



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, May 23, 2017 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: April 25, 2017**
4. **Public Comments**
5. **DDA Monthly Financial Report**
6. **Downtown Events**
 - a. **2nd QTR Event Review**
 - b. **Bullseye Direct Marketing Event Contract**
 - c. **Summer Carnival**
 - d. **FY2016/17 Downtown Sponsored Event Budget Changes**
7. **Discussion: FY 2017/18 Proposed Budget**
8. **Board Comments**
9. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, April 25, 2017**

The regular meeting of the Downtown Development Authority was held Tuesday, April 25, 2017, 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. Joe Hopkins
Ms. Sheryl Cook
Ms. Tammy Kozinski
Ms. Kelly White

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Bob Jagger, City Attorney
Ms. Lori Slaight
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:09 a.m.

2. Roll Call

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

3. Approval of Minutes: March 28, 2017

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the minutes of the March 28, 2017 meeting as presented. The motion carried unanimously.

4. Public Comments

There were no public comments.

5. DDA Monthly Financial Report

Mr. Jeffries presented the Monthly Financial Report which was included as part of the packet on Page 7 and stated expenses were on track. He stated there was still a deficit of \$3,000 remained for the Farmers' Market but felt with revenue collected through the summer it should break even.

Mr. Abraham stated the Farmers' Market revenue was gradually increasing and asked how it looked going forward.

Mr. Jeffries stated April should be good since there were 5 weeks in April.

Ms. Kozinski stated there was a Farmers' Market every Sunday near Marineland and stated perhaps some vendors could be drawn from there.

Ms. Cook stated last month there was discussion about moving vendors spaces at the Farmers' Market.

Mr. Jeffries stated nothing had been implemented but he would start discussions with the vendors.

6. FY 2017/18 Merchant Co-Op Program

Mr. Jeffries presented the staff report as presented on Page 10 of the packet.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. White, seconded by Ms. Kozinski, to approve the Website Merchant Feature Ad with a free basic listing and a feature listing at a cost of \$250 annually; and costs for the In Room Concierge Book, which were: \$550 for ½ space; \$975 for a single space; \$400 for a restaurant feature listing; and \$1,000 for the concierge book package which included a full space ad and website feature ad, in accordance with the staff report as presented. The motion carried unanimously (5-0).

7. Discussion: FY2017-18 Strategy and Budget Planning

Mr. Jeffries presented the staff report which was included as part of the packet on page 12. He stated the website received about 26,000 hits a quarter and noted there are 2,300 subscribers to the e-newsletter. Mr. Jeffries noted that 61% of the merchants were participating in the DDA marketing program.

Mr. Jeffries discussed the DDA Mission Statement and Goals. He proposed the Mission Statement remain the same based on the discussion at the previous meeting. Mr. Jeffries reviewed the outlined DDA goals and stated no changes were proposed to the Lifestyle goals and stated the focus had been on the overall marketing of the downtown. He provided copies of information that had been received from the Historic Halifax District of Daytona Beach regarding their issues with branding. Mr. Jeffries stated one of the Historic Halifax District's strategies was to promote the downtown with artists.

Mr. Jeffries stated the DDA had discussed broadening the focus of the Lifestyle goals to encompass the residential area and other kinds of businesses.

Mr. Jeffries stated the new website would be launched May 10 and would include new photos.

Ms. Cook asked that Mr. Jeffries check to make sure people that were listed on the website were being billed. She suggested if the goal was to entice more people to advertise on the website, then possibly merchants could be billed \$60 quarterly for ads on the website instead of a total of \$250 per year. Ms. Cook stated a bill should be sent to merchants that were interested in advertising for the last quarter of this fiscal year during the month of May.

Mr. Jeffries stated he would present a proposal at the May meeting once the new website had been launched. He stated he would let the merchants know in the e-newsletter about advertising options that were available quarterly.

Mr. Jeffries stated the problems with the homeless in the downtown area were not what they were a year ago.

Ms. White stated she has been working with the City Manager to get the areas that are available for public use cleaned so the areas could be marketed for parties and public events.

Ms. Kozinski stated disc golf is an event that could be held in the downtown and noted the tennis courts were used and should remain. She stated there should be more “play” in the downtown area and the parks were underutilized.

