



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

Wednesday, September 19, 2012 4:00 p.m.  
Conference Room 149B

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

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1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes: August 21, 2012**
4. **Quarterly Budget Report**
5. **Farmers' Market Update**
  - a. **Vendor Collections**
  - b. **Market Booth Volunteer Policy**
6. **Gold & Associates Contract**
7. **Riverfront Shops of Daytona Beach Campaign Launch Update**
8. **Downtown Events**
  - a. **Proposed FY 2012/13 Downtown Events**
  - b. **Discussion: RFP for Additional Downtown Events**
9. **DDA Business Partners**
  - a. **Daytona Cubs Advertising Trade Agreement**
  - b. **Beach Street Impressions – Riverfront Shops Logo Products**
  - c. **Jack White Land Company – Use of photos for advertising**
  - d. **Discussion: Business Partner Policy**
10. **Holidays on the Riverfront Campaign**
11. **Merchant Co-op Update**

12. **Public Comments**
13. **Board Comments**
14. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
Tuesday, August 21, 2012**

A meeting of the Downtown Development Authority was held Tuesday, August 21, 2012, at 8:00 a.m. in Conference Room 149B, 301 S. Ridgewood Avenue, Daytona Beach, FL. The following people were present:

**Board Members**

Mr. Robert Abraham, Chairman  
Mr. Joseph H. Hopkins (arrived at 8:05 a.m.)  
Ms. Kelly White  
Ms. Stacey Lipton

**Board Members Absent**

Ms. Sheryl Cook

**Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
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 8:03 a.m.

**2. Roll Call**

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

**3. Approval of Minutes: July 24, 2012 Regular Meeting and July 31, 2012 Special Meeting**

Ms. White made a motion to approve the minutes of July 24, 2012. Ms. Lipton seconded the motion and it was approved unanimously (3-0).

Ms. Lipton made a motion to approve the minutes of July 31, 2012. Ms. White seconded the motion and it was approved unanimously (3-0).

**4. Farmers' Market Update**

Mr. Berger stated that Jason Jeffries was out of the City attending the International Retail Shopping Center Conference along with Bob Gibbs. Mr. Jeffries had set up a booth to promote the Downtown area.

Mr. Hopkins arrived at 8:05 a.m.

Mr. Berger provided the Board with a memorandum outlining a request from the American Cancer Society for their walk on Saturday, October 27 at Jackie Robinson Ballpark. The American Cancer Society requested the DDA relocate the Farmers' Market to the library side of the parking lot on October 27 to allocate parking and to provide ease of access for cancer survivors during the event. He stated that it had been suggested that some of the tents be relocated in order to provide parking.

Mr. Abraham stated that he did not feel the Board had the authority to move the Market out of the licensed area. He stated that the request had not been proposed to the City and the DDA was under contract with the City to operate in that area.

Mr. Jagger stated that the Board would need City approval to relocate the market.

Mr. Abraham stated that any action the Board took would require City Commission approval since the Board's contract was approved by the City Commission. The request could not be handled administratively.

Mr. Berger stated that the issue may be resolved by working with Votran or another provider to offer a shuttle for the event.

Mr. Abraham asked if staff could work with the American Cancer Society to possibly relocate parking without moving out of the Market's licensed area.

Ms. Lipton stated that if the Board approved the request, it would set a precedent for future requests.

**Board Action**

Mr. Hopkins made a motion to deny the request of the American Cancer Society to relocate the Farmers' Market on October 27. Ms. White seconded the motion and it was approved unanimously (4-0).

Ms. Lipton asked if the tents could be moved closer together in an attempt to work with the American Cancer Society.

Ms. Foster stated that she would work with the vendors to help accommodate the request.

Mr. Abraham stated that the Market Manager could work with the American Cancer Society to make accommodations without violating the contract with the City and upsetting the vendors.

Mr. Berger stated that there may be some way for the vendors to help support the event and promote their products at the same time.

Mr. Berger asked if the Board members had comments regarding the email from Gini Reinecker dated August 6, 2012.

Ms. Lipton stated that she did not speak with anyone from Access to Organics as was stated in the email.

Ms. Foster thanked the Board for the opportunity to work with the Farmers' Market. She stated that on August 11, she and Mr. Jeffries worked at the market the entire day. She noted there was a lack of electricity to the Farmers' Market. She also stated that some vendors were overflowing into other spaces which she would address. Ms. Foster stated that the vendors would like her to focus on vendors that were currently not in the market, such as those that provide fresh eggs and possibly bring in artists. She asked about product duplication.

Ms. White stated there was a product mix outlined in the agreement with the City.

Ms. Foster stated that she appreciated Mr. Jeffries' help and he had been very easy to work with.

Mr. Abraham complimented Mr. Jeffries for his work in seeing that the Market remained operational during the transition time.

**5. Farmers' Market Interim Manager**

Mr. Abraham stated that Board action was required to approve the agreement with Ms. Foster to serve as the Interim Manager due to the departure of Ms. Reinecker on August 4, 2012. He stated that Mr. Jeffries signed the agreement on behalf of the Board.

**Board Action:**

Mr. Hopkins made a motion to approve the agreement with Noeleen Foster to serve as the Interim Manager for 2 weeks from August 11, 2012, through August 24, 2012. Ms. White seconded the motion and it was approved unanimously (4-0).

**6. Farmers' Market Manager Contract – Noeleen Foster**

Mr. Abraham stated that there was one modification to the proposed agreement. The proposed agreement stated the Farmers' Market Manager would be paid monthly and Ms. Foster had asked to be paid semi-monthly.

Ms. Foster stated Section 6, Item C, indicated that the Manager shall receive no compensation for the sale of goods at the DDA Farmers' Market booth. She stated that the minutes of July 31, 2012, stated that a fee would be negotiated for carrying product at the booth but compensation for selling product at the booth was not addressed in the contract.

Mr. Jagger stated that he recalled the Board discussing prices but he did not recall a discussion regarding compensation for the manager based on sales.

Ms. Foster stated that the minutes read on Page 23 that Ms. Lipton stated the percentage of revenue should be addressed in three to six months upon review of performance and asked for clarification.

Mr. Abraham stated that he did not recall a discussion regarding compensation.

Mr. Berger stated that had not been addressed in the past and he recommended leaving the contract as is. He stated it could be addressed in the future when there were products to sell.

Ms. Lipton stated that the DDA had not previously sold product.

**Board Action**

Ms. White made a motion to approve the Farmers' Market Manager Contract with Noeleen Foster with the change to provide semi-monthly payments. Ms. Lipton seconded the motion and it was approved unanimously (4-0).

**7. Public Comments**

Ms. Tolley stated that Mr. Jeffries asked her to let the Board know that the website for the Riverfront Shops of Daytona Beach was up and available.

**8. Board Comments**

Mr. Hopkins asked who was responsible for the maintenance of the electrical system at the Farmers' Market.

Mr. Berger stated Property Maintenance was responsible for the maintenance of the system.

Mr. Hopkins asked if the system could be checked to make sure it was up and running and available for use. He also stated preventative maintenance may be needed.

Mr. Berger stated that he would have it checked.

Ms. Foster stated there was a need for additional outlets.

Ms. Lipton stated that she had talked with the new Chair of the Halifax Art Festival. She stated that a letter was sent after last year's festival about the use of the logo and parking issues and the Chair said she did not receive it. The Chair said some of the advertising had already been ordered so there was concern about incorporating the new logo into the advertising. Ms. Lipton stated that she asked Mr. Jeffries to provide the Chair with the new logo.

Ms. Lipton also stated that the Chair and Mr. Jeffries were working on the parking issues to make sure the artists were parked in the spaces to which they had been assigned.

Mr. Abraham stated that the next DDA meeting would be on September 5 with the City Commission. He stated that Ms. Cook and Ms. Lipton would not be in attendance and asked if the other members would be present so there would be a quorum.

Ms. Lipton asked when the DDA would look at the budget.

Mr. Abraham stated the DDA had adopted the budget and it would be reviewed with the City Commission at the September 5 meeting.

Mr. Berger asked if there was any anticipation that the Board would be dropping the millage rate.

Mr. Abraham stated no because the budget the Board adopted was based on the 1 mil rate.

Mr. Abraham stated the next regular DDA meeting would be September 19 at 4:00 p.m.

Mr. Foster stated that she was approached by the League of Women Voters wanting to know if they could ask people to register to vote at the Farmers' Market.

Mr. Abraham stated that the contract with the City did not permit it.

Mr. Jagger stated that he would review the contract and get back with the Board. He stated approval may open the door to other groups.

Mr. Abraham stated he would be inclined to say no.

Ms. Lipton stated it was a community service since they were asking people to register to vote.

Mr. Berger suggested having them go across the street from the Market in the grassy area.

Ms. White stated she preferred to not get involved.

Ms. Foster stated there were two people walking through the market handing out political flyers.

Mr. Jagger stated they needed to be removed.

**9. Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 8:45 a.m.

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Robert Abraham, Chairman

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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: September 14, 2012

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Budget Status

The following is the DDA financial report with expenditures through September 14, 2012.

### BUDGET STATUS

Line Item	Appropriation	Spent to Date As of 9/14/12	Total Projected Expenses	Projected Balance
Staff (Contract Services)	\$ 1,000	\$ 1,251.76	\$ 1,351.76	\$ (351.76)
Office Supplies	\$ 250	\$ 32.77	\$ 32.77	\$ 217.23
Care and Subsistence	\$ 400	\$ 405.07	\$ 561.07	\$ (161.07)
Professional Memberships	\$ 600	\$ 595.00	\$ 595.00	\$ 5.00
Downtown Marketing <sup>2,3</sup>	\$ 70,850	\$ 54,469.48	\$ 64,187.48	\$ 6,662.52
Downtown Events <sup>3</sup>	\$ 27,550	\$ 27,574.60	\$ 27,574.60	\$ (24.60)
Downtown Holidays <sup>3</sup>	\$ 19,350	\$ 19,332.00	\$ 19,332.00	\$ 18.00
Main Street Program <sup>1,2,3</sup>	\$ -	\$ -	\$ -	\$ -
<b>Total</b>	<b>\$ 120,000</b>	<b>\$ 103,660.68</b>	<b>\$ 113,634.68</b>	<b>\$ 6,365.32</b>

#### Notes:

- On December 13, 2011, the Authority approved a transfer of \$5,000 from Main Street Program line item to Farmers' Market Activities.
- On February 16, 2012, the Authority approved a transfer of \$7,500 from Main Street Program line item to Downtown Marketing.
- On May 15, 2012, the Authority approved the following transfers:
  - \$4,950 from Downtown Events line item to Downtown Marketing.
  - \$650 from Downtown Holidays line item to Downtown Marketing.
  - \$10,000 from Main Street Program line item to Downtown Marketing.
  - \$3,000 from Farmers' Market Marketing line item to Downtown Marketing.
  - \$2,000 from Farmers' Market Events line item to Downtown Marketing

## Farmers' Market Activities

<b>Revenues</b>		<b>Received to Date</b>	<b>Total Projected</b>
		<b>As of 9/14/12</b>	<b>Revenue</b>
Vendor Revenue	\$ 18,750	\$ 20,868.00	\$ 21,668.00
Market Booth Sales	\$ 900	\$ -	\$ -
<b>Total</b>	<b>\$ 19,650</b>	<b>\$ 20,868.00</b>	<b>\$ 21,668.00</b>

<b>Expenses</b>	<b>Appropriation</b>	<b>Spent to Date</b>	<b>Total Projected</b>	
		<b>As of 5/10/12</b>	<b>Expenses</b>	<b>Balance</b>
Market Manager <sup>4</sup>	\$ 9,440	\$ 9,302.70	\$ 10,652.70	\$ (1,212.70)
Office Supplies	\$ 300	\$ 331.45	\$ 331.45	\$ (31.45)
Liability Insurance	\$ 1,265	\$ 1,260.85	\$ 1,260.85	\$ 4.15
City Fees	\$ 1,000	\$ 1,000.00	\$ 1,000.00	\$ -
Marketing <sup>3</sup>	\$ 5,895	\$ 1,337.88	\$ 6,020.55	\$ (125.55)
Market Events <sup>3</sup>	\$ -	\$ -	\$ -	\$ -
Booth Merchandise <sup>4</sup>	\$ 250	\$ -	\$ -	\$ 250.00
Equipment <sup>4</sup>	\$ 1,500	\$ 571.27	\$ 571.27	\$ 928.73
<b>Total</b>	<b>\$ 19,650</b>	<b>\$ 13,804.15</b>	<b>\$ 19,836.82</b>	<b>\$ (186.82)</b>

