



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

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

AGENDA

Wednesday, September 17, 2014 4:00 p.m.
Conference Room 149B

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

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes: August 19, 2014**
4. **Public Comments**
5. **DDA Monthly Financial Report**
6. **Gold & Associates Annual Service Contract**
7. **InFocus Media Group Website Maintenance Contract**
8. **Riverfront Shops of Daytona Beach Campaign – FY2013/14**
 - a. **FY2014/15 Brighthouse Advertising**
 - b. **Beach Channel Advertising**
 - c. **Online & Social Media Advertising**
 - d. **iContact Email Service Fee**
 - e. **Print Materials**
9. **Proposed FY 2013/14 Downtown Events**
 - a. **Halifax Art Show**
 - b. **Downtown Event Series – Bullseye Direct Marketing**
 - c. **Riverfront Fridays**
 - d. **Proposed New Events**
 - e. **Event Advertising Creative Support**

10. **Farmers' Market Advertising Campaign – FY2013/14**
 - a. **WNDB: Weekend Update Sponsorship**
 - b. **Hometown News Advertising**
 - c. **News-Journal Advertising**
11. **Board Comments**
12. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, August 19, 2014**

The regular meeting of the Downtown Development Authority was held on Tuesday, August 19, 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
Ms. Tammy Kozinski
Ms. Kelly White

Board Members Absent:

Mr. Joseph H. Hopkins

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Reed Berger, Redevelopment Manager
Mr. Charles Bryant, 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 8:03 a.m.

2. Roll Call

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

3. Approval of Minutes – July 15, 2014

A motion was made by Ms. Cook, seconded by Ms. White, to approve the minutes of the Regular Meeting of July 15, 2014. The motion carried unanimously (4-0).

4. Public Comments

There were no public comments.

Additional Item: Discussion of Orange Avenue Construction Project –
Ron McLemore, Public Works Director

Mr. McLemore introduced Ryan Conrad, the Construction Manager for the project. Mr. Conrad stated the project was divided into two work zones: Nova Road to the FEC railroad area and then from the railroad area to Downtown. Mr. Conrad said the traffic has been shifted to the south side of the road so utilities can be installed first on the northern side of the road. Mr. Conrad stated a wider berth has been made available to the contractor due to safety concerns. Mr. Conrad stated each geographic section was to be closed 90 days. Mr. Conrad stated inconvenience to the public will always be there in a project of this size. Mr. Conrad stated Thad Construction, the contractor, has spoken with the business owners regarding the project.

Mr. Abraham asked how the traffic will be handled from U. S. 1 to Beach Street.

Mr. Conrad stated the work will be done west from U. S. 1 to Beach and the underground work will be starting very soon. Mr. Conrad stated traffic will be maintained in both directions.

Ms. White asked was the plan to do the north two lanes first and then shift the traffic.

Mr. Conrad stated once a section was completed on the north side, traffic will shift and the southern side of the street will be completed. Mr. Conrad stated from the railroad to Beach Street, two-way traffic will be maintained. Mr. Conrad stated the only full closure of the road will be from the railroad back. Mr. Conrad stated the three phases of the project are:

- Phase A – completing work on the left side of the road
- Phase B - full closure of the road from FEC back
- Phase C – the surface can be driven on and sidewalks will be completed during this phase

Mr. Conrad stated each phase of the project will take 90 days to complete and access will be maintained to all businesses during the project.

Mr. Abraham asked if traffic will ever be totally interrupted at the intersection of Orange Avenue and Beach Street.

Mr. Conrad stated there will be certain items, such as during the installation of new traffic signals, that will require a full closure of the intersection but it will only be closed at night, usually from 7:00 p.m. to 7:00 a.m.

John Nicholson, 413 N. Grandview, asked if the intersection will be closed on a Friday or Saturday night and asked if the closing will be coordinated with the Daytona Cubs baseball game schedule.

Mr. Conrad stated normally the night work schedule was from Sunday night through Thursday night. Mr. Conrad stated he would coordinate the closings with the Daytona Cubs.

Ms. Cook stated the intersection at Orange and Beach was confusing and asked if a sign was located prior to the intersection when going south to let traffic know a right-hand turn can be made onto Orange.

Mr. Conrad stated he would look into that concern today and discuss it with the contractor.

Ms. Kozinski asked for the status of opening Federal Alley and stated she thought it was to be opened during construction of Orange Avenue to help alleviate parking and traffic concerns.

Mr. McLemore stated staff was reviewing opening Federal Alley but feels there are safety concerns that would be violated in order to make the opening work. Mr. McLemore stated to open Federal Alley may cause a conflict between pedestrian and auto traffic and noted the alley was used by many people for walking.

Ms. Cook asked the differences between the two alleys.

Mr. McLemore stated Federal Alley was designed to be a place for people and the other alley was not designed for pedestrian traffic. Mr. McLemore stated the City would be liable if it does not take certain precautions since the area was designed for pedestrian traffic.

Ms. Cook asked when the 90 days will start for the first phase of Orange Avenue.

Mr. Conrad stated the 90 days started 1-1/2 weeks ago.

5. DDA Monthly Financial Report

Mr. Jeffries presented the Monthly Financial Report which is included on Page 10 of the packet.

Ms. White asked if sponsorships have been received for Riverfront Fridays.

Mr. Jeffries stated no. He stated he has received certain commitments and stated the Board may need to review the events in a couple of months to determine what to do in 2015.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. White, to approve the budget transfers, as presented in the staff report. The motion carried unanimously (4-0).

6. Merchant Co-op Program

Mr. Jeffries presented the staff report on the 2015 Merchant Co-op Program which was included on Page 14 of the packet.

Ms. Kozinski asked how many merchants are confirmed for the in-room concierge book.

Mr. Jeffries stated he has confirmed eleven ½ spaces and last year he only had four. Mr. Jeffries stated he was trying to get Angell & Phelps to participate and would also like to have several full-service restaurants participate.

Ms. Cook stated she was concerned about payments not being made in full since the city was in collections with some merchants for previous advertising.

Mr. Jeffries stated billings for Roar Motorcycles and Mediterranean Experience were sent to collections and both merchants are out of business.

Mr. Abraham asked if the commitments are with established merchants.

Ms. Kozinski asked if the merchants have asked for the 6 month payment option.

Mr. Jeffries stated yes.

Ms. White stated she felt the six month payment plan was fine.

a. **Program Guidelines**

Board Action:

A motion was made by Ms. White, seconded by Ms. Cook, to offer ½ space in the in-room concierge book for \$500 annually using the advertising specs prepared by Gold & Associates and to authorize the payments to be made in two payments with ½ due at the time of printing (October) and the other ½ due 6 months later (April), in accordance with the staff report included in the packet. The motion carried unanimously (4-0).

b. **2015 In-Concierge Book**

Mr. Jeffries stated the request was to authorize the expenditure from the FY2014-15 budget to See Coastal Media in the amount of \$16,907 for advertising.

Board Action:

A motion was made by Ms. White, seconded by Ms. Cook, to authorize the expense of \$16,907 to See Coastal Media from the FY2014-15 budget in accordance with the staff report included in the packet. The motion carried unanimously (4-0).

c. **Daytona Cubs Advertising Trade**

Mr. Jeffries stated the Daytona Cubs will place a ½ page black and white ad for the Riverfront Shops in their game-day program for 70 home games. In turn, the DDA will advertise the Daytona Cubs in two spaces in the in-room concierge book and will place a feature ad on the DDA website.

Board Action:

A motion was made by Ms. White, seconded by Ms. Kozinski, to authorize the advertising trade with the Daytona Cubs as presented in the staff report. The motion carried unanimously (4-0).

