



DOWNTOWN DEVELOPMENT AUTHORITY

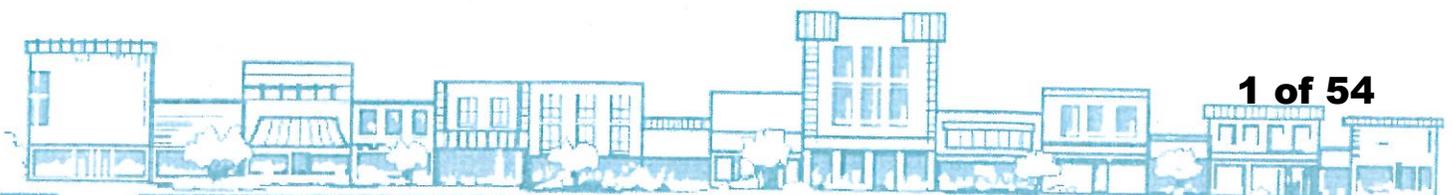
P.O. Box 2451 ♦ DAYTONA BEACH, FL 32115-2451 ♦ (386) 671-8180

AGENDA

Tuesday, June 28, 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.

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes: May 24, 2011**
4. **Discussion: Concierge Book Advertising**
5. **Discussion: Merchant Survey Report**
6. **Discussion: Preliminary 2011/12 DDA Budget**
7. **Adoption of Millage Rate for Fiscal Year 2011/12**
8. **Independent Review of DBPA Grant Finances**
9. **Downtown Branding**
10. **DBPA Update**
11. **Staff Update**
12. **Public Comments**
13. **Other Business**
14. **Adjournment**



**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES**

May 24, 2011

There was a meeting of the Downtown/Balough Road Redevelopment Area Board held Tuesday, May 24, 2011 at 8:00am in the Conference Room 149B at 301 South Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members

Mr. Bob Abraham, Chair
Ms. Sheryl Cook
Mr. Joseph Hopkins
Ms. Stacey Lipton
Ms. Kelly White

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Robert Jagger, Deputy City Attorney
Ms. Jeanne Tolley, Redevelopment Technician
Ms. Cathleen Olson, Recording Technician

1. Call to Order

Mr. Abraham called the meeting to order at 8:07am.

2. Roll Call

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

3. Approval of the Minutes of April 26, 2011

Ms. White noted a correction of the spelling of Cheryl Kelley, not Cheryl Kelly.

Ms. Cook made a motion to approve the minutes of April 26, 2011 with corrections. Mr. Hopkins seconded the motion and it was approved unanimously (5-0).

4. DBPA 2010/11 Grant Audit (continued)

Mr. John Myers stated that the DBPA Grant Audit for the 2010/11 fiscal year was complete on December 17, 2010 and submitted to the City on December 20, 2010. He outlined the issues regarding the audit, stating that there had been no management letter, and so he could not have provided it as requested, and that he

did not know the report of expenses not shown based on annual grant budget, and emphasized that the report had been provided in the same format as previous years. He also stated that he had not been informed why certain expenses had been disallowed. He stated that in the past, he had not done dollar-by-dollar analysis, and instead had analyzed by broader categories, noting that the \$4,500 bill referenced in the past was much higher than what he was paid. He stated that he was not present at the December meeting, because he had not received a clarification from the City regarding attendance at that meeting. He did not receive further information regarding what was expected of him at the January meeting until two days prior, which was already into his tax season. He stated that he had examined the supporting documentation provided to the City, which had no exceptions, with a few minor items not allowed, but emphasized that he was satisfied that the DBPA spent \$87,377 in support of the purposes intended by the DDA.

Mr. Berger stated that the management letter had been a part of the DBPA agreement.

Mr. Myers stated that he was entirely willing to provide a management letter, but he had not in the past therefore had not provided one in the 2010/11 audit.

Mr. Berger stated that the report of expenses not shown based on the approved expenses went down to the detailed parts of the budget.

Mr. Myers stated that he could adjust the format of the audit going forward.

Mr. Berger stated that the documentation not provided primarily referred to credit card receipts, and noted that the salaries exceeding the \$54,000 budget was OK.

Mr. Hopkins asked how long Mr. Myers had been doing the DBPA audit.

Mr. Myers stated that he had been doing the audit since 1998.

Mr. Hopkins asked why so many issues had appeared this year.

Mr. Berger stated that a year ago, an agreement had been written to ensure that the CRA funds passing between the CRA, the DDA and the DBPA were all accounted for, so the DBPA inherited the new requirements which changed many things.

Ms. Cindy Ritzi of the DBPA emphasized the Mr. Myers had not been informed of said changes, resulting in many of the issues.

Mr. Abraham noted technical discrepancies between the City's auditing requirements and the DBPA requirements after the changes.

Mr. Hopkins stated he was concerned about the lack of communication between the City and the DDA.

Mr. Abraham stated that lacking was a management letter provided for the grant agreement in the case of any recommendations the auditor had concerning the DBPA bookkeeping, and back-up for some items.

Ms. Naomi Weiss stated that the DBPA had not been aware that they were supposed to provide actual receipts in addition to credit card detail reports, but they had begun providing receipts going forward, but not going back.

Mr. Abraham asked if receipts were missing from a recent fiscal quarter.

Ms. Weiss acknowledged that some receipts were missing, but stated the DBPA had not been paid for any expenses for which documentation had not been provided.

Mr. Abraham asked if the audit could be accepted with technical deficiencies.

Mr. Hopkins stated that the motion was acceptable to the City less than the documented bookkeeping salaries and asked if the audit needed to be amended.

Mr. Myers stated that the discrepancies were outlined, noting that in the past, the DDA had accepted reports like the current year's audit but had not gone back and paid any unaccepted differences, and asked if he should re-do the last report, noting that he acknowledged the need to format the report differently in the future. He emphasized a miscommunication with Mr. Jeffries regarding the formatting of and the necessary information in the report the previous September.

Board Action

Mr. Hopkins made a motion to accept the audit report subject to a management letter, noting that the \$7,700 not documented would not be paid. Ms. White seconded the motion and it was approved 4-1, with Ms. Cook dissenting.

Ms. White stated the need to streamline the audit process and provide the audit report on a timelier basis.

Mr. Myers acknowledged Board concern and stated that he understood the process better.

Board Motion

Ms. Cook made a motion that pursuant to the contract between the DDA and the Partnership, because the audit is not sufficient to meet the criteria to the grant

agreement, that the DDA do an independent audit subject to the provisions under paragraph 4E of the contract. Ms. White seconded the motion.

Ms. Cook emphasized the need to be fiscally responsible with new procedures.

Mr. Abraham noted that the DDA had never had an independent audit.

Mr. Hopkins asked who would conduct an independent audit.

Mr. Berger stated that the City would go on the advice of the DDA and the Finance Department in choosing a firm to conduct an independent audit.

Ms. White asked if the same information would be used as was used in Mr. Myers' audit, noting that it could be an opportunity to hone some processes.

Mr. Hopkins expressed concern that a secondary audit would not improve communication between the DDA and the DBPA.

Mr. Abraham stated that the audit would address the DBPA's compliance with the grant agreement.

Ms. Cook emphasized the importance of learning new procedures and moving forward so that audits weren't protracted every year, and in opening discussing as to recent changes.

Mr. Abraham asked how the DDA should proceed in a secondary audit process.

Mr. Berger stated that an auditor could be selected per Staff recommendation.

Mr. Abraham asked how the audit could be funded.

Mr. Berger stated that the audit could be funded by the DDA and funds were available in the Projects line item.

Mr. Hopkins concurred with the need for a secondary audit to re-address procedures.

Board Action

The motion was approved unanimously (5-0).

5. Event Budget Approval (Summer Sports Series)

Ms. Weiss outlined the budget for the 2011 Summer Sports Series event, with a ceiling request of \$5,000 and a breakdown of general administrative budget and expenditures. She stated that the promotional plan was to be launched mid-June

for the Summer Sports Series lasting from the last week of June to the first week of September, under the name of Summer Recess in Downtown Daytona Beach. She noted that most of the events throughout the year focused on shopping and dining, outside of single-day events such as the Summer Barbecue, and stated the need to put on events that embraced the summer heat instead of avoiding it, which would also address the need to incorporate Riverfront Park into summer events. She stated that the conclusion was to activate parks in the summer heat with activities such as dancing, yoga, paddleboarding, rowing, etc., and invite the community to participate. She stated that individual activity groups would partner with the DBPA but remain the main contact, and retailers would also be engaged to participate by way of coupons and prizes.

Ms. Lipton emphasized the need to involve businesses, in terms of coupons and prizes but also noting the possibility of in-store classes to engage customers indoors during the heat of the summer.

Ms. Weiss concurred with the need to engage businesses and interact with owners to maximize the effect on businesses Downtown.

Ms. White emphasized the positive benefit of engaging Downtown businesses and customers during Saturday daytime hours. She also noted the need to utilize the French Market as example in needing a centralized overview with individuals available to answer questions.

Ms. Lipton noted she had partnered a local business to produce French Market t-shirts at an estimated cost of \$3-6 per shirt.

Board Motion

Ms. Cook made a motion to approve the request for a ceiling budget of \$5,000 to fund the Summer Sports Series lasting from the last week of June to the first week of September. Mr. Hopkins seconded the motion and it was approved unanimously (5-0).

6. DBPA Update

Ms. Weiss updated the Board regarding the Downtown Plaza Project, presenting fliers for the project. She stated the lease agreement would go before the City Commission the following Wednesday. The Public use permit had already been approved. She stated that the property was at the intersection of Beach Street and International Speedway Boulevard, owned by Blue Water, who was donating the use of the property for a public plaza for an initial two-year period, renewable until the property was developed into the restaurant it was designed to be, at which time the plaza would be relocated to another location Downtown. She stated that the build-out plan was three to six months, noting that much in-kind services and materials had been donated to about \$30,000, with labor costs and a

few other items not yet donated. She stated that the budget for cash fundraising was \$50,000, although only \$10,000 without the kiosks. She outlined the images around the kiosk as reflecting the Riverfront Park Master Plan, adopted districts and historic renderings of the district. She noted the possibility of the kiosk panels to be sponsored to assist in financing the kiosk. She also stated that Mr. Jason Jeffries and Commissioner Edith Shelley were in Las Vegas for the national ICSC Conference at the end of May. She noted ongoing events such as the Critical Mass bicycle ride and the Science Café each month and she invited any local businesses with ongoing events to provide that information.

Mr. Abraham asked for clarification regarding the Courtyard Project as to whether there had been interest in retail spaces.

Ms. Weiss stated that there had been inquiries, but noted challenges in going from private owner to bank owned, and it was difficult to lease during that process.

Ms. White commended the success of the Art of the Automobile event as a merchant-generated, successful event Downtown. She also noted the importance of the kiosk maps Downtown, and the trolley brochure as an interim Downtown brochure.

Ms. Lipton stated the need to avoid using a picture of the trolley for the Downtown brochure, and to design a brochure more centered on Downtown.

Ms. White asked for clarification as to the next steps of the branding.

Mr. Berger stated that Mastando Media was working on the branding, and would be working with Mr. Jeffries and the Board to incorporate input and come up with a logo.

Mr. Hopkins asked if the logo would be presented to the community.

Mr. Berger stated yes.

Ms. Weiss emphasized the need for all businesses Downtown to utilize the Downtown brand to give the brand power and authenticity.

Ms. White stated that a workable logo should be ready for September to distribute to merchants.

Ms. Weiss stated that they were on course for the July Town Hall meeting and would like to advertise for the community to attend. She also noted a Suicide Prevention Conference in Daytona Beach at the News-Journal Center, bringing in 300 educators, doctors, counselors, first responders and others, over the weekend of June 1st.

Ms. Cook asked for clarification of the Downtown membership.

Ms. Weiss clarified that the Downtown district spanned from Fairview Avenue to South Street and the railroad to the river. She explained the boutique-level benefits and the corner-shop levels benefits, noting that each business could decide which was most beneficial to them.

