



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, May 15, 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.

PLEASE NOTE MEETING DATE CHANGE

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes: April 24, 2012**
4. **2011/12 Budget Status**
5. **Preliminary FY 2012/13 Budget**
6. **USDA Farmers' Market Grant Submission**
7. **Gold & Associates Contract: Phase II**
8. **Riverfront Shops of Daytona Beach Campaign Launch & Funding**
9. **Downtown Event Support Criteria**
10. **Public Comments**
11. **Board Comments**
12. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, April 24, 2012**

A meeting of the Downtown Development Authority was held Tuesday, April 24, 2012, at 8:00 a.m. in Conference Room 149B of 301 S. Ridgewood Avenue, Daytona Beach, FL. The following people were present:

Board Members

Mr. Robert Abraham, Chairman
Ms. Sheryl Cook (arrived at 8:20 a.m.)
Ms. Stacey Lipton
Mr. Joseph H. Hopkins

Board Members Absent

Ms. Kelly White

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Bob Jagger, Deputy City Attorney
Ms. Jeanne Tolley, Redevelopment Technician
Mr. Reed Berger, Redevelopment Director
Ms. Becky Groom, Recording Secretary

1. Call to Order

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

2. Roll Call

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

3. January 24, 2012 Meeting: Item 7 – Funding Approval: Valentine’s Day Promotions – Revocation of second and vote by Joe Hopkins

Mr. Abraham stated that at the January meeting, Mr. Hopkins had declared a conflict of interest but had seconded a motion which he could not do because of his conflict. Mr. Hopkins withdrew his second to the motion. Ms. Lipton made a motion to revoke Mr. Hopkins’ second regarding the Funding Approval for the Valentine’s Day promotions and to have the minutes corrected accordingly. The motion was approved with Mr. Hopkins abstaining from the vote (3-0).

4. **Approval of Minutes: March 27, 2010**

Mr. Hopkins made a motion to approve the March 27, 2012 minutes. Ms. Lipton seconded the motion and it was approved unanimously (3-0).

5. **Quarterly Budget Report**

Mr. Jeffries presented the quarterly budget report, a copy of which is hereto attached and made part of the record and reviewed DDA expenses as well as the Farmers' Market expenses.

6. **Farmers' Market Update**

Mr. Jeffries stated that he had been at the Farmers' Market and the issue regarding the tents on the sidewalks had been resolved. Everything was set up in the licensed area.

Mr. Abraham asked if Mr. Jeffries was receiving the record as requested.

Mr. Jeffries stated no.

Mr. Abraham stated that he had a phone conversation with Cheryl Kelley and she said she was doing what she can to manage the market considering it was not a full-time job. He stated it was currently a very positive situation, and he thought it was going well.

Ms. Lipton stated that Ms. Kelley had a concern that there may not be commitments for the market during the summer.

Mr. Jeffries stated that it was expected that participation would drop during the summer. He stated that it would be difficult to project the revenue for the summer.

Mr. Jeffries stated that Ms. Kelley notified him last week that the Department of Agriculture grant had opened up and she was working on the grant submission which was due on the date of the next DDA meeting. He stated that the DDA was the application so he thought the submission should be shown to the Board prior to submittal which may mean a special meeting.

Mr. Hopkins asked about the tent being set up and signage for information.

Mr. Jeffries responded that would be part of the equipment budget. He referred to Page 22 for an illustrative banner that could be incorporated into the banner signage for the tent.

Mr. Hopkins stated he did not see the connection between the logo and a sign that says information.

Mr. Abraham stated that they had not received input from Ms. Kelley regarding the logo.

Ms. Lipton asked if Ms. Kelley had seen the logo.

Mr. Jeffries referred to an email from Ms. Kelley on page 19 of the Board packet indicating she did not like the logo. He stated that he had shown the logo around City Hall and he had received positive response. He stated that banners had been purchased with the logo.

Mr. Abraham stated Ms. Kelley said in her email was that she was blindsided by the Board approving a logo.

Ms. Lipton asked what else was left to be done.

Mr. Jeffries stated that the logo would be used at the management booth and on shopping bags.

Ms. Lipton suggested giving Ms. Kelley a time frame so it would be done in a timely manner.

Mr. Abraham asked if there was an urgency.

Mr. Jeffries stated there was no urgency, but he wanted to get the banners out.

Mr. Hopkins stated that it was the second meeting Ms. Kelley has not attended and he felt they needed to proceed.

Ms. Cook stated that she had been to the Farmers' Market there was nothing at the management tent except Ms. Kelley's truck and the bag of money. She stated there were no portable signs to indicate it was a management tent or to ask questions.

Mr. Berger stated he felt there should be volunteers manning the station at all times. He stated there should be identification and money should not be left unattended.

Mr. Abraham stated that the consensus of the Board was that a sign was needed and asked who would be ordering it.

Mr. Jeffries stated that the City could purchase the sign using a purchase order.

Board Action

Mr. Hopkins made a motion to authorize the acquisition and installation of the sign for the Farmers' Market. Ms. Lipton seconded the motion and it was approved unanimously (4-0).

7. Marketing Tactical Plan

Mr. Abraham explained that the DDA meetings were informal; however, public input would be permitted only after the presentation and comments would be directed to the Board. After the presentation, there would be Board discussion then public input would be requested.

Mr. Jeffries stated that the Marketing Plan had been emailed to the Board and was provided in the packet.

Mr. Keith Gold, Gold & Associates, presented the Marketing Plan, a copy of which is hereto attached and made part of the record. He stated the process had been started with the questionnaire that had been developed. He then met with the merchants. He went through over 60 information sources in developing the plan. An on-line survey was conducted of past and present guests as well as receiving the stake holders' thoughts. The survey was third party and impartial and several hundred responses were received. The responders were frequent visitors who visit 4+ times per year, 2/3 of which were women, and the majority were baby boomers (age 46-64). Over 80% of the constituency was over age 46. Most visitors were from throughout Volusia County and spent about \$40 per day, most on dining.

Mr. Gold explained the secondary market was within a 50 mile radius. He stated that 43,000,000 came to Orlando each year with 20 colleges close by and those groups should be invited to the area. The adult communities as well as persons at the 16 military bases and 250,000 veterans also needed to be invited.

Mr. Gold stated 82% of the respondents said they were very likely to return. They liked the waterfront environment and dining but shopping was down the list. Dislikes are parking, hours, and safety. The older population asked that parking be easier. Safety also tended to be demographical and the older population found it an issue. Hours were noted as an issue, and they would like to see businesses open later in the evening.

Mr. Gold stated competition for the area were the chains, Volusia Mall, and the Pavilion at Port Orange.

Mr. Gold discussed the USP and asked as part of the survey what phrases appealed. The water was something that responders found as unique and the name that was preferred by responders was Riverfront Shops of Daytona Beach.

The second choice was Riverfront Shops of Daytona. All top choices had something to do with water and 78% of votes had Riverfront in it.

Mr. Gold stated that the theme line Coastal Charm, Downtown Dazzle was voted higher than all others. He stated that the URL should be memorable and relate to the name.

Mr. Gold stated that a photographic approach was used to find out what people liked the most. The design with a large photo of a walkway with trees was preferred.

Mr. Gold stated that a logo would need to be developed for the Riverfront.

Mr. Gold discussed media habits and stated an effective website would be required. TV advertising was ranked as the number 1 means for receiving information; public relations was the second group; social media was next; the least used was radio, print ads, and collateral material.

The tactical plan was reviewed. The budget for May, 2012, to September 2012 was \$22,000; and the budget for October 1 to September 2013 was \$78,000. The budget for the remainder of the year was presented with the following recommendations:

Ads would be included for Festivals/events; newspapers and magazines; Brighthouse; and Facebook and other on-line social marketing. Loyalty cards with merchants were important; rack brochures should be at all hospitality venues in the area.

Mr. Gold noted that most people visiting the area were return visitors to Daytona Cubs games and to the Farmers' Market. He stated that we should be communicating regularly with the merchants and visitors via email with a newsletter. He stated that some dollars that had been allocated should go for a photo shoot to use in advertising.

Ms. Cook asked about the photo shoot. She asked if the photos would be of events or general photos.

Mr. Gold stated that events should be photographed with images posted prior to the next event. He recommended that the focus be on the environments, which was what would keep people coming back.

Mr. Gold suggested the web site have a banner that would move and rotate images. The site was programmed and copy had been written.

Mr. Jeffries stated that the copy had not been distributed to the Board.

Mr. Abraham asked Mr. Jeffries to describe the process in exposing the marketing plan to the merchants.

Mr. Jeffries stated that the merchants had received the marketing plan and a meeting would be set within a week or two with the merchants. There will be a similar-type presentation to the merchants but he wanted to get the Board's feedback on the plan prior to meeting with the merchants.

Mr. Jeffries stated that the Board had 2 options:

1. The Board could approve the plan, including the name and the general advertising theme, or
2. Staff could talk with the merchants, get their feedback, and present their comments to the Board at their next meeting.

Mr. Jeffries stated that Mr. Gold would need authorization from the Board prior to proceeding. At the May meeting, the Board would be reviewing the 2013 budget.

Mr. Abraham stated that he felt it would make more sense to wait until after the merchants meeting to approve the plan.

Mr. Jeffries stated that it was the Board's discretion but further stated that he was comfortable with the plan.

Mr. Abraham asked if the plan was approved that day, if they were committing to a budget.

Mr. Jeffries stated that the budget would be scheduled to be approved at the May Meeting. He stated the Board could allocate photo shoot expenses.

Mr. Berger asked if there was an urgency in Board approving the plan.

Mr. Abraham stated they could wait for merchant approval but approve expenses.

Ms. Lipton stated that she was anxious to move forward.

Board Motion

Ms. Lipton made a motion to approve the plan. Ms. Cook seconded the motion.

Ms. Cook asked about the expenses.

Mr. Jeffries stated that there was about \$18,000 left in the budget and only half of the fee had been paid to Gold. \$10,000 for Main Street Program had not been allocated; and \$3,000 for the Farmers' Market had surplus to date.

Ms. Lipton asked if there were outstanding event costs.

Mr. Jeffries stated that they had been billed for everything.

Chairman Abraham asked what was available for the plan.

Mr. Jeffries stated that there was \$10,000 for Main Street that was not committed and \$3,000 left in events. Another \$5,000 could be added from start-up costs for the Farmers' Market. Mr. Jeffries stated that they could sell spaces on the website and those funds would be available.

