

DOWNTOWN DEVELOPMENT AUTHORITY

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

Michael O. Sznajstajler
Chairman
Quanita May
Commissioner
Sheryl A. Cook
Joseph H. Hopkins
Tammy M. Kozinski

AGENDA

Tuesday, December 18, 2018 8:00 a.m.
Conference Room 149B

NOTICE – Pursuant to Section 286.0105, Florida Statutes, if any person decides to appeal any decision made by this Board at this public meeting, such person will need a record of the proceedings and, for that purpose, such person 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.

	<p>For special accommodations, please notify the City Clerk's Office at least 72 hours in advance. (386) 671-8023</p>		<p>Help for the hearing impaired is available through the Assistive Listening System. Receivers can be obtained from the City Clerk's Office.</p>
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In accordance with the Americans with Disabilities Act (ADA), persons with a disability needing a special accommodation to participate in the Board meeting should contact the City Clerk's Office, 301 S. Ridgewood Ave, Room 210, Daytona Beach, FL 32114, Ph: (386) 671-8023, Email: clerk@codb.us not later than 72 hours prior to the proceedings. If you are hearing or voice impaired contact the relay operator at 1-800-955-9771.

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes:**
 - a. **Regular Meeting: November 27, 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, November 27, 2018

The Regular Meeting of the Downtown Development Authority was held Tuesday, November 27, 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, Vice Chair
Mr. Joseph Hopkins
Ms. Tammy Kozinski

Staff Members Present

Mr. James Chisholm, City Manager
Mr. Reed Berger, Redevelopment Director
Mr. Robert Jagger, City Attorney
Off. J. T. Thomas, Daytona Beach Police Department
Ms. Becky Groom, Board Secretary

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

a. Regular Meeting – October 23, 2018

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the minutes of the Regular Meeting of October 23, 2018, as presented. The motion carried.

4. DDA Monthly Financial Report

Mr. Berger presented the Monthly Financial Report which was included as part of the packet. Mr. Berger stated there has been little activity since it is early in the fiscal year. Mr. Berger stated there has been increased activity at the Farmers' Market, which is expected this time of year.

Mr. Hopkins asked if Southern Stone has provided reports regarding events held in the downtown.

Mr. Berger stated the reports are due within 90 days of the date of the event and no events were held during the summer. Mr. Berger stated the most recent event was the Boo Bash and he will share that report with the Board when it is received.

5. Gold & Associates Presentation

Keith Gold, Gold & Associates, presented the report which was included as part of the packet. Mr. Gold also provided a handout to the Board which included a recent merchant survey. Mr. Gold stated he has attempted to contact InFocus so additional updates can be made to the website but has been unable to contact them. Mr. Gold stated his staff would like to have access to the Live, Work, Play website which InFocus was to be creating but does not have access.

Mr. Jagger stated the InFocus contract provides for hosting and two hours of maintenance and updates to the website per month. Mr. Jagger stated he and Mr. Berger will meet and discuss the contract and arrange to stop paying InFocus if the City is not receiving service.

Mr. Hopkins stated when the agreement was entered into with Gold & Associates, he felt that it would be critical for Gold & Associates to have control of the website.

Mr. Gold stated updates are being done but his staff is unable to change the interface. Mr. Gold stated if his staff is unable to obtain the access, a new site will be built.

Mr. Berger stated he will provide a report to the DDA at the next meeting regarding the status of the InFocus contract.

Mr. Gold reviewed the most recent merchant survey with the Board and stated he will continue to send out the e-blasts. Mr. Gold stated he is also working with the Farmers' Market manager to compile a hand-out survey to be distributed at the Market. Mr. Gold stated the merchants have indicated they need help with marketing and marketing tips will be included in the e-blasts. Mr. Gold stated the survey indicates the Halifax Art Festival and the Wine Walk are the most popular events.

Ms. Cook stated it would be interesting to see what the amount was that the merchants spent on advertising for their individual businesses. Ms. Cook stated co-op advertising was essential to her business and that was something that should be explained to the merchants.

