



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

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

## AGENDA

Tuesday, January 26, 2016 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: December 22, 2015**
4. **Public Comments**
5. **DDA Monthly Financial Report**
6. **Farmers' Market Manager's Report**
7. **Riverfront Shops of Daytona Beach Quarterly Report**
8. **Discussion: Downtown Marketing and Promotions RFP**
9. **Board Comments**
10. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
REGULAR MEETING  
Tuesday, December 22, 2015**

The regular meeting of the Downtown Development Authority was held Tuesday, December 22, 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  
Ms. Sheryl Cook, Vice Chair  
Ms. Tammy Kozinski  
Commissioner Pam Woods

**Board Members Absent**

Mr. Joseph H. Hopkins

**Staff Members Present**

Mr. Jason Jeffries, Redevelopment Project Manager  
Mr. Ben Gross, Assistant City Attorney  
Ms. Becky Groom, Board Secretary

**1. Call to Order**

Mr. Abraham called the meeting to order at 8:12 a.m.

**2. Roll Call**

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

Mr. Abraham welcomed Commissioner Woods who was temporarily appointed by the City Commission for Commissioner Kelly White during her absence.

Mr. Abraham also welcomed Commissioner Ruth Trager who was in attendance in the audience at the meeting.

Mr. Abraham stated that Mr. Hopkins would not be in attendance at today's meeting; but he had submitted comments in email format. Mr. Abraham stated he would read Mr. Hopkins' comments when each item on the agenda was presented.

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

**Board Action:**

Ms. Kozinski made a motion to approve the minutes of the Regular Meeting of November 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 Monthly Financial Report which was included on Page 6 of the packet.

Rena Wahba asked what the money budgeted for downtown marketing is spent on. She stated there was caroling in the downtown and it was poorly attended. She stated she does not see advertising for events in the downtown.

Mr. Jeffries stated the funds allocated for Downtown Marketing cover Facebook advertising, Google advertising, and BrightHouse advertising.

Commissioner Trager asked if the recent event was posted on the City's website.

Mr. Jeffries stated the City's web page provides a link to the Riverfront Shops web page. Mr. Jeffries stated the City does not advertise merchant activities, just events that are sponsored by the City.

Mr. Abraham stated the caroling event was not a DDA event.

6. **Farmers' Market Manager Report**

a. Manager's Report

Mr. Abraham read Mr. Hopkins' comments which were included in the email.

Ms. Kozinski stated she agreed that the food court should be in a more central location. She noted there are 11 vendors at the market that serve prepared foods.

Mr. Jeffries stated he would talk with the Market Manager about placing the food court in a more central location.

Johnnie Ponder, 885 Maley, stated she does not feel there are sufficient vendors to support a food court.

Mr. Abraham stated other vendors may be drawn to the market if the food court is in place but he does not feel there is sufficient information from the Market Manager to act on this item today.

b. Annual Report

Mr. Jeffries stated the draft of the annual report that is to be presented to the City was on Page 10 of the packet.

Commissioner Woods asked the status of obtaining corporate sponsors for the EBT program.

Mr. Jeffries stated there have been discussions with Halifax Hospital and a discussion is planned with Florida Hospital regarding sponsorship. Mr. Jeffries stated staff is requesting \$25,000 from the sponsors for implementation of the program.

**Board Action:**

A motion was made by Ms. Cook, seconded by Commissioner Woods, to ask Mr. Abraham to sign the annual report letter that has been drafted and submit it to the City, in accordance with the letter as presented. The motion carried unanimously (4-0).

c. Insurance and City Fee

Mr. Jeffries stated the DDA needs to authorize the payment for the annual liability insurance and \$1,500 for the annual license fee to the City, as required by the Farmers' Market Agreement.

**Board Action:**

A motion was made by Commissioner Woods, seconded by Ms. Kozinski, to authorize the expenditure of \$1,167.44 for the annual payment of the City's liability insurance for the Farmers' Market and \$1,500 for the annual license fee to the City, in accordance with the staff report as presented. The motion carried unanimously (4-0).

