

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, March 26, 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.

	For special accommodations, please notify the City Clerk's Office at least 72 hours in advance. (386) 671-8023		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 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: February 26, 2019
4. **DDA Staff Report**
 - a. DDA Monthly Financial Report
 - b. Farmers Market Update
 - c. Events Update
 - d. Downtown Projects Update
 - e. Public Safety Update
5. **Gold & Associates Presentation**
6. **Public Comments**
7. **Board Comments**
8. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, February 26, 2019**

The Regular Meeting of the Downtown Development Authority was held Tuesday, February 26, 2019, 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. Quanita May, Commissioner
Mr. Joseph Hopkins
Ms. Tammy Kozinski

Board Members Absent

Ms. Sheryl Cook, Vice Chair

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Robert Jagger, City Attorney
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 – January 22, 2019

Mr. Hopkins asked that a correction be made to the minutes on Page 2 under section b. Mr. Hopkins stated the program is sponsored by “Feeding Florida.” Also, the second sentence should read that the application is being made for the ID.

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the minutes of the Regular Meeting of January 22, 2019, as corrected. The motion carried (4-0).

4. **DDA Staff Report**

Mr. Berger introduced Lauren Taylor, who is a Planner for the City and will be assuming some of the duties and responsibilities that were handled by Jason Jeffries.

a. DDA Monthly Financial Report

Mr. Berger stated the financial report is on target for the year. Mr. Berger stated the expenses have not been settled for the last 3 events with Southern Stone (Chili Tour, December Wine Tour, and the Beer & Bacon Fest).

b. Farmers Market Update – SNAP/Fresh Access

Mr. Berger stated he visited the Farmers Market and stated the preacher continues to broadcast with amplifiers next to the vendors. Mr. Berger stated staff has received complaints from customers about the preacher. Charles McGuire is a musician who is performing at the Market and, as a result, the preacher has moved away from the area where music is being played. Mr. Berger stated he would like to set up an account in order to pay for the music provider.

Mr. Jagger stated there are certain First Amendment rights attached to preaching; but the preacher can be restricted from within the confines of the Market; but the preacher is preaching from the sidewalk where he is allowed to be. Mr. Jagger stated from speaking with Code Enforcement, the amplification from the speakers used by the preacher is not so loud that it violates the City's Code. Mr. Jagger stated he has talked with Mr. Berger about bringing in music to offset the sound from the preacher or possibly expanding the footprint of the Market so the preacher will be out of the range of hearing.

Mr. Berger read from a report from the Market Manager, Melanie John, who stated she had 6 new vendors at the Market in February. Mr. Berger stated Ms. John would like to see increased advertising and a goal is to implement the SNAP program.

Mr. Hopkins stated a requirement for the SNAP application is to include a bank account and the DDA does not have a bank account.

Mr. Hopkins stated the DDA will either need to open a bank account or have an account opened for the Farmers Market. Mr. Hopkins stated he is going to focus on getting SNAP implemented and not pursue grant funds at this time.

Mr. Berger stated he has spoken with the Finance Director and it is recommended that the DDA secure their own bank account.

Mr. Sznajstajler suggested the DDA authorize staff to open a bank account on behalf of the DDA; and Mr. Sznajstajler stated he would talk with banking institutions to make sure an account could be opened that would not be charged fees.

Mr. Hopkins stated he agrees the bank account needs to be opened and the DDA needs to determine who will be authorized to sign on the account. Mr. Hopkins stated implementing SNAP will also require about two more hours per week of the Market Manager's time in order to manage the accounting so he recommends giving Ms. John additional compensation.

Mr. Jagger suggested drafting a resolution to be presented at the next meeting in order to outline the flow of money and establishment of the bank account. Mr. Jagger stated staff could go ahead and open the account.

Mr. Berger stated there is also the concern about providing reimbursement from the City to the vendors who will accept the EBT tokens. Mr. Berger stated someone would also have to be at the Market tent in order to disburse the tokens. Mr. Berger stated Ms. John suggests staying at the tent and having volunteers move throughout the Market to talk with vendors.

Mr. Hopkins stated there should be a way to have some reserve funds on hand so the vendors can receive reimbursement on the same day.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to authorize staff to secure a bank account and present the details at the March, 2019 meeting regarding procedures for the account. The motion carried (4-0).

Mr. Berger asked if any member of the DDA had concerns with Ms. John having access to the account.

Mr. Jagger suggested passing a motion authorizing the names that are to be on the account.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. May, to authorize Reed Berger and Melanie John as authorized representatives for the DDA bank account. The motion carried (4-0).

c. Events Update – Wine & Chocolate Tour; Beer & Bacon Tour

Mr. Sznajstajler asked that Mr. Berger send a strong message to the representatives of Southern Stone about them not being in attendance at the DDA meeting today.

