

# DOWNTOWN DEVELOPMENT AUTHORITY

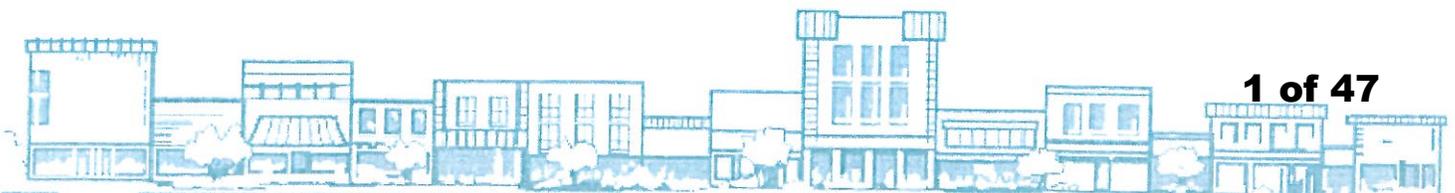
P.O. Box 2451 ♦ DAYTONA BEACH, FL 32115-2451 ♦ (386) 671-8180

## AGENDA

Tuesday, January 25, 2011 8:00 a.m.  
Conference Room 149-B

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

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1. **Call to Order**
  2. **Roll Call**
  3. **Approval of Minutes: December 29, 2010**
  4. **Funding Request: Graphic Artist for Branding**
  5. **Funding Request: Marketing for Downtown Trolley**
  6. **DBPA 2010/11 Grant Audit**
  7. **DBPA Grant Quarterly Report**
  8. **DBPA Update**
  9. **Staff Update**
  10. **Public Comments**
  11. **Other Business**
  12. **Adjournment**



**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES**

**December 29, 2010**

There was a meeting of the Downtown Development Authority held on Tuesday, December 29, 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  
Ms. Stacey Lipton  
Mr. Jack White

**Staff Members Present**

Mr. Paul McKitrick, Deputy City Manager/Development Services Director  
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 8:08am.

**2. Roll Call**

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

Mr. Abraham noted the need to streamline meeting procedures and clarify discussions to keep the minutes from becoming prohibitively lengthy.

**3. Approval of the Minutes of November 23, 2010**

**Board Action**

Ms. Cook made a motion to approve the minutes of November 23, 2010. Ms. Lipton seconded the motion and it was approved unanimously (4-0).

4. **Funding Request: Valentine's Day - Brighthouse Commercials**

Mr. Jeffries outlined a request for \$2,500 to advertise shopping and dining Downtown through Brighthouse cable and as reruns the advertisements would have no production costs. He stated there was \$13,435 available in the budget.

Mr. Abraham asked how effective the advertisements had been from a merchant perspective.

Ms. Lipton stated that the advertisements had been very effective.

Ms. Cook stated that Brighthouse was willing to work with the DDA and provide reduced rates, emphasizing that the commercials proved to be the biggest "bang for the buck".

Mr. White recommended that in the future, the funding for the Valentine's Day commercials be included in the budget in advance in order to better anticipate the cost.

Ms. Quanita of Quanita's Ballroom noted that Valentine's Day fell on a Monday and asked if stores would be open the Sunday prior.

Ms. Cook noted that the Valentine's Day events would fall on the Saturday prior to Valentine's Day.

Mr. Jeffries stated that Staff would work with merchants to try to effectively coordinate Valentine's Day events.

**Board Action**

Ms. Lipton made a motion to approve a request for \$2,500 to advertise shopping and dining Downtown through Brighthouse Cable. Ms. Cook seconded the motion and it was approved unanimously (4-0).

5. **Event Budget Approval: Lovin' the Downtown**

Mr. Jeffries noted changes to the event funding process. He stated that as part of the DBPA 2010/11 Work Plan approval, the DDA requested that budgets for individual events be approved by the DDA in advance of the event.

Ms. Weiss outlined a request for \$5,000 of marketing expenses to fund the Lovin' the Downtown event, highlighting \$700 for postcards; \$500 for Think Magazine advertising; \$300 for flyers; \$300 for posters; \$300 for News-Journal advertising; \$500 for direct mail advertising; \$1,500 for radio advertising; \$500 for banners;

and \$400 for design of a logo. She stated that the DBPA was moving in a new direction related to events, and that in the past, single events were individually

promoted, while now and in the future through Downtown Holiday Central, there was a shift to multi-week promotions. She stated that with the new direction, instead of budgeting \$5,000 for one or two day events, \$7,000 was budgeted for events spanning eight weeks, and noted more merchant participation. She stated that individual events could be plugged into the overall marketing plan and outlined the schedule of events for the year, with Valentine's Day in the winter, the Art of Automobiles in spring, Summer Sports, and Rock & Rhythm/Beach Street Barbecue in autumn. She highlighted the differences between the old and new event planning process, emphasizing the seasonal focus versus event focus, and noted the event time span of multiple weeks versus a one to two-day event; the hours being more cooperative than conflicting with regular business hours; the promotion of shopping and dining Downtown over a period of time versus promoting for future return; and the organization by the DBPA versus partnered events. She stated that the Lovin' the Downtown budget request was a retail request with mini events, falling from the third week of January throughout February.

Mr. Abraham asked if the Lovin' the Downtown event could be tied into the Brighthouse advertising.

Ms. Weiss stated that the Downtown Holiday Central banners, website and such would be utilized, and stated that she would research business promotions.

Mr. White noted that the February events were part of a broader frame of events.

Ms. Weiss emphasized the goal of the DBPA to approach events in a comprehensive way, noting that too much money had been spent on one-day, small-scale events.

Ms. Lipton expressed concern regarding keeping the "sizzle" of events, as well as maintaining the identity of Downtown areas, such as the jewelry district, and also noted concern about events the remainder of the year.

Mr. White stated that the budget spanned the entire year.

Ms. Lipton emphasized the need for events every month.

Mr. Abraham stated that there were limited funds committed to marketing to the DBPA, noting that the DDA was not the only funding source.

Mr. Jeffries stated that he would work with the DBPA to prepare a more fleshed-out plan.

Ms. Weiss emphasized that a comprehensive plan gave more flexibility in event planning.

**Board Action**

Mr. White made a motion to approve the request for \$5,000 of marketing expenses to fund the Lovin' the Downtown event. Ms. Cook seconded the motion and it was approved unanimously (4-0).

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

Mr. Jeffries updated the Board on the request from the Marina Point Association and the Marina Point Harbor Condominium Association to remove the three residential towers from the taxing district. He stated that Staff had proposed that the CRA provide \$80,000 of funding towards the replacement of water and sewer utilities, approximately 15% of the total cost, with the property owners providing the remainder of the funding, with the condition that the residential association would have to stipulate to an additional 50 units of residential development in Marina Point; the offer was declined. He noted that the annual tax revenue from Marina Point totaled \$14,815, approximately 13% of the total annual revenue received by the DDA. He outlined the amendment process that would be followed to amend the DDA boundaries, noting that the \$30,000 would have to be borne by the DDA.

Mr. Abraham noted that there was no money budgeted for such a process.

Ms. Cook asked about any recourse from Marina Point should the DDA deny their request.

Mr. Jagger stated that the amendment process was the only way to amend the boundaries and that Marina Point must ultimately abide by the DDA's decision, noting that the amendment procedure was designed to be onerous.

Mr. White expressed concern with setting a precedent in allowing entities to request removing from the DDA.

Mr. McKitrick asked if the DDA was legally bound to underwrite the cost of the amendment process.

Mr. Jagger stated yes the DDA was obligated to underwrite the cost as stated in the Special Act.

Mr. John Nicholson, 413 N. Grandview, asked if Marina Point could pursue legal recourse in suing the DDA should their request be denied.

Mr. Jagger stated no.

Mr. Abraham asked if Marina Point had tangible benefits to being in the DDA.

Mr. Jeffries emphasized that many of the issues of Marina Point were not related to the DDA.

Ms. Lipton asked for clarification as to the water utility issue.

Mr. Jeffries stated that Marina Point was an older development with an undersized water line, and the residents wanted a water line that was up to City standards with individual meters.

Ms. Lipton asked who owned the land for future development.

Mr. Jeffries stated that the land was owned by the bank.

No motion was made by any Board member regarding the matter.

7. **Discussion: Event Funding Criteria**

Mr. Jeffries stated the event funding criteria had been revised based on discussion from the previous month's meeting. He noted that the application was largely the same and stated that certain criteria remained too subjective.

Ms. Lipton asked how long in advance an application for event funding needed to be submitted.

Mr. Abraham stated that applications for event funded needed to be submitted a minimum of three months in advance.

Ms. Lipton asked for clarification on page 23, item 1 of the staff report, regarding demonstrable benefit to Downtown.

Mr. Jeffries noted the need for specific criteria to show benefits to Downtown.

Ms. Cook asked for clarification as to funding via reimbursement versus via funding given beforehand.

Mr. Jeffries stated that the DDA only funded permit fees, with the rest of funding money transferred from the DDA to Cultural Services.

**Board Action**

Mr. White made a motion to approve the proposed event funding criteria subject to Board comments and concerns regarding mission statements and goals. Ms. Cook seconded the motion and it was approved unanimously (4-0).

**8. Discussion: French Market**

Mr. Jeffries stated that the French Market had concluded its six-day pilot project, noting that the event had been successful and drew thousands of customers to the Downtown area on Saturdays. He stated that Ms. Lipton had prepared a memo summarizing the benefits of the event to Downtown and noted the request to continue the event in the spring.

Ms. Lipton outlined the benefits of the French Market to Downtown, noting estimates of 2,500 to 6,000 customers traveling to the Downtown area each French Market day, some from up to an hour away, and leaving with a positive Beach Street experience and the desire to return. She outlined the expenses of the project and noted that she had no control over the number of empty spaces, but stated that she had not used all funding that had been allocated to the project.

Mr. Jeffries further outlined the expenses for the project, noting the budget allocated versus money spent.

