

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

Thursday, November 19, 2020 8:00 a.m.
City Commission Chambers

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

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

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes:**
 - a. Regular Meeting: October 22, 2020
4. **Public Comments By Persons Addressing The Board**

EMERGENCY PROCEDURES FOR PUBLIC MEETINGS AND PUBLIC COMMENTS

During this time of extraordinary circumstances dealing with the declared State of Emergency associated with the COVID-19 pandemic, the City is temporarily allowing online public comments, and limited in-person public comments at City Hall, for public meetings of the City Commission and the various City Boards.

Online Public Comment Forms. The City is providing an online Public Comment Form to allow members of the public to submit public comments for each public meeting of the City Commission or a City Board. The Public Comment Form may be found at <https://www.codb.us/comments>. Please follow the directions on the Form to ensure proper electronic submission to the City. All Public Comment Forms completed and properly transmitted before 5 p.m. on the day prior to the public meeting will be provided to City Commission or Board members, as applicable, for their review and consideration prior to the public meeting. Any Public Comment Forms submitted after 5 p.m. on the day prior to the meeting will be provided to Commission or Board after the public meeting. All Public Comment Forms will be included in the official meeting records and retained by the City Clerk

or the Board Secretary as a public record. If you have issues with accessing, completing, or submitting the online Public Comment Form please email us at comments@codb.us or call 386-671-8023.

Public Comments on Propositions before the City Commission or a Board. Although persons are strongly encouraged to submit online Public Comment Forms during this State of Emergency, persons may visit City Hall during a public meeting to make public comments on propositions coming before the City Commission or Board for a vote, subject to these City procedures and all social distancing requirements established by the Federal Centers For Disease Control and Prevention. The Commission Chambers will be closed for in-person attendance by the public. The City Hall lobby will be equipped with an audio/video feed to the Commission Chambers and a lectern and microphone will be placed immediately inside the door for public comments. Forms will be provided for persons to fill out who wish to make public comments. Persons may approach the lectern to speak on an item before the Commission or Board at appropriate times, when called upon, subject to such time limitations as may be imposed by the public body. The lobby will also have a limited defined area, with social distancing, for persons waiting to make public comment. In addition, the exterior entryway to City Hall will be equipped with a loudspeaker for persons waiting for permission to enter to make public comment due to space limitations in the lobby. Persons may also monitor public meetings from their iPhone, iPad, or other electronic device at www.codb.us/618/DBTV, and enter City Hall for public comment at appropriate times, when called upon. Persons who have finished speaking or not intending to speak on a matter coming before the Commission or Board will not be permitted to remain in City Hall. All persons must comply with social distancing requirements while at City Hall, such as by remaining at least 6 feet apart. Use of facial masks is mandated to combat the spread of the COVID-19 disease.

5. DDA Staff Report

- a. Monthly Financial Report
- b. Budget Amendment
- c. Events Update – Sweet Saturday Event Agreement
- d. Farmers’ Market Update – Market Manager Contract
- e. Downtown Projects Update – Beach Street Streetscape & Occupancy Rate
- f. Public Safety Update

6. Gold & Associates Presentation

- a. Monthly Presentation – Fall Festival & Holiday Promotions

7. Public Comments

8. Board Comments

9. Adjournment

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Monday, October 22, 2020**

The meeting of the Downtown Development Authority was held Monday, October 22, 2020, at 8:00 a.m. in the Commission Chambers, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members Present

Mr. Michael Sznajstajler, Chair
Ms. Quanita May, Commissioner
Ms. Tammy Kozinski
Mr. Joseph Hopkins

Board Members Absent

Ms. Sheryl Cook, Vice Chair

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Robert Abraham, City Attorney's Representative
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Sznajstajler called the meeting to order at 8:00 a.m.

2. Roll Call

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

3. Approval of Minutes

Regular Meeting – August 26, 2020

Mr. Hopkins stated the correct name of the Police Officer that attended the August meeting is Off. Justin Huckabee and asked that his name be corrected in the minutes.

A motion was made by Mr. Hopkins, seconded by Ms. May, to approve the minutes of the Regular Meeting of August 26, 2020 as corrected. The motion carried (4-0).

4. Public Comments by Persons Addressing the Board

Mr. Berger stated no public comments have been received to include as part of the record.

5. DDA Staff Reports

a. Monthly Financial Report

Mr. Berger presented the staff report which was included as part of the packet. Mr. Berger presented both the October 2020 Monthly Financial Report as well as the end of FY2019-2020 financial report. Mr. Berger noted the reserve funds have not been accessed and the amount spent was within a few dollars of spending the entire funds allocated. Mr. Berger stated the Farmers' Market suffered severely during the last year but he expects since the move to see increasing revenue.

Mr. Sznajstajler asked about the line item set aside for sales of merchandise.

Mr. Berger stated the intent is to have shopping bags and t-shirts with the logo on them for sale.

Ms. May asked if there could be a perk for wearing a t-shirt or carrying a shopping bag with the Market logo on it while shopping at the Farmers Market.

Mr. Berger stated he thought that was a good idea and will discuss it with the Market Manager.

b. Events Update

Mr. Berger stated the Local State of Emergency is still in effect and the timing is unknown as to when events will start again. Mr. Berger stated when the trees are wrapped with the holiday lights along Beach Street, he would like to celebrate that and promote the new Beach Street look. Mr. Berger stated the holiday parade will be held along Beach Street on December 12.

Al Smith, 18 Forest Glen Way, Ormond Beach, Florida stated the downtown looks wonderful and there should be a way to promote that and have people gather outside of the stores. Mr. Smith asked if the City Commission could set parameters in order to allow such an event. Mr. Smith stated something related to the holidays would allow people to visit the stores and could promote the improvements that have taken place in the downtown.

Ms. May stated that will be a City Commission decision; however, she feels people should be able to go and shop and that should be their decision, not the store owners.

Mr. Hopkins stated he feels it is time to open the gate and move on.

Ms. Kozinski stated she agrees with Mr. Hopkins and feels people need to make their own decision.

Mr. Sznajstajler stated he feels a little more conservative and feels there needs to be guidelines and he cannot trust that everyone will follow those guidelines.

Ms. May stated the Board needs to have a safety plan. Ms. May stated the State of Florida has set the month of November as Mobility Month to encourage people to walk and bike. Ms. May stated that would promote people to come to the downtown and could be a marketing campaign.

Mr. Smith stated having an event outside would be an advantage and would allow the merchants to take advantage of that. Mr. Smith stated there would be a concern if events were inside the stores. Mr. Smith stated an environment could be created that would help the merchants and also follow the CDC guidelines. Mr. Smith noted Main Street is struggling just as bad as the Downtown.

Ms. Kozinski stated she feels an outdoor event would be good and the shops on Beach Street that want to participate could set up something outside on the sidewalk or at the rear of their stores, as she has done at her store.

Ms. May suggested partnering with the city to show off the work that has been done and the revitalization.

Mr. Berger stated holding an event outside should be fine as long as public health measures are followed and marketing areas along the sidewalk are well spaced.

Mr. Sznajstajler suggested Mr. Smith let the City Commission know at their November 4, 2020 meeting what type of event he is planning and the plan will have to be finalized at the November 18, 2020 meeting if an event is to be held in November.

Mr. Smith stated he would like the City Commission to set parameters regarding events and noted events are planned for the bandshell.

Ms. May stated the City Commission is reviewing items on a case-by-case basis and no parameters have been set.

c. Farmers Market Update

Mr. Berger stated the Farmers Market continues to struggle and noted he has outlined some strategies in a memo which are included as part of the packet to help increase the customer base.

Ms. Kozinski stated she would like to promote seniors at the Market in order to bring people to the outdoors and market to that group as well as WIC customers.

