

DOWNTOWN DEVELOPMENT AUTHORITY

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

Michael O. Sznajstajler
Chairman

Commissioner

Sheryl A. Cook

Joseph H. Hopkins

Tammy M. Kozinski

AGENDA

Tuesday, November 27, 2018 8:00 a.m.
Conference Room 149B

NOTICE - If any person decides to appeal any decision of this Board at this meeting, he/she will need a record of the proceedings and, for that purpose, he may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. The City does not prepare or provide such a record.

	For special accommodations, please notify the City Clerk's Office at least 72 hours in advance. (386) 671-8020		Help for the hearing impaired is available through the Assistive Listening System. Receivers can be obtained from the City Clerk's Office.
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In accordance with the Americans with Disabilities Act (ADA), persons needs a special accommodation to participate in the proceedings should contact the City Clerk's Office not later than three days prior to the proceedings.

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes:**
 - a. **Regular Meeting: October 23, 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**



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: November 20, 2018

TO: Downtown Development Authority Members

FROM: Reed Berger, Redevelopment Director

SUBJECT: DDA Monthly Financial Report

The following is the DDA financial report with expenditures through November 20, 2018.

FY 2018/19 BUDGET STATUS				
General Activities				
Line Item	Appropriation	Spent to Date As of 11/20/18	Balance	
Contract Services	\$ 1,000	\$ 61.76	\$ 938.24	
Personnel	\$ -	\$ -	\$ -	
Supplies	\$ 2,000	\$ 91.59	\$ 1,908.41	
Care and Subsistence	\$ 500	\$ 23.98	\$ 476.02	
Professional Memberships	\$ 450	\$ 420.00	\$ 30.00	
Technical Services	\$ 3,500	\$ -	\$ 3,500.00	
Downtown Safety	\$ 15,000	\$ -	\$ 15,000.00	
Professional Services	\$ 45,000	\$ 7,646.25	\$ 37,353.75	
Downtown Marketing	\$ 29,000	\$ -	\$ 29,000.00	
Co-op Marketing	\$ 27,500	\$ -	\$ 27,500.00	
Downtown Events	\$ 10,000	\$ -	\$ 10,000.00	
Unreserved Balance	\$ 1,160	\$ -	\$ 1,160.00	
Total	\$ 135,110	\$ 8,243.58	\$ 126,866.42	
Notes:				
Note: Appropriations reflect revised budget approved at the DDA September 19, 2018 meeting.				

Downtown Event Activities			
Revenues	Projection	Received to Date As of 11/20/18	Balance
Vendor Revenue	\$ 17,500	\$ -	\$ 17,500.00
Event Sponsorship	\$ -	\$ -	\$ -
Exhibit Sponsorship	\$ -	\$ -	\$ -
Total	\$ 17,500	\$ -	\$ 17,500.00
Expenses	Appropriation	Spent to Date As of 11/20/18	Balance
Personnel	\$ -	\$ -	\$ -
Event Music	\$ -	\$ -	\$ -
Event Advertising	\$ 40,000	\$ 5,000.00	\$ 35,000.00
Event Supplies	\$ 3,800	\$ -	\$ 3,800.00
Exhibit Supplies	\$ -	\$ -	\$ -
Total	\$ 43,800	\$ 5,000.00	\$ 38,800.00
Profit/Loss		\$ (5,000.00)	
Notes:			
Note: Appropriations reflect revised budget approved at the DDA September 19, 2018 meeting.			

Farmers' Market Activities			
Revenues	Projection	Received to Date As of 11/20/18	Balance
Vendor Revenue	\$ 27,500	\$ 3,059.00	\$ 24,441.00
Sponsorship	\$ 10,000	\$ -	\$ 10,000.00
Market Booth Sales	\$ 1,200	\$ -	\$ 1,200.00
Total	\$ 38,700	\$ 3,059.00	\$ 35,641.00
Expenses	Appropriation	Spent to Date As of 9/14/18	Balance
Personnel	\$ 11,600	\$ 2,200.00	\$ 9,400.00
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	\$ 120.00	\$ 18,980.00
Market Events	\$ 1,500	\$ -	\$ 1,500.00
Booth Merchandise	\$ 1,000	\$ -	\$ 1,000.00
Total	\$ 38,700	\$ 2,320.00	\$ 36,380.00
Profit/Loss		\$ 739.00	