7. Staff Update

Mr. Berger provided the Board with updates from the Downtown/Balough Road Redevelopment Area Board meeting on May 3, 2011, highlighting the prohibition of social services in the Downtown Redevelopment area. He stated that the Board discussed additional prohibited social services such as homeless services, emphasizing the importance of addressing the homeless attraction element. He outlined the Capital Improvement Projects, highlighting the Olde Daytona project and noting a July completion date. He also briefly outlined a \$3 million project on International Speedway Boulevard, and a small project on Orange Avenue. He noted the Greyhound bus station as an eyesore, emphasizing the need to change the entire process of addressing the streetscaping. He also stated that activity on Manatee Island was picking up, noting that the American Cancer Society had an event there the past weekend.

8. Public Comments

Mr. John Nicholson, 413 N. Grandview Avenue, noted concern with a Baptist Church clinic Downtown, and emphasized the need to repair damage to City Island. He also stated the need for a Children's Center at the City Island Library to encourage children and families Downtown, and encouraging activities in general at City Island, while discouraging homeless congregation Downtown.

Mr. Abraham noted problems with a lack of personnel for maintenance Downtown.

Ms. Weiss asked for clarification as to the availability of grant money for leasehold or façade-improvement grants.

Mr. Berger stated that there was no more grant money available for the year, noting that the grant programs had been overly successful, and had been distributed on a first-come, first-served basis.

9. Other Business

Ms. Lipton noted that the old Stinky Dog's shop would be opening up as a Cuban sandwich shop, and the Harley-Davidson store would be opening as a museum.

10. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 9:56am.

Bob Abraham, Chairman

Cathleen Olson, Board Secretary



AGENDA ITEM: 4
THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

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

MEMORANDUM

DATE: June 23, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: In-Room Concierge Book

Deb Smith, publisher of the In-Room Concierge Book and See Magazine, has submitted a proposal for the DDA to fund one or two pages of advertising in one or both of the products See Coastal Media, Inc. produces. The products are designed to promote area locations to tourists. The proposal is for the DDA to purchase one or two pages of advertising and See Coastal Media will dedicate editorial content to Downtown and group other ads from Downtown merchants in the same section of the document. This could be an additional opportunity for the DDA to promote Downtown to tourists. Advertising to tourists is one of the DDA's goals for marketing and promoting Downtown.

This item is a discussion item to determine the Authority's interest in pursuing advertising in the In-Room Concierge Book or See Magazine. If interested, the item could be included in next year's budget and brought back for formal approval.

Deb Smith will be at the meeting to present the proposal.



Downtown Development Authority

Proposal Prepared for: Jason Jefferies, Project Manager for City of Daytona Beach 6.23.11

FOR: In-Room Concierge

Be In The Best Hotels - Guests See You in the Comfort of Their Room!

Promote Dining, Activities, Shopping and Downtown Events

Ad includes one data listing in print & web	Four Monthly Pmts	Annual Gross Total*
Two Page spread, non-bleed	\$2,269 * 4 =	\$9,075
One Page, non-bleed	\$1,262 * 4 =	\$5,045
Additional Data listing w/web	\$ 115 * 4 =	\$ 460

Individual co-op Participation, includes data listing, web listing and display ad

	Four Monthly Pmts	Annual Co-Op Net per mo.*
² / ₃ page	\$ 802 * 4 =	\$3,209
¹ / ₂ page	\$ 677 * 4 =	\$2,707
¹ / ₃ page	\$ 462 * 4 =	\$1,849
¹ / ₆ Page	\$ 417 * 4 =	\$1,667
Companion Menu with full or 1/2 page ad	\$ 125 * 4 =	\$500

*4% pre-pay discount available

In-Room Concierge Distribution: Be in over 95 of the higher rated properties, reaching the visitors that plan on thoroughly enjoying a quality vacation.

The Complete list is attached and will reach the visitors you want to attract.

Value Added Options include:

- Full Color Ads jump off the page
- Exclusive in-room exposure for undivided attention
- Editorial for interest and details
- eBooks for web availability 24/7
- Map Locator on web site with GPS type directions
- Weblinks to www.downtowndaytonabeach.com
- Video's
- Press release support
- Calendar of event listings
- Inclusion on Face Book social media site

Presented by: Deb Smith, Publisher Deb.Smith@SEECostalMedia.com 386-562-2213
 Joetta Raylots, Marketing Executive Joetta@SEECostalMedia.com 386-873-4424

In-Room Concierge

Daytona Beach - Daytona Beach Shores - Ormond Beach - New Smyrna Beach

2011 Distribution Partners

Daytona Beach

Boardwalk Inn
Comfort Inn & Suites
Courtyard by Marriott
Cove Motel
Daytona Beach Resort/Conf.Center
Daytona Inn Beach Resort
Diamond Resorts/Regency
Grand Seas Resort
Hilton D.B. Oceanfront Resort
Holiday Inn Express
Holiday Inn Hotel & Suites
Holiday Inn Resort/Inn on Bch
Homewood Suites by Hilton
Nautilus Inn
Residence Inn Marriott
River Lilly B&B
Sea Shells Beach Club
Super 8
Super 8 Motel
Tropical Winds

New Smyrna Beach

Ocean Properties X 44 Condos
Atlantic Plaza Condo Suite Hotel
Buena Vista Inn
Coastal Waters Inn
Coconut Palms Resort 2
Coronado Del Mar
Holiday Inn NSB
Islander Beach Resort
Longboard Inn B & B
Night Swan, NSB
Nuns & Roses B & B
Ocean Trillium
Riverview Hotel NSB
Sea Horse Inn Beachside
Valdora Court Motel

Daytona Beach Shores

Aku Tiki Inn
Atlantic Ocean Palm Inn
Bahama House
Beachside Motel
Daytona Seabreeze, Blue Green
El Caribe Resort
Emerald Shores Hotel
Hawaiian Inn
Holiday Inn Express/Palm Plaza
Ocean Court Motel
Perry's Ocean Edge
Ponce Inlet Club South
Quality Inn Ocean Palms
Sand Castle Motel
Shoreline All Suites Inn
South Shore
Sun Viking Lodge
The Shores Resort & Spa
Tropic Shores
Tropical Manor

Ormond Beach

Best Western Castillo Del Sol
Casa Del Mar, Blue Green
Coral Beach Resort
Coral Sands Inn
Destination Daytona Hotel & Suites
LaQuinta Inn & Suites
Ocean East Resort Club
Outrigger Beach Club, Blue Green
Plantation Island
Royal Floridian Resort
Sleep Inn
The Cove on Ormond Beach
The Maverick
Annual distribution of: 10,000
Top rated properties in the area!

For More Information call:
Amanda Tew at 386-299-2037
Amanda.Tew@SEECostalMedia.com

Accommodations include: Beach
Rentals, Resorts, Hotels, Motels, Inns
and Condominiums, over 95
locations

12 of 54



Downtown Development Authority

Proposal Prepared for: Jason Jefferies, Project Manager for City of Daytona Beach 6.23.11

SEE Daytona Beach Reaches More Visitors, More Often and Deliver the Most Effective Results!

FOR SEE Daytona Beach: Display AD Recommendation including value added options to reach Vacationers to the area.

Promote Dining, Activities, Shopping and Downtown Events

Ad includes one data listing and optional coupon	Monthly	Annual Gross Total*
Two Page spread, non-bleed	\$1,420 * 12 =	\$17,040
One Page, non-bleed	\$1,010 * 12 =	\$12,120
Additional Data listing and optional coupon	\$ 72 * 12 =	\$ 864

Individual co-op Participation, includes data listing, web listing, map location & optional coupon

	Rate Card monthly	Annual Co-Op Net per mo.*
½ page	\$670	\$570
¼ page	\$380	\$323
1/8 Page	\$220	\$187

*4% pre-pay discount available

SEE Daytona Beach Distribution: Over 365 locations, including every Hotel, Motel, Time Share, Condo, Visitor Centers, Chamber of Commerce, Airport and Publix Supermarkets on A1A.

The Complete list is attached and will attract the visitors you want to reach.

Value Added Options include:

- Full Color Ads jump off the page
- Editorial for interest and details
- **What's New** to keep them coming back
- Coupons to motivate shopping, dining and more
- eBooks for web availability 24/7
- Online Map Locator with GPS type directions
- Weblinks to www.downtowndaytonabeach.com
- Video's
- Press release support
- Calendar of event listings
- Inclusion on Face Book social media site

Presented by: Deb Smith, Publisher Deb.Smith@SEECostalMedia.com 386-562-2213

Joetta Raylotts, Marketing Executive Joetta@SEECostalMedia.com 386-873-4424



SEE Daytona Beach

Distribution Locations

Daytona Beach & Shores

Table with 3 columns: Location Name, Address, and Address. Lists various hotels and businesses in Daytona Beach and Shores.

La Quinta #2 2725 W. Int'l Sp. Blvd.
 Lincoln Motel 1503 S. Atlantic Ave.
 Lou-Ray Motel 400 S. Atlantic Ave.
 Mardi Gras 12 N. Ocean Ave.
 Marina Pt. - Dockmaster 645 S. Beach St.
 Marine Terrace 1018 N. Atlantic Ave.
 Marriott Courtyard 1605 Richard Petty Blvd.
 Maui Nix 635 N. Atlantic Ave.
 Metz Plaza 3278 S. Atlantic Ave.
 Mike's Gift Shop 619 Seabreeze Blvd.
 Motel 777 2401 N. Atlantic Ave.
 Nautilus Inn 1515 S. Atlantic Ave.
 Ocean Court 2315 S. Atlantic Ave.
 Ocean Holiday Motel 1800 S. Atlantic Ave.
 Ocean Palm Inn 3247 S. Atlantic Ave.
 Ocean Quest Condo 4641 S. Atlantic Ave.
 Ocean Sand Resort 1024 N. Atlantic Ave.
 Ocean Shore Resorts 1000 N. Atlantic Ave.
 Ocean Walk #2 300 N. Atlantic Ave.
 Ocean Walk Shoppes 250 N. Atlantic Ave.
 Oceans Jewels Club 935 S. Atlantic Ave.
 Oceanside Inn 1909 S. Atlantic Ave.
 Pappas Plaza 2516 S. Atlantic Ave.
 Parkway Motel 1369 S. Ridgewood Ave.
 Peck Plaza Condominium 2625 S. Atlantic Ave.
 Perennial Vacation Club 2525 S. Atlantic Ave.
 Perry's Ocean Edge #1 2209 S. Atlantic Ave.
 Phoenix East Aviation Coral Sea Ave.
 Pirates Cove 226 Cardinal Dr.
 Plaza Resort and Spa 600 N. Atlantic Ave.
Publix Supermarket 3044 South Atlantic Ave.
 Quality Inn 2250 W. Int'l Sp. Blvd.
 Quality Inn/ Ocean Palms 2323 S. Atlantic Ave.
 Ramada Inn Speedway 1798 W. Int'l Sp. Blvd.
 Red Carpet Inn 1400 N. Atlantic Ave.
 Red Carpet Inn 1855 S. Ridgewood Ave.
 Regency Inn 619 N. Ridgewood Ave
 Relax Inn 1225 S Ridgewood Ave.
 Residence Inn 1725 Richard Petty Blvd.
 Royal Holiday Motel 3717 S. Atlantic Ave.
 Royal Inn 810 S. Ridgewood Ave.
 Safari Inn 315 Belleview Ave.
 Sage N' Sand 3059 S. Atlantic Ave.
 Sahara Motel 1215 N. Atlantic Ave.
 Sand & Surf Condo #2 2535 S. Atlantic Ave.
 Sand Castle Motel 3619 S. Atlantic Ave.
 Sandman Motel 1327 S. Ridgewood Ave.
 Sandpoint Condo 2615 S. Atlantic Ave
 Sapporo Steak House 501 Seabreeze Blvd.
 Scottish Inn 1515 S. Ridgewood Ave.
 Sea Club IV 3229 S. Atlantic Ave.
 Sea Dip / Red Carpet Inn 1233 S. Atlantic Ave.
 Sea Oats Beach Motel 2539 S. Atlantic Ave.
 Sea Scape Inn 2601 S. Atlantic Ave.
 Sea Shells Beach Club 1014 N. Atlantic Ave.
 Seven Seas Resort 2433 S. Atlantic Ave.
 Seychelles Condominium 3855 S. Atlantic Ave.

