



P.O. Box 2451 ♦ DAYTONA BEACH, FL 32115-2451 ♦ (386) 671-8180

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

AGENDA

Tuesday, November 27, 2012 8:00 a.m.
Conference Room 149B

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

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes: October 23, 2012 Meeting**
4. **Farmers' Market Update**
 - a. **Farmers' Market 2012 Annual Report**
 - b. **Farmers' Market Temporary Relocation**
 - c. **Farmers' Market Rules & Regulations**
5. **Riverfront Shops of Daytona Beach Campaign Update**
6. **Merchant Co-op Update**
7. **Customer Satisfaction Survey**
8. **Public Comments**
9. **Board Comments**
10. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, October 23, 2012**

The regular meeting of the Downtown Development Authority was held Tuesday, October 23, 2012, at 8:00 a.m. in Conference Room 149B of 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members

Mr. Robert Abraham, Chairman
Mr. Joseph H. Hopkins
Ms. Kelly White
Ms. Stacey Lipton
Ms. Sheryl Cook

Staff Members Present

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

1. Call to Order

Mr. Abraham called the meeting to order at 8:09 a.m.

2. Roll Call

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

3. Approval of Minutes

a. September 19, 2012 Regular Meeting

Ms. Cook made a motion to approve the minutes of the September 19, 2012 Regular Meeting. Mr. Hopkins seconded the motion and it was approved unanimously (5-0).

b. October 3, 2012 Special Meeting

Mr. Hopkins made a motion to approve the minutes of the October 3, 2012 Special Meeting. Ms. White seconded the motion and it was approved unanimously (5-0).

4. FT 2011/12 Budget Report

Mr. Jeffries provided the Board with the final budget report for the year ending September 30, 2012. He stated that the final bills had been paid and a budget transfer would be necessary in order to balance the accounts. He stated that the report reflected the actual amount spent through October 17, 2012.

Board Action

Ms. Cook made a motion to make the necessary budget transfers as outlined in Mr. Jeffries' memorandum dated October 19, 2012. Ms. White seconded the motion and it was approved unanimously (5-0).

5. Farmers' Market Update

There was no update presented on the Farmers' Market.

6. Farmers' Market Temporary Relocation

Mr. Jeffries stated a request had been received to relocate the Farmers' Market from the Jackie Robinson and Library parking lot to the County Courthouse Annex parking lot on Saturday, October 27, and Saturday, November 3 in order to accommodate early voting at the City Island Library.

Mr. Abraham stated that in order to avoid calling a special meeting for the Board to act on the request, he responded on behalf of the Board and formal approval of his letter was necessary.

Ms. Noeleen Foster, Market Manager, stated that she had discussed the relocation with the vendors and some were enthused about the exposure the Market would receive as a result of the relocation along Orange Avenue. A press release had been prepared regarding the relocation, post cards were being sent to residents there would be a posting on the City's website and the Riverfront Shops Facebook pages, and the relocation was also in the City's e-blast.

Board Action

Ms. Cook made a motion to approve the letter submitted by Robert Abraham, Chair, to Paul McKitrick dated October 9, 2012, regarding the relocation of the Farmers' Market. Ms. White seconded the motion and it was approved unanimously (5-0).

Mr. McKitrick stated that the lease with the Daytona Cubs would expire at the end of the year and they wanted a 10 year lease. He stated they may start charging \$2 to \$3 per car for parking during ballgames. Mr. McKitrick stated that

the Cubs did not plan to charge for parking until the construction at the ballpark was complete so the fee may not be imposed until 2015.

Mr. John Nicholson, 413 N. Grandview Avenue, said relocation of the Farmers' Market had been previously discussed and he thought it was a golden opportunity to talk with the County about making it a permanent move. He stated visibility for the Market in this area was good but permanently locating the Market at the Courthouse would not help Downtown.

Mr. Abraham stated that the DDA had a contract with the City for the Farmers' Market at the current location.

Mr. McKittrick stated that the Courthouse parking lot would have to be cleaned after the Farmers' Market so there would be no burden on the County.

7. FY 2012/13 Downtown Events

Mr. Jeffries presented a memo that outlined the proposed funding level for upcoming events. He stated there were two levels of events and all qualified events would be listed on the calendar of events, featured in the e-newsletter, posted on the Riverfront Shops Facebook page, the News Journal gang page, listed on the calendar of events in the street directory, and mentioned in press releases.

Mr. Jeffries stated that basic events would be listed in the calendar of events and would include music festivals, the Making Strides Against Breast Cancer Walk, and events that held at the News Journal Center.

Mr. Jeffries stated that signature events were the Halifax Art Show; Daytona Beach Film Festival; Riverfront Market; Holiday Wine Walk; Home for the Holidays; Wine and Chocolate Walk; Cinematique, and Art of the Auto. He stated the proposed funding stays within the \$20,000 budget for the year.

Ms. Lipton stated she was concerned about approving the request for the Art of the Automobile since she had not seen the budget for that function.

Mr. Jeffries stated that the amounts listed in his memorandum would cover the permit fees. He stated that the request for the Art of the Automobile was for a one day rental for 3 sections of park. The one day event will be held at Riverfront Park from Orange Avenue to the News Journal Center. Mr. Jeffries stated Al Brewer, coordinator of the event, had completed an application and copies were provided to the Board.

Mr. Abraham asked if the Board would be committing to pay the permit fees or the total \$4,500.

