

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, March 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.
---	---	---	---

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: February 25, 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. MMB Properties Report
- d. Events Update
 - i. St. Patrick's Day Follow-up
 - ii. Event Agreements
- e. Farmers' Market Update
- f. Downtown Projects Update

6. Gold & Associates Presentation

- a. Monthly Presentation

7. Public Comments

8. Board Comments

9. Adjournment

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Thursday, February 25, 2021**

The meeting of the Downtown Development Authority was held Thursday, February 25, 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

Mr. Michael Sznajstajler, Chair
Ms. Sheryl Cook, Vice Chair (arrived at 8:15 a.m.)
Mr. Joseph Hopkins
Ms. Tammy Kozinski
Ms. Quanita May, Commissioner

Staff Members Present

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

1. Call to Order

Mr. Sznajstajler called the meeting to order at 8:06 a.m.

2. Roll Call

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

3. Approval of Minutes

Regular Meeting – January 28, 2021

A motion was made by Ms. Kozinski, seconded by Ms. May, to approve the minutes of the Regular Meeting of January 28, 2021 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 noting crime is down by 17%. Capt. Lee stated the department has been addressing the issue that was brought to his attention at the last meeting regarding the bus stop near the Marina.

Ms. Cook arrived for the meeting at 8:15 a.m.

b. Monthly Financial Report

Mr. Berger stated revenue at the Farmers' Market continues to be low. Mr. Berger stated the budget needs to be corrected to adjust the expenses in advertising.

Mr. Berger provided a map to the Board that showed the boundaries of the DDA. Mr. Berger stated at some areas, the DDA area extends over to Segrave, one block from the railroad, and extends to Beach Street; and to the north, it extends to the site of the former car dealerships.

Ms. May asked if the one-block area along Dr. Mary McLeod Bethune Blvd. is included in the DDA.

Mr. Berger stated yes.

Ms. May asked if funds from the DDA could be used in the MMB area and if events could extend into that area.

Mr. Sznajstajler stated the DDA has a license with the city to operate events in a specific area.

Mr. Berger stated the license agreement is intended for the core downtown Beach Street area but that does not preclude the DDA from going back to the city to ask for a license for an event in that area.

Mr. Jagger stated the area was created by the State Legislature and it is a defined zone. Mr. Jagger stated the intent was for activities and events in a specific area defined by a license agreement; and that area does not include MMB but the agreement could be extended to include that area.

Ms. May asked if the property owners along the one-block area of MMB pay the extra mill. Ms. May questioned if people are paying the extra mill and do not benefit from the events.

Mr. Sznajstajler stated he pays an extra mill for his office along Ridgewood; and Mr. Hopkins pays the extra mill for his office at the Marina. Mr. Sznajstajler stated many people pay the extra mill that do not benefit from the events.

Ms. May asked if it is possible to extend events up to the first block of MMB and is that something the DDA would consider doing. Ms. May stated that area does not have anything happening and they need a source of funding. Ms. May stated the area is paying into the fund and there are some residential units there. Ms. May stated there will be a park soon that will have a huge Mary McLeod Bethune statue and people will be going to the park via MMB. Ms. May stated there are four businesses along MMB that would benefit from events but right now no one is going down that street.

Mr. Sznajstajler stated the DDA sets aside funds for each event and a budget is set to hold events in the downtown as well as advertising for the downtown.

Ms. May stated the City Commission has started to have strategic budget meetings; and the time is now to ask for more funds for the DDA and she feels the DDA would receive a favorable response.

Ms. Kozinski stated an event could be held specific to that area but noted attempts have been made to hold events in other areas. Ms. Kozinski stated people do not like to walk by empty store fronts.

Ms. May stated Ridgewood and the railroad tracks are natural barriers.

Ms. Kozinski stated vacant buildings are a natural barrier; and if something is not placed in front of the closed doors, people walk by them.

Mr. Sznajstajler stated the DDA made a decision to get out of the event business. Mr. Sznajstajler stated if someone wants to hold an event there and meets the criteria, the DDA can support and promote it. Mr. Sznajstajler stated he does not believe it is a good use of DDA funds to be an event promoter.

Mr. Hopkins stated he feels the DDA should take into consideration what is involved in that area. Mr. Hopkins stated the area being discussed is one block west of U. S. 1 and there are many vacant parcels there.

Mr. Sznajstajler suggested placing this item on the agenda for next month.

Mr. Berger stated he will provide additional information on the topic at the next meeting.

Mr. Hopkins asked that properties be identified that are unoccupied and vacant. Mr. Hopkins stated he has done work in that area in attempt to revitalize the area and it is a challenge.

Ms. May stated her concern is for the businesses that are on Dr. Mary McLeod Bethune Blvd. that are paying the 1 mill and Beach Street is primarily benefitting from it. Ms. May stated she feels if the DDA asked for additional funding for that area it would be favorably looked upon.

Ms. Kozinski asked if Ms. May could ask for additional funds for the area south of Orange because right now, no events are held there.

Ms. May stated she is not saying to focus in one area; but if those areas are paying the additional mill, they should receive benefit from that.

c. Events Update

i. Wine & Chocolate Walk Follow-up

Al Smith, Bullseye Direct Marketing, stated this year's event was the largest that has been held in the 10 years since he started the event. Mr. Smith stated he had great reviews from the merchants and the event was attended by almost 800 people. Mr. Smith stated the merchants have expressed interest in holding additional events.

ii. St. Patrick's Day and Cinco de Mayo Event Sponsorship Agreement

Mr. Smith stated he has been advised by Mr. Berger that the permit for the event is available and there will be assistance from the city.

Mr. Smith stated he provided a list of proposed events to the DDA, which includes the Beer and Bacon event in March; an additional wine event, Cinco De Mayo, Beer and Burgers; and a number of Downtown Daytona Nights. Mr. Smith stated addressing Ms. May's concern, the St. Patrick's Day event will focus on the two blocks to the south of ISB and Cinco de Mayo will focus on the two blocks to the north. Mr. Smith stated he will need assistance from the city in paying fees for the street closures.

