

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, August 27, 2019 8:00 a.m.
Conference Room 149-B

NOTICE – Pursuant to Section 286.0105, Florida Statutes, if any person decides to appeal any decision made by this Board at this public meeting, such person will need a record of the proceedings and, for that purpose, such person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. The City does not prepare or provide such a record.

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

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes:**
 - a. Regular Meeting: July 23, 2019
4. **DDA Staff Report**
 - a. Event Update
 - b. Monthly Financial Report
 - c. Budget
 - d. Farmers Market Update
 - e. Downtown Projects Update
 - f. 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, July 23, 2019**

The Regular Meeting of the Downtown Development Authority was held Tuesday, July 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. Quanita May, Commissioner (arrived at 8:40 a.m.)
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. Steve Catellano, Daytona Beach Police Department
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Sznajstajler called the meeting to order at 8:10 a.m.

2. Roll Call

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

3. Approval of Minutes

a. Regular Meeting – June 25, 2019

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the minutes of the Regular Meeting of June 25, 2019, as presented. The motion carried (3-0).

4. **DDA Staff Report**

a. **Event Update**

Mr. Berger stated staff met with representatives of Southern Stone Communications and have negotiated a settlement payment of \$11,100. Mr. Berger stated the settlement amount is based on the documented expenses as provided by Southern Stone minus net ticket proceeds of \$4,500. Mr. Berger stated Southern Stone has agreed that the \$11,100 is a fair settlement.

Mr. Hopkins stated he appreciates staff looking into the concerns raised by the DDA Board.

Ms. Kozinski stated she feels the settlement is fair and hopes there will be no animosity between Southern Stone and the City.

Mr. Berger stated Southern Stone will not be in the event business but will be working with the City in providing advertising support.

Mr. Berger stated the Bullseye agreement for the Brews & Burger Walk went as well as could be expected. Mr. Berger stated there was a lot of participation but there was rain prior to the event. Mr. Berger distributed a summary of the event as provided by Bullseye Marketing.

Al Smith, Bullseye Marketing, stated the rain did have an effect on the event but noted 14 stores participated. Mr. Smith stated the local breweries were enthusiastic about participating in the event. Mr. Smith stated he hopes in the future the event will be held at a cooler time of the year. Mr. Smith stated he feels the event would be more successful if it is promoted as a charity event.

Mr. Berger stated he proposes the amount that was set aside in the FY2018-19 budget for events was \$40,000 and would like to see the same amount set aside in next year's budget. Mr. Berger stated he would like to prepare an RFP that would allow for more than one event producer throughout the year.

Ms. Kozinski stated merchants have stated they liked being listed on the passport showing what they are providing at an event and what the cost will be.

Mr. Hopkins stated he is not ready to enter into another agreement like the DDA did with Southern Stone. Mr. Hopkins stated he likes

the idea of people coming to the DDA with ideas for events and would like to determine a means to pre-qualify the group or person who plans to put on an event. Mr. Hopkins stated Bullseye does events that have proven to be successful.

Mr. Sznajstajler stated before the Southern Stone contract was in place, there was a score sheet to evaluate criteria for proposed events. Mr. Sznajstajler stated a producer would come to the DDA having completed the score sheet so the DDA could evaluate the producer. Mr. Sznajstajler stated if the DDA does not proceed with an RFP, perhaps that program could be recreated. Mr. Sznajstajler stated he is concerned that the budget for events was increased when the contract was entered into with Southern Stone because there was an expectation on revenue that would be received. Mr. Sznajstajler stated perhaps the budget may need to be adjusted since there will be no revenue from the events and noted the budgets for FY2016 and FY2017 were not \$40,000.

Mr. Hopkins stated he liked the idea of people coming to the DDA to create events.

Mr. Smith stated for five years, Bullseye promoted events that were successful and had a good working relationship with the city, without an RFP. Mr. Smith stated he plans to come back to the DDA with a series of proposed events for which he will be seeking sponsorships. Mr. Smith stated Bullseye's proposed events will not require an RFP.

Ms. May arrived for the meeting at 8:40 a.m.

Ms. Kozinski stated the reason the DDA entered into the agreement with Southern Stone was because it was constantly stated that events were going well in New Smyrna Beach which were produced by Southern Stone. Ms. Kozinski stated the program the DDA used previously worked well.

Mr. Hopkins stated he does not feel the DDA needs to issue an RFP.

Mr. Sznajstajler stated a set of criteria for events will need to be developed.

Ms. Kozinski suggested having Mr. Berger look at the guidelines that were previously used to determine if any changes need to be made.

Mr. Sznajstajler stated he would be in favor of directing staff to hold off on issuing an RFP for event promotion and asked that the criteria that was previously in place be reviewed. Mr. Sznajstajler suggested talking with event producers in order to create a score sheet.

Mr. Jagger stated it would be best to have some sort of policy in place regarding events so everyone would have the same criteria but it is not necessary to do an RFP. Mr. Jagger stated an RFQ could be issued stating that the DDA is accepting proposals and looking at qualifications. Mr. Jagger stated a contract would not be awarded in response to an RFP.

Public Comments:

John Nicholson, 413 N. Grandview, Daytona Beach, Florida stated he does not understand how the DDA did not know they were losing money. Mr. Nicholson stated he feels the RFQ is the way to proceed.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to close the contract with Southern Stone and to make the final payment of \$11,100 to Southern Stone, in accordance with the staff recommendation. The motion carried (4-0).

b. **Monthly Financial Report**

Mr. Berger presented the Monthly Financial Report which was included as part of the packet. Mr. Berger stated the Farmer's Market budget is exceeded by \$87 due to an insurance payment.

c. **FY20 Budget and Millage Rate**

Mr. Berger presented the report which was included as part of the packet. Mr. Berger stated the billing is being processed for the concierge books to be placed in hotel rooms.

Board Action:

A motion was made by Ms. Kozinski, seconded by Mr. Hopkins, to accept the proposed FY2020 budget as presented by staff which will be subject to amendment by the DDA throughout the fiscal year and to set the millage rate at 1.00, in accordance with the staff report as presented. The motion carried (4-0).

d. **Budget Transfers and Amendment**

Mr. Berger stated he would be processing budget transfers in order to bring all accounts up to date. Mr. Berger stated he will proceed with payment as needed and will provide a report to the Board.

e. **Farmers Market Update**

Mr. Berger stated the proposed budget includes funds for the Farmers Market Manager, and he suggests increasing the Market Manager's salary to \$18,000.

Mr. Berger stated Perrine's will be back at the Farmers Market in September. Mr. Berger stated there have been some challenges in making plans to move the market to Magnolia. Mr. Berger stated the power from the existing poles is not sufficient and is something that will have to be addressed.

Ms. Kozinski stated the City Manager is in support of the Farmers Market being relocated.

f. **Downtown Projects Update**

Mr. Berger stated the Delta West project is proceeding and the developer has now acquired the Becks Building. Mr. Berger stated the Riverfront Park project is proceeding and stated the seawall will have to be addressed before park renovations can start. Mr. Berger stated the Beach Street renovation project will start in November.

Ms. May stated she and the City Manager will be going door to door to each business along Beach Street to answer any questions the merchants may have.

Mr. Sznajstajler stated the city has received a commitment from the Daytona Beach Regional Chamber to help with an outreach to the community regarding Beach Street.

g. **Public Safety Update**

Off. Steve Catellano stated he is working on the Beachside and Beach Street areas but noted there is coverage on Beach Street 7 days a week.

5. **Gold & Associates Presentation**

Keith Gold, Gold & Associates, presented the monthly report which was included as part of the packet. Mr. Gold stated he met with Melanie John, the Farmers Market Manager, and Commissioner Quanita May and discussed a soft launch of the SNAP program in August.

Mr. Gold stated the new web site is being built and his staff is working on the ADA compliance component.

6. **Public Comments**

John Nicholson, 413 N. Grandview, Daytona Beach, Florida stated it would be good to look at how other cities promote areas to get ideas on how to promote the downtown. Mr. Nicholson stated there may be a problem with parking if the Farmers Market is relocated to Magnolia.

7. **Board Comments**

There were no additional 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: August 21, 2019

TO: Downtown Development Authority Members

FROM: Reed Berger, Redevelopment Director

SUBJECT: Downtown Events & License Agreement for Use of City Facilities

Al Smith, Al Smith Productions will present an update on events that may be of interest to the DDA.

The following project schedules and DDA initiatives will affect where and when future DDA-sponsored events could operate within the Downtown Area.

1. Beach Street Improvements
2. Riverfront Park Improvements
3. Relocation of the Downtown Farmers Market

For these reasons the DDA will need to request new agreements to use City facilities for both the Farmers Market and events sponsored by DDA. The existing agreements are attached for your review and changes needed are summarized below.

1. **Downtown Farmers Market Agreement** – Revise the day and times from Saturday to Friday from 5 – 9 PM. Replace location map exhibit with a map of Magnolia Avenue between Beach Street and Palmetto Avenue.
2. **Downtown Events & License Agreement for Use of City Facilities** – Replace the existing agreement as amended with a new agreement that eliminates locations on City Island and Riverfront Park, and redefines the boundaries within the Beach Street right-of-way, Magnolia Avenue right-of-way, and certain alleys and parking lots. Furthermore, the limitation for the use of alcohol within public areas will need to be more clearly defined. Fees will also be discussed.

ORDINANCE NO. 11-319

A RESOLUTION APPROVING THE PROPOSAL OF THE DOWNTOWN DEVELOPMENT AUTHORITY (DDA) TO OPERATE THE DAYTONA BEACH FARMERS' MARKET ON CITY ISLAND FOR AN INITIAL PERIOD COMMENCING JANUARY 1, 2012, AND ENDING SEPTEMBER 30, 2017, WITH AUTOMATICALLY RENEWING FIVE-YEAR TERMS, FOR A LICENSE FEE OF \$1,000 FOR FY 2011-2012 AND \$1,500 ANNUALLY THEREAFTER; AUTHORIZING THE MAYOR AND CITY CLERK TO EXECUTE A LICENSE AGREEMENT WITH THE DDA; TERMINATING THE USE PRIVILEGE GRANTED IN 1980 TO THE DAYTONA BEACH PARTNERSHIP ASSOCIATION TO CONDUCT THE FARMERS MARKET ON CITY ISLAND; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, by Resolution Nos. 80-56, 82-149, and 94-335, the City Commission authorized the operation of a Farmers' Market on City Island by the Downtown Merchants Association, now known as the Daytona Beach Partnership Association; and

WHEREAS, by Resolution No. 11-266, the City Commission authorized staff to pursue negotiated acquisition of new management services for the operation of the Farmers' Market on City Island; and

WHEREAS, the City Manager or his designee, pursuant to § 30-116, City Code, has reviewed proposals and conducted negotiations; and

WHEREAS, the City Manager and Redevelopment Director recommend acceptance of the proposal submitted by the Downtown Development Authority; and

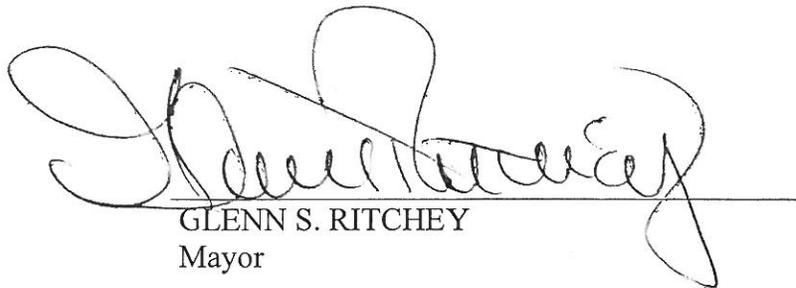
NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF DAYTONA BEACH, FLORIDA:

SECTION 1. The negotiated proposal submitted by the Downtown Development Authority for the operation of the Daytona Beach Farmers' Market on City Island for an initial period beginning January 1, 2012 and ending September 30, 2017, with automatically renewable five-year terms, for a license fee of \$1,000 for FY 2011-2012 and \$1,500 annually thereafter, is hereby accepted.

SECTION 2. The Mayor and City Clerk are hereby authorized to execute the Farmers' Market License Agreement with the DDA. A copy of the Agreement in substantially final form is attached hereto and made a part hereof by reference.

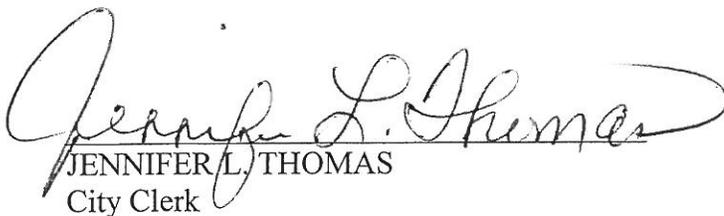
SECTION 3. The authority granted by Resolution Nos. 80-56, 82-149, and 94-335, to the Downtown Merchants Association, now known as the Daytona Beach Partnership Association, to operate a Farmers' Market on City Island is hereby terminated as of December 31, 2011.

SECTION 4. This Resolution shall take effect immediately upon its adoption.



GLENN S. RITCHEY
Mayor

ATTEST:



JENNIFER L. THOMAS
City Clerk

Adopted: December 21, 2011

FARMERS' MARKET LICENSE AGREEMENT

This Agreement is made and entered into this 1st day of January, 2012 (the "Effective Date"), by and between the City of Daytona Beach, a Florida municipal corporation (the "City") and the Daytona Beach Downtown Development Authority, a Florida special taxing district (the "DDA").