Shore Winds Motel 2240 S. Atlantic Ave.
 Shoreline All Suites Inn 2435 S. Atlantic Ave.
 Shores Club
 Condominium 3815 S. Atlantic Ave.
 Side-O-Sea Motel 1451 N. Atlantic Ave.
 Sierra Suites 1819 S. Atlantic Ave.
 Silver Beach Club 1025 S. Atlantic Ave.
 Silver Sands Inn 2119 S. Atlantic Ave.
 Skyway Motel 906 S. Atlantic Ave.
 South Shore Motel 3225 S. Atlantic Ave.
 Southpoint Condominium 4453 S. Atlantic Ave.
 Speed Zone 201 Fentress Blvd.
 Streamline Hotel 140 S. Atlantic Ave.
 Studio 1 1700 S. Atlantic Ave.
 Suburban Lodge 220 Bill France Blvd.
 Sun Viking Motel 2411 S. Atlantic Ave
 Sunglow Condominium 3647 S. Atlantic Ave.
 Sunny Shore Resort 2037 S Atlantic Ave.
 Sunrise Beach Club 1212 N. Atlantic Ave.
 Sunset Inn 2425 S. Ridgewood Ave.
 Sunshine Inn 1234 S. Ridgewood Ave.
 Sunshine Timeshares 2400 S. Ridgewood Ave.
 Super 8 Inn I-95 & US 92
 Super 8 Motel 133 S. Atlantic Ave.
 Super 8 Motel 1242 S. Ridgewood Ave.
 Texaco 971 W. Int'l Sp. Blvd.
 Thunderbird Beach Motel 500 N. Atlantic Ave.
 Town and C'try Campgr'd 3003 US 92
 Travel Inn 850 S. Ridgewood Ave.
 Travelers Inn 735 N. Atlantic Ave.
 Tropic Air Motel 1401 N. Ridgewood Ave.
 Tropic Shores 3111 S. Atlantic Ave.
 Tropical Manor Motel 2237 S. Atlantic Ave.
 Tropical Winds 1398 N. Atlantic Ave.
 Twenty-Six 26 Condo 2626 S. Atlantic Ave.
 We Rent Harleys 2020B S. Atlantic Ave.
 White Surf Condominium 3555 S. Atlantic Ave.
 Wilbur's 4100 S. Atlantic Ave.
 Windsor Apartments 524 s. Beach St.
 Hawaiian Inn 2301 S. Atlantic Ave.
 Palm Plaza 3301 S. Atlantic Ave.

Port Orange

Daytona Beach Campground 4601 Clyde Morris Blvd
 Dusk to Dawn Motel 4545 S. Ridgewood Ave.
 La Quinta 1591 Dunlawton Ave.
 Nova Family Campground 1190 Herbert St.
 Orange Isle Campground 3520 Nova Rd.
 Port Orange Chamber 3431 S. Ridgewood Ave.
 Port Orange Travel 620 Dunlawton Ave.
 Rose Bay Travel Park 5200 S. Nova Rd.
 Town & Country Motel 5384 S. Ridgewood Ave.

Ponce Inlet

Atlantica of Ponce Inlet 4601 S. Atlantic Ave.
 East Winds Condominium 4505 S. Atlantic Ave.
 Ponce de Leon Lighthouse 4931 S. Peninsula Dr.

New Smyrna Beach Area

15 of 54

Bahamiiian Club	4150 S. Atlantic Ave.	Sugar Mill Ruins Travel Park	Mission Rd.
Beach Access	812 3rd Ave. E.	Sunrise Condominium	4141 S. Atlantic Ave.
beach Realty	508 3rd St.	Surfcoast Realty	4168 S. Atlantic Ave.
Beach Side Realty	315 Flagler Ave.	Surfside	4831 Saxon Dr.
Blue Herron Motel	1204 N. Dixie Freeway	Valdora Court	1708 S. Atlantic Ave.
Buena Vista Motel	144 N. Causeway	Wind Sand Club Condo	111 N. Atlantic Ave
Cedar Island Club	855 Ladyfish Ave.	Fairview Motel	5964 S. Ridgew'd, Hb'r Oaks
Chateau by the Sea	3663 S. Atlantic Ave.	Best Western	101 Almanada, Edgewater
Coastal Waters Motel	3509 S. Atlantic Ave.		
Coconut Palm Resort	611 S. Atlantic Ave.	Deland Area	
Collins Sea Horse Motel	Flagler & S. Atlantic	Comfort Inn	445 S. Volusia Ave.
Colony Beach Condominium	4225 S. Atlantic Ave.	Days Inn	2501 N. Woodland Blvd.
Coronado Del Mar	701 S. A1A	Boulevard Motel	1349 N. Woodland Blvd.
Ebb Tide Condominium	4493 S. Atlantic Ave.	Chimney Corners Motel	1727 S. Woodland Blvd.
Errol by the Sea Condo	4501 S. Atlantic Ave.	Comfort Inn	348 Int'l Sp. Blvd.
Fishtail Palm Resort	811 S. Atlantic Ave.	DeLand Motel	1340 N. Woodland Blvd.
Golden Arms	601 N. Atlantic Ave.	Eastwood Bed & Breakfast	422 E. New York Ave.
Hacienda Del Sol #1	4201 S. Atlantic Ave.	Greyhound Lines, Inc.	224 E. Ohio Ave.
Hacienda Del Sol #2	4301 S. Atlantic Ave.	Holiday Inn	350 Int'l Sp. Blvd.
Holiday Cove South	111 S. Hill Street	Howard Johnson's	I-4 & Rt. 44
Holiday Inn Suite Hotel	1401 S. Atlantic Ave.	Nemec Hall - Stetson	343 E. Arizona
Islander Beach Resort	1601 S. Atlantic Ave.	Orange Tree Inn	1010 N. Woodland Blvd.
Lapponia Motel	1157 N. Dixie Freeway	Rosenborough Travel Agency	644 Indiana Ave.
Las Brisas Condominium	3001 S. Atlantic Ave.	University Inn	644 N. Woodland Blvd.
Moon Tide Condominium	4139 S. Atlantic Ave.		
New Smyrna Campground	Mission Rd.	Ormond Beach Area	
New Smyrna Chamber	115 Canal Street	Cozy Villa Motel	502 Ridgewood Ave.
New Smyrna Utilities	200 Canal Street	Fountain Inn & Suites	749 Ridgewood Ave.
New Smyrna Welcome Cent'r	2242 St. Rd. 44	Holly Hill Chamber	1066 Ridgewood Ave.
Night Swan Inn	512 S. Riverside Dr.	Pilot Lodge	1400 Ridgewood Ave.
Nocturne Motel	1104 N. Dixie Freeway	A1A Travel Inn	342 S. Atlantic Ave.
NSB Realty	109 N. Causeway	Aqua Terrace Motel	599 S. Atlantic ave.
Ocean Aire Motel	1161 N. Dixie Freeway	Aquarius Condominium	1575 Ocean Shore Blvd.
Ocean Beach	3201 S. Atlantic Ave	Argosy Motel	1255 Ocean Shore Blvd.
Ocean Club II	4821 Saxon Dr.	Best Value Inn	1614 N. US Hwy 1
Ocean Properties	3508 S. Atlantic Ave.	Best Western / Castillo Del Sol	205 S. Atlantic Ave.
Ocean Reef Villas	1571 S. Atlantic Ave.	Casa Del Mar	621 S. Atlantic Ave.
Ocean Sands Beach Club	3208 Hill Street	Charlie Horse Restaurant	810 S. Atlantic Ave.
Ocean Trillium Suites	3405 S. Atlantic Ave.	Citrus World	1576 N. US Hwy 1
Ocean Walk Condominium	5300 S. Atlantic Ave.	Comfort Inn / Mandarin	507 S. Atlantic Ave.
Oceania Beach Club	421 S. Atlantic Ave.	Comfort Suites	I-95 & US Hwy 1
Pelican Condominium	2401 S. Atlantic Ave.	Coral Beach Motel	711 S. Atlantic Ave.
Point East Condominium	3801 S. Atlantic Ave.	Coral Sands Inn	1009 Ocean Shore Blvd.
Ponce De Leon Condo	3501 S. Atlantic Ave.	Dairy Queen	2126 N. US Hwy 1
Riverview Hotel and Rest'ant	101 Flagler Ave	Days Inn	I-95 & US Hwy 1
Sandpiper Condominium	5501 S. Atlantic Ave.	Daytona CVB Welcome Center	1635 N. US Hwy 1
Schooner Point Condominium	4801 Saxon Dr.	Daytona Welcome Center	616 S. Atlantic Ave.
Sea Coast Cardens #1	4155 S. Atlantic Ave.	Destination Daytona Hotel	1635 N. US Hwy 1
Sea Coast Cardens #3	4153 S. Atlantic Ave.	Driftwood Motel	657 S. Atlantic Ave.
Sea Vista	1701 S. Atlantic Ave	Econo Lodge	295 S. Atlantic Ave.
Sea Woods Condominium	4309 Sea Mist Dr.	Econo Lodge	1567 I-95 & US Hwy1
Seascape Towers	5207 S. Atlantic Ave.	Encore Super Park	I-95 & US Hwy 1
Sentry Management Inc.	441 N. Causeway	Georgian Inn	759 S. Atlantic Ave.
Shoreham Condominium	5301 S. Atlantic Ave.	Global Vacations	100 E. Granada Blvd.
Smyrna Motel	1050 N. Dixie Freeway	Hampton Inn	155 Interchange Blvd.
		Harris Mobil & RV Park	1080 N. US Hwy 1
Southeaster Condominium	4841 Saxon Dr.		

Holiday Village Park
 I-Hop Restaurant
 Indies House
 Jameison Inn
 La Breeze Motel
 Mainsail Motel
 Makai Motel
 Maverick Resort
 Ocean Crest Motel
 Ocean East Resort
 Ocean View Manor
 Ocean Village Apts.
 Ocean Watch Condominium
 Oceanic Motel
 Oceanside 99
 Odyssey Travel
 Ormond Beach Chamber
 Ormond Beach Surfside N.
 Ormond Beach Surfside S.
 Ormond by the Sea Condo
 Ormond Inn
 Ormondy Condominium
 Outrigger Motel
 Plantation Island
 Publix, Belair Plaza
 Royal Floridian Resort
 Scottish Inn
 Scottish Inn
 Sleep Inn
 Sugar Creek Store #8
 Sun Deck Motel
 Super 8 Motel
 The Cove at Ormond Beach
 The Cove at Ormond Beach #2
 The Real Estate Shop
 Traders Inn
 Tropic Sun Towers
 Tropic Sun Towers B
 Van Lee Condominium

1335 Fleming Ave.
 190 S. Atlantic Ave.
 1275 Ocean Shore Blvd.
 153 Interchange blvd & I-95
 505 S. Atlantic Ave.
 281 S. Atlantic Ave.
 707 S. Atlantic Ave.
 485 S. Atlantic Ave.
 2040 Ocean Shore Blvd.
 867 S. Atlantic Ave
 3600 S. Oceanshore Blvd.
 242 Northshore Dr.
 2700 Ocean Shore Blvd.
 1057 Ocean Shore Blvd.
 99 S. Atlantic Ave.
 1474 W. Granada Blvd
 160 E. Granada Ave.
 1155 Ocean Shore Blvd.
 1133 Ocean Shore Blvd.
 1601 Ocean Shore Blvd.
 372 S. Yonge St.
 1513 Ocean Shore Blvd.
 215 S. Atlantic Ave.
 187 S. Atlantic Ave.
 2595 North Atlantic Ave..
 51 S. Atlantic Ave.
 1608 N. US Hwy 1
 484 S. Atlantic Ave.
 170 Williamson Blvd.
 1561 N. US Hwy 1
 1285 Ocean Shore Blvd.
 1634 N. US Hwy 1
 145 S. Atlantic Ave.
 149 S. Atlantic Ave.
 374 S. Atlantic Ave.
 1355 Ocean Shore Blvd.
 591 S. Atlantic Ave.
 591 S. Atlantic Ave.
 1051 Ocean Shore Blvd.