Campaign Presentation to

THE CITY OF DAYTONA BEACH DDA



G O L D

Intelligent Imagination™

Presentation

AGENDA



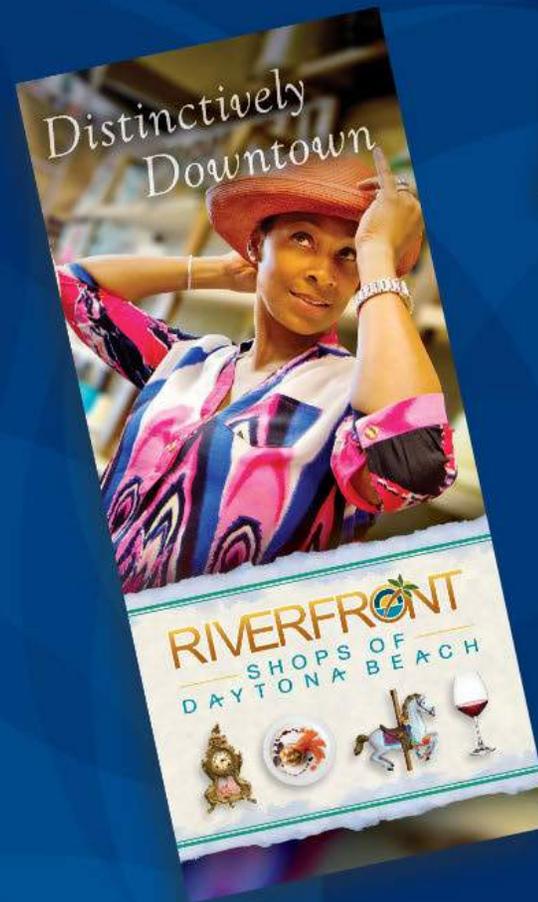
1. Riverfront Shops Project Update
2. Updated Tactical Plan
3. September Online Analytics Report
4. Questions & Answers



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 Television Commercial

1. RIVERFRONT SHOPS

Campaign Update

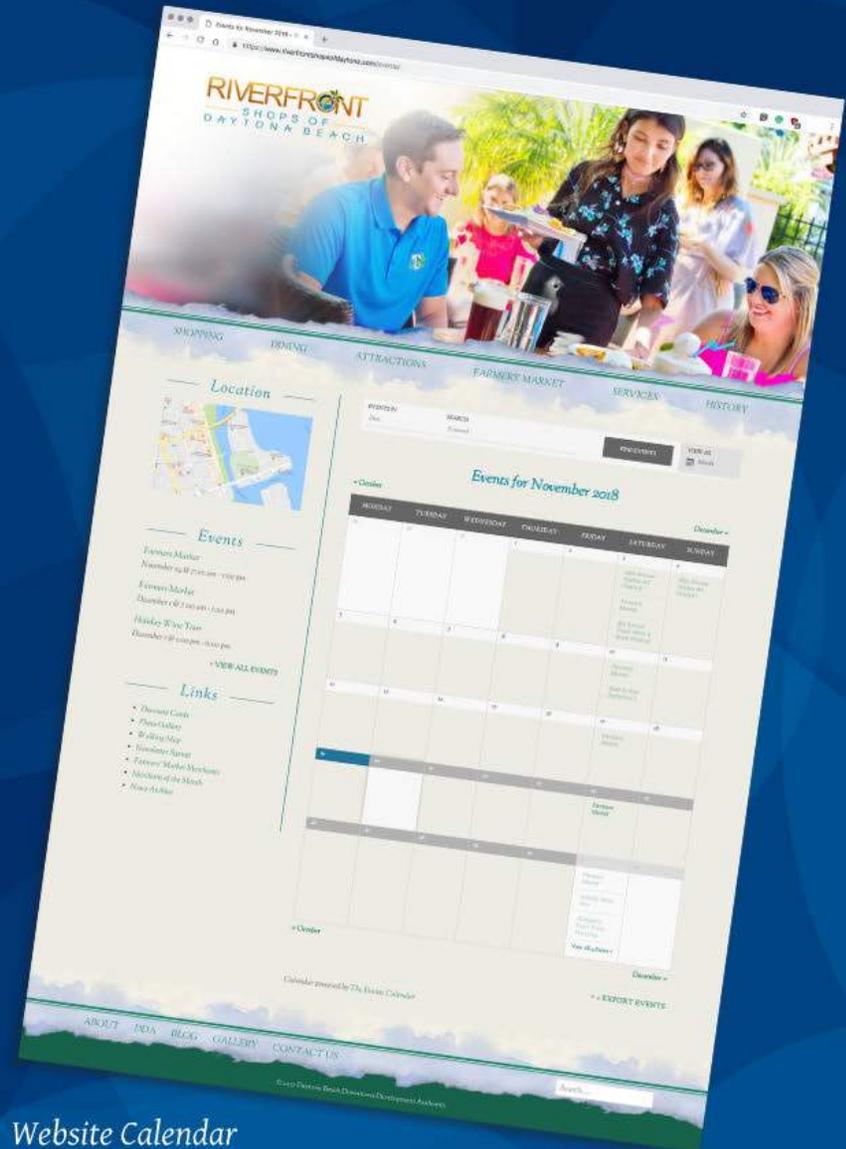
- **E-BLASTS** – *Business (Merchant/Developer Prospects)*
- **E-BLASTS** – *Consumer (Riverfront Shops Guests/Prospects)*
- **E-BLASTS** – *Merchant (Marketing/DDA Updates)*
- **FARMERS' MARKET PROMOTION** – *Ongoing Campaign*



