

# 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, January 28, 2021 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>
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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: December 17, 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 – Wine & Chocolate Walk
- d. Farmers’ Market Update
- e. Downtown Projects Update

6. **Gold & Associates Presentation**

- a. Monthly Presentation

7. **Public Comments**

8. **Board Comments**

9. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
Thursday, December 17, 2020**

The meeting of the Downtown Development Authority was held Thursday, December 17, 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**

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

**Board Members Absent**

Mr. Michael Sznajstajler, Chair  
Ms. Quanita May, Commissioner

**Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
Mr. Robert Jagger, City Attorney  
Ms. Sherry Randolph, Public Information Officer  
Ms. Becky Groom, Board Secretary

**1. Call to Order**

Ms. Cook 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 – November 19, 2020**

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the minutes of the Regular Meeting of November 19, 2020 as presented. The motion carried (3-0).

**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. Public Safety Update

Mr. Berger stated Capt. Scott Lee is out of town and not available to report to the Board.

Ms. Kozinski stated there has been no police presence in the downtown.

Ms. Cook asked that Mr. Berger talk with the Police staff about having the police back in the downtown area. Ms. Cook stated with the holidays approaching, there will be more people in the downtown shopping and expressed concern about police not being in the area.

Mr. Hopkins stated there is an active presence of people on South Beach Street near Marina Point living in the bus stops and expressed concern about the lack of police presence in the area.

Mr. Berger stated he will speak with Capt. Goss about the need for police in the downtown area.

b. Monthly Financial Report

Mr. Berger presented the Monthly Staff Report which was included as part of the packet. Mr. Berger stated the report only includes the first week and a half in December and is considering changing the issuance of the report to coincide with the Board's meeting date.

c. Events Update

Mr. Berger stated he has talked with Al Smith about the Wine and Chocolate Walk which is held in February. Mr. Berger stated Mr. Smith would like the Board to approve support of the event so he can continue planning the event.

Mr. Jagger stated the Board could approve a motion to approve the event and the agreement could be presented at the next meeting. Mr. Jagger stated the agreement could be drafted including a clause that would allow cancellation of the event if necessary due to Covid.

Mr. Berger stated in the past, Mr. Smith has agreed not to charge the DDA for the Wine & Chocolate Walk. Mr. Berger stated the agreement

for last year's event included \$5,000 for reimbursement to BullsEye for the promotion of the event as well as the permit fees.

**Public Comments:**

There were no public comments.

**Board Action:**

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to have the City Attorney prepare a contract with Bulls Eye Marketing for the Wine and Chocolate Walk to be held on February 6, 2021 and the agreement will include a contingency for cancellation two weeks prior to the event and a sponsorship for \$5,000 for reimbursement to Bulls Eye for promotion of the event and permit fees. The motion carried (3-0).

Mr. Hopkins stated he would like an update from Mr. Smith on the status of holding the event.

Mr. Berger stated the proposed schedule for events to be held in 2021 includes the Beer & Bacon event. Mr. Berger stated Mr. Smith will provide the Board with a schedule of events he plans to hold in 2021.

Mr. Berger stated at some point, there are plans to start holding the Friday night events at the Market at Magnolia.

d. Farmers' Market Update – Market Manager Contract

Mr. Berger stated included in the packet is the summary of the Farmers Market report. Mr. Berger stated also included in the packet is a proposed contract with Melanie John, the Farmers Market Manager. Mr. Berger stated he will work with Ms. John to put together a chart of her activities to help evaluate her efforts.

Ms. Kozinski asked about the preacher who broadcasts at the Market.

Mr. Jagger stated the DDA has the right to operate the Market without interruption. Mr. Jagger stated he has been working with Mr. Berger to establish rules as to where the preacher as well as others can be during the operation of the Market. Mr. Jagger stated he has asked Mr. Berger to provide evidence of what has been happening. Mr. Jagger stated the preacher has the right to be there but without interrupting the Market operations. Mr. Jagger stated the preacher cannot interfere with customers and merchants. Mr. Jagger stated he has asked for emails that have been received regarding complaints

about the preacher as well as any video that may be available. Mr. Jagger stated the preacher will be given a warning regarding any disruption and if the disruption continues, the Police will trespass the individual. Mr. Jagger stated staff has talked with the preacher's attorney and advised him of the consequences.

Ms. Kozinski stated the preacher has also disrupted businesses in the area due to the noise.

Ms. Cook stated she has become aware of a potential vendor but the vendor has stated she would be unable to work in the current environment at the Market due to the noise from the preacher.

Mr. Berger provided a revised proposed contract with the Market Manager.

Mr. Jagger stated the proposed contract has a change of \$200 for the Market Manager's fee and the remaining changes are due to changes in the Manager's operations.

Mr. Berger stated the additional duties include the SNAP program, traffic control at the new location, permitted use of a Gator vehicle, training with the Traffic Manager, tent set-up, and recruitment of new prospects.

Mr. Hopkins stated the performance bonus was set in the original agreement at \$18,000 and asked if the platform should be lower in order to give the Manager an incentive to build the Market back up.

Mr. Berger stated he agrees with Mr. Hopkins and the level could be raised if needed at a later date.

Mr. Jagger stated the performance level could be reduced but it could not be raised without the consent of the Market Manager. Mr. Jagger noted if the Manager brought in revenue above what is projected, the agreement could include allowance for a bonus based on the increased revenue.

Mr. Hopkins stated there should be an incentive that is attainable and one will motivate the Manager to succeed.

Mr. Jagger suggested lowering the threshold for a certain period of time and having that threshold and time restriction outlined in the contract.

Mr. Hopkins suggested a 30% reduction in the threshold. Mr. Hopkins stated the DDA evaluates the contract every year and the performance bonus is paid at the end of the year.

Ms. Kozinski stated she is comfortable with the proposed 30% reduction.

Mr. Hopkins stated the Market has received \$1,894 in revenue so far this year and asked how many weeks are included in that amount.

