



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

Robert Abraham
Chairman
Kelly White
Commissioner
Sheryl A. Cook
Joseph H. Hopkins
Tammy M. Kozinski

AGENDA

Tuesday, March 26, 2013 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: February 26, 2013 Meeting**
4. **DDA Monthly Financial Report**
5. **Riverfront Shops of Daytona Beach Campaign**
 - a. **Beach Channel Advertising**
6. **2014 Merchant Co-op Advertising Program**
7. **Discussion: Parking Meters on Beach Street**
8. **Public Comments**
9. **Board Comments**
10. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, February 26, 2013**

The regular meeting of the Downtown Development Authority was held Tuesday, February 26, 2013, 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. Tammy Kozinski

Board Members Absent:

Ms. Sheryl Cook

Staff Members Present

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

1. Call to Order

Mr. Abraham called the meeting to order at 8:03 a.m. and welcomed Ms. Kozinski as the new Board member.

2. Roll Call

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

3. Approval of Minutes: January 22, 2013

Mr. Hopkins made a motion to approve the minutes of the January 22, 2013 Meeting. Ms. White seconded the motion and it was approved unanimously (4-0).

4. DDA Monthly Financial Report

Mr. Jeffries stated he would continue to provide a monthly financial report; however, quarterly reports would be provided on the marketing campaign and the Farmers' Market.

Mr. Jeffries stated the budget for the DDA was \$159,000 and \$72,000 had been spent to date. He stated that as of February 20, 2013, \$12,000 had been received in revenue from the Farmers' Market with approximately \$11,000 in expenditures. He stated that barricades were purchased for the Farmer's Market at a cost of approximately \$1,000 and new handicapped parking signs were also purchased.

Mr. Jeffries presented the revenue report for the Farmers' Market that compared to previous years. He stated revenues were up 7% in comparison to January, 2012.

Mr. Jeffries stated billings for the rack card would be mailed out in the near future. He stated that the cards had been out for about a month. He stated that Ms. Foster advised that people were arriving at the Farmers' Market with the rack cards in hand so it had been effective. Mr. Jeffries stated that the Visitors Center had requested additional copies of the rack card.

Mr. Abraham asked how Mr. Jeffries thought the Farmers' Market was doing in general.

Mr. Jeffries stated it was going well. He stated it was busy during this time period since there were many snow birds in the area. He also stated there were several new vendors at the Market.

Ms. Kozinski stated she attended the Market on Saturday and it was crowded.

Mr. Abraham asked Ms. Kozinski if she was seeing any benefit to the street from the Market.

Ms. Kozinski stated that her store numbers were up over last year.

Mr. Jeffries stated that the booth needed to be manned at the Farmers' Market. He stated Ms. Foster must spend time with the vendors so she was not always in the booth. He stated he would contact the Peabody Auditorium to see if some of their volunteers could assist in manning the booth.

5. Riverfront Shops of Daytona Beach Campaign Update

Mr. Jeffries stated he was focusing on the website and pictures from Front Porch Friday would be added to it. He stated the links from the CDB will be corrected to link to the Riverfront Shops website. Mr. Jeffries stated that merchants reported to him they were seeing more people on the street. He stated the e-newsletter will be going out in a couple of weeks. He stated he sent the e-newsletter out early in the month with merchant news then a reminder was sent out prior to Front Porch Friday.

a. **Spring Brighthouse Advertising**

Mr. Jeffries stated that a television commercial was running through Valentine's Day and another was to be run in March and April in conjunction with the Daytona Cubs. He stated it would cost about \$2,000 for advertising for about 4 to 5 weeks in March and April and he requested \$550 to revise the commercial to recognize the Daytona Cubs.

Board Action

Ms. Kozinski made a motion to authorize the expenditure of \$2,000 for advertising and an expenditure of \$550 for production of a joint ad with the Daytona Cubs. Ms. White seconded the motion and it was approved unanimously (4-0).

