



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

Michael O. Sznajstajler
Chairman
Kelly White
Commissioner
Sheryl A. Cook
Joseph H. Hopkins
Tammy M. Kozinski

AGENDA

Tuesday, November 28, 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: October 24, 2017**
4. **DDA Monthly Financial Report**
5. **Downtown Event Promotions**
 - a. **Downtown Event Promotion Contract: Southern Stone Communications**
 - b. **FY2017/18 Downtown Event Budget**
 - c. **FY2017/18 Sponsored Downtown Events**
 - d. **Food & Wine Walk Event Payment Request**
6. **Public Comments**
7. **Board Comments**
8. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, October 24, 2017**

The regular meeting of the Downtown Development Authority was held Tuesday, October 24, 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. Michael Sznajstajler
Ms. Sheryl Cook, Vice Chair
Mr. Joseph Hopkins
Ms. Kelly White

Board Members Absent

Ms. Tammy Kozinski

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Bob Jagger, City Attorney
Ms. Marianne Pulaski, Planning Technician
Ms. Lori Slaight

1. Call to Order

Michael Sznajstajler, Chair, called the meeting to order at 8:10 a.m.

2. Roll Call

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

3. Approval of Minutes

a. Regular Meeting – September 20, 2017

Ms. Cook's asked that the Minutes note that the motions approved at the September 20, 2017 meeting were approved 4-0 since Mr. Hopkins was not in attendance.

Board Action:

A motion was made by Ms. White, seconded by Ms. Cook, to approve the minutes of the September 20, 2017 Regular Meeting with the correction as stated above. The motion carried (4-0).

b. Special Meeting – October 11, 2017

Ms. Cook stated the time in the Call to Order needs to be corrected to 8 a.m. Ms. Cook stated the minutes should be corrected on Page 2 to read that Mr. Hopkins stated the experience of Frank DeMarchi of Southern Stone was stellar but his two subordinates had limited experience. Ms. Cook stated the third paragraph on Page 3 should also read that Mr. Hopkins had worked with Frank DeMarchi of Southern Stone for many years and Mr. DeMarchi's expertise was in putting on events.

Board Action:

A motion was made by Ms. Cook, seconded by Mr. Hopkins, to approve the minutes of the Special Meeting of October 11, 2017, with the corrections as stated above. The motion carried (4-0).

4. DDA Monthly Financial Report

Mr. Jeffries presented the Monthly Financial Report which was included as part of the packet. Mr. Jeffries stated there were only 11 vendors at the Farmers' Market the week after Hurricane Irma but there had been 16 to 17 vendors during October. Mr. Jeffries stated there had been a lot of craft vendors and not many farmers.

Ms. Slaight stated she was contacted by a chiropractor who wanted to rent a space at the Farmers' Market but had to turn the applicant down since chiropractic services did not meet the requirements. Ms. Slaight stated she received 12 to 15 calls from people who wanted to rent a space at the Farmers' Market who sold third-party products, such as Tupperware.

Mr. Jagger stated the requirements were that 70% of the vendors provide perishable food.

Mr. Hopkins stated there seemed to be two events going on at the same location with the addition of the Riverfront Market area located at the Farmers' Market. Mr. Hopkins stated he felt the Market had a more whimsical feel to it than a Farmers' Market.

Mr. Jeffries stated there would be more craft vendors in the Market starting November 25 and having those types of vendors at the Market could be discussed after the holiday season.

Ms. Cook stated things had changed since the Market was started over 30 years ago.

Mr. Sznajstajler stated the Board had discussed locating the Riverfront Market as part of the Farmers' Market in order to draw additional vendors.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. White, to approve a budget transfer of \$1,050 from the Co-op Marketing line item (revised appropriation: \$23,950) to the following budget line items: \$1,000 to Personnel line item (revised appropriation: \$15,560); and \$50 to Contract Services line item (revised appropriation: \$1,050), in accordance with the staff report included as part of the packet. The motion carried (4-0).

Public Comments:

There were no public comments.

5. **Riverfront Shops of Daytona Beach Quarterly Report**

Keith Gold, Gold & Associates, presented the report which was include as part of the packet. Mr. Gold stated there continued to be new visitors to the website who viewed the shopping, dining, and attractions posted there; and many referrals were received from the City of Daytona Beach website.

Mr. Sznajstajler stated he does not see a significant increase in the number of likes from the Facebook page.

Mr. Gold stated he felt the number was pretty strong and felt things were more positive.

Ms. Slight stated many people did not “like” pages because they did not want to continue to receive the newsfeed from those sites.

6. **Riverfront Shops of Daytona Beach Campaign: FY2017/18**

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

Mr. Gold presented the results of the most recent on-line survey of area businesses. Mr. Gold stated the survey showed that merchants feel social media was their most effective form of advertising. Mr. Gold stated the survey showed that some believed their websites and brochures are effective; however, means of advertising that were ranked lowest are e-marketing, newspaper advertising, on-line, and radio advertising.