Mr. Berger stated it is about 8 weeks.

Mr. Hopkins stated the Market is generating about \$1,000 per month in revenue and the performance bonus is based on \$1,800 in revenue per month.

Ms. Cook stated the Market Manager has done a lot this past year and has included her daughter working in the information booth.

Ms. Kozinski stated there have been many changes during the past year that the Market Manager has had to endure, including the move to Magnolia. Ms. Kozinski stated she wanted to publicly thank Ms. John for what she has done during the past year.

Mr. Berger stated he talks with the vendors on how Ms. John is doing and they always have positive comments. Mr. Berger stated Ms. John continues to excel in the eyes of the vendors. Mr. Berger stated he will talk with Ms. John about the proposed changes to the contract.

**Public Comments:**

There were no public comments.

**Board Action:**

A motion was made by Ms. Kozinski, seconded by Mr. Hopkins, to adjust the performance bonus to \$15,000 per year. The motion carried (3-0).

Mr. Berger stated a Santa's Village will be set up at the Market and offering free photographs with Santa. Mr. Berger stated the event will be gratuitous and is a way to promote the Farmers' Market. Mr. Berger stated 3 staff people will be involved to monitor social distancing, and the Santa's Village will be open from 9:00 a.m. to noon.

Mr. Hopkins stated he would like to commend Mr. Berger and Ms. John for their efforts in promoting the Farmers' Market.

e. Downtown Projects Update

Mr. Berger stated the banners are up but more wreaths may have to be placed in the area.

Mr. Berger stated Beach Street is closed again for utility work for the Brown & Brown project.

Ms. Kozinski stated people do not know the street is closed until they are close to the area.

Mr. Hopkins asked what is the timeline and he thought Brown & Brown would be occupying the building soon.

Ms. Cook stated she heard they will not be moving in the building until the first of January.

Sherry Randolph, Public Information, stated Brown & Brown has not decided when they will be opening the building.

Mr. Berger stated when the information is available, he will let the Board know.

Mr. Berger stated the Project Delta West is still in progress.

Mr. Berger stated the Burgoyne block development was not presented to the City Commission on December 16, 2020 due to an advertising issue. Mr. Berger stated the item is now scheduled to be presented at the January 6, 2021 City Commission meeting.

Ms. Kozinski asked what the hold-up is on the Delta West project.

Mr. Berger stated there were issues at the City Commission meeting and there may be some renegotiations.

**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 continual basis. Mr. Gold stated ads are running on Google and social media. Mr. Gold stated advertisements are placed with

the Observer, Daytona Times, Southern Stone as well as radio advertising. Mr. Gold stated the kiosks have been updated and show the new parking areas. Mr. Gold stated the winter rack card has been produced. Mr. Gold stated an insert in the utility billing has also been created. Mr. Gold stated holiday light pole banners are installed and new banners will go up in January. Mr. Gold stated e-marketing blasts for consumers and merchants continue to be generated. Mr. Gold stated he is working with the Florida Department of Agriculture in an attempt to contact organic farmers to recruit them to the Farmers Market. Mr. Gold stated there are 267 organic farmers in Volusia County and 55 have responded to the marketing efforts, although none are participating in the Farmers Market at this time. Mr. Gold stated he continues to promote the Farmers Market through radio, newspaper, online advertising, and through the City's Public Relations Department. Mr. Gold stated activity at the website continues to grow.

Mr. Gold stated the DDA added funding to the Community Newspaper Advertising campaign last month and there has been an increase in radio and on-line advertising. Mr. Gold stated the special winter rack card, kiosk posters, and the flyer in the utility bills as well as e-marketing, and press releases have been developed and distributed, and the holiday street banners have been designed and installed. Mr. Gold noted the campaign is still under budget.

Ms. Cook asked if the winter rack cards will be distributed to merchants in stores.

Mr. Gold stated yes and there is also a condominium distribution program. Mr. Gold stated the cards will also be placed in city offices as well as throughout the County.

Ms. Cook stated the "open for business" listing still shows Davidson Fruits and Bill Green's has changed their hours. Ms. Cook stated Zappi's is listed as opening on December 1 and they are still not open.

Mr. Gold stated listings are changed as he is provided information.

Mr. Berger stated as soon as the information was provided to him about the change in hours for Bill Green's, that was provided to Mr. Gold and it was changed within hours. Mr. Berger stated it generally is the responsibility of the business to let the City know if there are changes in their hours, etc.

## **7. Public Comments**

There were no public comments.

Sherry Randolph, Public Information Officer, stated she is happy to be working with Mr. Berger and Gold & Associates to get information out about the downtown and updating the directories. Ms. Randolph stated she also works to create information for utility billing.

**8. Board Comments**

Ms. Kozinski stated she would like to receive updates on what is going on with the Riverfront Park project. Ms. Kozinski stated she heard the trees will be coming in next month. Ms. Kozinski also asked about the status of the seawall.

Mr. Berger stated there has not been an update from the City Manager about Riverfront Park and he does not have any information on the seawall.

Ms. Randolph stated she would get an update on the Riverfront Park plan.

Mr. Hopkins stated the Sweetheart Trail has evolved and has been impressive to see unfold but he does not see anything being done to promote it. Mr. Hopkins stated it has provided a complete makeover for the area.

Mr. Berger stated the next meeting will be the fourth Thursday which is January 28, 2021. Mr. Berger stated the Board will be polled about future meeting dates.

**9. Adjournment**

There being no further business, the meeting was adjourned.

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Sheryl Cook, Vice Chair

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Becky Groom, Board Secretary



# THE CITY OF DAYTONA BEACH

## REDEVELOPMENT DIVISION

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

### MEMORANDUM

DATE: January 22, 2021  
 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 January 22, 2021. Please note the DDA SNAP revenues and expenses were added by a budget amendment approved by the DDA Board on November 19, 2020.

