

DOWNTOWN DEVELOPMENT AUTHORITY

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

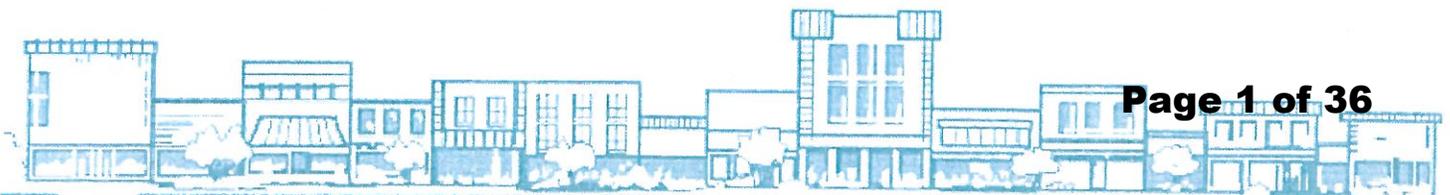
AGENDA

Tuesday, November 23, 2010 8:00 a.m.
Conference Room 149-A

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.

***** PLEASE NOTE THE ROOM CHANGE *****

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes: October 26, 2010**
4. **Funding Request: Graphic Artist for Branding**
5. **Event Budget Approval: Downtown Holiday Central**
6. **Discussion: Request from Marina Point Association to amend DDA boundaries**
7. **Discussion: Event Funding Criteria**
8. **Discussion: Merchant Survey**
9. **DBPA Update**
10. **Staff Update**
11. **Public Comments**
12. **Other Business**
13. **Adjournment**



**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES**

October 26, 2010

There was a meeting of the Downtown/Balough Road Redevelopment Area Board held Wednesday, October 26, 2010 at 8:00am in the Conference Room 149-B at 301 South Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members

Mr. Bob Abraham, Chair
Ms. Shiela McKay-Vaughan, Commissioner (excused 10:45am)
Ms. Sheryl Cook (excused 9:55am)
Ms. Stacey Lipton (excused 10:45am)
Mr. Jack White

Staff Members Present

Mr. Reed Berger, Redevelopment 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 8:04am.

2. Roll Call

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

3. Approval of the Minutes of September 21, 2010

Ms. McKay-Vaughan noted a correction on page 3 concerning the Oyster Festival.

Board Action

Ms. McKay-Vaughan made a motion to approve the minutes of September 21, 2010 with corrections. Ms. Cook seconded the motion and it was approved unanimously (5-0).

4. **Quarterly Budget Report**

Mr. Jeffries stated that was a projected surplus of \$31,000 for FY 2010.

Ms. McKay-Vaughan asked for clarification regarding the reserve and pending expenses.

Mr. Jeffries reiterated that there was a projected surplus of \$31,000 but there were still invoices coming in that would be applied against the last fiscal year.

Mr. Abraham asked if the amount left over after pending expenses would be less than the amount being added to the current year budget.

Mr. Jeffries stated that the current year surplus was not factored into 2010/11 budget projections.

5. **Funding Request: Halifax Art Show**

Mr. Jeffries stated that the Halifax Art Show was an annual expense to the DDA, and stated that the focus of the current year was to provide additional funding to promote advertising of the event.

Mr. White asked if the Best in Show prize funded by the DDA was branded as a Downtown prize or just a Halifax Art Festival prize.

Mr. Jeffries stated that the prize was noted as a Downtown Development Authority prize.

Mr. Abraham asked about the amount provided to the Festival the previous year.

Mr. Jeffries stated that \$7,500 had been provided the previous year, and permit fees had nearly doubled for the upcoming Festival.

Mr. White expressed concern that the DDA was omitted as a contributing entity to the Festival.

Ms. Weiss stated that the DBPA had requested that Downtown Daytona Beach be listed as a contributing entity, not the DBPA.

Mr. Berger was asked to compose a letter to the Festival outlining concerns and possible adjustments for future Festivals.

Ms. McKay-Vaughan asked about possible fundraising opportunities for the DDA at the Festival to offset some of the funding provided.

Ms. Lipton noted that there would be French Market tents set up nearby distributing Downtown brochures.

Mr. Jeffries outlined proposed advertisements highlighting the French Market and the Art Festival as it approached.

Ms. Lipton emphasized that the advertising was not solely focused on the French market and the Art Festival, but also to showcase Downtown as a whole.

Ms. McKay-Vaughan noted the need for an overall review of the money funded to the French Market relative to the profits being accrued.

Mr. Jeffries stated that a review of the French Market would be presented at the December meeting and noted that there were no profits being made, with the \$8,000 of revenue being used to offset expenses, such as permits and advertising.

Ms. Cook asked for clarification regarding spending \$3,500 on advertising for ten days for two events, versus spending \$5,500 for 40 days of advertising for Christmas.

Mr. Jeffries noted that Christmas advertising was being obtained at a better rate than Art Festival advertising, particularly due to the saturation of political advertisements at the current time, and noted that a more beneficial advertising deal had been obtained than the preceding year, with about 100 more commercials for a similar amount of money.

Ms. Cook emphasized the need to address the cost-effectiveness of the advertising and to improve time management.

Ms. McKay-Vaughan noted the need to evaluate the effectiveness of advertisements.

Mr. Jeffries presented commercials advertising Downtown Daytona Beach, highlighting the French Market at the Halifax Art Festival, and noted the possibility of working with Brighthouse to highlight individual retailers in the Downtown area in the commercials.

