



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

Robert Abraham  
*Chairman*  
Kelly White  
*Commissioner*  
Sheryl A. Cook  
Joseph H. Hopkins  
Stacey Lipton

## AGENDA

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

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

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1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes: September 27, 2011**
4. **Funding Approval: Resort Maps**
5. **Termination of Grant Agreement with the DBPA & Final Payment**
6. **Staff Update**
7. **Public Comments**
8. **Other Business**
9. **Adjournment**



# The CITY OF DAYTONA BEACH

— "THE WORLD'S MOST FAMOUS BEACH" —

Development and Administrative Services  
Redevelopment Division

## MEMORANDUM

TO: Downtown Development Authority

FROM: Jeanne Tolley, Redevelopment Technician

DATE: October 18, 2011

RE: September 27, 2011 Minutes

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The minutes from the September 27, 2011 are not complete at this time. They will be done and mailed with the agenda packet for the November meeting.

I apologize for any inconvenience.

JMT 



# AGENDA ITEM: 4

## THE CITY OF DAYTONA BEACH

### REDEVELOPMENT DIVISION

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

## MEMORANDUM

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DATE: October 17, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

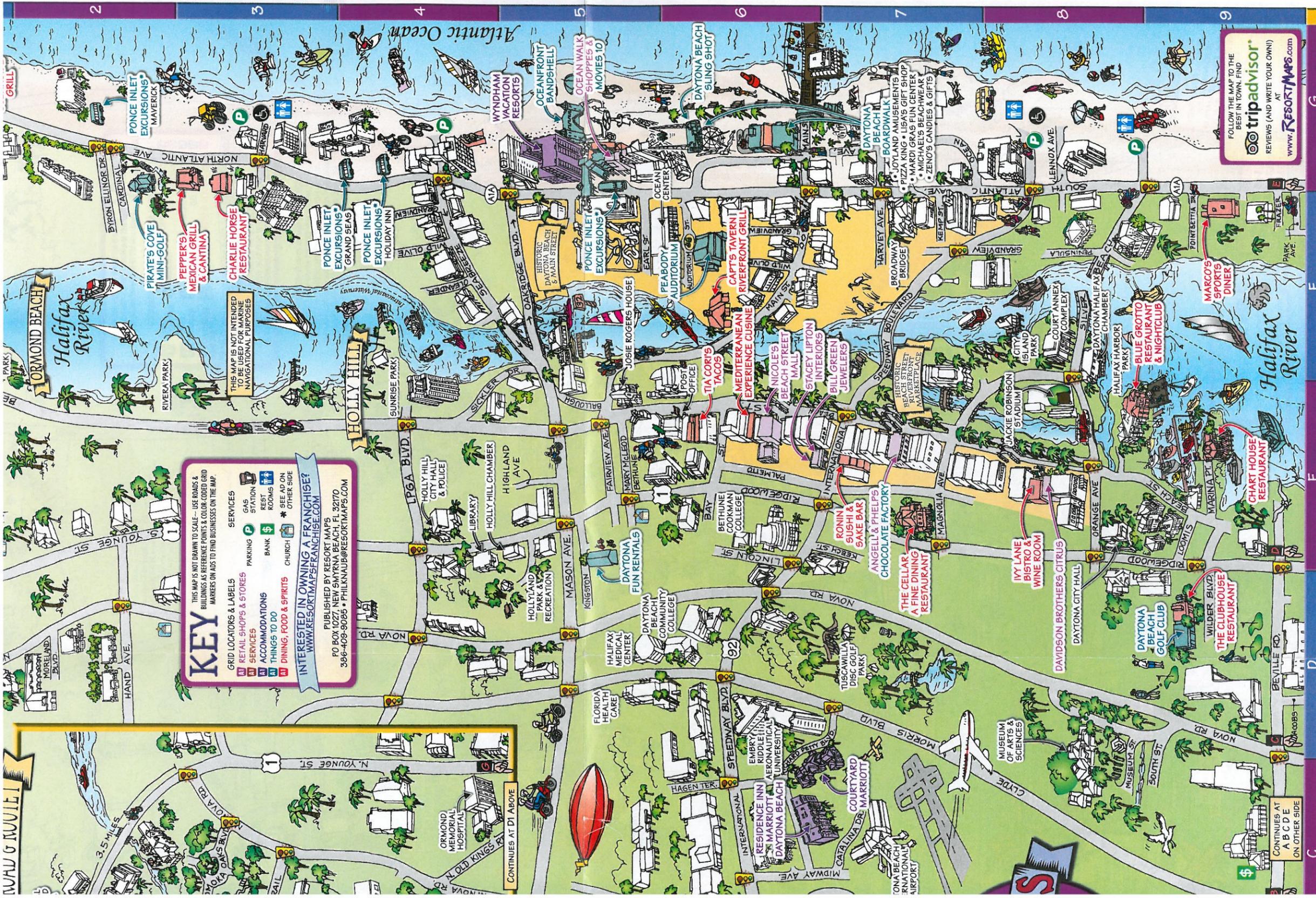
SUBJECT: Resort Map Funding Proposal

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Phillip Knaub, Resort Maps, has submitted a proposal for the DDA to fund an advertisement on the 2012 Edition of the Daytona Area Resort Map. The Community Redevelopment Agency has funded this advertisement in the past. This is an additional opportunity for the DDA to continue promoting Downtown to tourists. Advertising to tourists is one of the DDA's goals for marketing and promoting Downtown. The proposal is for \$625.

The DDA has \$42,750 budgeted in the Downtown Marketing line item for Fiscal Year 2011/12. The DDA has already committed \$7,500 (approved 7/26/11) to See Magazine for the In-Concierge Book and \$4,735 (approved 9/26/11) to Bullseye Marketing, LLC for developing a Downtown email list. The DDA has \$30,515 available in the Downtown Marketing line item for FY 2011/12.