Ms. Lipton stated that she thought there would be about 20 participants.

Ms. Cook asked when the meeting would be held with the merchants.

Mr. Jeffries said that he would try to get it scheduled for the following week.

Ms. Cook asked how soon they would go live with the website.

Mr. Gold stated that they could start the web site with the photos they had and use local photographers to take photos. He stated he would donate time to see that the project moved forward. They had already programmed the site and would use photos they had available and the site would be live in about 3 weeks.

Ms. Lipton asked who would collect money from the merchants for ads.

Mr. Jeffries stated that the DDA would collect the funds.

Ms. Lipton stated that some were ready to advertise.

Ms. Cook asked the cost for advertising.

Mr. Gold stated he was not sure yet.

Ms. Cook asked if they could develop a fee for the next four months and then yearly after that.

Ms. Lipton stated she agreed with Ms. Cook.

Mr. Jeffries stated that the costs were based on a one-time cost and details would be worked out for expanded options.

Ms. Lipton stated that people start selling their products in September. The merchants would want to know up front what it would cost.

Mr. Jeffries stated that he would like to talk with the merchants and then come back to the Board with a schedule.

Board Action

The motion was approved unanimously (4-0).

8. Downtown Daytona Beach Website

Mr. Abraham asked about the expenditures for photography.

Mr. Jeffries stated that the Board could approve a certain amount for photographs and web hosting and \$5,000 would cover those expenses.

Ms. Lipton asked if money for photography and funding for commercials would be for next year.

Mr. Gold stated that the stills could be used for TV production and he would like to purchase I contacts which was \$120 per month for about 15,000 contacts. He would start with a press release and newsletter e-blasts. There would be about \$150 per month for expenses and the photo shoot would be bid out.

Mr. Jeffries stated that the Board would authorize enough to get the project moving and he needed authorization from the Board.

Board Motion

Ms. Cook made a motion to authorize expenses not to exceed \$5,000 for photos, I contact and URL. Ms. Lipton seconded the motion.

Mr. Hopkins asked if the \$5,000 was from the \$18,000 available budget.

Mr. Abraham stated that the Board needed to understand what funds were available for the remainder of the fiscal year.

Ms. Cook stated that the Board had approved the main expenditures already for this year and June and July were slower periods. She further stated that they should get the web site going and there were people who would want to get on the web site.

Mr Hopkins asked if the costs for the photo shoot would be presented at the next meeting.

Mr. Gold stated that he wanted to make sure the photos that were taken were owned by the Board and that they were the Board's assets. He stated that if he had a number to start with, he could move forward.

Ms. Cook asked about using the photo school at Daytona State College.

Mr. Gold stated that he would reach out to them but noted they were students, not professionals.

Mr. Abraham stated that if they used \$5,000, they are making a choice that the money they were using was important and would mean that they may not be able to do other things.

Mr. Hopkins stated that he was in support of the plan and ready to move but was cautious.

Board Action

The motion was unanimously (4-0).

Ms. Cook discussed domain names.

Mr. Gold stated that the cost would be about \$100 per year, with each name costing about \$6 to \$8 per year.

Mr. Abraham noted that if they did not buy the names, someone else would.

Mr. Gold stated that they only needed about 6 domain names.

Mr. Abraham stated they had authorized the expenditure.

Mr. Gold asked that he be authorized to try to negotiate to get as many as possible.

Mr. Hopkins noted that local residents used Daytona and visitors used Daytona Beach.

Mr. Abraham noted that Daytona had a lot of brand recognition, noting that it was Daytona International Speedway, not Daytona Beach International Speedway.

Ms. Lipton asked if they could authorize Mr. Gold to acquire 10 sites and let him decide.

Mr. Gold stated they could be included with the authorization that was previously approved.

Mr. Abraham stated he would not take out Shops at Daytona Beach and he was ok with doing all of them.

Ms. Cook stated that she felt Riverfront was very important.

Ms. Lipton stated that Rivertfront, Daytona and shopping were key words.

Mr. Gold stated that he would take out Downtown Daytona Riverfront and he liked the ones that lead with Riverfront.

Mr. Abraham stated that Mr. Gold could negotiate the volume discount and asked if the Board was okay with letting Mr. Gold do that.

The Board agreed.

9. Staff Update

Mr. Jeffries presented the staff report, a copy of which is hereto attached and made part of the record. He stated the Redevelopment Board would be reviewing the proposed Assisted Living Facility.

Ms. Lipton asked if it would be tax exempt.

Mr. Jeffries stated no, it would not be tax exempt and would increase the tax base. He stated there was a Downtown brochure being developed to go to the merchants and the Riverfront logo would be incorporated. He stated they would be out within two weeks.

10. Public Comments

Ms. Janet Kersey of Daytona Harley Davidson addressed the Board. She stated their building on Beach Street had been converted to a museum and Daytona Harley Davidson would like to be involved in the Downtown redevelopment; however, the boundary on the map did not include Daytona Harley Davidson. She stated the boundary line was past the post office. She stated there were many businesses north on Beach Street that were open throughout the year and she asked that the line be extended to Fairview Avenue so those businesses could be involved in marketing the Downtown area.

Mr. Abraham asked Mr. Gold to contact Ms. Kersey regarding her concerns.

Mr. John Nicholson, 413 Grandview Avenue, asked about the Downtown boundaries. He stated that he would like the Board to consider placing the Riverboat that was being considered by New Smyrna Beach to be located in Downtown Daytona Beach.

Mr. Buddy Budiansky, 120 S. Palmetto, spoke stated his business was located in the Downtown area. He stated that he knew nothing about the redevelopment and the survey and was concerned that he and others were not getting information. He

stated that he had been involved in the DBPA and was a stake holder but he was concerned that he did not know about the report and study.

Ms. Lipton stated that there was not a merchants group and asked that he help in starting one.

Ms. Cook stated that she had heard nothing from the group with which Mr. Budiansky was previously involved.

Mr. Jeffries stated that he would go through his contacts to make sure property owners were on the list.

Mr. Scott Chesley, 140 S. Beach Street, talked about creating a Main Street program. He said the DDA was created in the 1970's to grow the area and he was willing to work to get it developed. He stated a merchant group needed to be developed.

Mr. Abraham stated that there was no reason why a merchant group could not work with the DDA but it was not the Board's function to develop a merchant group.

Ms. Lipton asked how the Riverfront area would be identified.

Mr. Jeffries stated that they needed to reinforce the Riverfront Master Plan.

Ms. Cook stated that there should be banners identifying the area.

Mr. Jeffries stated that since the logo had been developed, banners could be placed on the poles located in the Downtown area.

11. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 11:07 a.m.

Robert Abraham, Chairman

Rebecca Groom
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: May 10, 2012

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Budget Status

The following is the DDA financial report with expenditures through May 10, 2012.

BUDGET STATUS

GENERAL ACTIVITIES

Line Item	Appropriation	Spent to Date As of 5/10/11	Total Projected Expenses	Projected Balance
Staff (Contract Services)	\$ 1,000	\$ 429.70	\$ 1,234.70	\$ (234.70)
Office Supplies	\$ 250	\$ 32.77	\$ 82.77	\$ 167.23
Care and Subsistence	\$ 400	\$ 213.76	\$ 381.76	\$ 18.24
Professional Memberships	\$ 600	\$ 595.00	\$ 595.00	\$ 5.00
Downtown Marketing ²	\$ 50,250	\$ 33,348.20	\$ 56,314.20	\$ (6,064.20)
Downtown Events	\$ 32,500	\$ 16,690.60	\$ 27,524.60	\$ 4,975.40
Downtown Holidays	\$ 20,000	\$ 19,332.00	\$ 19,332.00	\$ 668.00
Main Street Program ^{1,2}	\$ 10,000	\$ -	\$ -	\$ 10,000.00
Total	\$ 115,000	\$ 70,642.03	\$ 105,465.03	\$ 9,534.97

Notes:

1. On December 13, 2011, the Authority approved a transfer of \$5,000 from Main Street Program line item to Farmers' Market Activities.
2. On February 16, 2012, the Authority approved a transfer of \$7,500 from Main Street Program line item to Downtown Marketing.

Farmers' Market Activities

Revenues	Projection	Received to Date As of 5/1/12	Total Projected Revenue
Vendor Revenue	\$ 18,750	\$ 9,643.00	\$ 19,443.00
Market Booth Sales	\$ 900	\$ -	\$ -
Total	\$ 19,650	\$ 9,643.00	\$ 19,443.00

Expenses	Appropriation	Spent to Date As of 5/10/12	Total Projected Expenses	Balance
Market Manager	\$ 8,440	\$ 3,293.10	\$ 9,349.35	\$ (909.35)
Office Supplies	\$ 300	\$ 51.82	\$ 201.82	\$ 98.18
Liability Insurance	\$ 1,265	\$ 1,260.85	\$ 1,260.85	\$ 4.15
City Fees	\$ 1,000	\$ 1,000.00	\$ 1,000.00	\$ -
Marketing	\$ 8,895	\$ 557.88	\$ 5,057.88	\$ 3,837.12
Market Events	\$ 2,000	\$ -	\$ -	\$ 2,000.00
Booth Merchandise	\$ 750	\$ -	\$ -	\$ 750.00
Equipment	\$ 2,000	\$ 344.88	\$ 1,094.88	\$ 905.12
Total	\$ 24,650	\$ 6,508.53	\$ 17,964.78	\$ 6,685.22

Profit/Loss \$ **(5,000)** \$ **3,134.47** \$ **1,478.22**

Notes:

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

To fund the launch of the Riverfront Shops of Daytona Beach branding campaign, the following budget transfers are proposed:

From:

- Downtown Events Line Item: \$4,950 (New Appropriation: \$27,550)
- Downtown Holidays Line Item: \$650 (New Appropriation: \$19,350)
- Main Street Program Line Item: \$10,000 (New Appropriation: \$ -0-)
- Farmers' Market Marketing: \$3,000 (New Appropriation: \$5,895)
- Farmers' Market Events: \$2,000 (New Appropriation: \$ -0-)
- Farmers' Market Booth Merchandise: \$ 500 (New Appropriation: \$ 250)
- Farmers' Market Events: \$ 500 (New Appropriation: \$ 1,500)

To:

- Downtown Marketing Line Item: \$20,600 (New Appropriation: \$70,850)
- Farmers' Market Manager: \$1,000 (New Appropriation: \$9,440)

If the budget transfers are approved, \$14,500 will be available to fund the "Riverfront Shops of Daytona Beach" marketing campaign through September 30.



