



# DOWNTOWN DEVELOPMENT AUTHORITY

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

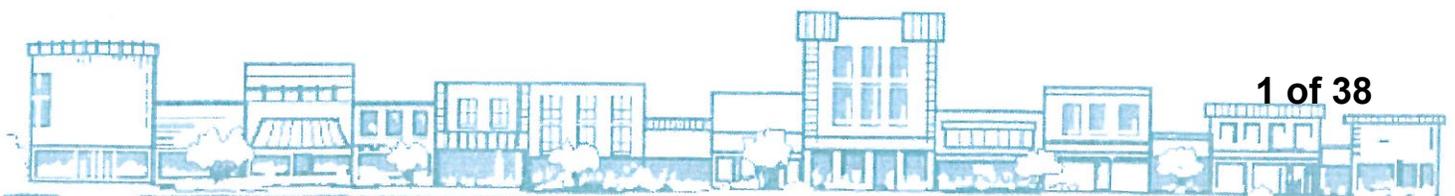
## AGENDA

Tuesday, April 26, 2011 8:00 a.m.  
Conference Room 149B

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: March 22, 2011**
4. **Quarterly Budget Report**
5. **DBPA Grant Quarterly Report**
6. **DBPA 2010/11 Grant Audit (Continued)**
7. **Farmer's Market Report**
8. **Downtown Branding**
9. **Downtown Website Demonstration**
10. **DBPA Update**
11. **Staff Update**
12. **Public Comments**
13. **Other Business**
14. **Adjournment**



**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES**

**October 26, 2010**

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

**Board Members**

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

**Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
Mr. Jason Jeffries, Project Manager  
Mr. Robert Jagger, Deputy City Attorney  
Ms. Jeanne Tolley, Redevelopment Technician  
Ms. Cathleen Olson, Recording Secretary

**1. Call to Order**

Mr. Abraham called the meeting to order at 8:04am.

**2. Roll Call**

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

**3. Approval of the Minutes of September 21, 2010**

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

**Board Action**

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

4. **Quarterly Budget Report**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

### **Board Action**

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

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

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

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

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

**Board Action**

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

7. **DBPA Quarterly Grant Report**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

#### **Board Action**

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

#### **8. DBPA 2010/11 Annual Grant and Work Plan**

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

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

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

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

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

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

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

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

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

### **Board Action**

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

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

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

#### **10. Discussion: Downtown Retail Market Study**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**11. Discussion: Downtown Branding**

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

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

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

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

**12. Discussion: Downtown Holiday Central**

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

Ms. Lipton asked about plans for advertising.

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

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

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

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

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

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

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

**13. DBPA Update**

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

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

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

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

**14. Staff Update**

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

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

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

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

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

**15. Public Comments**

There were no public comments.

**16. Other Business**

There was no other business.

**17. Adjournment**

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

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Bob Abraham, Chairman

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Cathleen Olson, Board Secretary



# THE CITY OF DAYTONA BEACH

## REDEVELOPMENT DIVISION

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

### MEMORANDUM

DATE: April 20, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: 2<sup>nd</sup> Quarter DDA Financial Report

The following is the quarterly DDA financial report with expenditures through April 20, 2011.

### BUDGET STATUS

Line Item	Appropriation	Spent to Date	Balance
Staff (Contract Services)	\$ 500.00	\$ 648.54	\$ (148.54)
Office Supplies	\$ 250.00	\$ -	\$ 250.00
Care and Subsistence	\$ 400.00	\$ 381.53	\$ 18.47
Professional Memberships	\$ 600.00	\$ 570.00	\$ 30.00
Projects	\$ 7,000.00	\$ 2,500.00	\$ 4,500.00
Downtown Marketing	\$ 34,250.00	\$ 9,079.67	\$ 25,170.33
Downtown Events	\$ 54,500.00	\$ 24,343.19	\$ 30,156.81
Downtown Holidays	\$ 22,500.00	\$ 19,481.04	\$ 3,018.96
Main Street Program	\$ 27,500.00	\$ 5,202.38	\$ 22,297.62

Due to the higher than expected expenses for secretarial services for the Board meetings in the first half of the fiscal year, staff recommends the Authority approve a transfer of \$1,000 from Downtown Holidays line item to Staff (Contract Services) line item. This should cover expected costs through the remainder of the fiscal year. Staff does not expect additional expenses for the Downtown Holidays line item for the rest of the fiscal year.



