



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

Robert Abraham  
*Chairman*  
Kelly White  
*Commissioner*  
Sheryl A. Cook  
Joseph H. Hopkins  
Tammy M. Kozinski

## AGENDA

Tuesday, October 20, 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: September 23, 2015**
4. **Public Comments**
5. **DDA Monthly Financial Report (FY2014/15)**
6. **Farmers' Market Manager Report**
7. **Riverfront Shops of Daytona Beach Quarterly Report**
8. **Downtown Event Schedule Change**
9. **Discussion: Downtown Merchant Participation or Association**
10. **Board Comments**
11. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
REGULAR MEETING  
Tuesday, September 23, 2015**

The regular meeting of the Downtown Development Authority was held Tuesday, September 23, 2015, at 4:00 p.m. in Conference Room 149B, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

**Board Members Present**

Mr. Robert Abraham, Chairman  
Mr. Joseph H. Hopkins  
Ms. Tammy Kozinski

**Board Members Absent**

Ms. Sheryl Cook, Vice Chair  
Ms. Kelly White

**Staff Members Present**

Mr. Jason Jeffries, Redevelopment Project Manager  
Mr. Robert Jagger, Deputy City Attorney  
Becky Groom, Board Secretary

**1. Call to Order**

Mr. Abraham called the meeting to order at 4:05 p.m.

**2. Roll Call**

Roll was called and members were noted present as stated above.

**Board Action:**

A motion was made by Ms. Kozinski, seconded by Mr. Hopkins, to excuse Ms. White and Ms. Cook from the September 23, 2015 meeting. The motion carried unanimously (3-0).

**3. Approval of Minutes:**

Minutes of Joint Workshop: August 13, 2015

**Board Action:**

Mr. Hopkins made a motion to approve the minutes of the Joint Workshop of August 13, 2015. Ms. Kozinski seconded the motion and it was approved unanimously (3-0).

Minutes of Regular Meeting: August 18, 2015

**Board Action:**

Ms. Kozinski made a motion to approve the minutes of the Regular Meeting of August 18, 2015. Mr. Hopkins seconded the motion and it was approved unanimously (3-0).

**4. Public Comments**

There were no public comments.

**5. DDA Monthly Financial Report**

Mr. Jeffries presented the Financial Report which was included on Page 13 of the packet. The expenses that were requested to be paid by the CRA were reflected in this month's financial statement. Mr. Jeffries stated the DDA budget was under budget but the final figures would not be available until sometime in October.

**6. Farmers' Market Manager Report**

Mr. Jeffries stated he had not received the monthly report from Ms. Foster.

Mr. Hopkins stated he attends the Farmers' Market weekly, and he had not seen an active presence of Ms. Foster at the Farmers' Market. Ms. Kozinski stated she had not seen Ms. Foster either.

Mr. Hopkins stated Perrine's had been secured as a vendor at the Farmers' Market but another vendor had expressed concern about the competition.

**7. Gold & Associates Annual Service Contract**

Mr. Jeffries presented the proposed Scope of Services which was included on Page 16 of the packet. Mr. Jeffries stated this was the final year for the contract with Gold & Associates. Mr. Jeffries stated it was proposed that the Marketing Intern will handle the updates to the website, which was something Gold currently taken care of. He stated Gold & Associates would still provide the copy but the actual updates would be done by the Marketing Intern.

**Public Comments:**

Daniel Harshaw, 100 South Beach Street, expressed concern about the cost of the proposed contract.

Mr. Jeffries stated Gold's services were for the DDA's website and not for individual businesses.

Mr. Abraham stated Gold & Associates had always exceeded the amount of hours they spend on the DDA and had not charged the DDA for the additional services.

Al Smith, BullsEye Marketing, asked if the proposed \$3,200 per month contract includes media buys. Mr. Jeffries stated it did not. Mr. Smith expressed concern that this one contract was about 40% of the DDA budget. Mr. Smith stated he was concerned that a lot was spent to get a message out to the public instead of spending the money on a vehicle to actually provide the message.

Ms. Kozinski stated the DDA had never paid Gold & Associates more than the contracted amount. The DDA had asked Gold & Associates to do additional work but had not paid them any additional funds.

Mr. Jeffries stated a specific Scope of Services would be provided to the DDA in January so that an RFP could be prepared for marketing services.

**Board Action:**

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the proposed Scope of Services with Gold & Associates, as outlined in the staff report. The motion carried unanimously (3-0).

A motion was made by Ms. Kozinski, seconded by Mr. Hopkins, to approve the expense of \$34,000 for Gold & Associates for FY-2015-16, as presented in the staff report. The motion carried unanimously (3-0).

**8. DDA Casual Employee**

Mr. Jeffries presented the proposed job description for a casual employee who would be responsible for updating the business listing directory and maintaining the email communications with downtown businesses. Mr. Jeffries stated the individual would also be responsible for updating the website.

Mr. Hopkins expressed concern about instability in such a position and stated it was difficult to maintain consistency with part-time employees. Mr. Hopkins stated a task list should be developed so the employee would know what was expected.

Mr. Jeffries stated the list of duties would be provided to the DDA at the next meeting.

