

# 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, July 22, 2021 8:00 a.m.  
Conference Room 149-B

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

	<b>For special accommodations, please notify the City Clerk's Office at least 72 hours in advance. (386) 671-8023</b>		<b>Help for the hearing impaired is available through the Assistive Listening System. Receivers can be obtained from the City Clerk's Office.</b>
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1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes:**
  - a. Regular Meeting: June 24, 2021
  - b. Workshop: July 8, 2021
4. **Reports & Presentations**
  - a. Public Safety Update
  - b. Gold & Associates Presentation & Marketing Contract
  - c. BullsEye Direct Marketing Proposed FY2022 Events Schedule & Agreement
  - d. Farmers' Market Update
  - e. Monthly Financial Report
  - f. FY2022 Proposed Budget
  - g. Downtown Projects Update
5. **Public Comments**
6. **Board Comments**
7. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
Thursday, June 24, 2021**

The meeting of the Downtown Development Authority was held Thursday, June 24, 2021 at 8:00 a.m. in Conference Room 149-B, Daytona Beach City Hall, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

**Board Members Present**

Mr. Michael Sznajstajler, Chair  
Ms. Sheryl Cook, Vice Chair  
Mr. Joseph Hopkins  
Ms. Tammy Kozinski  
Ms. Quanita May, Commissioner (arrived at 8:20 a.m.)

**Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
Mr. Ben Gross, Deputy City Attorney  
Ms. Michele Toliver, Project Manager  
Ms. Becky Groom, Board Secretary

**1. Call to Order**

Mr. Sznajstajler called the meeting to order at 8:05 a.m.

**2. Roll Call**

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

Mr. Sznajstajler asked that everyone keep Officer Jason Raynor and his family in their thoughts and prayers.

**3. Approval of Minutes**

**Regular Meeting – May 27, 2021**

**Board Action:**

A motion was made by Mr. Hopkins, seconded by Ms. Cook, to approve the minutes of the Regular Meeting of May 27, 2021 as presented. The motion carried (4-0).

Ms. May arrived for the meeting at 8:20 a.m.

**4. Reports and Presentations**

a. Public Safety Update

There was no one in attendance from the Police Department to make a report.

b. Gold & Associates Presentation

Keith Gold, Gold & Associates, presented the results of the merchant survey. Mr. Gold stated the survey indicated that the most popular event held in the Downtown is the Halifax Art Festival, followed by the wine walks. Mr. Gold stated social media advertising was indicated to be the most effective. Mr. Gold stated the survey indicated the least favorite events are beer events and comments were included about food trucks and loud music. Mr. Gold stated most indicated an interest in holding an art festival at a different time of year other than at the time of the Halifax Art Festival, additional wine walks, and Saturday morning events for families. Mr. Gold stated only 10 people indicated they would like to have a merchant meeting. Mr. Gold stated an outline of the Strategic Marketing Plan could be sent out to the merchants to receive their input.

c. Events Update

Mr. Smith stated the June Food Truck event was the same weekend as the Truck Event that was held in conjunction with the Daytona International Speedway so the Food Truck event was postponed to July 23. Mr. Smith discussed the police fees for the food truck events and noted only 1 Police Officer would need to be assigned to the Food Truck events, similar to what is needed for the wine walks. Mr. Smith stated he looks forward to working with the Brown Foundation in coordinating events.

Mr. Smith provided a list of proposed events which includes 10 wine walks and an art festival in the spring. Mr. Smith stated he would like to work with the DDA to determine the amount of funds the DDA will be able to provide to support the events. Mr. Smith stated he would like to hold a Food Truck rally once a month on Friday nights as well as a monthly car rally. Mr. Smith stated the food truck rallies are a cost effective way to draw people to the downtown since they have their own connection through social

media and promote their own events. Mr. Smith stated the sooner the DDA commits to the schedule, the sooner he will be able to secure sponsors and promote the events.

Mr. Sznajstajler stated he felt this was a good time to have this discussion since it is close to budget time. Mr. Sznajstajler stated he feels it is important to have a diverse set of events and he likes the idea of a second Art Festival. Mr. Sznajstajler stated he is starting to see promotions for other art festivals in the area and he said we should make sure a second art festival would not be in conflict with another planned event.

Ms. Cook stated she liked the diversity for the proposed events. Ms. Cook stated the car show groups have wanted to return to the downtown so she is pleased to see those planned. Ms. Cook stated everyone likes the wine walks. Ms. Cook asked if the posters for the events can be provided in a pdf format so it can be shared with the merchants.

Ms. Kozinski stated she likes the proposed Oktoberfest idea. Ms. Kozinski stated wine walks are a great idea and likes the idea of an additional art festival. Ms. Kozinski stated food trucks are often controversial. Ms. Kozinski stated the music for events needs to be diverse.

Mr. Hopkins stated he likes Mr. Smith's approach and sees a lot of diversity in the events. Mr. Hopkins stated there has always been a good relationship with the Art Guild so he would hate to see a second art festival planned without their support. Mr. Hopkins stated he doesn't see the event schedule integrated with the esplanade but hopes it will as the event schedule is finalized.

Mr. Smith stated he has a very good working relationship with the committee that coordinates the Art Festival. Mr. Smith stated he wants to do something different for a second art festival and not the same thing that is done at the Halifax Art Festival.

Ms. May asked if the DDA will ask for a reduction in fees since so much will be planned to promote the downtown or should she approach the city and ask for a reduction in costs. Ms. May asked if there is any place where the DDA can ask for a reduction in fees in order to save money.

Mr. Smith stated he has not seen crime at any of his events and he does not feel there needs to be a large police presence during events. Mr. Smith stated the food truck events could be similar to

the Farmers Market set up which would include one road being used. Mr. Smith stated the costs should be minor.

Ms. May stated she could investigate how the DDA could get the lowest rate or zero on the costs for events.

Mr. Gross stated the license agreement between the DDA and the city may need to be changed since there is a requirement that the DDA must pay departmental service charges which are charged for all other permits for events on city property. Mr. Gross noted, however, there is a discretionary number of staff required but there is an obligation to charge for services.

Ms. Kozinski asked if the DDA could go to the city and ask them to sponsor events with us.

Mr. Sznajstajler stated he feels the DDA should come up with a list of events and then go to city staff and determine the projected costs for each event. Mr. Sznajstajler stated that would give the DDA an idea of the costs and the DDA could then work on options for paying those expenses.

Mr. Hopkins stated the city departments that assess the fees do not know the population that attend the events and feels the estimates may be based on a higher end, noting it can be discretionary.

Mr. Gross stated it is discretionary; however, the City Commission does have the authority to waive fees by either amending the agreement with the DDA or co-sponsoring events.

Ms. May stated she would provide a list to Mr. Berger of cities that have no costs for their events. Ms. May stated parking is a problem and would like to suggest that the city offer a trolley service so people could park at City Island and be transported to Beach Street.

Mr. Sznajstajler stated he feels the DDA needs to discuss a parking garage plan. Mr. Sznajstajler stated the DDA is not the event promoter and he wants the DDA to stay focused on supporting someone who is a proven event promoter or producer. Mr. Sznajstajler stated he would like to determine the fees and then go to the city for a specific ask.

Ms. May stated the City Manager is aware of the parking idea and she feels he may support the trolley idea.

Mr. Smith stated if less is spent for fees, more can be dedicated to marketing. Mr. Smith stated the fees for events are out of line for the types of events that are held.

Ms. May asked what her direction is from the DDA.

Mr. Sznajstajler asked that she meet with city staff to determine the fees for the types of events proposed on the schedule from Mr. Smith and the DDA will then workshop what they will ask from the City Commission, which will coincide with the proposed budget.

Mr. Berger stated he has looked at some events held by other cities and how they are funding them.

Mr. Gross stated there is a fee schedule in place for events based on the location. Mr. Gross stated there is not an obligation to assign personnel to events but the assignment is based on staff's assessment of the event. Mr. Gross stated a change in the fee structure would require City Commission action.

Mr. Sznajstajler stated the DDA has an agreement with someone to promote the events and he would like the DDA to stay out of the discretionary items. Mr. Sznajstajler stated he does not want the DDA to be in a position that should something happen at an event, it would be noted that the DDA may have said to not staff an event. Mr. Sznajstajler stated that decision needs to be made by the party who the DDA has contracted with to do events.

Mr. Gross stated the City Commission could decide to waive fees for DDA events; and the City Commission would not be required to waive fees for other groups.

Mr. Smith stated if the Board agrees with the proposed list of events, he will determine some fees for those events. Mr. Smith stated he would like to know by July or August how the DDA will support the events.

Mr. Sznajstajler stated the discussion on the events is timely and the DDA needs to know where it can help to support the events and then have the DDA Commission representative see what else can be done to support events.

d. Farmers' Market Update

Mr. Berger stated there has been difficulty with the preacher as is noted in the report from the Market Manager. Mr. Berger stated the

signage needs to be completed for the public points of entry that state the Market rules. Mr. Berger stated Gold & Associates has provided information on types of signage that could best be used.

Ms. Kozinski asked why the preacher was not arrested.

Mr. Gross stated he does not have enough information on the incident to determine why he was not arrested.

Mr. Berger stated the Father's Day event was very successful.

Ms. Kozinski asked if an event will be held at the Market for July 4.

Mr. Berger stated he has not heard if the Market Manager plans to hold an event.

e. Monthly Financial Report

Mr. Berger stated the Monthly Financial Report is included as part of the packet. The Board had no questions on the report.

f. FY2022 Draft Budget Update

Mr. Berger stated the preliminary budget is included as part of the packet.

Mr. Berger discussed the tax revenues from Volusia County. Mr. Berger stated discussions were held with County staff and it has been determined the DDA will be fully funded as it has been before. Mr. Berger stated the questions about intangible tax have been resolved.

Mr. Berger stated the Farmers' Market revenue is still a concern.

Mr. Berger stated the event promotion is noted at \$50,000 and that will be updated at next month's meeting based on information provided by Mr. Smith.

Mr. Berger stated the contract with Gold & Associates will end in September so the DDA will need to decide how it wants to proceed. Mr. Berger stated there are two – one-year extensions in the contract or the DDA could go out for an RFP. Mr. Berger stated a workshop could be held to have further discussion on how the DDA wants to proceed with marketing.

Mr. Hopkins stated he is satisfied with Gold & Associates' performance and he would be reluctant to go out for an RFP for those services.

**Board Action:**

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to extend the contract with Gold & Associates for one year with a renewable option. After discussion, the motion was withdrawn.

Ms. May stated she is not satisfied with the rate of return on the investment with Gold & Associates. Ms. May stated she sees a return on the events held by BullsEye Marketing and feels the DDA is getting the best return from what BullsEye is doing. Ms. May stated she does not support extending the contract. Ms. May stated if the DDA does want to extend the contract, she feels it should be reduced and work more toward what is offered by BullsEye.