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**Profit/Loss**                    \$                    -                    \$                    7,063.85                    \$                    1,831.18

**Notes:**

On May 15, 2012, the Authority approved the following transfers:

- \$3,000 from Farmers' Market Marketing line item to Downtown Marketing.
- \$2,000 from Farmers' Market Events line item to Downtown Marketing

4. On May 15, 2012, the Authority approved the following transfers:

- \$ 500 from the Farmers' Market Booth Merchandise line item to Farmers' Market Manager
- \$ 500 from the Farmers' Market Equipment line item to Farmers' Market Manager



# Market Minute

**CONTACT:**

**Daytona Beach DDA**  
Redevelopment Office  
P.O. Box 2451  
Daytona Beach, FL  
32115-2451

**Market Manager:**  
**Noeleen Foster**  
**Phone** 386 671 8189  
**E-mail** farmersmarket@codb.us

**DDA Liaison:**  
**Jason Jeffries**  
**Phone** 386 671 8183  
**E-mail** jeffriesj@codb.us

**We're on the Web!**  
[riverfrontshopsofdaytona.com](http://riverfrontshopsofdaytona.com)



**Robert Abraham**, Chair  
**Sheryl Cook**, Vice Chair  
**Kelly White**, Commissioner  
**Stacey Lipton**  
**Joseph H. Hopkins**

**Monthly Meetings:**  
**Fourth Tuesday at 8AM**  
**City Hall, Room 149B**

## Introducing Noeleen Foster

**NEW FARMERS' MARKET MANAGER**

I'd like to take this opportunity as the new Daytona Beach Farmers' Market Manager to introduce myself. I graduated from Seabreeze High School, the Daytona Beach Community College and the University of Florida. I then went to work for the City of New Smyrna Beach as the Community Redevelopment Agency Coordinator for 16 years. My job included coordinating with the New Smyrna Beach downtown businesses during special events, large construction projects, grants, advertising campaigns and harsh weather.

I spent my childhood in a small upstate New York farming community



spending many hours picking wild raspberries & blueberries, making preserves, baking, gardening, sewing and participating in the 4-H Club competitions. This is where I learned to respect the local farming community and appreciate its wonderful connection to everyday life.

I'd like to express my appreciation for this opportunity to help further develop the Daytona Beach Farmers' Market as a community gathering place that everyone will enjoy.

Please don't hesitate to contact me if I can be of any assistance.

Noeleen Foster

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## New Farmers' Market Signs

The New Farmers' Market signs, which include the new logo and directional arrows, were installed on August 25, 2012. The ten (10) signs are located at A1A & Silver Beach Ave., Peninsula Dr. & Silver Beach Ave., Orange Ave. & City Island Parkway, US 1 & Orange Ave., Magnolia Ave. & Beach St., and International Speedway Blvd. & Beach St.

**Upcoming Downtown and City Island Saturday Events:**

**10/6: Daytona Blues Festival**

**10/6: Beachtober Beerfest**

**10/20 Biketoberfest**

**10/27: Making Strides  
Against Breast Cancer**

**11/3: Halifax Art Festival**

**11/10: Volusia Pride Festival**

## Farmers' Market Advertising

The DDA is committed to marketing and promoting Downtown Daytona Beach and Downtown businesses, including the Farmers' Market. The DDA continually advertises the Farmers' Market as an ongoing event to attract customers to the Downtown. The Farmers' Market is promoted through a variety of marketing materials.

Since January the DDA has done the following marketing:

- News Journal Ads in Thursday and Saturday editions
- Downtown monthly e-newsletter
- Dedicated page on the new riverfrontshopsofdaytona.com website.

Future advertising:

- In-room Concierge Book, as part of the Riverfront Shops of Daytona Beach section.
- Mention current offerings in the e-newsletter.
- Launch of Facebook page.
- Direct mail to local households for the month of October. Coupon offer.



## Budget Notes

Vendor fees collected at the Farmers' Market are used to pay the Market Manager, market advertising, and other costs related to the Farmers' Market. All funds collected at the market are reinvested into the Farmers' Market. The DDA's fiscal year is from October 1 to September 30. Next fiscal year, the DDA is projecting \$30,000 in revenue from vendor fees and market booth sales. The following is the proposed budget.

PROPOSED 2012-13 BUDGET	
<b>Market Manager</b>	12,000
<b>Manager Supplies</b>	235
<b>Marketing</b>	13,000
<b>Market Events</b>	1,000
<b>Insurance</b>	1,265
<b>Booth Merchandise</b>	1,000
<b>City Fees</b>	1,500
<b>Total</b>	<b>\$ 30,000</b>



# THE CITY OF DAYTONA BEACH

## REDEVELOPMENT DIVISION

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Fax (386) 671-8187

### MEMORANDUM

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DATE: September 14, 2012

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Farmers' Market Revenue Collection

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Attached is the August Revenue Collection Report for the Farmers' Market. The balances exist for certain vendors for the following reasons:

- Evans Farm (\$40) was charge the discount monthly rate before eligible.
- Gert's Country Kitchen (\$68) was not informed of the ineligibility for the discount monthly rate for the returned bank check with insufficient funds.
- Mobile Chef initially was charged for two vendor spaces and was later reduced to one space.
- Willoughby's Produce (\$330) did not pay for missed Saturdays or has payment receipt but the revenue was not deposited into the DDA accounts.
- 4J (\$28) was charge a \$11 weekly rate instead of the DDA approved \$15 weekly rate.
- Evans Farm (\$20) was charge the discount monthly rate before eligible.

FARMERS' MARKET REVENUE

Aug-12

Vendor	Previous	Current Month		Mail	4-Aug	11-Aug	18-Aug	25-Aug	Total Aug	Ending Balance
	Balance	# Spaces	Amount Due							
<b>MONTHLY RENT</b>										
Evans Farm	20.00	1	60.00	-	-	40.00	-	-	40.00	40.00
Gert's Country Kitchen	88.00	1	60.00	-	20.00	20.00	20.00	20.00	80.00	68.00
<b>MONTHLY DISCOUNT RENT</b>										
Access to Organics	(4.00)	1	40.00	-	-	36.00	-	-	36.00	-
Albeiro's Empanadas	-	1	40.00	-	-	40.00	-	-	40.00	-
Atomic Snack	-	1	40.00	-	-	40.00	-	-	40.00	-
Avon	-	1	40.00	-	-	30.00	14.00	-	44.00	(4.00)
Brother's Partnership	-	3	120.00	-	-	120.00	-	-	120.00	-
Dale's Produce	-	1	40.00	-	40.00	-	-	-	40.00	-
Daytona Beach Healthy Coffee Co.	-	1	40.00	-	-	-	-	40.00	40.00	-
Edward's General Goods	-	1	40.00	-	-	40.00	-	-	40.00	-
Exotic Tropicals	(4.00)	1	40.00	-	-	36.00	-	-	36.00	-
K & W Farms	-	4	160.00	-	-	160.00	-	-	160.00	-
Kindred Spirits	(40.00)	1	40.00	-	-	-	-	-	-	-
Louvenia Bolden	-	1	40.00	-	-	40.00	-	-	40.00	-
Margherita Laurino Produce	-	6	240.00	-	-	-	240.00	-	240.00	-
Midtown Eco Village	-	1	40.00	-	15.00	25.00	-	-	40.00	-
Mobile Chef	238.00	2	80.00	-	-	20.00	20.00	-	40.00	278.00
Ocie's Gourmet Preserves	-	1	40.00	-	-	40.00	-	-	40.00	-
Pop's Kettle Corn	-	1	40.00	-	-	40.00	-	-	40.00	-
Produce One	-	4	160.00	-	-	160.00	-	-	160.00	-
Sam & Shannon's Produce	(16.00)	4	160.00	-	-	144.00	-	-	144.00	-
The Peanut Man	-	1	40.00	-	-	40.00	-	-	40.00	-
Varigated Gardens & Plants	-	1	40.00	-	-	40.00	-	-	40.00	-
Willoughby's Produce	330.00	10	400.00	-	-	200.00	-	200.00	400.00	330.00
<b>SUMMER RENT</b>										
TOGA Citrus	(88.00)	4	88.00	-	-	-	-	-	-	-
Tomazin's Fresh Farm	66.00	3	66.00	-	132.00	-	-	-	132.00	-
<b>WEEKLY</b>										
		<b># Weeks</b>								
4J	12.00	4	60.00	-	11.00	11.00	11.00	11.00	44.00	28.00
Chaga Jewelry	-	0	-	-	-	-	-	-	-	-
Fred's Market Choice	20.00	0	-	-	-	-	-	-	-	20.00
Jane Duquay	-	0	-	-	-	-	-	-	-	-
Jerry's Shrimp	-	4	60.00	-	15.00	15.00	15.00	15.00	60.00	-
Incredibly Sweet	-	0	-	-	-	-	-	-	-	-
Teresa Jewelry	-	0	-	-	-	-	-	-	-	-
Mama's Pops	-	1	15.00	-	15.00	-	-	-	15.00	-
Michelle's Breads	-	4	60.00	-	15.00	15.00	15.00	15.00	60.00	-
Mr. P's Beef Jerky	-	0	-	-	-	-	-	-	-	-
<b>Total Collections</b>	<b>\$ 622.00</b>	<b>58</b>	<b>\$ 2,229.00</b>	<b>\$ -</b>	<b>\$ 263.00</b>	<b>\$ 1,352.00</b>	<b>\$ 335.00</b>	<b>\$ 301.00</b>	<b>\$ 2,251.00</b>	<b>\$ 760.00</b>



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**ITEM #5**

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

**MEMORANDUM**

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DATE: September 13, 2012

TO: Downtown Development Authority Members

FROM: Noeleen Foster, Farmers' Market Manager

SUBJECT: Community Volunteer Policy for the Market Manager Booth

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The Farmers' Market Manager's Booth is frequently empty while the Manager is pursuing Market Business. However, the booth may provide an opportunity to promote non-profit organizations while providing DDA information and maintaining booth staff.

The Farmers' Market Information Booth may be an occasion for many non-profit organizations to interact directly with the community. The proposed concept is to invite community organizations such as The Girl Scouts, The Boy Scouts, The 4-H Club, school teams, and fundraising groups such as Relay for Life to sign up for a specific Saturday in order to help provide information. This would be positive for the group to promote their cause and positive for the Farmers' Market by introducing people associated with these groups to the Market.

The Farmers' Market will gain volunteers for the booth to assist with answering Market customer questions and provide individuals to assist with customer surveys and handing out coupons during the upcoming Market advertising campaign.

Any 501c (3) non-profit organization that does not have a political or religious affiliation would be qualified to participate. The ideal would be to have a list of non-profits wanting to participate. The ability to participate as Farmers' Market volunteers will be posted on the new website and the Facebook page. The information could also be distributed through the existing non-profit organization lists maintained by City departments, such as Leisure Services and Cultural Services.

Staff is requesting direction regarding the approval of the Community Volunteer Policy for the Market Manager Booth.



# AGENDA ITEM: 8

## THE CITY OF DAYTONA BEACH

### REDEVELOPMENT DIVISION

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

## MEMORANDUM

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DATE: September 17, 2012

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: FY 2012/13 DDA Event Funding

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During the month of August, Redevelopment staff requested event promoters with proposed Downtown events during the 2012/2013 Fiscal Year submit an application for review based on the DDA event criteria. The applications were due Tuesday, September 4. Under the DDA event criteria, there are two levels of support. The events have been reviewed and scored based on the criteria. The following are staff's recommendations regarding the proposed events.

The following events meet the basic criteria to receive marketing support from the DDA.