Mr. Gold stated the kiosks were being updated for upcoming events and he would like to have pictures of the businesses to post on the website.

Mr. Gold stated the Strategic Marketing Plan would be presented in January.

Mr. Gold stated the activities of Gold & Associates were on track and were currently under budget.

Mr. Hopkins asked how much response had been received from business services and were they being brought into the fold.

Mr. Gold stated if they were part of the data base, they were getting the same information as everyone else. Mr. Gold stated perhaps business services should be separated from the restaurant group and he would work with Mr. Berger to see how that data base could be separated for downtown businesses, such as attorneys and other service providers.

Mr. Sznajstajler stated he did not know who at Cobb & Cole received the e-blasts but perhaps the email list needed to be updated to include additional contacts.

6. DDA Staff Comments

- a. **Redevelopment Director**
- b. **Farmers' Market Manager**

James Chisholm, City Manager, stepped into the meeting.

Mr. Berger stated the Holiday wreaths were up and the kiosks were being updated. Mr. Berger stated poinsettias had been placed in the planters in the downtown. Mr. Berger stated he had been working with Public Works to place camera monitoring on the waste enclosures. Mr. Berger stated responses had been received to the RFP regarding the Riverfront Park area which would have an impact on the licensing areas for the DDA.

Mr. Sznajstajler asked if there would be a shift in locations for DDA events.

Mr. Chisholm stated Riverfront Park would be accessible to everyone during normal hours. Mr. Chisholm stated the City had worked closely with the Brown family who had set up a foundation that would be in charge of the park area. Mr. Chisholm stated there would be a lot of garden areas in the park but the Browns wanted to have events in the park, even though some of the locations may change. Mr. Chisholm stated the park would be an asset and would draw people to the downtown area. Mr. Chisholm stated there were a number of new projects in the downtown area that would benefit the DDA and 300 to 400 new residential units were planned for the downtown area. Mr. Chisholm stated staff would talk with the DDA as plans developed and discuss how the construction of the projects would impact the downtown businesses.

Ms. Cook asked when the plans would be presented for the street project.

Mr. Chisholm stated the plans were about 90% complete and construction would start in 2019 and the money had been appropriated. Mr. Chisholm stated the street project and the Riverfront Park project would be under construction at the same time. Mr. Chisholm stated water and wastewater would be extended to City Island so they were in place for future projects. Mr. Chisholm stated Consolidated Tomoka was planning two major parking lot areas as part of their project which would bring in additional retail opportunities.

Ms. Kozinski stated she felt with the new park planned for the downtown, the City needed to make improvements in other areas.

7. Public Comments

Mr. Berger stated the next DDA meeting would be held on December 18, 2018.

Mr. Berger stated the appointment for the DDA was on the agenda for next week's City Commission meeting.

Mr. Chisholm stated staff was going through the process of establishing the Ordinance regarding panhandling. Mr. Chisholm stated public input was needed on how the issue impacts the community and the DDA Board members were encouraged to provide comments. Mr. Chisholm stated Commission meetings would be held on December 12, 2018 and January 9, 2019 to discuss the issue.

Officer J. T. Thomas stated all of the City's major intersections would be covered by the proposed ordinance.

8. Board Comments

Ms. Cook asked if the Commission appointment to the DDA would be made from our zone. Ms. Cook stated Quanita May who was recently elected to the City Commission had served on the Downtown Redevelopment Board and asked when an appointment would be made for her position.

Mr. Chisholm stated the appointments have periodically been made from different zones.

Mr. Berger stated January 19, 2019 would be the next opportunity for the City Commission to consider Board appointments.

Ms. Cook asked about the murals that had been placed in the downtown and stated they were increasing in size. Ms. Cook stated it was very colorful and bright but others had been asked to remove murals that were not permitted.

Mr. Berger stated there was an approval process that was in place for review by the Downtown Redevelopment Board. Mr. Berger stated it was a simple fix if presented to the Board.

Ms. Cook expressed concern about the safety of the people in the alley way going in and out of the day care center.

Mr. Berger stated he would speak with the owner of the building about the safety concern.

9. Adjournment

There being no further business, the meeting was adjourned at 9:45 a.m.