Ms. Cook stated she feels a workshop may be needed to further discuss this item before making a decision.

Mr. Sznajstajler stated he agrees with Mr. Hopkins; and for the amount of the investment, the DDA has made significant progress. Mr. Sznajstajler stated Gold and BullsEye offer different types of marketing. Mr. Sznajstajler stated Gold & Associates' numbers are based on measurable dynamics based on what people are doing on the computers, tablets, and telephones; and for a significant less cost, we are reaching thousands of people. Mr. Sznajstajler stated the DDA needs time to talk about this item and to weigh the pros and cons. Mr. Sznajstajler stated this is the second largest expense of the DDA after event promotion.

Ms. May stated the park will also be taking a share of the promotions.

Mr. Sznajstajler stated this marketing specifically focuses on the businesses in the downtown as well as the events.

Ms. May stated she would like a list of what the city is contributing to on-line marketing efforts. Ms. May stated she would like to know what percentage we are paying that is supporting what Mr. Gold is doing.

Mr. Berger stated he will make that inquiry to the City Manager's office.

After discussion, the Board agreed to hold a workshop on July 8, 2021 at 3:30 p.m.

Ms. May asked that Mr. Berger research Florida Festivals for costs of events.

Mr. Smith stated he will provide numbers for the events he has proposed and see that it is available prior to the meeting. Mr. Smith stated an aggressive event schedule has been proposed which will correlate to more money. Mr. Smith stated he would like to present information on the events at the meeting.

Ms. May stated she would like to know the specific costs to operate the Farmers' Market.

Mr. Berger stated he will get the specifics of those expenses but noted Gold & Associates tracks much of that information as well.

Mr. Hopkins stated he would like a summary of services provided by Gold & Associates as well as his contract. Mr. Hopkins stated he would like to know what is provided pro bono.

Ms. May stated she would like to know exactly what BullsEye provides in terms of marketing.

Mr. Gold stated the DDA might want to review the Strategic Marketing Plan at the workshop.

g. Downtown Projects Update

Mr. Joseph Yarbrough provided the Board with an update from the Brown Foundation regarding the Riverfront Park project. Mr. Yarbrough stated it was anticipated that the park would be open this summer; however, during a meeting in April, it was decided that the esplanade needed a perimeter so it could be identified as a separately managed piece of property in order to establish a privately-managed park. Mr. Yarbrough stated the change order for the perimeter was \$1,500,000, which includes fencing, the footer, and landscaping; and it took 90 days to get the fencing manufactured. Mr. Yarbrough noted the park is one mile long and runs from Orange Avenue to Main Street. Mr. Yarbrough stated it is anticipated that a soft opening for Phase 1 which runs from Main Street to International Speedway Blvd. will take place before the first of next year. Mr. Yarbrough stated mature live oaks and cypress trees have been installed. Mr. Yarbrough stated 50 cameras and 4 call boxes have been

installed for security purposes. Mr. Yarbrough stated the goal is to establish a place that is safe and free from vagrants. Mr. Yarbrough stated as long as the property remained a city park, many concerns could not be controlled, such as solicitation. Mr. Yarbrough stated the Sweetheart Trail is no longer considered a city trail, but it will remain open to the public. Mr. Yarbrough stated the entire park area will be a privately leased, non-profit operation where matters can be controlled that have caused problems in the past. Mr. Yarbrough stated there is a 50 year lease on the property. Mr. Yarbrough stated there will be a huge area at the end of Dr. Mary McLeod Bethune Blvd. that will not be fenced in but will be maintained by the esplanade and can be used as a Veterans Memorial area and can be considered a traditional public forum.

Mr. Yarbrough stated the second phase will be from International Speedway Blvd. to Orange Avenue and will include water features, a splash park, and restrooms. Mr. Yarbrough stated the site will include a replica of the Kress Building so the past will be remembered.

Mr. Yarbrough stated the boat slips will be closed until Phase I is opened.

Mr. Yarbrough stated the budget is \$800,000 per year; and \$350,000 of that is for a maintenance contract and \$100,000 for a custodial services contract.

Mr. Yarbrough stated the goal is to make sure the project works with the plans of the DDA. Mr. Yarbrough stated he feels it will be an attraction for regional guests.

Ms. May asked if it is the vision of the park developers that they will support DDA events or that the park's events will support downtown.

Mr. Yarbrough stated the goal is to work hand in hand with Beach Street. Mr. Yarbrough stated if an event is held on Beach Street at night, the esplanade will probably not be involved. Mr. Yarbrough stated the plans are to close the park at around 8:30 p.m. during the summer; however, it does not mean there is not flexibility to stay open later. Mr. Yarbrough stated the priority is to make sure the business community on Beach Street prospers from the esplanade.

Mr. Gross stated the lease agreement is designed to incentivize the foundation to do that. Mr. Yarbrough the Foundation's motivation is to draw people to the esplanade and the Beach Street area to help raise revenue to support the park.

Mr. Yarbrough stated Manatee Island will remain closed. Mr. Yarbrough stated it will be maintained but will not be maintained at the same level as the rest of the park area.

Ms. Cook stated she saw the original plans and attended the forums at the News-Journal Center, as well as hearing a presentation at a Rotary Club meeting. Ms. Cook thanked Mr. Yarbrough for the update and stated the project will make a huge difference in the downtown.

Mr. Yarbrough stated he feels it is important to be involved with the DDA as much as he can and must work to complement special events. Mr. Yarbrough stated the Browns have a budget for events and they would like to recoup some of that money.

5. **Public Comments**

There were no public comments.

6. **Board Comments**

Ms. Kozinski stated she was impressed with the number of people that attended yesterday's Merchants meeting.

Ms. Cook asked if information gathered at the merchants meeting could be provided to her.

Mr. Sznajstajler asked that Officer Raynor be kept in everyone's thoughts and prayers.

7. **Adjournment**

There being no further business, the meeting was adjourned.

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Michael O. Sznajstajler, Chair

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Becky Groom, Board Secretary

**DOWNTOWN DEVELOPMENT AUTHORITY  
WORKSHOP MINUTES  
Thursday, July 8, 2021**

A workshop meeting of the Downtown Development Authority was held Thursday, July 8, 2021 at 3:30 p.m. in Conference Room 149-B, Daytona Beach City Hall, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

**Board Members Present**

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

**Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
Mr. Robert Jagger, City Attorney  
Ms. Becky Groom, Board Secretary  
Ms. Shelley Szafranec, Communications Specialist

**1. Call to Order**

Mr. Sznajstajler called the meeting to order at 3:30 p.m.

**2. Roll Call**

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

**3. Staff Presentation**

**Overview of DDA Marketing & Events**

Mr. Berger stated the contract with Gold & Associates expires at the end of September 2021 and has two 1-year renewals. Mr. Berger stated the options are to continue the contract for one year as is; revise the contract and renew the contract for one year; or issue an RFP for marketing services, which would take 2 to 3 months. Mr. Berger stated Mr. Gold has provided information in order to discuss the return on investment; and a summary of their marketing services has been provided as well as information on their experience and project history.

Mr. Berger stated this is a workshop so there will be no public comment.

Mr. Berger presented the comparison and return on investment from Gold & Associates. Mr. Berger stated a summary is also included of services provided by Gold.

Mr. Berger provided a listing of proposed events for FY22 by BullsEye Direct Marketing. Mr. Berger stated the listing includes the addition of 5 wine walks and 10 food truck rallies. Mr. Berger stated many of the events listed are repeat events which have been very successful in the past. Mr. Berger stated the requested contribution for the events from the DDA is \$115,000, which the DDA cannot afford. Mr. Berger stated staff could try to get the fees reduced and contributions supplemented by others.

Mr. Berger stated the FY22 proposed budget is \$192,109. Mr. Berger stated the only paid staff included in the budget is the Farmers' Market Manager. Mr. Berger stated the budget reflects an increase of approximately \$40,000 due to the addition of the Brown & Brown building in the downtown.

Ms. Kozinski stated she talked with two restaurant owners about the proposed food truck events. Ms. Kozinski stated those individuals stated they are not opposed to the food trucks as long as they do not compete with the type of food that a restaurant in the downtown serves. Ms. Kozinski stated restaurant owners want to see events in the downtown because they bring people to the downtown. Ms. Kozinski stated business owners that are not open during the events, such as the dentist's office, feel their business receives exposure during events as well by people being in the area.

Mr. Hopkins stated he served on the DDA when the marketing firms were interviewed. Mr. Hopkins stated he is enamored by the progress that the DDA has made and that was the DDA objective. Mr. Hopkins stated he feels Mr. Gold has exceeded in meeting the expectations of his contract and there is not time to go out for an RFP.

Mr. Hopkins stated he feels the event schedule is aggressive, and noted that 7 food truck events with a contribution by the DDA of \$2,500 each would be a lot to cover. Mr. Hopkins stated he likes the idea of more events planned for the downtown but he is excited to continue to see the marketing strategy continuing with Gold and what Gold has brought to the table.

Ms. Cook stated she feels the DDA has gotten away from where we started. Ms. Cook stated 5 years ago when the marketing firms were interviewed, it was all about branding and that is not what we do anymore. Ms. Cook stated there is not consistency and many times the branding did not go with the events that were planned. Ms. Cook stated the list of events is aggressive and the request is a tremendous amount of money and she does not know where the funds would come from to do everything that is proposed without securing sponsorships.

Ms. May stated she was not on the DDA at the time the branding was discussed but she was a business owner in the downtown at the time. Ms. May stated she did not understand the change to Riverfront Shops but accepted it. Ms. May stated Mr. Gold met the goal of the branding phase but now we are in a whole new phase and should maybe establish some new goals. Ms. May stated the branding was successful and has worked, but now we are looking at sustaining it. Ms. May stated events are needed to draw people to the businesses in the downtown. Ms. May stated the goal should be to have an event every weekend. Ms. May stated she is concerned about the Farmers' Market. Ms. May stated the new City Manager is very open and optimistic about supporting events in the downtown.

Mr. Sznajstajler stated the brand of Riverfront Shops has been established and the new park is named the Riverfront Park. Mr. Sznajstajler stated he does not want to lose what the DDA has worked to do in terms of branding and feels the two service providers can help to continue what has been achieved. Mr. Sznajstajler stated he feels the Farmers Market is struggling and does not feel it is sustainable for the vendors. Mr. Sznajstajler stated he would like to see the DDA promote branding for the Farmers' Market like what was done for Riverfront Shops, which would be a good goal. Mr. Sznajstajler stated there is a lot of overlap with what is being done in promoting the Riverfront Shops and events since many people are drawn to the area through social media. Mr. Sznajstajler stated at the last meeting, Joe Yarbrough stated there will be events in the Riverfront Park as well; and it would be great if what the DDA does works hand in hand with the park but it will not be good if what both groups do will pull people away. Mr. Sznajstajler stated he feels we should take a conservative approach to the proposed events schedule. Mr. Sznajstajler stated the commitment to Gold is \$3,750 a month and he feels that is a deal for what the DDA receives from them and feels it is a good use of the DDA funds.