**Board Action:**

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the proposed job description for the casual worker, subject to any revisions that may need to be made by Human Resources, as outlined in the staff report. The motion carried unanimously (3-0).

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

Mr. Jeffries presented the staff report which was included as part of the packet. Mr. Jeffries stated he is proposing a three month contract only and was hoping the casual worker will be able to provide the website maintenance which was currently being provided by InFocus.

**Board Action:**

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve a contract with InFocus Media Group for three months at the rate of \$125 per month for the first quarter of the 2015-16 fiscal year. The motion carried unanimously (3-0).

10. **Riverfront Shops of Daytona Beach Campaign – FY2015/16**

a. **FY2015/16 Brighthouse Advertising**

Mr. Jeffries presented the staff report which was included on Page 21 of the packet. Mr. Jeffries stated he had not received approval from the City Manager for the CRA requested funds so he was asking that this contract be approved only for the first quarter. He stated once he received authorization from the City Manager, he would request the additional amount for Brighthouse.

**Board Action:**

A motion was made by Ms. Kozinski, seconded by Mr. Hopkins, to approve an expenditure of \$3,600 for Bright House for the first quarter advertising for promotion of the Riverfront Shops, in accordance with the staff report as presented. The motion carried unanimously (3-0).

b. **Beach Channel Advertising**

Mr. Jeffries stated \$1,800 was requested for advertising to promote the Riverfront Shops on the Beach Channel during the next 12 months.

**Board Action:**

A motion was made by Ms. Kozinski, seconded by Mr. Hopkins, to approve an expenditure of \$1,800 for advertising to promote the Riverfront Shops on the Beach Channel during the next 12 months, as outlined in the staff report. The motion carried unanimously (3-0).

c. **Online and Social Media Advertising**

Mr. Jeffries stated he was requesting \$4,500 for the annual budget for ad-word clicks on Google search engine to drive customers to the Riverfront Shops website.

**Board Action:**

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve \$4,500 as the annual budget for ad-word clicks on Google search engine to drive customers to the Riverfront Shops website, as outlined in the staff report. The motion carried unanimously (3-0).

d. **iContact Email Service Fee**

Mr. Jeffries requested \$1,310 for the annual Technical Services budget to maintain the customer email list and send e-newsletters to those on that list.

**Board Action:**

A motion was made by Ms. Kozinski, seconded by Mr. Hopkins, to approve the expenses for the annual Technical Services budget in the amount of \$1,310 in order to maintain the customer email list and send e-newsletters to those on that list in the amount of \$1,310 annually, as outlined in the staff report. The motion carried unanimously (3-0).

e. **Print Materials**

Mr. Jeffries requested \$1,000 from the Supply budget in order to print the kiosk event posters for FY2015-16. Mr. Jeffries stated he was suggesting that the palm cards be eliminated this year.

**Board Action:**

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve \$1,000 from the FY2015-16 supply budget for the expenses of printing the kiosk event posters, as outlined in the staff report. The motion carried unanimously (3-0).

Mr. Abraham stated Captain Newcomb was in attendance at the meeting at the request of the DDA. Captain Newcomb stated there were currently 32 vacant positions in the Police Department but there were currently 17 officers in training. Captain Newcomb stated the Department had been working on the homeless issue and was working to remove benches in the downtown area to help deter the individuals from coming into the area. Captain Newcomb stated he had met with two businesses in downtown that had been feeding the homeless and urged them to stop the feedings. He stated electricity was turned off in the pavilions when the facilities were not rented to discourage the homeless from being at those sites.

Ms. Kozinski expressed concern about the increase in prostitution in the downtown area.

Mr. Hopkins asked if the bicycle patrols were being used.

Captain Newcomb stated bicycle patrols were only used on the boardwalk at this time.

**Recess:** There was a break in the meeting at 5:12 p.m. and the meeting reconvened at 5:42 p.m.

**11. Downtown Event Change**

Mr. Jeffries stated he had included as part of the packet, an email from Bullseye stating they would not be putting on the Craft Beer & BBQ festival.

Al Smith, Bullseye, stated S. R. Perrott had elected to support the Blues Fest so Bullseye would be unable to put on the Craft Beer and BBQ festival due to funding.

Mr. Smith stated he felt there was a need for a Spring Festival of the Arts but that would involve the hiring of a full-time person to coordinate such an event.

Mr. Harshaw suggested having a wine festival during the holidays. He stated the wine festival was a successful event and stated similar events could be held more often.

**12. Farmers' Market Advertising Campaign - FY-2015/16**

Mr. Jeffries presented the staff report which was included as part of the packet.

**Board Action:**

A motion was made by Ms. Kozinski, seconded by Mr. Hopkins, to approve the Farmers' Market advertising campaign for FY-2015-16, to include \$3,995 for 12 months of advertising on WNDB on the weekend update; \$600 for annual advertising on the Hilton's Concierge Map; \$615 for annual advertising in resort maps; and \$2,000 for the annual budget for print and online advertising with the News Journal Corp., in accordance with the staff report. The motion carried unanimously (3-0).

Mr. Jagger left the meeting at 5:45 p.m.

