



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, January 24, 2012 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:**
  - a. November 8, 2011 Special Meeting
  - b. November 22, 2011 Regular Meeting
  - c. December 13, 2011 Regular Meeting
  - d. December 29, 2011 Special Meeting
4. **Quarterly Budget Report**
5. **Farmers' Market Update**
6. **Discussion: CKS Productions Downtown Event Series Proposal**
7. **Funding Approval: Valentine's Day Promotions**
8. **Contract with Downtown Marketing and Promotion Firm**
9. **Downtown Event Funding Requests for 2012**
  - a. **Art of the Automobile**
  - b. **Cinematique Under the Stars**
  - c. **Shamrock Jam**
  - d. **Beach Street BBQ**
10. **Review of Downtown Holiday Promotions**
11. **Staff Update**
12. **Public Comments**
13. **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 *JT*

**DATE:** January 20, 2012

**RE:** November 8, 2011

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The minutes of the November 8, 2011 Special Meeting are not complete at this time. They will be available at your next meeting.

I apologize for any inconvenience.

JMT



# The CITY OF DAYTONA BEACH

DEVELOPMENT AND ADMINISTRATIVE SERVICES DEPARTMENT

301 S. RIDGEWOOD AVENUE

DAYTONA BEACH, FLORIDA 32114

PHONE (386) 671-8121

FAX (386) 671-3247

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## MEMORANDUM

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DATE: January 20, 2011

TO: Downtown Development Authority Board Members

FROM: Julia A. Rademacher, OS III 

SUBJECT: Minutes for November 22, 2011

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Minutes of the November 22, 2011 meeting will be emailed directly to you on Monday, January 23, 2011 for your review. Please accept my apologies for the delay.

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES**

**December 13, 2011**

There was a meeting of the Downtown Development Authority held Tuesday, December 13, 2011, at 8:00 a.m. in Conference Room 149B, 301 South Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

**Board Members**

Mr. Robert Abraham  
Ms. Sheryl Cook  
Mr. Joseph Hopkins  
Ms. Stacey Lipton  
Ms. Kelly White (arrived at 8:30)

**Staff Members Present**

Mr. Jason Jeffries, Project Manager  
Mr. Robert Jagger, Deputy City Attorney  
Ms. Jeanne Tolley, Redevelopment Technician  
Ms. Janice Lowry, Recording Secretary

**1. Call to Order**

Mr. Abraham called the meeting to order at 8:10 a.m.

**2. Roll Call**

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

**3. Approval of Minutes: September 27, 2011 Regular Meeting; October 17, 2011 Special Meeting; October 25, 2011 Regular Meeting; November 8, 2011 Special Meeting; November 22, 2011 Regular Meeting; November 29, 2011 Special Meeting**

Mr. Abraham suggested that the minutes of October 17, 2011, be considered last as Ms. White had comments to make.

Ms. Lipton made a motion to approve the minutes of September 27, 2011. Mr. Hopkins seconded the motion and it was approved unanimously (4-0).

Ms. Cook made a motion to approve the minutes of October 25, 2011, as amended. Mr. Hopkins seconded the motion and it was approved unanimously (4-0).

Mr. Jeffries stated the minutes of November 8, 2011, and November 22, 2011, were not ready for approval.

Ms. Lipton made a motion to approve the minutes of November 29, 2011. Ms. Cook seconded the motion and it was approved unanimously (4-0).

Mr. Abraham referred to the minutes of October 17 and read “Mr. Lassiter stated that a contract had been drawn up by Jack White with input from Ms. Maglia and Ms. Kelley.” He stated that Mr. Jeffries indicated that it was accurately reported in the minutes but that Mr. Lassiter’s statement might not have been accurate.

Mr. Jeffries stated that Page 3 of the minutes of October 17, 2011, indicated that the meeting was held in Room 116 not 149B. He also stated that Mr. Lassiter’s name was misspelled. He stated that there was a concern about Page 5, second paragraph, indicating that Mr. Lassiter was making assertions about Jack White’s involvement in the Farmers’ Market.

Ms. White stated that Mr. Lassiter’s statement was not true.

Mr. Jeffries stated that staff could listen to the recording again to be certain as to what was said.

Ms. White stated that Mr. Lassiter’s name was misspelled and that the spelling of Ms. Maglio’s name was Maglio, not Maglia.

Mr. Abraham asked Mr. Jeffries to check what was said and make sure it was accurately reported in the minutes. He also asked that Ms. White’s comments about Mr. Lassiter’s statement be placed on the record.

Ms. Cook stated that Page 4, sixth paragraph, said “Mr. Abraham stated that were issues to be addressed” and it should read “Mr. Abraham stated that there were issues to be addressed.”

Mr. Hopkins made a motion to approve the minutes of October 17, 2011, as amended subject to comments from Ms. White. Ms. Cook seconded the motion and it was approved unanimously (4-0).

**4. Revised 2011/12 DDA Budget**

Mr. Jeffries stated that the approved DDA budget was \$147,000 and any increase in total expenditures would have to be approved by the City Commission by

ordinance, which required two readings and would be heard in January. Revenue was projected to be \$24,650.

Mr. Abraham stated that the marketing firm that was selected had been given a budget figure to work with for Downtown marketing separate from Farmers' Market revenue. He asked Mr. Jeffries how that would work.

Mr. Jeffries stated it was up to the DDA but the agreement with the Market Manager required that she was to coordinate the marketing efforts. He stated another option would be to have her work with the marketing firm that was under contract.

Mr. Jeffries stated DDA members would also be approving a budget transfer of \$5,000 from General Activities as startup costs. He stated that the \$5,000 being transferred from General Activities and would fund some of the items until the City Commission approved the budget increase.

Mr. Abraham asked if that money would come back to the DDA.

Mr. Jeffries stated that it was up to the DDA but the issue was not addressed.

Ms. Lipton asked if they were set up to take money back into the organization.

Mr. Abraham stated that they would get it back if it was treated as a loan to the separate funds, but if it was used as seed money it was questionable.

Ms. Lipton stated that when the DBPA asked the DDA for money for the Farmers' Market, the DDA considered doing a loan but were told they could not do it.

Mr. Abraham stated that they were allocating funds rather than contributing to another entity.

Ms. Cook asked if they could approve it with the stipulation that any money that could come back would need to go into the General Fund.

Mr. Jagger stated that the contract with the City required that the Farmers' Market reserve be reinvested into the Market.

Mr. Jeffries stated that it had not really been addressed in the License Agreement with the City.

Mr. Abraham stated that there should be a way to do it and the general revenues were limited. He stated that he would treat it as an advance rather than a loan.

**Board Action**

Ms. Cook made a motion to approve the 2011/12 budget as amended including a transfer of \$5,000 from the DDA General Activities as an advance to the Farmers' Market. Mr. Hopkins seconded the motion and it was approved unanimously (5-0).

5. **Funding Approval: Farmers' Market Liability Insurance**

Mr. Jeffries stated that after the DDA was selected to operate the Farmers' Market, Brown & Brown provided a proposal for liability insurance and the underwriter would be Scottsdale Insurance Co. He stated that this met the requirements in accordance with the license agreement with the City. He stated there would be a \$500 deductible and the premium cost was \$1,260.85.

**Board Action**

Ms. Cook made a motion to approve the funding. Ms. Lipton seconded the motion and it was approved unanimously (5-0).

6. **Funding Approval: Farmers' Market Expenses**

Mr. Jeffries suggested allocation of the \$5,000 being transferred to cover initial expenses until the budget was approved by the City Commission. He recommended \$100 for Manager Supplies, \$1,485 for initial marketing, \$1,265 for insurance, \$1,000 for equipment, \$150 for booth merchandise and \$1,000 for City fees.

Mr. Hopkins asked how Ms. Kelley would be compensated.

Mr. Jeffries stated that according to the agreement she would receive forty-five percent of the gross vendor revenue and the first payment would not be made until February based on January's revenues.

**Board Action**

Ms. Cook made a motion to approve the Farmers' Market expenses. Ms. Lipton seconded the motion and it was approved unanimously (5-0).

7. **Farmers' Market License Agreement with the City of Daytona Beach**

Mr. Jeffries stated that this was a five-year agreement and the fee was \$1,500 per year. He stated that the initial agreement was for more than five years because it was being aligned with the fiscal year. The first payment of \$1,000 for nine months was due January 15. The hours were 7:00 a.m. to 1:00 p.m. with an hour for breakdown time. He stated the Daytona Cubs had concerns about trash pickup

and vendors using the Cubs dumpsters, which Ms. Kelley would regulate. He stated that the focus was on food vendors and seventy percent had to be related to food. He stated that there were marketing requirements but were not exclusive to Ms. Kelley in the event she should leave the position. He stated that funds generated by the Farmers' Market had to be reinvested in the Farmers' Market.

Mr. Abraham stated that the Farmers' Market operation was on City land and because the DDA had been awarded operation of the market, they were responsible to the City for what they said they would do. He stated that the contract might be more stringent than normal between two public bodies. However, the idea was that anyone else would be subject to the same restrictions. He stated that it was important in case the DDA decided to withdraw and if someone else operated it, there would be a history of those requirements.

Ms. Cook stated that anyone with an event in the area should be responsible for their own trash.

Ms. Lipton stated that it was very hard to police dumpsters in a public area and a simple solution would be to put a lock on them.

Ms. Cook stated that the containers in front of the bathrooms needed to be emptied much more frequently during special events.

Mr. Jeffries stated that he would make sure that Ms. Kelley got an inventory of which vendors were in compliance and which were not and report back at the DDA's January meeting. He stated that he and Ms. Kelley would also meet with the Cubs and Cultural Services to make sure it was all coordinated.

Ms. Lipton stated that when Cultural Services held special events the vendors did not know in advance and were not prepared. She stated that there should be a calendar so everyone knew what was happening.

Mr. Jeffries stated that the vendors needed to know what was happening so they could plan on having more produce for larger numbers of people. He stated that communication was needed between Cultural Services and Ms. Kelley about events that were taking place on City Island.

Ms. Lipton stated that one of the Commissioners wanted the Farmers' Market to deal strictly with food and not with any flea market type of situation. She stated that possibly the Farmers' Market was being blamed for things for which they had no responsibility.

