



CLEARWATER DOWNTOWN
DEVELOPMENT BOARD

September 3, 2014 – 5:30 PM - City Hall – Council Chambers

AGENDA

- 1. Call to Order**
- 2. Citizen Comments – Items Not on the Agenda**
- 3. First Public Millage Hearing – Resolution 01-14 – Treasurer Craig Rubright**
- 4. First Public Budget Hearing – Resolution 02-14 – Treasurer Craig Rubright**
- 5. Approve the Minutes from the August 6, 2014 Meeting**
- 6. Approve the Minutes from the August 21, 2014 Meeting**
- 7. Adopt July 2014 Financial Statement for Filing**
- 8. Appoint Ex-Officio Councilmembers Jonson and Polglaze to a subcommittee regarding Downtown Issues**
- 9. Chairman's Report – Paris Morfopoulos**
- 10. Final Comments**
- 11. Adjournment**

**Reminder - Second Public Hearing – September 16, 2014, 5:30 p.m.,
City Hall 3rd Floor Council Chambers**

**MILLAGE RESOLUTION
RESOLUTION NO. 01-14**

RESOLUTION OF THE CLEARWATER DOWNTOWN DEVELOPMENT BOARD OF THE CITY OF CLEARWATER, FLORIDA, DECLARING THE MILLAGE RATE TO BE LEVIED FOR THE FISCAL YEAR BEGINNING OCTOBER 1, 2014, AND ENDING SEPTEMBER 30, 2015, FOR OPERATING PURPOSES; PROVIDING AN EFFECTIVE DATE OF THIS RESOLUTION.

WHEREAS, the estimated revenues to be received by the Clearwater Downtown Development Board for the fiscal year beginning October 1, 2014 and ending September 30, 2015, from ad valorem taxes in the amount of \$241,551

WHEREAS, based upon the taxable value provided by the Pinellas County Property Appraiser, .9651 mil is necessary to generate \$241,551

NOW, THEREFORE, BE IT RESOLVED BY THE CLEARWATER DOWNTOWN DEVELOPMENT BOARD OF THE CITY OF CLEARWATER, FLORIDA:

Section 1. It is hereby determined that a tax of .9651 mil against the non-exempt real and personal property within the Clearwater Downtown Development Special Taxing District is necessary to raise the sums to be appropriated for operational purposes, for the fiscal year beginning October 1, 2014.

Section 2. The levy of .9651 mil constitutes a 7.01 percent increase from the rolled back rate of .9019.

Section 3. This resolution shall take effect October 1, 2014.

PASSED ON FIRST READING

PASSED ON SECOND AND FINAL
READING AND ADOPTED

Paris Morfopoulos, Chairman

Witness:

Thomas Wright, Vice Chairman

**BUDGET RESOLUTION
RESOLUTION NO. 02-14**

RESOLUTION OF THE CLEARWATER DOWNTOWN DEVELOPMENT BOARD OF THE CITY OF CLEARWATER, FLORIDA, DECLARING THE FINAL BUDGET TO BE ADOPTED FOR THE FISCAL YEAR BEGINNING OCTOBER 1, 2014, AND ENDING SEPTEMBER 30, 2015 FOR OPERATING PURPOSES; PROVIDING AN EFFECTIVE DATE OF THIS RESOLUTION.

WHEREAS, the Clearwater Downtown Development Board of the City of Clearwater, Florida, on September 3, 2014 held a public hearing as required by Florida Statute 200.065; and

WHEREAS, the Clearwater Downtown Development Board of the City of Clearwater, Florida, set forth the appropriations and revenue estimate for the Budget for Fiscal Year 2014/15 in the amount of \$403,329.

NOW, THEREFORE, BE IT RESOLVED BY THE CLEARWATER DOWNTOWN DEVELOPMENT BOARD OF THE CITY OF CLEARWATER, FLORIDA:

Section 1. It is hereby determined that a budget of \$403,329 is adopted for the fiscal year beginning October 1, 2014 and ending September 30, 2015.

Section 2. The resolution shall take effect October 1, 2014.