Board Action

Ms. Cook made a motion to accept the funding request from the Halifax Art Festival with the stipulation that an association with Downtown Daytona Beach be visibly added to the advertising materials. Ms. McKay-Vaughan seconded the motion and it was approved unanimously (5-0).

6. **Funding Request: Television (Brighthouse Cable) Advertising**

Mr. Jeffries stated that holiday television advertising had been outlined in the previous item, noting that the holiday advertising was scheduled to start on November 15th and would run for four to five weeks.

Ms. McKay-Vaughan asked about the possibility of recouping some of the costs of advertising.

Mr. White stated that fundraising opportunities could be explored for future years, but it was likely not feasible for the current holiday season.

Board Action

Ms. Cook made a motion to approve the request for funding for cable television holiday advertising. Ms. Lipton seconded the motion and it was approved unanimously (5-0).

7. **DBPA Quarterly Grant Report**

Mr. Jeffries stated that the report would be the final quarterly report of the year, noting the need to review the annual achievements of the DBPA, do the final quarterly payments, and discuss the merchant survey.

Ms. Lipton asked about the possibility of links to merchant websites.

Ms. Naomi Weiss, Daytona Beach Partnership Association, stated that links would be added from the DBPA website to dues-paying members and businesses with relevant information.

Ms. Lipton asked if the merchant brochure had been finalized and printed.

Ms. Weiss stated that the brochure was ready, but the final design had to be approved by the Promotions Committee.

Ms. Lipton asked if all local businesses would be included in the brochure.

Ms. Weiss stated that the approval of all businesses had to be obtained, but that the goal was to include every business.

Ms. McKay-Vaughan asked for clarification as to the format of the brochure and if it would be based on the original brochure designed by Stacy Lipton or more associated with the DBPA.

Ms. Lipton stated that the original brochure was a shop and dine brochure, while the second design was more of a shopping directory.

Ms. McKay-Vaughan asked for clarification of the Membership Card Program.

Ms. Weiss stated that according to research done by Promotions, the cost of implementing a Membership Card Program would not be sufficiently offset by the probable value of such a program, but that a membership program was still in place.

Ms. McKay-Vaughan asked about feedback concerning expanding advertising to Ormond Beach, and whether it could take away from Beach Street rather than bring business Downtown.

Ms. Weiss stated that the goal of the magazine was to promote Downtown Daytona Beach and to tell the story of Downtown. She stated that it was challenging to secure enough people willing to pay for advertising within a limited district to maintain sustainability of the magazine. She stated that shifting the focus of the magazine to local downtown areas expanded the advertising opportunities to enable sustainability while gaining additional distribution points.

Ms. McKay reiterated that it was perceived by some local businesses that expanding the magazine would result in a loss of business to Ormond Beach more so than bringing business to Downtown Daytona Beach, and emphasized the need to evaluate the success of the magazine expansion.

Ms. Cook noted that Ormond Beach had been much more highly represented in the magazine than Daytona Beach.

Ms. Weiss stated that there was more editorial on Downtown Daytona Beach, but due to the four-page fashion spread focused on Ormond Beach, the magazine seemed to focus more on Ormond Beach overall.

Ms. Cook emphasized the need to consider the perceived value of the advertising to ensure that Downtown businesses felt that the advertising was of sufficient benefit.

Mr. Jeffries stated that it was important for the DDA to give input and direction relevant to the magazine, and noted that the expansion outside of Downtown Daytona Beach was somewhat experimental to determine whether it would prove beneficial to expand.

Ms. Weiss stated that the Holiday issue of the magazine would be more focused on Downtown Daytona Beach.

Mr. Jeffries stated that the goal of the Partnership was to make the magazine break even, which had to be done either through advertising or by funding from the DDA.

Ms. Lipton noted that time was needed to allow the magazine to grow and demonstrate more tangible benefit. She stated that Downtown merchants had expressed the need for the magazine's cover to be more Downtown-oriented.

Ms. McKay-Vaughan emphasized the need to obtain more feedback to facilitating finding the magazine's overall advertising niche.

Mr. Jeffries outlined DBPA expenditures, noting there had been eligible expenses of \$21,700, while \$27,500 had been paid with the promise of full documentation, which had not yet been received, and stated that \$9,500 for salary expenses also needed to be paid pending documentation.

Ms. McKay-Vaughan expressed concern with pre-paying expenses prior to documentation being received.

Mr. Jeffries stated that undocumented expenses had been paid out of the fourth-quarter payment pending documentation.

Mr. Abraham clarified that there were eligible expenses of \$11,827, and the overpayment from the first quarter had been subtracted to result in a payment of approximately \$6,100.

Mr. Jeffries noted additional expenses related to the Main Street conference and the FAMU Tour, for which documentation had been provided.

Ms. Weiss stated that in order to provide the missing documentation from the first quarter, she needed to know what staff was considering ineligible expenses. She also expressed concern with the disparity between the \$31,000 in expenses she had been submitted in the fourth quarter and shy only \$11,000 of that was to be paid.

Ms. Cook emphasized the need for documentation to be provided in a timely manner.

Ms. McKay-Vaughan stated that the Board needed to consider the policy of giving money prior to documentation.

Ms. Weiss stated that changing procedures had been a problem during the past year, noting that the DBPA had spent months working with new processes, and that paperwork had been submitted on time but based on outdated procedures.

