



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, January 27, 2015 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: December 16, 2014**
4. **Public Comments**
5. **DDA Monthly Financial Report**
6. **Riverfront Shops of Daytona Beach Quarterly Report**
7. **Downtown Events**
 - a. **Downtown Event Funding Criteria**
 - b. **Downtown Event Name Change**
8. **Farmers' Market Strategy**
9. **Board Comments**
10. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, December 16, 2014**

The regular meeting of the Downtown Development Authority was held Tuesday, December 16, 2014, at 8:00 a.m. in Conference Room 149B of 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members Present

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

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 8:07 a.m.

2. Roll Call

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

3. Approval of Minutes: Regular Meeting: November 18, 2014

Board Action:

Ms. White made a motion to approve the minutes of the Regular Meeting of November 18, 2014. Ms. Cook seconded the motion and it was approved unanimously (5-0).

4. Public Comments

There were no public comments.

Mr. Jeffries introduced the newly-elected City Commissioner, Ruth Trager, who was in attendance.

5. **DDA Monthly Financial Report**

Mr. Jeffries presented the Financial Report which is included on Page 9 of the meeting packet.

Ms. White asked how much of the Marketing Budget is encumbered for radio and print.

Mr. Jeffries stated between \$9,000 and \$10,000 is encumbered. Mr. Jeffries stated the DDA approved advertising in the Hometown News and he will cut back on that expenditure.

6. **Volusia Safe Harbor - DDA Resolution of Support**

Mr. Abraham stated that prior to Dr. Marbut's report being submitted to the City Commission, the DDA adopted a resolution in support of the Safe Harbor project for the homeless. Mr. Abraham stated a suggestion has been made that the DDA might want to adopt another resolution based on Dr. Marbut's findings.

Ms. Kozinski stated she feels a resolution should be submitted to Volusia County since Volusia County has expressed concern about Dr. Marbut's findings and is considering hiring another consultant to review Dr. Marbut's report.

Mr. Jeffries stated the City Commission has agreed to continue Dr. Marbut's contract into 2015 to develop a strategy for implementation.

Mr. Abraham stated he feels an updated resolution should be prepared based on Dr. Marbut's report.

Mr. Jaeger stated he will draft a new resolution and cite the new contract with Dr. Marbut and the report that has been presented.

Ms. Kozinski stated she feels some of the benches should be removed along Beach Street, cleaned, and then placed in front of some of the businesses that do not have outdoor seating. She stated homeless use the benches and this is discouraging for customers who want to visit businesses.

Mr. Abraham stated shade and seating on the street for pedestrians who are not seated at a restaurant has been discussed many times. He expressed concern about removing benches.

Ms. Kozinski stated she did not feel they should be removed permanently but could be used as a temporary diversion.

Ms. Cook stated if there is a bus stop, there must be a bench at the bus stop.

Mr. Jeffries stated previously , many of the benches had been removed and then complaints were received that Beach Street was un-customer friendly. He stated new benches were installed, and the Police would make a sweep through the area to remove the homeless who were sleeping on the benches overnight. Mr. Jeffries stated when he visits Beach Street late morning or early afternoon, he sees customers using the benches.

Mr. Abraham stated taking away the benches may not remove the people who are objectionable.

Ms. Kozinski stated she feels benches should be less available.

Mr. Jeffries stated some of the benches have been moved based on the requests of merchants.

Mr. Abraham stated he does not feel removing the benches is the answer.

Mr. Jeffries stated an effort has been made to promote the Riverfront Shops and would hate to receive criticism for the benches not being available.

Mr. Abraham asked Mr. Jeffries to research the bench locations and discuss the item at a future meeting.

Ms. White suggested turning the benches around so they face the street to see if that helps.

7. Market Manager Contract Amendment

Mr. Jeffries presented the staff report which is included on Page 20 of the board packet.

Ms. Cook stated the revenues were not up during the spring months of last fiscal year.

Ms. Foster stated there are currently 30 vendors, but they are smaller businesses. Ms. Foster stated three vendors were to open in the market but they were unable to gain access to the market due to the congestion from the Leisure Services yard sale.

Ms. Cook stated the conflict in scheduling seems to be ongoing.

Ms. Foster stated there are some new higher-end vendors who report they are selling out of their products by the end of the day.

Ms. White stated if the DDA decides to include EBT and SNAP, that would broaden the scope as outlined in the contract and may change the nature of the Market Manager position since there may be accounting requirements.

Mr. Abraham stated that could be discussed as part of the strategy discussion to be held at a Special Meeting. He stated the proposed contract amendment would help balance the budget and provide Ms. Foster with some incentive.

Mr. Hopkins stated there are items outlined in the Scope of Services portion of the contract that he does not see addressed by the Market Manager. He stated there needs to be changes made to address the declining revenue. Mr. Hopkins stated he has not seen entertainment or holiday promotions as is outlined in the contract.

Ms. Foster stated there is no budget to hire entertainment or for promotions. She stated when she goes to other markets to recruit vendors, she invites entertainers.

Mr. Hopkins stated that perhaps the 40 hours that is outlined for Ms. Foster's salary could be applied to more creativity in reaching out to colleges or schools to bring something to the market. He stated he would like to see more results.