Mr. Gold stated the survey reflected that merchants believe their greatest marketing challenges are lack of funds to effectively market and lack of sales personnel.

Mr. Gold stated the merchants were asked if Special Events were effective in attracting customers to their businesses. Mr. Gold stated the Halifax Art Festival was selected by every respondent; the automobile shows were selected by many respondents; 4 in 10 voted for the Wine Walks; and 2 in 10 voted for Riverfront Fridays.

Mr. Gold stated what was being presented on line and on television was an attempt to brand the downtown and encourage people to attend events.

Mr. Jeffries discussed the flow chart of expenditures which was included as an attachment to Mr. Gold’s report. Mr. Jeffries stated his objective was to break down the expenses for the year by item. Mr. Jeffries stated the figures may change throughout the year based on any event changes.

Mr. Sznajstajler stated he felt the flow chart was helpful in determining the source for funds and how they were spent.

Ms. White stated the flow chart was an orderly way of showing upcoming events and associated expenses.

Mr. Jeffries stated he needed approval of the items outlined on Page 23 of the packet.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. White, seconded by Mr. Hopkins, to approve Spectrum Cable TV Advertising. \$3,000 in the first quarter (holiday advertising) for advertising to promote Riverfront Shops of Daytona Beach to the local market with media times proposed by GOLD in the media chart and Holiday Advertising Production; \$1,500 for development of holiday advertising materials, such as palm cards, print advertising, and television ads, with updated holiday graphics in the new Riverfront Shops of Daytona Beach brand, in accordance with the staff report as presented. The motion carried (4-0).

7. Downtown Event Promotion

a. Bullseye Direct Marketing Event Contract - Holiday Wine Walk

Mr. Jeffries stated Bullseye Direct Marketing was requesting to add a Holiday Wine Walk on December 2 and \$1,000 for event permitting costs, radio and print advertising. Mr. Jeffries stated this would be an amendment to the Bullseye contract which was set to expire December 31, 2017.

Ms. White asked if there was money exchanged between the DDA and Bullseye for the September Wine Walk.

Mr. Jeffries said no.

Mr. Jeffries stated Bullseye was, however, seeking reimbursement for an event that did not occur.

Mr. Jagger stated Bullseye was asking for the DDA to cover Bullseye's expenses but the DDA was not obligated to pay those expenses under the existing contract.

Mr. Jeffries stated Bullseye started posting on Facebook information regarding a change in the date of the Wine Walk prior to discussions with City Staff.

Mr. Hopkins stated he would like staff to prepare a report on the Bullseye request so he could better understand the request.

Mr. Jeffries stated he had just received the request on October 23, 2017 and he would bring the item back to the DDA for consideration at the November meeting.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. White, seconded by Mr. Hopkins, to approve an Amendment to the Bullseye Direct Marketing contract to add a Holiday Wine Walk on December 2, 2017, and to approve the Bullseye request for \$1,000 for event permitting costs, radio, and print advertising. The motion carried (4-0).

b. Christmas Cookie Walk Event

Mr. Jeffries stated he discussed the Christmas Cookie Walk event with Frank DeMarchi of Southern Stone based on direction from the DDA at their September meeting.

Mr. DeMarchi, stated the goal was to build events that would be self-sufficient so the DDA can use their funding to put on more events; and Mr. DeMarchi stated progressive food events were the way to accomplish that.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. White, to approve the addition by Southern Stone Communications a Christmas Cookie Walk on November 25 (Small Business Saturday) and for the DDA to fund \$2,000 for the net cost of the event, in accordance with the Staff Report as presented. The motion carried (4-0).

c. FY2017/18 Downtown Sponsored Events

Mr. Jeffries stated included in the packet was a proposed letter to the City outlining the schedule of events for the holiday season. Mr. Jeffries stated the Storybook Exhibit and downtown performances were canceled. Mr. Jeffries stated the DDA had approved the addition of the Holiday Wine Walk and Christmas Cookie Walk. Mr. Jeffries stated the DDA had discussed relocating the Riverfront Market to the Farmers' Market area which could be discussed further.

Mr. Sznajstajler stated he would be in favor of revising the letter to reflect that the Riverfront Market being located at the Farmers' Market and not cancelled as was stated in the proposed letter.

Ms. White asked what the dates would be for the Riverfront Market.

Mr. Jeffries stated Riverfront Market would run from Small Business Saturday, November 25, for the following 4 weeks. Mr. Jeffries stated it could be held on December 23 if there was interest from the vendors.

Ms. White stated the pavilion needed to be used for events.