Mr. Jeffries stated fees only which would be less than \$4,500.

Mr. Jeffries stated that for the Halifax Art Show, the \$7,500 listed was for \$5,000 for prize money and \$2,500 for permit fees. For the Daytona Beach Film Festival, the amount noted was for up to \$1,450 for the cost of permit fees. The amount listed for the Riverfront Market was for permit fees up to \$1,300. Mr. Jeffries stated that the DDA was sponsoring the Holiday Wine Walk so the \$1,000 listed was for marketing and permit fees.

Ms. Lipton asked if a permit was necessary for an in-store event.

Mr. Jeffries stated no. A permit of \$150 was required if the business used the sidewalk for the event.

Mr. Jeffries stated that the \$650 listed for Home for the Holidays was for the event fee costs. He stated the event had been scheduled as a result of the response to an RFP that the City prepared for events to be held during the holidays.

Ms. Tammy Kozinski spoke regarding the Riverfront Market request. She stated she was coordinating the event because she heard such positive comments about the French Market that was held last year and the event was not being repeated. She stated Daytona Bazaar on Beach Street was closing so there would be another vacancy in the Princess Building. She stated there were new businesses opening on Beach Street and she felt the Riverfront Market would give the new businesses exposure. Ms. Kozinski asked Ms. Lipton if the French Market would be held as an inside event.

Ms. Lipton stated she was approached to hold a more up-scale event and she was working to put something together for January or February.

Ms. Kozinski stated that she did not want to give the impression that she wanted to compete with other events but no one else was coordinating the Market event so she took the lead. She stated the French Market was successful and she wanted to keep that momentum going.

Board Action

Ms. White made a motion to approve the FY2012/13 DDA event funding as outlined in the memorandum from Jason Jeffries dated October 18, 2012. Mr. Hopkins seconded the motion and it was approved unanimously (5-0).

8. Riverfront Shops of Daytona Beach Campaign

Mr. Jeffries stated that in one week, the Riverfront Shops site had reached close to 200 friends on Facebook.

Mr. Keith Gold, Gold & Associates, stated that several hundred thousand people have visited the Riverfront Shops website. He thought there would be a million visitors to the site by the New Year. He stated a lot of people were looking at the area because of political campaigns and the way people were searching the site may be different in December after the elections. Mr. Gold said Google was generating most of the traffic to the web site and Facebook was the second means of finding the website. Most visits to the site were residents of Florida and the second largest number of visitors to the site was from Canada. Within Florida, most visitors to the site were from northeast Florida. He said there had been about 100 downloads from the site and most people viewed the site for 2 to 3 minutes and were using either an I-pad or I-phone.

Ms. Lipton stated that she felt the master calendar would drive people to the Riverfront Shops website and should be mentioned in all printed material.

Ms. Cook stated that she had a problem with the calendar of events since it was not up to date.

Ms. Jennifer Pallai of Gold & Associates stated the calendar would be updated that day.

Ms. Cook stated if the calendar was not keep up to date, it would not do anyone any good. She stated that, based on what the DDA had spent, there was no income and she felt the number of ads was small.

Mr. Gold stated not many ads had been run.

Ms. Pallai provided an update on the work that Gold & Associates was doing and stated the television commercials would start later in the week.

Ms. Lipton asked how someone would know they had arrived at the Riverfront Shops of Daytona Beach.

Mr. Gold stated that he was working on banners for the area.

Ms. Lipton asked if there should be a sign on the bridge or on the street identifying the Riverfront Shops.

Mr. Jeffries stated the banners would help and there was information in the directory boxes.

Ms. Lipton stated that people looked at windows of the businesses as they were walking by and did not see the directory boxes.

Ms. White stated that the City Commission was working on a wayfinding plan so this would be a good time to make sure the Riverfront Shops were represented.

Mr. Berger stated there was a contract for wayfinding and the project was moving forward. He stated it was expected the signs would be in place before the end of the year. He said gateway signs will be an important part of the project.

9. Riverfront Shops Holiday Campaign

Mr. Jeffries stated that Gold & Associates was working on the graphics for the holiday campaign. He asked that the Board approve the following funding requests which were outlined in a memorandum dated October 19, 2012:

| | |
|--|---------|
| SEM/on line Google ads | \$3,000 |
| Facebook | \$6,000 |
| Brighthouse Cable | \$3,225 |
| Production costs for Halifax Art Show and Daytona Beach Film Festival | \$1,100 |

Mr. Jeffries stated that the DDA had \$60,000 budgeted and \$27,600 would need to be transferred.

Board Action

Ms. White made a motion to approve the budget transfers as outlined in the October 19, 2012 memorandum from Jason Jeffries. Ms. Lipton seconded the motion and it was approved unanimously (5-0).

Mr. Jeffries stated that the Board would need to approve the costs for the Downtown holiday advertising. The fee to Gold & Associates was \$2,500 plus production costs for a total of \$3,050.

Board Action

Ms. White made a motion to approve the funding request in the amount of \$3,050 for advertising for the holiday campaign, "Unwrap our Holiday Charm." Ms. Lipton seconded the motion and it was approved unanimously (5-0).

