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

AGENDA

Tuesday, June 26, 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.

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes:**
 - a. **May 15, 2012 Regular Meeting**
 - b. **June 12, 2012 Special Meeting**
4. **Farmers' Market Update**
5. **Adoption of Millage Rate for Fiscal Year 2011/12**
6. **Adoption of FY 2012/13 Budget**
7. **Riverfront Shops of Daytona Beach Campaign Launch Update**
8. **Merchant Co-op Program**
9. **Downtown Event Support Criteria**
10. **Public Comments**
11. **Board Comments**
12. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, May 15, 2012**

A meeting of the Downtown Development Authority was held Tuesday, May 15, 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
Ms. Stacey Lipton
Mr. Joseph H. Hopkins
Ms. Kelly White

Staff Members Present

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

1. Call to Order

Mr. Abraham called the meeting to order at 8:05 a.m.

2. Roll Call

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

3. Approval of Minutes: April 24, 2012

Mr. Hopkins made a motion to approve the minutes of the April 24, 2012 and it was approved unanimously (5-0).

4. 2011/12 Budget Status

Mr. Jeffries reviewed the status of 2011-12 budget and he stated \$9,500 was projected to be available for additional marketing activities until the end of the fiscal year. He stated projected revenue from the Farmers' Market was \$19,400 and Ms. Kelley would like to do a mailing to local zip codes to attract customers to the Farmers' Market. Mr. Jeffries noted that at the last meeting, the Board approved \$5,000 for Gold & Associates to launch the campaign over the summer to local residents. Page 14 of the packet outlined the budget transfers to fund the Riverfront Shops of Daytona Beach

branding campaign launch. Mr. Jeffries stated that if the Board agreed, a motion would be needed to be made to authorize the transfers.

Mr. Abraham asked about the \$5,000 from the Farmers' Market.

Mr. Jeffries stated that it would be a transfer of \$3,000 out of the marketing line item and \$2,000 out of events.

Mr. Abraham asked when that could be done.

Mr. Jeffries stated that the funds were available based on projections.

Ms. Cook asked where Ms. Kelley's salary came from.

Mr. Jeffries stated that Ms. Kelley received 45% of the revenue from the Farmers' Market.

Ms. Cook asked what Ms. Kelley received over and above that.

Mr. Jeffries stated that contractually they had to pay her the 45%, so currently there was a deficit in the line item so he suggested the Board approve the transfer.

Board Action

Ms. White made a motion to approve the budget transfers as presented in the staff memo. Ms. Cook seconded the motion and it was approved unanimously (5-0).

5. Preliminary FY 2012/13 Budget

Mr. Jeffries presented the preliminary 2012-13 budget on Page 16 of the packet. He stated no decision had to be made; however, he would like to receive feedback from the Board. He stated that, the Board would approve the budget in June then in September there would be Public Hearings when it was formally approved.

Mr. Jeffries stated that he did not have the revenues from the Property Appraiser but they should be received June 1. He was projecting a 5% decline in revenues based on property value decline.

Mr. Jeffries stated that the DDA started the current year, per the audit, with an unreserved fund balance of \$46,000.

Mr. Jeffries discussed the Merchant Co-Op concept that Mr. Gold presented at the April meeting and stated all merchants would get a listing on the web site. The small ads would cost about \$200 annually for the first year, the large ad would cost about \$350 annually, the News Journal would be about \$75 per space, the concierge book

would be \$800 per space and the rack book would be about \$500 per space. He stated, in the proposed concept, the merchants provide the information, and Gold, through their contract with the DDA, would do the editorial content which would provide a more cohesive look. And the DDA would collect revenue from the concept. He stated more detail would be provided at next month's meeting after he met with merchants to determine interest before the Board budgeted for the revenue.

Ms. Lipton asked if, based on the numbers provided, if Mr. Jeffries anticipated collecting \$2,000 from 32 businesses. She stated she saw the numbers and felt it was a very aggressive plan.

Mr. Jeffries stated he looked at the participation level from the previous year and lowered the prices and based on negotiations, Mr. Gold felt he may be able to lower the prices even more. Mr. Jeffries stated that he needed to talk to the merchants to determine interest then establish the price which would need to occur before the DDA approved the program and finalized the budget. He stated he based his numbers on past participation. He stated that when he talked with merchants, they asked for sponsorship prices and he thought there may be four sponsors.

Ms. Lipton stated that she was very concerned that the number was large.

Mr. Jeffries stated he was basing it on projected revenue. He had added a line in the budget called Co-Op Marketing so that if the revenue did not come in, that would be where the cut in spending would occur.

Ms. Lipton stated that she did not want to spend money that they may not get.

Mr. Jeffries stated he would have monthly status reports showing the balance in the line item.

Ms. White asked who would administer the co-op.

Mr. Jeffries responded the checks would be written to the DDA and staff would collect it.

Mr. Abraham stated the projected revenue was \$64,700 and expenses were \$51,000, so they needed to be careful in case the money did not come in. He stated that the Board was receiving an excellent level of staff support compared to what they had in the past. If there was a change in that, the Board could suffer from not having administrative support. He recalled times in the past where the Board did not receive staff support simply because the City did not have the staff. If that happened again, they may be in the situation where things may not get done although he did not anticipate that occurring. Mr. Abraham stated that the Farmers' Market did not concern him since it was an Enterprise Fund where the revenues were dedicated for the expenditures of the market. There was a risk if they had to support the market for a period of time, but

that did not look like it would be the case based on performance. He stated they were entering new territory, and a budget must be adopted and the Board must do it as responsibly as possible.

Ms. White noted that the budget did not have a line item for staff.

Mr. Jeffries stated that there had not been a line item for staff in the budget for several years. He stated staff salaries were paid from the CRA fund and the DDA's focus on marketing benefited staff's efforts. The CRA's focus was on attracting retail to the Downtown and to attract retail, you must show that you have an effective marketing program which was a key component to what they did with the CRA so that was prior justification for staff being paid from the CRA.

Mr. Gold stated that he looked at the expenses. He stated he would take on a lot of the responsibility for the publications, and the costs reflected in the proposed budget should come down.

Mr. Jeffries stated he wanted to meet one on one with the merchants to determine interest.

Mr. Gold stated that he was putting together a sales sheet for the concierge piece. The concept was based on the interest expressed in the previous meeting with the merchants. The concierge book currently represented the entire area and did not brand the Downtown area which was what he was trying to do.

Mr. Jeffries stated that the current program was heavy on print and he wanted to build on the current program and branding of Downtown.

Mr. Abraham stated that speaking as a consumer and not a merchant, looking at the gang page gave him a headache. He said what was proposed was a much better approach.

Mr. Abraham stated while he preferred to err on the side of caution, he was comfortable with the approach being taken and they needed to budget for the opportunity.

Mr. Jeffries asked the Board to provide him with any comments they may have regarding the budget prior to preparing the formal document.

Ms. Cook asked if the Board would receive details of what was being proposed to the merchants.

Mr. Jeffries stated he had detailed information that he would provide to the merchants. He stated that Mr. Gold had put together a sales sheet with four pieces – the website, the concierge piece, the News Journal ad, and the hotel rack piece.

Ms. Cook asked about the television ad and the photo shoot.

Mr. Jeffries stated he would talk about promoting events later in his presentation. He stated that Mr. Gold would use new with footage from a previous photo shoot and put together a new ad. He stated there would be some production costs and the only group they had to co-op with was the Cubs.

Ms. Cook asked about funds for the art festival and if that would show as co-op. She stated in the past when the DDA had given money to the art festival, part of it has been for advertising.

Mr. Jeffries stated that with the marketing campaign, he was proposing to change that and there would be an on-going marketing campaign. If it was a supported event in the Downtown, it would be part of the marketing campaign. If it was a signature event like the art show, it would be mentioned in the campaign for that month in the television ad that the event was coming up and not designate specific monies for advertising.

