



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, January 28, 2014 8:00 a.m.
Conference Room 149B

NOTICE – If any person decides to appeal any decision of the Downtown Development Authority at this meeting, they will need a record of the proceedings. Interested persons may wish to ensure that a verbatim record of the proceedings before the Board is made, including any testimony or evidence presented to the Board. The City does not prepare or provide a verbatim record of Board proceedings.

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes: December 17, 2013**
4. **Public Comments**
5. **DDA Monthly Financial Report**
6. **Riverfront Shops of Daytona Beach Quarterly Report**
7. **Farmers' Market**
 - a. **Spring 2014 Print Advertising**
8. **Merchant Co-op Program**
 - a. **Hotel Rack Card**
9. **Discussion: Downtown Public Works Projects**
10. **Board Comments**
11. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, December 17, 2013**

The regular meeting of the Downtown Development Authority was held Tuesday, December 17, 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
Ms. Sheryl Cook
Mr. Joseph H. Hopkins
Ms. Tammy Kozinski
Ms. Kelly White

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Robert Jagger, Deputy City Attorney
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:05 a.m.

2. Roll Call

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

3. Approval of Minutes: November 26, 2013 Regular Meeting

Board Action:

Ms. Cook made a motion to approve the minutes of the November 26, 2013 regular meeting. Ms. White seconded the motion and it was approved unanimously (5-0).

4. Public Comments

There were no public comments.

5. DDA Monthly Financial Report

Mr. Jeffries present the Monthly Financial Report which was included in the packet.

Mr. Jeffries stated that \$500 from Mediterranean Express and \$1,500 from Roar Motorcycles is still outstanding. Mr. Jeffries stated that he has asked Mr. Jagger to draft a letter which will be sent by certified mail to the two businesses since they have not responded to Mr. Jeffries' requests for payment.

Ms. Kozinski asked if Mediterranean Express is still looking to receive a grant from the City.

Mr. Jeffries stated that he has not heard anything further about their grant request.

Mr. Jeffries stated that he has heard that Mediterranean Express may not be open much longer.

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

Mr. Jeffries stated that there are currently 4,030 likes for the Riverfront Shops on Facebook and the on-line advertising will continue. Mr. Jeffries stated the newsletter was sent out in November and the next issue will be sent out the second week in January.

Mr. Abraham asked Mr. Jeffries if he has received feedback from the merchants about business activity during the shopping season.

Mr. Jeffries stated that each time he has visited the merchants, the shops seem busy.

Ms. Kozinski stated her business has been busy and the business next to hers, Yours Truly, has also been busy.

Mr. Jeffries stated that he received an email from Yours Truly stating that her Black Friday was very busy.

Mr. Jeffries stated that he received inquiries from the merchants about participating in Small Business Saturday. Mr. Jeffries stated that the merchants must participate on their own since that is a program set by American Express.

Mr. Abraham asked if there is an indication as to how the Riverfront Shops campaign is doing.

Mr. Jeffries stated that at the January meeting, Gold & Associates will report on the goals. Mr. Jeffries stated that included in the packet on Page 10 is a draft of the goals and objectives. Mr. Jeffries stated that he has asked Gold & Associates to include television advertising in the goals.

Mr. Jeffries stated that Gold & Associates will report on the brand awareness. Mr. Jeffries stated that initially, a list of 30,000 email addresses was purchased

which was the start of the e-newsletter. Mr. Jeffries stated a brand survey will be sent to the email addresses on that list to help determine brand awareness.

Mr. Abraham stated it is good to have data but asked what the feeling is on the street.

Mr. Jeffries stated the last merchant meeting was interesting and noted that several of the merchants were frustrated. Mr. Jeffries stated he is repeatedly asked what is being done to advertise to residents in Ormond Beach and Port Orange. Mr. Jeffries stated that he informed the merchants that on-line and television advertising is continuing but some merchants are not aware of what is being done.

Ms. Kozinski stated that she does not believe merchants are reading the minutes, their emails, or the Gibbs report and continually complain about parking. Ms. Kozinski stated that some merchants want everything done for them.

Mr. Abraham stated that we may need to do a better job of relaying to the merchants that they must have a good business plan and execute that plan and point out that the DDA can only promote the area, not individual businesses.

Ms. Cook stated that her business has been located in downtown Daytona Beach since 1947. Ms. Cook stated that when she is asked about her business, she states it is located in the Riverfront Shops of Daytona Beach. Ms. Cook stated that she does not hear a lot of other business owners doing that.

Ms. White stated that she has heard two other business owners identify themselves as being on the riverfront in downtown.

Ms. Kozinski stated that a customer asked her why the downtown is not advertising as "shop local, shop small" as Ormond Beach is doing for their downtown area. Ms. Kozinski stated this is something we may want to think about doing.

Mr. Jeffries stated the billboards that the DDA is promoting along with Zappi's will go up this week.

a. **January/February Brighthouse Advertising**

Mr. Jeffries stated that included in the packet is a request for advertising on Brighthouse Cable during the months of January and February, leading up to Valentine's Day.

Ms. Kozinski asked how many households receive Brighthouse.

Mr. Jeffries stated this advertising will run in the Volusia/Flagler market.

Board Action:

Ms. White made a motion to approve \$1,200 for three weeks of advertising to promote the Riverfront Shops of Daytona during January and February. Ms. Cook seconded the motion and it carried unanimously (5-0).

b. **Resort Map Advertising**

Mr. Jeffries stated this is a request to approve \$655 for the annual advertising on the Daytona Beach Region Resort Map. Mr. Jeffries stated this will include the advertising on 40,000 maps.

Board Action:

Ms. Kozinski made a motion to approve \$655 for advertising on the Daytona Beach Region Resort Map. Ms. White seconded the motion and it carried unanimously (5-0).

7. **Bike Week Activities in Downtown**

Mr. Jeffries stated that included in the packet on Pages 12 and 13 is a memorandum and letter requesting designated motorcycle parking spaces for Bike Week.