Based on the mutual valuable consideration provided herein, the Parties agree as follows:

1. License to Hold Farmers' Market. The City grants the DDA a license to use the parking lot area located north of the left field wall of Jackie Robinson Ballpark and south of Magnolia Avenue (hereinafter the "License Area") to hold a weekly farmers' market, subject to the DDA's compliance with City Request for Proposals #0112-3330 (the "RFP"), the Proposal submitted by the DDA in response to the RFP, and the provisions of this Agreement. The RFP is incorporated herein as Exhibit A. Exhibit A is not attached but is on file in the Office of the City Clerk. A copy of the Proposal is attached hereto and incorporated herein as Exhibit B.

The License Area is depicted on Exhibit C, attached hereto and incorporated herein by reference. The License Area includes a grassed area of land that may be used from time to time for special market promotions. This area is also depicted on Exhibit C.

No right, title, or interest in the real property is conveyed by this Agreement.

2. License Term; Renewals. The initial Term of the License will begin on the Effective Date and end on September 30, 2017. The License will automatically renew for additional Terms of five years each unless terminated for cause as provided below or unless either Party provides the other Party of an intent not to renew at least 90 days before the end of the current five-year Term.

3. License Fee. The DDA will pay the City an annual license fee. The annual license fee will be \$1,000 for the 2011-2012 fiscal year ending on September 30, 2012, and \$1,500.00 each fiscal year thereafter. For the 2011-2012 fiscal year the DDA will pay the entire license fee on or before January 15, 2012. Beginning in the 2012 - 2013 fiscal year, the DDA will have the option of paying the fee in a lump sum on or before October 15, or in four equal quarterly installments on October 15, January 15, April 15, and July 15.

Payment of the license fee is in lieu of any outdoor event permit fees that may otherwise be required pursuant to City ordinance, other than (i) banner sponsorship fees if applicable; or (ii) departmental service charges if City services such as police, fire, or public works are required due to attendance or the conduct of a special market promotion as authorized above.

4. Scope of Use. The Farmers' Market will be held each Saturday morning from 7 a.m. through 1 p.m. The Market will be open to the public free of charge. The DDA

may provide for set-up and breakdown 1 hour before and 1 hour after Market hours. The DDA will provide and staff a welcome booth during Market hours. The DDA will also present a variety of products for display and sale from a variety of vendors during Market hours. The DDA will use its best efforts to fill the License Area with product display. Sales will be consistent with the farmers' market concept and will be limited to the products displayed. DDA will endeavor to provide a mixture of product types as referenced in Exhibit B.

- a. The DDA will comply with all health, safety, and welfare regulations imposed by State and local laws or regulations, including City ordinances regulating outside sound amplification and flea markets.
- b. The DDA will not suffer or permit waste within the License Area.
- c. The DDA may allow live musical performances as an ancillary attraction while the Market is open, and in conjunction therewith may allow the musicians to sell their music CDs. These performances may not be separately advertised.
- d. The DDA will be required to give the City advance notice when the DDA intends to hold a special market promotion as referenced above. The City may require DDA to obtain City services and pay the appropriate fees in association with these services, in accordance with City ordinances.
- e. In addition, within 180 days after the Effective Date, DDA will cause the Farmers' Market to come into compliance with the following additional restrictions:
 - (1) Vending will consist predominantly of fresh perishable foods. Strong preference in food vending will be given to traditional farmers' market foods such as fresh produce, breads, and seafood; and other perishable food products not readily available in stores such as gourmet-prepared condiments, cheeses, and other gourmet prepared foods, including canned and jarred foods.
 - (2) A limited amount of craft and plant sales, including flower sales, is permitted. No more than 10% of total vendor space will be used for craft sales and no more than 20% of total vendor space will be used for plant or flower sales without the City's prior written approval.
 - (3) All crafts offered for sale must be hand-made, of good quality, and must be offered for sale by the artisans themselves. Crafts may include hand-made musical instruments.
 - (4) Preference in produce and plant sales will be given to growers from Volusia and Flagler County over other growers and over resellers.
 - (5) No services will be offered for sale or displayed from within the Farmers' Market.

One or more of the foregoing use conditions may be temporarily waived or varied by action of the City Commission during major event periods.

5. Appearance. At all times while the DDA is operating the Farmers' Market, the DDA will maintain the License Area in a neat, clean, and orderly manner. Substandard vendor equipment and furnishings will be prohibited. All vehicles, merchandise, furnishings, and equipment will be removed at the end of each Market day. Permanent service and storage equipment is prohibited. The DDA will provide for adequate waste receptacles and will provide sufficient personnel to pick up garbage and trash during and after the Market's hours. The DDA may request the City to provide waste receptacles and if provided, will be responsible for paying related costs.

6. Marketing. The DDA will create and implement an annual marketing plan to promote and advertise the Farmers' Market, with a focus on the customer base within the Downtown Primary Trade Area as described in the Retail Market Analysis for Downtown Daytona Beach Florida prepared by Gibbs Planning Group dated October 2010, a copy of which DDA acknowledges receipt. The DDA will annually submit the proposed marketing plan for City approval with the annual budget. The DDA will diligently advertise and promote the Farmers' Market consistent with Exhibit B.

7. Market Manager. The DDA will retain a qualified manager to operate the Farmers' Market, consistent with the Market Manager's duties as listed in Exhibit B.

8. Market Rules and Regulations. The DDA will adopt and adhere to rules and regulations for operating the Farmers' Market consistent with the provisions of this Agreement. Initial Rules and Regulations are set forth in Exhibit B. DDA may revise these rules and regulations from time to time so long as they address, among other things, vendor selection criteria and minimum vendor operating requirements, and are consistent with this Agreement.

9. Budget. The DDA will include the annual budget for the operation of the Farmers' Market as a component of the DDA's overall budget. The Farmers' market budget will project the annual revenue and provide for all revenue being reinvested into the Farmers' Market consistent with the performance goals referenced below.

10. Performance Goals. In operating the Farmers' Market, DDA will use its best efforts to recruit additional vendors, obtain USDA grants, and meet the various other performance goals listed in Exhibit D.

11. Annual Reporting. The DDA will provide the City an annual report including a financial statement of revenues and expenses for the prior fiscal year and highlighting the operation of the Farmers' market for the prior fiscal year including the extent to which the Market met the goals referenced in this Agreement. The report will be provided within 60 days after the end of the prior fiscal year, and will include a statement of strategies to be used to accomplish additional goals for the current fiscal year.

12. Insurance. Prior to commencing operations the DDA will obtain liability coverage for the License Area in an amount and form approved by the City's Risk Manager. The insurance will name the City as additional insured. The DDA will maintain the required liability insurance at all times while this Agreement is in effect.

13. Termination for Default. The City may terminate this Agreement without notice if the DDA is in default. The DDA will be in default if the DDA continues to be in material breach of one or more of the DDA's obligations under this Agreement after the expiration of the Cure Period. The Cure Period is the period commencing on the day that the City provides the DDA written notice of the DDA's material breach with a demand for cure. The Cure Period will be 30 days from the provision of such notice, unless the nature of the breach is such that it cannot be reasonably cured within 30 days, in which instance the Cure Period will be extended by one day for each day beyond the 30 days that the DDA is diligently attempting to cure the breach. The following are examples of a material breach:

- a. Failure to use the License Area for four (4) consecutive Saturdays, except where use is prohibited or restricted by action of the City or force majeure events.
- b. Violation of any of the terms and conditions of this Agreement or violation of any local, State, or federal laws, ordinances, or regulations applicable to the License Area.
- c. Failure to maintain the primary business use and requisite licenses.
- d. Failure to obtain or maintain insurance.
- e. Continued employment of the Market Manager following the Market Manager's conviction of a felony or for violation of a state, federal, or local law involving moral turpitude.

14. Termination Without Cause. Either Party may terminate this Agreement without cause by providing written notice to the other Party 180 days in advance.

15. Assignments. This License may not be assigned without prior approval of the City Commission.

16. Applicability of City Ordinances. Anything not covered by this Agreement is subject to the applicable provisions of the City's Land Development Code, Code of Ordinances, and any other City ordinances now existing or hereafter adopted.

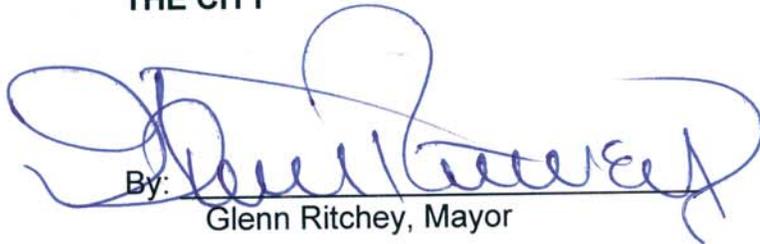
17. Conflicts. In case of any conflict between a provision of this Agreement and an Exhibit, this Agreement will govern.

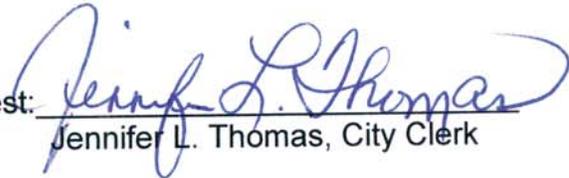
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18. Integration. This Agreement, including referenced Exhibits, represents the entire agreement of the parties with respect to the subject matter hereof. No representations, warranties, inducements or oral agreements have been made by either party except as expressly set forth herein, or in other contemporaneous written agreements.

WHEREFORE, the Parties have set their hand and seal on the dates referenced below.

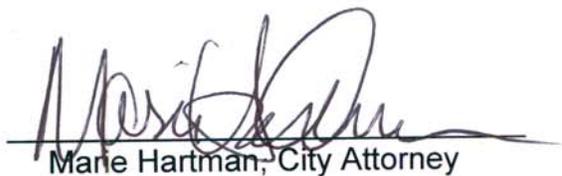
THE CITY

By: 
Glenn Ritchey, Mayor

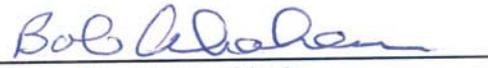
Attest: 
Jennifer L. Thomas, City Clerk

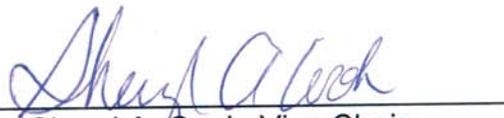
Date: December 21, 2011

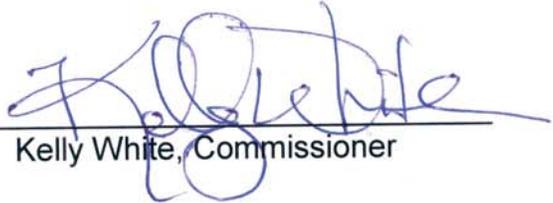
Approved as to legal form by:

By: 
Marie Hartman, City Attorney

THE DDA

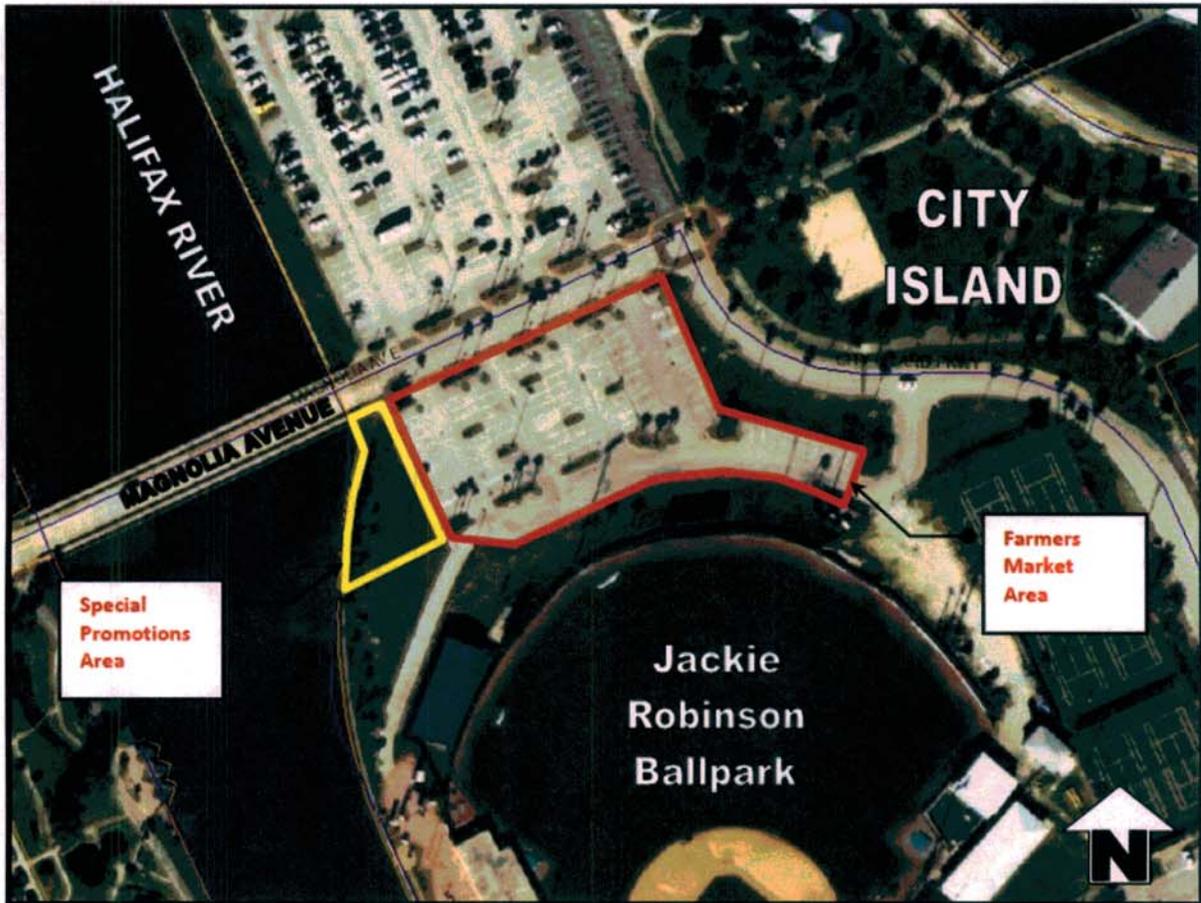
By: 
Bob Abraham, Chair

By: 
Sheryl A. Cook, Vice Chair

By: 
Kelly White, Commissioner

Date: December 21, 2011

EXHIBIT C
Map of License Area



LICENSE AGREEMENT
FOR USE OF DOWNTOWN CITY FACILITIES BY
DOWNTOWN DEVELOPMENT AUTHORITY

This Agreement is made and entered into as of the date of last signature below (the “Effective Date”), by and between **The City of Daytona Beach**, a Florida municipal corporation (the “City”) and the **Daytona Beach Downtown Development Authority**, a Florida special taxing district (the “DDA”).

