



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, December 22, 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: November 24, 2015**
4. **Public Comments**
5. **DDA Monthly Financial Report**
6. **Farmers' Market**
 - a. **Manager's Report**
 - b. **Annual Report**
 - c. **Insurance & City Fee**
7. **Riverfront Shops of Daytona Beach Campaign Funding**
8. **Downtown Event Schedule Change**
9. **Board Comments**
10. **Adjournment**

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

The regular meeting of the Downtown Development Authority was held Tuesday, November 24, 2015, at 8:00 a.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
Ms. Kelly White

Board Members Absent

Ms. Sheryl Cook, Vice Chair

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Ben Gross, Assistant City Attorney

1. Call to Order

Mr. Abraham called the meeting to order at 8:17 a.m.

2. Roll Call

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

3. Approval of Minutes: Regular Meeting: October 20, 2015

Board Action:

Ms. White made a motion to approve the minutes of the Regular Meeting of October 20, 2015. Ms. Kozinski 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 Monthly Financial Report which is included on Page 9 of the packet. There were no comments from the Board regarding the report.

6. **Farmers' Market Manager Report**

Mr. Jeffries presented the report from the Market Manager. Mr. Jeffries stated Perrine's is a new wholesale vendor in the Market and have expressed concern about access to the Market during special events. Mr. Jeffries stated he will speak with the owners to address their concerns. Mr. Jeffries stated the Farmers' Market is always open on Saturday; but it has been reported by the Manager that many of the vendors have indicated they will not be at the Market the day after Christmas. It was the consensus of the Board that the Market should remain open the day after Christmas. Mr. Abraham stated it should be communicated to the vendors that the Market will be open and it will be the vendors' choice as to whether they participate that day or not.

Ms. Kozinski expressed concern about the City's rummage sale that is held on City Island that conflicts with available parking for the Market.

Public Comments:

Johnnie Ponder, 885 Maley, asked why it is perceived that vendors will not be at the Market the day after Christmas.

Ms. Kozinski stated many vendors arrive during the night to set up for the day of the Market and some do not want to spend Christmas night setting up their sites at the Market.

Mr. Jeffries stated he would talk with the Market Manager and stress that the Market will be open the day after Christmas.

7. **Riverfront Shops of Daytona Beach Campaign Funding**

Mr. Jeffries stated the advertising campaign is about \$130,000. Mr. Jeffries stated a letter has been prepared for Mr. Abraham's signature addressed to the City Manager outlining the DDA sponsored events and the request for funding. Mr. Jeffries noted that \$15,000 is allocated for event fees. Mr. Jeffries stated an additional \$15,000 is requested for various projects, including an update to the website, including photo and video updates. Mr. Jeffries stated the funds were not allocated in the CRA budget this year and recommends that the \$15,000 for event fees and the funding for various projects be removed. Mr. Jeffries stated BrightHouse advertising will have to be reduced in order to balance the budget. Mr. Jeffries stated the fee allocated for Gold & Associates was based on that firm completing the website update. Mr. Jeffries stated he will talk with Keith Gold

about reducing his fee since he will be doing less work. Mr. Jeffries stated the rack card could also be canceled for this year.

Ms. White stated funding is needed for the ISB project, which is a major project.

Ms. White stated she feels updating the website is important.

Mr. Abraham stated he agreed. He stated it is more important to support events than produce the rack cards.

Mr. Abraham stated there is consensus from the Board to update the website and delete the photo shoot, customer survey, the rack card, and some BrightHouse advertising and savings will be redirected to event permit fees.

Kelly Koliopulos from BullsEye Marketing stated photos could be used from the Wine Walk for updates to the city's website.

Mr. Jeffries stated he would provide an update to the Board at the December meeting.

8. **Discussion: Downtown Merchant Participation or Association**

Mr. Jeffries stated a meeting was held of the merchants on Tuesday but he was unable to attend. Mr. Jeffries stated it is his understanding that the merchants have agreed to work in sub-groups to discuss specific items, such as support for Riverfront Fridays and holding additional wine walks. Mr. Jeffries stated he does not believe the group is aware of the costs that are necessary in order to put on events but he will continue to work with them and help to address their concerns.

Kelly Koliopulos asked if there is funding for the fees to support the Dream Cruise and the Riverfront Festival of the Seasons and asked if there is funding for the fees for the Wine and Chocolate Walk and the Spirit of the Automobile.

Mr. Jeffries stated there is not funding at this time. Mr. Jeffries stated at this time he can barely cover the fees for the events that have occurred. He stated he will provide a report at the December on funding. He stated the \$8,000 allocated for the rack cards could be used to offset events that have occurred.

9. **Board Comments**

Ms. White stated she has conflicts with the next few meetings and will be asking Commissioner Woods to fill in at the DDA meetings for her during her absence.

10. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 9:00 a.m.

Robert Abraham, Chairman

Becky Groom
Board 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: December 18, 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 December 18, 2015.