Mr. Hopkins stated the Farmers' Market has been a diminishing asset. Mr. Hopkins stated the DDA felt moving the Market to Magnolia would be the solution; but when he goes there, it is a disappointment. Mr. Hopkins stated the DDA has done everything it can to promote the Market but we

just can't draw people there. Mr. Hopkins stated the DDA is putting \$26,000 a year into the Market and he does not feel we are getting a return on the investment. Mr. Hopkins stated if people are drawn to events and are not attending the Farmers' Market, maybe we are spending money on the wrong item.

Ms. Cook stated times change and other Markets are struggling as well.

Ms. May stated she appreciates the recommendation to take the Farmers' Market funds and reallocate them to something else. Ms. May stated she feels too much money is being spent on online marketing. Ms. May stated having people read about us on line is not the same as being downtown. Ms. May stated if there was something from Gold such as presenting a coupon to a business, that would be a conversion to her since the person would print the coupon and then take it to the business; but she does not have that right now. Ms. May stated if their budget could be reduced and another event added, that would be great.

Ms. Kozinski stated the biggest complaint she hears about the Farmers' Market is that the vendors do not consistently show up.

Mr. Sznajstajler stated someone other than the DDA could offer resources for the Farmers' Market.

Ms. Kozinski stated the DDA tried to get support from other agencies, such as Halifax Hospital, but that was not successful.

Mr. Berger stated the biggest problem at the Market has been the preacher but there is now a legal solution which has helped. Mr. Berger stated Gold has helped in contacting organic farmers to help enhance the Market.

Ms. May asked if we have a dollar value where we will determine that the Market is no longer feasible and, if so, what is that dollar value.

Mr. Hopkins stated it is a dual effort to get customers and vendors together. Mr. Hopkins stated right now the Market is not appealing.

Mr. Sznajstajler stated the area is evolving and he sees no reason not to continue. Mr. Sznajstajler stated right now, there is a framework in place that is much bigger than we realize and there is no reason to doubt the statistics that are provided. Mr. Sznajstajler stated when an event is held, there is a central focus point for the downtown and that is a bigger data base than the other individual events have right now and he thinks it works pretty well. Mr. Sznajstajler stated there are 14,000 followers of Riverfront Shops on the Facebook page. Mr. Sznajstajler stated he owns

a business in the downtown and it is never mentioned on the Riverfront Shops page. Mr. Sznajstajler stated the Riverfront Shops page is not to do marketing for businesses that they should be doing themselves.

Ms. May stated she feels it is not marketing, it is an information site and asked if brand awareness takes this much money.

Mr. Sznajstajler stated the consensus is that the DDA wants to support events but the amount will have to be determined based on the marketing strategy.

Ms. Kozinski asked if Mr. Berger contacted Florida Festivals.

Mr. Berger stated he reviewed their web site and did not see any beneficial information noting only a few events were listed for East Central Florida and that he has not talked with staff there.

Ms. May stated she will provide Mr. Berger contact information for the former Executive Director of the organization.

Mr. Sznajstajler stated the Gold contract is \$45,000 per year and the budget for event promotions is \$50,000.

Mr. Hopkins stated he would like the Gold contract extended for one year and he would like to talk with Mr. Gold about any new strategies he may have.

Ms. Kozinski asked if Ms. May could talk with the City Manager about funding.

Ms. May stated if the Gold contract could be reduced, she would let the City Manager know that the DDA is willing to cut in funding to see how the City could assist with DDA funding.

Mr. Sznajstajler stated the DDA has built a brand and the question should be is this something we want to keep; and if we do, the easiest way is to renew the contract. Mr. Sznajstajler stated we have the flexibility to change the focus of things in the contract; but if you don't like the branding and what has been built, you scrap the contract and start over.

Ms. May stated this is not all Gold's efforts and the City is contributing. Ms. May asked if staff could provide specific examples.

Ms. Szafraniec, Communications Specialist, stated the City does posts every day on the Riverfront Shops page but Gold reaches specific groups.

Ms. Kozinski stated there has been a lot of cutting in the budget. Ms. Kozinski asked if there could be help in reducing permitting fees. Ms. Kozinski noted there is a lot of pro bono work that is provided by Gold.

Ms. Cook asked that the DDA be provided with details on how the \$40,000 set aside for advertising was used during the past year.

Mr. Sznajstajler asked if there is a way to work with the City on the fees for the events proposed by BullsEye.

Ms. Kozinski stated she would like to see the City partner with the DDA and become a sponsor.

Mr. Berger stated there has been a contribution made from the Manager's Office to assist as a sponsor but that has been limited. Mr. Berger stated if there was something more formalized, it would help to make the events work.

Mr. Sznajstajler stated if the City could help with the fees that would be revenue neutral.

Mr. Jagger stated the DDA already operates under an agreement for reduced fees and what he thinks is being suggested is that the agreement be renegotiated to reduce or eliminate the fees.

Mr. Berger stated there has been a change in the fee structure and there needs to be clarity regarding the fees. Mr. Berger stated there should be a discussion with the City Manager to clarify those fees.

Ms. May suggested that Mr. Sznajstajler meet with the City Manager to have a discussion regarding the fees.

Mr. Sznajstajler stated he would be happy to meet with him if that is the Board's direction.

Ms. May stated she will schedule an appointment for Mr. Sznajstajler.

Ms. Cook suggested that the City Manager attend a DDA meeting.

Mr. Sznajstajler stated he agrees with Mr. Hopkins' efforts to renew the Gold contract but would like the renewal to include a change of focus. Mr. Sznajstajler stated he would also support continuing discussions with BullsEye but he does not think the DDA has the budget to support the proposed events. Mr. Sznajstajler stated he is agreeable to meeting with the City Manager. Mr. Sznajstajler stated he feels the DDA should direct

staff to meet with BullsEye on the list of events. Mr. Sznajstajler stated he would like to discuss the Farmers' Market at the August meeting.

Mr. Jagger stated the scope of services could be changed for the Gold contract or it could be renewed, but since the DDA has not provided direction, the contract can be discussed at the next meeting. Mr. Jagger stated a contract will have to be drafted with BullsEye to add the proposed list of events. Mr. Jagger stated he will provide a copy of the existing contract with the City to Mr. Sznajstajler so he has it available when he meets with the City Manager regarding fees.

4. **Board Discussion**

**Direction for FY22 DDA Marketing & Events**

Discussion was included under Item 3.

5. **Board Recommendation(s)**

Discussion was included under Item 3.

6. **Adjournment**

There being no further business, the meeting was adjourned at 5:00 p.m.

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Michael O. Sznajstajler, Chair

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Becky Groom, Board Secretary

# THE CITY OF DAYTONA BEACH DDA



## CONTENTS

1. June-July Report Questions & Answers
2. Current Fiscal Year Initiatives
3. New Fiscal Year Initiatives



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*Marketing Communications*

## 2. CURRENT FISCAL YEAR INITIATIVES



- Customer Conversion Data
- New Strategic Marketing Plan
- New Guest Satisfaction Survey



## 2. CURRENT FISCAL YEAR INITIATIVES

---

### CUSTOMER CONVERSION DATA:

- 5 Times More Event Responses Come From the Riverfront Shops Event Page Than the Signature Events Page, With a Cost Per Response as Low as .11.

*(A Response is a Potential Attendee Indicating Their Intention to Attend.)*

- 10 Times More Web and Foot Traffic Come From the Present Riverfront Shops Website Than Any Previous DDA Site, with the Cost Per New Downtown Customer Being Even Lower.

*(A New Customer as Determined by the Harvard University Study.)*

## 2. CURRENT FISCAL YEAR INITIATIVES

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### **STRATEGIC MARKETING PLAN:**

- Contents Include an Executive Summary, Target Audience Description, S.W.O.T. Analysis, Goals & Objectives Discussion, Messaging, Tools & Tactics, Metrics & Measurements, Budgeting & Vendor Contracts.

### **GUEST SATISFACTION RESEARCH**

- Evaluates Customer Shopping Experience, Frequency & Satisfaction, Motivation for Visits, Demographic Information, and Intent.

# 3. NEW FISCAL YEAR INITIATIVES

- Present Full-Service Contract: \$3,750/Month
- New Digital Marketing Option: \$2,950/Month

*Saves the DDA \$9,600/Year, Plus Nearly \$20,000  
in Offline Marketing Expenses*

*(All Media Expenses are Always Billed Net, with No Agency Commission.)*



# 3. NEW FISCAL YEAR INITIATIVES

## MARKETING BUDGET DISCUSSION *(See Spreadsheet)*

	<u>CURRENT YEAR</u>	<u>NEW YEAR</u>
• <i>Professional Services</i>	\$45,000	\$35,400
• <i>Special Events</i>	\$39,000	\$65,000
• <i>Advertising &amp; Promotion</i>	\$44,824	\$24,950
<hr/>		
<i>Total =</i>	\$128,824	\$125,350

# THANK YOU FOR YOUR BUSINESS

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## **JUNE – JULY DDA MARKETING UPDATE**

*Prepared by GOLD Marketing • Friday, July 16, 2021*

### **THE VERANDA**

*814 State Road A1A North*

*Ponte Vedra Beach, FL 32082*

**T** 9 0 4 . 2 8 5 . 5 6 6 9

**W** [StrikeGold.com](http://StrikeGold.com)

# **JUNE – JULY DDA MARKETING UPDATE**

*Prepared by GOLD Marketing • Friday, July 16, 2021*

## **A Brief Introduction**

The following is an overview of the key marketing activities provided and being provided for the Downtown Development Authority (*DDA*) for the benefit of The City of Daytona Beach in June and July 2021. As requested by the DDA Chairman, GOLD's presentation at the DDA Board Meeting be used to discuss new initiatives and information, versus past activities and performance. Should you have any questions regarding it, please let us know.

## **Advertising**

- GOLD created, negotiated and placed Google Search and Display advertising and Facebook advertising to promote special downtown area events, the Farmers' Market, and the Open For Business page on the Riverfront Shops of Daytona Beach website. Ad placement was largely based on audience behaviors, demography, geography, interests, and past engagement success; and
- GOLD continuously updated the online retargeting campaign to reach customers and prospects actively investigating shopping, dining and/or entertainment venues and activities.

