

**Downtown Development District
2023 Budget Notes
October 4, 2022**

1. DDD Events (Line 59) – Sponsorships and ticket sales from the DowntownNOLA Awards program in the amount of \$21,000 and the sponsorships for the Holiday Events in the amount of \$75,000.
2. Sponsorships/Donations/Grants (Line 61) – Wisner Grant funding from the City of New Orleans.
3. Interest Earned (Line 62) – 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.
4. Banner Deposits / Miscellaneous Revenue (Line 63) – 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 usage of the banners for the following events among others: Sugar Bowl, French Quarter Festival, Jazz and Heritage Festival, Essence Festival, Bayou Classic and Pelicans Basketball. Monthly revenues generated through pressure washing the RTA transit shelters in the amount of \$4,900 per month are included. Additionally, a \$15,000 LWCC dividend for workers' comp insurance is included.
5. Ad valorem Taxes, gross (Line 67) – 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 2023 tax revenue projection is

based on 15.0% increase in property value assessments. This reflects the addition of new properties to the tax rolls, such as the Four Seasons and Virgin Hotels, the assessor removed the COVID reductions on all Class A and B office buildings and many hotel had their values raised to the 2020 values. The millage proposed is 17.12 mills, which would fund another year of the Stormwater Infrastructure Plan in full and operations. We have assumed a collection rate equal to historical average of 95%..

6. DDD Infrastructure Fund Ad Valorem (Line 68) — The amount of additional gross tax revenue needed to produce \$1,250,000 of net revenue after statutory Assessor and City of New Orleans fees are deducted. This requires 2.18 mills, of the total 17.12 mills.
7. Collection Fees & Assessors Fees (Line 69) – 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 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.
8. Interest on Investments (Line 70) – 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 based on competitive interest rates and terms of maturity.

9. Personnel Costs (Line 85) –The Public Space Operations Department will be comprised of three (3.0) Full-Time Equivalent (FTEs), wages and salaries for the department are being increased by 5% above the 2022 levels.
10. Landscaping (Line 91) - 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 and additional landscaping at the Crown Act Mural
11. Sidewalk Tree Maintenance/Replacement (Line 92) – The monthly contract covers pruning, weeding of tree wells and arborist services has been maintained at the same level. 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 \$40,000 has been budgeted for treatment and tree replacement costs related to the spread of Texas Palm disease and \$20,000 for replacement of missing trees.
12. Parks & Open Space (Line 93) – WiFi service and programming at Legacy Park and elsewhere. Includes \$50,000 in Wisner Grant funding.
13. Trash Receptacles (Line 97) – Replacement of damaged liners and bases, and refurbishment of up to 50 cans, as needed.
14. Banners (install/replaces) (Line 98) - The DDD manages a system of 437 poles. When the system is not in use by outside parties, the DDD will display general Downtown promotional banners. Additional cost has been budgeted for the repair of broken banner poles and brackets as they age.
15. Holiday Lighting (Line 99) – Decorations were displayed in 2022, so this expense is for the removal in January and installation at the end of 2023 with the addition of some new decorations for 2023.

16. Sidewalk Improvements (Line 104) – Funds for sidewalk improvement grants.
17. Sidewalk Cleaning Contracted Services (Line 109) – This is the cost of 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.
18. Special Event Clean Up (Line 111) – Through the year the DDD provides concentrated services to particular areas of the district affected by Downtown events. The cost includes \$50,000 for contractors for Mardi Gras and \$45,000 for the 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.
19. Graffiti (Line 112) – Funding for program to remove graffiti on private property.
Includes \$50,000 in Wisner Grant Funding.
20. Surveillance Cameras (Line 113) – This provides funding for approximately twelve (12) installation projects.
21. Truck, Storage, Staff Development (Line 117) – 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. Upgrade to District 360 software to integrate with the City's 311 system.

H. Attendance at IDA Conference by the Director.

22. Personnel Costs (Line 131) – The Public Safety Department is budgeted for twenty-three (23.0) FTEs including the Public Safety Manager and Captains. For the 2023 Budget, all wages and salaries are being increased by 5.0% over the 2022 levels. 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.

23. Public Safety Rangers (Line 133) – 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.

24. Police Detail Services (Line 136) – The budget for 2023 represents the cost of normal police detail, which is limited by the staffing shortage at NOPD. The police detail is at a rate of \$38.25 per hour for all shifts Monday - Friday and \$50.58 per hour all day Saturday, Sunday and Holidays.

25. Private Security Services (Line 137) - The budget for 2023 represents the cost of the private security detail provided by Pinnacle Security, which currently is intended to consist of a 24-hour a day patrol in the District west of Poydras and two sixteen

hour walking patrols on Canal Street; as well as Vets Securing America, which is currently intended to provide 2 sixteen hour patrols in the District east of Poydras. Deployment coverage is intended to be dynamic and based on service needs.

26. Code Enforcement (Line 142) – CEA with the City for a dedicated Code Enforcement Inspector and a Title Researcher positions to be funded by the DDD.
27. Stakeholder Involvement (Line 143) – Includes support of Night Out Against Crime and Stakeout for Justice.
28. Miscellaneous Public Safety (Line 144) – Expenses for printing of Ranger cards and map, and quarterly meetings with security professionals. Upgrade to District 360 software to integrate with the City's 311 system.
29. Homelessness Outreach (Line 148) – The expenses for two outreach workers to work with Rangers and NOPD on homelessness outreach through our CEA with the Travelers Aid Society. Includes \$50,000 in Wisner Grant Funding for the second worker.
30. Low Barrier Shelter Operations (Line 149) - Commitment to pay the balance of our commitment to the operation of the Low Barrier Shelter planned and built by the DDD and City. This commitment runs for 5 years, effective in August 2018.
31. Personnel Costs (Line 163) – The Economic Development Department will be staffed at a level of three (3.0) FTEs, a return to pre-pandemic levels. For the 2023 Budget, all wages and salaries are being increased by 5.0%.
32. Canal Street Development (Line 165) – Merchants Association support and related work, along with ICSC retail Tradeshow registrations and travel expenses. Sponsorship in conjunction with NOLABA of booth at ICSC Tradeshow.
33. District-Wide Development (Line 166) – Funding for stakeholder meetings and related activities.

34. Job Development (Line 167) – Funding for three job fairs and allows for cooperation with other Economic Development Organizations in this area.
35. Research and Database Management (Line 168) – Cost of licenses for the various programs utilized in gathering and analyzing various economic data for public policy, business attraction/retention and program development.
36. Housing (Line 169) Funding for Affordable Housing study and related programming.
37. Administration and Meetings (Line 170) – Costs of memberships in professional organizations (i.e., Innovative Commerce Serving Communities (ICSC), Urban Land Institute, etc.), and attendance at IDA Conference by the Director.
38. Presentations and Marketing (Line 171) – Establishment of a Real Estate and Leasing Brokers Roundtable.
39. Planning Initiatives (Line 172) – Real Estate Opportunity Tours and Development Catalyst Fund. Participation in Bioscience District planning.
40. Business Retention & Recruitment (Line 177) – Creation of a Local Retail Attraction Fund to assist small businesses.
41. Façade Incentive (Line 178) – Matching grants to support \$150,000 of traditional façade projects, \$100,000 for exterior lighting on properties throughout the District to promote safety. Includes \$100,000 in Wisner Grant Funding for exterior lighting.
42. Personnel Costs (Line 186) – The Communications Department will be staffed at two (2.0) FTEs for 2023. For the 2023 Budget, all wages and salaries will be increased by 5.0%.
43. Holiday Event (Line 188) – Funding for events sponsored in conjunction with Kern Studios.
44. DDD Events (Line 189) – The DowntownNOLA Awards and Annual State of Downtown production

45. Sponsored Events (Line 190) – Sponsorships of various Downtown events and activities.
46. Digital Media (Line 192) - This category is dedicated to the DDD website, smart-phone apps, social media and measurement of communication efforts.
47. Communications (Line 193) – Redesigning and production of the DDD Brochure.
48. Personnel Costs (Line 210) – The staffing for the Administration Department will be five (5) FTEs. For the 2023 Budget, all wages and salaries, except for the CEO, are being increased by 5.0%.
49. Office Space (Line 228) - The DDD's rental expense will be returning to its normal level in 2023. The DDD's lease requires that the DDD pay for utilities, other than sewerage and water, directly and we have budgeted an average of \$1,540 a month for electricity and telephone/cable/internet services.
50. Board Development – Represents the cost of two Board members attending the IDA Conference.
51. Legal Services (Line 247) – General Legal Counsel, the anticipated resolution of litigation related to state mandated retirement obligations and any additional services needed due to the more complicated nature of projects being undertaken.
52. Organization Fees/Dues (Line 254) - 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.
53. Professional Services (Line 260) – Service fees for the escrow agent at \$6,000 and a Human Resources Consultant at \$75,000.
54. Staff Development/Conferences (Line 264) - Attendance of the Director of Finance at the Government Finance Officers Conference and the President/CEO at the IDA Conference and to fulfill his obligations to the IDA and ICSC Boards.

55. Travel (Line 265) – Travel to and accommodations at the above events. Two trips to examine best practices at BIDs in other cities.
56. Uniforms (Line 266) – Represents the need to purchase new uniform shirts and jackets for staff.
57. District Wide Capital Improvements (Line 281) – Consists of Wisner Grant funding to allow for installation of unique and creative lighting that creates a “sense of place” and enhances safety throughout the District, along with beautification projects such as public art, street improvements and signage within the BioMedical District to strengthen the brand identity and curb appeal of this priority employment area.
58. DDD Infrastructure Fund (Line 282) — Dedicated to the annual costs of the Downtown Infrastructure Plan implemented by the City of New Orleans and governed by a cooperative endeavor agreement between the DDD and the City of New Orleans that has been approved.
59. Interest Expense – Debt Service (Line 290) – This line item reflects the annual interest expense for the 2021 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.
60. Bond Proceeds (Line 300) – Funds to be utilize for the purchase of Capital Assets, as provided for on Line 310.
61. General Fund Cash Proceeds (Line 301) – The DDD held \$3,600,287 in undesignated funds at the end of 2020. We utilized \$2,500,000 in 2021 to fund the DDD Infrastructure Fund, leaving approximately \$1,100,287 in General Fund Cash at the end of 2021. The projected use of \$311,878 in 2022 will result in reserves of approximately \$788,409 at the end of 2022.

62. Debt Service - Principal (Line 309) – 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 2021 has been based on the amortization schedules provided by the Board of Liquidation with cash outlay for the DDD's bonds in December.

