



DOWNTOWN DEVELOPMENT AUTHORITY

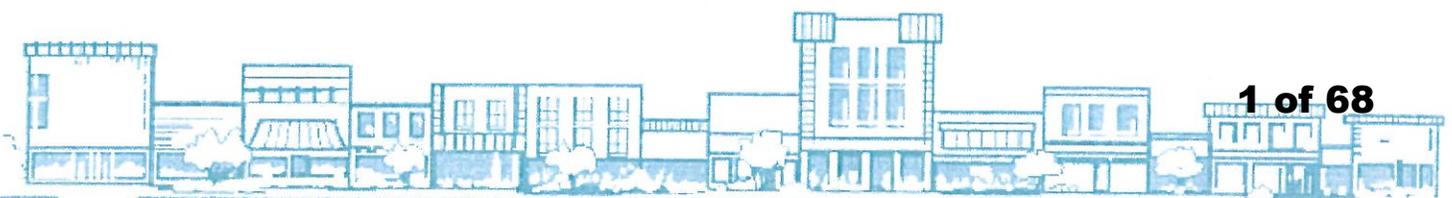
P.O. Box 2451 ♦ DAYTONA BEACH, FL 32115-2451 ♦ (386) 671-8180

AGENDA

Tuesday, October 26, 2010 8:00 a.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: September 21, 2010**
 4. **Quarterly Budget Report**
 5. **Funding Request: Halifax Art Show**
 6. **Funding Request: Television (Brighthouse Cable) Advertising**
 7. **DBPA Grant Quarterly Report**
 8. **DBPA 2010/11 Annual Grant and Work Plan**
 9. **Discussion: Request from Marina Point Association to amend DDA boundaries**
 10. **Discussion: Downtown Retail Market Study**
 11. **Discussion: Downtown Branding**
 12. **Discussion: Downtown Holiday Central**
 13. **DBPA Update**
 14. **Staff Update**
 15. **Public Comments**
 16. **Other Business**
 17. **Adjournment**



DOWNTOWN DEVELOPMENT AUTHORITY MINUTES

September 21, 2010

There was a meeting of the Downtown Development Authority held Tuesday, September 21, 2010 at 5:00 pm in the Conference Room 149-B at 301 South Ridgewood Avenue, Daytona Beach, Florida:

Board Members

Mr. Bob Abraham, Chair
Ms. Shiela McKay-Vaughan, Commissioner (excused 5:56pm)
Ms. Sheryl Cook
Ms. Stacey Lipton

Board Members Absent

Mr. Jack White

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Paul Wetzal, Support Services Director
Mr. Jason Jeffries, Project Manager
Mr. Robert Jagger, Deputy City Attorney
Ms. Jeanne Tolley, Redevelopment Technician
Ms. Cathleen Olson, Recording Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 5:09pm.

2. Roll Call

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

3. Approval of the Minutes of August 17, 2010

Ms. Lipton made a motion to approve the minutes of August 17, 2010. Ms. McKay-Vaughan seconded the motion and it was approved unanimously (4-0).

4. **Discussion: Downtown Event Permitting**

Mr. Wetzel outlined the permitting process for Downtown events, as requested by the Board at a previous meeting. He stated that charges were based on the services different departments needed to supply for any events per their cost estimate, such as the hourly rate of Police and Fire Department. He stated that the fees were based on the evaluation of the information provided by the applicant on the form given to them, then distributed to all relevant departments, and returned to Support Services with the rates estimated to provide the services requested. He stated that the facility permit was then produced and sent to himself, Helen Riger, the Chief of Police, and the City Manager's office, to verify the estimate of the fees.

Ms. McKay-Vaughan asked if the fee rate varied.

Mr. Wetzel stated that the rate varied according to the number of people expected and the location, noting that applicants were permitted to do their own clean-up service.

Mr. Abraham asked where the Police officers staffing events were taken from in the Police force.

Mr. Wetzel stated that officers dedicated to the CRA should not require further fees for events, but that other officers were usually off-duty and charged for overtime pay.

Ms. Cook asked about discussion of officers available to staff events at a lower rate instead of overtime pay.

Mr. Wetzel noted the existence of Citizen's Patrol officers available at a lower rate, but stated that there were not many Citizen's Patrol officers and they were not law enforcement officers. He stated that applicants should note whether Citizen's Patrol would be appropriate for their proposed event.

Ms. Lipton asked for a clarification of permit fees.

Mr. Wetzel stated that fees typically were related to alcohol, permitting, street closing, Fire Department and Emergency Medical Services, and parks clean-up.

Ms. Cook noted insufficient clean-up from the Seafood Festival and asked whether there was a supervisor in charge of clean-up.

Mr. Wetzel stated that there should be a supervisor in charge of clean-up, but acknowledged problems with the issue. He stated that Mr. McLemore was the Deputy City Manager in charge of Public Works, responsible for street clean-up.

He also noted that the clean-up process was not consistent between events, due to the possibility of applicants requesting their own clean-up.

Ms. Cook asked about the electrical fees.

Mr. Wetzel stated that electrical fees were related to electrical signs needed for events, such as directions to parking.

Mr. Al Smith emphasized the need to bring permitting costs down to encourage events in the Downtown area, noting excessive charges such as \$900 for sidewalk usage. He also stated that the fees from the Fire Department seemed excessive, considering their proximity to the Downtown area.

Mr. Wetzel stated that concerns had been conveyed to the Fire Chief, and stated that fees were not charged for small events, but that larger events necessitated the ability for quick entry and exit into the area.

Ms. Lipton asked whether charges were determined by the number of people anticipated in attendance, noting the apparent number of 2,000 attendees marking higher permit fees.

Mr. Wetzel stated that he was unaware as to the method of determining fees used by the Police and Fire Departments, but stated permitting was separate from Police and Fire. He also noted that certain fees, such as sidewalk fees, were written into the Land Development Code, and were not able to be adjusted.

Mr. Abraham noted a sidewalk sale several years prior and asked why the City needed to profit from events such as that.

Ms. Cook asked what fees, such as sidewalk permits, accomplished, noting that the business owners owned the sidewalk already.

Mr. Wetzel stated that the City was responsible for activities on the sidewalk, and that both the City and the business owner were liable for the sidewalk.

Ms. Lipton emphasized that the concern of the Board was prohibitively high permit fees, noting the need to maximize usage of Downtown real estate.

Ms. Naomi Weiss of the Daytona Beach Partnership Associated emphasized problems with applicants being unaware of the permit fee amounts, noting events such as the Oyster Festival in which the numbers quoted regarding permit fees were much smaller than the actual fees charged, which was extremely detrimental in planning such an event.

Mr. Wetzel stated that he could provide the permit fee charged used by Cultural Services, and noted that groups could request fee reimbursement for services not rendered.

5. **Discussion: Request from Marina Point Association to amend DDA boundaries**

Mr. Jeffries presented two letters from the Marina Point Association to amend the boundaries of the DDA to exclude Marina Point from the taxing district, noting that the tax revenue generated by Marina Point, \$14,815, was approximately 13% of overall tax revenue. He outlined the amendment process necessary to amend the DDA boundaries: set date for hearing; publish and mail notice of hearing; hold public hearing; certified notification of election to freeholders and electors; develop registration list; hold referendum. He stated that the overall cost of the amendment process amounted to approximately \$28,000, noting that the DDA must bear the cost. He also stated that taxes to the DDA comprised on average 4% of the tax bill of a Marina Point resident, noting that Marina Point was not the highest taxed area in the City.

Mr. Abraham asked for clarification regarding City expenses.

Mr. Jeffries stated that City expenses were the cost of Staff to put the public hearing together.

Ms. McKay-Vaughan asked about the possibility of using mail-in ballots to reduce expenses, and asked for clarification regarding the term "qualified freeholder".

Mr. Jagger stated that a freeholder was defined as a landowner, and "qualified" denoted that they were registered to vote.

Mr. Abraham asked whether opinion of the Attorney General would be sought.

Mr. Jagger stated that he would recommend seeking the opinion of the Attorney General, due to existing conflicts regarding freeholder elections.

Mr. Abraham asked about the involvement of the legislature.

Mr. Jagger stated that it was possible to amend the Special Act.

Ms. McKay-Vaughan asked for clarification as to the options of the DDA.

Mr. Jagger recommended following the Special Act up to the resolution stage and then seeking the advice of the Attorney General regarding the election.

Ms. Lipton asked if everyone in the Marina Point area was in favor of their exclusion, and expressed concern about setting a precedent to allow areas to annex themselves out of the tax district.

Mr. Jagger stated that it was the discretion of the Board as to how to move forward with Marina Point and possible future cases.

Ms. Cook noted that WROD was not included in the request, as they were not a part of the actual Homeowners' Association.

Mr. Jeffries clarified that the request was from the three residential towers, and did not include the marina itself, nor the Chart House or the Boat Works.

Ms. Lipton asked if there was a list of all homeowners signing off on the petition.

Mr. Abraham stated that they had received a letter from the two associations of the two condominiums signed by the President of the associations.

Mr. Mark Mullen, 713 Marina Point, President of the Marina Point Association, Inc., stated that the issue had not yet been formally presented to the residents, but it would be formally discussed should the issue come to a vote.

Mr. Abraham acknowledged the likelihood that unit owners would be in agreement with the request, due to the resulting lower taxes, noting that residents likely did not see the benefits that the DDA considered to exist.

Ms. Lipton stated that residents of Marina Point were in the Downtown area en route to almost anywhere else in town, and noted that they could walk to restaurants and shopping in the Downtown area within blocks of their residences. She also emphasized concerns with setting a precedent of allowing areas to exclude themselves from the tax district.

Mr. Abraham stated the need to consider whether it would be economically feasible for the DDA to go through with the amendment procedure, noting that the estimated cost of \$28,000 would likely be on the low end of a cost estimate.

Ms. Lipton asked about the possibility of litigation against Marina Point for the legislative costs.

Mr. Jagger stated that the Special Act expressly states that the DDA must bear the legislative cost.

Mr. Abraham stated that the Marina Point Association could voluntarily contribute to legislative costs, should the DDA find the cost to be prohibitive to moving forward with the issue. He expressed reluctance to vote on the issue due to pending questions to consider, such as the impact of the legislative cost alone

on the DDA budget moving forward, as well as when any boundary changes would become effective in regards to the tax year.

Mr. John Nicholson, 413 N. Grandview, asked for clarification as to the reasons for the desire of Marina Point to be excluded from the DDA taxing district, and questioned whether the precedent would be set for all residential areas to request exclusion, and if the DDA would only be intended for commercial benefit.

Mr. Mullen stated that the request for exclusion from Marina Point was due to the lack of direct benefit from the DDA, only indirect benefit, stating that only the Downtown itself received direct benefit. He stated that the residents supported Downtown, but emphasized problems with City permitting, noting in particular problems with water pipes, for which Marina Point would need to spend upwards of \$300,000 without any assistance from the City. He stated that the best course of action would be to amend the Special Act to remove the need for the long and costly legislative process and provide the DDA with the ability to remove areas from the district at its discretion.

Ms. Lipton asked how the Marina Point residents would prefer the \$14,000 of tax revenue to be spent, instead of being paid to the DDA.

Mr. Smith asked to meet with Mr. Mullen to discuss options, emphasizing that the Board was not seeking to battle with Marina Point.

Mr. Mullen stated that discussions had taken place in the past, but that Marina Point had repeatedly been told that no assistance was possible.

Ms. Lipton stated that she had not been aware of the dissatisfactions of Marina Point.

Ms. McKay-Vaughan stated that she had expressed the dissatisfaction of Marina Point to both the DDA and the City Commission in the past, emphasizing the need work with Marina Point to discuss whether there was anything the Board could do to satisfy the residents.

Mr. Mullen stated that he had asked for assistance in the past, but due to the way that the Act was written, the DDA was unable to provide assistance.

Mr. Jeffries stated that there could be other avenues, through the CRA, to provide assistance.

Ms. McKay-Vaughan asked for a clear description of the problems and the options.

Mr. Berger acknowledged problems with permitting, and stated the need to find a public benefit, such as for future development, to give financial assistance.

Mr. Abraham noted a Catch-22, given that the water pipes issue would need to relate to future development, while Marina Point residents tended to be in opposition to future development.

Mr. Berger emphasized the need for discussion and possible compromise on both sides.

Mr. Mullen clarified that Marina Point did not oppose all future development, and expressed concern with a lack of notification about meetings relevant to the issue.

Mr. Jagger asked for clarification as to what was needed from the legal aspect.

Ms. McKay-Vaughan stated the need for clarity as to the definitions of who could vote on the issue.

Board Action

Ms. McKay-Vaughan made a motion to continue the issue for a maximum of two months to allow for further discussion with Marina Point, with the condition that the issue would be revisited and updated at the next month's meeting. The motion was unanimously approved (4-0).

6. Discussion: Downtown Holiday Central

Mr. Jeffries noted a memo from the DBPA Holiday Team outlining holiday plans.

Ms. Lipton asked whether a marketing plan had been established for holiday plans.

Ms. Weiss stated that a marketing plan was being established including a holiday pocket guide to be distributed with a calendar of events and descriptions of activities, as well as posters, flyers, and magazines.

Ms. Lipton asked if there were a name for the holiday events.

Ms. Weiss stated that Downtown Holiday Central was the name for all of the activities planned for the holiday season, and noted an outline of decorations involving the name.

Ms. Cook asked if a calendar was available for events, noting a lack of notification of activities.

Ms. Weiss stated that the DBPA was trying to improve coordination of Downtown activities, and acknowledged the need for a comprehensive calendar available in advance of activities.

7. **Funding Request: Downtown Holiday Decorations**

Mr. Jeffries noted the need for a decision regarding holiday decorations.

Board Action

Ms. Cook made a motion to approve a three-year lease of holiday decorations with purchase at the end of the lease. Ms. Lipton seconded the motion and it was approved unanimously (3-0).

8. **Funding Request: Beach Street Oktoberfest**

Mr. Jeffries outlined the request to fund the Beach Street Oktoberfest, noting the requested funding of \$2,536.56 would cover permit costs. He stated that \$10,275 was available in the DDA line item. He suggested that if the requested funding was approved, the DDA would pre-pay the permit fees out of the existing year's budget, although the event would take place in the next fiscal year.

Ms. Cook asked for clarification as to the date of the proposed event.

Mr. Scott Lawson, 28 S. Beach Street #210, stated that the event would take place October 2, due to a conflict with the Seafood Festival on Manatee Island on September 25. He provided an outline of the event as an authentic German Oktoberfest as a family-friendly event with German food and music, with the goal of bringing people to the Downtown area during a slow time of year. He stated that the festival would be located from Magnolia Avenue to Orange Avenue between the Beach Street arches.

Mr. Abraham asked where the restaurants would be operated.

Mr. Lawson stated that the Abbey would be on the intersection of Magnolia, and the Bavarian Coffeehouse would be near the band stage.

Ms. Cook asked whether the street would be restored to its normal state by midnight.

Mr. Lawson stated that the festival would be closing down by 11:00pm, and that the street would be restored and cleaned by midnight.

Ms. Cook stated that it would be worth approaching the Police Department in regards to having Citizen's Patrol officers on duty instead of Police Officers, in an attempt to limit fees.

Mr. Smith noted issues with the cost of closing the street to traffic, stating that it was nearly as expensive to close one block as it would be to close multiple blocks.

Ms. Lipton noted that there were five events already planned for the Downtown area, questioning whether the funding could be better used during a month in which there were not multiple events taking place, and questioned the logistics of multiple events taking place on a single day, with the French Market and the Oktoberfest both on a Saturday. She questioned whether the Oktoberfest would be truly beneficial to the Downtown area and suggested coming up with criteria when event funding was being requested from the DDA.

Mr. Abraham asked for clarification as to potential benefit to the Downtown merchants.

Mr. Smith stated that it had been his idea to come before the Board to ask for funding, noting that Mr. Lawson had not intended to ask for assistance.

Ms. Lipton asked if it would be better to move the event to another date not in conflict with the French Market, such as October 23, and expressed concern about the inclusion of outside restaurants instead of local Downtown restaurants.

