

# 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, January 22, 2019 8:00 a.m.**  
**Conference Room 149-B**

**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.

	<b>For special accommodations, please notify the City Clerk's Office at least 72 hours in advance. (386) 671-8023</b>		<b>Help for the hearing impaired is available through the Assistive Listening System. Receivers can be obtained from the City Clerk's Office.</b>
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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: December 18, 2018
4. **DDA Staff Report**
  - a. DDA Monthly Financial Report
  - b. Farmers Market Update
  - c. Events Update
5. **Gold & Associates Presentation**
6. **Public Comments**
7. **Board Comments**
8. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
REGULAR MEETING  
Tuesday, December 18, 2018**

The Regular Meeting of the Downtown Development Authority was held Tuesday, December 18, 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  
Ms. Quanita May, Commissioner  
Mr. Joseph Hopkins  
Ms. Tammy Kozinski

**Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
Mr. Ben Gross, Deputy 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.

Mr. Sznajstajler welcomed new Board member, Quanita May.

**2. Roll Call**

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

**3. Approval of Minutes**

**a. Regular Meeting – November 27, 2018**

A motion was made by Ms. Kozinski, seconded by Ms. Cook, to approve the minutes of the Regular Meeting of November 27, 2018, as presented. The motion carried unanimously (5-0).

#### **4. DDA Monthly Financial Report**

Mr. Berger presented the Monthly Financial Report which was included as part of the packet. Mr. Berger stated there is not much change in the budget from last month since the Board is meeting earlier than usual. Mr. Berger stated next month's financial report should reflect payment activity. Mr. Berger stated the revenue is still down at the Farmers' Market, due in part to the recent bad weather.

Ms. May asked how people are being made aware of the Market.

Mr. Berger stated staff is reaching out to the snow birds through advertising. Mr. Berger stated Melanie John is the Market Manager and he will ask her for a report on vendor numbers and her outreach in the community that can be presented at the January meeting.

Ms. May asked what could be done to accept EBT at the Farmers' Market.

Mr. Berger stated Mr. Hopkins has offered to work with Ms. John to set up the EBT program.

Mr. Hopkins stated he did some research on grant funding for this year but the grant funding had already been allocated. Mr. Hopkins stated an application cannot be submitted again until 2019.

Ms. May stated the University of Florida set up a program in DeLand for EBT and it has been successful.

Mr. Hopkins stated he has talked with the representatives who operate the DeLand program and they have shared information with him.

Ms. Cook stated she would like to receive the report the Board previously received regarding the number of vendors in attendance each month.

Mr. Berger stated he would provide the report to the Board.

#### **5. Gold & Associates Presentation**

Mr. Berger stated based on the reports received from Keith Gold, there continues to be an increase in the number of visitors to the website.

Mr. Berger stated the kiosks are being updated with new directories.

Mr. Berger stated he has not been able to contact InFocus and, as a result, Gold & Associates cannot update the website.

Mr. Berger stated Mr. Gold has suggested having a workshop to discuss the tactical plan.

The Board agreed to extend the meeting in January to include a discussion with Gold & Associates.

Ms. Kozinski asked what can be done to terminate the InFocus contract.

Mr. Gross stated he will talk with Mr. Jagger and let him know it is the Board's desire to terminate the contract.

Mr. Hopkins stated it would be his choice to give direction to Gold & Associates to have them re-do what was done by InFocus so Gold & Associates will have access to the website.

Mr. Berger stated he will ask Gold & Associates to do that as part of their existing contract.

Mr. Gross stated he will have to research who has property rights to the domain name.

6. **DDA Staff Comments**

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

Mr. Berger introduced Swayne Parsons and Lydia Frost of Southern Stone Communications.

Mr. Parsons stated Frank DeMarchi is no longer with Southern Stone and Mr. Parsons now fills that position. Mr. Parsons reviewed the schedule of events for 2019.

Mr. Sznajstajler reviewed the contract with Southern Stone and stated Southern Stone is to provide a report to the DDA within 90 days of an event of the income and expenses for events.

Ms. May expressed concern that Art Attack will only be along Beach Street and noted her business is on Magnolia.

Mr. Parsons stated other businesses along Magnolia have participated in the Art Attack event so it does not have to be limited to Beach Street. Mr. Parsons stated businesses along International Speedway have participated and other adjacent businesses have set up pop-up tents along Beach Street. Mr. Parsons stated it is part of the Southern Stone

contract to help any business that would like to participate by providing them with a tent and chairs so they can be part of the event.

Mr. Parsons stated he will be reaching out to the coordinators of the Halifax Art Festival to see if they will participate in the Art Attack which will bring in more artists. Mr. Parsons stated he met with the Art Guild on Palmetto and they are willing to help with the event.

Ms. Cook asked if Mr. Parsons has talked with Scott Green at the News Journal Center to see if they are willing to participate.

Mr. Parsons stated he has talked with them and they want to participate and he will have a follow up meeting with them.

Ms. Cook stated there has been an issue in not receiving the financial statistics for events in the past.

Mr. Sznajstajler stated the Board previously discussed that Southern Stone would issue checks to businesses for reimbursement of their expenses and some businesses chose not to cash the checks in order to increase the income for the events. Mr. Sznajstajler stated Mr. DeMarchi stated he was unable to determine what businesses did not cash their checks.

Lydia Frost stated she would like to change the 90 day process as was previously proposed to a 30 day process for providing financial and attendance information to the DDA. Ms. Frost stated she does not feel a check should be sent to a merchant who does not intend to cash it and perhaps that is something that can be worked out with the merchant prior to an event.

Ms. Kozinski stated it has been an issue that credit or debit cards are not accepted at events.

Ms. Frost stated that is an issue that is being looked into.

Mr. Berger stated a number of merchants feel they are notified of events at the last minute. Mr. Berger asked what can be done to include merchants earlier in the process. Mr. Berger stated this is an area where he would like to see improvement. Mr. Berger suggested that Southern Stone speak with merchants during the event planned for January about future events and how Southern Stone can assist merchants to make the events successful.