# THE CITY OF DAYTONA BEACH

## REDEVELOPMENT DIVISION

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### MEMORANDUM

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DATE: April 21, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: 2<sup>nd</sup> Quarter DBPA Grant Progress Report

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Attached is Quarterly Progress Report submitted by the DBPA for the 2<sup>nd</sup> Quarter and a worksheet prepared by staff with the status of eligible grant expenses to date. A payment of \$18,646.52 is proposed for the second quarter.

The DBPA presented documentation for \$16,764 in eligible expenses for the second quarter. In the first quarter, the DBPA presented documentation for eligible expenses that exceeded the quarterly grant allocation of \$23,750 by \$1,882.52. The additional first quarter expenses are proposed to be added to the second quarter eligible expenses of \$16,764 to arrive at the proposed payment of \$18,646.52.

In addition, the eligible grant expense report includes expenses that have credit card statements for documentation, but do not include individual transaction receipts. During the first quarter, \$931.58 in expenses only had credit card statements as documentation and during the second quarter, \$175.40 had transactions with only credit card documentation. The City requires transaction receipts, not credit card statements to document expenses for reimbursement. Staff is requesting the Authority's direction on the procedure for documenting DBPA expenses that have been paid with a credit card.

# 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	11,319.24			24,525.02
Payroll Taxes						
Benefits		1,900.64	888.44			2,789.08
<b>Salaries Total</b>	<b>42,500</b>	<b>15,106.42</b>	<b>12,207.68</b>			<b>27,314.10</b>
<b>Program Office</b>						
Office Rent			1,500.00			1,500.00
Phone/ Internet			5.95			5.95
Office Supplies		138.43				204.45
Membership/Publications						250.00
Office Printing & Postage						52.00
Meetings Other						
Misc. Office Expense		256.38				256.38
<b>Program Office Total</b>	<b>5,500</b>	<b>394.81</b>	<b>1,873.97</b>			<b>2,268.78</b>
<b>Main Street Conference</b>	<b>500</b>					
<b>Town Hall Meetings</b>	<b>500</b>	<b>93.63</b>	<b>13.24</b>			<b>106.87</b>
<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>2,431.04</b>
<b>DDA Events</b>						
Event Insurance		1,143.58	288.57			1,432.15
Magazines & Newspaper Ads		1,350.00	638.19			1,988.19
Radio Ads		1,500.00				1,500.00
Promo Postcards		1,654.52	1,565.48			3,220.00
Flyers & Posters		618.34	101.87			720.21
Banners		1,340.18	75.00			1,415.18
<b>General Promotions Total</b>	<b>39,000</b>	<b>7,606.62</b>	<b>2,669.11</b>			<b>10,275.73</b>
<b>Total Eligible Expenses</b>	<b>95,000</b>	<b>25,632.52</b>	<b>16,764.00</b>			<b>42,396.52</b>
<b>Grant Quarterly Allocation</b>		23,750.00	23,750.00			47,500.00
<b>Invoices Submitted</b>		27,118.60	18,374.84			45,493.44
<b>Eligible Expenses</b>		25,632.52	16,764.00			42,396.52
<b>Payment to DBPA</b>		23,750.00	18,646.52			42,396.52

**Proposed 2nd Quarter Payment to DBPA**

Note: Proposed payment includes eligible expenses from the 2nd quarter and additional 1st quarter eligible expenses above the amount paid for the first quarter.

**Daytona Beach Partnership 2010/2011 Objectives**  
**2nd Quarter Progress Summary**

**2010/2011 Objectives**

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.
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.
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.
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.
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.
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 & Rhythm / Fall in September 2011
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.
8. Update the merchants and the Redevelopment Project Manager weekly regarding any Beach Street issues or announcements through email updates or handouts.

**Quarterly Summary**

Meets	Office is open and maintains regular hours.
Meets	<a href="http://www.daytonadowntown.com">www.daytonadowntown.com</a> Website is live and maintained. New updates will be discussed in a tutorial format during the DDA meeting.
In-Progress	New publishing partner relationship in progress. Plan for relaunch of the magazine for summer.
Meets	New, downtown trolley brochure distributed with complete listing of businesses. New map almost finalized for brochure to print.
Meets	Editorials written and submitted to the News-Journal about positive downtown shopping experiences. Positive editorial that has printed includes: Plaza Project and a proactive approach to the homeless issue in downtown.
Meets.	Downtown Holiday Central for Valentine's completed and received positive feedback from both customers and businesses.  Marketing included: flyers, postcards, posters, radio, banners, downtown gang page, calendar in newspaper, magazine ad, CVB newsletter, e-blasts, and radio shows.
Meets	Monthly town hall meetings held for January, February and March.
Meets	Meeting with Downtown Project Manager every other week, and emailing merchant announcements weekly.

