



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, November 8, 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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### **SPECIAL MEETING**

1. **Call to Order**
2. **Roll Call**
3. **2010/11 Year End Financial Statement**
4. **Discussion: Farmers Market**
5. **Evaluation of Proposals for Downtown Marketing and Promotions**
6. **Adjournment**



# 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: November 4, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Year End 2010/11 DDA Financial Report

The following is the quarterly DDA financial report with expenditures through September 30, 2011. To ensure the DDA financial reports conform to Generally Accepted Accounting Practices (GAAP), the City's Finance Department is recommending that the expenditures related to the review of the DBPA finances be taken from a Professional Service line item and the final payment for the DBPA be taken from the Main Street Program line item. To correct the over expenditure in those accounts, the following budget transfers are recommended:

- Transfer \$3,000 from the Projects line item to the Professional Services line item.
- Transfer \$6,500 from the Downtown Events line item to the Main Street Program line item.

Line Item	Appropriation	Spent to Date	Balance
Staff (Contract Services)	\$ 1,500.00 <sup>1</sup>	\$ 1,192.85	\$ 307.15
Professional Services	\$ 0.00	\$ 3,000.00	\$ <3,000.00>
Office Supplies	\$ 200.00 <sup>2</sup>	\$ 24.00	\$ 176.00
Care and Subsistence	\$ 450.00 <sup>2</sup>	\$ 373.75	\$ 76.25
Professional Memberships	\$ 600.00	\$ 570.00	\$ 30.00
Projects	\$ 9,500.00 <sup>3</sup>	\$ 5,993.98	\$ 3,506.02
Downtown Marketing	\$ 26,250.00 <sup>3,4</sup>	\$ 22,822.54	\$ 3,427.46
Downtown Events	\$ 60,000.00 <sup>4</sup>	\$ 45,698.29	\$ 14,301.71
Downtown Holidays	\$ 21,500.00 <sup>1</sup>	\$ 19,481.04	\$ 2,018.96
Main Street Program	\$ 27,500.00	\$ 33,982.33	\$ <6,482.33>
<b>TOTAL</b>	<b>\$ 147,500.00</b>	<b>\$ 133,138.78</b>	<b>\$ 14,361.22</b>

**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.
2. On September 27, 2011, the Authority approved a transfer of \$50 from Office Supplies line item to Care and Subsistence line item.
3. On September 27, 2011, the Authority approved a transfer of \$2,500 from Downtown Marketing line item to Projects line item.
4. On September 27, 2011, the Authority approved a transfer of \$5,500 from Downtown Marketing line item to Downtown Events line item.



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### MEMORANDUM

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DATE: November 4, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Farmer's Market RFP

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At the November 2, 2011 meeting, the City Commission authorized the issuance of a RFP for the operations of the Downtown Farmer's Market. Attached is a copy of the information provided to the City Commission. In addition, Cheryl Kelley, former manager of the Farmer's Market, has submitted a letter to the Downtown Development Authority offering to partner with the DDA on a proposal to operate the Farmer's Market for the City. The November 8, 2011 meeting will be an opportunity to discuss the next steps.

# THE DOWNTOWN DAYTONA BEACH MARKET ON THE RIVER



## FARMERS MARKET MANAGEMENT REQUEST FOR PROPOSALS (RFP)

SUBMITTAL DEADLINE – NOVEMBER 18, 2011

# **REQUEST FOR PROPOSALS FOR OPERATION AND MANAGEMENT OF THE RIVERFRONT FARMERS MARKET**

## **INTRODUCTION**

The City of Daytona Beach is seeking proposals from qualified organizations for the operation, management, and marketing of a first-class year-round Farmers Market on City Island, Daytona Beach, Florida. The successful bidder will be subject to the issuance of a license agreement with conditions.

This Request for Proposal (RFP) describes the project, the required scope of services, selection process, and the minimum information that must be included in the proposal.

## **BACKGROUND**

Daytona Beach is an international brand, from its wide beaches and historic pier to the Daytona Speedway and Embry Riddle Aeronautical University. The “World’s Most Famous Beach” is a major tourist destination strategically located at the interchange of Interstate 4 and Interstate 95 that provides direct access to Orlando, Disneyworld, the Kennedy Space Center, and St. Augustine, all within an hour’s drive. As the center of commerce for East Central Florida, Daytona Beach is within easy commuting distance to more than 500,000 people.

