

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, August 26, 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.

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

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes:**
 - a. Regular Meeting: July 22, 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, July 22, 2021**

The meeting of the Downtown Development Authority was held Thursday, July 22, 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 (joined meeting at 8:38 a.m. via Zoom)

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Robert Jagger, City Attorney
Capt. Scott Lee, Daytona Beach Police Department
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.

3. Approval of Minutes

Regular Meeting – June 24, 2021

Board Action:

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to approve the minutes of the Regular Meeting of June 24, 2021 as presented. The motion carried (4-0).

Workshop – July 8, 2021

A motion was made by Ms. Cook, seconded by Mr. Hopkins, to approve the minutes of the July 8, 2021 meeting as presented. The motion carried (4-0).

4. **Reports and Presentations**

a. Public Safety Update

Capt. Scott Lee stated crime has increased in the district by 17%, noting crime was significantly down last year in comparison due to Covid; however, overall, crime is down 24% over the last two-year period. Capt. Lee stated there has been an increase in aggravated assaults.

Mr. Hopkins asked how the officer who was the victim of a shooting is doing.

Capt. Lee stated he is doing well.

Mr. Hopkins stated the group that was congregating in the Marina area has moved and he thanked the Department for their efforts.

Ms. Kozinski stated they have moved to the CVS and 7-11 areas.

Capt. Lee stated the 200 block of Magnolia is a recurring problem, noting a number of arrests of vagrants have been made. Capt. Lee stated the offenders are offered services, in conjunction with Stewart-Marchman, as they go into jail; and if they accept the services, they will not be sent to jail; however, most do not want to take advantage of the services.

Ms. Cook stated she was on hold for 30 minutes when calling to report a non-emergency issue, which was someone going through the downtown spray painting.

Capt. Lee stated Volusia County handles all dispatching and when a crime is being committed, she should call 9-1-1.

Ms. Kozinski stated there was a system in place just for the downtown through a Facebook page that looped to the Police Department and the Public Information Officer, Susan Cerbone, regarding crime incidents. Ms. Kozinski stated she is willing to help to get such a program in place again.

Capt. Lee stated the page was removed because it was becoming difficult to meet peoples' expectations for response. Capt. Lee stated he had no problem if she wanted to create a page for her area.

Mr. Jagger stated she can create the page personally but it would not be a government-run site.

b. Gold & Associates Presentation and Marketing Contract

Ms. Cook asked about the rack cards.

Mr. Gold stated the cards are being distributed. Mr. Gold stated he asked that an additional 1,000 be printed so they can be delivered to the city and then distributed to the merchants.

Mr. Gold stated at the workshop, conversion data was discussed as well as the new strategic marketing plan and the new guest satisfaction survey. Mr. Gold stated a new plan will be completed based on research and the new guest satisfaction survey.

Ms. Cook asked if the survey will be online or how will the guests receive the survey.

Mr. Gold stated it will be distributed to the database of 8,700 people who receive the e-blasts each month. Mr. Gold stated additional databases are acquired periodically.

Mr. Gold spoke about the conversion data and stated the information is gathered from signature events and Facebook. Mr. Gold stated most people visit the Riverfront Shops page as a result of clicking on an event listed on Facebook. Mr. Gold stated the majority of people who visit the site come from the Facebook page and not the event producer's page.

Ms. May joined the meeting via Zoom at 8:38 a.m.

Board Action:

A motion was made by Ms. Cook, seconded by Mr. Hopkins, to allow Ms. May to participate in the meeting virtually based on extraordinary circumstances. The motion carried (4-0).

Mr. Gold provided a draft of the Strategic Marketing Plan. Mr. Gold stated the report can be reviewed by the Board members and they can provide their input on the detail they would like included.

Mr. Gold stated the marketing contract was discussed at the workshop. Mr. Gold stated there is an interest in increasing the amount to support events. Mr. Gold stated the full-service contract is \$3,750 per month. Mr. Gold stated 32 different services are provided on a regular basis as part of the contract. Mr. Gold stated pro bono services are offered in addition to the contract. Mr. Gold suggested that a new digital marketing option could be offered which would reduce the contract to \$2,950 per month and would free up additional dollars for events. Mr. Gold stated all invoices are provided to the city at net and there is no mark-up on services. Mr. Gold stated when he places media ads, he provides the 15% discount afforded his agency. Mr. Gold stated the Special Events budget is listed currently at \$35,000 but it could go up to \$65,000. Mr. Gold stated with the proposed new contract, the Professional Services item in the budget would decrease from \$45,000 to \$35,400. Mr. Gold stated budget comparisons are included as part of the packet for the Board's information.

Mr. Sznajstajler asked about the Professional Services expense noting there is a cost for advertising and the cost for the work that Gold does to prepare the ad.

Mr. Gold stated that is correct; but if there is something that needs to be done, his firm just does it.

Mr. Hopkins asked what portion of the market will be overlooked if the DDA moves to strictly online advertising.

Mr. Gold stated we will miss the oldest demographic which makes up a large portion of the customer base.

Mr. Sznajstajler asked about the advertising on the Beach channel.

Mr. Gold stated that was free and Gold did not pay for that. Mr. Gold stated he has contracts with 13 counties and the State of Florida and it indicates that a lot of people are still influenced by television.

Mr. Sznajstajler asked if the radio advertising focuses on Riverfront shops.

Mr. Gold stated that has been primarily focused on event marketing during the Christmas and holiday season.

Al Smith, BullsEye Direct Marketing, stated the figures provided in Mr. Gold's presentation regarding events are unfair and should not be based on the number of likes on Facebook. Mr. Smith stated the figures should be based on how many people showed up for an event and how much the merchants achieved through sales. Mr. Smith stated he spends a fraction of what is provided by the DDA on social media.

Mr. Gold stated the data is not from Gold & Associates, it is from Facebook.

Mr. Sznajstajler stated he met with the City Manager one-on-one after the workshop and he will meet with him again tomorrow to talk in more detail about events. Mr. Sznajstajler stated they discussed how the DDA would like the city to help with event fees. Mr. Sznajstajler stated the next meeting will include staff to further discuss funding. Mr. Sznajstajler stated his preference is that funds not be used to pay event fees but be used to focus on other things and assist BullsEye with events.

Ms. May stated she met with the City Manager prior to Mr. Sznajstajler meeting with him. Ms. May stated her request of the City Manager is that the DDA pay nothing and that events become city-sponsored. Ms. May stated it looks very favorable for the DDA.

c. BullsEye Direct Marketing Proposed FY2022 Events Schedule and Agreement

Al Smith, BullsEye Direct Marketing, asked that the DDA commit to funding the events planned for the first quarter of next fiscal year so he can start planning the events. Mr. Smith stated he hears from the merchants that they want more events to be held in the downtown as well as an additional art festival. Mr. Smith stated the Facebook page for the planned food truck events indicate over 16,000 people are interested. Mr. Smith stated five trucks have been turned away because he does not want the event overbooked.

