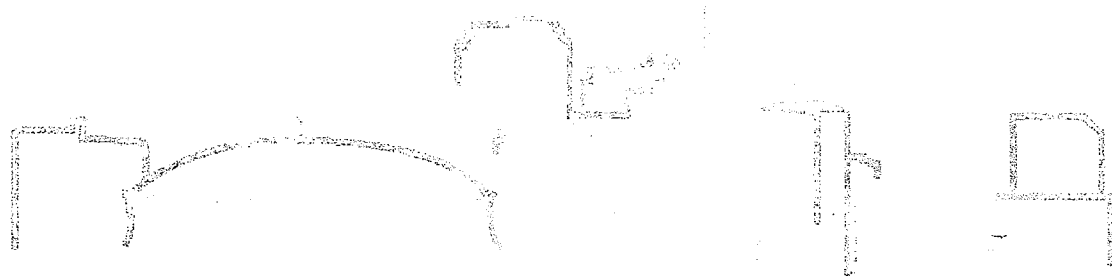




**DOWNTOWN  
DEVELOPMENT DISTRICT** 



# **Work Plan and Budget 2020**



**Operating Budget  
For Calendar and Fiscal Year  
2020**

**Kurt M. Weigle**  
President & CEO

**Anthony G. Carter**  
Finance and Administration Director

**Sabrina D. Smith**  
Finance and Administration Manager

**Richard G. McCall**  
Operations Director

**Leigh M. Ferguson**  
Economic Development Director

**Devona Dolliole**  
Communications Director

**Barbara Waiters**  
Public Affairs Director

**DOWNTOWN  
DEVELOPMENT  
DISTRICT**  **NEW ORLEANS**

**BOARD OF COMMISSIONERS**  
**Budget 2020**

**Carla Major**  
Chair

**Michelle Craig**  
Vice-Chair

**Bill Hines**  
Secretary

**Judy Barrasso**  
Commissioner

**Leo Marsh**  
Commissioner

**Cleveland Spears**  
Commissioner

**Jim Cook**  
Treasurer

**Joseph Bruno, Jr.**  
Immediate Past Chair

**Jade Brown-Russell**  
Commissioner

**Chris Ross**  
Commissioner

**Allison Tiller**  
Commissioner



## Downtown Development District of New Orleans

### Mission

To drive the development of Downtown New Orleans and be the catalyst for a prosperous, stimulating, innovative heart of the Crescent City.

We do this by:

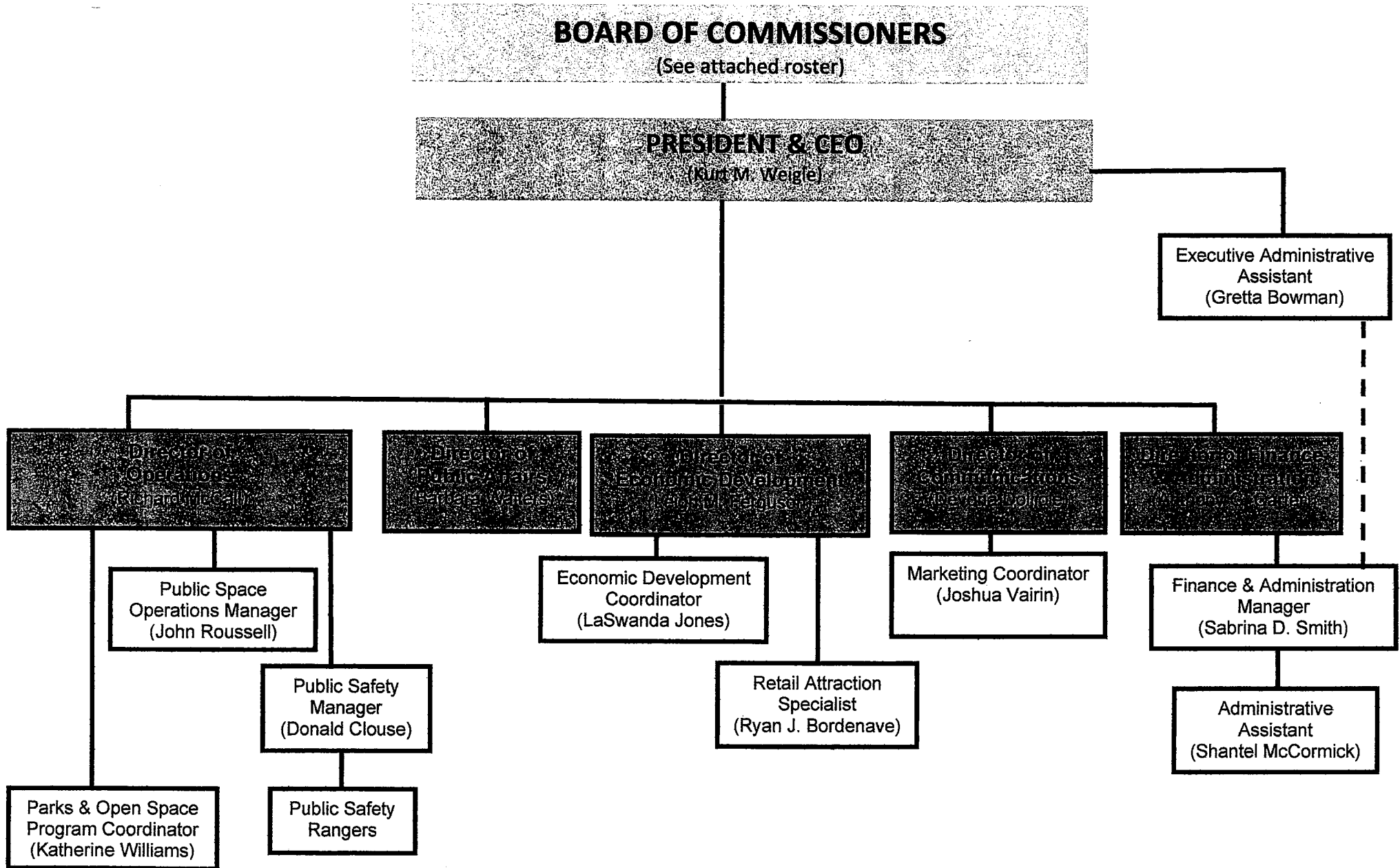
- Cultivating economic development in such industries as bioscience, the arts, digital media and tourism
- Ensuring Downtown is clean and safe
- Serving as a voice and advocate for Downtown's future.
- Promoting Downtown as a world-class destination for residents and visitors

---

### Downtown Vision

Downtown New Orleans will be celebrated as the vibrant hub of America's beloved city and the engine for the region's economy. Historic and contemporary buildings glow with new residences and retail as Downtown becomes a magnet for a population involved in industries of the mind such as bioscience, the arts and digital media. Streets bustle with neighbors and visitors alike participating in the arts, music, dining, shopping and daily business of Downtown. People from around the world are drawn to a dynamic, seductive Downtown where the unique cultural mosaic of the New Orleans experience comes into focus.

**DOWNTOWN DEVELOPMENT DISTRICT  
ORGANIZATIONAL CHART – 2020**



## **2020 Downtown Development District Budget**

### **Introduction and Discussion of Priorities**

The Board of Commissioners and management of the Downtown Development District (DDD) are pleased to submit the enclosed 2020 Work Plan and Budget to City Council. The DDD's 2020 Work Plan is consistent with board-adopted priorities in the DDD's 2017 Strategic Plan and with the City of New Orleans Master Plan and will make substantial progress toward addressing DDD & City priorities.

Expenditures for public safety increase by 7% in 2020 following a 9% increase in 2019 and 13% increase in 2018. This includes full funding for the DDD's private armed patrols 24 hours per day, seven days per week and added security for 8 hours per day, five days per week dedicated to Canal Street, adding to the expanded NOPD Detail and Ranger patrols there. The DDD will maintain the 2019 level of police detail hours (and will continue the dynamic redeployment of previously expanded resources, such as mounted officers, to areas where their impact will be felt most). Funding for Public Safety Rangers also increases in 2020.

The operations budget provides funding to install additional SafeCam NOLA surveillance cameras in cooperation with the New Orleans Police & Justice Foundation, and to support the DDD's matching grant program to assist private property owners in eradicating graffiti.

The DDD has committed \$500,000 of operating funding to the Community Resource & of Referral Center (CRRC) low barrier shelter. The low barrier shelter accommodates 100 homeless individuals currently sleeping on the streets and in the parks of Downtown and other parts of the City. The DDD will continue its work to create additional citywide resources to address homelessness, including a sobering center and assisted outpatient treatment to serve the severely mentally ill.

The DDD will continue its work with the Mayor's Office and others on the collaborative *Make Change NOLA* campaign to help direct giving via the United Way to worthy agencies in New Orleans who are helping people to transform their lives, rather than giving cash on the streets, which social service agencies agree is often counter-productive.

Additional funds have been allocated to expand the Clean Team's human and mechanical resources in order to address the continuing growth of Downtown. More occupied space and foot traffic Downtown has led to increasing demand for cleaning & maintenance services.

The DDD has once again committed funding for a full-time, dedicated City of New Orleans Sanitation Ranger for Downtown, provided that said Ranger is authorized by the City Code to write citations for sanitation offenses. Currently Sanitation Rangers do not have this authority; the Administration has indicated its desire to seek legislation from the State to grant such authority.

The DDD has dedicated funds in 2020 to complete fabrication and installation on a new wayfinding signage system for Downtown and other parts of the city, in partnership with other organizations.

The DDD will continue spending on job recruitment & creation in 2020, expanding its current work to create more cultural economy and Academic Medical Center jobs. The DDD will continue the efforts begun in 2018 to create a Louisiana Medical Research Fund (LMRF) similar to the extraordinarily successful Cancer Prevention & Research Institute of Texas (CPRIT).

The work plan also anticipates collaborating with other agencies to increase housing opportunities Downtown across all price points.

In accordance with State law, the DDD Board rolled back the 2020 DDD millage to be revenue neutral, less the impact of any new construction. The DDD operating budget in 2020 will operate within the limitations of the new rollback millage, in the amount of 11.95 mills. However, the Board did roll forward by 2.30 mills, an amount sufficient to fund \$1.5 million of the Mayor's requested \$2.5 million for Downtown Infrastructure, pursuant to a cooperative endeavor agreement approved by the DDD Board at its October 24 meeting. The remaining \$1 million will come from the DDD capital fund.

The Board of Commissioners and management of the DDD are confident that the 2020 Work Plan & Budget reflects the DDD priorities set by the board and is consistent with the City's goals for the development of Downtown as set forth in the Master Plan. The work plan builds upon the DDD's recent successes and allows the DDD to keep momentum going in every neighborhood of Downtown.

**Resolution 19 - 07  
Downtown Development District  
of the City of New Orleans**

**RESOLUTION TO SET MILLAGE FOR 2020**

**BY BOARD MEMBERS:** Carla Major, Michelle Craig, Jim Cook, Bill Hines, Joseph Bruno, Jr., Judy Barrasso, Leo Marsh, Jade Brown Russell, Chris Ross, Cleveland Spears and Allison Tiller.

**WHEREAS,** the Board of Commissioners of the Downtown Development District has been approved for its 21.54 millage complement of property taxes on all real property situated within the boundaries of the Downtown Development District based on a vote of the electorate in 1978; and

**WHEREAS,** the Board of Commissioners of the Downtown Development District has adopted its Annual Work Plan for 2020 which plan will require that only 14.25 mills be collected for the year 2020; and

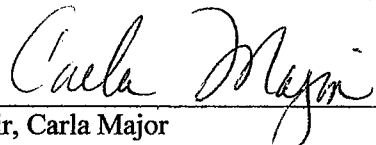
**WHEREAS,** in order to effect the collection of the 14.25 mills, a portion of the millage must be suspended; now therefore,

**BE IT RESOLVED,** that the Downtown Development District hereby suspended only insofar as they pertain to the collections by the City of New Orleans of the special ad valorem tax levied for the year 2020 upon all taxable property situated within the boundaries of the Downtown Development District of the City of New Orleans in excess of 14.25 mills on the dollar of the assessed valuation of the real property.

**BE IT FURTHER RESOLVED,** that the Director of Finance, of the City of New Orleans, be and is hereby directed to collect only that portion of the ad valorem tax levied, which is not in excess of the 14.25 mills on the assessed valuation of real property situated in the Downtown Development District of the City of New Orleans.

Voter	Yea	Nay	Absent
Carla Major, Chair	X		
Michelle Craig, Vice Chair	X		
Jim Cook, Treasurer	X		
Bill Hines, Secretary			X
Joseph Bruno, Jr., Immediate Past Chair	X		
Judy Barrasso, Commissioner	X		
Leo Marsh, Commissioner	X		
Chris Ross, Commissioner	X		
Jade Brown Russell, Commissioner	X		
Cleveland Spears, Commissioner	X		
Allison Tiller, Commissioner			X

**THE FOREGOING RESOLUTION WAS READ IN FULL, THE ROLL WAS CALLED ON THE ADOPTION THEREOF AND RESULTED AS FOLLOWS:**

  
\_\_\_\_\_  
Chair, Carla Major

\_\_\_\_\_  
Secretary, Bill Hines

10-25-19  
\_\_\_\_\_  
Date Signed

\_\_\_\_\_  
Date Signed



**RESOLUTION 19-08**  
**Downtown Development District**  
**of the City of New Orleans**

**RESOLUTION TO ADOPT WORK PLAN AND BUDGET**  
**FOR THE YEAR 2020**

**BY BOARD MEMBERS:** Carla Major, Michelle Craig, Jim Cook, Bill Hines, Joseph Bruno, Jr., Allison Tiller, Judy Barrasso, Leo Marsh, Jade Brown Russell, Chris Ross, and Cleveland Spears.

**WHEREAS,** the President & CEO of Downtown Development District has prepared and submitted to the Board of Commissioners of the Downtown Development District a proposed Annual Work Plan and Annual Budget detailing the anticipated expenditures necessary to carry on the DDD's functions for year 2020; and

**WHEREAS,** all applicable legal requirements pertaining to public notices and hearings have been satisfied within specified deadlines and prior to final adoption of this resolution; and

**WHEREAS,** the Board of Commissioners of the Downtown Development District has examined, discussed and carefully considered the proposed budget, in duly assembled meetings; and

**WHEREAS,** the Board of Commissioners hereby desires to approve and adopt the Annual Work Plan and Annual Budget for the year 2020, a copy of which is attached hereto as Exhibit "A" and is entitled "2020 Work Plan and Budget "

**NOW, THEREFORE,**

**BE IT RESOLVED** that the Board of Commissioners of the Downtown Development District hereby formally adopts the Annual Work Plan and Annual Budget for the year 2020 attached hereto as Exhibit "A" and entitled "2020 Work Plan and Budget", which said budget is hereby confirmed, adopted and approved in all respects. Said budget is adopted after full, complete and comprehensive hearings and expression of all parties concerned and is made necessary to provide required funds for capital outlays, operating expenses, expenditures for materials, labor, equipment, supplies, and contingent expenses of the Downtown Development District for the year 2020.

Voter	Yea	Nay	Absent
Carla Major, Chair	X		
Michelle Craig, Vice Chair	X		
Jim Cook, Treasurer	X		
Bill Hines, Secretary			X
Joseph Bruno, Jr., Immediate Past Chair	X		
Judy Barrasso, Commissioner	X		
Jade Brown Russell, Commissioner	X		
Leo Marsh, Commissioner	X		
Chris Ross, Commissioner	X		
Cleveland Spears, Commissioner	X		
Allison Tiller, Commissioner			X

**THE FOREGOING RESOLUTION WAS READ IN FULL, THE ROLL WAS CALLED ON THE ADOPTION THEREOF AND RESULTED AS FOLLOWS: Resolution Adopted**

Carla Major  
Chair, Carla Major

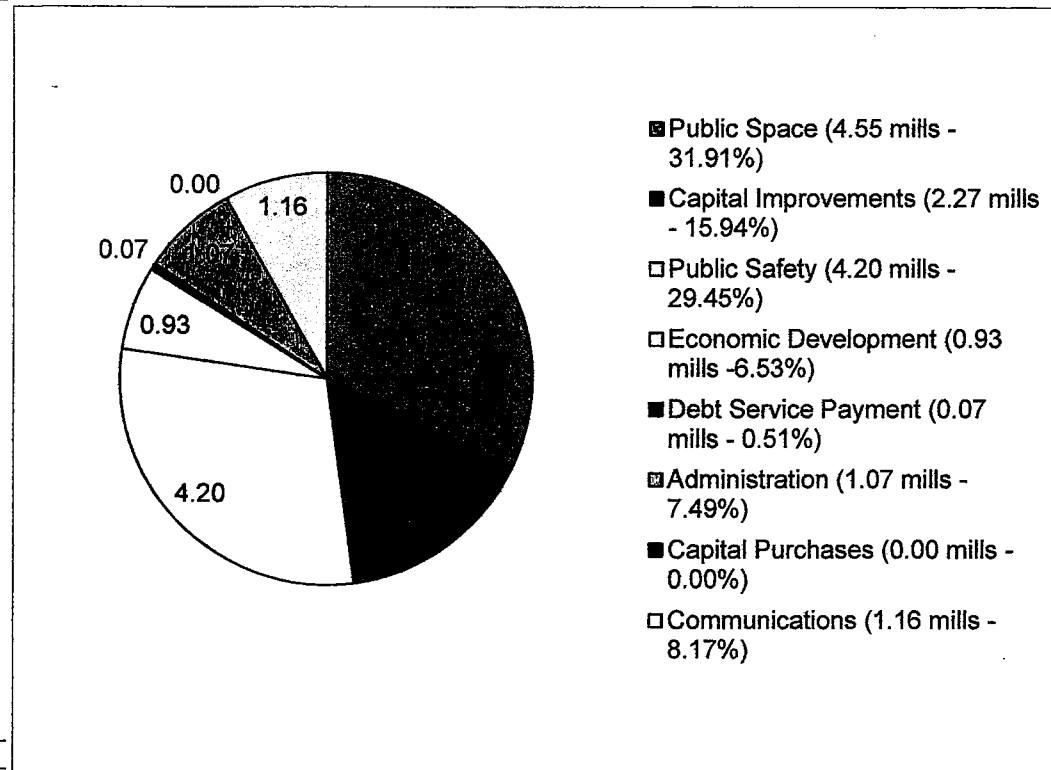
\_\_\_\_\_  
Secretary, Bill Hines

10-25-19  
Date Signed

\_\_\_\_\_  
Date Signed

**Downtown Development District  
Millage Assessment by Departments  
For 2020 Budget Year**

Departments	Millage Ratio	14.25 Mills Assessed
<b>Public Space Operations</b>	$\frac{3,002,397}{9,409,535} \times 14.25$	4.55
<b>Public Safety</b>	$\frac{2,771,209}{9,409,535} \times 14.25$	4.20
<b>Economic Development</b>	$\frac{614,484}{9,409,535} \times 14.25$	0.93
<b>Communications</b>	$\frac{768,704}{9,409,535} \times 14.25$	1.16
<b>Administration</b> Less: Other Income, Interest Income, Cash Reserve Proceeds, etc.	$\frac{705,000}{9,409,535} \times 14.25$	1.07
<b>Debt Service Payment (P&amp;I)</b>	$\frac{47,741}{9,409,535} \times 14.25$	0.07
<b>Capital Purchases</b>	$\frac{-}{9,409,535} \times 14.25$	0.00
<b>Capital improvements</b>	$\frac{1,500,000}{9,409,535} \times 14.25$	2.27
<b>Total Mills (Ad Valorem Tax Revenue)</b>	$\frac{9,409,535}{9,409,535} \times 14.25$	<b>14.26</b>



**ORDINANCE  
CITY OF NEW ORLEANS**

CITY HALL \_\_\_\_\_  
CALENDAR NO \_\_\_\_\_

NO. \_\_\_\_\_ **MAYOR COUNCIL SERIES**  
BY: **COUNCILMEMBERS** \_\_\_\_\_

**AN ORDINANCE** to adopt the Downtown Development District's 2020 Plan to provide additional capital and special services, facilities and/or improvements for the Downtown Development District of the City of New Orleans for the year 2020 and to provide otherwise with respect thereto.

1 **SECTION I. THE COUNCIL OF THE CITY OF NEW ORLEANS HEREBY ORDAINS** that the  
2 Downtown Development District's 2020 Plan, as adopted by its Board of Commissioners, provides  
3 for the continuation of special public safety services, supplementary sanitation services, public  
4 space maintenance of the District, special programs and undertaking, promotional activities and the  
5 administration of the District's programs, including the execution of contracts and cooperative  
6 endeavor agreements which are desirable and necessary in order to accomplish the District's goals  
7 and objectives, and is adopted as follows.

8 A. Police – to provide, through the Office of Secondary Employment, for enhanced services in the  
9 form of Police Detail Officers in the Central Business District (Fund 692, Org. 2117, Agency 210.)

10	<u>1.85 Mills</u>	\$1,220,006
11	Sponsorships/Grants	0
12	Interest	0
13	Reserves	<u>0</u>
14		\$1,220,006

15 B. Sanitation – to provide, by contract with the City of New Orleans, for supplementary services of  
16 the Sanitation Department in the central business district (Fund 692, Org. 3048, Agency 300.)

17	<u>0.02 Mills</u>	\$ 12,000
18	State/Federal Funds	0
19	Interest	0
20	Reserves	<u>0</u>
21		\$ 12,000

22

23 C. Public Space Operations – to provide by contract with other entities or otherwise for the cleaning  
24 and maintenance of the District’s sidewalks and other capital improvements (Fund692, Org. 2117,  
25 Agency 210).