7. **FY 2013-14 Riverfront Shops Events**

Mr. Jeffries stated last year, Bullseye Direct Marketing approached the DDA with a proposal for staging a series of events in the downtown and requested funding in the amount of \$23,450. Mr. Jeffries stated the budget was \$18,000 for events and \$8,000 was committed to the Halifax Art Show. The DDA approved \$10,000 toward advertising and committed to requesting additional funding from the CRA for permit fees and additional advertising. Mr. Jeffries stated an event fee agreement was approved with the City and the CRA approved paying the Downtown event fees. Mr. Jeffries stated in July, the DDA approved an

additional \$5,000 for advertising for the events. Mr. Jeffries stated the remaining \$3,750 was requested and that funds are now available. The total Downtown event advertising support from the DDA would be \$18,750 in FY2013/14.

Ms. Kozinski stated during the last event, not one radio advertisement mentioned the Riverfront Shops and the poster did not mention the DDA.

Mr. Abraham stated this needs to be reinforced to Bullseye Direct Marketing.

Mr. Jeffries stated he was addressing this with Bullseye Direct Marketing. Mr. Jeffries stated Gold & Associates has prepared a template for print advertising. Mr. Jeffries stated it was in Bullseye's contract that all advertising was to complement the Riverfront Shops brand and their advertising was to be sent to him for review.

Mr. Abraham stated the Board could make it a condition of funding to use the Gold template.

Ms. White stated the DDA authorized \$2,500 for radio advertising for the Island Festival and asked if payment could be withheld if the DDA and Riverfront Shops are not mentioned.

Ms. Cook stated she was involved in co-op every day with her business and she does not get a check from any vendor until she receives a completion report which was a script for the radio advertising which has been notarized by the radio station. Ms. Cook stated billboard advertising also requires a notarized statement from Lamar. Ms. Cook stated it can take up to 3 months to receive funding. Ms. Cook stated if her television, radio, and billboard advertising are not pre-approved, she does not receive the money. Ms. Cook stated Black Crow or whoever was doing the advertising could prepare a completion report for the DDA so payment could then be authorized.

Mr. Abraham stated we have to be more forceful about our standards and should require that radio and TV advertising follow the template.

Ms. Kozinski asked if pre-approval can be required.

Mr. Abraham stated something should be put in writing to Bullseye Direct Marketing so they have guidance and Bullseye Direct Marketing in turn can present their advertising to the DDA for pre-approval. Mr. Abraham stated he feels guidelines should be approved by the DDA and Mr. Jeffries should be given the authority to show what has to happen in order for Bullseye Direct Marketing to receive funding.

Mr. Jeffries stated he will inform Bullseye Direct Marketing that the DDA has authorized expenditures and will outline the DDA's expectations. Mr. Jeffries

stated he will inform them that in order to receive funding, print materials must be done in template as prepared by Gold & Associates and radio advertising will mention Riverfront Shops and note that DDA was the sponsor.

Ms. White suggested including a time-frame for materials to be presented to Mr. Jeffries for approval prior to an event, such as 45 days.

Mr. Jeffries stated in September, the DDA will take action on the series of events for the next fiscal year.

Mr. Abraham stated it should be clear that the contract will expire at some point and guidelines must be met in order to consider renewal.

Mr. Jagger stated it was a three year contract and there was a 90 day cancellation clause.

Ms. Cook stated it needs to be reiterated that pre-approval of advertising was expected and if Riverfront Shops and DDA are not mentioned, payment will not be made.

Ms. White left the meeting at 9:30 a.m.

Mr. Abraham stated at some point, he would like the DDA to adopt a written policy about print advertising and outline criteria about what has to be met before payment was made.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to authorize the expenditure of \$3,750 for additional advertising support Downtown events presented by Bullseye Direct Marketing. The motion carried unanimously (3-0).

8. DDA Mission & Goals

Mr. Jeffries stated the revised Mission Statement & Goals was included in the packet.

Board Action:

A motion was made by Ms. Kozinski, seconded by Ms. Cook, to approve the revised Mission & Goals Statement, in accordance with the staff report included in the packet. The motion carried unanimously (3-0).

Mr. Jeffries stated the first Budget Hearing will be held on September 3 at 6:00 p.m. The DDA's regular meeting will be held at 4:00 p.m. on September 17 and the second Budget Hearing will be held on September 17 at 6:00 p.m.

9. Board Comments

There were no Board comments.

10. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 9:40 a.m.

Robert Abraham, Chairman

Becky Groom, Recording Secretary



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

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

MEMORANDUM

DATE: September 12, 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 September 12, 2014.

BUDGET STATUS

General Activities

Line Item	Appropriation	Spent to Date As of 9/12/14	Balance	Projection
Contract Services	\$ 1,100	\$ 944.14	\$ 155.86	1,029.97
Supplies	\$ 2,400	\$ 1,122.76	\$ 1,277.24	1,517.76
Care and Subsistence	\$ 525	\$ 412.10	\$ 112.90	522.10
Professional Memberships	\$ 440	\$ 420.00	\$ 20.00	420.00
Technical Services	\$ 1,700	\$ 1,454.44	\$ 245.56	1,672.44
Professional Services	\$ 38,400	\$ 38,400.00	\$ -	38,400.00
Co-op Marketing	\$ 18,150	\$ 16,773.47	\$ 1,376.53	16,773.47
Downtown Marketing	\$ 23,000	\$ 11,597.11	\$ 11,402.89	11,597.11
Downtown Events	\$ 30,000	\$ 28,076.90	\$ 1,923.10	29,557.15
Downtown Holidays	\$ -	\$ -	\$ -	-
Total	\$ 115,715	\$ 99,200.92	\$ 16,514.08	\$ 101,490

Notes:

Note: Appropriations reflect budget transfers approved at the March 25, 2014, June 24, 2014 and August 19, 2014 meetings.

Farmers' Market Activities

Revenues	Projection	Received to Date As of 9/12/14		Balance	Projection
Vendor Revenue	\$ 35,750	\$ 27,834.00		\$ 7,916.00	29,500.00
Market Booth Sales	\$ 1,200	\$ -		\$ 1,200.00	-
Total	\$ 36,950	\$ 27,834.00		\$ 9,116.00	\$ 29,500.00

Expenses	Appropriation	Spent to Date As of 9/12/14		Balance	Projection
Market Manager	\$ 16,000	\$ 14,311.42		\$ 1,688.58	15,612.46
Supplies	\$ 850	\$ 504.29		\$ 345.71	807.40
Liability Insurance	\$ 1,165	\$ 1,102.28		\$ 62.72	1,102.28
City Fees	\$ 1,500	\$ 1,500.00		\$ -	1,500.00
Marketing	\$ 14,435	\$ 12,935.50		\$ 1,499.50	13,790.50
Market Events	\$ 2,000	\$ -		\$ 2,000.00	-
Booth Merchandise	\$ 1,000	\$ -		\$ 1,000.00	-
Total	\$ 36,950	\$ 30,353.49		\$ 6,596.51	\$ 32,812.64

Profit/Loss	\$ (2,519.49)	\$ (3,312.64)
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Notes:

Note: Appropriations reflect budget transfers approved at the August 19, 2014 meetings.