Mr. Jeffries stated he was working on billboards and Zappi's was interested in jointly doing a billboard. He stated that Lamar Advertising had approached the City about doing billboards and Mr. Jeffries was also going to contact CBS. He stated that a determination will have to be made whether a billboard ad should be placed on I-95 to draw people to Downtown or if one should be placed along ISB to draw attention to Downtown before travelers crossed the bridge.

Ms. Pamela Rudd, Selby Realty, stated that Mr. Jeffries should suggest "top outs" when talking with the billboard companies. She stated the Riverfront Shops logo could be placed on top of an existing billboard which would help with cost.

Mr. Jeffries stated he was working with the News Journal regarding Farmers' Market advertising. He stated a decision will have to be made on whether to continue with the gang page. He stated the merchants did not seem to be interested in continuing the gang page.

Ms. Jennifer Pallai, Gold & Associates, stated there had been 1,449 likes on Facebook. She stated she was working with Mr. Jeffries on street pole banners and palm cards as well as new directory posters. She was also working on the Farmers' Market radio ad as well as advertising with the Daytona Cubs and map pads. She stated she prepared an ad for Bike Week and all events held on Beach Street.

Ms. Kozinski asked if they had a Twitter account.

Mr. Jeffries stated no.

Ms. Pallai stated it could be created to link to the Facebook account.

Ms. Kozinski stated that younger people were using Twitter or Instagram.

Mr. Jeffries stated that merchants meetings would be held the second Tuesday of each month.

6. Farmers' Market Advertising

Mr. Jeffries stated the Farmers' Market budget was approximately \$10,000. To date, \$820 had been spent on the News Journal gang page, \$875 for GO-386, and \$500 to WROD for the Wine Walk. He stated he would like to do more on line with the merchants. He stated he will pursue advertising with Black Crow for radio advertising.

Mr. Abraham stated Holly Hill was trying to activate their Farmers' Market again and asked Mr. Jeffries if there had been any effect on the Daytona Beach Farmers' Market.

Mr. Jeffries stated representatives from the Holly Hill market attempted to recruit some of our vendors to their site.

Mr. Abraham stated the Holly Hill market time does not conflict with the Daytona Beach market but they could take away some of our customers.

Mr. Jeffries stated they offered to put some of our materials at the Holly Hilly market booth and they, in turn, would want to place materials at the Daytona Beach booth. They also asked about printing materials that included information on both markets.

7. Social Media Policy

Mr. Jeffries stated that Ben Gross, Assistant City Attorney, prepared the proposed policy. He stated there would be notification on Facebook that the policy had been adopted and a PDF of the policy would be placed on the webpage. Mr. Jeffries stated that the policy would permit a prompt response to spam on the website.

Board Action

Mr. Hopkins made a motion to adopt the social media policy. Ms. White seconded the motion and it was approved unanimously (4-0).

8. Public Comments

There were no public comments.

9. Board Comments

Ms. Kozinski asked about street parking and the issue of paid parking between Orange Avenue and Magnolia Avenue.

Mr. Abraham stated that was a Redevelopment Board issue.

Mr. Jeffries stated he received a “luke warm” response from the Redevelopment Board when the issue was presented to them but he could reintroduce the subject.

Ms. Kozinski stated there were several merchants’ cars parked on the street.

Mr. Jeffries stated he would take the request back to the Redevelopment Board at their next meeting and stated the issue was discussed at the historic talk at Front Porch Friday. He stated the speaker was Howard Tipton who talked about the 1980’s and redevelopment efforts when he brought the idea of CRA’s to Daytona Beach. He talked about Code Enforcement Downtown and the parking lots in the rear of the businesses and parking meters.

Mr. Abraham stated that Mr. Gibbs supported parking meters but he personally did not believe parking meters were a good idea for Downtown.

Mr. Hopkins asked for the status of the improvements presented at the last meeting.

Mr. Jeffries stated that everything on the list was being addressed.

Mr. Hopkins stated he thought the list was to be prioritized based on funding.

Mr. Jeffries stated all of the items were being pursued since they were feasible to do. He stated Ed Best had been placed under contract regarding the lighting issues and options would be reviewed.