Ms. Kozinski stated during the last event, posters were received by merchants the week before the event.

Ms. Frost asked when the DDA would like the merchants to receive the posters.

Ms. Kozinski stated she would like to receive them three to four weeks in advance.

Ms. Frost stated she did not think that would be a problem.

Mr. Sznajstajler asked that Board members email Mr. Berger with any concerns they may have regarding event planning and those comments can be provided to Southern Stone.

Mr. Gross stated there are specific deadlines outlined in the Southern Stone contract regarding print materials and radio advertising.

Mr. Berger stated he has talked with Mr. Parsons about renaming the Grits and Glory event to something such as Southern Cooking.

**7. Public Comments**

There were no public comments.

**8. Board Comments**

Ms. Kozinski stated the DDA set aside \$15,000 for downtown security; and she would like to work with Officer J. T. Thomas regarding downtown security. Ms. Kozinski stated she is working to find a partner and feels an ambassador program is needed.

Ms. May asked what project Ms. White had worked on when she served on the DDA.

Mr. Sznajstajler stated Ms. White was instrumental in coordinating the Gold & Associates contract and was also able to work the DDA's concerns through City staff.

Mr. Sznajstajler stated when he was appointed to the DDA, he had a meeting with Mr. Jeffries and Mr. Jagger and it was very helpful for him in learning the DDA functions and responsibilities.

Ms. Cook asked if the subject of block captains could be discussed at the January meeting. Ms. Cook said she has concerns about the dumpsters and damaged signs that have not been repaired. Ms. Cook stated security cameras are needed in the area.

Mr. Berger stated he is working with IT on the camera installation.

9. **Adjournment**

There being no further business, the meeting was adjourned at 9:25 a.m.

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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

DATE: January 17, 2019

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 January 17, 2019.

<b>FY 2018/19 BUDGET STATUS</b>			
<b>General Activities</b>			
<b>Line Item</b>	<b>Appropriation</b>	<b>Spent to Date As of 1/17/19</b>	<b>Balance</b>
Contract Services	\$ 1,000	\$ 386.10	\$ 613.90
Personnel	\$ -	\$ -	\$ -
Supplies	\$ 2,000	\$ 371.50	\$ 1,628.50
Care and Subsistence	\$ 500	\$ 92.10	\$ 407.90
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	\$ 15,146.25	\$ 29,853.75
Downtown Marketing	\$ 29,000	\$ 7,918.34	\$ 21,081.66
Co-op Marketing	\$ 27,500	\$ 19,657.00	\$ 7,843.00
Downtown Events	\$ 10,000	\$ -	\$ 10,000.00
Unreserved Balance	\$ 1,160	\$ -	\$ 1,160.00
<b>Total</b>	<b>\$ 135,110</b>	<b>\$ 43,991.29</b>	<b>\$ 91,118.71</b>
<b>Notes:</b>			
Note: Appropriations reflect revised budget approved at the DDA September 19, 2018			

<b>Downtown Event Activities</b>			
<b>Revenues</b>	<b>Projection</b>	<b>Received to Date As of 1/17/19</b>	<b>Balance</b>
Vendor Revenue	\$ 17,500	\$ -	\$ 17,500.00
Event Sponsorship	\$ -	\$ -	\$ -
Exhibit Sponsorship	\$ -	\$ -	\$ -
<b>Total</b>	<b>\$ 17,500</b>	<b>\$ -</b>	<b>\$ 17,500.00</b>
<b>Expenses</b>	<b>Appropriation</b>	<b>Spent to Date As of 12/14/18</b>	<b>Balance</b>
Personnel	\$ -	\$ -	\$ -
Event Music	\$ -	\$ -	\$ -
Event Advertising	\$ 40,000	\$ 5,000.00	\$ 35,000.00
Event Supplies	\$ 3,800	\$ 91.59	\$ 3,708.41
Exhibit Supplies	\$ -	\$ -	\$ -
<b>Total</b>	<b>\$ 43,800</b>	<b>\$ 5,091.59</b>	<b>\$ 38,708.41</b>
<b>Profit/Loss</b>		<b>\$ (5,091.59)</b>	
<b>Notes:</b>			
Note: Appropriations reflect revised budget approved at the DDA September 19, 2018			

### Farmers' Market Activities

<b>Revenues</b>	<b>Projection</b>	<b>Received to Date</b> As of 1/17/19	<b>Balance</b>
Vendor Revenue	\$ 27,500	\$ 5,140.00	\$ 22,360.00
Sponsorship	\$ 10,000	\$ -	\$ 10,000.00
Market Booth Sales	\$ 1,200	\$ -	\$ 1,200.00
Total	<b>\$ 38,700</b>	<b>\$ 5,140.00</b>	<b>\$ 33,560.00</b>
<b>Expenses</b>	<b>Appropriation</b>	<b>Spent to Date</b> As of 1/17/19	<b>Balance</b>
Personnel	\$ 11,600	\$ 4,400.00	\$ 7,200.00
Supplies	\$ 1,000	\$ -	\$ 1,000.00
Liability Insurance	\$ 1,250	\$ 1,087.79	\$ 162.21
City Fees	\$ 1,500	\$ -	\$ 1,500.00
SNAP Program	\$ 1,750	\$ -	\$ 1,750.00
Marketing	\$ 19,100	\$ 906.39	\$ 18,193.61
Market Events	\$ 1,500	\$ -	\$ 1,500.00
Booth Merchandise	\$ 1,000	\$ -	\$ 1,000.00
Total	<b>\$ 38,700</b>	<b>\$ 6,394.18</b>	<b>\$ 32,305.82</b>
<b>Profit/Loss</b>		<b>\$ (1,254.18)</b>	
<b>Notes:</b>			