Ms. Cook stated that she wanted to make sure they did not leave out radio and television.

Mr. Gold stated that what Mr. Jeffries was suggesting was that they look at the merchants that participated before then take it to the next level and part of it would be broadcast. Dollars were dedicated to print, on-line, broadcast, web, and interactive marketing for the fiscal year and there was about \$14,500 remaining for the current fiscal year.

Ms. Cook asked if they were going after the co-op in the current fiscal year.

Mr. Gold stated yes.

Ms. Lipton asked about the \$8,700 in the proposed budget for Downtown holidays.

Mr. Jeffries stated that was the street decoration costs. Anything that was in the Tactical Plan that was adopted last month was in the \$70,000 for Downtown Marketing. The only thing he may break out would be the technical cost pertaining to the web site. He stated he budgeted on what was presented at the last meeting. He stated that ad placement and television ads would come from the \$70,000 and Mr. Gold's fee was a separate line item. He stated that the web site, domain, and all other items produced would be assets of the DDA.

6. USDA Farmers' Market Grant Submission

Mr. Jeffries stated that Cheryl Kelley would answer any questions the Board may have regarding the grant submittal. He presented information as contained in the staff report, a copy of which is hereto attached and made part of the record.

Ms. Kelley stated that the submission date was May 21; and based on previous years, selections were made in late August and money awarded in October.

Mr. Jeffries stated it was not in the budget but an amendment would need to be done if the funds were awarded.

Ms. Cook asked if the application had been submitted.

Mr. Jeffries stated no it was being presented to the Board prior to the application being submitted to the Department of Agriculture.

Ms. Kelley outlined the application and stated the guidelines were specific about what the funds could be used for. The application called for grant submissions to cover two categories, specifically EBT, which was food stamp benefits, and non-EBT. EBT would be prioritized; however, the categories were much more limited under the EBT grant. Multiple grants could be submitted but money could only be accepted from one.

Mr. Abraham asked how much was allocated for the State of Florida.

Ms. Kelley stated it was through the Department of Agriculture at the Federal level through a Farmers' Market promotion program. She stated she did not recall the exact figure but there were hundreds of millions of dollars set aside for the program. Applications would be reviewed and funding would start with the top graded grant and would continue funding the grants until the money ran out. Last year, between $\frac{1}{2}$ and $\frac{3}{4}$ of the grants were funded and this year the fund doubled so it was expected that $\frac{3}{4}$ of the grants would be funded. And since they were in a food desert, it was important. She felt that alone should rank it in the top half.

Mr. Abraham stated that if the grant, was approved it would be enough to get the program going. He asked if there was an ongoing cost.

Ms. Kelley stated she would like to market the facility to let people know they would be accepting food stamps. The grant required a matching fund for the kick off of the food stamp program and the grant would allow the money to be used to improve electricity in order to install the EBT which would not be an ongoing cost. She stated the ongoing cost would be for the Assistant Manager. She stated that she was at the management booth $\frac{3}{4}$ of the time, but if it was collection day, it took 4 to 5 hours to

collect the rent. If EBT was installed, someone would have to be at the management booth at all times so an Assistant Manager would be necessary and would be an ongoing cost. This grant was for 2 years so the costs would be covered for two years. If the cost could not be covered after the two year period, the program may have to be eliminated. She stated that the only other market that had received the grant was Gainesville and it had been successful. The Sanford market accepted food stamps but they had not received grant funds in order to install the EBT equipment.

Mr. Abraham asked if the equipment would be located at the management booth.

Ms. Kelley stated that Visa cards could also be accepted. She stated the purchaser would swipe their card and get, for example, \$20 worth of tokens, and then spend the tokens throughout the market. Staff would collect the tokens at the end of the day and pay the vendors. She stated there would be, however, more administration and paper work for the Manager. She stated the hours included in the grant application were additional hours needed for processing paper work which was over the amount budgeted for the Market Manager.

Mr. Abraham asked who would pay the Visa fee and asked if they needed to budget for those costs.

Mr. Jeffries stated yes.

Ms. Kelley stated those costs would be covered by the grant. She stated there was a proposal to continue once the grant money went away. She stated vendors were currently paying \$11 per day. Port Orange charged \$30 per day, Ormond Beach charged \$25 per day and Holly Hill's price was \$30 but they were now charging \$15. She said 1,000 people attended the market every Saturday and six weeks ago, 3,000 people attended. She stated the reason for her success was because her costs were lower and she could attract more vendors. She felt in another two years, there would be 5,000 people attending. Trash service needed to be restored which would be the responsibility of the Assistant. She felt that if it was proven to the vendors that we would provide service to them, a price increase two years from now would not go over badly. She felt some vendors were willing to pay more if trash service could be reinstated.

Mr. Abraham asked if it was easy to control the tokens.

Mr. Jeffries stated that if it was implemented, Finance staff would develop procedures with Ms. Kelley. He had discussed it with the Finance staff and it may require a reimbursement for the amount of tokens. In October they would have to budget for collection, swiping of cards, and expense for the cards. He asked the Board members how the credit card fees were handled at their businesses.

Ms. Cook stated she received a monthly bill that showed how much was charged for fees.

Ms. White stated that if they were not getting the money back, they could raise the rent or pass the cost on to the vendors.

Mr. Jeffries stated that was looked at on Page 18 in the submission of the grant. He further stated that in terms of projections, he projected that 50% of the transactions would come through credit cards and EBT. The transaction fee was estimated at \$750 per year, and \$600 for EBT fees.

Ms. Lipton stated that taking charge cards always increased sales.

Ms. Kelley stated the Department of Agriculture sometimes would send a team to the market at their expense; but there was mandatory training for two people once the EBT was offered. She noted that the purchase of tokens was like purchasing a gift card and often less than 100% of the tokens were redeemed.

Ms. Lipton stated it was a tremendous service to the community and complimented Ms. Kelley on putting forth the effort in obtaining the grant.

Ms. White asked the application be corrected to show the spelling of Farmers' Market with the apostrophe after the s.

Mr. Abraham stated that he did not feel an apostrophe was needed.

Ms. Cook stated that it was a great effort by Ms. Kelley and she asked if the figures in the narrative should be the same as those in the budget.

Ms. Kelley stated the figures did not match because she had not received answers from the Department of Agriculture until late in the document preparation process but some changes would have to be made.

Ms. Cook noted that the figures on Page 20 and Page 28 did not match. She stated that the farmers worked on a tight schedule with a tight amount of money and asked how the City would handle tokens and disbursement of cash.

Ms. Kelley stated that tokens were cashed out the same day and it would need to be determined if they would be paid in cash or by check.

Ms. Cook asked if paid in cash, if the vendor would want to declare the income. She noted that security was her main concern and asked if a bank could sponsor a portable ATM. She also expressed concern in calling the Assistant a janitor. In the past, when grants were received, if you were unable to support the position, the position was eliminated. Credibility was a concern and she asked how they could justify a janitor.

Ms. Kelley stated the janitor position would be a second assistant. The person would be responsible for set up and tear down of the Market. The second assistant would help with trash removal because she had taken away the trash service. When talking with the Department of Agriculture, she asked if it was possible to include trash service in the grant application. She was told a second assistant could be included who would help with set up, tear down, and trash removal. She stated she did not feel like she was doing her job if she did not fight for trash removal for the vendors, even if it was only for 2 years. She stated if participation increased, in two years, they may be able to pay for trash through an increase to the vendors.

Ms. Kelley stated that she would like to do a mailer offering a coupon that could be redeemed by vendors and cash would be paid to the vendor for the coupon.

Mr. Jeffries stated he was not aware of the cash coupon program and felt it would have to come back to the Board for approval. In addition, the Finance staff would need to approve it.

Ms. Lipton asked if the Farmers' Market would be included in the email blasts.

Mr. Jeffries stated yes, it would be included, and it would be part of information developed by Mr. Gold

Ms Lipton asked if it would be part of the new gang page.