Mr. Abraham stated the DDA’s list was presented to the Redevelopment Board at their last meeting. He stated action was deferred until cost estimates were received. He stated improvements would be funded by the CRA.

Mr. Jeffries stated the parking lot improvements for the lot behind Zappi’s would be going out for bid as well as the upgrade to the lighting. He stated the bid should be ready in April or May for review by the the CRA.

Mr. Abraham asked if there were any training sessions scheduled for the Redevelopment Board or orientation for new members.

Mr. Jeffries stated that he and Mr. Berger had met with Ms. Kozinski but she may want to meet with Mr. Jaeger to discuss legal issues.

Mr. Jaeger stated that in the past the Sunshine issue had been discussed with new Board members.

Mr. Jeffries stated he had provided Ms. Kozinski a copy of the Charter and agreements in place with the DDA.

10. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 8:47 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: March 22, 2013

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Monthly Financial Report

The following is the quarterly DDA financial report with expenditures through March 14, 2013.

BUDGET STATUS

| Line Item | Appropriation | Spent to Date As of 3/14/13 | Balance |
|--------------------------|-------------------|--------------------------------|---------------------|
| Contract Services | \$ 1,000 | \$ 593.82 | \$ 406.18 |
| Supplies | \$ 1,500 | \$ 663.21 | \$ 836.79 |
| Care and Subsistence | \$ 400 | \$ 99.71 | \$ 300.29 |
| Professional Memberships | \$ 600 | \$ 420.00 | \$ 180.00 |
| Technical Services | \$ 1,500 | \$ 545.00 | \$ 955.00 |
| Professional Services | \$ 45,600 | \$ 22,800.00 | \$ 22,800.00 |
| Co-op Marketing | \$ 50,000 | \$ 26,330.36 | \$ 23,669.64 |
| Downtown Marketing | \$ 30,100 | \$ 12,644.87 | \$ 17,455.13 |
| Downtown Events | \$ 20,000 | \$ 15,867.00 | \$ 4,133.00 |
| Downtown Holidays | \$ 8,750 | \$ 4,270.00 | \$ 4,480.00 |
| Total | \$ 159,450 | \$ 84,233.97 | \$ 75,216.03 |

Note: Appropriations reflect budget transfers approved at the December 18, 2012 meeting.

Farmers' Market Activities

| Revenues | Projection | Received to Date As of 3/14/13 | | Balance |
|--------------------|------------------|-----------------------------------|--|---------------------|
| Vendor Revenue | \$ 28,800 | \$ 14,874.00 | | \$ 13,926.00 |
| Market Booth Sales | \$ 1,200 | \$ - | | \$ 1,200.00 |
| Total | \$ 30,000 | \$ 14,874.00 | | \$ 15,126.00 |

| Expenses | Appropriation | Spent to Date As of 3/14/12 | | Balance |
|---------------------|------------------|--------------------------------|--|---------------------|
| Market Manager | \$ 14,200 | \$ 6,048.00 | | \$ 8,152.00 |
| Supplies | \$ 1,000 | \$ 1,987.43 | | \$ (987.43) |
| Liability Insurance | \$ 1,265 | \$ 1,101.25 | | \$ 163.75 |
| City Fees | \$ 1,500 | \$ 1,500.00 | | \$ - |
| Marketing | \$ 10,035 | \$ 1,253.50 | | \$ 8,781.50 |
| Market Events | \$ 1,000 | \$ 160.00 | | \$ 840.00 |
| Booth Merchandise | \$ 1,000 | \$ - | | \$ 1,000.00 |
| Total | \$ 30,000 | \$ 12,050.18 | | \$ 17,949.82 |

| | | |
|--------------------|-------------|--------------------|
| Profit/Loss | \$ - | \$ 2,823.82 |
|--------------------|-------------|--------------------|

