



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, April 28, 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.

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1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes: March 24, 2015**
4. **Public Comments**
5. **DDA Monthly Financial Report**
6. **Farmers' Market Manager Report**
7. **Riverfront Shops of Daytona Beach Quarterly Report**
8. **Farmers' Market SNAP Program Discussion**
9. **Downtown Event Update**
10. **Board Comments**
11. **Adjournment**

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

The regular meeting of the Downtown Development Authority was held Tuesday, March 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  
Ms. Sheryl Cook, Vice Chair  
Mr. Joseph H. Hopkins

**Board Members Absent**

Ms. Tammy Kozinski  
Ms. Kelly White

**Staff Members Present**

Mr. Jason Jeffries, Redevelopment Project Manager  
Mr. Bob Jagger, Deputy City Attorney  
Ms. Marsha McDonald, Office Specialist II

**1. Call to Order**

Mr. Abraham called the meeting to order at 8:05 a.m.

**2. Roll Call**

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

**3. Approval of Minutes: Regular Meeting: February 24, 2015**

**Board Action:**

Mr. Hopkins made a motion to approve the minutes of the Regular Meeting of February 24, 2015. Ms. Cook seconded the motion and it was approved unanimously.

**4. Public Comments**

There were no public comments.

5. **DDA Monthly Financial Report**

Mr. Jeffries presented the Financial Report which was included on page 11 of the packet.

6. **FY 2013/14 DDA CAFER**

Mr. Jeffries present the DDA's portion of the City's CAFER which was included on page 14 of the packet.

7. **Merchant Co-op Program**

**a. Hotel Rack Card**

Mr. Jeffries requested the approval of the annual contract with Brochure Display, Inc. in the amount of \$7,320 and authorization to print 40,000 cards at a cost of \$1,850, which was included on page 17 of the packet.

Ms. Cook asked if money will be received from the merchants to offset this expense.

Mr. Jeffries said yes and stated the cards could be edited probably twice a year.

**Board Action:**

Mr. Hopkins made a motion to approve the expenditures for printing of the rack cards. Ms. Cook seconded the motion and it was approved unanimously.

8. **Rediscover US-1 Campaign**

Mr. Jeffries stated this is a campaign from all of the cities from Edgewater to Ormond Beach to market the area along U.S. 1. Mr. Jeffries stated participation was through a scavenger hunt in the area. He stated this program was developed through the CRA's from the various cities along U.S. 1. Mr. Jeffries stated he will be promoting this campaign through some of the DDA items, such as the home page and Facebook page. Mr. Jeffries stated four downtown businesses have agreed to participate in this campaign.

9. **Board Comments**

Mr. Hopkins stated he has seen emails from BullsEye and asked if they will be referred to Mr. Jagger.

Mr. Abraham stated he has talked with Mr. Jeffries and suggested he discuss the matter with Mr. Jagger. Mr. Abraham asked that a response be drafted to the issues raised in the emails based on the contract provisions and presented to the DDA for review.

Ms. Cook asked about updates to the website.

Mr. Jeffries stated the last update was March 6. Mr. Jeffries stated he has provided information to InFocus since March 6 and he will speak with them about the Board's concerns.

Mr. Abraham stated he was pleased with the updates to the newsletter.

Ms. Cook expressed concerns about lack of parking in the downtown.

Mr. Jeffries stated staff is having discussions with the owners of the former Cobb Cole building regarding use of their site for parking. He stated discussions are also being held with a firm regarding a feasibility study for the area.

Mr. Abraham asked if there was an inventory of available parking spaces and how many of those spaces are used by business owners and their employees.

Mr. Jeffries stated there was an inventory of parking spaces.

Mr. Abraham stated if the parking was not used by the employees, what was happening to the available parking.

Mr. Jeffries stated there was no turnover if parking spaces are used by the business owners.

Ms. Cook asked if a day care center was permitted in the downtown and expressed concern about lack of parking for the business.

Mr. Jeffries stated the business was located in the RDD-2 zoning district and was a permitted use under the old Land Development Code.

