

DOWNTOWN DEVELOPMENT AUTHORITY

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

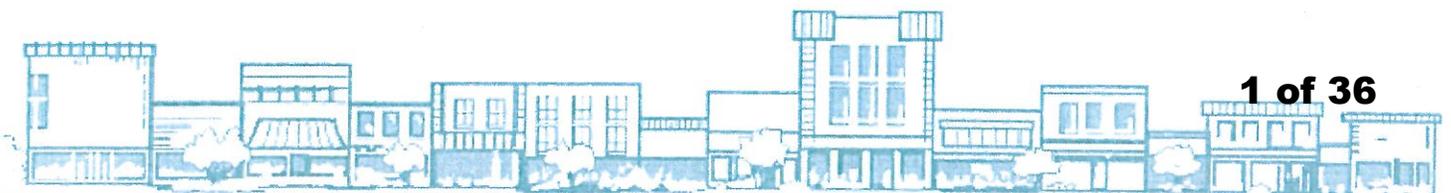
AGENDA

Wednesday, December 29, 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.

PLEASE NOTE: DATE OF THE MEETING HAS CHANGED

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes: November 23, 2010**
4. **Funding Request: Valentine Day - Brighthouse Commercials**
5. **Event Budget Approval: "Lovin the Downtown"**
6. **Request from Marina Point Association to amend DDA boundaries**
7. **Discussion: Event Funding Criteria**
8. **Discussion: French Market**
9. **Discussion: Merchant Survey**
10. **DBPA Update**
11. **Staff Update**
12. **Public Comments**
13. **Other Business**
14. **Adjournment**



**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES**

November 23, 2010

There was a meeting of the Downtown Development Authority held Tuesday, November 23, 2010 at 8:00am in the Conference Room 149-B at 301 South Ridgewood Avenue, Daytona Beach, Florida:

Board Members

Mr. Bob Abraham, Chair
Ms. Sheryl Cook (excused 10:21am)
Ms. Stacey Lipton
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 8:06am.

2. Roll Call

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

Mr. Jeffries noted that Shiela McKay-Vaughan was no longer on the Downtown Development Authority Board.

3. Approval of the Minutes of September 21, 2010

Ms. Cook asked if a letter had been sent to the Halifax Art Festival noting Board concerns had been sent as requested at the previous meeting.

Mr. Berger stated that the letter was being drafted but had not yet been sent.

Ms. Cook asked for clarification regarding the term “contributing entity” on page three as to whether credit was being attributed to the City or to the DDA.

Mr. Jeffries clarified that credit was given to the DDA.

selection would be made. He noted the need to provide both firms with a clearer direction and more specific objective criteria for the branding concept.

Ms. Lipton emphasized the need for a visual presentation.

Ms. Weiss emphasized the need to ensure equal treatment of both firms.

Mr. White reiterated the need for a clear understanding of criteria to present to both entities. He also outlined the process of developing a brand, noting the progress of the Promotions Committee from July through December, with an adjusted plan for a brand as “a promise wrapped in experience,” and outlined the steps for brand development. He stated the fundamental information to be examined, such as the history of the Downtown area, the present status, available venues and parks, and the transportation hubs. He noted the charettes done by the Gibbs Planning Group for the Riverfront Park Master Plan, and noted the need to emphasize the history of Downtown as a marketing tool. He highlighted the branding done by other Southern cities, noting Greenville, “The Intellectual South”; Savannah, “The Creative Coast”; and Austin, “Keep It Weird”, and asked the Board for any input or concerns on the branding concepts.

Board Action

Ms. Cook made a motion to allow Staff to spend \$1,000 to get concepts from each company to be presented if possible at the December DDA meeting for approval, with Mr. Jack White as the point person. Ms. Lipton seconded the motion and it was approved unanimously (4-0).

Addendum: Request to fund International Dance and Food Event

Mr. Jeffries outlined a funding request for \$1,065 to cover the permit fees for an International Dance and Food Event on February 26, 2011, noting that \$1,596 was still available in funding.

Ms. Cook noted that the event had drawn high attendance in the past and stated that it was an appropriate expenditure of DDA funds.

Ms. Lipton asked if Downtown merchants and restaurants had been consulted in regards to potentially conflicting events.

Mr. Jeffries stated that the date of the event was flexible and could be moved.

Ms. Naomi Weiss noted flexibility on the marketing of the event but stated that the DBPA was willing to help.

Board Action

Ms. Cook made a motion to approve the minutes of October 26, 2010. Ms. Lipton seconded the motion and it was approved unanimously (4-0).

4. Funding Request: Graphic Artist for Branding

Mr. Jeffries outlined a funding request for \$2,750 for a graphic artist to assist the Promotions Committee and the DDA with the development of a brand, noting that \$7,000 was available in the budget, and stated that the marketing firms of Mastando Media and Kelli with an Eye were being considered.

Ms. Lipton stated that Kelli with an Eye could cut down on the cost, noting that she had not been aware that the item was on the meeting agenda.

Mr. White stated that both firms were qualified for the work.

Ms. Lipton stated the need to see examples of work from each firm to determine which would be a better fit.

Mr. White noted that neither firm had been given information as to what the Promotions Committee and the DDA were looking for.

Ms. Lipton recommended providing both firms with funding to come up with branding ideas in order to make a better informed decision.

