



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

Wednesday, September 18, 2013 4:00 p.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: August 22, 2013**
4. **DDA Monthly Financial Report**
5. **Gold & Associates Contract**
6. **Riverfront Shops of Daytona Beach Campaign – FY2013/14**
 - a. **1st Quarter FY2013/14 Brighthouse Advertising**
 - b. **Beach Channel Advertising**
 - c. **Online & Social Media Advertising**
 - d. **iContact Email Service Fee**
 - e. **Print Materials**
7. **Proposed FY 2013/14 Downtown Events**
8. **Merchant Co-op Update**
 - a. **In-Room Concierge Book**
 - b. **Daytona Cubs Advertising Trade Agreement**
 - c. **Lamar Outdoor Advertising**
9. **Discussion: Merchant Participation**
10. **Public Comments**
11. **Board Comments**
12. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, August 22, 2013**

The regular meeting of the Downtown Development Authority was held Tuesday, August 22, 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. Tammy Kozinski
Ms. Kelly White
Ms. Sheryl Cook

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 8:10 a.m.

2. Roll Call

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

3. Approval of Minutes: July 23, 2013

Ms. Cook stated there should be a correction on Page 8 of 16. She stated the minutes should read that Mr. Jeffries stated Cook Jewelers and Angell & Phelps have updated the exteriors of their buildings", "not will be updating". Ms. Cook stated there was a typo on Page 3 of 16 in the first paragraph under the Farmers' Market Update. The sentence should read she had been in contact, not bee in contact.

Board Action

Ms. White made a motion to approve the minutes of July 23, 2013 as corrected. Ms. Kozinski seconded the motion and it was approved unanimously (5-0).

4. DDA Monthly Financial Report

Mr. Jeffries presented the budget status report and stated through August 16, 2013, the Farmers' Market had collected \$27,209. He stated there had been a decline in collections during the summer, which was expected. Mr. Jeffries stated approximately \$31,000 was the amount expected to be collected, which was above what was projected.

Ms. Cook stated she thought with two large vendors leaving the Market the revenue projection may be down.

Mr. Jeffries stated Ms. Foster found a replacement for the produce vendor and they would be using multiple spaces.

Ms. Kozinski stated Rocco indicated he will be returning to the Farmers' Market.

Mr. Jeffries stated certified letters were sent to the merchants who had outstanding accounts due the City for the merchant co-op marketing. He stated one paid in full and the other had contacted Mr. Jeffries to make a partial payment this month and the balance next month.

5. Farmers' Market Wholesale Vendors

Mr. Jeffries presented a report from Ms. Foster about additional vendors. He stated she obtained one replacement vendor for produce and currently there were 28 in the Market.

Ms. Foster stated Rocco, with Margherita Farms, may return to the Market.

Mr. Abraham asked how the revenue stream will be affected by the change in the vendors during the coming fiscal year.

Ms. Foster stated the revenue remained steady.

Mr. Jeffries stated the revenue dropped in July and August, which was consistent with the revenue last year.

Mr. Abraham asked if Ms. Foster expected the revenue to increase during the strong season.

Ms. Foster stated she had a lot of people asking to sell at the Market. She stated an individual had contacted her for the second time about selling Bison starting in the fall. She stated there was also interest by a winery to sell in the Market so there was more of a variety of items for sale.

Mr. Abraham asked if the projected revenue in the 2013-14 budget of \$35,750 is realistic.

Ms. Foster stated she thought so.

Ms. Foster stated she had been approached to start a jam session on Saturdays for the Blues Society. She stated it had also been suggested to have master gardeners offer classes on Saturdays.

Mr. Abraham asked if they were utilizing all of the space leased from the City for the Farmers' Market and, if the market expanded, if additional space would need to be leased.

Mr. Jeffries stated the Market was still within the license area. He stated some of the vendors parked their cars in the Market area so if the Market was expanded, the first step would be to relocate those cars.

Ms. Foster stated many of the vendors liked the convenience of being able to park their cars at the selling site and she would like to keep it that way.

Mr. Jagger stated the license agreement extended to Magnolia Avenue and down to the driveway at center field.

Mr. Jeffries stated there was room to grow.

Ms. White stated the revenue projection for next year was \$35,750, and the current year revenue projection was \$28,800.

Mr. Jeffries stated there were two revenue streams, and the one that had not been activated was the booth revenue, which was \$1,200. He stated the stumbling block for the booth revenue was getting volunteers to man the booth for times when Ms. Foster was collecting booth rent and/or meeting with vendors and was away from the booth.

Ms. White asked if there was a plan to raise rates.

Mr. Jeffries stated no.

Ms. Cook asked about the contact made from the winery and asked if alcohol sales were permitted.

Mr. Jagger stated he would check the agreement to determine if it could be permitted.

Mr. Abraham stated if the vendor had a license, they could sell bottles of wine under their license.

6. Riverfront Shops of Daytona Beach Campaign Update

Mr. Jeffries stated currently there were 3,100 Facebook likes. He stated two newsletters were sent out monthly. The first highlighted merchant information and the second highlighted Front Porch Friday.

Mr. Jeffries stated the television commercials would air in September and October to promote the Halifax Art Show.

Mr. Jeffries stated Gold & Associates had prepared a report on how they will promote events on television and radio. He stated he hoped to come back at the September meeting with 3 year contracts with promoters for specific events.

Ms. Kozinski asked for the status of the women's motorcycle ride.

Mr. Jeffries stated he talked with them and they were willing to hold the event with the CRA paying the permit fees but they need to obtain liability insurance for the event, which they were unwilling to do.

Ms. Jennifer Pallai, Gold & Associates, stated the report was included in the Board packet with web stats on the back of the report.

Mr. Jeffries stated there were between 2,000 to 3,000 hits monthly on the web page.

Ms. White stated she was contacted by Eileen from the News Journal and she wanted to start running stores about Downtown. She asked the information be provided to her.

Mr. Jeffries stated a letter would be written from the DDA to outline what they were doing Downtown.

Mr. Jeffries stated he was preparing a report on the events to be held in Downtown, what can be funded, and a comparison of those events to what was offered in New Smyrna Beach and DeLand.

Mr. Abraham asked Mr. Jeffries to review the proposed budget.