<b>General Activities</b>			
<b>Revenues</b>	<b>Projection</b>	<b>Received to Date As of 1/22/21</b>	<b>Balance</b>
Ad Valorem	\$ 141,012	\$ 92,879.44	\$ 48,132.56
Downtown CRA Payment	\$ 98,440	\$ -	\$ 98,440.00
Interest	\$ 50	\$ -	\$ 50.00
<b>Total</b>	<b>\$ 239,502</b>	<b>\$ 92,879.44</b>	<b>\$ 146,622.56</b>
<b>Line Item</b>	<b>Appropriation</b>	<b>Spent to Date As of 1/22/21</b>	<b>Balance</b>
Professional Services	\$ 45,000	\$ 15,000.00	\$ 30,000.00
Care and Subsistence	\$ 300	\$ 66.16	\$ 233.84
Advertising	\$ 24,000	\$ 17,059.42	\$ 6,940.58
Events Promotion	\$ 5,000	\$ -	\$ 5,000.00
Supplies	\$ 1,000	\$ 103.59	\$ 896.41
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>\$ 32,404.17</b>	<b>\$ 147,097.83</b>

<b>Farmers' Market Activities</b>			
<b>Revenues</b>	<b>Projection</b>	<b>Received to Date</b> As of 1/22/21	<b>Balance</b>
Vendor Revenue	\$ 22,000	\$ 3,019.00	\$ 18,981.00
Sponsorship	\$ 2,000	\$ -	\$ 2,000.00
Market Booth Sales	\$ 4,000	\$ -	\$ 4,000.00
DDA SNAP Revenues	\$ 4,000	\$ 932.15	\$ 3,067.85
<b>Total</b>	<b>\$ 32,000</b>	<b>\$ 3,951.15</b>	<b>\$ 28,048.85</b>
<b>Expenses</b>	<b>Appropriation</b>	<b>Spent to Date</b> As of 1/22/21	<b>Balance</b>
Market Manager	\$ 18,000	\$ 3,300.00	\$ 14,700.00
Projects (SNAP Program)	\$ 3,000	\$ 300.00	\$ 2,700.00
Liability Insurance	\$ 1,500	\$ 1,050.00	\$ 450.00
Advertising	\$ -	\$ -	\$ -
Marketing	\$ 1,500	\$ 165.00	\$ 1,335.00
City Fees	\$ 1,500	\$ -	\$ 1,500.00
DDA SNAP Expenses	\$ 4,000	\$ 1,245.04	\$ 2,754.96
Booth Merchandise	\$ 1,000	\$ -	\$ 1,000.00
Other Materials & Supplies	\$ 1,500	\$ -	\$ 1,500.00
<b>Total</b>	<b>\$ 32,000</b>	<b>\$ 6,060.04</b>	<b>\$ 25,939.96</b>
<b>Profit/Loss</b>		<b>\$ (2,108.89)</b>	

<b>Downtown Event Activities</b>			
<b>Revenues</b>	<b>Projection</b>	<b>Received to Date</b> As of 1/22/21	<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</b> As of 1/22/21	<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>DDA Budget Summary</b>			
	<b>Budget</b>	<b>Actual</b>	<b>Balance</b>
Total DDA Revenues	\$ 271,502	\$ 96,831	\$ 174,671
Total DDA Expenditures	\$ 271,502	\$ 38,464	\$ 233,038
<b>Balance</b>	<b>\$ -</b>	<b>\$ 58,366</b>	<b>\$ (58,366)</b>
<b>Reserves</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Notes:</b>			
1. Appropriations reflect budget as amended by the DDA on November 19, 2020.			



# **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:** January 22, 2021  
**TO:** Downtown Development Authority Members  
**FROM:** Reed Berger, Redevelopment Director  
**SUBJECT:** DDA Events Update

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Attached is a preliminary draft agreement of the proposed 10<sup>th</sup> Annual Wine & Chocolate event scheduled for the afternoon of February 20, 2021 by Al Smith and Bullseye Marketing. Mr. Smith originally proposed to hold the event on February 6<sup>th</sup> but due to unforeseen delays has moved the date to allow adequate time to promote the event. The event application that includes the COVID Safety Plan attached to the draft agreement is currently in staff review and will require staff and City Commission approval.

Al Smith is expected to attend the Board's meeting on January 28<sup>th</sup> to discuss the proposed event agreement and future events.

## 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 “10<sup>th</sup> Annual Chocolate Walk” (the “Event”) on Saturday, February 20, 2021, within the Downtown Area of the City of Daytona Beach (the “City”), primarily on Beach Street, within the Sub-Licensed Area as shown on Exhibit A, attached hereto and further described in Section 2 below. The Event will be a progressive wine and 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, February 20, 2021, from 1:00 p.m. – 6:00 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 to promote and participate in the Event. Artisans, artists, and musicians may also be located outside along the sidewalks to add a festive theme that complements brick and mortar businesses. This event includes serving wine and chocolate and is designed to comply with COVID-19 public health requirements. A COVID-19 plan is shown on Exhibit B attached hereto.

**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 Noon to 7:00 p.m. on the day of the Event (which includes time for set-up and break down). 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 \$5,000 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. Alcohol Sales.** Event Producer may sell alcoholic beverages upon receiving required state and city permits.

**Section 8. 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 10. 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 11. 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 12. 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 13. 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 14. 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.

