



# DOWNTOWN DEVELOPMENT AUTHORITY

P.O. Box 2451 ♦ DAYTONA BEACH, FL 32115-2451 ♦ (386) 671-8180

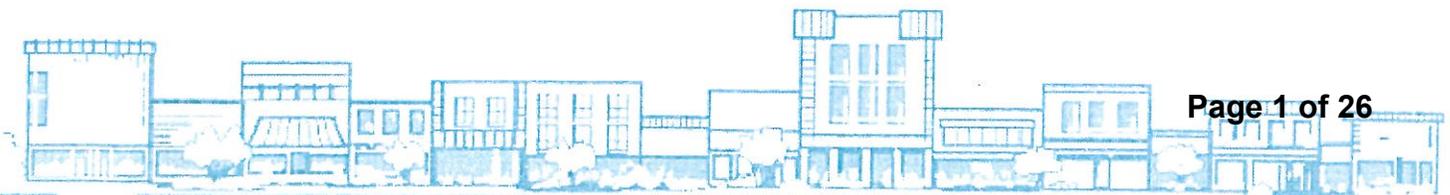
## AGENDA

Tuesday, September 21, 2010 5:00 p.m.  
Conference Room 149-B

NOTICE – If any person decides to appeal any decision of the Downtown Development Authority at this meeting, they will need a record of the proceedings. Interested persons may wish to ensure that a verbatim record of the proceedings before the Board is made, including any testimony or evidence presented to the Board. The City does not prepare or provide a verbatim record of Board proceedings.

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1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes: August 17, 2010**
4. **Discussion: Downtown Event Permitting**
5. **Discussion: Request from Marina Point Association to amend DDA boundaries**
6. **Discussion: Downtown Holiday Central**
7. **Funding Request: Downtown Holiday Decorations**
8. **Funding Request: Beach Street Oktoberfest**
9. **DBPA 2010/11 Annual Grant and Work Plan**
10. **DBPA Update**
11. **Staff Update**
12. **Public Comments**
13. **Other Business**
14. **Adjournment**



# **DOWNTOWN DEVELOPMENT AUTHORITY MINUTES**

**August 17, 2010**

There was a meeting of the Downtown Development Authority held Wednesday, August 17, 2010 at 8:00am in the Conference Room 149-B at 301 South Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

## **Board Members**

Mr. Bob Abraham, Chair  
Ms. Shiela McKay-Vaughan, Commissioner  
Ms. Sheryl Cook  
Ms. Stacey Lipton  
Mr. Jack White

## **Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
Mr. Jason Jeffries, Project Manager  
Mr. Bob Jagger, Deputy City Attorney  
Ms. Cathleen Olson, Recording Secretary

### **1. Call to Order**

Mr. Abraham called the meeting to order at 8:10 a.m.

### **2. Roll Call**

Ms. Olson called the roll and noted members present as stated above.

### **3. Approval of the Minutes of July 27, 2010**

Ms. Lipton made a motion approve the minutes of July 27, 2010. Mr. White seconded the motion and it was approved unanimously (5-0).

Ms. McKay-Vaughan asked for updates regarding the issues with the permit process as well as a spreadsheet listing available vacant spaces Downtown.

Mr. Jeffries stated that a Staff update regarding the permit process would be provided at the September DDA meeting, and agreed to provide a spreadsheet with available spaces.

**4. Discussion: Downtown Branding**

Mr. Jeffries noted a memo provided in the meeting packet from the DBPA outlining a preliminary schedule for work regarding Downtown branding, with the Promotions Committee developing a concept and then holding a workshop with Downtown stakeholders to discuss the development of an overall Downtown brand to promote Downtown shopping and dining but also developing a goal for the look and feel of Downtown.

Mr. White stated that he had presented information to the Promotions Committee in July, and noted that a small committee had been formed to discuss different options with hopes of presenting to the DBPA in September.

Ms. Weiss stated that the intent was to present the Downtown brand at a major event such as the Halifax Art Festival.

Mr. White noted difficulties in creating a brand as soon as possible to stimulate businesses without rushing the process.

Ms. McKay-Vaughan emphasized the need to spend the time necessary to create a long-term, lasting image and brand.

**5. Proposed DBPA 2010/11 Annual Grant and Work Plan**

Mr. Jeffries stated that a preliminary draft of the work plan to be approved at the September meeting had been included in the meeting packet, noting the amount of time designated for administrative and staff time in the objectives and emphasizing the need for the brochure to be otherwise self-supportive.

Ms. Weiss stated that the goal was to get the Downtown Magazine to break even and be self-sufficient. She also noted the Downtown Cleanup Days and holiday promotions as objectives of the DBPA.

Ms. Cook asked whether the Downtown Membership Program was a feasible institution.

Ms. McKay-Vaughan asked for further details regarding the membership card.

Ms. Weiss clarified the intention of the Downtown membership card, noting discounts and coupons for Downtown businesses.

Ms. Lipton stated that there were already internal programs in place with Downtown merchants with similar goals and noted potential difficulties in reaching a consensus for an overall program among merchants.

Ms. Weiss emphasized that the goal was to promote the Downtown area businesses and to provide a tangible card for the customer base.

