



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, March 24, 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: February 24, 2015**
4. **Public Comments**
5. **DDA Monthly Financial Report**
6. **FY 2013/14 DDA CAFER**
7. **Merchant Co-op Program**
 - a. **Hotel Rack Card**
8. **Rediscover US-1 Campaign**
9. **Board Comments**
10. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, February 24, 2015**

The regular meeting of the Downtown Development Authority was held Tuesday, February 24, 2015, 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
Mr. Joseph H. Hopkins (arrived at 8:09 a.m.)
Ms. Tammy Kozinski
Ms. Kelly White

Board Members Absent

Ms. Sheryl Cook, Vice Chair

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: January 27, 2015

Board Action:

Ms. White made a motion to approve the minutes of the Regular Meeting of January 27, 2015. Ms. Kozinski seconded the motion and it was approved unanimously.

4. Public Comments

Michael Pastore, New Promises Ministry, 400 Freemont Avenue, Daytona Beach, stated he met with the Mayor along with a group of other ministers regarding the homeless issue. Pastor Pastore stated he feels something needs to be done in the meantime regarding the homeless prior to a resolution of the Safe Harbor project. Pastor Pastore stated the homeless do not have a seat at the table for discussions and he was trying to fill that gap. He stated he was in support of Safe Harbor but feels there should be a solution in the meantime and suggested a tent city on the outskirts of town, a vacant gymnasium, or at the vacant Police Station could be developed but he has not received support.

5. **DDA Monthly Financial Report**

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

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

Mr. Jeffries presented the proposed revised resolution of support for the Volusia Safe Harbor project as requested by the DDA to acknowledge the report and recommendations provided by Dr. Marbut. Mr. Jeffries stated a copy will be provided to Volusia County.

Board Action:

A motion was made by Ms. Kozinski, seconded by Ms. White, to approve Resolution No. DDA 15-1. The motion carried unanimously (4-0).

7. **Riverfront Shops of Daytona Beach Quarterly Report**

a. Website Maintenance Report

Mr. Jeffries stated a report was requested from InFocus but has not been received. Mr. Jeffries stated InFocus was responsible for only posting information to the website, not editing or developing the content. Mr. Jeffries stated InFocus has suggestions on upgrading the website so the DDA may want to increase the budget for next year in order to offset that expense. Mr. Jeffries stated there are currently firewall issues with the City's website that prevents information from being updated automatically from the DDA website.

Ms. Kozinski stated Ms. Cook was concerned that the latest information was not being placed on the website and the list of merchants was obsolete.

Mr. Jeffries stated he was working to address that issue.

b. E-newsletter and Website Content Changes

Mr. Jeffries stated a revised outline of the newsletter developed by Gold & Associates was included on Page 18 of the packet.

Ms. White stated there was an issue presented at last month's meeting of someone trying to sign up for the newsletter but was unable to do so.

Mr. Jeffries stated the system was working and the newsletter requests are sent to Gold & Associates, who have stated they are receiving the requests.

Board Action:

A motion was made by Ms. Kozinski, seconded by Ms. White, to approve the proposed outline and name change for the newsletter, which will be implemented in March, 2015. The motion carried unanimously (4-0).

8. Downtown Event Funding Criteria

Mr. Jeffries presented the staff report which was included on page 20 of the packet. Mr. Jeffries stated Gold & Associates feels strongly the blue background should be used in printed materials to be consistent with branding.

Johnnie Ponder, 885 Maley Avenue, suggested using a lighter blue or white to make sure the Riverfront Shops logo stands out.

Ms. White stated the conversation seems to be between the DDA and BullsEye regarding the development of the template. She asked if there have been any concerns from any other DDA partners regarding use of the template.

Mr. Jeffries stated he has talked with the volunteers from the Art Guild who have stated that the Museum of Arts & Sciences has expressed that the art show was a Museum event, not a DDA event but the volunteers are willing to work with the DDA. Mr. Jeffries stated he feels they can reach agreement in saying it was a Museum event occurring at the Riverfront Shops.

Ms. Kozinski asked if the people promoting Daytona Nights have expressed concern regarding the template.

Mr. Jeffries stated they are willing to do their advertising in order to tie into the Riverfront Shops campaign. Mr. Jeffries stated their first event was scheduled for April 10.