*Campaign Presentation to*

# THE CITY OF DAYTONA BEACH DDA



**G O L D**

*Intelligent Imagination™*

Presentation

# AGENDA



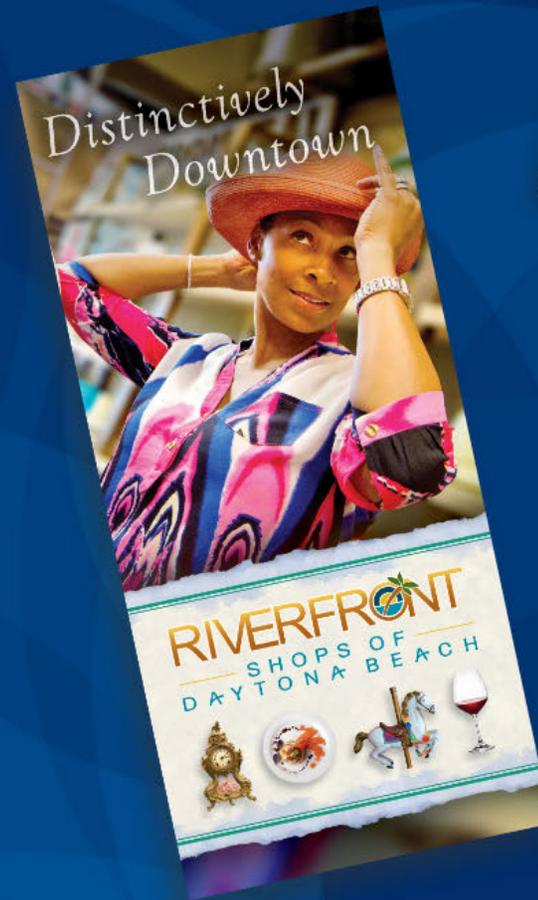
1. Riverfront Shops Project Update
2. Updated Tactical Plan
3. December Online Analytics Report
4. Questions & Answers



# 1. RIVERFRONT SHOPS

## *Campaign Update*

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



*New Brochure  
is Being Printed*



*New Television  
Commercial is Running*

# 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*



Kiosk Directory Map

# 1. RIVERFRONT SHOPS

## Campaign Update

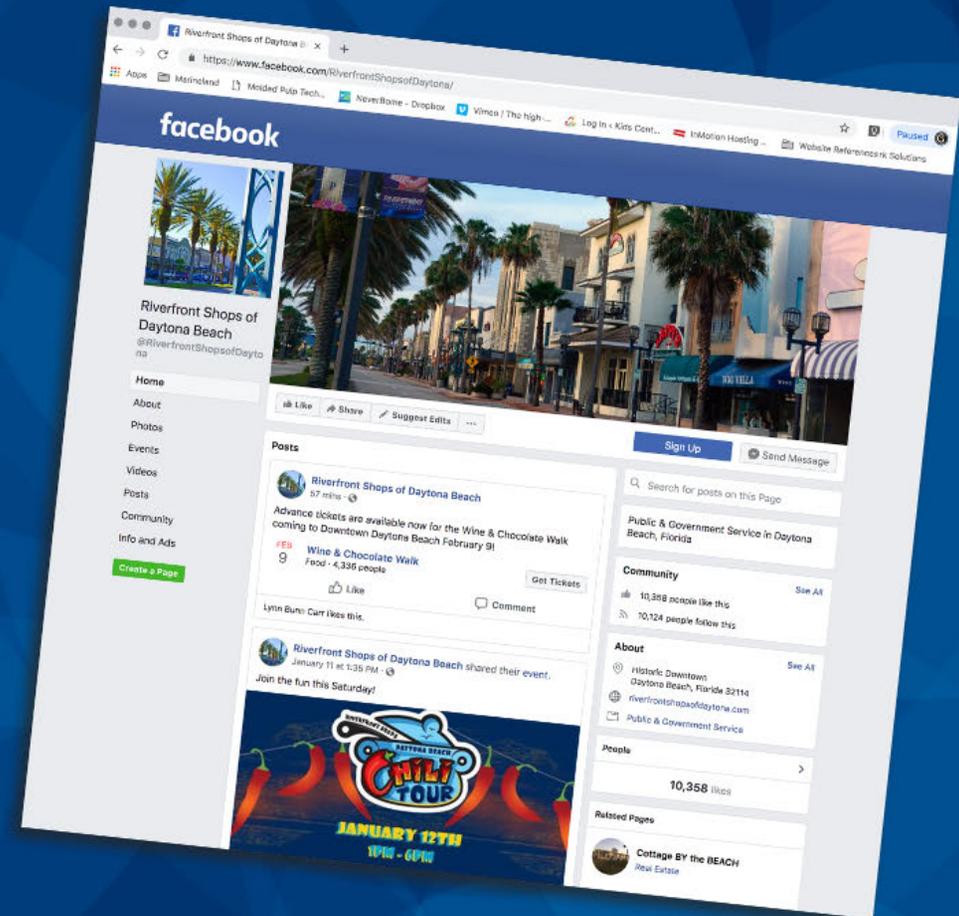
- **PRESS RELEASES** – *Businesses & Events*
- **RESEARCH** – *Business (Live. Work. Play.)*
- **RESEARCH** – *Consumer (Riverfront Shops & Farmers' Market.)*
- **RESEARCH** – *Merchant*

The screenshot shows a survey form titled "Riverfront Shops of Daytona Beach - Fall 2018 Merchant Survey". The form includes an "Exit this survey" button in the top right corner. The introductory text reads: "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 responses will help inform our new Strategic Marketing Plan for 2019." Below this, a note states: "Please note that this survey is intended only for businesses in the DDA's special taxing district. Thank you for your assistance!" The first question is "1. Please provide your name, business, and email address." It has three input fields labeled "Name:", "Business:", and "Email Address:". The second question is "2. Your type of business:" with radio button options: "Attraction/entertainment", "Gallery/museum", "Restaurant", "Retail store", and "Other (please specify:)" with a corresponding input field.