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

Ms. Kozinski stated she is pleased to see the Daytona Beach Visitors Center will be located in the downtown.

Ashley Sheridan, 204 S. Beach Street, stated she feels there is a lot of advertising but she often hears negative comments on the pictures that are on the website and the marketing

strategy. She stated that she feels people want to see more of what is going on in the Downtown.

Mr. Jeffries stated some of the issues regarding the website will be addressed early next year. He stated the photos will be updated and live shots will be incorporated.

Ms. Kozinski stated Al Smith has stated he is willing to let the City Bulls Eye's photos from events and have offered to have specific photos taken that the City may need.

Mr. Jeffries stated the City has agreed to allocate \$20,000 towards events and Riverfront Shops marketing. Mr. Jeffries stated staff recommends \$4,500 be removed from the DDA advertising fund for the photo/video shoot and \$5,500 for the hotel rack card.

Rena Wahba, 166 S. Beach Street, stated she feels the name of the campaign should be changed to Downtown Daytona instead of Riverfront Shops to let people know that the area is the downtown.

Mr. Abraham stated a lot of planning went into the adoption of the Riverfront Shops logo and the campaign has advertising support. Mr. Abraham stated many of the merchants use the Riverfront Shops name in their advertising. Mr. Abraham stated the DDA feels the campaign is working and it would be a mistake to change the name at this point.

Mr. Abraham stated that Mr. Hopkins' email reflected support of the recommended spending and budget cuts as proposed.

**Board Action:**

A motion was made by Ms. Kozinski, seconded by Ms. Woods, to approve the expenditure in the amount of \$2,750 for Bright House advertising to promote the Riverfront Shops of Daytona Beach to the local market with media times proposed by Gold & Associates, in accordance with the staff report as presented. The motion carried unanimously (4-0).

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to approve the transfer of \$1,000 from Merchant Co-op line item to the Downtown Marketing line item, in accordance with the staff report as presented. The motion carried unanimously (4-0).

**8. Downtown Event Schedule Change**

Mr. Jeffries stated included in the packet on Page 20 is a request by the merchants to hold a Redneck Rumble special event during Bike Week by Southern Biker Magazine and the Beach Street merchants. Mr. Jeffries stated there has been discussions in the past that Bike Week events do not present the type of image that is proposed for the downtown and have encouraged keeping Bike Week events along Main Street. Mr. Jeffries stated the merchants are also requesting to hold additional wine walks and car shows. Mr.

Jeffries stated he will meet with the merchants in early January to further discuss the proposed events.

Mr. Jeffries stated he is proposing that the DDA sponsor the Southern Biker Magazine event and they would be responsible for the event fees. Mr. Jeffries stated if the DDA is comfortable with the event, he will bring the contract back to the DDA at the next meeting. Mr. Jeffries stated Southern Biker has approached him in the past about putting on an event. Mr. Jeffries stated Southern Biker wants someone else to pay the permit fees and insurance. Mr. Jeffries stated Mr. Zappitelli is approaching Brown & Brown about a sponsorship and paying the insurance. Mr. Jeffries stated he could draft a letter to city staff that the DDA is willing to sponsor the event and if insurance is not received in January, the event could be canceled.

Mr. Abraham stated he does not want to discourage the merchants but noted for other events the DDA has sponsored, there is a contract in place with Bulls Eye. He stated for this event, the DDA would be entering into a contract with someone we are not familiar with.

Mr. Abraham stated that Mr. Hopkins' email states he supports the additional planned events by the merchants but does not believe the DDA has any reserves to fund additional events.

**Board Action:**

A motion was made by Ms. Kozinski, seconded by Ms. Cook, that a letter be sent to Paul Zappitelli stating the DDA is willing to sponsor the Southern Biker event, contingent upon proof of insurance and all other documentation being provided to the city, including having the item listed as part of the Bike Week Master Plan. The motion carried unanimously (4-0).