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DAYTONA BEACH, FLORIDA 32115-2451
PHONE (386) 671-8180
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MEMORANDUM

DATE: May 10, 2012

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Preliminary FY 2012/13 Budget

Attached is the preliminary FY2012/13 DDA Budget. The information is being provided to begin the discussions about next year's budget. Action is not required by the DDA on the preliminary budget at the May meeting. At this time, staff is requesting feedback on the proposed funding levels. There will be opportunities to revise the budget based on the feedback and approve the budget at the June meeting.

Included in the budget is the concept to generate revenue through a merchant co-op program. Staff is still gauging the interest of the Beach Street merchants regarding the program and will present more details at the meeting.

PROPOSED DDA 2012/13 BUDGET

	Approved 2009/10 Budget	Approved 2010/11 Budget	Approved 2011/12 Budget	Proposed 2012/13 Budget
GENERAL DOWNTOWN PROMOTION				
REVENUE				
Ad Valorem Taxes	136,805	117,731	101,300	96,235
Merchant Co-op Program	-	-	-	64,700
Interest	2,000	1,000	200	100
Appropriation of Fund Balance	25,031	28,769	13,500	9,315
Total Revenue	\$ 163,836	\$ 147,500	\$ 115,000	\$ 170,350
EXPENDITURES				
Contract Services	3,969	500	1,000	1,000
Office Supplies	250	250	250	100
Travel	1,500	-	-	-
Care and Subsistence	2,517	400	400	400
Professional Memberships	600	600	600	600
Projects	45,000	7,000	-	-
Downtown Marketing	29,100	34,250	50,250	70,000
Co-op Marketing	-	-	-	51,500
Downtown Events	-	54,500	32,500	20,000
Downtown Holidays	-	22,500	20,000	8,750
Professional Fees	-	-	-	18,000
Main Street Program	53,900	27,500	10,000	-
Main Street Office	27,000	-	-	-
Total Expenditures	\$ 163,836	\$ 147,500	\$ 115,000	\$ 170,350
GENERAL FUND BALANCE				
Unreserved Fund Balance	\$ 99,745	\$ 74,714	\$ 45,945	\$ 27,445
Appropriation	\$ 25,031	\$ 28,769	\$ 13,500	\$ 9,315
Ending Fund Balance	\$ 74,714	\$ 45,945	\$ 27,445	\$ 18,130
% of Ad Valorem Revenue	46%	31%	24%	19%
FARMERS' MARKET OPERATIONS				
MARKET REVENUE				
Vendor Revenue	-	-	18,750	28,800
Market Booth Sales	-	-	900	1,200
Total Revenue	\$ -	\$ -	\$ 19,650	\$ 30,000
MARKET EXPENDITURES				
Market Manager	-	-	8,440	12,960
Manager Supplies	-	-	300	250
Marketing	-	-	8,895	11,775
Market Events	-	-	2,000	1,000
Insurance	-	-	1,265	1,265
Equipment	-	-	2,000	250
Booth Merchandise	-	-	750	1,000
City Fees	-	-	1,000	1,500
Total Expenditures	\$ -	\$ -	\$ 24,650	\$ 30,000

Farmers' Market Promotion Program (FMPP) – 20____

PROJECT PROPOSAL NARRATIVE FORM AND INSTRUCTIONS

AMS strongly recommends reading the form instructions (below) and FMPP Guidelines before completing this form. A project proposal narrative, using this form, is mandatory. Insert information below; Sections 6-17 can be expanded, allowing the applicant to include as many lines of text as needed.

1. Project Title:

EBT at the Downtown Daytona Beach Farmer's Market

2. Organization Name:

Downtown Development Authority

Mailing Address:

PO Box 2451

City:

Daytona Beach

State:

FL

Zip Code:

32115-2451

E-mail:

jeffriesj@codb.us

Phone:

386-671-8183

Fax:

386-671-3318

3. Primary Project Manager Name:

Cheryl Kelley

Mailing Address:

76 Banyan Dr

City:

Ormond Beach

State:

FL

Zip Code:

32176

E-mail:

cherylakelley@yahoo.com

Phone:

571-232-6807

Fax:

4. Requested FMPP Funding:

\$49,000

Matching Funds (not required):

\$

5. EBT, Equipment, Supplies, and Promotional Projects:

EBT Projects:

- Does the proposal include an EBT component? Yes No
- Does the proposal include a **new** EBT project? Yes No
- Does the proposal include an **existing** EBT project? Yes No
- Does the proposal also include *other* (non-EBT related) activities? Yes No

Non-EBT Projects:

- Are there components in the proposal that include the purchase of equipment, supplies, and/or promotional items or services? Yes No

6. Entity Type and Eligibility Statement:

- | | | |
|---|--|--|
| <input type="checkbox"/> Agricultural cooperative | <input type="checkbox"/> Tribal government | <input type="checkbox"/> Public benefit corporation |
| <input type="checkbox"/> Producer network | <input type="checkbox"/> Nonprofit corporation | <input type="checkbox"/> Regional farmers market authority |
| <input type="checkbox"/> Producer association | <input checked="" type="checkbox"/> Economic development corporation | <input type="checkbox"/> Local government |
| <input type="checkbox"/> Other: _____ | | |

Eligibility Statement:

The City of Daytona Beach's Farmer's Market is the longest continually Farmer's Market in Florida. It operates in the heart of a FOOD DESERT and provides residents with healthy economical foods. It is operated by the City's Downtown Development Authority (DDA), a redevelopment organization.

7. **Executive Summary** (200 words or fewer): **This project would implement EBT acceptance at the Daytona Beach year-round Farmer's Market – located in the heart of a Department of Agriculture identified FOOD DESERT.** More than one of out every six Volusia County residents got government help buying food in March of 2011 (News Journal). The ability to accept SNAP benefits at the Farmer's Market will greatly increase the buying power of the benefits and ensure the citizens of Daytona Beach have healthy food alternatives to purchase. It will also increase the profitability of local farmers and help us attract new Farmer's to sell at the Market. After obtaining the grant, the Market will be able to purchase infrastructure (electrical supply) necessary to run ebt equipment at the site location, purchase ebt equipment, train the market manager on managing the ebt program, and market the new ebt acceptance to local residents living in the food desert. Acceptance of EBT at the Market should occur within three months of the receipt of the Grant.

8. **Goals of the Project:** 1. Ensure the citizens of Daytona Beach have healthy food alternatives to purchase with SNAP benefits. 2. Increase the profitability of local farmers 3. Attract new Farmer's to sell at the Market.

9. Background Statement:

No major grocery stores or supermarkets are located in or near the Midtown or the Historic sections of Daytona Beach. The mostly Black residents who live in the area who want to go to a Publix, Winn Dixie or Albertsons have to drive for miles, go across a bridge or travel to a neighboring city to take advantage of healthier food choices and discounts.

"Adults living in neighborhoods with no supermarkets and access to only convenience stores, smaller grocery stores or both had the highest rates of obesity and overweight," said Suzanne Grubbs, environmental specialist for the Volusia County Health Department.

Speaking before the Midtown Redevelopment Area Board, Grubbs said, "The Midtown community within the central city of Daytona Beach is defined by the Economic Research Service and U.S. Department of Agriculture as a "food desert."

Food deserts are low-income communities, often communities of color, without ready access to healthy and affordable food.

"Access to healthy food is a challenge for many Americans, particularly those living in low-income neighborhoods."

Inequitable access to healthy food is a major contributor to health disparities for conditions such as obesity, diabetes and heart disease, according to the Centers for Disease Control and Prevention.

This proposal to gain funding for EBT Acceptance at the local Farmer's Market and to Market the new acceptance to residents in mid-town and the historic district is an important part of the City's overall plan to improve access to healthy food for its most underserved citizens.

The Downtown Daytona Beach Farmer's Market has operated continually, year-round for more than fifty years! Recently, the management of the Market was taken over by the City of Daytona's Downtown Development Authority (DDA), and \$5,000 of City funds was invested into efforts to revitalize the Market. The investment paid off! The Market has been growing and now boasts more than 20 vendors, and between one thousand and three thousand customers every Saturday. With stable management, and an easy-to-access location in the heart of the food desert, the Farmer's Market is an ideal way to provide access to healthy foods to the residents of Daytona. Accepting EBT and SNAP at the market will allow the market to serve the residents who are receiving food assistance.

Summary. Despite proximity to some of America's most productive fruit and vegetable farms, the Daytona Beach Region is a food desert, as defined and identified by the US Department of Agriculture. The Daytona Beach/Volusia County region of Florida is one of the poorest in the Sunshine State. Almost 20,000 children are living in poverty in our County. Almost 3,000 of our births in the Daytona Beach region last year were to mothers who are WIC eligible. Our economically disadvantaged children suffer some of the poorest nutritional health in the United States. In this region, with a large part of our population receiving SNAP benefits, we have no grocery store in Downtown, and we lack the funds necessary to begin accepting SNAP benefits at our long-running farmer's market. Therefore, many of our low-income citizens are forced to redeem SNAP benefits at convenience stores and drug-stores, where they pay a premium for groceries, and where the supply of fresh and healthy food is severely limited. Our first priority is to obtain funding to allow us to centrally administer an EBT payment system at our farmer's market.

The Saturday Farmers Market in Downtown Daytona Beach, FL. We currently serve approximately 2,500 Daytona Beach area residents and visitors every Saturday via our 50-year old "Saturday Farmers Market." The Market is located in Downtown Daytona Beach along the beautiful banks of the Halifax River. We utilize the city-owned parking lot of the local Daytona Beach Cubs minor league professional baseball team to host 20-30 vendors each week. Over 80% of our vendors sell produce or whole foods. We also feature local beekeepers, bakers, canners of jams and jellies, etc. Because Downtown Daytona has no grocery store, we allow one vendor to sell packaged grocery items, such as pastas and cereals.

