



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

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

AGENDA

Tuesday, May 27, 2014 8:00 a.m.
Room 116

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**
 - a. **Regular Meeting: April 22, 2014**
 - b. **Special Meeting: May 13, 2014**
 - c. **Workshop: May 22, 2014**
4. **Public Comments**
5. **DDA Monthly Financial Report**
6. **FY 2012/13 DDA CAFER**
7. **Discussion: DDA Mission & Goals**
8. **Discussion: FY 2014/15 Proposed Budget**
9. **Discussion: FY 2014/15 Proposed Event Schedule**
10. **DDA – CITY Agreement for Use of Downtown Facilities**
11. **2014 Event Schedule Change**
12. **Board Comments**
13. **Adjournment**

PLEASE NOTE THE ROOM CHANGE TO ROOM 116

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, April 22, 2014**

The regular meeting of the Downtown Development Authority was held Tuesday, April 22, 2014, 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 (arrived at 8:08 a.m.)
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. Noeleen Foster, Farmers' Market Manager
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:07 a.m.

2. Roll Call

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

3. Approval of Minutes: March 25, 2014 Regular Meeting

Board Action:

Ms. White made a motion to approve the minutes of the March 25, 2014 regular meeting. Mr. Hopkins seconded the motion and it was approved unanimously (4-0).

4. Public Comments

There were no public comments.

5. DDA Monthly Financial Report

Mr. Jeffries presented the Monthly Financial Report which is included on Page 7 of the packet.

Ms. White stated a good job has been done in replacing the vendors at the Farmers' Market that left earlier in the year.

6. **Riverfront Shops of Daytona Beach Quarterly Report**

Keith Gold, Gold & Associates, presented the report which is included on Page 10 of the packet.

Ms. Cook asked about the maintenance of the website. She noted that Beach Street Impressions and the Harley museum are still listed on the website and the businesses have closed.

Mr. Jeffries stated he would check the site and make the corrections.

Ms. Kozinski stated Windy City has closed and should also be removed.

7. **Front Porch Friday Event Update**

a. **Name Change to Riverfront Fridays**

Mr. Jeffries asked the Board to ratify the decision to change the name of the event to Riverfront Fridays.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. White, to change the name from Front Porch Friday to Riverfront Fridays. The motion carried unanimously (5-0).

Mr. Gold presented four logos for the Riverfront Fridays event.

Mr. Jeffries stated Gold & Associates is prepared to make the changes to the logo on the website and print materials. He stated the e-newsletter would be sent out on Wednesday with the announcement of the new logo.

Ms. Kozinski stated she preferred "c" and "a" would be her second choice.

Mr. Hopkins stated he would prefer a combination of "a" and "c."

Ms. White stated she preferred "c."

Ms. Cook stated she preferred "c" with "a" lettering.

Mr. Abraham stated he preferred "c" and would like the lettering changed.

Board Action:

A motion was made by Ms. White, seconded by Mr. Hopkins, to approve logo "c" as presented by Gold & Associates with more legible lettering. The motion was approved unanimously (5-0).

8. Farmers' Market Advertising

a. **Crabby Joe's Table Ad**

Mr. Jeffries presented a report from Michael Bennett of Jennifer Enterprises about a potential advertising opportunity. Mr. Jeffries stated there is no available funding for this proposal and noted that Mr. Bennett is willing to delay billing until next fiscal year.

Michael Bennett, Jennifer Enterprises, stated he is working with Crabby Joe's to produce a table top ad for their business and would like to include advertising for the Farmers' Market and downtown Daytona Beach. Mr. Bennett stated he has talked with Mr. Chuck Smith of Angell & Phelps about advertising on the table tops. He stated the table tops are changed every two years; and if the Board is interested in participating, he would defer payment until next fiscal year.

Mr. Hopkins stated he feels this request is a policy issue that needs to be addressed. He stated Gold & Associates directs the Board in marketing and questioned if it is appropriate to market with a restaurant outside of Daytona Beach.

Mr. Abraham stated he has the same concerns as those of Mr. Hopkins. He stated he sees the value of this type of advertising but does not want to make a quick decision.

Ms. White stated she agrees and feels this is a policy decision. She asked if this would be done as a co-op with a downtown merchant as was done with Zappi's on the billboard advertising.

Mr. Gold stated this is the time of the year when the strategic marketing plan is reviewed and he suggested this opportunity as well as other ideas be reviewed.

Mr. Jeffries stated the plan could be presented at the May board meeting so budget decisions can be made in June.

Ms. Kozinski asked Mr. Bennett if he works with any other Daytona restaurants.

Mr. Bennett stated he is talking with a restaurant in Ormond Beach and advertises at a restaurant in St. Augustine. He stated the Daytona Flea & Farmers' Market has been on the ad at Crabby Joe's for the last two years.

Mr. Abraham asked when the two-year cycle would begin.

Mr. Bennett stated the new table tops would be installed in August.

Ms. Cook asked if time could be scheduled at next month's meeting or perhaps a workshop to discuss this item and invite Chuck Smith and other major vendors to attend to discuss advertising ideas with Mr. Gold and the Board.

Ms. Kozinski stated reaching outside of downtown in terms of advertising makes sense.

Mr. Gold stated a strategic planning session could be conducted as part of the merchant's meeting and the Board members could be invited to attend.

Mr. Abraham stated it makes sense to have the discussion as part of the merchant's meeting.

Mr. Jeffries stated he will work with Mr. Gold to set a time to meet with the merchants and Board members.

Stefanie Mason-Teague stated merchants need help with marketing and feels a workshop with Mr. Gold would be helpful.

Mr. Abraham asked Mr. Bennett's timeline for ad placement.

Mr. Bennett stated when the spots are sold, the ad will be prepared.

9. Board Comments

Ms. Kozinski asked about the banners that were prepared for the motorcycle events and noted they were not installed this year.

Mr. Jeffries stated others had taken the spots.

