



**Rochester DDA 2012-13 Goals & Objectives
Saturday, January 14, 2012
8:00 am – 3:00 pm
Royal Park Hotel**

Agenda

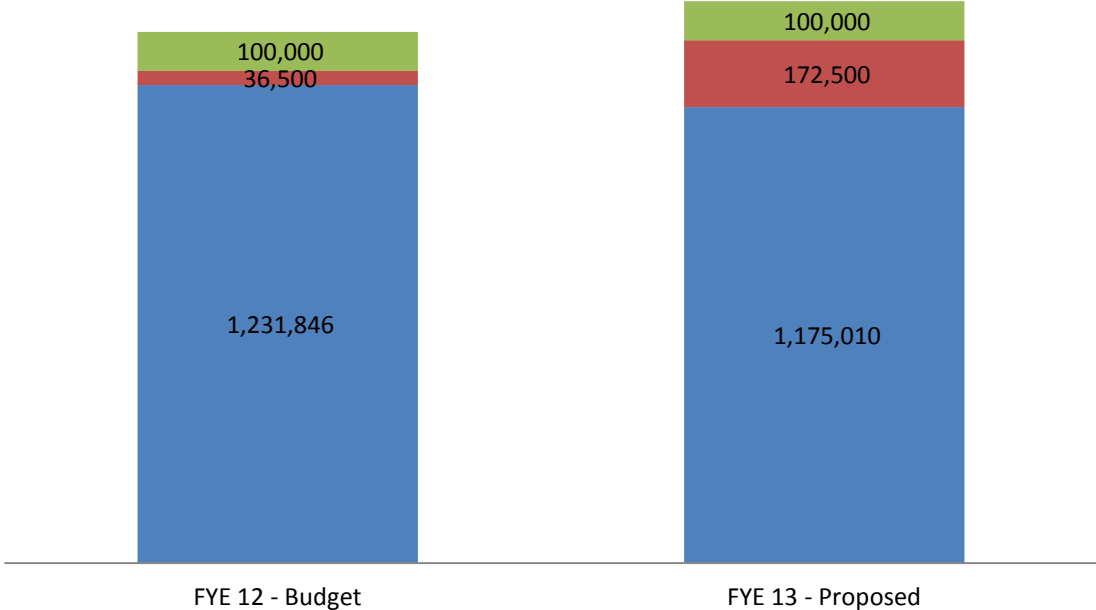
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|-----------------|--|
| 8:00 am | Continental Breakfast |
| 8:10 am | Opening Remarks – Mike Clayman, Chairman |
| 8:15 am | 2012-13 Budget Discussion – Jaymes Vettraino |
| 9:00 am | Site Development – Dr. Atallah |
| 10:00am | Break |
| 10:15 am | Business Development – John Pino |
| 11:00 am | Green City of Rochester – Marilyn Trent |
| 11:45 am | Lunch |
| 1:00 pm | Promotions – Linda Lucaj |
| 1:30 pm | Organization – Paul Haig |
| 2:15 pm | Break |
| 2:30 pm | Main Street Makeover Presentation – Jaymes Vettraino |
| 3:00 pm | Adjourn |

