



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, May 22, 2018 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: April 24, 2018**
4. **DDA Monthly Financial Report**
5. **Merchant Co-op Program – Shriners Program Book Ad**
6. **Discussion: FY 2018/19 Proposed Budget**
7. **Public Comments**
8. **Board Comments**
9. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
REGULAR MEETING  
Tuesday, April 24, 2018**

The Regular Meeting of the Downtown Development Authority was held Tuesday, April 24, 2018, 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, Chair  
Ms. Sheryl Cook  
Mr. Joe 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. Becky Groom, Board Secretary  
Ms. Lori Slaight

**1. Call to Order**

Mr. Sznajstajler called the meeting to order at 8:05 a.m.

**2. Roll Call**

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

**3. Approval of Minutes**

**Regular Meeting: March 27, 2018**

A motion was made by Mr. Hopkins, seconded by Ms. Cook, to approve the minutes of the regular meeting of March 27, 2018, as presented. The motion carried (4-0).

4. **DDA Monthly Financial Report**

Mr. Jeffries presented the Monthly Financial Report which was included on page 5 of the packet. Mr. Jeffries stated the Market Manager has new vendors starting in the next couple of weeks; and right now, there are 20 vendors using 32 spaces.

**Public Comments:**

There were no public comments.

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

Keith Gold, Gold & Associates, presented the report which was included on Page 8 of the packet. Mr. Gold stated this past quarter had been one of the best in the previous two years and the report reflects very strong numbers. Mr. Gold stated the increased expenditure of marketing funds was reflected in the increased number of visits to the site. Mr. Gold stated the economy was stronger which was reflected in the increase in the number of people that were interested in the events in the downtown.

**Public Comments:**

There were no public comments.

6. **Downtown Event Update**

Mr. Jeffries reviewed the report which was included on page 12 of the packet which outlined the event expenses. Mr. Jeffries stated the current numbers reflect going over budget by about \$5,000. Mr. Jeffries stated the upcoming ice cream tour could be cancelled which would save about \$4,000.

Mr. Jeffries stated the Super Saturday event received criticism since the street was closed.

Frank DeMarchi, Southern Stone, reviewed the report which was included on page 14 of the packet.

Ms. Cook stated she received a check from Southern Stone to offset expenses for events. Ms. Cook stated she did not intend to cash the check and would return it to Southern Stone. Ms. Cook asked how many other vendors did not cash their checks which would reduce the amount of the expenses.

Mr. Sznajstajler stated Southern Stone's bank would be able to provide that information as part of the bank reconciliation; and he would like to receive a spreadsheet that showed expenses.

Mr. Jagger stated if the check had not been cashed, it was not an expense; and that would impact the DDA's bottom line.

Mr. Sznajstajler stated he was hearing the Downtown talk about more now than he had in the past 10 to 11 years he had been here.

Ms. White stated she felt the DDA was in a pretty good place with events considering the events that had been held are all new events. Ms. White stated Southern Stone had gone above and beyond. Ms. White stated some of the accounting issues needed to be worked out but she was comfortable going into the next event.

Mr. Hopkins stated he agreed with Ms. White and felt the DDA needed to hold the course. Mr. Hopkins stated he expected a deficit and it was not bad.

Ms. Cook asked if the increased advertising was going toward Facebook and boosting ads.

Mr. DeMarchi stated Southern Stone did a lot on Facebook and boosting and he was looking to do daily ads.

Mr. Sznajstajler stated he would like to see an itemized print out of events so the DDA could see how the event was marketed and promoted. Mr. Sznajstajler stated he would like to see a log that showed a log of radio advertising and how that fit with passport sales.

Ms. Cook asked Mr. DeMarchi if he thought he bit off more than he could chew with closing the three blocks and then having the low turnout.

Mr. DeMarchi stated he did not think so but felt he failed the merchants on the street. Mr. DeMarchi stated, for example, he bought a tent, table and signage for McKay's and had them set up; but McKay's decided not to serve outside. Mr. DeMarchi stated he had 12 tents set up at businesses that were not used because the merchants did not want to go out on the street. Mr. DeMarchi stated the merchants that were on the street sold very well.