Based on the mutual valuable consideration provided herein, the Parties agree as follows:

Section 1. PURPOSE. The purpose of this Agreement is to provide a mechanism by which DDA may use certain City facilities to hold events in the Downtown Redevelopment Area of the City (hereinafter “DDA Events”) for the purpose of increasing interest in the Redevelopment Area and furthering the redevelopment of the Downtown Area.

Section 2. DURATION. This Agreement will commence on the Effective Date and end on September 30, 2018.

Section 3. LICENSE AREAS. The City grants to the DDA a License to use one or more of the following defined City facilities (the “License Areas”) for DDA Events as provided herein:

- (a) **License Area A** is that portion of Riverfront Park from Orange Avenue to the News-Journal Center.
- (b) **License Area B** is City Island Field.
- (c) **License Area C** is that portion of Beach Street abutting License Area A, including streets and sidewalks unless otherwise specified in the Event Schedules as provided in Section 6.
- (d) **License Area D** is Manatee Island area.

The License Areas are depicted on Exhibit A, attached hereto.

Section 4. SCOPE OF LICENSES.

- (a) **Activities permitted in all License Areas.** The following uses and activities will be permitted in all License Areas during DDA Event Hours at the discretion of the DDA:
 - i. Vending of food and beverages, including the sale of alcoholic beverages where the DDA pays the Alcohol Beverage Sales Charge as provided in Section 7(b)(ii).
 - ii. Sale or display of arts, crafts, and DDA Event related items.
 - iii. Street performers.

- iv. Placement of tables and chairs for use by attendees.
- v. Live music, and the ancillary right to have temporary stages.

(b) **Street closure.** As to License Area C, unless designated in the Event Schedule as “Sidewalk Only”, the right to close off the License Area from vehicular traffic, provided that the manner and materials used to close off the License Area will be determined by the City, and reasonable access will be maintained for pedestrian through traffic and for City public safety and other personnel and for provision of emergency services.

(c) **Alcoholic Beverage Open Containers.** Consumption and carrying of open containers of alcoholic beverages within the License Area during DDA Event Hours will be permitted.

(d) **Set up and removal.** Set up for permitted uses and activities may begin up to four hours before a DDA Event and removal of all equipment from the License Area shall be completed within four hours after the end of an Event. If the street in License Area C is being closed, the street closure will be completed before set up begins and the street will remain closed until removal of all equipment.

(e) **No property interest.** No property interest is conveyed by this License Agreement.

Section 5. LICENSE CONDITIONS.

(a) **General Conditions.** The uses and activities authorized herein are subject to the following general conditions unless Express Conditions as provided in Section 5(b) provide otherwise:

- i. The DDA may charge an admission fee as a condition of entering or remaining in any part of the License Areas.
- ii. Pedestrian traffic, including DDA Event attendees and non-attendees, through the License Area shall not be impeded.
- iii. No glass beverage containers will be permitted in the License Area.
- iv. The DDA will provide sufficient waste receptacles within the License Area, and will keep and maintain the License Area clean and free of debris and waste during its use, and will conduct its use of the License Area in a manner that avoids damage to City property and equipment.
- v. The DDA will provide security within the License Area sufficient to maintain order and protect the safety of the public and City property.

- vi. During its use of the License Area, the DDA will have a responsible supervisor equipped with a functioning cell phone on-site at all times to address compliance problems or other issues. The DDA will ensure that the City is provided with the supervisor's cell phone number prior to each DDA Event. The supervisor must keep the cell phone on his or her person at all times during the use of the License Area.
- vii. The DDA shall provide proof of required insurance.
- viii. All fees and charges shall be paid when due.
- ix. The DDA acknowledges the City's contract for pouring rights with Pepsi Bottling Company, and the exclusive rights provided therein. The DDA will not display, sell, or promote within the License Area, and will not allow their respective vendors, sponsors, or entertainers, to display, sell, or promote within the License Area, beverages or products that would cause the City to breach the pouring rights agreement.
- x. The DDA must provide for complete setup and breakdown for all DDA Events. Breakdown will include post-event cleaning.

(b) **Express Conditions.** The City Manager may impose other conditions on DDA Events consistent with the criteria set forth in §§82-4, 82-6, 82-55, 82-56, 82-59, and 82-60, City Code, upon written notice to the DDA.

Section 6. EVENT SCHEDULES; RESERVATION OF LICENSE AREAS.

(a) **Initial Event Schedule.** The DDA will host DDA Events as identified in the Initial Event Schedule below, and the City will reserve the appropriate License Areas for use by the DDA for all events shown in the Initial Event Schedule, subject to modifications as provided In Section 6(c) and payment of fees when due:

INITIAL EVENT SCHEDULE			
NAME OF EVENT	SCHEDULED EVENT DATE(S)	EVENT HOURS	LICENSE AREA(S) TO BE USED
Riverfront Fridays	4th Friday every month	4PM – 11PM	A
Wine 'n Chocolate Walk	2nd Saturday in February	1PM – 6PM	C - Sidewalk Only
Riverfront Music Festival	4th Saturday in March	1PM – 9PM	A
Art of the Automobile	3rd Saturday in May	10AM – 6PM	A & C - Street Closure
Island Festival	4 th Saturday in July	1PM – 9PM	B
Riverfront Food & Wine Festival	3 rd Saturday in September	10AM – 8PM	C -Sidewalk Only
Cruise-in and	4th Saturday in	10AM – 6PM	A & C - Sidewalk

Craft Beer Fest	October		Only
Halifax Art Festival	1st weekend in November	9AM – 6PM	A & C - Street Closure
Riverfront Holidays	1st Saturday in December	4PM – 8PM	B & C - Sidewalk Only

(b) **Annual Event Schedule.** Prior to the end of each Fiscal Year, the DDA will provide the City with a proposed Event Schedule for the next Fiscal Year consisting of a list of all proposed DDA Events for the year, including the name of the event, dates, event hours, and License Areas for each. Upon receipt of the proposed Event Schedule, the City will cancel reservation of the License Area for any DDA Event which has been removed from the schedule, and will reserve the appropriate License Area(s) for any new DDA Events, subject to submission of an Event Application as provided in Section 8 and approval by the City, and payment of applicable fees when due. The City will provide the DDA with a final Annual Event Schedule (the “Annual Event Schedule”) showing all DDA Events for the upcoming fiscal year, along with a corresponding Event Fee Invoice as provided in Section 7(c).

(c) **Modification of Event Schedules.** The DDA may modify the Initial or Annual Event Schedule as follows:

- i. The DDA may at any time reschedule a DDA Event, such as where an Event must be postponed due to extreme weather, by written notice to the City. The City will approve the change in the date reserved for such use, provided there are no conflicting uses.
- ii. DDA may at any time cancel an Event by written notice to the City. The DDA will be entitled to a full refund of any Per Event Fees paid for such Event provided that the City receives notice of cancellation at least 10 days before the Event.
- iii. The DDA may at any time propose additional DDA Events by written notice to the City. The City will amend the applicable Event Schedule and reserve the License Areas requested for each additional Event provided there are no conflicting uses, subject to submission of an Event Application as provided in Section 8 and approval by the City.
- iv. The DDA may at any time propose changes in the License Area(s) reserved for any DDA Event by written notice to the City. The City will approve the change in location reserved for such Event, provided there are no conflicting uses.
- v. At the time of modification as provided herein, Per Event Fees will be adjusted to correspond with the modification by refund or additional payment as applicable, and will be due as provided in Section 7.

Section 7. EVENT FEES. The reservation of License Areas for DDA Events is conditioned on the DDA's payment of the Annual Fee and Per Event Fees when due as follows:

- (a) **Annual Fee.** An Annual Application and Entertainment Fee of \$385 for the remainder of the current FY due on or before June 1, 2014; and for each year thereafter an Annual Application and Entertainment Fee of \$925 due on or before September 30th.
- (b) **Per Event Fee.** A Per Event Fee for each DDA Event in an amount equal to the sum of the Base Charge, the Departmental Service Charge, the Alcohol Beverage Sales Charge, and the Stage Rental/Setup Charge, as provided below:

- i. **Base Charge.** The Base Charge for each DDA Event will be determined based on the following table:

License Area	Day	Fee
A	Monday –Friday	\$ 150 per day
	Saturday/Sunday	\$ 700 per weekend
B	Monday –Friday	\$ 500 per day
	Saturday/Sunday	\$ 500 per weekend
C – Sidewalk Only.	Monday –Friday	\$ 75 per day
	Saturday/Sunday	\$ 75 per weekend
C – Street Closure.	Monday –Friday	\$1,250 per day
	Saturday/Sunday	\$ 520 per weekend
D	Monday –Friday	\$ 350 per day
	Saturday/Sunday	\$ 500 per weekend

- ii. **Alcohol Beverage Sales Charge.** The Alcohol Beverage Sales Charge will be determined as follows:
 - (1) Riverfront Fridays: \$250.00 annual charge.
 - (2) For all other DDA Events, the Alcohol Beverage Sales Surcharge will be the sum of the following fees for each License Area where patrons are allowed to carry alcoholic beverages in open containers:

License Area	Fee
A	\$ 250
B	\$ 250
C - Sidewalk Only.	\$ 50
C - Street Closure.	\$ 500
D	\$ 250

- iii. **Stage Rental/Set-Up Charge.** The Stage Rental/Set-up Charge, where applicable, is \$150 per DDA Event.

iv. **Departmental Service Charge.** The Departmental Service Charge, where applicable, will be determined pursuant to the Resolution of the City Commission establishing fees adopted pursuant to § 82-3, City Code (Resolution No. 13-184 Adopting a Fee Schedule for Uses of City Property, as the same may be amended from time to time).

(c) **Per Event Fee Invoice and Payment.** The City will determine estimated Per Event Fees and will send the DDA an Invoice for all amounts due prior to each Event. DDA will pay Per Event Fees prior to the start of the Event. After the Event, the City will send an Invoice payable within 30 days for any additional amount due based on actual services or equipment supplied, or will refund any amount overpaid.

Section 8. EVENT APPLICATION. As to any proposed DDA Event not listed on the Initial Event Schedule, the DDA will submit an Event Application for the City's approval, setting forth the following information:

- (a) The name of the proposed DDA Event.
- (b) The proposed License Area(s), days, and specific hours for the DDA Event.
- (c) The number of persons anticipated to attend the DDA Event.
- (d) A description of the License Area(s) where live music is proposed, the number of bands or other musical acts proposed at each location, and the approximate times at which these acts are anticipated to perform, the nature and configuration of any equipment to be used to amplify or produce sounds in association with these acts, including proposed loudspeaker location and orientation.
- (e) A plan for ensuring the smooth, unimpeded flow of pedestrian traffic, including of attendees and non-attendees of the event.
- (f) A plan for ensuring that DDA Event guests and invitees comply with restrictions on open containers.
- (g) The proposed locations within the License Area of waste receptacles and barricades.
- (h) A plan for provision of first responder, emergency, and other public health and safety services, including proposed facilities and staging area(s) for such services within the License Area(s), where applicable.
- (i) A proposed management and security plan, including the name and contact information of the event's on-site manager, and a description of the kind, number, and proposed deployment of any other event management and security personnel, including any staging areas proposed for the on-site manager and such personnel.
- (j) A plot plan or sketch showing the location of any proposed stages, barricades and other temporary facilities proposed to be located within the License Area.

(k) Any other information reasonably required by the City.

Section 9. EVENT PROMOTION. The DDA will be solely responsible for promoting DDA Events, subject to the City's reasonable approval of promotional materials. The DDA will include the City as an event sponsor in all promotional and marketing materials and advertising content.

Section 10. BANNERS. The DDA may place a banner in Riverfront Park for the promotion of any DDA Event at each of the following locations: (1) Beach St. and International Speedway Blvd., (2) Beach St. and Orange Ave., and (3) Beach St. and Fairview Ave. All banners will comply with §82-152, City Code. The banners may be erected up to two weeks before the corresponding DDA Event, and must be promptly removed after the Event. The DDA will be required to pay the cost of creating, installing, and removing banners, and will be entitled to any banner sponsorship revenue derived for the banners.

Section 11. SUSPENSION OF LICENSE. The City Manager is authorized to immediately and without need for prior notice, suspend the License whenever the use of the License Area(s) by the DDA constitutes an imminent threat to public health, safety, or welfare, or a risk of serious bodily injury to any person, or a risk of substantial damage to City property.

Section 12. INSURANCE. Prior to any DDA Event, the DDA will obtain liability coverage for the License Area in an amount and form approved by the City's Risk Manager. The insurance will name the City as additional insured.

Section 13. NO ASSIGNMENT. This Agreement may not be transferred or assigned by the DDA to any other entity or person without the prior written approval of the City, however nothing in this Agreement limits or prevents the DDA from contracting with third parties to fulfill its obligations hereunder.