Mr. Smith suggested that Mr. Sznajstajler talk with the City Manager about the fees, particularly the \$1,000 charge for police services during an event. Mr. Smith stated his events do not need that kind of attention. Mr. Smith stated by eliminating those fees, the food truck events could be done very inexpensively on a monthly basis.

Mr. Smith stated a planned event is Beachtoberfest which would be a street party like a German Oktoberfest. Mr. Smith stated he plans to hold another wine walk in November and a Chocolate Festival in December and a second wine walk in January. Mr. Smith stated he will not charge the DDA for the wine and chocolate walk. Mr. Smith stated he would like to have a commitment from the DDA today about holding another art festival.

Mr. Sznajstajler asked if the DDA cost is what Mr. Smith is expecting the DDA to pay, not the fees.

Mr. Smith stated yes and noted there has been an increase in fees over the last two years.

Mr. Sznajstajler stated he plans to present the fees that were discussed at the last meeting to the City Manager tomorrow. Mr. Sznajstajler stated he would like to have Mr. Smith's best guess as to what the fees may be.

Theresa Lieberman, Imagine Daytona, presented a video of the proposed Arts Festival to be held in April 2022. Ms. Lieberman stated she is the marketing chair for the Ormond Beach Arts District. Ms. Lieberman stated she currently supports all of BullsEye's events. Ms. Lieberman stated she hopes the arts festival will be a city-sponsored event in cooperation with the DDA. Ms. Lieberman stated she is hoping to draw more people to the downtown through their marketing plan. Ms. Lieberman stated she feels the art festival will draw 15,000 people to the event. Ms. Lieberman stated an event that is planned is War of Art which would benefit Volusia County Schools. Ms. Lieberman stated she is asking the DDA for a financial contribution and limiting or reducing the city fees.

Ms. May stated partnerships are being sought for the arts festival.

Ms. Cook asked where the spring arts festival will be held.

Mr. Smith stated primarily Beach Street and Magnolia and he would like to include the north block.

Ms. May asked that whatever is planned should be a good fit with what is already happening in the city, including beachside, and to make sure they know about the event before they set their calendar.

Ms. Lieberman stated both Holly Hill and One Daytona have art festivals planned for the spring but not the same weekend as the one proposed for downtown.

Ms. Cook stated the News Journal used to do a centralized calendar and there is currently not one being done.

Ms. May stated there is a master calendar of events planned through the city but a lot of time there are private events. Ms. May stated she will work to see what can be done to coordinate a master calendar.

Ms. Lieberman stated she would like a commitment from the DDA so she can start promoting the event.

Ms. May asked Mr. Jagger if the City Manager can make a decision on his own regarding the fees and if the City Manager can make a commitment regarding a partnership vs. sponsorship.

Mr. Jagger stated the DDA has a license agreement that sets out reduced permit fees so that contract would have to be amended for a further reduction in fees. Mr. Jagger stated since it is a contract, it will have to go to the DDA and City Commission for approval.

Mr. Sznajstajler stated Mr. Smith is asking for a commitment for the spring arts festival; and Mr. Smith's number for his list of proposed events is \$67,500 and the DDA Options 1 and 2 are for either \$50,000 or \$60,000. Mr. Sznajstajler stated at some point, the DDA has to approve a budget for the year. Mr. Sznajstajler asked if the Halifax Art Festival funding is included in the budget.

Mr. Berger stated it is included as part of events.

Mr. Sznajstajler stated the total for events would then be \$72,500 since Mr. Smith's numbers do not include the Halifax Art Festival proposed funding. Mr. Sznajstajler stated if he receives some form of commitment from the City Manager regarding a partnership, and the fees are reduced, the DDA could then reduce their contribution so the DDA will have a balanced budget.

Mr. Smith stated the number would change if the fees are reduced; however, he would like a commitment of \$20,000 for the art festival so he can aggressively market the event.

Ms. Cook asked if a specific contract could be prepared for the \$20,000 for the arts festival.

Mr. Sznajstajler stated Mr. Smith's request is to approve events through the first quarter of next year. Mr. Sznajstajler suggested approving the events through March plus the \$20,000 for the spring art festival. Mr. Sznajstajler stated there is approximately \$20,000 remaining in the budget for this year.

Mr. Berger stated the DDA previously discussed the error in contributions from Volusia County. Mr. Berger stated the funds have been received as planned and it is anticipated that the budget amount may increase to about \$180,000, not \$141,000. Mr. Berger stated he is waiting on confirmation that those numbers are correct.

Mr. Sznajstajler stated he would like to work with the figures that we have and not make any assumptions.

Mr. Jagger stated he believes the direction from the DDA is to prepare a contract with BullsEye through the first quarter of next year, including the spring arts festival as well. Mr. Jagger stated he will draft that contract and present it at the next meeting. Mr. Jagger stated he is not sure how the city fees will be addressed but he will not assume a permitting fee in the contract since he does not know what that will be but the fees will be a direct payment through the city system.

Mr. Sznajstajler stated he was hoping to provide Mr. Smith with a commitment today so he can move forward.

Mr. Jagger stated his preference would be to bring a contract back for the DDA approval instead of doing it on a directive today. Mr. Jagger stated a special meeting may need to be scheduled.

Board Action:

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to direct the City Attorney to work with BullsEye Direct Marketing in drafting a contract to support the DDA sponsored events as proposed by BullsEye Direct Marketing through the spring art festival planned for April, 2022. The motion carried (5-0).

Public Comments:

There were no public comments.

Mr. Sznajstajler stated the DDA has two proposals from Gold & Associates – one with the same services as previously provided and one with a reduced price. Mr. Sznajstajler stated he thinks if the DDA could work with the city on a partnership, there will be additional revenue. Mr. Sznajstajler stated he would

still like to have paper and broadcast presence and he likes the brand that has been created.

Ms. Kozinski stated she, Ms. Cook, and Mr. Hopkins were on the DDA when it addressed the issue of branding. Ms. Kozinski stated she also feels it is important to keep the print and broadcast. Ms. Kozinski stated she is not comfortable with putting all the eggs in one basket, based on previous experience.

Ms. May stated she likes where the DDA is going with Bullseye Direct Marketing and she would like to see a reduction in the Gold contract. Ms. May stated she would like to reduce the Gold contract and bring in another player to do some work in a different area.

Mr. Sznajstajler stated he does not have the time or energy to go through an RFP process. Mr. Sznajstajler stated for the amount of money spent on the Gold contract, an incredible return is received. Mr. Sznajstajler stated he would like to keep the digital but still have the ability for spending less than the \$3,750 per month to have their creative services on non-digital.