Michael O. Sznajstajler, Chair

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: December 14, 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 December 14, 2018.

FY 2018/19 BUDGET STATUS			
General Activities			
Line Item	Appropriation	Spent to Date As of 12/14/18	Balance
Contract Services	\$ 1,000	\$ 257.40	\$ 742.60
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	\$ 11,396.25	\$ 33,603.75
Downtown Marketing	\$ 29,000	\$ 6,493.00	\$ 22,507.00
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	\$ 18,682.22	\$ 116,427.78

Notes:

Note: Appropriations reflect revised budget approved at the DDA September 19, 2018 meeting.

Downtown Event Activities			
Revenues	Projection	Received to Date As of 12/14/18	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 12/14/18	Balance
Personnel	\$ -	\$ -	\$ -
Event Music	\$ -	\$ -	\$ -
Event Advertising	\$ 40,000	\$ 5,000.00	\$ 35,000.00
Event Supplies	\$ 3,800	\$ 91.59	\$ 3,708.41
Exhibit Supplies	\$ -	\$ -	\$ -
Total	\$ 43,800	\$ 5,091.59	\$ 38,708.41
Profit/Loss		\$ (5,091.59)	
Notes:			
Note: Appropriations reflect revised budget approved at the DDA September 19, 2018			

Farmers' Market Activities			
Revenues	Projection	Received to Date As of 12/14/18	Balance
Vendor Revenue	\$ 27,500	\$ 3,567.00	\$ 23,933.00
Sponsorship	\$ 10,000	\$ -	\$ 10,000.00
Market Booth Sales	\$ 1,200	\$ -	\$ 1,200.00
Total	\$ 38,700	\$ 3,567.00	\$ 35,133.00
Expenses	Appropriation	Spent to Date As of 12/14/18	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	\$ 484.00	\$ 18,616.00
Market Events	\$ 1,500	\$ -	\$ 1,500.00
Booth Merchandise	\$ 1,000	\$ -	\$ 1,000.00
Total	\$ 38,700	\$ 2,684.00	\$ 36,016.00
Profit/Loss		\$ 883.00	

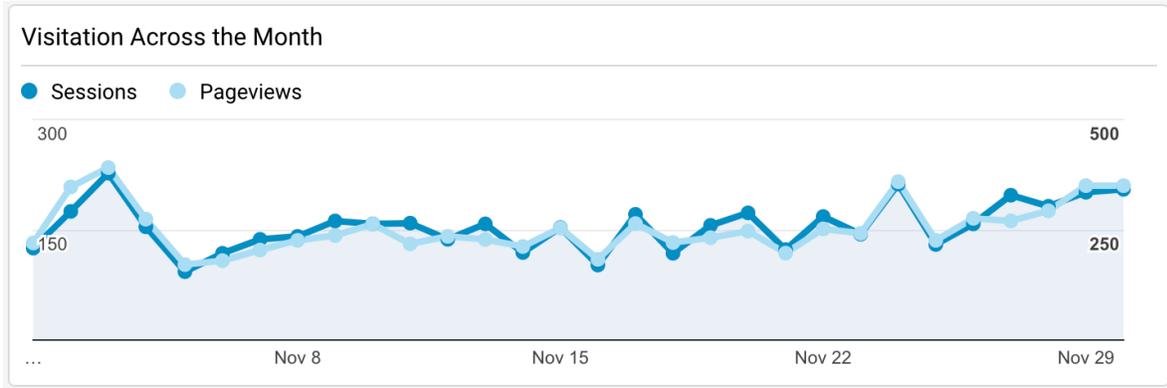
DAYTONA BEACH DDA NOVEMBER 2018 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Wednesday, December 12, 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 7,622 pageviews in November 2018. (an increase of approximately 5% over October 2018 for both metrics.)