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	\$ 2,691	60	-2.3%
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	\$ 2,751	57	\$ 2,179	48	-20.8%
July	\$ 2,224	53	\$ 2,173	49	\$ 1,946	49	-10.4%
August	\$ 2,229	52	\$ 2,353	48	\$ 1,766	45	-24.9%
September	\$ 2,394	56	\$ 2,299	47			
Total	\$ 21,604		\$ 30,912		\$ 27,416		-4.2%

Downtown Events

Revenues	Projection	Received to Date As of 9/12/14	Balance	Projection
Vendor Revenue	\$ 1,600	\$ 210.00	\$ 1,390.00	310.00
Sponsorships	\$ 8,750	\$ -	\$ 8,750.00	-
Total	\$ 10,350	\$ 210.00	\$ 10,140.00	\$ 310.00

Expenses	Appropriation	Spent to Date As of 9/12/14	Balance	Projection
Event Manager	\$ 3,150	\$ 2,988.00	\$ 162.00	3,259.64
Professional Services	\$ 1,350	\$ 1,320.00	\$ 30.00	1,320.00
Event Music	\$ 4,200	\$ 2,100.00	\$ 2,100.00	2,400.00
Equipment	\$ 2,000	\$ -	\$ 2,000.00	-
Supplies	\$ 250	\$ 162.40	\$ 87.60	162.40
Total	\$ 10,950	\$ 6,570.40	\$ 4,379.60	\$ 7,142.04

Profit/Loss	\$ (6,360.40)	\$ (6,832.04)
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Notes:

Note: Appropriations reflect budget transfers approved at the March 25, 2014 and August 19, 2014 meetings.

OVERALL 2013/14 REVENUE / EXPENSE PROJECTION

REVENUE:

Taxes	98,726
Merchant Co-op	5,500
Farmers' Market	29,500
Downtown Event	310
Total	\$ 134,036

EXPENSES:

General	101,490
Farmers' Market	32,813
Downtown Events	7,142
	\$ 141,445
	\$ (7,408)

2014-2015 SCOPE OF SERVICES AGREEMENT FOR THE CITY OF DAYTONA BEACH DDA

Prepared by GOLD • Wednesday, September 8, 2014

Updated Friday, September 12, 2014

Overview

Thank you for the opportunity to continue serving the DDA (*the “client”*) in fiscal year 2014/2015. The following revised Scope of Services is based on those marketing services presently being provided, and endeavoring to meet the client’s budget. Should you have any questions regarding this please do not hesitate to contact Jennifer Pallai or Keith Gold with our firm. Thank you for your business!

Ongoing Services

The following are the ongoing services to be provided by GOLD (*the “agency”*), as well as the maximum number of hours to be expended. If the hours allocated for one month are not utilized, they will be carried over to the next month, and so forth.

- **STRATEGIC PLANNING:** Time for the agency to update the Tactical Plan spreadsheet each month, to reflect the input of downtown area merchants, the expenditures approved and media placed by the client.1 HOUR
- **SOCIAL MEDIA ADVERTISING:** Time for the agency to update and place ongoing social media ads, including all copywriting, design, production and reporting.3 HOURS
- **SOCIAL MEDIA POSTING:** Time for the agency to make social media postings. (*The client is responsible for all postings on the website.*)3 HOURS
- **BROADCAST MEDIA ADVERTISING:** Time for the agency to write television end tags, as well as new radio scripts. Does not include broadcast production, which will be estimated.2 HOURS
- **ONLINE ADVERTISING:** Time for the agency to investigate, write, place and monitor all AdWords, as well as provide effectiveness reports/analytics. (*Does not include banner ads.*)4 HOURS
- **E-MARKETING:** Time for the agency to produce one monthly e-newsletter and distribute it to the client’s database. Includes agency copywriting, design and production/programming.4 HOURS
- **PRINT MATERIAL UPDATES/ADVERTISING:** Time for the agency to update the existing rack card, online map updates, banners, post cards, palm cards and directory posters. (*Does not include new materials or printing expenses.*) Also includes the time to design and produce the In-Room Concierge Magazine section.3 HOURS

Page 1 of 2

**2014-2015 SCOPE OF SERVICES AGREEMENT
FOR THE CITY OF DAYTONA BEACH DDA**

*Prepared by GOLD • Wednesday, September 8, 2014
Updated Friday, September 12, 2014*

Ongoing Services (Continued)

- **CLIENT CONSULTATION/COMMUNICATIONS:** Time for the agency to consult with the DDA and its representatives on an ongoing basis regarding these services and marketing overall, including at least one meeting in person per quarter. Also includes the production and presentation of website analytics.....8 HOURS
- **WEBSITE MAINTENANCE:** Client to be responsible for all site SEO and maintenance.....N/A

Terms & Conditions

MONTHLY AGENCY FEE

The total amount to be billed for these services and hours each month for 12 consecutive months is **\$3,200**. This equates to an hourly rate just under \$95 each. Additional hours expended will be billed at \$95 each for work approved in writing by the client in advance. The monthly fee does not include reproduction expenses (*such as printing or media*), which would be estimated and approved by the client before monies are expended.

NOT INCLUDED

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

COMPETITIVE QUOTES

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

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

(Name)

(Date)

APPROVED FOR THE CITY OF DAYTONA BEACH/DDA



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

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

MEMORANDUM

DATE: September 12, 2014

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: InFocus Web Maintenance Proposal

Attached is a proposal from InFocus Media Group, 206 N. Beach St, to provide web site maintenance for the Riverfront Shops of Daytona Beach web site. Last year, the web maintenance was performed by the Redevelopment staff. Contracting the web maintenance should provide the DDA and Riverfront Shops of Daytona Beach more consistent support for the web site.

The proposal is to maintain the site for \$125 per month (\$1,500 annual) and \$900 to revise the web site to be mobile-ready.

The DDA has \$1,700 budgeted in the Downtown Marketing line item for Fiscal Year 2014/15.



PROPOSAL FOR SERVICES

Client: City of Daytona Beach / Riverfront Shops
Contact: Jason Jeffries
Daytona Beach, FL | www.riverfrontshopsofdaytona.com

Project: Managed Hosting Solution
Proposal Number: #RS-002

InFocus Media Group, Inc. owns the copyright for this document and all its contents. This proposal should be considered private and confidential and may not be shared with any third party without the prior written permission of InFocus Media Group, Inc.

ABOUT INFOCUS MEDIA GROUP, INC.

Our team specializes in one thing: creating effective and intuitive web sites that leave a lasting impression. Regardless of the size or nature of your project, InFocus Media Group has what it takes to deliver your message in a way that is uniquely yours. We build websites for small businesses, corporations, e-commerce, bloggers, and more. In addition, our sites are built mobile-first, ensuring that your message gets delivered anytime and anywhere.

Monthly Maintenance and Hosting

Dependable hosting and technical support are crucial to the ongoing success and quality of any website. InFocus Media Group provides premiere support and hosting options to meet the needs of virtually any size website.

1. VPS Hosting

Much more reliable than standard shared-hosting options, a virtual private server provides you with dedicated CPU and memory for your site as well as a unique IP address.

2. Monthly Maintenance and Support

Our standard monthly maintenance option provides you with two hours of maintenance/updates to your website per month. Plan subscribers are also eligible for additional support at a 50% reduced hourly rate (standard rate of \$75/hour, subscriber rate of \$37.50/hour).

InFocus Managed Hosting Solution | \$125/month

PROPOSAL OF SERVICES ACCEPTED BY CLIENT - City of Daytona Beach

Signature _____ Date _____

PROPOSAL FOR SERVICES



Client: City of Daytona Beach / Riverfront Shops
Contact: Jason Jeffries
Daytona Beach, FL / www.riverfrontshopsofdaytona.com

Project: Mobile Optimization of Current Website
Proposal Number: #RS-001

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ABOUT INFOCUS MEDIA GROUP, INC.

Our team specializes in one thing: creating effective and intuitive web sites that leave a lasting impression. Regardless of the size or nature of your project, InFocus Media Group has what it takes to deliver your message in a way that is uniquely yours. We build websites for small businesses, corporations, e-commerce, bloggers, and more. In addition, our sites are built mobile-first, ensuring that your message gets delivered anytime and anywhere.

PROJECT DETAILS

The City of Daytona Beach, FL aims to further optimize its existing web presence for the Riverfront Shops of Daytona.

InFocus Media Group will convert the existing static website to a mobile-friendly platform. This ensures that users visiting the website from iOS, Android, and Windows Mobile devices have an equally enjoyable and functional experience as those users on a desktop device. To do this, the website will be re-built on a responsive framework that is not restricted by operating system or software plugins.