Farmers' Market Revenue Comparison

| | 2011/12 | | 2012/13 | | % Increase |
|-----------|------------------|----------|------------------|----------|-------------|
| | Revenue | # Spaces | Revenue | # Spaces | |
| October | | | \$ 2,352 | 53 | |
| November | | | \$ 2,428 | 54 | |
| December | | | \$ 2,531 | 55 | |
| January | \$ 2,420 | 55 | \$ 2,592 | 58 | 7.1% |
| February | \$ 2,464 | 56 | \$ 2,575 | 57 | 4.5% |
| March | \$ 2,552 | 58 | | | |
| April | \$ 2,585 | 59 | | | |
| May | \$ 2,424 | 55 | | | |
| June | \$ 2,312 | 49 | | | |
| July | \$ 2,224 | 53 | | | |
| August | \$ 2,229 | 52 | | | |
| September | \$ 2,394 | 56 | | | |
| Total | \$ 21,604 | | \$ 12,478 | | 5.8% |

Merchant Co-Op Marketing

| Revenues | Merchant Commitment | Advertising Trade | Received to Date As of 3/14/13 |
|-----------------------------------|------------------------|-------------------|-----------------------------------|
| In - Room Book Package | \$ 2,500 | \$ - | \$ 2,500.00 |
| Hotel Rack Card Package | \$ 6,000 | \$ - | - |
| In - Room Concierge Book | \$ 12,675 | \$ 2,925 | \$ 5,850.00 |
| Bike Week Guide | \$ 300 | \$ - | - |
| Web Site Feature Listing | \$ 350 | \$ - | \$ 350.00 |
| Web Site Feature Listing - Upsize | \$ 300 | \$ - | \$ 300.00 |
| Total | \$ 22,125 | \$ 2,925 | \$ 9,000.00 |

| Expenses | Cost | Spent to Date As of 3/14/13 |
|-----------------------------|------------------|--------------------------------|
| See Magazine - In Room Book | \$ 16,907 | \$ 16,907.00 |
| Rack Card Distribution | \$ 6,954 | \$ 6,954.00 |
| Brochure Printing | \$ 4,606 | \$ 2,303.36 |
| News Journal Bike Week | \$ 825 | \$ 825.00 |
| News Journal Gang Page | \$ 500 | \$ 332.00 |
| Total | \$ 29,792 | \$ 27,321.36 |

| | |
|--------------------|-------------------|
| Profit/Loss | \$ (7,667) |
|--------------------|-------------------|

IN - ROOM CONCIERGE BOOK

| | |
|------------------------------------|----------------------|
| Concierge Book Space Sales | 11,700.00 |
| Concierge Book Space (Value Trade) | 1,950.00 |
| Farmers' Market Space | 975.00 |
| Total Revenue | 14,625.00 |
| Expenses - See Magazine | 16,907.00 |
| Loss | \$ (2,282.00) |

RACK CARD

| | |
|------------------------|----------------------|
| Hotel Rack Card Spaces | 6,000.00 |
| Total Revenue | 6,000.00 |
| Brochure Printing | 4,606.00 |
| Rack Card Distribution | 6,954.00 |
| Total Expenses | 11,560.00 |
| Loss | \$ (5,560.00) |



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MEMORANDUM

DATE: March 20, 2013

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Riverfront Shops of Daytona Beach Campaign & Funding Requests

The Riverfront Shops of Daytona Beach campaign continues to build momentum. The focus of the campaign is TV advertising and online advertising (Google SEM and Facebook) to drive customers to the Riverfront Shops web site and Facebook page. The campaign also continues to support the marketing of the Front Porch Friday and Riverfront Market monthly events in Downtown through e-newsletter blasts, Website news content, and Facebook postings. Included in the Board packet is a memo from Gold & Associates (Gold) regarding the campaign status.

The following advertising efforts require DDA approval.

- Beach Channel: \$900 for 6 months of advertising to promote Riverfront Shops of Daytona Beach to tourists in selected area hotels. The Beach Channel will run the 30 second ad every hour on the channel. In addition, 15 second ads could be run leading up to selected Downtown events.