Ms. Kozinski asked if the "bike parking only" signs could remain through Sunday during motorcycle events.

Mr. Jeffries stated the Downtown-Balough Road Redevelopment Board discussed tree replacement in the downtown and agreed that the palm trees should be replaced now and shade trees will be planted when the Riverfront Master Plan is implemented.

Ms. Kozinski asked if Federal Alley could be opened now that Windy City has closed.

Mr. Jeffries stated he will discuss that item with the Redevelopment Board at their meeting in May and then discuss it with the DDA at their May meeting.

Ms. Mason-Teague stated she agrees with Ms. Kozinski about the parking.

Mr. Abraham asked that a report be provided to the Board at the May meeting regarding Federal Alley.

Ms. White asked Mr. Jagger if the DDA is considered a Business Improvement District.

Mr. Jagger stated no and the Florida equivalent is a CDD which the Board is not. He also stated the Board is limited to a one mill tax assessment.

Ken English, Daytona Beach Marketing, stated he does not believe video production is being utilized to promote the area. He stated he could create a video that could be used on the website and stated he feels the website lacks content. Mr. English stated the downtown area needs to be more aggressively promoted.

Ms. White stated that Mr. English has created a lot of videos that are on Youtube.

Mr. Jeffries stated there is a Youtube video channel for the Riverfront Shops.

Mr. Abraham asked Mr. Jeffries and Mr. Gold to let the Board know if there are video opportunities from which the area may benefit.

Ms. Foster asked when the wayfinding signage would be completed.

Mr. Jeffries stated he did not have a date.

Ms. Kozinski asked if someone would talk to a representative of the Daytona Cubs to have the parking attendants for the Daytona Cubs moved to the corner of Magnolia and Orange.

Mr. Jeffries stated he would talk with the Cubs.

10. Adjournment

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

Robert Abraham, Chairman

Becky Groom
Recording Secretary

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
SPECIAL MEETING
Tuesday, May 13, 2014**

The special meeting of the Downtown Development Authority was held Tuesday, May 13, 2014, at 8:30 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 8:35 a.m.

2. Roll Call

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

3. Public Comments

There were no public comments.

4. DDA - City Agreement for use of Downtown Facilities

Mr. Jeffries presented the proposed fees outlined in the Board packet.

Mr. Jagger stated the agreement is intended for all DDA events but provides flexibility to add events in the future. Mr. Jagger stated costs are not included in the proposed contract for insurance and indemnification if there is an issue. Mr. Jagger stated a final contract will be prepared and presented to the Board for approval. Mr. Jagger stated it is the intent to have a three-year agreement in place for events and fees.

Chairman Abraham asked why the City is willing to enter into such an agreement since there is a proposed reduction in fees.

Mr. Jagger stated this is an attempt to bring events to the Downtown.

Ms. Cook asked when the proposed agreement would take effect.

Mr. Jagger stated it would be effective once it is approved by the City Commission.

Al Smith, Jr., 156 S. Beach St, stated he would like the Oyster Festival and events held on Manatee Island included as part of the proposed contract.

John Nicholson, 413 N. Grandview, asked if the area from the News-Journal Center to the Main Street bridge could be included.

Mr. Jeffries stated there is an agreement in place for that portion of Riverfront Park for bike events.

Mr. Jagger stated he would look into including that portion of Riverfront Park in the agreement.

Mr. Jeffries stated that section of Riverfront Park could possibly be included in Area A.

Ms. Cook asked how a name change for an event could be handled.

Mr. Jagger stated there will be flexibility in the agreement to allow for a name change.

Ms. White stated she has talked with the City Manager about criteria for events to be held in the Downtown and stated it is the intent that events held in the Downtown must be free. Ms. White stated the Oyster Festival requires a ticket purchase so she does not feel that event should be included in the proposal.

Chairman Abraham stated to include the Oyster Festival would be a change of policy for the DDA and stated that is something that should be discussed later.

Board Action:

A motion was made by Ms. Cook, seconded by Mr. Hopkins, to propose the initial event and fee schedule included in the board packet to be in a proposed agreement with the City. The motion carried unanimously (5-0).

Mr. Jeffries stated a Board workshop will be held with the merchants on May 22, 2014, at 8:30 a.m. at Cinematique Theater. Mr. Jeffries stated a representative from Gold & Associates will be in attendance.

Ms. Kozinski asked for an update on the opening of Federal Alley.

Mr. Jeffries stated the Public Works Director is scheduled to make a presentation to the Redevelopment Board at their meeting in June and he will provide a written report to the DDA at their June meeting.

Mr. Jeffries stated there are conflicts in the dates for Board members for the July and August meetings and asked that the regular meetings be moved to the third Tuesday in July and August.

5. Adjournment

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

Robert Abraham, Chairman

Becky Groom
Recording Secretary

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
WORKSHOP
Thursday, May 22, 2014**

The workshop of the Downtown Development Authority was held Thursday, May 22, 2014, at 8:30 a.m. at the Cinemetique Theater, 242 S. Beach Street, Daytona Beach, Florida. The following people were present:

Board Members

Mr. Robert Abraham, Chairman
Ms. Sheryl Cook
Mr. Joseph H. Hopkins (arrived at 8:50 a.m.)
Ms. Tammy Kozinski
Ms. Kelly White

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Jason Jeffries, Redevelopment Project Manager
Ms. Noeleen Foster, Farmers Market Manager

1. **Call to Order**

Mr. Abraham called the meeting to order at 8:35 a.m.

2. **Riverfront Shops Marketing Campaign**

Mr. Keith Gold, Gold & Associates, presented information on the status of the Riverfront Shops marketing campaign, the PowerPoint presentation is hereto attached and made part of the record.

Ms. Kelley Bales-Koliopulos, Bullseye Direct Marketing, presented information regarding proposed events for the next fiscal year.

Ms. Noeleen Foster presented information on Riverfront Fridays and the Downtown Farmers' Market.

