



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

Wednesday, October 23, 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:**
  - a. **Regular Meeting: September 19, 2018**
4. **DDA Monthly Financial Report**
5. **Gold & Associates Presentation**
6. **DDA Staff Comments**
  - a. **Redevelopment Director**
  - b. **Farmers Market Manager**
7. **Public Comments**
8. **Board Comments**
9. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
REGULAR MEETING  
Tuesday, September 19, 2018**

The Regular Meeting of the Downtown Development Authority was held Tuesday, September 19, 2018, at 4:00 p.m. in Conference Room 149B, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

**Board Members Present**

Ms. Sheryl Cook, Vice Chair  
Mr. Joseph Hopkins  
Ms. Tammy Kozinski  
Ms. Kelly White

**Board Members Absent**

Mr. Michael Sznajstajler, Chair

**Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
Mr. Jason Jeffries, Redevelopment Project Manager  
Mr. Robert Jagger, City Attorney  
Ms. Marsha McDonald, Office Specialist II

**1. Call to Order**

Ms. Cook called the meeting to order at 4:00 p.m.

**2. Roll Call**

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

**3. Approval of Minutes**

**a. Regular Meeting - August 28, 2018**

A motion was made by Ms. Kozinski, seconded by Mr. Hopkins, to approve the minutes of the Regular Meeting of the August 28, 2018 meeting, as presented. The motion carried (4-0).

**b. Special Meeting – September 5, 2018**

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the minutes of the Special Meeting of September 5, 2018, as presented. 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 that he estimated there was about \$5,000 in expenses that were outstanding. Mr. Jeffries stated the report had not been received from Southern Stone for the ice cream event that was recently held.

Mr. Jeffries stated there were some outstanding expenses for the Farmers' Market but he anticipated breaking even for those expenses. Mr. Jeffries stated overall, attendance at the Farmers' Market was down by 21%.

## **5. Gold & Associates Marketing Contract**

Mr. Jeffries presented the staff report which was included as part of the packet on Page 14. Mr. Jeffries stated the proposed contract expanded the Scope of Services as requested by the DDA Board at their Special Meeting of September 5, 2018. Mr. Jeffries stated the proposed contract provided for Gold & Associates to assume responsibility for marketing management as well as the other items outlined on Page 14, which were responsibilities previously handled by Mr. Jeffries. Mr. Jeffries stated the annual marketing contract cost would be \$45,000.

Mr. Hopkins asked Keith Gold of Gold & Associates if a specific employee in Mr. Gold's office would be responsible for the additional tasks outlined or if several people would be working on the tasks.

Mr. Gold stated there would be one or two people working on the tasks but his entire team would be working on different aspects. Mr. Gold stated he would be the point person and his staff would provide the various services needed. Mr. Gold stated a new strategic/tactical marketing plan would be developed based on research and he would come back to the DDA with the plan once it was developed. Mr. Gold stated the merchant co-op would be addressed in the strategic marketing plan for future years.

Mr. Hopkins stated the DDA was grateful that Mr. Gold stepped up to help the DDA in their time of need with the pending departure of Mr. Jeffries.

Ms. White stated she had spoken with Mr. Gold and was comfortable with the contract as proposed.

Ms. Kozinski asked if it was still planned that the Merchant Meeting would be held prior to the monthly DDA meeting.

Ms. White stated it may be organized that the Merchant Meeting would be at 8:00 a.m. followed by the DDA meeting at 9:00 a.m.

Mr. Gold stated it was discussed to have a meeting each month with the merchants in order to receive their feedback; however, he would like to have workshops as were previously held to cover specific topics, such as social media, special events, the marketing campaign, or any other topics in which the merchants may indicate interest.

Ms. White stated previously In-Focus had posted to the Riverfront Shops website and asked if that would continue.

Mr. Jeffries stated In-Focus did post to the website and did provide back-up when staff was unavailable to do additional postings. Mr. Jeffries stated after the next three months, Mr. Gold would evaluate the postings and determine if they should be done elsewhere and that service was included as part of the proposed contract.

Ms. Cook asked if postings on Instagram would have to go through Gold & Associates. Ms. Cook stated she would like to have a person assigned for each block, such as a "Block Captain," to gather information for posting and keeping the merchant list up to date.

Mr. Gold stated he liked the “Block Captain” idea. Mr. Gold stated Southern Stone was to provide information on events to be posted to social media and he would make sure someone was at each event to take pictures and do the postings. Mr. Gold stated for events at the Farmers’ Market, he was hoping the Market Manager would take pictures and post them; but if that did not happen, pictures could be sent to Gold & Associates to be posted.

Ms. Kozinski stated she liked the “Block Captain” idea but felt the merchants needed to take more responsibility.

Mr. Berger stated he would be attending the events held in downtown and would be meeting with the merchants as he visited the downtown area.

Mr. Hopkins stated there could possibly be opportunities for volunteers who live and work in the downtown area to work with Gold & Associates and he hoped Mr. Gold will be open to that.

Mr. Gold stated yes.

Ms. Kozinski thanked Mr. Gold for stepping in to help the DDA.