Ms. Lipton stated that local merchants were reluctant to not have control over promotions and discounts, emphasizing the need to start on a small scale.

Ms. Weiss noted tax-on-us days as an example of promotions but stated that all discounts or incentive programs would be up to the merchants' discretion.

Ms. Cook asked about the production of the guide and the proposed future events.

Ms. Weiss stated that the focus was going to be on a summer sporting event and another barbecue event in the following year.

Ms. McKay-Vaughan asked about potential programs geared more towards residents.

Mr. Abraham emphasized that a successful business district was directly beneficial for residents.

**6. Funding Request: Holidays in Downtown**

Mr. Jeffries outlined a memo from the DBPA with ideas from the Holiday Committee, noting issues with using public dollars to create holiday decorations on public façades.

Mr. White stated that the goal was to work towards improvements that would be of year-round benefit.

Ms. Cook stated the need to create cohesive decorations as a whole district, citing St. Augustine as an example.

Ms. McKay-Vaughan emphasized the need to utilize the historic bridges in the area to entice visitors to the Downtown area.

Mr. Jeffries acknowledged the idea of a music system and noted the need for wreaths and holiday lettering.

Ms. Weiss noted the prohibitive cost of Christmas trees and stated that efforts were being made to obtain donated trees.

Ms. Cook noted problems with theft with holiday decorations.

Ms. Weiss stated that the DBPA was emphasizing the importance of engaging local youth to involve them with local events and avoid vandalism or thievery.

Mr. Jeffries stated the need for input regarding street decorations for the holidays.

Ms. Weiss stated that some lighting could be prohibitively expensive and expressed the opinion of the DBPA that lighting on buildings would not be sufficient for daytime decorations.

Mr. Abraham concurred with the need for daytime decorations to cater to the usual shopping hours.

Mr. Jeffries stated that Staff would do a lease/purchase analysis regarding Downtown decorations.

Ms. McKay-Vaughan asked for clarification regarding funding sources for holiday decorations.

Mr. Jeffries clarified the holiday spending per the presented budget.

7. **DBPA Update**

Ms. Cook asked for an update regarding the Daytona Beach website.

Ms. Weiss stated that the existing DowntownDaytonaBeach.com would be transferred to a site under the Chamber of Commerce, with the goal of creating an online Downtown marketplace.

Ms. Lipton emphasized the need to utilize Facebook to maximize local advertising.

Ms. Weiss stated Cinematique was moving Downtown and would be holding a fundraiser at the Atlantic Center for the Arts, noting the need to raise \$50,000 by launch in October. She also stated that the Downtown Barbecue had garnered a very successful turnout, with ten Downtown stores and 20 vendors, and an estimated attendance of 3,000-5,000 people, and noted concerns regarding street closures in staging music.

Mr. Abraham asked about the new coffee shop opening Downtown.

Ms. Weiss stated that the coffee shop was opening north of McKay's on Beach Street.

**8. Staff Update**

Mr. Jeffries stated proposed changes to the Downtown alcohol regulations to allow wine bars Downtown but noted ongoing problems with the issue.

Ms. McKay-Vaughan asked for a definition of a boutique bar.

Mr. Jeffries acknowledged that the concept was unique and outlined the idea of a bar serving only wine and beer, allowing flexibility for more upscale businesses Downtown while discouraging nightclub-type businesses.

Mr. White noted the caveat of a 75% seating area to prevent a large dance area.

Mr. Jeffries also noted the preclusion of selling alcoholic beverages after midnight.

Ms. Lipton asked for clarification regarding the awning in terms of the LDC.

Mr. Jeffries stated that per the LDC, a canvas-like material was required, but noted that a vinyl material resembling canvas had been increasingly used.

Ms. Lipton emphasized the need for shade trees Downtown.

Mr. Jeffries outlined issues with two of the three towers of Marina Point residents, stating their request to be removed from the DDA and outlining the legal process involved if the removal were to proceed.

Mr. Abraham emphasized that a formal request had not yet been made.

Mr. Jagger stated that the legal cost would be borne by the DDA if the issue did proceed, due to tax issues.

**9. Public Comments**

There were no public comments.

**10. Other Business**

Ms. Lipton noted the availability of posters for the French Market if needed by Downtown businesses.

Mr. Abraham stated that the September meeting dates had been sent to the Board.

Mr. Jeffries noted a public hearing for the City Commission on September 8.

11. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 9:56 am.

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Bob Abraham, Chairman

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Cathleen Olson, Board Secretary



# THE CITY OF DAYTONA BEACH

## REDEVELOPMENT DIVISION

POST OFFICE BOX 2451  
DAYTONA BEACH, FLORIDA 32115-2451  
PHONE (386) 671-8180  
Fax (386) 671-8187

### MEMORANDUM

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DATE: September 16, 2010

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Downtown Parking Enforcement

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As requested by the Authority, Paul Wetzel, Supports Services Director, and Helen Riger, Community Events Administrator, will be at the Downtown Development Authority meeting to discuss the process and costs related to permitting events in Downtown.