The DDA has \$30,100 budgeted in the Downtown Marketing line item for Fiscal Year 2012/13. The following items have been approved previously:

| | | |
|-------------------------------|--------|------------|
| Gold Web Development Contract | 1,000 | Prior FY |
| SEM / Google Word ads | 3,000 | 10/23/2012 |
| Facebook Advertising | 6,000 | 10/23/2012 |
| Brighthouse - Fall TV ads | 2,125 | 10/23/2012 |
| Fall TV ads - Production | 1,100 | 10/23/2012 |
| Brighthouse - Holiday TV ads | 2,500 | 10/23/2012 |
| Holiday TV ad - Production | 550 | 10/23/2012 |
| Jan / Fed Advertising | 2,000 | 12/18/2012 |
| Mar / Apr Advertising | 2,000 | 2/26/2013 |
| | 20,275 | |

There is \$9,825 available in the Downtown Marketing line item for FY 2012/13.

GOLD MARKETING UPDATE FOR THE DDA

Prepared by GOLD • Thursday, March 21, 2013

FEBRUARY-MARCH PROJECT UPDATES

- **STRATEGIC MARKETING PLAN**
 - Updated the week of March 18th.
- **MATERIALS UPDATED**
 - Website: Updates are ongoing. Make calendar of events updates and added press releases as they are received from client. Programmed the online guest survey for testing. Awaiting client approval;
 - Facebook: Making ongoing posts and events updates as information is received from the client; *1,641 fans as of March 21st. A 12.6% increase from February.*)
 - E-Newsletter: Distributed latest consumer e-newsletter 3/15 to 1,401 visitors and prospects;
 - Generic Street Pole Banners: Revised banner copy and layouts. Awaiting client approval;
 - Palm Card: Revised layout 3/7 and sent to the printer;
 - Directory Posters: Prepared new layouts 3/7 and sent to the printer;
 - Cubs Program Ad: Prepared a B&W program ad 3/5 and sent to the Cubs for publishing;
 - Map Pad: Updated listings. Will upload to website once approved.
- **PUBLIC/COMMUNITY RELATIONS** — Provided ongoing marketing support for the Farmers' Market, Riverfront Market, and Front Porch Friday events.
- **TELEVISION MEDIA** — Client secured the next television run dates.
- **MEDIA RELATIONS** — Responded to media reps. regarding opportunities on an ongoing basis. Provide ongoing input on TV buys and others.

GOLD MARKETING UPDATE FOR THE DDA

Prepared by GOLD • Thursday, March 21, 2013

FEBRUARY-MARCH PROJECT UPDATES

- **WEBSITE VISITATION** — The following are the website statistics for February–March:
 - Total Monthly Visitors: — 2,001 (*9,064 to date*)
 - Total Unique (First-Time) Monthly Visitors: — 1,786 (*7,775 to date*)
 - Total Search Engine Referral: — Google (*Ask, Bing, AOL*)
 - Top Referrer: — codb.us (*daytonabeach.com, Facebook*)
 - Top Domestic Visitation: — Florida (*California, Georgia*)
 - International Visitation: — Canada (*Germany, Brazil*)
 - Florida Visitation: — Daytona Beach (*Ormond, Port Orange, Jacksonville*)
 - Pages Visited: — Homepage (*Farmers' Market, Directory, Photo Gallery, Shops, FFFF*)
 - Mobile Devices: — iPad, iPhone
 - Demographics:
 - Female: 62%
 - Age: 35-54 39%
 - No children in household: 65%
 - College education/grad school: 59%
 - Ethnicity: Caucasian 86%



To: Jason
March 19th, 2013

The following is a proposal of what the Beach Channel will do for the downtown merchant association. The Beach Channel is currently carried in approximately 10,000 hotel rooms. Due to the fact we have an existing relationship with the City, and our willingness to help areas of our city that we feel are extremely important as it relates to our tourism, this is what we will provide.

*The Association will provide us with a 30 second spot that we will run inside our 60 minute programming. The spot will run a minimum of 720 times per month as it appears every hour on the hour-non stop.

*The cost on this will be \$150 a month. Enclosed is a rate card which shows normal cost of this to be \$395 per month.

*In addition, during any special events on Beach Street, if the association wants to provide us with 15 second spots promoting that event in a given month, we will run this during this month at no charge.

