

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, May 21, 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.

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

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

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, April 23, 2019**

The Regular Meeting of the Downtown Development Authority was held Tuesday, April 23, 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. Sheryl Cook, Vice Chair
Ms. Quanita May, Commissioner
Mr. Joseph Hopkins
Ms. Tammy Kozinski

Staff Members Present

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

1. Call to Order

Mr. Sznajstajler called the meeting to order at 8:08 a.m.

2. Roll Call

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

3. Approval of Minutes

a. Regular Meeting – March 26, 2019

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the minutes of the Regular Meeting of March 26, 2019, as presented. The motion carried (5-0).

4. **Gold & Associates Presentation**

a. Monthly Presentation

Mr. Gold presented the report which was included as part of the packet. Mr. Gold stated the issue regarding the past-due payments to Brochure Displays has been resolved; and the new brochures will be in the hotels in May. Mr. Gold stated e-blasts are sent out weekly and the on-line campaign is updated frequently. Mr. Gold stated the number of views on social media was the highest in February than in the history of the DDA.

Mr. Gold stated he is still unable to obtain the hosting information for the domain in order to update the website. Mr. Gold stated he and Mr. Berger continue to work on resolving this situation.

Mr. Gold reviewed the merchant survey, and the results indicate social media is the number one driving force that brings customers to the downtown businesses and on-line advertising was number two. Mr. Gold stated the Halifax Art Festival continues to be the number one rated event held in the downtown. Mr. Gold stated wine walks continue to be highly rated; and merchants indicated they would like to have more street festivals and events for children. Mr. Gold stated the merchants were asked about Southern Stone's performance and everyone rated it exceptional, but only about 50% feel special events should be held in the future. Mr. Gold stated about 30% of the merchants responded to the survey which is the highest level of response he has ever received.

b. Strategic Marketing Plan

Mr. Gold presented the budget breakdown for marketing. Mr. Gold stated 52% of the marketing plan is spent on special events and radio promotions. Mr. Gold asked if the Board felt the allocations outlined in the proposed budget are reflective of how the Board members feel the funds should be spent.

Ms. Kozinski stated the two recent events that were held were not successful. Ms. Kozinski stated some merchants did not participate in the Wine Tour since Southern Stone had not paid them from the Beer Tour. Ms. Kozinski stated there was a decline in the production of the events once Southern Stone removed Frank DeMarchi from the process.

Ms. May stated a large number of people in minority areas do not use social media and many obtain information from newspaper and their churches.

Ms. Cook stated the DDA tried to put on events and she feels like the DDA was sold a bill of goods by Southern Stone. Ms. Cook stated the DDA

needs to have some accountability and move on since it has been a rough year.

Mr. Sznajstajler stated he is pleased to see large responses from the DDA's second largest spend which is on-line advertising. Mr. Sznajstajler stated even though the current arrangement for special events has not worked, he still feels special events are important because the events promote the downtown and draw people to it. Mr. Sznajstajler stated he does not feel the DDA should be in the event-producing business. Mr. Sznajstajler stated the DDA needs to consider the upcoming Beach Street and Riverfront Park renovations in future plans.

Mr. Hopkins stated he feels the number of events needs to be reduced. Mr. Hopkins stated many of the events that were planned for the downtown were duplicates of what are held in New Smyrna Beach and are not unique enough to draw a large attendance. Mr. Hopkins stated some of the events, like the wine walks and the Halifax Art Festival, draw a large crowd but some are not a hit at all.

Ms. May stated perhaps the side streets, such as Magnolia, Palmetto and Bay, could be used during the construction phases in the downtown.

Mr. Sznajstajler stated the plans need to be known as far as the construction process before events can be planned elsewhere. Mr. Sznajstajler stated we need to support the businesses during the construction process.

Mr. Jagger stated there is a five year timeline for the Riverfront Park construction but specific dates have not been determined. Mr. Jagger stated once the Brown Foundation has started to obtain permits for work in the park area, the DDA will have to work with the Brown Foundation in order to make arrangements to use the park for events. Mr. Jagger stated the DDA's current license agreement for Riverfront Park expires September 30, 2019.

Ms. Kozinski stated she would like an RFP put out for special events as soon as possible.

Mr. Sznajstajler asked about the Front Porch Friday events that were previously held in the downtown.

Ms. Kozinski stated that was a sidewalk event that was originally coordinated by Ms. Kozinski and Kelly White.

Public Comments:

There were no public comments.

6. **DDA Staff Report**

a. Events Update

Mr. Berger stated there has been a staff change at Southern Stone and events have not been successful. Mr. Berger stated Southern Stone has agreed to hold an event in June or July in order to honor their contract and would like to retain a subcontractor to coordinate the event.

Ms. Kozinski asked if Southern Stone was paid for the last event. Ms. Kozinski stated Southern Stone needs to be reminded that the banners and poles are the property of the DDA.

Mr. Berger stated they have not been paid and noted there are issues with the numbers that have been provided to the City by Southern Stone.

Mr. Hopkins asked if the DDA should just go ahead and terminate the agreement with Southern Stone.

Mr. Sznajstajler stated the DDA has received \$2,000 in revenue and we don't know if there is more that should be submitted to the DDA. Mr. Sznajstajler noted the revenue was to be used to reinvest in future events.

Ms. Kozinski stated her business has not been paid for the wine from the last Wine Tour.

Mr. Jagger stated the agreement could be terminated for cause.

A motion was made by Mr. Hopkins, seconded by Ms. Cook, to terminate the agreement with Southern Stone.

Public Comments:

Al Smith, Bullseye Marketing, stated he has had a conversation with Southern Stone about the two upcoming events and Bullseye is willing to coordinate the events for the DDA. Mr. Smith stated Southern Stone has indicated they are willing to continue the radio advertising for the two events.

Jim Morris, Deputy City Manager, asked the DDA to give the City Attorney an opportunity to research the contract and then come back to the DDA with recommendations. Mr. Morris stated delaying action

would also give staff an opportunity to review the financial and property aspects of the contract. Mr. Morris stated delaying action would also give the City Attorney an opportunity to prepare documentation regarding a substitute organization for event production.

Mr. Sznajstajler stated if the item is brought back at the next meeting, there would still be time to coordinate events for the summer.

Ms. May expressed concern that delaying action may not give Mr. Smith sufficient time to prepare for events in June or July.

Mr. Jagger stated the termination clause in the Southern Stone agreement states the agreement may be terminated with 15 days notice and the termination would have to be justified. Mr. Jagger stated Southern Stone would have to be given an opportunity to correct the items outlined. Mr. Jagger stated he would like an opportunity to work with staff to clarify what has been done to breach the contract. Mr. Jagger stated the DDA could direct him to prepare a letter for termination of the contract which could be presented to the DDA at their next meeting.

Mr. Sznajstajler stated he believes the contract with Southern Stone stated they are the exclusive event provider and is concerned about a new businesses providing coordination for a future event. Mr. Sznajstajler stated he feels the DDA needs to take time to wrap up the Southern Stone contract correctly and then proceed with an RFP.

Mr. Jagger stated the City will need to be notified if the DDA plans to cancel the May event and then proceed with an RFP process.

Mr. Sznajstajler suggested having the termination document ready for the next meeting and having an RFP ready as well.

Mr. Jagger stated both items could be ready at the next meeting.

Ms. Cook withdrew her second of Mr. Hopkins' motion to terminate the agreement with Southern Stone immediately; and Mr. Hopkins withdrew his motion to terminate the contract immediately.

Mr. Smith stated he feels there is an opportunity to do one or two street parties this summer and would then be willing to have a multi-year agreement.

Ms. Cook stated she would support an RFP to get the DDA through the remainder of this fiscal year. Ms. Cook stated she does not feel it

would be fair to Mr. Smith to ask him to prepare a response to an RFP for future years in 30 days.

Mr. Jagger stated an event producer could be hired for each event during the remainder of this fiscal year without entering into a multi-year contract. Mr. Jagger stated a couple of options could be presented at the next meeting for individual events as well as an RFP for future events.

Public Comments:

John Nicholson, 413 N. Grandview, Daytona Beach, Florida stated Bullseye could put on the next two events since the Board has had a working relationship with Mr. Smith and then proceed for an RFP for future years.

Christian Boehm, 725 E. International Speedway, Daytona Beach, Florida suggested the DDA consider holding a rib fest as one of the planned events during June or July.

