



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

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

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes:**
 - a. **Regular Meeting: September 17, 2014**
 - b. **Special Meeting: September 30, 2014**
4. **Public Comments**
5. **DDA Monthly Financial Report**
6. **Payment Request: Riverfront Wine & Food Walk**
7. **Riverfront Shops of Daytona Beach Quarterly Report**
8. **Discussion: 2015 Riverfront Fridays**
9. **Board Comments**
10. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Wednesday, September 17, 2014**

The regular meeting of the Downtown Development Authority was held Wednesday, September 17, 2014, at 4:00 p.m. in Conference Room 149B of 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members

Mr. Robert Abraham, Chairman
Mr. Joseph H. Hopkins
Ms. Tammy Kozinski
Ms. Kelly White (arrived at 4:20 p.m.)
Ms. Sheryl Cook

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Bob Jagger, Deputy City Attorney
Ms. Noeleen Foster, Farmers' Market Manager
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 4:13 p.m.

2. Roll Call

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

3. Approval of Minutes: August 19, 2014, Regular Meeting

Board Action:

Ms. Cook made a motion to approve the minutes of the Regular Meeting of August 19, 2014. Ms. Kozinski seconded the motion and it was approved unanimously 4-0 (Ms. White was not in attendance).

4. Public Comments

There were no public comments.

5. DDA Monthly Financial Report

Mr. Jeffries presented the Monthly Financial Report which was included on Page 11 of the meeting agenda packet.

Ms. White arrived for the meeting at 4:20 p.m.

Mr. Jeffries stated at the beginning of the 2013/14 Fiscal Year, the DDA made a request to the CRA for Downtown event support through payment of fees and related event advertising costs. Mr. Jeffries stated the CRA reimbursed the Downtown event fees and reimbursed \$12,898 for Riverfront Shops television advertising, instead of event advertising costs.

Ms. Cook stated there was an article in Sunday's Daytona Beach News-Journal about the conflicts among the Farmers' Markets in New Smyrna Beach and asked if attempts have been made to recruit the vendors to the Daytona Beach Farmers' Market.

Ms. Foster stated there are currently 3 markets in New Smyrna Beach and an attempt was being made to open a fourth. Ms. Foster stated it was not believed there are sufficient customers to support a fourth market. Ms. Foster stated a new Artisan Market has opened in South Daytona and they have only one produce vendor and one baker, whereas the Daytona Beach Farmers' Market has a variety of vendors.

Ms. Cook stated the Daytona Beach Farmers' Market cannot continue to operate with a decline in revenue of 25%.

Ms. Foster stated the City asked her to condense the vendor spaces during the summer months so it takes up less space. Ms. Foster stated when the market was condensed, the same amount of revenue was not collected for rental space; however, the market looks more appealing when the vendors are closer together. Ms. Foster stated reducing the space only impacts a couple of vendors and she was not aware that reducing the space impacted the revenue the way it has.

Mr. Jeffries noted the Farmers' Market vendor revenue was typically lower due to a lower summer space rental rate in the months of July and August and fewer vendors attending the market. Mr. Jeffries also stated the recent Farmers' Market revenue decrease started the previous February and was due to a decrease in wholesale produce vendors.

Mr. Abraham stated we should budget for this and not force the vendors to take more space than they need.

Ms. Foster stated last Saturday, there were 27 vendors at the Farmer's Market and the Saturday before, there were 26. She stated during the busy season, the number of vendors was closer to 35.

Ms. Kozinski asked if efforts are being made to recruit another large produce vendor since we have lost two.

Ms. Foster stated she recently got a volunteer to man the tent who was very reliable and stated having someone there may help should the city be successful in the attempt to accept food stamps at the Farmers' Market.

Mr. Hopkins stated with Orange Avenue being closed due to construction and the bridge being closed in the near future, maybe now was the time to redefine the marketing strategy for the Farmers' Market. Mr. Hopkins stated if we are having trouble maintaining vendors, we may have difficulty in maintaining the customers and it will be difficult to get to the market. He said we need to prepare for this.

Mr. Abraham stated enhanced signage was important.

Ms. Kozinski stated more radio advertising may be needed to let everyone know the market was open during the construction projects.

6. Gold & Associates Annual Service Contract

Mr. Jeffries stated the annual scope of services with Gold & Associates was included on Page 14 of the packet. Mr. Jeffries stated the existing contract with Gold & Associates was through June 30, 2015, and there was an option to extend the contract for 2 years.

Keith Gold, Gold & Associates, thanked the Board for the business they have provided to his firm. Mr. Gold stated the number of visitors to the site continues to increase. Mr. Gold stated the fees are the same as the fees approved by the DDA for last year.

Mr. Jeffries stated the Scope of Services as presented was for 9 months.

Mr. Jagger stated the proposed Scope of Services will replace the existing Scope of Services that was in place.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. White, seconded by Ms. Cook, to approve the Scope of Services with Gold & Associates through June 30, 2015 at the rate of \$3,200 per month, in accordance with the staff recommendation. The motion carried unanimously (5-0).

7. **InFocus Media Group Website Maintenance Contract**

Mr. Jeffries presented the proposal from InFocus Media Group which was included on Page 16 of the packet.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. Kozinski, seconded by Ms. Cook, to accept the proposal from InFocus Media Group to perform website maintenance at the monthly rate of \$125 per month for a total annual fee of \$1,500, plus an additional \$900 to make the website mobile friendly, in accordance with the staff recommendation. The motion carried 4-0 (Ms. White note in attendance).

8. **Riverfront Shops of Daytona Beach Campaign - FY2014-15**

Mr. Jeffries stated the staff report and request for funding approvals was included on Page 25 of the packet and the tactical plan was presented on Page 26.

Mr. Gold stated he feels some things need to be freshened up since they have been used for a while. Mr. Gold stated 20% of the budget was for event marketing, 10% was for the Farmers' Market, and the rest was used for branding and the Riverfront Shops.

Mr. Jeffries stated it was recommended that \$15,000 be requested from the CRA for the Riverfront Shops campaign.

Public Comments:

Kelley Koliopulus asked if the rack cards are placed in the I-95 welcome centers.

Mr. Gold stated we are not doing the "Visit Florida" program.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the following funding requests, as outlined on Page 25 of the packet as recommended by staff, and as follows:

- a. **FT2014/15 Brighthouse Advertising** - \$18,000 for 12 months;
- b. **Beach Channel Advertising** - \$1,800 for 12 months;
- c. **Online and Social Media Advertising** - \$12,600 annual budget;
- d. **iContact Email Service Fee** - \$1,310 annually;

e. **Print Materials** - \$1,885 annually

The motion was approved unanimously (5-0).