Palm Coast Area

Cinnamon Beach Club
 Economy Inn
 FAA-Center Management Dev.
 Hampton Inn
 Harbor Club
 Hilton Garden Inn
 Marriott Fairfield
 Microtel Inn & Suites
 Ocean Shore Villas
 Palm Coast Villas
 Regency Inn
 Sleep Inn

519 Cinnamon Lane
 200 Flagler Plaza Dr.
 4500 Palm Coast Hwy
 190 Flagler Plaza Dr.
 1 A Clubhouse Dr.
 I-95 & St. Rd 100
 400 Old Kings Rd.
 16 Kingswood Dr.
 6287 N. Oceanshore Blvd
 5454 N. Oceanshore Blvd
 5 Kingswood Dr.
 10 Kingswood Dr.

367 locations

2/2011

Flagler Beach Area

Beach Front Motel 1544 S. Oceanshore Blvd.
 Bulow Village Campground 3345 Old Kings Rd.
 Flagler By-Sea Campground 2982 N. Oceanshore Blvd.
 Ocean Beach Club I 3500 S. Oceanshore Blvd.
 Palm Coast Realty 611 N. Oceanshore Blvd.
 Beverly Beach Campground 2816 A1A N. Beach Blvd.
 Singing Surf Campground 2424 N. Oceanshore Blvd.
 Flagler Chamber of Commerce I-95 & St. Rd 100, Bunnel
 Holiday Travel Park Marco Polo Blvd., Bunnel



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: June 23, 2011
TO: Downtown Development Authority Members
FROM: Jason Jeffries, Project Manager
SUBJECT: Merchant Survey Results

Effectiveness of Downtown Marketing Efforts

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

Average response of merchants	
Television Ads	2.8
Downtown Think	2.9
Shopping Brochure	3.2
Table Toppers	2.6
News Journal	3.8
Radio	3.2
Website	2.8

% of merchants that advertise in **Think Downtown Magazine: 23%**

Reasons for not advertising in Think Downtown Magazine

- Not cost effective
- Magazine does not have a proven record; circulation only in Downtown
- Not approached to advertise in the magazine

% of merchants that advertise in **News Journal Gang Page: 54%**

Reasons for not advertising in News Journal Gang Page

- Page too busy; ad lost on the page
- Not effective
- Not approached to advertise in the gang page

% of merchants that advertise in **Table Topper: 8%**

Reasons for not advertising in Table Topper

- Do not know about the product

Suggestions for improvements to Downtown marketing

- More visual signage – billboard
- Updated shopping brochures
- Downtown Directory & signage
- Focus on events
- Establish Downtown brand
- More support of merchants

Effectiveness of Downtown Events

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

Average response of merchants

Halifax Art Show	4.5
Beach St BBQ	2.7
French Market	4.0
First Fridays	2.8

% of merchants that participate in **Downtown Events: 100%**

Comments regarding Downtown Events

- Free evening events attract people who come to eat but not shop.
- Events occur during non-business hours
- Wine events attract potential customers
- Events occur only on two blocks
- Events need to be upscale
- Art Show is an example of an event that works for Downtown
- Events provide exposure for the business

Downtown Partnership Participation

% of merchants that are **members: 38%**

Reasons for not being members of the Partnership

- Not worth the time
- Do not have the time to participate
- Not approached to be a member
- Do not have the funds to be a member



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: June 22, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Proposed 2011 / 12 DDA Budget

Attached is the proposed 2011/12 fiscal year DDA budget. For next year, Ad Valorem Revenue is projected to decrease by 13% to \$102,189. The proposed budget follows the strategy established after extensive budget planning workshops held last year. The strategy was to moderately reduce the budget over several years by appropriating unreserved fund balance to lessen the impact of decreasing revenue in a single year. The fund balance would remain at least 10% of budgeted expenditures.

The proposed budgeted expenditures are consistent with the mission and goals established for the DDA during the budget workshops. Attached is a document that details the goals related to each budget line item and the potential projects for those goals. The following are a summary of recommendations to ensure the focus is on maximizing the direct marketing and promotion benefits to Downtown with a total budget of \$120,000.

- DDA overhead expenditures (contract services, office supplies, care, and memberships) are budgeted at \$2,250, about 2% of the total budget.
- Due to the decreasing revenue, consider funding assistance for two festivals (fall and spring) that have a major impact for Downtown business. The proposal is to continue assisting the Halifax Art Festival and continued support of Art of the Automobile. In addition, continue support of the Saturday French Market and provide small grants for events on Manatee Island that meet the DDA's criteria. An event budget of \$40,000 is recommended.

- Continue to support annual marketing projects that efficiently provide the best overall benefit to promote Downtown to regional residents and local tourists. This includes support for the Downtown web site, printing shopping brochures, and the hotel rack card program. A Downtown marketing budget of \$38,250 is recommended.
- Continue funding specific marketing and promotion efforts, including street decorations and advertising during the Holiday season. A holiday budget of \$17,000 is recommended.
- As the DBPA becomes more self-sufficient, the DDA's support of the Main Street program is proposed to be reduced to \$22,500.

Staff is requesting a discussion on prioritizing the projects for the upcoming year. Staff will finalize the DDA budget based on the project priorities.

MISSION STATEMENT

The Daytona Beach Downtown Development Authority (DDA) taxing authority supports activities and programs to market, brand and promote Downtown Daytona Beach and Downtown businesses.

GOALS

Downtown Lifestyle – Live, Work, Play

1. Establish a brand for Downtown lifestyle.
2. Develop a Downtown web site and link to social media sites.
3. Cross promote Downtown with event and cultural venues, such as News Journal Center and Jackie Robinson Ballpark.
4. Support alliances with non-profit marketing efforts

Downtown Shopping & Dining – Beach Street

5. Promote Downtown shopping and dining through print advertising, electronic media advertising, and print brochures.
6. Support appropriate events that occur during the daytime, such as art shows, to attract customers to Downtown.
7. Support events to attract customers to Downtown restaurants.
8. Support Special Events and Promotions to Focus on Holiday Shopping.
9. Attract tourists to shop and dine in Downtown.

PROPOSED DDA BUDGET

	Approved 2009/10 Budget	Approved 2010/11 Budget	Recommended 2011/12 Budget	Projected 2012/13 Budget
REVENUE				
Ad Valorem Taxes	136,805	117,731	102,189	97,080
Interest	2,000	1,000	200	100
Appropriation of Fund Balance	25,031	28,769	17,611	11,070
Total Revenue	\$ 163,836	\$ 147,500	\$ 120,000	\$ 108,250
EXPENDITURES				
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	-	-
Downtown Marketing	29,100	34,250	38,250	36,500
Downtown Events	-	54,500	40,000	35,000
Downtown Holidays	-	22,500	17,000	17,000
Main Street Program	53,900	27,500	22,500	17,500
Main Street Office	27,000	-	-	-
Total Expenditures	\$ 163,836	\$ 147,500	\$ 120,000	\$ 108,250
FUND BALANCE				
Unreserved Fund Balance	\$ 93,078	\$ 68,047	\$ 39,278	\$ 21,667
Appropriation	\$ 25,031	\$ 28,769	\$ 17,611	\$ 11,070
Ending Fund Balance	\$ 68,047	\$ 39,278	\$ 21,667	\$ 10,597
% of Budgeted Expenditures	42%	27%	18%	10%

DDA BUDGET PLANNING - PROJECT LIST

POTENTIAL PROJECTS	RESPONSIBLE ENTITY	CURRENT STATUS	PROJECTED COST	RECOMMENDED BUDGET
DDA PROJECTS				
1. Establish a brand for downtown lifestyle.				
Hire marketing firm to develop a brand for Downtown	Mastando Media	Downtown Brand in development; should be completed by the end of the fiscal year	\$ -	\$ -
Total			\$ -	\$ -
2. Develop a Downtown web site and link to social media sites.				
Update Downtown Web site	DBPA	Some updates have been made to the existing web site hosted by the DBPA	\$ -	\$ -
Total			\$ -	\$ -
DDA Projects (Proposed) Budget				
DOWNTOWN MARKETING				
3. Promote Downtown shopping and dining through print advertising, electronic media advertising, and print brochures.				
Downtown web site	DBPA		\$ 1,500	\$ 1,500
Downtown Shopping & Dining Brochure	DBPA	1 edition printed; new version based on revised Downtown Directory & new Downtown Brand	\$ -	\$ -
Think Downtown Magazine	DBPA	DBPA has partnered with Mastondo Media to produce the magazine; two editions printed; status of magazine unknown	\$ 2,500	\$ 2,500
Direct Mail Marketing	DBPA	Promo cards	\$ 25,000	\$ -
Magazine Advertising	DBPA	Ads placed in specific regional magazines	\$ 8,000	\$ -
Newspaper Advertising	DBPA	Gang page in News Journal	\$ 3,600	\$ -
Cable TV Commercials	Bighthouse	Periodical advertising during the year tied to peak shopping times & events	\$ 3,000	\$ -
Marketing Program Management	DBPA	Manage the implementation of the marketing program	\$ 15,000	\$ 12,500
Total			\$ 76,244	\$ 22,200
4. Attract tourists to shop and dine in Downtown.				
Downtown Shopping & Dining Hotel Rack Cards			\$ -	\$ -
In-Room Concierge	See Magazine	Proposal for editorial section about Downtown	\$ 5,000	\$ 5,000
Resort Maps			\$ 9,550	\$ 9,550
Total			\$ 600	\$ 600
5. Cross promote Downtown with event and cultural venues, such as News Journal Center and Jackie Robinson Ballpark.				
Promote event and cultural venues on Downtown website	DBPA	Plans to update website (See Goal #2 web site)	\$ -	\$ -
Table - Toppers in Restaurants	DBPA	Table-toppers funded last year; status unknown	\$ -	\$ -
Total			\$ 2,000	\$ -
DDA Marketing (Proposed) Budget				
Total			\$ 2,000	\$ 38,250

DDA BUDGET PLANNING - PROJECT LIST

POTENTIAL PROJECTS	RESPONSIBLE ENTITY	CURRENT STATUS	PROJECTED COST	RECOMMENDED BUDGET
DOWNTOWN EVENTS				
6. Support appropriate events that occur during the daytime, such as art shows, to attract customers to Downtown.				
Halifax Art Show - November	Museum Guild	Art Show Prize, Permit Fees, Advertising	\$ 13,500	\$ 13,500
Valentine Chocolate & Wine - February	DBPA		\$ 2,500	\$ -
Art of the Automobile - April	Al Brewer / DBPA	Permit Fees & Advertising	\$ 13,500	\$ 11,500
Summer Sports Festival	DBPA		\$ 2,500	\$ -
"French" Market	DBPA		\$ 2,500	\$ 2,500
Event Staff Support	DBPA	Coordination with event sponsors, event marketing, and merchants	\$ 9,572	\$ 6,000
Total			\$ 34,500	\$ 33,500
7. Support events to attract customers for Downtown restaurants.				
First Fridays	DBPA	On hold at this time	\$ 15,000	\$ -
Total			\$ 15,000	\$ -
8. Support alliances with non-profit marketing efforts				
Provide support for non-profits holding events in Downtown				
Promote non-profit events on Downtown web-site	DBPA	Staff time	\$ 2,500	\$ 2,500
			\$ 2,393	\$ 2,400
Total			\$ 4,893	\$ 4,900
DDA Events (Proposed) Budget				
DOWNTOWN HOLIDAYS				
9. Support Special Events and Promotions to Focus on Holiday Shopping.				
BrightHouse Commercials	BrightHouse	Continue to advertise Downtown for holiday shopping; revise ad	\$ 5,500	\$ 5,500
Holiday Decorations	CSI	DDA entered into a three lease for decorations	\$ 8,600	\$ 8,600
Holiday Promotions & Marketing	DBPA		\$ 2,500	\$ 2,500
Total			\$ 16,600	\$ 16,600
DDA Holidays (Proposed) Budget				
MAIN STREET PROGRAM				
DBPA Office	DBPA	Office costs (\$5,500 in current year)	\$ 14,000	\$ 3,500
Town Hall Meetings	DBPA	Food costs	\$ 1,000	\$ 500
Main Street Program	DBPA	Merchant Relations (staff time)	\$ 24,528	\$ 18,400
Total			\$ 39,528	\$ 22,400
Main Street Program Budget				