BUDGET STATUS

General Activities

Line Item	Appropriation	Spent to Date As of 12/18/15	Balance
Contract Services	\$ 1,000	\$ 142.83	\$ 857.17
Personnel	\$ 5,750	\$ -	\$ 5,750.00
Supplies	\$ 2,000	\$ 132.28	\$ 1,867.72
Care and Subsistence	\$ 300	\$ 20.98	\$ 279.02
Professional Memberships	\$ 450	\$ 420.00	\$ 30.00
Technical Services	\$ 3,900	\$ 468.00	\$ 3,432.00
Professional Services	\$ 38,400	\$ 9,600.00	\$ 28,800.00
Co-op Marketing	\$ 26,000	\$ 12,957.00	\$ 13,043.00
Downtown Marketing	\$ 19,166	\$ 3,854.97	\$ 15,311.03
Downtown Events	\$ 20,000	\$ 2,752.00	\$ 17,248.00
Total	\$ 116,966	\$ 30,348.06	\$ 86,617.94

Farmers' Market Activities

Revenues	Projection	Received to Date As of 12/18/15		Balance
Vendor Revenue	\$ 30,000	\$ 4,805.00		\$ 25,195.00
Sponsorship	\$ 25,000	\$ -		\$ 25,000.00
Market Booth Sales	\$ 1,200	\$ -		\$ 1,200.00
Total	\$ 56,200	\$ 4,805.00		\$ 51,395.00

Expenses	Appropriation	Spent to Date 12/18/15	As of	Balance
Personnel	\$ 33,400	\$ 1,250.00		\$ 32,150.00
Supplies	\$ 1,000	\$ -		\$ 1,000.00
Liability Insurance	\$ 1,250	\$ -		\$ 1,250.00
City Fees	\$ 1,500	\$ -		\$ 1,500.00
SNAP Program	\$ 1,750	\$ -		\$ 1,750.00
Marketing	\$ 14,800	\$ 2,630.00		\$ 12,170.00
Market Events	\$ 1,500	\$ -		\$ 1,500.00
Booth Merchandise	\$ 1,000	\$ -		\$ 1,000.00
Total	\$ 56,200	\$ 3,880.00		\$ 52,320.00

Profit/Loss **\$ 925.00**

Farmers' Market Revenue Comparison

	2013/14		2014/15		2015/16		% Increase
	Revenue	# Spaces	Revenue	# Spaces	Revenue	# Spaces	
October	\$ 2,728	58	\$ 2,085	47	\$ 2,365	53	13.4%
November	\$ 2,946	63	\$ 2,189	49	\$ 2,220	48	1.4%
December	\$ 2,854	62	\$ 2,308	51	\$ -	0	
January	\$ 2,678	59	\$ 2,456	54	\$ -	0	
February	\$ 2,396	53	\$ 2,439	53	\$ -	0	
March	\$ 2,691	60	\$ 2,322	52	\$ -	0	
April	\$ 2,586	58	\$ 2,306	52	\$ -	0	
May	\$ 2,646	59	\$ 2,247	50	\$ -	0	
June	\$ 2,179	48	\$ 2,307	51	\$ -	0	
July	\$ 1,946	49	\$ 2,086	52	\$ -	0	
August	\$ 1,832	48	\$ 2,087	53	\$ -	0	
September	\$ 1,873	45	\$ 2,117	52	\$ -	0	
Total	\$ 29,355		\$ 26,949		\$ 4,585		7.4%

MEMO

To: Jason Jeffries, Downtown Redevelopment Project Manager

From: Noeleen Foster, Downtown Farmers' Market Manager

Regarding: November 2015 Downtown Farmers' Market Manager Report

Date: December 11, 2015

Manager Goals and Progress Report

1. Increase the number of local farmers selling at the Market
 - Vo-LaSalle Farms is planning to become a hydroponic produce Vendor in the Market as soon as possible.
 - 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
 - Several potential Vendors are planning to start after the Holidays including a new baker and an interesting variation on prepared spices.
 - Happy Hills Maple, another seasonal Vendor was well received back into the Market.
 - Continue to welcome vendors experimenting with new items thereby expanding Market products.

3. Market Happenings
 - It should be noted that Edwards Grocery has become quite a draw at the Market. Customers gather early to check out what is available and purchase in large quantities on a regular basis.
 - Perrine's Produce has also become very popular. They look forward to being able to accept EBT in the Market as soon as an internet hook up is available. Mr. Jeffries is reviewing possible costs.
 - This year Christmas falls on a Friday making the day after a Market Day. Very few Vendors (maybe 7) plan to participate due to vendors being out of town, Markets to resupply are not open and workers are unavailable to do the regular prep work for the Market the day before.
 - Momentum is great for the Market coming into the season.

4. Increase the customer base at the Market
 - Regular customers have been encouraged to write about and post their weekly shopping experiences on the Farmers' Market web site. Hoping it will turn into a habit.
 - Please note a large decline in business was experienced in October on the days the Magnolia Ave. Bridge was closed and the confusing Orange Ave. construction routes so that many regular customers were frustrated and unable to find the Market accessible. Another possible business interruption may be in the making in March due to an event scheduled to begin at noon on the 12th. Closing the Magnolia Bridge at noon is not an issue it's the scheduled set up at 8 am our prime business hours that is a concern.
 - 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.

5. Hold two special marketing promotions per year to survey customers to gage success of current Farmers' Market advertising
 - Weather conditions required the reschedule of the Fall Customer Survey which will be conducted as soon as possible to capture the winter residents.