Ms. May stated the Housing Authority is planning on having a market for seniors at the Windsor building and suggested the DDA partner with them.

Mr. Hopkins asked why the Housing Authority did not approach the DDA to work with them.

Ms. May stated she feels it has a lot to do with the distance people would have to travel to get to the Farmers Market.

Ms. May stated many of the vendors at the Farmers Market are not wearing masks and asked if Mr. Berger wants to address that.

Mr. Berger stated if people are spaced out, he is not concerned.

Mr. Berger stated there is still a problem with the gentleman who is broadcasting on the sidewalk which has caused a disruption at the Market and resulted in a loss of revenue for the vendors. Mr. Berger stated he is researching a wireless audio system that could be placed on the street lights to help provide consistent quality sound for music. Mr. Berger stated the individual has started distributing leaflets and he has seen monetary transactions.

Ms. May stated DeLand had a similar situation and suggested he talk with representatives there to see what they did to address the broadcasting issue.

Ms. May asked what the difference is between the broadcasting and panhandling.

Mr. Abraham stated there is a difference with the donation issue as opposed to the broadcasting but he would have to research the matter.

Mr. Berger stated the Market Manager's contract has an incentive component. Mr. Berger stated the Market Manager is well liked by the vendors and additional duties have been given to her. Mr. Berger stated he would like to come back to the Board with a proposal regarding a salary increase for the Market Manager and providing incentives.

Mr. Sznajstajler stated it is time for the DDA to review the Manager's salary.

d. Downtown Projects Update

Mr. Berger stated the Beach Street project is nearing completion. Mr. Berger stated the area near the Brown & Brown construction site that was closed for utility work has been opened. Mr. Berger stated the Riverfront esplanade and seawall projects are moving along and there is activity on the Delta West project. Mr. Berger stated the Burgoyne PD rezoning will be brought back to the City Commission for a public hearing in December together with an amendment to the Comprehensive Plan.

e. Public Safety Update

There was not a representative of the Police Department in attendance.

Ms. Kozinski stated the Police have been very responsive to any concerns she has had at her business.

Mr. Berger stated the Police have shown a presence in the downtown and are getting to know the vendors.

Mr. Berger stated the security cameras are being installed in the public parking lots at this time.

Mr. Berger stated staff is addressing the issue of people leaving their vehicles and trailers in public parking areas and using those sites as storage spaces.

6. Gold & Associates Presentation

a. Monthly Presentation

Keith Gold, Gold & Associates, presented the monthly report which was included as part of the packet. Mr. Gold stated the website and calendar are updated on a daily basis. Mr. Gold stated the "open for business" area is the most active on the website. Mr. Gold stated a special holiday rack card will be prepared, noting rack cards were not recently used due to hotel closures. Mr. Gold stated he would like to include a flyer with the utility bill as was done last year. Mr. Gold stated he has been working with

the Chamber of Commerce to have information about the downtown included with their e-blasts.

Mr. Gold stated he has talked with Mr. Berger about potentially holding Friday sidewalk sale events during the holiday season. Mr. Berger stated the pumpkin giveaway will be at the Farmers Market this Saturday.

Ms. May asked what newspapers are used for print advertising.

Mr. Gold stated there is a contract with the Hometown News and he has talked with the News-Journal. Mr. Gold stated he has worked with the Daytona Times to promote the SNAP program.

Ms. May asked on an ongoing basis, who is Gold & Associates marketing with.

Mr. Gold stated when COVID began, print use went down.

Ms. May stated we are blocks away from a community with a lot of children in it and she wants to see those children at the Farmers Market. Ms. May stated she would like to spend money advertising in the Daytona Times since they have less digital.

Mr. Gold stated the Board agreed to on line and television advertising and no print advertising as a result of COVID; however, he is now looking at all of the community newspapers more than when the plan was previously presented. Mr. Gold stated the only contract that has been finalized is the one with the Observer but he is looking at all of the community papers.

Ms. Kozinski stated Small Business Saturday is a big event and suggested including that as part of the Farmers Market promotion for that Saturday.

Mr. Berger stated typically the worst Saturday for the Farmers Market is the Saturday after Black Friday.

Mr. Gold stated he will be working with the City on the holiday parade. Mr. Gold stated Gold & Associates will provide graphics for the holiday season on the light poles and banners.

Mr. Gold stated the update on the budget is included in the packet and Gold is under budget and some of those funds have been moved to the print category.

Ms. May asked how we are tracking the number of people that visit the website and how does that relate to the number of customers visiting the

downtown. Ms. May stated she wants to make sure there is a link between the money being spent and the actual number of customers.

Mr. Berger stated he visits businesses door to door and he sees an increase in the number of customers.

Mr. Gold stated he engages with the merchants on a regular basis. Mr. Gold stated he asked the merchants through the surveys if they want to meet with him and they have said no. Mr. Gold stated information is sent to the merchants through an e-blast every other week.

Ms. May asked if there is any means of gathering information other than sending out a survey.

Ms. Kozinski stated she asks questions of customers when they come into her store.

Mr. Gold stated a lot of surveys are done in person but they are sent to merchants four times a year.

Mr. Sznajstajler stated he feels the downtown needs to be given some time to recover before talking with them again. Mr. Sznajstajler stated there have been a lot of changes recently in the downtown, including the streetscape project and the reopening of the bridge. Mr. Sznajstajler stated once Brown & Brown is open, there will be more people living and shopping in the downtown.

Al Smith stated he has a concern about doing anything in the downtown on Black Friday since those businesses may not be able to compete with big businesses on that day. Mr. Smith stated perhaps he could create an event around Small Business Saturday.

The Board agreed that an event on Small Business Saturday is a good idea.

7. Public Comments

There were no public comments.

8. Board Comments

Mr. Hopkins asked if there will be holiday decorations in the downtown.

Mr. Berger stated yes.

Mr. Hopkins asked what the percentage is of vacancies in the downtown.

Mr. Berger stated some businesses continue to be shuttered because of COVID. Mr. Berger stated there is about 70% occupancy on Beach Street on the first floor level.

9. **Adjournment**

There being no further business to come before the Board, 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: November 14, 2020
 TO: Downtown Development Authority Members
 FROM: Reed Berger, Redevelopment Director
 SUBJECT: DDA Monthly Financial Report

The following is the DDA financial report for revenues and expenditures through November 14, 2020.

General Activities			
Revenues	Projection	Received to Date As of 11/14/20	Balance
Ad Valorem	\$ 141,012	\$ -	\$ 141,012.00
Downtown CRA Payment	\$ 98,440	\$ -	\$ 98,440.00
Interest	\$ 50	\$ -	\$ 50.00
Total	\$ 239,502	\$ -	\$ 239,502.00
Line Item	Appropriation	Spent to Date As of 11/14/20	Balance
Professional Services	\$ 45,000	\$ 7,500.00	\$ 37,500.00
Care and Subsistence	\$ 300	\$ 28.15	\$ 271.85
Advertising	\$ 24,000	\$ 1,200.00	\$ 22,800.00
Events Promotion	\$ 5,000	\$ -	\$ 5,000.00
Supplies	\$ 1,000	\$ -	\$ 1,000.00
Memberships	\$ 450	\$ 175.00	\$ 275.00
Downtown CRA Payment	\$ 98,440	\$ -	\$ 98,440.00
Contingency	\$ 5,312	\$ -	\$ 5,312.00
Total	\$ 179,502	\$ 8,903.15	\$ 170,598.85