26	<u>4.53. Mills</u>	\$2,990,397
27	Sponsorships/Grants	0
28	Interest/Other Sources	0
29	Reserves	<u>0</u>
30		\$2,990,397

31 D. Public Safety – to provide by contract with other entities or otherwise for a public safety  
32 campaign, code enforcement, and continuance of the Public Safety Ranger program (Fund 692,  
33 Org. 2117, Agency 210).

34	<u>2.34 Mills</u>	\$ 1,548,203
35	Sponsorships/Grants	0
36	Interest/Other Sources	3,000
37	Reserves	<u>0</u>
38		\$ 1,551,203

39 E. Economic Development – to provide by contract with other entities or otherwise for economic  
40 development, special planning, GIS system, promotion and support of business in downtown and  
41 medical district improvements (Fund 692, Org. 2117, Agency 210).

42	<u>0.93 Mills</u>	\$ 614,484
43	State/Federal Funds	0
44	Grants/Sponsorships	0
45	Reserves	<u>0</u>
46		\$ 614,484

47 F. Communications – to provide by contract with other entities or otherwise for the marketing and  
48 promotions of downtown by means of special events, banners, publications and communications,  
49 advertising, and website media (Fund 692, Org. 2117, Agency 210).

50	<u>0.79 Mills</u>	\$ 520,204
51	State/Federal Funds	0
52	Other Sources	78,500
53	Grants/Sponsorships	<u>170,000</u>
54		\$ 768,704

55

56 G. Administration – to provide by contract with other entities or otherwise for staff administration  
57 and implementation of all District projects, programs and activities, including salaries, health  
58 insurance and retirement, legal services, accounting services, rent and general insurance costs  
59 (Fund 692, Org. 2117, Agency 210).

60	<u>1.45 Mills</u>	\$ 956,500
61	Grants/Sponsorships	0
62	Interest & Other	25,300
63	Reserves	<u>166,001</u>
64		\$1,147,801

65 H. Capital Improvements – to provide for capital improvements within the District of the City of New  
66 Orleans such as District Wide Capital Improvements, as well as Canal Street Streetscape  
67 Improvements (Fund 692, Org. 2117, Agency 210).

68	<u>2.27 Mills</u>	\$1,500,000
69	Interest & Other	0
70	Bond Proceeds	0
71	Reserves	<u>1,705,000</u>
72		\$3,205,000

73 I. Debt Service – to provide for principal installments for the repayment of bond funding for City  
74 debt, Board of Liquidation Bond Series 2012 (Fund 692, Org. 217, Agency 210), as well as the  
75 related interest payment.

76	<u>0.07 Mills</u>	\$ 47,741
77	State/Federal Funds	0
78	Interest	0
79	Reserves	<u>399,309</u>
80		\$ 447,050

81 J. Capital Purchases – to provide for the purchase of new office equipment necessary to administer  
82 the DDD's projects, programs and activities. (Fund 692, Org. 2117, Agency 210)

83	<u>0.00 Mills</u>	\$ 0
84	Interest	0
85	Reserves	<u>0</u>
86		\$ 0

87

88	<b><u>K. Cash Reserve Contributions</u></b> – to provide a cash reserve to be utilized by the DDD to continue its	
89	programs and activities. (Fund 692, Org. 2117, Agency 210).	
90	<u>0.00 Mills</u>	\$ 0
91	State/Federal Funds	0
92	Reserves	<u>0</u>
93		\$ 0
94	Total Budget	<u>\$11,956,345</u>
95	<u>14.25 Mills</u>	\$9,409,535
96	State/Federal Funds	0
97	Interest and Other Sources	106,800
98	Grants & Sponsorships	170,000
99	Reserves	<u>2,270,310</u>
100	Total Revenue	\$11,956,345 (Before Bond Proceeds)
101	Bond Proceeds	<u>0</u>
102	Total Revenue & Cash	<u>\$11,956,345</u>

**ADOPTED BY THE COUNCIL OF THE CITY OF NEW ORLEANS** \_\_\_\_\_

\_\_\_\_\_  
 PRESIDENT OF COUNCIL

Delivered to the Mayor on \_\_\_\_\_

Approved: \_\_\_\_\_

MAYOR

Returned by the Mayor on \_\_\_\_\_ at \_\_\_\_\_

\_\_\_\_\_  
 CLERK OF COUNCIL

**ROLL CALL VOTE**

YEAS:

NAYS:

ABSENT:

RECUSED:

**Downtown Development District**

**2020 Annual Plan**

(As of October 24, 2019)

10/25/2019 10:17 Proposed

Line #	Description	Budget 2020
1	<b>OPERATING REVENUES</b>	
2	DDD Internal Sources (Concerts, State, Fed, etc.)	260,500
3	City Sources (Ad Valorem, etc.)	9,424,535
4	<b>TOTAL OPERATING REVENUE</b>	<u>9,685,035</u>
5		
6	<b>OPERATING EXPENSES</b>	
7	Public Space Operations	3,002,397
8	Public Safety	2,771,209
9	Economic Development & Planning	614,484
10	Communications	768,704
11	Administration	1,147,801
12	<b>TOTAL OPERATING EXPENSE</b>	<u>8,304,595</u>
13	<b>NET OPERATING INCOME (LOSS) *</b>	<u>1,380,440</u>
14		
15	<b>NON OPERATING REVENUE</b>	
16	OCD Bond Debt Service Loan Proceeds	-
17	Interest on Bond Proceeds	1,300
18	<b>TOTAL NON OPERATING REVENUE</b>	<u>1,300</u>
19		
20	<b>NON OPERATING EXPENSES</b>	
21	District Wide Capital Improvements	705,000
22	DDD Infrastructure Fund	2,500,000
23	Canal Street Streetscape	-
24	CSDC Excess Tax Payment	-
25	<b>TOTAL NON OPERATING EXPENSE</b>	<u>3,205,000</u>
26		
27	<b>EARNINGS (Loss) before Interest, Deprec &amp; Amort</b>	<u>(1,823,260)</u>
28		
29	INTEREST EXPENSE (Debt Service)	77,050
30	DEPRECIATION / AMORTIZATION	37,500
31		
32	<b>NET INCOME</b>	<u><u>(1,937,810)</u></u>
33		
34	<b>NET INCOME BEFORE DEPRECIATION</b>	(1,900,310)
35		
36	<b>CAPITAL SOURCES</b>	
37	Bond Proceeds	-
38	Cash Reserve Proceeds	2,270,310
39	<b>TOTAL CAPITAL SOURCES</b>	<u>2,270,310</u>
40		
41	<b>NET SOURCES BEFORE CAPITAL USES:</b>	<u>370,000</u>
42		
43	<b>CAPITAL USES</b>	
44	Debt Service - Principal	370,000
45	Capital Purchases	-
46	Capital Lease - Principal Payment	-
47	Contributions to Cash Reserves (Gen, Legal, etc.)	-
48	<b>TOTAL CAPITAL USES</b>	<u>370,000</u>
49		
50	<b>NET CASH FLOW</b>	<u><u>0</u></u>



**Downtown Development District**

**2020 Annual Plan**

(As of October 24, 2019)

10/25/2019 10:17 Proposed

Line #	Description	Budget 2020
51		
52		
53	<b>Operating Revenues</b>	
54	<b>1. <u>DDD Internal Sources</u></b>	
55	Code Enforcement	-
56	DDD Events	150,000
57	Federal Funding	-
58	State Funding	-
59	External Ranger Funding	3,000
60	Sponsorships/Donations/Grants	20,000
61	Interest Earned	9,000
62	Banner Deposits Earned / Misc	<u>78,500</u>
63	Total Admin Sources:	260,500
64		
65	<b>2. <u>City Sources</u></b>	
66	Advalorem Taxes (11.95 mills), gross	8,195,599
67	DDD Infrastructure Fund Ad Valorem (2.30 mills)	1,606,000
68	Less: Collection Fees & Assessor Fees	(392,064)
69	Interest on Investments	<u>15,000</u>
70	Total City Sources:	9,424,535
71		
72	<b>Total Operating Revenue</b>	<b><u><u>9,685,035</u></u></b>
73		
74	<b>Operating Expenses</b>	
75	<b>3. <u>Public Space Operations</u></b>	
76	Personnel Costs (05)	
77	Salaries & Wages	228,800
78	Payroll Taxes	16,817
79	Insurance	23,244
80	Workers' Compensation	3,368
81	Retirement	12,126
82	Parking	1,800
83	Temporary Labor	-
84	Total	<u>286,155</u>
85		
86	Enhanced City Services	<u>12,000</u>
87	Total	12,000
88		
89	Landscape Maintenance	
90	- Landscaping	149,500
91	- Sidewalk Tree Maint/Replacemt	365,000
92	- Parks & Open Space	<u>88,000</u>
93	Total	602,500
94		

**Downtown Development District**

**2020 Annual Plan**

(As of October 24, 2019)

10/25/2019 10:17 Proposed

Line #	Description	Budget 2020
95	Street Furnishings & Beautification	
96	- Trash Receptacles	9,750
97	- Banners (install/replace)	8,400
98	- Holiday Lighting	143,980
99	Total	162,130
100		
101	Infrastructure	
102	- Museum Streetscape Payment to CNO	-
103	- Sidewalk Improvements	60,000
104	- Lafayette Square	-
105	Total	60,000
106		
107	Cleaning & Maintenance	
108	- Sidewalk Cleaning	1,706,880
109	- Wayfinding Signage Maintenance	-
110	- Special Event Clean-up	125,000
111	- Graffiti	5,000
112	- Surveillance Cameras	9,000
113	Total	1,845,880
114		
115	Miscellaneous	
116	- Truck, Storage, Staff Development	33,732
117	Total	33,732
118		
119	<b>Total Public Space Operations</b>	<b>3,002,397</b>
120		
121	<b>4. Public Safety</b>	
122	Personnel Costs (05)	
123	Salaries & Wages	679,132
124	Payroll Taxes	52,836
125	Insurance	156,168
126	Workers' Compensation	28,931
127	Retirement	27,165
128	Parking	5,400
129	Fitness Center	-
130	Total	949,633
131		
132	Public Safety Rangers	29,520
133		
134	Enhanced Public Safety	
135	- Police Detail Services	800,002
136	- Private Security Services	420,004
137	- Park Security	-
138	Total	1,220,006
139		

**Downtown Development District**

**2020 Annual Plan**

(As of October 24, 2019)

10/25/2019 10:17 Proposed

Line #	Description	Budget 2020
140	Other Public Safety	
141	- Code Enforcement	-
142	- Stakeholder Involvement	6,850
143	- Miscellaneous	5,200
144	Total	12,050
145		
146	Homelessness Services	
147	- Outreach Services	60,000
148	- Low Barrier Shelter Operations	500,000
149	Total	560,000
150		
151	<b>Total Public Safety</b>	<b>2,771,209</b>
152		
153	<b>5. <u>Economic Development &amp; Planning</u></b>	
154	Personnel Costs (05)	
155	Salaries & Wages	259,220
156	Payroll Taxes	19,182
157	Insurance	30,900
158	Workers' Compensation	648
159	Retirement	15,553
160	Parking	2,700
161	Temporary Labor	-
162	Total	328,204
163		
164	Canal Street Development	13,200
165	District Wide Development	33,240
166	Job Development	25,000
167	Research & Database Management	5,200
168	Housing	-
169	Administration/Meetings	12,940
170	Presentations & Marketing	-
171	Planning Initiatives	25,800
172	Business Retention & Recruitment	70,900
173	Façade Incentive	100,000
174	<b>Total Economic Development</b>	<b>614,484</b>
175	<b>6. <u>Communications</u></b>	
176	Personnel Costs (05)	
177	Salaries & Wages	263,172
178	Payroll Taxes	20,159
179	Insurance	29,018
180	Workers' Compensation	658
181	Retirement	15,790
182	Parking	2,700
183	Fitness Center	-
184	Total	331,497
185		

**Downtown Development District**

**2020 Annual Plan**

(As of October 24, 2019)

10/25/2019 10:17 Proposed

Line #	Description	Budget 2020
186	Holiday Event	186,350
187	DDD Events	37,029
188	Sponsored Events	32,000
189	Donor Relations	-
190	Digital Media	51,400
191	Communications	10,200
192	Miscellaneous	5,768
193	Research	60,000
194	Public Affairs & Policy	54,460
195	<b>Total Communications</b>	<b>768,704</b>
196		
197	<b>7. Administration</b>	
198	Personnel Items	
199	Salaries & Wages	528,178
200	Payroll Taxes	37,818
201	Insurance (Health, Dental, STD, LTD, Life)	55,620
202	Insurance (workers comp)	1,362
203	Retirement Contribs (Contrib, Fees, Life)	31,691
204	Parking (Employee subsidy only)	3,900
205	Fitness Center	-
206	Temporary Labor	-
207	Payroll Processing Fees	5,950
208	Total	664,518
209		
210	Supplies & Materials	
211	General Operating Supplies	6,960
212	Office Supplies	9,000
213	Total	15,960
214		
215	Equipment, Property and Maintenance	
216	Copier Lease Payments	4,563
217	Repairs & Maintenance	-
218	Total	4,563
219		
220	Office Space	
221	Miscellaneous	-
222	Rent	148,500
223	Repairs & Maintenance	1,740
224	Telephone	12,240
225	Utilities	4,500
226	Total	166,980

**Downtown Development District****2020 Annual Plan**

(As of October 24, 2019)

10/25/2019 10:17 Proposed

Line #	Description	Budget 2020
227		
228	Operations	
229	Accounting Services	27,000
230	Advertising	-
231	Bank Service Charges	2,460
232	Board Development	8,500
233	Computer Equipment & Supplies	-
234	Computer Software	-
235	Computer Support	32,100
236	Courier Services	-
237	Employee Recruitment	2,400
238	Employee Relocation	-
239	Equipment & Small Tools	-
240	Equipment Rental	740
241	Events & Functions	-
242	Insurance - Auto Coverage	6,360
243	Insurance - Commercial Package	72,300
244	Insurance - Director & Officer	7,800
245	Legal Services	90,000
246	Meals & Entertainment	1,200
247	Meetings - External	600
248	Meetings - Internal	300
249	Mileage/Cabfare/Tolls	600
250	Miscellaneous	240
251	Office Relocation	-
252	Organization Fees/Dues	6,070
253	Parking	180
254	Penalties & Interest	-
255	Permits & Licenses	25
256	Postage & Express Mail	1,500
257	Printing	1,050
258	Professional Services	14,400
259	Publications & Subscriptions	830
260	Radios/Cellular Telephones	2,100
261	Repairs & Maintenance	-
262	Staff Development/Conferences	7,525
263	Travel	7,500
264	Uniforms	2,000
265	Total	295,780
266		
267	<b>Total Administration</b>	<b>1,147,801</b>
268		
269	<b>Total Operating Expenses:</b>	<b>8,304,595</b>
270		
271	<b>Net Operating Income (Loss)</b>	<b>1,380,440</b>

**Downtown Development District**

**2020 Annual Plan**

(As of October 24, 2019)

10/25/2019 10:17 Proposed

Line #	Description	Budget 2020
272		
273	<b>Non Operating Revenues</b>	
274	OCD Bond Debt Service Loan Proceeds	-
275	Interest on Bond Proceeds Invested	1,300
276	<b>Total Non Operating Revenue</b>	<u>1,300</u>
277		
278	<b>Non Operating Expenses</b>	
279	District Wide Capital Improvements	705,000
280	DDD Infrastructure Fund	2,500,000
281	Canal Street Streetscape	-
282	CSDC Excess Tax Payment	-
283	<b>Total Non Operating Expense</b>	<u>3,205,000</u>
284		
285		
286	<b>Earnings (Loss) before Interest, Depr, Amort</b>	<u>(1,823,260)</u>
287		
288	Interest Expense - Debt Service	77,050
289	Depreciation & Amortization	37,500
290		
291	<b>Net Income (Loss)</b>	<u><u>(1,937,810)</u></u>
292		
293		
294	<b>Net Income (Loss) Before Depreciation</b>	<u>(1,900,310)</u>
295		
296	<b>Capital Sources</b>	
297	Bond Proceeds	-
298	General Fund Cash Reserve Proceeds	2,270,310
299	Public Space Capital Reserve Proceeds	-
300	Econ Development Cash Reserve Proceeds	-
301	<b>Total Capital Sources</b>	<u>2,270,310</u>
302		
303	<b>Net Sources Before Capital Uses</b>	<u>370,000</u>
304		
305	<b>Capital Uses</b>	
306	Debt Service - Principal	370,000
307	Capital Purchases	-
308	Capital Lease - Principal Payment	-
309	General Fund Cash Reserve	-
310	CSDC Cash Reserve	-
311	Economic Development Cash Reserve	-
312	Public Space Capital Reserve	-
313	Public Safety Capital Reserve	-
314	Legal Defense Reserve	-
315	<b>Total Capital Uses</b>	<u>370,000</u>
316		
317	<b>Net Cash flow</b>	<u><u>0</u></u>

**Downtown Development District  
2020 Proposed Budget  
Five-Year Comparison**

Line #	Description	10/25/2019 10:19			Adopted	2019	Proposed
		2016 Actual	2017 Actual	2018 Actual	Budget 2019	Projected	2020 Total
1	<b>OPERATING REVENUES</b>						
2	DDD Internal Sources (Concerts, State, Fed, etc.)	122,219	172,741	183,320	257,500	252,349	260,500
3	City Sources (Ad Valorem, etc.)	7,155,862	7,240,402	7,486,778	7,788,432	7,525,813	9,424,535
4	<b>TOTAL OPERATING REVENUE</b>	<b>7,278,081</b>	<b>7,413,143</b>	<b>7,670,098</b>	<b>8,045,932</b>	<b>7,777,862</b>	<b>9,685,035</b>
6	<b>OPERATING EXPENSES</b>						
7	Public Space Operations	2,344,404	2,417,966	2,536,656	2,865,463	2,785,871	3,002,397
8	Public Safety	1,531,834	1,744,322	2,309,852	2,583,191	2,562,485	2,771,208
9	Economic Development & Planning	499,224	702,093	585,048	773,786	631,369	614,483
10	Communications	688,304	644,527	670,217	678,702	642,127	768,704
11	Administration	973,320	1,038,464	1,192,096	1,134,009	1,075,274	1,147,802
12	<b>TOTAL OPERATING EXPENSE</b>	<b>6,037,086</b>	<b>6,547,372</b>	<b>7,293,869</b>	<b>8,035,151</b>	<b>7,697,126</b>	<b>8,304,594</b>
13	<b>NET OPERATING INCOME (LOSS) *</b>	<b>1,240,995</b>	<b>865,771</b>	<b>376,229</b>	<b>10,781</b>	<b>80,836</b>	<b>1,380,441</b>
16	<b>NON OPERATING REVENUE</b>						
17	OCD Bond Debt Service Loan Proceeds	-	-	-	-	-	-
18	Interest on Bond Proceeds	289	578	1,891	1,000	1,155	1,300
19	<b>TOTAL NON OPERATING REVENUE</b>	<b>289</b>	<b>578</b>	<b>1,891</b>	<b>1,000</b>	<b>1,155</b>	<b>1,300</b>
21	<b>NON OPERATING EXPENSES</b>						
22	District Wide Capital Improvements	170,000	5,000	1,080,239	1,705,000	315,215	705,000
23	DDD Infrastructure Fund	-	-	-	-	-	2,500,000
24	Canal Street Streetscape	(12,000)	-	-	-	-	-
25	CSDC Excess Tax Payment	-	-	-	-	-	-
25	<b>TOTAL NON OPERATING EXPENSE</b>	<b>158,000</b>	<b>5,000</b>	<b>1,080,239</b>	<b>1,705,000</b>	<b>315,215</b>	<b>3,205,000</b>
27	<b>EARNINGS (Loss) before Interest, Deprec &amp; Amort</b>	<b>1,083,284</b>	<b>861,349</b>	<b>(702,019)</b>	<b>(1,693,219)</b>	<b>(233,224)</b>	<b>(1,823,259)</b>
29	INTEREST EXPENSE (Debt Service)	173,384	156,978	96,212	86,832	86,832	77,050
30	DEPRECIATION / AMORTIZATION	34,944	32,653	31,758	40,000	40,000	37,500
32	<b>NET INCOME</b>	<b>874,946</b>	<b>671,718</b>	<b>(829,989)</b>	<b>(1,820,051)</b>	<b>(360,056)</b>	<b>(1,937,809)</b>
35	<b>NET INCOME BEFORE DEPRECIATION</b>	<b>909,890</b>	<b>704,371</b>	<b>(796,231)</b>	<b>(1,780,051)</b>	<b>(320,056)</b>	<b>(1,900,309)</b>
37	<b>CAPITAL SOURCES</b>						
38	Bond Proceeds	-	-	-	-	-	-
39	Fund Balance Proceeds	-	834,512	1,174,475	2,145,051	706,355	2,270,309
40	<b>TOTAL CAPITAL SOURCES</b>	<b>-</b>	<b>834,512</b>	<b>1,174,475</b>	<b>2,145,051</b>	<b>706,355</b>	<b>2,270,309</b>
42	<b>NET SOURCES BEFORE CAPITAL USES:</b>	<b>909,890</b>	<b>1,538,883</b>	<b>378,244</b>	<b>365,000</b>	<b>386,299</b>	<b>370,000</b>
44	<b>CAPITAL USES</b>						
45	Debt Service - Principal	421,342	1,527,189	350,000	365,000	365,000	370,000
46	Capital Purchases	120,908	11,694	26,244	-	21,299	-
47	Capital Lease - Principal Payment	-	-	-	-	-	-
48	Contributions to Cash Reserves (Gen, Legal, etc.)	367,642	-	-	-	-	-
49	<b>TOTAL CAPITAL USES</b>	<b>909,890</b>	<b>1,538,883</b>	<b>376,244</b>	<b>365,000</b>	<b>386,299</b>	<b>370,000</b>
51	<b>NET CASH FLOW</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