Mr. Jeffries stated that non-food items were limited to thirty percent and they had to be homemade.

Mr. Abraham asked Mr. Jeffries to discuss the transition from the current operation to the new operation. He stated that if the agreement was approved on December 21, time was needed to terminate the old operation and begin the new operation.

Mr. Jeffries stated that if the agreement was approved on December 21, a letter would be sent to the DBPA to let them know that their agreement was terminated and to provide them notice.

Mr. Abraham asked about rent and the vendors would already have paid rent to the DBPA for the month of December, so they would not need to pay rent to the DDA until January.

Mr. Jeffries stated that neither the City nor the DDA would collect rent from the vendors until January 1.

Mr. Abraham asked if the DDA could be secure in the knowledge that they would not be responsible for the Farmer's Market until January 1.

Mr. Jeffries stated that the effective date would be January 1.

**Board Action**

Ms. Lipton made a motion to approve the agreement as amended to change the effective date to January 1, 2012. Ms. Cook seconded the motion and it was approved unanimously (5-0).

Mr. Jagger stated that Ms. White did not have a conflict of interest and could vote at the City Commission meeting.

**8. Farmers' Market Manager Contract with Cheryl Kelley**

Mr. Jeffries stated that the contract incorporated discussions from the previous meeting. He stated that the initial contract was for nine months and would be switched in accordance with the fiscal year.

**Board Action**

Ms. Cook made a motion to approve the contract. Ms. Lipton seconded the motion and it was approved unanimously (5-0).

**9. Election of Officers for 2012**

Ms. Cook made a motion that Mr. Abraham continue as Chairman. Ms. White seconded the motion and it was approved unanimously (5-0).

Mr. Abraham made a motion that Ms. Cook serve as Vice Chair. Mr. Hopkins seconded the motion and it was approved unanimously (5-0).

**10. Appointment to Downtown/Balough Road Redevelopment Board**

Ms. Cook made a motion to appoint Mr. Abraham to the Board. Ms. Lipton seconded the motion and it was approved unanimously (5-0).

**11. Staff Update**

Mr. Jeffries stated that the code amendment prohibiting solicitation of food or money in the Downtown area would be heard on second reading at the City Commission meeting on December 21. He stated that it included language strictly prohibiting solicitation in the core shopping area. He stated that the Downtown/Balough Road Board recommended that it be extended to include the entire area, not just sidewalks, and it would be district-wide from the river to Palmetto Avenue so parking lots would be included.

Mr. Jeffries stated that Chief Chitwood wanted merchants to report any solicitation violations so they could be entered into the system.

Ms. Lipton stated that having police officers Downtown during business hours at Christmas had helped.

Ms. Cook stated that the police presence had increased in the back parking lots and they were paying more attention to the retail area.

Mr. Jeffries stated that Chief Chitwood indicated that the merchants could call him if they did not get responses from the officers. He stated that the Chief had provided his cell phone number.

Mr. Jeffries stated that there had been complaints about parking enforcement in the Downtown area. He stated that there was a contract for enforcement on the Beachside and Paul Wetzel, Support Services Director, and the contract manager from LAZ had gone before the Downtown/Balough Road Redevelopment Area Board to determine if there was interest in bringing it over to the Downtown area. Mr. Jeffries stated that there had been discussion on parking meters, on Beach Street. He stated that there had been meters in the Downtown area in the 1970s but they had been removed in order to be competitive with shopping malls.

Ms. Lipton stated she would rather have people with specific issues call the police and rather than having parking meters which would upset customers.

Mr. Jeffries stated that according to Bob Gibbs, parking turnover actually increased sales in the retail areas. He suggested waiting until Mr. Gibbs could explain his concepts at a merchant meeting.

Mr. Jeffries stated that the RFP for signage indicating free parking had been extended until January and there would be many opportunities for input before any action was taken.

Mr. Abraham asked about holiday marketing promotions.

Mr. Jeffries stated that the holiday promotions were being wrapped up but there would be more radio and TV advertising. He stated that the prize for the holiday cards would be awarded in the next two weeks. He stated that 900 to 1,000 e-mails had been received from the discount cards and a more detailed report would be given in January.

Ms. Lipton asked if a special January meeting would be needed in order to start the year on a positive note and let everyone know what was happening.

Mr. Jeffries stated that he would schedule a meeting in January. He suggested having the marketing firm the Board selected on board before holding a meeting with the merchants.

Ms. Cook asked Mr. Jeffries for the status of the grand giveaway.

Mr. Jeffries stated it would be held on December 15 and with the exception of one or two prizes, everything had been received. He stated that the announcement of the winner would be made in one of the newsletters.

Mr. Jeffries suggested holding a special meeting about the selected marketing firm because of the marketing that was needed Downtown for Valentine's Day.

Ms. Lipton asked if there could be a gang page with the News Journal so the date could be placed on their calendar.

Mr. Jeffries stated that he would talk to Ms. Kelley about allocation of monies for marketing for the Farmers' Market. He stated that the coupon in the newspaper could not be tied in with the gang page.

Ms. Lipton said it was necessary to pick a day to place on the schedule.

Mr. Abraham stated that there had been a meeting with Gold & Associates to negotiate a contract and it was now up to them to come back with specifics on what they would do for the budgeted amount.

Mr. Jeffries stated that he had received many event inquiries and he would bring the completed forms to the Board at the regular January meeting.

**12. Public Comments**

Mr. Al Smith, 154 South Beach Street, expressed his concern over the way the marketing firm was chosen at the last meeting. He stated he found the process unfair in terms of time allotted to each company during the meeting. He stated that they were told to bring a plan, a budget and a timeline and the group that was chosen had not provided that.

Mr. Smith also expressed concern over the branding approach with a limited amount of money and said it did not fit with what the DDA was trying to accomplish. He stated that the Board had chosen a firm from out of town for marketing when the focus had been on buying locally.

Mr. John Nicholson, 413 North Grandview Avenue, stated he was concerned about a proposed assisted-living facility on the car-lot property and said it would present a problem. He stated it would directly affect Downtown marketing should they allow a HUD-type facility versus a facility to house people with disposable income.

Mr. Nicholson suggested that the parking lot across from the Josie Rogers House be retained.

Mr. Nicholson asked that the Board request that the drinking fountain in the restroom area be reinstalled at City Island. He stated that the gates in the restroom area needed repair.

Mr. Nicholson stated that Beachside had signs made for employee parking. He suggested that the first ten parking spaces at the back of each store in the Downtown area remain available for customers and that employees park further back.

**13. Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 9:45 a.m.

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Mr. Robert Abraham, Chairman

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Ms. Janice Lowry, Recording Secretary

**DOWNTOWN DEVELOPMENT  
AUTHORITY  
MINUTES  
December 29, 2011**

There was a special meeting of the Downtown Development Authority held Tuesday, December 29, 2011 at 8:00 a.m. in Conference Room 149B, 301 South Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

**Board Members**

Mr. Robert Abraham  
Ms. Sheryl Cook  
Mr. Joseph Hopkins

**Board Members Absent**

Ms. Stacey Lipton  
Ms. Kelly White

**Staff Members Present**

Mr. Paul McKittrick, Deputy City Manager/Development & Administrator Services Director  
Mr. J. Paul Wetzel, Support Services Director  
Mr. Bob Jagger, Deputy City Attorney  
Ms. Rose Askew, Recording Secretary

**1. Call to Order**

Mr. Abraham called the meeting to order at 8:06 a.m.

**2. Roll Call**

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

**3. Discussion: Approval of Farmers' Market Agreement**

Mr. Abraham stated the only agenda item was a couple of changes to the agreement with the City about the operation of the Farmers' Market to change the wording about the default provision. The DDA approved wording that they would be in default if they failed to use the license area for 30 consecutive days. The City Commission wanted to change the wording to 4 consecutive Saturdays instead of 30 consecutive days. He stated the other proposed change was on page 2 of the agreement concerning the percentage of use of sales for crafts and flowers. The DDA had said no more than 30% of the space could be used and the

City Commission wanted to stipulate 10% for craft sales and 20% of the total vendor space for plant or flower sales without the City's prior approval.

Mr. McKitrick asked if it was the Commission's intent to have those percentages checked every Saturday.

Mr. Abraham stated no. He stated that Commissioner Shelley had said she would be more comfortable with the proposed percentages and the City Commission voted on them but he did not think it was their intent to monitor it that closely.

Mr. McKitrick stated if there was a significant problem they would check.

### **Board Action**

Ms. Cook made a motion to approve the proposed changes. Mr. Hopkins seconded the motion and it was approved unanimously (3-0).

Mr. McKitrick introduced J. Paul Wetzel, Support Services Director, and stated he had asked Mr. Wetzel to attend the meeting because he dealt with all real estate for the City and had met with Cheryl Kelley to administer the Farmers' Market agreement. He asked who Mr. Wetzel should communicate with if there were questions about the Market.

Mr. Abraham stated that he should communicate with the Market Manager then she would make the Board aware of any problems. He stated if there were bigger issues Mr. Wetzel could contact him.

Mr. Wetzel stated he would keep the Board informed and he would copy Mr. Abraham on any emails he sent to Ms. Kelley.

Ms. Cook asked if Mr. Wetzel would be Ms. Kelley's primary contact.

Mr. McKitrick stated yes. Mr. Berger and Mr. Jeffries would be involved but if the City Manager had a question he would go to Mr. Wetzel.

Ms. Cook asked if someone had been at the Farmers' Market the previous Saturday to collect rent money.

Mr. Abraham stated the DDA did not take over until the first Saturday in January 2012.

Mr. Jagger stated that the DBPA maintained the license until the first of 2012.

Mr. McKitrick would contact Sans Lasseter to be sure the DBPA would be at the Market for their last Saturday. He stated that City staff had been monitoring the

Market for the past couple of months but it was up to the Board if they wanted someone in addition to Ms. Kelley to be at the Market.

Mr. Abraham stated it was his expectation that City staff would be there.

Mr. Hopkins stated that staff had presented to the Board that they would be involved.

