

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, February 25, 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.

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

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes:**
 - a. Regular Meeting: January 28, 2021
4. **Public Comments By Persons Addressing The Board**

EMERGENCY PROCEDURES FOR PUBLIC MEETINGS AND PUBLIC COMMENTS

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

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

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

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

5. DDA Staff Report

- a. Public Safety Update
- b. Monthly Financial Report
- c. Events Update
 - i. Wine & Chocolate Walk Follow-up
 - ii. St. Patrick's Day and Cinco de Mayo Event Sponsorship Agreement
- d. Farmers' Market Update
 - i. Valentine's Day
- e. Downtown Projects Update

6. Gold & Associates Presentation

- a. Monthly Presentation

7. Public Comments

8. Board Comments

9. Adjournment

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Thursday, January 28, 2021**

The meeting of the Downtown Development Authority was held Thursday, January 28, 2021 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
Ms. Quanita May, Commissioner

Board Members Absent

Mr. Michael Sznajstajler, Chair

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Robert Jagger, City Attorney
Ms. Sherry Randolph, Public Information Officer
Ms. Jennifer Lynch, Office Assistant

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 – December 17, 2020

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the minutes of the Regular Meeting of December 17, 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. Public Safety Update

Capt. Scott Lee presented a report to the Board outlining crime statistics for the Beach Street area for the year 2020. Capt. Lee introduced the new District 2 Patrol Captain Loomis. Capt. Lee stated Officer Gaspar and Officer Zach McGroy are assigned to the Beach Street area. Capt. Lee stated there were over 3,000 calls for service in the Beach Street area during 2020, noting Beach Street contributed to slightly over 1% of all calls for service in the City of Daytona Beach and accounted for 2-1/2% of all calls for service in District 2.

Mr. Hopkins asked about the zone south of Orange Avenue, and Capt. Lee stated that is Zone 58.

Mr. Hopkins stated a woman has been living in the bus stop for over 3 months and someone took over the other bus stop yesterday. Mr. Hopkins stated the Marina area is south of Zone 57 which is the Beach Street area but is concerned about the situation in the Marina area.

Capt. Lee stated he will do his best to address the situation presented by Mr. Hopkins.

Ms. May stated she met with representatives from FDOT and Votran yesterday and will relay the information presented by Mr. Hopkins to those contacts.

Capt. Lee stated he will talk with the Legal Department regarding Mr. Hopkins' concerns to see if signage can be placed in the area. Capt. Lee stated he would also like to speak with the contacts Ms. May has mentioned.

Ms. Kozinski expressed concern about the inconsistency of officers that are assigned to the downtown area.

Capt. Lee stated it is difficult to maintain an officer in the downtown because they are basically being asked to operate as a security guard and do not see the type of activity that drew them to work in law enforcement.

Ms. May asked that the information Capt. Lee presented be placed on line or presented at the next City Commission meeting since it does not reflect high crime or a large number of homeless in the area.

Ms. Cook stated the officers assigned to the downtown are visible and have been responsive, as has Capt. Loomis.

Capt. Loomis stated a new program has started with Daytona Outreach which is working to help with the homeless.

b. Monthly Financial Report

Mr. Berger presented the Monthly Financial Report which was included as part of the packet.

c. Events Update – Wine & Chocolate Walk

Mr. Berger stated the 10th Annual Wine and Chocolate Walk is scheduled for February 20, 2021 by Bullseye Marketing. Mr. Berger stated an application has been submitted to the city for the event.

Al Smith, Bullseye Marketing, stated he is on schedule for the event and will provide an opportunity to show off the renovations that have been made to the sidewalks in the downtown. Mr. Smith stated he anticipates 400 to 500 participants. Mr. Smith stated no funds have been requested from the DDA in the past because it has always been a popular event; however, right now there are no corporate sponsors. Mr. Smith stated going forward, he will have to rely on the DDA for any assistance that can be provided.

Mr. Jagger stated the proposed contract for the event is included in the Board's packet.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski to approve the proposed contract with Bullseye Marketing for the Wine and Chocolate Walk to be held on February 20, 2021, including the \$5,000 sponsorship from the DDA. The motion carried (4-0).

Mr. Smith stated the next events planned for Bullseye are two new events, which are the St. Patrick's Day event with McKay's and Cinco de Mayo with Tia Coris. Mr. Smith stated the plan would be for the businesses to limit the number of people in their businesses as part of the event and create a type of block party to keep people outside. Mr. Smith stated

there may be a beer sponsorship but he would like to know if the DDA would be interested in providing a sponsorship as well.

Mr. Hopkins stated anything held outside in the downtown would be an advantage and he would support it.

Ms. Kozinski stated she agreed with Mr. Hopkins and asked if the street will be closed.

Mr. Smith stated closing the street may be an issue since he does not know the status of sponsorships.

Ms. May asked if events held in the downtown could be coordinated with events planned by the Daytona Tortugas.

Mr. Smith stated he will proceed with planning the two events but does not know at this time what the costs will be.

Ms. May stated she has been in touch with the Hispanic Chamber who is interested in bringing some other businesses into the downtown. Ms. May stated the Hispanic Chamber has an interest in holding their 10th anniversary celebration on Beach Street and may be held in conjunction with Cinco de Mayo.

Ms. Cook asked if sponsorships were provided by the DDA for these two events last year.

Mr. Berger stated the events were not held because of the COVID shutdown but \$5,000 was planned as sponsorship for each event. Mr. Berger stated he would like to use the agreement that was in place for last year's events and proceed to set a schedule for events for the remainder of the year.

Ms. Cook expressed concern about not having a contract in place before the end of February when the DDA meets again for the St. Patrick's Day event.

Mr. Jagger stated the DDA could agree to support the event today and direct the City Attorney to use the same format as is in place for the Wine & Chocolate event and prepare the agreement for the St. Patrick's Day event. Mr. Jagger stated the contract would include language to provide Bullseye with an opportunity to terminate the agreement up to 30 days prior to the event and any funds provided by the DDA to Bullseye would be reimbursed should the event be cancelled.

Ms. May asked if the DDA would like her to update the City Commission on the proposed events. The Board agreed by consensus.

Ms. Cook noted the address for Bullseye is incorrect in the proposed agreement for the Wine & Chocolate Walk and asked that it be corrected.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to direct the City Attorney to create a contract with Bullseye Marketing for events to be held in conjunction with St. Patrick's Day and Cinco de Mayo, including a sponsorship by the DDA of \$5,000 for each event,. The motion carried (4-0).