Mr. Jeffries stated it would be part of the calendar of events.

Ms. Lipton stated that Ms. Kelley should take out an ad like other vendors do.

Ms. Kelley stated that the coupon issue needed to be addressed because she thought the coupon was a draw to the location.

Ms. White suggested a free bag with DDA logo could be given away instead of something that required reimbursement.

Mr. Jeffries stated that he had talked to Beach Street Impressions about producing 500 bags. The farmers may not see the direct benefit, but it could get customers to the management booth so they would be able to tell who was attending the Market.

Ms. Lipton stated there would be people walking around with bags with the logo on it.

Mr. Jeffries stated he was nervous about the coupons for cash.

Mr. Hopkins stated that sustainability was his concern.

Mr. Abraham stated they had to approve applying for the grant but not the application.

Mr. Jeffries suggested the Board make a motion to authorize submission of the grant and stated he shared concerns about the personnel issue.

Mr. Abraham asked if what she was suggesting was the one assistant and not the second and asked if that would affect the amount.

Ms. Kelley stated yes. She stated they did not fit the term of a small market but fit the term of a medium size market that would like to expand to a large market. The agency to whom they were submitting the grant application would expect there to be three employees. She noted she would like to reinstate the waste management program and the third position would handle waste management. She stated she felt confident they would get the funding.

Mr. Abraham stated that if they got everything they asked for, they may have to commit a second assistant for longer than two years.

Ms. White stated that they may create a service that might be taken away and felt it was a risk.

Ms. Lipton stated that she hoped in two years they would be able to raise the rent.

Ms. White stated she was in favor of it.

Mr. Hopkins asked if it would be a janitor position or a second assistant.

Ms. Kelley stated she would change janitor to second assistant and the position could also be used as security. She stated that at the close of the Market she walked the river to remove any plastic bags that had blown into the river. She stated it could be a serious problem, so she was diligent about it and noted there was a lot of clean up.

Ms. Cook noted the janitor would be the second assistant manager.

Ms. Kelley stated yes and the application would have to be amended.

Board Action

Mr. Hopkins made a motion to authorize submission of the grant. Ms. Lipton seconded the motion and it was approved unanimously (5-0).

Mr. Jeffries noted, for clarification, that the change would be made in the Assistant Manager that had been talked about and asked about the EBT fees. He asked if reimbursement for the fees was included in the application and suggested a cost be included for those fees.

7. Gold & Associates Contract: Phase II

Mr. Jeffries stated that Page 29 of the packet outlined Phase II of the contract which covered three items: the Tactical Plan, developing the website, and preliminary graphics. The Tactical Plan was complete and had been adopted by the Board. The web site was 80% complete, graphics were 60% complete and links to the web site would be sent to Board Members for testing. He stated that Mr. Gold had done additional work outside the scope.

Mr. Jeffries stated Phase II was the implementation phase. Mr. Gold had started doing the work outlined in Phase II. He asked the Board to provide notice to Gold to proceed to Phase II formally under the terms of the contract which was \$1,000 per month to a date certain of September 30, 2012, and extend their option to opt out. Mr. Jeffries stated he wanted to have a meeting with Mr. Gold and Mr. Abraham to determine the scope of the contract going forward in the next fiscal year based on the Tactical Plan. Mr. Gold agreed to continue working under the current contract at the rate of \$1,000 per month; and at the June meeting, Mr. Jeffries would have a better understanding of the scope of work and cost for next year.

Board Action

Ms. White made a motion to authorize proceeding to Phase II of the contract with Gold & Associates through September 30, 2012, and extending the opt out provision. Mr. Hopkins seconded the motion and it was approved unanimously (5-0).

8. Riverfront Shops of Daytona Beach Campaign Launch & Funding

Mr. Jeffries stated the Board approved \$5,000 at the April 24 meeting for domain names and the photo shoot. The Board needed to approve an additional \$14,500 for the remainder of the fiscal year for the merchant co-op, on line advertising (Facebook and Brighthouse), and production costs.

Mr. Gold stated that there were a number of things they were doing that did not have hard costs, such as the ongoing press releases, stories for the merchants, e-blasts and newsletters, social media postings, plus putting together the entire co-op plan, including the concierge book and rack brochure.

Board Action

Mr. Hopkins made a motion to approve the allocation of \$14,500. Ms. Lipton seconded the motion and it was approved unanimously (5-0).

Mr. Jeffries stated that Page 41 of the packet showed the outline for announcements of branding of Downtown and the letter would be going to the City Commission later in

the week with a letter to the merchants the following week. The target date for the press release to media was May 28 and the presentation to the CRA/City Commission was scheduled for June 6.

Mr. Abraham stated that he would be out of town on June 6 and would not be available for the City Commission presentation. He asked Ms. Cook to be available.

Mr. Jeffries stated that June 15 was the target date for the web site to be up and running.

Ms. White stated that everything was going well and Mr. Jeffries was doing a great job.

Mr. Gold thanked the Board and complimented Mr. Jeffries for his staff support and prompt response to their needs.

9. Downtown Event Support Criteria

Mr. Abraham asked that the report be moved to the next meeting.

10. Public Comments

There were no public comments.

11. Board Comments

There were no Board comments.

12. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 10:15 a.m.

Robert Abraham, Chairman
Chairman

Rebecca Groom
Recording Secretary

Farmers' Market Strategic Plan

June 2012 Status Report

Updated: June 21, 2012

Mission:

To offer Daytona Beach residents and visitors an opportunity to purchase fresh, healthy produce and local artisan goods; to provide farmers an opportunity to sell their products, serve as a marketplace catalyst for local entrepreneurs, provide an opportunity for local musicians to perform, and provide a festive community event gathering place.

Values:

1. **Transparency;** operate with openness in all transactions and interactions
2. **Accessibility;** serve all of Daytona Beach's residents and visitors
3. **Independence;** provide independence for the operation of the Market
4. **Reinvestment;** invest and grow the Farmers' Market
5. **Freshness;** availability of fresh produce, food, and plants.

Goal:

To become a thriving destination market with offerings to include, local produce, artisan goods, local artists and performers, and regularly occurring on-site community events.

Objectives:

1. Increase the number of local farmers selling at the Market	
Plan:	<ol style="list-style-type: none"> 1. Visit Sanford market to recruit 2. Get EBT at market to become more attractive to farmers 3. Create Farmers' Market vendor brochure
Status:	<ol style="list-style-type: none"> 1. Cheryl made contact with the local Farm Bureau & Sanford Market 2. Information for Market vendors on DDA web page 3. Manager responds to inquiries by potential vendors
Next Steps:	<ol style="list-style-type: none"> 1. July: Once complete vendor list is developed, market brochure will be produced. 2. Ongoing: potential vendor inquiries will be handled by Redevelopment Staff and coordinated with the Market Manager 3. New Market Manager to develop a recruitment strategy within two months of employment
Timeline:	<ol style="list-style-type: none"> 1. Next 2 Months: Interim Manager & Staff handle vendor inquiries 2. Within 4 Months (October 2012): New Manager presents new local farmer recruitment strategy

