



DOWNTOWN DEVELOPMENT AUTHORITY
WEST PALM BEACH

Always Original

ANNUAL REPORT 2019-2020

Message from Executive Director

If there has been a theme for this past year, it is resilience. The Downtown West Palm Beach community showed its strength, courage, and unity through challenges and circumstances that no one could have possibly foreseen. Throughout this past year, the board and staff of the Downtown Development Authority dedicated themselves to finding every possible way that we could provide support and service to our stakeholders. Whether that support was in the form of financial resources, marketing, organizational support, advocacy, or just taking the time to listen to a concerned resident or business owner - we took every opportunity we could to help.

This year has taught us that the women and men who make Downtown West Palm Beach their home, place of business, or who visit it for all that it has to offer, care immensely not only about their stake in it, but also about those with whom they share it. Everyone stepped up, leaned in, and made those extra efforts that collectively had a tremendous impact and resulted in a stronger recovery than anyone thought possible.

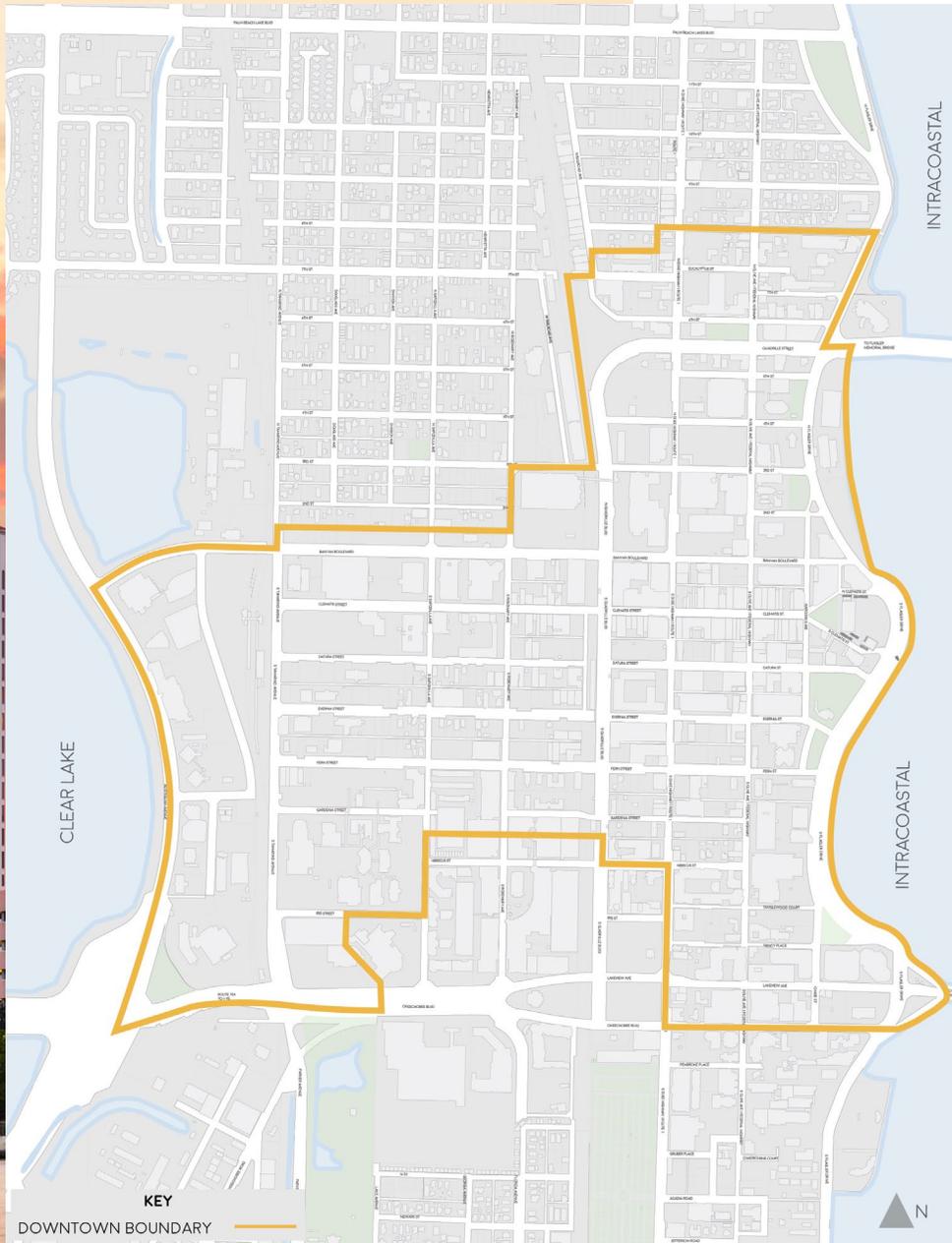
The DDA Board and Staff are proud to be part of this community, and we look forward to continuing to serve and support the incredible group of people who are the reason this city is on track for a strong and successful recovery.