1. RIVERFRONT SHOPS

Campaign Update

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



Website Calendar

1. RIVERFRONT SHOPS

Campaign Update

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

Riverfront Shops of Daytona Beach - Fall 2018 Merchant Survey

The Downtown Development Authority (DDA) focuses on the marketing and promotion of the Riverfront Shops of Daytona Beach. As the DDA and its marketing agency, GOLD, endeavor to promote the Riverfront Shops in the most effective manner possible, your participation in this brief survey is essential. Your response will help inform our new Strategic Marketing Plan for 2019.

Please note that this survey is intended only for businesses in the DDA's special taxing district. Thank you for your assistance!

1. Please provide your name, business, and email address.

Name:

Business:

Email Address:

2. Your type of business:

Attraction/entertainment

Delivery/restaurant

Restaurant

Retail store

Other (please specify):

3. What would be the best way for you to engage with GOLD about Riverfront Shops Marketing? (Please select all that apply.)

Monthly merchant meetings

Monthly merchant telephone calls

Monthly merchant email

Other (please specify):

4. If you selected monthly merchant meetings, where and when should they be held?

5. What forms of marketing do you use that have been the most effective at driving traffic to your particular place of business? (Select up to three.)

Brochures

Direct mail

E-mail marketing

Internet advertising (Google Ads, banner ads, etc.)

Newspaper advertising

Radio commercials

Social media advertising (Facebook, Twitter, Instagram, etc.)

Social media posting (Facebook, Twitter, Instagram, etc.)

Television commercials

Website (your site)

None of the above

Other (please specify):