# 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

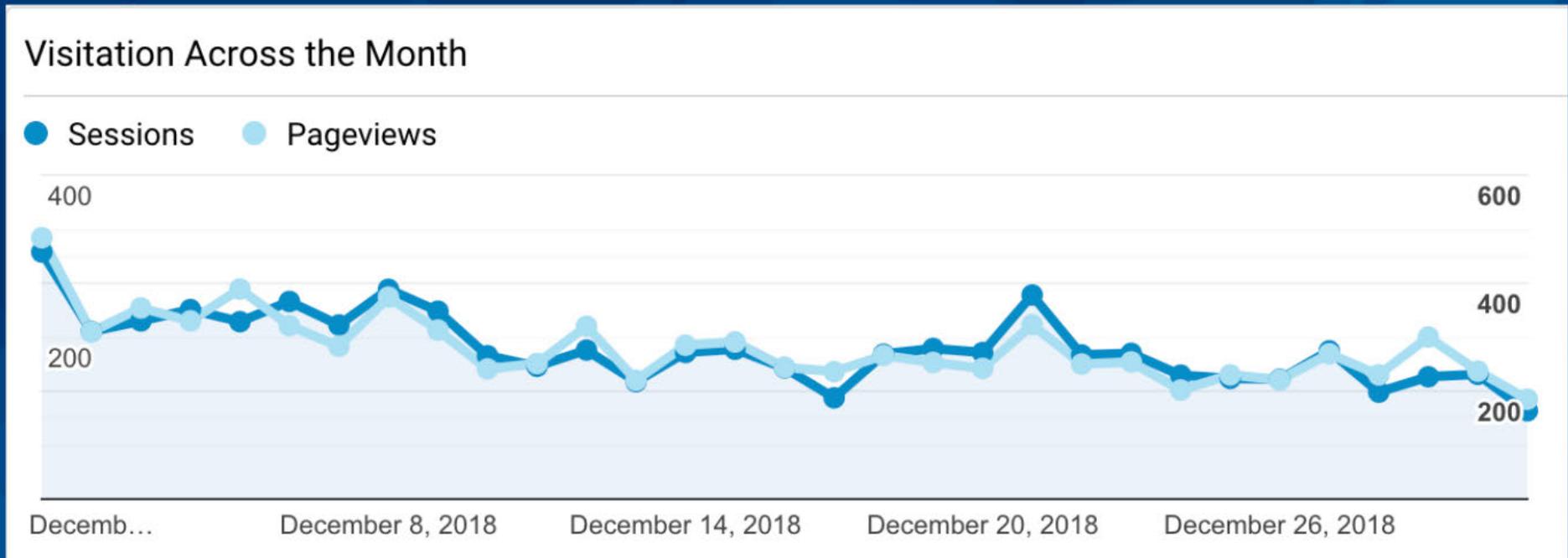
## December 2018

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	6	13	20	27	3	10	17	24	8		15	22	29	5	12	19
<b>A. PROFESSIONAL SERVICES</b>					Budget: \$45,900																																			<b>\$45,000</b>							
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			\$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>B. TECHNICAL FEES &amp; SUPPLIES</b>					Budget: \$4,250																																			<b>\$4,250</b>							
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			\$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: \$2,500	3 Weeks Prior	N/A										\$2,500 *																											\$2,500						
<b>C. DOWNTOWN BRAND MARKETING</b>					Budget: \$31,992					Halloween	Thanksgiving	Christmas	New Year	Valentine's																												\$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																										\$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	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$5,700						
SOCIAL MEDIA	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	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$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	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$1,200						
<b>D. DOWNTOWN DEV. MARKETING</b>					Budget: \$1,500					Halloween	Thanksgiving	Christmas	New Year	Valentine's																													\$1,500				
ONLINE MEDIA	"Live. Work. Play." website. (Was for Google ads.)	BUDGET: \$1,500	2 Weeks Prior	1 Week Prior										\$1,500 *																												\$1,500					
<b>E. DOWNTOWN EVENTS</b>					Budget: \$28,762 (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																											\$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						
GRITS, GLORY & WINE TOUR	Advertising and event fees - 5/11.	BUDGET: \$3,060	4 Weeks Prior	3 Week Prior																																					\$3,060						
GREAT BURGER BATTLE	Advertising and event fees - 7/20.	BUDGET: \$1,470	4 Weeks Prior	3 Week Prior																																					\$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. DECEMBER ONLINE

## *Analytics Report*



*Please Refer to the Full Report*

# 4. QUESTIONS & ANSWERS



*Thank You  
for Your  
Consideration!*



# THE CITY OF DAYTONA BEACH DDA



## 2019 Strategic Marketing Plan



**G O L D**

*Intelligent Imagination™*

*Presentation*

# AGENDA



1. Introduction
2. Situational Analysis
3. Message Strategy
4. Branding
5. Tactical Plan
6. Implementation



# 1. INTRODUCTION

- A.** This is an overview of the DDA's 100+ page Strategic Marketing Plan.
- B.** It builds upon the knowledge gained through statistical research.
- C.** The full plan details what should be accomplished this fiscal year and next.
- D.** It shows how success will be monitored, measured, and reported.