10. Merchant Co-op Update

Mr. Jeffries stated that he had met with the News Journal staff about the gang page, which they considered brokered space. He stated the News Journal would create the gang page and contact the merchants for the advertising. The DDA will have an ad for the Farmers' Market on the page. The cost to the merchants will be \$83 per color ad. Mr. Jeffries suggested approving the gang page for the first month and the cost to the DDA would be \$500 per run for the banner ad for the Farmers' Market and the calendar of events. He stated he would like to wait to see if the merchants participate before deciding to continue with the gang page.

Since the DDA would be advertising the Farmers' Market on the gang page, Mr. Jeffries suggested taking the \$500 for the cost from the Farmers' Market fund.

Ms. Cook stated that she thought the advertisement in the gang page was something that was previously marketed to the merchants.

Mr. Jeffries stated it had been but Angell & Phelps was the only merchant that purchased that package. He stated he would work with them to meet the obligation of what they purchased.

Mr. Abraham asked where the funding for the gang page would be taken if the Board decided to continue the program for a year.

Mr. Jeffries stated that it would be taken from the Farmers' Market marketing line item where there was \$12,000.

Mr. Abraham asked if the Farmers' Market would produce enough revenue to cover the expense if the Board decided to continue the gang page for a year.

Mr. Jeffries stated yes there was \$30,000 in revenue last year.

Ms. White stated that she did not think 100% of the funding should come from the Farmers' Market.

Ms. Lipton stated that in the past, the DBPA signed off on what they did. She stated they should be signing off on the gang page to make sure ads from other areas were not included on the page. She stated the News-Journal was doing more on line and she thought they should have a deal for on line advertising.

Mr. Jeffries stated he had discussed online advertising with them.

Mr. Abraham asked Mr. Jeffries if he wanted the Board to approve \$500 for one run.

Mr. Jeffries suggested approving \$1,000 in the event the merchants supported the gang page and then he would not have to ask the Board for an additional approval for the next run. He asked for approval to run the gang page in November and December.

Mr. Jagger asked where the expense would be funded.

Mr. Jeffries suggested taking 50% of the funding from the Farmers' Market and 50% from the DDA.

Board Action

Ms. White made a motion to approve \$1,000 for the News Journal Co-operative advertising for 2 runs for the merchant gang page and \$500 to be taken from the Farmers' Market account and \$500 from the DDA account. Mr. Hopkins seconded the motion and it was approved unanimously (5-0).

Mr. Jeffries asked the Board about meeting dates for November and December. He suggested meeting on December 18. He noted the November meeting was set for November 27 and the Board agreed with those dates.

Mr. Jeffries stated that he had talked with Sans Lassiter about the status of the DBPA and linking the two sites. He stated that he had suggested that Mr. Lassiter make a presentation to the DDA regarding the DBPA.

Ms. Lipton stated she thought the Daytona Chamber was behind the website for the DBPA.

Mr. Jeffries stated that he had discussions with the CVB about putting a link from their web page to the Riverfront Shops website. He stated the DBPA was using the Chamber's staffing. He stated once he knew what was occurring with the DBPA, he would report to the Board.

11. Public Comments

Mr. John Nicholson, 413 N. Grandview Avenue, suggested linking the Riverfront Shops website to websites of other events, such as Bike Week and Biketoberfest and other events where people may be looking for information on the area.

Ms. Tammy Kozinski suggested having an app for the Riverfront Shops since most people were accessing the website from the I-pad or I-phone.

12. Board Comments

Ms. Lipton stated a score card should be developed for merchants so the Board would know how effective things were that the DDA was doing for them.

Mr. Jeffries stated that the merchants were surveyed a couple of years ago and it may be a good time to survey them again.

Ms. Lipton expressed concern about the comment from Al Brewer on his application for the Art of the Automobile that the event "filled every restaurant to capacity along with every retail store." She stated that her business remained open during the two years the event was held and she had no extra business.

Ms. White stated the survey should be the responsibility of the person running the event.

Ms. Cook stated that the DDA needed merchant input and the DDA should know dates of events the merchants had planned.

Ms. White stated that she had asked Mr. Jeffries to not request funding Front Porch Fridays since she would like to support them through her business. She stated she had talked about holding the Front Porch Fridays on the 4th Friday of the month since other cities already had events on the first Friday. She stated to have a successful program, she would need 12 to 15 merchants to participate and do something creative.

Mr. Jeffries stated that he understood the Cinematique would move the Friday movies to coincide with the Front Porch Fridays.

Ms. White stated yes and the goal was to coordinate a movie with a theme in conjunction with the Front Porch Friday so every month would be themed.

13. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 9:52 a.m.

Robert Abraham, Chairman

Becky Groom
Recording Secretary



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November 27, 2012

Paul Wetzel, Support Services Director
The City of Daytona Beach
P.O. Box 2451
Daytona Beach, FL 32115-2451

Re: Farmers' Market 2012 Annual Report

Dear Mr. Wetzel:

The Downtown Development Authority (DDA) has completed its first fiscal year of operating the Daytona Beach Farmers' Market and is pleased to share with The City of Daytona Beach, the progress that has been made to improve the Farmers' Market consistent with the license agreement and Farmers' Market operation plan presented by the DDA.

The following is a report on the status of the performance goals the DDA is to achieve while operating the Farmers' Market.

1. *Create the best Farmers' Market in Volusia County as a destination with offerings that include local produce, artisan goods, local artists and performers, and regularly occurring on-site community events.*

The DDA is committed to developing the Farmers' Market into a destination for Downtown Daytona Beach. The amount of vendor spaces allocated to local producers has increased during the past year (see vendor space statistics). The new Market Manager is developing strategies to recruit additional vendors that sell local produce and have local artists and performers at the market.