Mr. Lawson stated that he had approached Ivy Lane and Stavros', neither of whom expressed interest in participation.

Ms. Cook asked if the motion could recommend partial funding for the event.

Mr. Smith asked if it would be feasible to move the event to October 23.

Mr. Lawson stated that it could be better on October 23, but stated that he had to ensure that there were no conflicts on that day.

Board Action

Ms. Cook made a motion to approve \$1,500 of funding for the Oktoberfest on the condition that it be moved to October 23. Ms. Lipton seconded the motion and it was approved unanimously (3-0).

9. DBPA 2010/11 Annual Grant and Work Plan

Due to conflict with the City Commission meeting, this item was postponed to the following month.

10. DBPA Update

Due to conflict with the City Commission meeting, this item was postponed to the following month.

11. **Staff Update**

Due to conflict with the City Commission meeting, this item was postponed to the following month.

12. **Public Comments**

Due to conflict with the City Commission meeting, this item was postponed to the following month.

13. **Other Business**

Ms. Lipton asked about the possibility of doing a survey of local businesses regarding Downtown events to obtain information of what events local businesses liked and other events they would like to see.

14. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 6:55pm.

Bob Abraham, Chairman

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

DATE: October 19, 2010

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: 4th Quarter DDA Financial Report

The following is the quarterly DDA financial report with expenditures through September 30, 2010. This report reflects all of the expenditures for 2009/10 Fiscal Year. There will be a projected surplus of \$30,863.68.

BUDGET STATUS

LINE ITEM	APPROPRIATION	SPENT TO DATE	BALANCE
Overtime	\$3,450	1,558.29	\$1,891.71
Projects	\$45,000	\$28,709.85	\$16,290.15
Travel & Per Diem	\$1,500	\$850.00	\$650.00
Main St. Program Administration	\$110,000.00	\$98,528.34	\$11,471.66
Office Supplies	\$250.00	20.00	\$230.00
Care & Subsistence	\$2,517.00	\$2,216.84	\$300.16
Professional Memberships	\$600	\$570	\$30.00
Payment to Primary Gov't	\$61,065.00	\$61,065.00	-0-



AGENDA ITEM: 5
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

DATE: October 17, 2010

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Request to Fund Halifax Art Festival

The Guild of the Museum of Arts and Sciences will be the hosting Halifax Art Festival in Downtown on November 6 and 7. As part of Downtown's commitment to the festival, staff is requesting the DDA fund the permitting costs, best of show prize, and television advertising. The DDA has funded the best of show prize for several years. Last year the DDA increased its support to include paying the festival permitting costs. This year, staff is recommending that the DDA advertise the festival on Brighthouse Cable as a Downtown destination for shopping and dining.

The request is for the DDA to cover the permitting, Brighthouse advertising, and Best of Show prize costs for the event for a total of \$10,981. The following is a detailed list of the requested expenses:

1. Best of Show Prize: \$4,000
2. Event Fees: \$4,981
3. Brighthouse Advertising: \$2,000 (Portion related to Halifax Art Show)

The DDA has \$54,500 budgeted in the Downtown Events line item. This is the first request for funding in the 2010/11 Fiscal Year.

City of Daytona Beach

"Art Festival"

TOTAL: 360 Commercials for \$3,000

Plus \$500 Production TOTAL: \$3,500

10/20/2010 10:03AM

Est # 30119

ORLANDO-DAYTONA BCH-MELBRN Sep09 C-DMA

Nielsen #



City of DB - Art Festival 2010

Client: CITY OF DAYTONA BEACH

Buyer: Jason Jeffries

Advertiser: City of Daytona Beach

Product: Event

Sched Dates: 10/25/10 - 11/5/10

Lengths: 30

Dayparts: ALL

AE: Vicki L. Farrell

Asst: Tammy Coursen

Phone: (386) 267-7573

Fax: (386) 226-8101

Email:

vicki.farrell@mybriighthouse.com

Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Rate	Total Units	Cost
1448, VOLUSIA										
AEN										
	M-F 6a-6p M-Su 6a-12m	Daytime Rotation AVG. ALL WKS<			30 30	10 14	2 2	\$5.00 \$.00	20 28	\$100.00 \$.00
BRVO										
	M-Su 6a-12m	AVG. ALL WKS<			30	14	2	\$.00	28	\$.00
CNB										
	M-F 6a-6p	Daytime Rotation			30	5	2	\$18.00	10	\$180.00
ENT										
	M-Su 6a-12m	AVG. ALL WKS<			30	14	2	\$.00	28	\$.00
FOOD										
	M-F 9a-4p M-Su 6p-12m Sa-Su 6a-12n	Daytime Prime Rotation Weekend Morning			30 30 30	10 4 3	2 2 2	\$7.00 \$35.00 \$10.00	20 8 6	\$140.00 \$280.00 \$60.00
FXNC										
	Sa-Su 6a-12n	Weekend Morning			30	3	2	\$20.00	6	\$120.00
HGTV										
	Sa-Su 12n-6p	Weekend Afternoon			30	3	2	\$25.00	6	\$150.00

Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Rate	Total Units	Cost
										
HLN										
	M-Su 6p-12m	Prime Rotation			30	7	2	\$18.00	14	\$252.00
LMN										
	Sa-Su 12n-6p	Weekend Afternoon			30	3	2	\$18.00	6	\$108.00
SOAP										
	M-Su 6a-12m	VARIOUS			30	14	2	\$0.00	28	\$0.00
STYL										
	M-Su 6a-12m	AVG. ALL WKS<			30	14	2	\$0.00	28	\$0.00
TLC										
	M-Su 6p-12m	Prime Rotation			30	7	2	\$15.00	14	\$210.00
	Sa-Su 6a-12n	Weekend Morning			30	3	2	\$10.00	6	\$60.00
TRAV										
	M-Su 6p-12m	Prime Rotation			30	7	2	\$4.00	14	\$56.00
	Sa-Su 12n-6p	Weekend Afternoon			30	3	2	\$4.00	6	\$24.00
WE										
	M-Su 6a-12m	VARIOUS			30	21	2	\$0.00	42	\$0.00
ZCFN										
	M-Su 6a-12m	Broad Rotator			30	21	2	\$30.00	42	\$1,260.00
Totals									360	\$3,000.00
Grand Totals									360	\$3,000.00

Broadcast Month Costs - Grand Total

<u>Month</u>	<u>Gross Cost</u>	<u>Total Units</u>
10/2010	\$1,587	186



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

DATE: October 17, 2010

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Request to Fund Holiday Advertising

Last year, the CRA advertised Downtown Holiday shopping. The advertising provided marketing exposure for Downtown merchants in the region. Staff is recommending that the DDA continue the holiday marketing efforts on local cable. Brighthouse has provided a proposal to advertise Downtown shopping and dining during the holidays for six weeks for a cost of \$5,500. The advertising would start the week of November 15.

The DDA has \$22,500 budgeted in the Downtown Events line item. This is the first request for funding in the 2010/11 Fiscal Year.

City of Daytona Beach

"Christmas Season"

TOTAL: 757 Commercials for \$5,000

Plus \$500 Production TOTAL: \$5,500

10/20/2010 10:14AM

Est # 30119

ORLANDO-DAYTONA BCH-MELBRN Sep09 C-DMA

Nielsen #



City of DB - Christmas Season 2010

Client: CITY OF DAYTONA BEACH

Buyer: Jason Jeffries

Advertiser: City of Daytona Beach

Product: Event

Sched Dates: 11/15/10 - 12/26/10

Lengths: 30

Dayparts: ALL

AE: Vicki L. Farrell

Asst: Tammy Coursen

Phone: (386) 267-7573

Fax: (386) 226-8101

Email:

vicki.farrell@mybrighthouse.com

Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Rate	Total Units	Cost
1448, VOLUSIA										
AEN										
	M-F 6a-6p	Daytime Rotation			30	5	6	\$5.00	31	\$155.00
	M-Su 6a-12m	AVG. ALL WKS<			30	7	6	\$0.00	42	\$0.00
BRVO										
	M-Su 6a-12m	AVG. ALL WKS<			30	14	6	\$0.00	84	\$0.00
ENT										
	M-Su 6a-12m	AVG. ALL WKS<			30	14	6	\$0.00	84	\$0.00
FOOD										
	M-F 9a-4p	Daytime			30	5	6	\$7.00	30	\$210.00
	M-Su 6p-12m	Prime Rotation			30	5	6	\$35.00	30	\$1,050.00
	Sa-Su 6a-12n	Weekend Morning			30	3	5	\$10.00	20	\$200.00
FXNC										
	Sa-Su 6a-12n	Weekend Morning			30	2	5	\$20.00	10	\$200.00
HGTV										
	Sa-Su 12n-6p	Weekend Afternoon			30	3	5	\$25.00	15	\$375.00
LMN										
	Sa-Su 12n-6p	Weekend Afternoon			30	3	5	\$18.00	15	\$270.00

Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Rate	Total Units	Cost	
<hr/>											
											
<hr/>											
SOAP											
	M-Su 6a-12m	VARIOUS			30	7	6	\$0.00	42	\$0.00	
<hr/>											
STYL											
	M-Su 6a-12m	AVG. ALL WKS<			30	14	6	\$0.00	84	\$0.00	
<hr/>											
TRAV											
	M-Su 6a-12m	Broad Rotator			30	14	6	\$0.00	84	\$0.00	
	Sa-Su 12n-6p	Weekend Afternoon			30	3	5	\$4.00	20	\$80.00	
<hr/>											
WE											
	M-Su 6a-12m	VARIOUS			30	14	6	\$0.00	84	\$0.00	
<hr/>											
ZCFN											
	M-Su 6a-12m	Broad Rotator			30	14	6	\$30.00	82	\$2,460.00	
<hr/>											
									Totals	757	\$5,000.00
									Grand Totals	757	\$5,000.00

Broadcast Month Costs - Grand Total

Month	Gross Cost	Total Units
11/2010	\$1,520	250
12/2010	\$3,480	507
Total	\$5,000	757

Approved By: _____
Date: _____



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

DATE: October 20, 2010

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: DBPA Grant Quarterly Report

Per the grant agreement with the DBPA, the quarterly report with the documentation of quarterly expenditures and work plan progress, was due to the Redevelopment Office by October 15. The DBPA provided the quarterly report and fourth quarter expenditure documentation on October 21. Staff is currently reviewing the payment documentation for the fourth quarter. If the review is completed before the meeting, the information will be provided to the Authority. In addition, the DBPA had previously committed to providing additional documentation for expenditures to justify the payment of \$27,500 for the first quarter. The information for the first quarter was not provided.

Attached is the progress report from the DBPA and the worksheet prepared by staff for the 3rd quarter payment.

Daytona Beach Partnership 2009/2010 Objectives
4th Quarter Progress Summary

2009/2010 Objectives

1. DBPA office available for meetings & appointments between the hours of 8 am & 6 pm Monday thru Friday (except city holidays). Additionally, DBPA maintains phone line & walk-up information.
2. Improve 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.
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. Develop a Downtown Membership Card Program for merchant participation.
5. Ensure each merchant has a sufficient supply of merchant guide brochure and modify content to accurately reflect changes to merchant listings including adding new merchants for each printing.
6. Develop a Public Relation campaign to provide positive editorials for the merchants and Beach Street.
7. Organize at least 8 First Friday events to promote shopping and dining in Downtown.
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.

Quarterly Summary

Meets.	Office is open. New office location at 126 E. Orange Avenue exceeds these expectations with walk-up availability.
Meets.	New website live. www.daytonadowntown.com
Meets.	Summer / Fall issue published. 20,000 copies printed. 5,000 direct mailed to established customer list in targeted zip codes. 5,000 distributed at community events. 10,000 distributed across the community on countertops.
Meets. In-Progress.	Current membership program being utilized. Goal to overhaul membership program by end of 2010.
Meets In-Progress.	Additional brochures delivered and available upon request. Updated addition in design phase now. Combining brochure designed by Stacey Lipton & DBPA brochure Final print of new brochure in the coming weeks.
Meets.	Continuing to release letters to the editor. Newspaper and radio both regularly pickin up downtown stories.
Goal Changed	Quarterly event alternatives have been planned. Upcoming quarterly event of Halifax Art Festival. Additionally, holiday event planned through November & December Holiday site launched: www.downtownholidaycentral.com Next quarterly event: Art of the Automobile in the Spring Next holiday event: Valentine's Chocolate & Wine Tasting in February
Meets	Town Hall meetings held in July, August, and September.
Meets In-Progress	Weekly merchant announcement sent via email. Some weekly meetings have been held with project manager. Need to set regular meeting time.

- | | | |
|---|--------|--|
| 10. Organize and publicize monthly meetings of the Design, Economic Restructuring, and Promotion Committees. | Meets | Committee meetings held monthly or twice monthly for all committees in July, August and September. |
| 11. Communicate maintenance and repair needs of the streetscape to the City's Redevelopment Project Manager. | Meets. | Communicate merchant's concerns regularly to Project Manager. |
| 12. Communicate personally with each merchant at least bi-monthly regarding Beach Street issues. Personal communication defined as: in-person visit, telephone call, or a direct email. | Meets. | Has met in person with most every merchant in the downtown core district area. |

DBPA GRANT EXPENDITURES

Grant Eligible Expenses (Work Plan)	Revised		Grant Expenses			Total	
	DDA Grant		1st Quarter	2nd Quarter	3rd Quarter		
Salaries							
ED Salaries	42,500		10,526.89	12,149.32	10,703.58	33,379.79	79%
Assistant Salary	2,100		2,424.00	-	-	2,424.00	115%
Benefits	5,950		1,088.92	2,263.72	995.10	4,347.74	73%
Payroll Taxes	3,350		1,028.41	1,010.24	865.92	2,904.57	87%
Salaries Total	53,900		15,068.22	15,423.28	12,564.60	43,056.10	80%
Overhead							
Office Rent	7,000		2,000.00	1,500.00	1,000.00	4,500.00	64%
Phone/ Internet	4,000		1,082.46	715.65	673.15	2,471.26	62%
Office Supplies	700		252.38	66.21	207.61	526.20	75%
Membership/Publications	600		-	-	-	-	0%
Office Printing & Postage	500		82.40	5.64	49.54	137.58	28%
Accounting	3,000		-	-	1,200.00	1,200.00	40%
Insurance	9,000		965.71	2,957.41	1,935.24	5,858.36	65%
Town Hall Meetings	500		114.65	48.54	111.55	274.74	55%
Meetings Other	1,200		44.27	25.50	31.82	101.59	8%
Misc. Office Expense	500		-	226.46	-	226.46	45%
Overhead Total	27,000		4,541.87	5,545.41	5,208.91	15,296.19	57%
General Promotions							
Web Site	1,500		-	-	-	-	0%
Downtown Magazine	5,000		134.57	500.00	935.87	1,570.44	31%
Other Magazines	3,600		900.00	600.00	900.00	2,400.00	67%
Newspaper Ads	3,000		147.00	-	-	147.00	5%
Direct Mail	6,000		-	-	-	-	0%
Promo Postcards	2,000		452.54	267.53	-	720.07	36%
Posters	2,000		304.99	198.30	-	503.29	25%
Banners	2,000		285.00	-	-	285.00	14%
Brochures	4,000		-	1,000.00	384.44	1,384.44	35%
General Promotions Total	29,100		2,224.10	2,565.83	2,220.31	7,010.24	24%
Total Eligible Expenses	110,000		21,834.19	23,534.52	19,993.82	65,362.53	
Grant Quarterly Allocation			27,500.00	27,500.00	27,500.00	82,500.00	
Invoices Submitted			24,126.46	25,154.52	22,145.65	71,426.63	
Eligible Expenses			21,834.19	23,534.52	19,993.82	65,362.53	
Payment to DBPA			27,500.00	22,043.00	21,485.34	71,028.34	

Proposed 3rd Quarter Payment to DBPA

Prepared by Jason Jeffries 10/20/2010



AGENDA ITEM: 8
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

DATE: September 17, 2010

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: 2010/11 DBPA Budget & Work Plan

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:

Eligible Expense	Budget	Notes
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
Total	\$ 95,000	

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

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

MEMORANDUM

DATE: October 20, 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

Following the last meeting, when the Downtown Development Authority (DDA) discussed the request 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, staff met with representatives to discuss the request and the water line issues. Staff will update the Authority about the outcome of the meeting. Attached is the memo from the last meeting with the background on the request.



