

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, October 22, 2019 8:00 a.m.
Conference Room 149-B

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

	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: October 2, 2019
4. **DDA Staff Report**
 - a. Event Update
 - b. Monthly Financial Report
 - c. Farmers Market Update
 - d. Downtown Projects Update
 - e. Public Safety Update
5. **Gold & Associates Presentation**
 - a. Monthly Presentation
6. **Public Comments**
7. **Board Comments**
8. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, October 2, 2019**

The meeting of the Downtown Development Authority was held Tuesday, October 2, 2019, at 4:00 p.m. in Conference Room 149B, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members Present

Ms. Sheryl Cook, Vice Chair
Ms. Quanita May, Commissioner
Mr. Joseph Hopkins

Board Members Absent

Mr. Michael Sznajstajler, Chair
Ms. Tammy Kozinski

Staff Members Present

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

1. Call to Order

Ms. Cook called the meeting to order at 4:05 p.m.

2. Roll Call

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

3. Approval of Minutes

a. Regular Meeting – July 18, 2019

A motion was made by Mr. Hopkins, seconded by Ms. May, to approve the minutes of the Special Meeting of August 18, 2019, as presented. The motion carried (3-0).

Ms. May asked that Allan Brewer be permitted to speak to the Board at this time.

Allan Brewer, 250 S. Beach Street, Daytona Beach, Florida spoke regarding special events. Mr. Brewer stated his business has been in the downtown for a long time and over the years, he has looked at the special events that are held. Mr. Brewer stated he could fix downtown Daytona's issues in a matter of days and it would be easy. Mr. Brewer stated he has proven himself in the past by doing the Art of the Automobile events which drew tens of thousands of people. Mr. Brewer stated the event was a draw of upscale people from Central Florida. Mr. Brewer stated the shows cannot be done downtown as they have been done in the past since there is now a competition of events held at One Daytona. Mr. Brewer stated the art show planned by One Daytona will have large prizes and will destroy the Halifax Art Show which is held in the downtown. Mr. Brewer stated a monumental art program should be held in Riverfront Park which would start with 15 monumental art pieces. Mr. Brewer stated all that would be needed from the city would be \$20,000 to build the platforms and to have the art pieces lit at night. Mr. Brewer stated having the pieces lit at night will slow up traffic along Beach Street and will culturally advance the area. Mr. Brewer stated people will stop to look at the art and then go to the restaurants for lunch or dinner. Mr. Brewer stated an Art Park will be a marketing bonanza for the city. Mr. Brewer stated an event should be held each month in the downtown. Mr. Brewer stated events could be planned around the Art Park, such as jazz weekend, dog days, children's day, athletic day, and Art of the Automobile. Mr. Brewer stated that way there would be 12 planned events each year. Mr. Brewer stated he would establish a board and set up the events gratis and the events could be started within six months. Mr. Brewer stated this would be an opportunity for the downtown merchants and it is not fair to the merchants to not have events on a regular basis.

Ms. May provided a copy of the lease for Riverfront Park to Mr. Brewer so he would be aware of any restrictions on the park use.

4. DDA Staff Report

a. Event Update

Mr. Berger stated the agreement with Bullseye Direct Marketing for Downtown Daytona Nights is included in the packet.

Mr. Jagger stated the permitting fees are covered as a DDA expense on Page 2, Section 4, for a total of \$5,200 including expenses. Mr. Jagger stated an agreement for the remainder of the events has been drafted and provided to Bullseye Direct Marketing and will be presented to the DDA at their next meeting.

Mr. Berger stated the issue of alcohol sales is being looked at by staff to determine if there will be any funds given back to the DDA.

Mr. Berger stated what is being considered is the city supplying the alcohol and city staff will conduct the sales.

Ms. May asked if a percentage of sales that will be returned to the DDA has been determined.

Mr. Jagger stated the sale of alcohol is not a part of the proposed contract and that could possibly be addressed in the contract for the remainder of the events.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. May, to approve the proposed contract with BullsEye Direct Marketing for the Downtown Daytona Nights event to be held on October 25, 2019, in accordance with the draft agreement as presented. The motion carried (3-0).

Mr. Berger presented the schedule of events for the remainder of the year.

Al Smith, BullsEye Direct Marketing, stated he is working on securing sponsorships for the events.

Mr. Berger stated he has a draft agreement that will be provided to the Board for the events and the final document will be presented to the DDA at their October meeting.

Mr. Smith stated he has been contacted by the Yacht Club for his involvement in the boat parade on December 7. Mr. Smith stated he is willing to be involved and the alcohol sales will come into play for that event.

Mr. Berger stated the DDA will be marketing the boat parade through Gold & Associates, as are other events whether they are DDA sponsored or not.

Mr. Hopkins stated he feels the DDA needs to give Ms. May direction on the percentage of alcohol sales the DDA would like to receive from events held in the downtown. Mr. Hopkins stated he previously suggested the DDA receive 20% of the alcohol sales.

Ms. May stated she agreed with 20%.

Ms. Cook asked if the alcohol sales would be part of the agreement that will be proposed for the remainder of the BullsEye Direct Marketing events.

Mr. Jagger stated the agreement will have to be coordinated with Mr. Smith as to how the revenue will be shared. Mr. Jagger stated an amended license agreement for cost sharing with the city would also have to be approved.

Ms. May stated her preference would be for the DDA to determine the percentage and the city transfer those funds to the DDA after an event.

Mr. Jagger stated if that is how it is handled, then BullsEye would not receive anything from alcohol sales.

Mr. Smith stated when an event is held and the street is closed, the promoter starts with a \$3,000 deficit since that is the cost to close the street. Mr. Smith stated he would like to see the money collected from the alcohol sales used to offset that fee. Mr. Smith stated the money transferred to the DDA should be used for marketing.