Daytona Beach boasts a rich cultural heritage. Several National Historic Districts have been designated. The surrounding forests, agricultural land, and natural springs in the St. John’s watershed provide a setting of unparalleled natural beauty that is the foundation of a growing ecotourism industry. The Historic Downtown Daytona Beach faces the mile-long Riverfront Park along the Halifax River, part of the intercoastal waterway, and a source of fresh fish and shellfish. City Island is a part of this public land and includes the Volusia County Public Library and the historic Jackie Robinson Ballpark, now home to the Daytona Cubs, a part of the Chicago Cubs organization. Adjacent to the baseball stadium are City parking lots that have hosted the Saturday morning Farmer’s Market for decades.

The Market is currently operated by the Daytona Beach Partnership Association, a not-for-profit organization that leases the parking lots from the City. The City and the community at large have a stake in the Market continuing as a signature event for the Daytona Beach area. The Market is not only a hub for residents who wish to purchase fresh, locally grown produce, but is also a social gathering place for all ages, a popular picnic destination, and culturally important to the City. As such, the goal of this RFP and selection process is to continue and enhance Farmers Market at City Island and to integrate the community’s values into the process of Market management and operations.

## **PROJECT OBJECTIVES**

The primary purpose of the Farmers Market will be to offer an opportunity to purchase fresh, locally grown produce and other artisan goods, provide farmers an opportunity to sell their products locally, to benefit local businesses, provide an opportunity for local musicians to perform, and provide a festive community event which highlights the area's character and to create a social gathering place on City Island. The City of Daytona Beach is requesting proposals from qualified organizations for the creation, operation, overall management and marketing of the Farmers Market. The operation of the Market is year-round.

The following values must be reflected in any proposal and implemented in the Market: transparency in operations including financial records and disclosure; openness and fairness in the selection process for vendors; reinvestment of all revenues from Market back into the Market; accountability of Market management to the City, vendors, and customers; providing excellent customer services, products, and experiences; creating and improving a destination for public use and enjoyment; emphasis on locally grown produce and locally produced goods; and providing sustainable environmental and green practices throughout.

The successful proposal shall comply with all applicable state and local codes, regulations, and meet the insurance requirements of the City. The proposer should also seek to provide a consumer mix that reaches all aspects of the local marketplace, and appeals to adults, teenagers and children. Proposers shall include a detailed description and process for how local vendors will be supported and a strategic plan for growth.

## **PROPOSAL REQUIREMENTS**

### **General**

The proposal must be comprehensive, concise, well organized, and demonstrate the proposer's qualifications and experience applicable to the project. The proposal shall be limited to 20 pages, double-sided (8-1/2 x 11 inches), exclusive of bios, graphics, forms, photographs, cover letter, etc.

The proposal must include a discussion of the proposer's approach to the project, a breakdown and explanation of project tasks, a proposed project schedule, an estimate of revenues and expenditures, documentation of the proposer's qualifications for the scope of work, and any other relevant materials.

### **Contents**

Proposals submitted in response to this RFP shall include:

#### **Executive Summary:**

- Include a (1) page summary of the entire proposal describing the most important elements of the proposal.

#### **Identification of the Lead Entity, including:**

- Legal name and address of company or non-profit proposing to conduct the Market.
- Legal form of company or non-profit (e.g. partnership, corporation, non-profit status, etc.). If joint venture, identify the members of the joint venture and provide all information required within this section for each member.
- Disclosure of "parent company" if proposer is a wholly-owned subsidiary (or subject to other partnerships).

- Physical address(es) of office(s) working on this project.
- Name, title, address, email, and telephone number of the person to serve as project manager and a proposal contact (if different).

### **Experience and Technical Competence**

- Describe the organization's experience in operating farmers markets or related community event management experience. List the name and location of the farmers market and type of work accomplished in operating the market. Include reference contact information, as applicable.
- Describe experience recruiting, retaining, and managing community event vendors.
- Describe any past event management experience including, but not limited to, vendor recruitment, booth arrangement, traffic flow, parking, market event set-up and takedown, and any other related information.
- Briefly describe your advertising and marketing philosophy and experience as it relates to farmers markets.
- Describe your knowledge of and indicate your ability to obtain all regulatory/health permits and County and State certifications applicable to the operation and management of a farmers market.