Mr. McKitrick stated that staff would be there during the transition but once it was running smoothly Ms. Kelley would handle management

Ms. Cook stated that Ms. Kelley had been concerned because of the tension when changes had started taking place. She stated that Mr. Berger wanted the vendors to know that the Market was stable.

Mr. McKitrick asked if they had lost any big vendors.

Mr. Abraham stated no and they had been to the City Commission meeting indicating they were in favor of the changes.

Mr. McKitrick asked if there was anything the City could do to the Farmers' Market area to improve the appearance such as trees or landscaping.

Ms. Cook stated that when there were several events going on in the Park and the garage sale was going on near the Farmers' Market it was total chaos so if they could get trees that would not interfere with Jackie Robinson it would be great.

Mr. McKitrick stated he would encourage that.

Ms. Cook stated that her concern was when there was so much going on at the same time.

Mr. McKitrick stated that Mr. Wetzel's office permitted most of the activities so they would have better coordination of events in the future.

Mr. Wetzel stated that the biggest problem was they didn't know when people were lying about what they were going to do. There was recently a church event that was a homeless feeding but the person who applied for the permit said it was a meeting of church officials. His staff and police were there during the event, which was definitely a homeless feeding, but there was nothing they could do once so many people were already there and the event was going on.

Ms. Cook stated that when there were 4 events going on at the same time it gave a negative impression.

Mr. Abraham stated that Mr. McKitrick was asking what could be done to improve the Market area itself not the areas around it.

Mr. McKitrick stated that Ms. Kelley would have ideas once she was involved. He stated that he had toured the new Holly Hill market area and it was very nice so something needed to be done to make the Downtown Market look better.

Mr. Jagger stated that he would insert the new pages with changes into the agreement and keep the previously executed pages.

**4. Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 8:30 a.m.

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Mr. Robert Abraham, *Chairman*

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Ms. Rose Askew, *Recording Secretary*



# THE CITY OF DAYTONA BEACH

## REDEVELOPMENT DIVISION

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

### MEMORANDUM

DATE: January 20, 2012

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: 1<sup>st</sup> Quarter DDA Financial Report

The following is the quarterly DDA financial report with expenditures through January 20, 2012.

### BUDGET STATUS

#### General Activities

Line Item	Appropriation	Spent to Date As of 1/20/12	Balance
Contract Services	\$ 1,000	\$ -	\$ 1,000.00
Office Supplies	\$ 250	\$ -	\$ 250.00
Care and Subsistence	\$ 400	\$ 18.48	\$ 381.52
Professional Memberships	\$ 600	\$ 595.00	\$ 5.00
Downtown Marketing	\$ 42,750	\$ 12,758.20	\$ 29,991.80
Downtown Events	\$ 32,500	\$ 14,570.50	\$ 17,929.50
Downtown Holidays	\$ 20,000	\$ 11,884.00	\$ 8,116.00
Main Street Program <sup>1</sup>	\$ 17,500	\$ -	\$ 17,500.00
<b>Total</b>	<b>\$ 115,000</b>	<b>\$ 39,826.18</b>	<b>\$ 75,173.82</b>

**Notes:**

1. On December 13, 2011, the Authority approved a transfer of \$5,000 from Main Street Program line item to Farmers' Market Activities.

## Farmers' Market Activities

Revenues	Projection	Received to Date As of 1/20/12	Balance
Vendor Revenue	\$ 18,750	\$ 2,024.00	\$ 16,726.00
Market Booth Sales	\$ 900	\$ -	\$ 900.00
Total	<b>\$ 19,650</b>	<b>\$ 2,024.00</b>	<b>\$ 17,626.00</b>

Expenses	Appropriation	Spent to Date As of 1/20/12	Balance
Market Manager	\$ 8,440	\$ -	\$ 8,440.00
Office Supplies	\$ 300	\$ -	\$ 300.00
Liability Insurance	\$ 1,265	\$ 1,260.85	\$ 4.15
City Fees	\$ 1,000	\$ 1,000.00	\$ -
Marketing	\$ 8,895	\$ -	\$ 8,895.00
Market Events	\$ 2,000	\$ -	\$ 2,000.00
Booth Merchandise	\$ 750	\$ -	\$ 750.00
Equipment	\$ 2,000	\$ 144.90	\$ 1,855.10
Total	<b>\$ 24,650</b>	<b>\$ 2,405.75</b>	<b>\$ 22,244.25</b>

<b>Profit/Loss</b>	<b>\$ (5,000)</b>	<b>\$ (381.75)</b>	<b>\$ (4,618.25)</b>
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**Notes:**

\* Appropriations include projected revenue of \$19,650 from market revenue and \$5,000 transferred from General Activities.



**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**

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DATE: January 20, 2012

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: CKS Productions Proposal

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Scott Chesley, CKS Productions, has approached the City with a proposal for a series of events in Riverfront Park. Mr. Chesley is working through the event permitting process with the City. At the same time, Mr. Chesley has been requested to present the event concept at January DDA meeting to determine if the proposal fits into DDA's marketing and promotion plans for Downtown.

Mr. Chesley's original proposal is attached. The proposal still needs to be reviewed by City staff and include more details about the events.

Helen Riger  
Cultural Services Administrator  
301 S. Ridgewood Ave.  
Daytona Beach, Fl. 32114

Scott Chesley  
CKS Productions LLC  
140 S. Beach St., Suite 301  
Daytona Beach Fl. 32114

CKS Productions LLC is proposing to operate family oriented festivals throughout the park system on Beach Street in Daytona Beach. These events would operate from Fairview Ave to Orange Ave. The events are designed to bring new family faces to new places. The set up time for these events vary but will be extensive due to the nature of each event. All of these events would be fenced in and would charge a paid gate. Below are the event dates and the outline description of the dates and the event.

**1. June 15-July 18 (event dates June 25-8)**

**Set up 10 days before/clean up 10 days after.**

**International Sand Sculpting Festival**

**This event is 30 International Sand Sculpting Competitors that will compete in three contests. The first is a three day event that is a solo build. The contestants will receive 1 day of rest. They will compete in three day couples competition. After another day of rest they will join in teams of 5 and compete for a team championship. This event is designed as our first event of 2012' and will be a great family event. We will hold fireworks on the third of July called the Night Before the Fourth. This will**

not compete with or the community festivities in the area. This will include an arts area, food, and entertainment on three stages.

**2. .October 14-Nov,7 2012 (event dates October 24-3)**

**10 day set up where available/7 day clean up.**

**Pumpkin Fest**

**This event is designed around great family fun. This is a non-scary event that focuses on pumpkins and the harvest. This will include carnival rides, pony rides, petting zoo, magic acts and more.**

**This event would be set up in all available parks but would not utilize the Biketoberfest parks until they were through with their event. We would like to work on Manatee Island during their event to install infrastructure.**

**3. Nov. 8-21, 2012 (event dates Nov 8-11 2012)**

**Set up during clean-up of Pumpkin Fest/10 day clean up.**

**Seafood Festival**

**This event is Seafood and Nautical related. Consisting of Seafood Vendors, Nautical Shows, entertainment, Fireworks, Arts and more. This event is a family event designed to interact with nautical themes and create an unforgettable experience for all.**

**4. Nov. 22-Jan 5 2012-13 (event dates are Nov 22-Jan 5, 2013)**

**Set up will begin in October during Pumpkin Fest October 14/Clean up will continue through January 31.**

**Christmas Village**

**This event is a celebration of the holidays. Caroling, lights, entertainment, and more. A winter wonderland designed to thrill families from near and far. This event is very labor intensive and will need to begin set up and clean up far into our other events.**

**These events will take place in 2013'**

5. January 5-31, 2013 (not until 2013)

Will always end weekend before the Super Bowl dates.

**Winter Carnival.**

This event is designed to give the families an opportunity to participate in outdoor events and to bring patrons to the city in the slow season. This would include events around the water, musical entertainment, sculptures, food, and more.

6. February 1-March 6, 2013 (Not until 2013. 10 day event ending the day before the Daytona 500 begins.)

Will always operate after the Super Bowl and Before the Daytona 500.

**Fiesta**

-This event is several events within one heading and is designed for the health conscious. All Activities are fitness related. Designed to fill the area between the Super Bowl and the Daytona 500, the events would range from a Fitness festival including kayak races on the river, fitness challenge, 5k road race, and more.

- Fine Arts Show.

7. May 18-June 4, 2013 (event dates May 25-28 )

**Memorial Day Festival**

Will always fall on Memorial Day weekend.

7 day set up/7 day clean up.

-This event is Family oriented would have fireworks, bands, stages, and arts. The focus is on family activities.

8. August 15-September 10, 2013 (Not until 2013. event dates August 25-3)

7 day set up/7 day clean up.

**City Fest**

This event is a series of stages featuring Christian, R&B, Jazz, and Blues music. Also included will be fireworks, and a series of street performers.

We are interested in creating a dynamic family environment on Beach Street. We feel that we will be a great asset to this area utilizing the parks in a manner that will represent the City of Daytona Beach, the Beach Street Merchants and the Community in a favorable light. Our productions are very well thought out and take over twelve months to implement. We would like to proceed with the events beginning in June and continuing through 2012 as outlined. We will then proceed to add the other events in 2013'. These events are designed at a great cost to our company. Without a track record to show profit and loss scenarios we are asking that we rent the parks for these dates for an extended term.

1. A period of seven years with extensions available on a yearly basis at the end of each year. Our investment into these events will be in the Millions of dollars and we will not be able to proceed without the option. We will purchase over 1 million lights in the first year for the Christmas Village. This is a significant investment.
2. We will pay for all police on an event basis as deemed necessary from the Daytona Beach Police Department with negotiation rights for each event.
3. We will pay for all fire and EMS service on an event basis as deemed necessary from the Fire Chief and EMS representative with negotiation rights for each event.
4. City of Daytona Beach will pay for all utilities used.
5. CKS Productions will supply all materials to upgrade the facilities including landscaping, fill dirt, stage roof, lawn care, and damage repair caused by our operations.
6. CKS Productions will provide 2 million in Liability insurance with City of Daytona Beach as additional insured.
7. CKS Productions will be permitted under this proposal to pay one fee for all events as one production with no tent, banner, or sign fees with express written consent by the city for each item that will be used.

