

DOWNTOWN DEVELOPMENT AUTHORITY

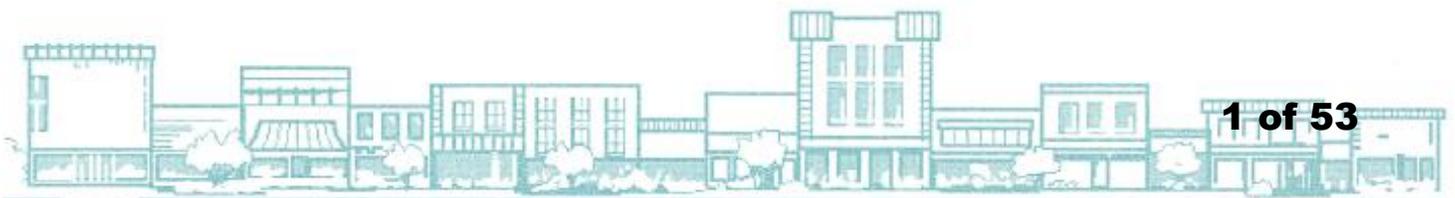
P.O. Box 2451 ♦ DAYTONA BEACH, FL 32115-2451 ♦ (386) 671-8180

AGENDA

Tuesday, September 27, 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: August 26, 2011**
4. **Budget Update**
5. **Funding Approval: Halifax Art Show**
6. **Funding Approval: Brighthouse Commercials**
7. **Funding Approval: French Market**
8. **Independent Review of DBPA Grant Finances**
9. **Downtown Holiday Promotions**
10. **Termination of Grant Agreement with the DDA**
11. **Request for Proposals (RFP) to Manage Downtown Marketing & Promotions**
12. **Downtown Branding**
13. **Staff Update**
14. **Public Comments**
15. **Other Business**
16. **Adjournment**



**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES**

August 26, 2011

There was a meeting of the Downtown Development Authority held Friday, August 26, 2011 at 9:00 a.m. in the Conference Room 116 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. Jason Jeffries, Project Manager
Mr. Bob Jagger, Deputy City Attorney
Ms. Jeanne Tolley, Redevelopment Technician
Ms. Jessica Barron, Recording Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 9:00 a.m.

2. Roll Call

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

3. Approval of the Minutes of July 26, 2011

Ms. Lipton noted that on page five of the minutes, her comment about colors was not intended to be her vote of yes for having an orange logo.

Ms. Cook made a motion to approve the minutes of July 26, 2011. Ms. White seconded the motion and it was approved unanimously (5-0).

4. DBPA Request to Terminate Grant Agreement with the DDA

Mr. Abraham stated that he received a letter earlier in the morning from the DBPA that stated because of the budget cuts the DBPA Board was in a planning phase and reformatting the organization.

Mr. Abraham asked if the letter was contradictory to the termination, or supplemental to the termination.

Ms. Ritzi replied that it was supplemental to the termination. She then stated that she had a letter to present to the Board.

Mr. Abraham asked Mr. Jeffries if he had any comments.

Mr. Jeffries stated that the agreement with the DBPA allowed for termination with 90 days notice, making the actual termination date October 24th, 2011. He noted that in Ms. Ritzi's letter, the requested termination date was the end of the fiscal year, September 30th, 2011, therefore a motion would have to be made to accept the termination at the date requested.

Board Action

Mr. Hopkins made a motion to accept the new termination date. Ms. White seconded the motion.

Ms. Ritzi commented that the letter presented to the Board reiterated the letter sent previously, and it showed that the DBPA was in the process of reorganization. The letter provided detailed information about a new business plan, additional funding sources, current goals, etc. She stated that they would continue their grant agreement until the end of September. She noted that the DBPA was currently working on several projects, the Plaza Project being the largest at this time. She stated that the DBPA also had some requests. The first was a list of approved expenses that would be submitted to the DDA for reimbursement. The second request was that the DDA retain the funding of \$22,500 for the Main Street Program in the new DDA budget for fiscal year 2011/2012, pending decisions and future requests to be made by the DBPA.

Mr. Abraham stated that payment would be made, honoring the contract. He stated that use of the \$22,500 in the 2010/11 budget for the Main Street program, would be determined at a later time. He appointed himself to work with the DBPA, along with staff and the legal department. He would bring any matters requiring a decision back to the Board for a vote.

The motion was approved unanimously (5-0).

5. DOWNTOWN HOLIDAY MARKETING & PROMOTION

Mr. Jeffries stated that in light of the request to terminate the grant, he solicited an interim measure to have a marketing firm promote the marketing and promotion of Downtown during the holidays. He noted that packets distributed to the Board contained a proposal from Bullseye Marketing. He stated that the amount in the

holiday budget was \$20,000 and \$8,540 had already been billed for street decorations.

Mr. Jeffries stated that Bull's Eye has submitted a proposal based on the current budget, the highlights of which being as follows:

- Develop an e-mail list based on lists already created by other Downtown organizations and businesses.
- Provide leverage to other holiday marketing efforts in the Downtown area, such as the Halifax Art Show, the French Market, and the Holiday Parade.
- Promotional booths at the French Market, Art Show, etc. where people can sign up for the e-mail list.
- Create a website and landing page that would be tied to the e-mail list.
- Once the e-mail list is developed, use it for direct marketing of Downtown shopping and dining.
- Create an e-mail newsletter.
- General media advertising (radio, T.V.) from October to December.

Mr. Smith stated that if the DDA created an e-mail list, it would provide focus in the marketing and advertising efforts for the holiday season, and be a good way of staying in contact with patrons on a regular basis. He noted that the hope was to entice patrons to provide more than just their e-mail address, and the incentive for them to do so was the Downtown Discount Card.

Mr. Smith stated that the best e-mail lists to get were the ones that other business owners had already established. He stated that there would be an effort made to obtain these lists, and that Bullseye Marketing would sign an agreement that the lists would not be used for any other purpose. He noted that in lieu of local merchants sharing their own lists, a list of 30,000 email addresses from people who opted in could also be purchased.

Ms. Lipton asked how the list would be double-checked, and also inquired as to the demographics of the list.

There was a lengthy discussion about email lists and protecting people's privacy.

Ms. Lipton stated the best and cheapest way to promote Downtown was to create a website.

Ms. Cook asked if the landing page would serve the same purpose as a website.

Mr. Smith stated that e-mails could be created to drive people to the landing page. They could then provide their information at the landing page in order to receive the Downtown Discount Card. A website would still require some other form of promotion in order to get people to visit it.

Ms. Lipton stated that the most important aspect of promotion was the media campaign, and expressed concern over the lack of information presented about it.

Mr. Jeffries stated that the expenditure of funds must first be authorized.

Ms. Lipton asked how the expenditure could be authorized without more information.

Mr. Jeffries replied that a detailed plan would be worked out once they knew how much money they had to work with.

Mr. Smith stated that the two local A.M. stations would be used. Cable television and paper advertising would also be utilized.

Mr. Abraham clarified that a budget would be established, and details about holiday marketing and promotion plan would come at a later date.

Mr. Jeffries stated that he expected a list of details to be approved to come before the board in September. He noted that the previous T.V. ad would probably have to be re-filmed because it had run for two years.

Ms. White asked if the e-mail list would be owned by the DDA.

Mr. Smith stated yes.

Mr. Jeffries stated that the proposed marketing budget was over the allotted budget. He noted that since the e-mail list would continue to be beneficial after the holiday season, its cost in the amount of \$8,200 could be removed from the marketing line item.

Mr. Abraham asked how much was spent on Christmas last year.

Mr. Jeffries stated approximately \$20,000 was spent, which included decorations.

Mr. Abraham asked how much was spent on decorations.

Mr. Jeffries stated \$8,000..

Ms. Lipton asked how much was spent on TV.

Mr. Jeffries replied that from November to December, \$5,000 was spent on TV. He stated that while the details had not yet been worked out, a similar amount had been set aside for TV promotion in the current budget.

Mr. Smith stated that the goal was to give the Board a general idea of what Bullseye Marketing can do, then the members of the Board could decide what

they wanted. He stated that with email marketing you could measure its success rate, whereas with TV and radio, success was not so easily quantifiable.

Ms. Lipton asked if anyone had done a survey to determine how many e-mail addresses members of the Board could generate on their own. She stated that a lot of money was going to be spent on purchasing e-mail addresses that the members of the Board might already have. She noted that the DBPA already had a list of 2,000, and she had 2,500. She stated that e-mail was her number one marketing tool because it was more personal.

Mr. Smith stated that for merchants who agreed, a mini groupon could be included in the weekly e-mails. If a merchant wanted to be featured in one of the weekly e-mails, they would be charged a nominal fee, then they could offer an additional discount to promote their business.

Mr. Abraham asked if there was room in the budget to accomplish all of the suggestions.

Mr. Jeffries stated yes.

Mr. Abraham stated that the Board could approve the balance of the program, and whatever was determined to be a reasonable cost for developing an e-mail list and decide on details later.

Ms. Lipton stated that she liked the idea of having a booth at Downtown events. She further stated that she was not in favor of spending money on the proposed list of 30,000 e-mail addresses.