**10. Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 8:43 a.m.

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Robert Abraham, Chairman

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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: April 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 April 20, 2015.

### BUDGET STATUS

#### General Activities

Line Item	Appropriation	Spent to Date As of 4/20/15	Balance
Contract Services	\$ 1,000	\$ 517.33	\$ 482.67
Supplies	\$ 2,020	\$ 1,196.07	\$ 823.93
Care and Subsistence	\$ 300	\$ 125.86	\$ 174.14
Professional Memberships	\$ 450	\$ 420.00	\$ 30.00
Technical Services	\$ 3,900	\$ 2,320.00	\$ 1,580.00
Professional Services	\$ 38,400	\$ 22,400.00	\$ 16,000.00
Co-op Marketing	\$ 21,500	\$ 13,982.00	\$ 7,518.00
Downtown Marketing	\$ 25,800	\$ 14,350.93	\$ 11,449.07
Downtown Events	\$ 21,000	\$ 15,096.61	\$ 5,903.39
<b>Total</b>	<b>\$ 114,370</b>	<b>\$ 70,408.80</b>	<b>\$ 43,961.20</b>

**Notes:**

Note: Appropriations reflect budget transfers approved at January 27, 2015 meeting.

## Farmers' Market Activities

Revenues	Projection	Received to Date As of 4/20/15		Balance
Vendor Revenue	\$ 35,750	\$ 15,907.00		\$ 19,843.00
Market Booth Sales	\$ 1,200	\$ -		\$ 1,200.00
Total	<b>\$ 36,950</b>	<b>\$ 15,907.00</b>		<b>\$ 21,043.00</b>

  

Expenses	Appropriation	Spent to Date As of 4/20/15		Balance
Market Manager	\$ 16,000	\$ 8,755.00		\$ 7,245.00
Supplies	\$ 500	\$ 343.70		\$ 156.30
Liability Insurance	\$ 1,250	\$ 1,088.56		\$ 161.44
City Fees	\$ 1,500	\$ 1,500.00		\$ -
Marketing	\$ 15,200	\$ 6,034.00		\$ 9,166.00
Market Events	\$ 1,500	\$ -		\$ 1,500.00
Booth Merchandise	\$ 1,000	\$ -		\$ 1,000.00
Total	<b>\$ 36,950</b>	<b>\$ 17,721.26</b>		<b>\$ 19,228.74</b>

  

<b>Profit/Loss</b>	<b>\$ (1,814.26)</b>
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## 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	\$ 2,456	54	-8.3%
February	\$ 2,604	57	\$ 2,396	53	\$ 2,439	53	1.8%
March	\$ 2,754	58	\$ 2,691	60	\$ 2,322	52	-13.7%
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		\$ 13,799		-14.8%

## Downtown Events

<b>Revenues</b>	<b>Projection</b>	<b>Received to Date</b> As of 4/20/15	<b>Balance</b>
Vendor Revenue	\$ 2,700	\$ -	\$ 2,700.00
Sponsorships	\$ 11,000	\$ -	\$ 11,000.00
Total	<b>\$ 13,700</b>	<b>\$ -</b>	<b>\$ 13,700.00</b>

<b>Expenses</b>	<b>Appropriation</b>	<b>Spent to Date</b> As of 4/20/15	<b>Balance</b>
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	<b>\$ 13,700</b>	<b>\$ 2,078.00</b>	<b>\$ 11,622.00</b>

<b>Profit/Loss</b>	<b>\$ (2,078.00)</b>
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Joseph H. Hopkins  
Tammy M. Kozinski

## MEMO

To: Downtown Development Authority  
From: Noeleen Foster, Downtown Farmers' Market Manager  
Regarding: February 2015 Downtown Farmers' Market Manager Report  
Date: March 10, 2015