PASSED ON FIRST READING
PASSED ON SECOND AND FINAL
READING AND ADOPTED

Paris Morfopoulos, Chairman

Witness:

Thomas Wright, Vice Chairman

CLEARWATER DOWNTOWN DEVELOPMENT BOARD MEETING

August 6, 2014 – 5:30 PM – City Hall – Council Chambers

| | | |
|------------------|---------------------|---|
| Members Present: | Paris Morfopoulos | Chairman |
| | Thomas Wright | Vice-Chairman |
| | Craig Rubright | Treasurer |
| | Dennis Bosi | Member |
| | John Doran | Member |
| Also Present: | Bill Jonson | Ex-Officio/Councilmember |
| | Jay Polglaze | Ex-Officio/Councilmember |
| | Anne Fogarty France | Board Administrator |
| | Geri Campos Lopez | Director, Economic Development & Housing Department |
| | | |
| Absent: | Stu Sjouwerman | Member |
| | Tony Starova | Member |

1. Chairman Morfopoulos called the Downtown Development Board (DDB) meeting to order at 5:30 p.m. and introduced members.
2. Citizen comments.

David Allbritton, Clearwater Downtown Events, shared the Star Spectacular promotional flyer with the board. He advised that he was working with Bill Sturtevant and Terry Schmidt to bring the Jimmy Buffet Tribute Band, the Caribbean Chillers, to the September 26 event. The event is called Parrot Heads and Pirates and they are encouraging attendees to dress as Parrot Heads or Pirates. The opening band is the Tropics and the event is starting at 5:30 p.m. with the stage placed at Garden Avenue.

3. Approve the Minutes from the July 2, 2014 Meeting

Member Doran moved to approve the minutes from the July 2, 2014 meeting. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Chairman Paris Morfopoulos, Vice Chairman Thomas Wright, Treasurer Craig Rubright, Member Bosi, and Member Doran.

“Nays”: None.

4. Adopt June 2014 Financial Statement for Filing

Treasurer Rubright moved to adopt the June 2014 Financial Statement for filing. The motion was duly seconded and upon roll call, the vote was:

Ayes”: Chairman Paris Morfopoulos, Vice Chairman Thomas Wright, Treasurer Craig Rubright, Member Bosi, and Member Doran.

“Nays”: None.

5. Accept Recommendation from the DDB Audit Selection Committee and Authorize Chairman to Sign Engagement Letter

Member Doran moved to accept the recommendation from the DDB Audit Selection Committee and Authorize Chairman to Sign Engagement Letter from MHM. The motion was duly seconded and upon roll call, the vote was:

Ayes”: Chairman Paris Morfopoulos, Vice Chairman Thomas Wright, Treasurer Craig Rubright, Member Bosi, and Member Doran.

“Nays”: None.

6. CRA/DDB FY 2014-2015 Interlocal Agreement

Geri Campos Lopez advised that the only changes from last year’s agreement were the dates, dollar amount of increment payment, and the inclusion of the DDB approved goals in the Responsibilities of the DDB section. She stated that the administrative fee was staying the same as last fiscal year. The agreement also noted the DDB contribution for the boat slips.

Member Doran moved to approve the CRA/DDB FY 2014-2014 Interlocal Agreement. The motion was duly seconded and upon roll call, the vote was:

Ayes”: Chairman Paris Morfopoulos, Vice Chairman Thomas Wright, Treasurer Craig Rubright, Member Bosi, and Member Doran.

“Nays”: None.

7. Adopt Aggregate Millage Rate of 0.9651 mil for FY 2014-2015

Member Bosi moved to adopt the Aggregate Millage Rate of .09651 for FY 2014-2015. The motion was duly seconded and upon roll call, the vote was:

Ayes”: Chairman Paris Morfopoulos, Vice Chairman Thomas Wright, Treasurer Craig Rubright, Member Bosi, and Member Doran.

“Nays”: None.