Ms. Foster stated she has talked with the Embry-Riddle students that conduct their radio show and stated they would be willing to broadcast at the market for \$100.

Ms. White stated the DDA is already spending money on marketing and feels some better coordination could be done that would not require extra dollars.

Ms. Foster stated perhaps the market could be promoted on social media.

Mr. Hopkins stated Ms. Foster reports to the DDA monthly and perhaps she could bring a report to the DDA as to what has been done to expand the market. He encouraged the Board members to offer suggestions on what could be done to expand the market. Mr. Hopkins stated this is no longer a budget item; it is a creative concept.

Ms. Kozinski stated schools could be involved, including high school and junior high school. She stated usually teachers that are involved in the drama or music departments are excited to get the students out in front of the public. She stated the music studio on ISB that sells guitars is always looking for a venue where their students can perform.

Ms. Foster suggested buying wireless speakers and placing them throughout the market so music could be played while customers are shopping at the market.

Ms. Cook stated she would like accountability for the 40 hours for which Ms. Foster is paid each month. Ms. Cook stated she would like to see a strategy on creativity.

Mr. Jagger stated the proposed contract removes the hourly billing program so that will take away the 40 hour cap. Mr. Jagger stated as far as her reporting to the DDA each month, it should be determined if the DDA would like the hours disclosed and how much detail is to be included in the report.

Mr. Abraham stated he is not focused on hours but is focused on results and feels the 40 hours should be removed from the contract.

Ms. Foster stated she spends times going to other markets and in recruiting.

Mr. Abraham stated that should be included in the monthly report but does not feel a specific 40 hours should be included in the contract.

Ms. White asked if the contract amendment should be tabled.

Mr. Hopkins stated he was not opposed to approving the contract amendment but feels the scope outlined in the contract should be reviewed during the strategy session.

Mr. Hopkins asked who benefits from the Leisure Services yard sale.

Mr. Jeffries stated the revenue is placed in the Leisure Services budget.

Mr. Hopkins stated he has visited the yard sale and it is fundamentally embarrassing. He stated he has never purchased one item at the yard sale and feels it is a poor reflection on our community. Mr. Hopkins stated perhaps Leisure Services could be asked to hold the yard sale at another location so it does not detract from the Farmers' Market.

Mr. Jeffries stated the yard sale could be held at the Marina or in Riverfront Park or on Manatee Island. He stated he would discuss the Board's concerns with Leisure Services.

Mr. Abraham stated at some point the DDA will need to discuss where the best place for the Farmers' Market is. He stated it has been discussed to be located on Magnolia Avenue or in downtown so it would be of more benefit to the merchants. He stated there was some discussion about holding a public market downtown and tying it together with the Farmers' Market. Mr. Abraham stated he is not convinced City Island is the best place for the Farmers' Market, considering the number of conflicts there are with other events. He stated this may be something to discuss during the strategy session. He stated the DDA should explore alternatives and if it is decided something else is appropriate, we should notify the city.

Al Smith stated any time there is anything else held on City Island, there is significant parking taken away from an event by the Farmers' Market. He stated he feels the Farmers' Market should be moved to the park behind the library.

Mr. Smith stated he does not feel the market is best served where it is currently located.

Ms. White stated previously there was a report done about expanding the use of the pavilions and asked if that report is available. She stated if the area in the pavilion was used it would stabilize the parking area on Saturday mornings.

Mr. Jeffries stated a draft report was prepared but was never completed.

Mr. Abraham stated we need to focus on short-term strategy because we need to increase the revenue at the Farmers' Market but stated the DDA needs to discuss the location to determine if there is a site that makes more sense.

Ms. Foster stated moving to the pavilion would work because it would provide a place for people to sit down while eating and would also provide a focal point for entertainers.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to approve the proposed contract amendment for the Farmers' Market Manager, to include paying a monthly management fee of \$1,250 per month on or before the first of the month, based on the Manager providing a written report to the DDA two weeks prior to the fee payment; and provide a 50% performance bonus to the Market Manager based on the annual fiscal revenue collected over \$30,000, as outlined in the attached staff report. The motion carried unanimously (5-0).

8. 2015 Riverfront Fridays Management

Mr. Jeffries presented the report which is included on page 26 of the board packet.

Stephanie Mason-Teague, Cinematique Executive Director, stated this is the tenth year for showing movies under the stars. She stated her proposal is to continue to show the movie and to add some elements to draw people to downtown. She stated each quarter will be promoted as a themed event with the first quarter having a dance theme with music and dancing under the stars in the evening. Ms. Mason-Teague stated she is requesting \$400 to help cover costs for the movie rentals.

Ms. White stated there have been commitments made for the current budget.

Mr. Jeffries if approved, this event would be an arrangement similar to having a contract with an outside producer. The producer would receive the revenue and expenses would not go through the DDA. Mr. Jeffries stated there is money in the budget but it is all committed. Mr. Jeffries stated there is \$3,800 noted on Page 9 of the packet. Mr. Jeffries stated the DDA has already requested support from the CRA.

Ms. Cook asked where the extra \$400 per month would come from.

Ms. White stated the \$400 may not be as flexible as Ms. Mason-Teague's report suggests and may have to be reimbursable as with other promoters and may have to be committed to radio and print advertising.

