

Order 82-20/21
Passage: 9-0 on 9/21/2020

Effective 10/1/2020

KATE SNYDER (MAYOR)
BELINDA S. RAY (1)
SPENCER R. THIBODEAU (2)
TAE Y. CHONG (3)
JUSTIN COSTA (4)

CITY OF PORTLAND
IN THE CITY COUNCIL

KIMBERLY COOK (5)
JILL C. DUSON (A/L)
PIOUS ALI (A/L)
NICHOLAS M. MAVODONES, JR (A/L)

**ORDER ADOPTING DEVELOPMENT PROGRAM FOR
PORTLAND DOWNTOWN
FOR FISCAL YEAR 20120-2021**

ORDERED, pursuant to 30-A M.R.S. Section 5224, after public hearing, the City Council of the City of Portland hereby adopts the Development Program submitted by the City Manager, a copy of which is attached hereto, for the Downtown Improvement District, Inc. doing business as Portland Downtown for fiscal year 2020-2021.

FY21 Budget and Development Plan



Portland Downtown stimulates a thriving, vibrant, and sustainable downtown community

FY20 Highlights



- *Drive Less, Do More* campaign with City of Portland and regional transit partners
- Purchased new self-watering planters to beautify downtown
- Welcomed new board members and conducted annual board check-ins
- Increased event sponsorships by 20%
- Record attendance at Merchant Meetings
- Created Pandora's Winter Lights Walking Tour Brochure
- Awarded CDBG grant in partnership with City of Portland to refresh pedestrian wayfinding signs and add bike racks
- Developed new 5-year strategic plan

Budget Comparison



FY20

- Assessment income
\$1,018,037
- Total income
\$1,082,037
- Supplemental Services
expense \$404,862
- Total expense
\$1,082,037

FY21 (draft)

- Assessment income
\$1,036,500 (+ 1.8%)
- Total income
\$1,101,650
- Supplemental Services
expense \$414,503
- Total expense
\$1,101,080

Notes on FY21 budget



- While assessment revenue does show a small increase (1.8%), it is anticipated that the mil rate will actually decrease, based on estimated valuation
- Staffing changes are reflected in reduction in employee costs
- Events are budgeted to be break-even, so budget is not impacted if events are cancelled
 - Horse + Wagon Rides will likely be discontinued
- Increase in programmatic expenses to support social service organizations
- Overall, a very conservative budget has been planned and approved by our Finance + Executive Committees

Strategic Plan Comparison



2015-2020

- Vitality
- Experience
- Growth
- Advocacy

2020-2025

- Serve
- Enhance
- Engage
- Achieve

2020-2025 Strategic Plan Guiding Principles



- Portland Downtown is a community builder
- Portland Downtown is a key advocate for the downtown community
- Portland Downtown is a strong partner and collaborator
- Portland Downtown strives to be increasingly environmentally sustainable
- Portland Downtown believes in organizational sustainability

FY21 Development Plan



- Welcome new executive director
- Focus on advocacy for stakeholders
- Evaluate programs and services: value, outcomes and impact
- Implementing new 5-year plan and aligning committee goals with plan
- Improve downtown experience for those who live, work, do business, and visit
- Increase board engagement and ensure all stakeholders are well represented in board seat allocation
- Communicate organizational mission, goals and values to stakeholders and increase stakeholder engagement
- Assess impacts of COVID-19 on downtown stakeholders and develop partnerships, advocacy and programs to support

