With no more business, the meeting was adjourned at 11:55am.

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 and any presentations, etc. are available in PDF format.

The next LDDA Board of Directors meeting will be on Thursday, March 19, 2026, at 8am in the city hall city commission conference room.

Landon Beck, Chair

Date

Julie Townsend, Executive Director

Date

MINUTES : LDDA BOARD OF DIRECTORS MEETING

Thursday, March 19, 2026 8:00 AM

City Commission Conference Room

BOARD/STAFF PRESENT: Eric Belvin; Donna DeStefano; Bretta Christakos; Landon Beck; Terry Coney; Michael Kincart; Julie Townsend, staff

BOARD ABSENT: Jeff Donalson

GUESTS: Gillian Fazio and Katerina Santos with Color Wave Walls; Lori Martini, GiveWell Foundation; Karen Thompson, CRA; Valerie Vaught, CRA

CALL TO ORDER: 8:02 a.m. by Landon Beck, Chair.

New Business:

Gillian Fazio and Katerina Santos with Color Wave Walls presented their plans for a Downtown Lakeland mural festival set for November 2026. The event producers requested that the LDDA be a partner to handle funding administration. Funds will be deposited into Color Wave's GiveWell account. LDDA would request funds from the GiveWell account to pay bills associated with Color Wave Walls Festival. The board was receptive to the partnership. The board discussed having an agreement that outlines each party's responsibilities. Katerina and Gilliam will come back next month with more information for the board. Julie is also going to reach out to Vic Prebor with Arts on the Park to discuss donating some of the Arts on the Park funds (totally \$58,000) that are currently held by the LDDA.

Julie Townsend presented some information gathered by staff about digital signs. Board members had additional questions that Julie will research. Julie also presented the draft letter in support of moving Talbot House.

The board adjourned for a walking tour with the CRA staff and consultants at 9:22 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, April 16, 2026, at 8am at City Hall City Commission Conference Room.

Landon Beck, Chair

Date

Julie Townsend, Executive Director

Date

MINUTES : LDDA BOARD OF DIRECTORS MEETING

Thursday, April 16, 2026 8:00 AM

City Commission Conference Room

BOARD/STAFF PRESENT: Eric Belvin; Michael Kincart; Donna DeStefano; Bretta Christakos; Landon Beck; Julie Townsend, staff; Tony Davila, staff; Jareem Smith, staff

BOARD ABSENT: Jeff Donalson

GUESTS: Mayor Sara Roberts-McCarley, Gillian Fazio and Jose Santos with Color Wave Walls; Karen Thompson, CRA; Vic Prebor, Arts on the Park; Officer Spoto, Downtown daytime officer; Sara Walsh, The Ledger

CALL TO ORDER: 8:05 a.m. by Landon Beck, Chair.

New Business:

Gillian Fazio outlined the responsibilities of the LDDA and Color Wave per the proposed partnership. The Board discussed financial responsibilities for contracts and invoices and who executes contracts. LDDA board would like Color Wave to sign contracts and hold the financial responsibility. Mayor Roberts-McCarley suggests a memorandum of understanding. LDDA Board would like to create a separate bank account and have separate reports from LDDA financials. Julie and Gillian will create a memorandum of Understanding for the board to approve at the May meeting.

Julie Townsend introduced Vic Prebor, representative for Arts on the Park. Julie reminded the board that in 2016, Arts on the Park asked LDDA to hold its remaining funds to support a future Downtown Lakeland art project or projects. The \$58,000 is held as a restricted account within the LDDA and Vic Prebor, as a representative for Arts on the Park is interested in using some of the Arts on the Park funds for Color Wave. Julie will follow up with Vic after discussing with Gillian the needs. Landon Beck moved to enter into an agreement with Color Wave with the MOU to be approved at the next meeting. Donna Destefano seconded the motion. Motion passed 6-0.

(44 minutes) Tony Davila provided an update on the Clean and Safe program in Downtown providing some data and some videos.

Julie Townsend informed the board that the pedestrian way finding signs need updating. We have an estimate of \$30,000 but will get other quotes.

Julie also informed the board that the lock on the office door is malfunctioning frequently. Julie is gathering quotes for an electronic key card system for the board to consider. Julie has discussed the upgrade with the property owner as well.

Julie presented the LDDA financial statements with the caveat that they are incomplete because the loss of the admin person has put staff behind in reconciling the bank accounts.

With no more business, the meeting was adjourned at 9:58 am.

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The next LDDA Board of Directors meeting will be on Thursday, May 21, 2026, at 8am City Hall City Commission Conference Room.