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December 18, 2015

Gary Shimun, Deputy City Manager
The City of Daytona Beach
P.O. Box 2451
Daytona Beach, FL 32115-2451

Re: Farmers' Market 2015 Annual Report

Dear Mr. Shimun:

The Downtown Development Authority (DDA) has completed its fourth fiscal year of operating the Daytona Beach Farmers' Market and is pleased to share with The City of Daytona Beach, the progress that has been made to improve the Farmers' Market consistent with the license agreement and Farmers' Market operation plan presented by the DDA.

The following is a report on the status of the performance goals the DDA is to achieve while operating the Farmers' Market.

1. *Create the best Farmers' Market in Volusia County as a destination with offerings that include local produce, artisan goods, local artists and performers, and regularly occurring on-site community events.*

The DDA is committed to developing the Farmers' Market into a destination for Downtown Daytona Beach. The Market Manager continues to recruit vendors that sell local produce and have local artists and performers at the market. The Farmers' Market Information Booth creates a friendly, welcoming atmosphere where people like to come and visit for a while and help themselves to some ice cold water.

2. *Increase the number of vendors providing local produce and goods selling at the Market.*

The Farmers' Market has seen increased activity from local vendors selling homemade foods and goods. The DDA has adopted rules and regulations to not accept any new wholesale produce vendors and to encourage the addition of new local farmers as vendors. Due to personal health issues, two of the vendors that sell wholesale produce reduced their presence at the market this year. To maintain produce availability year-around at the Market, the DDA is recruiting new wholesale produce vendors. The amount of spaces allocated to wholesale vendors will not exceed the numbers of spaces when the DDA took over the operation of the Market.

3. *Increase the variety of foods available for purchase at the Market.*

The variety of foods at the market has increased. In addition to the base of produce sellers at the market, the DDA has attracted more vendors selling homemade goods, such as local fish, bakers, fresh dairy, skin products, breakfast, and fresh seasonings.

4. *Develop a website.*

The DDA has launched the Riverfronts Shops of Daytona Beach website that has a dedicated page for the Farmers' Market. The page contains information on the location of the market, vendors, and items for sale at the market. Promotions and news for the Farmers' Market is posted on the website. The DDA has a Facebook page for the Riverfront Shops that also promotes the Farmers' Market. The Riverfront Shops web is planned to be overhauled in the upcoming fiscal year to remain current with online marketing trends.

5. *Increase the number of customers attending the market.*

Based on past customer surveys, the DDA advertises the Farmers' Market using the following tactics to increase customers to the market:

- Radio: WNDB Weekend Update Sponsor
- Print: News Journal
- In-Room Concierge Book (Riverfront Shops)
- Riverfront Shops e-newsletter
- Facebook page posting of events and offers

6. *Provide effective communication and thorough information for vendors.*

Management has been a consistent presence in the Market implementing direct communications with the vendors regarding special events and coordinating the yearly Fall Market re-expansion.

7. *Reinvest all revenues derived from the operation of the Farmers Market back into the Market.*

The DDA continues to ensure that all vendor revenues are reinvested into the Farmers' Market through onsite Market management and advertising to potential Farmers' Market customers. See performance goal #5 for list of marketing efforts by the DDA for the Farmers' Market. The attached financial report provides an overview of market revenues and expenses during 2015. The \$212 in surplus funds will be reinvested in the next budget year.

8. *Apply for a USDA grant to implement an EBT payment program at the Market.*

The DDA applied for a USDA grant to implement an EBT program. The DDA was not awarded the grant from the USDA. The DDA is pursuing a corporate sponsor to provide funds to implement EBT at the market.

9. *Provide signage to identify Market vendors.*

The DDA has focused on developing signage to identify the location of the market. The Market Manager continues to distribute temporary signage each Saturday.

10. *Explore and implement new ideas that will promote the general Downtown Business District.*

There is an information booth at the Farmers' Market with Downtown business information / friendly local references and the advertising of the Farmers' Market is integrated into the marketing for the Riverfront Shops of Daytona Beach and Downtown.

Once again, the DDA appreciates the opportunity to manage an important asset to Downtown Daytona Beach and looks forward to continued improvements to the Farmers' Market.

Sincerely,

Robert Abraham, Chairman

cc: Downtown Development Authority Members

Farmers' Market Financial Report

Revenues	Actual
Vendor Revenue	\$ 26,727.00
Total	\$ 26,727.00
Expenses	Actual
Market Manager	\$ 16,255.00
Market Supplies	\$ 638.58
Liability Insurance	\$ 1,088.56
City Fees	\$ 1,500.00
Marketing	\$ 7,034.00
Total	\$ 26,516.14
Gain	\$ 210.86

Retained Earnings

Beginning Balance:	\$ 159.40
Fiscal Year 2015 Gain:	<u>\$ 210.86</u>
Ending Balance	\$ 370.26

MARKET VENDOR STATISTICS

Vendor Type	# of Vendor Spaces September 2014	% of Spaces	# of Vendor Spaces September 2015	% of Spaces
Produce				
Local Producer	11	24%	10	18%
Organic Produce	0	0%	1	2%
Wholesaler	15	34%	18	35%
Fish & Meats	1	2%	2	2%
Dairy	0	0%	1	4%
Grocery	3	7%	3	6%
Prepared Foods	9	20%	11	21%
Plant or Flowers	4	9%	3	6%
Health & Beauty	1	2%	2	4%
Crafts	1	2%	1	2%
TOTAL	45		52	

*Statistics are based on paid vendor spaces. Each vendor space is about 10'x10'.