<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 January, February and March.</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>Door to door to make introductions for upcoming events such as the Halifax Food &amp; Wine Festival. Also, door to door to give Valentine's updates and deliver marketing materials.</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 through the promotions committee.</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>Working with Daytona State College to promote downtown through the WISE program. Hosted Leadership Daytona Day downtown at the Museum &amp; Cintematique, with food from multiple downtown restaurants to give Downtown exposure.</p>

**Downtown Holiday Central  
Valentine's Day Promotional Report**

<u>Description</u>	<u>Quantity</u>	<u>Price</u>	
Postcards - 6" x 9" - Full color front, black & white back	5,000	\$	357.90
Postmaster - Mailing	5,000	\$	948.03
BZ Mailing - Preparation and processing	5,000	\$	259.55
Sign FZ - removal of Banner from poles	1	\$	75.00
VIP Printing	60	\$	101.87
News-Journal - Downtown gang page banner and calendar	3	\$	600.00
Hobby Lobby - Valentine's themed materials for kiosk advertising		\$	38.19
Total DDA Event Budget		\$	2,380.54
Website - Hosted by the CVB and updated by DBPA & CVB		\$200	donated
Social Media - Managed by the DBPA		\$100	DBPA
CVB Newsletter		\$200	donated
Kiosk Update		\$80	donated
Radio Shows - WROD & Big John		\$500	DBPA & donated
E-Newsletter sent weekly		\$500	DBPA
Downtown website calendar		\$100	DBPA
Design - Poster, Postcard & Logo		\$150	Bill in next quarter
Total Donated or DBPA Administrative Budget			\$1,680



# 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 30<sup>th</sup>.

We appreciate your understanding on this matter.

Sincerely,

Cindy Ritzi  
President  
Daytona Beach Partnership



# 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: April 21, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Farmer's Market Funding Report

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In April 2010, the DDA approved a request from DBPA to provide seed money for a Farmer's Market Manager position. The DDA entered into a grant agreement with the DBPA to provide \$5,000 for the funding a portion of the proposed position. Agreement provided for two \$2,500 payments to the DBPA. The agreement included criteria for the hiring and selection of a qualified individual for the position. The DBPA was also required to submit a report at the end of the year on the progress of meeting the outlined goals in the agreement.

The first payment of \$2,500 was provided to the DBPA upon notice of the hiring of the employee. The DBPA submitted a letter on September 30, 2010, notifying the DDA of the hiring of Cheryl Kelly on August 26, 2010. The first payment was made at that time.

The second payment is required to be made by the DDA to the DBPA at 180 days from the date of employment of the individual. The DBPA is required to submit documentation of payroll expenditures, hours worked by the employee and provide a report on the Farmer's Market progress towards achieving the goals stated in the agreement. The documentation for \$4,485 in payroll expenses during the first 180 days has been provided and the DBPA's report is attached.

Staff recommends an additional payment of \$1,985 to the DBPA as a final payment on the Farmer's Market agreement.



# The Daytona Beach Partnership Association

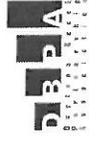
126 E. Orange Avenue - Daytona Beach, FL - 32114

## Farmers Market Funding Agreement Performance Report

The agreement to fund six months of the Farmers Market Manager position within the Daytona Beach Partnership states that the Market Manager will report on the progress of performance expectations prior to the one year anniversary of the agreement. This report is a preliminary report to provide an update and allow for feedback from the Downtown Development Authority. A final report will be presented prior to the one year anniversary.

Performance Expectations As In Agreement	Farmers Market Manager Progress Report
A) Recruit at least 10 additional vendors	As of 4/15/2001 more than 30 vendors have been recruited with ten new vendors currently attending the market regularly.
B) Reduce current trash removal costs by implementing a removal alternative	Trash removal costs have been eliminated. Vendors now remove their own trash.
C) Applying for at least 2 grants from State, Federal, or other sources.	In the process of applying for 2 Grants from DEP. Researching Additional grant opportunities.
D) Obtain at least 2 Farmers Market sponsors.	Working on a sponsorship with a Local radio station. Completing a target sponsor list.
E) Staffing of a Downtown Welcome and information booth at the market.	Currently have a booth at the Market. Using a borrowed tent. Need to purchase a tent.
F) Study the feasibility of relocating to Beach Street.	Currently Magnolia Avenue Is not feasible due to the cost of street closure. Examining other alternatives.

