



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, September 30, 2014 8:30 a.m.  
City Commission Chambers

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.

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### SPECIAL MEETING

1. Call to Order
2. Roll Call
3. Public Comments
4. Downtown Event Funding Criteria
5. Proposed FY 2014/15 Downtown Sponsored Events
6. Event Budget
  - a. Downtown Event Series – Bullseye Direct Marketing
  - b. Riverfront Fridays
  - c. Event Advertising Creative Support
7. Adjournment



# ITEM 4

## 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

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DATE: September 26, 2014

TO: Downtown Development Authority

FROM: Jason Jeffries, Project Manager

SUBJECT: Event Funding Criteria

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Attached is the approved Downtown Event Funding Criteria, including the Riverfront Shops of Daytona Beach graphic standards for event printed materials and print advertising. The Special Meeting will be an opportunity to have a discussion with the event producers about the DDA's expectations for events to complement the Riverfront Shops of Daytona Beach branding in their advertising, as a condition of the DDA sponsoring the events. Staff is requesting direction from the DDA on any clarification that needs to be made in the graphic standards in the Downtown Event Funding Criteria.

Please note, there are two levels of event support:

1. Downtown Event (all events that meet the basic criteria)
  - The event is listed on the DDA website calendar, mentioned in the monthly e-newsletter, and posted to the DDA Facebook page;
  - The event may use the Riverfront Shops of Daytona Beach logo in their printed materials, if the event is occurring in the Riverfront Shops of Daytona Beach Area, or;
  - The event may use the Downtown Daytona Beach logo in their printed materials, if the event is occurring in Downtown Daytona Beach, but outside the Riverfront Shops area, such as Manatee Island.
2. Sponsored Event (event receiving additional advertising support from the DDA)
  - In addition to the support provided to Downtown events, the event is listed in DDA printed materials, such as the directory event poster and event palm (4x6) cards;

- The DDA will provide additional advertising support in direct radio and print advertising;
- The event is required to produce printed materials that are consistent with the Riverfront Shops of Daytona Beach brand and mention the Riverfront Shops of Daytona Beach in any broadcast advertising.



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## DOWNTOWN EVENT FUNDING CRITERIA

**EFFECTIVE: JULY 2014**

### **Summary**

The Downtown Development Authority (DDA) is a taxing authority and a dependent, special district of The City of Daytona Beach. Established in 1972, the Authority's purpose is to revitalize Downtown Daytona Beach through the funding of programs that promote the attractiveness of Downtown and promote the development of Downtown Daytona Beach. Currently, the DDA partners with the Daytona Beach CRA to focus on supporting activities and programs that market, brand, and promote Downtown Daytona Beach and Downtown businesses.

The Daytona Beach Downtown Development Authority (DDA) wants to showcase the vibrancy and variety of experiences a visitor can have in Downtown Daytona Beach and support events that compliment the marketing and promotion strategy for the area of Downtown Daytona Beach known as the "Riverfront Shops of Daytona Beach" and will benefit merchants in the shopping and dining district.

**The DDA has developed this program to offer promotional support to Downtown events.** Requests/proposals from Downtown event promoters and organizations will be accepted on an annual basis for DDA Event Sponsorship, and reviewed according to the evaluation criteria in this document.

### **Background**

The goal is for Downtown Daytona Beach to be the center of culture, entertainment and dining in the Daytona Beach region. The DDA is working to create a welcoming environment that is a gathering place for people of all ages and interests.

Offering a variety of public, outdoor events is an important part of creating a strong downtown. This program is built upon the basic principal that coordinated, strategic and inter-related promotions and events act together to strengthen the downtown.

The DDA wishes to support events and promotions that will strengthen the arts, entertainment, and retail sectors of Downtown. The desired result is a coordinated offering of downtown events and promotions that:

- Provide a comprehensive and coordinated offering of events and promotions.
- Enhance the image of the Downtown and Riverfront Shops of Daytona Beach as a destination.
- Expand the programming for Riverfront Park.

- Celebrate the vibrancy of Downtown.
- Strengthen Downtown businesses.
- Increase the frequency and/or length of visits to the Downtown.
- Ensure diversity and distinctness in the events offered.
- Draw targeted audiences into Downtown businesses and arts venues.

The DDA will support two levels of events in Downtown. For **all events** in the Downtown area that meet the basic criteria, the DDA will provide limited marketing support, including listing the event on the DDA website, e-blasts, and social media. **Sponsored events** are major festivals designed to draw large audiences with similar demographics as the customer base for the Riverfront Shops of Daytona Beach and are located in the Riverfront Shops of Daytona Beach area or on Manatee Island. The DDA will provide additional support for sponsored events that meet the criteria.

### **DDA Event Assistance**

For all events that meet the criteria, the DDA will provide:

1. "Riverfront Shops of Daytona Beach" graphic elements and standards for usage.
2. Announcement of the event to the Downtown businesses through email.
3. Listing of the event on the Riverfront Shops of Daytona Beach website, e-blast and social media.

For **Sponsored Riverfront Shops of Daytona Beach** Events, the DDA will provide:

1. List as Sponsor event for City of Daytona Beach event permitting costs.
2. Promotion of the event in "Riverfront Shops of Daytona Beach" television ads.
3. Promotion of the event in "Riverfront Shops of Daytona Beach" online ads.
4. Listing of the event on any published calendar of events for the Riverfront Shops of Daytona Beach (could include in-room concierge book and hotel rack card).
5. Listing on Riverfront Shops Event Directory Poster
6. Promotion of the event on Riverfront Shops 4x6 Palm Cards

For **Sponsored Manatee Island** Events, the DDA will provide:

1. List as Sponsor event for City of Daytona Beach event permitting costs.

The DDA may enter into long-term agreements to Sponsor Riverfront Shops of Daytona Beach Events.

## **Eligibility**

For general marketing and promotion support, the event must be located within the Downtown Development Authority (DDA) boundaries and meet the evaluation criteria included in this document. For Sponsored events receiving direct funding, the event must be located in the “Riverfront Shops of Daytona Beach” area (see Exhibit A) of Downtown Development Authority and meet the evaluation criteria included in this document.