Mr. Abraham asked how the booth will be manned on north Beach.

Mr. Jeffries stated we will have to get volunteers to man the booth. Mr. Jeffries stated that in the past he has coordinated this with Kevin Killian, but he is no longer there and George Mirabal will be coordinating the event this year.

Ms. Cook stated the Harley store is no longer on Beach Street and asked if they will be coordinating it.

Mr. Jeffries stated that Brian Holt coordinated the event for Harley and it was his understanding that he will coordinate the event for Harley in the Riverfront Park.

Mr. Hopkins stated that he attended the Bike Week Task Force meeting and Harley has indicated they will be moving their event more toward Daytona International Speedway. Mr. Hopkins stated there will still be the Riverfront venue but only four stores on Beach Street applied for licenses for activities during Bike Week. Mr. Hopkins stated no activities are proposed for the Harley store.

Ms. Cook stated the four motorcycle businesses on Beach Street are closer to Main Street and asked if Harley will be at the speedway.

Mr. Hopkins stated it was indicated in the meeting that Harley will be at Daytona International Speedway.

Board Action:

Mr. Hopkins made a motion to approve sending the letter that is included in the packet on Page 13 regarding motorcycle parking to the City of Daytona Beach. Ms. Cook seconded the motion and it carried unanimously (5-0).

8. DDA Representative on Redevelopment Board

Mr. Jeffries stated that Bob Abraham is currently the ex-officio member of the Downtown-Balough Road Redevelopment Board. Mr. Jeffries stated this appointment is for a two-year term. Mr. Jeffries stated the City Commission will be making Board appointments in January and the DDA needs to make a recommendation to the City Commission regarding this appointment.

Ms. Kozinski stated that she would like Mr. Abraham to continue to serve as the ex-officio member to the Downtown-Balough Road Redevelopment Board. The Board agreed by consensus.

Mr. Jeffries stated there will be changes on the Downtown-Balough Redevelopment Board since Al Smith, the current Chair, has reached his maximum amount of term limits.

Ms. Cook asked how long Scott Weidman has been on the Downtown-Balough Road Redevelopment Board.

Mr. Jeffries stated he believes his term will be up next year.

Mr. Abraham asked how long an individual must be off the Board before they can be reappointed.

Mr. Jeffries stated a year and he has been attempting to contact Harold Goodemote to see if he is interested in being reappointed.

Mr. Jeffries stated an application was received from Jack White for appointment to the Downtown-Balough Road Redevelopment Board.

9. Board Comments

Ms. Cook presented a thank you note from Jeanne Tooley for her retirement gift. Chair Abraham read the note for the record.

Mr. Jeffries stated that Jeanne Tolley has volunteered to help coordination of Front Porch Fridays.

Ms. Kozinski asked if any others have volunteered to help with Front Porch Fridays.

Mr. Jeffries stated no.

Ms. Kozinski stated that she is frustrated that none of the merchants want to help to draw customers to their businesses.

Ms. Cook asked what is going on in the north parking lot and asked if there is a date that it will be finished behind Jessup's on International Speedway Blvd. Ms. Cook stated that as a merchant she would not be happy if that work was being done adjacent to her business at Christmas time.

Mr. Jeffries stated he did not know the exact completion date.

Chair Abraham asked what is scheduled for the January meeting.

Mr. Jeffries stated the Public Works Director will be speaking to the DDA in January and will be speaking to the Downtown-Balough Road Redevelopment Board in February. Mr. Jeffries stated that Gold & Associates will also attend the January meeting of the DDA. Mr. Jeffries stated the merchant co-op policy will be presented. Mr. Jeffries stated that he has been having conversations with Daytona State College about jointly coordinating functions at the News-Journal Center and that will be discussed at the January DDA meeting.

Mr. Hopkins stated Bike Week is March 7 to March 16, 2014.

Ms. White asked if Ms. Tolley will continue to volunteer.

Mr. Jeffries said yes.

Ms. White stated she questions the goal of the merchant meetings and thought maybe quarterly meetings would be better.

Ms. Kozinski stated quarterly meetings would be better with a focused agenda.

Ms. White stated the meetings sometimes bring negative energy. Ms. White stated the downtown area is better than it was two years ago. Ms. White stated that she represents 25 tenants and she questions the purpose of the merchant meetings and stated that perhaps they do not have to be held every month.

Chair Abraham stated Ms. White's comments are good.

Ms. White suggested having the merchants themselves talk about best practices. Ms. White stated attorneys located in Downtown could talk about personnel

issues and insurance agents could talk about liability insurance. Ms. White stated that basically the downtown is a small business incubator.

Chair Abraham suggested having someone from Daytona State College talk to the merchants about business planning.

Mr. Jeffries stated that Ned Harper could talk about marketing.

Chair Abraham stated we can draw people to the downtown, but if they do not like what they see, they are not going to return.

Ms. White stated Bob Gibbs can provide positive criticism to the merchants on business appearance.

Ms. Cook stated that both she and Ms. Kozinski made changes to their businesses after Bob Gibbs visited them.

Mr. Jeffries stated he has talked with representatives in New Smyrna Beach about Canal Street and perhaps one of the merchants along Canal Street could talk with the merchants association about what has been successful in New Smyrna Beach.

Ms. Kozinski stated we need to talk to the merchants about cross-promoting each other.

Mr. Jagger stated that the Board's bylaws require a Chair and Vice Chair be elected each year.

Board Action:

Ms. Cook made a motion to appoint Robert Abraham as Chair. Ms. Kozinski seconded the motion and it carried unanimously (5-0).

Board Action:

Ms. Kozinski made a motion to appoint Cheryl Cook as Vice Chair. Mr. Hopkins seconded the motion and it carried unanimously (5-0).

10. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 9:08 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: January 14, 2014

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Monthly Financial Report

The following is the DDA financial report with expenditures through January 17, 2014.