### **Proposed Method to Accomplish the Work**

- Explain how vendors of the Farmers Market will be integrated into your approach to the Market.
- Briefly describe the proposer's technical and management philosophy regarding the successful operation of a farmers market.
- Describe how proposer will work with special event managers to promote events in and adjacent to City Island in coordination with the Farmers Market.
- Explain space requirements. Proposers should be aware that the parking lot directly north of Jackie Robinson Ballpark is the primary Market location (see Exhibit A – Map of City Island Farmer's Market), with additional space available if requested and necessary.
- A website for the Farmers Market is required and will need to be updated and maintained regularly. Describe how the website will be utilized to provide key information.

### **Project Organization and Key Personnel**

- Describe proposed project organization, including team structure and identification and responsibilities of key personnel. Include brief bio for key personnel as attachments.
- Describe type of availability and hours during non-market hours including office location/hours, phone and fax numbers and email addresses. Provide an indication of the approximate staffing level(s) for the project.
- If there will be a Board for the Farmers Market, describe the composition of the Board, how Board members are chosen, their terms, how Board meetings will be held and conducted, and their decision-making authority with respect to vendor selection and Market rules. Include any appeal procedures.
- Describe in detail the qualifications and experience of the individual who will act as the Market Manager including a detailed job/duties description. Market Manager must be on site during the entire time the Farmers Market is operating. In the event that a Market Manager has not yet been identified, describe in detail the process for recruiting and selecting a Market Manager and include detailed job/duties description for same as attachment.
- Provide a projected operational budget of costs and services proposed, including but not limited to costs associated with marketing, lease costs, vendor recruitment, special events, and projected City monetary and/or in-kind contribution(s), if any.
- Provide a marketing plan for one year.

- Provide a strategic plan for growing the Market.

### **Rules and Regulations**

- Provide an organized and detailed set of Rules and Regulations for the operation of the Farmers Market, which should include consideration of, but is not limited to, the following:
  - General rules for all participants
  - Application process for vendors
  - Process for vendor selection and space allocation
  - Process for vendor approval, or denial and maintenance of a waiting list
  - Requirements for Edible Food Vending
  - Community / Non-Profit organizations
  - Entertainment – music (including youth oriented), live performance arts, etc.
  - Arts & Crafts
  - Merchant Booths
  - Waste management system

### **Financial Sustainability**

- Include organization's proposed budget and any other relevant financial documents which demonstrate organization's ability to undertake this endeavor.

### **Exceptions to this Request for Proposal**

- The proposer shall certify that it takes no exception(s) to any portion of the RFP, or if the proposer does take exception(s) to any portion of the RFP, the specific portion of the RFP to which exception(s) is taken shall be identified and explained.

The contents of the proposal should be organized in a manner that matches the evaluation criteria so that the Selection Committee can properly evaluate the organization's Management Plan, Operational Plan, Marketing Plan, and Financial Plan.

### **SUBMITTAL REQUIREMENTS**

- The proposal shall be signed by an individual or individuals authorized to execute legal documents on behalf of the proposer.
- The entire proposal must be received no later than **2:00 PM, November 19, 2011**. E-mail, mail or hand-deliver all proposals to:
  - Failure to comply with the requirements of the RFP may result in disqualification.
  - Proposals and/or modifications received subsequent to the hour and date specified above will not be considered.

### **PRE-SUBMITTAL ACTIVITIES**

All questions relating to the RFP should be presented to:

The City of Daytona Beach reserves the right to revise the RFP prior to the date that proposals are due. Revisions to the RFP shall be mailed to all potential proposers and all holders of the RFP.

## SELECTION PROCESS

A selection committee (the “Committee”) will be established for this RFP in accordance with City policy.

- The Committee will review RFPs and hold a public meeting at which time the Committee will hear presentations from each proposer and interview each proposer. Based upon the proposal and interview, the Committee will rank the finalists based on the RFP’s evaluation criteria.
- Following Committee review, a recommendation will be brought to the City Manager who will forward a recommendation to the City Commission for their consideration.