Ms. Kozinski stated Ms. May indicated last month that she would talk with the Hispanic Chamber about participating in the Cinco de Mayo event.

Ms. May stated the Hispanic Chamber of Commerce will be having an after-hours event for Cinco de Mayo at the Wine Bar that will be opening

and will be bringing an additional event to that location in the months ahead. Ms. May stated she will provide contact information for the Hispanic Chamber of Commerce to Mr. Smith so he may contact them to see if they are interested in parting in his Cinco de Mayo event.

Mr. Berger stated Mr. Smith wants to make sure the DDA is comfortable with the list of events that has been proposed.

Mr. Smith stated he is asking for funding for the proposed events as are outlined in the hand-out. Mr. Smith stated there has been discussion that additional funds may be available from the City Manager's office. Mr. Smith stated if the DDA would like, they could approve events through Cinco de Mayo and then determine future funding for events.

Mr. Jagger stated the contract with BullsEye is for two events so a contract will need to be prepared for additional events.

Mr. Berger stated all the events listed total \$50,000 which is the amount of the budget approved by the DDA.

Ms. Cook stated in the last contract for the two events, Bullseye was given a 30 day cancellation clause in the event Bullseye would be unable to secure a sponsorship. Ms. Cook stated the timing is very close in order to provide that option for the Beer and Bacon event.

Mr. Jagger stated there was a right to cancel in 30 days and there was also a Covid clause as well.

Mr. Smith stated he suggested looking at events through Cinco de Mayo. Mr. Smith stated the events where the street is closed is where he needs assistance.

Mr. Sznajstajler stated he agrees with providing support for the two upcoming events.

Mr. Jagger noted that the current contract with BullsEye has not been executed; and he could revise the contract to include the two upcoming events.

Board Action:

A motion was made by Ms. Cook, seconded by Mr. Hopkins, to add two events to the contract with BullsEye Direct Marking for March 27, 2021 and April 10, 2021, including the 30 day cancellation clause and providing a \$6,000 sponsorship for each event. The motion carried (5-0).

Public Comments:

There were no public comments.

Mr. Hopkins thanked Mr. Smith for what he is doing to promote the downtown.

Ms. Kozinski thanked Mr. Smith for his efforts and noted customers have asked her when additional events will be held.

Mr. Smith stated the reason the contract has not been executed is because he does not have a permit and he does not have confirmation on the amount of funding from the City to help with the fees.

Mr. Berger stated the City Manager has verbally extended the offer to help with the event costs for St. Patrick's Day and consideration is being given to future events. Mr. Berger stated he has been told the event has been permitted and Mr. Smith could walk downstairs to the office to check on it.

Mr. Sznajstajler stated if Mr. Smith does not have the permit by Monday, please let Mr. Berger know.

Mr. Berger provided budget information to the Board. Mr. Berger stated in August, a \$10,000 change was made to transfer money from the advertising account to events. Mr. Berger stated when he advised the Budget Office about the \$10,000 change, an additional \$10,000 was changed so he will be making the correction to realign the budget. Mr. Berger stated he just wanted to make sure the DDA was aware of the error.

- d. Farmers' Market Update
 - i. Valentine's Day

Mr. Berger stated there was a storm on Valentine's Day and the event was a wash-out. Mr. Berger stated a tent was destroyed during the storm.

Mr. Berger stated the Market Manager's monthly report for January is included as part of the packet.

Ms. Kozinski stated she continues to receive complaints about the preacher.

Mr. Jagger stated if the actions of the preacher disrupt the Market, he can be asked to leave.

Ms. May stated her clients are disrupted by the preacher when they enter and exit her studio.

Mr. Jagger stated he has advised Mr. Berger that it will be up to him and the Police Department to enforce the rules and trespass laws. Mr. Jagger stated the Police Officer will have a camera which will document the actions as well. Mr. Jagger stated any documentation or video will help support the city's viewpoint.

Mr. Berger stated he has asked those who complain to put it in writing.

Mr. Sznajstajler stated he has witnessed a young person handing out materials for the preacher.

Mr. Hopkins stated the preacher is a detriment to the market and there has to be a way to control it.

Mr. Jagger stated a section could be added to the rules that says there is no soliciting unless the solicitor has rented a booth.

Ms. Cook suggested asking the Police Officer to carry a decibel reader to determine the volume from the preacher's bull horn.

Mr. Sznajstajler left the meeting at 9:45 a.m.; and Ms. Cook assumed the role of Chair.

e. Downtown Projects Update

Mr. Berger distributed the schedule for the Daytona Tortugas game for the upcoming baseball season.

Ms. Kozinski asked how the Daytona Tortugas will be handling attendance.

Ms. May stated she has a meeting scheduled with representatives from the Daytona Tortugas and will find out about attendance, as well as their plan for the name change to Jackie Robinson Parkway as an event which she hopes will include all parts of Beach Street as well as parts of Dr. Mary McLeod Bethune.

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, referring to Ms. May's

comments, that Gold & Associates could spotlight on different parts of the historic downtown area that is part of the taxing district that people may not know a lot about. Mr. Gold stated the Marina area could also be highlighted.

Mr. Gold stated the Calendar of Events and merchant listing are continually updated. Mr. Gold stated he is working with the City's Public Information Office to promote the downtown branding. Mr. Gold stated the Wine & Chocolate Walk was featured on the webpage and future events will be added to the home page, the calendar, and will have landing pages as well.

Mr. Gold stated he continues to promote the Farmers' Market and contacts many groups to see if they are interested in being vendors. Mr. Gold stated the people from Worldwide Aquaponics have indicated they will visit the market this weekend.

7. Public Comments

There were no public comments.