Mr. Jeffries stated Ms. Kozinski submitted written comments regarding the events which were distributed to the Board and included as part of the record.

### **Public Comments**

There were no public comments on the events.

Discussion continued on whether the ice cream event should be held.

Mr. Sznajstajler stated he felt the DDA could make up the deficit and felt the ice cream event should be held.

Ms. White stated she thought the ice cream event would be very popular.

Mr. Sznajstajler asked if a sponsor could be found to take care of the deficit.

Mr. Jeffries stated yes.

Mr. Hopkins stated there seemed to be a momentum for the events and thanked Mr. DeMarchi and his group for what they have done and did not feel the ice cream event should be cancelled.

Ms. White stated she agreed with Mr. Hopkins and felt we should keep our plan in place.

Mr. Sznajstajler stated he would like the DDA to have an opportunity to find a sponsor, either one for the total of \$1,000 or two sponsors at \$500 each; and the sponsors would be included on posters and DDA materials.

Mr. Jeffries stated one potential sponsor would be the carnival rides on the boardwalk.

Mr. Gold stated he may have a sponsor for the event.

### **Public Comments**

John Nicholson, 413 N. Grandview, Daytona Beach, Florida stated he recommended the DDA continue with the event since the potential loss would be minimal.

### **Board Action:**

A motion was made by Mr. Hopkins, seconded by Ms. Cook, to authorize staff to seek a sponsorship of either 2 - \$500 or one \$1,000 sponsorships and the sponsor(s) would be included in radio advertising, social media advertising and printed materials and a booth would be offered for the sponsor(s) the day of the event. The motion carried (4-0).

## 7. **2019 Merchant Co-op Program**

Mr. Jeffries presented the Staff Report which was included on page 38 of the packet.

### **Public Comments**

There were no public comments.

### **Board Action:**

A motion was made by Ms. White, seconded by Ms. Cook, to approve the pricing structure for See Coastal Media for the In-Room Concierge book for Fall 2018, including ½ space for \$550; single space for \$975; concierge book package \$1,000 for a full space and website feature ad; and the ad design fee of \$50, in accordance with the staff report as presented. The motion carried (4-0).

## 8. **Board Comments**

Ms. White thanked Keith Gold and Frank DeMarchi for the great work their firms were doing.

Ms. White stated the Volusia County Public Library would be re-opening on City Island on May 5 and felt the opening should be listed on the Riverfront Shops webpage. Ms. White stated there was a large playground near the library and was something the DDA should promote. Ms. White stated John Nicholson was the genesis in having a playground located near the library. Ms. White stated there would be a lot of people at the library opening and it could be a good time to promote the Farmers' Market and the Riverfront Shops.

Mr. Jeffries stated he would contact the library staff to see how they would like the library and playground listed on the website and the DDA walking map and directory.

Ms. Cook stated Brownie the dog has a statue in place in the downtown as was reported in the News-Journal.

Mr. Sznajstajler stated he appreciated the work Frank DeMarchi and Keith Gold were doing for Downtown.

9. **Board Comments**

John Nicholson stated when people were visiting the library, they were not aware of the Sweetheart Trail and that location should be promoted.

10. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 9:58 a.m.

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Michael Sznajstajler, 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: May 18, 2018

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 18, 2018.

### BUDGET STATUS

| General Activities   |                   |                                |                     |
|--|-------------------|--------------------------------|---------------------|
| Line Item  | Appropriation     | Spent to Date<br>As of 5/18/18 | Balance             |
| Contract Services  | \$ 1,000          | \$ 698.68                      | \$ 301.32           |
| Personnel  | \$ 15,495         | \$ 7,382.42                    | \$ 8,112.58         |
| Supplies   | \$ 3,500          | \$ 740.65                      | \$ 2,759.35         |
| Care and Subsistence   | \$ 500            | \$ 199.39                      | \$ 300.61           |
| Professional Memberships   | \$ 450            | \$ 420.00                      | \$ 30.00            |
| Technical Services   | \$ 2,100          | \$ 1,672.20                    | \$ 427.80           |
| Professional Services  | \$ 15,000         | \$ 7,731.25                    | \$ 7,268.75         |
| Co-op Marketing  | \$ 25,000         | \$ 15,907.00                   | \$ 9,093.00         |
| Downtown Marketing   | \$ 25,000         | \$ 20,392.76                   | \$ 4,607.24         |
| Downtown Events  | \$ 34,650         | \$ 6,890.03                    | \$ 27,759.97        |
| Unreserved Balance   | \$ 1,162          | \$ -                           | \$ 1,162.00         |
| <b>Total</b>   | <b>\$ 123,857</b> | <b>\$ 62,034.38</b>            | <b>\$ 61,822.62</b> |
| <b>Notes:</b>  |                   |                                |                     |
| Note: Appropriations reflect budget transfers approved at December 19, 2017 meeting. |                   |                                |                     |