Ms. Quanita of Quanita's Ballroom noted a potential event conflict from February 24<sup>th</sup> to 27<sup>th</sup> and highlighted plans for a mini-event in February done in conjunction with the French Market, and noted that advertising was beginning for a multicultural event in March in partnership with the French Market.

Ms. Lipton noted possible partnering with the Farmer's Market as well.

Ms. Quanita stated that money was used more effectively in partnered events, and stated that while the February Winter Jam event was ticketed, the Ballroom/French Market event was free.

Mr. Jeffries stated that Staff recommended approval of up to \$3,000 in funding for three events.

Ms. Cook expressed her appreciation to Ms. Lipton for her work with the French Market and noted concern with future challenges, such as potential squatters.

Mr. McKitrick provided an update with the Streetscape project, noting that it was in the process for summer, and emphasized the need for communication between supporters and opposition to the project.

Ms. Lipton concurred with the need for better communication, noting that meetings discussing the project had been confusing.

Mr. McKitrick emphasized the need to highlight the benefits of the project.

Mr. Abraham reiterated appreciated to Ms. Lipton for her work.

### **Board Action**

Mr. White made a motion to approve up to \$3,000 of funding for three events. Ms. Cook seconded the motion and it was approved unanimously (4-0).

### **9. Discussion: Merchant Survey**

Mr. Jeffries outlined a draft of the Downtown merchant survey, touching on Downtown marketing, events, and general information.

Ms. Lipton recommended amending question 11, related to perceived effectiveness of events for local businesses, to include suggestions for other events. She also suggested compiling a list of names and addresses for Downtown merchants.

### **10. DBPA Update**

Ms. Weiss presented updates from the DBPA, reiterating the intention to move in the direction of promoting periods of time instead of individual events, and noting that the DBPA was looking for event criteria as well; she stated that the DBPA hoped to adopt the DDA event funding criteria to support events. She also noted that the Daytona Beach trolley had been approved to serve the Downtown area as well, with a launch of the Downtown route in late February.

Ms. Lipton asked for further details regarding the route of the trolley, drop-off points, and signage.

Mr. Jeffries stated that the trolley route had been approved from International Speedway Boulevard south to Orange Avenue.

Ms. Cook recommended considering amending the route to go north from ISB and then loop south at the News-Journal Center.

Mr. Nicholson asked about the funding sources for the trolley routes.

Mr. Jeffries stated that some funding divided among the general fund, Downtown/Balough Road, and Main Street/South Atlantic, noting that funding was broken down by route.

Ms. Weiss noted maps of the trolley routes.

Ms. Cook asked for updates regarding the Farmer's Market Manager.

Ms. Weiss stated that third-party trash pickup had been completely eliminated, with vendors being responsible for the bulk of their trash and the manager taking care of smaller trash items, and stated that the manager was currently fully meeting expectations.

Ms. Cook asked for updates regarding the Downtown website.

Ms. Weiss stated that DaytonaDowntown.com was active, but still hosted by another website.

Ms. Lipton noted that plans for the vacant corner lot could affect the French Market.

Ms. Weiss stated that she was aware of concerns and that construction would occur between spring and fall to minimize impact on local business and events.

**11. Staff Update**

Mr. Jeffries provided the Board with updates regarding issues brought before the Downtown/Balough Road Redevelopment Area Board on December 7, 2010.

Ms. Lipton noted that some public buildings were falling into disrepair.

Mr. Nicholson noted that poinsettias needed to be brought inside before cold snaps.

Mr. Jeffries stated that the flowers were the responsibility of the CRA and would be replaced by petunias.

Ms. Lipton asked if the appearance of parking lot entrances could be improved.

Mr. Jeffries stated that he would look into the possibility.

**12. Public Comments**

There were no public comments.

**13. Other Business**

There was no other business.

14. **Adjournment**

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

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Bob Abraham, Chairman

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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**

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DATE: January 20, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Request to Fund Graphic Artist for Branding

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At the November 2010 Downtown Development Authority (DDA) meeting, the Authority funded two marketing firms (Mastando Media & Marketing and Kelli with an Eye Marketing & Promotions) to create proposals for a Downtown brand. The proposals from both firms are attached. The representatives will be at the Authority meeting to present their concepts. Staff is requesting the DDA select a preferred firm based on the materials in this packet and the presentations.

The selected marketing firm will work with the DBPA Promotions Committee to refine the brand concepts. 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.

The DDA has \$7,000 budgeted in the Project line item. \$1,000 was authorized for the development of the concepts by the two marketing firms.

# DDA Logo Presentation.

Submitted by:

**MASTANDO**  
MEDIA & MARKETING

LOCALLY FOCUSED, WITH A WORLD OF KNOWLEDGE

[www.MastandoMedia.com](http://www.MastandoMedia.com) | 386.846.4292 | [Mike@MastandoMedia.com](mailto:Mike@MastandoMedia.com)

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Your Logo.

cmyk version



THE DOWNTOWN **EVERYTHING** DISTRICT

black version



THE DOWNTOWN **EVERYTHING** DISTRICT

rgb version



THE DOWNTOWN **EVERYTHING** DISTRICT

one color version



THE DOWNTOWN **EVERYTHING** DISTRICT

one color version



THE DOWNTOWN **EVERYTHING** DISTRICT

## Your Logo Dissected.

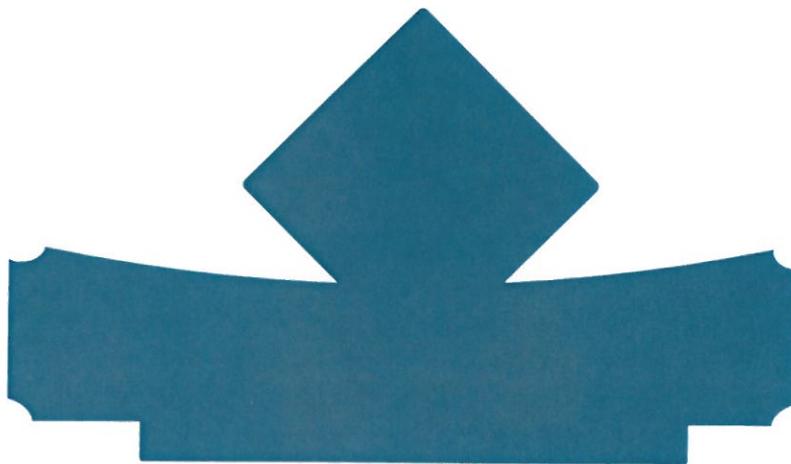


### Symbolism:

Icons represent shopping & commerce, entertainment, environment, dining. We wanted to keep symbols as comprehensive as possible to represent the annual Downtown offerings. The diamond shape with softened corners reflects the pavers found along many Downtown sidewalks and roads.

However, the logo is wonderfully flexible. Imagery can easily be changed as the area evolves and/or changes longterm and short term. For instance, the “pavers” can depict motorcycle-related icons during bike week or four food items for a marketing piece targeted at advertising the Farmers Market. We considered a baseball, but given the seasonal nature of the game, we opted not. However, we can use a baseball on one of the “pavers” for more targeted communications during the season.

Downtown is ever-changing but grounded in history, so we essentially wanted to make sure that the logo could easily make residents, business-owners, investors and others feel like their interests are or easily can be represented.



In an effort to differentiate Downtown Daytona Beach from your typical high-rise populated, traffic-ridden idea of a Downtown, we felt that using the village-style street sign to “hold” all of the other elements would communicate a quaint, welcoming and nostalgic ambiance, with the addition of a slight upward arc to intimate that it is a lively area filled with activity.

Your Tagline.

## THE DOWNTOWN **EVERYTHING** DISTRICT

A “tagline” should succinctly say what a product is or does. Everyone we interviewed has a different idea of the purpose of Downtown Daytona Beach.

So we decided to say just that.

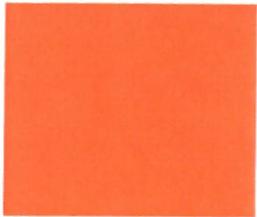
Again, this offers flexibility with marketing and event materials, which has been an overall goal of our creative process. For example, we can make the tagline specific to shopping for an marketing piece targeting shoppers:



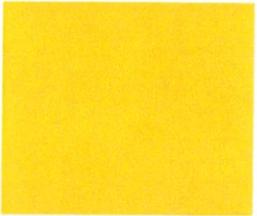
# Your Color Palette.



CMYK: 96 45 13 6  
RGB: 0 113 165  
Hex: #336699



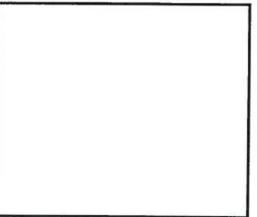
CMYK: 10 58 84 1  
RGB: 221 128 65  
Hex: #CC6633



CMYK: 0 10 80 0  
RGB: 255 223 79  
Hex: #FFCC33



CMYK: 47 19 60 1  
RGB: 144 172 127  
Hex: #669966



CMYK: 0 0 0 0  
RGB: 255 255 255  
Hex: #FFFFFF

Your palette is inspired by the natural beauty that envelopes the Downtown area - water, foliage, earth and sunshine. The hues are muted but bold, paying tribute to the area's deep roots and history. We avoided fluorescents and more primary colors that might intimate an area that is too new and not rooted in the past.



[www.KelliWithAnEye.com](http://www.KelliWithAnEye.com)  
(386)290-1365 • [kellibeasley@cfl.rr.com](mailto:kellibeasley@cfl.rr.com)  
15 Walnut Lane, Ormond Beach, FL 32174

## IGNITING LIFE

### *Downtown Daytona Beach*

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.

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.

The tagline I chose for the new Downtown logo is *Igniting Life*, which corresponds to lighting up the Downtown through work, play, living, eating and shopping. Life happens on a daily basis, and it needs to happen Downtown, both during the day and in the evening.

I submitted 3 logos using the same tagline to give a variation of different ways to go for promoting Downtown Daytona Beach.