Mr. Jeffries stated Contract Services covered the expenses for the secretary to take the minutes of the meeting.

Mr. Jeffries stated Professional Services covered the work done by Gold & Associates, including the e-newsletter, the Facebook page, web site updates, press releases, scripts, graphic work, media buys for events and the Farmers' Market.

Mr. Jeffries stated Technical Services covered the monthly fee for the I-contact for the newsletter, the annual cost for the domain name, and the annual cost for the host web site.

Mr. Jeffries stated the Office Supplies account included printing for the map pads, posters in the directories, and palm cards.

Mr. Jeffries stated Care and Subsistence included the cost for the refreshments at the Board meetings.

Mr. Jeffries stated Professional Members covered the cost of the Florida Redevelopment Association fee for the DDA and fees to the Department of State.

Mr. Jeffries stated Downtown Marketing covered the cost of television advertising and the monthly cost for Google and Facebook advertising.

Mr. Jeffries stated Downtown Events included the additional media buys for events, which will include a lot of radio advertising.

Mr. Jeffries stated Downtown Holidays account covered the holiday decorations which the DDA now owned but there was still a cost for storage and installation each year. He stated he was looking at buying additional decorations.

Mr. Jeffries stated the Co-Op marketing was the cost for the rack cards and the cost for advertising in the in-room hotel book. He stated the costs were offset by revenue from the merchants.

Mr. Jeffries stated the budget included a payment to the CRA. He stated the DDA collected 1 mill of taxable value and any additional revenue must be transferred to the CRA, per State law. Mr. Jeffries stated through an agreement with the CRA, the money was then returned to the DDA.

Mr. Jeffries stated the first budget hearing will be held on September 4 at 6:00 p.m. The next regular meeting of the DDA will be held on September 18 at 5:00 p.m. and the budget hearing will follow at 6:00 p.m.

Mr. Jeffries provided an update on projects. He stated the CRA approved funding for the lighting improvements in the parking lot between Orange Avenue and Magnolia Avenue and the one between Myrtle Lane and ISB.

Mr. Jeffries stated the proposal from Dickens & Associates for the cost of pedestrian lighting should be complete soon. The style of lighting will be similar to what was used on ISB at Bethune-Cookman.

Mr. Jeffries stated there was a manufacturer's defect on the up lights in the palm trees so the existing ones will be refurbished. He stated the manufacturer was willing to do some of the work under the warranty.

Mr. Jeffries stated a proposal was being prepared for the arch lights with a cost between \$150,000 to \$200,000.

Mr. Jeffries stated the palm trees will be replaced along Beach Street since they had become too dangerous for trimming. Public Works recommended they be removed and replaced with another type of tree.

Mr. Jeffries stated the report was being finalized on the directional signage program.

Ms. Kozinski stated when driving down Beach Street and making a right onto Magnolia Avenue, there was a saying there was parking behind the buildings but the signage did not show there was parking on the center block. She stated the sign for parking only pointed to the south block.

Mr. Jeffries stated he would look into the signage Ms. Kozinski mentioned.

Mr. Jeffries stated he had come up with a reasonable improvement cost that would double the power at the City Island. He stated Public Works will place new panels in the islands and the work will be done in 3 to 5 weeks.

Mr. Jeffries stated he will be meeting with the merchants in the south block to discuss parking meters.

Mr. Jeffries stated Federal Alley was on hold by Public Works.

Ms. Kozinski asked why it was put on hold.

Mr. Jeffries stated Public Works thought there were safety concerns if Federal Alley was opened to traffic.

Ms. Cook stated any parking lot had pedestrian/vehicle traffic.

Mr. Abraham asked what could be done about Public Works' recommendation and asked if they had the last word.

Ms. White stated they were traffic people so there was merit to their suggestion.

Mr. Abraham asked Mr. Jagger if the alley can be opened for vehicular traffic.

Ms. Kozinski stated the alley had been open in the past.

Mr. Abraham asked who can override Public Works.

Mr. Jagger suggested someone from Public Works attend a meeting to explain their decision.

Mr. Abraham stated the City Commission would probably not want to override their decision due to liability issues.

Ms. White stated the Board needed more information as to why Public Works came to this decision.

Mr. Abraham asked that someone from Public Works explain the decision.

Mr. John Nicholson, 413 N. Grandview Avenue, stated a similar situation existed on Auditorium Blvd. He stated rubberized bumps were placed on the road so the area could be delineated for pedestrian traffic.

Ms. Cook asked if anything other than the City Island electrical will be done this year and asked about the street lighting.

Mr. Jeffries stated the lighting project had gone out for bid and only one vendor responded and he thought the project will be started in September.

7. Public Comments

Mr. John Nicholson, 413 N. Grandview Avenue, stated when projects were being completed, such as replacing trash cans, that consideration be given to donating the removed items to Percy Williamson so they can be used in park areas.

Mr. Jeffries stated any time City items must be disposed of in accordance with City disposal policies.

8. Board Comments

Ms. Cook asked about the calendar and asked if the first event will be the October 26 Beerfest.

Mr. Jeffries stated the Beerfest was tied in with the Front Porch Friday and the October Front Porch Friday will be more than one day. He stated it will be a weekend long event which will include a car event.

Mr. Jeffries stated there will be an event on Manatee Island on Labor Day.

Ms. Kozinski asked if the Art of the Auto event will be held.

Mr. Jeffries stated the promoter will not do the event this year. He stated he was talking with other promoters about replacement events.

Mr. Abraham stated there will be an event on Manatee Island on August 31 held by the Shriners for screening of children with orthopedic problems. He asked if the City was involved in the event.

Mr. Jeffries stated it may be the event being conducted by the County called Viva Volusia. He stated the event was on the calendar but he was not aware of the special screening.

Mr. Abraham asked that information be distributed on the event.

9. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 9:15 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: September 12, 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 September 12, 2013.