2. *Increase the number of vendors providing local produce and goods selling at the Market.*

The number of vendors selling local produce and goods has increased from 15 spaces to 21 spaces for local produce and homemade prepared foods. This is a 40% increase in vendor spaces with vendors selling local produce and homemade goods since January 1st. The DDA has adopted rules and regulations to not accept any new wholesale produce vendors and to encourage the addition of new local farmers as vendors.

3. *Increase the variety of foods available for purchase at the Market.*

The variety of foods at the market has increased. In addition to the base of produce sellers at the market, the DDA has attracted more vendors selling homemade goods, such as empanadas, beef jerky, cakes, and breads.

4. *Develop a website.*

The DDA has launched the Riverfronts Shops of Daytona Beach website that has a dedicated page for the Farmers' Market. The page contains information on the location of the market, vendors, and items for sale at the market. Promotions and news for the Farmers' Market is posted on the website. The DDA has a complementary Facebook page for the Riverfront Shops that also promotes the Farmers' Market.

5. *Increase the number of customers attending the market.*

The DDA has advertised the Farmers' Market using the following tactics to increase customers to the market:

- News Journal Downtown gang page ads.
- Riverfront Shops e-newsletter
- Facebook page posting of events and offers
- Direct mail to households in select zip codes

The DDA recently did a customer survey as part of a pumpkin giveaway in October. The data collected will be used to develop a comprehensive marketing strategy to more effectively promote to potential customers for the Farmers' Market.

6. *Provide effective communication and thorough information for vendors.*

The DDA has implemented a quarterly vendor newsletter to effectively communicate with the vendors about upcoming market promotions and use of funds.

7. *Reinvest all revenues derived from the operation of the Farmers Market back into the Market.*

The DDA continues to ensure that all vendor revenues are reinvested into the Farmers' Market through onsite Market management and advertising to potential Farmers' Market customers. See performance goal #5 for list of marketing efforts by the DDA for the Farmers' Market. The attached financial report provides an overview of market revenues and expenses during 2012. The \$1,550 in surplus funds will be reinvested in the next budget year.

8. *Apply for a USDA grant to implement an EBT payment program at the Market.*

The DDA applied for a USDA grant to implement an EBT program. At this time, the DDA has not received notification of grant award from the USDA.

9. *Provide signage to identify Market vendors.*

The DDA has focused on signage to identify the location of the market. Market vendor signage will be addressed this year.

10. *Explore and implement new ideas that will promote the general Downtown Business District.*

There is an information booth at the Farmers' Market with Downtown business information and the advertising of the Farmers' Market is integrated into the marketing for the Riverfront Shops of Daytona Beach and Downtown.

During the Fiscal Year, there were management changes with the Farmers' Market. Cheryl Kelley, the initial Market Manager, submitted to the DDA her resignation to accept a position in Washington D.C. In September, the DDA hired Noeleen Foster as the Market Manager.

Once again, the DDA appreciates the opportunity to manage an important asset to Downtown Daytona Beach and looks forward to continued improvements to the Farmers' Market.

Sincerely,

Robert Abraham, Chairman

cc: Downtown Development Authority Members

Farmers' Market Financial Report

| Revenues | Actual |
|---------------------|---------------------|
| Vendor Revenue | \$ 21,490.00 |
| Market Booth Sales | \$ - |
| Total | \$ 21,490.00 |
| Expenses | Actual |
| Market Manager | \$ 10,652.70 |
| Office Supplies | \$ 387.90 |
| Liability Insurance | \$ 1,260.85 |
| City Fees | \$ 1,000.00 |
| Marketing | \$ 6,020.55 |
| Market Events | \$ - |
| Booth Merchandise | \$ - |
| Equipment | \$ 611.26 |
| Total | \$ 19,933.26 |
| Profit/Loss | \$ 1,556.74 |

MARKET VENDOR STATISTICS

| Vendor Type | # of Vendor Spaces January 1 st | % of Spaces | # of Vendor Spaces September 2012 | % of Spaces |
|------------------|---|-------------|--------------------------------------|-------------|
| Produce | | | | |
| Local Producer | 11 | 20% | 12 | 19% |
| Organic Produce | 1 | 2% | 1 | 2% |
| Wholesaler | 28 | 52% | 28 | 45% |
| Fish & Meats | 1 | 2% | 1 | 2% |
| Grocery | 6 | 11% | 6 | 10% |
| Prepared Foods | 4 | 7% | 9 | 15% |
| Plant or Flowers | 2 | 4% | 3 | 5% |
| Crafts | 1 | 2% | 2 | 3% |
| TOTAL | 54 | | 62 | |

*Statistics are based on paid vendor spaces. Each vendor space is about 10'x10'.



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Robert Abraham
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MEMORANDUM

DATE: November 15, 2012

TO: Downtown Development Authority Members

FROM: Noeleen Foster, Farmers' Market Manager

SUBJECT: Temporary Relocation of Farmers' Market

Many customers were unsuccessful in their attempt to find the Farmers Market during the temporary relocation on October 27th and November 3rd. The move, due to early voting, made it very difficult for regular customers to find the Market. The Vendors lost a lot of business and caution is advised if a temporary relocation is considered in the future.