Mr. Jeffries stated per the DDA's adopted policy, the graphic with the blue background shown on page 23 of the packet was the adopted policy.

Mr. Abraham stated Page 24 reflects the logo without the flowers and provides more space for information relating to the event.

Mr. Hopkins stated the DDA was teetering on a policy issue as to what was provided to all of the partners for promoting downtown events. Mr. Hopkins stated the DDA set a policy to use the template and BullsEye has elected to not use it. Mr. Hopkins stated the DDA needs to get feedback from BullsEye as to whether they are going to abide by the policy which has been set by the Board or not. He stated so far, they have not. Mr. Hopkins stated Gold & Associates was hired to promote the downtown with consistency; and if the Board was going to have a policy, the DDA needs to stand by it. He stated he feels empowered to invoke the policy that was adopted and stand by our guns on it. Mr. Hopkins stated he does not see consistency in what BullsEye has prepared in their graphics.

Mr. Abraham stated a policy was in place but it needs to be determined if the DDA wants to amend the policy to make it more flexible.

Mr. Hopkins stated the DDA could demand that the policy be implemented.

Ms. White stated Gold was directed to create the graphics; and the DDA budgeted funds to pay Gold so this was a financial issue as well. Ms. White stated when it was developed, she saw the template as an asset since someone coming to do an event would have a lot of the details of advertising completed. She stated the DDA was providing a service in having the graphic available to a promoter to incorporate their logo without having to go out and hire a graphics firm. Ms. White stated she would like the DDA to adhere to the original policy.

Al Smith, 156 S. Beach Street, Daytona Beach, stated a template has not been presented that BullsEye was comfortable with. He stated BullsEye was not a DDA partner; they are a sponsor of events and they take the risk. Mr. Smith stated he has researched and has been unable to find another city that takes this approach to branding. Mr. Smith stated working with a blue background and then having to present it to Gold causes delays and what was presented was too restrictive.

Mr. Hopkins stated the DDA hired Gold to establish an identity for the downtown and felt consistency was important. Mr. Hopkins stated he feels the DDA should stick to their guns; and he stated what he was hearing from Mr. Smith was that we will have difficulty having BullsEye comply. He stated he does not feel the DDA was being respected as a Board when a policy was established and BullsEye does not follow it. Mr. Hopkins stated the DDA agreed to work with BullsEye for promoting events based on the policy and the policy was not being followed.

Mr. Smith stated he was here to work something out. He stated a workshop was to take place regarding this issue and that never happened so he has been unable to provide input.

Mr. Abraham stated staff was unable to come up with a time that was agreeable for everyone for scheduling a workshop so that is why the item was scheduled on this agenda. Mr. Abraham stated he likes what was proposed on page 24 of the packet which provides consistency but allows for some flexibility.

Ms. Kozinski asked if the center section of the template could be changed to incorporate whatever BullsEye wished to use, would that work for BullsEye.

Mr. Smith stated he did not know; he would have to see it.

Ms. White stated the DDA made branding a top priority and the art work the DDA was receiving was not consistent. She stated the DDA felt it would be more efficient to have the template; and if the template was not used, the DDA will be having this conversation again.

Johnnie Ponder, 885 Maley, stated she does not feel the Riverfront logo stands out on the poster presented by BullsEye. She stated the DDA should stick to their brand that was adopted.

Ms. Kozinski asked Mr. Smith if the color was changed in the mid-section of the template, will that work for BullsEye.

Mr. Smith stated BullsEye has issues with blue and how it will look in newspaper ads.

Ms. Kozinski stated it would only be blue in the lower sections and asked if that will work.

Mr. Smith said not really.

Ms. Kozinski asked Mr. Smith if what he wants was for the DDA to scrap the template all together.

Mr. Smith said that would be his advice.

Mr. Abraham asked if there was a motion from the Board. He stated there was a policy in place; and if there was no action to amend the policy, then that was what will prevail.

Mr. Jeffries suggested the criteria could be amended to allow the revised template that was presented on Page 24 to be used and presented a Powepoint with suggested templates.

Ms. White asked if the Board does not use a template, how the DDA will evaluate the graphics other than looking at every one that was proposed.

