



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, June 25, 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:**
  - a. **May 28, 2013 Regular Meeting**
  - b. **June 12, 2013 Special Meeting**
4. **DDA Monthly Financial Report**
5. **Adoption of Millage Rate for Fiscal Year 2013/14**
6. **Adoption of Fiscal Year 2013/14 Budget**
7. **Discussion: FY2013/14 Downtown Event Support**
8. **Downtown Project Updates**
9. **Public Comments**
10. **Board Comments**
11. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
Tuesday, May 28, 2013**

The regular meeting of the Downtown Development Authority was held Tuesday, May 28, 2013, 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. Tammy Kozinski

**Board Members Absent**

Ms. Kelly White  
Ms. Sheryl Cook

**Staff Members Present**

Mr. Jason Jeffries, Redevelopment Project Manager  
Mr. Bob Jagger, Deputy City Attorney  
Ms. Jeanne Tolley, Redevelopment Technician  
Ms. Becky Groom, Board 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: April 23, 2013**

Mr. Hopkins made a motion to approve the minutes of the April 23, 2013 Meeting. Ms. Kozinski seconded the motion and it was approved unanimously (3-0).

**4. DDA Monthly Financial Report**

Mr. Jeffries presented the Financial Report reflecting activities through May 17, 2013. He stated the Farmers' Market to date had collected \$20,435 and spent \$17,621.

Mr. Abraham asked if sufficient revenues were projected for the summer to remain on target.

Mr. Jeffries stated he thought revenue for the Farmers' Market for the year would reach \$31,000.

**5. FY 2011/12 DDA CAFR**

Mr. Jeffries presented the CAFR for FY 2011/12 which had recently been finalized by the City and the DDA's finances were audited as part of the City audit. He stated when the budget was planned for FY 2011/12 it was planned to appropriate \$18,500 from Fund Balance. He stated only \$8,000 was appropriated and that was what was expended. Mr. Jeffries stated the ending fund balance was higher than expected. He stated it was planned to end the year with \$21,667 and the actual amount was \$37,887.

**6. Discussion: FY 2013/14 Proposed Budget**

Mr. Jeffries stated the proposed budget. He stated information from the Property Appraiser's Office would be available June 1. Mr. Jeffries stated he had projected a 2% decline in tax revenue and a 15% reduction in activities for the DDA. He asked for feedback from the Board and stated the millage rate would be adopted in June.

Mr. Jeffries state the News Journal co-op was not completed as expected so that figure had been removed from the budget and only the hotel book and the rack card would continue next year.

Mr. Abraham asked what had been collected from the recent billings for the rack cards.

Mr. Jeffries stated about ½ had been collected and the 2 outstanding that were mentioned at last month's meeting.

Mr. Abraham stated Professional Fees were lower and there was no projection of a transfer from reserves.

Mr. Jeffries presented the Board with a copy of an email from Kelly White, who was unable to attend the meeting.

Mr. Jeffries stated the Farmers' Market budget was projected to be \$34,000 for next year. He talked with Ms. Foster and she was interested in placing food vendors in one area of the Market with tables and chairs to create a food court area.

Mr. Abraham stated it seemed the Farmers' Market was going well while others were declining.

Mr. Jeffries stated the DDA taking over the Market and having a dedicated person managing it had been an advantage.

Ms. Kozinski stated Ms. Foster worked well with the vendors and she was very responsive.

Mr. Abraham asked Mr. Jeffries about Ms. Foster's longevity and if she was committed to the job.

Mr. Jeffries stated he thought she was and if she got a full time job, it would not interfere with the Farmers' Market since it was a weekend job.

Mr. Abraham asked if any surplus in the budget would be carried over to the next year.

Mr. Jeffries stated yes and he kept a tabulation on the surplus.

**7. Riverfront Shops of Daytona Beach Campaign**

Mr. Abraham read the email from Kelly White regarding the contract with Gold & Associates.