Mr. Jeffries stated he had talked with Quanita May who planned to hold physical fitness events at the Market.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. White, to notify the City of the cancellation of the Storybook Exhibit and Downtown Holiday Performances; the addition of the Holiday Wine Walk on December 2, 2017; the Riverfront Market to be located at the Farmers' Market from November 25, 2017 through December 16, 2017, as presented by staff in the report included in the packet. The motion carried (4-0).

d. Downtown Holiday Dazzle Budget

Mr. Jeffries presented the Staff Report which was included as part of the packet. Mr. Jeffries stated the DDA had already approved the Holiday Wine Walk and Cookie Walk. Mr. Jeffries stated funding for advertising was being requested for the holiday period.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. Cook, to approve Downtown Holiday Dazzle Print Advertising in the amount of \$4,500 for News Journal (Art Festival Insert & GO386) in the amount of \$3,000 and advertising in the Ormond Beach and Port Orange Observers in the amount of \$1,500, in accordance with the Staff Report as presented. The motion carried (4-0).

e. Downtown Event Promotion Contract: Southern Stone Communications

Mr. Jeffries stated he was not requesting final action on the proposed Contract today and only wishes to discuss it and receive feedback from the DDA. Mr. Jeffries stated the Contract would be presented at the November DDA meeting. Mr. Jeffries stated, a merchant meeting would be held the first or second week in November.

Frank DeMarchi and Swayne Parsons, Southern Stone Communications, were in attendance to discuss the proposed event schedule.

Mr. DeMarchi, presented a master list of scheduled events for 2018 for the area as well as a proposed list of DDA events for 2018, which was included as part of the packet. Mr. DeMarchi stated the first event would be a chili cook-off in January. Mr. DeMarchi stated there were many chili cook-offs held in the area but none took place in January and also discussed the addition of a chowder and shrimp festival.

Ms. Cook asked for clarification of the DDA funded and income funded events.

Mr. DeMarchi stated the progressive events would generate revenue and profit based on the participants, and that money would be rolled over so additional events could be held during the first year. Mr. DeMarchi stated there would be no cost to the DDA for the income funded events and outlined the details of the funding which was included as part of the packet. Mr. DeMarchi stated he had experience with wine walk events which had been successful; and stated he would meet with the merchants on other events that were proposed. Mr. DeMarchi further stated the merchants would benefit from what was proposed and merchants that did not have a liquor license will be partnered with a merchant that does.

Mr. Sznajstajler expressed concern of having a chowder festival in August and suggested switching it with the Eggstravaganza in March.

Mr. DeMarchi stated the Eggstravaganza was planned for the Easter holiday.

Mr. DeMarchi stated the beer festival was planned for the first Saturday in February which would be the weekend prior to Volusia Beer Week which is the first week in February. Mr. DeMarchi stated that event could be moved to September since no one is holding an Oktoberfest event.

Ms. White stated she liked the tie-in with Volusia Beer Week.

Mr. DeMarchi stated a similar event could be held for Oktoberfest featuring all German beers, and sites that do not sell beer could offer food items. He stated if the Board is comfortable with the items, he will plan a chili event in January; beer festival in February; a wine tour February 17; March 24 Eggstravaganza; and details for a grits event will be provided at the next meeting.

Mr. Jeffries stated that Mr. DeMarchi would be meeting with staff and the Art Guild about holding a Spring Art Festival.

Mr. DeMarchi stated the Ice Cream Festival would be held before Memorial Day; June and July events would be filled in later. Mr. DeMarchi stated the Chowder Festival could be moved to whenever the Board agreed; and a second Beer Festival could be held in September with an Oktoberfest theme. Mr. DeMarchi stated the Boo Bash was planned for October; the Cookie Event in November; and a Holiday Wine Tour in December. Mr. DeMarchi stated he felt the event list would grow over the next few weeks and felt a pizza event would be successful since there were many places along Beach Street that offer pizza. Mr. DeMarchi stated he felt a Dessert Festival with champagne could also be successful and suggested it could be held on Friday night prior to the Halifax Art Festival.

Ms. Cook stated she does not think serving chowder in the summer would be successful.

Mr. Jeffries stated the contract with Southern Stone would be for multi-years and events could be added.

Ms. White stated it was difficult to cancel events once they have been advertised.

Mr. DeMarchi stated he would remove the Chowder Festival from his list and add the Dessert Festival so the number of events would remain the same. Mr. DeMarchi stated he had considered holding a Pride event the second week in June and possibly holding an event on Saturday of Labor Day weekend.

Mr. Hopkins stated what was proposed was encouraging.

Ms. White stated she wanted everything to be seamless and to make sure the branding the DDA was promoting was exhibited.

Ms. Cook stated consistency was what the Board would like, including the branding.

Public Comments:

There were no public comments.