Ms. Cook concurred that it was not practical to make a decision based on the information provided.

Ms. Lipton stated that examples of work should be provided by the next meeting.

Mr. Abraham asked if there was criteria that could be provided to the marketing firms.

Mr. Berger stated that an outline of more specific criteria could be drafted.

Ms. Cook reiterated the need for objective criteria so that the firms were not starting from scratch.

Ms. Lipton recommended inviting both firms to present and discuss ideas at the December DDA meeting.

Mr. Jeffries reiterated Board comments, noting the recommendation that Staff enter into smaller contracts with both firms, with an allotment of \$500 to each firm to come up with concepts and present those concepts to the Board, then a

Board Action

Ms. Lipton made a motion to approve funding up to \$1,065 for permit fees for the International Dance and Food Event. Mr. White seconded the motion and it was approved unanimously (4-0).

5. Event Budget Approval: Downtown Holiday Central

Mr. Jeffries outlined a request for \$5,350 for marketing of the Downtown Holiday Central event, noting postcards, advertisements, flyers, posters, mailings, banners, etc.

Ms. Lipton expressed her approval of funding going directly to marketing and asked about the placement of banners.

Mr. Jeffries stated that banners would not be hung across Beach Street.

Ms. Lipton asked about the possibility of purchasing banner poles, and noted that there was no holiday decoration on International Speedway Boulevard.

Mr. Jeffries stated that the decorations had not been completed and that there would be decorations on ISB.

Ms. Weiss noted that the requested \$5,350 was an estimate based on quotes.

Ms. Cook emphasized the need for a good holiday season, and recommended approval of higher funding than requested.

Board Action

Ms. Cook made a motion to approve up to \$7,000 in funding for marketing of the Downtown Holiday Central event. Ms. Lipton seconded the motion and it was approved unanimously (4-0).

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

Mr. Jeffries stated that Staff was requesting a continuance on the request from the Marina Point Association to amend DDA boundaries.

Ms. Lipton asked if Marina Point was aware that work was being done on the issue.

Mr. Jeffries stated yes.

7. **Discussion: Event Funding Criteria**

Mr. Jeffries outlined the criteria for event funding, highlighting the goals of: providing comprehensive and coordinating events and promotions; enhancing the image of Downtown Daytona Beach as a destination; expanding the Riverfront Park program; celebrating the vibrancy of the Downtown area; strengthening Downtown businesses; increasing the frequency and length of visits to the Downtown area; ensuring diversity and distinction of events; and drawing targeting audiences into the Downtown area to businesses and for events. He stated that DDA funding went towards permitting, graphic advertising for Downtown Daytona Beach, and announcements of events.

Mr. White expressed the need for a checklist to assist applicants with information on how to be prepared for review of proposed events.

Mr. Jeffries outlined evaluation criteria, based on: benefit to the Downtown area; ease and ability of production; broad popularity of the event; and coordination and collaboration. He also stated that access to the Riverfront Park must always remain free, while specific events could be ticketed.

8. **Discussion: Merchant Survey**

Mr. Jeffries outlined plans to focus on the benefit of DDA programs to Downtown merchants, in terms of marketing and Downtown events, and stated the need for direction and input.

Ms. Lipton stated that if Downtown merchants did not approve of an event, they would not participate.

Ms. Cook stated that it would be easier to promote Downtown programs and events once the Downtown brand had been further developed.

Mr. Abraham asked about the preferred approach for communication with Downtown businesses.

Ms. Quanita of Quanita's Ballroom introduced herself and stated that a personal approach, such as merchant-to-merchant, would garner the best results.

Mr. Abraham emphasized the need to coordinate the timing of Downtown events with business hours.

9. **DBPA Update**

Ms. Naomi Weiss presented an outline of the Downtown Holiday Central events, noting participating businesses as well as a holiday party at the Halifax Historical Museum. She updated the Board with progress on the Farmer's Market, noting

that funding going to Waste Pro had been eliminated and vendors were responsible for their own trash removal. She stated a weekly newsletter was going out to Farmer's Market vendors a formal review of the Farmer's Market Manager would occur per the grant agreement. She then updated the Board on the Promotions Committee, the Economic Restructuring Committee, and the Design Committee.

Mr. Sans Lassiter, DBPA Design Committee, emphasized the importance of keeping the momentum of the Riverfront Park Master Plan going on. He noted the need to draw people to the concept, particularly by attracting motorists. He also stated the need to attract and recognize donors to the Riverfront Park, and to create an informational kiosk for Downtown businesses.

Mr. White noted that art groups were interested and asked about the possibility of murals in the Riverfront Park area.

Mr. Jeffries stated that murals were permissible but would have to be approved by the Redevelopment Board.

Mr. Lassiter acknowledged potential issues with murals and stated that having a mural would not be a deal-breaker, but suggested a competition to design the mural.

Ms. Weiss noted concerns of restaurant owners after the Art Festival.

Mr. Mario Stemburger stated the need to work with events that had grown, such as the Seafood Festival, and noted issues with the Art Festival in getting visitors off the street and into businesses. He emphasized the need to be considerate of merchants and businesses and noted the possibility of businesses expanding outside components during festivals.

Ms. Lipton asked if the Museum had made money from food vendors.