To prepare for the temporary move the Market Manager allocated each Vendor a space in the Court House parking lot and provided maps indicating where their new location would be. Flyers were given out at the Market during the weeks before, advertising with the new location was done and as much as possible customers were informed of the move. On the days of the move; signs were installed, new banners were hung and a generator was rented.

The first Saturday the Market moved was October 27th. It became apparent to everyone planning to participate that Hurricane Sandy would impact the Market and some Vendors decided not to invest their time and money into setting up. It was too risky. As the day played out it became apparent; the Market signs blended in with the campaign signs, the wind made it difficult to see the banners barely hanging on while driving through the regular area with overwhelming traffic congestion, and the new location could not be seen.

People looking for parking thought they could see some parking available in the temporary Market and would try to find their way into it. This resulted in many cars stacked up into a dead end trying to back out. To avoid unrelenting frustration a volunteer was posted with barricades allowing cars through only when a space became available. The Market became an island of tents surrounded by parked vehicles whose owners were attending other events. The customers that did manage to find us enjoyed the Pumpkin Giveaway as the weather lightened.

The second Saturday, November 3, coincided with the Halifax Art Show. However, the Market was busy later in the morning and stayed busy until 1pm, well after the usual busy time which normally ends around 11 am. Customers then started to enjoy the new location with statements such as "how nice and open it is" and "wow, I never knew you were here until I saw the Market driving by".

Customer feedback primarily concerned frustration at not being able to find the relocated Market. If a permanent move of the Market to the Court House parking lot were proposed the vendors would have a much more optimistic outlook as regular customers would know how to find their way around traffic congestion and police officers would be more familiar with the new location.

With so many activities to contend with - the Farmers Market move to the County Court House parking lot on Orange Avenue on October 27 and November 3 is difficult to evaluate. Much appreciation is given to the participating vendors who cooperated fully and did everything possible to make it successful.

GOLD MARKETING UPDATE FOR THE DDA

Prepared by GOLD • Wednesday, November 14, 2012

OCTOBER TO DATE

- **STRATEGIC MARKETING PLAN**
 - Updated the week of November 12th.
- **MATERIALS UPDATED**
 - Website: Updates are ongoing. City staff and GOLD are awaiting the remaining merchant banner ad materials and approvals. Made calendar of events updates and added press releases as they are received from client. Uploaded the online discount card. Prepared an online guest survey. Awaiting feedback to program. Conducted web training session with staff;
 - Facebook: Making ongoing posts and events updates as information is received from the client;
 - E-Newsletter: Preparing the next e-newsletter for distribution. Awaiting client information;
 - Rack Brochure: Awaiting final co-op participants in order to print;
 - Web Banner Ads: Prepared online banner ads for the In-Concierge website (*value added*);
 - Newspaper/Magazine Ads: Prepared a masthead, calendar of events and Farmers' Market ad for the 11/8 News-Journal gang page ad; and
 - Holiday Banners/Directory Poster: Created layouts for special seasonal pole banners and a new directory poster.
- **PUBLIC/COMMUNITY RELATIONS**
 - Provided marketing support for the Halifax Art Festival and Film Festival, plus post-event publicity.
- **SEM/FACEBOOK** — The following are the initial online advertising results for the Google and Facebook campaigns for the Riverfront Shops of Daytona Beach for 10/16-11/13:
 - Facebook: — 1,435,940 impressions (*over 91,800 unique individuals reached with 870 clicks*);
 - Google AdWords: — 62,900 impressions (*180 clicks*); and
 - These strong initial numbers demonstrate that Facebook and Google AdWords are effective marketing vehicles for the Riverfront Shops of Daytona Beach.
- **TELEVISION COMMERCIALS** — Produced the “Be Dazzled” branding spot, tags for Art Festival and Film Festival. Plus produced a tag for a holiday media buy to run 11/26-12/16.

GOLD MARKETING UPDATE FOR THE DDA

Prepared by GOLD • Wednesday, November 14, 2012

OCTOBER TO DATE

- **MEDIA RELATIONS** — Respond to all media reps. regarding opportunities on an ongoing basis. Providing ongoing input on TV buys and others.
- **MISCELLANY** — Provided extensive retouching to several photographs for holiday use pro bono.

Thank you for your business!



RIVERFRONT

SHOPS OF DAYTONA BEACH

UNWRAP OUR HOLIDAY CHARM

FRONT PORCH FRIDAY - DECEMBER 7

EVENING SCHEDULE

4:00 PM - 5:00 PM

Local artists grab a canvas for One Night Works at Sweet Marlays' Coffee Shop

5:00 PM - 8:00 PM

Downtown Merchants open late

5:00 PM - 9:00 PM

Happy Hour in Restaurants & One Night Works



Join us on Front Porch Friday, December 7, 5-9PM for an art contest and paint out. The theme this month is GIFT BOX. The artwork will decorate the downtown windows and be judged by people visiting downtown. Participation is simple. Bring your own easel, paints and drop cloth. Pick up your canvas at Sweet Marlays', 214 S Beach, Daytona Beach between 4PM-5PM and paint until 9PM.

RSVP at KW@BeDowntownDaytona.com
sponsored by White Star Properties & Sweet Marlays' Coffee

SATURDAY - DECEMBER 15

RIVERFRONT MARKET

10:00 AM - 4:00 PM

Artists and vendors showcasing their wares nestled among the shops and restaurants of the Riverfront Shops of Daytona Beach. Stroll through three blocks while enjoying an open air shopping experience.