Sincerely,



Raphael Clemente





ABOUT THE DOWNTOWN DEVELOPMENT AUTHORITY

The West Palm Beach Downtown Development Authority (DDA) is an independent taxing district created in 1967 by a special act of the Florida Legislature. Working in close coordination with the City of West Palm Beach and West Palm Beach Community Redevelopment Agency (CRA) to deliver the most impactful and value-based outcomes possible to our stakeholders.

MISSION: TO PROMOTE AND ENHANCE A VIBRANT DOWNTOWN WEST PALM BEACH.

In the following pages, you will learn how the DDA supports 4 strategic goals:

-  **ENHANCE THE BUSINESS ENVIRONMENT**
-  **ENHANCE THE PHYSICAL ENVIRONMENT**
-  **MARKET THE DOWNTOWN**
-  **IMPROVE RESIDENTIAL QUALITY OF LIFE**

ENHANCE THE BUSINESS ENVIRONMENT

The DDA's economic development efforts are in harmony with the City's vision of West Palm Beach as a vibrant, world-class city with a diverse and thriving economy. The DDA's programs align with the City's stated economic development goals:

- TALENT ATTRACTION
- A HEALTHY BUSINESS CLIMATE
- SUPPORTIVE INFRASTRUCTURE
- QUALITY OF PLACE
- INNOVATION AND ENTREPRENEURSHIP



6 GRAND OPENINGS
\$4,574.73 AWARDED



2 FAÇADE GRANTS
\$13,485.33 AWARDED



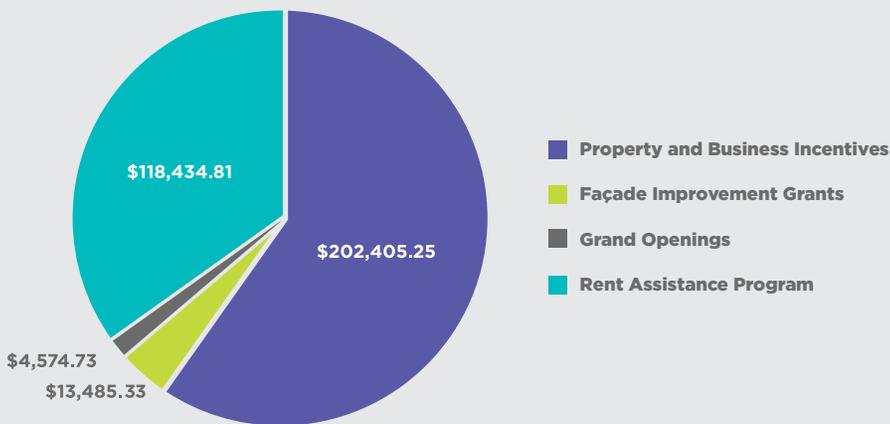
8 BUSINESS INCENTIVE GRANTS
\$202,405 AWARDED



11 RENT ASSISTANCE PROGRAM
\$118,434.81 AWARDED

**used to offset the impact of COVID-19 on businesses*

FY 2019/2020 Grants



\$150,000 FUNDING FOR
DDA DISTRICT
BUSINESSES

ECONOMIC DEVELOPMENT RECOVERY
ASSISTANCE PROGRAM IN COLLABORATION
WITH THE CITY OF WEST PALM BEACH

BUSINESS ASSISTANCE WEBINAR WITH GUNSTER

The DDA partnered with the Gunster law firm to present a webinar regarding what considerations businesses should keep in mind as they take steps to reopening their business. 12 businesses received assistance.

ENHANCE THE PHYSICAL ENVIRONMENT

COVID CLEANING PROGRAM

Contracted with Custom Cleaning and Management Services for the development and implementation of a COVID Cleaning Workshop, which included informational videos and collateral materials to provide to businesses and residents. In addition to the workshops, the DDA provided starter kits with supplies to all businesses that participated in the training.

The workshop focused on:

- Understanding COVID-19
- Cleaning and disinfecting practices for different types of businesses and settings
- Proper use of personal protective equipment (PPE)
- Understanding proper mixtures of cleaning and disinfecting products

DOWNTOWN CLEAN TEAM

In partnership with The Lord's Place, Inc., this program focused on assisting our homeless population by providing part-time employment to formerly homeless or incarcerated individuals to assist them on becoming reacclimated into society and earn a living wage while improving the quality of public spaces throughout the Downtown District. Since its inception in January 2018, the team has worked to keep public spaces throughout downtown clean. The team responded to clean up requests, reported graffiti and other maintenance issues. Due to COVID-19 the Downtown Clean Team was suspended March 30, 2020.