## **Analytics**

- GOLD compiled, analyzed, prepared and reported monthly online engagement from customers and prospects, with the goal being to steadily increase key performance measures month-over-month, and year-over-year. In short, June and July (*to date*) were very successful in terms of growing engagement. (*Please find the Analytics Report provided separately.*)

## **Collateral Material**

- GOLD has managed the printing and distribution of the new Rack Brochure for placement at more than 100 locations throughout the greater Daytona Beach catchment area; and
- GOLD provided information to the City for the production of new “sandwich board” display units to be used at the Market@Magnolia. The graphics and messaging in these units will communicate the new Market Rules.

# **JUNE – JULY DDA MARKETING UPDATE**

*Prepared by GOLD Marketing • Friday, July 16, 2021*

## **E-Marketing**

- GOLD wrote, designed, programmed and distributed regular merchant and customer e-blasts, primarily to announce and promote special events. In June, e-marketing efforts also included the deployment of merchant e-blasts to solicit survey participation, and to enlist merchant interviewees for future database, online, and website marketing.

## **Farmers' Market Marketing**

- GOLD created, negotiated and placed online ads to promote with Market each week, prepared press releases and e-blasts for special events there, and included Market messaging in all online and offline advertising, promotion, web and marketing materials for the Riverfront Shops;
- Pro bono, GOLD developing the copy for a database marketing program to reach, inform and attract prospective organic farm vendors to the market. A series of direct mail packages are expected to be distributed within the next two weeks; and
- Pro bono, GOLD continues to identify additional vendor prospects in Northeast Florida.

## **Public & Media Relations**

- GOLD wrote and distributed press releases regarding special events, and Farmers' Market activities, plus negotiated their placement with media outlets.

## **Research & Strategic Planning**

- GOLD wrote, deployed and analyzed a survey directed to Merchants that will inform the FY 2021-2022 Strategic Marketing Plan, which is being developed for the DDA's consideration. GOLD also contributed a VISA gift card to incentivize merchant participation in the survey;
- GOLD has prepared a new customer and prospect survey to be revised by the client and distributed via e-mail within the next two weeks; and
- GOLD is preparing a draft of the 2021-2022 Strategic Marketing Plan which will highlight to a greater extent marketing conversion.

## **Tactical Planning**

- GOLD monitored the DDA Tactical Plan and marketing budget weekly, plus presented plan updates to the DDA Board monthly.

*Page 2 of 3*

# **JUNE – JULY DDA MARKETING UPDATE**

*Prepared by GOLD Marketing • Friday, July 16, 2021*

## **Website**

- GOLD has continuously updated the special events on the Home Page and Calendar of Events. Merchant information is updated as received on the "Open For Business" page, the Merchant listing, and Discount Program Partners' page;
- GOLD optimizes the website on a routine basis; and
- Pro bono, GOLD is designing and programming a new Commercial Property Opportunities landing page.

## **ATTACHMENTS**

- Contract Discussion;
- Budget Comparison;
- Guest Satisfaction Survey;
- Conversion Report (*extracted from the Strategic Marketing Plan and Updated*);
- Analytics Report; and
- Tactical Plan Spreadsheet.



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▶ **RIVERFRONT SHOPS OF DAYTONA BEACH  
STRATEGIC MARKETING CONTRACT DISCUSSION**

*Prepared by GOLD Marketing • Thursday, July 15, 2021*

**THE VERANDA**

*State Road 814 A1A North*

*Ponte Vedra Beach, FL 32082*

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**W** *StrikeGold.com*

# **RIVERFRONT SHOPS OF DAYTONA BEACH STRATEGIC MARKETING CONTRACT DISCUSSION**

*Prepared by GOLD Marketing • Thursday, July 15, 2021*

## **Current Marketing Contract Services: \$3,750/Month**

There are more than 30 marketing services that GOLD provides, most on an ongoing or monthly basis, that are considered in the agency's contract with the DDA. And additional services have been provided free of charge. **Importantly, all media and production costs are billed to the city net. GOLD receives no commissions whatsoever.**

### **STRATEGIC MARKETING SERVICES**

- Strategic Marketing Plan Development and Management (*Annually*);
- Tactical Plan Monitored, Updated, and Reported (*Monthly*);
- Marketing Analysis & Presentations (*Monthly*);
- Ongoing Marketing Meetings and Consultation (*Monthly with Director and DDA*); and
- Merchant and Consumer Primary and Secondary Research (*Annually*).

### **MEDIA SERVICES**

- Media Buy Negotiation, Placement, and Production (*Monthly*);
- Google AdWords and Facebook Ads (*Monthly*);
- Print Advertising (*As Approved*); and
- Broadcast Advertising Placement (*As Approved*).

### **WEB MARKETING SERVICES**

- Website Content Updates (*Weekly*);
- Website Search Engine Optimization (*Weekly*);
- Website and Online Analytics Reporting (*Monthly*);
- Website Events Updates (*Weekly*);
- Website Merchant Updates (*As Content is Provided by the City*);
- Website Calendar Updates (*As Content is Provided by the City*); and
- Routine Site Maintenance (*As Needed*).

### **PRESS AND MEDIA RELATIONS SERVICES**

- Press Release Creation (*Monthly*); and
- Story Placement and Coordination (*Monthly*).

# **RIVERFRONT SHOPS OF DAYTONA BEACH STRATEGIC MARKETING CONTRACT DISCUSSION**

*Prepared by GOLD Marketing • Thursday, July 15, 2021*

## **Current Marketing Contract Services: \$3,750/Month (Continued)**

### **FARMERS' MARKET SERVICES**

- Farmers' Market Advertising, Publicity, and Database Marketing *(Weekly)*.

### **CAMPAIGN CREATIVE SERVICES**

- Create Media "Scripts" *(For Broadcast Advertising as Approved)*;
- Directory Event Poster Design and Print Management *(Six Times Per Year)*;
- Campaign Materials Copy & Design *(Monthly)*;
- Special Event Advertising and Promotion Development *(Ongoing)*; and
- Downtown Merchant Map Updates *(As Provided by the City)*.

### **DATABASE MARKETING SERVICES**

- Merchant and Consumer E-Blast Development, Programming, and Distribution *(Monthly)*.

### **PRO BONO SERVICES**

- Banner Design for the City;
- Utility Stuffer Development for the City;
- EBT Program and Materials Development *(Including Advertising, Printed Materials, Display Materials, and More)*;
- Farmers' Market Vendor Recruitment Program *(Including Tactical Planning, Plus Direct Mail, E-Marketing, Social Media, Online, and Relationship Marketing)*;
- Market@Magnolia Research, Brand Development, and Signage Design;
- Public Relations Story Placement;
- Merchant Survey Prize Donation;
- Farmers' Market Signage Design and Production;
- Electronic Kiosk Sourcing for the City; and
- Posting and Re-Posting Social Media *(with the City and Market Manager)*.

# **RIVERFRONT SHOPS OF DAYTONA BEACH STRATEGIC MARKETING CONTRACT DISCUSSION**

*Prepared by GOLD Marketing • Thursday, July 15, 2021*

## **Marketing Contract Services Option: \$2,950/Month**

This alternative agreement focuses on digital tools and tactics that GOLD would provide. The new monthly fee would save the DDA \$9,600/year, as well as the costs for online marketing and media.

### **STRATEGIC MARKETING SERVICES**

- Tactical Plan Monitored, Updated, and Reported (*Monthly*);
- Marketing Analysis Submitted; and
- Ongoing Marketing Meetings and Consultation (*Monthly with Director*).

### **MEDIA SERVICES**

- Digital Media Buy Negotiation, Placement, and Production (*Monthly*);
- Google AdWords and Facebook Ads (*Monthly*); and
- Social Media Posting and Re-Posting (with the City and Market Manager).

### **WEB MARKETING SERVICES**

- Website Content Updates (*Weekly*);
- Website Search Engine Optimization (*Weekly*);
- Website and Online Analytics Reporting (*Monthly*);
- Website Events Updates (*Weekly*);
- Website Merchant Updates (*As Content is Provided by the City*);
- Website Calendar Updates (*As Content is Provided by the City*); and
- Routine Site Maintenance (*As Needed*).

### **PRESS AND MEDIA RELATIONS SERVICES**

- Press Release Creation (*Monthly*); and
- Story Placement and Coordination (*As Needed*).

**RIVERFRONT SHOPS OF DAYTONA BEACH  
STRATEGIC MARKETING CONTRACT DISCUSSION**

*Prepared by GOLD Marketing • Thursday, July 15, 2021*

**Marketing Contract Services Option: \$2,950/Month  
(Continued)**

**FARMERS' MARKET SERVICES**

- Farmers' Market Digital Advertising, Publicity, and Database Marketing (*Weekly*).

**CAMPAIGN CREATIVE SERVICES**

- Create Media "Scripts" (*For Digital Advertising as Approved*);
- Digital Campaign Materials Copy & Design (*Monthly*);
- Special Event Digital Advertising and Promotion Development (*Ongoing*); and
- Downtown Merchant Map Updates for the Website (*As Provided by the City*).

**DATABASE MARKETING SERVICES**

- Merchant and Consumer E-Blast Development, Programming, and Distribution (*Monthly*).



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**DAYTONA BEACH DDA**  
**MARKETING BUDGET COMPARISON**

*Prepared by GOLD Marketing • Friday, July 16, 2021*

**THE VERANDA**

*814 State Road A1A North*

*Ponte Vedra Beach, FL 32082*

 9 0 4 . 2 8 5 . 5 6 6 9

 *StrikeGold.com*

# **DAYTONA BEACH DDA**

## **MARKETING BUDGET COMPARISON**

*Prepared by GOLD Marketing • Friday, July 16, 2021*

The following shows the budget that was approved for the present fiscal year, compared to what a more digitally driven campaign could like in the next fiscal year.