For Riverfront Shops of Daytona Beach Sponsored Events, the applicant will provide:

1. Budget including expenses, revenues and funding sources
2. Application describing the event/promotion
3. Clean up, security, planning, staffing and management of the event
4. Budget for advertising the event, including radio and print, and mentioning the event is occurring at the “Riverfront Shops of Daytona Beach”
5. Sponsored events should provide space for a Downtown Daytona Beach booth for the purpose of promoting the Riverfront Shops of Daytona Beach and its merchants.
6. Recap of the event per the form in Exhibit C attached including a description of the event, the planner’s evaluation of the event, and recommendations for a future event.

## **Requirements**

The participating event/promotion will be required to use the Riverfront Shops of Daytona Beach logo and marketing elements in their printed materials, with DDA having approval on placement and size, based on conformance with the standards set forth in Exhibit B. Any press releases will mention the event being located in the Riverfront Shops of Daytona Beach and sponsored by the Daytona Beach Downtown Development Authority.

## **Evaluation**

Proposals submitted will be evaluated based upon the quality of the proposal and the following requirements:

For all events:

1. Benefit to the Downtown:
  - The event/promotion creates a positive image of the Downtown.
  - The event will enhance the Downtown’s reputation as the center of art, culture, entertainment, dining, education, and urban life.
  - The event is designed to attract customers that are consistent with the Downtown Retail Study prepared by Gibbs Planning Group.
  - The event/promotion is coordinated with the Downtown marketing campaign and directs attendees to the Downtown website.

- The event can be enjoyed by a variety of audiences and is not offensive or dangerous. Political and religious programming is not eligible. The event is located in the DDA boundaries.
2. Ease and Ability of Production
- The organization coordinating the event has the capacity to carry out the event/promotion.
  - All general organizational elements (security, promotion, staffing, clean up and organization) are managed by the event organizer.
3. Coordination and Collaboration
- The event is coordinated with The City of Daytona Beach Cultural Services Office and has obtained an event permit or the event has been approved in the past.
  - The event collaborates with Downtown businesses. Opportunities are created to encourage interaction between businesses and the event attendees. First priority for event participation is given to Downtown businesses.
  - Special attention will be paid to efforts that collaborate with other initiatives and resources in the community and other Downtown stakeholders.

For Riverfront Shops of Daytona Beach Sponsored events:

- The event is located in the Riverfront Shops of Daytona Beach area.
- There is a direct benefit to Riverfront Shops of Daytona Beach merchants.
- The event is open to the public and free of charge. Certain portions of the event may have charges, such as food, music performances, or drinks.
- The funds provided by this program will leverage other funds and are used for costs that are incurred by the event.
- For merchant promotions, participation is available to all merchant businesses within the defined district/group. The applying group is united by either:
  - geographic boundaries within the Downtown, or
  - a common theme within the Downtown (example: restaurants, retail)

### **Submittal and Timing**

The DDA will accept and review applications from organizations for Sponsored events and promotions assistance on an annual basis at their August regular meeting for the next fiscal year. Additional events may be considered during the year. Please allow one month for normal processing. The Daytona Beach Downtown Development Authority retains the right to reject any and all proposals.

Please submit your application using the application form.

EXHIBIT A

RIVERFRONT SHOPS OF DAYTONA BEACH AREA

# RIVERFRONT

— SHOPS OF —

## DAYTONA BEACH



# DOWNTOWN EVENT LICENSE AREAS

LICENSE AREAS A - C



LICENSE AREA D



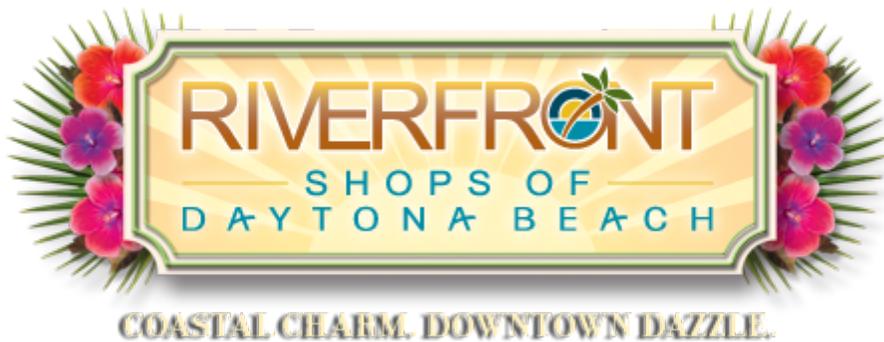
EXHIBIT B

RIVERFRONT SHOPS OF DAYTONA BEACH  
GRAPHIC STANDARDS FOR USAGE

DOWNTOWN DEVELOPMENT AUTHORITY LOGO



RIVERFRONT SHOPS OF DAYTONA BEACH LOGO



CITY OF DAYTONA BEACH LOGO



**EVENT SMALL-SPACE AD TREATMENT**



**EVENT FULL-PAGE AD TREATMENT**



**11" x 17" 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 lorectue magniam etuer cipis num dio eugiam, vulla feu fac cums andiam, quat dipissequat er si. Et luptat. Mincin henibh eros at aut am conse tat.

**RIVERFRONT**  
SHOPS OF  
DAYTONA BEACH

**RIVERFRONTSHOPSOFDAYTONA.COM**

— SPONSORED BY —

SPONSOR LOGO

**11" x 17" POSTER TREATMENT SPECIFICATIONS**

**FRIDAY • DECEMBER 31ST**

**EVENT LOGO AREA**  
(10" x 8.5" Max)

**SUBHEAD COPY FOR THE EVENT**

- **FEATURED ACTIVITY**
- **FEATURED ACTIVITY**
- **FEATURED ACTIVITY**
- **FEATURED ACTIVITY**

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

**RIVERFRONT**  
SHOPS OF  
DAYTONA BEACH

**RIVERFRONTSHOPSOFDAYTONA.COM**

— SPONSORED BY —

SPONSOR LOGO

**HEADLINE**  
Set in  
Filosofia Bold  
50pt

**SUBHEAD**  
Set in  
Filosofia Bold  
35pt  
Small Caps

**BODY COPY**  
Set in  
Filosofia Bold  
20pt size  
23pt leading

**LOGO BAR**  
2" height

**SPONSOR AREA**  
1" height

**FEATURE**  
Set in  
Filosofia  
Bold Italic  
25pt size  
28pt leading

**URL:**  
Set in  
Filosofia  
Bold  
35pt size  
Small Caps



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September 30, 2014

James V. Chisholm, City Manager  
The City of Daytona Beach  
P.O. Box 2451  
Daytona Beach, Fl. 32115-2451