Mr. Abraham stated the DDA could adopt a certain size for the Riverfront logo or a certain place where it will be placed on a poster. Mr. Abraham stated Gold recommended that the DDA adopt a template. Mr. Abraham stated that in his previous work, he has worked with national experts who consider that Navy blue conveys strength. He stated he agrees that the Riverfront shops logo should be consistent in appearance, color, and size.

Mr. Hopkins stated there was consistency in the template.

Ms. White stated the three templates presented by GOLD show the consistent colors and brand and feels the DDA should stick with the template.

Board Action:

A motion was made by Ms. White, seconded by Mr. Hopkins, to expand the policy to include the three proposed templates as outlined on pages 22, 24, and 28 and give event promoters flexibility to incorporate their logos. The motion carried unanimously (4-0).

Mr. Jeffries stated he will redraft the policy criteria and present it to the Board at their March meeting.

9. Farmers' Market Strategy

Mr. Jeffries presented the staff report with the revised Farmers' Market objectives included on page 40 of the packet.

Ms. Foster stated she suggested one change and that would be to conduct two surveys a year, one in the fall and one in the spring. Ms. Foster stated there was a grant available from the Farm Bill and suggested an application be submitted quickly since funds will be dispersed on a first-come first-served basis.

Ms. Kozinski asked how soon someone could be working on the grant application.

Mr. Jeffries stated he would talk with Mr. Berger about the grant application.

Ms. White stated she has been talking with Bob Williams with Halifax Medical regarding SNAP/EBT. Ms. White stated to implement the program will cost the DDA between \$10,000 to \$15,000. Ms. White stated she would be happy to assist staff in the discussions with Halifax Medical and would like to pursue a title sponsorship for at least a couple of years.

Ms. White discussed the rental rates for the Farmers' Market. She stated she feels if someone has one spot, the rate should be higher than someone who was renting 10 spots.

Board Action:

A motion was made by Ms. White, seconded by Ms. Kozinski, to approve the proposed changes to the Farmers' Market strategy and that a minimum of two surveys be conducted per year. The motion carried unanimously (4-0).

10. **Board Comments**

Mr. Hopkins asked for the status of relocating the City's yard sale.

Mr. Jeffries stated a letter needs to be sent regarding the DDA's concerns.

Ms. Foster asked if the area behind the library could be used for overflow parking.

Mr. Jagger stated it could be beyond the Board's license area to direct parking to that area and the DDA was not set up to do that.

Mr. Abraham stated people are not directed where to park and they can park in the downtown, at the library or at the courthouse.

Ms. Kozinski asked if there was a streets team on Beach Street.

Mr. Jeffries stated the streets team was responsible for cleaning up the sidewalk in the morning and he will check to make sure they are still cleaning the area.

Ms. White asked about Riverfront Fridays and if Mr. Jeffries was receiving information from Cinematique.

Mr. Jeffries stated he was receiving information from Cinematique and he was working to finalize the contract.

Ms. White asked for the status of the directory updates.

Mr. Jeffries stated he was working on that.

Al Smith stated the branding of the downtown has been built around having a place to shop. He asked if the branding was effective and if perhaps we need to change direction. He stated there has not been any new retail, such as women's clothing.

Mr. Abraham stated new businesses seem to be restaurants. Mr. Abraham stated the Gibbs study did not produce much and asked if he was doing anything for the city.

Mr. Jeffries stated Gibbs developed the market research study which has been a very helpful tool for staff in attracting businesses in Daytona Beach overall. Mr.

Jeffries stated the Gibbs study was helpful when the individual meetings were conducted with the merchants. Mr. Jeffries stated the Gibbs contract was still active and Mr. Gibbs currently has a new person that he feels would be helpful in attracting new business for us.

Ms. White stated she feels the retailers are of a higher quality than they were that were coming in 3 years ago.

Mr. Abraham stated there was an item on the agenda every month from Gold to review the Riverfront Shops campaign.

Mr. Smith asked what measurements are used to determine if it was working.

Mr. Abraham stated it was measured in terms of access to the website and the merchants.

Ms. Kozinski stated four years ago, the only bag that you could see being carried on the street was from Angel & Phelps, and now she sees bags from other merchants.

Ms. White stated the vacancy rates have gone down.

Mr. Hopkins asked if signage could be placed in advance of the day of the Farmers' Market to encourage people to return to the area for the market and asked if the signage could be left up beyond 1:00 p.m. in order to attract passer-by traffic.