Ms. Mason-Teague stated having the ability to use Riverfront Shops as a sponsor would help and advertising will help. She stated the branding of the event is very important and she would make sure the Riverfront Shops brand is included in all that she does.

Mr. Jagger stated he would prefer to bring back a contract to the DDA based on the comments made at this meeting.

Ms. Mason-Teague stated that would be fine with her.

Ms. Kozinski stated if the DDA could do some of the printing of posters that would take some of the printing costs away from Cinematique.

Mr. Hopkins asked what resources are available to Cinematique to effectuate the Riverfront Fridays program.

Ms. Mason-Teague stated there is a new Board of Directors and there will be an attempt to increase solicitation of sponsors.

Mr. Hopkins stated this is an investment for the DDA and he suggested the DDA should receive quarterly updates so they know if the event is successful. He stated he feels a responsibility to monitor the event. Mr. Hopkins stated the DDA is already paying BullsEye to market downtown events and asked where their support is of Riverfront Fridays. He stated he thought the DDA was paying BullsEye to promote downtown events.

Mr. Abraham stated BullsEye promotes specific events.

Mr. Smith stated he would be happy to use the Daytona Signature Events Facebook page to promote Cinematique's events.

Mr. Jeffries stated a meeting was to be held with Bulls Eye and Gold to discuss the issue of the event template and that meeting has not been held. He stated he hopes the meeting will be held within the next month.

Mr. Jagger asked if the DDA prefers for the \$400 for Cinematique to be a flat fee or a reimbursement for costs.

Mr. Jeffries stated it will have to be tied to the advertising budget.

Mr. Jagger stated it will be a reimbursement and the contract will outline the costs for reimbursement.

Mr. Jeffries asked if this is to be a one year contract.

Ms. Kozinski stated the DDA had agreed that they preferred a longer-term commitment.

Mr. Jaeger stated the contract will include a 30 or 60 day cancellation clause.

9. **Board Comments**

Mr. Jeffries stated the Downtown-Balough Redevelopment Board will be holding a special meeting to discuss parking issues. Ms. Cook asked if the DDA could be involved in that discussion. The Board members agreed that a joint workshop of the two Boards should be held.

Ms. Cook stated the parking lot situation is horrendous. She stated the lift station work that is being done should have been completed last July. She stated 8 parking spaces are being taken up due to construction work during the holiday season yet no work is being done. She has talked with the City Manager but he has not gotten back with her. Ms. Cook stated to have so many contracts going on at one time is unacceptable.

She stated she would like to meet with the Downtown-Balough Road Redevelopment Board.

Ms. Kozinski stated 32 parking spaces are taken due to construction issues. She stated both exits in the back are blocked. She stated the only way to access the back parking lot is through Federal Alley. Ms. Kozinski stated she has had sewage backed-up into the kitchen at her business and McKay's has had plumbers at their business four times. Ms. Kozinski stated she talked with the Public Works Director and he was unaware the lift station project was taking place, which is unacceptable.

Ms. Cook suggested the new Deputy City Manager attend a DDA meeting so he could hear some of the issues facing businesses.

Ms. White stated the schedule for the Palmetto intersection project states the intersection should be open by December 19 and asked Mr. Jeffries if that project is on schedule.

Mr. Jeffries stated he has not heard anything that it is not on schedule.

10. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 9:50 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
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MEMORANDUM

DATE: January 20, 2015

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Monthly Financial Report

The following is the DDA financial report with expenditures through January 20, 2015.

The Technical Service line item is overspent. Staff is requesting a budget transfer of \$1,000 from the Supplies line item (revised appropriation: \$2,020) and \$1,200 from the Downtown Marketing line item (revised appropriation: \$25,800) to increase the Technical Service line item by \$2,200 (revised appropriation: \$3,900). Based on the expenditure approvals by the DDA, annual technical service expenses should be \$3,900.

BUDGET STATUS

Line Item	Appropriation	Spent to Date As of 1/20/15	Balance
Contract Services	\$ 1,000	\$ 291.65	\$ 708.35
Supplies	\$ 3,020	\$ 801.38	\$ 2,218.62
Care and Subsistence	\$ 300	\$ 68.91	\$ 231.09
Professional Memberships	\$ 450	\$ 420.00	\$ 30.00
Technical Services	\$ 1,700	\$ 1,852.00	\$ (152.00)
Professional Services	\$ 38,400	\$ 12,800.00	\$ 25,600.00
Co-op Marketing	\$ 21,500	\$ 13,982.00	\$ 7,518.00
Downtown Marketing	\$ 27,000	\$ 11,839.08	\$ 15,160.92
Downtown Events	\$ 21,000	\$ 13,037.42	\$ 7,962.58
Downtown Holidays	\$ -	\$ -	\$ -
Total	\$ 114,370	\$ 55,092.44	\$ 59,277.56

Farmers' Market Activities

Revenues	Projection	Received to Date As of 1/20/15		Balance
Vendor Revenue	\$ 35,750	\$ 8,266.00		\$ 27,484.00
Market Booth Sales	\$ 1,200	\$ -		\$ 1,200.00
Total	\$ 36,950	\$ 8,266.00		\$ 28,684.00

