



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

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

AGENDA

Tuesday, June 24, 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
 - a. Special Meeting: May 21, 2014
 - b. Regular Meeting: May 27, 2014
4. Public Comments
5. DDA Monthly Financial Report
6. Discussion: DDA Mission & Goals
7. Adoption of Millage Rate for Fiscal Year 2014/15
8. Adoption of Fiscal Year 2014/15 Budget
9. FY 2013/14 Downtown Event Update
10. Board Comments
11. Adjournment

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
SPECIAL MEETING
Tuesday, May 21, 2014**

The special meeting of the Downtown Development Authority was held Tuesday, May 21, 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 (left meeting at 8:45 a.m.)

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Robert Jagger, Deputy City Attorney
Mr. Paul McKittrick, Deputy City Manager
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. Public Comments

There were no public comments.

4. DDA - City Agreement for Use of Downtown Facilities

Mr. Abraham stated he thought the proposed agreement would be to reduce fees for the use of the park and other facilities for events endorsed by the DDA. Mr. Abraham stated the proposed agreement makes the events DDA events, and places the responsibility on the DDA which the DDA may have difficulty in meeting should there be a staff change. Mr. Abraham stated should there not be the same level of support from staff in the future, the DDA does not have the resources in the budget to meet the responsibilities outlined in the agreement.

Mr. Hopkins stated that it appears the DDA has moved from a support position to a promoter position, such as has happened with Riverfront Fridays. Mr. Hopkins stated the DDA supported the event and now would be the promoter of the event. Mr. Hopkins stated that he does not believe the role of the DDA was to be a promoter.

Ms. Cook stated she agreed. Ms. Cook stated that the Board has tried to decrease fees in order to draw events to the Downtown. Ms. Cook stated there continues to be a loss of support staff for Downtown. Ms. Cook stated she was concerned about liability. Ms. Cook stated events have been free in the past but in order to draw good groups, an admission fee may be necessary.

Mr. Jagger stated the DDA could still hire a promoter, such as Bullseye Direct Marketing, and stated there was nothing in the agreement that would prevent the DDA from contracting out an event.

Mr. Abraham asked if there are staff changes and if the DDA does not have the same level of support, could the agreement be terminated.

Mr. Jagger stated a shorter termination period could be included in the agreement and the indemnification clause could be removed.

Mr. McKitrick stated staff received a request from the DDA and one from the Main Street merchants association for events. Mr. McKitrick stated the Main Street group never considered a three-year agreement as proposed in the DDA agreement. Mr. McKitrick stated the DDA may want to consider a shorter term for the agreement and review the agreement prior to the end of the term.

Mr. Abraham noted the DDA was a public entity and the merchants association was not and the DDA would be contracting with a for-profit organization.

Ms. Kozinski stated the DDA needs to have more control over events that are held downtown so there are not conflicts, such as there were with the 5K run, the Farmers' Market, and the city yard sale being all held at the same time.

Mr. McKitrick noted that both the Main Street and Downtown agreements do not include any reduction in fees for police and fire services and noted that most of the reduction in fees is in the area of permit fees.

Mr. McKitrick stated the City Manager has directed Cultural Services to shift events to Manatee Island to avoid conflicts.

Ms. White stated she had to leave but noted that she supports the agreement with a shorter termination period and removal of the indemnification clause. Ms. White left the meeting at 8:45 a.m.

Mr. McKitrick suggested amending the agreement and presenting it to the Board for their review at their regular meeting of May 27.

Mr. Abraham stated the agreement stated that someone must be on site for events and noted we do not have staff to do that.

Mr. Jagger stated that is something that would be contracted through the promoter of an event.

Mr. McKitrick stated other cities, such as DeLand and New Smyrna, have great events in their downtown but they have strong merchants associations.

Mr. McKitrick suggested having Helen Riger attend the next meeting to discuss events and procedures with the Board.

Mr. Abraham stated he would like to talk about the agreement at the next meeting and the items to discuss are indemnification, a general admission provision, a decrease in the termination period, and the use of subcontractors.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. Cook to amend the proposed agreement with a shorter time period for termination notice; remove indemnification requirements; provide for events that charge an admission fee; and provide for subcontracting with a promoter. The motion carried unanimously (4-0).

Mr. McKitrick stated the revised agreement will be presented at the next meeting of the DDA on May 27 and will be forwarded to the City commission at their meeting of June 4, 2014.

5. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 9:17.m.