**13. Discussion: Farmers' Market SNAP Program Update**

Mr. Jeffries stated he did not have an update to provide on this project at this time.

**14. Discussion: Downtown Board Priorities**

Mr. Jeffries stated revisions were made to the priorities as a result of the discussions at the Redevelopment Board meeting.

Mr. Jeffries discussed implementation of parking meters and noted the Redevelopment Board supported the installation of parking meters from Orange Avenue to Bay.

Ms. Kozinski stated she supports the suggestion that was made at the Redevelopment Board meeting that employees' cars have stickers on them so they can be identified and then asked to move their cars from Beach Street parking spaces.

15. **Discussion: Rediscover US1 Campaign Update**

Mr. Jeffries presented the report which was included as part of the packet. He stated a similar event was held in the spring and at that time, more restaurant participation was proposed. He stated the event would be proposed as a restaurant event and a portion of the proceeds would be donated to "Food Brings Hope."

16. **Board Comments**

Mr. Abraham stated the next meeting was October 27 and he may be out of town when that meeting was held.

There was discussion about the November and December meetings and it was agreed to discuss the meeting dates at the October meeting.

10. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 6:20 p.m.

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Robert Abraham, Chairman

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Becky Groom  
Board Secretary



# THE CITY OF DAYTONA BEACH

## REDEVELOPMENT DIVISION

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 DAYTONA BEACH, FLORIDA 32115-2451  
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### MEMORANDUM

DATE: October 16, 2015

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Monthly Financial Report

The following is the DDA financial report for the 2014/15 Fiscal Year with expenditures projected through September 30, 2015.

The Contract Services line item is projected to be overspent. Staff is requesting a budget transfer of \$100 from the Co-op Marketing line item (revised appropriation: \$23,150) to the Contract Service line item (revised appropriation: \$1,100).

### BUDGET STATUS

#### General Activities

Line Item	Appropriation	Spent to Date As of 9/30/15	Balance	Projection
Contract Services	\$ 1,000	\$ 988.29	\$ 11.71	1,078.13
Supplies	\$ 2,020	\$ 1,768.71	\$ 251.29	1,768.71
Care and Subsistence	\$ 300	\$ 282.43	\$ 17.57	282.43
Professional Memberships	\$ 450	\$ 420.00	\$ 30.00	420.00
Technical Services	\$ 4,450	\$ 4,440.57	\$ 9.43	4,440.57
Professional Services	\$ 38,400	\$ 38,400.00	\$ -	38,400.00
Co-op Marketing	\$ 23,250	\$ 21,302.00	\$ 1,948.00	21,302.00
Downtown Marketing	\$ 14,000	\$ 13,090.12	\$ 909.88	13,090.12
Downtown Events	\$ 30,500	\$ 28,643.24	\$ 1,856.76	28,643.24
Total	\$ 114,370	\$ 109,335.36	\$ 5,034.64	\$ 109,425

#### Notes:

Note: Appropriations reflect budget transfers approved at January 27, 2015 and June 23, 2015 meetings.

## Farmers' Market Activities

Revenues	Projection	Received to Date As of 9/30/15		Balance	Projected Revenues
Vendor Revenue	\$ 35,750	\$ 26,727.00		\$ 9,023.00	26,727.00
Market Booth Sales	\$ 1,200	\$ -		\$ 1,200.00	-
Total	<b>\$ 36,950</b>	<b>\$ 26,727.00</b>		<b>\$ 10,223.00</b>	<b>\$ 26,727.00</b>

Expenses	Appropriation	Spent to Date As of 9/30/15		Balance	Projected Expenses
Market Manager	\$ 16,000	\$ 13,755.00		\$ 2,245.00	16,255
Supplies	\$ 500	\$ 395.55		\$ 104.45	615
Liability Insurance	\$ 1,250	\$ 1,088.56		\$ 161.44	1,089
City Fees	\$ 1,500	\$ 1,500.00		\$ -	1,500
Marketing	\$ 15,200	\$ 7,434.00		\$ 7,766.00	7,434
Market Events	\$ 1,500	\$ -		\$ 1,500.00	-
Booth Merchandise	\$ 1,000	\$ -		\$ 1,000.00	-
Total	<b>\$ 36,950</b>	<b>\$ 24,173.11</b>		<b>\$ 12,776.89</b>	<b>\$ 26,892.49</b>

<b>Profit/Loss</b>	<b>\$</b>	<b>2,553.89</b>	<b>\$</b>	<b>(165.49)</b>
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The Market Manager and Supplies line items are projected to be overspent based on recent expenses submitted by the Market Manager. Staff is requesting a budget transfer of \$500 from the Market Events line item (revised appropriation: \$1,000) to increase the Market Manager line item by \$300 (revised appropriation: \$16,300) and the Supplies line item by \$200 (revised appropriation: \$700).