Mr. Jeffries stated that the Museum did make money from vendors, but noted that Downtown restaurants offered full food service, while vendors only sold carnival-type food.

Ms. Weiss noted that Downtown restaurants did half as much business as the previous year during the Festival.

Ms. Lipton recommended limiting the Festival location to the Riverfront Park and encouraging restaurants to expand to tables outside on the sidewalks.

10. Staff Update

Mr. Jeffries stated that he had provided a written report and asked if there were any questions. He noted the next meeting was scheduled for December 28.

11. Public Comments

There were no public comments.

12. Other Business

Ms. Lipton stated she hoped that the French Market would be an ongoing Downtown event. She noted the need for local businesses to keep the area clean and their window displays attractive.

Mr. Jeffries stated that the Design Committee could consider additional Land Development Code standards for the Downtown area.

Ms. Lipton noted that there were frequently stains on sidewalks after events and festivals. She also stated the need for an event similar to Black Friday next year for local businesses, such as Small Business Saturday.

13. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 10:39am.

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: December 22, 2010

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Request to Fund Valentine's Day Advertising

Last year, the CRA advertised shopping and dining in Downtown for Valentine's Day. The advertising provided marketing exposure for Downtown merchants in the region. Staff is recommending that the DDA continue the Valentine's Day marketing efforts on local cable. Brighthouse has provided a proposal to advertise Downtown shopping and dining for three weeks prior to Valentine's Day for a cost of \$2,500. The advertising would start the week of January 24.

The DDA has \$34,250 budgeted in the Downtown Marketing line item for Fiscal Year 2010/11. The DDA has already committed \$20,815 (Approved 10/26/10) to the DBPA for marketing expenses per the annual grant in FY 2010/11. The DDA has \$13,435 available in the Downtown Marketing line item for FY 2010/11.

City of Daytona Beach
 "Beach Street - Valentine's Day"

1/24/11 - 2/13/11

TOTAL: 431 Commercials

TOTAL: \$2,500

12/21/2010 5:00PM

Est # 32908

ORLANDO-DAYTONA BCH-MELBRN Nov09 C-DMA

Nielsen #



City of DB - 2011 Valentine's Day

Client: CITY OF DAYTONA BEACH

Buyer: Jason Jeffries

Advertiser: City of Daytona Beach

Product: Retail

Sched Dates: 1/24/11 - 2/13/11

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-Su 6a-12m	ROS			30	12	3	\$0.00	35	\$0.00
BRVO										
	M-Su 6a-12m	ROS			30	12	3	\$0.00	35	\$0.00
CNB										
	M-F 6a-6p	Daytime Rotation			30	10	3	\$4.00	30	\$120.00
ENT										
	M-Su 6a-12m	ROS			30	7	3	\$0.00	21	\$0.00
FOOD										
	M-F 9a-4p Sa-Su 6a-12n	Daytime Weekend Morning			30 30	10 6	3 3	\$4.00 \$11.00	30 18	\$120.00 \$198.00
HGTV										
	Sa-Su 12n-6p	Weekend Afternoon			30	6	3	\$20.00	18	\$360.00
HLN										

Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Rate	Total Units	Cost	
	M-Su 6p-12m	Prime Rotation			30	13	3	\$4.00	40	\$160.00	
<hr/>											
LMN											
	Sa-Su 12n-6p	Weekend Afternoon			30	6	3	\$9.00	18	\$162.00	
<hr/>											
SOAP											
	M-Su 6a-12m	ROS			30	12	3	\$0.00	35	\$0.00	
<hr/>											
STYL											
	M-Su 6a-12m	ROS			30	12	3	\$0.00	35	\$0.00	
<hr/>											
TRAV											
	M-Su 6a-12m	ROS			30	12	3	\$0.00	35	\$0.00	
<hr/>											
ZCFN											
	M-Su 5a-12m	Broad Rotator			30	15	3	\$30.00	46	\$1,380.00	
									Totals	396	\$2,500.00
									Grand Totals	396	\$2,500.00

Broadcast Month Costs - Grand Total

Month	Gross Cost	Total Units
01/2011	\$702	104
02/2011	\$1,798	292
Total	\$2,500	396

Approved By: _____
Date: _____

City of Daytona Beach

"Beach Street - Valentine's Day"

1/24/11 - 2/13/11

TOTAL: 431 Commercials

TOTAL: \$2,500

City of DB - 2011 Valentine's Day
 ORLANDO-DAYTONA BCH-MELBRN Nov09 C-DMA Nielsen #
 12/21/2010 4:59PM



