

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, July 23, 2019 8:00 a.m.
Conference Room 149-B

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

	<p>For special accommodations, please notify the City Clerk's Office at least 72 hours in advance. (386) 671-8023</p>		<p>Help for the hearing impaired is available through the Assistive Listening System. Receivers can be obtained from the City Clerk's Office.</p>
-----------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------

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: June 25, 2019
4. **DDA Staff Report**
 - a. Event Update
 - b. Monthly Financial Report
 - c. FY20 Budget and Millage Rate
 - d. Budget Transfers and Amendment
 - e. Farmers Market Update
 - f. Downtown Projects Update
 - g. Public Safety Update
5. **Gold & Associates Presentation**
 - a. Monthly Presentation
6. **Public Comments**
7. **Board Comments**
8. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, June 25, 2019**

The Regular Meeting of the Downtown Development Authority was held Tuesday, June 25, 2019, at 8:00 a.m. in Conference Room 149B, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Mr. Michael Sznajstajler, Chair
Ms. Sheryl Cook, Vice Chair
Ms. Quanita May, Commissioner (arrived at 8:30 a.m.)
Mr. Joseph Hopkins
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

Mr. Sznajstajler called the meeting to order at 8:12 a.m.

2. Roll Call

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

3. Approval of Minutes

a. Regular Meeting – May 21, 2019

A motion was made by Ms. Kozinski, seconded by Ms. Cook, to approve the minutes of the Regular Meeting of May 21, 2019, as presented. The motion carried (4-0).

4. DDA Staff Report

a. Event Update – Southern Stone, RFP, and Proposed License Revisions

Mr. Berger presented the staff report which was included as part of the packet. Mr. Berger stated included in the packet is information related to the reimbursement payment to Southern Stone for six events. Mr. Berger stated the numbers provided in this month's packet are the same as were provided in the previous report; and Mr. Berger recommends a payment of \$24,442 be made to Southern Stone. Mr. Berger stated Lydia Frost from Southern Stone is in attendance and is available to answer any questions the Board may have.

Ms. Cook stated she has been very disappointed and has never seen such neglect by an event producer. Ms. Cook stated the Board was told the DDA costs would be covered and the events would make money and now the Board is informed that they have continued to lose money. Ms. Cook stated she feels the DDA was sold a "major bill of goods" and the contract was not sound. Ms. Cook stated she hopes the DDA does not get into a similar situation in the future.

Mr. Berger stated sponsorship dollars were not secured as was planned and that was the major failure in the agreement.

Ms. Cook stated after each event, the DDA asked for information about the funds from the events and it was never provided. Ms. Cook stated she does not feel the Board was kept abreast of the financial situation.

Ms. Kozinski stated once Frank DeMarchi left Southern Stone, the events went from good to awful.

Mr. Sznajstajler stated the DDA requested at three meetings in a row that a representative of Southern Stone attend, but no one attended.

Lydia Frost, Vice President of Sales, Southern Stone Communications, stated when she was employed by Southern Stone, Southern Stone agreed to make changes to their event planning. Ms. Frost stated she understood that the DDA was not receiving information that was required by the contract and feels she has done an adequate job of providing that information to Mr. Berger, but not in the timeframe as was requested by the DDA.

Mr. Sznajstajler spoke regarding the amount owed and stated more than 9/10 of that was incurred in the last three events, which was after Frank DeMarchi was gone and Ms Frost was the representative. Ms. Sznajstajler stated the Eggstravaganza earned zero dollars in revenue and the DDA is expected to pay \$6,250 and the Art Attack netted \$10.59 and the DDA is expected to pay \$5,525. Mr. Sznajstajler stated he does not feel the money requested has anything to do with what happened in

2018 or the beginning of 2019 but reflects what happened in March and April of this year.

Ms. Frost stated the Eggstravaganza, which was recommended to the DDA and the DDA agreed to hold the event, was a community event and not meant to make money. Ms. Frost stated it is mind-boggling to her that the event even took place because an event where families attend and free candy is handed out will not make money.

Mr. Sznajstajler stated an event budget was produced that indicated there would be \$11,680 in sponsorships so the loss to the DDA would be offset. Mr. Sznajstajler stated the DDA expected to pay about \$3,000 for that event but now that number is significantly more.

Ms. Kozinski stated the DDA expected to take a loss on the Art Attack and those types of events always draw in people. Ms. Kozinski stated the similar event held last year during the middle of a storm was better attended.

Mr. Sznajstajler stated without looking at the numbers he does not believe the DDA lost \$4,400 on last year's Chili Tour.

Ms. Frost stated events have costs and the DDA has been provided with all of the receipts and what is shown is the net result of the events. Ms. Frost stated after she became a part of Southern Stone and examined the business model, she made a determination that it was not a good business decision for Southern Stone to continue with the events as planned. Ms. Frost stated there are other costs which are not aligned with what is presented, such as payroll. Ms. Frost stated the events were a net loss for Southern Stone over and over again. Ms. Frost stated she approached Mr. Berger and stated Southern Stone would be willing to continue holding events under a different business model but would like to break the existing contract. Ms. Frost stated what was proposed by Mr. DeMarchi was ridiculous and will never work.

Mr. Sznajstajler stated he does not think the DDA felt it would make money but what was a part of the agreement was an event plan that would have the DDA breaking even. Mr. Sznajstajler stated what is unfortunate is when Southern Stone made the decision to stop or slow down, nothing was communicated to the DDA and the DDA went forward with two or three more events. Mr. Sznajstajler stated the numbers are presented and the only numbers being made whole are the event start-up costs paid to Southern Stone.

Ms. Frost stated the events were a net to Southern Stone and Southern Stone did not make money.

Mr. Sznajstajler stated an event budget was presented by Southern Stone, not the DDA.

Mr. Sznajstajler asked if Mr. Jagger feels the DDA is obligated to pay the \$24,000 to Southern Stone.

Mr. Jagger stated he has reviewed the contract and talked with Mr. Berger about performance standards. Mr. Jagger stated he does not see a basis for claiming a breach of Southern Stone's duties. Mr. Jagger stated the DDA is required to pay the costs which were approved in the plan and does not see a basis for non-payment.

Ms. May asked if the DDA intends to continue a relationship with Southern Stone in the future and asked if there is any "wiggle" room in the numbers. Ms. May stated she hopes this situation will not hinder the Board's decision in the future concerning any consideration about Southern Stone.

Ms. Frost stated Southern Stone would not be willing to continue in a manner as is outlined in the existing contract. Ms. Frost stated Southern Stone wants to do good things for the community. Ms. Frost stated the numbers that are presented are the actual expenses and the payment from the DDA will cover some of the costs, not all of the costs. Ms. Frost stated what is presented are expenses and Southern Stone expects to have the expenses reimbursed. Ms. Frost stated Southern Stone will also have a loss.

Mr. Jagger stated there could always be "wiggle" room if additional negotiations are held.

Mr. Sznajstajler asked what Southern Stone's loss would be.

Ms. Frost stated she would have to go back and review the numbers.

Mr. Sznajstajler asked if a public records request could be made regarding the Profit and Loss statement for the DDA events.

Mr. Jagger stated probably not, but there are disclosure requirements in the contract. Mr. Jagger stated if the DDA would like that information, he could review that and Mr. Berger could submit the request for those documents.

Ms. Frost stated all of the information regarding the events has been included in the information provided to Mr. Berger which was a requirement of the contract. Ms. Frost stated the information that the DDA does not have is salaries and insurance, which are additional expenses.

Ms. Cook asked if it is stated in the contract that Southern Stone was to secure sponsorships.

Mr. Berger stated sponsorships were listed in the event plan. Mr. Berger stated the contract stated that there is to be a plan and Southern Stone would carry out the plan and clearly that did not happen since sponsorships were not secured.

Mr. Jagger stated he does not believe it is addressed in the contract.

Mr. Sznajstajler stated there was no one from Southern Stone attending the DDA meetings. Mr. Sznajstajler stated Ms. Frost attended one meeting and introduced herself. Mr. Sznajstajler stated no one from Southern Stone came to the DDA and said the Beer and Bacon event did not work out and the Chili Tour was not successful.

Ms. Frost stated she communicated with Mr. Berger that Southern Stone wanted out of the contract so whether she was physically attending the DDA meetings or not, Mr. Berger can verify that she made numerous attempts to relinquish Southern Stone's involvement in the contract.

Mr. Sznajstajler asked if Southern Stone did not want to do the Art Attack.

Ms. Frost stated Southern Stone did not want to do any of the events but knew she had an obligation contractually. Ms. Frost stated she reached out to Mr. Berger and Al Smith in an attempt to work something out so the DDA was not left out in the cold. Ms. Frost stated she knew Southern Stone was obligated contractually but Southern Stone wanted out of the contract. Ms. Frost stated she met with Al Smith of Bullseye Marketing who said he would be interested in taking over the events; and Ms. Frost stated Southern Stone would support the events through the end of the contract to promote the events in order to act in good faith.

Ms. Kozinski stated Mr. Swayne Parsons indicated he would be taking over the events after Frank DeMarchi left Southern Stone. Ms. Kozinski stated it seems Ms. Frost was talking with Al Smith while Swain was still employed.

Mr. Berger stated the last event with Mr. Parsons was the Art Attack. Mr. Berger stated the Seafood Festival was the next event and he met with Ms. Frost and suggested not holding the event. Mr. Berger stated he talked with the DDA and advised of the issues with Southern Stone.

Mr. Sznajstajler stated he does not have a year to year comparison of past events.

Mr. Berger stated he has not received that from Southern Stone but he has some of that information.

Ms. May asked Ms. Frost what type of support Southern Stone would be willing to provide for future events.

Ms. Frost stated contractually there are two events remaining and she would be willing to put promotional announcements on the air for the upcoming event planned for next week.

Al Smith, Bullseye Marketing, stated this issue needs to be resolved before we go any further. Mr. Smith stated a plan was presented that was not sustainable. Mr. Smith stated his advice would be to cut the losses and move on. Mr. Smith stated Southern Stone is a very valuable media partner in anything Bullseye Marketing does.

Ms. Frost stated as far as she is concerned, this is a conclusion and Southern Stone has no intention of doing any more events based on this model.

Mr. Sznajstajler stated the options are the amount requested can be paid by the DDA, the DDA can vote to not pay the amount, or the DDA could continue this item to further evaluate the expenses.

Ms. May stated she has a problem paying for lack of performance and asked if there is any flexibility in the figures presented.

Ms. Frost stated what is presented are the expenses and there is no flexibility.

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to pay \$24,442 in expenses to Southern Stone Communications.

Public Comments:

Sherry Brianza stated she is disappointed and would stand on the lack of performance. Ms. Brianza stated if the sponsors were not secured, the DDA should not pay the cost for that. Ms. Brianza stated there should be a compromise on the losses and there should be a discussion with Southern Stone on settling the amount owed.

Officer J. T. Thomas stated he did not like Frank DeMarchi being criticized when he is not in attendance to defend himself. Officer Thomas stated the first year and a half of the contract went well until Mr. DeMarchi was let go.

John Nicholson, 413 N. Grandview, Daytona Beach, Florida stated something is being missed and he does not understand how this happened.

Mr. Sznajstajler stated the report indicates \$1,100 was paid in commissions and asked what that expense was.

Mr. Berger stated he did not see the detail so he cannot address that item.

Ms. Frost stated that number should not be on the report since it was an expense of her company that was paid to the event's employees. Ms. Frost stated she believes that is the only event where that amount is included. Ms. Frost stated she would be fine with eliminating that amount from the total that is owed.

Ms. Cook withdrew her motion and Ms. Kozinski withdrew her second.

Ms. Cook stated for the Cookie Tour in 2017, merchants were reimbursed for the cookies. Ms. Cook stated she did not cash the check that was given to her for the reimbursement because she did not want to take the money. Ms. Cook stated she was told that Southern Stone could not determine if her check had been cashed or whose checks had been cashed. Ms. Cook stated accounting issues have been going on for a while.

Ms. Kozinski asked about staffing of events and noted 17 people are listed for the Eggstravaganza; and at \$75 per person, that is a large amount. Ms. Kozinski stated the costs listed for staffing for the Boo Bash are \$20 per person less.

Mr. Hopkins stated he feels there is a breach of contract. Mr. Hopkins stated in looking at the report, it has been determined there is \$1,000 that can be deducted; but it should not have been on the report before it was presented to the DDA. Mr. Hopkins stated the sense of urgency for Southern Stone to get out of the contract should have been presented to this Board as well; and the communication between Southern Stone and Mr. Berger was not transmitted to the DDA. Mr. Hopkins stated he feels the DDA needs to look into the issue further.