Mr. Berger stated there were over 800 people in attendance at the Wine & Chocolate Tour which was an Al Smith event; and 400 tickets were sold for the Beer & Bacon event which was a Southern Stone event.

d. Downtown Projects Update – Beach Street Streetscape; Riverfront Park; HAF

Mr. Berger stated conceptual plans for the Riverfront Park were presented at a recent City Commission meeting. Mr. Berger shared the conceptual designs with the DDA. Mr. Berger stated when the changes are made to Beach Street as part of the Riverfront Park project, the street will be fenced for two years. Mr. Berger stated there will be a phased plan to do work on the park side first and proceed one block at a time. Mr. Berger stated the merchant side will then be done one block at a time and the intent is to leave the sidewalks open with as little impact to merchants as possible.

e. Public Safety Update – Panhandling Ordinance; Security Initiative; Cameras

J. T. Thomas, Public Safety Officer, expressed concern about potential damage to the Josie Rogers house if it is moved. Officer Thomas

stated there is roof damage and windows are boarded. Officer Thomas stated the panhandling ordinance has been a huge success. Officer Thomas stated the vagrants are not moving out of Daytona Beach since there are a number of agencies that feed the vagrants on a daily basis.

Ms. Kozinski stated previously the DDA discussed implementing an ambassador program. Ms. Kozinski stated she feels the DDA should determine if they want to pursue the ambassador program and use the \$15,000 that was set aside for that program or release the funds for other programs.

Mr. Sznajstajler stated at the time the ambassador program was funded, the DDA did not know about the Brown Foundation and their plans for Riverfront Park. Mr. Sznajstajler stated he feels there will be security on the park side and perhaps the DDA could work with the Foundation regarding security.

Mr. Hopkins stated he agrees with Mr. Sznajstajler. Mr. Hopkins stated we now have the panhandling ordinance in place and the area is different.

Ms. Kozinski stated she agrees and feels a determination should be made on the \$15,000.

Mr. Berger stated security cameras will be placed in the rear parking lots along Beach Street at no cost to the DDA.

Mr. Hopkins stated there will be challenges with Beach Street and the planned renovations and perhaps the funds set aside for the ambassador program could be reallocated for a public awareness campaign during the construction projects along Beach Street.

Ms. Kozinski asked when the Orange Avenue bridge will be open.

Mr. Berger stated he did not have a date but construction is a year behind. Mr. Berger stated he will check with Volusia County to determine a construction completion date.

5. Gold & Associates Presentation

Keith Gold, Gold & Associates, presented the report that was included as part of the packet. Mr. Gold stated he hoped to have the rack card ready to present at this meeting and contacted Brochure Distribution, Inc., who stated they would be willing to give the DDA the same price as was offered two years ago; however, it was discovered that previous invoices

had not been paid. Mr. Gold stated Mr. Berger has received the copies of the invoices and a determination will be made on the amount due. Mr. Gold stated he hopes the rack cards will be distributed during the next couple of weeks.

Mr. Gold stated his research shows that most people gain information about the downtown through the website and most people indicate they are encouraged to visit the downtown through the special events.

Mr. Gold stated there is an issue with the URL and he does not know who owns it. Mr. Gold suggested trying to buy the URL through Go Daddy or a similar site.

Mr. Jagger stated if Mr. Gold can purchase the site, then the DDA could buy it from Mr. Gold.

Mr. Sznajstajler stated he would attempt to reach the previous owner regarding the URL situation.

Mr. Gold stated there is an in-kind agreement with the News-Journal where the News-Journal gets space at the Farmers Market and the DDA gets in-kind dollars for advertising. Mr. Gold stated it would be good to place information in the News-Journal about the Farmers Market as well as information about the SNAP program.

Ms. May asked that information also be placed in the Daytona Times.

Mr. Gold stated he will work with Mr. Berger on that.

Mr. Sznajstajler stated he would like to know what is owed Brochure Distribution. Mr. Sznajstajler stated he would like any advertising to include a date when SNAP will be available at the Farmers Market.

6. Public Comments

John Nicholson, 413 N. Grandview Avenue, Daytona Beach, Florida spoke regarding graffiti and funding for the homeless.

7. Board Comments

Mr. Hopkins expressed concern about the ISB bridge. Mr. Hopkins stated he knows it is a State highway but there are marks along the bridge where vehicles have hit the walls and it is unsightly.

Ms. Kozinski expressed concern about banners on North Beach and pamphlets that are strewn along the ISB bridge. Ms. Kozinski stated the pamphlets are strewn on a regular basis.

8. **Adjournment**

There being no further business, the meeting was adjourned.

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: March 22, 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 March 22, 2019.

DOWNTOWN DEVELOPMENT AUTHORITY			
FY 2018/19 BUDGET STATUS			
General Activities			
Line Item	Appropriation	Spent to Date As of 3/22/19	Balance
Contract Services	\$ 1,000	\$ 386.10	\$ 613.90
Personnel	\$ -	\$ -	\$ -
Supplies	\$ 2,000	\$ 475.09	\$ 1,524.91
Care and Subsistence	\$ 500	\$ 117.08	\$ 382.92
Professional Memberships	\$ 450	\$ 420.00	\$ 30.00
Technical Services	\$ 3,500	\$ 514.80	\$ 2,985.20
Downtown Safety	\$ 15,000	\$ -	\$ 15,000.00
Professional Services	\$ 45,000	\$ 22,646.25	\$ 22,353.75
Downtown Marketing	\$ 29,000	\$ 10,894.88	\$ 18,105.12
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
Total	\$ 135,110	\$ 55,111.20	\$ 79,998.80
Notes:			
Note: Appropriations reflect revised budget approved at the DDA September 19, 2018			