All-Wks Avrg	Notes	Rate \$\$.00	Unit/ Wk	Unit Tot	Wk 1 - Wk 3			Wk 1 1/24 '11	Wk 2 1/31 '11	Wk 3 2/7 '11
					Households					
					Prog Name	Rtg	Rich %			
ORLANDO-DAYTONA BCH-MELBRN Nov09 C-DMA Nielsen # 1448. VOLUSIA		\$2500.00		396			104	142	150	
AEN-TV		\$2500.00		396			104	142	150	
M-Su 6a-12m		\$0.00		35			7	14	14	
BRVO-TV		\$0.00	12	35			7	14	14	
M-Su 6a-12m		\$0.00		35			7	14	14	
ZCFN-TV		\$1380.00	12	35			7	14	14	
M-Su 5a-12m		\$30.00	15	46			11	14	21	
CNB-TV		\$120.00	10	30			10	10	10	
M-F 6a-6p		\$4.00	7	21			7	7	7	
ENT-TV		\$0.00	7	21			7	7	7	
M-Su 6a-12m		\$360.00	6	18			6	6	6	
HGTV-TV		\$20.00	6	18			6	6	6	
Sa-Su 12n-6p		\$160.00	13	40			13	13	14	
HLN-TV		\$4.00	13	40			13	13	14	
M-Su 6p-12m		\$162.00	6	18			6	6	6	
LMN-TV		\$9.00	6	18			6	6	6	
Sa-Su 12n-6p		\$0.00	12	35			7	14	14	
SOAP-TV		\$0.00	12	35			7	14	14	
M-Su 6a-12m		\$0.00	12	35			7	14	14	
STYL-TV		\$0.00	12	35			7	14	14	



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: December 22, 2010

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: "Lovin the Downtown" 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 the "Lovin the Downtown" Event. The budget requests \$5,000 of marketing expenses that are eligible under the grant agreement.

The DDA has already committed \$39,400 for DBPA events through the annual work plan and budget. The DBPA representatives will be at the meeting to answer any questions.



The Daytona Beach Partnership Association

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

Proposed "Lovin the Downtown":

<u>Description</u>	<u>Estimated Cost</u>	<u>Support</u>
<i>Marketing</i>		
1. Website	\$ 200	CVB donated
2. Social Media	\$100	DBPA
3. Lovin the Downtown Postcards	\$ 700	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	\$ 500	DBPA
9. E-blast	\$ 500	DBPA
10. News-Journal Ad	\$ 300	DDA budget
11. Downtown website calendar	\$ 300	DBPA
12. Direct Mail	\$ 500	DDA budget
13. Downtown Holiday Central Banners	\$500	DDA Budget
14. Radio Ads	\$ 1,500	DDA Budget
15. Design: Logo, All Media	\$400	DDA Budget
Total Budget:	\$ 6,700	
Suggested DDA coverage:	\$ 5,000	



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MEMORANDUM

DATE: December 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

At the September 21, 2010 meeting, the Downtown Development Authority (DDA) 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. During the discussion with the association representative, the replacement of the water line in Marina Point was identified as a major issue for the Marina Point residents and the need for financial assistance to fund the project. Staff met with representatives regarding the replacement of utilities.

The CRA may assist with capital improvement projects that will support future development in the CRA. Currently, there are 79 residential units in three condominium buildings, a restaurant, and an office building in Marina Point. There are also about 4.6 acres of undeveloped land in Marina Point that can support about 108 additional residential units. The redevelopment plan for Downtown establishes a policy that CRA funds may be used to cover 15% of the total project costs for a project that will develop at least 50 residential units.

The proposed replacement of the utilities (water and sewer) will cost about \$533,000 to construct the new utilities to City standards and support future development in Marina Point. Staff proposed the CRA funding \$80,000 (15% of project costs) towards the project. The property owners would provide the remaining portion of the funding. The residential association would have to stipulate to an additional 50 units of residential development in Marina Point. The offer was declined.

Attached is the memo from the last meeting with the background on the request.



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 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: December 18, 2010

TO: Downtown Development Authority

FROM: Jason Jeffries, Project Manager

SUBJECT: Event Funding Criteria

Based on the discussion from last month's meeting, the attached criteria for funding events have been revised. The requested checklist has been attached. Staff requests further discussion on the proposed 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.
 - 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 provided 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 using the application form.

**APPLICATION FOR DDA EVENT ASSISTANCE
EVALUATION CHECKLIST**

Event: _____

Event Contact: _____ Phone #: _____ Email: _____

Proposed Event Date(s): _____

Submittal Information (Attach the following:)

- Event Plan & Description
- Event Budget
- City Event Permit

Evaluation

1. Event Benefits Downtown [score] 1 2 3 4 5 x (wt) 40 Points: _____

Notes: Score of 1 the event has no direct benefit to downtown businesses and will have a negative impact on Downtown; Score of 5, the event will directly benefit retail and restaurant businesses and will greatly enhance the image of Downtown.

Notes: _____

2. Event Production Ease and Ability [score] 1 2 3 4 5 x (wt) 20 Points: _____

Notes: Score of 1 the event has not been produced in the past and the event coordinators have no prior experience with event production; Score of 5, the event is an ongoing Downtown event and is operated by experience managers, the event organizers will manage all event elements, the event leverages other funds.

Notes: _____

3. Broad Popularity [score] 1 2 3 4 5 x (wt) 30 Points: _____

Notes: Score of 1 the event has a narrow focus and may be offensive or dangerous; Score of 5, the event has broad popularity with target retail markets for Downtown and is open and free to the public.

Notes: _____

4. Coordination and Collaboration [score] 1 2 3 4 5 x (wt) 10 Points: _____

Notes: Score of 1 the event has not been coordinated with the City or Downtown businesses; Score of 5, the event has a City Event Permit and is coordinated with Downtown Businesses and the DBPA.

Notes: _____

Total Evaluation Points _____ (Max 500 points)

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: December 18, 2010

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Saturday "French Market" Update

The French Market has concluded its six day pilot. The event was very successful and drew thousands of customers to Downtown on Saturdays. Attached is a memo from Stacey Lipton, DDA Member summarizing the benefits of the event to Downtown. In addition, Stacey Lipton is proposing to continue the event in the spring.