DDA Budget Request

		2011-2012
Revenue		<u>proposed</u>
Contract for Services		90,000
Expenses		
Administration		57000
Salaries	50,000	
Benefits	6,000	
Payroll Expenses	1,000	
Office Overhead		14,000
Rent, utilities	5,000	
Printing, Postage	500	
Office Supplies	500	
Insurance	7,000	
Travel, Town Hall	1,000	
Downtown Events & Promotion		19,000
Website	1,500	
General Marketing	2,500	
French Market	2,500	
Holiday Central	2,500	
Valentine's	2,500	
Halifax Oyster Festival	2,500	
Art of the Automobile	2,500	
Summer Recess	2,500	



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: June 18, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: DDA Millage Rate

Attached is a letter from Morgan Gilreath, Jr., Volusia County Property Appraiser, with the Pre-Preliminary estimate of the DDA 2011 Taxable Value. The taxable value has declined by 11% from 2009 Taxable Value. The City's Finance Department is estimating \$102,189 in annual revenue from a 1 mill tax rate. Staff is requesting that the DDA establish the millage rate for the 2010/11 Fiscal Year.



Morgan B. Gilreath, Jr., M.A., A.S.A., C.F.A.
Property Appraiser

June 1, 2011

Daytona Beach Downtown Development Authority
301 S. Ridgewood Ave.
Daytona Beach, FL 32115

Attention: Laurie Matta, Chief Finance Director

Re: June 1 Notification of 2011 Tax Roll Values per F.S.200.065(8)
Taxing Authority Number(s): 0570

Dear Ms. Matta:

The June 1, 2011, pre-preliminary assessed total taxable value of property in your taxing authority is \$106,446,429 . This amount includes the taxable new construction value of \$975. Please note that this is a Pre-Preliminary estimate. The formal Preliminary Tax Roll, available on July 1, 2011, will contain detailed breakdowns of new construction, annexations and other stratification, along with the DR420 form.

Percentage changes from last year for both Just and Taxable values are shown below. Declining real estate values are reflected in Just Values while the impact of Save Our Homes and additional exemptions are reflected in the Taxable Values. The Net Change reflects actual change on properties without considering new construction.

	Previous 2010	Estimated 2011	% Total Change	% Net Change
Just Value	\$218,191,482	\$199,045,934	-8.77	-8.78
Taxable Value	\$119,272,188	\$106,446,429	-10.75	-10.75
New Construction	\$393,545	\$975		

If you have any questions, please contact me at (386) 736-5901 (DeLand area); (386) 254-4601, Ext. 5717 (Daytona area); or (386) 423-3315 Ext. 5717 (New Smyrna Beach area).

Sincerely,

Morgan B. Gilreath, Jr.
Volusia County Property Appraiser

DDA



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: June 18, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Review of DBPA Financial Records

At the last meeting, the Authority unanimously passed a motion to conduct an independent review of the DBPA financial records pursuant to paragraph 4(e) of the grant agreement with the DBPA. Paragraph 4(e) states the following:

(e) All financial records of the DBPA shall be made available at any reasonable time for inspection by any City employee or agent for the purpose of auditing use of CRA grant funds.

Staff was directed to identify qualified Certified Public Accountants (CPA) to conduct the review of DBPA financial records on behalf of the Authority. The following CPAs have been contacted:

- Bradley Douglas, New Smyrna Beach, FL
- Daniel O'Keefe , Moore Stephens, Winter Park, FL
- Dennis Raposa, Raposa & Young, Port Orange, FL
- Merry Joy Rawls, Orlando, FL

Attached are proposals and information regarding their qualifications from each CPA.

In speaking with the prospective CPAs to conduct the review, the DDA should pursue an Agreed Upon Procedures Engagement to do the following tasks:

1. Review all eligible grant expenses for Fiscal Year 2009/10 and ensure proper documentation exists.

2. Assess procedures for documenting expenses by the DBPA and recommend improvements to the documentation process to provide an efficient process, at the same time meeting all grant requirements.
3. Assess the internal controls of the DBPA to ensure compliance with generally accepted accounting principals, as well as Statement of Auditing Standards (SAS).
4. Prepare a written report on the review findings.

The engagement of an accountant to conduct the financial review is expected to cost approximately \$3,000. The DDA has \$7,000 budgeted in the Project line item. \$3,813 has been authorized for the development of the Downtown Brand. The Project line item has \$3,187 available for the project.

Staff is requesting the DDA select a preferred CPA to perform the work, authorize the expenditure of funds, and provide direction on the Agreed Upon Procedures with the selected CPA.

Jeffries, Jason

From: Bradley Douglas [bdouglascpa@gmail.com]
Sent: Thursday, June 23, 2011 11:21 AM
To: Jeffries, Jason
Subject: Potential Professional Services Engagement

Jason,

It was a pleasure speaking with you today regarding the City's Downtown Development Authority grant agreement with the Daytona Beach Partnership Association and the need for an assessment of that entity's internal controls over financial reporting. You will definitely want to better define exactly what the DDA Board is looking for so that qualified professionals, like myself, can properly propose on the services sought.

Preliminarily, it appears that what is needed is for an independent Certified Public Accountant's report on agreed-upon procedures to assess the Daytona Beach Partnership Association's internal controls over financial reporting and compliance over terms outlined in the grant agreement, which would be limited in scope to those procedures agreed-upon by and between the DDA and the CPA.

As we discussed, professional standards applicable to such engagements have increased the documentation required of the CPA, so the estimated fee of \$2,500 or so quoted to you by other CPAs would be a minimum amount to expect for such services. The fee could be more, depending on the desire of the Board.

To learn more of my credentials you can visit my website www.braddouglascpa.com. I have 32 years of experience in providing auditing, accounting, tax, and consulting services to various local government and non-profit clients. I am independent of both the City of Daytona Beach, the City's Downtown Development Authority and the Daytona Beach Partnership Association.

I look forward to hearing from you once the Board has met next week and determined the scope of the services to be provided. If you have any questions, please feel free to give me a call or email me if it is more convenient for you.

Regards,

Brad Douglas

--

Bradley F Douglas, CPA
Bradley F Douglas, PA
1115 South Dixie Freeway
New Smyrna Beach, FL 32168-7473
Office - (386) 427-4454
Fax - (386) 427-4492
www.braddouglascpa.com

Message Disclaimer: If you are not the intended recipient, please notify the sender by reply e-mail and delete this message immediately. This message and any attachment(s), is for the sole use of the intended recipient(s). It may contain confidential and privileged information therefore unauthorized printing, copying, review, disclosure, or distribution is prohibited. Bradley F Douglas, PA accepts no liability for (i) the content, views, or opinions of this message, (ii) consequences of actions taken based on this message, (iii) the entering into agreements or contracts based on this message, (iv) damage caused by the transmission of viruses via this

Bradley F. Douglas, P.A.

Certified Public Accountant

Bradley F. Douglas, P.A.
1115 S Dixie Fwy
New Smyrna Beach, FL 32168
ph: 386-427-4454
fax: 386-427-4492
bdouglascpa@gmail.com

- [Home](#)
- [Services](#)
- [About Us](#)
- [Contact Us](#)
- [Testimonials](#)
- [Client Privacy](#)
- [What's New](#)
- [Resources and Links](#)

About Us

Bradley F. Douglas is the Founder and President of the firm. Brad has over 30 years of experience in tax, accounting, auditing and management advisory services. Brad resides in Edgewater, Florida with his wife Angelia and his youngest son Tyler.

Education:

- Bachelor of Science in Business Administration/Accounting from State University of New York, College of Technology at Utica/Rome, New York in 1980.

Certifications include:

- Certified Public Accountant, State of Florida, State Board of Accountancy
- AICPA Accredited Personal Financial Specialist (PFS)

Brad receives in excess of 150 hours bi-annually of advanced training which exceeds the 80 hours required in accordance with the continuing professional education requirements of the Florida State Board of Accountancy.

Brad is a member of the Government Finance Officers Association (GFOA) and the Florida Government Finance Officers Association (FGFOA).

Brad serves The Rotary Club of New Smyrna Beach as Treasurer, and also volunteers his time with The Volusia Flagler Junior Golf Association.

Brad enjoys spending time with his family, going to the beach, golf, music, the arts, and socializing with friends.

10:12:36 AM 6/24/2011

Licensee Details

Licensee Information

Name: **DOUGLAS, BRADLEY F (Primary Name)**
 (DBA Name)
 Main Address: **1115 S DIXIE FWY**
NEW SMYRNA BEACH Florida 32168
 County: **VOLUSIA**

License Mailing:

LicenseLocation: **1115 S DIXIE FWY**
NEW SMYRNA BEACH FL 32168
 County: **VOLUSIA**

License Information

License Type: **Certified Public Accountant**
 Rank: **CPA**
 License Number: **AC0018711**
 Status: **Current,Active**
 Licensure Date: **07/23/1987**
 Expires: **12/31/2012**

Special Qualifications	Qualification Effective
-------------------------------	--------------------------------

[View Related License Information](#)

[View License Complaint](#)

Contact Us :: [1940 North Monroe Street, Tallahassee FL 32399](#) :: Call.Center@dbpr.state.fl.us :: Customer Contact Center:
 850.487.1395

The State of Florida is an AA/EEO employer. [Copyright 2007-2010 State of Florida. Privacy Statement](#)

Under Florida law, e-mail addresses are public records. If you do not want your e-mail address released in response to a public-records request, do not send electronic mail to this entity. Instead, contact the office by phone or by traditional mail. If you have any questions regarding DBPR's ADA web accessibility, please contact our Web Master at webmaster@dbpr.state.fl.us.



June 23, 2011

Honorable Members of the Board of the
Downtown Development Authority
Daytona Beach, Florida

Re: Proposal to Provide Examination Services

Moore Stephens Lovelace, P.A. ("MSL" or "Firm") sincerely appreciates this opportunity to provide you with our credentials and capabilities to serve as independent accountants for the Daytona Beach Partnership Association ("DBPA"). Our Firm is uniquely qualified to meet your needs. We have a team of audit professionals with substantial experience in serving both governmental entities and not-for-profit organizations, and we will dedicate the resources necessary to meet your needs.

There are several key elements about MSL that make us your best choice:

Experience – We know the not-for-profit industry from 37 years of servicing clients like you. Our Firm services more not-for-profit organizations than any other Florida-based CPA firm. We also have extensive experience in auditing organizations that are subject to the accounting, reporting and compliance requirements of the Florida Single Audit Act and Rules of the Auditor General. In addition, **Dan O’Keefe**, a shareholder of our Firm drafted the original Florida Single Audit Act.

Involvement – Our Firm is committed to serving not-for-profit organizations. We are active in national and state organizations representing not-for-profit organizations.

Goal – We understand the importance of performing quality service and meeting your expectations. Our goal is simple – to meet or exceed your expectations, while meeting your requested timetable.

Approach – We understand that the engagement must be efficient and to the point, while not sacrificing quality. The key to an efficient engagement is to provide a knowledgeable and helpful engagement team that addresses your key issues and factors for success.

