

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, April 23, 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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1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes:**
 - a. Regular Meeting: March 26, 2019
4. **Gold & Associates Presentation**
 - a. Monthly Presentation
 - b. Strategic Marketing Plan
5. **DDA Staff Report**
 - a. Events Update
 - b. DDA Monthly Financial Report
 - c. Farmers Market Update
 - d. Downtown Projects Update
 - e. Public Safety Update
6. **Public Comments**
7. **Board Comments**
8. **Adjournment**

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

The Regular Meeting of the Downtown Development Authority was held Tuesday, March 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
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. Berger introduced Jennifer Lynch, who is the new Office Assistant in Development Services.

2. Roll Call

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

3. Approval of Minutes

a. **Regular Meeting – February 26, 2019**

Mr. Sznajstajler asked that a correction be made to the minutes on Page 6 in the last paragraph under Item 5. Mr. Sznajstajler asked that the word “for” be inserted before Brochure Distribution.

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the minutes of the Regular Meeting of February 26, 2019, as corrected. The motion carried (4-0).

4. DDA Staff Report

a. DDA Monthly Financial Report

Mr. Berger presented the staff report which was included as part of the packet. Mr. Berger stated there have been issues with payments from Southern Stone and noted that Southern Stone is going through organizational changes. Mr. Berger stated in the future, there may be some changes in events and who will be involved. Mr. Berger stated there are three events left to be coordinated by Southern Stone.

b. Farmers Market Update

Mr. Berger stated a resolution has been drafted by the City Attorney for implementation of the SNAP program. Mr. Berger stated he will be a co-signer on the bank account and the money will only be used for SNAP.

Mr. Berger stated the EBT machine will be purchased and will be manned at the booth at the Farmers Market. Mr. Berger stated the customers will purchase tokens at the EBT machine and the vendors will be reimbursed for the purchases made by customers with the tokens at the end of the day. Mr. Berger stated there are two major produce vendors who are already participating in the SNAP program.

Mr. Hopkins stated the proposed resolution allows reimbursement to the vendors the day of the transaction which is important. Mr. Hopkins stated there will be an operating account established for the transactions. Mr. Hopkins stated he believes the resolution should be approved.

Ms. Kozinski asked if two signatures will be required for transactions on the account.

Mr. Hopkins stated the account is set up for weekly evaluations but does not require two signatures on the checks. Mr. Hopkins stated the Market Manager has the authority to sign the checks and he feels it

would be inconvenient to require two people to be on hand to sign the checks.

Ms. May asked if funds from this account could be used for any other accounts by the DDA.

Mr. Berger stated the funds will be kept separate and it is a one-time deposit. Mr. Berger stated the only other time there will be a transaction directly with the DDA would be if there is a large volume of customers using EBT and an additional deposit would be required.

Mr. Hopkins stated this is not a profit-making venture and is for the purpose of accepting EBT and reimbursing the vendors.

Mr. Sznajstajler asked if there are any concerns about a cash payment instead of a check payment to the vendors.

Mr. Hopkins stated we should not be handling cash. Mr. Hopkins stated the EBT card will be swiped and the tokens will be issued, and when the vendors come back with tokens in hand, a check will be issued based on the amount of tokens presented.

Mr. Jagger stated he will remove the reference of cash payments to the vendors in the resolution.

Mr. Hopkins stated Mr. Berger and the Market Manager will be registered as the individuals to sign on the account. Mr. Hopkins stated if a new manager is employed, that person would have to have their name placed on the account.

Ms. May asked if the machine will be portable and could be used in another part of town.

Mr. Sznajstajler stated this is the DDA's SNAP program and can only be used in the DDA district. Mr. Sznajstajler stated if South Atlantic wanted to open their own Farmers Market, they would have to get their own EBT machine and set up their own program.

Ms. May asked that a procedure manual be established in the event this program is duplicated in another area of the city.

Mr. Jagger stated the DDA will have to authorize the transfer of funds from their budget for the deposit into the bank account; and the DDA will have to authorize the purchase of the equipment.

Mr. Berger stated the cost of the EBT is \$325.

Mr. Hopkins stated once the account is set, an application can be submitted for a grant for reimbursement of the expenditure for the EBT equipment.

Mr. Jagger encouraged the Board to go ahead and identify the source of funds.

Mr. Berger stated the source of funds would be the safety program account, which has \$15,000. Mr. Berger stated with the Board's approval, the cost for opening the account and the cost for the EBT equipment would be transferred from that account. Mr. Berger suggested the DDA authorize \$2,000 for establishing the bank account and an additional \$500 for the EBT equipment, and staff would look into grant funds for reimbursement of the equipment expense.

Ms. May stated this program is extremely important to the City of Daytona Beach and she would like to be invited to be at the Farmers Market when the program is implemented.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. May, to approve the proposed resolution authorizing a bank account for the EBT program at the Farmers Market, with the change made to remove the reference to cash payments. The motion carried (4-0).

A motion was made by Mr. Hopkins, seconded by Ms. May, to authorize a transfer of \$2,500 from the existing Downtown Safety Program account into the Farmers Market fund, \$2,000 of which will be used for funding the EBT bank account and up to \$500 for the EBT reader, with a request that staff look into grant funds for reimbursement of the equipment. The motion carried (4-0).

Mr. Berger stated there is a musician performing at the Farmers Market which has helped muffle the sound from the preacher. Mr. Berger stated the musician has started making announcements about the vendors on site which is very helpful.

Mr. Berger stated he would like to explore merchandising the Farmers Market and would like Gold & Associates to help in developing the logo and a line of products.

Ms. May asked Mr. Berger what one thing he would want to do right now to improve the Farmers Market.