Section 14. NOTICES: Unless otherwise expressly agreed herein, 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, or by U.S. mail, postage prepaid by registered or certified mail, return receipt requested, to the addresses set forth herein:

To the City: City Manager
The City of Daytona Beach
301 S. Ridgewood Avenue
Daytona Beach, FL 32114

To the DDA: Jason Jeffries
Project Manager
301 S. Ridgewood Avenue
Daytona Beach, FL 32114

w/copy to: Robert Abraham, Chair
The City of Daytona Beach
Downtown Development Authority
301 S. Ridgewood Avenue
Daytona Beach, FL 32114

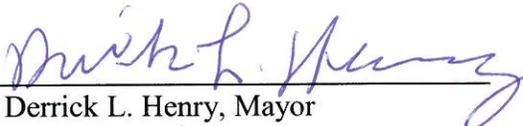
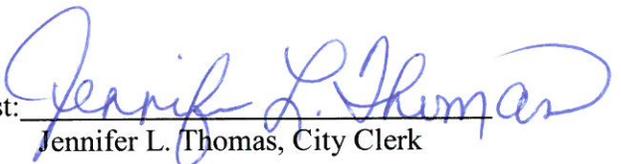
Either Party may designate a change of address by providing the other Party notice in the manner described above.

Section 15. TERMINATION FOR CONVENIENCE. Either Party may terminate this Agreement without cause by giving written notice to the other Party at least 30 days before the end of the Fiscal Year. Termination will be effective upon the last day of the Fiscal Year in which notice was given.

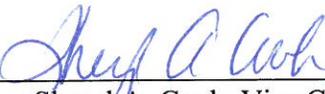
Section 16. MODIFICATION. Except as otherwise provided herein, no change or modification of this Agreement will be valid unless the same is in writing and signed by both Parties.

IN WITNESS WHEREOF, the Parties through their undersigned representatives have caused this Agreement to be executed in duplicate original.

THE CITY OF DAYTONA BEACH:

By:  Attest: 
Derrick L. Henry, Mayor Jennifer L. Thomas, City Clerk
Date: 6/11/14

THE DDA:

By:  By: 
Bob Abraham, Chair Sheryl A. Cook, Vice Chair
Date: 5/4/14
By: 
Authority Member: _____
Print Name
Tammy M. Kozinski

Approved as to legal form by:

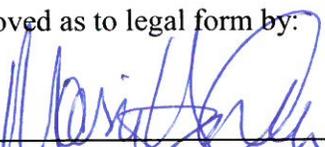
By: 
Marie Hartman, City Attorney

EXHIBIT A

LICENSE AREAS A - C



LICENSE AREA D



**FIRST AMENDMENT TO LICENSE AGREEMENT
FOR USE OF DOWNTOWN CITY FACILITIES**

This First Amendment (this "Amendment") to the License Agreement for Use of Downtown City Facilities by Downtown Development Authority dated June 11, 2014 (the "License Agreement"), is made and entered into as of the date of last signature below (the "Effective Date"), between **The City of Daytona Beach**, a Florida municipal corporation (the "City") and the **Daytona Beach Downtown Development Authority**, a Florida special taxing district (the "DDA").

Based on the mutual valuable consideration provided herein, the Parties agree to amend the License Agreement as follows:

I. Section 4 of the License Agreement is amended to read as follows:

4. SCOPE OF LICENSES. The activities permitted within the License Area are as follows:

(a) **General event-related activities permitted in all License Areas.** The following uses and activities will be permitted in all License Areas during DDA Event Hours at the discretion of the DDA:

- i. Vending of food and beverages, including the sale of alcoholic beverages where the DDA pays the Alcohol Beverage Sales Charge as provided in Section 7(b)(ii).
- ii. Sale or display of arts, crafts, and DDA Event related items.
- iii. Street performers.
- iv. Placement of tables and chairs for use by attendees.
- v. Live music, and the ancillary right to have temporary stages.

(b) **Street closure.** As to License Area C, unless designated in the Event Schedule as "Sidewalk Only", the right to close off the License Area from vehicular traffic, provided that the manner and materials used to close off the License Area will be determined by the City, and reasonable access will be maintained for pedestrian through traffic and for City public safety and other personnel and for provision of emergency services.

(c) **Alcoholic Beverage Open Containers.** Consumption and carrying of open containers of alcoholic beverages within the License Area during DDA Event Hours will be permitted.

(d) **Seasonal Holiday Displays.** Seasonal Holiday Displays may be permitted in License Area A, either as a stand-alone use or in conjunction with the Holiday-themed Event. If authorized as a stand-alone use not in conjunction with an Event, the specific location of each Display will be deemed to be the "License Area" for purposes of this Agreement. The dates on which the Seasonal Holiday Displays are permitted, as well as other relevant conditions, will be set forth in the Annual Event Schedule or modifications thereto, as provided in Section 6.

(e) **Set up and removal.** Set up for permitted uses and activities may begin up to four hours before a DDA Event and removal of all equipment from the License Area shall be completed within four hours after the end of an Event. If the street in License Area C is being closed, the street closure will be completed before set up begins and the street will remain closed until removal of all equipment.

(f) **No property interest.** No property interest is conveyed by this License Agreement.

II. Section 7(b)i. of the License Agreement is amended to read as follows:

Section 7. EVENT FEES. The reservation of License Areas for DDA Events is conditioned on the DDA's payment of the Annual Fee and Per Event Fees when due as follows:

**** [Subsection 7(a) is omitted and remains unchanged.]*

(b) **Per Event Fee.** A Per Event Fee for each DDA Event in an amount equal to the sum of the Base Charge, the Departmental Service Charge, the Alcohol Beverage Sales Charge, and the Stage Rental/Setup Charge, as provided below:

i. **Base Charge.** The Base Charge for each DDA Event will be determined based on the following table:

BASE CHARGE TABLE		
License Area	Day	Fee
A	Stand-Alone Seasonal Holiday Displays:	\$ \$25 per week
	All other Events:	
	Monday –Friday	\$ 150 per day
	Saturday/Sunday	\$ 250 per Saturday \$ 700 per weekend
B	Monday –Friday	\$ 500 per day
	Saturday/Sunday	\$ 500 per weekend
C – Sidewalk Only.	Monday –Friday	\$ 75 per day
	Saturday/Sunday	\$ 75 per weekend
C – Street Closure.	Monday –Friday	\$1,250 per day
	Saturday/Sunday	\$ 520 per weekend
D	Monday –Friday	\$ 350 per day
	Saturday/Sunday	\$ 500 per weekend

**** [The remainder of Section 7 is omitted and remains unchanged.]*

III. Section 10 of the License Agreement is amended to read as follows:

Section 10. BANNERS AND SEASONAL HOLIDAY DISPLAYS.

(a) The DDA may place a banner in Riverfront Park for the promotion of any DDA Event at each of the following locations: (1) Beach St. and International Speedway Blvd., (2) Beach St. and Orange Ave., and (3) Beach St. and Fairview Ave. All banners will comply with §82-152, City Code. The banners may be erected up to two weeks before the corresponding DDA Event, and must be promptly removed after the Event.

(b) As between the City and the DDA, the DDA will bear the cost of creating, installing, and removing Seasonal Holiday Displays. All such Displays must satisfy all federal, state, and local laws and regulations, including federal and state constitutional requirements. Nothing herein will be deemed to prohibit DDA from accepting donated or commissioned displays, or from acknowledging sponsorships on such displays, provided that the foregoing requirement is met and that no offsite advertising will be permitted.

(c) The DDA will be required to pay the cost of creating, installing, and removing banners, and will be entitled to any banner sponsorship revenue derived for the banners.

IV. All other provisions of the License Agreement not amended above will remain in full form and effect.

IN WITNESS WHEREOF, the Parties through their undersigned representatives have caused this First Amendment to be executed in duplicate original.

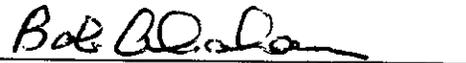
THE CITY OF DAYTONA BEACH:

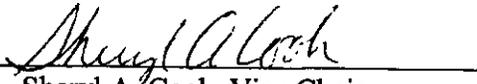
By: 
Derrick L. Henry, Mayor

Attest: 
Letitia LaMagna, City Clerk

Date: 9-21-16

THE DDA:

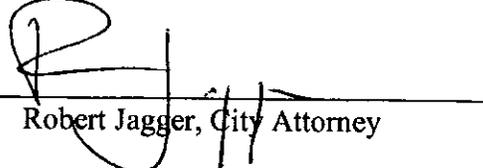
By: 
Bob Abraham, Chair

By: 
Sheryl A. Cook, Vice Chair

Date: 9/15/2016

By: 
Tammy M. Kozinski, Authority Member

Approved as to legal form by:

By: 
Robert Jagger, City Attorney



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: August 21, 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 August 21, 2019.

General Activities			
Revenues	Projection	Received to Date As of 8/21/19	Balance
Ad Valorem	\$ 138,810	\$ 140,840.06	\$ (2,030.06)
Downtown CRA Payment	\$ 51,422	\$ 50,854.66	\$ 567.34
Interest	\$ 100	\$ -	\$ 100.00
Merchant Coop Revenue	\$ 22,500	\$ 2,050.00	\$ 20,450.00
Total	\$ 212,832	\$ 193,744.72	\$ 19,087.28
Line Item	Appropriation	Spent to Date As of 8/21/19	Balance
Professional Services - Other	\$ 527	\$ 526.25	\$ 0.75
Supplies	\$ 2,000	\$ 727.71	\$ 1,272.29
Care and Subsistence	\$ 500	\$ 189.14	\$ 310.86
Professional Memberships	\$ 450	\$ 420.00	\$ 30.00
Contract Services	\$ 4,000	\$ 1,042.14	\$ 2,957.86
Downtown Safety	\$ 9,773	\$ -	\$ 9,773.00
Professional Services	\$ 45,000	\$ 41,250.00	\$ 3,750.00
Downtown Marketing	\$ 33,700	\$ 32,096.93	\$ 1,603.07
Co-op Marketing	\$ 27,500	\$ 23,722.61	\$ 3,777.39
Downtown Events	\$ 10,000	\$ 5,000.00	\$ 5,000.00
Downtown CRA Payment	\$ 51,422	\$ 50,854.66	\$ 567.34
Unreserved Balance	\$ 1,660	\$ -	\$ 1,660.00
Total	\$ 186,532	\$ 155,829.44	\$ 30,702.56

Farmers' Market Activities			
Revenues	Projection	Received to Date As of 8/21/19	Balance
Vendor Revenue	\$ 24,500	\$ 16,963.00	\$ 7,537.00
Sponsorship	\$ 10,000	\$ -	\$ 10,000.00
Market Booth Sales	\$ 1,200	\$ -	\$ 1,200.00
Total	\$ 35,700	\$ 16,963.00	\$ 18,737.00
Expenses	Appropriation	Spent to Date As of 8/21/19	Balance
Market Manager	\$ 16,450	\$ 12,100.00	\$ 4,350.00
Personnel	\$ 1,350	\$ -	\$ 1,350.00
Supplies	\$ 1,500	\$ -	\$ 1,500.00
Liability Insurance	\$ 1,250	\$ 1,087.79	\$ 162.21
City Fees	\$ 1,500	\$ -	\$ 1,500.00
Projects (SNAP Program)	\$ 2,650	\$ 1,986.39	\$ 663.61
Marketing	\$ 9,400	\$ -	\$ 9,400.00
Market Events	\$ 600	\$ 120.00	\$ 480.00
Booth Merchandise	\$ 1,000	\$ -	\$ 1,000.00
Total	\$ 35,700	\$ 15,294.18	\$ 20,405.82
Profit/Loss		\$ 1,668.82	

Downtown Event Activities			
Revenues	Projection	Received to Date As of 8/21/19	Balance
Vendor Revenue	\$ 17,500	\$ -	\$ 17,500.00
Event Sponsorship	\$ -	\$ -	\$ -
Exhibit Sponsorship	\$ -	\$ -	\$ -
Total	\$ 17,500	\$ -	\$ 17,500.00
Expenses	Appropriation	Spent to Date As of 8/21/19	Balance
Personnel	\$ -	\$ -	\$ -
Event Music	\$ -	\$ -	\$ -
Event Advertising	\$ 40,000	\$ 12,599.00	\$ 27,401.00
Event Supplies	\$ 3,800	\$ -	\$ 3,800.00
Exhibit Supplies	\$ -	\$ -	\$ -
Total	\$ 43,800	\$ 12,599.00	\$ 31,201.00
Profit/Loss		\$ (12,599.00)	
	Budget	Actual	Balance
Total DDA Revenues	\$ 266,032	\$ 210,708	\$ 55,324
Total DDA Expenditures	\$ 266,032	\$ 183,723	\$ 82,309
Balance	\$ -	\$ 26,985	\$ (26,985)
Notes:			
1. Appropriations reflect revised budget approved at the DDA July 23, 2019 meeting.			
2. \$2,000 deposited in DDA account at Suntrust Bank for SNAP vendor token exchange			



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: August 21, 2019

TO: Downtown Development Authority Members

FROM: Reed Berger, Redevelopment Director

SUBJECT: Budget & Budget Meeting Updates

Please find attached the DDA's FY20 Tentative Budget approved by the Board at its July 23, 2019 meeting. This proposed budget together with the proposed millage rate will be considered for first reading by the DDA Board at the City Commission's meeting to be held on Wednesday September 4, 2019 at 6:00 PM. The DDA Board will have a Special Meeting at 4:30 PM in Room 149-A where food and beverages will be provided and business of the Board can be considered prior to the time the DDA Board is to be seated at the City Commission dais.

The DDA Board will then hold its regular monthly meeting at 4:30 PM on Wednesday September 18, 2019 in Room 149-A to conduct the business of the Board prior to the time the Board is to be seated at the City Commission dais after 6:00 PM and hold a public hearing before taking action to approve the DDA budget and millage rate.