Robert Abraham, Chairman

Becky Groom
Recording Secretary

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, May 27, 2014**

The regular meeting of the Downtown Development Authority was held Tuesday, May 27, 2014, at 8:00 a.m. in Conference Room 116 of 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members

Mr. Robert Abraham, Chairman
Ms. Sheryl Cook
Ms. Tammy Kozinski
Ms. Kelly White

Board Members Absent

Mr. Joseph H. Hopkins

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Robert Jagger, Deputy City Attorney
Capt. James Newcomb, Daytona Beach Police Department
Ms. Noeleen Foster, Farmers' Market Manager
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**

a. **Regular Meeting - April 22, 2014**

A motion was made by Ms. Cook, seconded by Ms. White, to approve the minutes of the Regular Meeting of April 22, 2014. The motion carried unanimously (4-0).

b. Special Meeting - May 13, 2014

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to approve the minutes of the Special Meeting of May 13, 2014. The motion carried unanimously (4-0).

c. Workshop - May 22, 2014

A motion was made by Ms. White, seconded by Ms. Cook, to approve the minutes of the workshop held on May 22, 2014. The motion carried unanimously (4-0).

4. Public Comments

Johnnie Ponder, 885 Maley, thanked the Board and staff for conducting the workshop on May 22. Ms. Ponder stated the workshop was very informative. Ms. Ponder stated we are all here to promote the city and should work together.

5. DDA Monthly Financial Report

Mr. Jeffries presented the Monthly Financial Report which was included on Page 12 of the packet.

Board Action:

A motion was made by Ms. White, seconded by Ms. Cook, to accept the Monthly Financial Report. The motion carried unanimously (4-0).

6. FY 2012/13 DDA CAFER

Mr. Jeffries presented FY 2012/13 Audit memo which was included on page 17 of the packet.

7. Discussion: DDA Mission & Goals

Mr. Jeffries presented the DDA Mission & Goals which were included on page 18 of the packet.

Mr. Abraham stated that the Board has partially accomplished some of the goals. Mr. Abraham stated the role of the DDA will be expanded if the license agreement is adopted and the DDA will be responsible for running events which the DDA will contract out.

Ms. Cook stated many of the items listed under Downtown Lifestyle have been accomplished, such as establishing a brand, developing a website, and cross-promoting with events. Ms. Cook stated that even though these items have been

accomplished, they are still goals and are on-going. She stated the language should be changed to reflect that we continue to promote the goals listed.

Mr. Abraham suggested the language should read that we conduct and support events.

Ms. Cook suggested including the language from the proposed license agreement regarding promotion of events.

Mr. Jeffries stated he will bring the document back to the Board for review with language changes to reflect the Riverfront Shops marketing campaign in Item 5. Mr. Jeffries suggested changing Item 1 to reflect the continuation, maintenance, and further development of that brand.

8. Discussion: FY2014/15 Proposed Budget

Mr. Jeffries presented the proposed budget for FY2013/14 which was included on Page 19 of the packet. Mr. Jeffries noted the cost for the holiday decorations is reflected as zero, since the costs for the holiday decorations will be included in the CRA budget next year.

Mr. Abraham asked if the Farmers' Market numbers are realistic.

Mr. Jeffries stated he expects revenue of \$32,000.

Mr. Jeffries stated the final budget will be presented to the Board in June and the Board will adopt the millage rate at that time. He stated the two public hearings at the City Commission will be in September. Mr. Jeffries stated a survey was provided to the merchants at the May 22 Workshop. Mr. Jeffries stated he will present the results of the merchants' survey at the June meeting. He stated the results may have an impact on the proposed budget

Ms. White asked if we are required to have additional insurance for doing events.

Mr. Jagger stated yes but it can be assigned to whoever is coordinating the event.

Ms. Cook asked if we will be able to keep track of the events and what the fees are even though it will be paid by the CRA.

Mr. Jeffries stated those costs will not be in the financial reports but he can provide that information to the Board.

9. **Discussion: FT2014/15 Proposed Event Schedule**

Mr. Jeffries presented the proposed schedule of events from Bullseye Direct Marketing which was included on page 20 of the packet.

Ms. Kozinski asked if all of the events will be near Beach Street.

Mr. Jeffries stated Oktoberfest will be in the park; Riverfront Holidays is on City Island since it is tied to the boat parade; the Wine and Chocolate Walk is on Beach Street; the Riverfront Music Festival will be in the park; Art of the Auto will be on Beach Street and the street will be closed; and the Parrot Head festival will be on City Island.

Al Smith stated he would prefer to have more events at City Island but there is concern about conflicts with the Farmers' Market and Daytona Cubs games. Mr. Smith stated it is his understanding that the City Manager wants to move events to Manatee Island to avoid conflicts.

Ms. Kozinski stated that she has talked with other merchants and most do not see an event that is held on the river as a downtown event. She stated merchants do not see events held on Manatee Island as a downtown event.

Mr. Smith stated the parade was held at City Island and he stated he received positive feedback from restaurants that they did very well during that event.