**Downtown Development District  
2020 Proposed Budget  
Five-Year Comparison**

Line #	Description	10/25/2019 10:19 2016 Actual	2017 Actual	2018 Actual	Adopted Budget 2019	2019 Projected	Proposed 2020 Total
52	<b>Operating Revenues</b>						
53	1. <b>DDD Internal Sources</b>						
54	Code Enforcement	-	-	-	-	-	-
55	DDD Events	82,400	84,065	73,496	150,000	153,160	150,000
56	Federal Funding	-	-	-	-	-	-
57	State Funding	-	-	-	-	-	-
58	External Ranger Funding	3,420	-	-	-	2,800	3,000
59	Sponsorships/Donations/Grants	-	-	11,122	20,000	10,000	20,000
60	Interest Earned	2,976	6,741	8,496	9,000	8,485	9,000
61	Banner Deposits Earned / Misc	33,423	81,935	90,206	78,500	77,904	78,500
62	Total Admin Sources:	122,219	172,741	183,320	257,500	252,349	260,500
63							
64	2. <b>City Sources</b>						
65	Ad Valorem Taxes (11.95 mills), gross	7,428,705	7,516,284	7,747,318	8,097,325	7,809,118	8,195,599
65	DDD Infrastructure Fund Ad Valorem (2.30 mills)	-	-	-	-	-	1,606,000
66	Less: Collection Fees & Assessor Fees	(295,401)	(303,915)	(310,370)	(323,893)	(312,365)	(392,064)
67	Interest on Investments	22,558	28,033	49,830	15,000	28,860	15,000
68	Total City Sources:	7,155,862	7,240,402	7,486,778	7,788,432	7,525,613	9,424,535
69							
70	<b>Total Operating Revenue</b>	<b>7,278,081</b>	<b>7,413,143</b>	<b>7,670,098</b>	<b>8,045,932</b>	<b>7,777,962</b>	<b>8,685,035</b>
71							
72	<b>Operating Expenses</b>						
73	3. <b>Public Space Operations</b>						
74	Personnel Costs (05)						
75	Salaries & Wages	186,312	188,159	224,567	252,670	240,064	228,800
76	Payroll Taxes	14,014	14,204	16,898	19,077	18,034	16,817
77	Insurance	17,451	18,904	25,145	32,400	28,505	23,244
78	Workers' Compensation	3,123	3,020	3,635	3,967	2,610	3,368
79	Retirement	10,161	10,324	10,489	13,382	12,762	12,126
80	Parking	1,800	1,800	2,379	2,700	2,550	1,800
81	Temporary Labor	-	-	-	-	-	-
82	Total	232,661	236,411	283,111	324,206	304,525	286,155
83							
84	Enhanced City Services	-	-	-	12,000	-	12,000
85	Total	-	-	-	12,000	-	12,000
86							
87	Landscape Maintenance						
88	- Landscaping	180,055	140,257	137,490	145,432	137,388	149,500
89	- Sidewalk Tree Maint/Replacem	246,325	258,675	281,055	270,000	290,100	365,000
90	- Parks & Open Space	288	1,017	24,533	96,000	43,823	88,000
91	Total	406,668	399,949	443,078	511,432	471,291	602,500
92							
93	Street Furnishings & Beautification						
94	- Trash Receptacles	6,623	6,783	8,787	8,000	2,730	9,750
95	- Banners (install/replace)	4,599	5,266	7,480	6,000	9,750	8,400
96	- Holiday Lighting	98,781	170,949	135,163	144,230	139,825	143,980
97	Total	109,983	182,998	151,430	158,230	152,305	162,130
98							
99	Infrastructure						
100	- Museum Streetscape(Canal St) Payment to CNO	-	-	-	-	-	-
101	- Sidewalk Improvements	83,814	33,827	32,200	100,000	100,076	60,000
102	- Lafayette Square	-	-	-	-	-	-
103	Total	83,814	33,827	32,200	100,000	100,076	60,000
104							
105	Cleaning & Maintenance						
106	- Sidewalk Cleaning	1,374,599	1,423,523	1,472,602	1,591,923	1,602,825	1,706,880
107	- Wayfinding Signage Maintenance	-	-	-	-	-	-
108	- Special Event Clean-up	102,987	106,862	107,891	123,000	114,731	125,000
109	- Graffiti	2,034	8,478	14,490	6,000	4,728	5,000
110	- Surveillance Cameras	-	-	-	6,000	7,940	9,000
111	Total	1,479,620	1,538,663	1,594,983	1,726,923	1,730,222	1,845,880
112							
113	Miscellaneous						
114	- Truck, Storage, Other	31,458	26,118	31,854	32,872	27,452	33,732
115	Total	31,458	26,118	31,854	32,872	27,452	33,732
116							
117	<b>Total Public Space Operations</b>	<b>2,344,404</b>	<b>2,417,966</b>	<b>2,536,656</b>	<b>2,865,463</b>	<b>2,785,871</b>	<b>3,002,397</b>



**Downtown Development District  
2020 Proposed Budget  
Five-Year Comparison**

10/25/2019 10:19

Line #	Description	2016 Actual	2017 Actual	2018 Actual	Adopted Budget 2019	2019 Projected	Proposed 2020 Total
119	<b>4. Public Safety</b>						
120	Personnel Costs (05)						
121	Salaries & Wages	448,494	494,415	572,180	644,902	584,271	679,132
122	Payroll Taxes	38,832	42,055	48,827	57,009	50,135	52,836
123	Insurance	92,455	123,501	138,137	150,360	143,032	158,168
124	Workers' Compensation	19,388	21,369	28,005	28,182	29,525	28,931
125	Retirement	6,929	10,763	14,757	18,896	16,558	27,165
126	Parking	3,362	2,938	3,481	-	2,162	5,400
127	Fitness Center	-	-	-	-	-	-
128	<b>Total</b>	<b>609,458</b>	<b>695,061</b>	<b>805,387</b>	<b>899,349</b>	<b>825,663</b>	<b>949,632</b>
129							
130	Public Safety Rangers	21,906	16,370	23,408	29,800	21,995	29,520
131							
132	Enhanced Police Services						
133	- Police Detail Services	851,097	971,053	865,738	690,000	774,282	800,002
	- Private Security Services	-	-	287,046	396,000	379,366	420,004
	- Park Security	-	-	-	-	-	-
134	<b>Total</b>	<b>851,097</b>	<b>971,053</b>	<b>1,152,784</b>	<b>1,086,000</b>	<b>1,153,648</b>	<b>1,220,006</b>
135							
136	Other Public Safety						
137	- Code Enforcement	-	-	-	-	-	-
138	- Stakeholder Involvement	7,966	5,035	7,499	6,850	10,170	6,850
139	- Miscellaneous	2,855	2,732	1,832	5,200	3,881	5,200
140	<b>Total</b>	<b>10,821</b>	<b>7,767</b>	<b>9,331</b>	<b>12,050</b>	<b>14,051</b>	<b>12,050</b>
141							
142	Homelessness Services						
143	- Outreach Services	38,552	54,071	59,623	55,992	47,108	60,000
	- Low Barrier Shelter Operations	-	-	259,319	500,000	500,000	500,000
	<b>Total</b>	<b>38,552</b>	<b>54,071</b>	<b>318,942</b>	<b>555,992</b>	<b>547,108</b>	<b>560,000</b>
144							
145	<b>Total Public Safety</b>	<b>1,531,834</b>	<b>1,744,322</b>	<b>2,309,852</b>	<b>2,583,191</b>	<b>2,562,485</b>	<b>2,771,208</b>
146							
147	<b>5. Economic Development &amp; Planning</b>						
148	Personnel Costs (05)						
149	Salaries & Wages	238,332	252,800	246,275	253,346	248,849	259,220
150	Payroll Taxes	18,476	19,427	19,003	19,280	18,956	19,182
151	Insurance	23,151	25,092	27,241	28,620	28,233	30,900
152	Workers' Compensation	679	648	734	659	656	648
153	Retirement	14,293	14,517	14,270	15,201	15,101	15,553
154	Parking	2,700	2,625	2,700	2,700	2,700	2,700
155	Temporary Labor	-	-	-	-	-	-
156	<b>Total</b>	<b>297,631</b>	<b>315,109</b>	<b>310,223</b>	<b>319,806</b>	<b>314,495</b>	<b>328,203</b>
157							
158	Canal Street Development	7,819	5,212	13,176	16,800	11,467	13,200
159	District Wide Development	24,538	39,869	25,371	36,240	28,509	33,240
160	Job Recruitment & Development	-	8	-	25,200	30,000	25,000
161	Research & Database Management	3,783	18,377	10,864	20,200	17,100	5,200
162	Housing	-	-	-	28,800	4,500	-
163	Administration/Meetings	8,955	10,777	10,573	15,240	10,758	12,940
164	Presentations & Marketing	208	-	-	-	-	-
165	Planning Initiatives	43,334	38,123	35,816	25,800	8,542	25,800
166	Business Retention & Recruitment	72,976	113,618	134,092	105,700	85,858	70,900
167	Façade Incentive	40,000	161,000	44,933	180,000	120,140	100,000
168	<b>Total Economic Development</b>	<b>499,224</b>	<b>702,093</b>	<b>585,048</b>	<b>773,786</b>	<b>631,369</b>	<b>614,483</b>
169							
170	<b>6. Communications</b>						
171	Personnel Costs (05)						
172	Salaries & Wages	226,059	239,574	257,705	257,082	249,608	263,172
173	Payroll Taxes	17,612	18,988	19,700	19,948	19,461	20,159
174	Insurance	22,019	21,225	25,386	26,640	26,376	29,018
175	Workers' Compensation	642	621	744	688	665	658
176	Retirement	12,562	6,959	11,580	15,424	15,330	15,790
177	Parking	2,075	2,356	2,633	2,700	2,700	2,700
178	Fitness Center	-	-	-	-	-	-
179	<b>Total</b>	<b>280,969</b>	<b>289,723</b>	<b>317,728</b>	<b>322,442</b>	<b>314,140</b>	<b>331,497</b>
180							
181	Holiday Event	174,022	178,796	166,674	180,900	190,192	186,350
182	DDD Events	39,100	39,415	33,544	40,000	39,480	37,029
183	Sponsored Events	26,291	33,542	38,020	38,000	32,240	32,000
184	Donor Relations	-	-	-	-	-	-
185	Digital Media	28,527	38,074	26,250	31,500	27,182	51,400
186	Communications	80,066	48,392	19,936	26,000	11,406	10,200
187	Miscellaneous	1,230	6,488	1,508	8,530	1,428	5,768
188	Research	50,175	-	80,000	-	-	80,000
189	Public Affairs	7,924	10,097	6,557	31,330	28,061	54,460
	<b>Total Communications</b>	<b>688,304</b>	<b>644,527</b>	<b>670,217</b>	<b>678,702</b>	<b>642,127</b>	<b>768,704</b>

**Downtown Development District  
2020 Proposed Budget  
Five-Year Comparison**

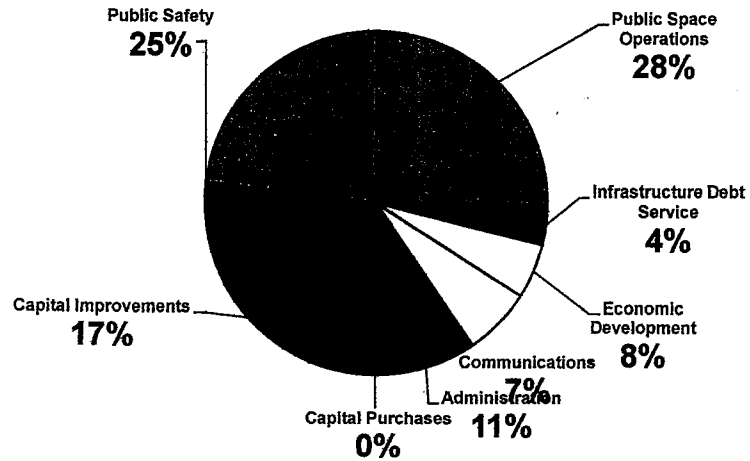
Line #	Description	10/25/2019 10:19 2016 Actual	2017 Actual	2018 Actual	Adopted Budget 2019	2019 Projected	Proposed 2020 Total
191	<b>7. Administration</b>						
192	Personnel Items						
193	Salaries & Wages	448,457	439,541	484,322	492,090	472,835	528,178
194	Payroll Taxes	29,493	29,478	31,034	36,415	32,728	37,818
195	Insurance (Health, Dental, STD, LTD, Life)	39,257	41,390	50,469	53,040	47,264	55,620
196	Insurance (workers comp)	1,262	1,138	1,435	1,279	1,379	1,362
197	Retirement Contribs (Contrib, Fees, Life)	24,668	23,062	24,982	29,525	29,789	31,691
198	Parking (Employee subsidy only)	4,415	3,783	2,935	2,700	3,445	3,900
	Fitness Center	-	-	-	900	-	-
199	Temporary Labor	7,364	14,501	4,100	-	18,921	-
200	Payroll Processing Fees	4,941	5,535	6,247	5,775	6,135	5,950
201	Total	557,857	558,428	605,524	621,724	612,496	664,519
202							
203	Supplies & Materials						
204	General Operating Supplies	6,380	4,873	6,177	6,000	6,659	6,960
205	Office Supplies	10,716	12,408	9,844	7,200	9,048	9,000
206	Total	17,096	17,279	15,821	13,200	15,707	15,960
207							
208	Equipment, Property and Maintenance						
209	Copier Lease Payments	5,729	5,492	3,915	4,260	4,563	4,563
210	Repairs & Maintenance	586	-	50	-	-	-
211	Total	6,315	5,492	3,965	4,260	4,563	4,563
212							
213	Office Space						
214	Miscellaneous	987	69	-	-	74	-
215	Rent	127,241	140,951	146,154	147,055	144,933	148,500
216	Repairs & Maintenance	1,059	1,363	1,261	1,200	1,888	1,740
217	Telephone	11,236	11,278	11,357	11,400	11,705	12,240
218	Utilities	3,284	3,390	3,509	4,150	3,556	4,500
219	Total	143,807	157,051	162,281	163,805	161,966	166,960
220							
221	Operations						
222	Accounting Services	19,250	18,500	26,000	23,000	26,750	27,000
223	Advertising	50	55	240	-	672	-
224	Bank Service Charges	2,186	2,337	2,256	2,280	2,409	2,460
225	Board Development	1,304	9,694	4,814	8,000	8,914	8,500
226	Computer Equipment & Supplies	686	-	247	-	305	-
227	Computer Software	2,266	757	4,819	1,800	-	-
228	Computer Support	31,380	33,152	33,946	31,800	33,592	32,100
229	Courier Services	-	-	-	-	-	-
230	Employee Recruitment	1,854	3,002	880	1,800	2,232	2,400
231	Employee Relocation	-	-	-	-	-	-
232	Equipment & Small Tools	252	-	312	-	-	-
233	Equipment Rental	855	819	1,044	712	736	740
234	Events & Functions	-	-	-	-	-	-
235	Insurance - Auto Coverage	5,573	6,001	5,867	6,048	6,300	6,360
236	Insurance - Commercial Package	94,028	80,324	87,634	75,600	72,096	72,300
237	Insurance - Director & Officer	6,830	6,495	7,359	7,200	7,728	7,800
238	Legal Services	55,435	112,965	186,180	120,000	81,036	90,000
239	Meals & Entertainment	402	1,461	767	1,500	600	1,200
240	Meetings - External	127	240	365	600	270	600
241	Meetings - Internal	660	128	1,178	300	465	300
242	Mileage/Cabfare/Tolls	67	117	89	800	241	600
243	Miscellaneous	993	(6,222)	378	240	223	240
244	Office Relocation	-	-	-	-	-	-
245	Organization Fees/Dues	4,758	3,999	6,541	6,400	6,706	6,070
246	Parking	141	132	162	180	105	180
247	Penalties & Interest	-	-	-	-	185	-
248	Permits & Licenses	15	15	15	-	15	25
249	Postage & Express Mail	1,029	1,000	500	2,000	1,000	1,500
250	Printing	632	759	4,220	1,000	1,349	1,050
251	Professional Services	2,818	989	567	14,760	689	14,400
252	Publications & Subscriptions	704	1,176	1,214	1,100	1,002	830
253	Radios/Cellular Telephones	1,830	1,625	2,077	2,100	2,014	2,100
254	Repairs & Maintenance	-	-	-	-	-	-
255	Staff Development/Conferences	4,962	5,690	10,829	8,500	7,520	7,525
256	Travel	6,089	13,909	13,297	11,500	14,398	7,500
257	Uniforms	1,289	1,099	908	2,000	1,000	2,000
258	Total	248,245	300,216	404,505	331,020	280,652	295,780
259							
260	<b>Total Administration</b>	<b>973,320</b>	<b>1,038,464</b>	<b>1,192,096</b>	<b>1,134,009</b>	<b>1,075,274</b>	<b>1,147,802</b>
261							
262	<b>Total Operating Expenses:</b>	<b>6,037,086</b>	<b>6,547,372</b>	<b>7,293,669</b>	<b>8,035,151</b>	<b>7,697,126</b>	<b>8,304,694</b>
263							
264	<b>Net Operating Income (Loss)</b>	<b>1,240,995</b>	<b>865,771</b>	<b>376,229</b>	<b>10,781</b>	<b>80,836</b>	<b>1,380,441</b>
265							

**Downtown Development District  
2020 Proposed Budget  
Five-Year Comparison**

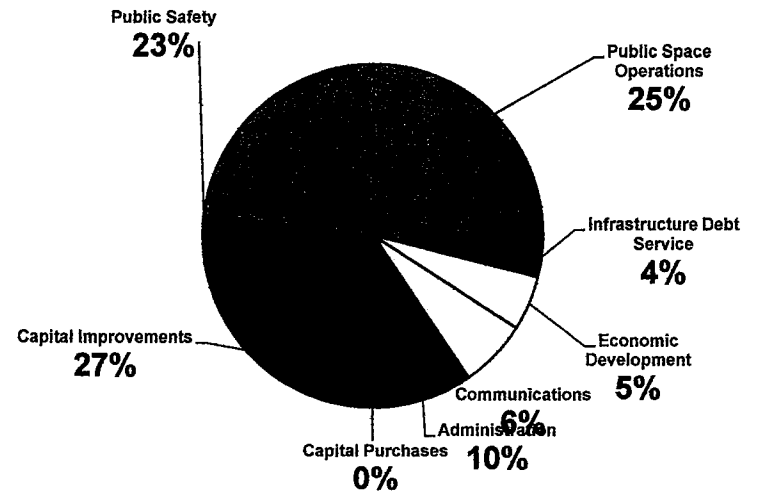
Line #	Description	10/25/2019 10:19 2016 Actual	2017 Actual	2018 Actual	Adopted Budget 2019	2019 Projected	Proposed 2020 Total
266	<b>Non Operating Revenues</b>						
267	OCD Bond Debt Service Loan Proceeds	-	-	-	-	-	-
268	Interest on Bond Proceeds Invested	289	578	1,991	1,000	1,155	1,300
269	<b>Total Non Operating Revenue</b>	<b>289</b>	<b>578</b>	<b>1,991</b>	<b>1,000</b>	<b>1,155</b>	<b>1,300</b>
270							
271	<b>Non Operating Expenses</b>						
272	District Wide Capital Improvements	170,000	5,000	1,080,239	1,705,000	315,215	705,000
	DDD Infrastructure Fund	-	-	-	-	-	2,500,000
273	(Gain) Loss on Sale of Assets	(12,000)	-	-	-	-	-
274	CSDC Excess Tax Payment	-	-	-	-	-	-
275	<b>Total Non Operating Expense</b>	<b>158,000</b>	<b>5,000</b>	<b>1,080,239</b>	<b>1,705,000</b>	<b>315,215</b>	<b>3,205,000</b>
276							
277							
278	<b>Earnings (Loss) before Interest, Depr, Amort</b>	<b>1,083,284</b>	<b>861,349</b>	<b>(702,019)</b>	<b>(1,693,219)</b>	<b>(233,224)</b>	<b>(1,823,259)</b>
279							
280	Interest Expense - Debt Service	173,394	156,978	96,212	86,832	86,832	77,050
281	Depreciation & Amortization	34,944	32,653	31,758	40,000	40,000	37,500
282							
283	<b>Net Income (Loss)</b>	<b>874,946</b>	<b>671,718</b>	<b>(829,989)</b>	<b>(1,820,051)</b>	<b>(380,056)</b>	<b>(1,937,809)</b>
284							
285							
286							
287	<b>Net Income (Loss) Before Depreciation</b>	<b>909,890</b>	<b>704,371</b>	<b>(798,231)</b>	<b>(1,780,051)</b>	<b>(320,056)</b>	<b>(1,900,309)</b>
288							
289	<b>Capital Sources</b>						
290	Bond Proceeds	-	-	-	-	-	-
291	General Fund Balance Proceeds	-	834,512	1,174,475	2,145,051	706,355	2,270,309
292	Public Space Capital Fund Balance Proceeds	-	-	-	-	-	-
293	Econ Development Fund Balance Proceeds	-	-	-	-	-	-
294	<b>Total Capital Sources</b>	<b>-</b>	<b>834,512</b>	<b>1,174,475</b>	<b>2,145,051</b>	<b>706,355</b>	<b>2,270,309</b>
295							
296	<b>Net Sources Before Capital Uses</b>	<b>909,890</b>	<b>1,538,883</b>	<b>376,244</b>	<b>365,000</b>	<b>386,299</b>	<b>370,000</b>
297							
298	<b>Capital Uses</b>						
299	Debt Service - Principal	421,342	1,527,189	350,000	365,000	365,000	370,000
300	Capital Purchases	120,906	11,694	26,244	-	21,299	-
301	Capital Lease - Principal Payment	-	-	-	-	-	-
302	General Fund Balance	337,858	-	-	-	-	-
303	Donation of Assets	29,784	-	-	-	-	-
304	Economic Development Fund Balance	-	-	-	-	-	-
305	Public Space Capital Fund Balance	-	-	-	-	-	-
306	Public Safety Capital Fund Balance	-	-	-	-	-	-
307	Legal Defense Reserve	-	-	-	-	-	-
308	<b>Total Capital Uses</b>	<b>909,890</b>	<b>1,538,883</b>	<b>376,244</b>	<b>365,000</b>	<b>386,299</b>	<b>370,000</b>
309							
310	<b>Net Cash flow</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

## DDD EXPENDITURES (BUDGETED)

### 2019 Budget



### 2020 Budget



Note: Excludes District-wide and Canal Street infrastructure expenses paid by bond proceeds.