Ms. Cook asked how it could be shown that non-profits were using the downtown for fundraising events, such as walks that support specific events. She noted during a recent event, there were ice cream trucks in the downtown that drew a lot of children and walkers and many participants enjoyed the Sweetheart Trail.

Mr. Abraham asked how we could get the word out to let people know there were spaces for activities available in the downtown. He stated an advertising firm may be needed to assist with more advertising.

Ms. Slight suggested promoting the area through events at the local colleges and Instagram.

Mr. Jeffries stated he would get recommendations from Gold & Associates and suggested adding links to the area colleges. He stated he will discuss promoting the downtown with Gold & Associates and will provide a report to the DDA at either the May or June meeting.

Mr. Jeffries stated 3 goals have been added for the Farmers’ Market.

Ms. Kozinski asked if consideration is still being given by the City to move the Farmers’ Market.

Mr. Jeffries said yes.

Mr. Abraham stated that will be a long-term project.

Mr. Jeffries reviewed the goals for the shopping, dining, and entertainment section of the strategic plan. He noted that the Historic Halifax District Board suggests deleting the branding.

Mr. Jeffries stated he felt there were more tourists visiting the downtown.

Ms. Deb Smith, See Magazine, stated according to the latest figures, there are 9.8 million visitors to the area each year. She asked if Daytona State College has a Marketing Program where they could take on Beach Street as a project.

Ms. Cook stated it should be noted at the merchant's meeting that the News-Journal has free assistance for marketing for the merchants.

Mr. Abraham asked if the Board is in agreement with the revised goals. The Board agreed by consensus.

Mr. Jeffries stated the Historic Halifax District's recommendation is to end the Riverfront Shops campaign and focus on an art district for the downtown. He stated we could continue to evolve the Riverfront Shops campaign.

Mr. Abraham stated we can continue to brand downtown Daytona Beach as a unique historic place to shop and dine and asked if we should de-emphasize shopping.

Ms. White stated there are a lot of art and music events held in the downtown and she thinks the structure is sound.

Ms. Kozinski stated a lot of time and money has been invested in promoting the Riverfront Shops and does not feel it should be changed.

Mr. Abraham stated if it was his decision, he would call it Riverfront Daytona.

Mr. Hopkins stated he felt we should stay the course and embrace the assets that we have, such as Manatee Island. He stated the tennis courts look like a ghetto and the back side of Jackie Robinson ballpark looks bad.

Mr. Abraham stated he does not believe the DDA is ready to end the Riverfront Shops campaign and feels it will evolve.

Ms. Kozinski asked when the RFP for events will be out.

Mr. Jeffries stated it should be out soon.

Mr. Jeffries presented the proposed budget on Page 17 of the packet. He stated he would increase the amount on the Lifestyle for the downtown and continue with the Riverfront Shops campaign.

8. Discussion: Downtown Parking Strategy

Mr. Jeffries reviewed the report on Page 18 of the packet, which included the report that was presented to the DDA in November, 2015. He stated the new website will have more information about parking. Mr. Jeffries stated he will start working on the implementation of a parking lot shuttle program using an extended golf cart.

Mr. Hopkins left the meeting at 9:30 a.m.

Mr. Jeffries stated the short-term strategy was to implement the wayfinding program for downtown and the shuttle program to the parking lots and City Island. He stated about 10 to 15 additional signs are needed throughout the district at a cost of about \$75,000, which is not funded.

Ms. Kozinski stated the wayfinding sign on Silver Beach directing people to the downtown should be covered since it directs people across the Memorial Bridge, which is not open.

Ms. White stated she thought money had been allocated for wayfinding but not parking but she would check.

Ms. Kozinski stated parking signs must be in place before parking meters are installed.

Ms. Cook stated more parking is needed on her block.

Ms. White stated she met with a valet company and there is a monthly fee for their service which would be about \$2,000.

Ms. Kozinski stated if a golf cart is implemented, it will need to have a unique look to tie into our area, which will make people more comfortable to use it.

Ms. Cook stated getting additional parking from the private sector would be a quicker fix.

9. Board Comments

Mr. Abraham stated he will be moving his business office from the downtown; therefore, he will be resigning from the DDA effective June 30, 2017.

10. Adjournment

There being no further business to come before the Board, the meeting was adjourned.

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: May 19, 2017

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Monthly Financial Report

The following is the DDA financial report with expenditures through May 17, 2017.