Downtown Event Activities

Revenues	Projection	Received to Date <i>As of 3/22/19</i>	Balance
Vendor Revenue	\$ 17,500	\$ 2,050.00	\$ 15,450.00
Event Sponsorship	\$ -	\$ -	\$ -
Exhibit Sponsorship	\$ -	\$ -	\$ -
Total	\$ 17,500	\$ 2,050.00	\$ 15,450.00
Expenses	Appropriation	Spent to Date <i>As of 3/22/19</i>	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		\$ (3,041.59)	
Notes:			
Note: Appropriations reflect revised budget approved at the DDA September 19, 2018			

Farmers' Market Activities

Revenues	Projection	Received to Date As of 3/22/19	Balance
Vendor Revenue	\$ 27,500	\$ 10,132.00	\$ 17,368.00
Sponsorship	\$ 10,000	\$ -	\$ 10,000.00
Market Booth Sales	\$ 1,200	\$ -	\$ 1,200.00
Total	\$ 38,700	\$ 10,132.00	\$ 28,568.00
Expenses	Appropriation	Spent to Date As of 3/22/19	Balance
Personnel	\$ 11,600	\$ 6,600.00	\$ 5,000.00
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	\$ 38,700	\$ 8,594.18	\$ 30,105.82
Profit/Loss		\$ 1,537.82	
Notes:			

Campaign Presentation to

THE CITY OF DAYTONA BEACH DDA



G O L D

Intelligent Imagination™

Presentation

AGENDA



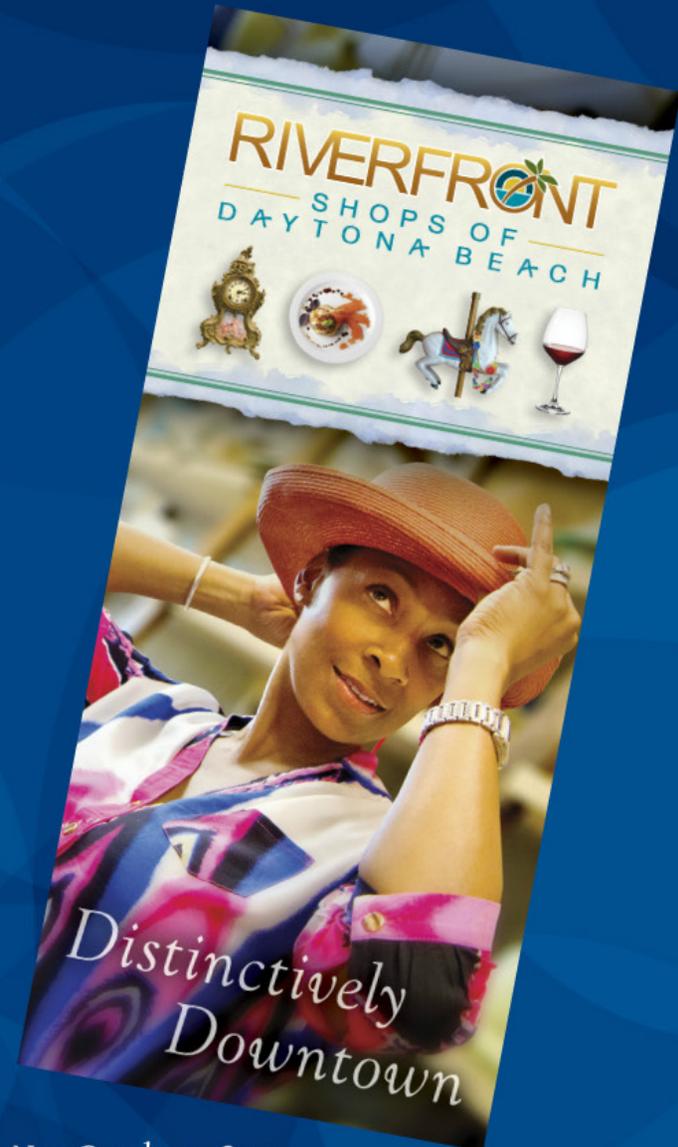
1. Riverfront Shops Project Update
2. Updated Tactical Plan
3. Online Analytics Report
4. Questions & Answers



1. RIVERFRONT SHOPS

Campaign Update

- **BROCHURES –**
*Awaiting DDA Payment
and Contract Approvals for
Printing and Distribution*



New Brochure Cover

1. RIVERFRONT SHOPS

Campaign Update

- **CABLE TELEVISION –**
*Media Buy with Spectrum
Reach Continues Through
April, In-Room Channel
Runs Through August*



New Television
Commercial is Running

1. RIVERFRONT SHOPS

Campaign Update

- **E-BLASTS –**
 Monthly Consumer
 Blasts Continue
 (Riverfront Shops
 Guests/Prospects)

February E-blast

RIVERFRONT SHOPS OF DAYTONA BEACH

Distinctively Downtown Events
 -- February • 2019 --

Fall In Love With Distinctive Downtown

Happy Valentine's Day from the Riverfront Shops of Daytona Beach! Set your heart on Downtown Daytona Beach to shop for one-of-a-kind gifts and dine in restaurants filled with local flavor. And be sure to visit our remarkable riverfront for our exciting events this month and beyond.