Ms. White stated the events that are held on Beach Street, such as the wine walk, are best for the merchants.

Mr. Smith stated the events are not a substitute for the merchants' marketing plan and it is not the Board's job to place people in their door.

Ms. Kozinski stated we need to continue the dialogue with the merchants.

10. **DDA - City Agreement for Use of Downtown Facilities**

Mr. Abraham stated the agreement has been revised based on the comments made by the Board at their special meeting. Mr. Abraham stated the agreement represents a shift in policy of the DDA where the DDA becomes responsible for events and in return the license fees are reduced. Mr. Abraham stated the agreement provides the ability to delegate responsibility.

Mr. Jagger stated a change was made to the agreement to add the ability to charge an admission fee. Mr. Jagger stated the name of the Parrot Head event can be changed to the proposed "Island Festival" and noted that any name can be changed upon notice to the city.

Mr. Abraham stated the proposed agreement will be presented to the City Commission next week.

Mr. Abraham stated the license area will include part of the park down to the New-Journal Center but noted the wording in the agreement says Manatee Island.

Mr. Jagger stated he would review the sketch of the proposed area and include that in the agreement.

Mr. Al Smith stated the area will include all of Riverfront Park to Fairview.

Ms. Cook stated the area will include the area from the News-Journal Center north.

Ms. Foster asked if the agreement outlined where banners could be placed.

Ms. White suggested including language in the agreement that banners could be placed at ISB and Beach, Fairview and Beach, and Orange Avenue and Beach.

Mr. Jagger asked if there was a consensus of the Board to make the change regarding banners. The Board members agreed.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to present the proposed agreement to the City Commission for adoption with the changes made as indicated regarding banner locations and the defined Manatee Island area. The motion carried unanimously (4-0).

11. 2014 Event Schedule Change

Mr. Jeffries presented an email from Bullseye Direct Marketing, which was included in the packet, advising the Board that the name of the Parrot Head Festival will be changed to Island Festival.

Ms. White asked who will create the poster with the logo for events such as the Island Festival to tie in the Riverfront Shops brand.

Mr. Smith stated he has been creating the posters.

Ms. White asked if that is something that can be sent to Gold & Associates prior to distribution to make sure it is consistent with the Riverfront Shops brand. Ms. White stated she wants the cohesiveness between the events and the overall Riverfront Shops branding to be there.

Mr. Jeffries stated a template was created for the billboard and he will work with Gold & Associates to create one for the event posters.

12. Board Comments

Ms. Cook asked for the status of the report from Public Works regarding Federal Alley.

Mr. Jeffries stated a written report will be provided at the June DDA meeting.

Ms. White thanked Mr. Jeffries for all of the work he does for the Board.

Ms. Kozinski stated Federal Alley will become more important with the pending construction of the Orange Avenue bridge project.

Mr. Jeffries stated there is a meeting scheduled regarding the Orange Avenue bridge project and he will provide the date and time to the Board.

13. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 9:25 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: June 20, 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 June 20, 2014.

BUDGET STATUS

General Activities

Line Item	Appropriation	Spent to Date As of 6/20/14	Balance
Contract Services	\$ 1,000	\$ 709.30	\$ 290.70
Supplies	\$ 2,500	\$ 561.38	\$ 1,938.62
Care and Subsistence	\$ 400	\$ 281.25	\$ 118.75
Professional Memberships	\$ 565	\$ 420.00	\$ 145.00
Technical Services	\$ 1,700	\$ 1,236.44	\$ 463.56
Professional Services	\$ 38,400	\$ 25,600.00	\$ 12,800.00
Co-op Marketing	\$ 18,150	\$ 16,384.60	\$ 1,765.40
Downtown Marketing	\$ 30,000	\$ 24,400.51	\$ 5,599.49
Downtown Events	\$ 18,000	\$ 17,796.00	\$ 204.00
Downtown Holidays	\$ 5,000	\$ 4,615.00	\$ 385.00
Total	\$ 115,715	\$ 92,004.48	\$ 23,710.52

Notes:

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

Farmers' Market Activities

Revenues	Projection	Received to Date As of 6/20/14	Balance
Vendor Revenue	\$ 35,750	\$ 23,093.00	\$ 12,657.00
Market Booth Sales	\$ 1,200	\$ -	\$ 1,200.00
Total	\$ 36,950	\$ 23,093.00	\$ 13,857.00