8. **Farmers Market Advertising Campaign – FY2017/18**

Mr. Jeffries presented the staff report which was included as part of the packet. Mr. Jeffries stated the print advertising would not be needed based on a recommendation from Gold & Associates.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. White, to approve an expenditure of \$4,308 to Southern Stone Radio to advertise every other week on WLOV & Coast Country through the continued sponsorship with Southern Stone Communications, in accordance with the Staff Report as presented. The motion carried (4-0).

9. **Public Comments**

There were no public comments.

10. **Board Comments**

There were no Board comments.

11. **Adjournment**

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

Michael O. Sznajstajler, Chair

Becky Groom, Board Secretary



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451
 DAYTONA BEACH, FLORIDA 32115-2451
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MEMORANDUM

DATE: November 21, 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 November 21, 2017.

BUDGET STATUS

General Activities			
Line Item	Appropriation	Spent to Date As of 11/21/17	Balance
Contract Services	\$ 1,000	\$ 69.49	\$ 930.51
Personnel	\$ 15,495	\$ 1,292.08	\$ 14,202.92
Supplies	\$ 3,500	\$ 150.96	\$ 3,349.04
Care and Subsistence	\$ 500	\$ 20.98	\$ 479.02
Professional Memberships	\$ 450	\$ 175.00	\$ 275.00
Technical Services	\$ 2,100	\$ 900.00	\$ 1,200.00
Professional Services	\$ 15,000	\$ 2,753.75	\$ 12,246.25
Co-op Marketing	\$ 25,000	\$ 15,907.00	\$ 9,093.00
Downtown Marketing	\$ 25,000	\$ 3,149.71	\$ 21,850.29
Downtown Events	\$ 45,000	\$ 1,616.80	\$ 43,383.20
Unreserved Balance	\$ 1,162	\$ -	\$ 1,162.00
Total	\$ 134,207	\$ 26,035.77	\$ 108,171.23

Downtown Event Activities			
Revenues	Projection	Received to Date As of 11/21/17	Balance
Vendor Revenue	\$ 3,000	\$ -	\$ 3,000.00
Event Sponsorship	\$ 20,000	\$ -	\$ 20,000.00
Exhibit Sponsorship	\$ 5,000	\$ -	\$ 5,000.00
Total	\$ 28,000	\$ -	\$ 28,000.00
Expenses	Appropriation	Spent to Date As of 11/21/17	Balance
Personnel	\$ 4,500	\$ -	\$ 4,500.00
Event Music	\$ 800	\$ -	\$ 800.00
Event Advertising	\$ 7,500	\$ -	\$ 7,500.00
Event Supplies	\$ 1,200	\$ -	\$ 1,200.00
Exhibit Supplies	\$ 14,000	\$ -	\$ 14,000.00
Total	\$ 28,000	\$ -	\$ 28,000.00
Profit/Loss		\$ -	

Farmers' Market Activities			
Revenues	Projection	Received to Date As of 11/21/17	Balance
Vendor Revenue	\$ 27,500	\$ 3,024.00	\$ 24,476.00
Sponsorship	\$ 10,000	\$ -	\$ 10,000.00
Market Booth Sales	\$ 1,200	\$ -	\$ 1,200.00
Total	\$ 38,700	\$ 3,024.00	\$ 35,676.00
Expenses	Appropriation	Spent to Date As of 11/21/17	Balance
Personnel	\$ 11,600	\$ 463.56	\$ 11,136.44
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	\$ 19,100	\$ 1,000.00	\$ 18,100.00
Market Events	\$ 1,500	\$ -	\$ 1,500.00
Booth Merchandise	\$ 1,000	\$ -	\$ 1,000.00
Total	\$ 38,700	\$ 1,463.56	\$ 37,236.44
Profit/Loss		\$ 1,560.44	

October 2017 Farmers' Market Attendance

VENDOR TYPE	# Vendors	# Spaces	% Total	Max %	Max #
Local Producer	3	2.25			
Organic Produce	0	-			
Wholesaler	2	8.00			28
Fish & Meats	1	0.75			
Dairy	1	1.00			
Grocery	4	3.00			
Prepared Foods	5	4.25			
Health & Beauty	0	-			
Plant or Flowers	4	3.00	13%	20%	
Crafts	3	1.25	5%	10%	
	23	23.5			

Vendor Type	10/7/2017	10/14/2017	10/21/2017	10/28/2017
Local Producer	1	0	1	2
Organic Produce	0	0	0	0
Wholesaler	2	2	1	1
Fish & Meats	0	1	1	1
Dairy	1	1	1	1
Grocery	3	2	4	2
Prepared Foods	4	5	4	4
Health & Beauty	0	1	0	0
Plant or Flowers	4	2	2	4
Crafts	1	3	0	1
	16	17	14	16