Wine & Chocolate Walk
 Saturday, February 9 • 1 p.m. - 6 p.m.

Just in time for Valentine's Day, this popular annual celebration will return for another decadent year Saturday, February 9 from 1 p.m. to 6 p.m. See unique handcrafted art on display while strolling Historic Beach Street with your favorite sweetheart or friends, and sample wonderful wine and scrumptious chocolate!

There are two check-in points for this rain-or-shine event:

- Nitro Ice Cream Cafe - 240 S. Beach Street
- Tia Cori's Tacos - 214 N. Beach Street

Tickets are available now, so plan to join the fun!

DOWNTOWN DAYTONA BEACH

[Learn More](#)

RIVERFRONT SHOPS OF DAYTONA BEACH

Distinctively Downtown Events
 -- January • 2019 --

A New Year of Downtown Fun

Happy New Year from the Riverfront Shops of Daytona Beach! It's all about things to do throughout 2019, including fun of the Day Tour this Saturday. Your destination for shopping, dining

Daytona Beach Chili Tour
 Saturday, January 12 • 1 p.m. - 6 p.m.

The Chili Tour is from 1pm to 6pm and offers a unique way to sample multiple chili tastings!

Participants purchase passports for \$15 which includes their passport with a map, and a spoon. Once the passport is in hand, participants make the way from host site to host site where they can taste each participating sites chili and then vote for favorite when finished.

The passport lists all of the sites from the Bay Street to Orange Avenue for tasting. So come spice things up down Beach Street sampling some of

January E-blast

1. RIVERFRONT SHOPS Campaign Update

- **GOOGLE ADS** –
Run Daily Through August
- **KIOSK DIRECTORIES** –
Posters Change to Feature Special Events
- **ONLINE CALENDAR UPDATES** –
Made Daily/Weekly to Website, Facebook and Local Events Calendars
- **PRESS RELEASES** –
City & County are Redistributed Daily/Weekly, DDA Releases are Distributed Monthly

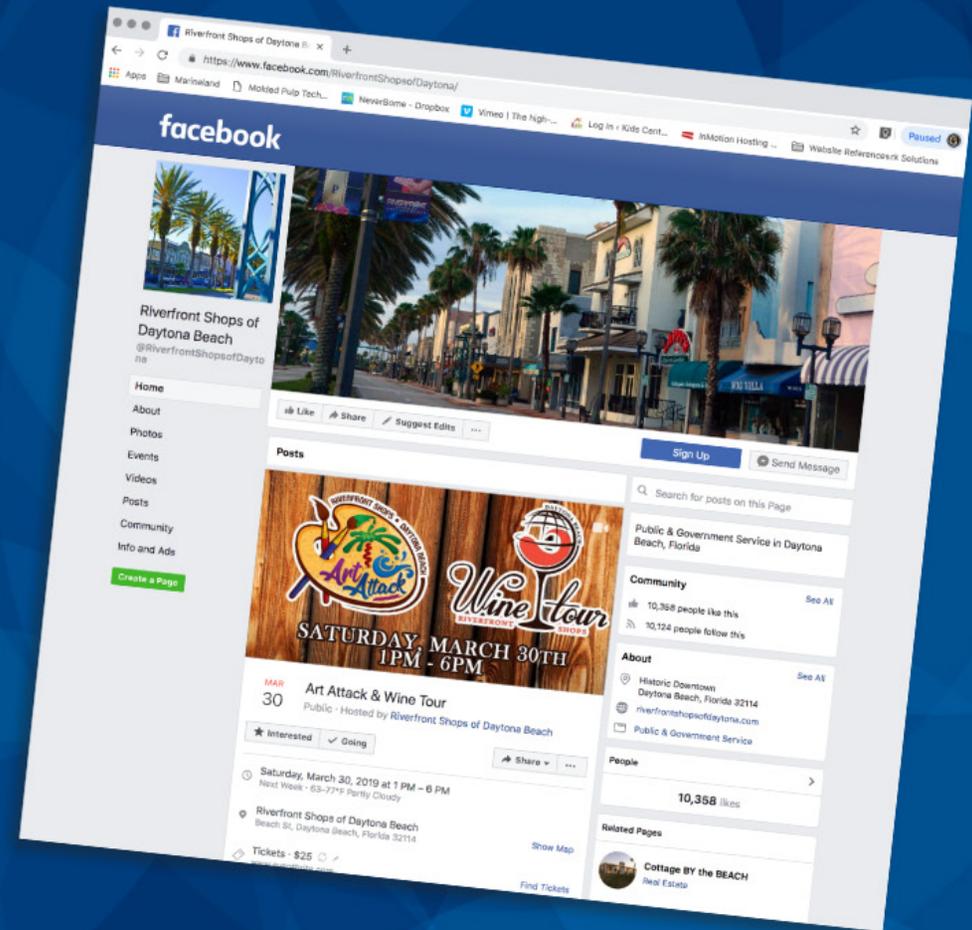


February Kiosk
Event Poster

1. RIVERFRONT SHOPS

Campaign Update

- **SOCIAL MEDIA ADVERTISING** – *Facebook, Instagram and Others Run Daily Through August*
- **SOCIAL MEDIA POSTING** – *Posts and Reposts are Made Daily*