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Payment Terms

Once the proposal has been accepted and signed, InFocus Media Group, Inc. requires 50% down payment of the project to begin the design phases. Final payment will be due at completion of project.

Amendments / Modifications / Additional Expenses

As with many projects, there may be features that the client may request to be added to the project. Any additional features and modifications to the proposal will be subject to an additional expense, and the contract/proposal will need to be amended and signed.

Copyright and Trademarks

All logos, copyrighted, or trademarked material that belongs to the City of Daytona Beach will remain confidential. With client permission, InFocus Media Group, Inc. will retain the right to showcase the project in its portfolio for future marketing purposes.

Design Credit & Nondisclosure

InFocus Media Group, Inc. will receive credit for development and design of the optimized website. With permission a small text link on the bottom right of the website will be displayed.

Timeline & Completion Date

Phase 1: Architecture and Content Modifications | 3-5 Days

Phase 2: Mobile Framework Conversion | 3-5 Days

Phase 3: Testing and Re-launch | 1 Day

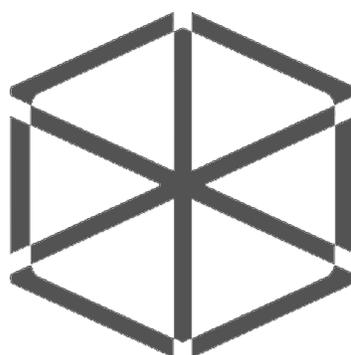
Responsive Framework Design | \$900.00

Acceptance of Proposal

PROPOSAL AND TERMS OF SERVICES ACCEPTED BY CLIENT - City of Daytona Beach

Signature

Date



Infocus
Media Group

CAPABILITIES STATEMENT

206 N. Beach Street | Suite 204
Daytona Beach, FL 32114

386.562.0462
www.infocusmediainc.com





SELECTED CLIENT LIST

CareerSource Volusia/Flagler

Sunset Harbor Yacht Club

Hilton Garden Inn

Planet Granite / Tile Works

Wildlife Foundation of Florida

SBDC Daytona

Vaporized, Inc.

Kistemaker Business Law Group

Team Volusia EDC

Selby Realty

KORE Nutraceuticals

Chinchor Electric

Floridian View

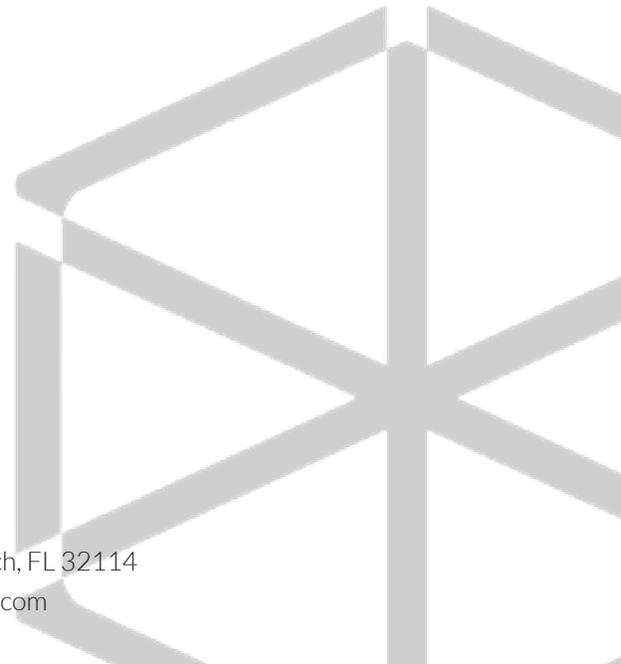
Olivari & Associates

Chris Cruz Artistry

FreshPet

COMPANY PROFILE

InFocus Media Group specializes in one thing: creating effective and intuitive web sites that leave a lasting impression. Regardless of the size or nature of your project, InFocus Media Group has what it takes to deliver your message in a way that is uniquely yours. We build websites for small businesses, corporations, e-commerce, bloggers, non-profits, and more. In addition, our sites are built mobile-first, ensuring that your message gets delivered anytime and anywhere.





WEB CAPABILITES

Responsive Website Design

Custom CMS Theme Development

eCommerce Development and Integration

Digital Portfolio Development

Membership Management Tools

Social Media Strategy and Management

Microsites and Landing Pages

Database Design and Programming

Search Engine Optimization

Search Engine Marketing

Pay Per Click Strategy and Management

Cloud Services Integration

Website Maintenance and Management

Cloud, Dedicated, and VPS Hosting

BRAND CAPABILITIES

Brand Assessment

Brand Development

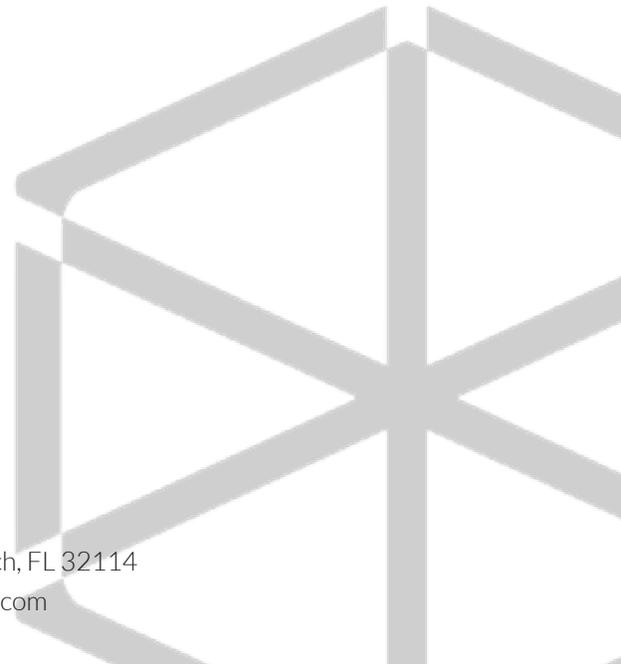
Brand Positioning

Market Research and Intelligence

Digital and Print Development

Content Development and Copywriting

Digital Integrated Campaign Development





CareerSource Flagler-Volusia Responsive Website Development

<http://www.careersourcefv.com>

CareerSource, formerly the Center for Business Excellence, came to InFocus Media Group during their national re-brand. They were in need of a website that aligned with their new brand standards. Another requirement was that the website was built on the WordPress CMS, in order for the site to be maintained internally.

InFocus Media Group designed and developed a custom, mobile-ready template that met both needs of the organization.

SBDC at Daytona State College Responsive Website Development

<http://server.infocusmediainc.com/sbdc> (beta)

The SBDC at Daytona State College engaged InFocus Media Group to develop a modern and responsive website. Their existing site was outdated and very difficult to manage internally.

InFocus Media Group provided a WordPress driven website that was easy to use for both the consumer and company staff. The site incorporated a flat, corporate design with CSS3 animations throughout.



Selby Realty Website/MLS Development

<http://www.selbyrealty.com>

The team at Selby Realty reached out to InFocus Media Group during a time of growth. They had outgrown their existing website and had a need for a modern website that was easy to manage and update internally.

InFocus Media Group developed a custom WordPress platform that included an internal MLS system. This system was critical to their operations, allowing them to showcase their commercial listings online and update them as needed. The platform is GIS-based, modern, and responsive.





Coleman Goodemote Construction Responsive Website Development

<http://www.colemangoodemote.com>

Coleman Goodemote Construction hadn't built a new website since 2008. They came to InFocus Media Group for assistance in updating and upgrading to a website that reflected their quality standards.

Knowing that they wanted a very minimal design that focused on their work, InFocus Media Group developed a simple yet bold website that was able to be managed by anyone in their organization.