Mr. Jeffries stated the Contract was \$3,750 per month at an annual cost of \$45,000. Mr. Jeffries stated Page 15 of the packet outlined the proposed budget. Mr. Jeffries stated the Casual Employee had been removed and those funds were now in Professional Services. Mr. Jeffries stated the budget was still about \$5,000 short; and in order to balance the budget, he moved the shortage from Downtown Safety. Mr. Jeffries stated since the City budget had not been approved, budget transfers would have to be approved at the October meeting.

Mr. Hopkins stated the plan proposed by Mr. Gold was a good start for next year’s budget.

Ms. Kozinski asked Mr. Hopkins if he planned to pursue the SNAP program implementation as was previously discussed.

Mr. Hopkins stated yes.

**Public Comments:**

There were no public comments.

**Board Action:**

A motion was made by Ms. Kozinski, seconded by Ms. White, to approve the Gold & Associates contract in the amount of \$45,000, in accordance with the Staff Report as presented. The motion carried (4-0).

**6. Riverfront Shops of Daytona Beach Campaign – FY2018/19**

Mr. Jeffries presented the Staff Report which was included on Page 27 of the packet.

Keith Gold, Gold & Associates, outlined the details of the report. Mr. Gold stated the report outlines the expenses the DDA currently has committed to spend but wants to make sure the DDA is receiving maximum benefits from the expenses. Mr. Gold stated he would like his firm to conduct a strategic marketing plan to insure the DDA events and the Farmers’ Market are properly promoted.

Mr. Hopkins stated he was excited about the proposed strategic marketing plan which would make the DDA continue to look forward, which was a task of the Board.

- a. **Spectrum Advertising**
- b. **Online and Social Media Advertising**
- c. **Print Materials**
- d. **Halifax Art Festival Print Advertising**

**Public Comments:**

There were no public comments.

**Board Action:**

A motion was made by Ms. White, seconded by Mr. Hopkins, to approve the Riverfront Shops of Daytona Beach Campaign – FY-2018/19, in accordance with the Staff Report as presented and subject to approval by the City Commission of the proposed FY2018/19 budget. The motion carried (4-0).

**7. Farmers’ Market Advertising Campaign – FY2018/19**

Mr. Jeffries presented the Staff Report which was included as part of the packet. Mr. Jeffries stated the advertising would be social media and printed materials.

**Public Comments:**

There were no public comments.

**Board Action:**

A motion was made by Ms. Kozinski, seconded by Ms. White, to approve \$1,800 for Facebook advertising for the Farmers’ Market campaign and \$1,800 for on-line Google advertising, in accordance with the staff report as presented. The motion carried (4-0).

**8. Public Comments**

Mr. Jeffries stated the Agreement for the Dream Cruise was completed, and Mr. Jeffries presented a proposed Standard Event Contract for the event.

Ms. Kozinski stated she was concerned that the proposed advertising did not incorporate the template as was approved by the DDA for events. Ms. Kozinski stated the DDA template should be used.

Ms. White stated she felt the DDA template should be used since it was the DDA standard.

Mr. Hopkins stated he felt event promoters should be required to use the DDA template.

**Public Comments:**

There were no public comments.

**Board Action:**

A motion was made by Mr. Hopkins, seconded by Ms. White, to approve the Dream Cruise as a DDA sponsored event, subject to the event coordinators incorporating the DDA approved templates into their advertising. The motion carried (4-0).

**9. Board Comments**

Mr. Hopkins stated he would like to discuss at the next meeting the SNAP program which was in place at Stetson where anyone spending \$1 gets a dollar back. Mr. Hopkins stated the program was funded through a co-op and it was a fantastic program. Mr. Hopkins stated Stetson had offered to assist the DDA in establishing a similar program at the Farmers' Market.

Mr. Hopkins stated the existing Farmers' Market was a desert and there was no landscaping. Mr. Hopkins suggested the DDA request funding from the Daytona Beach Racing and Recreational Authority for funding to improve the overall appearance of the Farmers' Market. Mr. Hopkins asked that the item be placed on the next agenda for discussion by the DDA.

Ms. Kozinski stated Halloween, the Dream Cruise, and the Halifax River Art Festival were not on the calendar.

Ms. Kozinski stated she would like a letter included regarding what the City was doing with the Chamber of Commerce regarding the homeless and trespass issue. Ms. Kozinski stated she felt it was important that the City was aware of the importance of the trespass issue to the downtown.

**10. Adjournment**

There being no further business, the meeting was adjourned.

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Michael O. Sznajstajler, Chair

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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**

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DATE: October 18, 2018

TO: Downtown Development Authority Members

FROM: Reed Berger, Redevelopment Director

SUBJECT: DDA Monthly Financial Report

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At this time the Financial Report is not ready. Staff will provide at the meeting.