Merchants in attendance made the following comments on Downtown events:

- Make sure the events have content and quality that tie to the Downtown consumer base.
- Provide more events or event content on North block (Burgoyne Properties).
- Include merchant information at an event information booth.

- Consider a night time art event, similar to the Noche Blanco in Rome
- Consider a lighted holiday decoration walk in Riverfront Park
- Consider a sponsoring outdoor symphony in the park
- Consider an art walk every Friday.
- Add art display in Riverfront Park.
- Add a fire water display in the river.
- Add a light display in Riverfront Park.

Merchants in attendance made the following comments on the Riverfront Shops marketing campaign:

- New map pads need to be printed.
- Promote a Riverfront Shops Instagram site.
- Generate more positive press with Downtown press releases.
- Sponsor a Downtown “Selfie” with a Downtown picture campaign.
- Include a Merchant of the Month in the e-newsletter and on the web site.

3. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 9:55 .m.

Robert Abraham, Chairman

Jason Jeffries
Redevelopment Project Manager



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451
 DAYTONA BEACH, FLORIDA 32115-2451
 PHONE (386) 671-8180
 Fax (386) 671-8187

MEMORANDUM

DATE: May 23, 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 May 20, 2014.

BUDGET STATUS

Line Item	Appropriation	Spent to Date As of 5/20/14	Balance
Contract Services	\$ 1,000	\$ 565.36	\$ 434.64
Supplies	\$ 2,500	\$ 561.38	\$ 1,938.62
Care and Subsistence	\$ 400	\$ 191.51	\$ 208.49
Professional Memberships	\$ 565	\$ 420.00	\$ 145.00
Technical Services	\$ 1,700	\$ 654.00	\$ 1,046.00
Professional Services	\$ 38,400	\$ 22,400.00	\$ 16,000.00
Co-op Marketing	\$ 18,150	\$ 15,684.60	\$ 2,465.40
Downtown Marketing	\$ 30,000	\$ 20,054.23	\$ 9,945.77
Downtown Events	\$ 18,000	\$ 14,335.00	\$ 3,665.00
Downtown Holidays	\$ 5,000	\$ 4,615.00	\$ 385.00
Total	\$ 115,715	\$ 79,481.08	\$ 36,233.92

Notes:

Note: Appropriations reflect budget transfers approved at the March 25, 2014 meeting.

Farmers' Market Activities

Revenues	Projection	Received to Date As of 5/20/14		Balance
Vendor Revenue	\$ 35,750	\$ 20,919.00		\$ 14,831.00
Market Booth Sales	\$ 1,200	\$ -		\$ 1,200.00
Total	\$ 36,950	\$ 20,919.00		\$ 16,031.00

Expenses	Appropriation	Spent to Date As of 5/20/14		Balance
Market Manager	\$ 16,000	\$ 11,395.42		\$ 4,604.58
Supplies	\$ 750	\$ 214.35		\$ 535.65
Liability Insurance	\$ 1,265	\$ 1,102.28		\$ 162.72
City Fees	\$ 1,500	\$ 1,500.00		\$ -
Marketing	\$ 14,435	\$ 4,858.00		\$ 9,577.00
Market Events	\$ 2,000	\$ -		\$ 2,000.00
Booth Merchandise	\$ 1,000	\$ -		\$ 1,000.00
Total	\$ 36,950	\$ 19,070.05		\$ 17,879.95

Profit/Loss **\$ 1,848.95**

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	62	9.0%
January	\$ 2,420	55	\$ 2,680	58	\$ 2,678	59	-0.1%
February	\$ 2,464	56	\$ 2,604	57	\$ 2,396	53	-8.0%
March	\$ 2,552	58	\$ 2,754	58	\$ 2,679	57	-2.7%
April	\$ 2,585	59	\$ 2,883	63	\$ 2,586	58	-10.3%
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		\$ 18,867		2.4%

Downtown Events

Revenues	Projection	Received to Date As of 5/20/14	Balance
Vendor Revenue	\$ 1,600	\$ 105.00	\$ 1,495.00
Sponsorships	\$ 8,750	\$ -	\$ 8,750.00
Total	\$ 10,350	\$ 105.00	\$ 10,245.00

Expenses	Appropriation	Spent to Date As of 5/20/14	Balance
Event Manager	\$ 3,150	\$ -	\$ 3,150.00
Professional Services	\$ 750	\$ -	\$ 750.00
Event Music	\$ 4,200	\$ 700.00	\$ 3,500.00
Equipment	\$ 2,000	\$ -	\$ 2,000.00
Supplies	\$ 250	\$ -	\$ 250.00
Total	\$ 10,350	\$ 700.00	\$ 9,650.00

Profit/Loss **\$ (595.00)**

Notes:

Note: Appropriations reflect budget transfers approved at the March 25, 2014 meeting.



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

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MEMORANDUM

DATE: May 23, 2014

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Review of FY2012-13 DDA Financial Report

Attached are pages of the City of Daytona Beach's Comprehensive Annual Financial Report (CAFR) for the Fiscal Year ending September 30, 2013 that refer to the DDA. The DDA is presented as a component unit of The City of Daytona Beach in the Statement of Net Position and Statement of Activities. The statements provide the final accounting, through the City's annual audit, of the DDA's financial activity during the fiscal year ending September 30, 2013. The complete CAFR is available on the City's website.