63. Capital Purchases (Line 310) – The following capital purchases to be made utilizing the proceeds of the Series 2021 Bond issue:

- 1) Board Room Technology Upgrades - \$38,000
- 2) Replacement Laptops (6) - \$18,000
- 3) Police Detail Vehicles (2) - \$60,000
- 4) Pick-up for Public Space Operations Manager - \$32,000
- 5) Three-wheeled bike with Tourism Info - \$4,000

**Downtown Development District
2023 Proposed Budget (17.12 mills)
(As of October 4, 2022)**

Line #	Description	12/6/2022 10:38		Proposed Budget 2023	% Change Budget 2022 - 2023	Proposed 2023												Proposed 2023 Total	Notes Line #
		Adopted Budget 2022	08/31/22 YTD Actual			Projected 2022 Actual	January	February	March	April	May	June	July	August	September	October	November		
OPERATING REVENUES																			
1	DDD Internal Sources (Concerts, State, Fed, etc.)	168,000	57,658	148,574	692,445	312.2%	14,162	59,162	49,161	77,162	48,662	59,666	47,662	67,162	58,661	93,162	79,162	38,661	692,445
2	City Sources (Ad Valorem, etc.)	8,383,935	8,044,599	8,396,737	9,838,249	17.3%	40,257	216,432	2,260,258	3,796,207	2,605,257	399,495	146,770	209,081	30,943	91,791	25,055	16,703	9,838,249
3	TOTAL OPERATING REVENUE	8,551,935	8,102,257	8,545,311	10,530,694	23.1%	54,419	275,594	2,309,419	3,873,369	2,653,919	459,161	194,432	276,243	89,604	184,953	104,217	55,364	10,530,694
OPERATING EXPENSES																			
4	Public Space Operations	3,039,446	1,439,388	2,973,288	3,406,274	12.1%	222,729	329,879	320,129	255,129	315,879	267,629	258,607	238,379	284,379	273,879	260,879	378,777	3,406,274
5	Public Safety	2,995,184	1,053,342	2,454,488	3,311,091	10.5%	240,432	237,503	253,767	238,696	237,503	479,434	335,115	238,517	238,753	238,210	238,989	334,172	3,311,091
6	Economic Development & Planning	569,506	139,063	408,793	903,391	58.6%	30,820	111,805	77,905	89,905	103,055	64,905	75,525	94,320	59,155	59,905	97,405	38,686	903,391
7	Communications	574,978	282,891	620,927	677,894	17.9%	38,064	34,064	35,564	37,064	35,064	37,064	50,827	41,664	127,564	108,064	57,564	75,327	677,894
8	Administration	1,060,898	712,439	1,100,586	1,320,598	24.5%	103,346	103,110	103,596	108,153	104,021	101,396	156,012	105,586	108,596	101,574	101,500	123,708	1,320,598
9	TOTAL OPERATING EXPENSE	8,240,012	3,627,123	7,558,082	9,619,248	16.7%	635,391	816,361	790,961	728,947	795,522	950,428	876,086	718,466	818,447	781,632	756,337	950,670	9,619,248
10	NET OPERATING INCOME (LOSS) *	311,923	4,475,134	987,229	911,446	192.2%	(580,972)	(540,767)	1,518,458	3,144,422	1,858,397	(491,267)	(681,654)	(442,223)	(728,843)	(596,679)	(652,120)	(895,306)	911,446
NON OPERATING REVENUE																			
11	Line of Credit - FBT	-	-	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-
12	Interest on Bond Proceeds	2,600	7,615	9,330	12,000	361.5%	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
13	TOTAL NON OPERATING REVENUE	2,600	7,615	9,330	12,000	361.5%	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
NON OPERATING EXPENSES																			
14	District Wide Capital Improvements	150,000	-	150,000	250,000	66.7%	-	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	-	250,000
15	DDD Infrastructure Fund	2,500,000	-	2,500,000	1,250,000	-50.0%	-	-	-	-	-	-	-	-	-	-	-	1,250,000	1,250,000
16	Canal Street Streetscape	-	-	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-
17	CSDC Excess Tax Payment	-	-	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-
18	TOTAL NON OPERATING EXPENSE	2,650,000	-	2,650,000	1,500,000	-43.4%	-	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	1,250,000	1,500,000
19	EARNINGS (Loss) before Interest, Deprec & Amort	(2,335,477)	4,482,749	(1,653,441)	(576,554)	-75.3%	(579,972)	(564,767)	1,494,458	3,120,422	1,834,397	(515,267)	(705,654)	(466,223)	(752,843)	(620,679)	(676,120)	(2,144,306)	(576,554)
20	INTEREST EXPENSE (Debt Service)	56,400	58,933	87,133	103,446	83.4%	-	-	-	-	-	51,723	-	-	-	-	-	51,723	103,446
21	DEPRECIATION / AMORTIZATION	37,500	-	37,500	40,000	6.7%	-	-	-	-	-	-	-	-	-	-	-	40,000	40,000
22	NET INCOME	(2,429,377)	4,423,816	(1,778,074)	(720,000)	-70.4%	(579,972)	(564,767)	1,494,458	3,120,422	1,834,397	(566,990)	(705,654)	(466,223)	(752,843)	(620,679)	(676,120)	(2,236,029)	(720,000)
23	NET INCOME BEFORE DEPRECIATION	(2,391,877)	4,423,816	(1,740,574)	(680,000)	-71.6%	(579,972)	(564,767)	1,494,458	3,120,422	1,834,397	(566,990)	(705,654)	(466,223)	(752,843)	(620,679)	(676,120)	(2,196,029)	(680,000)
24	CAPITAL SOURCES																		
25	Bond Proceeds	2,500,000	-	99,985	152,000	-93.9%	-	4,000	38,000	60,000	9,000	32,000	-	-	-	-	9,000	-	152,000
26	Fund Balance	311,878	-	2,171,706	1,250,000	300.8%	-	-	-	-	-	-	-	-	-	-	-	1,250,000	1,250,000
27	TOTAL CAPITAL SOURCES	2,811,878	-	2,271,691	1,402,000	-50.1%	-	4,000	38,000	60,000	9,000	32,000	-	-	-	-	9,000	1,250,000	1,402,000
28	NET SOURCES BEFORE CAPITAL USES:	420,001	4,423,816	531,117	722,000	71.9%	(579,972)	(560,767)	1,532,458	3,180,422	1,843,397	(534,990)	(705,654)	(466,223)	(752,843)	(620,679)	(667,120)	(946,029)	722,000
29	CAPITAL USES																		
30	Debt Service - Principal	420,000	-	420,000	570,000	35.7%	-	-	-	-	-	-	-	-	-	-	-	570,000	570,000
31	Capital Purchases	-	102,116	111,117	152,000	#DIV/0!	4,000	38,000	60,000	9,000	32,000	-	-	-	-	9,000	-	-	152,000
32	Capital Lease - Principal Payment	-	-	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-
33	Contributions to Cash Reserves (Gen, Legal, etc.)	-	-	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-
34	TOTAL CAPITAL USES	420,000	102,116	531,117	722,000	71.9%	4,000	38,000	60,000	9,000	32,000	-	-	-	-	9,000	-	570,000	722,000
35	NET CASH FLOW	1	4,321,700	-	(0)		(583,972)	(598,767)	1,472,458	3,171,422	1,811,397	(534,990)	(705,654)	(466,223)	(752,843)	(629,679)	(667,120)	(1,516,029)	(0)