Expenses	Appropriation	Spent to Date As of 1/20/15		Balance
Market Manager	\$ 16,000	\$ 4,050.00		\$ 11,950.00
Supplies	\$ 500	\$ 32.72		\$ 467.28
Liability Insurance	\$ 1,250	\$ 1,088.56		\$ 161.44
City Fees	\$ 1,500	\$ 1,500.00		\$ -
Marketing	\$ 15,200	\$ 5,335.00		\$ 9,865.00
Market Events	\$ 1,500	\$ -		\$ 1,500.00
Booth Merchandise	\$ 1,000	\$ -		\$ 1,000.00
Total	\$ 36,950	\$ 12,006.28		\$ 24,943.72

Profit/Loss **\$ (3,740.28)**

Farmers' Market Revenue Comparison

	2012/13		2013/14		2014/15		% Increase
	Revenue	# Spaces	Revenue	# Spaces	Revenue	# Spaces	
October	\$ 2,440	53	\$ 2,728	58	\$ 2,085	47	-23.6%
November	\$ 2,516	54	\$ 2,946	63	\$ 2,189	49	-25.7%
December	\$ 2,619	55	\$ 2,854	62	\$ 2,308	51	-19.1%
January	\$ 2,680	58	\$ 2,678	59			
February	\$ 2,604	57	\$ 2,396	53			
March	\$ 2,754	58	\$ 2,691	60			
April	\$ 2,883	63	\$ 2,586	58			
May	\$ 2,840	62	\$ 2,646	59			
June	\$ 2,751	57	\$ 2,179	48			
July	\$ 2,173	49	\$ 1,946	49			
August	\$ 2,353	48	\$ 1,832	48			
September	\$ 2,299	47	\$ 1,873	45			
Total	\$ 30,912		\$ 29,355		\$ 6,582		-22.8%

Downtown Events

Revenues	Projection	Received to Date As of 1/20/15		Balance
Vendor Revenue	\$ 2,700	\$ -		\$ 2,700.00
Sponsorships	\$ 11,000	\$ -		\$ 11,000.00
Total	\$ 13,700	\$ -		\$ 13,700.00
Expenses	Appropriation	Spent to Date As of 1/20/15		Balance
Event Manager	\$ 5,400	\$ 1,008.00		\$ 4,392.00
Professional Services	\$ -	\$ -		\$ -
Event Music	\$ 7,200	\$ 800.00		\$ 6,400.00
Equipment	\$ -	\$ -		\$ -
Supplies	\$ 1,100	\$ -		\$ 1,100.00
Total	\$ 13,700	\$ 1,808.00		\$ 11,892.00
Profit/Loss		\$	(1,808.00)	

QUARTER 1 ONLINE RESULTS FOR DAYTONA BEACH DDA

Presented by GOLD • Wednesday, January 21, 2015

Introduction

The following shows some of the key online marketing communications results achieved by the DDA. Data from the fourth quarter of the 2014-2015 fiscal year (*October-December 2014*) are compared to the previous quarter and also the first quarter of 2013-2014.

Website Results

- **UNIQUE VISITATION (SESSIONS)**
 - Q1 (2013-14): 9,599
 - Q4 (2013-14): 12,993
 - **Q1 (2014-15): 10,778**
 - Year-over-year change: +12.2%
- **TOTAL HITS (PAGEVIEWS)**
 - Q1 (2013-14): 29,400
 - Q4 (2013-14): 35,516
 - **Q1 (2014-15): 25,860**
 - Year-over-year change: -12%

NOTES: When reviewing these data, please keep in mind that:

1. Unique visitation is more important than hits;
2. Less media weight has been run by the DDA than in quarters/years past;
3. The television spot has not been updated since its creation in 2013; and
4. It is recommended that the site be updated more regularly to increase repeat visitation and hits.

- **TOP PAGES — Q1 (2013-14)**
 1. Home Page
 2. Front Porch Friday Festival
 3. Farmers' Market
 4. Shops Directory (*listings*)
 5. Shopping
- **TOP PAGES Q1 (2014-15)**
 1. Home Page
 2. Farmers' Market
 2. Shopping
 3. Shops Directory (*listings*)
 5. Restaurant Directory (*listings*)
- **TOP PAGES Q4 (2013-14)**
 1. Home Page
 2. Farmers' Market
 2. Shopping
 3. Shops Directory (*listings*)
 5. Restaurant Directory (*listings*)

NOTES: As the top pages have been fairly consistent for some time, this demonstrates what is most important to the DDA's customers and prospects.

QUARTER 1 ONLINE RESULTS FOR DAYTONA BEACH DDA

Presented by GOLD • Wednesday, January 21, 2015

Website Results (*Continued*)

- **TOP SOURCES — Q1 (2013-14)**
 1. Organic Search (*Google*)
 2. Direct Visits (*to site URLs*)
 3. Referral (*Links*)
 4. Social Media (*Facebook*)
 5. Email
- **TOP SOURCES — Q1 (2014-15)**
 1. Organic Search (*Google*)
 2. Referral (*Links*)
 3. Direct Visits (*to site URLs*)
 4. Social Media (*Facebook*)
 5. Email
- **TOP SOURCES — Q4 (2013-14)**
 1. Organic Search (*Google*)
 2. Referral (*Links*)
 3. Direct Visits (*to site URLs*)
 4. Social Media (*Facebook*)

(*Email not listed by Analytics for Q4.*)

SOURCE: Google Analytics.