# 1. INTRODUCTION

## E. AIMS/OBJECTIVES

- **Increase Brand Awareness:** *Transitioned from muddled to distinctive. Must become ubiquitous. (23% prospect awareness in 2013, 77% in 2018.)*
- **Increase Visitation:** *Has increased significantly. (24% twice-monthly in 2013, 51% in 2018.)*
- **Increase Inquiries:** *Web use has increased greatly. (Sessions 267% higher in December 2018 than December 2012).*

## 2. SITUATIONAL ANALYSIS

### A. S.W.O.T. (*Strengths, Weaknesses, Opportunities, and Threats.*)

- **Strengths:** *Appealing historic riverfront location and unique offerings. (8-out-of-10 prospects, customers and merchants preferred.)*
- **Weaknesses:** *Limited dollars for marketing. (7-out-of-10 merchants cited in 2013 and 2018.)*

## 2. SITUATIONAL ANALYSIS

### A. S.W.O.T. (continued)

- **Opportunities:** *Substantially increase awareness, trial, and loyalty.*
- **Threats:** *Vagrant/itinerant issues and parking limitations. (Over 70% of customers and merchants cited in 2013, less than 30% in 2018.)*



## 2. SITUATIONAL ANALYSIS

### B. COMPETITIVE SET

*Over 80% of customers, prospects, and merchants cited in 2018:*

- **Upscale Shoppers:** *One Daytona.*
- **Value Shoppers:** *Tanger Outlets.*
- **Other Shopping, Dining & Entertainment:** *International Speedway, New Smyrna Beach, and Port Orange.*
- **Preferred Most:** *St. Armands Circle, and Lincoln Road.*

# 3. MESSAGE STRATEGY

## A. AUDIENCE DEFINITIONS

- **Market Segments:** *Consumers seeking shopping, dining, and entertainment. Businesses serving the local population. Government facilitating economic growth.*
- **Consumer Prospect Demographics:** *Historically 55+ local and seasonal residents. Recently, a younger demographic has been targeted. (Facebook Fans: 14% 25-34, 42% 35-54, 23% 55-64, 19% 65+ confirmed by research.)*
- **Business Profiles:** *Those with products or services required by a growing residential population.*

# 3. MESSAGE STRATEGY

## B. UNIQUE SELLING PROPOSITION (USP)

- **Value Proposition:** A unique collection of shopping, dining, and entertainment experiences nestled along the historic downtown riverfront. (Preferred by 9-out-of-10 customers and prospects in 2013 and 2018.)

# 3. MESSAGE STRATEGY

## C. MESSAGE

- **Main Idea:** *The Riverfront Shops of Daytona Beach offers a unique collection of experiences. (Preferred by 9-out-of-10 customers and prospects in 2013 and 2018.)*
- **Support:** *Over 60 shops, restaurants, attractions, and services along our scenic waterfront.*

# 3. MESSAGE STRATEGY

## D. EXECUTIONAL CONSIDERATIONS

- **Tone/Attitude:** *Relaxed, distinctive, and authentically local.*
- **Additional Benefits:** *A walkable destination unlike any other.*



## 4. BRANDING

- A. **Nomenclature** – *The Riverfront Shops of Daytona Beach.*
- B. **Brand/Graphic Identity** –



- C. **Themeline/Slogan** – *Distinctively Downtown.*

# 5. TACTICAL PLAN

**A. Campaign Concepts** – *Refreshed in FY 2017-2018. Should be updated annually to increase vitality and visibility. (Launch new concepts September 2019.)*

## **B. Tools and Tactics**

- **Campaign Measurement:** *Analytics for the Riverfront Shops and Farmer's Market are reviewed monthly. Statistical research to be conducted semi-annually.*

# 5. TACTICAL PLAN

## B. TOOLS AND TACTICS *(continued)*

- **Collateral Material:** *Brochures and fliers are distributed by merchants and tourism offices. Immediately expand to all area hotels, vacation rentals, and attractions.*
- **E-Marketing:** *Monthly e-blasts announce special events and amenities. B2B e-blasts should increase consideration to expand or relocate businesses here. (Launch website immediately.)*

# 5. TACTICAL PLAN

## B. TOOLS AND TACTICS *(continued)*

- **Mobile Marketing:** *Most online engagement and advertising is mobile (68% of 2018 web sessions). Expand in FY 2019-2020 to reach more guests on these devices.*
- **Online Marketing:** *Increase budgets for S.E.M. and social media advertising, including to additional services such as Bing. Google AdWords should continue with other search engines added and the budget increased.*

# 5. TACTICAL PLAN

## B. TOOLS AND TACTICS *(continued)*

- **Offline Media:** *Television is our leading offline tool. (Preferred by 9-out-of-10 customers and prospects in 2018.) Radio is the second most preferred tool. (Preferred by 5-out-of-10 prospects in 2018.) Special events should be announced longer in advance starting immediately.*

# 5. TACTICAL PLAN

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## B. TOOLS AND TACTICS *(continued)*

- **Public/Media/Industry Relations:** *Releases are distributed monthly for special events and posted on calendars. Greater partnership with AVB will generate more coverage. (9-out-of-10 customers and prospects prefer news stories.)*
- **Relationship Marketing:** *Monthly emails are sent to merchants. (9-out-of-10 preferred this means*
  - *of communication.)*

# 5. TACTICAL PLAN

## B. TOOLS AND TACTICS *(continued)*

- **Research:** *Merchant and Farmers' Market surveys distributed semi-annually. New consumer survey and B2B surveys launched for the first time in 5 years.*
- **Retargeting Prospects:** *Web remarketing functionality to be added immediately. (Awaiting site access.)*
- **Sales:** *Launch sales system in FY 2019-2020 to facilitate business development.*

# 5. TACTICAL PLAN

## B. TOOLS AND TACTICS *(continued)*

- **Social Media Marketing:** *Increase advertising and event posting to stimulate interest and top-of-mind awareness among prospective guests. (Increase live video use.)*
- **Website/Web Marketing:** *Consumer site was redesigned two years ago. (Has not been optimized or maintained.) Rebuild in 2019-2020 to improve visitor experience, security, and searchability. Redesign B2B site immediately.*

# 5. TACTICAL PLAN

## C. CAMPAIGN TRACKING & REPORTING

- **Website Users:** *Increased 57% from 2017 to 2018 (37,250 to 58,622).*
- **Website Sessions (Unique Visits):** *Increased 80% from 2017 to 2018 (46,220 to 83,122).*
- **Google Ad Clicks:** *Increased 168% from 2017 to 2018 (19,912 to 53,418).*
- **Social Media Clicks:** *Increased 256% from 2017 to 2018 (7,998 to 28,500).*
- **Social Media Followers:** *Facebook “likes” increased 4% from 2017 to 2018 (9,976 to 10,372).*