Mr. Hopkins talked about the opening of Federal Alley. He expressed concern about the 5 to 6 foot fences to mark the pedestrian corridor and stated the signage was out of character with what we are doing downtown. He stated this was done with blinders on. He stated five foot fences and huge signs are out of character. He stated the DDA should participate in any other traffic improvements that are made in the downtown. He stated he was glad Federal Alley was open but the approach that was taken was very aggressive.

Mr. Jeffries stated interest has been expressed by a tenant to open a restaurant at the former Windy City site. He stated a more pedestrian friendly environment will be needed next to the restaurant site.

Ms. Kozinski asked why there was a car counter on Federal Alley.

Ms. Foster stated signs for the Farmers' Market may not be placed out earlier than Saturday due to Code Enforcement concerns.

11. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 10:05 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: March 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 March 20, 2015.

BUDGET STATUS

General Activities

Line Item	Appropriation	Spent to Date As of 3/20/15	Balance
Contract Services	\$ 1,000	\$ 401.49	\$ 598.51
Supplies	\$ 2,020	\$ 1,196.07	\$ 823.93
Care and Subsistence	\$ 300	\$ 110.87	\$ 189.13
Professional Memberships	\$ 450	\$ 420.00	\$ 30.00
Technical Services	\$ 3,900	\$ 2,086.00	\$ 1,814.00
Professional Services	\$ 38,400	\$ 19,200.00	\$ 19,200.00
Co-op Marketing	\$ 21,500	\$ 13,982.00	\$ 7,518.00
Downtown Marketing	\$ 25,800	\$ 13,403.16	\$ 12,396.84
Downtown Events	\$ 21,000	\$ 14,192.11	\$ 6,807.89
Total	\$ 114,370	\$ 64,991.70	\$ 49,378.30

Notes:

Note: Appropriations reflect budget transfers approved at January 27, 2014 meeting.

Farmers' Market Activities

Revenues	Projection		Received to Date As of 3/20/15		Balance
Vendor Revenue	\$	35,750	\$	13,358.00	\$ 22,392.00
Market Booth Sales	\$	1,200	\$	-	\$ 1,200.00
Total	\$	36,950	\$	13,358.00	\$ 23,592.00

Expenses	Appropriation		Spent to Date As of 3/20/15		Balance
Market Manager	\$	16,000	\$	5,940.00	\$ 10,060.00
Supplies	\$	500	\$	280.73	\$ 219.27
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	\$	14,144.29	\$ 22,805.71

Profit/Loss **\$** **(786.29)**

Farmers' Market Revenue Comparison

	2012/13		2013/14		2014/15		%
	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	\$ 2,456	54	-8.3%
February	\$ 2,604	57	\$ 2,396	53	\$ 2,439	53	1.8%
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		\$ 11,477		-15.0%

Downtown Events

Revenues	Projection	Received to Date As of 3/20/15		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 3/20/15		Balance
Event Manager	\$ 5,400	\$ 1,278.00		\$ 4,122.00
Professional Services	\$ -	\$ -		\$ -
Event Music	\$ 7,200	\$ 800.00		\$ 6,400.00
Equipment	\$ -	\$ -		\$ -
Supplies	\$ 1,100	\$ -		\$ 1,100.00
Total	\$ 13,700	\$ 2,078.00		\$ 11,622.00

Profit/Loss	\$ (2,078.00)
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REDEVELOPMENT DIVISION

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MEMORANDUM

DATE: March 20, 2015

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Review of FY2013-14 DDA Financial Report

Attached are pages of the City of Daytona Beach's Comprehensive Annual Financial Report (CAFR) for the Fiscal Year ending September 30, 2014 that refer to the DDA. The DDA is presented as a component unit of The City of Daytona Beach in the Statement of Net Position and Statement of Activities. The statements provide the final accounting, through the City's annual audit, of the DDA's financial activity during the fiscal year ending September 30, 2014. The complete CAFR is available on the City's website.