The motion was amended by Mr. Hopkins, seconded by Ms. Kozinski, to include language to allow Bullseye an opportunity to terminate the agreement up to 30 days prior to the events should permitting or other sponsorships become an issue. The amendment carried (4-0).

d. Farmers' Market Update

Mr. Berger stated Ms. Melanie John, the Market Manager, was very pleased with the proposed contract that was recommended by the DDA.

Mr. Berger stated vendors are not returning to the Market which is reflected in the monthly numbers. Mr. Berger stated a monthly report will be provided to the DDA on activities of the Market Manager.

Ms. Cook asked the status of the preacher who routinely disrupts the Market.

Mr. Berger stated sufficient documentation on the disruption has not been provided to the City Attorney. Mr. Berger stated as long as there is no documentation, nothing can be done.

Mr. Jagger stated the Legal Department did work with Mr. Berger in developing rules which have been posted at the Market. Mr. Jagger stated he has asked Mr. Berger to gather email complaints and video documentation of instances where the sidewalk has been restricted.

Ms. Kozinski stated she received several complaints on Saturday about the limited number of vendors at the Market.

Mr. Berger stated many of the customers are not returning and additional promotion of the Market may be needed. Mr. Berger stated he will provide more strategies at a future meeting. Mr. Berger stated the Halloween and Christmas events that were held at the Market did help increase the number of attendees. Mr. Berger stated Ms. John is working to put together an event for Valentine's Day.

e. Downtown Projects Update

Mr. Berger stated the city offices have opened at 125 S. Palmetto which include Code Enforcement and some Police offices. Mr. Berger stated an office has been set aside for the Market Manager.

Mr. Berger stated he is awaiting word on the official opening of the Brown & Brown building.

Mr. Berger stated staff is working to gather information on the schedule for the Daytona Tortugas.

Ms. Kozinski asked when the seawall work will be completed.

Mr. Berger stated he did not have an answer.

Mr. Hopkins left the meeting at 9:10 a.m.

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 calendar of events and merchants listings are updated on a continuing basis. Mr. Gold stated information on the Wine & Chocolate event will be added to the website. Mr. Gold stated newspaper and radio advertising was used during the holiday season and advertising will be updated to reflect the planned events. Mr. Gold stated banners are being printed for the winter season to be placed along Beach Street which will replace the holiday banners.

Mr. Gold stated during the holiday season, messaging was posted about the Farmers' Market in an attempt to increase customer attendance and recruit vendors. Mr. Gold stated he and Mr. Berger are talking with a new vendor which is a hydroponic business that operates world-wide.

Mr. Gold stated currently Gold & Associates is under budget.

Ms. Cook stated the report reflects that Southern Stone is being paid \$945 a week and asked if that is correct.

Mr. Gold stated advertising with Southern Stone was only for one week in January and that is the figure for that month.

Ms. May asked about geo-targeting.

Mr. Gold stated Gold & Associates does that and it looks at the footprint of advertising which was presented as part of the Strategic Plan.

Ms. Cook asked if the rack cards will be placed in the businesses.

Mr. Gold stated yes.

7. Public Comments

There were no public comments.

8. Board Comments

Ms. May stated she will be speaking with the City Commission about events planned for Beach Street and involvement of the Hispanic Chamber.

Mr. Berger stated based on the report from Public Works, the seawall is scheduled to be completed in April, 2021.

Ms. Cook asked the date of the next DDA meeting.

Mr. Berger stated a schedule has not been distributed but it appears most Board members can attend meetings on the fourth Thursday of the month.

9. Adjournment

There being no further business to come before the Board, the meeting was adjourned.

Sheryl Cook, Vice Chair

Becky Groom, Board Secretary



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

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

MEMORANDUM

DATE: February 19, 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 February 19, 2021.

General Activities			
Revenues	Projection	Received to Date As of 2/19/21	Balance
Ad Valorem	\$ 141,012	\$ 92,879.44	\$ 48,132.56
Downtown CRA Payment	\$ 98,440	\$ -	\$ 98,440.00
Interest	\$ 50	\$ -	\$ 50.00
Total	\$ 239,502	\$ 92,879.44	\$ 146,622.56
Line Item	Appropriation	Spent to Date As of 2/19/21	Balance
Professional Services	\$ 45,000	\$ 18,750.00	\$ 26,250.00
Care and Subsistence	\$ 300	\$ 66.16	\$ 233.84
Advertising	\$ 24,000	\$ 23,491.42	\$ 508.58
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
Total	\$ 179,502	\$ 42,586.17	\$ 136,915.83

Farmers' Market Activities			
Revenues	Projection	Received to Date As of 2/19/21	Balance
Vendor Revenue	\$ 22,000	\$ 3,227.00	\$ 18,773.00
Sponsorship	\$ 2,000	\$ -	\$ 2,000.00
Market Booth Sales	\$ 4,000	\$ -	\$ 4,000.00
DDA SNAP Revenues	\$ 4,000	\$ 1,330.15	\$ 2,669.85
Total	\$ 32,000	\$ 4,557.15	\$ 27,442.85
Expenses	Appropriation	Spent to Date As of 2/19/21	Balance
Market Manager	\$ 18,000	\$ 4,600.00	\$ 13,400.00
Projects (SNAP Program)	\$ 3,000	\$ 800.00	\$ 2,200.00
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	\$ 1,703.16	\$ 2,296.84
Booth Merchandise	\$ 1,000	\$ -	\$ 1,000.00
Other Materials & Supplies	\$ 1,500	\$ -	\$ 1,500.00
Total	\$ 32,000	\$ 8,318.16	\$ 23,681.84
Profit/Loss		\$ (3,761.01)	

Downtown Event Activities			
Revenues	Projection	Received to Date As of 2/19/21	Balance
Vendor Revenue	\$ -	\$ -	\$ -
Event Sponsorship	\$ -	\$ -	\$ -
Total	\$ -	\$ -	\$ -
Expenses	Appropriation	Spent to Date As of 2/19/21	Balance
Event Promotion	\$ 60,000	\$ -	\$ 60,000.00
Total	\$ 60,000	\$ -	\$ 60,000.00
Profit/Loss		\$ -	
DDA Budget Summary			
	Budget	Actual	Balance
Total DDA Revenues	\$ 271,502	\$ 97,437	\$ 174,065
Total DDA Expenditures	\$ 271,502	\$ 50,904	\$ 220,598
Balance	\$ -	\$ 46,532	\$ (46,532)
Reserves	\$ 39,968	\$ -	\$ 39,968
Notes:			
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: February 19, 2021
TO: Downtown Development Authority Members
FROM: Reed Berger, Redevelopment Director
SUBJECT: DDA Events Update

Attached is a preliminary draft of the proposed event sponsorship agreement with Al Smith and Bullseye Marketing for the St. Patrick's Day and Cinco de Mayo events scheduled for the late afternoon of the actual holiday dates. The event application is currently in staff review.