Due to additional advertising expenses for the Farmers' Market, staff is requesting a budget transfer of \$3,000 from the Farmers' Market Personnel line item (revised appropriation: \$20,400) to Farmers' Market Advertising / Marketing item (revised appropriation: \$14,550).

BUDGET STATUS

General Activities			
Line Item	Appropriation	Spent to Date As of 5/17/17	Balance
Contract Services	\$ 1,000	\$ 517.26	\$ 482.74
Personnel	\$ 9,560	\$ 7,415.88	\$ 2,144.12
Supplies	\$ 2,600	\$ 628.28	\$ 1,971.72
Care and Subsistence	\$ 434	\$ 154.86	\$ 279.14
Professional Memberships	\$ 450	\$ 420.00	\$ 30.00
Technical Services	\$ 2,500	\$ 1,672.20	\$ 827.80
Professional Services	\$ 30,000	\$ 25,600.00	\$ 4,400.00
Co-op Marketing	\$ 25,000	\$ 10,875.00	\$ 14,125.00
Downtown Marketing	\$ 25,500	\$ 10,990.79	\$ 14,509.21
Downtown Events	\$ 28,150	\$ 11,290.15	\$ 16,859.85
Total	\$ 125,194	\$ 69,564.42	\$ 55,629.58

Note: Appropriations reflect budget transfers approved at February 23, 2017 meeting

Downtown Event Activities			
Revenues	Projection	Received to Date As of 5/17/17	Balance
Vendor Revenue	\$ 6,000	\$ 1,795.00	\$ 4,205.00
Exhibit Sponsorship	\$ 7,500	\$ 4,100.00	\$ 3,400.00
Total	\$ 13,500	\$ 5,895.00	\$ 7,605.00
Expenses	Appropriation	Spent to Date As of 5/17/17	Balance
Personnel	\$ 3,800	\$ 4,222.68	\$ (422.68)
Event Music	\$ 480	\$ 455.49	\$ 24.51
Event Advertising	\$ 6,550	\$ 6,298.16	\$ 251.84
Event Supplies	\$ 1,200	\$ 1,195.07	\$ 4.93
Exhibit Supplies	\$ 3,320	\$ 3,476.85	\$ (156.85)
Total	\$ 15,350	\$ 15,648.25	\$ (298.25)
Profit/Loss		\$ (9,753.25)	

Note: Appropriations reflect budget transfers approved at February 23, 2017 meeting

Farmers' Market Activities			
Revenues	Projection	Received to Date As of 5/17/17	Balance
Vendor Revenue	\$ 30,000	\$ 14,349.00	\$ 15,651.00
Sponsorship	\$ 11,750	\$ -	\$ 11,750.00
Market Booth Sales	\$ 1,200	\$ -	\$ 1,200.00
Total	\$ 42,950	\$ 14,349.00	\$ 28,601.00
Expenses	Appropriation	Spent to Date As of 5/17/17	Balance
Personnel	\$ 23,400	\$ 2,707.00	\$ 20,693.00
Supplies	\$ 1,000	\$ 314.81	\$ 685.19
Liability Insurance	\$ 1,250	\$ 1,088.30	\$ 161.70
City Fees	\$ 1,500	\$ -	\$ 1,500.00
SNAP Program	\$ 1,750	\$ -	\$ 1,750.00
Marketing	\$ 11,550	\$ 11,384.01	\$ 165.99
Market Events	\$ 1,500	\$ 200.00	\$ 1,300.00
Booth Merchandise	\$ 1,000	\$ -	\$ 1,000.00
Total	\$ 42,950	\$ 15,694.12	\$ 27,255.88
Profit/Loss		\$ (1,345.12)	

April 2017 Farmers' Market Attendance

VENDOR TYPE	# Vend	# Spaces	% Total	Max %	Max #
Local Producer	5	10.20			
Organic Produce	0	-			
Wholesaler	3	13.00			28
Fish & Meats	2	2.00			
Dairy	1	1.00			
Grocery	4	3.20			
Prepared Foods	13	10.90			
Health & Beauty	2	0.60			
Plant or Flowers	4	2.50	6%	20%	
Crafts	1	1.00	2%	10%	
	35	44.4			