*Campaign Presentation to*  
**THE CITY OF**  
**DAYTONA BEACH** DDA



**G O L D**

*Intelligent Imagination™*

Presentation

# AGENDA



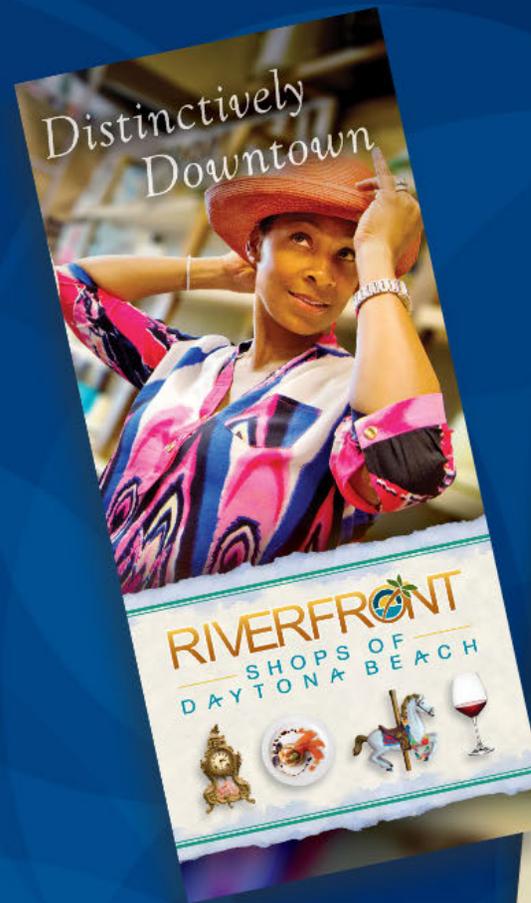
1. Riverfront Shops Project Update
2. Updated Tactical Plan
3. September Online Analytics Report
4. Questions & Answers



# 1. RIVERFRONT SHOPS

## Campaign Update

- **BLOG** –  
*Events and Merchant Specials*
- **BROCHURES** –  
*Visitors Center & Lodging*
- **CABLE TELEVISION** –  
*Spectrum, Etc.*
- **COMMUNITY NEWSPAPERS** –  
*Observer, etc.*



New Rack Brochure



New Observer Ad

# 1. RIVERFRONT SHOPS

## Campaign Update

- **E-BLASTS** – *Business*  
(Merchant/Developer Prospects)
- **E-BLASTS** – *Consumer*  
(Riverfront Shops Guests/Prospects)
- **E-BLASTS** – *Merchant*  
(Marketing/DDA Updates)
- **FARMERS' MARKET PROMOTION** –  
*Ongoing Campaign*



# 1. RIVERFRONT SHOPS

## Campaign Update

- **GOOGLE ADS** –  
*Ongoing Campaign*
- **KIOSK DIRECTORIES** –  
*Maps & Listings*
- **MERCHANT RELATIONS** –  
*Meetings*
- **ONLINE CALENDAR UPDATES** –  
*Website & Facebook*



New Directory Poster

# 1. RIVERFRONT SHOPS

## Campaign Update

- **PRESS RELEASES –**  
*Businesses & Events*
- **RESEARCH –**  
*Business (Live. Work. Play.)*
- **RESEARCH – Consumer**  
*(Riverfront Shops & Farmers' Market.)*
- **RESEARCH – Merchant**



Latest Press Release

# 1. RIVERFRONT SHOPS

## Campaign Update

- **SOCIAL MEDIA ADVERTISING –**  
*Facebook*
- **SOCIAL MEDIA POSTING –**  
*Farmers' Market*
- **SOCIAL MEDIA POSTING –**  
*Riverfront Shops*
- **SOCIAL MEDIA POSTING –**  
*Live Event Posts*



