



DOWNTOWN DEVELOPMENT AUTHORITY

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

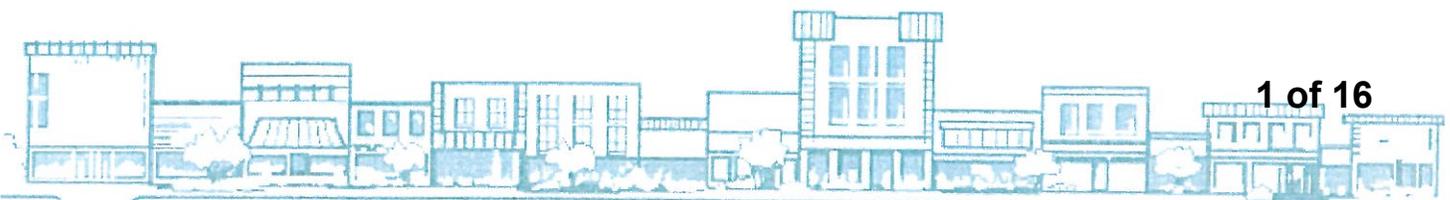
AGENDA

Tuesday, March 22, 2011 8:00 a.m.
Conference Room 116

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: MEETING ROOM HAS CHANGED

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes: February 22, 2011**
4. **Event Funding Approval: “Daytona Shrimp Festival”**
5. **DBPA 2010/11 Grant Audit (Continued)**
6. **Discussion: Daytona Beach Marketing Consultant Report**
7. **Proposed Downtown Marketing Campaign Revisions**
8. **DBPA Update**
9. **Staff Update**
10. **Public Comments**
11. **Other Business**
12. **Adjournment**





THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451
DAYTONA BEACH, FLORIDA 32115-2451
PHONE 9386) 671-8180
Fax (386) 671-8187

MEMORANDUM

DATE: March 17, 2011
TO: Downtown Development Authority
FROM: Jason Jeffries
SUBJECT: Minutes of February 22, 2011

The minutes of the meeting of February 22, 2011 are not complete at this time and will be submitted to the Board for approval at the next scheduled meeting.

I apologize for any inconvenience.

JHJ



AGENDA ITEM: 4

THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

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

MEMORANDUM

DATE: March 17, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Request to Fund Daytona Shrimp Festival

Wyatt Davis is requesting support from the DDA to fund the Daytona Shrimp Festival on Manatee Island, scheduled for Saturday, April 2, 2011. The event assistance application, event plan, event budget, and evaluation based on the recently approved event assistance criteria are attached.

The request from the DDA is \$3,700 which will cover a portion of the permitting costs for the event. The DDA has \$54,500 budgeted in the Downtown Events line item for Fiscal Year 2010/11. The following projects (\$53,969) are already committed for 2010/11:

- DBPA Event Marketing: \$39,400 (Approved 10/26/10)
 - Valentine Chocolate & Wine
 - Art of the Automobile
 - Summer Sports Festival
 - Rock & Rhythm Festival
- Halifax Art Show: \$10,981 (Approved 10/26/10)
- French Market: \$4,725 (Approved 5/25/10)
 - \$2,202 expenses during FY2009/10
 - \$2,523 estimated expenses during FY2010/11
- International Dance Festival: \$1,065 (Approved 11/23/10)

The DDA has \$531 available in the Downtown Events line item for FY 2010/11.

**APPLICATION FOR DDA EVENT ASSISTANCE
EVALUATION CHECKLIST**

Event: Daytona Shrimp Festival

Event Contact: Wyatt Davis Phone #: 386-307-0922 Email: cardshelluc@gmail.com

Proposed Event Date(s): April 2

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: 120

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: Event located on Manatee Island; not directly in the core shopping district. Event will have a positive image for downtown. Event not coordinated with Downtown Marketing efforts

2. Event Production Ease and Ability [score] 1 2 3 **4** 5 x (wt) 20 Points: 80

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: New event; event producer/organizer has produced other events in Downtown and in the city. With funds, event will leverage additional marketing efforts.