BUDGET STATUS

General Activities

Line Item	Appropriation	Spent to Date As of 9/12/13	Balance
Contract Services	\$ 1,000	\$ 1,010.48	\$ (10.48)
Supplies	\$ 1,500	\$ 1,328.09	\$ 171.91
Care and Subsistence	\$ 400	\$ 234.32	\$ 165.68
Professional Memberships	\$ 600	\$ 420.00	\$ 180.00
Technical Services	\$ 1,500	\$ 1,190.91	\$ 309.09
Professional Services	\$ 45,600	\$ 45,600.00	\$ -
Co-op Marketing	\$ 50,000	\$ 27,321.36	\$ 22,678.64
Downtown Marketing	\$ 30,100	\$ 19,661.29	\$ 10,438.71
Downtown Events	\$ 20,000	\$ 16,117.00	\$ 3,883.00
Downtown Holidays	\$ 8,750	\$ 8,540.00	\$ 210.00
Total	\$ 159,450	\$ 121,423.45	\$ 38,026.55

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

Farmers' Market Activities

Revenues	Projection	Received to Date As of 9/12/13		Balance
Vendor Revenue	\$ 28,800	\$ 28,309.00		\$ 491.00
Market Booth Sales	\$ 1,200	\$ -		\$ 1,200.00
Total	\$ 30,000	\$ 28,309.00		\$ 1,691.00

Expenses	Appropriation	Spent to Date As of 9/12/13		Balance
Market Manager	\$ 14,200	\$ 14,832.98		\$ (632.98)
Supplies	\$ 3,100	\$ 2,327.56		\$ 772.44
Liability Insurance	\$ 1,265	\$ 1,101.25		\$ 163.75
City Fees	\$ 1,500	\$ 1,500.00		\$ -
Marketing	\$ 8,935	\$ 8,641.25		\$ 293.75
Market Events	\$ 500	\$ 238.00		\$ 262.00
Booth Merchandise	\$ 500	\$ -		\$ 500.00
Total	\$ 30,000	\$ 28,641.04		\$ 1,358.96

Profit/Loss	\$ -	\$ (332.04)	
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Note: Appropriations reflect budget transfers approved at the June 25, 2013 meeting.

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	\$ 2,840	62	17.2%
June	\$ 2,312	49	\$ 2,839	59	22.8%
July	\$ 2,224	53	\$ 2,207	46	-0.8%
August	\$ 2,229	52	\$ 2,507	48	12.5%
September	\$ 2,394	56			
Total	\$ 21,604		\$ 28,848		10.7%



Wednesday, September 11, 2013

GOLD
Higher Vision[®]

Marketing

Advertising

Online

Branding

Design

Mr. Jason Jeffries
P.O. Box 2451
Daytona Beach, Florida 32115

Dear Mr. Jeffries:

This letter is to confirm that GOLD & Associates, Inc. agrees to continue providing marketing services to the City of Daytona Beach for your fiscal year October 2013–September 2014 at a reduced amount of \$3,200 per month, which totals \$38,400.

These services will be provided as per the updated Scope of Services document attached, which outlines the maximum number of hours to be expended by our firm on each per month.

Thank you for your business. It is a pleasure to continue to serve the Downtown Development Authority Board and the Riverfront Shops of Daytona Beach.

Sincerely,

Keith D. Gold
President/CEO

Post Office Box 2659

Ponte Vedra, FL 32004

T 904.285.5669

F 904.285.1579

W StrikeGold.com

SCOPE OF SERVICES AGREEMENT FOR THE CITY OF DAYTONA BEACH DDA

Prepared by GOLD • Wednesday, September 11, 2013

Overview

Thank you for the opportunity to continue serving the DDA (*the “client”*) in fiscal year 2013/2014. The following revised Scope of Services is based on those marketing services presently being provided, and endeavoring to meet the client’s reduced budget of \$3,200 per month. Should the client require any additional services, they would be billed at a special blended hourly rate that is lower than what was previously approved for same by the DDA.

Ongoing Services

The following are the ongoing services to be provided by GOLD (*the “agency”*), as well as the maximum number of hours to be expended on each per month.

- **STRATEGIC PLANNING**: Time for the agency to update the Tactical Plan spreadsheet each month, to reflect the input of downtown area merchants, the expenditures approved and media placed by the client. (*Reduced from 2 hours.*).....1 HOUR
- **SOCIAL MEDIA ADVERTISING**: Time for the agency to update and place ongoing social media ads, including all copywriting, design, production and reporting. The client will be responsible for all postings. (*Reduced from 4 hours.*).....3 HOURS
- **PRINT MEDIA ADVERTISING**: Time for the agency to write, design, and produce all merchant gang-page newspaper ads, including merchant ads to be inserted in same as needed. Does not include magazine or program ads if required. (*Reduced from 8 hours.*).....4 HOURS
- **BROADCAST MEDIA ADVERTISING**: Time for the agency to write television end tags, as well as new radio scripts. Does not include broadcast production, which will be estimated. (*Reduced from 4 hours.*).....2 HOURS
- **ONLINE ADVERTISING**: Time for the agency to investigate, write, place and monitor all AdWords, as well as provide effectiveness reports/analytics. Does not include banner ads. (*Reduced from 8 hours.*).....4 HOURS
- **WEBSITE MAINTENANCE**: Client to handle all site maintenance.....N/A
- **E-MARKETING**: Time for the agency to produce one monthly e-newsletter and distribute it to the client’s database. Includes agency copywriting, design and production/programming. Will include Front Porch Friday information when applicable. (*Newsletters and blasts previously provided pro bono.*)4 HOURS

Page 1 of 2

**SCOPE OF SERVICES AGREEMENT
FOR THE CITY OF DAYTONA BEACH DDA**

Prepared by GOLD • Wednesday, September 11, 2013

Ongoing Services (Continued)

- **PRINT MATERIAL UPDATES:** Time for the agency to update the existing rack brochure, map pad, banners, post cards, palm cards and directory posters. Does not include new materials or printing expenses. *(Reduced from 6 hours.)*3 HOURS
- **CLIENT CONSULTATION/COMMUNICATIONS:** Time for the agency to consult with the DDA and its representatives on an ongoing basis regarding these services, including at least one meeting in person per month. *(Reduced from 12 hours.)*.....8 HOURS

Terms & Conditions

MONTHLY AGENCY FEE

The total amount to be billed for these services and hours each month for 12 consecutive months is \$3,200. This equates to an hourly rate just under \$95 each. Additional hours expended will be billed at \$95 each. The monthly fee does not include production expenses, which would be estimated and approved by the client before monies are expended.

NOT INCLUDED

The agency’s monthly fee does not include work requested by other DDA vendors, additional services, materials for special events, or materials for the Farmers’ Market.