Mr. Jagger stated the DDA could pay the permitting cost and then there would be a separate agreement with the city for the alcohol sales and those funds would be deposited into the General Fund for however the DDA would like to use them. Mr. Jagger stated if that is how it is handled, then BullsEye Direct Marketing would not receive a share of the alcohol sales revenue.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. May, to authorize Ms. May to negotiate with the City Manager on behalf of the DDA for a shared profit agreement of alcohol sales for events held in the downtown at 25% on net profit. The motion carried (3-0).

b. **Monthly Financial Report**

Mr. Berger stated the Monthly Financial Report was included as part of the packet and stated the year end summary will be provided at the next meeting.

c. **Budget**

Mr. Berger stated the public hearing on the budget is this evening.

d. **Farmers Market Update**

Mr. Berger stated the SNAP program is operational.

Ms. May requested a PDF of the information on SNAP to provide to the Volusia County Health Department, DCF, and the Housing Authority. Ms. May stated she accompanied representatives of the Daytona Times to the Farmers Market and introduced them to the vendors.

Mr. Berger stated Charles Bryant was able to arrange for some students from Embry-Riddle to assist at the Farmers Market. Mr. Berger stated the musician is working out well.

Mr. Berger stated the Market at Magnolia is moving along and there has been great cooperation from the City Manager's Office. Mr. Berger stated Public Works is doing landscaping on Magnolia and the plans are to move the market after the first of the year.

e. **Downtown Projects Update**

Mr. Berger stated the day docks are in place but are hidden behind the growth but they are visible from the Sweetheart Trail.

f. **Public Safety Update**

Off. J. T. Thomas stated the park rules should be posted somewhere near the day docks since the park is closed at a specific time. Off. Thomas stated the area was overgrown with Brazilian Pepper trees and Volusia County was asked to remove the growth from their retention ponds, which has been done and it looks good. Off. Thomas stated the city needs to remove the pepper trees from the back side of their retention pond which would allow officers to see people that are in the area and would also make the day docks more visible.

Mr. Berger stated the area has been discussed with Public Works.

Ms. May stated she would try to find out more information on the removal of the pepper trees from that area.

Mr. Hopkins stated there was a dredging component for access to the docks but he never saw the area dredged.

Off. Thomas stated Sgt. Diaz retired.

Mr. Hopkins stated he needs to talk to someone about things that are happening at Marina Point.

Mr. Jagger left the meeting at 5:05 p.m.

5. **Gold & Associates Presentation**

Keith Gold, Gold & Associates, presented the monthly report on the activities of Gold & Associates. Mr. Gold reviewed the highlights of this past year, including the creation of the new website. Mr. Gold stated the SNAP program is operational and an ad has been prepared to help promote SNAP use. Mr. Gold stated during the last year, social media participation has increased and a new Strategic Marketing Plan was developed. Mr. Gold stated surveys have revealed that the greatest strength in the downtown is the historic riverfront location and parking and the homeless are the biggest issues facing the merchants. Mr. Gold stated a new brochure was created this year that is in all of the hotel racks.

Ms. Cook asked how often the brochure will be updated.

Mr. Gold stated at least every six months and maybe every quarter.

Mr. Gold stated a survey has been distributed to look at refreshing the brand. Mr. Gold stated the results of that survey will be provided to the DDA at the next meeting. Mr. Gold stated marketing of the new location for the Farmers Market will have to be done along with a new brand for the new market. Mr. Gold stated additional advertising will be needed for the revitalization of the downtown project.

Mr. Berger stated there are new staff members in the City Manager's office that help with promoting and providing information regarding the city. Mr. Berger stated they will coordinate with Gold & Associates on posting information to the city's website.

Mr. Gold stated he now receives information from the city every week, which is more frequently than before, and Mr. Gold stated he updates the

website with information almost every day. Mr. Gold stated there seems to be a better spirit of cooperation with the city.

Ms. Cook stated she thought Susan Cerbone or someone from her staff was going to be attending the meeting today regarding social media.

Mr. Berger stated he expected someone to attend today but will invite someone for the next meeting.

6. Public Comments

There were no public comments.

7. Board Comments

Ms. May asked relating to BullsEye Direct Marketing's events, is a separate permit needed for food trucks.

Mr. Smith stated food trucks are allowed with a permit in the city and the trucks must be inspected by the Fire Inspector.

Ms. May stated she would like to know who is responsible for obtaining the food truck permits.

Mr. Smith stated when he secures a special event permit, part of the application that must be determined is how many food vendors will be on site, the size of the tents, etc. but there aren't limitations in terms of trucks.

Mr. Berger stated it is the responsibility of the promoter to identify the food trucks but he will clarify the process.

Mr. Hopkins thanked Mr. Gold for his presentation on the progress made during the last year.

8. Adjournment

There being no further business, the meeting was adjourned.

Sheryl A. Cook, Vice 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: October 18, 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 October 18, 2019.

General Activities			
Revenues	Projection	Received to Date As of 10/18/19	Balance
Ad Valorem	\$ 137,927	\$ -	\$ 137,927.00
Downtown CRA Payment	\$ 55,567	\$ -	\$ 55,567.00
Interest	\$ 100	\$ -	\$ 100.00
Total	\$ 193,594	\$ -	\$ 193,594.00
Line Item	Appropriation	Spent to Date As of 10/18/19	Balance
Professional Services	\$ 45,000	\$ 3,750.00	\$ 41,250.00
Professional Services - Other	\$ 3,000	\$ -	\$ 3,000.00
Contract Services	\$ 1,000	\$ -	\$ 1,000.00
Care and Subsistence	\$ 500	\$ -	\$ 500.00
Advertising	\$ 34,000	\$ -	\$ 34,000.00
Events Promotion	\$ 5,000	\$ -	\$ 5,000.00
Supplies	\$ 2,000	\$ -	\$ 2,000.00
Memberships	\$ 450	\$ 420.00	\$ 30.00
Downtown CRA Payment	\$ 55,567	\$ -	\$ 55,567.00
Contingency	\$ 7,077	\$ -	\$ 7,077.00
Total	\$ 153,594	\$ 4,170.00	\$ 149,424.00

Farmers' Market Activities

Revenues	Projection	Received to Date	
		As of 10/18/19	Balance
Vendor Revenue	\$ 28,000	\$ 15.00	\$ 27,985.00
Sponsorship	\$ 2,000	\$ -	\$ 2,000.00
Market Booth Sales	\$ 6,000	\$ -	\$ 6,000.00
Total	\$ 36,000	\$ 15.00	\$ 35,985.00

Expenses	Appropriation	Spent to Date	
		As of 10/18/19	Balance
Market Manager	\$ 18,000	\$ -	\$ 18,000.00
Projects (SNAP Program)	\$ 3,000	\$ 200.00	\$ 2,800.00
Liability Insurance	\$ 1,500	\$ -	\$ 1,500.00
Advertising	\$ 6,000	\$ -	\$ 6,000.00
Marketing	\$ 1,500	\$ -	\$ 1,500.00
City Fees	\$ 1,500	\$ -	\$ 1,500.00
Booth Merchandise	\$ 3,000	\$ -	\$ 3,000.00
Booth Merchandise	\$ 1,500	\$ -	\$ 1,500.00
Total	\$ 36,000	\$ 200.00	\$ 35,800.00

Profit/Loss		\$ (185.00)	
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Downtown Event Activities

Revenues	Projection	Received to Date		Balance
		As of 10/18/19		
Vendor Revenue		\$	-	\$ -
Event Sponsorship	\$ -	\$	-	\$ -
Total	\$ -	\$	-	\$ -

Expenses	Appropriation	Spent to Date		Balance
		As of 10/18/19		
Event Promotion	\$ 40,000	\$	-	\$ 40,000.00
Total	\$ 40,000	\$	-	\$ 40,000.00

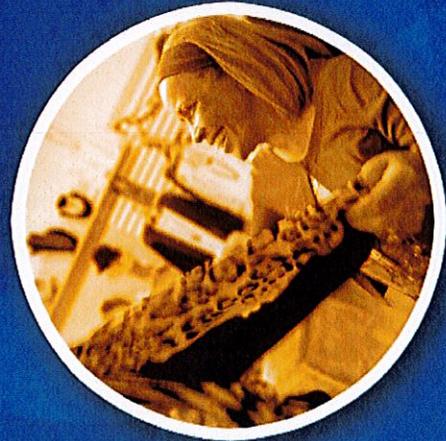
Profit/Loss	\$ -
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	Budget	Actual	Balance
Total DDA Revenues	\$ 229,594	\$ 15	\$ 229,579
Total DDA Expenditures	\$ 229,594	\$ 4,370	\$ 225,224
Balance	\$ -	\$ (4,355)	\$ 4,355

Notes:

1. Appropriations reflect budget approved at the DDA October 2, 2019 meeting.

THE CITY OF DAYTONA BEACH DDA



G O L D

Marketing Communications

Presentation

AGENDA



- 1.** September Tactical Highlights
- 2.** Brand Research Findings
- 3.** Questions & Answers



1. THE YEAR THAT WAS

Tactical Highlights

NEW WEBSITE:

- Launched 9/21, Sessions Were Up 44% over August.
- Pageviews Increased 30%.
- Users Were Predominantly Female Representing a Wide Range of Age Groups.



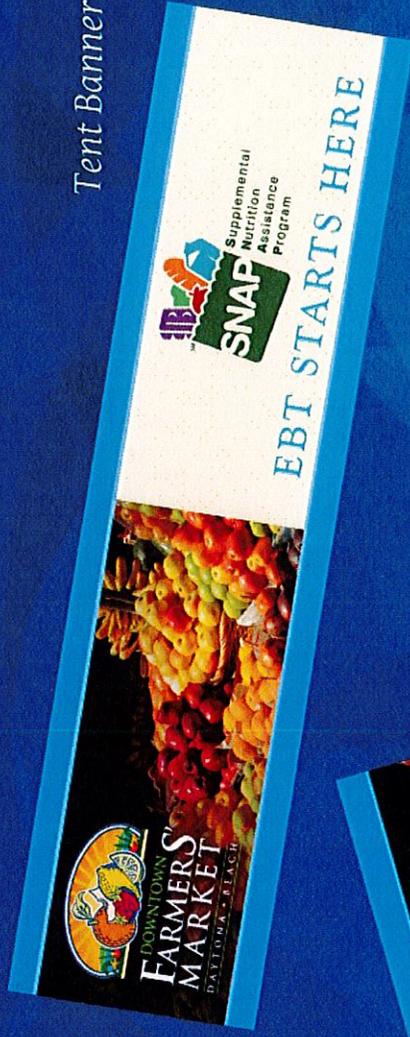
Mobile View

Desktop View

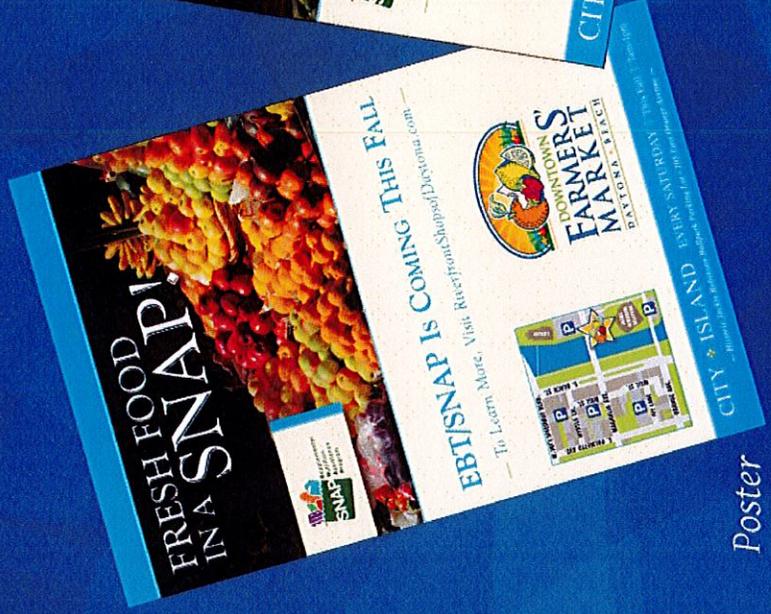
1. SEPTEMBER

Tactical Highlights

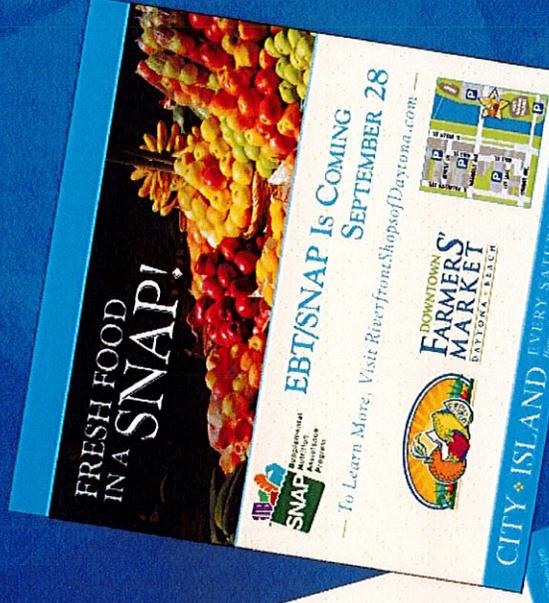
- SNAP PROGRAM:**
- Launched 9/28.
 - 5,963 New Prospects Visited the Farmers' Market Page on the Website.



Tent Banner



Poster



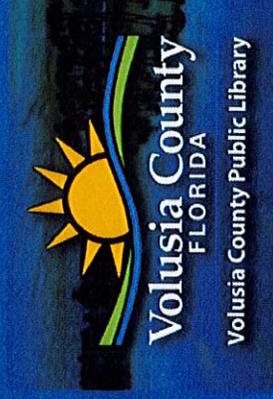
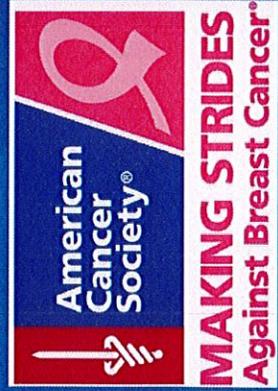
Ad

1. SEPTEMBER

Tactical Highlights

SPECIAL EVENTS:

- *Began Promoting Fall and Holiday Season Events.*

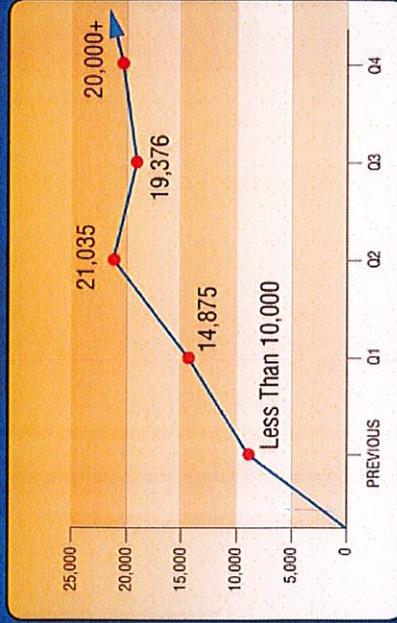


1. SEPTEMBER

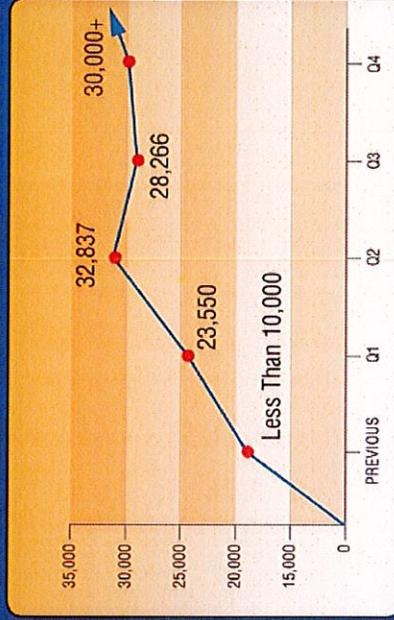
Tactical Highlights

IMPACTFUL CAMPAIGN:

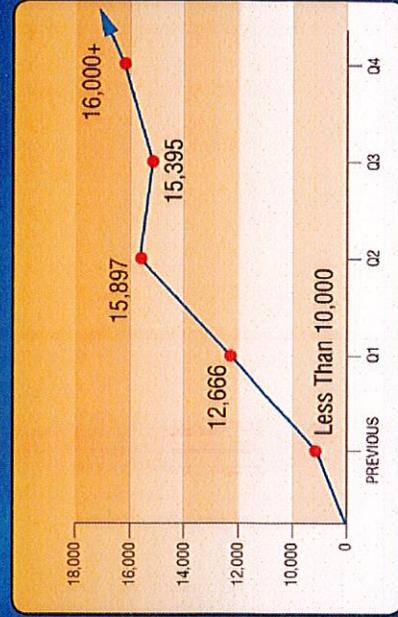
- Q4 Ended Stronger Than Projected.



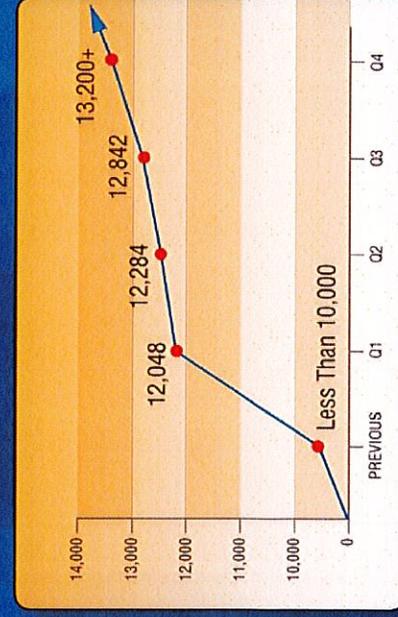
Sessions



Page Views



Ad Clicks



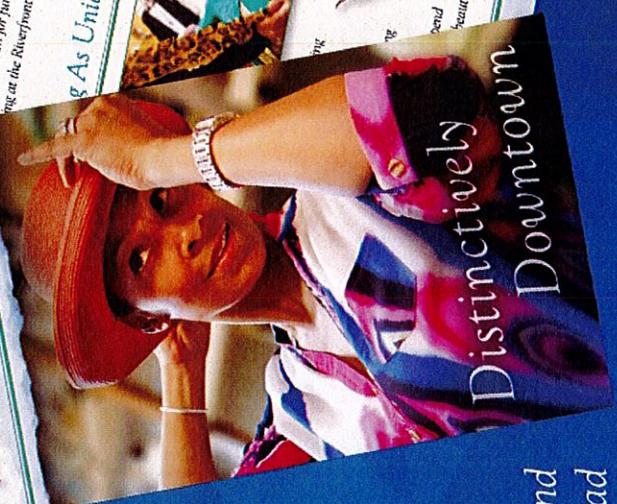
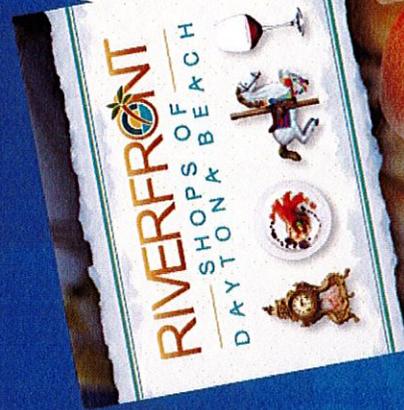
Social Media Likes

1. SEPTEMBER

Tactical Highlights

NEW BROCHURE:

- Finalizing New Merchant List.
- Will Be Used on the Brochure, Directories, and Website.



A Distinctive Destination



Discover a unique collection of over 60 shops, restaurants, attractions and more along our scenic riverfront. Experience our authentic local eateries, exceptional shopping, captivating history, and exciting events and activities. Make Downtown Daytona your destination for fun. There's always something new at the Riverfront Shops of Daytona Beach.

As Unique As You Are



...ing
...ve
...and
...beautiful riverfront.

Savor Our Local Flavor



Whether you desire American fare, international delicacies, vegan and vegetarian cuisine, delectable desserts, handcrafted coffee, or drinks on the town, our farmers, pubs, and cafes are always ready to serve.

Look no further to experience authentic local cuisine. For a memorable dinner date, quick lunch, or savory snack, our restaurants give a tantalizing taste of the City's very best.



The Sweetheart Trail



Nestled next to historic Beach Street along the Halifax River, this paved 1.5-mile trail begins at the Main Street Bridge, stretches south to Orange Avenue, and offers amenities like contemporary shaded awnings. Walk, run, or bike along this splendid section of the 2,900-mile East Coast Greenway.

Farmers' Market



For organic and local produce, homemade baked goods, fresh seafood and more, our Farmers' Market is open every Saturday from 7 a.m. to 1 p.m. at Jackie Robinson Ballpark.

Brochure Cover and
Interior Spread

1. SEPTEMBER

Tactical Highlights

E-MARKETING:

- Blasts Distributed Every 2-3 Weeks to Merchants and Customers.
- Consider Adding Prospects.

RIVERFRONT SHOPS OF DAYTONA BEACH

Distinctively Downtown Events

... October • 2019 ...

An Eventful Autumn Downtown

Full in line with the wide variety of special events coming to the Riverfront Shops of Daytona Beach in the days ahead.

From our exciting block party, to the popular Halifax Art Festival and so much more, there's truly something for everyone to enjoy in scenic downtown.

Take Our Online Survey

The City constantly strives to improve the marketing efforts for Downtown Daytona Beach. Please help us by completing a brief survey. It will only take a few minutes, and your responses will be kept confidential.

Thank you in advance for your assistance!

Take Our Survey!

Downtown Daytona Nights

Friday, October 25

Don't miss this incredible, free block party near Friday, October 25 from 5-11 p.m.!

Beach Street will be closed from Orange Avenue to 12th Street, so you can enjoy live music, food trucks, and special appearances from restaurants, dancers, and entertainers.

Take Our Survey!

Consumer
E-Blast

RIVERFRONT SHOPS OF DAYTONA BEACH

Merchant Minute

Prepared by GOLD • October 2019

Downtown Branding Survey

Thank you to everyone who has completed our survey to date. The card has not yet reached all of our merchants, but a few more are on their way. We will allow you to register with merchants, and we will use the information to help us better serve our customers and prospects.

Take Our Survey!

Share Your Events With Us

If your business has an upcoming event, a special sale, or a brief news item, please share it with us. We will feature your information on social media, in our e-blasts, and more.

Building your own social media following is an important part of your business. We will help you build your social media presence with our social media marketing services. We will help you build your social media presence with our social media marketing services. We will help you build your social media presence with our social media marketing services.

Take Our Survey!

Merchant
E-Blast

2. BRAND RESEARCH

Merchant & Customer Findings

REFRESHING OUR BRAND:

- *Two Rounds of Surveys Were Launched to Evaluate Our Nomenclature. (Merchant Database = 129; Customer Database = 2,279.)*
- *Six Alternatives Were Evaluated Plus Additional Names Were Solicited.*
- *"Riverfront Shops of Daytona Beach" and "Historic Downtown Daytona Beach" Were in a Statistical Tie.*
- *Three Descriptive Words Were Preferred Most:
– Riverfront, Downtown, and Historic.*

RIVERFRONT
SHOPS OF
DAYTONA BEACH

DISTINCTIVELY DOWNTOWN

Current Logo and Nomenclature

2. BRAND RESEARCH

Merchant & Customer Findings

REFRESHING OUR BRAND:

- *Descriptive Words Preferred the Least:*
 - Arts (or Arts District), and Marine (or Marine District).
- *Changing the Name Would Require Changing Our URL.*
- *Suggest Changing Only the Descriptive Copy to: "Historic Downtown."*

RIVERFRONT

— SHOPS OF —
D A Y T O N A B E A C H

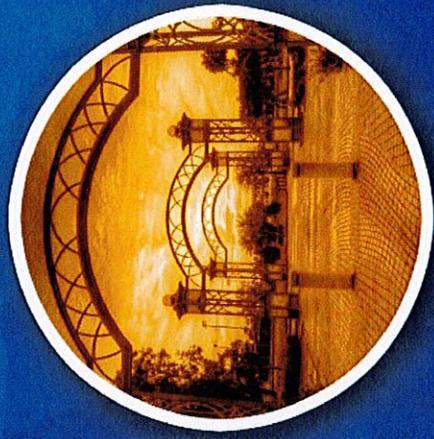
HISTORIC DOWNTOWN

NOTE: Full Report of the Findings to Come.

3. QUESTIONS & ANSWERS



*Thank You
for Your
Partnership!*



**DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY
2018 - 2019 MARKETING FLOWCHART**

Updated October 17, 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	1	8		15	22	29	5	12	19	26
A. PROFESSIONAL SERVICES																																			
AGENCY MARKETING SERVICES	Online, offline, and printed material updates, strategic planning, PR, and client communications.	N/A	N/A																																
INTERACTIVE/DATABASE MARKETING	Twice-monthly production and distribution of e-blasts (plus Downtown development).	2 Weeks	1 Week																																
STRATEGIC MARKETING PLAN	Including quarterly tactical plan updates based on research.	Prior	Prior																																
SOCIAL MEDIA POSTING	Regular posting on Facebook, Instagram, and others.	N/A	N/A																																
WEBSITE UPDATES	Weekly site updates and SEO for branding and development websites.	N/A	N/A																																
PUBLIC RELATIONS	Monthly press release writing and distribution for Downtown brand development/marketing.	1 Week	2 Days																																
QUARTERLY RESEARCH	Surveys among merchants, customers, and business prospects. (Research conducted in Oct., Nov., Jan., Feb., April, Sept.)	2 Weeks	1 Week																																
B. TECHNICAL FEES & SUPPLIES																																			
TECHNICAL FEES	Fees for MailChimp (\$500), domains (\$750), and web hosting (\$400 - \$37,500/mo.), plus new website expense (5,000).	N/A	N/A																																
PRINTED MATERIALS	Kiosk posters (9 printings - \$100/ea.), rack brochure printing (\$1,363) and distribution (\$488/mo.), plus \$2,253 past due.	3 Weeks	N/A																																
C. DOWNTOWN BRAND MARKETING																																			
TELEVISION MEDIA	Spectrum Reach station media, plus GOLD production (\$2,750).	3 Weeks	2 Weeks																																
ONLINE MEDIA	Google geo-targeted ads for shopping, dining, and entertainment (including remarketing).	2 Weeks	1 Week																																
SOCIAL MEDIA	Google targeted advertising on social media sites, such as Facebook and Instagram.	2 Weeks	1 Week																																
IN-ROOM CONCIERGE BOOK	Distributed in local hotels. (\$16,507 gross, \$6,407 net after co-ops).	2 Mo.	1 Mo.																																
TORTUGAS PROGRAM MEDIA	Program print ad. (Net amount paid by DDA in 2018 - \$1,975.)	Prior	Prior																																
COMMUNITY NEWS	Three Observer Group North & South editions (\$440 ea.), plus online advertising.	3 Weeks	2 Weeks																																
HOTEL TV	In-room TV channels to reach visitors.	Prior	Prior																																
D. DOWNTOWN DEV. MARKETING																																			
ONLINE MEDIA	"Live, Work, Play" website (GOLD pro bono), plus Google ads (TBD).	2 Weeks	1 Week																																
E. DOWNTOWN EVENTS																																			
BOO BASH	Advertising and event fees - 10/27.	4 Weeks	3 Weeks																																
DREAM CRUISE	DDA marketing support - 10/27.	Prior	Prior																																
HALIFAX ART FESTIVAL	Prize and advertising - 11/3 - 11/4 (\$5,000 prize, \$5,000 advertising.)	4 Weeks	3 Weeks																																
HOLIDAY WINE WALK	Advertising and event fees - 12/1.	4 Weeks	3 Weeks																																
CHILI TOUR	Advertising and event fees - 1/12.	4 Weeks	3 Weeks																																
BEER & BACON TOUR	Advertising and event fees - 2/23.	4 Weeks	3 Weeks																																
ART ATTACK & WINE TOUR	Advertising and event fees - 3/23.	4 Weeks	3 Weeks																																
EGGSTRAVAGANZA	Advertising and event fees - 4/13.	4 Weeks	3 Weeks																																
SOUTHERN SEAFOOD COOK-OFF (CANCELLED)	Advertising and event fees - 5/11. [Cancelled]	4 Weeks	3 Weeks																																
BREWS & BURGER WALK	Advertising and event fees - 6/29.	4 Weeks	3 Weeks																																
TBD	Advertising and event fees - 7/20.	4 Weeks	3 Weeks																																

DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY
2018 - 2019 MARKETING FLOWCHART

Updated October 17, 2019

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	
	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	
F. FARMERS' MARKET													
IN-ROOM CONCERGE BOOK	\$1,000	-	-	-	-	-	-	-	-	-	-	-	\$6,937
	2 Mo. Prior	3 Mo. Prior	2 Mo. Prior	1 Week Prior	1 Week Prior	1 Week Prior	1 Week Prior	1 Week Prior	1 Week Prior	1 Week Prior	1 Week Prior	1 Week Prior	\$1,000
SOCIAL MEDIA	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$1,800
	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	\$1,800
ONLINE MEDIA	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$1,800
	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	\$1,800
RADIO PROMOTION	-	-	-	-	-	-	-	-	-	-	-	-	-
	4 Weeks Prior	3 Weeks Prior	3 Weeks Prior	3 Weeks Prior	3 Weeks Prior	3 Weeks Prior	3 Weeks Prior	3 Weeks Prior	3 Weeks Prior	3 Weeks Prior	3 Weeks Prior	3 Weeks Prior	-
BROCHURE RACK CARDS	-	-	-	-	-	-	-	-	-	-	-	-	-
	2 Weeks Prior	1 Week Prior	1 Week Prior	1 Week Prior	1 Week Prior	1 Week Prior	1 Week Prior	1 Week Prior	1 Week Prior	1 Week Prior	1 Week Prior	1 Week Prior	-
ADVERTISING	-	-	-	-	-	-	-	-	-	-	-	-	-
	3 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	-
SNAP MARKETING	-	-	-	-	-	-	-	-	-	-	-	-	-
	3 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	-
	3 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	2 Weeks Prior	-
TOTAL	\$21,785	\$19,638	\$11,893	\$9,276	\$6,818	\$9,998	\$14,436	\$6,351	\$8,444	\$7,488	\$8,328	\$6,485	\$ - 129,733

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

GOLD

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(904) 285-5669 • stiniegold.com

Job

Action Steps

BRUCHURES – Visitors Centers, Lodging, Etc.	Designed merchant insert for FY 2019-2020. Revised to be a merchant listing. (Awaiting client updates.)
COMMUNITY PRINT ADVERTISING – Newspapers & Magazines	Daytona Times advertising for SNAP began 9/25. Continues through October. (Consider extending the buy.)
E-BLASTS – Consumer (Riverfront Shops Guests/Prospects)	Write & distribute eblasts monthly. Most recent e-blast sent the w/o 10/14.
E-BLASTS – Merchant (Marketing/DDA Updates)	Distribute on an ongoing basis featuring special events. Most recent e-blast sent the w/o 10/14.
EVENT SUPPORT FLIER – For Event Organizers	Wrote and designed a flyer in August and revised in September. Shows event organizers all of the support they will receive from the DDA. (Awaiting client approval.)
FARMERS' MARKET PROMOTION – Ongoing Campaign	Includes seasonal print advertising, ongoing Facebook and Google ads, consumer e-blasts, calendar updates, press releases, posts (by Manager), and brochure distribution. Printed SNAP announcement materials. (Posters, flyers, and banners.) Online budget increased for September and print ads started 9/25.
GOOGLE ADS – Ongoing Campaign	Ongoing search and display advertising. (Prepare/present analytics monthly.)
HOLIDAY CAMPAIGN – Seasonal Promotions	Re-sent client old holiday branding/advertising u. Developed a list of names for the holiday kick-off parade, and "Daytona Beach's Holly Jolly Christmas Parade", was selected.
KIOSK DIRECTORIES – Maps & Listings	Updated 5-6 times per year. Update next with fall events ASAP.
ONLINE CALENDAR UPDATES – Website & Facebook	Updates made to website and social media on a daily/weekly basis.
PHOTOGRAPHY – Throughout Downtown	Schedule shoot this winter. (To include professional talent.)
PRESS RELEASES – Businesses & Events	Write & distribute releases monthly. (Review those from the City, County, and VCB weekly.)
RESEARCH – Consumer (Riverfront Shops & Farmers' Market.)	Write, program, and distribute surveys annually. (Last conducted in December. Findings presented to DDA in January/February.) Branding survey launched the w/o 9/23 and relaunched 10/15. Present findings at next DDA meeting.
RESEARCH – Merchant	Write, program, and distribute surveys quarterly. (Last conducted in April. Findings presented to DDA in April/May.) Branding survey launched the w/o 9/23.
SNAP – Announcement Materials	Prepared plan alternatives with cost estimates. Created press release and layouts for flyers, posters, and banners. Ads started running in the Daytona Times 9/25 and will continue through October. (Consider extending the buy.)
SOCIAL MEDIA ADVERTISING – Facebook	Ongoing advertising focused on events, along with general Riverfront Shops and Farmers' Market ads. (Campaign updated weekly.) SNAP ads started 9/24.
SOCIAL MEDIA POSTING – Farmers' Market	Ongoing posting. Farmers' Market Manager handles, including SNAP. (Analytics prepared and presented monthly.)
SOCIAL MEDIA POSTING – Riverfront Shops	New events posted weekly as received. Event organizers also to post. "Liked" merchant and business pages as Riverfront Shops page.
STRATEGIC MARKETING PLAN – Annual	Annual plan developed and presented to DDA in Jan. and Feb. Discussed at April meeting. Finalized at August meeting.
TACTICAL PLAN – Monthly	Updated for the DDA monthly. Revised for the new fiscal year June – September. Plan execution underway.
WEBSITE – Riverfront Site Listing & Content Updates	Maintain and optimize continuously, including calendar. New site built with additional security and ADA features added. Hosting purchased for two years. New site launched 9/21.

DAYTONA BEACH DDA

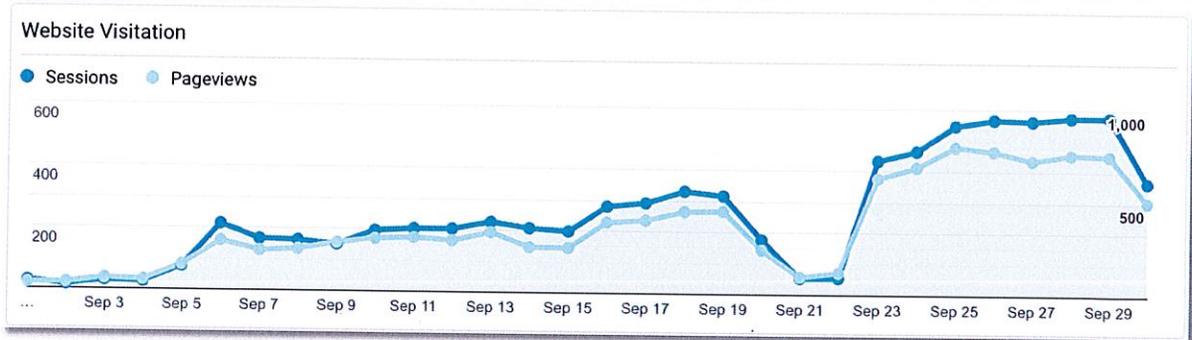
SEPTEMBER 2019 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Tuesday, October 15, 2019

The Riverfront Shops online campaign has continued to generate significant engagement. Below are the key results for consideration by the DDA Board. Site traffic increased substantially in September after the launch of the new website later in the month.

Overall Traffic

WEBSITE VISITATION TRENDLINE



Overall, September had 7,768 sessions (up 44% from 5,388 in August) and 10,654 pageviews (up 30% from 8,172 in August). The dip in activity the weekend of September 21 occurred because the advertising was paused during the transition to the new website.

TOP PAGES

Most Viewed Pages	
Page	Pageviews
/farmers-market/	4,555
/	4,015
/attractions/	395
/shopping/	369
/dining/	208
/events/	111
/brochures/	72
/photo-gallery/	57
/farmers-market-merchants/	38
/downtown-daytona-beach/	33

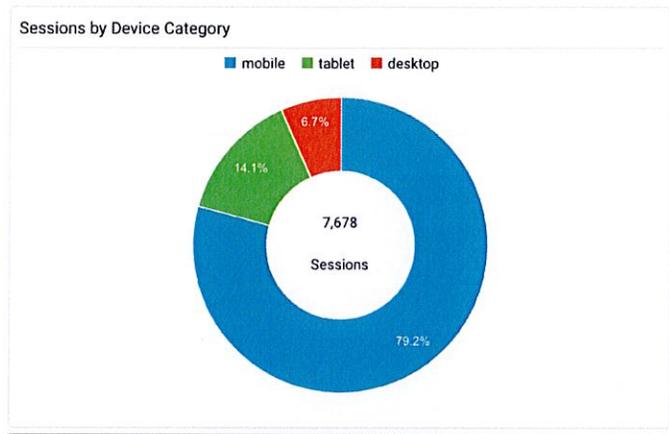
The Farmers' Market and home pages were again the most visited overall, with the Farmers' Market achieving the top position due to additional dollars being allocated to Farmers' Market advertising in September. Pageviews for dining, shopping, and attractions totaled 936. (/ = Home Page.)

DAYTONA BEACH DDA SEPTEMBER 2019 ONLINE ANALYTICS REPORT

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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

Top Traffic Sources	
Source / Medium	Sessions
google / cpc	5,963
facebook_ads / cpc	696
google / organic	368
(direct) / (none)	317
daytonabeach.com / referral	168
bing / organic	27
codb.us / referral	23
l.facebook.com / referral	16
m.facebook.com / referral	15
google.com / referral	10

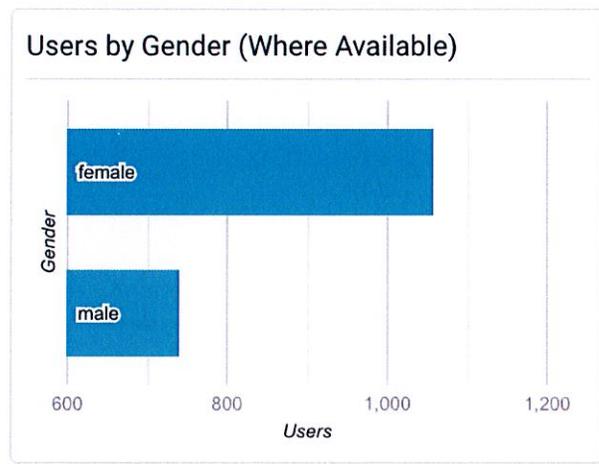
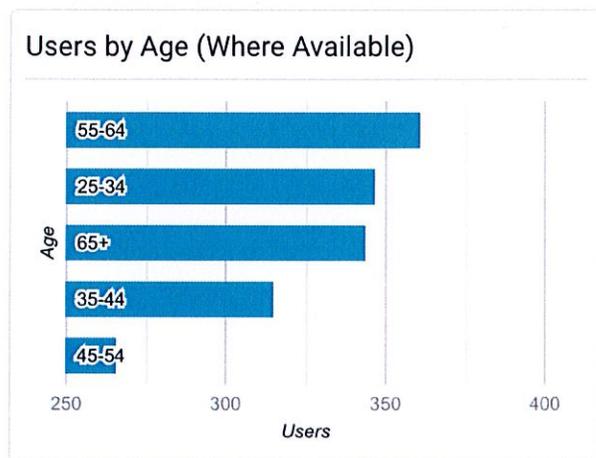
Google and Facebook advertising were the largest traffic sources. (Little or no traffic comes from traditional advertising partner sites and increasingly less from the City or CVB.)

DAYTONA BEACH DDA SEPTEMBER 2019 ONLINE ANALYTICS REPORT

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Overall Traffic (Continued)

DEMOGRAPHICS AND GENDER



Site visitors represented every adult age group, with a more even mix of age ranges than seen in recent months, and were predominantly female.

DAYTONA BEACH DDA

SEPTEMBER 2019 ONLINE ANALYTICS REPORT

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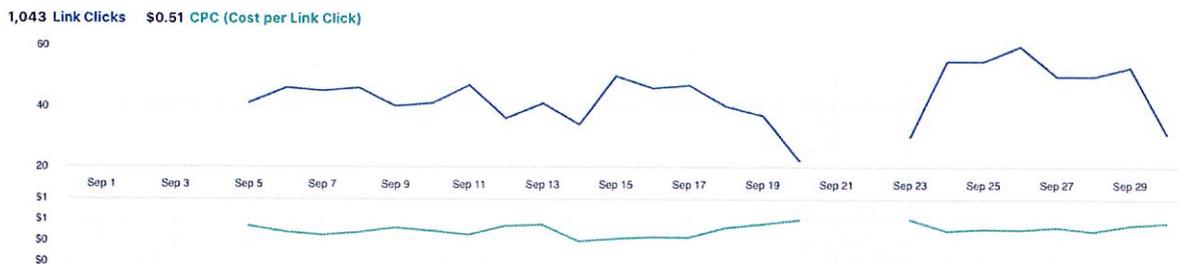
Online Advertising

GOOGLE ADVERTISING



The Google Ads campaign generated 7,618 clicks in September (up 112% from 3,593 in August). “Daytona Farmers’ Market,” “Daytona Beach Fla.,” “Daytona Beach Tourism,” and “Daytona Beach Events” were among the most popular keywords, although the majority of traffic came from display advertising.

FACEBOOK ADVERTISING



The Facebook advertising in September generated a total of 1,043 link clicks (a statistical tie with 1,062 in August) of which 227 were for the Farmers’ Market. Overall, a majority of people who clicked the ads were women 45+.

The Riverfront Shops Facebook page had 10,870 “likes” as of September 30, and the Farmers’ Market page had 2,127 “likes” – both similar to August.