<b>EXPENDITURES</b>	<b>FY 2020-2021</b>	<b>FY 2021-2022</b>
• SUPPLIES & DIRECTORY POSTERS <i>(Including Posters)</i>	\$520	\$550
• TECHNICAL EXPENSES <i>(Domains, Hosting, Database Marketing Program)</i>	\$800	\$800
• PROFESSIONAL SERVICES <i>(Agency Fee to Perform 30+ Marketing Services)</i>	\$45,000	\$35,400
• ONLINE ADVERTISING <i>(Google Search, Display &amp; Retargeting)</i>	\$7,600	\$7,600
• SOCIAL MEDIA ADVERTISING <i>(Facebook and Other Platforms)</i>	\$7,984	\$8,000
• BROADCAST ADVERTISING <i>(Radio, Beach TV)</i>	\$6,750	—
• PRINT ADVERTISING <i>(Observer Group, Daytona Times)</i>	\$7,586	—
• COLLATERAL MATERIAL <i>(Rack Brochures &amp; Other Materials)</i>	\$5,352	—
• MARKET@MAGNOLIA	\$8,232	\$8,000
• EVENT PRODUCTION	\$39,000	\$65,000
<b>TOTAL</b>	<b>\$128,824</b>	<b>\$125,350</b>



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**DAYTONA BEACH DDA**  
**GUEST SATISFACTION SURVEY**

*Prepared by GOLD Marketing • Friday, July 16, 2021*

**THE VERANDA**

*814 State Road A1A North*

*Ponte Vedra Beach, FL 32082*

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**On behalf of the Riverfront Shops of Daytona Beach, we thank you for your patronage and hope that your visit was outstanding. And we would like to invite you to participate in a brief online survey to help us make your next visit here even better. We are not attempting to sell you anything, and your personal information will be kept strictly confidential. For participating, you will be entered to win a \$100 Visa Gift Card.**

**Thank you for your assistance!**

1. What was the date of your last visit to the Riverfront Shops of Daytona Beach?

2. Was this the first time that you visited our area?

- Yes
- No

3. If no, how many times do you typically shop or dine in the Riverfront Shops area per month?

- 1 or 2
- 3 or 4
- 5 or 6
- 7 or 8
- 9 or 10
- More Than 10

4. How likely are you to return to the Riverfront Shops of Daytona Beach within the next month?

- Extremely Likely
- Very Likely
- Somewhat Likely
- Not Very Likely
- Not at all Likely
- Unsure

5. What was the main purpose of your most recent visit? (Please check all that apply.)

Cultural Activity

Dining

Shopping

Special Event

Vacation

Other (Please specify.)

6. Regarding your most recent visit, please rate your level of satisfaction with the following?

	Extremely Satisfied	Very Satisfied	Somewhat Satisfied	Not Very Satisfied	Not at all Satisfied	Unsure/Not Applicable
Received a warm welcome upon your arrival.	<input type="radio"/>					
Overall condition, appearance and cleanliness of the area.	<input type="radio"/>					
Overall condition, appearance and furnishings of where you dined, shopped or otherwise visited.	<input type="radio"/>					
Overall feeling of security.	<input type="radio"/>					
Variety of shops, restaurants and other amenities that interested you.	<input type="radio"/>					
Overall value of your visit.	<input type="radio"/>					

7. How satisfied were you with your experience overall?

- Extremely Satisfied
- Very Satisfied
- Somewhat Satisfied
- Not Very Satisfied
- Not at all Satisfied
- Unsure

8. What caused you to visit the Riverfront Shops for the first time?

- Drove by the Area
- Did Business in the Area
- Heard or Saw Some Form of Advertising or Promotion
- Attended an Event
- Other (Please Specify.)

Please provide the following for statistical purposes:

9. Your gender:

- Female
- Male

10. Your age group:

- Under 25
- 25–34
- 35–44
- 45–54
- 55–64
- 65+

11. Your total annual household income (from all sources):

- Less than \$50,000
- \$50,000–74,999
- \$100,000–199,999
- \$200,000+
- Will not disclose.

12. Your primary place of residence:

City

State

13. Your e-mail address (for the gift card drawing):

***Thank you for taking the survey!***



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▶ **RIVERFRONT SHOPS OF DAYTONA BEACH  
CONVERSION REPORT**

*Prepared by GOLD Marketing • Wednesday, July 14, 2021*

**THE VERANDA**

*State Road 814 A1A North*

*Ponte Vedra Beach, FL 32082*

**T** 9 0 4 . 2 8 5 . 5 6 6 9

**W** [StrikeGold.com](http://StrikeGold.com)

# **RIVERFRONT SHOPS OF DAYTONA BEACH CONVERSION REPORT**

*Prepared by GOLD Marketing • Wednesday, July 14, 2021*

## **Introduction**

The following are key extracts that have been updated from detailed Strategic Marketing Plans developed for the Downtown Development Authority (DDA) by GOLD for a number of years. They focus on the conversions of various forms of Riverfront Shops marketing to customer traffic, which have been discussed recently at DDA Board meetings and workshop. Importantly, the figures shown are from impartial third-party sources, which are also provided.

Thank you for your consideration.

## **Marketing Conversions**

The charts and information that follow show how the marketing dollars expended have been productive at driving customer utilization. They not only show the projected conversion data regarding GOLD's general brand market advertising and promotion, but compare the conversion rates of what the DDA's event producer has generated for special events to what GOLD has generated for the exact same events.

Should you have any questions regarding this information, please let us know.

## **RIVERFRONT SHOPS OF DAYTONA BEACH CONVERSION REPORT**

*Prepared by GOLD Marketing • Wednesday, July 14, 2021*

### **Event Conversion Comparison**

The following compares event responses to recent Downtown Daytona Beach events on Facebook from the Smith Signature Events page's event listings to those on the Riverfront Shops of Daytona Beach page. Though the responses are not exactly the same as attendees, the similarity is worthy of comparison. As mentioned, this data is from the Facebook source information that follows.

<b>EVENT NAME</b>	<b>SMITH SIGNATURE EVENTS RESPONSES</b>	<b>GOLD RIVERFRONT SHOPS RESPONSES</b>
Brews & Burger Walk (Saturday, May 22)	294 ( <i>\$3,000 Budget, \$10.20 CPI*</i> )	672 (128.5% More Responses) ( <i>\$200 Budget, \$0.29 CPI**</i> )
Cinco de Mayo (Wednesday, May 5)	288 ( <i>\$6,000 Budget, \$20.83 CPI*</i> )	1,767 (513.5% More Responses) ( <i>\$200 Budget, \$0.11 CPI**</i> )
Wine & Cheese Walk (Saturday, April 17)	566 ( <i>\$3,000 Budget, \$5.30 CPI*</i> )	1,975 (248.9% More Responses) ( <i>\$400 Budget, \$0.20 CPI**</i> )
Beer & Bacon Festival (Saturday, March 27)	203 ( <i>\$3,000 Budget, \$14.77 CPI*</i> )	1,858 (815.2% More Responses) ( <i>\$600 Budget, \$0.32 CPI**</i> )
St. Patty's Day Block Party (Wednesday, March 17)	138 ( <i>\$6,000 Budget, \$43.47 CPI*</i> )	1,070 (675.3% More Responses) ( <i>\$600 Budget, \$0.56 CPI**</i> )
Wine & Chocolate Walk (Saturday, February 20)	365 ( <i>\$3,000 Budget, \$8.21 CPI*</i> )	1,588 (335.0% More Responses) ( <i>\$1,766 Budget, \$1.11 CPI**</i> )
<b>TOTALS</b>	<b>7,476</b>	<b>54,756</b>

**NOTE:** *The average Riverfront Shops event responses achieved by GOLD were 452.7% higher than those by Al Smith for Downtown Daytona Signature Events according to Facebook.*

*\*Cost Per Inquiry (CPI)*

*\*\*50% of the approved monthly online/social media advertising budget spent directly on event promotion.*

# RIVERFRONT SHOPS OF DAYTONA BEACH CONVERSION REPORT

Prepared by GOLD Marketing • Wednesday, July 14, 2021

## FACEBOOK EVENT RESPONSE SCREENSHOTS

### **BREWS & BURGERS WALK** Signature Events Page Responses

SATURDAY, MAY 22, 2021 AT 1 PM EDT – 5 PM EDT

### BREWS & BURGER WALK - SATURDAY

Riverfront Shops of Daytona Beach

[About](#) [Discussion](#)

---

#### Details

294 people responded

Event by **Downtown Daytona Signature Events**

### Riverfront Shops Page Responses

SATURDAY, MAY 22, 2021 AT 1 PM EDT – 5 PM EDT

### Brews & Burgers Walk

Riverfront Shops of Daytona Beach

[About](#) [Discussion](#)

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#### Details

672 people responded

Event by **Riverfront Shops of Daytona Beach**

# RIVERFRONT SHOPS OF DAYTONA BEACH CONVERSION REPORT

Prepared by GOLD Marketing • Wednesday, July 14, 2021

## FACEBOOK EVENT RESPONSE SCREENSHOTS

### CINCO DE MAYO STREET PARTY Signature Events Page Responses

WEDNESDAY, MAY 5, 2021 AT 5 PM EDT – 10 PM EDT

## Olé! Celebrate Cinco de Mayo!

Free · Tia Cori's Tacos

[About](#) [Discussion](#)

---

### Details

 288 people responded

 Event by **Downtown Daytona Signature Events**

### Riverfront Shops Page Responses

WEDNESDAY, MAY 5, 2021 AT 5 PM EDT – 10 PM EDT

## Cinco de Mayo Street Party

Free · Riverfront Shops of Daytona Beach

[About](#) [Discussion](#)

---

### Details

 1.8K people responded

 Event by **Riverfront Shops of Daytona Beach**

**RIVERFRONT SHOPS OF DAYTONA BEACH  
CONVERSION REPORT**

*Prepared by GOLD Marketing • Wednesday, July 14, 2021*

**FACEBOOK EVENT RESPONSE SCREENSHOTS**

**WINE & CHEESE WALK**

**Signature Events Page Responses**

SATURDAY, APRIL 17, 2021 AT 1 PM EDT – 5 PM EDT

**Wine & Cheese Walk in Historic Down**  
Riverfront Shops of Daytona Beach

[About](#) [Discussion](#)

---

**Details**

 565 people responded

 Event by **Downtown Daytona Signature Events**

**Riverfront Shops Page Responses**

SATURDAY, APRIL 17, 2021 AT 1 PM EDT – 5 PM EDT

**Wine & Cheese Walk**  
Riverfront Shops of Daytona Beach

[About](#) [Discussion](#)

---

**Details**

 2K people responded

 Event by **Riverfront Shops of Daytona Beach**

# RIVERFRONT SHOPS OF DAYTONA BEACH CONVERSION REPORT

Prepared by GOLD Marketing • Wednesday, July 14, 2021

## FACEBOOK EVENT RESPONSE SCREENSHOTS

### **BEER & BACON FESTIVAL** Signature Events Page Responses

SATURDAY, MARCH 27, 2021 AT 1 PM EDT – 5 PM EDT

## 3RD ANNUAL BEER & BACON FESTIVAL

Riverfront Shops of Daytona Beach

About Discussion

### Details

203 people responded

Event by Downtown Daytona Signature Events

### Riverfront Shops Responses

SATURDAY, MARCH 27, 2021 AT 1 PM EDT – 5 PM EDT

## Beer & Bacon Festival

Riverfront Shops of Daytona Beach

About Discussion

### Details

1.9K people responded

Event by Riverfront Shops of Daytona Beach

# RIVERFRONT SHOPS OF DAYTONA BEACH CONVERSION REPORT

Prepared by GOLD Marketing • Wednesday, July 14, 2021

## FACEBOOK EVENT RESPONSE SCREENSHOTS

### **ST. PATTY'S DAY BLOCK PARTY** **Signature Events Page Responses**

WEDNESDAY, MARCH 17, 2021 AT 5 PM EDT – 10 PM EDT

## St. Patty's Day Block Party

Free · Riverfront Shops of Daytona Beach

---

[About](#)   [Discussion](#)