Outcome:

- Business in-person training of Downtown merchants: 11
- Virtual training of City of West Palm Beach GreenMarket vendors: 95



- 289** TRASH CANS CLEANED
- 4342** SIDEWALK BLOCKS CLEANED
- 3225** PLANT BEDS CLEANED
- 886** BENCHES CLEANED
- 338** GRAFFITI REPORTED AND CLEANED
- 524** HOMELESS OUTREACH CARDS DISTRIBUTED

OUTREACH TEAM

Launched in 2019, the Outreach Team is a partnership with the City of West Palm Beach and The Lord's Place which provides professional level homeless outreach to individuals in the Downtown District. This engagement works to get individuals to take advantage of public assistance including housing, mental health, and other care needed. The friendly, non-threatening discussions build trust and rapport, enabling members to complete an assessment.

SECURITY AMBASSADORS

A full-time private public safety unit was contracted with Professional Security Consultants. This dedicated team works closely with the West Palm Beach Police Department to improve safety throughout the Downtown District; essentially the "eyes and ears" to assist businesses, residents and visitors with information or to contact emergency services. Their presence significantly improves perceptions of safety as they execute routine check-ins at various locations throughout the area, including residential buildings, the Waterfront, and businesses. Each team member is trained in CPR and First Aid. Due to COVID-19, some of our condominiums would not allow entrance into their buildings. Because of this we increased district patrols. Additionally, the DDA began 24-hour patrol of the District from March 21 - June 15, 2020.

323 BUSINESS ASSIST
846 BUSINESS CHECK-IN
1,442 CONDO CHECK-IN
102 DISORDERLY / INTOXICATED
934 HOMELESS
119 PANHANDLING
2643 PATROL
203 POLICE FIRE EMS TRAFFIC
975 PUBLIC ASSIST

Number denotes number of occurrences.

All outcomes substantially decreased from the previous year due to COVID-19.



NEIGHBORHOOD CLEANING



LANDSCAPING

Scott Lewis' Gardening and Trimming has maintained the beautiful landscape along Clematis Street and other key areas in the Downtown District. The dedicated landscaping team is responsible for debris removal and maintenance of plant beds and trees along Clematis Street, as well as the Seaboard Train Station.

3,155 PLANT BEDS MAINTAINED
464 BLOCKS LANDSCAPED

Number denotes number of occurrences.

PRESSURE WASHING

To maintain a clean space, Green Earth Power Washing was contracted to clean sidewalks routinely. This cleaning is done using steam instead of a traditional pressure wash and an ecofriendly cleaning solution. Cleaning of Clematis Street, Olive Avenue, Narcissus Avenue and Dixie Highway are performed most frequently due to heavy foot traffic. Rosemary Avenue, Sapodilla Avenue and other streets are cleaned quarterly or as needed.

>2,500,000 SQUARE FEET CLEANED

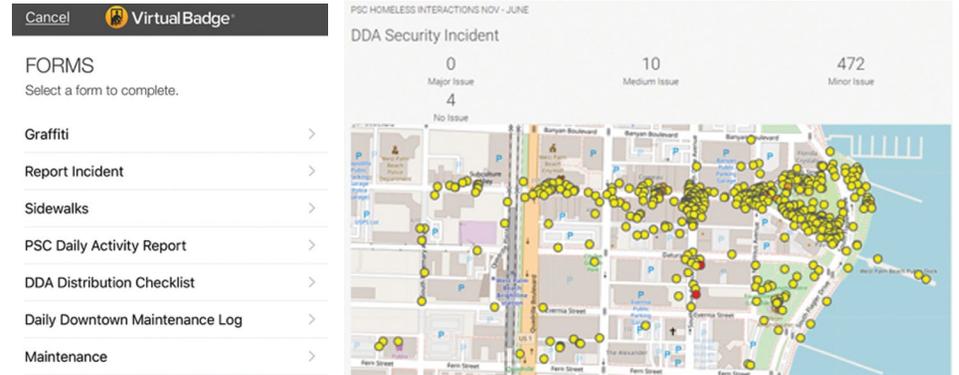
Due to the pandemic and reduced foot traffic in the district, our contractor was able to use their resources and complete a full sanitization of Clematis Street and the Waterfront. This included using a safe product in a rinsing process on sidewalks, benches, sea wall, and trashcans.

VIRTUAL BADGE

Virtual Badge allows for DDA contractors like Security and Landscaping to log tasks, incident reports and other information in a timely and organized manner. Each report is geotagged, and the location is mapped so the incidents/tasks identified can be addressed. The collected data is turned into actionable data reports to be used on a daily, weekly, monthly, or yearly basis to report out completed tasks.

TROLLEY RIDERSHIP

Due to COVID-19, the Downtown Trolley service operated until March 23, 2020. During the six months of operations, 245,604 people were able to enjoy the Yellow and Green Lines serving the Downtown District. The DDA's partnership of the Blue Line with the West Palm Beach Community Redevelopment Agency (CRA) and the Palm Beach Outlets, generated 15,873 riders with its Thursday - Saturday service connecting Downtown, Northwood, and the Outlets.



MARKET THE DOWNTOWN



We retooled our focus to virtual events in March 2020 to provide programming as we continued to keep safe during the pandemic.