Ongoing Social Media Posts

# 1. RIVERFRONT SHOPS

## Campaign Update

- **STRATEGIC MARKETING PLAN – Annual**

- **WEBSITE – Riverfront Shops Site Listing & Content Updates**



Present Home Page



New Home Page

# 2. UPDATED TACTICAL PLAN

## October 2018

MEDIA	DESCRIPTION	BUDGETS	SPACE CLOSE	MAT. CLOSE	OCT		NOV			DEC			JAN			FEB			MAR			APR			MAY			JUNE			JULY			AUG			SEPT			TOTALS
					1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	1	8	15	22	29	5	12	19	26	2	9	16	23	
<b>A. PROFESSIONAL SERVICES</b>					Budget: \$45,000																														\$45,000					
AGENCY MARKETING SERVICES	Online, offline, and printed material updates, strategic planning, PR, and client communications.	Budget: \$13,200	N/A	N/A	\$3,750		\$3,750		\$3,750		\$3,750		\$3,750		\$3,750		\$3,750		\$3,750		\$3,750		\$3,750		\$3,750		\$3,750		\$3,750		\$3,750		\$3,750		\$3,750		\$45,000			
INTERACTIVE/DATABASE MARKETING	Twice-monthly production and distribution of e-blasts (plus Downtown development).	BUDGET: N/A	2 Weeks Prior	1 Week Prior																																N/A				
STRATEGIC MARKETING PLAN	Including quarterly tactical plan updates based on research.	BUDGET: N/A	N/A	N/A																																N/A				
SOCIAL MEDIA POSTING	Regular posting on Facebook, Instagram, and others.	BUDGET: N/A	N/A	N/A																																N/A				
WEBSITE UPDATES	Weekly site updates and SEO for branding and development websites.	BUDGET: N/A	N/A	N/A																																N/A				
PUBLIC RELATIONS	Monthly press release writing and distribution for Downtown brand development marketing.	BUDGET: N/A	1 Week Prior	2 Days Prior																																N/A				
QUARTERLY RESEARCH	Online surveys among merchants, customers, and business prospects.	BUDGET: \$3,600	2 Weeks Prior	1 Week Prior																																N/A				
<b>B. TECHNICAL FEES &amp; SUPPLIES</b>					Budget: \$4,250																														\$4,250					
TECHNICAL FEES	Fees for MailChimp (\$550), domains (\$750), and web hosting (\$400 - \$37.50/mo.).	BUDGET: \$1,750	N/A	N/A	\$687.50		\$37.50		\$37.50		\$787.50		\$37.50		\$37.50		\$37.50		\$37.50		\$37.50		\$37.50		\$37.50		\$37.50		\$37.50		\$37.50		\$37.50		\$1,750					
PRINTED MATERIALS	Kiosk posters (5 printings - \$100/ea.), rack brochure printing and distribution at visitor centers and vacation rentals (\$2,000).	BUDGET: \$3,000	3 Weeks Prior	N/A			\$100		\$2,000		\$100		\$100		\$100		\$100		\$100		\$100		\$100		\$100		\$100		\$100		\$100		\$100		\$2,500					
<b>C. DOWNTOWN BRAND MARKETING</b>					Budget: \$32,172																														\$32,172					
HOLIDAY TELEVISION MEDIA	Spectrum station media (\$5,500), plus GOLD production (\$3,000).	BUDGET: \$3,750	3 Weeks Prior	2 Week Prior	\$3,000		\$1,500		\$1,500		\$600		\$600		\$600		\$600		\$600		\$600		\$600		\$600		\$600		\$600		\$600		\$600		\$8,550					
ONLINE MEDIA	Google geo/content targeted ads for shopping, dining, and entertainment (including remarketing).	BUDGET: \$5,700	2 Weeks Prior	1 Week Prior	\$400		\$600		\$600		\$500		\$500		\$500		\$500		\$500		\$500		\$400		\$400		\$400		\$400		\$400		\$400		\$5,700					
SOCIAL MEDIA	Geo/age targeted advertising on social media sites, such as Facebook and Instagram.	BUDGET: \$5,700	2 Weeks Prior	1 Week Prior	\$400		\$600		\$600		\$500		\$500		\$500		\$500		\$500		\$500		\$400		\$400		\$400		\$400		\$400		\$400		\$5,700					
IN-ROOM CONCIERGE BOOK	Distributed in local area hotels. (\$16,907 gross, \$6,407 net.)	BUDGET: \$6,407	2 Mo. Prior	1 Mo. Prior	\$6,407																														\$6,407					
TORTUGAS PROGRAM MEDIA	Program print ad. (Net amount paid by DDA - \$1,975.)	BUDGET: \$1,975	3 Mo. Prior	2 Mo. Prior																		\$1,975													\$1,975					
COMMUNITY NEWS	Three Observer Group North & South editions (\$440 ea.), plus online advertising.	BUDGET: \$2,640	3 Weeks Prior	2 Weeks Prior	2640																														\$2,640					
HOTEL TV	In-room TV channels to reach visitors.	BUDGET: \$1,200	N/A	N/A	\$100		\$100		\$100		\$100		\$100		\$100		\$100		\$100		\$100		\$100		\$100		\$100		\$100		\$100		\$100		\$1,200					
<b>D. DOWNTOWN DEV. MARKETING</b>					Budget: \$1,800																														\$1,800					
ONLINE MEDIA	"Live. Work. Play." geo/content-targeted Google ads.	BUDGET: \$1,200	2 Weeks Prior	1 Week Prior	\$150		\$150		\$150		\$150		\$150		\$150		\$150		\$150		\$150		\$150		\$150		\$150		\$150		\$150		\$150		\$1,800					
<b>E. DOWNTOWN EVENTS</b>					Budget: \$38,762 (Southern Stone), plus \$10,000 (Art Festival)																														\$38,762					
BOO BASH	Advertising and event fees - 10/27.	BUDGET: \$5,700	4 Weeks Prior	3 Week Prior	\$5,700																														\$5,700					
DREAM CRUISE	DDA marketing support - 10/27.	BUDGET: N/A	N/A	N/A																															N/A					
HALIFAX ART FESTIVAL	Prize and advertising - 11/3 - 11/4 (\$5,000 prize, \$5,000 advertising)	BUDGET: \$10,000	4 Weeks Prior	3 Week Prior			\$10,000																												\$10,000					
HOLIDAY WINE WALK	Advertising and event fees - 12/1.	BUDGET: \$4,805	4 Weeks Prior	3 Week Prior					\$4,805																										\$4,805					
CHILI TOUR	Advertising and event fees - 1/12.	BUDGET: \$2,537	4 Weeks Prior	3 Week Prior							\$2,537																								\$2,537					
BEER & BACON TOUR	Advertising and event fees - 2/23.	BUDGET: \$1,030	4 Weeks Prior	3 Week Prior									\$1,030																						\$1,030					
ART ATTACK & WINE TOUR	Advertising and event fees - 3/23.	BUDGET: \$3,060	4 Weeks Prior	3 Week Prior											\$3,060																				\$3,060					
EGGSTRAVAGANZA	Advertising and event fees - 4/13.	BUDGET: \$4,420	4 Weeks Prior	3 Week Prior																			\$4,420												\$4,420					
GRITS, GLORY & WINE TOUR	Advertising and event fees - 5/11.	BUDGET: \$3,060	4 Weeks Prior	3 Week Prior																					\$3,060									\$3,060						
GREAT BURGER BATTLE	Advertising and event fees - 7/20.	BUDGET: \$1,470	4 Weeks Prior	3 Week Prior																							\$1,470							\$1,470						
OKTOBERFEST BEER TOUR	Advertising and event fees - 9/21.	BUDGET: \$2,680	4 Weeks Prior	3 Week Prior																												\$2,680	\$2,680							