- a) A palm tree was chosen as the graphic, since Beach Street is lined with beautiful palm trees which are one of the focal points of the area. The font for Igniting Life in this logo looks like it's igniting, which plays well with the tagline.
- b) The ISB Bridge was chosen as the graphic (done as line art) for this logo, because it transports people to and from Beach Street, and again, is one of the beautiful focal points of the area. The palm tree was used to accent the bridge, as well as smaller palm trees being added to the top of the bridge. I didn't want to take away from the structure in this logo, so a different font was chosen that wasn't so bold.
- c) A water theme was chosen as the graphic for this logo, because of Beach Street's location across from the beautiful Halifax River. The font for Igniting Life in this logo looks like it's under water w/seaweed/bubbles. Color was also added to this logo to bring it to life.



Historic Downtown Daytona Beach



# IGNITION LIFEE



HISTORIC DOWNTOWN DAYTONA BEACH

**WINTERING**

**life**

**BOWNTOWN DAYTONA BEACH**





**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

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DATE: January 20, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Request to Fund Marketing for Downtown Trolley

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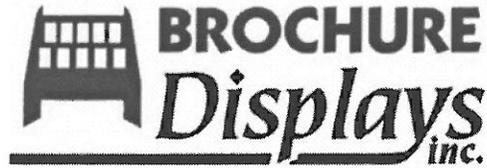
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The Community Redevelopment Agency (CRA) approved the funding of the Votran Trolley to provide services to Downtown from the Beachside. The trolley will connect the Downtown with the Ocean Center and Main Street. The trolley service should provide a transportation service to bring tourists from the Beachside hotels to shop and dine in Downtown

Staff has been working with the DBPA, DDA and Votran to market the trolley service and Downtown to potential tourist costumers. Votran is in the process of updating it's marketing for the Trolley to include the promotion of Downtown as a destination. The DBPA will also be coordinating its marketing efforts to promote the trolley service where applicable. Staff will present more detailed information on the marketing efforts at the meeting.

In addition to Votran's and DBPA's efforts, staff is proposing to fund a hotel rack program to advertise Downtown shopping and dining to potential tourist costumers. The recently completed Retail Market Study for Downtown identified tourists as a potential customer base for Downtown. Staff is recommending that the DDA fund Downtown rack card distribution in 103 locations (Daytona Beach C Program) for a cost of \$5,000. The cost includes card distribution for one year and card design.

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 and \$2,500 (approved 12/29/10) for Valentine's Day advertising on Brighthouse Cable. The DDA has \$10,935 available in the Downtown Marketing line item for FY 2010/11.



## FLORIDA

### BROCHURE DISTRIBUTION PROGRAMS & PRICING

BROCHURE DISPLAYS, INC. is headquartered in Daytona Beach, Florida, and has provided professional brochure distribution along Florida's northeast coast for over 44 years. Areas covered include the Greater Daytona Beach Resort Area, New Smyrna Beach, nearby Deland and the Palm Coast, plus Historic St. Augustine and Jacksonville & the Beaches. Our Atlanta Division provides distribution in the state of Georgia, along with portions of the states of Tennessee, South Carolina and North Carolina.

Service Program	Service Interval	Locations	Area of Service	Rate
● FL-A DAYTONA BEACH (All Inclusive)	Displays in this program may require service weekly, twice a month and a few once a month	344	The Greater Daytona Beach Resort Area	\$599.00 Monthly

**DESCRIPTION:** The FL-A program consists of all locations in the greater DAYTONA BEACH RESORT AREA, including New Smyrna Beach, Deland and Palm Coast. **NOTE:** All FL-B and FL-C display locations are included in this FL-A package.

● FL-B DAYTONA BEACH (Standard)	These displays may require service weekly, twice monthly or service once each month	325	The Greater Daytona Beach Resort Area	\$588 Monthly
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**DESCRIPTION:** The only difference in FL-A & FL-B is the exclusion of about 20 small displays located in properties that cannot accommodate our regular size displays. Thus, when all pockets in the small displays are full, the FL-A package is sold out, making FL-B our standard program. **NOTE:** All Special FL-C locations are included in this Standard FL-B program.

● FL-C DAYTONA BEACH (Special)	Displays in this program are in some of the busiest locations, normally serviced twice weekly	103	The Greater Daytona Beach Resort Area	\$375 Monthly
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**DESCRIPTION:** Display racks in our Special FL-C program are located in motels, hotels and businesses generally having the greatest volume of tourist traffic and brochure usage. These locations require servicing much more frequently, especially during special events and peak vacation periods throughout the year.

● FL-D JACKSONVILLE	Most displays in this program require service every week, and only a few twice a month	140	Jacksonville Market ONLY (All locations)	\$197 Monthly
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●● FL-E COMBINATION	These displays are generally serviced weekly, but some only need service twice monthly	293	Jacksonville & St. Augustine COMBINATION	\$439 Monthly
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**DESCRIPTION:** The FL-E service program is available only to businesses actually located in St. Augustine or Jacksonville. It consists of all our display rack locations in both the Jacksonville FL-D & St. Augustine FL-F/a programs, PLUS 15 to 20 additional 'counter-top' displays at area businesses where only local tourism information is allowed to be displayed.

● FL-F ST. AUGUSTINE	Displays in these 2 programs may be serviced weekly, twice a month, and some monthly	130 113	St. Augustine Market ONLY (2 Packages)	FL-F/a \$229 FL-F/b \$198
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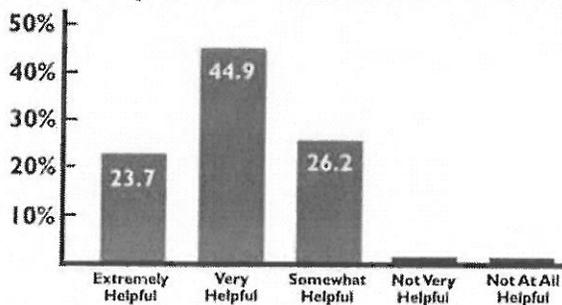
- Space (pockets) in our brochure display racks are sold on a first come, first served basis.
- Rates listed above represent FLORIDA markets only. GEORGIA Division rates are available separately.
- Rate sheets are adjusted periodically to accurately reflect the number of displays in each program.
- Rates for all service programs are based on an initial contract for 12 consecutive months of service.
- The colored 'dots' beside each program listed match the respective service program on our coverage map.
- Digital Press, Inc. is our state-of-the-art printing company that offers all our distribution clients a significant discount off regular rates for graphic design & printing, including rack cards and brochures for distribution.

**CORPORATE ADDRESS:** P.O. BOX 10270 / DAYTONA BEACH, FLORIDA 32120 / 386-271-5500 / 800-343-3478  
[www.brochuredisplays.com](http://www.brochuredisplays.com) / [www.digitalpressonline.com](http://www.digitalpressonline.com) / [www.colorcards2go.com](http://www.colorcards2go.com) / [www.visitorconnection.com](http://www.visitorconnection.com)

## The Facts Behind...

# BROCHURE DISTRIBUTION

### How Helpful Were Brochures From Racks



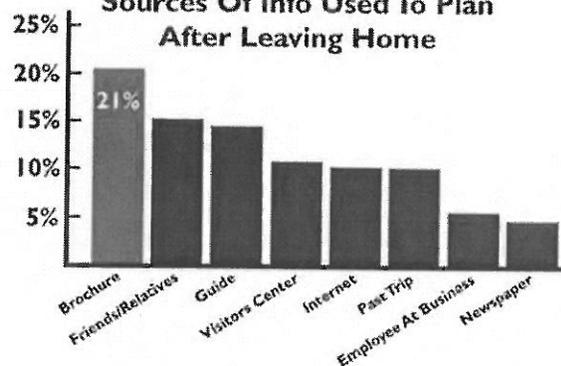
### Trip Planning

- Overall, **62%** of respondents were seeking trip information since leaving home
- Brochures were the most frequently used source of information during the trip (**21%**)
- In excess of **36%** of all respondents who selected a brochure agreed they changed travel plans due to information on the brochure

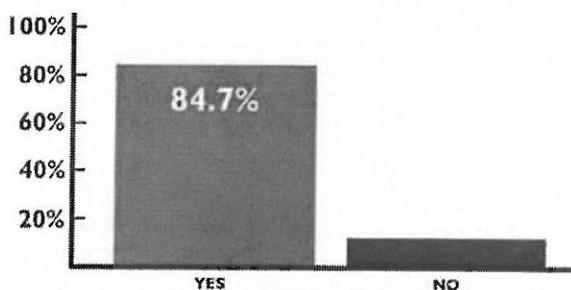
### Seeing and Using Brochure Racks During Trip

- Overall, **81%** of respondents saw the brochure rack located at the survey site
- Over **84%** of non-resident respondents on a leisure trip saw brochure racks
- **65%** of those who saw a rack, selected a brochure at the survey location

### Sources Of Info Used To Plan After Leaving Home



### Became Aware Of Service Or Attraction



### Impacts of Getting a Brochure During Trip

- Nearly **85%** of respondents who selected a brochure stated they became aware of a service or destination of interest
- Just over half of respondents (**52%**) who gathered a brochure were very likely to visit someplace or purchase something at a business or destination shown on the brochure in the next 6 months

This research clearly shows the importance of brochure distribution racks for information, planning, and purchases during a trip, especially a multi-day leisure trip by non-residents. Findings indicate that brochures are the most widely used source of information for during-trip planning. Brochures changed travel behavior for over a third of respondents who gathered a brochure. Furthermore, the influence of a brochure does not end immediately after collection as over half of respondents were very likely to purchase something or visit a destination shown on a brochure in the next six months.

Prepared by: Patrick Tierney Ph.D., San Francisco State University

## ~ FREQUENTLY ASKED DISTRIBUTION QUESTIONS ~

Brochure Displays, Inc. provides professional brochure distribution in major markets in the states of Florida, Georgia, Tennessee, South Carolina and North Carolina, disseminating tourism related brochures, rack cards, etc. to the traveling public. We use of our own attractive, custom made display racks placed in high tourist traffic businesses such as information centers, hotels & motels, family oriented restaurants, campgrounds and the like, all carefully selected.