9. **Proposed FY2014/15 Downtown Events**

Mr. Jeffries outlined the staff report which was included on Page 29 of the packet. Mr. Jeffries stated based on the recommendation prepared by Gold & Associates, there should be \$25,000 dedicated to event advertising for FY2014/15.

Mr. Jeffries stated for any basic event held in the downtown, there are routine items that are provided, such as placing the event on the calendar, mention in the e-newsletter, and Facebook postings. Mr. Jeffries stated when an event was a sponsored event, it was included on the directory posters, the event was listed on the palm cards that are handed out to Downtown customers, and a media campaign, depending on what the budget will allow.

Mr. Jeffries stated there are several new events that are requesting some level of support from the DDA. These events are Daytona Nights which will run February through November on the north block; BullsEye Marketing was proposing a Saturday music event to be held in coordination with Daytona State College which will run in April and May; the Art of the Automobile which will be coordinated by Al Brewer and held on April 11; and Daytona State College would like to do a music festival event on December 4. Mr. Jeffries stated the total amount requested to support all events that are outlined on Page 30 of the packet would be \$37,000; and only \$25,000 was budgeted.

Mr. Abraham stated a decision must be made as to whether these events should be added as sponsored events and if there are funds available to help pay for advertising.

Mr. Abraham stated a special meeting of the DDA may need to be scheduled to discuss this item. Mr. Abraham suggested addressing the request for the Halifax Art Festival since it will be held soon and deal with the other events at another meeting.

Mr. Jeffries stated the DDA has supported the Halifax Art Festival for several years by allocating \$5,000 toward the Best of Show prize.

Pat Abernathy stated Channel 9 has agreed to provide 2 weeks of advertising prior to the Halifax Art Festival.

Mr. Jeffries stated \$2,750 was set aside for advertising for the Halifax Art Festival and \$1,500 as previously the amount set aside for radio advertising.

Mr. Abraham asked the Board if they are comfortable in allocating \$1,500 for advertising.

a. **Halifax Art Festival**

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to provide \$5,000 to the Halifax Art Festival for the Best of Show prize and to allocate \$1,500 for advertising. The motion carried unanimously (5-0).

b. **Downtown Event Series - Bullseye Direct Marketing**

The Board agreed to discuss this item at a special meeting.

c. **Riverfront Fridays**

The Board agreed to discuss this item at a special meeting.

d. **Proposed New Events**

The Board agreed to discuss this item at a special meeting.

e. **Event Advertising Creative Support**

The Board agreed to discuss this item at a special meeting.

Mr. Jeffries stated the DDA previously approved a template for events that are coordinated by BullsEye. Mr. Jeffries stated what has been prepared by BullsEye only includes the Riverfront Shops logo and feels this should be an item the DDA should discuss.

Mr. Abraham stated the issue was how prominent the Board members want the Riverfront Shops logo to be on the posters and print advertising. Mr. Abraham stated Gold & Associates was asked to prepare a template which they have done. Mr. Abraham stated the materials Mr. Jeffries has to approve for the events do not follow the template that was approved by the DDA.

Kelley Koliopulus, BullsEye Marketing, stated the template cannot be adjusted and there is a lot of wasted space in it. Ms. Koliopulus stated there was no flexibility as far as changing the template.

Al Smith stated the DDA provides money for him to create events and other sponsors also provide him with money for the events. He stated he was trying to make everybody happy but it was difficult to use the existing template. He stated he was willing to work with staff on this issue.

Mr. Gold stated he was in favor of having a workshop on this item. Mr. Gold stated he was trying to protect the brand image for the events.

Mr. Jeffries suggested a special meeting be held on September 30 at 8:00 a.m. to discuss this item.

Dwight Selby stated in looking at the budget recap on Page 11, it appears that of a budget of \$115,000, only \$101,000 will be spent. He asked if the \$14,000 will be carried over.

Mr. Jeffries said no and noted there was a deficit projected on Page 13 of the packet.

Mr. Selby stated that he feels the Farmers' Market should be making money and something should be done to have it at least break even. He stated the Farmer's Market should not cost the DDA money.

10. Farmers' Market Advertising Campaign - FY2014/15

Mr. Jeffries presented the staff report which was included on Page 45 of the packet.

Mr. Jeffries stated Al Smith has provided two proposals for WNDB advertising, which are outlined on Pages 46 and 47 of the packet.

Al Smith stated \$3,995 will enable advertising in order to connect the Farmers' Market to downtown and will spotlight 26 businesses a year.

Mr. Jeffries stated he was not certain if the DDA could support this request for additional funding. Mr. Jeffries noted the funding was not only for the Farmers' Market but to put the spotlight on downtown businesses.

Mr. Abraham noted the budget for the Farmers' Market is in the red now.

Ms. Kozinski asked if the advertising as proposed by Mr. Smith could be considered in the future.

Mr. Smith stated he could adjust the advertising in the future.

Mr. Jeffries stated he liked the advertising proposed by Mr. Smith and if there was an interest expressed by the DDA, he will pursue the advertising and possible funding with Mr. Smith.

Ms. Cook stated she would like to see a copy of the rack card and the Hilton ad at the October Board meeting. Ms. Cook stated she would also like to see the Brighthouse ad.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. White, seconded by Ms. Cook, to approve the Farmers' Market Advertising Funding Requests in accordance with Page 45 of the staff report, including:

- a. **WNDB: Weekend Update Sponsorship** - \$3,995 for 12 months of advertising;
- b. **Hilton Concierge Map Ad** - \$699 for annual budget for print advertising;
- c. **Hometown News Advertising** - \$2,500 for annual budget for print advertising;
- d. **News-Journal Advertising** - \$3,500 for annual budget for print and online advertising;

The motion carried unanimously (5-0).

11. **Board Comments**

There were no Board comments.

10. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 6:00 p.m.

Robert Abraham, Chairman

Becky Groom
Recording Secretary

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
SPECIAL MEETING
Tuesday, September 30, 2014**

The Special Meeting of the Downtown Development Authority was held Tuesday, September 30, 2014, at 8:00 a.m. in the City Commission Chambers of 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members

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

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Bob Jagger, Deputy City Attorney
Ms. Noeleen Foster, Farmers' Market Manager
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:20 a.m.

2. Roll Call

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

3. Public Comments

There were no public comments.

4. Downtown Event Funding Criteria

Mr. Jeffries reviewed the DDA event funding criteria with the Board, which was included in the meeting agenda packet on page 2.

Kelley Koliopulus, BullsEye Direct Marketing, stated BullsEye would like to have flexibility in the template for advertising for their events and hopes there could be an agreement reached on creative elements, such as posters and newspaper ads. Ms. Koliopulus stated to use the proposed template reduces available space for information that needs to be relayed to the public.

Ms. Kozinski referred to Page 13 in the packet and stated she was of the understanding that that template was to be used in order to provide continuity so people recognized that an event will be in the Riverfront Shops. She stated she thought a sponsor was to work within that template for their advertising.

