



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, December 18, 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: November 27, 2012 Meeting**
4. **Quarterly Budget Report**
5. **Discussion: Downtown Bike Week Activities**
6. **Farmers' Market Update**
 - a. **Farmers' Market Rules & Regulations**
 - b. **Farmers' Market Insurance & License Fee**
 - c. **Farmers' Market Advertising & Promotions**
7. **Riverfront Shops of Daytona Beach Campaign Update**
 - a. **Valentine's Day Advertising**
 - b. **Website & Facebook Policy**
8. **Merchant Co-op Update**
 - a. **Hotel Rack Card**
9. **Public Comments**
10. **Board Comments**
11. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, November 27, 2012**

The regular meeting of the Downtown Development Authority was held Tuesday, November 27, 2012, at 8:00 a.m. in Conference Room 149B, 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. Jason Jeffries, Redevelopment Project Manager
Mr. Bob Jagger, Deputy City Attorney
Ms. Jeanne Tolley, Redevelopment Technician
Ms. Noeleen Foster, Farmers' Market Manager (arrived at 8:25 a.m.)
Ms. Becky Groom, Recording Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:10 a.m.

2. Roll Call

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

3. Approval of Minutes: October 23, 2012

Ms. Cook made a motion to approve the minutes of the October 23, 2012. Mr. Hopkins seconded the motion and it was approved unanimously (5-0).

4. Farmers' Market Update

a. Farmers' Market 2012 Annual Report

Mr. Jeffries stated that the Annual Report was provided to the Board as part of the license agreement with the City. He stated that the license agreement required that the Board review the performance goals, the financial report, and the vendor statistics as well as the data as to how the goals are achieved.

Mr. Abraham stated that he had reviewed the report and thought Mr. Jeffries had done a good job in compiling the information.

Ms. Cook asked if they were in compliance with the number of statistics.

Mr. Jeffries stated yes. He stated at the end of the year only 5% of the vendor space was occupied by people selling plants and flowers and 3% selling crafts.

Ms. Cook asked if there was a cap on the number of vendors that could sell prepared food.

Mr. Jeffries stated no there was not a cap.

Ms. White asked if Mr. Jeffries had heard from USDA regarding the grant application submitted by the DDA.

Mr. Jeffries stated he had looked at the website and there was a press release about the grant but he had not received formal notification. He stated he was working with Hardy Smith, the Government Liaison in the City Manager's Office, who would follow up with the City's lobbyists regarding the application. He stated the Board may want to consider applying again in the spring.

Board Action:

Ms. Cook made a motion to accept the Farmers' Market 2012 Annual Report. Ms. White seconded the motion and it was approved unanimously (5-0).

b. **Farmers' Market Temporary Relocation**

The Board packet included a memorandum from Noeleen Foster, Farmers' Market Manager, regarding the issues surrounding the relocation of the market during the early voting cycle. Ms. Foster stated she had established the sites for the vendors then Hurricane Sandy came through the area the weekend of October 27th. A pumpkin give-away was held and it was very successful.

Mr. Jeffries stated he had customers fill out a survey when they received the pumpkins and received good data from the surveys. He stated it was also the weekend of the Cancer Walk and the Market was very slow in the morning but was busier after the walk. He stated that some of the vendors liked the relocation to the Courthouse parking lot because the area was more open however the current location was closer to Downtown.

Mr. Jeffries stated that more vendors were selling prepared foods at the Market so electricity was an issue at the Courthouse location.

Mr. Abraham stated that moving the Market away from Beach Street defeated the purpose helping the merchants.

Ms. Lipton asked if the Courthouse space was bigger or smaller than the current location of the Market.

Mr. Jeffries stated that the space was about the same size but was configured differently with the Courthouse location being more linear.

Ms. Cook asked if it was a longer walk for people to visit the Market at the Courthouse.

Mr. Jeffries stated the vendors were set up in the front of the building and the parking lot to the west of the Courthouse was used as the customer parking lot. He stated the need to move the market would only occur in the years when early voting took place.

Mr. Abraham stated the only alternative would be to suspend the Market on the weekends when the City Island site could not be used or possibly move it to Magnolia Avenue for those weekends.

Mr. Jeffries stated the Magnolia Avenue site would be an option. He stated that early voting would only be every two years.

Mr. Hopkins stated that at the Courthouse, the Market had the appearance of a rummage sale with boxes and vehicles intermixed and no interface between visitor and vendor parking and cars into the vendor area. He stated that the City island site did not have vehicles within the Market area. He stated the Market had been on City Island for a long time and he thought it should remain there.

Ms. Cook stated that when it had been moved in the past, there had been issues and she thought it should remain on City Island.

Mr. Hopkins stated there was a collage of set ups with different colored tents. He stated the New Smyrna Beach market had a consistent size and color of tent which made a more positive presentation.

Ms. Foster stated it was difficult to have everything contained with the storm moving through the area. The following weekend was the cancer walk and parking was difficult due to people attending the walk as well as early voting. She stated most of the vendors liked the courthouse location and felt it was more visible to customers at that location.

Mr. Jagger stated he was involved in the discussions with the County regarding the improvements that were to be made at Jackie Robinson. Mr. Jagger stated the County was willing to let the DDA continue to use the current site for the

Farmer's Market. The Cubs would be entitled to use the area during ball games so it would not conflict with the Market operation. He stated that the City had approved the shared use agreement and it would be presented to the County on December 7th. He stated that if the Board liked the Courthouse area, an agreement could be developed for presentation to the County for use of the parking lot for the Farmers' Market.

Ms. White asked if the agreement presented to the County included something about early voting.

Mr. Jagger stated that was part of the agreement. When there was early voting, the Farmer's Market would need to be moved.

Mr. Jeffries asked if that part of the agreement stated that when there was early voting, the Farmers' Market can use the courthouse site.

Mr. Jagger stated yes.

Ms. Foster stated temporary moving was very difficult but a permanent move was different.

Ms. Cook asked if the County charged the City for the use of the Courthouse parking lot.

Mr. Jagger stated no and they had not indicated they would charge the City.

Mr. Abraham asked that the staff think about the location of the Farmers' Market. He asked if the Market was moved from City Island, if it would be a function of the DDA because the DDA's function was to promote the Downtown.

Ms. Foster asked if there was a possibility that there could be a public market.

Mr. Abraham stated there had been discussions about the Farmers' Market morphing into a public market but they had not heard anything about it in several months.

Ms. Foster stated if that was being considered it may alleviate the need for a move.

Mr. Abraham stated it was discussed by the City Commission when Cheryl Kelley was Market Manager and she was tasked with that project.

Mr. Jeffries stated the public market was being discussed as a function of the CRA but when the discussion had taken place, the Farmers' Market was being operated by the merchants. Cheryl Kelly was under contract to put a business plan together which was presented to the Downtown Redevelopment Board but

was not presented to the DDA and was only 80% to 90% complete when Ms. Kelly left.

Ms. White stated the business plan was not presented to the City Commission. She stated if the Farmer's Market was managed well, it could be morphed into something like that.

Ms. Foster stated she was considering applying for another grant and was wondering if the public market could be included.

Ms. White stated the Market worked well at its current location but in the next few years a plan may be developed. She stated the Farmers' Market would be outside of the public market. It had been discussed to be located on Beach Street or on City Island.

Mr. Abraham stated the DDA was operating under an agreement with the City which was interrupted by the request from the County for a temporary relocation to accommodate early voting. He stated unless staff could recommend a fundamental change, there was no cause for the Board to take any action unless staff was directed to do something by the Board.

Ms. Lipton stated the Market had gone through a growing process during year. She stated next year she would like to add to the vendors, visibility, and signage.

Ms. Foster stated there were 5 new vendors coming into the Market and there was a lot of synergy coming back. She asked that standardized tents be incorporated into the rules changes.

c. **Farmers' Market Rules and Regulations**

Mr. Jeffries said he did not have a draft to present to the Board. He stated Ms. Foster had been talking with the vendors and final recommendation would be presented to the Board in December for their consideration. Mr. Jeffries stated the suggestion about uniform tents will be incorporated.

Ms. Lipton asked that the Board be provided with a print floor plan of the vendor spaces.

Ms. Foster stated yes she also wanted to provide a vendor with a map that showed their location so they could set up when they arrived.

Ms. White stated some people had good spots and they did not show up every week so there was a vacant spot at a prime location when they do not show.

Ms. Foster stated most vendors had a regular spot. She stated it was difficult to put someone in a spot that was routinely occupied by an established vendor.

Mr. Jeffries stated one of the items in the draft was for the Market Manager to have the ability to move the locations when a vendor did not show up. He asked that Ms. Foster try to determine who would not be set up at the Market during the summer so she could fill in the spaces.

Ms. Foster stated she was surprised how many vendors did not show up the day after Thanksgiving. She stated next year she would have a better understanding of the holiday season.

Ms. Lipton stated it should be in the rules that if a vendor was not going to set up, they notify the Market Manager.

Ms. Foster thanked Mr. Berger and Mr. Jeffries for their help with the electrical problems at the Market.

Mr. Jeffries stated the power would be upgraded at the Market and would be funded through the CRA. He said based on Board discussion he thought the Market would remain at its current location. The City maintenance staff would do the electrical work with a lock box on the electrical poles.

Ms. Lipton asked about the feedback from the post card marketing campaign.

Ms. Foster stated the vendors received feedback from their customers and said the post card campaign was very positive.

Ms. Lipton stated the post cards should be collected so they could determine by zip codes where people were coming from.

Mr. Jeffries stated the post card was for the pumpkin give away so they had zip codes.

Ms. White stated most Farmers' Markets were not doing well but ours was doing well and had lasted for decades.

Mr. John Nicholson, 413 N. Grandview Avenue, stated if the reason the Market was moving was because the County needed parking then they could use the spots occupied by the food trucks. Signs could be placed near the library indicating "no parking" and Market customers could park at the Courthouse. He said it would be easier to move the parking spaces instead of the Market.

Mr. Abraham stated that was a good suggestion and something that staff may want to discuss with the County.

5. Riverfront Shops of Daytona Beach Campaign Update

Mr. Jeffries stated there was a memo from Gold & Associates in the Board packet and their primary focus was on the holidays.

Ms. Lipton stated Mr. Gold was to bring the commercial for the Board to see.

Mr. Jeffries stated he had the commercial and he would email a link to the Board.

Mr. Jeffries stated the events for the next few weeks were Front Porch Friday on December 7; Holiday Wine Walk on December 8; and the Riverfront Market and Boat Parade on December 15. He said the posters were in the directory boxes and new banners would be going up over the next couple of days. The wreaths had been installed and poinsettias were in the flower pots on Beach Street. He stated the CRA had purchased the banners and the DDA purchased the wreaths. He stated the banners would continue with the wreath theme and the cost was \$8,000 for 3 years for the lease purchase. The manufacturer would store them for the City and maintain them.

Ms. Lipton stated Carousel Antiques had contacted her about doing something in the new Park.

Mr. Jeffries stated Sans Lassiter had been the lead person and had contacted him. He did not know Mr. Lassiter was looking for the City to donate decorations to the Park.

Ms. White stated they had contacted her as well. She stated they constructed the park and knew what electricity was available.

Ms. Lipton asked if the email that was going out would mention the window decorations along Beach Street.

Mr. Jeffries stated it was mentioned in the press release on the City's website.

Ms. Lipton asked where the banners would be stored that had been purchased.

Mr. Jeffries stated Clark Display stored them.

Ms. Lipton stated banners that had been purchased by the DBPA had disappeared so she was concerned about the storage of the banners.