TOP PAGES

Most Viewed Pages		
Page		Pageviews
/		2,934
/farmers-market/		1,332
/events/		654
/shopping/		354
/dining/		203
/attractions/		171
/brochures/		125
/christmas-boat-parade-saturday-december-1/		117
/photo-gallery/		109
/event/holiday-wine-walk/		93

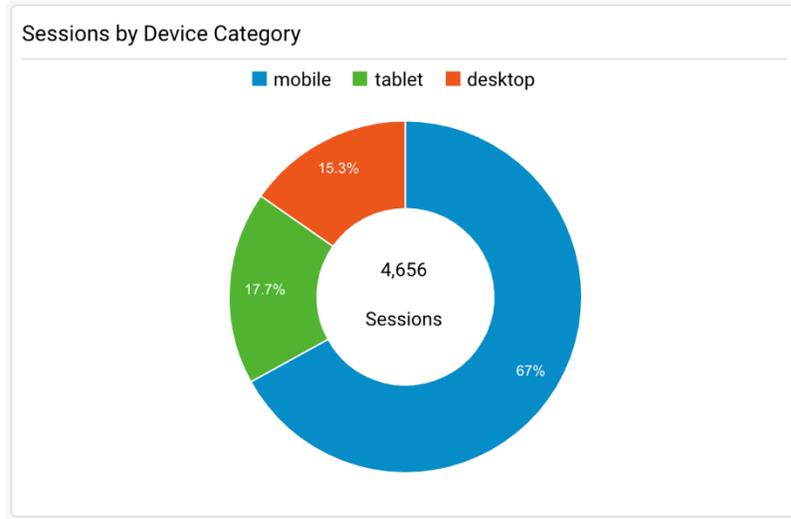
The Home and Farmers' Market pages were again the most visited overall. (/ = Home Page.)

DAYTONA BEACH DDA NOVEMBER 2018 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Wednesday, December 12, 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	2,673
google / organic	694
(direct) / (none)	481
daytonabeach.com / referral	305
facebook_ads / cpc	221
bing / organic	55
codb.us / referral	39
yahoo / organic	39
krumblebit-ads.info / referral	17
lm.facebook.com / referral	14

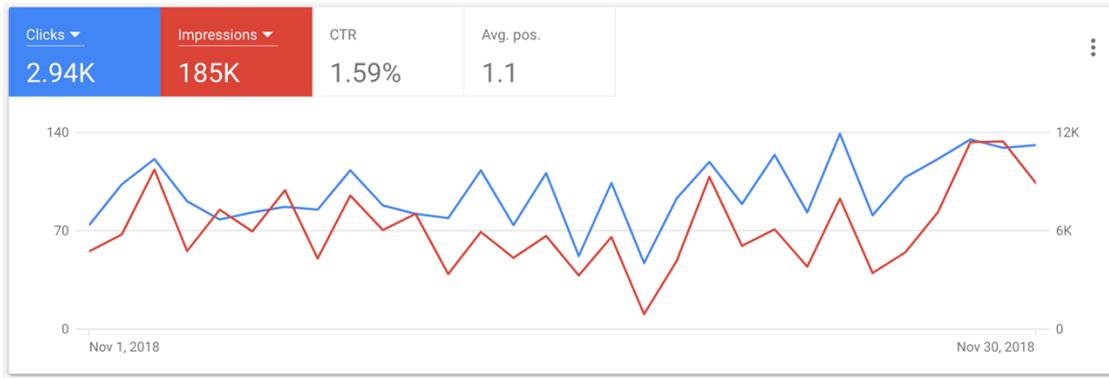
Google advertising and search continued to be the largest traffic sources. (Little or no traffic comes from traditional advertising partner sites.)

DAYTONA BEACH DDA NOVEMBER 2018 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Wednesday, December 12, 2018

Online Advertising

GOOGLE ADVERTISING



The Google Ads campaign generated 2,937 overall clicks in November (virtually the same as in October). The top keywords overall were variations of “Daytona Beach Events,” followed by those for the Farmers’ Market.