Farmers' Market Revenue Comparison

	2015/16		2016/17		2017/18		% Increase
	Revenue	# Spaces	Revenue	# Spaces	Revenue	# Spaces	
October	\$ 2,365	53	\$ 1,486	32	\$ 1,504	24	1.2%
November	\$ 2,220	50	\$ 1,721	37	\$ -		
December	\$ 2,216	50	\$ 1,750	39	\$ -		
January	\$ 2,101	46	\$ 1,970	44	\$ -		
February	\$ 2,219	49	\$ 2,000	43	\$ -		
March	\$ 2,322	52	\$ 2,076	45	\$ -		
April	\$ 2,265	49	\$ 2,133	44	\$ -		
May	\$ 2,014	45	\$ 2,003	42	\$ -		
June	\$ 2,148	47	\$ 2,020	42	\$ -		
July	\$ 1,721	39	\$ 2,125	39	\$ -		
August	\$ 1,336	30	\$ 1,679	34	\$ -		
September	\$ 1,495	28	\$ 1,287	19	\$ -		
Total	\$ 24,422		\$ 22,250		\$ 1,504		1.2%



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MEMORANDUM

DATE: November 22, 2017

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Riverfront Shops of Daytona Beach FY2017/18 Events

Staff is requesting the following actions regarding the FY2017/18 events:

A. SOUTHERN STONE COMMUNICATION EVENT CONTRACT

Staff is continuing to work with Southern Stone Communications to complete the new three year contract for Southern Stone Communications to produce events for Downtown Daytona Beach. Staff will provide an update on the contract at the meeting.

A merchant meeting was held in early November to introduce the new event concepts to the merchants. Meetings have also been held with existing non-profit event producers, such as the Halifax Art Festival regarding the new events and the selection of Southern Stone Communications to produce new Downtown events and assist non-profits and merchant with their events. Staff will provide an update on the proposed event schedule and changes to schedule based on the discussions with merchants and non-profit event producers. The proposed event schedule and event description is attached in Exhibit A.

B. FY2017/18 DOWNTOWN EVENT BUDGET

Staff will provide an update on the proposed event budget prepared by Southern Stone Communication at the meeting and its impact on the DDA event budget for the remainder of FY2017/18.

C. FY2017/18 DOWNTOWN SPONSORED EVENTS

The sponsored event list for FY2017/18 has been updated (see Attachment B) to include the proposed events from Southern Stone Communications. Staff is requesting a discussion regarding the process to include additional events as Downtown Sponsored Events. Bullseye Direct Marketing is requesting for the Wine & Chocolate Walk to be sponsored in 2018. See Attachment C for letter.

D. FOOD & WINE WALK PAYMENT REQUEST

Bullseye Direct Marketing has submitted, via email on October 23, a letter (see Attachment D) requesting the DDA to reimburse \$1,657.58 for incurred event costs for the cancelled Wine and Food Walk.

On May 23, the DDA approved a budget of \$750 for the Wine & Food Walk for the DDA sponsored Wine & Food Walk scheduled for Saturday, September 16.

Due to the Hurricane Irma storm event (September 9 – 12) that heavily damaged many Downtown merchants and businesses, Bullseye proposed to move the Wine & Food event to Saturday, September 30. At the time the change was proposed, no other events were planned in Downtown on that day. After submitting the event date change to Cultural Services, the request was denied.

The rescheduling of the Wine Walk was discussed at the regular meeting of the DDA on September 20. Staff suggested rescheduling the Wine Walk on September 29 with the Downtown Hurricane Rally or Saturday, October 14. The DDA members approved having the Wine Walk during the Downtown Hurricane Rally on September 29. Bullseye Direct Marketing never proposed to the DDA to reschedule the Wine Walk to Saturday, September 30.

Staff proposes to reimburse up to the \$750 that was budgeted for the event advertising, based on documentation and proof of ads run for the event.

EXHIBIT A

SOUTHERN STONE EVENT PLAN

Event: Daytona Beach Chili Tour

Date: 2nd Saturday of January (January 13, 2018)

Time: 1PM – 6PM

Location: License Area C (Sidewalk Only)

Event Description:

Progressive chili tasting event includes guests purchasing tasting passports at one of two "start here" locations. The passports list all host sites and names their featured chili. Participants then visit each host site at their leisure sampling each featured chili. After visiting all the host sites, participants vote for their favorites. The winner and three runner-up chili host sites receive a plaque.

- Chili - Passports Available: 320
- Passport Cost: \$15 per person
- Goal of 21 host sites (7 per block)
- Host site reimbursement: \$100 each site
- 5 Gallons of chili per host site provided by host site. 2 ounce servings.
- Event Producer provides serving cups, spoons, napkins, prints passports

Event: Daytona Beach Wine Tour

Date: 1st Saturday of February (February 3, 2018)

Time: 1PM – 6PM

Location: License Area C (Sidewalk Only)

Event Description:

This progressive tasting event includes guests purchasing tasting passports at one of two "start here" locations. The passports list all host sites and their featured wines. Participants then visit host sites at their leisure sampling up to 20 different wines from among the featured wines. At strategic locations, mini wine classes will be held periodically throughout the daytime event. Also, the wine tours may be linked to a particular region, state or country. For example, the Daytona Beach Wine Tour of California or the Daytona Beach Wine Tour of Italy. Such theming would differentiate the event from similar ones, offer decorating and theming opportunities at the host sites, and give hospitality host sites the opportunity to sell tapas sized California or Italian-inspired food snacks. The tapas menu, prices and locations will be included in the passport.