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REDEVELOPMENT DIVISION

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

MEMORANDUM

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

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
Total	\$ 27,950

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.



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REDEVELOPMENT DIVISION

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

MEMORANDUM

DATE: October 20, 2010

TO: Downtown Development Authority

FROM: Jason Jeffries, Project Manager

SUBJECT: Retail Market Analysis

Attached is the Downtown Retail Market Analysis Report prepared by Gibbs Planning Group. The report was presented to the Downtown / Ballough Road Redevelopment Board earlier in the month.

The report finds that Downtown can support an additional 86,000 sq. ft. of retail, restaurants and entertainment venues. The report provides a breakdown of target demographics for retailers including regional residential base, students, tourists, and daytime-workers. On page eleven, the report breaks down the types of residents that are most likely to shop and dine in Downtown. The residential lifestyle types include retirees, empty-nesters, residents of neighborhoods in transition, and families with children.

The report finds that a public market is viable on Beach Street. In addition to the public market, the report discusses a demand for focus entertainment venues. The suggestion is to develop an entertainment venue with casual dining and specialty stores close to the News Journal Center. The venue would attract tourists, along with the residential and student base of the region.

Staff is requesting a discussion and recommendations regarding the findings in the report.

RETAIL MARKET ANALYSIS

BEACH STREET SHOPPING DISTRICT DAYTONA BEACH, FLORIDA

Prepared For:

CITY OF DAYTONA BEACH CRA
301 South Ridgewood Avenue
Daytona Beach, Florida 32114

Prepared By:

GIBBS PLANNING GROUP, Inc.
201 W. Mitchell Street, #150
Petoskey, Michigan 49770

1 October, 2010
2nd Draft

INTRODUCTION

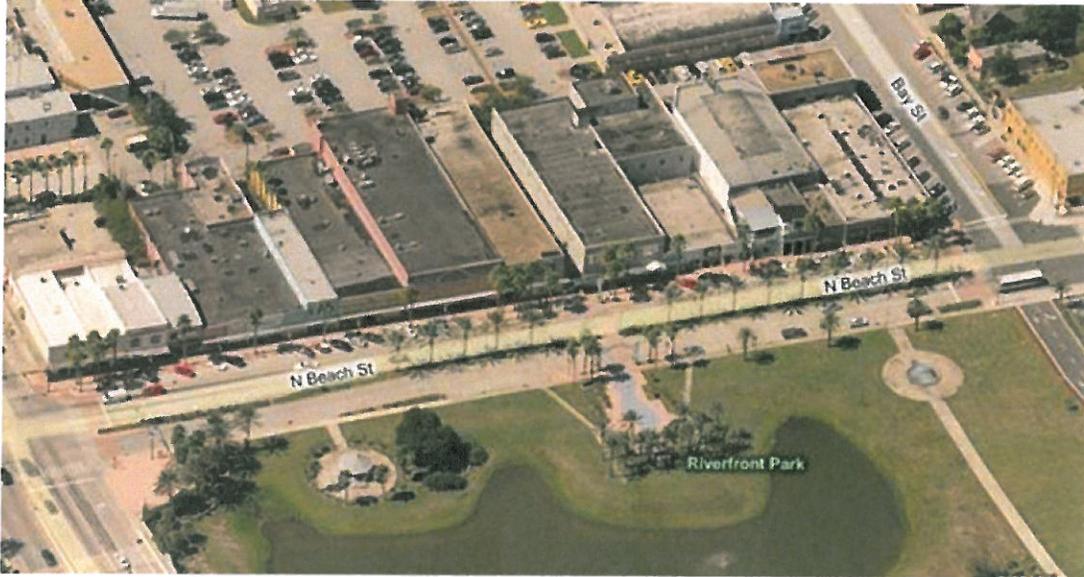


Figure 1: Daytona Beach's Old Downtown, looking west. The historic shopping district fronts a waterfront park and has excellent access from the surrounding neighborhoods and highways. (Photo source: Bing Maps)

Executive Summary

The greater Daytona Beach market appeals to a broad and diverse population that includes a stable 260,000 residential base, 23,000 college students and 66,000 day time workers. The region is also a world class tourist destination with 7.75 million visitors enjoying its pristine beaches, the famous Daytona 500 Speedway and several special events. In 2010, the Daytona trade area (as defined in this study below) generated an estimated \$2.6 billion in annual retail sales, including \$811 million from tourism and \$136 million worker spending. By 2015, the trade area's total spending is estimated to grow to \$3.4 billion. A recent proposal from a major national restaurant to open a flagship unit on the waterfront underscores the region's economic vitality.

The Beach Street shopping district commercial area is located on the east side of the mainland and near the tourist district, enabling it the ability to appeal to all the various components of the area. The existing retail and restaurant base is largely locally owned and operated, and in most cases unique to the market. The shopping district is anchored by numerous restaurants, jewelry stores, a candy factory and specialty destination businesses. The northern periphery of the study district, with the southern boundary is anchored by municipal uses (5th District Court and a firehouse). The primary shopping district is found between Orange Avenue and Bay Avenue along Beach Street.

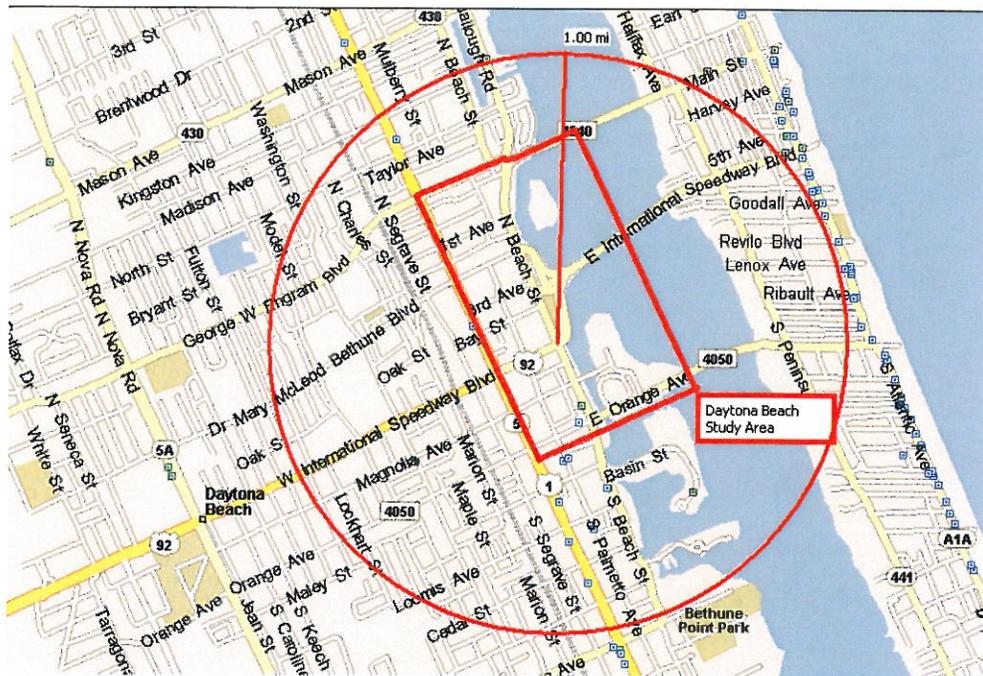


Figure 2: One mile radius of Daytona Beach study area includes most of the historic central business district along Beach Street.

Daytona's trade area population includes a wide range of desirable population segments including active seniors, empty nesters and young families. The market is divided into specific subcategories and includes 16,000 "Senior Sun Seekers" whom are generally health-conscious watch cable television, read boating magazines and eat at family restaurants and steak houses. Approximately 23,000 or 20 percent of Daytona's trade area's population is classified as "Silver and Golds". These seniors are well educated and financially prosperous. They drink imported wines, tend to own common stock, shop at Publix grocery stores order from the L.L. Bean, Eddie Bauer, and Land's End catalogs. They purchase golf clothing, go to the beach and dine out at least once a week. They go sailing, power boating, fishing and golfing and have taken an overseas cruise vacation.

Daytona's trade area is also made up of 9,500 "Old and New Comers", who are either starting their careers or retiring. Their income is derived from wages, dividends, rental properties, retirement income; almost one-fourth of *Old and Newcomers* receive Social Security benefits. They purchase children's books, drink domestic table wines, buy home office furniture and go to the movies about once a month. They listen to classic hits, classical and Hispanic radio and watch The Golf Channel and MTV2 on television. They also shop at Pier 1, Harris-Teeter and their favorite restaurants include Tony Roma's, Steak 'n Shake, and Red Robin.

The "*Mid Life Junction*" demographic lifestyle group represents 10 percent of the trade area and includes 12,000 persons. Mid Lifers are phasing out of the child-rearing years and approaching retirement. Most *Midlife Junction* residents are still working and live quiet, settled lives. They spend their money carefully and don't succumb to fads. Favorite family restaurants include Krystal's, Ruby Tuesdays and Captain D's. They

search for bargains in the J.C. Penney catalog and at Belk, Lowe's and Wal-Mart. They also order from the Eddie Bauer and Land's End catalogs.

This study finds that the greater Daytona Beach region is significantly under serving the commercial desires and needs of its local and visitor community as well as not fully taking advantage of its powerful international brand. Many of Daytona's visitors lodge outside of the region, or limit their stay and spending. The defined Daytona Beach Street district is attracting neither enough of the trade area residential base, nor the tourism spending, to maximize its potential.

Daytona's Beach Street has the potential to expand its existing commercial area by an additional 86,000 square feet of new retail, restaurant and entertainment venues by 2015. This expansion can be achievable by capturing existing retail and restaurant spending that is presently leaking outside of Daytona Beach by its residents, employment base and visitors. If implemented, this expanded retail could generate up to \$38.5 million in additional annual sales by 2015.

While the commercial area is an attractive historic destination, it simply lacks the popular regional and national brands that are preferred by many of its residents, workers and visitors. As a result, over \$34.6 million of annual spending presently occurs elsewhere, or not at all. The existing businesses would likely experience significant increased traffic and sales with the addition of new entertainment, dining and retailers, such as Dave & Buster's, Lucky Strike, Starbucks and large themed restaurants.

This study finds that the following amounts of retail and restaurants are supportable in the defined Beach Street study area in addition to the existing businesses:

- 30,000 square feet of entertainment such as Dave & Buster's or Lucky Strike
- 26,000 square feet of restaurants, such as Famous Dave's or Chima and/or Rio's Brazilian Steakhouse
- 12,000 square feet of apparel and shoes
- 18,000 square feet of gifts and misc. retailers

In addition, GPG recommends that a year round, full time public market should also be considered for the Beach Street area. These markets operate seven days per week and include full range of locally grown fresh food, produce and quick service foods. GPG recommends that a 20,000 square foot market be studied in more detail. The North Market, in Columbus, Ohio and London, Ontario's Covent Garden Market could serve as a model for Daytona.

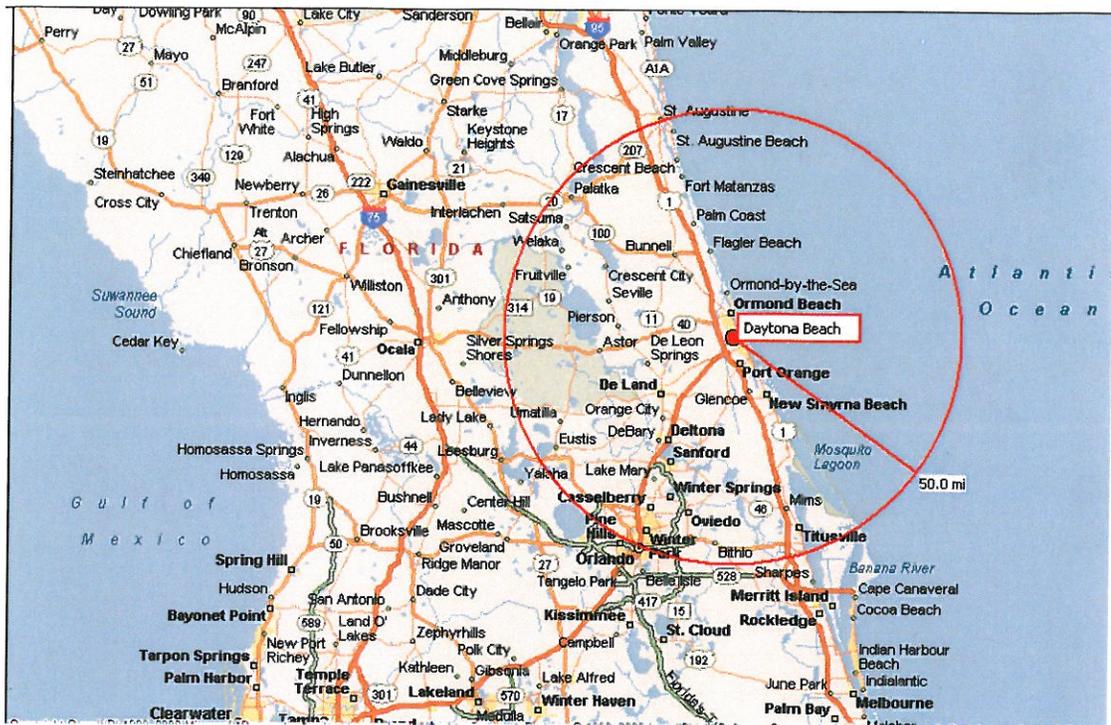


Figure 3: Daytona Beach is located on the Atlantic coast of Florida just 50 miles northeast of Orlando and is a popular vacation destination for both the region and the U.S. Eastern Seaboard.

This study has defined primary and secondary trade areas with a current population base of nearly 137,000 persons and 254,000 persons, respectively. This region is projected to increase to over 138,800 persons and 266,000 persons by 2015. The base reflects an older consumer (median age of 45.7 and 48.4 for the primary and total trade areas) with small household sizes (2.11 and 2.20, respectively). The home-ownership base is good (61% and 71%) with a strong seasonal household base found along the Atlantic Ocean in the community of Daytona Beach Shores (44%).

The region's large amount of retired population contributes to moderate household incomes of \$37,285 in the primary trade area. However, 23 percent of the total trade area residents aged 25 and older has a college or higher degree. Nearly 60 percent of the total trade area's residents are employed in white collar positions.

In addition to the trade area's residential base, the Beach Street shopping district is well positioned to serve a strong employment base of over 66,000 daytime workers located within 10 miles. More than a third is employed in high paying executive and professional positions. The district is also located near a strong student population base of over 23,000 students attending Bethune-Cookman University and Daytona State College. These workers and students would likely shop and dine more frequently in the North Beach Street commercial area if it were better marketed and offered a broader selection of restaurants and retailers.