- Daytona Blues Festival (October 5-7, 2012)
- Making Strides Against Breast Cancer (October 27, 2012)
- Gala Night of Magic (November 3, 2012)
- Daytona Beach Film Festival (November 9-11)

These Downtown events will receive the following marketing support:

- Listed on the Calendar of Events on the Riverfront Shops web page
- Featured in the e-newsletter prior to the event
- Postings on the Riverfront Shops Facebook page
- Listed on the Calendar of Events in the newspaper Merchant Gang Page
- Listed on the Calendar of Events in the street directory
- Mentioned in Riverfront Shops Press Releases

The following events meet the criteria to be signature Downtown events and could receive additional funding for event related costs, such as city permit fees. The DDA would also provide additional marketing through media advertising:

<b>Event</b>	<b>Date</b>	<b>Request</b>
<b>Halifax Art Show</b>	November 3 & 4, 2012	\$12,000
<b>Front Porch Fridays</b>	October 2012 – September 2013	\$ 3,000
<b>Riverfront Market</b>	12/8, 1/12, 2/9, 3/9, 4/13, 5/11	\$ 4,575
<b>Holiday Wine Walk</b>	December 8, 2012	\$ 3,500
<b>Home For The Holidays</b>	December 15, 2012	\$ 1,500
<b>Wine &amp; Chocolate Walk</b>	February 9, 2013	\$ 3,500
<b>Cinematique Under the Stars</b>	March – October 2013	\$ 4,160

The DDA has \$20,000 budgeted in the Downtown Events line item for next year. The total of all the event funding requests is \$32,235 and does not include any proposed large festivals in the spring. Staff recommendation is for the DDA to approve \$10,000 for the Halifax Art Show, due to the timing of the event. Staff requests a discussion on funding on the other events.

**APPLICATION FOR DDA EVENT ASSISTANCE  
EVALUATION CHECKLIST**

Event: Daytona Blues Festival

Event Contact: Dominic Benecasa Phone #: 846-7302 Email: daytonabluesfestival@yahoo.com

Proposed Event Date(s): October 5-7, 2012

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

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

**Evaluation**

1. Event Benefits Downtown [score] 1 2 3 4 5 x (wt) 40 Points: 160

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: SHOULD HAVE A POSTIVE IMPACT ON DOWNTOWN AS AN ENTERTAINMENT CENTER WITH USE OF THE NEWS JOURNAL CENTER; NO INFO PROVIDED ON TYPE OF CUSTOMERS FOR THE EVENT AND ITS MATCH TO RIVERFRONT SHOPS CUSTOMERS; SHOULD BENEFIT RESTAURANTS OPEN FOR LUNCH & DINNER; SHOULD BENEFIT RETAIL BY DRAWING POTENTIAL CUSTOMERS

2. Event Production Ease and Ability [score] 1 2 3 4 5 x (wt) 20 Points: 80

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 experienced managers, the event organizers will manage all event elements, the event leverages other funds.

Notes: EVENT HAS OCCURRED IN THE PAST WITH EXPERIENCED MANAGERS; EVENT HAS A MARKETING BUDGET, BUT MAY NOT DIRECTLY LEVERAGES MARKETING FOR THE RIVERFRONT SHOPS OF DAYTONA BEACH

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

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: EVENT NOT DESIGNED FOR RIVERFRONT BUSINESS PARTICIPATION; RESTAURANTS OPEN FOR LUNCH AND DINNER SHOULD BENEFIT

4. Signature Events [score] 5 x (wt) 30 Points: 0

Notes: The event must answer yes to all criteria for a signature event.

Notes: NOT A FREE EVENT

Total Evaluation Points 280 (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



# DEVELOPMENT AUTHORITY

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

## APPLICATION FOR DDA EVENT ASSISTANCE

Event: DAYTONA Blues Festival

Event Contact: Dominic Benecasa Phone #: 846-7362 Email: DAYTONA Blues Festival @ YANCO.com

Proposed Event Date(s): October 5, 6, 7

### 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.

It's our third year and we are filling hotels! Bringing as many 1500 out of town fans who are getting rooms for 2, 3, or 4 nights. They shop, eat at restaurants and enjoy the beach

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.

IN the Jackie Robinson Ballpark The 3 DAY Event works out Beautiful sponsors include Presenting sponsor Bughouse, HALIFAX foundation ERAU, RADIOLOGY Associates, NASCAR, D.I.S., Brown & Brown

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

Downtown Businesses will benefit from foot traffic Hotel room sales, restaurant, store purchases.

**For signature events:** 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

we have 70 SPONSORS TOTAL

**APPLICATION FOR DDA EVENT ASSISTANCE**  
**EVALUATION CHECKLIST**

Event: **Making Strides Against Breast Cancer**

Event Contact: Leslie Castillo Phone #: 274-3274 Email: lesliecastilio@cancer.org

Proposed Event Date(s): October 27, 2012

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

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

**Evaluation**

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

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

Notes: SHOULD HAVE A POSTIVE IMPACT ON DOWNTOWN AS AN ENTERTAINMENT & CULTURAL CENTER; NO INFO PROVIDED ON TYPE OF CUSTOMERS FOR THE EVENT AND ITS MATCH TO RIVERFRONT SHOPS CUSTOMERS; DOES NOT OCCUR WHEN MOST BUSINESSES ARE OPEN.

2. Event Production Ease and Ability [score] 1 2  3 4 5 x (wt) 20 Points: 60

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 experienced managers, the event organizers will manage all event elements, the event leverages other funds.

Notes: EVENT HAS OCCURRED IN THE PAST WITH EXPERIENCED MANAGERS; EVENT DOES NOT LEVERAGE OTHER MARKETING FUNDS FOR THE RIVERFRONT SHOPS OF DAYTONA BEACH

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

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: EVENT NOT DESIGNED FOR RIVERFRONT BUSINESS PARTICIPATION; RESTAURANTS OPEN IN THE MORNING SHOULD BENEFIT; REQUESTING STAFF SUPPORT TO COORDINATE WITH RIVERFRONT SHOP BUSINESSES.; CITY PERMIT ISSUED.

4. Signature Events [score] 5 x (wt) 30 Points: 0

Notes: The event must answer yes to all criteria for a signature event.

Notes: EVENT REQUESTING DONATIONS FOR PARTICIPATION

Total Evaluation Points 210 (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



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Stacey Lipton

### APPLICATION FOR DDA EVENT ASSISTANCE

Event: MAKING STRIDES AGAINST BREAST CANCER

Event Contact: LESLIE CASTILLO Phone #: 386 274 3274 Email: LESLIECASTILLO@CANCER.ORG

Proposed Event Date(s): OCT 27TH 2012

#### 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.

THIS EVENT WILL BRING 10,000+ PARTICIPANTS TO THE AREA.

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

THIS WALK HAS HAD SEVERAL YEARS OF EXPERIENCE, LAST TWO YEARS PARTICIPANTS/WALKERS WAS IN EXCESS OF 10,000. VOLUNTEERS + STAFF + CITY OFFICIALS COORDINATE + RUN + SMOOTH OPERATION.

SPONSORS INCLUDE, HALIFAX HOSPITAL, MERCEDES, BERT FISH, RADIOLOGY ART, POLITUS + MATOVINA

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

BUSINESSES WILL BE NOTIFIED OF THE EVENT, INVITED TO PARTICIPATE AS WELL AS BE OPEN FOR BUSINESS FOR THE EXPECTED 10,000 WALKERS

**For signature events:** 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: Gala Night of Magic

Event Contact: Irv Cook Phone #: 252-6767 Email: daytonamagic.com

Proposed Event Date(s): November 3, 2012

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

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

**Evaluation**

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

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

Notes: SHOULD HAVE A POSTIVE IMPACT ON DOWNTOWN AS AN ENTERTAINMENT CENTER WITH USE OF THE NEWS JOURNAL CENTER; NO INFO PROVIDED ON TYPE OF CUSTOMERS FOR THE EVENT AND ITS MATCH TO RIVERFRONT SHOPS CUSTOMERS; DOES NOT OCCUR WHEN MOST BUSINESSES ARE OPEN; SHOULD BENEFIT RESTAURANTS OPEN FOR DINNER

2. Event Production Ease and Ability [score] 1 2 3 4 5 x (wt) 20 Points: 60

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 experienced managers, the event organizers will manage all event elements, the event leverages other funds.

Notes: EVENT HAS OCCURRED IN THE PAST WITH EXPERIENCED MANAGERS; EVENT DOES NOT LEVERAGE OTHER MARKETING FUNDS FOR THE RIVERFRONT SHOPS OF DAYTONA BEACH

3. Coordination and Collaboration [score] 1 2 3 4 5 x (wt) 10 Points: 20

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: EVENT NOT DESIGNED FOR RIVERFRONT BUSINESS PARTICIPATION; RESTAURANTS OPEN IN THE EVENING SHOULD BENEFIT

4. Signature Events [score] 5 x (wt) 30 Points: 0

Notes: The event must answer yes to all criteria for a signature event.

Notes: NOT A FREE EVENT

Total Evaluation Points 200 (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

HARRY ALLEN IRV COOK  
**DAYTONA MAGIC**



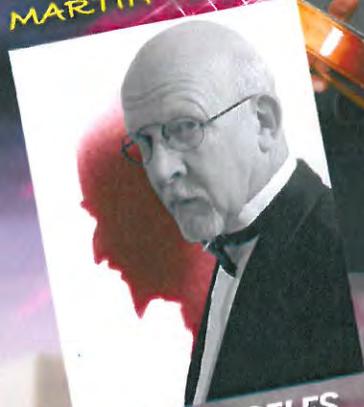
AND THE FLORIDA MAGICIAN'S ASSOCIATION PRESENTS:

THE 12TH ANNUAL DAYTONA BEACH FESTIVAL OF MAGIC

# GALA NIGHT OF MAGIC!

MARK KORNHAUSER

MARTIN LEWIS



LOS ANGELES



LAS VEGAS

BRANDO & SILVANA



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JARRETT & RAJA



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SATURDAY NIGHT NOVEMBER 3RD AT 8:00PM  
NEWS-JOURNAL CENTER 221 N. BEACH ST.

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EXCLUSIVELY AT DAYTONA MAGIC

CALL (386) 252-6767  
[www.daytonamagic.com](http://www.daytonamagic.com)



**APPLICATION FOR DDA EVENT ASSISTANCE  
EVALUATION CHECKLIST**

Event: Daytona Beach Film Festival

Event Contact: Stephanie Mason-Teague Phone #: 871-7873 Email: masonteaque@bellsouth.net

Proposed Event Date(s): November 9-11, 2012

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

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

**Evaluation**

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

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

Notes: SHOULD HAVE A POSTIVE IMPACT ON DOWNTOWN AS AN ENTERTAINMENT CENTER; EVENT HOSTED BY DOWNTOWN ATTRACTION ON BEACH STREET WITH PROVEN TRACK RECORD IN ATTRACTING TARGET RIVERFRONT SHOPS CUSTOMERS (SILVER & GOLDS); SHOULD BENEFIT RESTAURANTS OPEN FOR LUNCH & DINNER; SHOULD BENEFIT RETAIL BY DRAWING POTENTIAL CUSTOMERS DURING THE DAY WITH DOWNTOWN AS A DESTINATION

2. Event Production Ease and Ability [score] 1 2 3 4 5 x (wt) 20 Points: 80

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 experienced managers, the event organizers will manage all event elements, the event leverages other funds.

Notes: EVENT HAS OCCURRED IN THE PAST WITH EXPERIENCED MANAGERS; EVENT HAS A MINIMAL MARKETING BUDGET

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

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

Notes: EVENT DESIGNED FOR RIVERFRONT BUSINESS PARTICIPATION; RESTAURANTS OPEN FOR LUNCH AND DINNER SHOULD BENEFIT; RETAIL SHOULD BENEFIT FROM EVENTS DURING THE DAY

4. Signature Events [score] 5 x (wt) 30 Points: 0

Notes: The event must answer yes to all criteria for a signature event.

Notes: NOT A FREE EVENT

Total Evaluation Points 320 (Max 500 points)

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

For DDA funding assistance (Signature Events) must score a minimum of 400 points



# DEVELOPMENT AUTHORITY

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

## APPLICATION FOR DDA EVENT ASSISTANCE

Event: Daytona Beach Film Festival

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

Proposed Event Date(s): November<sup>Teague</sup> 9-11, 2012

### Attach the following:

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

### 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.

Encourage Film Festival attendees to stay for the day!  
Visit the Riverfront Shops for shopping and dining  
between movies

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.

The Film Festival organizers have held the Festival for 9  
consecutive years - 2012 marks the 10<sup>th</sup> annual event.  
Funding is raised each year by Festival Staff from individuals  
and local small businesses.

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

Riverfront Shops Merchants will be encouraged to participate  
in the open Air Market - outdoor music, Art events and  
as a business to visit between movies.