8. Board Comments

Ms. May stated strategic budget meetings will be held and wanted to know if the DDA wants to ask for more funding from the City Commission to hold additional events. Ms. May wanted to know if the DDA wants to hold an event each month.

Al Smith, Bullseye Direct Marketing, stated quality is of the utmost importance. Mr. Smith stated having one event a month is a good goal to have. Mr. Smith stated during the cooler winter months, maybe events could be held every other week.

Ms. May stated events need to be planned to coordinate with events that may be planned for the new Riverfront Park.

Ms. Kozinski stated she did not know about the Scavenger Hunt that was held last weekend. Ms. Kozinski stated she understood a permit is not required for such an event, but asked if the city knew the event was being held.

Mr. Berger stated staff was not aware of that event.

Ms. Cook stated there has not been a Calendar of Events for the City and not knowing of events is not fair to anyone.

Mr. Berger stated there is an internal calendar produced by Cultural Affairs of all events, including those that are permitted and events at the Bandshell.

9. Adjournment

There being no further business, the meeting was adjourned.

Michael O. Sznajstajler, Chair

Becky Groom, Board Secretary



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

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

MEMORANDUM

DATE: March 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 March 19, 2021.

General Activities			
Revenues	Projection	Received to Date As of 3/19/21	Balance
Ad Valorem	\$ 141,012	\$ 119,478.56	\$ 21,533.44
Downtown CRA Payment	\$ 98,440	\$ 61,056.13	\$ 37,383.87
Interest	\$ 50	\$ -	\$ 50.00
Total	\$ 239,502	\$ 180,534.69	\$ 58,967.31
Line Item	Appropriation	Spent to Date As of 3/19/21	Balance
Professional Services	\$ 45,000	\$ 22,500.00	\$ 22,500.00
Care and Subsistence	\$ 300	\$ 89.18	\$ 210.82
Advertising	\$ 34,000	\$ 27,705.20	\$ 6,294.80
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	\$ 61,056.13	\$ 37,383.87
Contingency	\$ 5,312	\$ -	\$ 5,312.00
Total	\$ 189,502	\$ 111,629.10	\$ 77,872.90

Farmers' Market Activities			
Revenues	Projection	Received to Date As of 3/19/21	Balance
Vendor Revenue	\$ 22,000	\$ 4,391.00	\$ 17,609.00
Sponsorship	\$ 2,000	\$ -	\$ 2,000.00
Market Booth Sales	\$ 4,000	\$ -	\$ 4,000.00
DDA SNAP Revenues	\$ 4,000	\$ 1,695.15	\$ 2,304.85
Total	\$ 32,000	\$ 6,086.15	\$ 25,913.85
Expenses	Appropriation	Spent to Date As of 3/19/21	Balance
Market Manager	\$ 18,000	\$ 5,900.00	\$ 12,100.00
Projects (SNAP Program)	\$ 3,000	\$ 1,200.00	\$ 1,800.00
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	\$ 1,963.90	\$ 2,036.10
Booth Merchandise	\$ 1,000	\$ -	\$ 1,000.00
Other Materials & Supplies	\$ 1,500	\$ -	\$ 1,500.00
Total	\$ 32,000	\$ 10,278.90	\$ 21,721.10
Profit/Loss		\$ (4,192.75)	

Downtown Event Activities			
Revenues	Projection	Received to Date As of 3/19/21	Balance
Vendor Revenue	\$ -	\$ -	\$ -
Event Sponsorship	\$ -	\$ -	\$ -
Total	\$ -	\$ -	\$ -
Expenses	Appropriation	Spent to Date As of 3/19/21	Balance
Event Promotion	\$ 50,000	\$ 3,353.07	\$ 46,646.93
Total	\$ 50,000	\$ 3,353.07	\$ 46,646.93
Profit/Loss		\$ (3,353.07)	
DDA Budget Summary			
	Budget	Actual	Balance
Total DDA Revenues	\$ 271,502	\$ 186,621	\$ 84,881
Total DDA Expenditures	\$ 271,502	\$ 125,261	\$ 146,241
Balance	\$ -	\$ 61,360	\$ (61,360)
Reserves	\$ 39,968	\$ -	\$ 39,968
Notes:			
1. Appropriations reflect budget as amended by the DDA on February 25, 2021.			



THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

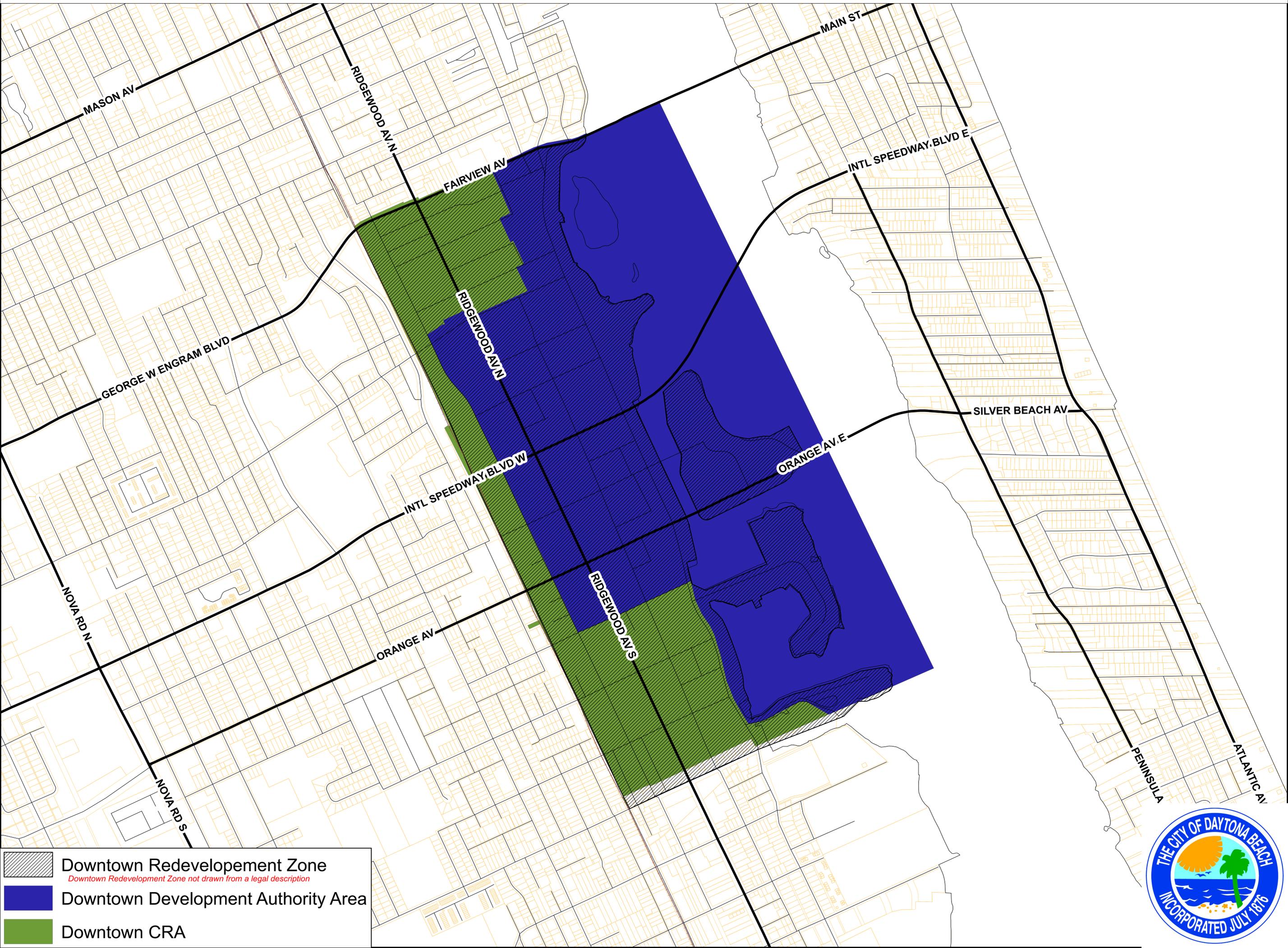
POST OFFICE BOX 2451
DAYTONA BEACH, FLORIDA 32115-2451
PHONE (386) 671-8180
Fax (386) 671-8187

MEMORANDUM

DATE: March 19, 2021
TO: Downtown Development Authority Members
FROM: Reed Berger, Redevelopment Director
SUBJECT: MMB Properties Report

At the Board's February meeting staff was requested to provide a map showing the properties located on Dr. Mary McCleod Bethune Blvd. between Segrave St. and Ridgewood Ave. Detail requested included an aerial map showing parcels and vacant lots and buildings which is attached for your review. At the meeting staff will also provide information about the DDA revenues from this area related to the Beach Street area.

City of Daytona Beach Redevelopment Areas



 Downtown Redevelopment Zone
Downtown Redevelopment Zone not drawn from a legal description

 Downtown Development Authority Area

 Downtown CRA



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: March 19, 2021
TO: Downtown Development Authority Members
FROM: Reed Berger, Redevelopment Director
SUBJECT: Downtown Farmers' Market Report

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



The Daytona Beach Downtown Development Authority

DOWNTOWN FARMERS' MARKET MONTHLY REPORT

FEBRUARY 2021

by Melanie John, Market Manager

February 6

Market Summary:

Today was a little windy and cloud overcast most of the day. No rain however and the temperatures were not terrible. Market traffic started off slow however picked up around 9a. Turn out was decent today. Caribbean Rhythm no call/no show. I had a DJ stand in which played from 10a-Noon at the very last minute.

Vendor Recruitment:

Emailed applications to 2 new prospects, one makes jewelry out of crystals and rocks, and the other is an artist who does his own paintings.

Vendor Activity:

Lots of old vendors scheduled to return this up-coming Saturday. Hoping for a nice turn out for the event.

Events/Promotions:

Bridgette is scheduled to play for next week. Next week will be our Valentines event. Will be having themed Valentines products, photo booth, as well as valentines treats for the vendors and a few regular customers who shop there.

February 13

Market Summary:

Market started off very good. Had an early traffic flow as downpour rain came in around 10am. Market tent was destroyed as a puddle of rain created too much weight on the roof tarp and the frame bent and collapsed. Once the rain started all traffic flow ceased as well as vendor activity.

Vendor Recruitment:

New vendor to start next week. They make their own soaps and shampoos.

Vendor Activity:

Vendors were in good holiday spirit however the heavy rain made it an early day. Sales were good for them in the morning part.

Events/Promotions:

Bridgette is scheduled to play for next week. We will be having the photo shoot rescheduled for next week due to weather this week.

February 20

Market Summary:

The day was a kind of chilly day. Some vendors brought space heaters and others blankets. Bridgette played today from 9a-Noon. We had a guest DJ player play at the opposite end from about 11a-Noon. Wine and chocolate walk created a later traffic flow for us as their patrons were already arriving by noon looking to buy tickets and vendors looking for set up spots. Being so close to the other event created exposure for the market.

Vendor Recruitment:

Spoke with a possible vendor, “Aquaponics”; she would like to sell fully organic produce naturally filtered by striped bass in a hydroponic system.

Vendor Activity:

2 new vendors started today, one being Mystic Eleven; she makes crystal wrapped jewelry. The other being Carter’s Soaps; he makes organic soaps and lotions.

Events/Promotions:

Bridgette is scheduled to play next week.