Mr. Sznajstajler stated he would like to look at the sponsorship efforts, if the actual expenses fit the event profile, and for Southern Stone to provide a year to year comparison on events.

Ms. May stated she would like to know why the hourly rate for event staff persons incrementally increased from \$55 to \$85.

Ms. Cook asked if surveys were taken from people that attended events.

Mr. Berger stated there was an attendance requirement but he did not receive that information.

Ms. Frost stated a persons' zip code was asked for at the time of purchase of a passport.

Ms. Kozinski stated there is an event planned for Saturday and asked if Bullseye will be able to move forward with the event.

Mr. Sznajstajler stated the DDA has a very limited budget and did not budget a \$24,000 loss for this year. Mr. Sznajstajler stated it may take years for the DDA to save enough in order to help an event producer in the future.

Ms. May asked Ms. Frost if there is any room for negotiation on the amount requested by Southern Stone. Ms. May stated \$24,000 will wipe out the DDA and the downtown will suffer.

Ms. Frost stated if a payment amount is proposed, she will take it into consideration. Ms. Frost asked what would the determination be on what number is presented by the DDA since her expense numbers will not change. Ms. Frost asked if the DDA will be taking 30 days to just look at the materials provided and then propose a suggested amount.

Mr. Sznajstajler stated he has only had the information provided by Southern Stone for 4 days and would like to take a step back and review the materials. Mr. Sznajstajler stated \$17,500 was included in vendor revenue for this and the DDA received \$3,383. Mr. Sznajstajler stated a loss was projected but not this large. Mr. Sznajstajler stated he feels the DDA needs to evaluate the material before a decision is made.

Ms. Cook stated individual Board members can talk with Mr. Berger or Mr. Jagger; and after staff has compiled all of the DDA members' comments, perhaps a special meeting could be scheduled.

Mr. Jagger stated the motion is to ask Mr. Jagger and Mr. Berger to determine if a breach has occurred which would entail whether the event producer has made reasonable effort to obtain ticket sales and sponsorships. Mr. Jagger stated there is a 90 day notice to cancel the contract and 30 day notice to stop events, in accordance with Section 3.c of the contract.

Ms. Cook asked that Mr. Berger provide the DDA with last year's expenses and revenue.

Mr. Berger stated he will provide the report on last year's expenses and revenue and he will provide a chronology of how this situation evolved.

Mr. Sznajstajler asked the DDA members to provide any concerns they may have to Mr. Berger and Mr. Jagger so the issue can be resolved at the July meeting.

Public Comments:

John Nicholson, 413 N. Grandview, Daytona Beach, Florida stated \$5,000 was spent in advertising and the event only earned \$10. Mr. Nicholson stated the \$5,000 was lost money.

Mr. Sznajstajler stated the DDA did not receive information from Southern Stone of the events as was agreed to.

Ms. May stated she has served on the DDA since Christmas, and at every meeting, the financial information was requested and was not received. Ms. May stated the information provided today is the most comprehensive she has received since she has served on the DDA.

Al Smith stated the Brews & Burger walk will be held on Saturday. Mr. Smith stated there has been a lot of interest in the event and 14 merchants are participating.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. May, to continue this item and to evaluate if there has been a breach of contract. The motion carried (5-0)

b. DDA Monthly Financial Report and FY20 Budget

Mr. Berger stated he will provide a revised event agreement to the DDA due to the changes planned for Beach Street and the City Island area.

Mr. Berger presented the Monthly Financial Report which was included as part of the packet. Mr. Berger stated the Farmers Market is short in revenue.

c. Farmers Market Update – SNAP and Proposed License Revisions

Mr. Berger stated the SNAP program is in place and thanked Mr. Hopkins and Melanie Johns, the Market Manager, for their efforts in getting the program organized. Mr. Berger stated a press release has been drafted by Gold & Associates to make citizens aware of the EBT program.

Mr. Berger stated there are now 4 musicians performing at the Market on Saturdays.

Mr. Berger stated he would like to suggest moving the Farmers Market to Friday events from 6:00 p.m. to 9:00 p.m., similar to the Artisan Alley program in DeLand. Mr. Berger stated he has talked with the vendors and they are in favor of the change. Mr. Berger stated he proposes relocating the Market to the area starting with the section from Wall Street to Palmetto.

Mr. Sznajstajler asked if the business owners along Magnolia would be blocked from having access to Magnolia. Mr. Sznajstajler stated holding the Market on Friday evening may attract more prepared food vendors.

Mr. Berger stated if the Market opened at 6:00 p.m., barricading would start around 4:00 p.m. Mr. Berger stated he thinks it can be worked out and he has talked with some of the property owners and there is openness to the change.

The Board agreed for Mr. Berger to look into the change in the location for the Farmers Market.

Mr. Berger stated he will provide the DDA with a copy of the Market agreement so they can review the types and numbers of vendors that are permitted.

Ms. Cook asked where the vendors will parking during the Farmers Market.

Mr. Berger stated the produce trucks will be moved to parking along Palmetto.

d. **Downtown Projects Update**

Mr. Berger stated the rezoning for the Delta West project has been approved.

Mr. Berger stated the Riverfront Park Master Plan was presented to the City Commission on Wednesday.

Mr. Berger stated the plans for the Beach Street project are 90% complete and are moving forward.

Ms. May stated she and the City Manager will be walking door to door next week to talk with businesses about the plans for the Beach Street construction project.

Mr. Berger stated mural projects continue to be discussed and are moving forward.

e. **Public Safety Update**

Off. J. T. Thomas stated the biggest problem in the downtown area right now is opioids. Off. Thomas stated he and Officer Steve Cantellano will be working in the downtown area.

5. **Gold & Associates Presentation**

Keith Gold, Gold & Associates, presented the staff report which was included as part of the packet. Mr. Gold stated distribution of the brochures is in progress and the e-blasts continue to be distributed to consumers and merchants. Mr. Gold stated he met with the City's Public Information Officer to discuss distributing information on the changes to the downtown area and implementation of the SNAP program at the Farmers Market. Mr. Gold stated the SNAP program materials have been developed for a July "soft" launch. Mr. Gold stated the Riverfront Shops Google ads will run daily through August. Mr. Gold stated the kiosk directories have been changed to feature special events and the online calendar is updated weekly. Mr. Gold stated press releases are distributed daily or weekly, as needed; and social media is changed constantly throughout the week.

Mr. Gold reviewed the tactical plan. Mr. Gold suggested reallocating funds to cover on-line advertising and for promoting SNAP. Mr. Gold stated he will talk with Mr. Berger and provide information to the DDA at the next meeting. Mr. Gold suggested spending more money on advertising for the Farmers Market, particularly if the location is changed. Mr. Gold stated print presence will still be needed as well as an on-line presence.

Mr. Gold stated the website has dropped two times. Mr. Gold stated he has control of the domain but does not have access to the hosting. Mr. Gold stated Liquid Web has indicated they will not relinquish access without a court order. Mr. Gold stated a new website needs to be built as soon as possible.

Mr. Sznajstajler stated since Mr. Berger is considering relocating the Farmers Market, the DDA may want to allocate additional funds to help promote that.

Ms. May stated there is an increasing Hispanic population and we need to advertise more multi-culturally.

Mr. Hopkins stated direction needs to be provided regarding the website.

Mr. Gold stated the issue is the hosting. Mr. Gold stated if the new site is created, the old hosting could be removed; but right now there is a security risk. Mr. Gold suggested building a new site now and having it ready for the DDA to look at during the next meeting. Mr. Gold stated he did not know if the funding is available. Mr. Gold stated he would agree to create the new website for the same amount that was agreed to pay In-Focus before.

Ms. May left the meeting at 10:35 a.m.

Ms. Cook asked what the cost would be for creating the new website.

Mr. Gold stated In-Focus was paid \$4,800 per year for 2 years.

Mr. Berger stated there is available funding in the DDA security account.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to allocate up to \$5,000 in order to authorize staff to move forward with development of a website. The motion carried (4-0).

6. Public Comments

Charles Cherry II stated he is the publisher of the Daytona Times and the Florida Courier. Mr. Cherry stated the Daytona Times newspaper has been distributed continuously for 40 years, primarily to the Midtown area. Mr. Cherry stated he would like to add to the media mix of the DDA. Mr. Cherry stated the Florida Courier is his state-wide product. Mr. Cherry stated he now has a Latino music station, which is the fastest growing demographic in Volusia County. Mr. Cherry stated he would be excited to work with the DDA in promoting DDA programs, and especially the Farmers Market since Midtown is a food desert.

John Nicholson, 413 N. Grandview, Daytona Beach, Florida spoke about food trucks being permitted at the Farmers Market and disposal of trash from the vendors at the Market.

7. **Board Comments**

There were no Board comments.

8. **Adjournment**

There being no further business, the meeting was adjourned.

Michael O. Sznajstajler, Chair

Becky Groom, Board Secretary



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451
DAYTONA BEACH, FLORIDA 32115-2451
PHONE (386) 671-8180
Fax (386) 671-8187

MEMORANDUM

DATE: July 19, 2019

TO: Downtown Development Authority Members

FROM: Reed Berger, Redevelopment Director

SUBJECT: Event Producer Contract Update

At the Board's July meeting staff was asked to evaluate if there has been a breach of the Event Producer contract with Southern Stone Communications including a determination that reasonable efforts were made to obtain ticket sales and sponsorships. The City Attorney will be prepared to discuss his findings.

Staff will be prepared to report on last year's expenses and revenue and a chronology of events and communication related to the contract. Staff will also discuss a payment settlement with the Event Producer that the Board may find to be an acceptable compromise.



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: July 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 July 17, 2019.

General Activities				
Line Item	Appropriation	Spent to Date		Balance
		As of 7/17/19		
Contract Services	\$ 1,000	\$	526.25	\$ 473.75
Personnel	\$ -	\$	-	\$ -
Supplies	\$ 2,000	\$	819.30	\$ 1,180.70
Care and Subsistence	\$ 500	\$	189.14	\$ 310.86
Professional Memberships	\$ 450	\$	420.00	\$ 30.00
Technical Services	\$ 3,500	\$	1,042.14	\$ 2,457.86
Downtown Safety	\$ 15,000	\$	-	\$ 15,000.00
Professional Services	\$ 45,000	\$	37,500.00	\$ 7,500.00
Downtown Marketing	\$ 29,000	\$	28,031.15	\$ 968.85
Co-op Marketing	\$ 27,500	\$	26,552.51	\$ 947.49
Downtown Events	\$ 10,000	\$	5,000.00	\$ 5,000.00
Downtown CRA Payment	\$ 51,422	\$	50,854.66	\$ 567.34
Unreserved Balance	\$ 1,160	\$	-	\$ 1,160.00
Total	\$ 186,532	\$	150,935.15	\$ 35,596.85

Notes:

Note: Appropriations reflect revised budget approved at the DDA September 19, 2018 meeting.

Downtown Event Activities

Revenues	Projection	Received to Date		Balance
		As of 7/17/19		
Vendor Revenue	\$ 17,500	\$ -	\$ -	\$ 17,500.00
Event Sponsorship	\$ -	\$ -	\$ -	\$ -
Exhibit Sponsorship	\$ -	\$ -	\$ -	\$ -
Total	\$ 17,500	\$ -	\$ -	\$ 17,500.00

Expenses	Appropriation	Spent to Date		Balance
		As of 7/17/19		
Personnel	\$ -	\$ -	\$ -	\$ -
Event Music	\$ -	\$ -	\$ -	\$ -
Event Advertising	\$ 40,000	\$ 1,499.00	\$ -	\$ 38,501.00
Event Supplies	\$ 3,800	\$ -	\$ -	\$ 3,800.00
Exhibit Supplies	\$ -	\$ -	\$ -	\$ -
Total	\$ 43,800	\$ 1,499.00	\$ -	\$ 42,301.00

Profit/Loss	\$ (1,499.00)
--------------------	----------------------

Notes:

1. Appropriations reflect revised budget approved at the DDA September 19, 2018 meeting.

Farmers' Market Activities

Revenues	Projection	Received to Date	
		As of 7/17/19	Balance
Vendor Revenue	\$ 24,500	\$ 16,049.00	\$ 8,451.00
Sponsorship	\$ 10,000	\$ -	\$ 10,000.00
Market Booth Sales	\$ 1,200	\$ -	\$ 1,200.00
Total	\$ 35,700	\$ 16,049.00	\$ 19,651.00

Expenses	Appropriation	Spent to Date	
		As of 7/17/19	Balance
Market Manager	\$ 16,450	\$ 11,000.00	\$ 5,450.00
Personnel	\$ 5,000	\$ -	\$ 5,000.00
Supplies	\$ 1,500	\$ -	\$ 1,500.00
Liability Insurance	\$ 1,000	\$ 1,087.79	\$ (87.79)
City Fees	\$ 1,500	\$ -	\$ 1,500.00
SNAP Program	\$ 1,750	\$ -	\$ 1,750.00
Marketing	\$ 6,000	\$ 1,486.39	\$ 4,513.61
Market Events	\$ 1,500	\$ 120.00	\$ 1,380.00
Booth Merchandise	\$ 1,000	\$ -	\$ 1,000.00
Total	\$ 35,700	\$ 13,694.18	\$ 22,005.82

Profit/Loss **\$ 2,354.82**

Notes:

1. \$2,000 deposited in DDA account at Suntrust Bank for SNAP vendor token exchange



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451
DAYTONA BEACH, FLORIDA 32115-2451
PHONE (386) 671-8180
Fax (386) 671-8187

MEMORANDUM

DATE: July 19, 2019

TO: Downtown Development Authority Members

FROM: Reed Berger, Redevelopment Director

SUBJECT: FY20 Budget, Transfers, and Millage Rate

Attached is a recommendation for the FY20 Budget that includes the current status of the FY19 Budget revenues and expenses as well as the projected revenues and expenditures at the end of this fiscal year.

Following is a summary of highlights for the next fiscal year.

1. Budget Ad Valorem Tax revenue is projected to drop from \$140,840 collected this year to a proposed \$137,927 in tax revenues for this next fiscal year.
2. Revenues from sponsorship or other outside sources has been eliminated with the exception of the Farmer's Market which is in a strong position to attract corporate support for the SNAP program. This approach will allow DDA to reduce expectations of revenues that have proven unreliable. Expenditures were reduced accordingly. If sponsorships become part of a revenue opportunity later in the year the budget can be amended.
3. Expenditures for branding, marketing, and events are similar to last year. The elimination of Co-Op Marketing and the Public Safety initiative will help balance the budget.
4. The Farmer's Market budget is similar to last year, with the exception that funding has been shifted to reflect anticipated relocation and growth of the Market, including the marketing of the SNAP program and possible rebranding of the Market going forward.

Staff is requesting DDA approval of the proposed budget or as revised by the Board.

Now that we are nearing the final two months of the fiscal year staff will also provide an update on the Millage Rate and the transfer of funds in this year's budget that will require a budget amendment.

DDA 2019/2020 PROPOSED BUDGET

	Adopted 2018/19 Budget	Actual 2018/19 as of 7/17/19	2018/19 Balance as of 7/17/19	Projected 2018/19 Budget	Recommended 2019/20 Budget
GENERAL DOWNTOWN PROMOTION					
REVENUE					
Ad Valorem Taxes	138,810	140,840.06	(2,030.06)	140,840	137,927
Downtown CRA Payment	51,422	50,854.66	567.34	50,855	55,567
Interest	100	-	100.00	-	100
Merchant Co-op Program	22,500	2,050.00	20,450.00	4,000	-
Appropriation of Fund Balance	-	-	-	-	-
Total Revenue	\$ 212,832	193,744.72	19,087.28	\$ 195,695	\$ 193,594
EXPENDITURES					
Contract Services	1,000	526.25	473.75	1,000	1,000
Personnel	-	-	-	-	-
Office Supplies	2,000	819.30	1,180.70	1,568	2,000
Care and Subsistence	500	189.14	310.86	500	500
Professional Memberships	450	420.00	30.00	420	450
Downtown Marketing	29,000	28,031.15	968.85	29,000	34,000
Co-op Marketing	27,500	26,552.51	947.49	27,500	-
Downtown Events	10,000	5,000.00	5,000.00	5,000	5,000
Downtown Safety	15,000	-	15,000.00	-	-
Professional Fees	45,000	37,500.00	7,500.00	45,000	45,000
Technical Services	3,500	1,042.14	2,457.86	3,500	3,000
Downtown CRA Payment	51,422	50,854.66	567.34	50,855	55,567
Unreserved Balance	1,160	-	1,160.00	-	7,077
Total Expenditures	\$ 186,532	150,935.15	35,596.85	\$ 164,343	\$ 153,594
FARMERS' MARKET OPERATIONS					
MARKET REVENUE					
Vendor Revenue	24,500	16,049.00	8,451.00	18,000	28,000
SNAP Program Sponsors	10,000	-	10,000.00	-	6,000
Grant (EBT Equipment)	-	-	-	-	-
Market Booth Sales	1,200	-	1,200.00	-	2,000
Total Revenue	\$ 35,700	16,049.00	19,651.00	\$ 18,000	\$ 36,000
MARKET EXPENDITURES					
Market Manager	16,450	11,000.00	5,450.00	13,200	18,000
Personnel	5,000	-	5,000.00	-	-
Manager Supplies	1,500	-	1,500.00	1,500	1,500
SNAP Program Costs	1,750	-	1,750.00	1,750	3,000
Marketing	6,000	1,486.39	4,513.61	6,000	6,000
Market Events	1,500	120.00	1,380.00	1,500	1,500
Insurance	1,000	1,087.79	(87.79)	1,088	1,500
Booth Merchandise	1,000	-	1,000.00	-	3,000
City Fees	1,500	-	1,500.00	1,500	1,500
Total Expenditures	\$ 35,700	13,694.18	22,005.82	\$ 26,538	\$ 36,000
DOWNTOWN EVENTS					
EVENT REVENUE					
Vendor Revenue	17,500	-	17,500.00	4,495	-
Event Sponsorships	-	-	-	-	-
Exhibit Sponsorships	-	-	-	-	-
Total Revenue	\$ 17,500	-	17,500.00	\$ 4,495	\$ -
EVENT EXPENDITURES					
Personnel (Event Manager)	-	-	-	-	-
Event Music	-	-	-	-	-
Event Advertising	40,000	1,499.00	38,501.00	23,539	40,000
Event Supplies	3,800	-	3,800.00	3,770	-
Exhibit Supplies	-	-	-	-	-
Total Expenditures	\$ 43,800	1,499.00	42,301.00	\$ 27,309	\$ 40,000
DDA BUDGET SUMMARY					
	FY19 BUDGET	FY19 ACTUAL	FY19 BALANCE	FY19 PROJECTED	FY20 PROPOSED
TOTAL REVENUE	\$ 266,032	\$ 209,793.72	\$ 56,238.28	\$ 218,190	\$ 229,594
TOTAL EXPENSES	\$ 266,032	\$ 166,128.33	\$ 99,903.67	\$ 218,189	\$ 229,594
BALANCE	\$ -	\$ 43,665	\$ (43,665)	\$ 0	\$ -

DAYTONA BEACH DOWNTOWN FARMERS' MARKET SNAP MARKETING PROGRAM AND MEETING REPORT

Prepared by GOLD & Associates • Thursday, July 11, 2019

Introduction

Commissioner May led a SNAP planning session attended by City Staff and GOLD on July 10, 2019. Two potential phases of the program launch were explored. These include a possible “soft launch” on Saturday, August 31, 2019, followed by “grand opening” early this fall, which could coincide with a possible relocation and rebranding of the market.

The following are the key marketing tools and tactics discussed at the meeting. These announcements would focus on reaching Daytona Beach residents – especially those in the area’s food desert and the 32114 zip code – as well as City influencers. *(Not all of the communications tactics and advertising vehicles shown are recommended, but they are included as they were discussed at the planning session.)*

Where applicable, we have provided cost estimates and time frames. The immediate next steps would be to review the costs, determine which are reasonable to include in the current and new fiscal year budgets, and to update and/or create the layouts. GOLD’s recommendations for which tools and tactics would be most effective *(and the total out-of-pocket cost for these)* appear at the end of this document.

Should you have any questions or comments regarding this document, please contact Keith Gold with our firm.

Thank you for your consideration!

DAYTONA BEACH DOWNTOWN FARMERS' MARKET SNAP MARKETING PROGRAM AND MEETING REPORT

Prepared by GOLD & Associates • Thursday, July 11, 2019

Communications Materials & Advertising Media

RE-BRANDING

- DESCRIPTION: If the timing and locations of the Farmers' Market changes this fall, then a new name and logo should be considered.
 - COST: N/A. (*Donated by GOLD.*)
 - PURPOSE & TIMING: Nomenclature and designs to be developed the month prior to the grand opening to leverage the new location and scope of services.
-

STANDARD FLYERS

- DESCRIPTION: 8.5" x 11" flyers printed in full color on two sides with a gloss coating on 100-lb. text stock. (*Includes free 3-day shipping.*)
 - COSTS: 2,500 units = \$306.95 (*\$0.12 each*); 5,000 units = \$362.95 (*\$0.07 each*); and 7,000 units = \$583.95 (*\$0.08 each*).
 - PURPOSE & TIMING: Distribute 2-3 weeks prior to the soft launch and grand opening at healthcare and senior services organizations and churches.
-

DOOR HANGERS

- DESCRIPTION: 4.25" x 11" hangers printed in full-color on two sides with a high gloss UV material. (*Includes free 3-day shipping.*)
 - COSTS: 1,000 units = \$170.95 (*\$0.17 each*); 5,000 units = \$345.95 (*\$0.14 each*); and 5,000 units = \$228.39 (*\$0.08 each*).
 - PURPOSE & TIMING: Distribute door-to-door starting 3-4 weeks prior to the soft launch to residents in the 32114 zip code.
-

DAYTONA BEACH DOWNTOWN FARMERS' MARKET SNAP MARKETING PROGRAM AND MEETING REPORT

Prepared by GOLD & Associates • Thursday, July 11, 2019

Communications Materials & Advertising Media *(Continued)*

POSTERS

- DESCRIPTION: 12" x 18" posters printed in full-color on one side with a gloss coating. *(Includes free 3-day shipping.)*
 - COSTS: 100 units = \$127.95 *(\$1.28 each)*; 250 units = \$200.95 *(\$0.80 each)*; and 500 units = \$210.95 *(\$0.42 each)*.
 - PURPOSE & TIMING: Distribute 2-3 weeks prior to the soft launch and grand opening to government offices and local businesses.
-

MARKET TENT BANNERS

- DESCRIPTION: 96" x 24" banners printed in full-color on one side on scrim vinyl.
 - COSTS: 3 units on 13 oz. material = \$114.95 *(\$38.32 each)*; and 3 units on 15 oz. material = \$153.95 *(\$51.32 each)*. Grommets and rope are extra.
 - PURPOSE & TIMING: Displayed at the Market Manager's tent and others starting with the soft launch and continuing afterwards to let shoppers know where they can get their SNAP tokens and information.
-

DAYTONA TIMES

- DESCRIPTION: A series of small-space, full-color weekly ads to reach 9,100 readers on the 32114 zip code, as well as 2,900 additional readers.
 - COSTS: 3 column x 5" ad = \$550 each; 3 column x 10" ad = \$1,100 each *(less 15% agency discount at the 1-3 times rate)*.
 - PURPOSE & TIMING: Run prior to the soft launch and grand opening to announce and explain SNAP.
-

DAYTONA BEACH DOWNTOWN FARMERS' MARKET SNAP MARKETING PROGRAM AND MEETING REPORT

Prepared by GOLD & Associates • Thursday, July 11, 2019

Communications Materials & Advertising Media *(Continued)*

E-MARKETING

- DESCRIPTION: GOLD to provide the City's Public Information Office with a series of e-blasts to be distributed to relevant constituencies, such as city employees, businesses (*especially those in the health care arena or that serve seniors*), other government agencies, and places of worship. The DDA's customer and merchant databases would also receive e-blasts.
 - COST: N/A. (*GOLD and City to handle.*)
 - PURPOSE & TIMING: Deploy prior to the soft launch and grand opening to announce and explain SNAP.
-

CAMPAIGN BUTTONS

- DESCRIPTION: 1.5" square or round buttons printed full-color for City Staff to wear. (*Includes free 6-day shipping.*)
 - COST: 50 round units = \$36; 100 round units = \$48; 200 round units = \$70; 50 square units = \$47; 100 square units = \$62; and 200 square units = \$91.
 - PURPOSE & TIMING: To direct those interested to "ASK ME ABOUT SNAP" starting the week before each launch.
-

CAMPAIGN YARD SIGNS

- DESCRIPTION: 12" x 18" full-color one-sided signs printed on coroplast board with 9-gauge H-wires to hold them. (*Includes free 4-day shipping.*)
 - COST: 5 units = \$56.95 (*\$11.39 each*); 10 units = \$101.95 (*\$10.20 each*); and 15 units = \$151.95 (*\$10.13 each*).
 - PURPOSE & TIMING: Set up near the Farmers' Market to direct traffic starting with the soft launch.
-

DAYTONA BEACH DOWNTOWN FARMERS' MARKET SNAP MARKETING PROGRAM AND MEETING REPORT

Prepared by GOLD & Associates • Thursday, July 11, 2019

Communications Materials & Advertising Media *(Continued)*

STATEMENT STUFFERS

- DESCRIPTION: GOLD to create an announcement to accompany utility bills and others distributed by the City.
 - COST: N/A. *(City to handle.)*
 - PURPOSE & TIMING: Deploy prior to the soft launch and grand opening to announce and explain SNAP.
-

RACK CARDS

- DESCRIPTION: 4" x 9" two-sided full-color cards printed on a 14 pt. cover weight stock with a gloss coating on both sides. *(Includes free 3-day shipping.)*
 - COST: 1,000 units = \$134.68 *(\$0.13 each)*; 2,000 units = \$182.28 *(\$0.09 each)*; and 3,000 units = \$228.39.
 - PURPOSE & TIMING: Like the flyer, the cards would be distributed 2-3 weeks before the soft launch to communicate the benefits of SNAP and to explain the program.
-

ONLINE MARKETING

- DESCRIPTION: SNAP messaging to be included in the DDA's Google Ads and social media campaign *(including posts)*.
 - COST: N/A. *(Part of the DDA's existing media buy.)*
 - PURPOSE & TIMING: Ads and posts to begin 1-2 weeks before the soft launch and grand opening to stimulate interest in attending.
-

DAYTONA BEACH DOWNTOWN FARMERS' MARKET SNAP MARKETING PROGRAM AND MEETING REPORT

Prepared by GOLD & Associates • Thursday, July 11, 2019

Communications Materials & Advertising Media *(Continued)*

BROADCAST INTERVIEWS

- DESCRIPTION: Commissioner May and others to be interviewed on the City's Public Access TV channel, and on Joy-FM.
 - COST: N/A. *(City to handle.)*
 - PURPOSE & TIMING: Make appearances the week before the soft launch and grand opening.
-

GRASSROOTS MARKETING

- DESCRIPTION: Door-to-door community relations by Commissioner May and staff in food desert neighborhoods, at churches, and at places of business.
 - COST: N/A. *(Commissioner and City staff to handle.)*
 - PURPOSE & TIMING: Begin 2-3 weeks prior to the soft launch to raise awareness for SNAP.
-

Recommendations

In addition to the tools and tactics shown that are primarily time intensive with little or no hard costs to come from the DDA budget, the following are recommended by GOLD to promote the soft launch. The dollars for each would come from reallocating dollars within the DDA's existing 2018-2019 fiscal year marketing budget.

The budget would be \$1,600. The tools and tactics would be social and google Advertising (\$500), 2,500 flyers (\$306.95), 100 posters (\$127.95), 3 tent banners (\$114.95), and an announcement ad in the Daytona Times (\$550). Marketing communications expenses for the grand opening would come from the 2019-2020 fiscal year budget.

RIVERFRONT SHOPS OF DAYTONA BEACH FARMERS' MARKET SNAP MATERIALS

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

Flier Front



FRESH FOOD IN A SNAP!



Supplemental
Nutrition
Assistance
Program

Farmers' Market To Accept SNAP/EBT

Daytona Beach families enrolled in the Supplemental Nutrition Assistance Program (SNAP) will soon be able to use their benefits at the Downtown Farmers' Market beginning August 3rd.

HOW IT WORKS

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

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

LEARN MORE

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

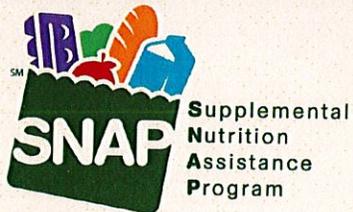
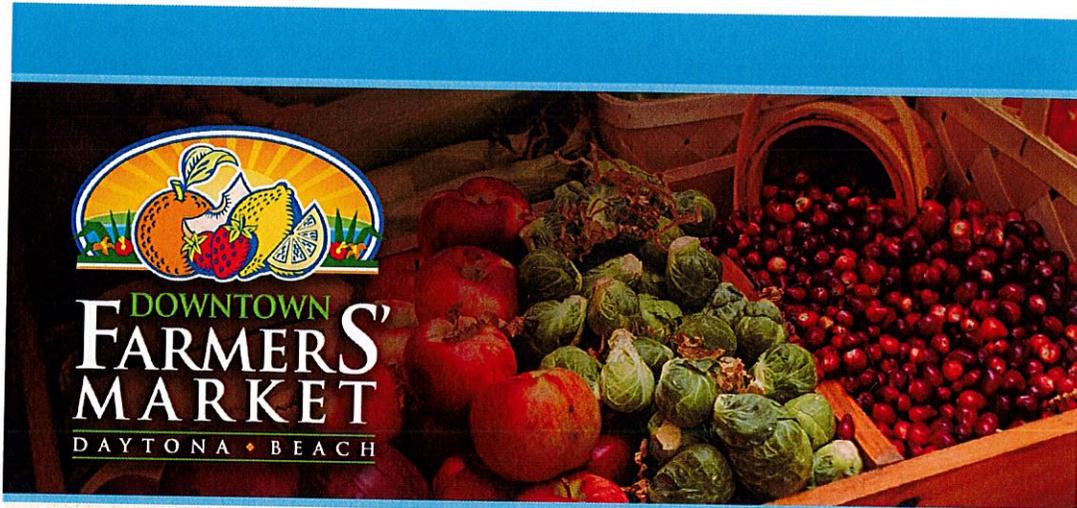
To learn more about SNAP, please visit MyFlorida.com/AccessFlorida/EBT, or call 866-762-2237.

CITY ❖ ISLAND EVERY SATURDAY | Starting 8/3 | 7am-1pm
— Historic Jackie Robinson Ballpark Parking Lot • 105 East Orange Avenue —

RIVERFRONT SHOPS OF DAYTONA BEACH FARMERS' MARKET SNAP MATERIALS

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

Flier Back

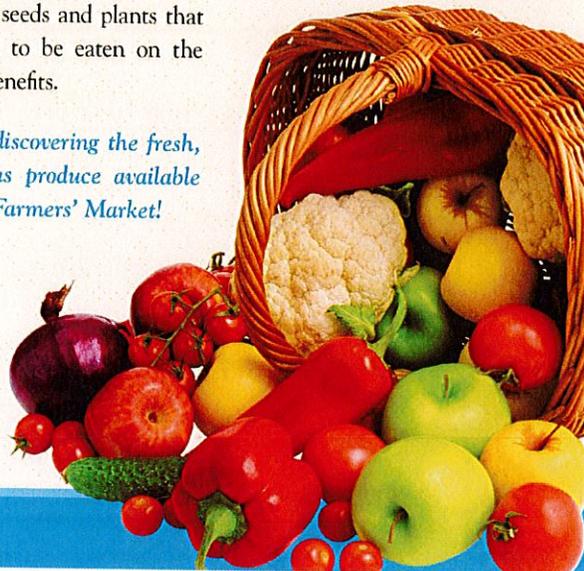


ELIGIBLE FOODS

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



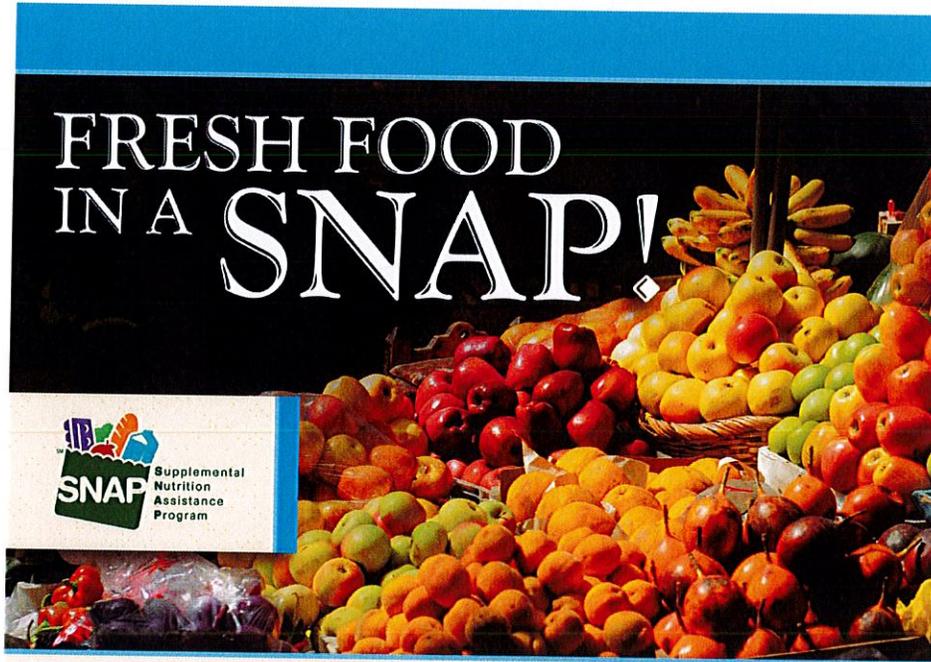
Enjoy discovering the fresh, delicious produce available at the Farmers' Market!



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

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

Poster



**FARMERS' MARKET TO ACCEPT
SNAP/EBT STARTING AUGUST 3RD**

— To Learn More, Visit RiverfrontShopsOfDaytona.com —



CITY ISLAND EVERY SATURDAY | Starting 8/3 | 7am-1pm

— Historic Jackie Robinson Ballpark Parking Lot • 105 East Orange Avenue —

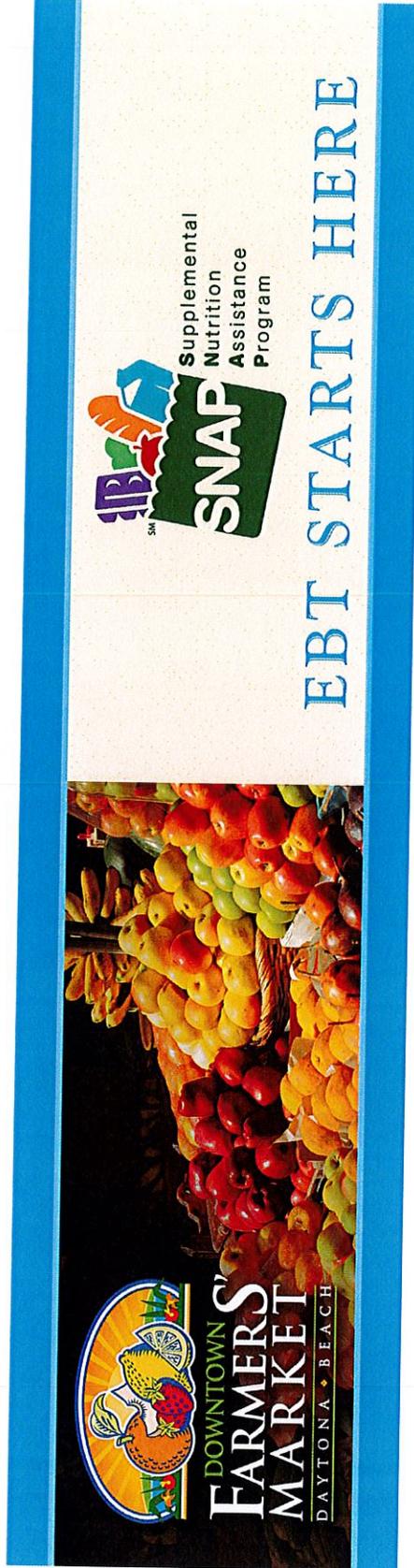
Poster Size: 12" x 18"

Page 3 of 6

RIVERFRONT SHOPS OF DAYTONA BEACH FARMERS' MARKET SNAP MATERIALS

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

E-Blast Series



Banner Size: 8' x 2'

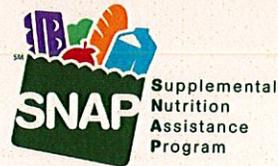
RIVERFRONT SHOPS OF DAYTONA BEACH FARMERS' MARKET SNAP MATERIALS

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

E-Blast Series



FRESH FOOD IN A SNAP!



FARMERS' MARKET TO ACCEPT SNAP/EBT STARTING AUGUST 3RD

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

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

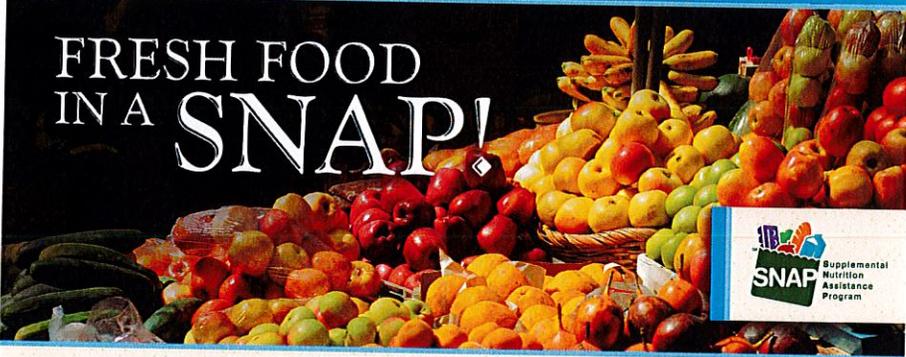


CITY ISLAND EVERY SATURDAY | Starting 8/3 | 7am-1pm
— Historic Jackie Robinson Ballpark Parking Lot • 105 East Orange Avenue —

RIVERFRONT SHOPS OF DAYTONA BEACH FARMERS' MARKET SNAP MATERIALS

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

Newspaper Ad



**FRESH FOOD
IN A SNAP!**

**FARMERS' MARKET TO ACCEPT SNAP/EBT
STARTING AUGUST 3RD**

— To Learn More, Visit RiverfrontShopsOfDaytona.com —



CITY ISLAND EVERY SATURDAY | Starting 8/3 | 7am-1pm
Historic Jackie Robinson Ballpark Parking Lot • 105 East Orange Ave

Ad Size: 3col x 5"

GOLD

The Veranda • 814 ALA North, Ponte Vedra Beach, FL 32082
(904) 285-5669 • strikegold.com

Job

Action Steps

BROCHURES – Visitors Centers, Lodging, Etc.	Distribution started 6/1. (Designed merchant insert for FY 2019-2020. Awaiting client approval.)
COMMUNITY NEWSPAPERS – Observer, Daytona Times, Etc.	Campaign finished. (Community papers buy proposed for new fiscal year, including Daytona Times for SNAP.)
CO-OP ADVERTISING – In-Room Book, Etc.	Book runs through Sept. (Merchants did not select co-op programs in latest research.) Not recommended.
E-BLASTS – Business (Merchant/Developer Prospects)	HOLD. (To promote "Live. Work. Play.")
E-BLASTS – Consumer (Riverfront Shops Guests/Prospects)	Write & distribute eblasts monthly. Next blast to feature SNAP. (Awaiting client approval.)
E-BLASTS – Merchant (Marketing/DDA Updates)	Distribute on an ongoing basis featuring special events. Last blast featured Brews & Burger Walk. Includes seasonal print, ongoing Facebook and Google ads, plus consumer eblasts, calendar updates, press releases, and brochure distribution. Created materials to announce new S.N.A.P. (Awaiting client approval.)
FARMERS' MARKET PROMOTION – Ongoing Campaign	Ongoing search and display advertising. (Prepare/present analytics monthly.)
GOOGLE ADS – Ongoing Campaign	Updated 5-6 times per year. (Last updated with Brews & Burger Walk.)
KIOSK DIRECTORIES – Maps & Listings	Updates made to website and social media on a daily/weekly basis.
ONLINE CALENDAR UPDATES – Website & Facebook	Write & distribute releases monthly. (Review those from the City, County, and VCB weekly.)
PRESS RELEASES – Businesses & Events	Write, program, and distribute surveys annually. (Last conducted in December. Findings presented to DDA in January/February.)
RESEARCH – Consumer (Riverfront Shops & Farmers' Market.)	Write, program, and distribute surveys quarterly. (Last conducted in April. Findings presented to DDA in April/May. Prepared announcement plan with cost estimates. Created press release and layouts for flyers, posters, and print ads. (Awaiting client approval.)
RESEARCH – Merchant	
SNAP – Announcement Materials	
SOCIAL MEDIA ADVERTISING – Facebook	Ongoing advertising focused on events, along with general Riverfront Shops and Farmers' Market ads. (Campaign updated weekly.)
SOCIAL MEDIA POSTING – Farmers' Market	Ongoing posting. Farmers' Market Manager handles. (Analytics prepared and presented monthly.)
SOCIAL MEDIA POSTING – Riverfront Shops	Ongoing posting focused on events. (New events posted weekly as received.) Event organizers also to post.
STRATEGIC MARKETING PLAN – Annual	Annual plan developed and presented to DDA in Jan. and Feb. (Discussed at April meeting.)
TACTICAL PLAN – Monthly	Updated for the City and DDA monthly. Presented cost and tactical for the new fiscal year at June DDA meeting. (Awaiting client direction.)
TELEVISION – Cable, In-Room, Etc.	Commercial ended in April. In-Room runs through August. (Consider editing in-Room video.)
WEBSITE – Riverfront Site Listing & Content Updates	Maintain and optimize continuously, including calendar. New site under construction. (New host to be secured ASAP.)

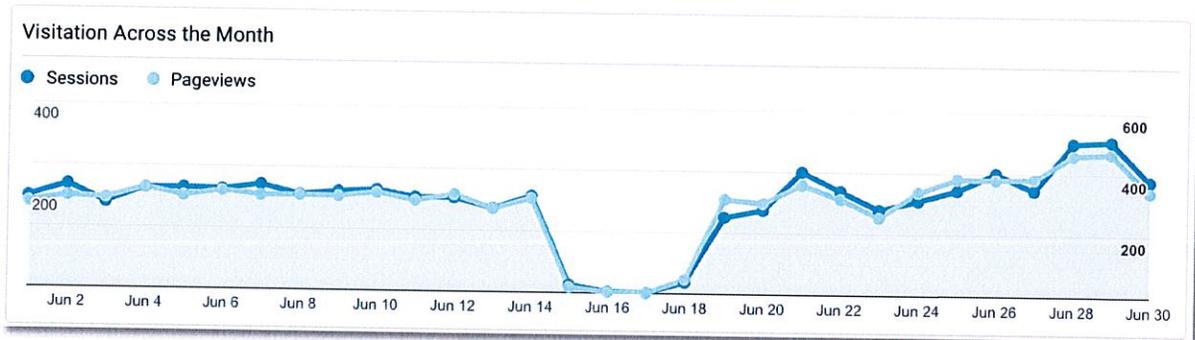
DAYTONA BEACH DDA JUNE 2019 ONLINE ANALYTICS REPORT

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

The Riverfront Shops online campaign has continued to generate significant engagement. Below are the key results for consideration by the DDA Board. **Importantly, the site was temporarily down in June while the City confirmed domain ownership.** Overall, site traffic was similar to May.

Overall Traffic

WEBSITE VISITATION TRENDLINE



Overall, May had 5,864 sessions and 8,641 pageviews. Visitation increased significantly once the website was restored.

TOP PAGES

Most Viewed Pages		
Page		Pageviews
/		3,915
/farmers-market/		1,839
/dining/		542
/shopping/		519
/attractions/		211
/events/		171
/brochures/		154
/photo-gallery/		121
/farmers-market-merchants/		96
/downtown-daytona-beach/		92

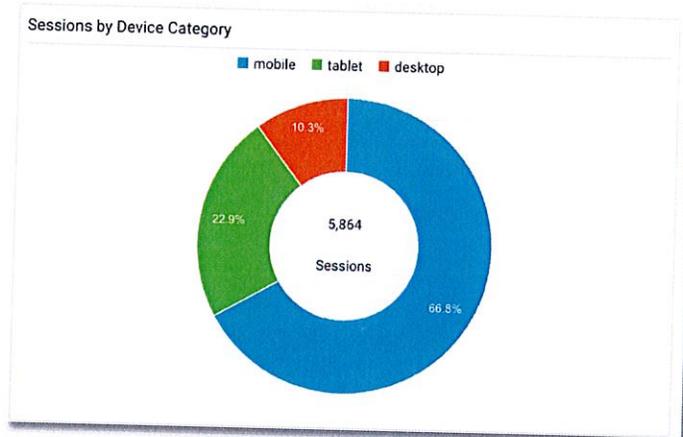
The Home and Farmers' Market pages were again the most visited overall, with those for dining, shopping, and attractions totalling 1,272. (/ = Home Page.)

DAYTONA BEACH DDA JUNE 2019 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Wednesday, July 17, 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	3,700
google / organic	657
facebook_ads / cpc	652
(direct) / (none)	372
daytonabeach.com / referral	255
codb.us / referral	44
m.facebook.com / referral	34
bing / organic	29
yahoo / organic	20
google.com / referral	18

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

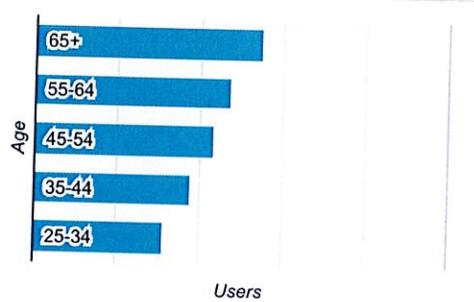
DAYTONA BEACH DDA JUNE 2019 ONLINE ANALYTICS REPORT

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

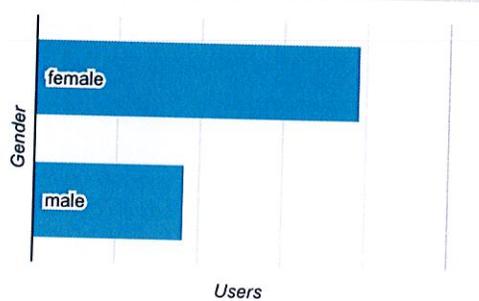
Overall Traffic (Continued)

DEMOGRAPHICS AND GENDER

Users by Age (Where Available)



Users by Gender (Where Available)



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

DAYTONA BEACH DDA JUNE 2019 ONLINE ANALYTICS REPORT

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

Online Advertising

GOOGLE ADVERTISING



The Google Ads campaign generated 3,907 clicks in June – up 13% from May, with a substantial increase when the website was restored. Popular keywords included “Daytona Happenings,” “Shops in Daytona Beach,” and “Daytona Beach Events,” although the majority of traffic came from display advertising.

FACEBOOK ADVERTISING



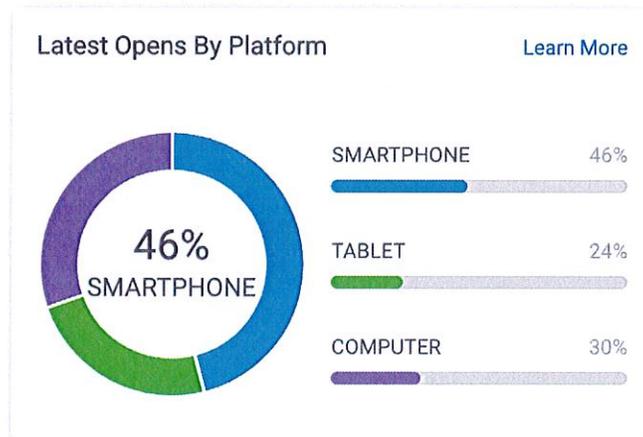
The Facebook advertising in June generated a total of 1,135 link clicks– up 10% over May – of which 313 were for the Farmers’ Market Overall, a majority of people who clicked the ads were women 45+. Advertising for the Brews & Burger Walk generated 337 responses, and the Riverfront Shops listing for the event produced approximately 3,300 responses overall.

The Riverfront Shops Facebook page had 10,805 “likes” as of June 30, and the Farmers’ Market page had 2,037 “likes” (a modest increase for both).

DAYTONA BEACH DDA JUNE 2019 ONLINE ANALYTICS REPORT

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

E-Marketing



The last consumer blast received 611 unique opens (out of 2,228 contacts), and the last merchant message received 40 unique opens (out of 122 contacts). Opens from mobile devices (smartphones and tablets) continue to outnumber those from computer users by a wide margin.

Thank you for your consideration!

DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY
2018 - 2019 MARKETING FLOWCHART

Updated June 17, 2019

F. FARMERS' MARKET IN-ROOM CONCIERGE BOOK	3 Mo. Prior	2 Mo. Prior	1 Mo. Prior	OCT Saturdays	NOV Saturdays	DEC Saturdays	JAN Saturdays	FEB Saturdays	MAR Saturdays	APR Saturdays	MAY Saturdays	JUNE Saturdays	JULY Saturdays	AUG Saturdays	SEPT Saturdays		
																	\$1,000
Distributed at local hotels. Included in the Riverfront Shops section. (Net amount paid by DDA).																	
SOCIAL MEDIA	2 Weeks	1 Week	1 Week	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$1,000
ONLINE MEDIA	2 Weeks	1 Week	1 Week	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$1,800
FARMERS' MARKET RADIO	4 Weeks	3 Weeks	1 Week														\$1,800
BROCHURE RACK CARDS	2 Weeks	1 Week	1 Week														N/A
FARMERS' MARKET OBSERVER ADVERTISING	3 Weeks	2 Weeks	1 Week														N/A
TOTAL				\$21,785	\$19,638	\$11,693	\$9,275	\$6,818	\$9,998	\$14,436	\$6,351	\$8,444	\$4,988	\$4,988	\$4,988	\$4,988	\$ 122,396

Materials to be Produced

Materials to be Distributed/Run

Task Completed

GOLD

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

DAYTONA BEACH DDA - 2019/2020 Budget Report • \$128,000 • 6/19/19			
Line Item	Appropriation	Spent to Date (As of 10/15/19)	Balance
<u>A. GENERAL MARKETING ACTIVITIES</u>	<u>\$91,875</u>	<u>TBD</u>	<u>\$91,875</u>
SUPPLIES <i>Printed materials (kiosk posters, rack brochures, etc.) and distribution fees.</i>	\$8,700	TBD	\$8,700
TECHNICAL SERVICES <i>Fees for database services, domain registration, and website hosting, plus new website design and photography.</i>	\$5,800	TBD	\$5,800
PROFESSIONAL SERVICES <i>Marketing agency fees for strategic planning; media negotiations; email marketing; online/offline advertising; social media; public relations; and related copywriting, design, and production.</i>	\$45,000	TBD	\$45,000
DOWNTOWN MARKETING <i>Media costs for online, social, and offline advertising.</i>	\$32,375	TBD	\$32,375
CO-OP MARKETING <i>Media costs for online, social, and offline advertising.</i>	N/A	N/A	N/A
<u>B. DOWNTOWN EVENT ACTIVITIES</u>	<u>TBD</u>	<u>TBD</u>	<u>TBD</u>
EVENT ADVERTISING <i>Including event fees, prizes, and marketing. (Anticipated budget.)</i>	\$26,500	TBD	\$26,500
<u>C. FARMERS' MARKET ACTIVITIES</u>	<u>\$9,400</u>	<u>TBD</u>	<u>\$9,400</u>
SUPPLIES <i>Printed materials (kiosk posters, rack brochures, etc.) and distribution fees.</i>	N/A	N/A	N/A
SNAP PROGRAM <i>Fliers, banners, and public/community relations.</i>	\$1,000	TBD	\$1,000
FARMERS' MARKET MARKETING <i>Media costs for online, social, and offline advertising (not including Downtown Marketing that also highlights the Market).</i>	\$8,400	TBD	\$8,400
TOTALS	\$127,775	TBD	\$127,775

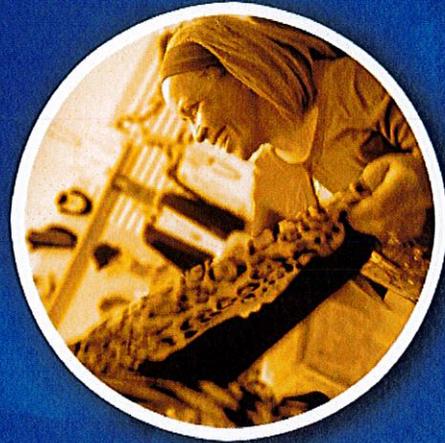
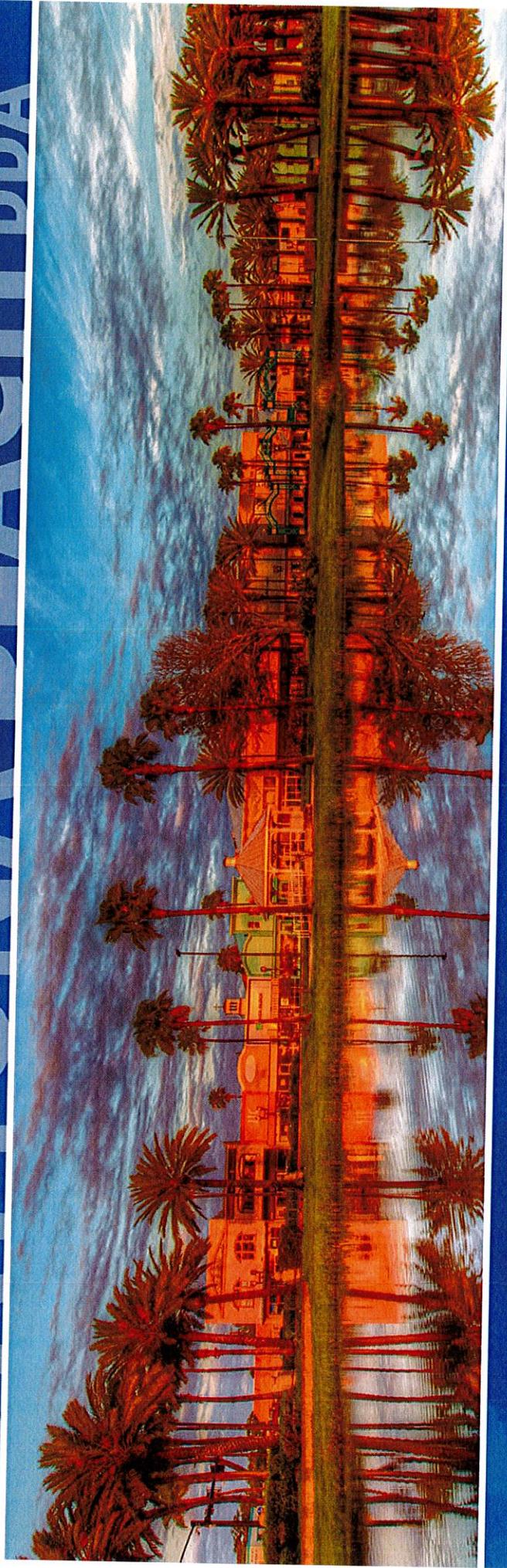
DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY
2019 - 2020 MARKETING FLOWCHART
 Prepared June 19, 2019

TOTAL BUDGET = \$128,000

MEDIA	DESCRIPTION	SPACE CLOSE	MKT. 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	4	11	18	25	1	8	15		22	29	5	12	19	26	2	9	16	23	30	6	13	20	27	3	10	17	24
A. GENERAL MARKETING SERVICES																																															
SUPPLIES	Printed materials and distribution fees. Kick starters (6 printings - \$100/ea.), rack brochure printing (\$2,100), and distribution (\$500/mo.) at hotels, visitor centers and vacation rentals.		N/A		\$2,600	\$600	\$500				\$600	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$87,700																		
TECHNICAL SERVICES	Fees for MailChimp (\$550), domains (\$100), and web hosting (\$150), plus new photography (\$5,000). (NOTE: Website produced in FY 2018-2019 budget.)		N/A		\$5,800																								\$5,800																		
PROFESSIONAL SERVICES	Marketing agency fees for strategic planning, media negotiations, email marketing, online/offline advertising, social media, public relations, and related copywriting, design, and production.		N/A		\$3,750	\$3,750	\$3,750				\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$3,750	\$45,000																		
DOWNTOWN MARKETING	Media costs for online, social, and offline advertising.		N/A																										N/A																		
Online	Google geo-targeted search and display ads (including remarketing).		2 Weeks Prior		\$900	\$1,100	\$1,100				\$1,100	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$850	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$11,250																		
Social	Social media geo-targeted ads (including remarketing).		2 Weeks Prior		\$900	\$1,100	\$1,100				\$1,100	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$850	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$11,250																		
Offline	Flighted ads in community newspapers (\$600/week). Also includes Tortugas program ad (\$1,975 in April).		3 Weeks Prior			\$1,800	\$2,400				\$1,800	\$1,800				\$1,975													\$5,775																		
CO-OP MARKETING	Media costs for online, social, and offline advertising.		N/A																										N/A																		
B. DOWNTOWN EVENTS																																															
EVENT MARKETING	Event fees, prizes, and marketing. (Anticipated \$10,000 budget for Hallux Art Fest, prize & advertising, plus \$1,500 for additional monthly events.)		4 Weeks Prior		\$1,500	\$10,000	\$10,000				\$10,000	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$26,500																		
C. FARMERS' MARKET																																															
SUPPLIES	Printed materials and distribution fees. (Included in General Marketing.)		N/A																										N/A																		
SNAP PROGRAM	Fliers, banners, and public/community relations.		4 Weeks Prior		\$1,000																								\$1,000																		
FARMERS' MARKET MARKETING	Media costs for online, social, and offline advertising.		4 Weeks Prior																										N/A																		
Online	Google geo-targeted search and display ads (including remarketing).		2 Weeks Prior		\$350	\$350	\$350				\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$4,200																		
Social	Social media geo-targeted ads (including remarketing).		2 Weeks Prior		\$250	\$250	\$250				\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$3,000																		
Offline	SNAP ads. (\$400/week for community newspapers). Other ads included in General Marketing.		3 Weeks Prior		\$1,200																								\$1,200																		
TOTAL					\$18,250	\$18,950	\$10,950				\$10,450	\$10,150	\$8,450	\$10,325	\$8,150	\$7,950	\$8,050	\$7,950	\$8,050	\$7,950	\$7,950	\$8,050	\$8,050	\$7,950	\$8,050	\$8,050	\$8,050	\$127,675																			

