



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, May 28, 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.

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1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes: April 23, 2013 Meeting**
4. **DDA Monthly Financial Report**
5. **FY 2011/12 DDA CAFER**
6. **Discussion: FY 2013/14 Proposed Budget**
7. **Riverfront Shops of Daytona Beach Campaign**
  - a. **June / July Brighthouse Advertising**
8. **Bike Week Activities in Downtown**
9. **Downtown Project Updates**
10. **Public Comments**
11. **Board Comments**
12. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
Tuesday, April 23, 2013**

The regular meeting of the Downtown Development Authority was held Tuesday, April 23, 2013, at 8:00 a.m. in Conference Room 116, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

**Board Members**

Mr. Robert Abraham, Chairman  
Mr. Joseph H. Hopkins  
Ms. Tammy Kozinski  
Ms. Sheryl Cook

**Board Members Absent**

Ms. Kelly White

**Staff Members Present**

Mr. Jason Jeffries, Redevelopment Project Manager  
Mr. Bob Jagger, Deputy City Attorney  
Ms. Noeleen Foster, Farmers' Market Manager  
Ms. Jeanne Tolley, Redevelopment Technician  
Ms. Becky Groom, Board Secretary

**1. Call to Order**

Mr. Abraham called the meeting to order at 8:00 a.m.

**2. Roll Call**

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

**3. Approval of Minutes: March 26, 2013**

Mr. Hopkins made a motion to approve the minutes of March 26, 2013. Ms. Kozinski seconded the motion and it was approved unanimously (4-0).

**4. DDA Monthly Financial Report**

Mr. Jeffries presented the Monthly Financial Report and stated the Farmers' Market had received to date \$15,683 with expenditures of \$15,400. He stated he expected revenues for the year would come in above what was budgeted.

Mr. Jeffries stated everything had been billed to the merchants for the merchant co-op program. He stated the hotel rack cards were sent out last week and the charge for the cards was \$500. He stated the concierge books had been out for several months and two merchants had not paid. Mr. Jeffries stated he had talked to the two merchants personally regarding the payments and a past-due notice had been mailed from the City. He stated that should the bills go to collections, the collection agency would retain 17% of what was collected. Mr. Jeffries stated the two businesses who had not paid were Zahn's Flowers and The Roar.

Ms. Cook asked the amounts owed.

Mr. Jeffries stated Zahns owed \$1,125 and The Roar owed \$1,950 because they paid for two spaces in the book.

Mr. Abraham stated that was money the DDA already spent.

Ms. Cook stated the report reflected an extra amount was spent for supplies and asked the purpose.

Mr. Jeffries stated that expenditure was for an additional tent and barricades.

Mr. Abraham asked if Mr. Jeffries' projection of the increase in revenue was due to the summer activity being higher than last year.

Mr. Jeffries stated he projected \$31,000 would be collected in vendor revenue.

## **5. Farmers' Market Update**

Ms. Foster stated she conducted a survey in conjunction with an Earth Day promotion this past weekend. She stated handicapped parking signs had been installed. Ms. Foster stated the vendors were happy with the advertising.

Ms. Foster stated she would be meeting with a prospective vendor who supplied fresh meat which she felt would be a positive addition to the Market.

Ms. Cook stated she thought there were issues with the electric at the Market and asked if the rent would be increased to cover electric costs should the meat vendor rent a space at the Market.

Ms. Foster stated if the meat vendor required electricity, she would have to delay permitting them to operate due to electric concerns. She stated the electricity was at a critical point.

Mr. Abraham stated the report reflected Market booth sales for the year were projected to be \$1,200 and asked for the status of the sales.

Ms. Foster proposed a volunteer at the booth to handle sales. She stated she could not have merchandise at the booth unattended while she was collecting rents.

Ms. Cook stated the volunteer would have to be someone who could be responsible for the money.

Mr. Hopkins stated the Board had talked about the electric needs for several months and he was concerned it had not been addressed. He stated he would like to see an update from Public Works on correcting the electric issues.

Mr. Hopkins asked for the status of the application for the grant for EBT cards. He asked if the use of EBT cards was mentioned in the survey Ms. Foster recently conducted.

Ms. Foster stated no, EBT was not one of the questions.

Mr. Jeffries stated a proposal for an electrical engineer to design upgrades which included the upgrades on Beach Street had not been approved through administration. He stated Public Works had completed maintenance issues as requested. Mr. Jeffries stated the upgrades which would include a new line to the Market were estimated to cost \$20,000 and if additional outlets were installed it would cost an additional \$10,000. He stated City electrical staff had done all they can do and now an electrical engineer must be hired to complete the additional work. Mr. Jeffries stated proposals had been submitted from electrical engineers but they had not been approved. He stated a \$20,000 project would not require City Commission approval.

Mr. Hopkins stated he thought the Board should establish a timeframe to have the electric in place by the fall when it would be busy again. He expressed concern about not being able to support the vendors.

Ms. Foster asked that additional outlets be included because lead cords were all over the Market. She asked that a recommendation be made to the CRA to make sure there was sufficient electricity at the Market.

Mr. Jeffries stated any expenditure over \$25,000 would have to be approved by the CRA.

Ms. Cook stated Ms. Foster would have to tell the meat co-op representative that the Market would not be able to accommodate him due to the lack of electricity.