When considering using a professional brochure distribution service, one should be aware of the following restrictions: Material must meet our quality standards and cannot exceed 4" X 9" without special prior planning, and there can be no mention of lodging of any kind due to the vast majority displays located in hotels or motels. Brochure Displays, Inc. will be glad to provide 'Tip Sheets' on design and printing with more helpful information. Here are some common questions and answers pertinent to our service that will give you more insight:

**Q: *Does the client or distribution company furnish the brochures or rack cards?***

A: Clients must furnish the material to be distributed, but our state-of-the-art, high tech digital printing company, Digital Press, Incorporated, will assist distribution clients through the design & printing process at a cost substantially less than our normal rates. Otherwise, clients are free to have material designed and printed elsewhere, so long as our production standards are met and the material is shipped to our designated facility pre-paid.

**Q: *How many brochures/rack cards does a distribution company normally use?***

A: Many variables determine the quantity of material needed for professional distribution. While there is no way to determine an actual monthly usage in the beginning, our rule of thumb to get started requires that new clients print enough to initially fill their pocket(s) in each display rack in the service programs they choose... then, we request an additional quantity of at least 50% more to ensure that we have enough on hand for regular replenishment for a time by our route drivers. Nationally known attractions typically use a much greater quantity than local area attractions, but lesser known attractions sometimes use just as many by creating a design that is unique and stands out with bright colors, bolder fonts and overall attractiveness. Other factors that may also have an affect on usage include the content, type of business, product or service, discount coupon, use of color and an attention grabbing heading, to name a few.

**Q: *How long does the initial quantity usually last?***

A: The initial quantity could last two months or 12 months - there is no way to know. We monitor inventory very carefully, and when we are down to the last case in inventory, we notify the client first by phone, and then send a follow-up letter to request a supplemental supply to keep distribution going and avoid running out and having an interruption of service. The supplemental quantity request is based on how fast the material has been moving (picked up), with consideration given to time of year and peak tourism seasons. When a client wants to use a completely new design, rendering the existing material obsolete, a 'complete changeover' is necessary. This is like starting over, so a greater quantity is needed. With over 44 years in the distribution business, we generally know after a few months we can determine the average monthly use, but prefer to see the design prior to printing in order to offer suggestions, if necessary, to help save our clients money and enhance usage... based on our years of experience.

**Q: *Should I use a folding brochure or rack card, and is there a significant difference in cost?***

A: It may be more feasible and cost effective to use a color rack card printed both sides, but if you have a need to promote your business in greater scope, a folding brochure may be preferable. The cost of printing a 4"X9" FOLDING BROCHURE vs. RACK CARD differs, based on a number of variables, i.e. paper stock used, number of panels/folds, quantity, etc. Whether a color rack card is printed on one side or both sides usually does not affect its cost. We prefer 80# text paper stock for a folding brochure, with the final fold having a vertical paper grain for more stability to resist folding over in the pocket. We prefer 10 point card stock (not *cover* stock), coated both sides, for rack cards... also having a vertical paper grain!

**Q: *Does the monthly cost of distribution change depending on quantity of material used?***

A: The monthly service program cost does not change, regardless of usage. However, there are always peaks and valleys with the changing seasons, so we require new clients to use our service for 12 consecutive months initially. This is so the client can make a fair appraisal of whether or not our service works for them. After the initial 12 months of service, distribution can end or continue on a month-to-month basis, with a 30-day written notice required to cancel. Keep in mind that the quantity of material used will vary between display locations and markets. We recommended that all clients discuss with us the quantity of material needed BEFORE beginning the printing process, especially when using more than one program.

**Q: *How are the spaces/pockets in display rack filled, and how often?***

A: Display racks are serviced by dedicated, uniformed personnel driving late model Sprinter trucks and vans equipped with a GPS tracking system. Route schedules and material position diagrams are computer generated, and bar codes on the displays are scanned at each stop. Locations with the most usage are serviced twice weekly, while others require service once a week or bi-weekly. Smaller properties, i.e. a Bed & Breakfast, may require servicing only once a month.

BROCHURE DISPLAYS, INC.  
 LIST OF DISPLAY LOCATIONS - DAYTONA BEACH SPECIAL "FL-C" PROGRAM

<u>Rooms</u>	<u>Account Name</u>	<u>Address #2</u>
746	Hilton - North Tower	Daytona Beach, FL
575	Halifax Harbor Marina	Daytona Beach, FL
550	Ocean Walk #2	Daytona Beach, FL
356	Encore Super Park	Ormond Beach, FL
323	Plaza Hotel	Daytona Beach, FL
250	Daytona Beach Campground	Port Orange, FL
250	Grand Seas Resort	Daytona Beach, FL
244	Oceans Jewels Club	Daytona Beach, FL
239	Best Western-La Playa	Daytona Beach, FL
211	Holiday Inn at Indigo	Daytona Beach, FL
209	Hawaiian Inn	Daytona Beach, FL
204	Perry's Ocean Edge #1	Daytona Beach, FL
204	Plaza Ocean Club	Daytona Beach, FL
196	Oceanside Inn	Daytona Beach, FL
195	Inn on the Beach	Daytona Beach, FL
193	Royal Floridian Resort	Ormond Beach, FL
180	Days Inn-Speedway	Daytona Beach, FL
170	Americano Beach	Daytona Beach, FL
169	Surfside Hotel	Daytona Beach, FL
159	Harbour Beach Resort	Daytona Beach FL
156	Holiday Travel Park	Bunnell, FL
155	Castaways Resort Hotel	Daytona Beach, FL
154	Harbor Club	Palm Coast, FL
150	Holiday Inn	DeLand, FL
149	Daytona Inn Broadway	Daytona Beach, FL

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BROCHURE DISPLAYS, INC.  
 LIST OF DISPLAY LOCATIONS - DAYTONA BEACH SPECIAL "FL-C" PROGRAM

<u>Rooms</u>	<u>Account Name</u>	<u>Address #2</u>
147	Costillo Del Sol	Ormond Beach, FL
143	Bermuda House	Daytona Beach, FL
142	La Quinta	Daytona Beach, FL
138	Maverick Resort	Ormond Beach, FL
135	Sea Dip - Red Carpet Inn	Daytona Beach, FL
133	Best Western-Aku Tiki Inn	Daytona Beach, FL
130	Holiday Inn	Daytona Beach, FL
128	Best Value Inn	Ormond Beach FL
128	Ramada Inn Speedway	Daytona Beach, FL
122	Hampton Inn	Daytona Beach, FL
122	Residence Inn	Daytona Beach, FL
119	Daytona Sea Breeze	Daytona Beach, FL
118	Quality Inn Aladdin	Daytona Beach, FL
117	Daytona Beach Club	Daytona Beach, FL
114	Islander Beach Resort	New Smyrna Beach, FL
114	Ocean East Resort	Ormond Beach, FL
114	Super 8 Inn	Daytona Beach, FL
112	Howard Johnson's	DeLand, FL
111	Best Western-Mayan Inn	Daytona Beach, FL
110	Makai Motel	Ormond Beach, FL
110	Ocean Shore Resorts	Daytona Beach, FL
104	Georgian Inn	Ormond Beach, FL
100	Boardwalk Inn & Suites	Daytona Beach, FL
100	Country Hearth Inn	Bunnell, FL
100	Economy Inn	Palm Coast, FL

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BROCHURE DISPLAYS, INC.  
 LIST OF DISPLAY LOCATIONS - DAYTONA BEACH SPECIAL "FL-C" PROGRAM

<u>Rooms</u>	<u>Account Name</u>	<u>Address #2</u>
100	La Quinta	Daytona Beach, FL
100	Nautilus Inn	Daytona Beach, FL
100	Palm Plaza	Daytona Beach, FL
94	Ocean Sand Resort	Daytona Beach, FL
94	Tropical Winds	Daytona Beach, FL
91	Sun Viking Motel	Daytona Beach, FL
87	Bahama House	Daytona Beach, FL
83	Microtel Inn & Suites	Palm Coast, FL
83	Sleep Inn	Ormond Beach, FL
80	Tropic Shores	Daytona Beach, FL
78	Sleep Inn	Palm Coast, FL
77	Comfort Suites	Daytona Beach, FL
76	Days Inn - Tropical Seas	Daytona Beach, FL
76	Silver Beach Club	Daytona Beach, FL
73	Extended Stay Hotel	Daytona Beach, FL
72	Coconut Palm Resort	New Smyrna Beach, FL
72	Fountain Beach Resort	Daytona Beach, FL
68	Comfort Inn	DeLand, FL
60	Fishtail Palm Resort	New Smyrna Beach, FL
60	Outrigger Motel	Ormond Beach, FL
60	Sunglow Condominium	Daytona Beach, FL
54	Plantation Island	Ormond Beach, FL
54	The Cove at Ormond Beach	Ormond Beach, FL
52	Econo Lodge	Ormond Beach, FL
50	Dolphin Motel	Daytona Beach, FL

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BROCHURE DISPLAYS, INC.  
 LIST OF DISPLAY LOCATIONS - DAYTONA BEACH SPECIAL "FL-C" PROGRAM

<u>Rooms</u>	<u>Account Name</u>	<u>Address #2</u>
50	Mainsail Motel	Ormond Beach, FL
46	Best Western	Edgewater, FL
40	Cove Motel	Daytona Beach, FL
40	Cypress Cove Motel	Daytona Beach, FL
40	Marine Terrace	Daytona Beach, FL
32	Perennial Vacation Club	Daytona Beach, FL
31	Beachside Motel	Daytona Beach, FL
22	Atlantic Terrace	Daytona Beach, FL
10	Beach House Motel	Daytona Beach, FL
0	Ambassador R & L Motel	Daytona Beach, FL
0	Avis Rent-A-Car	Daytona Beach, FL
0	Cove at Ormond #2	Ormond Beach, FL
0	Daytona Chamber of Commerce	Daytona Beach, FL
0	Daytona Lagoon	Daytona Beach, FL
0	Daytona Welcome Center	Ormond Beach, FL
0	Destination Daytona Hotel	Ormond Beach, FL
0	FAA-Center Management Dev.	Palm Coast, FL
0	Flagler Chamber	Bunnell, FL
0	Grand Seas Sales Office	Ormond Beach, FL
0	Greyhound Lines, Inc.	Daytona Beach, FL
0	Holiday Host Inc.	Daytona Beach, FL
0	Islander Resort	Daytona Beach, FL
0	La Quinta	Port Orange, FL
0	Marriott/Fairfield	Palm Coast
0	New Smyrna Chamber	New Smyrna Beach, FL