February 27

Market Summary:

Today was a beautiful day in weather. Bridgette played today from 9a-Noon. Great traffic flow throughout the day. Preacher was present using his megaphone during performances and his daughter passing out leaflets inside the market. I requested for him to take the megaphone away especially during performances however he declined. He agreed to turn volume down, however stated he has no way of seeing how loud his megaphone is due to his knobs not having proper volume level notches, and stated the volume may or may not go back up after he turns machine off and then back on again. Officer Fritz was present to assist as well as Reed Berger. A solution has not yet been established for managing his megaphones level of volume other than constantly requesting to turn volume down.

Vendor Recruitment:

Followed up with Worldwide Aquaponics; will be visiting her farm soon in order to seal the deal on a new organic vendor.

Vendor Activity:

New produce guy Brian delayed his start date and will be shooting for next Saturday. Natural Springs dairy returned as Patrick only had a stomach virus and is well again. Mystic Seven will be changing to monthly rate as they have been doing very well so far. Carters Soaps was struggling; gave him pointers on better presentation as well as having a visible sign stating who he was and what he is offering.

Events/Promotions:

Bridgette is scheduled to play next week.

THE CITY OF DAYTONA BEACH DDA



G O L D

Marketing Communications

Presentation

AGENDA



1. February-March Tactical Highlights
2. Campaign Tracking & Analysis
3. Questions & Answers

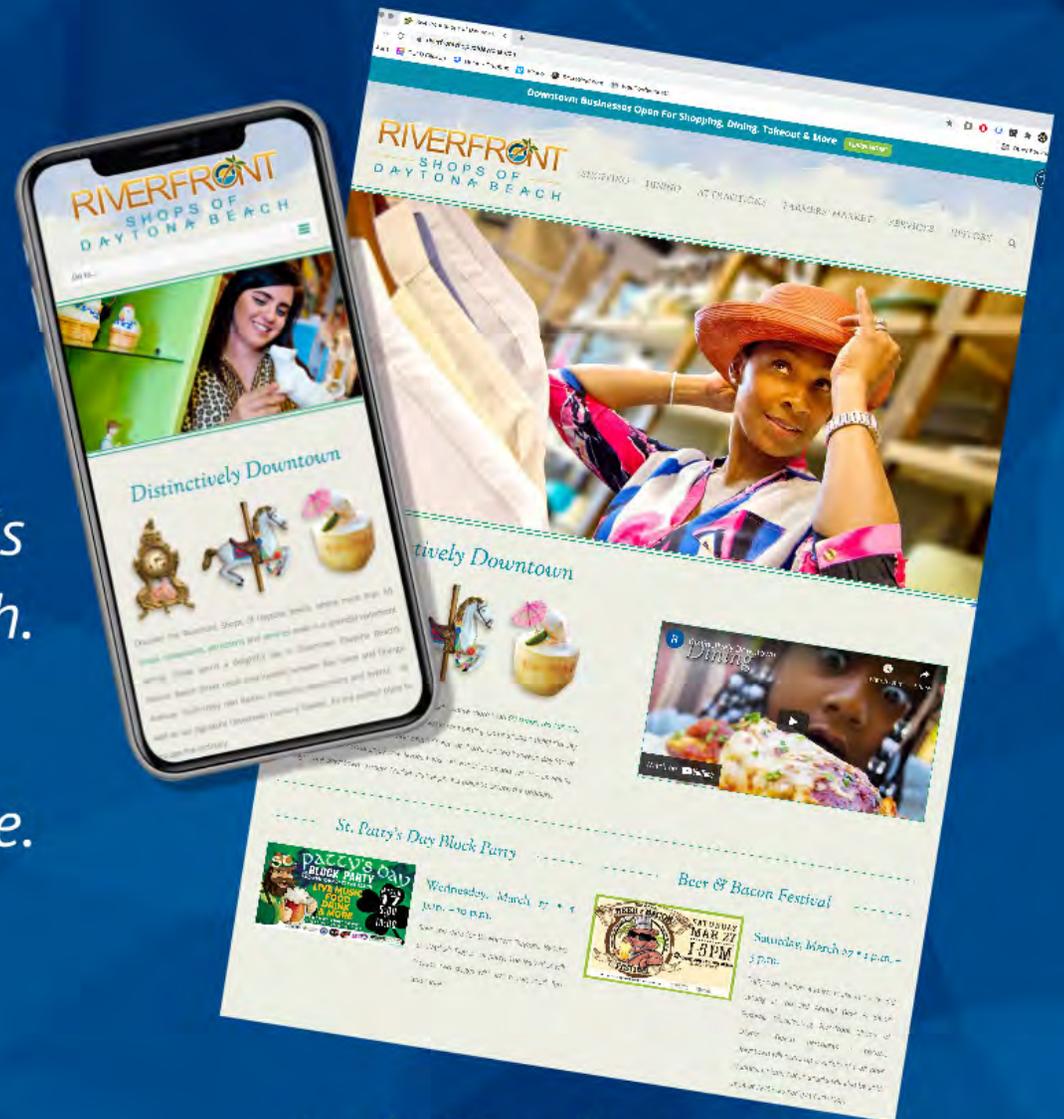


1. FEBRUARY-MARCH

Tactical Highlights

WEBSITE:

- *Calendar of Events and Merchant Listings are Updated Continuously.*
- *Wine & Chocolate Walk Featured in February, St. Paddy's Day and Beer & Bacon in March.*
- *Partnerships Added to the Discount Program Landing Page.*
- *Services Being Offered Have Been Updated on the "Open for Business" Page.*