## 6. IMPLEMENTATION

- A. Budget:** *Approved and allocated for 2018-2019. The 2019-2020 budget should be increased to grow awareness and encourage more visitation.*
- B. Key Changes Suggested for FY 2018-2019 Remaining:**
- *Increase collateral distribution;*
  - *Build B2B website; and*
  - *Optimize and improve consumer site and begin retargeting.*
- C. Key Changes Suggested for FY 2019-2020:**
- *Increase marketing budget;*
  - *Launch new campaigns September 1, 2019;*
  - *Increase lead time of radio promotions; and*
  - *Expand mobile marketing.*

# QUESTIONS & ANSWERS



*Thank You  
for Your  
Consideration!*



# DAYTONA BEACH DDA

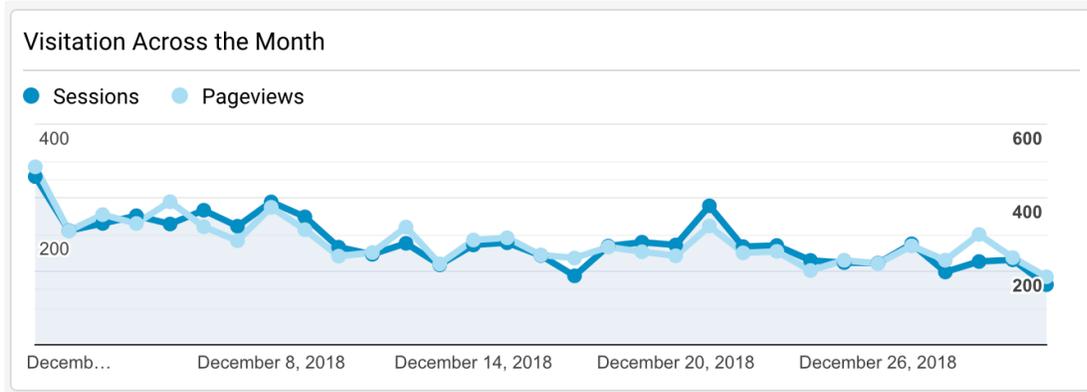
## DECEMBER 2018 ONLINE ANALYTICS REPORT

*Prepared by GOLD & Associates • Thursday, January 10, 2019*

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. There was more traffic at the beginning of the month due to holiday events and shopping interest.

### Overall Traffic

#### WEBSITE VISITATION TRENDLINE



**Overall, the site received 4,426 sessions (up 31% from November) and 8,708 pageviews (up 14% from November) in December 2018.**

#### TOP PAGES

Most Viewed Pages		
Page		Pageviews
/		4,130
/farmers-market/		1,305
/events/		499
/shopping/		414
/dining/		228
/brochures/		189
/attractions/		148
/event/christmas-boat-parade/		132
/photo-gallery/		129
/farmers-market-merchandise/		97

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

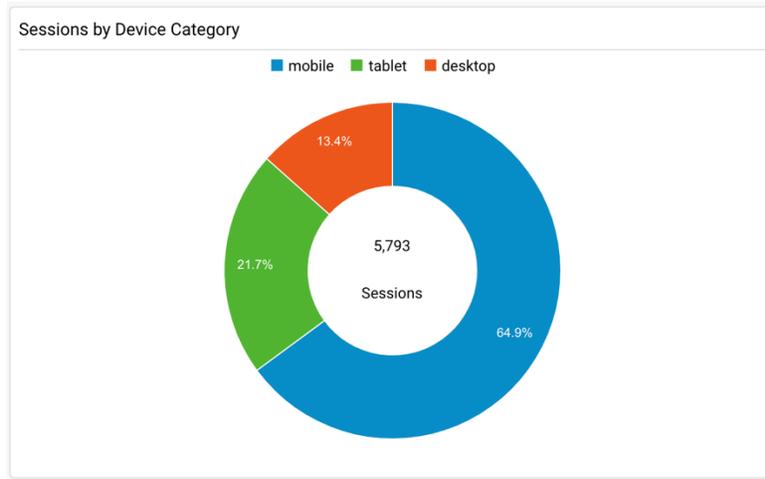
*Page 1 of 4*

# DAYTONA BEACH DDA DECEMBER 2018 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Thursday, January 10, 2019

## 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	3,183
google / organic	758
facebook_ads / cpc	730
(direct) / (none)	553
daytonabeach.com / referral	263
codb.us / referral	35
bing / organic	34
yahoo / organic	29
pinterest.com / referral	17
lm.facebook.com / referral	16

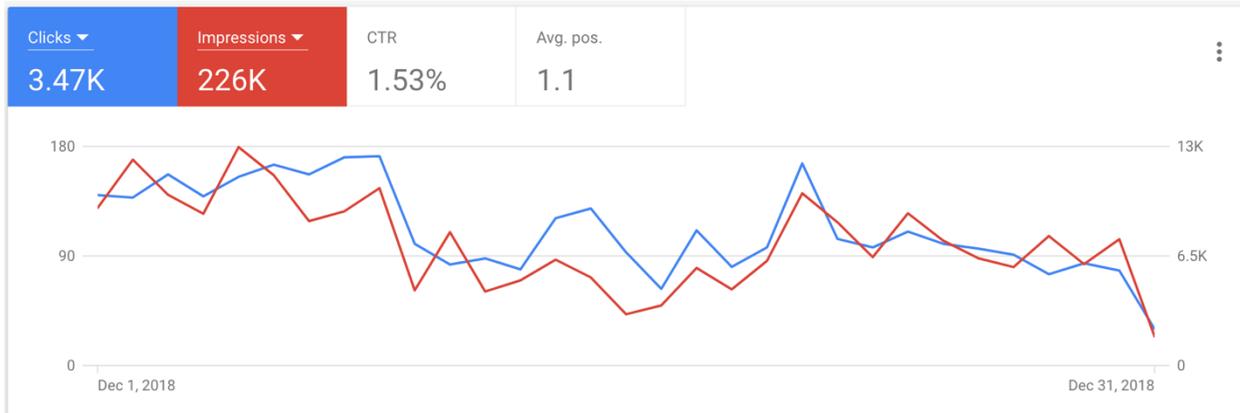
*Google advertising and search continued to be the largest traffic sources. (Little or no traffic comes from traditional advertising partner sites.)*