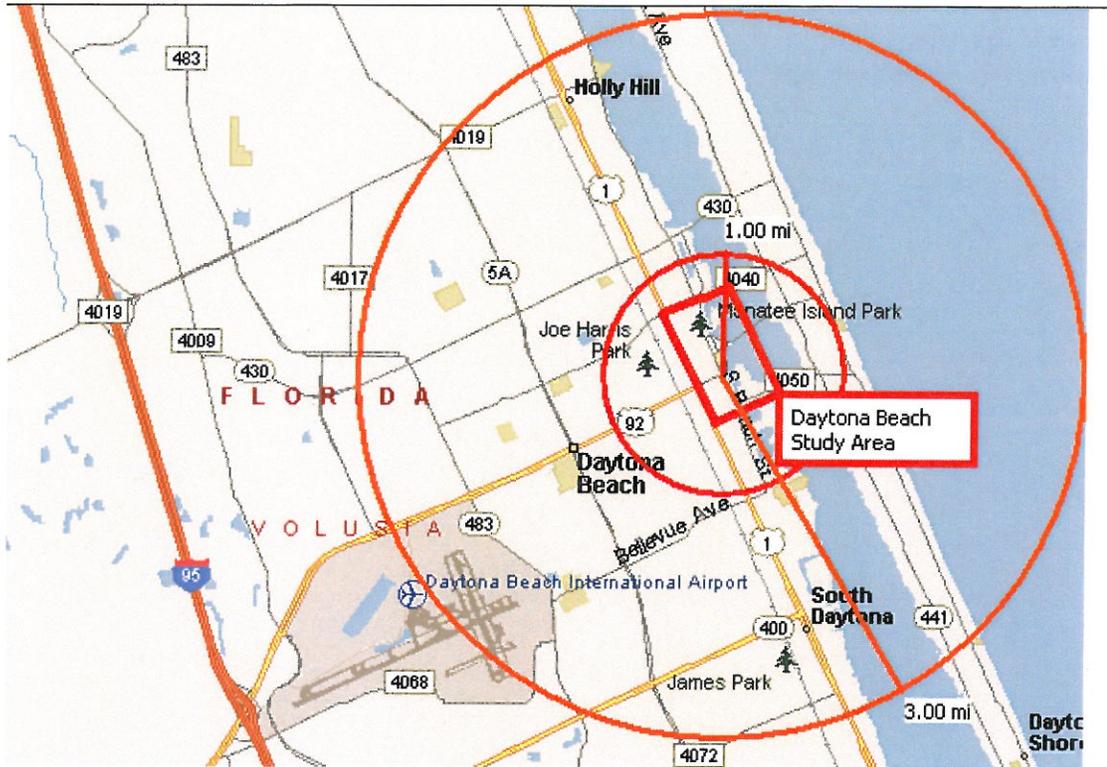


Figure 4: Daytona Beach Street shopping district study area is located on the main land, and within 1 mile of the beaches.

Finally, Dayton's Beach Street area is well situated to capture additional sales from the area's strong tourism base due to both the location as well as the other traffic generators located near the shopping district, including the ball park, Halifax Museum, City Library and the Daytona State College-News Journal Center. The Daytona Beach market is a strong tourist destination with an especially large potential to attract more day and overnight visitors from the Orlando markets.

Background

Gibbs Planning Group, Inc. (GPG) has been retained by the City of Daytona Beach CRA to access the viability of retail for the Beach Street shopping district (also called Riverfront Marketplace) in Daytona Beach, Florida. The study area is located between Fairview Avenue and Orange Avenues (north to south) and Ridgewood Avenue (US Highway 1) and the Intercoastal Waterway (west to east).

Issues

The following issues were addressed in this analysis:

- What is the existing and planned retail market in the greater Daytona Beach, Florida market?
- What is the primary trade area that would be served by retail in the study area?

-
- What are the current and projected trade area population and demographic characteristics? What are the trade area psychographics (lifestyles)?
 - What is the current and projected growth for retail expenditures for 2010 to 2015?
 - What additional components (i.e. tourism and college students) are available to help support retail in the district?
 - What type of retail is supportable and should be attracted to the Daytona Beach site? What are their anticipated sales volumes?

Methodology

To address the above issues, a detailed evaluation of the retail in Daytona Beach Heights, as well as all major existing and planned shopping centers and retail concentrations in and surrounding the defined trade area, were conducted during the week of August 30, 2010. During this evaluation, GPG thoroughly drove the market and evaluated the major existing and planned retail concentrations in the area. The area was visited during the daytime, as well as the evening, to gain a qualitative understanding of the retail gravitational and traffic patterns throughout the study area.

GPG then defined a primary and secondary trade area for the Daytona Beach location based on the field evaluation. Population, demographic and lifestyle characteristics of trade area residents were collected by Census Tract from national sources, and updated based on information gathered from various local sources.

Additionally, GPG identified the other sources of sales for the district, including college students and tourism that would not be included in the Census data. Current and projected estimates of retail expenditure potential were computed using out proprietary models of expenditure potential, the US Census of Retail Trade, sales tax information, and trade area population levels. Using average sales per square foot (sf) for the identified retail categories, a retail void analysis of the market was conducted.

Finally, based on the population and demographic characteristics of the trade area, existing and known planned retail competition, the results of the retail void analysis, and traffic and retail gravitational patterns, GPG developed this assessment of the Daytona Beach Heights site and forecast sales for the supportable retail.

Assumptions

Any study such as this analysis needs to make certain assumptions that may change over time. For the purposes of this analysis, the following assumptions have been made:

- 1) The economic conditions of the greater Daytona Beach, Volusia County market will remain stable and grow as projected through 2015. Further, the housing and time-share market will continue to stabilize. Given the current economic conditions in eastern Florida, this is a conservative assumption.
- 2) The district will be developed to maintain the existing building structures and the non-retail uses in the area (Halifax Museum, City Library, Daytona Beach Cubs minor league baseball team, and News Journal Center (Daytona State College of the Arts) will continue to be utilized. Further, it is assumed that the new

recommended retail, restaurant and entertainment venues will be opened by 2012.

- 3) The retail will have adequate visibility, ingress/egress and parking for the proposed uses. *Additionally, they will be marketed as a single shopping destination in the area's tourist guides.*
- 4) The district will continue to be managed as a walkable district, to the best practices of The American Planning Association, The Congress for the New Urbanism, The International Council of Shopping Centers and The Urban Land Institute.
- 5) Parking for the area is assumed adequate for the proposed uses, with easy access to the retailers in the development. An overall parking ratio that meets industry standards or higher, is anticipated for this area. Additionally, the parking is assumed to continue to be free for off-street lots and that meters will be installed for prime on-street locations.

Limits of Study

The findings of this study represent GPG's best estimates for the amounts and types of retail tenants that should be supportable at the subject site through 2015. Every reasonable effort has been made to ensure that the data contained in this study reflect the most accurate and timely information possible and are believed to be reliable. This study is based on estimates, assumptions, and other information developed by GPG independent research effort, general knowledge of the industry, and consultations with the client and its representatives. No responsibility is assumed for inaccuracies in reporting by the client, its agent and representatives or in any other data source used in preparing or presenting this study. This report is based on information that was current as of August 31, 2010, and GPG has not undertaken any update of its research effort since such date.

This report may contain prospective financial information, estimates, or opinions that represent GPG's view of reasonable expectations at a particular time, but such information, estimates, or opinions are not offered as predictions or assurances that a particular level of income or profit will be achieved, that particular events will occur, or that a particular price will be offered or accepted. Actual results achieved during the period covered by our prospective financial analysis may vary from those described in our report, and the variations may be material. Therefore, no warranty or representation is made by GPG that any of the projected values or results contained in this study will be achieved.

This study should not be the sole basis for programming, planning, designing, financing or development of a commercial center. Further research and analysis is advised prior to implementing development or land use policy strategies.

The Trade Area

Based on GPG's field evaluation and the existing retail nodes in the greater Daytona Beach market, it was determined that future retail in the study area could have both a neighborhood/community, as well as a more regional appeal. As such, the primary trade

area (that would be served by the neighborhood and community-oriented retail) is approximately delimited by the following boundaries:

- North to State Highway 40 (Granada Boulevard) (Six miles).
- East to the Atlantic Ocean (One Mile).
- South to Dunlawton Avenue (State Highway 421) (Six Miles).
- West to Interstate 95 (Five Miles).

Please refer to the following Figure 5 below for boundaries of the primary trade area:

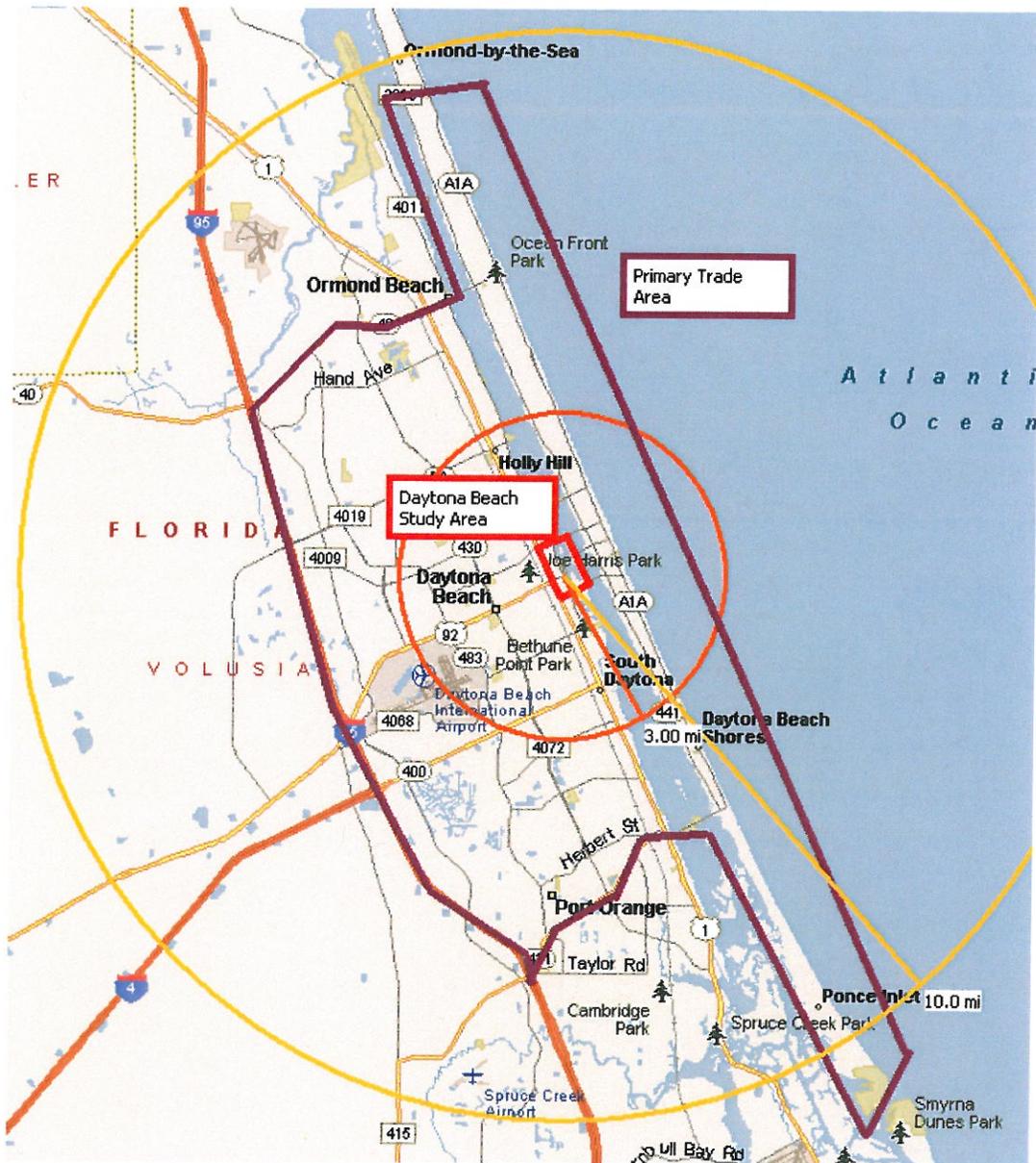


Figure 5: The estimated primary trade area boundary estimated by this study is shown above inside of the purple lines.

The secondary trade area extends further north to the Volusia County Line, south to State Highway 44 (Lytle Avenue) and west to State Highway 11 and Deland as shown in the following Figure 6.

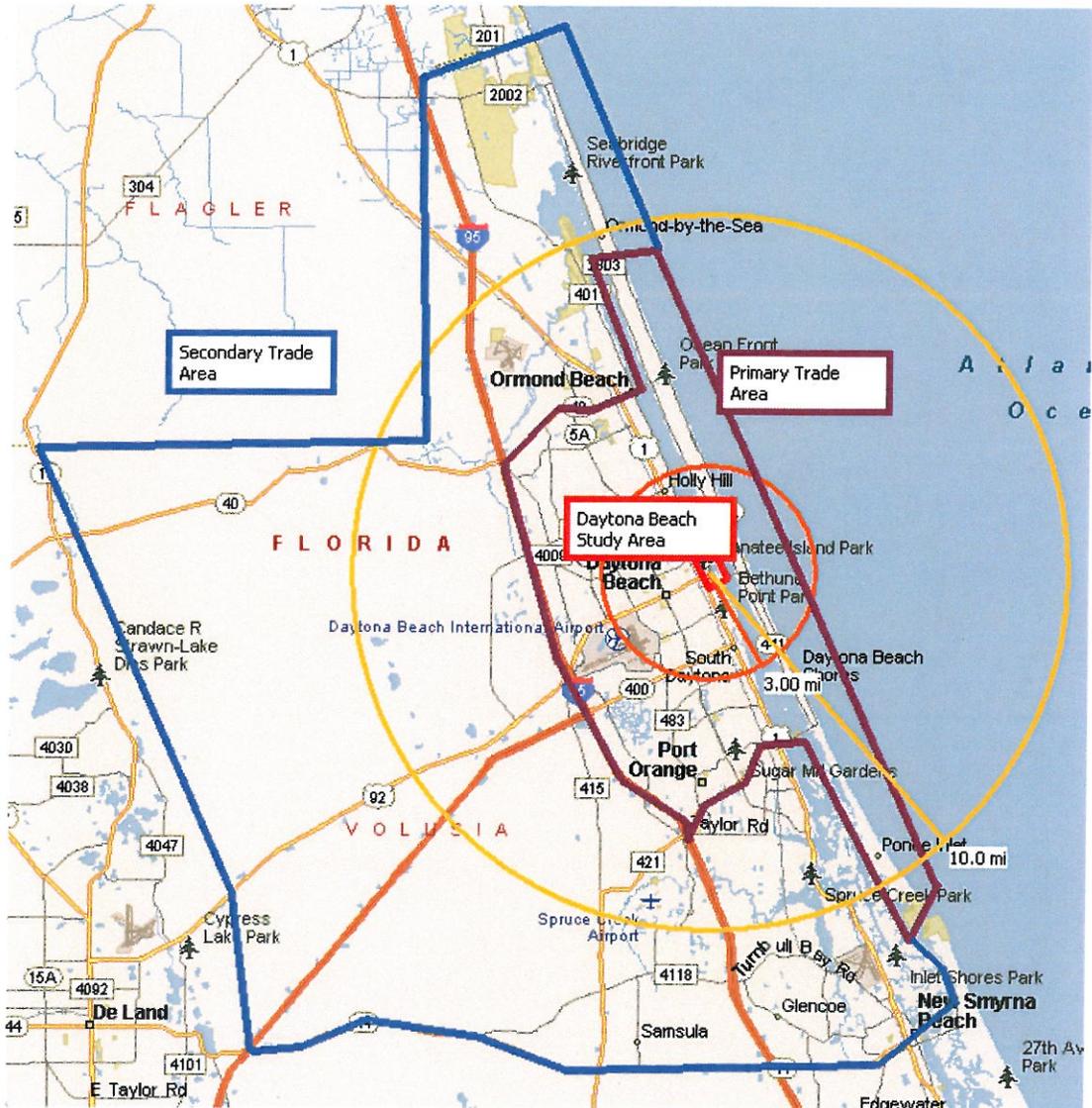


Figure 6: The secondary trade area described in this study is shown above inside of the blue lines.

Demographic Characteristics

Using data from both ESRI and Claritas, GPG obtained the population and demographic characteristics for the defined trade area, as well as for Daytona Beach and surrounding communities and Volusia County.

The primary trade area has an estimated 2010 population of 136,850 persons, which is projected to grow to 138,807 persons by 2015, a 1.4 projected increase over the five-year period. The number of households in the primary trade area, currently estimated at 62,050, is also expected to grow to 63,219, or 1.9 percent by 2015. Currently there are

an estimated 2.11 persons-per-household, most (61%) of the household base is owner-occupied and 17 percent of the household base is seasonal.

The highest projected growth in the defined primary trade area is found in Census Tracts 808.04 and 824.09 (13% and 7%, respectively) located in the northwest and south west periphery of the primary trade area.