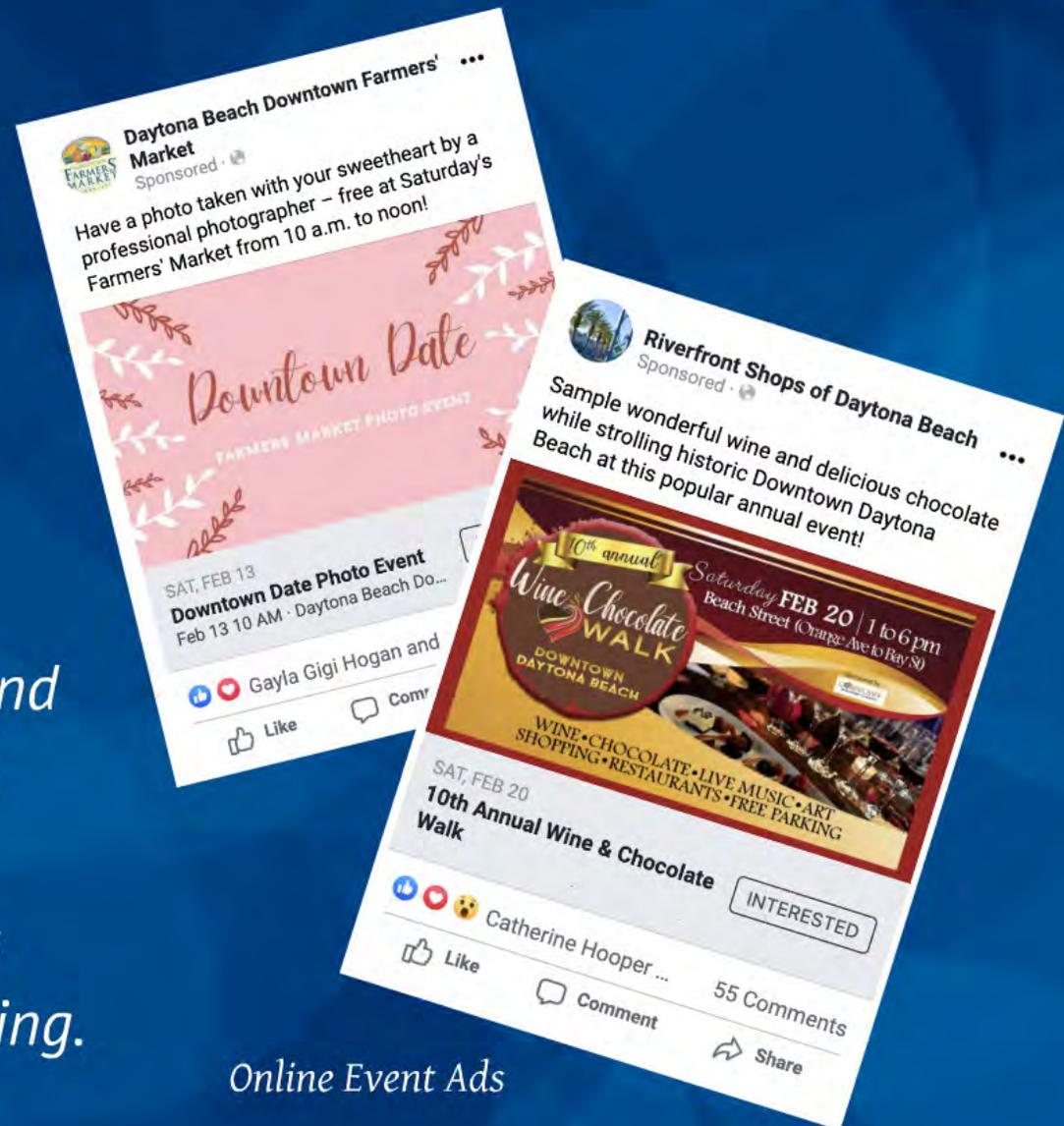


1. FEBRUARY-MARCH

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. FEBRUARY-MARCH

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 to Feature the Latest Events and Farmers' Market.*



Winter Rack Card



Event Kiosk Poster



Branding Campaign Banners

1. FEBRUARY-MARCH

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.
- Wine & Chocolate and St. Paddy's Releases Were Picked Up.



Consumer E-Blasts

1. FEBRUARY-MARCH

Tactical Highlights

FARMERS' MARKET:

- *Online Ads, E-Marketing and P.R. Promote the Market.*
- *Market Manager Continues Posting.*
- *Database and Social Media Marketing Campaign was Launched.*
- *Discussions Held With Organic Farms.*



2. CAMPAIGN

Tracking & Analysis

CUSTOMER ENGAGEMENT: *Website Traffic Continues to Grow.*



February Report

2. CAMPAIGN

Tracking & Analysis

BUDGET: *Tentatively Includes \$50,000 for Special Events*

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

MEDIA	DESCRIPTION	SPACE CLOSE	MAT. CLOSE	OCT			NOV			DEC			JAN			FEB			MAR			APR			MAY			JUNE			JULY			AUG			SEPT			TOTALS										
				5	12	19	26	2	9	16	23	7	14	21	28	4	11	18	25	1	8	15	22	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14		21	28	5	12	19	26	2	9	16	23
A. GENERAL MARKETING SERVICES – \$46,400 (Original Budget)																																																		
SUPPLIES	Kiosk posters (8 printings - \$100/ea.)	N/A	N/A	\$100																																\$600														
TECHNICAL SERVICES	Fees for MailChimp (\$550), domains (\$100), and web hosting (\$150).	N/A	N/A	\$800																																	\$800													
PROFESSIONAL SERVICES	Marketing agency fees for strategic planning; consultation; media negotiations; email marketing; online/offline advertising; social media; public relations; research; web maintenance; and related copywriting, design, and production.	N/A	N/A	\$3,750																																	\$45,000													
B. DOWNTOWN MARKETING MEDIA – \$31,800 (Original Budget)																																																		
Online	Google geo-targeted search and display ads (including remarketing).	2 Weeks Prior	1 Week Prior	\$500																																	\$7,800													
Social	Social media geo-targeted ads.	2 Weeks Prior	1 Week Prior	\$800																																		\$7,800												
Offline: Broadcast	Radio advertising media and production. (Southern Stone \$945/wk.) (\$1,200 added for Beach TV on 3/18/21.)	3 Weeks Prior	2 Weeks Prior																																			\$7,815												
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																																		\$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																																			\$2,348												
C. DOWNTOWN EVENTS – \$50,000 (Original Budget)																																																		
EVENT MARKETING*	Budget set aside for FY 2020-2021 event fees and advertising.	4 Weeks Prior	3 Week Prior																																				\$50,000											
D. MARKET@MAGNOLIA – \$5,800 (Original Budget)																																																		
Online	Google geo-targeted search and display ads (including remarketing).	2 Weeks Prior	1 Week Prior	\$400																																		\$2,700												
Social	Social media geo-targeted ads, including vendor recruitment advertising (\$200/mo for 3 months).	2 Weeks Prior	1 Week Prior	\$400																																		\$3,300												
E-Marketing	E-mail recruitment marketing program to farmers.	2 Weeks Prior	1 Week Prior																																			\$795												
TOTAL				\$7,860																																		\$ 137,162												