2. Obtain grant to implement EBT payments at the Market	
Plan:	<ol style="list-style-type: none"> 1. Register for a DUNS number for the DDA 2. Get authorized to accept EBT and SNAP through the FNS office 3. Establish a grants.gov account with the DUNS numbers 4. Prepare grant proposal narrative 5. Obtain written proof of eligibility from a State or Federal source 6. Prepare grant supplemental budget summary 7. Obtain letters of commitment from partners and other supporters 8. Apply for the FMPP Grant using required grant forms and attached supplemental information
Status:	<ol style="list-style-type: none"> 1. FMPP Grant application submitted to USDA; under review
Next Steps:	<ol style="list-style-type: none"> 1. If grant approved: <ol style="list-style-type: none"> a. Revise DDA budget b. Hire grant administrator (part-time) c. Implement grant proposal <ol style="list-style-type: none"> i. Electrical upgrades ii. EBT Equipment purchase & set-up iii. Hire additional market staff d. Work with City Finance staff to establish EBT policies e. Finalize EBT & SNAP authorization
Timeline:	<ol style="list-style-type: none"> 1. Response from USDA: October 2012
3. Increase the variety of foods available for purchase at the Market	
Agreement Terms:	<ol style="list-style-type: none"> 1. Ensure a mix of vendors consisting predominantly of fresh foods; limited to 10% craft sales and 20% plant or flower sales <ol style="list-style-type: none"> a. Increase the number of vendors providing local produce and goods selling at the Market b. Increase the variety of foods available for purchase at the Market <p><i>See Objective 1: Increase Farmers Selling at the Market</i></p>
Status:	<ol style="list-style-type: none"> 1. Rules and Regulation not provided to all existing vendors
Next Steps:	<ol style="list-style-type: none"> 1. June 28: Letter to City about Market status 2. June 30: Providing Rules & Regulations to existing vendors 3. July 13: Due date for vendors to return applications 4. July: Redevelopment Staff and Interim Manager to review current status of vendors and compliance with Market Regulations 5. July 24: DDA discussion about vendor concerns with regulations 6. Bring all existing vendors into compliance with terms of the license agreement
Timeline:	<p><i>Vendor mix must be in compliance with the license agreement by June 28.</i></p> <ol style="list-style-type: none"> 1. By June 23: Interim Manager to collect outstanding applications 2. June 26: Report to DDA on Market vendor status 3. Letter to City regarding vendor status and next steps

4. Increase the customer base at the Market	
Marketing Plan:	<ol style="list-style-type: none"> 1. DDA Marketing Synergy <ol style="list-style-type: none"> a. Bighthouse Cable TV Advertisement b. Downtown E-Newsletter c. Website 2. Direct Farmers' Market Advertising <ol style="list-style-type: none"> a. News Journal Gang Page with Farmers' Market Coupon b. Pennysaver ad with Farmers' Market Coupon c. Direct Mail with Farmers' Market Coupon 3. Customer surveys from the management booth 4. Special Market Promotions 5. Music and entertainment at the market
Status:	Farmers' Market ad to run as part of the News Journal's Friday, July 6 Downtown Gang Page
Next Steps:	Redevelopment Staff exploring: <ol style="list-style-type: none"> 1. Pennysaver ad cost for the summer (target local residents) 2. Direct mail coupon with watermelon give-away
Timeline:	<ol style="list-style-type: none"> 1. June – September: Pennysaver ad 2. July: Direct mail coupon with water-melon give-away
5. Develop a website that is in the top ten results of a Google search on "Daytona Beach Farmers' Market"	
Status:	<ol style="list-style-type: none"> 1. Web page posted on City website with Market information 2. Web page under development within the Riverfront Shops of Daytona Beach website
Next Steps:	Review site content
Timeline:	<ol style="list-style-type: none"> 1. June 15: review content 2. June 27: Web site testing 3. Early July: Web site launch
6. Manage the implementation of the terms of the license agreement with the City	
Contract Terms & Performance Goals:	<ol style="list-style-type: none"> 2. Payment of license fee (\$1,000 for FY2011-12) 3. Enforce the rules and regulations for the Farmers' Market 4. Ensure license area is clean at the end of the Market day 5. Provide effective communication and thorough information for vendors 6. Reinvest all revenues derived from the operation of the Farmers Market back into the Market 7. Provide signage to identify Market vendors

Status:	<ol style="list-style-type: none"> 1. License fee paid 2. Rules and regulations enforcement ongoing – <ul style="list-style-type: none"> ○ Need complete list of current vendors ○ New rules & regulations not provided to existing vendors 3. License area clean-up ongoing – one complaint received and resolved 4. Communication ongoing with vendors – printed info provided to vendors 5. Market revenue reinvested into the Market 6. Signage not purchased
Next Steps & Timeline:	<ol style="list-style-type: none"> 1. July: Purchase signs to identify growers
7. Explore and implement new ideas that will promote the general Downtown Business District	
Strategy:	<ol style="list-style-type: none"> 1. Provide a management booth with Downtown information <ol style="list-style-type: none"> a. Booth Volunteers b. Downtown Map Pads (Store Info) c. Individual store information d. Customer surveys
Status:	<ol style="list-style-type: none"> 1. Tent Purchased; map pads provided; booth not manned 2. Need Market volunteers
Next Steps:	Interim Manager will organize volunteers for the booth
Timeline:	July 6: Booth active with volunteers

According to the license agreement with the City, the DDA was to have the Farmer’s Market in compliance with the following restrictions within 180 days after the Effective Date (by June 28, 2012): **Staff’s assessment of the current status is in red.**

- (1) Vending will consist predominantly of fresh perishable foods. Strong preference in food vending will be given to traditional farmers’ market foods such as fresh produce, breads, and seafood; and other perishable food products not readily available in stores such as gourmet-prepared condiments, cheeses, and other gourmet prepared foods, including canned and jarred foods. **In compliance: 68.5% of the vendors sell fresh produce and 12.2% of the vendors sell homemade prepared foods.**

- (2) A limited amount of craft and plant sales, including flower sales, is permitted. No more than 10% of total vendor space will be used for craft sales and no more than 20% of total vendor space will be used for plant or flower sales without the City’s prior written approval. **In compliance: 7.0% of the vendors sell craft goods and 3.5% of the vendors sell plants or flowers.**

- (3) All crafts offered for sale must be hand-made, of good quality, and must be offered for sale by the artisans themselves. Crafts may include hand-made musical instruments. **Partial compliance: There is one vendor selling items that**

do not appear to be handmade. The vendor needs to come into compliance with the adopted DDA rules & regulations for the Farmers' Market.

- (4) Preference in produce and plant sales will be given to growers from Volusia and Flagler County over other growers and over resellers. *In compliance:* Preference is given to plant and produce growers from Volusia and Flagler County. The DDA is not accepting any new wholesale produce vendors, constitute 45.6% of the existing vendors.
- (5) No services will be offered for sale or displayed from within the Farmers' Market. *In compliance:* No services are offered for sale or displayed from the Farmers' Market.

Downtown Farmers' Market Vendors

<i>Vendor</i>	<i>Product</i>	<i># of Spaces</i>	<i>Contact</i>	<i>Compliance</i>	<i>Notes</i>
Local Farmers / Growers		11 (19.3%)			
TOGA Citrus	Oranges, Grapefruit & Citrus	4		Yes	
Tomazin's Fresh Farm	Lettuce	3	Hucks	Yes	
Carolina Farms	Fruit & vegetables	4		Yes	
Organic Produce		1 (1.8%)			
Access to Organics	Organic vegetables	1		Yes	
Wholesale Produce		26 (45.6%)			
Dale's Produce	Grapes & Fruit	1		Yes	
Kim's Produce	Vegetables & Fruit	3	Kim & Cindy	Yes	
Donny's Produce	Vegetables & Fruit	10		Yes	
Hispanic Produce	Vegetables	3		Yes	
Larraina's Produce	Vegetables & Fruit	6	Rita & Rocco	Yes	
John Kemp Produce	Vegetables & Fruit	3		Yes	
Fish & Meats		1 (1.8%)			
Jerry's Shrimp	Shrimp	1		Yes	
Grocery		5 (8.8%)			
Brian Edwards Groceries	Nearly expired groceries	1		Yes	May be larger than one space
Gourmet Coffee	Coffee	1		No	
Ocie's Gourmet Preserves	Jam's & Jellies	1		Yes	
Atomic Snack	Dried fruit and nuts	1		Yes	
Peanut Man	Peanuts	1		Yes	