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: December 18, 2015

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Farmers' Market Liability Insurance & License Fee

Attached is a renewal quote from Scottsdale Insurance Co. received from Brown & Brown. The insurance is required for the DDA to comply with the liability provisions of the license agreement with The City of Daytona Beach to operate the Farmers' Market.

\$2,000,000 General Aggregate
\$1,000,000 Personal and Advertising Injury
\$1,000,000 Each Occurrence
\$100,000 Damage to Premises Rented to You
\$5,000 Medical Expense

\$500 Deductible BI/PD per Claim including Loss Adjustment Expense

Premium: \$1,167.44

The DDA has \$1,265 budgeted in the Farmers' Market Insurance line item. This is the first and only funding request for this line item.

In addition, the DDA is required to pay the annual license fee to the City, as required by the Farmers Market Agreement. The fee is \$1,500 and is budgeted in the City Fee Line Item.

MacDuff Underwriters, Inc.

1717 N. Clyde Morris Blvd, Suite 120
Daytona Beach, FL 32117

Phone (386) 366-6300 * Fax (386) 366-6303

**RENEWAL
QUOTATION**

No. 2701314

COVERAGE IS NOT EFFECTED BY THIS DOCUMENT AND MAY BE RENDERED ONLY BY AN AUTHORIZED REPRESENTATIVE OF THE INSURER

Policy Expiring: renewal
On: 1-01-16

Named Insured:
DOWNTOWN DEVELOPMENT_
AUTHORITY

301 S RIDGEWOOD AVE
DAYTONA BEACH FL 32114

BROWN & BROWN-DAYTONA
P O BOX 2412
DAYTONA BEACH FL
32115-2412

Name of Insurer(s)
SCOTTSDALE INSURANCE COMP 100%

Fax: (386) 239-5729

Proposed Policy Effective Date: 01-01-16
Proposed Policy Expiration Date: 01-01-17

COVERAGE: COMMERCIAL GENERAL LIABILITY
CARRIER IS NON ADMITTED

PERILS: OCCURRENCE FORM

LIMITS: \$2,000,000 GENERAL AGGREGATE
\$EXCLUDED PRODUCTS & COMPLETED OPS AGG.
\$1,000,000 PERSONAL & ADVERTISING INJURY
\$1,000,000 EACH OCCURRENCE
\$ 100,000 FIRE DAMAGE ANY ONE FIRE
\$ 5,000 MED PAY ANY ONE PERSON

DEDUCTIBLE: \$500 BI/PD PER CLAIM INCLUDING LAE

LOCATION: ON FILE WITH COMPANY

FORMS, ENDORSEMENTS AND EXCLUSIONS LISTED BELOW BUT NOT LIMITED TO:
(The policy will be issued with carrier mandated forms and the ISO form editions in use by the carrier at the time of binding)
(continued on page 2)

Surplus Lines Tax	\$55.50	Policy fee-XCA	\$35.00	PREMIUM	\$1,000.00
Service Fee	\$1.94	Inspection Fee-XCA	\$75.00	FEEES	\$110.00
				TAXES	\$57.44
				TOTAL	\$1,167.44

This proposal is based on information provided by you and the coverage and terms being offered may not be the same or as broad as requested in your application. Please review carefully and advise us immediately if you have any questions.

NOTE: WE CANNOT BIND COVERAGE WITHOUT THE CONSENT OF THE INSURER. COVERAGE IS NOT EFFECTED UPON YOUR ORDER TO BIND, BUT UPON OUR CONFIRMATION TO YOU THAT COVERAGE HAS INDEED BEEN BOUND BY THE INSURER.

Thank you for the opportunity to make this proposal to the prospective insured.
Date December 1, 2015 Authorized Representative:

UTS-COVPG Cover Page (SIC)
 OPS-D-1 Common Policy Declarations (Do not use CLS-D-1)
 CLS-SD-1 Commercial General Liability Coverage Part Supplemental
 Declarations
 CLS-SP-1L Commercial General Liability Coverage Part Extension of
 Supplemental Declarations (for automated systems)
 UTS-SP-3 Schedule of Locations (required for automated systems)
 CG 00 01 Commercial General Liability Coverage Form
 CG 00 68 Recording and Distribution of Material or Information in Violation
 of Law Exclusion (Not required with 04-13 edition of CG 00 01)
 CG 24 26 Amendment of Insured Contract Definition
 GLS-289s Known Injury or Damage Exclusion-Personal and Advertising Injury

UTS-365s Amendment of Nonpayment Cancellation Condition
 UTS-246s Amendatory Endorsement
 UTS-29 FL Florida Changes Cancellation & Non-Renewal
 UTS-128 Optional Provisions Endt
 UTS-278g Company Telephone Number
 NOTS0381FL Florida Policy Holder Notice