Mr. Berger stated more vendors need to be recruited, including local produce vendors.

Ms. May stated at a recent City Commission meeting, there was discussion about an arts fair for Second Avenue. Ms. May asked if that is something that could take place at the Farmers Market.

Mr. Berger stated absolutely. Mr. Berger stated the vendors should contact him and he will put them in touch with the Market Manager.

Ms. May stated she would like to see a list of potential vendors that Mr. Berger would like to see at the Farmers Market and then she will try to go find those vendors in the community.

Mr. Berger stated organic produce would be number one on that list.

Mr. Berger stated there are concerns about the demand for electric service to the Farmers Market by the vendors. Mr. Berger stated no additional electric service can be provided without installing new transformers. Mr. Berger stated with the issues regarding City Island redevelopment, we cannot look long term for the Market to remain on City Island. Mr. Berger stated we will have to work within our means at this time.

Ms. May asked what locations are available should the Farmers Market be moved from City Island.

Mr. Berger stated he would have to discuss that with City Administration before advising the Board on possible locations.

Mr. Hopkins stated at the last meeting, the DDA talked about expanding the foot print of the Farmers Market in order to move the individual broadcasting using the PA system away from the Farmers Market.

Mr. Jagger stated to expand the footprint would require an amendment to the agreement with the City for the Farmers Market license area which would be fairly simple.

Officer Thomas stated playing the music appears to be working.

Mr. Berger stated he would be concerned about expanding the footprint to across the road into other parking areas which may create an issue with vehicles. Mr. Berger stated the complaints about the broadcasts are many and the Market is losing customers as a result. Mr. Berger stated a decibel meter could be purchased by the DDA in order to evaluate the sound from the preacher.

Mr. Jagger stated a decibel reader is the best tool and that is what would be needed to enforce the City's ordinance.

Mr. Hopkins stated he would like to work with Mr. Berger to identify how far the license area could be expanded in order to be effective in addressing the sound issues.

c. Events Update

Mr. Berger stated there have been some sold out events and there has been a problem with people showing up the day of an event and not being able to purchase a ticket. Mr. Berger stated he encourages individuals to buy tickets on line in advance of an event.

Mr. Berger stated he will provide a report at the next meeting regarding the contract with Southern Stone. Mr. Berger stated he would like to have someone from Southern Stone in attendance at that meeting.

Ms. May asked if there is someone else that would coordinate events should the DDA not continue with Southern Stone.

Mr. Berger stated in the past, an RFP has been issued for events, which is a city policy in order to have a fair process in the selection.

Ms. Kozinski stated Southern Stone indicated they would provide posters for events sooner and she received a poster yesterday for an event that will be held on Saturday.

d. Downtown Projects Update

Mr. Berger stated staff is about two weeks away from making a decision on where the Halifax Art Festival will be held. Mr. Berger stated he wants to continue the Festival in the downtown. Mr. Berger stated he met with representatives of the Guild and options are being developed. Mr. Berger stated one option discussed is to move the Art Festival to Palmetto and Magnolia.

Ms. May stated she thinks that would be a good move.

Mr. Sznajstajler stated an amendment may be required to the agreement with the Halifax Art Festival in order to move it out of the DDA license area for one year.

Ms. May asked if the Festival could be moved to Marina Point.

Mr. Berger stated that has been one suggestion which has been discussed. Mr. Berger stated the Festival coordinators are looking at the options. Mr. Berger stated it will be a challenge to get through the next year or two with the construction that is planned in the downtown.

Ms. Kozinski stated she feels the Eggstravaganza planned for April 13, 2019 is not a money-maker and feels it should be cancelled.

Mr. Sznajstajler stated we have a contract with Southern Stone for the event.

Mr. Hopkins stated the DDA has committed to the event.

Mr. Berger stated the kiosks are up to date and posters have been done for the next two events. Mr. Berger stated the Taste of the South is planned for May 11, 2019 and Burgers and Beer is planned for July 20, 2019.

Mr. Berger stated the Veterans Bridge project is scheduled to be completed in January 2020, which is a year behind schedule.

Mr. Berger stated the Delta West project is planned for the First Baptist Church property. Mr. Berger presented conceptual plans for the proposed project. Mr. Berger stated the Downtown Redevelopment Board will be reviewing the plans for the project at their meeting on April 2, 2019.

Mr. Sznajstajler stated he sees that Dr. Patel is proceeding with his project on Palmetto and International Speedway.

Mr. Berger stated the old Lyndhurst hotel has been demolished.

Mr. Sznajstajler stated he recently read an article about renovations to City Island and feels the DDA should be ready to have discussions about relocating the Farmers Market.

e. Public Safety Update

Off. J. T. Thomas stated the panhandling ordinance has been very effective. Off. Thomas stated the Lyndhurst hotel has been removed and parts of the First Baptist Church property are being torn down.

Ms. Kozinski thanked Officer Thomas for his efforts in helping to improve the downtown.

5. **Gold & Associates Presentation**

Keith Gold, Gold & Associates, presented his report which was included as part of the packet.

Mr. Gold stated Brochures Displays Inc., is the distributor for brochures in 85 of the hotels. Mr. Gold stated when Brochure Displays was contacted, they indicated there was an issue regarding an unpaid invoice which they would like corrected before they would starting working with Mr. Gold.

Mr. Berger stated there was an outstanding invoice for about \$1,500 from 2016. Mr. Berger stated there was a continuing contract which was renewable every 30 days. Mr. Berger stated Brochure Displays had performed the work and they were never compensated. Mr. Berger stated he researched the records and did not see where a payment was made. Mr. Berger stated Brochure Displays was agreeable to eliminating the finance charges on the account but did want to get paid for the invoice that was not paid. Mr. Berger stated it would be his recommendation to pay the bill and then continue the service.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to authorize staff to resolve the outstanding debt with Brochures Display, Inc., in an amount of approximately \$1,500, in accordance with the staff report as presented. The motion carried (4-0).