Ongoing Social Media Posts

1. RIVERFRONT SHOPS

Campaign Update

- **WEBSITE – Consumer**
 - Domain Ownership and Hosting Issues Continue
- **WEBSITE – B2B**
 - Created Pro Bono by GOLD



B2B Web Site



Consumer Web Site

2. UPDATED TACTICAL PLAN

February 2019

BUDGET = \$128,000						OCT		NOV		DEC		JAN		FEB		MAR		APR		MAY		JUNE		JULY		AUG		SEPT		TOTALS										
MEDIA	DESCRIPTION	BUDGETS	SPACE CLOSE	MAT. CLOSE	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	8	15	22	29	5	12	19	26	2	9	16	23	30	
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	\$1,750					\$3,750					\$3,750					\$3,750					\$3,750					\$3,750					\$3,750					
INTERACTIVE/DATABASE MARKETING	Twice-monthly production and distribution of e-blasts (plus Downtown development)	BUDGET: N/A	N/A	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	N/A	2 Days Prior																															N/A					
QUARTERLY RESEARCH	Online surveys among merchants, customers, and business prospects.	BUDGET: N/A	N/A	1 Week Prior																															N/A					
B. TECHNICAL FEES & SUPPLIES		Budget: \$6,099																															\$6,099							
TECHNICAL FEES	Fees for MailChimp (\$500), domains (\$750), and web hosting (\$400 - \$37,500/yr.)	BUDGET: \$1,700	N/A	N/A	\$587.50					\$37.50					\$37.50					\$37.50					\$37.50					\$37.50					\$1,700					
PRINTED MATERIALS	Koos posters (5 printings - \$100/ea.), rack brochure printing (\$1,404) and distribution of visitor centers and vacation rentals (\$2,445)	BUDGET: \$5,494	N/A	N/A	\$500															\$1,404					\$2,445										\$4,349					
C. DOWNTOWN BRAND MARKETING		Budget: \$31,922																															\$31,922							
HOLIDAY TELEVISION MEDIA	Spectrum station media (\$5,500), plus GOLD production (\$3,000 budget - actual \$2,750 billed in Nov.)	BUDGET: Varies	2 Weeks Prior	2 Week Prior							\$4,250				\$1,500					\$800					\$800					\$800					\$8,200					
ONLINE MEDIA	Google geotargeted ads for shopping, dining, and entertainment (including remarketing)	BUDGET: \$5,700	2 Weeks Prior	1 Week Prior	\$400					\$500					\$500					\$500					\$400					\$400					\$5,700					
SOCIAL MEDIA	Geotage targeted advertising on social media sites, such as Facebook and Instagram	BUDGET: \$5,700	2 Weeks Prior	1 Week Prior	\$400					\$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					\$1,200					
D. DOWNTOWN DEV. MARKETING		Budget: TBD																															TBD							
ONLINE MEDIA	"Like, Work, Play" website (GOLD pro bono), plus Google ads (TBD)	BUDGET: TBD	2 Weeks Prior	1 Week Prior																															TBD					
E. DOWNTOWN EVENTS		Budget: \$38,762 (Southern Stone), plus \$10,000 (Art Festival)																															\$38,762							
BOO BASH	Advertising and event fees - 10/27	BUDGET: \$5,700	4 Weeks Prior	3 Week Prior	\$5,700																														\$5,700					
DREAM CRUISE	DDA marketing support - 10/27	BUDGET: N/A	N/A	N/A																															N/A					
HALIFAX ART FESTIVAL	Prize and advertising - 11/3 - 11/4 (\$6,000 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					
F. FARMERS' MARKET		Budget: \$4,600																															\$4,600							
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	Geotage targeted ads on social media sites.	BUDGET: \$1,000	2 Weeks Prior	1 Week Prior	\$150					\$150					\$150					\$150					\$150					\$150					\$1,000					
ONLINE MEDIA	Google geotargeted targeted ads (including remarketing)	BUDGET: \$1,800	2 Weeks Prior	1 Week Prior	\$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	Farmers' Market included in Riverfront Shops brochure	BUDGET: N/A	2 Weeks Prior	1 Week Prior																															N/A					
FARMERS' MARKET OBSERVER ADVERTISING	Included in Observer digital and print advertising campaign	BUDGET: N/A	3 Weeks Prior	2 Weeks Prior																															N/A					
TOTAL					\$21,785					\$19,638					\$11,693					\$9,275					\$6,816					\$10,402					\$126,383					

NOTE
 * Total Budget for C and D = \$34,000. (Actual = \$31,992)
 • Estimated plan total increased \$34 over the previous month