**For signature events:** 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



Festival Staff:

*November 9-11, 2012*

Stephanie Mason-Teague  
Director

Michael Becker  
Co-Director

Hillary Walker  
First Look Coordinator

Jacqueline Peacock  
Silent Auction

Cinematique Board of  
Directors:

*Davita Bonner*

*Enea Ceku*

*Amber Dees*

*James Doumas*

*John Estes*

*Lois Fennelly*

*Samuel Goldstein*

*Alex Hausburg*

*David Karner*

*Debra Kilsheimer*

*Elizabeth King*

*Phyllis Lober*

*Pat Madacsi*

*Marilyn Middendorf*

*Tara O'Dwyer*

*Martha Osorio-Cediel*

*Lynnette Porter*

*Teri Pruden*

*Angelika Schlieper*

*Marian Strong Tomblin*

## Event Plan & Description:

### **Background Information:**

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

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

### **Cinematique Regular Programming**

Presenting films six days per week in Downtown Daytona Beach.

A Cinema Café offering daily matinee and evening shows enhanced by lunch and dinner selections as well as a large selection of concession items including beer and wine.

### **Cinematique Under The Stars**

FREE to the community outdoor film series presented monthly.

New for 2012: Book & Movie discussion series with  
City Island Library.

### Festival Locations

The Cinematique Theater  
242 S. Beach Street  
Daytona Beach, FL  
32114

City Island Ballroom  
Daytona Beach, FL  
32114

Box Office:  
(386) 252-3118

PO Box 1105, Daytona Beach, FL 32115  
Box Office (386) 252-3118 ~~252-3118~~ www.dbff.org

## **The Daytona Beach Film Festival**

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

## The Daytona Beach Film Festival:

An annual event first presented to the community in 1992. The festival has grown over the years and had many relocations, which has contributed to the unfortunate title of “Best Kept Secret”. The festival has a reputation for presenting films of the highest quality and has attracted many guest stars over the years including: legendary actor Peter Ford, Composer Richard Gibbs, Barbara Starr of CNN, actor David Keith as well as many others.

Now in it's 10<sup>th</sup> year, and second consecutive year in Downtown Daytona Beach, festival organizers have many additions planned to the 2012 festival. One big step for the festival is the employment of a promotions company: Al Smith Promotions.

The Film Festival meets the goal for Downtown events in that it will enhance the Downtown's reputation as the center of art, culture, entertainment, dining, education and urban life. Further, The desired demographic IE: the “gold” and “Silver” groups recently identified in the Downtown Retail Study make up 65% of the annual membership of Cinematique of Daytona, and the attendees to the festival.

In addition to the showing of festival films, the main attraction of the festival, other activities have been planned with the specific goal of encouraging movie goers to visit the Riverfront Shops of Daytona Beach. Festival organizers are speaking with each business to be included and promoted as part of the festival.

### Friday November 9<sup>th</sup>

Festival films will begin at 11am and continue to the opening night film and party at 7pm. The newly discovered venue: The City Island Ballroom is the perfect location for festival films and the evening festivities of movie, Q&A with the guest star, and after party. Within walking distance to the Cinematique Theater, patrons can park and stay for the day!

### Saturday November 10<sup>th</sup> –

Festival films will begin from 11 am – 9pm at the Cinematique Theater and the City Island Ballroom. An open Air market in the style of the well known French Market will be held on Beach Street and in River Front Park from noon – 5pm. Area merchants are asked to participate with a “Sidewalk sale” or booth featuring each business. Live music will be stationed in the park from Orange Street to Magnolia Street. A free outdoor movie HUGO, will be presented at 6pm. In addition the festival has partnered with the News-Journal to promote the Food, Wine & Brew Festival held at the News-Journal Center from 6-10pm. Admission to the NJ event is included with the Film Festival Pass.

### Sunday November 11th

Festival films will begin from 11 am – 6pm at the Cinematique Theater and the City Island Ballroom. Riverfront Park will once again be an additional source of entertainment with live music and Food Trucks from noon – 5 pm. The popular artist Parago has been contacted to help design a Film Festival mural that attendees can help create.

## **FESTIVAL BUDGET**

Each year festival organizers and the Board of Directors for Cinematique of Daytona, raise the \$20,000 needed to present the festival. Private individuals and businesses contribute in exchange for promotion, festival tickets and to support the arts in our community. The funds are used to pay the fees charged to show each film, costs associated with special guest appearances, equipment rentals, merchandise, staffing and other charges incurred during the event. Although not an easy task, the festival is proud to have presented films for 9 years without incurring any debt, and will do so again in 2012.

**APPLICATION FOR DDA EVENT ASSISTANCE**  
**EVALUATION CHECKLIST**

Event: Halifax Art Festival

Event Contact: Gloria Keay Phone #: 767-1278 Email: gkeay1211@aol.com

Proposed Event Date(s): November 3 & 4, 2012

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

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

**Evaluation**

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

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

Notes: SHOULD HAVE A POSTIVE IMPACT ON DOWNTOWN AS A CULTURAL CENTER; EVENT HOSTED IN THE PAST WITH A PROVEN TRACK RECORD IN ATTRACTING TARGET RIVERFRONT SHOPS CUSTOMERS; SHOULD BENEFIT RESTAURANTS OPEN FOR LUNCH & DINNER; SHOULD BENEFIT RETAIL BY DRAWING POTENTIAL CUSTOMERS DURING THE DAY WITH DOWNTOWN AS A DESTINATION

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

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

Notes: EVENT HAS OCCURRED IN THE PAST WITH EXPERIENCED MANAGERS; EVENT LEVERAGES MARKETING FUNDS.

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

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

Notes: EVENT DESIGNED FOR RIVERFRONT BUSINESS PARTICIPATION; RESTAURANTS OPEN FOR LUNCH AND DINNER SHOULD BENEFIT; RETAIL SHOULD BENEFIT DURING THE DAY

4. Signature Events [score] 5 x (wt) 30 Points: 150

Notes: The event must answer yes to all criteria for a signature event.

Notes: FREE EVENT; LOCATED IN FRONT OF STORES

Total Evaluation Points 490 (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



## DEVELOPMENT AUTHORITY

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

### APPLICATION FOR DDA EVENT ASSISTANCE

Event: Halifax Art Festival

Event Contact: GLORIA KEAY Phone #: 767-1278 Email: gkeay1211@adl.com  
C 453-7380

Proposed Event Date(s): Nov 3 + 4, 2012

#### 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.

The Halifax Art Festival attracts approximately 25,000 visitors and about 300+ artists, students, and vendors participating as well as about 100+ volunteers organizing and manning the festival. This event is a two day festival; the Riverfront Shops of Daytona Beach provides the perfect place to have the festival.

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.

HAF 2012 is the 50th anniversary. I have been a key player in organizing this great event for 14 years. Many of the other guild members have been devoting their time for many years. This event is the major fundraiser for the Guild of the Museum.

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

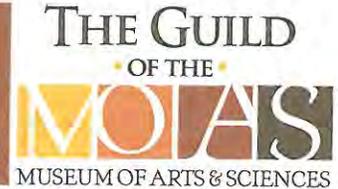
Merchants and restaurants will be asked to display a poster in their window advertising the festival.

**For signature events:** 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



8/29/2012

### **CONTACT INFORMATION**

Contact: Pat Masotti-Abernathy, Publicity Director  
Phone Number: 386-437-2604  
Cell Phone: 404-626-6658  
Email: [pmasotti@msn.com](mailto:pmasotti@msn.com)  
Organization: Guild of the Museum of Arts & Sciences  
Website URL: [HalifaxArtFestival.org](http://HalifaxArtFestival.org)

### **For Immediate Release**

## **THE 50<sup>TH</sup> ANNUAL HALIFAX ART FESTIVAL**

The 50<sup>th</sup> annual Halifax Art Festival is the 2<sup>nd</sup> oldest continual art festival in the state of Florida and attracts well over 30,000 visitors annually. This free Festival, open to the public, will take place on November 3 & 4, 2012, on historic downtown Beach Street, from Orange Avenue to Bay Street, in front of the Riverfront Shops of Daytona Beach.

The Festival will have over 200 juried artists and artisans exhibiting original two-dimensional art, photography, sculpture, jewelry, textiles, ceramics, wood, metal, and glass pieces for purchase. The Festival has expanded to celebrate seasoned as well as emerging artists and craftsmen. There will be two distinct exhibit areas. The first area will be Fine Arts & Fine Crafts which will be juried, judged and eligible for over \$35,000 in prize money and Patron Awards. The second area will be juried Crafts which will not be eligible for award money. All Crafts are handmade, original pieces of art for sale at reasonable prices.

The Museum of Arts and Sciences will have a booth at the Festival offering many collectibles and gift items for purchase. The Guild will, also, be selling 50<sup>th</sup> Anniversary Commemorative T-shirts at the information booth.

The Guild has always supported and rewarded student artists. Look for the large tent housing art from students of all ages from the Volusia County public school system as well as area private schools. The student art will be displayed all day Saturday and Sunday. Cynthia Duval, the Museum's Chief Curator and Curator of Decorative Arts, will judge the art and announce the winners at 2pm on Sunday.

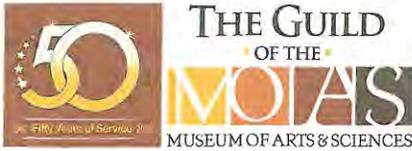
The *Kohl's Kidz Art Zone* celebrates our smallest artist with the free "Little Van Gogh" area located near the Magnolia Avenue Bridge. Easels, smocks, washable paint, and brushes will be supplied. Each child can take home their own masterpiece.

International street cuisine and good old-fashioned festival food will be featured for hungry festival attendees. Beach Street restaurants will be open and featuring specials for festival goers. There will also be live entertainment with musicians playing a variety of popular music.

The 50<sup>th</sup> Halifax Art Festival is presented by the Guild of the Museum of Arts & Sciences and sponsored by the Downtown Development Authority. The Museum of Arts and Sciences is designated a 501(c)3 exempt organization, Pursuant to Chapter 212, Florida Statutes. The Festival is the major fundraiser for the Museum of Arts and Sciences and also benefits its Charles and Linda Williams Children's Museum.

For information: [www.HalifaxArtFestival.org](http://www.HalifaxArtFestival.org), [email: HaifaxArtFest@aol.com](mailto:HaifaxArtFest@aol.com).

##



#### About the MOAS Guild

The Members of the Guild are an incredibly dynamic group whose mission is to promote the welfare of the Museum through its many programs and activities. The Guild offers members many opportunities to use their skills by working on many projects including The Halifax Arts Festival and The Festival of Trees. They also organize informative monthly meetings, social events and field trips, which offer an opportunity to get acquainted with like-minded people who have a common goal.



#### About the Museum of Arts and Sciences

The Museum of Arts & Sciences (MOAS) is the primary art, science and history museum in Central Florida. Located on a 90-acre Florida nature preserve, the 100,000 square foot facility is host to over 30,000 objects including the finest collection of American Art in the southeast, one of the most significant collections of Cuban art outside of Cuba, a Chinese art collection, Florida's prehistoric Giant Ground Sloth, a large Coca-Cola® and Americana collection, a rare Napoleonic Collection and our new Visible Storage Building. The MOAS collection also includes a wealth of historic paintings and African Artifacts. The museum's auditorium, planetarium, and Charles and Linda Williams Children's Museum make for a truly interactive experience.

MOAS is a not-for-profit educational institution founded in 1955 and chartered by the State of Florida in 1962. The Museum is accredited by the American Association of Museums and is an affiliate of the Smithsonian Institution. Visit [www.moas.org](http://www.moas.org) for more information.

*MOAS programs are sponsored in part by the State of Florida, Department of State, Division of Cultural Affairs, the Florida Arts Council, the National Endowment for the Arts and the County of Volusia.*

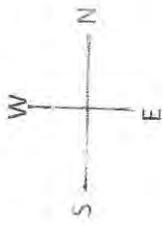


#### Downtown Development Authority

The Downtown Development Authority is the sponsor of the Halifax Art Festival. The Downtown Development Authority (DDA) is a taxing authority and a dependent, special district of The City of Daytona Beach. Established in 1972, the Authority's purpose is to revitalize Downtown Daytona Beach through the funding of programs that promote the attractiveness of Downtown and promote the development of Downtown Daytona Beach. Currently, the DDA partners with the Daytona Beach CRA to focus on supporting activities and programs that market, brand, and promote Downtown Daytona Beach and Downtown businesses.