Expenses	Appropriation	Spent to Date As of 6/20/14	Balance
Market Manager	\$ 16,000	\$ 12,349.42	\$ 3,650.58
Supplies	\$ 750	\$ 408.19	\$ 341.81
Liability Insurance	\$ 1,265	\$ 1,102.28	\$ 162.72
City Fees	\$ 1,500	\$ 1,500.00	\$ -
Marketing	\$ 14,435	\$ 10,600.50	\$ 3,834.50
Market Events	\$ 2,000	\$ -	\$ 2,000.00
Booth Merchandise	\$ 1,000	\$ -	\$ 1,000.00
Total	\$ 36,950	\$ 25,960.39	\$ 10,989.61

Profit/Loss \$ (2,867.39)

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	\$ 2,646	59	-6.8%
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		\$ 21,513		1.2%

Downtown Events

Revenues	Projection	Received to Date As of 6/20/14	Balance
Vendor Revenue	\$ 1,600	\$ 210.00	\$ 1,390.00
Sponsorships	\$ 8,750	\$ -	\$ 8,750.00
Total	\$ 10,350	\$ 210.00	\$ 10,140.00

Expenses	Appropriation	Spent to Date As of 6/20/14	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	\$ (490.00)
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Notes:

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



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

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

MEMORANDUM

DATE: June 20, 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. Based on the discussion at the May meeting, Gold & Associates has prepared recommended goals in the attached memo.

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.

**CITY OF DAYTONA BEACH DDA
MARKETING BUDGET SUGGESTIONS**
Prepared by GOLD & Associates • Friday, June 20, 2014

The following are our suggested enhancements to update the goals of the DDA for the new fiscal year. Thank you for your consideration.

MISSION STATEMENT (Unchanged)

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

GOALS (Updated)

LIFESTYLE

1. Continue to brand the Downtown area as the Riverfront Shops of Daytona Beach—a unique, historic and exciting place to live, work and play;
2. Maintain and grow the Riverfront Shops website using appropriate and impactful online, offline and social media;
3. Continue to promote the Riverfront Shops with special events and cultural activities that complement and enhance the Downtown experience; and
4. Support alliances with non-profit organizations through effective marketing.

SHOPPING, DINING AND ENTERTAINMENT

1. Market the Riverfront Shops with the most effective, research-based online, offline and social media tools to make prudent use of the available budget;
2. Support appropriate special events that attract customers to the Downtown area to enjoy shopping, dining and entertainment at the Riverfront Shops.



Morgan B. Gilreath, Jr., M.A., A.S.A., C.F.A.
Property Appraiser

May 30, 2014

Daytona Beach Downtown Development Authority
301 S. Ridgewood Ave.
Daytona Beach, FL 32114

Attention: Patricia Bliss, Chief Financial Director

Re: June 1 Notification of 2014 Tax Roll Values per F.S.200.065(8)
Taxing Authority Number(s): 0570

Dear : Ms. Bliss

The June 1, 2014, pre-preliminary assessed total taxable value of property in your taxing authority is \$ 102,917,998. This amount includes the taxable new construction value of \$ 60,869 and annexations, to date, of \$ 0 . Please note that this is a Pre-Preliminary estimate. The formal Preliminary Tax Roll, available on July 1, 2014, will contain detailed breakdowns of new construction, annexations and other stratification, along with the DR420 form.

Percentage changes from last year for both Just and Taxable values are shown below. Real estate market value changes are reflected in Just Values while the impact of Save Our Homes, the 10% Non-Homestead and other additional exemptions are reflected in the Taxable Values. The Net Change reflects actual change on properties without considering new construction.

	Previous <u>2013</u>	Estimated <u>2014</u>	% Total <u>Change</u>	% Net <u>Change</u>
Just Value	191,904,401	199,396,283	3.9	3.86
Taxable Value	98,619,461	102,917,998	4.36	4.30
New Construction	0	60,869		
Annexations	0	0		

If you have any questions, please contact me at (386) 736-5901 (DeLand area); (386) 254-4601, Ext. 5717 (Daytona area); or (386) 423-3315 Ext. 5717 (New Smyrna Beach area).

Sincerely,



Morgan B. Gilreath, Jr.
Volusia County Property Appraiser

DDA 2014/15 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	97,770
Merchant Co-op Program	53,800	30,875	9,500
Interest	100	100	100
Appropriation of Fund Balance	9,434	-	-
Total Revenue	\$ 159,450	\$ 126,065	\$ 107,370
EXPENDITURES			
Contract Services	1,000	1,000	1,000
Office Supplies	1,500	2,500	3,020
Care and Subsistence	400	400	300
Professional Memberships	600	565	450
Downtown Marketing	30,100	30,000	27,000
Co-op Marketing	50,000	28,500	14,500
Downtown Events	20,000	18,000	21,000
Downtown Holidays	8,750	5,000	-
Professional Fees	45,600	38,400	38,400
Technical Services	1,500	1,700	1,700
Total Expenditures	\$ 159,450	\$ 126,065	\$ 107,370
GENERAL FUND BALANCE			
Unreserved Fund Balance	\$ 37,887	\$ 28,453	\$ 31,296
Appropriation	\$ 9,434	\$ -	\$ -
Ending Fund Balance	\$ 28,453	\$ 28,453	\$ 31,296
% of Ad Valorem Revenue	30%	30%	32%
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