Al Smith will be present at the Board's meeting on February 25th to discuss the proposed event agreement and future events.

THE CITY OF DAYTONA BEACH

COMMISSION-MANAGER PLAN

LEISURE SERVICES DIVISION
P O Box 2451
DAYTONA BEACH, FLORIDA 32115-2451
Fax: 671-8255

MEMO

Date: February 11, 2021

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

From: Demetria Clark, Leisure Services- Office Specialist II

Event Name: St. Patrick's Day Block Party

Event Date: March 17, 2021

The attached application is a DDA/Bullseye Marketing event for St. Patrick's Day Block Party to be held on March 17, 2021. This request is for a street closure on Beach St. from ISB to Orange Ave from 4:30 PM to 12:00 AM. Please review and submit individual costs or concerns from your department or division by Wednesday, February 17, 2021. **Thanks!**

Fees

Services/Equipment provided

Other Comments: _____

City of Daytona Beach Outdoor Event Application

Date Rcvd <u>2/4/21</u>
Initials <u>DC</u>

1.0 REQUIRED INFORMATION:

1.1 Name of Event Producer/Promoter Bullseye Marketing

1.2 Type of Organization non-profit profit charitable government

1.3 Contact Person AL Smith

1.4 Address 18 Forest View Way

City Ormond Beach State FL Zip 32174

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

2.0 BILLING INFORMATION:

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

If not, please provide the proper information below:

Attention _____

Address _____

City _____ State _____ Zip _____

Work Phone _____ Fax _____

3.0 EVENT INFORMATION:

3.1 Event Name ST PATRICKS DAY BLOCK PARTY

3.2 Date(s) Requested MARCH 17, 2021

3.3 Location of Event Beach Street from ORANGE to ISB

3.4 Brief Description of Event and Activities Planned 2 stages of music
IRISH DANCES, FOOD VENDORS

BARS ON STREET MANAGED BY DOWNTOWN BARS/CAFE

3.5 Site Plan Attached Yes No, explanation _____

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

3.7 Event Time: Date 3/17/21 Start 4:30 am/pm End 10:30 am/pm

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

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

Set-up: Date 3/17/21 Start 2:30 am/pm End 4:30 am/pm

Breakdown: Date 3/17/21 Start 10:30 am/pm End midnight am/pm

Street Closing Date 3/17/21 Start 2:30 am/pm End midnight am/pm

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

Attendance Expected/Anticipated: 1000

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

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

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

Have you held this event in another City/venue previously? Yes No

Does this event differ from the previous years? Yes (explain) No

4.0 ENTERTAINMENT

4.1 Will there be entertainment? Yes, see below No

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

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

4.4 Name of Contractor Budget Production Type of System _____

4.5 Sound Time: Date: 3/17/21 Start 4:30 am/pm End 10:30 am/pm
Date: _____ Start _____ am/pm End _____ am/pm
Date: _____ Start _____ am/pm End _____ am/pm

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

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

5.0 SPECIAL EFFECTS:

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

5.2 Type of effects: fireworks laser light show other _____

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

5.4 Location of special effects _____

5.5 Effects Producer/Company Name _____
Address _____

Phone Number _____

Fax Number _____

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

6.0 PARADES: Yes, see below No

6.1 Who and how many will participate? _____

6.2 Plan of route attached? Yes No

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

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

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

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

7.0 PROPOSED RETAIL SALES:

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

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

7.2 Type of vending (including number of each):

Miscellaneous _____ Clothing _____ Jewelry _____

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

Cooking under Tents _____

If miscellaneous, please describe in detail:

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

8.0 PROPOSED SPONSORS:

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

List specific trade names:

DDA, GUINNESS BEER _____

9.0 ALCOHOL BEVERAGES/LIQUOR LIABILITY:

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

9.2 Name of organization licensed to serve alcohol at this event:
BARS ON BEACH STREET WILL SERVE ALCOHOL WITH THEIR LICENSE
Limit of liquor liability coverage will be no less than \$500,000.

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

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

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

10.1 At what level will the event be promoted?
 Local Regional National International

10.2 What type of publicity will be used?
 Newspaper Radio Television Web Site Direct Mail
 Community Billboard Other

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

11.0 SIGNS:

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

11.2 How many signs and what dimensions? _____

12.0 BANNERS:

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

12.2 Number of banners _____ dimensions _____ location _____

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

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

13.0 FACILITY REQUIREMENTS:

13.1 Will you require use of amenities?

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

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

Stages Tents Scaffolding Miscellaneous
 Booths Fences Concession Stands

13.3 Describe in detail, including type and location. 1-10x10 Stage in Front of mck's Pub, 1-12x16 Stage AT Beachst & Myrtle Ln

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

13.4 How many tents greater than 120 sq. ft. or more will be used? 0

Please list tent location and sizes: _____

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

14.0 TRAFFIC:

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

Explanation: Street Closure from 3pm-12am

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

Yes, see site plan No

14.3 Does your plan include on-site parking?

Yes, see site plan No

14.4 Will you charge for the on-site parking

Yes No

14.5 Does your plan include off-site parking?

Yes No

14.6 Will you charge for the off-site parking?

Yes No

14.7 Will shuttles be used to transport?

Yes No

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

15.0 PORT-O-LETS:

15.1 How many port-o-lets will you be providing? 6-8
(Indicate location on site plan)

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

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

16.0 AMERICANS WITH DISABILITIES ACT:

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

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

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

16.3 Handicapped assistance? Yes, please describe No

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

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

Number of trash cans: 10
Dumpsters: (One per 400 people) _____
Number of recycling containers: _____

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

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

17.3 What provisions are being made for recycling? City to Drop off totes
Promoter will fill & Cleanup

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

*If no, how will the area be cleaned, and how will the garbage be removed?
Promoter will Do ALL the Cleaning

18.0 SECURITY PLAN:

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

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

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

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

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

19.0 EMERGENCY FIRE/MEDICAL SERVICES:

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

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

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

SIGNATURE:

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

Signature of Applicant [Signature] Date 2/4/21

Title of Applicant Bullseye marketing



2021 ST. PATRICK'S DAY DDA EVENT MAP
 Downtown Beach Street (Orange to ISB)

**DDA EVENT CO-SPONSORSHIP AGREEMENT FOR ST. PATRICK'S
DAY AND CINCO DE MAYO - 2021**

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 public events in celebration of St. Patrick's Day and Cinco De Mayo (the "Events") on _____, 2021 and _____, 2021, respectively, 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 Events will be held from 1:00 p.m. – 6:00 p.m. on the day of the Events. The Event Producer will coordinate with and encourage merchants within the DDA Licensed Area to promote and participate in the Events. Artisans, artists, and musicians may also be located outside along the sidewalks to add a festive theme that complements brick and mortar businesses. The Events may include serving beer/wine and food tastings consistent with the Event theme. The Events shall be planned to comply with all COVID-19 public health requirements. A COVID-19 safety 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 Events, Event Producer will:

(a) Take commercially reasonable steps to ensure that the Events are family-friendly, suitable and attractive to people of all ages, and that the Events promote the good will of the DDA and the City's Downtown Area.