3. Broad Popularity [score] 1 2 3 **4** 5 x (wt) 30 Points: 120

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: Daytrippers (Tourist) and Families from the region are target markets; some target markets for Downtown. Does not target all demographics for Downtown

4. Coordination and Collaboration [score] 1 2 3 **4** 5 x (wt) 10 Points: 40

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: Event has city permit; Event not coordinated with Downtown Businesses; Event will be free

Total Evaluation Points 360 (Max 500 points)

APPLICATION FOR DDA EVENT ASSISTANCE

Event: Daytona Shrimp Festival

Event Contact: Wyatt Davis Phone #: 386-307-0922 Email: bandshelllive@gmail.com

Proposed Event Date(s): April 2nd

Attach the following:

Event Plan & Description

Event Budget

City Event Permit

Evaluation Criteria

1. **Event Benefits Downtown:** Explain how the proposed event will benefit Downtown overall and directly benefit local retail merchants and restaurants.

By bringing in local families and daytrippers to our beautiful downtown area to experience an afternoon in one of our city parks and enjoy local seafood from several downtown restaurants and enjoy live music and downtown atmospheres. Downtown Partnership members retailers are offered a special \$50 vendor price to exhibit and products and services and merchandise to patrons.

2. **Event Production Ease and Ability:** Provide the history and background of the event and any past event experience of the producers. List other sponsors and sources of funds.

First year event. This event is modeled after the very successful Daytona Seafood Festival produced by Wyatt Davis this past September on Manatee Island. Wyatt Davis has produced over 65 City co-sponsored events with Daytona Beach Cultural Services. Wyatt Davis' extensive background speaks for itself. For a reference contact Helen Riger at 386-671-8253.

3. **Broad Popularity:** Explain the target audience for the event. Will the event be open and free to the public?

This event is the family entertainment target market the city so dearly desires. It is open to the public. This event is not a drunken street festival that downtown was noted for in the past. As the downtown family entertainment market evolves away from drunken street festivals, DDA Criteria must also evolve to include moderately priced (\$5 to \$10) family style events on Manatee Island, Riverfront Park and City Island Park. These three beautiful City parks will bring droves of families and daytrippers to downtown.

4. **Coordination and Collaboration:** Explain how the event will be coordinated with Downtown businesses and the DBPA.

We are working with Naomi Weiss from the Partnership and Mastando Media.

Event Plan and Description:

The Event is planned from 11am to 10pm at Manatee Island Park. It includes live music, food vendors, exhibitors and children's activities. Wyatt Davis Productions is known for its signature family style events. Staffing, production, cleanup and all aspects of this event production are the responsibility of Wyatt Davis Productions.

Event Budget:

\$4,400 City Fees including everything police, fire, waste, etc.
\$712 Port-O-Lets
\$544 Security
\$3,180 Staff
\$500 Sound System Rental
\$3,100 Entertainment and MC
\$3,856 Print Ads including NJ, Pennysaver, Hometown News, Flyers and Posters
\$0 Radio Sponsored Ad Spots

\$3,700 We are requesting DDA funds to enhance our marketing to day trippers via
Brighthouse Networks

Cultural Services Division

City of Daytona Beach
 P O Box 2451
 Daytona Beach, FL 32115
 (386) 671-8250

Wyatt Davis
 542 S Ridgewood Ave
 Ormond Beach, FL 32174

Facility Permit

Status: Approved

Customer Type: Agent/Representative

Work: (386) 307-0922 Home:

DATE/USER	PERMIT NUMBER	CHARGES	DISCOUNT	TAXES	REFUNDS & CREDITS	PAYMENTS	NEXT PAYMENT DUE	BALANCE DUE
10/22/2010 Terri Montgomery	4727	\$4672.00	\$0.00	\$0.00	\$0.00	\$150.00	03/18/2011	\$4522.00

RESERVATIONS

EVENT NAME	FACILITY	CENTER
Daytona Shrimp Festival Type:Community Event	Manatee Island Pavilion	Manatee Island 325 N. Beach Street Daytona Beach, Fl 32114
DATES RESERVED	HRS	DATES RESERVED
Friday - 4/1/2011	10:00 AM to 06:00 PM	8
Saturday - 4/2/2011	08:00 AM to 11:59 PM	15.9
Total Number of Dates: 2		Total Number of Hours: 23.9833

