

# 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, December 17, 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.

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

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: November 19, 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](mailto: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](http://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. Public Safety Update
- b. Monthly Financial Report
- c. Events Update
- d. Farmers' Market Update – Market Manager Contract
- e. Downtown Projects Update

6. **Gold & Associates Presentation**

- a. Monthly Presentation

7. **Public Comments**

8. **Board Comments**

9. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
Monday, November 19, 2020**

The meeting of the Downtown Development Authority was held Monday, November 19, 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  
Mr. Joseph Hopkins  
Ms. Tammy Kozinski  
Ms. Quanita May, Commissioner (via Zoom)

**Board Members Absent**

Ms. Sheryl Cook, Vice Chair

**Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
Mr. Robert Jagger, City Attorney  
Ms. Jennifer Lynch, Office Assistant

**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.

**Board Action:**

Commissioner May stated she is unable to attend the meeting today in the Commission Chambers due to time constraints in attending another meeting later this morning.

A motion was made by Ms. Kozinski, seconded by Mr. Hopkins, to permit Ms. May to attend the meeting via Zoom. The motion carried (3-0).

**3. Approval of Minutes**

## **Regular Meeting – October 22, 2020**

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the minutes of the Regular Meeting of October 22, 2020 as presented. The motion carried (4-0).

### **4. Public Comments by Persons Addressing the Board**

Procedures for persons wishing to address the Board during the meeting were included as part of the agenda.

### **5. DDA Staff Reports**

#### **a. Monthly Financial Report**

Mr. Berger presented the staff report which was included as part of the packet. Mr. Berger stated the expenses for the month are shown on the report. Mr. Berger stated Gold & Associates has done an extensive amount of work in preparation for the holiday season. Mr. Berger stated the Farmers Market is still down in revenues. Mr. Berger stated a number of families attended the Halloween event at the Farmers' Market. Mr. Berger stated live music has also been incorporated into the market. Mr. Berger stated the SNAP program has worked very well and there have been no problems with processing payments for the program.

#### **b. Budget Amendment**

Mr. Berger stated the Finance Department requested to receive monthly statements for the SNAP program and asked that the SNAP account be listed as a budget line item. Mr. Berger stated the DDA previously opened a checking account and deposited \$2,000 for reimbursement to vendors of the Farmers Market for the SNAP program. Mr. Berger stated staff is requesting the DDA approve two budget amendments: one for \$2,500 for FY2020 expenditures and revenues; and one for \$4,000 for FY2021 expenditures and revenues.

Ms. Kozinski stated it appears there are more vendors at the Market.

Mr. Berger stated there are more vendors and more people attending the Market.

### **Public Comments:**

There were no public comments.

### **Board Action:**

A motion was made by Mr. Hopkins, seconded by Ms. May, to approve a budget amendment for \$2,500 for FY2020 expenditures and revenues and a budget amendment for \$4,000 for FY2021 expenditures and revenues, in accordance with the staff report as presented. The motion carried (4-0).

c. Events Update – Sweet Saturday Event Agreement

Mr. Berger stated he just learned that the holiday parade has been cancelled; however, the Sweet Saturday event is scheduled for December 5, 2020. Mr. Berger stated included in the packet is a proposed contract for the event. Mr. Berger stated the event coordinator is requesting \$1,500 for support of the event; however, the DDA has consistently approved \$2,000 in the past year for this type of event.

Al Smith, BullsEye Direct Market, stated he has not received the permit from the city for the planned event nor an answer as to whether the permit will be issued. Mr. Smith stated he has not proceeded in coordinating the event with the merchants since he does not know if the event will be held due to COVID concerns. Mr. Smith stated he is concerned about public scrutiny of events. Mr. Smith noted that an art festival was held at One Daytona this past weekend and attendance was low.

Mr. Hopkins asked if Mr. Smith has incurred any significant expenditure in planning for this event.

Mr. Smith stated no.

Mr. Hopkins stated he does not feel the event could successfully be promoted at this time.

Ms. May stated she sent an email to the City Manager regarding the permit and will check to see if an answer is received prior to the end of the meeting.

Ms. Kozinski stated Leisure Services should do their job and provide Mr. Smith with an answer. Ms. Kozinski noted the application was filed with the City on October 27, 2020 and has been sitting in the department for almost a month.

Ms. May stated Leisure Services is doing their job during very difficult times. Ms. May stated she has no problem with people making their own decision on where they go and what they do; however, the welfare of the entire city must be considered.