Ms. Kozinski stated she does not feel enough merchants would be able to serve ribs.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to allow staff time to investigate the grounds for termination of the Southern Stone contract and evaluate the contract's financial commitments and provide a recommendation to the DDA at the May, 2019, meeting. The motion carried (5-0).

b. DDA Monthly Financial Report

Mr. Berger presented the Monthly Financial Report which was included as part of the packet.

c. Farmers' Market Update

Mr. Berger stated Melanie John, the Market Manager, has been unable to be at the Farmers' Market due to medical issues. Mr. Berger stated he will be filling in for Ms. John.

Mr. Berger stated the musician has been a wonderful addition to the Market.

Mr. Berger stated USDA has the DDA application for the SNAP program. Mr. Berger stated the checking account has been opened for the Farmers' Market in order to operate the EBT program. Mr. Berger stated there are still details to be worked out, such as how the staff tent will be manned.

Mr. Hopkins asked what the time frame is for review of the EBT application.

Mr. Berger stated there is a 6 week review process so he should hear something in June.

Ms. May stated advertising needs to begin so the public is aware that the Farmers' Market will be accepting EBT.

Mr. Sznajstajler stated he does not feel it should be advertised until the application is approved.

Mr. Berger stated it will be advertised through social media and the area churches will be made aware of the program so the public can be notified through their churches.

d. Downtown Projects Update

Mr. Berger stated the Delta West project which will be located at the former First Baptist Church site will be presented to the Planning Board on April 25, 2019. Mr. Berger stated there will also be a public meeting regarding the plans for Riverfront Park on Wednesday, April 26, 2019. Mr. Berger stated new wall murals have been approved for the downtown area as part of the Art in the Alley project.

e. Public Safety Update

Off. J. T. Thomas stated special events draw people to the downtown. Off. Thomas stated he has observed people bringing cameras and taking pictures of the art in the alleys. Off. Thomas stated the musician is helping deter the preacher from broadcasting at the Farmers' Market.

Mr. Jagger stated the preacher can be trespassed from the Market if he is disturbing the customers. Mr. Jagger stated he can be on the sidewalk since that is public area.

Off. Thomas stated the Tortugas games do bring a lot of people to the downtown; but the merchants are upset that customers attending the

game park in front of the businesses since they do not want to pay to park at the ballpark.

Mr. Berger stated perhaps the people parking there could be provided an incentive to return to the businesses.

Ms. May stated perhaps a coupon could be offered for the businesses in order to invite the people to return to the businesses.

Mr. Berger stated he will talk with representatives of the Tortugas to see what can be done regarding the parking situation in order to help the businesses.

6. **Public Comments**

John Nicholson, 413 N. Grandview, Daytona Beach, Florida stated there needs to be a way to attract the visitors that go to the ballpark to return to the businesses downtown. Mr. Nicholson expressed concern about traffic congestion during the Beach Street renovation project.

7. **Board Comments**

There were no Board comments.

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: May 16, 2019

TO: Downtown Development Authority Members

FROM: Reed Berger, Redevelopment Director

SUBJECT: Event Producer Agreements

Shortly after DDA convened its last meeting in April, Southern Stone Communications volunteered to terminate its agreement with DDA. For that reason a letter was sent from DDA to Southern Stone acknowledging the termination and requesting certain actions to close out the agreement. Please refer to the attached letter. Below is a status of the close out process.

1. Documentation for all events between October 1, 2018 and April 24, 2019 has been provided by Southern Stone.
2. All payments owed to both parties for each event has been reconciled and representatives for both parties are in agreement. The reconciliation information is attached.
3. Property purchased for the events such as banners, poles and brackets that are the property of DDA are expected to be returned early next week.
4. The attached "Release of Intellectual Property Rights" form related to events produced for DDA is expected to be signed and returned next Monday.

The termination of the Southern Stone agreement will permit DDA to pursue its interest to consider one or more events during the remaining fiscal year that would be produced by Bullseye Direct Marketing which will be represented by Al Smith at the meeting. A rough draft of an agreement for a "Brews and Burgers Walk" event on June 22, 2019 is attached. A second event is in the planning stages.

If time allows staff would encourage a discussion of an outline of an RFP for an event producer for the upcoming fiscal year.

DDA 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

May 3, 2019

Lydia Frost
Vice President of Sales
Southern Stone Communications
126 W. International Speedway Blvd.
Daytona Beach, FL 32114

RE: Event Sub-Licensing and Co-Sponsorship Agreement
Downtown Events

Dear Ms. Frost:

The Downtown Development Authority (“DDA”) acknowledges your email of April 23, 2019 terminating the above referenced agreement. In order to assure a smooth transition to a new event producer and to close out the contract with Southern Stone Communications (“SSC”) please provide the following:

1. Documentation for all events produced and managed by SSC for DDA between October 1, 2018 and April 24, 2019 required by the agreement including a detailed accounting for each event required by Section 5.d of the agreement.
2. Completion of all payments owed to the DDA and to SSC for each event;
3. Return of all property purchased for the events such as banners, poles and brackets that are the property of DDA in accordance with the agreement.
4. Execution of the attached “Release of Intellectual Property Rights” related to events produced for the DDA.

Please provide all documentation to the attention of Reed Berger, Redevelopment Director, who serves as the staff liaison on behalf of the Downtown Development Authority.

Sincerely,



Michael O. Sznajstajler, Chairman

RELEASE OF INTELLECTUAL PROPERTY RIGHTS

In consideration of the payment by the Downtown Development Authority, a local district organized under the laws of the State of Florida ("DDA") of \$10.00, receipt of which is hereby acknowledged, and other valuable considerations, and subject to the condition stated below, Southern Stone Communications of Florida, LLC ("Southern Stone") hereby releases to the DDA, all Intellectual Property Rights that Southern Stone may have to all Events listed or otherwise referenced in the Event Sub-Licensing and Co-Sponsorship Agreement for Downtown Events between DDA and Southern Stone, dated December 19, 2017, as amended ("Event Agreement"). These Intellectual Property Rights include all names, copyrights, trademarks, service marks, trade dress, logos and slogans used to describe, depict, or name each such Event.

The condition for this release is that it will become effective automatically upon provision of a letter from DDA's Chairman to Southern Stone, agreeing to terminate said Event Agreement.

THE INDIVIDUAL SIGNING THIS WAIVER AND RELEASE ON BEHALF OF THE UNDERSIGNED WARRANTS THAT HE/SHE HAS FULL AUTHORITY TO EXECUTE THIS WAIVER AND RELEASE.

Dated this _____ day of _____, 20_____.

Southern Stone Communications of Florida, LLC

By: _____

Printed Name: _____

Title: _____

DDA Reconciliation Calculations for Southern Stone Communications Event Producer Contract

Final Reconciliation May 16, 2019 - rab

DDA / SSC Events	Boo Bash	Holiday Tour	Chili Tour	Beer & Bacon	Art Attack	Eggstravaganza	Total
Expenses	\$ 2,259.91	\$ 3,417.72	\$ 2,418.65	\$ 3,308.71	\$ 3,354.41	\$ 2,034.39	\$ 16,793.79
Revenues	\$ -	\$ 2,620.00	\$ 3,120.00	\$ 5,980.00	\$ 3,365.00	\$ -	\$ 15,085.00
Revenue (Expense)	\$ -	\$ (797.72)	\$ 701.35	\$ 2,671.29	\$ 10.59	\$ (2,034.39)	\$ 551.12
Net Revenue	\$ -	\$ -	\$ 701.35	\$ 2,671.29	\$ 10.59	\$ -	\$ 3,383.23

Owed to DDA

DDA / SSC Events	Boo Bash	Holiday Tour	Chili Tour	Beer & Bacon	Art Attack	Eggstravaganza	Total
Event Marketing	\$ 3,640	\$ 3,665	\$ 3,265	\$ 3,465	\$ 3,640	\$ 4,365	\$ 18,400
Event Start-up	\$ 1,885	\$ 1,885	\$ 1,885	\$ 1,885	\$ 1,885	\$ 1,885	\$ 9,425
Contract Maximum	\$ 5,525	\$ 5,550	\$ 5,150	\$ 5,350	\$ 5,525	\$ 6,250	\$ 27,825

DDA Owes SSC

\$ 24,442

Net to SSC

DDA EVENT CO-SPONSORSHIP AGREEMENT

The Parties to this Event Co-Sponsorship Agreement are the Daytona Beach Downtown Development Authority (the “DDA”) and **BULLSEYE DIRECT MARKETING, LLC** (the “Event Producer”).