| <b>Downtown Event Activities</b>   |                      |   |                     |
|--|----------------------|---|---------------------|
| <b>Revenues</b>  | <b>Projection</b>    | <b>Received to Date<br/>As of 5/18/18</b> | <b>Balance</b>      |
| Vendor Revenue   | \$ 3,000             | \$ 4,163.42                               | \$ (1,163.42)       |
| Event Sponsorship  | \$ 20,000            | \$ -                                      | \$ 20,000.00        |
| Exhibit Sponsorship  | \$ 5,000             | \$ -                                      | \$ 5,000.00         |
| <b>Total</b>   | <b>\$ 28,000</b>     | <b>\$ 4,163.42</b>                        | <b>\$ 23,836.58</b> |
| <b>Expenses</b>  | <b>Appropriation</b> | <b>Spent to Date<br/>As of 5/18/18</b>    | <b>Balance</b>      |
| Personnel  | \$ -                 | \$ -                                      | \$ -                |
| Event Music  | \$ -                 | \$ -                                      | \$ -                |
| Event Advertising  | \$ 25,150            | \$ -                                      | \$ 25,150.00        |
| Event Supplies   | \$ 13,200            | \$ -                                      | \$ 13,200.00        |
| Exhibit Supplies   | \$ -                 | \$ -                                      | \$ -                |
| <b>Total</b>   | <b>\$ 38,350</b>     | <b>\$ -</b>                               | <b>\$ 38,350.00</b> |
| <b>Profit/Loss</b>   |                      | <b>\$ 4,163.42</b>                        |                     |
| <b>Notes:</b>  |                      |   |                     |
| Note: Appropriations reflect budget transfers approved at December 19, 2017 meeting. |                      |   |                     |

| <b>Farmers' Market Activities</b> |                      |   |                     |
|-----------------------------------|----------------------|---|---------------------|
| <b>Revenues</b>                   | <b>Projection</b>    | <b>Received to Date<br/>As of 5/18/18</b> | <b>Balance</b>      |
| Vendor Revenue                    | \$ 27,500            | \$ 11,594.00                              | \$ 15,906.00        |
| Sponsorship                       | \$ 10,000            | \$ -                                      | \$ 10,000.00        |
| Market Booth Sales                | \$ 1,200             | \$ -                                      | \$ 1,200.00         |
| <b>Total</b>                      | <b>\$ 38,700</b>     | <b>\$ 11,594.00</b>                       | <b>\$ 27,106.00</b> |
| <b>Expenses</b>                   | <b>Appropriation</b> | <b>Spent to Date<br/>As of 5/18/18</b>    | <b>Balance</b>      |
| Personnel                         | \$ 11,600            | \$ 3,531.50                               | \$ 8,068.50         |
| Supplies                          | \$ 1,000             | \$ 119.75                                 | \$ 880.25           |
| Liability Insurance               | \$ 1,250             | \$ 982.69                                 | \$ 267.31           |
| City Fees                         | \$ 1,500             | \$ -                                      | \$ 1,500.00         |
| SNAP Program                      | \$ 1,750             | \$ -                                      | \$ 1,750.00         |
| Marketing                         | \$ 19,100            | \$ 3,629.04                               | \$ 15,470.96        |
| Market Events                     | \$ 1,500             | \$ 1,159.94                               | \$ 340.06           |
| Booth Merchandise                 | \$ 1,000             | \$ -                                      | \$ 1,000.00         |
| <b>Total</b>                      | <b>\$ 38,700</b>     | <b>\$ 9,422.92</b>                        | <b>\$ 29,277.08</b> |
| <b>Profit/Loss</b>                |                      | <b>\$ 2,171.08</b>                        |                     |