Farmers' Market Activities			
Revenues	Projection	Received to Date As of 11/14/20	Balance
Vendor Revenue	\$ 22,000	\$ 619.00	\$ 21,381.00
Sponsorship	\$ 2,000	\$ -	\$ 2,000.00
Market Booth Sales	\$ 4,000	\$ -	\$ 4,000.00
DDA SNAP Revenues	\$ -	\$ 298.00	\$ (298.00)
Total	\$ 28,000	\$ 917.00	\$ 27,083.00
Expenses	Appropriation	Spent to Date As of 11/14/20	Balance
Market Manager	\$ 18,000	\$ 1,100.00	\$ 16,900.00
Projects (SNAP Program)	\$ 3,000	\$ -	\$ 3,000.00
Liability Insurance	\$ 1,500	\$ -	\$ 1,500.00
Advertising	\$ -	\$ -	\$ -
Marketing	\$ 1,500	\$ 165.00	\$ 1,335.00
City Fees	\$ 1,500	\$ -	\$ 1,500.00
DDA SNAP Expenses	\$ -	\$ 253.79	\$ (253.79)
Booth Merchandise	\$ 1,000	\$ -	\$ 1,000.00
Other Materials & Supplies	\$ 1,500	\$ -	\$ 1,500.00
Total	\$ 28,000	\$ 1,518.79	\$ 26,481.21
Profit/Loss		\$ (601.79)	

Downtown Event Activities

Revenues	Projection	Received to Date As of 11/14/20	Balance
Vendor Revenue	\$ -	\$ -	\$ -
Event Sponsorship	\$ -	\$ -	\$ -
Total	\$ -	\$ -	\$ -
Expenses	Appropriation	Spent to Date As of 11/14/20	Balance
Event Promotion	\$ 60,000	\$ -	\$ 60,000.00
Total	\$ 60,000	\$ -	\$ 60,000.00
Profit/Loss		\$ -	

DDA Budget Summary

	Budget	Actual	Balance
Total DDA Revenues	\$ 267,502	\$ 917	\$ 266,585
Total DDA Expenditures	\$ 267,502	\$ 10,422	\$ 257,080
Balance	\$ -	\$ (9,505)	\$ 9,505
Reserves	\$ -	\$ -	\$ -
Notes:			

1. Appropriations reflect budget approved at the DDA September 23, 2020 meeting.



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PHONE (386) 671-8180
Fax (386) 671-8187

MEMORANDUM

DATE: November 14, 2020
TO: Downtown Development Authority Members
FROM: Reed Berger, Redevelopment Director
SUBJECT: DDA Budget Amendment Request

In 2019 the DDA Board approved opening a checking account at Suntrust Bank (now Truist) and depositing \$2,000 required to write checks to reimburse Market vendors for SNAP tokens they receive from SNAP customer, and provide for deposits from USDA for reimbursement of EBT transactions wherein SNAP customers receive tokens in denominations of \$1 and \$5 to purchase eligible items from Market vendors.

To account for cumulative annual revenues and expenditures the City's Finance Department needs to add a budgeted line item for the SNAP program.

The DDA Board is requested to approve two budget amendments related to the Farmers' Market SNAP EBT transactions as follows:

1. Add \$2,500 for FY 2020 expenditures and revenues.
2. Add \$4,000 for FY 2021 expenditures and revenues.

These amounts should cover expected annual revenues.



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MEMORANDUM

DATE: November 16, 2020
TO: Downtown Development Authority Members
FROM: Reed Berger, Redevelopment Director
SUBJECT: DDA Events Update

Attached is a draft agreement of the proposed Sweet Saturday event scheduled for the afternoon of December 5, 2020 by Al Smith and Bullseye Marketing. Also attached is the completed Event application form. Please note three changes from last year's successful inaugural event:

1. The event is outdoors and is providing other measures to provide a safe place for attendees to visit during the current COVID Public Health Emergency including limiting the number of ticketed attendees, spacing, and sanitation.
2. Arts and crafts and live music will provide a visible and festive holiday setting along the newly expanded sidewalks in front of the Beach Street stores similar to a French Market in addition to 15 to 20 participating merchants.
3. The proposed cost to DDA was \$1,500 last year, however the events for 2020 for this type of sidewalk event were increased to \$2,000 in the DDA's annual Events agreement.

The DDA Board is asked to consider a funding level of \$2,000 and offer any other comments to permit this event to proceed. At this time the City Commission has approved this event during the health emergency on condition that the event's COVID-19 plan is approved by City staff.

DDA EVENT CO-SPONSORSHIP AGREEMENT

The Parties to this Event Co-Sponsorship Agreement are the **Daytona Beach Downtown Development Authority** (the “DDA”) and **Bullseye Direct Marketing** (the “Event Producer”).

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

Section 1. Description of Event. Event Producer intends to hold the “Sweet Saturday Chocolate Walk” (the “Event”) on Saturday, December 5, 2020, within the Downtown Area of the City of Daytona Beach (the “City”), along Beach Street between International Speedway Blvd. (ISB) and Orange Ave. in the Sub-Licensed Area as shown on Exhibit A, attached hereto and further described in Section 2 below. The Event will be a progressive chocolate tasting event for which guests will purchase tasting passports at one of two start locations. The Event will be open to the public on Saturday, December 5, 2020, from 1:00 p.m. – 5:00 p.m., however, only those who have purchased the tasting passport will be able to participate in the tasting. The Event Producer will coordinate with and encourage merchants within the DDA Licensed Area of Beach Street to promote and participate in the Event. Artisans, artists, and musicians will also be located outside along Beach Street’s west sidewalk to add a festive holiday theme that complements brick and mortar businesses. This event excludes alcohol and is designed to comply with COVID-19 public health requirements.

Section 2. Sub-License / Event Location. 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 (the “Sub-Licensed Areas”) from 11:00 a.m. to 6:00 p.m. on the day of the Event (which includes time for set-up and break down). This license includes closing that portion of Beach Street between the U.S. Post Office just north of Bay Street and Orange Ave. Event Producer’s license to use this Sub-Licensed Area is conditioned upon Event Producer: (i) obtaining an outdoor event permit from the City pursuant to Chapter 82 of the City Code or alternatively, enter into a facility use agreement with the City, if required, and strictly complying with all terms and conditions of the permit or agreement; (ii) indemnifying and holding DDA harmless as provided below; (iii) naming the DDA as additional insured on any liability insurance policies that Event Producer is required to obtain for the outdoor event permit; and (iv) setting up and operating the tents referenced above in such a manner that the tents do not unduly impede pedestrian ingress and egress along public sidewalks.

Section 3. Performance Standards. In the planning, promotion, and conduct of the Event, Event Producer will:

(a) Take commercially reasonable steps to ensure that the Event is a family-friendly event, suitable and attractive to people of all ages, and that the Event promotes the good will of the DDA and the City’s Downtown Area.

(b) Actively advertise, market, and promote the Event, including through sale of advertisements and, as applicable, sponsorships, to maximize event attendance and profitability, consistent with the requirements of (a) above. All advertisements, promotional materials, and sponsorships are subject to prior approval of DDA’s designated representative identified below, for purposes of ensuring compliance with (a) above. To this end, the DDA’s designated representative will reject all advertising and promotional materials (including sponsorship

acknowledgments) that promote products or services that are not suitable for view by minors; or that promote political candidates or causes; or that contain lewd, obscene, or violence-promoting language, images, or symbols.

(c) Apply for and obtain an outdoor event permit from the City in accordance with Chapter 82 of the City Code or alternatively, enter into a facility use agreement with the City, if required; and conduct the Event in strict compliance with the terms and condition of any outdoor event permit issued by the City or facility use agreement entered into with the City.

(d) Within the Tents referenced in Section 1 above, provide readily visible space for the placement of materials (provided by DDA) for the promotion of the Riverfront Shops and for visitors to sign up for receipt of DDA newsletters and/or other DDA promotional emails.

(e) Provide proposed advertising and promotional content on the Event to the DDA in a timely manner, so as to allow DDA to approve and develop advertising and marketing materials identified in Section 4.

(f) At all times while conducting the Event, maintain a clean, neat appearance within the Sub-License Area.