### Farmers' Market Revenue Comparison

	2011/12		2012/13		2013/14		2014/15		%
	Revenue	# Spaces	Increase						
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	\$ 2,420	55	\$ 2,680	58	\$ 2,678	59	\$ 2,456	54	-8.3%
February	\$ 2,464	56	\$ 2,604	57	\$ 2,396	53	\$ 2,439	53	1.8%
March	\$ 2,552	58	\$ 2,754	58	\$ 2,691	60	\$ 2,322	52	-13.7%
April	\$ 2,585	59	\$ 2,883	63	\$ 2,586	58	\$ 2,306	52	-10.8%
May	\$ 2,424	55	\$ 2,840	62	\$ 2,646	59	\$ 2,247	50	-15.1%
June	\$ 2,312	49	\$ 2,751	57	\$ 2,179	48	\$ 2,307	51	5.9%
July	\$ 2,224	53	\$ 2,173	49	\$ 1,946	49	\$ 2,086	52	7.2%
August	\$ 2,229	52	\$ 2,353	48	\$ 1,832	48	\$ 2,087	53	13.9%
September	\$ 2,394	56	\$ 2,299	47	\$ 1,873	45	\$ 2,117	52	13.0%
Total	\$ 21,604		\$ 30,912		\$ 29,355		\$ 26,949		-6.2%

## Downtown Events

Revenues	Projection	Received to Date As of 9/30/15		Balance
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>

Expenses	Appropriation	Spent to Date As of 9/30/15		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	\$ 2.69		\$ 1,097.31
Total	<b>\$ 13,700</b>	<b>\$ 2,080.69</b>		<b>\$ 11,619.31</b>

<b>Profit/Loss</b>	<b>\$ (2,080.69)</b>
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## MEMO

To: Jason Jeffries, Downtown Redevelopment Project Manager

From: Noeleen Foster, Downtown Farmers' Market Manager

Regarding: August 2015 Downtown Farmers' Market Manager Report

Date: October 9, 2015

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### Manager Goals and Progress Report

1. Increase the number of local farmers selling at the Market
  - Continue inviting and visiting local farmers and Markets to make personal connections with other Farmers and vendors to encourage their participation.
2. Increase the variety of food/products available for purchase at the Market
  - Bertha Bakes is a new vendor to the Market and provides (according to my Mother) the best blueberry pie ever, as well as a great variety of pies and breads for Market customers.
  - Continue to welcome vendors experimenting with new items thereby expanding Market products.
3. Increase the number of vendors selling wholesale produce at the Market
  - Perrine's Produce has expanded into the Market and was very well received.
  - Encouraging new wholesale vendors to join our Market has been temporarily suspended in order to gauge how Perrine's entry affects the customer base and overall Market viability. The summer customer base has been spread very thin resulting in the possibility that it's not worth while for current wholesale produce vendors to continue.
4. Increase the customer base at the Market
  - The current Vendor list has been updated and is available to use for advertising and promotion.
  - Create a food court area next to the water to encourage customers to linger and meet friends.
  - Continue to implement plan to bring EBT to the Market
5. Hold two special marketing promotions per year to survey customers to gage success of current Farmers' Market advertising
  - The Fall Customer Survey is scheduled to be conducted December 5, 2015 in order to capture the winter residents.

## MEMO

To: Jason Jeffries, Downtown Redevelopment Project Manager

From: Noeleen Foster, Downtown Farmers' Market Manager

Regarding: September 2015 Downtown Farmers' Market Manager Report

Date: October 12, 2015

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### Manager Goals and Progress Report

1. Increase the number of local farmers selling at the Market
  - Continue inviting local producers into the Market. Possible new local farmers coming into the Market are gauging their decisions based on crop viability. This, according to all reports has been a tremendous struggle because of the intermittent rain storms washing out new plantings.
  - A positive connection has been established with a new hydroponic farmer out of Ocala who is interested in becoming a vendor depending on crop availability.
  - Continue visiting local Markets to make personal connections with other Farmers and vendors to encourage their participation.
2. Increase the variety of food/products available for purchase at the Market
  - Haw Creek Honey is a local honey farmer (with 400 hives) and has become a new vendor in the Market. An immediate welcome was evident from a lot of enthusiastic customers who are happy that raw honey is now available.
  - A fresh olive and pickles vendor is considering participating in the Market.
  - The Kale Cafe and Toga Citrus are planning to return to the Market in October.
  - Continue to welcome vendors experimenting with new items thereby expanding Market products.
3. Increase the number of vendors selling wholesale produce at the Market
  - Perrine's Produce and is ready to accept EBT in the Market if an internet hook up can be provided. Mr. Jeffries is reviewing possible costs.
  - Request DDA Board direction regarding the temporary suspension of inviting new wholesale vendors to join the Market. The produce vendors in the Market have filled out with the end of summer return of Sam & Shannon and Huck Tomezin, two farmers who are long time regular vendors. With the Fall Season starting to kick in due to returning northerners - the Market is in good shape and gathering momentum.

4. Increase the customer base at the Market
  - The current Vendor list has been updated and is available to use for advertising and promotion.
  - Create a food court area next to the water to encourage customers to linger and meet friends. Kale Cafe returning to the Market will be a great opportunity to kick this off with a little reorganizing of the food vendors.
  
5. Hold two special marketing promotions per year to survey customers to gage success of current Farmers' Market advertising
  - The Fall Customer Survey is scheduled to be conducted December 5, 2015 in order to capture the winter residents.