A sample section of the map with the Downtown merchants is attached.



**KEY**

THIS MAP IS NOT DRAWN TO SCALE - USE ROADS & BUILDINGS AS REFERENCE POINTS & COLOR-CODED GRID MARKERS ON ADS TO FIND BUSINESSES ON THE MAP.

**SERVICES**

- GRID LOCATORS & LABELS
- RETAIL SHOPS & STORES
- RESTAURANTS
- ACCOMMODATIONS
- THINGS TO DO
- DINING, FOOD & SPIRITS

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# THE CITY OF DAYTONA BEACH

## REDEVELOPMENT DIVISION

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

### MEMORANDUM

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DATE: October 19, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Termination of DBPA Grant Agreement and Final Payment

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The DBPA has submitted documentation for expenses for the Fourth Quarter. The required Quarterly Progress Report was not submitted. Attached is the 2010/11 Work Plan for your review to determine if the DBPA has met the work plan objectives for the year. In addition, a worksheet prepared by staff with the status of eligible grant expenses for the year is attached. A final payment of \$4,929.39 is proposed.

The DBPA presented documentation of \$25,659.46 in expenses. The expenses include salary expenses above the budgeted amounts in the Annual Work Plan. The DDA agreed to a Salary budget of \$42,500. The DBPA submitted an additional \$14,836.60 in salary expenses. The DBPA also submitted insurance expenses of \$4,361.22. The DBPA did not provide sufficient documentation to determine if the expenses are related to Downtown events or the Farmer's Market and if the expenses are for the 2010/11 fiscal year. Based on the review, the DBPA submitted eligible expenses of \$6,269.48 for the Fourth Quarter.

Combined with the excess eligible expenses of \$645.86 for the Third Quarter and the deduction of \$1,985.95 for expenses determined to be ineligible from the 2009/10 Fiscal Year Grant Audit, results in the proposed payment of \$4,929.39.

## MAIN STREET ADMINISTRATION GRANT

Recipient: Daytona Beach Partnership Association

### 2010/11 Work Plan & Budget

**Purpose:** The DDA, using CRA eligible funds, provides \$95,000 to promote Downtown dining and shopping and to administer the Main Street Program in the core Beach Street shopping district.