## DDD EXPENDITURES (BUDGETED)

	2018	2019	2020
<b>Public Space Operations*</b>	\$ 2,738,337	\$ 2,865,462	\$ 3,002,397
<b>Public Safety</b>	2,376,880	2,583,191	2,771,209
<b>Economic Development</b>	809,864	773,785	614,484
<b>Communications</b>	662,449	678,702	768,704
<b>Infrastructure Debt Service*</b>	446,212	451,832	447,050
<b>Administration</b>	1,060,606	1,134,009	1,147,801
<b>Capital Purchases</b>	10,500	-	-
<b>Capital Improvements</b>	2,400,000	1,705,000	3,205,000
<b>Cash Reserves</b>	-	Cash Reserves	-
<b>Total</b>	<b>\$ 10,504,848</b>	<b>\$ 10,191,981</b>	<b>\$ 11,956,645</b>

Note: Excludes District-wide and Canal Street infrastructure expenses paid by bond proceeds.

\* Debt Service includes principal and interest installment on bond payable, as well as the Debt Service Bond Loan payment.

**Downtown Development District**  
**2020 Proposed Budget**  
(As of September 10, 2019)

10/25/2019 12:17

Line #	Description	Adopted Budget 2019	06/30/19 YTD Actual	Projected 2019 Actual	Proposed Budget 2020	% Change Budget 2019 - 2020	Variance 2020 Budget to 2019 Projected	Variance Budgets 2019 -2020
1	<b>OPERATING REVENUES</b>							
2	DDD Internal Sources (Concerts, State, Fed, etc.)	257,500	53,386	252,349	260,500	1.2%	8,151	3,000
3	City Sources (Ad Valorem, etc.)	7,788,432	7,295,061	7,525,613	9,424,535	21.0%	1,898,922	1,636,103
4	<b>TOTAL OPERATING REVENUE</b>	<b>8,045,932</b>	<b>7,348,447</b>	<b>7,777,962</b>	<b>9,685,035</b>	<b>20.4%</b>	<b>1,907,073</b>	<b>1,639,103</b>
5								
6	<b>OPERATING EXPENSES</b>							
7	Public Space Operations	2,865,462	1,164,784	2,785,871	3,002,397	4.8%	204,526	136,935
8	Public Safety	2,583,191	1,160,688	2,562,485	2,771,208	7.3%	208,723	188,017
9	Economic Development & Planning	773,785	297,865	631,369	614,486	-20.6%	(16,883)	(159,299)
10	Communications	678,702	210,343	642,127	768,704	13.3%	126,577	90,002
11	Administration	1,134,009	508,602	1,075,274	1,147,802	1.2%	72,528	13,793
12	<b>TOTAL OPERATING EXPENSE</b>	<b>8,035,150</b>	<b>3,342,282</b>	<b>7,697,126</b>	<b>8,304,597</b>	<b>3.4%</b>	<b>595,471</b>	<b>269,447</b>
13								
14	<b>NET OPERATING INCOME (LOSS) *</b>	<b>10,782</b>	<b>4,006,165</b>	<b>80,836</b>	<b>1,380,438</b>	<b>12703.0%</b>	<b>1,311,602</b>	<b>1,369,656</b>
15								
16	<b>NON OPERATING REVENUE</b>							
17	OCD Bond Debt Service Loan Proceeds	-	-	-	-	#DIV/0!	-	-
18	Interest on Bond Proceeds	1,000	1,155	1,155	1,300	30.0%	145	300
19	<b>TOTAL NON OPERATING REVENUE</b>	<b>1,000</b>	<b>1,155</b>	<b>1,155</b>	<b>1,300</b>	<b>30.0%</b>	<b>145</b>	<b>300</b>
20								
21	<b>NON OPERATING EXPENSES</b>							
22	District Wide Capital Improvements	1,705,000	27,402	315,215	705,000	-58.7%	389,785	(1,000,000)
23	DDD Infrastructure Fund	-	-	-	2,500,000	#DIV/0!	2,500,000	2,500,000
24	Canal Street Streetscape	-	-	-	-	#DIV/0!	-	-
25	CSDC Excess Tax Payment	-	-	-	-	#DIV/0!	-	-
26	<b>TOTAL NON OPERATING EXPENSE</b>	<b>1,705,000</b>	<b>27,402</b>	<b>315,215</b>	<b>3,205,000</b>	<b>88.0%</b>	<b>2,889,785</b>	<b>1,500,000</b>
27								
28	<b>EARNINGS (Loss) before Interest, Deprec &amp; Amort</b>	<b>(1,693,218)</b>	<b>3,979,918</b>	<b>(233,224)</b>	<b>(1,823,262)</b>	<b>7.7%</b>	<b>(1,578,038)</b>	<b>(130,044)</b>
29								
30	INTEREST EXPENSE (Debt Service)	86,832	43,416	86,832	77,050	-11.3%	(9,782)	(9,782)
31	DEPRECIATION / AMORTIZATION	40,000	-	40,000	37,500	-6.3%	(2,500)	(2,500)
32								
33	<b>NET INCOME</b>	<b>(1,820,050)</b>	<b>3,936,502</b>	<b>(360,056)</b>	<b>(1,937,812)</b>	<b>6.5%</b>	<b>(1,565,756)</b>	<b>(117,762)</b>
34								
35								
36	<b>NET INCOME BEFORE DEPRECIATION</b>	<b>(1,780,050)</b>	<b>3,936,502</b>	<b>(320,056)</b>	<b>(1,900,312)</b>	<b>6.8%</b>	<b>(1,568,256)</b>	<b>(120,262)</b>
37								
38	<b>CAPITAL SOURCES</b>							
39	Bond Proceeds	-	-	-	-	#DIV/0!	-	-
40	Cash Reserve Proceeds	2,145,050	-	706,355	2,270,312	5.8%	1,563,955	125,260
41	<b>TOTAL CAPITAL SOURCES</b>	<b>2,145,050</b>	<b>-</b>	<b>706,355</b>	<b>2,270,312</b>	<b>5.8%</b>	<b>1,563,955</b>	<b>125,260</b>
42								
43	<b>NET SOURCES BEFORE CAPITAL USES:</b>	<b>365,000</b>	<b>3,936,502</b>	<b>386,299</b>	<b>370,000</b>	<b>1.4%</b>	<b>(4,301)</b>	<b>4,998</b>
44								
45	<b>CAPITAL USES</b>							
46	Debt Service - Principal	365,000	-	365,000	370,000	1.4%	5,000	5,000
47	Capital Purchases	-	15,249	21,299	-	#DIV/0!	(21,299)	-
48	Capital Lease - Principal Payment	-	-	-	-	#DIV/0!	-	-
49	Contributions to Cash Reserves (Gen, Legal, etc.)	-	-	-	-	#DIV/0!	-	-
50	<b>TOTAL CAPITAL USES</b>	<b>365,000</b>	<b>15,249</b>	<b>386,299</b>	<b>370,000</b>	<b>1.4%</b>	<b>(16,299)</b>	<b>5,000</b>
51								
52	<b>NET CASH FLOW</b>	<b>0</b>	<b>3,921,253</b>	<b>-</b>	<b>-</b>		<b>11,998</b>	<b>(2)</b>
53								

**Downtown Development District**  
**2020 Proposed Budget**  
(As of September 10, 2019)

10/25/2019 12:17

Line #	Description	Adopted Budget 2019	06/30/19 YTD Actual	Projected 2019 Actual	Proposed Budget 2020	% Change Budget 2019 - 2020	Variance 2020 Budget to 2019 Projected	Variance Budgets 2019 - 2020
<b>Operating Revenues</b>								
<b>1. DDD Internal Sources</b>								
	Code Enforcement	-	-	-	-	#DIV/0!	-	-
	DDD Events	150,000	7,500	153,160	150,000	0.0%	(3,160)	-
	Federal Funding	-	-	-	-	#DIV/0!	-	-
	State Funding	-	-	-	-	#DIV/0!	-	-
	External Ranger Funding	-	-	2,800	3,000	#DIV/0!	200	3,000
	Sponsorships/Donations/Grants	20,000	-	10,000	20,000	0.0%	10,000	-
	Interest Earned	9,000	4,052	8,485	9,000	0.0%	515	-
	Banner Deposits Earned / Misc	78,500	41,834	77,904	78,500	0.0%	596	-
	<b>Total Admin Sources:</b>	<b>257,500</b>	<b>53,386</b>	<b>252,349</b>	<b>260,500</b>	<b>1.2%</b>	<b>8,151</b>	<b>3,000</b>
<b>2. City Sources</b>								
	Ad Valorem Taxes (11.95 mills), gross	8,097,325	7,588,709	7,809,118	8,195,599	1.2%	386,481	98,274
	DDD Infrastructure Fund Ad Valorem (2.30 mills)	-	-	-	1,606,000	#DIV/0!	1,606,000	1,606,000
	Less: Collection Fees & Assessor Fees	(323,893)	(303,348)	(312,365)	(392,064)	21.0%	(79,699)	(68,171)
	Interest on Investments	15,000	9,900	28,860	15,000	0.0%	(13,860)	-
	<b>Total City Sources:</b>	<b>7,788,432</b>	<b>7,295,061</b>	<b>7,525,613</b>	<b>9,424,535</b>	<b>21.0%</b>	<b>1,898,922</b>	<b>1,636,103</b>
	<b>Total Operating Revenue</b>	<b>8,045,932</b>	<b>7,348,447</b>	<b>7,777,962</b>	<b>9,685,035</b>	<b>20.4%</b>	<b>1,907,073</b>	<b>1,639,103</b>
<b>Operating Expenses</b>								
<b>3. Public Space Operations</b>								
<b>Personnel Costs (05)</b>								
	Salaries & Wages	252,670	119,302	240,064	228,800	-9.4%	(11,264)	(23,870)
	Payroll Taxes	19,077	9,139	18,034	16,817	-11.8%	(1,217)	(2,260)
	Insurance	32,400	15,046	28,505	23,244	-28.3%	(5,261)	(9,156)
	Workers' Compensation	3,967	1,645	2,610	3,368	-15.1%	758	(599)
	Retirement	13,392	5,888	12,762	12,126	-9.5%	(636)	(1,266)
	Parking	2,700	1,350	2,550	1,800	-33.3%	(750)	(900)
	Temporary Labor	-	-	-	-	#DIV/0!	-	-
	<b>Total</b>	<b>324,205</b>	<b>152,370</b>	<b>304,525</b>	<b>286,155</b>	<b>-11.7%</b>	<b>(18,370)</b>	<b>(38,050)</b>
	Enhanced City Services	12,000	-	-	12,000	0.0%	-	-
	<b>Total</b>	<b>12,000</b>	<b>-</b>	<b>-</b>	<b>12,000</b>	<b>0.0%</b>	<b>-</b>	<b>-</b>
<b>Landscape Maintenance</b>								
	- Landscaping	145,432	56,635	137,368	149,500	2.8%	12,132	4,068
	- Sidewalk Tree Maint/Replacemt	270,000	133,925	290,100	365,000	35.2%	74,900	95,000
	- Parks & Open Space	96,000	11,750	43,823	88,000	-8.3%	44,177	(8,000)
	<b>Total</b>	<b>511,432</b>	<b>202,310</b>	<b>471,291</b>	<b>602,500</b>	<b>17.8%</b>	<b>131,209</b>	<b>91,068</b>
<b>Street Furnishings &amp; Beautification</b>								
	- Trash Receptacles	8,000	-	2,730	9,750	21.9%	7,020	1,750
	- Banners (install/replace)	6,000	6,095	9,750	8,400	40.0%	(1,350)	2,400
	- Holiday Lighting	144,230	59,593	139,825	143,980	-0.2%	4,155	(250)
	<b>Total</b>	<b>158,230</b>	<b>65,688</b>	<b>152,305</b>	<b>162,130</b>	<b>2.5%</b>	<b>9,825</b>	<b>3,900</b>

**Downtown Development District  
2020 Proposed Budget  
(As of September 10, 2019)**

10/25/2019 12:17

Line #	Description	Adopted Budget 2019	06/30/19 YTD Actual	Projected 2019 Actual	Proposed Budget 2020	% Change Budget 2019 - 2020	Variance 2020 Budget to 2019 Projected	Variance Budgets 2019 - 2020
106	<b>Infrastructure</b>							
107	- Museum Streetscape Payment to CNO	-	-	-	-	#DIV/0!	-	-
108	- Sidewalk Improvements	100,000	-	100,076	60,000	-40.0%	(40,076)	(40,000)
109	- Lafayette Square	-	-	-	-	#DIV/0!	-	-
110	<b>Total</b>	<b>100,000</b>	<b>-</b>	<b>100,076</b>	<b>60,000</b>	<b>-40.0%</b>	<b>(40,076)</b>	<b>(40,000)</b>
111								
112	<b>Cleaning &amp; Maintenance</b>							
113	- Sidewalk Cleaning	1,591,923	633,333	1,602,825	1,706,880	7.2%	104,055	114,957
114	- Wayfinding Signage Maintenance	-	-	-	-	#DIV/0!	-	-
115	- Special Event Clean-up	123,000	89,947	114,731	125,000	1.6%	10,269	2,000
116	- Graffiti	6,000	1,226	4,726	5,000	-16.7%	274	(1,000)
117	- Surveillance Cameras	6,000	5,865	7,940	9,000	50.0%	1,060	3,000
118	<b>Total</b>	<b>1,726,923</b>	<b>730,371</b>	<b>1,730,222</b>	<b>1,845,880</b>	<b>6.9%</b>	<b>115,658</b>	<b>118,957</b>
119								
120	<b>Miscellaneous</b>							
121	- Truck, Storage, Staff Development	32,672	14,045	27,452	33,732	3.2%	6,280	1,060
122	<b>Total</b>	<b>32,672</b>	<b>14,045</b>	<b>27,452</b>	<b>33,732</b>	<b>3.2%</b>	<b>6,280</b>	<b>1,060</b>
123								
124	<b>Total Public Space Operations</b>	<b>2,865,462</b>	<b>1,164,784</b>	<b>2,785,871</b>	<b>3,002,397</b>	<b>4.8%</b>	<b>204,526</b>	<b>136,935</b>
125								
126	<b>4. Public Safety</b>							
127	<b>Personnel Costs (05)</b>							
128	Salaries & Wages	644,902	275,129	584,271	679,132	5.3%	94,861	34,230
129	Payroll Taxes	57,009	23,938	50,135	52,836	-7.3%	2,701	(4,173)
130	Insurance	150,360	69,853	143,032	156,168	3.9%	13,136	5,808
131	Workers' Compensation	28,182	13,550	29,525	28,931	2.7%	(594)	749
132	Retirement	18,896	8,073	16,558	27,165	43.8%	10,607	8,269
133	Parking	-	1,519	2,162	5,400	#DIV/0!	3,238	5,400
134	Fitness Center	-	-	-	-	#DIV/0!	-	-
135	<b>Total</b>	<b>899,349</b>	<b>392,062</b>	<b>825,683</b>	<b>949,632</b>	<b>5.6%</b>	<b>123,949</b>	<b>50,283</b>
136								
137	Public Safety Rangers	29,800	7,521	21,995	29,520	-0.9%	7,525	(280)
138								
139	<b>Enhanced Public Safety</b>							
140	- Police Detail Services	690,000	415,479	774,282	800,002	15.9%	25,720	110,002
141	- Private Security Services	396,000	172,396	379,366	420,004	6.1%	40,638	24,004
142	- Park Security	-	-	-	-	#DIV/0!	-	-
143	<b>Total</b>	<b>1,086,000</b>	<b>587,875</b>	<b>1,153,648</b>	<b>1,220,006</b>	<b>12.3%</b>	<b>66,358</b>	<b>134,006</b>
144								
145	<b>Other Public Safety</b>							
146	- Code Enforcement	-	-	-	-	#DIV/0!	-	-
147	- Stakeholder Involvement	6,850	6,820	10,170	6,850	0.0%	(3,320)	-
148	- Miscellaneous	5,200	1,423	3,881	5,200	0.0%	1,319	-
149	<b>Total</b>	<b>12,050</b>	<b>8,243</b>	<b>14,051</b>	<b>12,050</b>	<b>0.0%</b>	<b>(2,001)</b>	<b>-</b>
150								
151	<b>Homelessness Services</b>							
152	- Outreach Services	55,992	21,097	47,108	60,000	7.2%	12,892	4,008
153	- Low Barrier Shelter Operations	500,000	143,890	500,000	500,000	0.0%	-	-
154	<b>Total</b>	<b>555,992</b>	<b>164,987</b>	<b>547,108</b>	<b>560,000</b>	<b>0.7%</b>	<b>12,892</b>	<b>4,008</b>
155								
156	<b>Total Public Safety</b>	<b>2,583,191</b>	<b>1,160,688</b>	<b>2,562,485</b>	<b>2,771,208</b>	<b>7.3%</b>	<b>208,723</b>	<b>188,017</b>



**Downtown Development District  
2020 Proposed Budget  
(As of September 10, 2019)**

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Line #	Description	Adopted Budget 2019	06/30/19 YTD Actual	Projected 2019 Actual	Proposed Budget 2020	% Change Budget 2019 - 2020	Variance 2020 Budget to 2019 Projected	Variance Budgets 2019 - 2020
157								
158	<b>5. Economic Development &amp; Planning</b>							
159	Personnel Costs (05)							
160	Salaries & Wages	253,346	121,847	248,849	259,220	2.3%	10,371	5,874
161	Payroll Taxes	19,280	9,400	18,956	19,186	-0.5%	230	(94)
162	Insurance	28,620	14,049	28,233	30,900	8.0%	2,667	2,280
163	Workers' Compensation	659	334	656	650	-1.3%	(6)	(9)
164	Retirement	15,201	7,550	15,101	15,550	2.3%	449	349
165	Parking	2,700	1,350	2,700	2,700	0.0%	-	-
166	Temporary Labor	-	-	-	-	#DIV/0!	-	-
167	<b>Total</b>	<b>319,805</b>	<b>154,530</b>	<b>314,495</b>	<b>328,206</b>	<b>2.6%</b>	<b>13,711</b>	<b>8,401</b>
168								
169	Canal Street Development	16,800	6,545	11,467	13,200	-21.4%	1,733	(3,600)
170	District Wide Development	36,240	12,980	28,509	33,240	-8.3%	4,731	(3,000)
171	Job Recruitment & Development	25,200	30,000	30,000	25,000	-0.8%	(5,000)	(200)
172	Research & Database Management	20,200	2,000	17,100	5,200	-74.3%	(11,900)	(15,000)
173	Housing	28,800	-	4,500	-	-100.0%	(4,500)	(28,800)
174	Administration/Meetings	15,240	5,437	10,758	12,940	-15.1%	2,182	(2,300)
175	Presentations & Marketing	-	-	-	-	#DIV/0!	-	-
176	Planning Initiatives	25,800	1,642	8,542	25,800	0.0%	17,258	-
177	Business Retention & Recruitment	105,700	60,591	85,858	70,900	-32.9%	(14,958)	(34,800)
178	Façade Incentive	180,000	24,140	120,140	100,000	-44.4%	(20,140)	(80,000)
179	<b>Total Economic Development</b>	<b>773,785</b>	<b>297,865</b>	<b>631,369</b>	<b>614,486</b>	<b>-20.6%</b>	<b>(16,883)</b>	<b>(159,299)</b>
180								
181	<b>6. Communications</b>							
182	Personnel Costs (05)							
183	Salaries & Wages	257,062	121,857	249,608	263,172	2.4%	13,564	6,110
184	Payroll Taxes	19,948	9,674	19,461	20,159	1.1%	698	211
185	Insurance	26,640	13,190	26,376	29,018	8.9%	2,642	2,378
186	Workers' Compensation	668	334	665	658	-1.6%	(7)	(10)
187	Retirement	15,424	7,665	15,330	15,790	2.4%	460	366
188	Parking	2,700	1,350	2,700	2,700	0.0%	-	-
189	Fitness Center	-	-	-	-	#DIV/0!	-	-
190	<b>Total</b>	<b>322,442</b>	<b>154,070</b>	<b>314,140</b>	<b>331,497</b>	<b>2.8%</b>	<b>17,357</b>	<b>9,055</b>
191								
192	Holiday Event	180,900	16,458	190,192	186,350	3.0%	(3,842)	5,450
193	DDD Events	40,000	2,577	39,480	37,029	-7.4%	(2,451)	(2,971)
194	Sponsored Events	38,000	8,610	32,240	32,000	-15.8%	(240)	(6,000)
195	Donor Relations	-	-	-	-	#DIV/0!	-	-
196	Digital Media	31,500	13,054	27,182	51,400	63.2%	24,218	19,900
197	Communications	26,000	8,058	11,406	10,200	-60.8%	(1,206)	(15,800)
198	Miscellaneous	8,530	631	1,426	5,768	-32.4%	4,342	(2,762)
199	Research	-	-	-	60,000	#DIV/0!	60,000	60,000
200	Public Affairs	31,330	6,885	26,061	54,460	73.8%	28,399	23,130
201	<b>Total Communications</b>	<b>678,702</b>	<b>210,343</b>	<b>642,127</b>	<b>768,704</b>	<b>13.3%</b>	<b>126,577</b>	<b>90,002</b>
202								