BUDGET vs ACTUAL COMPARISON

	ADOPTED BUDGET	ACTUAL
REVENUES		
Property Taxes	96,116	96,621
Interest	100	48
Farmers' Market	30,000	30,439
Merchant Co-op	53,800	18,900
Intergovernment	<u>27,432</u>	<u>27,424</u>
Total Revenue	\$ 207,448	\$ 173,432
EXPENSES		
General	159,450	122,372
Farmers' Market	30,000	30,227
Intergovernment	<u>27,432</u>	<u>27,424</u>
Total Expenses	\$ 216,882	\$ 180,023
Appropriation of Fund Balance	\$ 9,434	\$ 6,591
Ending Fund Balance	\$ 18,011	\$ 31,296

THE CITY OF DAYTONA BEACH, FLORIDA
STATEMENT OF NET POSITION
SEPTEMBER 30, 2013

	Primary Government			Component Unit
	Governmental Activities	Business - Type Activities	Total	
ASSETS:				
Equity in pooled cash, cash equivalents, and investments	\$ 23,777,339	\$ 3,286,172	\$ 27,063,511	\$ 26,977
Receivables (net):				
Accounts	2,451,418	9,608,107	12,059,525	5,225
Taxes	153,010	-	153,010	-
Notes	432,546	-	432,546	-
Accrued interest	18,860	-	18,860	-
Intergovernmental receivable	2,727,082	153,318	2,880,400	-
Internal balances	690,627	(690,627)	-	-
Inventory	755,450	963,675	1,719,125	-
Prepays	346,020	119,120	465,140	-
Other assets	1,150	500	1,650	-
Restricted assets:				
Equity in pooled cash, cash equivalents, and investments	4,231,317	21,489,325	25,720,642	-
Prepaid insurance costs - bonds	118,437	185,257	303,694	-
Capital assets not being depreciated:				
Land	26,947,173	7,019,662	33,966,835	-
Construction in progress	1,040,311	11,370,800	12,411,111	-
Capital assets net of accumulated depreciation:				
Buildings	43,912,473	19,759,714	63,672,187	-
Improvements	7,260,203	45,248,116	52,508,319	-
Equipment	5,820,559	35,104,058	40,924,617	-
Infrastructure	21,338,038	-	21,338,038	-
Total assets	142,022,013	153,617,197	295,639,210	32,202
DEFERRED OUTFLOWS OF RESOURCES:				
Deferred amount on refunding	1,047,895	2,220,739	3,268,634	-
Total deferred outflow of resources	1,047,895	2,220,739	3,268,634	-
LIABILITIES:				
Accounts payable and other liabilities	2,703,981	1,843,844	4,547,825	906
Intergovernmental payable	169,114	56,194	225,308	-
Deposits	54,901	5,181,399	5,236,300	-
Unearned revenue	1,363,953	819,791	2,183,744	-
Payable from restricted assets:				
Accounts payable and other liabilities	-	484,868	484,868	-
Contracts payable	-	141,430	141,430	-
Accrued interest	497,910	1,516,668	2,014,578	-
Due within one year:				
Insurance claims payable	1,068,000	-	1,068,000	-
Bonds and notes payable	2,993,958	4,685,150	7,679,108	-
Other liabilities	1,820,619	748,399	2,569,018	-
Due in more than one year:				
Insurance claims payable	8,722,000	-	8,722,000	-
Bonds and notes payable	57,105,455	80,346,954	137,452,409	-
Other liabilities	7,842,563	2,672,334	10,514,897	-
Total liabilities	84,342,454	98,497,031	182,839,485	906
DEFERRED INFLOWS OF RESOURCES:				
Unamortized bond premium	361,714	5,996,987	6,358,701	-
Total deferred inflows of resources	361,714	5,996,987	6,358,701	-
NET POSITION:				
Net investment in capital assets	79,354,998	24,836,529	104,191,527	-
Restricted for:				
Capital projects	3,682,706	8,241,495	11,924,201	-
Debt covenants	3,081,160	7,790,233	10,871,393	-
Transportation	5,117,491	-	5,117,491	-
Economic environment	1,478,402	-	1,478,402	-
Leisure services	1,364,319	-	1,364,319	-
Public safety	563,850	-	563,850	-
Other purposes	551,283	-	551,283	-
Unrestricted (deficit)	(36,828,469)	10,475,661	(26,352,808)	31,296
Total net position	\$ 58,365,740	\$ 51,343,918	\$ 109,709,658	\$ 31,296

THE CITY OF DAYTONA BEACH, FLORIDA
STATEMENT OF ACTIVITIES
FOR THE FISCAL YEAR ENDED SEPTEMBER 30, 2013

FUNCTIONS/PROGRAMS:	PROGRAM REVENUES					Net (Expense) Revenue and Changes in Net Position	
	EXPENSES	Fees, Fines, and Charges for Services	Operating Grants and Contributions	Capital Grants and Contributions	Primary Government		Component Unit
					Governmental Activities	Business - type Activities	
Primary government:							
Governmental activities:							
General government	\$ 9,945,512	\$ 4,793,671	\$ -	\$ -	\$ (5,151,841)	\$ -	\$ (5,151,841)
Public safety	43,613,583	2,614,185	734,246	231,041	(40,034,111)	-	(40,034,111)
Transportation	8,084,538	320,411	2,624,716	-	(5,139,411)	-	(5,139,411)
Economic environment	4,671,421	-	2,563,828	-	(2,107,593)	-	(2,107,593)
Human services	153,105	-	-	-	(153,105)	-	(153,105)
Leisure services	3,288,910	629,826	-	462,011	(2,197,073)	-	(2,197,073)
Interest on long-term debt	2,809,644	-	-	-	(2,809,644)	-	(2,809,644)
Total governmental activities	72,566,713	8,358,093	5,922,790	693,052	(57,592,778)	-	(57,592,778)
Business-type activities:							
Water and sewer system	32,987,080	40,124,364	115,775	502,849	-	7,755,908	7,755,908
Solid waste management	9,588,511	12,840,470	366,246	-	-	3,618,205	3,618,205
Halifax Harbor	3,077,155	3,129,768	-	-	-	52,613	52,613
Stormwater improvement	5,765,271	9,399,865	-	-	-	3,634,594	3,634,594
Cultural services	2,063,216	1,742,310	-	-	-	(320,906)	(320,906)
Municipal Golf Course	2,068,160	1,867,080	-	-	-	(201,080)	(201,080)
Florida Tennis Center	575,334	482,380	-	-	-	(92,954)	(92,954)
Municipal Stadium/Jackie Robinson Ballpark	294,106	220,562	185,936	-	-	112,392	112,392
Daytona Beach Pier	281,846	872,425	-	-	-	590,579	590,579
Total business-type activities	56,700,679	70,679,224	667,957	502,849	-	15,149,351	15,149,351
Total primary government	\$ 129,267,392	\$ 79,037,317	\$ 6,590,747	\$ 1,195,901	\$ (57,592,778)	-	\$ (42,443,427)
Component unit:							
Downtown Development Authority	\$ 180,023	\$ -	\$ -	\$ -	-	-	(180,023)
Total component unit	\$ 180,023	\$ -	\$ -	\$ -	-	-	(180,023)
GENERAL REVENUES:							
Taxes:							
Property taxes, levied for general purposes					21,549,133		21,549,133
Local option gas tax					1,692,182		1,692,182
Public service taxes					10,063,483		10,063,483
Sales taxes					2,811,296		2,811,296
Tax increment taxes					2,339,945		2,339,945
Other taxes					691,408		691,408
Franchise fees					5,647,528		5,647,528
Intergovernmental revenues not restricted to specific programs					2,241,497		2,241,497
Income on investments					64,110	54,841	118,951
Miscellaneous					694,932	752,377	1,447,309
Transfers					10,915,493	(10,915,493)	-
Total general revenues and transfers					58,711,007	(10,108,275)	48,602,732
Change in net position					1,118,229	5,041,076	6,159,305
NET POSITION - beginning - restated					57,247,511	46,302,842	103,550,353
NET POSITION - ending					\$ 58,365,740	\$ 51,343,918	\$ 109,709,658