Ms. Foster stated the current electric service was interrupted at least once a month then vendors had to close their businesses because there was no electric to operate their businesses.

Mr. Abraham asked how the process could be accelerated.

Mr. Jeffries stated the DDA could submit a letter to the City Manager outlining the benefits to the CRA. He stated vendors who required electric were new to the Market and when the license agreement with the DDA was done the electric issue was not anticipated.

Mr. Abraham stated a formal request could be made to improve the electric service since the vendors were the key to the Market's success.

Mr. Jeffries stated the case would have to be made as to why the vendors requiring electricity were critical to the success of the Market.

Ms. Kozinski stated it was her understanding in looking at the Riverfront Plan that the Farmers' Market was to grow into a public market. She stated public markets had vendors that provided meat, dairy, and fish products all requiring electricity for refrigeration. Ms. Kozinski stated that to have the Market move forward, electricity was needed.

Mr. Hopkins suggested the DDA draft a request letter to Paul Wetzel expressing the urgency of the situation.

Ms. Foster asked the letter not only outline the current needs but the needs required for future expansion as well.

Mr. Abraham stated Ms. Foster's request would be incorporated in to the letter as well.

Mr. John Nicholson, 413 N. Grandview Avenue, stated the visual impact of the improvements should be taken into account so that it was an attractive addition rather than a negative one.

### **Board Action**

Mr. Hopkins made a motion to have a letter sent to Paul Wetzel expressing the urgency of the need for electricity upgrades at the Farmers' Market. Ms. Cook seconded the motion and it was approved unanimously (4-0).

Mr. Abraham asked that Mr. Jeffries draft a letter to the City Manager for his signature.

Ms. Foster stated currently there were no grants available to apply for for the EBT card use. She stated she was working on figures for this item and will submit figures to the Board next month.

Ms. Kozinski stated the New Smyrna Beach Farmers' Market had closed.

Ms. Foster stated she was at the New Smyrna Beach Chamber and was informed it had divided into 3 separate markets and was not successful.

a. **Radio Advertising**

Mr. Jagger read into the record a voting conflict form regarding this item, from Mr. Hopkins.

Mr. Jeffries presented three proposals for advertising for the Farmers' Market for the remainder of the year. The advertising would include the News Journal gang page, GO386 and on line and 13 weeks of advertising in the Hometown News. There would also be advertising in the In-Room concierge book and the Hilton concierge map. Radio advertising would be \$500 for AM radio and \$1,500 for additional radio advertising, which would be selected by Gold & Associates.

Ms. Cook asked if the request was for the new advertising in the Hometown news.

Mr. Jeffries stated yes.

Ms. Cook asked if the rack cards would be continued in addition to the request from the Hilton.

Mr. Jeffries stated yes. He stated the Hilton needed to have their own specially produced map, in order to maintain resort status, which would be provided to each guest upon check in.

**Board Action**

Ms. Cook made a motion to approve \$1,500 for additional radio advertising. Ms. Kozinski seconded the motion and it was approved (3-1) with Mr. Hopkins abstaining from the vote.

b. **Hilton Concierge Map Advertising**

**Board Action**

Ms. Cook made a motion to approve the \$700 expenditure for the Hilton Concierge Map. Mr. Hopkins seconded the motion and it was approved unanimously (4-0).

c. **Hometown News Advertising**

**Board Action**

Ms. Kozinski made a motion to approve the expenditure of \$1,365 for advertising in the Hometown News. Ms. Cook seconded the motion and it was approved unanimously (4-0).

**6. Riverfront Shops of Daytona Beach Campaign Update**

Ms. Cook stated that Premo's and Stacy Lipton were still listed on the website and should be removed immediately. She stated the only new business listed is Yours Truly.

Mr. Jeffries stated Curiosity Shop had been listed but Infinite Nutrition may not be. He stated the owner asked to be listed under Health Services since it was a health food store.

Ms. Cook stated the minutes reflected the Cubs were not participating in advertising.

Mr. Jeffries stated they did not participate on the joint television advertising.

Ms. Cook stated the old web site was now linked with the CVB.

Mr. Jeffries stated the Chamber should be linking as well as he had discussed with George Mirabal.

**7. Discussion: Bike Week Activities in Downtown**

Mr. Jeffries stated several merchants would like parking spaces designated for bikes during Bike Week and in order to do that, it must be incorporated into the Bike Week master plan. He stated he would bring the issue up at the next merchants meeting to get consensus from the merchants and report to the DDA Board at the next meeting.

Mr. Jeffries stated one member of the DDA should attend the Chamber Bike Week meetings.

Mr. Hopkins stated he had attended the last meeting.

Ms. Kozinski stated this item was discussed at a previous merchant meeting since merchants on the south end would like more participation in Bike Week.

Mr. Jeffries stated the merchants discussed advertising the Riverfront shops as a dining destination.

Mr. Abraham asked how parking meters will be handled with three motorcycles parking in one space.

Ms. Kozinski stated that was discussed and she had suggested letting motorcycles park for free.

**8. Downtown Project Updates**

Mr. Jeffries stated the parking lots improvements were out to bid and construction will start in June. He stated there was a proposal from Dickens & Associates to do the electric analysis and design for the City Island upgrade and Beach Street issues, such as changing out the light pads and the up lights in the palm trees. Public Works was making sure all maintenance items were corrected before an electrical engineer was hired to design the project.