**Downtown Development District
2023 Proposed Budget (17.12 mills)
(As of October 4, 2022)**

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		Adopted Budget 2022	08/31/22 YTD Actual			Projected 2022 Actual	January	February	March	April	May	June	July	August	September	October	November			December
Operating Revenues																				
1. DDD Internal Sources																				
57	DDD Events	92,500	-	70,000	96,000	3.8%	-	-	-	-	-	-	-	11,000	10,000	30,000	30,000	15,000	96,000	1
58	External Ranger Funding	-	-	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-	-
59	Sponsorships/Donations/Grants (W)	-	-	-	500,000	#DIV/0!	9,167	54,167	44,166	54,167	43,667	51,166	41,167	51,167	43,666	54,167	44,167	9,166	500,000	2
60	Interest Earned	900	374	571	1,200	33.3%	100	100	100	100	100	100	100	100	100	100	100	100	1,200	3
61	Banner Deposits Earned / Misc	74,600	57,284	78,003	95,245	27.7%	4,895	4,895	4,895	22,895	4,895	8,400	6,395	4,895	4,895	8,895	4,895	14,395	95,245	4
62	Total Admin Sources:	168,000	57,658	148,574	692,445	312.2%	14,162	59,162	49,161	77,162	48,662	59,666	47,662	67,162	58,661	93,162	79,162	38,661	692,445	
2. City Sources																				
63	Advalorem Taxes (14.94 mills), gross	6,124,650	5,869,080	6,124,650	8,921,134	45.7%	35,598	195,425	2,052,787	3,448,006	2,364,928	360,461	131,189	188,180	26,768	82,037	21,442	14,313	8,921,134	5
64	DDD Infrastructure Fund Ad Valorem (2.18 mills)	2,604,084	2,497,169	2,604,084	1,302,042	-50.0%	5,295	28,463	299,565	503,251	345,236	52,555	19,092	27,529	3,902	12,016	3,094	2,044	1,302,042	6
65	Less: Collection Fees & Assessor Fees	(349,149)	(334,650)	(349,149)	(408,927)	17.1%	(1,636)	(8,956)	(94,094)	(158,050)	(108,407)	(16,521)	(6,011)	(8,628)	(1,227)	(3,762)	(981)	(654)	(408,927)	7
66	Interest on Investments	4,350	13,000	17,152	24,000	451.7%	1,000	1,500	2,000	3,000	3,500	3,000	2,500	2,000	1,500	1,500	1,500	1,000	24,000	8
67	Total City Sources:	8,383,935	8,044,599	8,396,737	9,838,249	17.3%	40,257	216,432	2,260,258	3,796,207	2,605,257	399,495	146,770	209,081	30,943	91,791	25,055	16,703	9,838,249	
68	Total Operating Revenue	8,551,935	8,102,257	8,545,311	10,530,694	23.1%	54,419	275,594	2,309,419	3,873,369	2,653,919	459,161	194,432	276,243	89,604	184,953	104,217	55,364	10,530,694	
Operating Expenses																				
3. Public Space Operations																				
Personnel Costs (05)																				
69	Salaries & Wages	239,694	110,767	190,597	247,390	3.2%	19,030	19,030	19,030	19,030	19,030	19,030	28,545	19,030	19,030	19,030	19,030	28,545	247,390	
70	Payroll Taxes	19,266	8,375	14,155	19,162	-0.5%	1,474	1,474	1,474	1,474	1,474	1,474	2,211	1,474	1,474	1,474	1,474	2,211	19,162	
71	Insurance	18,624	13,483	25,149	38,328	105.8%	3,194	3,194	3,194	3,194	3,194	3,194	3,194	3,194	3,194	3,194	3,194	3,194	38,328	
72	Workers' Compensation	7,384	2,326	4,099	5,408	-26.8%	416	416	416	416	416	416	624	416	416	416	416	624	5,408	
73	Retirement	14,378	3,018	5,070	13,468	-6.3%	1,036	1,036	1,036	1,036	1,036	1,036	1,554	1,036	1,036	1,036	1,036	1,554	13,468	
74	Parking	2,700	1,113	1,713	1,800	-33.3%	150	150	150	150	150	150	150	150	150	150	150	150	1,800	
75	Temporary Labor	-	-	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-	
76	Total	302,046	139,082	240,783	325,556	7.8%	25,300	25,300	25,300	25,300	25,300	25,300	36,278	25,300	25,300	25,300	25,300	36,278	325,556	9
77	Enhanced City Services	99,996	-	-	-	-100.0%	-	-	-	-	-	-	-	-	-	-	-	-	-	
78	Total	99,996	-	-	-	-100.0%	-	-	-	-	-	-	-	-	-	-	-	-	-	
Landscape Maintenance																				
79	- Landscaping	149,500	47,584	140,584	159,500	6.7%	10,375	20,375	10,375	17,875	20,375	10,375	10,375	10,375	10,375	17,875	10,375	10,375	159,500	10
80	- Sidewalk Tree Maint/Replacment	315,000	162,675	303,650	315,000	0.0%	20,000	20,000	40,000	315,000	25,000	20,000	25,000	20,000	40,000	30,000	25,000	20,000	315,000	11
81	- Parks & Open Space (W)	25,200	3,575	25,200	58,398	131.7%	5,444	5,444	5,444	5,444	5,444	2,944	2,944	2,944	5,444	5,444	5,444	6,014	58,398	12
82	Total	489,700	213,834	469,434	532,898	8.8%	35,819	45,819	55,819	53,319	50,819	33,319	38,319	33,319	55,819	53,319	40,819	36,389	532,898	
Street Furnishings & Beautification																				
83	- Trash Receptacles	10,000	594	14,633	10,000	0.0%	-	-	-	-	-	-	10,000	-	-	-	-	-	10,000	13
84	- Banners (install/replace)	9,600	14,100	16,500	10,000	4.2%	-	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	-	10,000	14
85	- Holiday Lighting	183,100	68,670	176,169	193,360	5.6%	30	81,530	30	30	30	30	30	30	20,030	30	30	91,530	193,360	15
86	Total	202,700	83,364	207,302	213,360	5.3%	30	82,530	1,030	1,030	1,030	1,030	11,030	1,030	21,030	1,030	1,030	91,530	213,360	

\$50,000

Downtown Development District
2023 Proposed Budget (17.12 mills)
 (As of October 4, 2022)

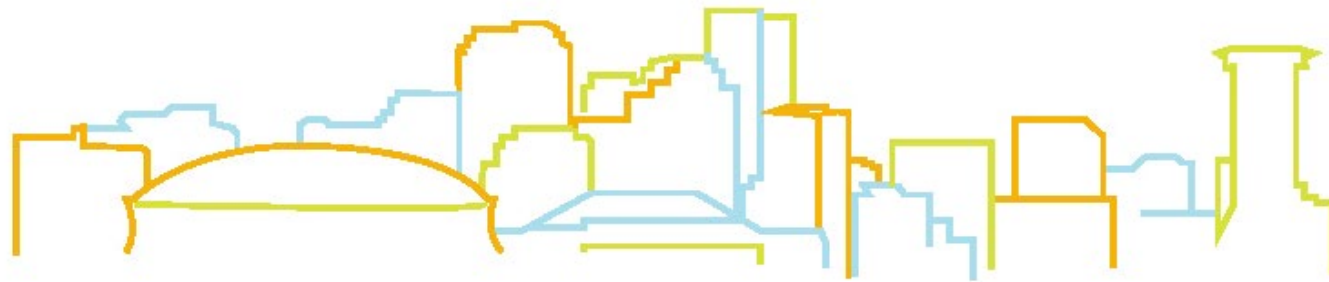
Line #	Description	12/6/2022 10:38		Proposed Budget 2022	% Change Budget 2022 - 2023	Proposed 2023												Proposed 2023 Total	Notes Line #
		Adopted Budget 2022	08/31/22 YTD Actual			Projected 2022 Actual	January	February	March	April	May	June	July	August	September	October	November		
102	Infrastructure																		
103	- Museum Streetscape Payment to CNO	-	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-	-
104	- Sidewalk Improvements	80,000	80,000	120,000	12.5%	-	-	30,000	-	-	30,000	-	-	-	-	-	-	-	30,000
105	- Lafayette Square	-	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-	-
106	Total	80,000	80,000	120,000	12.5%	-	-	30,000	-	-	30,000	-	-	-	-	-	-	-	30,000
107																			
108	Cleaning & Maintenance																		
109	- Sidewalk Cleaning	1,662,576	829,096	1,726,390	17.4%	158,000	158,000	160,500	158,000	158,000	158,000	158,000	158,000	160,500	175,000	175,000	175,000	175,000	1,952,000
110	- Wayfinding Signage Maintenance	5,000	-	-	-100.0%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
111	- Special Event Clean-up	100,000	72,278	86,777	-5.0%	1,500	2,500	10,000	2,500	65,000	-	-	5,000	-	3,000	3,000	2,500	2,500	95,000
112	- Graffiti (W)	49,000	1,046	79,000	163.3%	-	12,900	12,900	12,900	12,900	12,900	12,900	12,900	12,900	12,900	12,900	12,900	-	129,000
113	- Surveillance Cameras	20,000	-	10,000	0.0%	-	-	5,000	-	-	5,000	-	-	5,000	-	-	5,000	-	20,000
114	Total	1,836,576	902,420	1,902,167	19.6%	159,500	173,400	188,400	173,400	235,900	175,900	170,900	175,900	178,400	190,900	190,900	182,500	182,500	2,196,000
115																			
116	Miscellaneous																		
117	- Truck, Storage, Staff Development	28,428	20,688	33,602	70.5%	2,080	2,830	19,580	2,080	2,830	2,080	2,080	2,830	3,830	3,330	2,830	2,080	2,080	48,460
118	Total	28,428	20,688	33,602	70.5%	2,080	2,830	19,580	2,080	2,830	2,080	2,080	2,830	3,830	3,330	2,830	2,080	2,080	48,460
119																			
120	Total Public Space Operations	3,039,446	1,439,388	2,973,288	12.1%	222,729	329,879	320,129	255,129	315,879	267,629	258,607	238,379	284,379	273,879	260,879	378,777	3,406,274	
121																			
122	4. Public Safety																		
123	Personnel Costs (05)																		
124	Salaries & Wages	758,290	434,621	671,399	16.3%	67,842	67,842	67,842	67,842	67,842	67,842	101,763	67,842	67,842	67,842	67,842	67,842	101,763	881,946
125	Payroll Taxes	62,556	35,884	54,745	11.5%	5,366	5,366	5,366	5,366	5,366	5,366	8,049	5,366	5,366	5,366	5,366	5,366	8,049	69,758
126	Insurance	183,420	120,914	169,384	32.0%	20,177	20,177	20,177	20,177	20,177	20,177	20,177	20,177	20,177	20,177	20,177	20,177	20,177	242,124
127	Workers' Compensation	35,568	19,477	30,603	16.5%	3,188	3,188	3,188	3,188	3,188	3,188	4,782	3,188	3,188	3,188	3,188	3,188	4,782	41,444
128	Retirement	32,682	18,727	26,836	-3.8%	2,418	2,418	2,418	2,418	2,418	2,418	3,627	2,418	2,418	2,418	2,418	2,418	3,627	31,434
129	Parking	3,600	1,151	1,715	-30.0%	210	210	210	210	210	210	210	210	210	210	210	210	210	2,520
130	Fitness Center	-	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-	-
131	Total	1,076,116	630,774	954,682	17.9%	99,201	99,201	99,201	99,201	99,201	99,201	138,608	99,201	99,201	99,201	99,201	138,608	1,269,226	22
132																			
133	Public Safety Rangers	17,748	18,554	26,734	33.1%	2,514	1,321	1,572	2,514	1,321	2,572	2,514	1,321	1,572	3,514	1,321	1,572	1,572	23,628
134																			
135	Enhanced Public Safety	-	-	-															
136	- Police Detail Services	1,035,216	268,409	488,409	-65.7%	27,308	27,308	27,308	27,308	27,308	27,308	40,962	27,308	27,308	27,308	27,308	27,308	40,962	355,004
137	- Private Security Services	297,050	96,502	417,753	285.0%	89,688	88,202	86,716	88,202	88,202	131,560	86,716	88,202	86,716	89,688	89,688	89,688	131,560	1,143,654
138	- Park Security	-	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-	-
139	Total	1,332,266	364,911	906,162	12.5%	116,996	115,510	114,024	115,510	115,510	115,510	172,522	114,024	115,510	114,024	116,996	172,522	1,498,658	
140																			
141	Other Public Safety																		
142	- Code Enforcement	-	-	-	#DIV/0!	11,750	11,750	11,750	11,750	11,750	11,750	11,750	11,750	11,750	11,750	11,750	11,750	11,750	141,000
143	- Stakeholder Involvement	3,750	2,738	3,738	0.0%	250	-	-	-	-	-	-	2,500	1,000	-	-	-	-	3,750
144	- Miscellaneous	2,100	403	1,102	733.3%	-	-	17,500	-	-	-	-	-	-	-	-	-	-	17,500
145	Total	5,850	3,141	4,840	2673.5%	12,000	11,750	29,250	11,750	11,750	11,750	11,750	14,250	12,750	11,750	11,750	11,750	11,750	162,250
146																			
147	Homelessness Services																		
148	- Outreach Services (W)	63,204	35,962	62,070	84.6%	9,721	9,721	9,720	9,721	9,721	9,720	9,721	9,721	9,720	9,721	9,721	9,720	9,720	116,648
149	- Low Barrier Shelter Operations	500,000	-	500,000	-51.9%	-	-	-	-	-	240,681	-	-	-	-	-	-	-	240,681
150	Total	563,204	35,962	562,070	-36.6%	9,721	9,721	9,720	9,721	9,721	250,401	9,721	9,721	9,720	9,721	9,721	9,720	9,720	357,329
151																			
152	Total Public Safety	2,995,184	1,053,342	2,454,488	10.5%	240,432	237,503	253,767	238,696	237,503	479,434	335,115	238,517	238,753	238,210	238,989	334,172	3,311,091	
153																			
154	5. Economic Development & Planning																		
155	Personnel Costs (05)																		
156	Salaries & Wages	211,250	47,077	108,690	18.3%	19,224	19,224	19,224	19,224	19,224	19,224	28,836	19,224	19,224	19,224	19,224	28,836	249,912	
157	Payroll Taxes	15,626	3,762	8,158	23.8%	1,488	1,488	1,488	1,488	1,488	1,488	2,232	1,488	1,488	1,488	1,488	2,232	19,344	
158	Insurance	21,828	2,392	9,096	54.2%	2,805	2,805	2,805	2,805	2,805	2,805	2,805	2,805	2,805	2,805	2,805	2,805	33,660	
159	Workers' Compensation	520	102	232	0.0%	40	40	40	40	40	40	60	40	40	40	40	60	60	520
160	Retirement	12,662	-	-	-27.1%	710	710	710	710	710	710	1,065	710	710	710	710	1,065	9,230	
161	Parking	1,800	440	1,040	50.0%	225	225	225	225	225	225	225	225	225	225	225	225	225	2,700
162	Temporary Labor	-	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-	-
163	Total	263,686	53,773	127,216	19.6%	24,492	24,492	24,492	24,492	24,492	24,492	35,223	24,492	24,492	24,492	24,492	35,223	315,366	31