- Pottery
- Glass
- Home Décor
- Jewelry
- Holiday Items
- Arts & Crafts
- Original Art
- Women's Accessories

HOME for the HOLIDAYS

Holiday festivities in Riverfront Park
1:00 PM - 6:00 PM

BOBBY BOSLEY will serve as master of ceremony for this Holiday extravaganza!

FEATURING:

- Calvary Christian Praise Band and Choir
- Warner Christian Academy Velvet Blues Marching Band
- 14th Annual Downtown Opry Christmas Reunion
Featuring Linda Cole, Michael Leone, Sbari Frink, Joey Miller, Eddie Uzzle, SASS, and many other local performers!

Other activities include:

- Shergren Farms Petting Zoo
- Santa's Workshop

FREE family entertainment and open to the public!

12th Annual DAYTONA CHRISTMAS BOAT PARADE

6:30 PM

Daytona's finest tradition on the Halifax River
~ Presented by Halifax River Yacht Club ~



Saturday, December 8th

A Wine Tasting In Historic Downtown Daytona Beach

Holiday Wine Walk

1 pm to 5:30 pm

Celebrate on Saturday Afternoon!

- Sample 20 Different Wines, Ports or Champagne
- Enjoy Holiday Treats • Live Music
- Merchant Special Offers
- FIRST 100 People Receive a SPECIAL GIFT!

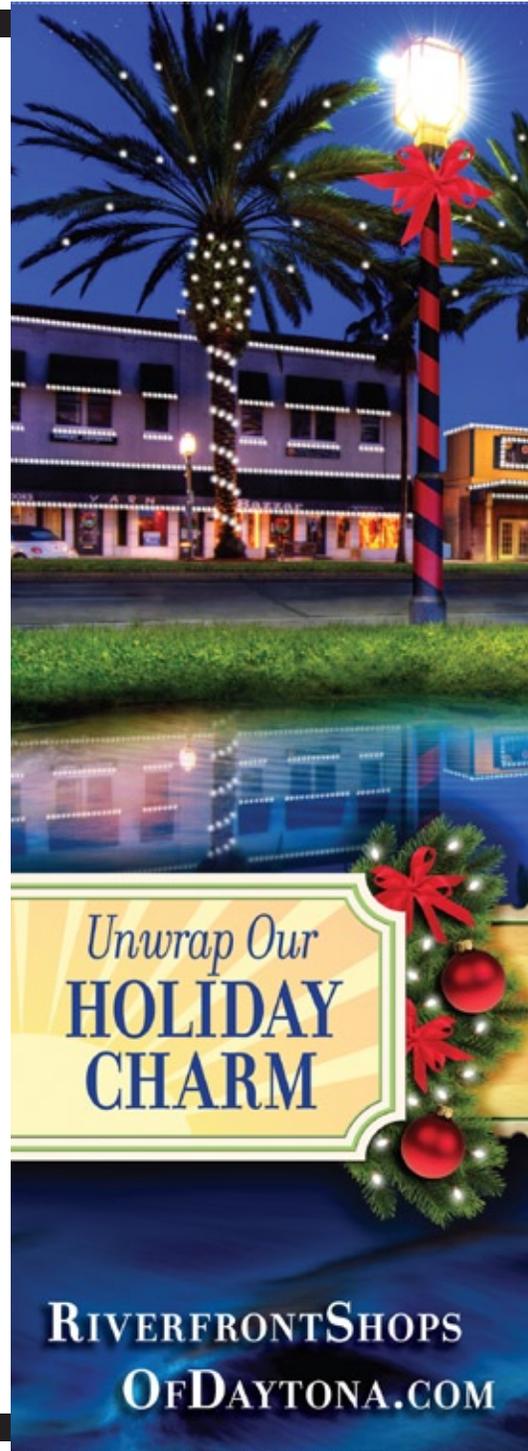
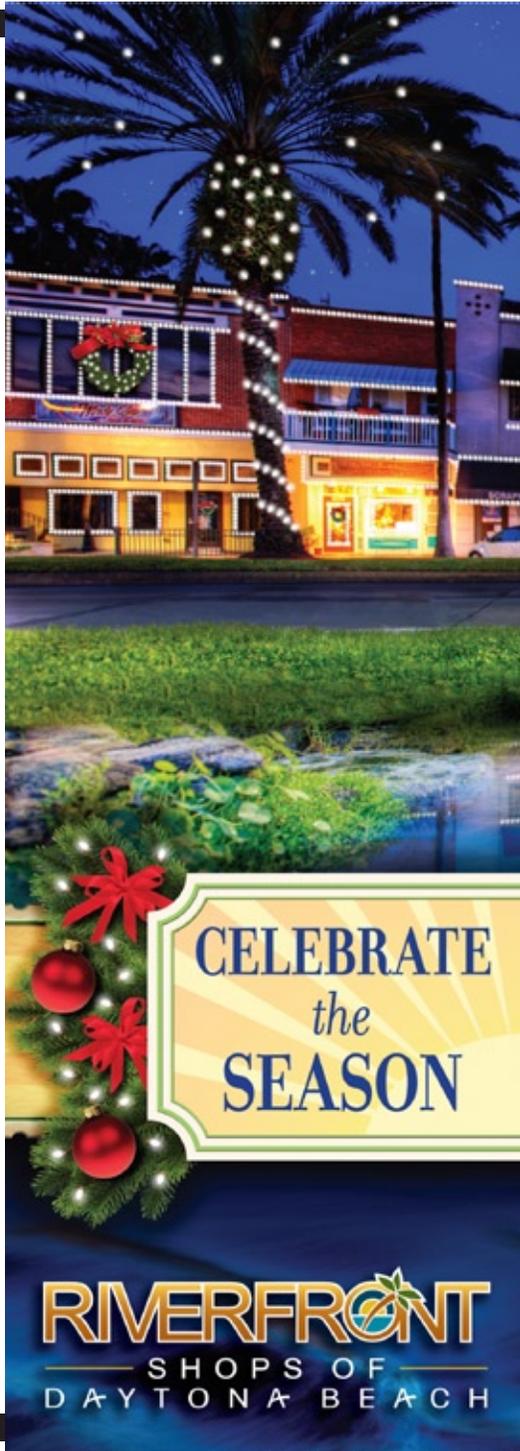
Tickets \$18 in Advance, \$20 Day of Event. Go to <http://HolidayWineWalk.eventbrite.com>
Tickets may be obtained by visiting Cinematique at 242 S. Beach Street or online at www.HolidayWineWalk.eventbrite.com.
CHECK IN POINTS: Cinematique & Rhokkoh's Frozen Yogurt. Must be 21 years of age to participate. Please drink responsibly.