CG2104 PRODUCTS/COMPLETED OPS EXCLUSION
 CG2139 CONTRACTUAL LIABILITY LIMITATION
 GLS-94s BODILY INJURY, PROPERTY DAMAGE, PERSONAL AND ADVERTISING INJURY
 DEDUCTIBLE ENDORSEMENT
 GLS-106s TOTAL LIQUOR LIABILITY EXCLUSION
 GLS-227s ASSAULT AND/OR BATTERY EXCLUSION
 CG2010 ADDITIONAL INSURED - SCHEDULED PERSON OR ORG

TRIA Forms:

UTS-444s (If insured ACCEPTS Terrorism Coverage) Cap on Losses from
 Certified Acts of Terrorism; Excluding Nuclear, Biological, Chemical or
 Radiological Acts of Terrorism
 IL 09 85 (Required if Insured ACCEPTS Terrorism Coverage) Disclosure
 Pursuant to Terrorism Risk Insurance Act
 CG 21 73 (If insured REJECTS Terrorism Coverage) Exclusion of Certified Acts
 of Terrorism

IMPORTANT NOTICE REGARDING FEDERAL
 TERRORISM ACT TO 2002

You are hereby notified that under the Terrorism Risk Insurance Act of 2002
 the policyholder must elect or decline this coverage. The additional premium
 to add this coverage is \$150.00 plus tax/fees. At the time
 of binding we must have the attached TRIA form signed by the
 policyholder. We will revise the quote and forward to you if the
 policyholder elects the coverage.

SUBJECT TO:

- 1) COMPLETED ORIGINAL APP SIGNED BY INSURED
 (continued on page 3)

- 2) SATISFACTORY INSPECTION
- 3) WRITTEN ORDER TO BIND / SURPLUS LINES DISCLOSURE FORM OR DILIGENT EFFORT
- 4) PREMIUM IS 25% MINIMUM EARNED IF INSURED CANCELS
- 5) PREMIUM IS MINIMUM & DEPOSIT, SUBJECT TO AUDIT
BASED ON: 15123: \$24,000 SALES / 1 AI
- 6) ALL POLICY FEES AND INSPECTIONS FEES ARE FULLY
EARNED AND NON REFUNDABLE
- 7) NO FLAT CANCELLATIONS
- 8) MUST HAVE SIGNED APPLICATION, SIGNED TRIA FORM AND SURPLUS LINES
DISCLOSURE FORM TO BIND COVERAGE
- 9) THIS QUOTE IS VALID UNTIL 12:01AM ON 01/01/2016
IF MACDUFF UNDERWRITERS HAS NOT RECEIVED A RESPONSE BY THIS DATE, WE
WILL CONSIDER THIS QUOTE CLOSED AND WILL CLOSE OUR FILE ACCORDINGLY WITH
NO COVERAGE BOUND.
- 10) AGENT NOT AUTHORIZED TO ISSUE BINDER WITHOUT CARRIER PRIOR APPROVAL.
PLEASE REVIEW CAREFULLY AS TERMS MAY DIFFER FROM THOSE IN YOUR
SUBMISSION.
- 11) MUST HAVE ACCEPTABLE SUPPLEMENTAL APPLICATION IN ORDER TO BIND COVERAGE
- 13) TERMS BASED ON EXPIRING, PLEASE ADVISE IF ANY CHANGES

*****PLEASE BE SURE TO CHECK THE CARRIER'S CURRENT A.M. BEST RATING TO
*****SATISFY YOU AND YOUR CLIENT'S INTERESTS.*****
*****CURRENT A.M. BEST RATING CAN BE FOUND AT AMBEST.COM*****



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MEMORANDUM

DATE: December 18, 2015

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Riverfront Shops of Daytona Beach Campaign & Funding Requests

To continue the Riverfront Shops advertising campaign into the new calendar year, the following advertising efforts require DDA approval:

- Bright House: \$2,750 in the second and third quarters for TV advertising to promote Riverfront Shops of Daytona Beach to the local market with media times proposed by GOLD. \$3,600 was previously approved in the first quarter.

The DDA has \$19,166 budgeted in the Downtown Marketing line item. The following items have been approved previously:

SEM / Google Word ads	\$ 4,500	9/23/2015
Facebook Advertising	\$ 7,500	9/23/2015
Bright House – 1 st QTR TV ads	\$ 3,600	9/23/2015
Beach Channel	\$ 1,800	9/23/2015
	<u>\$ 17,400</u>	

There is \$1,766 available in the Downtown Marketing line item. An additional \$1,000 will need to be transferred from the Co-op Marketing line item to fund the advertising.

An additional \$30,000 was requested from the CRA to support the Riverfront Shops advertising campaign and Downtown events. It appears the CRA has committed to support \$20,000 towards events and Riverfront Shops marketing. Based on the conversation at the last meeting, staff is recommending the following projects be cut from the DDA advertising funding:

- Photo / Video Shoot: \$4,500
- Hotel Rack Card: \$5,500 (net cost to DDA)

The cuts from the DDA advertising total \$10,000. The remaining \$15,000 was allocated for event permit fees for the 2015/16 DDA sponsored events.