8. FY 2014-2015 DDB Budget Discussion

Chairman Morfopoulos advised that there was a meeting earlier that day regarding Blast Friday. Rod Irwin, Community Redevelopment Agency (CRA) Executive Director discussed the initial concept for the event, and the need to change some components to satisfy the Council and DDB’s wishes. He noted the reluctance to approve future funding until there is more info on and asked the board to consider if funding should be contingent on the CRA

funding for Blast Friday. The board will discuss this further at the DDB Special Budget Meeting on August 21, 2014.

9. Set First and Final Public Budget and Millage Hearing Dates for September 3 and 16, 2014.

Ms. Anne Fogarty France advised the board that the First Public Budget and Millage Hearing Date was September 3 at the board's regular meeting and the Second and Final Hearing would take place on September 16, 2014 at 5:30 p.m. in Council Chambers.

10. Appoint Nominating Committee for October 14, 2014 Election

Chairman Paris Morfopoulos stated that all members are eligible to be a member of the October 2014 Election nominating committee except Members Bosi and Doran. He asked members to assist in recruiting potential candidates to run for election and bring their names to the next meeting. Be sure to let Anne know if you have found a qualified candidate and added that in order to be eligible, a person must live, work or own property in the DDB district.

Members Wright, Rubright, Morfopoulos volunteered to be appointed to the Nominating Committee.

11. Chairman's Report

Chairman Morfopoulos stated that the monthly Downtown Coordinating Committee meeting was held and attendees discussed their initial thoughts about Blast Friday and the Urban Land Institute recommendations. He also noted that he was asked to give a presentation on the DDB approved Admin Scale and stated it was well received.

12. Final Comments

Member Rubright noted he was happy with everything that was going on in the downtown.

Member Wright – No Final Comments.

Member Bosi – No Final Comments.

Member Doran advised he took a vacation out west and visited Boulder, CO and Salt Lake City, UT. He particularly liked the Pearl Street Mall and noted the farmer's market they had every Saturday. The market was three blocks long and attracted thousands of people every Saturday. He noted that we have gone overboard in not considering what everyone else has done and felt there was nothing wrong with borrowing from what others have done.

Ex-officio Councilmember Jonson stated that he looked at the District Directory Sign after last month's meeting and asked staff what the cycle was for updating. He felt it should be done more than once a year if we have new businesses and asked that the \$400 per year cost be included in budget discussions. He added that he had visited two Franklin Street businesses: Clear Track Studios has a National recording studio in their building and Judith Gilbert who is a tax preparer. Ex-officio Councilmember Jonson stated that Ed McMahon, of ULI noted the

need to have variety of things to be successful and add to the vibrancy of downtown and identified Loveland, CO as a town to look at.

Ex-Officio Councilmember Polglaze stated that the entity that has the contract on the Strand has requested the contract be extended. He added that the Council will seal the deal on Prospect Lake Project and hoped that there would be a shovel in ground in October. He stated that there were items that we can accomplish from the ULI study and the council would be looking at the next logical steps.

Ms. Lopez advised that the City was scheduled to close on the Prospect Lake property on August 11, 2014, and noted that once the council approves the project there would be a groundbreaking in November/December.

Chairman Morfopoulos stated that there was good discussion tonight. The ULI presentation was great and felt that the board needed to pay attention to what their mission is. He added that the board was made up of well connected people and thought that they were underutilizing our contacts and those who can help with sponsorship. He ended by asking why one of the Blast Friday events isn't a Phillies event.

13. The meeting was adjourned at 6:56 p.m.

ITEM 6

CLEARWATER DOWNTOWN DEVELOPMENT BOARD
SPECIAL BUDGET MEETING
August 21, 2014 – 5:30 PM – City Hall – Council Chambers

| | | |
|------------------|---------------------|---|
| Members Present: | Paris Morfopoulos | Chairman |
| | Craig Rubright | Treasurer |
| | Dennis Bosi | Member |
| | John Doran | Member |
| | Stu Sjouwerman | Member |
| | Tony Starova | Member |
| Also Present: | Bill Jonson | Ex-Officio/Councilmember |
| | Anne Fogarty France | Board Administrator |
| | Geri Campos Lopez | Director, Economic Development & Housing Department |
| Absent: | Thomas Wright | Vice-Chairman |
| | Jay Polglaze | Ex-Officio/Councilmember |

1. Chairman Morfopoulos called the Downtown Development Board (DDB) meeting to order at 5:30 p.m. and introduced members.
2. Citizen Comments. There were no comments.
3. Adopt FY 2014-2015 DDB Budget

- a. Policy Review – Chairman Paris Morfopoulos reviewed the Goals, Purposes and Policy documents distributed to each Board Member and reminded everyone that these guidelines would be used in discussing, editing and approving the budget this evening.