Ms. May stated she would like to see a list of the local involvement.

Mr. Sznajstajler stated the DDA is the one doing the media buys with Mr. Gold's assistance.

Ms. May stated since we are doing so much work with Imagine Daytona, could they assume some of the work being done by Gold & Associates, for a fee of course. Ms. May asked if they would be open to doing work in this field if they are not already doing it.

Ms. Lieberman stated yes.

Mr. Hopkins stated we have a marketing agency that we hired and we have a promoter that we hired. Mr. Hopkins stated he tried to get on the BullsEye website and it cannot be accessed. Mr. Hopkins stated he is frustrated and we should hold our promoter to a standard with insurance, credentials, and experience and we now have BullsEye and Imagine Daytona coming to the table that the DDA is expected to entrust to market our downtown, and we don't have the credentials and evidence of experience. Mr. Hopkins stated he is disconnected with this. Mr. Hopkins stated he agrees with the proposed art festival but does not agree to committing \$20,000 to a firm to promote us that doesn't have the criteria, credentials, insurance, and experience that we hold our marketing agency, Gold, to. Mr. Hopkins stated the contract is with BullsEye Marketing and you cannot access their website.

Ms. May stated she is not suggesting spending \$20,000 with anybody but it is merely a thought process that we may need to diversify. Ms. May stated she

appreciates the print media and would like to see more of it. Ms. May stated we are definitely a radio community but she is not saying \$20,000.

Mr. Hopkins stated he entrusts Gold & Associates to continue the effort and does not feel we should hit the brakes and stop promoting of the downtown.

Mr. Hopkins left the meeting at 9:50 a.m.

Mr. Sznajstajler stated he does not feel the DDA has all of the budget information on the revenue. Mr. Sznajstajler stated if he knew the money was there, he would support no change in what we are doing. Mr. Sznajstajler stated he likes what we are doing and it works very well and it is held to a very high standard by people in the community. Mr. Sznajstajler stated he has never heard a single complaint about the marketing of downtown or the web page. Mr. Sznajstajler stated he would like to see a middle ground from what Mr. Gold has proposed as digital only and some broadcast and print or continue on with no change in what we are doing.

Ms. Cook stated after the meeting with the City Manager, there could be a huge change in the area of funding for the DDA budget or it could remain status quo. Ms. Cook stated the change in the fees from the city could make a big difference. Ms. Cook stated she is not ready to say no change or revised services until she knows more from the city about the fees.

Mr. Berger stated there is a \$40,000 reserve which is more than the DDA has had in their past budgets.

Mr. Sznajstajler stated the DDA still hasn't talked about the Farmers' Market. Mr. Sznajstajler stated he likes that we have a balanced budget. Mr. Sznajstajler stated he wants to be fair to Mr. Gold and wants him to know we are a partner with him like he is a partner with the DDA.

Ms. Cook stated she agrees but she does not think she can make a commitment on funding until the issue of the fees is determined. Ms. Cook stated she is committed to continuing with Gold & Associates, and at least at the reduced level.

Ms. May stated she agrees with Ms. Cook.

Mr. Jagger stated there could be a simple change to the Gold contract to the scope of services if the contract is reduced or a new contract prepared as a continuation of the existing contract. Mr. Jagger stated the contract can be written with whatever model the DDA adopts.

Mr. Gold stated he is proceeding with the full contract through the end of the fiscal year so he is fine.

Mr. Sznajstajler asked that Mr. Gold work with Mr. Berger to define what a hybrid contract would look like where there would be an increase in professional services and then we have some type of broadcast to go along with that.

Mr. Jagger stated he feels there would be a flat rate for online services and then ala carte for the offline services.

Mr. Gold stated he thinks there could be a middle ground between the two numbers provided and could spell out those services.

Mr. Jagger stated he will work with Mr. Gold and will present three options at the next meeting for the Board's consideration.

d. Farmers' Market Update

There was no action on this item.

e. Monthly Financial Report

There was no action on this item.

f. FY2022 Proposed Budget

There was no action on this item.

g. Downtown Projects Update

Mr. Berger stated the Downtown Redevelopment Board will be meeting on Friday, July 23, 2021 to review a proposed mural on Federal Alley as well as an art gallery and wine and coffee shop.

5. Public Comments

There were no public comments.

6. Board Comments

Ms. May stated her appointment is expiring on the DDA and she would like to know if the Board would like her to continue as the City Commission representative on the DDA.

Mr. Sznajstajler stated he will make sure the comments made tomorrow during his meeting with the City Manager are shared with the DDA prior to the next DDA meeting.

Mr. Sznajstajler stated he wants to make sure that Mr. Hopkins' comments are addressed and that DDA is making a commitment to BullsEye and no one else.

Mr. Sznajstajler stated the budget meetings with the City Commission will be September 8 and September 22. Mr. Sznajstajler stated Ms. Cook will have to attend the September 8 budget workshop since Mr. Sznajstajler is not available.

7. Adjournment

There being no further business, the meeting was adjourned.

Michael O. Sznajstajler, Chair

Becky Groom, Board Secretary

THE CITY OF DAYTONA BEACH DDA



CONTENTS

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



G O L D
Marketing Communications

2. CURRENT FISCAL YEAR INITIATIVES



- Customer Satisfaction Survey
- New Strategic Marketing Plan



2. CURRENT FISCAL YEAR INITIATIVES

CUSTOMER SATISFACTION RESEARCH

- Evaluated Customer Shopping Experience, Frequency, Motivation for Visits, Demographic Information, and Intent.
- Also Compares Current Satisfaction Levels to Those Found in Past Research.



2. CURRENT FISCAL YEAR INITIATIVES

CUSTOMER SURVEY FINDINGS

- VISITATION FREQUENCY – Most Customers Visited The Riverfront Shops 10 or More Times in the Last 12 Months.
- VISITATION REASON – Their Primary Reason for Visiting was Dining. *(This was Followed by Shopping.)*



2. CURRENT FISCAL YEAR INITIATIVES

CUSTOMER SURVEY FINDINGS *(Continued)*

- SATISFACTION – More than 9-out-of-10 Customers Were Very Satisfied or Extremely Satisfied with Their Experience. *(This Included the Appearance, Parking, Safety and More.)*
- VISITATION INTENT – The Majority of Customers Plan to Visit the Area Again Within the Next Month.



2. CURRENT FISCAL YEAR INITIATIVES

CUSTOMER SURVEY FINDINGS *(Continued)*

- MARKETING – Most Customers Recalled Seeing E-marketing Communications for The Riverfront Shops the Most *(with Twice the Recall of Any Other Form of Marketing)*.
- SPECIAL EVENTS – The Most Liked and Attended Events were the Halifax Art Festival and Wine Walks.