Production
Materials Distributed/Run
Completed
TBD

Updated Plan

3. QUESTIONS & ANSWERS



*Thank You
for Your
Partnership!*



DAYTONA BEACH DDA

FEBRUARY 2021 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Friday, March 19, 2021

The Riverfront Shops continued to engage large numbers of online visitors in February 2021 in spite of the pandemic. Overall, traffic was down slightly due to the shorter month and increased costs per click from online advertising (*which were also seen in February of last year*).

Overall Traffic

WEBSITE VISITATION TRENDLINE



February 2021 had 9,434 sessions and 12,537 pageviews. Visitation was fairly even across the month.

TOP PAGES

Most Viewed Pages		
Page		Pageviews
/open-for-business/		6,186
/farmers-market/		1,587
/		1,368
/shopping/		309
/events/		250
/organizer/daytona-beach-downtown-farmers-market/		242
/dining/		191
/brochures-and-maps/		175
/attractions/		138
/event/wine-chocolate-walk-2/		110

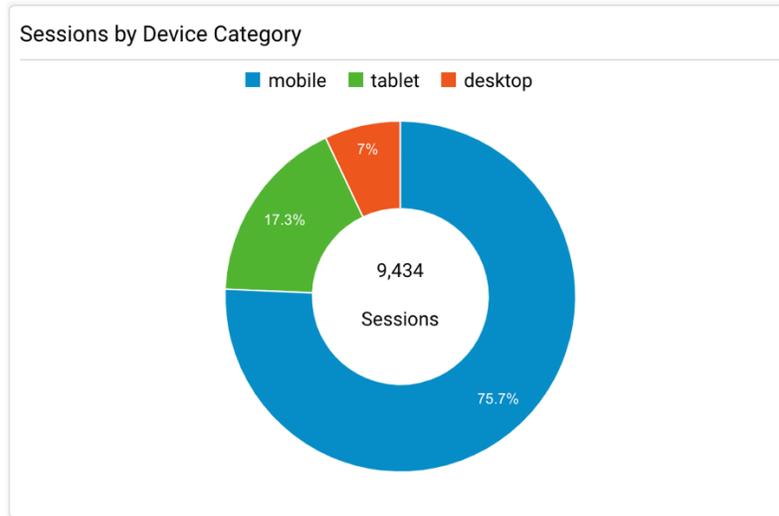
The “Open for Business” page (which features merchant listings) and Farmers’ Market pages were the most visited overall in February. (The sixth item on the list is Farmers’ Market listings on the site’s event calendar. /= Home Page.)

DAYTONA BEACH DDA FEBRUARY 2021 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Friday, March 19, 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	6,676
facebook_ads / cpc	1,028
google / organic	849
(direct) / (none)	475
codb.us / referral	127
daytonabeach.com / referral	92
facebook.com / referral	37
m.facebook.com / referral	30
l.facebook.com / referral	24
app.icontact.com / referral	15

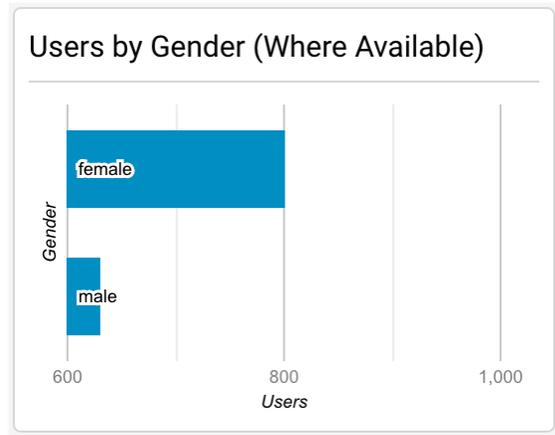
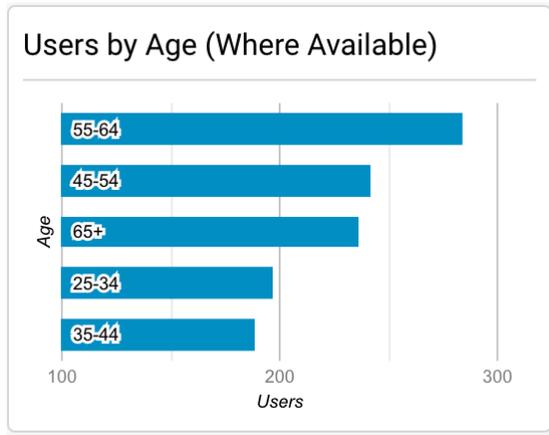
Google advertising was by far the largest traffic source, followed by Facebook advertising Google organic search, and direct visits.