Despite operating a long-standing successful farmer's market, severe lack of a marketing budget leaves many residents without awareness of the market's presence. A large percentage of our population receives SNAP benefits, but the market is currently not equipped to accept any EBT payments. This makes the market inaccessible to the very segment of the population that could most benefit from the low prices and wide variety of fresh produce we have; and, because downtown Daytona has no large grocery store within a five mile radius, many low-income residents use their SNAP benefits at drug store or convenience stores, where they pay a premium for less-healthy and less fresh grocery alternatives.

According to the respected non-profit Kids Count, our children are some of the unhealthiest kids in America suffering incredibly high rates of obesity and pre-diabetes. Over 45,000 families in Volusia County have had to utilize some form of public assistance in the last 12 months.

Conclusion.

We can help address childhood obesity and the urban food desert problem in Daytona Beach with year-round access to some of the freshest and highest quality produce in the United States.

Securing this grant request will help us make incredible progress towards making Daytona Beach, FL a model for community-wide community good nutrition and local agricultural promotion.

10. Workplan and Resource Requirements: The workplan includes improving existing electricity at the market area in order to accommodate an EBT management booth (\$15,000); Paying the market manager to administer the EBT program (including assessing program outcomes) (\$15,000); hiring an assistant manager to man the booth during Market hours, and to help administer the EBT program (\$11,000); hiring an assistant to assist with parking, crowd control, and obtain feedback information to assess programmatic inputs (customer count, surveys) (\$7,000); marketing (\$8,000); and purchasing EBT equipment (\$2,000).

Total costs related to implementing a successful EBT program at our market are \$62,000. Our market currently attracts more than a thousand customers each Saturday, but, because we currently cannot accept EBT and SNAP benefits we do not serve some of the residents that are in most need of access to inexpensive, fresh, healthy foods. Our location in the heart of a food desert, and our high percentage of residents receiving food assistance are indications that an EBT program at our market could impact a large number of local residents. We expect, with a good direct marketing effort, our customer base will more than double within a few months of implementing the EBT program (1,500 additional customers each week). Recruiting more local farmers, and hiring additional staff will be necessary to keep up with the growth of the market.

As our market continues to grow and strengthen, we should be able to cover the costs of retaining the additional staff (after grant moneys discontinue) through increases in rents collected from vendors. The market is currently improving. Two years ago there were less than twenty vendors and rent revenues were under \$1,400 a month. Today, revenues from rent exceed \$2,400 and we have more than 25 vendors. We are able to cover the cost of a part-time market manager, but we have little additional money to invest in marketing or to implement an EBT program. The City of Daytona invested \$5,000 in the market last year, but the City is facing a large budget shortfall and is unable to continue investing in the Market.

With the implementation of an EBT program completed at the Market we should be able to double the number of vendors at the market within two years (like the Sanford Market), and increase the rental rates new vendors pay by ten percent. This would allow us to cover the ongoing costs of the EBT program at the market after the grant money discontinues.

11. Expected Outcomes and Project Evaluation: Outcome: 1. Increase the availability of fresh, healthy food to Daytona residents living below, at, or near poverty level. 2. Increase profits for local Florida farmers. Evaluation: 1. Increase in the number of farmer's selling at the Market. 2. Increase profits for the 5 local growers currently selling at the market 3. Increase the number of Daytona residents shopping at the Market

12. **Beneficiaries:** Local Volusia County and Florida Farmer’s and growers. Residents of Downtown Daytona Beach.

13. **Evaluation Criteria Statements:** Increase the number of Farmer’s Selling at our Market – the Project Plan includes time for the Farmer’s Market Manager to recruit local Farmer’s to the Market. 2. Increase profits for the 5 local growers currently selling at the market - the Project Plan includes a coupon Program designed to increase the profitability for the five local Farmers currently selling at the Market. 3. Increase the number of Daytona residents shopping at the Market – marketing efforts will directly target the residents of the food desert regions, informing them that the Farmer’s Market can now accept SNAP and EBT payments.

14. **Existing and Pending Support:** The Downtown Development Authority and the Daytona Farmer’s Market is supported by the City of Daytona Beach.

The Volusia County Health Department at 386-274-0695.

15. **Supplementary Budget Summary** (Only include items to be paid for with FMPP funds. Provide a detailed summary below or download and complete the Supplemental Budget Summary Form and attach to this narrative):

Supplemental Budget Summary Form is Attached

16. **Primary Proposal Activity** (Response required. Indicate one activity only): Setting up and administering an EBT program at the Downtown Daytona Beach Farmer’s Market.

17. **Proposal Activity(ies)** (Response required. Check all primary and secondary project activities that the grant will fund. Where applicable, insert appropriate text or number.) These pages DO NOT count against the narrative’s 12-page limit. This may be easier to complete after your supplemental budget request is finished:

PROPOSAL ACTIVITY(IES)

✓ **Check One or More Activities, as Applicable OR Insert Appropriate Text or Number**

a. FMPP Priority(ies)¹			
Specify Below FMPP Priority(ies) Supported By This Proposal (primary priority followed by all other)			
b. Job Creation			
Number of (Existing) Jobs ² Created/Preserved:	3	Number of New Jobs ³ Created:	2
Type of Jobs Created/Preserved (below):		Type of New Jobs Created (below):	
Farmer’s Market Manager (preserved)		Assistant Market Manager	
Assistant manager (created)			

c. Geographical Impact							
Rural Setting (pop. < 2,500)				Multiple Cities (Number of Cities)			
Small Town (pop. ≥ 2,500 and < 10,000)				Multiple Counties (Number of Counties)			
Urban 1 (pop. ≥ 10,000 and < 50,000)			x	Statewide			
Urban 2 (pop. ≥ 50,000)				Multiple States (Number of States)			
If Multiple Cities, Counties, or States, Please Identify:							
d. Consumer Outreach and Education							
Increases Youth Awareness/Participation				Increases Access in Food Desert(s)			x
Increases Consumer Awareness				Access for Diverse Customers			x
Provides Consumer Training/Education				Supports Low-Income Customers			x
Supports Underserved Customers			x	Conference – Training/Info On: _____			
Creates a New WIC Program				Supports an Existing WIC Program			
Creates a New SFMNP Program				Supports an Existing SFMNP Program			
Creates a New SNAP Program			x	Supports an Existing SNAP Program			
Emphasizes Increasing Healthy Food Choices			x	Supports Eating Fresh Fruits and Vegetables			x
				Identify Other:			
Number of Consumers Currently Participating				Number of Additional Consumers Benefiting			3,000
e. EBT / Consumer Outreach and Support							
Involves EBT		Yes	x	No	Involves -- New EBT		x Existing EBT
Requires Purchase of EBT Equipment			x	Requires EBT Advertising, Promotion, Mktg			yes
Requires EBT Tokens			x	Requires EBT Signage			yes
Requires EBT Training for Customers			x	Requires Customers EBT Outreach/Education			yes
Requires EBT Training for Farmers/Vendors			x	Requires EBT Training for Market Managers			yes
				Identify Other:			
Number of EBT Customers Participating				Number of Add. EBT Customers Benefiting			
f. Farmers/Vendors							
Number of Farmers Currently Participating			5	Number of Additional Farmers Benefiting			
Number of Other Vendors Participating				Number of Additional Vendors Benefiting			
Involves Beginning Farmers			yes	Involves Minority or Diverse Farmers			
Involves Underserved Farmers/Vendors			yes	Involves Immigrant Farmers			
Involves Recruiting Farmers/Vendors			yes	Involves Retaining Farmers/Vendors			yes
Involves/Recruits Youth Participation				Recruits Youth as New Farmers/Vendors			
Supports Fruit and Vegetable Vendors			yes	Supports Dairy/Cheese Vendors			
Supports Meat Vendors			yes	Supports Fish/Seafood Vendors			yes
Supports Poultry Vendors				Supports _____ Vendors			
Will Increase Farmers’/Vendor’s Income				Farmers/Vendors Receive Training/Mktg Info			
Purchases Tools/Infrastructure for Fmrs/Vends			yes	Increases Farmer/Vendor Production Capacity			
				Identify Other:			
g. Farmers Markets							
Supports a <i>New Farmers Market(s)</i>				Supports an <i>Existing Farmer Market(s)</i>			
Number of New Farmers Market(s)				Number of Existing Farmers Market(s)			
Number of New FM Staff				Number of Existing FM Staff			1
Involves Facility Planning and Design				Focuses on Market Managers Needs			yes
Involves/Retains Market Manager(s)			yes	Recruits New Market Manager(s)			
Purchases Non-EBT Equipment (< \$5,000)				Purchases Non-EBT Equipment (> \$5,000)			
Creates/Designs a New Commercial Kitchen				Involves an Existing Commercial Kitchen			
Requires Promotion, Advertising, and Mktg.				Requires Signage			yes
Requires Insurance Liability Coverage				Supports Green Renewable Technology			
Supports a Recycling Program				Supports a Waste Management Program			yes
Involves Cooking Demonstrations				Supports Market Technical Assistance			yes

Requires Recordkeeping Training/Support	yes	FM Management Receive Training/Mktg Info	
		Identify Other:	
h. Business Practices			
Involves Mkt/Business Expansion Planning		Emphasizes Building FM/Other Capacity	
<i>Creates a New:</i>		<i>Supports an Existing:</i>	
Direct Marketing Program		Direct Marketing Program	
Direct Marketing Program Via a Website		Direct Marketing Program Via a Website	
Public Market Program		Public Market Program	
Agri-Tourism Program		Agri-Tourism Program	
Farm-to-School Program		Farm-to-School Program	
Farm-to-Institution Program		Farm-to-Institution Program	
CSA Program		CSA Program	
Coop Program		Coop Program	
Supports Green/Renewable Technology Prog.		Supports Green/Renewable Technology Prog.	
Association/Organization		Association/Organization	
Website		Website	
Marketing/Advertising/Promotion Plan		Marketing/Advertising/Promotion Plan	
Marketing Program Via a Website		Marketing Program Via a Website	
Hospital or Health Care Partners		Hospital or Health Care Partners	
Partnership		Partnership	
Business Plan		Business Plan	
Business Management Process		Business Management Process	
Product Branding Campaign		Product Branding Campaign	
State/Company Branding Campaign		State/Company Branding Campaign	
Conference – Training/Info On: _____		Conference – Training/Info On: _____	
Number of New Local/Regional Businesses (Outside of Applicant Biz) Participating		Number of Existing Local/Regional Businesses (Outside of Applicant Biz) Benefiting	
Supports New Direct Marketing Program Specified As: _____		Supports an Existing Direct Marketing Program Specified As: _____	
Number of New Businesses		Number of Existing Businesses	
i. Transportation			
Designs and/or Supports a Delivery System		Requires Truck or Other Vehicle	
Requires Mobile Market Equipment		Requires Purchasing Trailers	
Requires Purchasing Refrigeration Equip.		Identify Other:	
j. Food/Products			
Supports Locally Grown	yes	Supports Buy Local Campaign	
Supports Healthy Food Campaign		Supports Food Handling/Safety Programs	
Involves Food/Package Labeling Campaign		Adopts Packaging/Storage Technology	
Adopts Processing Capability		Adopts Refrigeration Technology	
Supports Marketing of Organic Food		Supports Sustainable Agricultural Practices	
Supports Food Marketed As Natural		Identify Other:	

¹ AMS may identify a priority(ies) in the FMPP Guidelines. Project activities that address the identified priority(ies) are encouraged. All project activities, however, will receive full consideration.