Section 4. DDA Sponsorship.

(a) In consideration of the Event Producer's agreement to promote, market, and conduct the Event in accordance with the requirements herein, the DDA will reimburse the Event Producer for promotional and marketing expenses up to \$1,500 as evidenced by invoices from vendors.

The DDA is not responsible for any additional funding if the costs of the event exceeds the estimated budget of Event Producer.

(b) In addition, DDA will promote the Event through the following media and materials, provided that such activities do not require DDA to expend additional monies beyond those previously budgeted for such media and materials:

- DDA Website (Riverfront Shops of Daytona Beach)
 - Feature copy on Home Page
 - Event Specific Page
 - Listed on Event Calendar
- Riverfront Shops Monthly E-newsletter
 - Listed as upcoming Event
- Riverfront Shops Facebook Page
 - Event Promotion Posting
 - Event Calendar Posting

Section 5. Acknowledgement of DDA as Sponsor. In consideration of DDA's agreement to co-sponsor the Event, Event Sponsor will acknowledge DDA as a major sponsor of the Event on all advertising and promotional material created or used by Event Producer for the Event.

Section 6. Event Planning and Procedure. The Parties will work with one another in good faith to coordinate obtaining permits and promotion of the Event consistent with the provisions of this Agreement.

Section 7. Designated Representatives; Notice.

(a) The City’s Deputy City Manager for Development Services, or any other person designated by the DDA Board, will be the designated representative for the DDA in all matters arising under this Agreement. Kelley A. Koliopulos or her designee will be the designated representative for Event Producer in all matters arising under this Agreement.

(b) 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 Representative:
Bullseye Marketing
c/o Al Smith Productions Inc.
14 St. Johns Place
Ormond Beach, FL 32176
(386) 295-5102

To the DDA:
Michael O Sznajstajler, Chairman
Daytona Beach DDA
301 South Ridgewood Avenue
Daytona Beach, FL 32114
(386) 671-8010

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 9. Indemnification. For and in consideration of payment of \$10.00, receipt of which is acknowledged, 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 advertising, promotion, or conduct of the Event or the exercise of Event Producer’s rights and obligations under this Agreement; except when such claim, damage, loss, or expense is the result of the negligence of the DDA, the City, or anyone directly or indirectly employed by the DDA or City or anyone for whose acts the DDA or City may be liable. This indemnification agreement is separate and apart from, and in no way limited by, any insurance provided pursuant to this agreement or otherwise.

Section 10. Insurance.

Contractor will provide and maintain at Event Producer’s sole expense, insurance of the kinds of coverage and in the amounts set forth in this Article, primary and non-contributory with the City’s own insurance, in form and from companies satisfactory to the City.

(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 11. 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 12. Default and Termination.

(a) The Event Producer will be in default if:

- (i) The Event Producer fails to promote or operate the Event in accordance with the requirements of this Agreement; or
- (ii) 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 permit/facility use application to the City; or

(iii) The City revokes the permit under this Agreement for any of the reasons outlined in City Code Section 82-68; or

(iv) The 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) DDA will be in default if DDA materially breaches its obligations hereunder, and such breach continues for a period of at least 30 days after Event Producer has provided DDA written notice of such breach; except when the nature of the breach is such that it cannot be reasonably cured within this period, in which instance the cure period will be extended by one day for each day that the DDA is diligently seeking to cure the breach. In the event of the DDA's breach, the Event Producer's sole remedy will be immediately and without notice terminate this Contract.

(c) In the event of termination under this Section, the Event Producer will immediately cease referring to the DDA as co-sponsor.

Section 13. 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) 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.

(c) 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.

(d) 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.

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IN WITNESS WHEREOF, the Parties have executed this Agreement on the dates shown below.

DDA

By: _____
Michael O Sznajstajler, Chairman

Date: _____

By: _____
Sheryl Cook, Vice-Chair

By: _____
Quanita May, City Commission Member

EVENT PRODUCER

By: _____

Date: _____

Printed Name: _____

Title: _____

Approved as to legal form:

By: _____
Robert Jagger, City Attorney

EXHIBIT A
EVENT LOCATION MAP



THE CITY OF DAYTONA BEACH

COMMISSION-MANAGER PLAN

SUPPORT SERVICES DEPARTMENT

CULTURAL SERVICES DIVISION

P O Box 2451

DAYTONA BEACH, FLORIDA 32115-2451

Fax: 671-8255 or 671-3964

MEMO

Date: November 11, 2020

To: Risk Management Permits & Licenses
Parks Division Public Works-Street Sweepers
Fire Department Public Works-Traffic/Solid Waste
Solid Waste Mgmt. Dev Svcs-Permits & Licenses
Traffic Division Police Department

From: Demetria Clark, Leisure Services

Event Name: Sweet Saturday Chocolate Walk

Event Date: December 5, 2020

The attached application form AL Smith/DDA of Bullseye Marketing is for its Sweet Saturday Chocolate Walk to be held on December 5, 2020, Downtown Daytona City Sidewalks. Please review and submit **individual** costs or concerns from your department or division by Monday 11/16/20. **Thanks!**

Fees

Services/Equipment provided

Other Comments: _____

City of Daytona Beach Outdoor Event Application

Date Rcvd	<u>10/27/20</u>
Initials	<u>OC</u>

1.0 REQUIRED INFORMATION:

1.1 Name of Event Producer/Promoter Bullseye Marketing

1.2 Type of Organization non-profit profit charitable government

1.3 Contact Person AL Smith

1.4 Address P.O. Box 2597

City Daytona Beach State FL Zip 32114

1.5 Work Phone 386-295-5102 Cell Number _____
Fax Number _____ Home Phone _____
Email Address _____

2.0 BILLING INFORMATION:

2.1 Is the party responsible for billing the same as above? Yes No

If not, please provide the proper information below:

Attention _____

Address _____

City _____ State _____ Zip _____

Work Phone _____ Fax _____

3.0 EVENT INFORMATION:

3.1 Event Name Sweet Saturday

3.2 Date(s) Requested Saturday Dec 5, 2020

3.3 Location of Event Beach Street, Downtown
200 S. Beach St. to 100 N. Beach Street

3.4 Brief Description of Event and Activities Planned 15-20 Merchants

Will be serving chocolate samplings to event
goers. Event goers will purchase ~~an~~ an event
passport for \$15. There will be 2 registration tents
where passport will be purchased from. Also there
will be merch vendors & musicians set up on sidewalks

3.5 Site Plan Attached Yes No, explanation _____

3.6 Will an admission fee be charged for the event? Yes No Amount \$15
Fees collected prior to event? Yes No
Fees collected on site before/during event? Yes No

3.7 Event Time: Date 12/5/20 Start 1 am/pm End 5 am/pm

Date _____ Start _____ am/pm End _____ am/pm

Date _____ Start _____ am/pm End _____ am/pm

Set-up: Date 12/5/20 Start 11 am/pm End 1 am/pm

Breakdown: Date 12/5/20 Start 5 am/pm End 6 am/pm

Street Closing Date _____ Start _____ am/pm End _____ am/pm

Rain Date: Date _____ Start _____ am/pm End _____ am/pm

Attendance Expected/Anticipated: 300

Age Breakdown: Under 10: _____ 11-18: _____ 19-25: 26-40: 41+:

3.8 Have you held this event in the City of Daytona Beach previously? Yes No*
If yes, list previous date(s): 11/21/19

***If this is the first time you are holding this event in the City of Daytona Beach, please list references on the last page of the application.**

Have you held this event in another City/venue previously? Yes No
Does this event differ from the previous years? Yes (explain) No

Adding vendors on sidewalk

4.0 ENTERTAINMENT

4.1 Will there be entertainment? Yes, see below No

4.2 A completed detailed listing including names must be provided of all entertainment. Have you attached the contracts, detailed listings, etc., to this form? Yes No

4.3 Will you be using a sound system? Yes No
(Several venues will require the use of the City's Technical Director.)

4.4 Name of Contractor MUSICIANS will provide Type of System SMALL

4.5 Sound Time: Date: 12/5/20 Start 12 am/pm End 4 am/pm
Date: _____ Start _____ am/pm End _____ am/pm
Date: _____ Start _____ am/pm End _____ am/pm

4.6 Will there be carnival games or rides? Yes, see below No

If yes, explain: _____
Insurance & pictures are required from carnival games/rides operator.