8. CKS Productions will be permitted to erect fencing throughout all areas. This fencing will be covered on both sides with scrim material as used in all PGA Tours and will be kept in good condition. All fencing will be periodically faced with murals of family content such as; smiling faces of children, beach scenes, family events to create smiles.
9. CKS Productions will sell tickets for admission to all events.
10. CKS Production will maintain all areas within these fences including lawn and shrubbery when setting up, during operation, and clean up.
11. CKS Production will pay to the City of Daytona Beach a sum of \$25,000.00 per year. This includes all fees with the exceptions stated in #2 and #3.

This is a general outline of our requirements. The City of Daytona Beach invests a tremendous amount of money in studies, events, and infrastructure to bring family events to this community. We are operating within the parks and will not close a single road for our events. We propose to bring several significant family events to this community and are not asking the city to fund the events. The investment needed to design, build the infrastructure, advertise, market, train, hire, and secure these events is significant. We need time to design and build each event. The first proposed event is an International Sand Sculpting Championship. This will consist of 30 International Sand sculpting artists, their flights, housing, food, sand, tents, lights, sound, fencing and more. A projected budget of hundreds of thousands of dollars. We will hire locally providing work opportunities. These events will provide a significant boost to the local economy.

We hope that you consider our proposal with all possible regard. Thank you for your consideration.

Scott Chesley

CEO CKS Productions LLC

(w) 386-589-7689

(c) 603-235-9068



**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**

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DATE: January 20, 2012

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Valentine's Day Promotions

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Since the contract with the selected marketing firm has not been approved, I requested Bullseye Marketing, LLC to prepare a proposal for promoting Downtown during the Valentine's Day holiday. This is another critical holiday period for many of the Downtown retail merchants and restaurants.

Bullseye Marketing has submitted a proposal, at a cost of \$3,500, for the DDA to fund radio, press releases, and E-mail marketing to promote Downtown businesses for the holiday and promote the Chocolate 'n Wine Walk on Saturday, February 4. The promotion of Valentine's Day has been funded by the DDA in the past.

The DDA will fund the advertising to promote Downtown and the merchant event. The event production costs will be funded by a merchant participation fee. Bullseye has already started approaching merchants about participation in the event.

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, \$4,735 (approved 9/26/11) to Bullseye Marketing, LLC for developing a Downtown email list, and \$625 (approved 10/25/11) to Resort Maps. There is \$29,890 available in the Downtown Marketing line item for the remainder of FY 2011/12.



# Chocolate 'n Wine Walk

*sponsorship opportunity 2012*

It's February and love is in the air... and that means shopping for that special someone. Will it be jewelry? Flowers... Chocolate? Or dinner with that special someone... Celebrate the season of love.

*Chocolate 'n Wine Walk*  
*A Sweet Savory Night*  
*in Downtown*  
*Daytona Beach*

*celebrating*  
*charity,*  
*chocolate*  
*and wine*

*Saturday, February 4*  
*1-6pm*  
*Downtown*  
*Daytona Beach*



# It All Starts Here... Downtown Daytona Beach Calling all chocolate and wine lovers.

**Downtown Daytona Beach** has the perfect fix. On Saturday, February 4th, shoppers can come and experience a Chocolate & Wine Walk while supporting charity.

**Downtown Daytona Beach** is making shopping for that special someone fun! Chocolate & Wine lovers may pre-purchase a passport to indulge in chocolate treats and wine tasting while shopping from 1pm to 6 pm on Saturday, January 4th.

Festive balloons will identify participating stores.

(Passports will also be available for purchase at the event.)

Shoppers can enter to win a Sweetheart Get Away by having their passport stamped at participating merchants. Only completed passports will be entered to win. The first 100 passport shoppers will receive a special gift including coupons at participating stores.

## **Activities Include:**

- Chocolate & Wine Tasting at participating merchants
  - Ice Sculpting – street demonstration
  - Musicians will be performing
    - Sweetheart Give-a-way
- First 100 shopper will receive a free gift

Estimated Attendance – 500-1000 people

Downtown Daytona Beach Merchant participation includes:  
Estimated Merchant participation – 20 - 23  
Signed contract  
To be open during event hours (1pm – 6pm)  
Station set-up for wine and chocolate tasting  
\$100 participation fee includes – wine and glasses

**Event Promotions Include:**

- WROD – Matching radio buy – donating give-a-way – live remote – on air passport give-aways
- WNDB – Matching radio buy – live mentions – on air ticket passport give-aways
- Blackcrow Media – Matching radio buy – live mention – remote – on air passport give-aways
- News Journal – Matching ads – press release – calendar of events
- E-Mail Marketing- utilizing the DDA email database
- Creation and distribution of event posters and passports
- Charity tie in to promote to their contacts, social media, and their database

**DDA Sponsorship Investment - \$3,500**

*In fact, with all of the possible health benefits of red wine and dark chocolate in particular, you could almost say attending this event is as good for the heart as it is for the soul!*

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Saturday, February 4th

1 to 6 pm

A Sweet Savory Night in Downtown Daytona Beach

# Wine 'n Chocolate Walk

Celebrating Charity, Wine and Chocolate

Attendees will be able to indulge in their love of wine and chocolate while strolling beautiful Beach Street and supporting a worthy cause!



**IT ALL STARTS HERE...  
DOWNTOWN DAYTONA BEACH  
CALLING ALL WINE AND CHOCOLATE LOVERS!**

Downtown Daytona Beach has the perfect fix. On Saturday, February 4th, attendees can experience a Wine & Chocolate Walk in beautiful Downtown Daytona Beach while supporting Sophie's Circle –a local organization dedicated to raising money to help the shelter animals and distribute free pet food to families in danger of losing their pets.

Wine & Chocolate lovers may pre-purchase a passport to indulge in chocolate treats and wine tasting from 1 pm to 6 pm on Saturday, January 4th. Festive balloons and a map in the passports will identify participating stores.

(Passports will also be available for purchase at the event.)

Attendees can enter to win a Sweetheart Get-Away by having their passport stamped at participating merchants.

Only completed passports will be eligible to win.

The first 100 passport attendees will receive a special gift including coupons at participating stores.

**Activities Include:**

- Wine & Chocolate Tasting at participating merchants
- Ice Sculpting – street demonstration
- Musicians will be performing
- Sweetheart Get-Away Give-Away
- First 100 passport attendees will receive a free gift
- Drop off locations for Sophie's Circle donations

Estimated Attendance – 500-800 people

## **Downtown Daytona Beach Merchant participation includes:**

- \$100 participation fee due on/before January 24th (includes wine and wine glasses) (Signed Agreement)
- Merchant to provide some kind of chocolate delectable (For your convenience, Bullseye Direct Marketing will provide suggested items, vendors and pricing)
- Must be open during event hours (1 pm – 6 pm, Saturday, February 4)
- Station set-up for wine and chocolate tasting
- Staff to enforce pouring limits, tickets collection and stamp passports
- Promote event from within to merchant's customer base
- Romance themed decorations recommended
- May provide coupons to be given to first 100 passport attendees, if desired

## **Event Promotions Include:**

- WROD
- WNDB
- Black Crow Media
- News Journal
- E-Mail Marketing
- Creation and distribution of event posters and passports
- Charity will promote event to their contacts, social media, and database

**Sponsored by the Downtown Development Authority**



*In fact, with all of the possible health benefits of red wine and dark chocolate in particular, you could almost say attending this event is as good for the heart as it is for the soul!*



# AGENDA ITEM: 8

# THE CITY OF DAYTONA BEACH

## REDEVELOPMENT DIVISION

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

## MEMORANDUM

DATE: January 20, 2012

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Proposed Contract with Gold & Associates

Attached is the most recent proposed scope of services from Gold & Associates. Staff is requesting a discussion with the DDA to determine the next step in the development of an agreement with Gold & Associates.

The DDA had \$42,750 budgeted in the Downtown Marketing line item. The following is a detailed summary of the Downtown Marketing Budget status, including known proposed projects. The DDA also has \$17,000 available in the Main Street line item.

Item	Approved Amount	Date Approved	Spent to Date
<b>Downtown Marketing</b>	<b>\$ 42,750</b>		
<i>DDA Approved Projects</i>			
Bullseye - Development of email List	4,735	9/27/2011	4,648.20
See Magazine: In-room book	7,500	7/26/2011	7,500.00
Resort Maps	625	10/25/2011	610.00
<i>Total Approved</i>	<u>\$ 12,860</u>		<u>\$ 12,758.20</u>
<i>Remaining Balance</i>	<u>\$ 29,890</u>		<u>\$ 29,991.80</u>
<i>Proposed Projects</i>			
Valentine's Day Advertising (Radio)	3,500		
Spring Advertising (TV & Radio)	5,000		
Gold Tactical Plan (Phase 1)	12,000		
Gold Web Development (Phase 2)	12,000		
Gold Graphic Design (Phase 2)	7,500		
Marketing Implementation	31,500		
Agency Fee	12,000		
<i>Total Proposed</i>	<u>\$ 80,000</u>		

**AGREEMENT WITH THE CITY OF DAYTONA BEACH  
DOWNTOWN DEVELOPMENT AUTHORITY (D.D.A.)**

ROUGH  
DRAFT

*Prepared by GOLD • Wednesday, December 14, 2011  
Revised Thursday, January 19, 2012, Friday, January 20, 2012*

**SCOPE OF SERVICES**

The budget provided by the D.D.A. for initial marketing and promotional services and materials was \$75,000 for the 2011-2012 fiscal year. This amount will cover each of three phases of work requested from GOLD (*totaling \$31,500*), the firm’s ongoing monthly maintenance fee (*totaling \$12,000*), as well as those advertising fees previously expended—or yet to be expended—on behalf of the D.D.A. (*totaling approximately \$31,500*) by various contractors.

As D.D.A. plans are solidified and new marketing opportunities explored throughout the remainder of the fiscal year, the dollar amount for each project may shift somewhat from one category to another in order to stay within the overall budget prescribed.