Vendor Type	4/1/2017	4/8/2017	4/15/2017	4/22/2017	4/29/2017
Local Producer	4	2	4	4	2
Organic Produce	0	0	0	0	0
Wholesaler	3	3	2	3	2
Fish & Meats	2	2	2	2	2
Dairy	1	1	1	1	1
Grocery	1	2	1	3	1
Prepared Foods	9	9	12	9	12
Health & Beauty	0	1	1	1	0
Plant or Flowers	3	4	4	4	4
Crafts	1	0	1	1	1
	24	24	28	28	25

Farmers' Market Revenue Comparison

	2014/15		2015/16		2016/17		% Increase
	Revenue	# Spaces	Revenue	# Spaces	Revenue	# Spaces	
October	\$ 2,085	47	\$ 2,365	53	\$ 1,472	32	-37.8%
November	\$ 2,189	49	\$ 2,220	50	\$ 1,706	37	-23.2%
December	\$ 2,308	51	\$ 2,216	50	\$ 1,764	39	-20.4%
January	\$ 2,456	54	\$ 2,101	46	\$ 1,970	44	-6.2%
February	\$ 2,439	53	\$ 2,219	49	\$ 2,000	43	-9.9%
March	\$ 2,322	52	\$ 2,322	52	\$ 2,076	45	-10.6%
April	\$ 2,306	52	\$ 2,265	49	\$ 2,133	44	-5.8%
May	\$ 2,247	50	\$ 2,014	45	\$ -		
June	\$ 2,307	51	\$ 2,148	47	\$ -		
July	\$ 2,086	52	\$ 1,721	39	\$ -		
August	\$ 2,087	53	\$ 1,336	30	\$ -		
September	\$ 2,117	52	\$ 1,480	28	\$ -		
Total	\$ 26,949		\$ 24,407		\$ 13,121		-16.3%



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: May 19, 2017

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Riverfront Shops of Daytona Beach FY2016/17 Events

Staff is requesting approval or discussion regarding the following Downtown event topics.

- a. 2nd QTR Event Review
- b. Event Schedule Change request from Bullseye Direct Marketing
- c. Summer Carnival
- d. FY2016/17 Downtown Sponsored Events Changes

A. 2nd QTR EVENT REVIEW

Staff will present the results from merchant surveys of the following DDA sponsored events:

- Wine & Chocolate Wine Walk (February 11)
- Fashion Week on Beach Street (April 21 -22)
- Corks & Canvas Wine Walk (May 13)

B. BULLSEYE DIRECT MARKETING DOWNTOWN EVENT SERIES

Bullseye Direct Marketing is requesting the following changes to the Downtown event series (see Attachment A):

- Cancel the June 10 Island Festival event

Staff is recommending approval of the event change.

C. SUMMER CARNIVAL

During the first weekend of May (May 4 - 7), Hildebrand Amusement Rides, Inc. held a carnival in Riverfront Park, north of the News Journal Center. The carnival consisted of approximately twenty rides, food, and game trailers. Despite the limited advertising, Hildebrand was pleased with the carnival attendance and the response from the community. As a result, Hildebrand has presented the DDA with a proposal to hold a summer carnival in Riverfront Park, in the Riverfront Shops retail district, beginning June 15 through September 4 (Labor Day).

The carnival would consist of approximately fifteen rides, food, and games. The rides would be organized as a traditional amusement midway. Unlike the carnival held the first weekend of May, the summer carnival will have no trucks or trailers present on site. Consistent with the DDA Event Sponsorship Policy, the carnival grounds will be free, and open to the public, with purchase options for rides. Hildebrand would provide their own 24 hour, on-site security, in an esthetic fenced office building with temporary landscaping.

Staff is requesting a discussion regarding the proposed Summer Carnival. If the DDA agrees to proceed with the Summer Carnival, the following actions will be required:

- DDA notify the City of the change to the FY2016/17 Annual Event Schedule. The Riverfront Summer Festival (carnival) would be added to the Annual Event Schedule in License Area A with the following dates:
 - Set-Up: June 5 – June 8
 - Event Days: June 9 – September 4 with operating hours of 11AM to 11PM
 - Break-down September 5 - September 8
- Approve an Event Sponsorship Contract with Hildebrand Amusement Rides, Inc. for the production of the Riverfront Summer Festival. The sponsorship contract will be the standard DDA event agreement that would place the responsibility of operating the festival, including the carnival rides to Hildebrand as the event producer. Hildebrand would pay the DDA 20% of the gross receipts. The DDA would be responsible for all advertising for the Riverfront Summer Festival.
- Approve additional services work order (see Attachment B) with GOLD & Associates in the amount of \$1,900 to prepare the advertising materials for the Riverfront Summer Festival.
- Approve the sponsorship of the Riverfront Summer Festival by the Daytona Beach News Journal and Southern Stone Communications.
- Approve an initial advertising budget for the Riverfront Summer Festival:
 - Facebook Advertising: \$2,250
 - Online Advertising: \$3,000
 - Print: \$5,400
 - Radio: \$9,000
 - TV Advertising: \$2,500
 - Print Materials (Palm Card): \$250
 - Banner: \$250
 - Total Advertising Budget: \$22,650

- Approve payment of City Event Fees for 14 weeks in the amount of \$20,300.
- Approve the following budget transfer of \$45,000 to be able to pay for the approved expenses from the Downtown Event Activities Budget:
 - Transfer \$45,000 from the following budget line items:
 - \$12,300 from Co-op Marketing (revised appropriation: \$12,700)
 - \$13,000 from Downtown Events (revised appropriation:\$15,150)
 - \$15,000 from Farmers' Market Personnel (revised appropriation: \$5,400)
 - \$ 650 from Farmers' Market Supplies (revised appropriation: \$ 350)
 - \$1,750 from SNAP Program (revised appropriation: \$ -0-)
 - \$1,300 from Market Events (revised appropriation: \$200)
 - \$1,000 from SNAP Program (revised appropriation: \$ -0-)
 - Transfer to the following budget line items:
 - \$24,700 to Downtown Event Advertising (revised appropriation: \$31,350)
 - \$20,300 to Downtown Event Supplies (revised appropriation: \$21,500)

D. FY2016/17 DOWNTOWN SPONSORED EVENTS

Staff is recommending the DDA notify the City of the following changes to the Annual Event Schedule for the 2016/17 fiscal year:

- Cancellation of Island Festival event.
- Add new sponsored event: Riverfront Summer Festival from June 5 – September 8.

The proposed letter is in Attachment C.

In addition to the notification to City, staff is also recommending the changes to the Downtown Event Budget. On September 21, 2016, the DDA approved \$28,100 in advertising expenditures for the FY2016/17 sponsored events. The DDA approved a revised budget of \$25,540 at the February meeting. Staff is recommending the reallocation of event funding from the Island Festival to the Riverfront Summer Festival for event advertising expenditures outlined above.

2016/17 DOWNTOWN EVENTS

REVISED DOWNTOWN EVENT BUDGET

Event	When	Approved Budget (2/28/17)	Revised Budget
SIGNITURE FESTIVALS			
Halifax Art Show	Sat & Sun, November 5 & 6	\$ 6,245	\$ 6,245
SEASONAL EVENTS			
Dream Cruise	Fri - Sun, October 21-23	\$ 1,510	\$ 1,510
Downtown Holidays	November - December 2016	\$ 9,400	\$ 9,400
Riverfront Festival of the Seasons	Saturday, December 03, 2016	\$ 1,435	\$ 1,535
Wine & Chocolate Walk	Saturday, February 11, 2017	\$ 500	\$ 750
Fashion Week on the Beach	Thu - Sun. April 20 - 23, 2017	\$ 1,850	\$ 1,850
Corks & Canvas Wine Walk	Saturday, May 13, 2017	\$ 1,750	\$ 1,750
Spirit of the Auto	Saturday, May 20, 2017	\$ -	\$ -
Island Festival	Saturday, June 10, 2017	\$ 2,350	\$ -
Riverfront Food & Wine Festival	Saturday, September 16, 2017	\$ 500	\$ 750
MONTHLY EVENTS			
Riverfront Fridays	4th Fridays	\$ -	\$ -
Monthly Wine Walks	1st Saturdays	\$ -	\$ -
Monthly Saturday Car Clubs	4th Saturdays	\$ -	\$ -
		\$ 25,540	\$ 23,790

ATTACHMENT A

From: [Kelley Bales](#)
To: [Jeffries, Jason](#)
Cc: [Al Smith](#)
Subject: Cancellation of Island Festival
Date: Tuesday, May 16, 2017 8:27:55 AM

Hi Jason,

Wanted to give you written notice of cancellation of the Island Festival.