Downtown Development District
2023 Proposed Budget (17.12 mills)
 (As of October 4, 2022)

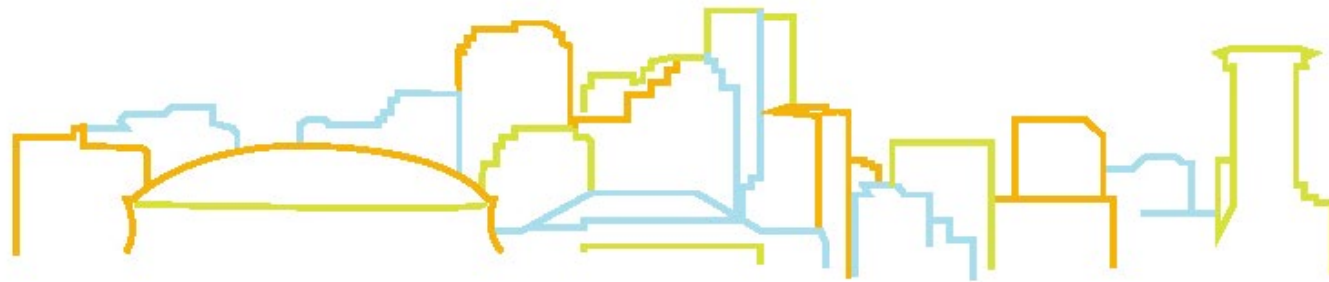
Line #	Description	12/6/2022 10:38		Proposed Budget 2023	% Change Budget 2022 - 2023	2023 Proposed Budget (17.12 mills)												Proposed 2023 Total	Notes Line #		
		Adopted Budget 2022	08/31/22 YTD Actual			Projected 2022 Actual	January	February	March	April	May	June	July	August	September	October	November			December	
199	7. Administration																				
200	Personnel Items																				
201	Salaries & Wages	493,610	330,133	509,608	533,650	8.1%	41,050	41,050	41,050	41,050	41,050	41,050	61,575	41,050	41,050	41,050	41,050	61,575	533,650		
202	Payroll Taxes	36,478	25,523	39,159	41,184	12.9%	3,168	3,168	3,168	3,168	3,168	3,168	4,752	3,168	3,168	3,168	3,168	4,752	41,184		
203	Insurance (Health, Dental, STD, LTD, Life)	52,224	28,013	45,953	58,836	12.7%	4,903	4,903	4,903	4,903	4,903	4,903	4,903	4,903	4,903	4,903	4,903	4,903	58,836		
204	Insurance (workers comp)	1,196	722	1,101	1,118	-6.5%	86	86	86	86	86	86	129	86	86	86	86	86	129	1,118	
205	Retirement Contribs (Contrib, Fees, Life)	29,616	8,255	13,049	30,706	3.7%	2,362	2,362	2,362	2,362	2,362	2,362	3,543	2,362	2,362	2,362	2,362	3,543	30,706		
206	Parking (Employee subsidy only)	4,500	1,616	2,047	1,968	-56.3%	164	164	164	164	164	164	164	164	164	164	164	164	1,968		
207	Fitness Center	-	-	225	900	#DIV/0!	75	75	75	75	75	75	75	75	75	75	75	75	900		
208	Temporary Labor	-	24,638	24,639	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-		
209	Payroll Processing Fees	6,564	4,036	5,988	6,684	1.8%	750	984	450	450	450	450	675	450	450	450	450	675	6,684		
210	Total	624,188	422,936	641,769	675,046	8.1%	52,558	52,792	52,258	52,258	52,258	52,258	75,816	52,258	52,258	52,258	52,258	75,816	675,046	48	
211																					
212	Supplies & Materials																				
213	General Operating Supplies	5,700	5,199	7,799	6,000	5.3%	500	500	500	500	500	500	500	500	500	500	500	500	6,000		
214	Office Supplies	8,400	6,364	9,563	9,600	14.3%	800	800	800	800	800	800	800	800	800	800	800	800	9,600		
215	Total	14,100	11,563	17,362	15,600	10.6%	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	15,600		
216																					
217	Equipment, Property and Maintenance																				
218	Copier Lease Payments	4,410	2,555	4,080	3,660	-17.0%	305	305	305	305	305	305	305	305	305	305	305	305	3,660		
219	Repairs & Maintenance	-	-	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-		
220	Total	4,410	2,555	4,080	3,660	-17.0%	305	305	305	305	305	305	305	305	305	305	305	305	3,660		
221																					
222	Office Space																				
223	Miscellaneous	-	-	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-		
224	Rent	82,800	47,875	74,281	165,900	100.4%	13,825	13,825	13,825	13,825	13,825	13,825	13,825	13,825	13,825	13,825	13,825	13,825	165,900		
225	Repairs & Maintenance	1,200	6,329	6,829	3,600	200.0%	300	300	300	300	300	300	300	300	300	300	300	300	3,600		
226	Telephone	12,840	9,760	14,698	15,000	16.8%	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	15,000		
227	Utilities	3,375	2,470	3,669	3,500	3.7%	250	250	250	300	300	350	350	300	300	250	250	250	3,500		
228	Total	100,215	66,434	99,477	188,000	87.6%	15,625	15,625	15,625	15,675	15,675	15,725	15,725	15,725	15,675	15,675	15,625	15,625	188,000	49	
229																					
230	Operations																				
231	Accounting Services	26,000	-	26,000	25,000	-3.8%	-	-	-	-	-	-	25,000	-	-	-	-	-	25,000		
232	Advertising	-	-	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-		
233	Bank Service Charges	3,000	1,472	2,211	2,400	-20.0%	200	200	200	200	200	200	200	200	200	200	200	200	2,400		
234	Board Development	3,000	5,430	5,431	6,000	100.0%	-	-	-	-	-	-	-	1,600	4,400	-	-	-	6,000	50	
235	Computer Equipment & Supplies	500	1,284	1,534	-	-100.0%	-	-	-	-	-	-	-	-	-	-	-	-	-		
236	Computer Software	110	499	499	-	-100.0%	-	-	-	-	-	-	-	-	-	-	-	-	-		
237	Computer Support	29,760	24,090	35,130	33,180	11.5%	2,765	2,765	2,765	2,765	2,765	2,765	2,765	2,765	2,765	2,765	2,765	2,765	33,180		
238	Courier Services	-	-	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-		
239	Employee Recruitment	600	5,380	6,021	1,200	100.0%	100	100	100	100	100	100	100	100	100	100	100	100	1,200		
240	Employee Relocation	-	10,378	10,378	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-		
241	Equipment & Small Tools	-	-	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-		
242	Equipment Rental	750	372	845	737	-1.7%	178	-	-	178	25	178	-	-	-	178	-	-	737		
243	Events & Functions	-	-	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-		
244	Insurance - Auto Coverage	10,710	7,172	10,941	11,940	11.5%	987	987	987	987	987	987	987	987	987	987	1,035	1,035	11,940		
245	Insurance - Commercial Package	91,960	67,460	103,110	112,980	22.9%	9,337	9,337	9,337	9,337	9,337	9,337	9,337	9,337	9,337	9,337	9,805	9,805	112,980		
246	Insurance - Director & Officer	8,040	5,545	8,454	9,220	14.7%	762	762	762	762	762	762	762	762	762	762	800	800	9,220		
247	Legal Services	132,000	41,086	81,086	108,000	-18.2%	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	9,000	108,000	51	
248	Meals & Entertainment	600	313	512	600	0.0%	100	-	100	-	100	-	100	-	100	-	100	-	600		
249	Meetings - External	-	10	10	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-		
250	Meetings - Internal	-	172	172	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-		
251	Mileage/Cabfare/Tolls	-	-	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-		
252	Miscellaneous	900	3,706	4,005	-	-100.0%	-	-	-	-	-	-	-	-	-	-	-	-	-		
253	Office Relocation	-	-	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-		
254	Organization Fees/Dues	3,770	3,104	4,271	4,210	11.7%	564	292	292	726	292	292	292	292	292	292	292	292	4,210	52	
255	Parking	-	77	77	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-		
256	Penalties & Interest	-	-	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-		
257	Permits & Licenses	15	45	45	45	200.0%	-	-	-	45	-	-	-	-	-	-	-	-	45		
258	Postage & Express Mail	1,500	1,061	1,561	1,500	0.0%	-	-	500	-	-	500	-	-	-	500	-	-	1,500		
259	Printing	810	689	689	-	-100.0%	-	-	-	-	-	-	-	-	-	-	-	-	-		
260	Professional Services	400	17,050	18,550	81,550	20287.5%	6,400	7,750	6,650	6,250	7,750	6,250	6,250	7,750	6,250	6,250	7,750	6,250	81,550	53	