In consideration of the mutual terms and conditions, promises, covenants, and payments hereinafter set forth below, the Parties agree as follows, effective on the date of the last signature below:

DRAFT

DDA EVENT CO-SPONSORSHIP AGREEMENT

The Parties to this Event Co-Sponsorship Agreement are the Daytona Beach Downtown Development Authority (the “DDA”) and **BULLSEYE DIRECT MARKETING, LLC** (the “Event Producer”).

In consideration of the mutual terms and conditions, promises, covenants, and payments hereinafter set forth below, the Parties agree as follows, effective on the date of the last signature below:

Section 1. Description of Event. Event Producer intends to hold the “Brews and Burgers Walk” (the “Event”) on Saturday, June 22, 2018, within the Downtown Area of the City of Daytona Beach (the “City”), where participating Downtown Area businesses will pair with Central Florida area microbreweries to offer burgers and varieties of beer, wine, and non-alcoholic beverages to the public. Event Producer intends to have up to 20 participating merchant locations within the Downtown Area, and to coordinate the advertising, promotion, and conduct of the Event with participating Downtown Area merchants. Event Producer also intends to set up and staff a Visitor Tent at _____ during the Event for the purpose of _____. The Event will take place on Saturday, June 22, 2019, from 1:00 p.m. – 6:00 p.m.

Section 2. Sub-License. DDA hereby grants Event Producer a sub-license to use a portion of the _____ (the “Sub-License Area”), more specifically depicted on Exhibit A, for the purpose of locating and operating the Visitor Tent referenced above during the Event. The Visitor Tent may be set up by _____ a.m. and must be taken down and removed from public property no later than _____ on the day of the Event. This sub-license is conditioned on Event Producer’s obligation to apply for, obtain, and comply with the terms and conditions of this Agreement.

Section 3. Performance Standards. In the planning, promotion, and conduct of the Event, Event Producer will:

(a) Take commercially reasonable steps to ensure that the Event is a family-friendly event, suitable and attractive to people of all ages, and that the Event promotes the good will of the DDA and the City’s Downtown Area.

(b) Actively advertise, market, and promote the Event, including through sale of advertisements and, as applicable, sponsorships, to maximize event attendance and profitability, consistent with the requirements of (a) above. All advertisements, promotional materials, and sponsorships are subject to prior approval of DDA’s designated representative identified below, for purposes of ensuring compliance with (a) above. To this end, the DDA’s designated representative will reject all advertising and promotional materials (including sponsorship acknowledgments) that promote products or services that are not suitable for view by minors or that promote political candidates or causes; or that contain lewd, obscene, or violence-promoting language, images, or symbols.

(c) Apply for and obtain an outdoor event permit from the City in accordance with Chapter 82 of the City Code (or alternatively, enter into a facility use agreement with the City), if required; and conduct the Event in strict compliance with the terms and condition of any outdoor event permit issued by the City or facility use agreement entered into with the City.

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(c) Apply for and obtain an outdoor event permit from the City in accordance with Chapter 82 of the City Code (or alternatively, enter into a facility use agreement with the City), if required; and conduct the Event in strict compliance with the terms and condition of any outdoor event permit issued by the City or facility use agreement entered into with the City.

(d) Within the Visitor’s Tent referenced above, provide readily visible space for the placement of materials (provided by DDA) for the promotion of the Riverfront Shops and for visitors to sign up for receipt of DDA newsletters and/or other DDA promotional emails.

(e) Provide proposed advertising and promotional content on the Event to the DDA in a timely manner, so as to allow DDA to develop advertising and marketing materials identified in Section 4.

(f) At all times while conducting the Event, maintain a clean, neat appearance within the Sub-License Area.

Section 4. DDA Sponsorship. In consideration of the Event Producer’s agreement to promote, market, and conduct the Event in accordance with the requirements herein, the DDA will advertise and promote the Event through the following methods **[DELETE ANY THAT DO NOT APPLY]**:

- DDA Website (Riverfront Shops of Daytona Beach)
 - Feature copy on Home Page
 - Event Specific Page
 - Listed on Event Calendar
- Riverfront Shops Monthly E-newsletter
 - Listed as upcoming Event
- Riverfront Shops Facebook Page & Twitter
 - Event Promotion Posting
 - Event Calendar Posting
- Collateral Material
 - Palm Cards (4x6) handed out by merchants
 - Directory Posters
- TV and Radio Event Specific Advertising

Section 5. Acknowledgement of DDA as Sponsor. In consideration of DDA’s agreement to co-sponsor the Event, Event Sponsor will acknowledge DDA as one of the Event sponsors **[title sponsor?]** on all advertising and promotional material created or used by Event Producer for the Event.

Section 6. Event Fees. In consideration of the Event Producer’s conduct of the Events in accordance with the Contract, the DDA will formally support the Event Producer’s request for Daytona Beach Community Redevelopment Agency (“CRA”) funding of the Event, including requests for CRA payment of permitting fees required for the Event pursuant to the City Code of Ordinances. If the CRA declines to provide such funding, such decision will not alter or diminish the Event Producer’s obligations under this Agreement.

Section 7. Event Planning and Procedure. The Parties will work with one another in good faith to coordinate the Event Producer’s planning of the Event consistent with the provisions of this Agreement.

Section 8. Designated Representatives; Notice.

(a) The City’s Deputy City Manager for Development Services, or any other person designated by the DDA Board, will be the designated representative for the DDA in all matters arising under this Agreement. Kelley A. Koliopulos or his or her designee will be the designated representative for Event Producer in all matters arising under this Agreement.

(b) All notices, requests, and demands to or upon the Parties will be delivered by hand, delivered by a courier service, provided to a nationally recognized delivery service for overnight delivery, transmitted to a receiving fax machine followed by hard copy within two days, or if by U.S. mail, postage prepaid by registered or certified mail, return receipt requested, to the addresses set forth herein:

To Event Producer:

To the DDA:

Kelley A. Koliopoulos
Bullseye Direct Marketing
140 South Beach Street, Suite 304
Daytona Beach, FL 32114
(386) 238-4001
[need a fax number]

Michael O Sznajstajler, Chairman
Daytona Beach DDA
301 South Ridgewood Avenue
Daytona Beach, FL 32114
(386) 671-8010
(386) 671-8015 – fax

w/copy to: James Morris
Deputy City Manager
City of Daytona Beach
301 S. Ridgewood Avenue
Daytona Beach, FL 32114
(386) 671-8121

Section 10. Indemnification. For and in consideration of payment of \$10.00, receipt of which is acknowledged, Event Producer hereby indemnifies and holds harmless the DDA, the City, and the DDA's and City's respective officers, employees, and agents, from and against all claims, damages, losses, and expenses, including but not limited to attorneys' fees, arising out of or resulting from the negligent acts or negligent omissions of Event Producer or Event Producer's officers, employees, and agents, in association with the Event Producer's advertising, promotion, or conduct of the Event or the exercise of Event Producer's rights and obligations under this Agreement; except when such claim, damage, loss, or expense is the result of the negligence of the DDA, the City, or anyone directly or indirectly employed by the DDA or City or anyone for whose acts the DDA or City may be liable.

Section 11. No Right to Assign. Event Producer may not assign its rights or obligations under this Agreement without the DDA's express prior written approval.

Section 12. Default and Termination.

(a) The Event Producer will be in default if:

- (i) The Event Producer fails to promote or operate the Event in accordance with the requirements of this Agreement; or
- (ii) The Event Producer fraudulently misrepresents to any third party the nature of this Agreement, or Event Producer's relationship with the DDA as an independent contractor, or misrepresents information required to be submitted in the Event Producer's permit/facility use application to the City; or (iii) The City revokes any permit issued to the Event Producer for an Event co-sponsored under this Agreement, for any of the reasons outlined in City Code Section 82-68; or
- (iv) The Event Producer commits any other material breach of this Agreement, and such failure continues for more than 15 days after receipt of notice and an opportunity to cure.

Upon Event Producer's default, the DDA will have the right to immediately and without notice terminate this Contract and all rights arising hereunder.