**RIVERFRONT SHOPS OF DAYTONA BEACH
HOLIDAY ART 2012**

Prepared by GOLD • Friday, November 2, 2012

REVISED Tuesday, November 6, 2012

84" x 30" STREET POLE BANNERS - SET A

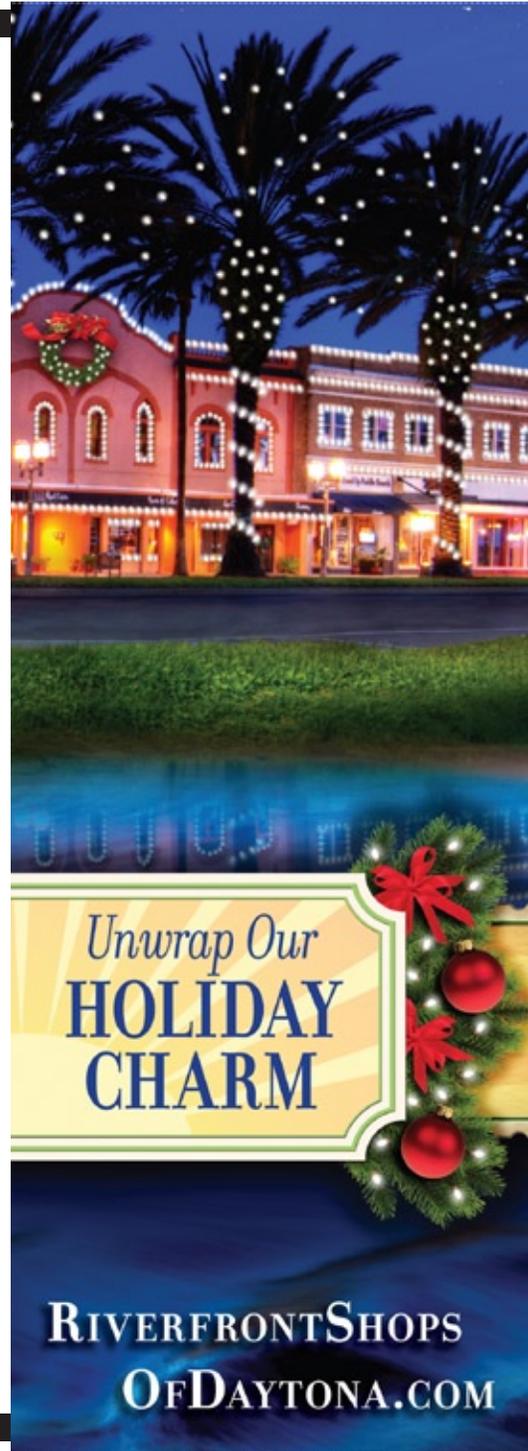
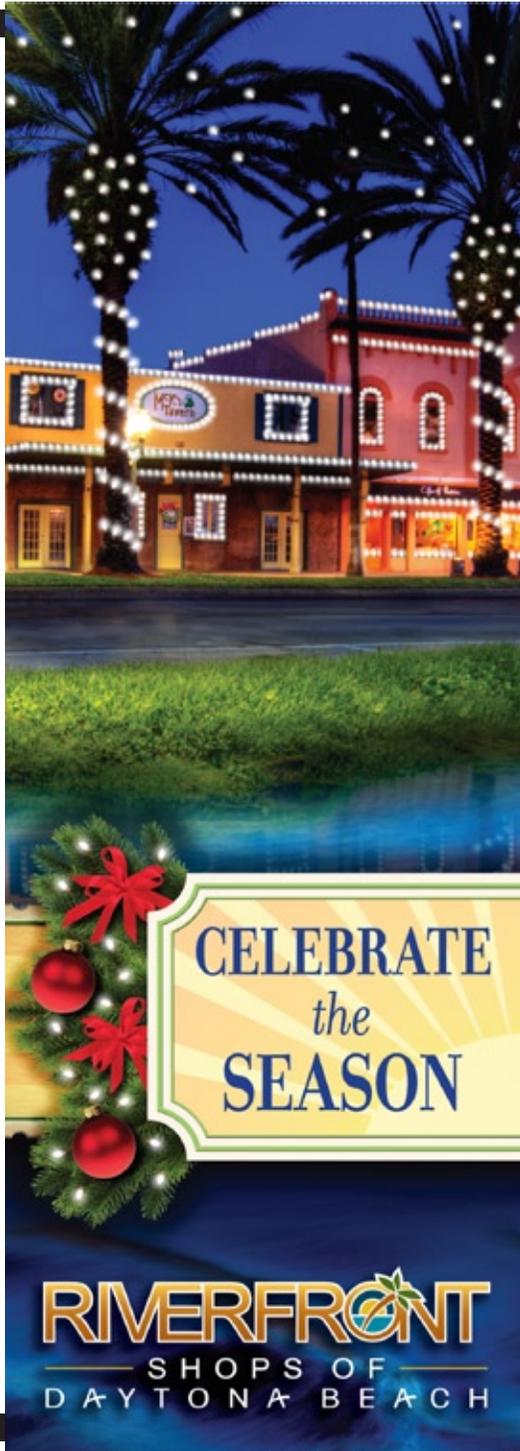