Production Materials Distributed/Run Task Completed

THE CITY OF DAYTONA BEACH DDA

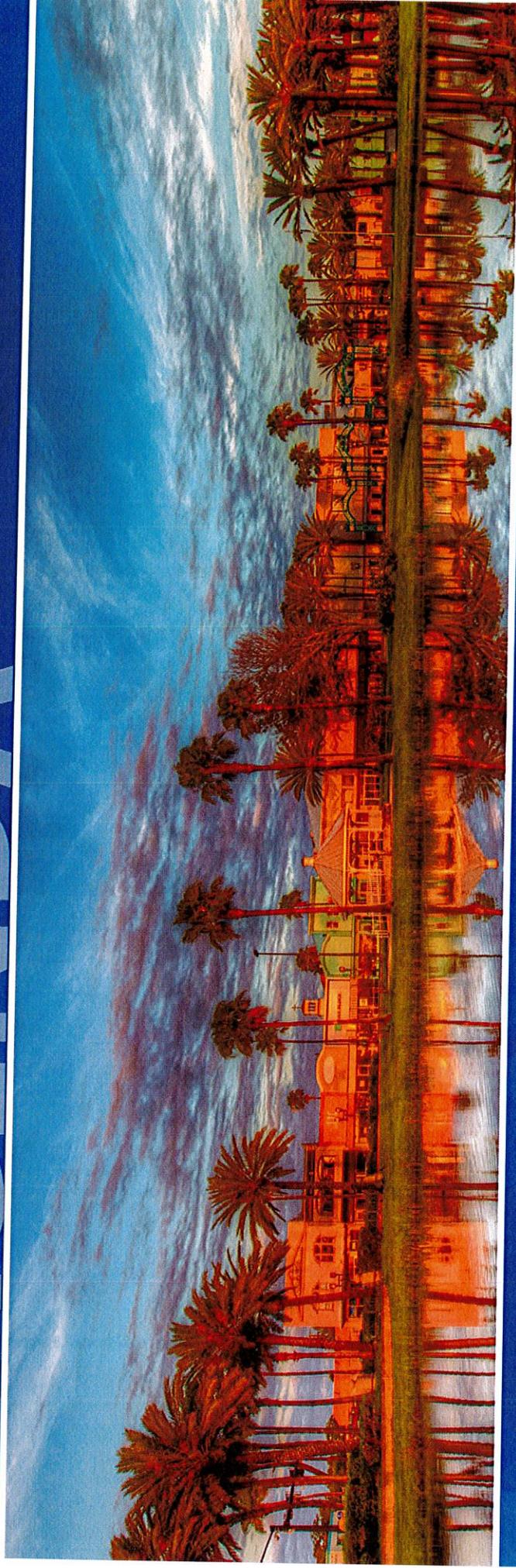


G O L D

Marketing Communications

Presentation

AGENDA

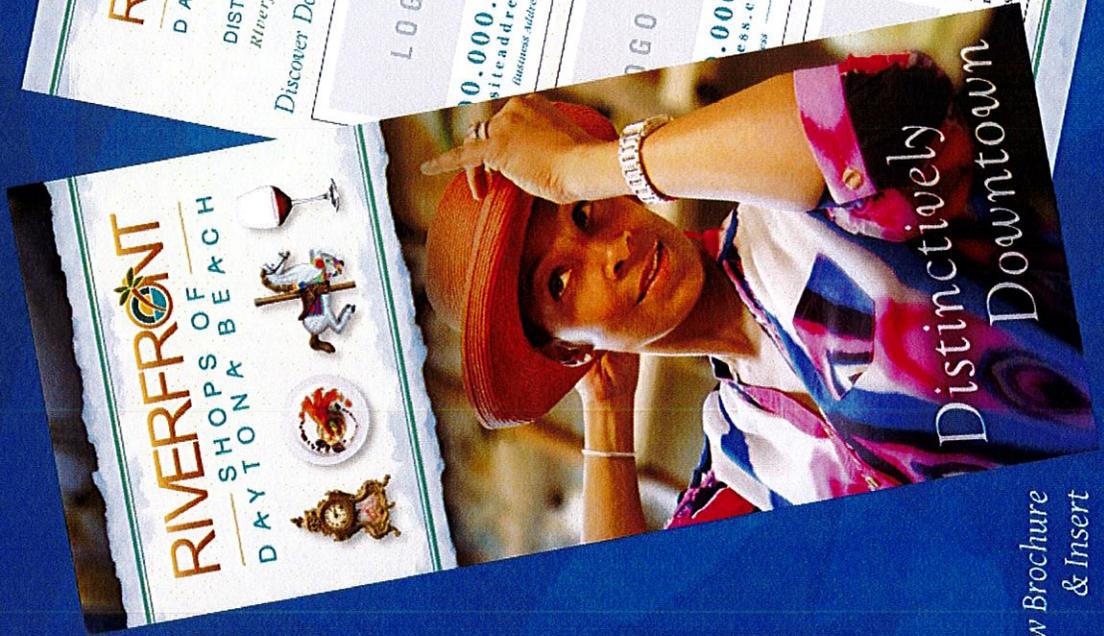


1. Riverfront Shops Project Update
2. Updated Tactical Plan
3. Online Analytics Report
4. FY 2019-2020 Discussion
5. Questions and Answers



1. RIVERFRONT SHOPS Campaign Update

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



New Brochure
& Insert

1. RIVERFRONT SHOPS

Campaign Update

- **CABLE TELEVISION** -
*In-Room TV Continues
Throughout Fiscal Year.*

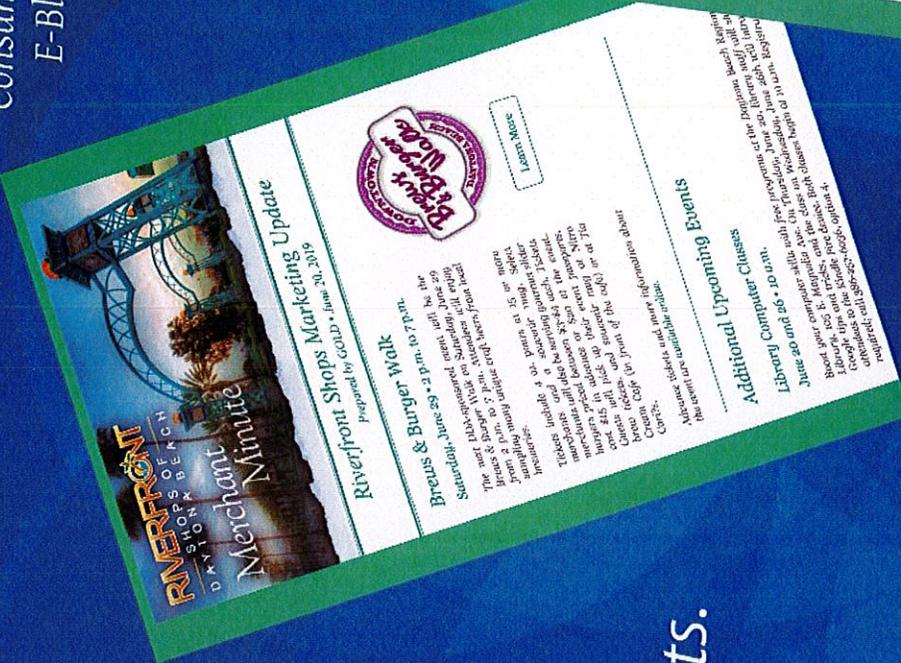


*Current
In-Room Commercial*

1. RIVERFRONT SHOPS

Campaign Update

Consumer
E-Blast



RIVERFRONT SHOPS OF DAYTONA BEACH
Merchant Minute

Prepared by GOLD • June 20, 2019

Riverfront Shops Marketing Update

Brews & Burger Walk
Saturday, June 29 • 2 p.m. to 7 p.m.

The next paid-sponsored event will be the Brews & Burger Walk on Saturday, June 29, from 2 to 7 p.m. with beer from local breweries.

Tickets include 4 to 5 gourmet burgers, 12 oz. beer and 1 to 2 gourmet sides. Merchants will be showcasing their products and services. Tickets are \$15 per person. Advance purchase is required. Tickets are available at the event. For more information about the event, visit gold.com.

Additional Upcoming Events

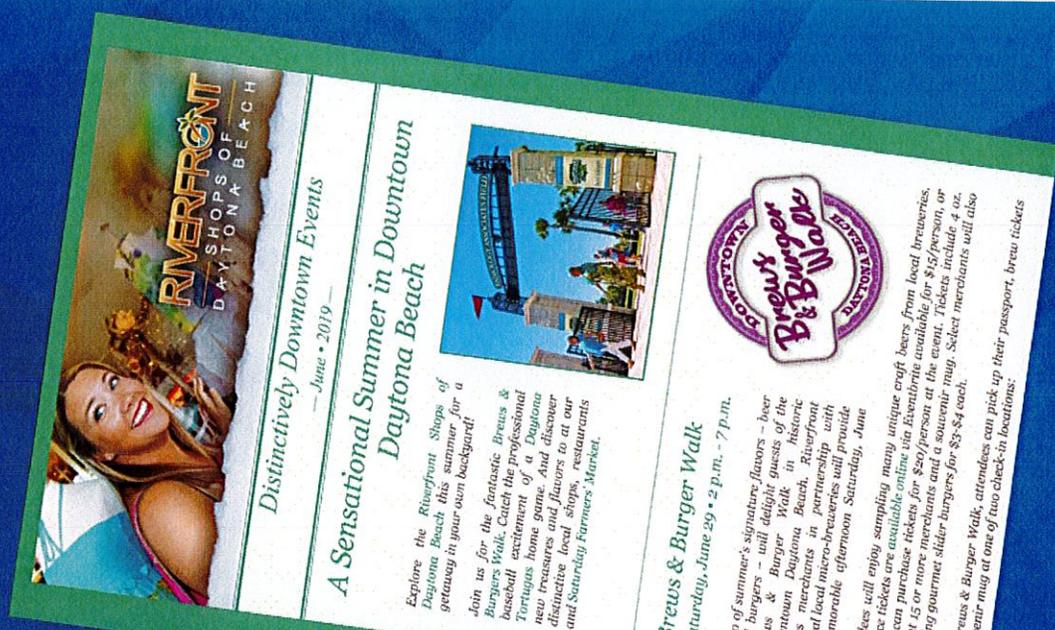
Library Computer Classes
June 20 and 26 • 10 a.m.

Join your computer skills with free programs at the Downtown Beach Branch Library on Tuesday, June 20, and Thursday, June 26, from 10 a.m. to 12 p.m. at the library. For more information, visit gold.com.

Learn More

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

Merchant E-Blast



RIVERFRONT SHOPS OF DAYTONA BEACH

Distinctively Downtown Events
— June • 2019 —

A Sensational Summer in Downtown Daytona Beach

Explore the Riverfront Shops of Daytona Beach this summer for a getaway in your own backyard!

Join us for the fantastic Brews & Burger Walk. Catch the professional baseball excitement of a Daytona home game. And discover distinctive local shops, restaurants and Saturday Farmers Market.



Brews & Burger Walk
Saturday, June 29 • 2 p.m. - 7 p.m.

Two of summer's signature flavors – beer and burgers – will delight guests of the Downtown Daytona Beach, Riverfront Shops merchants in partnership with several local micro-breweries will provide a memorable afternoon Saturday, June 29.

Attendees will enjoy sampling many unique craft beers from local breweries. Guests can purchase tickets for \$50/person at the event. Tickets include 4 oz. of serving gourmet slider-burgers for \$3-\$4 each.

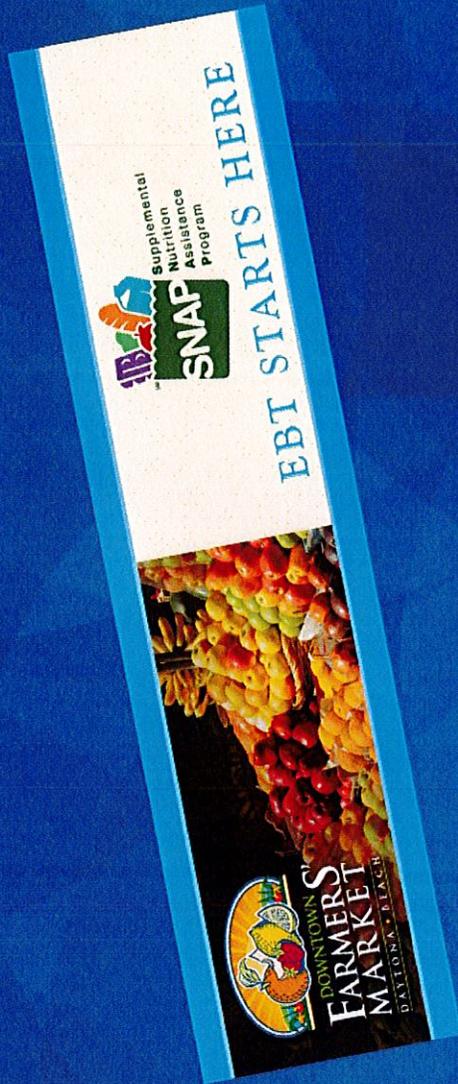
At the Brews & Burger Walk, attendees can pick up their passport, brew tickets and souvenir mug at one of two check-in locations:

Consumer
E-Blast

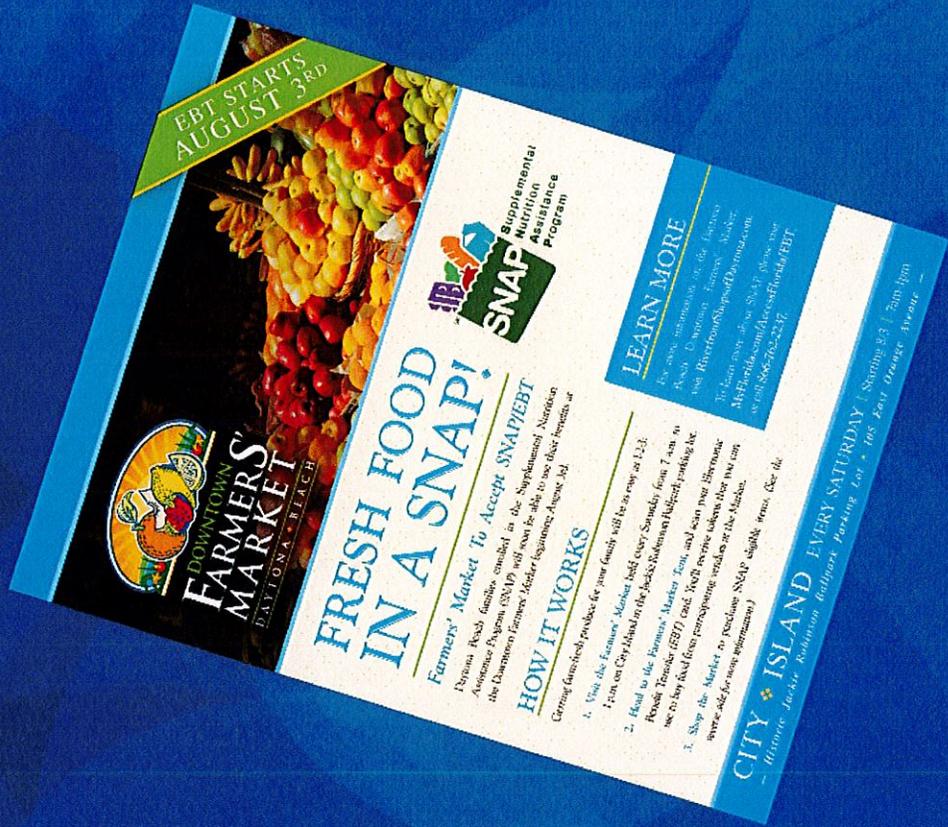
1. RIVERFRONT SHOPS

Campaign Update

- FARMER'S MARKET -
Materials Developed
for SNAP/EBT "Soft Launch".