DDA Budget Graphs

January 14, 2012

Budgeted Revenue FYE 2012 vs FYE 2013

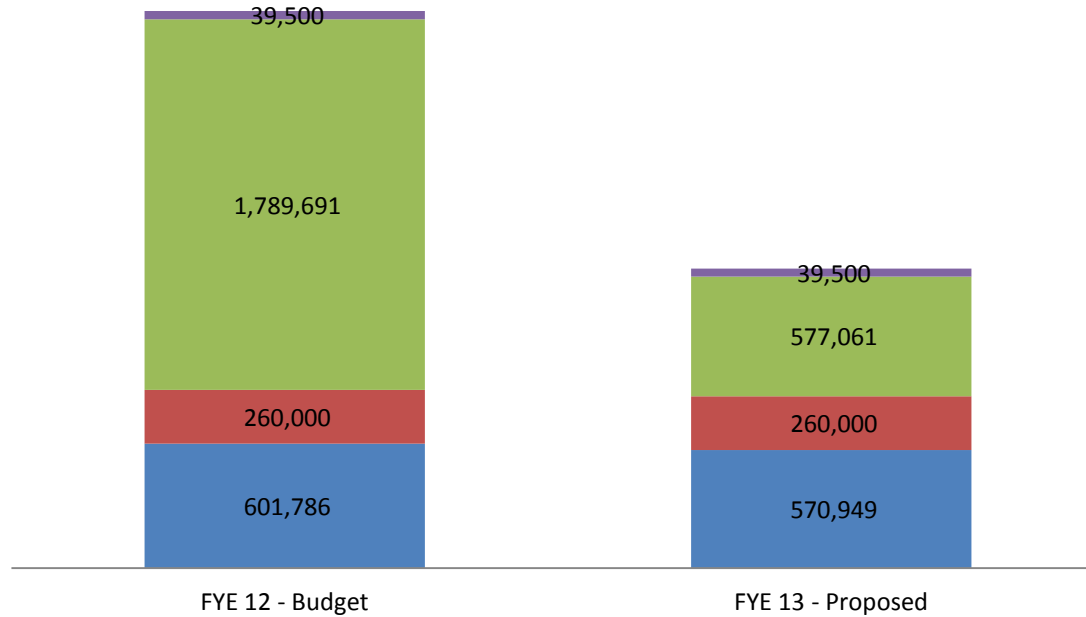
■ Tax Capture ■ Non-Tax Capture ■ Big Bright



	FYE 12 - Budget	FYE 13 - Proposed	% Change
Tax Capture	1,231,846	1,175,010	-4.6%
Non-Tax Capture	36,500	172,500	372.6%
Big Bright	100,000	100,000	0.0%
Total Revenue	1,368,346	1,447,510	5.8%

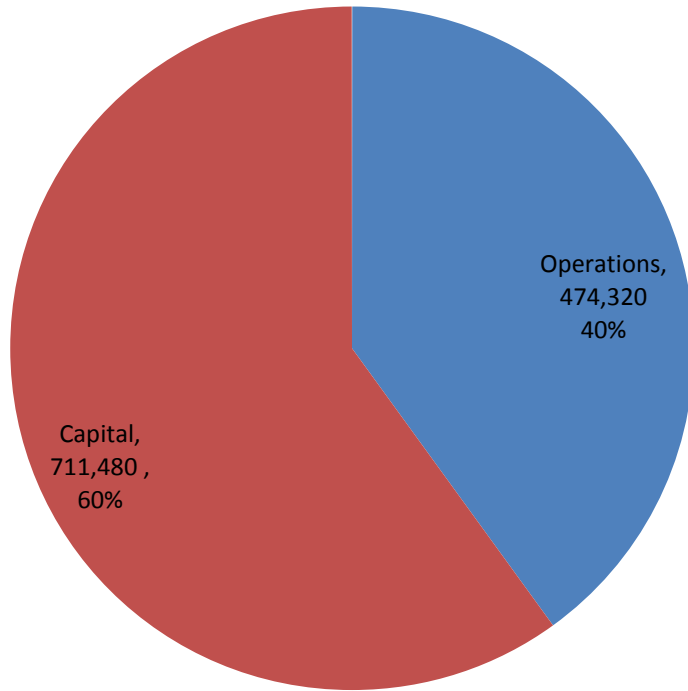
Budgeted Expenditure FYE 2012 vs FYE 2013