140,492 WEBSITE PAGEVIEWS

71,240 WEBSITE USERS

5,567 EMAIL SUBSCRIBERS

21.8% EMAIL OPEN RATE

(ABOVE INDUSTRY AVG.; 21.33%)

ADVERTISING



TELEVISION

COMCAST

12,253,644 total impressions



PRINT

PALM BEACH POST

23 half page insertions
and 2,693,000 total impressions
across The Palm Beach Post digital network



RADIO

IHEART RADIO

1226 commercials
450,000 total digital impressions

WLRN

195 commercials

SOCIAL MEDIA

Stats of all channels from October 1, 2019 - September 30, 2020

@DOWNTOWNWPB

Downtown West Palm Beach



Facebook **28,201**; 2.07% increase
Total Impressions **4,722,779**
Women ages 35-44



Twitter **21,854**; 1.7% increase
Total Impressions **625,235**
Men and people between the ages of 35-44



Instagram **35,854**; 24.54% increase
Total Impressions **2,649,582**
Women between the ages of 25-34

@WESTPALMDDA

West Palm Beach Downtown Development Authority



Facebook **1080**; 37.93% increase
Total Impressions **233,003**
Women between the ages 35-44



Twitter **537**; 21.2% increase
Total Impressions **118,096**
Men and people between the ages of 45-54



LinkedIn **1365**; 48.4% increase
Total Impressions **45,594**

EVENTS

58 SELF-PRODUCED COMMUNITY EVENTS

WELLNESS HOUR

October 3, 2019 – February 27, 2020

A free outdoor fitness experience to promote a healthier option to happy hour where residents, visitors, and workers can get together to enjoy the outdoors in our public spaces. The program consists of two main recurring meetups, Motivational Mondays, which is featured as an outdoor bootcamp and Untwist Thursday, a yoga flow for all levels. Due to demand from the original pilot duration, the program continued in October 2019 acquiring a total of 33 classes being taught to 455 attendees in the public space. During this period, Wellness Hour came to a halt due to the immergence of COVID-19.



ASSEMBLAGE: A CREATIVE CLUSTER

October 23, 2019

Assemblage is a community engagement program that unearths a creative cluster of Downtown West Palm Beach residents, merchants, and visitors by bringing them together to share their hidden talents through a storytelling experience. The program's purpose is to allow locals to share

their creative talents through a presentation platform that explores the connection of community through a creative dialogue and storytelling in a format consisting of a 30-minute networking session followed by 2-hours of programming.

ROAM THE ROAD

November 23, 2019

Roam the Road is an exploration of our DowntownWPB businesses by those who live and play in West Palm Beach. We hosted a daytime, family-friendly event that extended an open door to businesses throughout our DowntownWPB district; a rework of the past program "Neighbor Nights."



Participants were welcomed to a food and drink tasting from restaurants and cafes, in addition to special discounts from a selection of retailers/specialty shops. For the first edition we explored a total of 18 businesses and acquired 396 registered

participants. Many residents and visitors were enthusiastic about discovering businesses they did not know where in the Downtown district. While strolling they were greeted by local musicians and artists along the route.



SATURDAY SOIREE

December 21, February 29, March 28*, April 11*, April 18*, and April 25* (*Virtual Event)

As a follow-up to the Residential Manager's Placemaking Brainstorm session in 2019, one of the projects brought forth by the Edge Condominium was piloted in December 2019 as a pop-up neighborhood gathering that fosters community connections at local parks and plazas. The Westside Pop-up Series bridged a connection to those living and working west of Tri-rail as part of the Downtown district and acquired 60 attendees. The program was scheduled to take place on the last Saturday of each month from February through April, however due to COVID-19 it was revamped to weekly virtual concerts with 3-4 local artists each day inviting a broader audience to the district's social channels; reaching over 13,000 views in one night.

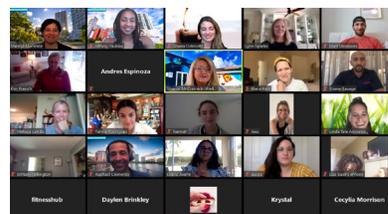


DOWNTOWN COFFEE BREAK

April 15, 22, 19, 2020

The DDA and 1909, a non-profit community incubator serving entrepreneurs, creators, and doers in Palm Beach County, collaborated on the new virtual event series that brought insights, tips and innovative ways to tackle the new challenges in our daily lives due to remote working. The 3-week series kicked off on Wednesday, April 15 at 2 p.m. Sessions featured experts and local

business owners who discussed topics such as how to work from home more effectively and effective communication for businesses and individuals.