(b) DDA will be in default if DDA materially breaches its obligations hereunder, and such breach continues for a period of at least 30 days after Event Producer has provided DDA written notice of such breach; except when the nature of the breach is such that it cannot be reasonably

cured within this period, in which instance the cure period will be extended by one day for each day that the DDA is diligently seeking to cure the breach. In the event of the DDA's breach, the Event Producer's sole remedy will be immediately and without notice terminate this Contract.

(c) In the event of termination under this Section, the Event Producer will immediately cease referring to the DDA as co-sponsor.

Section 13. General Provisions.

(a) This Agreement will not be deemed to create a partnership, joint venture, or similar relationship between the Parties. The Parties will act solely as independent contractors.

(b) This Agreement represents the entire agreement of the Parties with respect to the subject matter hereof. No representations, warranties, inducements or oral agreements have been made by either Party except as expressly set forth herein, or in other contemporaneous written agreements. This Agreement has been drafted through the joint effort of both Parties, and, hence, no ambiguity will be construed against either Party.

(c) Except as otherwise provided herein, no change or modification of this Agreement will be valid unless the same is in writing and signed by all Parties. No waiver of any provision of this Agreement will be valid unless the same is in writing and signed by the Party against whom enforcement is sought.

(d) THE PARTIES HEREBY WAIVE THEIR RESPECTIVE RIGHTS TO A JURY TRIAL OF ANY CLAIM OR CAUSE OF ACTION BASED UPON OR ARISING OUT OF THIS AGREEMENT, OR ANY DEALINGS BETWEEN THE PARTIES. THE SCOPE OF THIS WAIVER IS INTENDED TO BE ALL ENCOMPASSING OF ANY DISPUTES BETWEEN THE PARTIES THAT MAY BE FILED IN ANY COURT AND THAT RELATE TO THE SUBJECT MATTER, INCLUDING WITHOUT LIMITATION, CONTRACT CLAIMS, TORT CLAIMS, BREACH OF DUTY CLAIMS AND ALL OTHER COMMON LAW AND STATUTORY CLAIMS.

(Remainder of page intentionally left blank. Contract continues on following page.)

IN WITNESS WHEREOF, the Parties have executed this Agreement on the dates shown below.

DDA

By: _____
Michael O Sznajstajler, Chairman

Date: _____

By: _____
Cheryl Cook, Vice-Chair

By: _____
Quanita May, City Commission Member

EVENT PRODUCER

By: _____

Date: _____

Printed Name: _____

Title: _____

Approved as to legal form:

By: _____
Robert Jagger, City Attorney

DRAFT

EXHIBIT A
SKETCH OF SUB-LICENSE AREA *(to be attached)*



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: May 16, 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 May 15, 2019.

DOWNTOWN DEVELOPMENT AUTHORITY			
FY 2018/19 BUDGET STATUS			
General Activities			
Line Item	Appropriation	Spent to Date As of 5/15/19	Balance
Contract Services	\$ 1,000	\$ 913.44	\$ 86.56
Personnel	\$ -	\$ -	\$ -
Supplies	\$ 2,000	\$ 624.12	\$ 1,375.88
Care and Subsistence	\$ 500	\$ 166.12	\$ 333.88
Professional Memberships	\$ 450	\$ 420.00	\$ 30.00
Technical Services	\$ 3,500	\$ 514.80	\$ 2,985.20
Downtown Safety	\$ 15,000	\$ 2,500.00	\$ 12,500.00
Professional Services	\$ 45,000	\$ 30,146.25	\$ 14,853.75
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	\$ 68,621.73	\$ 66,488.27
Notes:			
Note: Appropriations reflect revised budget approved at the DDA September 19, 2018			

Downtown Event Activities

Revenues	Projection	Received to Date As of 5/15/19	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 5/15/19	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 5/15/19	Balance
Vendor Revenue	\$ 27,500	\$ 13,076.00	\$ 14,424.00
Sponsorship	\$ 10,000	\$ -	\$ 10,000.00
Market Booth Sales	\$ 1,200	\$ -	\$ 1,200.00
Total	\$ 38,700	\$ 13,076.00	\$ 25,624.00
Expenses	Appropriation	Spent to Date As of 5/15/19	Balance
Personnel	\$ 11,600	\$ 8,800.00	\$ 2,800.00
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	\$ 10,794.18	\$ 27,905.82
Profit/Loss		\$ 2,281.82	



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: May 16, 2019

TO: Downtown Development Authority Members

FROM: Reed Berger, Redevelopment Director

SUBJECT: Ideas for Upgrading the Farmers Market that may require funding

As we head into the summer months we lose vendors and customers to the challenges of the hot weather. To increase customers and revenue, and provide some relief from a parking lot with little shade the DDA may wish to consider the following actions that may or may not exceed the current Market budget.

1. Continue the successful live music venue which will require \$80 to \$100 per week when musicians are available.
2. Provide tents for customer shade with seating and tables.
3. Provide special events such as cooking demonstrations and speakers featuring nutritionists, and other health related topics.
4. Invite sponsor tents and community not for profit tents related to health.
5. Provide free water, tea, or lemonade to vendors and customers.
6. Sell Market T-shirts and canvas tote bags with logo etc.

Additionally, it would be helpful to provide a push cart similar to what is used for customers at Lowe's building supply that will permit a more efficient and safer means to transport the supplies, barricades, and tents than the two wheel dolly.

I intend to present additional information about products and pricing at the meeting for your consideration.

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** –
*DDA Payment Received and
Printing is Being Completed
(Merchant Insert Being Developed)*



New Brochure Cover

1. RIVERFRONT SHOPS

Campaign Update

- **CABLE TELEVISION –**
Spectrum Payment Issues Being Resolved and In-Room TV Continues



Current
In-Room Commercial

1. RIVERFRONT SHOPS

Campaign Update

Consumer E-Blast

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



RIVERFRONT SHOPS OF DAYTONA BEACH
Merchant Minute

Riverfront Shops Marketing Update
Prepared by GOLD • May 9, 2019

Happy National Small Business Week

This week, our nation celebrates the tremendous impact that small businesses have on our economy, culture, and communities. Small businesses create two out of every three new jobs in the United States.

We honor the many small business owners who help make Downtown Daytona Beach a truly distinctive place to live, work, and play!



Upcoming Downtown Events
Mark your calendar for these upcoming events:

Play Commemorating Dr. Bethune
Monday, May 13 • 2 p.m.

Author and motivational speaker Dr. Ersula Knox-Odon will portray Dr. Mary McLeod Bethune in a one-woman play at the City Island Library. Author and motivational speaker Dr. Ersula Knox-Odon will portray Dr. Mary McLeod Bethune during a one-woman play at 2 p.m.



Merchant E-Blast



RIVERFRONT SHOPS OF DAYTONA BEACH

Distinctively Downtown Events
— April • 2019 —

Hop On Over to Downtown Daytona Beach



Make the Riverfront Shops of Daytona Beach your place to play this Easter.

Bring the family for our Eggstravaganza celebration on Saturday. And Zahn's flowers and shops for beautiful springtime flowers and festive candy. Spring Downtown!

Eggstravaganza
Saturday, April 13 • 3 p.m. - 5 p.m.

The Easter celebration begins at Eggstravaganza on Beach Street in Downtown Daytona Beach from 1pm to 5pm! Kids can have fun with free decorate-your-own Easter bags, carnival games, face-painting, pictures with the Easter Bunny, and plenty of candy!



So grab your friends and family and head to the Beach Street on Saturday, April 13th for an Easter celebration like no other!