Mr. Sznajstajler stated since the application was submitted, the number of Covid cases has increased so he can understand why people would want to be cautious in their approach. Mr. Sznajstajler stated the DDA has the funds to support the event and it is just a matter of whether or not we want to hold the event.

Mr. Sznajstajler stated the Board would continue with the meeting and wait to see if a response is received from the City Manager.

Mr. Smith stated he is not implying that employees are not doing their job; he understands these are hard times and difficult decisions have to be made.

Ms. May stated she contacted City staff and they are in the process of approving the permit for Sweet Saturday.

Mr. Berger stated the final crosswalk at Magnolia was completed and opened yesterday.

Ms. May asked about the Holiday Parade; and Mr. Berger stated the parade has been cancelled.

Mr. Jagger stated he reviewed the contract for the Sweet Saturday event and it is fine. Mr. Jagger stated the amount of funding will have to be determined so that can be included. Mr. Jagger stated it is outlined in the contract that Bullseye's expenses would be reimbursed up to a certain amount.

Mr. Sznajstajler stated he wants to make sure Mr. Smith is comfortable in proceeding to hold the event and the amount of funding for reimbursement purposes is up to \$2,000.

Mr. Smith stated he has mixed feelings but he feels it is a time to show off the renovations that have been completed in the downtown.

Mr. Hopkins asked if Mr. Smith thinks he can successfully put on an event in two weeks. Mr. Hopkins stated an unsuccessful event is as much a blemish as not having an event.

Ms. Kozinski stated she agrees with Mr. Hopkins and feels putting together an event in two weeks will be a waste of \$2,000.

Ms. May stated she is confused because she thought the Board wanted to hold safe events in order to help the merchants in the downtown.

Mr. Sznajstajler stated the DDA can risk the \$2,000 from the event budget, knowing if things get worse the permit can be revoked. Mr. Sznajstajler stated if Mr. Smith feels comfortable doing the event, the DDA can support him; however, if Mr. Smith does not feel comfortable doing the event, the DDA can wait and hold another event during better times.

Mr. Berger stated an ad has been placed in The Observer for the event. Mr. Berger stated if the event is held, the information can be sent out quickly through social media and radio.

Mr. Hopkins stated if Mr. Smith decides to proceed with the event, he will support the expenditure of \$2,000; however, he feels Mr. Smith is indicating that it may not be worth it to hold the event. Mr. Hopkins stated he feels the marketing efforts should be directed toward promoting downtown, the streetscape and the holiday displays and forego the event.

Mr. Smith stated the hesitancy on the city's part to issue the permit has made him hesitant. Mr. Smith stated there will be public scrutiny associated with holding the event.

Ms. May stated she agrees with Mr. Hopkins and would like to see the funds directed toward promoting the downtown and improvements.

Mr. Berger stated perhaps a Sweet Saturday could be held at the Farmers' Market which would also be part of the holiday marketing campaign.

Mr. Smith stated saving the funds to be used for events in the spring may be a better use of the funds.

**Public Comments:**

There were no public comments.

**Board Action:**

A motion was made by Mr. Hopkins, seconded by Ms. May, to relieve Bullseye Direct Marketing from holding the Sweet Saturday event. The motion carried (4-0).

d. Public Safety Update

Mr. Berger stated Capt. Scott Lee is in attendance and stated in the future, the Public Safety report will be placed earlier on the agenda,

Capt. Scott Lee stated city wide, crime is down by about 26%. Capt. Lee stated staffing has improved in the Beach Street area. Capt. Lee stated an officer is assigned for each shift to the Beach Street area.

Mr. Hopkins asked if the patrol area for the officers includes Marina Point.

Capt. Lee stated the Beach Street area typically ends at Orange Avenue but they would respond if there is an incident in that area.

Mr. Hopkins stated there have been people literally living on the bench areas or in bus stops near Marina Point. Mr. Hopkins stated he is concerned that these people are not taking advantage of the homeless facility.

Capt. Lee stated his officers cannot force someone to go to the shelter but they do encourage people to go there.

Mr. Sznajstajler asked if the city staff has occupied the office space on Palmetto.

Capt. Lee stated staff is working to get the office furnished and occupied. Capt. Lee stated both Code Enforcement and Police will be in the office space before the end of the year.

Ms. Kozinski stated she has been made aware of issues under the Orange Avenue bridge and some believe the issues are those that should be addressed by Volusia County and some feel the city should address the concerns. Ms. Kozinski stated there are concerns of vagrants in the area.