Mr. Keith Gold stated currently they provided about \$30,000 in pro bono work, including Front Porch Fridays and integrated work on banner ads. He stated he liked the idea of having a cohesive look and feel.

Mr. Abraham asked Mr. Gold if he had any comments on the proposed budget.

Mr. Gold stated he and Mr. Jeffries had not talked about the proposed budget but his firm was committed to the City and wanted to do what it can for the City. He stated he appreciated the City's business and was proud of it.

Mr. Jeffries stated there were 1,989 likes on Facebook and encouraged the businesses to comment on their business at the Riverfront Shops Facebook page.

Ms. Kozinski stated some of the merchants were confused as to what types of information Mr. Jeffries would like to post on the Facebook page. She stated restaurants did not generally have events and asked if he wanted menu items featured.

Mr. Jeffries stated yes. He stated Ivey Lane had posts every day.

Mr. Gold offered to meet with the merchants at their next meeting to discuss the use of the Facebook page.

Mr. Jeffries stated the e-newsletter was sent out twice a month and the second e-newsletter featured the Front Porch Fridays. He stated the June issue would feature the boutique, For the Girls, and other businesses related to weddings.

a. **June/July Brighthouse Advertising**

Mr. Jeffries stated \$2,000 was needed for a Brighthouse television commercial that would run during the months of June and July.

**Board Action**

Mr. Hopkins made a motion to approve the expenditure of \$2,000 for Brighthouse advertising for June and July. Ms. Kozinski seconded the motion and it was approved unanimously (3-0).

**8. Bike Week Activities in Downtown**

Mr. Jeffries stated that at the last merchant's meeting, promoting Riverfront Shops as a dining destination was discussed. He stated two items were discussed that he would like to bring to the Board's attention: designated bike parking in front of restaurants and manning a booth across from Harley Davidson.

Mr. Abraham read Ms. White's comments on this item.

Ms. Kozinski stated that, as a merchant, the south end had a lot to offer and was across from a large park that was not being used which was a big waste.

Ms. Stefanie Mason-Teague, Cinematique, stated thousands of people came into town for Bike Week but did not visit South Beach Street. She stated visitors needed to be directed to the area, possibly using banners. She stated putting information in the booth would be helpful and the booth could be manned by volunteers. She stated activities should be held in Riverfront Park even one of the raffled motorcycles could be staged there.

Ms. Kozinski stated that Southern Rider had approached Zappi's about doing an event in the park for a women's bike ride.

Mr. Abraham stated he thought it would be difficult to visualize South Beach Street turning into a biker hang out since the area was not suited for that but the idea of getting business from bike week visitors was possible. He stated there was a request to close North Beach Street last year and he did not see a problem with that. He stated having dedicated bike parking would be a good thing.

Ms. Kozinski stated the merchants just want to let the bikers know they were welcome.

Mr. Gold asked if there could be special banners made for Bike Week.

Mr. Jeffries stated there would be a cost for producing the banners and a cost for putting the banners up as well as taking them down. He stated the cost would be about \$1,000.

Mr. Jeffries stated he would produce a map that would designate 2 to 3 spaces sporadically along Beach Street for the bike parking in front of restaurants.

Mr. Abraham stated he thought it would be a good idea to man a booth and asked how costly a welcome package would be.

Mr. Jeffries stated some of the existing printed material could be provided to the Chamber to be included in the welcome package.

Mr. Jeffries stated events held at Riverfront Park fall under the purview of the City Commission and there was a fee structure in place for events. He stated Brian was paying the City thousands of dollars for the events in Riverfront Park and he would not be in favor of someone else using the park and not having to pay the fees.

### **Board Action**

Ms. Kozinski made a motion to accept the promotion of Bike Week Activities, including the ad in the Bike Week guide, banner on ISB and Beach Street, designation of bike parking in front of restaurants, manning of a booth at the Harley Davidson event on North Beach Street, and a welcome package for vendors. Mr. Hopkins seconded the motion and it was approved unanimously (3-0).