Please let me know if you need anything else.

Thanks

Kelley Bales
386.527.2297
kbales@bullseye-direct.com

**CITY OF DAYTONA BEACH DDA
SUMMER FESTIVAL MARKETING ESTIMATE**

Prepared by GOLD & Associates • Friday, May 19, 2017

MARKETING COSTS

The following is GOLD’s estimated cost for each of the Summer Festival event marketing tactics requested by City of Daytona Beach staff to promote this potential event in Riverfront Park. The costs are based on the special blended \$95/hour rate specified for additional services in the agency’s contract. *(Please note that any carnival/ride images to be used should come from the client or event planner.)*

- FACEBOOK ADS — Time and expenses for GOLD to write and prepare images for Facebook advertising. *(Included in existing agency contract.)*.....NO CHARGE _____
APPROVED
(Initial)
- NEWS-JOURNAL ONLINE ADS — Time and expenses for GOLD to write the copy and create new graphics for the five ad sizes used in the existing campaign. *(Four hours. No additional client alterations included.)*.....\$380 _____
APPROVED
(Initial)
- PRINT ADVERTISING — Time and expenses for GOLD to write and design a 1/2-page and 1/4-page event ad. *(Five hours, including up to one round of client alterations.)*.....\$475 _____
APPROVED
(Initial)
- RADIO SCRIPT — Time and expenses for GOLD to write a :60 radio script promoting the event for the radio station to produce. *(Included in existing agency contract.)*NO CHARGE _____
APPROVED
(Initial)
- PRESS RELEASE — Time and expenses for GOLD to write a press release promoting the event. *(Included in existing agency contract.)*NO CHARGE _____
APPROVED
(Initial)
- EVENT PALM CARD — Time and expenses for GOLD to write and design a palm card promoting the event. *(Four hours, including up to one round of client alterations.)*.....\$380 _____
APPROVED
(Initial)
- TV SCRIPT — Time and expenses for GOLD to write a :30 TV script promoting the event for the cable company to use when producing the spot. *(Included in existing agency contract.)*NO CHARGE _____
APPROVED
(Initial)
- TV GRAPHICS — Time and expenses for GOLD to prepare graphics for the cable company to use when producing the spot. *(Two hours, including up to one round of client alterations.)*.....\$190 _____
APPROVED
(Initial)

**CITY OF DAYTONA BEACH DDA
SUMMER FESTIVAL MARKETING ESTIMATE**

Prepared by GOLD & Associates • Friday, May 19, 2017

ADDITIONAL ITEMS

- **E-BLAST PROGRAMMING** — Time and expenses for GOLD to set up the new e-blast template for City staff to modify. *(Already completed. Training to be invoiced separately at the contractual hourly rate if required.)*NO CHARGE _____
APPROVED
(Initial)
- **ADDITIONAL DIRECTORY POSTER** — As the posters for the first two quarters have been completed, this would be for GOLD to produce an additional poster if needed. Also includes time to build the Summer Festival flier within. *(Five hours, including up to one round of client alterations.)*\$475 _____
APPROVED
(Initial)

PROJECT TERMS

PLEASE NOTE: *Costs do not include any additional customer alterations, which will be estimated and invoiced if incurred. Fifty percent of the total estimated amount for the items approved will be billed before work begins and due upon receipt, with the final amount billed and due upon completion. Interest in the amount of 1-1/2% will be due on all invoices that are not paid within thirty days of the date of the invoice. Estimate is valid within 10%. My signature below indicates approval of the aforementioned estimate and authorizes GOLD & Associates to begin work as stated.*

(Name) _____

(Signature) _____ *(Date)* _____

APPROVED FOR CITY OF DAYTONA BEACH DDA

Thank you for your business!



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

May 23, 2017

James V. Chisholm, City Manager
The City of Daytona Beach
P.O. Box 2451
Daytona Beach, Fl. 32115-2451

Dear Mr. Chisholm:

Pursuant to the License Agreement for Use of Downtown City Facilities by Downtown Development Authority, please accept this letter as notice of changes to the Annual Event Schedule of DDA Sponsored Events for the 2016/17 Fiscal Year. The revised list of DDA Sponsored Events are listed in Attachment A.

