



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, October 3, 2012 8:00 a.m.  
Conference Room 149B

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

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### SPECIAL MEETING

1. Call to Order
2. Roll Call
3. Gold & Associates Contract
4. Public Comments
5. Adjournment



# THE CITY OF DAYTONA BEACH

## REDEVELOPMENT DIVISION

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

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DATE: October 1, 2012

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Impact of GOLD Fee on FY 2012/13 Budget

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Attached is a copy of the adopted FY2012/13 DDA Budget. The column with the proposed 2012/13 budget shows the changes required to accommodate Gold's requested fee of \$3,800 per month.

The Professional Services budget is proposed to be increased from \$18,000 to \$45,600 to fund the annual cost of Gold's contract. The funds are proposed to come from the Downtown Marketing budget, which would be reduced from \$60,000 to \$31,500. The following is a brief overview of how certain DDA marketing functions / efforts are funded:

### **Professional Fees (\$45,600):**

- Management of Facebook Page, including ongoing postings
- Development of social media and search engine advertising
- Development of Off-line media concepts, including graphic design
- Monitoring and evaluation of website traffic and rankings
- Updates (graphics) to printed materials & online feature listings
- Development of press releases.

### **Downtown Marketing (\$31,500):**

- Cable Television Ad Placement & Production Costs
- SEM / Online Advertising
- Social Media Ad Placement
- Printed Material Updates (Map Pads)
- Display Materials

**Co-op Marketing (\$50,000):**

(Print advertising offset by revenue from Downtown merchants)

- News-Journal Gang Page
- In-room Concierge Book
- Hotel Rack Cards

**Downtown Events (\$20,000):**

- Events costs such as City fees
- Event sponsorship (Halifax Art Show Prize)

**Technical Services (\$1,500):**

- Web site hosting fees
- iContact e-newsletter fees

## DDA 2012/13 BUDGET

	Adopted 2012/13 Budget	Proposed 2012/13 Budget
<b>GENERAL DOWNTOWN PROMOTION</b>		
<b>REVENUE</b>		
Ad Valorem Taxes	96,116	96,116
Merchant Co-op Program	53,800	53,800
Interest	100	100
Appropriation of Fund Balance	9,434	9,434
<b>Total Revenue</b>	<b>\$ 159,450</b>	<b>\$ 159,450</b>
<b>EXPENDITURES</b>		
Contract Services	1,000	1,000
Office Supplies	100	100
Care and Subsistence	400	400
Professional Memberships	600	600
Downtown Marketing	60,000	31,500
Co-op Marketing	50,000	50,000
Downtown Events	20,000	20,000
Downtown Holidays	8,750	8,750
Professional Fees	18,000	45,600
Technical Services	600	1,500
<b>Total Expenditures</b>	<b>\$ 159,450</b>	<b>\$ 159,450</b>
<b>GENERAL FUND BALANCE</b>		
Unreserved Fund Balance	\$ 27,445	\$ 27,445
Appropriation	\$ 9,434	\$ 9,434
Ending Fund Balance	\$ 18,011	\$ 18,011
% of Ad Valorem Revenue	19%	19%
<b>FARMERS' MARKET OPERATIONS</b>		
<b>MARKET REVENUE</b>		
Vendor Revenue	28,800	28,800
Market Booth Sales	1,200	1,200
<b>Total Revenue</b>	<b>\$ 30,000</b>	<b>\$ 30,000</b>
<b>MARKET EXPENDITURES</b>		
Market Manager	12,000	12,000
Manager Supplies	235	235
Marketing	13,000	13,000
Market Events	1,000	1,000
Insurance	1,265	1,265
Booth Merchandise	1,000	1,000
City Fees	1,500	1,500
<b>Total Expenditures</b>	<b>\$ 30,000</b>	<b>\$ 30,000</b>

# **A MARKETING CONTRACT PRESENTATION TO THE CITY OF DAYTONA BEACH DDA**

*Prepared by GOLD • Thursday, September 13, 2012*

*Revised September 17, 2012 • September 18, 2012*

## **CONTRACT SCOPE OF SERVICES**

### **ONGOING SERVICES**

Thank you for your business. We look forward to serving the DDA in FY 2012-2013.