Ms. White stated the Board should discuss if the template was appropriate for all events; and if it was, it should be used. Ms. White asked if there was a proposal from Gold & Associates to create logos for events and asked if staff was considering funding logos for events.

Mr. Jeffries stated based on the conversation at the last meeting of the DDA, a proposal was prepared from Gold & Associates to develop logos for 5 events.

Ms. White stated there seems to be inconsistencies in the logos for events and seems like there was a design issue, not an attempt to not mention the Riverfront Shops.

Ms. Cook stated she does not feel the "Craft and Beer" proposal as presented will fit with the flowered template that has been designed for the Riverfront Shops.

Mr. Abraham said he feels not all events may fit with the template; however, the DDA has been strong on branding and an attempt needs to be made to allow the organizer of an event to promote an event as unique.

Ms. Kozinski stated she thought the template was developed so the Riverfront logo could be used and event logos could be incorporated into the template. She stated the purpose of developing the template was because consistency had not been achieved in past advertising.

Ms. Koliopulus stated while she appreciates the DDA sponsorship for events, the DDA was not the number one investor for their events and the event sponsor must be considered as well.

Mr. Jeffries stated between the City and the DDA, almost \$50,000 was provided for the support of the events. Mr. Jeffries asked if there were sponsors that were providing more than that for their events.

Ms. Koliopulus stated there was one sponsor that could potentially provide that level of support but right now there was not that level of support from a sponsor.

Mr. Jeffries stated there are City event fees and there was a value for the advertising on the City's website and Facebook.

Ms. Koliopulus stated the City and DDA do not share in the risk that BullsEye faces for putting on an event.

Mr. Hopkins stated he was concerned that the DDA was questioning the decisions that were made months ago. Mr. Hopkins stated at that time, the DDA determined branding and consistency was paramount. Mr. Hopkins stated Gold & Associates were retained to provide professional advice on how the Downtown should be marketed. Mr. Hopkins stated consistency in the decisions that were made was important. Mr. Hopkins stated he would like to hear from Mr. Gold on why the DDA should depart from the decision that was made by the Board. Mr. Hopkins stated he feels the DDA should “stick to their guns” and promote themselves consistently as the Board decided to do.

Keith Gold, Gold & Associates, 6000 Ponte Vedra Beach, stated his firm was hired to develop branding for the Riverfront Shops; and when you look at the template that has been developed, it was recognized as the Riverfront Shops. Mr. Gold stated when the template was developed, several examples of proposed event advertising were presented to the Board to show how the template could be used for various events and could provide consistency. Mr. Gold stated the poster for the proposed Craft Beer event does not indicate where the event will be held. Mr. Gold stated consistency was important. Mr. Gold stated at a glance, someone would not be able to determine that the Craft Beer event was tied to the Riverfront Shops. Mr. Gold stated it was the Board’s decision on what will be used but he was here to advise the Board. Mr. Gold stated his job as the branding agency was to help and protect the brand.

Mr. Abraham stated from a branding point of view, what Mr. Gold has stated was correct. Mr. Abraham asked Mr. Gold if, in his opinion, from a successful event point of view, which was the better approach.

Mr. Gold stated the approach that has been presented by Gold & Associates was the better approach. Mr. Gold stated the advertising should be started from the format as approved and things should be designed to fit into the approved format.

Ms. White stated for an event to be considered for the funding criteria, an event is listed in the directory and listed on the palm cards as well as on printed posters. Ms. White stated Gold would need to have logos for events in order for materials to be produced and she feels that may be where there was a breakdown. Ms. White stated logos should be placed in templates that are consistent.

Mr. Hopkins stated he appreciates the comments made by Mr. Gold. Mr. Hopkins stated the parameters were established and he does not see an effort to work inside those parameters and he would be hard-pressed to depart from that.

Al Smith, 14 St. Johns Place, Ormond Beach, stated he agrees with Ms. White that this seems to be process oriented. Mr. Smith stated he has other sponsors for events and there must be a balance in what was presented. Mr. Smith stated the events are BullsEye events and the DDA was a sponsor. Mr. Smith stated the

Craft Beer festival was actually two events which includes a car show and the beer festival. He stated advertising would now have to include a third logo for the Riverfront Shops.

Ms. Kozinski stated she does not see that the Craft Beer poster indicates a logo and does not see that a car show will be held.

Ms. White asked if there was not enough room on the template to include other sponsors.

Mr. Smith stated it was not an issue on a poster but it was an issue when buying display advertising in the News-Journal.

Ms. White stated if there was an issue with the template, it needs to be addressed; and maybe the template was too aggressive on the Riverfront side for newspaper advertising. She asked if alterations could be made without losing good balance and design.

Mr. Smith stated he has not talked with Mr. Gold but he was sure this issue can be worked out. Mr. Smith stated post cards have been distributed for the car show for the past year and he was attempting to layer the event with the Craft Beer festival.

Mr. Abraham stated the DDA was trying to maintain the branding and at the same time give the promoter the flexibility to promote events and he feels that can be accomplished.

Mr. Smith stated he feels the DDA has provided direction and would like to work with staff and Mr. Gold to get the issue resolved.

Mr. Abraham stated he does not feel the DDA needs to make a decision on anything different from what has been previously decided. He agreed that the parties should meet with staff and Mr. Gold to work out the issue.

Ms. Cook asked what was outlined in the agreement regarding the promotion of the DDA.

Mr. Jagger stated the agreement reads that the DDA must be mentioned as a co-sponsor and the DDA has the right to approve all promotional materials. Mr. Jagger stated anything beyond that was subject to the discretion of the Board and the agreement with BullsEye.

Ms. Cook asked if the City of Daytona Beach, DDA and Riverfront Shops logos are required to be on all materials.

Mr. Jagger stated whatever was prepared was subject to the DDA's approval so the DDA gets to decide what goes into the BullsEye promotional material. Mr. Jagger stated the promotional material must include the DDA's logo.

Mr. Jeffries stated the DDA has an obligation to the City to use the City logo through the DDA's event license agreement with the City.

Mr. Abraham stated the Riverfront Shops logo can be decided by the DDA; but the City must be included and the DDA has to be acknowledged. Mr. Abraham stated the members of the Authority decided the Riverfront Shops logo was to be included as well.

Mr. Gold stated Page 8 of the packet shows the logo as approved by the DDA.

Mr. Smith stated Page 8 would be easier to work with.

Mr. Abraham asked that staff work with Gold and BullsEye to resolve the issue.

Mr. Hopkins stated BullsEye was asked to work within our guidelines. He stated he understands BullsEye has risk, but the DDA also has an investment. Mr. Hopkins stated he does not want to depart from the consistency in branding.