Pursuant to Section 6(c) of the License Agreement, the DDA is requesting the following modifications to the Initial Event Schedule:

- **Event Cancellation:** Island Festival is cancelled.
- **New Sponsored Event:** Riverfront Summer Festival (event dates, time and location is listed in Attachment A).

Launched in 2012, the Riverfront Shops of Daytona Beach is a marketing campaign for the Downtown shopping and dining district centered on Beach Street. The campaign follows the marketing strategy developed by Gold & Associates, Inc. (Gold), the agency contracted by the DDA to market and promote Downtown Daytona Beach as a retail and dining destination. The campaign includes a website, television advertising, print brochures, social media, e-marketing and a variety of other tools promoting the Riverfront Shops of Daytona Beach to local residents in the Downtown trade area identified in the Downtown Retail Market Study and Daytona Beach area tourists.

Sincerely,

Robert Abraham, Chairman
Downtown Development Authority

ATTACHMENT A
2016/17 EVENT SERIES

NAME OF EVENT	SCHEDULED EVENT DATE(S)	EVENT HOURS	LICENSE AREA(S) TO BE USED
Daytona Beach Dream Cruise	4th weekend in October (October 21 & 22, 2016)	9AM – 5PM	Friday: A Saturday: A & C – Street Closure
Halifax Art Festival	1st weekend in November (November 5 & 6, 2016)	9AM – 6PM	A & C - Street Closure
Storybook Exhibit	Set-up: November 7 – 18, 2016 Display: November 19, 2016 – January 1, 2017 Break-down: January 2, 2017 – January 6, 2107		A
Riverfront Market	Saturday, November 19, 2016 Saturday, November 26, 2016 Saturday, December 3, 2016 Saturday, December 10, 2016 Saturday, December 17, 2016	2PM – 7PM	C – Sidewalk Only
Downtown Holiday Performances	Saturday, November 19, 2016 Saturday, November 26, 2016 Saturday, December 3, 2016 Saturday, December 10, 2016 Saturday, December 17, 2016	2PM – 5PM	A
Riverfront Festival of the Seasons	2 nd Saturday in December (December 10, 2016)	4PM – 9PM	B
Wine ‘n Chocolate Walk	2 nd Saturday in February (February 11, 2017)	1PM – 6PM	C - Sidewalk Only
Fashion Week on the Beach	4 th weekend in April (April 21 & 22, 2017)	10AM – 9PM	C – Sidewalk Only
Corks & Canvas Wine Walk	2 nd Saturday in May (May 13, 2017)	1PM – 6PM	C – Sidewalk Only
Riverfront Summer Festival	Set-up: June 5 – 8, 2017 Event Days: June 9, 2017 – September 4, 2017 Break-down: September 5, 2017 – September 8, 2017	11AM – 11PM	A
Riverfront Food & Wine Walk	3 rd Saturday in September (September 16, 2017)	1PM – 6PM	C -Sidewalk Only



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: May 19, 2017

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: DDA Strategic Planning & 2017/18 Budget

Based on the discussion at last month's meeting, the DDA mission statement will not change and the following changes are proposed to the DDA goals. Staff is requesting further discussion on the DDA goals and proposed projects related to each goal for the upcoming fiscal year.

MISSION STATEMENT

The Daytona Beach Downtown Development Authority (*DDA*) taxing authority supports activities to market, brand, and promote Downtown Daytona Beach as an excellent place to live, work, play, visit, and do business.

GOALS

LIFESTYLE

1. Continue to brand Downtown Daytona Beach as a unique, historic and exciting place to live, work and play.
2. Support alliances with non-profit organizations through effective marketing.
3. Continue to promote Downtown Daytona Beach with events and cultural activities that complement and enhance the Downtown experience.

FAMERS MARKET

4. Continue the operation and promotion of the Downtown Farmers' Market as a weekly produce market that enhances the Downtown experience.
5. Increase existing customer base with implementation of SNAP.

6. Increase the number of small vendors (single space) sell unique food or craft items (vendors)

SHOPPING, DINING AND ENTERTAINMENT

7. Continue to brand Downtown Daytona Beach retail area as the Riverfront Shops of Daytona - unique, historic and exciting place to shop and dine.
8. Market the Riverfront Shops with the most effective, research-based online, offline and social media tools to make prudent use of the available budget.
9. Maintain and grow the Riverfront Shops website using appropriate and impactful online, offline and social media.
10. Support appropriate special events that attract customers to the Downtown Daytona Beach to enjoy shopping, dining and entertainment at the Riverfront Shops.