Mr. Gold stated Mr. Berger suggested selling items at the Farmers Market; and Mr. Gold stated there are companies that set up a booth and sell trademarked items. Mr. Gold stated the company would print and produce the items and the DDA would receive a commission from those sales, which would alleviate an expense by the DDA for printing of items.

Mr. Gold stated ads are running on cable television and an e-blast will be sent out next week.

Ms. Kozinski stated it would be helpful for merchants to know when events are planned for the downtown that are not DDA sponsored events, such as the many benefit walks that are held in the downtown.

Mr. Berger stated many times applications are made for events last minute and staff is not aware of those events. Mr. Berger stated he does receive a list every week from Cultural Services on events that have been planned.

Mr. Gold stated the website can be updated as information is received but often times the merchants do not check the website.

Ms. May asked if Mr. Gold has contacted the Daytona Times and asked if the DDA is advertising with them.

Mr. Gold stated they are on the list to receive information about the downtown but there is not a budget to advertise with them.

Ms. May left the meeting at 9:30 a.m.

Mr. Gold stated the numbers continue to grow for visits to the website; and he feels that is a result of the on-line advertising.

Ms. Kozinski stated the downtown has been much busier than in recent years.

6. **Public Comments**

There were no public comments.

7. **Board Comments**

Mr. Sznepstajler stated \$4,400 is set aside for the Eggstravaganza and two other events are planned after that. Mr. Sznepstajler stated he would like to know what the DDA's options are should the contract with Southern Stone not continue. Mr. Sznepstajler stated he would like to discuss this at the April meeting.

8. **Adjournment**

There being no further business, the meeting was adjourned.

Michael O. Sznepstajler, Chair

Becky Groom, Board Secretary

Campaign Presentation to

THE CITY OF DAYTONA BEACH DDA



G O L D

Intelligent Imagination™

Presentation

AGENDA



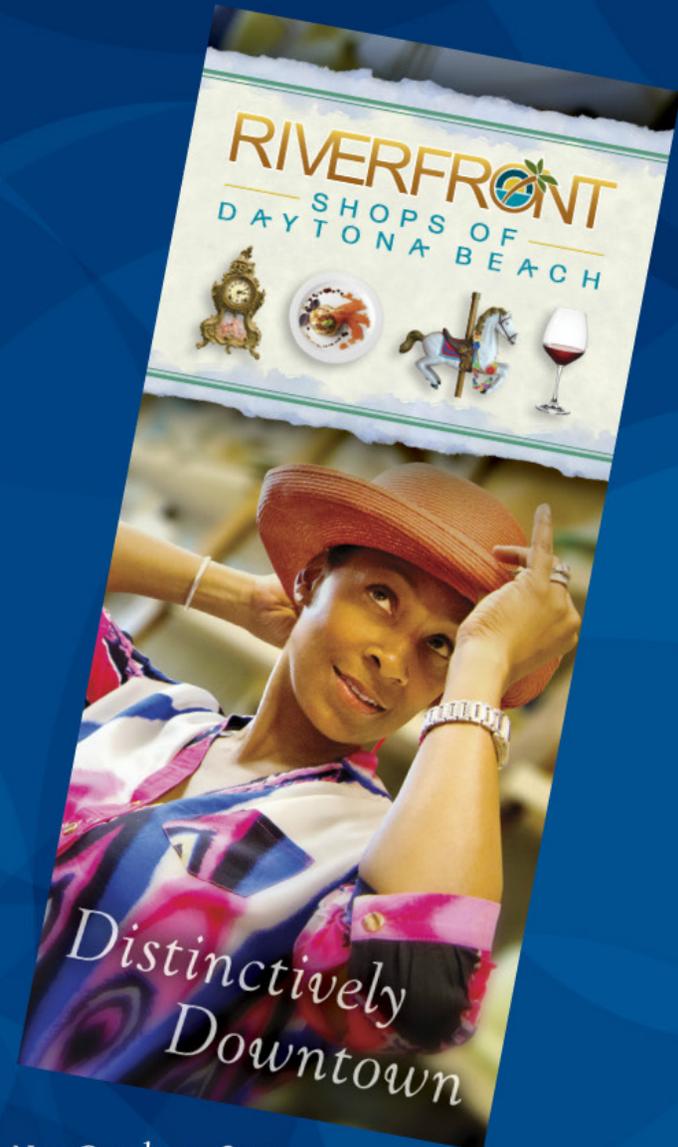
1. Riverfront Shops Project Update
2. Updated Tactical Plan
3. Online Analytics Report
4. FY 2019-2020 Discussion
5. Questions and Answers



1. RIVERFRONT SHOPS

Campaign Update

- **BROCHURES** –
*Received DDA Payment
to Begin in May*



New Brochure Cover

1. RIVERFRONT SHOPS

Campaign Update

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



Current
TV Commercial

1. RIVERFRONT SHOPS

Campaign Update

Consumer E-blast

- **E-BLASTS –**
Monthly Consumer
& Weekly Merchant
E-Blasts



Merchant 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



March 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**
 - *Should Build a New Site ASAP (As Access Issues Continue)*
- **WEBSITE – B2B**
 - *Created Pro Bono by GOLD (Awaiting Access Information)*



B2B Web Site



Consumer Web Site

3. ONLINE ANALYTICS

March 2019



See the Full Report

4. FY-2019-2020 Discussion

- APRIL MERCHANT RESEARCH – Special Event Findings

**RIVERFRONT SHOPS OF DAYTONA BEACH
MERCHANT SPECIAL EVENTS RESEARCH DATA**
Presented by GOLD • April 18, 2019

The following illustrates how merchants have evaluated special events in surveys since 2014, including a survey launched earlier this month. Please note that only merchant responses have been included.