Upcoming Downtown Events
Mark your calendar for these upcoming events:

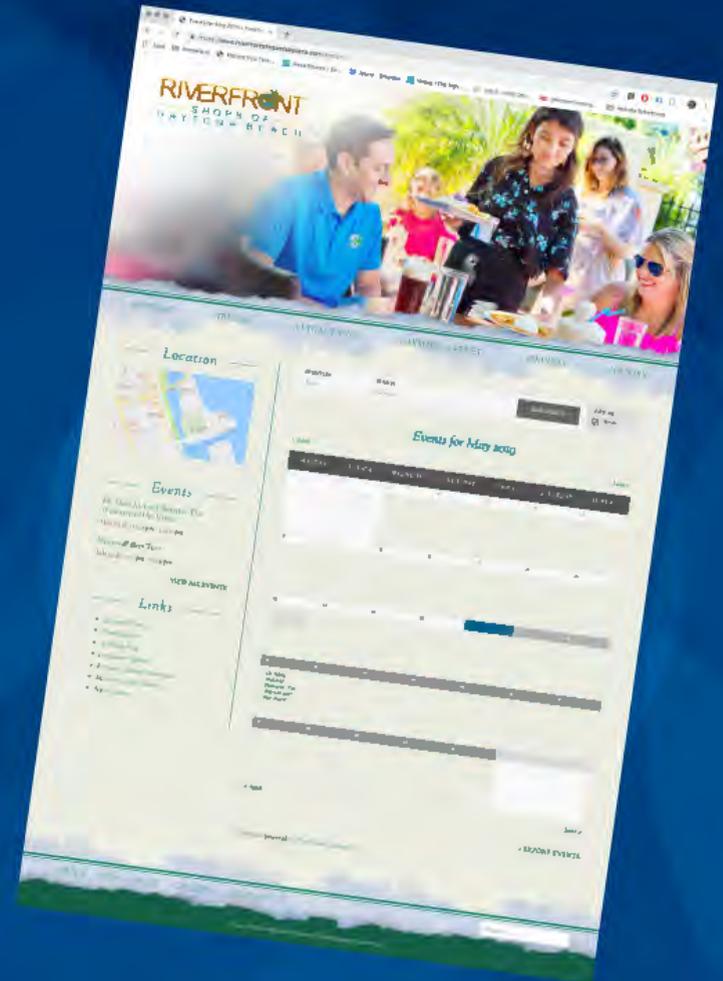
Jeep Beach Day at Jackie Robinson Ballpark
Tuesday, April 23 • 9:30 a.m. to 1:30 p.m.

Celebrate Jeep Beach Day at Jackie Robinson Ballpark. It's a perfect day at the ballpark for Jeep Beach Families. Enjoy discounted tickets and meal vouchers - along with tons of baseball fun!

1. RIVERFRONT SHOPS

Campaign Update

- **GOOGLE ADS** –
Run Daily Through August
- **KIOSK DIRECTORIES** –
*Posters Change to Feature Special Events
(Update With Beer & Burger Info.)*
- **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*



May Website
Events Calendar

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**
 - Awaiting Liquid Web Access (Build New Site ASAP)
- **WEBSITE – B2B**
 - Created Pro Bono by GOLD (Awaiting Access Information)



B2B Web Site



Consumer Web Site

2. UPDATED TACTICAL PLAN

April 2019

BUDGET = \$128,000

MEDIA	DESCRIPTION	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	2	9	16	23	31	7	14	21	28	4	11	18	25	1	8		15	22	29	5	12	19	26
A. PROFESSIONAL SERVICES																														\$45,000					
AGENCY MARKETING SERVICES	Online, offline, and printed material updates, strategic planning, PR, and client communications.	N/A	N/A	\$3,750	\$1,750	\$1,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$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).	2 Weeks Prior	1 Week Prior																										N/A						
STRATEGIC MARKETING PLAN	Including quarterly tactical plan updates based on research.	N/A	N/A																										N/A						
SOCIAL MEDIA POSTING	Regular posting on Facebook, Instagram, and others.	N/A	N/A																										N/A						
WEBSITE UPDATES	Weekly site updates and SEO for branding and development websites.	N/A	N/A																										N/A						
PUBLIC RELATIONS	Monthly press release writing and distribution for Downtown brand development marketing.	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)	2 Weeks Prior	1 Week Prior																										N/A						
B. TECHNICAL FEES & SUPPLIES																														\$5,580					
TECHNICAL FEES	Fees for MailChimp (\$550), domains (\$750), and web hosting (\$400 - \$37.50/mo.).	N/A	N/A	\$207.50	\$127.50	\$127.50	\$372.50	\$372.50	\$372.50	\$372.50	\$372.50	\$372.50	\$372.50	\$372.50	\$372.50	\$372.50	\$372.50	\$372.50	\$372.50	\$372.50	\$372.50	\$372.50	\$372.50	\$372.50	\$372.50	\$372.50	\$372.50	\$372.50	\$372.50	\$1,750					
PRINTED MATERIALS	Kiosk posters (5 months - \$100/ea.), rack brochure printing (\$1,363) and distribution at visitor centers and vacation rentals (\$45/mo.).	3 Weeks Prior	N/A	\$000														\$1,363	\$405	\$468	\$468	\$468	\$468	\$468	\$468	\$468	\$468	\$468	\$3,815						
C. DOWNTOWN BRAND MARKETING																														\$51,822					
HOLIDAY TELEVISION MEDIA	Spectrum station media, plus GOLD production (\$2,750)	30 Weeks Prior	2 Week Prior		\$4,250	\$1,500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$8,300				
ONLINE MEDIA	Google geo/context targeted ads for shopping, dining, and entertainment (including remarketing).	2 Weeks Prior	1 Week Prior	\$400	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$5,700				
SOCIAL MEDIA	Google targeted advertising on social media sites, such as Facebook and Instagram.	2 Weeks Prior	1 Week Prior	\$400	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$5,700					
IN-ROOM CONCIERGE BOOK	Distributed in local area hotels. (\$16,907 gross, \$8,407 net after costs)	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.)	3 Mo. Prior	2 Mo. Prior												\$1,975														\$1,975						
COMMUNITY NEWS	Three Observer Group North & South editions (\$440 ea.), plus online advertising.	3 Weeks Prior	2 Weeks Prior	\$2,640																									\$2,640						
HOTEL TV	In-room TV channels to reach visitors.	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	\$1,200					
D. DOWNTOWN DEV. MARKETING																														TBD					
ONLINE MEDIA	"Live, Work, Play" website (GOLD pro box), plus Google ads (TBD)	2 Weeks Prior	1 Week Prior																											TBD					
E. DOWNTOWN EVENTS																														\$31,852					
BOO BASH	Advertising and event fees - 10/27.	4 Weeks Prior	3 Week Prior	\$5,700																									\$5,700						
DREAM CRUISE	DDA marketing support - 10/27.	N/A	N/A																										N/A						
HALIFAX ART FESTIVAL	Prize and advertising - 11/3 - 11/4 (\$3,000 prize, \$5,000 advertising.)	4 Weeks Prior	3 Week Prior		\$5,000																								\$10,000						
HOLIDAY WINE WALK	Advertising and event fees - 12/1.	4 Weeks Prior	3 Week Prior			\$4,900																							\$4,900						
CHILI TOUR	Advertising and event fees - 1/12.	4 Weeks Prior	3 Week Prior				\$2,687																						\$2,687						
BEER & BACON TOUR	Advertising and event fees - 2/23.	4 Weeks Prior	3 Week Prior					\$1,000																					\$1,000						
ART ATTACK & WINE TOUR	Advertising and event fees - 3/23.	4 Weeks Prior	3 Week Prior						\$3,060																				\$3,060						
EGGSTRAVAGANZA	Advertising and event fees - 4/13.	4 Weeks Prior	3 Week Prior							\$4,420																			\$4,420						
SOUTHERN SEAFOOD COOK-OFF (CANCELLED)	Advertising and event fees - 5/11. [Cancelled]	4 Weeks Prior	3 Week Prior																										\$0						
BEER & BURGER	Advertising and event fees - 6/22.	4 Weeks Prior	3 Week Prior																	TBD									TBD						
TBD	Advertising and event fees - 7/20.	4 Weeks Prior	3 Week Prior																		TBD								TBD						
F. FARMERS' MARKET																														\$4,600					
IN-ROOM CONCIERGE BOOK	Distributed at local hotels. (Net amount paid by DDA.)	3 Mo. Prior	2 Mo. Prior	\$1,000																									\$1,000						
SOCIAL MEDIA	Google targeted ads on social media sites.	2 Weeks Prior	1 Week Prior	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$1,800						
ONLINE MEDIA	Google geo/context targeted ads (including remarketing).	2 Weeks Prior	1 Week Prior	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$1,800						
FARMERS' MARKET RADIO	Southern Shore stations. (Part of events buy.)	4 Weeks Prior	3 Week Prior																										N/A						
BROCHURE RACK CARDS	Farmers' Market included in Riverfront Shops brochure.	2 Weeks Prior	1 Week Prior																										N/A						
FARMERS' MARKET OBSERVER ADVERTISING	Included in Observer digital and print advertising campaign.	3 Weeks Prior	2 Weeks Prior																										N/A						
TOTAL				\$21,765	\$19,839	\$11,893	\$9,275	\$9,848	\$8,998	\$12,183	\$8,351	\$5,477	\$ 118,643																						