HEALING CIRCLE (PART I)

June 22, June 29, July 6, and July 13

Created a space for respectful and informed dialogue among community members during the uprising of social injustice. The purpose of the

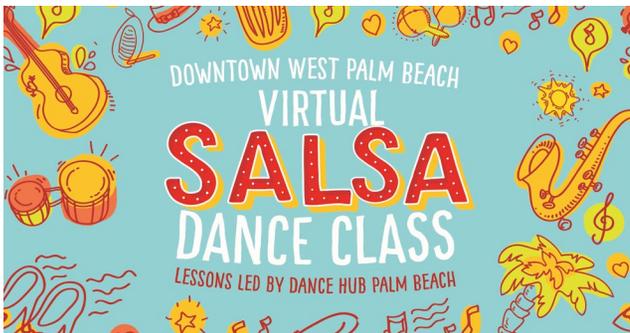
open public dialogue was to facilitate understanding and a deeper appreciation for the diverse values and perspectives within our community. Due to COVID-19 and the lack of human connection, the need to provide the 4-week virtual program facilitated by kärnl moon was of utmost importance. Each session consisted of a relaxing sound bath, presentation on tools and resources attendees can use to cope, and an open discussion.



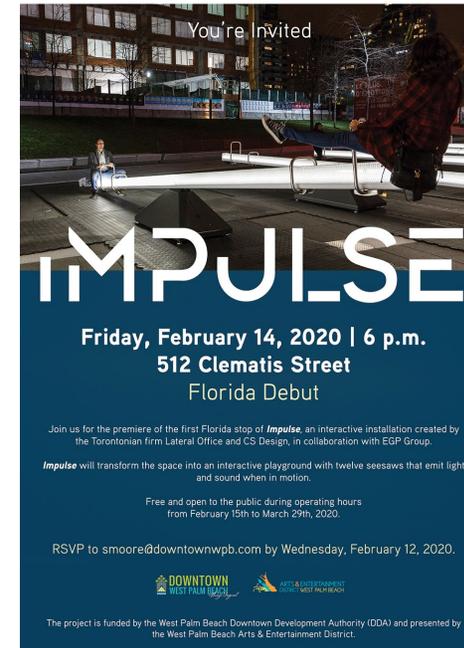
HISPANIC HERITAGE MONTH

September 15 - October 15

The DDA initiated its first Hispanic Heritage Month celebration to honor the contributions of Hispanic and Latino Americans in the United States; especially within our district. Programming consisted of two virtual Salsa Dance Classes instructed by Dance Hub Palm Beach, a downtown business; a panel discussion entitled "Empowering & Celebrating Latinos" with City of West Palm



Beach leaders and downtown business owners, and month-long features of Hispanic-owned businesses through various media channels.



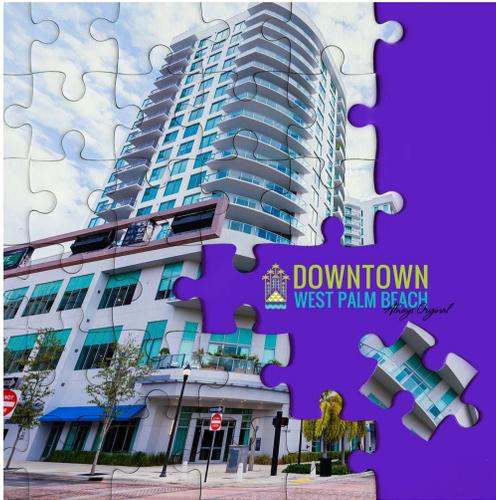
IMPULSE

February 15 - March 29

A one-of-a-kind interactive installation made its Florida debut in the downtown district. Impulse, created by Creos, transformed an open space into a person activated light and sound experience through a series of illuminated seesaws. Impulse is an ever-changing urban composition and urban instrument, in which city dwellers are the musicians and artists. Originally schedule to reside in the downtown district for 2 months but public usage was stopped due to COVID-19. The project was funded by

the West Palm Beach Downtown Development Authority and presented by the West Palm Beach Arts & Entertainment District. Approximately 10,000 visitors enjoyed this interactive art installation.

VIRTUAL OFFERINGS



PUZZLES

In June 2020, the DDA created virtual puzzles to offer a fun virtual experience while encouraging staying home and safe during the pandemic. In order to promote the businesses in this time, the DDA unrolled a Puzzle Contest 4- week campaign. Each week, three winners with the quickest completion times were awarded gift cards to local restaurants. The contest garnered 156 total participants.

ZOOM BACKGROUNDS

With spikes in Zoom usage and virtual meetings last year, the DDA marketing team saw the opportunity to promote the Downtown West Palm Beach brand with the creation of 7 downloadable virtual backgrounds that displayed images of Downtown West Palm Beach immersing Downtowners and visitors into the downtown.



COLORING PAGES

In an effort to continue pushing virtual offerings during the pandemic, the DDA released 10 printable coloring pages with images from around Downtown West Palm Beach.