Mr. Jeffries stated there was a proposal to consolidate all the trash dumpsters and build enclosures and Public Works was laying out the locations. He stated removal of the dumpsters would increase the number of parking spaces.

Ms. Kozinski asked if the dumpster coordination was being discussed with the Department of Restaurants and Hotels and the Health Department. She stated restaurants were required to have their own facility on pavement.

Mr. Abraham asked about ISB.

Mr. Jeffries stated there may be a public meeting in May or June.

Mr. Jeffries stated the wayfinding meeting was scheduled for Thursday. He stated he had provided a list of destinations to the consultant.

Ms. Kozinski asked if the bollard had been replaced on S. Beach Street.

Mr. Jeffries stated no.

Ms. Cook stated that barricades should be placed in that area.

Mr. Jeffries stated he met with an engineering firm to discuss opening Federal Lane. There was concern about the landscaping in that area.

Mr. Jeffries stated there had been discussion at the City Commission level about implementing pieces of the master plan and had suggested implementing the plaza concept at Magnolia Avenue.

**9. Public Comments**

There were no public comments.

**10. Board Comments**

Mr. Hopkins stated there was a representative of Selby Realty in attendance and asked if there had been a trend in leases.

Ms. Pamela Rudd, Selby Realty, 200 E. Granada Blvd., Ormond Beach, stated she received a steady flow of calls and had shown 116 N. Beach Street twice that week and 132 once. She stated she was meeting with a large corporation for 176 N. Beach Street to 180 N. Beach Street. She stated she was working to lease Janice Sayers space on ISB. She stated there was a façade issue on 150 N. Beach Street and condo or residential was being considered for that space.

**11. Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 9:25 a.m.

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Robert Abraham, Chairman

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Becky Groom  
Recording Secretary



# THE CITY OF DAYTONA BEACH

## REDEVELOPMENT DIVISION

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

DATE: May 23, 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 May 17, 2013.

### BUDGET STATUS

#### General Activities

Line Item	Appropriation	Spent to Date As of 5/17/13	Balance
Contract Services	\$ 1,000	\$ 722.61	\$ 277.39
Supplies	\$ 1,500	\$ 1,114.71	\$ 385.29
Care and Subsistence	\$ 400	\$ 107.20	\$ 292.80
Professional Memberships	\$ 600	\$ 420.00	\$ 180.00
Technical Services	\$ 1,500	\$ 545.00	\$ 955.00
Professional Services	\$ 45,600	\$ 30,400.00	\$ 15,200.00
Co-op Marketing	\$ 50,000	\$ 27,155.36	\$ 22,844.64
Downtown Marketing	\$ 30,100	\$ 15,407.71	\$ 14,692.29
Downtown Events	\$ 20,000	\$ 15,867.00	\$ 4,133.00
Downtown Holidays	\$ 8,750	\$ 4,270.00	\$ 4,480.00
<b>Total</b>	<b>\$ 159,450</b>	<b>\$ 96,009.59</b>	<b>\$ 63,440.41</b>

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

## Farmers' Market Activities

Revenues	Projection	Received to Date As of 5/17/13		Balance
Vendor Revenue	\$ 28,800	\$ 20,435.00		\$ 8,365.00
Market Booth Sales	\$ 1,200	\$ -		\$ 1,200.00
Total	<b>\$ 30,000</b>	<b>\$ 20,435.00</b>		<b>\$ 9,565.00</b>

Expenses	Appropriation	Spent to Date As of 5/17/13		Balance
Market Manager	\$ 14,200	\$ 9,342.98		\$ 4,857.02
Supplies	\$ 1,000	\$ 2,191.13		\$ (1,191.13)
Liability Insurance	\$ 1,265	\$ 1,101.25		\$ 163.75
City Fees	\$ 1,500	\$ 1,500.00		\$ -
Marketing	\$ 10,035	\$ 3,248.50		\$ 6,786.50
Market Events	\$ 1,000	\$ 238.00		\$ 762.00
Booth Merchandise	\$ 1,000	\$ -		\$ 1,000.00
Total	<b>\$ 30,000</b>	<b>\$ 17,621.86</b>		<b>\$ 12,378.14</b>

<b>Profit/Loss</b>	<b>\$ -</b>	<b>\$ 2,813.14</b>		
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## Farmers' Market Revenue Comparison

	2011/12		2012/13		% Increase
	Revenue	# Spaces	Revenue	# Spaces	
October			\$ 2,440	53	
November			\$ 2,516	54	
December			\$ 2,619	55	
January	\$ 2,420	55	\$ 2,680	58	10.7%
February	\$ 2,464	56	\$ 2,604	57	5.7%
March	\$ 2,552	58	\$ 2,769	58	8.5%
April	\$ 2,585	59	\$ 2,812	60	8.8%
May	\$ 2,424	55			
June	\$ 2,312	49			
July	\$ 2,224	53			
August	\$ 2,229	52			
September	\$ 2,394	56			
Total	<b>\$ 21,604</b>		<b>\$ 18,440</b>		<b>8.4%</b>