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MEMORANDUM

DATE: December 18, 2015

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: FY2015/16 Event Schedule Change

At the July 28, 2015 meeting, the DDA approved the event schedule and advertising funding for FY2015/16. Since the approval of the Downtown event schedule, a group of merchants have been meeting to create additional events that would be produced by a merchant committee. The merchants have been developing the following events:

- Saturday Car Club Shows (4th Saturdays)
- Additional Wine Walks
- 2016 Bike Week - Redneck Rumble presented by Southern Biker Magazine

At this time, the Paul Zappitelli, on behalf of the merchant committee is requesting the DDA's sponsorship of the Bike Week – Redneck Rumble. The event will be on Friday and Saturday of Bike Week in Riverfront Park. The event is designed to draw tourist traffic to Riverfront Shops during Bike Week. The event producer will pay the event fees and obtain the required event insurance. The City Event Application for the event is attached and an overview of the reader demographics for Southern Biker Magazine.

The additional attachments are also included as background:

Attachment A: Approved FY2015/16 Downtown Event Series

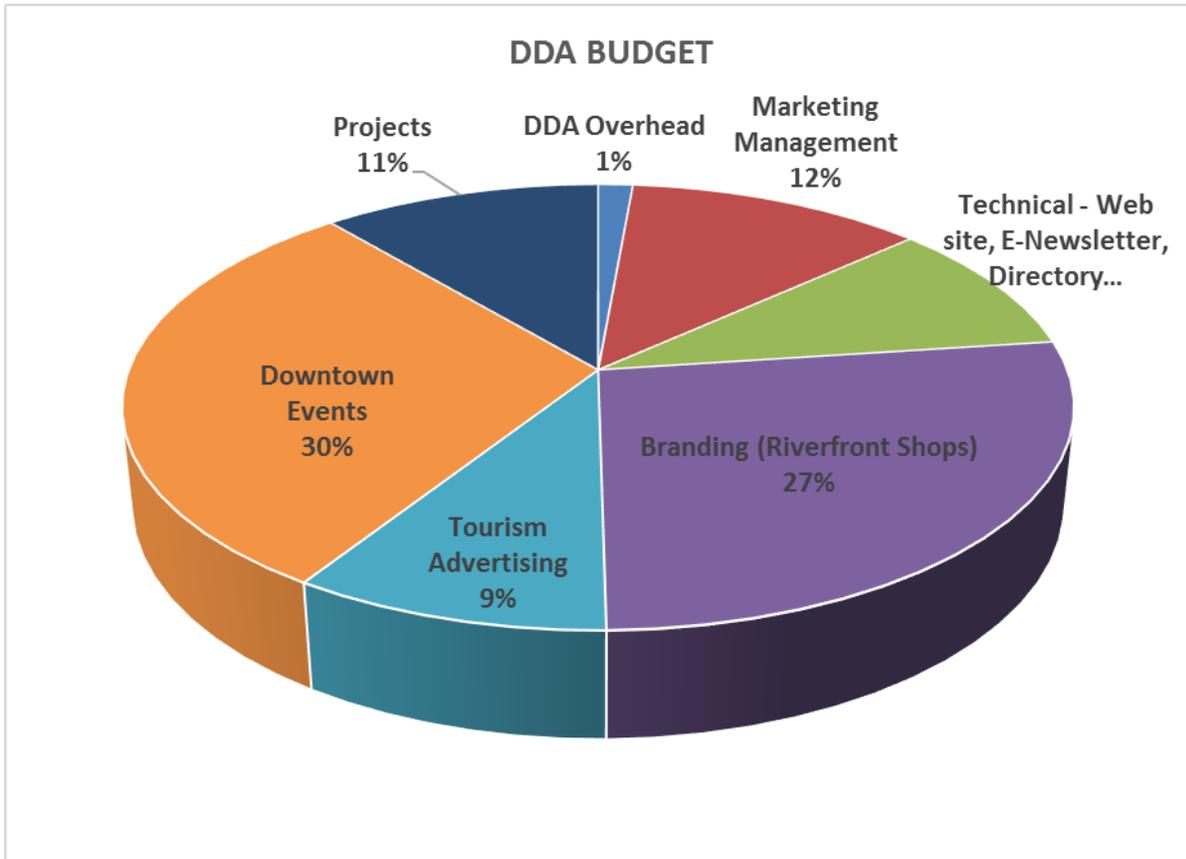
Attachment B: DDA Expenditure Chart

Attachment C: Downtown Event Funding Requests vs. Budget

ATTACHMENT A
APPROVED 2015/16 EVENT SERIES

NAME OF EVENT	SCHEDULED EVENT DATE(S)	EVENT HOURS	LICENSE AREA(S) TO BE USED
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
Spirit of the Automobile	3rd Saturday in May (May 14, 2016)	9AM – 5PM	A & C - Street Closure
Island Festival	2 nd 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