The secondary trade area offers an additional 117,340 persons for a total trade area population base of 254,200 persons. The population base is projected to grow 8.6 percent in the secondary trade area by 2015, resulting in a total trade area population base of 266,183 persons, a 4.7 percent projected growth rate. The household base in the secondary trade area is approximately 50,000, producing a total trade area household base of 112,028. This base is projected to grow to 117,060 households (or 4.5%) by 2015. The persons-per-household in the secondary trade area is 2.30 and 2.20 in the total trade area. The total trade area's household base is 71 percent owner-occupied and only 12 percent seasonal.

Table 7 presents and compares the demographic characteristics found in the defined primary trade area to that of the City of Daytona Beach and Volusia County:

Figure 7: Demographic Characteristics Table

<i>Characteristics</i>	<i>Primary Trade Area</i>	<i>Total Trade Area</i>	<i>Daytona Beach</i>	<i>Volusia County</i>
2010 Population	136,848	254,187	66,207	515,563
2015 Population	138,807	266,183	66,651	545,523
Projected 5-Year Growth	1.4%	4.7%	0.7%	5.8%
2010 Households	62,043	112,028	29,591	213,973
2010 Median Household Income	\$37,258	\$44,259	\$32,238	\$45,451
2010 Per Capita Income	\$24,021	\$27,158	\$21,600	\$25,100
% Households with Incomes \$100,000 or higher	10%	13%	8%	13%
Persons Per Household	2.11	2.20	2.04	2.34
% HHolds Owner -Occupied	61%	71%	47%	75%
% Seasonal Households	17%	12%	9%	8%
Median Age	45.7	48.4	38.8	46.3
% White-Collar Employed	57%	59%	55%	58%
% College Educated	21%	23%	21%	20%

As shown in Figure 7, incomes in the defined trade areas are moderate, but stronger in the total trade area than that found in the primary trade area. Close-in to the site, incomes are strongest in the census tracts found along the Atlantic Ocean.

The cost of living in the area, according to Kiplinger, is comparable to the US average as shown in Figure 8 below:

Figure 8: Daytona Metropolitan Area Cost of Living

Metropolitan Area	Cost of Living*	Median Income	Income Growth
Daytona Beach/Deltona/Ormond Beach, FL	100	\$41,772	4.4%
Jacksonville FL	94	\$51,269	4.0%
Orlando Kissimmee, FL	98	\$49,789	4.3%
Miami/Ft Lauderdale FL	120	\$47,527	3.7%
Tampa/St Petersburg/Clearwater, FL	99	\$45,243	4.7%

*Where 100 is the US Average

The average age in the market is much older than the US average (45.7/48.4 versus 35.6), resulting in a lower persons per household (2.11/2.20). Additionally, the area is primarily White (73%/82%), although the City of Daytona Beach has a strong African American base as well (37%).

The housing base is primarily owner-occupied (61%/71%), with the stronger owner-occupied base found on the periphery of the primary trade area and in the secondary trade area. The housing base along the Atlantic Ocean is more apt to be seasonal housing than in the other areas of the defined trade areas.

When compared on a mile ring basis, there are 10,850 persons within one-mile of the site, growing to 61,840 persons in three-miles and 120,800 persons in five-miles. This base is projected to be stable close-in, but grow 0.2 percent and 0.6 percent at three- and five-miles over the next five years. The persons-per-household in the one-, three- and five-mile radius is reported as 1.87, 2.14 and 2.13, respectively. Year 2010 incomes (median household income/per capita income) in these radii are reported as \$21,850/\$15,727, \$29,692/\$18,578 and \$34,043/\$21,119. The median age is reported as 37.0, 37.3 and 41.1 at the same radii. Home ownership is reported as 30 percent, 47 percent and 59 percent at one-, three- and five miles.

Tapestry Lifestyles

As a part of the research for this study, ESRI demographic data was purchased by GPG. ESRI is an international research group that has developed Tapestry Lifestyles, which is an attempt to create 65 classifications, or lifestyle segments, that help determine purchasing patterns. These segments are broken down to the U.S. Census block group level throughout the United States and are used by many national retailers to help determine future potential locations. Figure 9 details the top Tapestry Lifestyles found in the greater primary and total Daytona Beach trade areas.

Figure 9: Tapestry Lifestyles

Lifestyle	Primary Trade Area	Total Trade Area	Short Description
Senior Sunseekers	8,476 14%	15,900 14%	<p>Although the median age in this market is 51.8 years, well over half of the householders are aged 55 years or older. Most of these households are married couples without children and single persons. The segment is not very ethnically diverse; almost 90 percent of the population is white. Escaping from cold winter climates, many <i>Senior Sun Seekers</i> have permanently relocated to warmer areas; others are "snowbirds" who move South for the winter. Trash compactors are popular appliances with <i>Senior Sun Seekers</i> residents.</p> <p>They belong to a car dealer's auto club, drink low- or no-alcohol beer and tomato juice, and buy books at a warehouse store or by mail order. Health-conscious <i>Senior Sun Seekers</i> purchase bifocals, visit their internists and take Centrum Silver vitamins. They watch cable television, read boating magazines and eat at family restaurants and steak houses.</p>
Silver & Gold	7,896 13%	23,243 20%	<p>With a median age of 57.6 years, more than 20 years above the national average, <i>Silver and Gold</i> households are made up primarily of older married couples without children. <i>Silver and Gold</i> neighborhoods are not ethnically diverse; more than 90 percent of these residents are white. These seniors are well educated and financially prosperous. <i>Silver and Gold</i> residents drink imported wines, buy books at a warehouse store, would buy a PC directly from the manufacturer, and own a fax machine.</p> <p>They tend to own common stock, bank by mail, use a stock rating service, and hold personal liability insurance policies. They shop at Publix grocery stores and take prescription medications for arthritis. <i>Silver and Gold</i> residents are prototypes of active seniors. <i>Silver and Gold</i> residents order from the L.L. Bean, Eddie Bauer, and Land's End catalogs. They order cookware, kitchen accessories and flowers by phone, mail and online.</p> <p>They purchase golf clothing and women's swimsuits, own a hot tub or whirlpool spa, go to the beach and dine out at least once a week. They go sailing, power boating, fishing and golfing and have taken an overseas cruise vacation.</p>
Old & New Comers	7,843 13%	9,568 8%	<p><i>Old and Newcomers</i> are neighborhoods in transition, populated by renters who are either starting their careers or retiring. The general population indexes higher than the U.S. for age groups 20-29 and over 75. <i>Old and Newcomers'</i> median household income of \$39,400 is derived from wages, dividends, rental properties, retirement income; almost one-fourth of <i>Old and Newcomers</i> receive Social Security benefits. Purchases of children's books, osteoporosis medications and long-term-care insurance policies reflect the disparate ages of the residents in <i>Old and Newcomers</i> neighborhoods.</p> <p>They take their cars to chain stores for service, drink domestic table wines and buy home office furniture. Younger <i>Old and Newcomers</i> go to the movies about once a month, visit the zoo and gamble in Las Vegas. They listen to classic hits, classical, and Hispanic radio and watch The Golf Channel and MTV2 on television.</p>

Lifestyle	Primary Trade Area	Total Trade Area	Short Description
			They shop at Pier 1, Harris-Teeter and Walgreen's stores, order from priceline.com and own a pet cat. Although they don't dine out very often, when they do their favorite restaurants include Tony Roma's, Steak 'n Shake, and Red Robin.
Midlife Junction	7,268 12%	11,872 10%	<p>The segment name says it all: <i>Midlife Junction</i> residents are phasing out of the child-rearing years and approaching retirement. Most <i>Midlife Junction</i> residents are still working, earning a median household income of \$41,800 derived from wages, dividends, rental properties, retirement income and Social Security benefits. As <i>Midlife Junction</i> residents pass from child rearing into retirement, they live quiet, settled lives.</p> <p>They spend their money carefully and don't succumb to fads. Fiscally conservative <i>Midlife Junction</i> residents belong to senior banking clubs, own savings certificates and consult financial planners. They hold boat owners', travel and homeowners insurance policies. Mindful of their health, <i>Midlife Junction</i> residents take vitamin supplements, arthritis medication and shop for sugar-free foods.</p> <p>Favorite family restaurants include Krystal's, Ruby Tuesdays and Captain D's. They search for bargains in the J.C. Penney catalog and at Belk, Lowe's and Wal-Mart. They also order from the Eddie Bauer and Land's End catalogs.</p>

Daytime Employment

In addition to the residential base, Daytona Beach's Beach Street district has the opportunity to serve a sizeable daytime employment base. Within a five-minute drive time of the site, there are 28,000 employees, of which 32 percent are employed in executive and professional positions. This base grows to 66,140 employees in ten-minutes of which 34 percent are employed in executive and professional positions. Figure 10 details the near-by daytime employment base by employment type.

Major employers in the Volusia County area include:

Halifax Health	4,230 employees
Florida Hospital	3,720 employees
Publix	2,415 employees
Wal-Mart	2,140 employees
Embry Riddle Aeronautical Univ.	1,200 employees
Florida Health Care	870 employees
Bright House Networks	660 employees
Bert Fish Memorial	640 employees
Covidien Healthcare	580 employees

Figure 10: Business Facts: Workplace Population 2009

Description	5 Minute(s)		10 Minute(s)	
	Count	Percent	Count	Percent
Total Employment	28,004		66,136	
Executive and Professional	9,091	32%	22,719	34%
Management	1,936	7%	4,624	7%
Sales and Marketing	2,549	9%	8,980	12%
Health-Legal-Social	2,470	9%	3,980	8%
Engineer-Science-Computer Professional	451	2%	929	1%
Educators	1,091	4%	2,796	4%
Journalists-Creative Professional	594	2%	1,411	2%
Administration and Support	7,521	27%	16,643	26%
Management Support	867	3%	1,733	3%
Admin-Clerical Support	5,293	19%	12,409	19%
Technical Support	1,361	5%	2,501	5%
Service Personnel	5,161	18%	11,448	18%
Health Care Personnel	732	3%	1,568	3%
Food and Beverage	2,842	10%	6,458	10%
Personal Services	858	3%	2,094	3%
Protective Services	728	3%	1,328	2%
Trade and Labor	6,231	22%	15,326	22%
Construction	960	3%	2,140	3%
Installation and Repair	2,444	9%	5,915	8%
Craft Production	255	1%	830	1%
Machine Operators	373	1%	1,086	1%
Assemblers	147	1%	543	1%
Transportation	953	3%	2,011	3%
Agriculture	356	1%	737	1%
Laborers	743	3%	2,064	3%

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Unemployment in the Daytona Beach area is reported as 11.9 percent for the second quarter of 2010.

College Student Population Base

The site is well positioned to serve a strong and growing student population base. Both Bethune-Cookman University and Daytona State College are located within two miles of the study area, more than close enough to serve the retail and/or restaurants in the area. Bethune-Cookman University is affiliated with the United Methodist Church and offers

degrees in 35 majors in seven academic schools. The University was founded in 1904, and boasts a diverse and international faculty and student body of more than 3,600 persons. The University is also one of three private historically Black colleges in the State of Florida.

The Daytona State College is located approximately two miles west of the study area and offers more than 100 certificate and associate degrees of science, as well as bachelor degrees in applied sciences, supervision and management, and education. The school was established in 1957. The college student population of approximately 19,000 students is up from approximately 12,000 in 2004. In the past three years alone, the student base has risen 24 percent. Most of the increase is thought to be due to the current economic conditions and the re-training of personnel for new careers.

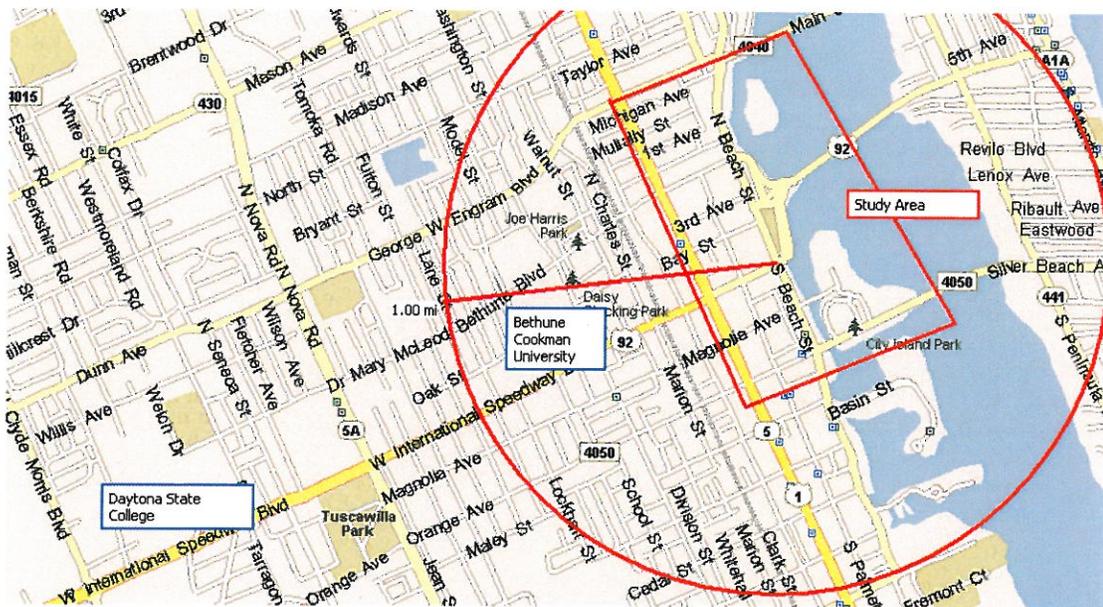


Figure 11: Location of Colleges to the Daytona Beach study area.

Tourist Component

Finally, Daytona Beach is a strong tourist destination, attracting 7.75 million visitors each year (2008 counts) that have an estimated \$4.6 billion impact on the local economy. By expenditures, the Figure 12 details the added expenditure potential added to the Daytona Beach market.

Figure 12: Tourist Added Expenditure Potential

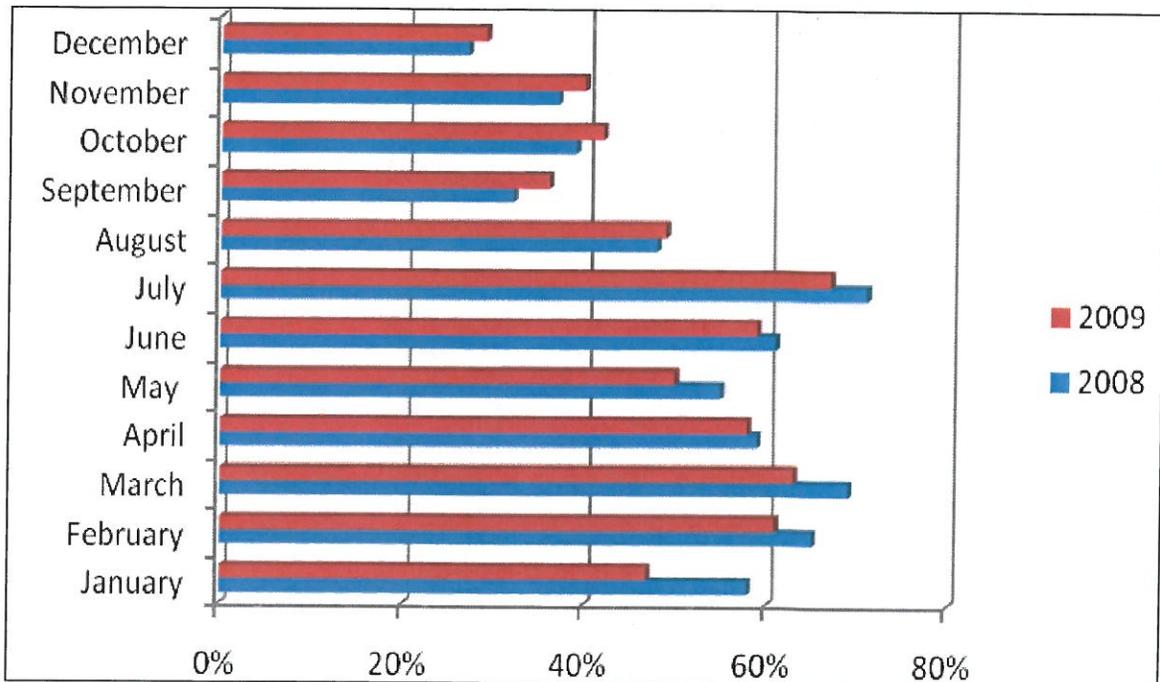
Tourist Expenditures	Amount	Percent Added Impact
Hotel Expense	\$763,310,000	48%
Other Expenditures	\$811,167,000	52%
Total	\$1,574,477,000	

The major attraction to the area, other than the pristine beaches, is the Daytona 500, which alone attracts an estimated 185,000 persons per year. Aply named, the Daytona

500 is a 200 lap, 500 mile race that takes place in February. The Daytona International Raceway is also known as the “official attraction of NASCAR” offering 60,000 square feet of exhibit areas open year-round.