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### MEMORANDUM

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DATE: September 16, 2010

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Requests from Marina Point Association and Marina Point Harbor Condominium Association to amend DDA boundaries

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The Downtown Development Authority (DDA) has received requests from Marina Point Association and Marina Point Harbor Condominium Association to amend the DDA boundaries to remove the three residential towers from the taxing district. Between both condominium associations, there are 79 residential units. The average assessed value of the residential units is \$197,400 and the property owners annually pay on average \$188 in property taxes to the DDA.

The tax revenue for the DDA from the Marina Point residential units totals \$14,815, which is about 13% of the total annual revenue received by the DDA. There are other residential properties besides Marina Point that pay taxes to the DDA. The Wall Street Lofts and Beach Street Courtyard are mixed use projects with residential units that pay taxes to the DDA. There are also many retail stores with residential units on the upper floors that pay the same tax. The DDA was established to fund programs to promote the use of Downtown facilities and prevent the deterioration of property values. A vibrant Downtown benefits the commercial and residential property owners in the DDA.

The Downtown Development Authority Act allows for the Authority to consider amendments to its boundaries. The following is the process to amend the DDA boundaries:

1. Set Date for a public hearing.
2. Publish the notice of public hearing in the newspaper four times, between 30 and 60 days before the date of the hearing. The notice provides the date, time, place

of the hearing and describes the existing boundaries and proposed changes to the boundaries

3. Mail notice of the public hearing to each property owner in the DDA with the same information provided in the published notice.
4. Hold the public hearing, where the DDA adopts a resolution defining the changes to the DDA boundaries and sets a date for a referendum of all freeholders and qualified electors of the DDA.
5. City Clerk, working with the County Supervisor of Elections, notifies all qualified electors and freeholders by certified mail and one notice in the newspaper of the referendum, general provisions of the DDA act, and method of registration to vote in the referendum.
6. City Clerk, working with the County Supervisor of Elections, keeps the voter registration lists open for 30 days after mailed and published notification is provided.
7. County Supervisor of Elections holds a referendum by secret ballot held within 30 days after the closing of the registration list.

The Authority is responsible for all costs shown below related to the referendum to amend the DDA boundaries.

Boundary Survey & Description	\$ 5,000
Notice Publication (Public Hearing)	\$ 3,500
Mailed Notice to Property Owners (Public Hearing)	\$ 350
Public Hearing (Redevelopment & Legal staff time)	\$ 2,500
Notice Publication (Referendum)	\$ 850
Certified Notice to Electors and Freeholders (Referendum)	\$ 5,250
Registration (City Clerk staff time)	\$ 3,500
Referendum (County Elections)	\$ 7,000
<b>Total</b>	<b>\$ 27,950</b>

If the Authority decides to proceed with amending the boundaries, the date for the public hearing would need to be set at least 90 days from the September meeting to provide time to have the boundary survey prepared and the notices mailed to property owners and published in the newspaper, in a manner prescribed by the Downtown Development Authority Act.



MARINA POINT ASSOCIATION, INC.  
600 MARINA POINT DRIVE  
DAYTONA BEACH, FL 32114  
386-405-3312  
386-409-8699 - fax  
[mmullin@mullinins.com](mailto:mmullin@mullinins.com)

August 25<sup>th</sup>, 2010

Bob Abraham  
Chairman of the Downtown Development Authority  
City Hall  
301 South Ridgewood, Room 240  
Daytona Beach, FL 32114

Dear Mr. Abraham:

We recently had met with the City Staff and representatives of Marina Point. Our meeting was left that City Staff would research what is required for Marina Point to succeed from the Downtown Development Authority. Jason Jeffries has advised me, that we need to make a formal request to your board.

Let this letter serve as notice that I am making this request on behalf of Marina Point to be removed from the Downtown Development Authority District.

The Association realizes this creates a hardship for your Board, however we feel strongly we have paid more than our fair share over the many years to this taxing district for which we received no direct benefit, and apparently never will.

I do want to thank you and the other members of the Board for your efforts with Downtown.

Sincerely,

Marina Point Association

Mark S. Mullin  
President

Cc: E Bannerman  
P McKitrick  
Jason Jeffries



## Marina Point Harbor Condominium Association

September 1, 2010

Bob Abraham, Chairman  
Daytona Beach Downtown Development Authority  
Daytona Beach City Hall  
301 South Ridgewood Avenue, Room 240  
Daytona Beach, FL 32114