Materials to be Produced Materials to be Distributed Task Completed

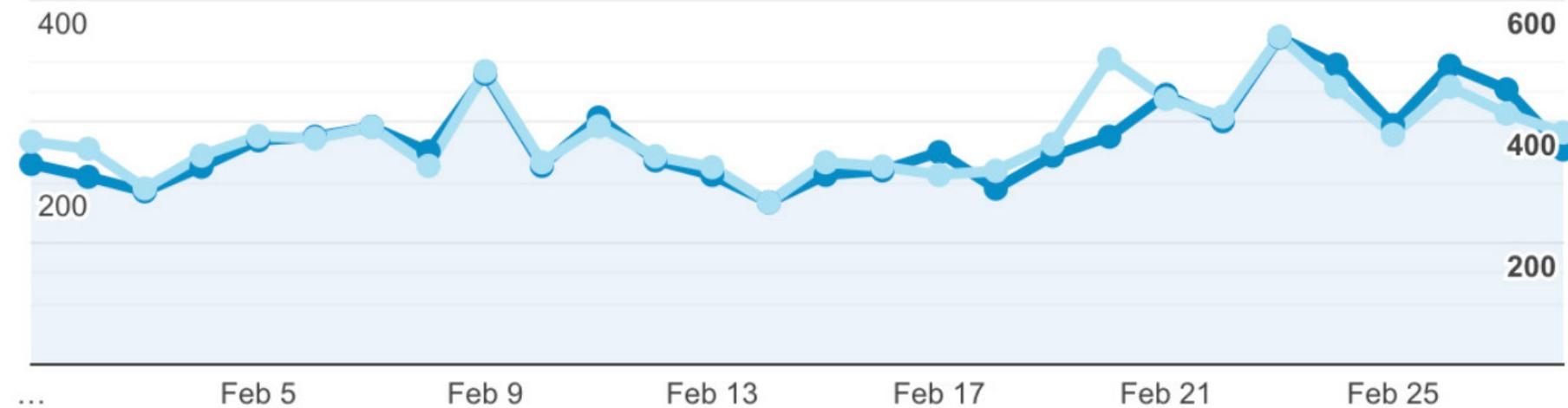
See the Full Plan

3. ONLINE ANALYTICS

February 2019

Visitation Across the Month

● Sessions ● Pageviews



See the Full Report

4. QUESTIONS & ANSWERS



*Thank You
for Your
Business!*



DAYTONA BEACH DDA

FEBRUARY 2019 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Friday, March 22, 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. Visitation continued to increase in February, even with the shorter month.

Overall Traffic

WEBSITE VISITATION TRENDLINE



Overall, the site received 6,948 sessions (up 10% from December) and 10,593 pageviews (up 3% from January) in February 2019.

TOP PAGES

Most Viewed Pages		
Page		Pageviews
/		4,115
/farmers-market/		2,205
/shopping/		781
/event/8th-annual-wine-and-chocolate-walk/		345
/events/		310
/event/beer-bacon-tour-2019/		273
/dining/		248
/brochures/		214
/attractions/		210
/photo-gallery/		162

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

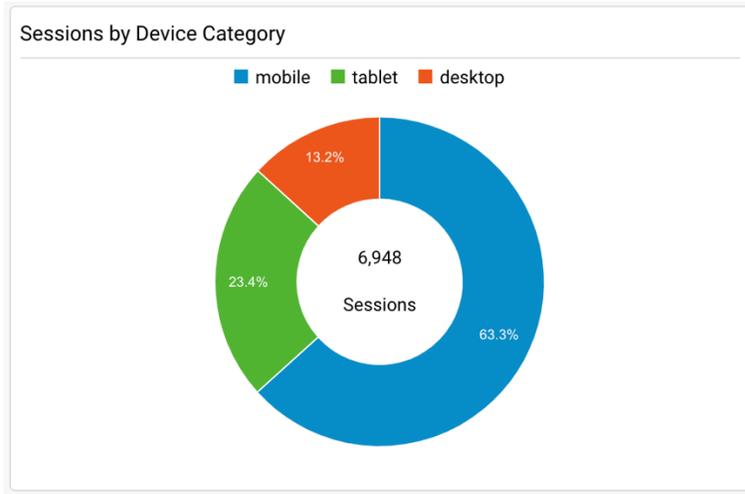
Page 1 of 4

DAYTONA BEACH DDA FEBRUARY 2019 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Friday, March 22, 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	4,013
google / organic	1,173
facebook_ads / cpc	604
(direct) / (none)	490
daytonabeach.com / referral	328
codb.us / referral	55
yahoo / organic	45
bing / organic	44
m.facebook.com / referral	25
l.facebook.com / referral	22

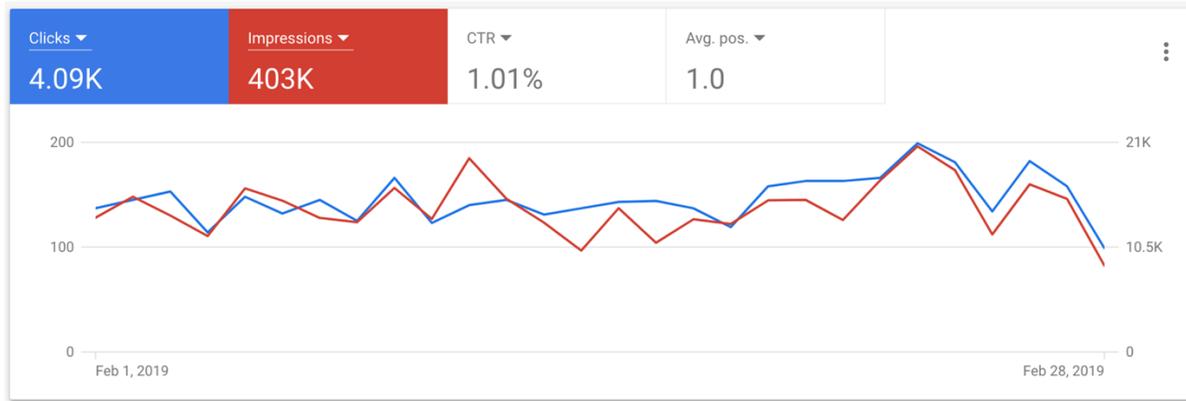
Google advertising and organic search continued to be the largest traffic sources. (Little or no traffic comes from traditional advertising partner sites.)