KORE Nutraceuticals eCommerce Website Development

<http://www.korenutra.com>

As a startup in the very competitive fitness industry, KORE Nutraceuticals needed a website that was bold, modern, and easy-to-use. Enter InFocus Media Group, an agency that delivered that plus more.

WooCommerce for Wordpress was custom developed and integrated into the new website, providing an online shopping experience that looks incredible on any device.



Planet Granite Responsive Portfolio Development w/ eCommerce Coming September 2014

Planet Granite, Central Florida's premiere granite retailer needed a website that looked as good as their multi-million dollar installations.

InFocus Media Group developed a full-screen, image-based portfolio website that delivered an equally unforgettable experience on the desktop and mobile device. Packed full of CSS3 animation, full-screen AJAX galleries, and lightning fast navigation, this website will be entered as a contender in the AWWWARDS, when released next month.





THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

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

MEMORANDUM

DATE: September 12, 2014

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Riverfront Shops of Daytona Beach Campaign & Funding Requests

Attached is the proposed advertising flowchart for 2014/15 Fiscal Year, prepared by Gold & Associates. To continue the Riverfront Shops advertising campaign into the new fiscal year, the following advertising efforts require DDA approval.

- Bright House \$18,000 for 12 months of advertising to promote Riverfront Shops of Daytona Beach to the local market with media times proposed by GOLD in the attached media chart.
- Beach Channel: \$1,800 for 12 months of advertising to promote Riverfront Shops of Daytona Beach to tourists in selected area hotels. The Beach Channel will run the 30 second ad every hour on the channel. In addition, 15 second ads could be run leading up to selected Downtown events.
- SEM/ Online Advertising (Google word ads): \$4,600 for annual budget of ad-word clicks on Google search engine to drive customers to the Riverfront Shops website.
- Facebook Advertising: \$8,000 for annual budget of targeted advertising on Facebook to drive customers to the Riverfront Shops Facebook page.
- iContact Service Fee: \$1,310 (annual) from the Technical Service budget to maintain the customer email list and send e-newsletters to the list.
- Printed materials: \$1,885 from the Supply budget for annual costs related to printed materials, such as kiosk event posters and 4x6 event palm cards.

The DDA has \$27,000 budgeted in the Downtown Marketing, \$1,700 in the Technical Services, and \$3,020 in the Office Supplies budget line items for Fiscal Year 2014/15. An additional \$15,000 should be requested from the CRA to support the Riverfront Shops advertising campaign.

DOWNTOWN DAYTONA BEACH FLOW CHART 2014-2015
9/12/2014

MEDIA	DESCRIPTION	CIR/IMP.	COLOR/LENGTH/CO	SPAC E	MAT. CLOS	OCT		NOV			DEC		JAN		FEB		MAR		APR		MAY		JUNE		JULY		AUG		SEPT		TOTALS																				
						5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	1	8	15	22		29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9
PROFESSIONAL SERVICES						Budget: \$38,400																					\$38,400																								
AGENCY RIVERFRONT BR	Online, offline, social ad development and updates, printed material updates, strategic planning and management and postings.	N/A	\$3200/mo.	N/A	N/A	###	###	###	###	###	###	###	###	###	###	###	###	###	###	###	###	###	###	###	###	###	###	###	###	###	###	###	\$38,400																		
SOCIAL MEDIA	Monthly updates/distrib. using client database.	TBD	Monthly	N/A	N/A																										N/A																				
E-NEWSLETTER	Monthly updates/distrib. using client database.	TBD	Monthly	N/A	N/A																										N/A																				
TECHNICAL SERVICES						Budget: \$1,700 (To be purchased by DDA.)																					\$3,895																								
WEB HOSTING, MAINTENANCE & SEO	Infocus. (DDA to negotiate.)	N/A	N/A	Monthl	N/A	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$1,500																			
MOBILE SITE AND OPTIMIZE SITE	Infocus. (DDA to negotiate.)	N/A	N/A	N/A	N/A																										\$900																				
DOMAIN NAMES	Annual fee.	N/A	N/A	Annua	N/A																										\$185																				
ICONTACT	Monthly fee.	N/A	N/A	Monthl	N/A																										\$1,310																				
RIVERFRONT MARKETING						Budget: \$47,000 (Media Costs.)																					\$41,190																								
SEM/ONLINE ADVERTISING MEDIA	dining, entertainment search engines & referral sites.	50k	Text/Image/\$390 per mo.	Weeks	1 Week prior	\$390	\$390	\$390	\$390	\$390	\$390	\$390	\$390	\$390	\$390	\$390	\$390	\$390	\$390	\$390	\$390	\$390	\$390	\$390	\$390	\$390	\$390	\$390	\$390	\$390	\$4,680																				
FACEBOOK	Geo/Behavior targeted advertising.	50k	Text/Image/\$677 mo.	Weeks	1 Week prior	\$677	\$677	\$677	\$677	\$677	\$677	\$677	\$677	\$677	\$677	\$677	\$677	\$677	\$677	\$677	\$677	\$677	\$677	\$677	\$677	\$677	\$677	\$677	\$677	\$677	\$8,124																				
TELEVISION/CABLE	Riverfront Branding	350+ GRPs	:60 Spots	Week	Week																										\$17,967																				
BEACH CHANNEL	In hotel rooms. (DDA to negotiate.)	TBD	:30 Spots	Annua	TBD																										\$1,800																				
DAYTONA CUBS PROGRAM AD	DDA trade. (\$1,975 value.)	TBD	Full-Color	TBD	TBD																										-																				
IN-ROOM CONCIERGE	(DDA to negotiate--est. \$4,482 shortfall.)	TBD	Full-Color	Month	1 Month																										\$4,482																				
ROCK CARD BROCHURE	Printing and Distribution.	TBD	Full-Color	Weeks	1 Week prior	###																									\$4,137																				
OFFICE SUPPLIES/PRINTING						Budget: \$3,020 (To be produced by DDA.)																					\$2,635																								
DIRECTORY/KIOSK POSTERS	5 printings (Nov., Jan., March, June, Sept.)	TBD	Full-Color	Weeks	1 Week prior																											\$835																			
EVENT 4X6 PALM CARDS	4 printings (Nov., Jan., Sept., Riverfront Fridays)	TBD	Full-Color	Weeks	1 Week prior																											\$920																			
RIVERFRONT SHOP CARDS	(DDA to negotiate/distribute.)	TBD	Full-Color	Weeks	1 Week prior	\$130																										\$130																			
DOWNLOADABLE MAP	(Updates for Website.)	TBD	Full-Color	Weeks	1 Week prior																											-																			
RIVERFRONT SHOPS	Start up production cost.	TBD	Limited Color	Month	1 Month	\$750																										\$750																			
FARMERS' MARKET						Budget: \$13,794 (To be placed by DDA.)																																													
IN-ROOM CONCIERGE	(DDA to negotiate--\$1,000.)	TBD	Full-Color	TBD	TBD																											-																			
HOTEL RACK CARD	(DDA to negotiate--\$2,100.)	TBD	Full-Color	Month	1 Month																												-																		
HILTON CONCIERGE MAP	(DDA to negotiate--\$699.)	TBD	Full-Color	Month	1 Month																												-																		
NEWS JOURNAL 386	Print and online. (DDA to negotiate--\$3,500.)	TBD	TBD	TBD	TBD																											-																			
HOMETOWN NEWS	(DDA to negotiate--\$2,500.)	TBD	TBD	TBD	TBD																											-																			
RADIO	(DDA to negotiate--\$3,995.)	TBD	TBD	TBD	TBD																											-																			
EVENT MARKETING						Budget: \$25,000																					\$25,000																								
DAYTONA BEACH DREAM	Media and production.	TBD	TBD	Oct. 24-25, 2014																												-																			
CRAFT BEER & BEACH	Media and production.	TBD	TBD	Oct. 25, 2014																												-																			
HALIFAX ART SHOW	Media and production.	TBD	TBD	Nov. 1-2, 2014																												-																			
RIVERFRONT FESTIVAL OF THE SEASONS	Media and production.	TBD	TBD	Dec. 6, 2014																												-																			
WINE 'N CHOCOLATE	Media and production.	TBD	TBD	Feb. 14, 2015																												-																			
RIVERFRONT MUSIC FESTIVAL	Media and production.	TBD	TBD	Mar. 28, 2015																												-																			
SPIRIT OF THE AUTOMOBILE	Media and production.	TBD	TBD	May. 16, 2015																												-																			
ISLAND FESTIVAL	Media and production.	TBD	TBD	Jul. 25, 2015																												-																			
RIVERFRONT FOOD & WINE FEST	Media and production.	TBD	TBD	Sept. 19, 2015																												-																			
RIVERFRONT FRIDAYS	Media and production.	TBD	TBD	4th Friday																												-																			

PRODUCTION MEDIA/MATERIALS DISTRIBUTION

NOTE: Rates have not been fully negotiated and are subject to change.