Ms. White stated that any time there was an event with a lot of people Downtown, someone should be there to collect information and put it into a database.

Ms. Lipton commented that the proposed booth should not only be for collecting e-mails, but also to provide general information about what's available Downtown.

Mr. Smith stated that one idea was to have a prize wheel at the booth. Customers would provide their contact information in exchange for spinning the wheel to win a prize donated by a Downtown merchant.

Ms. Lipton commented that she gave 20% discount coupons and \$25.00 gift certificates to get customer e-mails.

Mr. Hopkins asked how many people were on the promotional team.

Mr. Smith replied that Bullseye Marketing had four employees.

Mr. Hopkins asked Mr. Jeffries if proposals were solicited from anyone else.

Mr. Jeffries replied, no, because Bullseye Marketing was to be employed on an interim basis.

Mr. Hopkins stated that there was an RFP for an audit for \$2,500 but not for \$20,000 in marketing. He stated that the Board was in a bad position in pushing the plan through. He stated that he would like for a marketing company to present a complete marketing plan to the Board, and for the Board to either accept or reject it. He expressed concern over being forced to dissect the plan presented by Mr. Smith in order to reach a consensus.

Mr. Abraham stated that the RFP process would take too long, and that it's important to begin the holiday promotion.

Mr. Jeffries stated a formal RFP was not done for the audit, but recommendations were taken from the Finance Department.

Mr. Abraham asked if there was time to develop standards for the proposals.

Mr. Jeffries stated that it could take 3-4 months to do RFP.

Ms. Lipton stated that she was more concerned with the marketing campaign for the Art Show, the French Market, and the holiday season, and she felt the e-mail list was a separate entity. She stated that without a guideline for what the DDA wanted to do as far as advertising, she was unable to proceed with her own advertising.

Mr. Abraham advised the Board that they were being asked to establish a budget for holiday promotions, and to informally authorize Al Smith Productions and Bullseye Marketing to proceed.

Mr. Smith noted that it would primarily be Bullseye Marketing handling Downtown marketing. He stated he had great respect for Bullseye Marketing, and he believed they were a good match for the DDA. He stated that his primary role was that of an advisor.

Mr. Abraham stated that he would defer to the merchants in making the decision.

Mr. Smith stated that the allocation of the funds would be determined by Bullseye Marketing, and that there was no time left to examine a breakdown of how the funds would be spent. He noted that the campaign would begin in October.

Mr. Hopkins stated that it was his understanding that Bullseye Marketing would come back in September with a detailed breakdown, to be approved or not by the Board.

Mr. Smith stated that their commitment would already be in place to initiate the campaign in October. He stated that Bullseye must have the Board's commitment in September in order to begin the campaign in October. He asked if a special meeting could be called to go over the plan.

Ms. Cook noted that there were already two meetings scheduled for September.

Mr. Jeffries stated that there were two budget hearings in September, and generally, the regular business meeting was conducted at the second hearing. He stated there could be a special meeting at the first hearing to discuss the details of Bullseye Marketing's proposal.

Mr. Hopkins stated that there was no time to debate the proposal, and expressed concern that making changes to the plan in September could inhibit Bullseye Marketing's effectiveness.

Mr. Abraham agreed.

Mr. Hopkins made a motion to approve the budget and allow Bullseye Marketing to proceed with its plan.

Mr. Abraham stated it was his understanding the motion was to approve up to \$20,210.

Ms. Lipton commented that it was stated earlier in the meeting that \$8,000 was already being spent on decorations, and additional funds must be allocated for TV marketing.

Mr. Jeffries stated that \$20,210 would be authorized to Bullseye Marketing for the holidays.

Ms. White clarified that the amount was 50% of the total budget for Downtown for the holidays.

Mr. Jeffries stated that the idea behind the Downtown holidays was to set aside funds for marketing of the holidays, plus the decorations.

Mr. Smith stated that the numbers provided could go down, depending on the cooperation of local merchants in compiling an e-mail list. He noted that the human resource number of \$3,150 was based on covering eight to ten Saturdays at the Farmer's Market, three French Markets, two days at the Art Festival, and Biketoberfest. He stated that it may be possible to lower that number as well.

Ms. Cook asked how the discount cards would be made available.

Mr. Smith stated they would be sent in the mail.

Mr. Abraham clarified that the motion was to authorize the expenditure of \$20,210 to be paid to Bullseye Marketing for the holiday promotion, to be used in accordance with the drafted proposal placed before the board.

Mr. Jeffries added that the expenditure included creating the e-mail list and the media promotion.

Ms. White agreed with Mr. Hopkins that it was not possible for the Board to micromanage the work of Bullseye Marketing. She commented that it was important for the public to see leadership from the Board over the next couple of months, so it was important to move forward with the plan. She added that she would like to see the current numbers pared down as well.

Mr. Jeffries stated that there was \$11,000 remaining in the holiday budget, and another \$10,000 would be pulled from the other two budget lines.

Ms. White stated that she wanted to make sure there was enough money to give to whoever answered the RFP.

Mr. Hopkins asked Mr. Smith if it was possible to lower the amount to \$15,000.

Mr. Smith replied that Bullseye Marketing would want some direction from the Board as to what it wanted. He acknowledged the Board's desire to not micromanage Bullseye Marketing's work, but expressed concern over setting high expectations and not meeting them.

Ms. Lipton expressed concern over giving the money to Bullseye Marketing without meeting the person who would oversee the project. She agreed with other Board members' comments regarding cutting the budget. She also asked for an opportunity to prioritize how the money would be spent.

Mr. Abraham noted that the variable cost in the budget was in the development of the e-mail list. He stated that if the Board opted to save money in this area, it may result in a less effective e-mail list. He stated he did not believe it was possible to save money on media advertising.

Ms. Lipton stated that she wanted to make sure the money for advertising was spent on several different forms of media, and expressed concern that the Board had not yet been presented with graphics or a theme.

Mr. Abraham asked the Board if they had any suggestions for prioritizing budget.

Ms. White stated it was very important to be clear that the list of contact information compiled belonged to the DDA regardless of who the RFP went to.

She stated she would forego the purchase of the 30,000 e-mail addresses because there is no guarantee that it would have the desired effect. She commented that it was also important for the Board to maintain a presence at the upcoming holiday events.

Mr. Hopkins asked if the landing page and newsletter would be lost if the Board decided not to purchase the e-mail list.

Mr. Smith replied that the \$2,500 was for buying the e-mail list.

Ms. Cook suggested that Bullseye Marketing give members of the Board a generic marketing e-mail, which could then be edited to include each individual business's information before sending it out to their own mailing lists.

Mr. Hopkins asked how the plan would be disseminated to other merchants who had their own e-mail lists. He stated that for the plan to be effective, Bullseye Marketing needed to go to all Downtown merchants to get them involved.

Mr. Smith stated that Bullseye would need a letter of support from the DDA in order to have credibility when making contact with other merchants.

Mr. Jeffries suggested that staff put together a letter to Downtown merchants to let them know of the DDA's plans.

Mr. Mario Stemburger stated that for a nominal fee, the marketing agency could create a broadcast for each merchant to send out to their own mailing list. He stated he was concerned that the Board was paying for an e-mail list that could possibly be taken away that as the intellectual property of another, as had happened in the past.

Mr. Stemburger also suggested promotional placemats or table tents in Downtown restaurants and bars for six weeks leading up to the Art Show. He stated that placing signs throughout the Downtown area directing people to the Art Show would also be beneficial.

Mr. Abraham suggested splitting the motion into two actions, the first being to determine the amount of money that the Board is willing to spend.

Mr. Hopkins stated that the Board was going through the list to see where the numbers could be lowered. He noted that \$2,500 has already been cut, and suggested continuing to go through the list.

Mr. Smith stated that if the Board elected not to purchase the e-mail list, merchants needed to cooperate in sharing their own mailing lists in order for the plan to move forward quickly.

Mr. Hopkins commented that Bullseye might be affected without the purchase of the e-mail list.

Mr. Smith stated he was unsure how Bullseye would be affected by the decision not to purchase the e-mail list.

Ms. Lipton stated there was more to the marketing plan than e-mails. She noted that a marketing plan must be in place in order to disseminate information about holiday plans for Downtown. She stressed that print and other media should be given high priority in accomplishing that.

Mr. Abraham expressed concern that instead of accepting the holiday marketing plan as presented, members of the Board were trying to negotiate changes to the plan with Mr. Smith, even though he was not in charge. He stated that the Board should either authorize the plan or reject it.

Board Action

Mr. Hopkins made a motion to allocate \$15,000 for the plan. Ms. White seconded the motion.

Ms. Cook requested that before the September meeting, the Board be provided with more detailed information about Bullseye's marketing plan.

Mr. Smith stated that members of the Board would be provided with the information before the September meeting.

The motion was approved unanimously (5-0).

6. Request for Proposals (RFP) to Manage Downtown & Marketing Promotions

Mr. Jeffries stated that if the Board wanted to issue an RFP for a marketing firm to manage the marketing in the long term, there is a two-step process to accomplish that: first, establish an interim plan for the holidays; then, issue another RFP.