**CITY OF DAYTONA BEACH DDA
MARKETING BUDGET SUGGESTIONS**
Prepared by GOLD & Associates • Friday, June 20, 2014

**INITIAL
DRAFT**

The DDA staff requested that GOLD suggest a new marketing budget covering the line items for which the agency is responsible, and that this be sufficient to substantially strengthen visitation to the historic Downtown Riverfront area. Once a budget is approved, each of the marketing tools and their expenditures will be flighted appropriately on a spreadsheet to show the days, times, and weights recommended for maximum effectiveness. Should you have any questions regarding this, please do not hesitate to contact Keith Gold with our firm. Thank you!

OFFICE SUPPLIES (PRINTING)

- EVENT KIOSK POSTERS — No change*;
- EVENT PALM CARDS — No change*; and
- MAP PAD PRINTING — No change*.

DOWNTOWN BRAND MARKETING

- CABLE TELEVISION ADVERTISING — Increase 50% for better GRPs and new production;
- IN-ROOM CONCIERGE BOOK — No change*;
- OUTDOOR ADVERTISING — Establish an annual budget of \$10k-\$15k for the production and media costs for a highly visible “place branding” billboard located on International Speedway Blvd;
- RACK BROCHURE — No change*;
- SEARCH ENGINE MARKETING — Increase 25% to increase unique and repeat visitation; and
- SOCIAL MEDIA ADVERTISING — Increase 25% to increase social engagement and bolster the Riverfront Shops’ social media following.

DOWNTOWN EVENT MARKETING

For the two events that the DDA is directly responsible for marketing:

- HALIFAX ART FESTIVAL — Increase 25% to include television, radio, print, and SEM; and
- RIVERFRONT FRIDAYS — Establish an annual budget of \$10k-\$15k for the production and media costs for ongoing multimedia advertising.

Page 1 of 2

**CITY OF DAYTONA BEACH DDA
MARKETING BUDGET SUGGESTIONS**
Prepared by GOLD & Associates • Friday, June 20, 2014

**INITIAL
DRAFT**

PROFESSIONAL SERVICES

- GOLD & ASSOCIATES — No change*; and
- PUBLIC RELATIONS (*staff*) — No change.

TECHNICAL SERVICES

- ICONCONTACT — No change*;
- WEB DOMAINS & HOSTING — No change*; and
- WEB OPTIMIZATION AND MAINTENANCE — Establish an annual budget of \$10k - \$15k for weekly services.

***PLEASE NOTE:** This is based on there being not changes to the specifications for the product or service being provided.

RIVERFRONT SHOPS OF DAYTONA BEACH MERCHANT MARKETING IDEAS

Prepared by GOLD • Thursday, June 12, 2014 • Updated Monday, June 16, 2014

Introduction

Last month's strategic planning session and the merchant research survey that followed generated many good marketing ideas for the Riverfront Shops. Although the number of partners who participated in the survey was not large enough to achieve statistical significance (*and, therefore, to extrapolate*), these ideas will prove to be valuable nonetheless as the DDA and GOLD & Associates develop marketing plans for the 2014-2015 fiscal year.

The following are the main ideas that were suggested in the session and survey, as well as the agency and staff's suggested action steps for each.

Tools & Tactics

- **PANDORA INTERNET RADIO** — This is a personalized streaming radio service that allows users to create custom music "stations." Pandora was suggested to be part of the media mix. And though it is an excellent service, it is not an ideal fit for the DDA for the following reasons:
 1. **IT'S VERY EXPENSIVE** — Audio (*spot*) advertising campaigns on Pandora begin at \$10,000, and display-ad only campaigns start at \$5,000;
 2. **FEW LOCAL LISTENERS** — Pandora advertising focuses on campaigns that run nationally or in major metropolitan areas. The DDA's catchment area is not large enough to have the sizable pool of Pandora listeners needed to justify its advertising costs. Other media vehicles can and do reach many more prospective customers in our catchment area for much less; and
 3. **NOT RECOMMENDED IN RESEARCH** — Pandora was not among the media vehicles preferred by primary research participants previously.
 - **SUGGESTED NEXT STEP:** Communicate to merchants why Pandora is not a good fit for marketing the Riverfront Shops of Daytona Beach at this time.
-
- **LOCAL RADIO & NEWSPAPER** — Both media types were suggested to be part of the media mix, and both have been in the present fiscal year. Both also placed higher in terms of recall than television and other print tools in the most recent statistical research.
 - **SUGGESTED NEXT STEP:** Continue to use radio and newspaper to promote special seasons and events in fiscal year 2014-2015.
-