Mr. Abraham asked if the Board had any comments on the Riverfront Park events.

Ms. Mason-Teague asked if, since someone had events planned for the northern portion of Riverfront Park, he could be asked to move some of the events to South Beach Street.

Mr. Jeffries stated his contract with the City limited activities to north of the News-Journal site.

Mr. Abraham stated maybe they could come up with an event, not a continuing event, but maybe a bike ride that would start or end there to draw people to the area.

Mr. Abraham asked if a merchant wanted to hold an event, why it would have to have City approval.

Mr. Hopkins asked if they were discussing sponsoring an event or supporting it.

Mr. Jeffries stated that he thought the merchants were looking for sponsorship.

Ms. Kozinski stated she thought someone had a contract for the entire Park during Bike Week.

Mr. Jeffries stated the RFP was for the entire park but the final contract was for the area north of the News-Journal site. Any event to be held on the remainder of the Park would have to go through the City permitting process. Mr. Jeffries stated the fees were established by the City Commission and staff did not have the ability to waive those fees.

**9. Downtown Project Updates**

Mr. Jeffries stated presented a memo on Beach Street Streetscape improvements and stated Dickens & Associates was working on the electrical improvements. Only one bid was received for the parking lots and it was over the engineer's estimate so that might delay the project.

Mr. Jeffries stated the colors for re-painting the arches were discussed at the Downtown-Balough Road Redevelopment Board and he proposed updating the colors to coincide with the current marketing plan to match the colors in the Riverfront Shops logo. Mr. Jeffries stated some people at the Redevelopment Board meeting wanted the streetscape to reflect a more historic look and paint the arches black.

Mr. Abraham stated Ms. White indicated in her email she preferred the tan option.

Mr. Gold stated he could have renderings completed that would show the actual color options and provide it to the Board prior to the next meeting.

Mr. Jeffries stated the paint contractor was ready to do the work.

Mr. Abraham asked Mr. Gold what his preference would be on the colors.

Mr. Gold stated he would like to look at the renderings before making a decision but he preferred bright colors.

Mr. Abraham stated that he would prefer to wait for the renderings if that was feasible since it was a major visual item in the Downtown. He stated he also preferred the brighter colors.

Ms. Kozinski stated she felt the option with the light blue had a color that was too close to the sky color and would not show up.

Mr. Jeffries stated the paint product would only last for 7 to 10 years and then the arches would need to be repainted.

Mr. Abraham stated Option 1 was the bright colors but the gold would be more of mustard yellow.

Mr. Hopkins asked for the status of the contract and if a painter had been selected.

Mr. Jeffries stated the bid was for 30 days and he would check to see if they were willing to accept an extension.

Mr. Hopkins stated he was not comfortable with the exhibits and would like to see the renderings. He stated he would be hesitant to endorse it without knowing exactly what it would look like.

Ms. Kozinski stated it would be easier to pick the colors if they could see what the finished product would be. She asked if the renderings could be emailed to the Board.

Mr. Gold stated he could have the renderings completed by Friday and asked Mr. Jeffries if he could poll the Board.

Ms. Kozinski stated they would have to have a special meeting to vote on the item.

Mr. Abraham stated he thought it is important enough that a special meeting should be scheduled. He stated they could either postpone action until the next meeting or schedule a special meeting.

Mr. Jagger stated possibly the City could get an extension on the contract and then a special meeting would not be necessary.

Mr. Hopkins stated he thought it would be to the painter's advantage as well to delay the item until the renderings were available.

### **Board Action**

Mr. Hopkins made a motion to continue the decision of the selection of the paint colors for the arches on Beach Street until the next meeting. Ms. Kozinski seconded the motion and it was approved unanimously (3-0).