FACEBOOK ADVERTISING



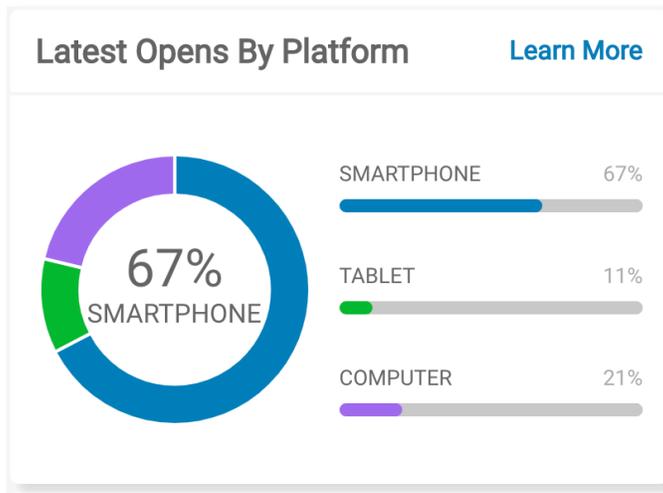
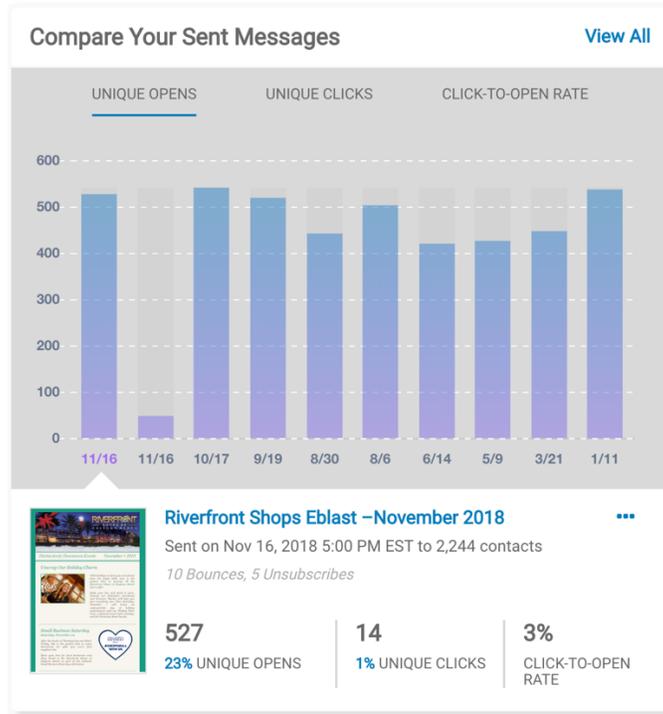
The Facebook advertising focused primarily on generating event responses – in which people indicate that they are “Interested” or “Going” to the event– rather than clicks to the website. The ads resulted 1,444 event responses in November for the Halifax Art Festival and Holiday Wine Tour. Over 90% of people who engaged with the ad posts were women, with the majority being 25-54. (Additionally, regular ads promoting the Farmers’ Market received 259 clicks.)

The Riverfront Shops Facebook page had 10,354 “likes” as of November 30 and (the Farmers’ Market page had 1,626 “likes” (a modest increase for both over October).

DAYTONA BEACH DDA NOVEMBER 2018 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Wednesday, December 12, 2018

E-Marketing



These iContact charts show that e-blast engagement has remained fairly consistent, with the last message reaching 2,244 contacts and receiving 527 unique opens. The majority of opens were from smartphone users.