Mr. Abraham stated we will not be departing from the consistency in branding.

Mr. Hopkins stated we are not departing from the consistency but will be "reeling it in." Mr. Hopkins stated the Craft Beer advertising was not consistent with what the DDA envisioned.

Pamela Rudd, 1441 Richmond, Selby Realty, stated she agrees with what Mr. Gold has said. She stated there must be a footprint and advertising developed within that. Ms. Rudd stated the DDA must maintain control and brand the area. She stated she supports the DDA on this issue.

5. Proposed FY 2014/15 Downtown Sponsored Events

Mr. Jeffries stated included on Page 14 of the meeting agenda packet is a letter to the City regarding the sponsored events to be funded for the upcoming year. Mr. Jeffries stated there was a contract in place for the events planned by BullsEye; there was an existing relationship for the Halifax Art Show; and the DDA operates Riverfront Fridays event directly. Mr. Jeffries stated there are three new events that are requesting sponsorship, which are outlined starting on Page 21 of the packet.

Board Action:

A motion was made by Ms. Kozinski, seconded by Mr. Hopkins, to approve the listing of sponsored events, as outlined on Page 16 of the packet, as recommended by staff. The motion carried unanimously (5-0).

Board Action:

A motion was made by Ms. Cook, seconded by Mr. Hopkins, to submit the letter as presented on Pages 14 to 17 of the packet with corrections as recommended by staff for the date changes for Daytona Nights and correct name changes for the Dream Cruise and Riverfront Food and Wine Festival. The motion carried unanimously (5-0).

6. Event Budget

Mr. Jeffries stated the requests for funding are outlined on Page 33 of the packet. Mr. Jeffries stated the DDA has a budget of \$25,000 and the requests total \$29,000.

a. **Downtown Event Series - BullsEye Direct Marketing**

Daytona Nights:

Mr. Jeffries stated the request for the Downtown Daytona Nights was outlined on Page 21 of the packet.

Ms. Kozinski asked if the event will remain on the north end of Beach Street.

Pamela Rudd, Selby Realty, stated the dates listed in the packet are incorrect and she will submit a revised application. Ms. Rudd stated the correct dates are April 10, May 8, June 12, and July 10. Ms. Rudd stated the events will remain on the north block.

Mr. Jeffries stated if the DDA chooses to sponsor this event, an agreement would be prepared similar to the BullsEye agreement. Mr. Jeffries stated he will let the merchants know this was a sponsored event and how they can participate.

Board Action:

A motion was made by Ms. Kozinski, seconded by Mr. Hopkins, to approve Daytona Nights as a sponsored event, subject to finalization of the agreement with Burgoyne Properties, in accordance with the staff recommendation as presented. The motion carried unanimously (5-0).

Daytona State College Event:

Mr. Jeffries stated this s a request by the students at Daytona State College to perform a benefit concert on December 4.

Mr. Jeffries stated the DSC concert will be held in the park and, if approved, would be a sponsored event. Mr. Jeffries stated there will be a cost to the CRA for the permit fee.

Mr. Abraham stated an agreement would have to be developed with Daytona State College for management of the event.

Mr. Hopkins stated Item 2 of the application should have been scored 20 points and it scored 60. Mr. Hopkins stated the application scored 150 which was the maximum it could receive and this event has never been produced before. He stated he would like to see more honesty in the applications.

Mr. Jeffries stated he completed the scoring. He stated this event has not occurred before but DSC student participated in the March 2014 Riverfront Music Festival so he gave them scoring based on their work on that event.

Mr. Abraham stated this appears to be a worthwhile event that the DDA should be promoting in the downtown.

Board Action:

A motion was made by Ms. White, seconded by Ms. Cook to approve sponsorship for the Daytona State College Event on December 4, in accordance with the staff recommendation, subject to the development of an agreement with Daytona State College. The motion carried unanimously (5-0).

Recess: There was a break in the meeting at 9:55 a.m.; the meeting reconvened at 10:00 a.m.

Music in the Park:

Mr. Jeffries stated this event will be held every Saturday in April ending the first week in May.

Ms. Kozinski stated there was a conflict on the dates with the Relay for Life event.

Mr. Smith stated Relay for Life was in a confined area.

Mr. Jeffries stated he believes it was held in Jackie Robinson Ballpark last year.

Mr. Hopkins stated he was concerned about the evaluation criteria for an event that has never been held before. He stated he does not think staff was being

honest with the DDA in placing this request before the Board and at some point it has to stop.

Mr. Smith stated this was not a request for funding, just sponsorship.

Ms. White asked when the Art of the Auto will be happening.

Mr. Jeffries stated the date has been changed to Sunday, April 12, 2015 but nothing has been formally submitted to the City for the date change.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. White, to approve the sponsorship for the Music in the Park Series, in accordance with the staff recommendation. The motion carried unanimously (5-0).

b. **Riverfront Fridays**

Mr. Jeffries suggested changing the date for Riverfront Friday in December to December 12.

Stefanie Mason-Teague, 76 Orchard Lane, Ormond Beach, stated the calendar for Riverfront Fridays has been printed and advertised and the date was listed as December 26. Ms. Mason-Teague stated arrangements have been made for renting the movie through Cinematique for December 26. Ms. Mason-Teague stated the movies are free to the public but there is an expense involved and presented through the work of volunteers. She stated she would hope Cinematique could receive kudos in advertising for the efforts in putting on this event. She stated the movies attract between 200 to 400 people each time a movie was shown.

Mr. Jeffries stated the DDA has approved everything that was outlined in the letter included in the packet on Page 14 but corrections will need to be made for the dates for Daytona Nights, and changing the name of the Dream Cruise and Riverfront Food and Wine Festival. Mr. Jeffries stated the letter requests the CRA fund the fees for the events.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to hold the Riverfront Fridays on December 26 as originally planned. The motion carried unanimously (5-0).

Mr. Smith stated Art of the Auto will be held in April; and he was not comfortable with having a similar event so close to the one planned by BullsEye. He stated this was of great concern to BullsEye.

Mr. Abraham stated nothing has been presented to the DDA and the Board was acting on the sponsored events.

Mr. Jeffries stated \$25,000 was available and the requests total \$29,000. Mr. Jeffries stated in order to increase the request over the \$25,000 that was available, a formal request would have to be made to the City Commission. Mr. Jeffries stated the request was outlined on Page 33 of the packet. Mr. Jeffries stated the DDA could request additional funding from the CRA but there was no guarantee that it will be approved. Mr. Jeffries stated the request to the CRA would be to fund event fees as outlined on Page 17.

Board Action:

A motion was made by Ms. Cook, seconded by Mr. Hopkins, to adopt the event budget and request funding from the CRA in order to support the sponsored events as outlined on Page 33 of the packet. The motion carried unanimously (5-0).