PORTLAND DOWNTOWN BUDGET FY21

Estimated valuation \$983,370,130

	FY21 DRAFT Budget	FY20 budget
INCOME		
ASSESSMENT INCOME	\$ 1,036,500.00	\$ 1,018,037
EVENT INCOME		
LIGHT UP YOUR HOLIDAYS		
TREE LIGHTING SPONSORSHIPS	\$ 11,000.00	\$ 10,000.00
WINDOW DISPLAY CONTEST SPONSOR	\$ 1,000.00	\$ 1,000.00
HORSE + WAGON RIDE SPONSORSHIPS	\$ -	\$ 5,000.00
SHOP FOR A CAUSE SPONSORSHIP	\$ 2,500.00	\$ 2,500.00
MERRY MADNESS TICKET SALES	\$ 22,500.00	\$ 19,000.00
MERRY MADNESS SPONSORSHIP	\$ 7,500.00	\$ 7,500.00
Total Light Up Your Holidays	\$ 44,500.00	\$ 45,000.00
POLICE AWARDS BREAKFAST	\$ 5,000.00	\$ 5,000.00
DOWNTOWN WORKER APPRECIATION DAY	\$ 4,000.00	\$ 3,000.00
SUMMER KICK OFF WEEKEND		
SQUARE HOP SPONSORSHIP	\$ 4,000.00	\$ 2,000.00
OPF SPONSORSHIPS	\$ -	\$ -
OPF INCOME	\$ -	\$ -
Total Summer Kick Off Weekend	\$ 4,000.00	\$ 2,000.00
Total EVENT INCOME	\$ 57,500.00	\$ 55,000.00

DIRECTORY PARTNERSHIP/CONTRIBUTION	\$	5,000.00	\$	5,000.00
GRANT INCOME	\$	1,500.00	\$	2,500.00
CONTRIBUTIONS INCOME	\$	750.00	\$	750.00
PARK & WORK INCOME	\$	400.00	\$	750.00
Total Income	\$	1,101,650.00	\$	1,082,037.00

Expense

CLEAN INITIATIVES

SUPPLEMENTAL SERVICES CONTRACT	\$	414,503.00	\$	404,862.00
FIXED FEE FOR DID ADMIN	\$	10,365.00	\$	9,650.00
ESTIMATED NONCOLLECTION	\$	10,365.00	\$	10,180.37
REPAIRS & IMPROVEMENTS	\$	7,500.00	\$	5,000.00
Total Clean Initiatives	\$	442,733.00	\$	429,692.37

EMPLOYEE COSTS

PAYROLL	\$	246,000.00	\$	268,500.00
HEALTH & DENTAL	\$	35,000.00	\$	30,000.00
LIFE & DISABILITY INSURANCE	\$	3,650.00	\$	3,500.00
PAYROLL PROCESSING FEE	\$	1,350.00	\$	1,200.00
PAYROLL TAX EXPENSE	\$	17,500.00	\$	18,796.00

EMPLOYEE PARKING & BUS	\$	5,000.00	\$	3,500.00
UBIT (Federal Transportation Tax)	\$	-	\$	800.00
SIMPLE IRA MATCH	\$	4,000.00	\$	4,000.00
Total Employee Costs	\$	312,500.00	\$	330,296.00

PROGRAMS & PARTNERSHIPS

WINTER LIGHTS/PANDORA LACASSE	\$	60,000.00	\$	62,000.00
VISITOR INFORMATION BOOTH/VISIT PORTAND	\$	10,000.00	\$	10,000.00
POLICE CADET PROGRAM EXPENSE	\$	35,000.00	\$	31,000.00
LEARNING WORKS	\$	20,000.00	\$	16,500.00
MILESTONE HOMETEAM	\$	10,000.00	\$	6,500.00
PEER OUTREACH WORKER PROGRAM	\$	5,000.00		
Total Programs & Partnerships	\$	140,000.00	\$	126,000.00

RENT & UTILITIES

RENT	\$	21,000.00	\$	20,000.00
CAM CHARGES	\$	10,000.00	\$	9,720.00
TAXES- PERSONAL PROPERTY	\$	600.00	\$	400.00
ELECTRIC	\$	1,700.00	\$	1,700.00
GAS	\$	1,400.00	\$	1,500.00
TELEPHONE & INTERNET	\$	3,800.00	\$	3,800.00
Total Rent & Utilities	\$	38,500.00	\$	37,120.00

OPERATIONS

BANK SERVICE CHARGES	\$	100.00	\$	100.00
CLEANING	\$	4,800.00	\$	4,200.00
COPIER	\$	3,200.00	\$	3,500.00
IT SUPPORT	\$	1,250.00	\$	1,250.00
MEMBERSHIPS, DUES & SUBSCRIPTIONS	\$	4,500.00	\$	4,000.00
EQUIPMENT EXPENSE	\$	2,000.00	\$	2,000.00
POSTAGE	\$	3,500.00	\$	4,500.00
SUPPLIES	\$	4,000.00	\$	4,000.00
WEBSITE HOSTING + DEVELOPMENT	\$	1,400.00	\$	1,250.00
SUBCONTRACTORS	\$	4,000.00	\$	4,000.00
CONTINGENCY FUND	\$	5,000.00	\$	4,829.00
RESERVE FUND	\$	20,000.00	\$	20,000.00
Total Operations	\$	53,750.00	\$	53,629.00