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84" x 30" STREET POLE BANNERS - SET B



RIVERFRONT SHOPS OF DAYTONA BEACH GUEST SATISFACTION SURVEY

Presented by GOLD • Tuesday, November 6, 2012

ROUGH
DRAFT

Introduction

Dear Guest:

On behalf of the Riverfront Shops of Daytona Beach, we thank you for your patronage and hope that your visit was outstanding. And we would like to invite you to participate in a brief online survey to help us make your next visit here even better.

Please click on the web link below to launch the survey. It should take you less than ten minutes to complete. This link will be valid for a limited time, so please complete the survey as soon as possible. [WEB LINK TO COME.] Once again, we greatly appreciate your assistance with this important survey.

Survey Questionnaire

Welcome to Riverfront Shops of Daytona Beach survey. The questionnaire that follows will be easy for you to complete. We are not attempting to sell you anything, and your personal information will be kept strictly confidential.

Would you like to proceed with the survey?

- Yes
- No

1. What was the date of the last time you visited the Riverfront Shops of Daytona Beach?

2. Was this the first time that you visited our area?

- Yes
- No

3. What was the main purpose of your visit? (*Please check all that apply.*)

- Business Meeting
- Cultural Activity
- Dining
- Shopping
- Special Event
- Vacation
- Other (*Please specify.*)

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**RIVERFRONT SHOPS OF DAYTONA BEACH
GUEST SATISFACTION SURVEY**

Presented by GOLD • Tuesday, November 6, 2012

ROUGH
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Survey Questionnaire

4. Taking into account everything about your visit here, how satisfied were you with your experience overall?

- Extremely Satisfied
- Very Satisfied
- Somewhat Satisfied
- Not Very Satisfied
- Not at all Satisfied
- Unsure

5. If not at all satisfied, why not?

6. How likely are you to return to the Riverfront Shops of Daytona Beach within the next 12-24 months?

- Extremely Likely
- Very Likely
- Somewhat Likely
- Not Very Likely
- Not at all Likely
- Unsure

7. If not at all likely, why not?

8. How likely are you to recommend the Riverfront Shops of Daytona Beach to a friend, family member or business associate?

- Extremely Likely
- Very Likely
- Somewhat Likely
- Not Very Likely
- Not at all Likely
- Unsure

9. If not at all likely, why not?

**RIVERFRONT SHOPS OF DAYTONA BEACH
GUEST SATISFACTION SURVEY**

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ROUGH
DRAFT

Survey Questionnaire

10. Regarding your most recent visit here, please rate your level of satisfaction with each of the following:

| | Extremely Satisfied | Very Satisfied | Somewhat Satisfied | Not Very Satisfied | Not at all Satisfied | Unsure/Not Applicable |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Received a warm welcome upon your arrival. | <input type="checkbox"/> |
| Overall condition, appearance and cleanliness of the area. | <input type="checkbox"/> |
| Overall condition, appearance and furnishings of where you dined, shopped or otherwise visited. | <input type="checkbox"/> |
| Overall feeling of security. | <input type="checkbox"/> |
| Variety of shops, restaurants and other amenities I was interested in. | <input type="checkbox"/> |
| Overall value of your visit. | <input type="checkbox"/> |

11. Did you experience any significant problems during your most recent visit at the Riverfront Shops of Daytona Beach?

- Yes
- No

12. If yes, please explain the problem and if it was resolved to your complete satisfaction:

13. What experience, amenity or merchant stood out as exceptional during your visit?

**RIVERFRONT SHOPS OF DAYTONA BEACH
GUEST SATISFACTION SURVEY**

Presented by GOLD • Tuesday, November 6, 2012

**ROUGH
DRAFT**

Survey Questionnaire

Please provide the following information for statistical purposes:

14. Your gender:

- Female
- Male

15. Your age group:

- Under 25
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

16. Your total annual household income (*from all sources*):

- Less than \$50,000
- \$50,000-74,999
- \$75,000-99,999
- \$100,000-199,999
- \$200,000+

17. Your primary place of residence:

City _____ State _____

On behalf of the Riverfront Shops of Daytona Beach, thank you for taking time out of your busy schedule to assist us in improving the area and the satisfaction of our guests!