Event Budget and Costs

	Budget	Actual to Date	Projection	Event Income/Loss
REVENUE				
Vendor Fees	6,000	8,655	8,655	8,655
DDA Grant	4,725	1,950	3,882	
Total	10,725	10,605	12,537	\$ 8,655
EXPENSES				
Marketing Fee	2,600	1,950	2,600	2,600
Saturday Coordinator	450	600	600	600
Vendor Advertising	750	-	-	-
Market Advertising	3,700	2,625	5,587	5,587
Porto-potties	-	1,272	1,272	1,272
Event Signs	-	182	340	340
Event Supplies	-	176	176	176
City Event Fees	1,950	1,300	1,300	1,300
Event Insurance	1,275	661	661	661
Total	10,725	8,766	12,537	\$ 12,537
Event Loss (without DDA funding)				\$ (3,882)

Date: December 10, 2010
To: Downtown Development Authority Members
From: Stacey Lipton
Ref: French Market

French Market -Benefits To Downtown:

The economic impact on French Market Days vs. non French Market Days has made a compelling effect of increasing traffic to our downtown on Saturdays and infusing extra income to all the businesses that made an attempt to participate. We have estimates of 2,500-6,000 customers traveling into our district for each French Market day. Plus, reports of folks traveling from as far as an hour away. Most important...they have left with a positive Beach Street experience and the desire to return has been instilled.

French Market was a well orchestrated event backed by an incredible marketing plan that is documented on the next page. A large portion of the marketing plan was labor intensive and done at no charge for the Downtown. "French Market Downtown Daytona" has received impressive feedback from the Downtown merchants, participating vendors, as well as the public.

I strongly believe this project has given new hope and brought an increased positive attitude from the merchants. Now, more folks are working together toward a common goal.

Future Plans For Proposed 2011-French Market Downtown Daytona

I. All future advertising, marketing, and permitting fees could be shared under one umbrella for 2011 French Market as Quanita's Ballroom and Farmer's Market Manager, Cheryl Kelley have requested to join forces with Stacey Lipton. Meetings are currently under way with plans to expand and improve project. The opportunity is also available and welcomed should the DBPA like to participate and add any additional venues to this project.

II. Goals

1. Set up registration days for French Market
2. Improve quality of vendors participating and re-do stricter contracts.
3. Continue with careful selection on non-competing vendors (To Downtown Businesses)
4. Provide more entertainment.
5. Engage store owners to put out music, tents, tables, and or food carts.

III. Proposed Spring Dates

Spring Session:

February 26th

April 16th

March 26th

....May-June: Another Evaluation by DDA for Fall 2012 Budget

Proposed Fall Session (For DDA 2012 Budget)

October 29th ... Halloween theme
November 1 9th... Thanksgiving Theme
December 3... Holiday theme

Proposed Budget for Spring: (For 3 Days of French Market Events)

REVENUE

Projected Event Revenue.... \$1,200
Proposed DDA Support.....\$ 1,253
\$ 2,453 per event

EXPENSES

Event Management Fee.....\$678
Sat. Coordinator. X 2..... \$200
City Fees \$220
Event Insurance \$110
Portal Potties..... \$212
\$1,420 per event for 7 hour event

Advertising: (Pro-rated by day)

Marketing Management Fee: \$333
Sign Replacements.....\$35
Posters(250)\$60
Postcards (10,000)..... \$100
Ads (News-Journal. HT News).. \$505
\$1,033 per event.

Total Budget for Day =\$2,453 Total x 3 Days\$7,359

Requested funding from DDA for three days: \$3, 759

***Please note Bright House Commercials were deducted (\$1 500) & used from original French Market Fund. Otherwise, Stacey would have already raised % the funding for Spring.

Stacey has raised and contributed \$8665 toward 2010 -French Market through her own volunteer time and payment to her staff for an entire year while providing 6 days of a well-attended Downtown event. She has provided an incredible display of marketing and branding to our Downtown. For future events, an event manager fee is requested to hire a responsible person to manage the French Market. The management duties are listed on the last page.

*****Future Challenge of French Market:**

It is unknown what the availability of sidewalk space will be as empty buildings become occupied. Vendors will have to be moved as our business district becomes full. More businesses will also be inviting vendor friends to set up without communicating to French Market team. *Thus, budget planning and projections are difficult for the upcoming year.*

RECAP OF 2010 -French Market Downtown Daytona

News-Journal (6 ads).....	\$1,825
Hometown News (6 ads).....	\$1,130
10,000 Postcards	\$ 580
5,000 Printed Programs.....	\$325
250 Posters.....	\$177.90
24 Signs (includes 3 donated to Farmers Market)....	\$331.78
Art for postcard.....	\$49.95

Marketing & Advertising -Done At No Charge: *(Please Use For Future Model)*

Stacey: sends out email blast to Downtown Businesses (partial list of folks) informing all on upcoming French Market event and suggestions on how stores can participate and add to event. (7/09 & 8/23).

Stacey: Compiles artist list of 150 people gathered from events visited, city list, list from SCORE, DBSC new businesses, Kelli's list of artist. Sends out email blast inviting these folks to join and selling them on concept. (7/09 & 8/23).