(b) Actively advertise, market, and promote the Events, 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 Events 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 Events, 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 Events in accordance with the requirements herein, the DDA will reimburse the Event Producer for promotional and marketing expenses up to \$5,000 for each Event as evidenced by invoices from vendors.

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

(b) In addition, DDA will promote the Events 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 Events, 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 Events 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 Events 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) Termination for Convenience. Either Party may also terminate this agreement for convenience upon notice to the other not later than 30 days prior to the Event. In such instance, neither Party shall be liable to the other for any damages or costs incurred as a result of the termination.

(d) 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.

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DRAFT

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

AGENDA ITEM: 5d



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: February 25, 2021
TO: Downtown Development Authority Members
FROM: Reed Berger, Redevelopment Director
SUBJECT: Downtown Farmers' Market Report

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



The Daytona Beach Downtown Development Authority

DOWNTOWN FARMERS' MARKET MONTHLY REPORT

JANUARY 2021

by Melanie John, Market Manager

January 2

Market Summary:

Very windy day. Vendors experienced some damage due to the wind such as tents flying and frame damage, as well as musician's equipment falling over cracking an iPad screen. Both tents that flew were due to one setting up the tent (Needed extra person to hold tent stable while other supplies weights) and the other taking down the tent, again they needed an extra person to hold stable while weights are being removed. Bridgette was our performer playing from 9a-Noon. Market was light traffic flow compared to past few markets. Both vendors light and customers light. Preacher was present. He did not use the megaphone during performances however walked through the market handing flyers out and asking patrons if he may speak with them.

Vendor Recruitment:

Will be following up and reaching out to old vendors, inviting them to return. Also, actively searching for produce vendors as our current produce vendor has health issues that may effect his attendance leaving us with no produce.

Vendor Activity:

Many vendors missing in action due to holiday break as well as one attending a funeral out of state. Maria's Plants, a previous vendor, has returned to us. She has not been to the market since Covid Shutdown and will be participating again at least every other week.

Events/Promotions:

Caribbean Rhythm cancelled performances for 1/9 due to an unexpected event. They formally apologize for such short notice. Attempts are being made to fill performances for 1/9.

January 9

Market Summary:

Very cold day. Many vendors were not prepared for the weather resulting in many having to leave and return with proper gear as well as some not returning due to cold. Customer flow was again light this week as weather being a direct result. Bridgette performed from 9a-Noon. Preacher came for a brief 20mins and was unnoticeable today.

Vendor Recruitment:

Spoke with a new prospect today and mailed her and application. She makes organic dog treats. Will be creating Facebook post looking for produce vendors. Will be posting to Florida farm groups.

Vendor Activity:

Yanni has health concerns regarding severe swelling of his lower extremities. It has affected his attendance as far as coming late which he was late today. Many vendors still out. Ferra Bakery notified us that they will be taking a couple weeks break until customer flow returns.

Events/Promotions:

Bridgette filled in for Caribbean Rhythm today and will be performing next week on 1/16. Will be working on next holiday event with vendors for Valentine's day. We will be pulling together valentine themed products to be offered at the market.

January 16**Market Summary:**

Day started off cold then turned windy half way through. Bridgette played from 9a-Noon. Preacher was using his megaphone during her performance today. A small video was taken for record purposes and will be available if requested. Regardless, the day was very enjoyable with vendors and customers dancing, and customers crowding around entertainment and thoroughly enjoying their visit.

Vendor Recruitment:

Spoke with 2 prospects online today and will be emailing application: an artist and a jewelry maker.. We have a new vendor scheduled to start next week. She will be bring organic dog treats and dog accessories that she makes.

Vendor Activity:

Yanni was present before 6a today which was a plus. Many vendors still absent. Weatherholtz honey and Spicycle went out of town. Ferra Bakery is on a break. Even though vendors absent, the others reported a good day in sales and they were happy.

Events/Promotions:

Caribbean Rhythm will be playing next week. Vendors should be back and hoping for a warmer day!

January 23

Market Summary:

Was a rainy start which ended dry but gloomy all day. Not much foot traffic in the area for a usual Saturday. Caribbean Rhythm Cancelled performances due to the rain. Preacher came and used his megaphone for a lengthy hour and a half since no performances.

Vendor Recruitment:

Will be re-evaluating efforts at finding produce vendors. Will be scouting other markets and handing out business cards as well as tapping into Florida Farm social groups, inviting farmers to sell at our market.

Vendor Activity:

Many vendors left due to rain; dry goods vendors who's products would be damaged if wet. No foot traffic today also caused many vendors to start packing up early as well. New vendor started today; Dangie's Dog Stuff. Many vendors not happy with foot traffic.

Events/Promotions:

Bridgette is scheduled to play next week. Our next upcoming holiday event scheduled is Valentine's Day. Please look for separate email regarding ideas for this day.

January 30

Market Summary:

Today was a beautiful day. Started off cold however warmed up once the sun came out. Market traffic was a lot better today than the past few weeks and vendors did good in sales. Bridgette played from 9a-Noon and the Market's street was colored in positive phrases and words. The preacher was present and he was using his megaphone during performances.

Vendor Recruitment:

Scouted vendors at Palm Coast's European Village Farmer's Market. Passed out cards and have a few possibles. They did not have very much produce.. only one table with peppers onions and tomatoes. I made contact with an Anderson's Produce whom no called/no showed today. I will be reaching back out to them to reconnect however the hunt still continues for a suitable produce vendor.

Vendor Activity:

There is an art festival next Saturday in Ormand that we will be losing Kate's Happy Shrimp and Artisan's Original to. (Kate also sells wooden art wall decor) They will resume the following week.

Events/Promotions:

Caribbean Rhythm is scheduled to play next week. Also will be working on creating the Valentine's event on Facebook and sharing to groups.

DAYTONA BEACH DDA

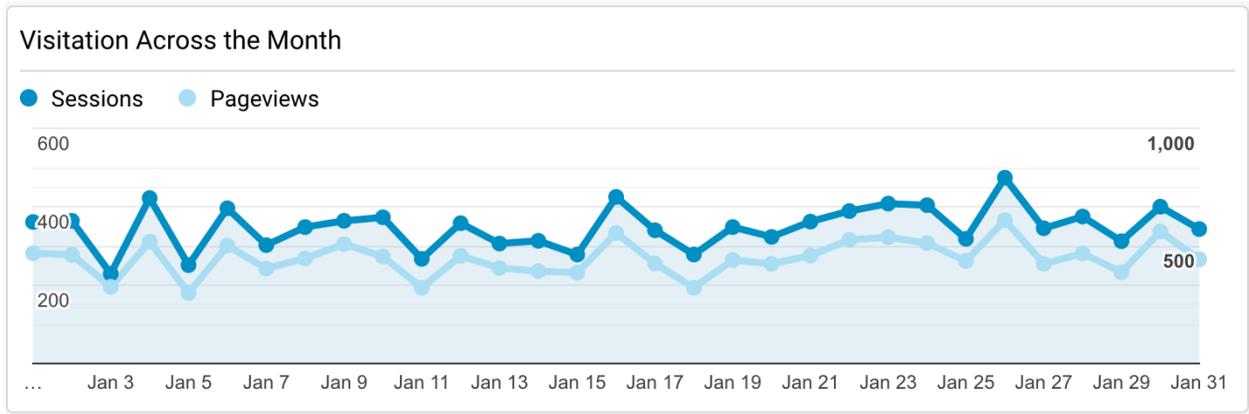
JANUARY 2021 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Thursday, February 18, 2021

The Riverfront Shops continued to engage large numbers of online visitors in January 2021 in spite of the pandemic. Overall, both website traffic and advertising clicks increased.

Overall Traffic

WEBSITE VISITATION TRENDLINE



January 2020 had 10,776 sessions (up 13% from December) and 13,885 pageviews (up 10% from December). Visitation was fairly even across the month.

TOP PAGES

Most Viewed Pages	
Page	Pageviews
/open-for-business/	7,348
/farmers-market/	2,026
/	1,051
/shopping/	274
/organizer/daytona-beach-downtown-farmers-market/	271
/events/	216
/dining/	210
/brochures-and-maps/	147
/attractions/	123
/farmers-market/farmers-market-vendors/	69

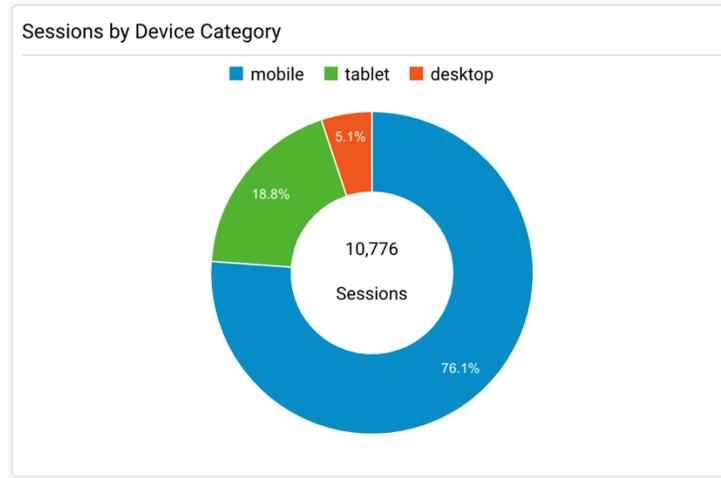
The “Open for Business” page (which features merchant listings) and Farmers’ Market pages were the most visited overall in January. (The fifth item on the list is Farmers’ Market listings on the site’s event calendar. /= Home Page.)

DAYTONA BEACH DDA JANUARY 2021 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Thursday, February 18, 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

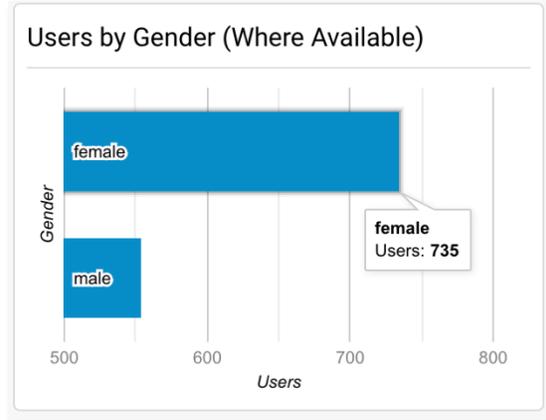
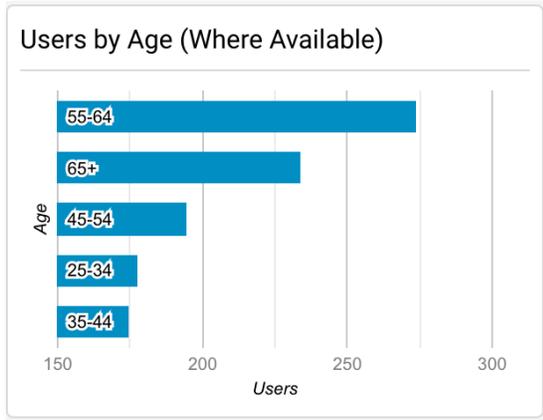
Source / Medium	Sessions
google / cpc	8,034
facebook_ads / cpc	1,387
google / organic	674
(direct) / (none)	418
daytonabeach.com / referral	71
codb.us / referral	59
facebook.com / referral	31
l.facebook.com / referral	28
bing / organic	8
m.facebook.com / referral	8

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

DAYTONA BEACH DDA JANUARY 2021 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Thursday, February 18, 2021

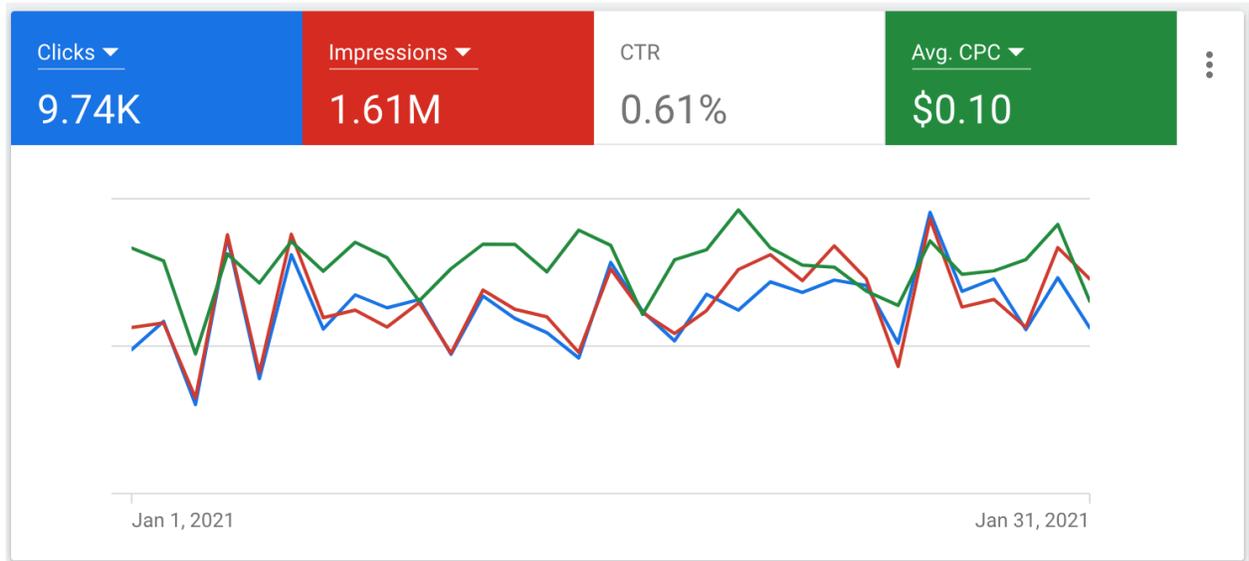
DEMOGRAPHICS AND GENDER



Site visitors represented a wide range of ages in January 2021. Where demographic data was available, visitors were predominantly female and 45+.

Online Advertising

GOOGLE ADVERTISING



*The Google Ads campaign generated 9,740 clicks in January 2021 – up **13%** from December. (This included 1,535 clicks for the Farmers’ Market.) Popular Riverfront Shops search advertising keywords included “Daytona Beach” (and similar), “Daytona Shopping,” “Shopping in Daytona Beach,” and “Restaurants.” Popular Farmers’ Market keywords included “Daytona Farmers Market” (and similar), “Daytona Beach Market,” and “Farmers Market.” However, the majority of clicks came from display advertising.*

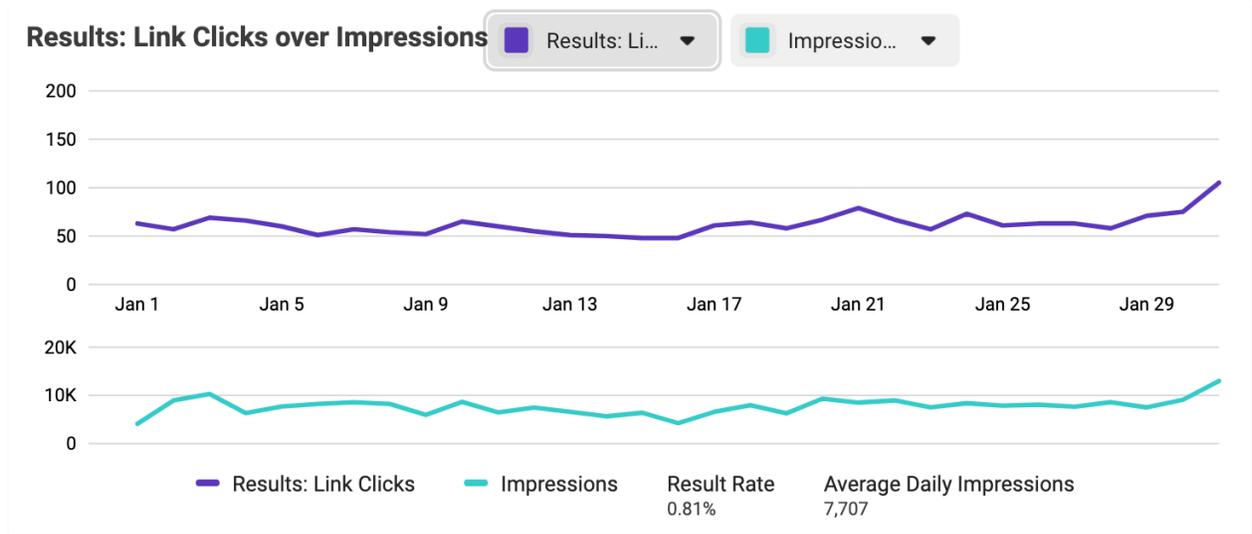
DAYTONA BEACH DDA

JANUARY 2021 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Thursday, February 18, 2021

Online Advertising

FACEBOOK ADVERTISING



The Facebook advertising in January 2021 generated a total of 1,928 total link clicks (a modest increase over December). This included 1,294 link clicks to Riverfront Shops ads, 425 clicks to regular Farmers' Market ads, and 209 clicks to Farmers' Market vendor recruitment ads.

The Riverfront Shops page had 12,922 "likes" at the end of January 2020, and the Farmers' Market page had 2,731 "likes" (a modest increase for both).

GOLD

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

DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY - Riverfront Shops Project Update • 02/18/21	
Job	Action Steps
BROCHURES – <i>Visitors Centers, Lodging, Etc.</i>	Update brochures for next printing. NEXT: FINISHED.
COMMUNITY PRINT ADVERTISING – <i>Newspapers & Magazines</i>	Observer and Daytona Times ad buys. NEXT: FINISHED.
E-BLASTS – <i>Consumer & Merchant</i>	Write and distribute consumer and merchant eblasts weekly/monthly. Distributed two blasts for the Wine & Chocolate event. NEXT: Awaiting St. Patrick's Day event details.
FARMERS' MARKET PROMOTION – <i>Ongoing Campaign</i>	Includes print Facebook, Instagram, and Google advertising, e-blasts, calendar updates, press releases, posts (by Manager), and brochure distribution. Prepared a special Tactical Plan (pro bono) to assist with vendor recruitment. NEXT: Meeting set-up with Worldwide Aquaponics.
GOOGLE ADS – <i>Ongoing Campaign</i>	Ongoing search and display advertising. NEXT: "Open for Business," Farmers' Market, and Wine & Chocolate ads running.
KIOSK DIRECTORIES – <i>Maps & Listings</i>	Posters updated 5-6 times per year. Walking map updated. Holiday directory poster completed. NEXT: Awaiting event art for next poster.
ONLINE CALENDAR UPDATES – <i>Website & Facebook</i>	Calendar updates made daily/weekly as received. NEXT: Update calendars when new events are announced.
PHOTOGRAPHY – <i>Throughout Downtown</i>	List of shots needed sent to City Communications Department monthly. NEXT: Awaiting shots from the City. Also, GOLD to conduct a shoot once streetscape work is finished.
PRESS RELEASES – <i>Businesses & Events</i>	Prepare releases monthly and review those from the City, County, and VCB. Farmers' Market holiday releases prepared. Wine & Chocolate event releases sent and picked up. NEXT: Awaiting St. Patrick's Day event details.
RESEARCH – <i>Consumer/Merchant Surveys</i>	GOLD conducted secondary research on best practices and presented at August DDA meeting. Merchant survey on sidewalk sales deployed 9/20 and 10/8, and results presented at the October DDA meeting. NEXT: Board chairman requested at Oct. DDA mtg. that additional tactical research be conducted in the spring of 2021. Present questionnaire in March.
SNAP – <i>Communications Materials</i>	Created press release, print ads, radio ads, posters, and banners. SNAP also mentioned in The Observer and Daytona Times holiday ads. NEXT: SNAP messaging included in Farmers' Market promotion.
SOCIAL MEDIA ADVERTISING – <i>Facebook & Instagram</i>	Present analytics monthly. "Open for Business," Farmers' Market, and Wine & Chocolate ads running. NEXT: Awaiting St. Patrick's Day event details.
SOCIAL MEDIA POSTING – <i>Farmers' Market</i>	Farmers' Market posts are made by the Market Manager. NEXT: Continue ongoing posting.
SOCIAL MEDIA POSTING – <i>Riverfront Shops</i>	New events are posted daily/weekly as received. Event organizers and City also post. "Liked" merchant and business pages as Riverfront Shops page. Shared Farmers' Market events. NEXT: City and GOLD to continue ongoing posting.
STRATEGIC MARKETING PLAN – <i>Annual</i>	Plan updated for DDA board presentation in July '20. Tactical Plan spreadsheets for the 2020-2021 year presented to the DDA board and revised monthly. NEXT: Continue ongoing spreadsheet updates. (Begin developing the '21-'22 plan in June.)
TACTICAL PLAN – <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. '20.) NEXT: Continue to implement the plan in the 2020-2021 fiscal year.
WEBSITE – <i>Riverfront Site Listing & Content Updates</i>	Maintain and optimize continuously, including events calendar. Merchant listings continually updated. Wine & Chocolate event art, details, and ticket link added to the site. NEXT: Continue updating the site. Add St. Patrick's Day event information when received.
DISCOUNT CARD – <i>Merchant Promotion</i>	GOLD continues to add participating merchants to Discount Card web page. E-blasts sent to merchants to update their listings. NEXT: Client distributing information and signs to participating merchants.
STREET BANNERS – <i>Regarding Downtown Renovations</i>	Design posters to explain how the renovations benefit the Riverfront Shops and customers. Prepared banner art 2/24 and City printed. Holiday and general pole banners designed pro bono and installed. NEXT: FINISHED.
DDA BOARD PRESENTATION – <i>Monthly Meeting Prezi</i>	GOLD prepares monthly meeting reports and presentations. NEXT: GOLD to prepare meeting materials monthly.
RADIO ADVERTISING – <i>Holiday Campaign</i>	Scripts and buy prepared for local radio holiday advertising. NEXT: FINISHED.
FARMERS' MARKET VENDOR CAMPAIGN – <i>Recruitment Marketing</i>	Multimedia program created to reach organic farmers. NEXT: Distribute blasts to U.S. Farm database, and begin "Fresh from Florida" program. Meeting set-up with Worldwide Aquaponics.