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

See the Full Plan

3. ONLINE ANALYTICS

April 2019

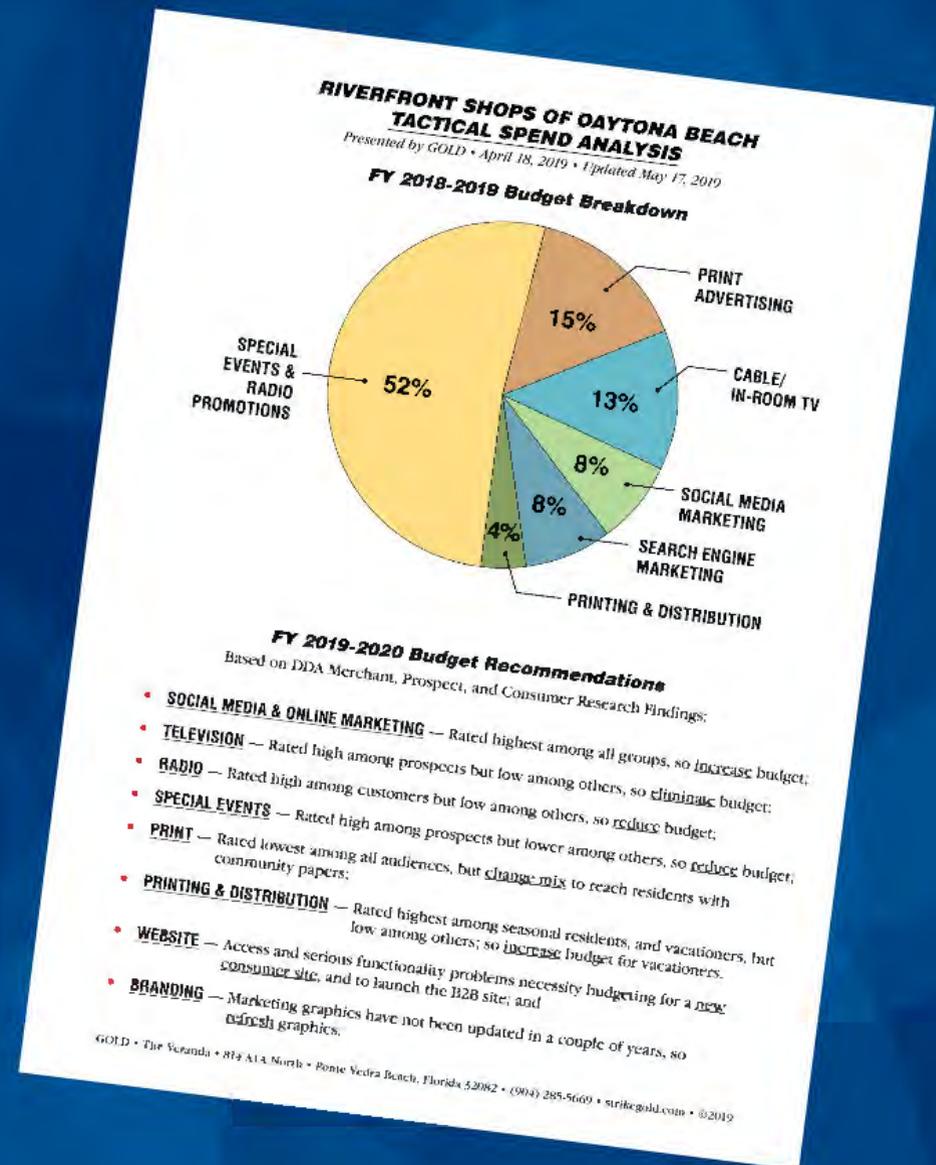


See the Full Report

4. FY-2019-2020 Discussion

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

FY 2018-2019 and
FY 2019-2020



5. QUESTIONS & ANSWERS



*Thank You
for Your
Business!*



DAYTONA BEACH DDA

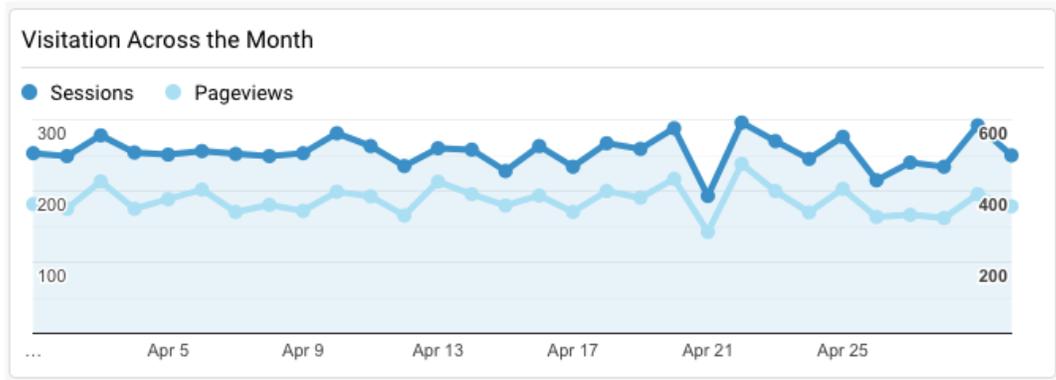
APRIL 2019 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Friday, May17, 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 was generally even with March, despite having one less day.

Overall Traffic

WEBSITE VISITATION TRENDLINE



Overall, traffic in April was consistent with March, with 7,642 sessions and 11,189 pageviews.

TOP PAGES

Most Viewed Pages		
Page		Pageviews
/		4,647
/farmers-market/		2,587
/shopping/		875
/dining/		692
/events/		267
/attractions/		239
/brochures/		174
/farmers-market-merchants/		134
/photo-gallery/		131
/downtown-daytona-beach/		106

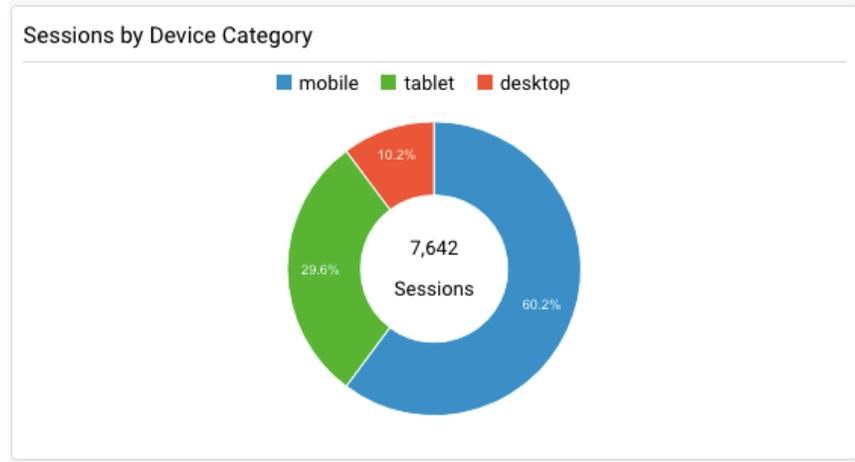
The Home and Farmers' Market pages were again the most visited overall. (/ = Home Page.)

DAYTONA BEACH DDA APRIL 2019 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Friday, May17, 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	4,855
google / organic	835
facebook_ads / cpc	824
(direct) / (none)	475
daytonabeach.com / referral	381
bing / organic	47
codb.us / referral	45
yahoo / organic	29
m.facebook.com / referral	23
l.facebook.com / referral	17

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

APRIL 2019 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Friday, May17, 2019

Online Advertising

GOOGLE ADVERTISING



The Google Ads campaign generated 4,569 clicks in March (up 4% from March). The top keywords included “Events Daytona Beach,” “Daytona Event,” “Daytona Beach Tourism,” and “Daytona Beach Events” although the majority of traffic came from display advertising.

FACEBOOK ADVERTISING



The Facebook advertising in April generated and 790 clicks to Riverfront Shops ads, 197 clicks to Farmers’ Market ads, and 523 event responses. Overall, a majority of people who responded to events were women aged 45 or younger.

