

# 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, December 17, 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.

	<b>For special accommodations, please notify the City Clerk's Office at least 72 hours in advance. (386) 671-8023</b>		<b>Help for the hearing impaired is available through the Assistive Listening System. Receivers can be obtained from the City Clerk's Office.</b>
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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
  - b. Regular Meeting: November 26, 2019
4. **DDA Staff Report**
  - a. Event Update – 2020 Event Agreement
  - 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 22, 2019**

The meeting of the Downtown Development Authority was held Tuesday, October 22, 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**

Mr. Michael Sznajstajler, Chair  
Ms. Sheryl Cook, Vice Chair  
Ms. Tammy Kozinski  
Mr. Joseph Hopkins

**Board Members Absent**

Ms. Quanita May, Commissioner

**Staff Members Present**

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

**1. Call to Order**

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

**2. Roll Call**

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

**3. Approval of Minutes**

**a. Regular Meeting – October 2, 2019**

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the minutes of the Meeting of October 2, 2019, as presented. The motion carried (3-0).

4. **DDA Staff Report**

a. **Event Update**

Mr. Berger stated Downtown Daytona Nights will be held on Friday, October 25, 2019.

Al Smith, BullsEye Direct Marketing, stated seven car clubs will be attending the Friday night event and the Love Band will perform from 7:00 p.m. to 10:00 p.m. Mr. Smith stated posters are displayed for the event and Hometown News is a partner as well. Mr. Smith stated he is working with the Rock of Daytona for radio promotions. Mr. Smith stated the stage will be at Magnolia and Beach and there will be food trucks on site.

Mr. Smith stated Brown & Brown will be the title sponsor for all 9 events planned by BullsEye Direct Marketing.

Mr. Smith stated there have been changes to the permitting process for events. Mr. Smith stated he was told he would have to pay \$500 to the city in order to have alcohol sales and that is not something he is interested in doing. Mr. Smith stated he does not know the status of alcohol sales at upcoming events.

Mr. Berger stated the city has a license for alcohol sales which can be extended to various locations within the city. Mr. Berger stated he has not heard from Ms. May about her discussions with the City Manager pertaining to the DDA receiving a percentage of the proceeds from alcohol sales.

Ms. Cook arrived for the meeting at 8:15 a.m.

Mr. Berger stated the Breast Cancer Walk will be held on October 26; the Halifax Art Festival will be November 2 and 3; the Christmas Boat Parade will be December 7; and the Holiday Parade will be December 14. Mr. Berger stated the Chocolate Fest will be held on November 23, which is the Saturday before Thanksgiving. Mr. Berger stated BullsEye Direct marketing is requesting \$1,500 for marketing.

Mr. Jagger stated he has provided the contract to Mr. Smith for the multi-events. Mr. Smith stated he was not prepared to move forward with the agreement. Mr. Berger noted the agreement was not included as part of today's packet.

**Public Comments:**

There were no public comments.

**Board Action:**

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to approve a \$1,500 sponsorship for the Chocolate Fest to be held on November 23, 2019 from 1:00 p.m. to 5:00 p.m., noting the event will be held on the sidewalk and there will be no street closures. The motion carried (4-0).

b. **Monthly Financial Report**

Mr. Berger stated the Monthly Financial Report was included as part of the packet. Mr. Berger stated this is the first report of the new fiscal year with very little activity as far as expenditures

c. **Farmers Market Update**

Mr. Berger stated there has been little activity with SNAP. Mr. Berger noted the revenue has steadily declined at the Farmers' Market over the last few years but there was a slight increase in revenue this past year. Mr. Berger stated improvements continue to be made for the planned relocation to the Market @ Magnolia. Mr. Berger stated he would like to place signage at the entrance to the proposed Market site.

Ms. Kozinski stated she would like the name Market @ Magnolia listed with SunBiz.

Mr. Jagger stated it is not a corporation.

Mr. Berger stated he would like to continue to use Market @ Magnolia as the name. Mr. Berger stated he has searched using Google and has not found another Market @ Magnolia.

Mr. Berger stated the electrical issues on Magnolia have been resolved and improvements continue to be made by the city to the area.

d. **Downtown Projects Update**

Ms. Kozinski asked if the park hours have been posted near the day docks.

Ms. Cook asked if the pepper trees have been removed.

Mr. Berger stated he will check on those items.

e. **Public Safety Update**

Off. J. T. Thomas stated he has been made aware of an issue regarding the leftover funds from the former Downtown Daytona Beach Partnership. Off. Thomas stated funds in the amount of \$4,125 have gone missing.

Mr. Berger stated there is no connection between the DDA and the former Downtown Daytona Beach Partnership Association and it has been quite a long time since the Partnership Association has been inactive. Mr. Berger stated the DDA did not give \$4,125 to the organization.

Mr. Berger stated there has been an increase in transients in the downtown.

Off. Thomas stated many of the transients are being drawn to the downtown since Our Lady of Lourdes Church serves breakfast to the transients every Friday morning. Off. Thomas stated he is working to try to get the Church to move the serving area to another location.

Ms. Cook asked if traffic will be rerouted and streets closed when the First Baptist Church is demolished.

Mr. Berger stated he does not know the date when the demolition will be but he will find out the traffic plan for when that happens.

Off. Thomas stated he is trying to get the pepper trees removed from the day dock park area.

5. **Gold & Associates Presentation**

Keith Gold, Gold & Associates, presented his monthly report. Mr. Gold stated the new web site has generated an increase of 44% in the number of visits to the website. Mr. Gold stated initiation of the SNAP program brought an additional 5,963 people to the website. Mr. Gold stated the new brochure is being finalized and will include the new merchants. Mr. Gold stated e-blasts are sent every 2 to 3 weeks along with press releases.

Mr. Gold stated he has done research on the brand and logo. Mr. Gold stated six alternatives for the brand were proposed and Riverfront Shops of Daytona Beach was favored. Mr. Gold stated it is his recommendation

that the wording underneath Riverfront Shops of Daytona Beach be changed to "Historic Downtown."

Mr. Berger stated to change the logo would provide a freshness of the content.

**6. Public Comments**

John Nicholson, 413 N. Grandview, discussed the homeless in the downtown area.

**7. Board Comments**

Ms. Kozinski asked if the property at the corner of Magnolia and Beach has been sold.

Mr. Berger stated he was not aware that it had been sold.

Mr. Berger stated Ms. May suggested the DDA meeting time be changed to later in the day.

Ms. Cook stated 4:00 p.m. is difficult for her.

Ms. Kozinski stated the meetings are one day a month so she is able to arrange her schedule but stated meeting later in the day is more difficult for her.

Mr. Hopkins stated morning meetings are better for him and feels Ms. May has the ability to manage her schedule for one day out of the month that the DDA meeting is held.

Mr. Sznajstajler stated he feels the meeting should remain as is for now.

Ms. Cook stated this is the second month that the DDA expected to have some from Public Information attend the meeting.

Mr. Berger stated he asked for someone to attend and he thought someone would be in attendance.

Mr. Sznajstajler stated as a reminder that the next meeting is the week of Thanksgiving.

Mr. Berger stated he will check for the date for the December meeting.

**8. Adjournment**

There being no further business, the meeting was adjourned.

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Michael O. Sznapstajler, Chair

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Becky Groom, Board Secretary

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
Tuesday, November 26, 2019**

The meeting of the Downtown Development Authority was held Tuesday, November 26, 2019, at 8:00 a.m. in Conference Room 149B, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

**Board Members Present**

Mr. Michael Sznajstajler, Chair  
Ms. Sheryl Cook, Vice Chair  
Ms. Quanita May, Commissioner (arrived at 9:00 a.m.)  
Ms. Tammy Kozinski  
Mr. Joseph Hopkins

**Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
Mr. Robert Jagger, City Attorney  
Off. J. T. Thomas, Daytona Beach Police Department  
Ms. Jennifer Lynch, Office Assistant

**1. Call to Order**

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

**2. Roll Call**

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

**3. Approval of Minutes**

The Chair noted that the minutes were not included in the Board's packets and stated the Board would consider the minutes at their next meeting on December 17, 2019.

**4. City Public Information Office**

Susan Cerbone, Public Information Officer, stated the city is working more on public information ahead of the construction planned for Beach Street in order to provide residents and merchants with information on the schedule. Ms. Cerbone stated information will be included in all utility bills. Ms. Cerbone stated the Beach Street project was discussed at

length at a recent City Commission meeting and parking plans were reviewed with the City Commission. Ms. Cerbone stated about half of the businesses have indicated they will be open during the upcoming Holiday Parade scheduled for December 14, 2019. Ms. Cerbone stated banners and flyers have been prepared to promote the event.

Mr. Berger commended the city for allowing the Public Information Office to be involved in informing the citizens of the upcoming construction project. Mr. Berger stated more information is now posted on social media which has been very informative.

Ms. Kozinski suggested a “pardon our dust” campaign be started by the merchants during the construction process.

Ms. Cook stated temporary signage will be needed in order to direct people to available parking.

Ms. Kozinski stated the lighted palm trees along Beach Street look beautiful.

### **Public Comments**

John Nicholson, 413 N. Grandview, Daytona Beach, Florida, suggested promoting specific businesses that are not impacted by the construction to encourage people to visit the downtown.

Al Smith, BullsEye Direct Marking, stated he has had two conversations with Commissioner Quanita May and both agree that extra marketing dollars from the DDA should be used to promote the area during construction. Mr. Smith stated there seems to be a lack of clarity on the construction plans and some of the City Commissioners did not seem to be informed either.

Ms. Kozinski suggested meeting individually with the merchants to go over the plans.

Mr. Smith suggested having a morning meeting and then an evening meeting to provide information to the merchants.

## **5. DDA Staff Report**

### **a. Event Update**

Mr. Berger stated a group from Embry-Riddle performed along Beach Street last Saturday. Mr. Berger stated the Halifax Art Festival was a success as was the Downtown Daytona Nights. Mr. Berger stated each event provides challenges but they are well

received. Mr. Berger stated he heard many great things about the Chocolate Walk. Mr. Berger stated the Riverfront Park Master Plan will be reviewed and there are plans to expand the boundaries.

Al Smith, BullsEye Marketing, stated the Chocolate Walk was very successful and was limited to 15 merchants and noted three of the merchants are located on the north lot. Mr. Smith stated Brown & Brown requested 50 tickets and their participation in events in the downtown should be encouraged. Mr. Smith stated he plans to delay the Music Fest in January and April until the construction timeline is finalized. Mr. Smith stated he would propose holding a chili cook-off which would not require closing of any streets.

Mr. Sznajstajler asked for the status of the sponsorship agreement.

Mr. Berger stated the agreement will be provided to the DDA prior to the December meeting. Mr. Berger stated with events planned that will not require the streets to be closed, there will be a change in the cost structure. Mr. Berger stated the issue of alcohol sales will also need to be addressed.

Ms. May arrived for the meeting at 9:00 a.m.

Mr. Berger stated the December meeting of the DDA will be held on December 17, 2019.

Ms. May stated she asked for a marketing plan for the DDA at the City Commission meeting in order for the city to put more money into DDA events. Ms. May asked if the DDA would be open to having other groups come in to provide events. Ms. May stated she does not feel the city staff should create events.

Mr. Sznajstajler stated the DDA has a licensed area in the city and next month the DDA will receive an agreement for events to be held in that area. Mr. Sznajstajler stated his understanding is that the agreement is not exclusive. Mr. Sznajstajler stated if someone approaches the DDA about an event and the DDA has money to support it, it will be a DDA decision on how the event will be supported.

Mr. Sznajstajler stated the DDA will not go out and recruit events and noted the DDA has a partner for events who he wants to be successful. Mr. Sznajstajler stated the DDA has always been open to other events being held and if the DDA has the ability to support the event, the DDA will consider that support.

Ms. Kozinski stated she feels it is a great idea to encourage others to hold events and to secure additional funds for events for the DDA.

Mr. Hopkins stated he would welcome additional financial support from the City Commission but did not know how we could encourage other promoters to come in and hold events.

Mr. Smith stated many of the events are costly, such as the Daytona Nights for which the DDA provided \$5,300. Mr. Smith stated there is also an issue with alcohol sales and many events are better supported if alcohol is served, such as a Music Fest. Mr. Smith stated additional events could be added to his proposed schedule if there are additional funds. Mr. Smith stated the biggest draw to the downtown is the Halifax Art Festival; and to have another art festival in the spring is something that should be done.

Ms. May stated she would need a figure from Mr. Berger that should could present to the City Commission

Mr. Berger stated if the fees could be reduced, that would help greatly. Mr. Berger stated the fees need to be firm so the correct fees can be shared with potential promoters.

Ms. May stated she would like a proposed calendar of events to share with the City Commission. Ms. May stated she would also like to know the amount of foot traffic that these events bring to the downtown.

Mr. Sznajstajler stated he is concerned about receiving additional funds and noted the DDA will be accountable on how the funds are used. Mr. Sznajstajler stated right now, there is no plan to use additional funds.

Mr. Smith stated the DDA has already approved his proposed list of events and it would be a matter of taking those and “beefing” them up.

Krista Goodrich, 816 Main Street, stated a parade of historic cars takes place on the beach and that could be extended down Beach Street. Ms. Goodrich stated such an event would not require closing the street.

Ms. Kozinski stated she would like to hold events when there are large crowds in town, such as during the Daytona 500 or Bike

Week. Ms. Kozinski stated it could be relayed to the City Commission that if we had more funds, we could hold other events.

Ms. May stated she would need an idea of what smaller events will cost.

Mr. Smith stated he could look at holding other events and provide the DDA with a budget and schedule. Mr. Smith stated this may be a good time to start another art festival and could be a good time to get some other things started. Mr. Smith stated he would be concerned about going through another RFP process and noted there have not been people that approaching the DDA about holding events in the downtown.

Mr. Sznajstajler stated the DDA needs to have a plan that can be presented to the City Commission with associated costs. Mr. Sznajstajler stated the DDA went through an RFP process and resulted in a situation that did not work out.

Mr. Smith stated he has a plan in place which was presented to the DDA and he is willing to adjust it. Mr. Smith stated he was not aware until last week when Mr. Berger approached him that there is a problem with alcohol sales.

Mr. Jagger stated staff could come up with a plan that would determine the cost of events that could be presented to the City Commission.

Mr. Jagger left the meeting at 10:00 a.m.

Mr. Berger stated sponsorship is always an issue but Mr. Smith has that in place but we need to look at ways to bring in other sponsorships. Mr. Berger stated BullsEye proposed to have one event a month. Mr. Berger stated he proposes that what is presented to the City Commission not define the number of events.

Mr. Hopkins stated the DDA tried to hold more events and it didn't work. Mr. Hopkins stated the DDA is not in a position to dictate if we have more events, unless a promoter steps up and proposes them. Mr. Hopkins stated if the City Commission provides additional funding, it could be used to better promote the planned events.

Mr. Sznajstajler stated the Farmers Market is going to move to Friday and feels there should be a separate line item in the budget for those costs.

Ms. Kozinski stated she would like Ms. May to present to the City Commission that the Farmers Market will be held every Friday night when it moves to Magnolia and should be better promoted.

Mr. Smith stated anything that can be done to promote Friday nights and happy hours would be great.

Ms. Kozinski stated she would like the DDA to authorize Ms. May to work with Mr. Berger and Mr. Jagger to determine costs that can be presented to the City Commission for the purpose of better supporting the proposed events and to better support the promotion of the Farmers Market.

Ms. May stated whatever is done must include the side streets and other areas of the downtown.

Ms. Cook stated it is hard to request additional funds when the construction schedule has not been finalized.

Ms. May stated perhaps the DDA should not accept the City Commission's offer for additional funding.

Mr. Berger stated the offer has been made and he suggests taking it.

Mr. Sznajstajler stated he feels it should be relayed to the City Commission that the funds will be used responsibly.

### **Public comments**

John Nicholson, 413 N. Grandview, stated there is an agreement with Mr. Smith and he could add additional events and further promote the ones that are planned if additional funds become available. Mr. Nicholson stated the utilities are in place for Beach Street and will not need to be replaced.

Krista Goodrich, 816 Main Street, stated she would be willing to plan events but there is so much red tape, it may not be worth her time and asked if the City will help with events that are put together by private citizens. Ms. Goodrich stated summer events are well received as is evidenced by the attendance at the events held at the bandshell during the summer.

Mr. Sznajstajler stated the application would have to include the amount requested from the DDA to support the event.

b. **Downtown Projects Update**

Mr. Berger stated there are 60 storefronts along the three blocks along Beach Street; and prior to Hurricane Irma, only 3 storefronts were vacant. Mr. Berger stated there is a 20% vacancy rate today. Mr. Berger stated he would like to expand the directory to include the surrounding businesses. Mr. Berger stated Wine Me closed a couple of months ago but the reason is due to the property being sold. Mr. Berger stated the property will be leased by the new owner. Mr. Berger stated a new restaurant is planned with open space on the top of the building. Mr. Berger stated Bourbon on the Beach is about half remodeled but still is not open and noted the property owner does not want to proceed. Mr. Berger stated there are still a number of vacancies as a result of Hurricane Irma and many properties are for sale.

c. **Monthly Financial Report**

Mr. Berger stated the Monthly Financial Report was included as part of the packet. Mr. Berger stated there has been little activity since it is the beginning of the fiscal year.

d. **Farmers Market Update**

Mr. Berger stated the income has been low at the Farmers Market due to several weeks where there was bad weather. Mr. Berger noted the Farmers Market was not open during the Cancer Walk and the Halifax Art Festival. Mr. Berger stated included in the packet is the report from USDA regarding the SNAP program usage.

e. **Public Safety Update**

Off. J. T. Thomas stated it is planned to remove the trees north of the International Speedway Bridge. Off. Thomas stated he would like the electricity turned off on the light poles along Beach Street; but Mr. Berger stated many of the merchants use that service in order to display items so he would not support that. Ms. Cook noted if someone remains too long at a light pole where there is electric service, Off. Thomas could be called to have the individual move. Off. Thomas stated the feeding location provided by an area church has been moved further west.

5. **Gold & Associates Presentation**

Keith Gold, Gold & Associates, presented his monthly report. Mr. Gold stated the newspaper ads are completed and information will be distributed regarding the construction project on Beach Street.

Mr. Gold stated since the new website went live in September, visitation is up over 64%. Mr. Gold stated the ads have been running for the SNAP program and the Farmers Market. Mr. Gold stated the Daytona Times has been very supportive in promoting events. Mr. Gold stated staff has updated the merchant listing and the rack brochures will be distributed. Mr. Gold stated the directories have been updated in the kiosks. Mr. Gold stated most people access the website through Google and the number continues to increase of those who access the site through a mobile app. Mr. Gold stated the most visited area is the calendar of events.

**6. Public Comments**

Krista Goodrich, 816 Main Street, stated she would be willing to plan events but there is so much red tape, it may not be worth her time and asked if the City will help with events that are put together by private citizens. Ms. Goodrich stated summer events are well received as is evidenced by the attendance at the events held at the bandshell during the summer.

Mr. Sznajstajler stated the application would have to include the amount requested from the DDA to support the event.

**7. Board Comments**

Ms. May stated it is difficult for her to attend Tuesday morning meetings based on her business schedule. Ms. May stated she could attend meetings either Thursday morning or in the afternoons but she is not opposed to being replaced on the DDA if she is unable to attend meetings. Ms. May stated if she is unable to continue to serve, Commissioner Ruth Trager would be the DDA representative of the City Commission.

Mr. Sznajstajler stated the DDA has no control over who is appointed by the City Commission. Mr. Sznajstajler stated afternoon meetings are difficult for him.

Ms. Kozinski stated either Tuesday or Thursday mornings are ok for her but afternoons are out.

Mr. Hopkins stated Thursday morning is fine with him; and if adjusting the schedule to ensure Ms. May's continuing commitment, he would support it.

The Board agreed to hold the December meeting on December 17, 2019 and starting in January, the DDA meetings will be held on the fourth Thursday at 8:00 a.m.

8. **Adjournment**

There being no further business, the meeting was adjourned.

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Michael O. Sznajstajler, Chair

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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: December 17, 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 December 17, 2019.

<b>DOWNTOWN DEVELOPMENT AUTHORITY</b>			
<b>FY 2019/20 BUDGET STATUS</b>			
<b>General Activities</b>			
<b>Revenues</b>	<b>Projection</b>	<b>Received to Date As of 12/12/19</b>	<b>Balance</b>
Ad Valorem	\$ 137,927	\$ -	\$ 137,927.00
Downtown CRA Payment	\$ 55,567	\$ -	\$ 55,567.00
Interest	\$ 100	\$ -	\$ 100.00
<b>Total</b>	<b>\$ 193,594</b>	<b>\$ -</b>	<b>\$ 193,594.00</b>
<b>Line Item</b>	<b>Appropriation</b>	<b>Spent to Date As of 12/12/19</b>	<b>Balance</b>
Professional Services	\$ 45,000	\$ 11,250.00	\$ 33,750.00
Professional Services - Other	\$ 3,000	\$ -	\$ 3,000.00
Contract Services	\$ 1,000	\$ -	\$ 1,000.00
Care and Subsistence	\$ 500	\$ 23.02	\$ 476.98
Advertising	\$ 34,000	\$ 3,692.18	\$ 30,307.82
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
<b>Total</b>	<b>\$ 153,594</b>	<b>\$ 20,385.20</b>	<b>\$ 133,208.80</b>

### Farmers' Market Activities

<b>Revenues</b>	<b>Projection</b>	<b>Received to Date</b> As of 12/12/19	<b>Balance</b>
Vendor Revenue	\$ 28,000	\$ 1,384.00	\$ 26,616.00
Sponsorship	\$ 2,000	\$ -	\$ 2,000.00
Market Booth Sales	\$ 6,000	\$ -	\$ 6,000.00
Total	<b>\$ 36,000</b>	<b>\$ 1,384.00</b>	<b>\$ 34,616.00</b>
<b>Expenses</b>	<b>Appropriation</b>	<b>Spent to Date</b> As of 12/12/19	<b>Balance</b>
Market Manager	\$ 18,000	\$ 1,100.00	\$ 16,900.00
Projects (SNAP Program)	\$ 3,000	\$ 500.00	\$ 2,500.00
Liability Insurance	\$ 1,500	\$ -	\$ 1,500.00
Advertising	\$ 6,000	\$ 2,988.00	\$ 3,012.00
Marketing	\$ 1,500	\$ 270.00	\$ 1,230.00
City Fees	\$ 1,500	\$ -	\$ 1,500.00
Booth Merchandise	\$ 3,000	\$ -	\$ 3,000.00
Booth Merchandise	\$ 1,500	\$ -	\$ 1,500.00
Total	<b>\$ 36,000</b>	<b>\$ 4,858.00</b>	<b>\$ 31,142.00</b>
<b>Profit/Loss</b>		<b>\$ (3,474.00)</b>	

<b>Downtown Event Activities</b>			
<b>Revenues</b>	<b>Projection</b>	<b>Received to Date As of 12/12/19</b>	<b>Balance</b>
Vendor Revenue		\$ -	\$ -
Event Sponsorship	\$ -	\$ -	\$ -
Total	\$ -	\$ -	\$ -
<b>Expenses</b>	<b>Appropriation</b>	<b>Spent to Date As of 12/12/19</b>	<b>Balance</b>
Event Promotion	\$ 40,000	\$ 5,340.07	\$ 34,659.93
Total	\$ 40,000	\$ 5,340.07	\$ 34,659.93
<b>Profit/Loss</b>		\$ (5,340.07)	
	<b>Budget</b>	<b>Actual</b>	<b>Balance</b>
Total DDA Revenues	\$ 229,594	\$ 1,384	\$ 228,210
Total DDA Expenditures	\$ 229,594	\$ 30,583	\$ 199,011
Balance	\$ -	\$ (29,199)	\$ 29,199
<b>Notes:</b>			
1. Appropriations reflect budget approved at the DDA October 2, 2019 meeting.			

## EVENT SUB-LICENSING AND CO-SPONSORSHIP AGREEMENT DOWNTOWN EVENTS

This Event Sub-License and Sponsorship Agreement (the “Agreement”) is made and entered into as of the date of last execution below (“Effective Date”), by and between the Daytona Beach Downtown Development Authority (the “DDA”) and **BULLSEYE DIRECT MARKETING, LLC** (the “Event Producer”).

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

### **Section 1. DEFINITIONS.**

a. *Annual Event Schedule* means the written schedule of Authorized Events to be held during a Contract Year as approved by DDA, which will include a listing of all Authorized Events and an Event Plan for each such Event.

b. *Authorized Event or Event* means an Event that DDA has specifically approved pursuant to this Agreement.

c. *CITY* means the City of Daytona Beach.

d. *CITY-DDA License Agreement or CITY-DDA License* means the written license agreement dated June 11, 2014, between the City and DDA, granting DDA a license to use certain downtown City-owned facilities and properties, as amended by the First Amendment thereto, dated September 21, 2016; and any amendment, extension or renewal thereof that may hereafter be executed by the City and DDA.

e. *Contract Year* means and includes the Initial Contract Year; and thereafter, any fiscal year commencing on October 1st and ending the following September 31st while this Contract remains in effect

f. *Event* means a themed entertainment or amusement event within the Downtown Area that requires the exclusive or reserved use of one or more Licensed Areas. In addition to activities such as art festivals and carnivals that take place wholly within one a single area, the term include activities such as Progressive Events.

g. *Force Majeure Event* means fire, riots or civil commotion, acts of government or government immobility (whether federal, state, or local), war, acts of God, or contingencies beyond the reasonable control of a party. For purposes of this definition, the terms, “acts of government” and “government immobility” do not include actions or inactions of the DDA.

h. *Initial Contract Year* means the period commencing on the Effective Date of this Agreement and ending on September 30, 2020.

i. *Licensed Area* means an area of City-owned or –controlled property specifically authorized to be used by the DDA via the CITY-DDA License, as further depicted on **Exhibit A**.

j. *Progressive Event* means a walking or other form of moving tour featuring food sampling, beverage sampling, or other thematically organized activities at multiple Downtown Area host sites.

k. *Promotional material* means any form of communication promoting an Authorized Event, including print, radio, web-based, and televised.

1. *Sub-License* means the right granted by DDA for Event Producer to hold an Authorized Event in accordance with this Agreement. All Sub-Licenses granted herein are subordinate to the terms and conditions of the CITY-DDA License. No Sub-License will be deemed to convey a property interest.

**Section 2. PURPOSE AND INTENT.** The purpose of this Agreement is to use Events within the Downtown Area of the City of Daytona Beach to bring residents and visitors into the area, further the redevelopment of Downtown, and enhance the DDA's Riverfront Shops brand and advertising campaign.

**Section 3. TERM; RENEWAL.** Subject to termination rights provided below, the initial Term of this Agreement will commence on the Effective Date and end on September 30, 2020. DDA will have the option to renew this Agreement for up to three additional Terms of one year each.

**Section 4. EVENT SUB-LICENSE.**

a. DDA hereby grants Event Producer a sub-license to use a portion of the area it has under License from the City of Daytona Beach as depicted on **Exhibit A** attached hereto to hold events.

b. The sub-license granted herein, and DDA's agreement to co-sponsor as referenced herein, are conditioned upon the Event Producer's strict compliance with all requirements of this Agreement. The Sub-License will automatically expire upon the termination of this Agreement. No property rights are granted by this Agreement.

c. **Limitations on Sub-License.** The rights granted herein will not exceed the rights granted to DDA under DDA's license with the City, referenced above. Event Producer acknowledges that additional permits or licenses may be required from the City in order to hold the Event, including for the purpose of reserving use of City facilities or closing of City streets that are not licensed for DDA's use under the DDA-City license agreement.

d. Event Producer may also temporarily locate temporary stages and booths within the Sub-License area for the purpose of conducting such Musical Performances, Sales and Promotions.

**Section 5. AUTHORIZED EVENTS; ANNUAL EVENT SCHEDULING.** DDA grants Event Producer authority to hold Authorized Events during the initial Contract Year, and will authorize Event Producer to hold additional Authorized Events in future Contract Years, in accordance with this Section.

a. **Initial Contract Year.** DDA hereby authorizes Event Producer to hold not less than 7 Events during the initial Contract Year ending September 30, 2020. The Initial Contract Year's Event Schedule is attached hereto as **Exhibit B**.

b. **Future Contract Years.** For each Contract Year after the Initial Contract Year, Event Producer will submit to DDA a written proposal setting forth each proposed Event. Event Producer will hold not less than 9 Events during each Contract Year after the Initial Contract Year. The proposal will be due no later than June 1st of the current Contract Year for the Contract Year that follows, unless DDA waives or extends this deadline. DDA will have the sole discretion whether to approve or reject Event Producer's proposal, and to require Event Producer to modify the proposal as a condition of approving it. If DDA accepts Event Producer's proposal, that proposal will be deemed to be the Annual Event Schedule for the Calendar Year; and DDA's acceptance of

the Annual Event Schedule shall constitute authorization by DDA for Event Producer to hold the Events listed.

c. Conditions of Approval; Modifications. Event Producer will hold each Authorized Event listed in the Annual Event Schedule in strict compliance with the provisions of this Agreement and the Event Plan. However, nothing herein will be deemed to prohibit Event Producer from requesting DDA's approval to modify the Annual Event Schedule or an Event Plan for an Authorized Event.

1) Rescheduling Due to Force Majeure Events. The parties will work cooperatively with one another to reschedule an Authorized Event where rescheduling is necessary due to a Force Majeure Event.

2) Other Modifications. DDA will have sole discretion to approve or reject all other modifications to an Annual Event Schedule or to an Event Plan.

#### **Section 6. DDA EVENT SPONSORSHIP.**

a. In General. DDA will sponsor Authorized Events by directly promoting and advertising the Event at DDA's cost and directly paying the City for any permitting or agreement costs up to budgeted amounts listed in **Exhibit A**. DDA may, at its sole discretion, provide additional funding on an event by event basis.

b. Acknowledgment of Sponsorship. Event Producer will acknowledge DDA and the City of Daytona Beach as sponsors (including through use of DDA and City logos) on all printed promotional material related to the Event, consistent with the requirements of **Exhibit C**.

c. Post-Event Reporting. No later than 90 days after the conclusion of the cosponsored Event, Event Producer will provide DDA a written report. The report will include the following information:

- 1) Total attendance figures and where known, attendee demographics;
- 2) Attendee survey results; and
- 3) Where applicable a year-to-year comparison of the foregoing information for repeat Events.

d. This is a non-exclusive agreement and sub-license. The DDA may enter into agreements with and grant to other parties sub-licenses to hold events in the Licensed Area so long as the dates do not conflict with dates on the Annual Event Schedule.

**Section 7. EVENT COORDINATION.** The Parties will work with one another in good faith to coordinate the Event Producer's planning of each Authorized Event.

a. Event Plan. Event Sponsor will provide the DDA, a minimum of ninety (90) days prior to an Event, the Event Plan which outlines the following:

- 1) Event description narrative including date and time of the event.
- 2) Sub-License area being used and whether or not street closure will be sought.
- 3) Marketing Plan and promotional materials to be used.
- 4) Anticipated permit fees.
- 5) Event site plan and parking plan.

6) Any other relevant information.

b. Notice of Cancellation. If the Event Producer decides to cancel an Authorized Event, the Event Producer will advise the DDA of the cancellation no less than 30 days prior to the Event. If the Event has been held previously, is considered to be an “Annual” Event and is included on the Annual Event Schedule, the Event Producer must notify the DDA no less than 120 days prior to the Event Producer’s intent to cancel.

c. Timely Provision of Information. Event Producer will provide the DDA with the advertising information required by the Event Advertising Schedule in **Exhibit D**, and all proposed Promotional Material, in a timely fashion. In addition, based on the schedule in **Exhibit D**, Event Producer will provide DDA all information needed by DDA to develop marketing materials listed in Section 10.

d. DDA may waive these time frames as necessary upon request and justification in writing by Event Producer.

**Section 8. APPROVAL OF PROMOTIONAL MATERIALS.** DDA will have the right to review and approve or reject Event Producer’s proposed promotional material prior to the Event for compliance with the requirements of this Agreement.

a. DDA’s Right to Reject. DDA may reject promotional material that:

- 1) Is unsuitable for family viewing;
- 2) Reflects poorly on the DDA, the City of Daytona Beach, the Downtown, or the Riverfront Shops;
- 3) Constitutes political advertising;
- 4) Contains false or misleading information;
- 5) Infringes on copyright of trademark rights;
- 6) Tends to cause confusion between the Event being promoted and other Sponsored Events held in the License Area pursuant to this Agreement; or
- 7) Fails to comply with the requirements of other provisions of this Agreement, including the event Advertising Schedule (**Exhibit D**), and the Graphic Standards for Advertising (**Exhibit C**).

b. Restrictions on Use. Event Producer will not use or suffer or permit the use of any Promotional Materials that DDA has rejected.

**Section 9. GENERAL PERFORMANCE STANDARDS.** Event Producer will comply with the following performance standards for each Event:

a. Compliance with CITY-DDA License. The Event will be conducted in a manner that fully complies with DDA’s obligations under the CITY-DDA License. Event Producer acknowledges that Event Producer has been provided a copy of the CITY- DDA License.

b. City Approvals and Fees. Event Producer acknowledges that additional permits or approvals may be required from the City in order to hold an Authorized Event, including for the purpose of reserving use of City facilities or closing of City streets that are not licensed for DDA’s use under the CITY-DDA License. Event Producer will obtain all such additional permits and

approvals prior to holding the Event, at Event Producer's sole cost and expense other than as provided for in Section 5.a. above.

c. Active Promotion. Event Producer will actively advertise, market, and promote the Event, including through sale of third-party sponsorships to maximize event attendance, event profitability, and good will for the DDA and the Downtown Redevelopment Area, consistent with the requirements of this Agreement.

d. Event/Information Booth. Event Producer will provide an Event/Information booth as part of the Event for purposes of providing space to promoting Downtown Daytona Beach and the Riverfront Shops of Daytona Beach. Event Producer will fully staff the information booth at all times while the event is open to the public.

e. Flow of Traffic. Event Producer will organize and conduct the Event in a manner that preserves pedestrian and vehicular traffic on City sidewalks and streets, except where the DDA has authorized the closing or partial closing of a sidewalk or street as part of the Event Plan.

f. Free to Public. Except where specifically approved by DDA, all Events will be free to the public.

#### **Section 10. EVENT ADVERTISING. •**

a. Event Producer Advertising. Event Producer will advertise each Event through one or more of the following methods as reflected in the approved Event plan:

- 1) Radio Advertising.
- 2) Television Advertising.
- 3) Publicity News Release.
- 4) Printed Event Posters. Any radio or television advertising is subject to DDA approval of the proposed advertising schedule.

b. DDA Advertising. DDA will advertise each Event through the following media:

- 1) DDA Website (Riverfront Shops of Daytona Beach).
  - i. Feature copy on Home Page.
  - ii. Listed on Event Calendar.
- 2) Riverfront Shops Monthly E-blast.
  - i. List upcoming Event dates for two editions prior to the event.
- 3) Riverfront Shops Social Media (Facebook Page, Instagram & Twitter).
  - i. Event Promotion Posts.
  - ii. Event Calendar Posting.
  - iii. Event Promotion Boosting.
- 4) Riverfront Shops Printed Event Material.
  - i. Street Directory Event Posters.
  - ii. Monthly News Journal Event Listing.
  - iii. In-Room Concierge Book or Hotel Rack Card.
- 5) Local Newspaper Advertisement.

**Section 11. Alcohol Sales.** Event Producer may sell alcoholic beverages upon receiving required state and city permits.

**Section 12. DESIGNATED REPRESENTATIVES; NOTICE.** All notices, requests, and demands to or upon the Parties will be delivered by hand, delivered by a courier service, provided to a nationally recognized delivery service for overnight delivery, transmitted to a receiving fax machine followed by hard copy within two days, or if by U.S. mail, postage prepaid by registered or certified mail, return receipt requested, to the addresses set forth herein:

To Event Producer:  
Kelley A. Koliopulos  
Bullseye Direct Marketing  
140 South Beach Street, Suite 304  
Daytona Beach, FL 32114  
(386)234-4001

To the DDA:  
Michael O. Sznajstajler, Chairman  
Daytona Beach DDA  
301 South Ridgewood Avenue  
Daytona Beach, FL 32114  
(386) 671-8010  
(386) 671-8015 – fax  
w/copy to: James Morris  
Deputy City Manager  
City of Daytona Beach  
301 S. Ridgewood Avenue  
Daytona Beach, FL 32114  
(386) 671-8121  
(386) 671-3975 – fax

**Section 13. INDEMNIFICATION.** Event Producer hereby indemnifies and holds harmless the DDA, the City, and the DDA's and City's respective officers, employees, and agents, from and against all claims, damages, losses, and expenses, including but not limited to attorneys' fees, arising out of or resulting from the negligent acts or negligent omissions of Event Producer or Event Producer's officers, employees, and agents in association with the Event Producer's conduct of the Events or the exercise of Event Producer's rights and obligations under this Agreement; except to the extent that such claim, damage, loss, or expense is the result of the negligence of the DDA, or the City, or anyone directly or indirectly employed by the DDA or the City, or anyone for whose acts the DDA or the City may be liable.

Event Producer's obligation to indemnify and hold DDA and the City harmless, includes claims, damages, losses, and expenses relating to claims of infringement of intellectual property rights, subject only to the exclusions referenced immediately above.

**Section 14. INSURANCE.** Event Producer will provide and maintain at its sole expense, insurance of the kinds of coverage and in the amounts set forth in this section, in form and from companies satisfactory to the DDA.

a. Coverage and Amounts. Subject to paragraph (b), below, required coverages and amounts are as follows:

(1) Workers Compensation Insurance as required by Florida Statutes, Chapter 440 (and any other applicable federal laws), for all employees of Contractor, employed at the site of the service or in any way connected with the services being provided under this Contract. The insurance required by this provision will comply fully with the Florida Workers' Compensation Law and include Employers' Liability insurance with limits of not less than

\$500,000 per occurrence, project specific. Any associated or subsidiary company involved in the service must be named in the Workers' Compensation coverage.

(2) Commercial General Liability insurance, including coverage for operations, independent contractors, products-completed operations, broad form property damage, and personal injury on an "occurrence" basis insuring the Contractor and any other interests, including but not limited to any associated or subsidiary companies involved in the services being provided under this Contract.

The limit of liability under the Commercial General Liability policy will be a combined single limit for bodily injury and property damage of no less than \$1,000,000 per occurrence, project specific. If insurance is provided with a general aggregate, then the aggregate shall be in an amount of no less than \$2,000,000, project specific.

THE COMMERCIAL GENERAL LIABILITY INSURANCE POLICY SHALL NAME THE CITY AND DDA AS ADDITIONAL INSURED.

Unless specifically waived hereafter in writing by the Risk Manager, Event Producer agrees that the insurer shall waive its rights of subrogation, if any, against the City on each of the above listed insurance coverages.

b. Subcontractors' Insurance. Each of Event Producers' subcontractors will be required to provide insurance in substantially similar form to the insurance required of Event Producer above based on services provided.

c. Required Changes in Coverage and Amounts of Coverage. The City may at any time require Event Producer to increase the amount of coverage, change the terms of coverage, and provide additional or different types of coverage, as the City may deem necessary; provided that the changes or increase in coverage are consistent with such requirements for similar operations and businesses then operating within the Central Florida area or are reasonable in light of prior claims made against Contractor's policies. Contractor must comply with such requirements within 30 days after the City's demand.

d. Reasonable Deductible. Any insurance policy required by or pursuant to this Section may contain a reasonable deductible provision provided advance notice of said deductible provision is given by the Event Producer to the City and approval from the Risk Manager for the City is given, which approval shall not be unreasonably withheld or delayed.

Loss Deductible Clause: The City shall be exempt from, and in no way liable for, any sums of money that may represent a deductible in any insurance policy. The payment of such deductible shall be the sole responsibility of the Event Producer or sub-contractor providing such insurance.

e. Proof of Insurance. Event Producer will furnish proof of the required forms and coverages referenced above to the Risk Manager for the City prior to or at the time of execution of this Contract. Event Producer will not commence work until all proof of such insurance has been filed with and approved by the Risk Manager. Contractor will furnish proof of any new or amended coverages to the Risk Manager promptly upon being directed to do so. The City may require Event Producer to halt operations until Event Producer has provided such insurance.

f. Form of Evidence of Coverage. Event Producer will furnish evidence of all required insurance in the form of certificate of insurance which will clearly outline all hazards covered as itemized above, the amounts of insurance applicable to each hazard, the expiration dates.

If requested by Risk Manager, Event Producer will furnish copies of the insurance contracts to support the certificates of insurance and the copies of said insurance must be acceptable to the Risk Manager.

Anything to the contrary notwithstanding, the liabilities of the Event Producer under this Agreement shall survive and not be terminated, reduced or otherwise limited by any expiration, limitation, exclusion or termination of insurance coverage. Neither approval nor failure to disapprove insurance furnished by the contractor shall relieve the contractor or its sub-contractors from responsibility to provide insurance as required by the contract.

g. Replacement Required. Event Producer will file replacement certificates 30 days prior to expiration or termination of the required insurance occurring prior to the acceptance of the work by the City. If such insurance will lapse, the City expressly reserves the right to renew the insurance at Event Producer's expense.

h. Termination of Insurance. Event Producer may not cancel the insurance required by this Contract until all services are completed, accepted by the City, and Event Producer has received written notification from the Risk Management Division of the City that Event Producer may cancel the insurance required by this Contract and the date upon which the insurance may be cancelled.

**Section 14. NO RIGHT TO ASSIGN.** Event Producer may not assign its rights or obligations under this Agreement without the DDA's express prior written approval.

**Section 15. DEFAULT AND TERMINATION.**

a. The Event Producer will be in default if:

1) The Event Producer materially fails to operate co-sponsored Events in accordance with the requirements of this Agreement; or

2) The Event Producer fraudulently misrepresents to any third party the nature of this Agreement, or Event Producer's relationship with the DDA as an independent contractor, or misrepresents information required to be submitted in the Event Producer's outdoor event application to the City; or

3) The City revokes any permit issued to the Event Producer for a co-sponsored Event for any of the reasons outlined in City Code Section 82-68; or

4) Event Producer commits any other material breach of this Agreement, and such failure continues for more than 15 days after receipt of notice and an opportunity to cure.

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

b. Either Party may terminate this Agreement for convenience upon 45 days' written notice; provided that termination by DDA under this subsection 15.b. will not affect the DDA's obligation to provide advertising previously approved by DDA for the next scheduled Event.

c. In the event of termination for any reason other than Event Producer's default, Event Producer may continue to refer to DDA as co-sponsor for those co-sponsored Events that DDA previously agreed to co-sponsor. Upon termination based on Event Producer's default, the Event Producer will cease referring to the DDA as co-sponsor except as DDA may otherwise direct in the termination letter.

d. Neither Party will be liable to the other party for indirect or consequential damages for a breach of this contract.

#### **Section 16. GENERAL PROVISIONS.**

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

b. No vehicular parking is allowed in the License Areas except in designated parking areas without the express permission of the City.

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

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

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

**EXHIBIT A**  
**EVENT LOCATION MAP**



-  Area for Sidewalk and/or Street Closure Events
-  Additional Area for Sidewalk Events

# THE CITY OF DAYTONA BEACH DDA



**G O L D**

*Marketing Communications*

Presentation

# AGENDA



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

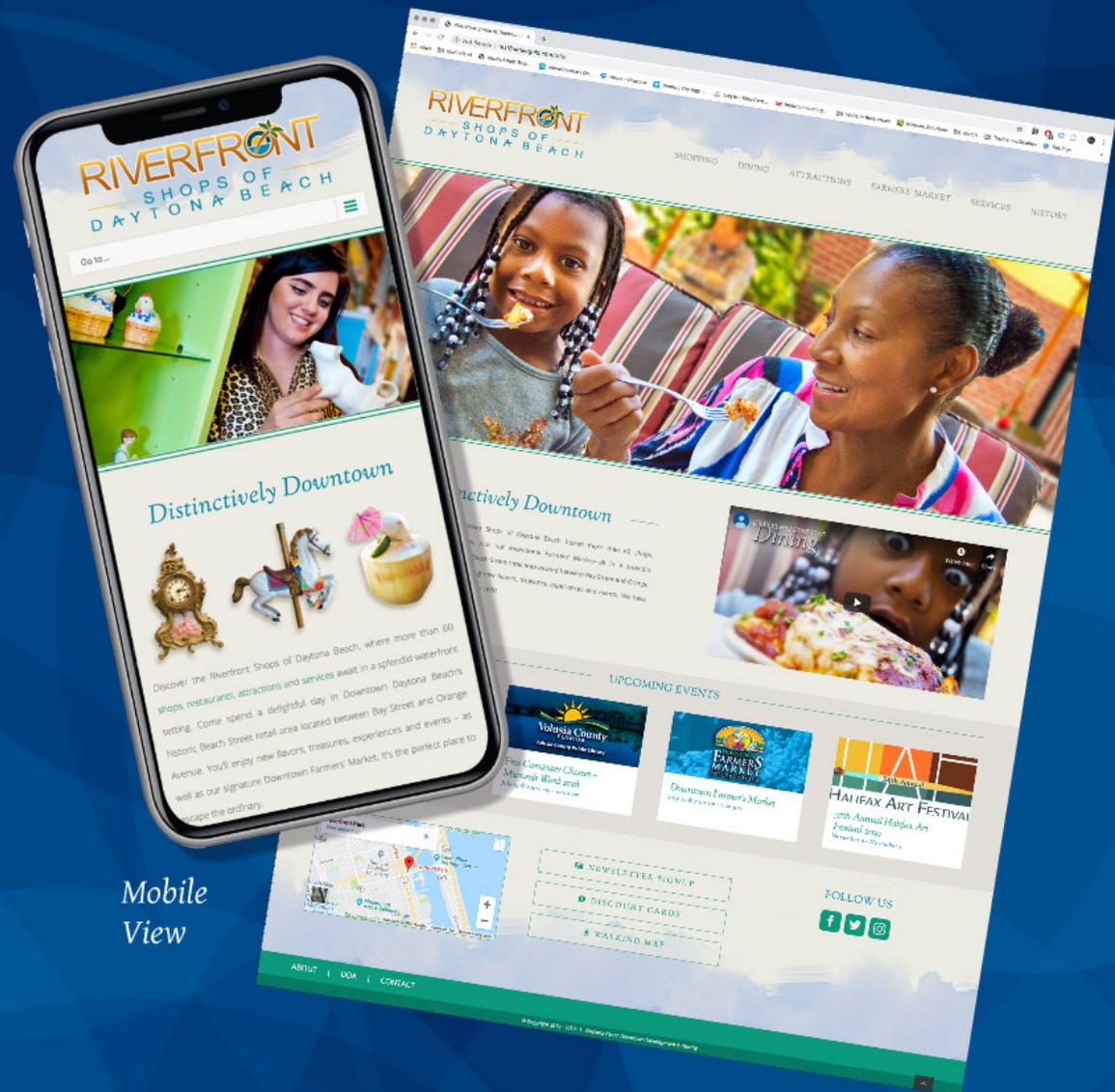


# 1. NOVEMBER/DECEMBER

## Tactical Highlights

### NEW WEBSITE:

- *Visitation Up 14% in November.*
- *Users Were Predominantly Female 55+.*
- *83.4% of Visitation was from a Mobile Device.*



Mobile View

Desktop View

# 1. NOVEMBER/DECEMBER

## Tactical Highlights

### HOLIDAY CAMPAIGN:

Multi-Media Campaign Features:

- Community Print: Observer Group.
- Radio: Southern Stone.
- Online: Google & Facebook.
- Television: Spectrum (Pro Bono).



Community Print Ads

# 1. NOVEMBER/DECEMBER

## Tactical Highlights

### SPECIAL EVENTS:



November 1-3



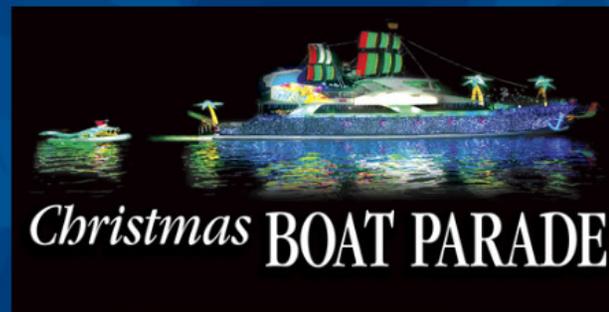
Daytona Festival of Magic  
November 1-3



November 2-3



November 23



December 7



December 14

# 1. NOVEMBER/DECEMBER

## Tactical Highlights

### NEW BROCHURES:

- *Holiday Utility Bill Insert.*
- *Hospitality Rack Brochure with Discount Card.*



Brochure Cover and Interior Spread

Utility Bill Insert

# 1. NOVEMBER/DECEMBER 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 & Updates*

#### BUDGET RECAP:

- *Approved = \$145,000.*
- *Projected = \$131,138.*
- *Difference = \$13,862.*
- *Suggest Spending \$7,500 on New Media Opportunities.*

#### RECOMMENDED

- *Add Farmers' Market & SNAP Advertising in **Daytona Times**.*
- *Extend Radio Buy with **Southern Stone**.*
- *Add **Hometown News** Ads to Promote Discount Card.*

# 3. QUESTIONS & ANSWERS



*Thank You  
for Your  
Partnership!*



# DAYTONA BEACH DDA

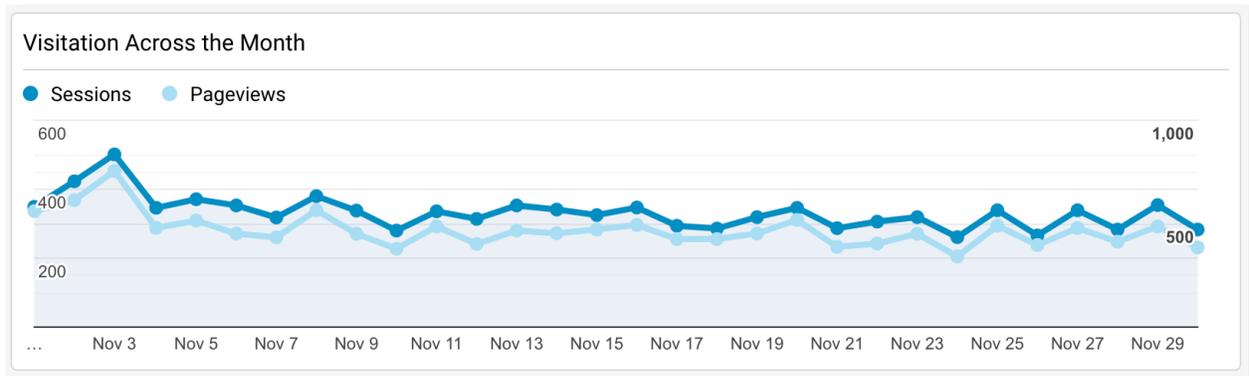
## NOVEMBER 2019 ONLINE ANALYTICS REPORT

*Prepared by GOLD & Associates • Wednesday, December 11, 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 November following the launch of the new website and the increased investment in online media in the 2019-2020 Tactical Plan.

### Overall Traffic

#### WEBSITE VISITATION TRENDLINE



**Overall, November had 9,957 sessions (up 14% from 8,767 in October) and 14,041 pageviews (up 10% from 12,740 in October). Traffic was relatively even across the month after being slightly higher early in November due to the Halifax Art Festival.**

#### TOP PAGES

Most Viewed Pages	
Page	Pageviews
/	8,999
/farmers-market/	1,910
/event/57th-annual-halifax-art-festival-2019/	461
/shopping/	409
/attractions/	394
/events/	332
/dining/	262
/brochures-and-maps/	172
/event/downtown-daytona-beach-chocolate-festival/	118
/newsletter-signup/	88

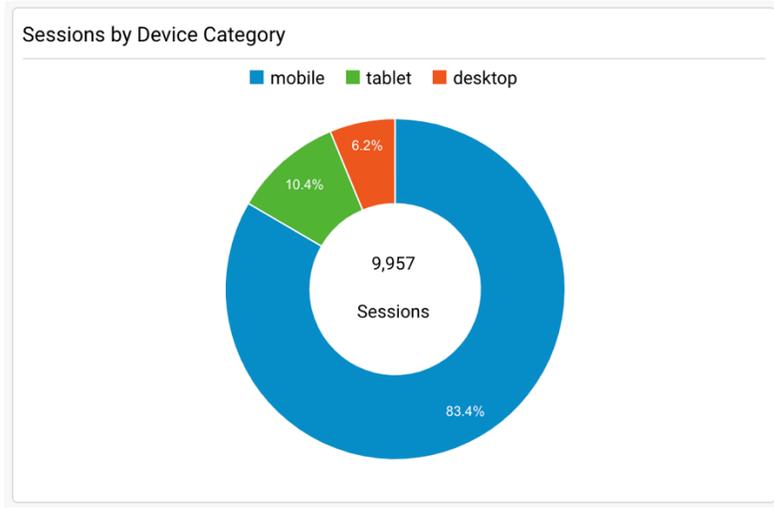
**The home and Farmers' Market pages were again the most visited overall. Pageviews for dining, shopping, and attractions totaled 1,065. (/ = Home Page.)**

# DAYTONA BEACH DDA NOVEMBER 2019 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Wednesday, December 11, 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	7,184
facebook_ads / cpc	1,143
google / organic	855
(direct) / (none)	386
daytonabeach.com / referral	143
m.facebook.com / referral	64
l.facebook.com / referral	58
bing / organic	22
codb.us / referral	18
yahoo / organic	16

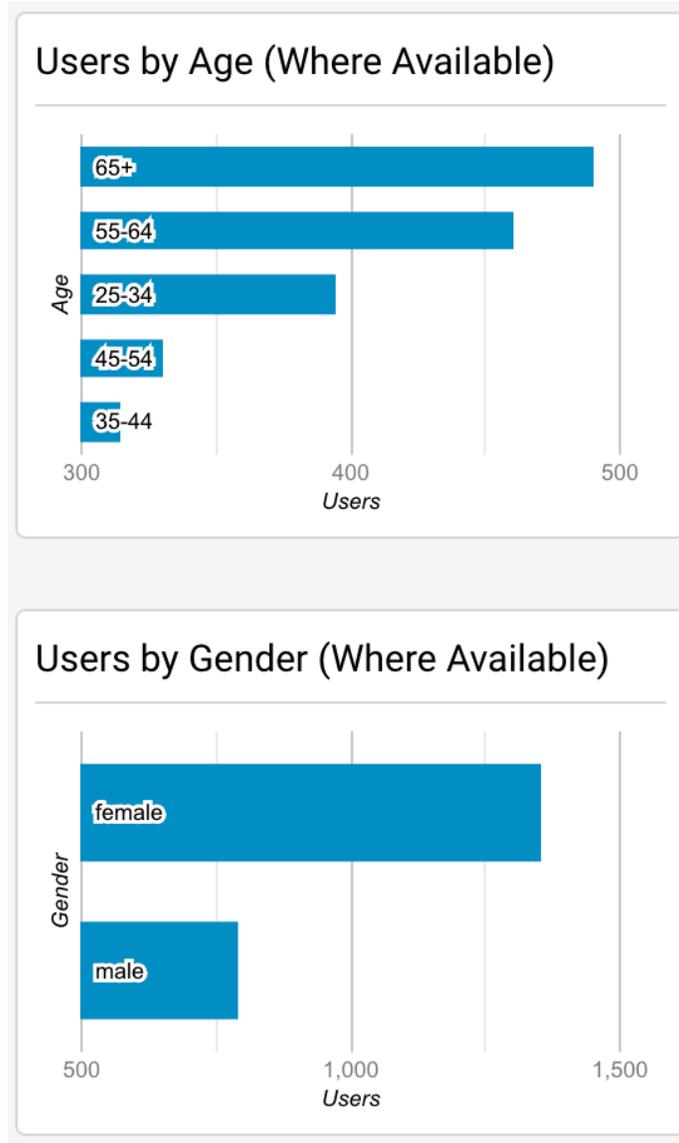
*Google advertising was by far the largest traffic source, followed by Facebook advertising, Google organic search, and direct visits.*

# DAYTONA BEACH DDA NOVEMBER 2019 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Wednesday, December 11, 2019

## Overall Traffic (Continued)

### DEMOGRAPHICS AND GENDER



*Demographic data was available for approximately 1/3 of site users in November. Among those, site visitors represented every adult age group, and were predominantly female and 55+.*

# DAYTONA BEACH DDA

## NOVEMBER 2019 ONLINE ANALYTICS REPORT

*Prepared by GOLD & Associates • Wednesday, December 11, 2019*

### Online Advertising

#### GOOGLE ADVERTISING



*The Google Ads campaign generated 9,255 clicks in November (up 3% from 8,965 in October). “Daytona Beach Events,” “Things to Do in Daytona Beach,” “Daytona Event,” 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 2,166 link clicks of which 330 were for the Farmers’ Market. (Overall, a majority of ad link clicks were by women 45+.)*

*Special events were a major focus of the November Facebook advertising. This included 132 final responses at the beginning of the month for the Halifax Art Festival (which had 5,745 total ad and organic responses on the Riverfront Shops listing); and 947 responses for the Sweet Saturday chocolate event (which had 8,314 total ad and organic responses on the Riverfront Shops listing).*

*The Riverfront Shops Facebook page had 11,730 “likes” as of November 30 (up 3% from October), and the Farmers’ Market page had 2,215 “likes” (up 2% from October).*

**DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY**

**2019 - 2020 MARKETING FLOWCHART**

Approved August 2019 • Updated December 10, 2019

**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	31		7	14	21	28							
<b>A. GENERAL MARKETING SERVICES – \$93,000 Budget Approved</b>																																		<b>\$90,450</b>																													
<b>SUPPLIES</b>	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															
<b>TECHNICAL SERVICES</b>	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	\$800				-				-				-				-				\$5,000				-				-				-				-				-				-															
<b>PROFESSIONAL SERVICES</b>	Marketing agency fees for strategic planning; consultation; media negotiations; email marketing; online/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															
<b>DOWNTOWN MARKETING</b>	Media costs for online, social, and offline advertising.	N/A	N/A	-				-				-				-				-				-				-				-				-				-				-				-				-				N/A							
<b>Online</b>	Google geo-targeted search and display ads (including remarketing).	2 Weeks Prior	1 Week Prior	\$1,100				\$1,100				\$1,100				\$1,100				\$1,000				\$900				\$900				\$850				\$800				\$800				\$800				\$800				\$800											
<b>Social</b>	Social media geo-targeted ads (including remarketing).	2 Weeks Prior	1 Week Prior	\$1,100				\$1,100				\$1,100				\$1,100				\$1,000				\$900				\$900				\$850				\$800				\$800				\$800				\$800				\$800											
<b>Offline</b>	Print ads in Observer and West Daytona Observer. Radio ads on Southern Stone WLOV-FM.	3 Weeks Prior	2 Weeks Prior	-				-				\$5,001				\$978				\$978				\$978				\$415				-				-				-				-				-				-											
<b>B. DOWNTOWN EVENTS – \$40,000 Budget Approved</b>				<b>Daytona Nights</b>				<b>Art Festival/ Sweet Saturday</b>				<b>City Events</b>				<b>Chili Cookoff</b>				<b>Valentine's Day</b>				<b>Beer &amp; Bacon</b>				<b>TBD</b>				<b>TBD</b>				<b>TBD</b>				<b>TBD</b>				<b>TBD</b>				<b>TBD</b>				<b>\$28,700</b>											
<b>EVENT MARKETING</b>	Event fees, prizes, and marketing. (\$10,000 for Halifax Art Fest. prize & advertising, plus \$1,500/month budgeted for additional monthly events, with \$1,200 allocated for event producer advertising.)	4 Weeks Prior	3 Week Prior	\$5,200				\$11,500				-				\$1,500				-				\$1,500				\$1,500				\$1,500				\$1,500				\$1,500				\$1,500				\$1,500															
<b>C. FARMERS' MARKET – \$12,000 Budget Approved</b>				<b>Saturdays</b>				<b>Saturdays</b>				<b>Saturdays</b>				<b>Saturdays</b>				<b>Saturdays</b>				<b>Saturdays</b>				<b>Saturdays</b>				<b>Saturdays</b>				<b>Saturdays</b>				<b>Saturdays</b>				<b>Saturdays</b>				<b>Saturdays</b>				<b>\$11,988</b>											
<b>SUPPLIES</b>	Printed materials and distribution fees. (Included in General Marketing.)	N/A	N/A	-				-				-				-				-				-				-				-				-				-				-				-				-				N/A							
<b>SNAP MARKETING</b>	Printing and media purchases (including \$747 ea. Daytona Times newspaper ads, plus radio remotes).	4 Weeks Prior	3 Week Prior	\$2,241				\$747				-				-				-				-				-				-				-				-				-				-				-											
<b>FARMERS' MARKET MARKETING</b>	Media costs for online, social, and offline advertising listed below.	N/A	N/A	-				-				-				-				-				-				-				-				-				-				-				-				-				-				N/A			
<b>Online</b>	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											
<b>Social</b>	Social media geo-targeted ads (including remarketing).	2 Weeks Prior	1 Week Prior	\$250				\$250				\$250				\$250				\$250				\$250				\$250				\$250				\$250				\$200				\$200				\$200				\$200											
<b>Offline</b>	Radio remotes. (Market also included in Downtown Marketing and SNAP noted above.)	3 Weeks Prior	2 Weeks Prior	-				-				-				-				\$650				\$650				\$650				\$650				-				-				-				-				-											
<b>TOTAL</b>				<b>\$14,741</b>				<b>\$18,747</b>				<b>\$15,301</b>				<b>\$9,578</b>				<b>\$8,428</b>				<b>\$14,828</b>				<b>\$9,165</b>				<b>\$8,750</b>				<b>\$7,850</b>				<b>\$7,950</b>				<b>\$7,850</b>				<b>\$7,950</b>				<b>\$ 131,138</b>											

**OFFLINE ADVERTISING BREAKDOWN**

- **DECEMBER:** WLOV-FM (\$2,285) & Observer Group (\$2,716)
- **JANUARY:** Observer Group (\$978)
- **FEBRUARY:** Observer Group (\$978)
- **MARCH:** Observer Group (\$978)
- **APRIL:** Observer Group (\$978) & Tortugas Program (\$TBD)

Production	Materials Distributed/Run	Task Completed
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## GOLD

The Veranda • 814 A1A North, Ponte Vedra Beach, FL 32082  
(904) 285-5669 • [strikegold.com](http://strikegold.com)

### DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY - Riverfront Shops Project Update • 12/11/19

Job	Action Steps
<b>BROCHURES</b> – <i>Visitors Centers, Lodging, Etc.</i>	Created utility bill insert and made press-ready. Added merchant listing and discount card information to the hospitality rack brochure. <a href="#">NEXT: Card is awaiting client approval.</a>
<b>COMMUNITY PRINT ADVERTISING</b> – <i>Newspapers &amp; Magazines</i>	Daytona Times advertising ran through October. Prepared holiday buy and creative for community papers. Sent first ad to Observer Group to run w/o 12/9. <a href="#">NEXT: Prepare next ad to run w/o 12/16.</a>
<b>E-BLASTS</b> – <i>Consumer &amp; Merchant</i>	Write and distribute eblasts monthly. Consumer and merchant blasts sent 11/20. Additional consumer blast sent 12/5. <a href="#">NEXT: Send merchant blast w/o 12/16.</a>
<b>EVENT SUPPORT FLIER</b> – <i>For Event Organizers</i>	Wrote and designed a flyer that shows event organizers all of the support they will receive from the DDA. <a href="#">NEXT: Awaiting client approval.</a>
<b>FARMERS' MARKET PROMOTION</b> – <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. <a href="#">NEXT: Prepare layout alternatives for logo in December.</a>
<b>GOOGLE ADS</b> – <i>Ongoing Campaign</i>	Ongoing search and display advertising. <a href="#">NEXT: Present analytics monthly at DDA meetings.</a>
<b>HOLIDAY CAMPAIGN</b> – <i>Seasonal Promotions</i>	Developed "Daytona Beach' Holly Jolly Christmas Parade" name. Holiday print, radio, and online ads created and running. <a href="#">NEXT: Update ads weekly.</a>
<b>KIOSK DIRECTORIES</b> – <i>Maps &amp; Listings</i>	Updated 5-6 times per year. Updated posters in November and merchant directory in December. <a href="#">NEXT: Revise kiosk poster for January.</a>
<b>ONLINE CALENDAR UPDATES</b> – <i>Website &amp; Facebook</i>	Ongoing updates made to website and social media. <a href="#">NEXT: Update calendars as new events are announced.</a>
<b>PHOTOGRAPHY</b> – <i>Throughout Downtown</i>	Schedule shoot for after Market @ Magnolia move is made. <a href="#">NEXT: Secure bids from photographers in December.</a>
<b>PRESS RELEASES</b> – <i>Businesses &amp; Events</i>	Write & distribute releases monthly. (Review those from the City, County, and VCB weekly.) Holiday events release sent w/o 12/2. <a href="#">NEXT: Prepare release for upcoming DDA-sponsored events.</a>
<b>RESEARCH</b> – <i>Consumer/Merchant Surveys</i>	Branding survey relaunched 10/15 and findings presented to the DDA. <a href="#">NEXT: Merchants surveyed in November about a new discount card. Send again w/o 12/16.</a>
<b>SNAP</b> – <i>Announcement Materials</i>	Created press release and layouts for flyers, posters, and banners. Ads ran through October. <a href="#">NEXT: SNAP mentioned in December ad buy.</a>
<b>SOCIAL MEDIA ADVERTISING</b> – <i>Facebook</i>	Ongoing advertising focused on events, along with general Riverfront Shops and Farmers' Market ads. <a href="#">NEXT: Present analytics monthly at DDA meetings.</a>
<b>SOCIAL MEDIA POSTING</b> – <i>Farmers' Market</i>	Ongoing posting. Farmers' Market Manager handles, including SNAP. <a href="#">NEXT: Awaiting Market @ Magnolia dates for announcement.</a>
<b>SOCIAL MEDIA POSTING</b> – <i>Riverfront Shops</i>	New events are posted weekly as received. Event organizers and City also post. "Liked" merchant and business pages as Riverfront Shops page. <a href="#">NEXT: Continue ongoing posting.</a>
<b>STRATEGIC MARKETING PLAN</b> – <i>Annual</i>	Annual plan developed and presented to DDA in Jan. and Feb. Discussed at April meeting. Finalized at August meeting. <a href="#">NEXT: Begin updating plan for FY 2020-2021 in March.</a>
<b>TACTICAL PLAN</b> – <i>Monthly</i>	Revised for the new fiscal year. Updated for the DDA monthly. <a href="#">NEXT: Continue ongoing updates.</a>
<b>WEBSITE</b> – <i>Riverfront Site Listing &amp; Content Updates</i>	Maintain and optimize continuously, including events calendar. New site launched 9/21 with additional security and ADA features added. Hosting purchased for two years. <a href="#">NEXT: Present analytics at monthly DDA meetings.</a>