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BROCHURE DISPLAYS, INC.  
LIST OF DISPLAY LOCATIONS - DAYTONA BEACH SPECIAL "FL-C" PROGRAM

<u>Rooms</u>	<u>Account Name</u>	<u>Address #2</u>
0	New Smyrna Utilities Welcome Ctr	New Smyrna Beach, FL
0	New Smyrna Welcome Center	New Smyrna Beach, FL
0	Ponce de Leon Lighthouse	Ponce Inlet, FL

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Count: 103  
Total: 11603  
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BROCHURE DISPLAYS, INC.  
 LIST OF DISPLAY LOCATIONS - DAYTONA BEACH "FL-A" SERVICE PROGRAM

Rooms	Account Name	Address #2
746	Hilton - North Tower	Daytona Beach, FL
725	Bulow Village Campground	Flagler Beach, FL 32136
575	Halifax Harbor Marina	Daytona Beach, FL
550	Ocean Walk #2	Daytona Beach, FL
418	Carriage Cove	Daytona Beach, FL
380	Daytona Beach Resort	Daytona Beach, FL
375	Nova Family Campground	Port Orange, FL
356	Encore Super Park	Ormond Beach, FL
350	Orange Isle Campground	Port Orange, FL
350	Sea Woods Condominium	New Smyrna Beach, FL
330	Ocean Walk Condominium	New Smyrna Beach, FL
323	Plaza Hotel	Daytona Beach, FL
308	Rose Bay Travel Park	Port Orange, FL
301	Holiday Village Mobile Home Park	Ormond Beach, FL
300	Ocean Village Apts	Ormond Beach, FL
270	New Smyrna Beach Campground	New Smyrna Beach, FL
250	Daytona Beach Campground	Port Orange, FL
250	Grand Seas Resort	Daytona Beach, FL
244	Oceans Jewels Club	Daytona Beach, FL
239	Best Western-La Playa	Daytona Beach, FL
211	Holiday Inn at Indigo	Daytona Beach, FL
209	Hawaiian Inn	Daytona Beach, FL
204	Perry's Ocean Edge #1	Daytona Beach, FL
204	Plaza Ocean Club	Daytona Beach, FL
200	International RV & Campground	Daytona Beach, FL
200	Sugar Mill Ruins Travel Pk.	New Smyrna Beach, FL
196	Oceanside Inn	Daytona Beach, FL
195	Inn on the Beach	Daytona Beach, FL
194	Daytona Beach Regency	Daytona Beach, FL
193	Royal Floridian Resort	Ormond Beach, FL
180	Days Inn-Speedway	Daytona Beach, FL
170	Americano Beach	Daytona Beach, FL
169	Surfside Hotel	Daytona Beach, FL
159	Harbour Beach Resort	Daytona Beach, FL
156	El Caribe Motel	Daytona Beach, FL
156	Holiday Travel Park	Bunnell, FL
155	Castaways Resort Hotel	Daytona Beach, FL
154	Harbor Club	Palm Coast, FL
151	Casa Del Mar	Ormond Beach, FL
150	Holiday Inn	DeLand, FL
149	Daytona Inn Broadway	Daytona Beach, FL
147	Costillo Del Sol	Ormond Beach, FL
144	Days Inn	Ormond Beach, FL
144	Pelican Condominium	New Smyrna Beach, FL
143	Bermuda House	Daytona Beach, FL
142	La Quinta	Daytona Beach, FL
142	La Quinta #2	Daytona Beach, FL
138	Maverick Resort	Ormond Beach, FL
135	Sea Dip - Red Carpet Inn	Daytona Beach, FL
135	Suburban Lodge	Daytona Beach, FL

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BROCHURE DISPLAYS, INC.  
 LIST OF DISPLAY LOCATIONS - DAYTONA BEACH "FL-A" SERVICE PROGRAM

Rooms	Account Name	Address #2
133	Best Western-Aku Tiki Inn	Daytona Beach, FL
130	Beverly Beach Campground	Beverly Beach, FL
130	Caribbean Condominium	Daytona Beach, FL
130	Errol by the Sea Condominium	New Smyrna Beach, FL
130	Holiday Inn	Daytona Beach, FL
130	Marriott Courtyard	Daytona Beach, FL
128	Best Value Inn	Ormond Beach FL
128	Ramada Inn Speedway	Daytona Beach, FL
122	Hampton Inn	Daytona Beach, FL
122	Residence Inn	Daytona Beach, FL
120	Days Inn	Daytona Beach, FL
120	Sea Coast Gardens #1	New Smyrna Beach, FL
120	Sea Coast Gardens #3	New Smyrna Beach, FL
119	Daytona Sea Breeze	Daytona Beach, FL
118	Quality Inn Aladdin	Daytona Beach, FL
117	Daytona Beach Club	Daytona Beach, FL
117	Hampton Inn	Daytona Beach, FL
114	Islander Beach Resort	New Smyrna Beach, FL
114	Moon Tide Condominium	New Smyrna Beach, FL
114	Ocean East Resort	Ormond Beach, FL
114	Super 8 Inn	Daytona Beach, FL
112	Bahamian Club	New Smyrna Beach, FL
112	Howard Johnson's	DeLand, FL
111	Best Western-Mayan Inn	Daytona Beach, FL
110	Makai Motel	Ormond Beach, FL
110	Ocean Shore Resorts	Daytona Beach, FL
104	Georgian Inn	Ormond Beach, FL
104	Holiday Inn Suite Hotel	New Smyrna Beach, FL
103	Super 8	Daytona Beach, FL
102	Colony Beach Condo	New Smyrna Beach, FL
100	Boardwalk Inn & Suites	Daytona Beach, FL
100	Country Hearth Inn	Bunnell, FL
100	Economy Inn	Palm Coast, FL
100	Embry Riddle-Field House	Daytona Beach, FL
100	Hilton Garden Inn	Daytona Beach, FL
100	La Quinta	Daytona Beach, FL
100	Nautilus Inn	Daytona Beach, FL
100	Palm Plaza	Daytona Beach, FL
98	Comfort Inn Seabreeze	Daytona Beach, FL
98	Town & Country Camp Ground	Daytona Beach, FL
97	Coral Beach Motel	Ormond Beach, FL
97	Thunderbird Beach Motel	Daytona Beach, FL
94	Homewood Suites	Daytona Beach, FL
94	Ocean Sand Resort	Daytona Beach, FL
94	Tropical Winds	Daytona Beach, FL
91	Sun Viking Motel	Daytona Beach, FL
90	Ocean Watch Condominium	Ormond Beach, FL
87	Bahama House	Daytona Beach, FL
86	Coral Sands Inn	Ormond Beach, FL
86	Heritage Inn	Daytona Beach, FL

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BROCHURE DISPLAYS, INC.  
 LIST OF DISPLAY LOCATIONS - DAYTONA BEACH "FL-A" SERVICE PROGRAM

Rooms	Account Name	Address #2
85	Royal Inn	Daytona Beach, FL
84	Hacienda Del Sol #2	New Smyrna Beach, FL
84	Hampton Inn	Ormond Beach, FL
84	Point East Condominium	New Smyrna Beach, FL
83	Microtel Inn & Suites	Palm Coast, FL
83	Sleep Inn	Ormond Beach, FL
82	East Winds Condominium	Ponce Inlet, FL
80	Emerald Shores Motel	Daytona Beach, FL
80	Tropic Shores	Daytona Beach, FL
79	Super 8 Motel	Daytona Beach, FL
78	Sleep Inn	Palm Coast, FL
78	Southeaster Condo	New Smyrna Beach, FL
77	Comfort Suites	Daytona Beach, FL
76	Days Inn - Tropical Seas	Daytona Beach, FL
76	Econo Lodge	Ormond Beach, FL
76	Silver Beach Club	Daytona Beach, FL
76	Southpoint Condominium	Daytona Beach, FL
75	Plantation Island	Ormond Beach, FL
73	Extended Stay Hotel	Daytona Beach, FL
72	Coconut Palm Resort	New Smyrna Beach, FL
72	Fountain Beach Resort	Daytona Beach, FL
72	Seascape Towers	New Smyrna Beach, FL
71	Sunrise Condominium	New Smyrna Beach, FL
70	Ocean Sands Beach Club	New Smyrna Beach, FL
70	Sandpoint Condo	Daytona Beach Shores FL
70	Scottish Inn	Ormond Beach, FL
68	Comfort Inn	DeLand, FL
67	Aquarius Condo	Ormond Beach, FL
67	Jameison Inn	Ormond Beach, FL
62	Oceania Beach Club	New Smyrna Beach, FL
62	Ponce de Leon Condo Towers	New Smyrna Beach, FL
60	Comfort Inn	Orange City, FL
60	Fishtail Palm Resort	New Smyrna Beach, FL
60	Outrigger Motel	Ormond Beach, FL
60	Sunglow Condominium	Daytona Beach, FL
60	University Inn	Deland, FL
58	Shoreham Condo	New Smyrna Beach, FL
57	Surfside	New Smyrna Beach, FL
54	Atlantica of Ponce Inlet	Ponce Inlet, FL
54	Ebb Tide Condominium	New Smyrna Beach, FL
54	Plantation Island	Ormond Beach, FL
54	The Cove at Ormond Beach	Ormond Beach, FL
53	White Surf Condo	Daytona Beach, FL
52	Chateau By The Sea	New Smyrna Beach, FL
52	Econo Lodge	Ormond Beach, FL
51	Catalina Beach Club	Daytona Beach, FL
50	Dolphin Motel	Daytona Beach, FL
50	Hacienda Del Sol #1	New Smyrna Beach, FL
50	Las Brisas Condominium	New Smyrna Beach, FL
50	Mainsail Motel	Ormond Beach, FL