Also attached is the transfer of funds request that was submitted on behalf of the DDA Board to revise the current fiscal year's budget as approved on September 19, 2018. The transfer of funds was approved and the City's accounting system (Springbrook) has been updated.



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

Michael O. Sznajstajler
Chairman
Kelly White
Commissioner
Sheryl A. Cook
Joseph H. Hopkins
Tammy M. Kozinski

TENTATIVE 2019 – 2020 BUDGET

Overall Revenue

Ad Valorem Taxes	\$137,927
Transfer from CRA	55,567
Interest on Investments	100
Farmers Market Revenue	30,000
Farmers Market Sponsorships	<u>6,000</u>
	\$229,594

Overall Expenses

Administrative Expenses	2,950
Professional & Technical Services	49,000
Downtown Marketing	34,000
Downtown Event Expenses	45,000
Farmers' Market Expenses	36,000
Contingency	7,077
Payment to Downtown CRA	<u>55,567</u>
	\$229,594

TENTATIVE 2019 – 2020 BUDGET BY ACTIVITIES

FARMERS' MARKET ACTIVITES

Item	Total
Market Manager	18,000
Manager Supplies	1,500
Marketing	6,000
Market Events	1,500
SNAP Program	3,000
Insurance	1,500
Booth Merchandise	3,000
City Fees	1,500
Total	\$ 36,000

DDA GENERAL ACTIVITIES

Item	Total
Contract Services	1,000
Professional Services	45,000
Technical Services	3,000
Office Supplies	2,000
Care and Subsistence	500
Professional Memberships	450
Downtown Marketing	34,000
Downtown Events	5,000
Contingency	7,077
Payment to Downtown CRA	55,567
Total	\$ 153,594

DOWNTOWN EVENT ACTIVITES

Item	Total
Event Advertising	40,000
Total	\$ 40,000

**TENTATIVE 2019 – 2020 BUDGET
GENERAL ACTIVITIES BY SOURCE OF FUNDING**

Item	Base Expenditures	CRA Expenditures	Total
Contract Services	1,000	0	1,000
Professional Services	23,433	21,567	45,000
Technical Services	3,000	0	3,000
Office Supplies	2,000	0	2,000
Care and Subsistence	500	0	500
Professional Memberships	450	0	450
Downtown Marketing	0	34,000	34,000
Downtown Events	5,000	0	5,000
Contingency	7,077	0	7,077
Total	\$ 42,460	\$ 55,567	\$ 98,027



Transfer of Funds

To: James Chisholm, City Manager

FY 2018/19

For:
 Downtown Development Authority

Prepared by:
 Reed Berger

Subject: Capital Project
 Operating

Reason for Transfer: Amend budget as approved by DDA at its July 23, 2019 meeting to accurately represent the approved 2018/19 budget and meet anticipated expenditures through end of FY.

Instructions:
 Forward the printed form with attachments to the Budget Office.

From			To		
Account Code	Account Title	Amount	Account Code	Account Title	Amount
140-150300-552-513001-000000	OTHER PERSONAL SERVICES	\$2,500	140-150300-552-534900-000000	OTHER CONTRACTUAL SERVICES	\$2,500
140-150300-552-513001-000000	OTHER PERSONAL SERVICES	\$50	140-150300-552-534019-000000	PROJECTS	\$50
140-150300-552-521001-000000	FICA TAXES	\$1,055	140-150300-552-534019-000000	PROJECTS	\$1,055
140-150300-552-531900-000000	PROF SERV - OTHER	\$3,723	140-150300-552-534019-000000	PROJECTS	\$3,723
140-150300-552-599001-000000	CONTINGENCY	\$4,945	140-150300-552-534019-000000	PROJECTS	\$4,945
140-150310-552-548004-000000	PROMO - MARKET	\$900	140-150310-552-534019-000000	PROJECTS	\$900
Total:		\$13,173	Total:		\$13,173

Reviewed by:
 Dept. Director _____ Date: _____

Approved by:
 City Manager _____ Date: _____

THE CITY OF DAYTONA BEACH DDA



G O L D

Marketing Communications

Presentation

AGENDA



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



1. RIVERFRONT SHOPS

Campaign Update

- **BROCHURES –**
Distribution in Progress.
Budgeted Merchant Insert
for FY 2019-2020.



1. RIVERFRONT SHOPS

Campaign Update

- **CABLE TELEVISION –**
*In-Room TV Continues
Through September.*



In-Room Commercial

1. RIVERFRONT SHOPS

Campaign Update

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

Consumer
E-Blast



RIVERFRONT
SHOPS OF
DAYTONA BEACH
DISTINCTIVELY DOWNTOWN

**FRESH FOOD
IN A SNAP!**



Supplemental
Nutrition
Assistance
Program

EBT/SNAP Is COMING THIS FALL

Getting farm-fresh produce for your family will be as easy as 1-2-3:

1. Visit the **Farmers' Market** held every Saturday from 7 a.m. to 1 p.m. on City Island in the Jackie Robinson Ballpark parking lot.
2. Head to the **Farmers' Market Tent**, and scan your Electronic Benefit Transfer (EBT) card. You'll receive tokens that you can use to buy food from participating vendors at the Market.
3. Shop the Market to purchase SNAP eligible items.



**DOWNTOWN
FARMERS'
MARKET**
DAYTONA • BEACH

CITY ISLAND EVERY SATURDAY | This Fall | 7am-1pm
— Historic Jackie Robinson Ballpark Parking Lot • 105 East Orange Avenue —

1. RIVERFRONT SHOPS

Campaign Update

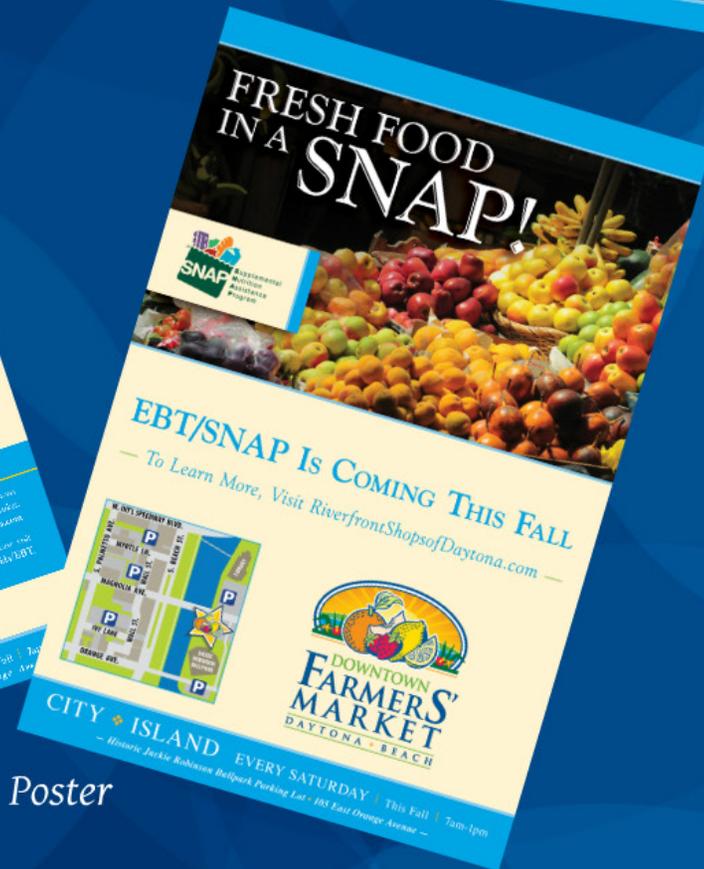
- FARMERS' MARKET –**
Materials Developed for SNAP/EBT "Soft Launch".



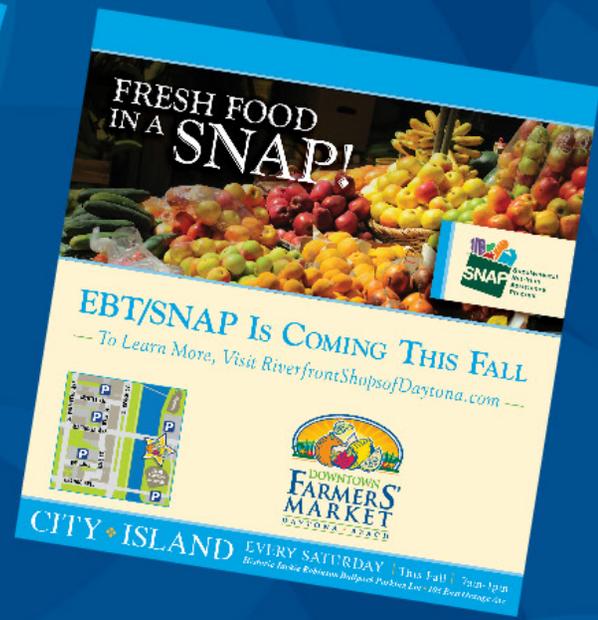
Tent Banner



Flier



Poster

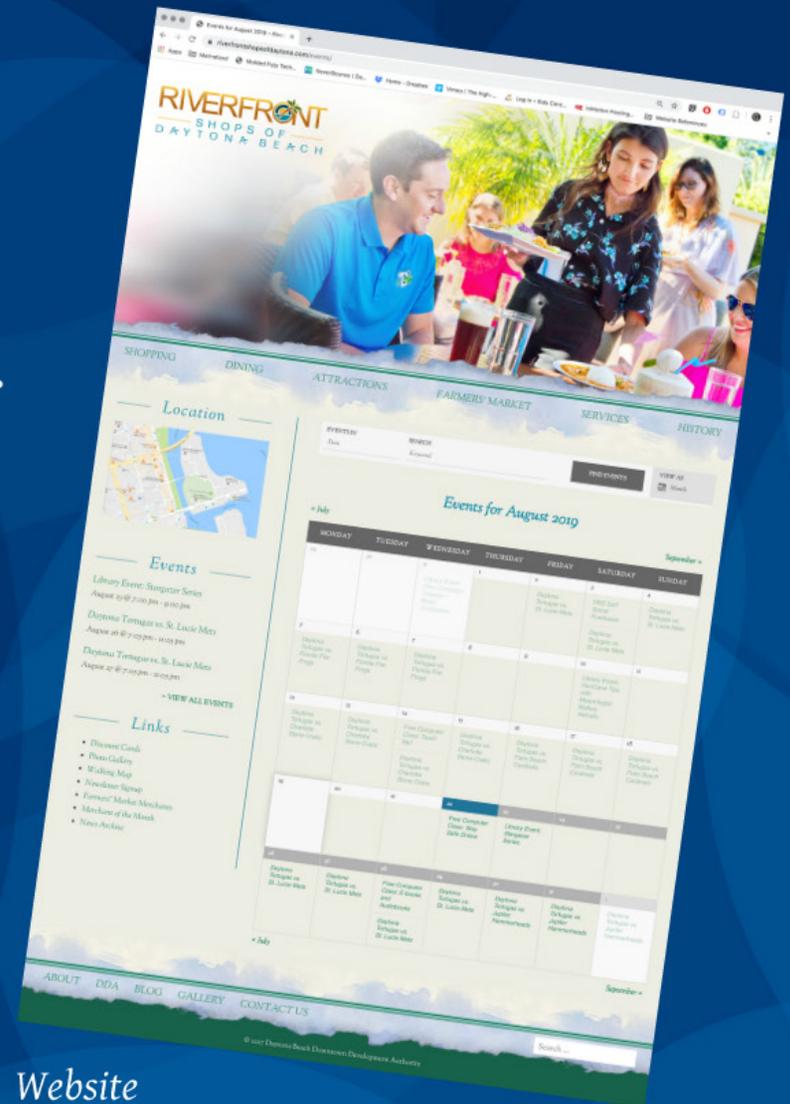


Ad

1. RIVERFRONT SHOPS

Campaign Update

- **GOOGLE ADS** –
Run Daily Through August.
- **KIOSK DIRECTORIES** –
Posters Change to Feature Special Events.
- **ONLINE CALENDAR UPDATES** –
Made Continuously to Website, Facebook, and Local Events Calendars.
- **PRESS RELEASES** –
Distributed and Redistributed.



Website
Calendar Updates

1. RIVERFRONT SHOPS

Campaign Update

- **SOCIAL MEDIA ADVERTISING** –
Downtown Branding and Farmers' Market Ads Run Daily. (SNAP to Begin This Week.)
- **SOCIAL MEDIA POSTING** –
Downtown Branding and Farmers' Market Posts and Reposts are Made Daily.