Stacey: Lists events on 2 art festival websites.

Stacey: Sends email blast to her client list, important business owners, 30 hotel properties. (2500 folks) (8/30.)

Stacey: Email blast to all artist that signed up 9/12, Client list 9/12, and repeated to clients 2 more times as a reminder.

Facebook Page: Mike, Kelli, and Stacey all worked on postings every couple of days. Many Downtown Businesses were linked and allowed to promote their own business as well. Currently close to **1400 visitors** logged in with over **1900 folks** recently clicking into our photo albums. Set up 8/2/10.

Facebook event page set-up with invitation to French Market.

Kelli Beasley: sent out 2-page press release 8/5/10 to radio, TV, print, and magazine.

Stacey: did Free editorial interview with News-journal- published 9/11 8.

Stacey: did Free editorial interview with Hometown News- published 9/24.

Naomi: Think magazine story on patrons experience at French Market. (Holiday Edition)

Stacey: Works with Deb Smith and gets Free listing of French Market and Farmers Market in the In-Room Concierge Book that was distributed all the way up the coast into St. Augustine.

Gage Publications: gave Free ¼ page ad in Sept./Oct. editions of Flagler, Deland, & Ormond Magazines; also placed in calendar of all five magazines.

Gage Publications: gave Free ¼ page ad in Nov/Dec. editions; also calendar of all five magazines. Includes French Market in 2 e-newsletters, their face book page and twitter accounts as of 9/30/10.

Gage Publications gave **radio interview w/Stacey 819** @ 3:15 p.m. ...Aired on WNZF 1550 AM & 106.3FM Sunday 8/22 @ 10:30 on Flagler Magazine; also airs on WELE 1380AM Tuesday 8/24 @ 11 a.m. on Ormond Magazine Radio Show.

Gage Publications **radio interview w/Stacey** 8/23 airs on WNZF 1550 AM & 106.3 FM Sunday, 915 @10.30AM on Flagler Magazine Radio Show: also airs on WELE 1380 AM Tuesday 917 @ 11 a.m. on Ormond Radio Show.

Gage Publications **radio interview w/Stacey** 11/15 airs on final week in December and mentions possibility of next season so public stays tuned-in.

WELE: runs PA commercials pre-recorded by Stacey's musician in trade for table at event.

Kelli: Signs French Market up Florida Nature & Arts Calendar.

Kelli: "Go To Calendar" with New-Journal.

Stacey: LPGA community news-letter (Stacey's Client), ¼ pg b/w ad on French Market in October Edition.

Stacey: WNDB Radio Interview@ 8:30 a.m. promoted French Market and Downtown 9/30 & 10/14.

Stacey: WROD Radio Interviews with Stacey starts Downtown Show 4:00 on 6/22, 7/6, 8/10, 8/24, 9/7, 9/21, 10/5, 10/19, 10/26, 11/16, 11/30, Did a remote interview on 911 8. *Listed as our Sponsor as we are very grateful to their generosity.*

Stacey- Interviews with Al Smith -airs 10/2 at 11:30am.

Important Partnerships & Notes

Stacey - Partners with Ned Harper at DBSC who also sent out email blast to business students and donated funds to cover vendor logo t-shirts designed by Stacey. Ned also helped locate Saturday Manager - Michael Zaharios.

Stacey - Partners with Ormond Beach Chapter of SCORE to help locate vendors for French Market.

Stacey - Partners with her Client- Lucy Jackman who volunteers to coordinate volunteers to assist with bathroom and lunch breaks during French Market Saturdays. Meetings, assignments and t-shirt distribution all had to be set up. ***Helped with distribution of some of the post cards.

Stacey- Paid her staff member to go out and distribute posters and postcards all over Ormond Beach and Port Orange at no charge.

Management Duties of French Market Event: (Done By Stacey Lipton)

Measured and layout design of 30-50 vendors over 3 city blocks which changed constantly due to store rentals and vendor needs. Spread out similar classifications of vendors by block separations, tried to put compatible folks together... ex. Tupperware next to Dessert vendor.

For 6 -Friday's Before French Market: Required Floor Plan drawn up every week with new vendors added and list of vendor cancellations compiled. Met with Saturday Manager to review all these new changes plus review entertainment schedule for the day. **All booked by Stacey Lipton and at NC to French Market show.**

All Friday's before French Market: Sidewalk had to be measured and marked (Chalked), partial French Market Signs put out on Friday with generic signs (that could be stolen) put out on Saturday Morning. Done with 1 -2 Staff Members of Stacey Lipton Interiors' or Michael who is only available at end of day. (Return and inventory of signs accounted for on Saturday evenings.)

All Saturday's of French Market event: On the Street at 7:30am to assist with set-up of new people. Set-up tent in-front of SLI store for host spot for new lost vendors and volunteers who needed to pick up street assignments and literature /hand-out bags prepared by Stacey Lipton's Staff. Drinks and bathroom for vendors and volunteers. Followed up all vendor issues, had to call police at least 3 out of 6 days. Made sure all vendors were greeted, happy, and photographed by Michael and Robyn. All advertised on Facebook before and after all 6 French Markets. Many of these shots were used for Bright House commercials.

All vendors had to be interviewed, screened, application filled out & photographed then returned to the city. (9 trips were made to the city's office).