A TOP DRIVER OF MERCHANT BUSINESS
QUESTION: What marketing tools or tactics have been the most effective at driving traffic to your business?
2019 — 0% Rated Special Events #1*
2018 — 11% Rated Special Events #1
2017 — 0% Rated Special Events #1
2016 — 0% Rated Special Events #1
2015 — 5% Rated Special Events #1
2014 — 7% Rated Special Events #1

B BEST FORM OF DDA MARKETING
QUESTION: What DDA tools or tactics have been the most effective at driving traffic to your business?
2019 — 0% Rated Special Events #1*
2018 — 44% Rated Special Events #1
2017 — 27% Rated Special Events #1
2016 — 26% Rated Special Events #1
2015 — 20% Rated Special Events #1
2014 — 13% Rated Special Events #1
*NOTE: 100% Rated Social Media #1. (Online rated #2.)

C BEST OVERALL DOWNTOWN EVENTS
QUESTION: What DDA sponsored events have been the most effective at driving traffic to your business?
2019 — 100% Art Fest, 0% Other Events
2018 — 100% Art Fest, 45% Wine Walk
2017 — 100% Art Fest, 46% Wine Walk
2016 — 79% Art Fest, 33% Wine Walk
2015 — 100% Art Fest, 58% Wine Walk
2014 — 100% Art Fest, 60% Holiday Events

D EVENTS TO ADD OR EXPAND
QUESTION: What type of special events should be added?
2019 — Street Festivals and Children's Events**
2018 — Art Festivals and Wine Style Events
2017 — Art Festivals and Wine Style Events
2016 — Art Festivals and Children's Events
2015 — Art Festivals and Wine Style Events
2014 — Art Festivals and Holiday Events
**NOTE: Street Events with Live Music, and Children's Events in the Park. (Including Family Movies.)

ADDITIONAL 2019 FINDINGS: 100% rated Southern Stone's performance as exceptional, though no one rated Special Events as the best form of marketing and only about half indicated that Special Events should be continued.

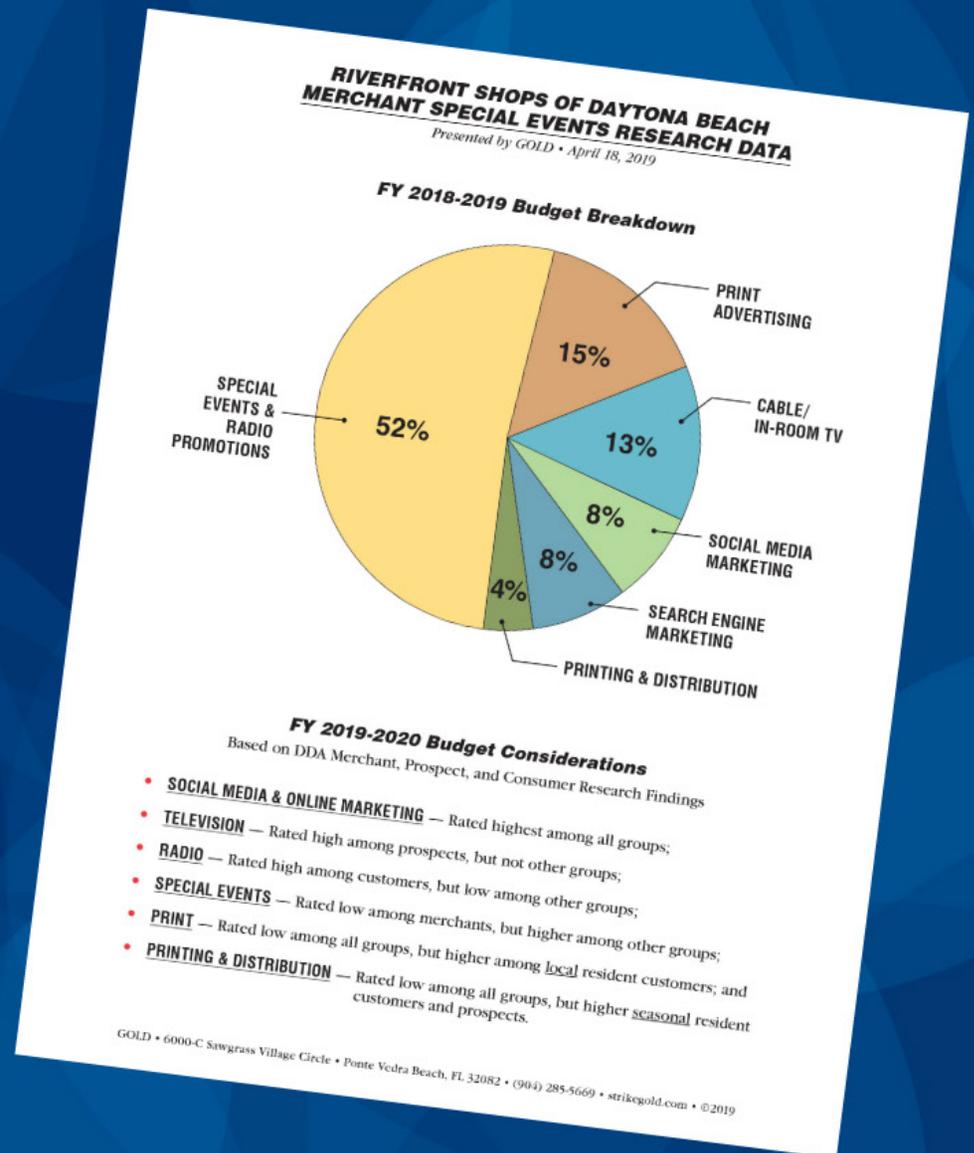
GOLD • 6000-C. Sawgrass Village Circle • Ponte Vedra Beach, FL 32082 • (904) 285-5669 • strikegold.com • ©2019