**Downtown Development District  
2020 Proposed Budget  
(As of September 10, 2019)**

10/25/2019 12:17

Line #	Description	Adopted Budget 2019	06/30/19 YTD Actual	Projected 2019 Actual	Proposed Budget 2020	% Change Budget 2019 - 2020	Variance 2020 Budget to 2019 Projected	Variance Budgets 2019 -2020
203	<b>7. Administration</b>							
204	Personnel Items							
205	Salaries & Wages	492,090	219,342	472,835	528,178	7.3%	55,343	36,088
206	Payroll Taxes	36,415	16,647	32,728	37,818	3.9%	5,090	1,403
207	Insurance (Health, Dental, STD, LTD, Life)	53,040	21,981	47,264	55,620	4.9%	8,356	2,580
208	Insurance (workers comp)	1,279	603	1,379	1,362	6.5%	(17)	83
209	Retirement Contribs (Contrib, Fees, Life)	29,525	13,820	29,789	31,691	7.3%	1,902	2,166
210	Parking (Employee subsidy only)	2,700	1,500	3,445	3,900	44.4%	455	1,200
211	Fitness Center	900	-	-	-	-100.0%	-	(900)
212	Temporary Labor	-	9,038	18,921	-	#DIV/0!	(18,921)	-
213	Payroll Processing Fees	5,775	3,389	6,135	5,950	3.0%	(185)	175
214	Total	621,724	286,320	612,496	664,519	6.9%	52,023	42,795
215								
216	Supplies & Materials							
217	General Operating Supplies	6,000	3,144	6,659	6,960	16.0%	301	960
218	Office Supplies	7,200	4,648	9,048	9,000	25.0%	(48)	1,800
219	Total	13,200	7,792	15,707	15,960	20.9%	253	2,760
220								
221	Equipment, Property and Maintenance							
222	Copier Lease Payments	4,260	2,433	4,563	4,563	7.1%	-	303
223	Repairs & Maintenance	-	-	-	-	#DIV/0!	-	-
224	Total	4,260	2,433	4,563	4,563	7.1%	-	303
225								
226	Office Space							
227	Miscellaneous	-	74	74	-	#DIV/0!	(74)	-
228	Rent	147,055	71,432	144,933	148,500	1.0%	3,567	1,445
229	Repairs & Maintenance	1,200	931	1,688	1,740	45.0%	52	540
230	Telephone	11,400	5,797	11,705	12,240	7.4%	535	840
231	Utilities	4,150	1,429	3,556	4,500	8.4%	944	350
232	Total	163,805	79,663	161,956	166,980	1.9%	5,024	3,175
233								
234	Operations							
235	Accounting Services	23,000	17,000	26,750	27,000	17.4%	250	4,000
236	Advertising	-	-	672	-	#DIV/0!	(672)	-
237	Bank Service Charges	2,280	1,188	2,409	2,460	7.9%	51	180
238	Board Development	8,000	5,756	8,914	8,500	6.3%	(414)	500
239	Computer Equipment & Supplies	-	-	305	-	#DIV/0!	(305)	-
240	Computer Software	1,800	-	-	-	-100.0%	-	(1,800)
241	Computer Support	31,800	17,578	33,592	32,100	0.9%	(1,492)	300
242	Courier Services	-	-	-	-	#DIV/0!	-	-
243	Employee Recruitment	1,800	1,654	2,232	2,400	33.3%	168	600
244	Employee Relocation	-	-	-	-	#DIV/0!	-	-
245	Equipment & Small Tools	-	-	-	-	#DIV/0!	-	-
246	Equipment Rental	712	372	736	740	3.9%	4	28
247	Events & Functions	-	-	-	-	#DIV/0!	-	-
248	Insurance - Auto Coverage	6,048	3,150	6,300	6,360	5.2%	60	312

**Downtown Development District  
2020 Proposed Budget  
(As of September 10, 2019)**

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Line #	Description	Adopted Budget 2019	06/30/19 YTD Actual	Projected 2019 Actual	Proposed Budget 2020	% Change Budget 2019 - 2020	Variance 2020 Budget to 2019 Projected	Variance Budgets 2019 -2020
249	Insurance - Commercial Package	75,600	36,050	72,096	72,300	-4.4%	204	(3,300)
250	Insurance - Director & Officer	7,200	3,863	7,728	7,800	8.3%	72	600
251	Legal Services	120,000	26,595	81,036	90,000	-25.0%	8,964	(30,000)
252	Meals & Entertainment	1,500	224	600	1,200	-20.0%	600	(300)
253	Meetings - External	600	121	270	600	0.0%	330	-
254	Meetings - Internal	300	109	465	300	0.0%	(165)	-
255	Mileage/Cabfare/Tolls	600	91	241	600	0.0%	359	-
256	Miscellaneous	240	85	223	240	0.0%	17	-
257	Office Relocation	-	-	-	-	#DIV/0!	-	-
258	Organization Fees/Dues	6,400	3,408	6,706	6,070	-5.2%	(636)	(330)
259	Parking	180	36	105	180	0.0%	75	-
260	Penalties & Interest	-	185	185	-	#DIV/0!	(185)	-
261	Permits & Licenses	-	15	15	25	#DIV/0!	10	25
262	Postage & Express Mail	2,000	500	1,000	1,500	-25.0%	500	(500)
263	Printing	1,000	645	1,349	1,050	5.0%	(299)	50
264	Professional Services	14,760	240	689	14,400	-2.4%	13,711	(360)
265	Publications & Subscriptions	1,100	827	1,002	830	-24.5%	(172)	(270)
266	Radios/Cellular Telephones	2,100	1,007	2,014	2,100	0.0%	86	-
267	Repairs & Maintenance	-	-	-	-	#DIV/0!	-	-
268	Staff Development/Conferences	8,500	3,520	7,520	7,525	-11.5%	5	(975)
269	Travel	11,500	8,175	14,398	7,500	-34.8%	(6,898)	(4,000)
270	Uniforms	2,000	-	1,000	2,000	0.0%	1,000	-
271	<b>Total</b>	<b>331,020</b>	<b>132,394</b>	<b>280,552</b>	<b>295,780</b>	<b>-10.6%</b>	<b>15,228</b>	<b>(35,240)</b>
272								
273	<b>Total Administration</b>	<b>1,134,009</b>	<b>508,602</b>	<b>1,075,274</b>	<b>1,147,802</b>	<b>1.2%</b>	<b>72,528</b>	<b>13,793</b>
274								
275	<b>Total Operating Expenses:</b>	<b>8,035,150</b>	<b>3,342,282</b>	<b>7,697,126</b>	<b>8,304,597</b>	<b>3.4%</b>	<b>595,471</b>	<b>269,447</b>
276								
277	<b>Net Operating Income (Loss)</b>	<b>10,782</b>	<b>4,006,165</b>	<b>80,836</b>	<b>1,380,438</b>	<b>12703.0%</b>	<b>1,311,602</b>	<b>1,369,656</b>

**Downtown Development District**  
**2020 Proposed Budget**  
(As of September 10, 2019)

10/25/2019 12:17

Line #	Description	Adopted Budget 2019	06/30/19 YTD Actual	Projected 2019 Actual	Proposed Budget 2020	% Change Budget 2019 - 2020	Variance 2020 Budget to 2019 Projected	Variance Budgets 2019 - 2020
278								
279	<b>Non Operating Revenues</b>							
280	OCD Bond Debt Service Loan Proceeds	-	-	-	-	#DIV/0!	-	-
281	Interest on Bond Proceeds Invested	1,000	1,155	1,155	1,300	30.0%	145	300
282	<b>Total Non Operating Revenue</b>	<b>1,000</b>	<b>1,155</b>	<b>1,155</b>	<b>1,300</b>	<b>30.0%</b>	<b>145</b>	<b>300</b>
283								
284	<b>Non Operating Expenses</b>							
285	District Wide Capital Improvements	1,705,000	27,402	315,215	705,000	-58.7%	389,785	(1,000,000)
286	DDD Infrastructure Fund	-	-	-	2,500,000	#DIV/0!	2,500,000	2,500,000
287	Canal Street Streetscape	-	-	-	-	#DIV/0!	-	-
288	CSDC Excess Tax Payment	-	-	-	-	#DIV/0!	-	-
289	<b>Total Non Operating Expense</b>	<b>1,705,000</b>	<b>27,402</b>	<b>315,215</b>	<b>3,205,000</b>	<b>88.0%</b>	<b>2,889,785</b>	<b>1,500,000</b>
290								
291								
292	<b>Earnings (Loss) before Interest, Depr, Amort</b>	<b>(1,693,218)</b>	<b>3,979,918</b>	<b>(233,224)</b>	<b>(1,823,262)</b>	<b>7.7%</b>	<b>(1,578,038)</b>	<b>(130,044)</b>
293								
294	Interest Expense - Debt Service	86,832	43,416	86,832	77,050	-11.3%	(9,782)	(9,782)
295	Depreciation & Amortization	40,000	-	40,000	37,500	-6.3%	(2,500)	(2,500)
296								
297	<b>Net Income (Loss)</b>	<b>(1,820,050)</b>	<b>3,936,502</b>	<b>(360,056)</b>	<b>(1,937,812)</b>	<b>6.5%</b>	<b>(1,565,756)</b>	<b>(117,762)</b>
298								
299								
300								
301	<b>Net Income (Loss) Before Depreciation</b>	<b>(1,780,050)</b>	<b>3,936,502</b>	<b>(320,056)</b>	<b>(1,900,312)</b>	<b>6.8%</b>	<b>(1,568,256)</b>	<b>(120,262)</b>
302								
303	<b>Capital Sources</b>							
304	Bond Proceeds	-	-	-	-	#DIV/0!	-	-
305	General Fund Cash Reserve Proceeds	2,145,050	-	706,355	2,270,310	5.8%	1,563,955	125,260
306	Public Space Capital Reserve Proceeds	-	-	-	-	#DIV/0!	-	-
307	Econ Development Cash Reserve Proceeds	-	-	-	-	#DIV/0!	-	-
308	<b>Total Capital Sources</b>	<b>2,145,050</b>	<b>-</b>	<b>706,355</b>	<b>2,270,312</b>	<b>5.8%</b>	<b>1,563,955</b>	<b>125,260</b>
309								
310	<b>Net Sources Before Capital Uses</b>	<b>365,000</b>	<b>3,936,502</b>	<b>386,299</b>	<b>370,000</b>	<b>1.4%</b>	<b>(4,301)</b>	<b>4,998</b>
311								
312	<b>Capital Uses</b>							
313	Debt Service - Principal	365,000	-	365,000	370,000	1.4%	5,000	5,000
314	Capital Purchases	-	15,249	21,299	-	#DIV/0!	(21,299)	-
315	Capital Lease - Principal Payment	-	-	-	-	#DIV/0!	-	-
316	General Fund Cash Reserve	-	-	-	-	#DIV/0!	-	-
317	CSDC Cash Reserve	-	-	-	-	#DIV/0!	-	-
318	Economic Development Cash Reserve	-	-	-	-	#DIV/0!	-	-
319	Public Space Capital Reserve	-	-	-	-	#DIV/0!	-	-
320	Public Safety Capital Reserve	-	-	-	-	#DIV/0!	-	-
321	Legal Defense Reserve	-	-	-	-	#DIV/0!	-	-
322	<b>Total Capital Uses</b>	<b>365,000</b>	<b>15,249</b>	<b>386,299</b>	<b>370,000</b>	<b>1.4%</b>	<b>(16,299)</b>	<b>5,000</b>
323								
324	<b>Net Cash flow</b>	<b>0</b>	<b>3,921,253</b>	<b>-</b>	<b>-</b>	<b>0.0%</b>	<b>11,998</b>	<b>(2)</b>

**Downtown Development District  
2020 Budget Notes  
(14.25 mills)**

**October 24, 2019**

1. DDD Events (Line 61) – Downtown NOLA Awards Luncheon at \$10,000, the Home for the Holidays at \$115,000 and Downtown NOLA Saturday Shopping Spree at \$25,000.
2. External Ranger Funding (Line 64) – Additional services provided during Essence Festival on a contract basis.
3. Sponsorships/Donations/Grants (Line 65) – Grants to support the Homeless Outreach and parks and open space development.
4. Interest Earned (Line 66) – The interest revenue related to the DDD internal sources is generated from the bank balances of the following accounts: Whitney National Bank Money Market Account, and the Whitney National Bank Reserves Account.
5. Banner Deposits / Miscellaneous Revenue (Line 67) – Banner deposits are currently \$250 per application. Participants of the banner program may choose to utilize the entire system at one time, or they may utilize only a portion of the system (i.e., Canal Street, Loyola Avenue or Poydras Street). When the system is not used by outside parties, the DDD will display general district banners, such as Mardi Gras banners and Holiday banners. Currently, the DDD is anticipating several banner participants for 2020 (Sugar Bowl, French Quarter Festival, Jazz and Heritage Festival, Essence Festival and Bayou Classic to name a specific few). Monthly revenues generated through pressure washing the RTA streetcar shelters in the amount of \$4,500 per month are included. Additionally, a \$12,500 LWCC dividend for workers' comp insurance is included.

6. Ad valorem Taxes, gross (Line 71) – Ad Valorem Taxes are reflected as the gross amount actually collected by the City of New Orleans on behalf of the DDD, before collection and assessor fees are withheld. The 2020 tax revenue projection is based on an increase in property value due to a quadrennial reassessment causing a rollback in the millage to 11.95 mills. This includes properties that were added to the tax rolls for this year. We have assumed a 97.5% collection rate.
7. DDD Infrastructure Fund Ad Valorem (Line 72) — The amount of additional gross tax revenue needed to produce \$1,500,000 of net revenue after statutory Assessor and City of New Orleans fees are deducted. This requires rolling forward the DDD millage by 2.30 mills.
8. Collection Fees & Assessors Fees (Line 73) – Act 254 of 2005 established a collection fee of not more than 2% which the City of New Orleans will apply to all tax revenues collected on behalf of any tax recipient body. Additionally, during the 2006 legislative session, Act 433 was amended to allow Orleans Parish Assessors to collect a fee of not less than 2% of all taxes assessed. Currently this fee is being passed through to the tax recipient bodies by the City. Both fees are withheld from the tax revenue collections of the tax recipients prior to submitting these collections to the Board of Liquidation from the City.
9. Interest on Investments (Line 74) – All tax revenue collected by the City of New Orleans on behalf of the DDD is held by the Board of Liquidation. The BOL acts as a treasury management organization and invests the DDD's cash to maximize the return on cash balances. These investments are currently in the form of a Money Market Account, U.S. Treasury Bills and Certificates of Deposit based on competitive interest rates and terms of maturity.

10. Personnel Costs (Line 89) –The Public Space Operations Department is comprised of two and one-half (2.5) Full-Time Equivalent (FTEs). For the 2020 Budget, wages and salaries for the department are budgeted to allow for increases of 2.0%, dependent on performance evaluations.
11. Enhanced City Services (Line 91) – Cost of a City of New Orleans Sanitation Enforcement Ranger dedicated to Downtown with the ability to issue citations. Due to changes which require legislative action being sought by the City, this is anticipated as being in place for the 4<sup>th</sup> quarter of 2020.
12. Landscaping (Line 95) - The monthly contract amount of \$10,375. There is \$25,000 included for plantings to allow for replacement of damaged or dead landscaping throughout the District.
13. Sidewalk Tree Maintenance/Replacement (Line 96) – An estimated 25% increase in the monthly contract to be awarded in December covers pruning, weeding of tree wells and arborist services; the first increase in four years. Termite treatment of trees on Canal Street at a cost of \$15,000 due to the expiration of gratis treatment resulting from completed LSU research project. An additional \$20,000 has been budgeted for treatment and tree replacement costs related to the spread of Texas Palm disease.
14. Parks & Open Space (Line 97) – Increase of \$4,000 for programming in Duncan Plaza and Legacy Park and a decrease of \$12,000 in maintaining and replacing enhancements in Duncan Plaza.
15. Trash Receptacles (Line 101) – Replacement of damaged liners and bases, as needed.
16. Banners (install/replaces) (Line 102) - The DDD manages a system of 437 poles. When the system is not in use by outside parties, the DDD will display general

36

Downtown promotional banners. Additional cost has been budgeted for the repair of broken banner poles and brackets as they age.

17. Holiday Lighting (Line 103) – Labor costs for installation and removal of holiday decorations up to South Claiborne Avenue at \$59,365 each time; \$10,250 for repair of any electrical system problems and the monthly cost of electrical service for the median, along with \$15,000 for purchase of any replacement decorations needed.
18. Sidewalk Improvements (Line 108) – Funds to continue sidewalk improvements throughout the District including matching grant funds to leverage DDD investments in sidewalks with those of property owners.
19. Sidewalk Cleaning Contracted Services (Line 113) – This is the cost of new contract with Block by Block for one year's cleaning of the sidewalks, under Downtown's boundary expressways, and the interior and exterior of streetcar shelters.
20. Special Event Clean Up (Line 115) – Through the year the DDD provides concentrated services to particular areas of the district affected by Downtown events. The cost includes \$65,000 for contractors for Mardi Gras and \$60,000 for the increasing number of other events (e.g., spring and fall concert series, White Linen Night, Essence Fest, and Bayou Classic, etc.). The DDD has recommitted itself to its goal of having Downtown clean and ready for business by the beginning of the workday after every event. Additionally, there is \$5,000 for the purchase of disposable trash boxes and other supplies for use at special events.
21. Graffiti (Line 116) – The costs of the private property graffiti eradication reimbursement grants, as well as support for "Unframed" public mural project. High quality murals have been demonstrated to be an effective tool in preventing graffiti.



22. Surveillance Cameras (Line 117) - Installation of approximately 25 -30 cameras in collaboration with New Orleans Police and Justice Foundation, to assist in deterring crime and identifying perpetrators.

23. Truck, Storage, Staff Development (Line 121) – This line items includes various components: however, the following is a summary of the more significant expenses:

A: Fuel – Gas for two vehicles.

B: Meals & Entertainment - Meetings monthly with contractors, stakeholders, etc., to review monthly progress of street cleaning and special projects.

C: Parking - Two trucks at a total cost of \$350.00 per month.

D: Cellular Telephones – Cost of service for DDD provided cell phones.

E: Rent – storage cost of \$1300 per month for storage unit of holiday lights/decorations, wayfinding signs and other public works items.

F: Repairs & Maintenance for DDD Trucks – Based on the fact there are two relatively new trucks the repair expenses are not expected to increase. This expense also includes washing.

G: Registration and Travel for Staff Development at the IDA Conference in 2020.

24. Personnel Costs (Line 135) – The Public Safety Department is budgeted for twenty-two (22.0) FTEs including the Public Safety Manager and Captains. For the 2020 Budget, all wages and salaries are budgeted to allow for a flat increase of \$1.00 per hour, boosting starting rate of pay from \$12.50 to \$13.50 per hour, along with increases no greater than 3.0%, dependent on performance evaluations. The targeted Rangers coverage is 18 hours per day, with a target of 4 Rangers from 6:00am – 10:00am and 6-8 Rangers at all other times. This target has continued to

be difficult to reach due to turnover during the past several years. There has been an increased level of participation in the retirement plan and the parking/transportation programs.

25. Public Safety Rangers (Line 137) – The details of this line item include a variety of expense types, but the most financially significant details include general supplies for bicycle repairs, the mobile smart system to allow for real-time reporting, staff development for necessary certifications, uniform expense and radios/cellular telephones expenses.
26. Police Detail Services (Line 140) – The budget for 2020 represents the cost of normal police detail and mounted police. The police detail is at a rate of \$32.38 per hour M-F 4am – 10pm, \$37.50 per hour M-F 10pm – 4am and \$41.25 per hour all day Saturday and Sunday, due to the difficulty in filling shifts on those days and \$50.58 on Holidays. Mounted officers are at a rate of \$52.50 per hour on Friday, Saturday and Sunday and \$91.50 on Holidays.
27. Private Security Services (Line 141) - The budget for 2020 represents the cost of the private security detail provided by Pinnacle Security at a rate of \$32.75 per hour.
28. Stakeholder Involvement (Line 147) – Includes sponsorship of Night Out Against Crime, Stakeout for Justice and other activities. In 2020 the DDD will host quarterly meet-and-greets between our Public Safety personnel and stakeholders to continue to strengthen this important relationship.
29. Miscellaneous Public Safety (Line 148) – Expenses for printing of Ranger cards and map, and quarterly meetings with security professionals.
30. Homelessness Outreach (Line 152) – The expenses for an outreach worker to work with Rangers and NOPD on homelessness outreach through our CEA with the Travelers Aid Society.