7. **Adjournment**

There being no further business to come before the Board, the meeting adjourned at 11:05 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: October 23, 2014

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Monthly Financial Report

The following is the DDA financial report for the 2013/14 Fiscal Year with expenditures through September 30, 2014.

BUDGET STATUS

General Activities

Line Item	Appropriation	Spent to Date As of 10/17/14	Balance
Contract Services	\$ 1,100	\$ 974.44	\$ 125.56
Supplies	\$ 2,400	\$ 1,122.76	\$ 1,277.24
Care and Subsistence	\$ 525	\$ 477.46	\$ 47.54
Professional Memberships	\$ 440	\$ 420.00	\$ 20.00
Technical Services	\$ 1,700	\$ 1,672.44	\$ 27.56
Professional Services	\$ 38,400	\$ 38,400.00	\$ -
Co-op Marketing	\$ 18,150	\$ 13,673.47	\$ 4,476.53
Downtown Marketing	\$ 23,000	\$ 12,784.43	\$ 10,215.57
Downtown Events	\$ 30,000	\$ 28,076.90	\$ 1,923.10
Downtown Holidays	\$ -	\$ -	\$ -
Total	\$ 115,715	\$ 97,601.90	\$ 18,113.10

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 10/17/14		Balance
Vendor Revenue	\$	35,750	\$	29,477.00	\$ 6,273.00
Market Booth Sales	\$	1,200	\$	-	\$ 1,200.00
Total	\$	36,950	\$	29,477.00	\$ 7,473.00

Expenses	Appropriation		Spent to Date As of 10/17/14		Balance
Market Manager	\$	16,000	\$	15,031.42	\$ 968.58
Supplies	\$	850	\$	517.14	\$ 332.86
Liability Insurance	\$	1,165	\$	1,102.28	\$ 62.72
City Fees	\$	1,500	\$	1,500.00	\$ -
Marketing	\$	14,435	\$	12,935.50	\$ 1,499.50
Market Events	\$	2,000	\$	-	\$ 2,000.00
Booth Merchandise	\$	1,000	\$	-	\$ 1,000.00
Total	\$	36,950	\$	31,086.34	\$ 5,863.66

Profit/Loss **\$ (1,609.34)**

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	\$ 1,832	48	-22.1%
September	\$ 2,394	56	\$ 2,299	47	\$ 1,873	45	-18.5%
Total	\$ 21,604		\$ 30,912		\$ 29,355		-5.1%

Downtown Events

Revenues	Projection	Received to Date As of 10/17/14	Balance
Vendor Revenue	\$ 1,600	\$ 180.00	\$ 1,420.00
Sponsorships	\$ 8,750	\$ -	\$ 8,750.00
Total	\$ 10,350	\$ 180.00	\$ 10,170.00

Expenses	Appropriation	Spent to Date As of 10/17/14	Balance
Event Manager	\$ 3,150	\$ 3,078.00	\$ 72.00
Professional Services	\$ 1,350	\$ 1,320.00	\$ 30.00
Event Music	\$ 4,200	\$ 2,100.00	\$ 2,100.00
Equipment	\$ 2,000	\$ -	\$ 2,000.00
Supplies	\$ 250	\$ 162.40	\$ 87.60
Total	\$ 10,950	\$ 6,660.40	\$ 4,289.60

Profit/Loss **\$ (6,480.40)**

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	95,733
Merchant Co-op	5,500
Farmers' Market	29,477
Downtown Event	-
Total	\$ 130,710

EXPENSES:

General	97,602
Farmers' Market	31,086
Downtown Events	6,660
	<u>\$ 135,349</u>
	\$ (4,639)



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: October 24, 2014

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Payment Request: Riverfront Wine & Food Walk

Bullseye Direct Marketing, LLC is requesting reimbursement of \$1,794.11 for radio and print advertising for the Riverfront Wine & Food Walk as part of the DDA's sponsorship of the event. The DDA approved \$18,750 for radio and print advertising for the Downtown event series in FY2013/14. To date, the DDA has reimbursed \$17,266.90 for the FY2013/14 Downtown events.

Attached are copies of the print ad and radio ad script. Although the print ad is not in conformance with the graphic standards outlined in the DDA adopted Downtown Event Sponsor Criteria, the ad did use the Riverfront Shops of Daytona Beach logo. The radio script mentioned the Riverfront Shops of Daytona Beach as the event location.

Please note, following the DDA Special Meeting on September 30, Gold & Associates is working on a new logo for the December 6 Festival of the Seasons event and will work with Bullseye to resolve the concerns raised about poster and print ad templates.

Bullseye Direct Marketing, LLC

PO BOX 11259
Daytona Beach, FL 32120

Invoice

Date	Invoice #
8/20/2014	9969

Bill To
DDA JASON JEFFRIES DAYTONA BEACH, FL

Ship To
RIVERFRONT WINE & FOOD FESTIVAL 2014

Job. No.	P.O. No.	Terms	Rep	Sale Date
	923679		K/A	

Description	Qty	Rate	Amount
WINE & FOOD FESTIVAL.....LOCAL EVENTS NEWS	1	680.00	680.00
JOURNAL ADS	1	800.00	800.00
WNDB	1	294.12	294.12
WROD	1	19.99	19.99
FACEBOOK			

We appreciate your prompt payment.		Sales Tax (6.5%)	\$0.00
		Total	\$1,794.11
		Payments/Credits	\$0.00
		Balance Due	\$1,794.11

Phone #	Fax #
(386) 238-4001	(386) 238-4002

THE DAYTONA BEACH
NEWS-JOURNAL

Questions on this invoice call
Tel: (866) 470-7133 Fax: (863) 802-7825

10	11	12	14	13	15	16	17	18	19
START	STOP	NEWSPAPER REFERENCE	DESCRIPTION	PRODUCT	SAU SIZE	BILLED UNITS	TIMES RUN	RATE	AMOUNT
			Balance Forward						\$100.00
09/15		P44223	Payment - Lockbox 004207						(\$100.00)
09/15	09/15	102094759-09152014	WINE & FOOD WALK	On-Line	20,000	1	0 PGS	\$8.00	\$160.00
09/17	09/17	102094434-09172014	WINE & FOOD WALK Color Charge	News-Journal	2.00 x 6.5000	13	1	\$42.00	\$546.00
			Total Discount						(\$247.00)
09/17	09/17	102094434-09172014	WINE & FOOD WALK	On-Line	2.00 x 6.5000	13	1		\$0.00
09/17	09/17	102094434-09172014	WINE & FOOD WALK	SE Volusia	2.00 x 6.5000	13	1		\$0.00
09/17	09/17	102094434-09172014	WINE & FOOD WALK	WV Edition	2.00 x 6.5000	13	1		\$0.00
09/19	09/19	102094432-09192014	WINE & FOOD WALK	GO386	2.00 x 6.5000	13	1	\$23.68	\$307.84
09/19	09/19	102094432-09192014	WINE & FOOD WALK	On-Line	2.00 x 6.5000	13	1	\$0.32	\$4.16
			PREVIOUS AMOUNT OWED						\$100.00
			NEW CHARGES THIS PERIOD						\$862.00
			CASH THIS PERIOD						(\$100.00)
			DEBIT ADJUSTMENTS THIS PERIOD						\$0.00
			CREDIT ADJUSTMENTS THIS PERIOD						\$0.00

IMPORTANT ! PLEASE MAKE NOTE OF OUR NEW PAYMENT REMITTANCE ADDRESS.
TO ENSURE PROMPT POSTING OF YOUR PAYMENT, IT IS IMPORTANT THAT YOU USE THIS NEW ADDRESS.