Mr. Jeffries stated the banners had not disappeared. They were not put back up because they were outdated. They had former business names on them and they were faded.

Ms. Cook asked if the bills had been sent out for the website.

Mr. Jeffries stated that would be addressed during the co-op update.

6. Merchant Co-op update

Mr. Jeffries distributed the draft of the rack card would be distributed. He said the hotel book had been published and Ms. Tolley was working to get invoices out. Money would be collected for work that was completed. The rack card would be out later in the month and would be billed in January.

Ms. White stated Palmetto was spelled wrong and asked that it be corrected.

Ms. Lipton stated the font size on the rack card was very small and difficult to read.

Mr. Jeffries stated the final print would be larger.

7. Customer Satisfaction Survey

Mr. Jeffries stated that Gold & Associates had drafted a survey that could be placed on line for completion.

Ms. Lipton stated she had suggested surveying the merchants for feedback after an event.

Mr. Jeffries stated that was on his to do list and he wanted to survey the merchants again prior to the budget process.

Ms. Lipton stated more concrete data and statistics were needed from the merchants.

Mr. Jeffries asked for comments on the proposed survey.

Ms. Lipton stated it was very long.

Mr. Abraham stated frequently there was something to offer a customer in order to have them complete the survey, perhaps a gift certificate.

Mr. Jeffries stated he would talk with the merchants about providing gift certificates.

Mr. Jeffries stated the next meeting would be December 18. Topics for discussion would be Farmers' Market Rules and Regulations, the Farmers Market advertising budget, the website and Facebook policy and removing inappropriate comments, and the Valentine's Day advertising.

Ms. Lipton stated the Board had paid for funding December events and there was nothing about the events in the Hometown News that was recently printed. She stated the person coordinating the event should see that the events were promoted. She stated that when people came to the Board next year for money, they should present a marketing plan at the time they submitted their request. She stated she was disappointed that the events were not promoted.

Mr. Jeffries stated there was a new editor at the Hometown News.

Ms. Lipton stated the events were not listed in the News Journal.

Mr. Jeffries stated he would send out the information.

Ms. Lipton stated a follow-up phone call was necessary to ensure the items would be listed.

Ms. Cook stated we were paying the marketing firm and they should follow up to see that the events were on the calendar.

Ms. White asked that Mr. Jeffries circulate the research that was done on the public market to the members of the DDA.

Mr. Jeffries stated a presentation was made to the Downtown Redevelopment Board and he would also provide the information to the DDA.

Ms. White stated she was working on the Front Porch Fridays and each one would be themed. She stated she was looking for suggestions on famous people or families from the area for the theme of each of the events.

8. Public Comments

Mr. Dwight Selby, Selby Realty representing Burgoyne Properties stated Burgoyne Properties owned property between ISB, Beach, Bay, and Palmetto. He introduced his associate, Pamela Rudd and said they were excited about the opportunities in Downtown and offered to provide tours to any Board member who was interested in seeing their properties.

Mr. John Nicholson, 413 N. Grandview Avenue, stated that Beach Street needed to be updated. He stated lights on the arches were out and had not been repaired. The pavers around the trees were uneven due to tree root growth, the bathroom gates were rusted and he was concerned about the appearance of not caring and needed maintenance.

Mr. Jeffries stated the CRA would fund maintenance issues.

Ms. White stated she had talked with Mr. McKittrick about the lights and he said they need to be re-engineered since water got into them.

Mr. Abraham asked if CRA funds were available.

Mr. Jeffries stated yes.

Ms. Lipton asked if the Board needed to put a formal letter to the CRA explaining things that need funding.

Mr. Jeffries stated that would be up to the Board.

Mr. Abraham state he did not think the Board was prepared to make a request without having a list for the Board to consider. He stated they would need a staff report on what needed to be done and the cost.

Ms. White asked Mr. Jeffries to prepare cost estimates on maintenance.

Ms. Cook commented about the fence behind the dumpsters and asked they be cleaned.

Mr. Jeffries stated the he was working with Public Works to consolidate the trash dumpsters.

Mr. Abraham stated that one of the issues that had been discussed in the past was marketing of Downtown and Mr. Gibb's recommendations and maintenance was part of it. He said they should make a request to the Redevelopment Board to recommend to the CRA that the items be addressed. He asked Mr. Jeffries to compile the list and bring it back to the DDA for review prior to presentation to the Redevelopment Board.

9. Board Comments

Ms. Lipton stated that Mr. Berger reported to the Board in October that wayfinding signs would be put up by the end of the year.

Mr. Jeffries stated he had discussed the contract being in place by the end of the year but they would not be put up by the end of the year. The discussion was a public meeting would be held after the beginning of the year. Mr. Jeffries stated Sans Lassiter was part of the contract and was collecting information for the wayfinding project. Mr. Jeffries stated the information would be provided to the DDA and they would be notified of the meetings.

Ms. White stated the Board should send a memo to the CRA with suggestions on wayfinding so the Downtown could be located.

Mr. Jeffries stated part of his responsibility was gathering information from the Board regarding the need for the directional signs.

Mr. Abraham stated that imaging would be very important.

Ms. Cooked asked about the web site from the DBPA.

Mr. Jeffries stated they were going to be removing the website and users would be redirected to the Chamber of Commerce website.

10. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 9:45 a.m.

Robert Abraham, Chairman

Becky 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: December 13, 2012

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: 1st Quarter DDA Financial Report

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

BUDGET STATUS

Line Item	Appropriation	Spent to Date As of 12/10/12		Balance
Contract Services	\$ 1,000	\$	143.94	\$ 856.06
Supplies	\$ 100	\$	334.34	\$ (234.34)
Care and Subsistence	\$ 400	\$	-	\$ 400.00
Professional Memberships	\$ 600	\$	175.00	\$ 425.00
Technical Services	\$ 600	\$	-	\$ 600.00
Professional Services	\$ 18,000	\$	11,400.00	\$ 6,600.00
Co-op Marketing	\$ 50,000	\$	16,907.00	\$ 33,093.00
Downtown Marketing	\$ 60,000	\$	4,215.25	\$ 55,784.75
Downtown Events	\$ 20,000	\$	8,607.00	\$ 11,393.00
Downtown Holidays	\$ 8,750	\$	4,270.00	\$ 4,480.00
Total	\$ 159,450	\$	46,052.53	\$ 113,397.47

Farmers' Market Activities

Revenues	Projection	Received to Date As of 12/10/12	Balance
Vendor Revenue	\$ 28,800	\$ 6,070.00	\$ 22,730.00
Market Booth Sales	\$ 1,200	\$ -	\$ 1,200.00
Total	\$ 30,000	\$ 6,070.00	\$ 23,930.00

Expenses	Appropriation	Spent to Date As of 12/10/12	Balance
Market Manager	\$ 11,700	\$ 2,610.00	\$ 9,090.00
Supplies	\$ 535	\$ 23.95	\$ 511.05
Liability Insurance	\$ 1,265	\$ -	\$ 1,265.00
City Fees	\$ 1,500	\$ 1,500.00	\$ -
Marketing	\$ 13,000	\$ 150.00	\$ 12,850.00
Market Events	\$ 1,000	\$ 160.00	\$ 840.00
Booth Merchandise	\$ 1,000	\$ -	\$ 1,000.00
Total	\$ 30,000	\$ 4,443.95	\$ 25,556.05

Profit/Loss	\$ -	\$ 1,626.05
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To correct the appropriations to fund recently approved Gold & Associates contract, iContact service costs, Riverfront Shops booth, and printing costs, the following budget transfers are proposed:

From:

- Downtown Marketing Line Item: \$29,900 (New Appropriation: \$30,100)

To:

- Professional Services Line Item: \$27,600 (New Appropriation: \$45,600)
- Supplies: \$1,400 (New Appropriation: \$1,500)
- Contract Services: \$900 (New Appropriation: \$1,500)

The following budget transfer is proposed in the Farmers Market cost center to cover Market Manager expenses related to the approved contract.

From:

- Marketing Line Item: \$2,965 (New Appropriation: \$10,035)

To:

- Market Manager Line Item: \$2,500 (New Appropriation: \$14,200)
- Supplies: \$465 (New Appropriation: \$1,000)



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MEMORANDUM

DATE: December 14, 2012

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Downtown Bike Week Activities

Staff is requesting a discussion by the DDA on Bike Week activities in Downtown, including a proposal to close North Beach Street as part of the proposed 2013 Bike Week.

3.4 Brief Description of Event: 110th Anniversary activities including but not limited to: Hosting a 110th lounge area, a one day bike show (possibly on Wednesday, March 13th), and a possible one night HOG Special Event (Thursday, March 14th) with a band on stage. Other smaller activities which have not yet been determined (on stage painting from local artist with auction).

3.5 Site plan attached Yes No, explanation _____

3.6 Will an admission fee be charged for the event? Yes (see below) No
 Will admission be collected prior to event? Yes No
 Fees collected on site before/during event? Yes No

3.7 Event Time: Date: March 9-13 Start: 9:00 am/p.m. End: 6:00 am/p.m.

Date: March 14 Start: 9:00 am /p.m. End: 10:00 am/p.m.

Date: March 15-16 Start: 9:00 am/p.m. End: 6:00 am/p.m.

Street Closing Time:

Date: March 7-16 Start: 8:00 am/p.m. End: 6:00 am/p.m.

Set-up: Date: March 7-8 Start: 8:00 am/p.m. End: 7:00 am/p.m.

Breakdown: Date: March 16-17 Start: am/p.m. End: 10:00 am/p.m.

Raindate: Date: N/A Start am/p.m. End: am/p.m.

Attendance expected/anticipated daily: _____

3.8 Have you held this event in the City of Daytona Beach previously? Yes No*
 If yes, list previous date(s): March 14, 2012 _____

***If this is the first time you are holding this event in the City of Daytona Beach please list references on the last page of the application.**

Have you held this event in another City/venue previously? Yes No

Does this event differ from the previous years? Yes (explain below) No

Yes, we are asking to close the street for a longer period of time/days.

4.0 ENTERTAINMENT

4.1 Will there be entertainment? Yes, see below No

A completed detailed listing including names must be provided of all entertainment.

Have you attached the contracts, detailed listings, etc., to this form?

Yes No We are finalizing those details.

4.3 Will you be using a sound system? Yes No

(Several venues will require the use of the City's Technical Director)

4.4 Name of Contractor TBD Type of System _____

4.5 Sound Time: Date: March 13 Start 6:00 am/p.m. End 10:00 am/p.m.
Date: _____ Start _____ am/p.m. End _____ am/p.m.
Date: _____ Start _____ am/p.m. End _____ am/p.m.

5.0 PROPOSED RETAIL SALES:

5.1 How many vendor locations do you hope to accommodate?

0 vendors 1-5 vendors 6-10 vendors 11 or more vendors

5.2 Type of vending (including number of each):

Clothing Food/beverage Jewelry Miscellaneous
(Non-alcoholic beverages)

If miscellaneous, please describe in detail:

Alcohol sales are prohibited in any City Park without proper license. See Section 9.0.

6.0 PROPOSED SPONSORS:

How many commercial sponsors with on-site visibility do you anticipate? (Including product sampling, giveaways, exhibits and advertising) _____

List specific trade names:

H-D Insurance Big Bone BBQ
H-D Visa
Rockstar Power Drink
UFC

7.0 ALCOHOL BEVERAGES/LIQUOR LIABILITY:

7.1 Will alcoholic beverages be dispensed, provided or served? Yes, see below No

7.2 Name of organization licensed to serve alcohol at this event:

Part of River Front Park Plan (Brian Holt)

Limit of liquor liability coverage, if required, will be no less than \$500,000.