(Updated JUNE 2010)

BROCHURE DISPLAYS, INC.  
LIST OF DISPLAY LOCATIONS - DAYTONA BEACH "FL-A" SERVICE PROGRAM

Rooms	Account Name	Address #2
50	Ocean Palm Inn	Daytona Beach, FL
50	Ocean Reef Villas	New Smyrna Beach, FL
49	Traders Inn	Ormond Beach, FL
48	Budget Inn	Daytona Beach, FL
48	Comfort Inn-Mandarin	Ormond Beach, FL
48	Fantasy Island #2 Motel	Daytona Beach, FL
48	Quality Inn	Daytona Beach, FL
48	Super 8 Motel	Ormond Beach, FL
46	Best Western	Edgewater, FL
45	Ocean Club II	New Smyrna Beach, FL
44	Driftwood Motel	Ormond Beach, FL
44	Sea Scape Inn	Daytona Beach, FL
43	Twenty-Six Twenty-Six Condo	Daytona Beach, FL
42	La Breeze Motel	Ormond Beach, FL
42	Sea Oats Beach Motel	Daytona Beach, FL
42	Seven Seas Resort	Daytona Beach, FL
42	Tropic Sun Towers	Ormond Beach, FL
42	Tropic Sun Towers-B	Ormond Beach, FL
42	Wind Sand Club Condo	New Smyrna Beach, FL
41	Fountain Inn & Suites	Holly Hill, FL
41	Grand Prix	Daytona Beach, FL
41	Ocean Beach Club I	Flagler Beach, FL
41	Red Carpet Inn	Daytona Beach, FL
41	Sahara Motel	Daytona Beach, FL
40	Airline Academy Student Housing	Daytona Beach, FL
40	Aqua Terrace Motel	Ormond Beach, FL
40	Coastal Waters Motel	New Smyrna Beach, FL
40	Cove Motel	Daytona Beach, FL
40	Cypress Cove Motel	Daytona Beach, FL
40	Flagler By-The-Sea Camp.	Flagler Beach, FL
40	Indies House	Ormond Beach, FL
40	Marine Terrace	Daytona Beach, FL
40	Sea Club IV	Daytona Beach, FL
40	Sea Shells Beach Club	Daytona Beach, FL
40	Tropical Manor Motel	Daytona Beach, FL
39	Ocean Trillium Suites	New Smyrna Beach FL
38	Orange Tree Inn	DeLand, FL
38	Safar Inn	Daytona Beach, FL
36	Days Inn	Orange City, FL
36	San Marina	Daytona Beach, FL
35	Streamline Hotel	Daytona Beach, FL
34	Daytona Resort Club	Daytona Beach, FL
34	Shoreline Motel	Daytona Beach, FL
34	Silver Sands Inn	Daytona Beach, FL
33	Fantasy Island #1 Motel	Daytona Beach, FL
32	Chimney Corners Motel	DeLand, FL
32	Collins Sea Horse Motel	New Smyrna Beach, FL
32	Ocean Court	Daytona Beach, FL
32	Perennial Vacation Club	Daytona Beach, FL
32	Red Carpet Inn	Daytona Beach, FL

(Updated JUNE 2010)

BROCHURE DISPLAYS, INC.  
 LIST OF DISPLAY LOCATIONS - DAYTONA BEACH "FL-A" SERVICE PROGRAM

Rooms	Account Name	Address #2
31	Beachside Motel	Daytona Beach, FL
31	Budget Value Inn	Daytona Beach, FL
31	Sand Castle Motel	Daytona Beach, FL
30	Boulevard Motel	DeLand, FL
30	Holiday Shores Beach Club	Daytona Beach, FL
30	Ormond By The Sea Condo	Ormond Beach, FL
30	Royal Holiday Beach Motel	Daytona Beach, FL
28	Lincoln Motel	Daytona Beach, FL
28	Palm Coast Villas	Palm Coast, FL
28	Sage N' Sand	Daytona Beach, FL
28	Sand & Surf Condo #2	Daytona Beach, FL
28	South Shore Motel	Daytona Beach, FL
27	Flamingo Inn	Daytona Beach, FL
26	Beach Quarter's Inn	Daytona Beach, FL
25	Atlantic Economy Inn	Daytona Beach, FL
25	Harris Mobil & R/V Park	Ormond Beach, FL
25	Peck Plaza Condo	Daytona Beach, FL
25	Sunrise Beach Club	Daytona Beach, FL
24	Travel Inn	Daytona Beach, FL
23	Regency Inn	Daytona Beach, FL
23	Relax Inn	Daytona Beach, FL
22	Atlantic Terrace	Daytona Beach, FL
22	Sea Vista	New Smyrna Beach, FL
21	Hawaii Motel	Daytona Beach, FL
21	Ocean Shore Villas	Palm Coast, FL
21	Oceanside 99	Ormond Beach, FL
20	Beach Front Motel	Flagler Beach, FL
20	Beachside Budget Inn	Daytona Beach, FL
20	Nocturne Motel	New Smyrna Beach, FL
20	Scottish Inn	Daytona Beach, FL
20	Scottish Inn	Ormond Beach, FL
20	Sun Deck Motel	Ormond Beach, FL
20	Sunset Inn	Daytona Beach, FL
20	Sunshine Inn	Daytona Beach, FL
19	Coronado Del Mar	New Smyrna Beach, FL
18	Atlantic Budget Inn	Daytona Beach, FL
18	Cozy Villa Motel	Holly Hill, FL
17	Famous Shores	Daytona Beach, FL
16	Ormond Inn	Ormond Beach, FL
16	Side-O-Sea Motel	Daytona Beach, FL
16	Town & Country Motel	Port Orange, FL
15	Sierra Suites	Daytona Beach, FL
14	Lou-Ray Motel	Daytona Beach, FL
14	Ocean Aire Motel	New Smyrna Beach, FL
14	Oceanic Motel	Ormond Beach, FL
14	Skyway Motel	Daytona Beach, FL
13	Studio 1	Daytona Beach, FL
12	DeLand Motel	DeLand, FL
12	Ocean Holiday	Daytona Beach, FL
12	Parkway Motel	Daytona Beach, FL

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BROCHURE DISPLAYS, INC.  
 LIST OF DISPLAY LOCATIONS - DAYTONA BEACH "FL-A" SERVICE PROGRAM

Rooms	Account Name	Address #2
12	Pilot Lodge	Holly Hill, FL
12	Shore Winds Motel	Daytona Beach, FL
11	Jasmine Motel	Daytona Beach, FL
11	Ocean Crest Motel	Ormond Beach, FL
11	Smyrna Motel	New Smyrna Beach, FL
11	Valdora Court	New Smyrna Beach, FL
10	AlA Travel Inn	Ormond Beach, FL
10	Argosy Motel	Ormond Beach, FL
10	Beach House Motel	Daytona Beach, FL
10	Blue Herron Motel	New Smyrna Beach, FL
10	Buena Vista Motel	New Smyrna Beach, FL
10	Dusk to Dawn Motel	Port Orange, FL
10	Eastwood Bed & Breakfast	Deland, FL
10	Fairview Motel	Harbor Oaks, FL
10	Happy Holiday Motel	Daytona Beach, FL
10	Lapponia Motel	New Smyrna Beach, FL
10	Motel 777	Daytona Beach, FL
10	Sandman Motel	Daytona Beach, FL
9	Happy Holiday II	Daytona Beach, FL
8	Alpine Court Motel	Daytona Beach, FL
0	Ambassador R & L Motel	Daytona Beach, FL
0	Avis Rent-A-Car	Daytona Beach, FL
0	Beach Access	Daytona Beach, FL
0	Beach Access	New Smyrna Beach, FL
0	Beach Quarter Inn	Daytona Beach Shores, FL
0	Beach Realty	New Smyrna Beach, FL
0	Beach Side Realty	New Smyrna Beach, FL
0	Cinnamon Beach Club	Palm Coast, FL
0	Citrus World	Ormond Beach, FL
0	Comfort Suites	Ormond Beach, FL
0	Cove at Ormond #2	Ormond Beach, FL
0	Dairy Queen	Ormond Beach, FL
0	Daytona Chamber of Commerce	Daytona Beach, FL
0	Daytona Lagoon	Daytona Beach, FL
0	Daytona Shores Inn	Daytona Beach, FL
0	Daytona State College/ Mori	Daytona BEach, FL
0	Daytona Welcome Center	Ormond Beach, FL
0	Destination Daytona Hotel	Ormond Beach, FL
0	FAA-Center Management Dev.	Palm Coast, FL
0	Flagler Chamber	Bunnell, FL
0	FLorida Beach Destinations	Ormond Beach, FL
0	Global Vacations	Ormond Beach, FL
0	Grand Seas Owners	Daytona Beach, FL
0	Grand Seas Sales Office	Ormond Beach, FL
0	Greyhound Lines, Inc.	Daytona Beach, FL
0	Greyhound Lines, Inc.	DeLand, FL
0	Halifax Historical Museum	Daytona Beach, FL
0	Hampton Inn	Palm Coast, FL
0	Hilton Garden Inn	Palm Coast
0	Holiday Host Inc.	Daytona Beach, FL