Findings Comparison

4. FY-2019-2020 Discussion

- **TACTICAL SPEND ANALYSIS –**
Based on Research Findings

Percentage Breakdown



5. QUESTIONS & ANSWERS



*Thank You
for Your
Business!*



RIVERFRONT SHOPS OF DAYTONA BEACH MERCHANT SPECIAL EVENTS RESEARCH DATA

Presented by GOLD • April 18, 2019

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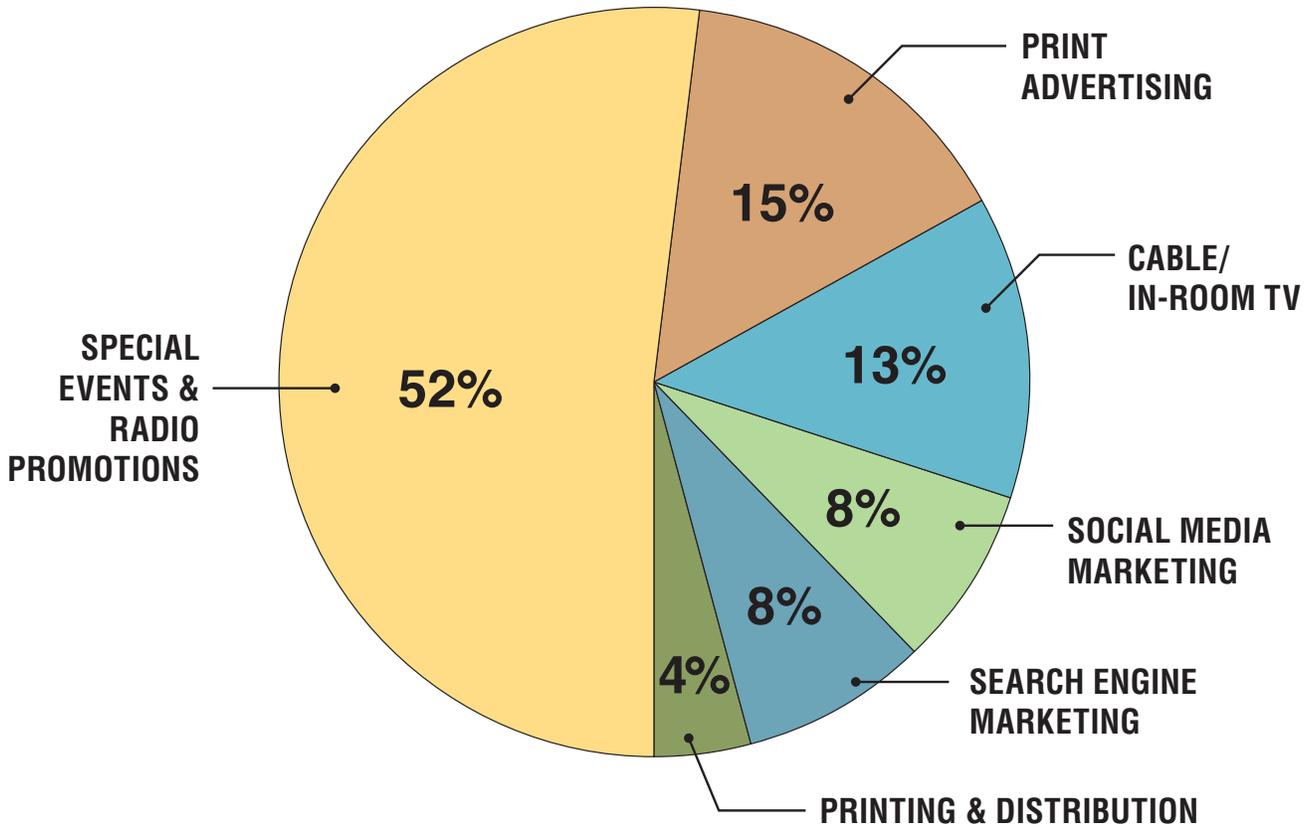
***NOTE: Street Events with Live Music, and Children's Events in the Park. (Including Family Movies.)*

ADDITIONAL 2019 FINDINGS: *100% rated Southern Stone's performance as exceptional, though no one rated Special Events as the best form of marketing and only about half indicated that Special Events should be continued.*

RIVERFRONT SHOPS OF DAYTONA BEACH MERCHANT SPECIAL EVENTS RESEARCH DATA

Presented by GOLD • April 18, 2019

FY 2018-2019 Budget Breakdown



FY 2019-2020 Budget Considerations

Based on DDA Merchant, Prospect, and Consumer Research Findings

- **SOCIAL MEDIA & ONLINE MARKETING** — Rated highest among all groups;
- **TELEVISION** — Rated high among prospects, but not other groups;
- **RADIO** — Rated high among customers, but low among other groups;
- **SPECIAL EVENTS** — Rated low among merchants, but higher among other groups;
- **PRINT** — Rated low among all groups, but higher among local resident customers; and
- **PRINTING & DISTRIBUTION** — Rated low among all groups, but higher seasonal resident customers and prospects.

DAYTONA BEACH DDA

MARCH 2019 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Thursday, April 18, 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 March.

Overall Traffic

WEBSITE VISITATION TRENDLINE



Overall, the site received 7,796 sessions (up 12% from February) and 11,997 pageviews (up 13% from February) in March 2019.