7.3 This organization is for profit not for profit (see below)

7.4 Are you a 501(c)(3) organization applying for a temporary alcohol sales license?

A copy of the license must be submitted prior to the event.

Yes No

8.0 PROMOTION:

8.1 At what level will the event be promoted?

- Local Regional National International

8.2 What type of publicity will be used?

- Newspaper Radio Television Web Site
 Direct Mail
 Community Billboard Other

8.3 Telephone number to be released for public information () N/A

9.0 SIGNS:

9.1 Will you be using signs at your event? Yes No

9.2 How many signs and what dimensions? Event and activities will have signage and business directional on streets. All other signage will be in River Front Park

10.0 FACILITY REQUIREMENTS:

10.1 Will you utilize temporary structures? Yes, see below No

- Stages _____ Tents _____ Scaffolding _____ Miscellaneous _____
 Booths _____ Fences _____ Concession Stands _____

10.2 Describe in detail, including type and location: We will host different activities such as a bike show which will require fences, HOG Special Event which will require a stage, scaffoldings and tents. And we will have partner activities which may require booths and tents

(Note: Special building permits are required for temporary structures 700 square feet in area and four feet above grade or more)

10.3 How many tents exceeding 200 square feet will be used? _____

Please list tent location and sizes: _____

10.0 TRAFFIC:

10.1 Will normal traffic patterns be altered by the event? Yes, see below No

Explanation:

If we could have MMB to Bay Street with one full length of 1 south bound lane clear for emergency vehicles. 3 lanes closed completely (2 northbound – 1 southbound), only for the 9th and 10th of March

The rest of the time (March 11th through 16th), we would ask for space only from MMB to 3rd Street.

Will public parking areas, streets, sidewalks, etc. be restricted or obstructed?
 Yes, see site plans No

Does your plan include on-site parking? Yes, see site plan No

Will you charge for the on-site parking? Yes No

10.3 Does your plan include off-site parking? Yes No

Will you charge for the off-site parking? Yes No

Will shuttles be used to transport? Yes, No

Note: Public Service Announcements regarding parking/traffic flow is the responsibility of the promoter.

10.0 PORT-O-LETS:

10.1 How many port-o-lets will you be providing? (Indicate location on site plan) 10 to 12
Part of River Front Park Plan

Name of the private port-o-let company you will be contracting with:

JSS Godway Septeis Services

Note: ADA requires one handicapped restroom in each group of restrooms

11.0 AMERICANS WITH DISABILITIES ACT:

ADA requires with accessibility guidelines as adopted by the State of Florida are now in effect. The following provisions are to be considered regarding ADA accessibility.

11.1 ADA restroom facilities? (1 handicapped for each group of port-o-lets)
 Yes No

11.2 Handicapped parking provisions? Yes, see site plan for location No

11.3 Handicapped assistance? Yes, please describe No

12.0 SANITATION:

As an event organizer, you must properly dispose of waste and garbage throughout the term of the event, and immediately upon conclusion of the event the area must be returned to a clean condition. The solid waste division strongly encourages event organizers to plan ways to encourage vendors, participants and the general public to recycle waste that is generated during the event.

12.1 Will you be using City services for refuse, garbage and litter? Yes No
Part of River Front Park Plan

If yes please indicate number of receptacles needed.

Number of trash cans _____

Dumpsters (One for increment of 400 people) _____
Number of recycling containers _____

12.2 If no, how will you be handling the removal of refuse, garbage, litter, etc? _____

Note: Promoters not using City services may contact Waste Pro, attn: Lisa Dorsey at 386-788-8890 to arrange for dumpsters.

12.3 What provisions are being made for recycling? _____

13.0 SECURITY:

Note: Public property requires the use of Daytona Beach Police Department Officers during the event at the promoter's expense.

13.1 What are your plans for providing additional security?
Harley-Davidson always hires security for the entire stay at both Beach Street display and DIS demo area.

13.0 EMERGENCY FIRE/MEDICAL SERVICES:

Note: Public Property requires the use of the Daytona Beach Fire/Rescue Department employees during the event at the promoters' expense.

13.1 What are your plans for providing additional Fire/EMS? _____

14.0 Please tell us how you learned about us: City Website? _____
Referral from another agency or individual? City Brochure? _____
City Flyer? _____ Newspaper? _____ Radio Spot? _____

SIGNATURE:

I understand this is an application only and does not obligate the City in any fashion to reserve any facility or approve any event. I have included my application fee and understand that my application will not be processed without payment of the application fee. Please make checks payable to "The City of Daytona Beach."

Signature of Applicant Manon Durand Date November 13, 2012

Title of Applicant: Sr. Events Manager

Affiliation: Harley-Davidson Motor Company

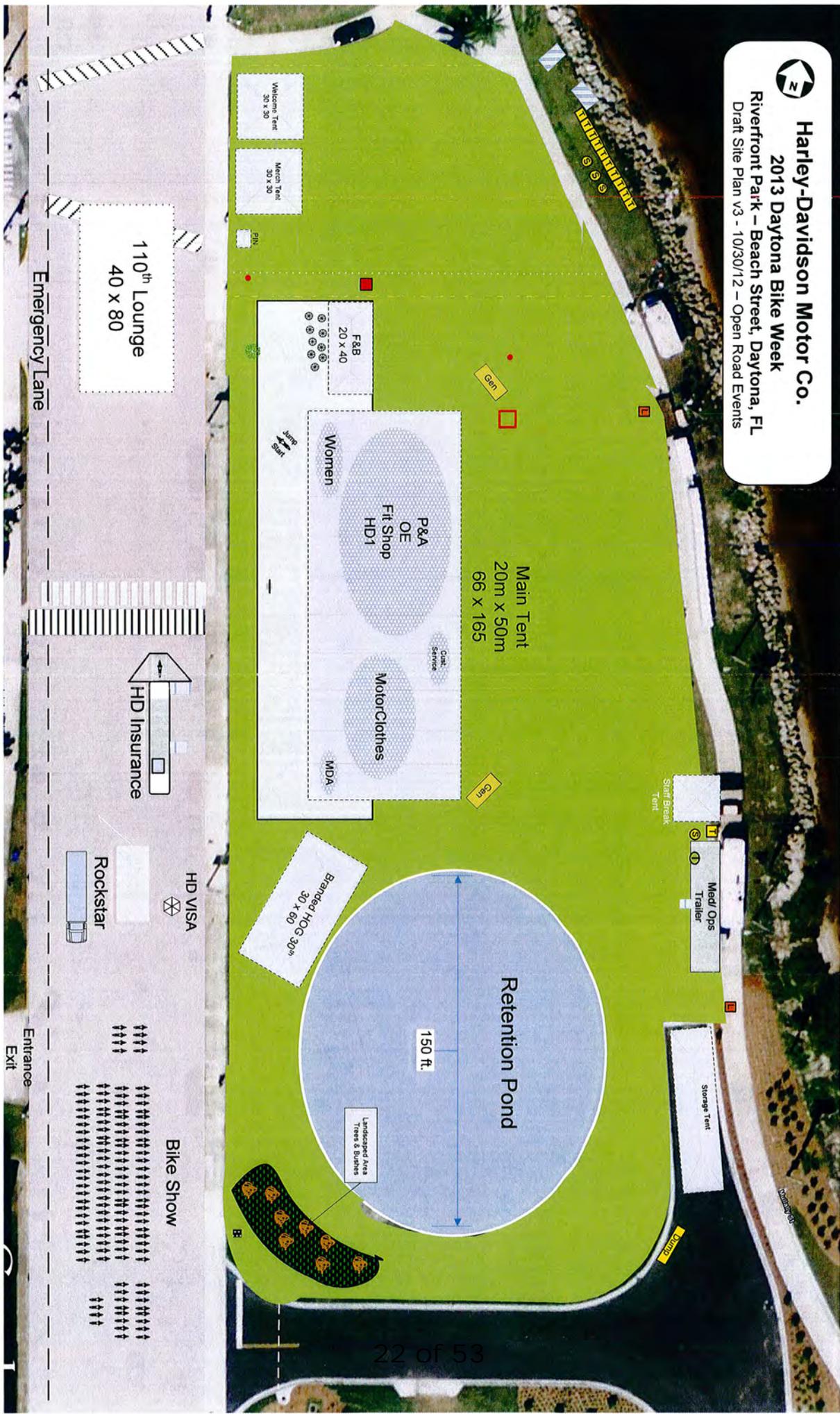
Event Contact Information: Please provide information for emergency use during the event only.

Contact Person Name: Manon Durand (This individual must be on site during the entire event)

Contact Cell Phone: 414-510-2197



Harley-Davidson Motor Co.
2013 Daytona Bike Week
 Riverfront Park – Beach Street, Daytona, FL
 Draft Site Plan v3 - 10/30/12 – Open Road Events





Daytona Beach Farmers' Market Saturday Morning Market

Vendor Guidelines

(Updated October 2012)

Introduction

The Saturday Morning Market is located at 105 E Orange Ave (at Jackie Robinson Stadium parking lot), [Daytona Beach Florida](#) 32114. It is the oldest continually running Farmers' Market in Florida. The Market's mission is to offer Daytona Beach residents and visitors an opportunity to purchase fresh, healthy produce and local artisan goods; to provide farmers an opportunity to sell their products; to serve as a marketplace catalyst for local entrepreneurs; to provide an opportunity for local musicians to perform, and to provide a festive community gathering place.

Rules and Regulations

The Saturday Morning Market is held weekly on Saturday mornings at City Island in the baseball stadium parking lot. The Market hours are from 7 am until 1 pm

1. Vendors must arrive by 7 am to keep their spot
2. Vendors must stay until 1 pm unless they sell out.
3. Vendors must maintain their space, and remove all trash and debris from their space before they leave
4. Displays should be neat and orderly.
5. Signs that display your vendor name are encouraged
6. Tablecloths or other aesthetically pleasing covering, draping 2 inches above the ground are encouraged.
7. All vendors and their workers must wear shirts and shoes at all times.
8. Vendors may only sell pre-approved goods and services.
9. All vendors are encouraged ~~agree~~ to participate in retail promotions. Advanced notification will be given.
10. All vendors agree to display signs that are provided by the Market Manager.
11. Vendors will conduct themselves in a professional and polite manner with customers and other vendors.
12. Vendors should never confront each other about complaints.
13. Complaints about other vendors should be reported to the Market Manager.
14. No smoking in the market area. Smoke breaks must be taken off premises.
15. Vendors can be terminated at any time or for cause by the Market Manager during the vendor's first year at the Market. After a vendor has been with the Market for one year, they can be removed from the Market for Cause by the Market Manager with the approval of the DDA Board.

Market Management

The Market is operated by the Daytona Beach Downtown Development Authority. The Authority defines the mission, strategies, marketing practices, and operational guidelines of the Market and supervises the Market Manager, who is responsible for all day-to-day management functions.

Market Manager

Noeleen Foster, Market Manager, is responsible for the weekly operations of the market, as well as managing the new vendor screening process.

Phone: (386) 671-8189

Email: farmersmarket@codb.us

Eligible Vendor Products

Food Products

Food-related items are intended to be the core of the market experience.