Kelli and I believed we have spoken to over 500 people since our phones have not stopped ringing from July 2010. We experience an increase in calls after posting our numbers on all advertisements and ads. We have also answered tons of public questions and given directions to our district as traffic is coming from all over. (Includes evenings and Sunday phone calls).

Many non-profit organizations have asked to join up with us.

**** Spent Days -Managing all the collecting of funds, paperwork, and balancing of the French Market budget ...*

DOWNTOWN MERCHANT SURVEY

DOWNTOWN MARKETING & PROMOTION

The Downtown Development Authority (DDA) has a mission to focus on the marketing and promotion of Downtown. A portion of the DDA funding is granted to the Daytona Beach Partnership Association (DBPA), which coordinates many of the marketing efforts or the DDA directly funds advertising or certain events. In an effort to gauge the effectiveness of current marketing and promotion efforts for Downtown, the DDA is requesting that merchants complete this survey. The results from the survey will be used to improve the marketing efforts.

Downtown Marketing

Question 1. Currently the DDA funds the following marketing efforts, please rate their effectiveness for your business: (1: Ineffective, 2: Somewhat Ineffective, 3: Neutral, 4: Somewhat effective, 5: Effective)

- | | | | | | |
|-------------------------------|---|---|---|---|---|
| 1. Television Cable Ads | 1 | 2 | 3 | 4 | 5 |
| 2. Downtown Think Magazine | 1 | 2 | 3 | 4 | 5 |
| 3. Shopping & Dining Brochure | 1 | 2 | 3 | 4 | 5 |
| 4. Table Toppers | 1 | 2 | 3 | 4 | 5 |
| 5. News Journal Ads | 1 | 2 | 3 | 4 | 5 |
| 6. Radio Ads | 1 | 2 | 3 | 4 | 5 |
| 7. Downtown Website | 1 | 2 | 3 | 4 | 5 |

Question 2. Has your business advertised in the Downtown Think Magazine? Yes or No

Question 3. If no, Why has your business not advertised in the magazine?

Question 4. Has your business advertised in the Downtown monthly News Journal gang page? Yes or No

Question 5. If no, Why has your business not advertised in News Journal gang page?

Question 6. Has your business advertised in the Downtown restaurant table toppers? Yes or No

Question 7. If no, Why has your business not advertised in the table toppers?

Question 8. Does your business have a website? Yes or No

Question 9. would you use a Downtown logo and a tagline (brand) for in your advertising? Yes or No

Question 10. Do you have any suggestions for improvements to Downtown Marketing?

Downtown Events

Question 11. Over the past year, the DDA has funded marketing efforts in coordination with the following events to draw customers to Downtown, please rate their effectiveness for your business:

(1: Ineffective, 2: Somewhat Ineffective, 3: Neutral, 4: Somewhat effective, 5: Effective)

- | | |
|---------------------|-----------|
| 1. Halifax Art Show | 1 2 3 4 5 |
| 2. Beach Street BBQ | 1 2 3 4 5 |
| 3. French Market | 1 2 3 4 5 |
| 4. First Fridays | 1 2 3 4 5 |

Question 12. Has your business participated in Downtown events? Yes or No

Question 13. Please explain why the events worked or did not work for your business.

About your Business

Name: _____ Address: _____

Type of Business: _____ How long has the business been in Downtown? _____

Contact Name _____ Phone # _____ Email _____

Member of the DBPA? Yes or No Do you or your business participate in the DBPA Committees? Yes or No

If not, Why is your business not a member of the DBPA?



The Daytona Beach Partnership Association

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

Updates to the DDA
December 2010

Committee Updates:

1. Farmer's Market

- Hand Made for the Holidays for the month of December
Includes locally made arts & crafts

2. Promotions

- Promotions Committee and Holiday Team combining. Now co-chaired by Janet Kersey and Dan Harshaw. Next full committee meeting first week of the New Year.
- Downtown Holiday Central Promotions for December in full bloom
- Priorities of the Committee:
 - Branding Downtown (to work with the desired designer of the DDA)
 - Promotions & Events of 2011, starting with Valentine's

3. Economic Restructuring

- Formation of welcoming team to implement partnership with Chamber in welcoming new businesses downtown.
- Formation of a recruitment team to target specific types of businesses to relocate or expand to downtown.
- Review of city's draft business plan for the public market. Developing recommendations to city staff to ensure success of the public market.

4. Design

- See attached documentation (request staff to include what was presented to the Redevelopment Board in December).