**Downtown Development District
2023 Proposed Budget (17.12 mills)
(As of October 4, 2022)**

Line #	Description	12/6/2022 10:38		Proposed Budget 2023	% Change Budget 2022 - 2023	Proposed 2023												Notes Line #
		Adopted Budget 2022	08/31/22 YTD Actual			Projected 2022 Actual	January	February	March	April	May	June	July	August	September	October	November	
261	Publications & Subscriptions	950	1,393	1,394	52.6%	-	230	500	-	-	-	230	490	-	-	-	1,450	
262	Radios/Cellular Telephones	1,860	1,481	2,480	6.5%	165	165	165	165	165	165	165	165	165	165	165	1,980	
263	Repairs & Maintenance	-	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	
264	Staff Development/Conferences	-	2,220	2,379	#DIV/0!	-	900	250	-	1,000	250	800	250	-	-	250	3,700	
265	Travel	-	7,462	9,363	#DIV/0!	3,000	600	1,500	8,100	2,000	1,200	7,500	750	4,450	1,500	-	30,600	
266	Uniforms	750	-	750	166.7%	-	-	1,000	-	-	-	-	1,000	-	-	-	2,000	
267	Total	317,985	208,951	337,898	37.8%	33,558	33,088	34,108	38,615	34,483	31,808	62,866	35,998	39,058	32,036	32,012	30,662	438,292
268																		
269	Total Administration	1,060,898	712,439	1,100,586	24.5%	103,346	103,110	103,596	108,153	104,021	101,396	156,012	105,586	108,596	101,574	101,500	123,708	1,320,598
270																		
271	Total Operating Expenses:	8,240,012	3,627,123	7,558,082	16.7%	635,391	816,361	790,961	728,947	795,522	950,428	876,086	718,466	818,447	781,632	756,337	950,670	9,619,248
272																		
273	Net Operating Income (Loss)	311,923	4,475,134	987,229	192.2%	(580,972)	(540,767)	1,518,458	3,144,422	1,858,397	(491,267)	(681,654)	(442,223)	(728,843)	(596,679)	(652,120)	(895,306)	911,446
274																		
275	Non Operating Revenues																	
276	Line-of-Credit - FBT	-	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-
277	Interest on Bond Proceeds Invested	2,600	7,615	9,330	361.5%	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
278	Total Non Operating Revenue	2,600	7,615	9,330	361.5%	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000
279																		
280	Non Operating Expenses																	
281	District Wide Capital Improvements (W)	150,000	-	150,000	66.7%	-	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	-	250,000	57 \$250,000
282	DDD Infrastructure Fund	2,500,000	-	2,500,000		-	-	-	-	-	-	-	-	-	-	1,250,000	1,250,000	58
283	Canal Street Streetscape	-	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-
284	CSDC Excess Tax Payment	-	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-
285	Total Non Operating Expense	2,650,000	-	2,650,000	-43.4%	-	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	1,250,000	1,500,000
286																		
287																		
288	Earnings (Loss) before Interest, Depr, Amort	(2,335,477)	4,482,749	(1,653,441)	-75.3%	(579,972)	(564,767)	1,494,458	3,120,422	1,834,397	(515,267)	(705,654)	(466,223)	(752,843)	(620,679)	(676,120)	(2,144,306)	(576,554)



Work Plan and Budget 2023



2022 Accomplishments

PUBLIC SPACE OPERATIONS ACCOMPLISHMENTS 2022

- **Maintain Downtown's reputation for cleanliness and continuously evaluate the quality of our public space programs.**
 - Inventoried public space/assets to improve coordination of repairs to public utilities and infrastructure by integrating Smart System app and 311 for repairs
 - Conducted a Ranger 311 blitz of built environment issues
 - Partnered with City officials to create a new Cooperative Endeavor Agreement (CEA) for enhanced enforcement of property maintenance standards
 - Documented all graffiti in the district and contacted property owners with information about DDD grant programs to address the issues

PUBLIC SPACE OPERATIONS ACCOMPLISHMENTS 2022

- **Improve the quality of the pedestrian experience.**
 - Planted Liriope ground cover in tree wells along primary pedestrian streets during the fall planting schedule
 - Planted approximately 32 replacement trees on Downtown sidewalks damaged by Hurricane Ida
 - Repainted City light standards and streetscape elements along Canal Street
 - Deployed 90 new trashcans within the district
 - Executed service agreement with the City enabling the deployment of the Mayor's Strike Team implemented for beautification efforts in the DDD.
 - Coordinated effort to remove abandoned traffic control devices left in ROW by contractors

PUBLIC SAFETY OPERATIONS ACCOMPLISHMENTS 2022

- **Continue to be the safest collection of neighborhoods in New Orleans**
 - Continued to support the SafeCams program with installation of RTCC connected cameras. Looking to install 40 new cameras by end of 2022
 - Executed new contract for additional private security firm for the CBD and Canal Street
 - Increased the number of Ranger Safewalks given through a collaboration with the marketing department
 - DDD's Homeless Outreach program housed 75+ individuals this calendar year
 - Working to increase QOL enforcement by focusing on illegal panhandling, illegal vending, and loudspeakers

ECONOMIC DEVELOPMENT ACCOMPLISHMENTS 2022

- Reinitiated Vacant Storefront Art Program with Xavier University to enhance streets impacted by closed businesses. Currently recruiting business owners to participate.
- In conjunction with property owners and brokers, staff prepared and will disseminate, by e-mail and publishing on website, 'The Outdoor Dining Program' to help businesses with outdoor dining fixtures and parklets in the Downtown area.
- In conjunction with property owners and brokers, staff prepared and disseminated, by e-mail and publishing on website, 'The Façade Improvement Grant and Entergy Smart Energy Program' to help businesses with exterior renovations and energy efficiency upgrades with lighting and HVAC systems in the Downtown area.
- Staff updated all business tabs on the website as well as our marketing collateral to be deployed over the next several months.
- In conjunction with property owners and brokers, staff has prepared and will disseminate, by e-mail and publishing on website, 'The Opportunity Zone Portal' to promote available projects currently in Downtown.
- Staff has and will continue to make in-person contacts monthly with businesses to offer assistance and solicit input.

ECONOMIC DEVELOPMENT ACCOMPLISHMENTS 2022

- Staff maintained monthly meetings with Tulane representatives on the Charity development. Tulane will occupy just under 400,000sf and there will be 310 apartments on site with 10% being set aside for workforce housing.
- The Stormwater Management Plan has been signed by our CEO and sent over to the City currently awaiting response on project timeline and design award.
- Data gathering and interviewing virtually and in person still an ongoing process.
- Staff approved two Façade Improvement Grants and has several projects waiting on the completion of construction for reimbursement.
- Established monthly coordination meetings with key economic development partners such as the City of New Orleans and New Orleans Business Alliance.
- Established strengthened relationship with Innovation Commerce Serving Communities (ICSC) resulting in the selection of New Orleans for a small business event to be held November 10, 2022.

ECONOMIC DEVELOPMENT ACCOMPLISHMENTS 2022

- Continued efforts to expand women and minorities in commercial real estate development by serving as an instructor for the Urban Land Institute Real Estate Diversity Initiative (REDI) program.
- Organized successful New Orleans delegation visit to study economic development best practices in the City of Orlando, FL.
- Oversaw the successful adoption of a revision Cooperative Endeavor Agreement with the City of New Orleans for downtown stormwater infrastructure improvements.
- Hosted visiting mayors participating in the Mayor's Institute on City Design.
- Continued Canal Street Catalyst to stimulate Upper Floor Redevelopment Activity, bringing underutilized property back into commerce.
 - Twenty-four Buildings completed, under construction or have plans filed with City
 - Projects completed (1)
 - 716 Iberville



ECONOMIC DEVELOPMENT ACCOMPLISHMENTS 2022

- Under Construction (20)
 - 1001-1015 Canal (4 buildings)
 - 605 Canal
 - 714 Canal
 - 717 Canal
 - 8 Canal
 - 827 Canal
 - 840 Tchoupitoulas
 - 820 Constance
 - Rubensteins (Hotel) 622,624, 634, 636, & 638 Canal
 - 102 St. Charles
 - 620 Julia
 - 747 St. Charles
 - 827 Carondelet
- Plans filed with City (3)
 - 710 Canal
 - 757 St Charles
 - 351 Calliope

MARKETING & COMMUNICATIONS ACCOMPLISHMENTS 2022

○ **Public Relations/Communications**

- Achieved significant, positive, press coverage
- Multiple joint press conferences with Mayor Cantrell
- Two cover features in *Biz New Orleans* magazine
- Multiple positive public statements by multiple Council Members
- Routinely field calls requesting commentary from the press related to DDD activities

○ **Special Events**

- Managed the transition of the Krewe of Jingle parade to Kern Studios to include multiple Board meetings, extensive dialogue with Counsel, etc.
- Produced the new-concept State of Downtown luncheon to replace the former Downtown NOLA Awards luncheon. This included site selection, selection of award honorees, and all event production.
- Managed the RFP to engage a Destination Management Company to assist with the production of the Lighting of Downtown, State of Downtown, and a potential additional Holiday Activation.



MARKETING & COMMUNICATIONS ACCOMPLISHMENTS 2022

○ Advertising

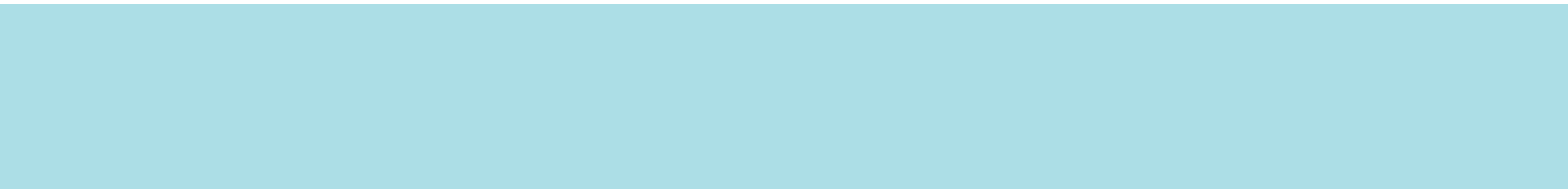
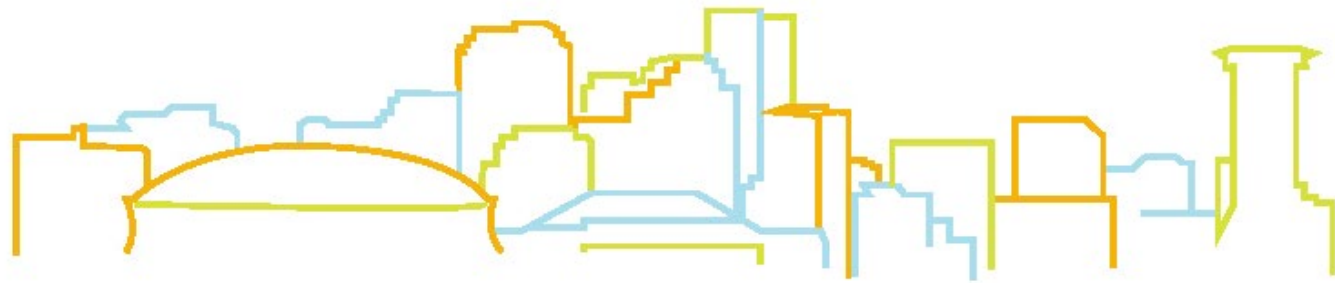
- Moved Social Media content production in-house. Engagement across all channels rose significantly (~8.7% engagement, 1-3% is average).
- Began advertising in support of the DDD Safe Walk program which contributed to a significant increase in utilization.
 - Paid social media advertising.
 - Print advertising in *Where Y'at* magazine.
- Began print advertising in *Regions* magazine and paid social media advertising in support of the DDD's Grant Programs.