- Healthy Food – We have a strong preference for products that reflect healthy eating practices, e.g. baked vs. fried, low sugar, healthy ingredients, freshly prepared, etc
- Unique products – We're interested in products that are unusual and not readily available in stores. In particular, this might reflect gourmet preparation, unusual flavors or ingredients, or ethnic recipes.
- Vendor Overlap – We recommend that you carefully compare your product to existing products before applying. Unique food items that are not currently present at the Market will be given greater consideration.
- Vendor Development – For food vendors with promising ideas and backgrounds, we will work with them over time to help refine their product, preparation, and presentation to ensure their success.
- Product Types – There are 3 general categories of food products.
 1. Ready to Eat Foods – e.g. sandwiches, omelets, BBQ, crepes, tamales, beverages, or smoothies.
 2. Take Home Foods – e.g. smoked fish, soup, bread, pies and cakes, salsa, granola, etc.
 3. Specialty Foods & Condiments – e.g. gourmet oils, cheese, vinegar, herbs, olive salad, pasta, jams, etc.
- Product Type Combinations – Vendors who sell ready-to-eat food will be favored if they also sell items that are packaged to take home.
- Licenses – Food vendors are expected to meet the requirements of applicable State regulatory agencies. Most food vendors need to have a license/permit from one of the following 2 agencies.

Florida Dept. of Agriculture – This agency regulates mobile vendors that sell pre-packaged foods or food that is prepared prior to the event (bread, soup, etc).

- Dept of Agriculture [Standards for Farmers' Market Vendors](#).
- Dept of Agriculture [Application Form](#).
- Dept of Agriculture contact info: (850)245-5520. This is a central contact point. Typically a local agent will then return the call within a day.

Dept of Business & Professional Regulation – Hotel & Restaurant Division. – This agency regulates mobile vendors that prepare and cook food at the event.

- DBPR – Hotel & Restaurant Division - www.hospitalityeducation.org
- Market Kitchen – The market may be able to provide a referral to a local kitchen that is certified by the local Health Dept, which enables new food vendors to meet the licensing requirements associated with cooking food for sale
- Management Guidance –It is also very important to visit the market to understand the types of food products that are currently represented.

Farm Produce

- Produce resale – We are not accepting additional produce resellers.
- Farmers – We are very interested in cultivating relationships with farmers.
 - Interested farmers should contact us directly to learn about the current opportunities available.
 - Farmers also receive discounts on the vendor fee.

Plants & Flowers

- Grower Preference – Preference is given to growers versus resellers.
- Product Types – Prospective plant vendors are evaluated based on the unique character of their plants, and how they are different than other plant vendors already at the market.
- Licensing – You must hold an [appropriate license](#) with the Division of Plant Industry in the Florida Dept. of Agriculture.

Crafts

- Product Priorities – The primary focus of the Market is related to food and plants. Crafts are intended to supplement these core products and provide color and variety to the marketplace. Our current interest is primarily in very unusual or high end type of crafts.
- Product Categories – Crafts are evaluated within a respective product type (e.g. pottery, clothing, jewelry, personal care products, yard art, etc).
- Homemade – Crafts made by the vendor themselves are given strong preference. It's our intention to support local craftspeople and artists at the Market.
- Resale – Items offered for re-sale or commercially produced are not generally acceptable.
- Fair Trade Crafts – Unique crafts from 3rd world artisans will be considered when there is a direct relationship between the vendor and craftspeople, and fair trade practices are observed.
- Food-Related – High quality and unique items that are food related (e.g. cookbooks, kitchen utensils, table linens, aprons, etc) will be considered even if they are not made by the vendor
- Attendance Frequency – Approved new craft vendors are typically invited to attend (on average) once every 4 weeks.
 - The limitation on craft vendor frequency is intentionally designed to create a rotation of craft vendors so the customers experience significant variety in the craft selection.
 - Vendors are given the opportunity to select which dates they want to request in a 10-12 week scheduling window.
 - For more information about the how scheduling works, refer to the Vendor Operations Guidelines.

General Vending Guidelines

- Selection Criteria – Potential vendors are screened based on a number of criteria, including:
 1. Product Type – Whether the product/service falls within the Market guidelines (described above).
 2. Product Quality – The style, construction and uniqueness of the product.
 3. Presentation – The display of the products on tables and throughout the booth. (see the separate *Vendor Success Guidelines* document)
 4. Vendor Style – The overall friendliness and general appearance of the vendor.
- Product Lines – The Market Management attempts to make judgments about the appropriate number of vendors within a product category.
 - This assessment is based on factors such as the current size of our weekly attendance, the number of total available spaces, etc.
 - Our intention is to limit the number of vendors so that each has the opportunity to be successful, while also stimulating them to improve due to competition.
- Product Additions – Vendors are not permitted to add additional product lines (outside the products described in the acceptance email) without written approval. Requests must be made by email.
 - Any subsequent additions to a product line must to be approved by the Market Manager.
 - Examples of a product line addition requiring approval would include:
 - a baked goods vendor adding prepared sandwiches to their offering.
 - a craft vendor, who sells decorative accessories, adding a line of jewelry.
- Booth Size – The standard booth space is up to 10 feet wide and 10 feet deep (somewhat larger than the size of the typical EZ-UP tent).
- Space assignment: The Market Manager shall assign spaces. Vendor spaces are assigned according to availability and retail considerations. Priority is given to vendors with longevity at the market and those selling fresh produce. To ensure the market has a completely occupied appearance, the Market Manager shall have the ability resign the space assignment on a weekly basis, according to attendance.
- Tent - All new Market Vendors will be required to start with a white tent. Current Vendors will be Grandfathered in for the year 2013.
- Market Electricity - The Market Manager may require vendors using electricity to keep food warm to be limited to one piece of warming/cooking equipment. Vendors may augment this with propane usage.

Fee Schedule

Fee schedule is effective until December 31, ~~2012~~2013

Type	Fee	Restrictions
Weekly (per space)	\$15	
Monthly (per space)	\$60	Must pay by the second week of the month
Monthly Discount (per space)	\$44	Available to vendors that have paid the monthly rate by the second week of the month (on-time) for more than three months. Vendors with checks returned for insufficient funds are ineligible for the Monthly Discount for one year.

DAYTONA BEACH FARMERS' MARKET

Summer Rate (per space)	\$40	Available for the months of July & August Vendor must qualify for monthly discount Must Pay by the Second Week of the month
Summer Space Reservation (per space per month)	\$22	Vendors not planning on being in the market over the summer months can reserve their location in the market by paying for those months by check to the DDA by July 15
<u>Return Check Fee</u>	<u>\$30</u>	

Monthly Fees must be paid the second Saturday of each month.

Vendor Screening & Approval Process

- Description – A prospective vendor begins by emailing a detailed description of the proposed products and booth setup or meeting with the Market Manager with the details. The description should include:
 - a detailed description of the types of item(s) you want to sell.
 - any unique characteristics of the items (e.g. who makes them, how they’re made, etc)
 - how you plan to display your item (e.g. displayed on table, hung on racks, use of a tent, etc.)
- Pictures – Vendors should also send digital pictures of a reasonable sample of your products. (This is optional for food/ plant vendors). We also prefer to get a photo of your overall booth setup.
- Application Review –It may take up to 2 weeks for an application to be reviewed.
- Waitlisting – If a prospective vendor applies in a product line that we deem to be full, the application will be waitlisted.
 - When space becomes available because a current vendor in a product category leaves, or new space becomes available (because of expansion), the vendor with the strongest application (within the category) on the waitlist may be invited to screen.
- Attendance Frequency – Full time vendors with good attendance are given priority in placement, and can be eligible for rental discounts based on the Fee Schedule.

Reservation Process

- If you wish to reserve a space, payment must be received one week prior to your scheduled date to hold your space. Payment received after that may result in loss of that space for that week.

Checks should be made to **The City of Daytona Beach / DDA**. Send the payment to:

Downtown Development Authority
Attn: Jeanne Tolley
P.O. Box 2451
Daytona Beach, FL 32115-2451

- Payments made to reserve a spot are not refundable. However, if you cancel your scheduled date by Wednesday prior to the Saturday market, your payment will be credited to a future scheduled date.
- Reserved vendors who do not arrive by 7:15 a.m. on Saturday, or fail to indicate in advance that they will be late, may forfeit their space.

Taxes

- Sales Tax – Sales tax, where required by the State, is the responsibility of the seller.



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: December 14, 2012

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Farmers' Market Liability Insurance & License Fee

To comply with the liability provisions of the license agreement with The City of Daytona Beach to operate the Farmers' Market, the follow proposal for liability insurance has been received from Brown & Brown. The underwriter of the insurance will be Scottsdale Insurance Co.

\$2,000,000 General Aggregate
\$1,000,000 Personal and Advertising Injury
\$1,000,000 Each Occurrence
\$100,000 Damage to Premises Rented to You
\$5,000 Medical Expense

\$500 Deductible BI/PD per Claim including Loss Adjustment Expense

Premium: \$1,101.25

The DDA has \$1,265 budgeted in the Farmers' Market Insurance line item for Fiscal Year 2012/13. This is the first and only funding request for this line item for FY 2012/13.

In addition, the DDA is required to pay the annual license fee to the City, as required by the Farmers Market Agreement. The fee is \$1,500 and is budgeted in the City Fee Line Item for FY 2012/13.

December 7, 2012

DOWNTOWN DEVELOPMENT AUTHORITY
C/O CITY OF DAYTONA BEACH
301 S. RIDGEWOOD AVE
DAYTONA BEACH, FL 32114

RE: Proposal Letter
GENERAL LIABILITY
Policy Term: 01/01/12 to 01/01/13

Dear Jason:

We are pleased to offer the following insurance terms. Higher limits may be available; please let us know if you would like to receive a quote for higher limits.

Limits: \$2,000,000 *General Aggregate*
 Excluded *Products & Completed Operations*
 \$1,000,000 *Personal & Advertising Injury*
 \$1,000,000 *Each Occurrence*
 \$ 100,000 *Damage to Premises rented to you*
 \$ 5,000 *Medical Expense*

Deductibles: \$500 BI/PD Per Claim including LAE

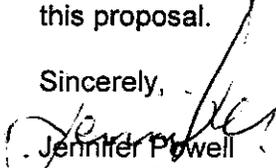
Premium: **\$1,101.25 (includes \$35.00 Service Fee)**

Special Conditions: 25% Minimum Earned Premium Applies
 Premium is Minimum & Deposit, subject to Audit*
 Service fee is fully earned

Exclusions include (but are not limited to): Products & Completed Operations
 Employee Related Practices Excluded
 Fungi or Bacteria Exclusion
 Asbestos Exclusion
 Lead Contamination Exclusion
 Terrorism Exclusion (rejected)

Please review and let us know if you have any questions or if you would like to accept this proposal.

Sincerely,


Jennifer Powell
Account Manager

A. M. BEST FINANCIAL RATING

The Insurance Company providing coverage has the following A. M. Best* Financial Rating:

* **Rating Guide:** A++ to C- = Highest to lowest rating for Stability
 15 to 1 = Largest to smallest rating for Assets/Surplus

Insurance Company: Scottsdale Insurance Company

A.M. Best Rating: A+ XV

RELATED INFORMATION

Compensation: In addition to the commissions or fees received by us for assistance with the placement, servicing, claims handling, or renewal of your insurance coverages, other parties, such as excess and surplus lines brokers, wholesale brokers, reinsurance intermediaries, underwriting managers and similar parties, some of which may be owned in whole or in part by Brown & Brown, Inc., may also receive compensation for their role in providing insurance products or services to you pursuant to their separate contracts with insurance or reinsurance carriers. That compensation is derived from your premium payments. Additionally, it is possible that we, or our corporate parents or affiliates, may receive contingent payments or allowances from insurers based on factors which are not client-specific, such as the performance and/or size of an overall book of business produced with an insurer. We generally do not know if such a contingent payment will be made by a particular insurer, or the amount of any such contingent payments, until the underwriting year is closed. That compensation is partially derived from your premium dollars, after being combined (or "pooled") with the premium dollars of other insureds that have purchased similar types of coverage. We may also receive invitations to programs sponsored and paid for by insurance carriers to inform brokers regarding their products & services, including possible participation in company-sponsored events such as trips, seminars, and advisory council meetings, based on the total volume of business placed with the carrier you select. We may, on occasion, receive loans or credit from insurance companies. Additionally, in the ordinary course of our business, we may receive and retain interest on premiums you pay from the date we receive them until the date the premiums are remitted to the insurance company or intermediary. In the event we assist with placement and other details of arranging for the financing of your insurance premium, we may also receive a fee from the premium finance company.