Mike Green
Beach Channel TV



Rate Card Agreement

_____ Plan A (Annual)
1 - 30 Second Ad (min. of 720x per month) \$395 per month

_____ Plan B (monthly)
1 - 30 Second Ad (min. of 720x per month) \$595 per month

One Time Production Charge \$ _____

Annual agreement will continue from month to month after initial year. Advertiser agrees to notify The Beach Channel in writing no less than 7 days prior to end of month if advertiser desires not to continue into next month.

Company Name _____

Billing Address _____

Accepted by Beach Channel: Mike Green
Kenney Broadcasting Corp. PO Box 291992-Pt Orange, FL. 32129-1992

X _____ (company rep)

Date: _____ Start Date _____



PROPERTIES THAT CARRY THE BEACH CHANNEL

| <u>Hotel/name</u> | <u>City</u> | <u>Rooms</u> |
|-------------------|---------------|--------------|
| The Cove | Ormond Beach | 54 |
| The Cove 2 | Ormond Beach | 48 |
| Royal Floridian | Ormond Beach | 111 |
| Plantation Island | Ormond Beach | 70 |
| Ivanhoe | Ormond Beach | 147 |
| Maverick | Ormond Beach | 126 |
| Comfort Inn | Ormond Beach | 47 |
| Tropic Sun Towers | Ormond Beach | 84 |
| Casa Del Mar | Ormond Beach | 151 |
| Makai Beach | Ormond Beach | 90 |
| Coral Beach | Ormond Beach | 97 |
| Georgian Inn | Ormond Beach | 104 |
| Ocean East | Ormond Beach | 114 |
| Daytona Resort | Daytona Beach | 383 |
| Bermuda House | Daytona Beach | 143 |
| La Playa | Daytona Beach | 266 |
| Grand Seas | Daytona Beach | 160 |
| Tropical Winds | Daytona Beach | 94 |
| Americano | Daytona Beach | 199 |
| Ocean Sands | Daytona Beach | 94 |
| Ocean Shore | Daytona Beach | 115 |
| Holiday Inn | Daytona Beach | 123 |
| Plaza Club | Daytona Beach | 206 |
| Plaza Resort | Daytona Beach | 322 |
| Daytona Regency | Daytona Beach | 81 |
| Ocean Walk 1 & 2 | Daytona Beach | 662 |
| Hilton | Daytona Beach | 742 |

| | | |
|--------------------|---------------|-----|
| Best Western | Daytona Beach | 112 |
| Daytona Inn | Daytona Beach | 149 |
| Boardwalk Inn | Daytona Beach | 100 |
| Fountain Inn | Daytona Beach | 129 |
| Harbour Resort | Daytona Beach | 157 |
| Oceans Jewels | Daytona Beach | 198 |
| Silver Beach | Daytona Beach | 173 |
| Inn on the Beach | Daytona Beach | 195 |
| Residence Inn | Daytona Beach | 122 |
| Comfort Inn | Daytona Beach | 77 |
| | | |
| Daytona Beach Club | Shores | 76 |
| Oceanside Inn | Shores | 192 |
| Bahama House | Shores | 95 |
| Castaways | Shores | 153 |
| El Caribe | Shores | 157 |
| Perrys | Shores | 205 |
| Best Western | Shores | 132 |
| Tropical Manor | Shores | 41 |
| Hawaiian Inn | Shores | 208 |
| Quality Inn | Shores | 110 |
| Sun Viking | Shores | 91 |
| Shores Resort | Shores | 215 |
| Tropic Shores | Shores | 80 |
| Hampton Inn | Shores | 114 |
| Seagarden | Shores | 144 |
| Holiday Inn | Shores | 193 |
| Palm Plaza | Shores | 98 |
| Beachside | Shores | 32 |
| Pirates Cove | Shores | 172 |
| | | |
| Holiday Inn | New Smyrna | 105 |
| Pelican | New Smyrna | 122 |



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MEMORANDUM

DATE: March 21, 2013

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Merchant Co-op Program

Based on the performance of the merchant co-op program, staff is proposing the following changes to the program pricing structure for next year. See Coastal Media would like to start promoting the In-Concierge Book merchant participation for new edition to be printed this fall.