---

### Details

 138 people responded

 Event by Downtown Daytona Signature Events

### **Riverfront Shops Page Responses**

WEDNESDAY, MARCH 17, 2021 AT 5 PM EDT – 10 PM EDT

## St. Patty's Day Block Party

Free · Riverfront Shops of Daytona Beach

---

[About](#)   [Discussion](#)

---

### Details

 1.1K people responded

 Event by Riverfront Shops of Daytona Beach

# RIVERFRONT SHOPS OF DAYTONA BEACH CONVERSION REPORT

Prepared by GOLD Marketing • Wednesday, July 14, 2021

## FACEBOOK EVENT RESPONSE SCREENSHOTS

### **WINE & CHOCOLATE WALK** **Signature Events Page Responses**

SATURDAY, FEBRUARY 20, 2021 AT 1 PM EST – 6 PM EST

## 10th Annual Wine & Chocolate Walk

Riverfront Shops of Daytona Beach

[About](#) Discussion

---

### Details

 365 people responded

 Event by Downtown Daytona Signature Events

### **Riverfront Shops Page Responses**

SATURDAY, FEBRUARY 20, 2021 AT 1 PM EST – 6 PM EST

## 10th Annual Wine & Chocolate Walk

Riverfront Shops of Daytona Beach

[About](#) Discussion

---

### Details

 1.6K people responded

 Event by Riverfront Shops of Daytona Beach

## **RIVERFRONT SHOPS OF DAYTONA BEACH CONVERSION REPORT**

*Prepared by GOLD Marketing • Wednesday, July 14, 2021*

### **Retail Customer Conversion Comparison**

A national retail marketing study conducted by Harvard University found that better than 9-out-of-10 retail consumers investigated a shopping and/or dining establishment’s website (*including the sites for shopping and community/lifestyle centers*) prior to their first visiting these establishments in person. And roughly half of these investigations resulted in a visit within 24 hours. This is important to understand because the greater number of “new users” to the Riverfront Shops of Daytona Beach website, the greater the amount of retail foot traffic. And the number of new users attracted to the site by GOLD is much greater than that of the DDA’s previous agency.

<b>GOOGLE ANALYTICS</b>	<b>BEFORE GOLD</b>	<b>GOLD RIVERFRONT SHOPS RESPONSES</b>
MONTHLY NEW USERS	623 Per Month	9,126 Per Month <i>(1,364.8% Increase)</i>
TOTAL MONTHLY USERS	623 Per Month	9,358 Per Month <i>(1,402.0% Increase)</i>
PAGEVIEWS	2,222 Per Month	13,833 Per Month <i>(522.5% Increase)</i>
SESSIONS	762 Per Month	10,650 Per Month <i>(1,297.6% Increase)</i>
<b>ESTIMATED ANNUAL TOTAL</b>	<b>7,476 New Users</b>	<b>109,512 New Users</b>

**NOTE:** *This study was conducted in 2017, and online investigation has increased tremendously the last two years according to the National Retail Foundation (NRF). Using the formula developed by Harvard University, the monthly amount of new foot traffic generated by GOLD is 4,563 customers per month, **54,756 customers per year.***



**G O L D**  
M A R K E T I N G

*Intelligent Imagination™*

**DAYTONA BEACH DDA**  
**JUNE 2021 ONLINE ANALYTICS REPORT**

*Prepared by GOLD Marketing • Friday, July 16, 2021*

**THE VERANDA**

*814 State Road A1A North*

*Ponte Vedra Beach, FL 32082*

**T** 9 0 4 . 2 8 5 . 5 6 6 9

**W** [StrikeGold.com](http://StrikeGold.com)

# DAYTONA BEACH DDA

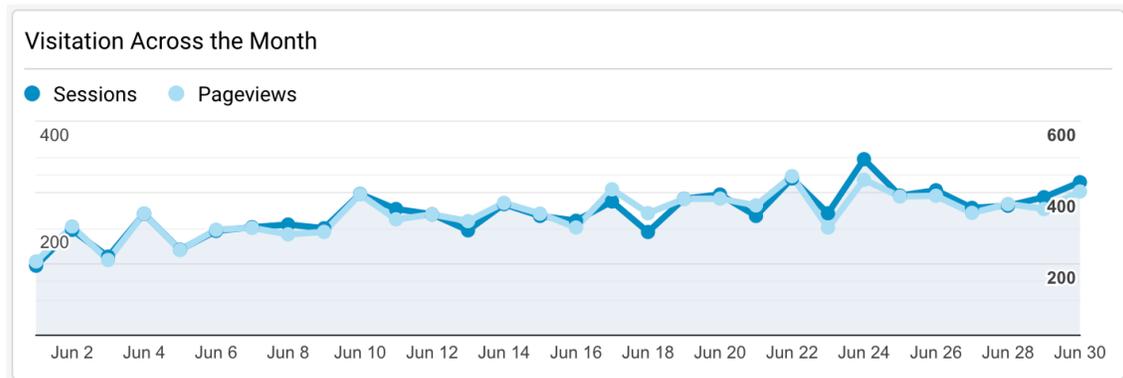
## JUNE 2021 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Friday, July 16, 2021

### Overall Traffic

The Riverfront Shops continued to engage large numbers of online visitors in June 2021. Overall, June had 6,859 sessions and 10,178 pageviews (*which was lower than May but still higher than April 2021*). Google and Facebook clicks also increased in June over May.

### WEBSITE VISITATION TRENDLINE



*The above chart shows that traffic generally increased across the month.*

### TOP PAGES

Most Viewed Pages		Pageviews
Page		
/		1,840
/open-for-business/		1,205
/farmers-market/		549
/shopping/		517
/dining/		381
/events/		287
/brochures-and-maps/		274
/organizer/daytona-beach-downtown-farmers-market/		243
/attractions/		215
/discount-card/		122

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

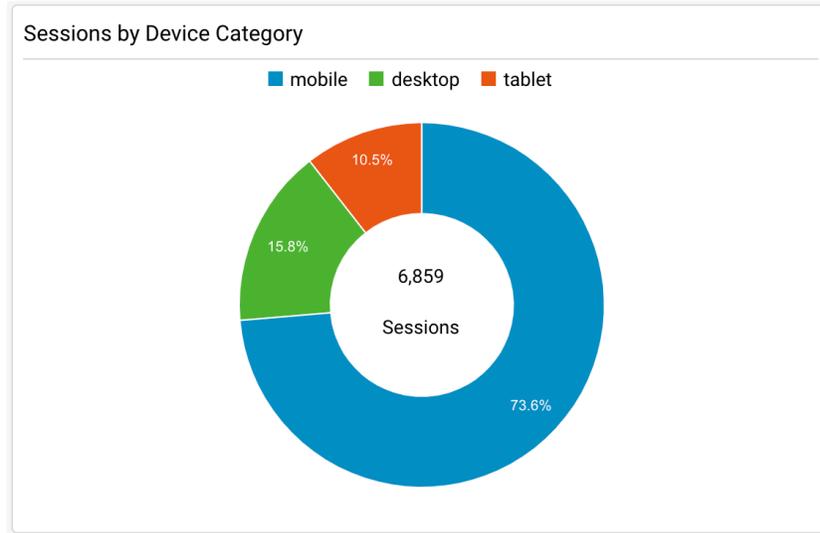
*Page 1 of 4*

# DAYTONA BEACH DDA JUNE 2021 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Friday, July 16, 2021

## Overall Traffic (Continued)

### TRAFFIC TYPE



*Mobile visitation continued to outpace desktop traffic in June.*

### KEY TRAFFIC SOURCES

Top Traffic Sources

Source / Medium	Sessions
(direct) / (none)	5,408
google / cpc	3,094
google / organic	1,076
facebook_ads / cpc	587
daytonabeach.com / referral	157
codb.us / referral	98
facebook.com / referral	32
m.facebook.com / referral	31
bing / organic	25
l.facebook.com / referral	25

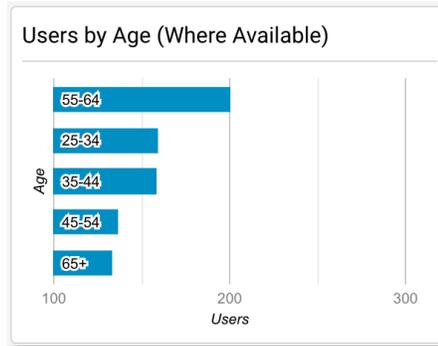
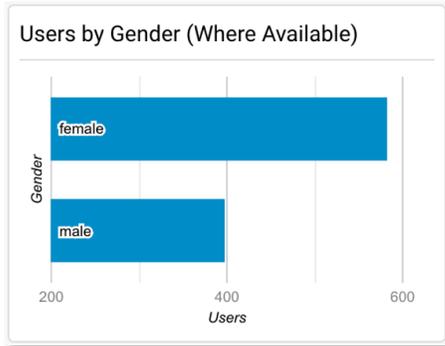
*Direct traffic and Google advertising were the largest traffic sources, followed by Google organic search and Facebook advertising.*