COMPETITIVE QUOTES

GOLD will obtain competitive quotes for all production services or expenses, including those from local Daytona area vendors. The DDA’s designated representative must approve such costs in advance.

PLEASE NOTE: *The monthly fee will be invoiced prior to the month of service and due upon receipt. A late fee in the amount of 1.5% will be due on all invoices that are not paid within thirty days of the date of the invoice. For out-of-pocket expenses, fifty percent of the total estimated amount will be billed upon approval and due upon receipt. The final amount will be billed and due upon project completion. Estimates for out-of-pocket costs are valid within 10%. Any additional hours required for agency services will be invoiced monthly at a rate of \$95 each.*

(Name) _____

(Date) _____

(Signature) _____

APPROVED FOR THE CITY OF DAYTONA BEACH/DDA



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: September 12, 2013

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Riverfront Shops of Daytona Beach Campaign & Funding Requests

Attached is the proposed advertising flowchart for 2013/14 Fiscal Year, prepared by Gold & Associates. To continue the Riverfront Shops advertising campaign into the new fiscal year, the following advertising efforts require DDA approval.

- Bright House Cable: total of \$3,600 during the 1st quarter. \$1,200 is proposed for three weeks of advertising in October to promote Riverfront Shops of Daytona Beach and the Halifax Art Show. \$2,400 is proposed for four weeks of advertising in late November and early December to promote Downtown holiday events.
- \$1,100 in production costs related to producing the new commercials with specific tags that mention the Halifax Art Show and Holiday events.
- Beach Channel: \$1,800 for 12 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.
- SEM/ Online Advertising (Google word ads): \$4,500 for annual budget of ad-word clicks on Google search engine to drive customers to the Riverfront Shops website.
- Facebook Advertising: \$8,000 for annual budget of targeted advertising on Facebook to drive customers to the Riverfront Shops Facebook page.

The DDA has \$30,000 budgeted in the Downtown Marketing line item for Fiscal Year 2013/14.

In addition, the DDA is also requested to approve \$1,310 (annual) for iContact to maintain the customer email list and send e-newsletters to the list and \$1,150 for annual costs related to printed materials, such as kiosk event posters, 4x6 event palm cards and Riverfront Shop business cards. The DDA has \$1,700 budgeted in the Technical Services and \$2,500 in the Office Supplies line items for Fiscal Year 2013/14.



AGENDA ITEM: 7

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: September 12, 2013

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: FY 2013/14 DDA Event Funding

This item is a follow-up to last month's discussion regarding DDA funding assistance to Downtown events during the 2013/2014 Fiscal Year.

Under the DDA event criteria, there are two levels of support. Most events occurring in Downtown qualify for basic assistance to be listed on the Downtown event calendar on the Riverfront Shops website and Facebook page. These events will also be promoted in the monthly Riverfront Shops e-newsletter and in press releases.

The following events meet the criteria to be signature Downtown events and are proposed to receive additional funding directed to event specific radio or print advertising.

- Halifax Art Festival: \$8,500
 - \$5,000 Best of Show Award
 - \$1,500 Radio
 - \$2,000 Newspaper
- Bullseye Marketing Event Proposal (See attached): \$10,000

The DDA has \$18,500 budgeted in the Downtown Events line item for Fiscal Year 2013/14.

Based on the discussion at the previous DDA meetings, the City permit fees for the DDA supported events will be requested to be funded by the Downtown CRA.

The Riverfront Shops



Riverfront Shops ROCK in 2014

Downtown Daytona Beach Calendar of Events Current & Proposed Events for 2014

MONTH	CURRENT	PROPOSED EVENTS	MONTH	CURRENT	PROPOSED EVENTS
January			July		
February	Wine & Chocolate Walk (open street)	February 8	August		
March	Bike Week Shamrock Jam	March 21 & 22 Riverfront Music Fest 2-Day Event (open street)	September		September 20 Riverfront Food & Wine Festival (closed street)
April	Halifax Oyster Festival		October	Biketober Fest	October 24 & 25 Daytona Beach Dream Cruise/Riverfront Craft Beer Festival (open street)
May		May 17 Riverfront Cruise-In Car Show (open street)	November	Halifax Art Festival Film Festival	
June		June 14 Parrot Head Festival (open/closed street TBD)	December	Boat Parade	Riverfront Festival of the Season (open street)

Riverfront Shops ROCK in 2014

Wine & Chocolate Walk – 3rd Annual Wine & Chocolate Walk – February 8

(open street event)

- Approximately 700 attendees
- Approximately 20 merchant participants
- Ticketed event
- Small merchant participation fee
- Door prizes for entry form data capturing
- Free gift for first 50 registrants

Event consists of wine and chocolate tasting throughout downtown Daytona Beach at participating merchant establishments. This is a passport event, participants take passport and stroll up and down beach street and stop in businesses to sample wine paired with a sweet treat.



Riverfront Music Fest – 1st Annual – March 21 & 22

(open street event – two-day event)

- Projected attendance 1000 – 2000
- Merchant participation
- Ticketed event
- Small merchant participation fee

Music will be throughout the day at different merchant locations. The Riverfront Music Fest is a two-day event that celebrates all types of music in the heart of Downtown Daytona Beach. Whether you are dining in a local eatery, shopping in a retail store or just taking in the flavor of the festival. It's always fun to come together and spend some time in the riverfront district!

Riverfront Shops ROCK in 2014

Riverfront Cruise-In – May 17

(open street event in the park)

- Projected attendance 2000+
- Free to community
- Free to merchants
- Show awards and door prizes
- Small entry fee

The Riverfront Cruise-In is a downtown car show. Given the unique history and interest in vintage, hot rods and muscle cars in our community together with strong previous response to similar events, this annual event will quickly gain momentum and popularity.



Parrot Head Festival – June 14

(open street event in the park)

- Projected attendance 2000+
- Free to community
- Free to merchants

“Cheese Burger in Paradise” - Everyone loves Jimmy Buffett. Island fun, Jimmy Buffet cover bands, food, vendors, contests and more!