31. Low Barrier Shelter Operations (Line 153) - Commitment to pay up to \$500,000 annually for operation of the Low Barrier Shelter planned and built by the DDD and City. This commitment runs for 5 years, effective in August 2018.
32. Personnel Costs (Line 167) – The Economic Development Department is staffed at a level of three (3.0) FTEs. For the 2020 Budget, all wages and salaries are budgeted to allow for increases of 2.3% on average, dependent on performance evaluations.
33. Canal Street Development (Line 169) – Canal Street Catalyst upper floor development; major site feasibility analysis; travel to prospective national and regional retailer tenants and developers and related work.
34. District-Wide Development (Line 170) – Major site feasibility analysis; travel to prospective national & regional retail tenants and developers; and related work on parks and open space and other projects.
35. Job Development (Line 171) – Funding strategies to create quality new jobs in targeted industries, including academic medicine and creative industries.
36. Research and Database Management (Line 172) – Costs of USA Info business database updates and the DDD’s automated state-of-the art pedestrian traffic count and analysis system.
37. Housing (Line 173) – Working with the City and others to initiate and activate a housing program in Downtown to address workforce and affordable housing needs. This is an unfunded objective in 2020.
38. Administration and Meetings (Line 174) – Costs of memberships in professional organizations (i.e., International Council of Shopping Centers, Urban Land Institute, Council of Development Financing Agencies, etc.), for the hosting of meetings of various stakeholders and businesses at the DDD and elsewhere, and for the Director’s cell phone.

39. Planning Initiatives (Line 176) – Funds for developing a small area plan for the Charity Hospital District.
40. Business Retention & Recruitment (Line 177) – Provides for partnership with New Orleans Business Alliance (NOLABA), GNO, Inc. and others activities on business recruitment & retention activities such as the New Orleans Music Economy (NOME) initiative & the NOLABA Bio-Medical business development initiative. These partnerships allow the DDD to efficiently leverage its resources for a greater impact than having proceeded on the Board directed initiatives on its own.
41. Façade Incentive (Line 178) – Matching grants to support \$100,000 of projects.
42. Personnel Costs (Line 190) – The Communications Department will be staffed at three (3.0) FTEs for 2020, including Public Affairs and Policy. For the 2020 Budget, all wages and salaries are budgeted to allow for increases of 2.4% on average, dependent on performance evaluations.
43. Holiday Event (Line 192) – Expenses in this category are related to the Canal Street: Home for the Holiday's Program and the associated Downtown NOLA Saturday Shopping Spree in partnership with Harrah's, Outlets at the Riverwalk, the Shops at Canal Place and others. The activities include the Lighting Ceremony, Movies on the River, Krewe of Jingle Parade and the Reindeer Run and Romp.
44. DDD Events (Line 193) - Funds budgeted for the Downtown NOLA Awards Gala and Annual Report presentation.
45. Sponsored Events (Line 194) – \$32,000 has been allocated for sponsoring Downtown events consistent with DDD's economic development and other objectives, including Luna Fete and Bayou Classic.

46. Digital Media (Line 196) - This category is dedicated to the DDD website, smart-phone apps and measurement of communication efforts. The increase in this year is to update the DDD website, which was rolled out five years ago.
47. Communications (Line 197) – Print advertising for the District in local media outlets, the cost of promoting the “Make Change NOLA” panhandling initiative. The decrease in the budgeted amount represents a change to a more focused, economical approach.
48. Research (Line 199) – The cost of the biannual stakeholder satisfaction survey.
49. Public Affairs (Line 200) – Costs related to advancing DDD public policy initiatives such as renewing State and Federal historic tax credits, expanding the academic medical center as a job generator, and improving public transit and bike & pedestrian infrastructure. Also includes costs related to intergovernmental affairs and stakeholder engagement.
50. Personnel Costs (Line 214) – The staffing for the Administration Department will be five (5) FTEs. For the 2020 Budget, all wages and salaries are budgeted to allow for increases of 7.3% on average, including a contractual increase for the CEO, dependent on performance evaluations.
51. Office Space (Line 232) - The DDD’s rental expense for 2020 includes office rent of \$12,250 per month. The DDD’s lease requires that the DDD pay for utilities, other than sewerage and water, directly and we have budgeted \$1,020 a month for telephone/cable/internet services.
52. Board Development (Line 238) – The costs for two Board Retreats, Board members attending ICSC Tradeshow, IDA convention and any other travel needs.
53. Legal Services (Line 251) – General Legal Counsel and any additional services needed due to the more complicated nature of projects being undertaken.

54. Organization Fees/Dues (Line 258) - The amount is for membership in International Downtown Association, the New Orleans Chamber of Commerce, N.O. Regional Black Chamber of Commerce, New Orleans & Company and other key partners.
55. Staff Development/Conferences (Line 268) – The expenses for conferences and travel attending events related to the International Downtown Association, Urban Land Institute, Governmental Finance Officers Association, Society of Human Resources Managers, Association of Professional Administrative Assistants, Washington Mardi Gras and related staff development.
56. Travel (Line 269) – See note #55.
57. Uniforms (Line 270) – Represents the need to purchase new uniform shirts and jackets for staff.
58. Net Operating Income (Loss) (Line 277) – Reflects the impact of the roll-forward millage to be dedicated to the Infrastructure Fund.
59. District Wide Capital Improvements (Line 285) – Includes \$500,000 for the fabrication and installation of new wayfinding system in partnership with Louisiana Sports & Entertainment District (LSED), Port NOLA, The National World War II Museum, The Audubon Institute and the Ernest N. Morial Convention Center; \$125,000 for the design of the Higgins Streetscape project in partnership with the City of New Orleans and the National World War II Museum; and \$80,000 for replacement of 25% of the Downtown trash receptacles.
60. DDD Infrastructure Fund (Line 286) — Dedicated to the anticipated first-year costs of implementing a Downtown Enhanced Infrastructure Plan proposed by the City of New Orleans and to be governed by a cooperative endeavor agreement between the DDD and the City of New Orleans that is currently being negotiated.

61. Interest Expense – Debt Service (Line 294) – This line item reflects the annual interest expense for the 2012 Series Bonds Payable. The payments have been based on amortization schedules provided by the Board of Liquidation and reflects payments on the DDD’s Bonds in June and December.
62. General Fund Cash Proceeds (Line 305) – The DDD held \$3,311,145 in undesignated funds at the end of 2018. The projected utilization of \$893,037 in 2019 would leave approximately \$2,418,108 available to invest or fund operating expenses in future periods. We are projecting the use of \$2,270,310 in 2020 to fund the above listed District-Wide Capital Improvements, and the DDD Infrastructure Fund. This would leave approximately \$148,000 in General Fund Cash at the end of 2020.
63. Debt Service - Principal (Line 313) – While this line item is not actually an expense, it is a cash requirement of the DDD. It reflects the principal installment to reduce the outstanding Bonds Payable. As with the interest expense above, the amount budgeted for 2020 has been based on the amortization schedules provided by the Board of Liquidation with cash outlay for the DDD’s bonds in December.

**Downtown Development District**  
**2020 Proposed Budget**  
(As of September 10, 2019)  
10/25/2019 12:17

Line #	Description	Adopted Budget 2019	06/30/19 YTD Actual	Projected 2019 Actual	Proposed Budget 2020	% Change Budget 2019 - 2020	Variance 2020 Budget to 2019 Projected	Variance Budgets 2019 -2020
58	<b>Operating Revenues</b>							
59	1. <u>DDD Internal Sources</u>							
60	Code Enforcement	-	-	-	-	#DIV/0!	-	-
61	DDD Events	150,000	7,500	153,160	150,000	0.0%	(3,160)	-
62	Federal Funding	-	-	-	-	#DIV/0!	-	-
63	State Funding	-	-	-	-	#DIV/0!	-	-
64	External Ranger Funding	-	-	2,800	3,000	#DIV/0!	200	3,000
65	Sponsorships/Donations/Grants	20,000	-	10,000	20,000	0.0%	10,000	-
66	Interest Earned	9,000	4,052	8,485	9,000	0.0%	515	-
67	Banner Deposits Earned / Misc	78,500	41,834	77,904	78,500	0.0%	596	-
68	Total Admin Sources:	257,500	53,386	252,349	260,500	1.2%	8,151	3,000
69								
70	2. <u>City Sources</u>							
71	Ad Valorem Taxes (11.95 mills), gross	8,097,325	7,588,709	7,809,118	8,195,599	1.2%	386,481	98,274
72	DDD Infrastructure Fund Ad Valorem (2.30 mills)	-	-	-	1,606,000	#DIV/0!	1,606,000	1,606,000
73	Less: Collection Fees & Assessor Fees	(323,893)	(303,548)	(312,365)	(392,064)	21.0%	(79,699)	(68,171)
74	Interest on Investments	15,000	9,900	28,860	15,000	0.0%	(13,860)	-
75	Total City Sources:	7,788,432	7,295,061	7,525,613	9,424,535	21.0%	1,898,922	1,636,103
76								
77	<b>Total Operating Revenue</b>	<b>8,045,932</b>	<b>7,348,447</b>	<b>7,777,962</b>	<b>9,685,035</b>	<b>20.4%</b>	<b>1,907,073</b>	<b>1,639,103</b>



## **Revenue**

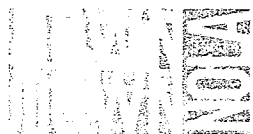
The following items were not available from the City of New Orleans, Department of Finance, Bureau of the Treasury upon the printing of this booklet. They were unable to give us an approximate date as to when it would be available.

The DDD staff will continue to pursue this information from the City. As it is received it will be forwarded to the members of the Board and placed into the 2020 budget book.

1. Preliminary City Report – Advalorem Tax Calculation
2. 2020 Real Estate Tax Letter
3. Recapitulation of 2020 Real Estate Billing
4. Outstanding Taxes Levied

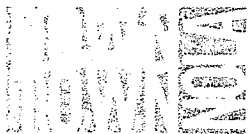
## **PUBLIC SPACE ACCOMPLISHMENTS 2019**

- Completed evaluation of sidewalk cleaning operations and added manpower and resources to address increased level of activities from new residential and hotel development.
- Completed a CBD parking and curb use re-allocation plan as a supplement to the 2016 Downtown Traffic Study.
- Worked with DPW to expedite repairs to public infrastructure including light pole bases, sidewalk utility boxes, broken sidewalks, and others.
- Executed a CEA with the City to allow for programming of events in Duncan Plaza. With support of grant funds from Southwest Airlines, co-sponsored events such as fitness classes, food trucks, happy hour, and other related activities.
- Provided temporary dog park, tables & chairs, lighting, and other physical amenities to increase day-to-day usage of Duncan Plaza.



## **PUBLIC SPACE ACCOMPLISHMENTS 2019**

- Executed a CEA between DDD, OPSB, IHSNO, and TPL to allow for the development of Legacy Park on the site of current IHSNO parking lot.
- Started the design phase for the Downtown Wayfinding project to replace old signage with new, updated wayfinding system and information.
- Planted over 20 replacement trees on sidewalks throughout Downtown.



## **PUBLIC SPACE OPERATIONS OBJECTIVES 2020**

### **Maintain Downtown's impressive gains in cleanliness via the Clean Team's continuous quality improvement system.**

- Evaluate, and revise if necessary, recent enhancements to sidewalk pressure walking to maximize coverage on primary retail and pedestrian corridors and traditional "hotspots".
- Conduct quarterly refresher training for Clean Team on CQI scoring criteria including field demonstration to ensure uniform quality control.
- Replace or refurbish 50 trash receptacles.

### **Dramatically expand and improve the quality of parks & open space Downtown.**

- Expand activation in Downtown open spaces with emphasis on Legacy Park by hosting community events and green infrastructure workshops.
- Continue to establish and connect 3<sup>rd</sup> party organizations to activate Duncan Plaza.
- Pilot two (2) Downtown parklet projects.

### **Facilitate improved building and sanitation code enforcement by the City of New Orleans.**

- Implement District-wide public information campaign to remind stakeholders of sanitation collection regulations.
- Continue to advocate for City of New Orleans Sanitation Ranger enforcement of trash receptacles in the public right of way and other sanitation issues.



## **PUBLIC SPACE OPERATIONS OBJECTIVES 2020**

### **Improve the quality of the pedestrian experience.**

- Remove tree grates that are a potential public safety hazard.
- Pilot the use of groundcover and/or porous paving in designated sidewalk tree wells.
- Advocate for expansion of Arts Council New Orleans “Unframed” project to target Downtown graffiti hotspots.
- Collaborate with City officials to implement drainage and sidewalk repairs along Canal Street.
- Collaborate with City officials to install new cover plates on Downtown light pole standards.
- Collaborate with City & SWBNO to identify and prioritize infrastructure improvements for Downtown drainage.
- Begin replacement of the Downtown Wayfinding signage.

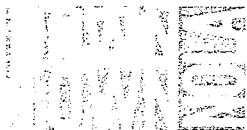


**Downtown Development District**  
**2020 Proposed Budget**  
(As of September 10, 2019)  
10/25/2019 12:40

Line #	Description	Adopted Budget 2019	06/30/19 YTD Actual	Projected 2019 Actual	Proposed Budget 2020	% Change Budget 2019 - 2020	Variance 2020 Budget to 2019 Projected	Variance Budgets 2019 - 2020
80	<b>3. Public Space Operations</b>							
81	Personnel Costs (05)							
82	Salaries & Wages	252,670	119,302	240,064	228,800	-9.4%	(11,264)	(23,870)
83	Payroll Taxes	19,077	9,139	18,034	16,817	-11.8%	(1,217)	(2,260)
84	Insurance	32,400	15,046	28,505	23,244	-28.3%	(5,261)	(9,156)
85	Workers' Compensation	3,967	1,645	2,610	3,368	-15.1%	758	(599)
86	Retirement	13,392	5,888	12,762	12,126	-9.5%	(636)	(1,266)
87	Parking	2,700	1,350	2,550	1,800	-33.3%	(750)	(900)
88	Temporary Labor	-	-	-	-	#DIV/0!	-	-
89	Total	324,205	152,370	304,525	286,155	-11.7%	(18,370)	(38,050)
90								
91	Enhanced City Services	12,000	-	-	12,000	0.0%	-	-
92	Total	12,000	-	-	12,000	0.0%	-	-
93								
94	Landscape Maintenance							
95	- Landscaping	145,432	56,635	137,368	149,500	2.8%	12,132	4,068
96	- Sidewalk Tree Maint/Replacem	270,000	133,925	290,100	365,000	35.2%	74,900	95,000
97	- Parks & Open Space	96,000	11,750	43,823	88,000	-8.3%	44,177	(8,000)
98	Total	511,432	202,310	471,291	602,500	17.8%	131,209	91,068
99								
100	Street Furnishings & Beautification							
101	- Trash Receptacles	8,000	-	2,730	9,750	21.9%	7,020	1,750
102	- Banners (install/replace)	6,000	6,095	9,750	8,400	40.0%	(1,350)	2,400
103	- Holiday Lighting	144,230	59,593	139,825	143,980	-0.2%	4,155	(250)
104	Total	158,230	65,688	152,305	162,130	2.5%	9,825	3,900
105								
106	Infrastructure							
107	- Museum Streetscape Payment to CNO	-	-	-	-	#DIV/0!	-	-
108	- Sidewalk Improvements	100,000	-	100,076	60,000	-40.0%	(40,076)	(40,000)
109	- Lafayette Square	-	-	-	-	#DIV/0!	-	-
110	Total	100,000	-	100,076	60,000	-40.0%	(40,076)	(40,000)
111								
112	Cleaning & Maintenance							
113	- Sidewalk Cleaning	1,591,923	633,333	1,602,825	1,706,880	7.2%	104,055	114,957
114	- Wayfinding Signage Maintenance	-	-	-	-	#DIV/0!	-	-
115	- Special Event Clean-up	123,000	89,947	114,731	125,000	1.6%	10,269	2,000
116	- Graffiti	6,000	1,226	4,726	5,000	-16.7%	274	(1,000)
117	- Surveillance Cameras	6,000	5,865	7,940	9,000	50.0%	1,060	3,000
118	Total	1,726,923	730,371	1,730,222	1,845,880	6.9%	115,658	118,957
119								
120	Miscellaneous							
121	- Truck, Storage, Staff Development	32,672	14,045	27,452	33,732	3.2%	6,280	1,060
122	Total	32,672	14,045	27,452	33,732	3.2%	6,280	1,060
123								
124	<b>Total Public Space Operations</b>	<b>2,865,462</b>	<b>1,164,784</b>	<b>2,785,871</b>	<b>3,002,397</b>	<b>4.8%</b>	<b>204,526</b>	<b>136,935</b>
125								

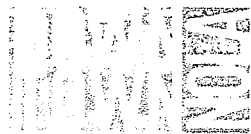
## **PUBLIC SAFETY ACCOMPLISHMENTS 2019**

- Expanded DDD Public Safety Ranger hours in support of DDD's homeless outreach efforts and overall Downtown public safety needs.
- Increased DDD private security patrols from 16 to 24 hours per day, and implemented additional foot patrols on Canal St.
- Worked with City officials & Start Corporation to develop an operating plan & budget for the low barrier shelter.
- Through June 2018, housed 36 homeless individuals and served over 400 clients.
- Partnered with NOPJF to install additional crime cameras in high profile locations throughout the DDD.



## **PUBLIC SAFETY OBJECTIVES 2020**

- Continue to support SafeCams Platinum program with installation of five targeted locations.
- Continue successful Downtown-Home Partnership for homeless outreach by housing 78 individuals in 2020.
- Add electronic ticketing capability for DDD Detail officers to support quality of life enforcement.
- Evaluate opportunities to automate reporting of NOPD detail activities and implement proposed solution.
- Increase Ranger usage of Smart system “incident reports” and “persons of interest” to catalog frequency of intervention with homeless population.



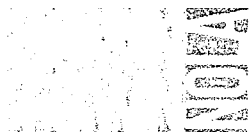


**Downtown Development District  
2020 Proposed Budget  
(As of September 10, 2019)**

Line #	Description	10/25/2019 12:40 Adopted Budget 2019	06/30/19 YTD Actual	Projected 2019 Actual	Proposed Budget 2020	% Change Budget 2019 - 2020	Variance 2020 Budget to 2019 Projected	Variance Budgets 2019 -2020
126	<b>4. Public Safety</b>							
127	Personnel Costs (05)							
128	Salaries & Wages	644,902	275,129	584,271	679,132	5.3%	94,861	34,230
129	Payroll Taxes	57,009	23,938	50,135	52,836	-7.3%	2,701	(4,173)
130	Insurance	150,360	69,853	143,032	156,168	3.9%	13,136	5,808
131	Workers' Compensation	28,182	13,550	29,525	28,931	2.7%	(594)	749
132	Retirement	18,896	8,073	16,558	27,165	43.8%	10,607	8,269
133	Parking	-	1,519	2,162	5,400	#DIV/0!	3,238	5,400
134	Fitness Center	-	-	-	-	#DIV/0!	-	-
135	<b>Total</b>	<b>899,349</b>	<b>392,062</b>	<b>825,683</b>	<b>949,632</b>	<b>5.6%</b>	<b>123,949</b>	<b>50,283</b>
136								
137	Public Safety Rangers	29,800	7,521	21,995	29,520	-0.9%	7,525	(280)
138								
139	Enhanced Public Safety							
140	- Police Detail Services	690,000	415,479	774,282	800,002	15.9%	25,720	110,002
141	- Private Security Services	396,000	172,396	379,366	420,004	6.1%	40,638	24,004
142	- Park Security	-	-	-	-	#DIV/0!	-	-
143	<b>Total</b>	<b>1,086,000</b>	<b>587,875</b>	<b>1,153,648</b>	<b>1,220,006</b>	<b>12.3%</b>	<b>66,358</b>	<b>134,006</b>
144								
145	Other Public Safety							
146	- Code Enforcement	-	-	-	-	#DIV/0!	-	-
147	- Stakeholder Involvement	6,850	6,820	10,170	6,850	0.0%	(3,320)	-
148	- Miscellaneous	5,200	1,423	3,881	5,200	0.0%	1,319	-
149	<b>Total</b>	<b>12,050</b>	<b>8,243</b>	<b>14,051</b>	<b>12,050</b>	<b>0.0%</b>	<b>(2,001)</b>	<b>-</b>
150								
151	Homelessness Services							
152	- Outreach Services	55,992	21,097	47,108	60,000	7.2%	12,892	4,008
153	- Low Barrier Shelter Operations	500,000	143,890	500,000	500,000	0.0%	-	-
154	<b>Total</b>	<b>555,992</b>	<b>164,987</b>	<b>547,108</b>	<b>560,000</b>	<b>0.7%</b>	<b>12,892</b>	<b>4,008</b>
155								
156	<b>Total Public Safety</b>	<b>2,583,191</b>	<b>1,160,688</b>	<b>2,562,485</b>	<b>2,771,208</b>	<b>7.3%</b>	<b>208,723</b>	<b>188,017</b>

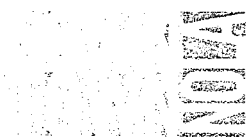
## **ECONOMIC DEVELOPMENT ACCOMPLISHMENTS 2019**

- Tory Burch, G-Star Raw, Louis Vuitton, BCBG Max Azria opening at Canal Place. Hosted twenty meetings at ICSC with retailers and developers with follow up on-site meetings ongoing.
- Completed Duncan Plaza Conceptual Plan and Financial Feasibility Analysis.
- Interim activation of park underway in conjunction with the Arts Council, utilizing Southwest Airlines grant.
- Low Barrier Shelter construction approaching completion and operator engaged and beginning pre-opening operations at 7/18/18.
- LSU Real Estate Facilities Foundation has selected advisor, JLL, to assist in RFP process to select developer, developer short-list of three selected, proposals due to LSUREFF on August 20.
- Loews State Palace owner has been through two rounds with city review and still working on plans, trying to find acceptable design.