Mr. Jeffries stated that if members of the Board wanted to pursue the RFP, staff would need to draft a more specific proposal for the September meeting. If the Board wanted to make a decision in October, proposals would have to be submitted by October 7th.

Mr. Jeffries suggested using the current plan as a guide, revising it and adding new demographic information from the Bob Gibbs study. The plan outlined the following:

- A media placement strategy, including the development and maintenance of a website

- Determining the appropriate marketing message
- Building on branding
- A promotional plan to tie marketing into Downtown events
- A public relations campaign

Mr. Jeffries stated that another key aspect of the plan was figuring out how to transmit the information to other Downtown merchants, noting that it is important to maintain communications between merchants and the DDA.

Mr. Abraham asked what portion of the budget the plan would most likely encompass.

Mr. Jeffries stated it would be \$120,000 annually, including \$7,500 authorized for SEE Magazine.

Mr. Hopkins recommended that staff work directly with the Partnership to formulate a draft RFP for September.

Mr. Abraham asked if it was feasible for an RFP draft to be complete by September.

Ms. Cook asked Mr. Jeffries for clarification on when the project would begin.

Mr. Jeffries stated that he listed November 1st as the start date because the person or firm that gets hired would be putting together a placement strategy and revising the marketing plan while the interim marketing firm would handle the holiday season. The plan would not be officially implemented until January.

Mr. Abraham commented that funds from the next fiscal year would be part of the new plan.

Mr. Jeffries stated yes. He stated that tying a contract to the City's fiscal year was not critical for what the Board was trying to accomplish.

Ms. White suggested that under the proposed function or duties of the marketing individual or firm, number three, page 18, brand development should be included.

Mr. Jeffries stated that the thinking behind the language of the plan was that determining the brand will have been completed before November 1st. He noted that staff was continuing to revise the plan based on the Board's comments from the previous meeting, acknowledging that brand development expanded beyond creating a logo.

Ms. White commented that whoever was selected in the RFP process should be given the freedom to go forward, and possibly update the Board on a quarterly basis. She noted that in order to give the selected entity the freedom, the Board

should take its time during the selection process to ensure that they know the direction they wish to take, and were able to accomplish their goals.

Ms. White expressed her hope that the Board could get to a point where less time was spent on going over the specifics of the plan.

Mr. Jeffries stated he expected the same things of the person that got hired.

Ms. Cook expressed concerns regarding next year's budget. She asked if it was possible to do RFPs that stop a certain date, with a contingency in August pertaining to performance.

Mr. Jeffries stated that June might be a better date because by June there was an idea of what the revenue would be for next year. He commented that by the May meeting a decision could be made regarding contract renewal for the following year, starting June 1st.

Ms. Lipton stated that if someone were hired by January, they could start holiday planning right away, thus eliminating a rush to finish the planning later in the year.

Ms. Cook stated her main concern was seeing what the budget did, specifically the dollar figures for October/November/December.

Ms. White suggested being conservative in giving the budget to the new marketing entity, noting it would be unwise to get into a situation where the Board was spending money that it did not have.

Ms. Lipton stated that good marketing did not necessarily mean one must have large media buys, noting that a good, creative marketer could accomplish a lot without spending a lot of money.

Ms. White stated that if the market was strong and the DBPA had more staff, they might be able to answer the RFP.

Mr. Abraham stated that he had the same thought. He commented that in terms of the RFP, the memo provided to the Board was very detailed. He noted that if the Partnership might be a responder to the RFP, it should not be involved in determining what the criteria were.

Board Action

Mr. Hopkins made a motion to direct staff to prepare an RFP for the 2012 calendar year.

Mr. Abraham noted that the RFP should be prepared according to the guidelines presented in the memo.

Ms. Cook seconded the motion and it was approved unanimously (5-0).

Mr. Jeffries stated that he would work with the purchasing department to develop the RFP, then present the document to the Board for approval at the September meeting.

7. DBPA Update

Ms. Weiss asked if there were any questions about the update outline provided. She noted that the trolley brochures had been distributed to hotels, Downtown businesses, and the welcome and visitor centers.

Ms. Lipton asked how many brochures were printed.

Ms. Weiss replied that 15,000 brochures were printed, and approximately half of them have been distributed. Additional brochures could be picked up at her office.

8. Staff Update

Mr. Jeffries stated that the Board already had the memo outlining what occurred at the Redevelopment Board meeting. He stated that Dennis Raposa was still working on the review of grant expenditures from 2009/2010 and had been in contact with the Partnership and John Myers. He stated that the report would be on the September agenda.

Mr. Jeffries stated that staff was still working on comments from the last meeting, and they would be addressed at the September meeting. He noted that there would be requests for assistance with the French Market.

Ms. Lipton stated there was still money left over from the last French Market, which was being used as seed money.

Mr. Jeffries noted that the money came from fees collected.

Ms. Lipton commented that there was a report indicating that the French Market raised \$14,000 in the last six events.

Mr. Jeffries stated that the fees collected through the French Market went through the Cultural Services Department.

Ms. Lipton advised that upcoming French Markets would be slightly different with each Market and she hoped to partner with the Farmer's Market to do a Fall

Festival on October 29th. She stated that she hoped to keep the events on the same day every year. She stated that she was also partnering with Lieutenant Newcomb from the Daytona Beach Color Guard for an Antique and Classic Show in the park. She was also working with Leisure Services to coordinate their Christmas efforts.

Mr. Jeffries asked how the Board wanted to handle September meetings. He noted that budget hearings be the first and third Wednesdays in September.

Mr. Abraham suggested that the issue of branding be handled in a special meeting.

Mr. Jeffries suggested that any other special holiday items that come up be addressed in the same special meeting.

Ms. Weiss asked at which meeting the audit would be discussed.

Mr. Abraham replied that it would occur at the regular morning meeting on September 27th.

Mr. Abraham stated that the Board would hold its regular meeting at 8:00 a.m. on September 27th. He advised the board to be prepared to hold a special meeting to discuss the holiday marketing plan, pending notification from Mr. Jeffries.

Ms. Cook stated that if the Board received discussion items before the meetings, they would be better prepared to discuss them.

9. Public Comments

Ms. Weiss advised the Board that the DBPA was still doing fundraising for the Plaza Project. They had collection jars in stores, for bricks, and sponsorships. She stated that more information about the project was available on the front page of the DBPA website, <http://www.daytonadowntown.com> or <http://www.downtowndaytonabeach.com>.

Ms. Lipton suggested making the brick forms more easily accessible to merchants and other interested parties.

Ms. Weiss stated that she would look into making brick forms available at the Chamber front desk.

Mr. Stemberger congratulated Ms. Lipton on the success of the French Markets. He stated when she first presented the idea he did not think it could be done but she had worked hard and every Market had been successful bringing many people to the Downtown.

Ms. Lipton thanked Mr. Stemburger for his comments.

Ms. White stated that she would like to see the Board get coffee and refreshments from a Downtown business instead of a major chain. She also asked for an update on the kiosk directories.

Mr. Jeffries replied that a draft of the directory was received, but in need of a few corrections. The draft received was ¼ inch too big to fit into the kiosk.

Ms. White asked if the directories would be weather resistant.

Mr. Jeffries stated yes.

Ms. Cook commented that the draft looked very good.

Mr. Jeffries noted that in the draft received, he felt that the bars were highlighted too much so they were moved to the restaurant category.

Ms. Lipton commented that for people who were not familiar with the area, Downtown could be difficult to navigate. She stated that in future, she would like to see each business color coded to match the colors on the kiosk directories. For example, a green section on the directory would be represented by green flags on the corresponding street.

Mr. Jeffries replied that the City was currently working on a directional signage program, noting that the plan would include signs that provided directions to parking lots.

Ms. Lipton asked if a date had been selected for the ISB meeting.

Mr. Jeffries stated no.

Ms. Lipton stated that there was a new clothing business moving in next to Carousel Antiques, and it would hopefully open at the end of October. She noted that an attorney also moved into the area, and his wife had plans to offer \$100 weddings in the gazebo on North Beach Street. She suggested that some maintenance be performed on the gazebo because the weddings could be good P.R. stories.

Mr. Jeffries stated he would contact the maintenance staff.

10. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 10:57 a.m.

Bob Abraham, Chairman

Jessica Barron, Board Secretary



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

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MEMORANDUM

DATE: September 21, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: 4th Quarter DDA Financial Report

Attached is a quarterly DDA financial report with expenditures through September 19, 2011. In addition, the report also provides a projection of additional expenses through September 30, 2011. Based on additional expenses expected to be received by the end of the fiscal year, the Care and Subsistence, Projects, and Downtown Event line items are projected to be over budget. Staff recommends the Authority approve the following budget transfers:

- Transfer \$50 from the Office Supplies line item to the Care and Subsistence line item. This should cover expected costs for the last meeting. Staff does not expect additional expenses for Office Supplies line item.
- Transfer \$2,500 from the Downtown Marketing line item to the Projects line item. This should cover costs related to the Farmers Market grant from the FY2009/10 paid in April 2011. Staff does not expect additional Downtown Marketing expenses this year.
- Transfer \$5,500 from the Downtown Marketing line item to the Downtown Events line item. This should cover costs related to the 2010 Downtown BBQ from the FY2009/10 paid in this fiscal year. Staff does not expect additional Downtown Marketing expenses this year.