Daytona Beach Partnership  
Farmers Market



Revenue / Expense Report  
June 2010 - March 2011

	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-10	Feb-10	Mar-10
<b>Revenue</b>									
Vendor Fees	\$1,139	\$1,141.00	\$1,429	\$1,124	\$1,672	\$1,169	\$1,777	\$1,572	\$1,685
<b>Expense</b>									
Rent	\$125	\$125.00	\$125	\$125	\$125	\$125	\$125	\$125	\$125
Promotions			\$134.62		\$44.77				
Trash Removal	\$840	\$840	\$840	\$840	\$840				
Market Manager			\$533	\$650	\$1,118	\$728	\$728	\$728	\$728
Total	\$965	\$965.00	\$1,633	\$1,615	\$2,128	\$853	\$853	\$853	\$853
Balance	\$174	\$176.00	(\$204)	(\$491)	(\$456)	\$316	\$924	\$719	\$832

Daytona Beach Partnership  
Farmers Market Manager



Time Sheet Outline

Check Date	Hours	Pay
9/10/2010	21	\$273.00
9/24/2010	20	\$260.00
10/8/2010	28	\$364.00
10/22/2010	22	\$286.00
11/5/2010	26	\$338.00
11/19/2010	33	\$429.00
11/22/2010	27	\$351.00
12/15/2010	28	\$364.00
12/31/2010	28	\$364.00
1/14/2011	28	\$364.00
1/28/2011	28	\$364.00
2/7/2011	28	\$364.00
2/25/2011	28	\$364.00
3/11/2011	28	\$364.00
3/25/2011	28	\$364.00
4/8/2011	28	\$364.00
4/22/2011	28	\$364.00
	Total	\$5,941.00

180 Days \$4,485

\*Paystub Detail for each paycheck is included as back-up.

## FARMER'S MARKET FUNDING AGREEMENT

**THE DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY (DDA)** hereby agrees to provide funding to the **DAYTONA BEACH PARTNERSHIP ASSOCIATION (DBPA)** for the Daytona Beach Farmer's Market, subject to the following terms and conditions:

**Section 1. Grant.** The DDA hereby grants up to Five Thousand Dollars (\$5,000) from DDA, non-CRA, funds to the DBPA, to partially fund one, part-time, employee position for an employment period of one year, or until the employee position is eliminated, whichever occurs first, such position to be solely responsible for the operation, administration, and promotion of the Farmer's Market as described in Attachment "A". Expenditure of grant funds by the DBPA shall be limited to salary and payroll taxes, for said DBPA employee position.

**Section 2. Employee Hiring.** Within 90 days of the execution of this Agreement, the DBPA shall hire a qualified employee pursuant to the Position Description contained in Attachment "A". The position shall be publically noticed in a manner approved by the Redevelopment Director of The City of Daytona Beach. Interviews shall be held by the DBPA for a minimum of three finalists, unless fewer than three persons apply.

**Section 3. Termination of Agreement.** The DDA has the right to terminate this Agreement upon written notice to the DBPA, if an employee in the position funded pursuant to this agreement has been convicted of a crime involving dishonesty or violence, or if the employee, or the DBPA has failed to meet the requirements of this Agreement.

**Section 4. Performance.** The DBPA must, prior to the one year anniversary of this Agreement, report to the DDA at a regularly scheduled public meeting on the following goals for this newly created DBPA position:

- A. Recruiting at least 10 additional vendors to the Farmer's Market.
- B. Reducing current trash removal costs by implementing a trash removal alternative.
- C. Applying for at least 2 grants from State, Federal, or other Non-Profit sources.
- D. Obtaining at least 2 Farmer's Market Sponsorships.
- E. Staffing of a Downtown Welcome and Info Booth at the Downtown Farmer's Market.
- F. Study the feasibility of relocating the Farmer's Market from its current location on City Island to Beach Street.