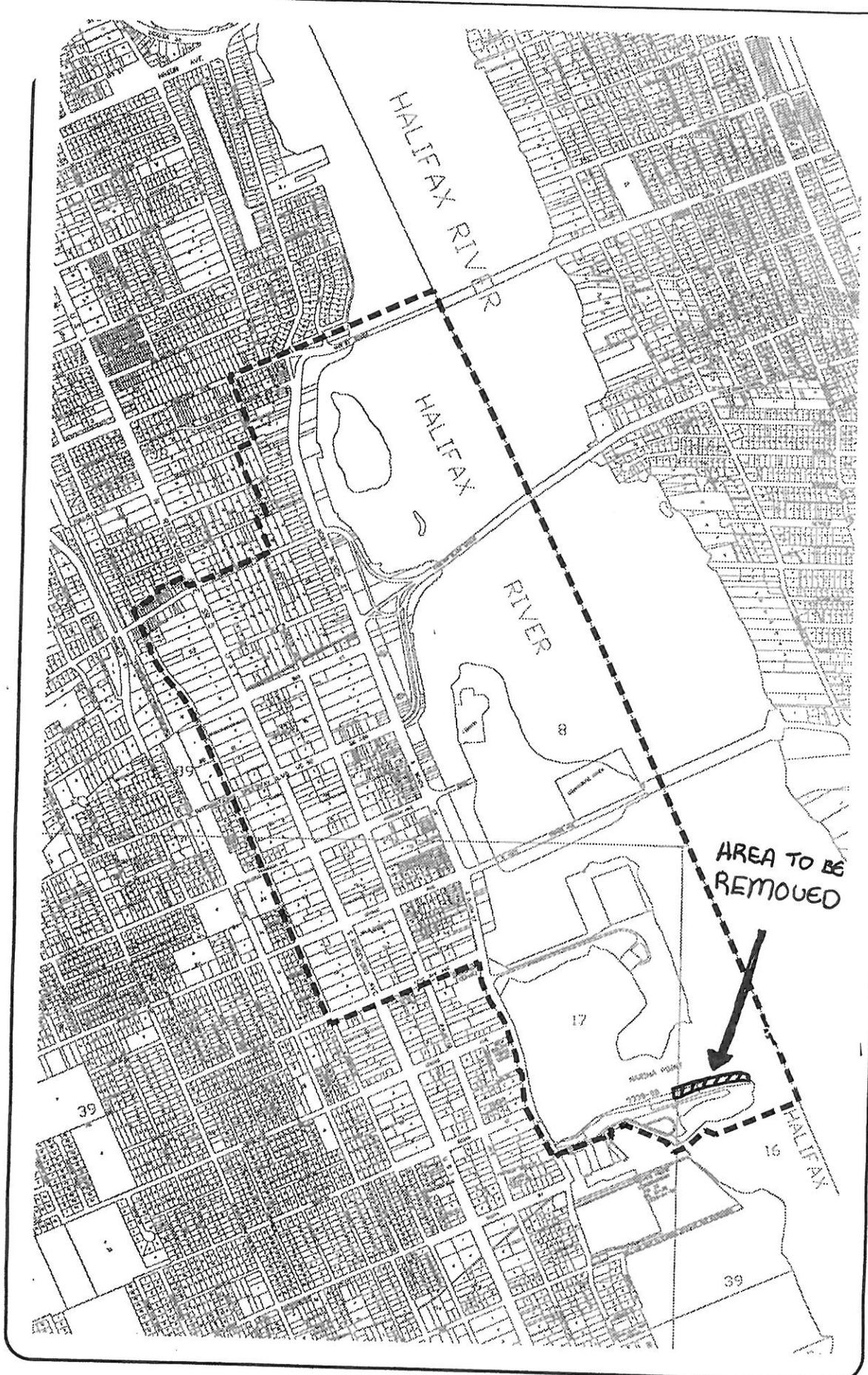
Dear Mr. Abraham:

I am writing to you on behalf of the residents of the Marina Point Harbor Condominium Association regarding a recent meeting you held with representatives of the Marina Point Association. It is my understanding that at this meeting a discussion was held concerning the possibility of removing residential properties on Marina Point Drive from the Daytona Beach Downtown Development Taxing Authority. I would like to request that all residential properties of the Marina Point Harbor Condominium Association with addresses 500 - 573 Marina Point Drive be considered for removal from this taxing authority along with those residential properties of the Marina Point Association with addresses 600 - 762 Marina Point Drive.

Sincerely,

John Savant, President  
Marina Point Harbor Condominium Association

cc: Nick Ginakes, Vice President-MPH  
David Caracci, Secretary/treasurer-MPH  
Jim Hunt, Southeast Property Management-MPH  
Mark Mullin, Marina Point Association  
Eleanor Bannerman, Marina Point Association  
Jason Jeffries, Project Manager-DDA  
Paul McKitrick, Deputy City Manager



THE CITY OF DAYTONA BEACH  
ENGINEERING DIVISION



DOWNTOWN DEVELOPMENT  
AUTHORITY AREA  
SKETCH OF LEGAL

Page 13 of 26

Drawing Date: 03-11-99
Drawn By: R. Rice
Checked By: R.M.R.
Scale: 1" = 1000'
Project No: N/A
File Name: DOWNTOWN.DWG



AGENDA ITEM: 6  
**THE CITY OF DAYTONA BEACH**

**REDEVELOPMENT DIVISION**

POST OFFICE BOX 2451  
DAYTONA BEACH, FLORIDA 32115-2451  
PHONE (386) 671-8180  
Fax (386) 671-8187

**MEMORANDUM**

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DATE: September 17, 2010

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Downtown Holidays

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Based on the comments from the Authority members, staff proceeded with soliciting bids for holiday decorations for Beach Street. The funding of holiday decorations is requested from the DDA.

City staff is also developing a holiday celebration event to be held on Saturday, December 11 instead of the Holiday Parade. Staff did not receive any additional information from the DBPA regarding the Holiday Committee's efforts since the last DDA meeting.

\$22,500 has been budgeted in 2010/11 for Downtown Holidays. This budget includes costs for street decorations, Holiday marketing, and advertising.