**DOWNTOWN DEVELOPMENT AUTHORITY
FY 2010/11 BUDGET STATUS**

Line Item	Appropriation	Spent to Date As of 9/19/11	Additional Expenses	Projected Expenses	Projected Balance
Staff (Contract Services) ¹	\$ 1,500	\$ 1,135.21	\$ 65.75	\$ 1,200.96	\$ 299.04
Office Supplies	\$ 250	\$ 24.00	\$ -	\$ 24.00	\$ 226.00
Care and Subsistence	\$ 400	\$ 373.75	\$ 37.78	\$ 411.53	\$ (11.53)
Professional Memberships	\$ 600	\$ 570.00	\$ -	\$ 570.00	\$ 30.00
Projects	\$ 7,000	\$ 5,431.48	\$ 3,562.50	\$ 8,993.98	\$ (1,993.98)
Downtown Marketing	\$ 34,250	\$ 22,822.54	\$ 686.97	\$ 23,509.51	\$ 10,740.49
Downtown Events	\$ 54,500	\$ 42,807.20	\$ 16,783.33	\$ 59,590.53	\$ (5,090.53)
Downtown Holidays ¹	\$ 21,500	\$ 19,481.04	\$ -	\$ 19,481.04	\$ 2,018.96
Main Street Program	\$ 27,500	\$ 20,299.03	\$ 5,401.78	\$ 25,700.81	\$ 1,799.19
Total	\$ 147,500	\$ 112,944.25	\$ 26,538.11	\$ 139,482.36	\$ 8,017.64

Notes:

1. On April 26, 2011, the Authority approved a transfer of \$1,000 from Downtown Holidays line item to Staff (Contract Services) line item.



AGENDA ITEM: 5

THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

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

MEMORANDUM

DATE: October 17, 2010

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Request to Fund Halifax Art Festival

The Guild of the Museum of Arts and Sciences will be the hosting Halifax Art Festival in Downtown on November 6 and 7. As part of Downtown's commitment to the festival, staff is requesting the DDA fund the permitting costs, best of show prize, and television advertising. The DDA has funded the best of show prize for several years. Last year the DDA increased its support to include paying the festival permitting costs. This year, staff is recommending that the DDA advertise the festival on Brighthouse Cable as a Downtown destination for shopping and dining.

The request is for the DDA to cover the permitting, Brighthouse advertising, and Best of Show prize costs for the event for a total of \$10,981. The following is a detailed list of the requested expenses:

1. Best of Show Prize: \$4,000
2. Event Fees: \$4,981
3. Brighthouse Advertising: \$2,000 (Portion related to Halifax Art Show)

The DDA has \$54,500 budgeted in the Downtown Events line item. This is the first request for funding in the 2011/12 Fiscal Year.

Jeffries, Jason

From: whymepooh@aol.com
Sent: Friday, September 23, 2011 10:00 AM
To: Jeffries, Jason
Subject: sponsorship of Halifax Art Festival

Good Morning,

Please except this email as a request for the DDA's support of the 49th Halifax Art Festival that will be held on Nov 5 and 6 of 2011.

Your continued assistance is what helps put on this local event in Daytona Beach Florida that benefits the Museum of Arts and Sciences every year. Also the local Merchants tell us that this is the 2 busiest days of the year for them business wise. With a crowd of up to 25,000 visitors to the downtown area it has a positive effect for all parties.

We are looking for your support to cover the costs of the prize money of 5,000 for our Best in Show award. This award will be presented by Sheryl Cook this year.

Again this year we are asking for financial help with the permits and Brighthouse advertising costs.

I would that to thank you in advance for your support and to a successful partnership with the Guild of The Museum of Arts & Sciences and the Downtown Development Authority .

Sincerely
Doreen Armstrong
Chair Halifax Art Festival
2011



AGENDA ITEM: 6
THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

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

MEMORANDUM

DATE: September 23, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Request to Fund October Event Advertising

Last October, the DDA advertised the French Market and Halifax Art Festival as part of the Downtown shopping and dining campaign. The advertising provided marketing exposure for Downtown merchants and upcoming Downtown events to residents in the region. Brighthouse has provided a proposal to advertise Downtown shopping and dining and the French Market and Halifax Art Festival for the three weeks at the end of October and beginning of November for a cost of \$3,100. The advertising would start the week of October 17.

The DDA has \$32,500 budgeted in the Downtown Events line item. This is the first request, along with the funding of the Halifax Art Show, in the 2011/12 Fiscal Year.

City of Daytona Beach

"Art Festival 2011 w/ French Market"

TOTAL: 360 Commercials for \$2,900

Plus \$200 Production TOTAL: \$3,100

9/23/2011 2:46PM
Est # 30119



City of DB - Halifax Art Festival 2011 w-French Market

Client: CITY OF DAYTONA BEACH
Buyer: Jason Jeffries
Advertiser: City of Daytona Beach
Product: Event
Sched Dates: 10/25/10 - 11/5/10

Lengths: 30
Dayparts: ALL

AE: Vicki L. Farrell
Asst: Tammy Coursen
Phone: (386) 267-7573
Fax: (386) 226-8101
Email:
vicki.farrell@mybriighthouse.com

Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Rate	Total Units	Cost
1448, VOLUSIA										
AEN										
	M-F 6a-6p M-Su 6a-12m	Daytime Rotation ROS - Match			30 30	7 9	3 3	\$14.00 \$.00	20 28	\$280.00 \$.00
BRVO										
	M-Su 6a-12m	ROS - Match			30	9	3	\$.00	28	\$.00
CNBC										
	M-F 6a-6p	Daytime Rotation			30	3	2	\$4.00	10	\$40.00
ENT										
	M-Su 6a-12m	ROS - Match			30	9	3	\$.00	28	\$.00
FOOD										
	M-F 9a-4p M-Su 6p-12m Sa-Su 6a-12n	Daytime Prime Rotation Weekend Morning			30 30 30	7 3 2	3 3 2	\$7.00 \$25.00 \$16.00	20 8 6	\$140.00 \$200.00 \$96.00
FXNC										
	Sa-Su 6a-12n	Weekend Morning			30	2	2	\$16.00	6	\$96.00
HGTV										
	Sa-Su 12n-6p	Weekend Afternoon			30	2	2	\$30.00	6	\$180.00

Network	Daypart	Program	Start Date	End Date	Unit Dur	Avg Units/Wk	Active Weeks	Rate	Total Units	Cost
HLN										
	M-Su 6p-12m	Prime Rotation			30	5	3	\$10.00	14	\$140.00
LMN										
	Sa-Su 12n-6p	Weekend Afternoon			30	2	2	\$20.00	6	\$120.00
SOAP										
	M-Su 6a-12m	ROS - Match			30	9	3	\$0.00	28	\$0.00
STYL										
	M-Su 6a-12m	ROS - Match			30	9	3	\$0.00	28	\$0.00
TLC										
	M-Su 6p-12m	Prime Rotation			30	9	3	\$8.00	28	\$224.00
	Sa-Su 6a-12n	Weekend Morning			30	2	2	\$10.00	6	\$60.00
TRAV										
	M-Su 6p-12m	Prime Rotation			30	5	3	\$5.00	14	\$70.00
	Sa-Su 12n-6p	Weekend Afternoon			30	2	2	\$4.00	6	\$24.00
WE										
	M-Su 6a-12m	ROS - Match			30	14	3	\$0.00	42	\$0.00
ZCFN										
	M-Su 6a-12m	Broad Rotator			30	14	3	\$30.00	41	\$1,230.00
Totals									373	\$2,900.00
Grand Totals									373	\$2,900.00

Broadcast Month Costs - Grand Total

<u>Month</u>	<u>Gross Cost</u>	<u>Total Units</u>
10/2011	\$1,743	206



AGENDA ITEM: 7
THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

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

MEMORANDUM

DATE: September 23, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Request to Fund French Market

Stacey Lipton Interiors will be the hosting the French Market in Downtown during the fall. The event was held last fall and was very successful in drawing customers to the Downtown.

Downtown “French” Market.

- To be held on the following Saturdays (9AM to 3PM): October 29, November 19, and December 3.
- Contain vendors that sell collectables, arts, and crafts.
- Vendors will be located on the west sidewalk of Beach Street in front of vacant store fronts.
- Beach Street merchants are encouraged to participate in front of their stores.

As part of Downtown’s commitment to the event, staff is requesting the DDA fund the permitting costs, which are expected to be about \$1,000. The DDA supported the event last year.

The DDA has \$32,500 budgeted in the Downtown Events line item. This is the first request, along with the Halifax Art Show and October Brighthouse commercials, for funding in the 2011/12 Fiscal Year.



ITEM #8 THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

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

MEMORANDUM

DATE: September 23, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Review of DBPA 2009/10 Grant Expenditures

At the May 24, 2011 meeting, the Authority requested a review of the DBPA Grant expenses for the 2009/10 fiscal year, to address issues not raised by the audit prepared by John L. Myers, PA. At the June 28 meeting, the Authority selected Dennis Raposa, CPA, Raposa & Young, to prepare the additional review. Mr. Raposa has completed the additional review of the DBPA Grant Expenditures. The report was provided to the Authority members by separate transmittal.