- Wine - Passports Available: 700
- Passport Cost: \$25 per person includes tasting glass and 20 drink tickets
- TBD bottles at each host site, 1.5 ounce servings (16 per bottle)
- Host site reimbursement: 90 cents per collected drink ticket
- Event Producer provides wine glasses with pour line, prints passport, prints tasting tickets

Event: Beer & Bacon Tour

Date: 3rd Saturday of February (February 17, 2018)

Time: 1PM – 6PM

Location: License Area C (Sidewalk Only)

Event Description:

This progressive tasting event includes guests purchasing tasting passports at one of two "start here" locations. The passports list all host sites and their featured beers. Participants then visit host sites at their leisure sampling up to 20 different beers from among the featured beers. The bacon component enables the district's hospitality businesses to offer small tapas-style bacon snacks for sale. The event passport will include the "bacon menu" costs and locations.

- Beer-Passports Available: 500
- Passport Cost: \$20 per person includes tasting mug and 20 drink tickets
- Bottle quantities by brand size at each host site, 2 ounce servings
- Host site reimbursement: 45 cents per collected drink ticket
- Event Producer provides tasting mug, prints passport, prints tasting tickets
- Bacon portion is tapas style a la carte at participating host sites.
- Passports will include bacon tasting menu listing host sites and bacon offerings.

Event: Eggstravaganza

Date: 4th Saturday of March (March 24, 2018)

Time: 1PM – 5PM

Location: License Area C (Sidewalk Only)

Event Description:

Easter-themed family event includes two "start here" tents where participants pick up their merchant Easter Candy Tour list and "Decorate yourself Easter treat bag." A canvas bag with coloring book type design that kids color in at the adjacent "decoration station tent" with markers. Multiple Easter-themed inflatables are displayed along the sidewalk. Along with the merchant trick or treat host sites, strategically placed mid-way carnival style games will be set-up on the sidewalk. Event Producer will provide up to 20 mid-way game stops. In total the event should have 40-50 candy stops between merchants and games. Merchants purchase and distribute their own candy.

Each block will also have a bonus activity area:

- DJ will be on-hand hosting a Bunny dance party complete with hula hoop dance contests
- Free face painter
- Family photo spot with the Easter bunny.

Event: Gritts and Glory

Date: 1st Saturday of April (April 7, 2018)

Time: 1PM – 7PM

Location: License Area C (Street Closed)

Event Description:

This street closed, second signature event takes advantage of the current popularity of grits among foodies and creates a first-of-its-kind festival in Florida. The event will feature food vendors selling items related to and including grits. The food component will be a la carte and pay as go for participants. The goal is to have six food vendors selling grits on each block and collectively offering grits 50 different ways. A team of celebrity judges will taste each grit dish and award winners in multiple categories. High top tables will be staged around each food vendor for guests to use.

Live entertainment will take place on each of the three blocks. Two information tents will be set up to help guests and distribute festival maps listing grit locations and grit menu options. Sellers will be restricted to tasting sizes in prices ranging from \$3-\$5 to encourage guests to visit multiple locations.

Further filling in the street will be sponsor displays and vendor booths. The west side of the south bound lanes will remain clear for merchant set ups, food/beverage sales and sidewalk sales. All other event components will be on the east side of the south bound lanes along with artisan booths on the east side of the south-bound lane.

Event: Daytona Beach Ice Cream Tour

Date: 4th Friday of May (May 25, 2018)

Time: 5PM – 9PM

Location: License Area C (Sidewalk Only)

Event Description:

This progressive ice cream tasting event includes guests purchasing tasting passports at one of two "start here" locations. The passports list all host sites and names their featured ice cream flavors. Participants then visit each host site at their leisure sampling each of the featured ice creams. The event kicks off Memorial Day Weekend in Daytona Beach.

- Ice Cream - Passports Available: 240
- Passport Cost:
- Goal of 21 host sites (7 per block)
- 6 gallons per host site, 3 ounce servings
- Host site reimbursement: \$50 each site
- Event Producer provides paper serving cones, spoons, napkins, printing passport

Event: Oktoberfest Beer Tour

Date: 4th Saturday of September (September 22, 2018)

Time: 1PM – 6PM

Location: License Area C (Sidewalk Only)

Event Description:

This progressive tasting event includes guests purchasing tasting passports at one of two "start here" locations. The passports list all host sites and their featured beers. Participants then visit host sites at their leisure sampling up to 20 different beers from among the featured beers. Host sites will be encouraged to focus on European import brands. To further celebrate Oktoberfest, the district's hospitality businesses to offer small tapas-style Oktoberfest-themed snacks for sale. The event passport will include the "Oktoberfest Bites Menu," costs and locations.