TOTAL: #####

**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.

**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.



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

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

MEMORANDUM

DATE: September 12, 2014

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Riverfront Shops of Daytona Beach FY2014/15 Events

Redevelopment staff has been working with Gold & Associates to develop strategy that will address how DDA supported events are advertised to complement the Riverfront Shops of Daytona Beach campaign. The strategy is to address concerns raised by the DDA for the past few months about how the event advertising should complement the Riverfront Shops campaign. Gold & Associates is proposing a workshop with the DDA to focus event advertising.

Based on the advertising flowchart for 2014/15 Fiscal Year, prepared by Gold & Associates, there should be \$25,000 to dedicate to event advertising for FY2014/15. This includes costs related to media buys for radio and print advertising specifically for the events and any professional services to produce print materials (newspaper ads, posters, online banner ads, and banners) and improve the event graphic, such as event logos.

Attached is the following information related to events:

- FY2014/15 Event Funding Requests
- Proposed New Events
- Proposed Downtown Event Series from Bullseye Direct Marketing
- Halifax Art Show Overview
- Riverfront Friday proposed event dates

FY2014/15 Event Funding Requests

Riverfront Shops Events	Radio	Newspaper	Other	Total
Cable Commercial Production				1,000
Halifax Art Festival	2,750	-	5,000	7,750
Biketober Fest	-	825	-	825
Dream Cruise	1,000	760	-	1,760
Riverfront Festival of the Seasons	750	760	-	1,510
Wine & Chocolate Walk	750	760	-	1,510
Bike Week	-	825	-	825
Riverfront Music Festival	1,200	1,140	-	2,340
Spirit of the Auto (New Name)	1,500	2,000	-	3,500
Island Festival	1,500	1,520	-	3,020
Riverfront Food & Wine Festival	1,500	1,000	-	2,500
Riverfront Fridays	6,000	4,800	-	10,800
	\$ 16,950	\$ 14,390	\$ 5,000	\$ 37,340

Proposed New Events

Downtown Daytona Nights - 2015 Dates:

- February 13
- May 15
- August 14
- November 13

Art of Speed (April 11, 2015)

Saturday Spring Music Series (April & May)

Proposed 2015 Riverfront Fridays Schedule

2014

- October 24
- November 28
- December 12 or 19

2015

- January 23
- February 22
- March 27
- April 24
- May 22
- June 26
- July 24
- August 28
- September 25

CITY OF DAYTONA BEACH DDA
DOWNTOWN EVENT MARKETING

Prepared by GOLD & Associates • Friday, September
12, 2014

WORKSHOP RECOMMENDATION

Downtown special events are essential to the economic success of Downtown Daytona Beach and the many merchants of the Riverfront Shops. They infuse additional dollars into Downtown businesses, encourage visitation, and help position the Riverfront Shops of Daytona Beach as a preeminent place to shop, dine, and explore.

The marketing of these events differs from the primary Riverfront Shops of Daytona Beach campaign in that each event must have a distinct brand identity while also reinforcing the Riverfront Shops overall. As such, GOLD recommends developing a dedicated tactical and media plan for the fiscal year's special events. This would work in concert with the overall Riverfront Shops plan while reflecting the individual attributes, audiences, and objectives of each event. To accomplish this and take advantage of the insights of all stakeholders, we propose that the DDA host an event marketing workshop, which GOLD will lead *pro bono*.

Together, we can help the Riverfront Shops of Daytona Beach's special events become even more successful in FY 2014-2015.

2015 *Signature* EVENTS SCHEDULE



4th Annual Wine & Chocolate Walk February 7 - Saturday

Get your passport to taste some wonderful wine and decadent chocolate as you stroll through the beautiful Riverfront shops in Downtown Daytona Beach.

750+ Attendees



2nd Annual Riverfront Music Festival March 21 - Saturday

Spend the day on the Riverfront in Downtown Daytona Beach! Come early & enjoy great food and shopping while listening to all types of music.

1,500 + Attendees

2nd Annual Spirit of the Automobile May 16 - Saturday

"Calling ALL car enthusiasts..."

Spirit of the Automobile is a celebration of everything automotive. Cars to Art depicted of the art of the auto. Enjoy Vintage Cars, Classic Cars, Muscle Cars and Hot Rods, Exotics to Motorcycles, you will see it all. FUN for all!

10,000+ Attendees



2nd Annual Island Festival June 13 - Saturday

Island Festival - Come release the parrot in you! Kick back and enjoy music with a Jimmy Buffett tribute band and other great tunes while sipping on margaritas! Great Food, Great Music & Great Fun

3,000+ Attendees



2nd Annual Riverfront Wine & Food Festival September 19 - Saturday

Enjoy a day at the Riverfront on Beach Street... tasting a variety of wines and delicioustapas and lite bites. Enjoy great live music as you strolling through the beautiful Riverfront Shops.

750+ Attendees



8th Daytona Beach Dream Cruise & 2nd Annual Craft Beer & BBQ Festival October 23 & 24 - Friday & Saturday

Step back in time along Riverfront Park during the Daytona Beach Dream Cruise. Check out hundreds of classic cars from years past and some modern day cars too!

The Riverfront Craft Beer & BBQ festival is a celebration of microbreweries, craft beer, local artisans, live entertainment, tasty food, and beer samplings.

These combined events will help support animals in need through Sophie's Circle

8,000+ Attendees



2nd Annual Riverfront Festival of the Seasons December 5 - Saturday

It's the most wonderful time of the year! The City's Christmas Tree is officially lit tonight. Get your picture taken with Santa and experience an old fashion celebration and holiday cheer with ornament craft making for the kids. Gourmet food trucks, Eat, Drink, & Be Merry while watching the Christmas Boat Parade!

2,500 + Attendees





July 11, 2014

CONTACT INFORMATION

Contact: Pat Masotti-Abernathy, Publicity Director
Phone Number: 386-437-2604
Cell Phone: 404-626-6658
Email: PatAbernathy2012@hotmail.com
Organization: Guild of the Museum of Arts & Sciences
Website URL: HalifaxArtFestival.com
Email: HalifaxArtFest@aol.com

BASIC INFORMATION REQUESTED:

Name: 52nd Annual Halifax Art Festival

Day/Date/Time: Saturday, November 1, 9 a.m. to 5 p.m.
Sunday, November 2, 10 a.m. to 4 p.m.

Location: Beach Street in front of the Riverfront Shops from Orange Avenue to Bay Street

Cost: Free & open to the public

Presented By: Guild of the Museum of Arts & Sciences

Contact Info: www.HalifaxArtFestival.com or email: HalifaxArtFest@aol.com

Brief Description:

The Festival will have over 200 juried artists and artisans exhibiting handmade, original pieces of art for purchase. For the younger audience, the Festival has a Student Art Exhibit and Competition as well as a creative "Little Van Gogh" area. There will be live entertainment both days and good old-fashioned festival food. The Festival is the major fundraiser for the Museum of Arts & Sciences.