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 support events that complement the marketing and promotion strategy for the area of Downtown Daytona Beach known as the "Riverfront Shops of Daytona Beach" and will benefit merchants in the shopping and dining district.

	BUDGET 2012	ACTUAL 2011	BUDGET 2011
<b>REVENUES</b>			\$75,000
SPONSOR	\$10,000	\$8,625	
INDIVIDUAL SPONSORS	\$15,000	\$6,800	
ARTIST FEES	\$46,000	\$46,975	
PATRONS	\$2,500	\$1,858	
BOOK BOOTH	\$1,500	\$1,512	
T-SHIRT, TOTE BAG SALES	\$7,875	\$3,495	
BEVERAGE SALES	\$4,500	\$3,321	
CITY DEPOSIT FOR DAMAGE	<u>\$1,500</u>	<u>\$0</u>	
	\$88,875	\$72,586	
<b>EXPENSES</b>			\$51,000
ADVERTISING	\$6,000	\$3,274	
ARTIST AWARDS	\$20,000	\$20,800	
STUDENET ARTIST AWARDS	\$4,000	\$3,888	
ARTIST RECEPTION SUPPLIES	\$600	\$226	
PATRON/SPONSOR RECEPTION	\$300	\$211	
FALL INTO ART KICK OFF PARTY	\$300	\$0	
CITY PERMITS	\$25	\$25	
CITY DEPOSIT FOR DAMAGES	\$1,500	\$1,500	
COMPUTER GRAPHIC SERVICES	\$600	\$0	
JUDGES (TRAVEL AND STIPEND)	\$700	\$617	
PATRON AWARDS	\$4,500	\$3,442	
PO BOX AND POSTAGE	\$125	\$117	
PRINTING	\$3,300	\$2,838	
RENTALS 3,500+700)	\$4,200	\$5,412	
RIBBONS	\$600	\$0	
SECURITY	\$3,200	\$3,106	
SUPPLIES & MATERIALS	\$2,284	\$684	
T-SHIRT COSTS,TOTES,POSTER	\$3,800	\$2,630	
REFUND ARTIST FEES	\$2,500	\$2,475	
ENTERTAINMENT	\$3,000	\$2,925	
WINE	\$1,900	\$1,620	
BEER/PEPSI	\$1,300	\$1,115	
PORT A POTTIES	\$1,400		
MISC	<u>\$ 1,000.00</u>		
	\$67,134	\$ 56,905.00	



PALMETTO AVENUE

Artist Reception

122 S Palmetto Ave

PARKING



SHOPS

ONE-WAY SOUTH

BEACH ST

252-210



GRASSY ISLAND

Fine Arts & Fine Crafts

1 - 43



Grass  
Port-a-lets

HALIFAX RIVER

PARKING



SHOPS

BEACH STREET

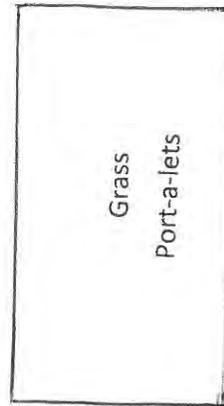
209-168



GRASSY ISLAND

Fine Arts & Fine Crafts

44 - 85



Grass  
Port-a-lets

Student Art

Library on City Island

Artist Reception: 122 S Palmetto Ave

Judging Room: 122 N Beach St

Patron/Sponsor Tent: Veterans Park,

100 block of N Beach St

International Speedway Blvd

I-95 & I-4

PARKING



SHOPS  
Judging Room

ONE-WAY SOUTH

BEACH ST

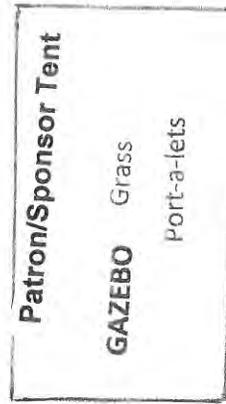
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GRASSY ISLAND

Fine Crafts

86-126



Patron/Sponsor Tent  
GAZEBO Grass  
Port-a-lets

HALIFAX RIVER

I-92 BRIDGE

A1A & OCEAN

ATLANTIC OCEAN

**APPLICATION FOR DDA EVENT ASSISTANCE**  
**EVALUATION CHECKLIST**

Event: Front Porch Fridays

Event Contact: Kelly White (TBD) Phone #: 257-5105 Email: kw@DowntownDaytona.com

Proposed Event Date(s): First Friday of Each Month; October 2012 – September 2013

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: 200

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

Notes: SHOULD HAVE A POSTIVE IMPACT ON DOWNTOWN AS AN RETAIL & DINING DESTINATION IN THE EVENING; EVENT HOSTED BY BEACH STREET BUSINESSES WITH PROVEN TRACK RECORD IN ATTRACTING TARGET RIVERFRONT SHOPS CUSTOMERS; SHOULD BENEFIT RESTAURANTS OPEN FOR DINNER AND RETAIL OPEN IN THE EVENING;

2. Event Production Ease and Ability [score] 1 2 3 4 5 x (wt) 20 Points: 80

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 experienced managers, the event organizers will manage all event elements, the event leverages other funds.

Notes: EVENT HAS OCCURRED IN THE PAST WITH EXPERIENCED MANAGERS; EVENT HAS A MINIMAL MARKETING BUDGET

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

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

Notes: EVENT DESIGNED FOR RIVERFRONT BUSINESS PARTICIPATION; RESTAURANTS OPEN FOR DINNER AND RETAIL OPEN IN THE EVENING SHOULD BENEFIT

4. Signature Events [score] 5 x (wt) 30 Points: 150

Notes: The event must answer yes to all criteria for a signature event.

Notes: FREE EVENT; LOCATED ON SIDEWALKS

Total Evaluation Points 480 (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



# DOWNTOWN DEVELOPMENT AUTHORITY

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

## APPLICATION FOR DDA EVENT ASSISTANCE

Event: FRONT PORCH FRIDAYS

Event Contact: Kelly White (TBD) Phone #: 386.257.5105 Email: kw@BeDowntownDaytona.com

Proposed Event Date(s): 10/5, 11/2, 12/7, 1/4, 2/1, 3/1, 4/5, 5/3, 6/7  
7/5, 8/2, 9/6

### 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.

Consumers with Disposable income prefer to shop evenings and weekends. This event begins to position downtown as an evening destination.

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

This event began about one year ago as an attempt to create another First Friday event. The producers are business owners. Current sponsors include Jack White Land Co., Sweet Marlay's, Three Brothers and McK's. This proposal would attempt to find a title sponsor.

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

All downtown businesses are invited to host an artist for One Night Works, contribute to an artist gift basket, remain open late, run specials. See event description for more.

**For signature events:** Event is located in Riverfront Shops of Daytona Beach area Y/N info about participation.

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

# Front Porch Fridays Event Description

**Where:** From Bay Street to Orange Avenue, Beach Street to Palmetto.

**What:** There's no better way to celebrate the end of the workweek than getting outside, enjoying great food, and listening to live music. Celebrate with us every First Friday on the Front Porch beginning at 5 p.m. for beer, wine, delicious food, local art, outdoor movies and fun times. The current list of events for Front Porch Friday includes sidewalk sales, food and drink specials, a Cinematique movie in the Park, Face painting, Mariachis and the monthly One Night Works Paint Out. If this event establishes funding, the list and marketing efforts will expand.

**When:** Front Porch Fridays are each first Friday during 2012-2013 occur every First Friday of the month. Front Porch Fridays will turn into weekly events in 2013-2014. Downtown will become the ideal destination to unwind on a Friday evening. Front Porch Friday begins at 4PM and continues to 9PM.

**Who:** All downtown businesses are invited to participate. In order to be listed as a participant, each business must host an activity and/or special, agree to stay open from 4PM-9PM and pay \$225 for the year, which includes one Front Porch Friday Rocking Chair with a RIVERFRONT ROCKS sticker.

**How:** See attached budget.

# Event Budget for 12 Front Porch Fridays

## Expenses

	Estimated	Actual
<b>Total Expenses</b>	<b>\$17,335.00</b>	

Site	Estimated	Actual
Permitting Fees	TBD	
Site staff	\$2,000.00	
Equipment		
Tables and chairs		
<b>Totals</b>	<b>\$2,000.00</b>	<b>\$0.00</b>

Refreshments	Estimated	Actual
Food		
Drinks		
Linens		
Staff and gratuities		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>

Decorations	Estimated	Actual
Flowers		
Candles		
Lighting (alleyway lighting by	\$500.00	
Balloons	\$400.00	
Paper supplies		
<b>Totals</b>	<b>\$900.00</b>	<b>\$0.00</b>

Program	Estimated	Actual
Performers (5 solo performers per event)	\$3,000.00	
Artist Canvases for One Night Works	\$1,000.00	
<b>Totals</b>	<b>\$4,000.00</b>	<b>\$0.00</b>

Publicity	Estimated	Actual
Graphics work	\$500.00	
Photocopying/Printing	\$2,000.00	
Live Remote	\$4,000.00	
Website and Social Media	\$1,000.00	
<b>Totals</b>	<b>\$7,500.00</b>	<b>\$0.00</b>

Prizes	Estimated	Actual
Ribbons/Plaques/Trophies		
Gift Basket	Donated in kind	
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>

Merchandise	Estimated	Actual
T-Shirts	\$1,800	
Stickers	\$50	
Buttons	\$85	
Rocking Chairs	\$1,000.00	
<b>Totals</b>	<b>\$2,935.00</b>	

# Event Budget for 12 Front Porch Fridays

## Income

Total income	Estimated
	\$14,250.00

Business Participants			
15	Business Participants	\$225.00	\$3,375.00
1	Title sponsor	\$5,000.00	\$5,000.00
			\$0.00
			<b>\$8,375.00</b>

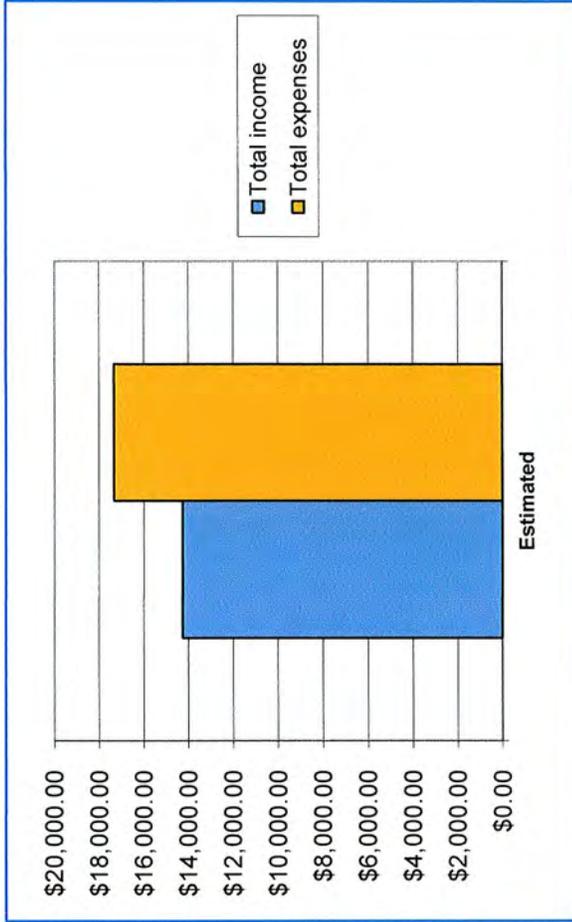
Sale of items			
	T-Shirts	200	Items @ \$4,000.00
	Stickers	100	Items @ \$500.00
	Buttons	200	Items @ \$1,000.00
	Rocking Chairs	5	Items @ \$375.00
			<b>\$5,875.00</b>

# Event Budget for 12 Front Porch Fridays

## Profit - Loss Summary

	Estimated
Total income	\$14,250.00
Total expenses	\$17,335.00

**Total profit (or loss) (\$3,085.00)**



**APPLICATION FOR DDA EVENT ASSISTANCE  
EVALUATION CHECKLIST**

Event: Riverfront Market

Event Contact: Tammy Kozinski Phone #: 882-2917 Email: sweetmarlays@gmail.com

Proposed Event Date(s): 12/8, 1/12, 2/9, 3/9, 4/13, 5/11

**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: 200

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

Notes: SHOULD HAVE A POSTIVE IMPACT ON DOWNTOWN AS RETAIL AREA CENTER; EVENT HOSTED BY DOWNTOWN BUSINESS ON BEACH STREET WITH PROVEN TRACK RECORD IN ATTRACTING TARGET RIVERFRONT SHOPS CUSTOMERS; SHOULD BENEFIT RESTAURANTS AND RETAIL DURING THE DAY; REPLACEMENT FOR FRENCH MARKET

2. Event Production Ease and Ability [score] 1  2 3 4 5 x (wt) 20 Points: 40

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 experienced managers, the event organizers will manage all event elements, the event leverages other funds.