Mr. Raposa's was engaged to review specific expenditures to ensure compliance with the grant agreement and to document the DBPA's internal controls in handling the grant finances. Through his review of documentation provided by the DBPA, Mr. Raposa identified \$5,379.62 in expenses that are not eligible grant expenses. Some of those expenses were already disallowed by staff. The attached spreadsheet shows that \$5,142.76 of the expenses were paid by the DDA. If the Authority Members concur with Mr. Raposa's findings, this is the amount that should be returned to the DDA.

A response letter from the DBPA is attached regarding those expenses.

DBPA GRANT EXPENDITURES

Grant Eligible Expenses (Work Plan)	Revised Grant Budget	Grant Expenses				Audit Total	
		1st Quarter	2nd Quarter	3rd Quarter	4th Quarter		
Salaries							
ED Salaries	42,500	10,526.89	12,149.32	10,703.58	9,120.21	42,500.00	100%
Assistant Salary	2,100	2,424.00	-	-	-	2,424.00	115%
Benefits	5,950	1,088.92	2,263.72	995.10	1,278.26	5,626.00	95%
Payroll Taxes	3,350	1,028.41	1,010.24	865.92	445.43	3,350.00	100%
Salaries Total	53,900	15,068.22	15,423.28	12,564.60	10,843.90	53,900.00	100%
Overhead							
Office Rent	7,000	2,000.00	1,500.00	1,000.00	1,000.00	5,500.00	79%
Phone/ Internet	4,000	1,082.46	715.65	673.15	326.10	2,797.36	70%
Office Supplies	700	-	-	-	-	-	0%
Misc. Office Expense	500	-	226.46	-	70.00	296.46	59%
Accounting	3,000	-	-	1,200.00	-	1,200.00	40%
Membership/Publications	600	-	-	-	206.50	206.50	34%
Office Printing & Postage	500	37.01	-	-	-	37.01	7%
Main Street Conference	375	-	-	-	372.82	372.82	99%
Town Hall Meetings	500	91.48	26.20	111.55	136.99	366.22	73%
Meetings Other	825	-	-	-	-	-	0%
Insurance	9,000	965.71	2,957.41	1,935.24	832.14	6,690.50	74%
Overhead Total	27,000	4,176.66	5,425.72	4,919.94	2,944.55	17,466.87	65%
General Promotions							
Web Site	1,250	-	-	-	1,000.00	1,000.00	80%
Economic Development	250	-	-	-	-	-	0%
Downtown Magazine	5,000	52.19	500.00	935.87	3,849.71	5,337.77	107%
Other Magazines	3,600	-	-	-	-	-	0%
Newspaper Ads	3,000	147.00	-	-	73.50	220.50	7%
Direct Mail	6,000	-	-	-	-	-	0%
Promo Postcards	2,000	452.54	267.53	-	515.91	1,235.98	62%
Posters	2,000	304.99	198.30	-	-	503.29	25%
Banners	2,000	285.00	-	-	-	285.00	14%
Brochures	4,000	-	1,000.00	384.44	900.00	2,284.44	57%
General Promotions Total	29,100	1,241.72	1,965.83	1,320.31	6,339.12	10,866.98	37%
Total Eligible Expenses	110,000	20,486.60	22,814.83	18,804.85	20,127.57	82,233.85	
Grant Quarterly Allocation		27,500.00	27,500.00	27,500.00	27,500.00	110,000.00	
Invoices Submitted		24,126.46	25,154.52	22,145.65	31,758.94	103,185.57	
Eligible Expenses		20,486.60	22,814.83	18,804.85	20,127.57	82,233.85	
Payment to DBPA		27,500.00	22,043.00	21,485.34	16,348.27	87,376.61	

Amount of Overpayment to DBPA, Based on Audit \$ 5,142.76



September 20, 2011

DBPA
126 E. Orange Avenue
Daytona Beach FL, 32115

Downtown Development Authority Board Members:

In response to the results of the Agreed-Upon Procedures Report prepared by Raposa & Young PL, specifically the selected results of questioned costs, the DBPA would like to make the following statements:

Category	Response
AT&T Phone Bills	The “unallowable” values are related to long distance calls that the Partnership knows with certainty were not related to business of the grant agreement with the DDA. For the year under examination, the DBPA did not submit bills to the DDA related to the cell phone usage of the Executive Director. However, the DBPA estimates that more than 50% of that usage could be attributed to business related to the grant agreement, a monthly bill of \$135. Given this, the DBPA requests that the nominal amount of \$25.53 be accepted as part of the basic office cost.
My Bliss Magazine	The reason for these costs being deemed “unallowable” is due to the fact that the ads were related to promoting the farmers market, a vehicle utilized by the DBPA to promoted traffic to the downtown. These advertisements were not unlike other advertisements for other programs supported by the DDA such as the Halifax Art Festival or the French Market. The DBPA would like to request that this expense be authorized as the promotion of a downtown event that regularly occurs every Saturday to promote customer traffic to the downtown.
Restaurant / Food Charges	The reason for these costs being deemed “unallowable” is due to the fact that “meals and entertainment” are not listed as an allowable cost in the grant agreement. The DBPA’s documentation does show that these expenses were related to the committee activity of the Main Street Program. Given that documentation did show the expenses to be related to Main Street Program Committees, the DBPA would like to request that these expenses be authorized as regular, Main Street Program activity.
Postage Charges	The reason for these costs being deemed unallowable is that the DBPA did not have a system in place to show postage use as it relates to the grant agreement. Because marketing bulk mail was done through an outside mailer, the majority of these costs were related to the regular, administrative activity of the DBPA.

Daytona Beach Partnership Association

The DBPA estimates that at least 90% of the average office and administrative efforts of the organization are related to the grant agreement. However, with mailing these numbers may not be accurate, given that a membership program would be conducted partially through mailing. Given the lack of clear itemization of what postage covered regular, administrative costs such as bill paying and what postage might have been utilized for other activities such as a membership program, the DBPA does not request any special consideration for the amount deemed “unallowable.”

Office Supplies

The reason for these costs being deemed unallowable is because office supplies are not a listed Administration or Promotion cost in the grant agreement. Even though office supplies are not listed in the grant agreement, prior to the fiscal year, the DDA adopted a budget for the grant with the DBPA with a listed category in that budget for office supplies. Therefore, the DBPA had every reason to believe that this was an allowable expense for the grant. The DBPA would like to request that given this fact, office supply costs be accepted as an authorized cost.

Marketing Supplies

The reason for these costs being deemed unallowable is because marketing supplies are not a listed Administration or Promotion cost in the grant agreement. The DBPA's documentation shows that these costs were related to the activities of the Main Street Committees, specifically the Promotions Committee and Economic Restructuring Committee. Given that documentation did show the expenses to be related to Main Street Program Committees, the DBPA would like to request that these expenses be authorized as regular, Main Street Program activity.

In conclusion, the DBPA has thoroughly enjoyed working with the DDA towards the shared goal of improving Downtown Daytona Beach, and we greatly appreciate the years of support materialized through a long-time grant agreement. We believe this “Agreed-Upon Procedures Report” has been successful in showing all of us why there have been issues related to interpretation and communication surrounding the grant agreement. Even more importantly, we believe that it shows the DBPA has utilized the grant funds for the sole purpose of promoting the downtown.

Thank you for your consideration of our requests.

Naomi Weiss
Executive Director
Daytona Beach Partnership Association

*Note: These responses were discussed with and approved by the President and Vice-President of the DBPA Board of Directors.

Daytona Beach Partnership Association

<u>Category</u>	<u>Amount In Question</u>
AT&T Phone Bills	\$25.53
My Bliss Magazine	\$3,600.00
Restaurant/Food Charges	\$633.30
Postage Charges	\$0.00 (None In Question)
Office Supplies	\$772.65
Marketing Supplies	\$215.63
<i>Total:</i>	<i>\$5247.11</i>



BUY LOCAL – THINK DOWNTOWN DAYTONA!



In partnership with Al Smith Productions

*Please direct all inquiries or comments to Kelley Bales or Debi Brand at 386.238.4001
E-mail: kbales@bullseye-direct.com or dbrand@bullseye-direct.com
140 South Beach Street, Suite 304
Daytona Beach, FL 32114*

Project – Buy Local-Think Downtown Daytona!

To heighten awareness of and to drive business into Downtown Daytona during the holiday season while promoting a positive image of Downtown as the place to dine, shop, play and live.

Marketing Objectives

The first advertising and marketing objective is to launch a campaign to achieve the following:

- Drive business into Downtown Daytona during the holiday season
- Create a sustainable foundation that Downtown Daytona can continue to build on
- Collect and amass valuable consumer data to use in promoting on-going, year-round relationships
- Build awareness of the importance to support locally owned downtown businesses
- Create a top-of-mind awareness to influence consumer's choice of where to dine, shop, play and do business.