## EVALUATION CRITERIA

Evaluation of the criteria listed below should consider the Proposer’s ability to thoroughly address the Project Objectives and Proposal Requirements provided in this RFP. Proposers will be evaluated on the following weighted criteria:

<b>Points</b>	<b>Criteria</b>
<b>30 points</b>	<b>Management Plan - Competence &amp; Capacity of the Organization</b> Does the organization and its personnel possess the resources and demonstrate the experience and qualifications required to retain, support, manage, operate, promote, and improve the Farmers Market? What is the organization’s approach to project management, including coordination with City of Daytona Beach staff, budget monitoring and quality control, and applicable progress/reporting systems. Does the organization’s past actions and proposed management plan demonstrate competence and excellent management practices.
<b>30 points</b>	<b>Operational Plan - Prior Experience &amp; Strategies to Improve Market</b> What is the organization’s history operating successful events? Does the organization’s Operational Plan demonstrate a realistic and strategic approach to assure the Market’s success and future growth? Is there adequate detail to understand how the Market will operate successfully.
<b>20 points</b>	<b>Marketing Plan – Promotion &amp; Communication</b> What is the organization’s history promoting successful events? Does the organization’s Marketing Plan demonstrate a realistic and strategic approach to assure the Market’s success and future growth? Is there adequate detail to understand how the Market will be branded and promoted?
<b>20 points</b>	<b>Financial Plan - Stability &amp; Growth</b> What is the organization’s current financial condition and resources? Is the organization’s proposed Budget and Financial Plan practical and realistic? Are there controls and accountability in place to assure public confidence and transparency. Does the Financial Plan match the Operational and Marketing plans.

## **SCHEDULE FOR RFP, SELECTION, AWARD AND MARKET IMPLEMENTATION**

Issue RFP	November 4, 2011
Proposal Due Date	November 18, 2011
Selection Committee	November 2011
City Council Action	December 2011
Agreement	January – March 2012

### **SPECIAL CONDITIONS**

#### **Reservations**

This RFP does not commit the City of Daytona Beach to award a permit or contract, to defray any cost incurred in the preparation of a proposal pursuant to this RFP, or to procure or contract for work.

#### **Public Records**

All proposals submitted in response to this RFP become the property of the City of Daytona Beach and public records and, as such, may be subject to public review.

#### **Right to Cancel**

The City of Daytona Beach reserves the right to cancel, for any or no reason, in part or in its entirety, this RFP, including but not limited to: selection schedule, submittal date, and submittal requirements. If the City of Daytona Beach cancels or revises the RFP, all proposers will be notified in writing by the City of Daytona Beach.

#### **Additional Information**

The City of Daytona Beach reserves the right to request additional information and/or clarification from any or all proposers to this RFP.

#### **Public Information**

Proposers who wish to release information to the public regarding operators selection, contract award or data provided by the City of Daytona Beach must receive prior written approval from the City of Daytona Beach before disclosing such information to the public.

#### **Insurance Requirements**

The City of Daytona Beach requires individuals and business entities doing business with it to obtain insurance. The required insurance certificates must comply with all requirements of the standards as shown in this document and must be provided within fifteen (15) days of notice of selection and prior to the commencement of any work on the project.

**EXHIBIT A**  
**FARMERS MARKET ON CITY ISLAND LOCATION MAP**





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## MEMORANDUM

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DATE: November 4, 2011

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: RFP to Manage Downtown Marketing & Promotions

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The purpose of the Special Meeting of the Authority is to review proposals for managing Downtown marketing & promotions submitted to the DDA. The following firms have submitted proposals:

- Genius Marketing & Advertising, Altamonte Springs, FL
- Florida Marketing & Public Relations, Daytona Beach, FL
- Kelli with an Eye Marketing and Promotions, Ormond Beach, FL
- Mastando Media, Ormond Beach, FL
- Bullseye Direct Marketing, Daytona Beach, FL
- A5 Group Inc, Chicago, IL
- Gold & Associates, Inc, Ponte Vedra, FL

The proposals were provided to you in a separate transmittal. Please come to the meeting with the proposals scored. I have called the references listed in each of the proposals and will report the findings in the meeting. Joanne Flick, City's Purchasing Agent will guide the Authority through the evaluation of the proposals at the meeting.