2015/16 DOWNTOWN EVENTS								
DOWNTOWN EVENT FUNDING REQUESTS vs. BUDGET								
Event	Type	When	REQUEST			PROPOSED BUDGET		
			Advertising (DDA)	Permit (CRA)	TOTAL	Advertising (DDA)	Permit (CRA)	TOTAL
SIGNITURE FESTIVALS		PRODUCER: MOAS ART GUILD						
<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
SEASONAL EVENTS		PRODUCER: BULLSEYE DIRECT MARKETING						
<i>Purpose: Seasonal promotions to draw local residents or tourists to Riverfront Shops during a specific season</i>								
Dream Cruise	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	1,250	1,275	\$ 2,525	1,000	600	\$ 1,600
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	2,000	1,250	\$ 3,250			\$
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	\$ 10,500	\$ 8,600	\$ 19,100
TOURISM / COMMUNITY EVENTS								
Biktoberfest	Bike Event		900	-	\$ 900	-	-	-
Bike Week	Bike Event		900	-	\$ 900	-	-	-
MONTHLY EVENTS								
<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	2,000	1,450	\$ 3,450.00
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

Producer/Promoter Driver License Number

**City of Daytona Beach
Bike Week
Public Property Application**

1.0 REQUIRED INFORMATION:

1.1 Name of Event Producer/Promoter Southern Biker Magazine
Zappi's Italian Garden

1.2 Type of Organization non-profit profit charitable government

1.3 Contact Person Paul Zappitelli

1.4 Address 128 S. Beach St.

City Daytona Beach

State Fla

Zip 32114

1.5 Work ^{cell} Phone 386-500-1463 Home Phone

Fax Number _____ Pager Number _____

Email address 128 Beach Street @ gmail .com

2.0 BILLING INFORMATION:

2.1 Is the party responsible for billing the same as above? Yes No

If not, please provide the proper information below:

Attention: N/A

Address _____

City _____ State _____ Zip _____

Work Phone _____ Fax # _____

3.0 EVENT INFORMATION:

3.1 Event Name RedNeck Rumble

3.2 Date(s) Requested March 11 + 12, 2014

3.3 Location of Event RiverFront Parks

3.4 Brief Description of Event Rat Ride show + competition,
awards will be given

3.5 Site plan attached Yes No, explanation magnolia to ISB

3.6 Will an admission fee be charged for the event? Yes (see below) No
Will admission be collected prior to event? Yes No
Fees collected on site before/during event? Yes No

3.7 Event Time: Date: 3/11 Start: 9 am/p.m. End: 9pm
_____ am/p.m.
Date: 3/12 Start 9 am/p.m. End: 9 am/p.m.
Date: _____ Start _____ am/p.m. End: _____ am/p.m.

Street Closing N/A
Time: Date: _____ Start _____ am/p.m. End: _____ am/p.m.

Set-up: Date: 3/11 Start 9 am/p.m. End: 10 am/p.m.

Breakdown: Date: 3/12 Start 9 am/p.m. End: 10 am/p.m.

Raindate: Date: N/A Start _____ am/p.m. End: _____ am/p.m.

Attendance expected/anticipated daily: 200 people

3.8 Have you held this event in the City of Daytona Beach previously? Yes No*

If yes, list previous date(s): _____

***If this is the first time you are holding this event in the City of Daytona Beach please list references on the last page of the application.**

Have you held this event in another City/venue previously? Yes No

Does this event differ from the previous years? Yes (explain below) No

4.0 ENTERTAINMENT

4.1 Will there be entertainment? Yes, see below No

At this time (11/16/15) nothing is scheduled

A completed detailed listing including names must be provided of all entertainment.

Have you attached the contracts, detailed listings, etc., to this form?

Yes No

4.3 Will you be using a sound system? Yes No

(Several venues will require the use of the City's Technical Director)

supplied by Zerpi's

4.4 Name of Contractor _____ Type of System _____

4.5 Sound Time: Date: 3/11 Start 9 am/p.m. End: 10 am/p.m.

Date: 3/12 Start 9 am/p.m. End: 10 am/p.m.

Date: _____ Start _____ am/p.m. End _____ am/p.m.

5.0 PROPOSED RETAIL SALES:

5.1 How many vendor locations do you hope to accommodate?

0 vendors 1-5 vendors 6-10 vendors 11 or more vendors

5.2 Type of vending (including number of each):

Clothing 2 Food/beverage _____ Jewelry _____ Miscellaneous 1
(Non-alcoholic beverages)

If miscellaneous, please describe in detail:

Southern Biker Magazine organization booth

Alcohol sales are prohibited in any City Park without proper license. See Section 9.0.

6.0 PROPOSED SPONSORS:

How many commercial sponsors with on-site visibility do you anticipate? (Including product sampling, giveaways, exhibits and advertising) _____

List specific trade names:

Southern Biker Magazine
Zappi's Italian Garden

7.0 ALCOHOL BEVERAGES/LIQUOR LIABILITY:

7.1 Will alcoholic beverages be dispensed, provided or served? Yes, see below No

7.2 Name of organization licensed to serve alcohol at this event:

Wine me, Zappi's Italian Garden, Scuttlebutt's

Limit of liquor liability coverage, if required, will be no less than \$500,000.