RIVERFRONT SHOPS OF DAYTONA BEACH MERCHANT MARKETING IDEAS

Prepared by GOLD • Thursday, June 12, 2014 • Updated Monday, June 16, 2014

Tools & Tactics (Continued)

- **OUTDOOR** — Billboard advertising on International Speedway near the “entrance” to the riverfront Shops was suggested to be part of the media mix. It did not rank very high in the previous statistical research; however, it would indeed help with the place branding of the Riverfront Shops area.
 - **SUGGESTED NEXT STEP:** Billboard availability and costs should be investigated in this area for the new fiscal year.

- **PUBLIC RELATIONS** — It was suggested that more local media should be secured to help promote and create buzz for the Riverfront Shops.
 - **SUGGESTED NEXT STEP:** The DDA has handled public relations internally, and already this year stories have appeared in the *News-Journal*, *Hometown News*, and regional publications. More content is required to ensure consistent press. Therefore, it is suggested that information collected for use in the e-newsletter could also be used to write more releases.

- **WINDOW POSTERS** — It was suggested that consistent-looking event posters be displayed in the windows of merchants’ shops. However, allowing window posters would require a change to the City of Daytona Beach’s ordinances. Moreover, they were discouraged in the plan presented by Mr. Gibbs, as they do not appeal to higher-end customers.
 - **SUGGESTED NEXT STEP:** The DDA staff should review the ordinances. GOLD has created an attractive template for special event posters that enhance the Riverfront Shops’ branding efforts. It is also suggested that the merchants continue to use the palm cards in the new fiscal year, versus window posters.

Other Suggestions

- **BETTER EVENT BRANDING** — Event organizers receiving DDA funding should be required to brand and promote their events in a consistent manner that reinforces the overarching Riverfront Shops brand. However, it was suggested that this may not be occurring consistently.
 - **SUGGESTED NEXT STEP:** GOLD has created additional templates for event promotional materials for event organizers to use. Plus, the current DDA requirements should be more strictly enforced.
-

RIVERFRONT SHOPS OF DAYTONA BEACH MERCHANT MARKETING IDEAS

Prepared by GOLD • Thursday, June 12, 2014 • Updated Monday, June 16, 2014

Other Suggestions (Continued)

- **BUILD DATABASE** — It was suggested that event organizers should be required to collect demographic and other statistical information on attendees at events, to provide more information on the Riverfront Shops, and to ask attendees to opt-in to the Riverfront Shops email database. In short, each is already required.
 - **SUGGESTED NEXT STEP:** The DDA staff should reiterate the organization's policies, including their means of enforcement.

- **WEB PHOTOS** — It was suggested that more photos should be taken and updated regularly on the website. And video would be a good addition as well.
 - **SUGGESTED NEXT STEP:** It is important that the photos or video be of the highest quality to reinforce the Riverfront Shops brand. A budget should be presented for a new shoot, plus for web maintenance (*perhaps to come from the CRA budget*). Events organizers should be encouraged to forward more images to the DDA for posting to Riverfront Shops site and social media pages.

- **DIRECTORY MAP/POSTER** — It was suggested that lower-cost alternatives for printing the directory map be explored in order to update it more frequently.
 - **SUGGESTED NEXT STEP:** A local downtown area printer has been contacted in an attempt to secure lower prices.

- **BRANDED MERCHANDISE** — It was suggested that merchandise—especially logoed t-shirts—would be an effective way to help brand the Riverfront Shops area. and perhaps to generate additional revenue for DDA marketing.
 - **SUGGESTED NEXT STEP:** Many municipalities, counties, and other government agencies license their logo, images and more as a means of branding and generating revenue. This should be explored with the city's legal department, and then vendors should be investigated to create and distribute such merchandise. (*The DDA may wish to issue an RFP for these services.*)

RIVERFRONT SHOPS OF DAYTONA BEACH MERCHANT MARKETING IDEAS

Prepared by GOLD • Thursday, June 12, 2014 • Updated Monday, June 16, 2014

Other Suggestions (Continued)

- **INSTAGRAM/TWITTER** — It was suggested that event photos and information be posted on these social media sites.
 - **SUGGESTED NEXT STEP:** Merchants and event producers can send event information to be posted on Twitter now, and they should be encouraged to do so. A shared hashtag like #RiverfrontShops on Twitter be agreed upon to help unite posts made by various individuals. Contests could be set-up for the best posts with prizes awarded for the best tweets and photos. *(Instagram has far fewer users than many other social networks, and therefore should not be a priority.)*

- **EVENTS ADVERTISING, POSTING AND WEB UPDATES** — It was suggested that events should be advertised further in advance; that events should be listed on DaytonaBeach.com, See-Daytona.com, and other sites; and that the Riverfront Shops site always be current.
 - **SUGGESTED NEXT STEP:** The events are indeed posted often by the staff on these sites, and organizers and planners who receive DDA funding should provide event information several months in advance in order to ensure that their events are included on these—and many other—relevant sites. The DDA should establish a firm policy for event information deadlines. Also, outside maintenance assistance is being explored.