PUBLIC SAFETY MESSAGING



WHILE WE ARE APART, YOU'RE STILL IN OUR HEART (Overall Messaging)

During a time when the community needed the most support, the DDA revamped all messaging to address the pandemic and social injustice that were plaguing the world and local community. Since the onset, the DDA has maintained its stance on promoting to-go options, safety, and uplifting messaging to foster the thriving community. The "While We Are Apart, You're Still In Our Heart" overarching campaign was integrated into advertising, website, and all other communication channels.



DEDICATED TO GO PAGE

The DDA launched a simple and direct campaign to help rally the community around local restaurants by encouraging customers to support the local establishments with takeout and delivery. It was imperative to initiate this campaign with the foresight of many businesses potentially closing for good due to the pandemic.

COVID ETIQUETTE "HOW TO" VIDEOS

Distributing material from the CDC was important for all communities and the DDA did so however by creating 7 innovative, safety content videos in which majority demographic can enjoy and remember. Topics included Ways To Say Hello; Avoid the 3 C's - Closed Spaces, Crowded Spaces, and Close-Contact Settings; The Correct Way To Wash Your Hands; How To Properly Clean Your Phone?; How To Use Hand Sanitizer?; Wear Your Mask - Stop The Spread!; and How To Clean & Disinfect Hard Surfaces.



MASK WEARING

In order to encourage everyone to comply with the CDC's recommended safety guidelines to wear facial coverings, the DDA partnered with downtown business Zeidel & Co to manufacture Downtown West Palm Beach branded masks and distributed them to downtown business for their patrons and employees free of charge during the month of May.



An additional incentive was launched from August 26 - September 23 with the "Mask On Photo Contest" encouraging the community to sport their mask in the downtown to win a \$200 prize package to local businesses.

COLLABORATIVE EFFORTS

RECOVERY ASSISTANCE PROGRAM

Provided a total of \$150,000 in funding to the City of West Palm Beach's Recovery Assistance Program which provided micro-loans to City businesses in need of assistance. All money from the DDA were allocated specifically to businesses within the downtown district.

TEMPORARY USE PERMIT STUDY

From October 23, 2019 - December 2019, an established core group that included city workers from the Permitting and Planning & Zoning Department, a representative from the Fire Department and DDA staff, came together to evaluate and provide insight into the future ordinance of Temporary Use Permitting for the City of West Palm Beach and managed a preliminary study on its viability. The timing of this study provided an opportunity for the city to act quickly during an emergency order for COVID-19 that followed some of the principles established through the study. The study has provided a tool for the City to pursue a future TUP ordinance at a later date.

SANDI TREE

The DDA created the personality of Sandi Tree by giving her a voice to interact with fans and visitors. The DDA continues to engage followers through social channels on Facebook, Twitter, and Instagram.

200 BLOCK CELEBRATION

To culminate the reopening of the 200 Block of Clematis Street, the DDA oversaw the business participation of the "Downtown Street Soiree" portion of the celebration held on November 7, 2019. Residents and visitors were invited to enjoy complimentary tastings and refreshments from 7 participating restaurants.

PARTY ON THE PORCH

The DDA hosted an Instagram Photo Contest through the DowntownWPB social channels during the City of West Palm Beach's revamped programming for Independence Day. In an effort to promote virtual fun, participants were asked to decorate their porches, patios, and/or balconies with patriotic décor and submit through contest portal. Selected winners received a \$125 prize package to local businesses.

AWARDS

FLORIDA FESTIVALS & EVENTS SUNSATONAL AWARDS

1ST PLACE:

Multi-Agency Collaborative Program
12 for 12 WPB: Pop-up to Rent Business Competition
Facebook - West Palm Beach Arts & Entertainment District Social
Twitter - DowntownWPB
Instagram - DowntownWPB
PR / Media Campaign - Einstein Off The Wall

2ND PLACE:

Twitter - West Palm Beach Arts & Entertainment District Social

3RD PLACE:

Radio - Harmony: An Exhibition of the Arts

IFEA/HAAS & WILKERSON PINNACLE AWARDS

1ST PLACE:

Best TV Promotion - Be Seen
Best Event/Organization Newsletter - Discover the Arts
Best Event Program - Harmony: An Exhibition of the Arts
Best Miscellaneous Printed Materials (Multiple Page) - Calendar
Best Miscellaneous Printed Materials (Single Page) - Trolley Guide

2ND PLACE:

Best Social Media Site - A&E Facebook

3RD PLACE

Best Event Video Promotion - Pairings: Food & Wine Event

FLORIDA REDEVELOPMENT AWARDS

Out of the Box Award Winner
12 for 12 WPB: Pop-up to Rent Business Competition

PLACEMAKING

BIKE VALET

October 3, 2019 – March 7, 2020 | 7:30 p.m. – 2 p.m.

As an extension to the DDA's Bike Valet program at SunFest, we decided to bring this service to Downtown to promote bike riding during the GreenMarket. The Bike Valet program was setup with a vendor that could repair bikes and also engaged the community with two Bike Safety and Commuting Classes followed by a Bike Ride. Due to COVID-19, the program was abruptly suspended. Future reemergence of this program will showcase the program within the sitemap of the GreenMarket.