Merchant Survey

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*



New
Home Page

2. UPDATED TACTICAL PLAN

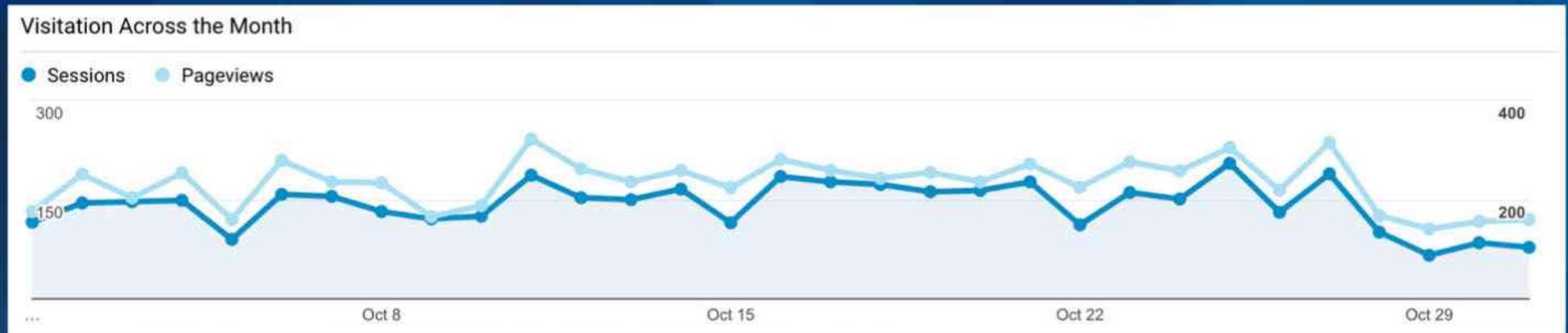
October 2018

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	4	11	18	25	1	8	15	22	29	5	12	19	26	
A. PROFESSIONAL SERVICES					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	\$46,000			
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: N/A	2 Weeks Prior	1 Week Prior																																N/A				
B. TECHNICAL FEES & SUPPLIES					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	\$987.50			\$37.50		\$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		\$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																									\$2,500				
C. DOWNTOWN BRAND MARKETING					Budget: \$32,172																																	\$31,922		
HOLIDAY TELEVISION MEDIA	Spectrum station media (\$5,500), plus GOLD production (\$3,000 budget - actual \$2,750 billed in Nov.)	BUDGET: Varies	3 Weeks Prior	2 Week Prior			\$4,250		\$1,500		\$600		\$600		\$600		\$600		\$600		\$600		\$600		\$600		\$600		\$600		\$600		\$600		\$600	\$6,300				
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		\$600		\$500		\$500		\$500		\$500		\$400		\$400		\$400		\$400		\$400		\$400		\$400		\$400	\$5,700				
SOCIAL MEDIA	Geo/geotargeted advertising on social media sites, such as Facebook and Instagram.	BUDGET: \$5,700	2 Weeks Prior	1 Week Prior	\$400		\$600		\$600		\$600		\$500		\$500		\$500		\$500		\$400		\$400		\$400		\$400		\$400		\$400		\$400		\$400	\$5,700				
IN-ROOM CONCIERGE BOOK	Distributed in local area hotels. (\$16,907 gross, \$6,407 net after cop.)	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	\$2,640																														\$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					
D. DOWNTOWN DEV. MARKETING					Budget: \$1,800																																	\$1,500		
ONLINE MEDIA	"Live, Work, Play," geo/content-targeted Google ads. (Budgeted \$150/month.)	BUDGET: \$1,800	2 Weeks Prior	1 Week Prior					\$150		\$150		\$150		\$150		\$150		\$150		\$150		\$150		\$150		\$150		\$150		\$150		\$150		\$150	\$1,500				
E. DOWNTOWN EVENTS					Budget: \$38,782 (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						

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!*



DAYTONA BEACH DDA

OCTOBER 2018 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Tuesday, November 6, 2018

The Riverfront Shops online campaign has continued to generate significant engagement, especially for Downtown events. Below are the key results for consideration by the DDA Board.

Overall Traffic

WEBSITE VISITATION TRENDLINE



Overall, the site received 4,426 sessions (unique visits) and 7,220 pageviews in October 2018. (This was a bit less than in September because the Facebook campaign focused on generating event responses instead of website visits.)

TOP PAGES

Most Viewed Pages		
Page		Pageviews
/		3,170
/farmers-market/		1,007
/events/		421
/shopping/		317
/dining/		229
/event/boo-bash/		137
/attractions/		131
/brochures/		123
/photo-gallery/		107
/downtown-daytona-beach/		93

The Home and Farmers' Market pages were the most visited overall in October. (/ = Home Page.)

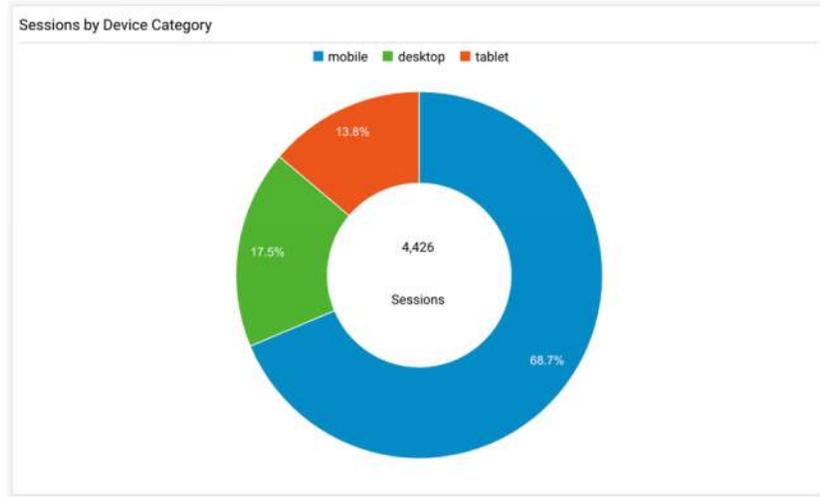
DAYTONA BEACH DDA

OCTOBER 2018 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Tuesday, November 6, 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	2,466
google / organic	710
(direct) / (none)	607
daytonabeach.com / referral	302
bing / organic	44
codb.us / referral	37
www-news-journalonline-com.cdn.ampproject.org / referral	36
news-journalonline.com / referral	27
yahoo / organic	27
m.facebook.com / referral	18

Google advertising and search continued to be the largest traffic sources. (Little or no traffic comes from traditional advertising partner sites.)