■ Operations ■ Big Bright ■ Capital ■ Transfers

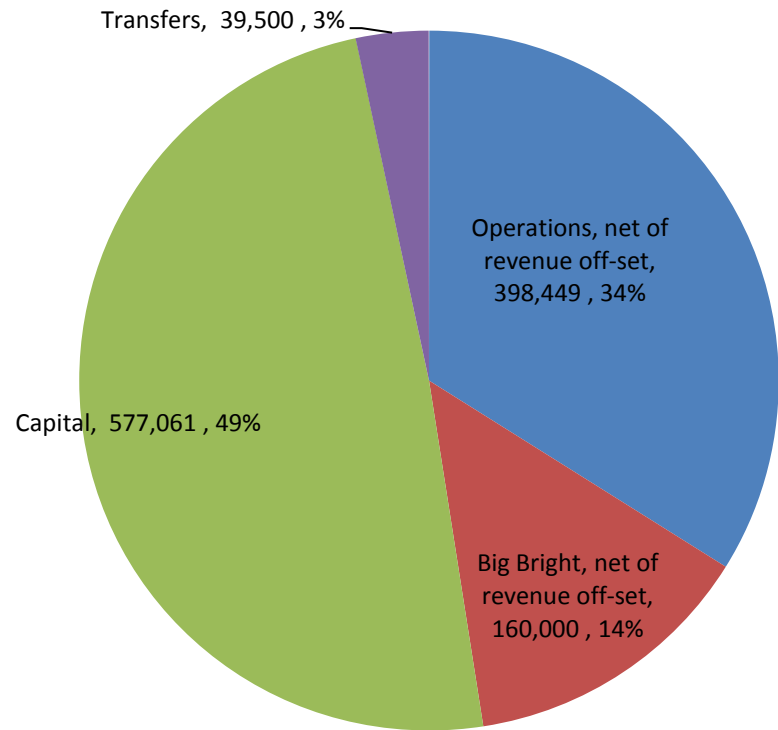


	FYE 12 - Budget	FYE 13 - Proposed	% Change
Operations	601,786	570,949	-5.1%
Big Bright	260,000	260,000	0.0%
Capital	1,789,691	577,061	-67.8%
Transfers	39,500	39,500	0.0%
Total Expenditures	2,690,977	1,447,510	-46.2%