Mr. Jeffries stated the Downtown-Balough Redevelopment Board had requested a workshop with the Redevelopment Board and the DDA to conduct training and

to discuss issues each Board was dealing with. He proposed the workshop be held sometime in June.

Ms. Kozinski asked for the status of the letter that was to be written regarding the need for improved electrical service to the Farmers' Market.

Mr. Jeffries stated Ms. Foster had drafted a letter and he had asked for revisions to it before giving it to Mr. Abraham for his signature.

Mr. Abraham stated the letter needed to emphasize that in order to comply with the contract with the City the Market must have the infrastructure support.

Ms. Kozinski stated the vendor that wanted to sell fresh meat at the Market could not come in due to the lack of electricity.

Mr. Jeffries stated the letter needed to point out those types of vendors were important to the success of the Market.

**10. Public Comments**

There were no public comments.

**11. Board Comments**

There were no Board comments.

**11. Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 9:35 a.m.

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Robert Abraham, Chairman

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Becky Groom  
Recording Secretary

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
Tuesday, June 12, 2013**

The regular meeting of the Downtown Development Authority was held Tuesday, June 12, 2013, 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  
Ms. Sheryl Cook  
Mr. Joseph H. Hopkins  
Ms. Tammy Kozinski

**Board Members Absent**

Ms. Kelly White

**Staff Members Present**

Mr. Jason Jeffries, Redevelopment Project Manager  
Mr. Bob Jagger, Deputy City Attorney  
Ms. Jeanne Tolley, Redevelopment Technician

**1. Call to Order**

Mr. Abraham called the meeting to order at 8:15 a.m.

**2. Roll Call**

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

**3 Beach Street Arch Colors**

Mr. Jeffries presented 5 color schemes for the Beach Street arches and asked the Board which one they prefer.

Ms. Cook asked how often the arches will need to be repainted and asked if the darker colors would fade.

Mr. Jeffries stated the type of paint being used would not fade. He stated the paint had been used on the Beachside and had not been bothered by the salt air. Mr. Jeffries stated the current paint was similar to a car paint and had been there for 18-20 years but the new paint would need to be redone every 5-7 years.

Ms. Cook stated she liked scheme Additional A because the orange would match the bricks. She did not like Additional B or Additional C.

Mr. Abraham, Mr. Hopkins and Ms. Kozinski preferred Original B as their first choice and Original A as their second choice.

Ms. Kozinski stated she liked scheme Original A best because of the darker, bold colors and the gold was within the color scheme for Riverfront Shops. She stated it had a classic look and her second choice was Original B.

Mr. Hopkins stated his preference was Original B because it had more permanence and possibly the orange would become dated. He stated the structures should represent more permanence. He stated his second choice was Additional Option A.

Mr. Abraham stated Original A was his first choice, Original B was his second choice and Additional A was his third choice. He stated he liked the blend of colors in Original A and thought it was more durable in visual appeal.

Ms. Kozinski stated she thought 3 colors worked better than 4 colors, as on Additional A.

Ms. Cook stated originally she liked Original A before she got the additional choices.

Mr. Abraham stated he thought Original B looked better on the paper report than it did on the screen in the power point presentation.

Ms. Cook stated she would drop Additional A and have Original B as her first choice because it would go along with the Kress Building and they would not be changing their color. She asked if there was a paint palette for Downtown.

Mr. Jeffries stated he was working on the Land Development Code with updated design standards in all redevelopment areas.

Ms. Kozinski stated that Original A pops away from the buildings and the paint makes the arch a structure that jumps from the building.

Mr. Jeffries stated the stone inserts that were made by Art Crete would remain the sand color and would not be painted.

Mr. Abraham asked if the lattice would match the inserts if they were painted cream.

Mr. Jeffries stated the color would be very close.

Mr. Hopkins stated he would be comfortable with color scheme Original A and stated it would blend well.

Ms. Cook stated her #1 choice was Original A.