General Campaign Strategy

Launch a “Buy Local – Think Downtown Daytona” in conjunction with a Downtown Daytona Card. By promoting a “Buy Local – Think Downtown Daytona” initiative, consumers will be influenced to spend money with local businesses, keeping money circulating in Daytona Beach. Studies report that 45 cents of every dollar spent at a local business is reinvested locally as compared to only 15 cents spent at a chain.

The Downtown Daytona Card will provide a solid method of assimilating a consumer database that the DDA will be able to use to build on to promote and market Downtown Daytona area and events. The Downtown Daytona Card will be promoted through electronic media, internet, email marketing (to over 27,000 consumers) and through on-site registration booths at upcoming events (French Market, Art Festival, Farmers Market) (tapping into actual event attendees).

Campaign Specifics

The Downtown Daytona Card is free to consumers who register for the card. The Downtown Daytona Card will also be available online and at participating merchants. Consumers will be able to go to www.downtowndaytonacard.com to register and will be mailed their Downtown Daytona Card. Participating merchants will be given Downtown Daytona Cards that they can give to their customers in exchange for the customer filling out the registration form. All registrants will be automatically entered into a drawing for a 5' Christmas stocking – winner to be notified by email on December 15th. By showing their Downtown Daytona Card, consumers will receive a 10% discount on products and services at participating merchants not to exceed \$100.

Participating merchants will give a donation to the Christmas stocking valued at \$50 or more (may be gift certificates) and will be randomly rotated to receive a spotlight on their business in an e-newsletter. Merchants may also submit copy outlining their specials and sale announcements for the e-newsletters.

Merchants will be given posters promoting the Downtown Daytona Card and there will be a friendly merchant contest with prizes awarded to the merchants with the most completed registration forms – thus fulfilling the critical component of collecting solid consumer data.

Database

All of the consumer data collected during the fourth quarter will be entered into one DDA database. In addition, the consumer data that is collected by each merchant will be entered into a spread sheet and given to that merchant so he/she will have a jump start on building their own marketing data base. The more times consumers are engaged and asked to come Downtown – to “Buy Local-Think Downtown Daytona”, the more momentum the campaign will gain.

Media & Advertising Plan

The Downtown Daytona Card will be marketed through bi-weekly e-newsletters to over 27,000 local consumers as well as promoted through internet (web site/Facebook) and electronic media. After reviewing the Gibbs Planning Group overview, we have targeted the consumers that fall under similar demographics.

Based on the current budget, we recommend the following cost effective ways to reach the masses, as well as position the DDA to be able to actively promote future marketing initiatives. Quality content combined with frequency and continuity is the key to successfully implementing the “Buy Local – Think Downtown Daytona” campaign.

Budget

Internet Marketing

Landing Page – Web Design	\$ 800
27,000 Email Database*	\$ 2,000
Six email Newsletters (Oct-Dec)	\$ 750

Electronic Media

Brighthouse Cable	\$ 3,000
Black Crow/WROD	\$ 4,240

Printed Materials

Posters	\$ 125
2,000 Downtown Daytona Cards/Registrations	\$ 600

Miscellaneous

Radio & Cable Production	\$ 600
Agency Fee	\$ 2,250
Personnel for booth & events	\$ 1,000
Postage estimate	\$ 210
Stocking/Supplies	<u>\$ 50</u>

TOTAL \$15,625

*Database licensing for 1 year.

Preliminary media schedule attached.

Merchants who have committed to project to date:

Angell & Phelps Chocolate Factory
Beach Street Impressions
Don't Tread On Me Shoppe
Tia Coris Tacos
Three Brothers Boards
Rhokkoh's Frozen Yogurt
Ivy Lane
Tom Cook Jewelers
Sweet Marlay's Coffee
Michael's Photography & Video
Jack White Land Company
Wig Villa
Zahn's Flowers
Bill Green Jewelers
Mediterranean Experience
Gary T's Sports & Collectibles
Bennett's Framing Gallery
Cinamatique
Wm. Ritzi & Co. Jewelers
Angell & Phelps Café

Will pass out cards:

Abraxas Books
British American
Evans & Son Jewelers



BUY LOCAL – THINK DOWNTOWN DAYTONA!

*Downtown
Daytona Card*

**BUY LOCAL
THINK
DOWNTOWN
DAYTONA**

*Dining • Shopping • Paddle Board • French Market
Farmers Market • Spa • Dancing • Night Life • Festivals*

www.DowntownDaytonaCard.com

Dining

Shopping

*... Experience Downtown
Daytona Beach ...*

*Downtown
Daytona Beach*

2011 0131 0000 0001

**BUY LOCAL
THINK
DOWNTOWN
DAYTONA**

*Enter to Win a 5'
Christmas Stocking*

Paddle Board

Spa

Dancing

Night Life

Bar

To validate your Downtown Daytona Card and be entered into the drawing for the 5' Christmas Stocking, YOU MUST COMPLETELY FILL IN THE FOLLOWING:

First Name

Last Name

Street Address

City State Zip

Email

Birth Month & Day 2011 0131 0000 0001

Drawing for 5' Christmas Stocking to be held Thursday, December 15. Winner will be notified by email and does not need to be present to win.

Participating Merchants

www.DowntownDaytonaCard.com

October 2011

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
					1 FARMERS MARKET	2
3	4	5	6	7	8 FARMERS MARKET	9
10 Columbus Day HOLIDAY	11	12	13 BIKETOBERFEST	14 BIKETOBERFEST	15 BIKETOBERFEST FARMERS MARKET	16 BIKETOBERFEST
	RADIO FLIGHT					
17	18	19	20	21	22 FARMERS MARKET	23
	RADIO FLIGHT					
24	25	26 EMAIL NEWSLETTER 27,000 NAMES	27	28	29 FRENCH MARKET FARMERS MARKET	30
	RADIO FLIGHT					
31						

November 2011

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	1	2 EMAIL NEWSLETTER 27,000 NAMES	3	4	5 ART FESTIVAL FARMERS MARKET	6 ART FESTIVAL
CABLE FLIGHT – DDA Art Festival						
7	8	9 EMAIL NEWSLETTER 27,000 NAMES	10	11 Veteran's Day HOLIDAY	12 FARMERS MARKET	13
RADIO FLIGHT						
14	15	16	17	18	19 FRENCH MARKET FARMERS MARKET	20
RADIO FLIGHT						
21	22	23 EMAIL NEWSLETTER 27,000 NAMES	24 Thanksgiving HOLIDAY	25	26 FARMERS MARKET	27
28	29	30				
RADIO FLIGHT						

December 2011

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			1	2	3 FRENCH MARKET FARMERS MARKET	4
			RADIO FLIGHT			
			CABLE FLIGHT			
5	6	7 EMAIL NEWSLETTER 27,000 NAMES	8	9	10	11
			RADIO FLIGHT			
			CABLE FLIGHT			
12	13	14	15 DRAWING FOR 5' STOCKING	16	17	18
19	20	21 EMAIL NEWSLETTER 27,000 NAMES	22	23	24	25 Christmas
26 HOLIDAY	27	28	29	30	31	



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

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

MEMORANDUM

DATE: September 27, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: RFP to Manage Downtown Marketing & Promotions

At the last meeting the Authority directed staff to prepare an RFP for marketing and promotion of Downtown in the future. The proposed RFP is attached.

The following is an outline of a proposed RFP to select an individual or firm with experience to manage the marketing of Downtown.

Proposed Function or Duties of Marketing Individual or Firm

Goal of creating a coordinated image and associated campaign for Downtown Daytona Beach to entice residents, daytime visitors and tourists to visit Downtown Businesses. The development and implementation of the Marketing and Promotion Plan will:

1. Update the Downtown Marketing Plan
2. Ensure the marketing plan and media placement strategy reflects the identified target markets in the Gibbs Retail Market Study
3. Coordinate the implementation of the brand for the downtown
4. Develop and implement a media placement strategy and calendar; selected media may include websites, magazines, newspapers, television, and radio, etc.
5. Develop and maintain a website for Downtown and implement a strategy for presence on social media.
6. Determine appropriate message and design ads for selected media.

7. Implement an annual marketing and event promotion program with a budget approved by the DDA, including management fees.
8. Develop a comprehensive promotional plan for Downtown events
9. Develop a public relations campaign
10. Develop an implementation strategy including a project budget and schedules for DDA approval
11. Communicate with Downtown merchants about the marketing strategy
12. Work with the Downtown merchants to improve their own business marketing strategies through merchant seminars

Information to be Submitted for Review

1. *Firm History*: Name, address, and brief history of the firm.
2. *Personnel and related experience*: Include resumes of key personnel indicating relevant qualifications and experience; information on projects where the firm rendered similar professional services.
3. *Proposed Work Plan*. Provide the technical approach recommended accomplishing the required work. Include tasks, methodologies, and a description of the client/stakeholders involvement in the process.
4. *References*. Provide a list of three applicable references.
5. *Fees*. Provide fee quotation for the services outlined in the work plan. Price may not be a determining factor in the award.