NOTES:

EVENT NAME	FACILITY	CENTER
Daytona Shrimp Festival Type:Community Event	Manatee Island Park	Manatee Island 325 N. Beach Street Daytona Beach, Fl 32114
DATES RESERVED	HRS	DATES RESERVED
Friday - 4/1/2011	10:00 AM to 06:00 PM	8
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Total Number of Dates: 2		Total Number of Hours: 23.9833

NOTES:

CHARGES

CHARGE DESCRIPTION	FACILITY/EVENT	UNIT FEE	QTY	TAX	TOTAL CHARGED	DISCOUNTED/PAID	BALANCE DUE
Alcohol over 100	Manatee Island Park - Daytona Shrimp Festival	\$500.00	1.00	\$0.00	\$500.00	\$0.00	\$500.00
Elec Panel Access	Manatee Island Park - Daytona Shrimp Festival	\$200.00	1.00	\$0.00	\$200.00	\$0.00	\$200.00

Fire/EMSServices	Manatee Island Park - Daytona Shrimp Festival	\$720.00	1.00	\$0.00	\$720.00	\$0.00	\$720.00
Manateelsland-Comm	Manatee Island Park - Daytona Shrimp Festival.	\$800.00	1.00	\$0.00	\$800.00	\$150.00	\$650.00
Manateelsland-Comm	Manatee Island Park - Daytona Shrimp Festival	\$800.00	0.50	\$0.00	\$400.00	\$0.00	\$400.00
PoliceServicesOfficer	Manatee Island Park - Daytona Shrimp Festival	\$580.00	1.00	\$0.00	\$580.00	\$0.00	\$580.00
Sales Tax on Rent	Manatee Island Park - Daytona Shrimp Festival	\$78.00	1.00	\$0.00	\$78.00	\$0.00	\$78.00
Sales Tax on Rent	Manatee Island Park - Daytona Shrimp Festival	\$78.00	1.00	\$0.00	\$78.00	\$0.00	\$78.00
Sign Permit	Manatee Island Park - Daytona Shrimp Festival	\$100.00	1.00	\$0.00	\$100.00	\$0.00	\$100.00
Solid Waste Services	Manatee Island Park - Daytona Shrimp Festival	\$646.00	1.00	\$0.00	\$646.00	\$0.00	\$646.00
Temporary Licenses	Manatee Island Park - Daytona Shrimp Festival	\$270.00	1.00	\$0.00	\$270.00	\$0.00	\$270.00
Vendors 6-10	Manatee Island Park - Daytona Shrimp Festival	\$300.00	1.00	\$0.00	\$300.00	\$0.00	\$300.00

PAYMENTS AND REFUNDS

RECEIPT NUMBER	DATE	CHARGE DESCRIPTION	FACILITY/EVENT	AMOUNT
1000556.007	02/22/2011	Manateelsland-Comm	Manatee Island Pavilion - Daytona Shrimp Festival	\$150.00

DISCLAIMERS

WHEREAS, the Cultural Services Administrator, the Support Services Director and the City Manager are authorized to execute a permit allowing the use of Manatee Island by Wyatt Davis on April 1, 2011 and providing the specific terms and conditions of the use consistent with Ordinance No. 02-60 and Ordinance No. 99-16; and

WHEREAS, Wyatt Davis understands that use of public property is subject to all terms and conditions as set forth in this permit, and agrees to abide by the terms and conditions as set forth herein;

PERMIT TERMS AND CONDITIONS

1. Wyatt Davis is hereby authorized to use Manatee Island for Daytona Shrimp Festival.

2. The time period for which the use is authorized shall be:

EVENT DAYS: April 2, 2011 from 11:00 am to 10:00 pm
 SETUP: April 1, 2011 10:00 am - 6:00 pm
 BREAKDOWN: April 2, 2011 10:00 pm to 12:00 am

3. All fees and payments, due pursuant to this permit shall be submitted to the City as set forth in attached permit. The fees on this permit are estimates according to the application information. Should any additional services from any city department be required during the event, the permittee will be responsible for the additional charges.