NOTES: Organic search engine results consistently outpace other traffic sources, accounting for more than two thirds of traffic in the last quarter alone. Ninety percent of search engine traffic originates from Google.

- **TOP REFERRERS — Q1 (2013-14)**
 1. CODB.us (*City site*)
 2. DaytonaBeach.com (*CVB site*)
 3. See-DaytonaBeach.com (*See Mag.*)
 4. KeepAndShare.com (*Calendar*)
 5. Ask.com (*Search engine/portal.*)
- **TOP REFERRERS — Q1 (2014-15)**
 1. CODB.us (*City site*)
 2. Doubleclick (*Google Network*)
 3. DaytonaBeach.com (*CVB site*)
 4. Google.com
 5. See-DaytonaBeach.com (*See Mag.*)
- **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.*)

SOURCE: Google Analytics.

NOTES: The continued traffic from the City and CVB sites demonstrates that the DDA has been effective in partnering with them. Also, it should be noted that where Google appears in the referrer lists, it is because of traffic originating from advertising and other portions of Google, versus search results, which are a separate category.

QUARTER 1 ONLINE RESULTS FOR DAYTONA BEACH DDA

Presented by GOLD • Wednesday, January 21, 2015

Facebook Page

- **FANS/FRIENDS (LIKES)**
 - Q1 (2013-14): 4,112
 - Q4: (2013-14): 6,229
 - **Q1: (2014-15): 7,418**
 - Year-over-year change: +80.4%
- **DEMOGRAPHICS**: The majority of fans (*likes*) of the Riverfront Shops page have been predominantly women (71%) on a consistent basis. The top three demographic groups are women ages 45-54, 55-64, and 34-44. The #1 city for fans is Daytona Beach, followed by Ormond Beach and Port Orange.

NOTES: The fan population of the Riverfront Shops is older than that of Facebook as a whole. (*This is positive, as these somewhat older demographics typically have higher levels of income.*)

SOURCE: Facebook.

Facebook Advertising

- **IMPRESSIONS**
 - Q1 (2013-14): 5,095,705
 - Q4 (2013-14): 1,063,239
 - **Q1 (2014-15): 447,915***
 - Year-over-year change: -91.2%
- **CLICKS**
 - Q1 (2013-14): 3,668
 - Q4 (2013-14): 1,321
 - **Q1 (2013-14): 3,548**
 - Year-over-year change: -3.3%
- **IMPORTANT INCREASES**: *The reduction in impressions corresponds to a more than tenfold increase in the click-through rate—up from .072% in Q1 2013-14 to .78% in Q1 2014-15. Page likes resulting from the advertising also increased, nearly doubling from 615 in Q1 2013-14 to 1,194 in Q1 2014-15.
- **DEMOGRAPHICS**: Across the quarters, the persons who clicked the ads the most were consistently women, especially those aged 45 and older. In Q1 2014-2015, the top three demographic groups were women aged 55-64, 45-54, and 25-34 (*in that order*).

NOTES: The higher click-through rate impacts impressions because it means that a much higher proportion of those who see the ads respond, which exhausts the budget faster, so the ads are displayed fewer times.

SOURCE: Facebook.

QUARTER 1 ONLINE RESULTS FOR DAYTONA BEACH DDA

Presented by GOLD • Wednesday, January 21, 2015

Google AdWords

- **IMPRESSIONS**
 - Q1 (2013-14): 417,771
 - Q4 (2013-14): 433,628
 - **Q1 (2014-15): 376,863**
 - Year-over-year change: -9.8%
- **CLICKS**
 - Q1 (2013-14): 3,668
 - Q4 (2013-14): 4,158
 - **Q1 (2014-15): 3,579**
 - Year-over-year change: -2.4%
- **TOP KEYWORDS — Q1 (2013-14)**
 1. Daytona
 2. Daytona Beach FL
 3. Things to do in Daytona Beach
 4. Daytona Beach shopping
 5. Events in Daytona Beach
- **TOP KEYWORDS — Q1 (2014-15)**
 1. Daytona
 2. Daytona Beach FL
 3. Daytona Beach
 4. Events Daytona Beach
 5. Things to do in Daytona
- **TOP KEYWORDS — Q4 (2013-14)**
 1. Daytona Beach FL
 2. Daytona
 3. Daytona Beach events
 4. Daytona Beach shopping
 5. Events Daytona Beach FL
- **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.

NOTES: The AdWords results demonstrate a seasonal variation in AdWords activity, and competition continues to rise as the economy improves.

E-Newsletter

- **CLICKS (QUARTER TOTAL)**
 - Q1 (2013-14): 210
 - Q4: (2013-14): 72
 - **Q1: (2014-15): 141**
 - Year-over-year change: -32.9%
- **OPEN RATE (AVERAGE)**
 - Q1 (2013-14): 28.3%
 - Q4: (2013-14): 30%
 - **Q1: (2014-15): 25.25%**
 - Year-over-year change: -10.8%
- **SUBSCRIBERS (END OF QUARTER)**
 - Q1 (2013-14): 1,453
 - Q4: (2013-14): 1,528
 - **Q1: (2014-15): 1,499**
 - Year-over-year change: +3.2%

SOURCE: iContact.