**Section 5. Payments.** An initial grant payment in the amount of Two Thousand Five Hundred Dollars (\$2,500) shall be made by the DDA to the DBPA upon notice to the DDA of hiring an employee pursuant to the requirements of this Agreement. A second grant payment shall be made by the DDA to the DBPA, in an amount not to exceed Two Thousand Five Hundred Dollars (\$2,500), at the expiration of 180 days from the date of employment, upon written request for additional grant funds by the DBPA. The written request for additional grant funds shall include an accounting of expenditures, services performed, and hours worked consistent with the requirements of this Agreement, in support of the entire grant amount.

**Section 6. Nondiscrimination.** The DBPA covenants and agrees that it will not discriminate as to race, color, creed, sex, age, or national origin in the employment of its personnel. The DBPA

shall establish and implement a hiring plan that does not discriminate based on race, color, creed, sex, age, or national origin.

**Section 7. Conformity to Law/Venue.** The DBPA covenants to comply with all laws, ordinances, regulations, and orders of Federal, State, County, and municipal authorities pertaining to the management of the programs and operations, including employment laws. In the event any claim, action, litigation, or proceeding arises under this agreement, venue shall be in Volusia County, Florida.

**Section 8. Acknowledgement.** Any publications produced by the DBPA for the Farmer's Market shall include text identifying the DDA as a participant substantially as follows: "Funds provided by the Daytona Beach Downtown Development Authority."

**Section 9. Independent Contractor.** Nothing herein will be constructed as creating a partnership, agency, joint venture or other similar relationship between the DDA and the DBPA.

IN WITNESS WHEREOF, The parties have executed this agreement this 28 day of MAY, 2010.

**THE DAYTONA BEACH PARTNERSHIP ASSOCIATION**

By: Cindy Ritzi, President  
Cindy Ritzi, President.

**DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY**

By: Robert Abraham  
Robert Abraham, Chairman

By: Sheryl A. Cook  
Sheryl A. Cook, Vice-Chair

By: Sheila McKay-Vaughan  
Sheila McKay-Vaughan, City Commission Member

Approved as to form: Robert Jagger  
Robert Jagger, Deputy City Attorney

**EXHIBIT A**  
**Farmer's Market Manager Position Description**

<u>Title:</u>	Farmer's Market Manager
<u>Status:</u>	Part-time – 14 hours a week  Saturday: 7 am to 1 pm Two other days a week: 4 hours each day Weekday hours will vary.
<u>Hourly Range:</u>	\$12 - \$18
<u>Benefits:</u>	Not eligible for benefits
<u>Paid Time Off:</u>	Not eligible for PTO
<u>Job Description:</u>	<ol style="list-style-type: none"> <li>1. Manage the farmer's market <ol style="list-style-type: none"> <li>a. Oversee morning set-up</li> <li>b. Run the welcome &amp; information booth</li> <li>c. Collect rent</li> <li>d. Enforce rules &amp; regulations</li> <li>e. Run farmer's market event activities</li> <li>f. Oversee clean-up</li> <li>g. Implement new trash removal alternative</li> <li>h. Map and plan for future expansion of the market</li> </ol> </li> <li>2. Recruit new vendors <ol style="list-style-type: none"> <li>a. Attend other farmer's markets to meet and recruit new vendors</li> <li>b. Distribute applications</li> <li>c. Handle and oversee the application process of new vendors</li> </ol> </li> <li>3. Manage all Farmer's Market marketing</li> <li>4. Obtain market sponsorships and manage sponsor relations</li> <li>5. Implement new Downtown merchant programs for the farmer's market</li> <li>6. Manage grant application and funding for the Farmer's Market</li> <li>7. Coordinate with the Executive Director &amp; the Farmer's Market Committee on all Farmer's Market Activities</li> </ol>
<u>Minimum Qualifications</u>	<ol style="list-style-type: none"> <li>1. High School diploma or equivalent</li> <li>2. 2 years experience in a supervisor capacity of multiple employees / vendors, or managing events</li> </ol>



**AGENDA ITEM: 8**

# THE CITY OF DAYTONA BEACH

**REDEVELOPMENT DIVISION**

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

## MEMORANDUM

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DATE: April 21, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Downtown Branding

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At the January 2011 Downtown Development Authority (DDA) meeting, the Authority selected Mastando Media & Marketing to develop the three alternative brands for Downtown. Mike Mastando has been working with the DBPA Promotions Committee to refine the brand concepts. Four proposed brand logos are attached for the Authority's review. In addition, the Promotion Committee has developed three proposals for tag lines for Downtown. Mike Mastando will be at the Authority meeting to present the concepts.