2. CURRENT FISCAL YEAR INITIATIVES

CUSTOMER SURVEY FINDINGS *(Continued)*

- **DEMOGRAPHY** – The Most Frequent Customers were Primarily Women 55+ with Much Higher than Average HHI, Living in Daytona Beach, Ormond Beach, and Port Orange.
- **KEY CONCLUSIONS** – Great Strides were Made in Customer satisfaction. E-marketing and Online Marketing had the Most Recall. And the Best Liked Events Were the Halifax Art Festival and Wine Walks.

2. CURRENT FISCAL YEAR INITIATIVES

STRATEGIC MARKETING PLAN

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

NOTE: *Please review the detailed document that is being distributed.*



3. NEW FISCAL YEAR INITIATIVES

- Present Full-Service Contract: \$3,750/Month

- Digital Marketing Option: \$2,950/Month

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

- New Third Option: \$3,250/Month

Fewer Strategic Marketing Services Than the Present Contract. Saves the DDA \$6,000/Year.

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

3. NEW FISCAL YEAR INITIATIVES

MARKETING BUDGET DISCUSSION *(See Spreadsheets)*

	<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 & Promotion</i>	\$44,824	\$24,950
<hr/>		
<i>Total =</i>	\$128,824	\$125,350

THANK YOU FOR YOUR BUSINESS



G O L D

Marketing Communications





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

Intelligent Imagination™

DAYTONA BEACH DDA
JULY 2021 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Tuesday, August 17, 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

DAYTONA BEACH DDA

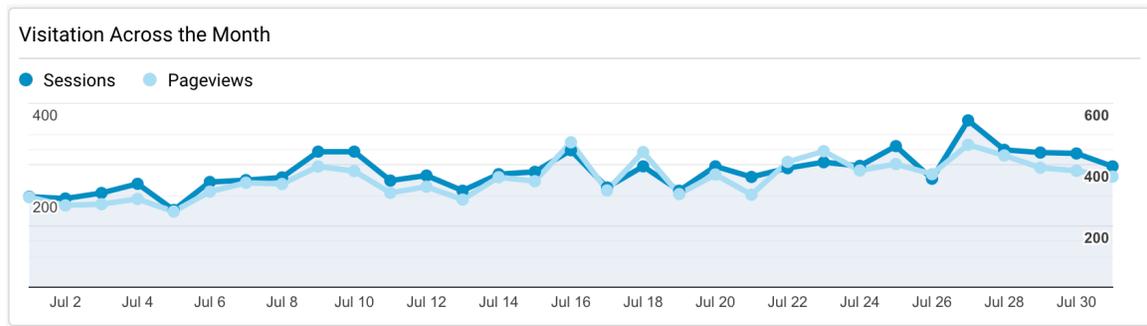
JULY 2021 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Tuesday, August 17, 2021

Overall Traffic

The Riverfront Shops continued to engage large numbers of online visitors in July 2021. Overall, the website in July 2021 had 7,799 sessions (*up 13.1% from the previous month*) and 10,992 pageviews (*up 8.0% from the previous month*).

WEBSITE VISITATION TRENDLINE



The above chart shows that traffic was relatively even across the month.

TOP PAGES

Most Viewed Pages		
Page		Pageviews
/		2,002
/open-for-business/		1,303
/farmers-market/		554
/shopping/		480
/dining/		330
/organizer/daytona-beach-downtown-farmers-market/		261
/brochures-and-maps/		253
/events/		229
/attractions/		170
/discount-card/		108

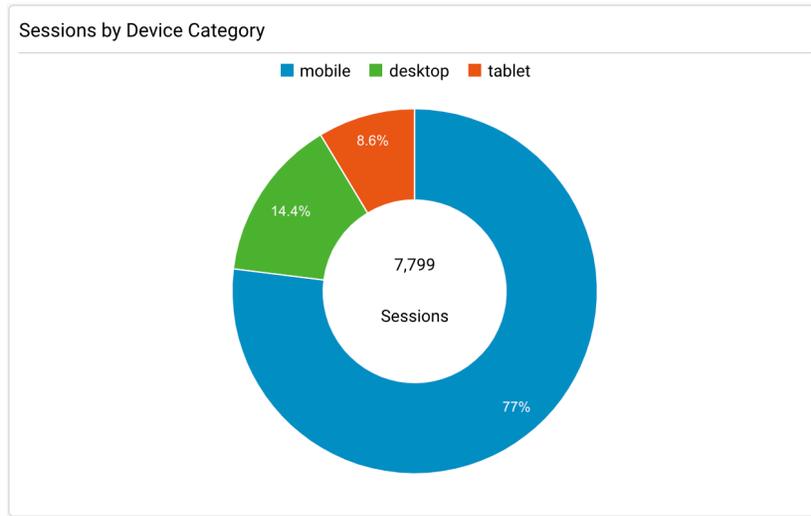
The Home page, the “Open for Business” page (which features merchant listings), and the Farmers’ Market page were the most visited overall in July. (/ = Home page.)

DAYTONA BEACH DDA JULY 2021 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Tuesday, August 17, 2021

Overall Traffic (Continued)

TRAFFIC TYPE



Mobile visitation continued to outpace desktop traffic in July.

KEY TRAFFIC SOURCES

Top Traffic Sources

Source / Medium	Sessions
google / cpc	3,977
(direct) / (none)	1,333
google / organic	1,049
facebook_ads / cpc	928
daytonabeach.com / referral	145
codb.us / referral	99
m.facebook.com / referral	73
facebook.com / referral	45
bing / organic	29
l.facebook.com / referral	27

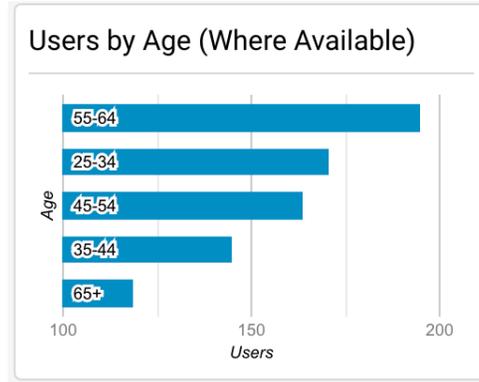
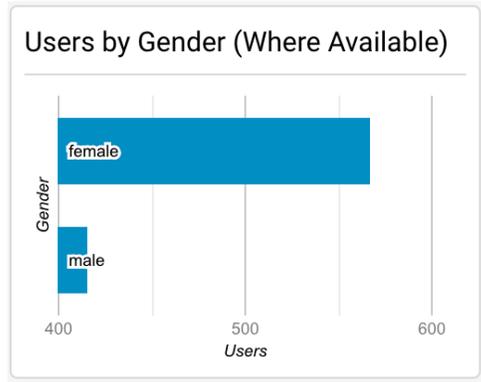
Google advertising and direct traffic were the largest traffic sources, followed by Google organic search and Facebook advertising.