If using a wholesale broker, MGA or other intermediary for placement you must include the following:

Wholesale Broker/Managing General Agent: Hull & Company, Inc.

The intermediary is owned in whole or in part by Brown & Brown, Inc., the parent company of Brown & Brown of Florida Inc. – Daytona Beach. Brown & Brown entities operate independently and are not required to utilize other companies owned by Brown & Brown, Inc., but routinely do so. In addition to providing access to the insurance company, the Wholesale Insurance Broker/Managing General Agent may provide additional services including, but not limited to: underwriting; loss control; risk placement; coverage review; claims coordination with insurance company; and policy issuance. Compensation paid for those services may be up to 15% of the premium you pay for coverage, and any compensation paid for those services is derived from your premium payment. The fee, if any, for the Wholesale Insurance Broker's/Managing General Agent's services above is **no fee**.

Questions and Information Requests. Should you have any questions, or require additional information, please contact this office at 1-800-877-2769 or, if you prefer, submit your question or request online at <http://www.bbinsurance.com/customerinquiry.shtml>.



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: December 14, 2012

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Riverfront Shops of Daytona Beach Campaign & Funding Requests

Included in the Board packet is a memo from Gold & Associates (Gold) regarding the status of the Riverfront Shops of Daytona Beach campaign. The following advertising efforts require DDA approval.

- Bright House Cable: \$2,000 for about three to four weeks of advertising to promote Riverfront Shops of Daytona Beach during January and February.

The DDA has \$60,000 budgeted in the Downtown Marketing line item for Fiscal Year 2012/13. After the approval of the requested budget transfers and previously approved advertising, there is \$13,825 available in the Downtown Marketing line item for FY 2012/13.

GOLD MARKETING UPDATE FOR THE DDA

Prepared by GOLD • Tuesday, December 11, 2012

NOVEMBER-DECEMBER TO DATE

- **STRATEGIC MARKETING PLAN**
 - Updated the week of December 3rd.
- **MATERIALS UPDATED**
 - Website: Updates are ongoing. Make calendar of events updates and added press releases as they are received from client. Prepared online guest survey copy. Agency to program for board members to test;
 - Facebook: Making ongoing posts and events updates as information is received from the client; (740 fans as of December 11.)
 - E-Newsletter: Distributed latest consumer e-newsletter 12/5;
 - Rack Brochure: Sent layout to the merchants for final approval 11/28;
 - Web Banner Ads: Prepared online banner ads for the In-Concierge website (*value added*);
 - Holiday Event Flyer, Card and Directional Poster: Design flyer, event card and directional poster for holiday events;
 - Newspaper/Magazine Ads: Prepared spec. sheet, then masthead and Farmers' Market ad, as well as animated online banner ad for the 11/8 News-Journal gang page ad for the Holiday Wine Walk. Also prepared the masthead and ad for 12/14 News-Journal ad.
- **PUBLIC/COMMUNITY RELATIONS**
 - Provided marketing support for the Farmers' Market, "Front Porch Friday," "Holiday Wine Walk," "Come to the Stable Creche Art Exhibit," Riverfront Market, "Home for the Holidays" event, and for the French Market.
- **SEM/FACEBOOK** — The following are the online advertising results for the Google and Facebook campaigns for 10/16-12/10:
 - Facebook: — 3,240,693 impressions;
 - Google AdWords: — 358,764 impressions; and
 - These strong initial numbers demonstrate that Facebook and Google AdWords continue to be effective marketing vehicles.
- **TELEVISION COMMERCIALS** — Produced a tag for a holiday media buy that ran 11/26-12/16.
- **MEDIA RELATIONS** — Responded to media reps. regarding opportunities on an ongoing basis. Provide ongoing input on TV buys and others.
- **WEBSITE VISITATION** — The following are the website statistics to date:
 - Total Visitors: — 2,141
 - Total Unique (First-Time) Visitors: — 1,759
 - Total Pageviews: — 6,109

riverfrontshopsofdaytona.com

Web Statistics — Nov/Dec 2012

Nov/Dec 2012 SITEWIDE STATISTICS

	Visits	Pages/Visit	Time
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Top Five Search Engines Referrals:

google	307	2.99	02:07
ask	47	1.94	00:35
aol	18	3.00	00:58
comcast	11	2.91	00:54
bing	10	3.70	03:14

Top Ten Referrers:

googleads.g.doubleclick.net	67	2.07	01:31
search.mywebsearch.com	31	2.35	00:55
facebook.com	30	3.83	01:58
codb.us	26	2.50	01:31
fl-daytonabeach.civicplus.com	20	3.90	0:09:35
news-journalonline.com	11	2.36	01:45
search.pch.com	11	2.82	01:56
mapquest.com	7	2.71	00:30
maps.google.com	4	1.75	00:09
open.ad.yieldmanager.net	4	1.00	0:00:00

Top Ten Organic (non-paid) Search Keywords:

riverfront shops of daytona beach	25	4.64	02:11
(not provided)	17	3.41	02:06
downtown daytona beach	16	3.25	06:37
daytona beach events	8	2.25	00:41
daytona beach riverfront shopping	8	2.12	04:56
daytona beach attractions	6	3.67	02:52
downtown daytona	6	1.67	02:21
daytona beach christmas events	5	2.40	01:25
daytona beach christmas parade 2012	5	1.00	00:00

riverfrontshopsofdaytona.com

Web Statistics — Nov/Dec 2012

Nov/Dec 2012 SITEWIDE STATISTICS

	Visits	Pages/Visit	Time
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Domestic Visitation:

Florida	722	2.59	02:05
Georgia	55	2.69	02:20
Michigan	29	2.38	01:32
Kentucky	13	1.54	02:28
Illinois	12	3.33	01:40
California	11	3.64	01:56
New York	11	2.36	01:14
Connecticut	10	7.70	05:50
Maryland	10	3.40	02:31
Colorado	9	1.33	00:09
Virginia	9	2.33	00:36
Indiana	8	3.00	01:05
Pennsylvania	7	4.29	01:43
Wisconsin	7	3.14	02:10
Missouri	6	2.50	00:32
Massachusetts	5	2.40	00:26
Minnesota	5	3.00	00:20
North Carolina	5	2.60	01:05
Ohio	5	2.20	01:28
Tennessee	5	1.60	00:45

International Visitation:

(not set)	8	2.50	03:10
Canada	3	3.67	00:45
India	3	2.67	02:08
Argentina	1	1.00	00:00
Switzerland	1	5.00	01:18
Greece	1	2.00	00:28
Venezuela	1	1.00	00:00

riverfrontshopsofdaytona.com

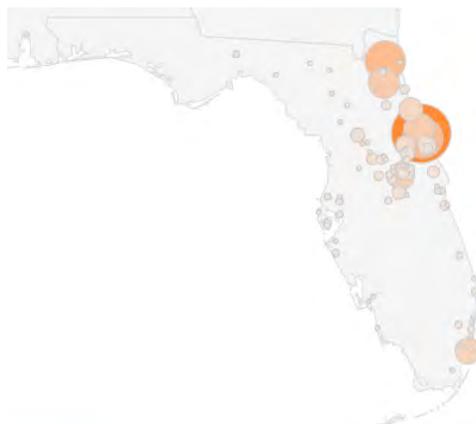
Web Statistics — Nov/Dec 2012

Nov/Dec 2012 SITEWIDE STATISTICS

	Visits	Pages/Visit	Time
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Florida Visitation:

Daytona Beach	166	2.98	03:15
Jacksonville	77	2.25	03:10
Port Orange	76	2.34	01:01
Green Cove Springs	46	1.39	02:00
Ormond Beach	46	3.52	02:06
Orlando	35	2.54	01:15
Miami	31	2.55	01:10
Palm Coast	25	2.04	00:42
Deland	19	2.53	00:56
New Smyrna Beach	15	1.93	00:34



Florida Organic (non-paid) Keywords:

riverfront shops of daytona beach	20	4.50	02:10
(not provided)	16	3.38	02:10
downtown daytona beach	15	3.40	07:03
daytona beach riverfront shopping	8	2.12	04:56
daytona beach events	6	2.00	00:32
downtown daytona	4	2.00	03:31
daytona beach christmas events	3	2.00	00:36
holiday events daytona beach fl	3	1.33	00:07

riverfrontshopsofdaytona.com

Web Statistics — Nov/Dec 2012

Nov/Dec 2012 SITEWIDE STATISTICS

	Pageviews	Unique Pageviews	Time
Pages Visited:			
Homepage	1151	915	01:31.0
Events Calendar	165	132	01:02.0
Riverfront Shops of Daytona Beach Directory	141	109	02:17.0
Downtown Daytona Beach Shops	120	86	00:12.0
Daytona Beach Downtown Farmersâ€™™ Market	94	69	00:57.0
Downloadable Brochures	85	65	01:35.0
Photo Gallery	85	70	00:46.0
Discount Cards	84	65	01:25.0
Attractions, Culture & Entertainment in Downtowr	78	66	00:45.0
Restaurants In Downtown Daytona Beach	77	57	00:34.0
Historic Beach Street Retail Area	73	55	00:30.0
Location	70	45	00:34.0
Downtown Daytona Beach Restaurant Directory	69	55	02:37.0
Downtown Daytona Beach News	47	31	01:53.0
Farmersâ€™™ Market Merchants	42	37	00:43.0
Downtown Daytona Beach Service Listings	40	30	02:15.0
Contact the Riverfront Shops of Daytona Beach	34	27	00:31.0
Frequently Asked Questions	32	28	01:45.0
Merchant of the Month	31	27	01:50.0
Attractions, Culture & Entertainment Listings	26	25	00:54.0
Downtown Development Authority	21	18	00:34.0
Newsletter Signup	21	17	00:22.0
Downtown Daytona Beach Services	15	11	00:11.0
http://www.riverfrontshopsofdaytona.com/	11	9	00:12.0
Locations Available in Downtown Daytona Beach	11	7	00:08.0

riverfrontshopsofdaytona.com

Web Statistics — Nov/Dec 2012

Nov/Dec 2012 SITEWIDE STATISTICS

	Visits	% of Total Visits	Time
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Length of Visit:

0-10 seconds	560	56.06%
11-30 seconds	77	7.71%
31-60 seconds	67	6.71%
61-180 seconds	135	13.51%
181-600 seconds	105	10.51%
601-1,800 seconds	50	5.01%
1,801+ seconds	5	0.50%

Depth of Visit:

1 pages	532	53.25%
2 pages	144	14.41%
3 pages	98	9.81%
4 pages	61	6.11%
5 pages	54	5.41%
6 pages	27	2.70%
7 pages	16	1.60%
8 pages	17	1.70%
9 pages	10	1.00%

Mobile Devices

Pages/Visit

Apple iPhone	74	1.74	0:01:47
Apple iPad	70	2.70	0:01:37
(not set)	10	1.10	0:00:06
Motorola MOTXT912B Droid Razr 4G	10	2.10	0:05:33
HTC 9292 EVO 4G	8	1.50	0:00:26
Samsung SPH-D700 Epic 4G	6	1.17	0:00:13

riverfrontshopsofdaytona.com Web Statistics — Nov/Dec 2012

Nov/Dec 2012 SITEWIDE STATISTICS

QUANTCAST DEMOGRAPHICS DATA

The following data is supplementary data provided by Quantcast and is not meant to replace the Google Analytics data provided in this document. (Quantcast provides data from their user set, which is a smaller universe than the overall data provided by Google Analytics. This data is valuable in that it provides for user's demographics and affinities, something that Analytics cannot provide.)