- b. Line Item Review

Income: No line items under the income section of the budget were discussed.

Expenditures: Line items were discussed in each section of the budget and a dollar amount was assigned to each item.

After the line Item for the Farmer's Market was discussed a citizen had comments.

Tucker Boyt, representing the 600 block merchants, advised that the merchants met on August 20, 2014 and expressed interest in having the Farmer's Market move to Station Square Park. They also have some ideas of their own to attract people to Station Square once a month. Mr. Boyt advised the main reason for wanting the Farmer's Market at Station Square Park is the disruption of traffic on the retail side of the street in the 600 block. The merchants asked

him to advise the Downtown Development Board that they are on board with them and want to get involved.

After the line item for Pianos in Pinellas formerly named Pianos on Main Street/Pop-Up Gallery was discussed a citizen had comments.

Colin Bissett, President of the Clearwater Arts Alliance, advised he was available to answer any questions that the Board might have. Mr. Bissett explained that the cost of one piano was originally \$2,500.00. Many of the local businesses were near the end of their fiscal year and had not budgeted for this item and the decision was made to decrease the cost of sponsoring the piano to \$1,800.00. Mr. Bissett advised that there were 10 pianos to be distributed throughout Pinellas County, and one was on Cleveland Street. When asked how they could lower the cost of the sponsorship of the piano, he explained that this is to be a fundraiser for the Clearwater Arts Alliance. They cut back on their costs and ten pianos were donated. Mr. Bissett added that there had been 5 applications from local artists to paint the pianos and they would be on the street from November 25, 2014 through December 31, 2014.

Member Bosi moved to adopt the FY 2014-2015 DDB Budget minus the funding for the Santa & Suds event. The motion was duly seconded and upon roll call, the vote was:

“Ayes”: Chairman Paris Morfopoulos, Treasurer Craig Rubright, Member Bosi, Member Doran, Member Starova and Member Sjouwerman.

“Nays”: None.

Member Bosi moved adopt sponsorship for the Santa and Suds line item in the amount of \$3,500. The motion was duly seconded and upon roll call, the vote was:

Member Starova recused himself.

“Ayes”: Chairman Paris Morfopoulos, Treasurer Craig Rubright, Member Bosi, Member Doran, and Member Sjouwerman.

“Nays”: None.

A final copy of the 2014-2015 Budget is attached to these minutes.

4. Final Comments

Ex-officio/Councilmember Jonson requested an agenda item be added to the next meeting on behalf of himself and Ex-officio/Councilmember Polglaze. They would like the permission of the DDB for Councilmembers Jonson and Polglaze to meet to discuss downtown. They would be a subcommittee of the City Council and the Council approved the subcommittee at their August 20, 2014 meeting. However, it would also have to be a subcommittee of the DDB to allow them to discuss downtown issues because they are Ex-officio members of the DDB. The meetings of this subcommittee would have to be noticed and minutes taken.

Member Bosi asked if a DDB member would also be attending the meeting. Councilmember Jonson responded that a member could if they wanted, however, Anne Fogarty France cautioned that because the meetings for the individual entities are advertised differently, she believed that a DDB member could attend but would be unable to take part in the discussion. It was agreed to add this item to the next agenda.

Treasurer Rubright advised that he was comfortable with the progress made in this meeting.

Member Bosi felt that the meeting and finalization of the budget went very well.

Member Sjouwerman commented that this was his first budget meeting and felt it went well.

Member Doran stated it was a good meeting.

Ex-Officio/Councilmember Jonson felt the Board should be proud of the way they handled the meeting.