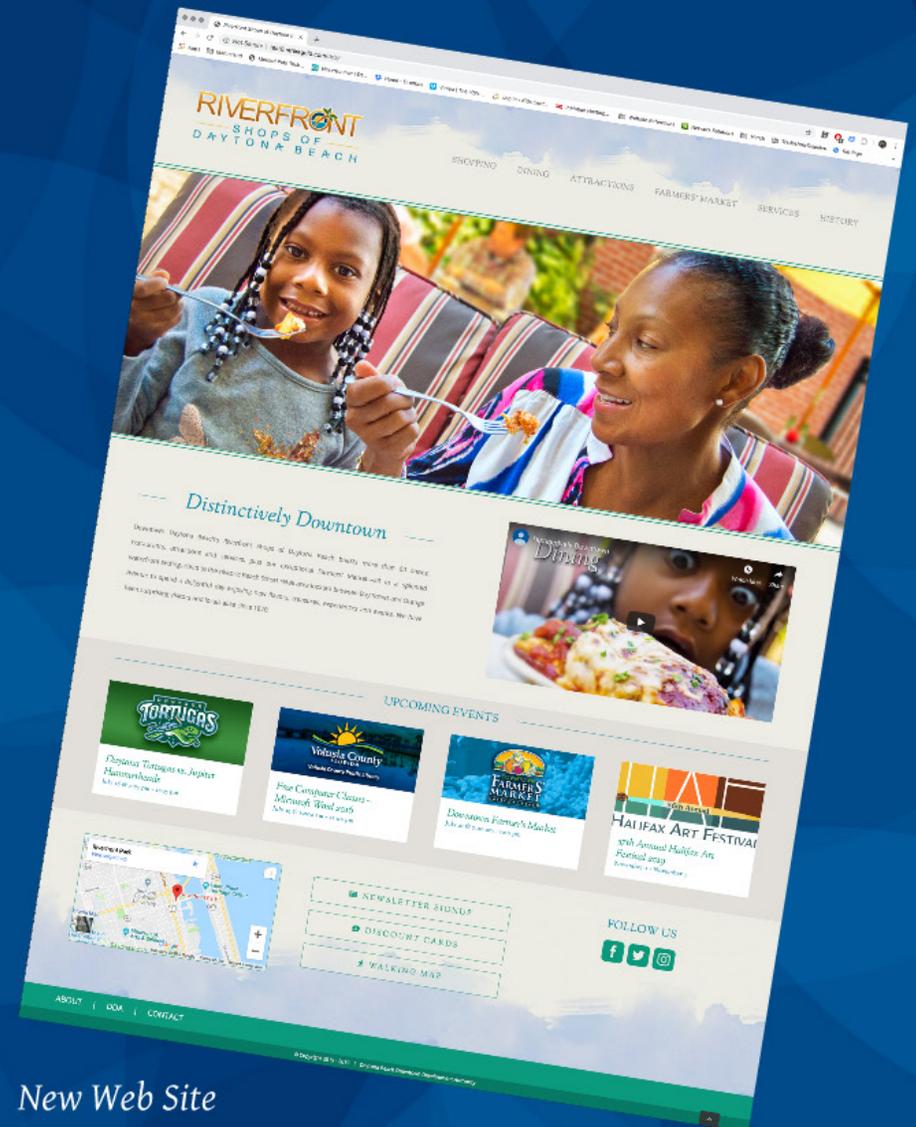


Farmers' Market Facebook Ad

1. RIVERFRONT SHOPS

Campaign Update

- **WEBSITE –**
 - *New Site is Programmed.*
 - *ADA Features Added.*
 - *(Client is Proofing Site Before it is MAde Live.)*



New Web Site

2. UPDATED TACTICAL PLAN

August 2019

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	6	13	20	27	3	10	17	24	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		\$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	1 Week																																\$45,000									
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	2 Days																																N/A									
QUARTERLY RESEARCH	Surveys among merchants, customers, and business prospects. (Research conducted in Oct., Nov., Jan., Feb., April.)	2 Weeks	1 Week																																N/A									
B. TECHNICAL FEES & SUPPLIES																																\$12,822												
TECHNICAL FEES	Fees for MailChimp (\$550), domains (\$750), and web hosting (\$400 - \$37.50/mo.), plus new website expense (5,000.)	N/A	N/A	\$587.50		\$37.50		\$37.50		\$787.50		\$37.50		\$37.50		\$37.50		\$37.50		\$37.50		\$2,537.50		\$2,537.50		\$37.50		\$37.50		\$37.50		\$37.50		\$6,750										
PRINTED MATERIALS	Kiosk posters (5 printings - \$100/ea.), rack brochure printing (\$1,363) and distribution (\$489/mo.), plus \$2,253 past due.	3 Weeks	N/A	\$500												\$2,253		\$1,363		\$1,956														\$6,072										
C. DOWNTOWN BRAND MARKETING																																\$31,922												
TELEVISION MEDIA	Spectrum Reach station media, plus GOLD production (\$2,750).	3 Weeks	2 Week			\$4,250		\$1,500		\$600		\$600		\$600		\$600		\$600		\$600														\$8,300										
ONLINE MEDIA	Google geo/content targeted ads for shopping, dining, and entertainment (including remarketing).	2 Weeks	1 Week	\$400		\$600		\$600		\$600		\$500		\$500		\$500		\$400		\$400		\$400		\$400		\$400		\$400		\$400		\$400		\$5,700										
SOCIAL MEDIA	Geo/age targeted advertising on social media sites, such as Facebook and Instagram.	2 Weeks	1 Week	\$400		\$600		\$600		\$600		\$500		\$500		\$500		\$400		\$400		\$400		\$400		\$400		\$400		\$400		\$400		\$5,700										
IN-ROOM CONCIERGE BOOK	Distributed in local hotels. (\$16,907 gross, \$6,407 net after co-op.)	2 Mo.	1 Mo.	\$6,407																														\$6,407										
TORTUGAS PROGRAM MEDIA	Program print ad. (Net amount paid by DDA in 2018 - \$1,975.)	3 Mo.	2 Mo.													\$1,975																		\$1,975										
COMMUNITY NEWS	Three Observer Group North & South editions (\$440 ea.), plus online advertising.	3 Weeks	2 Weeks	\$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		\$1,200										
D. DOWNTOWN DEV. MARKETING																																TBD												
ONLINE MEDIA	"Live, Work, Play." website (GOLD pro bono), plus Google ads (1BD).	2 Weeks	1 Week																																N/A									
E. DOWNTOWN EVENTS																																\$33,052												
BOO BASH	Advertising and event fees - 10/27.	4 Weeks	3 Week	\$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	3 Week			\$10,000																												\$10,000										
HOLIDAY WINE WALK	Advertising and event fees - 12/1.	4 Weeks	3 Week					\$4,805																										\$4,805										
CHILI TOUR	Advertising and event fees - 1/12.	4 Weeks	3 Week							\$2,537																								\$2,537										
BEER & BACON TOUR	Advertising and event fees - 2/23.	4 Weeks	3 Week									\$1,030																						\$1,030										
ART ATTACK & WINE TOUR	Advertising and event fees - 3/23.	4 Weeks	3 Week										\$3,060																					\$3,060										
EGGSTRAVAGANZA	Advertising and event fees - 4/13.	4 Weeks	3 Week													\$4,420																		\$4,420										
SOUTHERN SEAFOOD COOK-OFF (CANCELLED)	Advertising and event fees - 5/11. [Cancelled]	4 Weeks	3 Week																															N/A										
BREWS & BURGER WALK	Advertising and event fees - 6/29.	4 Weeks	3 Week																			\$1,500												\$1,500										
F. FARMERS' MARKET																																\$7,200												
IN-ROOM CONCIERGE BOOK	Distributed at local hotels. Included in the Riverfront Shops section. (Net amount paid by DDA.)	3 Mo.	2 Mo.	\$1,000																														\$1,000										
SOCIAL MEDIA	Geo/age targeted ads on social media sites.	2 Weeks	1 Week	\$150		\$150		\$150		\$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	1 Week	\$150		\$150		\$150		\$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	3 Week																																N/A									
BROCHURE RACK CARDS	Farmers' Market included in Riverfront Shops brochure.	2 Weeks	1 Week																																N/A									
FARMERS' MARKET OBSERVER ADVERTISING	Included in Observer digital and print advertising campaign.	3 Weeks	2 Weeks																																N/A									
SNAP MARKETING	Fall "soft launch" expenses for printing and media. (Also includes \$1,000 for tokens and technology.)	3 Weeks	2 Weeks																																\$2,800									
TOTAL				\$21,785		\$19,638		\$11,693		\$9,275		\$6,818		\$8,998		\$14,436		\$6,351		\$8,444		\$7,488		\$10,088		\$4,988		\$		\$		\$ 129,996												

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

See the Full Plan.

3. ONLINE ANALYTICS

July 2019



See the Full Report Including Year-Over-Year Data.

4. FY-2019-2020 Discussion

- MARKETING BUDGET – \$145,000 Which Includes \$40,000 for Event Marketing (Fees and Advertising).

TOTAL BUDGET = \$145,000 Budget (\$40,000 Budget for Events)

MEDIA	DESCRIPTION	SPACE CLOSE	MAT. CLOSE	OCT			NOV			DEC			JAN			FEB			MAR			APR			MAY			JUNE			JULY			AUG			SEPT			TOTALS											
				7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8		15	22	29	6	13	20	27	3	10	17	24
A. GENERAL MARKETING SERVICES																																\$92,975																			
SUPPLIES	Printed materials and distribution fees. Kiosk posters (6 printings - \$100/ea.), rack brochure and insert printing (\$3,300), and distribution (\$500/mo.) at hotels, visitor centers and vacation rentals.	N/A	N/A	\$3,800	\$600	\$500	\$600	\$500	\$600	\$500	\$600	\$500	\$600	\$500	\$600	\$500	\$600	\$500	\$600	\$500	\$600	\$500	\$600	\$500	\$600	\$500	\$600	\$500	\$600	\$500	\$600	\$500	\$600	\$500	\$600	\$9,900															
TECHNICAL SERVICES	Fees for MailChimp (\$550), domains (\$100), and web hosting (\$150), plus new photography (\$5,000). (NOTE: Website produced in FY 2018-2019 budget.)	N/A	N/A	\$5,800																															\$5,800																
PROFESSIONAL SERVICES	Marketing agency fees for strategic planning, media negotiations, email marketing, online/offline advertising, social media, public relations, and related copywriting, design, and production.	N/A	N/A	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$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																
DOWNTOWN MARKETING	Media costs for online, social, and offline advertising.	N/A	N/A																																N/A																
Online	Google geo-targeted search and display ads (including remarketing).	2 Weeks Prior	1 Week Prior	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,000	\$900	\$900	\$850	\$900	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$11,250																
Social	Social media geo-targeted ads (including remarketing).	2 Weeks Prior	1 Week Prior	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,000	\$900	\$900	\$850	\$900	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$11,250																
Offline	Ads in community newspapers including Farmers' Market (\$600/week). Also includes Tortugas program ad (\$1,975 in April).	3 Weeks Prior	2 Weeks Prior	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$600			\$1,975																						\$9,775																	
B. DOWNTOWN EVENTS																																\$39,700																			
EVENT MARKETING	Event fees, prizes, and marketing. (\$10,000 for Halifax Art Fest, prize & advertising, plus \$1,500/month for additional monthly events, and \$1,200 per event for advertising.)	4 Weeks Prior	3 Week Prior	\$2,700	\$10,000	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$2,700	\$39,700																	
C. FARMERS' MARKET																																\$12,200																			
SUPPLIES	Printed materials and distribution fees. (Included in General Marketing.)	N/A	N/A																															N/A																	
SNAP MARKETING	Printing and media purchases (including \$400/week for community newspapers, plus radio remotes).	4 Weeks Prior	3 Week Prior	\$3,000	\$2,800																													\$5,600																	
FARMERS' MARKET MARKETING	Media costs for online, social, and offline advertising.	4 Weeks Prior	3 Week Prior																															N/A																	
Online	Google geo-targeted search and display ads (including remarketing).	2 Weeks Prior	1 Week Prior	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$3,600																		
Social	Social media geo-targeted ads (including remarketing).	2 Weeks Prior	1 Week Prior	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$3,000																		
Offline	Included in Downtown Marketing noted above.	3 Weeks Prior	2 Weeks Prior																															N/A																	
TOTAL				\$23,600	\$21,520	\$11,500	\$11,600	\$10,100	\$9,400	\$11,275	\$9,300	\$9,100	\$9,200	\$144,875																																					

Production
Materials Distributed/Run
Task Completed

5. QUESTIONS & ANSWERS



*Thank You
for Your
Partnership!*



RIVERFRONT SHOPS OF DAYTONA BEACH FARMERS' MARKET SNAP MATERIALS

Prepared by GOLD & Associates • Thursday, July 17, 2019
UPDATED July 29, 2019 and August 22, 2019

Flier Front



FRESH FOOD IN A SNAP!



Farmers' Market To Accept SNAP/EBT

Daytona Beach families enrolled in the Supplemental Nutrition Assistance Program (SNAP) will be able to use their benefits at the Downtown Farmers' Market beginning this fall.

HOW IT WORKS

Getting farm-fresh produce for your family will be as easy as 1-2-3:

1. Visit the **Farmers' Market** held every Saturday from 7 a.m. to 1 p.m. on City Island in the Jackie Robinson Ballpark parking lot.
2. Head to the **Farmers' Market Tent**, and scan your Electronic Benefit Transfer (EBT) card. You'll receive tokens that you can use to buy food from participating vendors at the Market.
3. Shop the **Market** to purchase SNAP eligible items. (See the reverse side for more information.)

LEARN MORE

For more information on the Daytona Beach Downtown Farmers' Market, visit RiverfrontShopsOfDaytona.com.

To learn more about SNAP, please visit MyFlorida.com/AccessFlorida, or call 866-762-2237.

CITY ISLAND EVERY SATURDAY | This Fall | 7am-1pm
— Historic Jackie Robinson Ballpark Parking Lot • 105 East Orange Avenue —

RIVERFRONT SHOPS OF DAYTONA BEACH FARMERS' MARKET SNAP MATERIALS

Prepared by GOLD & Associates • Thursday, July 17, 2019
UPDATED July 29, 2019 and August 22, 2019

Flier Back

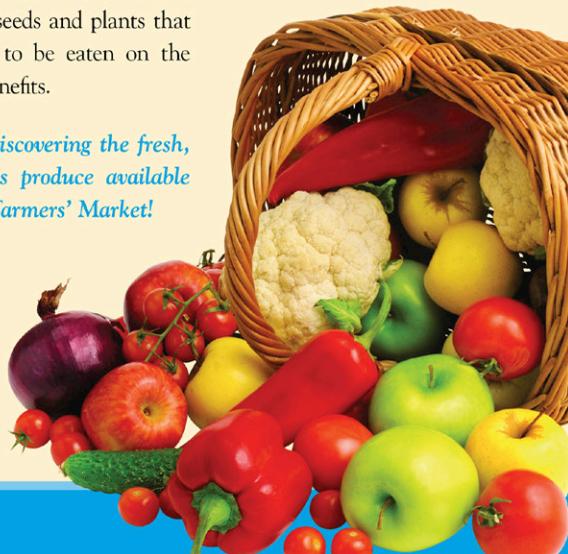


ELIGIBLE FOODS

Most food you'll find at the Farmers' Market is SNAP approved. Eligible items include: fruits and vegetables; breads and cereals; meat, fish, and poultry; dairy products; and seeds and plants that produce food. Hot items or food intended to be eaten on the premises cannot be purchased with SNAP benefits.