# DAYTONA BEACH DDA JUNE 2021 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Friday, July 16, 2021

## Overall Traffic (Continued)

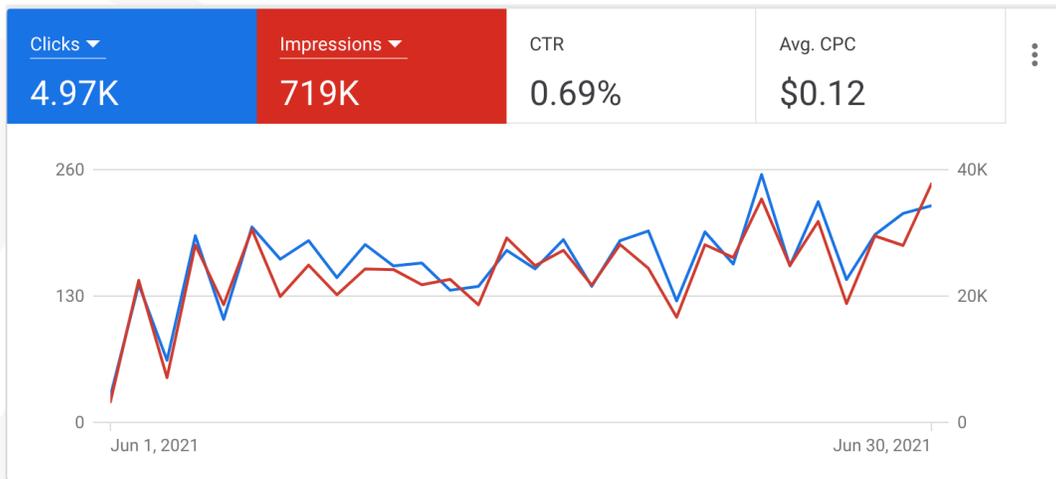
### DEMOGRAPHICS AND GENDER



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

## Online Advertising

### GOOGLE ADVERTISING



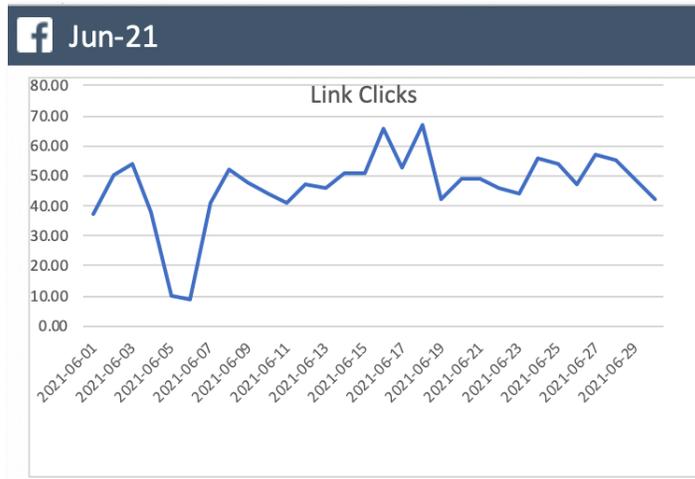
The Google Ads campaign generated 4,972 clicks in June 2021 – an 11% increase over May. (This included 1,696 clicks for the Farmers’ Market.) Popular Riverfront Shops search advertising keywords included “Daytona Beach Shopping” (and similar), “Daytona Beach” (and similar), and “Restaurants in Daytona Beach” (and similar). Popular Farmers’ Market keywords included “Daytona Beach Farmers’ Market,” “Daytona Beach Market” and “Farmers’ Market.” However, the majority of clicks came from display advertising.

# DAYTONA BEACH DDA JUNE 2021 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Friday, July 16, 2021

## Online Advertising (*Continued*)

### FACEBOOK ADVERTISING



*The Facebook advertising in June 2021 generated a total of 1,395 total link clicks (a modest increase over May), including 373 clicks for the Farmers' Market. The event promotion advertising for the Farmers' Market's Father's Day Scavenger Hunt had 32 responses (combined paid and organic responses for the Scavenger Hunt totaled 40).*

*The Riverfront Shops page had 13,331 "likes" at the end of June 2021, and the Farmers' Market page had 2,883 "likes" (a modest increase for both).*

**DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY**  
**FY 2020 - 2021 MARKETING FLOWCHART**

Revised July 14, 2021

**Tentative Plan**

ORIGINAL BUDGET = \$134,000

MEDIA	DESCRIPTION	SPACE CLOSE	MAT. CLOSE	OCT				NOV				DEC				JAN				FEB				MAR				APR				MAY				JUNE				JULY				AUG				SEPT				TOTALS				
				5	12	19	26	2	9	16	23	7	14	21	28	4	11	18	25	1	8	15	22	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6		13	20	27	
<b>A. GENERAL MARKETING SERVICES – \$46,400 (Original Budget)</b>																																												<b>\$46,320</b>												
SUPPLIES	Kiosk posters. (\$600 budget.)	N/A	N/A	–				–				\$104				–				–				\$104				–				\$104				\$104				–				\$104				–				\$520				
TECHNICAL SERVICES	Fees for iContact, domains, and web hosting. (\$800 budget.)	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. (\$45,000 budget.)	N/A	N/A	\$3,750				\$3,750				\$3,750				\$3,750				\$3,750				\$3,750				\$3,750				\$3,750				\$3,750				\$3,750				\$3,750				\$45,000								
<b>B. DOWNTOWN MARKETING MEDIA – \$31,800 (Original Budget)</b>																																												<b>\$35,272</b>												
Online	Google geo-targeted search and display ads (including remarketing). (\$7,800 budget.)	2 Weeks Prior	1 Week Prior	\$800				\$1,200				\$1,000				\$800				\$800				\$600				\$400				\$400				\$400				\$400				\$400				\$400				\$400				\$7,600
Social	Social media geo-targeted ads. (\$7,800 budget.)	2 Weeks Prior	1 Week Prior	\$750				\$874				\$1,205				\$1,189				\$966				\$600				\$400				\$400				\$400				\$400				\$400				\$400				\$400				\$7,984
Offline: Broadcast	Radio advertising media and production. (Southern Stone \$945/wk budget.) (\$1,200 added for Beach TV on 3/18/21. Not budgeted.)	3 Weeks Prior	2 Weeks Prior	–				–				\$5,550				–				–				\$1,200 *				–				–				–				–				–				–				\$6,750				
Offline: Print	Large space full-color ads in the Observer Group and Daytona Times. (\$7,586 budget.)	2 Weeks Prior	2 Weeks Prior	–				\$2,648 *				–				\$4,938				–				–				–				–				–				–				–				–				\$7,586				
Offline: Brochure Displays	First printing included 7,500 units (with 1,000 for merchants). Same quantities for second printing. Distribution at 133 locations.	2 Weeks Prior	2 Weeks Prior	–				–				–				\$882				\$509				\$509				\$509				\$509				–				\$1,416				\$509				\$509				\$509				\$5,352
<b>C. DOWNTOWN EVENTS – \$48,000 (\$50,000 Budget Less \$2,000*)</b>				–				–				–				–				Wine & Chocolate				St. Patrick's Day/ Beer & Bacon				Wine & Cheese				Cinco de Mayo/ Brews & Burgers				–				Daytona Nights				Daytona Nights				Daytona Nights				<b>\$39,000</b>				
EVENT MARKETING*	Budget set aside for FY 2020-2021 event fees and advertising.	4 Weeks Prior	3 Week Prior	–				–				–				–				\$3,000				\$9,000				\$3,000				\$9,000				–				\$5,000				\$5,000				\$5,000				\$39,000				
<b>D. MARKET@MAGNOLIA – \$5,800 (Original Budget)</b>				Saturdays				Saturdays				Saturdays				Saturdays				Saturdays				Saturdays				Saturdays				Saturdays				Saturdays				Saturdays				Saturdays				Saturdays				<b>\$8,232</b>				
Online	Google geo-targeted search and display ads.	2 Weeks Prior	1 Week Prior	\$247				\$300				\$200				\$200				\$200				\$200				\$200				\$200				\$200				\$200				\$200				\$200				\$200				\$2,547
Social	Social media geo-targeted ads, including vendor recruitment advertising (\$200/mo for 3 months).	2 Weeks Prior	1 Week Prior	\$400				\$500				\$400				\$400				\$200				\$200				\$200				\$200				\$200				\$200				\$200				\$200				\$200				\$3,300
E-Marketing	Database recruitment marketing program to farmers, including printing and distribution.	2 Weeks Prior	1 Week Prior	–				–				–				–				–				–				–				–				–				\$795				\$795				\$795				–				\$2,385
<b>TOTAL</b>				<b>\$6,747</b>				<b>\$9,272</b>				<b>\$12,209</b>				<b>\$12,159</b>				<b>\$9,425</b>				<b>\$16,163</b>				<b>\$8,459</b>				<b>\$14,054</b>				<b>\$7,265</b>				<b>\$11,254</b>				<b>\$11,358</b>				<b>\$10,459</b>				<b>\$ 128,824</b>				

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

**\*CHANGES:** \$2,000 was moved from EVENT MARKETING to DOWNTOWN MARKETING MEDIA (Offline: Print) in November, as voted on by the DDA Board. \$1,200 was also added on 3/18/21 for Beach TV as instructed by the City.

**EVENT BUDGETS**

- FEBRUARY: Wine & Chocolate, \$3,000;
- MARCH: St. Patrick's Day, \$6,000; Beer & Bacon, \$3,000;
- APRIL: Wine & Cheese, \$3,000;
- MAY: Cinco de Mayo, \$6,000; Brews & Burgers \$3,000;
- JULY: Daytona Nights, \$5,000;
- AUGUST: Daytona Nights \$5,000; and
- SEPTEMBER: Daytona Nights, \$5,000.

July 15, 2021

TO: Downtown Development Authority

FROM: Al Smith, Bullseye Direct Marketing

RE: Proposed 2022 Event Calendar

Our list of proposed 2021-22 Downtown Daytona special events is attached. With your support, we can build on the great event successes in 2019 and 2021 to date. We strongly believe these past successes are proof that events are the most direct and cost-effective way to promote Downtown Daytona Beach.

In order to successfully plan we are requesting the DDA's approval of the first QTR of 2021-22 events and the proposed Spring Art Festival

We are also proposing a new street party event BEACHTOBERFEST. This German "Octoberfest" theme will include a local Beach twist. Depending on availability this event will either take place on Beach Street from Orange Ave to ISB or on Magnolia Ave.

## Bullseye Direct Marketing

# Proposed Event Schedule and Budget for the DDA

Oct 2021-Sept 2022

EVENT	YEAR	DATE	DDA SPONSOR	CITY FEES
<b>OCT</b>				
Food Truck Rally	1st	Friday, October 15, 2021	\$ 2,500.00	\$ 2,000.00
Beachtoberfest	1st	Saturday, October 16, 2021	\$ 5,000.00	\$ 4,500.00
<b>NOV</b>				
Halifax Art Festival	59	Saturday, November 6, 2021	-	-
Halifax Art Festival	59	Sunday, November 7, 2021	-	-
Wine Walk	1st	Saturday, November 20, 2021	\$ 2,500.00	\$ 500.00
<b>DEC</b>				
Chocolate Festival	2nd	Saturday, December 4, 2021	\$ 2,500.00	\$ 500.00
<b>JAN</b>				
Wine Walk	1st	Saturday, January 15, 2022	\$ 2,500.00	\$ 500.00
Chili Cookoff	2nd	Saturday, January 29, 2022	\$ 2,500.00	\$ 500.00
<b>FEB</b>				
Wine & Chocolate walk	11th	Saturday, February 12, 2022	\$ 1,000.00	\$ 500.00
Beer & Bacon Festival	3rd	Saturday, February 26, 2022	\$ 2,500.00	\$ 500.00
<b>MAR</b>				
St Paddy's Day	2nd	Thursday, March 17, 2022	\$ 5,000.00	\$ 4,500.00
Wine & Cheese walk	2nd	Saturday, March 19, 2022	\$ 1,500.00	\$ 500.00
<b>APR</b>				
Spring Art Festival	1st	Friday, April 9, 2021	\$ 20,000.00	\$ 4,500.00
Wine Walk	1st	Thursday, April 29, 2021	\$ 2,500.00	\$ 500.00
<b>MAY</b>				
Cinco De Mayo	2nd	Wednesday, May 5, 2021	\$ 5,000.00	\$ 3,100.00
Daytona Beer Festival	2nd	Friday, May 14, 2021	\$ 2,500.00	\$ 500.00
<b>JUNE</b>				
Food Truck Rally	2nd	Thursday, June 17, 2021	\$ 2,500.00	\$ 2,000.00
<b>JULY</b>				
Food Truck Rally	2nd	Saturday, July 17, 2021	\$ 2,500.00	\$ 2,000.00
<b>AUG</b>				
Food Truck Rally	2nd	Thursday, August 19, 2021	\$ 2,500.00	\$ 2,000.00
<b>SEPT</b>				
Food Truck Rally	2nd	Thursday, September 23, 2021	\$ 2,500.00	\$ 2,000.00
<b>Totals</b>			<b>\$ 67,500.00</b>	<b>\$ 31,100.00</b>



The Daytona Beach Downtown Development Authority

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

**June 2021**

by Melanie John, Market Manager

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### **June 5**

#### **Market Summary:**

Today's weather was on the hot side. Very light foot traffic however vendors reported good sales due to regulars. Bridgette played from 9a-Noon. Preacher was present from 9:30a-11 however Bridgette's performances drowned out his speaker. Had an issue with no main produce stand today.