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



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451
DAYTONA BEACH, FLORIDA 32115-2451
PHONE (386) 671-8180
Fax (386) 671-8187

MEMORANDUM

DATE: May 23, 2014

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: DDA Mission & Goals

The following is the DDA Mission and Goals, adopted March 23, 2010. Staff is requesting the DDA's discussion of its mission and goals as part of the budget planning for 2014-2015.

PROPOSED MISSION STATEMENT

The Daytona Beach Downtown Development Authority (DDA) taxing authority supports activities and programs to market, brand and promote Downtown Daytona Beach and Downtown businesses.

PROPOSED GOALS

Downtown Lifestyle – Live, Work, Play

1. Establish a brand for downtown lifestyle.
2. Develop a Downtown web site and link to social media sites.
3. Cross promote Downtown with event and cultural venues, such as News Journal Center and Jackie Robinson Ballpark.
4. Support alliances with non-profit marketing efforts

Downtown Shopping & Dining – Beach Street

5. Promote Downtown shopping and dining through print advertising, electronic media advertising, and print brochures.
6. Support appropriate events that occur during the daytime, such as art shows, to attract customers to Downtown.
7. Support events to attract customers for Downtown restaurants.
8. Support Special Events and Promotions to Focus on Holiday Shopping.
9. Attract tourists to shop and dine in Downtown.

DDA 2013/14 PROPOSED BUDGET

	Adopted 2012/13 Budget	Adopted 2013/14 Budget	Proposed 2014/15 Budget
GENERAL DOWNTOWN PROMOTION			
REVENUE			
Ad Valorem Taxes	96,116	95,090	99,825
Merchant Co-op Program	53,800	30,875	16,475
Interest	100	100	100
Appropriation of Fund Balance	9,434	-	-
Total Revenue	\$ 159,450	\$ 126,065	\$ 116,400
EXPENDITURES			
Contract Services	1,000	1,000	1,000
Office Supplies	1,500	2,500	2,250
Care and Subsistence	400	400	300
Professional Memberships	600	565	450
Downtown Marketing	30,100	30,000	36,500
Co-op Marketing	50,000	28,500	17,000
Downtown Events	20,000	18,000	19,000
Downtown Holidays	8,750	5,000	-
Professional Fees	45,600	38,400	38,400
Technical Services	1,500	1,700	1,500
Total Expenditures	\$ 159,450	\$ 126,065	\$ 116,400
GENERAL FUND BALANCE			
Unreserved Fund Balance	\$ 37,887	\$ 28,453	\$ 31,296
Appropriation	\$ 9,434	\$ -	\$ 1
Ending Fund Balance	\$ 28,453	\$ 28,453	\$ 31,296
% of Ad Valorem Revenue	30%	30%	31%
FARMERS' MARKET OPERATIONS			
MARKET REVENUE			
Vendor Revenue	28,800	35,750	35,750
Market Booth Sales	1,200	1,200	1,200
Total Revenue	\$ 30,000	\$ 36,950	\$ 36,950
MARKET EXPENDITURES			
Market Manager	14,200	16,000	16,000
Manager Supplies	1,000	750	500
Marketing	10,035	14,435	15,200
Market Events	1,000	2,000	1,500
Insurance	1,265	1,265	1,250
Booth Merchandise	1,000	1,000	1,000
City Fees	1,500	1,500	1,500
Total Expenditures	\$ 30,000	\$ 36,950	\$ 36,950
DOWNTOWN EVENTS			
EVENT REVENUE			
Vendor Revenue	-	1,600	2,700
Event Sponsorships	-	8,000	11,000
Total Revenue	\$ -	\$ 9,600	\$ 13,700
EVENT EXPENDITURES			
Event Manager	-	3,150	5,400
Event Music	-	3,500	7,200
Equipment	-	700	1,000
Supplies	-	250	100
Total Expenditures	\$ -	\$ 7,600	\$ 13,700