**9. Board Comments**

Ms. Kozinski stated she would like to discuss Mike Pastore and the proposal to establish a tent city in the Downtown for the homeless on the agenda for the next meeting.

Ms. Woods stated she feels all merchants in the downtown should contact their County Council members about the proposed tent city. She stated she spoke with the City Attorney about the County's ability to implement the tent city proposal.

Mr. Gross stated case law does not support the assertion that the County is exempt from the City's zoning and land use regulations. He stated in the past, County would apply for a Public Use Permit from the City Commission to establish new or expanded uses within the City.

Ms. Woods stated since the County proposed the tent city, merchants should contact the County and express their concerns.

Mr. Jeffries stated the homeless service use would require a public use permit and is a prohibited use in Redevelopment Areas.

Mr. Gross stated the City Commission has the discretion to approve Public Use permits.

Ms. Kozinski asked if a letter could be sent from the DDA to Volusia County opposing the tent city.

Ms. Woods stated if the DDA wanted to send a letter with its position regarding the proposed tent city, it should take action at this meeting by directing staff to draft a letter on behalf of the DDA.

Ms. Kozinski stated the letter should be sent on behalf of the DDA and Downtown merchants. She stated she has had several merchants contact her expressing their concerns about the homeless tent city proposal since it was first mentioned by the County.

Rene Wahba, 166 S. Beach St, asked if the Downtown merchants should send a letter to the Volusia County Council.

Ms. Woods stated every merchant should send a letter to Volusia County.

Mr. Abraham stated each merchant should be encouraged to send a letter or place a call to Volusia County.

Mr. Jeffries stated he would provide a copy of the signed DDA letter to the merchants.

**Board Action:**

A motion was made by Ms. Kozinski, seconded by Commissioner Woods, to have staff draft a letter for Mr. Abrahams' signature to be sent to the Volusia County Council stating that the DDA vehemently opposes the establishment of a tent city in downtown Daytona Beach. The motion carried unanimously (4-0).

**10. Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 9:25 a.m.

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Robert Abraham, Chairman

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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: January 22, 2016

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Monthly Financial Report

The following is the DDA financial report with expenditures through January 21, 2016.

### BUDGET STATUS

#### General Activities

Line Item	Appropriation	Spent to Date As of 1/21/16	Balance
Contract Services	\$ 1,000	\$ 196.88	\$ 803.12
Personnel	\$ 5,750	\$ -	\$ 5,750.00
Supplies	\$ 2,000	\$ 272.35	\$ 1,727.65
Care and Subsistence	\$ 300	\$ 62.94	\$ 237.06
Professional Memberships	\$ 450	\$ 420.00	\$ 30.00
Technical Services	\$ 3,900	\$ 827.00	\$ 3,073.00
Professional Services	\$ 38,400	\$ 12,800.00	\$ 25,600.00
Co-op Marketing	\$ 25,000	\$ 12,957.00	\$ 12,043.00
Downtown Marketing	\$ 20,166	\$ 11,684.89	\$ 8,481.11
Downtown Events	\$ 20,000	\$ 4,683.27	\$ 15,316.73
<b>Total</b>	<b>\$ 116,966</b>	<b>\$ 43,904.33</b>	<b>\$ 73,061.67</b>

**Notes:**

Note: Appropriations reflect budget transfers approved at the December 22, 2015 meeting.

## Farmers' Market Activities

Revenues	Projection	Received to Date As of 1/21/16		Balance
Vendor Revenue	\$ 30,000	\$ 8,513.00		\$ 21,487.00
Sponsorship	\$ 25,000	\$ -		\$ 25,000.00
Market Booth Sales	\$ 1,200	\$ -		\$ 1,200.00
Total	<b>\$ 56,200</b>	<b>\$ 8,513.00</b>		<b>\$ 47,687.00</b>