**REMAINDER OF PAGE INTENTIONALLY LEFT BLANK**

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**  
**LICENSE AREA**



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

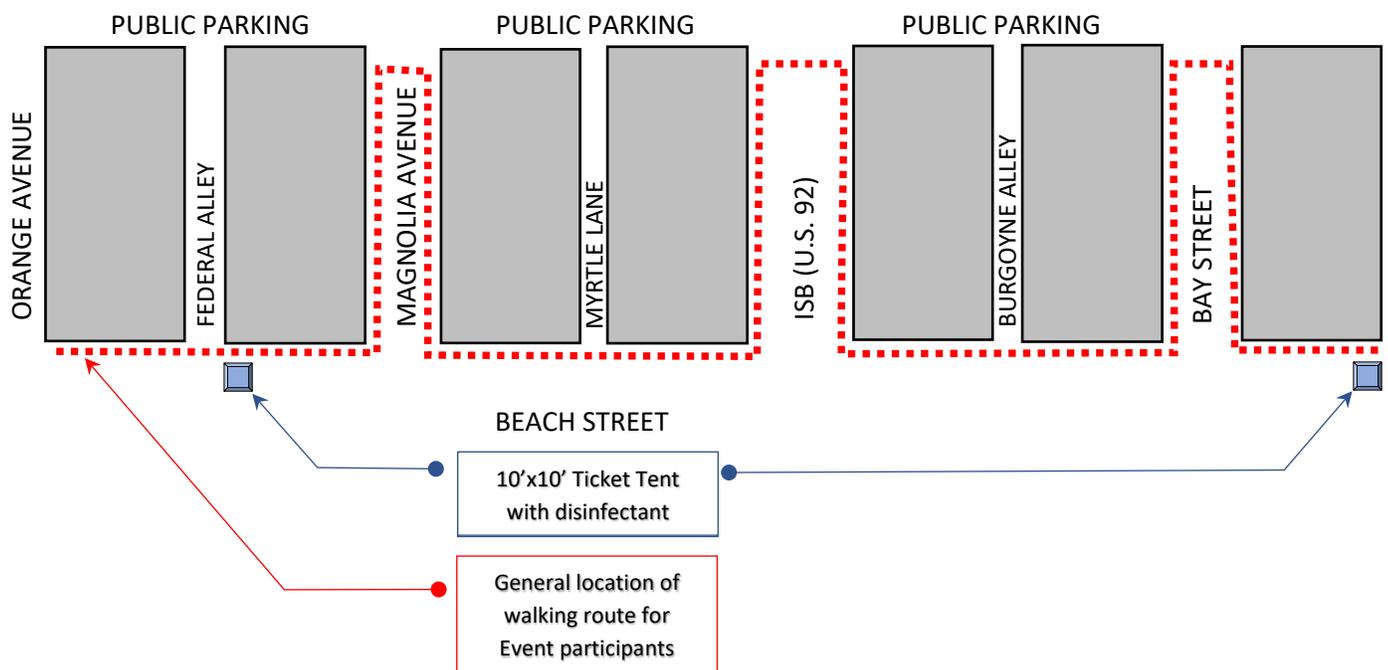
# 10<sup>th</sup> Annual Wine & Chocolate Walk – Saturday, February 20, 2021

Event goers will purchase a passport for chocolate and wine tasting in advance of the event on social media or in person on Saturday afternoon. The Event will feature a wide selection of chocolate delectables from participating merchants while strolling the Riverfront Shops of Daytona Beach. This is 10<sup>th</sup> year for this popular event. Last year it attracted approximately 400 people. This year we are adding a few local arts and crafts vendors along the sidewalk in locations either in front of empty storefronts or in front of storefronts where businesses provide permission. The COVID Safety Plan is based on current practice and plans used by other outdoor wine walks (i.e. New Smyrna Beach).

## COVID safety plan

In accordance with an Event Sponsorship Agreement with DDA we will implement CDC recommendations throughout our event. An event site plan is provided below.

1. Event will take place outdoors on our new beautiful sidewalks. Streets will be open to traffic.
2. There will be 2 ticket tents, one on each end of Beach Street. The lines will be socially distanced.
3. All staff will be required to wear gloves, mask and have disinfectant available.
4. Each participating merchant and vendor will be required to enforce social distancing rules, wear mask and gloves, and have a hand sanitizer station available. Also, staff will conduct a health assessment before vendor set-up and vendor locations will be spaced a minimum of 6 ft apart.
5. Vendors will wear gloves or use hand sanitizer before and after handling money.
6. Ticket purchasers will be advised of the Event Safety Plan above and asked to observe CDC guidelines as follows:
  - a. Masks are required when not socially distanced.
  - b. Participation is limited to no more than 50 persons per host site.
  - c. Wear your mask at all times inside stores except when seated or tasting your sample.





# **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:** January 22, 2021  
**TO:** Downtown Development Authority Members  
**FROM:** Reed Berger, Redevelopment Director  
**SUBJECT:** Downtown Farmers' Market Report

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Attached is the December monthly report submitted by Melanie John, Market Manager.

Over the past five weeks revenues have nearly doubled over the previous 10 weeks of the current fiscal year despite a surge of COVID-19 cases in Florida and weather conditions contributing to a significant reduction in vendors and customers.

The Farmers' Market 1<sup>st</sup> Quarter report be presented at the Board's January 28<sup>th</sup> meeting.



The Daytona Beach Downtown Development Authority

## **DOWNTOWN FARMERS' MARKET MONTHLY REPORT**

**DECEMBER 2020**

by Melanie John, Market Manager

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### **December 5**

#### **Market Summary:**

Started Christmas themed music. Bridgette was our musician today 9am-noon. Preacher still used megaphone amplifier during her performances.

#### **Vendor Recruitment:**

I had 2 prospects this week. One being a food truck and the other wanting religious venue. Both do not qualify.

#### **Vendor Activity:**

Had one vendor start. "Dancing Empanadas". Food was good and priced right. They will be making some changes to their set up to meet regulation requirements and also adding a small dining area around their venue.

#### **Events/Promotions:**

Made Facebook event for music this upcoming week (12/12) for Caribbean Rhythm. Also will be making event for pictures with Santa on 12/19. Lastly, will be making event to announce closure of Market 12/26 in observance of Christmas weekend.

### **December 12**

#### **Market Summary:**

Very cold cloudy day. Vendors down and customer flow very slow today. Had Caribbean Rhythm play from 10am-noon. Preacher was present as well.

#### **Vendor Recruitment:**

Spoke with new prospect over the phone. She has coconuts she wants to sell. Emailed her an application.