**Phase I — Tactical/Strategic Planning**

- **TACTICAL PLAN** — Agency time and expenses to create a detailed, strategic, research-backed plan to achieve D.D.A. marketing objectives for the (8) months remaining in this fiscal year, plus the (12) months to follow and more. ....\$12,000

**PLAN INCLUDES:**

- Strategic Questionnaire Completion;
- Initial Campaign Concept Development;
- Campaign Messaging/Branding;
- Advertising, Collateral, Co-op, D.M., Interactive, P.R., Social and Web Plans;
- Primary/Secondary Research; and
- Campaign Measurements.

**PRO BONO SERVICES:**

- The plan is estimated to take at least twice as much agency time to complete as would be charged. This is an investment that GOLD is willing to make to the success of this marketing program.

**TIMELINE: *Approximately Six Weeks Beginning February 1<sup>st</sup>***

- Agreement Signed/Initial Payment Received;
- D.D.A. Completes Strategic Questionnaire (*by Feb. 28<sup>th</sup>*);
- Input from Merchants/Stakeholders Gathered (*Feb. 28<sup>th</sup>*);
- Secondary Research Data Gathered;
- Initial Campaign Concepts Developed for Testing;
- Research Launched and Analyzed;
- Plan Written and PowerPoint Created; and
- Plan Presentation to D.D.A./Merchants/Stakeholders (*March 27<sup>th</sup>*).

**SUB-TOTAL = \$12,000**

*Page 1 of 5*

**AGREEMENT WITH THE CITY OF DAYTONA BEACH  
DOWNTOWN DEVELOPMENT AUTHORITY (D.D.A.)**

*Prepared by GOLD • Wednesday, December 14, 2011  
Revised Thursday, January 19, 2012, Friday, January 20, 2012*

**ROUGH  
DRAFT**

**SCOPE OF SERVICES**

**Phase II – Website/Graphic Design**

- **WEB DEVELOPMENT** — Agency time and expenses to create a new website that shares the benefits, attributes, promotions, news and more with audiences. The client’s merchant map and business listings will be used. *(Client to pay directly for hosting, estimated at \$100 per year.)* .....\$12,000

**SITE INCLUDES:**

- Site Plan/Map Design;
- Multiple Screen Layout Options;
- Copywriting;
- Production/Programming/S.E.O.;
- Securing Hosting; and
- Site Testing/Launch/Training.

**TIMELINE:** *Approximately Six Weeks Beginning February 1<sup>st</sup>*

- Agency Creates Initial Site Plan/Map;
- Gather Input from D.D.A./Merchants/Stakeholders *(Feb. 28<sup>th</sup>)*;
- Multiple Screen Options Created;
- Screen Designs/Copywriting Completed;
- Programming Begins;
- Site Tested/Presented to D.D.A./Merchants/Stakeholders *(March 27<sup>th</sup>)*;
- Site Repointed/Launched; and
- Client Trained.

- **GRAPHIC DESIGN** — Agency time and expenses to create the final digital art and copy for the offline/online tools identified in the Tactical Plan for this fiscal year, based on research findings *(in Phase I)*. .....\$7,500

**DESIGNS INCLUDE:**

- Shopping Brochure;
- Discount Card;
- E-blast/E-newsletter;
- Social Media Pages; and
- Offline Advertising.

**TIMELINE:** *Approximately Three Weeks Beginning April 1<sup>st</sup>*

- Final Copy/Layouts Created *(from that which ranked highest in research)*;
- Campaign Presented to D.D.A./Merchants/Stakeholders *(April 24<sup>th</sup>)*; and
- Final Art Produced/Distributed *(March 1<sup>st</sup>)*.

**SUB-TOTAL = \$19,500**

# **AGREEMENT WITH THE CITY OF DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY (D.D.A.)**

*Prepared by GOLD • Wednesday, December 14, 2011  
Revised Thursday, January 19, 2012, Friday, January 20, 2012*

ROUGH  
DRAFT

## **SCOPE OF SERVICES**

### **Phase III — Implementation**

- **SHOPPING BROCHURE** — Expenses to print a 4" x 9" fold-out brochure that can be distributed by merchants and other stakeholders. *(Print in May.)*

#### **IMPLEMENTATION INCLUDES:**

- Final Pre-press Work;
- Negotiating/Securing Printing Costs; and
- Printing/Print Supervision.

- **DISCOUNT CARD** — Expenses to print a discount card that can be used by merchants, and to gather merchant support. *(Print in May.)*

#### **IMPLEMENTATION INCLUDES:**

- Merchant Participation;
- Final Pre-press Work;
- Negotiating/Securing Printing Costs; and
- Printing/Print Supervision.

- **INTERACTIVE/DATABASE MARKETING** — Expenses to launch industry e-blasts highlighting D.D.A. and merchant news, along with a consumer e-blasts. Both will be sent to the client's databases on a monthly basis. *(Part of the agency's monthly fee\*. Begin in April.)*

#### **MARKETING INCLUDES:**

- Information Collection;
- Programming;
- Copywriting;
- Distribution; and
- Monthly Reporting.

- **ONLINE ADVERTISING (SEM)** — Expenses to run Search Engine ads that direct prospects to the website and further establish Downtown Daytona Beach as a desirable destination. *(Begin in May.)*

#### **SEM INCLUDES:**

- Investigating Words/Trends;
- Ongoing Copywriting;
- Negotiating Media/Placement;
- Ongoing Monitoring/Maintenance; and
- Monthly Reporting.

*Page 3 of 5*

**AGREEMENT WITH THE CITY OF DAYTONA BEACH  
DOWNTOWN DEVELOPMENT AUTHORITY (D.D.A.)**

*Prepared by GOLD • Wednesday, December 14, 2011  
Revised Thursday, January 19, 2012, Friday, January 20, 2012*

ROUGH  
DRAFT

**SCOPE OF SERVICES**

**Phase III — Implementation (Continued)**

- **SOCIAL NETWORK MARKETING** — Expenses to run ads and drive prospects to the D.D.A. Facebook page and build a community of interested guests and prospects. *(Begin in May.)*

**MARKETING INCLUDES:**

- Page Development;
- Investigating Trends;
- Ongoing Copywriting;
- Banner Ad Development;
- Media Strategy;
- Ongoing Monitoring/Maintenance; and
- Monthly Reporting.

- **OFFLINE ADVERTISING** — Expenses for production and flighted broadcast and print media to generate event awareness, as well as to support D.D.A. PR efforts. These tools will primarily promote initiatives like the Farmer’s Market, along with special events such as “Taste Around the World,” “Oyster Festival” and “Art of the Automobile,” among others. *(Begin in May.)*

**OFFLINE INCLUDES:**

- Ad Sizing/Modifications;
- Negotiating Media/Placement;
- Daily Monitoring/Maintenance;
- Ad Customization; and
- Monthly Reporting.

- **PUBLIC/MEDIA RELATIONS** — Expenses to develop press releases, story ideas and feature stories sent to writers and editors. Also included is a list of monthly activities in Downtown Daytona Beach that is distributed to online and offline calendars of events. *(Part of the agency’s monthly fee\*. Begin in April.)*

**P.R. INCLUDES:**

- Copywriting;
- Story Generation/Distribution/Placement; and
- Monthly Reporting.

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**SUB-TOTAL = \$31,500**

**AGREEMENT WITH THE CITY OF DAYTONA BEACH  
DOWNTOWN DEVELOPMENT AUTHORITY (D.D.A.)**

ROUGH  
DRAFT

*Prepared by GOLD • Wednesday, December 14, 2011  
Revised Thursday, January 19, 2012, Friday, January 20, 2012*

**SCOPE OF SERVICES**

**Ongoing — Monthly Management Fee**

- **FLAT MONTHLY FEE** — Agency time and expenses to plan, advise, manage and implement the marketing and promotional campaign each month, which includes these services listed below. *(Begin in April.)* ..... \$2,000/Month

**FEE INCLUDES:**

- Monthly Formal Presentations to the D.D.A.;
- Weekly Client Contact and Project Reviews;
- Written Project Status and Financial Updates; and
- Regular Scheduled Meetings with Area Merchants.

Also includes ongoing Public Relations and e-marketing that are part of the Implementation Phase, as well as Web Maintenance.\*

**PRO BONO:**

- Monthly Management Fee for February–April;
- Travel Time/Expenses; and
- Routine Copies, Long Distance Phone Charges and Administrative Expenses.

**SUB-TOTAL = \$12,000**

**TOTAL = \$75,000**

**Payment Terms**

***PLEASE NOTE:*** *Costs do not include any sales tax on production if required, additional customer alterations or projects requested, or project shipping costs. Each will be estimated and invoiced if incurred. Standard agency commissions will be applied to all purchases (15% for media and 20% for production/printing). The total amount for each phase of work expressed in this agreement will be due before work on each begins. The Monthly Management Fee will be invoiced prior to the month of service and due upon receipt. Interest in the amount of 1-1/2% will be due on all invoices that are not paid within thirty days of the date of the invoice. A monthly accounting of the services rendered and the monies expended will be provided. Completion times are estimates that are subject to change based on the customer’s approval processes.*

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**APPROVED FOR THE CITY OF DAYTONA BEACH**

# DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY • TOOLS AND TACTICS

Submitted January 20, 2012

TACTIC/TOOL	DESCRIPTION	FEBRUARY				MARCH				APRIL				MAY				JUNE				JULY				AUGUST				SEPTEMBER				
		5	12	19	26	4	11	18	25	1	2	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16
<b>TACTICAL PLAN</b>	For 20 months and beyond																																	
<b>WEB DEVELOPMENT</b>	Design/Programming/Launch																																	
<b>WEB MAINTENANCE</b>	Copy/Design (vs. programming)																																	
<b>GRAPHIC DESIGN</b>	Copy/Design of all Materials																																	
<b>SHOPPING BROCHURE</b>	Production/Printing																																	
<b>DISCOUNT CARD</b>	Production/Printing																																	
<b>INTERACTIVE MARKETING</b>	Programming/Distribution																																	
<b>ONLINE ADVERTISING</b>	Placement																																	
<b>SOCIAL MARKETING</b>	Placement																																	
<b>OFFLINE ADVERTISING</b>																																		
<b>- PRINT</b>	Placement																																	
<b>- RADIO</b>	Placement																																	
<b>- TELEVISION</b>	Placement																																	
<b>PUBLIC RELATIONS</b>	Writing/Distribution																																	
<b>AGENCY MANAGEMENT</b>	Ongoing																																	

DEVELOPMENT/PRODUCTION  
 PLACEMENT/DEPLOYMENT



# AGENDA ITEM: 9

# 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: January 20, 2012

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: 2012 DDA Event Funding

Following the last regular meeting, Redevelopment staff requested that event promoters proposing an event in Downtown who may be requesting funding assistance from the DDA submit an application for review based on the DDA event criteria. The following event applications have been submitted for the DDA to consider:

- Art of the Automobile – May 4 & 5; request for permit and marketing assistance
- Cinematique Under the Stars – First Friday, March – October; permit assistance
- Beach Street Shamrock Jam – March 17; permit assistance
- Beach Street BBQ – Summer TBD; permit assistance (incomplete application)

The events have been reviewed and scored based on the criteria. The DDA has \$32,500 budgeted in the Downtown Events line item. The following is a detailed summary of the Downtown Event Budget status.