Expenses	Appropriation	Spent to Date As of 1/21/16		Balance
Personnel	\$ 33,400	\$ 2,500.00		\$ 30,900.00
Supplies	\$ 1,000	\$ 104.22		\$ 895.78
Liability Insurance	\$ 1,250	\$ 1,167.44		\$ 82.56
City Fees	\$ 1,500	\$ -		\$ 1,500.00
SNAP Program	\$ 1,750	\$ -		\$ 1,750.00
Marketing	\$ 14,800	\$ 3,080.92		\$ 11,719.08
Market Events	\$ 1,500	\$ -		\$ 1,500.00
Booth Merchandise	\$ 1,000	\$ -		\$ 1,000.00
Total	<b>\$ 56,200</b>	<b>\$ 6,852.58</b>		<b>\$ 49,347.42</b>

<b>Profit/Loss</b>	<b>\$ 1,660.42</b>
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## 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	\$ 2,216	50	-4.0%
January	\$ 2,678	59	\$ 2,456	54	\$ -		
February	\$ 2,396	53	\$ 2,439	53	\$ -		
March	\$ 2,691	60	\$ 2,322	52	\$ -		
April	\$ 2,586	58	\$ 2,306	52	\$ -		
May	\$ 2,646	59	\$ 2,247	50	\$ -		
June	\$ 2,179	48	\$ 2,307	51	\$ -		
July	\$ 1,946	49	\$ 2,086	52	\$ -		
August	\$ 1,832	48	\$ 2,087	53	\$ -		
September	\$ 1,873	45	\$ 2,117	52	\$ -		
Total	\$ 29,355		\$ 26,949		\$ 6,801		3.6%

## MEMO

To: Jason Jeffries, Downtown Redevelopment Project Manager  
From: Noeleen Foster, Downtown Farmers' Market Manager  
Regarding: December 2015 Downtown Farmers' Market Manager Report  
Date: January 20, 2016

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### Manager Goals and Progress Report

1. Increase the number of local farmers selling at the Market
  - Another local farm has expressed interest in becoming a hydroponic produce Vendor.
  - Continue visiting local Markets to make personal connections with other Farmers and vendors to encourage their participation.
  - Vo-LaSalle Farms is planning to become a hydroponic produce Vendor in the Market as soon as possible.
2. Increase the variety of food/products available for purchase at the Market
  - Several potential Vendors are planning to start in the new year including a new baker and an interesting variation on prepared spices.
  - Continue to welcome vendors experimenting with new items thereby expanding Market products.
3. Market Happenings
  - As a follow up to concerns the Market would not have enough vendors to open the day after Christmas and New Years I'd like to report that although only a handful of vendors participated after Christmas they said it was worth their while and after New Year's they did even better.
  - Perrine's Produce looks 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.
  - Spirits are high and business has been brisk coming into the season.
4. Increase the customer base at the Market
  - A recently retired English teacher and Lee Kenyon who is a current English teacher have offered to help promote the Market as a class project.

- 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.
  - 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 gauge 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.

# QUARTER 1 2016 ONLINE RESULTS FOR DAYTONA BEACH DDA

Presented by GOLD • Thursday, January 14, 2016

## Introduction

The following shows some of the key online marketing communications results achieved by the DDA. Data from the first quarter of the 2015-2016 fiscal year (*October-December 2015*) are compared to the previous quarter and also the first quarter of 2014-2015.

## Website Results

- |  |  |
|--|--|
| • <b><u>UNIQUE VISITATION (SESSIONS)</u></b> | • <b><u>TOTAL HITS (PAGEVIEWS)</u></b> |
| - Q1 (2014-15): 10,778                       | - Q1 (2014-15): 25,860                 |
| - Q4 (2014-15): 14,307                       | - Q4 (2014-15): 29,443                 |
| - <b>Q1 (2015-16): 12,537</b>                | - <b>Q1 (2015-16): 25,989</b>          |
| - <b>Annual change: +16%</b>                 | - <b>Annual change: +0.5%</b>          |

NOTES: The positive annual change above refers to the increase in hits and visitation compared to the first quarter of the previous year. This continues the trend in year-over-year increases seen over the past several quarters. The new website under development will help the Riverfront Shops gain even stronger visitation.