BUDGET vs ACTUAL COMPARISON

	ADOPTED BUDGET	ACTUAL
REVENUES		
Property Taxes	95,090	95,733
Interest	100	78
Farmers' Market	36,950	29,477
Merchant Co-op	19,925	2,550
Riverfront Fridays	10,950	180
Intergovernment	27,813	27,593
Total Revenue	\$ 190,828	\$ 155,611
EXPENSES		
General	115,715	97,423
Farmers' Market	36,950	31,086
Riverfront Fridays	10,950	6,660
Intergovernment	27,813	27,593
Total Expenses	\$ 190,828	\$ 162,762
Appropriation of Fund Balance	\$ 0	\$ 7,151
Ending Fund Balance	\$ 28,453	\$ 24,145

THE CITY OF DAYTONA BEACH, FLORIDA
STATEMENT OF NET POSITION
SEPTEMBER 30, 2014

	Primary government			Component Unit
	Governmental Activities	Business-Type Activities	Total	
ASSETS:				
Equity in pooled cash, cash equivalents, and investments	\$ 28,497,015	\$ 20,194,762	\$ 48,691,777	\$ 20,767
Receivables (net):				
Accounts	2,520,666	9,142,247	11,662,913	4,166
Taxes	185,380	-	185,380	-
Notes	410,923	-	410,923	-
Accrued interest	28,630	-	28,630	-
Intergovernmental receivable	3,681,472	388,294	4,069,766	-
Internal balances	(112,522)	112,522	-	-
Inventory	428,963	1,046,940	1,475,903	-
Prepays	336,426	145,538	481,964	-
Other assets	1,150	17,500	18,650	-
Restricted assets:				
Equity in pooled cash, cash equivalents, and investments	4,288,952	15,573,678	19,862,630	-
Prepaid insurance costs - bonds	106,234	163,797	270,031	-
Capital assets:				
Land and construction in progress	28,042,996	14,174,725	42,217,721	-
Other capital assets, net of accumulated depreciation	76,037,416	100,786,669	176,824,085	-
Total assets	<u>144,453,701</u>	<u>161,746,672</u>	<u>306,200,373</u>	<u>24,933</u>
DEFERRED OUTFLOWS OF RESOURCES:				
Deferred amount on refunding	948,056	2,001,642	2,949,698	-
Total deferred outflow of resources	<u>948,056</u>	<u>2,001,642</u>	<u>2,949,698</u>	<u>-</u>
LIABILITIES:				
Accounts payable and other liabilities	3,365,603	3,005,710	6,371,313	788
Intergovernmental payable	85,466	60,025	145,491	-
Deposits	49,546	5,659,593	5,709,139	-
Unearned revenue	1,236,099	1,423,192	2,659,291	-
Payable from restricted assets:				
Accounts payable and other liabilities	-	13,426	13,426	-
Contracts payable	18,397	16,691	35,088	-
Accrued interest	474,607	1,453,031	1,927,638	-
Due within one year:				
Insurance claims payable	1,174,000	-	1,174,000	-
Bonds, loans and notes payable	3,077,386	5,126,278	8,203,664	-
Other liabilities	1,965,645	635,744	2,601,389	-
Due in more than one year:				
Insurance claims payable	8,420,000	-	8,420,000	-
Bonds, loans, and notes payable	54,364,703	82,025,366	136,390,069	-
Other liabilities	7,885,255	2,797,294	10,682,549	-
Total liabilities	<u>82,116,707</u>	<u>102,216,350</u>	<u>184,333,057</u>	<u>788</u>
NET POSITION:				
Net investment in capital assets	78,165,983	29,434,415	107,600,398	-
Restricted for:				
Debt covenants	3,142,911	8,823,932	11,966,843	-
Public safety	172,890	-	172,890	-
Transportation	2,094,703	-	2,094,703	-
Economic environment	4,822,016	-	4,822,016	-
Cultural and recreation	1,408,896	-	1,408,896	-
Capital projects	-	13,008,847	13,008,847	-
Landfill	-	312,118	312,118	-
Other purposes	3,052,115	-	3,052,115	-
Unrestricted (deficit)	(29,574,464)	9,952,652	(19,621,812)	24,145
Total net position	<u>\$ 63,285,050</u>	<u>\$ 61,531,964</u>	<u>\$ 124,817,014</u>	<u>\$ 24,145</u>