---

### **Manager Goals and Progress Report**

1. Increase the number of local farmers selling at the Market
  - A local seafood harvester became a new vendor.
2. Increase the variety of foods available for purchase at the Market
  - Chocolate to Die For is a new vendor specializing in Homemade chocolate
  - The new seafood vendor offers a wider variety of products such as smoked fish, seafood gumbo, and coconut shrimp (a personal favorite)
  - A fresh juice vendor offered his product in our Market for a few weeks but did not find a customer base and moved on.
3. Increase the number of vendors selling wholesale produce at the Market
  - Continue visiting other area Markets inviting wholesalers to participate in our Market.
4. Increase the customer base at the Market
  - The current Vendor list has been updated and is available to use for advertising and promotion.
  - Continue to encourage local musicians to play for tips
  - Explore ideas to bring music into the Market on a regular basis
5. Hold 2 special marketing promotions per year to survey customers to gauge success of current Farmers' Market advertising
  - Develop a plan to hold a Spring Customer Survey for Earth Day on April 25, 2015.



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## MEMO

To: Downtown Development Authority  
From: Noeleen Foster, Downtown Farmers' Market Manager  
Regarding: March 2015 Downtown Farmers' Market Manager Report  
Date: April 10, 2015

---

### **Manager Goals and Progress Report**

1. Increase the number of local farmers selling at the Market
  - Continue researching, contacting and inviting local farmers to join our Market.
2. Increase the variety of foods available for purchase at the Market
  - Clemente's Wood Fired Pizza is a new vendor who makes fresh pizza in a brick wood fired oven inside a converted trolley. He uses fresh market vegetables for his roasted veggie pizza. (well worth a trip to the Market).
  - Tropical Delight is a new vendor who specializes in a wide variety of dried fruit & nuts trail mixes, and snacks
3. Increase the number of vendors selling wholesale produce at the Market
  - Continue visiting other area Markets inviting wholesalers to participate in our Market.
4. Increase the customer base at the Market
  - The current Vendor list has been updated and is available to use for advertising and promotion.
  - Continue to encourage local musicians to play for tips
  - Explore alternative ways to bring music into the Market on a regular basis
5. Hold 2 special marketing promotions per year to survey customers to gauge success of current Farmers' Market advertising
  - Develop the plan to hold a Spring Customer Survey for Earth Day on April 25, 2015.

# QUARTERLY ONLINE RESULTS FOR DAYTONA BEACH DDA

Presented by GOLD • Thursday, April 23, 2015

## Introduction

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

## Website Results

- **UNIQUE VISITATION (SESSIONS)**
  - Q2 (2013-14): 13,470
  - Q1 (2014-15): 10,778
  - Q2 (2014-15): 15,494
  - Quarterly change: +44%
- **TOTAL HITS (PAGEVIEWS)**
  - Q2 (2013-14): 35,040
  - Q1 (2014-15): 25,860
  - Q2 (2014-15): 35,654
  - Quarterly change: +38%

NOTE: As website visitation was down prior to this past quarter, GOLD adjusted the Facebook advertising campaign to maximize web traffic. The success of this effort is evident in the substantially improved visitation and hits results for Quarter 2.

- **TOP PAGES Q2 (2013-14)**
  1. Home Page
  2. Farmers' Market
  3. Front Porch Friday Festival
  4. Shops Directory (*listings*)
  5. Shopping
- **TOP PAGES Q2 (2014-15)**
  1. Home Page
  2. Farmers' Market
  3. Shopping
  4. Shops Directory (*listings*)
  5. Restaurant Directory (*listings*)
- **TOP PAGES Q1 (2014-15)**
  1. Home Page
  2. Farmers' Market
  2. Shopping
  3. Shops Directory (*listings*)
  5. Restaurant Directory (*listings*)

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

# QUARTERLY ONLINE RESULTS FOR DAYTONA BEACH DDA

Presented by GOLD • Thursday, April 23, 2015

## Website Results (*Continued*)

- **TOP SOURCES — Q2 (2013-14)**
  1. Organic Search (*Google*)
  2. Direct Visits (*to site URL*)
  3. Referrals (*links*)
  4. Social Media (*Facebook*)
- **TOP SOURCES — Q2 (2014-15)**
  1. Organic Search (*Google*)
  2. Direct Visits (*to site URL*)
  3. Referrals (*links*)
  4. Social Media (*Facebook*)
- **TOP SOURCES — Q1 (2014-15)**
  1. Organic Search (*Google*)
  2. Referrals (*Links*)
  3. Direct Visits (*to site URL*)
  4. Social Media (*Facebook*)

SOURCE: Google Analytics.