Mr. Abraham asked if Gold and Associates had an opinion as it related to marketing.

Mr. Jeffries stated their original opinion was Original A but they thought any of the color schemes would work.

**Board Action**

Ms. Kozinski made a motion to approve the color scheme of Original A. Ms. Cook seconded the motion and it was approved unanimously (4-0).

**4. Public Comments**

There were no public comments.

**5. Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 8:40 a.m.

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Robert Abraham, Chairman

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Jeanne Tolley  
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: June 21, 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 June 17, 2013.

### BUDGET STATUS

Line Item	Appropriation	Spent to Date As of 6/17/13	Balance
Contract Services	\$ 1,000	\$ 787.00	\$ 213.00
Supplies	\$ 1,500	\$ 1,199.09	\$ 300.91
Care and Subsistence	\$ 400	\$ 150.16	\$ 249.84
Professional Memberships	\$ 600	\$ 420.00	\$ 180.00
Technical Services	\$ 1,500	\$ 654.00	\$ 846.00
Professional Services	\$ 45,600	\$ 34,200.00	\$ 11,400.00
Co-op Marketing	\$ 50,000	\$ 27,321.36	\$ 22,678.64
Downtown Marketing	\$ 30,100	\$ 16,519.11	\$ 13,580.89
Downtown Events	\$ 20,000	\$ 16,117.00	\$ 3,883.00
Downtown Holidays	\$ 8,750	\$ 8,540.00	\$ 210.00
<b>Total</b>	<b>\$ 159,450</b>	<b>\$ 105,907.72</b>	<b>\$ 53,542.28</b>

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

## Farmers' Market Activities

Revenues	Projection	Received to Date As of 6/17/13		Balance
Vendor Revenue	\$ 28,800	\$ 23,368.00		\$ 5,432.00
Market Booth Sales	\$ 1,200	\$ -		\$ 1,200.00
Total	<b>\$ 30,000</b>	<b>\$ 23,368.00</b>		<b>\$ 6,632.00</b>

  

Expenses	Appropriation	Spent to Date As of 6/17/13		Balance
Market Manager	\$ 14,200	\$ 10,620.98		\$ 3,579.02
Supplies	\$ 1,000	\$ 2,233.55		\$ (1,233.55)
Liability Insurance	\$ 1,265	\$ 1,101.25		\$ 163.75
City Fees	\$ 1,500	\$ 1,500.00		\$ -
Marketing	\$ 10,035	\$ 5,016.25		\$ 5,018.75
Market Events	\$ 1,000	\$ 238.00		\$ 762.00
Booth Merchandise	\$ 1,000	\$ -		\$ 1,000.00
Total	<b>\$ 30,000</b>	<b>\$ 20,710.03</b>		<b>\$ 9,289.97</b>

  

<b>Profit/Loss</b>	<b>\$ -</b>	<b>\$ 2,657.97</b>
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The Farmers' Market Manager Supplies Budget is currently overspent by \$1,233.55. Currently, staff is projecting the expenses in this line item to total \$3,100. Staff requests a budget transfer of \$2,100 from the following line items:

- \$500 from Booth Merchandise (new budget: \$500)
- \$500 from Market Events (new budget: \$500)
- \$1,100 from Marketing (new budget: \$8,935)

### 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	\$ 2,827	60	9.4%
May	\$ 2,424	55	\$ 2,839	62	17.1%
June	\$ 2,312	49			
July	\$ 2,224	53			
August	\$ 2,229	52			
September	\$ 2,394	56			
Total	<b>\$ 21,604</b>		<b>\$ 21,294</b>		<b>10.3%</b>

### Merchant Co-Op Marketing

<b>Revenues</b>	<b>Merchant Commitment</b>	<b>Advertising Trade</b>	<b>Received to Date As of 6/17/13</b>
In - Room Book Package	\$ 2,500	\$ -	\$ 2,500.00
Hotel Rack Card Package	\$ 6,000	\$ -	\$ 3,675.00
In - Room Concierge Book	\$ 12,675	\$ 2,925	\$ 6,350.00
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>\$ 13,025.00</b>