## Merchant Co-Op Marketing

<b>Revenues</b>	<b>Merchant Commitment</b>	<b>Advertising Trade</b>	<b>Received to Date As of 5/17/13</b>
In - Room Book Package	\$ 2,500	\$ -	\$ 2,500.00
Hotel Rack Card Package	\$ 6,000	\$ -	\$ 3,000.00
In - Room Concierge Book	\$ 12,675	\$ 2,925	\$ 6,150.00
Bike Week Guide	\$ 300	\$ -	\$ -
Web Site Feature Listing	\$ 350	\$ -	\$ 350.00
Web Site Feature Listing - Upsize	\$ 300	\$ -	\$ 150.00
Total	<b>\$ 22,125</b>	<b>\$ 2,925</b>	<b>\$ 12,150.00</b>

<b>Expenses</b>	<b>Cost</b>	<b>Spent to Date As of 5/17/13</b>
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	\$ 166.00
Total	<b>\$ 29,792</b>	<b>\$ 27,155.36</b>

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<b>Profit/Loss</b>	<b>\$</b>	<b>(7,667)</b>
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# 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: May 23, 2013

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Review of FY2011-12 DDA Financial Report

Attached are pages of the City of Daytona Beach's Comprehensive Annual Financial Report (CAFR) for the Fiscal Year ending September 30, 2012 that refer to the DDA. The DDA is presented as a component unit of The City of Daytona Beach in the Statement of Net Assets and Statement of Activities. The statements provide the final accounting, through the City's annual audit, of the DDA's financial activity during the fiscal year ending September 30, 2012. The complete CAFR is available on the City's website.

#### BUDGET vs ACTUAL COMPARISON

	ADOPTED BUDGET	ACTUAL
<b>REVENUES</b>		
Property Taxes	101,300	100,937
Interest	200	29
Farmers' Market	19,650	21,490
Intergovernment	<u>31,824</u>	<u>32,058</u>
<b>Total Revenue</b>	<b>\$ 152,974</b>	<b>\$ 154,514</b>
<b>EXPENSES</b>		
General	120,000	110,815
Farmers' Market	19,650	19,933
Intergovernment	<u>31,824</u>	<u>31,824</u>
<b>Total Expenses</b>	<b>\$ 171,474</b>	<b>\$ 162,572</b>
<b>Appropriation of Fund Balance</b>	<b>\$ 18,500</b>	<b>\$ 8,058</b>
<b>Ending Fund Balance</b>	<b>\$ 21,667</b>	<b>\$ 37,887</b>

THE CITY OF DAYTONA BEACH, FLORIDA  
STATEMENT OF ACTIVITIES  
FOR THE FISCAL YEAR ENDED SEPTEMBER 30, 2012

Functions/Programs	Program Revenues			Net (Expense) Revenue and Changes in Net Assets		Component Unit	
	Expenses	Fees, Fines, and Charges for Services	Operating Grants and Contributions	Capital Grants and Contributions	Primary Government		
					Governmental Activities		Business - type Activities
<b>Primary government:</b>							
Governmental activities:							
General government	\$ 8,835,129	\$ 4,041,855	\$ -	\$ 485,540	\$ (4,307,734)	\$ (4,307,734)	
Public safety	51,652,189	2,467,335	894,348	126,011	(48,164,495)	(48,164,495)	
Transportation	8,251,725	294,252	1,578,109	-	(6,379,364)	(6,379,364)	
Economic environment	5,126,426	-	2,492,202	-	(2,634,224)	(2,634,224)	
Human services	126,997	-	-	-	(126,997)	(126,997)	
Leisure services	3,549,279	759,223	4,093	218,487	(2,567,476)	(2,567,476)	
Interest on long-term debt	3,249,039	-	-	-	(3,249,039)	(3,249,039)	
Total governmental activities	80,790,784	7,562,665	4,968,752	830,038	(67,429,329)	(67,429,329)	
Business-type activities:							
Water and sewer system	33,849,033	37,939,832	-	562,846	4,653,645	4,653,645	
Solid waste management	8,641,496	12,794,852	176,025	-	4,329,381	4,329,381	
Stormwater improvement	6,000,169	8,801,460	-	243,678	3,044,969	3,044,969	
Municipal Golf Course	2,167,185	2,020,753	-	-	(146,432)	(146,432)	
Halifax Harbor	3,315,714	3,318,582	105,439	-	108,307	108,307	
Daytona Beach Pier	354,584	157,945	-	-	(196,639)	(196,639)	
Municipal Stadium/Jackie Robinson Ballpark	591,614	271,774	-	-	(319,840)	(319,840)	
Cultural services	2,179,166	1,837,276	-	-	(341,890)	(341,890)	
Florida Tennis Center	647,880	343,713	-	-	(304,167)	(304,167)	
Total business-type activities	57,746,841	67,486,187	281,464	806,524	10,827,334	10,827,334	
Total primary government	\$ 138,537,625	\$ 75,048,852	\$ 5,250,216	\$ 1,636,562	(67,429,329)	(56,601,995)	
Component unit:							
Downtown Development Authority	\$ 162,572	\$ -	\$ -	\$ -	-	(162,572)	
Total component unit	\$ 162,572	\$ -	\$ -	\$ -	-	(162,572)	
General revenues:							
Taxes:							
Property taxes, levied for general purposes					21,511,243	21,511,243	
Local option gas tax					1,706,902	1,706,902	
Public service taxes					9,684,518	9,684,518	
Sales taxes					2,667,778	2,667,778	
Tax increment taxes					2,742,794	2,742,794	
Other taxes					791,942	791,942	
Franchise fees					5,659,848	5,659,848	
Intergovernmental revenues not restricted to specific programs					3,258,944	3,258,944	
Income on investments					245,801	245,801	
Miscellaneous					1,851,888	1,851,888	
Transfers					14,721,158	14,721,158	
Total general revenues and transfers					64,842,816	64,842,816	
Change in net assets					(3,060,139)	(3,060,139)	
Net assets - beginning					60,393,625	60,393,625	
Net assets - ending					\$ 57,807,112	\$ 57,807,112	
					\$ 46,865,776	\$ 46,865,776	
					\$ 104,672,888	\$ 104,672,888	

The accompanying notes are an integral part of the financial statements.