Please Refer to the Complete Plan

# 3. SEPTEMBER ONLINE

## *Analytics Report*



*Please Refer to the Full Report*

# 4. QUESTIONS & ANSWERS



*Thank You  
for Your  
Consideration!*



**GOLD**

6000-C Sawgrass Village Circle, Ponte Vedra Beach, FL 32082

(904) 285-5669 • strikegold.com

**DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY - Riverfront Shops Project Update • 10/18/18**

<b>Job</b>	<b>Action Steps</b>
<b>BLOG</b> – <i>Events and Merchant Specials</i>	Updated events in September and weekly. Reposition graphics on site in October. (Present layouts to DDA.)
<b>BROCHURES</b> – <i>Visitors Center &amp; Lodging</i>	Wrote copy and prepared layouts October 16. (Estimate printing 10/22 and meet with VCB.)
<b>CABLE TELEVISION</b> – <i>Spectrum, Etc.</i>	Wrote holiday and general branding spots w/o October 15. (DDA approved budget for production.) Produce w/o 11/5.
<b>COMMUNITY NEWSPAPERS</b> – <i>Observer, Etc.</i>	Wrote and designed digital print and event ads 10/10 and w/o 10/15 .
<b>CO-OP ADVERTISING</b> – <i>In-Room Book</i>	Section completed for FY 2018-2019. (Present new co-op opportunities to merchants and in new Strategic Marketing Plan.
<b>E-BLASTS</b> – <i>Business (Merchant/Developer Prospects)</i>	Develop & distribute to promote "Live. Work. Play." (Awaiting site completion by InFocus.)
<b>E-BLASTS</b> – <i>Consumer (Riverfront Shops Guests/Prospects)</i>	Write & distribute eblasts monthly. (Last one prepared 10/17 featuring special events.)
<b>E-BLASTS</b> – <i>Merchant (Marketing/DDA Updates)</i>	Distribute monthly. Wrote copy about marketing changes w/o 9/24. (Awaiting latest City database.)
<b>FARMERS' MARKET SIGNAGE</b> – <i>Vendors</i>	Provided graphics/logos for vendor signs 10/02.
<b>FARMERS' MARKET PROMOTION</b> – <i>Ongoing Campaign</i>	Included in digital and print Observer ads, as well as consumer eblast. (Add to radio promotions ASAP.)
<b>GOOGLE ADS</b> – <i>Ongoing Campaign</i>	Ongoing search and display advertising. Prepared September analytics 10/17 for October DDA meeting.
<b>KIOSK DIRECTORIES</b> – <i>Maps &amp; Listings</i>	Updated five times per year. Last revision was w/o 10/15. (Map from Alpha Graphics sent to City to update 10/10. Revise w/o 10/22.)
<b>MERCHANT RELATIONS</b> – <i>Meetings</i>	Regular meetings to begin in November per staff. (Discussed holding joint meetings with local law enforcement.)
<b>ONLINE CALENDAR UPDATES</b> – <i>Website &amp; Facebook</i>	Updated completely in September. Maintain calendars continuously. (Added Trunk Show 10/10.)
<b>PRESS RELEASES</b> – <i>Businesses &amp; Events</i>	Write & distribute releases. Fall events release written and approved by City w/o 10/1. (Awaiting City media list.)
<b>RESEARCH</b> – <i>Business (Live. Work. Play.)</i>	Secured cost estimates for databases. (Awaiting site completion by InFocus to launch survey and eblasts.)
<b>RESEARCH</b> – <i>Consumer (Riverfront Shops &amp; Farmers' Market.)</i>	Wrote survey. Program survey w/o October 22. Distribute w/o 10/29. (Present findings to merchants and DDA in November.)
<b>RESEARCH</b> – <i>Merchant</i>	Wrote survey. Program survey w/o October 22.
<b>SOCIAL MEDIA ADVERTISING</b> – <i>Facebook</i>	Ongoing advertising focused on events. (Campaign updated weekly. Promoting Boo Bash, Pumpkin Giveaway, and other events and activities.)
<b>SOCIAL MEDIA POSTING</b> – <i>Farmers' Market</i>	Ongoing posting. Farmers' Market Manager given admin. access 10/3 for posting. (Present analytis to DDA monthly.)
<b>SOCIAL MEDIA POSTING</b> – <i>Riverfront Shops</i>	Ongoing posting focused on events. (Posted Trunk Show , Pumpkin Giveaway and other events and activities.)
<b>SOCIAL MEDIA POSTING</b> – <i>Live Event Posts</i>	Live posts to me made by Southern Stone. Repost to Riverfront Shops account. (Met with Southern Stone 10/18 to plan future posts.
<b>STRATEGIC MARKETING PLAN</b> – <i>Annual</i>	Research and plan development underway for January DDA presentation.
<b>TACTICAL PLAN</b> – <i>Monthly</i>	Updated weekly for the City. (Present to DDA monthly.)
<b>WEBSITE</b> – <i>Riverfront Site Listing &amp; Content Updates</i>	Maintain and optimize continuously, including calendar and map. (Present suggested Home Page modifications to DDA 10/23.)