Item	Approved Amount	Date Approved	Spent to Date
<b>Downtown Events</b>	<b>32,500</b>		
<i>DDA Approved Projects</i>			
French Market	1,500	9/27/2011	950.00
Art Festival	10,750	9/27/2011	10,555.50
BrightHouse Ads - Art Festival	3,100		3,065.00
<i>Total Approved</i>	<i>\$ 15,350</i>		<i>\$ 14,570.50</i>
<i>Remaining Balance</i>	<i>\$ 17,150</i>		<i>\$ 17,929.50</i>
<i>Proposed Projects</i>			
Art of the Automobile - Marketing	5,450		
Art of the Automobile - Permit	6,000		
Cinematique Under the Stars	2,120		
Shamrock Jam	1,000		
Beach Street BBQ	1,000		
<i>Total Proposed</i>	<i>\$ 15,570</i>		<i>\$ 47,070.50</i>

## APPLICATION FOR DDA EVENT ASSISTANCE

Event: ART OF THE AUTOMOBILE: A LIFESTYLE EVENT  
Event Contact: ALLAN BREWER Phone #: 255-5922 Email: CEVANS@DATAPEX.COM  
Proposed Event Date(s): MAY 4th / MAY 5th 2012 383-4427

### Attach the following:

- Event Plan & Description
- Event Budget
- City Event Permit

### Evaluation Criteria

1. **Event Benefits Downtown:** Explain how the proposed event will benefit Downtown overall and directly benefit local retail merchants and restaurants.

60,000 EXPECTED ATTENDANCE - NATIONAL TV AND MAGAZINE COVERAGE SHOWCASING DOWNTOWN DAYTONA BCH - MINIMUM VENDORS MEANS SHOPS AND RESTAURANTS ARE FULL - ONLY UPSCALE EVENT WITH TOURS, GALA PARTIES, VIPS AND EXPOSURE OF THIS MAGNITUDE

2. **Event Production Ease and Ability:** Provide the history and background of the event and any past event experience of the producers. List other sponsors and sources of funds.

FIRST SHOW MAY 7th 2011 STILL GETTING NATIONAL TV COVERAGE (SPEED CHANNEL) TODAY - 30,000 ATTENDANCE - EVERY SHOP AND RESTAURANT FULL - TOP DOWNTOWN EVENT EVER - OWNER DOWNTOWN MERCHANT (EVANS AND SON JEWELERS) AND PROPERTY OWNER 30 YEARS.

3. **Broad Popularity:** Explain the target audience for the event. Will the event be open and free to the public?

TARGET AUDIENCE IS ALL INCLUSIVE. DESIGNED FOR VIRTUALLY EVERY AGE DEMOGRAPHIC. EVENT IS FREE REGISTRATION AND FREE ATTENDANCE

4. **Coordination and Collaboration:** Explain how the event will be coordinated with Downtown businesses and the DBPA.

INCLUSION OF EVERY BUSINESS IS THE FIRST PRIORITY AND TO REPRESENT OUR AREA IN AN UPSCALE AND PROPER FASHION ON A NATIONAL LEVEL.

Evans & Son Jewelers Present

ART OF THE   
AUTOMOBILE

REGIONS BANK  
SUNTRUST WEALTH MANAGEMENT  
HALIFAX HEALTH

*A Lifestyle Event*

SPONSORS

FIELDS BMW  
MERCEDES DAYTONA BCH  
JON HALL CHEVROLET  
FORD MOTORSPORT  
CHRYSLER/DODGE/JEEP  
PORSCHÉ MELBOURNE/AUDI MELBOURNE  
FERRARI ORLANDO  
DUCATI/TRIUMPH/BMW MOTORCYCLES  
LAMBORGHINI/ROLLS-ROYCE/BENTLEY ORLANDO  
ASTON MARTIN/JAGUAR/LOTUS ORLANDO  
LA-MAN MANUFACTURING  
HOLMAN-MOODY  
MIKE POLITIS ATTY.  
STEVE VASILAROS ATTY.  
DOUG KNELLER ATTY.  
CATON-HOSEY INSURANCE  
JEFF EVANS STATE FARM INS.  
CAM 2 OIL  
PERFORMANCE MACHINE DISTRIBUTORS  
SCOTT VEDDER GAUGES  
HALIFAX AREA PROPERTIES

BETHUNE COOKMAN COLLEGE  
DAYTONA STATE COLLEGE  
EMBRY-RIDDLE UNIVERSITY  
ARISTOCRAT LIMO  
PEUNONIA  
DAYTONA HARLEY-DAVIDSON  
DAYTONA INTERNATIONAL SPEEDWAY  
GRAND-AM RACING  
SPIRIT OF DAYTONA  
WROD  
WNPB  
HOG RADIO  
BULLS-EYE MARKETING

Evans & Son Jewelers Present

ART OF THE   
AUTOMOBILE

A Lifestyle Event  
BUDGET

5800<sup>00</sup>  
+10  
6500<sup>00</sup> PERMIT FEES

DJ'S MUSIC - 8,000<sup>00</sup>

TENTS/TABLES/CHAIRS 2,000<sup>00</sup>

CARTS/TRANSPORTATION 6,000<sup>00</sup>

LABOR 3,000<sup>00</sup>

MISC. 4,000<sup>00</sup>

(LUNCH FOR VOLUNTEERS, EXPENSES)

SECURITY 1,500<sup>00</sup>

NEWS JOURNAL 3,000<sup>00</sup>

ADDS  
TOILETS 1,000<sup>00</sup>

SIGNAGE 1,500<sup>00</sup>

PRINTING 1,000<sup>00</sup>

CINEMATIQUE 500<sup>00</sup>  
LIGHTS/RED CARPET 500<sup>00</sup>

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DOES NOT INCLUDE COSTS FOR NEWS-JOURNAL BLDG

**APPLICATION FOR DDA EVENT ASSISTANCE  
EVALUATION CHECKLIST**

Event: Art of the Automobile

Event Contact: Aldan Brewer Phone #: 255-5922 Email: CEvans@datafx.com

Proposed Event Date(s): May 4-5

**Submittal Information** (Attach the following:)

- Event Plan & Description
- Event Budget
- City Event Permit WORKING WITH CITY STAFF  
Application Submitted

**Evaluation**

1. Event Benefits Downtown [score] 1 2 3 4 5 x (wt) 40 Points: 200

Notes: Score of 1 the event has no direct benefit to downtown businesses and will have a negative impact on Downtown; Score of 5, the event will directly benefit retail and restaurant businesses and will greatly enhance the image of Downtown.

Notes: Event occurred last year. Brought new visitors to Downtown;  
working with CDB to bring more people Downtown.

2. Event Production Ease and Ability [score] 1 2 3 4 5 x (wt) 20 Points: 100

Notes: Score of 1 the event has not been produced in the past and the event coordinators have no prior experience with event production; Score of 5, the event is an ongoing Downtown event and is operated by experience managers, the event organizers will manage all event elements, the event leverages other funds.

Notes: Event produced last year, entire event being managed by  
event producers, leveraging CDB funds

3. Broad Popularity [score] 1 2 3 4 5 x (wt) 30 Points: 120

Notes: Score of 1 the event has a narrow focus and may be offensive or dangerous; Score of 5, the event has broad popularity with target retail markets for Downtown and is open and free to the public.

Notes: Event open to the public; may be more made oriental.

4. Coordination and Collaboration [score] 1 2 3 4 5 x (wt) 10 Points: 40

Notes: Score of 1 the event has not been coordinated with the City or Downtown businesses; Score of 5, the event has a City Event Permit and is coordinated with Downtown Businesses and the DBPA.

Notes: Event coordinated with city staff; permit application submitted.

Total Evaluation Points 460 (Max 500 points)

# Art Of The Automobile A Lifestyle Event

# 2012



Advertising & Marketing Proposal Presented By Al Brewer in Partnership with Bullseye Direct Marketing

Please direct all inquiries or comments to **44 of 57** Kelley Chip Jlos or Debi Brand at 386.238.4001

E-Mail: [kbales@bullseye-direct.com](mailto:kbales@bullseye-direct.com) or [dbrand@bullseye-direct.com](mailto:dbrand@bullseye-direct.com)

140 S. Beach Street | Daytona Beach, FL 32114 | [www.bullseye-direct.com](http://www.bullseye-direct.com)

# Promote Art of The Automobile A Lifestyle Event

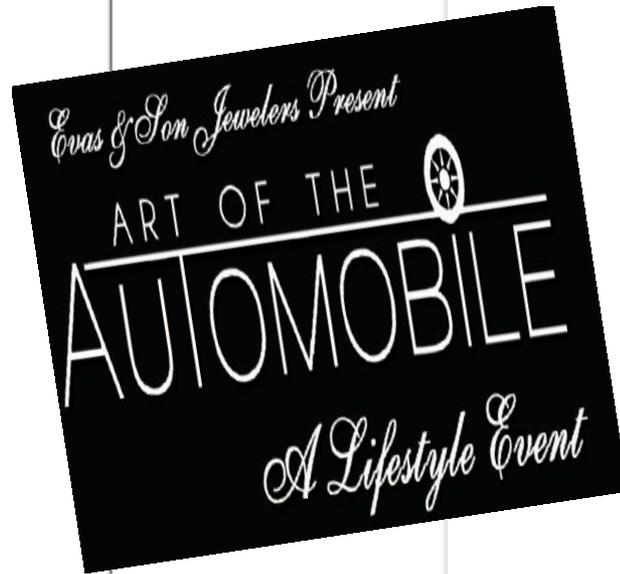
- Seamlessly integrate an event plan to compliment approved HAA out of market advertising dollars
- Create, promote and manage closed street events designed to put feet on the streets and increase critical mass
- Increase awareness to draw tourism to Daytona Beach through a national recognized event
- Expand off the success of last years event and increase exposure through marketing dollars



# Media

## Purchased

- Buy Local Radio
- WNDB & WROD older demo
- WHOG – predominantly male
- Daytona Beach NJ ¼ pg color
- Poster & Printed material



## Added Value

- Highly discounted rates
- Matching dollars in bonus spots
- Free remotes
- On air promotion of event
- Ticket give-a-way to promote event
- And more...