Mr. White emphasized the need for clear and specific standards and procedures, noting that ambiguous procedures resulted in confusion and frustration from everyone involved.

Mr. Jeffries stated that more salary expenses paid to the DBPA resulted in the need for additional documentation. He stated noted that other entities such as the Police Department had to adjust according to thenew procedures dictated by the State audit.

Ms. McKay-Vaughan asked what specifically the DBPA needed to provide for documentation.

Mr. Jeffries stated that the quarterly invoice amounted to \$27,000 and invoices had been submitted for \$24,000, with approximately \$22,000 of eligible expenses, resulting in approximately \$2,000 of submitted expenses that Staff did not consider as eligible under the grant agreement. He stated that any eligible expenses from the previous year that had not been covered required further documentation.

Ms. McKay-Vaughan reiterated the need to avoid paying expenses in advance of documentation, and only pay expenses that had been properly documented.

Board Action

Ms. Cook made a motion to approve the payment of eligible expenses, as presented by staff, to the DBPA pending required documentation, including expenses related to the Main Street Conference and Fam Tour. Ms. McKay-Vaughan seconded the motion and it was approved unanimously (5-0).

8. DBPA 2010/11 Annual Grant and Work Plan

Mr. Jeffries outlined the work plan for the coming year, noting that it had been simplified from the previous year. He stated that the focus was being shifted to the DDA providing funding to the DBPA as related to events, particularly the permitting costs, insurance costs, and direct marketing advertising cost, totaling \$95,000.

Ms. Lipton stated that well-planned events should have a budget and marketing plan well in advance of the event.

Mr. White expressed concern with the expectation that the DBPA implement full-scale events while only providing half of the necessary resources. He recommended that the DBPA look into partnering with other organizations as well as the DDA.

Ms. McKay-Vaughan noted the need to obtain the input of an expert in events and marketing when putting on events.

Mr. White noted the possibility of leveraging DDA and DBPA assets in conjunction with the expertise of an event coordinator.

Ms. Weiss stated that DBPA had hired an events coordinator.

Ms. Lipton stated the need to acknowledge the fact that the DBPA was not in the entertainment business and as such needed to be careful when considering events.

Ms. McKay-Vaughan stated that the Board needed to consider what it wanted out of events and to be aware of why the Board was contributing funding to events. She emphasized the need to be sure that the entities involved in partnerships shared similar goals for the events as the DDA and DBPA.

Mr. Abraham stated that the current issue at hand was to decide whether to adopt the current annual grant and work plan.

Board Action

Ms. Lipton made a motion to approve the 2010/11 DBPA annual budget and work plan subject to the condition that events budgets come before the Board prior to the expenditure of funds for the event. Ms. McKay-Vaughan seconded the motion and it was approved unanimously (5-0).

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

Mr. Abraham stated that discussion on the Marina Point Association to amend the DDA boundaries would be deferred, as Mr. Jeffries was in discussion with Marina Point representatives to reach a compromise acceptable to both entities.

10. Discussion: Downtown Retail Market Study

Mr. Jeffries outlined the retail market study done by Gibbs Planning Group, noting that a preliminary study had been completed in 2005, but the current study was much more comprehensive and determined the amount and type of retail that could be supported Downtown. He stated that Mr. Gibbs also performed a peer review, establishing contacts with specific retailers. He stated that the retail market study would be used to target additional retail and to address strategy in development, and outlined the primary and secondary local trade areas. He stated that Mr. Gibbs had determined there were approximately \$5.2 billion annually in retail and restaurant expenditure within the trade areas. He noted that much of that expenditure did not occur in the Downtown retail area and emphasized the need to capture more of the sales within the trade area.

Mr. White noted that major retailers had begun to transition to smaller retail stores in Downtown areas.

Mr. Jeffries noted that Kohl's had been provided as an example of a potential major retail anchor store that transitioned to an urban Downtown format. He noted the need to capture tourists, students, and residents to the Downtown area.

Ms. McKay-Vaughan asked about plans to encourage students to come Downtown.

Mr. Jeffries stated that Mr. Gibbs had identified distinct lifestyle groups of local residents, noting Senior Sunseekers, Silver and Gold, Old & Newcomers, and Midlife Junction. He noted that a lot of potential Downtown business was being lost to other areas because many high-income residential areas were near Interstate 95, where it was easier to go to other nearby business areas than to go Downtown. He outlined the supportable retail proposed by the Gibbs Planning Group in terms of square footage and potential businesses.

Ms. Lipton was surprised that apparel constituted only 12% of proposed supportable retail.

Mr. Jeffries stated that the numbers provided were conservative and could be expanded. He outlined observations made by Mr. Gibbs, noting the importance of a town center concept, highlighting Downtown Charleston as an example of long-term revitalization; the need for a two-sided Downtown, which would be encouraged through the Riverfront Park Master Plan process; the need for a walkable environment, design standards, and adequate parking, the possibility of metered parking; and the need for an anchor store Downtown, such as Kohl's or an entertainment venue such as Dave and Busters. Mr. Jeffries emphasized the need for retail as a catalyst for revitalization, stating that Mr. Gibbs had noted the need to address the Downtown image and brand; to work with property owners Downtown; and to encourage business recruitment Downtown.

Ms. Lipton emphasized the need to identify Downtown as a viable shopping district, noting that most people drove through Downtown without stopping at any shopping venues. She noted the lack of a gateway marking the entrance to the Downtown area, given the number of cars passing through the area on International Speedway Boulevard. She also noted the importance of the DBPA website.