DAYTONA BEACH DDA JULY 2021 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Tuesday, August 17, 2021

Overall Traffic (Continued)

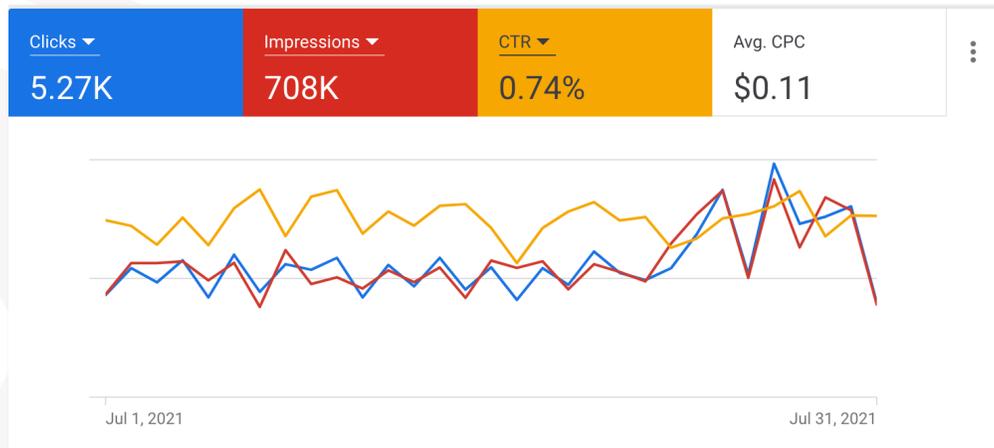
DEMOGRAPHICS AND GENDER



Where demographic information was available, site visitors were overwhelmingly women, with the largest age groups being 55-64, 25-34, and 45-54.

Online Advertising

GOOGLE ADVERTISING



The Google Ads campaign in July 2021 generated 5,268 clicks – a 6% increase over the previous month. (This included 1,625 clicks for the Farmers’ Market.) Popular Riverfront Shops search advertising keywords included “Daytona Beach” (and similar), “Daytona Beach Stores” (and similar), and “Daytona Beach Restaurants” (and similar). Popular Farmers’ Market keywords included “Farmers’ Market,” “Daytona Farmers Market” and “Daytona Beach Market.” However, the majority of clicks came from display advertising.

DAYTONA BEACH DDA JULY 2021 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Tuesday, August 17, 2021

Online Advertising (*Continued*)

FACEBOOK ADVERTISING



The Facebook advertising in July 2021 generated a total of 1,395 total link clicks (a 23.5% increase over the previous month), including 437 clicks for the Farmers' Market. Clicks were at the highest level in the lead up to July's Food Truck Rally, as additional advertising ran during this time to promote the event. The event promotion advertising for the July Food Truck Rally had 655 responses (combined paid and organic responses for the event totaled 2,881 on the Riverfront Shops page).

The Riverfront Shops page had 13,488 "likes" at the end of July 2021, and the Farmers' Market page had 2,908 "likes" (a modest increase for both).



Intelligent Imagination™

RIVERFRONT SHOPS OF DAYTONA BEACH 2021 CUSTOMER SATISFACTION RESEARCH REPORT

Prepared by GOLD Marketing • Wednesday, August 18, 2021

**INITIAL
DRAFT**

THE VERANDA

814 State Road A1A North

Ponte Vedra Beach, FL 32082

T 904.285.5669

W StrikeGold.com

DAYTONA BEACH DDA

2021 CUSTOMER SATISFACTION RESEARCH REPORT

Prepared by GOLD Marketing • Wednesday, August 18, 2021

Introduction

The most recent research survey data presented to the DDA Board concerned the marketing experiences, preferences, and expectations of downtown area merchants. Based on this, a survey was created and distributed to nearly 2,700 past Riverfront Shops customers – plus prospective customers and merchants. The objective was to collect similar information to the merchant study – along with satisfaction and demographic data – to strengthen the development and execution of future marketing initiatives. To encourage participation, GOLD donated a \$100 Visa Gift Card for a drawing among survey participants, which resulted in a high level of participation and a low margin of error. The following are the findings specifically among customers, with key differences found among prospects and merchants noted.

Primary Findings

VISITATION FREQUENCY

Customers were asked how many times they visited the historic downtown Riverfront Shops of Daytona Beach during the last 12 months for shopping, dining, special events, or other leisure activities. The leading response was: **10 or more times**. Therefore, most customers are frequent customers, which is supported by their satisfaction ratings.

VISITATION REASONS

Customers were asked to identify their main reason for visiting, and the top response was **dining** (cited by better than 6-out-of-10, and 8-out-of-10 frequent customers), followed by **shopping** (indicated by 4-out-of-10, plus a similar percentage of frequent customers). The **Farmers' Market** and **special events** were cited by fewer than 2-out-of-10, with other questions revealing the primary reason for this being the Pandemic. (Sightseeing, museum/gallery visits, dance/yoga classes, and business meetings were also mentioned by a few customers.)

NOTE: The total percentage of responses exceeds 100%, as respondents could select or list as many activities as they wanted.

CUSTOMER SATISFACTION

Customers were asked to evaluate The Riverfront Shops area based on several criteria. They included: the overall appearance of the area, appearance of the businesses visited, safety of the area, variety of amenities found, and their most recent experience overall. In every case, better than 9-out-of-10 gave a rating of **very satisfied** or **extremely satisfied**. These were much higher ratings than found in any previous customer survey (where safety, parking, the variety of amenities, their most recent experience, and others received very low satisfaction ratings). And this has resulted in an overall increase in visitation frequency.

DAYTONA BEACH DDA

2021 CUSTOMER SATISFACTION RESEARCH REPORT

Prepared by GOLD Marketing • Wednesday, August 18, 2021

Primary Findings (Continued)

VISITATION INTENT

Customers and prospects were asked how likely they were to visit The Riverfront Shops area within the next month. Overall, 5-out-of-10 customers indicated that they were **very likely** or **extremely likely** to do so, as did more than 8-out-of-10 frequent customers. Plus, 3-out-of-10 prospects expressed their interest in visiting the area soon. Again, all of these numbers were much improved over those from past customer surveys.