**“A tiny change today brings a dramatically different tomorrow.”  
Richard Bach**

# Art Of The Automobile Marketing Budget 2012

<b>ITEM</b>	<b>COST</b>	<b>ITEM</b>	<b>COST</b>
<b>Internet Marketing</b>		<b>Electronic Media</b>	
•Monthly blog / posting	HAA board	•Event Radio budget	\$ 4,000.00
•Facebook	HAA board	•Local Stations; WROD, WNDB	
		•WHOG	
<b>Print &amp; Collateral Material</b>		<b>Production Cost</b>	\$ 250.00
•Posters	\$ 200.00		
•Event collateral	\$ 200.00	<b>Total Annual Budget</b>	<b>\$5450.00</b>
•News Journal	\$1,000.00		
•Write & deploy press releases	HAA board		

## APPLICATION FOR DDA EVENT ASSISTANCE

Event: Cinematique Under The Stars

Event Contact: Stephanie Mason-Teague Phone #: (386) 871-7873 Email: masonteague@bellsouth.net

Proposed Event Date(s): First Friday of the Month  
March-October (8 Movies)

### Attach the following:

- Event Plan & Description
- Event Budget
- City Event Permit applied For

### Evaluation Criteria

1. **Event Benefits Downtown:** Explain how the proposed event will benefit Downtown overall and directly benefit local retail merchants and restaurants.

Cinematique has a strong reputation for presenting culturally significant programs to the community. It is our goal to encourage current and future members to visit downtown Daytona Beach. We are committed to promoting all of the businesses along Beach Street in conjunction with Friday Night Movies Under the Stars.

2. **Event Production Ease and Ability:** Provide the history and background of the event and any past event experience of the producers. List other sponsors and sources of funds.

Cinematique has presented outdoor films for 6 seasons. Beginning at City Island Park, and the Band Shell. For 2012 we are partnering with the Friends of City Island Library.

3. **Broad Popularity:** Explain the target audience for the event. Will the event be open and free to the public?

The movies are free to the public. Each month will be tied to a book club/movie discussion. Some will feature classic films & books. In the summer family movies and books to encourage family participation as well as holiday themed books and movies (ex: Halloween).

4. **Coordination and Collaboration:** Explain how the event will be coordinated with Downtown businesses and the DBPA.

We would like to market Beach Street as a destination, and coordinate meals and marketing with restaurants and shops to encourage movie attendees to come and shop and dine before and after the movie.



*Award Winning Daytona Beach Film Festival*  
*www.dbff.org*

Officers

*Stephanie Mason-Teague*  
*President, COO*  
*president@cinematique.org*

*Amber Haug*  
*Vice president*

*David Karner*  
*Secretary*

*Michael Becker*  
*DBFF co-chair*

Board Members

*Davita Bonner*  
*Carrie Dibble*  
*John Estes*  
*Lois Fennelly*  
*Samuel Goldstein*  
*Alex Hausburg*  
*Elizabeth King*  
*Kathy Maloney-Johnson*  
*Marilyn Middendorf*  
*Tara O'Dwyer*  
*Jacqueline Peacock*  
*Teri Pruden*  
*Angelika Schlieper*  
*Reinhold Schlieper*  
*Marian Strong Tomblin*  
*Hillary Walker*

Theater Location

*242 S. Beach Street*  
*Daytona Beach, FL*  
*32114*  
*Box Office (386) 252-3118*

## Event Plan & Description:

### **Background Information:**

Born in 1991, Cinematique of Daytona, is a non-profit society with a mission to bring to Volusia and Flagler counties recently released foreign and art films which ordinarily would not be shown locally.

The goal of Cinematique and the Daytona Beach Film Festival (both not-for-profit organizations) is to provide the broadest spectrum of film experiences to residents and visitors. Screenings include an eclectic series of independent, foreign, documentary, and art films. Special discussion series, behind-the-scenes lectures, and outreach programs contribute to the goal of enhancing the film-viewing experience in fun and educational ways. Cinematique of Daytona strives to entertain, educate and enlighten our community through the enjoyment of the art of film.

### **Cinematique Regular Programming**

Presenting films six days per week in Downtown Daytona Beach. A Cinema Café offering daily matinee and evening shows enhanced by lunch and dinner selections as well as a large selection of concession items including beer and wine.

### **Cinematique Under The Stars**

FREE to the community outdoor film series presented monthly. New for 2012: Book & Movie discussion series with City Island Library.

### **The Daytona Beach Film Festival**

Annual event presenting films from around the world. The festival includes the best films made in Florida competition and a student film competition. The DBFF is presented in partnership with the Ft. Lauderdale International Film Festival, the longest running film festival in Florida.

*P.O. Box 1105, Daytona Beach, FL 32115*    [www.cinematique.org](http://www.cinematique.org)  
*Movie Phone (386) 252-3778*

**Cinematique Under The Stars:**

Cinematique has formed a partnership with City Island Library and the Friends of the Library to present 8 outdoor films as a book and movie discussion series. Culturally significant works of literature that have been made into films will be selected and shown once per month in River Front Park. Each film will have a book & movie discussion group following the showing to be held at City Island Library.

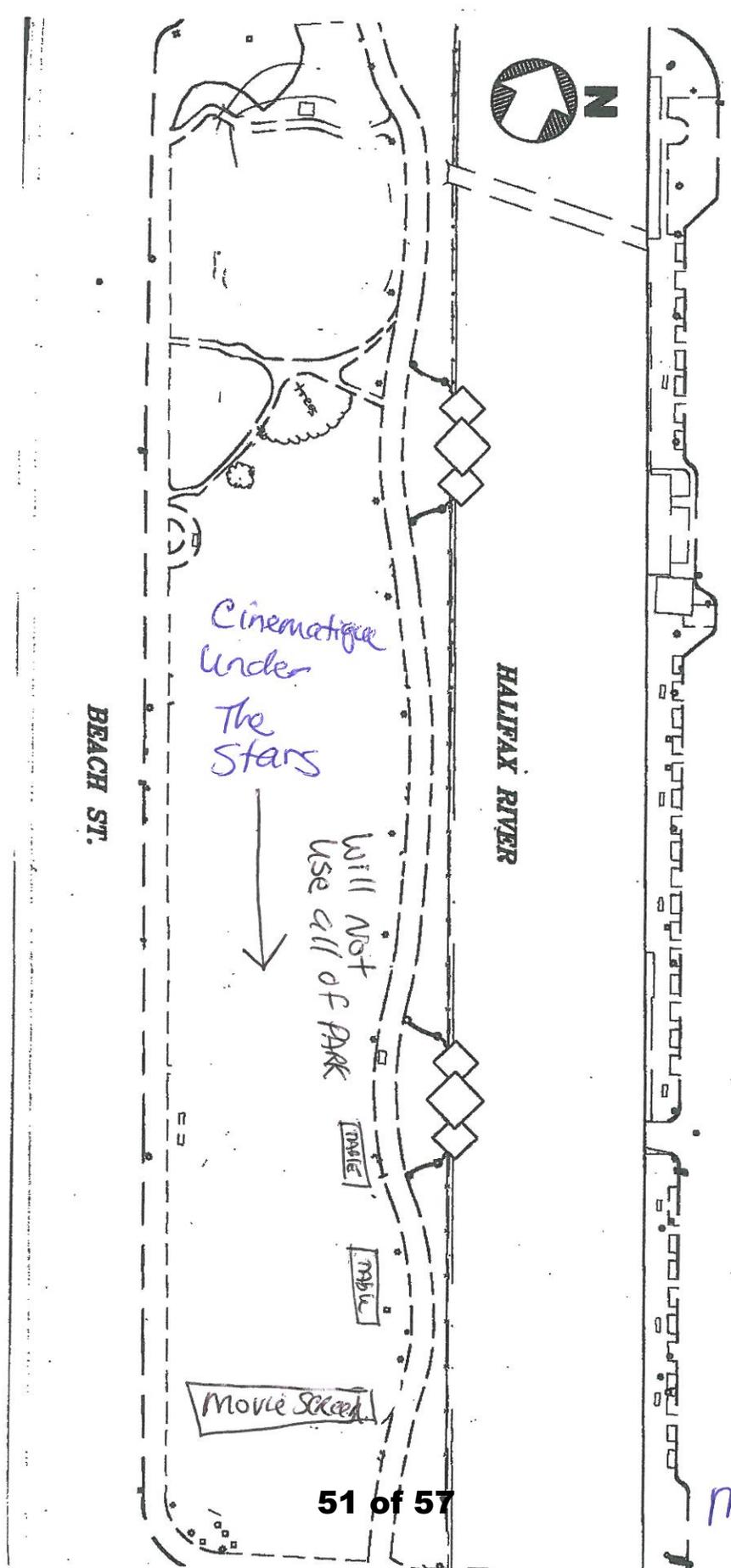
The purpose of the monthly event is to encourage the community to visit downtown Daytona Beach and the shops and restaurants; promotion of the Cinematique Theater and Daytona Beach Film Festival; promotion of City Island Library programs; to encourage literacy through the discussion series; to encourage the enjoyment of the art of film.