TOP PAGES

Most Viewed Pages		
Page		Pageviews
/		5,012
/farmers-market/		2,229
/shopping/		1,065
/dining/		537
/event/art-attack-wine-tour/		318
/attractions/		315
/brochures/		282
/events/		259
/photo-gallery/		185
/farmers-market-merchants/		142

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

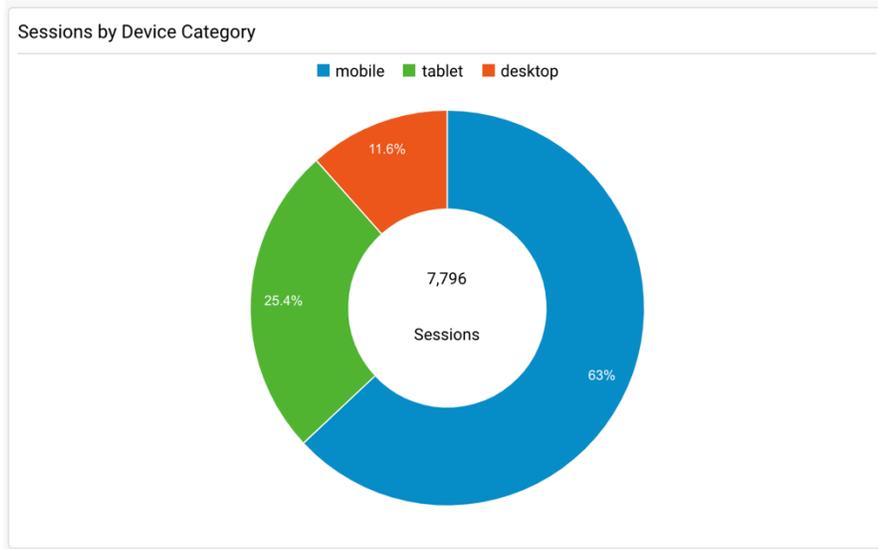
Page 1 of 4

DAYTONA BEACH DDA MARCH 2019 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Thursday, April 18, 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	4,363
google / organic	1,246
facebook_ads / cpc	779
(direct) / (none)	558
daytonabeach.com / referral	501
codb.us / referral	58
bing / organic	53
yahoo / organic	38
m.facebook.com / referral	32
pinterest.com / referral	24

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

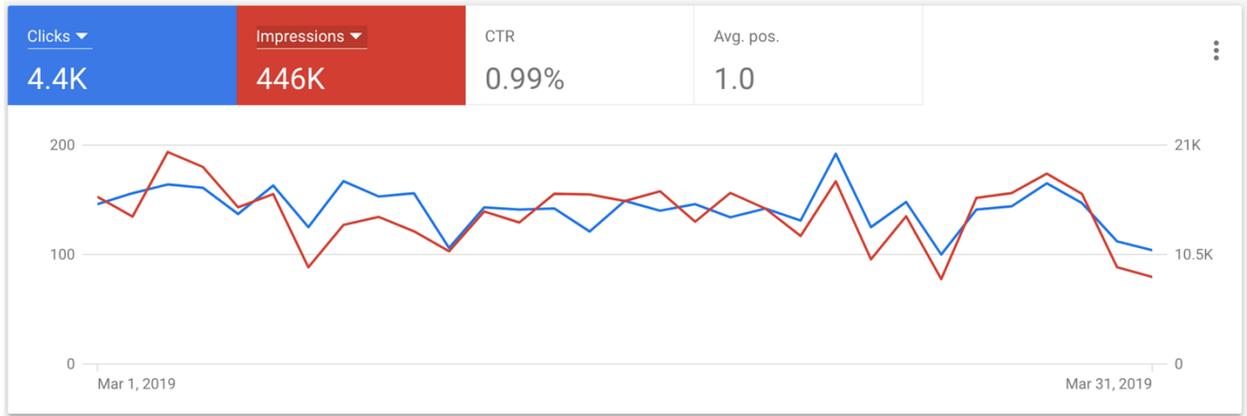
DAYTONA BEACH DDA

MARCH 2019 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Thursday, April 18, 2019

Online Advertising

GOOGLE ADVERTISING



The Google Ads campaign generated 4,401 overall clicks in March (Up 8% from February.) The top keywords included “Daytona Event,” “Daytona Beach Tourism,” “Shops in Daytona Beach,” and “Daytona Beach Events,” although the majority of traffic came from the display advertising.

FACEBOOK ADVERTISING



The Facebook advertising in March generated a total of 643 event responses (in which people indicated that they were “Interested” or “Going” to a DDA event) and 797 total clicks (to Riverfront Shops and Farmers’ Market ads). Overall, a majority of people who responded to events were women, 58% of whom were 45 or younger.