- Beer - Passports Available: 500
- Passport Cost: \$20 per person includes tasting mug and 20 drink tickets
- Bottle quantities by brand size at each host site, 2 ounce servings
- Host site reimbursement: 45 cents per collected drink ticket
- Event Producer provides tasting mug, prints passport, prints tasting tickets
- Passports will include Oktoberfest Bites tasting menu listing host sites and offerings

Event: Boo Bash

Date: 4th Friday of October (October 26, 2018)

Time: 5PM – 9PM

Location: License Area C (Sidewalk Only)

Event Description:

This Halloween-themed family event includes two "start here" tents where participants pick up their "decorate yourself Trick or Treat bag." A canvas bag with coloring book type design that kids color in at the adjacent "decoration station tent" with markers. Participants also receive a merchant trick or treat list at the "start here" tent. Multiple Halloween-themed inflatables are displayed along the sidewalk. Merchants purchase and distribute their own candy.

20 Mid-way carnival style games set-up on the sidewalk, strategically to keep the rhythm of the street between merchant trick or treat host sites. In total, the event should have 40-50 candy stops between merchants and games. Each block will also have a bonus activity area:

- DJ hosting a Monster Mash dance party complete with hula hoop dance contests.
- Free face painter
- Family photo spot

Event: Daytona Beach Dessert Tour

Date: 1st Friday of November (November 1, 2018)

Time: 5PM – 9PM

Location: License Area C (Sidewalk Only)

Event Description:

This progressive dessert tasting event includes guests purchasing tasting passports at one of two "start here" locations. The passports list all host sites and names their featured dessert. Participants then visit each host site at their leisure sampling each featured dessert. After visiting all the host sites, participants vote for their favorites. The winner and three runner-up dessert host sites receive a plaque. The event will take place the Friday evening before the Halifax Art Festival. Art Festival artists will be encouraged to attend. One goal for the Dessert Tour is for it to evolve to include a strong artist meet and greet component.

- Dessert - Passports Available: 320
- Passport Cost: \$15 per person
- 5 Gallons or 320 samples per host site, goal of 21 host sites (7 p/block)
- Host site reimbursement: Flat \$100 each site
- Event Producer provides serving cups, spoons, napkins, prints passports

Event: Christmas Cookie Walk

Date: 4th Saturday of November (November 24, 2018)

Time: 1PM – 5PM

Location: License Area C (Sidewalk Only)

Event Description:

This progressive Christmas Cookie tasting event includes guests purchasing tasting passports at one of two "start here" locations. The passports list all host sites and names their featured cookie. Participants then visit each host site at their leisure sampling each of the featured cookies. Participants receive a cookie collection box (think 1mmchkin box with Christmas themed printing). To add to the fun, a cookie decoration station is set up on each block. Also, entertainment will be available on each of the three main blocks.

- Christmas Cookie - Passports Available: 250
- Passport Cost: \$10 per person
- 250 cookies per host site, goal of 21 host sites (7 per block)
- Host site reimbursement: \$62.50 each site
- Event Producer provides munchkin-type box, decoration stations, printing passports

Event: Daytona Beach Holiday Wine Tour

Date: 1st Saturday of December (December 1, 2018)

Time: 1PM – 6PM

Location: License Area C (Sidewalk Only)

Event Description:

This progressive tasting event includes guests purchasing tasting passports at one of two "start here" locations. The passports list all host sites and their featured wines. Participants then visit host sites at their leisure sampling up to 20 different wines from among the featured wines. At strategic locations, mini wine classes will be held periodically throughout the daytime event. Also, the wine tours may be linked to a particular region, state or country. For example, the Daytona Beach Wine Tour of California or the Daytona Beach Wine Tour of Italy. Such theming would differentiate the event from similar ones, offer decorating and theming opportunities at the host sites, and give hospitality host sites the opportunity to sell tapas sized California or Italian-inspired food snacks. The tapas menu, prices and locations will be included in the passport.