BUDGET STATUS

Line Item	Appropriation	Spent to Date As of 1/17/14	Balance
Contract Services	\$ 1,000	\$ 234.83	\$ 765.17
Supplies	\$ 2,500	\$ 394.69	\$ 2,105.31
Care and Subsistence	\$ 400	\$ 102.84	\$ 297.16
Professional Memberships	\$ 565	\$ 420.00	\$ 145.00
Technical Services	\$ 1,700	\$ 218.00	\$ 1,482.00
Professional Services	\$ 38,400	\$ 12,800.00	\$ 25,600.00
Co-op Marketing	\$ 28,500	\$ 7,714.60	\$ 20,785.40
Downtown Marketing	\$ 30,000	\$ 7,066.49	\$ 22,933.51
Downtown Events	\$ 18,000	\$ 12,555.00	\$ 5,445.00
Downtown Holidays	\$ 5,000	\$ 4,615.00	\$ 385.00
Total	\$ 126,065	\$ 46,121.45	\$ 79,943.55

Farmers' Market Activities

Revenues	Projection	Received to Date As of 1/17/14		Balance
Vendor Revenue	\$ 35,750	\$ 10,611.00		\$ 25,139.00
Market Booth Sales	\$ 1,200	\$ -		\$ 1,200.00
Total	\$ 36,950	\$ 10,611.00		\$ 26,339.00

Expenses	Appropriation	Spent to Date As of 1/17/14		Balance
Market Manager	\$ 16,000	\$ 4,874.30		\$ 11,125.70
Supplies	\$ 750	\$ 87.91		\$ 662.09
Liability Insurance	\$ 1,265	\$ 1,102.28		\$ 162.72
City Fees	\$ 1,500	\$ 1,500.00		\$ -
Marketing	\$ 14,435	\$ 3,995.00		\$ 10,440.00
Market Events	\$ 2,000	\$ -		\$ 2,000.00
Booth Merchandise	\$ 1,000	\$ -		\$ 1,000.00
Total	\$ 36,950	\$ 11,559.49		\$ 25,390.51

Profit/Loss	\$ -	\$ (948.49)
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Farmers' Market Revenue Comparison

	2011/12		2012/13		2013/14		% Increase
	Revenue	# Spaces	Revenue	# Spaces	Revenue	# Spaces	
October			\$ 2,440	53	\$ 2,728	58	11.8%
November			\$ 2,516	54	\$ 2,946	63	17.1%
December			\$ 2,619	55	\$ 2,854	65	9.0%
January	\$ 2,420	55	\$ 2,680	58			
February	\$ 2,464	56	\$ 2,604	57			
March	\$ 2,552	58	\$ 2,754	58			
April	\$ 2,585	59	\$ 2,883	63			
May	\$ 2,424	55	\$ 2,840	62			
June	\$ 2,312	49	\$ 2,839	59			
July	\$ 2,224	53	\$ 2,263	46			
August	\$ 2,229	52	\$ 2,353	48			
September	\$ 2,394	56	\$ 2,299	47			
Total	\$ 21,604		\$ 31,090		\$ 8,528		12.6%

ADVERTISING OBJECTIVES & RESULTS FOR DAYTONA BEACH DDA

Prepared by GOLD • Thursday, January 23, 2014

The following shows some of the key marketing communications results achieved by the DDA for calendar year 2013 as compared to 2012.

WEBSITE

- **TOTAL HITS**
 - 2012: 9,249
 - 2013: 110,510
 - Percent Increase: 1,094%
- **UNIQUE VISITATION**
 - 2012: 2,637
 - 2013: 29,887
 - Percent Increase: 1,033%

SOURCE: Google Analytics.

FACEBOOK PAGE

- **FANS/FRIENDS**
 - 2012: 991
 - 2013: 4,112
 - Percent Increase: 315%

SOURCE: Facebook.

FACEBOOK ADVERTISING

- **IMPRESSIONS**
 - 2012: 4,498,416
 - 2013: 11,545,870
 - Percent Increase: 157%
- **CLICK THROUGHES**
 - 2012: 2,505
 - 2013: 11,180
 - Percent Increase: 346%

SOURCE: Facebook.

GOOGLE ADWORDS

- **CLICKS**
 - 2012: 2,011
 - 2013: 10,223
 - Percent Increase: 408%
- **IMPRESSIONS**
 - 2012: 440,300
 - 2013: 1,203,115
 - Percent Increase: 173%

SOURCE: Google AdWords Analytics.

ADVERTISING OBJECTIVES & RESULTS FOR DAYTONA BEACH DDA

Prepared by GOLD • Thursday, January 23, 2014

AWARENESS

- **RIVERFRONT SHOPS BRAND AWARENESS**

- 2012: 0%
- 2013: 85%

- **COMMUNICATIONS/MEDIA AWARENESS**

- 2012: 0%
- 2013: 70%

SOURCE: January 2014 Awareness Study

MEDIA ADVERTISING

- TELEVISION MEDIA IMPRESSIONS — *(To come)*
- RADIO MEDIA IMPRESSIONS — *(To come)*
- PRINT IMPRESSIONS — *(To come)*

SOURCE: The City of Daytona Beach, and Arbitron, Neilson, Tapscan, et cetera.

RIVERFRONT SHOPS OF DAYTONA BEACH

2014 BRAND AWARENESS STUDY

Prepared by GOLD & Associates • Thursday, January 23, 2014

RESEARCH SUMMARY

AWARENESS RESEARCH

In order to gauge awareness of the Riverfront Shops of Daytona Beach branding among current, past and prospective guests, an online research survey was prepared and launched pro bono by GOLD on January 14, 2014. The incentive to participate was the chance to win one of ten \$10 gift certificates to Sweet Marlays'—also provided pro bono by the agency. The survey utilized a list of over 12,000 potential respondents, which had been purchased previously by the DDA. However, as the list provided to GOLD dated from 2011, a large percentage of emails were undeliverable, resulting in only 20 respondents.