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Online Advertising

GOOGLE ADVERTISING



The Google Ads campaign generated 4,087 overall clicks in February. The top keywords included “shops in Daytona Beach,” “Daytona Farmers Market,” “Daytona Calendar,” and “Daytona Beach Events.”

FACEBOOK ADVERTISING



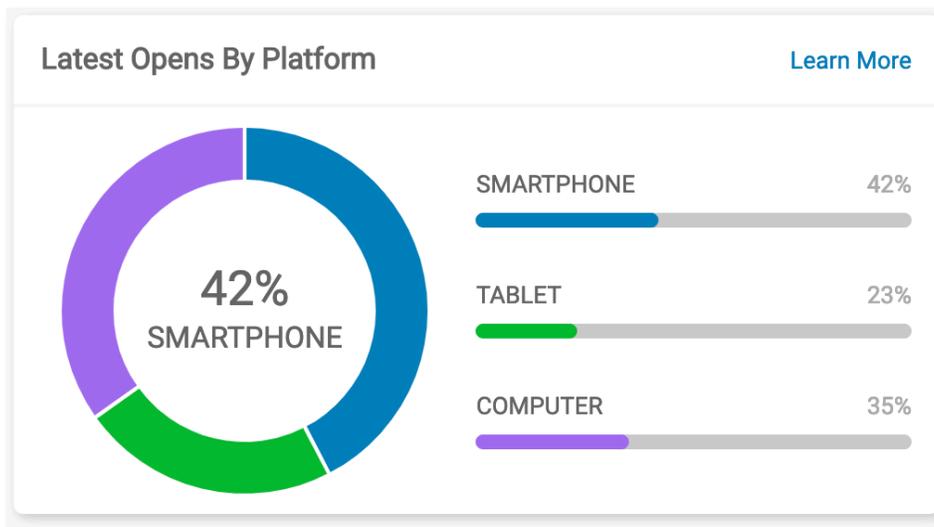
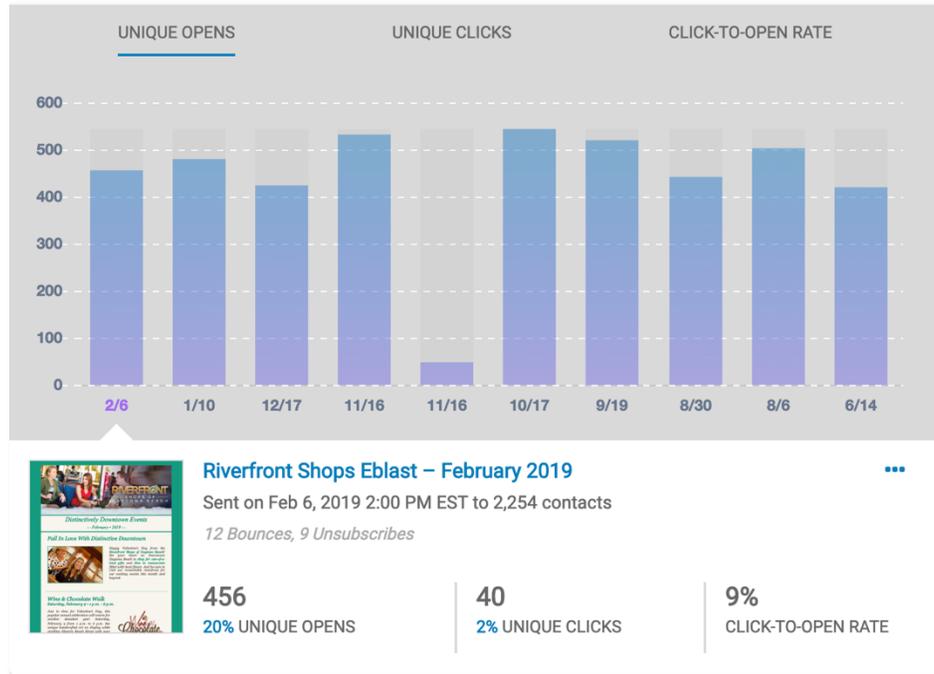
The Facebook advertising in February focused primarily on promoting events, generating a total of 1,779 responses (in which people indicate that they are “Interested” or “Going” to the event) for the Wine & Chocolate Walk and Beer & Bacon Tour. Additionally, Farmers’ Market ads produced 334 and Riverfront Shops branding ads produced 361 clicks. The events ads engaged a younger audience, with the 25-44 age range accounting for 46% of clicks.