# QUARTERLY ONLINE RESULTS FOR DAYTONA BEACH DDA

Presented by GOLD • Wednesday, October 14, 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 (*July-September 2015*) are compared to the previous quarter and also the final quarter of 2013-2014.

**PLEASE NOTE:** *Ongoing site updates, SEO, and maintenance (including the calendar of events) are not handled by GOLD.*

## Website Results

- **SESSIONS (VISITS)**
  - Q4 (2013-14): 12,993
  - Q3 (2014-15): 15,276
  - **Q4 (2014-15): 14,307**
  - Year-over-year change: +10%
- **PAGEVIEWS**
  - Q4 (2013-14): 35,516
  - Q3 (2014-15): 33,337
  - **Q4 (2014-15): 29,443**
  - Year-over-year change: -17%

SOURCE: Google Analytics.

NOTE: The site continued the year-over-year increase in clicks seen in the past several quarters. This demonstrates the ongoing success of the marketing campaign in attracting visitors to the site. The decrease in pageviews indicates that visitors know what they are looking for, as much of the site traffic is from repeat visitors. A new website, which is planned, as well as improved site updating and maintenance will encourage increases in pageviews.

- **TOP PAGES Q3 (2013-14)**
  1. Home Page
  2. Farmers' Market
  2. Shopping
  3. Shops Directory (*listings*)
  5. Restaurant Directory (*listings*)
- **TOP PAGES Q4 (2014-15)**
  1. Home Page
  2. Farmers' Market
  3. Shops Directory (*listings*)
  4. Restaurant Directory (*listings*)
  5. Shopping
- **TOP PAGES Q3 (2014-15)**
  1. Home Page
  2. Farmers' Market
  3. Shops Directory (*listings*)
  4. Shopping
  5. Restaurant Directory (*listings*)

SOURCE: Google Analytics.

NOTE: The top pages have been fairly consistent for some time, which indicates that these topics are the most important to the merchants' customers and prospects.

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# QUARTERLY ONLINE RESULTS FOR DAYTONA BEACH DDA

Presented by GOLD • Wednesday, October 14, 2015

## Website Results (*Continued*)

- **TOP SOURCES — Q4 (2013-14)**
  1. Organic Search (*Google*)
  2. Direct Visits (*to site URL*)
  3. Referrals (*links*)
  4. Social Media (*Facebook*)
- **TOP SOURCES — Q4 (2014-15)**
  1. Organic Search (*Google*)
  2. Direct Visits (*to site URL*)
  3. Social Media (*Facebook*)
  4. Referrals (*links*)
- **TOP SOURCES — Q3 (2014-15)**
  1. Organic Search (*Google*)
  2. Direct Visits (*to site URL*)
  3. Referrals (*links*)
  4. Social Media (*Facebook*)

SOURCE: *Google Analytics.*

NOTE: The results for Q4 continue the same trend seen previously: Search engine results consistently outpace other traffic sources. Ninety percent of search engine traffic originates from Google. (*Please see the next section for AdWords statistics.*)

- **TOP REFERRERS — Q4 (2013-14)**
  1. CODB.us (*City site*)
  2. DaytonaBeach.com (*CVB site*)
  3. Doubleclick (*Google Network*)
  4. CivicPlus.com (*City site CMS*)
  5. See-DaytonaBeach.com (*See Mag.*)
- **TOP REFERRERS — Q4 (2014-15)**
  1. m.Facebook.com (*FB mobile*)
  2. DaytonaBeach.com (*CVB site*)
  3. lm.Facebook.com (*FB mobile links*)
  4. DoubleClick (*Google Network*)
  5. Facebook.com (*FB main site*)
- **TOP REFERRERS — Q3 (2014-15)**
  1. DaytonaBeach.com (*CVB site*)
  2. DoubleClick (*Google Network*)
  3. CODB.us (*City site*)
  4. l.Facebook.com (*FB shared links*)
  5. Facebook.com (*FB main site*)

SOURCE: *Google Analytics.*

NOTE: The continued traffic from the City and CVB sites demonstrates that the DDA has been effective in partnering with them. Importantly, it should be noted that DoubleClick refers to clickthroughs from content-targeted AdWords ads appearing on the Google Display Network. AdWords search ads are not included in this metric. (*Please see the next section for AdWords statistics.*)

# QUARTERLY ONLINE RESULTS FOR DAYTONA BEACH DDA

Presented by GOLD • Wednesday, October 14, 2015

## Google AdWords

- **IMPRESSIONS**

- Q4 (2013-14): 433,628
- Q3 (2014-15): 391,043
- **Q4 (2014-15): 468,549**
- Quarterly change: +20%

- **CLICKS**

- Q4 (2013-14): 4,158
- Q3 (2014-15): 3,484
- **Q4 (2014-15): 1,816**
- Quarterly change: -48%

NOTE: A new, more frequently updated website designed with Google's latest requirements in mind is essential to increase AdWords performance. In the meantime, GOLD makes ongoing adjustments to the campaign. Please note that even as Google clicks were down in Q4, Facebook clicks (*which have a higher budget*) were up dramatically, resulting in a net gain for the quarter's online marketing efforts.