Respondent Demographics

The respondents all lived in the greater Daytona Beach area (*including nearby cities such as New Smyrna Beach and Ormond Beach*), with an equal number of men and women responding. The respondents were largely middle-aged and older, with 15% in the 36-45 age range, 25% in the 46-55 age range, 40% in the 56-65 range, and 20% aged 66+. Among those willing to disclose their annual household income level, 43% made \$50,000–\$74,999, and 36% made \$75,000+, with the remainder earning less than \$50,000.

Brand Awareness

Eighty-five percent of respondents indicated that they had heard of the Riverfront Shops of Daytona Beach. Of those who had heard of it, 69% percent correctly identified the Riverfront Shops' location as historic Downtown Daytona Beach, and 50% correctly identified the themeline, "Coastal Charm. Downtown Dazzle."

Visitation

Among those who had heard of the Riverfront Shops, about 56% indicated that they visited the area 0-1 times annually, about 19% indicated 2-3 visits, about 19% indicated 4-5 visits and about 6% indicated visiting six or more times a year.

Communications/Media Awareness

Seventy percent of all respondents, and 93% of those who were familiar with the Riverfront Shops brand, could recall seeing or hearing our marketing. The tools or tactics that those familiar with the brand could recall the most were email (*checked by about 40%*); newspaper and radio (*about 27% each*); the calendar of events and social networks (*20% each*); and events, magazines and merchant websites (*about 13% each*).

CONCLUSION

The effectiveness of the study was severely limited by the old list, which generated an inadequate number of responses to draw statistically significant conclusions. That said, when viewed as qualitative research, the results suggest that the campaign has been successful at establishing the Riverfront Shops of Daytona Beach brand. A newer opt-in list would be required to conduct a second study to confirm this on a statistical basis.



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: January 24, 2014

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Farmers' Market 2014 Winter / Spring Advertising

Based on customer surveys and feedback, a combination of print and radio advertising is recommended to promote the Farmers' Market to target demographics that attend or could potentially attend the Farmers' Market. This advertising is in addition to the social media (Facebook) and online (Riverfront Shops website) efforts that also promote the Farmers' Market.

The DDA is already advertising the Farmers' Market on WNDB, as the title sponsor of the Morning Show Weekend Update. Staff is proposing a print advertising campaign for three months (February – April) in Hometown News and News-Journal for a total of \$4,000. Combined with the Radio and Online Advertising, this advertising should provide a sufficient promotional effort to reach the Farmers' Market customer base during the peak spring months for the market.

The DDA has \$14,435 budgeted in the Farmers' Market Advertising line item for Fiscal Year 2013/14. \$3,995 of advertising (WNDB) has been approved previously. There is \$10,440 available in the Farmers' Market Advertising line item for FY 2013/14.



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MEMORANDUM

DATE: January 23, 2014

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Merchant Co-op Program Update

The following is an update on the Merchant Co-op Program:

Merchant Co-Op Marketing

Revenues	Merchant Commitment	
In - Room Book Package	\$	7,000
Hotel Rack Card Package	\$	5,000
Web Site Feature Listing	\$	-
Total	\$	12,000

Expenses	Cost	
See Magazine - In Room Book	\$	7,715
Rack Card Distribution	\$	7,320
Brochure Printing	\$	1,500
Total	\$	16,535

Profit/Loss	\$	(4,535)
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Brochure Display, Inc. has submitted the attached proposal of \$7,320 for the maintenance of the rack cards for 12 months. The following expenses related to the rack card require DDA approval:

- Brochure Displays: annual hotel rack distribution for \$7,320.

- Digital Press: printing of 30,000 rack cards for \$1,500

The DDA has \$28,500 budgeted in the Merchant Co-op line item for Fiscal Year 2013/14. There is \$16,885 available in this line item for FY 2013/14.

BROCHURE *Displays, Inc.*
DISTRIBUTION CONTRACT

- 1. DISTRIBUTION:** The undersigned "CLIENT" authorizes BROCHURE DISPLAYS, INC. "BDI" to distribute their promotional literature, 4" X 9" brochures or rack cards, unless otherwise specified, utilizing one or more pockets in BDI display racks according to the terms herein.
- 2. SERVICE PERIOD:** This contract is non-terminable for an initial service period of twelve (12) consecutive months from the date of commencement stated below and supersedes any existing contract for the same service programs. *Service will continue indefinitely beyond the initial service period on a month-to-month basis according to the same terms herein unless Client notifies BDI of intent to terminate service in writing at least 30 days prior to the end of the initial service period.* Either party may cancel service at any time after the initial service period with 30 days written notice.
- 3. MATERIAL:** Client agrees to provide a supply of promotional material for distribution prior to the commencement date as requested by BDI based on the service program(s) listed herein. Client will continue to provide material to BDI without charge in quantities as requested to fulfill this agreement. All material shipments will be addressed as directed by BDI with shipping charges prepaid by Client. Failure on the part of the Client to provide brochures to BDI shall in no way affect Client obligation to pay BDI the total monthly cost from the scheduled date of commencement as stated herein.
- 4. PAYMENT:** NOTE: Each month of service is invoiced in advance at the end of the previous month. Client agrees to pay the full amount of each invoice within 10 days regardless of whether or not a sufficient quantity of brochures has been supplied to BDI. If the commencement date is other than the first day of the month, the Client's first invoice may be prorated. Client agrees to pay a 1.5% late fee on any unpaid balance after 30 days past the invoice date, and any reasonable attorney fees incurred by BDI to enforce the terms of this contract. Tax may be charged as required by law.
- 5. DISPLAY LOCATIONS:** BDI may add or remove display locations at any time without notification to Client. However, for each display utilized by Client that is permanently removed from service, BDI will issue credit for all removed over 5% of the original total stated herein, based on average cost per location, per month, prorated from the date of removal. Client WILL NOT incur additional charges for NEW display locations added during the initial 12-month period of this contract.
- 6. RATE INCREASES:** If an overall rate increase and/or fuel surcharge becomes necessary while this contract is in effect, Client will have the right to cancel service in writing within ten (10) working days from the date of notification of such increase by BDI; otherwise, terms of paragraph 2 will remain in effect.
- 7. LIABILITY:** BDI will not be responsible for loss or damage to Client Material. Insurance coverage will be at Client discretion and expense. BDI is not liable for information contained in Client material and reserves the right to refuse distribution of material deemed undesirable for any reason. If a business where BDI maintains a display rack disallows Client material for any reason, BDI will issue Client credit according to the terms of paragraph 5.