<b>Expenses</b>	<b>Cost</b>	<b>Spent to Date As of 6/17/13</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>

<b>Profit/Loss</b>	<b>\$ (7,667)</b>
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# The City of Daytona Beach

COMMISSION-MANAGER PLAN  
DAYTONA BEACH, FLORIDA 32115-2451

POST OFFICE BOX 2451  
FINANCE DEPARTMENT

PHONE (386) 671-8063  
FAX (386) 671-3220

MEMO TO: James V. Chisholm, City Manager  
FROM: Patricia Bliss, Chief Financial Officer  
DATE: May 29, 2013  
SUBJECT: Pre-Preliminary Property Tax Assessment

Following is a summary of the pre-preliminary property tax assessment data as provided by the Property Appraiser on May 23, 2013.

	THE CITY OF DAYTONA BEACH	DOWNTOWN DEVELOPMENT AUTHORITY
Current years gross taxable value (includes new construction)	\$ 3,276,595,209	\$ 100,417,684
New construction	\$ 24,916,693	\$ -
Current year adjusted taxable value	\$ 3,251,678,516	\$ 100,417,684
Prior year "FINAL" taxable value	\$ 3,209,359,353	\$ 99,745,913
<b>Increase in taxable value due to re-assessment</b>	<b>\$ 42,319,163</b>	<b>\$ 671,771</b>
Percent increase in:		
Taxable value due to re-assessment	1.32%	0.67%
Current year millage rate (FY 2012-2013)	6.5734	1.00000
<b>Estimated Rolled-back rate (FY 2013-2014)</b>	<b>6.5003</b>	<b>0.9975</b>
Estimated FY 2013-2014 property tax revenue - rolled-back rate (assumes 96% collectability)	\$ 20,446,898	\$ 96,159
Value of 1 mill (net)	\$ 3,145,531	\$ 96,401
General Obligation Bond Millage Rate	0.4483	N/A

If you have any questions both Gale and myself are available at your convenience.

## 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	96,159	Rollback Revenue (.9975 Mill)
Merchant Co-op Program	53,800	30,875	
Interest	100	100	
Appropriation of Fund Balance	9,434	-	
<b>Total Revenue</b>	<b>\$ 159,450</b>	<b>\$ 127,134</b>	
<b>EXPENDITURES</b>			
Contract Services	1,000	1,000	
Office Supplies	1,500	2,500	
Care and Subsistence	400	400	
Professional Memberships	600	600	
Downtown Marketing	30,100	30,500	
Co-op Marketing	50,000	28,500	
Downtown Events	20,000	18,500	
Downtown Holidays	8,750	5,000	
Professional Fees	45,600	38,400	
Technical Services	1,500	1,700	
<b>Total Expenditures</b>	<b>\$ 159,450</b>	<b>\$ 127,100</b>	
<b>GENERAL FUND BALANCE</b>			
Unreserved Fund Balance	\$ 37,887	\$ 28,453	
Appropriation	\$ 9,434	\$ (34)	
Ending Fund Balance	\$ 28,453	\$ 28,487	
% of Ad Valorem Revenue	30%	30%	
<b>FARMERS' MARKET OPERATIONS</b>			
<b>MARKET REVENUE</b>			
Vendor Revenue	28,800	35,750	10% Increase over projected 2013 revenue
Market Booth Sales	1,200	1,200	
<b>Total Revenue</b>	<b>\$ 30,000</b>	<b>\$ 36,950</b>	
<b>MARKET EXPENDITURES</b>			
Market Manager	14,200	16,000	
Manager Supplies	1,000	750	
Marketing	10,035	14,435	
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>\$ 36,950</b>	