Targeted Tax Capture Ratio

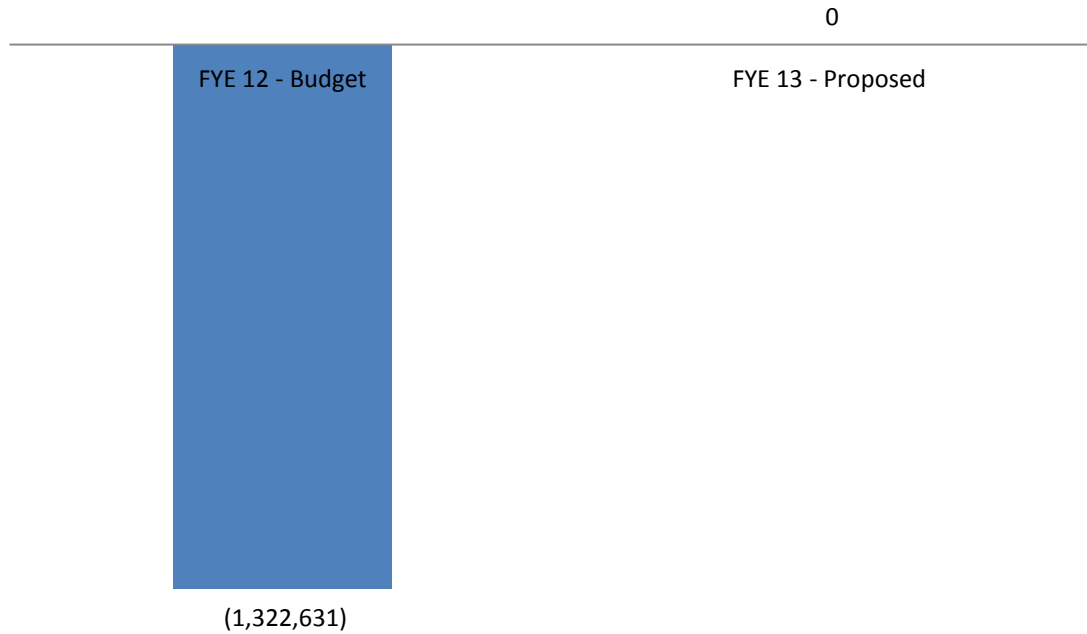


DDA Tax Capture \$1,175,010



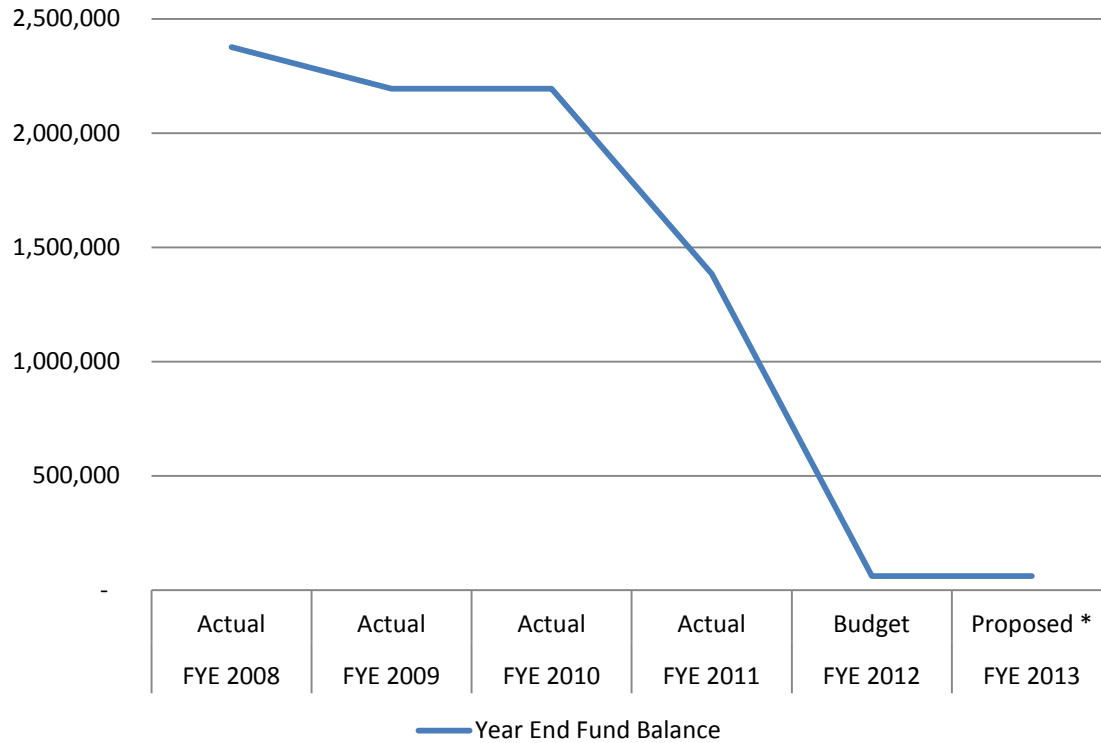
Use Of Fund Balance

■ Use Of Fund Balance



	FYE 11 - Budget	FYE 12 - Proposed
Total Revenue	1,368,346	1,447,510
Total Expenditures	2,690,977	1,447,510
Use Of Fund Balance	(1,322,631)	0

Year End Fund Balance



	FYE 2008	FYE 2009	FYE 2010	FYE 2011	FYE 2012	FYE 2013
	Actual	Actual	Actual	Actual	Budget	Proposed *
Year End Fund Balance	2,376,107	2,193,809	2,193,730	1,383,807	61,176	61,176

* FYE 2012 and FYE 2013 Fund Balance dependent on settlement of outstanding accounts payable with a vendor.

**SITE DEVELOPMENT COMMITTEE
PROPOSED BUDGET 2012-13**

See attached Capital Improvement Program Budget.