Notes: EVENT HAS NOT OCCURRED IN THE PAST; EVENT HAS A MINIMAL MARKETING BUDGET

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

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

Notes: EVENT DESIGNED FOR RIVERFRONT BUSINESS PARTICIPATION; RESTAURANTS OPEN FOR DINNER AND RETAIL OPEN IN THE EVENING SHOULD BENEFIT

4. Signature Events [score] 5 x (wt) 30 Points: 150

Notes: The event must answer yes to all criteria for a signature event.

Notes: FREE EVENT; LOCATED IN FRONT OF STORES;

Total Evaluation Points 440 (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

# DOWNTOWN DEVELOPMENT AUTHORITY

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

## APPLICATION FOR DDA EVENT ASSISTANCE

Event: Riverfront Market

Event Contact: Tammy Kozinski Phone #: 882-2917 Email: sweetmarlays@gmail.com

Proposed Event Date(s): 12/8, 1/12, 2/9, 3/9, 4/13, 5/11

### 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.

Bring large amounts of people in our target markets (Silver+Gold and Old+New Comers) into the Downtown Shopping area.

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.

The event is an attempt to emulate the French Market Vendor payments and Title Sponsor

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

Use space in front of vacant & closed businesses. Encourage merchants that are open to run specials with the sidewalk to promote themselves or let a vendor use the space

**For signature events:** 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

# **Riverfront Market Event Plan and Description**

**The purpose of the Riverfront Market is to create a large group of shoppers to visit Beach Street that wouldn't otherwise venture downtown. Our goal is to reach out to the Silver & Gold and Old & New Comer people groups.**

**We will be allowing existing businesses to have sidewalk displays and sales during this time frame. We will also be pulling in local artists and vendors and allowing them to purchase a very affordable space to display their goods, or services.**

**This event will be marketed via e-mail blasts, posters, and merchant word of mouth. This event will generate large amounts of foot traffic for the downtown merchants, and will also generate local awareness of all the great shops and restaurants that Downtown Daytona Beach has to offer.**

# Event Budget for [Event Name]

## Income

	Estimated	Actual
<b>Total Income</b>	<b>\$6,425.00</b>	<b>\$0.00</b>

	Estimated	Actual
<b>Admissions</b>		
Adults @	\$0.00	\$0.00
Children @	\$0.00	\$0.00
Other @	\$0.00	\$0.00
	<b>\$0.00</b>	<b>\$0.00</b>

	Estimated	Actual
<b>Business Participants</b>		
1 Title sponsors	\$1,500.00	\$0.00
	\$0.00	\$0.00
	\$0.00	\$0.00
	<b>\$1,500.00</b>	<b>\$0.00</b>

	Estimated	Actual
<b>Exhibitors/vendors</b>		
5 Large booths @	\$200.00	\$0.00
15 Med. booths @	\$525.00	\$0.00
40 Small booths @	\$1,200.00	\$0.00
	<b>\$1,925.00</b>	<b>\$0.00</b>

	Estimated	Actual
<b>Sale of Items</b>		
150 T-shirts-Items @	\$3,000.00	\$0.00
Items @	\$0.00	\$0.00
Items @	\$0.00	\$0.00
Items @	\$0.00	\$0.00
	<b>\$3,000.00</b>	<b>\$0.00</b>

# Event Budget for [Event Name]

## Expenses

	Estimated	Actual
<b>Total Expenses</b>	<b>\$11,000.00</b>	<b>\$0.00</b>

	Estimated	Actual
<b>Site</b>		
Permitting Fees	TBD	
Site staff	\$5,000.00	
Equipment		
Tables and chairs	\$100.00	
<b>Totals</b>	<b>\$5,100.00</b>	<b>\$0.00</b>

	Estimated	Actual
<b>Refreshments</b>		
Food		
Drinks		
Linens		
Staff and gratuities		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>

	Estimated	Actual
<b>Decorations</b>		
Flowers		
Candles		
Lighting		
Balloons		
Paper supplies		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>

	Estimated	Actual
<b>Program</b>		
Performers	\$1,500.00	
5 solo performers per event		
Travel		
Hotel		
Other		
<b>Totals</b>	<b>\$1,500.00</b>	<b>\$0.00</b>

	Estimated	Actual
<b>Publicity</b>		
Graphics work	\$500.00	
Photocopying/Printing	\$2,000.00	
Postage	\$100.00	
<b>Totals</b>	<b>\$2,600.00</b>	<b>\$0.00</b>

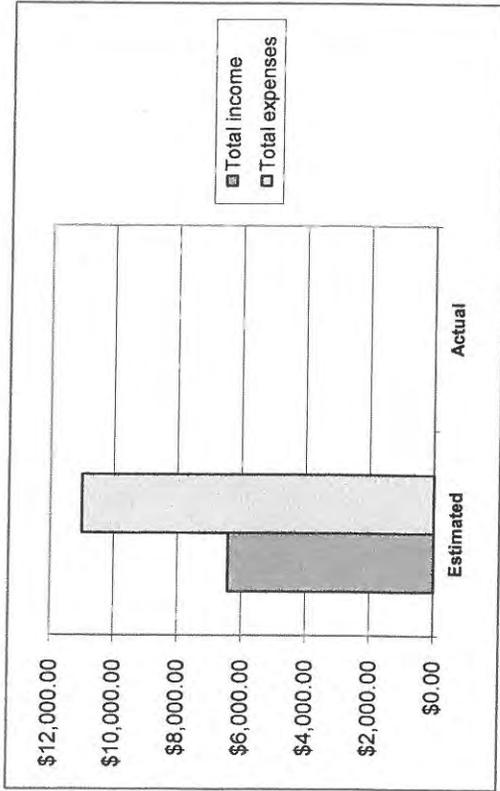
	Estimated	Actual
<b>Prizes</b>		
Ribbons/Plaques/Trophies		
Gifts		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>

	Estimated	Actual
<b>Miscellaneous</b>		
T- Shirts	\$1,800.00	
Transportation		
Stationery supplies		
Fax services		
<b>Totals</b>	<b>\$1,800.00</b>	<b>\$0.00</b>

# Event Budget for [Event Name]

## Profit - Loss Summary

	Estimated	Actual
Total income	\$6,425.00	\$0.00
Total expenses	\$11,000.00	\$0.00
<b>Total profit (or loss)</b>	<b>(\$4,575.00)</b>	<b>\$0.00</b>



## Moriah's Event Planning Experience

I worked as a Restaurant and retail manager for a major corporation for three years. In that time I was responsible for organizing events as small as red hat ladies events, to as big as the Building Block Party with Habitat for Humanity. I worked hand in hand with our PR manager on many charitable events, along with wedding receptions, showers, and birthday parties held in our location.

After I left that organization I worked as a GM for a small local business. I organized the dinner buffet and after party of the cutting of the ribbon ceremony for Andy Romano Splash Park in Ormond Beach. I also organized many live music nights at this establishment as well.

Other events I have organized have included bridal showers, and two weddings. I am task organized, goal oriented, and challenge driven which makes me the perfect candidate to organize this, and future events, in the Downtown Daytona area.

**APPLICATION FOR DDA EVENT ASSISTANCE  
EVALUATION CHECKLIST**

Event: **Holiday Wine Walk**

Event Contact: Debi Brand Phone #: 238-4001 Email: dbrand@bullseye-direct.com

Proposed Event Date(s): December 8, 2012

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

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

**Evaluation**

1. Event Benefits Downtown [score] 1 2 3  4 5 x (wt) 40 Points: 160

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: SHOULD HAVE A POSTIVE IMPACT ON DOWNTOWN AS A RETAIL & DINING CENTER; EVENT HOSTED BY DOWNTOWN BUSINESS; SIMILAR EVENT OCCURRED LAST VALENTINES DAY AND PROVED TO ATTRACT TARGET RIVERFRONT SHOPS CUSTOMERS; SHOULD BENEFIT RETIAL AND RESTAURANTS; DOES NOT HAVE THE ATTENDANCE LEVEL OF A LARGE FESTIVAL

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

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

Notes: EVENT HAS OCCURRED IN THE PAST WITH EXPERIENCED MANAGERS; EVENT SHOULD LEVERAGE MARKETING FUNDS FOR RIVERFRONT SHOPS OF DAYTONA BEACH

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

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

Notes: EVENT DESIGNED FOR RIVERFRONT SHOPS BUSINESS PARTICIPATION; RESTAURANTS OPEN FOR LUNCH & DINNER AND RETAIL OPEN ON SATURDAY SHOULD BENEFIT

4. Signature Events [score] 5 x (wt) 30 Points: 150

Notes: The event must answer yes to all criteria for a signature event.

Notes: FREE EVENT; LOCATED IN FRONT OF STORES

Total Evaluation Points 460 (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



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

## APPLICATION FOR DDA EVENT ASSISTANCE

Event: Holiday Wine Walk

Event Contact: Debi Brand Phone #: 3862384001 Email: dbrand@bullseye-direct.com

Proposed Event Date(s): Saturday, December 8, 2012

### 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.

A post-survey of the downtown merchants after the Wine & Chocolate Walk last February resulted in very positive responses. The event gained new customers giving residual business to the downtown merchants. The merchants showed strong favor for, and have been requesting a repeat of a similar event. Event attendees will have to enter into each store to receive their wine/food, enhancing mandatory exposure to the merchants.

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.

Bullseye Direct Marketing & Al Smith Productions:

Wine & Chocolate Walk, Downtown Daytona Beach; Downtown Daytona Discount Card; Holidays at the Beach; Halifax Oyster Festival; New Year's Eve on Main Street; BBQ, Rhythm & Brews - additional sponsors/sources of funds are to be determined.

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

Implement coordination and collaboration the same as we have in previous events. We will call on and have meetings with merchants. Additionally, they will be given an opportunity to participate and give their input on certain aspects of the event. Additional communications will be executed by e-mail and phone.

**For signature events:** Event is located in Riverfront Shops of Daytona Beach area Y/N

Event is free and open to the public Y/N Event is open to the public, but there is a charge to attendees and merchants to participate.

Event leverages other funds Y/N

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



**HOLIDAY WINE WALK – December 8, 2012 1-6pm**

**WINE AND CHOCOLATE WALK – February 9, 2013 1-6pm**

**Riverfront Shops of Daytona Beach**

In February, 2012, Bullseye Direct Marketing & Al Smith Productions produced the open-street Wine & Chocolate Walk sponsored by the Downtown Development Authority, Mercedes Benz, Daytona Beach News-Journal, WROD, and WNDB. Over 600 people (ranging between the ages of 40-65) attended the event.

By implementing a similar open-street event in December and again in February 2013, the merchants will see a significant increase in foot traffic and exposure to their services and products.

Attendees may pre-purchase a passport to visit participating merchants to enjoy the samples. Merchant participation will be limited to no more than 20 merchants. Festive balloons (along with a map in the passports) will identify participating stores. Street musicians will provide additional entertainment while attendees stroll from one participating merchant to the next.

Attendees may turn in completed passports to be entered into a drawing for prize(s). The first 100 passport attendees will receive a special gift including coupons at participating stores.

Estimated attendance: 600-900 people

**Downtown Daytona Beach Merchant participation** would include items such as: minimal participation fee, food items, commit to being open during event hours, provide stations for tastings, provide staff to enforce pouring limits, collect tickets, and sign off on passports, etc., promote event from within to merchant's customer base, decorate with appropriate themed items, may provide coupons to be distributed to the first 100 passport attendees if desired.