FY2014/15 PROPOSED DOWNTOWN EVENTS

Event	Type	When		Newspaper	Radio	Permit Estimate	MISC	TOTAL
PROPOSED DOWNTOWN EVENTS - BULLSEYE DIRECT MARKETING								
Octoberfest / Dream Cruise	Craft Beer & Food	Saturday	Oct 24 & 25, 2014	\$ 760	\$ 1,000	\$ 2,250		\$ 4,010
Riverfront Holidays	Music Event	Saturday	12/06/14	\$ 760	\$ 750	\$ 750	\$ 500	\$ 2,760
Wine & Chocolate Walk	Wine Walk	Saturday	02/07/15	\$ 760	\$ 750	\$ 150		\$ 1,660
Riverfront Music Festival	Music Event	Saturday	03/21/15	\$ 1,140	\$ 1,200	\$ 2,000		\$ 4,340
Art of Automobile	Classic Auto Show	Saturday	05/16/15	\$ 2,000	\$ 1,500	\$ 5,100	\$ 1,000	\$ 9,600
Parrot Head Festival	Music Event	Saturday	may move to July	\$ 1,520	\$ 1,500	\$ 2,700		\$ 5,720
Riverfront Food & Wine Festival	Music & Food Event	Saturday	09/20/14	\$ 1,000	\$ 1,500	\$ 2,000		\$ 4,500
TOTAL				\$ 7,940	\$ 8,200	\$ 14,950	\$ 1,500	\$ 32,590

DDA Advertising Budget \$ 17,640

CRA Permit Fee Budget \$ 14,950

Total \$ 32,590

LICENSE AGREEMENT
FOR USE OF DOWNTOWN CITY FACILITIES BY
DOWNTOWN DEVELOPMENT AUTHORITY

This Agreement is made and entered into as of the date of last signature below (the “Effective Date”), by and between **The City of Daytona Beach**, a Florida municipal corporation (the “City”) and the **Daytona Beach Downtown Development Authority**, a Florida special taxing district (the “DDA”).

Based on the mutual valuable consideration provided herein, the Parties agree as follows:

Section 1. PURPOSE. The purpose of this Agreement is to provide a mechanism by which DDA may use certain City facilities to hold events in the Downtown Redevelopment Area of the City (hereinafter “DDA Events”) for the purpose of increasing interest in the Redevelopment Area and furthering the redevelopment of the Downtown Area.

Section 2. DURATION. This Agreement will commence on the Effective Date and end on September 30, 2018.

Section 3. LICENSE AREAS. The City grants to the DDA a License to use one or more of the following defined City facilities (the “License Areas”) for DDA Events as provided herein:

- (a) **License Area A** is that portion of Riverfront Park from Orange Avenue to the News-Journal Center.
- (b) **License Area B** is City Island Field.
- (c) **License Area C** is that portion of Beach Street abutting License Area A, including streets and sidewalks unless otherwise specified in the Event Schedules as provided in Section 6.
- (d) **License Area D** is Manatee Island.

The License Areas are depicted on Exhibit A, attached hereto.

Section 4. SCOPE OF LICENSES.

- (a) **Activities permitted in all License Areas.** The following uses and activities will be permitted in all License Areas during DDA Event Hours at the discretion of the DDA:
 - i. Vending of food and beverages, including the sale of alcoholic beverages where the DDA pays the Alcohol Beverage Sales Charge as provided in Section 7(b)(ii).
 - ii. Sale or display of arts, crafts, and DDA Event related items.

- iii. Street performers.
- iv. Placement of tables and chairs for use by attendees.
- v. Live music, and the ancillary right to have temporary stages.

(b) **Street closure.** As to License Area C, unless designated in the Event Schedule as “Sidewalk Only”, the right to close off the License Area from vehicular traffic, provided that the manner and materials used to close off the License Area will be determined by the City, and reasonable access will be maintained for pedestrian through traffic and for City public safety and other personnel and for provision of emergency services.

(c) **Alcoholic Beverage Open Containers.** Consumption and carrying of open containers of alcoholic beverages within the License Area during DDA Event Hours will be permitted.

(d) **Set up and removal.** Set up for permitted uses and activities may begin up to ~~one~~four hours before a DDA Event and removal of all equipment from the License Area shall be completed within ~~one~~four hours after the end of an Event. If the street in License Area C is being closed, the street closure will be completed before set up begins and the street will remain closed until removal of all equipment.

(e) **No property interest.** No property interest is conveyed by this License Agreement.

Section 5. LICENSE CONDITIONS.

(a) **General Conditions.** The uses and activities authorized herein are subject to the following general conditions unless Express Conditions as provided in Section 5(b) provide otherwise:

- i. The DDA ~~may shall not charge, or allow any of its members or any other person to charge,~~ an admission fee as a condition of entering or remaining in any part of the License Areas.
- ii. Pedestrian traffic, including DDA Event attendees and non-attendees, through the License Area shall not be impeded.
- iii. No glass beverage containers will be permitted in the License Area.
- iv. The DDA will provide sufficient waste receptacles within the License Area, and will keep and maintain the License Area clean and free of debris and waste during its use, and will conduct its use of the License Area in a manner that avoids damage to City property and equipment.
- v. The DDA will provide security within the License Area sufficient to maintain order and protect the safety of the public and City property.

- vi. During its use of the License Area, the DDA will have a responsible supervisor equipped with a functioning cell phone on-site at all times to address compliance problems or other issues. The DDA will ensure that the City is provided with the supervisor’s cell phone number prior to each DDA Event. The supervisor must keep the cell phone on his or her person at all times during the use of the License Area.
- vii. The DDA shall provide proof of required insurance.
- viii. All fees and charges shall be paid when due.
- ix. The DDA acknowledges the City’s contract for pouring rights with Pepsi Bottling Company, and the exclusive rights provided therein. The DDA will not display, sell, or promote within the License Area, and will not allow their respective vendors, sponsors, or entertainers, to display, sell, or promote within the License Area, beverages or products that would cause the City to breach the pouring rights agreement.
- x. The DDA must provide for complete setup and breakdown for all DDA Events. Breakdown will include post-event cleaning.