Chairman Morfopoulos thanked the Board for a good meeting.

5. The meeting was adjourned at 8:10 p.m.

ATTACHMENT
TO ITEM 6

| | B | C |
|----|---|----------------|
| 1 | <div> Downtown Development Board FY 2014-15 Budget (Adopted 8/21/14) </div> | |
| 2 | | |
| 3 | | |
| 4 | | |
| 5 | | |
| 6 | | |
| 7 | Income | Budget |
| 8 | | |
| 9 | Ad Valorem (Property) Taxes | 241,551 |
| 10 | Ad Valorem Taxes Prior Yr | 100 |
| 11 | Interest Income | 1,000 |
| 12 | CRA Interlocal Agreement Rev | 160,178 |
| 13 | Misc Revenue | 500 |
| 14 | <i>Total Income</i> | 403,329 |
| 15 | | |
| 16 | Expenditures | |
| 17 | | |
| 18 | Promoting District | |
| 19 | Banner Installation & Maintenance | 600 |
| 20 | Downtown Streetscape Maintenance | 3,200 |
| 21 | Boatslip Construction & Maint | 50,000 |
| 22 | Holiday Lighting | 12,000 |
| 23 | <i>Total Promoting District</i> | 65,800 |
| 24 | | |
| 25 | Promoting Merchants | |
| 26 | Graphic Design and Printing | 3,000 |
| 27 | Advertising | 3,000 |
| 28 | Jolley Trolley Downtown Loop | 9,220 |
| 29 | <i>Total Promoting Merchants</i> | 15,220 |
| 30 | | |
| 31 | Promoting Events | |
| 32 | Achieva Box Car Rally - 6th Annual | 1,000 |
| 33 | Bright House Clw Superboat Nat'l Festival | 10,000 |
| 34 | City/Clearwater Celebrates America | 1,250 |
| 35 | City/Fun 'n Sun Festival | 5,000 |
| 36 | City/Sea Blues Festival | 5,000 |
| 37 | Unallocated (fka Blast Friday) | 17,979 |
| 38 | Clearwater Jazz Festival | 5,000 |
| 39 | Farmer's Market Support | 6,500 |
| 40 | Pianos in Pinellas/Clearwater Arts Alliance | 1,800 |
| 41 | Santa & Suds Race/Walk for ASL & Deaf Awareness | 3,500 |
| 42 | Star Spectacular - 8 events | 20,000 |
| 43 | <i>Total Promoting Events</i> | 77,029 |
| 44 | | |
| 45 | Staff & Office Administration | |
| 46 | Downtown Meeting & Event Support | 200 |
| 47 | Office Expenditures | 750 |
| 48 | Public Meeting Notices | 2,000 |
| 49 | Legal Fees | 3,500 |
| 50 | CRA Mgt & Admin Fee | 63,724 |
| 51 | DDB Minutes Preparation | 1,300 |
| 52 | <i>Total Staff & Office Admin</i> | 71,474 |
| 53 | | |
| 54 | Fixed Payments | |
| 55 | Officers & Directors Insurance | 700 |
| 56 | Liability Insurance (Dolphins) | 1,422 |
| 57 | Annual Audit | 9,100 |
| 58 | CRA Increment Payment | 160,178 |
| 59 | State Special District Fee | 175 |
| 60 | Property Appraiser Fee | 2,231 |
| 61 | <i>Total Fixed Payments</i> | 173,806 |
| 62 | | |
| 63 | Total Expenditures | 403,329 |
| 64 | | |
| 65 | Revenues in Excess of Expenditures | |
| 66 | | |
| 67 | Expenditures in Excess of Revenues | - |
| 68 | | |
| 69 | Beginning Fund Balance 10-1-13 | 80,592 |
| 70 | | |
| 71 | Minimum Reserves Approved by Board 11-6-13 | 71,465 |
| 72 | | |