#### **Vendor Activity:**

Many vendors requested day off due to holiday business ventures which would produce them more income. One vendor absent due to traveling to restock apples and oranges, and another vendor was out of town. Produce is officially back at the market. Two previous produce vendors returned.

**Events/Promotions:**

Took pictures of all produce and made post announcing that produce is back at the market. Advised guests and vendors that market would be closed 12/26/2020 and posted online. Verbally told guest about pictures with Santa as well as answered any questions about Santa's social distancing practices.

**December 19****Market Summary:**

Cold chilly morning then warmed up around 10. Slow start with foot traffic however once it warmed up customer flow was decent. Had Caribbean Rhythm play from 10am-noon. No preacher today! Holiday spirit was definitely a focus as vendors dressed for Christmas. Bakery vendor bakes Christmas themed cookies and cakes. Arts and Crafts vendor utilized Christmas themed projects. Pictures with Santa was a success! Not only did children have their Christmas photos taken, but people had pictures with Santa and their pets! We were very appreciative of our volunteer Santa and his volunteer elves!!

**Vendor Recruitment:**

Spoke with 3 new prospects and emailed them applications!

**Vendor Activity:**

Had 6 new vendors start today! A former vendor returned (Patrick's brittle). New shrimp/seafood vendor, a face mask vendor, a tie dye clothing/crystals vendor, an artist who painted on site, and an orange vendor (the best oranges you will ever try!)

**Events/Promotions:**

There is no market the following Saturday (12/26). I will be taking this time to work on an end of year photo/video for the vendors. I will be collecting all the photos I have on the market and will be posting on Facebook page for the vendors to be appreciated and to thank them for a great/not so great 2020 year end! Lol

# THE CITY OF DAYTONA BEACH DDA



**G O L D**

*Marketing Communications*

*Presentation*

# AGENDA



1. December-January Tactical Highlights
2. Campaign Tracking & Analysis
3. Downtown Marketing Campaign Enhancements
4. Questions & Answers

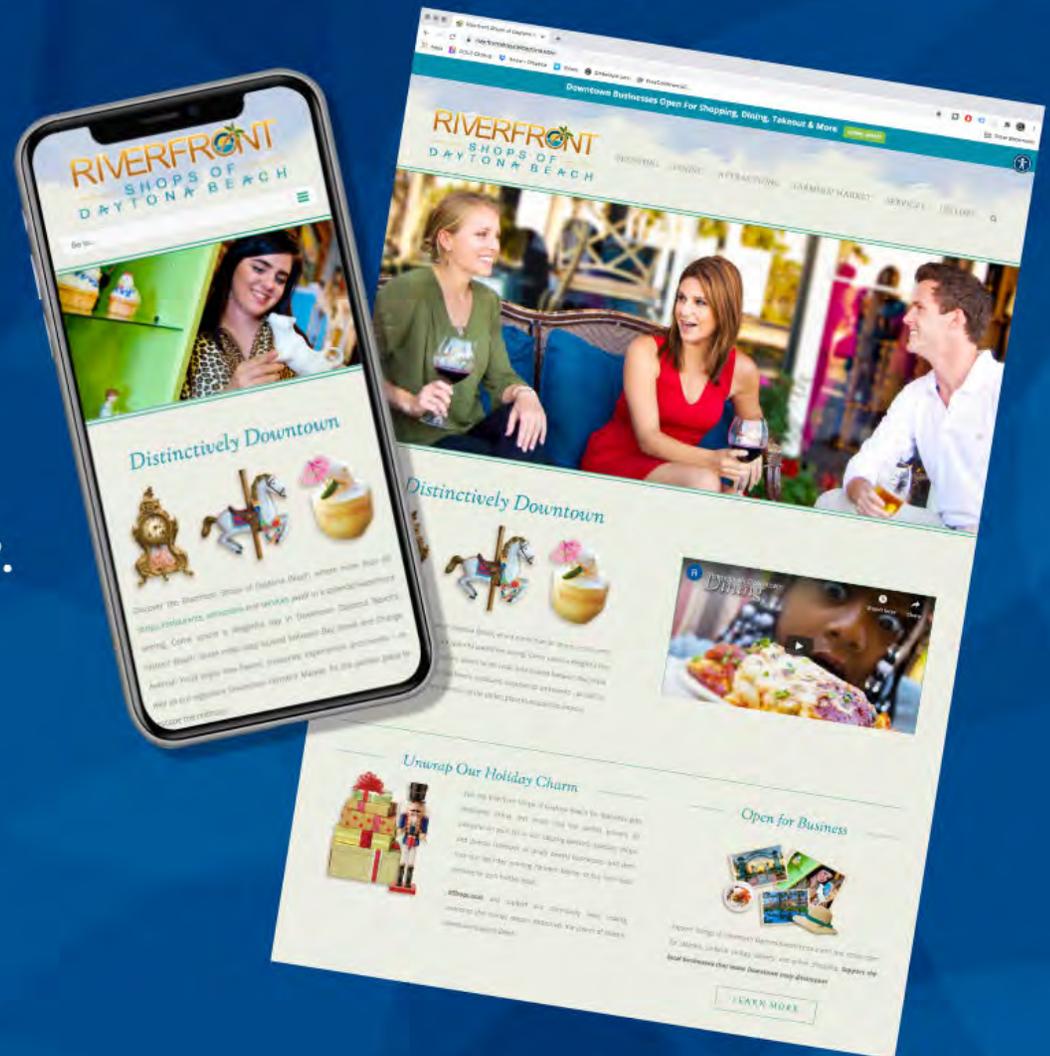


# 1. DECEMBER-JANUARY

## Tactical Highlights

### WEBSITE:

- *Calendar of Events and Merchant Listings are Updated Continuously.*
- *Partnerships Added to the Discount Program Landing Page.*
- *Services Being Offered Have Been Updated on the "Open for Business" Page.*
- *Holiday Messaging and Graphics Added.*



# 1. DECEMBER-JANUARY

## Tactical Highlights

### ADVERTISING:

- Google Search and Display Ads and Social Media Ads Promote the Farmers' Market and "Open for Business" Pages.
- Retargeting Campaign Engages Customers Who are Still Shopping.
- Observer Group, Daytona Times and Southern Stone Online and Offline Ads Promote the Farmers' Market and the Holiday Season.

### Online Ads

The image displays three advertising materials for Riverfront Shops of Daytona Beach. The top-left material is an online ad featuring a woman in a colorful, patterned shirt and a red hat, with the text "Unwrap Our Holiday Charm" and "RIVERFRONT SHOPS OF DAYTONA BEACH". The top-right material is a social media post from "Riverfront Shops of Daytona Beach" with the text "Find the perfect gift for everyone on your list in historic Downtown! Explore distinctive shops, restaurants, and more." and "Unwrap Our Holiday Charm". The bottom material is a holiday print ad titled "Give Local in 2020" and "Unwrap Our Holiday Charm". It promotes the Farmers' Market, a Christmas Beer Parade, and a Save the Date event. The print ad includes the Riverfront Shops of Daytona Beach logo and the text "HISTORIC DOWNTOWN FREE PARKING AVAILABLE".

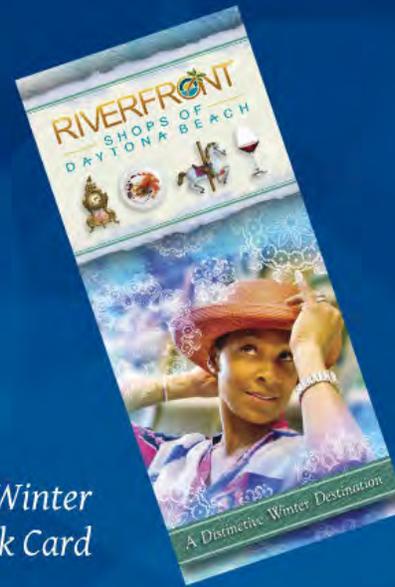
Holiday Print Ad

# 1. DECEMBER-JANUARY

## Tactical Highlights

### COLLATERAL MATERIAL:

- *Kiosks are Being Updated for the Holiday Season.*
- *The Special Winter Rack Card is Being Distributed This Month.*
- *Holiday Light Pole Banners Will be Replaced by General Campaign Banners.*



Winter Rack Card



Kiosk Poster



General Campaign Banners

# 1. DECEMBER-JANUARY

## Tactical Highlights

### E-MARKETING:

- Regular Holiday Customer and Merchant Blasts are Distributed.
- Vendor Recruitment Blasts for the Farmers' Market are Being Deployed.
- Retargeting Campaign is Ongoing.
- Databases are Continuously Updated.



Consumer  
E-Blasts

# 2. CAMPAIGN

## Tracking & Analysis

**CUSTOMER ENGAGEMENT:** *Website Traffic Continues to Grow.*



*December Report*

# 3. DOWNTOWN MARKETING

## *Campaign Enhancements*

### FARMERS' MARKET PUSH

- *Community Newspapers, Radio Ads, Online Ads, E-Marketing and P.R. Promote the Market in December.*
- *Database and Social Media Marketing Campaign was Launched to Recruit Additional Organic Farmers.*
- *Online Advertising and E-Marketing Continue in January.*



# 3. DOWNTOWN MARKETING

## *Campaign Enhancements*

### **HOLIDAY MARKETING RECAP:**

- *Dollars were Added to the Community Newspaper Advertising.*
- *Local Radio Advertising Ran.*
- *Online Advertising Was Increased.*
- *Special Winter Rack Cards, Kiosk Posters were Produced.*
- *E-Marketing Program was Expanded.*
- *Press Releases were Distributed.*
- *Street Banners were Designed.*



# 3. DOWNTOWN MARKETING

## Campaign Enhancements

**UNDER BUDGET:** TV Dollars Were Reallocated to Print, Radio, Social and Database Marketing.

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	5	12	19	26	2	9	16	23	30	6	13	
<b>A. GENERAL MARKETING SERVICES - \$46,400 (Original Budget)</b>																																							
<b>SUPPLIES</b>	Kiosk posters (6 printings - \$100/ea.).	N/A	N/A	\$100						\$100					\$100					\$100													\$600						
<b>TECHNICAL SERVICES</b>	Fees for MailChimp (\$650), domains (\$100), and web hosting (\$150).	N/A	N/A	\$800																												\$800							
<b>PROFESSIONAL SERVICES</b>	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		\$3,750		\$3,750		\$3,750		\$45,000							
<b>B. DOWNTOWN MARKETING MEDIA - \$31,800 (Original Budget)</b>																																							
<b>Online</b>	Google geo-targeted search and display ads (including remarketing).	2 Weeks Prior	1 Week Prior	\$800	\$1,200	\$1,200		\$800	\$800	\$800	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$7,800							
<b>Social</b>	Social media geo-targeted ads.	2 Weeks Prior	1 Week Prior	\$800	\$1,200	\$1,200		\$800	\$800	\$800	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$7,800							
<b>Offline: Broadcast</b>	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							
<b>Offline: Print</b>	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	\$4,035 *		TBD	TBD	\$6,203																													
<b>Offline: Brochure Displays</b>	Rack card, printing 7,500 units (including 1,000 for merchants), distributed at 133 locations.	2 Weeks Prior	2 Weeks Prior					\$882	\$489	\$489	\$489																				\$2,349								
<b>C. DOWNTOWN EVENTS - \$50,000 (Original Budget)</b>																																							
<b>EVENT MARKETING</b>	Budget set aside for FY 2020-2021 event fees and advertising.	4 Weeks Prior	3 Week Prior	TBD	TBD	TBD		TBD	TBD	\$48,000 *	\$48,000																												
<b>D. MARKET@MAGNOLIA - \$5,800 (Original Budget)</b>																																							
<b>Online</b>	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	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$2,700								
<b>Social</b>	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	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$3,300								
<b>E-Marketing</b>	Email recruitment marketing program to farmers.	2 Weeks Prior	1 Week Prior		\$795																										\$795								
<b>TOTAL</b>				\$7,860	\$12,995	\$14,663		\$7,777	\$6,339	\$5,839	\$5,539	\$4,950	\$4,950	\$5,050	\$4,950	\$5,050	\$5,050	\$5,050	\$5,050	\$5,050	\$5,050	\$5,050	\$5,050	\$5,050	\$5,050	\$5,050	\$5,050	\$5,050	\$52,950	\$ 133,962									