Riverfront Shops ROCK in 2014

Riverfront Food & Wine Festival – September 20

(closed street event)

- Projected attendance 2000+
- Ticket event
- Small merchant fee
- Door prizes for entry form data capture
- Free gift for first 50 registrants

The Riverfront Food & Wine Fest will be a “Treat for all the Senses.” The festival will feature area restaurants showcasing food samplings as well as merchant and restaurant wine tastings. Specialty food trucks and live entertainment as well as award presentation for local student outstanding artwork and much more!



Daytona Beach Dream Cruise & Riverfront Craft Beer Festival

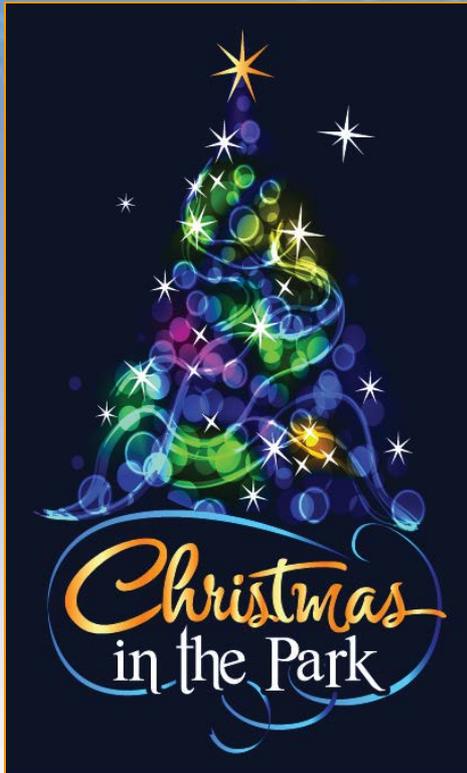
October 24 & 25

(open street event)

- Projected attendance 2000+
- Car show free
- Craft Beer Festival ticketed event
- Vendor opportunities
- Free to merchants

Over 300 hot rods, muscle cars and vintage autos will be displayed in Riverfront Park. This combined event will support the Halifax Humane Society. The Craft Beer Festival will include craft beer samplings, food, and entertainment and more!

Riverfront Shops ROCK in 2014



Riverfront Festival of the Season – December 6

(open street event – in the park)

- Projected attendance 700
- Free to community
- Free to merchants
- Coincide with Daytona Beach's Annual Boat Parade
- Vendor opportunities

This is the beginning of a Holiday Tradition that fills our downtown with joy! Spend your nights and days with us shopping, dining and being merry. Activities include Tree Lighting Ceremony, Christmas Ornament Craft Making for kids, Caroling, South Beach Dance Studio performances, store front window display contest and more!

And To All, A GOOD Year!

Riverfront Shops ROCK in 2014

Event Budget

Fiscal Year Begins: Jan-14

Riverfront 2014 Event Budget

	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Monthly Average	Total	Overview
Budget Total	0	9,700	7,716	366	13,366	9,966	66	66	12,316	7,216	816	5,866	5,622	67,460	
Permits															
Community Event Permits	0	150	150	0	0	0	0	0	0	0	0	0	25	300	
Park Permits	0			0	2,400	1,000	0	0	0	2,400	0	300	610	6,100	
Closed Street Permits	0			0	0	0	0	0	1,500	0	0	0	150	1,500	
MISC	0			0	0	500	0	0	0	0	0	0	50	500	
Permits Total	0	150	150	0	2,400	1,500	0	0	1,500	2,400	0	300	700	8,400	
Marketing															
Radio	0	750	1,000	0	1,000	1,000	0	0	1,500	1,000	0	750	583	7,000	
Brighthouse	0	0	0	0	2,500	0	0	0	2,000	0	0	1,000	458	5,500	
Newspaper	0	750	750	0	1,000	1,000	0	0	1,000	750	0	500	479	5,750	
Signage (banners, directional, yard signs)	0	300	300	0	500	500	0	0	500	300	0	300	225	2,700	
Printed Material (posters, flyers, tickets, etc.)	0	500	1,000	0	1,250	1,250	0	0	1,500	900	0	900	608	7,300	
Market Total	0	2,300	3,050	0	6,250	3,750	0	0	6,500	2,950	0	3,450	2,354	28,250	
Supplies															
Cups	0	400	0	0	0	0	0	0	500	0	0	0	75	900	
Entertainment	0	600	4,000	0	1,000	2,500	0	0	1,000	750	0	500	863	10,350	
Tents, tables, etc.	0	0	0	0	900	900	0	0	1,500	500	0	300	342	4,100	
Wine	0	4,000	0	0	0	0	0	0	0	0	0	0	333	4,000	
Give-a-ways, contests, Awards	0	350	200	0	500	500	0	0	500	0	0	250	192	2,300	
Supplies Total	0	5,350	4,200	0	2,400	3,900	0	0	3,500	1,250	0	1,050	1,804	21,650	
Other															
Insurance	0	350	66	66	66	66	66	66	66	66	66	66	66	1,010	
Personnel	0	300			500	500	0	0	500	300	0	250		2,350	
Creative Charges	0	250	250		250	250	0	0	250	250	0	250		1,750	
Charity	0	1,000		300	1,500	0	0	0	0	0	750	500		4,050	
	0	0							0	0			0	0	
Other Total	0	1,900	316	366	2,316	816	66	66	816	616	816	1,066	763	9,160	



AGENDA ITEM: 8

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: September 12, 2013

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: In-Room Concierge Book Funding

For the past few months, Ann Licate, See Coastal Media, Inc. has been working with staff to identify merchant participants in the In-Room Concierge Book. Based on the participation of five merchants, staff is recommending a two page buy in the In-Room Concierge Book for 2014. See Coastal Media, Inc. has submitted the attached proposal of \$7,715 for the two pages.

Revenue:

Merchant Participation:	\$4,000
Farmers' Market:	\$1,000
Daytona Cubs Trade:	\$2,000
Total:	\$7,000

Expense (In Room Concierge Book): \$7,715

The Daytona Cubs are proposing a trade of advertising value with the DDA, similar to the request last year. The Cubs would place a ½ Page black & white Riverfront Shops of Daytona Beach ad in the game-day program. The Cubs have 70 scheduled home games during a season with an average attendance of 2,346. The game attendance includes fans with similar demographics that are targeted for the Riverfront Shops of Daytona Beach and the Cubs are listed as an attraction for Downtown.