# DAYTONA BEACH DDA

## SEPTEMBER 2018 ONLINE ANALYTICS REPORT

*Prepared by GOLD & Associates • Wednesday, October 17, 2018*

The Riverfront Shops online campaign has continued to generate significant engagement in its second month. Below are the key results for consideration by the DDA Board.

### Overall Traffic

#### WEBSITE VISITATION TRENDLINE



***Overall, the site received 5,040 sessions (unique visits) and 8,256 pageviews in September 2018. (Sessions increased 36% over September 2018. )***

#### TOP PAGES

Most Viewed Pages		
Page		Pageviews
/		4,104
/shopping/		1,021
/dining/		311
/farmers-market/		279
/events/		250
/attractions/		214
/event/oktoberfest-beer-tour/		149
/brochures/		141
/downtown-daytona-beach/		115
/photo-gallery/		112

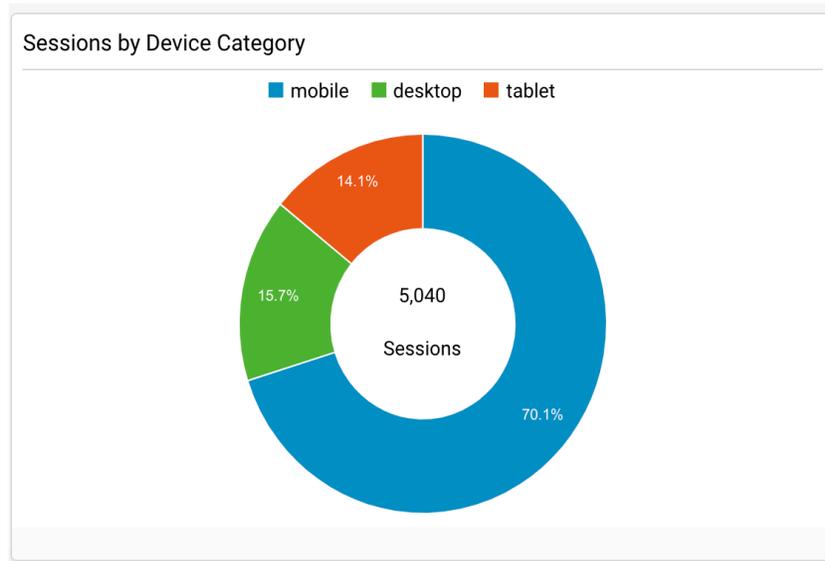
***The Home and Shopping pages were the most visited overall in September. (/ = Home Page.)***

# DAYTONA BEACH DDA SEPTEMBER 2018 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Wednesday, October 17, 2018

## Overall Traffic (Continued)

### TRAFFIC TYPE



*Mobile visitation continued to outpace desktop and tablet traffic by a wide margin.*

### KEY TRAFFIC SOURCES

Top Traffic Sources

Source / Medium	Sessions
google / cpc	2,533
google / organic	773
facebook_ads / cpc	662
(direct) / (none)	565
daytonabeach.com / referral	253
codb.us / referral	43
bing / organic	42
yahoo / organic	35
l.facebook.com / referral	19
lm.facebook.com / referral	16

*Google advertising and search, as well as Facebook were the largest traffic sources. (Little or not traffic comes from traditional advertising partner sites.)*

