

FY2025-2026 DDA Budget Planning Document

SECTION 1: Community Promotions

Request: Passport Program

Approved/Not Approved:

Recommended Amount to be Budgeted: \$1000.00 (Passports/Gift Cards)

Request: Farmer's Market DDA Promotion Swag for the 2026 Season

Approved/Not Approved:

Recommended Amount to be Budgeted: \$1500.00

Request: Create a DDA Design/Logo for the 2026 Farmer's Market Swag

Approved/Not Approved:

Recommended Budget: \$500.00

Request: Wade's Bayou Promotion (kayaks/boating)

Approved/Not Approved:

Recommended Budget:

Request: Creative Art Ideas/Contests

Approved/Not Approved:

Recommended Budget:

Request: Christmas Tree Purchase for Beery Field/Park

Approved/Not Approved:

Recommended Budget:

Request: Derby Day 2026 Swag/Support

Approved/Not Approved:

Recommended Budget: \$500.00

Request: Create Social Media Ads (Purchase) to Promote DDA Events

Approved/Not Approved:

Recommended Budget: \$1000.00

SECTION 2: Downtown Marketing

Request: Holiday Decorations (Fall, add lights to: Beery, Wade's, Christmas Tree)

Approved/Not Approved:

Recommended Budget:

Request: New DDA Seasonal Banners

Quote 1: Vinyl Banners (2–3-year lifespan) two designs for each of the 4 seasons (140 Banners)

Quoted Budget: \$8,186.00

Approved/Not Approved:

Request: New DDA Seasonal Banners

Quote 2: Sunbrella Banners (5–10-year lifespan) two designs for each of the 4 seasons (140 Banners)

Quoted Budget: \$11,827.80

Approved/Not Approved:

Request: Main & Blue Star Highway Sign (Replace Existing)

Quoted: \$16,750.82

City Administration Note: The Administration is requesting for 50% of the cost to come from the City Budget (\$8,425.00) and 50% from the DDA (\$8,425.00)

Requested Budget from the DDA: \$8,425.00

Approved/Not Approved:

Request: Digital Kiosk Sign

Quote: \$15,000-\$18,000

Approved/Not Approved:

Request: DDA Website Investment/Upgrades

Requested Budget:

Approved/Not Approved:

SECTION 3: Infrastructure/Improvements in the DDA

Request: Sidewalk Improvements

Quoted Budget: \$17.25 per square foot (Does not include curb pricing/ADA ramps)

Approved/Not Approved:

Request: Landscaping/Lawncare/Downtown Beautification

Requested Budget:

Approved/Not Approved:

Request: Bumpout Maintenance/Transformation

Requested Budget:

Approved/Not Approved:

Request: Add Bike Repair Kit/Pump Station at Beery Field

Quoted Budget: \$2,072-\$2,300

Approved/Not Approved

Request: Refurbish Lamp Poles

Quoted Budget: \$2,000 per pole for top light replacement/leave existing pole

Approved/Not Approved:

Request: Research adding upgraded Charging Station to Beery Field

Requested Budget: (On track)

Approved/Not Approved: Approved in 2024-2025 Budget

Request: DDA Website Investment/Upgrades

Requested Budget:

Approved/Not Approved:

Request: Address the Fountain at Beery Field

Requested Budget:

Approved/Not Approved:

SECTION 4: Staffing/Training/Support for the DDA

Request: Strategic Planning

Requested Budget: \$6,000.00

Approved/Not Approved: \$3000.00 has been approved in the current budget with the remaining \$3,000.00 due when the strategic planning sessions are complete. (May need to budget \$3000.00 for FY25/26)

Request: Administrative Support (City Staff)

Requested Budget: \$8,000.00

Approved/Not Approved:

Request: DDA Intern/Marketing Specialist

Requested Budget:

Approved/Not Approved:

Request: Keep Business Incentive Program/Or Shift it to Technical Assistance for DDA Businesses

Requested Budget:

Approved/Not Approved: