

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, November 26, 2019 8:00 a.m.
Conference Room 149-B

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

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

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes:**
 - a. Regular Meeting: October 22, 2019
4. **City Public Information Office**
 - a. Presentation
5. **DDA Staff Report**
 - a. Event Update – 2020 Event Plan
 - b. Downtown Projects Update
 - c. Monthly Financial Report
 - d. Farmers Market Update
 - e. Public Safety Update
6. **Gold & Associates Presentation**
 - a. Monthly Presentation
7. **Public Comments**
8. **Board Comments**
9. **Adjournment**

THE CITY OF DAYTONA BEACH DDA



G O L D

Marketing Communications

Presentation

AGENDA



1. October/November Tactical Highlights
2. Campaign Tracking
3. Questions & Answers

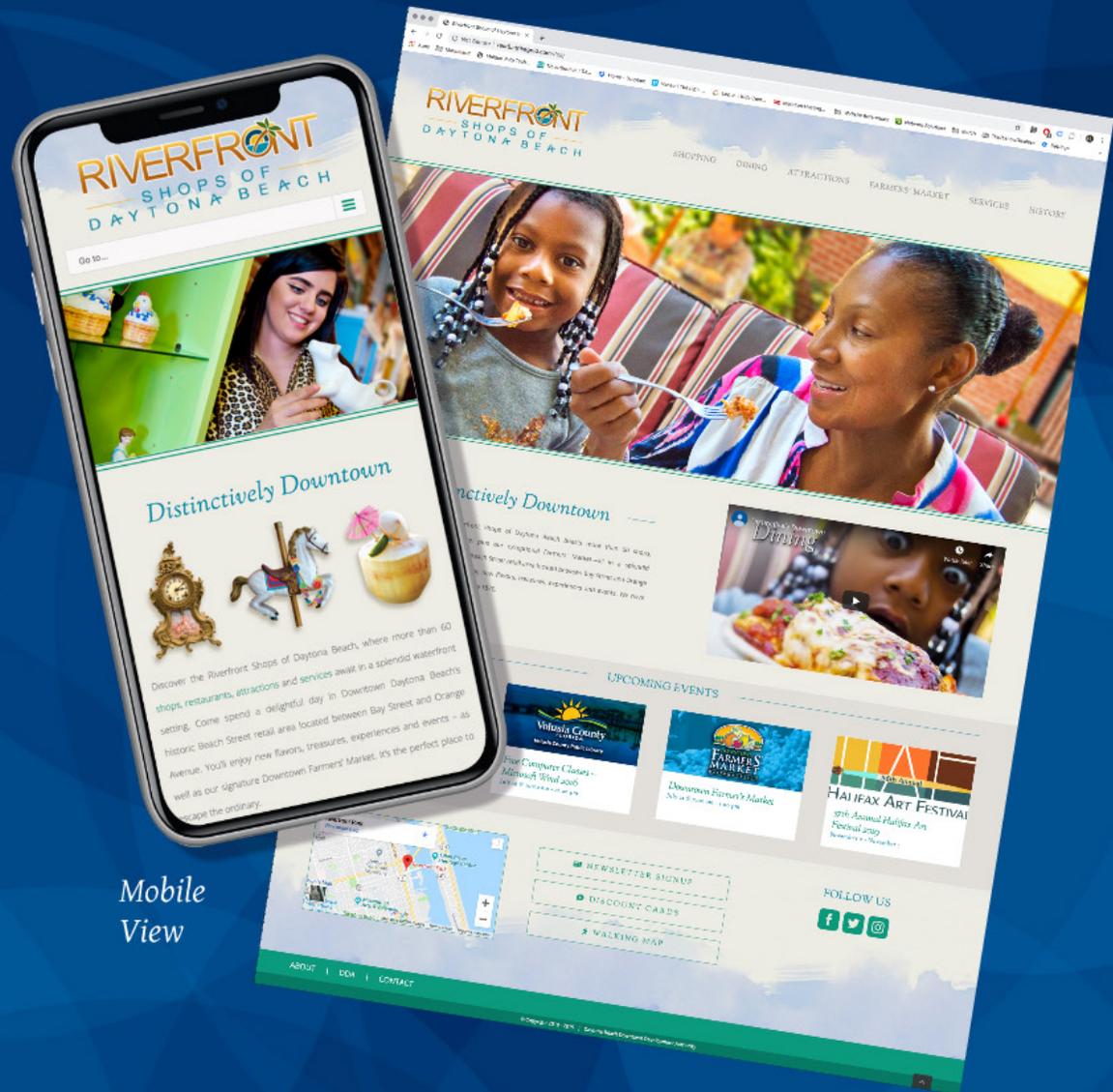


1. OCTOBER/NOVEMBER

Tactical Highlights

NEW WEBSITE:

- *Visitation Up Over 64% Since Launch*
- *Users Were Predominantly Female Representing a Wide Range of Age Groups.*



Mobile View

Desktop View

1. OCTOBER/NOVEMBER

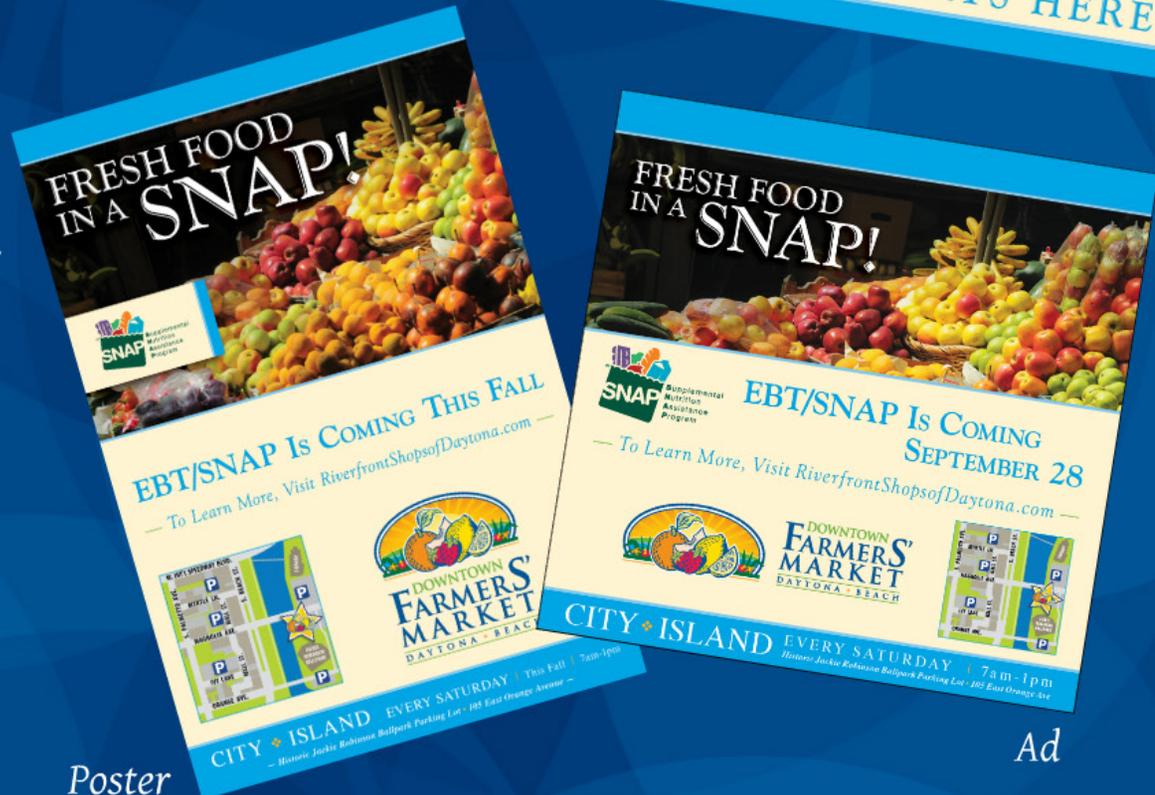
Tactical Highlights

SNAP PROGRAM:

- *Ads Ran Throughout October in the Daytona Times.*
- *Farmers' Market Page Increased to 2,174 Likes in October Alone.*



Tent Banner



Poster

Ad

1. OCTOBER/NOVEMBER

Tactical Highlights

SPECIAL EVENTS:



October 25



October 26



*Daytona Festival of Magic
November 1-3*



November 1-3



November 2-3



November 23

1. OCTOBER/NOVEMBER

Tactical Highlights

NEW BROCHURES:

- *Holiday Utility Bill Insert.*
- *Hospitality Rack Brochure.*



Brochure Cover and Interior Spread

Utility Bill Insert

1. OCTOBER/NOVEMBER

Tactical Highlights

E-MARKETING:

- Blasts Distributed Every Few Weeks to Merchants and Customers.
- Asked Merchants About Participating in a Downloadable "Discount Card" Program.
(Last Card was 10% Off, Up to \$100.)



Merchant
E-Blast



Consumer
E-Blast

2. CAMPAIGN Tracking

OCTOBER WEBSITE VISITATION:



BUDGET:

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

MEDIA	DESCRIPTION	SPACE	MAT. CLOSE	OCT		NOV		DEC		JAN		FEB		MAR		APR		MAY		JUNE		JULY		AUG		SEPT		TOTALS			
				7	14	21	28	4	11	18	25	1	8	15	22	29	5	12	19	26	2	9	16	23	30	6	13		20	27	4
A. GENERAL MARKETING SERVICES - \$93,000 Budget Approved																															
SUPPLIES	Printed materials and distribution fees, sales centers (4 printings - \$10/mo.), data brochure and insert printing (\$3,300), and distribution (\$500/mo.) at hotels, visitor centers and vacation rentals.	N/A	N/A	\$3,800			\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$900	\$93,000		
TECHNICAL SERVICES	Fee for MailChimp (\$50), domain (\$100), and web hosting (\$150) (aka new photography \$5,000). (NOTE: Website produced in FY 2019 budget.)	N/A	N/A	\$800				\$5,000																					\$5,800		
PROFESSIONAL SERVICES	Marketing agency fees for strategic planning, consultation, media negotiations, email marketing, on/offline advertising, social media, public relations, research, 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
DOWNTOWN MARKETING	Media costs for online, social, and offline advertising.	N/A	N/A																										\$0		
Online	Google geo-targeted search and display ads (including remarketing)	2 Weeks	1 Week	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	
Social	Social media geo-targeted ads (including remarketing)	2 Weeks	1 Week	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	
Offline	Ads in community newspapers including Farmers' Market (\$600/mo) (also includes Tanager program ad (\$1,075 in April))	3 Weeks	2 Weeks	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	\$1,800	
B. DOWNTOWN EVENTS - \$40,000 Budget Approved																															
EVENT MARKETING	Event fees, prizes, and marketing. (\$10,000 for Haller Art Fair; prize & advertising; plus \$1,500/mo. budgeted for additional monthly events, with \$1,200 allocated for event producer advertising.)	4 Weeks	3 Week	\$5,000	\$1,200	\$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
C. FARMERS' MARKET - \$12,000 Budget Approved																															
SUPPLIES	Printed materials and distribution fees, included in General Marketing.	N/A	N/A																										\$0		
SNAP MARKETING	Printing and media purchases (including \$147 for Daytime Times newspaper ads, plus radio vouchers)	4 Weeks	3 Week	\$2,241	\$147																								\$2,388		
FARMERS' MARKET MARKETING	Media costs for online, social, and offline advertising listed below.	N/A	N/A																										\$0		
Online	Google geo-targeted search and display ads (including remarketing)	2 Weeks	1 Week	\$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	
Social	Social media geo-targeted ads (including remarketing)	3 Weeks	1 Week	\$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	
Offline	Radio vouchers. (Voucher also included in Downtown Marketing and SNAP radio ad.)	3 Weeks	2 Weeks				\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	
TOTAL				\$26,341	\$29,547	\$15,500	\$17,250	\$19,750	\$19,000	\$142,863																					

Legend: Production (Yellow), Materials Distributed/Run (Blue), Task Completed (Red)

3. QUESTIONS & ANSWERS



*Thank You
for Your
Partnership!*



DAYTONA BEACH DDA

OCTOBER 2019 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Thursday, November 21, 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 continued to increase in October following the launch of the new website in October and the increased investment in online media in the 2019-2020 Tactical Plan.

Overall Traffic

WEBSITE VISITATION TRENDLINE



Overall, October had 8,767 sessions (up 14% from 7,678 in September) and 12,740 pageviews (up 20% from 10,654 in September). Traffic increased dramatically once the online advertising for the fiscal year began, as shown in the above chart.

TOP PAGES

Most Viewed Pages		Pageviews
Page		
/		8,551
/farmers-market/		1,977
/shopping/		365
/events/		257
/dining/		194
/attractions/		157
/event/57th-annual-halifax-art-festival-2019/		105
/event/making-strides-against-breast-cancer/		99
/brochures-and-maps/		91
/newsletter-signup/		68

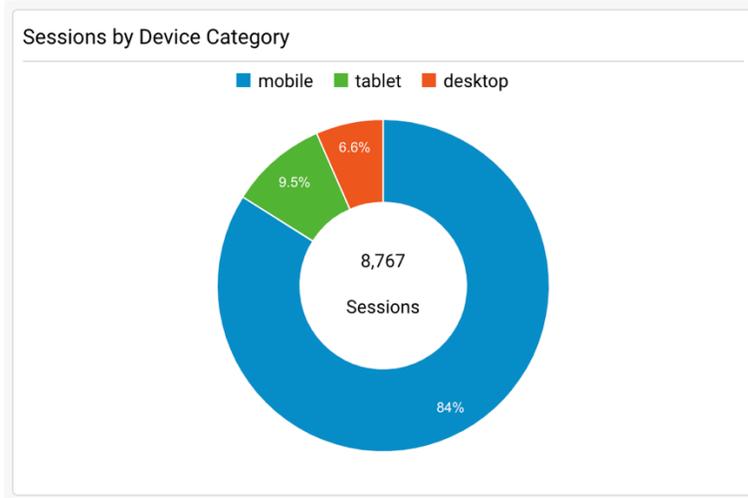
The home and Farmers' Market pages were again the most visited overall. Pageviews for dining, shopping, and attractions totaled 716. (/ = Home Page.)

DAYTONA BEACH DDA OCTOBER 2019 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Thursday, November 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

Top Traffic Sources

Source / Medium	Sessions
google / cpc	7,058
google / organic	631
(direct) / (none)	406
facebook_ads / cpc	208
daytonabeach.com / referral	201
l.facebook.com / referral	71
m.facebook.com / referral	49
bing / organic	35
codb.us / referral	20
www-news-journalonline-com.cdn.ampproject.org / referral	12

Google advertising was by far the largest traffic source, followed by Google organic search, direct visits, and Facebook advertising.

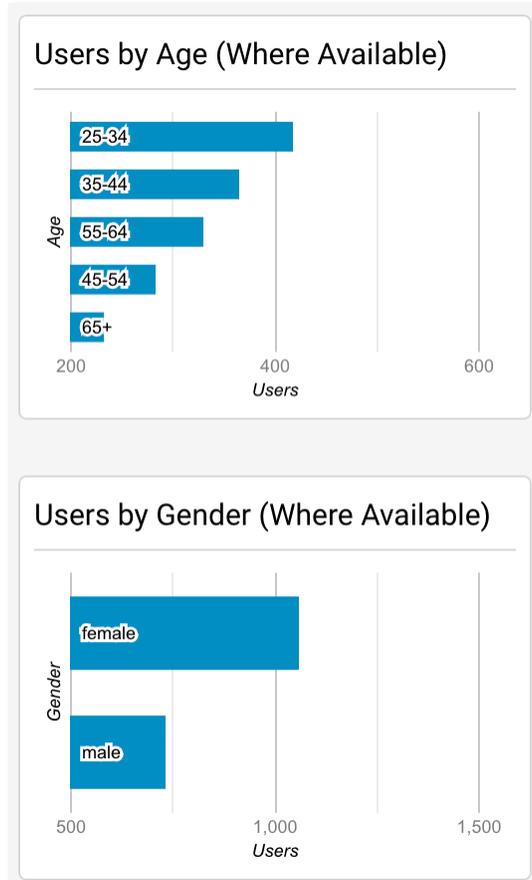
DAYTONA BEACH DDA

OCTOBER 2019 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Thursday, November 21, 2019

Overall Traffic *(Continued)*

DEMOGRAPHICS AND GENDER



Site visitors represented every adult age group, with more younger visitors than seen in recent months, and were predominantly female. (Special events help attract visitation from a younger audience, as seen in October.)

DAYTONA BEACH DDA

OCTOBER 2019 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Thursday, November 21, 2019

Online Advertising

GOOGLE ADVERTISING



The Google Ads campaign generated 8,965 clicks in October (up 18% from 7,618 in September). “Daytona Event,” “Things to Do in Daytona Beach,” “Daytona Beach Events,” and “Daytona Beach Calendar” were among the most popular keywords, although the majority of traffic came from display advertising.

FACEBOOK ADVERTISING



The Facebook advertising in October generated a total of 2,451 link clicks (up 135% from 1,043 link clicks in September) of which 227 were for the Farmers’ Market. Overall, a majority of people who clicked the ads were women 45+, although approximately 25% were younger women ages 25–35.

Special events were a major focus of the October Facebook advertising, which generated 4,800 event responses. This included 2,937 responses for the Halifax Art Festival (plus 2,811 organic responses for the Riverfront Shops’ event listing); 1,604 responses for Downtown Daytona Nights (plus 1,357 organic responses for the Riverfront Shops’ event listing); and 259 responses for the Farmers’ Market Pumpkin Giveaway (plus 361 organic responses).

The Riverfront Shops Facebook page had 11,396 “likes” as of October 31 (up 5% from September) and the Farmers’ Market page had 2,174 “likes” (up 2% from September).

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 • 11/21/19

Job	Action Steps
BROCHURES – <i>Visitors Centers, Lodging, Etc.</i>	Created utility bill insert and made press-ready. Added merchant listing to the hospitality rack brochure.
COMMUNITY PRINT ADVERTISING – <i>Newspapers & Magazines</i>	Daytona Times advertising continued through October. Preparing holiday buy for community papers.
E-BLASTS – <i>Consumer (Riverfront Shops Guests/Prospects)</i>	Write and distribute eblasts monthly. Most recent e-blast sent w/o 11/18.
E-BLASTS – <i>Merchant (Marketing/DDA Updates)</i>	Distribute on an ongoing basis featuring special events. Most recent e-blast sent w/o 11/18.
EVENT SUPPORT FLIER – <i>For Event Organizers</i>	Wrote and designed a flyer that shows event organizers all of the support they will receive from the DDA. Shows event organizers all of the support they will receive from the DDA. (Awaiting client approval.)
FARMERS' MARKET PROMOTION – <i>Ongoing Campaign</i>	Includes seasonal print advertising, ongoing Facebook and Google ads, consumer e-blasts, calendar updates, press releases, posts (by Manager), and brochure distribution. Printed and distributed SNAP announcement materials. Initial Market @ Magnolia trademark search conducted. (Awaiting City legal opinion to begin design work.)
GOOGLE ADS – <i>Ongoing Campaign</i>	Ongoing search and display advertising. (Prepare/present analytics monthly.)
HOLIDAY CAMPAIGN – <i>Seasonal Promotions</i>	Developed "Daytona Beach' Holly Jolly Christmas Parade" name. Holiday print and online ads being created.
KIOSK DIRECTORIES – <i>Maps & Listings</i>	Updated 5-6 times per year. Updated last in November. (Also updated the Merchant Directory.)
ONLINE CALENDAR UPDATES – <i>Website & Facebook</i>	Updates made to website and social media on a daily/weekly basis.
PHOTOGRAPHY – <i>Throughout Downtown</i>	Schedule shoot this January/February once the Market @ Magnolia move is made.
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.) Branding survey launched the w/o 9/23 and relaunched 10/15. Present findings at next DDA meeting.
RESEARCH – <i>Merchant</i>	Write, program, and distribute surveys quarterly. September and the findings presented to the DDA in October.
SNAP – <i>Announcement Materials</i>	Created press release and layouts for flyers, posters, and banners. Ads ran through October. (Consider extending the buy.)
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, including SNAP. (Analytics prepared and presented monthly.)
SOCIAL MEDIA POSTING – <i>Riverfront Shops</i>	New events posted weekly as received. Event organizers also to post. "Liked" merchant and business 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. Finalized at August meeting.
TACTICAL PLAN – <i>Monthly</i>	Revised for the new fiscal year. Updated for the DDA monthly.
WEBSITE – <i>Riverfront Site Listing & Content Updates</i>	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.