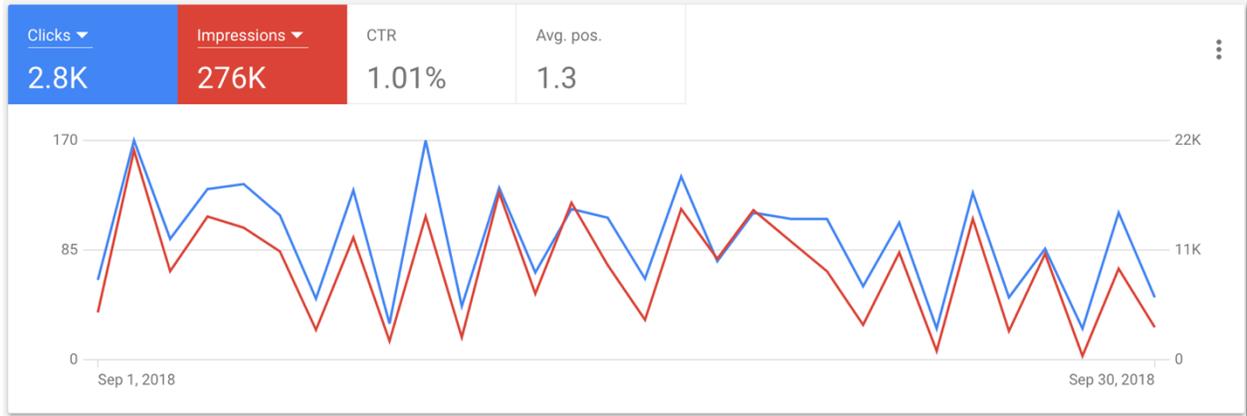
# DAYTONA BEACH DDA

## SEPTEMBER 2018 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Wednesday, October 17, 2018

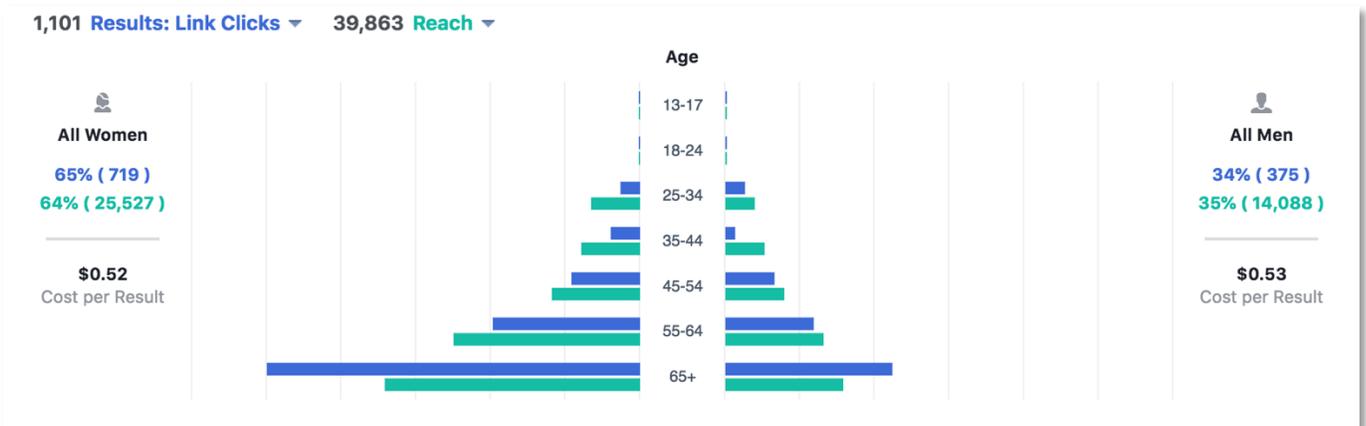
### Online Advertising

#### GOOGLE ADVERTISING



*The Google Ads campaign generated 2,801 clicks (up 40% from September 2017), with the top keywords being variations of “Daytona Beach events.”*

#### FACEBOOK ADVERTISING



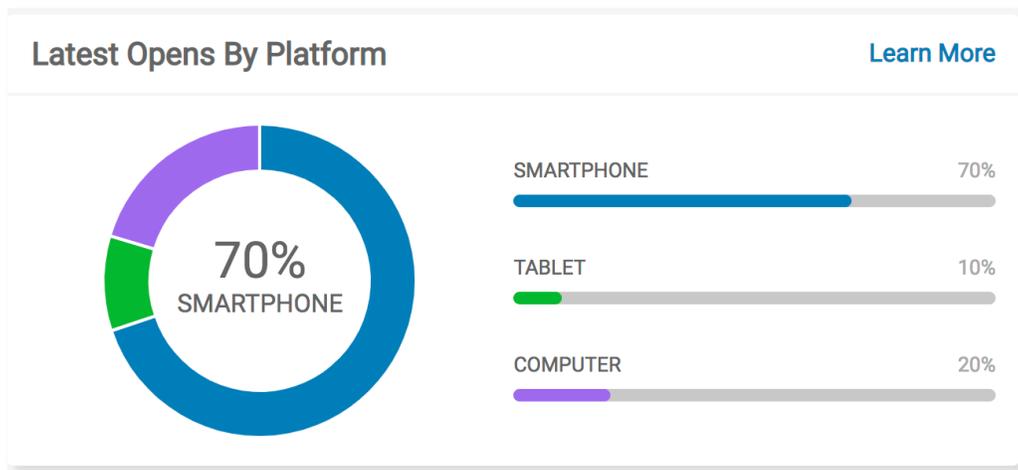
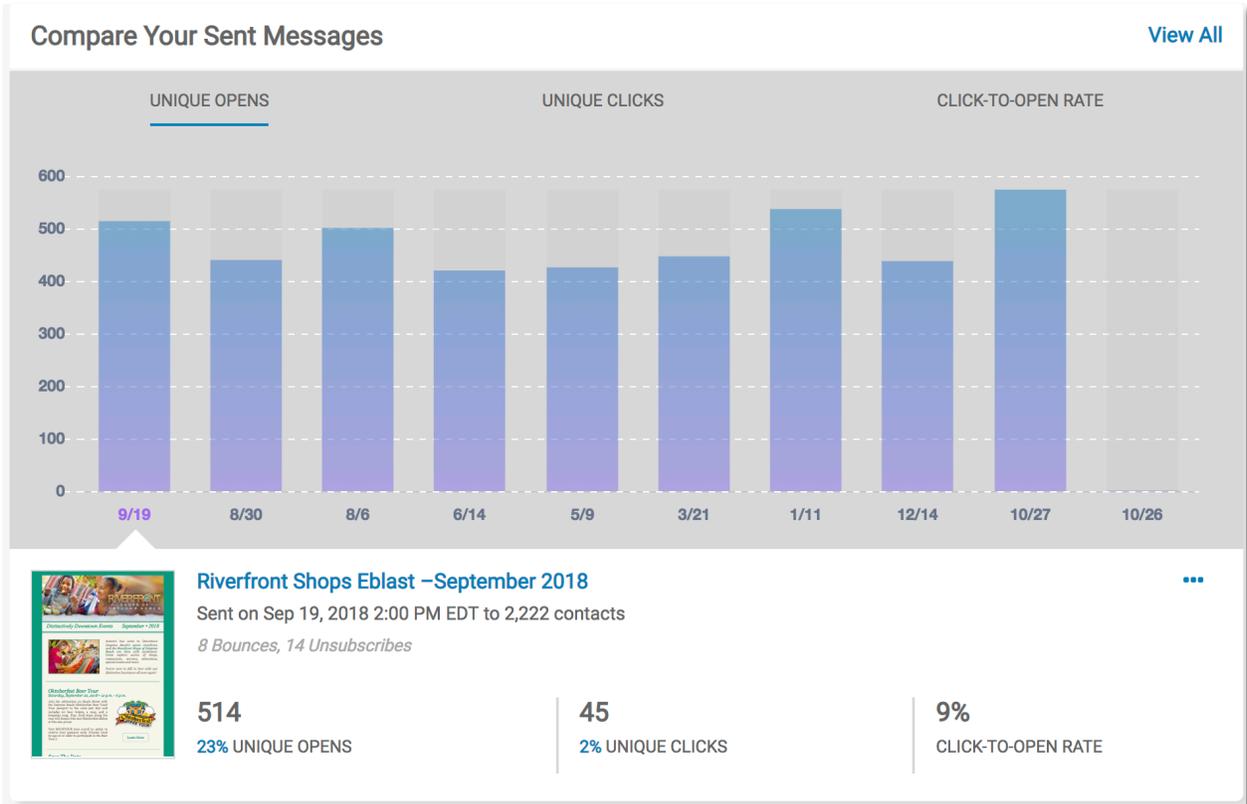
*The Riverfront Shops Facebook advertising campaign produced 1,101 clicks in September, with the largest demographic group being women 45+, though the number of younger followers has increased year-over-year. (The campaign did not run in September 2017 per the client.)*