NOTE: 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 — Q2 (2013-14)**
  1. CODB.us (*City site*)
  2. DaytonaBeach.com (*CVB site*)
  3. See-DaytonaBeach.com (*See Mag.*)
  4. Facebook.com (*FB main site*)
  5. m.Facebook.com (*FB mobile site*)
- **TOP REFERRERS — Q2 (2014-15)**
  1. DaytonaBeach.com (*CVB site*)
  2. CODB.us (*City site*)
  3. Doubleclick (*Google Network*)
  4. l.Facebook.com (*FB shared links*)
  5. Facebook.com (*FB main site*)
- **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.*)

SOURCE: Google Analytics.

NOTE: 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.

# QUARTERLY ONLINE RESULTS FOR DAYTONA BEACH DDA

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## Facebook Page

- **FANS/FRIENDS (LIKES)**
  - Q2 (2013-14): 4,746
  - Q1: (2014-15): 7,418
  - **Q2: (2014-15): 7,749**
  - Year-over-year change: +63%
- **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.

**NOTE:** 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**
  - Q2 (2013-14): 704,800
  - Q1 (2014-15): 447,915
  - **Q2 (2014-15): 1,588,233**
  - Year-over-year change: +125%
- **CLICKS**
  - Q2 (2013-14): 4,301
  - Q1 (2013-14): 3,548
  - **Q2 (2014-15): 4,597**
  - Year-over-year change: +7%
- **DEMOGRAPHICS**: Across the quarters, the persons who clicked on the ads the most were consistently women aged 45 and older. In Q2 2014-2015, the top three demographic groups (*with similar numbers of ad clicks*) were:
  1. Women 65+;
  2. Women 55-64; and
  3. Women 45-54.

**NOTE:** An increase in the social media spend would increase the impressions and clicks. This should be considered in the 2015-2016 budget.

**SOURCE:** Facebook.

# QUARTERLY ONLINE RESULTS FOR DAYTONA BEACH DDA

Presented by GOLD • Thursday, April 23, 2015

## Google AdWords

- **IMPRESSIONS**
  - Q2 (2013-14): 578,559
  - Q1 (2014-15): 376,863
  - **Q2 (2014-15): 472,528**
  - Quarterly change: +13.5%
- **CLICKS**
  - Q2 (2013-14): 3,247
  - Q1 (2014-15): 3,579
  - **Q2 (2014-15): 3,573**
  - Year-over-year change: +10%
- **TOP KEYWORDS — Q2 (2013-14)**
  1. Daytona
  2. Daytona Beach
  3. Daytona Beach FL
  4. Things to do in Daytona
  5. Events Daytona
- **TOP KEYWORDS — Q2 (2014-15)**
  1. Daytona Beach schedule (*events*)
  2. Daytona
  3. Events Daytona Beach
  4. Daytona Beach
  5. Daytona Beach FL
- **TOP KEYWORDS — Q1 (2014-15)**
  1. Daytona
  2. Daytona Beach FL
  3. Daytona Beach
  4. Events Daytona Beach
  5. Things to do in Daytona
- **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.

NOTE: The AdWords campaign continues to be productive, with a very reasonable average cost per click of \$0.32.

## E-Newsletter

- **CLICKS (QUARTER TOTAL)**
  - Q2 (2013-14): 61
  - Q1: (2014-15): 141
  - **Q2: (2014-15): 128**
  - Year-over-year change: +110%
- **OPEN RATE (AVERAGE)**
  - Q2 (2013-14): 24.1%
  - Q1: (2014-15): 25.25%
  - **Q2: (2014-15): 28.4%**
  - Year-over-year change: +18%
- **SUBSCRIBERS (END OF QUARTER)**
  - Q2 (2013-14): 1,427
  - Q1: (2014-15): 1,499
  - **Q2: (2014-15): 1,705**
  - Year-over-year change: +19.5%

SOURCE: iContact.