Event Promotions To Include a mix of radio and newspaper advertisements, email marketing, creation and distribution of event posters, passports and postcards

**PRELIMINARY BUDGET: \$14,500 Includes:**

- Wine & Glasses
- Marketing
- Labor
- Printed Marketing Material
- Charity Donation
- Event Managers Fee

**Requesting \$3500 DDA Sponsorship per event to be utilized for advertising and marketing for the event.**

**APPLICATION FOR DDA EVENT ASSISTANCE**  
**EVALUATION CHECKLIST**

Event: Home For The Holidays

Event Contact: Wyatt Davis Phone #: 307-0922 Email: bandshelllive@aol.com

Proposed Event Date(s): December 15, 2012

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

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

**Evaluation**

1. Event Benefits Downtown [score] 1 2 3 4 5 x (wt) 40 Points: 160

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: SHOULD HAVE A POSTIVE IMPACT ON DOWNTOWN AS A CULTURAL CENTER; EVENT HOSTED IN THE PAST WITH A PROVEN TRACK RECORD IN ATTRACTING TARGET RIVERFRONT SHOPS CUSTOMERS; SHOULD BENEFIT RESTAURANTS OPEN FOR LUNCH & DINNER; SHOULD BENEFIT RETAIL BY DRAWING POTENTIAL CUSTOMERS DURING THE DAY WITH DOWNTOWN AS A DESTINATION; EVENT DID NOT DRAW SAME NUMBERS AS LARGER FESTIVALS

2. Event Production Ease and Ability [score] 1 2 3 4 5 x (wt) 20 Points: 80

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 experienced managers, the event organizers will manage all event elements, the event leverages other funds.

Notes: EVENT HAS OCCURRED IN THE PAST WITH EXPERIENCED MANAGERS; EVENT LEVERAGES MARKETING FUNDS; EVENT MANAGED BY STAFF IN THE PAST

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

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

Notes: EVENT DESIGNED FOR RIVERFRONT BUSINESS PARTICIPATION; RESTAURANTS OPEN FOR LUNCH AND DINNER SHOULD BENEFIT; RETAIL SHOULD BENEFIT DURING THE DAY

4. Signature Events [score] 5 x (wt) 30 Points: 150

Notes: The event must answer yes to all criteria for a signature event.

Notes: FREE EVENT; LOCATED IN RIVERFRONT PARK

Total Evaluation Points 430 (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

# DEVELOPMENT AUTHORITY

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

## APPLICATION FOR DDA EVENT ASSISTANCE

Event: \_\_Home for the Holidays

Event Contact: Wyatt Davis Phone #: 386-307-0922

Email: bandshelllive@gmail.com

Proposed Event Date(s): December 15, 2012

### **Attach the following:**

Event Plan & Description , Attached

Event Budget , Attached

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. Home for the Holidays will continue our tradition of presenting a festive holiday themed event in Riverfront Park that compliments the annual holiday boat parade. We will drive our patrons into Riverfront Shops as customers by having our MC make announcements between on stage performances describing goods and services and hours of operations, of Riverfront Shops in the two immediate blocks of Beach Street. We are doing this for the merchants at no charge. We are open to any other suggestions on how to accomplish this. We will keep the traffic open and flowing so that people can easily access both the shops and Home for the Holidays.

**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.

See attached resume for information on Wyatt Davis' event producing experience. Please note that Wyatt Davis has routinely worked with City staff on City co-sponsored events for the past 4 years. Sponsorships will provide very limited funding. As a grassroots effort it is imperative that we are all on the same page with this event.

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

We will offer Riverfront Shop business owners a special sponsorship opportunity. This special opportunity will give each merchant a 10X10 area to display their goods and distribute literature about their services, (coupons). Also included will be an opportunity to do a brief description of their company, including the business' history and products on stage with our MC once during Home for the Holidays. Also they will get occasional mentions by our MC on stage throughout the day. Our MC will make specific references to each Riverfront Shop throughout the event. The cost for this sponsorship will be \$20. Extra space can be arranged at no extra cost based on availability. We are open to any other ideas or suggestions on how to further help the Riverfront Shops. By having a shared vision we will be able to increase foot traffic to the Riverfront Shops substantially on December 15, 2012.

# Wyatt Davls

501 University Blvd. Apt. 2, Daytona Beach, Florida  
Cell 386-307-0922 • [bandshelllive@gmail.com](mailto:bandshelllive@gmail.com)

## Events:

### **Seafood Festival, Founder/Producer – Manatee Island, Downtown Daytona Beach**

2010 – 2012

Brought family entertainment to downtown Daytona Beach. This family style event features local seafood, national and regional music, vendors and kids zone. Responsible for producing the event top to bottom with no budget. This was a successful grassroots effort that did not utilize any taxpayers dollars. Approximate attendance 3,000.

### **Shrimp Festival, Founder/Producer – Manatee Island, Downtown Daytona Beach**

2010 – 2012

Brought family entertainment to downtown Daytona Beach. This family style event featured businesses selling local and gulf shrimp, national and regional music, vendors and kids zone. Responsible for producing the event top to bottom with no budget. This was a successful grassroots effort that did not utilize any taxpayers dollars. Approximate attendance 3,000.

### **Hipplefest Street Fest , Booking Agent – Peabody Auditorium, Daytona Beach**

2009 – 2012

Booked all music talent for a Hippy Era Streetfest held annually outside at Peabody Auditorium in Daytona Beach. Approximate attendance 5,000.

### **Home for the Holidays, Entertainment Producer – Riverfront Park, Downtown Daytona Beach**

December 15, 2011

Booked, managed and directed the on stage events featuring local artists and musicians, the Mainland Buccaneer Marching Band, and a big finale by Elvis for Home for the Holidays 2011. Also participated in designing the event from initial and subsequent meetings with staff including Kevin Poore and Helen Riger. When I suggested and provided contact information for the petting zoo, inflatables and decorating the Santa Claus and Christmas Tree area. Approximate attendance 5,500.

### **Bandshell Live**

2008 – 2012

A non-budgeted grassroots effort to bring weekly Friday night concerts to the historic Daytona Beach Bandshell from May through October. Most people considered this project impossible without a budget. This grassroots effort exist solely on sponsorships, donations and vendor fees. Approximate attendance 100,000.

## **Come Together Day, Producer**

2010 Hosted the largest Inauguration Day celebration in Southeast United States. This frigid event received national media coverage from CNN, FOX, ABC, NBC and hosted five worldwide broadcasts to over 15 different countries. This event took place at the historic Daytona Beach Bandshell, January 20<sup>th</sup>, 2009. It featured live music, political speeches and jumbo TV screens televising the inauguration to a live audience of over 3,000 people.

## **Downtown Opry, Founder/Producer**

1999 – 2011

Produced a monthly family style variety show, similar to shows in Branson and Myrtle Beach. Handled everything from Producer, Show Director, ticketing and marketing for one of the most successful entertainment venues in the Daytona Area.

## **Hometown Entertainment Radio Show**

2007 – 2011

Producer and on-air co-host of a talk radio program considered to be the voice of family entertainment in Volusia and Flagler County.

## **Sunshine Park Performing Art Center, Director/Founder**

2000 – 2004

Sunshine Park Performing Arts Center was a beautiful facility that included a 550 seat theater, state of the art dance studios, Lobby and Offices in South Daytona, Florida. This PAC was considered a jewel in the local performing arts community until destroyed by the hurricanes of 2004. This monumental grassroots effort was done without a budget or taxpayer dollars.

## **Daytona Opry, Group Sales/Phone Room Manager**

1997 – 1999

Responsible booking fraternal, social, religious, military and other reunion and corporate organizations for the Daytona Opry. This included motor coach groups and all aspects of tour and travel.

## **Education**

Mainland H.S. 1983

Daytona State College 1984-1985

References available upon request.



#### Event Schedule:

Our proposed event begins at 1:00pm, set up will begin at 9am. The event will close at 6pm. Tear down and clean up should be finished by 9pm.

#### Description of Event:

This event will be a family friendly event. There will be no admission fees to enter the park. Food and craft vendors will sell goods beginning at 1pm. Sponsors will display their products as well. Entertainment will include the Warner Christian Academy Band, the Downtown Opry Christmas Show, Firecracker Four Ladies Barbershop Quartet, Elvis and a big finale presented by the Calvary Christian Center Band and Singers. All of these entertainers have agreed to donate their time for Wyatt Davis.

This event will also feature most of the same activities, games, face painting, balloons and fun things to do that made last years Downtown Event such a big success. We will continue with the family friendly theme and respectfully request no alcoholic beverages be served at this event. The petting zoo will be back. They will offer the petting zoo experience free of charge to our attendees and charge a very small fee for pony rides. We will also invite back the performers of the horse show from last year. They put on a great show last year and have expressed interest to return. We would like to ask the City of Daytona Beach to contact the gentleman who served as Santa Claus at last year's event, he did a wonderful job. The Santa Claus paddle board will be there too. You get the idea?

#### Anticipated Attendance:

It is anticipated the attendance will be the same as last year or more.

#### Admission charge or other fees collected:

Free admission.

## Budget

Keep this in mind, last year I was paid \$1,300 by the City just to provide entertainment for Home for the Holidays. This year I am not being paid and am taking on considerable financial responsibilities to make this event happen. Here is what I can do:

Wyatt Davis will pay the following costs:	City of Daytona Beach will be responsible for the cost or waived fees of the following:
<ul style="list-style-type: none"> <li>• Insurance - approximately \$450</li> </ul>	<ul style="list-style-type: none"> <li>• City staff and labor - \$?</li> </ul>
<ul style="list-style-type: none"> <li>• Entertainment Fees – \$0</li> </ul>	<ul style="list-style-type: none"> <li>• Garbage Cans and Garbage Bags - \$0</li> </ul>
<ul style="list-style-type: none"> <li>• Graphics - \$200</li> </ul>	<ul style="list-style-type: none"> <li>• Trash and Garbage removal - \$?</li> </ul>
<ul style="list-style-type: none"> <li>• Poster Printing - \$350</li> </ul>	<ul style="list-style-type: none"> <li>• Port-O-Lets and Hand Wash Stations - \$650</li> </ul>
<ul style="list-style-type: none"> <li>• Decorated Christmas Tree - \$0</li> </ul>	<ul style="list-style-type: none"> <li>• Permit - \$?</li> </ul>
<ul style="list-style-type: none"> <li>• Decorate Santa Workshop Area - \$0</li> </ul>	<ul style="list-style-type: none"> <li>• City's Portable Stage from Last Year - \$0</li> </ul>
<ul style="list-style-type: none"> <li>• Inflatables - \$0</li> </ul>	<ul style="list-style-type: none"> <li>• Stage Decorations from Last Year - \$0</li> </ul>
<ul style="list-style-type: none"> <li>• Event Volunteers - \$0</li> </ul>	<ul style="list-style-type: none"> <li>• Santa Claus Chair - \$0</li> </ul>
<ul style="list-style-type: none"> <li>• ATM – 1 or 2 - \$0</li> </ul>	<ul style="list-style-type: none"> <li>• Santa Claus Volunteer in Santa Suit, same as Last Year - \$0</li> </ul>
<ul style="list-style-type: none"> <li>• Games and Exhibits - \$?</li> </ul>	<ul style="list-style-type: none"> <li>• City pays Sunco Sound - \$?</li> </ul>
<ul style="list-style-type: none"> <li>• Petting Zoo - \$500</li> </ul>	<ul style="list-style-type: none"> <li>• Bleachers for Calvary Chior - \$0</li> </ul>
<ul style="list-style-type: none"> <li>• Food and Vendor - \$0</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing assistance - \$?</li> </ul>
<ul style="list-style-type: none"> <li>• Sponsors - \$0</li> </ul>	<ul style="list-style-type: none"> <li>• All Utility Fees - \$?</li> </ul>
<ul style="list-style-type: none"> <li>• Park Clean Up - \$100</li> </ul>	

To produce this event Wyatt Davis must keep 100% of any and all sponsors, vendors, games and any other exhibitor or participant fees.

