



DOWNTOWN DEVELOPMENT AUTHORITY

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

ADDENDUM

Tuesday, November 23, 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.

1. **Funding Request: International Dance & Food Event**

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 22, 2010

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Request to Fund International Dance & Food Event

Quanita's Ballroom is requesting support from the DDA to fund an International Dance & Food Event to occur Saturday, February 26, 2011. The description of the event is attached. Quanita's Ballroom is hosting the event as a promotional event for Downtown.

The request is for the DDA to cover the permitting costs for the event for a total \$1,065.00. The DDA has \$54,500 budgeted in the Downtown Events line item for Fiscal Year 2010/11. The following projects (\$52,904) are already committed for 2010/11:

- DBPA Event Marketing: \$39,400 (Approved 10/26/10)
 - Valentine Chocolate & Wine
 - Art of the Automobile
 - Summer Sports Festival
 - Rock & Rhythm Festival
- Halifax Art Show: \$10,981 (Approved 10/26/10)
- French Market: \$4,725 (Approved 5/25/10)
 - \$2,202 expenses during FY2009/10
 - \$2,523 estimated expenses during FY2010/11

The DDA has \$1,596 available in the Downtown Events line item for FY 2010/11.

Details:

Saturday February 26, 2011

12 to 4pm

International food and dance entertainment

Food kiosks and cultural dance demonstrations take place on Magnolia Ave from Wall Street to Palmetto

90% of the food vendor spaces will be allocated for downtown restaurants that choose to participate

Projected attendees 700 to 1000 over a 4 hour lunch period

Operational costs as per city of Daytona Beach	(direct city expenses)
Street shut down 32.50 per hour for barricades/placement of barricades	\$315.00
Electric flat rate	\$200.00
Food Vendor rate 5/200 10/300 15/400	\$300.00
Banner Postage 2 weeks prior on ISB per week \$125	\$250.00
Table chair rentals	\$200.00
Portable restrooms	\$200.00
Insurance for event	\$180.00
Marketing costs as per last event Swing onto Magnolia (banners, posters, literature to provide to restaurants)	\$500.00

	\$1065.00 direct city expense
	\$1080.00 non-city expenses
	\$2145.00 total expenses

In support of this event Quanita's Ballroom would pay for all non- city related expenses, organize the event, create entertainment, and provide marketing hours. The hope is that the DDA will assume the direct city expenses and support the event by asking the DBPA to assist via email lists or community news outlets or with any means available.

I believe that a multicultural event will attract new customers to the downtown core; the local merchants will be open during regular Saturday hours; this is a family friendly event. International food and dance festivals take place in Canada and in major U.S. cities.

Restaurants

Tia Cora's Tacos

Stinky Dogs

Mediterranean Experience

Flamingo Ice Cream

Don Vito's

Angel Phellps

McKays Irish Pub

Sting Rays

Go Natural

Water/soda vendor