5.0 SPECIAL EFFECTS:

5.1 Will there be any special effects used? Yes, see below No

5.2 Type of effects: fireworks laser light show other _____

5.3 Effect Time: Date _____ Start _____ am/pm End _____ am/pm
Date _____ Start _____ am/pm End _____ am/pm
Date _____ Start _____ am/pm End _____ am/pm

5.4 Location of special effects _____

5.5 Effects Producer/Company Name _____

Address _____

Phone Number _____

Fax Number _____

Note: Daytona Beach Fire Department will issue a permit contingent upon separate insurance being provided for fireworks.

6.0 **PARADES:** Yes, see below No

6.1 Who and how many will participate? _____

6.2 Plan of route attached? Yes No

6.3 Parade time: Date: _____ Start: _____ am/pm End: _____ am/pm

Set-up: Date: _____ Start: _____ am/pm End: _____ am/pm

Breakdown: Date: _____ Start: _____ am/pm End: _____ am/pm

Rain Date: Date: _____ Start: _____ am/pm End: _____ am/pm

7.0 PROPOSED RETAIL SALES:

7.1 How many vendor (merchandise sales) locations do you hope to accommodate?

0 vendors 1-5 vendors 6-10 vendors 11 or more vendors

7.2 Type of vending (including number of each):

Miscellaneous _____ Clothing _____ Jewelry _____

Food/Beverage Tents _____ Food Trucks _____
(Non-alcoholic beverages)

Cooking under Tents _____

If miscellaneous, please describe in detail:

Alcohol sales are prohibited in any City Park without proper license. See Section 9.0.

8.0 PROPOSED SPONSORS:

How many commercial sponsors with on-site visibility do you anticipate? (Including product sampling, giveaways, exhibits, and advertising) _____

List specific trade names:

DDA _____ _____

9.0 ALCOHOL BEVERAGES/LIQUOR LIABILITY:

9.1 Will alcoholic beverages be dispensed, provided or served? Yes, see below No
No glass containers are permitted.

9.2 Name of organization licensed to serve alcohol at this event:

Limit of liquor liability coverage will be no less than \$500,000.

9.3 This organization is for profit not for profit (see below)

9.4 Are you a 501(c) (3) organization applying for a temporary alcohol sales license?
A copy of the license must be submitted prior to the event. Yes No

10.0 PROMOTION: Event advertising may not begin until the City Manager signs the permit.

10.1 At what level will the event be promoted?

Local Regional National International

10.2 What type of publicity will be used?

Newspaper Radio Television Web Site Direct Mail
 Community Billboard Other

10.3 Telephone number to be released for public information () _____

11.0 SIGNS:

11.1 Will you be using signs at your event? Yes No

11.2 How many signs and what dimensions? _____

12.0 BANNERS:

12.1. Do you plan to hang banners at your event? Yes No

12.2 Number of banners _____ dimensions _____ location _____

12.3 Do you plan to use banners on the City-owned horizontal or vertical street poles?
 Yes No

12.4 If yes, please provide location(s) of city poles _____
(Please obtain a banner application--thank you.)

13.0 FACILITY REQUIREMENTS:

13.1 Will you require use of amenities?

Electricity: Yes No Water: Yes No
Extra charges may be applied for use of City Water and Electricity

13.2 Will you utilize temporary structures? Yes, see below No

Stages Tents Scaffolding Miscellaneous
 Booths Fences Concession Stands

13.3 Describe in detail, including type and location. _____

(Note: Special building permits are required for temporary structures greater than 120 sq. ft. in area or more than 30" above grade.)

13.4 How many tents greater than 120 sq. ft. or more will be used? _____

Please list tent location and sizes: _____

(Note: Special building permits are required for temporary structures greater than 120 sq. ft. in area)

14.0 TRAFFIC:

14.1 Will normal traffic patterns be altered by the event? Yes, see below No

Explanation: _____

14.2 Will public parking areas, streets, sidewalks, etc. be restricted or obstructed?

Yes, see site plan No

14.3 Does your plan include on-site parking?

Yes, see site plan No

14.4 Will you charge for the on-site parking

Yes No

14.5 Does your plan include off-site parking?

Yes No

14.6 Will you charge for the off-site parking?

Yes No

14.7 Will shuttles be used to transport?

Yes No

Note: Public service announcements regarding parking/traffic flow are the responsibility of the promoter.

15.0 PORT-O-LETS:

15.1 How many port-o-lets will you be providing? 4
(Indicate location on site plan)

Name of the private port-o-let company you will be contracting with:

Note: ADA requires one handicapped restroom in each group of restrooms.

16.0 AMERICANS WITH DISABILITIES ACT:

ADA's accessibility guidelines as adopted by the State of Florida are now in effect. The following provisions are to be considered regarding ADA accessibility.

16.1 ADA restroom facilities? (1 handicapped per group of port-o-lets)
IN STORES Yes No

16.2 Handicapped parking provisions? Yes, see site plan for location No

16.3 Handicapped assistance? Yes, please describe No

17.0 SANITATION: As an event organizer, you must properly dispose of waste and garbage throughout the term of the event, and immediately upon conclusion of the event, the area must be returned to a clean condition. The solid waste division strongly encourages event organizers to plan ways to encourage vendors, participants, and the general public to recycle waste that is generated during the event.

17.1 Will you be using City services for refuse, garbage and litter? Yes No

Number of trash cans: _____
Dumpsters: (One per 400 people) _____
Number of recycling containers: _____

17.2 If no, how will you be handling the removal of refuse, garbage, litter, etc.?

STORES WILL HANDLE GARBAGE
Note: Promoters not using City services may contact Waste Pro's Lisa Dorsey at 386-788-8890 to arrange for dumpsters.

17.3 What provisions are being made for recycling? STORES

17.4 Will you be using city services to clean the area during/after the event? Yes No*

*If no, how will the area be cleaned, and how will the garbage be removed?

STORES

18.0 SECURITY PLAN:

Note: Public property requires the use of Daytona Beach Police Department Officers during the event at the permittee's expense.

18.1 Yes No Will this event require additional security from the Daytona Beach Police Department?

18.2 Yes No Have you hired a licensed professional security company to develop and manage your event's security plan? If yes, you are required to provide a copy of the security company's business license issued by the State of Florida.

Security Organization: _____
Address: _____
City: _____ State: _____ Zip: _____
Daytime Telephone: _____

18.3 Please describe your security plan including crowd control, ingress/egress, internal security or venue safety, or attach the plan to this application.

19.0 EMERGENCY FIRE/MEDICAL SERVICES:

Note: Public Property requires the use of the Daytona Beach Fire/Rescue Department employees during the event at the promoter's expense.

19.1 What are your plans for providing additional Fire/EMS? Fire station nearby

20.0 Please tell us how you learned about us: City Website: _____ City Flyer: _____
City Brochure: _____ Newspaper: _____ Radio: _____
Referral from another agency or individual: _____

SIGNATURE:

I understand this is an application only and does not obligate the City in any fashion to reserve any facility or approve any event. I have included my application fee and understand that my application will not be processed without payment of the application fee. Please make checks payable to "The City of Daytona Beach".