DAYTONA BEACH DDA

OCTOBER 2018 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Tuesday, November 6, 2018

Online Advertising

GOOGLE ADVERTISING



The Google Ads campaign generated 2,950 clicks (up 34% from October 2017), with the top keywords being variations of “Daytona Beach Events.”

FACEBOOK ADVERTISING



The Facebook advertising focused on supporting Downtown events. The campaign targeted event responses – in which people indicate that they are “Interested” or “Going” to the event, and receive notifications about it – rather than clicks to the website. The ads resulted 1,212 event responses in October for the Boo Bash, Farmers’ Market Pumpkin Giveaway, and the Halifax Art Festival. Over 90% of people who engaged with the ad posts were women, with the majority being 25-54.

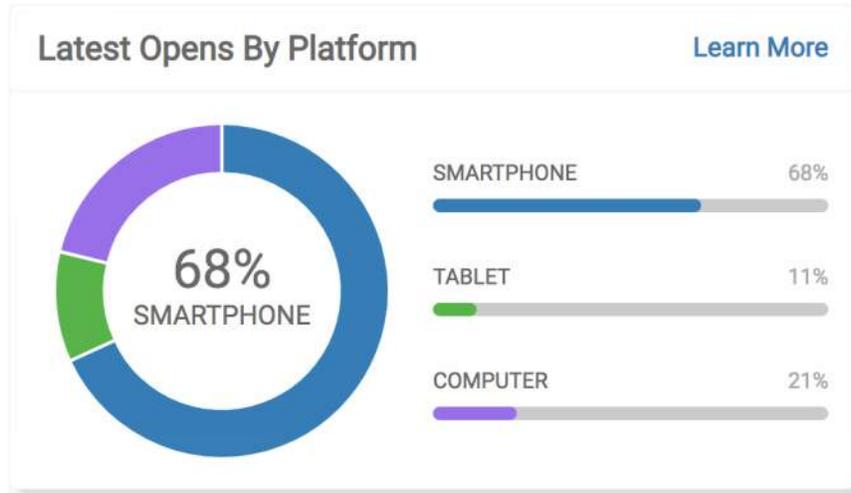
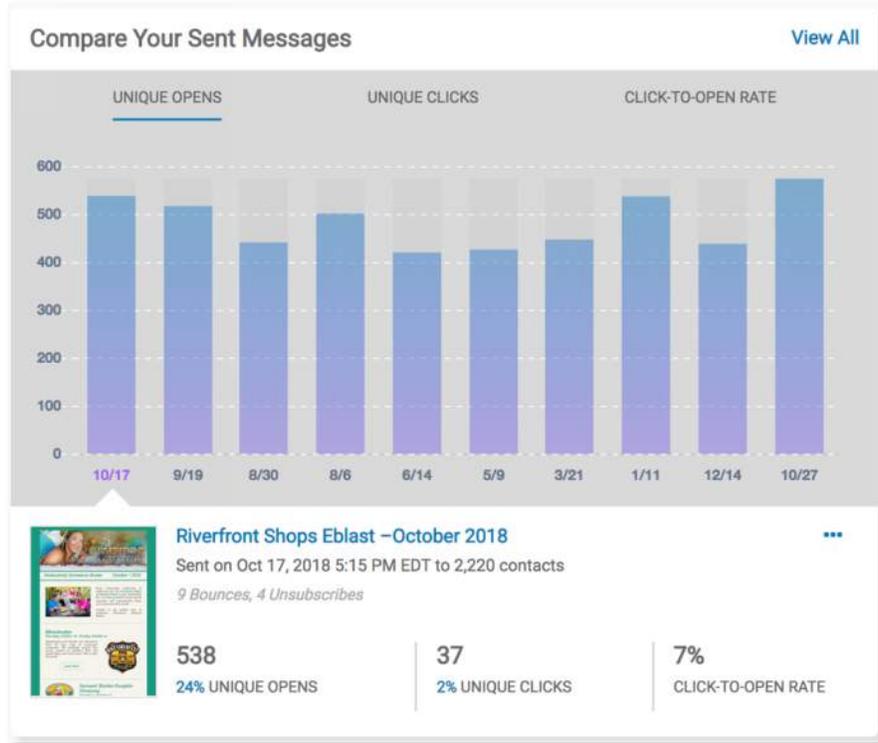
The Riverfront Shops Facebook page had 10,334 “likes” as of October 31 (up from 10,268 in September). The Farmers’ Market page had 1,595 “likes” (up from 1,511 in September).