In this proposal, you will find more detailed information regarding our Firm and your engagement. If you have any questions or need additional information, please do not hesitate to contact me at (407) 740-5400.

Sincerely,

A handwritten signature in blue ink that reads "Daniel J. O'Keefe".

Daniel J. O’Keefe, CPA, CFE, MBA
Shareholder



SECTION 1: FIRM PROFILE AND QUALIFICATIONS

Why should you choose MSL as your independent accountants? That is an excellent question, and below are several reasons why we believe MSL is the right accounting firm for DBPA.

Not-for-Profit Industry Knowledge

When comparing MSL to other CPA firms, please keep in mind that we are different from other CPA firms in one key respect: we have spent over 37 years working with and learning about not-for-profit organizations similar to yours. **Last year we audited over 220 not-for-profit entities.**

MSL's industry expertise makes us an obvious choice for not-for-profit organizations. Our team spends the majority of its time working with clients whose missions and funding are similar to yours. Communication with our clients is a top priority for us, and we look forward to our meetings with you.

MSL provides professional services through management consulting, tax and business advisory services, and financial, accounting, and assurance services. **The four cornerstones of MSL's industry practice are not-for-profit, governmental, healthcare, and SEC.** Each one of these practice groups is made up of top specialists in their field.



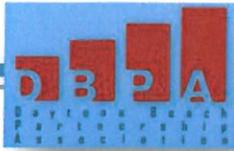
Largest Governmental Practice in Central Florida

If you want the best in Central Florida, you have it in MSL. We have **more clients in Central Florida** that are subject to OMB Circular A-133, the Florida Single Audit Act and **Rules of the Auditor General** than any other firm in Central Florida. In addition, **Dan O'Keefe**, a shareholder of our Firm **drafted the original Florida Single Audit Act**. We currently provide audit and consulting services to **10 cities, 3 counties, and 9 special districts** and authorities located in Central Florida. Of the **45+ members of our Winter Park office**, 22 are trained in the area of governmental accounting and auditing, with a combined total of over 120 years of experience.

Key Factors for Consideration

Recently, *Florida Trend* ranked our Firm in the Top 15 Accounting Firms in the state of Florida. What this ranking does not show is that we are the only Florida-owned and operated CPA firm in the state with offices in four major metropolitan areas. The firms that are larger than us are headquartered outside the state or have only a single office in Florida.

Our statewide presence gives us an enormous advantage over other firms as far as recruiting. Whether it is campus recruiting or seasoned veterans, potential recruits can pick and choose where they want to locate. Recruiting has been a real challenge for CPA firms across the country.



MSL's national and international engagements are enhanced through our affiliation with Moore Stephens North America, Inc. and Moore Stephens International Limited. These organizations comprise an association of independently owned and operated accounting firms and correspondents with a combined strength of more than 21,244 partners and employees, and 647 offices in 98 countries. In size, fee income, reputation, and longevity, Moore Stephens is one of the largest accounting and consulting associations in the world.



Our respective affiliation with these associations allows the MSL team to have access to the resources of an international firm, while still retaining our local flavor and the independence that allows us to be very responsive to our clients. This is a significant advantage that our Team enjoys and allows our services to meet, and exceed, the service levels of any other firm.

MSL has been in business for over 37 years and has grown to be one of the largest independently owned and operated firms of certified public accountants in Florida. MSL is a nationally recognized CPA firm, serving clients in more than 20 states and 8 countries.

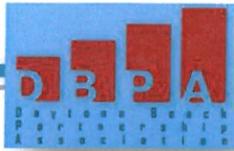
MSL has offices in Orlando (Winter Park), the Tampa area, Miami, and Tallahassee, Florida, and in Macon, Georgia. **The engagement for DBPA will be performed by our Orlando office, which is located in Winter Park.** A breakdown of MSL's Orlando staff is presented to the right. The key individuals who will be actively involved with your engagement are all located in the Orlando office.

Our team brings diverse service capabilities with a specialization in your industry to deliver better, custom solutions. **We have specialized practice groups serving not-for-profit and governmental providers.** This enables us to be focused on issues that directly affect our clients in these industries and to better serve them. Being focused gives our key staff members the unique ability and experience to identify and address financial and operational issues within your organization.

MSL Orlando Staffing	
Shareholders	6
Principals	3
Managers	6
IT Specialists	3
Supervisors	2
Seniors	6
Staff	6
Support Staff	16
TOTAL	48

MSL's Grant Experience

Our engagement team is prepared to meet the challenges presented by federal, state, and local financial assistance programs. Our staff has performed financial/compliance audits and Single Audits under OMB Circular A-133, Chapters 10.500 and 10.800 (governmental) and 10.600 and 10.650 (nonprofit agencies), Rules of the Auditor General, and numerous federal and state financial assistance programs. The following is a listing of some of the more common programs and agencies on which we have performed financial and compliance audits:



U.S. DEPARTMENT OF AGRICULTURE

Farmer's Home Administration Grants
Water and Waste Disposal System Grants
FmHA Loan Assistance Compliance Reviews
Food Subsidy Programs
Food and Nutrition

U.S. DEPARTMENT OF COMMERCE

Coastal Zone Management Administration

U.S. DEPARTMENT OF EDUCATION T.A.P.S.

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

Supportive Services and Senior Centers Grants
Nutrition Services Grants
Community Services Block Grants
Food and Nutrition Programs
Headstart
Resource and Referral
Social Services Block Grants
Medical Reserve Corps. Coordinator

U.S. DEPARTMENT OF HOMELAND SECURITY

Domestic Preparedness Equipment Program
Citizen's Corp CERT
Hispanic Citizens CERT
FEMA Public Assistance-Disaster Relief
Emergency Food & Shelter

U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT

Title II Loan Correspondent Compliance Program
Water and Sewer Facilities Grants
Community Development Block Grants
HOPE 3
Section 8 Housing
HOME Investment Partnership Program
Housing Opportunities for Persons with AIDS
Emergency Shelter Grant
Fair Housing Assistance

U.S. DEPARTMENT OF JUSTICE

Federally Forfeited Property Program
First-year and Supplemental COPS Grants
Law Enforcement Block Grants
Weed & Seed Program

U.S. DEPARTMENT OF TREASURY G.R.E.A.T.

U.S. DEPARTMENT OF LABOR

Job Training Partnership Act
National Council of Senior Citizens

U.S. DEPARTMENT OF TRANSPORTATION

FAA Airport Improvement Program
UMTA Capital Improvement Grants
UMTA Operating Assistance Grants
UMTA Section 15 Reports

PUBLIC ASSISTANCE GRANTS-HURRICANE RELIEF

FEDERAL COMMUNICATIONS COMMISSION

Compliance Reports for Frequency Coordinators

ENVIRONMENTAL PROTECTION AGENCY

Wastewater Treatment Facilities Grants

STATE OF FLORIDA

Executive Office of the Governor
Department of Administration
Department of Commerce
Department of Community Affairs
Department of Education
Department of Elder Affairs
Department of Environmental Protection
Department of Environmental Regulation
Department of Children and Families
Department of State
Department of Law Enforcement
Department of Health
Department of Juvenile Justice
Florida Housing Finance Corporation



Our Commitment to Continuing Professional Education

All members of the governmental audit staff of our Firm and audit team members assigned to this engagement, regardless of their individual roles of responsibility, are in compliance with the CPE requirements set forth in *Government Auditing Standards* ("GAGAS"), issued by the Comptroller General of the United States, as well as the requirements of the Florida Board of Accountancy. In addition, we are in compliance with the applicable provisions of the Florida Statutes that require CPAs to meet CPE requirements prior to proposing on governmental audit engagements.

Our audit team does not perform just one federal/state financial assistance program audit; our staff auditors are exposed to intensive and continuing concentration on various types of these audits. Due to the total number of governmental/nonprofit grant audits our team performs, each member of our governmental audit staff understands and is able to perform several types of federal/state grant audits.

It is our objective to provide our professional staff with at least 50 hours of comprehensive CPE each year. This is accomplished by attending seminars throughout the United States and is reinforced through in-house training at our own MSL University firmwide training program. Our MSL University programs are often open to our clients at no charge, so you can also fulfill some of your CPE requirements throughout the year.



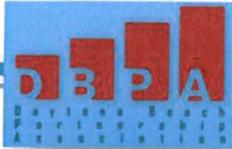
In addition to attending continuing education programs, several members of our professional staff have been recognized for their knowledge and expertise in our profession. Members of the audit team have taught governmental accounting and auditing for the AICPA, FICPA, FGFOA, GSCPA, GFOA, and GGFOA. Additionally, they have developed CPE sessions specific to client needs and have participated in the instruction of these sessions.

Dan O'Keefe is recognized as one of the top public sector instructors in the state of Florida and is also well-known on a national level. He has written numerous courses on various subjects related to governmental accounting and auditing. Years ago, he began a program for in-house training that allowed members of the Firm to participate with clients in obtaining the most up-to-date information regarding governmental accounting and auditing. This program is offered to audit clients at no cost and allows for 16-24 hours of CPE during the year. Unique to this program is that clients host the courses at their locations, on a voluntary basis. This is another way we demonstrate our commitment to high-quality, personalized service.

Quality Control and Peer Review

Quality control in any CPA firm can never be taken for granted. It requires a continuing commitment to professional excellence. We are formally dedicated to that commitment.

Our team recognizes the long-term significance of developing a formal quality control program. In an effort to continue to maintain the standards of working excellence required by our Firm, MSL participates in the Peer Review Program of the AICPA. We are a member of the Governmental Audit Quality Center ("GAQC"), the Private Companies Practice Section ("PCPS"), and we also belong to the Center for Audit Quality ("CAQ") (formerly known as the Center for Public Company Audit Firms), all of which are Centers of the **American Institute of Certified Public Accountants**. To be a participating



member firm, you must obtain an independent compliance review of your firm's quality control policies and procedures to ascertain compliance with existing auditing standards on the applicable engagements. The scope of the peer review is comprehensive in that it specifically reviews the quality control policies and procedures of the participating firm's accounting and auditing practice, including its work product in various client industries. We believe that our commitment to the program has been rewarding not only to our Firm, but primarily to our clients.

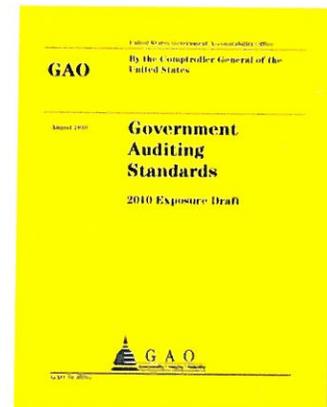
The external independent peer review of the elements of our quality control policies and procedures performed by an independent certified public accountant selected by the AICPA provides both us and our clients with the assurance that we continue to conform to the standards of the profession in the conduct of our accounting and auditing practice.

MSL has undergone successful peer reviews since participation in the program. We take quality control seriously. We understand our responsibility in providing you with auditing services that meet or exceed the professional standards established by the AICPA, U.S. GAO, U.S. OMB, Florida Attorney General, and Florida Board of Accountancy.

MSL has had no federal or state desk review or field reviews of our audits during the past three years. In addition, there has been no disciplinary action taken or pending against the Firm during the past three years with state regulatory bodies or professional organizations.

We also understand our responsibility under *Government Auditing Standards* (the "Yellow Book") to provide you with our most recent peer review report, which covered our governmental engagements. We will always send you the most current report when it is issued.

On the next page you will find our most recent peer review report, which included reviews of our not-for-profit and governmental engagements.