Capt. Lee stated the Police staff is looking into the issue. Capt. Lee stated part of the problem is a city issue since it abuts the Chamber of Commerce property but the larger area is a Volusia County issue. Capt. Lee stated graffiti has been painted on the Orange Avenue bridge and Volusia County is working to address that issue. Capt. Lee stated he is working with Volusia County to address the vagrant issue.

Ms. May asked if cameras could be placed in the area. Ms. May stated she is concerned about the number of teenagers sitting on the bridge in the late evening.

Capt. Lee stated cameras could be placed there but there would be a cost involved.

e. Farmers' Market Update – Market Manager Contract

Mr. Berger provided copies of the existing contract with the Farmers' Market Manager. Mr. Berger stated he would like direction from the Board on how to adjust the current contract. Mr. Berger stated the current Manager is well received by the vendors and customers. Mr. Berger stated two new produce vendors will be at the Market this weekend and there is a continuing search to find additional vendors. Mr. Berger stated the Manager has increased work of putting out and taking down additional traffic controls each weekend, which should be included as part of the contract. Mr. Berger stated the current contract outlines the hours for each Saturday from 7:00 a.m. to 2:00 p.m. but would like that changed to compensate for actual hours. Mr. Berger stated the hours would include reporting time as well as time to recruit additional vendors. Mr. Berger stated there are also additional duties associated with the SNAP program. Mr. Berger asked that the incentive program be reviewed to determine if it is still applicable.

Mr. Hopkins stated he is pleased that the Manager has stayed with the Market given the challenges she has faced, including the relocation of the Market. Mr. Hopkins stated currently there are 30 hours worked each month for time at the Market plus additional time for bookkeeping. Mr. Hopkins stated he would like to see some evidence of what is being done to recruit vendors and a more active marketing campaign, noting the Manager has not appeared before the Board to provide any reports.

Mr. Jagger stated the contract requires a report on recruiting activities and that the Manager report to the DDA.

Mr. Berger stated a monthly report is received by staff from the Market Manager. Mr. Berger stated that has not been provided to the Board but that could be done.

Mr. Hopkins stated it is not necessary for the Manager to attend every meeting; but he would like to receive a written report on her marketing efforts. Mr. Hopkins stated there has been no direct communication with the Manager and he feels that is important.

Mr. Berger stated a written report will be provided by the Manager at the next meeting.

f. Downtown Projects Update – Beach Street Streetscape & Occupancy Rate

Mr. Berger stated the Beach Street Streetscape project is complete. Mr. Berger stated the holiday decorations are in the process of being installed. Mr. Berger stated additional utility work will have to be done in the Brown & Brown project area. Mr. Berger stated the Delta West project is

proceeding and the developer is looking for an incentive on the parking area.

Mr. Jagger stated there will be a number of parking spaces set aside in the parking garage that will be for public parking use.

Mr. Berger stated the Burgoyne project will be presented to the City Commission on December 16, 2020.

Ms. Kozinski asked when the M Bar will be opening on Beach Street.

Mr. Berger stated he has not had a response regarding the opening.

Ms. Kozinski asked for the status of Bourbon on Beach.

Mr. Berger stated the owner has been doing interior work and hoped to be open for the holidays. Mr. Berger stated he does not believe they will be open this year.

Mr. Berger stated a wine bar is proposed for the site at the corner of Bay and Beach. Mr. Berger stated Legends is still planning on opening but have delayed due to Covid. Mr. Berger stated Zappi's is planning on re-opening in December.

**6. Gold & Associates Presentation**

Keith Gold, Gold & Associates, presented the monthly report which was included as part of the packet. Mr. Gold stated the calendar of events and merchant listing are updated weekly. Mr. Gold stated the "open for business" page is continually updated. Mr. Gold stated he is evaluating a customer relations management system to help project the return on investment and that will be presented to Mr. Berger and the city team over the next week or two. Mr. Gold stated ads have been placed in The Observer for the holiday season; and ads have been placed in The Daytona Times to encourage people to visit the downtown area. Mr. Berger stated radio advertising will start early next week. Mr. Gold stated new banners have been created for the downtown. Mr. Gold stated he is working with the city on the holiday rack card which will be printed in the next week. Mr. Gold stated a version of the rack card will be placed in the utility bills. Mr. Gold stated e-marketing is distributed to consumers and vendors on a regular basis.

Mr. Gold stated he has developed a plan for staff regarding recruitment of vendors for the Farmers' Market. Mr. Gold stated an e-blast will be sent to organic farmers during the next week to help with the recruitment process.

Mr. Hopkins asked how those vendors will contact the Market Manager.

Mr. Gold stated there is a page at the website that can be filled out by potential vendors and the Market Manager can access the information there.

Mr. Hopkins stated he would like the Manager's report to include statistical information on the number of responses she receives through advertising and the website and what is being done to recruit them.

Mr. Gold stated currently the campaign is under budget so additional funds could be used for advertising.

Mr. Hopkins stated he is not comfortable in holding an event in the downtown at this time but feels people should be invited to the downtown so they see what we have to offer.

Ms. May asked if there are requirements from the DDA as to the type of tables and chairs that can be placed in front of their businesses.

Mr. Berger stated those items are approved administratively by staff as is outlined in the Land Development Code. Mr. Berger stated that information can be provided through an e-blast. Mr. Berger stated the Covid procedures are on the city's website regarding table placement.

**Public Comment:**

There was no public comment.

**Board Action:**

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to allocate additional funds to close the gaps in the DDA marketing campaign. The motion carried (4-0).

**7. Public Comments**

There were no public comments.

**8. Board Comments**

Mr. Berger stated the next meeting will be December 17, 2020.

Mr. Sznajstajler stated he has a conflict on that date and asked the meeting date in January.

Mr. Berger stated he will poll the Board to determine a mutually-agreeable date.

Ms. May stated she found a grant that is available through the NAACP for printing vouchers and asked if those vouchers could be applied to the Farmers' Market. Ms. May stated the grant is for children up to 5 years old. Ms. May stated she has provided the same information to the director of the Healthy Start program who could help distributing information to their clients to encourage them to attend the Farmers' Market.

Mr. Sznajstajler stated the information looks great but it would have to be determined if a local government or DDA would be eligible to apply.

Ms. Kozinski asked who would complete the application for the DDA.

Mr. Berger stated he would check to see if the grant is of interest to the city and if someone would be assigned to complete the application.

Ms. May stated the application must be completed by a 501(c)3; and since the Midtown Redevelopment Board is a 501(c)3, perhaps Commissioner Reed could assist with the application process.

Mr. Jagger suggested contacting the agency to determine if a governmental agency can apply.

Ms. May stated she will talk with the City Manager to see if the City's grants writer can help with the application process. Ms. May stated she sent the application to other agencies as well so she is hoping several agencies can be involved with the program.

**9. Adjournment**

There being no further business, the meeting was adjourned.

---

Michael O. Sznajstajler, Chair

---

Jennifer Lynch, Office Assistant



# THE CITY OF DAYTONA BEACH

## REDEVELOPMENT DIVISION

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

### MEMORANDUM

DATE: December 11, 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 December 11, 2020.

<b>General Activities</b>			
<b>Revenues</b>	<b>Projection</b>	<b>Received to Date As of 12/11/20</b>	<b>Balance</b>
Ad Valorem	\$ 141,012	\$ 12,428.40	\$ 128,583.60
Downtown CRA Payment	\$ 98,440	\$ -	\$ 98,440.00
Interest	\$ 50	\$ -	\$ 50.00
<b>Total</b>	<b>\$ 239,502</b>	<b>\$ 12,428.40</b>	<b>\$ 227,073.60</b>
<b>Line Item</b>	<b>Appropriation</b>	<b>Spent to Date As of 12/11/20</b>	<b>Balance</b>
Professional Services	\$ 45,000	\$ 11,250.00	\$ 33,750.00
Care and Subsistence	\$ 300	\$ 40.14	\$ 259.86
Advertising	\$ 24,000	\$ 5,479.66	\$ 18,520.34
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
<b>Total</b>	<b>\$ 179,502</b>	<b>\$ 16,944.80</b>	<b>\$ 162,557.20</b>