Project	Status
LIFESTYLE GOALS	
1. Continue to brand Downtown Daytona Beach as a unique, historic and exciting place to live, work and play.	
Implement a new comprehensive Downtown web site that promotes live, work and play lifestyle for Downtown.	Under Development – May 10 Launch
2. Support alliances with non-profit organizations through effective marketing.	
Promote cultural venues on Downtown website.	Daytona State / News Journal Center and Historic Museum listed on website, venue news posted on website.
Promote non-profit events occurring in Downtown on web-site, social media sites and Downtown calendar.	All City permitted non-profit events are promoted on the home page & calendar
Provide co-op advertising for cultural venues in DDA print materials – In Room Concierge Book, Hotel Rack Card, & Brochure.	2017 In-Room Book Published (Historic Museum Participated)
3. Continue to promote Downtown Daytona Beach with events and cultural activities that complement and enhance the Downtown experience.	
Operate weekly Downtown Farmers Market.	Market open weekly; market relocation under review.
Advertise Downtown Farmers Market through social media, web site page, online, radio, and print advertising.	New social media page posting weekly; web site page updated routinely with vendor information;
Implement SNAP benefits at the Downtown Farmers Market.	Grant application submitted and rejected; need to identify a program partner or sponsor to implement without grant.
Support the promotion of the Halifax River Yacht Club, Christmas Boat Parade as a community event in Downtown.	Sponsored the 2016 Riverfront Festival of the Seasons event on the Saturday of the Christmas Boat Parade.
Promote the Sweetheart Trail and Riverfront Park amenities.	Information posted on the web site and in the In-Room Concierge Book.

RIVERFRONT SHOPS OF DAYTONA BEACH SHOPPING, DINING AND ENTERTAINMENT GOALS	
7. Continue to brand Downtown Daytona Beach retail area as the Riverfront Shops of Daytona - unique, historic and exciting place to shop and dine.	
Update the Riverfront Shops of Daytona Beach brand.	In Progress – May 10 Launch
Update photos for Riverfront Shops.	New photo shoot completed.
8. Market the Riverfront Shops with the most effective, research-based online, offline and social media tools to make prudent use of the available budget.	
Update the Riverfront Shops of Daytona Beach web site with new features	In Progress – May 10 Launch
Print and distribute Riverfront Shops Brochure through the CVB	New brochure to be printed with new brand launch.
In-Room Concierge Merchant Co-op Advertising	2017 book published; planning for 2018 book.
Hotel Rack Cards	Program cancelled due to funding. Pursuing options with See Magazine.
Print Advertising	Holiday advertising with NJ completed; spring campaign promoting new campaign proposed.
Radio Advertising	Holiday advertising completed
TV Advertising	Holiday advertising completed; spring campaign promoting new campaign proposed.
Social Media Pages	Ongoing posting of merchant promotions by staff.
Social Media Advertising	Funded in FY2016/17
Beach Street Bulletin (E-Newsletter)	April newsletter completed; May to be sent week of May 8.
9. Maintain and grow the Riverfront Shops website using appropriate and impactful online, offline and social media.	
Google Word Advertising	Funded in FY2016/17
Online Advertising	Holiday on-target advertising completed; spring campaign promoting new

	campaign proposed.
10. Support appropriate special events that attract customers to the Downtown Daytona Beach to enjoy shopping, dining and entertainment at the Riverfront Shops.	
ART & MUSIC FESTIVALS	
Halifax Art Show (Fall)	2016 event completed; planning for 2017 with event organizers.
Spring Art & Music Festival	2016 event cancelled and not planned for 2017.
Island Festival	2017 event planned.
SEASONAL EVENTS	
Downtown Holiday Dazzle	2016 event completed; event under review and planning event for 2017
MERCHANT EVENTS (Small <1,000)	
Wine Walks	Three wine walks planned for FY2016/17
Merchant Events	Fashion Week on Beach Street planned for April 2017; no other event planned by the merchants.
Directory Event Posters	Winter events posted; new poster to be posted March 5.