NOTE: The new e-newsletter design created pro bono by GOLD helped to increase what was previously a flat level of subscribers and users.

*Page 4 of 4*



# THE CITY OF DAYTONA BEACH

## REDEVELOPMENT DIVISION

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

### MEMORANDUM

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DATE: April 24, 2015

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Farmers' Market SNAP Program

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At the direction of the DDA, staff is evaluating the feasibility of accepting SNAP (Supplemental Nutrition Assistance Program) at the Farmers' Market. Last weekend, Noeleen Foster, Farmers' Market Manager surveyed the level of interest from the vendors willing to participate in this program. The survey results are attached.

Staff also met with the City's Finance Department to develop the procedures how the SNAP program would function within the DDA / City's accounting system. The following is a basic outline for how program is expected to work at the Farmers' Market and function within the City's accounting system.

- SNAP beneficiaries will swipe their EBT card at the Farmers' Market Information Tent and will receive tokens to purchase eligible food items at vendors selling eligible food items.
- Vendors will accept tokens for the purchase of eligible food items.
- Vendors will return the tokens and required SNAP sales reports at the end of the market day to Market Manager for a receipt of total value collected.
- On average, within two weeks, the DDA / City of Daytona Beach will issue a check to the Farmers' Market vendor for reimbursement of food items sold through SNAP.
- At the end of the year, the DDA / City of Daytona Beach will issue a 1099 to the vendor.

There appears to be sufficient interest from produce and other food vendors to continue efforts to implement the SNAP program at the Farmers' Market. Staff is requesting a discussion and direction from the DDA before proceeding with further program analysis.



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## MEMO

To: Downtown Development Authority  
From: Noeleen Foster, Downtown Farmers' Market Manager  
Regarding: SNAP Feasibility - Vendor Participation Interest Survey  
Date: April 20, 2015

---

In order to evaluate the feasibility of accepting SNAP/EBT at the Farmers' Market, the DDA requested the Market Manager survey the level of vendor interest to participate. After explaining the basic outline of how the program would work with City Hall Finance and the approximate 2 week payment turn around, the following is how relevant vendors responded.

1. No Tropical Delights - dried fruit, nuts and trail mixes
2. Yes Fish Chic Seafood - fresh and prepared seafood
3. Yes Delicious Gourmet Dip - different spice mixes
4. Yes Pop's Kettle Corn - fresh popcorn
5. Yes Tomezins - farmer
6. Yes Happy Go Lucky - fresh granola bars and hummus
7. Yes Ocie's - homemade jams, jellies and assorted condiments
8. Yes Fresh Harvest Hydroponics - fresh local produce
9. No Toga - citrus
10. Yes Edwards Grocery - discount prepackaged grocery
11. No Dale's - produce
12. Yes Gert's - organic produce and smoked foods
13. Yes Macker Seafood - fresh local seafood
14. Yes Shoots & Sprouts - fresh spices
15. No Willoughby's - fresh local retail producer
16. No Keeping It Simple - fresh baked bread, cookies and cakes
17. Yes Herbert's Bakery - fresh baked bread, cookies and cakes
18. No The Peanut Man - spiced boiled peanuts
19. Yes Sam & Shannon - Farmer
20. No Produce One - Produce Retailer
21. Yes Brothers – Produce Retailer



# The CITY OF DAYTONA BEACH

"THE WORLD'S MOST FAMOUS BEACH"

Cultural Services Division

April 22, 2014

Jake Niceley, Assistant Professor, MA  
Assistant Chair, Music Production Technology  
Daytona State College  
221 North Beach Street  
Daytona Beach, FL 32114

**RECEIVED**

APR 23 2015

City of Daytona Beach  
REDEVELOPMENT

Dear Professor Niceley,

It is with sincere regret that I write this apology to you for the problems encountered with your event at Riverfront Park on Saturday April 11. The City and the Cultural Services Division try very hard to assist event producers to have a great experience with our staff and services while preparing for and during community events and activities. It seems this time we failed and for that I apologize.