<i>Vendor</i>	<i>Product</i>	<i># of Spaces</i>	<i>Contact</i>	<i>Compliance</i>	<i>Notes</i>
Prepared Foods		7 (12.2%)			
Julie's Kitchen	Hotdogs, hamburgers, French fries, sodas	2		Yes	
Pop's Kettle Corn	Kettle Corn	1		Yes	
Empanadas	Stuffed bread & pastry	1		Yes	
Gainey's BBQ	BBQ Chicken & Pork	1		Yes	
Smoothies	Fruit smoothies	1		Yes	
Beef Jerky	Beef Jerky	1		Yes	
Plant or flower (Not to exceed 20%)		2 (3.5%)			
	Orchids	1		Yes	
	Plants	1		Yes	
Crafts (Not to exceed 10%)		4 (7.0%)			
Avon	Perfume & Make-up	2		No	
	Homemade jewelry, baskets, and baked goods.	1	Cindy	Partial	Has some jewelry and other items that do not appear to be handmade.
Kindred Spirits	Indian jewelry	1		Yes	
Total		57			



Morgan B. Gilreath, Jr., M.A., A.S.A., C.F.A.
Property Appraiser

June 1, 2012

Daytona Beach Downtown Development Authority
301 S. Ridgewood Ave.
Daytona Beach, FL 32115

Attention: John Drango, Interim Chief Finance Director

Re: June 1 Notification of 2012 Tax Roll Values per F.S.200.065(8)
Taxing Authority Number(s): 0570

Dear Mr. Drago:

The June 1, 2012, pre-preliminary tax roll estimated taxable value of property in your taxing authority is \$101,438,603 . This amount includes the estimated taxable new construction value of \$10,416. Please note that this is a Pre-Preliminary estimate. The formal Preliminary Tax Roll, available on July 1, 2012, will contain detailed breakdowns of new construction, annexations and other stratification, along with the DR420 form. The tax roll valuations are finalized as we mail out Notices of Proposed Taxes in mid-August.

Percentage changes from last year for both Just and Taxable values are shown below. Declining real estate values are reflected in Just Values while the impact of Save Our Homes and additional exemptions are reflected in the Taxable Values. The Net Change reflects actual change on properties without considering new construction. Again, please keep in mind that these are "Pre-Preliminary Estimates" of value.

	Previous 2011	Estimated 2012	% Total Change	% Net Change
Just Value	\$197,178,717	\$195,027,584	-1.09	-1.10
Taxable Value	\$105,505,536	\$101,438,603	-3.85	-3.86
New Construction	\$1,064	\$10,416		

If you have any questions, please contact me at (386) 736-5901 (DeLand area); (386) 254-4601, Ext. 5717 (Daytona area); or (386) 423-3315 Ext. 5717 (New Smyrna Beach area).

Sincerely,

Morgan B. Gilreath, Jr.
Volusia County Property Appraiser

✓ - confirmed w/ prior yr.

DDA

City of Daytona Beach - Downtown Development Authority
Preliminary Property Tax Assessment and Rolled Back Millage Rate
FY 2012-2013
PER VOLUSIA COUNTY PROPERTY APPRAISER ON 6/1/12

DDA:

	2012-2013	
1 Current Year Taxable Value	\$ 101,438,603	
2 Less New Construction	\$ 10,416	
3 Adjusted Taxable Value	\$ 101,428,187	(1) 105,506 Gross ad valorem
4 TIF Value	\$ 29,078,967	(2) 31,824 TIF
5 Adj Taxable Value less TIF	\$ 72,349,220	See workpaper attached
6 Prior Year Ad Valorem Proceeds Less TIF	\$ 73,682	
7 Rolled Back Rate	1.0184 (3)	
8 Maximum Allowed Millage Rate	1.0000	
9 Gross Ad Valorem	\$ 101,439 (4)	
10 Ad Valorem Taxes	96% \$ 97,381	
11 Value of 1 mill (net)	\$ 97,381 (5)	

- (1) Prior Yr - FINAL taxable value per DR-422 times current millage 1.0000
- (2) Tax increment transfer to the 130 Fund
- (3) Line 6 divided by line 5
- (4) Line 1 times line 8
- (5) line 10 divided by line 8

DDA
(Downtown Dev Auth)

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	97,381
Merchant Co-op Program	-	-	-	53,800
Interest	2,000	1,000	200	100
Appropriation of Fund Balance	25,031	28,769	13,500	10,069
Total Revenue	\$ 163,836	\$ 147,500	\$ 115,000	\$ 161,350
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	60,000
Co-op Marketing	-	-	-	50,000
Downtown Events	-	54,500	32,500	20,000
Downtown Holidays	-	22,500	20,000	8,750
Professional Fees	-	-	-	18,000
Technical Services	-	-	-	2,500
Main Street Program	53,900	27,500	10,000	-
Main Street Office	27,000	-	-	-
Total Expenditures	\$ 163,836	\$ 147,500	\$ 115,000	\$ 161,350
GENERAL FUND BALANCE				
Unreserved Fund Balance	\$ 99,745	\$ 74,714	\$ 45,945	\$ 27,445
Appropriation	\$ 25,031	\$ 28,769	\$ 13,500	\$ 10,069
Ending Fund Balance	\$ 74,714	\$ 45,945	\$ 27,445	\$ 17,376
% of Ad Valorem Revenue	46%	31%	24%	18%
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	12,000
Manager Supplies	-	-	300	235
Marketing	-	-	8,895	13,000
Market Events	-	-	2,000	1,000
Insurance	-	-	1,265	1,265
Equipment	-	-	2,000	-
Booth Merchandise	-	-	750	1,000
City Fees	-	-	1,000	1,500
Total Expenditures	\$ -	\$ -	\$ 24,650	\$ 30,000

MERCHANT CO-OP PROGRAM

Merchant Co-op Revenue		Merchant Co-op Programs	
Downtown Sponsorship	9,000	2 Sponsorships	
Downtown "In Room Book" Sponsorship	12,500	5 Sponsorships	
Downtown "Hotel Rack Card" Sponsorship	2,500	5 Sponsorships	
News-Journal Gang Page	4,200	7 Additional Merchants	
In Room Concierge Book	7,800	8 Additional Merchants	
Hotel Rack Brochure	2,250	5 Additional Merchants	
Downtown Restaurant Guide	10,800	6 Restaurants per run	
Web Site Feature Listings	4,750	5 additional large feature listings / 15	
	<u>\$ 53,800</u>	additional small feature listings	
<hr/>			
Downtown Sponsorship		Downtown Sponsorship	
Website Large Feature Listing	-		
News Journal Gang Page (2 Spaces)	1,200		
In Room Concierge Book (3 Spaces)	2,925		
Hotel Rack Card feature listing	375		
Downtown "In Room Book" Sponsorship	\$ 2,500		
Website Large Feature Listing	-		
News Journal Gang Page (1 Space)	550		
In Room Concierge Book (2 Spaces)	1,950		
Downtown "Hotel Rack Card" Sponsorship	\$ 500		
Website Large Feature Listing	50		
Hotel Rack Card feature listing	450		
<hr/>			
		News-Journal Gang Page	
		<i>Revenue</i>	
		Sponsorships	5,150
		Additional Ad Sales	4,200
			\$50 per space per month
		<i>Total Revenue</i>	<u>9,350</u>
		<i>Expenses</i>	
		Monthly Gang Page	<u>9,113</u>
			\$1,100 per page per month
		Net Cost to DDA	<u>(237)</u> (Before sponsorship)
<hr/>			
		In Room Concierge Book	
		<i>Revenue</i>	
		Sponsorships	15,600
		Additional Ad Sales	7,800
			\$975 per space (annual)
		<i>Total Revenue</i>	<u>23,400</u>
		<i>Expenses</i>	
		6 Page Downtown Section	<u>23,502</u>
			3,917 per page
		Net Cost to DDA	<u>102</u>
<hr/>			
		Hotel Rack Brochure	
		<i>Revenue</i>	
		Sponsorships	3,000
		Additional Ad Sales	2,250
			\$450 per space (annual)
		<i>Total Revenue</i>	<u>5,250</u>
		<i>Expenses</i>	
		Rack Brochures	<u>5,500</u>
		Net Cost to DDA	<u>250</u>
<hr/>			
		Downtown Restaurant Guide	
		<i>Revenue</i>	
		Ad Sales	<u>10,800</u>
			75 per space (twice a month)
		<i>Total Revenue</i>	<u>10,800</u>
		<i>Expenses</i>	
		Color Restaurant Ad GO386	<u>10,770</u>
			\$650 per page run
		Net Cost to DDA	<u>(30)</u> (Before sponsorship)