THE CITY OF DAYTONA BEACH, FLORIDA  
STATEMENT OF NET ASSETS  
SEPTEMBER 30, 2012

	Primary Government			Component Unit
	Governmental Activities	Business - Type Activities	Total	
<b>ASSETS</b>				
Equity in pooled cash and investments	\$ 22,385,533	\$ 766,652	\$ 23,152,185	\$ 50,528
Receivables (net)	2,568,650	9,283,392	11,852,042	-
Notes receivable (net)	472,373	898,579	1,370,952	-
Due from other governments	3,903,695	3,824	3,907,519	-
Internal balances	1,179,284	(1,179,284)	-	-
Inventories	825,693	761,372	1,587,065	-
Prepaid items	261,779	75,485	337,264	-
Other assets	790,361	771,622	1,561,983	-
Restricted assets:				
Cash and cash equivalents	4,365,226	20,425,824	24,791,050	-
Capital assets not being depreciated:				
Land	26,933,242	7,019,662	33,952,904	-
Construction in progress	3,635,070	4,153,482	7,788,552	-
Capital assets net of accumulated depreciation:				
Buildings	42,425,946	21,667,016	64,092,962	-
Improvements other than buildings	7,839,253	46,219,345	54,058,598	-
Equipment	5,987,610	36,498,086	42,485,696	-
Infrastructure	22,115,709	-	22,115,709	-
Total assets	<u>145,689,424</u>	<u>147,365,057</u>	<u>293,054,481</u>	<u>50,528</u>
<b>LIABILITIES</b>				
Accounts payable	1,953,622	2,454,252	4,407,874	12,161
Contracts payable	72,907	232,575	305,482	-
Accrued liabilities	810,055	238,353	1,048,408	-
Due to other governments	1,318,090	186,634	1,504,724	-
Deposits	54,540	4,821,406	4,875,946	-
Unearned revenue	1,098,538	629,010	1,727,548	480
Accrued interest payable	302,916	584,415	887,331	-
Long-term liabilities:				
Portion due or payable within one year:				
Claims payable	1,679,000	-	1,679,000	-
Bonds and notes payable	2,936,372	1,097,185	4,033,557	-
Other liabilities	3,601,751	659,427	4,261,178	-
Portion due or payable after one year:				
Claims payable	8,178,000	-	8,178,000	-
Bonds and notes payable	59,489,157	87,137,302	146,626,459	-
Other liabilities	6,387,364	2,458,722	8,846,086	-
Total liabilities	<u>87,882,312</u>	<u>100,499,281</u>	<u>188,381,593</u>	<u>12,641</u>
<b>NET ASSETS</b>				
Invested in capital assets, net of related debt	79,053,315	28,389,516	107,442,831	-
Restricted for:				
Capital projects	1,810,730	4,245,600	6,056,330	-
Debt service	2,996,538	10,940,959	13,937,497	-
Economic environment	5,437,986	-	5,437,986	-
Other purposes	5,609,947	-	5,609,947	-
Unrestricted (deficit)	(37,101,404)	3,289,701	(33,811,703)	37,887
Total net assets	<u>\$ 57,807,112</u>	<u>\$ 46,865,776</u>	<u>\$ 104,672,888</u>	<u>\$ 37,887</u>

The accompanying notes are an integral part of the financial statements.



# THE CITY OF DAYTONA BEACH

## REDEVELOPMENT DIVISION

POST OFFICE BOX 2451  
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PHONE (386) 671-8180  
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### MEMORANDUM

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DATE: May 23, 2013

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

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

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Attached is a preliminary proposed FY2013/14 DDA Budget. The following is a brief overview of how certain DDA marketing functions / efforts are funded:

#### **Professional Fees (\$38,400):**

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

#### **Downtown Marketing (\$25,500):**

- Cable Television Ad Placement & Production Costs
- SEM / Online Advertising
- Social Media Ad Placement

#### **Co-op Marketing (\$28,500):**

(Print advertising offset by revenue from Downtown merchants ads in materials)

- In-room Concierge Book
- Hotel Rack Cards

**Downtown Events (\$17,000):**

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

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

- Web site hosting fees
- iContact e-newsletter fees

**Office Supplies (\$1,500):**

- Printed Material Updates (Map Pads)
- Event Posters in Directory Boxes
- Palm Cards (4x6) promoting Downtown events
- Display Materials (Banners)