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 PHONE (386) 671-8180  
 Fax (386) 671-8187



### MEMORANDUM

DATE: September 17, 2010

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Downtown Holiday Decorations

Based on the direction of the Authority members, bids were solicited for decorative holiday wreaths for the light poles on Beach Street and West International Speedway Blvd. The five year cost of purchasing, leasing or a lease / purchase of the decorations was researched. Based on the bids received, the recommendation is to lease / purchase the holiday decorations. For approximately \$3,000 additional over five years, the lease / purchase will provide the annual maintenance and storage of the decorations that is not provided in the five year cost of purchasing the decorations.

	2010 Cost		5 Year Cost	
Purchase	\$	17,490	\$	28,850
Lease / Purchase	\$	8,760	\$	31,720
Lease	\$	7,200	\$	36,000

Staff is recommending the three year lease with an option to purchase 71 wreath decorations with LED lights from CDI Enterprises for an annual cost of \$8,760. At the end of three years, the DDA will own the decorations. \$22,500 has been budgeted for Downtown Holidays. This budget has been established to fund street decorations and advertising for the holiday season.

The following are pictures of the selected wreaths.



W. ISB Light Pole Wreaths (16)



Beach Street Pole Wreaths (9)



AGENDA ITEM: 8  
**THE CITY OF DAYTONA BEACH**

**REDEVELOPMENT DIVISION**

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**MEMORANDUM**

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DATE: September 17, 2010

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Request to Fund Downtown Oktoberfest

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Scot Lawson of McK's Tavern is requesting support from the DDA to fund an Oktoberfest Event to occur in October. The description of the event is attached. McK's is hosting the event as a promotional event for Downtown. They are planning to make changes to the event to make it more "family-friendly" and more in line with target markets for Downtown.

The request is for the DDA to cover the permitting costs for the event for a total \$2,536.56. The DDA has \$10,275 available in the Project line item.



218 South Beach Street  
Daytona Beach FL. 32114  
(386)238-3321 Main Phone  
(386)258-1102 Fax

Dear Eva

I wanted to send you an email about our initial proposal for an Oktoberfest event in September. The planned date for the event would be the 2nd of October with no available rain date due to events already in the works for the week before and week following the 2nd as well as biketober fest beginning close to that time.

Permit: The permit would be through the city Cultural events office and would be a normal community event application with the event start time being 5 pm on the 25<sup>th</sup> of September and the end time being midnight that same night.

The permit can be expected to cost right around 2500.00 and that normally includes police, fire, and EMT services for the night as well as the clean up and traffic services. The normal time needed to process the permit is about 45 days.

Entertainment: The entertainment for the night would be a German Style polka band in keeping with the traditional theme for the event. From what we have found we should be able to get a band for the night for about 6 to 7 hundred and then sound and stage.

Promotions: We are hoping to use the in house department of S.R. Perrott for all of the paper advertising. As well the paper marketing we are planning on placing some radio spots on the HOG and Vibe the week of the event. We will also be doing some direct marketing for the event to the local hotels. The primary idea is to get the word out during the Beach Street BBQ street event on the 7<sup>th</sup> of Aug. and then keep getting the word out in the weeks that follow.

Participants: The Two Restaurants/Bars on the street Mck's Tavern and StingRays, The Abbey from Deland, The Vienna Coffee House From Debary as well as other German Food vendors will be setting up in the street and each participant will have a different selection of Oktoberfest beers to sell as to not over lap and to provide a well rounded selection.

I will handle the filling out and submitting of the permit paper work with the city and we will be able to come up with a solid layout for the locations of everyone on the street once we have an idea about any possible sponsors for the event.

Our main focus is to put on an event that will be enjoyable for people across a wide range of ages and be something that can become a recurring event in the city.

We will also be tying the event to a charity food drive for one of the local food banks to help out those less fortunate as we get closer to the holiday season.

Thank you

Scot A. Lawson  
David Hoffman

# Cultural Services Division

City of Daytona Beach  
 P O Box 2451  
 Daytona Beach, FL 32115  
 (386) 671-8250

McK's Tavern  
 218 S Beach Street  
 Daytona Beach, FL 32114

# Facility Permit

Status: Approved

Customer Type: Commercial

Authorized Agent: Scot Lawson

Work: (386) 238-3321 Home: (386) 299-1000

DATE/USER	PERMIT NUMBER	CHARGES	DISCOUNT	TAXES	REFUNDS & CREDITS	PAYMENTS	NEXT PAYMENT DUE	BALANCE DUE
08/20/2010 Terri Montgomery	4273	\$2536.56	\$0.00	\$0.00	\$0.00	\$0.00	09/18/2010	\$2536.56

## RESERVATIONS

EVENT NAME	FACILITY	CENTER
Daytona Ocktoberfest Attendance: 2000 Type:Community Event	Street Closing	Outdoor Public Streets Multi Daytona Beach, Fl 32114