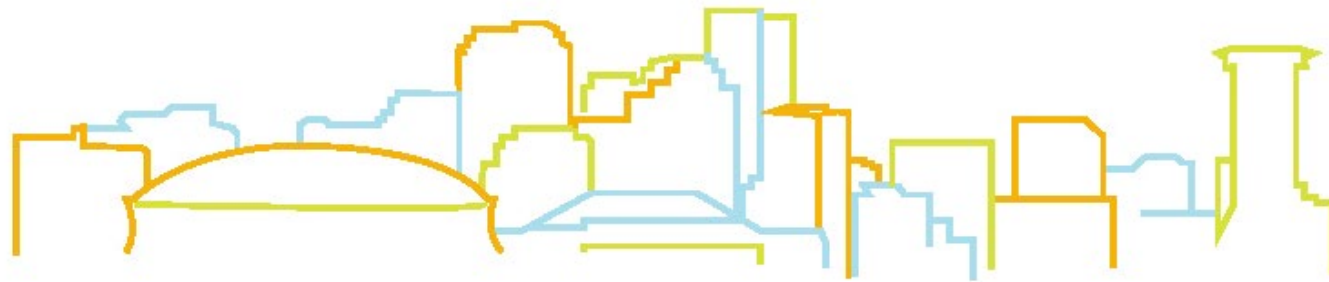
○ Other

- Completed Bi-Annual Marketing Research study and presented findings to the Board
- Supported all of the DDD's efforts at multiple trade shows (ICSC Las Vegas, BlackTech NOLA, CNO Procurement Fair)

**DOWN
TOWN** NOVA

**DOWNTOWN
DEVELOPMENT
DISTRICT** NEW ORLEANS





Work Plan and Budget 2023

PUBLIC SPACE OPERATIONS OBJECTIVES 2023

- **Maintain Downtown's reputation for cleanliness and continuously evaluate the quality of our public space programs.**
 - Continue buildout of district 360 asset management platform for integration with City of New Orleans 311 system
 - Continue review of public infrastructure utilizing the Ranger Program to enhance visual appeal throughout the district
 - Conduct code enforcement training for Public Safety Rangers and begin code enforcement outreach in partnership with city's code enforcement division
 - Continue private property outreach and education campaign regarding available DDD grant programs to address the issues of sidewalk maintenance and graffiti
 - Collaborate with public and private entities to reduce homelessness and provide for navigable well managed public pathways along the Calliope Corridor
 - Partner with city officials, waste disposal companies and private businesses to develop processes for cohesive pickup throughout key commercial corridors
 - Establish regular coordination meetings with key entities such as FQMD, DPW, and Sanitation



PUBLIC SPACE OPERATIONS OBJECTIVES 2023

- **Improve the quality of the pedestrian experience.**
 - Install a pilot project demonstrating the benefits of expanded tree wells
 - Collaborate with city departments to ensure better management of sidewalks with adjacent operating businesses
 - Leverage code enforcement to achieve sidewalk repairs by responsible property owners
 - Advocate for public investment into key infrastructure such as roadway marking, traffic signalization, lighting, curb repairs, etc.
 - Coordinate with utility providers to repairs damaged
 - Partner with city to improve sidewalk conditions surrounding 1031 Canal Street (former Hard Rock Hotel site)
 - Continue efforts to remove abandoned traffic control devices left in ROW by contractors

PUBLIC SAFETY OBJECTIVES 2023

- **Continue to be the safest collection of neighborhoods in New Orleans**
 - Continued to support the SafeCams program with installation of RTCC connected cameras. Looking to install 40 new cameras by end of 2022
 - Leverage crime prevention through environmental design (CPTED) principles in collaboration with DDD Economic Development Department to increase the number of exterior light grants awarded to private properties
 - Launch and convene downtown public safety network comprised of security personnel from major attractions, office buildings, retail centers, etc.
 - Enhance training and personnel development of the DDD Public Safety Rangers program
 - Increase awareness of Ranger Safewalk program
 - Continue to support DDD's Homeless Outreach program efforts to house 75+ individuals each calendar year
 - Partner with city code enforcement to increase QOL enforcement focusing on illegal panhandling, illegal vending, and loudspeakers



- **Continue the transformation of the Canal St (and Downtown) retail experience**
 - Continue to work with commercial brokers, other EDOs and property owners to attract diverse retail and other commercial tenants to replace losses due to pandemic along Canal Street and throughout the District. Achieve direct contact with twenty-four prospective businesses to consider Downtown New Orleans.
 - Continue the work needed to Publish Quarterly Economic Activity metrics such as economic investment (development), cultural district statistics, jobs, pedestrian traffic, office, apartment, condo and hotel rates and occupancy statistics, establishing and maintaining the DDD Economic Development Dashboard on website for this data.
 - Continue work to fund six façade grants and four vacant façade art grants in collaboration with Xavier University.
 - Continue work on soliciting incentives, in the form of coupons or discounts from local merchants, restaurants and businesses in the DDD to include in ‘Welcome Basket’ as incentives to incoming workers and businesses.
 - Inventory and survey Canal Street business owners to assess desires and needed resources.

- **Shape Duncan Plaza into a community anchor for the Medical District and all of Downtown**
 - In concert with Tulane, The Greater New Orleans Foundation, and other Spirit of Charity District leaders, form a special purpose entity to complete the design, financing, and organizational development to implement the Duncan Plaza redevelopment and storm-water infrastructure projects and commence construction in 2022.
 - Continue to engage directly with BioDistrict, GNOF, Tulane, LSU Health and others to support the redevelopment of the Charity Neighborhood convening a stakeholder-inclusive collaboration on an Implementation Plan identifying organizational structure, leadership, potential funding structure and governance.
- **Interior Retail Grant Program**
 - Create an interior retail grant that will assist business owners with life safety issues such as electrical, plumbing and ADA compliance.

ECONOMIC DEVELOPMENT OBJECTIVES 2023

- **Create a Continuum of Housing Downtown**
 - Establish a Workforce and Affordable Housing Working Group, including local and national policy experts, major employers, lenders, non-profit housing organizations, city and neighborhood representatives with a goal to create a production model that can deliver more affordable and workforce housing, focused on Downtown but that could also serve nearby neighborhoods where Downtown workers could live.
 - Continue to identify a housing developer or developers, target site/s, develop a concept plan, including cost estimates, a financing structure, and potential sources, working together to start a project in Downtown to effectively address workforce and affordable housing needs, in collaboration with City and others by the mid-2023. This should include both rental and homeownership opportunities.
- **Webinars**
 - Conduct quarterly webinars to engage and inform new and existing businesses, brokers and stakeholders of incentives and resources available



ECONOMIC DEVELOPMENT OBJECTIVES 2023

- **Promote the redevelopment of Vacant Buildings like Plaza Tower, Loew's State Palace, old VA Hospital**
 - Continue with the creation of potential development concepts, including design, market analysis, financial feasibility and potential capitalization structures for the redevelopment of each of these target properties.
 - Continue engagement with property owners and city officials in this process to gain their cooperation to either undertake development or to allow marketing and promotion of property by DDD
- **Attract and Retain Cultural and Creative Industries**
 - Continue retail recruitment and other businesses by direct contact with targeted prospects and cooperative marketing with NOLABA, GNO, Inc., City Economic Development staff.
 - Continue updating marketing brochures for office and retail spaces and development opportunities for hard copy and electronic distribution and inclusion on website as needed.
 - Continue support and cooperative advertising and promotion with GNO, Inc. to advance the Talent and Remote Worker initiatives, the New Orleans Music Economy Initiative and other similar models.



COMMUNICATIONS OBJECTIVES 2023

○ **Design**

- Facilitate RFP for Advertising Agency of Record
- Refresh DDD brand and all related collateral (e.g., letterhead, business cards, PowerPoint templates, etc.)
- Create DDU brand
- Produce quarterly State of Downtown reports

○ **Social**

- Improve content calendar by adding more original DDD-centric content that is programmed proactively
- Begin to pivot content dynamically based on engagement analytics
- Establish TikTok channel that is managed by staff while at events in order to serve vibrant content to a younger demographic
- Continue to purchase Facebook advertising in support of SafeWalk and Grant programs

○ **Advertising**

- Continue to purchase print advertising in *Where Y'at* in support of SafeWalk programs during peak seasons
- Begin purchasing advertising in trade magazines in support of Economic Development efforts

COMMUNICATIONS OBJECTIVES 2023

- **Advertising (cont.)**
 - Explore purchasing bus shelter advertising in support of SafeWalk program
 - Explore purchasing advertising in consumer real estate publications/websites advertising Downtown as a “Live, Work, Play” destination
- **Digital**
 - Commission firm to create DDU website
 - Continue to refine DDD website to increase usability for key stakeholders
 - Explore purchasing advertising on consumer real estate websites advertising Downtown as a “Live, Work, Play” destination
- **Special Events & Promotions**
 - Elevate the quality of the State of Downtown event given the new vision established in 2022
 - Continue to produce Lighting of Canal Street event
 - Explore producing additional holiday events in the absence of Krewe of Jingle parade

COMMUNICATIONS OBJECTIVES 2023

○ **Public Relations**

- Continue to foster productive relationships with key Government communications Stakeholders
- Increase regular public relations opportunities within the community (e.g. monthly interviews with Davon on WWL)
- Maintain healthy relationship with Press Stakeholders
- Strengthen outreach and relationships with key community Stakeholders
- Seize PR opportunities that highlight all of the DDD's efforts

○ **Community Engagement**

- Initiate ongoing engagement events with downtown residents
- Collaborate with Economic Development Department to produce “Downtown Residential Living Tour” and “Downtown Job Fair”
- Increase outreach to local colleges and universities with the mission of retaining talent and young professionals
- Support efforts to promote “good neighbor” practices within the DDD

PUBLIC AFFAIRS OBJECTIVES 2023

- Maintain and strengthen current relationships with Mayor's Administration, City Council member, and staff to ensure collaboration.
- Develop new relationship with state legislators and agencies.
- Lead advocacy efforts the passage of the federal Revitalizing Downtowns Act.
- Educate and advocate for the allocation of American Rescue Plan funds to improve downtown infrastructure.
- Develop new relationship with state legislators and agencies.
- In partnership with other state of Louisiana DDDs, explore opportunities to modernize the original 1974 enabling legislation to position the organization to nimbly respond to the priorities and service needs of the present day.