**APPLICATION FOR DDA EVENT ASSISTANCE  
EVALUATION CHECKLIST**

Event: Wine & Chocolate Walk

Event Contact: Debi Brand Phone #: 238-4001 Email: dbrand@bullseye-direct.com

Proposed Event Date(s): February 9, 2013

**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: 160

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: SHOULD HAVE A POSTIVE IMPACT ON DOWNTOWN AS A RETAIL & DINING CENTER; EVENT HOSTED BY DOWNTOWN BUSINESS; THE EVENT OCCURRED LAST YEAR AND PROVED TO ATTRACT TARGET RIVERFRONT SHOPS CUSTOMERS; SHOULD BENEFIT RETIAL AND RESTAURANTS; DOES NOT HAVE THE ATTENDANCE LEVEL OF A LARGE FESTIVAL

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

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

Notes: EVENT HAS OCCURRED IN THE PAST WITH EXPERIENCED MANAGERS; EVENT SHOULD LEVERAGE MARKETING FUNDS FOR RIVERFRONT SHOPS OF DAYTONA BEACH

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

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

Notes: EVENT DESIGNED FOR RIVERFRONT SHOPS BUSINESS PARTICIPATION; RESTAURANTS OPEN FOR LUNCH & DINNER AND RETAIL OPEN ON SATURDAY SHOULD BENEFIT

4. Signature Events [score] 5 x (wt) 30 Points: 150

Notes: The event must answer yes to all criteria for a signature event.

Notes: FREE EVENT; LOCATED IN FRONT OF STORES

Total Evaluation Points 460 (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



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

## APPLICATION FOR DDA EVENT ASSISTANCE

Event: Wine & Chocolate Walk

Event Contact: Debi Brand Phone #: 3862384001 Email: dbrand@bullseye-direct.com

Proposed Event Date(s): Saturday, February 9, 2013

### 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.

A post-survey of the downtown merchants after the Wine & Chocolate Walk last February resulted in very positive responses. The event gained new customers giving residual business to the downtown merchants. The merchants showed strong favor for, and have been requesting a repeat of a similar event. Event attendees will have to enter into each store to receive their wine/food, enhancing mandatory exposure to the merchants.

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.

Bullseye Direct Marketing & Al Smith Productions:

Wine & Chocolate Walk, Downtown Daytona Beach; Downtown Daytona Discount Card;

Holidays at the Beach; Halifax Oyster Festival; New Year's Eve on Main Street; BBQ, Rhythm & Brews - additional sponsors/sources of funds are to be determined.

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

Implement coordination and collaboration the same as we have in previous events. We will call on and have meetings with merchants. Additionally, they will be given an opportunity to participate and give their input on certain aspects of the event. Additional communications will be executed by e-mail and phone.

**For signature events:** Event is located in Riverfront Shops of Daytona Beach area Y/N

Event is free and open to the public Y/N Event is open to the public, but there is a charge to attendees and merchants to participate.

Event leverages other funds Y/N

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



**HOLIDAY WINE WALK – December 8, 2012 1-6pm**

**WINE AND CHOCOLATE WALK – February 9, 2013 1-6pm**

**Riverfront Shops of Daytona Beach**

In February, 2012, Bullseye Direct Marketing & Al Smith Productions produced the open-street Wine & Chocolate Walk sponsored by the Downtown Development Authority, Mercedes Benz, Daytona Beach News-Journal, WROD, and WNDB. Over 600 people (ranging between the ages of 40-65) attended the event.

By implementing a similar open-street event in December and again in February 2013, the merchants will see a significant increase in foot traffic and exposure to their services and products.

Attendees may pre-purchase a passport to visit participating merchants to enjoy the samples. Merchant participation will be limited to no more than 20 merchants. Festive balloons (along with a map in the passports) will identify participating stores. Street musicians will provide additional entertainment while attendees stroll from one participating merchant to the next.

Attendees may turn in completed passports to be entered into a drawing for prize(s). The first 100 passport attendees will receive a special gift including coupons at participating stores.

Estimated attendance: 600-900 people

**Downtown Daytona Beach Merchant participation** would include items such as: minimal participation fee, food items, commit to being open during event hours, provide stations for tastings, provide staff to enforce pouring limits, collect tickets, and sign off on passports, etc., promote event from within to merchant's customer base, decorate with appropriate themed items, may provide coupons to be distributed to the first 100 passport attendees if desired.

Event Promotions To Include a mix of radio and newspaper advertisements, email marketing, creation and distribution of event posters, passports and postcards

**PRELIMINARY BUDGET: \$14,500** Includes:

- Wine & Glasses
- Marketing
- Labor
- Printed Marketing Material
- Charity Donation
- Event Managers Fee

Requesting \$3500 DDA Sponsorship per event to be utilized for advertising and marketing of the event.

**APPLICATION FOR DDA EVENT ASSISTANCE  
EVALUATION CHECKLIST**

Event: Cinematique Under the Stars

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

Proposed Event Date(s): First Friday of Each Month March-October 2013

**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: 200

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

Notes: SHOULD HAVE A POSTIVE IMPACT ON DOWNTOWN AS AN ENTERTAINMENT CENTER; EVENT HOSTED BY DOWNTOWN ATTRACTION ON BEACH STREET WITH PROVEN TRACK RECORD IN ATTRACTING TARGET RIVERFRONT SHOPS CUSTOMERS; SHOULD BENEFIT RESTAURANTS OPEN FOR DINNER AND RETAIL OPEN IN THE EVENING; COMPLEMENTS FRONT PORCH FRIDAY

2. Event Production Ease and Ability [score] 1 2 3  4 5 x (wt) 20 Points: 80

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 experienced managers, the event organizers will manage all event elements, the event leverages other funds.

Notes: EVENT HAS OCCURRED IN THE PAST WITH EXPERIENCED MANAGERS; EVENT HAS A MINIMAL MARKETING BUDGET

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

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

Notes: EVENT DESIGNED FOR RIVERFRONT BUSINESS PARTICIPATION; RESTAURANTS OPEN FOR DINNER AND RETAIL OPEN IN THE EVENING SHOULD BENEFIT

4. Signature Events [score] 5 x (wt) 30 Points: 150

Notes: The event must answer yes to all criteria for a signature event.

Notes: FREE EVENT; LOCATED IN RIVERFRONT PARK; COMPLEMENTS FRONT PORCH FRIDAY

Total Evaluation Points 480 (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

# DOWNTOWN DEVELOPMENT AUTHORITY

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

## APPLICATION FOR DDA EVENT ASSISTANCE

Event: Cinematique Under The Stars - Free Outdoor Movie Series

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

Proposed Event Date(s): First Friday of Each Month Teague bellsouth.net

Attach the following: March - October, 2013

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

### 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.

Movie attendees are encouraged to visit the Riverfront Shops before and after each movie.

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

Cinematique has been presenting the Free Movie Series for 7 years. Working with the City in 2012 the DDA supplied some funds. All other funding is raised by the BOB.

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

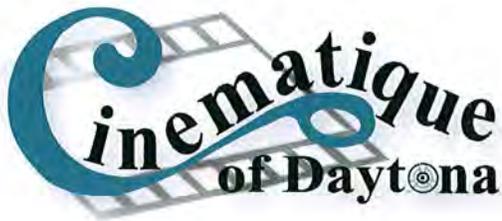
All Advertising Materials will include the Riverfront Shops logo. Live Announcements will be made prior to and after each movie.

**For signature events:** 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



*Cinematique of Daytona, presenter of the  
award-winning Daytona Beach Film Festival  
[www.cinematique.org](http://www.cinematique.org) ~ [www.dbff.org](http://www.dbff.org)*

Officers

*Stephanie Mason-Teague  
President*

*Amber Dees  
Vice President*

*Debra Kilsheimer  
Treasurer*

*David Karner  
Secretary*

*Michael Becker  
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*Elizabeth King*

*Phyllis Lober*

*Pat Madacsi*

*Marilyn Middendorf*

*Tara O'Dwyer*

*Martha Osorio-Cediel*

*Jacqueline Peacock*

*Lynnette Porter*

*Teri Pruden*

*Angelika Schlieper*

*Marian Strong Tomblin*

*Hillary Walker*

## Event Plan & Description:

### **Background Information:**

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

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

### **Cinematique Regular Programming**

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

### **Cinematique Under The Stars**

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

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

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

*P.O. Box 1105, Daytona Beach, FL 32115    [www.cinematique.org](http://www.cinematique.org)  
Box Office: (386) 252-3118 ~ Movie Phone (386) 252-3778*

**Cinematique Under The Stars:**

In 2012, Cinematique formed a partnership with City Island Library and the Friends of the Library to present 8 outdoor films as a book and movie discussion series. This partnership will continue for the 2013 season of outdoor films. Culturally significant works of literature that have been made into films will be selected and shown once per month in River Front Park. Each film will have a book & movie discussion group held at City Island Library. The book and movie pairing was very well received by the community in 2012. Each film averaged 150- 400 attendees.

The purpose of the monthly event is to enhance the Downtown’s reputation as the center of art, culture, entertainment, dining, education and urban life. With the additional goal of promotion of the Cinematique Theater and Daytona Beach Film Festival; promotion of City Island Library programs; encourage literacy through the discussion series; and to encourage the enjoyment of the art of film.

The desired demographic IE: the “gold” and “Silver” groups recently identified in the Downtown Retail Study make up 65% of the annual membership at the Cinematique Theater. Additionally, grassroots marketing efforts that include, the Cinematique web-site, Face Book page (550 likes), E-blast (1,600 followers 30% open rate) Weekly radio shows, and our new blog will help us continue to reach a larger demographic.

The monthly films are planned for the First Friday of each month March – October. The movie will act as the anchor to the “first Friday” events by providing a free activity that will encourage people to visit downtown for dinner and shopping before the movie, and stay after for dessert, coffee, or cocktails. Local merchants and restaurants are encouraged to participate with a special movie night coupon or offering, and live announcements will be made prior to and after each movie. Beach Street Merchants will also be invited and encouraged to place information on the “Riverfront Shops of Daytona Beach” table that will be on the event site.

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

Film Distribution Fees:	\$2,400.00
Equipment	\$2,936.00
City Fees	\$2,120.00 *
City Required Insurance Add.	\$ 200.00 *
Projectionist Stipend	\$ 800.00
Discussion Facilitator Stipend	\$ 800.00
Projector Lamp	\$ 500.00
Posters (500)	\$ 200.00
Flyers (5000)	\$ 235.00
News-Paper Advertisements	\$1,040.00 (leverage agreement in place)*
Radio Advertisements (WNDB)	\$ 800.00 (station will match) *
<b>TOTAL</b>	<b>\$12, 031.00</b>

- \* Amount requested from DDA: \$ 4,160.00



# THE CITY OF DAYTONA BEACH

## REDEVELOPMENT DIVISION

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

### MEMORANDUM

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DATE: September 14, 2012

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Daytona Cubs Advertising Trade

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The Daytona Cubs are proposing a trade of advertising value with the DDA. The Cubs would place a ½ Page black & white Riverfront Shops of Daytona Beach ad in the game-day program (\$2,500 value). The Cubs have 70 scheduled home games during a season with an average attendance of 2,346. The game attendance includes fans with similar demographics that are targeted for the Riverfront Shops of Daytona Beach and is a listed attraction for Downtown.

In return the DDA would advertise the Daytona Cubs in the following materials:

- 2 Spaces in In-Room Concierge Book (\$1,950 value)
- Large Feature Ad on the DDA website (\$350)
- 1 Space for 4 months in Riverfront Shops Gang Page during baseball season (\$200 value)



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### MEMORANDUM

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DATE: September 14, 2012

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Use of Riverfront Shops of Daytona Beach Photos

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The recent photo shoot for the Riverfront Shops of Daytona Beach has received a positive response from Downtown customers and our local businesses. Two businesses have specifically requested to use the photos and graphic work in the following manner:

- Beach Street Impressions: use the photos and Riverfront Shops of Daytona Beach graphics on shirts, shopping bags, and coffee mugs.
- Jack White Land Co. to use the photos and graphics in marketing Downtown to potential business and investors.

Staff is requesting a discussion on these requests and direction on a potential policy for the use of the Riverfront Shops of Daytona Beach photos and graphics.



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### MEMORANDUM

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DATE: September 14, 2012

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Holiday Theme for Riverfront Shops

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The following are proposed "holiday themes" for the Riverfront Shops.

- MORE TO enJOY;
- UNWRAP OUR HOLIDAY CHARM;
- SHINE, SHARE, SHOP;
- AN UPTOWN HOLIDAY IN DOWNTOWN;
- WRAP-UP THE SEASON ON THE WATERFRONT;
- A RIVERFRONT HOLIDAY TO REMEMBER;
- LIGHT-UP THE TOWN;
- SHARE OUR HOLIDAY WARMTH;
- LIGHT-UP THE RIVERFRONT;
- CELEBRATE THE SPIRIT OF THE SEASON;
- JOY TO OUR WORLD;
- A TIME TO REMEMBER;
- enJOY & remeEMBER.