NOTES: 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 exclusive e-newsletter specials.

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ITEM 7a
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: January 23, 2015
TO: Downtown Development Authority
FROM: Jason Jeffries, Project Manager
SUBJECT: Event Funding Criteria – Advertising Standards

Attached is the Riverfront Shops of Daytona Beach graphic standards for event printed materials and print advertising, as adopted by the DDA in Downtown Event Funding Criteria Policy. At the September 30, 2014 Special Meeting, the DDA, with input from Gold & Associates and Downtown event producers, discussed the advertising standards. The DDA maintained its expectations for events to complement the Riverfront Shops of Daytona Beach branding in their advertising, as a condition of the DDA sponsoring the events. The DDA directed staff to work with Gold & Associates and the Bullseye Direct Marketing to develop revisions to the standards to accommodate the concerns raised by the event producers.

Bullseye Direct Marketing is requesting additional flexibility in the poster design. Samples of posters for upcoming events are enclosed.

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.

Attached is the following information:

1. Approved Event Advertising
2. Revised Event Poster Template prepared by Gold & Associates
3. Proposed Event Poster prepared by Bullseye Direct Marketing
4. Proposed Riverfront Logo for Event Posters

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

Presented by GOLD • Tuesday, August 12, 2014

11" x 17" POSTER TREATMENT EXAMPLE



RIVERFRONT SHOPS OF DAYTONA BEACH SPECIAL EVENT BRANDING

Presented by GOLD • Tuesday, August 12, 2014

11" x 17" POSTER TREATMENT SPECIFICATIONS



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

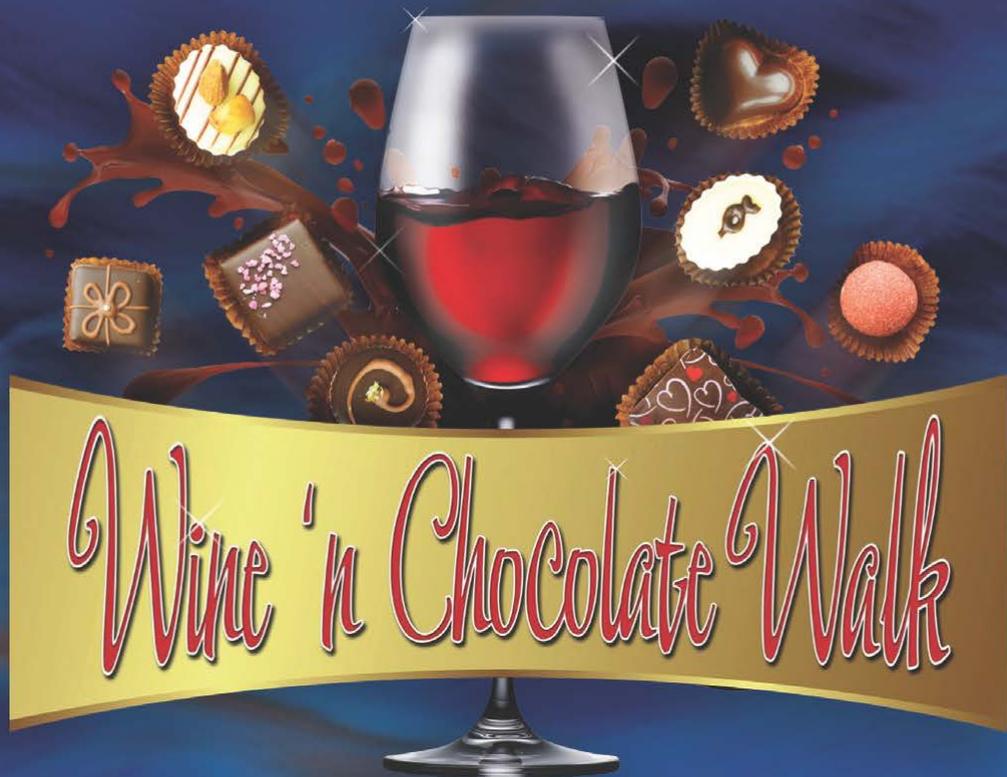
URL:

Set in
Filosofia Bold
35pt size
Small Caps

REVISED EVENT POSTER STANDARDS

SATURDAY • FEBRUARY 7TH

1 P.M. – 6 P.M.



INDULGE DOWNTOWN ON SATURDAY AFTERNOON

- *Delicious Wine*
- *Sweetheart Gift*
- *Decadent Chocolate*
- *iPad Giveaway*

Sample exquisite wines and chocolates as you stroll the Riverfront Shops.
Visit us online for details and ticket information.

— Must be 21 years old to participate. Proper ID required. Please drink responsibly. —

RIVERFRONT
SHOPS OF
DAYTONA BEACH

Coastal Charm. Downtown Dazzle.

RIVERFRONTSHOPSOFDAYTONA.COM

— SPONSORED BY —



PROPOSED EVENT POSTERS

Saturday • February 7th
1 p.m. - 6 p.m.