PUBLIC AFFAIRS OBJECTIVES 2023

- Continue supportive efforts to expand program and services for high-need homeless individuals like extensive case management, Assistive Outpatient Treatment (AOT), Law Enforcement Diversion (LEAD), and others.
- Coordinate legislative advocacy efforts in concert with the City, Greater New Orleans, Inc, Greater New Orleans & Co. and other to improve economic vitality of Downtown.

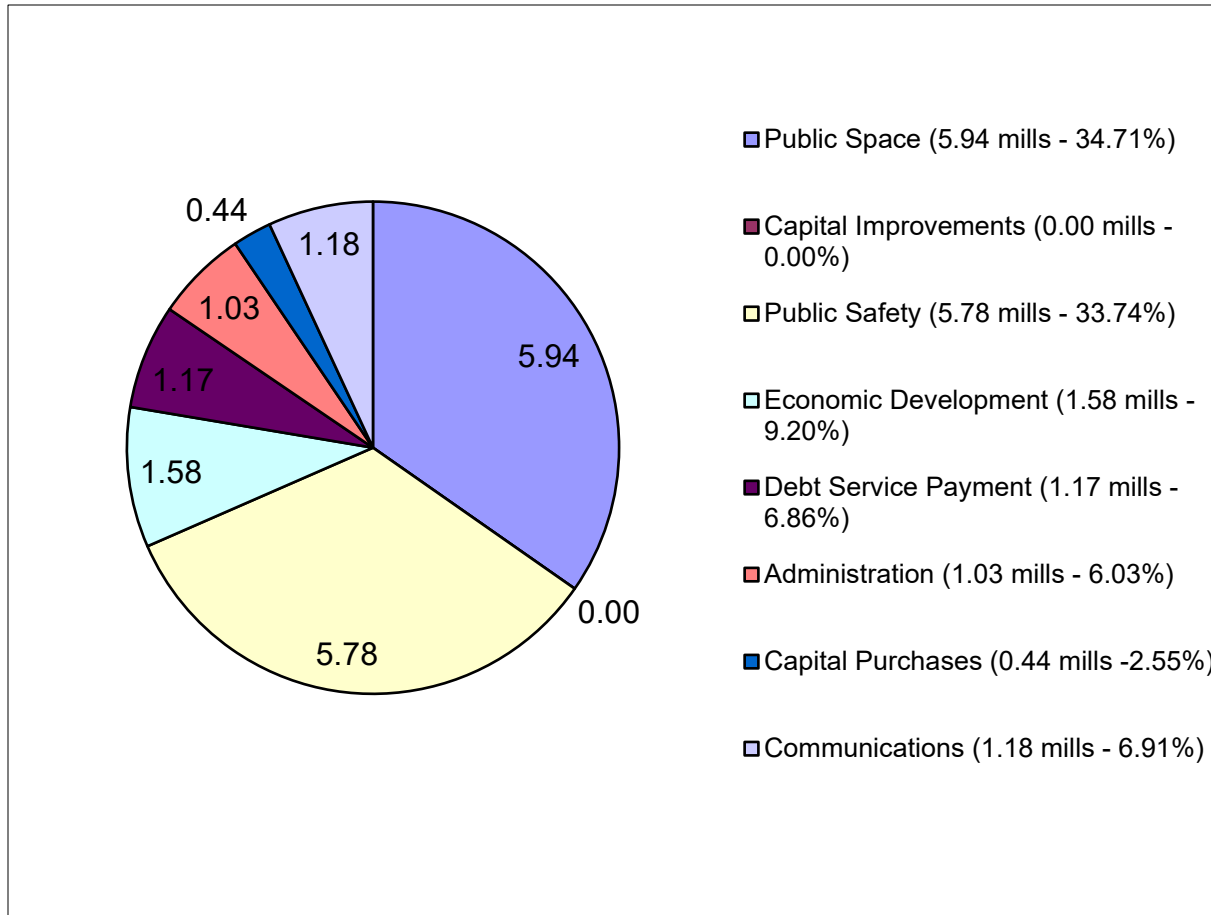
2023 Budget Summary

Description	2022 Budget	2023 Budget	Variance	% Change
Internal Revs	168,000	692,445	524,445	312.17%
Ad Valorem	8,383,935	9,838,249	1,454,314	17.35%
OPERATING REVENUES	8,551,935	10,530,694	1,978,759	23.14%
Public Space	3,069,446	3,406,274	336,828	10.97%
Public Safety	2,995,184	3,311,091	315,907	10.55%
Economic Dev.	539,506	903,391	363,885	67.45%
Communications	574,978	677,894	102,916	17.90%
Administration	1,060,898	1,320,598	259,700	24.48%
OPERATING EXPENSES	8,240,012	9,619,248	1,379,236	16.74%
NET OPERATING INCOME	311,923	911,446	599,523	192.20%

2023 Budget Summary

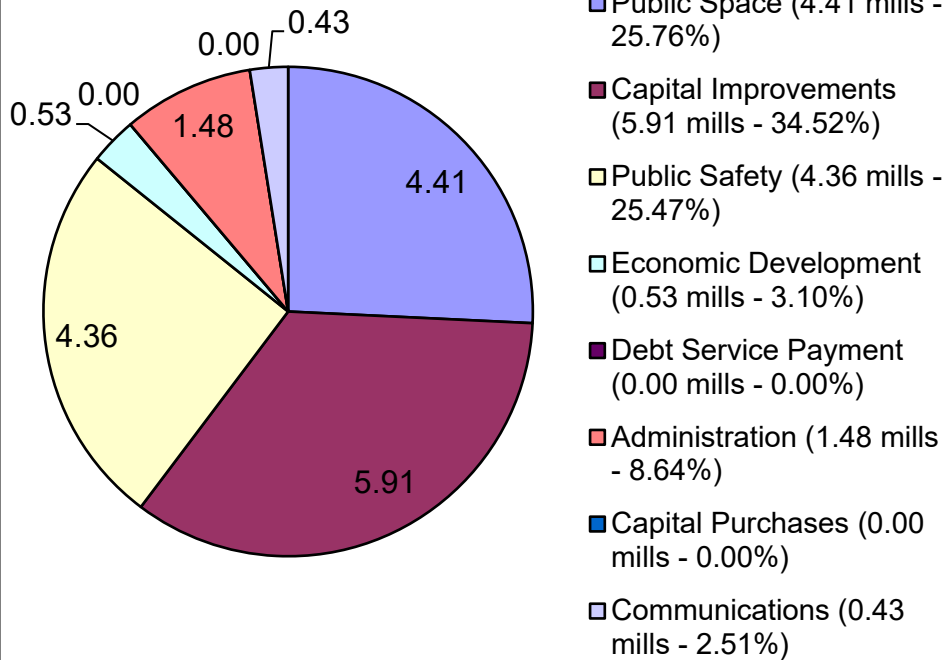
Description	2022 Budget	2023 Budget	Variance	% Change
Non-Operating Rev	2,600	12,000	9,400	361.54%
Non-Operating Exp	2,650,000	1,500,000	-1,150,000	-43.40%
Interest Expense	56,400	103,446	47,046	83.41%
Depreciation	37,500	40,000	2,500	6.67%
NET INCOME (LOSS)	-2,391,877	-720,000	1,671,877	-69.90%
Capital Sources	2,811,877	1,402,000	1,409,877	-50.14%
Capital Uses	420,000	772,000	352,000	83.81%
NET CASH FLOW	0	0	0	0.00%