In return the DDA would advertise the Daytona Cubs in the following materials:

- 2 Spaces in In-Room Concierge Book
- Large Feature Ad on the DDA website

The DDA has \$28,500 budgeted in the Merchant Co-op line item for Fiscal Year 2013/14.

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

Proposal Prepared for: Jason Jefferies
Project Manager for City of Daytona Beach
Revised August 23, 2013

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: **\$7715 net Cost for 2 page** insert in the In-Room Concierge
all creative supplied by Gold and Assoc.

PLAN B: **\$12,005 net Cost for 3 page** insert in the In-Room Concierge
all creative supplied by Gold and Assoc.

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

Special Publishers Offer:

Buy the 3 page at \$12,005, SEE Coastal Media will provide the fourth Page at No Additional Cost.

Presented by:

Ann Licate, Marketing Executive Ann@SEECostalMedia.com 386- 275-7126

Deb Smith, Publisher Deb.Smith@SEECostalMedia.com 386-562-2213



AGENDA ITEM: 8c
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: September 12, 2013

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Lamar Outdoor Advertising Funding

Paul Zappitelli, Zappi's Italian Garden Restaurant, is requesting a partnership with the DDA to fund three local, rotating billboards for six months. The billboards are 10.5' x 22.75' and will be located in Ormond Beach and Port Orange. The advertising will rotate to different billboards each month. See the attached map with the location of the boards.

The advertising will feature Zappi's Italian Restaurant, Riverfront Shops of Daytona Beach and Farmers' Market.

Funding Sources:

- PAULZAP, inc: \$3,900
- DDA – Riverfront Shops: \$1,950
- DDA – Farmers' Market: \$1,950

Total cost for six months: \$7,800

The DDA has \$28,500 budgeted in the Merchant Co-op line item and \$14,435 budgeted in the Farmers' Market Advertising line item for Fiscal Year 2013/14.

LAMAR

Zappi's Italian Garden

Map #1





Zappi's Italian Garden

Map Icon	Label	Panel#	TAB ID	Media/Style	Distance	Facing	H x W	*Weekly Impressions	Illum.
	1	40973	347823	Poster / Retro	1.684 mi.	East	10' 6" x 22' 9"	60709	YES
Location: N/S MASON AVE, .2 MI E/O NOVA RD-W/B									
	2	40997	347835	Poster / Retro	1.4027 mi.	East	10' 6" x 22' 9"	44733	YES
Location: S/S MASON AVE 200' E/O LENORA-W/B									
	3	40996	347834	Poster / Retro	1.4027 mi.	West	10' 6" x 22' 9"	60709	YES
Location: S/S MASON AVE 200' E/O LENORA-E/B									
	4	40863	347760	Poster / Retro	4.2533 mi.	North	10' 6" x 22' 9"	86055	YES
Location: W/S N. US1, 230' N/O SEVILLE-S/B									
	5	40864	347761	Poster / Retro	4.2533 mi.	North	10' 6" x 22' 9"	88787	YES
Location: W/S N US 1, 230 N/O SEVILLE-S/B									
	6	40853	347754	Poster / Retro	6.5331 mi.	West	10' 6" x 22' 9"	45481	YES
Location: N/S US 92, 2.5 MILES W/O I-95-E/B									
	7	40843	347744	Poster / Retro	4.2533 mi.	South	10' 6" x 22' 9"	64200	YES
Location: W/S N. US1, 230' N/O SEVILLE-N/B									
	8	40845	347746	Poster / Retro	2.7395 mi.	South	10' 6" x 22' 9"	47381	NO
Location: W/S N. NOVA RD, .1 MI. S/O 10TH ST-N/B									
	9	40846	347747	Poster / Retro	2.7395 mi.	South	10' 6" x 22' 9"	47381	NO
Location: W/S N NOVA RD, .1 MI S/O 10TH ST-N/B									
	10	40847	347748	Poster / Retro	2.7395 mi.	North	10' 6" x 22' 9"	64303	NO
Location: W/S N NOVA RD, .1 MI S/O 10TH ST-S/B									
	11	40848	347749	Poster / Retro	2.7395 mi.	North	10' 6" x 22' 9"	64303	NO
Location: W/S N NOVA RD, .1 MI S/O 10TH ST-S/B									
	12	40960	347814	Poster / Retro	3.2341 mi.	East	10' 6" x 22' 9"	38356	YES
Location: S/S MASON AVE & BILL FRANCE-W/B									
	13	40961	347815	Poster / Retro	3.2341 mi.	West	10' 6" x 22' 9"	52055	YES
Location: S/S MASON AVE & BILL FRANCE-E/B									
	14	40957	347811	Poster / Retro	1.3033 mi.	East	10' 6" x 22' 9"	60709	YES
Location: S/S MASON AVE & SWIFT ST-W/B									



Zappi's Italian Garden

Map Icon	Label	Panel#	TAB ID	Media/Style	Distance	Facing	H x W	*Weekly Impressions	Illum.
	15	40958	347812	Poster / Retro	1.3033 mi.	West	10' 6" x 22' 9"	60709	YES
Location: S/S MASON AVE & SWIFT ST-E/B									
	16	40956	347810	Poster / Retro	1.5754 mi.	West	10' 6" x 22' 9"	60709	YES
Location: S/S MASON AVE, .1 MI W/O EDWARDS-E/B									
	17	40950	347809	Poster / Retro	1.684 mi.	West	10' 6" x 22' 9"	44733	YES
Location: N/S MASON AVE, .2 MI E/O NOVA RD-E/B									
	18	40842	347743	Poster / Retro	4.2533 mi.	South	10' 6" x 22' 9"	65566	YES
Location: W/S N. US1, 230' N/O SEVILLE-N/B									
	19	40824	347729	Poster / Retro	3.8886 mi.	South	10' 6" x 22' 9"	39778	NO
Location: W/S N NOVA RD, 400' N/O FLOMICH-N/B									
	20	40825	347730	Poster / Retro	3.8886 mi.	South	10' 6" x 22' 9"	39778	NO
Location: W/S N NOVA RD, 400' N/O FLOMICH-N/B									
	21	40826	347731	Poster / Retro	3.8886 mi.	North	10' 6" x 22' 9"	53985	NO
Location: W/S N NOVA RD, 400' N/O FLOMICH-S/B									
	22	40827	347732	Poster / Retro	3.8886 mi.	North	10' 6" x 22' 9"	53985	NO
Location: W/S N NOVA RD, 400' N/O FLOMICH-S/B									
	23	40763	347716	Poster / Retro	7.6031 mi.	North	10' 6" x 22' 9"	62200	YES
Location: E/S S US 1 N/O JCT S NOVA RD-S/B									
	24	40764	347717	Poster / Retro	7.6031 mi.	North	10' 6" x 22' 9"	62200	YES
Location: E/S S US 1 N/O JCT S NOVA RD S/B									
	25	40765	347718	Poster / Retro	7.6031 mi.	South	10' 6" x 22' 9"	80859	YES
Location: E/S S US 1 N/O JCT S NOVA RD									
	26	40766	347719	Poster / Retro	7.6031 mi.	South	10' 6" x 22' 9"	82103	YES
Location: E/S S US 1 N/O JCT S NOVA RD N/B									
	27	40767	347720	Poster / Retro	1.5754 mi.	East	10' 6" x 22' 9"	31502	NO
Location: S/S MASON AVE, .1 MI W/O EDWARDS-W/B									
	28	40712	347704	Poster / Retro	1.4996 mi.	West	10' 6" x 22' 9"	60709	YES
Location: S/S MASON AVE 200' E/O FOREST-E/B									