- |   |   |
|---|---|
| • <b><u>TOP PAGES Q1 (2014-15)</u></b>      | • <b><u>TOP PAGES Q1 (2015-16)</u></b>      |
| 1. Home Page                                | 1. Home Page                                |
| 2. Farmers' Market                          | 2. Restaurant Directory ( <i>listings</i> ) |
| 3. Shopping                                 | 3. Farmers' Market                          |
| 4. Shops Directory ( <i>listings</i> )      | 4. Shops Directory ( <i>listings</i> )      |
| 5. Restaurant Directory ( <i>listings</i> ) | 5. Shopping                                 |
- 
- **TOP PAGES Q4 (2014-15)**
    1. Home Page
    2. Farmers' Market
    3. Shops Directory (*listings*)
    4. Restaurant Directory (*listings*)
    5. Shopping

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.

# QUARTER 1 2016 ONLINE RESULTS FOR DAYTONA BEACH DDA

Presented by GOLD • Thursday, January 14, 2016

## Website Results (*Continued*)

- **TOP SOURCES — Q1 (2014-15)**
  1. Organic Search (*Google*)
  2. Referral (*Links*)
  3. Direct Visits (*to site URLs*)
  4. Social Media (*Facebook*)
- **TOP SOURCES — Q1 (2015-16)**
  1. Organic Search (*Google*)
  2. Direct Visits (*to site URL*)
  3. Social Media (*Facebook*)
  4. Referrals (*links*)
- **TOP SOURCES — Q4 (2014-15)**
  1. Organic Search (*Google*)
  2. Direct Visits (*to site URL*)
  3. Social Media (*Facebook*)
  4. Referrals (*links*)

SOURCE: Google Analytics.

NOTE: The results for Q1 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 — Q1 (2014-15)**
  1. CODB.us (*City site*)
  2. Doubleclick (*Google Network*)
  3. DaytonaBeach.com (*CVB site*)
  4. Google.com
  5. See-DaytonaBeach.com (*See Mag.*)
- **TOP REFERRERS — Q1 (2015-16)**
  1. m.Facebook.com (*FB mobile*)
  2. lm.Facebook.com (*FB mobile links*)
  3. DaytonaBeach.com (*CVB site*)
  4. CODB.us (*City site*)
  5. Facebook.com (*FB main site*)
- **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*)

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.*)

# QUARTER 1 2016 ONLINE RESULTS FOR DAYTONA BEACH DDA

Presented by GOLD • Thursday, January 14, 2016

## Google AdWords

- **CLICKS**

- Q1 (2014-15): 3,579
  - Q4 (2014-15): 1,816
  - **Q1 (2015-16): 2,574**
- Quarterly change: **+42%**

**NOTE:** Over the past quarter, GOLD focused on increasing clicks, which was successful. Ultimately, an updated website will be essential in increasing AdWords performance.

- **TOP KEYWORDS — Q1 (2014-15)**

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

- **TOP KEYWORDS — Q1 (2015-16)**

1. Daytona Beach
2. Daytona event
3. Daytona events calendar
4. Daytona
5. Things to do in Daytona Beach

- **TOP KEYWORDS — Q4 (2014-15)**

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

**DEMOGRAPHICS:** The advertising is geo-targeted within a 50-radius of Daytona Beach, with the top location being Daytona Beach (*over 90%*).

## Facebook Page

- **FANS/FRIENDS (LIKES)**

- Q1 (2014-15): 7,418
- Q4 (2014-15): 8,150
- **Q1 (2015-16): 8,345**
- **Annual change: +13%**

- **DEMOGRAPHICS:** As in previous quarters, the majority of fans (*likes*) of the Riverfront Shops page remains predominantly women (72%). The top three demographic groups are women ages 45-54, 55-64, and 34-44. The #1 city for fans is Daytona Beach, followed by Ormond Beach and Port Orange.