P&N Postlethwaite
& Netterville

A Professional Accounting Corporation
Associated Offices in Principal Cities of the United States
www.pncpa.com

To the Shareholders of
Moore Stephens Lovelace, P.A.
and the Center for Public Company Audit Firms Peer Review Committee

We have reviewed the system of quality control for the accounting and auditing practice of Moore Stephens Lovelace, P.A. (the firm) applicable to non-SEC issuers in effect for the year ended June 30, 2008. The firm's accounting and auditing practice applicable to SEC issuers was not reviewed by us since the Public Company Accounting Oversight Board (PCAOB) is responsible for inspecting that portion of the firm's accounting and auditing practice in accordance with PCAOB requirements. A system of quality control encompasses the firm's organizational structure and the policies adopted and procedures established to provide it with reasonable assurance of complying with professional standards. The elements of quality control are described in the Statements on Quality Control Standards issued by the American Institute of Certified Public Accountants (the AICPA). The design of the system, and compliance with it, are the responsibilities of the firm. Our responsibility is to express an opinion on the design of the system, and the firm's compliance with that system based on our review.

Our review was conducted in accordance with standards established by the Peer Review Committee of the Center for Public Company Audit Firms and included procedures to plan and perform the review that are summarized in the attached description of the peer review process. Our review would not necessarily disclose all weaknesses in the system of quality control or all instances of lack of compliance with it since it was based on selective tests. Because there are inherent limitations in the effectiveness of any system of quality control, departures from the system may occur and not be detected. Also, projection of any evaluation of a system of quality control to future periods is subject to the risk that the system of quality control may become inadequate because of changes in conditions, or that the degree of compliance with the policies or procedures may deteriorate.

In our opinion, the system of quality control for the accounting and auditing practice applicable to the non-SEC issuers of Moore Stephens Lovelace, P.A. in effect for the year ended June 30, 2008, has been designed to meet the requirements of the quality control standards for an accounting and auditing practice established by the AICPA, and was complied with during the year then ended to provide the firm with reasonable assurance of complying with applicable professional standards.

Postlethwaite & Netterville

Baton Rouge, Louisiana
November 12, 2008



Attachment to the Peer Review Report of Moore Stephens Lovelace, P.A.

Description of the Peer Review Process

Overview

Firms enrolled in the AICPA Center for Public Company Audit Firms (the Center) Peer Review Program have their system of quality control periodically reviewed by independent peers. These reviews are system and compliance oriented with the objective of evaluating whether:

The reviewed firm's system of quality control for its accounting and auditing practice applicable to non-SEC issuers has been designed to meet the requirements of the Quality Control Standards established by the AICPA.

The reviewed firm's quality control policies and procedures applicable to non-SEC issuers were being complied with to provide the firm with reasonable assurance of complying with professional standards.

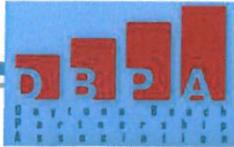
A peer review is based on selective tests and directed at assessing whether the design of and compliance with the firm's system of quality control for its accounting and auditing practice applicable to non-SEC issuers provides the firm with reasonable, not absolute, assurance of complying with professional standards. Consequently a peer review on the firm's system of quality control is not intended to, and does not, provide assurance with respect to any individual engagement conducted by the firm or that none of the financial statements audited by the firm should be restated.

The Center's Peer Review Committee (PRC) establishes and maintains review standards. At regular meetings and through report evaluation task forces, the PRC considers each peer review, evaluates the reviewer's competence and performance, and examines every report, letter of comments, and accompanying response from the reviewed firm that states its corrective action plan before the peer review is finalized. The Center's staff plays a key role in overseeing the performance of peer reviews working closely with the peer review teams and the PRC.

Once the PRC accepts the peer review reports, letters of comments, and reviewed firms' responses, these documents are maintained in a file available to the public. In some situations, the public file also includes a signed undertaking by the firm agreeing to specific follow-up action requested by the PRC.

Firms that perform audits or play a substantial role in the audit of one or more SEC issuers, as defined by the Public Company Accounting Oversight Board (PCAOB), are required to be registered with and have their accounting and auditing practice applicable to SEC issuers inspected by the PCAOB. Therefore we did not review the firm's accounting and auditing practice applicable to SEC issuers.





Planning the Review for the Firm's Accounting and Auditing Practice Applicable to Non-SEC Issuers

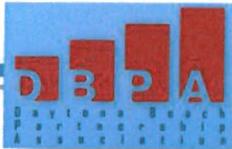
To plan the review of Moore Stephens Lovelace, P.A., we obtained an understanding of (1) the nature and extent of the firm's accounting and auditing practice, and (2) the design of the firm's system of quality control sufficient to assess the inherent and control risks implicit in its practice. Inherent risks were assessed by obtaining an understanding of the firm's practice, such as the industries of its clients and other factors of complexity in serving those clients, and the organization of the firm's personnel into practice units. Control risks were assessed by obtaining an understanding of the design of the firm's system of quality control, including its audit methodology, and monitoring procedures. Assessing control risk is the process of evaluating the effectiveness of the reviewed firm's quality control system in preventing the performance of engagements that do not comply with professional standards.

Performing the Review for the Firm's Accounting and Auditing Practice Applicable to Non-SEC Issuers

Based on our assessment of the combined level of inherent and control risks, we identified practice units and selected engagements within those units to test for compliance with the firm's quality control system. The engagements selected for review included audits performed under the Government Auditing Standards and audits of Employee Benefit Plans. The engagements selected for review represented a cross-section of the firm's accounting and auditing practice with emphasis on higher-risk engagements. The engagement reviews included examining working paper files and reports and interviewing engagement personnel.

The scope of the peer review also included examining selected administrative and personnel files to determine compliance with the firm's policies and procedures for the elements of quality control pertaining to independence, integrity, and objectivity; personnel management; and acceptance and continuance of clients and engagements. Prior to concluding the review, we reassessed the adequacy of scope and conducted a meeting with firm management to discuss our findings and recommendations.





Peer Review Program

April 9, 2009

William Miller Jr, CPA
Moore Stephens Lovelace, P.A.
14400 NW 77th Ct., Suite 306
Miami Lakes, FL 33016

Dear Mr. Miller:

It is my pleasure to notify you that on April 1, 2009, the Center Peer Review Committee accepted the report on the most recent peer review of your firm. The report will now be placed in the public files of the Center for Public Company Audit Firms. The due date for your next review is December 31, 2011. This is the date by which all review documents should be completed and submitted.

As you know, the reviewer's opinion was unmodified. The Committee asked me to convey its congratulations to the firm.

Sincerely,

Robert Rohweder, Chair
CPCAF Peer Review Committee

cc: Candace E Wright, CPA

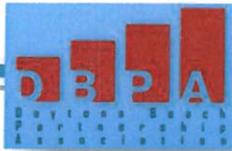
Firm Number: 10043494

Review Number: 268467

American Institute of Certified Public Accountants
220 Leigh Farm Road, Durham, NC 27707-8110 • (919) 402-4502 • (919) 402-4500 • fax (919) 419-4713 • www.aicpa.org
ISO Certified

America Counts on CPAs®

1716A-382



SECTION 2: NOT-FOR-PROFIT AND GOVERNMENTAL EXPERIENCE

Not-for-Profit Client Listing

Below is a representative listing of some of our not-for-profit clients.

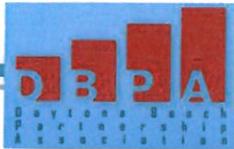
Client	Services Provided
Festival of Orchestras, Inc.	Audit Services
Central Florida Health Care Coalition	Form 990 Tax Return
Orlando After-School All-Stars	Audit Services, Form 990 Tax Return
Florida Health Care Association	Audit Services, Form 990 Tax Return
Central Florida Women's Caucus for Art	Tax Consulting
Winter Garden Heritage Foundation	Review Services
Community Supports, Inc.	Audit, Form 990 Tax Return
Carpenter's Home Estates	Audit Services, Form 990 Tax Return, Medicare/Medicaid Reimbursement Services
Boy Scouts of America, Inc., Central Florida Council	Audit Services, Form 990 Tax Return
Orlando Lutheran Towers, Inc.	Audit Services, Form 990 Tax Return, Medicare/Medicaid Reimbursement Services
Waterman Communities, Inc.	Audit Services, Medicare/Medicaid Reimbursement Services, Form 990 Tax Return
Life Concepts, Inc. d/b/a Quest, Inc.	A-133 Audit, Form 990 Tax Return
Global Peace Film Festival, Inc.	Form 990 Tax Return
Sarasota-Manatee Jewish Housing Council, Inc.	Audit Services, Form 990 Tax Return
Lakeside Behavioral Healthcare, Inc.	A-133 Audit, HUD Audit, Form 990, F-1120 and 5500 Tax Returns
Lakeside Place, Inc.	A-133 Audit, HUD Audit, Form 990 Tax Return
Hernando-Pasco Hospice, Inc.	Audit Services, Employee Benefit Plan Audit Services, Form 990 Tax Returns, Medicare/Medicaid Reimbursement Services
Menorah Manor, Inc.	Audit Services, Medicare/Medicaid Reimbursement Services, Form 990 and 5500 Tax Returns
OnPoint Technologies, Inc.	Audit Services, Form 990 Tax Return
Osceola County Council on Aging, Inc.	A-133 Audit, HUD Audit, Form 990 Tax Return
River Garden Foundation, Inc.	Audit Services, Form 990 Tax Return, Medicare/Medicaid Reimbursement Services
Westminster Retirement Communities	Audit Services
Central Florida Miracle League, Inc.	Form 990 Tax Return
Jewish Community Alliance, Inc.	Audit, Form 990 Tax Return
Seniors First, Inc.	A-133 Audit, Audit, Employee Benefit Plan Audit, Form 990 Tax Return



The chart below demonstrates the depth of MSL’s experience with audits of entities subject to the Federal and State Single Audit Act. Members of MSL’s audit team have experience with the following Florida entities:

Governmental Entity or Agency
Broward County
Citrus County
City of Altamonte Springs
City of Casselberry
City of Cocoa Beach
City of Daytona Beach
City of Gulfport
City of Indian Rocks Beach
City of Kissimmee
City of Leesburg
City of Mount Dora
City of Palm Bay
City of Sanford
City of St. Cloud
East Central Florida Regional Planning Council
Early Learning Coalition of Flagler & Volusia
Florida A&M University
Florida Intergovernmental Finance Commission
Greater Orlando Aviation Authority
Health Care District of Palm Beach County
Lake County
MetroPlan Orlando
Osceola County
Parrish Medical Center/North Brevard County
School Board of Broward County
School Board of Volusia County
School Board of Seminole County
Seminole County
TOHO Water Authority
Volusia County - Clerk of the Circuit Court

Contact information for references for any of the clients listed above is available upon request.



SECTION 3: FEE PROPOSAL

It is our policy to be open and frank on the subject of our fees. We are always prepared to discuss or explain our fee estimates or bills in as much detail as desired. **The following is our fee quote:**

Year Ended September 30, 2010	Range
Perform an examination of management's assertions about DBPA's compliance with CRA grant requirements	\$3,000 - \$4,000

Hourly Rate

If it becomes necessary for DBPA to request MSL to render additional services to either supplement the examination services or to perform additional work as a result of the specific recommendations included in any report issued on this engagement, the following hourly rates will be utilized for any such additional work:

Title	Hourly Rate
Shareholder	\$225 - \$275
Principal/Manager	\$150 - \$225
Supervisor/Senior	\$100 - \$150
Staff	\$75 - \$100
Paraprofessional	\$50 - \$75

10:13:14 AM 6/24/2011

Licensee Details**Licensee Information**

Name: **O'KEEFE, DANIEL JAMES (Primary Name)**
(DBA Name)
Main Address: **1201 S ORLANDO AVENUE SUITE #400**
#400
WINTER PARK Florida 32789
County: **ORANGE**

License Mailing:

LicenseLocation: **1201 S ORLANDO AVENUE SUITE 400**
WINTER PARK FL 32789
County: **ORANGE**

License Information

License Type: **Certified Public Accountant**
Rank: **CPA**
License Number: **AC0010681**
Status: **Current,Active**
Licensure Date: **04/02/1982**
Expires: **12/31/2011**

Special Qualifications **Qualification Effective**

[View Related License Information](#)**[View License Complaint](#)**

[Contact Us](#) :: **[1940 North Monroe Street, Tallahassee FL 32399](#)** :: **Call.Center@dbpr.state.fl.us** :: Customer Contact Center:
850.487.1395

The State of Florida is an AA/EEO employer. **[Copyright 2007-2010 State of Florida. Privacy Statement](#)**

Under Florida law, e-mail addresses are public records. If you do not want your e-mail address released in response to a public-records request, do not send electronic mail to this entity. Instead, contact the office by phone or by traditional mail. If you have any questions regarding DBPR's ADA web accessibility, please contact our Web Master at **webmaster@dbpr.state.fl.us**.