#### 2010/11 Funding:

Eligible Expense	Budget	Notes
Administration (Salaries & Benefits)	\$ 42,500	Marketing Support, Event Support, Main Street Admin
Main Street Program Office	\$ 5,500	
Main Street Conference	\$ 500	
Town Hall Meetings	\$ 500	
DDA Grant Audit	\$ 2,000	
General Marketing	\$ 5,000	Direct Marketing materials
DDA Events	\$ 39,000	Permits, Marketing & Promotion for Events
<b>Total</b>	<b>\$ 95,000</b>	

#### General Duties:

1. Main Street Program Administration (core Beach Street Shopping Area)
  - a) Represent the interests of all merchants.
  - b) Provide assistance to all merchants.
  - c) Provide consistent outreach and communication to all merchants.
  - d) Encourage merchant participation in promotion programs.
  - e) Maintain an office to provide convenient access for merchants for assistance and to promote downtown.
  - f) Provide staff assistance to a design committee that focuses on issues related to the core Beach Street shopping area, including streetscape maintenance and improvements, storefront façade appearance, merchant signage, and merchant window displays.
  - g) Provide staff assistance to an economic restructuring committee that focuses on issues related to the core Beach Street shopping area, including available retail space, developing area economic strategies, and suggesting incentive programs.
2. Beach Street Shopping & Dining Promotion:
  - a) Maintain a website that promotes downtown shopping and dining and includes a list of all merchants in the core Beach Street Shopping area.
  - b) Maintain an advertising and marketing program that promotes downtown shopping and dining to regional residents, including print advertising and direct mail.
  - c) Provide staff assistance to a promotion committee of local merchants that focuses on issues related to promoting the core Beach Street shopping area, including developing promotion programs, advertising, and special events.

## **2010/11 Objectives**

The following objectives must be achieved by the DBPA through the organization committees or organization staff during the 2010/11 fiscal year:

1. Maintain the DBPA web site to encourage regional residents to shop and dine in the Beach Street Shopping District through additional editorial content and links to merchant websites. Update the website at least monthly with new Downtown merchants and information on upcoming Downtown events.
2. Publish four editions of the Downtown Magazine with content encouraging regional residents to shop and dine in the Beach Street Shopping District and target the mailing of the magazines to zip codes with concentration of targeted demographics.
3. Ensure each merchant has a sufficient supply of merchant guide brochure and modify content at least two times during the year to accurately reflect changes to merchant listings including adding new merchants for each printing.
4. Ensure each restaurant merchant has a sufficient supply of table-toppers and modify content at least two times during the year to accurately reflect changes to merchant listings.
5. Support the Public Relation campaign to provide positive editorials for the merchants and Beach Street. Write at least two editorials each month.
6. Organize and advertize to targeted demographic the following events for promoting shopping and dining in Downtown:
  - a) Downtown Holidays in December 2010
  - b) Valentine Chocolate & Wine in February 2011
  - c) Art of the Automobile in May 2011
  - d) Summer Sports Festival in July 2011
  - e) Rock & Rhythm Festival in September 2011
7. Host 12 monthly Town Hall meetings to provide a venue for communication between the Beach Street merchants and the City about Beach Street issues.
8. Update the merchants and Redevelopment Project Manager weekly regarding the any Beach Street issues or announcements through email updates or handouts.
9. Organize and publicize monthly meetings of the Design, Economic Restructuring, and Promotion Committees.
10. Communicate maintenance and repair needs of the streetscape to the City's Redevelopment Project Manager.
11. Communicate personally with each retail and restaurant merchant within the targeted Beach Street shopping district at least bi-monthly regarding Downtown issues.
12. By the end of the first quarter, work with Downtown stakeholders to update the brand for Downtown.

## **Reporting**

The Daytona Beach Partnership will report quarterly on status of the objectives to the Redevelopment Director.