*The Riverfront Shops Facebook page had 10,268 “likes” as of September 30, 2018 (up slightly from 10,208 in August).*

# DAYTONA BEACH DDA SEPTEMBER 2018 ONLINE ANALYTICS REPORT

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## E-Marketing



*These iContact charts show that e-blast engagement has remained fairly consistent, with the last message reaching 2,222 contacts and receiving 512 unique opens. The majority of opens are from smartphone users.*

**Thank you for your consideration!**

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**DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY**

**2018 - 2019 MARKETING FLOWCHART**

Updated October 18, 2018

					OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	
<b>F. FARMERS' MARKET</b> Budget: \$6,000					Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	\$6,000
<b>IN-ROOM CONCIERGE BOOK</b>	Distributed at local hotels. (Net amount paid by DDA.)	BUDGET: \$1,000	3 Mo. Prior	2 Mo. Prior	\$1,000	-	-	-	-	-	-	-	-	-	-	-	\$1,000
<b>SOCIAL MEDIA</b>	Geo/age targeted ads on social media sites.	BUDGET: \$1,000	2 Weeks Prior	1 Week Prior	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$1,800
<b>ONLINE MEDIA</b>	Google geo/content targeted ads (including remarketing).	BUDGET: \$1,800	2 Weeks Prior	1 Week Prior	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$1,800
<b>FARMERS' MARKET RADIO</b>	Southern Stone stations. (Part of events buy.)	BUDGET: N/A	4 Weeks Prior	3 Week Prior	-	-	-	-	-	-	-	-	-	-	-	-	N/A
<b>BROCHURE RACK CARDS</b>	Printing and distribution at visitor's centers and in long-term vacation rentals.	BUDGET: \$1,400	2 Weeks Prior	1 Week Prior	-	-	\$1,400	-	-	-	-	-	-	-	-	-	\$1,400
<b>FARMERS' MARKET OBSERVER ADVERTISING</b>	Included in Observer digital and print advertising campaign.	BUDGET: N/A	3 Weeks Prior	2 Weeks Prior	-	-	-	-	-	-	-	-	-	-	-	-	N/A
<b>TOTAL</b>					<b>\$24,435</b>	<b>\$17,138</b>	<b>\$15,243</b>	<b>\$9,525</b>	<b>\$6,968</b>	<b>\$9,248</b>	<b>\$12,333</b>	<b>\$8,298</b>	<b>\$5,138</b>	<b>\$6,608</b>	<b>\$5,238</b>	<b>\$7,818</b>	<b>\$ 127,984</b>

**NOTES**

- Total Budget for C and D = \$34,000 (Actual = \$33,972)
- Downtown Event and Farmers' Market contacts to be added to the DDA database

2640

Materials Production	Materials Distributed
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