Signature of Applicant [Signature] Date 10/27/20

Title of Applicant Event Producer

Affiliation _____

Event Contact Information: Please provide information for emergency use during the event only.

(These individuals must be on site during the entire event.)

1st Contact Person Name: AL Smith

Contact Cell Phone: 386-295-5102

2nd Contact Person Name: _____

Contact Cell Phone: _____

3rd Contact Person Name: _____

Contact Cell Phone: _____

REFERENCES

(Required for first time events in Daytona Beach)

1. Name: _____ Title: _____ Phone: _____

Event Name: _____ Event Date(s): _____

2. Name: _____ Title: _____ Phone: _____

Event Name: _____ Event Date(s): _____

3. Name: _____ Title: _____ Phone: _____

Event Name: _____ Event Date(s): _____

200 S Beach St

Federal

100 N Beach St

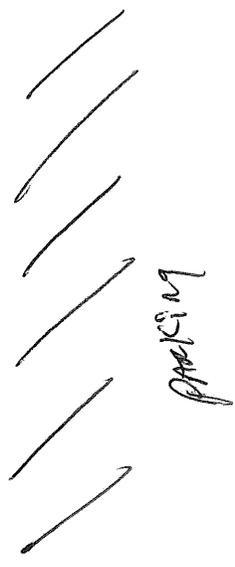
PARK

ISB

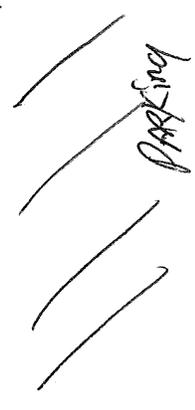
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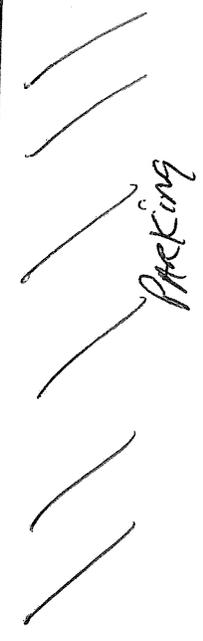
P P SIDEWALK



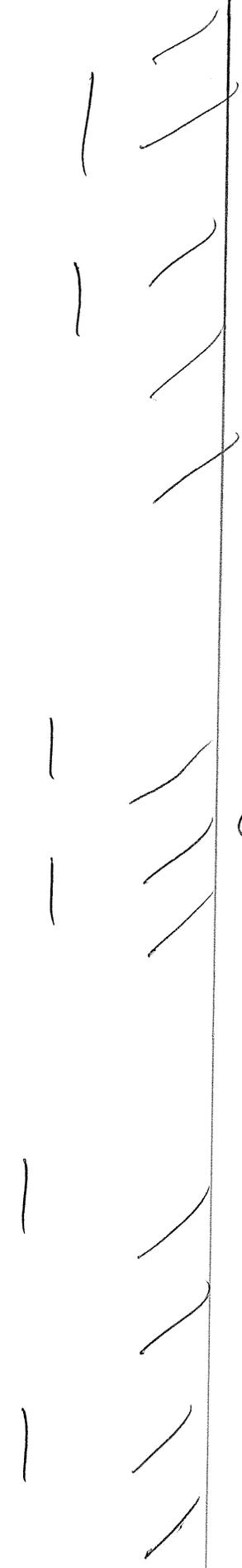
D SIDEWALK



P P SIDEWALK



Beach Street



PARK

Bay Street

Map for Sweet Saturday Event
Downtown Daytona Beach
Saturday December 5, 2020

Circle is location of the 2 registration tents

Square is locations of 10x10 tents for Arts & Crafts vendors. There will be 10 feet between them.

DAYTONA BEACH DDA

OCTOBER 2020 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Thursday, November 5, 2020

The Riverfront Shops continued to have strong online performance in October 2020 in spite of the pandemic. This continued success is a result of the online advertising campaign and the “Open for Business” reintroduction initiative.

Overall Traffic

WEBSITE VISITATION TRENDLINE



Overall, October 2020 had 9,465 sessions (up 8% from October 2019’s 8,767 sessions) and 12,365 pageviews (similar to October 2019’s 12,740 pageviews).

TOP PAGES

Most Viewed Pages		
Page		Pageviews
/open-for-business/		5,236
/farmers-market/		3,220
/		1,025
/shopping/		265
/organizer/daytona-beach-downtown-farmers-market/		212
/events/		178
/dining/		169
/brochures-and-maps/		151
/attractions/		132
/farmers-market/farmers-market-vendors/		75

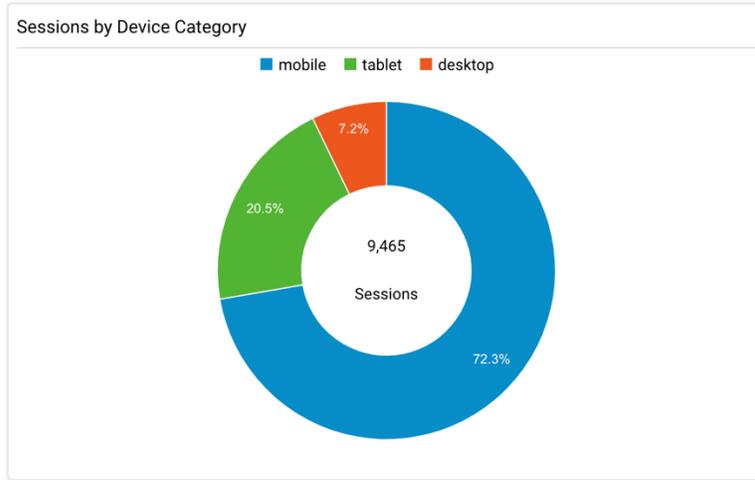
The “Open for Business” page (which features merchant listings) and Farmers’ Market pages were the most visited overall in October. (/ = Home Page.)

DAYTONA BEACH DDA OCTOBER 2020 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Thursday, November 5, 2020

Overall Traffic (Continued)

TRAFFIC TYPE



Mobile and tablet visitation continued to outpace desktop traffic by a wide margin. (The Riverfront Shops website is optimized for mobile and tablet browsing.)

KEY TRAFFIC SOURCES

Top Traffic Sources

Source / Medium	Sessions
google / cpc	6,972
facebook_ads / cpc	1,047
google / organic	662
(direct) / (none)	395
daytonabeach.com / referral	97
codb.us / referral	80
l.facebook.com / referral	49
fun4daytonakids.com / referral	30
m.facebook.com / referral	15
bing / organic	14

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

Page 2 of 4

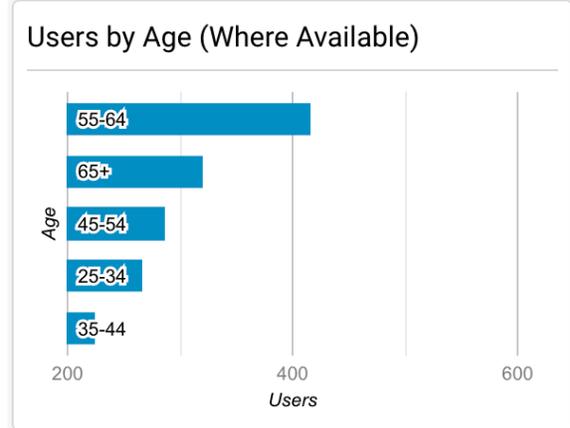
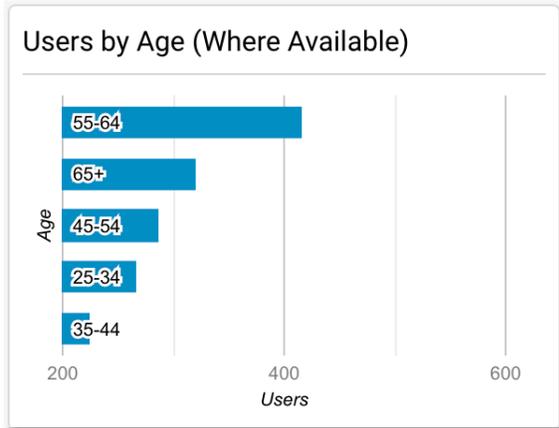
DAYTONA BEACH DDA

OCTOBER 2020 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Thursday, November 5, 2020

Overall Traffic (Continued)

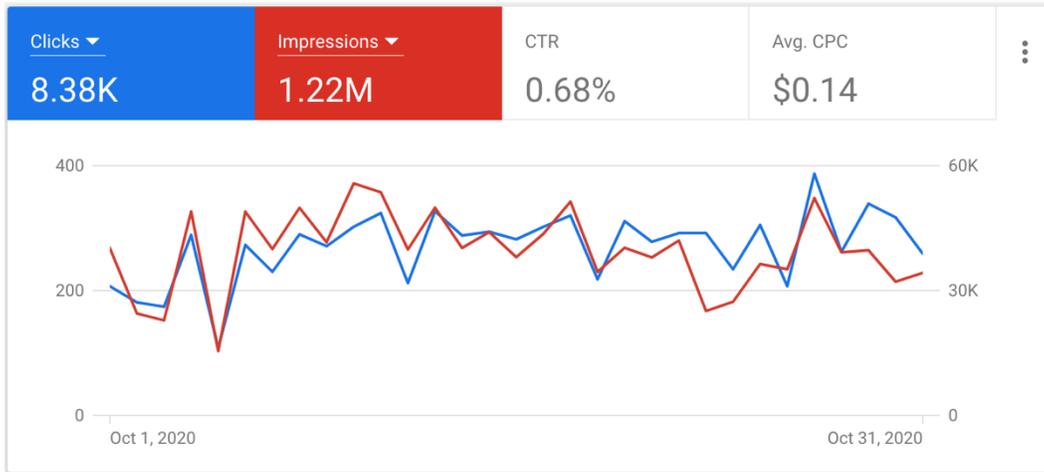
DEMOGRAPHICS AND GENDER



Site visitors represented a wide range of ages in October 2020. Where demographic data was available, visitors were predominantly female and 45+.

Online Advertising

GOOGLE ADVERTISING



The Google Ads campaign generated 8,375 clicks in October 2020 (including 3,291 for the Farmers' Market). The October 2020 total represents a modest increase from September's 8,351 clicks. Popular Riverfront Shops search advertising keywords included "Daytona Beach FL," (and similar), "Daytona Beach Stores," "Daytona Shopping," and Restaurants. Popular Farmers' Market keywords included "Daytona Beach Market," "Farmers' Market," and "Daytona Beach Farmers Market Saturday." However, the majority of clicks came from display advertising.

Page 3 of 4

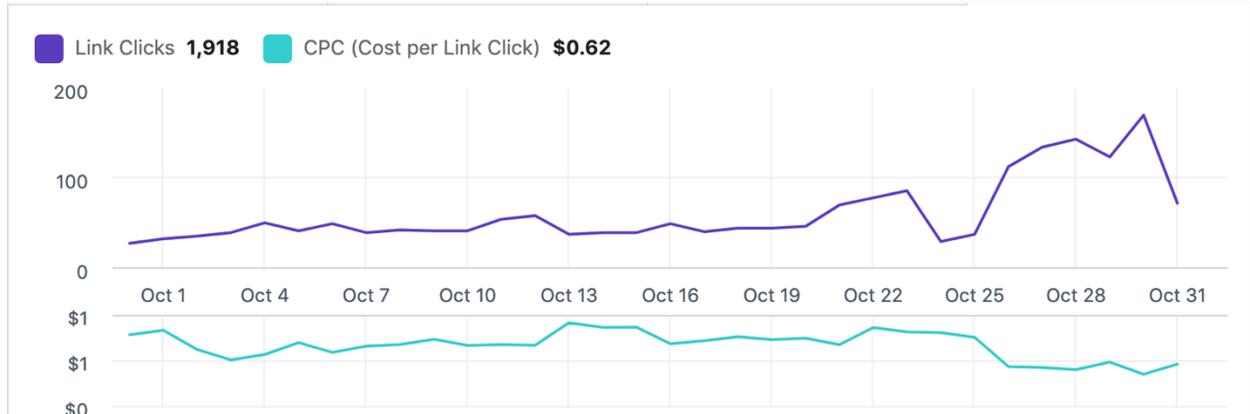
DAYTONA BEACH DDA

OCTOBER 2020 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Thursday, November 5, 2020

Online Advertising

FACEBOOK ADVERTISING



The Facebook advertising in October 2020 generated a total of 1,918 link clicks – 931 of which were for the Farmers’ Market. (Overall, a majority of ad link clicks were by women 45+.)

In addition to clicks, event responses were a major component of the October 2020 advertising, which generated 490 responses. This included 101 responses for the Farmers’ Market’s 10/24 Pumpkin Giveaway and 389 responses for the Farmers’ Market’s Fall Festival Halloween festivities on 10/31. (Total paid and organic responses numbered 175 for the Pumpkin Giveaway and 705 for the event on Halloween.)

The Riverfront Shops page had 12,747 “likes” at the end of October 2020, and the Farmers’ Market page had 2,596 “likes” (a modest increase for both).

GOLD

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

DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY - Riverfront Shops Project Update • 11/13/20