4. The Permittee shall indemnify and hold harmless The City of Daytona Beach and its agents, officers and employees from and against all claims, damages, losses, and expenses, including but not limited to attorneys' fees, arising out of or resulting from the performance of this Agreement provided that the claim, damage, loss and expenses is caused in whole or in part by any negligent act or omission of the City, the Permittee, anyone directly or indirectly employed by any one of them or anyone for whose acts any of them may be liable, regardless of whether or not it is caused in part by a party indemnified hereunder, except the Permittee shall not have to indemnify and hold harmless the City if such claim, damage, loss and expense is the result of the sole negligence of the City or of anyone directly or indirectly employed by the City or anyone for whose acts the City may be liable.

5. The Permittee shall provide insurance coverage in accordance with the requirements of the City's Risk Manager. A Certificate of Insurance shall be provided to the City no later than 30 days before the first day of the event.

6. The paid event includes amplified sound, vendors, sale of food, sale of non-alcohol (pepsi products only) and alcoholic beverages

7. The Permittee shall be responsible for obtaining all licenses and permits otherwise required for the uses authorized, and shall pay all fees due for such licenses and permits. Applicable licenses and permits and fees are set forth in the permit attached hereto and incorporated by reference herein.

8. Permittee shall be responsible to require any food vendors that use grease or cooking oil to have a receptacle at the site to dispose of any excess as required by City of Daytona Beach Utilities. The purpose of this request is to alleviate any violation of the City's NPDES permit. Any disposal of these items into the stormdrain will violate the City's permit, therefore the Permittee will be held responsible for any misuse during this permitted event. Violators will be subject to cost of cleanup of any portion of the impacted storm sewer system and/or surface water impacts.

9. The Permittee is responsible for removal of all grease or cooking oil following the event. In the event that food vendors do not remove their grease or cooking oil in the appropriate containers it is the responsibility of the permittee to contact Griffin Industries Inc., 408 W Landstreet Road, Orlando, FL at 407.857.5474 to properly dispose of the container. The permittee is solely responsible for any charges from Griffin Industries Inc. for grease removal.

10. The event area of Manatee Island must be left in the same condition that it was at the start of the rental. If any additional clean-up is required to be done by city staff after the event, the permittee will be responsible for the cost of the clean-up.

(a) Permittee shall provide lessor with a performance bond or irrevocable letter of credit in the amount of \$1500.00 no later than 10 day prior to setup day. The lessor shall have the right to apply the bond or letter to damages to the premises caused by permittee's use.

10. Permittee shall insure that non-profits serving wine, beer and specialty drinks at the event comply with all requirement of FL St 561.422, Nonprofit civic organizations: A B & T temporary permits. These nonprofits and the permittee shall maintain books and records in sufficient detail to meet generally acceptable accounting principles. Said books and records shall be accessible to the City at reasonable times, on three days notice to the permittee. The

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.



The Daytona Beach Partnership Association

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

Downtown Development Authority
PO Box 2451
Daytona Beach, FL 32115

March 14, 2011

Dear Chair and Board:

We request that the presentation of the Audit Report be continued to the May 2011 meeting. Our auditor John Myers was prepared to make the presentation in the December 2010 meeting, but as that presentation was postponed is now in tax season and unavailable until after April 30th.

We appreciate your understanding on this matter.

Sincerely,

Cindy Ritzi
President
Daytona Beach Partnership



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REDEVELOPMENT DIVISION

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DAYTONA BEACH, FLORIDA 32115-2451
PHONE (386) 671-8180
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MEMORANDUM

DATE: March 17, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Daytona Beach Marketing Task Force Report

At the last meeting, Staff provided the Daytona Beach Marketing Task Force Report to the Authority members. The DDA requested a discussion regarding the report at the next meeting. Staff will highlight the major points of the report in a presentation at the meeting.



The Daytona Beach Partnership Association

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

Downtown Partnership Marketing and Promotions

Moving from Single Events to Marketing Seasons

New Approach:

Rather than single event focus, the promotional campaigns of the Downtown Partnership will span a multi-week period of time that includes multiple events and activities that draw people to the downtown to shop and dine.