Production
Materials Distributed/Run
Completed
TBD

Updated Plan

# 4. QUESTIONS & ANSWERS



*Thank You  
for Your  
Partnership!*



# DAYTONA BEACH DDA

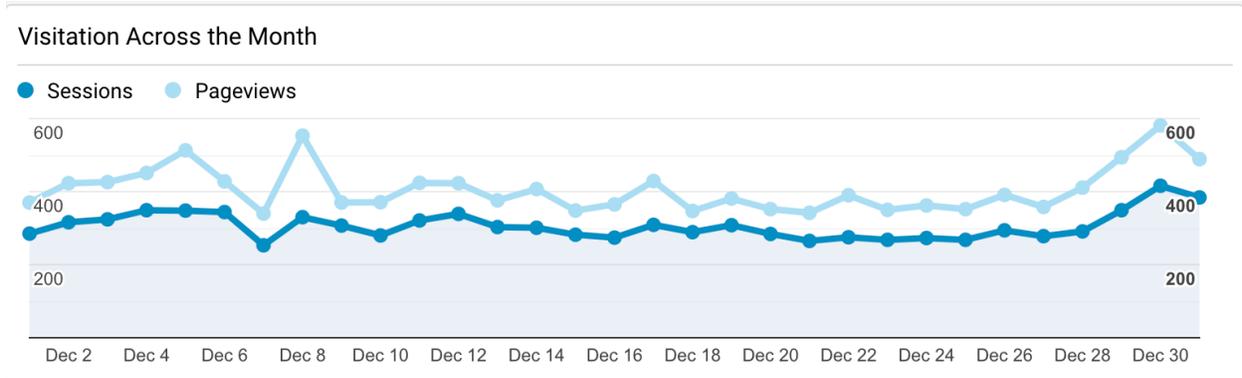
## DECEMBER 2020 ONLINE ANALYTICS REPORT

*Prepared by GOLD & Associates • Thursday, January 21, 2021*

The Riverfront Shops continued to engage large numbers of online visitors in December 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 holiday promotions.

### Overall Traffic

#### WEBSITE VISITATION TRENDLINE



**Overall, December 2020 had 9,507 sessions and 12,617 pageviews. Visitation was fairly even across the month.**

#### TOP PAGES

Most Viewed Pages	
Page	Pageviews
/open-for-business/	6,363
/farmers-market/	1,625
/	1,293
/shopping/	286
/events/	186
/dining/	150
/organizer/daytona-beach-downtown-farmers-market/	127
/brochures-and-maps/	119
/attractions/	95
/event/downtown-farmers-market-27-2020-10-24/2020-12-05/	74

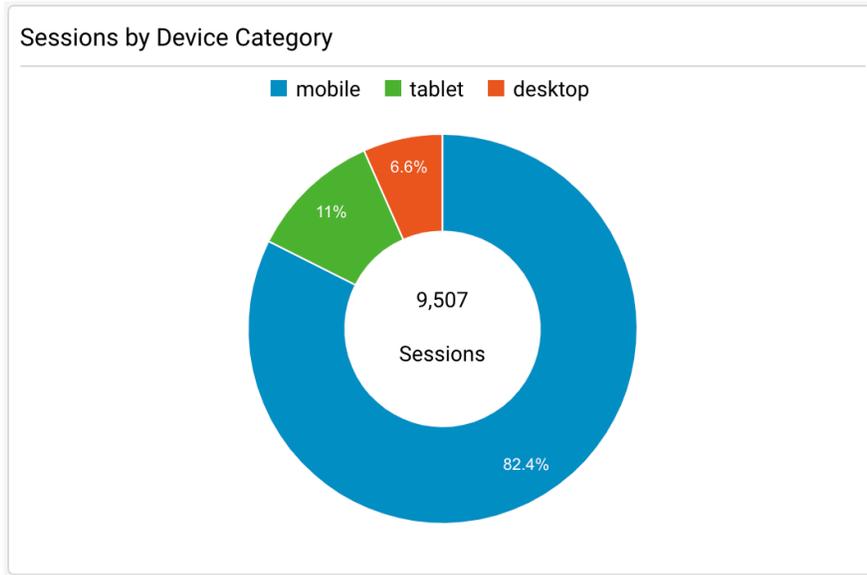
**The “Open for Business” page (which features merchant listings) and Farmers’ Market pages were the most visited overall in December. (/ = Home Page. The last item on the above list is the Farmers’ Market event listing for 12/5.)**