| | A | B | C | D | E | F | G | H | I |
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| 45 | | Staff & Office Administration | | | | | | | |
| 46 | | Downtown Meeting & Event Support | 200 | | | | 154 | | 46 |
| 47 | | Office Expenditures | 750 | | | | 1,211 | | (461) |
| 48 | | Public Meeting Notices | 2,000 | | 40 | | 554 | | 1,446 |
| 49 | | Legal Fees | 3,500 | | | | 1,500 | | 2,000 |
| 50 | | CRA Mgt & Admin Fee | 63,724 | | 5,314 | | 53,104 | | 10,620 |
| 51 | | DDB Minutes Preparation | 2,200 | | 100 | | 1,019 | | 1,181 |
| 52 | | Total Staff & Office Admin | 72,374 | | 5,454 | | 57,541 | | 14,833 |
| 53 | | | | | | | | | |
| 54 | | Fixed Payments | | | | | | | |
| 55 | | Officers & Directors Insurance | 655 | | | | 653 | | 2 |
| 56 | | Liability Insurance (Dolphins) | 1,300 | | | | 1,422 | | (122) |
| 57 | | Annual Audit | 8,800 | | | | 8,800 | | 0 |
| 58 | | CRA Increment Payment | 142,573 | | | | 141,668 | | 905 |
| 59 | | CRA Special Programs | 7,848 | | | | 7,848 | | (0) |
| 60 | | State Special District Fee | 175 | | | | 200 | | (25) |
| 61 | | Property Appraiser Fee | 2,136 | | 535 | | 2,124 | | 12 |
| 62 | | Total Fixed Payments | 163,487 | | 535 | | 162,715 | | 772 |
| 63 | | | | | | | | | |
| 64 | | Total Expenditures | 369,877 | | 8,294 | | 330,482 | | 39,395 |
| 65 | | | | | | | | | |
| 66 | | Revenues in Excess of Expenditures | | | - | | 39,108 | | |
| 67 | | | | | | | | | |
| 68 | | Expenditures in Excess of Revenues | | | (1,837) | | - | | |
| 69 | | | | | | | | | |
| 70 | | Beginning Fund Balance 10-1-13 | \$ 80,592 | | | | | | |
| 71 | | | | | | | | | |
| 72 | | Current Fund Balance | 79,392 | | | | | | |
| 73 | | | | | | | | | |
| 74 | | Minimum Reserves Approved by Board 11-6-13 | 71,465 | | | | | | |

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Downtown Development Board

Statement of Revenues & Expenditures

For the Period Oct. 1, 2013 thru September 30, 2014

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| 7 | | | | | | | | | | | | | | | | |
| 54 | Officers & Directors Insurance | | Budget | Oct. | Nov. | Dec. | Jan | Feb | Mar | Apr | May | June | July | August | September | Year to Date |
| 55 | Liability Insurance (Dolphins) | | 655 | | | | | | | | 653.12 | | | | | 653.12 |
| 56 | Annual Audit | | 1,300 | | 2,500.00 | | 1,421.78 | 1,000.00 | 2,800.00 | | | | | | | 1,421.78 |
| 57 | CRA Increment Payment | | 142,573 | | | 142,202.88 | | | (535.09) | | | | | | | 8,800.00 |
| 58 | CRA Special Programs | | 7,848 | | | | | 7,848.28 | | | | | | | | 141,667.79 |
| 59 | State Special District Fee | | 175 | | | 200.00 | | | | | | | | | | 7,848.28 |
| 60 | Property Appraiser Fee | | 2,136 | 534.85 | | | 519.93 | | 534.83 | | | | | | | 200.00 |
| 61 | Total Fixed Payments | | 163,487.00 | 534.85 | 2,500.00 | 144,902.88 | 1,941.71 | 8,848.28 | 2,799.74 | - | 653.12 | - | 534.81 | - | - | 2,124.42 |
| 62 | | | | | | | | | | | | | | | | 162,715.39 |
| 63 | Total Expenditures | | 369,877.00 | 37,475.78 | 13,667.73 | 159,333.04 | 66,273.42 | 15,711.79 | 11,127.89 | 5,449.42 | 6,368.02 | 6,781.10 | 8,293.80 | - | - | 330,481.99 |