General Updates:

1. Upcoming events:

Loving the Downtown – Valentine's Promotions & Events (January – February)
Winter Jam 2010 February 26th & 27th on City Island
International Dance & Food Event February 26th
Art of the Automobile May 2011
Food & Wine Festival May 2011



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: December 22, 2010

TO: Downtown Development Authority Members

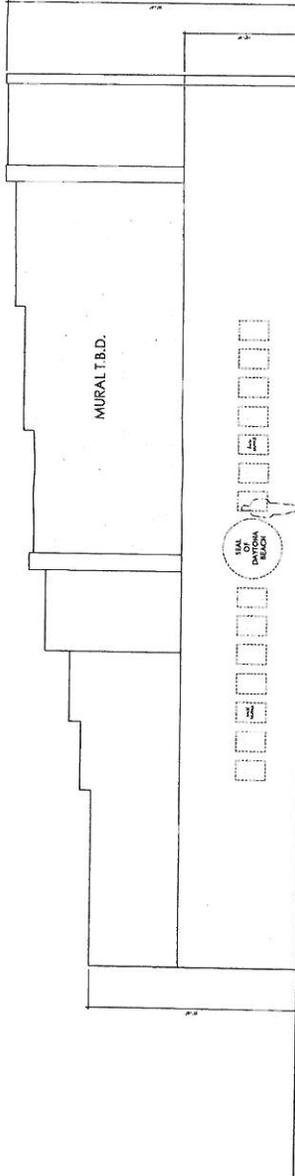
FROM: Jason Jeffries, Project Manager

SUBJECT: Staff Update

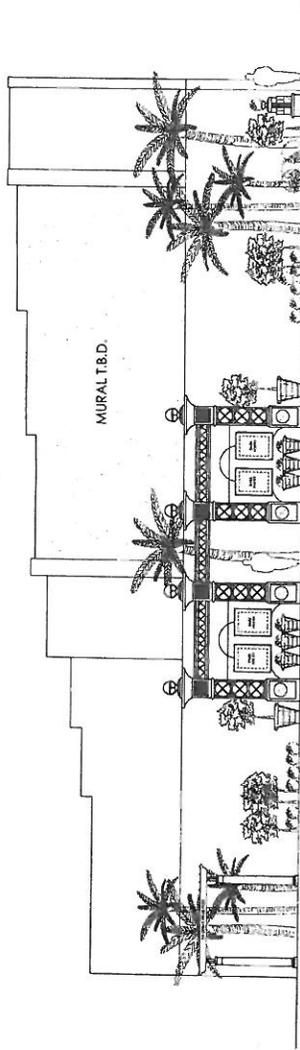
The following are brief updates regarding issues brought before the Downtown / Balough Road Redevelopment Board on December 7, 2010:

- Approved a conditional use for a boutique bar as part of the new Cinematique Theater located at 242 South Beach Street.
- Recommended the continuance of outdoor music performances in the sidewalk café license area operated by Stingrays Sports Saloon located at 230 South Beach Street.
- Discussed the temporary plaza in the empty lot (location of a proposed restaurant) at the corner of Beach Street and W. ISB. (See attached)

Staff has followed-up with the marketing firms regarding the branding project for Downtown. Both firms are currently working on proposals and will be presenting them at the January meeting.



ELEVATION VIEWING NORTH
 SCALE: 3/16" = 1'-0"

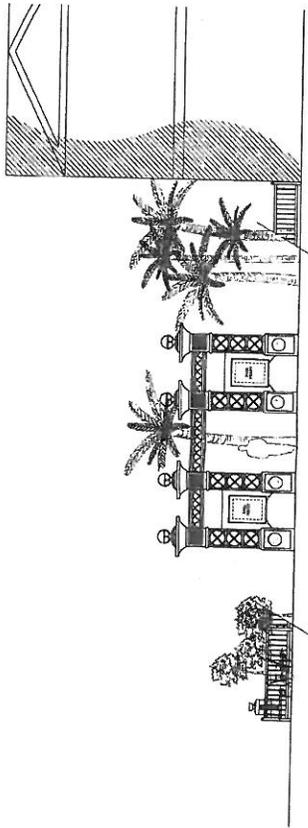


ELEVATION VIEWING NORTH
 SCALE: 3/16" = 1'-0"

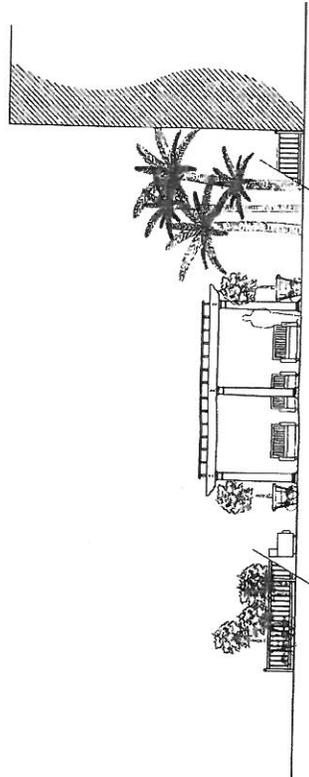
DEMONSTRATION PROJECT:
 RIVERFRONT PARK
 MASTER PLAN
 DOWNTOWN DAYTONA BEACH

conceptual - not for construction

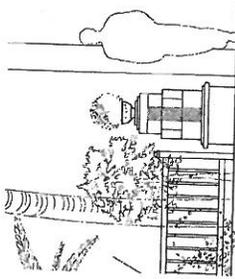
E. J. S.
 DESIGN CONSULTING, INC.
 386.453.4341
 www.DesignKreations.com



— ELEVATION VIEWING WEST —
 SCALE: 3/16" = 1'-0"



— ELEVATION OF TREETLIS —
 SCALE: 3/16" = 1'-0"



— DETAIL OF ENTRY-NEWEL —
 SCALE: 1/2" = 1'-0"

DEMONSTRATION PROJECT:
RIVERFRONT PARK
MASTER PLAN
 DOWNTOWN DAYTONA BEACH

conceptual - not for construction