- **TOP KEYWORDS — Q4 (2013-14)**

1. Daytona Beach FL
2. Daytona
3. Daytona Beach events
4. Daytona Beach shopping
5. Events Daytona Beach FL

- **TOP KEYWORDS — Q4 (2014-15)**

1. Daytona
2. Daytona Beach
3. Things to do in Daytona Beach
4. Daytona Beaches
5. Daytona FL

- **TOP KEYWORDS — Q3 (2014-15)**

1. Daytona
2. Restaurants Daytona Beach
3. Riverfront Shops of Daytona Beach
4. Daytona Beach
5. Daytona website

SOURCE: Google AdWords.

NOTE: Like the Facebook and primary research demographics, the Google Display Network audience tended to be older (*50% were 45+*) and female (*61%*).

## Facebook Page

- **FANS/FRIENDS (LIKES)**

- Q4 (2013-14): 6,229
- Q3 (2014-15): 7,889
- **Q4 (2014-15): 8,150**
- Year-over-year change: +31%

SOURCE: Facebook.

NOTE: The majority of fans (*likes*) of the Riverfront Shops page remained predominantly women (*71%*) and older (*60% were 45+*) in Q4. The fan population of the Riverfront Shops is older than that of Facebook as a whole, but this is positive, as these somewhat older demographics typically have higher levels of income.

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# QUARTERLY ONLINE RESULTS FOR DAYTONA BEACH DDA

Presented by GOLD • Wednesday, October 14, 2015

## Facebook Advertising

- **CLICKS**
  - Q4 (2013-14): 1,321
  - **Q3 (2014-15): 3,717**
  - **Q4 (2014-15): 5,784**
  - Year-over-year change: +338%
- **IMPRESSIONS**
  - Q4 (2013-14): 1,063,239
  - Q3 (2014-15): 1,975,852
  - **Q4 (2014-15): 511,219**
  - Year-over-year change -52%

SOURCE: Facebook.

**NOTE:** Over the past quarter, the campaign was successful in increasing clicks to the website, which necessarily resulted in fewer impressions. This is because a higher clickthrough rate depletes the budget more rapidly, causing the ads to be displayed fewer times. The Facebook advertising demographics were broadly consistent with those of the page (*with the largest group being women 45+*), although younger and male audiences were represented to a somewhat higher degree.

## E-Newsletter

- **OPEN RATE (AVERAGE)**
  - Q4 (2013-14): 30%
  - Q3 (2014-15): 30.1%
  - **Q4 (2014-15): 31%**
  - Year-over-year change: +3%
- **SUBSCRIBERS (END OF QUARTER)**
  - Q4 (2013-14): 1,528
  - Q3 (2014-15): 1,708
  - **Q4 (2014-15): 2,061**
  - Year-over-year change: +35%

SOURCE: iContact.

**NOTE:** The new e-newsletter design created pro bono by GOLD continued to make a positive impact in Q4.



# 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: October 16, 2015

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: FY2015/16 Event Schedule Change

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At the July 28, 2015 meeting, the DDA approved the event schedule and advertising funding for FY2015/16. The event budget reduced the funding for the Bullseye produced Downtown events to \$9,500 for advertising and requested \$8,000 from the CRA for event permitting costs. At the direction of the DDA, staff and Bullseye have discussed revising the event schedule based on the approved budget. The discussions have included eliminating the Riverfront Festival of the Seasons (December 2015) and Riverfront Music Festival (March 2016) from the schedule due to the reduced funding.

Staff is requesting the DDA to approve the final event schedule. The following options are available:

- Revise the prioritization of advertising funding for each sponsored event based on the existing budget.
- Increase the event advertising budget and reduce Riverfront Shop branding or tourism related advertising budgets.
- Request additional funding from the Downtown CRA.
- Eliminate the Riverfront Music Festival from the schedule due to the investment needed from the DDA to produce the event.

See the following attachments:

Attachment A: Approved FY2015/16 Downtown Event Series

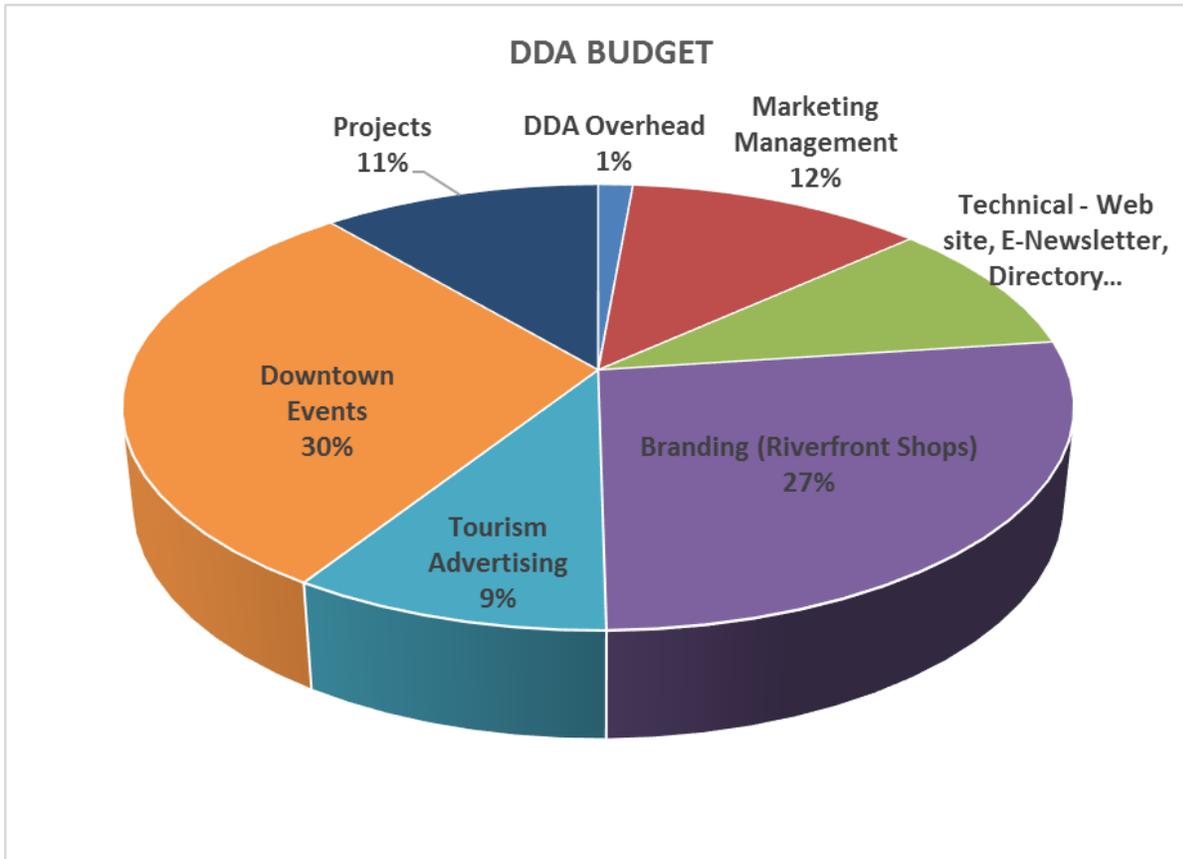
Attachment B: DDA Expenditure Chart

Attachment C: Downtown Event Funding Requests vs. Budget

**ATTACHMENT A**  
**APPROVED 2015/16 EVENT SERIES**

<b>NAME OF EVENT</b>	<b>SCHEDULED EVENT DATE(S)</b>	<b>EVENT HOURS</b>	<b>LICENSE AREA(S) TO BE USED</b>
Riverfront Fridays	4th Friday every month (Rain Date: following Saturday)	4PM – 11PM	A
Downtown Daytona Nights	Friday, April 8, 2016 Friday, May 13, 2016 Friday, June 10, 2016 Friday, July 8, 2016	4PM – 11PM	C – Street Closure
Daytona Beach Dream Cruise & Downtown Daytona Beach Craft Beer & BBQ Festival	4th Saturday in October (October 24, 2015)	9AM – 6PM	A
Halifax Art Festival	1st weekend in November (November 7 & 8, 2015)	9AM – 6PM	A & C - Street Closure
Riverfront Festival of the Seasons	1st Saturday in December (December 5, 2015)	4PM – 9PM	B & C - Sidewalk Only
Wine ‘n Chocolate Walk	2nd Saturday in February (February 13, 2016)	1PM – 6PM	C - Sidewalk Only
Riverfront Festival of the Arts	4th Saturday in March (March 26, 2016)	1PM – 9PM	A
Spirit of the Automobile	3rd Saturday in May (May 14, 2016)	9AM – 5PM	A & C - Street Closure
Island Festival	2 <sup>nd</sup> Saturday in June (June 11, 2016)	1PM – 9PM	A
Riverfront Food & Wine Walk	3rd Saturday in September (September 17, 2016)	1PM – 6PM	C -Sidewalk Only

**ATTACHMENT B**  
**DDA EXPENDITURE CHART**



Note: Chart includes the \$30,000 in funding requested from the Downtown CRA and excluded Farmers' Market expenditures.