² Number of existing jobs (staff) paid with FMPP grant funds by this project.

³ Number of jobs paid for with FMPP grant funds, not currently in existence, which the project will create.

After completing the narrative form, delete the Instructions (below) and submit with the Supplemental Budget Summary (if not completed above), required forms SF-424, SF-424A, SF-424B, and supporting documents to:

**FARMERS' MARKET PROMOTION PROGRAM
USDA Agricultural Marketing Service
1400 Independence Avenue, SW
Room 4509-South Building
Washington, D.C., 20250-0269
202/720-0933**

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0235. The time required to complete this information collection is estimated to average 30 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable sex, marital status, or familial status, parental status religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program (not all prohibited bases apply to all programs). Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.

**Instructions for Completing the
Farmers Market Promotion Program (FMPP)
TM-29 Project Proposal Narrative Form**

The narrative portion of the project proposal, including the supplemental budget summary, must be single-sided and not exceed 12 pages (Times New Roman font, 12 pt. pitch, single-spaced, 8.5x11 inch-paper). Letters of support and biographies of key personnel are encouraged, and answers to #16 and #17 do not count against the 12-page limit. In order to expedite the application review process, the narrative must be organized under the following headings:

1. **Project Title.** Must capture the primary focus of the project, and match the title provided on Form SF-424.
2. **Organization Information.** Provide the organization name, contact name, mailing address, telephone and fax number. Also provide the email address for the person designated to answer questions about the application, financial information, and the proposed budget request.
3. **Primary Project Manager Information.** Provide the name, mailing address, telephone and fax number, and email address for the person(s) responsible for managing and/or overseeing the project.
4. **Requested FMPP Funding/Matching Funding:** Indicate the dollar amount (use whole dollar amounts, do not include cents.) requested from FMPP. Do not include funding or in-kind work from other sources in the “Requested FMPP Funding” section. Include other funding sources, matching, and in-kind contributions in the “Matching Funds” section, as applicable.
5. **EBT, Equipment, Supplies, and Promotional Projects.** Answer either “Yes” or “No” to whether your proposal includes a new or existing electronic benefit transfers (EBT) component; or includes the purchase of equipment, supplies, and/or promotional items or services.
6. **Entity Type/Eligibility Statement.** Indicate the entity type of the applicant/organization. Provide an explanation of how the applicant/organization qualifies as an eligible entity. **Written proof of eligibility must be provided from a U.S. State or Federal source. Applications that do not contain sufficient information to determine the eligibility of the applicant will not be considered.**
7. **Executive Summary.** Should not exceed 200 words and must include the following: a project description, goals to be accomplished, stages of work and resources required, and expected timeframe for completing all tasks and results.
8. **Goals of the Project.** Provide a clear statement (no more than two sentences) focusing on the ultimate goal(s) and objective(s) of the project.
9. **Background Statement.** Provide specific information affecting your project(s). Describe past, current, and/or future events, conditions, or actions taken that justify the need for the project and that demonstrate your organization’s experience with this type of work. Correlate the background and purpose of the activity to support your particular project issue.

- 10. Workplan and Resource Requirements.** Provide a timeline and a statement that includes the planned scope of work, including anticipated stages (benchmarks), and the resources required to complete each activity. Identify who will do the work, whether collaborative arrangements or subcontractors will be used, the resource commitments of the collaborators, and the role(s) and responsibilities of each collaborator or project partner. Indicate in-kind and volunteer work, and whether matching or other funding is being provided.
- 11. Expected Outcomes and Project Evaluation.** Describe what is to be accomplished, the expected results, and how success will be measured at the completion of the project (quantitative and qualitative evaluation measurements of project's impact).
- 12. Beneficiaries.** Identify the individuals, organizations, and/or entities that will benefit from the project outcome and how they will benefit.
- 13. Evaluation Criteria Statements.** Using the criteria as headings, summarize what, when, where, and how the project addresses each criterion. Provide references to the appropriate pages and/or sections of the narrative to justify the project's plan and merit.
- 14. Existing and Pending Support.** List all current and pending public or private support to which personnel identified in the narrative have committed portions of their time, whether or not salary support for persons involved is included in the budget. An application that duplicates or overlaps substantially with an application already reviewed and funded by another organization or agency will not be funded under FMPP.
- 15. Supplemental Budget Summary (DOES NOT counted toward the narrative's 12-page limit).** Provide additional detail about the budget categories listed on Form SF-424A. All requested budget items/activities should:
 - Be itemized, listing separately each item, its costs, and use.
 - Correlate to the purpose/goals of the project and demonstrate that they are reasonable and adequate for the proposed work.
 - Be substantiated in a written budget narrative.
 - Not include matching funds or in-kind work and items.

AMS has developed the voluntary "FMPP Supplemental Budget Summary Forms," available at www.ams.usda.gov/FMPP, to assist applicants in preparing supplemental budgets. The use of this form is not required. **However, the details regarding requested funds, fund usage, and a written budget narrative within the FMPP Supplemental Budget Summary are required.**

If the Budget request is for:

- New EBT projects, prepare a separate supplemental budget. Form TM-31, "FMPP Supplemental Budget Summary and Instructions – For EBT Projects Only" is voluntary, and is provided for new electronic benefit transfers (EBT) project budgets only.
- Existing EBT projects (have EBT currently at the market), prepare a separate supplemental budget. You may use form TM-31 "FMPP Supplemental Budget Summary and Instructions – For EBT Projects Only."

- Any other non-EBT related projects, you may use form TM-30 “FMPP Supplemental Budget Summary and Instructions.”

When preparing multiple supplemental budget summaries, add the totals (from TM-30 and TM-31) and insert this amount into box 15A of Form SF-424 and Section A.1.(e) of Form SF-424A.

For additional information about the budget categories, refer to the FMPP Guidelines. The Supplemental Budget Summary information may include the following categories:

- Personnel/Contractual. List the individual/contractor’s name/title and the general categories of services the person/contract provides (e.g., project manager, professional services, travel, lodging, administrative expenses, etc.). Show annual/hourly rates and estimated number of hours to be spent on the project by each project participant. See the FMPP Guidelines for additional information.
 - Travel. Itemize the details and purpose of each trip and the anticipated travel expenses. In the budget narrative, indicate the name of each person traveling, mode of travel, number of people, purpose, dates, and number of trips, how many days, destination, lodging, meals, etc., as applicable.
 - Equipment. Indicate anticipated purchases of equipment. List separately each item of equipment, its cost and use.
 - Supplies. Provide an estimate of projected supply expenditures. List each item separately its cost and use.
 - Other. Provide in sufficient detail an itemized list and cost estimate for items that do not fall into the personnel/contractor, travel, equipment, supplies, or indirect categories.
 - Indirect Costs. Indirect costs, as defined in the FMPP Guidelines, may not exceed 10 percent of the total direct costs.
 - In the supplemental budget summary narrative, explain how the indirect costs meet the indirect cost definition, how it was determined, what it includes, and list each cost separately. **Any requests submitted without this definition and/or explanation will not be awarded.**
 - Multiple indirect costs for each individual project activity being proposed are not permitted. **Approved indirect amounts cannot be increased during the life of the grant.**
- 16. Primary Proposal Activity.** A response is required. Identify the one specific activity from the proposal’s goals and objectives.
- 17. Proposal Activity(ies).** Check all activities (as many as are applicable) that meet the project goals and objectives. If additional space is needed, delete the non-applicable activities in the form.

**TM-30, Farmers Market Promotion Program (FMPP)
Supplemental Budget Summary**

FMPP Applicant Proposed Budget Summary

			FMPP 2012
Project Title:			
Organization:			
Phone:			
Contact:			
Contact Email:			
Budget Summary Itemization:	Requested Budget	Requested Budget Totals	This Column for FMPP Staff Use Only: Revised/Approved
Personnel:			
Market Manager 480 hrsx\$25/hr	\$10,000		
Assistant Manager 750hrs x \$12/hr	\$9,000		
Janitor	\$10,000		
Total Personnel		\$29,000	
Contractual: Infrastructure for EBT			
	\$15,000		
Total Contractual		\$15,000	
Travel:			
Total Travel		\$0	
Equipment: EBT machines			
	\$2,000		
Total Equipment		\$2,000	
Supplies:			
Total Supplies		\$0	
Other:			
Incr Revenue for Farmers	\$2,000		
Marketing EBT	\$8,000		
Total Other		\$10,000	
Total Direct	\$56,000	\$56,000	
Indirect Cost (maximum 10% of total budget (before indirect)):		\$0	
Must provide a written explanation detailing what this line item covers; no indirect costs will be approved without an explanation.			
Indirect Percentage of Total Budget		0.00%	
TOTAL	\$56,000	\$56,000	\$0



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: May 10, 2012

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Gold & Associates Contract: Phase II

At last month's meeting, the DDA approved the Downtown Marketing Strategic Plan prepared by Gold & Associates (Gold). The direction to staff and Gold was to proceed to implement the proposed marketing plan. Gold has been very gracious since the last meeting by working on the implementation, despite that the work is in Phase II of the contract. To continue proceeding on the marketing plan implementation, the DDA needs to provide formal authorization to proceed to Phase II.

- The contract provides for the DDA to give notice for Gold to proceed at any time prior to August 31, 2012.
- Phase II of the contract provides for the DDA to pay \$1,000 per month for Gold services as listed in Phase II scope.
- Once the DDA authorizes the Phase II services, the contract will be in effect until June 30, 2015 at the \$1,000 monthly fee.
- Gold's only opportunity to "opt" out of the agreement is at the time the DDA provides notice to proceed to Phase II.