4th Annual Wine & Chocolate Walk



Indulge Downtown on Saturday Afternoon

- Delicious Wine
- Decadent Chocolate
- Sweetheart Gift
- iPad Giveaway

Sample delectable wines and chocolates at Downtown merchants as you stroll through Riverfront Shops. Visit us online for details and ticket information.
www.downtowndaytonaevents.com

- Must be 21 years old to participate. Proper ID required. Please drink responsibly.

RIVERFRONT
SHOPS OF
DAYTONA BEACH

Coastal Charm. Downtown Dazzle
RiverfrontShopsOfDaytona.com

sponsored by



2015 Festival of the Arts

Saturday, March 21
11 am - 8 pm



Arts & Crafts Vendors • Musical Performances • Dance Performances • Food Trucks

RIVERFRONT
SHOPS OF
DAYTONA BEACH

Festival of the Arts

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

*Presented by GOLD • Tuesday, August 12, 2014
REVISED • October 6, 2014 and January 21, 2015*

EVENT BRANDING SNIPE

The preferred approach for the Riverfront Shops brand identification is the poster format previously approved by the DDA. However, for special event materials that do not use the Riverfront Shops campaign art, this snipe should be prominently placed — no less than 3” tall — in the lower left of the materials as shown on the following page.

APPROACH A



(ACTUAL SIZE)

APPROACH B



(ACTUAL SIZE)

RIVERFRONT SHOPS OF DAYTONA BEACH SPECIAL EVENT BRANDING

Presented by GOLD • Tuesday, August 12, 2014
REVISED • October 6, 2014 and January 21, 2015

EVENT BRANDING SNIPE PLACEMENT EXAMPLE



(11" x 17" Poster)



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: January 23, 2015

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Notification of Event Name Change

Bullseye Direct Marketing has submitted notification to staff of the following change to the event schedule pursuant to Section 2 of the Event Co-Sponsorship Agreement with Bullseye Direct Marketing.

- **Event Name Change:** Riverfront Music Festival is now the Festival of the Arts.



If accepted, pursuant to Section 6 of the License Agreement for Use of Downtown City Facilities by Downtown Development Authority, the DDA will have to notify the City of the event name modification.

The current list of DDA Sponsored Events for the 2014/15 Fiscal Year is attached.

ATTACHMENT A
2014/15 EVENT SERIES

NAME OF EVENT	SCHEDULED EVENT DATE(S)	EVENT HOURS	LICENSE AREA(S) TO BE USED
Riverfront Fridays	4th Friday every month	4PM – 11PM	A
Downtown Daytona Nights	Friday, April 10, 2015 Friday, May 8, 2015 Friday, June 12, 2015 Friday, July 10, 2015	4PM – 11PM	C – Street Closure
Daytona Beach Dream Cruise & Downtown Daytona Beach Craft Beer & BBQ Festival	4th Saturday in October (October 25, 2014)	9AM – 6PM	A
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 nd Saturday in June (June 13, 2015)	1PM – 9PM	A
Riverfront Food & Wine Walk	3rd Saturday in September (September 19, 2015)	1PM – 6PM	C -Sidewalk Only



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

ITEM #8

Robert Abraham

Chairman

Kelly White

Commissioner

Sheryl A. Cook

Joseph H. Hopkins

Tammy M. Kozinski

MEMORANDUM

DATE: January 23, 2015

TO: Downtown Development Authority Members

FROM: Noeleen Foster, Farmers' Market Manager

SUBJECT: Farmers' Market Strategy

REVIEW OF EXISTING STRATEGIC PLAN

FARMERS' MARKET STRATEGY

The following mission statement, value statements, goal and objectives were adopted by the DDA for its operation of the Downtown Farmers' Market and submitted to the City as part of the Request for Proposals (RFP) process and made part of the license agreement with the City for the operation of the Farmers' Market.

Mission:

To offer Daytona Beach residents and visitors an opportunity to purchase fresh, healthy produce and local artisan goods; to provide farmers an opportunity to sell their products, serve as a marketplace catalyst for local entrepreneurs, provide an opportunity for local musicians to perform, and provide a festive community event gathering place.

Values:

1. **Transparency;** operate with openness in all transactions and interactions
2. **Accessibility;** serve all of Daytona Beach's residents and visitors
3. **Independence;** provide independence for the operation of the Market
4. **Reinvestment;** invest and grow the Farmers' Market
5. **Freshness;** availability of fresh produce, food, and plants.

Goal:

To become a thriving destination market with offerings to include, local produce, artisan goods, local artists and performers, and regularly occurring on-site community events.