INVOICE AND STATEMENT OF ACCOUNT

AGING OF PAST DUE ACCOUNTS

* UNAPPLIED AMOUNTS ARE INCLUDED IN THE TOTAL AMOUNT DUE



21	CURRENT NET AMOUNT	22	30 DAYS	60 DAYS	Over 90 DAYS	* UNAPPLIED AMOUNT	23	TOTAL AMOUNT DUE	
	\$862.00		\$0.00	\$0.00	\$0.00	\$0.00		\$862.00	
	SALES REP/PHONE #	25	ADVERTISER INFORMATION						
	1318		BILLING PERIOD	6	BILLED ACCOUNT NUMBER	7	ADVERTISER/CLIENT NUMBER	2	ADVERTISER/CLIENT NAME
			09/01/2014 - 09/30/2014		1010279		1010279		BULLSEYE DIRECT

MAKE CHECKS PAYABLE TO

Daytona Beach News-Journal

News Journal - Advertising
PO Box 919423
Orlando, FL 32891-9423

ALL ACCOUNTS SUBJECT TO PAYMENT BY 15TH OF MONTH FOLLOWING INSERTION. A FINANCE CHARGE OF 1.5% (18% PER ANNUM) WILL BE ADDED ON ANY BALANCE UNPAID ONE MONTH AFTER STATEMENT DATE

PLEASE DETACH AND RETURN LOWER PORTION WITH YOUR REMITTANCE

THE DAYTONA BEACH
NEWS-JOURNAL

Department 33
901 Sixth Street
Daytona Beach, FL 32117-8099

ADVERTISING INVOICE and STATEMENT

1	BILLING PERIOD	2	ADVERTISER/CLIENT NAME						
	09/01/2014 - 09/30/2014		BULLSEYE DIRECT						
23	TOTAL AMOUNT DUE	* UNAPPLIED AMOUNT	3	TERMS OF PAYMENT					
	\$862.00	\$0.00		Net + 15					
21	CURRENT NET AMOUNT	22	30 DAYS	60 DAYS	Over 90 DAYS				
	\$862.00		\$0.00	\$0.00	\$0.00				
4	PAGE #	5	BILLING PERIOD	6	BILLED ACCOUNT NUMBER	7	ADVERTISER/CLIENT NUMBER	24	STATEMENT NUMBER
	1		09/30/2014		1010279		1010279		0000009077
8	BILLING ACCOUNT NAME AND ADDRESS						9	REMITTANCE ADDRESS	

7 - 843

News Journal - Advertising
PO Box 919423
Orlando, FL 32891-9423

BULLSEYE DIRECT
ATTN: KELLEY KOLIOPOLUS
PO BOX 11259
DAYTONA BEACH FL 32120-1259



0000000907710102790000862004



WROD RADIO
 100 Manna Point Drive
 Daytona Beach, FL 32114
 386.253.0000
 386.255.3178 Fax
 www.wrodradio.com

WROD Invoice

Invoice ID: 14090038
 Invoice Date: 9/19/2014
 Account ID: 0423
 Order ID: 0423-002
 Account Rep: House Accounts

Amount Due: _____
 Amount Paid: _____

BULLSEYE DIRECT MARKETING
 140 BEACH STREET
 DAYTONA BEACH, FL 32114

P.O. Box 11259
 32120

Sponsor: Daytona Wine Walk
 Daytona Wine Walk

Date	Description	Times				Cost
9/12/2014	30 Spot	07 12 AM	10 54 AM	01 43 PM	05 54 PM	
9/15/2014	30 Spot	07 10 AM	09 50 AM	11 15 AM	04 25 PM	[Package]
9/15/2014	30 bonus	12 44 PM	03 57 PM			[Package]
9/16/2014	30 Spot	07 24 AM	08 11 AM	10 59 AM	05 54 PM	[Package]
9/16/2014	30 bonus	01 25 PM	03 12 PM			[Package]
9/17/2014	30 Spot	07 26 AM	06 10 AM	11 45 AM	05 20 PM	[Package]
9/17/2014	30 bonus	12 26 PM	04 24 PM			[Package]
9/18/2014	30 Spot	07 44 AM	09 25 AM	10 14 AM	03 25 PM	[Package]
9/18/2014	30 bonus	02 30 PM	05 22 PM			[Package]
9/19/2014	30 Spot	07 11 AM	06 48 AM	11 12 AM	04 23 PM	[Package]
9/19/2014	30 bonus	12:53 PM	03:57 PM			[Package]
9/19/2014	Package					[Package]
34 Total Items						294.12
Total Cost:						294.12

INVOICE



DAYTONA'S MORNING NEWS

Invoice #: IN-114096114
 Invoice Date: 09/21/2014
 Contract #: 9970650
 Page: 1
 Net Amount: \$800.00

Advertiser: DOWNTOWN DEVELOPMENT AUTHORITY
 P.O. BOX 2597
 DAYTONA BEACH, FL 32115

Station(s): WNDB-AM

Advertiser: DOWNTOWN DEVELOPMENT AUTHORITY
 Product: WINE & FOOD WALK
 Estimate #:
 Agency Client Code:
 Buyer Name:

Salesperson(s): AL SMITH
 Terms:

Day	Date	Time	Ln	Length	Product	ISCI	Rate
THU	09/11/14	12 16p	1	30	WINE & FOOD WALK		
THU	09/11/14	03 35p	1	30	WINE & FOOD WALK		\$25.00
THU	09/11/14	04 46p	1	30	WINE & FOOD WALK		\$25.00
THU	09/11/14	06 30p	1	30	WINE & FOOD WALK		\$25.00
FRI	09/12/14	10 59a	1	30	WINE & FOOD WALK		\$25.00
FRI	09/12/14	11 49a	1	30	WINE & FOOD WALK		\$25.00
FRI	09/12/14	02 55p	1	30	WINE & FOOD WALK		\$25.00
FRI	09/12/14	05 18p	1	30	WINE & FOOD WALK		\$25.00
MON	09/15/14	07 17a	2	30	WINE & FOOD WALK		\$25.00
MON	09/15/14	08 47a	2	30	WINE & FOOD WALK		\$25.00
MON	09/15/14	11 21a	2	30	WINE & FOOD WALK		\$25.00
MON	09/15/14	04 50p	2	30	WINE & FOOD WALK		\$25.00
TUE	09/16/14	08 30a	2	30	WINE & FOOD WALK		\$25.00
TUE	09/16/14	09 31a	2	30	WINE & FOOD WALK		\$25.00
TUE	09/16/14	02 31p	2	30	WINE & FOOD WALK		\$25.00
TUE	09/16/14	03 18p	2	30	WINE & FOOD WALK		\$25.00
TUE	09/16/14	06 46p	2	30	WINE & FOOD WALK		\$25.00
WED	09/17/14	06 18a	2	30	WINE & FOOD WALK		\$25.00
WED	09/17/14	10 59a	2	30	WINE & FOOD WALK		\$25.00
WED	09/17/14	12 55p	2	30	WINE & FOOD WALK		\$25.00
WED	09/17/14	01 16p	2	30	WINE & FOOD WALK		\$25.00
WED	09/17/14	05 17p	2	30	WINE & FOOD WALK		\$25.00
THU	09/18/14	06 46a	2	30	WINE & FOOD WALK		\$25.00
THU	09/18/14	07 47a	2	30	WINE & FOOD WALK		\$25.00
THU	09/18/14	12 59p	2	30	WINE & FOOD WALK		\$25.00
THU	09/18/14	03 47p	2	30	WINE & FOOD WALK		\$25.00
THU	09/18/14	06 59p	2	30	WINE & FOOD WALK		\$25.00
FRI	09/19/14	08 17a	2	30	WINE & FOOD WALK		\$25.00
FRI	09/19/14	11 20a	2	30	WINE & FOOD WALK		\$25.00
FRI	09/19/14	01 44p	2	30	WINE & FOOD WALK		\$25.00
FRI	09/19/14	02 59p	2	30	WINE & FOOD WALK		\$25.00
FRI	09/19/14	04 34p	2	30	WINE & FOOD WALK		\$25.00

INVOICE



Invoice #: IN-114096114
Invoice Date: 09/21/2014
Contract #: 9970650
Page: 2
Net Amount: \$800 00

Remit To:
SOUTHERN STONE COMMUNICATIONS
126 W INT'L SPEEDWAY BLVD
DAYTONA BEACH, FL 32114

Invoice Totals
Total Spots: 32
Gross Amount: \$800 00
Agency Commission: \$0 00
Net Amount: \$800 00

Print

Date: Tuesday, September 30, 2014 1:12 PM
From: Facebook Ads Team <advertise-noreply@support.facebook.com>
To: kbales2@cfl.rr.com
Subject: Your Facebook Ads receipt



Hi Kelley,

Your most recent Facebook Ads payment receipt is below.

Your billing threshold is currently \$50.00. Learn more about your billing threshold and how billing works.

[See Full Receipt](#)

Date: From 09/10/2014 12:00am to 09/19/2014 12:00am (Eastern Time)

Total Spent: \$19.99
You've Paid: (\$19.99) Credit Card
Remaining Balance: \$0.00 USD

Account: 47790868
Transaction ID: 636945383086809-902131

Post	Paid Reach	Amount
MONDAY (9/15) IS THE LAST DAY TO SAVE \$5.00 OFF WINE & FOOD WALK TICKETS!!!! DON'T WAIT!	1,430	\$14.36
Downtown Daytona Beach This Saturday!	874	\$5.63

[Manage Your Ads](#)

This is an automated message. Please don't reply. If you have questions about ads, you can get help. You can also manage your email notification settings for this advertising account. Facebook, Inc., Department 415 P.O Box 10005, Palo Alto, CA 94303 [1255591715:47790868]

PRESS RELEASE
FOR IMMEDIATE RELEASE
AUGUST 29, 2014

Wine & Food Walk Promises A Perfect Saturday Afternoon in Beautiful, Historic Downtown Daytona Beach

**On Saturday, September 20th, a Wine & Food Walk will be held at the Riverfront Shops in
Downtown Daytona Beach on Historical Beach Street from 1pm to 6pm.**

DAYTONA BEACH, FL – Due to the popularity of the Downtown Daytona Beach Wine & Chocolate Walks, the Riverfront Shops of Downtown Daytona Beach are pleased to announce that a Wine & Food Walk will be held on Saturday, September 20, from 1pm to 6pm. Wine and food lovers will enjoy an afternoon at the Riverfront Shops in Downtown Daytona Beach tasting wines and delicious tapas samplings while strolling through the beautiful Riverfront Shops.

Advance tickets are available online at <https://winefoodwalk.eventbrite.com> or may be purchased at Cinematique located at 242 S. Beach Street, Daytona Beach. Advance ticket sales are \$15.00/person through September 10, 2014. After September 10, 2014, tickets are \$20.00/person and will be available online, at Cinematique and at either check-in station on the day of the event.

Check-in will be at Cinematique of Daytona, 242 S. Beach Street, or the Plaza Park at the corner of Beach Street and International Speedway Blvd. where attendees will receive their Wine & Food Walk Passport and beverage tickets. Event attendees will spend the afternoon strolling through **Riverfront Shops in** Downtown Daytona Beach, visiting stations and enjoying wine tasting and delectable tapas.

Also featured will be musical performers and the opportunity to register for **Give-a-ways**. In addition, the first 50 ticketed attendees that arrive for the walk will receive a free gift.

The event is sponsored by The Daytona Auto Mall, Daytona Beach Downtown Development Authority, Brown & Brown Insurance, Daytona Beach News Journal, and Gateway Bank. Attendees must be 21 to participate, proper ID required.

Historic Downtown Daytona Beach is a destination in itself, with several blocks of restaurants and shops all facing a beautiful waterfront park.

###

Contact Info:
Kelley Bales-Koliopulos
Bullseye Direct Marketing
386-238-4001
CSR@bullseyedirect.com

Submitted By:
Bullseye Direct Marketing
386.238.4001
info@bullseye-direct.com

PRINT AD

SATURDAY
1pm - 6pm

WINE
& FOOD
WALK

SEPTEMBER
20th

DOWNTOWN DAYTONA BEACH

**Enjoy an afternoon tasting
a variety of wines & delicious tapas samplings**

Purchase tickets online @ <https://winefoodwalk.eventbrite.com>
or at Cinematique 242 S Beach Street, Daytona Beach
and at door \$20.00

Must be 21 years of age or older to participate. Proper ID required day of event. Please drink responsible.