(Updated JUNE 2010)  
Page 6

BROCHURE DISPLAYS, INC.  
 LIST OF DISPLAY LOCATIONS - DAYTONA BEACH "FL-A" SERVICE PROGRAM

Rooms	Account Name	Address #2
0	Holiday Inn	Daytona Beach, FL
0	Holly Hill Chamber	Holly Hill, FL
0	I-HOP Restaurant	Daytona Beach, FL
0	I-HOP Restaurant	Daytona Beach, FL
0	I-HOP Restaurant	Ormond Beach, FL
0	Island Breeze Travel Agency	Daytona Beach, FL
0	Islander Resort	Daytona Beach, FL
0	La Quinta	Port Orange, FL
0	Life Guard Station Sun Splash	Daytona Beach, FL
0	Marina Pt.- Dockmaster Ofc.	Daytona Beach, FL
0	Marriott/Fairfield	Palm Coast
0	Museum Of Arts and Science	Daytona Beach, FL
0	Nemec Hall-Stetson University	DeLand, FL
0	New Smyrna Chamber	New Smyrna Beach, FL
0	New Smyrna Utilities Welcome Ctr	New Smyrna Beach, FL
0	New Smyrna Welcome Center	New Smyrna Beach, FL
0	NSB Reality	New Smyrna Beach, FL
0	Ocean Beach	New Smyrna Beach, FL
0	Ocean Properties	New Smyrna Beach, FL
0	Ocean View Manor	Ormond Beach, FL
0	Ocean Walk Shoppes	Daytona Beach, FL
0	Odyssey Travel	Ormond Beach, FL
0	Ormond Beach Chamber	Ormond Beach, FL
0	Palm Coast Realty	Flagler Beach, FL
0	Phoenix East Aviation	Daytona Beach, FL
0	Ponce de Leon Lighthouse	Ponce Inlet, FL
0	Port Orange Chamber	Port Orange, FL
0	Port Orange Travel	Port Orange, FL
0	Regency Inn	Palm Coast, FL
0	Resort Travel Vacation Club	Ormond Beach. Fl
0	Roseborough Travel Agency	Deland, FL
0	Sandpiper Condominium	New Smyrna Beach, FL
0	Sentry Management Inc.	New Smyrna Beach, FL.
0	Singing Surf Campground	Beverly Beach, FL
0	Speed Zone	Daytona Beach, FL
0	Sunny Shore Resort	Daytona Beach Shores, FL
0	Sunshine Timeshares, Inc.	South Daytona, FL
0	Surfcoast Realty	New Smyrna Beach, FL
0	The Shores	Daytona Beach Shores, FL
0	Travelers Inn	Daytona Beach, FL
0	Tropiair Motel	Daytona Beach, FL
0	We Rent Harley's	Daytona Beach, FL
0	Windsor Apartments	Daytona Beach, FL
0	Wyndam #1	Daytona Beach, FL

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 Count: 344  
 Total: 24799  
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**THE CITY OF DAYTONA BEACH****REDEVELOPMENT DIVISION**

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

**MEMORANDUM**

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DATE: January 20, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: DBPA 2009/10 Grant Audit

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Attached is the audit of the DBPA 2009/10 grant expenditures prepared by John L. Myers, PA. Mr. Myers will be present at the meeting to answer any of your questions.

Please note that the report does not present the eligible expenses based on the grant budget approved by the DDA. Staff requested Mr. Myers report the expenses based on the approved grant budget as required by the grant agreement. Instead the report is in the previous format used prior to the implementation of the grant budget. According to the DBPA, to get the report in the same format as the grant budget will incur additional cost.

Staff has included a report showing how the expenses listed in the audit match to the approved grant budget. The Authority approved a total grant amount of \$110,000 for Fiscal Year 2009/10. The audit documented a total of \$95,101 in grant eligible expenses. The audit also documented \$7,724 in eligible expenses above the payments during 2009/10. Staff does not have documentation to verify the eligible expenses. \$5,524 of these expenses are related to DBPA salaries that exceed the grant budget of \$53,900.

Staff is requesting the Authority's review of the audit and documented eligible expenses and direct staff on additional payment to the DBPA.

# DBPA GRANT EXPENDITURES

Grant Eligible Expenses (Work Plan)	Revised DDA Grant	Grant Expenses				Total	Audit	Difference
		1st Quarter	2nd Quarter	3rd Quarter	4th Quarter			
<b>Salaries</b>								
ED Salaries	42,500	10,526.89	12,149.32	10,703.58	9,120.21	42,500.00	100%	
Assistant Salary	2,100	2,424.00	-	-	-	2,424.00	115%	
Benefits	5,950	1,088.92	2,263.72	995.10	1,278.26	5,626.00	95%	
Payroll Taxes	3,350	1,028.41	1,010.24	865.92	445.43	3,350.00	100%	
<b>Salaries Total</b>	<b>53,900</b>	<b>15,068.22</b>	<b>15,423.28</b>	<b>12,564.60</b>	<b>10,843.90</b>	<b>53,900.00</b>	<b>100%</b>	<b>\$ 59,424 (5,524.00)</b>
<b>Overhead</b>								
Office Rent	7,000	2,000.00	1,500.00	1,000.00	1,000.00	5,500.00	79%	
Phone/ Internet	4,000	1,082.46	715.65	673.15	354.63	2,825.89	71%	
<b>Subtotal Rent &amp; Utilities</b>	<b>11,000</b>	<b>3,082.46</b>	<b>2,215.65</b>	<b>1,673.15</b>	<b>1,354.63</b>	<b>8,325.89</b>		<b>\$ 8,776 (450.11)</b>
Office Supplies	700	252.38	66.21	207.61	270.26	796.46	114%	
Misc. Office Expense	500	-	226.46	-	70.00	296.46	59%	
Accounting	3,000	-	-	1,200.00	-	1,200.00	40%	
Membership/Publications	600	-	-	-	206.50	206.50	34%	
Office Printing & Postage	500	82.40	5.64	49.54	100.79	238.37	48%	
<b>Subtotal Office Supplies</b>	<b>5,300</b>	<b>334.78</b>	<b>298.31</b>	<b>1,457.15</b>	<b>647.55</b>	<b>2,737.79</b>		<b>\$ 2,735 2.79</b>
Main Street Conference	375	-	-	-	372.82	372.82	99%	
Town Hall Meetings	500	114.65	48.54	111.55	175.84	450.58	90%	
Meetings Other	825	44.27	25.50	31.82	-	101.59	12%	
<b>Subtotal Travel and Meetings</b>	<b>1,700</b>	<b>158.92</b>	<b>74.04</b>	<b>143.37</b>	<b>548.66</b>	<b>924.99</b>		<b>\$ 1,501 (576.01)</b>
Insurance	9,000	965.71	2,957.41	1,935.24	832.14	6,950.50	74%	
<b>Overhead Total</b>	<b>27,000</b>	<b>4,542</b>	<b>5,545</b>	<b>5,209</b>	<b>3,383</b>	<b>18,679</b>	<b>69%</b>	<b>\$ 6,956 (265.50)</b>
<b>General Promotions</b>								
Web Site	1,250	-	-	-	1,000.00	1,000.00	80%	
Economic Development	250	-	-	-	248.08	248.08	99%	
Downtown Magazine	5,000	134.57	500.00	935.87	3,849.71	5,420.15	108%	
Other Magazines	3,600	900.00	600.00	900.00	1,200.00	3,600.00	100%	
Newspaper Ads	3,000	147.00	-	-	73.50	220.50	7%	
Direct Mail	6,000	-	-	-	-	-	0%	
Promo Postcards	2,000	452.54	267.53	-	515.91	1,235.98	62%	
Posters	2,000	304.99	198.30	-	-	503.29	25%	
Banners	2,000	285.00	-	-	-	285.00	14%	
Brochures	4,000	-	1,000.00	384.44	900.00	2,284.44	57%	
<b>General Promotions Total</b>	<b>29,100</b>	<b>2,224.10</b>	<b>2,565.83</b>	<b>2,220.31</b>	<b>7,787.20</b>	<b>14,797.44</b>	<b>51%</b>	<b>\$ 15,709 (911.56)</b>
<b>Total Eligible Expenses</b>	<b>\$ 110,000</b>	<b>\$ 21,834.19</b>	<b>\$ 23,534.52</b>	<b>\$ 19,993.82</b>	<b>\$ 22,014.08</b>	<b>\$ 87,376.61</b>		<b>\$ 95,101 (7,724.39)</b>
<b>Grant Quarterly Allocation</b>		27,500.00	27,500.00	27,500.00	27,500.00	110,000.00		
Invoices Submitted		24,126.46	25,154.52	22,145.65	31,758.94	103,185.57		
<b>Eligible Expenses</b>		21,834.19	23,534.52	19,993.82	22,014.08	87,376.61		
<b>Payment to DBPA</b>		27,500.00	22,043.00	21,485.34	16,348.27	87,376.61		

**DOWNTOWN BUSINESS & PROFESSIONAL ASSOCIATION  
OF DAYTONA BEACH, INC.**

**DOWNTOWN DEVELOPMENT AUTHORITY SUPPORT AND  
RELATED EXPENDITURES**

With report of Independent Certified Public Accountant

**SEPTEMBER 30, 2010**

**John L. Myers, PA**  
Certified Public Accountant

DOWNTOWN BUSINESS & PROFESSIONAL ASSOCIATION  
OF DAYTONA BEACH, INC.  
Daytona Beach, Florida

**REPORT IN CONNECTION WITH SUPPORT AND EXPENDITURES**

I have applied the procedures as discussed below to accounting records of Downtown Business and Professional Association of Daytona Beach, Inc. to determine the amount of expenditures incurred in connection with support received from the City of Daytona Beach for specific purposes as approved by the Downtown Development Authority, for the year ended September 30, 2010.

I examined all underlying supporting documentation for the income and expenditures, including all related bank statements, deposit tickets, check copies, accounting journals, general ledgers, contracts, statements, and invoices.

All expenditures incurred during the year ended September 30, 2009 were paid during that year. There were no unpaid expenditures at the end of the previous year. Accordingly, no adjustment was required to remove or add expenses paid and incurred in different years.

These agreed upon procedures are substantially less in scope than an examination, the objective of which is the expression of an opinion on the financial statements of Downtown Business & Professional Association of Daytona Beach, Inc., taken as a whole. Accordingly, I do not express such an opinion.