<b>Farmers' Market Activities</b>			
<b>Revenues</b>	<b>Projection</b>	<b>Received to Date As of 12/11/20</b>	<b>Balance</b>
Vendor Revenue	\$ 22,000	\$ 1,894.00	\$ 20,106.00
Sponsorship	\$ 2,000	\$ -	\$ 2,000.00
Market Booth Sales	\$ 4,000	\$ -	\$ 4,000.00
DDA SNAP Revenues	\$ 4,000	\$ 298.00	\$ 3,702.00
<b>Total</b>	<b>\$ 32,000</b>	<b>\$ 2,192.00</b>	<b>\$ 29,808.00</b>
<b>Expenses</b>	<b>Appropriation</b>	<b>Spent to Date As of 12/11/20</b>	<b>Balance</b>
Market Manager	\$ 18,000	\$ 2,200.00	\$ 15,800.00
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	\$ 4,000	\$ 253.79	\$ 3,746.21
Booth Merchandise	\$ 1,000	\$ -	\$ 1,000.00
Other Materials & Supplies	\$ 1,500	\$ -	\$ 1,500.00
<b>Total</b>	<b>\$ 32,000</b>	<b>\$ 2,618.79</b>	<b>\$ 29,381.21</b>
<b>Profit/Loss</b>		<b>\$ (426.79)</b>	

<b>Downtown Event Activities</b>			
<b>Revenues</b>	<b>Projection</b>	<b>Received to Date As of 12/11/20</b>	<b>Balance</b>
Vendor Revenue	\$ -	\$ -	\$ -
Event Sponsorship	\$ -	\$ -	\$ -
<b>Total</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Expenses</b>	<b>Appropriation</b>	<b>Spent to Date As of 12/11/20</b>	<b>Balance</b>
Event Promotion	\$ 60,000	\$ -	\$ 60,000.00
<b>Total</b>	<b>\$ 60,000</b>	<b>\$ -</b>	<b>\$ 60,000.00</b>
<b>Profit/Loss</b>		<b>\$ -</b>	
<b>DDA Budget Summary</b>			
	<b>Budget</b>	<b>Actual</b>	<b>Balance</b>
Total DDA Revenues	\$ 271,502	\$ 14,620	\$ 256,882
Total DDA Expenditures	\$ 271,502	\$ 19,564	\$ 251,938
<b>Balance</b>	<b>\$ -</b>	<b>\$ (4,943)</b>	<b>\$ 4,943</b>
<b>Reserves</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Notes:</b>			
1. Appropriations reflect budget approved at the DDA September 23, 2020 meeting.			

# DAYTONA BEACH DDA

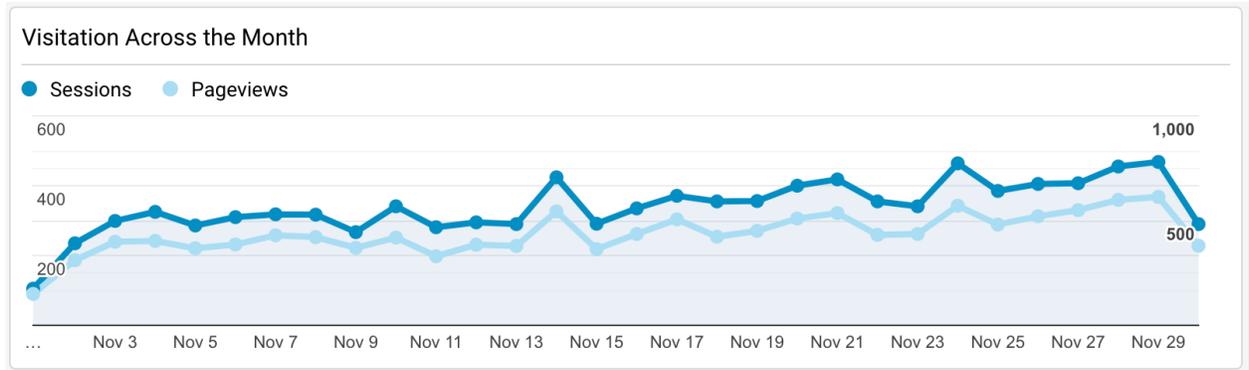
## NOVEMBER 2020 ONLINE ANALYTICS REPORT

*Prepared by GOLD & Associates • Friday, December 11, 2020*

The Riverfront Shops continued to have strong online performance in November 2020 in spite of the pandemic. This continued success is a result of the online advertising campaign and the “Open for Business” reintroduction initiative, as well as fall and holiday promotions.