## DBPA GRANT EXPENDITURES

Grant Eligible Expenses (Work Plan)	Grant Budget	Grant Expenses				Total	
		1st Quarter	2nd Quarter	3rd Quarter	4th Quarter		
<b>Salaries</b>							
ED Salaries		13,205.78	11,319.24	11,319.24	982.02	36,826.28	
Payroll Taxes				865.92		865.92	
Benefits		1,900.64	888.44	2,018.72		4,807.80	
<b>Salaries Total</b>	<b>42,500</b>	<b>15,106.42</b>	<b>12,207.68</b>	<b>14,203.88</b>	<b>982.02</b>	<b>42,500.00</b>	<b>100%</b>
<b>Program Office</b>							
Office Rent			1,500.00	1,500.00	1,500.00	4,500.00	
Phone/ Internet						-	
Office Supplies				21.81		21.81	
Membership/Publications			250.00			250.00	
Office Printing & Postage						-	
Misc. Office Expense		256.38		269.99	201.82	728.19	
<b>Program Office Total</b>	<b>5,500</b>	<b>256.38</b>	<b>1,750.00</b>	<b>1,791.80</b>	<b>1,701.82</b>	<b>5,500.00</b>	<b>100%</b>
<b>Main Street Conference</b>	<b>500</b>	-	-	<b>50.00</b>	-	<b>50.00</b>	<b>10%</b>
<b>Town Hall Meetings</b>	<b>500</b>	-	-	-	<b>270.00</b>	<b>270.00</b>	<b>54%</b>
<b>Grant Audit</b>	<b>2,000</b>	-	-	-	<b>1,500.00</b>	<b>1,500.00</b>	<b>75%</b>
<b>General Marketing</b>							
Web Site		1,000.00		341.86		1,341.86	
Downtown Magazine		1,431.04				1,431.04	
Promo Flyers				438.18		438.18	
Brochures				1,101.95	69.55	1,171.50	
<b>General Marketing Total</b>	<b>5,000</b>	<b>2,431.04</b>	-	<b>1,881.99</b>	<b>69.55</b>	<b>4,382.58</b>	<b>88%</b>
<b>DDA Events</b>							
Event Insurance		1,143.58	288.57	1,345.11		2,777.26	
Event Permit				4,807.87		4,807.87	
Magazines & Newspaper Ads		1,350.00	600.00	600.00	1,334.00	3,884.00	
Radio Ads		1,500.00		1,500.00	270.00	3,270.00	
TV Commercials				2,000.00		2,000.00	
Promo Postcards		955.00	1,565.48	1,804.67		4,325.15	
Flyers & Posters		618.34	101.87	621.00	142.09	1,483.30	
Banners		1,340.18	75.00			1,415.18	
<b>DDA Events Total</b>	<b>39,000</b>	<b>6,907.10</b>	<b>2,630.92</b>	<b>12,678.65</b>	<b>1,746.09</b>	<b>23,962.76</b>	<b>61%</b>
<b>Total Eligible Expenses</b>	<b>95,000</b>	<b>24,700.94</b>	<b>16,588.60</b>	<b>30,606.32</b>	<b>6,269.48</b>	<b>78,165.34</b>	
<b>Grant Quarterly Allocation</b>		23,750.00	23,750.00	23,750.00	23,750.00	<b>95,000.00</b>	
<b>Invoices Submitted</b>		27,118.60	18,374.84	32,856.18	25,659.46	<b>104,009.08</b>	
<b>Eligible Expenses</b>		24,700.94	16,588.60	30,606.32	6,269.48	<b>78,165.34</b>	
<b>Payment to DBPA</b>		23,750.00	17,539.54	29,960.46	<b>6,915.34</b>	<b>78,165.34</b>	

**Proposed 4th Quarter Payment to DBPA**

Note: Proposed payment includes eligible expenses from the 4th quarter and additional 3rd quarter eligible expenses above the amount paid for the third quarter.



# **THE CITY OF DAYTONA BEACH**

## **REDEVELOPMENT DIVISION**

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## **MEMORANDUM**

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DATE: October 17, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Staff Update

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The following are brief updates regarding issues brought before the Downtown / Ballough Road Redevelopment Board on October 4, 2011:

- The Redevelopment Board focused on reviewing the proposed changes the City's Land Development Code and how the changes may affect Downtown.

Reminder: the responses to the Downtown Marketing RFP are due in the City's Purchasing Office on October 31. The proposals will be distributed for your review. The meeting to evaluate the proposals is set for Tuesday, November 8 at 8AM.

Bullseye Marketing has started the advertising campaign for the holidays:

- The Downtown Card website is operational.
- Radio commercials are on the air
- New footage for TV commercials will be filmed this Friday.
- Two meetings with merchants were held last week to review details of the card program and holiday promotions.