## April 2018 Farmers' Market Attendance

| VENDOR TYPE      | # Vend | # Spaces | % Total | Max % | Max # |
|------------------|--------|----------|---------|-------|-------|
| Local Producer   | 1      | 3.00     |         |       |       |
| Organic Produce  | 0      | -        |         |       |       |
| Wholesaler       | 2      | 10.00    |         |       | 28    |
| Fish & Meats     | 1      | 1.00     |         |       |       |
| Dairy            | 1      | 1.00     |         |       |       |
| Grocery          | 4      | 3.75     |         |       |       |
| Prepared Foods   | 6      | 5.50     |         |       |       |
| Health & Beauty  | 0      | -        |         |       |       |
| Plant or Flowers | 3      | 3.00     | 11%     | 20%   |       |
| Crafts           | 1      | 0.25     | 1%      | 10%   |       |
|                  | 19     | 27.50    |         |       |       |

| Vendor Type      | 4/7/2018 | 4/14/2018 | 4/21/2018 | 4/28/2018 |
|------------------|----------|-----------|-----------|-----------|
| Local Producer   | 1        | 1         | 1         | 1         |
| Organic Produce  | 0        | 0         | 0         | 0         |
| Wholesaler       | 2        | 2         | 1         | 2         |
| Fish & Meats     | 1        | 1         | 1         | 1         |
| Dairy            | 1        | 1         | 1         | 1         |
| Grocery          | 3        | 3         | 1         | 2         |
| Prepared Foods   | 5        | 5         | 6         | 4         |
| Health & Beauty  | 0        | 0         | 0         | 0         |
| Plant or Flowers | 3        | 3         | 1         | 3         |
| Crafts           | 0        | 0         | 0         | 1         |
|                  | 16       | 16        | 12        | 15        |

## Farmers' Market Revenue Comparison

|           | 2015/16   |          | 2016/17   |          | 2017/18  |          | % Increase |
|-----------|-----------|----------|-----------|----------|----------|----------|------------|
|           | Revenue   | # Spaces | Revenue   | # Spaces | Revenue  | # Spaces |            |
| October   | \$ 2,365  | 53       | \$ 1,486  | 32       | \$ 1,459 | 26       | -1.8%      |
| November  | \$ 2,220  | 50       | \$ 1,721  | 37       | \$ 1,348 | 26       | -21.7%     |
| December  | \$ 2,216  | 50       | \$ 1,750  | 39       | \$ 1,447 | 31       | -17.3%     |
| January   | \$ 2,101  | 46       | \$ 1,970  | 44       | \$ 1,352 | 30       | -31.4%     |
| February  | \$ 2,219  | 49       | \$ 2,000  | 43       | \$ 1,499 | 33       | -25.1%     |
| March     | \$ 2,322  | 52       | \$ 2,076  | 45       | \$ 1,416 | 33       | -31.8%     |
| April     | \$ 2,265  | 49       | \$ 2,133  | 44       | \$ 1,310 | 28       | -38.6%     |
| 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       | \$ 1,583  | 34       | \$ -     |          |            |
| September | \$ 1,495  | 28       | \$ 1,199  | 19       | \$ -     |          |            |
| Total     | \$ 24,422 |          | \$ 22,066 |          | \$ 9,831 |          | -23.9%     |



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### MEMORANDUM

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DATE: May 18, 2018

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Imperial Session Program Ad

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The hosting of the 2018 Shriners national convention in Daytona Beach July 15 – 19 provides the DDA an opportunity to promote the Riverfront Shops of Daytona to 5,000 to 10,000 convention attendees and their families. A full page ad in the Imperial Session Program is \$850 and a half page ad is \$450.

The 2018 Imperial Session Program advertising opportunity has been promoted to the merchants. Two merchants have committed to participating in the program advertisement. Another two merchants have expressed interest and have until the May 21 deadline to confirm. Based on the response, staff is recommending a full page ad with at four merchant co-op ads in the Imperial Session Program at a cost of \$850.