## DDA 2013/14 BUDGET

	Adopted 2012/13 Budget	Proposed 2013/14 Budget	Notes
<b>GENERAL DOWNTOWN PROMOTION</b>			
<b>REVENUE</b>			
Ad Valorem Taxes	96,116	94,194	2% Decline in Revenue
Merchant Co-op Program	53,800	28,925	
Interest	100	100	
Appropriation of Fund Balance	9,434	-	
<b>Total Revenue</b>	<b>\$ 159,450</b>	<b>\$ 123,219</b>	
<b>EXPENDITURES</b>			
Contract Services	1,000	1,000	
Office Supplies	1,500	1,500	
Care and Subsistence	400	400	
Professional Memberships	600	600	
Downtown Marketing	30,100	25,500	15% Reduction
Co-op Marketing	50,000	28,500	
Downtown Events	20,000	17,000	15% Reduction
Downtown Holidays	8,750	8,750	
Professional Fees	45,600	38,400	15% Reduction
Technical Services	1,500	1,500	
<b>Total Expenditures</b>	<b>\$ 159,450</b>	<b>\$ 123,150</b>	
<b>GENERAL FUND BALANCE</b>			
Unreserved Fund Balance	\$ 37,887	\$ 28,453	
Appropriation	\$ 9,434	\$ (69)	
Ending Fund Balance	\$ 28,453	\$ 28,522	
% of Ad Valorem Revenue	30%	30%	
<b>FARMERS' MARKET OPERATIONS</b>			
<b>MARKET REVENUE</b>			
Vendor Revenue	28,800	34,000	10% Increase over projected 2013 revenue
Market Booth Sales	1,200	1,200	
<b>Total Revenue</b>	<b>\$ 30,000</b>	<b>\$ 35,200</b>	
<b>MARKET EXPENDITURES</b>			
Market Manager	14,200	14,200	
Manager Supplies	1,000	1,000	
Marketing	10,035	14,235	
Market Events	1,000	2,000	
Insurance	1,265	1,265	
Booth Merchandise	1,000	1,000	
City Fees	1,500	1,500	
<b>Total Expenditures</b>	<b>\$ 30,000</b>	<b>\$ 35,200</b>	



# 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: May 23, 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.

The following advertising efforts require DDA approval.

- Bright House Cable: \$2,000 for about five weeks of advertising to promote Riverfront Shops of Daytona Beach during June and July.

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
Bright House - Fall TV ads	2,125	10/23/2012
Fall TV ads - Production	1,100	10/23/2012
Bright House - Holiday TV ads	2,500	10/23/2012
Holiday TV ad - Production	550	10/23/2012
Jan / Feb Advertising	2,000	12/18/2012
Mar / Apr Advertising	2,000	2/26/2013
Beach Channel	900	3/26/2013

21,175

There is \$8,925 available in the Downtown Marketing line item for FY 2012/13.



# THE CITY OF DAYTONA BEACH

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## MEMORANDUM

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DATE: May 23, 2013

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Downtown Bike Week Activities

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At the last Merchants' Meeting, Downtown's participation in Bike Week was discussed.

### **Past Efforts:**

- Gold & Associates developed advertising materials that promoted Riverfront Shops to the Bike Week participants as a dining destination.
- Ad was placed in the official Bike Week Guide.
- A banner was placed at the corner of ISB and Beach Street.

### **Proposed:**

- Designation of dedicated bike parking on Beach Street in front of restaurants during the event.
- Have a booth at the Harley Davidson event in Riverfront Park. Have coupons and information on Riverfront Shops.
- Provide a welcome package to inform Bike Week vendors about Beach Street shopping and dining.
- Use Riverfront Park for additional motorcycles events.

Staff is requesting a discussion by the DDA about its participation in upcoming Bike Week activities in Downtown, starting with Biketoberfest 2013 and the 2014 Bike Week. Any further participation by Downtown in Bike Week activities will require a formal request to City Commission as part of the Bike Week activities.



# **THE CITY OF DAYTONA BEACH**

## **REDEVELOPMENT DIVISION**

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PHONE (386) 671-8180  
Fax (386) 671-8187

## **MEMORANDUM**

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DATE: January 14, 2013

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Beach Street Streetscape Improvements

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The following is an update on Beach Street Streetscape Improvement projects requested by the DDA.

Staff is requesting a discussion on the proposed colors for the arches. The arches are intended to be an architectural accent to the streetscape design. At the time of the design of the streetscape improvements, the branding colors for Downtown were teal.

Since the construction of the streetscape, there have been various discussions about branding Downtown and updating the colors on the arches. Starting in 2006, the DBPA Design Committee held discussions that resulted in a concept for the streetscape to have a more historic look with the arches being painted black. These concepts were never approved by the DDA or the Downtown Redevelopment Board. In 2011, the DDA, with input from the DBPA and merchants, adopted a new logo for Downtown Daytona Beach.

In 2012, the DDA adopted the Strategic Marketing Plan for Downtown, prepared by Gold & Associates. The plan was developed with input from the merchants through several workshops. This plan, not only identifies marketing strategies for Downtown, but also branded the Downtown retail area as the Riverfront Shops of Daytona Beach. Associated with this branding is information on the brand identity including colors for Downtown. The colors were identified as blue and rich gold to reflect the branding. The branding is not intended to be short-term marketing for Downtown, but a long-term branding.

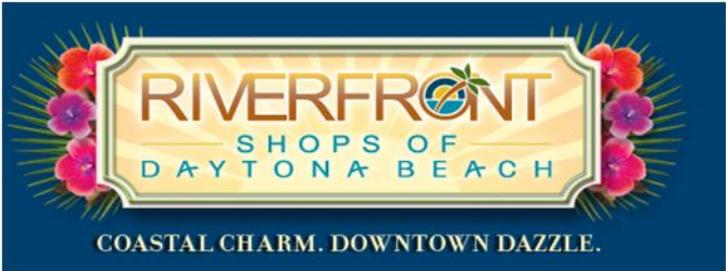
Working with Gold & Associates, the colors in Option 1 were selected to reflect the adopted branding for Downtown. An additional Option is also provided for the DDA to consider.