DATES RESERVED	HRS
Saturday - 10/2/2010	05:00 PM to 12:00 AM 7

Total Number of Dates: 1

Total Number of Hours: 7

### NOTES:

## CHARGES

CHARGE DESCRIPTION	FACILITY/EVENT	UNIT FEE	QTY	TAX	TOTAL CHARGED	DISCOUNTED/PAID	BALANCE DUE
Alcohol over 100	Street Closing - Daytona Ocktoberfest	\$50.00	1.00	\$0.00	\$50.00	\$0.00	\$50.00
CommSponsor 1-5 (1-4 Days)	Street Closing - Daytona Ocktoberfest	\$100.00	1.00	\$0.00	\$100.00	\$0.00	\$100.00
Fire/EMSServices	Street Closing - Daytona Ocktoberfest	\$420.00	1.00	\$0.00	\$420.00	\$0.00	\$420.00
ParksCleanupFee	Street Closing - Daytona Ocktoberfest	\$318.76	1.00	\$0.00	\$318.76	\$0.00	\$318.76
PoliceServicesOfficer	Street Closing - Daytona Ocktoberfest	\$480.00	1.00	\$0.00	\$480.00	\$0.00	\$480.00
Road Service (electrical)	Street Closing - Daytona Ocktoberfest	\$200.00	1.00	\$0.00	\$200.00	\$0.00	\$200.00
Sign Permit	Street Closing - Daytona Ocktoberfest	\$100.00	1.00	\$0.00	\$100.00	\$0.00	\$100.00
Solid Waste Services	Street Closing - Daytona Ocktoberfest	\$20.00	1.00	\$0.00	\$20.00	\$0.00	\$20.00
State Sales Tax	Street Closing - Daytona Ocktoberfest	\$7.80	1.00	\$0.00	\$7.80	\$0.00	\$7.80
Street Closing -Community	Street Closing - Daytona Ocktoberfest	\$120.00	1.00	\$0.00	\$120.00	\$0.00	\$120.00

Traffic Services	Street Closing - Daytona Ocktoberfest	\$520.00	1.00	\$0.00	\$520.00	\$0.00	\$520.00
Vendors 1-5	Street Closing - Daytona Ocktoberfest	\$200.00	1.00	\$0.00	\$200.00	\$0.00	\$200.00

## PAYMENTS AND REFUNDS

RECEIPT NUMBER	DATE	CHARGE DESCRIPTION	FACILITY/EVENT	AMOUNT
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## DISCLAIMERS

WHEREAS, the Cultural Services Administrator, Support Services Director, Police Chief, and City Manager are authorized to execute a permit authorizing the use of BEACH STREET (from Orange to Magnolia Ave by the Mck's Tavern on October 2, 2010, and providing the specific terms and conditions of the use consistent with Ordinance No. 02-60 and Ordinance No. 99-16; and

WHEREAS, the City Manager is authorized to permit the carrying of or consumption from open containers of alcoholic beverages (beer, wine, and specialty drinks only); and

WHEREAS, the City Manager and Police Chief are authorized to execute a temporary permit allowing closure of streets; and

WHEREAS, the Mck's Tavern understands that use of public property is subject to all terms and conditions as set forth in this permit, and agree to abide by the terms and conditions as set forth herein;

### PERMIT TERMS AND CONDITIONS

1. Mck's Tavern is hereby authorized to use BEACH STREET (from Orange to Magnolia Ave) for their DAYTONA OCKTOBERFEST.

2. The time period for which the use is authorized shall be:

EVENT TIME: OCTOBER 2, 2010 6:00 PM UNTIL 12:00 AM  
 SETUP: OCTOBER 2, 2010 5:00 PM UNTIL 6:00 PM (street closed at 5:00pm)  
 BREAKDOWN: OCTOBER 2, 2010 BY 12:00 AM

\*\*\* ALL breakdown on BEACH STREET must be completed by 12:00 am on OCTOBER 3, 2010 and all items including but not limited to: tents, tables and chairs MUST be removed by 12:00 am. If ANY items remain in BEACH STREET after 12:00 am when Beach Street is scheduled to reopen to regular traffic flow a \$500 PER HOUR fine will be charged to the DBPA \*\*\*

3. All fees and payments due pursuant to this permit shall be submitted to the City at least two (2) weeks prior to event date.

4. The Permittee shall indemnify and hold harmless The City of Daytona Beach and its agents, officers and employees from and against all claims, damages, losses, and expenses, including but not limited to attorneys' fees, arising out of or resulting from the performance of this Agreement provided that the claim, damage, loss and expenses is caused in whole or in part by any negligent act or omission of the City, the Permittee, anyone directly or indirectly employed by any one of them or anyone for whose acts any of them may be liable, regardless of whether or not it is caused in part by a party indemnified hereunder, except the Permittee shall not have to indemnify and hold harmless the City if such claim, damage, loss and expense is the result of the sole negligence of the City or of anyone directly or indirectly employed by the City or anyone for whose acts the City may be liable.

5. The Permittee shall provide insurance coverage in accordance with requirements of the City's Risk Manager. A Certificate of Insurance shall be provided to the City no later than 30 days before the first day of the event.

6. (a) The paid event includes event-related sales, live bands & entertainment with amplified sound, non-alcoholic beverage sales, and food sales.

7. Permittee shall be responsible to require any food vendors that use grease or cooking oil to have a receptacle at the site to dispose of any excess as required by City of Daytona Beach Utilities. The purpose of this request is to alleviate any violation of the City's NPDES permit. Any disposal of these items into the stormdrain will violate the City's permit, therefore the Permittee will be held responsible for any misuse during this permitted event. Violators will be subject to cost of cleanup of any portion of the impacted storm sewer system and/or surface water impacts.