THE CITY OF DAYTONA BEACH, FLORIDA
STATEMENT OF ACTIVITIES
FOR THE FISCAL YEAR ENDED SEPTEMBER 30, 2014

FUNCTIONS/PROGRAMS: Primary Government:	PROGRAM REVENUES				Net (Expense) Revenue and Changes in Net Position			Component Unit		
	EXPENSES	Charges for Services	Operating Grants and Contributions	Capital Grants and Contributions	Governmental Activities	Primary Government			Total	
						Business-type Activities	Activities			
\$ 12,051,945	\$ 4,669,486	\$ -	\$ -	\$ -	(7,382,459)	\$ -	\$ -	(7,382,459)	\$ -	
43,741,690	2,957,560	226,920	60,758	-	(40,496,452)	-	-	(40,496,452)	-	
8,411,691	1,697,748	682,461	2,004,642	-	(4,026,840)	-	-	(4,026,840)	-	
3,968,188	677,257	1,297,558	-	-	(1,993,373)	-	-	(1,993,373)	-	
37,412	4,496	-	-	-	(32,916)	-	-	(32,916)	-	
4,997,981	983,727	51,975	1,370,036	-	(2,592,243)	-	-	(2,592,243)	-	
2,200,224	-	-	-	-	(2,200,224)	-	-	(2,200,224)	-	
75,409,131	10,990,274	2,258,914	3,435,436	-	(58,724,507)	-	-	(58,724,507)	-	
32,844,345	41,833,640	-	1,961,504	-	-	10,950,799	-	10,950,799	-	
9,432,333	13,676,011	40,519	-	-	-	4,284,197	-	4,284,197	-	
3,235,580	2,951,497	-	-	-	-	(284,083)	-	(284,083)	-	
5,198,128	9,861,549	-	-	-	-	4,663,421	-	4,663,421	-	
2,788,729	2,186,758	115,859	17,526	-	-	(468,586)	-	(468,586)	-	
2,006,200	1,754,061	-	-	-	-	(252,139)	-	(252,139)	-	
575,717	474,138	-	-	-	-	(101,579)	-	(101,579)	-	
366,545	391,119	10,000	-	-	-	34,574	-	34,574	-	
425,896	930,910	-	-	-	-	505,014	-	505,014	-	
56,873,473	74,059,683	166,378	1,979,030	-	-	19,331,618	-	19,331,618	-	
\$ 132,282,604	\$ 85,049,957	\$ 2,425,292	\$ 5,414,466	-	(58,724,507)	19,331,618	-	(39,392,889)	-	
\$ 162,942	\$ 180	\$ -	\$ -	-	-	-	-	-	(162,762)	
\$ 162,942	\$ 180	\$ -	\$ -	-	-	-	-	-	(162,762)	
GENERAL REVENUES:										
Taxes:										
Property taxes, levied for general purposes	24,476,873	-	-	-	-	-	-	-	24,476,873	95,733
Local option gas tax	1,700,020	-	-	-	-	-	-	-	1,700,020	-
Public service taxes	10,534,431	-	-	-	-	-	-	-	10,534,431	-
Sales taxes	2,998,827	-	-	-	-	-	-	-	2,998,827	-
Tax increment taxes	2,436,115	-	-	-	-	-	-	-	2,436,115	-
Other taxes	845,039	-	-	-	-	-	-	-	845,039	-
Franchise fees	6,020,481	-	-	-	-	-	-	-	6,020,481	-
Intergovernmental revenues not restricted to specific programs	2,314,438	-	-	-	-	-	-	-	2,314,438	59,800
Income on investments	175,957	-	-	-	-	526,721	-	526,721	702,678	53
Miscellaneous	1,350,500	-	-	-	-	1,120,843	-	1,120,843	2,471,343	25
Transfers	10,791,136	-	-	-	-	(10,791,136)	-	-	-	-
Total general revenues and transfers	63,643,817	-	-	-	-	(9,143,572)	-	54,500,245	-	-
Change in Net Position	4,919,310	-	-	-	-	10,188,046	-	15,107,356	-	(7,151)
NET POSITION - beginning	58,365,740	-	-	-	-	51,343,918	-	109,709,658	-	31,296
NET POSITION - ending	\$ 63,285,050	\$ -	\$ -	\$ -	\$ -	\$ 61,531,964	\$ -	\$ 124,817,014	\$ -	\$ 24,145

The accompanying notes are an integral part of the financial statements.