Millage Assessment by Departments For 2023 Budget Year

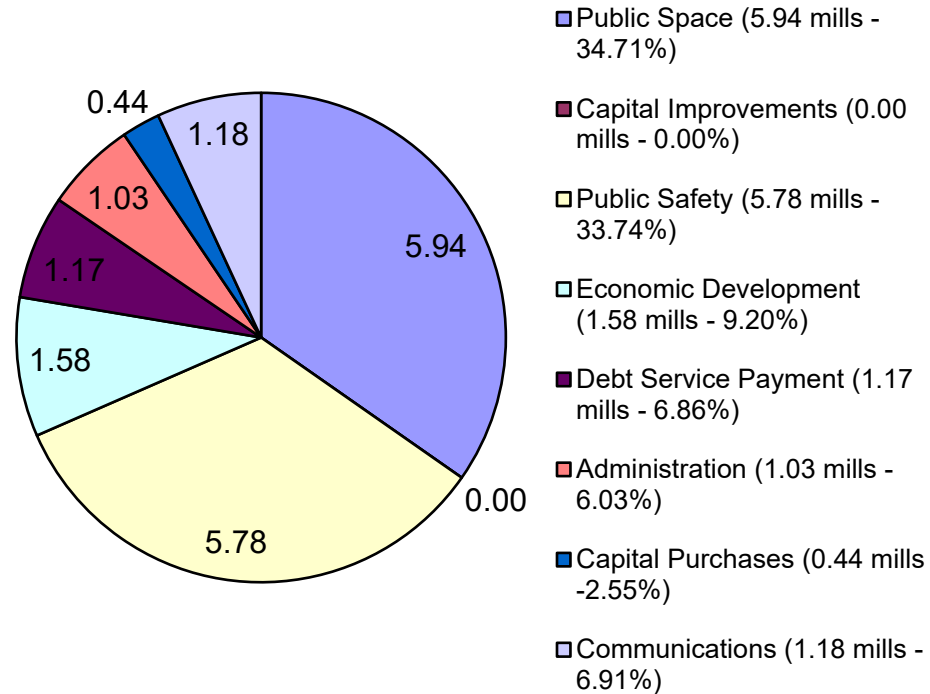


2022 Millage – 2023 Millage Distribution Comparison

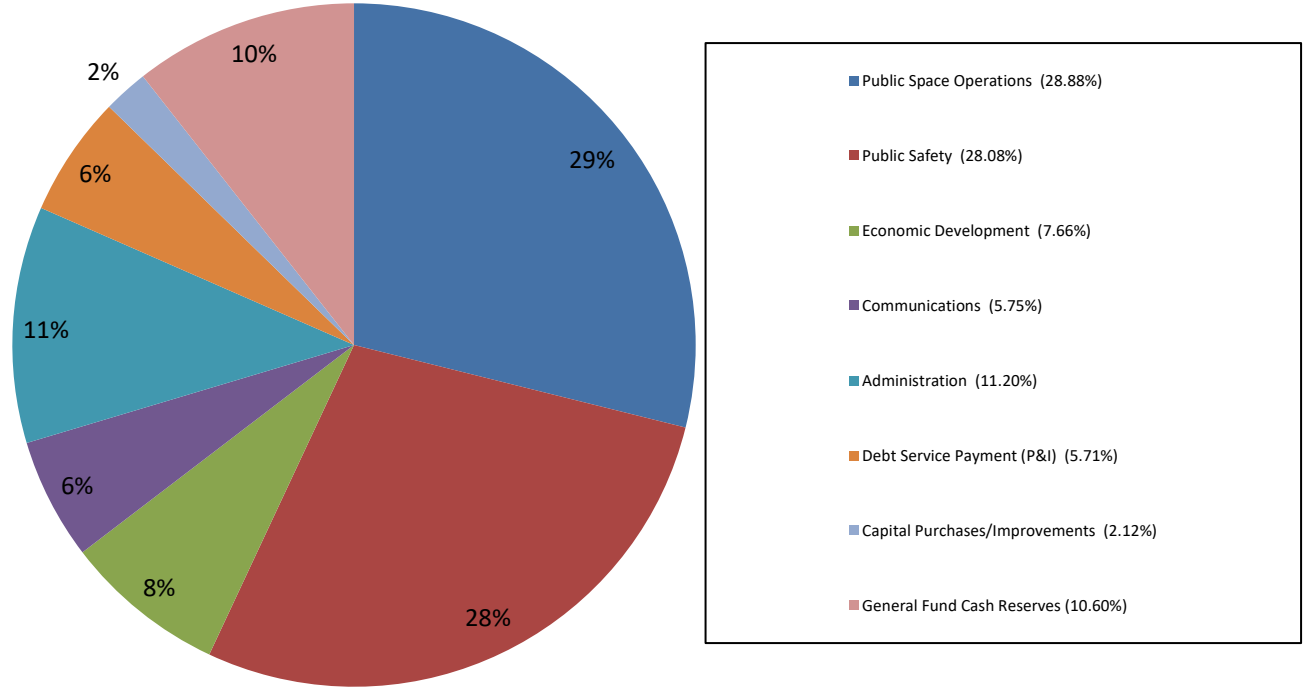
2022



2023



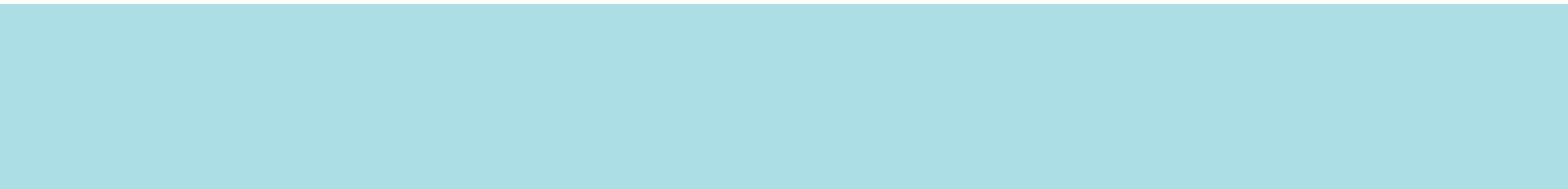
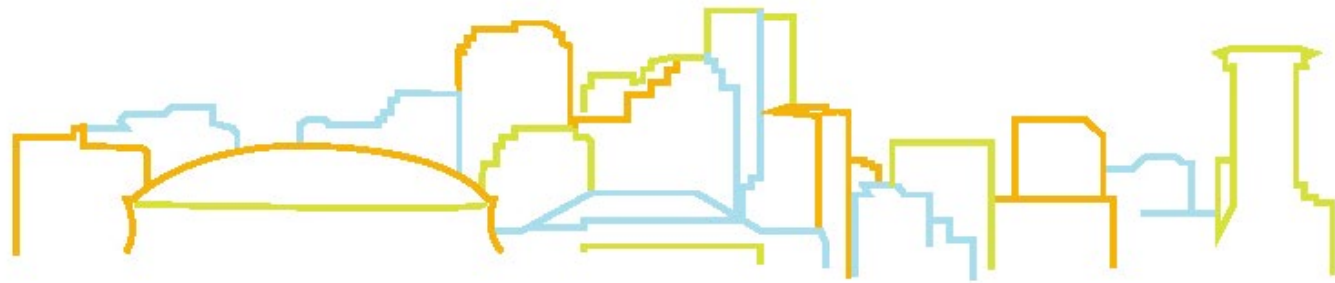
Departmental Expenses as a Percent of Total Revenue Budgeted 2023



NET INCOME BEFORE DEPRECIATION		(509,132)	1,400,199	(2,613,470)	(2,391,877)	(1,740,574)	(680,000)
CAPITAL SOURCES							
	Bond Proceeds	-	-	2,500,000	2,500,000	99,985	152,000
	Fund Balance Proceeds	895,432	-	2,500,000	311,878	2,171,706	1,250,000
	TOTAL CAPITAL SOURCES	895,432	-	5,000,000	2,811,878	2,271,691	1,402,000
NET SOURCES BEFORE CAPITAL USES:							
		386,300	1,400,199	2,386,530	420,001	531,117	722,000
CAPITAL USES							
	Debt Service - Principal	365,000	370,000	385,000	420,000	420,000	570,000
	Capital Purchases	21,300	3,480	2,969	-	111,117	152,000
	Capital Lease - Principal Payment	-	-	-	-	-	-
	Contributions to Cash Reserves (Gen, Legal, etc.)	-	1,026,719	1,998,561	-	-	-
	TOTAL CAPITAL USES	386,300	1,400,199	2,386,530	420,000	531,117	722,000
NET CASH FLOW							
		-	-	-	1	-	-

**DOWN
TOWN** NOVA

**DOWNTOWN
DEVELOPMENT
DISTRICT** NEW ORLEANS



Downtown Development District
2023 Proposed Budget (17.12 mills)
(As of October 4, 2022)

Line #	Description	12/6/2022 10:38		Projected 2022 Actual	Proposed Budget 2023	% Change Budget 2022 - 2023	2023 Proposed Budget												Proposed 2023 Total	Notes Line #	
		Adopted Budget 2022	08/31/22 YTD Actual				January	February	March	April	May	June	July	August	September	October	November	December			
289	Interest Expense - Debt Service	56,400	58,933	87,133	103,446	83.4%	-	-	-	-	-	51,723	-	-	-	-	-	51,723	103,446	59	
291	Depreciation & Amortization	37,500	-	37,500	40,000	6.7%	-	-	-	-	-	-	-	-	-	-	-	40,000	40,000		
293	Net Income (Loss)	(2,429,377)	4,423,816	(1,778,074)	(720,000)	-70.4%	(579,972)	(564,767)	1,494,458	3,120,422	1,834,397	(566,990)	(705,654)	(466,223)	(752,843)	(620,679)	(676,120)	(2,236,029)	(720,000)		
297	Net Income (Loss) Before Depreciation	(2,391,877)	4,423,816	(1,740,574)	(680,000)	-71.6%	(579,972)	(564,767)	1,494,458	3,120,422	1,834,397	(566,990)	(705,654)	(466,223)	(752,843)	(620,679)	(676,120)	(2,196,029)	(680,000)		
299	Capital Sources																				
300	Bond Proceeds	2,500,000	-	99,985	152,000	-93.9%	-	4,000	38,000	60,000	9,000	32,000	-	-	-	-	9,000	-	152,000	60	
301	General Fund Cash Proceeds	311,878	-	2,171,706	1,250,000	300.8%	-	-	-	-	-	-	-	-	-	-	-	1,250,000	1,250,000	61	
302	Public Space Capital Reserve Proceeds	-	-	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-		
303	Econ Development Cash Reserve Proceeds	-	-	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-		
304	Total Capital Sources	2,811,878	-	2,271,691	1,402,000	-50.1%	-	4,000	38,000	60,000	9,000	32,000	-	-	-	-	9,000	1,250,000	1,402,000		
306	Net Sources Before Capital Uses	420,001	4,423,816	531,117	722,000	71.9%	(579,972)	(560,767)	1,532,458	3,180,422	1,843,397	(534,990)	(705,654)	(466,223)	(752,843)	(620,679)	(667,120)	(946,029)	722,000		
308	Capital Uses																				
309	Debt Service - Principal	420,000	-	420,000	570,000	35.7%	-	-	-	-	-	-	-	-	-	-	-	570,000	570,000	62	
310	Capital Purchases	-	102,116	111,117	152,000	#DIV/0!	4,000	38,000	60,000	9,000	32,000	-	-	-	-	9,000	-	-	152,000	63	
311	Capital Lease - Principal Payment	-	-	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-		
312	General Fund Cash Reserve	-	-	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-		
313	CSDC Cash Reserve	-	-	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-		
314	Economic Development Cash Reserve	-	-	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-		
315	Public Space Capital Reserve	-	-	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-		
316	Public Safety Capital Reserve	-	-	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-		
317	Legal Defense Reserve	-	-	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-	-		
318	Total Capital Uses	420,000	102,116	531,117	722,000	71.9%	4,000	38,000	60,000	9,000	32,000	-	-	-	-	9,000	-	570,000	722,000		
320	Net Cash flow	1	4,321,700	-	(0)	0.0%	(583,972)	(598,767)	1,472,458	3,171,422	1,811,397	(534,990)	(705,654)	(466,223)	(752,843)	(629,679)	(667,120)	(1,516,029)	(0)		