The monthly films are planned for the First Friday of each month March – October in the hopes of reinvigorating the “first Friday” theme to visit downtown. Local merchants and restaurants will be contacted and encouraged to participate with a special movie night coupon or offering. Beach Street Merchants will also be invited and encouraged to place information on a merchant’s table to be on the event site.

**Event Budget: (for 8 film series)**

Film Distribution Fees:	\$2,400.00
Equipment	\$2,936.00
City Fees	\$2,120.00
City Required Insurance Add.	\$ 200.00
Projectionist:	\$ 800.00
Discussion Facilitator	\$ 800.00
Projector Lamp	\$ 500.00
Posters	\$ 200.00
Flyers	\$ 135.00
News-Paper Advertisements	\$1,040.00
<hr/>	
TOTAL	\$10, 331.00

~~magnolia~~  
ISB



BEACH ST.

HALIFAX RIVER

Cinematique  
Under  
The  
Stars

Will NOT  
use all of PARK

TABLE

TABLE

Movie Screen

magnolia

~~ISB~~

**APPLICATION FOR DDA EVENT ASSISTANCE  
EVALUATION CHECKLIST**

Event: Cinematique Under the Stars

Event Contact: Stephanie Mason-Teague Phone #: (386) 871-7873 Email: masonteague@bellsouth.net

Proposed Event Date(s): First Friday of each month March-October (8 films)

**Submittal Information** (Attach the following:)

- Event Plan & Description
- Event Budget
- City Event Permit

**Evaluation**

1. Event Benefits Downtown [score] 1 2 3 4 5 x (wt) 40 Points: 120

Notes: Score of 1 the event has no direct benefit to downtown businesses and will have a negative impact on Downtown; Score of 5, the event will directly benefit retail and restaurant businesses and will greatly enhance the image of Downtown.

Notes: Event occurs at night, may not benefit all merchants; covers most target customer base

2. Event Production Ease and Ability [score] 1 2 3 4 5 (wt) 20 Points: 100

Notes: Score of 1 the event has not been produced in the past and the event coordinators have no prior experience with event production; Score of 5, the event is an ongoing Downtown event and is operated by experience managers, the event organizers will manage all event elements, the event leverages other funds.

Notes: Event has occurred in past years in other locations; new to Downtown

3. Broad Popularity [score] 1 2 3 4 5 x (wt) 30 Points: 150

Notes: Score of 1 the event has a narrow focus and may be offensive or dangerous; Score of 5, the event has broad popularity with target retail markets for Downtown and is open and free to the public.

Notes: Event covers most target customer base types for Downtown

4. Coordination and Collaboration [score] 1 2 3 4 5 x (wt) 10 Points: 40

Notes: Score of 1 the event has not been coordinated with the City or Downtown businesses; Score of 5, the event has a City Event Permit and is coordinated with Downtown Businesses and the DBPA.

Notes: Event permit has been submitted to City; coordinating with City staff; Library

Total Evaluation Points 410 (Max 500 points)

## APPLICATION FOR DDA EVENT ASSISTANCE

Event: BERNH STREET SHANROCK JAM

Event Contact: SCOT LAWSON Phone #: 386-299-1000 Email: VMCK'S TAVERN @ BellSouth.net

Proposed Event Date(s): MARCH 17<sup>th</sup> 2012

### Attach the following:

- Event Plan & Description
- Event Budget
- City Event Permit

### Evaluation Criteria

1. **Event Benefits Downtown:** Explain how the proposed event will benefit Downtown overall and directly benefit local retail merchants and restaurants.

THE EVENT ALLOWS US TO BRING ADDITIONAL FOOT  
TRAFFIC TO THE DOWNTOWN AREA AS WELL  
EXPOSE PEOPLE TO TRADITIONAL IRISH FOOD  
MUSIC AND DANCE

2. **Event Production Ease and Ability:** Provide the history and background of the event and any past event experience of the producers. List other sponsors and sources of funds.

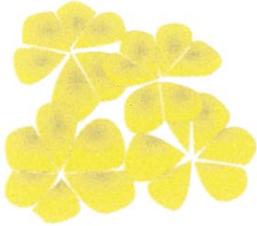
THIS IS OUR 6 YEAR DOING THE EVENT AND WE  
PRETTY MUCH HAVE IT DOWN, USALLY WE GET  
PARTIAL SPONSOR SHIPS FROM S.R. PRODUCE  
AS WELL AS COASTAL WINES

3. **Broad Popularity:** Explain the target audience for the event. Will the event be open and free to the public?

OUR TARGET AUDIENCE IS FAMILIES EARLIER IN THE DAY  
WITH THE FOOD AND MUSIC BRING THE DDAW AND THEN  
MOVING INTO THE PARTY GOERS AS THE NIGHT GOES ON

4. **Coordination and Collaboration:** Explain how the event will be coordinated with Downtown businesses and the DBPA.

IN THE PAST WE HAVE ALWAYS TRIED TO GET  
THE LOCAL BUSINESSES TO REMAIN OPEN OR DISPLAY  
THEIR PRODUCTS ON THE STREET



## ShamRock Event's Group

January, 10 2012

Dear Eva,

Well its that time again Eva, time for Paddy's day!

This year Saint Paddy's day falls on a Saturday and not just any Saturday but the final Saturday of bike week so we are expecting even lager crowds than last year. We have the permit for the street closing already approved with the one change that we had to agree to in order to secure the permit. We will have to close the street a little later at 5 instead of 3 so we will have alittle less time to set up but on the upside we will be able to keep the street later than last year.

The permit cost looks to be \$2400 to \$2600 and with S.R Perrotts sponsorship again this year this will again ensure that their products have excusive rights in the permit area as well as mention in the radio and print adds for the event .

### Entertainment:

This year for the event we will be setting up a band stage in the street to the south of the tavern facing north. The band will be a 5 member traditional Irish ensemble with a possibility of Irish Dancers again this year.

### Cost Break Down

Band \$1800.00

Sound \$300

Stage/Lights \$450

### Products to be served

Once again we will be serving green beer on top of our normal selection to include Guinness, Hard, Smithwicks, and Miller/Coors Products. Due to what we are thinking is going to be increased traffic because of Bike Week we are thinking we will need about 20 to 25 kegs of green beer, about 20 kegs of Guinness as well as the additional beers. I know we don't know yet which beer will be used as the green beer this year but I am pretty sure we wont need any green mugs ordered due to left overs from last year.

We would like to reserve use of the tap trailer for the event as well as 4 rolling beer tubs and 1 jockey box for drafts. I know there will be a big demand for resources over Bikeweek so I am hoping to figure out what is possible and not well before the date so I can make arrangements.

### **Charity**

Once again we will be holding our charity event for Saint Baldricks. As you know this organization benefits children's cancer research. This will be our fourth year holding a head shaving event and our hoping for an even better turn out due to Bike Week.

Thank you

Scot Lawson

**APPLICATION FOR DDA EVENT ASSISTANCE  
EVALUATION CHECKLIST**

Event: ShamRock Jam

Event Contact: Scott Lawson Phone #: 386-277-1000 Email: \_\_\_\_\_

Proposed Event Date(s): 3/17/2012

**Submittal Information** (Attach the following:)

- Event Plan & Description
- Event Budget
- City Event Permit

**Evaluation**

1. Event Benefits Downtown [score] 1 2 **3** 4 5 x (wt) 40 Points: 120

Notes: Score of 1 the event has no direct benefit to downtown businesses and will have a negative impact on Downtown; Score of 5, the event will directly benefit retail and restaurant businesses and will greatly enhance the image of Downtown.

Notes: Event will benefit restaurants more than retail; event occurs in the evening

2. Event Production Ease and Ability [score] 1 2 3 4 **5** x (wt) 20 Points: 100

Notes: Score of 1 the event has not been produced in the past and the event coordinators have no prior experience with event production; Score of 5, the event is an ongoing Downtown event and is operated by experience managers, the event organizers will manage all event elements, the event leverages other funds.

Notes: Event has occurred in the past and will obtain sponsorship to offset event costs

3. Broad Popularity [score] 1 2 **3** 4 5 x (wt) 30 Points: 90

Notes: Score of 1 the event has a narrow focus and may be offensive or dangerous; Score of 5, the event has broad popularity with target retail markets for Downtown and is open and free to the public.

Notes: Event targets a couple of the Downtown target Markets

4. Coordination and Collaboration [score] 1 2 3 4 **5** x (wt) 10 Points: 50

Notes: Score of 1 the event has not been coordinated with the City or Downtown businesses; Score of 5, the event has a City Event Permit and is coordinated with Downtown Businesses and the DBPA.

Notes: Permit has been issued

Total Evaluation Points 360 (Max 500 points)

## APPLICATION FOR DDA EVENT ASSISTANCE

Event: BEACH STREET BBQ

Event Contact: SCOT A LAWSON Phone #: (386) 299-1000 Email: SHAMROCKEVENTS LLC.P@GMAIL.COM

Proposed Event Date(s): TBD

### Attach the following:

- Event Plan & Description
- Event Budget
- City Event Permit

### Evaluation Criteria

1. **Event Benefits Downtown:** Explain how the proposed event will benefit Downtown overall and directly benefit local retail merchants and restaurants.

WE FEEL THIS COULD BE A GREAT EVENT. WITH DRAWING  
IN OTHER AREA RESTAURANTS AS WELL AS BBQ  
LOVERS WITH A BEST BBQ COMPETITION AS WELL  
AS LIVE MUSIC AND FAMILY FRIENDLY EVENTS

2. **Event Production Ease and Ability:** Provide the history and background of the event and any past event experience of the producers. List other sponsors and sources of funds.

THIS WOULD BE OUR FIRST YEAR DOING THE EVENT

3. **Broad Popularity:** Explain the target audience for the event. Will the event be open and free to the public?

THIS WOULD BE A FAMILY DRIVEN EVENT TARGETED AT  
ALL AGE GROUPS

4. **Coordination and Collaboration:** Explain how the event will be coordinated with Downtown businesses and the DBPA.