MARKETING ENGAGEMENT

Customers and prospects alike were asked what forms of Riverfront Shops marketing they recalled seeing or hearing during the last 12 months. (*Certainly they could not recall tools or tactics that were not utilized.*) Nearly 7-out-of-10 customers overall (*and more than 8-out-of-10 frequent customers*) recalled receiving **e-marketing communications** (*eblasts or email messages*) the most. This was followed by 3-out-of-10 seeing social media ads, posts, or online ads (*as did 4-out-of-10 frequent customers*), and 2-out-of-10 seeing or hearing an article or news story. (*Brochures, print advertising, broadcast advertising, and even “word of mouth” had very little recall.*) A significant number of prospects also recalled seeing social media ads, posts, and online advertising.

SPECIAL EVENTS

Customers were asked to list any special events they had attended during the last 12 months in the historic downtown Riverfront Shops area. The most popular answer, which was provided by better than 8-out-of-10 respondents, was **none**, which the majority stated was due to the Pandemic. Still, two forms of events that were listed the most were the **art festival** and **wine events**. A number also cited **ball games** and **St. Paddy’s Day**, with some listing the new **food truck** events and **The Farmers’ Market**. Ten other events (*including county events*) were also named.

DEMOGRAPHY

Every adult demographic cohort throughout the catchment area was represented in the survey, either as a customer or prospect. The majority – especially frequent customers – were women 55+ with much higher than average HHI. The geographic area with the largest number of respondents was **Daytona Beach**, followed by **Ormond Beach** and **Port Orange**. These origins were also the same among frequent customers and prospects. A total of 13 additional communities within a 30 mile radius of the Riverfront Shops area were also represented.

DAYTONA BEACH DDA

2021 CUSTOMER SATISFACTION RESEARCH REPORT

Prepared by GOLD Marketing • Wednesday, August 18, 2021

Key Conclusions

As would be expected, customers who have the highest opinion of the area also visit it more frequently. The metric that improved the most in this survey versus those conducted previously was customer satisfaction, which is substantially higher and resulted in an increase in visitation frequency. The City has made great strides to improve the appearance, parking, and safety of the historic downtown area, and these have been noticed.

The key marketing tools and tactics that were recalled the most by both customers and prospects were e-marketing and social media/online advertising, which should continue to be campaign mainstays. And the special events that were preferred and attended the most were the Halifax Art Festival and wine walks, which the DDA and its event promoter plan to expand in FY 2021-2022.

Thank you very much for studying this report. We look forward to your questions and comments concerning it.



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

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JULY – AUGUST DDA MARKETING UPDATE

Prepared by GOLD Marketing • Friday, August 20, 2021

THE VERANDA

814 State Road A1A North

Ponte Vedra Beach, FL 32082

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W StrikeGold.com

JULY – AUGUST DDA MARKETING UPDATE

Prepared by GOLD Marketing • Friday, August 20, 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 July and August 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, July and August (*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 is developing direct mail solicitations to reach organic farmers for the Farmers' Market (*pro bono*).

JULY – AUGUST DDA MARKETING UPDATE

Prepared by GOLD Marketing • Friday, August 20, 2021

E-Marketing

- GOLD wrote, designed, programmed and distributed regular merchant and customer e-blasts, primarily to announce and promote special events. In July and August, e-marketing efforts also included the deployment of customer and prospect e-blasts to solicit survey participation, and to enlist participants in 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 materials to reach, inform and attract prospective organic farm vendors to the market; and
- Pro bono, GOLD continues to identify additional vendor prospects in Northeast Florida.

Public & Media Relations

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

Research & Strategic Planning

- GOLD wrote, deployed, and analyzed a survey directed to customers and prospects to 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 participation in the survey; 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.

JULY – AUGUST DDA MARKETING UPDATE

Prepared by GOLD Marketing • Friday, August 20, 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.

DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY
FY 2020 - 2021 MARKETING FLOWCHART

Revised August 18, 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					
A. GENERAL MARKETING SERVICES – \$46,400 (Original Budget)																																				\$46,320																								
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				\$3,750				\$45,000								
B. DOWNTOWN MARKETING MEDIA – \$31,800 (Original Budget)																																				\$35,272																								
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				\$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				\$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				
C. DOWNTOWN EVENTS – \$48,000 (\$50,000 Budget Less \$2,000*)				–				–				–				–				–				Wine & Chocolate				St. Patrick's Day/ Beer & Bacon				Wine & Cheese				Cinco de Mayo/ Brews & Burgers				–				Daytona Nights				Daytona Nights				Daytona Nights				\$39,000				
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								
D. MARKET@MAGNOLIA – \$5,800 (Original Budget)				Saturdays				Saturdays				Saturdays				Saturdays				Saturdays				Saturdays				Saturdays				Saturdays				Saturdays				Saturdays				Saturdays				Saturdays				\$8,232								
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				\$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				
TOTAL				\$6,747				\$9,272				\$12,209				\$12,159				\$9,425				\$16,163				\$8,459				\$14,054				\$7,265				\$11,254				\$11,358				\$10,459				\$ 128,824								

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.

RIVERFRONT SHOPS OF DAYTONA BEACH STRATEGIC MARKETING CONTRACT OPTIONS

Prepared by GOLD Marketing • Tuesday, August 3, 2021

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

There are numerous marketing services that GOLD provides for a flat monthly fee on an ongoing basis that are considered in the agency's contract with the DDA. **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 (*Ongoing*);
- 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 (*Content Provided by the City*);
- Website Calendar Updates (*Content Provided by the City*); and
- Routine Site Maintenance (*As Needed*).

RIVERFRONT SHOPS OF DAYTONA BEACH STRATEGIC MARKETING CONTRACT OPTIONS

Prepared by GOLD Marketing • Tuesday, August 3, 2021

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

PRESS AND MEDIA RELATIONS SERVICES

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

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 (*Ongoing*); and
- Downtown Merchant Map Updates (*Content Provided by the City*).

DATABASE MARKETING SERVICES

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

RIVERFRONT SHOPS OF DAYTONA BEACH STRATEGIC MARKETING CONTRACT OPTIONS

Prepared by GOLD Marketing • Tuesday, August 3, 2021

Reduced Marketing Contract Services: \$3,250/Month

This version of the agreement includes both online and offline services for a flat monthly fee, with the strategic marketing services being reduced. **Again, all media and production costs would be billed to the city net. GOLD would receive no commissions whatsoever.**

STRATEGIC MARKETING SERVICES

- Strategic Marketing Plan Management (*Ongoing*);
- Tactical Plan Monitored and Updated (*Monthly*);
- Marketing Analysis (*Monthly*); and
- Ongoing Marketing Consultation (*As Needed by the Director*).

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 (*Content Provided by the City*);
- Website Calendar Updates (*Content Provided by the City*); and
- Routine Site Maintenance (*As Needed*).

PRESS AND MEDIA RELATIONS SERVICES

- Press Release Creation (*Monthly*).