Hotel occupancy is highest in July, followed by March, February and June as shown in Figure 13 for the past two years:

Figure 13: Daytona Beach Hotel Occupancy for 2008-2009



By far, most visitors reach Daytona Beach via car (81-84%), with the Daytona Beach Airport reporting a total of 211,831 passengers arriving in 2009, down slightly from the 244,084 that utilized the airport in 2008. The average party size was reported as 2.5 and the average length of stay is 4.0 days.

Figure 14: Visitor Demographics

	1 st Qtr 2009	2 nd Qtr 2009	3 rd Qtr 2009	4 th Qtr 2009	Annual 2009
% First Time Visitor	28.3	27.0	27.7	25.0	27.0
Average Party Size	2.4	2.6	2.7	2.4	2.5
% Traveled with no Kids	83.7	76.3	70.0	77.0	76.8
Average Length of Stay	5.2	3.5	3.7	3.7	4.0
Average Daily Expenditure*	\$117.33	\$96.33	\$99.00	\$106.00	\$104.67
Average Room Rate	\$119.81	\$93.17	\$92.58	\$88.40	\$98.49

*Expenditures excluding hotel expense Source: Daytona Beach Convention & Visitors Bureau

Major Museums and Performing Venues

- **Ocean Center.** The newly expanded Ocean Center is a major attraction for conventions as well as an entertainment complex, offering 94,700 square feet of exhibition space, 25,400 square feet of meeting rooms, a 9,600 seat arena and a 12,000 square foot ballroom.
- **Halifax Historical Museum.** The museum is housed in the former Merchant's Bank building located along Beach Street in the downtown historical district. It displays photographs from the late 1890's as well as historical data of the local Native Americans, the Spanish and British colonial eras, and early auto racing. It also has a theater with seating for 70.
- **Southeast Museum of Photography.** This 10,000 square foot facility is one of the only Southeast museums to be devoted entirely to the art of photography.
- **Daytona Beach Bandshell.** Located in Oceanfront Park, the bandshell offers over 190,000 square feet of flexible space with seating for up to 9,000 persons. It plays host to a variety of performances including concerts, art exhibits and trade shows.

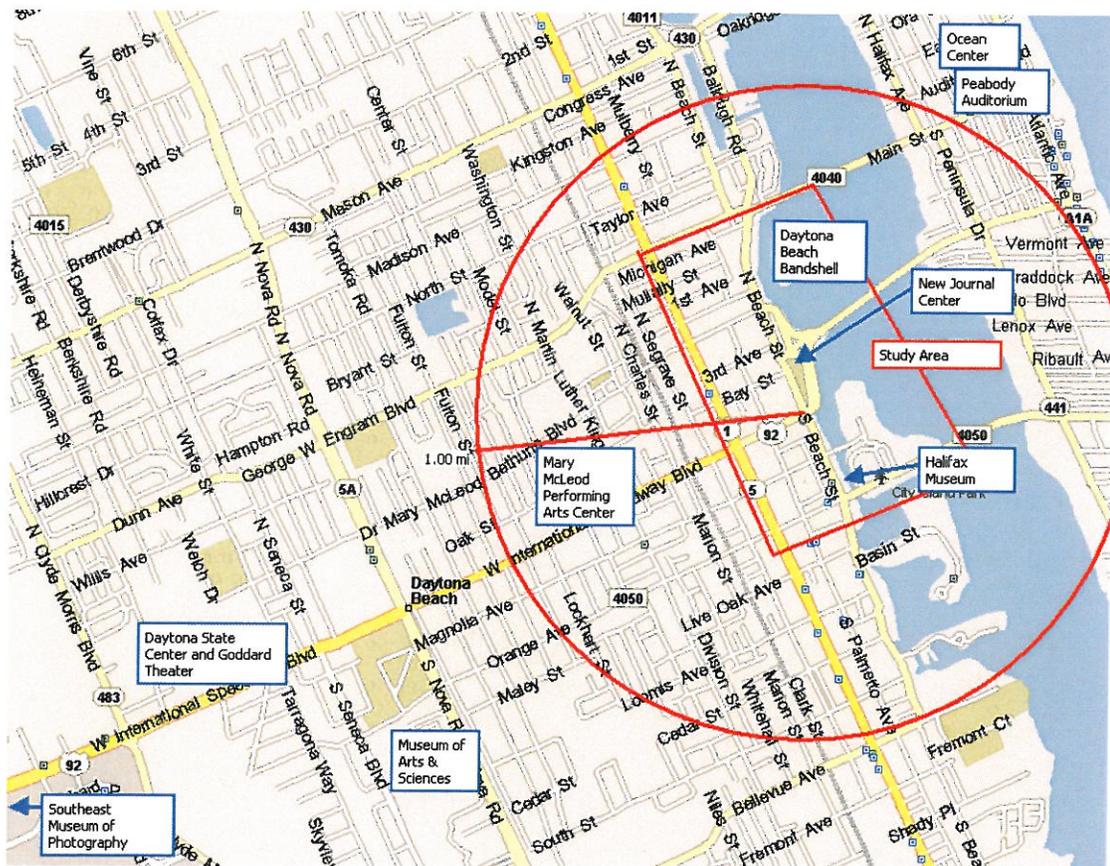


Figure 15: Map of the major museums and performing arts venues in the Daytona Beach trade area.

- **Museum of Arts & Sciences.** The area's largest museum sits on a 90 acre park preserve and is home to Chapman Root Hall (seating 260), the Root Family Museum, the Cuban Foundation Museum, the Williams Family Children's Museum and a planetarium. The museum is home to the largest Coca-Cola memorabilia collection in the State of Florida and offers a total of 98,000 square feet.
- **Peabody Auditorium.** Situated across from the Ocean Center, the Peabody Auditorium is an historic 2,560-seat performing arts theater attracting renowned artists, symphony orchestras and ballet companies.
- **News Journal Center at Daytona State College.** Situated on Beach Street, the venue is perfect for medium-sized musical and theatrical performances. The main theater seats 859 guests and the smaller studio theater seats 264.
- **The Goddard Theater and Daytona State University Center.** Located on Daytona State's main campus, the university theater seats 490 people, while the Goddard Theater seats 150.
- **Mary McLeod Bethune Performing Arts Center.** Located on the campus of Bethune-Cookman University, the center is a \$23 million state-of-the-art facility that hosts a variety of performing events.

STUDY AREA CHARACTERISTICS

Location

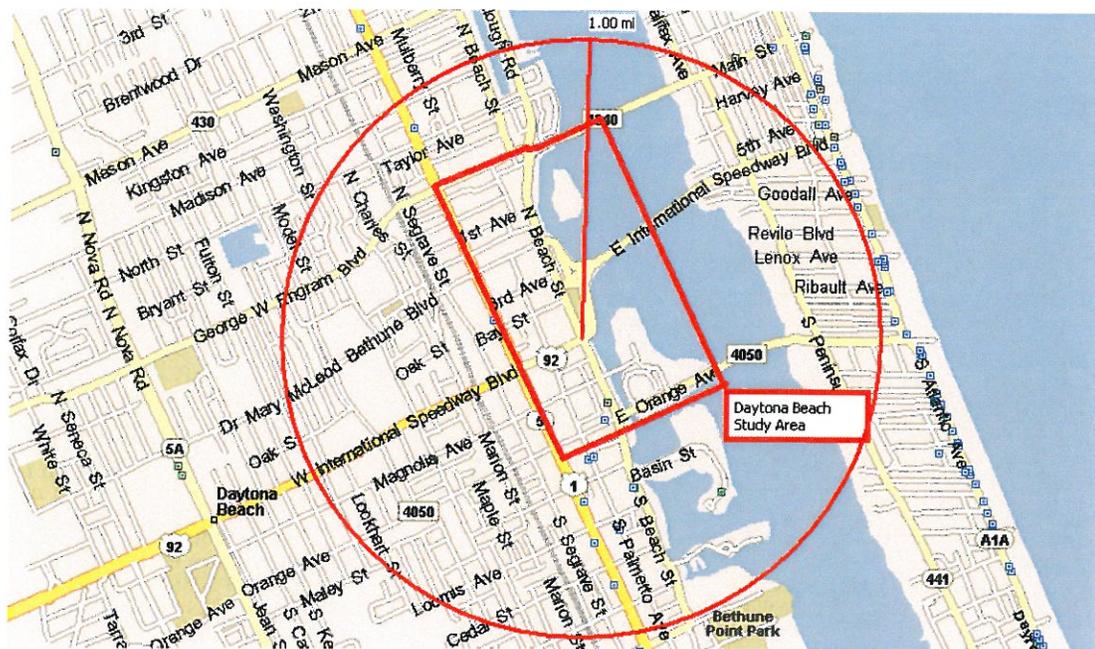


Figure 16:— The Beach Street Shopping District study area is shown above inside of the red box.

The study area is located between Fairview and Orange Avenues (north to south) and Ridgewood Avenue (US Highway 1) and the Intercoastal Waterway (west to east) as shown in Figure 16. Beach Street offers the majority of the retail in the district with retail/restaurants facing east towards the waterway. The district is anchored on the northern periphery by the Daytona State College-News Journal Center and a collection of service businesses.



Figure 17: Old Town's shopping district offers a collection of attractive historic buildings and unique restaurants and businesses. The district's market has the potential to support an additional 86,000 square feet of new restaurants and retailers.



Figure 18: The News Journal Center, home of the Daytona State College of the Arts, is located on Beach Street between Bay Street and International Speedway Boulevard.

However, most of the shopping in the district is found between Bay Street and Orange Avenue, with International Speedway Boulevard the center point of the district. This portion of the area is easily walkable, with brick sidewalks and a landscaped center boulevard. The existing major destinations in the area include Coliseum Music Theater, News Journal Center (home of the Daytona State College of the Arts), Angell & Phelps Chocolate Factory and Café, Halifax Historical Museum and the Daytona Cubs Ball Park. The southern periphery of the study area is bounded by a Daytona Beach Firehouse and the 5th District Court of Appeals.



Figure 19: The main shopping area along Beach Road (above) includes the Halifax Historical Building (bottom right).

A mixture of some retail can be found between Beach Street and Ridgewood Avenue (US Highway 1), but non-retail uses such as churches, government buildings (city and state services as well as a US Post Office and Justice Center) and residential housing (single family) are prevalent.



Figure 20: Non-retail uses such as the Daytona Beach Service Center (left), and the US Post Office (right) provide major employment centers and anchors for Daytona's Old Town and are vital for its commercial sustainability.



Figure 21: Daytona Beach's 1st Baptist Church (left) and The Basilica of St Paul (right) are significant contributors to the downtown's historic fabric as well as important anchors for its commerce.

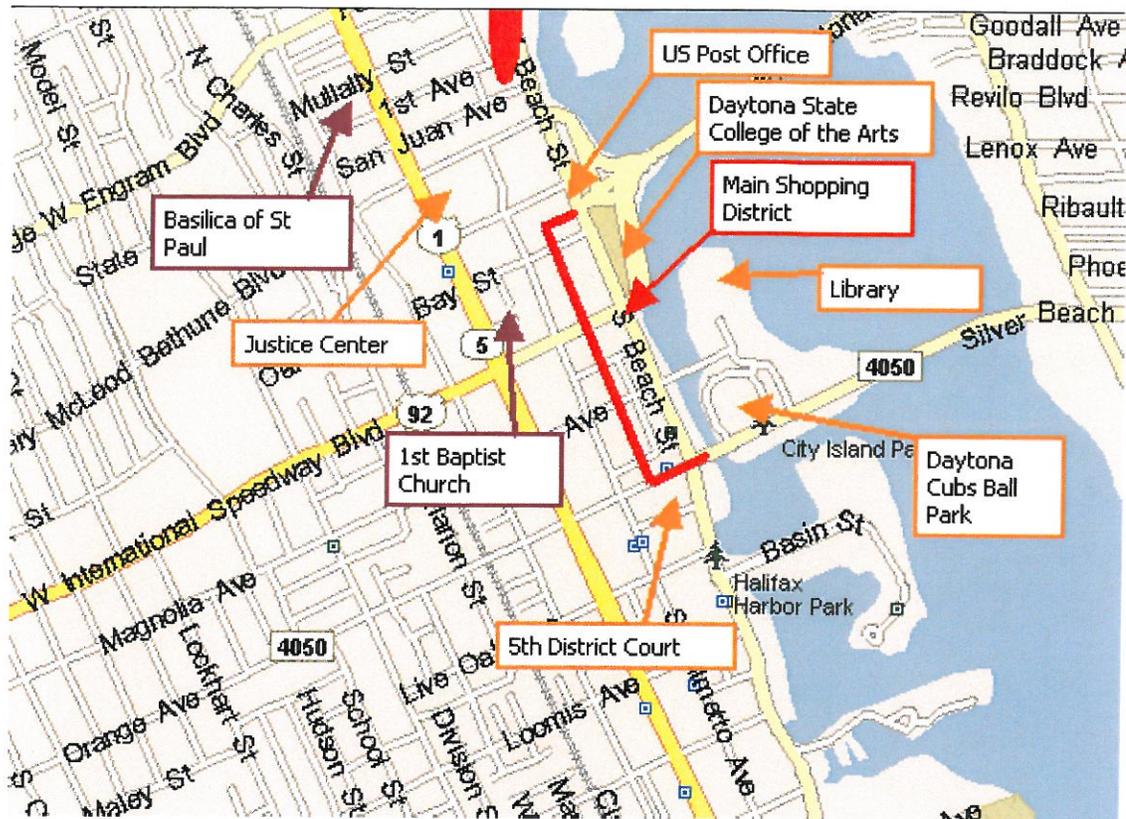


Figure 22: Significant buildings and destinations around the study area.



Figure 23: The Volusia County Early Learning Coalition (left) and the Daytona Beach City Center Building (right) provide major employment centers for Old Town's restaurants and retailers.



Figure 24: Old Town is surrounded by numerous historic walkable neighborhoods that include a variety of good housing stock. The above homes are found between Beach Street and US Highway 1.

Access

Daytona is only 50 miles northeast of Orlando, and therefore benefits from quick access to major population centers. The Beach Street shopping district is less than five miles from I-95. Regional access is easily available via International Speedway Boulevard (US Highway 92), connecting Highway A1A along the Atlantic Coast to Interstate 95 (directly) and Interstate 4 (indirectly). Interstate 95 is the primary north/south interstate in eastern Florida. Interstate 4 connects the Daytona Beach area to Orlando and central Florida.

Local access to the site is also primarily provided by International Speedway Boulevard, with 4 lanes of traffic (35 miles per hour) at the site. Other east/west local access to the site is provided by Fairview and Orange Avenues, both of which offer additional access across the Intercoastal Waterway (Fairview turning into Main Street and Orange Avenue turning into Silver Beach Avenue). North/south local access to the area is provided by Ridgewood Avenue (US Highway 1). Both regional and local access could be easier with improved way-finding signage.

Figure 25 details the latest 24 hour average traffic counts as provided by the Volusia County Traffic Engineering Department.

Figure 25: Traffic Counts

Location	Traffic Count	Year of Count
Interstate 4 at Interstate 95	45,500	2009
Interstate 95 at International Speedway	119,000	2008
International Speedway at Beach Street	17,700	2009
Ridgewood (US Hwy 1) at Fairview Avenue	28,000	2009
Ridgewood (US Hwy 1) at Orange Avenue	29,000	2009
Orange Ave at Beach Street	9,780	2009

Figure 26: Map detailing regional access to the study area.