Objectives:

1. Increase the number of local farmers selling at the Market.	
Status:	Currently there are six local farmers selling at the Market
Next Steps:	Continue aggressive recruiting of local farmers.
Timeline:	Ongoing
2. Obtain grant to implement EBT payments at the Market.	
Status:	Research regarding the benefits of bringing EBT into the Market is complete and connection with professional's proficient and willing to assist with implementation has been made.
Next Steps:	Develop implementation proposal for DDA review with the assistance of the Florida Organic Growers Association and pursue new grant opportunities for DDA consideration.
Timeline:	Proposal for DDA review should be ready in February 2015
3. Increase the variety of foods available for purchase at the Market.	
Agreement Terms:	<ul style="list-style-type: none"> i. Ensure a mix of vendors consisting predominantly of fresh foods; limited to 10% craft sales and 20% plant or flower sales. <ul style="list-style-type: none"> • Increase the number of vendors providing local produce and goods selling at the Market. • Increase the variety of foods available for purchase at the Market.
Status:	The Market provides a variety of fresh produce and prepared foods.
Next Steps:	Continue aggressive recruiting of local artisan and specialty food items.
Timeline:	Ongoing
4. Increase the customer base at the Market.	
Marketing Plan:	<ul style="list-style-type: none"> • DDA – Riverfront Shops Marketing Synergy <ul style="list-style-type: none"> ○ Riverfront Shops Web Site ○ Facebook ○ Brighthouse Cable TV Advertisement ○ Downtown E-Newsletter: • Direct Farmers' Market Advertising <ul style="list-style-type: none"> ○ News Journal Gang Page ○ Hometown News Print Ads ○ 1150 WNDB Weekend Update ○ 1340 WROD Radio Advertising & Live Remotes i. Marketing surveys from the management booth. ii. Special Market Promotions
Status:	Riverfront Shops Web Site has a Farmers Market page; Facebook page has 7,000+ likes; E-Newsletter sent monthly; Annual contract with WNDB for Weekend Update sponsorship;
Next Steps:	<ul style="list-style-type: none"> • Provide additional Farmers' Market content to update web site page; additional Facebook posts, E-newsletter; and Radio updates. • Post pictures of what is in the Market on the Market Facebook page each Saturday to keep customers informed of product availability. • Schedule additional market promotion giveaways for additional marketing surveys.
Timeline:	Ongoing

5. Develop a website that is in the top ten results of a Google search on “Daytona Beach Farmers’ Market”	
Status:	Farmers’ Market page is developed and operational with the Riverfront Shops web site.
Next Steps:	<ul style="list-style-type: none"> • Post pictures of what is in the Market on the Market Facebook page each Saturday to keep customers informed of product availability.
Timeline:	Ongoing

Strategies:

The following is the strategy points the DDA adopted as part of its RFP to the City. The rationale behind the strategy was that efforts to attract and recruit higher dollar food items to the Market have ultimately, repeatedly failed by the previous Managers. With our current clientele, vendors with the cheapest products do the best. The most successful vendor sells nearly expired foods at deeply discounted prices.

While the DDA will work to increase the number of higher dollar offerings available at the Market, the current clientele and the vendors that are currently sustaining the Market guides us to a very different approach to get us to that goal.

The best way to dramatically improve the Market is to actively pursue the EBT and SNAP benefit programs. Other markets nationwide who have implemented this program have increased their customer base by as much as 300 percent in six months. If the number of customers coming to the Market was doubled, then new vendors offering specialty items would have a chance at being successful in our Market.

1. Increase existing customer base with implementation of SNAP.

On average, 27% of total market sales at participating farm-to-retail venues were from SNAP recipients. If our Market were to increase even a half of that percentage it would be enough to increase overall sales significantly.

The Farmers Market Coalition (FMC) was selected in October by the USDA to create and implement administration of \$3.3 million in support grants for SNAP at farmers markets, and the distribution of \$700,000 in EBT equipment as part of the recent Farm Bill that congress passed. This developing grant opportunity may be very useful to assist with the DDA goal of SNAP implementation in the Market.

2. Increase the number of high dollar offerings (vendors)

Recent Market activity has seen an increase in high end specialty items such as hydroponic produce, above market granola bars and organic dog food. Apparently we have a market for some specialty items and by continuing to allow vendors to experiment, the customers will go on defining the parameters of what works.

3. Maintain existing level of wholesale produce vendors (no additional)

Last Spring a new retail vendor came into the Market and rented eight (8) spaces for about six (6) months. He had very low prices while offering the same general, possibly lower quality product. However, he was not successful as he is no longer there. This demonstrates the possibility the Market may be saturated with large retailers and may not be able to support more at this time or it may demonstrate a discerning clientele.

4. Recruit new local, fresh or organic vendors

Continuing to invite local, fresh and organic vendors into the Market allows customers to determine which will succeed. For example a new local fish vendor is planning to enter into our Market with a much larger variety of seafood than the only current vendor offers. It seems unfair to the vendor who has been loyal to our Market for years to bring in new competition but for the Market as a whole it's better to offer more variety and will hopefully generate even more consumers as word spreads of the great choices available.

STRATEGY ALTERNATIVES

Alternative A: Focus efforts to increase the number of wholesale vendors
Pros Develops competition within the Market for low prices and keeps the consumer happy by offering a large selection of produce to choose from.
Cons A new wholesale vendor came into the Market last Spring renting eight (8) spaces but eventually stopped coming. This may be because this Market has reached its limit of wholesale vendors that are able to maintain enough of a profit margin to make it a worthwhile business venture. If this is the case it may be a transitional period while a larger customer base is developed.
Alternative B: Focus efforts to increase local farmers at the Market
Pros The small local farmer usually has a very loyal clientele developed by providing farming details to customers and developing personal relationships.
Cons Normally the smaller vendors rent only a few spaces so it takes more of them to make the Market feel / look full and the rental revenue is not as high. Small specialty farmers may charge more for their produce and target a smaller segment of the customer base.