8. The Permittee is responsible for removal of all grease or cooking oil following the event. In the event that food vendors do not remove their grease or cooking oil in the appropriate containers it is the responsibility of the DPBA to contact Griffin Industries, Inc., 408 W Landstreet Road, Orlando, FL at 407.857.5474 to properly dispose of the container. DBPA is solely responsible for any charges from Griffin Industries, Inc. for grease removal.

9. The Permittee shall be responsible for obtaining all licenses and permits otherwise required for the uses authorized, and shall pay all fees due for such licenses and permits. Applicable licenses and permits and fees are incorporated by reference herein.

10. Permittee shall insure that non-profits serving wine, beer and specialty drinks at the event comply with all requirement of FL St. 561.422, Nonprofit civic organizations; temporary permits. These nonprofits and the permittee shall maintain books and records in sufficient detail to meet generally acceptable accounting principles. Said books and records shall be accessible to the City at reasonable times, on three days notice to the permittee. The permittee grants the City the right and authority to audit all financial records pertaining to the sale of the wine, beer and specialty drinks on city property. Alcoholic beverage sale proceeds from the event will go to the non-profit organizations.

11. No overnight camping in the area is permitted.

12. At least 30 days prior to the event, the community event producer must submit number and type of event-related merchandise, and the event producer shall submit a list of promotion-specific merchandise and food and beverage vendors, pay all fees, submit proof of insurance, and provide a detailed site plan to the Administrator. At least 20 days prior to the event, the producer shall personally confer with the Administrator to finalize arrangements, submit detailed site plan, secure applicable permits, pay all fees due, and provide insurance.

13. Paid radio or television broadcasting, and commercial filming, recording, or video taping of the event or any portion of the event, is prohibited, unless prior written approval of the Cultural Services Administrator is obtained.

14. Licensee warrants that all copyrighted material to be performed pursuant to this agreement has been duly licensed or authorized by the copyright owners or their representatives, and agrees to indemnify and hold the city of Daytona Beach harmless from any and all claims, losses, or expenses incurred with regard thereto. Licensee agrees to provide the Administrator, upon request and within seventy-two (72) hours of performance, documented proof that all copyrighted material has been duly licensed or authorized by the copyright owners or their representatives.

15. This permit and any rights granted herein may not be assigned or sublet without the express written approval of the Cultural Services Administrator.

16. The Permittee shall retain this permit on site at all times during the setup of the event, during the event, and during the breakdown of the event.

**17. CANCELLATION BY LESSEE**

Should Lessee cancel the event covered under this lease within thirty (30) days of reserved date, no deposit refund shall be made. Also, should Lessee cancel the event less than forty-eight (48) hours in advance of the booked event time and date the full rental fee as called for by this lease shall be payable by the Lessee to Lessor as liquidated damages not as penalty, and Lessee agrees to also pay any reimbursable expenses incurred by Lessor in connection with the event covered by this lease. Lessor shall endeavor to mitigate its damages, and shall refund any amount paid above the actual damages incurred by Lessor or will only request payment of the actual damages incurred.

**THE CITY OF DAYTONA BEACH**

Date: \_\_\_\_\_ By: \_\_\_\_\_  
Cultural Services Administrator

Date: \_\_\_\_\_ By: \_\_\_\_\_  
Support Services Director

Date: \_\_\_\_\_ By: \_\_\_\_\_  
Office of the Chief of Police

Date: \_\_\_\_\_ By: \_\_\_\_\_  
Office of the City Manager

**McK'S TAVERN**

Date: \_\_\_\_\_ By: \_\_\_\_\_  
Scot Lawson



AGENDA ITEM: 9  
**THE CITY OF DAYTONA BEACH**

**REDEVELOPMENT DIVISION**

POST OFFICE BOX 2451  
DAYTONA BEACH, FLORIDA 32115-2451  
PHONE (386) 671-8180  
Fax (386) 671-8187

**MEMORANDUM**

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DATE: September 17, 2010

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: 2010/11 DBPA Budget & Work Plan

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Attached is the proposed 2010/11 DBPA Budget & Work Plan. The work plan and budget is required to be reviewed by the DDA as part of the agreement between the DDA and the DBPA for the administration of the Main Street Program. The agreement requires performance measures for the use of the funds by the DBPA to ensure the administration of the Main Street Program benefits and promotes all of the Downtown merchants.

A preliminary DBPA Work Plan was presented at the last meeting of the DDA. The work plan was revised based on comments from Authority Members to have more specific objectives for the upcoming year.

The attached draft was provided to the DBPA. Staff has not received any comments from the DBPA.

Please review the proposed work plan and budget request for annual support of \$95,000 for the 2010/11 fiscal year. The work plan should be adopted prior to the beginning of the fiscal year, which is October 1, 2010.

**MAIN STREET ADMINISTRATION GRANT**

**Recipient: Daytona Beach Partnership Association**

**2010/11 Work Plan & Budget**

**Purpose:** The DDA, using CRA eligible funds, provides \$95,000 to promote Downtown dining and shopping and to administer the Main Street Program in the core Beach Street shopping district.