## **ECONOMIC DEVELOPMENT ACCOMPLISHMENTS 2019**

- Arts Based Business Challenge winner, Haberdashe, engaged with LCEF Culture Up program and ongoing.
- Sponsored revamped Idea Village Entrepreneur Week and Collision Conference, participated in receptions and events hosting local, national and international entrepreneurs. Working with Designum Media, Vizzit, Pet Krewe.
- Façade Grants: Completed projects at 800 Magazine, 516 Julia, 1068 Magazine; applications underway or approved for 846 Baronne, 616 Baronne and 629 Canal; developed façade grants interest at 444 Canal, 1012 Canal, 1016 Canal, 1028 Canal, and 623 Canal/111 Exchange. Exploratory work underway for 827 Canal.
- Published Cultural District Annual Report, Annual Construction Permit Report, Downtown Demographic Profile, new Canal Street brochure and Canal Street Comprehensive Development Map.



## **ECONOMIC DEVELOPMENT OBJECTIVES 2020**

- Attract new high-profile retail tenants to locate along Canal Street consistent with the Canal Street Development Strategy or elsewhere in the District.
- Complete the design, financing and organizational development to implement the Duncan Plaza redevelopment project and commence construction.
- Support the redevelopment of Old Charity Hospital into an attractive, adaptive-reuse facility, preserving the architectural and cultural importance of this asset, in concert with LSUREFF, other stakeholders and selected developer.
- Develop a small area plan to activate the Charity Neighborhood, building on the DDD's work with GNOF and other stakeholders.
- Continue dialog with designer, owner and City officials to complete a viable redevelopment plan for Loew's State Palace property that contributes to the prosperity of the City while retaining the history of the theater.
- Increase quality job creation within the multi-institution Downtown Academic Medical Center. Collaborate with partners such as GNO, Inc., NOLABA, LED, elected officials and business leaders.
- Retain businesses via the DDD's regular calling program to existing retailers and Industries of the Mind businesses within Downtown to express appreciation for what they do and to solicit their suggestions on what would make the Downtown District better, documenting results.



## **ECONOMIC DEVELOPMENT OBJECTIVES 2020**

- Develop and implement a signature program to advance the Industries of the Mind akin to Birmingham's Creative Industries Initiative, New Orleans Music Industry Initiative and other similar models.
- Continue Canal Street Catalyst Program to continue Upper Floor Redevelopment Activity bringing underutilized property back into commerce.
- Continue the Façade Improvement Grant Program revitalizing historic storefronts in Downtown.
- Publish Quarterly Economic Activity metrics such as economic investment (development), cultural district statistics, jobs, rental and occupancy rates, residential growth, etc.
- Initiate and activate a housing program in Downtown to address workforce and affordable housing needs, in collaboration with City and others.



**Downtown Development District**  
**2020 Proposed Budget**  
(As of September 10, 2019)  
10/25/2019 12:40

Line #	Description	Adopted Budget 2019	06/30/19 YTD Actual	Projected 2019 Actual	Proposed Budget 2020	% Change Budget 2019 - 2020	Variance 2020 Budget to 2019 Projected	Variance Budgets 2019 -2020
158	<b>5. Economic Development &amp; Planning</b>							
159	Personnel Costs (05)							
160	Salaries & Wages	253,346	121,847	248,849	259,220	2.3%	10,371	5,874
161	Payroll Taxes	19,280	9,400	18,956	19,186	-0.5%	230	(94)
162	Insurance	28,620	14,049	28,233	30,900	8.0%	2,667	2,280
163	Workers' Compensation	659	334	656	650	-1.3%	(6)	(9)
164	Retirement	15,201	7,550	15,101	15,550	2.3%	449	349
165	Parking	2,700	1,350	2,700	2,700	0.0%	-	-
166	Temporary Labor	-	-	-	-	#DIV/0!	-	-
167	Total	319,805	154,530	314,495	328,206	2.6%	13,711	8,401
168								
169	Canal Street Development	16,800	6,545	11,467	13,200	-21.4%	1,733	(3,600)
170	District Wide Development	36,240	12,980	28,509	33,240	-8.3%	4,731	(3,000)
171	Job Recruitment & Development	25,200	30,000	30,000	25,000	-0.8%	(5,000)	(200)
172	Research & Database Management	20,200	2,000	17,100	5,200	-74.3%	(11,900)	(15,000)
173	Housing	28,800	-	4,500	-	-100.0%	(4,500)	(28,800)
174	Administration/Meetings	15,240	5,437	10,758	12,940	-15.1%	2,182	(2,300)
175	Presentations & Marketing	-	-	-	-	#DIV/0!	-	-
176	Planning Initiatives	25,800	1,642	8,542	25,800	0.0%	17,258	-
177	Business Retention & Recruitment	105,700	60,591	85,858	70,900	-32.9%	(14,958)	(34,800)
178	Façade Incentive	180,000	24,140	120,140	100,000	-44.4%	(20,140)	(80,000)
179	<b>Total Economic Development</b>	<b>773,785</b>	<b>297,865</b>	<b>631,369</b>	<b>614,486</b>	<b>-20.6%</b>	<b>(16,883)</b>	<b>(159,299)</b>

## COMMUNICATIONS ACCOMPLISHMENTS 2019

- Developed, launched and promoted Panhandling Public Awareness Campaign – “Make Change NOLA: A Better Way to Give”
- Publicized DDD and Downtown NOLA success stories – Over 22 as of July 18
- Implemented a new social media plan and increased followers by more than 25%
- Increased the number of email subscribers by 15%
- Produced Downtown NOLA monthly spread in New Orleans Living Magazine promoting Downtown establishments, projects and events
- Planned, produced and promoted the 7<sup>th</sup> Annual Downtown NOLA Awards, honoring 6 stakeholders with nearly 250 attendees
- Produced 6 new feature package videos with stakeholders



## COMMUNICATIONS ACCOMPLISHMENTS 2019

- Produced an updated Downtown NOLA compilation video
- Conducted 2018 follow-up stakeholder/market research study
- Planned, produced and promoted the Annual *Canal Street: Home for the Holidays* including the Lighting Ceremony, 3 Movies on the Mississippi, Krewe of Jingle Parade and Reindeer Run & Romp
- Secured sponsorships for Holiday events
- Planned, produced and promoted Downtown NOLA Saturday Shopping Spree
- In conjunction with Economic Development, planned, produced and promoted the DDD's 6<sup>th</sup> Arts-Based Business Pitch held during New Orleans Entrepreneur Week





## COMMUNICATIONS ACCOMPLISHMENTS 2019

- In conjunction with Economic Development and Operations, planned, produced and promoted the DDD's 5<sup>th</sup> PARK(ing) Day
- Sponsored and/or provided marketing support for 10 Downtown events
- In conjunction with DDD departments and the Arts Council New Orleans planned and promoted programming at Duncan Plaza
- Worked with DDD departments and City Officials to promote the development of the Low Barrier Shelter



## **PUBLIC AFFAIRS ACCOMPLISHMENTS 2019**

- Federal and State Historic Tax Credit legislation were preserved during 2018.
- Partnered with the City's Urban Mobility Coordinator, Blue Bikes Team and Bike Easy Team in a successful launch, implementation and promotion for the City's Bikeshare program in Downtown footprint. Blue Bikes successfully launched downtown and City wide.
- RTA completed and approved Strategic Mobility Plan which will establish the vision, goals and roadmap for public transportation in the city and region in the next 20 years. DDD was actively engaged in this process with RTA leadership and consultants to ensure input and alignment with DDD goals and initiatives. DDD will continue to be engaged as RTA moves forward to prioritize, fund and implement elements of the SMP.



## **PUBLIC AFFAIRS ACCOMPLISHMENTS 2019**

- Participated with key transportation safety stakeholders in the successful implementation Safe Streets for Everyone Program, led by the RPC. The campaign will educate and promote New Orleans Community on issues relative to walking, bicycling and driving to promote behaviors that improve safety on our roadways.
- In partnership with the Arts Council successfully implemented programming events to activate Duncan Plaza.
- Led efforts with Arts Council and DDD team and OJB to host a series of community engagement meetings and stakeholder meetings to secure city-wide input for programming and design elements for Southwest Heart of Community Project and Duncan Plaza redevelopment.
- Worked with state and federal elected officials and staff as well as economic development and business leaders to draft and introduce legislation to create a Louisiana Medical Research Fund which will leverage academic medical center assets.



## **PUBLIC AFFAIRS ACCOMPLISHMENTS 2019**

- Partnered with local, regional and national behavioral health leaders, attorneys and judges to educate community and key stakeholders on benefits of implementing Assistive Outpatient Treatment program for New Orleans. As a result of these efforts, a local AOT workgroup was formed and a pilot AOT program will be implemented in Civil District Court October 2018.
- Aligned homeless service providers to leadership of Low Barrier Shelter operator START to ensure ongoing and robust resources and services for homeless individuals served.
- Partnered with the Greater New Orleans Housing Alliance (GNOHA) in ensuring inclusionary housing legislation was not adopted in 2017 legislative session. Governor Edwards vetoed the Bill.



## COMMUNICATIONS OBJECTIVES 2020

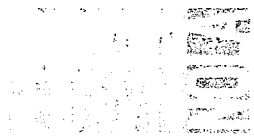
***Mission: Publicize and promote DDD and Downtown NOLA successes and priorities and establish Downtown as the premier destination for living, working and visiting.***

- **Messages**
- Economic development and quality of life are key elements to a prosperous New Orleans. The neighborhoods of Downtown NOLA continue to shine with more and more people choosing to work, eat, play and live Downtown. It is Louisiana's largest employment center with over 67,000 jobs.
- Downtown NOLA has established itself as the epicenter of innovation and creativity, making it a sought-out destination for entrepreneurs, investors and businesses. The DDD along with its Downtown partners continues to work to build and support a creative economy Downtown.
- Downtown NOLA continues to grow as a shopping destination, offering consumers a unique shopping experience with its many national retailers including Louis Vuitton, Neiman Marcus and Nordstrom's, its 63 sidewalk cafes, 175 restaurants and bars, 23 museums and galleries and of course, there is the main attraction - the renaissance of the historic Canal Street with Tiffany's, True Religion and MAC cosmetics with more expected.



## COMMUNICATIONS OBJECTIVES 2020

- For over 45 years the DDD has been proud to be part of the prosperous development of Downtown New Orleans. We look forward to our continued work with our Downtown partners as we maintain our efforts to keep driving and maintaining the successful development of Downtown.
- **General Outreach/Engagement**
- Promote the success of Downtown neighborhoods through a focus on the distinctive character and features of each
- Work with DDD departments and City Officials to promote the benefits of the Low Barrier Shelter, Assisted Outpatient (AOT) and the new sobering center
- Promote Canal Street Catalyst, LLC success and Canal Street investments
- Promote Legacy Park
- Promote the redevelopment and programming in Duncan Plaza
- Work with Downtown partners to continue the development and promotion of the Downtown NOLA Saturday Shopping Spree
- Conduct 2020 follow-up stakeholder/market research study
- Update DDD Brochure



## COMMUNICATIONS OBJECTIVES 2020

- Promote *Make Change NOLA: A Better Way to Give*
- Work with Mayor's Office, City Council, United Way, service providers, community organizations, business community, et al
- Encourage aid to effect positive outcomes for those in need
- Promote the beneficiary agencies assisted by funds donated by the public
- Measure impact on public begging
- Plan, execute and promote the 9<sup>th</sup> Annual Downtown NOLA Awards
- Target audience attendance of 250
- Increase and promote positive achievements and actions by Downtown stakeholders
- Plan, execute and promote the 2020 Annual Canal Street: Home for the Holidays events – Canal Street Lighting Ceremony, Krewe of Jingle Parade, Movies on the Mississippi and Reindeer Run & Romp
- Highlight the richness and nostalgia of the Downtown holiday experience
- Plan, execute and promote Downtown NOLA Saturday Shopping Spree

## COMMUNICATIONS OBJECTIVES 2020

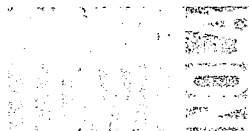
- Engage consumers in the Downtown shopping experience
- Spotlight Downtown retailers
- Promote the benefits of public investment in academic medicine and medical research
- Work with Economic Development to plan, execute and promote DDD's participation in New Orleans Entrepreneur Week and other Arts-Based businesses Initiatives
- **Media**
- Continue and enhance DDD's role as the primary source for Downtown news stories
- Secure and develop relationships with key members of the media including reporters and influencers
- Produce DDD long-form feature e-news stories promoting Downtown





## COMMUNICATIONS OBJECTIVES 2020

- **Digital Media**
- Increase social media channels followers by 10%
- Provide tweeting from key DDD and Downtown events
- Provide posts regarding Downtown development projects
- Provide posts promoting Downtown stakeholders
- Provide Instagram postings of key Downtown images
- Refresh/Update DDD website
- Continue to improve DDD Search Engine Optimization and increase the visibility of DDD website in search engine results
- Continue to establish DDD's website as a key resource center for Downtown
- DDD videos/images
- Produce an updated Downtown NOLA compilation video
- Produce feature packages of DDD events and Downtown development



## **PUBLIC AFFAIRS OBJECTIVES 2020**

- Maintain and strengthen relationships with the Mayor's administration, City Council Members & staff to ensure collaboration.
- Educate, advocate, and partner with elected officials, economic development organizations, business leaders and Louisiana university and college leaders to create policies which will support growth of academic medicine Downtown. This includes strengthening federal state, local and private investment in Louisiana medical research to fully leverage academic medical center assets.
- Strengthen partnerships with homeless and mental health service providers to ensure alignment and resources to support and strengthen the effectiveness of the Low Barrier Shelter and DDD homeless outreach program. This includes continuous support of ongoing efforts in the development of a City sobering facility, assistive outpatient treatment program and other services to address critical service needs impacting Downtown.



## **PUBLIC AFFAIRS OBJECTIVES 2020**

- Work with the City administration, RTA, and other partners to ensure the construction of a Downtown transit terminal and ferry terminal that create a high-quality experience for riders and Downtown stakeholders
- Work closely with City, RTA and Regional Planning Commission leaders to ensure transit priorities are in alignment with DDD strategic priorities for quality transportation and urban mobility needs. This includes coordination with New LINKS initiative, Regional Transit Authority's Strategic Mobility Plan and City's Move NOLA initiatives
- Provide continued support for pedestrian-bicycle friendly upgrades to Downtown infrastructure.
- Establish and strengthen strategic partnerships to support affordable housing Downtown in a way that expands overall housing supply and ensures continued robust Downtown development and revitalization.



## **PUBLIC AFFAIRS OBJECTIVES 2020**

- Facilitate stakeholder engagement and land use policy that supports investment in the programming, redesign, development and management of a first class, innovative park and green space to expand system of Downtown parks and open space.
- Work with partners to educate and advocate to preserve and extend state and federal historic tax credits



**Downtown Development District  
2020 Proposed Budget  
(As of September 10, 2019)**

Line #	Description	10/25/2019 12:40 Adopted Budget 2019	06/30/19 YTD Actual	Projected 2019 Actual	Proposed Budget 2020	% Change Budget 2019 - 2020	Variance 2020 Budget to 2019 Projected	Variance Budgets 2019 -2020
181	<b>6. Communications</b>							
182	Personnel Costs (05)							
183	Salaries & Wages	257,062	121,857	249,608	263,172	2.4%	13,564	6,110
184	Payroll Taxes	19,948	9,674	19,461	20,159	1.1%	698	211
185	Insurance	26,640	13,190	26,376	29,018	8.9%	2,642	2,378
186	Workers' Compensation	668	334	665	658	-1.6%	(7)	(10)
187	Retirement	15,424	7,665	15,330	15,790	2.4%	460	366
188	Parking	2,700	1,350	2,700	2,700	0.0%	-	-
189	Fitness Center	-	-	-	-	#DIV/0!	-	-
190	<b>Total</b>	<b>322,442</b>	<b>154,070</b>	<b>314,140</b>	<b>331,497</b>	<b>2.8%</b>	<b>17,357</b>	<b>9,055</b>
191								
192	Holiday Event	180,900	16,458	190,192	186,350	3.0%	(3,842)	5,450
193	DDD Events	40,000	2,577	39,480	37,029	-7.4%	(2,451)	(2,971)
194	Sponsored Events	38,000	8,610	32,240	32,000	-15.8%	(240)	(6,000)
195	Donor Relations	-	-	-	-	#DIV/0!	-	-
196	Digital Media	31,500	13,054	27,182	51,400	63.2%	24,218	19,900
197	Communications	26,000	8,058	11,406	10,200	-60.8%	(1,206)	(15,800)
198	Miscellaneous	8,530	631	1,426	5,768	-32.4%	4,342	(2,762)
199	Research	-	-	-	60,000	#DIV/0!	60,000	60,000
200	Public Affairs	31,330	6,885	26,061	54,460	73.8%	28,399	23,130
201	<b>Total Communications</b>	<b>678,702</b>	<b>210,343</b>	<b>642,127</b>	<b>768,704</b>	<b>13.3%</b>	<b>126,577</b>	<b>90,002</b>

## **FINANCE & ADMINISTRATION ACCOMPLISHMENTS 2019**

- New funding obtained for Homeless programs and Staff Development.
- Maintained the participation of DBE-certified firms in the provision of services and materials to the DDD. Two major contracts are now being serviced by prime DBEs. Pinnacle Security and Investigations – Private Security Patrol and Twin Shores Landscape and Construction Services – Sidewalk Tree Maintenance .



## **FINANCE & ADMINISTRATIVE OBJECTIVES 2020**

- Work with the Communications Department to secure new recurring, sustainable sponsorship funding sources for individual projects & activities.
- Ensure the implementation of individualized professional development plans for entire staff.
- Maintain and expand participation of DBE-certified firms in the provision of services and materials to the DDD.



**Downtown Development District  
2020 Proposed Budget  
(As of September 10, 2019)**

10/25/2019 12:40

Line #	Description	Adopted Budget 2019	06/30/19 YTD Actual	Projected 2019 Actual	Proposed Budget 2020	% Change Budget 2019 - 2020	Variance 2020 Budget to 2019 Projected	Variance Budgets 2019 -2020
203	<b>7. Administration</b>							
204	Personnel Items							
205	Salaries & Wages	492,090	219,342	472,835	528,178	7.3%	55,343	36,088
206	Payroll Taxes	36,415	16,647	32,728	37,818	3.9%	5,090	1,403
207	Insurance (Health, Dental, STD, LTD, Life)	53,040	21,981	47,264	55,620	4.9%	8,356	2,580
208	Insurance (workers comp)	1,279	603	1,379	1,362	6.5%	(17)	83
209	Retirement Contribs (Contrib, Fees, Life)	29,525	13,820	29,789	31,691	7.3%	1,902	2,166
210	Parking (Employee subsidy only)	2,700	1,500	3,445	3,900	44.4%	455	1,200
211	Fitness Center	900	-	-	-	-100.0%	-	(900)
212	Temporary Labor	-	9,038	18,921	-	#DIV/0!	(18,921)	-
213	Payroll Processing Fees	5,775	3,389	6,135	5,950	3.0%	(185)	175
214	Total	621,724	286,320	612,496	664,519	6.9%	52,023	42,795
215								
216	Supplies & Materials							
217	General Operating Supplies	6,000	3,144	6,659	6,960	16.0%	301	960
218	Office Supplies	7,200	4,648	9,048	9,000	25.0%	(48)	1,800
219	Total	13,200	7,792	15,707	15,960	20.9%	253	2,760
220								
221	Equipment, Property and Maintenance							
222	Copier Lease Payments	4,260	2,433	4,563	4,563	7.1%	-	303
223	Repairs & Maintenance	-	-	-	-	#DIV/0!	-	-
224	Total	4,260	2,433	4,563	4,563	7.1%	-	303
225								
226	Office Space							
227	Miscellaneous	-	74	74	-	#DIV/0!	(74)	-
228	Rent	147,055	71,432	144,933	148,500	1.0%	3,567	1,445
229	Repairs & Maintenance	1,200	931	1,688	1,740	45.0%	52	540
230	Telephone	11,400	5,797	11,705	12,240	7.4%	535	840
231	Utilities	4,150	1,429	3,556	4,500	8.4%	944	350
232	Total	163,805	79,663	161,956	166,980	1.9%	5,024	3,175
233								
234	Operations							
235	Accounting Services	23,000	17,000	26,750	27,000	17.4%	250	4,000
236	Advertising	-	-	672	-	#DIV/0!	(672)	-
237	Bank Service Charges	2,280	1,188	2,409	2,460	7.9%	51	180
238	Board Development	8,000	5,756	8,914	8,500	6.3%	(414)	500
239	Computer Equipment & Supplies	-	-	305	-	#DIV/0!	(305)	-
240	Computer Software	1,800	-	-	-	-100.0%	-	(1,800)
241	Computer Support	31,800	17,578	33,592	32,100	0.9%	(1,492)	300
242	Courier Services	-	-	-	-	#DIV/0!	-	-
243	Employee Recruitment	1,800	1,654	2,232	2,400	33.3%	168	600
244	Employee Relocation	-	-	-	-	#DIV/0!	-	-
245	Equipment & Small Tools	-	-	-	-	#DIV/0!	-	-
246	Equipment Rental	712	372	736	740	3.9%	4	28
247	Events & Functions	-	-	-	-	#DIV/0!	-	-
248	Insurance - Auto Coverage	6,048	3,150	6,300	6,360	5.2%	60	312



**Downtown Development District  
2020 Proposed Budget  
(As of September 10, 2019)**

10/25/2019 12:40

Line #	Description	Adopted Budget 2019	06/30/19 YTD Actual	Projected 2019 Actual	Proposed Budget 2020	% Change Budget 2019 - 2020	Variance 2020 Budget to 2019 Projected	Variance Budgets 2019 -2020
249	Insurance - Commercial Package	75,600	36,050	72,096	72,300	-4.4%	204	(3,300)
250	Insurance - Director & Officer	7,200	3,863	7,728	7,800	8.3%	72	600
251	Legal Services	120,000	26,595	81,036	90,000	-25.0%	8,964	(30,000)
252	Meals & Entertainment	1,500	224	600	1,200	-20.0%	600	(300)
253	Meetings - External	600	121	270	600	0.0%	330	-
254	Meetings - Internal	300	109	465	300	0.0%	(165)	-
255	Mileage/Cabfare/Tolls	600	91	241	600	0.0%	359	-
256	Miscellaneous	240	85	223	240	0.0%	17	-
257	Office Relocation	-	-	-	-	#DIV/0!	-	-
258	Organization Fees/Dues	6,400	3,408	6,706	6,070	-5.2%	(636)	(330)
259	Parking	180	36	105	180	0.0%	75	-
260	Penalties & Interest	-	185	185	-	#DIV/0!	(185)	-
261	Permits & Licenses	-	15	15	25	#DIV/0!	10	25
262	Postage & Express Mail	2,000	500	1,000	1,500	-25.0%	500	(500)
263	Printing	1,000	645	1,349	1,050	5.0%	(299)	50
264	Professional Services	14,760	240	689	14,400	-2.4%	13,711	(360)
265	Publications & Subscriptions	1,100	827	1,002	830	-24.5%	(172)	(270)
266	Radios/Cellular Telephones	2,100	1,007	2,014	2,100	0.0%	86	-
267	Repairs & Maintenance	-	-	-	-	#DIV/0!	-	-
268	Staff Development/Conferences	8,500	3,520	7,520	7,525	-11.5%	5	(975)
269	Travel	11,500	8,175	14,398	7,500	-34.8%	(6,898)	(4,000)
270	Uniforms	2,000	-	1,000	2,000	0.0%	1,000	-
271	Total	331,020	132,394	280,552	295,780	-10.6%	15,228	(35,240)
272								
273	<b>Total Administration</b>	<b>1,134,009</b>	<b>508,602</b>	<b>1,075,274</b>	<b>1,147,802</b>	<b>1.2%</b>	<b>72,528</b>	<b>13,793</b>

**Sabrina Smith**

---

**From:** GNO Legals <gnolegals@theadvocate.com>  
**Sent:** Tuesday, October 1, 2019 02:24 PM  
**To:** Sabrina Smith  
**Subject:** RE: Budget Public Hearing Notice

*Received,  
Thank you*

*Please note if you have requested an affidavit, the processing time is 7-10 business days from the last date of publication*

**THE ADVOCATE**

---

BATON ROUGE · NEW ORLEANS · ACADIANA

*Shelley Calloni*

Public Notices Representative

[legal.ads@theadvocate.com](mailto:legal.ads@theadvocate.com)  
[www.theadvocate.com](http://www.theadvocate.com)

Tel: (225) 388-0128

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80

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**From:** Sabrina Smith <ssmith@downtownnola.com>  
**Sent:** Tuesday, October 1, 2019 2:09 PM  
**To:** GNO Legals <gnolegals@theadvocate.com>  
**Subject:** RE: Budget Public Hearing Notice

Thank you so very much. It is rare that this happens. Yes we do need an affidavit.