Based on the marketing plan presented and the possibility of a merchant co-op program, the scope of required services to implement these programs may be outside the scope in Phase II of the contract. It may be necessary to renegotiate the terms of the agreement as the details of the budget and merchant co-op program are finalized over the next few months.

To continue the implementation of the "Riverfront Shops of Daytona Beach" campaign within the constraints of this year's budget, staff recommends the DDA issue a notice for GOLD to proceed to Phase II contract services with the following terms:

- GOLD to commence Phase II services starting May 15 at \$1,000 a month as outlined in the contract until September 30, 2012.

- On or by August 31, 2012, the DDA will issue a notice to proceed for the remainder of the contracts term (June 30, 2015).
- At that time, Gold will have the option to opt out of the contract.

By authorizing Gold to commence with the service through the summer, this will get the marketing campaign launched and will provide time for the DDA and Gold to negotiate terms in line with the proposed marketing plan.

The approved Gold contract is attached.

The following is the status of the tasks outlined in Phase I of the contract.

Task 1. Strategic Planning: Finished.

Task 2. Website Development: 75-80% Finished

- Copywriting: Client is reviewing
- Production/Programming: Nearly complete
- Secure Hosting: Client to purchase/own
- Secure URLs: Client to purchase/own
- Site Testing: After launch/before re-pointing
- Training: After re-pointing
- Launch: After copy/photography/skinning/hosting

Task 3. Graphic Design: 60% Finished

- Shopping Brochure/Rack Card: Layout finished. Final art awaiting co-op partners and photography; (Co-op not part of contract.)
- Discount/Loyalty Card: Awaiting list of participants
- E-Blast/E-Newsletter: Awaiting client to purchase iContact. Then finish layout/programming
- Social Media Page: Awaiting website completion to upload
- Offline Advertising: General ad layout finished. Final art awaiting photography.
- Naming/Logo Design: Finished. Final art sent to client/merchants;
- Outdoor Boards: Co-op layout finished;

Additional Pro Bono Projects:

- News Journal Gang Page Co-op: Newspaper layout finished; (Final art awaiting co-op partners and photography)
- In Room Concierge Book Co-op: Layout finished; (Final art awaiting co-op partners)
- Map Pad/Directory Flier: Final art finished
- Farmers' Market Logo: Final art finished
- Cubs Banner: Final art finished
- Farmers' Market Banner: Final art finished
- Public Relations: Announcement plan, release and proclamation finished
- Farmers' Market Tent Graphics: Interior/exterior final art finished
- Special Events Directory Poster: Layout finished
- Revised Directory Panel: Final art finished
- Beach Street/International Speedway "Tall" Banners: Layouts for additional Riverfront and Farmers' Market banners finished.

MARKETING CONSULTANT SERVICES CONTRACT

The Parties to this Contract are the **City of Daytona Beach Downtown Development Authority (the "DDA")**, and **Gold & Associates, Inc.**, a Florida Corporation ("GOLD").

In consideration of the mutual covenants herein contained, the Parties agree as follows:

Section 1. Scope of Services. GOLD will provide an array of integrated marketing services to the DDA to assist the DDA in the promotion of Daytona Beach's "Downtown Area" which is generally the area designated by the DDA charter.

Exhibit A, attached hereto and incorporated herein by reference, describes GOLD's services in further detail. Exhibit A divides GOLD's services into initial or "Phase I" services that GOLD will promptly commence, and Optional or Phase II services that GOLD will only provide when and if the DDA provides GOLD a written notice to commence such services. The DDA will notify GOLD that the DDA has opted to obtain Phase II services on or before August 31, 2012. Upon receipt of DDA's notice that DDA has opted to obtain Phase II services, GOLD will have 10 days to provide DDA notice that GOLD is terminating this Contract. If GOLD provides such notice this Contract will expire at the conclusion of Phase I services, and GOLD will have no rights or obligations as to Phase II. If GOLD does not provide DDA such notice, GOLD will commence providing the Phase II services effective October 1, 2012.

Unless approved in advance by a change order properly issued in accordance with applicable DDA ordinances and policies, GOLD shall not be compensated for the performance of any services not described in Exhibit A.

All reports, estimates, logs, and other materials furnished, prepared or executed by GOLD during the term of and in accordance with the provisions of this Contract will be the property of the DDA and delivered to the DDA upon demand or, if no demand has previously been made, upon completion of the particular task for which such materials were prepared, executed, or otherwise required.

Section 2. Payment. For the Phase I services to be provided, the DDA will pay GOLD a Phase I Fee of up to \$33,500.00. This fee is further described in Exhibit A.

If the DDA elects to have GOLD provide Phase II services, the DDA will pay GOLD a monthly fee of \$1,000, plus reimburse GOLD for certain expenditures associated with these services and identified in Exhibit A.

No additional compensation will be due GOLD under this Contract for any reason. Except to the extent that Exhibit A specifically provides for the DDA's reimbursement of GOLD's costs and expenses, GOLD's will fully bear those costs and expenses.

Section 3. Billing; Manner of Payment. In addition to requirements for payment established by applicable federal, state, or local law including City of Daytona Beach ordinance, payment terms and conditions are as follows:

(a) No payment will be due for services performed until GOLD submits a proper invoice to the DDA. As to Phase I services, GOLD may invoice the DDA for one-half of the Phase I Fee at any time after the Effective Date and the remainder of the Phase I Fee upon completion of all Phase I Tasks. As to Phase II services, GOLD will commence invoicing the DDA no sooner than 30 days after receipt of the notice that the DDA has elected to obtain such services.

(b) In order to be considered to be proper, GOLD's invoice must include all information that the DDA may need to verify the accuracy of the invoice and the amount of payment due, including any deliverables required as a condition for payment and documentation of reimbursable costs and expenses (where authorized) incurred by GOLD.

(c) DDA will pay the initial invoice submitted for one-half of the Phase I Fee within 15 business days after receipt/ As to all other invoices submitted, DDA will either notify GOLD that the invoice is improper or pay GOLD the amount due within 30 days of receipt.

Section 4. Standard of Performance. GOLD's services will at a minimum meet the level of care and skill ordinarily used by members of GOLD's occupation/profession performing the type of services provided herein within the State of Florida.

Section 5. Relationship Between Parties. This Contract does not create an employer-employee relationship between the DDA and GOLD. GOLD is an independent contractor of the DDA and will be in control of the means and the method in which the requested work is performed. As an independent contractor, GOLD will be solely responsible for payment of all federal, state and local income tax, and self-employment taxes, arising from this Contract; and GOLD agrees to indemnify and hold harmless the DDA from any obligations relating to such taxes. The DDA will not make deductions from payments due, for such taxes, or for social security, unemployment insurance, worker's compensation, or other employment or payroll taxes.

Section 6. Term. This Contract will commence on the Effective Date, being the first date on which both Parties have signed below (hereinafter the "Effective Date") and, unless the DDA elects to obtain Phase II services, this contract will terminate on September 30, 2012. If the DDA elects to obtain Phase II services, this contract will terminate on June 30, 2015, provided that the DDA may extend this contract for an additional two years.

Section 7. Termination.

(a) The DDA may terminate this Contract, in whole or in part, at any time, either for the DDA's convenience or because of the failure of GOLD to fulfill its contractual obligations, by providing GOLD notice of termination. Upon receipt of notice, GOLD will immediately discontinue all services affected unless the notice directs otherwise, and deliver to the DDA all data, drawings, specifications, reports, estimates, summaries, and any and all such other information and services of whatever type or nature as may have been accumulated by GOLD in performing this Contract, whether completed or in process.

(b) If the termination is for the DDA's convenience, GOLD shall be paid compensation for services performed to the date of termination.

(c) If the termination is due to the failure of GOLD to fulfill its contractual obligations, the DDA may take over the work and prosecute the same to completion by other agreements or otherwise. In such case, GOLD shall be liable to the DDA for all reasonable additional costs occasioned to the DDA thereby, unless the failure is due solely to a force majeure event.

(d) If after notice of termination for GOLD's failure to fulfill contractual obligations it is judicially determined that GOLD had not so failed, the termination shall be conclusively deemed to have been effected for the DDA's convenience. In such event, adjustment in payment to GOLD shall be made as provided in subsection (b) of this Section.

(e) The rights and remedies of DDA provided for in this Section are in addition and supplemental to any and all other rights and remedies provided by law or under this Contract.

Section 8. Indemnification. GOLD indemnifies and holds harmless the DDA, the City of Daytona Beach, and their respective including the officers, employees, and agents, from liabilities, damages, losses, and costs, including, but not limited to, reasonable attorneys' fees, to the extent caused by the negligence, recklessness, or intentionally wrongful conduct of GOLD, and GOLD's officers, employees, and agents including subcontractors and other persons employed or utilized by GOLD in the performance of the contract.

Section 9. Insurance. GOLD will provide and maintain at GOLD's own expense, insurance of the kinds of coverage and in the amounts set forth in this Section, primary and non-contributory with the City's/DDA's insurance.

(a) Coverage and Amounts.

(1) Workers Compensation Insurance as required by Florida Statutes, Chapter 440, Workers' Compensation Insurance, for all employees of GOLD, employed at the site of the service or in any way connected with the work, which is the subject of this service. The insurance required by this provision will comply fully with the Florida Workers' Compensation Law and include Employers' Liability Insurance with limits of not less than \$500,000 per occurrence. Any associated or subsidiary company involved in the service must be named in the Workers' Compensation coverage.

(2) Liability Insurance, including (i) **Commercial general liability coverage** for operations, independent contractors, products-completed operations, broad form property damage, and personal injury on an "occurrence" basis insuring GOLD and any other interests, including but not limited to any associated or subsidiary companies involved in the work; and (ii) **Automobile Liability Insurance**, which shall insure claims for damages because of bodily injury or death of any person or property damage arising out of the ownership, maintenance or use of any motor vehicle used by GOLD in the performance of this Contract.

THE LIABILITY INSURANCE POLICIES SHALL NAME THE DDA AND THE CITY OF DAYTONA BEACH AS ADDITIONAL INSURED. The limit of liability for each policy shall be a combined single limit for bodily injury and property damage of no less than \$1,000,000 per occurrence. If insurance is provided with a general aggregate, then the aggregate shall be in an amount of no less than \$1,000,000. The Risk Manager for the City OF Daytona Beach may authorize lower liability limits for the automobile policy only, at the Risk Manager's sole discretion.