#### **Vendor Recruitment:**

Placed several ads online via Facebook looking for produce vendors. Will be scouting other markets as well.

#### **Vendor Activity:**

Brian had a family emergency and was absent today. Yanni had crew issues and came at 11:30 to set up. (He came by himself). Bridgette's first day back was today as well.

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

Bridgette will be entertaining next Saturday. Father's Day scavenger hunt will be our next event on 6/19.

### **June 12**

#### **Market Summary:**

Weather was warm and a lot hotter by noon. Bridgette played from 9a-noon. Most of foot traffic was early in the morning and seemed to die early (by 11). Produce was late again causing customers making remarks about no produce the past few weeks. Preacher was present however Bridgette's music drowned him out.

#### **Vendor Recruitment:**

Have been asking vendors to talk to others when vending other places. They are requesting more advertising (which is in the works) however advertising with no produce, need to be very cautious. Need to make sure plenty of produce when spending on advertising or we may find the wrong kind of exposure.

#### **Vendor Activity:**

Yanni's produce has been missing in action due to staffing / health issues. Many vendors are frustrated with light foot traffic as no produce is causing lesser foot traffic. Natural Springs Dairy has helped a lot by bringing veggies (very limited) to help the cause.

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

Bridgette will be entertaining next Saturday. Father's Day Scavenger Hunt next Saturday.

## **June 19**

### **Market Summary:**

Day was humid and hot. Bridgette performed from 9a-Noon. No preacher today! We had the Father's Day Scavenger Hunt which the kids of our market were very much into! Prizes given out were valued at \$50. The day went very well and the market had happy visitors.

### **Vendor Recruitment:**

Gave out a couple of new applications today.

### **Vendor Activity:**

Had a new vendor start, Canna Kings. They produce their own CBD/Delta 8 Products.

### **Events/Promotions:**

Bridgette will be entertaining next Saturday.

## **June 26**

### **Market Summary:**

Today was a hot day. Bridgette played from 9a-11a (She became dizzy at the end and had to cease early due to heat getting to her). Preacher was present and was asked to lower volume on megaphone. Had more customers complaining about his megaphone and his message (one being new to the area).

### **Vendor Recruitment:**

New bakery vendor will be bringing produce next week for a trial run from Orlando. Gave out 2 applications to a food vendor and the other an artist.

### **Vendor Activity:**

Had 2 new vendors start. One is a bakery and the other is the dyed shirts and homemade decor. Both vendors happy and will be committing to monthly starting next week. Yanni has not showed up at all and has been absent.

### **Events/Promotions:**

Bridgette will be entertaining next Saturday.



# 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: July 16, 2021  
 TO: Downtown Development Authority Board Members  
 FROM: Reed Berger, Redevelopment Director  
 SUBJECT: DDA Monthly Financial Report

The following is the DDA financial report for revenues and expenditures through July 16, 2021.

<b>General Activities</b>			
<b>Revenues</b>	<b>Projection</b>	<b>Received to Date As of 7/16/21</b>	<b>Balance</b>
Ad Valorem	\$ 141,012	\$ 135,604.07	\$ 5,407.93
Delinquent Ad Valorem	\$ -	\$ 148.16	\$ (148.16)
Downtown CRA Payment	\$ 98,440	\$ 61,056.13	\$ 37,383.87
Interest	\$ 50	\$ -	\$ 50.00
<b>Total</b>	<b>\$ 239,502</b>	<b>\$ 196,808.36</b>	<b>\$ 42,693.64</b>
<b>Line Item</b>	<b>Appropriation</b>	<b>Spent to Date As of 7/16/21</b>	<b>Balance</b>
Professional Services	\$ 45,000	\$ 37,500.00	\$ 7,500.00
Care and Subsistence	\$ 300	\$ 211.59	\$ 88.41
Advertising	\$ 34,000	\$ 33,052.99	\$ 947.01
Events Promotion	\$ 5,000	\$ 3,353.07	\$ 1,646.93
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
<b>Total</b>	<b>\$ 189,502</b>	<b>\$ 135,452.37</b>	<b>\$ 54,049.63</b>

<b>Farmers' Market Activities</b>			
<b>Revenues</b>	<b>Projection</b>	<b>Received to Date</b> As of 7/16/21	<b>Balance</b>
Vendor Revenue	\$ 22,000	\$ 5,039.00	\$ 16,961.00
Sponsorship	\$ 2,000	\$ -	\$ 2,000.00
Market Booth Sales	\$ 4,000	\$ -	\$ 4,000.00
DDA SNAP Revenues	\$ -	\$ 1,695.15	\$ (1,695.15)
<b>Total</b>	<b>\$ 28,000</b>	<b>\$ 6,734.15</b>	<b>\$ 21,265.85</b>
<b>Expenses</b>	<b>Appropriation</b>	<b>Spent to Date</b> As of 7/16/21	<b>Balance</b>
Market Manager	\$ 18,000	\$ 7,200.00	\$ 10,800.00
Projects (SNAP Program)	\$ 3,000	\$ 1,300.00	\$ 1,700.00
Liability Insurance	\$ 1,500	\$ 1,050.00	\$ 450.00
Advertising	\$ -	\$ -	\$ -
Marketing	\$ 1,500	\$ 165.00	\$ 1,335.00
City Fees	\$ 1,500	\$ -	\$ 1,500.00
DDA SNAP Expenses	\$ -	\$ 1,963.90	\$ (1,963.90)
Booth Merchandise	\$ 1,000	\$ -	\$ 1,000.00
Other Materials & Supplies	\$ 1,500	\$ -	\$ 1,500.00
<b>Total</b>	<b>\$ 28,000</b>	<b>\$ 11,678.90</b>	<b>\$ 16,321.10</b>
<b>Profit/Loss</b>		<b>\$ (4,944.75)</b>	

<b>Downtown Event Activities</b>			
<b>Revenues</b>	<b>Projection</b>	<b>Received to Date</b> As of 7/16/21	<b>Balance</b>
Vendor Revenue	\$ -	\$ -	\$ -
Event Sponsorship	\$ -	\$ -	\$ -
<b>Total</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Expenses</b>	<b>Appropriation</b>	<b>Spent to Date</b> As of 7/16/21	<b>Balance</b>
Event Promotion	\$ 50,000	\$ 16,608.03	\$ 33,391.97
<b>Total</b>	<b>\$ 50,000</b>	<b>\$ 16,608.03</b>	<b>\$ 33,391.97</b>
<b>Profit/Loss</b>		<b>\$ (16,608.03)</b>	
<b>DDA Budget Summary</b>			
	<b>Budget</b>	<b>Actual</b>	<b>Balance</b>
Total DDA Revenues	\$ 267,502	\$ 203,543	\$ 63,959
Total DDA Expenditures	\$ 267,502	\$ 163,739	\$ 103,763
<b>Balance</b>	<b>\$ -</b>	<b>\$ 39,803</b>	<b>\$ (39,803)</b>
<b>Reserves</b>	<b>\$ 39,968</b>	<b>\$ -</b>	<b>\$ 39,968</b>
<b>Notes:</b>			
1. Appropriations reflect budget as amended by the DDA on February 25, 2021.			

	OPTION 1 DDA Proposed 2021/22 Budget	OPTION 2 DDA Proposed 2021/22 Budget
Proposed as of July 16, 2021		
<b>GENERAL DOWNTOWN PROMOTION</b>		
<b>REVENUE</b>		
Ad Valorem Taxes	141,000	141,000
Downtown CRA Payment	101,059	101,059
Interest	50	50
<b>Total Revenue</b>	<b>\$ 242,109</b>	<b>\$ 242,109</b>
<b>EXPENDITURES</b>		
Professional Services	45,000	35,400
Care and Subsistence	350	350
Advertising & Marketing	40,000	40,000
Supplies	2,000	2,000
Memberships	200	200
Downtown CRA Payment	101,059	101,059
Contingency	3,500	3,100
<b>Total Expenditures</b>	<b>\$ 192,109</b>	<b>\$ 182,109</b>
<b>FARMERS' MARKET OPERATIONS</b>		
<b>MARKET REVENUE</b>		
Vendor Revenue	25,000	25,000
SNAP Revenue	5,000	5,000
Sponsorship	5,000	5,000
Market Booth Sales	-	-
<b>Total Revenue</b>	<b>\$ 35,000</b>	<b>\$ 35,000</b>
<b>MARKET EXPENDITURES</b>		
Market Manager	18,000	18,000
SNAP Expenditures	5,000	5,000
Liability Insurance	1,500	1,500
Advertising & Marketing	8,000	8,000
City Fees	1,500	1,500
Booth Merchandise	-	-
Other Materials & Supplies	1,000	1,000
<b>Total Expenditures</b>	<b>\$ 35,000</b>	<b>\$ 35,000</b>
<b>DOWNTOWN EVENTS</b>		
<b>EVENT EXPENDITURES</b>		
Event Promotion	50,000	60,000
<b>Total Expenditures</b>	<b>\$ 50,000</b>	<b>\$ 60,000</b>
<b>DDA BUDGET SUMMARY</b>		
<b>TOTAL REVENUE</b>	<b>\$ 277,109</b>	<b>\$ 277,109</b>
<b>TOTAL EXPENSES</b>	<b>\$ 277,109</b>	<b>\$ 277,109</b>
<b>BALANCE</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Reserves</b>	<b>\$ 39,968</b>	<b>\$ 39,968</b>