DAYTONA BEACH DDA

OCTOBER 2018 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Tuesday, November 6, 2018

E-Marketing



These iContact charts show that e-blast engagement has remained fairly consistent, with the last message reaching 2,220 contacts and receiving 538 unique opens. The majority of opens were from smartphone users.

Thank you for your consideration!

Page 4 of 4

DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY

2018 - 2019 MARKETING FLOWCHART

Updated November 2, 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	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	8	15	22	29	5	12	19	26	2	9		16
A. PROFESSIONAL SERVICES					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					\$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. TECHNICAL FEES & SUPPLIES					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	\$587.50					\$37.50					\$37.50					\$787.50					\$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					\$2,500					
C. DOWNTOWN BRAND MARKETING					Budget: \$32,172					Halloween	Thanksgiving	Christmas	New Year	Valentine's	-	-	Memorial Day	-	Independence Day	-	Labor Day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	\$32,172														
HOLIDAY TELEVISION MEDIA	Spectrum station media (\$5,500), plus GOLD production (\$3,000).	BUDGET: \$3,750	3Weeks Prior	2 Week Prior	\$3,000					\$1,500					\$1,500					\$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					\$600					\$500					\$500					\$500					\$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					\$600					\$500					\$500					\$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	\$2,640					-					-					-					-					-					-					-					-					\$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					\$1,200					
D. DOWNTOWN DEV. MARKETING					Budget: \$1,800					Halloween	Thanksgiving	Christmas	New Year	Valentine's	-	Easter	Memorial Day	-	Independence Day	-	Labor Day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	\$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					\$1,800					
E. DOWNTOWN EVENTS					Budget: \$38,762 (Southern Stone), plus \$10,000 (Art Festival)					Boo Bash & Dream Cruise	Halifax Art Festival	Holiday Wine Walk	Chili Walk	Beer & Bacon Tour	Art Attack & Wine Walk	Eggstravaganza	Grits & Glory	-	Burger Battle	-	Oktoberfest Beer Tour	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	\$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					

DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY

2018 - 2019 MARKETING FLOWCHART

Updated November 2, 2018

					OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	
F. FARMERS' MARKET Budget: \$6,000					Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	\$6,000
IN-ROOM CONCIERGE BOOK	Distributed at local hotels. (Net amount paid by DDA.)	BUDGET: \$1,000	3 Mo. Prior	2 Mo. Prior	\$1,000	-	-	-	-	-	-	-	-	-	-	-	\$1,000
SOCIAL MEDIA	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
ONLINE MEDIA	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
FARMERS' MARKET RADIO	Southern Stone stations. (Part of events buy.)	BUDGET: N/A	4 Weeks Prior	3 Week Prior	-	-	-	-	-	-	-	-	-	-	-	-	N/A
BROCHURE RACK CARDS	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
FARMERS' MARKET OBSERVER ADVERTISING	Included in Observer digital and print advertising campaign.	BUDGET: N/A	3 Weeks Prior	2 Weeks Prior	-	-	-	-	-	-	-	-	-	-	-	-	N/A
TOTAL					\$24,435	\$17,138	\$15,243	\$9,525	\$6,968	\$9,248	\$12,333	\$8,298	\$5,138	\$6,608	\$5,238	\$7,818	\$ 127,984

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

Materials to be Produced	Materials to be Distributed	Task Completed
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GOLD

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DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY - Riverfront Shops Project Update • 11/02/18