(b) Proof of Insurance. GOLD will furnish proof of insurance acceptable to the City's Risk Manager prior to or at the time of execution of this Contract. GOLD will not commence work until all proof of such insurance has been filed with and approved by the Risk Manager. GOLD will furnish evidence of all required insurance in the form of certificates of insurance which will clearly outline all hazards covered as itemized above, the amounts of insurance applicable to each hazard, and the expiration dates. If requested by the Risk Manager, GOLD will furnish copies of the insurance contracts to support the certificates of insurance and the copies of said insurance must be acceptable to the Risk Manager.

(c) Notice of Cancellation. GOLD must notify the DDA of cancellation as soon as knowledge of cancellation is obtained, by providing notice to the Risk Manager, the City of Daytona Beach, P.O. Box 2451, Daytona Beach, Florida 32115-2451.

(d) Replacement Required. GOLD will file replacement certificates 30 days prior to expiration of termination of the required insurance occurring prior to the acceptance of the work by the DDA. In the event such insurance will lapse, the DDA expressly reserves the right to renew the insurance at GOLD'S expense.

(e) Termination of Insurance. GOLD may not cancel the insurance required by this Contract until the work is completed, accepted by the DDA and GOLD has received written notification from the Risk Manager of the City that GOLD may cancel the insurance required by this Contract and the date upon which the insurance may be canceled. The Risk Manager of the City will provide such written notification at the request of GOLD if the request is made no earlier than two weeks before the work is to be completed.

Section 10. Notices/Designated Representative. Unless otherwise expressly agreed herein, all notices, requests, and demands to or upon the Parties will be delivered by hand, delivered by a courier service, provided to a nationally recognized delivery service for overnight delivery, transmitted to a

receiving fax machine followed by hard copy within two days, or by U.S. mail, postage prepaid by registered or certified mail, return receipt requested, to the addresses set forth herein:

To the DDA: Robert Abraham, Chair
The City of Daytona Beach
Downtown Development Authority
301 S. Ridgewood Avenue
Daytona Beach, FL 32114
Email: robertabraham@mindspring.com

To Gold: Keith Gold
6000-C Sawgrass Village Circle
Ponte Vedra, FL 32082
Fax: (904) 285-1579

w/copy to: Jason Jeffries
Project Manager
The City of Daytona Beach
301 S. Ridgewood Avenue
Daytona Beach, FL 32114
Email: jeffriesj@codb.us

Reed Berger
Redevelopment Director
The City of Daytona Beach
301 S. Ridgewood Avenue
Daytona Beach, FL 32114

provided, however, that either Party may change the person or address designated for receipt of the Party's notices, by providing written notice to the other Party.

The person first listed above who is required to receive DDA's notice, and any person whom DDA may hereafter designate in place of such person, will be the DDA's designated representative hereunder; provided, however, that in all instances the DDA Board may act as the designated representative.

Section 11. Personnel. In order to induce the DDA into entering this Contract, GOLD represents that **Jennifer Pallai** will generally perform or directly supervise the tasks assigned to GOLD herein. GOLD represents that GOLD has or will secure at GOLD's own expense, all personnel required in performing the services under this Contract. Such personnel will not be employees of or have any contractual relationship with the DDA.

All personnel engaged in the work will be fully qualified and will be authorized under state and local law to perform such services.

None of the services to be provided pursuant this Contract will be subcontracted without the DDA's prior review and written approval.

Section 12. DDA's Responsibilities. The DDA agrees to make available for review and use by GOLD, reports, studies, and data relating to the services. The DDA will establish a project manager to meet periodically with GOLD to facilitate coordination and ensure expeditious review of work product.

Section 13. Limitation on Waivers. Neither the DDA's review, approval, or acceptance of, or payment for, any of the services provided by GOLD, shall be construed to operate as a waiver of the DDA's rights under this Contract. GOLD shall be and always remain liable to the DDA in accordance with applicable law for any and all damages to the DDA caused by GOLD's negligent or wrongful provision of any of the services furnished under this Contract.

Failure of the DDA to exercise any right or option arising out of a breach of this Contract will not be deemed a waiver of any right or option with respect to any subsequent or different breach, or the continuance of any existing breach. Furthermore, the failure of the DDA at any time to insist upon strict performance of any condition, promise, agreement or understanding set forth herein will not be construed

as a waiver or relinquishment of the DDA's right to insist upon strict performance of the same condition, promise, agreement or understanding at a future time.

Section 14. General Terms and Conditions.

(a) Amendments. Except as otherwise provided herein, no change or modification of this Contract will be valid unless the same is in writing and signed by both Parties.

(b) Assignments and Subcontracting. No assignment or subcontracting will be permitted without the DDA's written approval.

(c) Compliance with Laws and Regulations. In providing all services pursuant to this Contract, GOLD will abide by all statutes, ordinances, rules, and regulations pertaining to, or regulating the provisions of, such services including those now in effect and hereafter adopted. Any violation of said statutes, ordinances, rules, or regulations shall constitute a material breach of this Contract and will entitle the DDA to terminate this Contract immediately upon delivery of written notice of termination to GOLD.

(d) Truth in Negotiations Certificate. GOLD hereby certifies that the wages and other factual unit costs supporting the compensation herein are accurate, complete, and current at the time of this Contract.

(e) No Third Party Beneficiaries. There are no third party beneficiaries of GOLD'S services under this Contract.

(f) Contingency Fee. GOLD warrants that it has not employed or retained any company or person, other than a bona fide employee working solely for GOLD, to solicit or secure this Contract and that it has not paid or agreed to pay any person, company, corporation, individual or firm, other than a bona fide employee working solely for GOLD, any fee, commission, percentage, gift, or any other consideration, contingent upon or resulting from the award or making of this Contract.

(g) Nondiscrimination. GOLD will not discriminate against any employee or applicant for employment because of race, color, sex, or national origin. GOLD will take affirmative action to ensure that applicants are employed and the employees are treated during employment without regard to their sex, race, creed, color, or national origin. Further, GOLD agrees to comply with all local, state and federal laws and ordinances regarding discrimination in employment against any individual on the basis of race, color, religion, sex, national origin, physical or mental impairment, or age. In particular, GOLD agrees to comply with the provisions of Title 7 of the Civil Rights Act of 1964, as amended, and applicable executive orders including, but not limited to, Executive Order No. 11246.

(h) Principles in Construing Contract. This Contract will be governed by and construed in accordance with the laws of the State of Florida. Captions and paragraph headings used herein are for convenience only, are not a part of this Contract and will not be deemed to limit or alter any provisions hereof or to be relevant in construing this Contract. The use of any gender herein will be deemed to be or include the other genders, and the use of the singular herein will be deemed to be or include the plural (and vice versa), wherever appropriate.

(i) Venue. The exclusive venue for any litigation arising out of this Contract will be Volusia County, Florida if in state court, or the U.S. District Court, Middle District of Florida if in federal court.

(j) Litigation Costs. Unless specifically provided hereunder, in case of litigation between the Parties concerning this Contract, each party will bear all of its litigation costs, including attorney's fees.

(k) Force Majeure. In the event that fire, riots or civil commotion, acts of government or government immobility (whether federal, state or local) war, acts of God or contingencies beyond the reasonable control of a Party (hereinafter, "force majeure event") interfere with or prevent the fulfillment by such Party of its obligations hereunder, such obligations will be suspended until such time as such

contingency or contingencies have terminated. Each Party will promptly notify the other upon becoming aware that any such contingency or contingencies have occurred or are likely to occur and will use its best efforts to minimize any resulting delay in or interference with the performance of its obligations hereunder.

(l) **Jury Trial Waived.** THE PARTIES HEREBY WAIVE THEIR RESPECTIVE RIGHTS TO A JURY TRIAL OF ANY CLAIM OR CAUSE OF ACTION BASED UPON OR ARISING OUT OF THIS CONTRACT, OR ANY DEALINGS BETWEEN THE PARTIES. THE SCOPE OF THIS WAIVER IS INTENDED TO BE ALL ENCOMPASSING OF ANY DISPUTES BETWEEN THE PARTIES THAT MAY BE FILED IN ANY COURT AND THAT RELATE TO THE SUBJECT MATTER, INCLUDING WITHOUT LIMITATION, CONTRACT CLAIMS, TORT CLAIMS, BREACH OF DUTY CLAIMS AND ALL OTHER COMMON LAW AND STATUTORY CLAIMS.

(m) **Authority to Bind GOLD.** The undersigned representative of GOLD represents and warrants the he or she is fully authorized to bind GOLD to the terms and conditions of this Contract.

(n) **Incorporation of RFP and Proposal.** RFP No. #1112-3040, and GOLD's Proposal in response to the RFP dated October 31, 2011, are incorporated into this Contract by reference.

(o) **Conflicts.** In case of conflicts between the Contract Documents the order of precedence is as follows: this Contract, Exhibit A, GOLD's Proposal, and RFP No. #1112-3040.

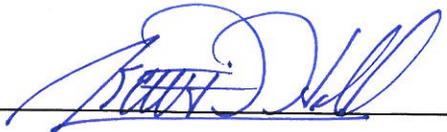
(p) **Integration.** This Contract represents the entire agreement of the parties with respect to the subject matter hereof. No representations, warranties, inducements or oral agreements have been made by either Party except as expressly set forth herein, or in other contemporaneous written agreements.

IN WITNESS WHEREOF, the Parties through their undersigned representatives have caused this Contract to be executed in duplicate original on the dates referenced below.