RIVERFRONT SHOPS OF DAYTONA BEACH STRATEGIC MARKETING CONTRACT OPTIONS

Prepared by GOLD Marketing • Tuesday, August 3, 2021

Reduced Marketing Contract Services: \$3,250/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 (*Ongoing*); and
- Downtown Merchant Map Updates (*Content Provided by the City*).

DATABASE MARKETING SERVICES

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

RIVERFRONT SHOPS OF DAYTONA BEACH STRATEGIC MARKETING CONTRACT OPTIONS

Prepared by GOLD Marketing • Tuesday, August 3, 2021

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

This alternative agreement focuses on digital tools and tactics that GOLD would provide no offline marketing. **Again, all media and production costs would be billed net. GOLD would receive no commissions whatsoever.**

STRATEGIC MARKETING SERVICES

- Tactical Plan Monitored, Updated, and Reported (*Monthly*);
- Marketing Analysis (*Monthly*); and
- Ongoing Marketing Consultation (*As Needed by the 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 (*Content Provided by the City*);
- Website Calendar Updates (*Content Provided by the City*); and
- Routine Site Maintenance (*As Needed*).

PRESS AND MEDIA RELATIONS SERVICES

- Press Release Creation (*Monthly*).

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

Prepared by GOLD Marketing • Tuesday, August 3, 2021

**Digital 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 (*Provided by the City*).

DATABASE MARKETING SERVICES

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



The Daytona Beach Downtown Development Authority

DOWNTOWN FARMERS' MARKET MONTHLY REPORT

July 2021

by Melanie John, Market Manager

July 3

Market Summary:

Today was rainy and windy in the morning part then was overcast for the remaining half. No musician as the rain posed a threat to equipment. No preacher today. Ran market with minimal tents due to wind. Light foot traffic due to weather as well.

Vendor Recruitment:

Still awaiting to hear back from several apps passed out a week ago. One food and one artist.

Vendor Activity:

Many vendors called out due to weather. Sandbox Homestead will be going out of town next Saturday and will be back after. Obsession deserts will be bring produce each week as well as their deserts.

Events/Promotions:

Bridgette will be entertaining next Saturday.

July 10

Market Summary:

Today's weather was good. Bridgette played from 9a-Noon. Preacher was present however had no speaker today. Traffic was decent however ceased around 11:30. Had minimal produce today however still had complaint from a new visitor that it wasn't enough. Had multiple cars bypass barricades near Salon 230 coming onto Magnolia, will be adjusting barricades from here on out to prevent this from happening by moving them closer to the street near the stop sign to Magnolia (This would leave Salon230's parking spaces even more available as well). It has become a safety concern at this point as this seems to happen often.

Vendor Recruitment:

Spoke with Demarco's produce and have a meeting with him soon to discuss a return on the 24th of July. New Vendor to start next week, Gator tail on a stick and local art work (Same vendor).

Vendor Activity:

Patrick from Natural Springs Dairy will be on vacation for the next month. He is unsure who Martin will be sending and if they will be missing some days in this Month. Kate's Jumbo shrimp out of town and will return next week. Sandbox Homestead out of town and will be returning next week as well.

Events/Promotions:

Bridgette will be entertaining next Saturday.

July 17

Market Summary:

Today's weather was hot. Bridgette played from 9a-11:30 as the heat was the worst by Noon. Preacher came from 8:30-9a (before Bridgette's performance). Nice traffic flow today however ceased around 11:30a. Tried the new barricades location by Salon 230. We finally had ZERO cars drive onto Magnolia. I feel that the safety of our guests and vendors takes precedence over the Salon parking spaces.

Vendor Recruitment:

Still awaiting final commitment from Demarco's Produce for next Saturday in order to add him to advertising. Gave a food vendor an application and he is wanting to start next month.

Vendor Activity:

Patrick from Natural Springs Dairy cancelled vacation and will be present. "Native Pride" new vendor started today. Weatherholtz Honey has acknowledged that they have about 20 gallons of honey remaining and will not be producing anymore as their bees have been destroyed over neighboring chemical sprays. He is considering starting more hives at another property location in the future however stated he will be starting up a construction company in the meantime and they will be taking a break.

Events/Promotions:

Bridgette will be entertaining next Saturday. Next Saturday is the book bag giveaway at Jackie Robinson therefore will be putting extra signage over the bridge specifically the "We are now moved" ones and more signage located on Beach St. for this particular event.

July 24

Market Summary:

Today was a hot day. Bridgette played from 9a-11:30. Preacher was present from about 8:30a-11:30 and used his megaphone inside market barriers. He was asked to turn volume down. Had "Native Pride" square off the market by placing him at the end (Opposite from music tent) giving us a more "full-looking" market. Native Pride has been a big hit with his lounge tent and guests were relaxing under his tent having brunch.

Vendor Recruitment:

New vendor to start next week, Jenny Nazak will be selling her book as well as speaking of environmental awareness to the public.

Vendor Activity:

Yanni came back with decent looking produce today. Weatherholtz honey is indicating leaving the market soon due to honey production and starting up his construction business.

Events/Promotions:

Bridgette will be entertaining next Saturday. Would like to extend market hours back to 1pm starting October 1st (When summer heat has dissipated).

July 31

Market Summary:

The day was hot and many vendors were out. Bridgette played from 9a-11:30. Preacher was present from about 8:30a-11a. No produce showed today which caused more backlash. There was good traffic flow from the Island Walk area from a free giveaway so the vendors that did show had decent sales.

Vendor Recruitment:

Have a new vendor starting next week; she makes custom insulated cups with epoxy. Still in search of produce.

Vendor Activity:

Many vendors were out, Dairy will return next week with a substitute due to Patrick on vacation. Brian's (Discount Groceries) last day was today; he will be on vacation until the 2nd week of September. Weatherholtz Honey will be out for the month of August due to Sharon having knee surgery. They still have honey to sell so they will be back. Yanni did not show up nor answer calls, his employees waited for him for an hour before finally giving up and leaving.

Events/Promotions:

Bridgette to play next weekend.



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: August 20, 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 August 18, 2021.