**Sabrina D. Smith**  
Finance & Administration Manager

201 St. Charles Ave., Ste 3912  
New Orleans, LA 70170  
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**From:** GNO Legals <[gnolegals@theadvocate.com](mailto:gnolegals@theadvocate.com)>  
**Sent:** Tuesday, October 1, 2019 2:08 PM  
**To:** Sabrina Smith <[ssmith@downtownnola.com](mailto:ssmith@downtownnola.com)>; GNO Legals <[gnolegals@theadvocate.com](mailto:gnolegals@theadvocate.com)>  
**Subject:** RE: Budget Public Hearing Notice

We can accept it this time but that may not always be the case in the future

Is an affidavit needed?

*Received,  
Thank you*

*Please note if you have requested an affidavit, the processing time is 7-10 business days from the last date of publication*

## THE ADVOCATE

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*Shelley Calloni*

Public Notices Representative

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**From:** Sabrina Smith <[ssmith@downtownnola.com](mailto:ssmith@downtownnola.com)>  
**Sent:** Tuesday, October 1, 2019 2:07 PM  
**To:** GNO Legals <[gnolegals@theadvocate.com](mailto:gnolegals@theadvocate.com)>  
**Subject:** RE: Budget Public Hearing Notice  
**Importance:** High

I know this is down to the wire and I hope it is not too late to run the notice. Let's go with it for Friday and Wednesday!  
Please reply to let me know.



**Sabrina D. Smith**  
Finance & Administration Manager

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**Sent:** Tuesday, October 1, 2019 12:09 PM  
**To:** Sabrina Smith <[ssmith@downtownnola.com](mailto:ssmith@downtownnola.com)>  
**Cc:** GNO Legals <[gnolegals@theadvocate.com](mailto:gnolegals@theadvocate.com)>  
**Subject:** RE: Budget Public Hearing Notice

Our deadlines are attached  
Should what you emailed be published?  
Please note that nothing will publish until we hear back from you

## THE ADVOCATE

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*Shelley Calloni*

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**From:** Sabrina Smith <[ssmith@downtownnola.com](mailto:ssmith@downtownnola.com)>  
**Sent:** Tuesday, October 1, 2019 10:56 AM  
**To:** GNO Legals <[gnolegals@theadvocate.com](mailto:gnolegals@theadvocate.com)>  
**Subject:** Budget Public Hearing Notice

Good morning – What is the absolute latest I can send the final confirmation to you to make it in Friday's edition?

The Downtown Development District (DDD) would like to run the attached public notice for our 2020 Annual Budget & Work Plan in The New Orleans Advocate on Friday, October 4 and Wednesday, October 9, 2019.

Our account number is 9330 and we ask that you reference purchase order 9256-2019 for billing. Please reply to this email with the cost of the notice and affidavit.

Do not hesitate to contact me at 504-620-9293 with any questions and as always thank you for your assistance.

Sabrina



**Sabrina D. Smith**  
Finance &  
Administration  
Manager

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## **Appendix – Tax Rolls Certification Letter**

The following items were not available from the Board of Review, Orleans Parish upon the printing of this booklet. This information is normally made available at the end of October.

The DDD staff will continue to pursue this information from the Board of Review. As it is received it will be forwarded to the members of the Board and placed into the 2020 budget book.

1. Letter Certifying 2020 Tax Rolls to Louisiana Tax Commission
2. 2020 Assessor Certification Letters List

# Downtown Development District Boundaries New Orleans, Louisiana



**Downtown Development District of the City of New Orleans  
Enabling Legislation**

**RS 33:2740.3**

§2740.3. The Downtown Development District of the City of New Orleans; creation, composition, and powers; preparation of plans; levy of ad valorem taxes and issuance of bonds

A. There shall be, and there hereby is, created a special taxing district within the city of New Orleans comprised of all the territory within the following prescribed boundaries:

The point of beginning shall be at the intersection of the east bank of the Mississippi River and the Mississippi River Bridge approaches and Pontchartrain Expressway: thence continuing along the upper line of the Pontchartrain Expressway right-of-way less and except ramp areas, and in a northwesterly direction to the lake side right-of-way line of Claiborne Avenue; thence northeasterly along the lake side of said right-of-way line of Claiborne Avenue to the lower right-of-way line of Iberville Street; thence along the said lower right-of-way line of Iberville Street to the east bank of the Mississippi River; thence continuing along the east bank of said river to the upper right-of-way line of the Mississippi River Bridge approaches and Pontchartrain Expressway, being the point of beginning.

The said special taxing district shall be known as, and is hereby designated The Downtown Development District of the City of New Orleans hereinafter in this Section referred to as the district, said creation to be effective January 1, 1975.

B. The council of the city of New Orleans, or its successor exercising the legislative powers of said city hereinafter referred to, collectively, as the "city council," shall have such power and control over, and responsibility for, the functions, affairs and administration of the district as are prescribed.

C. In order to provide for the orderly planning, development, acquisition, construction and effectuation of the services, improvements and facilities to be furnished by the district, and to provide for the representation in the affairs of the district of those persons and interests immediately concerned with and affected by the purposes and development of the district, there is hereby created a board of commissioners for the district hereinafter referred to as the "board".

D.(1) The board shall be composed of eleven members, at least nine of whom shall be qualified voters of the city of New Orleans, and shall have their principal place of business in, or own property in, the Downtown Development District. Such members shall possess additional qualifications and shall be appointed as follows:

(a) Nine of the members shall be appointed by the mayor with the approval of the city council, provided, however, that the mayor will select five of such members from a list of eight nominees named by the New Orleans Area Council of the New Orleans Regional Chamber of Commerce, or its successor.

(b) The members of the board initially appointed by the mayor shall be appointed as follows: two members for one year each, two members for two years each, two members for three years each, two members for four years each, and one member for five years, the length of the term for each individual appointed to be determined by lot. They shall serve until their successors have been appointed and qualified.



(c) The members of the board thereafter appointed by the mayor upon the expiration of the respective terms of the initial appointees shall be selected and appointed in accordance with the procedures herein prescribed for the selection and appointment of the original members for the term of five years. However, vacancies shall be filled from nominations submitted by the New Orleans Area Council of the New Orleans Regional Chamber of Commerce in the following manner. The mayor shall select and appoint one of two names submitted to him by such council for each of the five vacancies for which the council is to submit nominees. If the selection and appointment by the mayor does not take place within thirty days following submission of the nominees by the New Orleans Area Council of the New Orleans Regional

Chamber of Commerce, the selection and appointment shall be made by the city council. Any vacancy which occurs prior to the expiration of the term for which a member of the board has been appointed shall be filled in accordance with the procedures as set forth herein. However, the New Orleans Area Council of the New Orleans Regional Chamber of Commerce may submit additional nominees to either the mayor or the city council, as applicable, until all vacancies pursuant to this Subsection are filled.

(2)(a) Two members shall be jointly appointed by the state senators and state representatives who represent the district in such manner that both members are residents of the district and at least one member has his principal place of business in the district.

(b) Vacancies from among the members appointed by the state senators and state representatives who represent the district shall be filled by the state senators and state representatives who represent the district.

(c) The members of the board of commissioners of the Downtown Development District of the City of New Orleans appointed pursuant to this Paragraph shall serve a five-year term and until their successors have been appointed and qualified. Thereafter they shall serve terms that are concurrent with those of the legislators who made the appointment.

(3) As soon as practicable after their appointment, the board shall meet and elect from their number a chairman, a vice chairman, a treasurer, and such other officers as it may deem appropriate. A secretary of the board may be selected from among the members or may be otherwise selected or employed by the board. The duties of the said officers shall be fixed by bylaws adopted by the board. The board shall adopt such rules and regulations as it deems necessary or advisable for conducting its business and affairs, and shall engage such assistants and employees as is needed to assist the board in the performance of its duties. It shall hold regular meetings as shall be provided by its bylaws and may hold special meetings at such time and places within or without the districts as may be prescribed in its rules or regulations. A majority of the members of the board shall constitute a quorum for the transaction of business. The board shall keep minutes of all regular and special meetings and shall make them available to the public in conformance with law. The members of the board shall serve without compensation; however, they shall receive travel allowance as reimbursement for expenses incurred while attending to the business of the district.

E.(1) The board shall prepare, or cause to be prepared, a plan or plans (such plan or plans, and the plan provided for in Subsection F of this Section, being hereinafter referred to, collectively, as the plan) specifying the public improvements, facilities and services proposed to be furnished, constructed or acquired for the district, and it shall conduct such public hearings, publish such notice with respect thereto and disseminate such information as it in the exercise of its sound discretion may deem to be appropriate or advisable and in the public interest.

(2) Any plan may specify and encompass any public services, capital improvements and facilities which the city of New Orleans is authorized to undertake, furnish or provide under the constitution and laws of the state of Louisiana, and such specified public services, improvements and facilities shall be, and shall for all purposes be deemed to be, special and in addition to all services, improvements and facilities which the city of New Orleans is then furnishing or providing, or may then, or in the future, be obligated to furnish or provide with respect to persons or property within the boundaries of the district.

(3) Any plan shall include (a) an estimate of the annual and aggregate cost of acquiring, constructing or providing the services, improvements or facilities set forth therein; (b) the proportion of the tax to be levied on the taxable real property within the district which is to be set aside and dedicated to paying the cost of furnishing specified services, and the proportion of such tax to be set aside and dedicated to paying the cost of capital improvements, or paying the cost of debt service on any bonds to be issued to pay the cost of capital improvements, such proportions, in each case, to be expressed in numbers of mills; and (c) an estimate of the aggregate number of mills required to be levied in each year on the taxable real property within the district in order to provide the funds required for the implementation or effectuation of the plan for furnishing the services specified and for capital improvements or debt service, or both.

(4) The board shall also submit the plan to the planning commission of the city of New Orleans. Said planning commission shall review and consider the plan in order to determine whether or not it is consistent with the comprehensive plan for the city of New Orleans, and shall within thirty days following receipt thereof submit to the city council its written opinion as to whether or not the plan or any portion or detail thereof is inconsistent with the comprehensive plan for the city, together with its written comments and recommendations with respect thereto.

(5) After receipt of the plan together with the written comments and recommendations of the city planning commission, the city council shall review and consider the plan, together with such written comments and recommendations. The city council may by a majority vote of its members adopt or reject the plan as originally submitted by the board, or it may alter or modify the plan or any portion or detail thereof, but only by a majority vote of all of its members. If the plan as originally submitted by the board is adopted by the majority vote of the city council, it shall become final and conclusive and may thereafter be implemented. If, however, the city council alters or modifies the plan by a majority vote of its members, the plan as so altered or modified shall be resubmitted to the board for its concurrence or rejection. The board may concur in such modified plan by a majority vote of all of its members. If the board so votes to concur in the plan as modified by the city council, the plan shall become final and conclusive and may thereafter be implemented. If, however, the board does not concur in the plan as modified by the city council, it shall notify the city council in writing of its action. Thereafter, and as often and at such time or times as the board may deem to be necessary or advisable, it shall prepare, or cause to be prepared, a plan or plans and submit the same to the city planning commission in accordance with the same procedure hereinabove prescribed with respect to the original plan. The city planning commission shall, in turn, submit such plan, together with their written comments and recommendations, to the city council for its adoption, modification or rejection in the same manner and with the same effect as hereinabove provided with respect to the original plan.

F. The provisions of Subsection E of this Section to the contrary notwithstanding, the board may prepare and submit directly to the city council a plan or plans setting forth its intention to employ professional consultants and experts and such other advisors and personnel as it in its discretion shall deem to be necessary or convenient to assist it in the preparation of a plan or plans for the orderly and efficient

development of services and improvements within the district. Such plan shall also specify the services proposed to be rendered by such employees, an estimate of the aggregate of the proposed salaries of such

employees and an estimate of the other expenses of the board required for the preparation of such plan or plans, together with a request that a tax, within the limits hereinafter in this Section prescribed, in an amount sufficient to cover the costs of such salaries and expenses be levied on the real property within the district. The city council shall review and consider such plan within thirty days following the submission to it by the board, and shall adopt or reject such plan by a majority vote of its members. If the city council adopts such a plan, it shall become final and conclusive and the tax shall be levied as hereinafter provided. If the city council rejects the plan, it shall notify the board of its action, and the board may again and from time to time prepare and submit to the city council for its review, consideration, adoption or rejection in accordance with the procedures provided for in this Paragraph, a plan setting forth the matters hereinabove in this Section prescribed.

G. If no plan is finally and conclusively adopted in accordance with the procedures prescribed in this Section within ten years from and after January 1, 1975, all power and authority conferred hereby shall lapse, the district shall be dissolved and all power and authority incident thereto shall become null and void as a matter of law; provided that, in such event, all obligations, contractual or otherwise, incurred by the district during its existence shall survive and shall be fully enforceable in accordance with their terms.

H.(1) All services to be furnished within the district pursuant to any plan finally and conclusively adopted hereunder, shall be furnished, supplied, and administered by the city of New Orleans through its regularly constituted departments, agencies, boards, commissions, and instrumentalities as appropriate in the circumstances; and all capital improvements and facilities to be acquired, constructed, or provided within the district, whether from the proceeds of bonds or otherwise, shall likewise be so acquired, constructed, or provided by the city of New Orleans through its regularly constituted departments, agencies, boards, commissions, and instrumentalities as appropriate in the circumstances, it being the intention hereof to avoid absolutely the duplication of administrative and management efforts and expense in the implementation of any plan adopted for the benefit of the district.

(2) In order to provide such services and/or provide, construct, or acquire such capital improvements or facilities the board may enter into contracts with the city of New Orleans. The cost of any such services, capital improvements, and facilities shall be paid for to the city of New Orleans from the proceeds of the special tax levied upon real property within the district as herein provided, or from the proceeds of bonds, as the case may be.

(3) However, with the prior approval of the mayor and the city council, when the service sought is not ordinarily provided by the city of New Orleans, the board may contract with other entities in accordance with the approval of the mayor and the city council for such services. The cost of such specially contracted services shall be paid for by the board with its funds budgeted therefor.

I. The city council, in addition to all other taxes which it is now or hereafter may be authorized by law to levy and collect, is hereby authorized to levy and collect as hereinafter specifically provided for a term not to exceed fifty years from and after the date the first tax is levied pursuant to the provisions of this Section, in the same manner and at the same time as all other ad valorem taxes on property subject to taxation by the city are levied and collected, a special ad valorem tax upon all taxable real property situated within the boundaries of the core area development district. The number of mills hereby authorized shall be computed by dividing the number of mills levied and collected by the city of New Orleans for general operating purposes for the year 1977 into the number of mills levied and collected by the city of New Orleans for general operating purposes for the year 1978 and multiplying the result by

ten. No such tax shall be levied until a plan requiring or requesting the levy of a tax is finally and conclusively adopted in accordance with the procedures prescribed in this Section. The proceeds of said tax shall be used solely and exclusively for the purposes and benefit of the district. Said proceeds shall be paid over to the Board of Liquidation, City Debt, day by day as the same are collected and received by the appropriate officials of the city of New Orleans and maintained in a separate account. Said tax proceeds shall be paid out by the Board of Liquidation, City Debt, solely for the purposes herein provided upon warrants or drafts drawn on said Board of Liquidation, City Debt, by the appropriate officials of the city and the treasurer of the district.

J.(1) The city of New Orleans, when requested by resolution adopted by the vote of a majority of the members of the board, approved by a resolution of the city council adopted by a majority vote of its members, and by resolution adopted by the vote of a majority of the members of the Board of Liquidation, City Debt, shall have power and is hereby authorized to incur indebtedness for and on behalf and for the sole and exclusive benefit of the district, and to issue at one time, or from time to time, negotiable bonds, notes and other evidences of indebtedness herein referred to collectively as bonds of the city of New Orleans, the principal of, premium if any, and interest on which shall be payable solely from the proceeds of the special tax authorized, levied and collected pursuant to the provisions of this section for the purpose of paying the cost of acquiring and constructing capital improvements and facilities within the district. Such bonds shall not constitute general obligations of the city of New Orleans, nor shall any property situated within the city other than property situated within the boundaries of the district be subject to taxation for the payment of the principal of, premium if any, and interest on such bonds.

Furthermore, any indebtedness incurred by the city of New Orleans for and on behalf and for the benefit of the district pursuant to the provisions of this Section, whether evidenced by bonds, notes or other evidences of indebtedness, or otherwise, shall be excluded in determining the power of the city of New Orleans to incur indebtedness and to issue its general obligation bonds. The principal amount of such bonds which may be outstanding and unpaid at any one time shall never exceed the sum of fifty million (50,000,000) dollars. The proceeds derived from the sale of all such bonds shall be paid over to the appropriate officials of the city of New Orleans and shall be disbursed solely for the purposes and benefit of the district. All such bonds shall be sold by the Board of Liquidation, City Debt, and shall bear such rate or rates of interest, and shall, except as herein otherwise specifically provided, be in such form, terms and denominations, be redeemable at such time or times at such price of or prices, and payable at such times and places, within a period of not exceeding fifty years from the date thereof, as the Board of Liquidation, City Debt, shall determine.

(2) Said bonds shall be signed by the mayor of the city of New Orleans and the director of finance of the city of New Orleans, or officers exercising a similar function, and countersigned by the president or vice president and the secretary or assistant secretary of the Board of Liquidation, City Debt, provided that in the discretion of the Board of Liquidation, City Debt, all but one of said signatures may be in facsimile, and the coupons attached to said bonds shall bear the facsimile signatures of said director of finance and said secretary or assistant secretary. In case any such officer whose signature or countersignature appears upon such a bond or coupon shall cease to be such officer before delivery of said bonds or coupons to the purchaser, such signature or countersignature shall nevertheless be valid for all purposes. The cost and expense of preparing and selling said bonds shall be paid from the proceeds thereof.

(3) The resolution of the Board of Liquidation, City Debt, authorizing the issuance and sale of such bonds and fixing the form and details thereof, may contain such other provisions, not inconsistent nor in conflict with the provisions of this Section, as it may deem to be necessary or advisable to enhance the marketability and acceptability thereof by purchasers and investors, including, but without limiting the generality of the foregoing, covenants with bondholders setting forth (a) conditions and limitations on the issuance of additional bonds constituting a lien and charge on the special tax levied on real property

Notes:

A series of 20 horizontal lines for writing notes, arranged in two columns of ten lines each.

Notes:

93

A series of 20 parallel horizontal lines, evenly spaced, intended for writing notes. The lines are black and extend across most of the width of the page.

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