CITY OF DAYTONA BEACH DDA MARKETING UPDATE

Presented by GOLD • Tuesday, June 26, 2012

Recent and Ongoing Assignments

- STRATEGIC MARKETING PLAN
 - Updated the week of June 18th.
- PHOTO SHOOT
 - Completed June 11th. (*Images received June 20th are now being retouched.*)
- UPDATED MATERIALS
 - Website: Received hosting information 6/20 to upload/test;
 - Loyalty Card: Initial copy and layout created;
 - Facebook: Initial copy and layout created;
 - E-newsletter: Initial layout created;
 - Rack Brochure: New photography added;
 - Newspaper/Magazine Ads: New photography added; and
 - Co-op Sales Sheet: Being updated with latest pricing.
- PUBLIC/COMMUNITY RELATIONS
 - City Commission: Made presentation; and
 - New Merchant Release: Being written.
- SEARCH ENGINE MARKETING
 - AdWords: Concepts prepared and negotiated.
- TELEVISION
 - Media Plan: Being negotiated and scripts being written.
- RESEARCH
 - Findings Distributed: To merchants and Daytona Beach Area CVB.
- DIRECTORY POSTERS (*Pro Bono*)
 - Digital Art: Produced, printed and installed.
- POLE BANNERS (*Pro Bono*)
 - Initial Layouts: Prepared then will revise the week of 6/25.
- FARMER'S MARKET DIRECT MAIL (*Pro Bono*)
 - Printing Bids Solicited: The week of June 18th.

Thank you for your business!



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: June 22, 2012

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Merchant Co-op Program

At the last meeting, staff presented the concept for a merchant co-op program. Based on the preliminary discussions with interested merchants and with print media, staff is recommending the following pricing structure. The program has been included in the proposed 2012/13 DDA budget.

Proposed Merchant Co-op Programs:

Website Merchant Feature Ad (Starts July 2012)

Our beautiful new website, with special sections dedicated to shopping, dining, entertainment and more. These pages will include free listing for all Downtown Area businesses with a focus on Riverfront Shops of Daytona Beach area merchants. The site will be marketed online and offline to build ongoing traffic.

- Basic Listing (Free): Merchant Name, Address, Brief description, hours, website link, Phone Number
- Small Feature listing (\$200 Annually)
- Large Feature Listing (\$350 Annually)

News Journal "Gang" Page (Starts late July 2012)

Full-color page will run every month. The ads will include up-to-date calendar of events and Downtown branding and at least 16 Riverfront Shops of Daytona Beach area dining, shopping and entertainment establishment ads.

- Opportunity for 16 merchant feature ads (maximum 2 spaces per merchant)
- \$50 per space per month

In Room Concierge Book (Starts Fall 2012)

Full-color spreads will run in the annual edition of this hard bound book which is placed in Volusia County area hotels. All dining, shopping and entertainment establishments will be listed for free, following 6 pages (depending on merchant participation) of photographs and editorial copy describing the Riverfront Shops of Daytona Beach area.

- Opportunity for 24 merchant feature ads (maximum 3 spaces per merchant)
- \$975 per space (Annual)

Hotel Rack Card (Starts Fall 2012)

Full-color, six-panel, 4"x9" brochures will be printed every several months to Volusia County area hotels and attractions. All Riverfront Shops of Daytona Beach area dining, salons, and retail merchants listed for free.

- Opportunity for 12 merchant feature ads (maximum 1 space per merchant)
- \$450 per space per printing

Restaurant Guide - News Journal GO386 (Starts Fall 2012)

Full-color page will run twice a month in the News Journal GO386. The ads will include up-to-date calendar of events and Downtown branding and at least 6 Downtown Daytona Beach (DDA) area dining establishment ads.

- Opportunity for 6 restaurant feature ads (maximum 2 spaces per merchant)
- \$75 per space per run

All merchants ads would be designed by DDA (Gold & Associates) for Free

DOWNTOWN SPONSORSHIP PACKAGES

Downtown Sponsorship:

- Cost: \$4,500 Annual Cost (\$4,925 value)
- Includes:
 1. Website Large Feature Listing (\$350)
 2. News Journal Gang Page (Monthly, 2 spaces) (\$1,200)
 3. In Room Concierge Book (3 Spaces) (\$2,925)
 4. Hotel Rack Card feature space listing (\$450)

Downtown "In Room Book" Sponsorship:

- Cost: \$2,500 Annual Cost (\$2,900 value)
- May be paid in quarterly payments of \$625
- Includes:
 1. Website Large Feature Listing (\$350)
 2. In Room Concierge Book (Two Spaces) (\$1,950)
 3. News Journal Co-op (One Space) (\$600)

Downtown "Hotel Rack Card" Sponsorship:

- Cost: \$500 Annual Cost (\$800 value)
- Includes:
 1. Website Large Feature Listing (\$350)
 2. Hotel Rack Card feature space listing (\$450)

The following are draft layouts that have been presented to the DDA previously. Layouts are currently being revised with the graphics from the photo shoot.

NEWS JOURNAL "GANG" DOWNTOWN PAGE

RIVERFRONT

SHOPS OF
DAYTONA BEACH

CALENDAR OF EVENTS

APRIL

15 **EVENT NAME**
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18 **EVENT NAME**
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MAY

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BEACH STREET ON THE RIVERFRONT • RIVERFRONTSHOPSOFDAYTONA.COM

HOTEL BOOK DOWNTOWN PAGE (2 Pages)



Coastal Charm
DOWNTOWN DAZZLE

Delightfully different dining,
shopping, entertainment and more
on historic Beach Street.




RIVERFRONT
SHOPS OF
DAYTONA BEACH
RIVERFRONTSHOPSOFDAYTONA.COM

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DOWNTOWN HOTEL RACK CARD

FLORIDA'S MOST UNIQUE WATERFRONT SHOPPING, DINING & MORE



The Riverfront Shops of Daytona Beach located along Beach Street in Downtown Daytona Beach offer guests something truly special. The opportunity to browse locally owned shops and services, savor the unique flavors of authentic eateries and enjoy entertainment and attractions—all in a beautiful riverfront location unlike any other.

SHOPPING

ANTIQUES

ABE AQUINO ANTIQUES AND ART — Authentic antiques & jewelry
122 S. Beach Street • (386) 262-4698

CAROUSEL ANTIQUES — Antiques & collectibles
110 N. Beach Street • (386) 265-1122

NICOLE'S BEACH STREET MALL — Antiques, jewelry, art & gifts
140 N. Beach Street • (386) 262-3033 • BeachStreetMall.com

BOOKS & MUSIC

BRAXAS BOOKS — Quality used books on all subjects
256 S. Beach Street • (386) 268-8090

ATLANTIC SOUNDS — New & used vinyl records, CDs & DVDs.
125 W. ISB • (386) 268-4420

CHRISTIAN SCIENCE READING ROOM — Books & music for a spiritual way of living
166 N. Beach Street • (386) 262-4640

DAYTONA BOOKS AND METAPHYSICS — Metaphysical gifts and books, new & used
125 W. ISB • (407) 262-2636 • DaytonaMetaphysics.com

CLOTHING & SHOES

AMAXA'S BOUTIQUE — Women's international style fashion
220 S. Beach Street • (386) 262-1764