THE CITY OF DAYTONA BEACH DDA



G O L D

Marketing Communications

Presentation

AGENDA



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

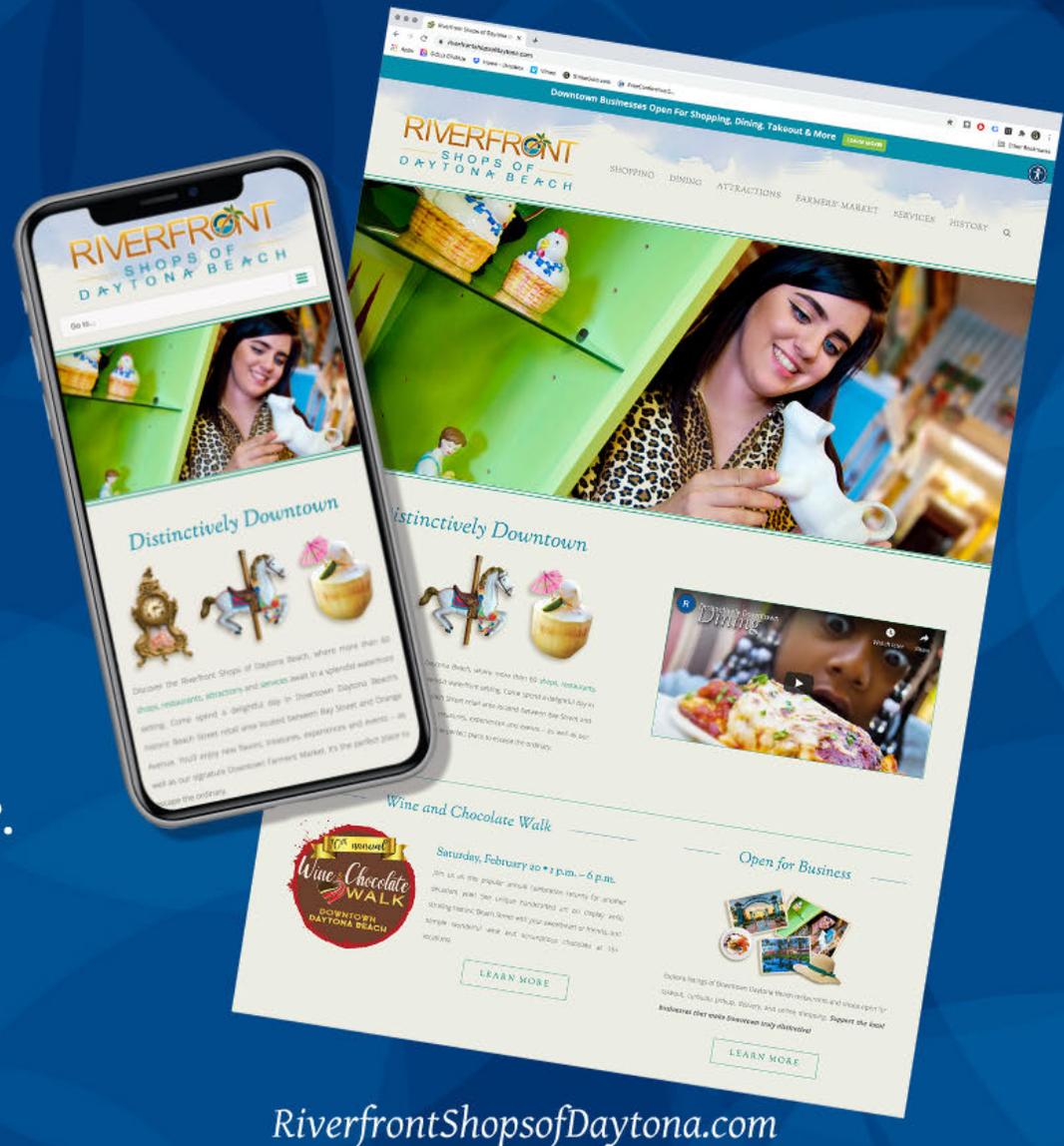


1. JANUARY-FEBRUARY

Tactical Highlights

WEBSITE:

- *Calendar of Events and Merchant Listings are Updated Continuously.*
- *Wine & Chocolate Walk is Being Featured.*
- *Partnerships Added to the Discount Program Landing Page.*
- *Services Being Offered Have Been Updated on the "Open for Business" Page.*



RiverfrontShopsOfDaytona.com

1. JANUARY-FEBRUARY

Tactical Highlights

ADVERTISING:

- *Google Search and Display Ads Promote the Farmers' Market, "Open for Business" Page, and Special Events.*
- *Ads are Targeted Based on Past Engagement, Geography, and Online Behaviors and Interests.*
- *Retargeting Campaign Engages Customers Who are Still Shopping.*



Online Event Ads

1. JANUARY-FEBRUARY

Tactical Highlights

COLLATERAL MATERIAL:

- *The Special Winter Rack Card Has Been Distributed to Merchants and are in the Racks.*
- *Branding Campaign Banners Have Been Produced.*
- *Kiosks are Updated Seasonally.*



Winter Rack Card



Branding Campaign Banners

1. JANUARY-FEBRUARY

Tactical Highlights

E-MARKETING:

- Regular Blasts are Distributed to Customers, Prospects, and Merchants.
- Vendor Recruitment Blasts for the Farmers' Market Have Been Developed.
- Databases are Continuously Updated.

PUBLIC RELATIONS:

- Press Releases are Written Regularly, and the Wine & Chocolate Event was Picked-Up.



Consumer
E-Blasts

2. CAMPAIGN

Tracking & Analysis

CUSTOMER ENGAGEMENT: *Website Traffic Continues to Grow.*



January Report

3. DOWNTOWN MARKETING

Campaign Enhancements

FARMERS' MARKET PUSH

- *Online Ads, E-Marketing and P.R. Promote the Market.*
- *Market Manager Continues Posting.*
- *Database and Social Media Marketing Campaign was Launched on a Limited Basis to Recruit Additional Organic Farmers.*
- *Discussions Held With Organic Farms, Including Worldwide Aquaponics.*



DOWNTOWN
**FARMERS'
MARKET**
DAYTONA ♦ BEACH

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	6	13	20	
A. GENERAL MARKETING SERVICES – \$46,400 (Original Budget)																																\$46,400							
SUPPLIES	Kiosk posters (6 printings - \$100/ea.).	N/A	N/A	\$100						\$100					\$100						\$100							\$100							\$600				
TECHNICAL SERVICES	Fees for MailChimp (\$500), domains (\$100), and web hosting (\$150).	N/A	N/A	\$800																														\$800					
PROFESSIONAL SERVICES	Marketing agency fees for strategic planning; consultation; media negotiations; email marketing; online/offline advertising; social media; public relations; research; web maintenance; and related copywriting, design, and production.	N/A	N/A	\$3,750						\$3,750					\$3,750						\$3,750						\$3,750							\$45,000					
B. DOWNTOWN MARKETING MEDIA – \$31,800 (Original Budget)																																\$32,767							
Online	Google geo-targeted search and display ads (including remarketing).	2 Weeks Prior	1 Week Prior	\$800						\$1,200				\$900						\$800							\$400							\$7,800					
Social	Social media geo-targeted ads.	2 Weeks Prior	1 Week Prior	\$800						\$1,200				\$900						\$800							\$400							\$7,800					
Offline: Broadcast	Radio advertising media and production. (Southern Stone \$945/wk.) (Formerly the TV budget.)	3 Weeks Prior	2 Weeks Prior							\$1,690				\$945																				\$6,615					
Offline: Print	Large space full-color ads in the Observer Group (\$1,936/mo.) and Daytona Times (\$1,375/wk.)	2 Weeks Prior	2 Weeks Prior	\$810						\$3,360				\$4,033 *						TBD							TBD						\$8,203						
Offline: Brochure Displays	Rack card, printing 7,500 units (including 1,000 for merchants), distributed at 133 locations.	2 Weeks Prior	2 Weeks Prior											\$882						\$489													\$2,349						
C. DOWNTOWN EVENTS – \$50,000 (Original Budget)																																\$15,000							
EVENT MARKETING*	Budget set aside for FY 2020-2021 event fees and advertising.	4 Weeks Prior	3 Weeks Prior																	Wine & Chocolate														\$15,000					
D. MARKET@MAGNOLIA – \$5,800 (Original Budget)																																\$6,795							
Online	Google geo-targeted search and display ads (including remarketing).	2 Weeks Prior	1 Week Prior	\$400						\$300				\$200						\$400							\$200						\$2,700						
Social	Social media geo-targeted ads, including vendor recruitment advertising (\$200/mo for 3 months).	2 Weeks Prior	1 Week Prior	\$400						\$500				\$400						\$400							\$200						\$3,300						
E-Marketing	E-mail recruitment marketing program to farmers.	2 Weeks Prior	1 Week Prior							\$795																							\$795						
TOTAL				\$7,860						\$12,995				\$14,663					\$7,777		\$11,339					\$10,839		\$5,539				\$9,950	\$5,050	\$4,950	\$5,050	\$4,950	\$ 100,962		

Production
Materials Distributed/Run
Completed
TBD

Updated Plan

4. QUESTIONS & ANSWERS



*Thank You
for Your
Partnership!*