## ATTACHMENT C

<b>2015/16 DOWNTOWN EVENTS</b>								
<b>DOWNTOWN EVENT FUNDING REQUESTS vs. BUDGET</b>								
Event	Type	When	REQUEST			PROPOSED BUDGET		
			Advertising (DDA)	Permit (CRA)	TOTAL	Advertising (DDA)	Permit (CRA)	TOTAL
<b>SIGNITURE FESTIVALS</b>		<b>PRODUCER: MOAS ART GUILD</b>						
<i>Purpose: large festivals that close Beach Street and draw 20,000-30,000 visitors; to create new impressions or reintroduce shopping district to local residents</i>								
Halifax Art Show	Juried Art Show	Sat & Sun, November 7 & 8	\$ 6,500	\$ 5,800	\$ 12,300	6,250	4,935	\$ 11,185
<b>SEASONAL EVENTS</b>		<b>PRODUCER: BULLSEYE DIRECT MARKETING</b>						
<i>Purpose: Seasonal promotions to draw local residents or tourists to Riverfront Shops during a specific season</i>								
Dream Cruise & Craft Beer & BBQ	Car Show & Food	Saturday, October 24, 2015	2,000	3,450	\$ 5,450	2,000	3,250	\$ 5,250
Riverfront Festival of the Seasons	Music Event	Saturday, December 05, 2015	<del>1,250</del>	<del>1,275</del>	<del>\$ 2,525</del>			\$
Wine & Chocolate Walk	Wine Walk	Saturday, February 13, 2016	750	300	\$ 1,050	750	125	\$ 875
Riverfront Festival of the Arts	Music & Arts Event	Saturday, March 26, 2016	<del>2,000</del>	<del>1,250</del>	<del>\$ 3,250</del>			\$
Spirit of the Auto	Classic Auto Show	Saturday, May 21, 2016	5,000	3,450	\$ 8,450	3,750	3,250	\$ 7,000
Island Festival	Music Event	Saturday, June 11, 2016	3,500	1,250	\$ 4,750	2,250	1,250	\$ 3,500
Riverfront Food & Wine Festival	Music & Food Event	Saturday, September 17, 2016	1,000	300	\$ 1,300	750	125	\$ 875
TOTAL			\$ 15,500	\$ 11,275	\$ 26,775	\$ 9,500	\$ 8,000	\$ 17,500
<b>TOURISM / COMMUNITY EVENTS</b>								
Biketoberfest	Bike Event		900	-	\$ 900	-	-	-
Bike Week	Bike Event		900	-	\$ 900	-	-	-
<b>MONTHLY EVENTS</b>								
<i>Purpose: monthly event to draw local residents and office workers to the Riverfront Shops</i>								
Riverfront Fridays	Movie in the Park	4th Fridays	4,800	2,050	\$ 6,850	3,000	2,050	\$ 5,050.00
Downtown Daytona Nights	Evening Block Party	Friday, April 08, 2016	6,135	5,200	\$ 11,335	1,200	-	\$ 1,200.00
		Friday, May 13, 2016						
		Friday, June 10, 2016						
		Friday, July 08, 2016						
TOTAL			\$ 34,735	\$ 24,325	\$ 59,060	\$ 19,950	\$ 14,985	\$ 34,935



**AGENDA ITEM 9**

# **THE CITY OF DAYTONA BEACH**

**REDEVELOPMENT DIVISION**

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## **MEMORANDUM**

---

DATE: October 16, 2015

TO: Downtown Development Authority

FROM: Jason Jeffries, Project Manager

SUBJECT: Downtown Merchant Participation Discussion

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Since the termination of the formal relationship between the DDA and Daytona Beach Partnership Association (DBPA) in August 2011 and the subsequent dissolution of the DBPA, the DDA has discussed merchant participation in Downtown promotions and providing feedback on Downtown issues. Since 2011, the Redevelopment staff has hosted merchant meetings, on behalf of the CRA and DDA, as a forum for merchants to discuss Downtown issues and provide information on the Riverfront Shops marketing campaign and events. The Redevelopment staff also keeps the merchants informed of Downtown issues and the Riverfront Shops marketing campaign, including Downtown sponsored events through merchant email blasts. The recently approved Downtown Marketing Assistant / Intern position is designed to provide enhanced services to Downtown merchants in the new fiscal year.

Attached is a letter from Paul Zappitelli to Downtown merchants discussing the possibility of forming a new merchant association. Staff is requesting a discussion regarding the proposal to form a new merchant association and how the DDA will be involved with a new merchant association.

## Downtown Merchant Committee Meeting

Monday October 19, 2015 9:30am

Zappi's Italian Garden

To all merchant owners in downtown please join our meeting to discuss forming a committee that will allow us to better represent our interests to the city hall and various boards.

We need to have more street closed events throughout the year that we need support from merchant owners, volunteers even paid staff. We have to meet with the city leaders to reduce the amount of services required to close the streets for these events.

Profits that are derived from these events are to stay in our circle to pay for further events.

I have a meeting with Volusia County Aging Council to discuss partnering for a large event (a carnival in River Front Park) on Friday this is very preliminary.

We are looking at a Red Neck Rumble Rat Rod Gathering March 11<sup>th</sup> and 12<sup>th</sup> car exhibit co-sponsored by Southern Biker Magazine

More frequent wine walks offering upscale options along with wine and food seminars along with wine paired lunches

Monthly car exhibit complete with street closure. I have already taken the Corvette club and DJ Frank who are responsible for over 2000 interested car owners to the City and met with Reed and Jason. City was receptive but again these services have to be eliminated and replaced by our labor and local merchants to assist as street crossers, opening our facilities to foot traffic and garbage pick-up.

We need to light up our streets, in order to bring larger populations to Downtown we need to replace the existing failed lighting system in order to light up these dark pockets that are being used by the homeless harassing our guests and sleeping in these areas.

Police presence 24/7 in downtown

Additional parking with well-lit landscaped parking lots

I know there are several concerns such as vacant buildings that will never see new tenants in their present condition along North Beach Street. We need to take charged if we are going to move forward. Please join me Monday morning.

Respectfully

Paul Zappitelli 386-500-1463