Once the Authority reviews the proposed brand concepts, the next step is for a public workshop with Downtown stakeholders, including merchants to review the concepts and provide input on the proposals. Once the workshop is held, the DDA will make the decision on the brand for Downtown.

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.

## LOGO DESCRIPTIONS

### Original Logo - Four Pavers/street sign

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. 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.

Colors: Similarly to the cityscape logo, bright, lively colors intimate the excitement and energy of the Downtown area. However, in this case, they are grounded by the powerful, elegant black, which communicates class and a little more wealth and formality.

Fonts: With this font, we still added a little whimsy to the first font but with a bit more restraint in order to maintain the village-like file and the reality of it being a sign.

### Iconic Palm Tree Logo

Colors: Earth colors, brown for land, blue for water, green for foliage.

Symbolism: This is an iconic representation of the Downtown, a more simple and abstract interpretation that can be used to represent any business in the district. The palm itself is built from the letters D and B (Downtown Daytona Beach), giving it authenticity from just any drawn palm.

Fonts: Again, we are juxtaposing the fun, frivolity of the Downtown by using one whimsical font with one more grounded font.

### Orange & Palm Tree Logo

Overview: A serene yet upbeat and iconic capturing of the beauty of Downtown. Placid blues settle lively golds and oranges, just as the Halifax offers tranquility to juxtapose the lively night life and busy doings of the work day Downtown.

Symbolism:

Orange: An homage to the Downtown area past; the Downtown used to be populated by orange groves before it was populated by people.

Palm Tree: Forward leaning palm tree morphs into the orange, illustrating a connection with the past with a desire to move forward. Straightforwardly, the main image many associate with the Downtown area are the palms that line the streets.

Water/Sunset: The view of the Halifax is what separates Downtown Daytona Beach from other area Downtowns and gives it its “something special.”

Fonts: The Avante Garde font family, which has been used as a basis for the logo fonts, has a very retro feel while also seeming amazingly contemporary. Again, this reflects the unique dichotomy of the Downtown area and all of its residents, business owners, and visitors.

## **City on the River Logo**

Colors: Bright, lively colors intimate the excitement and energy of the Downtown area, while also communicating diversity and an “out of the box” nature. Blue waves enclosing text represent the water front.

Symbolism: The skyline indicates more of metropolitan feeling and that the Downtown houses many different businesses, restaurants, and industries. They overlap which represents that the district is a cohesive entity - separate in personalities - but together as a neighborhood. Palm trees and water illustrate quite literally that the district is still tropical in nature, close to the water and decorated in palms, elevating its authenticity of a downtown on the river.

Fonts: The first font, used for “Downtown,” is a little more fun and interesting, which indicates that the areas is not stuffy, while the second font is the very simple, timeless Avante Garde family, indicating timelessness and consistency.

## **PROPOSED TAGLINES**

BEAUTIFUL DOWNTOWN DAYTONA BEACH...

The Downtown EVERYTHING District

You'll Love Our Palms and Our Roots.

The Creative Village Between Sand and Speed.

Rediscover Your Downtown.

You're Invited.

Start Here.

OMG! FYI...





**DOWNTOWN**

DAYTONA BEACH



**DOWNTOWN**  
DAYTONA BEACH







# 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: April 21, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Downtown Website

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As requested by the Authority at the last meeting, the DBPA will present the new Downtown website to the DDA. Authority members are encouraged to review the website ([www.downtowndaytonabeach.com](http://www.downtowndaytonabeach.com)) prior to the meeting. If time permits, the Authority may also want to review the following Downtown or shopping area websites.

[www.downtownorlando.com](http://www.downtownorlando.com)

[www.downtowndelraybeach.com](http://www.downtowndelraybeach.com)

[www.thepavilionatportorange.com](http://www.thepavilionatportorange.com)

[www.mallatmillenia.com](http://www.mallatmillenia.com)



# The Daytona Beach Partnership Association

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

## Committee Updates

April 2011

### Committee Updates:

#### 1. Farmers Market

- Funding agreement performance report attached.