Evaluation Criteria

All proposals could be reviewed directly by the DDA or the submittals could be narrowed to three firms or individuals and presentations by the final three made to the DDA. The DDA would make the final selection. Each proposal will be reviewed and evaluated based on the following:

1. Thoroughness and clarity of proposal
2. Past experience of firm with similar work with marketing a Main Street area.
3. Past experience of personnel proposed for this project
4. Past performance of marketing functions with accuracy, timeliness, and a quality product.
5. Proposed budget and timeline
6. Understanding of the issues impacting Downtown

Proposed Schedule

1. August 26, 2011 RFP Discussed by DDA
2. September 21, 2011 RFP Approved by DDA

3. September 23, 2011 RFP Issued
4. October 7, 2011 Proposals Due
5. October 10-14, Selection of Proposals for Interview
6. October 25, 2011 Interviews and approval by DDA
7. November 1, 2011 Project Begins

REQUEST FOR PROPOSALS

INVITATION

NOTICE IS HEREBY GIVEN that sealed proposals will be received in the office of the Purchasing Agent, Daytona Beach City Hall, Room 146, 301 South Ridgewood Avenue, Daytona Beach, Florida 32114, until >open at >2:00 PM, at which time they will be publicly opened for the following:

DOWNTOWN MARKETING AND PROMOTIONS FOR THE DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY

SPECIFICATIONS MAY BE OBTAINED at the office of the Purchasing Agent City Hall, 301 South Ridgewood Avenue, Room 146, Daytona Beach, FL 32114, or by emailing a request to purchasing@codb.us.

A >NON->MANDATORY PRE-PROPOSAL CONFERENCE will be held at the >Preproposal location, address, Daytona Beach, Florida 32114, on >PrePropDate at >PrePropTime. Interested Proposers are >urged >required to attend.

DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY RESERVES THE RIGHT to reject any or all proposals or parts thereof, or to accept the proposal(s) or parts thereof, when considered by it to be in the best interest of Daytona Beach Downtown Development Authority. Any proposal received after the time and date specified will not be considered. No proposer may withdraw their proposal for a period of sixty (60) days after the date of the opening of proposals. This time period is reserved for the purpose of reviewing proposals and investigating the qualifications of the proposers.

PROPOSALS SHALL BE ADDRESSED to the Daytona Beach Downtown Development Authority of Daytona Beach, c/o City of Daytona Beach Purchasing Agent, 301 South Ridgewood Avenue, Room 146, Daytona Beach, Florida, 32114, and all proposals shall have the following plainly marked on the outside of the envelope:

PROPOSAL FOR: **Downtown Marketing and Promotions for the Daytona
Beach Downtown Development Authority**

PROPOSAL NO: >#
**DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY
BY: JOANNE FLICK, CPPO, CPPB,
CITY OF DAYTONA BEACH PURCHASING AGENT
ISSUED: >issue**

**DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY
REQUEST FOR PROPOSALS
No. >#**

GENERAL CONDITIONS

THIS IS NOT A BID. This is a Request for Proposals. The Request for Proposal specifies the product(s) or services needed, and lists the criteria upon which the Proposal responses will be evaluated. When received, Proposals will be reviewed and ranked in order, beginning with the one deemed most advantageous to Downtown Development Authority. Negotiations will commence with up to three of the Proposers. Upon completion of satisfactory negotiations, the Proposal negotiated as the best will be recommended to Downtown Development Authority. A copy of Chapter 30 may be obtained upon request.

GENERAL CONDITIONS

1. **INSTRUCTIONS TO PROPOSERS:** To insure consideration of your Proposal, please follow these instructions. One original and >five (>5) copies of all Proposal sheets must be executed and returned, unless otherwise directed. **Provide one pdf copy of the Proposal in its entirety on cd.** All Proposals not in compliance with the conditions specified herein are subject to rejection.
2. **PROPOSAL ENVELOPE:** All Proposals must be returned in a sealed box or envelope addressed to Downtown Development Authority in care of the City of Daytona Beach and should contain on its face the following information:
 - a. Name and address of Proposer
 - b. Proposal Number
 - c. Date and time of Proposal opening

PLEASE NOTE: The address of the Purchasing Division is:

Daytona Beach City Hall
301 South Ridgewood Avenue
Room 146
Daytona Beach, FL 32114

3. **EXECUTION OF PROPOSAL:** The Proposal must contain a manual signature of an individual or of an authorized representative of the firm making the Proposal, in the space provided on the Proposal Form, if provided as a part of the Proposal package, or on Proposer's own form, if a specific Proposal form is not provided. The Proposer's name shall be inserted on all other sheets requiring the Proposal's name. In order to insure uniformity, Proposals must be submitted on the Proposal Form, if provided, and on the attached pages.
4. **PROPOSAL OPENING - LATE PROPOSALS:** Proposals will be opened publicly, the name of the Proposers read aloud and recorded, on the date and time indicated, at the location specified in this Request for Proposals. It is the Proposers' responsibility to make certain that his/her Proposal is in the hands of

the Purchasing Agent prior to the opening time at the specified location. Any Proposal received thereafter will be rejected and returned to the Proposer.

5. **WITHDRAWAL OF PROPOSALS:** Proposals may be amended or withdrawn only by written notice prior to the Proposal opening. Proposal amendments must be submitted in a sealed envelope. Amendments or withdrawals received after the Proposal opening will not be effective, and the original Proposal submitted will be considered.
6. **CONSIDERATION OF PROPOSALS:** Telephonic, electronic, or faxed Proposals will not be considered. The Proposer agrees that his/her Proposal will not be withdrawn within sixty (60) calendar days following opening of the Proposals, and that during such time his Proposal will remain firm and irrevocable. Downtown Development Authority reserves the right to reject any or all Proposals, and to waive any technical defects in Proposals.
7. **COOPERATIVE PURCHASING:** All proposers awarded contracts from this RFP are required to permit governmental entities in Volusia County to participate in the contract under the same prices, terms, and conditions except that allowances may be made for differences in delivery costs. At the option of the awarded proposer, the use of the contract resulting from this solicitation may be extended to other governmental agencies, cities, counties, and political subdivisions.
8. **RESERVED:**
9. **AWARD:** The award will be made by the Downtown Development Authority to the firm most qualified and offering the best value to the Downtown Development Authority, which will be determined by evaluation of Proposals using the evaluation criteria contained in the RFP, and in accordance with applicable rules and regulations governing the purchase and contract adopted and established by Downtown Development Authority, and the State of Florida.
10. **NON-COLLUSION:** By submitting a Proposal in response to the request and signing the Anti-Collusion Statement form enclosed, the Proposer represents that, should the Proposal be accepted, the resulting contract(s) would not violate any provisions of federal law or regulations. The Proposer warrants as an integral and essential part of his/her Proposal: (a) that he/she has not participated in nor is he/she obligated or bound by any agreement, arrangement or other understanding with any person, firm or corporation with respect to the allocation of the business afforded by or resulting from the acceptance of his/her Proposal; (b) that his/her Proposal is or is intended to be competitive and free from any collusion with any person, firm or corporation; and (c) that he/she is not a party to nor has participated in nor is he/she obligated or otherwise bound by any agreement, arrangement or other understanding with any person, firm or corporation relating to the exchange of information concerning Proposals, prices, terms or conditions upon which the contract(s) resulting from this acceptance is to be performed.
11. **PERMITS, ETC.:** All Proposals submitted shall include in the price the cost of any business or professional licenses, permits or fees required by the City and

any agency having jurisdiction over the services solicited through this Request for Proposal.

12. **PATENT INFRINGEMENT, ETC:** By submission of a Proposal the Proposer certifies that the services to be furnished will not infringe any valid patent, copyright, or trademark and the successful Proposer shall, at his/her own expense, defend any and all actions or suits charging such infringement and hold Downtown Development Authority harmless in case of any such infringements.
13. **TAXES:** All Proposals shall be exclusive of federal taxes. However, if the Proposer believes that certain other taxes are properly payable by Downtown Development Authority, he/she may list such taxes separately in each case directly below the respective item price. Tax exemption certificates will be furnished upon request.
14. **NO PROPOSAL:** If unable to submit a Proposal, please sign and return the form by return mail indicating the reason for not submitting a Proposal.
15. **PERFORMANCE:** During the performance of the contract, the Proposer agrees as follows:
 - a. The Proposer will not discriminate against any employee or applicant for employment because of race, religion, color, sex or national origin.
 - b. Notices, advertisements and solicitations placed in accordance with federal law, rule or regulation shall be deemed sufficient for the purpose of meeting the requirement of this section.
16. **FLORIDA PUBLIC RECORDS LAW:** Sealed bids or proposals received by Downtown Development Authority, pursuant to Invitations To Bid or Requests For Proposals/Qualifications are exempt from the provisions of Florida's Public Records Law until such time Downtown Development Authority provides notice of a decision or intended decision or within 10 days after bid or proposal opening, whichever is earlier. If you believe that your bid/Proposal or any portion thereof, is exempt from disclosure under the public records law, state the grounds for your position in CAPITAL LETTERS on the cover sheet accompanying your sealed bid/Proposal and a determination will be made as to whether or not it is exempt prior to opening. If a determination is made that it is not exempt from disclosure, the sealed Proposal will be returned to you upon request.
17. **EVALUATION CRITERIA:** The following weighted evaluation criteria will be used to evaluate Proposals and develop a recommendation for award for subsequent City Manager approval. Each criterion will be scored between 1 and 5; 1=poor, 2=below average, 3=average, 4=above average, 5=excellent. Scores will be multiplied by the criterion weight for a weighted score; weighted scores will be totaled for the weighted total score.