The Riverfront Shops Facebook page had 10,433 “likes” as of February 28, and the Farmers’ Market page had 1,783 “likes” (a modest increase for both).

DAYTONA BEACH DDA FEBRUARY 2019 ONLINE ANALYTICS REPORT

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E-Marketing



These iContact charts show that e-blast engagement has remained fairly consistent, with the last message reaching 2,254 contacts and receiving 456 unique opens. Opens from mobile devices (smartphones and tablets) outnumbered those from computer users by a wide margin.

Thank you for your consideration!

DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY

2018 - 2019 MARKETING FLOWCHART

Updated March 22, 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
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: N/A	2 Weeks Prior	1 Week Prior	-					-					-					-					-					-					-					-					-					N/A							
B. TECHNICAL FEES & SUPPLIES		Budget: \$6,099																																\$6,099																							
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 (\$1,404) and distribution at visitor centers and vacation rentals (\$2,445).	BUDGET: \$5,434	3 Weeks Prior	N/A	\$500					-					-					-					\$1,404					\$2,445					-					-					-					\$4,349							
C. DOWNTOWN BRAND MARKETING		Budget: \$31,922																																\$31,922																							
HOLIDAY TELEVISION MEDIA	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							
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: TBD																																TBD																							
ONLINE MEDIA	"Live. Work. Play." website (GOLD pro bono), plus Google ads (TBD).	BUDGET: \$TBD	2 Weeks Prior	1 Week Prior	-					-					-					-					-					-					-					-					-					TBD							
E. DOWNTOWN EVENTS		Budget: \$28,762 (Southern Stone), plus \$10,000 (Art Festival)																																\$38,762																							
BOO BASH	Advertising and event fees - 10/27.	BUDGET: \$5,700	4 Weeks Prior	3 Week Prior	\$5,700					-					-					-					-					-					-					-					-					\$5,700							
DREAM CRUISE	DDA marketing support - 10/27.	BUDGET: N/A	N/A	N/A	-					-					-					-					-					-					-					-					-					N/A							
HALIFAX ART FESTIVAL	Prize and advertising - 11/3 - 11/4 (\$5,000 prize, \$5,000 advertising.)	BUDGET: \$10,000	4 Weeks Prior	3 Week Prior	-					\$10,000					-					-					-					-					-					-					-					\$10,000							
HOLIDAY WINE WALK	Advertising and event fees - 12/1.	BUDGET: \$4,805	4 Weeks Prior	3 Week Prior	-					-					\$4,805					-					-					-					-					-					-					\$4,805							
CHILI TOUR	Advertising and event fees - 1/12.	BUDGET: \$2,537	4 Weeks Prior	3 Week Prior	-					-					-					\$2,537					-					-					-					-					-					\$2,537							
BEER & BACON TOUR	Advertising and event fees - 2/23.	BUDGET: \$1,030	4 Weeks Prior	3 Week Prior	-					-					-					-					\$1,030					-					-					-					-					\$1,030							
ART ATTACK & WINE TOUR	Advertising and event fees - 3/23.	BUDGET: \$3,060	4 Weeks Prior	3 Week Prior	-					-					-					-					\$3,060					-					-					-					-					\$3,060							
EGGSTRAVAGANZA	Advertising and event fees - 4/13.	BUDGET: \$4,420	4 Weeks Prior	3 Week Prior	-					-					-					-					-					\$4,420					-					-					-					\$4,420							
GRITS, GLORY & WINE TOUR	Advertising and event fees - 5/11.	BUDGET: \$3,060	4 Weeks Prior	3 Week Prior	-					-					-					-					-					-					\$3,060					-					-					\$3,060							
GREAT BURGER BATTLE	Advertising and event fees - 7/20.	BUDGET: \$1,470	4 Weeks Prior	3 Week Prior	-					-					-					-					-					-					-					\$1,470					-					\$1,470							
OKTOBERFEST BEER TOUR	Advertising and event fees - 9/21.	BUDGET: \$2,680	4 Weeks Prior	3 Week Prior	-					-					-					-					-					-					-					-					\$2,680					\$2,680							

DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY

2018 - 2019 MARKETING FLOWCHART

Updated March 22, 2019

					OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	
F. FARMERS' MARKET Budget: \$4,600					Saturdays	\$4,600											
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	Farmers' Market included in Riverfront Shops brochure.	BUDGET: N/A	2 Weeks Prior	1 Week Prior	-	-	-	-	-	-	-	-	-	-	-	-	N/A
FARMERS' MARKET OBSERVER ADVERTISING	Included in Observer digital and print advertising campaign.	BUDGET: N/A	3 Weeks Prior	2 Weeks Prior	-	-	-	-	-	-	-	-	-	-	-	-	N/A
TOTAL					\$21,785	\$19,638	\$11,693	\$9,275	\$6,818	\$10,402	\$14,628	\$8,048	\$4,988	\$6,458	\$4,988	\$7,668	\$ 126,383

NOTE

- Total Budget for C and D = \$34,000. (Actual = \$31,992.)
- Estimated plan total increased \$34 over the previous month

Materials to be Produced	Materials to be Distributed	Task Completed
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