Tent Banner



Announcement Flier

1. RIVERFRONT SHOPS

Campaign Update

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

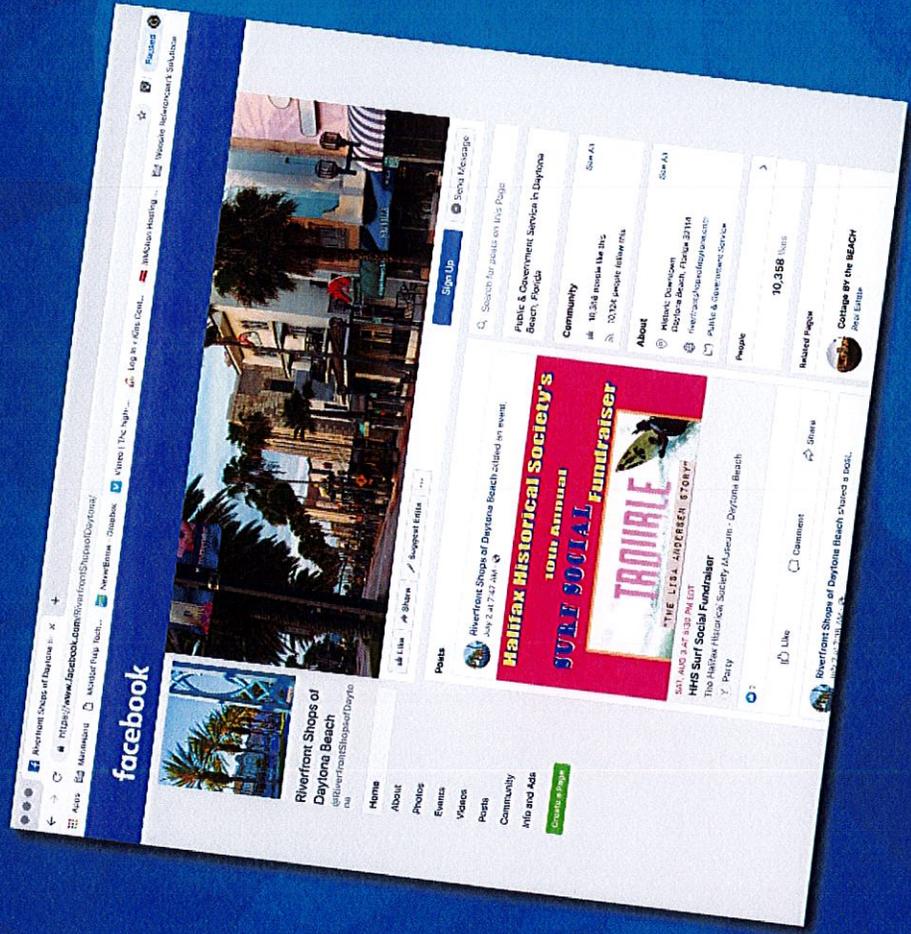


June-August Event
Kiosk Directory

1. RIVERFRONT SHOPS

Campaign Update

- **SOCIAL MEDIA ADVERTISING** – Facebook, Instagram, and Others Run Daily Through August.
- **SOCIAL MEDIA POSTING** – Posts and Reposts are Made Daily.



Ongoing Social Media Posts

1. RIVERFRONT SHOPS

Campaign Update

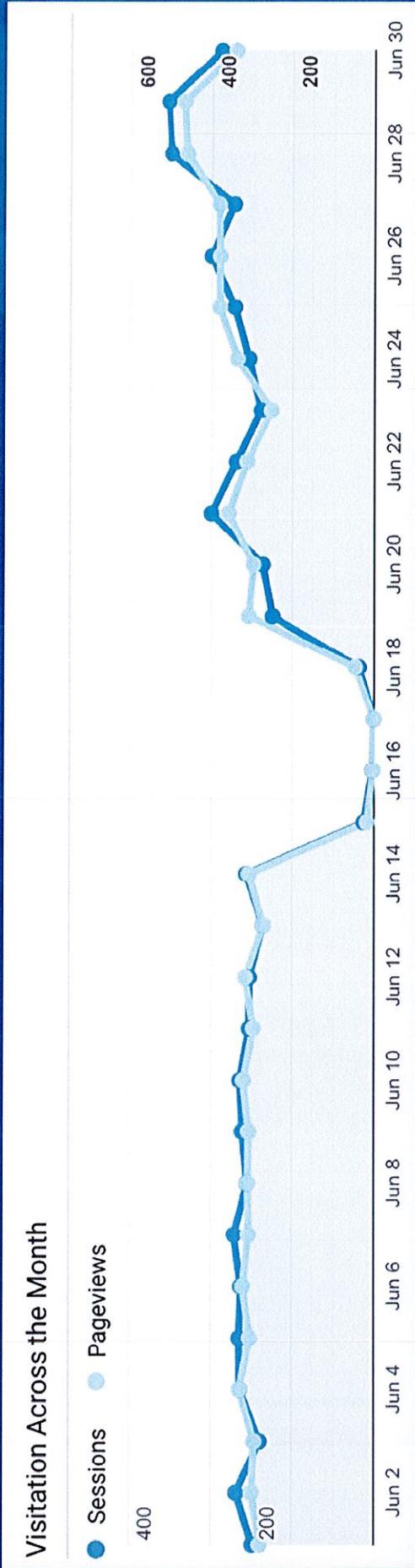
- WEBSITE –
 - New Site Under Construction.



New Web Site

3. ONLINE ANALYTICS

June 2019



See the Full Report.

Results had Suffered from Site Being Down, then Increased Significantly After it was Restored.

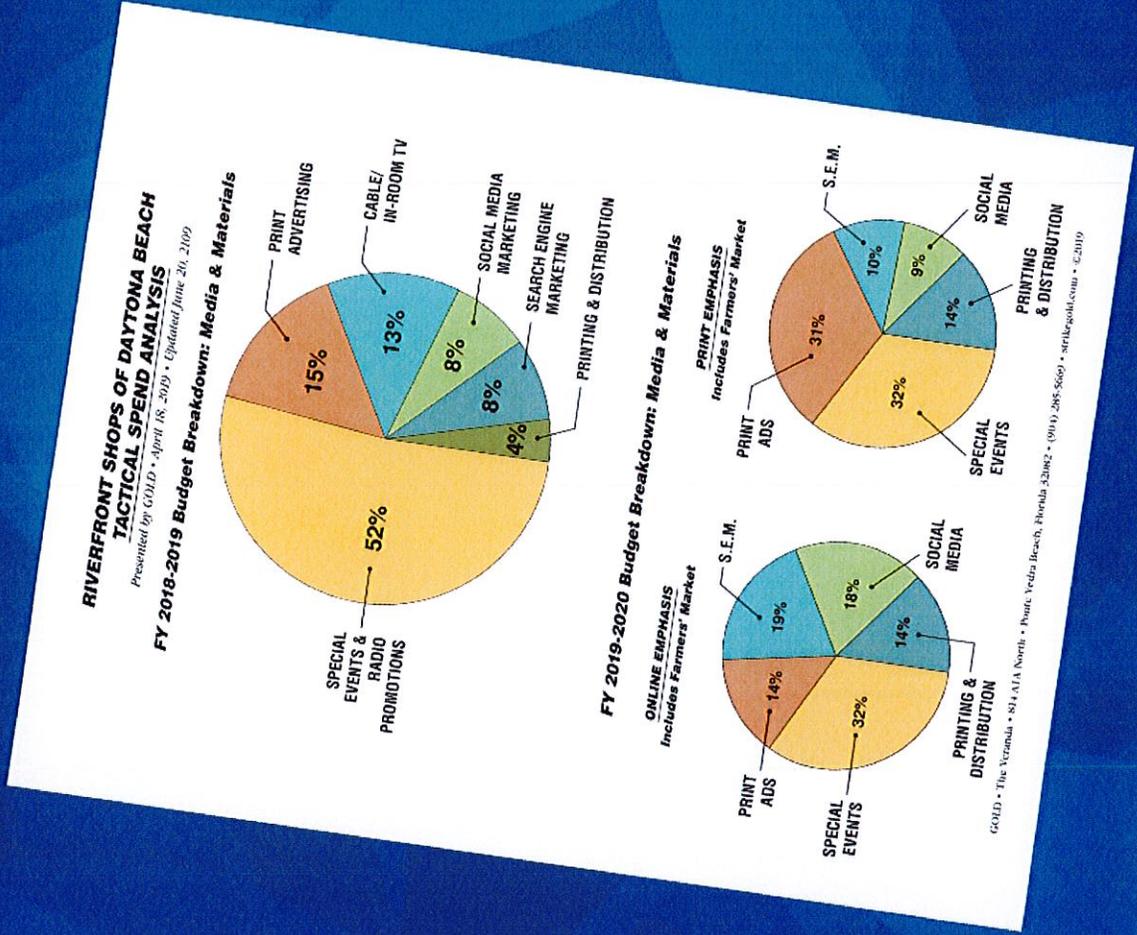
4. FY-2019-2020

Discussion

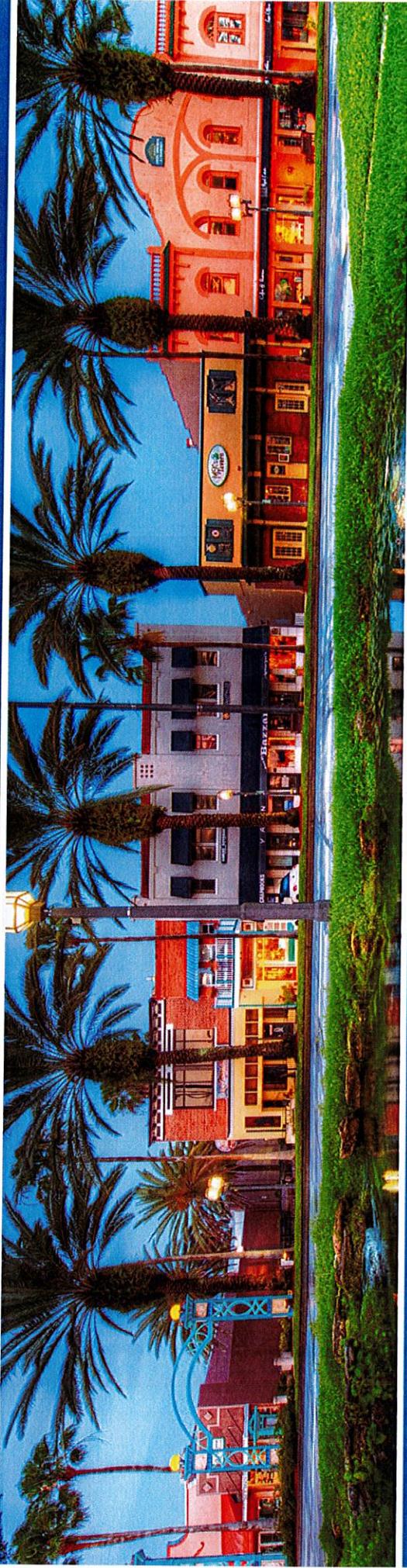
- **BUDGET** – \$128,000 for Current and Next Fiscal Year Marketing.

- **PLAN OPTIONS** – One Option with a Larger Online Budget, the Other with a Larger Print Budget.

FY 2018-2019
vs. FY 2019-2020



5. QUESTIONS & ANSWERS



*Thank You
for Your
Business!*