Dear Mr. Chisholm:

Pursuant to the License Agreement for Use of Downtown City Facilities by Downtown Development Authority, please accept this letter as notice of the Annual Event Schedule of DDA Sponsored Events for the 2014/15 Fiscal Year. The list of DDA Sponsored Events is listed in Attachment A. Pursuant to Section 6 of the License Agreement, the DDA is requesting the following modifications to the Initial Event Schedule:

- **Event Name Change:** Cruise-in and Craft Beer Fest is now the Daytona Beach Cruise-in & Downtown Daytona Beach Craft Beer & BBQ Festival
- **Event Hours Change:** Daytona Beach Cruise-in & Downtown Daytona Beach Craft Beer & BBQ Festival is now 9AM – 6PM
- **Event License Area Change:** Daytona Beach Cruise-in & Downtown Daytona Beach Craft Beer & BBQ Festival is now in License Area C – Street Closed event
- **Event Name Change:** Riverfront Holidays is now Riverfront Festival of the Seasons
- **Event Hours Change:** Riverfront Festival of the Seasons is now 4PM – 9PM
- **Event Name Change:** Art of the Automobile is now the Spirit of the Automobile
- **Event Hours Change:** Spirit of the Automobile is now 9AM – 5PM
- **Scheduled Event Date Change:** Island Festival is now on the 2<sup>nd</sup> Saturday in June
- **Event License Area Change:** Island Festival is now in License Area A
- **Event Hours Change:** Riverfront Food & Wine Festival is now 1PM – 6PM

In addition, the DDA is adding the following events to its annual schedule for 2014/15:

- Downtown Daytona Nights
- Daytona State College Holiday Benefit Concert
- Music In Riverfront Park

The DDA is requesting the CRA to provide \$22,560 towards the annual Downtown events to assist with City Event Permit costs. For this Fiscal Year, the DDA is supporting this series of events to complement the Riverfront Shops of Daytona Beach marketing campaign as an additional promotional tool for Downtown. The DDA is funding \$30,000 towards direct marketing of the events through radio and newspaper advertising, in addition to the nearly \$75,000 the DDA spends annually on the overall Riverfront Shops of Daytona Beach campaign.

Launched in 2012, the Riverfront Shops of Daytona Beach is a marketing campaign for the Downtown shopping and dining district centered on Beach Street. The campaign follows the marketing strategy developed by Gold & Associates, Inc. (Gold), the agency contracted by the DDA to market and promote Downtown Daytona Beach as a retail and dining destination. The campaign includes a website, television advertising, print brochures, social media, e-marketing and a variety of other tools promoting the Riverfront Shops of Daytona Beach to local residents in the Downtown trade area identified in the Downtown Retail Market Study and Daytona Beach area tourists.

Sincerely,

Robert Abraham, Chairman  
Downtown Development Authority

**ATTACHMENT A**  
**2014/15 EVENT SERIES**

<b>NAME OF EVENT</b>	<b>SCHEDULED EVENT DATE(S)</b>	<b>EVENT HOURS</b>	<b>LICENSE AREA(S) TO BE USED</b>
Riverfront Fridays	4th Friday every month (except December: 2 <sup>nd</sup> Friday of the Month)	4PM – 11PM	A
Downtown Daytona Nights	Friday, February 13, 2015 Friday, May 15, 2015 Friday, August 14, 2015	4PM – 11PM	C – Street Closure
Daytona Beach Cruise-in & Downtown Daytona Beach Craft Beer & BBQ Festival	4th Saturday in October (October 25, 2014)	9AM – 6PM	A & C – Street Closure
Halifax Art Festival	1st weekend in November (November 1 & 2, 2014)	9AM – 6PM	A & C - Street Closure
Daytona State College Holiday Benefit Concert	Thursday, December 4, 2014	10AM – 9PM	A
Riverfront Festival of the Seasons	1st Saturday in December (December 6, 2014)	4PM – 9PM	B & C - Sidewalk Only
Wine ‘n Chocolate Walk	2nd Saturday in February (February 7, 2015)	1PM – 6PM	C - Sidewalk Only
Riverfront Music Festival	4th Saturday in March (March 21, 2015)	1PM – 9PM	A
Music in Riverfront Park	Saturday, April 4, 2015 Saturday, April 11, 2015 Saturday, April 18, 2015 Saturday, April 25, 2015 Saturday, May 2, 2015	1PM – 9PM	A
Spirit of the Automobile	3rd Saturday in May (May 16, 2015)	9AM – 5PM	A & C - Street Closure
Island Festival	2 <sup>nd</sup> Saturday in June (June 13, 2015)	1PM – 9PM	A
Riverfront Food & Wine Festival	3rd Saturday in September (September 19, 2015)	1PM – 6PM	C -Sidewalk Only

## ATTACHMENT B

### REQUESTED CRA EVENT PERMIT FUNDING

Event	Base Charge	Alcohol Fee	Police	Solid Waste	Traffic	Total
<b>ANNUAL FEE</b>						
Application & Entertainment Fee	-	-	-	-	-	\$ 925
<b>ANNUAL FESTIVALS</b>						
Halifax Art Festival	1,220	500	990	154	585	\$ 3,449
<b>DOWNTOWN EVENT SERIES - BULLSEYE</b>						
Craft Beer / Dream Cruise	1,220	500	990	154	585	\$ 3,449
DSC Holiday Benefit Concert	150	-	-	-	-	\$ 150
Riverfront Festival of the Seasons	500	250	200	154	-	\$ 1,104
Wine & Chocolate Walk	75	50	-	154	-	\$ 279
Riverfront Music Festival	700	250	200	154	-	\$ 1,304
Music in Riverfront Park	3,500	-	-	-	-	\$ 3,500
Spirit of the Automobile	1,220	500	990	154	585	\$ 3,449
Island Festival	700	250	840	154	-	\$ 1,944
Riverfront Food & Wine Festival	75	50	-	154	-	\$ 279
<b>MONTHLY EVENTS</b>						
Riverfront Fridays	1,800	250	-	-	-	\$ 2,050
Downtown Daytona Nights	675	-	-	-	-	675
	\$ 11,835	\$ 2,600	\$ 4,209	\$ 1,232	\$ 1,755	\$ 22,557