Ms. McKay-Vaughan asked about the omission of residential information in the study.

Mr. Jeffries stated that the study was intended as a retail study, noting that successful retail was a driving force behind residential success.

Ms. McKay-Vaughan stated that a vibrant retail area would be enhanced by a healthy residential population, and asked about the next step in the process.

Mr. Jeffries stated the need to work with the Downtown/Balough Road Redevelopment Area Board.

Ms. McKay-Vaughan asked if additional funding would be requested as a result of the study.

Mr. Abraham stated that the amount of money funded by the DDA would not change, but it could influence the distribution of money already budgeted for marketing projects.

11. Discussion: Downtown Branding

Mr. Jeffries provided an update regarding Downtown branding concepts, noting the expectation that the branding concepts had a broad reach for promoting Downtown for commercial and residential development as well as shopping and dining.

Mr. Jeffries stated that the plan was for the DBPA to storyboard some initial raw concepts to be brought back before the Board at the November meeting.

Ms. McKay-Vaughan asked whether Beach Street merchants would be involved in the process.

Mr. White affirmed that Beach Street merchants would be involved, noting a small committee had already been formed with the expectation of expansion.

12. Discussion: Downtown Holiday Central

Mr. Jeffries stated that the Downtown Holiday Central report had been submitted and asked the Board for any input or questions.

Ms. Lipton asked about plans for advertising.

Ms. Weiss noted that the website was live, and social media was being organized to facilitate advertising. She stated the DBPA was planning a Downtown movie in the park, which was less retail-driven and more aimed at the Downtown community, and would cost approximately \$1,200.

Mr. Jeffries noted that any funding provided had to relate to direct marketing expenses.

Ms. Lipton noted that funding could possibly be provided to fund permitting costs.

Ms. Weiss noted that the permitting costs were in addition to the cost to obtain the rights to show a movie.

Ms. McKay-Vaughan noted that the movie in the park plan did not coincide with the goals of the DDA to encourage business development on Beach Street.

Ms. Weiss stated that the intent of promoting the event was to encourage shopping Downtown and then going to the movie.

Ms. McKay-Vaughan emphasized the need to stay focused on the goals of the DDA, and asked if the DBPA could partner with Cinematique for a movie in the park event.

13. DBPA Update

Mr. Abraham noted that a written report had been submitted from the DBPA and asked if there were any comments or questions.

Ms. Weiss noted several additions, noting that John Myers had been contacted for the 2009/10 audit, which should be ready for the December DDA meeting, and noted three new members of the DBPA Board.

Ms. McKay-Vaughan asked how many people were on the DBPA Board.

Ms. Weiss stated that there were currently 15 people on the DBPA Board.

14. Staff Update

Mr. Jeffries stated that a written report had been submitted, noting that a follow-up of survey and event criteria would be presented at the November meeting, and highlighted possible changes to the meeting schedule over the holidays, because of potential conflicts due to the holidays.

Mr. Abraham suggested December 28 as a date for the December DDA meeting.

Ms. Lipton asked for the date of the upcoming ISB meeting.

Mr. Jeffries stated that the issue would be discussion at a November 17 meeting.

Mr. White requested more information regarding the Public Market at the next meeting.

15. Public Comments

There were no public comments.

16. **Other Business**

There was no other business.

17. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 10:46am.

Bob Abraham, Chairman

Cathleen Olson, Board Secretary



AGENDA ITEM: 4

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: November 17, 2010

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Request to Fund Graphic Artist for Branding

To assist the efforts to create a brand for Downtown, Jack White, Authority Member, is requesting the Authority contract with a marketing firm. Over the past few months, 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. The selected marketing firm will work with the committee to refine the concepts with graphics. 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. The branding concepts should relate to existing strategies already approved in the Downtown Redevelopment Plan and the recently prepared Retail Market Study for Downtown.

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.

Staff has contacted two marketing firms that have previously worked on Downtown marketing efforts and have additional experience with other area Downtowns. Mastando Media currently works on the Think Downtown magazine and Kelli with an Eye prepared the marketing material for the French Market. Staff is requesting the DDA select a preferred firm.

The DDA has \$7,000 budgeted in the Project line item. This is the first request for funding in the 2010/11 Fiscal Year.

QUOTE

Open

Status: Open
Date: 11/18/2010
Quote # 4
Expiration Date: 11/30/2010

Mastando Media
PO Box 730633
Ormond Beach, FL 32173
Phone: 386-846-4292
Fax:
Mike@MastandoMedia.com

To Jason Jeffries
Daytona Beach Downtown
Development Authority (DDA)
Po Box 2451
Daytona Beach, FL
(386) 671-8183

Salesperson	Job	Delivery Date	Payment Terms
			50% due upon receipt, balance due in 30 days

Description	Qty.	Unit Price	Discount	Line Total
Initial Design Meeting to thoroughly conceptualize color palette, taglines, and visuals	1	\$500.00	25%	\$375.00
Initial Logo/Tagline/Palette presentation w/ edits and preference selection	1	\$1,500.00	25%	\$1,125.00
Final Logo Presentation/Delivery	1	\$750.00	25%	\$562.50
Total Discount			\$687.50	
Subtotal				\$2,062.50
Sales Tax				\$0.00
Total				\$2,062.50

Quotation prepared by: _____

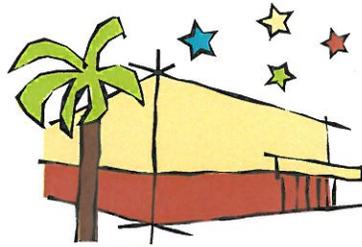
This is a quotation on the goods named, subject to the conditions noted below: (Describe any conditions pertaining to these prices and any additional terms of the agreement. You may want to include contingencies that will affect the quotation.)