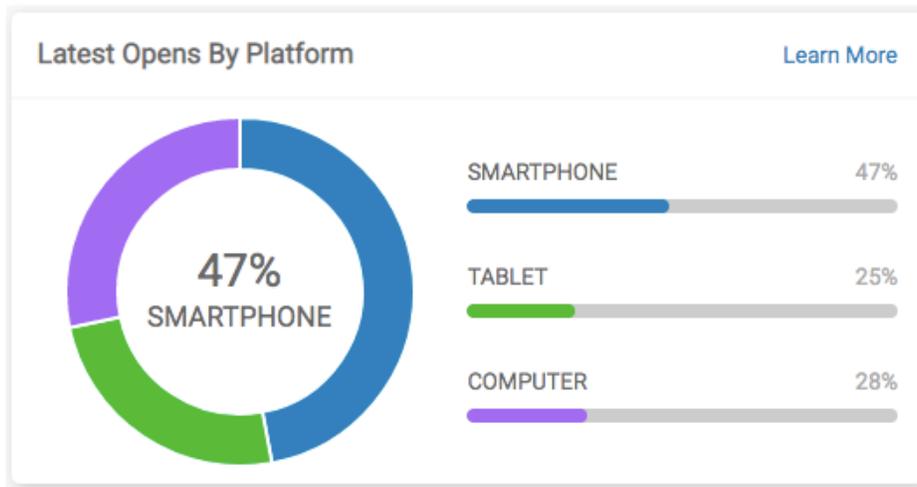
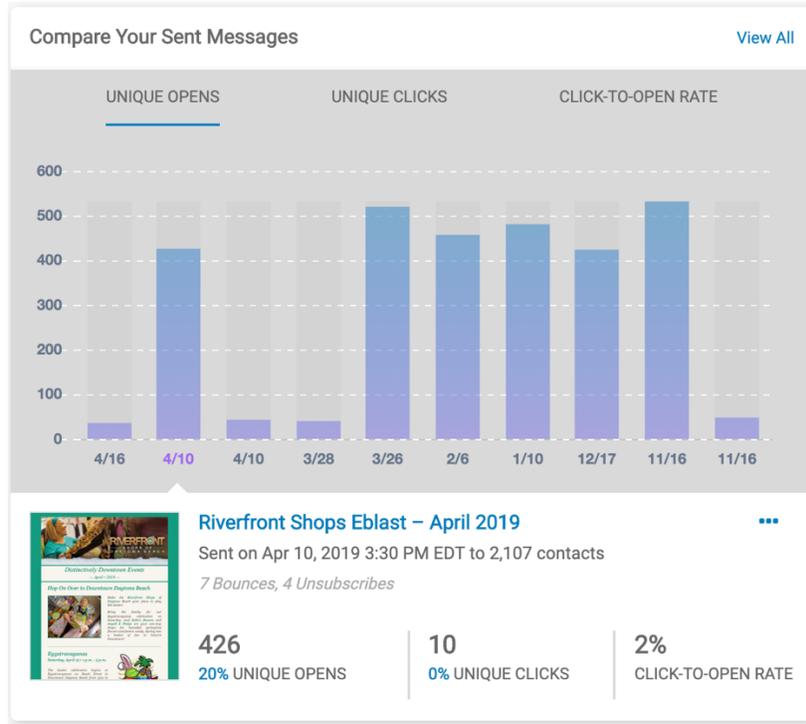
The Riverfront Shops Facebook page had 10,534 “likes” as of April 30, and the Farmers’ Market page had 1,872 “likes” (a modest increase for both).

DAYTONA BEACH DDA

APRIL 2019 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Friday, May17, 2019

E-Marketing



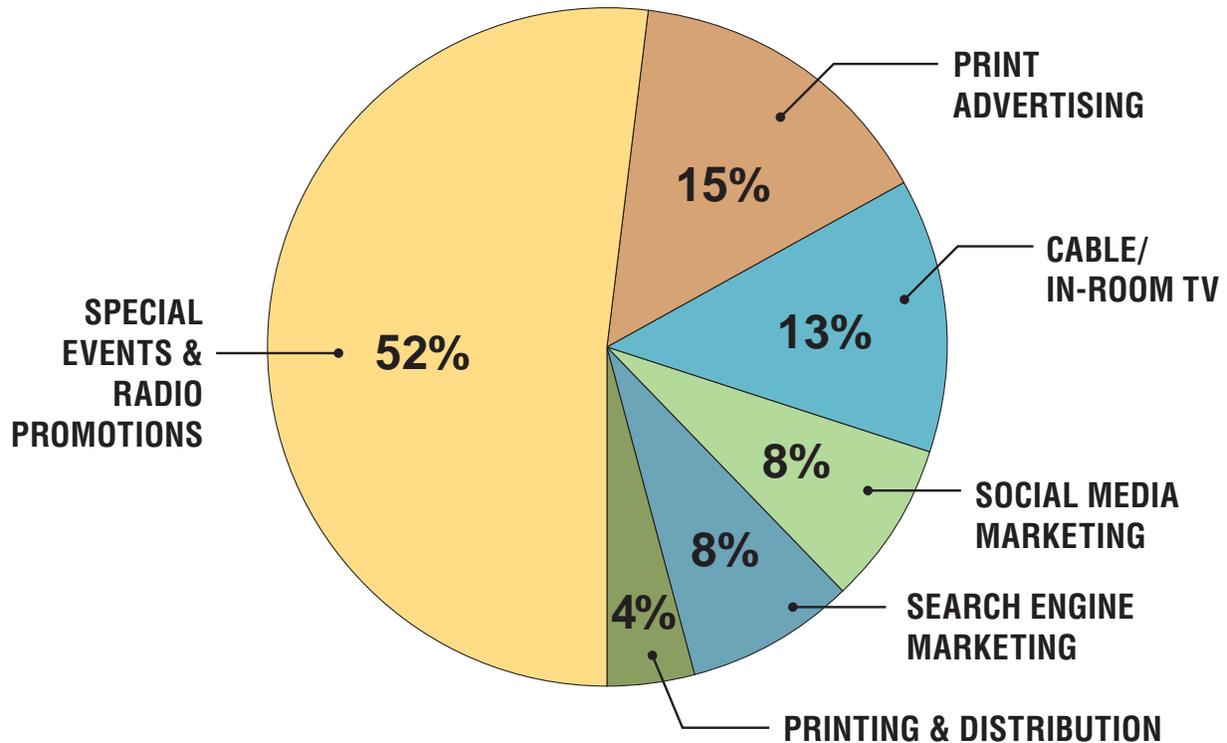
These iContact charts show that e-blast engagement has remained fairly consistent, with the April consumer message reaching 2,107 contacts and receiving 426 unique opens. Opens from mobile devices (smartphones and tablets) continue to outnumber those from computer users by a wide margin.

Thank you for your consideration!

RIVERFRONT SHOPS OF DAYTONA BEACH TACTICAL SPEND ANALYSIS

Presented by GOLD • April 18, 2019 • Updated May 17, 2019

FY 2018-2019 Budget Breakdown



FY 2019-2020 Budget Recommendations

Based on DDA Merchant, Prospect, and Consumer Research Findings:

- **SOCIAL MEDIA & ONLINE MARKETING** — Rated highest among all groups, so increase budget;
- **TELEVISION** — Rated high among prospects but low among others, so eliminate budget;
- **RADIO** — Rated high among customers but low among others, so reduce budget;
- **SPECIAL EVENTS** — Rated high among prospects but lower among others, so reduce budget;
- **PRINT** — Rated lowest among all audiences, but change mix to reach residents with community papers;
- **PRINTING & DISTRIBUTION** — Rated highest among seasonal residents, and vacationers, but low among others, so increase budget for vacationers.
- **WEBSITE** — Access and serious functionality problems necessity budgeting for a new consumer site, and to launch the B2B site; and
- **BRANDING** — Marketing graphics have not been updated in a couple of years, so refresh graphics.