**RIVERFRONT SHOPS OF DAYTONA BEACH**  
2014 PROMOTION SCHEDULE

MONTH	RIVERFRONT FRIDAYS		DDA SPONSORED EVENTS <i>Events Sponsored by DDA</i>		OTHER DOWNTOWN EVENTS <i>Events Presented by Other Promoters</i>	
	DATE	THEME / MOVIE		DATE		DATE
OCTOBER	Friday, October 24, 2014	Bullitt	Dream Cruise / Riverfront Craft Beer	Saturday, October 25, 2014	Daytona Blues Festival (Ballpark)	October 10 - 12, 2014
					Biketober Fest	October 16 - 19, 2014
					Making Strides Against Breast Cancer	Saturday, October 25, 2014
NOVEMBER	Friday, November 28, 2014	A Christmas Story	Halifax Art Festival	November 1 - 2, 2014	Walk to End Alzheimer's	Saturday, November 15, 2014
<b>UNWRAP OUR HOLIDAY CHARM</b>			<i>Street Decorations &amp; Storefronts Displays</i>			
DECEMBER	Friday, December 12, 2014	Breakfast at Tiffany's	<b>DSC Holiday Benefit</b>	<b>Thursday, December 04, 2014</b>		
			Riverfront Festival of the Seasons	Saturday, December 06, 2014		
JANUARY	Friday, January 23, 2015					
FEBRUARY	Friday, February 27, 2015		Wine & Chocolate Walk	Saturday, February 07, 2015	Color Vibe Run	Saturday, February 21, 2015
			<b>Downtown Daytona Nights</b>	<b>Friday, February 13, 2015</b>		
MARCH	Friday, March 27, 2015		Riverfront Music Festival	Saturday, March 21, 2015	Bike Week	March 6 - 15, 2015
APRIL	Friday, April 24, 2015		<b>Music In the Park</b>	<b>Saturday, April 04, 2015</b>	Baseball (Reds) Home Opener	Thursday, April 09, 2015
			<b>Music In the Park</b>	<b>Saturday, April 11, 2015</b>	<i>Art of the Auto</i>	<i>Saturday, April 11, 2015</i>
			<b>Music In the Park</b>	<b>Saturday, April 18, 2015</b>	<i>Relay for Life Walk (City Island)</i>	<i>Saturday, April 11, 2015</i>
			<b>Music In the Park</b>	<b>Saturday, April 25, 2015</b>	<i>Halifax Oyster Festival (Manatee)</i>	<i>April 25 -26, 2015</i>
MAY	Friday, May 22, 2015		<b>Music In the Park</b>	<b>Saturday, May 02, 2015</b>	Daytona Baseball Season	All Month
			<b>Downtown Daytona Nights</b>	<b>Friday, May 15, 2015</b>	<i>Running the Streets Drug Court 5k</i>	<i>Saturday, May 02, 2015</i>
			Spirit of the Automobile	Saturday, May 16, 2015		
JUNE	Friday, June 26, 2015		Island Festival	Saturday, June 13, 2015	Daytona Baseball Season	All Month
JULY	Friday, July 24, 2015				Daytona Baseball Season	All Month
					<i>Halifax Rowing Regatta</i>	<i>Saturday, July 25, 2015</i>
AUGUST	Friday, August 28, 2015		<b>Downtown Daytona Nights</b>	<b>Friday, August 14, 2015</b>	Daytona Cubs Season	All Month
					<i>Paddlestars</i>	<i>Saturday, August 01, 2015</i>
SEPTEMBER	Friday, September 25, 2015		Riverfront Food & Wine Festival	Saturday, September 19, 2015	<i>Run or Dye 5K</i>	<i>Saturday, September 12, 2015</i>

\* All dates subject to change. Merchants will be notified by e-mail of any changes to the schedule

\* **Events in Red are New DDA Sponsored Events**

\* *Other Downtown events in blue are known events that have not received a City Event Permit, but known to occur on those dates*

# 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 Riverfront Shops in Downtown Daytona Beach at participating establishments.

700 + Attendees. Please drink responsibly, we recommend always designating a driver.



## 2nd Annual Riverfront Wine & Food Walk September 19 - Saturday

Enjoy a day at the Riverfront on Beach Street... tasting a variety of great wines and delicious tapas and lite bites. Great live music while strolling through beautiful Riverfront Shops



## 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.



## Daytona Beach Dream Cruise & Downtown Daytona Beach Craft Beer & BBQ Festival October 23 & 24 - Friday & Saturday

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

The 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 Circle.



## 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, Classic, Muscle, Hot Rods to Exotics you will see it all! Fun for all!

Projected attendance of 20,000 +



## 2nd Annual Island Festival June 13 - Saturday

Island Festival - Come release the parrot in you! Kick back and enjoy the sounds of the island with Jimmy Buffett Tribute Bands and other great tunes while sipping on a margarita! Great Food, Great Music and Great Fun!

Please drink responsibly, we recommend always designating a driver.



## 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, ornament craft making for the kids, gourmet food trucks all while watching the Christmas boat parade!

Projected attendance 2,500 +

## DOWNTOWN EVENT BUDGET

ADVERTISING BUDGET							
Event	Newspaper /Print Pub	Radio	Digital/Social Media	Posters/Signs printed Material	Cable	Total	
Wine & Chocolate Walk	1,560	-	450	475	-	\$	2,485
Riverfront Music Festival	1,560	1,000	200	270	3,000	\$	6,030
Spirit of the Automobile	6,347	2,000	572	950	5,000	\$	14,869
Island Festival	2,200	3,283	332	400	3,000	\$	9,215
Wine & Food Walk	1,040	1,000	300	625	-	\$	2,965
Dream Cruise / Craft Beer Fest	1,600	575	1,500	550	2,000	\$	6,225
Festival of Season	1,000	750	150	300	1,500	\$	3,700
	<b>\$ 15,307</b>	<b>\$ 8,608</b>	<b>\$ 3,504</b>	<b>\$ 3,570</b>	<b>\$ 14,500</b>		<b>\$45,489</b>

MEDIA SPONSORSHIP			
Sponsorship Dollars	Trade	Cash	Total
BrightHouse	8,500	1,500	
News Journal	6,127	-	
Radio	-	-	
<b>Total</b>	<b>\$ 14,627</b>	<b>\$ 1,500</b>	<b>\$ 16,127</b>

<b>ADDED VALUE</b>
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*\*Press Releases for every event \* Featured Editorial in NJ \* Featured editorial in local publications - Halifax Magazine \*  
 \* liason for Bike FI - CVB Meetings & Things to do\* All events posted on CVB website, News 13, WFTV, WESH, Channel 6-*

**APPLICATION FOR DDA EVENT ASSISTANCE  
EVALUATION CHECKLIST**

Event: **DOWNTOWN DAYTONA NIGHTS**

Proposed Event Date(s): **Feb 13, May 15, Aug 14, 2015**

**Submittal Information** (Attach the following:)

- X Event Plan & Description
- X Event Budget
- City Event Permit

**Evaluation**

1. Event Benefits Downtown [score] 1 2 3 4 5 x (wt) 40 Points: **(3) 120**

Notes: Score of 1 the event has no direct benefit to Downtown businesses and will have a negative impact on Downtown; Score of 5, the event will directly benefit retail and restaurant businesses, attracts customers identified in the Downtown Retail Study, and will greatly enhance the image of Downtown.