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: March 20, 2015

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Hotel Rack Card Program

Brochure Display, Inc. has submitted the attached proposal of \$7,320 for the maintenance of the rack cards for 12 months. The following expenses related to the rack card require DDA approval:

- Brochure Displays: annual hotel rack distribution for \$7,320.
- Digital Press: printing of 40,000 rack cards for \$1,850

The DDA has \$21,500 budgeted in the Merchant Co-op line item for Fiscal Year 2014/15. There is \$7,518 available in this line item. Additional funds are available in the Downtown Marketing line item for the printing costs.

BROCHURE *Displays, Inc.*
DISTRIBUTION CONTRACT

- 1. DISTRIBUTION:** The undersigned "CLIENT" authorizes BROCHURE DISPLAYS, INC. "BDI" to distribute their promotional literature, 4" X 9" brochures or rack cards, unless otherwise specified, utilizing one or more pockets in BDI display racks according to the terms herein.
- 2. SERVICE PERIOD:** This contract is non-terminable for an initial service period of twelve (12) consecutive months from the date of commencement stated below and supersedes any existing contract for the same service programs. *Service will continue indefinitely beyond the initial service period on a month-to-month basis according to the same terms herein unless Client notifies BDI of intent to terminate service in writing at least 30 days prior to the end of the initial service period.* Either party may cancel service at any time after the initial service period with 30 days written notice.
- 3. MATERIAL:** Client agrees to provide a supply of promotional material for distribution prior to the commencement date as requested by BDI based on the service program(s) listed herein. Client will continue to provide material to BDI without charge in quantities as requested to fulfill this agreement. All material shipments will be addressed as directed by BDI with shipping charges prepaid by Client. Failure on the part of the Client to provide brochures to BDI shall in no way affect Client obligation to pay BDI the total monthly cost from the scheduled date of commencement as stated herein.
- 4. PAYMENT:** NOTE: Each month of service is invoiced in advance at the end of the previous month. Client agrees to pay the full amount of each invoice within 10 days regardless of whether or not a sufficient quantity of brochures has been supplied to BDI. If the commencement date is other than the first day of the month, the Client's first invoice may be prorated. Client agrees to pay a 1.5% late fee on any unpaid balance after 30 days past the invoice date, and any reasonable attorney fees incurred by BDI to enforce the terms of this contract. Tax may be charged as required by law.
- 5. DISPLAY LOCATIONS:** BDI may add or remove display locations at any time without notification to Client. However, for each display utilized by Client that is permanently removed from service, BDI will issue credit for all removed over 5% of the original total stated herein, based on average cost per location, per month, prorated from the date of removal. Client WILL NOT incur additional charges for NEW display locations added during the initial 12-month period of this contract.
- 6. RATE INCREASES:** If an overall rate increase and/or fuel surcharge becomes necessary while this contract is in effect, Client will have the right to cancel service in writing within ten (10) working days from the date of notification of such increase by BDI; otherwise, terms of paragraph 2 will remain in effect.
- 7. LIABILITY:** BDI will not be responsible for loss or damage to Client Material. Insurance coverage will be at Client discretion and expense. BDI is not liable for information contained in Client material and reserves the right to refuse distribution of material deemed undesirable for any reason. If a business where BDI maintains a display rack disallows Client material for any reason, BDI will issue Client credit according to the terms of paragraph 5.

SERVICE PROGRAMS AND MONTHLY COST (Per rate sheet & locations lists provided)

DAYTONA BEACH 'FL-A' Service Program: 1 Pocket / Approximately 323 Locations @ \$610.00 Monthly

Total cost per month \$610.00

NOTE: Client may deduct 5% off if total annual amount if paid in advance within 15 days of receipt of invoice.

CLIENT: DOWNTOWN DEVELOPMENT AUTHORITY
ADDRESS: Redevelopment Office / City of Daytona Beach
P. O. Box 2451
Daytona Beach, FL 32115-2451
Phone: (386) 671-8183 / Fax: (386) 671 8187
CONTACT(s): Mr. Jason H. Jeffries, Project Manager / jeffriesj@codb.us
MATERIAL: Standard 4" X 9" rack card or brochure promoting Downtown
EFFECTIVE: **JANUARY 1, 2015**