June 16, 2011

Mr. Jason Jeffries
Project Manager
City of Daytona Beach
Redevelopment Office
301 S Ridgewood Avenue
Daytona Beach, FL 32114

Dear Mr. Jeffries:

Thank you for the opportunity to propose on your service requirements. I have read the various documents that you have sent to me and I have shared with you the following two initial concerns:

- 1) The Downtown Development Authority Grant Agreement (the "Grant") dated August 19, 2008 is with the Daytona Beach Partnership Association (DBPA), yet this organization appears to be known as the Downtown Business & Professional Association of Daytona Beach, Inc. (a Florida Non-for-Profit Corporation). Please note that these names have a certain similarity that can lead to major problems. Further clarification of this discrepancy is needed.
- 2) The Grant appears to call for a financial statement audit from the grantee under Section 4(c). An audit would have provided you with a complete set of GAAP based financial statements and the applicable management letters. In addition to the financial statements, the first bullet point under Section 4(c) calls for "A *separate* revenue and expense statement for all funds received from the DDA." This would appear to indicate a requirement for "supplementary information" added to the basic set of financial statements. Essentially, you have received an "agreed upon procedures" engagement from the grantee that was intended to meet the "supplementary information" requirement, without an audit of the grantee's financial statements. Again, further clarification is needed. Specifically, clarification is needed between the grantor and grantee with respect to the specific deliverables required under the Grant.

It is my understanding that the Downtown Development Authority and your office had expected to see a full set of audited financial statements from the DBPA along with the revenue and expense statement, and management letter, called for in Section 4(c) of the Grant. This condition along with inadequate document submissions are combining to create issues between the parties. Since there are multiple ways for us to address this condition, I will provide you with a few possible solutions for consideration:

- 1) **Financial Statement Audit** – We are engaged by DBPA to audit their financial statements and supplementary information as called for under the Grant. Our base fee for audit engagements is \$8,250. The fee can increase due to various factors including but not limited to: lack of a prior year audit, inadequate books and records, and internal control deficiencies.
- 2) **Agreed Upon Procedures Engagement** – You can engage us to test and report on a very specific set of parameters as agreed upon by our firm and the DDA. However, this work appears to have already been prepared by John L. Meyers, PA. Apparently this firm has prepared the statement and tested the

transactions as called for in Section 4(c) of the Grant. Based upon the lack of a management letter, I am left to assume there were no issues of non-compliance noted during their work. Our firm is available to perform similar engagements with fees beginning at \$2,500.

- 3) **Outsourced Internal Auditor** – Essentially, in this type of engagement we would be performing the function of your internal auditor. We would be engaged by the DDA to design tests to address a specific set of concerns as directed by the DDA Board. This engagement would be designed and tailored to address open issues, not necessarily correct any outstanding state of noncompliance by the DBPA. We have work programs that address activity and entity level internal controls that can be tailored to the objectives of the testing. We can also vary the extent of the testing from basic management inquiries through detailed transaction sampling. Fees would be contingent upon the extent of the fieldwork required to address the matters and report on them. Professional fees are generally quoted in ranges based upon our standard hourly rates which range from \$110 - \$170 per hour. For illustration purposes, a general program of inquiry based testing that would require planning, one day of field work, report writing, and presentation would start at \$1,750.

Based upon our conversations, I would recommend the outsourced internal auditor approach from a cost/benefit perspective. The difference between the three choices lies in the level of assurance. With the outsourced internal audit choice, there would be no assurance on the effectiveness of the internal controls, financial statements, or any other matter. The Board would take ownership for the investigation results, while receiving the benefit of having experienced and independent personnel addressing their issues. The other two choices, although they can provide a level of assurance, may only serve to increase procedures that have little additional benefit while increasing the total cost of the engagement.

Internal audit outsourcing should serve as the most efficient way to resolve any DDA board member issues as they define them. It can also serve as a basis for either modifying or clarifying the terms of the Grant. Clarity of terms and conditions will help both parties perform under the Grant.

Please call me to discuss further and plan how to proceed.

Sincerely,

RAPOSA & YOUNG, PL



Dennis J. Raposa, CPA

10:13:45 AM 6/24/2011

Licensee Details

Licensee Information

Name: **RAPOSA, DENNIS J JR (Primary Name)**
 (DBA Name)
 Main Address: **41 LOGGERHEAD COURT**
PONCE INLET Florida 32127
 County: **VOLUSIA**

License Mailing:

LicenseLocation: **RAPOSA & YOUNG, PL**
4645 S CLYDE MORRIS BLVD
SUITE 401
PORT ORANGE FL 32129
 County: **VOLUSIA**

License Information

License Type: **Certified Public Accountant**
 Rank: **CPA**
 License Number: **AC0029588**
 Status: **Current,Active**
 Licensure Date: **11/07/1996**
 Expires: **12/31/2011**

Special Qualifications **Qualification Effective**

[View Related License Information](#)

[View License Complaint](#)

[Contact Us](#) :: [1940 North Monroe Street, Tallahassee FL 32399](#) :: Call.Center@dbpr.state.fl.us :: Customer Contact Center:
 850.487.1395

The State of Florida is an AA/EEO employer. [Copyright 2007-2010 State of Florida. Privacy Statement](#)

Under Florida law, e-mail addresses are public records. If you do not want your e-mail address released in response to a public-records request, do not send electronic mail to this entity. Instead, contact the office by phone or by traditional mail. If you have any questions regarding DBPR's ADA web accessibility, please contact our Web Master at webmaster@dbpr.state.fl.us.

Jeffries, Jason

From: Merry Rawls [merry@rawlscpa.com]
Sent: Friday, June 24, 2011 10:49 AM
To: Jeffries, Jason
Attachments: MJR Peer review report.pdf

Good morning, Jason

In response to your request, I am providing information about my firm's experience and qualifications as they relate to working with a not for profit entity.

I perform the annual audit for 8-10 Central Florida not for profit organizations, including a Downtown Arts District. I also provide tax preparation services for most of those entities, as well as other NFP entities. I have provided such services in the central Florida area for over 25 years. As an auditor of entities receiving Federal and State funding, I perform audit engagements under *Government Accounting Standards*. Auditors auditing such entities are required to undergo a peer review every three years and attend 80 hours (bi-annually) of continuing professional education covering audit and accounting issues. I am in compliance with those requirements and have attached my most recent peer review report.

Additionally, I have served on the Peer Review Committee of the Florida Institute of Certified Public Accountants for three rotations.

Let me know if you have questions or if I may assist you.

Thanks,
Merry

Merry J. Rawls
Certified Public Accountant
(407) 648-4855
(321) 319-0467 Fax
425 W. Colonial Drive, #103
Orlando, FL 32804

merry@rawlscpa.com

This e-mail contains legally privileged and confidential information intended only for the individual or entity named within the message. If the reader of this message is not the intended recipient, or the agent responsible to deliver it to the intended recipient, you are hereby notified that any review, dissemination, distribution or copying of this communication is prohibited. If this communication was received in error, please notify me by e-mail and delete the original message.

System Review Report

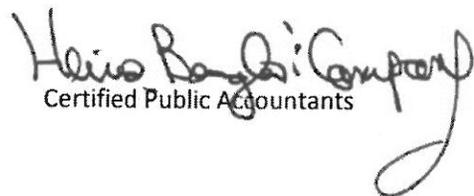
November 4, 2009

To the Owner of Merry J. Rawls, CPA
And the Peer Review Committee of the Florida Institute of CPAs

We have reviewed the system of quality control for the accounting and auditing practice of Merry J. Rawls, CPA (the firm) in effect for the year ended May 31, 2009. Our peer review was conducted in accordance with the Standards for Performing and Reporting on Peer Reviews established by the Peer Review Board of the American Institute of Certified Public Accountants. The firm is responsible for designing a system of quality control and complying with it to provide the firm with reasonable assurance of performing and reporting in conformity with applicable professional standards in all material respects. Our responsibility is to express an opinion on the design of the system of quality control and the firm's compliance therewith based on our review. The nature, objectives, scope, limitations of, and the procedures performed in a System Review are described in the standards at www.aicpa.org/prsummary.

As required by the standards, engagements selected for review included engagements performed under the *Government Auditing Standards* and audits of employee benefit plans.

In our opinion, the system of quality control for the accounting and auditing practice of Merry J. Rawls, CPA in effect for the year ended May 31, 2009, has been suitably designed and complied with to provide the firm with reasonable assurance of performing and reporting in conformity with applicable professional standards in all material respects. Firms can receive a rating of *pass*, *pass with deficiency (ies)* or *fail*. Merry J. Rawls, CPA has received a peer review rating of *pass*.


Certified Public Accountants

10:09:29 AM 6/24/2011

Licensee Details**Licensee Information**

Name: **RAWLS, MERRY JOY (Primary Name)**
(DBA Name)
Main Address: **806 SOUTH LAKE DAVIS DRIVE**
ORLANDO Florida 32806
County: **ORANGE**

License Mailing:

LicenseLocation: **806 S LAKE DAVIS DR**
ORLANDO FL 32806
County: **ORANGE**

License Information

License Type: **Certified Public Accountant**
Rank: **CPA**
License Number: **AC0008664**
Status: **Current,Active**
Licensure Date: **06/18/1980**
Expires: **12/31/2012**

Special Qualifications **Qualification Effective**

[View Related License Information](#)**[View License Complaint](#)**

Contact Us :: **[1940 North Monroe Street, Tallahassee FL 32399](#)** :: **Call.Center@dbpr.state.fl.us** :: Customer Contact Center:
850.487.1395

The State of Florida is an AA/EEO employer. **[Copyright 2007-2010 State of Florida. Privacy Statement](#)**

Under Florida law, e-mail addresses are public records. If you do not want your e-mail address released in response to a public-records request, do not send electronic mail to this entity. Instead, contact the office by phone or by traditional mail. If you have any questions regarding DBPR's ADA web accessibility, please contact our Web Master at **webmaster@dbpr.state.fl.us**.



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: June 23, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Downtown Branding

Staff is still working with Mastando Media to refine the branding concepts based on the comments from the Authority members when they were last presented. Staff is requesting a special meeting of the Authority the week of July 11 to focus on the Downtown Brand.



The Daytona Beach Partnership Association

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

Committee Updates

June 2011

Committee Updates:

1. Promotions

- Summer recess in downtown
 - Launches Saturday, June 25th
 - Summer activities in Downtown two Saturdays a month
 - Complete calendar to be emailed out
- Downtown Brand Development
 - Workshop of three final logos and phrases at next town hall meeting
- Planning for next year
 - French Market
 - Holiday Central
 - Valentine's
 - Halifax Oyster Festival
 - Art of the Automobile
 - Summer Recess in Downtown

2. Economic Restructuring

- Recruitment strategy for downtown
- Engaged Farmers Market Manager to further develop a plan for the Public Market – will continue once the site is selected

3. Design

- Focus on the Riverfront Park Demonstration Project at the corner of Beach Street and ISB.
 - Lease agreement approved
 - Currently in fundraising phase
 - Plan to break ground within 3 months

General Updates:

1. Next Town Hall Meeting – Tuesday, July 12th – Brand Workshop

2. New Town Hall Series starting in August – Meet the Commissioners

3. Upcoming events:

Monthly Science Café at Sweet Marlays' – 3rd Thursday, 6:30 pm

Monthly Critical Mass Bike Ride – Last Friday of the month, City Island Library 5:30 pm

Food & Wine Festival – moved from June to the fall, final dates to be determined

Summer Recess in Downtown