Proposed Merchant Co-op Programs:

Website Merchant Feature Ad

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

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

In Room Concierge Book (Prints Fall 2013)

Full-color spreads will run in the annual edition of this hard bound book which is placed in Volusia County area hotels. All dining establishments will be listed for free, following 4 to 6 pages (depending on merchant participation) of photographs and editorial copy describing the Riverfront Shops of Daytona Beach area.

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

Hotel Rack Card (Reprints Fall 2013)

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

- Opportunity for 12 merchant feature ads (maximum 1 space per merchant)
- \$650 per space (Annual)

Merchant Co-op Program Cost Estimates

| In Room Concierge Book | | |
|-------------------------------|--------------|--------------------------|
| <i>Revenue</i> | | |
| Space Ad Sales (16 Spaces) | 15,600 | \$975 per space (annual) |
| <i>Total Revenue</i> | 15,600 | |
| <i>Expenses</i> | | |
| 4 Page Downtown Section | 16,907 | 3,917 per page |
| Net Cost to DDA | 1,307 | |

| Hotel Rack Brochure | | |
|----------------------------|---------------|--------------------------|
| <i>Revenue</i> | | |
| Space Ad Sales (12 Spaces) | 7,800 | \$650 per space (annual) |
| <i>Total Revenue</i> | 7,800 | |
| <i>Expenses</i> | | |
| Rack Brochure Distribution | 6,955 | |
| Rack Card Printing | 4,610 | 60,000 Printing |
| <i>Total Expenses</i> | 11,565 | |
| Net Cost to DDA | 3,765 | |

Downtown Development Authority “Riverfront Shops of Daytona Beach” Co-Op

Proposal Prepared for: Jason Jefferies, Project Manager for City of Daytona Beach 2-14-13

SEE Daytona Beach, destination brand ad: \$859 X 12 \$10,308 net for full page

400,000 copies, 385 distribution locations. Reach hotel, motel, timeshare, visitor centers, Chambers of Commerce, Airport and select Publix stores. Includes: Full page in Shopping section and 1/3 page destination map in the map spread. Ad design to be provided by Gold.

In-Room Concierge options include:

- 10,000 copies Daytona Beach area; over 110 Properties
- 6,000 copies St. Augustine area included as value added; over 80 Properties
- Ad layout, design and any editorial is provided by Gold (Printed data listings NOT INCLUDED in the PLANS)
- All advertisers would receive a web data listing with links to their web site
- DDA would receive 3 web ads, ½ page vertical, button and skyscraper that would link to a DDA web data listing, and link to your new website.
- DDA would provide a reciprocal link on the new DDA website to www.SEE-DaytonaBeach.com

PLAN A: **\$23,145 net Cost for a 6 page** insert in the In-Room Concierge.....all creative supplied by Gold and Assoc.

PLAN B: **\$21,134 net Cost for a 5 page** insert in the In-Room Concierge.....all creative supplied by Gold and Assoc.

PLAN C: **\$16,907 net Cost for a 4 page** insert in the In-Room Concierge.....all creative supplied by Gold and Assoc.

Presented by: Ann Licate, Marketing Executive Ann@SEECostalMedia.com 386- 275-7126 AND
Deb Smith, Publisher Deb.Smith@SEECostalMedia.com 386-562-2213



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MEMORANDUM

DATE: March 21, 2013

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Parking Meters

At the February meeting, the Downtown/ Ballough Road Redevelopment Board discussed the installation of parking meters in the 200 block (Orange Ave. to Magnolia Ave.) of South Beach Street as a method to resolve short-term parking issues on the block. Staff is developing a proposal for the Redevelopment Board to consider at their next meeting. Staff would like the DDA to discuss potential involvement of the Riverfront Shops of Daytona Beach marketing campaign in the implementation of the parking meters, if the installation is approved by the City Commission.