Zappi's Italian Garden

Map Icon	Label	Panel#	TAB ID	Media/Style	Distance	Facing	H x W	*Weekly Impressions	Illum.
	29	40711	347703	Poster / Retro	1.4996 mi.	East	10' 6" x 22' 9"	44733	YES
Location: S/S MASON AVE 200' E/O FOREST-W/B									
	30	40749	347711	Poster / Retro	4.1123 mi.	North	10' 6" x 22' 9"	56485	YES
Location: E/S N NOVA RD, 500' N/O ALABAMA-S/B									
	31	40750	347712	Poster / Retro	4.1123 mi.	South	10' 6" x 22' 9"	76658	YES
Location: E/S N NOVA RD, 500' N/O ALABAMA-N/B									
	32	40591	347681	Poster / Retro	2.5095 mi.	South	10' 6" x 22' 9"	42924	NO
Location: E/S CLYDE MORRIS 650' S/O MASON AVE N/B									
	33	40592	347682	Poster / Retro	2.5095 mi.	North	10' 6" x 22' 9"	31629	NO
Location: E/S CLYDE MORRIS BLVD 650' S/O MASON S/B									
	34	40664	347695	Poster / Retro	4.1123 mi.	North	10' 6" x 22' 9"	56485	YES
Location: E/S N NOVA RD, 500' N/O ALABAMA-S/B									
	35	40665	347696	Poster / Retro	4.1123 mi.	South	10' 6" x 22' 9"	76658	YES
Location: E/S N NOVA RD, 500' N/O ALABAMA-N/B									
	36	40156	0	Poster / Retro	8.1435 mi.	South	10' 6" x 22' 9"	Pending Audit	NO
Location: US-1 ROSE BAY S/O PORT ORANGE									
	37	40160	347624	Poster / Retro	8.2552 mi.	North	10' 6" x 22' 9"	42685	NO
Location: E/S S US 1, 3/10 MILE S/O ROSE BAY BRDG									
	38	40157	347621	Poster / Retro	8.201 mi.	North	10' 6" x 22' 9"	42685	NO
Location: E/S S US 1 1/10 MI S/O ROSE BAY BRDG-S/B									
	39	40159	347623	Poster / Retro	8.2332 mi.	North	10' 6" x 22' 9"	44464	NO
Location: E/S S US 1, 2/10 MILE S/O ROSE BAY BRDG									
	40	40158	347622	Poster / Retro	8.201 mi.	North	10' 6" x 22' 9"	44464	NO
Location: E/S S US 1 1/10 MI S/O ROSE BAY BRDG-S/B									
	41	40161	347625	Poster / Retro	8.2552 mi.	North	10' 6" x 22' 9"	42685	NO
Location: E/S S US 1, 4/10 MILE S/O ROSE BAY BRDG									
	42	40165	347626	Poster / Retro	8.8 mi.	South	10' 6" x 22' 9"	57803	NO
Location: E/S US-1 & SPRUCE CREEK BRIDGE N/B									