Notes: **Event attracts customers to north block; event does not appear to attract or appeal to all Downtown customer groups.**

2. Event Production Ease and Ability [score] 1 2 3 4 5 x (wt) 20 Points: **(5) 100**

Notes: Score of 1 the event has not been produced in the past and the event coordinators have no prior experience with event production; Score of 5, the event is an ongoing Downtown event and is operated by experienced managers, the event organizers will manage all event elements, the event leverages other funds.

Notes: **Existing event managed by an experience event manager.**

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3. Coordination and Collaboration [score] 1 2 3 4 5 x (wt) 10 Points: **(3) 30**

Notes: Score of 1 the event has not been coordinated with the City or Downtown businesses; Score of 5, the event has a City Event Permit and is coordinated with Downtown Businesses.

Notes: **Event currently focused on the north block; and only coordinated with those merchants.**

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4. Signature Events [score] 5 x (wt) 30 Points: **150**

Notes: The event must answer yes to all criteria for a signature event.

Notes: \_\_\_\_\_

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Total Evaluation Points **400** (Max 500 points)

For DDA marketing assistance: event must score a minimum of 200 points

For DDA funding assistance (Riverfront Shops of Daytona Beach Sponsored Event): event must score a minimum of 400 points

# **DOWNTOWN** **DEVELOPMENT AUTHORITY**

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

Robert Abraham  
*Chairman*  
 Kelly White  
*Commissioner*  
 Sheryl A. Cook  
 Joseph H. Hopkins  
 Stacey Lipton

## APPLICATION FOR DDA EVENT ASSISTANCE

Event: Downtown Daytona Nights

Event Contact: Pamela Rudd Phone #: 238-4456 Email: prudd@selbyrealty.com

Proposed Event Date(s): February 13, MAY 15, AUGUST 14, NOVEMBER 13

### Attach the following:

- Event Plan & Description 2014 & 2015
- Event Budget 2015 proposed
- City Event Permit 2014

### Evaluation Criteria

For all events:

1. **Event Benefits Downtown:** Explain how the proposed event will benefit Downtown overall and directly benefit local retail merchants and restaurants.

Free public event, increase awareness and foot traffic to local downtown and all merchants, showcase riverfront to locals and tourist alike. Stimulate sales to downtown merchant on and off of Beach St.

2. **Event Production Ease and Ability:** Provide the history and background of the event and any past event experience of the producers. List other sponsors and sources of funds. Burgoyne Properties

Well known community block party, attended by business professionals, seniors, families and tourist. Over 10 years event experience @ the Bandshell, Boardwalk, Pier & Ocean Walk Shoppes

**Coordination and Collaboration:** Explain how the event will be coordinated with Downtown businesses.

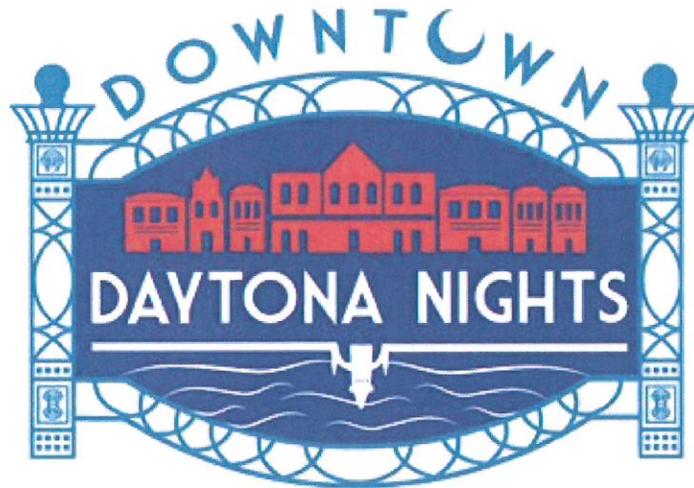
Open to All downtown merchants, retailers and restaurants. Event to encourage sales and bring awareness to the public about downtown

**For signature events:** Event is located in Riverfront Shops of Daytona Beach area has to offer.  Y/N

Event is free and open to the public  Y/N

Event leverages other funds  Y/N

Event includes a plan to coordinate with Riverfront Shops of Daytona Beach merchants for promotions  Y/N



**Downtown Daytona Nights – Live after 5 Block Party!** – Beach Street in Historic Downtown Daytona Beach – modeled after the “Downtown Daytona Nights” of the 1990’s this block party is designed to attract locals, community leaders and visitors to downtown Daytona Beach for a block party with multiple bands, food vendors, community vendors, and sponsor displays all on the 100 block of North Beach Street. The south bound lanes of Beach Street would be closed to accommodate the festival (north bound too?).

Proposed times and dates:

Times: 5pm – 9pm (capture downtown office professionals)

Dates: Four times in 2015 (Once per Quarter)

Goals: Bring people (Ormond Beach through Port Orange) to downtown and riverfront in particular, expose people to existing businesses, debunk negative impressions, demonstrate not dangerous to park/walk after dark, and showcase vacant spaces to community leaders and possible tenants to develop new businesses.

What to do with vacant space windows: “When I Grow Up Campaign.” Display signs in windows with “When I grow up I want to be a hip club,” “When I grow up I want to be a gift shop,” “When I grow up I want to be a steak restaurant,” “When I grow up I want to be a cigar bar,” etc. Post multiple signs on all windows – showcase business opportunities.