SERVICE PROGRAMS AND MONTHLY COST (Per rate sheet & locations lists provided)

DAYTONA BEACH 'FL-A' Service Program: 1 Pocket / 323 Locations @ \$610.00 Monthly
Total cost per month \$610.00

NOTE: Client may deduct 5% off if total annual amount if paid in advance within 15 days of receipt of invoice.

CLIENT: DOWNTOWN DEVELOPMENT AUTHORITY
ADDRESS: Redevelopment Office / City of Daytona Beach
P. O. Box 2451
Daytona Beach, FL 32115-2451
Phone: (386) 671-8183 / Fax: (386) 671 8187
CONTACT(s): Mr. Jason H. Jeffries, Project Manager / jeffriesj@codb.us
MATERIAL: Standard 4" X 9" rack card or brochure promoting Downtown
EFFECTIVE: **JANUARY 1, 2014**

DATE: _____
Client Representative Signature & Title

Print Name

DATE: _____
BDI Representative Signature & Title

Print Name rlw010114

BROCHURE DISPLAYS, INC.
 BROCHURE DISPLAY LOCATIONS - DAYTONA INCLUSIVE "FL-A" PROGRAM

<u>Rooms</u>	<u>Account Name</u>	<u>Address #2</u>
746	Hilton - Gift Shop	Daytona Beach, FL
725	Bulow Village Campground	Flagler Beach, FL 32136
600	Cinnamon Beach Club	Palm Coast, FL
575	Halifax Harbor Marina	Daytona Beach, FL
550	Ocean Walk #2	Daytona Beach, FL
418	Carriage Cove	Daytona Beach, FL
380	Daytona Beach Resort	Daytona Beach, FL
375	Nova Family Campground	Port Orange, FL
356	Encore Super Park	Ormond Beach, FL
350	Orange Isle Campground	Port Orange, FL
350	Sea Woods Condominium	New Smyrna Beach, FL
330	Ocean Walk Condominium	New Smyrna Beach, FL
323	Plaza Hotel	Daytona Beach, FL
308	Rose Bay Travel Park	Port Orange, FL
301	Holiday Village Mobile Home Park	Ormond Beach, FL
270	New Smyrna Beach Campground	New Smyrna Beach, FL
250	Daytona Beach Campground	Port Orange, FL
250	Grand Seas Resort	Daytona Beach, FL
244	Oceans Jewels Club	Daytona Beach, FL
239	La Playa	Daytona Beach, FL
212	The Shores	Daytona Beach Shores, FL
211	Best Western at Indigo	Daytona Beach, FL
209	Hawaiian Inn	Daytona Beach, FL
204	Perry's Ocean Edge #1	Daytona Beach, FL
204	Plaza Ocean Club	Daytona Beach, FL

(CORRECT as of NOVEMBER, 2013)
 Page 1

BROCHURE DISPLAYS, INC.
 BROCHURE DISPLAY LOCATIONS - DAYTONA INCLUSIVE "FL-A" PROGRAM

<u>Rooms</u>	<u>Account Name</u>	<u>Address #2</u>
200	International RV & Campground	Daytona Beach, FL
200	Sugar Mill Ruins Travel Pk.	New Smyrna Beach, FL
196	Oceanside Inn	Daytona Beach, FL
195	Holiday Inn Resort	Daytona Beach, FL
194	Daytona Beach Regency	Daytona Beach, FL
193	Royal Floridian Resort	Ormond Beach, FL
180	Days Inn-Speedway	Daytona Beach, FL
174	Grand Seas Owners	Daytona Beach, FL
170	Americano Beach	Daytona Beach, FL
159	Harbour Beach Resort	Daytona Beach FL
156	El Caribe Motel	Daytona Beach, FL
156	Holiday Travel Park	Bunnell, FL
155	Castaways Resort Hotel	Daytona Beach, FL
154	Harbor Club	Palm Coast, FL
151	Casa Del Mar	Ormond Beach, FL
150	Holiday Inn	DeLand, FL
149	Daytona Inn Broadway	Daytona Beach, FL
147	Costillo Del Sol	Ormond Beach, FL
144	Days Inn	Ormond Beach, FL
144	Pelican Condominium	New Smyrna Beach, FL
143	Hyatt Place	Daytona Beach, FL
142	La Quinta	Daytona Beach, FL
142	La Quinta #2	Daytona Beach, FL
138	Maverick Resort	Ormond Beach, FL
135	Sea Dip - Red Carpet Inn	Daytona Beach, FL

(CORRECT as of NOVEMBER, 2013)
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BROCHURE DISPLAYS, INC.
 BROCHURE DISPLAY LOCATIONS - DAYTONA INCLUSIVE "FL-A" PROGRAM

<u>Rooms</u>	<u>Account Name</u>	<u>Address #2</u>
135	Suburban Lodge	Daytona Beach, FL
133	Acapulco Inn	Daytona Beach, FL
133	Best Western-Aku Tiki Inn	Daytona Beach, FL
130	Beverly Beach Campground	Beverly Beach, FL
130	Caribbean Condominium	Daytona Beach, FL
130	Errol by the Sea Condominium	New Smyrna Beach, FL
130	Holiday Inn	Daytona Beach, FL
130	Marriott Courtyard	Daytona Beach, FL
128	Motel 6	Ormond Beach FL
122	Hampton Inn	Daytona Beach, FL
122	Hilton Garden Inn	Palm Coast
122	Residence Inn	Daytona Beach, FL
120	Days Inn	Daytona Beach, FL
120	Sea Coast Gardens #1	New Smyrna Beach, FL
120	Sea Coast Gardens #3	New Smyrna Beach, FL
119	Daytona Sea Breeze	Daytona Beach, FL
118	Lexington Inn	Daytona Beach, FL
117	Hampton Inn	Daytona Beach, FL
114	Islander Beach Resort	New Smyrna Beach, FL
114	Moon Tide Condominium	New Smyrna Beach, FL
114	Ocean East Resort	Ormond Beach, FL
114	Super 8 Inn	Daytona Beach, FL
112	Bahamian Club	New Smyrna Beach, FL
112	Howard Johnson's	DeLand, FL
111	Best Western-Mayan Inn	Daytona Beach, FL