LOVE HOUR

February 2020

As part of the Valentine's Day campaign for DowntownWPB, the DDA hired five local writers to execute individual pop-up poetry stations in nine different locations throughout the District. The pop-up was scheduled throughout the month of February at lunch time or near happy hour to engage with higher foot traffic. Writers create impromptu love poems to hand out to the public.



THOROUGHFARE POP-UP

December 2019 – March 2020

The West Palm Beach Downtown Development Authority (DDA), the City of West Palm Beach and the West Palm Beach Community Redevelopment Agency (CRA) teamed up to bring new life to Clematis Street with a pop-up, innovative market and retail



hub. The DDA oversaw the design, construction, and permitting of the pop-up which showcased winners of the 12x12 business competition at a highly visible location on Clematis Street within a fast turnaround while the building construction would take place. Due to the pandemic, the space closed in March 2020.

DINING ON THE SPOT (DOTS)

May 5, 2020 – October 10, 2020

45 Businesses | 15 Downtown Blocks

With restaurants limited to utilizing a percentage of their interior capacity under the State-mandated Phase 1 re-opening plan that required important physical distancing, the West Palm Beach Downtown Development Authority (DDA), the West Palm Beach Community Redevelopment Agency (CRA) and the City of West Palm Beach collaborated and launched a new program to allow the service areas for Downtown restaurants to extend beyond traditional café seating onto Downtown streets, into parking lots, and into alleyways for pedestrians and patrons to enjoy. Officially opening to the public on May 10, 2020, the program



was responsible for 25-40 percent of business sales on the 100, 200, and 300 blocks of Clematis Street.



The City waived initial permitting and meter bagging fees which allowed businesses struggling from the shutdown to take advantage of this program immediately. Several Downtown West Palm Beach restaurants have also opted to continue with the enhanced outdoor seating after seeing increased success from DOTS; these include Avocado Grill, Pistache French Bistro, Rocco's Tacos, Dr. Limon, The Blind Monk and more.



IMPROVE RESIDENTIAL QUALITY OF LIFE

A neighborhood is a collection of intimate, welcoming public spaces that support a wide range of activities. Good public spaces provide opportunities to “seed” activity in areas where none previously existed. Activating small public spaces allows for community development planning from the perspective of those who frequent downtown the most - the people who live here.



 **8,200** ESTIMATED RESIDENTS

 **7,700** NUMBER OF UNITS

DOWNTOWN NEIGHBORHOOD ASSOCIATION (DNA)

The DNA is a non-partisan, volunteer based, 501c3 nonprofit organization that creates opportunities for people to interact with each other and local government in Downtown West Palm Beach. The Downtown Development Authority advocated for the formation of the DNA in 2007 and has provided financial and in-kind support, staff time, and meeting space for the DNA since that time.

Residents are the lifeblood of downtown. The DDA has made quality of life for residents its top priority.

HIGHLIGHTED EVENTS

DNA GENERAL MEETING

November 6, 2019 - 4th Quarter held at DDA.

Featured speakers were Uyen Dang, City Traffic Engineer and Vladimir Jeannot, Special Project Manager with the City of West Palm Beach. They discussed the \$20 million Banyan Street Improvement Project scheduled to begin March 2020 and proposed changes to parking fees and trolley routes.

INTRACOASTAL KAYAK CLEAN UP

December 7, 2019

Neighborhood members were invited to clean up the Waterfront in kayaks provided by Visit Palm Beach. Sidewalk cleanup was also accomplished.

HOLIDAY CAROLING ON THE DOWNTOWN TROLLEY

December 21, 2019

Patrons were invited to ride around Downtown in the trolley and sing along to Christmas carols.

DOWNTOWN FOCUS

January 28, 2020 at 7 p.m. at the Hilton West Palm Beach.

CANDIDATE MEET & GREET

February 18, 2020 from 6-8 p.m. at Voltaire

An interactive “meet and greet” with local candidates for WPB City Commission.

WATERFRONT CLEAN UP

June 27, 2020 from 9 a.m. - 12 p.m

Co-sponsored by Keep Palm Beach County Beautiful and Visit Palm Beach, members of the community were invited to clean up the Waterfront.

WEST PALM BEACH ARTS & ENTERTAINMENT DISTRICT



FINANCIAL OVERVIEW

TAX BASE: COMMERCIAL 49% VS. RESIDENTIAL 51%

THE DDA DISTRICT HAS INCREASED ITS TAXABLE VALUE BY \$890,760,252 SINCE 2015; AN INCREASE OF 59%.

The value of Downtown West Palm Beach continues to grow.