Job	Action Steps
BLOG – <i>Events and Merchant Specials</i>	Updated events in September and weekly. Presented layout to reposition graphics on site in October. (Revise site w/o 11/5.)
BROCHURES – <i>Visitors Center & Lodging</i>	Wrote copy and prepared layouts October 16. (Estimate printing ASAP and meet with VCB w/o 11/5)
CABLE TELEVISION – <i>Spectrum, Etc.</i>	Wrote holiday and general branding spots w/o October 15. DDA approved budget for production in September. (Produce w/o 11/5.)
COMMUNITY NEWSPAPERS – <i>Observer, Etc.</i>	Wrote, designed, and placed multiple digital and print ads in October. (Meet w/o Observer in November to discuss January plan.)
CO-OP ADVERTISING – <i>In-Room Book</i>	Section completed for FY 2018-2019. (Present new co-op opportunities to merchants and in new Strategic Marketing Plan.)
E-BLASTS – <i>Business (Merchant/Developer Prospects)</i>	Develop & distribute to promote "Live. Work. Play." (Awaiting site completion by InFocus ASAP.)
E-BLASTS – <i>Consumer (Riverfront Shops Guests/Prospects)</i>	Write & distribute eblasts monthly. Prepared blast 10/17 featuring special events. (Next scheduled for w/o 11/12.)
E-BLASTS – <i>Merchant (Marketing/DDA Updates)</i>	Distribute monthly. Wrote copy about marketing changes w/o 9/24. (Awaiting latest City database to send ASAP.)
FARMERS' MARKET SIGNAGE – <i>Vendors</i>	Provided graphics/logos for vendor signs 10/02. (Awaiting meeting w/Manager.)
FARMERS' MARKET PROMOTION – <i>Ongoing Campaign</i>	Included in digital and print Observer ads, as well as consumer eblast. (Add to radio promotions starting in November.)
GOOGLE ADS – <i>Ongoing Campaign</i>	Ongoing search and display advertising. Prepared September analytics for October DDA meeting. (Prepare October's w/o 11/5.)
KIOSK DIRECTORIES – <i>Maps & Listings</i>	Updated five times per year. Last revision was 10/15. Map from Alpha Graphics sent to City to update 10/10. (Awaiting client update.) Regular meetings to begin in November per staff. Discussed meeting dates, contents, location, etc. (Awaiting client database to send meeting announcement, etc.)
MERCHANT RELATIONS – <i>Meetings</i>	
ONLINE CALENDAR UPDATES – <i>Website & Facebook</i>	Updated completely in September. Maintain calendars continuously. (Added Trunk Show 10/10 and Food, Wine, and Brew Festival 10/22.)
PRESS RELEASES – <i>Businesses & Events</i>	Write & distribute releases. Fall events release written and approved by City w/o 10/1. (Awaiting City media list.)
RESEARCH – <i>Business (Live. Work. Play.)</i>	Secured cost estimates for databases. (Awaiting site completion by InFocus to launch survey and eblasts.)
RESEARCH – <i>Consumer (Riverfront Shops & Farmers' Market.)</i>	Wrote survey. Program survey and distribute in November. (Present findings to merchants and DDA in December.)
RESEARCH – <i>Merchant</i>	Wrote survey. Program survey and distribute in November. (Present findings to merchants and DDA in December.)
SOCIAL MEDIA ADVERTISING – <i>Facebook</i>	Ongoing advertising focused on events. (Campaign updated weekly. Promoting Art Festival and other activities in November.)
SOCIAL MEDIA POSTING – <i>Farmers' Market</i>	Ongoing posting. Farmers' Market Manager given access 10/3 for posting. Presented analytics to DDA in October. (Prepare October analytics w/o 11/5.)
SOCIAL MEDIA POSTING – <i>Riverfront Shops</i>	Ongoing posting focused on events. Posted Pumpkin Giveaway and other events and activities in October. (Post and repost Art Festival images ASAP.)
SOCIAL MEDIA POSTING – <i>Live Event Posts</i>	Live posts to be made by Southern Stone. Repost to Riverfront Shops account. Met with Southern Stone 10/18. (Follow-up ASAP.)
STRATEGIC MARKETING PLAN – <i>Annual</i>	Research and plan development underway for January DDA presentation. (Present research findings in December.)
TACTICAL PLAN – <i>Monthly</i>	Updated weekly for the City. (Present to DDA monthly.)
WEBSITE – <i>Riverfront Site Listing & Content Updates</i>	Maintain and optimize continuously, including calendar and map. Present suggested modifications to DDA 10/23. (Complete changes w/o 11/5.)