The pertinent pages of the Downtown Marketing Strategy are attached.

**ADOPTED DOWNTOWN LOGO (2011)**



**ADOPTED RIVERFRONT SHOPS BRANDING (2012)**



<b>Project</b>	<b>Need</b>	<b>Status</b>
<b>Parking Lot Lighting</b>	Improve parking lot safety at night	Bids Received; under review
<b>Center Block Parking Lot Improvements</b>	Improve operational safety and appearance with new landscaping	Bids Received; under review
<b>Repaint Arches and Street Directories</b>	Original paint & clear-coating is beginning to flake and color schemes need to be updated to complement current marketing for Downtown	Contractor selected; work to start June 2013
<b>Replace Pedestrian Light Fixtures</b>	Original fixtures are discolored and resulting in less light on the sidewalk for pedestrians	Dickens & Associates under contract & preparing analysis.
<b>Replace Trash Receptacles</b>	Replace to have one style on the streetscape	Redevelopment Staff preparing cost estimates
<b>Replace Arch Up-lights</b>	Fixtures have water damage and not working	Dickens & Associates under contract & preparing analysis.
<b>Replace Palm Tree Up-lights</b>	Current lights not working; improved lighting and ambiance for Beach Street	Dickens & Associates under contract & preparing analysis.
<b>Install Palm Tree Grates</b>	Base of trees have outgrown original tree area causing pavers to heave	Public Works preparing cost estimates
<b>Directional Sign Program</b>	Improved signage for parking lots and destination in Downtown	Contract approved by City Commission; design under development.
<b>City Island Electrical</b>	Improve electrical capacity for vendors with prepared foods for Saturday Farmers' Market	Proposed estimate received; letter to be submitted by DDA

# **STRATEGIC MARKETING PLAN FOR DOWNTOWN DAYTONA BEACH**

*Presented by GOLD • Wednesday, April 18, 2012*

## **III. MESSAGE STRATEGY** **“Unique Selling Proposition”**

### **OVERALL**

The “Unique Selling Proposition” (*USP*) refers to a marketing statement or concept that describes how a product or service is different or can stand out from all others. The statement should encapsulate the unique benefits that distinguish it as a brand. It must also be strong enough to inspire the intended audiences to take the desired next step (*ranging from seeking more information to immediate trial, depending on the product/service category, or increasing the monetary/time investment required or frequency of purchase*). The idea is to claim a position that no one else can, or has used. To that end, we have created and will use the USP for our retail area to good advantage.

In general, our Unique Selling Proposition is in fact, unique in our catchment area. That in a remarkably beautiful waterfront downtown area, our retailers provide an unequalled heretofore in the local market and soon to be unsurpassed in any other. Four means of expressing this which were evaluated recently by our merchants and steak holders. Each of these USPs represents Downtown Daytona Beach. However, the proposition that was best-liked and resonated the most with our constituents is in our recent guest research study was as follows. And this message will underpin all of our marketing communications efforts:

To convince our target audiences that our historic Beach Street retail area is *Florida’s most unique, most beautiful waterfront shopping, dining and entertainment destination.*

## **IV. BRANDING ELEMENTS**

### **BRAND IMAGE AND PROMISE**

Our Brand Image refers to the thoughts, feelings, attitudes, associations and valuation that constitute consumers’ perception of our retail area’s brand and their relationship with it. The strength of brand’s image is a function of Brand Awareness—the “share of mind” a product or service has achieved. Brand awareness is measured by a constituency’s ability to identify and recall a brand, along with its various marketing elements, tools and tactics.

Our Brand Promise is our retail area’s vision of what the brand must be and what it should accomplish for various constituencies. This promise is the essential commitment that makes a real, compelling and valuable USP possible.

Our promise is that our retail area provides an exceptional guest experience, at our beautiful riverfront locale and through our unique products, personalized guest service, and by personnel that are truly dedicated to the shopping, dining, entertainment, hospitality and destination marketing and management industries.

# **STRATEGIC MARKETING PLAN FOR DOWNTOWN DAYTONA BEACH**

*Presented by GOLD • Wednesday, April 18, 2012*

## **IV. BRANDING ELEMENTS** **(Continued)**

### **BRAND IDENTITY**

Our Brand Identity is the verbal and visual marketing expression of a product, service or organization. It can be presented in many forms, such as its nomenclature, symbol (*or “graphic identity”*) and themeline (*or “slogan”*). Each should reflect—and definitely effect—the personality of our product or service.

It was incumbent upon our DDA Board to establish an effective, brand name (*or “nomenclature”*) for our retail area. Importantly, the effective brand name needed to be:

- DISTINCTIVE — Distinguishing our retail from all other mainstreet or shopping/dining districts;
- PROTECTABLE — Available for registration with the United States Patent & Trademark Office, as well for our domain names;
- MEMORABLE — In order to be effective marketing tools;
- RELEVANT — Suggesting our attributes, assets and benefits that past, present and prospective guests prefer most;
- TRANSLATABLE — Into the dialects and languages of our present and future audiences; and
- PLEASANT SOUNDING — In order to be well-liked and favorably regarded.