			FYE 2013	FYE 2014	FYE 2015	FYE 2016
DRAFT DDA Capital Improvement Plan						
Project	Project Cost		FYE 13	FYE 14	FYE 15	FYE 16 +
DEPT: 900.000: Capital Control						
FAÇADE/SIGN GRANT PROGRAM	80,000		15,000	30,000	30,000	
NEW EQUIPMENT	5,000		2,000	5,000	5,000	
Property Asset Maintenance			25,000	40,000	40,000	
LAND CONTRACT - E. 2nd ST LOT	20,850					
LAND CONTRACT - 312 MAIN ST	74,100		74,100	74,100	74,100	
Wayfinding Signage	100,000		67,541			
St. Andrews/McNeely Parking Lot Landscaping	30,000					
Walnut Blvd	150,000					
Olde Towne Road	100,000			125,000		
Sidewalk Replacement (various locations)	50,000		10,000	10,000	10,000	
Alley Aesthetics	320,000					
Main Street Enhancements (part of 2012)			262,500			
Main Street Enhancements (part of 2012)			76,000			
Main Street Management			35,000			
W. University Stamped Concrete Crosswalks	180,000			180,000		
Paint Creek Bridge Beautification	300,000					
Clinton River Bridge Beautification	600,000					2,100,000
Downtown Riverwalk - Aesthetic Improvements	40,000					
Northern Main Stamped Concrete Crosswalks	90,000			90,000		
E. University Stamped Concrete Crosswalks	400,000			20,000		
Street Furniture Throughout the District	50,000				50,000	
Non-Main Street Lighting Improvements	1,500,000					1,500,000
Dumpster Enclosure Repairs	20,000		10,000			
Micro-Loan OU Admin			0	32,000		
Micro-Loan DDA Investment						
Alley Electrical to go Underground	No current est.					
Parking Platforms/Decks	Unknown					
494 - TOTAL			577,141	606,100	209,100	3,600,000
TOTAL CIP Expense						3,953,049

**BUSINESS DEVELOPMENT COMMITTEE
PROPOSED BUDGET 2012-2013**

PROJECT	COMPLETION DATE	BUDGET
Property Owner Meeting	January & June	\$ 600
Fall Property Tour	August	\$ 1,650
Spring Property Tour	May	\$ 1,650
Merchant Forum Meetings	Monthly (11x)	\$ 1,100
Speaker Series	3x per year	\$ 5,000
Secret Shopper Program	Spring & Fall	\$ 500
Business Expo	TBD	<u>\$ 2,500</u>
		\$ 13,000

**GREEN CITY COMMITTEE
PROPOSED BUDGET 2012-2013**

Committee Chairman Marilyn Trent will provide a presentation at the meeting. The proposed budget amount is \$2,500.

**PROMOTIONS COMMITTEE
PROPOSED BUDGET 2012-2013**

EXPENDITURES

Administrative Cross Charge	\$ 65,000
Conferences/Training	\$ 1,500
Kris Kringle Market	\$ 15,000
Sidewalk Sales	\$ 7,000
Main Street Makeover	\$ 30,000
Lagniappe	\$ 9,000
Annual Awareness Program	\$ 65,500
Fire & Ice Fest	\$ 20,000
Holiday Program	\$ 7,500
Great American Bake Sale	\$ 5,000
Junk in the Trunk	\$ 1,500
Winter Magazine	\$ 63,000
Spring Magazine	\$ 63,000
Movies in the Moonlight (5x)	\$ 12,500
Girls' Night Out (2x)	\$ 7,000
Brides Day, Brides Way	\$ 4,000
Halloween Events	\$ 1,000
Restaurant Week (2x)	<u>\$ 6,000</u>
	\$ 383,500

**ORGANIZATION COMMITTEE
PROPOSED BUDGET 2012-2013**

PROJECT	COMPLETION DATE	BUDGET
Volunteer Appreciation Party	June	\$ 2,000
E-Newsletter	6x per year	\$ 100
Merchant E-Newsletter	6x per year	\$ 100
Main Street Makeover PR	Summer/Fall 2012	\$ 800
Big Bright Ball*	July	\$ -0-
Famers' Market *	May – October (26x)	\$ -0-
Business E-Mail Collection	Ongoing	\$ -0-
New Fundraising Campaign	TBD	<u>\$ 3,000</u>
		\$ 6,000

*Expenditures included in other budget line items.