Weighted Evaluation Criteria

1. Thoroughness and clarity of proposal Weight = 25

- 2. Past experience of firm with similar work with marketing a Main Street area. Weight = 15
- 3. Past experience of personnel proposed for this project Weight = 15
- 4. Past performance of marketing functions with accuracy, timeliness, and a quality product. Weight = 20
- 5. Proposed budget and timeline Weight = 10
- 6. Understanding of the issues impacting Downtown Weight = 15

TOTAL 100 Points

- 18. **REJECTION OF PROPOSALS:** Downtown Development Authority reserves the right to reject any or all Proposals in whole or in part and to award by items, parts of items, or by any aggregate group of items specified. Downtown Development Authority also reserves the right to waive technical defect when in its judgment the best interests of Downtown Development Authority thereby will be served.
- 19. **QUALIFYING PROPOSERS:** Prior to awarding of Proposal, Downtown Development Authority may require submission by Proposer of complete financial statement and questionnaire describing Proposer's financial ability and experience in performance of similar work.
- 20. **RULES AND REGULATIONS:** All work performed under this agreement shall be in strict compliance with local, State and Federal laws, rules and regulations. Proposer shall assume all liability for fines and penalties assessed by the authorities for any infractions.
- 21. **RESERVED:**
- 22. **NO COSTS:** Downtown Development Authority bears no responsibility for any costs incurred in the preparation of the Proposal.
- 23. **DRUG FREE WORKPLACE:** The selected firm must provide the Drug Free Workplace Form in accordance with Florida Statute 287.087, prior to Contract award.
- 24. **RESERVED**
- 24. **SELECTION PROCESS:**

For the purpose of selecting the most qualified firm, Downtown Development Authority will use a competitive selection process as set forth in State procurement requirements. The procedure will involve the following steps:

- a. Downtown Development Authority will advertise and mail formal Requests For Proposals to interested Proposers.
- b. Downtown Development Authority's will review, rank, and shortlist all Proposals received by the established deadline for submission. Oral presentations by the short-listed Proposers to clarify their Proposals may be required. These

presentations will serve to explain implementation techniques integral to their written Proposal. Subsequent to the receipt of Proposals, Downtown Development Authority may schedule a time for each requested oral presentation at a place convenient to Downtown Development Authority.

- c. Downtown Development Authority will then rank each Proposal. The Downtown Development Authority's Project Manager shall negotiate a contract with the selected firm. Should the Project Manager be unable to negotiate a satisfactory contract with the firm considered to be most qualified, the Downtown Development Authority shall terminate such negotiations with that firm and begin negotiations with the next most qualified firm and so on until negotiations are successful.
- d. **The Downtown Development Authority has the sole authority to bind the Downtown Development Authority to the terms and conditions of a contract that has been approved in a public meeting of the Downtown Development Authority, executed by the Chairman, and approved by the City Attorney. The Downtown Development Authority reserves the right to modify or reject any contract for the acquisition of goods and/or services submitted to it for consideration.**

ANTI-COLLUSION STATEMENT

By signing this form, the Proposer agrees that this Proposal is made without any other understanding, agreement, or connection with any person, corporation, or firm submitting a Proposal for the same purpose and that the Proposal is in all respects fair and without collusion or fraud.

Sign in ink in the space provided below. Unsigned Proposals will be considered incomplete, and will be disqualified and rejected.

IT IS AGREED BY THE UNDERSIGNED PROPSEER THAT THE SIGNING AND DELIVERY OF THE PROPSAL REPRESENTS THE PROPOSER'S ACCEPTANCE OF THE TERMS AND CONDITIONS OF THE FORGOING TERMS AND CONDITIONS AND SCOPE OF SERVICES, AND IF AWARDED, THIS CONTRACT WILL REPRESENT THE AGREEMENT BETWEEN THE PARTIES.

NAME OF FIRM: _____

SIGNATURE: _____
(MUST BE SIGNED BY A COMPANY OFFICER OR AUTHORIZED AGENT)

NAME TYPED: _____ TITLE: _____

ADDRESS: _____

CITY AND STATE: _____

TELEPHONE: _____ EMAIL: _____

DRUG FREE WORKPLACE FORM

The undersigned contractor in accordance with the Florida Statue 287.087 hereby certifies that _____ does:

1. Publish a statement notifying that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violation of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, any Available drug counseling, rehabilitation, employee assistance programs and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in Paragraph 1.
4. In the statement specified in Paragraph 1, notify the employees that, as a condition of working on the commodities or contractual services that the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to any violation of Chapter 1893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is convicted.
6. Make a good faith effort to continue to maintain a drug free workplace through implementation of Paragraph 1, through Paragraph 5.

As the person authorized to sign this statement, I certify that this firm fully complies with the above requirements.

Date: _____

Signature & Title

Proposed Function or Duties of Marketing Individual or Firm

Goal of creating a coordinated image and associated campaign for Downtown Daytona Beach to entice residents, daytime visitors and tourists to visit Downtown Businesses. The development and implementation of the Marketing and Promotion Plan will:

1. Update the Downtown Marketing Plan
2. Ensure the marketing plan and media placement strategy reflects the identified target markets in the Gibbs Retail Market Study
3. Coordinate the implementation of the brand for the downtown
4. Develop and implement a media placement strategy and calendar; selected media may include websites, magazines, newspapers, television, and radio, etc.
5. Develop and maintain a website for Downtown and implement a strategy for presence on social media.
6. Determine appropriate message and design ads for selected media.
7. Implement an annual marketing and event promotion program with a budget approved by the DDA, including management fees.
8. Develop a comprehensive promotional plan for Downtown events
9. Develop a public relations campaign
10. Develop an implementation strategy including a project budget and schedules for DDA approval
11. Communicate with Downtown merchants about the marketing strategy
12. Work with the Downtown merchants to improve their own business marketing strategies through merchant seminars.

Information to be Submitted for Review

1. *Firm History*: Name, address, and brief history of the firm.
2. *Personnel and related experience*: Include resumes of key personnel indicating relevant qualifications and experience; information on projects where the firm rendered similar professional services.
3. *Proposed Work Plan*. Provide the technical approach recommended accomplishing the required work. Include tasks, methodologies, and a description of the client/stakeholders involvement in the process.
4. *References*. Provide a list of three applicable references.
5. *Fees*. Provide fee quotation for the services outlined in the work plan. Price may not be a determining factor in the award.

Evaluation Criteria

All proposals could be reviewed directly by the DDA or the submittals could be narrowed to three firms or individuals and presentations by the final three made

to the DDA. The DDA would make the final selection. Each proposal will be reviewed and evaluated based on the following:

7. Thoroughness and clarity of proposal Weight = 25
8. Past experience of firm with similar work with marketing a Main Street area. Weight = 15
9. Past experience of personnel proposed for this project Weight = 15
10. Past performance of marketing functions with accuracy, timeliness, and a quality product. Weight = 20
11. Proposed budget and timeline Weight = 10
12. Understanding of the issues impacting Downtown Weight = 15

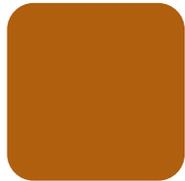
Proposed Schedule

1. August 26, 2011 RFP Discussed by DDA
2. September 21, 2011 RFP Approved by DDA
3. September 23, 2011 RFP Issued
4. October 7, 2011 Proposals Due
5. October 10-14, Selection of Proposals for Interview
6. October 25, 2011 Interviews and approval by DDA
7. November 1, 2011 Project Begins

COLORS:



Pantone 122C
C 0 M 17 Y 80 K 0
R 255 G 210 B 70
HEX - FFD24F



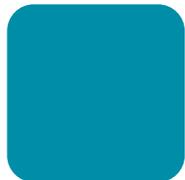
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R 79 G 111 B 25
HEX - 4F6F19



Pantone 309C
C 100 M 0 Y 9 K 72
R 0 G 74 B 97
HEX - 004A61



Pantone 3145C
C 100 M 0 Y 19 K 23
R 0 G 141 B 168
HEX - 008DA81

FONTS:

ITC AVANTE GARDE GOTHIC BOOK

HELVETICA NEUE REGULAR



DAYTONA



DOWNTOWN
DAYTONA BEACH



DOWNTOWN
DAYTONA BEACH



COLORS:



Pantone 102C
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HEX - FFF203



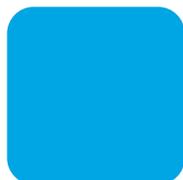
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HEX - FAA634



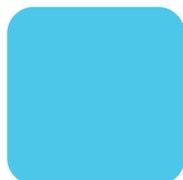
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Pantone 362C
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R 73 G 169 B 66
HEX - 49A942



Pantone 2995C
C 90 M 11 Y 0 K 0
R 0 G 164 B 228
HEX - 00A4E4



Pantone 2985C
C 59 M 0 Y 6 K 0
R 80 G 200 B 232
HEX - 50C8E8

FONTS:

ITC AVANTE GARDE GOTHIC BOOK

HELVETICA NEUE REGULAR