(b) **Express Conditions.** The City Manager may impose other conditions on DDA Events consistent with the criteria set forth in §§82-4, 82-6, 82-55, 82-56, 82-59, and 82-60, City Code, upon written notice to the DDA.

Section 6. EVENT SCHEDULES; RESERVATION OF LICENSE AREAS.

(a) **Initial Event Schedule.** The DDA will host DDA Events as identified in the Initial Event Schedule below, and the City will reserve the appropriate License Areas for use by the DDA for all events shown in the Initial Event Schedule, subject to modifications as provided In Section 6(c) and payment of fees when due:

INITIAL EVENT SCHEDULE			
NAME OF EVENT	SCHEDULED EVENT DATE(S)	EVENT HOURS	LICENSE AREA(S) TO BE USED
Riverfront Fridays	4 th Friday every month	4PM – 11PM	A
Wine ‘n Chocolate Walk	2 nd Saturday in February	1PM – 6PM	C - Sidewalk Only
Riverfront Music Festival	4 th Saturday in March	1PM – 9PM	A
Art of the Automobile	3 rd Saturday in May	10AM – 6PM	A & C - Street Closure
Parrot Head Festival	3 rd Saturday in June	1PM – 9PM	B
Riverfront Food	3 rd Saturday in	10AM – 8PM	C -Sidewalk Only

& Wine Festival	September			
Cruise-in and Craft Beer Fest	4 th Saturday in October	10AM – 6PM		A & C - Sidewalk Only
Halifax Art Festival	1 st weekend in November	9AM – 6PM		A & C - Street Closure
Riverfront Holidays	1 st Saturday in December	4PM – 8PM		B & C - Sidewalk Only

(b) **Annual Event Schedule.** Prior to the end of each Fiscal Year, the DDA will provide the City with a proposed Event Schedule for the next Fiscal Year consisting of a list of all proposed DDA Events for the year, including the name of the event, dates, event hours, and License Areas for each. Upon receipt of the proposed Event Schedule, the City will cancel reservation of the License Area for any DDA Event which has been removed from the schedule, and will reserve the appropriate License Area(s) for any new DDA Events, subject to submission of an Event Application as provided in Section 8 and approval by the City, and payment of applicable fees when due. The City will provide the DDA with a final Annual Event Schedule (the “Annual Event Schedule”) showing all DDA Events for the upcoming fiscal year, along with a corresponding Event Fee Invoice as provided in Section 7(c).

(c) **Modification of Event Schedules.** The DDA may modify the Initial or Annual Event Schedule as follows:

- i. The DDA may at any time reschedule a DDA Event, such as where an Event must be postponed due to extreme weather, by written notice to the City. The City will approve the change in the date reserved for such use, provided there are no conflicting uses.
- ii. DDA may at any time cancel an Event by written notice to the City. The DDA will be entitled to a full refund of any Per Event Fees paid for such Event provided that the City receives notice of cancellation at least 10 days before the Event.
- iii. The DDA may at any time propose additional DDA Events by written notice to the City. The City will amend the applicable Event Schedule and reserve the License Areas requested for each additional Event provided there are no conflicting uses, subject to submission of an Event Application as provided in Section 8 and approval by the City.
- iv. The DDA may at any time propose changes in the License Area(s) reserved for any DDA Event by written notice to the City. The City will approve the change in location reserved for such Event, provided there are no conflicting uses.

- v. At the time of modification as provided herein, Per Event Fees will be adjusted to correspond with the modification by refund or additional payment as applicable, and will be due as provided in Section 7.

Section 7. EVENT FEES. The reservation of License Areas for DDA Events is conditioned on the DDA’s payment of the Annual Fee and Per Event Fees when due as follows:

(a) **Annual Fee.** An Annual Application and Entertainment Fee of \$385 for the remainder of the current FY due on or before June 1, 2014; and for each year thereafter an Annual Application and Entertainment Fee of \$925 due on or before September 30th.

(b) **Per Event Fee.** A Per Event Fee for each DDA Event in an amount equal to the sum of the Base Charge, the Departmental Service Charge, the Alcohol Beverage Sales Charge, and the Stage Rental/Setup Charge, as provided below:

- i. **Base Charge.** The Base Charge for each DDA Event will be determined based on the following table:

BASE CHARGE TABLE		
License Area	Day	Fee
A	Monday –Friday	\$ 150 per day
	Saturday/Sunday	\$ 700 per weekend
B	Monday –Friday	\$ 500 per day
	Saturday/Sunday	\$ 500 per weekend
C – Sidewalk Only.	Monday –Friday	\$ 75 per day
	Saturday/Sunday	\$ 75 per weekend
C – Street Closure.	Monday –Friday	\$1,250 per day
	Saturday/Sunday	\$ 520 per weekend
D	Monday –Friday	\$ 350 per day
	Saturday/Sunday	\$ 500 per weekend

- ii. **Alcohol Beverage Sales Charge.** The Alcohol Beverage Sales Charge will be determined as follows:

- (1) Riverfront Fridays: \$250.00 annual charge.
- (2) For all other DDA Events, the Alcohol Beverage Sales Surcharge will be the sum of the following fees for each License Area where patrons are allowed to carry alcoholic beverages in open containers:

ALCOHOL BEVERAGE SALES CHARGE TABLE	
License Area	Fee
A	\$ 250
B	\$ 250
C - Sidewalk Only.	\$ 50
C - Street Closure.	\$ 500
D	\$ 250

- iii. **Stage Rental/Set-Up Charge.** The Stage Rental/Set-up Charge, where applicable, is \$150 per DDA Event.
- iv. **Departmental Service Charge.** The Departmental Service Charge, where applicable, will be determined pursuant to the Resolution of the City Commission establishing fees adopted pursuant to § 82-3, City Code (Resolution No. 13-184 Adopting a Fee Schedule for Uses of City Property, as the same may be amended from time to time).