## DDA BUDGET DETIAL

Project	Expenses		Notes
	Projected 2012/13	Proposed 2013/14	
<b>DDA OVERHEAD</b>	\$ 2,000	\$ 2,000	
Contract Services	1,012	1,000	
Care and Subsistence	305	400	
Professional Memberships	420	600	
<b>OFFICE SUPPLIES (PRINTING)</b>	\$ 1,500	\$ 2,500	
Event Kiosk Posters	537	540	5 Printings (NOV, JAN, MAR, JUN, SEP)
Event 4x6 Palm Cards	430	400	3 Printings (NOV, JAN, JUN)
Riverfront Shops Cards	130	130	
Brochures / Map Pad Printing	-	1,100	2 Printings (15,000 each)
Bike Week Banner	165	-	
Riveftont Shops Booth	222	-	
	\$ 1,484	\$ 2,170	
<b>Downtown Marketing</b>	\$ 30,100	\$ 30,750	
SEM / Google Word ads	3,000	4,500	
Facebook Advertising	6,000	8,000	
Brighthouse Cable Advertising	11,687	12,000	Oct, Nov / Dec, Jan / Feb, Mar/Apr, Jun/Jul, Sep
Cable Commercial Production	1,146	1,500	Joint Ad with Cubs, Art of Auto Ad, Art Show Ad
Beach Channel	900	1,800	12 Months
	\$ 22,733	\$ 27,800	
<b>Downtown Events</b>	\$ 20,000	\$ 18,500	
Halifax Art Festival	7,500	7,500	Two Day Event (Sat - Sun) Fall
Daytona Beach Film Festival	1,107	-	One Day Event (Sat) Fall
Art of the Automobile	-	4,000	One Day Event (Sat) Spring
Holiday Wine Walk	1,000	500	One Day Event (Sat)
Home for the Holidays	650	1,200	Two Day Event (Fri - Sat) Holidays
Wine & Chocolate Walk	1,500	500	One Day Event (Sat)
Riverfront Market	1,300	-	Monthly Event
Front Porch Friday	3,060	4,500	Monthly Event
	\$ 16,117	\$ 18,200	
<b>Downtown Holidays</b>	\$ 8,750	\$ 5,000	
Street Decorations Lease/Purchase	8,540	-	3 Year Agreement
Purchase Additional	-	1,500	10 Additional
Annual Storage / Install & Removal	-	3,500	
	\$ 8,540	\$ 5,000	
<b>Professional Services</b>	\$ 45,600	\$ 38,400	
Gold & Associates	45,600	?	Monthly Fee
	\$ 45,600	\$ -	
<b>Technical Services</b>	\$ 1,500	\$ 1,700	
Web Hosting	180	180	
Donaim Names	100	200	Two Year Fee Due
Icontact	1,308	1,310	Monthly Fee
	\$ 1,588	\$ 1,690	

## MERCHANT CO-OP PROGRAM

### Merchant Co-op Revenue

Concierge Book Package	5,000	5 Packages
Brochure Package	9,000	12 Packages
In Room Concierge Book	12,675	13 Additional Merchants
Web Site Feature Listings	4,200	12 additional feature listings
	\$ 30,875	

### Merchant Co-op Programs

#### In Room Concierge Book

*Revenue*

Space Ad Sales	17,550	\$975 per space (annual) 18 Spaces
	<i>Total Revenue</i> 17,550	

*Expenses*

4 Page Downtown Section	16,907	3,917 per page
<b>Net Cost to DDA</b>	<b>\$ (643.00)</b>	

#### Hotel Rack Brochure

*Revenue*

Space Ad Sales	7,800	\$650 per space (annual)
	<i>Total Revenue</i> 7,800	

*Expenses*

Rack Brochure Distribution	6,955	
Rack Card Printing	3,400	40,000 Printing
	<i>Total Expenses</i> 10,355	
<b>Net Cost to DDA</b>	<b>\$ 2,555.00</b>	