### Overall Traffic

#### WEBSITE VISITATION TRENDLINE



**Overall, November 2020 had 10,189 sessions (up 8% from the previous month of October 2020) and 13,104 (up 6% from October 2020).**

#### TOP PAGES

Most Viewed Pages		
Page		Pageviews
/open-for-business/		6,804
/farmers-market/		2,189
/		1,072
/shopping/		260
/organizer/daytona-beach-downtown-farmers-market/		187
/events/		174
/dining/		133
/brochures-and-maps/		118
/attractions/		109
/discount-card/		54

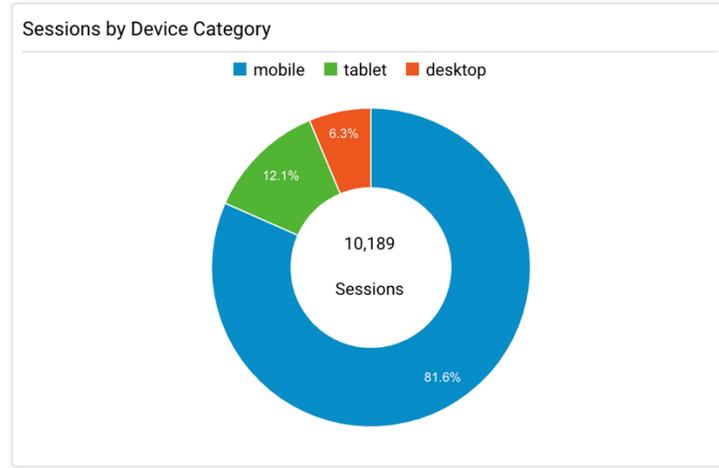
***The “Open for Business” page (which features merchant listings) and Farmers’ Market pages were the most visited overall in November. (/ = Home Page.)***

# DAYTONA BEACH DDA NOVEMBER 2020 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Friday, December 11, 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

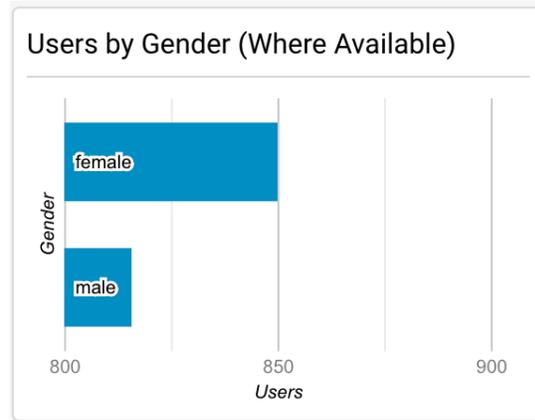
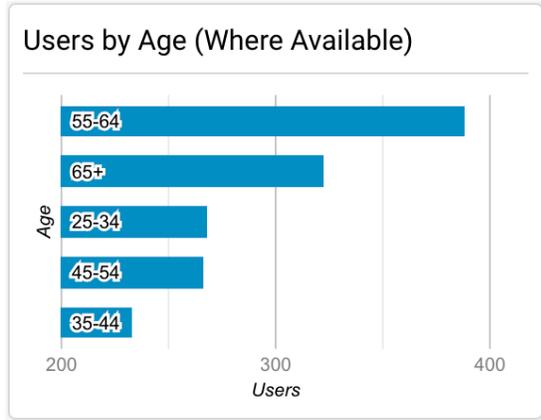
Source / Medium	Sessions
google / cpc	7,597
facebook_ads / cpc	1,334
google / organic	537
(direct) / (none)	385
daytonabeach.com / referral	81
codb.us / referral	46
m.facebook.com / referral	44
facebook.com / referral	30
l.facebook.com / referral	21
sogou / organic	20