(c) **Per Event Fee Invoice and Payment.** The City will determine estimated Per Event Fees and will send the DDA an Invoice for all amounts due prior to each Event. DDA will pay Per Event Fees prior to the start of the Event. After the Event, the City will send an Invoice payable within 30 days for any additional amount due based on actual services or equipment supplied, or will refund any amount overpaid.

Section 8. EVENT APPLICATION. As to any proposed DDA Event not listed on the Initial Event Schedule, the DDA will submit an Event Application for the City’s approval, setting forth the following information:

- (a) The name of the proposed DDA Event.
- (b) The proposed License Area(s), days, and specific hours for the DDA Event.
- (c) The number of persons anticipated to attend the DDA Event.
- (d) A description of the License Area(s) where live music is proposed, the number of bands or other musical acts proposed at each location, and the approximate times at which these acts are anticipated to perform, the nature and configuration of any equipment to be used to amplify or produce sounds in association with these acts, including proposed loudspeaker location and orientation.
- (e) A plan for ensuring the smooth, unimpeded flow of pedestrian traffic, including of attendees and non-attendees of the event.
- (f) A plan for ensuring that DDA Event guests and invitees comply with restrictions on open containers.
- (g) The proposed locations within the License Area of waste receptacles and barricades.
- (h) A plan for provision of first responder, emergency, and other public health and safety services, including proposed facilities and staging area(s) for such services within the License Area(s), where applicable.
- (i) A proposed management and security plan, including the name and contact information of the event’s on-site manager, and a description of the kind, number, and

proposed deployment of any other event management and security personnel, including any staging areas proposed for the on-site manager and such personnel.

(j) A plot plan or sketch showing the location of any proposed stages, barricades and other temporary facilities proposed to be located within the License Area.

(k) Any other information reasonably required by the City.

Section 9. EVENT PROMOTION. The DDA will be solely responsible for promoting DDA Events, subject to the City’s reasonable approval of promotional materials. The DDA will include the City as an event sponsor in all promotional and marketing materials and advertising content.

Section 10. BANNERS. DDA may place one banner in Riverfront Park at the location immediately adjacent to the International Speedway Bridge for the promotion of any DDA Event. All banners will comply with § 82-152, City Code. The banner may be erected up to two weeks before the corresponding DDA Event, and must be promptly removed after the Event. The DDA will be required to pay the cost of creating, installing, and removing banners, and will be entitled to any banner sponsorship revenue derived for the banners.

Section 11. SUSPENSION OF LICENSE. The City Manager is authorized to immediately and without need for prior notice, suspend the License whenever the use of the License Area(s) by the DDA constitutes an imminent threat to public health, safety, or welfare, or a risk of serious bodily injury to any person, or a risk of substantial damage to City property.

Section 12. INSURANCE. Prior to any DDA Event, the DDA will obtain liability coverage for the License Area in an amount and form approved by the City’s Risk Manager. The insurance will name the City as additional insured.

Section 13. ~~INDEMNIFICATION.~~ ~~The DDA hereby indemnifies and holds harmless the City, and the City’s officers, employees, and agents, from and against all claims, damages, losses, and expenses, including attorneys’ fees, arising out of or resulting from the DDA’s use of any License granted herein.~~ **NO ASSIGNMENT.** ~~This Agreement may not be transferred or assigned by the DDA to any other entity or person without the prior written approval of the City, however nothing in this Agreement limits or prevents the DDA from contracting with third parties to fulfill its obligations hereunder.~~

Section 14. NOTICES: Unless otherwise expressly agreed herein, all notices, requests, and demands to or upon the Parties will be delivered by hand, delivered by a courier service, provided to a nationally recognized delivery service for overnight delivery, or by U.S. mail, postage prepaid by registered or certified mail, return receipt requested, to the addresses set forth herein:

To the City: City Manager
The City of Daytona Beach
301 S. Ridgewood Avenue
Daytona Beach, FL 32114

To the DDA: Jason Jeffries
Project Manager
301 S. Ridgewood Avenue
Daytona Beach, FL 32114

w/copy to: Robert Abraham, Chair
The City of Daytona Beach
Downtown Development Authority
301 S. Ridgewood Avenue
Daytona Beach, FL 32114

Either Party may designate a change of address by providing the other Party notice in the manner described above.

Section 15. TERMINATION FOR CONVENIENCE. Either Party may terminate this Agreement without cause by giving written notice to the other Party at least ~~120~~30 days before the end of the Fiscal Year. Termination will be effective upon the last day of the Fiscal Year in which notice was given.

Section 16. MODIFICATION. Except as otherwise provided herein, no change or modification of this Agreement will be valid unless the same is in writing and signed by both Parties.

IN WITNESS WHEREOF, the Parties through their undersigned representatives have caused this Agreement to be executed in duplicate original.

THE CITY OF DAYTONA BEACH:

By: _____
Derrick L. Henry, Mayor

Attest: _____
Jennifer L. Thomas, City Clerk

Date: _____

THE DDA:

By: _____
Bob Abraham, Chair

By: _____
Sheryl A. Cook, Vice Chair

Date: _____

By: _____
Authority Member: _____
Print Name

Jeffries, Jason

From: Kelley Bales-Koliopulos <kbales@bullseye-direct.com>
Sent: Friday, May 23, 2014 9:40 AM
To: Jeffries, Jason
Subject: Downtown Events - Update

Hi Jason,

Just wanted to update you on the next event coming up for Downtown... The Parrot Head Festival name has been changed due to trademark with The Parrot Head Chapters. The new name will be Island Festival – Release the Parrot in you (might be tweaked) The new dates are July 26th. (we are meeting with Bahama Breeze Tuesday who may be a presenting sponsor of the event)

Let me know if you have any questions or need any additional info.

Thanks,

Separate yourself
from the **pack...**



Kelley Bales

Office: 386.238.4001 / Cell: 386.527.2297 (use it!)

140 S. Beach Street, Suite 304 • Daytona Beach, FL 32114