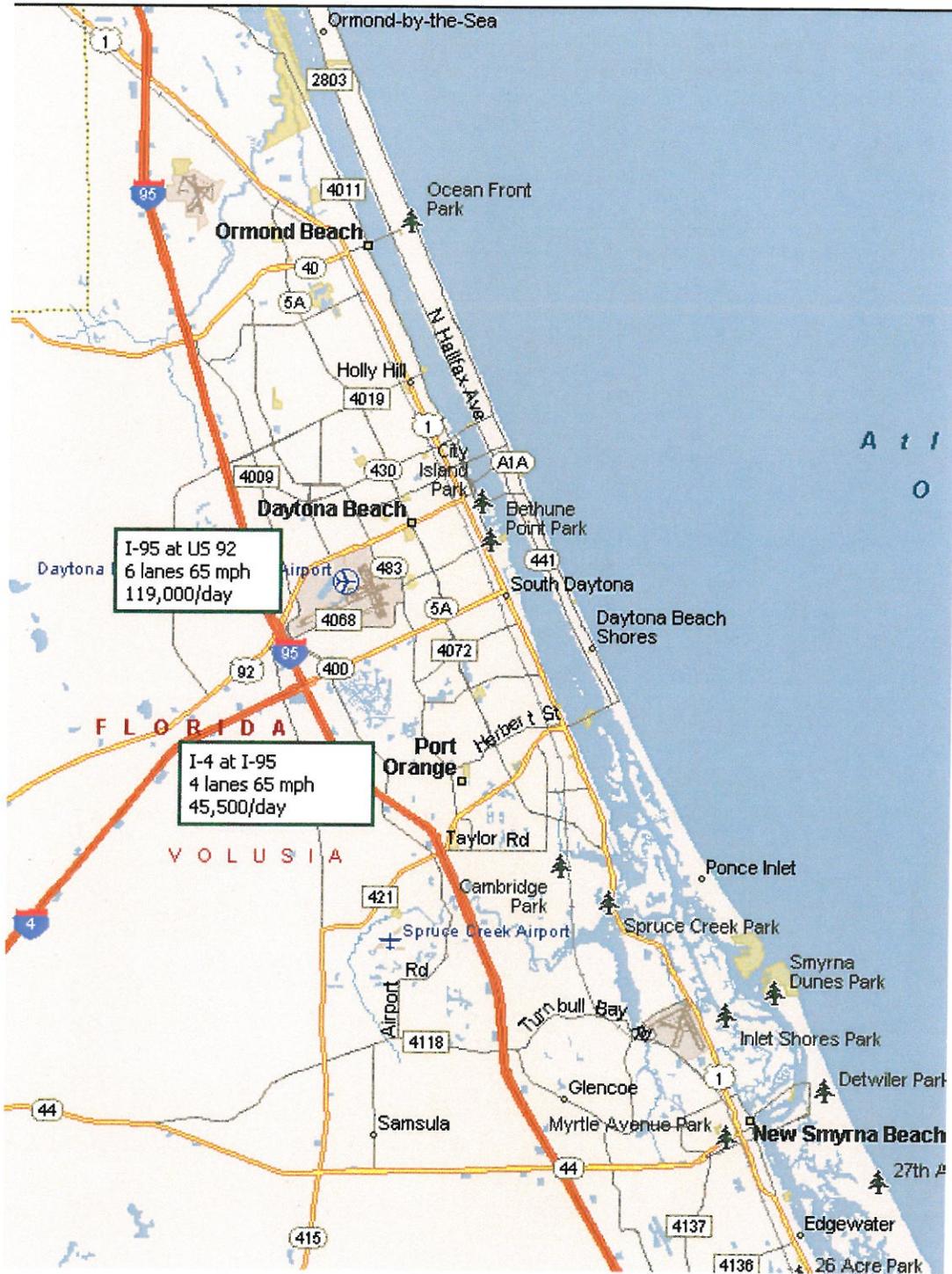
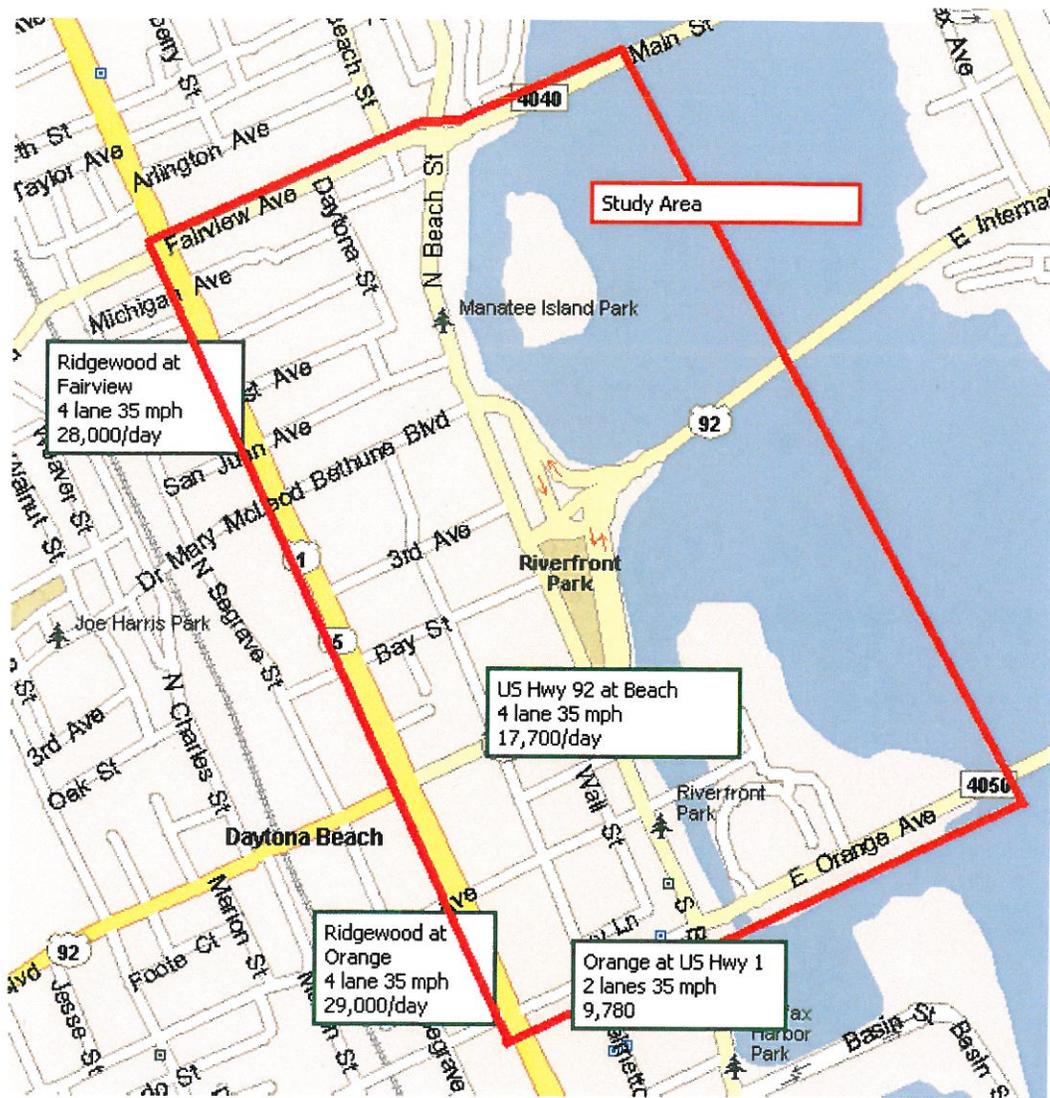


Figure 27: Map detailing local access to the study area.



Visibility

Retail stores along Beach Street are challenged from their location between the heavily traveled beach roadways. In general, the commercial area has limited visibility due to the east/west traffic flow between the Atlantic Ocean and Interstate 95 and the retail's facing towards the east. Those staying along the ocean have no visibility of the district due to the buildings located between the hotels along the ocean and the waterway. Furthermore, those traveling along Ridgewood have no visibility of the retail located along Beach Street.

The introduction of new regional and national retail restaurant and retail anchors would provide needed pedestrian and shopper traffic for the existing independent retailers and improve their sustainability. Additional way-finding signage, marketing and advertisement can also supplement Beach Street's visibility challenge.

Parking

Parking for the retail/restaurant uses in the district is provided along Beach Street, (angled parking for south-bound traffic and parallel parking for north-bound traffic) as well as, lot parking provided behind the retail between Beach and Palmetto Streets. The downtown appears to have the necessary numbers of parking stalls for its size of commercial. However, GPG noted that most of the Beach Street parking stalls was filled, even during the early morning, indicating that residents and employees likely park in front of the stores, rather in the rear surface lots. This is a common fact of urban commercial districts that can only be resolved with metered parking.

Today's urban shoppers consider time to be the new luxury, and prefer to park in front of the destination store or restaurant rather than in its back. Most of these shoppers will gladly pay a small fee for the convenience of close store front parking. Free remote parking should be provided for those more spend thrift shoppers. GPG has found that metered on-street parking stalls can generate up to \$200,000 per stall in annual retail sales, or every two metered stalls can directly support one small business. The City has plans to widen Beach Streets sidewalks and add additional on-street parking. GPG recommends that all of the prime Beach Street parking stalls be metered with simple coin operated individual meters at a rate of \$0.50 per hour 9:00 am to 8:00 pm Monday to Saturday.

Public Transportation

Almost all of the visitors to the Beach Street area will travel by cars or in a group tour bus. A considerable number of workers and residents live within a ten minute walk and make up a significant potential portion of the business districts commerce. There are several public bus stops provided along Beach Street as provided by Voltran, the area's public transportation service. The region is not served by light rail or high speed regional rail.



Figure 28: The Volusia Mall is the primary shopping destination in the City of Daytona Beach, featuring anchors including Dillard's.

Other Shopping Areas

As part of GPG's field evaluation, most major shopping concentrations in and around the periphery of both the primary and secondary trade areas were visited. The primary shopping destination in the City of Daytona Beach is the *Volusia Mall*, located on US Highway 92/International Speedway Blvd. and Bill France Boulevard. The center offers 1.06 million square feet of retail space in a single level enclosed shopping experience. Anchors at the center include Dillard's, JC Penney, Macy's and Sears (56 percent of the

total available space). The ancillary space at the center has only three vacancies and has a strong appeal to the area's moderate incomes.

The center anchors the eastern boundary of a strong core of big-box anchored retail along International Speedway Boulevard that extends to Interstate 95. In total, there are seven centers offering an additional 1.2 million GLA along the corridor, making the corridor the strongest shopping district in the area.

Figure 29: Shopping Centers along International Speedway Boulevard

Center	Location	Total GLA	Anchors
Volusia Square	2455 International Speedway	373,383	Home Depot, Hobby Lobby, HHGregg, Toys'R'Us
International Speedway Square	2500 International Speedway	258,189	Bed Bath & Beyond, Dicks Sporting Goods, Stein Mart
Volusia Marketplace	2400 International Speedway	145,000	Ashley Furniture, World Market
Best Buy Plaza	1900 International Speedway	246,735	Best Buy, American Signature Furniture, Barnes & Noble
Speedway Village	2254-2296 International Speedway	56,000	Vitamin Shoppe
Unnamed Center	2200 International Speedway	60,294	Haynes Bros. Furniture
Volusia Plaza	1800 International Speedway	75,000	Marshall's



Figure 30: Volusia Square included major retail anchors.



Figure 31: International Speedway Square (left) and Best Buy Plaza (right) include some of the leading retailers such as Best Buy, Dick's Sporting Goods and Old Navy.

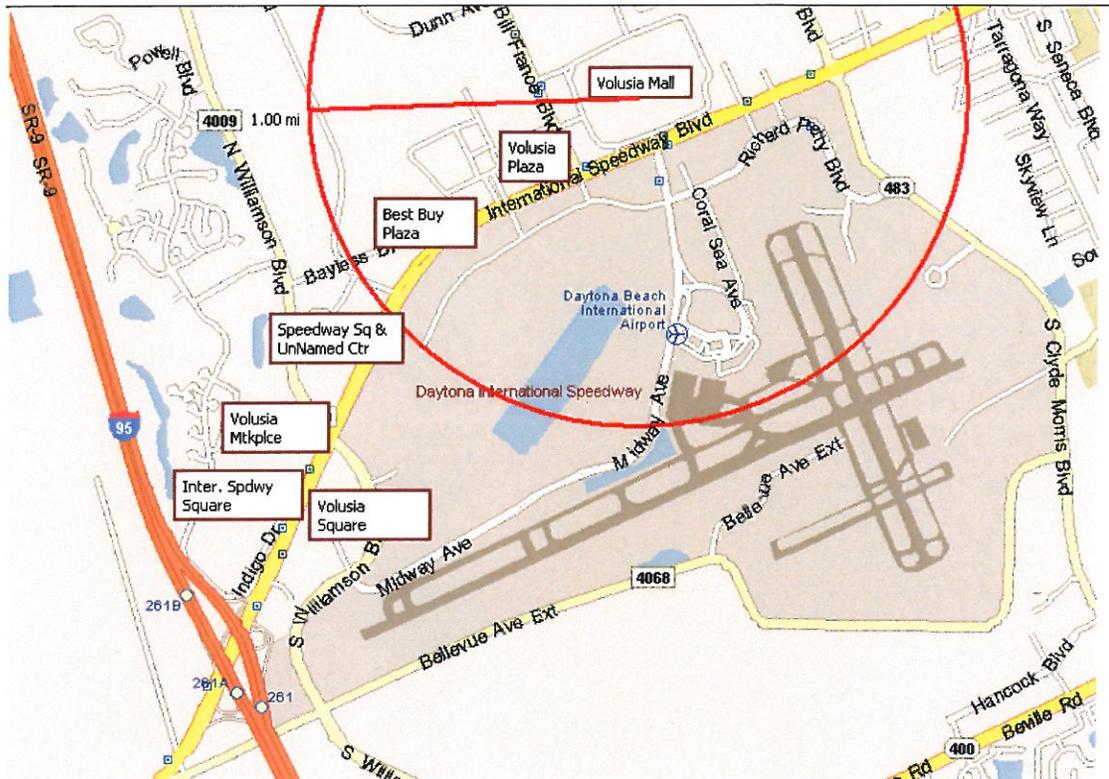


Figure 32: Map detailing the locations of shopping centers along International Speedway Boulevard. The other regional-oriented retail center, located on the southern periphery of the defined trade area is the Pavilion at Port Orange. The Pavilion is a new open-air lifestyle center anchored by Belk's and Hollywood Cinema, located at Williamson and Dunlawton just off Interstate 95. The center is still being developed and offers a mix of category-killer box retailers (Michaels, HomeGoods/Marshall's, Ulta and Petco) as well as smaller specialty/lifestyle retail such as Maurice's, David's Bridal, Rackroom Shoes, Rue 21, Malibu Beach Club and Kirkland's.

Finally, there is a blended-lifestyle center (Trails Shopping Center) located north of the site at Nova Road and Main Trail. The center is anchored by Publix, but also offers a core of specialty retailers such as Chico's, Ann Taylor Loft, Talbots, Coldwater Creek and Jos. A. Banks. The center also has a strong restaurant component, with a Panera Bread and Ormond Steakhouse.