**Target Audiences -**

- Local Residents (Ormond Beach south through Port Orange)
- Tourists (hotel as well as those staying with family and friends)
- Downtown employees
- Government, business, professional chamber leaders

**Why Friday Night? –**

Tradition – Downtown Daytona Nights historically took place on Friday Nights. The population associates the event with Friday night. Further, a key target audience is downtown workers to attend the event.

Downtown Workers - Downtown Daytona Beach still enjoys a sizeable workforce with multiple government, legal and professional businesses sectors. A specific economic opportunity is to target existing downtown employees to be better consumers of goods and services where they work instead of by where they live or along travel routes between. Research exists that shows a sizeable portion of the downtown workforce “cocoon” during the workday. Having Downtown Daytona Nights on a Friday begins to chip away at this issue. It was common in the past for downtown workers to plan to go to Downtown Daytona Nights after work together to socialize. Further, it may be a stretch to get this audience to drive a sixth time in a week back to downtown Daytona Beach for a block party (most of workforce lives outside the city)

Competition – For several decades the Daytona Beach Bandshell has hosted a significant music series at the beachside Bandshell on Saturday nights followed by fireworks. The free event was re-focused on improved musical offerings last year which resulted in doubling and in some cases the tripling of the audience. For a large part of our potential event guests the events would be in direct competition to each other and unnecessarily negatively affect both. Fireworks are a major draw.

Other Funding/Sponsors – The seed money committed to the project falls far short of the project cost. Sources for sponsorship and direct support to cover the difference will come from entities like CRA funds, CVB funds, auto dealerships, and significant downtown businesses such as Southern Stone Communications. All of these sources already fund the Bandshell series and will be hard pressed to fully fund a competing event on the same day/time. However, all of these funding sources have a track record of supporting Downtown Daytona Nights on a Friday Night. Further, it is easier for sponsors (like an auto dealer) to coordinate their displays on a weekday.

Who’s Who – Downtown Daytona Night always enjoyed locals, tourists, downtown employees, and the “who’s who” of business and government. They were the must-do after work activity to be seen and mingle socially in the community. This was the only such re-occurring activity that took place in the downtown where downtown leaders could get face time in a social setting to advance projects, ideas and showcase district assets.

#### **What about during the day –**

To compliment the after work and evening activities, the event will offer day time activities starting at noon that include lunch specials, a sidewalk sale, demonstrative art displays and music. This more causal summer afternoon activity will encourage longer lunches and retail shopping for residents and visitors alike.

#### **Event Activities -**

The over-all vision for Downtown Daytona Nights would be to offer two live bands (one at each end of the block), multiple food stands (existing food businesses will offer an outside food option as well as inside), outdoor dining tables/chairs, craft/art venders, sponsor venders and a kid’s activity zone with an interactive craft activity. The individual event dates may offer a special theme and/or activities.

Though Downtown Daytona Nights attracts a sizeable family population, the majority of

attendees are adults. This focus on adults better matches the street's business mix of hospitality businesses and retail (antiques, art). This population is likely to spend more money during the event and more likely to "overlook" district perception issues. They are also more likely to come back another time for a work lunch, antique shopping, art exhibit opening, coffee house jam, live concert or intimate meal – the current scope of 100 North Beach Street business offerings. The current business mix offers little or no child-focused experiences.

#### **2014 Event months/themes -**

July 11 – Summer/Hawaiian theme – leis, drums, island music

The Summer/Hawaiian Pirate themed DDN starts at noon with lunch specials, sidewalk sales, demonstrative arts and a pirate craft station. The block party begins at 5pm with two bands, art/craft vendors, sponsor displays, and themed giveaways.

August 1 – Pirate theme – pirate hats, pirate boat parade (part of bigger weekend)

The Pirate themed DDN starts at noon with lunch specials, sidewalk sales, demonstrative arts and a pirate craft station. The block party begins at 5pm with two bands, art/craft vendors, sponsor displays, and themed giveaways. The Pirate Boat Parade, hosted by the Daytona Beach Yacht Club will float by the event starting at 6:30pm. The party also includes character pirates, photo opportunities, and tons of bead give-aways.

September 12 – Sabor Latino/Latin Flavor theme – decorations, music, food, contests,

The Sabor Latino/Latin Flavor themed DDN starts at noon with lunch specials, sidewalk sales, demonstrative arts all with a Latin flare. The block party begins at 5pm with two bands, art/craft vendors, sponsor displays, and themed giveaways. The party also includes Latin dance lessons, themed bands, and plenty of foods representing the diversity of Latin culture.

#### **Budget -**

- Provide city permit (SSEG will secure additional insured)
- Provide electrical power (city)
- Provide vacant stores signs
- \$20,000 for four events

#### **– MARKETING – each DDN**

- \$100 - Poster – color poster 50 copies to host site
- \$200/station (\$800) Monthly Website Banner Ad – Station Websites
- \$100 - Social Media – posts on station and event group Facebook
- \$150 – Text Marketing – listener data base
- \$150 - Publicity – Monthly news release to catchman area newspapers, appropriate websites, TV stations, Radio stations, weekly/monthly publications and magazines.
- Outdoor event banner/signage
- \$2,800 - DJ live read fact sheets – example: “Weather today on Beach Street for tonight’s Downtown Daytona Nights is.....”

- \$14,500 - 60-second taped radio ads – 50 on each participating station over 10 days leading to event = \$5,250 HOG, \$3,750 VIBE, \$2,750 NDB, \$2,750 LOV
- EVENT PRODUCTION – each DDN
  - \$353 (pro-rated over 4 events) – free standing vertical banners (4 banners – two for each side of band)
  - \$50 – (pro-rated over 4 events) End of bridge banner
  - \$400 – Staffing – set/up, take/down, site plan development and implementation,
  - \$150 – (pro-rated over 4 events) Center information/downtown booth. Data collection.
  - \$850 – Costs related to “themes” – Summer/Hawaiian, Pirate Invasion, and Sabor Latino/Latin Flavor – decorations, side activities, give-aways etc
  - \$350 – Port-o-lets (data collection tool)
  - \$2,500 – Entertainment/bands (two) per each DDN

**APPLICATION FOR DDA EVENT ASSISTANCE  
EVALUATION CHECKLIST**

Event: **DSC Benefit Concert**

Proposed Event Date(s): **December 4, 2014**

**Submittal Information** (Attach the following:)

- X Event Plan & Description
- X Event Budget
- City Event Permit

**Evaluation**

1. Event Benefits Downtown [score] 1 2 3 4 5 x (wt) 40 Points: **(4) 160**

Notes: Score of 1 the event has no direct benefit to Downtown businesses and will have a negative impact on Downtown; Score of 5, the event will directly benefit retail and restaurant businesses, attracts customers identified in the Downtown Retail Study, and will greatly enhance the image of Downtown.