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

# DAYTONA BEACH DDA NOVEMBER 2020 ONLINE ANALYTICS REPORT

*Prepared by GOLD & Associates • Friday, December 11, 2020*

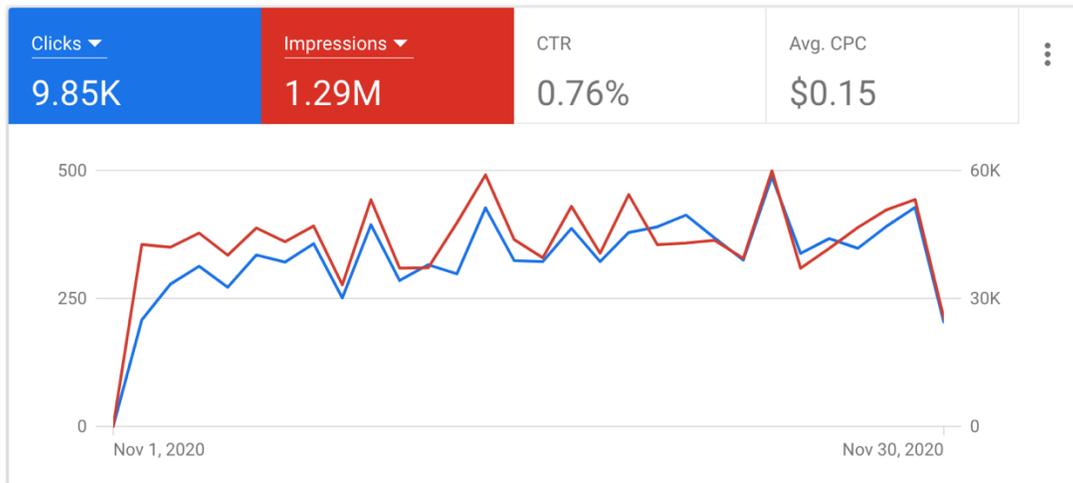
## DEMOGRAPHICS AND GENDER



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

## Online Advertising

### GOOGLE ADVERTISING



*The Google Ads campaign generated 9,849 clicks in November 2020 (including 2,035 for the Farmers' Market), an increase of 18% from October. Popular Riverfront Shops search advertising keywords included "Shopping in Daytona Beach" (and similar), "Daytona" (and similar), "Restaurants," and "Where to Eat in Daytona Beach." Popular Farmers' Market keywords included "Farmers' Market," "Daytona Beach Market," and "Daytona Farmers Market" (and similar). However, the majority of clicks came from display advertising.*

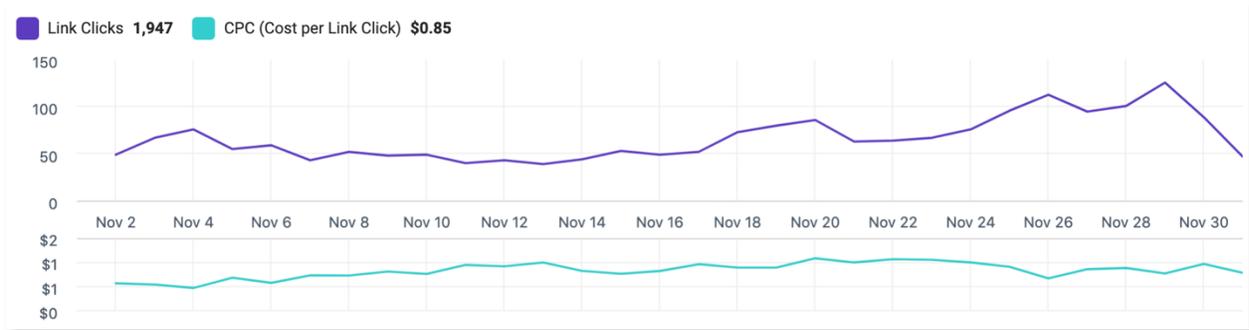
# DAYTONA BEACH DDA

## NOVEMBER 2020 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Friday, December 11, 2020

### Online Advertising

#### FACEBOOK ADVERTISING



*The Facebook advertising in November 2020 generated a total of 1,947 total link clicks. This included 1,493 link clicks to Riverfront Shops ads, 133 clicks to regular Farmers’ Market ads, 55 clicks to Farmers’ Market vendor recruitment ads, and 266 clicks to Farmers’ Market fall event ads (which also generated 281 responses).*

*The Riverfront Shops page had 12,823 “likes” at the end of November 2020, and the Farmers’ Market page had 2,643 “likes” (a modest increase for both).*