- Wine - Passports Available: 700
- Passport Cost: \$25 per person includes tasting glass and 20 drink tickets
- TBD bottles at each host site, 1.5 ounce servings (16 per bottle)
- Host site reimbursement: 90 cents per collected drink ticket
- Event Producer provides wine glasses with pour line, prints passport, prints tasting tickets

LICENSE AREAS



ATTACHMENT B
2017/18 EVENT SERIES

NAME OF EVENT	SCHEDULED EVENT DATE(S)	EVENT HOURS	LICENSE AREA(S) TO BE USED
Beach Street Wedding Walk	2 nd Friday in October (October 13, 2017)	4PM – 9PM	C – Sidewalk Only
Daytona Beach Dream Cruise	4th weekend in October (October 27 & 28, 2017)	9AM – 5PM	Friday: A Saturday: A & C – Street Closure
Halifax Art Festival	1st weekend in November (November 4 & 5, 2017)	9AM – 6PM	A & C - Street Closure
Holiday Wine Walk (Downtown Holiday Dazzle)	1 st Saturday in December (December 2, 2017)	1PM – 6PM	C – Sidewalk Only
Daytona Beach Chili Walk Walk	2nd Saturday of January (January 13, 2018)	1PM – 6PM	C – Sidewalk Only
Daytona Beach Wine Tour	1st Saturday of February (February 3, 2018)	1PM – 6PM	C – Sidewalk Only
Wine ‘n Chocolate Walk	2 nd Saturday in February (February 10, 2018)	1PM – 6PM	C - Sidewalk Only
Beer & Bacon Tour	3 rd Saturday of February (February 17, 2018)	1PM – 6PM	C – Sidewalk Only
Eggstravaganza	4th Saturday of March (March 24, 2018)	1PM – 5PM	C – Sidewalk Only
Gritts and Glory	1 st Saturday of April (April 7, 2018)	1PM – 7PM	C – Street Closure
Spirit of the Automobile	2 nd Saturday in May (May 12, 2018)	9AM – 5PM	A & C - Street Closure
Daytona Beach Ice Cream Tour	4 th Friday of May (May 25, 2018)	5PM – 9PM	C – Sidewalk Only
Riverfront Food & Wine Walk	3 rd Saturday in September (September 15, 2018)	1PM – 6PM	C -Sidewalk Only
Oktoberfest Beer Tour	4 th Saturday of September (September 22, 2018)	1PM – 6PM	C – Sidewalk Only

ATTACHMENT C

November 20, 2017

DDA
Downtown Riverfront Shoppes
City of Daytona Beach

To whom it may concern,

Bullseye Direct Marketing is requesting sponsorship support from the DDA for the 8th Annual Wine & Chocolate Walk in Downtown Daytona Beach at the Riverfront Shoppes, to be held on February 10th 2018. Bullseye Direct Marketing is requesting \$750 in marketing support and permit fees of approximately \$175. (The same as last year)

This will be the 8th year this event has been held and supported by the DDA and City of Daytona Beach, The event hours are from 1 pm to 6 pm.

Thank you for your consideration.

Kelley Koliopulos

Bullseye Direct Marketing
386-527-2297

ATTACHMENT D

October 23, 2017

Hi Jason,

I am writing this letter to formally request the DDA to reimburse Bullseye Direct Marketing the attached expenses incurred for the cancellation of the Wine & Food Walk. The event had been rescheduled for Saturday September 30th due to the effects of hurricane Irma on the Downtown Merchants.

Initially the redevelopment and cultural services departments of the city gave us the go ahead to reschedule the event for September 30th. We quickly moved forward in good faith to put the plan in motion. Then on September 14th the City Manager, Jim Chislom informed us by phone that he was denying our event permit because it was on the same day as the City sponsored Food Truck event on Main Street.

Due to the denial of our permit, we were forced to cancel this event and incur the attached expenses. We feel the expenses incurred where in part due to the fact we received approval through city staff and then denied our permit through the City Manager.

Please let us know if you need additional information on the attached expenses.

Thanks for your consideration on this matter.

Sincerely,

Kelley Koliopoulos



KELLEY KOLIOPULOS

CELL 386.527.2297

kbales@bullseye-direct.com

PO BOX 1259 • Daytona Beach • Florida 32120

Bullseye Direct Marketing, LLC

Invoice

PO BOX 11259
Daytona Beach, FL 32120

Date	Invoice #
10/6/2017	10461

Bill To
DDA JASON JEFFRIES DAYTONA BEACH, FL

Ship To
WINE & FOOD WALK 2017

Job. No.	P.O. No.	Terms	Rep	Sale Date

Description	Qty	Rate	Amount
BANNER	1	71.27	71.27
E-BLAST.....DEBI BRAND	1	225.00	225.00
NEWSPAPER ...THE NEWS JOURNAL	1	610.00	610.00
CAPITAL PARTNERS...INSURANCE	1	142.26	142.26
WEB HOSTING	1	37.05	37.05
SOCIAL MEDIA	1	434.00	434.00
Posters	1	98.00	98.00
DISTRIBUTING POSTERS TO SHOPS	1	40.00	40.00

THANK YOU FOR YOUR SUPPORT!

Sales Tax (0.0%)	\$0.00
Total	\$1,657.58
Payments/Credits	\$0.00
Balance Due	\$1,657.58

Phone #	Fax #
(386) 238-4001	(386) 238-4002