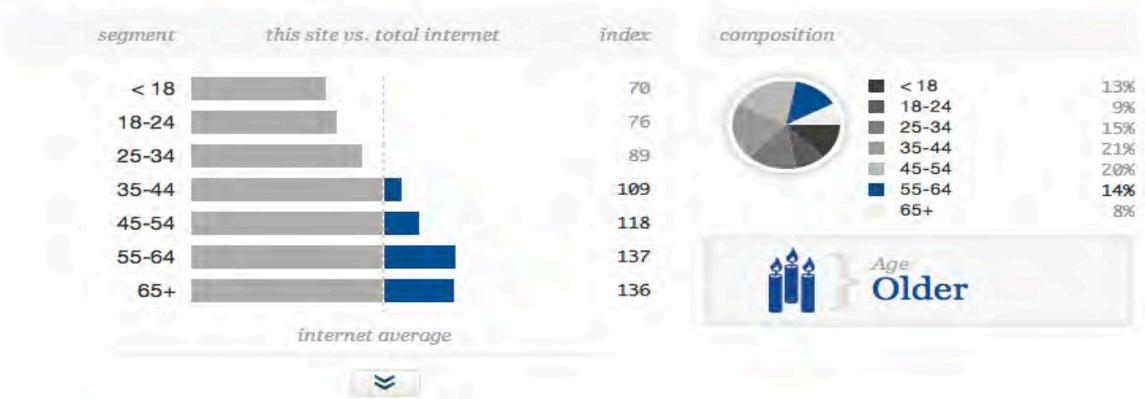
Gender

Embed



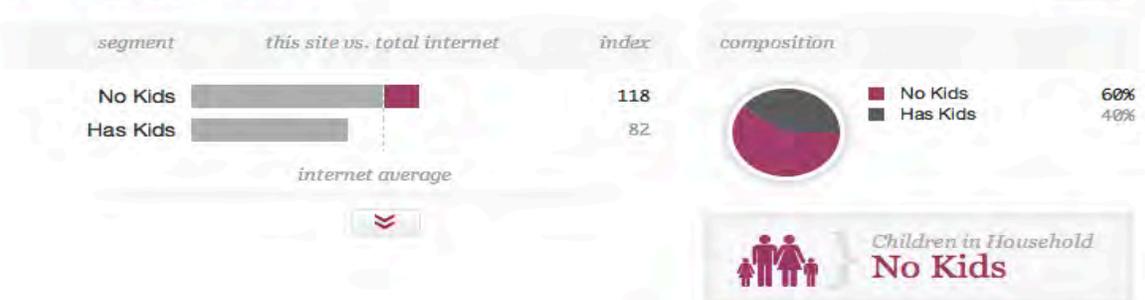
Age Combined || Male || Female

Embed



Children in Household

Embed



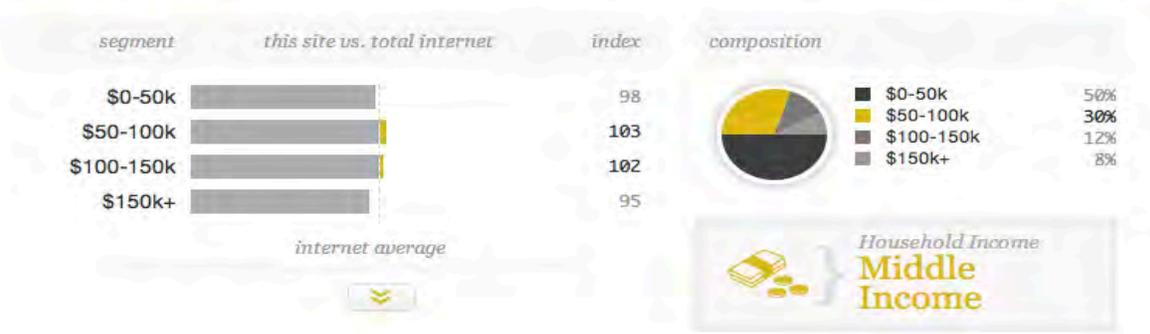
riverfrontshopsofdaytona.com Web Statistics — Nov/Dec 2012

Nov/Dec 2012 SITEWIDE STATISTICS

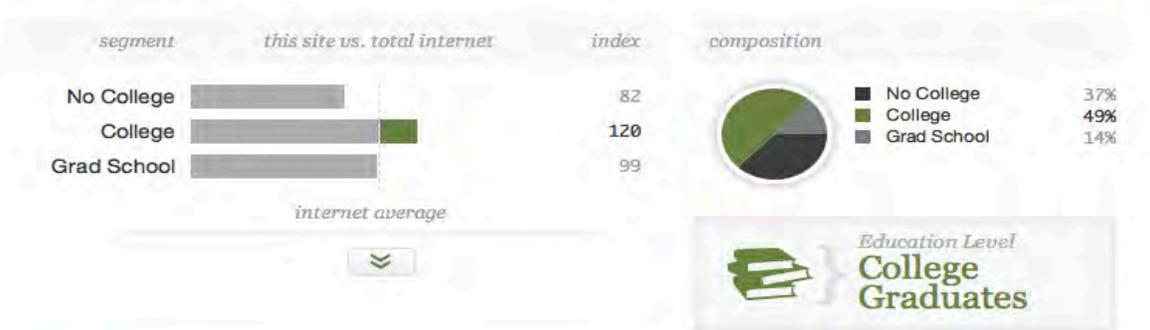
QUANTCAST DEMOGRAPHICS DATA

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Household Income

[Embed](#)


Education Level

[Embed](#)


Ethnicity

[Embed](#)




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: December 12, 2012

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Merchant Co-op Program Update

The following is an update on the revenues and expenses related to the Merchant Co-op Program:

Revenues	Merchant Commitment	Advertising Trade	Received to Date As of 12/10/12
In - Room Book Package	\$ 2,500	\$ -	\$ 480.00
Hotel Rack Card Package	\$ 6,000	\$ -	\$ -
In - Room Concierge Book	\$ 12,675	\$ 2,925	\$ -
Web Site Feature Listing	\$ 350	\$ -	\$ -
Web Site Feature Listing - Upsize	\$ 300	\$ -	\$ -
Total	\$ 21,825	\$ 2,925	\$ 480.00

Expenses	Cost	Spent to Date As of 12/10/12
See Magazine - In Room Book	\$ 16,907	\$ 16,907.00
Rack Card Distribution	\$ 6,954	\$ -
Brochure Printing	\$ 4,606	\$ -
News Journal Advertising	\$ 500	\$ -
Total	\$ 28,967	\$ 16,907.00

Profit/Loss \$ (7,142)

The following expenses related to the rack card require DDA approval:

- Brochure Displays: annual hotel rack distribution for \$6,954.
- Digital Press: printing of 30,000 brochures for \$2,303.36

The DDA has \$50,000 budgeted in the Co-op Marketing line item for Fiscal Year 2012/13. There is \$33,093 available in this line item for FY 2012/13.

we deliver business to your door

introduction

We have provided professional brochure distribution services to travel and tourism related businesses and organizations for over 45 years. Our professional brochure distribution service remains one of the most economical means of achieving continuous exposure to millions of travelers and visitors to a particular area. We presently maintain over 1,800 attractive, custom crafted brochure display racks located at carefully selected business locations in five southeastern states. Once our clients choose the service programs in target markets they want to reach, we then display their brochures or rack cards in assigned spaces (pockets) in our displays located in lobbies of motels/hotels and businesses that attract travelers in popular resort destinations and along major highways.

Our Corporate Office in Daytona Beach covers the northeast coast of Florida, encompassing the Greater Daytona Beach Resort Area, New Smyrna Beach, DeLand, Palm Coast, St. Augustine and Jacksonville, plus exits along Interstate I-95 through Georgia.

The Brochure Displays, Inc. Atlanta Division provides distribution throughout Georgia, including Metro Atlanta and other major metropolitan areas, plus parts of Tennessee, North Carolina and South Carolina and exits along major interstate highways.

Space in our displays is offered on a first come, first served basis, but occasionally a waiting list occurs when all pockets in a given service program are sold out. Annually, our uniformed route drivers travel more than a million miles and make over 100,000 service stops to keep every display rack adequately replenished with client material according to computer generated schedules. Pertinent sales information is always available from either the Florida or Georgia office.



why use brochure advertising?

it works

– Professional brochure print and distribution programs have proven to be the most cost-effective form of promotion for attractions and businesses targeting the travel market. There is no better way to reach this qualified visitor market than at their hotel stops and visitor centers along their way. Research has proven that travelers regularly make “in route” decisions as to the attractions and destinations they will visit on the current trip.

time tested results

– Most major attractions and tourism organizations continue to successfully reach the travel market using professional brochure distribution. Various other forms of promotion have been tried, but none have exceeded the time-tested results achieved by brochures and rack cards. Even today’s internet-savvy travelers regularly select printed materials from display racks in hotels and visitor centers.

travelers expectations

– Travelers expect hospitality and tourism literature to be available at their hotel stops. Hotel chains understand the importance of this amenity and many have added brochure displays to their pre-opening checklists. Most hotels will not allow material to be placed at the location unless it is included in an organized and well presented display, typically provided by a brochure distribution company.

current & residual value

– Not only do travelers use brochures and rack cards acquired along their way to make decisions about their activities, but travelers take the materials home and do further research to plan activities for future trips. Many attractions and destination marketing organizations now use “lure” brochures and rack cards to direct prospects to their websites for more comprehensive information and booking capabilities.

trackability & performance

– Although many attractions and destinations use brochure advertising purely as a branding tool, much success has been achieved through the use of actual coupons and value-added promotions included on the brochures and rack cards. This method provides a means to track the effectiveness of a brochure marketing program. Cost per exposure for brochure programs can also be easily calculated by using hotel room-count and average occupancy rates. In comparing brochures to other forms of print media advertising, brochure programs are typically less expensive than print publications and provide continuous year-round exposure rather than once per issue.