(CORRECT as of NOVEMBER, 2013)
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BROCHURE DISPLAYS, INC.
 BROCHURE DISPLAY LOCATIONS - DAYTONA INCLUSIVE "FL-A" PROGRAM

<u>Rooms</u>	<u>Account Name</u>	<u>Address #2</u>
110	Makai Motel	Ormond Beach, FL
110	Ocean Shore Resorts	Daytona Beach, FL
109	Marriott/Fairfield	Palm Coast
104	Georgian Inn	Ormond Beach, FL
104	Holiday Inn Suite Hotel	New Smyrna Beach, FL
103	Super 8	Daytona Beach, FL
102	Colony Beach Condo	New Smyrna Beach, FL
100	Boardwalk Inn & Suites	Daytona Beach, FL
100	Economy Inn	Palm Coast, FL
100	Embry Riddle-Field House	Daytona Beach, FL
100	Hilton Garden Inn	Daytona Beach, FL
100	Holiday Inn Express	Daytona Beach, FL
100	La Quinta	Daytona Beach, FL
100	Nautilus Inn	Daytona Beach, FL
98	Comfort Inn Seabreeze	Daytona Beach, FL
98	Town & Country Camp Ground	Daytona Beach, FL
97	Atlantic Cove Motel	Ormond Beach, FL
96	Holiday Inn	Daytona Beach, FL
94	Hampton Inn	Palm Coast, FL
94	Homewood Suites	Daytona Beach, FL
94	Tropical Winds	Daytona Beach, FL
91	Hampton Inn	Daytona Beach, FL
91	Sun Viking Motel	Daytona Beach, FL
90	Ocean Watch Condominium	Ormond Beach, FL
87	Bahama House	Daytona Beach, FL

(CORRECT as of NOVEMBER, 2013)
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BROCHURE DISPLAYS, INC.
 BROCHURE DISPLAY LOCATIONS - DAYTONA INCLUSIVE "FL-A" PROGRAM

<u>Rooms</u>	<u>Account Name</u>	<u>Address #2</u>
86	Coral Sands Inn	Ormond Beach, FL
86	Heritage Inn	Daytona Beach, FL
85	Royal Inn	Daytona Beach, FL
84	Destination Daytona Hotel	Ormond Beach, FL
84	Hacienda Del Sol #2	New Smyrna Beach, FL
84	Hampton Inn	Ormond Beach, FL
84	Point East Condominium	New Smyrna Beach, FL
83	Microtel Inn & Suites	Palm Coast, FL
83	Sleep Inn	Ormond Beach, FL
82	East Winds Condominium	Ponce Inlet, FL
80	Conch House	Daytona Beach, FL
80	Emerald Shores Motel	Daytona Beach, FL
80	Tropic Shores	Daytona Beach, FL
79	Roomba Motel	Daytona Beach, FL
78	Red Roof Inn	Palm Coast, FL
78	Southeaster Condo	New Smyrna Beach, FL
77	Comfort Suites	Daytona Beach, FL
76	Days Inn - Tropical Seas	Daytona Beach, FL
76	Econo Lodge	Ormond Beach, FL
76	Silver Beach Club	Daytona Beach, FL
76	Southpoint Condominium	Daytona Beach, FL
75	Plantation Island	Ormond Beach, FL
73	Extended Stay Hotel	Daytona Beach, FL
72	Coconut Palm Resort	New Smyrna Beach, FL
72	Days Inn	Palm Coast, FL

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BROCHURE DISPLAYS, INC.
 BROCHURE DISPLAY LOCATIONS - DAYTONA INCLUSIVE "FL-A" PROGRAM

<u>Rooms</u>	<u>Account Name</u>	<u>Address #2</u>
72	Fountain Beach Resort	Daytona Beach, FL
72	Seascape Towers	New Smyrna Beach, FL
71	Cove at Ormond #2	Ormond Beach, FL
71	Sunrise Condominium	New Smyrna Beach, FL
70	Ocean Sands Beach Club	New Smyrna Beach, FL
70	Sandpoint Condo	Daytona Beach Shores FL
70	Scottish Inn	Ormond Beach, FL
68	Comfort Inn	DeLand, FL
67	Aquarius Condo	Ormond Beach, FL
67	Jameison Inn	Ormond Beach, FL
66	La Quinta Suites	Ormond Beach, FL
65	Country Inn & Suites	Port Orange, FL
62	Atlantic Plaza	New Smyrna Beach, FL
62	Oceania Beach Club	New Smyrna Beach, FL
62	Ponce de Leon Condo Towers	New Smyrna Beach, FL
60	Comfort Inn	Orange City, FL
60	Fishtail Palm Resort	New Smyrna Beach, FL
60	Outrigger Motel	Ormond Beach, FL
60	Sunglow Condominium	Daytona Beach, FL
60	University Inn	Deland, FL
58	Shoreham Condo	New Smyrna Beach, FL
57	Surfside	New Smyrna Beach, FL
54	Atlantica of Ponce Inlet	Ponce Inlet, FL
54	Ebb Tide Condominium	New Smyrna Beach, FL
54	Plantation Island	Ormond Beach, FL

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BROCHURE DISPLAYS, INC.
 BROCHURE DISPLAY LOCATIONS - DAYTONA INCLUSIVE "FL-A" PROGRAM