DAYTONA BEACH DDA

FEBRUARY 2021 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Friday, March 19, 2021

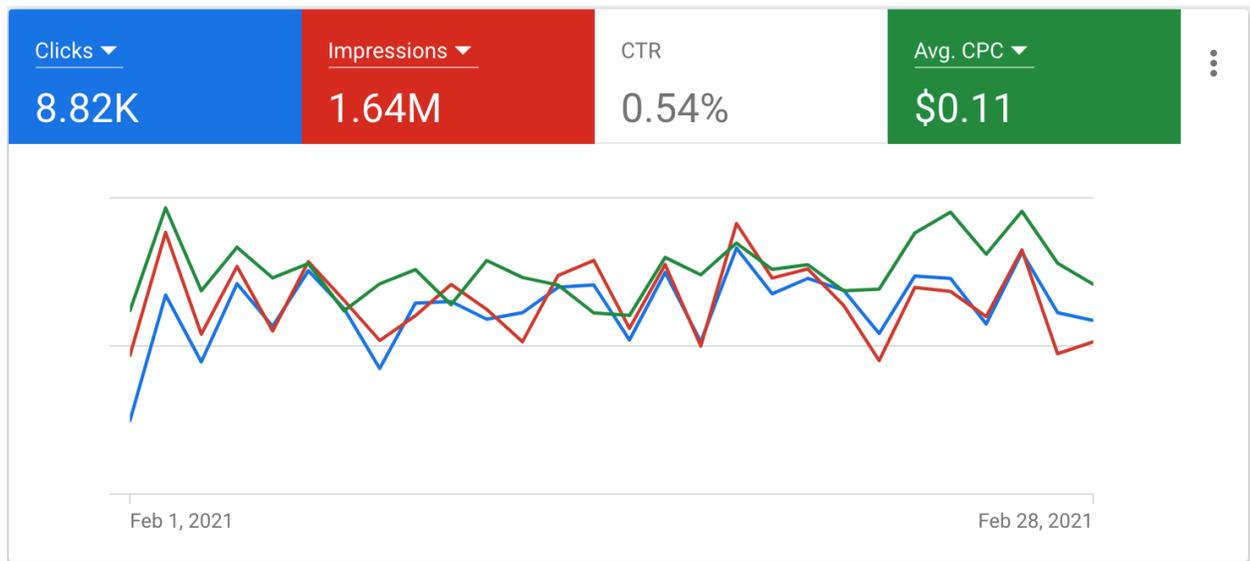
DEMOGRAPHICS AND GENDER



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

Online Advertising

GOOGLE ADVERTISING



The Google Ads campaign generated 8,822 clicks in February 2021, including (This included 1,612 clicks for the Farmers' Market.) Popular Riverfront Shops search advertising keywords included "Daytona Beach FL," "Restaurants," "Daytona Beach Restaurants," and "Shopping in Daytona Beach." Popular Farmers' Market keywords included "Farmers Market," "Daytona Beach Market," and "Daytona Farmers Market." However, the majority of clicks came from display advertising.

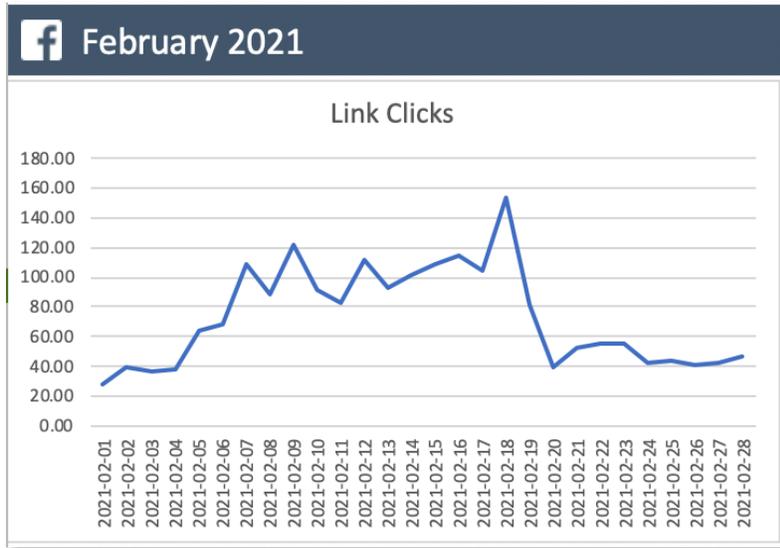
DAYTONA BEACH DDA

FEBRUARY 2021 ONLINE ANALYTICS REPORT

Prepared by GOLD & Associates • Friday, March 19, 2021

Online Advertising

FACEBOOK ADVERTISING



The Facebook advertising in February 2021 generated a total of 2,053 total link clicks (a 6% increase over the previous month), including 391 clicks to Farmers' Market ads. Clicks were highest earlier in the month when event ads were running. Event ads also generated 754 responses for the Wine & Chocolate Walk and 53 responses for the Farmers' Market's Downtown Date Valentine's photo event.

In total, the Wine & Chocolate Walk had 1,591 responses (organic and paid combined) on the Riverfront Shops page, and the Valentine's photo event had 123 responses.

The Riverfront Shops page had 12,978 "likes" at the end of February 2021, and the Farmers' Market page had 2,783 "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 • 03/18/21	
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. Recent blasts have featured Wine & Chocolate, St. Patrick's Day, and Beer & Bacon events. NEXT: Continue ongoing eblasts.
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: FINISHED. (Include buy in 2021-2022 plan.)
GOOGLE ADS – <i>Ongoing Campaign</i>	Present analytics monthly. "Open for Business" and Farmers' Market ads running. NEXT: Continue ongoing advertising.
KIOSK DIRECTORIES – <i>Maps & Listings</i>	Posters updated 5-6 times per year. Walking map updated. Latest directory poster completed in March 2021. NEXT: Awaiting event art for next posters.
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 this spring.
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 and St. Patrick's Day/Beer & Bacon event releases distributed. NEXT: Awaiting Wine & Cheese Walk 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 April.
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 Beer & Bacon ads running. NEXT: Awaiting Wine & Cheese 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 St. Patrick's Day posts. 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 future 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. Client to participate in "Fresh from Florida" program. Meeting was set up with Worldwide Aquaponics. NEXT: Set up meeting with Alvarez Farms. Also investigate vendors at The Villages' farmers' markets.