#### 2. Promotions

- Committee focused on Brand Development Meetings with Mastando Media
  - Fourth concept completed.
  - Present at this meeting by Mastando.
  - Next step: Downtown Stakeholder Meeting
- In progress on Mother's Day Promotions and Art of the Automobile Promotions
- **Major Issues:** Permit for Art of the Automobile is coming in at \$10,695.87. This is in excess of original \$5,000 permit.
- Proposals in review for Think magazine
  - Multiple meetings to examine new agreement
- Committee also working with Design Committee on the public relations and fundraising portion of the Riverfront Park Plaza Project being planned for 100 N. Beach Street
- Summer Sports series
  - Activate outdoors in downtown with sidewalk market and summer Riverfront Park Series
- In-meeting tutorial and discussion of the site

#### 3. Economic Restructuring

- 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
- Updating Economic Recruitment brochure with city staff

#### 4. Design

- Working with city staff on other design standards for downtown
- 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. Membership drive has launched.
2. Continuing to work with Daytona Beach Police on the homeless issue downtown.
3. Next Town Hall Meeting: Tuesday, May 10<sup>th</sup> at 8 am
4. Upcoming events:

Halifax Oyster Festival April 30<sup>th</sup> on Manatee Island

Cinco De Mayo – May 5<sup>th</sup> from 5 pm to midnight – Beach Street, Magnolia to Orange

Art of the Automobile May 7<sup>th</sup> 2011

Food & Wine Festival – **New Date To Be Announced**



# THE CITY OF DAYTONA BEACH

## REDEVELOPMENT DIVISION

POST OFFICE BOX 2451  
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PHONE (386) 671-8180  
Fax (386) 671-8187

### MEMORANDUM

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DATE: April 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 April 5, 2011:

- Recommended the City Commission approve a public use permit for the proposed temporary plaza at the northwest corner of W. International Speedway Blvd. and N. Beach St. The plaza is a public / private partnership between the CRA and the DBPA to beautify the empty lot at a visible location in Downtown.
- Denied a sign permit for a monument sign for A-First Florida Bail Bonds at 244 N. Ridgewood Ave. The proposed sign did not meet Redevelopment Design Standards for Signs in the Downtown Redevelopment Area.

Bob Gibbs, Gibbs Planning Group, presented the Downtown Retail Study to the (CRA) City Commission on Monday, April 18. At the next quarterly meeting, the CRA will consider the recommendation from the Downtown / Ballough Road Redevelopment Board for the Gibbs Planning Group to perform a peer review of the Downtown Retail Strategy and provide retail recruitment efforts for Downtown.

Due to the length of the April meeting agenda, the comprehensive report on the merchant survey results will be provided in May. Additional merchant surveys are still being collected.

Attached is a preliminary DDA budget for 2011/12 fiscal year. The preliminary budget will be discussed in more detail next month.

**PROPOSED DDA BUDGET**

	Approved 2009/10 Budget	Approved 2010/11 Budget	Recommended 2011/12 Budget	Projected 2012/13 Budget
<b>REVENUE</b>				
Ad Valorem Taxes	136,805	117,731	105,958	95,362
Interest	2,000	1,000	800	600
Appropriation of Fund Balance	25,031	28,769	18,742	9,538
<b>Total Revenue</b>	<b>\$ 163,836</b>	<b>\$ 147,500</b>	<b>\$ 125,500</b>	<b>\$ 105,500</b>
<b>EXPENDITURES</b>				
Contract Services	3,969	500	1,000	1,000
Office Supplies	250	250	250	250
Travel	1,500	-	-	-
Care and Subsistence	2,517	400	400	400
Professional Memberships	600	600	600	600
Projects	45,000	7,000	5,000	-
Downtown Marketing	29,100	34,250	50,250	40,500
Downtown Events	-	54,500	25,000	25,000
Downtown Holidays	-	22,500	22,500	22,500
Main Street Program	53,900	27,500	20,500	15,250
Main Street Office	27,000	-	-	-
<b>Total Expenditures</b>	<b>\$ 163,836</b>	<b>\$ 147,500</b>	<b>\$ 125,500</b>	<b>\$ 105,500</b>
<b>FUND BALANCE</b>				
Unreserved Fund Balance	\$ 93,078	\$ 68,047	\$ 39,278	\$ 20,536
Appropriation	\$ 25,031	\$ 28,769	\$ 18,742	\$ 9,538
Ending Fund Balance	\$ 68,047	\$ 39,278	\$ 20,536	\$ 10,998
% of Budgeted Expenditures	42%	27%	16%	10%
<b>DBPA GRANT</b>	<b>\$ 110,000</b>	<b>\$ 95,000</b>	<b>\$ 80,000</b>	<b>\$ 65,000</b>