General Activities			
Revenues	Projection	Received to Date As of 8/18/21	Balance
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	\$ 4.39	\$ 45.61
Total	\$ 239,502	\$ 196,812.75	\$ 42,689.25
Line Item	Appropriation	Spent to Date As of 8/18/21	Balance
Professional Services	\$ 45,000	\$ 41,250.00	\$ 3,750.00
Care and Subsistence	\$ 300	\$ 211.59	\$ 88.41
Advertising	\$ 34,000	\$ 35,929.10	\$ (1,929.10)
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
Total	\$ 189,502	\$ 142,078.48	\$ 47,423.52

Farmers' Market Activities			
Revenues	Projection	Received to Date As of 8/18/21	Balance
Vendor Revenue	\$ 22,000	\$ 6,642.00	\$ 15,358.00
Sponsorship	\$ 2,000	\$ -	\$ 2,000.00
Market Booth Sales	\$ 4,000	\$ -	\$ 4,000.00
DDA SNAP Revenues	\$ -	\$ 4,365.15	\$ (4,365.15)
Total	\$ 28,000	\$ 11,007.15	\$ 16,992.85
Expenses	Appropriation	Spent to Date As of 8/18/21	Balance
Market Manager	\$ 18,000	\$ 12,400.00	\$ 5,600.00
Projects (SNAP Program)	\$ 3,000	\$ 2,200.00	\$ 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	\$ -	\$ 4,724.75	\$ (4,724.75)
Booth Merchandise	\$ 1,000	\$ -	\$ 1,000.00
Other Materials & Supplies	\$ 1,500	\$ -	\$ 1,500.00
Total	\$ 28,000	\$ 20,539.75	\$ 7,460.25
Profit/Loss		\$ (9,532.60)	

Downtown Event Activities			
Revenues	Projection	Received to Date As of 8/18/21	Balance
Vendor Revenue	\$ -	\$ -	\$ -
Event Sponsorship	\$ -	\$ -	\$ -
Total	\$ -	\$ -	\$ -
Expenses	Appropriation	Spent to Date As of 8/18/21	Balance
Event Promotion	\$ 50,000	\$ 16,608.03	\$ 33,391.97
Total	\$ 50,000	\$ 16,608.03	\$ 33,391.97
Profit/Loss		\$ (16,608.03)	
DDA Budget Summary			
	Budget	Actual	Balance
Total DDA Revenues	\$ 267,502	\$ 207,820	\$ 59,682
Total DDA Expenditures	\$ 267,502	\$ 179,226	\$ 88,276
Balance	\$ -	\$ 28,594	\$ (28,594)
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: August 23, 2021
TO: Downtown Development Authority Members
FROM: Reed Berger, Redevelopment Director
SUBJECT: Budget & Budget Meeting Updates

Please find attached the DDA's FY21/22 Proposed Budget with two options for your consideration. Option 1 shows the budget with the current Gold & Associates contract amount of \$45,000. Option 2 shows the budget with a modification to the Gold & Associates contract reducing the professional fee amount to \$39,000. This option is proposed to move the \$6,000 difference in the two Gold contract options to the Advertising and Marketing account.

Also attached is the DDA's FY21/22 Tentative Budget that shows Option 1 which is required by the Budget office at this time for the First Public Hearing. Any changes by the DDA Board can be incorporated prior to the Second Public Hearing. Other highlights of the budget.

1. The Halifax Art Festival \$5,000 grand prize has been moved to the Events budget.
2. The total of \$70,000 in the Events budget reflects the DDA Board's interest to emphasize more events including supporting an Arts Festival in the Spring of 2022.
3. Overall property tax revenues are projected to increase by approximately \$40,000 based on preliminary estimates for the addition of the new Brown & Brown headquarters.

This proposed budget together with a proposed millage rate will be considered for a First Public Hearing by the DDA Board at the City Commission's meeting to be held on Wednesday September 8, 2021 at 6:00 PM. The DDA Board will be advised at a later date when and where they can assemble prior to being seated at the City Commission dais.

The DDA Board will hold a Second Public Hearing before taking action to approve the DDA budget and millage rate at the next City Commission meeting scheduled for Wednesday September 22, 2021 at 6:00 PM. The Board will be advised at a later date when and where they can assemble prior to being seated at the City Commission dais.

At this time the Board should expect to arrive at 6:00 PM for both City Commission meetings and not hold a regular meeting in September unless the Board believes there is other business to be addressed before the new fiscal year.

	OPTION 1 DDA Proposed 2021/22 Budget	OPTION 2 DDA Proposed 2021/22 Budget
Proposed as of August 18, 2021		
GENERAL DOWNTOWN PROMOTION		
REVENUE		
Ad Valorem Taxes	173,628	173,628
Downtown CRA Payment	101,059	101,059
Interest	50	50
Total Revenue	\$ 274,737	\$ 274,737
EXPENDITURES		
Professional Services	45,000	39,000
Care and Subsistence	350	350
Advertising & Marketing	52,628	59,028
Supplies	2,000	2,000
Memberships	200	200
Downtown CRA Payment	101,059	101,059
Contingency	3,500	3,100
Total Expenditures	\$ 204,737	\$ 204,737
FARMERS' MARKET OPERATIONS		
MARKET REVENUE		
Vendor Revenue	25,000	25,000
SNAP Revenue	5,000	5,000
Sponsorship	5,000	5,000
Market Booth Sales	-	-
Total Revenue	\$ 35,000	\$ 35,000
MARKET EXPENDITURES		
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
Total Expenditures	\$ 35,000	\$ 35,000
DOWNTOWN EVENTS		
EVENT EXPENDITURES		
Event Promotion	70,000	70,000
Total Expenditures	\$ 70,000	\$ 70,000
DDA BUDGET SUMMARY		
TOTAL REVENUE	\$ 309,737	\$ 309,737
TOTAL EXPENSES	\$ 309,737	\$ 309,737
BALANCE	\$ -	\$ -
Reserves	\$ 39,968	\$ 39,968



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

TENTATIVE 2021 – 2022 BUDGET

Overall Revenue

Ad Valorem Taxes	\$173,628
Transfer from CRA	101,059
Interest on Investments	50
Farmers' Market Revenue	25,000
Farmers' Market SNAP Revenue	5,000
Farmers' Market Sponsorships	<u>5,000</u>
	\$309,737

Overall Expenses

Administrative Expenses	2,550
Professional & Technical Services	45,000
Advertising & Marketing	52,628
Event Expenses	70,000
Farmers' Market Expenses	35,000
Contingency	3,500
Payment to Downtown CRA	<u>101,059</u>
	\$309,737

TENTATIVE 2020 – 2021 BUDGET BY ACTIVITIES

FARMERS' MARKET ACTIVITIES

Item	Total
Market Manager	18,000
Manager Supplies	1,000
Advertising & Marketing	8,000
SNAP Expenditures	5,000
Insurance	1,500
City Fees	1,500
Total	\$ 35,000

DDA GENERAL ACTIVITIES

Item	Total
Professional Services	45,000
Office Supplies	2,000
Care and Subsistence	350
Professional Memberships	200
Downtown Marketing	52,628
Contingency	3,500
Payment to Downtown CRA	101,059
Total	\$ 204,737

DOWNTOWN EVENT ACTIVITIES

Item	Total
Event Advertising	70,000
Total	\$ 70,000