The DDA

GOLD

By: 
Robert Abraham, Chair

By: 

By: 
Sheryl Cook, Vice Chair

Printed Name: KEITH GOLD
Title: PRESIDENT/CEO

By: 
Kelly White, Commissioner

Date: 02-14-12

Date: 02/16/2012

EXHIBIT A: SCOPE OF SERVICES

IN GENERAL

The specific requirements, deliverables, timelines, and costs for performing the various Phase I and II services are as follows:

PHASE I SERVICES

A. Task I - Tactical/Strategic Planning

1. GOLD will develop a detailed, strategic, research-backed Tactical Plan for DDA's use. The intent of the Plan is to achieve DDA marketing objectives for a minimum period including the remainder of the 2011-2012 Fiscal Year ending on September 30, 2012 and all of the 2012-2013 Fiscal Year ending September 30, 2013. GOLD will complete the Tactical Plan at a cost of \$12,000. While GOLD estimates that completion of the Plan is estimated to take at least twice as much agency time to complete as GOLD would otherwise charge based on GOLD's standard rates, GOLD is willing to complete this Task at the cost stated in order to help make the Plan a success.
2. This Task includes the following:
 - Strategic Questionnaire Completion;
 - Initial Campaign Concept Development (including testing);
 - Campaign Messaging/Branding;
 - Advertising, Collateral, Co-op, D.M., Interactive, P.R., Social and Web Plans;
 - Primary/Secondary Research; and
 - Campaign Measurements.
 - Initial Annual Strategic Plan (see Phase II) for the 2012/13 Fiscal Year.
3. GOLD will complete this Task within approximately 45 days commencing on Effective Date. Specific deadlines are as follows:
 - DDA to complete Strategic Questionnaire within 30 days after the Effective Date
 - GOLD to complete receipt of input from Merchants/Stakeholders within 30 days after the Effective Date
 - Plan Presentation of written Plan and PowerPoint to D.D.A./Merchants/Stakeholders within 45 days after Effective Date.

B. Task II - Website Development

1. GOLD will create a new website for the DDA that shares the benefits, attributes, promotions, news and more with audiences. The merchant map and business listings from the DDA will be used. DDA provides for the hosting of the web site. GOLD will complete website development at a cost of \$12,000.
2. This Task includes:
 - Site Plan/Map Design;
 - Development of multiple screen design and layout options for DDA's selection;
 - Copywriting;
 - Production/Programming/S.E.O.;
 - Securing Hosting; and
 - Site Testing/Launch/Training.

This Task includes use of keyword research, URL submissions to search engines and popular directories and development of a link creation campaign, to drive traffic and further boost search engine visibility.

3. GOLD will complete this Task within approximately 75 days after the Effective Date. Specific deadlines are as follows:
 - GOLD to create initial Site Plan/Map within 30 days after Effective Date;
 - GOLD to complete receipt of input from DDA and Merchants/Stakeholders within 30 days after Effective Date;
 - GOLD to complete Site testing and present to DDA within 60 days after Effective Date;
 - GOLD to re-point Site and assist DDA in launching Site within 75 days after the Effective Date; and
 - GOLD to provide client training to DDA board and staff within 75 days after the Effective Date.

C. Task 3 – Graphic Design

1. GOLD will create the final digital art and copy for the offline/online tools identified in the Tactical Plan for the 2011-2012 Fiscal Year at a cost of \$7,500. These tools include a Shopping Brochure, Discount Card, E-blast/E-newsletter, Social Media Pages and Offline Advertising. GOLD will create these tools using those layouts and designs that the DDA ranked highest during the development of the Tactical Plan.
2. GOLD will commence this Task upon DDA's acceptance of the Tactical Plan and complete the task within 30 days thereafter.

PHASE II SERVICES

- A. If GOLD provides Phase II services, GOLD will expend up to 55 hours per month to provide the following:
 1. **ANNUAL STRATEGIC MARKETING PLAN.** Annually on or before June 1, GOLD will provide the DDA a proposed strategic marketing plan for the following fiscal year. The purpose of the proposed plan is to assist the DDA in developing its annual budget for the following fiscal year. The proposed plan will be consistent with the Tactical Plan and will describe in reasonable detail the proposed marketing efforts, including seasonal marketing campaigns, event-based marketing efforts, ongoing marketing efforts, and any other marketing strategies recommended by GOLD. The plan will include recommended media placement costs. The plan will reasonably reflect the input of Downtown Area merchants. It is anticipated that DDA's designated representative will assist GOLD in obtaining such input by arranging for meetings and workshops as necessary.
 2. **GENERATION OF MEDIA PLACEMENTS.** GOLD will generate the following Media Placements on an ongoing basis, based upon the DDA's adopted budget and approved annual strategic marketing plan:
 - a. **SOCIAL NETWORK ADS:** GOLD will develop Facebook notices and advertisements. GOLD's responsibilities include Ongoing Copywriting, Banner Ad Development, and Monthly Reporting.
 - b. **ON-LINE ADVERTISING (SEM):** GOLD will prepare search engine ads that direct prospects to the website and further establish the Downtown Area as a desirable destination. GOLD's responsibilities include Investigating Words/Trends, Ongoing Copywriting, Negotiating Media/Placement (subject to DDA approval, below), and Monthly Reporting.
 - c. **OFF-LINE ADVERTISING:** GOLD will produce flighted broadcast and print media to generate event awareness, as well as to support DDA's public relations efforts. These tools

will primarily promote initiatives like the Farmer's Market, along with DDA approved Downtown events. GOLD's responsibilities include Ad Sizing/Modifications; Negotiating Media/Placement; Daily Monitoring/Maintenance; Ad Customization; and Monthly Reporting.

3. **WEB SITE OPTIMIZATION:** GOLD will, at a minimum, provide regular monitoring of web site; investigation of trends including evaluation of traffic, keyword usage and ranking; evaluation of URL submissions to search engines and any web links created. Based on these efforts GOLD will make recommendations as to reasonable revisions to keyword usage, URL submissions, web link usage, and other aspects of DDA's web site to enhance their effectiveness consistent with the Tactical Plan. At the DDA's direction shall implement any web site revisions.
4. **SOCIAL MEDIA SITE OPTIMIZATION:** GOLD will provide ongoing social media site optimization services to help build a community of interested guests and prospects. GOLD's services will include page development, investigating trends, media strategy, and ongoing monitoring/maintenance services, including providing content. Based on these efforts GOLD will make recommendations as to reasonable revisions to the social media sites in use in order to enhance their effectiveness consistent with the Tactical Plan. At the DDA's direction shall implement any web site revisions.
5. **INTERACTIVE/DATABASE MARKETING:** GOLD will prepare e-blasts highlighting DDA and Downtown Area merchant news. GOLD's responsibilities include Information Collection, Programming, Copywriting, Distribution, and Monthly Reporting.
6. **BROCHURE UPDATES:** GOLD will prepare graphic updates to DDA brochures as necessitated by changes in event or merchant information as directed by the DDA. GOLD's responsibilities include Copywriting and Graphics (subject to DDA approval).
7. **PUBLIC/MEDIA RELATIONS:** GOLD will develop press releases, story ideas, and feature stories to send to news writers and editors. GOLD will also provide a list of monthly activities in the Downtown Area is distributed to online and offline calendars of events. GOLD's responsibilities include Copywriting; Story Generation/Distribution/Placement; and Monthly Reporting.
8. **CLIENT COMMUNICATION:** GOLD will communicate frequently as needed with DDA's designated representative regarding ongoing implementation issues.
9. **DDA REPORTING:** GOLD will provide monthly reporting of its Phase II activities, including an accounting of all costs and provision of invoices, and will meet with the DDA on at least a quarterly basis.

B. PHASE II FEES AND COSTS

1. **MONTHLY FEE.** Except for certain expenses identified below, GOLD's sole compensation for provision of the Phase II services will be a \$1,000 per month.
2. **REIMBURSEMENT; CONDITIONS.** Reimbursement will be limited to GOLD's actual, out-of-pocket costs including sales tax if applicable) paid to third parties for printing or "buys" of advertisement placement of the various marketing tools; provided, however, that prior to committing to such costs (i) GOLD will obtain competitive quotes, including where applicable from media printers located within the Downtown Area, and (ii) DDA's designated representative must approve the quoted cost.



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: May 10, 2012

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Riverfront Shops of Daytona Beach Campaign Launch & Funding

At last month's meeting, the DDA approved the Downtown Marketing Strategic Plan prepared by Gold & Associates (Gold) and authorized the expenditure of \$5,000 towards the launch of the Riverfront Shops of Daytona Beach Campaign. The \$5,000 funded the following:

- Purchase of Website Domain Names
- Purchase of iContact services
- Purchase of web hosting services
- Photo-shoot to complete the graphics for the website and media.

To implement the marketing campaign over the summer, staff has identified \$14,500 remaining in the budget to fund the campaign launch. The funds will be used for the following:

- News Journal (July & August) Merchant Co-op \$2,500
- SEM Google Ad Words \$1,500
- Facebook Ads \$500
- Brighthouse Cable \$5,000
- Gold & Associates Phase II Fee \$5,000

The campaign is expected to be launched by June 15. The outline of the PR leading up to the launch is attached,

DOWNTOWN DAYTONA BEACH

NEW BRANDING ANNOUNCEMENT ACTION STEPS

Prepared by GOLD • Thursday, May 10, 2012

Revised Friday, May 11, 2012

Overall

An essential component of any new branding or nomenclature introduction is taking action to ensure that all stakeholders are kept informed about the change and the reasons behind it, which helps eliminate confusion and garner widespread support. For Downtown Daytona Beach, there are four key constituencies that must be addressed to successfully announce the re-branding of the Beach Street retail area as the Riverfront Shops of Daytona Beach:

1. Local Government
2. Beach Street Retail Area Merchants
3. Area News Media
4. Local Residents/Primary Market Customers (*50-mile radius*)

The steps and tactics that follow outline the agency's recommended approach to communicate with all of these groups. Successfully reaching the third group (*media*) will be an effective means of raising awareness among local residents and primary market shoppers.

Action Steps

1. CITY COMMISSION LETTER — A letter from Bob Abraham, DDA Chairman, (*written by Jason Jeffries*) is to be sent to City Council members, the City Manager and other government stakeholders to announce and explain the change;
2. MERCHANTS MESSAGE — After informing the City Council, a message (*eblast or letter*) announcing the reasons for the change, its history and its benefits will be distributed to all Beach Street retail area merchants to ensure that any who have not been involved heretofore are kept informed;
3. MEDIA RELATIONS — Following the Commission announcement, a meeting set up by the City Public Information Officer with the News-Journal will allow the DDA Chairman to explain the new branding. A news release about the new branding will then be distributed to other area media; and
4. CITY COMMISSION PRESENTATION — The DDA will make a presentation to the City Commission on Wednesday, June 6;
5. MARKETING BEGINS — The final step will be using the new branding in ongoing online and offline marketing communications materials, such as the new website currently under development.