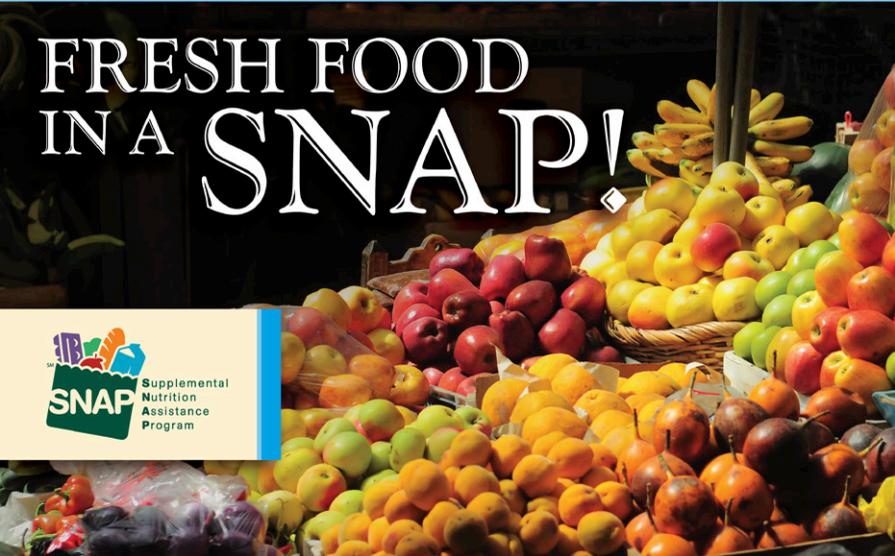
*Enjoy discovering the fresh,
delicious produce available
at the Farmers' Market!*



RIVERFRONT SHOPS OF DAYTONA BEACH FARMERS' MARKET SNAP MATERIALS

Prepared by GOLD & Associates • Thursday, July 17, 2019
UPDATED July 29, 2019 and August 22, 2019

Poster



**FRESH FOOD
IN A SNAP!**



EBT/SNAP Is COMING THIS FALL
— To Learn More, Visit RiverfrontShopsOfDaytona.com —



CITY ♦ ISLAND EVERY SATURDAY | This Fall | 7am-1pm
— Historic Jackie Robinson Ballpark Parking Lot • 105 East Orange Avenue —

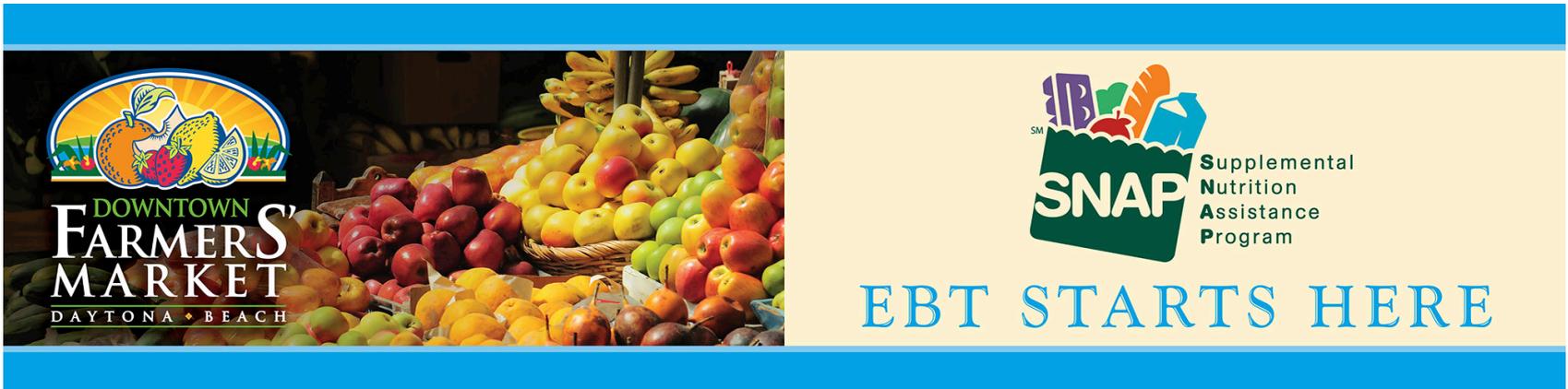
Poster Size: 12" x 18"

Page 3 of 6

**RIVERFRONT SHOPS OF DAYTONA BEACH
FARMERS' MARKET SNAP MATERIALS**

Prepared by GOLD & Associates • Thursday, July 17, 2019

Banner

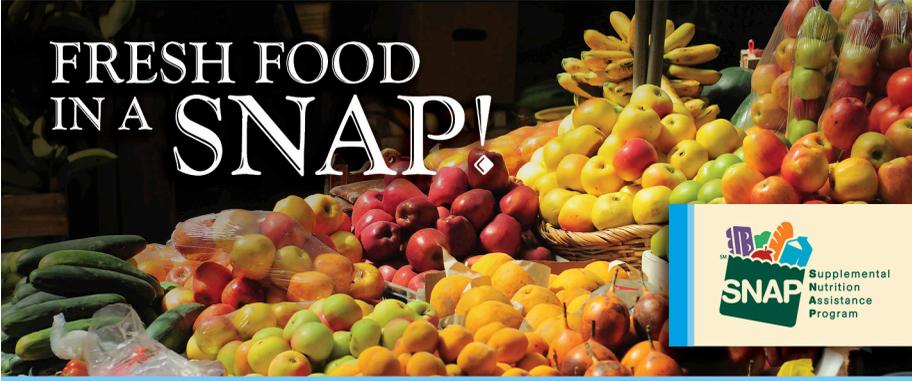


Banner Size: 8' x 2'

RIVERFRONT SHOPS OF DAYTONA BEACH FARMERS' MARKET SNAP MATERIALS

Prepared by GOLD & Associates • Thursday, July 17, 2019
UPDATED July 29, 2019 and August 22, 2019

Newspaper Ad



**FRESH FOOD
IN A SNAP!**



EBT/SNAP Is COMING THIS FALL
— To Learn More, Visit RiverfrontShopsOfDaytona.com —



CITY ISLAND EVERY SATURDAY | This Fall | 7am-1pm
Historic Jackie Robinson Ballpark Parking Lot • 105 East Orange Ave

Ad Size: 3col x 5"

RIVERFRONT SHOPS OF DAYTONA BEACH FARMERS' MARKET SNAP MATERIALS

Prepared by GOLD & Associates • Thursday, July 17, 2019
UPDATED July 29, 2019 and August 22, 2019

E-Blast Series



FRESH FOOD IN A SNAP!



EBT/SNAP Is COMING THIS FALL

Getting farm-fresh produce for your family will be as easy as 1-2-3:

1. Visit the **Farmers' Market** held every Saturday from 7 a.m. to 1 p.m. on City Island in the Jackie Robinson Ballpark parking lot.
2. Head to the **Farmers' Market Tent**, and scan your Electronic Benefit Transfer (EBT) card. You'll receive tokens that you can use to buy food from participating vendors at the Market.
3. **Shop the Market** to purchase SNAP eligible items.



CITY ♦ ISLAND EVERY SATURDAY | This Fall | 7am-1pm
— Historic Jackie Robinson Ballpark Parking Lot • 105 East Orange Avenue —

DAYTONA BEACH DDA

NEW RIVERFRONT SHOPS WEBSITE

Prepared by GOLD & Associates • Thursday, August 22, 2019

SITE PREVIEW LINK

The programming of the new Riverfront Shops for Daytona Beach website has been completed, and it is available for preview on GOLD's test server at: <http://test8.strikegold.com/dda/>.

Key features of the new website include:

- **ENHANCED USER EXPERIENCE** – The site includes refreshed graphics, streamlined navigation, improved organization, and a stronger mobile experience;
- **IMPROVED SECURITY** – The site has up-to-date software for greater security, and it will be uploaded to a City-controlled hosting account to ensure that it remains live and reaching Downtown visitors for years to come; and
- **ADA COMPLIANCE** – This site incorporates ADA compliance accessibility features including:
 - **COMPLIANT PROGRAMMING**: The site's WordPress theme was programmed to be compliant with the Web Content Accessibility Guidelines (WCAG) 2.0 established by the World Wide Web Consortium (WC3), the main international standards organization for the World Wide Web;
 - **ACCESSIBILITY TOOLS**: The website includes a built-in accessibility menu with a variety of interactive tools to make the site accessible, including keyboard navigation, contrast controls, text resizing, font adjustment, audio page reading, and more; and
 - **IMAGE DESCRIPTIONS**: The website uses alt-text image descriptions to assist persons using screen readers.

Thank you for your partnership!

DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY

2018 - 2019 MARKETING FLOWCHART

Updated August 13, 2019 • August 16, 2019

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	#									
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																																				\$12,822																												
TECHNICAL FEES	Fees for MailChimp (\$550), domains (\$750), and web hosting (\$400 - \$37.50/mo.), plus new website expense (5,000.)	N/A	N/A	\$587.50					\$37.50					\$37.50					\$787.50					\$37.50					\$37.50					\$37.50					\$37.50					\$37.50					\$2,537.50					\$2,537.50					\$37.50					\$6,750
PRINTED MATERIALS	Kiosk posters (5 printings - \$100/ea.), rack brochure printing (\$1,363) and distribution (\$489/mo.), plus \$2,253 past due.	3 Weeks Prior	N/A	\$500					-					-					-					-					\$2,253					\$1,363					\$1,956					-					-					-					\$6,072					
C. DOWNTOWN BRAND MARKETING				Halloween					Thanksgiving				Christmas					New Year				Valentine's				-				-					Memorial Day				-				Independence Day					-					Labor Day					\$31,922						
TELEVISION MEDIA	Spectrum Reach 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					\$400					\$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					\$400					\$400					\$400					\$400					\$400					\$5,700					
IN-ROOM CONCIERGE BOOK	Distributed in local 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	-					-					-					-					-					-					-					-					-					-					-					N/A					
E. DOWNTOWN EVENTS				Boo Bash & Dream Cruise					Halifax Art Festival				Holiday Wine Walk					Chili Walk				Beer & Bacon Tour				Art Attack & Wine Walk				Eggstravaganza					CANCELLED				Brews & Burgers					-					\$33,052															
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	-					-					-					-					-					-					-					-					-					-					N/A										
BREWS & BURGER WALK	Advertising and event fees - 6/29.	4 Weeks Prior	3 Week Prior	-					-					-					-					-					-					-					\$1,500					-					-					\$1,500										
TBD	Advertising and event fees - 7/20.	4 Weeks Prior	3 Week Prior	-					-					-					-					-					-					-					-					-					-					N/A										

DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY

2018 - 2019 MARKETING FLOWCHART

Updated August 13, 2019 • August 16, 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		\$7,200
IN-ROOM CONCIERGE BOOK	Distributed at local hotels. Included in the Riverfront Shops section. (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
SNAP MARKETING	Fall "soft launch" expenses for printing and media. (Also includes \$1,000 for tokens and technology.)	3 Weeks Prior	2 Weeks Prior	-	-	-	-	-	-	-	-	-	-	\$2,600	-		\$2,600
TOTAL				\$21,785	\$19,638	\$11,693	\$9,275	\$6,818	\$8,998	\$14,436	\$6,351	\$8,444	\$7,488	\$10,088	\$4,988		\$ 129,996

Materials to be Produced

Materials to be Distributed/ Run

Task Completed

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 • 08/22/19

Job	Action Steps
BROCHURES – <i>Visitors Centers, Lodging, Etc.</i>	Distribution started 6/1. (Designed merchant insert for FY 2019-2020. Awaiting client approval.)
COMMUNITY PRINT ADVERTISING – <i>Newspapers & Magazines</i>	Observer campaign finished. (Community papers buy proposed for SNAP, including Daytona Times.)
CO-OP ADVERTISING – <i>In-Room Book, Etc.</i>	Book runs through Sept. (Merchants did not select co-op programs in latest research.) Not recommended.
E-BLASTS – <i>Consumer (Riverfront Shops Guests/Prospects)</i>	Write & distribute eblasts monthly. SNAP blast designed and elements sent to the City to deploy.
E-BLASTS – <i>Merchant (Marketing/DDA Updates)</i>	Distribute on an ongoing basis featuring special events. Last blast featured Brews & Burger Walk. (Next to feature the Farmers' Market.)
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. Created SNAP announcement materials. (Posters, flyers, and banners being printed.) New "Market on Magnolia" branding underway.
GOOGLE ADS – <i>Ongoing Campaign</i>	Ongoing search and display advertising. (Prepare/present analytics monthly.)
KIOSK DIRECTORIES – <i>Maps & Listings</i>	Updated 5-6 times per year. (Last updated with Brews & Burger Walk.)
ONLINE CALENDAR UPDATES – <i>Website & Facebook</i>	Updates made to website and social media on a daily/weekly basis.
PRESS RELEASES – <i>Businesses & Events</i>	Write & distribute releases monthly. (Review those from the City, County, and VCB weekly.)
RESEARCH – <i>Consumer (Riverfront Shops & Farmers' Market.)</i>	Write, program, and distribute surveys annually. (Last conducted in December. Findings presented to DDA in January/February.)
RESEARCH – <i>Merchant</i>	Write, program, and distribute surveys quarterly. (Last conducted in April. Findings presented to DDA in April/May.)
SNAP – <i>Announcement Materials</i>	Prepared announcement plan with cost estimates. Created press release and layouts for flyers, posters, and print ads. Materials for "soft opening" being printed and ads being placed in the Daytona Times.
SOCIAL MEDIA ADVERTISING – <i>Facebook</i>	Ongoing advertising focused on events, along with general Riverfront Shops and Farmers' Market ads. (Campaign updated weekly.)
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>	New events posted weekly as received. Event organizers also to post. "Liked" merchants' pages as Riverfront Shops page.
STRATEGIC MARKETING PLAN – <i>Annual</i>	Annual plan developed and presented to DDA in Jan. and Feb. (Discussed at April meeting.)
TACTICAL PLAN – <i>Monthly</i>	Updated for the City and DDA monthly. Revised costs and tactics for the new fiscal year in June, July, and August. (Awaiting client approval.)
TELEVISION – <i>Cable, In-Room, Etc.</i>	Commercial ended in April. In-Room runs through September.
WEBSITE – <i>Riverfront Site Listing & Content Updates</i>	Maintain and optimize continuously, including calendar. New site programmed with additional security and ADA features added. (Client is proofing site and new host to be secured ASAP.)