7.3 This organization is for profit not for profit (see below)

7.4 Are you a 501(c)(3) organization applying for a temporary alcohol sales license?
A copy of the license must be submitted prior to the event. Yes

No

8.0 PROMOTION:

8.1 At what level will the event be promoted?

Local Regional National International

8.2 What type of publicity will be used?

Newspaper Radio Television Web Site Direct Mail
Community Billboard Other

8.3 Telephone number to be released for public information (386) 944-6400 Ex-1

9.0 SIGNS:

9.1 Will you be using signs at your event? Yes No

9.2 How many signs and what dimensions? _____

10.0 FACILITY REQUIREMENTS:

10.1 Will you utilize temporary structures? Yes, see below No

Stages _____ Tents ✓ Scaffolding _____ Miscellaneous _____
Booths ✓ Fences _____ Concession Stands _____

10.2 Describe in detail, including type and location portable 10x10
white tents

(Note: Special building permits are required for temporary structures 700 square feet in area and four feet above grade or more)

10.3 How many tents exceeding 200 square feet will be used? none
Please list tent location and sizes: _____

10.0 TRAFFIC:

10.1 Will normal traffic patterns be altered by the event? Yes, see below No
Explanation: _____

Will public parking areas, streets, sidewalks, etc. be restricted or obstructed?
Yes, see site plans No

Does your plan include on-site parking? Yes, see site plan No

Will you charge for the on-site parking? Yes No

10.3 Does your plan include off-site parking? Yes No

Will you charge for the off-site parking? Yes No

Will shuttles be used to transport? Yes, No

Note: Public Service Announcements regarding parking/traffic flow is the responsibility of the promoter.

10.0 PORT-O-LETS:

10.1 How many port-o-lets will you be providing? (Indicate location on site plan) 2

Name of the private port-o-let company you will be contracting with:
will give in the future. Still getting quotes.
Note: ADA requires one handicapped restroom in each group of restrooms

11.0 **AMERICANS WITH DISABILITIES ACT:**

ADA requires with accessibility guidelines as adopted by the State of Florida are now in effect. The following provisions are to be considered regarding ADA accessibility.

11.1 ADA restroom facilities? (1 handicapped for each group of port-o-lets)
 Yes No

11.2 Handicapped parking provisions? Yes, see site plan for location No

11.3 Handicapped assistance? Yes, please describe No

12.0 **SANITATION:**

As an event organizer, you must properly dispose of waste and garbage throughout the term of the event, and immediately upon conclusion of the event the area must be returned to a clean condition. The solid waste division strongly encourages event organizers to plan ways to encourage vendors, participants and the general public to recycle waste that is generated during the event.

12.1 Will you be using City services for refuse, garbage and litter? Yes No

If yes please indicate number of receptacles needed.

Number of trash cans 4

Dumpsters (One for increment of 400 people) _____

Number of recycling containers 4

12.2 If no, how will you be handling the removal of refuse, garbage, litter, etc?

Note: Promoters not using City services may contact Waste Pro, attn: Lisa Dorsey at 386-788-8890 to arrange for dumpsters.

12.3 What provisions are being made for recycling?

13.0 SECURITY:

Note: Public property requires the use of Daytona Beach Police Department Officers during the event at the promoter's expense.

13.1 What are your plans for providing additional security? NA

Volunteers from Merchant Shop owners Committee

13.0 EMERGENCY FIRE/MEDICAL SERVICES:

Note: Public Property requires the use of the Daytona Beach Fire/Rescue Department employees during the event at the promoters' expense.

13.1 What are your plans for providing additional Fire/EMS? NA

14.0 Please tell us how you learned about us: City Website? _____

Referral from another agency or individual? _____ City Brochure? _____

City Flyer? _____ Newspaper? _____ Radio Spot? _____

_____ Downtown Merchant Committee

SIGNATURE:

I understand this is an application only and does not obligate the City in any fashion to reserve any facility or approve any event. I have included my application fee and understand that my application will not be processed without payment of the application fee. Please make checks payable to "The City of Daytona Beach."

Signature of Applicant _____

Date 11/16/15

Title of Applicant owner Zappi's Italian Garden

Affiliation Co-Sponsor to Southern Biker Magazine

Event Contact Information: Please provide information for emergency use during the event only.

Contact Person Name: Paul Zappitelli (This individual must be on site during the entire event)

Contact Cell Phone: 386-500-1463

REFERENCES
(Required for first time events in Daytona Beach)

1. Name: Jason Jeffries Redevelopment Title: _____ Phone: _____

Event Name: _____ Event Date(s): _____

2. Name: Ashley + Greg Kaigher owners of Wine Me Title: _____ Phone: 386-871-7395

Event Name: Sheridan Sept 19, 2015 Event Date(s): _____
Wine Walk

3. Name: Barry Braun G.M. Southern Stone Title: _____ Phone: 828-989-7008

Event Name: _____ Event Date(s): June, July + August 2015

Downtown Daytona Nights



Southern Biker Magazine Readership Profile

Circulation Demographics

Established: 2005

Published: Monthly

Total Audience: 201,600*

Distributed: 30,000

Online Subscribers: 9,678

Readers Per Copy: 6.72*

Demographic profile

Male: 61%

Female 39%

Single: 32%

Married: 68%

Attended College: 84%

Median Household Income: \$81,125

Median Age: 46

AGE

18 to 24 Years: 3%

25 to 34 Years: 9%

35 to 44 Years: 21%

45 to 54 Years: 32%

55+ Years: 36%

HOUSEHOLD INCOME

Under \$35,000: 6%

\$35,000-\$49,999: 13%

\$50,000-\$74,999: 27%

\$75,000 & Over: 54%

(Source: 2012 independent research)