Landon Beck, Chair

Date

Julie Townsend, Executive Director

Date



Lakeland Downtown Development Authority

Budget vs. Actuals: Budget_FY26_P&L_1 - FY26 P&L

October 2025 - September 2026

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
6000 Primary Income				
6100 Tax Receipts	762,353.91	808,525.00	-46,171.09	94.29 %
Total 6000 Primary Income	762,353.91	808,525.00	-46,171.09	94.29 %
6200 Program & Other Income				
6151 Friday Night Live	254.35	1,000.00	-745.65	25.44 %
6152 Night Markets	38,035.00	45,000.00	-6,965.00	84.52 %
6153 Tasty Tuesday	9,087.74	24,000.00	-14,912.26	37.87 %
6154 Downtown Champions	7,500.00	15,000.00	-7,500.00	50.00 %
6155 Banner Income	1,800.00	3,000.00	-1,200.00	60.00 %
6300 Investment Income (Money Mkt.)	24,990.29	25,000.00	-9.71	99.96 %
6450.18 FAB Grant	9,420.00	10,000.00	-580.00	94.20 %
6450.19 EBT Electronic Transfer	12,673.00	10,000.00	2,673.00	126.73 %
6460.40 Other sponsorships	1,000.00	1,000.00	0.00	100.00 %
6460.50 Other event sponsorships	10,000.00	11,500.00	-1,500.00	86.96 %
Total 6200 Program & Other Income	114,760.38	145,500.00	-30,739.62	78.87 %
6450 Income-Farmers Curb Market				
6450.11 Shared Marketing Costs	122,208.06	150,000.00	-27,791.94	81.47 %
6450.13 Fundraiser/Sales Gross	745.06	1,000.00	-254.94	74.51 %
6450.14 Merchandise Sales Tax	10.01	70.00	-59.99	14.30 %
6450.15 Special Event Income-DFCM	1,160.00	3,000.00	-1,840.00	38.67 %
Total 6450 Income-Farmers Curb Market	124,123.13	154,070.00	-29,946.87	80.56 %
6460 Event Income - FF				
6460.10 First Friday Shared Event Costs	103,941.58	99,500.00	4,441.58	104.46 %
Total 6460 Event Income - FF	103,941.58	99,500.00	4,441.58	104.46 %
Total Income	\$1,105,179.00	\$1,207,595.00	\$ -102,416.00	91.52 %
GROSS PROFIT	\$1,105,179.00	\$1,207,595.00	\$ -102,416.00	91.52 %
Expenses				
7000 Event Expenses - FF				
7050 Contract event staff	12,840.78	19,500.00	-6,659.22	65.85 %
7060 Workers Comp Ins - FF	793.00	3,000.00	-2,207.00	26.43 %
7065 Event Square Fees	2,714.84	3,400.00	-685.16	79.85 %
7080 FF Graphics & Printing	2,572.87	2,100.00	472.87	122.52 %
7090 Event Sanitation	6,011.72	11,000.00	-4,988.28	54.65 %
7100 City of Lakeland Fees - FF	10,241.50	15,500.00	-5,258.50	66.07 %
8010.17 Salaries Event Admin	29,439.87	45,000.00	-15,560.13	65.42 %
Total 7000 Event Expenses - FF	64,614.58	99,500.00	-34,885.42	64.94 %
8000 Administration & Salaries				
8010 Salaries & Payroll Expenses				
8010.11 Salaried Employees	142,787.14	257,000.00	-114,212.86	55.56 %