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

**SOURCE:** Facebook.

# QUARTER 1 2016 ONLINE RESULTS FOR DAYTONA BEACH DDA

Presented by GOLD • Thursday, January 14, 2016

## Facebook Advertising

- **CLICKS**
  - Q1 (2014-15): 3,548
  - Q4 (2014-15): 5,784
  - **Q1 (2015-16): 4,348**

- Annual change: **+23%**
- **DEMOGRAPHICS**: Across the quarters, the persons who clicked the ads the most were consistently women, especially those aged 45 and older.

**NOTE**: In Q1 2015-2016, the Riverfront Shops' Facebook advertising achieved more clicks than during the same quarter of the previous fiscal year, demonstrating the ongoing success of the campaign.

**SOURCE**: Facebook.

## E-Newsletter

- **OPEN RATE (AVERAGE)**
  - Q1 (2014-15): 25%
  - Q4 (2014-15): 31%
  - **Q1 (2015-16): 25%**
  - Annual change: **Same**
- **SUBSCRIBERS (END OF QUARTER)**
  - Q1 (2014-15): 1,499
  - Q4 (2014-15): 2,061
  - **Q1 (2015-16): 2,043**
  - Annual change: **+36%**

**SOURCE**: iContact.

**NOTES**: To improve overall performance, GOLD suggests that the newsletters feature exclusive e-newsletter merchant specials.



# 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: January 15, 2016

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: RFP to Manage Downtown Marketing & Promotions

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The contracts with Gold & Associates and Bullseye Direct Marketing terminate at the end of the current fiscal year (September 30, 2016). Based on direction from the DDA during the preparation of the current year budget, staff has generated a draft Request For Proposals (RFP) for marketing and promotion of Downtown for the next five years. The new contracts would begin October 1. The draft outline of the RFP is attached.

The goal of the RFP is to continue the Riverfront Shops of Daytona Beach branding campaign, at the same time, expand the number of events annually for Downtown. The scope of services will also expand general promotion of Downtown as a place to live, work and play.

The draft RFP reflects the continuation of the specific tools developed and implemented for the Riverfront Shops of Daytona Beach campaign. The draft RFP sets an expectation that proposed Downtown events will complement the Riverfront Shops of Daytona Beach campaign. The scope of services also requests proposals for event coordination to occur between Downtown merchants and existing non-profit events that occur in Downtown. The scope will also cover the marketing for the Downtown Farmers' Market.

The RFP will allow for the DDA to select one firm or multiple firms to perform portions of the scope of services.

## **DOWNTOWN DAYTONA BEACH MARKETING & PROMOTION RFP**

### **“Draft” SCOPE OF SERVICES**

The following is an outline of a proposed RFP to select one or more individuals or firms with experience to manage the marketing of Downtown.

#### **Proposed Function or Duties of Marketing Individual or Firm**

Goal of creating a coordinated image and associated campaign for Downtown Daytona Beach market, brand, and promote Downtown Daytona Beach as an excellent place to live, work, play, visit, and do business. The selected individual(s) or firm(s) will be responsible to implement an annual marketing and event promotion program for Downtown Daytona Beach, the Riverfront Shops of Daytona Beach, and the Downtown Farmers’ Market with an annual budget of approximately \$100,000 from Downtown property tax revenue and \$30,000 from Farmers’ Market vendor revenue. Final annual budgets are approved by the DDA and will include media placement and management fees.

The development and implementation of the Marketing and Promotion Plan will:

#### **I. Downtown Daytona Beach**

1. Evaluate and update the Strategic Marketing Plan for Downtown Daytona Beach (prepared April 18, 2012)
2. Coordinate the implementation of the Downtown Daytona Beach brand.
3. Develop and maintain a website for Downtown and implement a strategy for presence on social media.
4. Develop a public relations campaign for Downtown Daytona Beach.

#### **II. Riverfront Shops of Daytona Beach**

1. Maintain the established Riverfront Shops of Daytona Beach advertising campaign to promote Downtown retail and dining businesses through a general branding campaign of print, electronic and online advertising and through the promotion of Downtown special events.
2. Develop annual implementation strategy including a project budget and schedules for DDA approval.
3. Develop and implement a media placement strategy and calendar; selected media may include online, print, television, and radio, etc.
4. Ensure the marketing plan and media placement strategy reflects the identified target markets in the Gibbs Retail Market Study (2010).
5. Using information from Downtown businesses and event producers, produce content in written and graphic form for the Riverfront Shops web site.