- **HISTORIC DESCRIPTION** — It was suggested that the description for the area be “Historic Downtown District Shopping and Restaurants.” However, this nomenclature did not score well in the statistical research. Still, some of this language is presently used in supporting copy and in various materials as appropriate.
 - **SUGGESTED NEXT STEP:** The word “historic” was found in research to be negative among some audiences, as the area is not a destination such as St. Augustine, for instance. Still, all of the DDA’s marketing materials are being reviewed to make sure that this idea is present.

- **LOWER BEACH STREET BANNERS** — The banners do indeed need to be lowered in order to have maximum visibility and impact.
 - **SUGGESTED NEXT STEP:** The DDA staff is investigating ways to lower the banners.

RIVERFRONT SHOPS OF DAYTONA BEACH MERCHANT MARKETING IDEAS

Prepared by GOLD • Thursday, June 12, 2014 • Updated Monday, June 16, 2014

Other Suggestions (*Continued*)

- **INCLUDE NORTH BEACH STREET** — It was suggested that more events and promotions be focused on the northernmost block of the Riverfront Shops retail district. And it is part of the DDA's long-term agreement to do so.
 - **SUGGESTED NEXT STEP:** Expansion has a cost associated with it, but a more definitive timeline should be prepared to accomplish this.

- **ADDITIONAL EVENTS** — It was suggested that more events—large and small—be held in the Riverfront Shops area. And certainly, additional, non-competing events could help drive customer visitation, especially during off-peak times. However, it is important that new events be distinctive.
 - **SUGGESTED NEXT STEP:** Riverfront Fridays is a means by which to add a variety of events, such as those with music, art, and more. Merchants should be asked specifically what types of events are needed, as well as what they would support, financially or otherwise.



AGENDA ITEM: 9

THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

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

MEMORANDUM

DATE: June 20, 2014

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: FY 2013/14 DDA Event Funding

At the September 18, 2013 meeting, the DDA agreed to support a series of Downtown events promoted by Bullseye Direct Marketing for FY2013/14. Bullseye's request was for reimbursement of City event permit fees and an additional \$14,250 towards marketing and advertising costs for the events.

Due to limited budget, the DDA agreed to pay \$10,000 towards the event print and radio advertising and agreed to request the CRA to fund the permit fees and an additional \$10,250 towards advertising for DDA supported Downtown events.

The DDA and the City have completed a three year agreement for Downtown events and the CRA agreed to pay only the event permit fees.

Bullseye is requesting an additional \$8,650 to support the remaining events in this fiscal year.

The DDA has \$18,500 budgeted in the Downtown Events line item for Fiscal Year 2013/14. Based on the funding approvals for the Halifax Art Show and Bullseye Downtown Event Series at the September 18, 2013 meeting, no additional funds remain in this budget line item.