Lakeland Downtown Development Authority

Budget vs. Actuals: Budget_FY26_P&L_1 - FY26 P&L

October 2025 - September 2026

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
8010.13 Payroll Taxes	23,972.99	33,100.00	-9,127.01	72.43 %
8010.20 Other Benefits	11,713.19	30,000.00	-18,286.81	39.04 %
8040 Retirement Expense	6,610.98	10,000.00	-3,389.02	66.11 %
8510 Workers Comp		5,000.00	-5,000.00	
Total 8010 Salaries & Payroll Expenses	185,084.30	335,100.00	-150,015.70	55.23 %
8100 General Administration				
8200 Lease	18,294.76	26,000.00	-7,705.24	70.36 %
8210 Utilities	1,757.91	3,000.00	-1,242.09	58.60 %
8350 Telephone	858.72	4,500.00	-3,641.28	19.08 %
8360 Computer Services	11,044.65	10,000.00	1,044.65	110.45 %
8370 Supplies	4,973.94	4,000.00	973.94	124.35 %
8400 Travel, Meals, Meetings	2,760.91	8,000.00	-5,239.09	34.51 %
8500 Insurance - Liability	6,000.00	6,000.00	0.00	100.00 %
8750 Legal Advertising		2,500.00	-2,500.00	
8760 Miscellaneous	98.21	60.00	38.21	163.68 %
8800 Audit & Reporting	15,610.00	25,000.00	-9,390.00	62.44 %
8850 Accounting	3,600.00	3,000.00	600.00	120.00 %
8980 Property Appraiser	4,776.00	12,000.00	-7,224.00	39.80 %
9000 Tax Collector	124.34	16,000.00	-15,875.66	0.78 %
9050 Memberships & Subscriptions	4,127.00	5,200.00	-1,073.00	79.37 %
9055 TIF Payments	1,284.37	1,000.00	284.37	128.44 %
9751 Squeeze/Valet Parking	28,087.00	60,000.00	-31,913.00	46.81 %
9752 Fleet	2,472.53	9,165.00	-6,692.47	26.98 %
Total 8100 General Administration	105,870.34	195,425.00	-89,554.66	54.17 %
8920 Marketing & Development				
7095 Sponsorships Mktg	16,578.74	27,000.00	-10,421.26	61.40 %
8920.15 Downtown Marketing	43,386.57	50,000.00	-6,613.43	86.77 %
Total 8920 Marketing & Development	59,965.31	77,000.00	-17,034.69	77.88 %
Total 8000 Administration & Salaries	350,919.95	607,525.00	-256,605.05	57.76 %
8761 Program & Other Expense				
7500 Repairs & Maintenance	1,611.89	3,500.00	-1,888.11	46.05 %
8765 Banner Installation	1,060.00	3,000.00	-1,940.00	35.33 %
8920.16 Development Grants & Incentives		100,000.00	-100,000.00	
8920.22 Friday Night Live	7,212.43	10,000.00	-2,787.57	72.12 %
8920.23 Night Markets	26,610.74	45,000.00	-18,389.26	59.13 %
8920.24 Tasty Tuesday	8,651.39	28,000.00	-19,348.61	30.90 %
9410 Maintenance & Security	52,199.75	87,000.00	-34,800.25	60.00 %
9745.18 EBT Payout	13,805.00	10,000.00	3,805.00	138.05 %
9745.19 FAB payout	12,862.00	10,000.00	2,862.00	128.62 %
9750 Containers & Beautification	35,698.42	50,000.00	-14,301.58	71.40 %



Lakeland Downtown Development Authority

Budget vs. Actuals: Budget_FY26_P&L_1 - FY26 P&L

October 2025 - September 2026

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Total 8761 Program & Other Expense	159,711.62	346,500.00	-186,788.38	46.09 %
9745 Expense-Farmers Curb Market				
8010.14 Salaries DFCM Manager	20,000.00	20,000.00	0.00	100.00 %
8010.16 Salaries DFCM Admin	33,259.78	45,000.00	-11,740.22	73.91 %
9745.10 Management Contracts	7,651.00	17,000.00	-9,349.00	45.01 %
9745.11 Operating Expenses	496.55	8,000.00	-7,503.45	6.21 %
9745.12 Workers Comp (DFCM)	2,000.00	2,000.00	0.00	100.00 %
9745.13 Music/Entertainment	9,948.80	16,800.00	-6,851.20	59.22 %
9745.16 Square Fees	4,407.51	6,000.00	-1,592.49	73.46 %
9745.20 EFUNDS Fees	374.25	600.00	-225.75	62.38 %
9745.21 DFCM marketing	10,379.32	14,400.00	-4,020.68	72.08 %
9745.22 Special Event Expenses	796.98	5,000.00	-4,203.02	15.94 %
9745.23 DFCM SNAP Expenses		1,500.00	-1,500.00	
9745.24 Sales Tax	25.31	70.00	-44.69	36.16 %
9745.25 SNAP Booth Admin	4,402.21	5,000.00	-597.79	88.04 %
9745.26 Other Miscellaneous Service Cost	8,887.90	12,700.00	-3,812.10	69.98 %
Total 9745 Expense-Farmers Curb Market	102,629.61	154,070.00	-51,440.39	66.61 %
Total Expenses	\$677,875.76	\$1,207,595.00	\$ -529,719.24	56.13 %
NET OPERATING INCOME	\$427,303.24	\$0.00	\$427,303.24	0.00%
NET INCOME	\$427,303.24	\$0.00	\$427,303.24	0.00%



Mission

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

Vision

An exceptional Downtown through 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.

Special Act Enabling Text

It is the policy of the state to make it possible for the City of Lakeland to revitalize and preserve property value and prevent deterioration in the central business district by a system of self help to correct the blight of such deterioration as has developed there. It is a purpose of this act to provide the means whereby property owners within said district benefiting directly from the result of such a program will bear the substantial cost thereof and thereby local problems may be solved on a local level.

Functions Under Special Act

Catalyst	Economic Insight	Plan for the Future	Development	Execute	Evolve
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Function 1: Catalyst

The board shall not provide city governmental services, but shall act as a catalyst to see that such services are properly planned for within the downtown area and are provided in a proper and full manner within that area.