MARKETING

GENERAL MARKETING	\$	12,500.00	\$	15,000.00
DIRECTORY DISTRIBUTION	\$	4,000.00	\$	5,000.00
SPONSORSHIPS/PARTNERSHIPS	\$	3,000.00	\$	3,000.00
Total Marketing	\$	19,500.00	\$	23,000.00

INSURANCE

DIRECTORS & OFFICERS	\$	650.00	\$	650.00
GENERAL/EVENTS/LIQUOR	\$	6,000.00	\$	6,000.00
WORKERS COMPENSATION	\$	1,200.00	\$	1,100.00
Total Insurance	\$	7,850.00	\$	7,750.00

PROFESSIONAL FEES

ACCOUNTING	\$	3,500.00	\$	3,500.00
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ANNUAL ELECTIONS	\$	2,000.00	\$	2,500.00
LEGAL	\$	5,000.00	\$	4,000.00
Total Professional Fees	\$	10,500.00	\$	10,000.00
ORGANIZATIONAL ACTIVITIES				
STAKEHOLDER + VOLUNTEER APPRECIATION	\$	2,500.00	\$	2,500.00
MEETINGS	\$	2,500.00	\$	2,500.00
PROFESSIONAL DEVELOPMENT	\$	7,500.00	\$	7,500.00
Total Organizational Activities	\$	12,500.00	\$	12,500.00
EVENTS				
LIGHT UP YOUR HOLIDAYS				
LUYH GENERAL MARKETING	\$	5,000.00	\$	4,500.00
TREE LIGHTING: MARKETING	\$	4,500.00	\$	4,500.00
TREE LIGHTING: PERFORMERS	\$	2,500.00	\$	1,500.00
TREE LIGHTING: SECURITY	\$	-	\$	1,000.00
TREE LIGHTING: STAGE & SOUND	\$	3,500.00	\$	1,000.00
TREE LIGHTING EVENT MANAGEMENT	\$	500.00	\$	500.00
RETAIL EVENTS	\$	5,000.00	\$	4,500.00
WAGON RIDES	\$	-	\$	6,800.00
MERRY MADNESS: MARKETING	\$	2,000.00	\$	2,000.00
MERRY MADNESS: EVENT	\$	12,000.00	\$	9,500.00
MERRY MADNESS EVENTBRITE FEES	\$	3,250.00	\$	3,000.00
MERRY MADNESS: EVENT MANAGEMENT	\$	1,500.00	\$	1,500.00
TOY FUND DONATION	\$	-	\$	-
Total Light Up Your Holidays	\$	39,750.00	\$	40,300.00

POLICE AWARDS BREAKFAST	\$	4,500.00	\$	4,500.00
DOWNTOWN WORKER APPRECIATION DAY	\$	4,000.00	\$	3,500.00
SUMMER KICK OFF WEEKEND				
SQUARE HOP ENTERTAINMENT	\$	3,000.00	\$	2,000.00
SQUARE HOP MARKETING	\$	1,000.00	\$	1,000.00
OPF MARKETING			\$	-
OPF PERMITS			\$	-
OPF SECURITY			\$	-
OPF ELECTRICIAN			\$	-
OPF EVENTBRITE FEES			\$	-
OPF EVENTS MANAGER			\$	-
OPF MISC (golf carts, etc)			\$	-
Total Summer Kick Off Weekend	\$	4,000.00	\$	3,000.00
TOTAL EVENTS	\$	52,250.00	\$	51,300.00
PARK AND WORK	\$	500.00	\$	750.00
TOTAL EXPENSE	\$	1,090,583.00	\$	1,082,037.37
NET INCOME (LOSS)	\$	11,067.00	\$	(0.37)