BEACH STREET SHOE BOUTIQUE — European comfort, resort style shoes
228 S. Beach Street • (386) 268-7666

SHOE & LUGGAGE REPAIR

MASTERTON'S SHOE SHOP — Shoe & luggage repair
145 W. ISB • (386) 263-4344

GILLEN'S SHOE SHOP — Shoe repair
145 Bay Street • (386) 266-2942

HOME DECOR

BEENNY'S FRAMING GALLERY — Custom picture framing, mirrors & art
242 S. Beach Street • (386) 258-1233

SOUTHERN HOME FURNITURE — New, used, unique furniture
127 Bay Street • (386) 267-2662 • SouthernHomeFurniture.com

STACEY LEIPTON INTERIORS — Home accents, art, furniture, gifts, jewelry, baby
110 W. ISB • (386) 266-3701 • StaceyLeptonInteriors.com

JEWELERS

EVANS & SON FINE JEWELERS — Estate and one-of-a-kind jewelry
280 S. Beach Street • (386) 263-8807 • EvansAndSonJLTD.com

BILL GREEN JEWELERS — Full service jeweler, grandfather & mantle clocks
108 W. ISB • (386) 269-9522 • BillGreenJewelers.com

JESSUP'S OF DAYTONA — Estate jewelry, master jeweler, & music instruments
180 S. Beach Street • (386) 262-9297 • JesseupsOfDaytona.com

TOM COOK JEWELER — Full service jeweler, giftware
140 S. Beach Street • (386) 258-4468 • TomCookJeweler.com

WM. RITZ AND CO. JEWELERS — Fine jewelry, custom design, repairs
160 S. Beach Street • (386) 262-2662

SPECIALTY FOOD & WINE

BOTTLE CAPS BEER & WINE — Specialty beer & wine store
216 S. Beach Street • (386) 228-3448

DAVIDSON BROTHERS INDIAN RIVER SHIPPERS — Sourced fresh Florida citrus • gifts, candies and fillings
248 S. Beach Street • (386) 262-4624 • DavidsonBrothers.com

MED EXPRESS — Baked goods, breakfast buffet & lunch cafe
172 S. Beach Street • (386) 323-6937

ORIENTAL GROCERY — Neighborhood food market
125 W. ISB • (386) 267-5793

SPECIALTY SHOPS

BEACH STREET DAZZLE — Jewelry, sterling silver, gemstones, crystal
222 S. Beach Street • (386) 262-9944

BEACH STREET IMPRESSIONS — Custom inspired garments, accessories
124 S. Beach Street • (386) 947-4917 • BeachStreetImpressions.com

DAYTONA MAGIC SHOP — Magic, chess, theatrical supplies & special effects
126 S. Beach Street • (386) 262-6767 • DaytonaMagic.com

GARY'S SPOKES & COLLECTIBLES — Handcrafted motorcycles and collectibles
242 S. Beach Street • (386) 910-4824 • Garys.com

THREE BROTHERS BOARDS — Stand-up boards, paddle sales & tours
206 S. Beach Street • (386) 249-4927 • ThreeBrothersBoards.com

ZAHN'S FLOWERS — Full service florist, delivery worldwide.
146 W. ISB • (386) 262-3616 • ZahnsFlowers.com






BEACH STREET ON THE RIVERFRONT
RIVERFRONTSHOPSOFDAYTONA.COM

PARTNER AD
HEADLINE



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Coastal Charm
DOWNTOWN DAZZLE



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In - Room Concierge



Downtown Development Authority “Riverfront Daytona” Co-Op

Proposal* Prepared for: Jason Jefferies, Project Manager for City of Daytona Beach 5.8.2012

SEE Daytona Beach estimate:

PLAN A: 2 Page card stock inserted in shopping section, Gold provide creative elements and including one perf (for Downtown Shopper Card or your choice)..... with all our distribution:

\$1,207 x 12 = \$14,484 Net annual total 2% pre pay discount available

PLAN B : 4 Page card stock inserted as a center spread, Gold provide creative elements and including two perf's (your choice)with all our distribution:

\$2,173 x 12 = \$26,076 Net annual total 2% pre pay discount available

In-Room Concierge estimate:

PLAN A: \$23,502 net Cost for a 6 page insert in the In-Room Concierge.....all creative supplied by Gold and Assoc.

- Ad layout, design and any editorial is provided by Gold
- All advertisers would receive a web data listing with links to their web site
- DDA would receive 3 web ads, ½ page vertical, button and skyscraper that would link to a DDA web data listing, and link to your new website.
- DDA would provide a reciprocal link on the new DDA website to www.SEE-DaytonaBeach.com

PLAN B: \$9,075 net Cost for a two page spread in the In-Room Concierge

- Ad layout, design and any editorial is provided by Gold
- DDA would receive 3 web ads, ½ page vertical, button and skyscraper that would link to a DDA web data listing, and link to your new website.
- DDA would provide a reciprocal link on the new DDA website to www.SEE-DaytonaBeach.com

*Proposals prepared in advance of printer quotes, to provide information quickly as requested.

In - Room Concierge



We are enthusiastic being your marketing partners, and support you in the direction to best suit your goals. Should you choose to do what we did last year, knowing your merchants buying style, we strongly recommend considering this option.

**FOR: In-Room Concierge “Plan C”
Nov 2012-Nov 2013**

Ad includes value added options below:	Payable November	Annual Net Total
One Half Page , full color, non-bleed (\$4,315 toward co-op)	\$7,125	\$7,125
Publishers Editorial Contribution: Table of Contents listing and map inset revised to highlight downtown. Plus discount off individual co-op choices below.		N/C

Promote Dining, Activities, Shopping and Downtown Events

Individual co-op Participation includes: individual ad design, data listing, web listing and display ad

Individual Merchant Choices	Discounted From	Annual Co-Op Net Total
² / ₃ page	\$3775	\$2,642
¹ / ₂ page	\$3,185	\$2,230
¹ / ₃ page	\$2175	\$1,522
¹ / ₆ Page	\$1,255	\$ 879
¹ / ₁₂ Page (formatted w/Logo or Picture and contact information)	Special	\$540

Above pricing reflects DDA contribution toward individual merchant participation of co-op to offset the cost, thus discounting 30%. In addition, In-Room Concierge contributing editorial space as described above. Merchants may choose their own creative or formatted creative. No other discounted available with this program.

In-Room Concierge Distribution: Be in 95+ of the higher rated properties, reaching the visitors that plan on thoroughly enjoying a quality vacation.

Value Added Options include:

- Full Color Ads jump off the page , formatted or non-formatted, merchant choice
- Exclusive in-room exposure for undivided attention
- Editorial for interest and details (client/agency provided)
- eBooks for web availability 24/7
- Map Locator on web site with GPS type directions
- Reciprocal Web links to/from www.RiverFrontDaytona.com www.SEE-DaytonaBeach.com
- Online to include: (3) digital ads to promote Riverfront Daytona
- (2) :30-:60 Video's for online: www.SEE-DaytonaBeach.com (client/agency provided)
- Calendar of event listings, up to 4 in print and unlimited on web (client/agency provided)
- Inclusion on Face Book social media site (to support events and press releases)

Presented by: Deb Smith, Publisher Deb.Smith@SEECostalMedia.com 386-562-2213
Joetta Raylotts, Marketing Executive Joetta@SEECostalMedia.com 386-873-4424

DOWNTOWN EVENT FUNDING CRITERIA

Summary

The Daytona Beach Downtown Development Authority (DDA) wants to showcase the vibrancy and variety of experiences a visitor can have in Downtown Daytona Beach and ~~develop support events that compliment the marketing and promotion strategy for the area of Downtown Daytona Beach known as the “Riverfront Shops of Daytona Beach” and promotions that will benefit merchants in the shopping and dining district. downtown establishments.~~

~~There are many ways to develop an environment where events will flourish. Some will take nothing more than basic coordination. Others need more assistance to succeed. This program is provided to assist those events that need support.~~

The DDA has developed this program to offer financial and promotional support to events and promotions. Requests/proposals from downtown organizations will be accepted on a quarterly basis, and reviewed according to the evaluation criteria in this document.