DAYTONA BEACH DDA

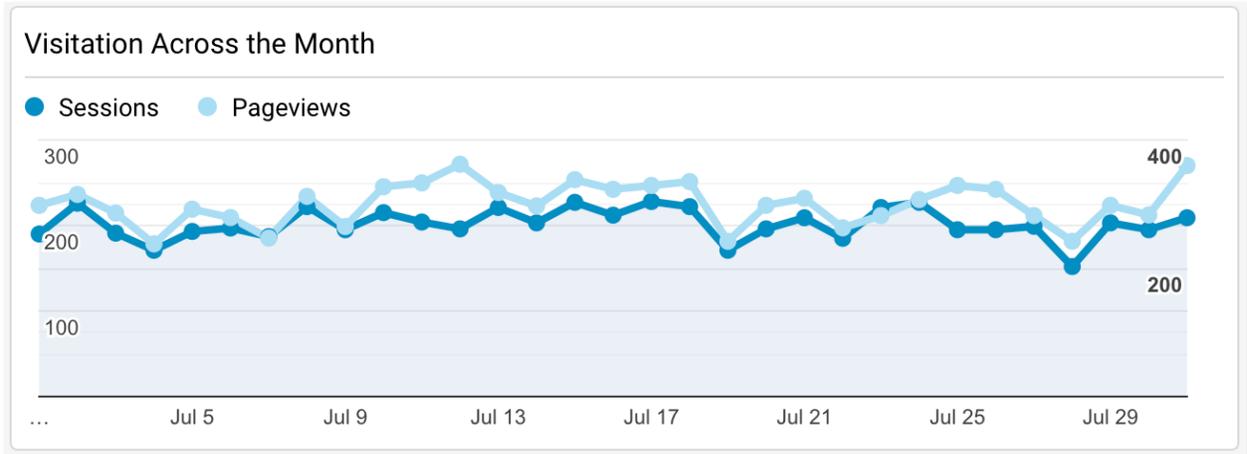
JULY 2019 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • August 13, 2019 • Updated August 21, 2019

The Riverfront Shops online campaign has continued to generate significant engagement. Below are the key results for consideration by the DDA Board. Overall, site traffic increased from June.

Overall Traffic

WEBSITE VISITATION TRENDLINE



Overall, July had 5,864 sessions (up 7% from June) and 9,312 pageviews (up 8% from June). Visitation was fairly even across the month.

TOP PAGES

Most Viewed Pages		
Page		Pageviews
/		4,006
/farmers-market/		1,835
/shopping/		1,132
/dining/		435
/attractions/		258
/events/		172
/brochures/		159
/farmers-market-merchants/		120
/photo-gallery/		118
/downtown-daytona-beach/		98

The Home and Farmers' Market pages were again the most visited overall, with those for dining, shopping, and attractions totaling 1,825. (/ = Home Page.)

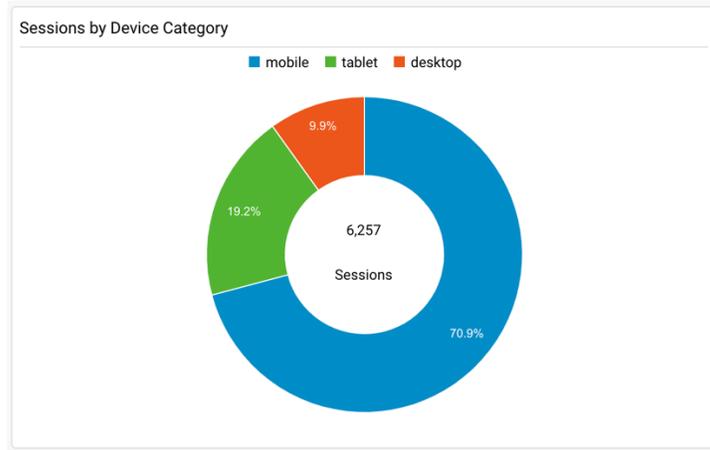
DAYTONA BEACH DDA

JULY 2019 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • August 13, 2019 • Updated August 21, 2019

Overall Traffic *(Continued)*

TRAFFIC TYPE



Mobile visitation continued to outpace desktop and tablet traffic by a wide margin. (The new website better leverages this trend.)

KEY TRAFFIC SOURCES

Source / Medium	Sessions
google / cpc	3,599
facebook_ads / cpc	933
google / organic	723
(direct) / (none)	442
daytonabeach.com / referral	336
bing / organic	42
codb.us / referral	33
yahoo / organic	28
m.facebook.com / referral	25
l.facebook.com / referral	18

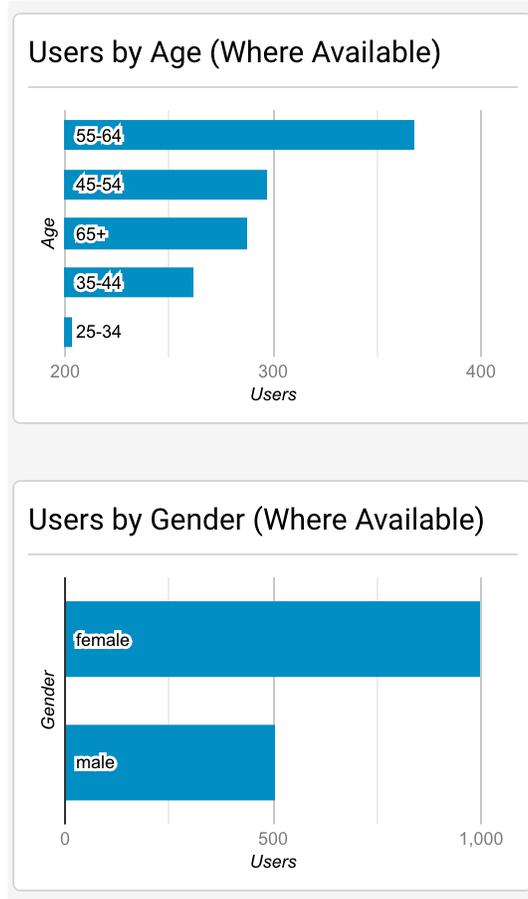
Google and Facebook advertising were the largest traffic sources. (Little or no traffic comes from traditional advertising partner sites and increasingly less from the City or CVB.)

DAYTONA BEACH DDA JULY 2019 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • August 13, 2019 • Updated August 21, 2019

Overall Traffic *(Continued)*

DEMOGRAPHICS AND GENDER



Site visitors represented every adult age group, and they were predominantly more senior women. (Special events attract visitation from a younger audience.)

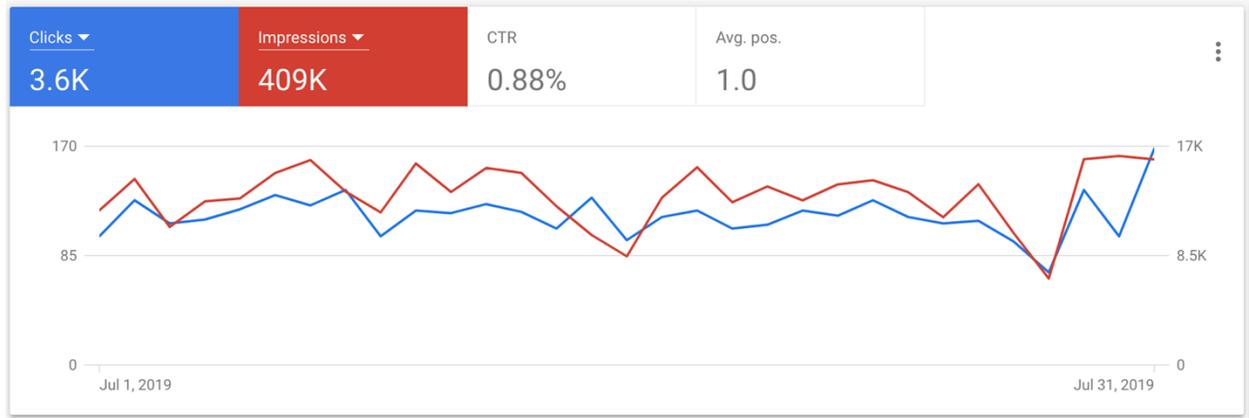
DAYTONA BEACH DDA

JULY 2019 ONLINE ANALYTICS REPORT

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Online Advertising

GOOGLE ADVERTISING



The Google Ads campaign generated 3,607 clicks in July (similar to June). Popular keywords included “Daytona Beach Area,” “Daytona Beach Events,” and “Shops in Daytona Beach,” although the majority of traffic came from display advertising.

FACEBOOK ADVERTISING



The Facebook advertising in July generated a total of 1,168 link clicks– up 3% over June – of which 284 were for the Farmers’ Market. Overall, a majority of people who clicked the ads were women 45+.

The Riverfront Shops Facebook page had 10,845 “likes” as of July 21, and the Farmers’ Market page had 2,057 “likes” (a modest increase for both).

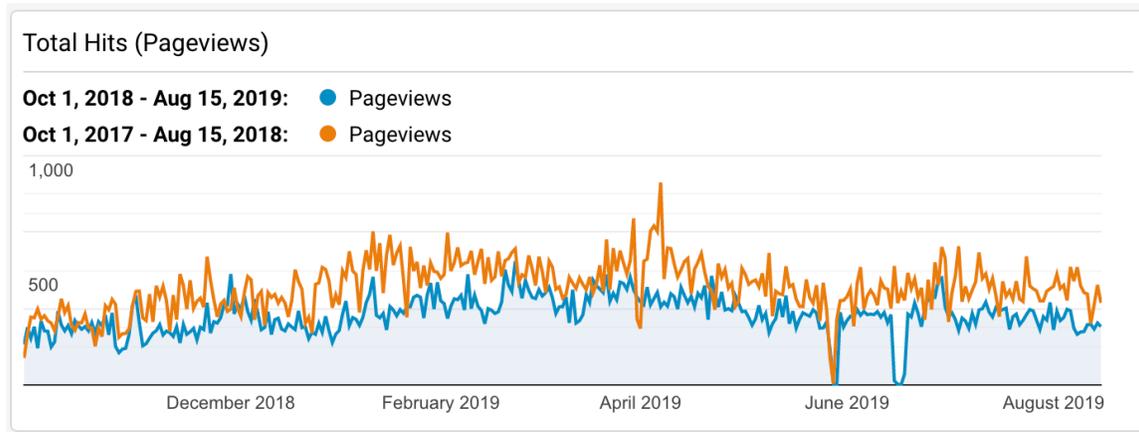
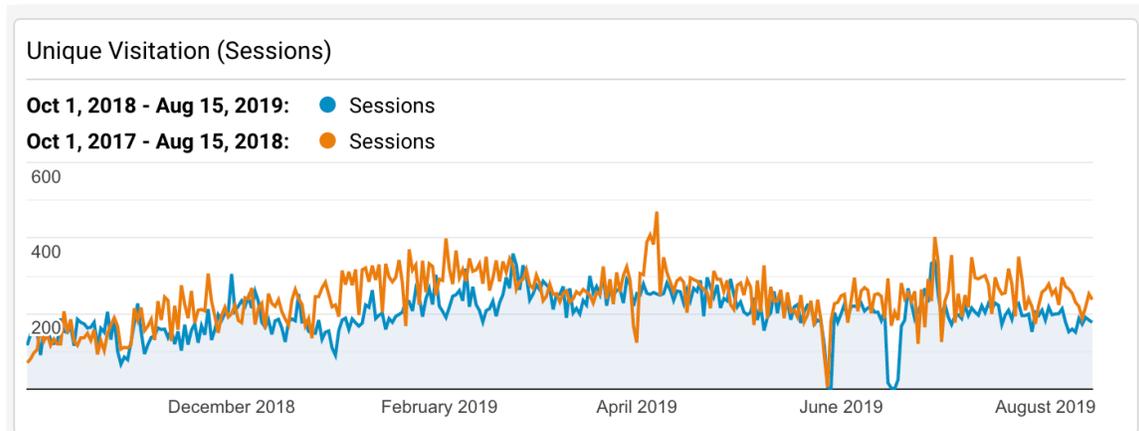
DAYTONA BEACH DDA

JULY 2019 ONLINE ANALYTICS REPORT

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Year-Over-Year Visitation

As the current fiscal year has not yet concluded, we have used the date range of October 1 – August 15 to compare campaign results from FY 2017-2018 to FY 2018-2019.



The above charts show that sessions decreased 16% (64,310 vs 76,819) and pageviews decreased 28% (97,986 vs. 135,660). Key reasons for the change include:

- An out-of-date website (*which is being replaced*);
- Website downtime (*which the new site will avoid*); and
- Fewer special events to stimulate visitor interest (*which is being corrected*).