# DAYTONA BEACH DDA DECEMBER 2018 ONLINE ANALYTICS REPORT

*Prepared by GOLD & Associates • Thursday, January 10, 2019*

## Online Advertising

### GOOGLE ADVERTISING



*The Google Ads campaign generated 3,470 overall clicks in December (up 18% from November). The top keywords overall were variations of “Daytona Beach Events.”*

### FACEBOOK ADVERTISING



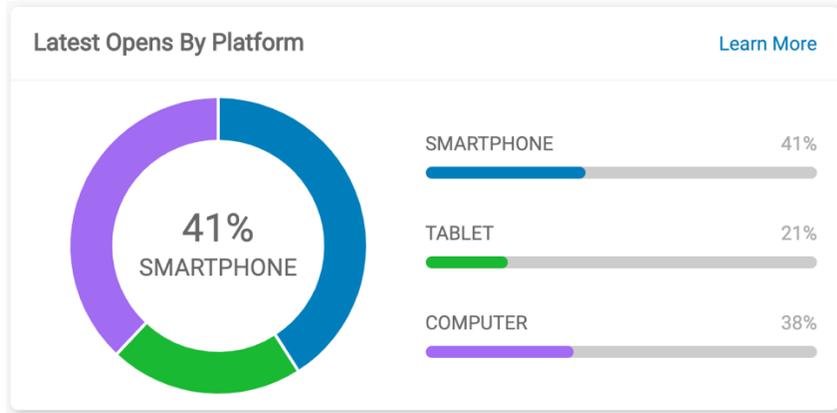
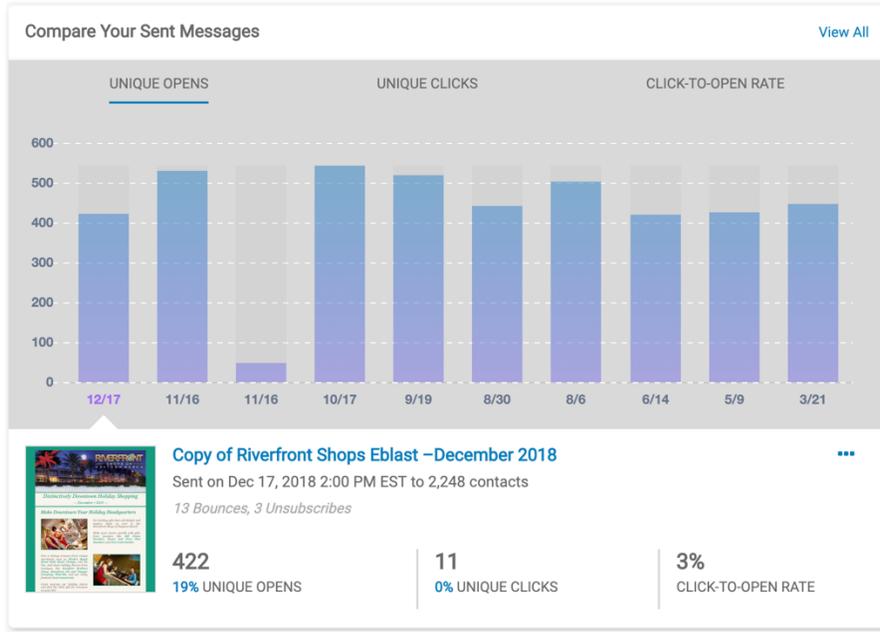
*The Facebook advertising in December included a mix of ad types. Holiday shopping-focused advertising resulted in 628 clicks to the website, Farmer’s Market advertising produced 254 clicks to the website, and Chili Tour event advertising produced 828 event responses (in which people indicate that they are “Interested” or “Going” to the event). The ads resulted 1,444 event responses in November for the Halifax Art Festival and Holiday Wine Tour. Over 80% of people who engaged with the ad posts were women, with the majority being 45+.*

*The Riverfront Shops Facebook page had 10,372 “likes” as of December 31 and (the Farmers’ Market page had 1,676 “likes” (a modest increase for both over November).*

# DAYTONA BEACH DDA DECEMBER 2018 ONLINE ANALYTICS REPORT

*Prepared by GOLD & Associates • Thursday, January 10, 2019*

## E-Marketing



*These iContact charts show that e-blast engagement has remained fairly consistent, with the last message reaching 2,248 contacts and receiving 422 unique opens. The majority of opens were from smartphone users.*