6. Produce advertising graphics for web site, social media, and print advertising for the Riverfront Shops brand and special promotions, such as the holidays and events.
7. Produce television and radio advertising for the Riverfront Shops brand and special promotions, such as the holidays and events.
8. Maintain content for Riverfront Shops social media pages.
9. Produce 12 monthly Beach Street Bulletin (e-newsletter) with content from Downtown businesses and event producers.
10. Produce print material such as street directory posters, palm cards, in-room concierge book, and hotel rack cards.
11. Communicate with Downtown merchants about the marketing strategy
12. Work with the Downtown merchants to improve their own business marketing strategies through merchant seminars

### **III. Downtown Farmers' Market**

1. Maintain the established Downtown Farmers' Market advertising campaign to promote the Market through an advertising campaign of print, electronic and online advertising and through the promotion of special events.
2. Develop annual implementation strategy including a project budget and schedules for DDA approval.
3. Develop and implement a media placement strategy and calendar; selected media may include online, print, television, and radio, etc.
4. Ensure the marketing plan and media placement strategy reflects the identified target markets gained from customer surveys.
5. Using information from Farmers' Market manager, produce content in written and graphic form for the Market page on the Riverfront Shops web site.
6. Produce advertising graphics for web site, social media, and print advertising for the Farmers' Market.
7. Produce radio advertising for the Farmers' Market.
8. Maintain content for Farmers' Market social media pages.

### **IV. Downtown Events**

1. Assist non-profit organizations with the production and promotion with events that occur in the Riverfront Shops retail area, such as Halifax Art Festival, Cinematique Movies Under the Stars, and Halifax Yacht Club Christmas Boat Parade.
2. Produce a series of Downtown events with the purpose of promoting the Riverfront Shops of Daytona Beach brand and local merchants through wine walk, art and craft festivals, food events, and music events.

3. Develop an implementation strategy including an event production budget and comprehensive event advertising and promotion plan for DDA approval.
4. Ensure the events reflect the identified target customer markets in the Gibbs Retail Market Study (2010)
5. Provide event content and graphics for web site, social media, and print advertising for the Riverfront Shops brand and special promotions, such as the holidays and events.
6. Provide event content for Riverfront Shops social media pages.

#### **Information to be Submitted for Review**

1. *Firm History*: Name, address, and brief history of the firm.
2. *Personnel and related experience*: Include resumes of key personnel indicating relevant qualifications and experience; information on projects where the firm rendered similar professional services.
3. *Proposed Work Plan*. Provide the technical approach recommended accomplishing the required work. Include tasks, methodologies, and a description of the client/stakeholders involvement in the process.
4. *References*. Provide a list of three applicable references.
5. *Fees*. Provide fee quotation for the services outlined in the work plan. Price may be a determining factor in the award.

#### **Evaluation Criteria**

All proposals could be reviewed directly by the DDA or the submittals could be narrowed to three firms or individuals and presentations by the final three made to the DDA. The DDA would make the final selection. Each proposal will be reviewed and evaluated based on the following:

1. Thoroughness and clarity of proposal
2. Past experience of firm with similar work with marketing a Main Street area.
3. Past experience of personnel proposed for this project
4. Past performance of marketing functions with accuracy, timeliness, and a quality product.
5. Proposed budget and timeline
6. Understanding of the issues impacting Downtown

#### **Proposed Schedule**

1. January 22, 2016 RFP Discussed by DDA
2. February 23, 2016 RFP Approved by DDA
3. March 1, 2016 RFP Issued

4. April 15, 2016 Proposals Due
5. April 26, 2016 Selection of Proposals for Interview
6. May 24, 2016 Interviews by DDA
7. June 28, 2016 Interviews and approval by DDA
8. October 1, 2016 Project Begins