Goal	Task	Owner	Status	% Complete	Start	End	Notes
Digital signage	Generate feasibility study, budget, and plan for Downtown digital map and directory	Eric Michaels	In Progress	0	May 1, 2026	Sept. 1, 2026	

Capital Improvements	Develop plan to spend approximately \$500,000 to enhance downtown in concrete and measurable ways	Julie Townsend	Not started	0	July 1, 2026	Sept. 1, 2026	
	Design grant program for events	Eric Michaels	Not started	0	July 1, 2026	Sept. 1, 2026	

Function 2: Insight

Assist the city in preparing and maintaining on a current basis an analysis of the economic conditions and changes occurring in the downtown area, including the effect thereon of such factors as metropolitan growth, traffic congestion, parking and other access facilities, and structural obsolescence and deterioration.

Goal	Task	Owner	Status	% Complete	Start	End	Notes
Impact Review	Conduct an impact review on downtown businesses to facilitate Function 4 goals	LDDA Team	In progress	0	May 1, 2026	Sept. 1, 2026	Currently setting individual meetings with business owners
	Develop inventory of available space to facilitate Function 4 goals	Julie Townsend	Not started	0	July 1, 2026	Sept. 1, 2026	
Space Inventory							

Function 3: Plan for the Future

Assist the city in formulating and maintaining on a current basis both short-range and long-range plans for improving the attractiveness and accessibility to the public of downtown facilities, promoting efficient use thereof, remedying the deterioration.

Goal	Task	Owner	Status	% Complete	Start	End	Notes
Munn Park vision	Formalize LDDA vision of best use for the space	Julie Townsend	In Progress	0	May 1, 2026	Sept. 1, 2026	Met with Historic Lakeland Board
	Create video and presentation to illustrate vision for stakeholders	Julie Townsend	Not started	0	June 1, 2026	Sept. 1, 2026	Work with Jim Edwards for content
	Design and execute advocacy plan for this vision	Julie Townsend	Not started	0	June 1, 2026	Sept. 1, 2026	Work with Historic Lakeland, Historic Preservation, others

State offices Downtown	Create and execute plan to advocate moving state functions out of the Curtis Peterson building or accessing its garage	Julie Townsend	In Progress	0	May 1, 2026	Sept. 1, 2026	Supporting effort already underway by Gary Raulston and others
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Function 4: Development

Recommend to the city, for its consideration and approval, the actions deemed most suitable for implementing any downtown development plans, including removal, razing, repair, renovation, reconstruction, remodeling, and improvement of existing structures, addition of new structures and facilities, relocation of those existing, and changes in facilities for getting thereto and therefrom.

Goal	Task	Owner	Status	% Complete	Start	End	Notes
Bring more people Downtown	Develop a marketing and event plan to bring more people and new people downtown	Eric Michaels	Not started	0	June 1, 2026	Sept. 1, 2026	Evaluate current events; look to other cities for successes
	Draft plan to recruit more retailers to available space downtown	Julie Townsend	Not started	0	June 1, 2026	Sept. 1, 2026	Upcoming available space in redeveloping buildings
Retail recruitment	Explore feasibility of using LDDA funds to facilitate recruiting new retailers as well as the possibility of using LDDA funds to help ready available space for new retailers	Julie Townsend	Not started	0	June 1, 2026	Sept. 1, 2026	

Function 5: Execute

Participate actively in the implementation and execution of downtown development plans, including establishment, acquisition, construction, ownership, financing, leasing, licensing, operation, and management of publicly owned or leased facilities deemed feasible and beneficial in effecting implementation for public purposes, but this paragraph shall not give the board any power or control over any city property unless and until assigned to it by the City Commission.

Goal	Task	Owner	Status	% Complete	Start	End	Notes
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Sidewalk expansion	Create plan, including possible funding, for remaining sidewalk expansion	Julie Townsend	Not started	0	June 1, 2026	Sept. 1, 2026	Work with Public Works and CRA
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Function 6: Evolve

Carry on such additional lawful projects and undertakings related to the downtown area as the City Commission may assign to the board with its consent.

Goal	Task	Owner	Status	% Complete	Start	End	Notes
Improve Organizational Effectiveness	Evaluate staff roles and adjust duties where appropriate. Delegate where practical	Julie Townsend	Not started	0	June 1, 2026	Sept. 1, 2026	
	Evaluate tools to enhance automation and increase efficiency	Julie Townsend	In Progress	0	May 1, 2026	Sept. 1, 2026	Quickbooks Automations, Excel formulas
	Develop plan and budget to expand ambassador program to seven days a week	Tony Davila	In Progress	0	May 1, 2026	Sept. 1, 2026	Working something, waiting on something
Clean & Safe expansion	Develop plan and budget to install additional cameras downtown	Tony Davila	In Progress	0	May 1, 2026	Sept. 1, 2026	Working something, waiting on something