*Impression values based on: 18+

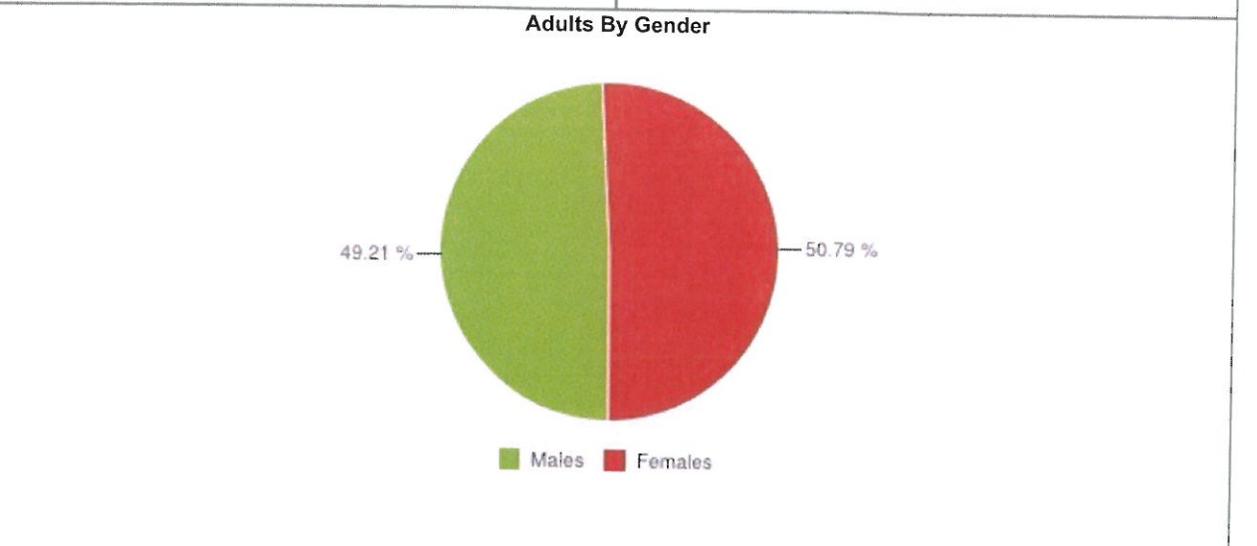
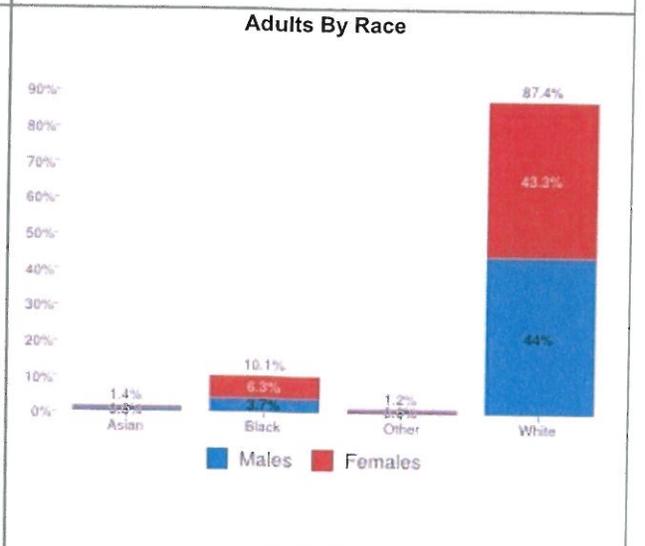
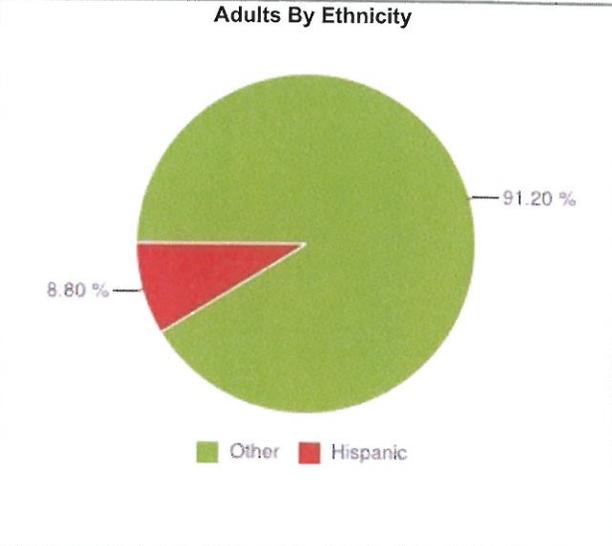
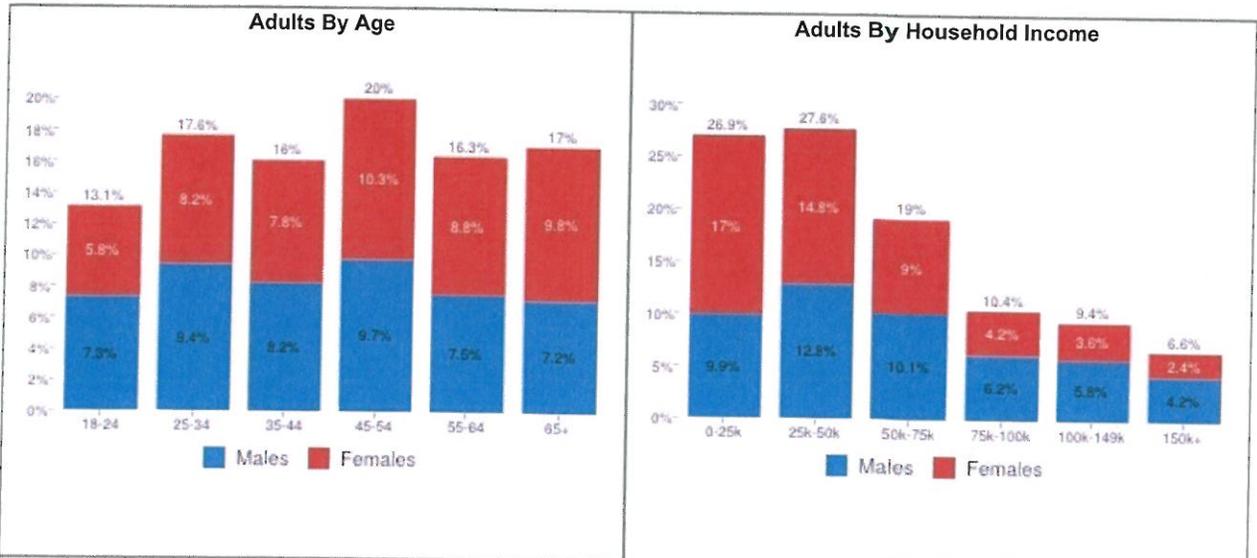


Zappi's Italian Garden

Map Icon	Label	Panel#	TAB ID	Media/Style	Distance	Facing	H x W	*Weekly Impressions	Illum.
	43	40063	347615	Poster / Retro	1.4552 mi.	East	10' 6" x 22' 9"	60709	YES
Location: N/S MASON AVE & CENTER ST-W/B									
	44	60000	0	Poster / Retro	8.1268 mi.	South	10' 6" x 22' 9"	Pending Audit	NO
Location: US 1 S/O HARBOR OAKS									
	45	40005	30446758	Poster / Digital	4.2975 mi.	South	10' 0" x 21' 0"	59667	YES
Location: W/S NOVA RD & GOLF AVE NORTHBOUND-N/B									
	46	12001	30568518	Poster / Retro	4.2975 mi.	North	10' 6" x 22' 9"	76658	NO
Location: N/S NOVA & GOLF AVE S/B									
	47	12013	0	Poster / Retro	1.1723 mi.	South	10' 6" x 22' 9"	Pending Audit	YES
Location: W/S US1 2200' S/O MASON AVE									
Total Weekly Impressions: 2481370									



Zappi's Italian Garden



These charts indicate the demographic breakdown of your proposed panels within your Lamar out-of-home campaign. Please discuss with your Lamar representative how additional locations and outdoor products may help you achieve a greater concentration of your target audience.