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 • 12/14/18

Job	Action Steps
BLOG – <i>Events and Merchant Specials</i>	Update events blog continuously. Reposition graphics on site and add analytics for merchants. (Awaiting InFocus FTP & Cpanel access.)
BROCHURES – <i>Visitors Center & Lodging</i>	Wrote copy and prepared layouts. Estimated printing 11/5. Print and distribute in December.
CABLE TELEVISION – <i>Spectrum, Etc.</i>	Wrote holiday and general branding spots. (DDA approved budget for production in September.) Buy made w/o 11/12. Commercial began running w/o 11/26. (Runs throughout winter season.)
COMMUNITY NEWSPAPERS – <i>Observer, Etc.</i>	Wrote, designed, and placed multiple digital and print ads in October. In plan for 2019.
CO-OP ADVERTISING – <i>In-Room Book</i>	Section completed for FY 2018-2019. (Asked merchants about new co-op programs in research w/o 11/12.)
E-BLASTS – <i>Business (Merchant/Developer Prospects)</i>	Develop & distribute to promote "Live. Work. Play." (Awaiting site completion by InFocus.)
E-BLASTS – <i>Consumer (Riverfront Shops Guests/Prospects)</i>	Write & distribute eblasts monthly. Prepared blast 10/17 featuring special events. Holiday blast w/o 11/12. (Next holiday blast to be distributed w/o 12/17.)
E-BLASTS – <i>Merchant (Marketing/DDA Updates)</i>	Distribute monthly. Received latest database w/o 11/12 and distributed. Next blast w/o 12/17.
FARMERS' MARKET PROMOTION – <i>Ongoing Campaign</i>	Included in digital and print Observer ads, as well as consumer eblast. Met with Manager 11/13. (Re-starting News-Journal trade .)
GOOGLE ADS – <i>Ongoing Campaign</i>	Ongoing search and display advertising. (Sent November analytics 12/13.)
KIOSK DIRECTORIES – <i>Maps & Listings</i>	Updated five times per year. Received Alpha Graphics map and client updates in November. (Post w/o 12/17.)
MERCHANT RELATIONS – <i>Meetings</i>	Regular meetings dates/times/objectives posed in survey sent w/o 11/12. Database received w/o 11/15. (Next blast w/o 12/17.)
ONLINE CALENDAR UPDATES – <i>Website & Facebook</i>	Updates made on an ongoing basis. (Continue to investigate City/Chamber sites for additional Downtown events.)
PRESS RELEASES – <i>Businesses & Events</i>	Write & distribute releases. Distributed 12/1 events release. Next release to feature the 1/12 Chili Tour. (Awaiting event pricing information.)
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 and distribute in December. (Present findings in January.)
RESEARCH – <i>Merchant</i>	Wrote survey and distributed w/o 11/12. (Presented findings to DDA in November.)
SOCIAL MEDIA ADVERTISING – <i>Facebook</i>	Ongoing advertising focused on events. Campaign updated weekly. (Promoted Wine Tour prior to 12/1. Currently promoting holiday shopping through December, with Chili Tour advertising also to begin w/o 12/17.)
SOCIAL MEDIA POSTING – <i>Farmers' Market</i>	Ongoing posting. Farmers' Market Manager began posting in October. (Prepare analytics monthly.)
SOCIAL MEDIA POSTING – <i>Riverfront Shops</i>	Ongoing posting focused on events. (Holiday events and activities posted Nov. – Dec.)
SOCIAL MEDIA POSTING – <i>Live Event Posts</i>	Live posts to be made by Southern Stone. Repost to Riverfront Shops account.
STRATEGIC MARKETING PLAN – <i>Annual</i>	Research and plan development underway for January DDA presentation.
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. Map being updated. (Awaiting InFocus access to change architecture and add merchant specific analytics.)

DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY

2018 - 2019 MARKETING FLOWCHART

Updated December 14, 2018

BUDGET = \$128,000

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																																																		
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: N/A	2 Weeks Prior	1 Week Prior	-					-					-					-					-					-					-					-					-					N/A					
B. TECHNICAL FEES & SUPPLIES					Budget: \$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					-					-					-					\$2,500					
C. DOWNTOWN BRAND MARKETING					Budget: \$32,172					Halloween	Thanksgiving	Christmas	New Year	Valentine's																																									
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					-					-					\$8,300					
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					\$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					\$500					\$400					\$400					\$5,700					
IN-ROOM CONCIERGE BOOK	Distributed in local area hotels. (\$16,907 gross, \$6,407 net after co-op.)	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																																									
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					\$1,500
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																																						
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 December 14, 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					\$21,285	\$19,738	\$15,243	\$9,525	\$6,968	\$9,248	\$12,333	\$8,298	\$5,138	\$6,608	\$5,238	\$7,818	\$ 127,434

NOTES

- Total Budget for C and D = \$34,000. (Actual = \$33,422.)
- 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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