our clients are seen



Florida Corporate Headquarters
386.271.5500

Georgia Distribution Center
770.460.0064

800.343.3478

more than just a printer

45 of 53

BrochureDisplays.com/distribution

BROCHURE DISPLAYS, INC.
 LIST OF DISPLAY LOCATIONS - DAYTONA BEACH "FL-A" SERVICE PROGRAM

Rooms	Account Name	Address #2
746	Hilton - North Tower	Daytona Beach, FL
725	Bulow Village Campground	Flagler Beach, FL 32136
575	Halifax Harbor Marina	Daytona Beach, FL
550	Ocean Walk #2	Daytona Beach, FL
418	Carriage Cove	Daytona Beach, FL
380	Daytona Beach Resort	Daytona Beach, FL
375	Nova Family Campground	Port Orange, FL
356	Encore Super Park	Ormond Beach, FL
350	Orange Isle Campground	Port Orange, FL
350	Sea Woods Condominium	New Smyrna Beach, FL
330	Ocean Walk Condominium	New Smyrna Beach, FL
323	Plaza Hotel	Daytona Beach, FL
308	Rose Bay Travel Park	Port Orange, FL
301	Holiday Village Mobile Home Park	Ormond Beach, FL
300	Ocean Village Apts	Ormond Beach, FL
270	New Smyrna Beach Campground	New Smyrna Beach, FL
250	Daytona Beach Campground	Port Orange, FL
250	Grand Seas Resort	Daytona Beach, FL
244	Oceans Jewels Club	Daytona Beach, FL
239	Best Western-La Playa	Daytona Beach, FL
211	Holiday Inn at Indigo	Daytona Beach, FL
209	Hawaiian Inn	Daytona Beach, FL
204	Perry's Ocean Edge #1	Daytona Beach, FL
204	Plaza Ocean Club	Daytona Beach, FL
200	International RV & Campground	Daytona Beach, FL
200	Sugar Mill Ruins Travel Pk.	New Smyrna Beach, FL
196	Oceanside Inn	Daytona Beach, FL
195	Inn on the Beach	Daytona Beach, FL
194	Daytona Beach Regency	Daytona Beach, FL
193	Royal Floridian Resort	Ormond Beach, FL
180	Days Inn-Speedway	Daytona Beach, FL
170	Americano Beach	Daytona Beach, FL
169	Surfside Hotel	Daytona Beach, FL
159	Harbour Beach Resort	Daytona Beach, FL
156	El Caribe Motel	Daytona Beach, FL
156	Holiday Travel Park	Bunnell, FL
155	Castaways Resort Hotel	Daytona Beach, FL
154	Harbor Club	Palm Coast, FL
151	Casa Del Mar	Ormond Beach, FL
150	Holiday Inn	DeLand, FL
149	Daytona Inn Broadway	Daytona Beach, FL
147	Costillo Del Sol	Ormond Beach, FL
144	Days Inn	Ormond Beach, FL
144	Pelican Condominium	New Smyrna Beach, FL
143	Bermuda House	Daytona Beach, FL
142	La Quinta	Daytona Beach, FL
142	La Quinta #2	Daytona Beach, FL
138	Maverick Resort	Ormond Beach, FL
135	Sea Dip - Red Carpet Inn	Daytona Beach, FL
135	Suburban Lodge	Daytona Beach, FL

(Updated JUNE 2010)
 Page 1

BROCHURE DISPLAYS, INC.
 LIST OF DISPLAY LOCATIONS - DAYTONA BEACH "FL-A" SERVICE PROGRAM

Rooms	Account Name	Address #2
133	Best Western-Aku Tiki Inn	Daytona Beach, FL
130	Beverly Beach Campground	Beverly Beach, FL
130	Caribbean Condominium	Daytona Beach, FL
130	Errol by the Sea Condominium	New Smyrna Beach, FL
130	Holiday Inn	Daytona Beach, FL
130	Marriott Courtyard	Daytona Beach, FL
128	Best Value Inn	Ormond Beach FL
128	Ramada Inn Speedway	Daytona Beach, FL
122	Hampton Inn	Daytona Beach, FL
122	Residence Inn	Daytona Beach, FL
120	Days Inn	Daytona Beach, FL
120	Sea Coast Gardens #1	New Smyrna Beach, FL
120	Sea Coast Gardens #3	New Smyrna Beach, FL
119	Daytona Sea Breeze	Daytona Beach, FL
118	Quality Inn Aladdin	Daytona Beach, FL
117	Daytona Beach Club	Daytona Beach, FL
117	Hampton Inn	Daytona Beach, FL
114	Islander Beach Resort	New Smyrna Beach, FL
114	Moon Tide Condominium	New Smyrna Beach, FL
114	Ocean East Resort	Ormond Beach, FL
114	Super 8 Inn	Daytona Beach, FL
112	Bahamian Club	New Smyrna Beach, FL
112	Howard Johnson's	DeLand, FL
111	Best Western-Mayan Inn	Daytona Beach, FL
110	Makai Motel	Ormond Beach, FL
110	Ocean Shore Resorts	Daytona Beach, FL
104	Georgian Inn	Ormond Beach, FL
104	Holiday Inn Suite Hotel	New Smyrna Beach, FL
103	Super 8	Daytona Beach, FL
102	Colony Beach Condo	New Smyrna Beach, FL
100	Boardwalk Inn & Suites	Daytona Beach, FL
100	Country Hearth Inn	Bunnell, FL
100	Economy Inn	Palm Coast, FL
100	Embry Riddle-Field House	Daytona Beach, FL
100	Hilton Garden Inn	Daytona Beach, FL
100	La Quinta	Daytona Beach, FL
100	Nautilus Inn	Daytona Beach, FL
100	Palm Plaza	Daytona Beach, FL
98	Comfort Inn Seabreeze	Daytona Beach, FL
98	Town & Country Camp Ground	Daytona Beach, FL
97	Coral Beach Motel	Ormond Beach, FL
97	Thunderbird Beach Motel	Daytona Beach, FL
94	Homewood Suites	Daytona Beach, FL
94	Ocean Sand Resort	Daytona Beach, FL
94	Tropical Winds	Daytona Beach, FL
91	Sun Viking Motel	Daytona Beach, FL
90	Ocean Watch Condominium	Ormond Beach, FL
87	Bahama House	Daytona Beach, FL
86	Coral Sands Inn	Ormond Beach, FL
86	Heritage Inn	Daytona Beach, FL

(Updated JUNE 2010)
 Page 2

BROCHURE DISPLAYS, INC.
LIST OF DISPLAY LOCATIONS - DAYTONA BEACH "FL-A" SERVICE PROGRAM

<u>Rooms</u>	<u>Account Name</u>	<u>Address #2</u>
85	Royal Inn	Daytona Beach, FL
84	Hacienda Del Sol #2	New Smyrna Beach, FL
84	Hampton Inn	Ormond Beach, FL
84	Point East Condominium	New Smyrna Beach, FL
83	Microtel Inn & Suites	Palm Coast, FL
83	Sleep Inn	Ormond Beach, FL
82	East Winds Condominium	Ponce Inlet, FL
80	Emerald Shores Motel	Daytona Beach, FL
80	Tropic Shores	Daytona Beach, FL
79	Super 8 Motel	Daytona Beach, FL
78	Sleep Inn	Palm Coast, FL
78	Southeaster Condo	New Smyrna Beach, FL
77	Comfort Suites	Daytona Beach, FL
76	Days Inn - Tropical Seas	Daytona Beach, FL
76	Econo Lodge	Ormond Beach, FL
76	Silver Beach Club	Daytona Beach, FL
76	Southpoint Condominium	Daytona Beach, FL
75	Plantation Island	Ormond Beach, FL
73	Extended Stay Hotel	Daytona Beach, FL
72	Coconut Palm Resort	New Smyrna Beach, FL
72	Fountain Beach Resort	Daytona Beach, FL
72	Seascape Towers	New Smyrna Beach, FL
71	Sunrise Condominium	New Smyrna Beach, FL
70	Ocean Sands Beach Club	New Smyrna Beach, FL
70	Sandpoint Condo	Daytona Beach Shores FL
70	Scottish Inn	Ormond Beach, FL
68	Comfort Inn	DeLand, FL
67	Aquarius Condo	Ormond Beach, FL
67	Jameison Inn	Ormond Beach, FL
62	Oceania Beach Club	New Smyrna Beach, FL
62	Ponce de Leon Condo Towers	New Smyrna Beach, FL
60	Comfort Inn	Orange City, FL
60	Fishtail Palm Resort	New Smyrna Beach, FL
60	Outrigger Motel	Ormond Beach, FL
60	Sunglow Condominium	Daytona Beach, FL
60	University Inn	Deland, FL
58	Shoreham Condo	New Smyrna Beach, FL
57	Surfside	New Smyrna Beach, FL
54	Atlantica of Ponce Inlet	Ponce Inlet, FL
54	Ebb Tide Condominium	New Smyrna Beach, FL
54	Plantation Island	Ormond Beach, FL
54	The Cove at Ormond Beach	Ormond Beach, FL
53	White Surf Condo	Daytona Beach, FL
52	Chateau By The Sea	New Smyrna Beach, FL
52	Econo Lodge	Ormond Beach, FL
51	Catalina Beach Club	Daytona Beach, FL
50	Dolphin Motel	Daytona Beach, FL
50	Hacienda Del Sol #1	New Smyrna Beach, FL
50	Las Brisas Condominium	New Smyrna Beach, FL
50	Mainsail Motel	Ormond Beach, FL

(Updated JUNE 2010)
Page 3

BROCHURE DISPLAYS, INC.
 LIST OF DISPLAY LOCATIONS - DAYTONA BEACH "FL-A" SERVICE PROGRAM

Rooms	Account Name	Address #2
50	Ocean Palm Inn	Daytona Beach, FL
50	Ocean Reef Villas	New Smyrna Beach, FL
49	Traders Inn	Ormond Beach, FL
48	Budget Inn	Daytona Beach, FL
48	Comfort Inn-Mandarin	Ormond Beach, FL
48	Fantasy Island #2 Motel	Daytona Beach, FL
48	Quality Inn	Daytona Beach, FL
48	Super 8 Motel	Ormond Beach, FL
46	Best Western	Edgewater, FL
45	Ocean Club II	New Smyrna Beach, FL
44	Driftwood Motel	Ormond Beach, FL
44	Sea Scape Inn	Daytona Beach, FL
43	Twenty-Six Twenty-Six Condo	Daytona Beach, FL
42	La Breeze Motel	Ormond Beach, FL
42	Sea Oats Beach Motel	Daytona Beach, FL
42	Seven Seas Resort	Daytona Beach, FL
42	Tropic Sun Towers	Ormond Beach, FL
42	Tropic Sun Towers-B	Ormond Beach, FL
42	Wind Sand Club Condo	New Smyrna Beach, FL
41	Fountain Inn & Suites	Holly Hill, FL
41	Grand Prix	Daytona Beach, FL
41	Ocean Beach Club I	Flagler Beach, FL
41	Red Carpet Inn	Daytona Beach, FL
41	Sahara Motel	Daytona Beach, FL
40	Airline Academy Student Housing	Daytona Beach, FL
40	Aqua Terrace Motel	Ormond Beach, FL
40	Coastal Waters Motel	New Smyrna Beach, FL
40	Cove Motel	Daytona Beach, FL
40	Cypress Cove Motel	Daytona Beach, FL
40	Flagler By-The-Sea Camp.	Flagler Beach, FL
40	Indies House	Ormond Beach, FL
40	Marine Terrace	Daytona Beach, FL
40	Sea Club IV	Daytona Beach, FL
40	Sea Shells Beach Club	Daytona Beach, FL
40	Tropical Manor Motel	Daytona Beach, FL
39	Ocean Trillium Suites	New Smyrna Beach FL
38	Orange Tree Inn	DeLand, FL
38	Safar Inn	Daytona Beach, FL
36	Days Inn	Orange City, FL
36	San Marina	Daytona Beach, FL
35	Streamline Hotel	Daytona Beach, FL
34	Daytona Resort Club	Daytona Beach, FL
34	Shoreline Motel	Daytona Beach, FL
34	Silver Sands Inn	Daytona Beach, FL
33	Fantasy Island #1 Motel	Daytona Beach, FL
32	Chimney Corners Motel	DeLand, FL
32	Collins Sea Horse Motel	New Smyrna Beach, FL
32	Ocean Court	Daytona Beach, FL
32	Perennial Vacation Club	Daytona Beach, FL
32	Red Carpet Inn	Daytona Beach, FL