DATE: _____
Client Representative Signature & Title

Print Name

DATE: _____

REDISCOVER US1

AMERICA'S BUSINESS HIGHWAY

Scavenger Hunt ♦ April 11 - 19

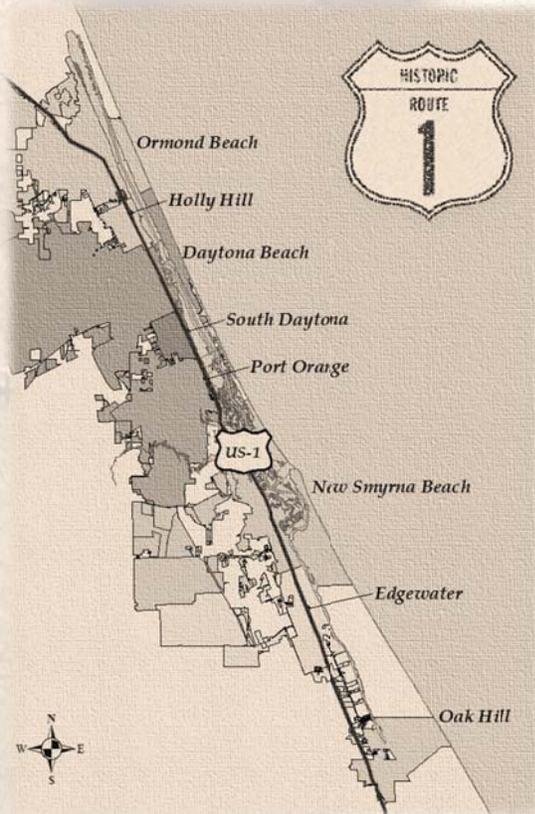
Come Rediscover US 1, America's Business Highway and take part in the area's largest ever scavenger hunt!

There are vast treasures on US 1 and it's up to you to discover each city's gems.

The Scavenger Hunt will take place **April 11 - 19**, with all entries due to any of the participating City Halls by **Tuesday, April 21, by 4 pm.**

Scavenger maps will be available at City Halls, participating businesses, Chamber of Commerce locations, or you can download one from City websites and Facebook pages.

Join the fun, and Rediscover US 1.



Rediscover US1,
America's Business Highway



REDISCOVER US1 – AMERICA’S BUSINESS HIGHWAY SCAVENGER HUNT INSTRUCTION SHEET

WHO ORGANIZED THIS EVENT? – 8 cities bordering the US1 corridor that stretches for approximately 40 miles from Ormond Beach to Oak Hill (*Ormond Beach, Holly Hill, Daytona Beach, South Daytona, Port Orange, New Smyrna Beach, Edgewater, Oak Hill*).

WHO CAN PARTICIPATE? – Anyone can participate.

WHAT IS THE PURPOSE OF THIS EVENT? – The scavenger hunt has been developed to re-acquaint residents, visitors and shoppers with the businesses located along America’s Business Highway and to provide participants with a fun experience while they learn more about each participating city.

WHERE WILL THE SCAVENGER HUNT TAKE PLACE? - The event will take place on US1 beginning at Destination Daytona in Ormond Beach continuing on US1 through the cities of Holly Hill, Daytona Beach, South Daytona, Port Orange, New Smyrna Beach, Edgewater and Oak Hill.

WHEN WILL THE SCAVENGER HUNT TAKE PLACE? – The event will take place from Saturday, April 11th through Sunday April 19th. Scavenger hunt forms are due back to any of the 8 cities at their City Halls by 4 p.m. on Tuesday, April 22nd. Prize winners will be announced and contacted on Friday, April 24th.

HOW DO YOU PARTICIPATE? – Pick up a scavenger hunt form beginning on April 9th from:

1. One of the City Halls of the 8 participating cities.
2. From a Chamber of Commerce in your area
3. Print one from our Facebook page – *Rediscover US1 America’s Business Highway* and/or one of the City websites

HOW DO YOU ANSWER THE QUESTIONS ON THE FLYER? - Take your form with you to the businesses listed on the flyer to find the answers. Answer the questions in any combination described in the instructions. Depending on the number of answers provided you will be entered into a **random** drawing for a chance to win 1 Grand Prize or other prizes that have been provided by each business.

WHERE DO YOU RETURN THE FORM? – Scavenger hunt forms are due back to any City Hall of the 8 participating cities by 4 p.m. on Tuesday, April 22nd

Be on the lookout for future promotions and remember to join the fun and *Rediscover US1!*