To date, GOLD has expended well over the estimate of 55 hours per month as agreed to in the original client/agency contract. This was largely to provide additional services, which were completed pro bono. The following shows the services anticipated by the client and the estimated hours for GOLD to provide them using a blended rate that has been reduced from what was previously agreed to by both parties. Should you have any questions regarding this, please do not hesitate to contact Keith Gold or Beth Lyons with our firm.

### **Ongoing Services and Hours**

1. **STRATEGIC PLANNING**: GOLD will continuously provide the DDA with updates to the Strategic Marketing Plan. The plan will be consistent with the Tactical Plan and describe the proposed marketing efforts, including seasonal and event-based marketing. It will also include recommended media expenditures and reasonably reflect the input of downtown area merchants.  
ESTIMATED MONTHLY HOURS: 2
  
2. **AD DEVELOPMENT**: GOLD will meet with the media, review media data, and make recommendations for media placements on an ongoing basis based upon the DDA's budget and approved Strategic Marketing Plan. The client will meet with the media to secure the best rates, positions and added value.
  - a) **SOCIAL NETWORK ADS**: GOLD will develop social media postings and advertisements. Ongoing responsibilities will include copywriting, ad development and monthly reporting.  
ESTIMATED MONTHLY HOURS: 3 (Reduced from 4)
  
  - b) **ON-LINE ADVERTISING**: GOLD will prepare search engine ads and others needed to direct prospects to the website and further establish the downtown area as a desirable destination. Ongoing responsibilities include investigating words/trends, copywriting, designing banner ads and monthly reporting.  
ESTIMATED MONTHLY HOURS: 6 (Reduced from 8)

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## **Ongoing Services and Hours (Continued)**

- c) **OFF-LINE ADVERTISING:** GOLD will develop broadcast and print media concepts. Ads anticipated include monthly newspaper, the annual in-room concierge book section, cable television spots and event radio promotions. Ongoing responsibilities include copywriting, graphic design and digital production, ad monitoring and reporting. *(Does not include broadcast production.)*  
ESTIMATED MONTHLY PRINT HOURS: 6 *(Reduced from 8)*  
ESTIMATED MONTHLY BROADCAST HOURS: 3 *(Reduced from 4)*
3. **WEBSITE MAINTENANCE:** GOLD will provide regular monitoring of website; evaluation of traffic and rankings; and making recommendations as to content, copy, web links and graphics. *(New programming is not included.)* The client will add events to the online calendar; plus create and update merchant ads and the online loyalty card.  
ESTIMATED MONTHLY HOURS: 4 *(Reduced from 16)*
4. **PRINTED MATERIAL UPDATES:** GOLD will prepare graphic updates to the existing rack brochure, map pad and banners. Ongoing responsibilities include copywriting, graphic design and digital production. *(Does not including estimating or printing.)*  
ESTIMATED MONTHLY HOURS: 5 *(Reduced from 6)*
5. **PUBLIC/MEDIA RELATIONS:** GOLD will write press releases for client to distribute to news writers and editors. The client will gather all story content. *(Includes two such releases per month.)*  
ESTIMATED MONTHLY HOURS: 3 *(Reduced from 4)*
6. **CLIENT/DDA COMMUNICATIONS:** GOLD will communicate regularly with the DDA and the DDA's designated representative regarding ongoing campaign implementation and expenditures. This includes weekly communications and a meeting in person each month.  
ESTIMATED MONTHLY HOURS: 8 *(Reduced from 12)*

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## **Monthly Costs and Conditions**

1. **MONTHLY FEE:** Except for certain expenses identified below, GOLD's compensation for provision of the services mentioned will be a reduced \$95 per hour for the 40 hours (*reduced from 70*) indicated or \$3,800.
2. **REIMBURSEMENT CONDITIONS:** GOLD will be reimbursed for its approved out-of-pocket costs paid to third parties. These would include such expenses as printing, advertising media, broadcast production and photography. However, prior to committing to such costs, GOLD will obtain competitive quotes, including from local Daytona vendors. The DDA's designated representative must approve the quoted cost.