**Revenue:**

|   |                              |
|---|------------------------------|
| Committed Merchant Participation:       | \$ 250 (1 1/2 Space)         |
| <u>Potential Merchant Participation</u> | <u>\$ 250 (1 1/2 Spaces)</u> |
| Total:                                  | \$ 500                       |

**Expense (Imperial Session):** \$ 850

The DDA has \$25,000 budgeted in the Co-op Marketing line item for Fiscal Year 2017/18. The only approved expense in this budget line item is the In-Room Concierge Book for \$15,907. There is \$9,093 available in the Co-op Marketing line item for FY 2017/18.



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### MEMORANDUM

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DATE: May 18, 2018

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: DDA 2018/19 Proposed Budget

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Attached is the approved DDA Mission and Goals and the first draft of proposed DDA budget for 2018/19.

The following is the schedule for the preparation of the annual budget:

- **Tuesday, June 26, 2018 at 8AM:** DDA sets the tax rate and recommends the proposed budget for the upcoming Fiscal Year. This approval will provide the overall budget framework for the upcoming fiscal year.
- **August 2018:** During the month of August, the detail advertising campaign and list of sponsored events will be developed. The merchants will be surveyed for input on the annual advertising campaign.
- **September 5, 2018 at 6PM:** DDA holds first public hearing for the tax rate and 2018 /19 Budget.
- **September 19, 2018 at 4PM:** DDA approves annual advertising campaign and funding for sponsored events.
- **September 19, 2018 at 6PM:** DDA holds second public hearing and approves the Tax Rate and 2018 /19 Budget.

Staff is requesting the DDA discuss the proposed budget for the 2018/19 Fiscal Year and provide direction on program priorities and funding amounts.