<u>Rooms</u>	<u>Account Name</u>	<u>Address #2</u>
54	The Cove at Ormond Beach	Ormond Beach, FL
53	White Surf Condo	Daytona Beach, FL
52	Ambassador R & L Motel	Daytona Beach, FL
52	Chateau By The Sea	New Smyrna Beach, FL
52	Quality Inn	Ormond Beach, FL
51	Catalina Beach Club	Daytona Beach, FL
50	Dolphin Motel	Daytona Beach, FL
50	Hacienda Del Sol #1	New Smyrna Beach, FL
50	Mainsail Motel	Ormond Beach, FL
50	Ocean Palm Inn	Daytona Beach, FL
50	Ocean Reef Villas	New Smyrna Beach, FL
49	Traders Inn	Ormond Beach, FL
48	Best Western	Palm Coast, FL
48	Budget Inn	Daytona Beach, FL
48	Fantasy Island #2 Motel	Daytona Beach, FL
48	Howard Johnson_Mandarin	Ormond Beach, FL
48	Quality Inn	Daytona Beach, FL
48	Super 8 Motel	Ormond Beach, FL
46	Best Western	Edgewater, FL
46	Red Carpet Inn	Daytona Beach, FL
45	Ocean Club II	New Smyrna Beach, FL
44	Sea Scape Inn	Daytona Beach, FL
43	Twenty-Six Twenty-Six Condo	Daytona Beach, FL
42	Lotus Motel	Ormond Beach, FL
42	Sea Oats Beach Motel	Daytona Beach, FL

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BROCHURE DISPLAYS, INC.
 BROCHURE DISPLAY LOCATIONS - DAYTONA INCLUSIVE "FL-A" PROGRAM

<u>Rooms</u>	<u>Account Name</u>	<u>Address #2</u>
42	Seven Seas Resort	Daytona Beach, FL
42	Tropic Sun Towers	Ormond Beach, FL
42	Tropic Sun Towers-B	Ormond Beach, FL
42	Wind Sand Club Condo	New Smyrna Beach, FL
41	Best Value Inn	Daytona Beach, FL
41	Fountain Inn & Suites	Holly Hill, FL
41	Grand Prix	Daytona Beach, FL
41	Ocean Beach Club I	Flagler Beach, FL
41	Sahara Motel	Daytona Beach, FL
40	Coastal Waters Motel	New Smyrna Beach, FL
40	Cove Motel	Daytona Beach, FL
40	Cypress Cove Motel	Daytona Beach, FL
40	Flagler By-The-Sea Camp.	Flagler Beach, FL
40	Indies House	Ormond Beach, FL
40	Marine Terrace	Daytona Beach, FL
40	Ocean Club South Condo	New Smyrna Beach, FL
40	Sea Club IV	Daytona Beach, FL
40	Sea Shells Beach Club	Daytona Beach, FL
40	Tropical Manor Motel	Daytona Beach, FL
39	Ocean Trillium Suites	New Smyrna Beach FL
39	Oceanfront Inn & Suites	Ormond Beach, FL
39	Turtle Inn	Daytona Beach, FL
38	Orange Tree Inn	DeLand, FL
38	Safar Inn	Daytona Beach, FL
36	Days Inn	Orange City, FL

(CORRECT as of NOVEMBER, 2013)
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BROCHURE DISPLAYS, INC.
 BROCHURE DISPLAY LOCATIONS - DAYTONA INCLUSIVE "FL-A" PROGRAM

Rooms	Account Name	Address #2
35	Streamline Hotel	Daytona Beach, FL
34	Daytona Resort Club	Daytona Beach, FL
34	Shoreline Motel	Daytona Beach, FL
33	Fantasy Island #1 Motel	Daytona Beach, FL
32	Chimney Corners Motel	Deland, FL
32	Ocean Court	Daytona Beach, FL
32	Perennial Vacation Club	Daytona Beach, FL
31	Beachside Motel	Daytona Beach, FL
31	Budget Value Inn	Daytona Beach, FL
31	Sand Castle Motel	Daytona Beach, FL
30	Boulevard Motel	DeLand, FL
30	Driftwood Motel	Ormond Beach, FL
30	Holiday Shores Beach Club	Daytona Beach, FL
30	Ormond By The Sea Condo	Ormond Beach, FL
30	Royal Holiday Beach Motel	Daytona Beach, FL
30	Sun & Sand	Daytona Beach, FL
28	Lincoln Motel	Daytona Beach, FL
28	Palm Coast Villas	Palm Coast, FL
28	Sand & Surf Condo #2	Daytona Beach, FL
28	South Shore Motel	Daytona Beach, FL
27	Flamingo Inn	Daytona Beach, FL
26	Beach Quarter's Inn	Daytona Beach, FL
25	Atlantic Economy Inn	Daytona Beach, FL
25	Peck Plaza Condo	Daytona Beach, FL
25	Sunrise Beach Club	Daytona Beach, FL

(CORRECT as of NOVEMBER, 2013)
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BROCHURE DISPLAYS, INC.
 BROCHURE DISPLAY LOCATIONS - DAYTONA INCLUSIVE "FL-A" PROGRAM

<u>Rooms</u>	<u>Account Name</u>	<u>Address #2</u>
24	Travel Inn	Daytona Beach, FL.
23	Regency Inn	Daytona Beach, FL
23	Relax Inn	Daytona Beach, FL
22	Atlantic Terrace	Daytona Beach, FL
22	Sea Vista	New Smyrna Beach, FL
21	Hawaii Motel	Daytona Beach, FL
21	Ocean Shore Villas	Palm Coast, FL
21	Oceanside 99	Ormond Beach, FL
20	Beach Front Motel	Flagler Beach, FL
20	Beachside Budget Inn	Daytona Beach, FL
20	Nocturne Motel	New Smyrna Beach, FL
20	Rivershore Cottages	Daytona Beach,
20	Scottish Inn	Daytona Beach, FL
20	Scottish Inn	Ormond Beach, FL
20	Sun & Surf Motel	Daytona Beach, FL
20	Sun Deck Motel	Ormond Beach, FL
20	Sunshine Inn	Daytona Beach, FL
19	Coronado Del Mar	New Smyrna Beach, FL
18	Atlantic Budget Inn	Daytona Beach, FL
18	Cozy Villa Motel	Holly Hill, FL
18	Daytona Shores Inn	Daytona Beach, FL
17	Famous Shores	Daytona Beach, FL
16	Ormond Inn	Ormond Beach, FL
16	Side-O-Sea Motel	Daytona Beach, FL
16	Town & Country Motel	Port Orange, FL