2014 MARKETING / ADVERTISING PLAN

TARGET: Artists and Artisans

Magazines:

Sunshine Artist

March 2013 issue, 1/3 Page, B/W (Circ: 14,800)
Website listing and website link (9,000 hits/month)

Where the Shows Are

Spring 2013 to Winter 2013, Eastern Edition Show Guild, 1/3 Page, B/W
Three e-blasts to list of 30,000

Internet Listings:

Art-Link.com

Listing with logo plus three e-blasts to a list of 13,000

EVENTS2000:

Listing and website link plus three e-blasts to qualified professional artist list of 4,000

Festival.net:

Featured listing plus website link (750,000 visitors per month)

Arts, Festivals, and Local sites:

Postings to over 50 festival and news sites across the country and locally
Mailings to over 175 art centers, leagues and councils in the Southeast

TARGET: Local Marketing Area

Cable:

Bright House Cable Promotional Schedules

(based on Museum partnership agreement with Bright House – not finalized by MOAS)

Thirty-second commercials with public service announcements

Beach TV

Thirty-second commercial schedule

Newspaper:

Daytona Beach News-Journal

(based on 2013 agreement – 2014 not finalized by MOAS)

2013 In-kind Partnership Package includes:

Reduced rates.

One Full Run, 5x5, four color Sunday ad

Three Full Run, 5x5, four color weekday ads

One Southeast Edition, Half Page, four color ad

Article in News-Journal's Volusia Magazine

One cover placement plus article in News-Journal's GO386

Outdoor:

Lamar Outdoor Advertising Company

(Contract signed)

Five-week schedule on Mason Avenue/US1 Digital Board

Transit:

Clear Channel Outdoor

Four-week schedule on King Bus Panels

Magazine:

Gage Publishing

One half page, 4/C, in November/December issue which drops end of October

Museum of Arts and Sciences' *Arts & Science Magazine*

Prominent article plus photographs

Guild of the Museum of Arts & Sciences' publication *The Musings*

Listings in January – November issues & prominent article plus photographs in August – November issues

Social Media:

Through our partnership with the Museum of Arts and Sciences we receive web listings on Social Media.

Press Releases:

Press releases sent to 6,000 media outlets with five pictures.

TARGET: Drive Cities

Drive Cities: Broadcast, Magazines and Newspapers:

Press releases sent to media within a 100 mile radius of MOAS zip code.



The 52nd Halifax Art Festival is presented by the Guild of the Museum of Arts & Sciences and sponsored by the Daytona Beach Downtown Development Authority (DDA), TD Bank, The Cultural Council of Volusia County and Glenn Yarbrough, Sr. VP of Yarbrough Wealth Management with Merrill Lynch Daytona. The Museum of Arts and Sciences is designated a 501(c)3 exempt organization, Pursuant to Chapter 212, Florida Statutes. The Festival is the Guild's major fundraiser for the Museum of Arts and Sciences and also benefits its Charles and Linda Williams Children's Museum.

7/11/2014

Pat Masotti-Abernathy, Publicity Director
Guild of the Museum of Arts & Sciences

PatAbernathy2012@hotmail.com

404.626.6658

RIVERFRONT SHOPS OF DAYTONA BEACH SPECIAL EVENTS BRANDING

Prepared by GOLD • Thursday, July 10, 2014

Our Approach

The DDA staff requested that GOLD propose a better design solution to the logo/poster created for each of six special events that are held annually in the Riverfront Shops of Daytona Beach area. Additionally, we were asked to provide a cost estimate for the agency to implement such a solution. Both of these follow:

GRAPHIC SOLUTION

Presently, the graphics for special events are poster designs that are used as both posters and logos, and are therefore not highly successful at being either. We propose that special event logos be created that can be featured within the Riverfront Shops poster format border that was reviewed at the June DDA meeting. Attached are some examples of how this could look. *(For demonstration purposes, we used a series of event logos that the agency created for a past Daytona Beach area client).*

COST PROPOSAL

Creating special event graphics such as those attached is a time-intensive process. However, if we were awarded the assignment of creating such logos, we would design them for less than half of our normal fee. This would be \$600 for each of six, with a total cost of \$3,600. *(We would consider the additional \$3,600 worth of time expended to be a charitable contribution to the DDA.)*

Thank you for your time and consideration!

ATTACHMENTS: Layouts of the client's present graphic approach, as well as examples of what we propose.

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

Presented by GOLD • Thursday, July 10, 2014

CLIENT'S POSTER TREATMENT

With Stronger Riverfront Branding

DOWNTOWN DAYTONA BEACH

Island Festival
Release the Parrot in you

FREE CONCERT
For more information
386.238.4001

Featuring a Jimmy Buffett Tribute
GARY ROLAND & THE LANDSHARKS BAND
ROB ELLIS PECK
AMY ALYSIA & THE SOUL OPERATION BAND • BRAD YATES & MO' MENTUM

Flock to Daytona Beach
TASTY FOOD • LANDSHARK BEER • TROPICAL DRINKS
CORN HOLE TOURNAMENT starting at 4PM • HULA HOOP CONTEST

SATURDAY, JULY 26th 4PM - 10PM
RIVERFRONT PARK
Located on Beach Street

RIVERFRONT
SHOPS OF
DAYTONA BEACH

RIVERFRONTSHOPSOFDAYTONA.COM

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

Presented by GOLD • Thursday, July 10, 2014

CLIENT'S CURRENT EVENT POSTER ART

With Limited Riverfront Branding



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

Presented by GOLD • Thursday, July 10, 2014

GOLD POSTER TREATMENT EXAMPLE

FRIDAY • DECEMBER 31ST

Bling
IN THE NEW YEAR

A DAZZLING EVENING IN RIVERFRONT PARK

- **SHOPS OPEN LATE**
- **LIVE MUSIC**
- **DINING SPECIALS**
- **GIVEAWAYS**

Henibh erit loreetue magniam etuer cipis num dio eugiam, vulla feu fac cum
andiam, quat dipissequat er si. Et luptat. Mincin henibh cros at aut am conse tat.

RIVERFRONT
SHOPS OF
DAYTONA BEACH

RIVERFRONTSHOPSOFDAYTONA.COM

— SPONSORED BY —

SPONSOR LOGO SPONSOR LOGO SPONSOR LOGO SPONSOR LOGO SPONSOR LOGO SPONSOR LOGO SPONSOR LOGO

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

Presented by GOLD • Thursday, July 10, 2014

GOLD POSTER TREATMENT EXAMPLE

SATURDAY • AUGUST 16TH

THE SWEET 16

ROULETTE BLACKJACK SHOOTOUT

A DAZZLING EVENING IN RIVERFRONT PARK

- *SHOPS OPEN LATE*
- *LIVE MUSIC*
- *DINING SPECIALS*
- *GIVEAWAYS*

Henibh erit loreetue magniam etuer cipis num dio eugiam, vulla feu fac cum andiam, quat dipissequat er si. Et luptat. Mincin henibh cros at aut am conse tat.