## GOLD

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

DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY - Riverfront Shops Project Update • 12/11/20	
Job	Action Steps
<b>BROCHURES</b> – <i>Visitors Centers, Lodging, Etc.</i>	Update brochures for next printing. GOLD prepared holiday and seasonal rack brochure layouts, as well as a holiday utility bill stuffer message. <a href="#">NEXT: Awaiting new agreement from printer.</a>
<b>COMMUNITY PRINT ADVERTISING</b> – <i>Newspapers &amp; Magazines</i>	City signed <a href="#">Observer</a> and <a href="#">Daytona Times</a> ad buys, and expanded both in November. GOLD prepared <a href="#">Observer</a> digital ads. <a href="#">NEXT: Observer and Daytona Times print and online ads updated weekly.</a>
<b>E-BLASTS</b> – <i>Consumer &amp; Merchant</i>	Write and distribute consumer and merchant eblasts weekly/monthly. <a href="#">NEXT: Continue holiday merchant and consumer blasts. Awaiting contract for US Farms database blast(s).</a>
<b>FARMERS' MARKET PROMOTION</b> – <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. <a href="#">NEXT: Farmers' Market holiday events are being promoted.</a>
<b>GOOGLE ADS</b> – <i>Ongoing Campaign</i>	Ongoing search and display advertising. <a href="#">NEXT: Farmers' Market, "Open for Business" and holiday messaging ongoing.</a>
<b>KIOSK DIRECTORIES</b> – <i>Maps &amp; Listings</i>	Posters updated 5-6 times per year. Created layouts for holiday kiosk poster and updated directory, which are being printed/installed w/o 12/7. <a href="#">NEXT: Awaiting client information for post-holiday updates.</a>
<b>ONLINE CALENDAR UPDATES</b> – <i>Website &amp; Facebook</i>	Calendar updates made daily/weekly as received. <a href="#">NEXT: Update calendars when new events are announced.</a>
<b>PHOTOGRAPHY</b> – <i>Throughout Downtown</i>	List of shots needed sent to City Communications Department monthly. <a href="#">NEXT: GOLD to conduct a shoot after the majority of streetscape work is finished in February.</a>
<b>PRESS RELEASES</b> – <i>Businesses &amp; Events</i>	Prepare releases monthly and review those from the City, County, and VCB. Farmers' Market holiday releases prepared. <a href="#">NEXT: Distribute latest Farmers' Market holiday release w/o 12/14.</a>
<b>RESEARCH</b> – <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. <a href="#">NEXT: Board chairman requested at Oct. DDA mtg. that additional tactical research be conducted in the spring of 2021.</a>
<b>SNAP</b> – <i>Communications Materials</i>	Created press release, print ads, radio ads, posters, and banners. SNAP also mentioned in <a href="#">The Observer</a> and <a href="#">Daytona Times</a> ads. <a href="#">NEXT: Include SNAP program in FY 2020-2021 Farmers' Market promotions.</a>
<b>SOCIAL MEDIA ADVERTISING</b> – <i>Facebook &amp; Instagram</i>	Present analytics monthly. Ads with "Open for Business" and Farmers' Market messaging are ongoing. <a href="#">NEXT: Farmers' Market vendor recruitment campaign started in November is ongoing.</a>
<b>SOCIAL MEDIA POSTING</b> – <i>Farmers' Market</i>	Farmers' Market posts are made by the Market Manager. GOLD is creating holiday posts. <a href="#">NEXT: Continue ongoing posting.</a>
<b>SOCIAL MEDIA POSTING</b> – <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. <a href="#">NEXT: City and GOLD to continue ongoing posting, including for the holiday season.</a>
<b>STRATEGIC MARKETING PLAN</b> – <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. <a href="#">NEXT: Continue ongoing spreadsheet updates, including holiday advertising changes.</a>
<b>TACTICAL PLAN</b> – <i>Monthly</i>	Revised for the present and new fiscal years, including for the approved 2020-2021 budget. <a href="#">NEXT: Continue to implement the plan in the 2020-2021 fiscal year, including holiday advertising changes. (Reallocated TV budget to print, radio, and vendor marketing in Nov.)</a>
<b>WEBSITE</b> – <i>Riverfront Site Listing &amp; Content Updates</i>	Maintain and optimize continuously, including events calendar. Farmers' Market location updated w/o 8/24, Vendor Guidelines and merchant listings updated, and holiday messaging and images added. <a href="#">NEXT: GOLD to continue weekly/daily updates.</a>
<b>DISCOUNT CARD</b> – <i>Merchant Promotion</i>	GOLD continues to add participating merchants to Discount Card web page. Program highlighted in merchant blasts. <a href="#">NEXT: Client distributing information and signs to participating merchants.</a>
<b>STREET BANNERS</b> – <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 in November. <a href="#">NEXT: Awaiting City vendor to install. GOLD to design new post-holiday banners in December.</a>
<b>DDA BOARD PRESENTATION</b> – <i>Monthly Meeting Prezi</i>	GOLD prepares monthly meeting reports and presentations. <a href="#">NEXT: GOLD to prepare meeting materials monthly.</a>
<b>RADIO ADVERTISING</b> – <i>Holiday Campaign</i>	Scripts and buy prepared for local radio holiday advertising. <a href="#">NEXT: Radio advertising running through early January.</a>
<b>FARMERS' MARKET VENDOR CAMPAIGN</b> – <i>Recruitment Marketing</i>	Multimedia program created to reach organic farmers. <a href="#">NEXT: Continue online advertising, distribute blasts to U.S. Farm database, and begin "Fresh from Florida" program.</a>