Job	Action Steps
BROCHURES – <i>Visitors Centers, Lodging, Etc.</i>	Update brochures for next printing. GOLD prepared holiday rack card layout. NEXT: Awaiting updated merchant list from client.
COMMUNITY PRINT ADVERTISING – <i>Newspapers & Magazines</i>	City signed Observer contract 10/20, and first ad sent 10/26. Daytona Times buy approved. GOLD prepared Observer digital ads. NEXT: Observer print ad due 11/16 and Daytona Times ad due 11/20, plus online for both.
E-BLASTS – <i>Consumer & Merchant</i>	Write and distribute eblasts monthly. Last consumer blasts sent 8/15, 8/26, and 10/21. Merchant blasts sent 8/14, 8/18, 9/30, and 10/8. Deployed merchant eblast w/o 10/26 on seasonal events. NEXT: Create Farmers' Market farm blast w/o 11/16. Continue holiday merchant and consumer blasts.
FARMERS' MARKET PROMOTION – <i>Ongoing Campaign</i>	Includes print Facebook, Instagram, and Google advertising, e-blasts, calendar updates, press releases, posts (by Manager), and brochure distribution. Open times, dates, and details revised weekly. Farmers' Market Fall Festival logo produced. GOLD prepared a special Tactical Plan to assist with vendor recruitment. NEXT: Farmers' Market fall events are being promoted.
GOOGLE ADS – <i>Ongoing Campaign</i>	Ongoing search and display advertising. (GOLD had added News Break for Farmers' Market.) Ads were on hold, but restarted in April with Farmers' Market re-introduction and "Open for Business" messaging. NEXT: Continue ongoing updates.
KIOSK DIRECTORIES – <i>Maps & Listings</i>	Posters updated 5-6 times per year. Sent merchant map to client to update in March. Created branding poster 4/6 (without specific events other than the Farmers' Market). Sent digital kiosk examples and pricing in July. Created layout for holiday posters. NEXT: Awaiting client event logos.
ONLINE CALENDAR UPDATES – <i>Website & Facebook</i>	Calendar updates made daily/weekly as received. NEXT: Update calendars when new events are announced.
PHOTOGRAPHY – <i>Throughout Downtown</i>	Sent list of shots needed for client to forward to City Communications Department. (Re-sent in March.) NEXT: GOLD to conduct a shoot after the majority of streetscape work is finished in November.
PRESS RELEASES – <i>Businesses & Events</i>	Prepare releases monthly and review those from the City, County, and VCB. Farmers' Market fall event release sent 10/22. NEXT: Prepare release on holiday events in November. (Awaiting event details.)
RESEARCH – <i>Consumer/Merchant Surveys</i>	GOLD conducted secondary research on best practices and presented at August DDA meeting. Merchant survey on sidewalk sales deployed 9/20 and 10/8, and results presented at the October DDA meeting. NEXT: Board chairman requested at Oct. DDA mtg. that additional tactical research be conducted in 6 months.
SNAP – <i>Communications Materials</i>	Created press release, print ads, radio ads, posters, and banners. SNAP also mentioned in The Observer and online ads. NEXT: Include SNAP program in FY 2020-2021 Farmers' Market promotions (including Daytona Times ads).
SOCIAL MEDIA ADVERTISING – <i>Facebook & Instagram</i>	Presented analytics monthly. Ads put on hold, then restarted in April with "Open for Business" and Farmers' Market messaging. NEXT: Continuing online advertising and updates (including event ads for special events). Add vendor recruitment buy beginning w/o 11/16.
SOCIAL MEDIA POSTING – <i>Farmers' Market</i>	Farmers' Market posts are made by the Market Manager. GOLD posted special fall events in October. NEXT: Continue ongoing posting.
SOCIAL MEDIA POSTING – <i>Riverfront Shops</i>	New events are posted daily/weekly as received. Event organizers and City also post. "Liked" merchant and business pages as Riverfront Shops page. Shared Farmers' Market events. NEXT: City and GOLD to continue ongoing posting, including for special promotions and events.
STRATEGIC MARKETING PLAN – <i>Annual</i>	Plan updated for DDA board presentation in July. Tactical Plan spreadsheets for the 2020-2021 year presented to the DDA board and revised in October. NEXT: Continue ongoing spreadsheet updates, including for fall and holiday promotions and events.
TACTICAL PLAN – <i>Monthly</i>	Revised for the present and new fiscal years, including for the approved 2020-2021 budget. NEXT: Continue to implement the plan in the 2020-2021 fiscal year, including fall and holiday promotions and events. (Reallocated TV budget to print, radio, and vendor marketing in Nov.)
WEBSITE – <i>Riverfront Site Listing & Content Updates</i>	Maintain and optimize continuously, including events calendar. Farmers' Market location updated w/o 8/24, Vendor Guidelines updated 9/1, and fall events added w/o 10/19. NEXT: GOLD to continue updating promotions and events, and revise the "Open for Business" re-introduction page with new merchant information as it becomes available.
DISCOUNT CARD – <i>Merchant Promotion</i>	GOLD continues to add participating merchants to Discount Card web page. Program highlighted in merchant blasts. NEXT: Client distributing information and signs to participating merchants.
STREET BANNERS – <i>Regarding Downtown Renovations</i>	Design posters to explain how the renovations benefit the Riverfront Shops and customers. Prepared banner art 2/24 and City printed. New holiday pole banners designed. (Received contact info. From client 10/27.) NEXT: Awaiting estimate from City vendor.
DDA BOARD PRESENTATION – <i>Monthly Meeting Prezi</i>	GOLD prepares monthly meeting reports and presentations. NEXT: GOLD to prepare meeting materials monthly.
B2B PROGRAM – <i>Co-Op Marketing</i>	Developed program concepts with Chamber to reach Daytona Beach area employers and employees in October. NEXT: GOLD to discuss with City Communications Dept. ASAP.

DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY
FY 2020 - 2021 MARKETING FLOWCHART

7TH DRAFT

Revised November 13, 2020

Updated Plan

TOTAL BUDGET = \$134,000 (\$50,000 Events and \$84,000 Marketing)

MEDIA	DESCRIPTION	SPACE CLOSE	MAT. CLOSE	OCT				NOV				DEC				JAN				FEB				MAR				APR				MAY				JUNE				JULY				AUG				SEPT				TOTALS
				5	12	19	26	2	9	16	23	7	14	21	28	4	11	18	25	1	8	15	22	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	
A. GENERAL MARKETING SERVICES – \$46,400 (Original Budget)																																								\$46,400												
SUPPLIES	Kiosk posters (6 printings - \$100/ea.).	N/A	N/A	\$100				-				\$100				-				\$100				-				\$100				-				\$100				-				\$100				-				\$600
TECHNICAL SERVICES	Fees for MailChimp (\$550), domains (\$100), and web hosting (\$150).	N/A	N/A	\$800				-				-				-				-				-				-				-				-				-				-				\$800				
PROFESSIONAL SERVICES	Marketing agency fees for strategic planning; consultation; media negotiations; email marketing; online/offline advertising; social media; public relations; research; web maintenance; 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								
B. DOWNTOWN MARKETING MEDIA – \$31,800 (Original Budget)																																				\$30,300																
Online	Google geo-targeted search and display ads (including remarketing).	2 Weeks Prior	1 Week Prior	\$800				\$1,200				\$1,200				\$800				\$800				\$600				\$400				\$400				\$400				\$400				\$400				\$7,800				
Social	Social media geo-targeted ads.	2 Weeks Prior	1 Week Prior	\$800				\$1,200				\$1,200				\$800				\$800				\$600				\$400				\$400				\$400				\$400				\$400				\$7,800				
Offline: Broadcast	Radio advertising media and production. (Southern Stone \$945/wk.) (Formerly the TV budget.)	3 Weeks Prior	2 Weeks Prior	-				\$1,890				\$3,780				\$945				-				-				-				-				-				-				-				\$6,615				
Offline: Print	Large space full-color ads in the Observer Group (\$1,936/mo.) and Daytona Times (\$1,375/wk.)	2 Weeks Prior	2 Weeks Prior	\$810				\$3,360				\$1,936				TBD				TBD				TBD				TBD				TBD				TBD				TBD				TBD				\$6,106				
Offline: Brochure Displays	Holiday rack card, printing 10k units distributed at 133 locations.	2 Weeks Prior	2 Weeks Prior	-				\$512				\$489				\$489				\$489				-				-				-				-				-				-				\$1,979				
C. DOWNTOWN EVENTS – \$50,000 (Original Budget)																																				\$50,000																
EVENT MARKETING	Budget set aside for FY 2020-2021 event fees and advertising.	4 Weeks Prior	3 Week Prior	TBD				TBD				TBD				TBD				TBD				TBD				TBD				TBD				TBD				TBD				\$50,000								
D. MARKET@MAGNOLIA – \$5,800 (Original Budget)																																				\$6,795																
Online	Google geo-targeted search and display ads (including remarketing).	2 Weeks Prior	1 Week Prior	\$400				\$300				\$200				\$200				\$200				\$200				\$200				\$200				\$200				\$200				\$200				\$2,700				
Social	Social media geo-targeted ads, including vendor recruitment advertising (\$200/mo for 3 months).	2 Weeks Prior	1 Week Prior	\$400				\$500				\$400				\$400				\$200				\$200				\$200				\$200				\$200				\$200				\$200				\$3,300				
E-Marketing	E-mail recruitment marketing program to farmers.	2 Weeks Prior	1 Week Prior	-				\$795				-				-				-				-				-				-				-				-				-				\$795				
TOTAL				\$7,860				\$13,507				\$13,055				\$7,384				\$6,339				\$5,350				\$5,050				\$4,950				\$5,050				\$4,950				\$5,050				\$54,950	\$ 133,495			

	Production		Materials Distributed/Run		Completed		TBD
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NOTE: Plan reflects an increase in spending for the Market@Magnolia starting in October, and an increase in Riverfront Shops spending starting in November for the Holiday Season.