To accept this quotation, sign here and return: _____



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15 Walnut Lane, Ormond Beach, FL 32174

DOWNTOWN DAYTONA BEACH *The heart and soul of our community...*

Downtown Daytona Beach needs to be revitalized to the point where it's a place where we walk with our kids and socialize with our neighbors. It needs to be vibrant - a destination – as well as being a pleasing environment and the ultimate gathering place of the community.

Recommended Strategies:

- To create a downtown that creates a pleasant and aesthetically pleasing environment through the employment of design guidelines, capital improvements and exterior building improvements
- To create a downtown that is a destination for persons of all ages and walks of life
- To create a downtown that is almost equally active in the evening as it is during the regular business day
- To create a downtown that is a source of community pride and identity and secures its place as the economic, social and cultural focal point of the community
- To create a downtown whose retail and office buildings are at occupancy with viable entities, and the basis for economic success is in place

Branding Downtown:

A brand is an image with which people can associate a product, service or place. It is an identity. It is the ability to capture positive interactions and reapply them to the worth of your name. Your brand can develop equity, which can have a real impact on your bottom line. For example: why do millions of Americans walk into Walgreens and pay four or five dollars more for Advil than the drug store brand with the exact same ingredients?

Downtown branding needs a cohesive look to everything that is produced, whether it's signage, brochures, print ads, website, e-blasts, special event info, etc. Designing, promoting and sustaining Downtown's identity and image as a unique brand within the city is the first step in making Beach Street an attractive destination for locals and tourists alike.

- Does the design of your website look like the shopping and dining guide?
- Does the shopping and dining guide use the same lettering as the “Welcome to Downtown” signs?
- What about special events? Does the promotional material for them cleverly play on that same image of downtown – ingraining downtown’s brand into the psyche of the consumer?

There needs to be a steward of the brand vision, providing programs, services, insights and tools to maximize Downtown’s economic, social and cultural value for the city. This Downtown brand champion will help develop and coordinate a branding communications platform in order to maintain the area’s competitive advantage over other emerging neighborhoods.

Marketing Strategy:

The marketing strategy’s main goal is to convey Downtown as a unique destination characterized by a mix of high quality assets - commercial, cultural, recreational, residential, entertainment and governmental - that work together to create a special place.

The marketing strategy will focus on elevating the retail profile of Downtown Daytona Beach as the focal point of the City. In doing this, more residents and visitors will patronize Downtown spending more dollars at restaurants, retail locations, special events and cultural attractions.

Downtown “Beach Street” Marketing Strategy Fee: \$2,750



CHRISTMAS ON CANAL STREET

SPARK THE SPIRIT

FRIDAY, NOVEMBER 26, 2010 6 PM

CAROLING ON CANAL STREET

FRIDAY, NOVEMBER 26, 2010 7 PM

COASTAL CHRISTMAS MARKET

SATURDAY, NOVEMBER 27, 2010 9 AM - 5 PM

GIRLS' NIGHT OUT

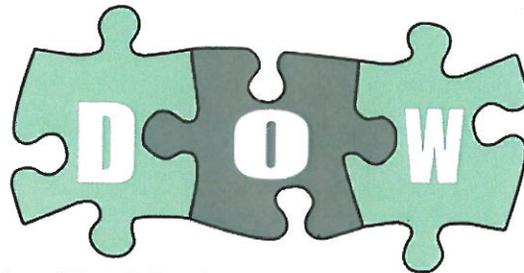
WEDNESDAY, DECEMBER 1, 2010 5 PM - 9 PM

BED AND BREAKFAST TOUR & TASTE

SUNDAY, DECEMBER 12, 2010 2 PM - 4 PM

WWW.CHRISTMASONCANALSTREET.COM

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CITY OF NEW SMYRNA BEACH PARKS & RECREATION,
NEW SMYRNA BEACH VISITORS' CENTER



A D V A N T A G E



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: November 19, 2010

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Downtown Holiday Central Event Budget Approval

As part of the DBPA 2010/11 Work Plan approval, the Authority requested that budgets for individual events be approved by the DDA in advance of the event. Attached is the budget for Downtown Holiday Central. The budget requests \$5,350 of marketing expenses that are eligible under the grant agreement.

The DDA has \$22,500 budgeted in the Downtown Holiday line item. The DDA previously approved \$13,760 for the following expenses:

- Street Decorations: \$8,760
- Bright House Commercial: \$5,000

The DDA has \$8,740 available for holiday related projects.

In addition to the marketing efforts for the Downtown Holiday Central, the DBPA was proposing a separate request of \$5,000 from the DDA for the purchase of large letters for Riverfront Park. However the DBPA is no longer pursuing the idea for the letters in Riverfront Park.