(Updated JUNE 2010)
 Page 4

BROCHURE DISPLAYS, INC.
 LIST OF DISPLAY LOCATIONS - DAYTONA BEACH "FL-A" SERVICE PROGRAM

Rooms	Account Name	Address #2
31	Beachside Motel	Daytona Beach, FL
31	Budget Value Inn	Daytona Beach, FL
31	Sand Castle Motel	Daytona Beach, FL
30	Boulevard Motel	DeLand, FL
30	Holiday Shores Beach Club	Daytona Beach, FL
30	Ormond By The Sea Condo	Ormond Beach, FL
30	Royal Holiday Beach Motel	Daytona Beach, FL
28	Lincoln Motel	Daytona Beach, FL
28	Palm Coast Villas	Palm Coast, FL
28	Sage N' Sand	Daytona Beach, FL
28	Sand & Surf Condo #2	Daytona Beach, FL
28	South Shore Motel	Daytona Beach, FL
27	Flamingo Inn	Daytona Beach, FL
26	Beach Quarter's Inn	Daytona Beach, FL
25	Atlantic Economy Inn	Daytona Beach, FL
25	Harris Mobil & R/V Park	Ormond Beach, FL
25	Peck Plaza Condo	Daytona Beach, FL
25	Sunrise Beach Club	Daytona Beach, FL
24	Travel Inn	Daytona Beach, FL
23	Regency Inn	Daytona Beach, FL
23	Relax Inn	Daytona Beach, FL
22	Atlantic Terrace	Daytona Beach, FL
22	Sea Vista	New Smyrna Beach, FL
21	Hawaii Motel	Daytona Beach, FL
21	Ocean Shore Villas	Palm Coast, FL
21	Oceanside 99	Ormond Beach, FL
20	Beach Front Motel	Flagler Beach, FL
20	Beachside Budget Inn	Daytona Beach, FL
20	Nocturne Motel	New Smyrna Beach, FL
20	Scottish Inn	Daytona Beach, FL
20	Scottish Inn	Ormond Beach, FL
20	Sun Deck Motel	Ormond Beach, FL
20	Sunset Inn	Daytona Beach, FL
20	Sunshine Inn	Daytona Beach, FL
19	Coronado Del Mar	New Smyrna Beach, FL
18	Atlantic Budget Inn	Daytona Beach, FL
18	Cozy Villa Motel	Holly Hill, FL
17	Famous Shores	Daytona Beach, FL
16	Ormond Inn	Ormond Beach, FL
16	Side-O-Sea Motel	Daytona Beach, FL
16	Town & Country Motel	Port Orange, FL
15	Sierra Suites	Daytona Beach, FL
14	Lou-Ray Motel	Daytona Beach, FL
14	Ocean Aire Motel	New Smyrna Beach, FL
14	Oceanic Motel	Ormond Beach, FL
14	Skyway Motel	Daytona Beach, FL
13	Studio 1	Daytona Beach, FL
12	DeLand Motel	DeLand, FL
12	Ocean Holiday	Daytona Beach, FL
12	Parkway Motel	Daytona Beach, FL

(Updated JUNE 2010)
Page 5

BROCHURE DISPLAYS, INC.
LIST OF DISPLAY LOCATIONS - DAYTONA BEACH "FL-A" SERVICE PROGRAM

Rooms	Account Name	Address #2
12	Pilot Lodge	Holly Hill, FL
12	Shore Winds Motel	Daytona Beach, FL
11	Jasmine Motel	Daytona Beach, FL
11	Ocean Crest Motel	Ormond Beach, FL
11	Smyrna Motel	New Smyrna Beach, FL
11	Valdora Court	New Smyrna Beach, FL
10	A1A Travel Inn	Ormond Beach, FL
10	Argosy Motel	Ormond Beach, FL
10	Beach House Motel	Daytona Beach, FL
10	Blue Herron Motel	New Smyrna Beach, FL
10	Buena Vista Motel	New Smyrna Beach, FL
10	Dusk to Dawn Motel	Port Orange, FL
10	Eastwood Bed & Breakfast	Deland, FL
10	Fairview Motel	Harbor Oaks, FL
10	Happy Holiday Motel	Daytona Beach, FL
10	Lapponia Motel	New Smyrna Beach, FL
10	Motel 777	Daytona Beach, FL
10	Sandman Motel	Daytona Beach, FL
9	Happy Holiday II	Daytona Beach, FL
8	Alpine Court Motel	Daytona Beach, FL
0	Ambassador R & L Motel	Daytona Beach, FL
0	Avis Rent-A-Car	Daytona Beach, FL
0	Beach Access	Daytona Beach, FL
0	Beach Access	New Smyrna Beach, FL
0	Beach Quarter Inn	Daytona Beach Shores, FL
0	Beach Realty	New Smyrna Beach, FL
0	Beach Side Realty	New Smyrna Beach, FL
0	Cinnamon Beach Club	Palm Coast, FL
0	Citrus World	Ormond Beach, FL
0	Comfort Suites	Ormond Beach, FL
0	Cove at Ormond #2	Ormond Beach, FL
0	Dairy Queen	Ormond Beach, FL
0	Daytona Chamber of Commerce	Daytona Beach, FL
0	Daytona Lagoon	Daytona Beach, FL
0	Daytona Shores Inn	Daytona Beach, FL
0	Daytona State College/ Mori	Daytona BEach, FL
0	Daytona Welcome Center	Ormond Beach, FL
0	Destination Daytona Hotel	Ormond Beach, FL
0	FAA-Center Management Dev.	Palm Coast, FL
0	Flagler Chamber	Bunnell, FL
0	FLorida Beach Destinations	Ormond Beach, FL
0	Global Vacations	Ormond Beach, FL
0	Grand Seas Owners	Daytona Beach, FL
0	Grand Seas Sales Office	Ormond Beach, FL
0	Greyhound Lines, Inc.	Daytona Beach, FL
0	Greyhound Lines, Inc.	DeLand, FL
0	Halifax Historical Museum	Daytona Beach, FL
0	Hampton Inn	Palm Coast, FL
0	Hilton Garden Inn	Palm Coast
0	Holiday Host Inc.	Daytona Beach, FL

(Updated JUNE 2010)
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BROCHURE DISPLAYS, INC.
 LIST OF DISPLAY LOCATIONS - DAYTONA BEACH "FL-A" SERVICE PROGRAM

Rooms	Account Name	Address #2
0	Holiday Inn	Daytona Beach, FL
0	Holly Hill Chamber	Holly Hill, FL
0	I-HOP Restaurant	Daytona Beach, FL
0	I-HOP Restaurant	Daytona Beach, FL
0	I-HOP Restaurant	Ormond Beach, FL
0	Island Breeze Travel Agency	Daytona Beach, FL
0	Islander Resort	Daytona Beach, FL
0	La Quinta	Port Orange, FL
0	Life Guard Station Sun Splash	Daytona Beach, FL
0	Marina Pt.- Dockmaster Ofc.	Daytona Beach, FL
0	Marriott/Fairfield	Palm Coast
0	Museum Of Arts and Science	Daytona Beach, FL
0	Nemec Hall-Stetson University	DeLand, FL
0	New Smyrna Chamber	New Smyrna Beach, FL
0	New Smyrna Utilities Welcome Ctr	New Smyrna Beach, FL
0	New Smyrna Welcome Center	New Smyrna Beach, FL
0	NSB Reality	New Smyrna Beach, FL
0	Ocean Beach	New Smyrna Beach, FL
0	Ocean Properties	New Smyrna Beach, FL
0	Ocean View Manor	Ormond Beach, FL
0	Ocean Walk Shoppes	Daytona Beach, FL
0	Odyssey Travel	Ormond Beach, FL
0	Ormond Beach Chamber	Ormond Beach, FL
0	Palm Coast Realty	Flagler Beach, FL
0	Phoenix East Aviation	Daytona Beach, FL
0	Ponce de Leon Lighthouse	Ponce Inlet, FL
0	Port Orange Chamber	Port Orange, FL
0	Port Orange Travel	Port Orange, FL
0	Regency Inn	Palm Coast, FL
0	Resort Travel Vacation Club	Ormond Beach, FL
0	Roseborough Travel Agency	DeLand, FL
0	Sandpiper Condominium	New Smyrna Beach, FL
0	Sentry Management Inc.	New Smyrna Beach, FL.
0	Singing Surf Campground	Beverly Beach, FL
0	Speed Zone	Daytona Beach, FL
0	Sunny Shore Resort	Daytona Beach Shores, FL
0	Sunshine Timeshares, Inc.	South Daytona, FL
0	Surfcoast Realty	New Smyrna Beach, FL
0	The Shores	Daytona Beach Shores, FL
0	Travelers Inn	Daytona Beach, FL
0	Tropiair Motel	Daytona Beach, FL
0	We Rent Harley's	Daytona Beach, FL
0	Windsor Apartments	Daytona Beach, FL
0	Wyndam #1	Daytona Beach, FL

 Count: 344
 Total: 24799



P.O. Box 10270
 Daytona Beach, FL 32120-0270
 Phone: 386-271-6500

Estimate Number: 2012-7493

11/29/2012

Phone: 386-671-8183

Fax: 386-671-8187

Salesperson: Randy Wilkins

Customer ID: CITY OF DAYTONA BEACH
 Jason H. Jeffries
 City of Daytona Beach
 Redevelopment Office
 Daytona Beach, FL 32115

Thank you for this opportunity to provide you with pricing for your printing needs. We appreciate the consideration and look forward to being of service to you on this item as well as any future requirements.

All estimate pricing is based upon the following being provided by the client:

1. High resolution PDF files,
and/or,
2. Working Digital files compliant with our Printing Specification requirements.

Note***This estimate does not include state sales tax for your locale. Sales tax will be added, as required, at the time of invoicing. This price does not include shipping unless specifically noted.

Standard Trade Customs allow for a Final Quantity of Plus or Minus 10%. Please allow for this in your specifications.

Terms and Conditions - Acceptance of this estimate pricing implies that you have read page 2 of this estimate and agree to the Terms and Conditions as stipulated.

PLEASE CIRCLE THE DESIRED QUANTITY, INITIAL AND FAX YOUR RESPONSE TO 386-767-8702, OR EMAIL.

Quantities	30000	0	0
Unit Cost:	\$0.07678	\$0	\$0
Unit Cost per 1000:	\$76.78	\$0.00	\$0.00
Estimate Price:	\$2,303.36	\$0.00	\$0.00

Estimate Specifications

Description	Brochure, 9 x 16 folds to 4 x 9 (4/4 Process)
Type of Estimate:	Flat Sheet
Finished Size:	9 x 16
Stock Description:	Endurance, Gloss, Text 2311338, White, 80#
Ink Group:	4/4 Standard Process
Ink Colors Front:	Process Cyan, Process Magenta, Process Yellow, Process Black
Ink Colors Back:	Process Cyan, Process Magenta, Process Yellow, Process Black
Graphics Operation:	Typical Pre-Flight
Film & Proof:	2 - 11.00 x 17.00 Stylus Pro 4000
Finishing Operations:	Folder, Straight (Trifold), Banding, Standard Boxing

Authorized By: _____ Date: _____