*John L. Myers, PA, CPA*

Ormond Beach, Florida  
December 17, 2010

**DOWNTOWN BUSINESS & PROFESSIONAL ASSOCIATION OF  
DAYTONA BEACH, INC.**  
**Schedule of Support and Expenditures**  
**For the Budget Year Ended September 30, 2010**

<b>DDA Support</b>	<b>\$</b>	<b><u>87,377</u></b>
<b>Approved Expenditures</b>		
<b>Office &amp; Organizational Administration &amp; Overhead</b>		
<b>Salaries, wages, benefits and taxes</b>		<b>37,740</b>
<b>Rent and utilities</b>		<b>8,776</b>
<b>Office supplies and expenses</b>		<b>2,735</b>
<b>Travel and meetings</b>		<b>1,501</b>
<b>Insurance</b>		<b>6,956</b>
<b>Marketing &amp; Communications</b>		
<b>Salaries, wages, benefits and taxes</b>		<b>21,684</b>
<b>Newsletter, magazine, advertising</b>		<b><u>15,709</u></b>
<b>Total Approved Expenditures</b>		<b><u>95,101</u></b>
<b>Excess of Approved Expenditures Over DDA Support</b>	<b>\$</b>	<b><u><u>7,724</u></u></b>



# THE CITY OF DAYTONA BEACH

## REDEVELOPMENT DIVISION

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

### MEMORANDUM

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DATE: January 21, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: 1<sup>st</sup> Quarter DBPA Grant Progress Report

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Attached is Quarterly Progress Report submitted by the DBPA for the 1<sup>st</sup> Quarter and a worksheet prepared by staff with the status of eligible grant expenses to date. A payment of \$23,750 is proposed for the first quarter. The DBPA presented documentation for \$26,833.72 in eligible expenses, which exceeds the quarterly allocation of \$23,750 for the grant. .

# DBPA GRANT EXPENDITURES

Grant Eligible Expenses (Work Plan)	Grant Budget	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Total
<b>Salaries</b>						
ED Salaries		13,205.78				13,205.78
Payroll Taxes		1,201.20				
Benefits		1,900.64				1,900.64
<b>Salaries Total</b>	<b>42,500</b>	<b>16,307.62</b>				<b>16,307.62</b> 38%
<b>Program Office</b>						
Office Rent						-
Phone/ Internet						-
Office Supplies		138.43				138.43
Membership/Publications						-
Office Printing & Postage						-
Meetings Other						-
Misc. Office Expense		256.38				256.38
<b>Program Office Total</b>	<b>5,500</b>	<b>394.81</b>				<b>394.81</b> 7%
<b>General Promotions</b>						
Main Street Conference	500					-
Town Hall Meetings	500	93.63				93.63    19%
<b>Grant Audit</b>	<b>2,000</b>					-
<b>General Marketing</b>						
Web Site		1,000.00				1,000.00
Downtown Magazine		1,431.04				1,431.04
Promo Postcards						-
Brochures						-
<b>General Marketing Total</b>	<b>5,000</b>	<b>2,431.04</b>				-
<b>DDA Events</b>						
Event Insurance		1,143.58				1,143.58
Magazines & Newspaper Ads		1,350.00				1,350.00
Radio Ads		1,500.00				1,500.00
Promo Postcards		1,654.52				1,654.52
Flyers & Posters		618.34				618.34
Banners		1,340.18				1,340.18
<b>General Promotions Total</b>	<b>39,000</b>	<b>7,606.62</b>				<b>7,606.62</b> 20%
<b>Total Eligible Expenses</b>	<b>95,000</b>	<b>26,833.72</b>				<b>24,402.68</b>
<b>Grant Quarterly Allocation</b>		23,750.00				23,750.00
Invoices Submitted		27,118.60				27,118.60
Eligible Expenses		26,833.72				26,833.72
Payment to DBPA		23,750.00				23,750.00
<b>Proposed 1st Quarter Payment to DBPA</b>						

**Daytona Beach Partnership 2010/2011 Objectives**  
**1st Quarter Progress Summary**

**2010/2011 Objectives**

**Quarterly Summary**

<p>1. DBPA office open 35 hours per week, except city holidays, to receive DBPA walk-in or telephone calls to assist merchants or visitors to the Beach Street shopping district.</p>	<p>Meets</p>	<p>Office is open and maintains regular hours.</p>
<p>2. Maintain the DBPA website to encourage regional residents to shop and dine in the Beach Street shopping district through additional editorial content and links to merchant websites. Update the website at least monthly with new downtown merchants and information on upcoming downtown events.</p>	<p>Meets</p>	<p><a href="http://www.daytonadowntown.com">www.daytonadowntown.com</a>          Website is live and maintained.</p>
<p>3. Publish four editions of the Downtown Magazine with content encouraging regional residents to shop and dine in the Beach Street shopping district and target the mailing of the magazine to zip codes with concentration of targeted demographics.</p>	<p>Meets</p>	<p>Winter / Holiday issue published, printed and mailed. 5,000 direct mailed to established customer list in targeted zip codes. 5,000 distributed at community events. 5,000 distributed across the community on countertops.</p>
<p>4. Ensure each merchant has a sufficient supply of merchant guide brochures and modify content at least two times during the year to accurately reflect changes to merchant listings including adding new merchants for printing.</p>	<p>In-Progress</p>	<p>New brochures need final design approval.</p>
<p>5. Support the public relation campaign to provide positive editorials for the merchants and Beach Street shopping district. Write at least two editorials each month.</p>	<p>Meets          In-Progress</p>	<p>Editorials written and submitted to the News-Journal for the holiday season in downtown. Subject matter includes: Nativity displays in the Dunn Toy building, local experience a different experience for the holidays, &amp; parade in the park.</p>
<p>6. Organize and advertise to targeted demographic the following events/seasons for promoting shopping and dining in Downtown:          a) Downtown Holidays in December 2010          b) Valentine's in February 2011          c) Mother's Day / Art of the Automobile in May 2011          d) Summer Sports / Outdoors in July 2011          e) Rock &amp; Rhythm / Fall in September 2011</p>	<p>Meets.</p>	<p>Downtown Holiday Central successfully launched and implemented as the promotional campaign for the 2010 Holiday Season.          Marketing included: flyers, postcards, posters, radio, banners, downtown gang page, calendar in newspaper, magazine ad, CVB newsletter, e-blasts, and radio shows.</p>
<p>7. Host 12 monthly Town Hall meetings to provide a venue for communication between the Beach Street merchants and the City about Beach Street issues.</p>	<p>Meets</p>	<p>Monthly town hall meetings held for October, November, and December. December's town hall meeting was a merchant holiday party.</p>
<p>8. Update the merchants and the Redevelopment Project Manager weekly regarding any Beach Street issues or announcements through email updates or handouts.</p>	<p>Meets</p>	<p>Meeting with Downtown Project Manager every other week, and emailing merchant announcements.</p>

<p>9. Organize and publicize monthly meetings of the Design, Economic Restructuring, and Promotion Committees.</p>	<p>Meets</p>	<p>All three committee met in October, November and December. The Holiday Team served as the Promotions Committee and has since been completely combined with the Promotions Committee.</p>
<p>10. Communicate maintenance and repair needs of the streetscape to the City's Redevelopment Project Manager.</p>	<p>Meets</p>	<p>Meeting with Downtown Project Manager every other week.</p>
<p>11. Communicate personally with each retail and restaurant merchant within the targeted Beach Street shopping district at least bi-monthly regarding downtown issues.</p>	<p>Meets</p>	<p>Met with every downtown merchant to review what was being planned for Downtown Holiday Central and to solicit involvement.</p>
<p>12. By the end of the first quarter, work with Downtown stakeholders to update the brand for Downtown.</p>	<p>In-Progress</p>	<p>Working with the new timeline of the DDA in the selection of a graphic designer.</p>
<p>13. Continue to develop and maintain creative promotional campaigns and projects to promote shopping &amp; dining in Downtown.</p>	<p>Meets</p>	<p>New downtown employee rewards program launched. Additional marketing programs added to Holiday Central.</p>



# The Daytona Beach Partnership Association

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

Committee Updates  
January 2011

## **Committee Updates:**

### 1. Farmer's Market

- Recruiting more vendors.
- Working on volunteer program. Need people to sign up for a couple of Saturday's a year to help run the information booth at the market.

### 2. Promotions

- First meeting of the year focused on Valentine's
- Valentine's Marketing Campaign: Love In the Downtown
- Includes: flyers, posters, postcards, newspaper, radio, television, newsletters, e-blasts, facebook and website.
- Activity Ideas: Kissing Spot, Photos of Downtown business owners with their loved ones, chocolate tasting during retail hours, historic tour, romantic movie, romantic packages and more.
- Team outlined volunteer job descriptions that include:
  - Kiosk Manager
  - Website Manager
  - Graphic Design assistant
  - Activities / Event planner
  - Public Relations / Merchant Relations
  - Writers
- Committee will implement information about the new City Trolley line in the ongoing marketing.

### 3. Economic Restructuring

- Focus on assisting the Downtown Project Manager with the development of the Public Market for Downtown.
- Committee presented a letter to the Downtown Redevelopment Board, supporting the public market with some suggestions related to the implementation of the market.

### 4. Design

- Focus on the Riverfront Park Demonstration Project at the corner of Beach Street and ISB. Currently finalizing lease negotiations between the property owner and the City of Daytona Beach.

## General Updates:

1. Downtown added to trolley route starting February 7<sup>th</sup>

2. Upcoming events:

Loving the Downtown – Valentine's Promotions & Events (January – February)

French Market returns in February

Winter Jam 2010 February 26<sup>th</sup> & 27<sup>th</sup> on City Island

International Dance & Food Event February 26<sup>th</sup>

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

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DATE: January 21, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Staff Update

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The following are brief updates regarding issues brought before the Downtown / Ballough Road Redevelopment Board on January 11, 2011:

- Al Smith was reelected as Board Chair and Bob Abraham was reelected as Vice-Chair.
- Discussed Redevelopment Incentive Programs. The Board preliminarily recommended expanding the target area for retail and restaurant businesses d along Beach Street from Orange Ave. to the Post Office.
- Discussed recommendations to the CRA about the operations and management of the proposed Downtown Public Market.
- Discussed the recently approved Downtown Trolley.

Staff has followed-up with the DBPA regarding the revised marketing campaign for 2011. A revised marketing campaign will be presented at the next meeting.