Notes: **Event will provide live music during the holiday season.**

2. Event Production Ease and Ability [score] 1 2 3 4 5 x (wt) 20 Points: **(3) 60**

Notes: Score of 1 the event has not been produced in the past and the event coordinators have no prior experience with event production; Score of 5, the event is an ongoing Downtown event and is operated by experienced managers, the event organizers will manage all event elements, the event leverages other funds.

Notes: **New event presented by DSC students; DSC has participated in the Riverfront Music Festival**

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3. Coordination and Collaboration [score] 1 2 3 4 5 x (wt) 10 Points: **(4) 40**

Notes: Score of 1 the event has not been coordinated with the City or Downtown businesses; Score of 5, the event has a City Event Permit and is coordinated with Downtown Businesses.

Notes: **Event producers are planning to coordinate with the Holiday event promotions and have a plan to reach out to the businesses.**

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4. Signature Events [score] 5 x (wt) 30 Points: **150**

Notes: The event must answer yes to all criteria for a signature event.

Notes: \_\_\_\_\_

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Total Evaluation Points **410** (Max 500 points)

For DDA marketing assistance: event must score a minimum of 200 points

For DDA funding assistance (Riverfront Shops of Daytona Beach Sponsored Event): event must score a minimum of 400 points



# DEVELOPMENT AUTHORITY

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

## APPLICATION FOR DDA EVENT ASSISTANCE

Event: Benefit Concert for Domestic Abuse Awareness

304-550-1577

lukeshinn@gmail.com

Event Contact: Lucas Shinn, Renee Vincelli Phone #: 619-212-2719 Email: gratefuljuju@yahoo.com

Proposed Event Date(s): December 4, 2014

### Attach the following:

- Event Plan & Description
- Event Marketing Plan
- Event Budget
- City Event Permit

### Evaluation Criteria

For all events:

- Event Benefits Downtown:** Explain how the proposed event will benefit Downtown overall and directly benefit local retail merchants and restaurants. Explain how the event is consistent with the customers identified in the Downtown Retail Study.

Our promotional efforts will attract a large number of people in the community to the downtown area, bringing potential customer in proximity to the downtown shops and restaurants. Bringing live, local music to Beach St. will enhance its reputation as the artistic and cultural center of Daytona Beach. We will make every effort to coordinate with the Downtown marketing campaign to achieve the best results for our club and the downtown community.

- Event Production Ease and Ability:** Provide the history and background of the event and any past event experience of the producers. List other sponsors and sources of funds.

The Music Industry Club is very young, as is the Music Production Technology program at Daytona State College of which it represents. We have the support and resources of all faculty members of the program, of whom all have very accomplished careers in their respective fields. Funding will include moneys from local sponsors and other events (i.e. carwash, small live performances)

**Coordination and Collaboration:** Explain how the event will be coordinated with Downtown businesses.

We are sending proposal letters to local business, who will have the opportunity to have their brand associated with the Benefit for Domestic Abuse, depending on which sponsorship package they choose (\$100, \$250, \$500, \$1000)

These will include printed materials, radio air time, flyers and banner placement.

**For Riverfront Shops of Daytona Beach sponsored events:** Event is located in Riverfront Shops of Daytona Beach area; Y/N

Event is free and open to the public: Y/N Yes

Event leverages other funds Y/N Yes

Event includes a plan to coordinate with Riverfront Shops of Daytona Beach merchants for promotions Y/N Yes

# Sponsorships

## Bronze

- Gain of exposure
- Will be represented on our soft merchandise such as t-shirts, and stickers

## Gold

- Gain of exposure
- Will be represented on our soft merchandise such as t-shirts and stickers
- Will have advertisement space in M.I.Club's flyers, programs, and newspaper ads
- A shout out during RadioSpots

## Silver

- Gain of exposure
- Will be represented on our soft merchandise items such as t-shirts, and stickers
- Will have advertisement space in M.I.Club's flyer's, programs, and newspaper ad's

## Platinum Sponsors: \$1,000

- Gain of exposure
- Will be represented on our soft merchandise such as t-shirts, and stickers
- Will have advertisement space in M.I.Club's flyers, programs, and newspaper ads
- A shout our during RadioSpots
- You company banner hanging over stage

Greetings Prospective Sponsor,

On Thursday, December 4<sup>th</sup>, the Music Industry Club at Daytona State College is holding a benefit concert for the Domestic Abuse Council of Daytona Beach, on Beach Street. We will use multiple media channels to raise awareness for this event, including newspaper, radio air time, social media, flyers, and various other advertising mediums. Along with these, we will make impressions on the public through the use of banners placed above the stage and along the sidewalks, and by handing out programs for the event.

Our goal is to raise \$5,000 for the Daytona Beach Domestic Abuse Council. Domestic violence is very prevalent in the national media. Unfortunately, it runs rampant in every city, town, suburb, and rural area in the country, and Daytona Beach is no different. However, in order to let the public know about this, the Music Industry Club needs funding in order to access these awareness delivery systems.

Attached to this letter is a list of sponsorship packages. Please join us in raising awareness for domestic abuse! We urge that you consider being a sponsor, and associating your company's brand with this event.

\*checks are made payable to:  
Daytona State Music Industry Club

**APPLICATION FOR DDA EVENT ASSISTANCE  
EVALUATION CHECKLIST**

Event: **Music in the Park**

Proposed Event Date(s): **April 4, April 11, April 18, April 25, May 2, 2015**

**Submittal Information** (Attach the following:)

- X Event Plan & Description
- X Event Budget
- City Event Permit

**Evaluation**

1. Event Benefits Downtown [score] 1 2 3 4 5 x (wt) 40 Points: **(4) 160**

Notes: Score of 1 the event has no direct benefit to Downtown businesses and will have a negative impact on Downtown; Score of 5, the event will directly benefit retail and restaurant businesses, attracts customers identified in the Downtown Retail Study, and will greatly enhance the image of Downtown.