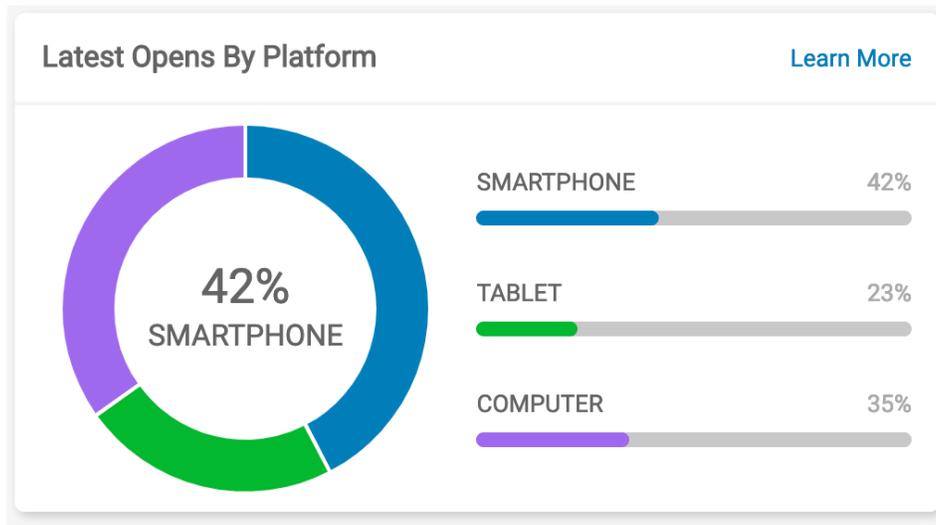
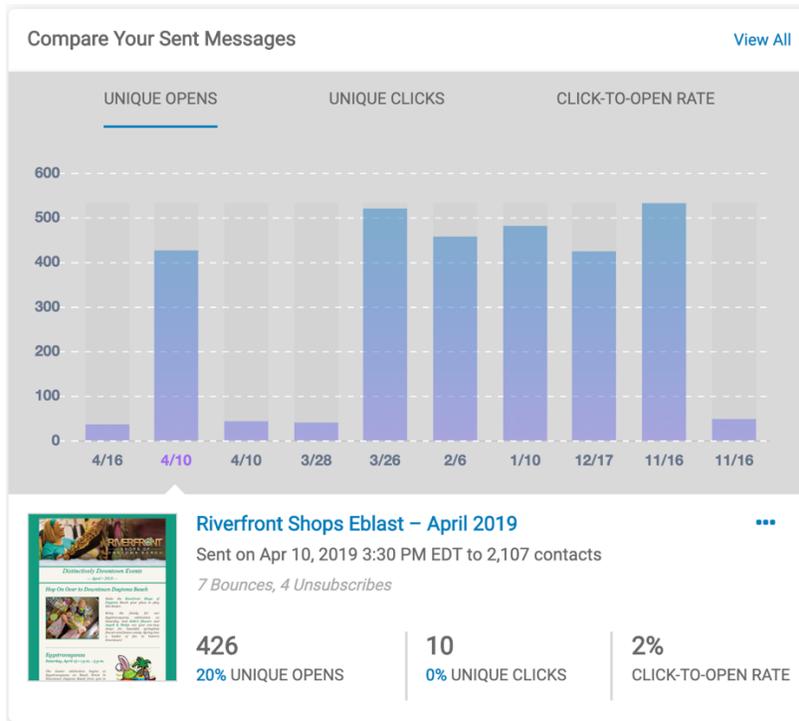
The Riverfront Shops Facebook page had 10,450 “likes” as of March 31, and the Farmers’ Market page had 1,837 “likes” (a modest increase for both).

DAYTONA BEACH DDA

MARCH 2019 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Thursday, April 18, 2019

E-Marketing



These iContact charts show that e-blast engagement has remained fairly consistent, with the last consumer message reaching 2,107 contacts and receiving 426 unique opens. Opens from mobile devices (smartphones and tablets) continue to outnumber those from computer users by a wide margin.

Thank you for your consideration!

GOLD

The Veranda • 814 A1A North, Ponte Vedra Beach, FL 32082
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DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY - Riverfront Shops Project Update • 04/18/19

Job	Action Steps
BLOG – <i>Events and Merchant Specials</i>	Update events blog continuously. Reposition graphics on site and add analytics for merchants. (Awaiting FTP, Cpanel and hosting access.)
BROCHURES – <i>Visitors Center & Lodging</i>	Copy and layout approved. Printing estimate and distribution costs estimated. (Awaiting client to pay outstanding invoices.)
CABLE TELEVISION – <i>Spectrum, Etc.</i>	Commercial began running in November and ends in April.
COMMUNITY NEWSPAPERS – <i>Observer, Etc.</i>	Ran October – December. Campaign finished.
CO-OP ADVERTISING – <i>In-Room Book</i>	Section completed for FY 2018-2019. Asked merchants about new co-op programs in research in April. (No interest was expressed.)
E-BLASTS – <i>Business (Merchant/Developer Prospects)</i>	Develop & distribute to promote "Live. Work. Play." (Awaiting site access and photographs to complete.)
E-BLASTS – <i>Consumer (Riverfront Shops Guests/Prospects)</i>	Write & distribute eblasts monthly. Eggstravaganza blast distributed 4/10.
E-BLASTS – <i>Merchant (Marketing/DDA Updates)</i>	Distribute on an ongoing basis with special events. Last blasts distributed 4/10 and 4/16.)
FARMERS' MARKET PROMOTION – <i>Ongoing Campaign</i>	Included in digital and print Observer, Facebook and Google ads, consumer eblasts, calendar updates, press releases, and brochure distribution. (Restart News-Journal trade in new fiscal year.)
GOOGLE ADS – <i>Ongoing Campaign</i>	Ongoing search and display advertising. (Prepared March analytics for April DDA meeting.)
KIOSK DIRECTORIES – <i>Maps & Listings</i>	Updated merchant map. Update poster five times per year. Last updated 3/19.
MERCHANT RELATIONS – <i>Meetings</i>	Regular meetings dates/times/objectives posed in survey sent w/o 11/12. Additional survey sent 4/10 and 4/16.
ONLINE CALENDAR UPDATES – <i>Website & Facebook</i>	Updates made on a daily/weekly basis.
PRESS RELEASES – <i>Businesses & Events</i>	Write & distribute releases. (Distributed Eggstravaganza release 4/10.)
RESEARCH – <i>Business (Live. Work. Play.)</i>	Secured cost estimates for databases. (Awaiting site completion to launch survey and eblasts.)
RESEARCH – <i>Consumer (Riverfront Shops & Farmers' Market.)</i>	Wrote survey. Programmed and distributed in December. Presented findings in January. Presented five year findings in February.
RESEARCH – <i>Merchant</i>	Surveys distributed in November, plus twice in April. Present findings to DDA in April.
SOCIAL MEDIA ADVERTISING – <i>Facebook</i>	Ongoing advertising focused on events. Campaign updated weekly. (Current focus is on Eggstravaganza.)
SOCIAL MEDIA POSTING – <i>Farmers' Market</i>	Ongoing posting. Farmers' Market Manager began posting in October. (Analytics prepared and presented monthly.)
SOCIAL MEDIA POSTING – <i>Riverfront Shops</i>	Ongoing posting focused on events. (New events posted weekly as received.)
STRATEGIC MARKETING PLAN – <i>Annual</i>	Plan developed and highlights presented to the DDA in January and February. (Discuss at April DDA meeting.)
TACTICAL PLAN – <i>Monthly</i>	Updated for the City and DDA monthly.
WEBSITE – <i>Riverfront Site Listing & Content Updates</i>	Maintain and optimize continuously, including calendar. Map was updated. (Awaiting InFocus access to change architecture and add merchant specific analytics.) NOTE: A new site should be built ASAP.

DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY

2018 - 2019 MARKETING FLOWCHART

Updated April 18, 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																																											\$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	Surveys among merchants, customers, and business prospects. (Research conducted in Oct., Nov., Jan., Feb., April.)	BUDGET: N/A	2 Weeks Prior	1 Week Prior	-					-					-					-					-					-					-					-					-					N/A								
B. TECHNICAL FEES & SUPPLIES																																							\$5,692																			
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					\$2,038					-					-					\$3,942								
C. DOWNTOWN BRAND MARKETING					Halloween					Thanksgiving				Christmas					New Year				Valentine's				-				-				Memorial Day				-				Independence Day				-				Labor Day				\$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					\$400					\$5,700			
SOCIAL MEDIA	Geo/age targeted advertising on social media sites, such as Facebook and Instagram.	BUDGET: \$5,700	2 Weeks Prior	1 Week Prior	\$400					\$600					\$600					\$600					\$500					\$500					\$400					\$400					\$400					\$5,700								
IN-ROOM CONCIERGE BOOK	Distributed in local area hotels. (\$16,907 gross, \$6,407 net 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 in 2018 - \$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					Halloween					Thanksgiving				Christmas					New Year				Valentine's				-				Easter				Memorial Day				-				Independence Day				-				Labor Day				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					Boo Bash & Dream Cruise					Halifax Art Festival				Holiday Wine Walk					Chili Walk				Beer & Bacon Tour				Art Attack & Wine Walk				Eggstravaganza				-				TBD				Burger Battle				-				\$33,022							
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								
SOUTHERN SEAFOOD COOK-OFF [CANCELLED]	Advertising and event fees - 5/11. [Cancelled]	BUDGET: N/A	4 Weeks Prior	3 Week Prior	-					-					-					-					-					-					-					-					-					\$0								
EVENT (TBD)	Advertising and event fees - TBD	BUDGET: TBD	4 Weeks Prior	3 Week Prior	-					-					-					-					-					-					-					-					-					TBD								
GREAT BURGER BATTLE	Advertising and event fees - 7/20.	BUDGET: \$1,470	4 Weeks Prior	3 Week Prior	-					-					-					-					-					-					-					-					\$1,470					\$1,470								

DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY

2018 - 2019 MARKETING FLOWCHART

Updated April 18, 2019

					OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	
F. FARMERS' MARKET					Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	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	\$8,998	\$13,587	\$7,026	\$4,988	\$6,458	\$4,988	\$4,988	\$ 120,236

Materials to be Produced
 Materials to be Distributed/ Run
 Task Completed



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: April 19, 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 April 19, 2019.

DOWNTOWN DEVELOPMENT AUTHORITY			
FY 2018/19 BUDGET STATUS			
General Activities			
Line Item	Appropriation	Spent to Date As of 4/19/19	Balance
Contract Services	\$ 1,000	\$ 913.44	\$ 86.56
Personnel	\$ -	\$ -	\$ -
Supplies	\$ 2,000	\$ 624.12	\$ 1,375.88
Care and Subsistence	\$ 500	\$ 143.10	\$ 356.90
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	\$ 26,396.25	\$ 18,603.75
Downtown Marketing	\$ 29,000	\$ 12,114.39	\$ 16,885.61
Co-op Marketing	\$ 27,500	\$ 21,222.61	\$ 6,277.39
Downtown Events	\$ 10,000		\$ 10,000.00
Unreserved Balance	\$ 1,160	\$ -	\$ 1,160.00
Total	\$ 135,110	\$ 62,348.71	\$ 72,761.29
Notes:			
Note: Appropriations reflect revised budget approved at the DDA September 19, 2018			

Downtown Event Activities

Revenues	Projection	Received to Date As of 4/19/19	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 As of 4/19/19	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 4/19/19	Balance
Vendor Revenue	\$ 27,500	\$ 10,429.00	\$ 17,071.00
Sponsorship	\$ 10,000	\$ -	\$ 10,000.00
Market Booth Sales	\$ 1,200	\$ -	\$ 1,200.00
Total	\$ 38,700	\$ 10,429.00	\$ 28,271.00
Expenses	Appropriation	Spent to Date As of 4/19/19	Balance
Personnel	\$ 11,600	\$ 7,700.00	\$ 3,900.00
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	\$ 9,694.18	\$ 29,005.82
Profit/Loss		\$ 734.82	
Notes:			