More Information: 386.238.4001

RIVERFRONT
SHOPS OF
DAYTONA BEACH

RiverfrontShopsOfDaytonaBeach.com

RADIO COPY

Join us for the Wine and Food Walk at the **Riverfront shops of Daytona Beach** Saturday September 20 from 1-6pm. Enjoy an afternoon sipping fine wines, tasting delicious tapas and listening to live music while strolling through the unique shops in historic Downtown Daytona Beach. Tickets are only \$20 and can be purchased at Cinametique or Wine Me. sponsored by Daytona Auto mall, The Downtown development authority and the Daytona Beach News Journal, online at winefoodwalk.eventbrite.com

QUARTER 4 ONLINE RESULTS FOR DAYTONA BEACH DDA

Presented by GOLD • Wednesday, October 22, 2014

The following shows some of the key online marketing communications results achieved by the DDA. Data from the fourth quarter of the 2013-2014 fiscal year (*July-September 2014*) are compared to the previous quarter and also the fourth quarter of 2012-2013.

WEBSITE

- **TOTAL HITS (PAGEVIEWS)**
 - Q4 (2012-13): 29,724
 - Q3 (2013-14): 33,915
 - **Q3 (2013-14): 35,516**
 - Year-over-year change: +19.5%
- **UNIQUE VISITATION (SESSIONS)**
 - Q4 (2012-13): 9,494
 - Q3: 12,308
 - **Q4 (2013-14): 12,993**
 - Year-over-year change: +36.9%
- **TOP PAGES — Q4. (2012-13)**
 1. Home Page
 2. Farmers' Market
 3. Shops Directory (*listings*)
 4. Shopping
 5. Front Porch Friday Festival
- **TOP PAGES Q4 (2013-14)**
 1. Home Page
 2. Farmers' Market
 2. Shopping
 3. Shops Directory (*listings*)
 5. Restaurant Directory (*listings*)
- **TOP PAGES Q3 (2013-14)**
 1. Home Page
 2. Farmers' Market
 3. Shops Directory (*listings*)
 4. Shopping
 5. Photo Gallery
- **TOP REFERRERS — Q4 (2012-13)**
 1. CODB.us (*City site*)
 2. DaytonaBeach.com (*CVB site*)
 3. Facebook
 4. Facebook Mobile
 5. BedAndBreakfast.com
- **TOP REFERRERS — Q4 (2013-14)**
 1. CODB.us (*City site*)
 2. DaytonaBeach.com (*CVB site*)
 3. Doubleclick (*Google Network*)
 4. CivicPlus.com (*City site CMS*)
 5. See-DaytonaBeach.com (*See Mag.*)
- **TOP REFERRERS — Q3 (2013-14)**
 1. CODB.us (*City site*)
 2. DaytonaBeach.com (*CVB site*)
 3. Facebook
 4. See-DaytonaBeach.com (*See Mag.*)
 5. Facebook Mobile

SOURCE: Google Analytics.

QUARTER 4 ONLINE RESULTS FOR DAYTONA BEACH DDA

Presented by GOLD • Wednesday, October 22, 2014

FACEBOOK PAGE

- **FANS/FRIENDS (LIKES)**
 - Q4 (2012-13): 3,461
 - Q3: (2013-14): 5,814
 - **Q4: (2013-14): 6,229**
 - Year-over-year change: +80%
- **DEMOGRAPHICS**: The majority of fans (*likes*) of the Riverfront Shops page have been predominantly women (71%) on a consistent basis, with the top three demographic groups being women aged 45-54, 55-64 and 34-44 (*in that order*). The #1 city for fans is Daytona Beach, followed by Ormond Beach and Port Orange.

SOURCE: Facebook.

FACEBOOK ADVERTISING

- **IMPRESSIONS**
 - Q4 (2012-13): 1,200,394
 - Q3 (2013-14): 3,299,791
 - **Q4 (2013-14): 1,063,239***
 - Year-over-year change: -11%*
- **CLICKS**
 - Q4 (2012-13): 2,885
 - Q3 (2013-14): 3,885
 - **Q3 (2013-14): 1,321***
 - Year-over-year change: -54%*

*NOTE: The Facebook budget was reduced by 70% at the end of the fiscal year, per the client's request.

- **DEMOGRAPHICS**: Across the quarters, the persons who clicked the ads the most were consistently women, especially those aged 45 and older. In Q4 2013-2014, the top three demographic groups were women aged 55-64, 45-54, and 65+ (*in that order*).

SOURCE: Facebook.

QUARTER 4 ONLINE RESULTS FOR DAYTONA BEACH DDA

Presented by GOLD • Wednesday, October 22, 2014

GOOGLE ADWORDS

- **IMPRESSIONS**
 - Q4 (2012-13): 233,345
 - Q3 (2013-14): 246,548
 - **Q4 (2013-14): 433,628**
 - Year-over-year change: +86%
- **CLICKS**
 - Q4 (2012-13): 2,465
 - Q3 (2013-14): 2,114
 - **Q3 (2013-14): 4,158**
 - Year-over-year change: +69%
- **TOP KEYWORDS — Q4 (2012-13)**
 1. Daytona Beach shopping
 2. Daytona Beach events
 3. Daytona Beach Farmers' Market
 4. Things to do in Daytona Beach
 5. Daytona Beach shops
- **TOP KEYWORDS — Q4 (2013-14)**
 1. Daytona Beach FL
 2. Daytona
 3. Daytona Beach events
 4. Daytona Beach shopping
 5. Events Daytona Beach FL
- **TOP KEYWORDS — Q3 (2013-14)**
 1. Daytona
 2. Daytona Beach FL
 3. Things to do in Daytona Beach
 4. Things to do in Daytona
 5. Daytona Beach
- **DEMOGRAPHICS**: The advertising is geo-targeted within a 50-radius of Daytona Beach, with the top location being Daytona Beach (*over 90%*). (*No further information available.*)

SOURCE: Google AdWords.

E-NEWSLETTER

- **CLICKS (QUARTER TOTAL)**
 - Q4 (2012-13): 201
 - Q3: (2013-14): 172
 - **Q4: (2013-14): 72***
 - Year-over-year change: -64%*
- **OPEN RATE (AVERAGE)**
 - Q4 (2012-13): 31%
 - Q3: (2013-14): 28%
 - **Q4: (2013-14): 30%***
 - Year-over-year change: -3%*
- **SUBSCRIBERS (END OF QUARTER)**
 - Q4 (2012-13): 1,453
 - Q3: (2013-14): 1,547
 - **Q4: (2013-14): 1,528**
 - Year-over-year change: +5%

SOURCE: iContact.

*NOTE: Q4 2013-2014 only had one regular e-newsletter and two event announcements, per the client's instructions. To improve overall performance, GOLD suggests that the newsletters become shorter, with more compelling information and exclusive e-newsletter specials.