On Thursday, December 11 I was informed that you agreed with Allan Brewer to allow him and his staff to setup a 20X40 tent and any other tent that did not block your stage. I was informed that you were told by Mr. Brewer that your students could use these empty tents to set-up there materials. It seems that Mr. Brewer and his staff took advantage of your decision and opted to add additional tents to their venue and then had sponsor cars delivered and parked under the tents your students were supposed to be able to use.

Additionally, the arrangements to set up tents included closing the Magnolia Bridge to cars was not discussed with you and therefore interfered with your musicians being able to unload their equipment until we had Traffic open the street. Mr. Brewer and his staff were supposed to be done with their setup prior to your event so that it did not interfere. Unfortunately, this did not occur and my assistant Terri Montgomery tried to work with the situation but I am sure it was not to your satisfaction as it wouldn't have been to mine.

I am refunding the rental fees to the Downtown Development Authority for the big inconvenience you experienced during your event. I will be adding additional charges to the Art of the Automobile bill as they set-up during your event. This should not have happened and we are taking steps to insure that we do not book big events adjacent to one another.

I sincerely hope that you will consider utilizing our parks for your future events. If you have any questions or comments, please feel free to contact me at (386) 671-8252.

Sincerely,

Helen S Riger, APR, CPRC  
Cultural Services Administrator

✓ cc: Robert Abraham, Chairman Downtown Development Authority



# The CITY OF DAYTONA BEACH

— "THE WORLD'S MOST FAMOUS BEACH" —

Cultural Services Division

April 22, 2014

Mr. Allan Brewer  
250 S. Beach Street  
Daytona Beach, FL 32114

Re: Art of the Automobile

Dear Mr. Brewer:

As you know the Cultural Services Division tried very hard to assist you in finding a date and working out your set-up plan for the Art of the Automobile with Jake Niceley, Assistant Professor at Daytona State College. Professor Niceley was planning the Futuresfest music fundraising event Saturday, April 11 from 11 a.m.-9 p.m. and he agreed in December to allow you and your staff to setup for your Sunday, April 12 event a 20X40 tent and any other tent that did not block his stage. You informed him that the students could use these empty tents to set-up their materials.

On March 17, 2015 you met with City staff to go your plan for the Art of the Automobile. At that time we were lead to believe your set-up was on track to occur starting on Friday and would be done prior to the start of Futuresfest and we discussed the closing of the Magnolia Bridge at 1 pm. Early in the week of your event you contact Ms. Montgomery to request permission to deliver vehicles from the AutoMall to the park on Saturday morning prior to the start of their event which she granted. However, rather than completing your setup and the delivery of the cars prior to the start of Futuresfest, you had vehicles delivered, and placed under the tents you told Mr. Niceley the students could use, for three and half hours during the Futuresfest event. This is unacceptable! You clearly took advantage of the situation and disrupted the Futuresfest in a major way.

Additionally, the arrangements to set up the tent, which included closing the Magnolia Bridge to cars, was not discussed with Mr. Nicely and therefore it interfered with his musicians being able to unload their equipment until the City re-opened the street. This also created confusion and a hardship for the Futuresfest performers.

Attached to this letter is an additional bill containing charges for the Friday set-up and the Saturday set-up that you did during the Futuresfest event. We are taking steps here internally to make sure we do not book big events adjacent to one another as we cannot have something like this occur again.

If you have any questions or comments, please feel free to contact me at (386) 671-8252.

Sincerely,

Helen S Riger, APR, CPRC  
Cultural Services Administrator

✓ cc: Robert Abraham, Chairman Downtown Development Authority

**RECEIVED**

APR 22 2015 *mmc*

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