## **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.

*Adopted: May 2017*

## DDA 2017/18 PROPOSED BUDGET

|                                   | Adopted 2015/16<br>Budget | Adopted 2016/17<br>Budget | Adopted 2017/18<br>Budget | Proposed<br>2018/19 Budget |
|-----------------------------------|---------------------------|---------------------------|---------------------------|----------------------------|
| <b>GENERAL DOWNTOWN PROMOTION</b> |                           |                           |                           |                            |
| <b>REVENUE</b>                    |                           |                           |                           |                            |
| Ad Valorem Taxes                  | 98,866                    | 101,944                   | 114,107                   | 125,518                    |
| Merchant Co-op Program            | 18,000                    | 25,000                    | 20,000                    | 15,000                     |
| Interest                          | 100                       | 100                       | 100                       | 100                        |
| Appropriation of Fund Balance     | -                         | -                         | -                         | -                          |
| <b>Total Revenue</b>              | <b>\$ 116,966</b>         | <b>\$ 127,044</b>         | <b>\$ 134,207</b>         | <b>\$ 140,618</b>          |
| <b>EXPENDITURES</b>               |                           |                           |                           |                            |
| Contract Services                 | 1,000                     | 1,000                     | 1,000                     | 1,000                      |
| Personnel                         | 5,750                     | 9,560                     | 15,495                    | 14,855                     |
| Office Supplies                   | 2,000                     | 2,600                     | 3,500                     | 2,000                      |
| Care and Subsistence              | 300                       | 434                       | 500                       | 500                        |
| Professional Memberships          | 450                       | 450                       | 450                       | 450                        |
| Downtown Marketing                | 19,166                    | 25,500                    | 25,000                    | 35,000                     |
| Co-op Marketing                   | 26,000                    | 25,000                    | 25,000                    | 20,000                     |
| Downtown Events                   | 20,000                    | 30,000                    | 45,000                    | 10,000                     |
| Downtown Holidays                 | -                         | -                         | -                         | -                          |
| Professional Fees                 | 38,400                    | 30,000                    | 15,000                    | 15,000                     |
| Technical Services                | 3,900                     | 2,500                     | 2,100                     | 2,200                      |
| Unreserved Balance                | -                         | -                         | 1,162                     | 2,013                      |
| <b>Total Expenditures</b>         | <b>\$ 116,966</b>         | <b>\$ 127,044</b>         | <b>\$ 134,207</b>         | <b>\$ 103,018</b>          |
| <b>GENERAL FUND BALANCE</b>       |                           |                           |                           |                            |
| Unreserved Fund Balance           | \$ 24,484                 | \$ 24,484                 | \$ 24,484                 | \$ 25,646                  |
| Appropriation                     | \$ -                      | \$ -                      | \$ -                      | \$ -                       |
| Ending Fund Balance               | \$ 24,484                 | \$ 24,484                 | \$ 25,646                 | \$ 27,659                  |
| % of Ad Valorem Revenue           | 25%                       | 24%                       | 22%                       | 22%                        |
| <b>FARMERS' MARKET OPERATIONS</b> |                           |                           |                           |                            |
| <b>MARKET REVENUE</b>             |                           |                           |                           |                            |
| Vendor Revenue                    | 30,000                    | 30,000                    | 27,500                    | 24,500                     |
| SNAP Program Sponsor              | 25,000                    | 10,000                    | 10,000                    | 10,000                     |
| Grant (EBT Equipment)             | -                         | 1,750                     | -                         | -                          |
| Market Booth Sales                | 1,200                     | 1,200                     | 1,200                     | 1,200                      |
| <b>Total Revenue</b>              | <b>\$ 56,200</b>          | <b>\$ 42,950</b>          | <b>\$ 38,700</b>          | <b>\$ 35,700</b>           |
| <b>MARKET EXPENDITURES</b>        |                           |                           |                           |                            |
| Market Manager                    | 25,000                    | 15,000                    | -                         | 16,450                     |
| Personnel (Market Coordinator)    | -                         | -                         | 5,500                     | -                          |
| Personnel (Booth Cashier)         | 5,800                     | 5,800                     | 4,000                     | -                          |
| Personnel (Downtown Media)        | 2,600                     | 2,600                     | 2,100                     | 1,350                      |
| Manager Supplies                  | 1,000                     | 1,000                     | 1,000                     | 1,500                      |
| EBT Program Equipment             | 1,750                     | 1,750                     | 1,750                     | 1,750                      |
| Marketing                         | 14,800                    | 11,550                    | 19,100                    | 9,400                      |
| Market Events                     | 1,500                     | 1,500                     | 1,500                     | 1,500                      |
| Insurance                         | 1,250                     | 1,250                     | 1,250                     | 1,250                      |
| Booth Merchandise                 | 1,000                     | 1,000                     | 1,000                     | 1,000                      |
| City Fees                         | 1,500                     | 1,500                     | 1,500                     | 1,500                      |
| <b>Total Expenditures</b>         | <b>\$ 56,200</b>          | <b>\$ 42,950</b>          | <b>\$ 38,700</b>          | <b>\$ 35,700</b>           |
| <b>DOWNTOWN EVENTS</b>            |                           |                           |                           |                            |
| <b>EVENT REVENUE</b>              |                           |                           |                           |                            |
| Vendor Revenue                    | -                         | 6,000                     | 3,000                     | 15,000                     |
| Event Sponsorships                | -                         | -                         | 20,000                    | -                          |
| Exhibit Sponsorships              | -                         | 7,500                     | 5,000                     | -                          |
| <b>Total Revenue</b>              | <b>\$ -</b>               | <b>\$ 13,500</b>          | <b>\$ 28,000</b>          | <b>\$ 15,000</b>           |
| <b>EVENT EXPENDITURES</b>         |                           |                           |                           |                            |
| Personnel (Event Manager)         | -                         | 2,600                     | 4,500                     | -                          |
| Event Music                       | -                         | 750                       | 800                       | -                          |
| Event Advertising                 | -                         | 1,450                     | 7,500                     | 43,100                     |
| Event Supplies                    | -                         | 1,200                     | 1,200                     | 9,500                      |
| Exhibit Supplies                  | -                         | 7,500                     | 14,000                    | -                          |
| <b>Total Expenditures</b>         | <b>\$ -</b>               | <b>\$ 13,500</b>          | <b>\$ 28,000</b>          | <b>\$ 52,600</b>           |