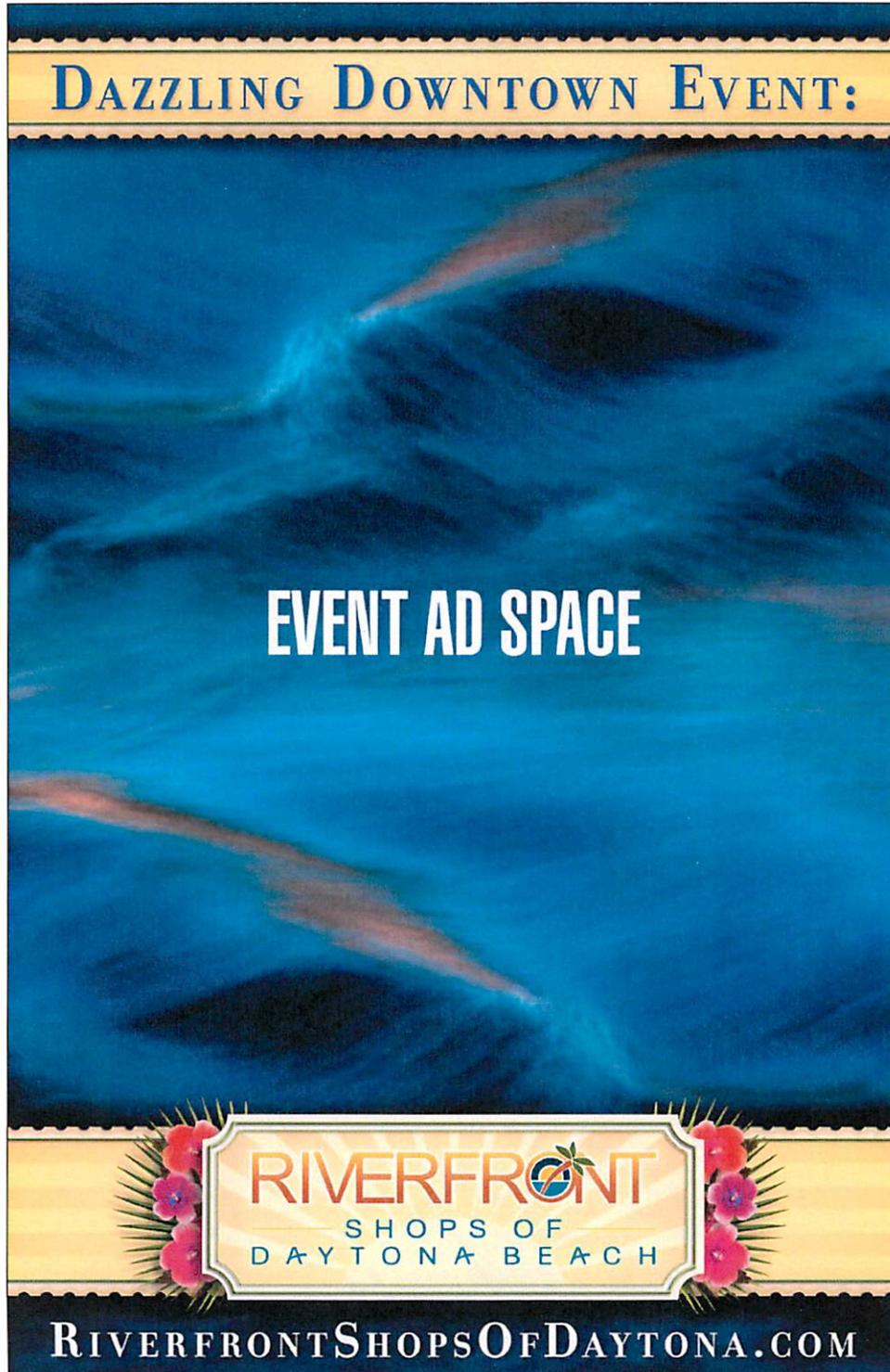
The CRA has agreed to reimburse the DDA for the holiday street decorations and the \$5,000 in the holiday budget line item could be transferred to the Downtown Event line item.

In addition, based on the DDA comments at the last meeting, GOLD has prepared a marketing template to ensure the events supported by the DDA complement the Riverfront Shops marketing campaign. The template is attached.

**RIVERFRONT SHOPS OF DAYTONA BEACH
SPECIAL EVENT BRANDING**

Presented by GOLD • Monday, June 16, 2014

EVENT POSTER TREATMENT



**RIVERFRONT SHOPS OF DAYTONA BEACH
SPECIAL EVENT BRANDING**

Presented by GOLD • Monday, June 16, 2014

EVENT FULL-PAGE AD TREATMENT



**RIVERFRONT SHOPS OF DAYTONA BEACH
SPECIAL EVENT BRANDING**

Presented by GOLD • Monday, June 16, 2014

EVENT SMALL-SPACE AD TREATMENT



**RIVERFRONT SHOPS OF DAYTONA BEACH
SPECIAL EVENT BRANDING**

Presented by GOLD • Monday, June 16, 2014

REVISED Thursday, June 19, 2014

EVENT POSTER TREATMENT

DAZZLING DOWNTOWN EVENT:

DOWNTOWN DAYTONA BEACH

Island Festival

Release the Parrot in you

**FREE
CONCERT IN THE PARK**

Flock to Daytona Beach

MARGARITAS • TROPICAL DRINKS • FOOD TRUCKS • MUSIC • HULA CONTEST
TACKY TOURIST CONTEST • CORN HOLE TOURNAMENT 4PM - 8PM

Presenting a Jimmy Buffett Tribute

GARY ROLAND & THE LANDSHARKS • BRAD YATES & MO' MENTUM
ROB ELLIS PECK • AMY ALYSIA & THE SOUL OPERATION BAND

SATURDAY, JULY 26th • 4:00 pm - 10:00 pm • RIVERFRONT PARK

RIVERFRONT
SHOPS OF
DAYTONA BEACH

RIVERFRONTSHOPSOFDAYTONA.COM