RIVERFRONT SHOPS OF DAYTONA BEACH

RIVERFRONTSHOPSOFDAYTONA.COM

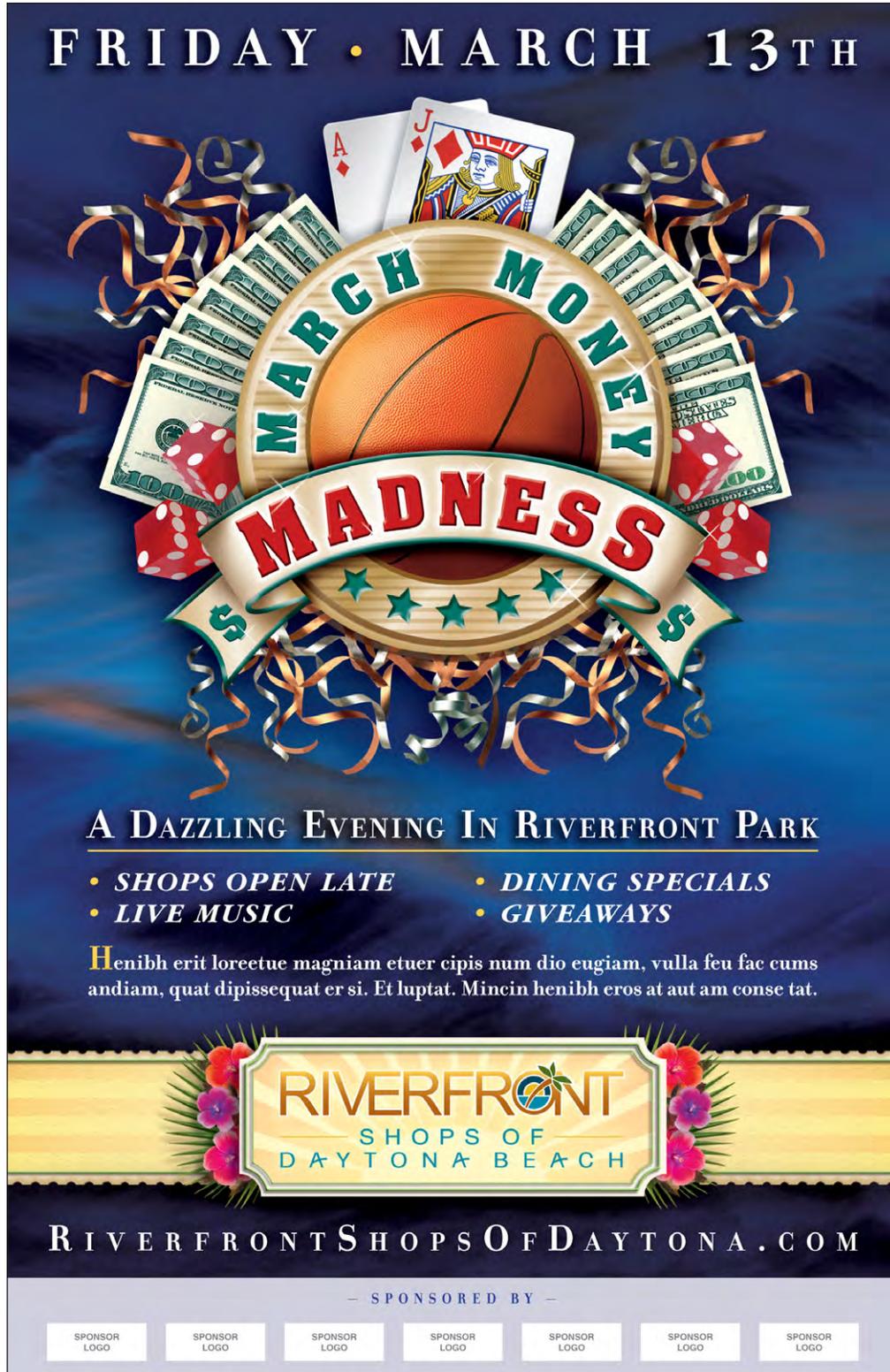
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**RIVERFRONT SHOPS OF DAYTONA BEACH
SPECIAL EVENT BRANDING**

Presented by GOLD • Thursday, July 10, 2014

GOLD POSTER TREATMENT EXAMPLE



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

Presented by GOLD • Thursday, July 10, 2014

GOLD POSTER TREATMENT EXAMPLE



SATURDAY • SEPTEMBER 13TH

**BAG THE
Adventure**

A DAZZLING EVENING IN RIVERFRONT PARK

- **SHOPS OPEN LATE**
- **DINING SPECIALS**
- **LIVE MUSIC**
- **GIVEAWAYS**

Henibh erit loreetue magniam etuer cipis num dio eugiam, vulla feu fac cum
andiam, quat dipissequat er si. Et luptat. Mincin henibh cros at aut am conse tat.

RIVERFRONT
SHOPS OF
DAYTONA BEACH

RIVERFRONTSHOPSOFDAYTONA.COM

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

Presented by GOLD • Thursday, July 10, 2014

GOLD POSTER TREATMENT EXAMPLE

SATURDAY • SEPTEMBER 13TH

**THE MECHANICAL
MASQUERADE
ATLANTIS**

A DAZZLING EVENING IN RIVERFRONT PARK

- **SHOPS OPEN LATE**
- **DINING SPECIALS**
- **LIVE MUSIC**
- **GIVEAWAYS**

Henibh erit loreetue magniam etuer cipis num dio eugiam, vulla feu fac cum andiam, quat dipissequat er si. Et luptat. Mincin henibh cros at aut am conse tat.

RIVERFRONT
SHOPS OF
DAYTONA BEACH

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THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

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

MEMORANDUM

DATE: September 12, 2014

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Farmers' Market Advertising Funding Requests

To continue the Farmers' Market advertising campaign into the new fiscal year, the following advertising efforts require DDA approval.

- WNDB Weekend Update Sponsor: \$3,995 for 12 months of advertising to promote the Farmers' Market as a sponsor of the Friday Weekend Update.
- Hilton Concierge Ad: \$699 for annual advertising on the Hilton's Concierge Map.
- News Journal Corp: \$3,500 for annual budget for print and online advertising. Some advertising may be joint with Downtown event advertising.
- Hometown News: \$2,500 for annual budget for print advertising. Some advertising may be joint with Downtown event advertising.

The DDA has \$16,435 budgeted in the Farmers' Market advertising budget line items for Fiscal Year 2014/15.



The
Morning Drive
WNDB 1150

Downtown Farmers Market

Proposal I

During the next 52 weeks the hosts of WNDB's Daytona Morning News along with a strong promotional schedule and numerous live mentions will encourage listeners to tune in to WNDB 1150 Friday Mornings for the "Weekend Update" with Al Smith

The 2014 Weekend Update Package Includes:

Recognition as "Featured Weekly Update" Sponsor
52 "Live " (60) Second Commercials Scheduled Fridays Inside the Weekly Update
44 (30) Second Downtown Farmers Market Commercials
Inclusion in a minimum of 728 (30) Second Promotional Announcements
Scheduled Monday-Sunday 5am-9pm
Numerous Live Mentions

824 Total Commercials and Promotion Announcements

Investment:

3,995*

*paid in advance

Accepted
Authorized signature

NEWS 1150
WNDB
Your News Station



Downtown Farmers Market

Proposal II

During the next 52 weeks the hosts of WNDB's Daytona Morning News along with a strong promotional schedule and numerous live mentions will encourage listeners to tune in to WNDB 1150 Friday Mornings for the "Weekend Update" with Al Smith

The 2014 Weekend Update Package Includes:

- Recognition as "Featured Weekly Update" Sponsor
 - 52 "Live" (60) Second Commercials Scheduled Fridays Inside the Weekly Update
 - 44 (30) Second Downtown Farmers Market Commercials
 - Inclusion in a minimum of 728 (30) Second Promotional Announcements Scheduled Monday-Sunday 5am-9pm
 - Sponsorship of The Daytona Scene Magazine Show to include a bi-weekly Downtown Business Showcase opportunity for selected downtown businesses.
 - 26 additional (30) Second Commercials inside The Daytona Scene Magazine Show
 - Numerous Live Mentions
- 850 Total Commercials and Promotion Announcements**

Investment:

5,295*

*paid in advance

Accepted
Authorized signature