The Daytona Beach Partnership Association

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

Proposed "Downtown Holiday Central Budget":

<u>Description</u>	<u>Estimated Cost</u>	<u>Support</u>
<i>Decorations</i>		
1. "Downtown Holiday Central" (or banner alternative – see below)	[\$10,000]	Half DDA budget Half Sponsored
2. Paint for Vacant Windows	\$ TBD (\$500 approx)	sponsor
3. Nativity Scene Displays	FREE	
<i>Activities / Programming</i>		
1. Merchant Holiday Party	\$1,500	Donated
2. Movie in the Park And Movies at Cinematique	\$1,200	sponsor
3. Train Display	FREE	
4. Choral Groups	FREE	
<i>Marketing</i>		
1. Website	\$ 500	CVB donated
2. Social Media	FREE	
3. Holiday Central Postcards	\$ 600	DDA budget
4. CVB Newsletter	\$ 100	CVB donated
5. Think Magazine Advertisement	\$ 500	DDA budget
6. Flyers	\$ 300	DDA budget
7. Posters	\$ 300	DDA budget
8. Radio Shows	\$ 300	DBPA
9. E-blast	\$ 625	DBPA
10. News-Journal Ad	\$ 150	DDA budget
11. Downtown website calendar	\$ 300	DBPA
12. Direct Mail	\$ 500	DDA budget
13. Downtown Holiday Central Banners	\$1,500	DDA Budget
14. Radio Ads	\$ 1,500	DDA Budget
Total Budget:	\$ 10,375	
Suggested DDA coverage:	\$ 5,350	

1. "Downtown Holiday Central" Signs in Riverfront Park. These are six to eight foot letters being developed and built by Don Bell Signs. The letters will stand individually to read "Downtown Holiday Central" along Riverfront Park in the block from ISB to Magnolia Avenue. We believe this signature sign will serve as a great wow factor for the downtown holiday decorations, attracting the attention of people all over the community, and hopefully capturing some great editorial coverage as well.
2. Pain for Vacant Windows. The Downtown Holiday Team is working with a group of local artists to volunteer to decorate vacant storefronts with cheerful, holiday scenes. The only cost associated with this project is the window paint. We are reaching out to Southern Paint for a sponsorship / donation. Additionally, any downtown businesses who would like to promote their business during the season can sponsor a window.
3. Nativity Scenes. Coordinating with the Dunn Toy Building owner, Bill Austin and Bill Egan, a local artist who specializes in unique, Austrian-tradition Nativity scenes, we are showcasing an awesome destination decoration for Downtown. The displays will be set-up from Thanksgiving through Christmas. Details still being finalized.
4. Merchant Holiday Party. The Downtown Partnership Board is hosting a Holiday Party for all downtown businesses on Thursday, November 9th from 5:00 pm to 7:30 pm as a Thank You for doing business downtown. Location donated by the Halifax Historical Society. Wine donated by the board members. Food donated by local, downtown restaurants.
5. Movie in the Park. The Downtown Holiday Team believes that a holiday movie in downtown would be a great treat for the entire community, and give many people a reason to come downtown to see what is happening for the holidays. At this time, we are exploring sponsorship opportunities for this event. We are also considering moving the movie indoors to the new Cinematique location if the movie in the park turns out to be cost prohibitive. Currently seeking a sponsorship with Halifax Health.
6. Train Displays. We have reached out to regional train enthusiasts who might show their collectible train displays downtown. At this time, the best fit seems to be the Halifax Historical Museum as a location. Though the details are being finalized, there is currently no cost associated with this.
7. Choral Groups. The Downtown Holiday Team has reached out to local area choral groups. We are inviting them to come downtown to sing and promote their groups at no cost. At this time, we are encouraging that they join us for the Holiday French Market in order to further theme the event appropriately. There is no cost associated with this.
8. Website. The Daytona Beach Area CVB is generously donating time and website space to host the Downtown Holiday Central page on their site. This page is the go-to page for everything holidays in Downtown Daytona Beach. The goal of the site is to promote downtown by sending shopping and dining traffic to the area businesses. The site is now focused on Christmas, but will change with the seasons to promote other holidays as well, such as Valentine's.
9. Social Media. The Downtown Holiday Team has identified social media as an important promotional outlet for all activities and events. They have recognized the success related to social media for other downtown activities, and think it important to have a page dedicated to everything holiday. The site is being developed and managed by DBPA staff. Find the site by searching facebook for Downtown Holiday Central Daytona Beach.

10. Holiday Central Postcards. The Downtown Holiday Team has identified the need to have a unique, calendar listing of events that can be released throughout the community as a user's guide to everything related to the holiday season. The postcard is especially important for tourists and residents alike. The goal is to print 10,000 of these postcards to strategically distribute through hotels, high foot traffic areas of retirees such as the Museum of Arts and Sciences, and major area events such as the Turkey Rod Run.

11. CVB Newsletter. The Daytona Beach Area CVB generously agreed to include details related to Downtown Holiday Central in their regular newsletter. This is a tremendous asset to the Downtown as the CVB's list has an extensive reach and is known as the place to get information on what to do in the area. Information on the upcoming events and activities was already included in their last newsletter.

12. Think Magazine Advertisement. The downtown magazine's winter issue is specifically holiday themed. Because the magazine is being mailed directly to 5,000 downtown customers, is strategically placed in distribution points across the community, and has a major online presence, purchasing an ad in the magazine in order to feature downtown holiday activities amongst other downtown holiday editorial made more sense than a separate mailer.