Background

The goal is for Downtown Daytona Beach to be the center of culture, entertainment and dining in the Daytona Beach region. We are working to create a welcoming environment that is a gathering place for people of all ages and interests.

Offering a variety of public, outdoor events is an important part of creating a strong downtown. This program is built upon the basic principal that coordinated, strategic and inter-related promotions and events act together to strengthen the downtown.

The DDA wishes to support events and promotions that will strengthen the arts, entertainment, and retail sectors of downtown. The desired result is a coordinated offering of downtown events and promotions that:

- Provide a comprehensive and coordinated offering of events and promotions.
- Enhance the image of the downtown as a destination.
- Expand the programming for Riverfront Park.
- Celebrate the vibrancy of downtown.
- Strengthen downtown businesses.
- Increase the frequency and/or length of visits to the downtown.
- Ensure diversity and distinctness in the events offered.
- Draw targeted audiences into downtown businesses and arts venues.

Assistance

For all events that meet the criteria, ~~the~~ DDA will provide:

- ~~1. Funds to cover City of Daytona Beach event permitting costs.~~

~~2.1.~~ "Riverfront Shops of Daytona Beach" graphic elements and standards for usage.

~~3.2.~~ Announcement of the event to the downtown businesses through email.

3. Listing of the event on the Riverfront Shops of Daytona Beach downtown-website.

4. Listing of the event on any published calendar of events for the Riverfront Shops of Daytona Beach (could include News-Journal "gang page" ads, in-room concierge book, hotel rack card).

For Signature Downtown Events

1. Funds to cover City of Daytona Beach event permitting costs.

2. Promotion of the event in "Riverfront Shops of Daytona Beach" television ads.

3. Promotion of the event in "Riverfront Shops of Daytona Beach" online ads.

The applicant will provide:

1. Budget including expenses, revenues and funding sources

2. Application describing the event/promotion

3. Clean up, security, planning, staffing and management of the event

4. Budget for advertising the event on local radio and mentioning the event is occurring at the "Riverfront Shops of Daytona Beach"

~~3.5.~~ Signature events should provide space for a Downtown Daytona Beach booth for the purpose of promoting the Riverfront Shops of Daytona Beach and its merchants.

6. Recap of the event per the form attached including a description of the event, the planner's evaluation of the event, and recommendations for a future event.

Eligibility

For general marketing and promotion support, ~~E~~the events must be located within the Downtown Development Authority (DDA) boundaries and meet the evaluation criteria included in this document. Signature events receiving direct funding, the event must be located in the "Riverfront Shops of Daytona Beach" area (see attached map) of ~~d~~Downtown Development Authority and meet the evaluation criteria included in this document.

Requirements

~~Funded events/promotions will be required to work with downtown businesses through the Daytona Beach Partnership Association.~~

The participating event/promotion will be required to use the Riverfront Shops of Daytona Beach downtown logo and marketing elements in their printed materials, with DDA having approval on placement and size. Any press releases will mention the event being located in the

Riverfront Shops of Daytona Beach and sponsored by the Daytona Beach Downtown Development Authority.

Evaluation

Proposals submitted will be evaluated based upon the quality of the proposal and the following requirements:

For all events:

1. Benefit to the downtown:

- ~~○ There is a direct benefit to downtown businesses.~~
- The event/promotion creates a positive image of the downtown.
- The event will enhance the downtown's reputation as the center of art, culture, entertainment, dining, education, and urban life.
- The event is designed to attract customers that are target demographic groups in the Downtown Retail Study prepared by Gibbs Planning Group.
- The event/promotion is coordinated with the downtown marketing campaign and directs attendees to the downtown website.
- ~~○ The event can be enjoyed by a variety of audiences and is not offensive or dangerous. Political and religious programming is not eligible.~~
- The event is located in the DDA boundaries ~~downtown district.~~

2. Ease and Ability of Production

- The organization coordinating the event has the capacity to carry out the event/promotion.
- All general organizational elements (security, promotion, staffing, clean up and organization) are managed by the event organizer.
- ~~○ The funds provided by this program will leverage other funds and are used for costs that are incurred by the event.~~

~~3. Broad Popularity~~

- ~~○ The event can be enjoyed by a variety of audiences and is not offensive or dangerous. Political and religious programming is not eligible.~~
- ~~○ The event is open to the public and free of charge.~~

4.3. Coordination and Collaboration

- The event is coordinated with The City of Daytona Beach Cultural Services Office and has obtained an event permit or the event has been approved in the past.

- The event collaborates with downtown businesses. Opportunities are created to encourage interaction between businesses and the event attendees. First priority for event participation is given to downtown businesses.
- ~~○ For merchant promotions, participation is available to all merchant businesses within the defined district/group. The applying group is united by either:

 - ~~▪ geographic boundaries within the downtown, or~~
 - ~~▪ a common theme within the downtown (example: restaurants, retail)~~~~
- Special attention will be paid to efforts that collaborate with other initiatives and resources in the community and other downtown stakeholders.

For signature events:

- The event is located in the Riverfront Shops of Daytona Beach area.
- There is a direct benefit to Riverfront Shops of Daytona Beach merchants.
- The event is open to the public and free of charge.
- The funds provided by this program will leverage other funds and are used for costs that are incurred by the event.
- For merchant promotions, participation is available to all merchant businesses within the defined district/group. The applying group is united by either:

 - geographic boundaries within the downtown, or
 - a common theme within the downtown (example: restaurants, retail)

Submittal and Timing

The DDA will accept and review applications from organizations for events and promotions assistance on an annual basis at their September regular meeting. Applications are due by July 30. ~~regular basis.~~ Additional events may be considered during the year. Please allow one month for normal processing. The Daytona Beach-Downtown Development Authority Alliance retains the right to reject any and all proposals.

Please submit your application using the application form.

APPLICATION FOR DDA EVENT ASSISTANCE

Event: _____

Event Contact: _____ Phone #: _____ Email: _____

Proposed Event Date(s): _____

Attach the following:

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

Evaluation Criteria

For all events:

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

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

- ~~3. **Coordination and Collaboration:** Explain how the event will be coordinated with Downtown businesses. **Broad Popularity:** Explain the target audience for the event. Will the event be open and free to the public?~~

- ~~4. **For signature events: Coordination and Collaboration:** Explain how the event will be coordinated with Downtown businesses and the DBPA.~~

~~Event is located in Riverfront Shops of Daytona Beach area: Y/N~~

~~Event is free and open to the public: Y/N~~

~~Event leverages other funds Y/N~~

~~Event includes a plan to coordinate with Riverfront Shops of Daytona Beach merchants for promotions Y/N~~

APPLICATION FOR DDA EVENT ASSISTANCE

EVALUATION CHECKLIST

Event: _____

Event Contact: _____ Phone #: _____ Email: _____

Proposed Event Date(s): _____

Submittal Information (Attach the following:)

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

Evaluation

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

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

Notes: _____

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

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

Notes: _____

3. ~~Coordination and Collaboration~~ ~~Bread Popularity~~ [score] 1 2 3 4 5 x (wt) ~~30-10~~ Points: _____

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

Notes: _____

4. ~~Signature Events~~ ~~Coordination and Collaboration~~ [score] ~~1-2-3-4-5~~ x (wt) ~~10-30~~ Points: _____

Notes: ~~The event must answer yes to all criteria for a signature event. Score of 1 the event has not been coordinated with the City or Downtown businesses; Score of 5, the event has a City Event Permit and is coordinated with Downtown Businesses and the DBPA.~~

Notes: _____

Total Evaluation Points _____ (Max 500 points)

For DDA marketing assistance: event must score a minimum of 200 points

For DDA funding assistance (Signature Event): event must score a minimum of 400 points