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BROCHURE DISPLAYS, INC.
 BROCHURE DISPLAY LOCATIONS - DAYTONA INCLUSIVE "FL-A" PROGRAM

Rooms	Account Name	Address #2
15	Sierra Suites	Daytona Beach, FL
14	Lou-Ray Motel	Daytona Beach, FL
14	Ocean Aire Motel	New Smyrna Beach, FL
14	Oceanic Motel	Ormond Beach, FL
14	Skyway Motel	Daytona Beach, FL
13	Studio 1	Daytona Beach, FL
12	DeLand Motel	DeLand, FL
12	Ocean Holiday	Daytona Beach, FL
12	Parkway Motel	Daytona Beach, FL
12	Pilot Lodge	Holly Hill, FL
12	Shore Winds Motel	Daytona Beach, FL
12	Tropiair Motel	Daytona Beach, FL
11	Jasmine Motel	Daytona Beach, FL
11	Ocean Crest Motel	Ormond Beach, FL
11	Smyrna Motel	New Smyrna Beach, FL
11	Valdora Court	New Smyrna Beach, FL
10	A1A Travel Inn	Ormond Beach, FL
10	Argosy Motel	Ormond Beach, FL
10	Beach House Motel	Daytona Beach, FL
10	Blue Herron Motel	New Smyrna Beach, FL
10	Dusk to Dawn Motel	Port Orange, FL
10	Eastwood Bed & Breakfast	Deland, FL
10	Happy Holiday Motel	Daytona Beach, FL
10	Motel 777	Daytona Beach, FL
10	Night Swan Inn	New Smyrna Beach, FL

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BROCHURE DISPLAYS, INC.
 BROCHURE DISPLAY LOCATIONS - DAYTONA INCLUSIVE "FL-A" PROGRAM

Rooms	Account Name	Address #2
10	Paradise Inn	New Smyrna Beach, FL
10	Sandman Motel	Daytona Beach, FL
9	Happy Holiday II	Daytona Beach, FL
8	Alpine Court Motel	Daytona Beach, FL
0	Beach Side Realty	New Smyrna Beach, FL
0	Big Chief Travel Center	Ormond Beach, FL
0	Citrus World	Ormond Beach, FL
0	Custom Works	Daytona Beach,
0	Dairy Queen	Ormond Beach, FL
0	Daytona Chamber of Commerce	Daytona Beach, FL
0	Daytona Lagoon	Daytona Beach, FL
0	Daytona State College/ Mori	Daytona BEach, FL
0	Daytona Welcome Center	Ormond Beach, FL
0	Dolphin View Seafood Restaurant	New Smyrna Beach, FL
0	Flagler Chamber	Bunnell, FL
0	Global Vacations	Ormond Beach, FL
0	Halifax Historical Museum	Daytona Beach, FL
0	Harley Museum	Daytona Beach, FL
0	Hidden Treasure Restaurant	Daytona Beach, FL
0	Holiday Host Inc.	Daytona Beach, FL
0	Holly Hill Chamber	Holly Hill, FL
0	Island Breeze Travel Agency	Daytona Beach, FL
0	Key's Realty	New Smyrna Beach, FL
0	La Quinta	Port Orange, FL
0	Life Guard Station Sun Splash	Daytona Beach, FL

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BROCHURE DISPLAYS, INC.
 BROCHURE DISPLAY LOCATIONS - DAYTONA INCLUSIVE "FL-A" PROGRAM

Rooms	Account Name	Address #2
0	Marina Pt.- Dockmaster Ofc.	Daytona Beach, FL
0	Marriott Courtyard #2	Daytona Beach, FL
0	Museum Of Arts and Science	Daytona Beach, FL
0	New Smyrna Chamber	New Smyrna Beach, FL
0	New Smyrna Utilities Welcome Ctr	New Smyrna Beach, FL
0	New Smyrna Welcome Center	New Smyrna Beach, FL
0	NSB Reality	New Smyrna Beach, FL
0	Ocean Beach	New Smyrna Beach, FL
0	Ocean Properties	New Smyrna Beach, FL
0	Ocean Walk Shoppes	Daytona Beach, FL
0	Ormond Beach Chamber	Ormond Beach, FL
0	Phoenix East Aviation	Daytona Beach, FL
0	Ponce de Leon Lighthouse	Ponce Inlet, FL
0	Ponce Inlet Realty	Daytona Beach, FL
0	Port Orange Chamber	Port Orange, FL
0	Roseborough Travel Agency	Deland, FL
0	Sandpiper Condominium	New Smyrna Beach, FL
0	Sentry Management Inc.	New Smyrna Beach, FL.
0	Speed Zone	Daytona Beach, FL
0	Suite Journeys	Daytona Beach, FL
0	Sunshine Timeshares, Inc.	South Daytona, FL
0	Surfcoast Realty	New Smyrna Beach, FL
0	Taylor Family Campground	Deland, FL
0	Westgate-Daytona	Daytona Beach, FL
0	Windsor Apartments	Daytona Beach, FL

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BROCHURE DISPLAYS, INC.
BROCHURE DISPLAY LOCATIONS - DAYTONA INCLUSIVE "FL-A" PROGRAM

<u>Rooms</u>	<u>Account Name</u>	<u>Address #2</u>

Count:		325
Total:	25928	

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