Goals:

- 1) To consistently promote Downtown Daytona Beach as a shopping and dining district
- 2) To provide the most promotional benefit to the entire district
- 3) To enhance the shopping and dining seasons of the district
- 4) To provide an ongoing marketing structure
- 5) To involve a majority of downtown businesses in each promotion
- 6) Encourage the continued development of events in the district by organizations

Strategies:

- 1) The annual plan established the promotional events that will translate to seasons
 - a) Winter or Christmas / Valentine's
 - b) Easter / Mother's Day or Spring (Art of the Automobile)
 - c) Recreational or Summer (Athletic Series)
 - d) Autumn (BBQ & Concert)
- 2) Each promotional season has a plan developed and outlined by the Promotions Committee
 - a) Activation:
 - activities appropriate to the season throughout the district
 - thematic window decorations
 - an "ask" for downtown businesses to participate
 - b) Marketing:

Flyers / Posters	Website
Radio	E-blasts
Social Media	Postcards
- 3) Partnership
 - a) Outline of how other entities can partner and benefit from marketing structure

Measurements:

- 1) Track timeline for consistency of promotions
- 2) Track businesses who participate in the promotions
- 3) Develop a traceable measurement for the end user
- 4) Survey downtown businesses for impression of promotions
- 5) Track events who utilize newly established marketing structure



The Daytona Beach Partnership Association

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

Committee Updates

March 2011

Committee Updates:

1. Farmers Market

- Some issues with the farmers market during special events on City Island. Farmers Market Manager to connect with Cultural Services Dept. about future events.
- 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. Outline attached to share with those who might be interested.

2. Promotions

- Committee focused on Brand Development Meetings with Mastando Media
 - Four concepts being developed
 - Next step: Downtown Stakeholder Meeting
- Next Seasonal Promotion Focus: Mother's Day with the Art of the Automobile, A Lifestyle Event as an event on Saturday, May 7th
- Proposals in review for Think magazine
 - Crossroads decision of seek continued funding support or shift magazine to become more self-sustaining
- Committee also working with Design Committee on the public relations portion of the Riverfront Park Plaza Project being planned for 100 N. Beach Street
- Website Updates: Calendar details now added to the site. Go to:
www.daytonadowntown.com and click on the month to see the events

3. Economic Restructuring

- Engaged Farmers Market Manager to further develop a plan for the Public Market
- Now have an inventory of available commercial space in core area
- Welcome team working with Membership Team to launch Ribbon Cutting / Grand Opening / Anniversary Events

4. Design

- Focus on the Riverfront Park Demonstration Project at the corner of Beach Street and ISB.
 - Committee now working on a Timeline and Budget
 - Reaching out to Leadership Daytona Class for potential partnership

General Updates:

1. New business downtown: Three Brothers Board Surf Shop
2. Last Town Hall Meeting: New Downtown Police Captain attended. Working with our group to strategically deal with homeless issues in downtown.
3. Next Town Hall Meeting: Tuesday, April 12th at 8 am
4. Upcoming events:
 - French Market March 26th
 - Antique Appraisal Fest March 26th from 9 am to 5 pm at the Halifax Historical Museum
 - Daytona Beach International Shrimp Festival April 2nd on Manatee Island
 - Vine-Stock Art Affair April 15th – 17th on Manatee Island
 - Halifax Oyster Festival April 30th on Manatee Island
 - Art of the Automobile May 7th 2011
 - Food & Wine Festival June 4th 2011



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MEMORANDUM

DATE: March 17, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Staff Update

The following are brief updates regarding issues brought before the Downtown / Ballough Road Redevelopment Board on March 1, 2011:

- Recommended to the Planning Board an amendment to the City's Comprehensive Plan an extension of the Transportation Concurrency Exception Area (TCEA) to the Ballough Road Redevelopment Area.
- Recommended to the CRA the approval of a proposal from Gibbs Planning Group to perform a peer review of the Downtown Retail Strategy and provide retail recruitment efforts for Downtown.
- Discussed recommendations to the CRA about the operations and management of the proposed Downtown Public Market.

The merchant survey has been delivered to the merchants. The surveys are still being collected. I will provide a preliminary report at the March meeting. A comprehensive report will be provided in April.

Mastando Media has started work on the Downtown branding project. Mike Mastando will be at the meeting to update the Authority members.