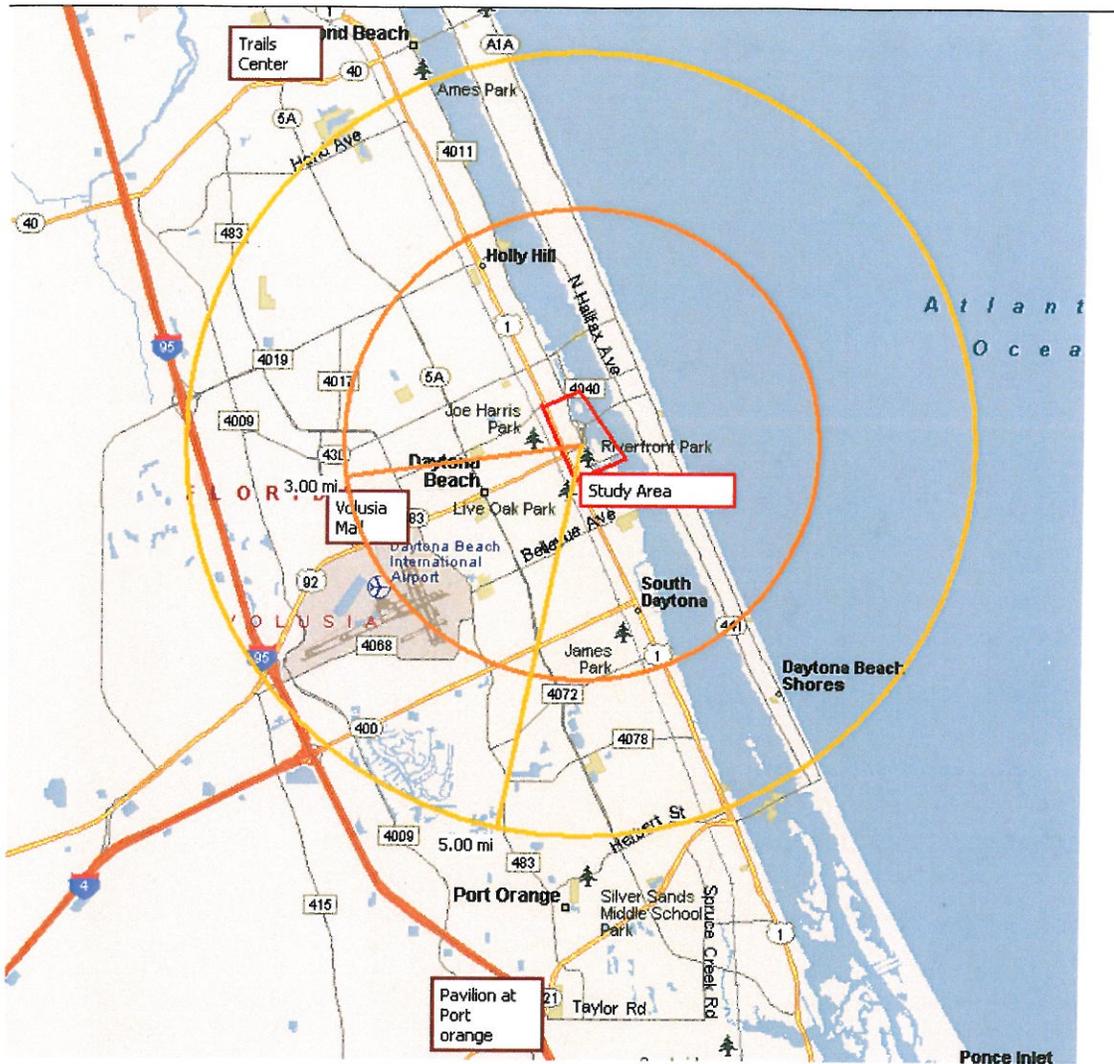


Figure 33: other regional-oriented retail centers, located on the far northern and southern periphery of the defined trade area.



Figure 34: The Pavilion at Port Orange (left) and the Trails Shopping Center (right).

Closer-in to the site, the most competitive retail to the study area is found east of the site along US Highway A1A (Atlantic Avenue). Atlantic Avenue is home to most of the area's

resorts and timeshares, as such, offers a strong core of restaurant venues as well as the typical “beachwear” shops and convenience-oriented retail. Most of the core of the venues are located between International Speedway and Seabreeze Boulevard; however, the only retail center is the Ocean Walk Village, located across from the Ocean Center and adjacent to the Hilton Hotel. The Ocean Walk Village is anchored by a 10 screen cinema and offers a mix of casual restaurants, but has a high vacancy rate (43 percent of the available shop space).



Figure 35: Ocean Walk Village is anchored by a 10 screen cinema and offers a mix of casual restaurants.

Additionally, Main Street offers the strongest core of bars and restaurants in the area, including Hog Heaven BBQ, Froggy’s Saloon, the Pump Station, Full Moon Saloon, Boot Hill Saloon, Dirty Harry, and Cruzin Café. The retail in the Main Street district appeals primarily to the biker crowd.

On the mainland, close-in retail to the site is primarily located along Nova Road, and is neighborhood in orientation, as shown on the map in Figure 36.



Figure 36: Close-in retail to the study area is primarily located along Nova Road, and is neighborhood in orientation.

SUMMARY OF FINDINGS

As a result of GPG's qualitative analysis, this study finds that the Beach Street shopping district area lacks enough retail and entertainment strength to attract its share of either the trade area's population base or the tourist potential. The primary retail attraction to the district is the Daytona State College-News Journal Center which anchors the northern end of the district.

This study also finds that while the existing restaurant base offers a diverse variety of independent operators, the base needs to be strengthened with several larger units having a wider appeal. As such, this analysis recommends several new restaurants for the district (both regional and national chains), as well as several smaller venues to further complement the existing base.



Figure 37: The London, Ontario Covent Garden Market and the North Market, Columbus Ohio is successful mid-sized public markets that could serve as a model for a Daytona Beach public market.

A year round, full time public market should also be supportable in the Beach Street area. These markets operate seven days per week and include poultry, meat, cheeses, vegetables, fruits, flowers, prepared foods, and quick service foods. In general, the markets are more successful when there is two of each category (to promote competition). Such a market would provide needed goods and services for local residents, workers as well as the region and Daytona's many visitors. GPG recommends that a 20,000 square foot market be studied in more detail. The North Market, in Columbus, Ohio could serve as a model for Daytona. The U.S. Department of Agriculture and other public and private agencies offer research and grants for markets.

The district also needs to add more entertainment to attract the tourist component as well as the college students and local residents. As such, this study recommends either a Dave & Buster's or Lucky Strike (or similar entertainment venues).

Finally, with added entertainment and restaurant, the remainder of the district will be able to support additional small local shops (apparel, gifts and other retail). Recommendations include shops from either the Daytona Beach area (some as relocation) or from other Florida beach towns, to further complement the existing retail in the district. The added businesses will help to strengthen the retail base and increase exposure and sales of the existing base.

In total, this study finds that 86,000 square feet of additional retail, restaurants and entertainment venues is supportable in the defined Daytona Beach study area, as follows:

- 30,000 square feet of entertainment venues such as *Dave & Buster's* or *Lucky Strike Bowling center*
- 18,000 square feet of casual restaurants serving liquor, such as *Famous Dave's*, *Chima* or *Rio's Brazilian Steakhouse*
- 8,000 square feet of casual restaurants and foods such as *5 and Diner*, *Cupcake Bakery* or *Heavenly Cheesecake*, a local Burrito shop and/or a Vegan restaurant
- 12,000 square feet of casual and beach apparel and shoes
- 18,000 square feet of gifts and misc. retailers
- 20,000 square foot potential for a public market

Please refer to the Appendix Tables for a complete recommended retail, restaurant and entertainment uses for the site.

Rationale

The rationale for recommending the above tenants is presented below:

- **Stable Trade Area Population Base** The *primary* trade area, as defined, has a population base of 136,848 persons, growing 1.4 percent to 138,807 persons by 2015. The base grows to a *total* trade area total of 254,187 persons that is projected to grow to 266,183 persons by 2015 (4.7%). *The primary trade area will account for 50-65 percent of the retail/restaurant sales, depending on the individual retailer or restaurant. The secondary trade area will account for an additional 10%-15% of the total sales.*
- **Strong Tourist Potential.** However, the site is well situated to capture additional sales from the area's strong tourism base due to both the location as well as the other traffic generators located near the shopping district, including the ball park, Halifax Museum, City Library and the News Journal Center. The Daytona Beach market is a strong tourist destination, attracting 7.75 million visitors each year (2008 counts) that have an estimated \$4.6 billion impact on the local economy. It is estimated that approximately \$811 million is spent for transportation, entertainment, and food and shopping by this tourist base annually. *As such, we estimate that an additional 25-35% of the sales will be generated from the tourist population base.*
- **Strong Daytime Population Base** The site also has the potential to capture strong sales (10-15%) from the close-in daytime population base. Within a five-minute drive time of the site, there are 28,004 employees, of which 50 percent are employed in of which 32 percent are employed in executive and professional positions. Within ten minutes of the site this base grows to 66,136 employees, of which 34 percent are employed in executive and professional positions.
- **Strong Student Population Base** The site is positioned near the Bethune-Cookman University which boasts a diverse and international faculty and student body of more than 3,600 persons. Additionally, Daytona State College is located approximately two miles west of the study area, and boasts a student population of approximately 19,000 students, up from approximately 12,000 in 2004.
- **Moderate Household Income Levels** The primary trade area offers moderate household and per capita incomes levels reported as \$37,258 and \$24,021, respectively. The incomes levels are stronger in the secondary trade area resulting in higher, but still moderate, trade area incomes of \$44,259 and \$27,158.
- **Trade Area Demographics** The total trade area base offers an older consumer (median age of 48.4) that has average education levels (23 percent of those aged 25 and older have a college degree) and primarily white collar employed (59%). Most of those employed are employed in sales (14%) or administrative

support (12%) positions. Racially, the base is primarily white (82%), but has a stronger African American base close-in (37 percent in a three-mile radius).

- **Tapestry Lifestyles** The trade area's Tapestry lifestyles depict an older consumer with conservative purchasing habits. Many have relocated to the area and are either retired or semi-retired however maintain an active lifestyle. They typically dine at casual restaurants and shop for moderately priced apparel.
- **Site Characteristics** The shopping district of the area is located on Beach Street, both north and south of International Speedway (US Highway 92). Visibility of the existing retail and restaurants is limited from International Speedway, with the exception of those few retailers located at the intersection. Parking in the area is ample for the uses, with spaces provided along Beach Street as well as behind the retail between Beach and Palmetto Streets. Beach Street is easily walkable and well maintained.

The district is currently anchored by Bruce Rossmeyer's Daytona Harley-Davidson, the world's largest Harley-Davidson dealer, on the northern end of the district, with municipal uses to the south.

- **Shopping Center Competition** Existing shopping center competition to the study area is found primarily three miles west between the Volusia Mall and Interstate 95. Competition close-in is neighborhood in orientation (west of the Intercoastal Waterway), or appeals to the area's tourist base along Atlantic Ocean (east of the waterway).

- END OF DOCUMENT -



AGENDA ITEM: 11
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

DATE: October 20, 2010

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Downtown Branding

The DBPA Promotions Committee has held discussions regarding branding for Downtown. The committee has developed several branding concepts and is working on further refining the concepts. Attached is an update from the DBPA on the progress of the project.

The expectation is for the branding concepts to have a broad reach for promoting Downtown, not only for dining and shopping, but also for commercial and residential development. Therefore, the branding concepts will need to meet the DDA's need for promoting Downtown as a shopping and dining destination and the CRA's need to promote Downtown for future development. The DDA and Downtown / Ballough Road Redevelopment Board should review the concepts. The DBPA Promotion Committee will develop the concepts in conjunction with City staff. The branding concepts should relate to existing strategies already approved in the Downtown Redevelopment Plan.

Staff also advises that at least one public meeting should be held for Downtown stakeholders, such as merchants, to review and comment on the branding efforts. The CRA marketing committee (Our Daytona) is committed to hold these meetings.

Once approved, the look and feel of the Downtown brand will be used for all joint efforts to promote Downtown. The CRA will use the branding concepts for all types of promotion efforts from attracting new businesses to bringing future development Downtown. The DDA and the DBPA would use the branding concepts for attracting customers to Downtown businesses through promotion materials. All of the promotion materials, such as print or electronic media, would have the same look for promoting Downtown.



The Daytona Beach Partnership Association

126 E. Orange Avenue - Daytona Beach, FL - 32114

Downtown Branding Update

The downtown promotions committee determined to have a break-out meeting to develop brand concepts. Three brand concepts were developed in a series of break-out meetings. Those concepts were then presented to the promotions committee, who narrowed it down to two concepts. The committee will now develop story boards for these two concepts and then present to downtown merchants and stakeholders for further input.

These meetings are expected to happen in November.

Also in November, the promotions committee would like to present the progress and the story boards to the Downtown Development Authority and the Downtown Redevelopment Board.



The Daytona Beach Partnership Association

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Downtown Holiday Update

1. Decorations:

Organized by the City –

- Light pole wreaths & lights
- Holiday Banners
- Light-up palm trees / Speakers on the street (tabled)

Organized by the DBPA -

- Foam Letters in the Park
- Lights on the buildings
- Merchant initiatives:
 - Wreaths on doors / buildings
 - Window decorations to include lights

2. Activities:

In conjunction with the City –

- Parade in the Park, a Downtown Daytona Beach Holiday Festival (Dec 11th) – report by NW
 - Includes carolers, pictures with Santa, interactive displays & Sidewalk activities

Organized by the DBPA –

- Train Display at the Halifax Historical Museum
- Downtown Holiday Historic Tour with JWLC (Dec 11th)
- Jingle Run
- Holiday Movie in the Park
 - Moving being selected by vote of merchants.
 - It's A Wonderful Life White Christmas
 - Elf Miracle on 34th Street
 - A Christmas Carol

Private parties solicited for downtown locations

Other Holiday Events –

- Daytona State College Holiday Concerts (Dec 2nd & 3rd at 7:30 pm)
- Holiday French Market (Dec 4th)
 - DBPA contribution: Carolers, gift wrapping stations
- Halifax Historical Museum Annual Gala (Dec 4th)
- Halifax Uncorked (Dec 4th, 5th, 6th)

3. Seasonal, Daily Ongoing

- Hospitality provided in all downtown retail locations
- Canned good charity drives in participating locations
- Holiday music played in participating businesses

5. Marketing

- | | |
|------------------------------|-----------------|
| Website hosted by the CVB | Event Posters |
| Social Media | Flyers |
| Holiday Pocket Guide | Radio Shows |
| CVB Newsletter | E-blasts |
| Think Magazine Advertisement | News-Journal Ad |



The Daytona Beach Partnership Association

126 E. Orange Avenue - Daytona Beach, FL - 32114

Updates to the DDA
October 2010

Committee Updates:

1. Farmer's Market

- Farmer's Market launching a grand re-Opening of the Market – November 6th
- There is now a downtown information booth at the market
- Market Manager is researching grants for the market

2. Promotions

- Branding update separate
- Next promo meeting Wednesday, November 10th
- Website is now live
- Continuing to speak on local radio:
 - Monthly show on Big John
 - Every other week announcement spot with WROD
- Holiday magazine issue released at the beginning of November

3. Economic Restructuring

- Finalizing a partnership with the Chamber of Commerce to extend Chamber memberships to Downtown Members
- Hosted a phone conference on Public Market Development with expert Aaron Zaretsky.
- Next meeting: October 28th

4. Design

- Currently meeting weekly
- Designing Riverfront Park Demonstration Project for corner of ISB & Beach
 - Working with the property owners and the city
 - Holding design charrettes to develop the details

5. Holiday

- Currently meeting two Fridays a month
- Outline included separately

General Updates:

1. Upcoming events:

- Daytona Beach Dream Cruise, Oct 22nd, 3pm-9pm, City Island
- Halifax Art Festival, Nov. 6th & 7th
- Cinematique Film House Opening Downtown
 - Film Festival November 12th, 13th & 14th



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MEMORANDUM

DATE: October 20, 2010

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Staff Update

The following are brief updates regarding issues brought before the Downtown / Ballough Road Redevelopment Board on October 5, 2010:

- The Board heard a presentation Bob Gibbs, Gibbs Planning Group, regarding the Retail Market Study for Downtown. The study is included in this packet and is proposed for discussion by the Authority at the October 26, 2010 meeting.
- The Board discussed redevelopment plan updates based on concepts developed by the DBPA and potential redevelopment sites in Downtown.

In addition, at the last DDA meeting, the Authority requested follow-up on the event permitting presentation. There was a request for the development of criteria for DDA support to events proposed in Downtown. Given the length of this meeting, staff is requesting that the discussion be postponed to next month.