**Thank you for your consideration!**

**DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY**

**2018 - 2019 MARKETING FLOWCHART**

Updated January 14, 2019

**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	23	30	
<b>A. PROFESSIONAL SERVICES</b>																																													<b>\$45,000</b>												
Budget: \$45,000																																																									
<b>AGENCY MARKETING SERVICES</b>	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					\$45,000							
<b>INTERACTIVE/DATABASE MARKETING</b>	Twice-monthly production and distribution of e-blasts (plus Downtown development).	BUDGET: N/A	2 Weeks Prior	1 Week Prior	-					-					-					-					-					-					-					-					-					N/A							
<b>STRATEGIC MARKETING PLAN</b>	Including quarterly tactical plan updates based on research.	BUDGET: N/A	N/A	N/A	-					-					-					-					-					-					-					-					-					N/A							
<b>SOCIAL MEDIA POSTING</b>	Regular posting on Facebook, Instagram, and others.	BUDGET: N/A	N/A	N/A	-					-					-					-					-					-					-					-					-					N/A							
<b>WEBSITE UPDATES</b>	Weekly site updates and SEO for branding and development websites.	BUDGET: N/A	N/A	N/A	-					-					-					-					-					-					-					-					-					N/A							
<b>PUBLIC RELATIONS</b>	Monthly press release writing and distribution for Downtown brand development marketing.	BUDGET: N/A	1 Week Prior	2 Days Prior	-					-					-					-					-					-					-					-					-					N/A							
<b>QUARTERLY RESEARCH</b>	Online surveys among merchants, customers, and business prospects.	BUDGET: N/A	2 Weeks Prior	1 Week Prior	-					-					-					-					-					-					-					-					-					N/A							
<b>B. TECHNICAL FEES &amp; SUPPLIES</b>																																									<b>\$4,250</b>																
Budget: \$4,250																																																									
<b>TECHNICAL FEES</b>	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							
<b>PRINTED MATERIALS</b>	Kiosk posters (5 printings - \$100/ea.), rack brochure printing and distribution at visitor centers and vacation rentals (\$2,000).	BUDGET: \$2,500	3 Weeks Prior	N/A	-					-					-					\$2,500 *					-					-					-					-					-					\$2,500							
<b>C. DOWNTOWN BRAND MARKETING</b>																																									<b>\$31,922</b>																
Budget: \$31,992																																																									
<b>HOLIDAY TELEVISION MEDIA</b>	Spectrum station media (\$5,500), plus GOLD production (\$3,000 budget - actual \$2,750 billed in Nov. )	BUDGET: Varies	3Weeks Prior	2 Week Prior	-					\$4,250					\$1,500					\$600					\$600					\$600					\$600					-					-					\$8,300							
<b>ONLINE MEDIA</b>	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							
<b>SOCIAL MEDIA</b>	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							
<b>IN-ROOM CONCIERGE BOOK</b>	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							
<b>TORTUGAS PROGRAM MEDIA</b>	Program print ad. (Net amount paid by DDA - \$1,975.)	BUDGET: \$1,975	3 Mo. Prior	2 Mo. Prior	-					-					-					-					-					\$1,975					-					-					-					\$1,975							
<b>COMMUNITY NEWS</b>	Three Observer Group North & South editions (\$440 ea.), plus online advertising.	BUDGET: \$2,640	3 Weeks Prior	2 Weeks Prior	\$2,640					-					-					-					-					-					-					-					-					\$2,640							
<b>HOTEL TV</b>	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							
<b>D. DOWNTOWN DEV. MARKETING</b>																																									<b>\$1,500</b>																
Budget: \$1,500																																																									
<b>ONLINE MEDIA</b>	"Live. Work. Play." website. (Was for Google ads.)	BUDGET: \$1,500	2 Weeks Prior	1 Week Prior	-					-					-					\$1,500 *					-					-					-					-					-					\$1,500							
<b>E. DOWNTOWN EVENTS</b>																																									<b>\$38,762</b>																
Budget: \$28,762 (Southern Stone), plus \$10,000 (Art Festival)																																																									
<b>BOO BASH</b>	Advertising and event fees - 10/27.	BUDGET: \$5,700	4 Weeks Prior	3 Week Prior	\$5,700					-					-					-					-					-					-					-					-					\$5,700							
<b>DREAM CRUISE</b>	DDA marketing support - 10/27.	BUDGET: N/A	N/A	N/A	-					-					-					-					-					-					-					-					-					N/A							
<b>HALIFAX ART FESTIVAL</b>	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							
<b>HOLIDAY WINE WALK</b>	Advertising and event fees - 12/1.	BUDGET: \$4,805	4 Weeks Prior	3 Week Prior	-					-					\$4,805					-					-					-					-					-					-					\$4,805							
<b>CHILI TOUR</b>	Advertising and event fees - 1/12.	BUDGET: \$2,537	4 Weeks Prior	3 Week Prior	-					-					-					\$2,537					-					-					-					-					-					\$2,537							
<b>BEER &amp; BACON TOUR</b>	Advertising and event fees - 2/23.	BUDGET: \$1,030	4 Weeks Prior	3 Week Prior	-					-					-					-					\$1,030					-					-					-					-					\$1,030							
<b>ART ATTACK &amp; WINE TOUR</b>	Advertising and event fees - 3/23.	BUDGET: \$3,060	4 Weeks Prior	3 Week Prior	-					-					-					-					-					\$3,060					-					-					-					\$3,060							
<b>EGGSTRAVAGANZA</b>	Advertising and event fees - 4/13.	BUDGET: \$4,420	4 Weeks Prior	3 Week Prior	-					-					-					-					-					\$4,420					-					-					-					\$4,420							
<b>GRITS, GLORY &amp; WINE TOUR</b>	Advertising and event fees - 5/11.	BUDGET: \$3,060	4 Weeks Prior	3 Week Prior	-					-					-					-					-					-					\$3,060					-					-					\$3,060							
<b>GREAT BURGER BATTLE</b>	Advertising and event fees - 7/20.	BUDGET: \$1,470	4 Weeks Prior	3 Week Prior	-					-					-					-					-					-					-					\$1,470					-					\$1,470							
<b>OKTOBERFEST BEER TOUR</b>	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 January 14, 2019

					OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	
<b>F. FARMERS' MARKET</b> Budget: \$6,000					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>					\$21,285	\$19,638	\$11,693	\$14,675	\$6,818	\$8,998	\$12,183	\$8,048	\$4,988	\$6,458	\$4,988	\$7,668	\$ 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.

\* Dollars saved and reallocated for new brochure. (Total = \$3,900.)

\* Dollars saved and reallocated for "Live. Work. Play." website. (Total = \$1,500.)

NOTE: Dollars could be saved and reallocated from online media buys this summer to create a new website. (Total = \$4,000.)

	Materials to be Produced		Materials to be Distributed		Task Completed
--	--------------------------	--	-----------------------------	--	----------------