We believe that we have successfully accomplished each of these aims with new name, which scored highest by a substantial margin in our recent quantitative research study: ***“Riverfront Shops of Daytona Beach.”*** (*Please note that a great number of our local respondents referred to the area simply as “Daytona.”*)

- OUR SYMBOL — Using the colors, typeface and symbol of water, a palm and sunrise that is a graphic representation of our beautiful location created for DDA, these elements have also been used to create a new design for our new retail area’s name. This design style is also compatible with the downtown retail areas architecture and signage. With this combination of branding elements, our brand identity meets the following criteria:
  - LOGO AND THEMELINE — Create a unique identity distinguished from the competition by strength and meaning;
  - TYPOGRAPHY — Overcomes marketing clutter in general;
  - COLORS — Suggests our tropical waterfront location that is seen as positive among the majority of our guests and prospects; and
  - OVERALL IMAGE — Strongly emphasizes our strength and sense of community pride.

# **STRATEGIC MARKETING PLAN FOR DOWNTOWN DAYTONA BEACH**

*Presented by GOLD • Wednesday, April 18, 2012*

## **IV. BRANDING ELEMENTS** **(Continued)**

### **BRAND IDENTITY**

A product or service's brand recognition and perception is influenced—and largely made possible—by its graphic (*or brand*) identity and visual presentation. This presentation involves typography, symbols, colors and more, which are recommended for “Riverfront shops of Daytona Beach” as follows:

- **OUR MAIN COLORS** — Color has an effect on one's emotions and the way a product or service is perceived. Therefore, it is wise for us to be conscious of what the color used in our marketing program convey:
  - ***Rich Gold:*** This is a color associated with history, nobility and wisdom—all positive qualities that reflect well on our retail area; and
  - ***Blue:*** Blue and Teal are often used in the tourism and destination marketing industry to represent water, and obviously suggests our waterfront location. These colors also evoke a sense of peace and serenity. Freshness, cleanliness and strength have long been associated with these colors too, which is why they are used in product designs for cleaning products, breath mints, et cetera.
- **OUR TYPEFACE** — Our typeface is a distinctive collection of san serif characters. And like our use of color, it makes a profound statement about who we are and what we are like. The type style that is used has been chosen based on its simplicity, legibility and appropriateness for our audiences and message, as well as its reproducibility and practicality.

**STRATEGIC MARKETING PLAN  
FOR DOWNTOWN DAYTONA BEACH**

*Presented by GOLD • Wednesday, April 18, 2012*

**IV. BRANDING ELEMENTS**  
**(Continued)**

RIVERFRONT  
— SHOPS OF —  
DAYTONA BEACH

RIVERFRONT  
SHOPS OF DAYTONA

# **STRATEGIC MARKETING PLAN FOR DOWNTOWN DAYTONA BEACH**

*Presented by GOLD • Wednesday, April 18, 2012*

## **IV. BRANDING ELEMENTS** **(Continued)**

### **SYMBOL**

As a new symbol is critical in order to effectively brand our retail area, it is recommended that a range of new designs be created and evaluated in primary research, along with that which is shown here.

### **BRAND IDENTITY**

Often referred to as “slogans,” themelines are memorable mottos that express a product or service’s brand promise or “Unique Selling Proposition.” The word “slogan” comes from the Anglicization of the Scottish/Irish phrase *sloagh-ghairim*, meaning “army (or war) cry.” The “war cry” for the newly named Riverfront Shops of Daytona emphasizes that ours is a shopping, along with our dining, entertainment and attractions where beauty and uniqueness are valued above all.

In our recently completed quantitative research study, a number of themelines were presented. And the following was preferred most among a statistically significant sample of qualified guest and prospects by a wide margin over all others:

***“Coastal Charm. Downtown Dazzle.”***

## **V. ADVERTISING CAMPAIGN**

Six substantially different campaign layout directions were created and tested in our April 2012 marketing research study, demonstrating various means by which our “Unique Selling Propositions” could be expressed. Each of the campaign approaches used a powerful poster format to communicate with our Beach Street retail area’s target audiences. It was anticipated that the direction selected, if any, would be adapted for all such audiences and media types. The layout that follows was favored by a great majority of the respondents:

# STRATEGIC MARKETING PLAN FOR DOWNTOWN DAYTONA BEACH

*Presented by GOLD • Wednesday, April 18, 2012*

## **V. ADVERTISING CAMPAIGN**



*UNIQUE As You*

Delightfully different dining,  
shopping, entertainment and more  
on Daytona's historic river front.

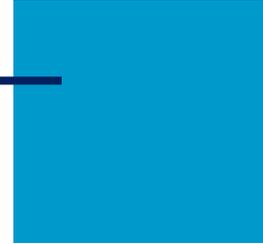
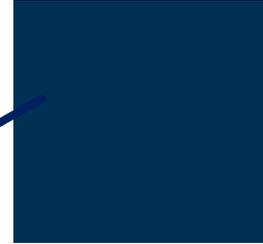
Unmistakable, unforgettable...



**DOWNTOWN**  
DAYTONA BEACH

Beach Street on the Riverfront  
[DaytonaDowntown.com](http://DaytonaDowntown.com)

# ARCH THEME - OPTION 1



# ARCH THEME - OPTION 2