**2010/11 Funding:**

<b>Eligible Expense</b>	<b>Budget</b>	<b>Notes</b>
Administration (Salaries & Benefits)	\$ 42,500	Marketing Support, Event Support, Main Street Admin
Main Street Program Office	\$ 5,500	
Main Street Conference	\$ 500	
Town Hall Meetings	\$ 500	
DDA Grant Audit	\$ 2,000	
General Marketing	\$ 5,000	Direct Marketing materials
DDA Events	\$ 39,000	Permits, Marketing & Promotion for Events
<b>Total</b>	<b>\$ 95,000</b>	

**General Duties:**

1. Main Street Program Administration (core Beach Street Shopping Area)
  - a) Represent the interests of all merchants.
  - b) Provide assistance to all merchants.
  - c) Provide consistent outreach and communication to all merchants.
  - d) Encourage merchant participation in promotion programs.
  - e) Maintain an office to provide convenient access for merchants for assistance and to promote downtown.
  - f) Provide staff assistance to a design committee that focuses on issues related to the core Beach Street shopping area, including streetscape maintenance and improvements, storefront façade appearance, merchant signage, and merchant window displays.
  - g) Provide staff assistance to an economic restructuring committee that focuses on issues related to the core Beach Street shopping area, including available retail space, developing area economic strategies, and suggesting incentive programs.
2. Beach Street Shopping & Dining Promotion:
  - a) Maintain a website that promotes downtown shopping and dining and includes a list of all merchants in the core Beach Street Shopping area.
  - b) Maintain an advertising and marketing program that promotes downtown shopping and dining to regional residents, including print advertising and direct mail.
  - c) Provide staff assistance to a promotion committee of local merchants that focuses on issues related to promoting the core Beach Street shopping area, including developing promotion programs, advertising, and special events.

## 2009/10 Objectives

The following objectives must be achieved by the DBPA through the organization committees or organization staff during the 2009/10 fiscal year:

1. DBPA office open 35 hours per week, except City Holidays, to receive walk-in or telephone calls to assist merchants or visitors to the Beach Street shopping district.
2. Maintain the DBPA web site to encourage regional residents to shop and dine in the Beach Street Shopping District through additional editorial content and links to merchant websites. Update the website at least monthly with new Downtown merchants and information on upcoming Downtown events.
3. Publish four editions of the Downtown Magazine with content encouraging regional residents to shop and dine in the Beach Street Shopping District and target the mailing of the magazines to zip codes with concentration of targeted demographics.
4. Ensure each merchant has a sufficient supply of merchant guide brochure and modify content at least two times during the year to accurately reflect changes to merchant listings including adding new merchants for each printing.
5. Ensure each restaurant merchant has a sufficient supply of table-toppers and modify content at least two times during the year to accurately reflect changes to merchant listings.
6. Support the Public Relation campaign to provide positive editorials for the merchants and Beach Street. Write at least two editorials each month.
7. Organize and advertize to targeted demographic the following events for promoting shopping and dining in Downtown:
  - a) Downtown Holidays in December 2010
  - b) Valentine Chocolate & Wine in February 2011
  - c) Art of the Automobile in May 2011
  - d) Summer Sports Festival in July 2011
  - e) Rock & Rhythm Festival in September 2011
8. Host 12 monthly Town Hall meetings to provide a venue for communication between the Beach Street merchants and the City about Beach Street issues.
9. Update the merchants and Redevelopment Project Manager weekly regarding the any Beach Street issues or announcements through email updates or handouts.
10. Organize and publicize monthly meetings of the Design, Economic Restructuring, and Promotion Committees.
11. Communicate maintenance and repair needs of the streetscape to the City's Redevelopment Project Manager.
12. Communicate personally with each retail and restaurant merchant within the targeted Beach Street shopping district at least bi-monthly regarding Downtown issues.
13. By the end of the first quarter, work with Downtown stakeholders to update the brand for Downtown.

## Reporting

The Daytona Beach Partnership will report quarterly on status of the objectives to the Redevelopment Director.



# THE CITY OF DAYTONA BEACH

## REDEVELOPMENT DIVISION

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### MEMORANDUM

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DATE: September 17, 2010

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: DBPA Staff Update

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DBPA did not provide a written staff update for the Board packet.



# THE CITY OF DAYTONA BEACH

## REDEVELOPMENT DIVISION

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### MEMORANDUM

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DATE: September 17, 2010

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Staff Update

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The following are brief updates regarding issues brought before the Downtown / Ballough Road Redevelopment Board on September 14, 2010:

- The Board recommended to the Planning Board changes to the Land Development Code to streamline the development review process in Redevelopment Areas.
- The Board recommended to the Community Redevelopment Agency (CRA) to establish a public market in Downtown.
- The Board heard a presentation from Support Services regarding parking management in Downtown.
- The Board discussed redevelopment plan updates based on concepts developed by the DBPA and potential redevelopment sites in Downtown.

In addition, the retail market analysis approved by the CRA is expected to be completed next week. Staff will provide the completed report to the DDA. A presentation is scheduled before the Downtown / Ballough Road Redevelopment Board on October 5.