13. Flyers. The Downtown Holiday Team has identified flyers as an important way to get the word out. Unlike larger posters, flyers can be displayed in places with limited space such as commercial venues (Starbucks, Panera, Publix) and on news boards at condominium associations both in the immediate downtown neighborhood and beachside. Flyers can also be passed out to customers by hand and then utilized as a guide / reminder.

14. Posters. The Downtown Holiday Team has identified posters as an important way to get the word out. The primary distribution of these posters is for downtown merchants to display in their windows and doors. This serves two major functions: to advertise the upcoming activities and events, and to unify the merchants in their displays.

15. Radio Shows. The DBPA has established relationships with three different local radio stations. The Downtown Holiday Team plans to utilize these relationships to get the "editorial" word out on what is happening for the holidays and hopefully build buzz. The cost associated with this is related to staff time for the hours or radio shows.

16. E-Blast. The DBPA has a weekly email newsletter that is sent to the downtown email list. The Downtown Holiday Team plans to utilize this newsletter to get the word out on the holiday promotions both for the bigger events planned and the in-store retail promotions across the district. The cost associated with this is related to staff time in writing and sending the updates.

17. News-Journal Ad. The DBPA has leveraged a sponsorship relationship with the Daytona Beach News-Journal that consists of monthly gang page ads bannered by the DBPA. The Holiday Team will utilize this page to post the calendar of holiday activities as the center of the page. The cost associated with this is the buy portion of the sponsorship.

18. Downtown Website Calendar. The DBPA has an online list of calendar events and activities. The Holiday Team will utilize this calendar to publicize the holiday activities. The cost associated with this is related to staff time in updating the calendar.

19. Direct Mail. The Downtown Holiday Team plans to mail up to 5,000 copies of the Holiday Postcards being printed to our established downtown mailing list.

20. Downtown Holiday Central Banners. In lieu of the "Downtown Holiday Central" decorative letter that were to be displayed in Riverfront Park, advertising to the community that Downtown Daytona Beach is Holiday Central, the Holiday Team would like to have multiple Downtown Holiday Central banners made to be hung in the Downtown District to advertise that Downtown Daytona Beach is Holiday Central.

21. Radio Ads. Downtown Holiday Central Radio Ads are being purchased to feature events and retail promotions that are happening in the district for the Holiday Season. Ad agreement details are being finalized with WROD Radio and WELE Radio, as these two stations currently host regular, downtown editorial shows and have a downtown customer base audience.



The Daytona Beach Partnership Association

140 S. Beach Street, Suite 107 - Daytona Beach, FL - 32114

Holiday Team Updates
November 2010

1. Outline of Downtown Holiday Central

Decoration: (From Thanksgiving to New Year's)

City of Daytona Beach is providing:

- 1) Wreath & Light decorations on every pole from the post office to Orange Avenue and along ISB

Requesting all downtown businesses to:

- 1) Decorate a wreath & hang on your door/building daily
- 2) Decorate storefronts to include white lights
- 3) Provide simple hospitality such as candy, cookies or snack

Holiday Team is coordinating:

- 1) Decoration of vacant storefronts with paint displays by local artists and a nativity series by a famous artist

Programming:

City of Daytona Beach & The Holiday Team:

- 1) Parade in the Park - 12/11, noon to 3 pm

The Holiday Team:

- 1) Holiday Movies at Cinematique or Holiday Movie in Park
- 2) Choral Groups Downtown - 12/4, all day; 12/11, all day
- 3) Train displays at the Halifax Historical Museum
- 4) Holiday Party for Downtown merchants & residents
(details below)

Coordinating with other groups:

- 1) Holiday Concerts by DSC - 12/2 & 12/3, 7:30 pm
- 2) Halifax Historical Gala - 12/4, 6 pm
- 3) Holiday French Market - 12/4, 9 am to 4 pm
- 4) Daytona Beach Boat Parade - 12/4, time TBD
- 2) Historic Holiday Tour - 12/11, 3:30 pm

Marketing:

Website - hosted by CVB - downtownholidaycentral.com

Downtown website calendar

Social media - facebook page

Holiday Pocket Guide / Calendar Postcard - 10,000 printed

5,000 direct mailed to downtown mailing list

CVB Newsletter

Think Magazine advertisement
5,000 direct mailed to downtown mailing list
5,000 in Turkey Rod Run gift bags
News-Journal gang page (twice monthly)
Flyers & Posters – in windows & on public boards
Radio shows
E-blast

2. All participating businesses so far:

Evans & Son	Abraxas Books	Bennett's Framing	PS Printing
Amaya's	Michae's Photo	Urban Design Studio	Gary T's Sports
She Sells Yarn	Stacey Lipton's	Ritzi & Co. Jewelers	Southern Furniture
Zen Bistro	Stinky Dogs	Bay Street Seafood	Gilley's Shoe Repair
Salon 230	Antique Mall	Mediterranean Exp.	Carousel Antiques
Bei Capelli	Salon in the City	Bill Green Jewelers	Kress Building
Quanita's			

3. Downtown Merchant Holiday Party

Thursday, December 9th from 5 pm to 7:30 pm

Location: Halifax Historical Museum

Appetizers, Wine & other beverages provided by the DBPA Board

Relax and unwind with your fellow downtown business owners.



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: November 19, 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

Staff is still researching the water line issues for Marina Point. 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

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PHONE (386) 671-8180
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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.