- DDA represents 46% of the City's taxable value on new construction
- Revenue per acre is \$146,647,220; preliminary 2020 values (480 acres)
- The DDA tax base and taxable value is less than 1% of the county
- Residential properties have increased in value by 67% since 2015

FUTURE PLANS/ LOOKING AHEAD

FINALIZED 2019 – 2024 WORK PLAN

In September 2019, the DDA board and staff had the opportunity to review its past work and developed the 2019-2024 Work Plan defining the organization's overall mission, scope, and plan for community enhancement programs and projects that represents the DDA's efforts to deliver outcomes above and beyond standard municipal services provided by the City of West Palm Beach within the Downtown District. We have had the opportunity to work on many projects and programs and excited to continue our mobility of being changemakers for public space enhancements, quality of life and development and furthering programming throughout the district.

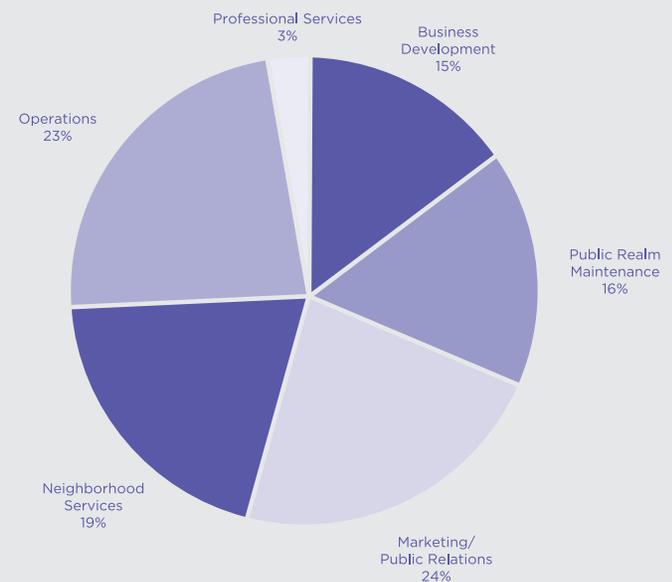
REBRANDING AND NEW WEBSITE SPECIFICS AND PURPOSE (RFP)

It is very important for destinations to brand themselves and have the ability to have a say in their story development. A place is a truly immersive experience, and its reputation is dependent on its residents, leaders, merchants, cultural attractions, marketing statics, and normal ambiance. The DDA plans to integrate strategies to reach our various markets in every point of public contact.

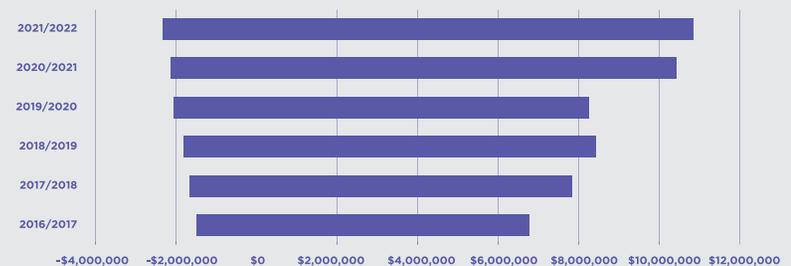
The West Palm Beach A&E District is a non-profit organization that works collaboratively with local artists and arts institutions to highlight the vibrant creative community in the Downtown area. The A&E grew out of the DDA's long-time work with the local arts community and now serves as a partner organization. The A&E is also an effective tool to pursue non-tax funds through grants for arts and culture programs and project.

The A&E District enhances the appeal of West Palm Beach as a visitor destination, drawing attention to its status as a vibrant city illuminated by its beauty and range of creative expression.

OVERALL BUDGET % AND EXPENDITURES



REVENUE



Residential Taxable Values: \$1.2M
Increased 67% since 2015

DDA BOARD

Robert Sanders, DDA Chairman
Rick Reikenis, DDA Vice-Chairman
Lisa Gerard
Mary Hurley Lane
William Jacobson
Cynthia Nalley
Upendo Shabazz

DDA STAFF

Raphael Clemente, Executive Director
Teneka James-Feaman, Associate Director
Shelly Williams, Director of Administration
Samantha Moore, Office Manager
Catherine Ast, District Services Manager
Tiffany Faublas, Marketing Director
Sherryl Muriente, Manager of Urban Placemaking
Michelle Barascout, Marketing Coordinator

DOWNTOWN PARTNER

Public Relations
Private Security Service/Provider
Security Ambassador Program
Downtown Trolley System Operator
Landscape Maintenance
Pressure Washing
Janitorial and Public Space Maintenance
Holiday Lighting and Decorations
Legal Services
Annual Independent Audit

**THANK YOU TO ALL OUR PARTNERS AND SUPPORTERS
WHO HELP US WORK TO KEEP DOWNTOWN THRIVING.**

DOWNTOWN WEST PALM BEACH FACTS

Square Miles **.75 sq. miles**
Year of Incorporation **1967**
Median Age **41.7**
Median Household Income **\$49,231**

According to ESRI's Business Analysis the median household income in the Downtown is forecasted to grow \$55,544 by 2021.