GOLD

The Veranda • 814 A1A North, Ponte Vedra Beach, FL 32082

(904) 285-5669 • strikegold.com

DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY - Riverfront Shops Project Update • 05/17/19

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>	Printing and distribution costs approved. (Client paid outstanding invoices.) Printing underway this week.
CABLE TELEVISION – <i>Spectrum, Etc.</i>	Commercial began running in November and ended in April. In-Room runs through August.
COMMUNITY NEWSPAPERS – <i>Observer, Etc.</i>	Campaign finished. Consider additional community papers this Fall.
CO-OP ADVERTISING – <i>In-Room Book</i>	Asked merchants about new co-op programs in research in April. (No interest was expressed.) Consider <u>free</u> first come, first serve brochure insert for the Fall.
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. Next blast to feature the new Beer & Burger event. (Awaiting event logo.)
E-BLASTS – <i>Merchant (Marketing/DDA Updates)</i>	Distribute on an ongoing basis featuring special events. Next blast to feature Beer & Burger event. (Awaiting event logo.)
FARMERS' MARKET PROMOTION – <i>Ongoing Campaign</i>	Includes seasonal print, ongoing Facebook and Google ads, plus consumer eblasts, calendar updates, press releases, and brochure distribution. (Restart News-Journal trade in new fiscal year.) Create materials to announce new S.N.A.P. program.
GOOGLE ADS – <i>Ongoing Campaign</i>	Ongoing search and display advertising. (Prepared April analytics for May DDA meeting.)
KIOSK DIRECTORIES – <i>Maps & Listings</i>	Update Directory poster 5-6 times per year. (Last updated 3/19.) Suggest adding Beer & Burger event. (Need event logo).
MERCHANT RELATIONS – <i>Communications</i>	Regular e-mails are sent. Research engaged merchants in November, December, March, and April.
ONLINE CALENDAR UPDATES – <i>Website & Facebook</i>	Updates made on a daily/weekly basis.
PRESS RELEASES – <i>Businesses & Events</i>	Write & distribute releases weekly/monthly. (Review those from the City, County, and VCB weekly.)
RESEARCH – <i>Business (Live. Work. Play.)</i>	Write, program, and distribute survey once the B2B website is live.
RESEARCH – <i>Consumer (Riverfront Shops & Farmers' Market.)</i>	Write, program, and distribute surveys annually. (Farmers' Market surveys conducted throughout the year by staff.)
RESEARCH – <i>Merchant</i>	Write, program, and distribute surveys quarterly.
SOCIAL MEDIA ADVERTISING – <i>Facebook</i>	Ongoing advertising focused on events, along with general Riverfront Shops and Farmers' Market ads. Campaign updated weekly. (Next event to be featured is Beer & Burger.)
SOCIAL MEDIA POSTING – <i>Farmers' Market</i>	Ongoing posting. Farmers' Market Manager handles. (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. (Also discussed at the 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. (Awaiting InFocus access to change architecture and add merchant specific analytics.) NOTE: A new site should be built ASAP.

DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY

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BUDGET = \$128,000

MEDIA	DESCRIPTION	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.	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					\$45,000
INTERACTIVE/DATABASE MARKETING	Twice-monthly production and distribution of e-blasts (plus Downtown development).	2 Weeks Prior	1 Week Prior	-					-					-					-					-					-					-					-					-					-					N/A					
STRATEGIC MARKETING PLAN	Including quarterly tactical plan updates based on research.	N/A	N/A	-					-					-					-					-					-					-					-					-					-					N/A					
SOCIAL MEDIA POSTING	Regular posting on Facebook, Instagram, and others.	N/A	N/A	-					-					-					-					-					-					-					-					-					-					N/A					
WEBSITE UPDATES	Weekly site updates and SEO for branding and development websites.	N/A	N/A	-					-					-					-					-					-					-					-					-					-					N/A					
PUBLIC RELATIONS	Monthly press release writing and distribution for Downtown brand development marketing.	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.)	2 Weeks Prior	1 Week Prior	-					-					-					-					-					-					-					-					-					-					N/A					
B. TECHNICAL FEES & SUPPLIES																																		\$5,569																									
TECHNICAL FEES	Fees for MailChimp (\$550), domains (\$750), and web hosting (\$400 - \$37.50/mo.).	N/A	N/A	\$587.50					\$37.50					\$37.50					\$787.50					\$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 (\$1,363) and distribution at visitor centers and vacation rentals (\$489/mo.).	3 Weeks Prior	N/A	\$500					-					-					-					-					\$1,363					\$489					\$489					\$489					\$489					\$3,819					
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, plus GOLD production (\$2,750).	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).	2 Weeks Prior	1 Week Prior	\$400					\$600					\$600					\$600					\$500					\$500					\$500					\$400					\$400					\$400					\$400					\$5,700
SOCIAL MEDIA	Geo/age targeted advertising on social media sites, such as Facebook and Instagram.	2 Weeks Prior	1 Week Prior	\$400					\$600					\$600					\$600					\$500					\$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.)	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.)	3 Mo. Prior	2 Mo. Prior	-					-					-					-					-					\$1,975					-					-					-					-					\$1,975					
COMMUNITY NEWS	Three Observer Group North & South editions (\$440 ea.), plus online advertising.	3 Weeks Prior	2 Weeks Prior	\$2,640					-					-					-					-					-					-					-					-					-					\$2,640					
HOTEL TV	In-room TV channels to reach visitors.	N/A	N/A	\$100					\$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).	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				CANCELLED					Beer & Burger				TBD					-					\$31,552						
BOO BASH	Advertising and event fees - 10/27.	4 Weeks Prior	3 Week Prior	\$5,700					-					-					-					-					-					-					-					-					-					-					\$5,700
DREAM CRUISE	DDA marketing support - 10/27.	N/A	N/A	-					-					-					-					-					-					-					-					-					-					N/A					
HALIFAX ART FESTIVAL	Prize and advertising - 11/3 - 11/4 (\$5,000 prize, \$5,000 advertising.)	4 Weeks Prior	3 Week Prior	-					\$10,000					-					-					-					-					-					-					-					-					\$10,000					
HOLIDAY WINE WALK	Advertising and event fees - 12/1.	4 Weeks Prior	3 Week Prior	-					-					\$4,805					-					-					-					-					-					-					-					\$4,805					
CHILI TOUR	Advertising and event fees - 1/12.	4 Weeks Prior	3 Week Prior	-					-					-					\$2,537					-					-					-					-					-					-					\$2,537					
BEER & BACON TOUR	Advertising and event fees - 2/23.	4 Weeks Prior	3 Week Prior	-					-					-					-					\$1,030					-					-					-					-					-					\$1,030					
ART ATTACK & WINE TOUR	Advertising and event fees - 3/23.	4 Weeks Prior	3 Week Prior	-					-					-					-					-					\$3,060					-					-					-					-					\$3,060					
EGGSTRAVAGANZA	Advertising and event fees - 4/13.	4 Weeks Prior	3 Week Prior	-					-					-					-					-					-					\$4,420					-					-					-					\$4,420					
SOUTHERN SEAFOOD COOK-OFF [CANCELLED]	Advertising and event fees - 5/11. [Cancelled]	4 Weeks Prior	3 Week Prior	-					-					-					-					-					-					-					-					-					-					\$0					
BEER & BURGER	Advertising and event fees - 6/22	4 Weeks Prior	3 Week Prior	-					-					-					-					-					-					-					-					-					-					TBD					
TBD	Advertising and event fees - 7/20.	4 Weeks Prior	3 Week Prior	-					-					-					-					-					-					-					-					-					-					TBD					

DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY

2018 - 2019 MARKETING FLOWCHART

Updated May 17, 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.)	3 Mo. Prior	2 Mo. Prior	\$1,000	-	-	-	-	-	-	-	-	-	-	-		\$1,000
SOCIAL MEDIA	Geo/age targeted ads on social media sites.	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).	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.)	4 Weeks Prior	3 Week Prior	-	-	-	-	-	-	-	-	-	-	-	-		N/A
BROCHURE RACK CARDS	Farmers' Market included in Riverfront Shops brochure.	2 Weeks Prior	1 Week Prior	-	-	-	-	-	-	-	-	-	-	-	-		N/A
FARMERS' MARKET OBSERVER ADVERTISING	Included in Observer digital and print advertising campaign.	3 Weeks Prior	2 Weeks Prior	-	-	-	-	-	-	-	-	-	-	-	-		N/A
TOTAL				\$21,785	\$19,638	\$11,693	\$9,275	\$6,818	\$8,998	\$12,183	\$6,351	\$5,477	\$5,477	\$5,477	\$5,477		\$ 118,643

Materials to be Produced

Materials to be Distributed/ Run

Task Completed