ITEM 7

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: November 18, 2010

TO: Downtown Development Authority

FROM: Jason Jeffries, Project Manager

SUBJECT: Event Funding Criteria

At the September meeting of the Downtown Development Authority, the Authority requested staff develop criteria for the DDA to provide grants to assist Downtown events. In response to the request, I did research for event funding criteria or policies from other Downtowns. The attached criteria are based on a policy from Downtown Grand Rapids, Michigan.

Staff is requesting a discussion and direction on the desired scope of the event funding criteria for DDA.

DOWNTOWN EVENT FUNDING CRITERIA

Summary

The Daytona Beach Downtown Development Authority (DDA) wants to showcase the vibrancy and variety of experiences a visitor can have in downtown Daytona Beach and develop events and promotions that will benefit downtown establishments.

There are many ways to develop an environment where events will flourish. Some will take nothing more than basic coordination. Others need more assistance to succeed. This program is provided to assist those events that need support.

The DDA has developed this program to offer financial and promotional support to events and promotions. Requests/proposals from downtown organizations will be accepted on a quarterly basis, and reviewed according to the evaluation criteria in this document.

Background

The goal is for Downtown Daytona Beach to be the center of culture, entertainment and dining in the Daytona Beach region. We are working to create a welcoming environment that is a gathering place for people of all ages and interests.

Offering a variety of public, outdoor events is an important part of creating a strong downtown. This program is built upon the basic principal that coordinated, strategic and inter-related promotions and events act together to strengthen the downtown.

The DDA wishes to support events and promotions that will strengthen the arts, entertainment, and retail sectors of downtown. The desired result is a coordinated offering of downtown events and promotions that:

- Provide a comprehensive and coordinated offering of events and promotions.
- Enhance the image of the downtown as a destination.
- Expand the programming for Riverfront Park.
- Celebrate the vibrancy of downtown.
- Strengthen downtown businesses.
- Increase the frequency and/or length of visits to the downtown.
- Ensure diversity and distinctness in the events offered.
- Draw targeted audiences into downtown businesses and arts venues.

Assistance

The DDA will provide:

1. Funds to cover City of Daytona Beach event permitting costs.
2. "Downtown Daytona Beach" graphic elements and standards for usage.

3. Announcement of the event to the downtown businesses through email.
4. Listing of the event on the downtown website.

The applicant will provide:

1. Budget including expenses, revenues and funding sources
2. Application describing the event/promotion
3. Clean up, security, planning, staffing and management of the event
4. Recap of the event per the form attached including a description of the event, the planner's evaluation of the event, and recommendations for a future event.

Eligibility

Events must be located in the downtown and meet the evaluation criteria included in this document.

Requirements

Funded events/promotions will be required to work with downtown businesses through the Daytona Beach Partnership Association.

The participating event/promotion will be required to use the downtown logo and marketing elements in their printed materials, with DDA having approval on placement and size.

Evaluation

Proposals submitted will be evaluated based upon the quality of the proposal and the following requirements:

1. Benefit to the downtown:
 - There is a direct benefit to downtown businesses, as defined in the application.
 - The event/promotion creates a positive image of the downtown.
 - The event will enhance the downtown's reputation as the center of art, culture, entertainment, dining, education, and urban life.
 - The event/promotion is coordinated with the downtown marketing campaign and directs attendees to the downtown website.
 - The event is located in the downtown district.
2. Ease and Ability of Production
 - The organization coordinating the event has the capacity to carry out the event/promotion.
 - All general organizational elements (security, promotion, staffing, clean up and organization) are managed by the event organizer.

- The funds provide by this program will leverage other funds and are used for costs that are incurred by the event.

3. Broad Popularity

- The event can be enjoyed by a variety of audiences and is not offensive or dangerous. Political and religious programming is not eligible.
- The event is open to the public and free of charge.

4. Coordination and Collaboration

- The event is coordinated with The City of Daytona Beach Cultural Services Office and has obtained an event permit.
- The event collaborates with downtown businesses. Opportunities are created to encourage interaction between businesses and the event attendees. First priority for event participation is given to downtown businesses.
- For merchant promotions, participation is available to all merchant businesses within the defined district/group. The applying group is united by either:
 - geographic boundaries within the downtown, or
 - a common theme within the downtown (example: restaurants, retail)
- Special attention will be paid to efforts that collaborate with other initiatives and resources in the community and other downtown stakeholders.

Submittal and Timing

The DDA will accept and review applications from organizations for events and promotions assistance on a regular basis. Please allow one month for normal processing. The Downtown Alliance retains the right to reject any and all proposals.

Please submit your application through the application form.



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: November 18, 2010

TO: Downtown Development Authority

FROM: Jason Jeffries, Project Manager

SUBJECT: Merchant Survey

At a previous meeting of the Downtown Development Authority, the Authority requested staff develop a merchant survey for the DDA to gauge the effectiveness of DDA programs for the merchants. The survey will provide an opportunity for merchants to provide feedback directly to the DDA on existing programs and provide suggestions for future programs. Since the DDA budget focuses on Downtown marketing and promotion, the survey could focus on these efforts.

Staff is requesting a discussion and direction on the desired scope of the merchant survey.



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

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Fax (386) 671-8187

MEMORANDUM

DATE: November 19, 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 November 9, 2010:

- Approved a conditional use for the establishment of a church at 500 South Ridgewood Ave.
- Discussed potential strategies as a follow-up to the presentation by Bob Gibbs, Gibbs Planning Group, regarding the Retail Market Study for Downtown.
- Discussed Land Development Code update.