Notes: **Event will provide live music on select spring Saturdays in conjunction with Daytona State College Music Program. The event should have wide appeal to all customer groups identified in the Retail Market Study**

2. Event Production Ease and Ability [score] 1 2 3 4 5 x (wt) 20 Points: **(3) 60**

Notes: Score of 1 the event has not been produced in the past and the event coordinators have no prior experience with event production; Score of 5, the event is an ongoing Downtown event and is operated by experienced managers, the event organizers will manage all event elements, the event leverages other funds.

Notes: **New event in collaboration with experienced event producer, event leverages minimal funds.**

- 
3. Coordination and Collaboration [score] 1 2 3 4 5 x (wt) 10 Points: **(3) 30**

Notes: Score of 1 the event has not been coordinated with the City or Downtown businesses; Score of 5, the event has a City Event Permit and is coordinated with Downtown Businesses.

Notes: **Event producers are planning to coordinate with Downtown business.**

- 
4. Signature Events [score] 5 x (wt) 30 Points: **150**

Notes: The event must answer yes to all criteria for a signature event.

Notes: \_\_\_\_\_

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Total Evaluation Points **400** (Max 500 points)

For DDA marketing assistance: event must score a minimum of 200 points

For DDA funding assistance (Riverfront Shops of Daytona Beach Sponsored Event): event must score a minimum of 400 points



# DEVELOPMENT AUTHORITY

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

## APPLICATION FOR DDA EVENT ASSISTANCE

Event: Music In the Park  
Event Contact: Al Smith Kelley Koluopoulos Phone #: 386-238 4001 Email: Alsmithpro@gmail.com  
Proposed Event Date(s): 4/4, 4/11, 4/18, 4/25, 5/2

### Attach the following:

- Event Plan & Description
- Event Budget
- Event Marketing Plan
- City Event Permit

### Evaluation Criteria

For all events:

- Event Benefits Downtown:** Explain how the proposed event will benefit Downtown overall and directly benefit local retail merchants and restaurants. Explain how the event is consistent with the customers identified in the Downtown Retail Study.

Music in the park - Free entertainment - Showcasing  
Daytona State College Music program Students, should  
bring out friends, parents + faculty

- Event Production Ease and Ability:** Provide the history and background of the event and any past event experience of the producers. List other sponsors and sources of funds.

Participated in downtown Music Festival - similar  
concept

**Coordination and Collaboration:** Explain how the event will be coordinated with Downtown businesses.

Notify business event during business hours  
can promote business at event

**For Riverfront Shops of Daytona Beach sponsored events:** Event is located in Riverfront Shops of Daytona Beach area

Event is free and open to the public

Event leverages other funds Y/N - ?

Event includes a plan to coordinate with Riverfront Shops of Daytona Beach merchants for promotions

**DOWNTOWN EVENT BUDGET**

Event	Newspaper	Radio	Other	TV Production	Logo	Print	Total
<b>ANNUAL FESTIVALS</b>							
Halifax Art Show	-	1,500	5,000	250	-	-	\$ 6,750
<b>DOWNTOWN EVENT SERIES - BULLSEYE</b>							
Craft Beer / Dream Cruise	760	750	-	-	-	380	\$ 1,890
Riverfront Festival of the Seasons	760	750	-	-	750	380	\$ 2,640
Wine & Chocolate Walk	760	500	-	-	-	380	\$ 1,640
Riverfront Music Festival	760	750	-	-	750	380	\$ 2,640
Spirit of the Auto	760	750	-	250	-	380	\$ 2,140
Island Festival	760	750	-	-	750	380	\$ 2,640
Riverfront Food & Wine Festival	760	500	-	-	750	380	\$ 2,390
<b>TOURISM EVENTS</b>							
Biketoberfest	825	-	-	-	-	-	\$ 825
Bike Week	825	-	-	-	-	-	\$ 825
<b>MONTHLY EVENTS</b>							
Riverfront Fridays	3,800	-	-	-	-	-	\$ 3,800
Downtown Daytona Nights	-	-	-	-	750	380	\$ 1,130
	\$ 10,770	\$ 6,250	\$ 5,000	\$ 500	\$ 3,750	\$ 3,040	\$ 29,310

**CITY OF DAYTONA BEACH DDA  
SPECIAL EVENTS MARKETING**  
*Prepared by GOLD • Wednesday, September 24, 2014*

**Special Event Posters/Flyers**

The DDA presently sponsors ten special events each year. The primary purpose of these is to drive customer traffic to the Riverfront Shops area, and ultimately to the shops, dining establishments and entertainment venues here.

For GOLD & Associates to create the event “logos” for five such events each year, plus to create ten poster/flyers (*half of which presently have event logos*), the costs would be as follows. (*These represent a reduction in the agency’s standard fees for such work by over 50%, which should be considered a charitable contribution to this effort.*)

**EVENT LOGO DEVELOPMENT** — Time and expenses to develop two creative alternatives for each event, with one being selected for final digital production. (*Cost includes one set of client alterations to the direction selected. Client to provide logo copy. The total cost is based on ten hours @ \$95 each.*)..... \$950 EACH

SUB-TOTAL x 5 = \$4,750

APPROVED  
(Initial)

**EVENT POSTER/FLYER PRODUCTION** — Time and expenses to develop the layout and produce the final digital art for the client’s 11”x17” poster using GOLD’s format approved by the DDA. (*Cost includes one set of client alterations. Client to provide all copy, logos, photos or illustration to be used, in high-resolution digital form. The total cost is based on four hours @ \$95 each.*)..... \$380 EACH

SUB-TOTAL x 10 = \$3,800

APPROVED  
(Initial)

**PROJECT TOTAL = \$8,550**

**PLEASE NOTE:** The DDA (*or “Client”*) will be responsible for all communications with the event organizers and their agencies. Costs do not include modifying the logos or posters for any additional use.

**CITY OF DAYTONA BEACH DDA  
SPECIAL EVENTS MARKETING**

*Prepared by GOLD • Wednesday, September 24, 2014*

**Special Event Project Terms**

***PLEASE NOTE:*** *Costs do not include any additional customer alterations, project shipping costs, or additional special event work which will be invoiced if incurred. The total estimated amount for each event logo and poster/flyer will be billed and due before work begins. Additional alterations or work will be billed at a discounted rate of \$95 per hour and due upon receipt. My signature below indicates approval of the aforementioned estimate and authorizes GOLD & Associates to begin work as stated.*

*(Name)*

*(Title)*

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*(Signature)*

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**APPROVED FOR THE CITY OF DAYTONA BEACH DDA**

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DATE