# DAYTONA BEACH DDA DECEMBER 2020 ONLINE ANALYTICS REPORT

*Prepared by GOLD & Associates • Thursday, January 21, 2021*

## 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

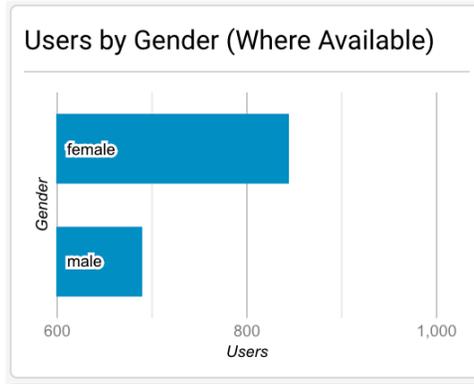
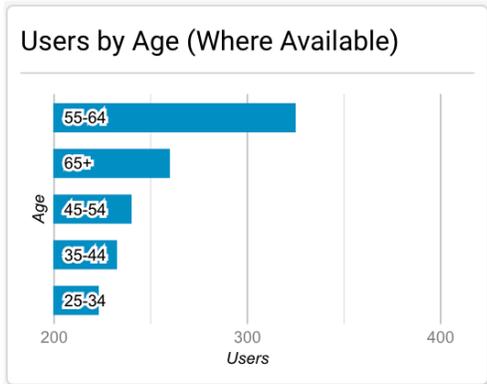
Top Traffic Sources	
Source / Medium	Sessions
google / cpc	6,506
facebook_ads / cpc	1,505
google / organic	638
(direct) / (none)	573
daytonabeach.com / referral	62
codb.us / referral	40
facebook.com / referral	26
ormondbeachobserver.com / referral	21
l.facebook.com / referral	20
m.facebook.com / referral	20

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

# DAYTONA BEACH DDA DECEMBER 2020 ONLINE ANALYTICS REPORT

*Prepared by GOLD & Associates • Thursday, January 21, 2021*

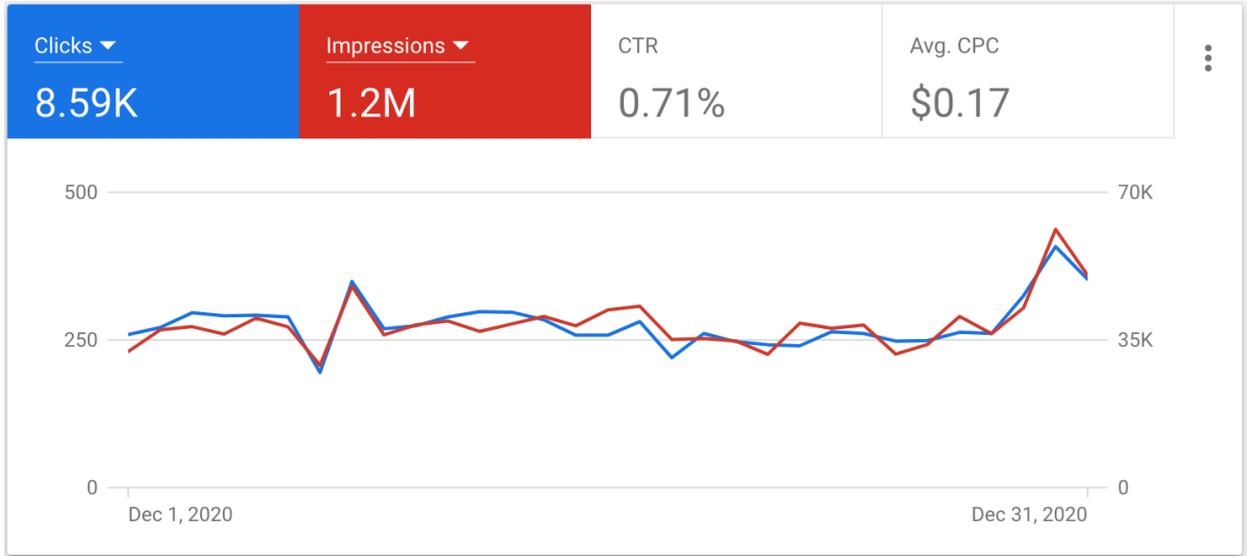
## DEMOGRAPHICS AND GENDER



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

## Online Advertising

### GOOGLE ADVERTISING



*The Google Ads campaign generated 8,592 clicks in December 2020 (including 1,048 for the Farmers' Market). Popular Riverfront Shops search advertising keywords included "Shopping in Daytona Beach" (and similar), "Daytona" (and similar), "Restaurants," and "Shopping in Daytona Beach." Popular Farmers' Market keywords included "Farmers' Market" "and "Daytona Farmers Market" (and similar), and "Daytona beach Market." However, the majority of clicks came from display advertising.*

# DAYTONA BEACH DDA

## DECEMBER 2020 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Thursday, January 21, 2021

### Online Advertising

#### FACEBOOK ADVERTISING



*The Facebook advertising in December 2020 generated a total of 1,906 total link clicks. This included 1,486 link clicks to Riverfront Shops ads, 212 clicks to regular Farmers’ Market ads, 111 clicks to Farmers’ Market vendor recruitment ads, and 50 clicks to the Farmers’ Market’s Santa event ad (which also generated 63 event responses).*

*The Riverfront Shops page had 12,884 “likes” at the end of December 2020, and the Farmers’ Market page had 2,675 “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 • 01/21/21	
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: New brochures being printed.</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: Holiday buys are concluded.</a>
<b>E-BLASTS</b> – <i>Consumer &amp; Merchant</i>	Write and distribute consumer and merchant eblasts weekly/monthly. Holiday eblasts distributed weekly. <a href="#">NEXT: Awaiting Wine &amp; Chocolate event art, details, and ticket link to send event blasts.</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 online promotion is ongoing.</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. Walking map updated. Directory poster sent to printer 12/30. <a href="#">NEXT: Awaiting event art for next poster.</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: Awaiting Wine &amp; Chocolate event details and ticket link to prepare next release.</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 continues through January.</a>
<b>SOCIAL MEDIA POSTING</b> – <i>Farmers' Market</i>	Farmers' Market posts are made by the Market Manager. <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.</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 monthly. <a href="#">NEXT: Continue ongoing spreadsheet updates.</a>
<b>TACTICAL PLAN</b> – <i>Monthly</i>	Revised for the present fiscal year, including for the approved 2020-2021 budget. (TV budget reallocated to holiday print, radio, and vendor marketing in Nov.) <a href="#">NEXT: Continue to implement the plan in the 2020-2021 fiscal year.</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. (Awaiting Wine &amp; Chocolate event art, details, and ticket link.)</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: GOLD is designing new post-holiday banners.</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 ran 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>

