

# 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, December 16, 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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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: October 28, 2021
4. **Reports & Presentations**
  - a. Public Safety Update
  - b. Marketing Presentation
  - c. Events Update
  - d. Farmers' Market Update
  - e. Monthly Financial Report
  - f. Downtown Projects Update
5. **Public Comments**
6. **Board Comments**
7. **Adjournment**

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

The special meeting of the Downtown Development Authority Board was held Thursday October 28, 2021, at 8:00 a.m. in RM. 149 B., 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. Quanita May, Commissioner

**Board Members Absent**

Ms. Tammy Kozinski

**Staff Members Present**

Mr. Reed Berger, Redevelopment Director  
Mr. Robert Jagger, City Attorney  
Mrs. Mandana Carry, Office Specialist II

**1. Call to Order**

Mr. Sznajstajler called the meeting to order at 8:00 a.m.

**2. Roll Call**

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

**3. DDA Staff Reports**

a. Public Safety Update

There was no representative from the Police Department in attendance.

Commissioner May stated the homeless situation is growing worse in and around the Downtown Marina and people have spoken to her about homeless people coming to their cars and boats right in lot of the Marina itself. Commissioner May stated they feel threatened.

Commissioner May stated that the Marina administration was hoping for a Dingy Dock, to have access straight to Beach Street. Commissioner May stated for those

2,200 voters in the Marina being able to gain access to Beach Street from their boats was something they were very interested in working towards.

#### b. Marketing Presentation

Mr. Keith Gold, Gold & Associates, presented the monthly report which was included as part of the packet. Mr. Gold stated the Strategic Marketing Plan and the campaign to develop more ideas and feedback from our residents was the focus for the start of the next three months. Mr. Gold stated calendar of events and merchant listings were being updated as part of the continuing social media advertising they provided for the board. Mr. Gold stated after his presentation that the Board can decide, based on the Plan, how they would like to go forward.

Mr. Sznajstajler stated that the Board will take the time to review the Strategic Marketing Plan outside of the meeting and at the board's next meeting will decide any changes, and whether to proceed.

Mr. Gold stated any input the Board gives will help. Mr. Gold stated he would suggest the board look over the Media and TV coverage and increase spending in these areas for advertising. Targeting individualized commercials, focused internet for individuals, and a wider array of media all year long.

Ms. Cook stated she would like to see the Kiosk's get updated more regularly.

Mr. Gold stated that in fact they were planning on such activities, and that Mr. Berger was pushing for digital.

Commissioner May stated she would like to see a calendar that folks could add their own events to spread awareness.

Mr. Sznajstajler stated that would be a good concept, however, the focus would be on events for Downtown only.

#### c. Events Update

Mr. Berger introduced Al Smith, representing BullsEye Direct Marketing, who will discuss the Food Truck Events and a request for reimbursement.

Mr. Smith stated that he boosted his media coverage to make events better. He said the three truck events did very well and gave the Board a breakdown of costs, showing a few items that needed to be reimbursed.

Mr. Sznajstajler stated that the Board had set a limit for each event and had made an agreement with BullsEye Direct Marketing not to exceed these totals.

Mr. Smith stated that liability insurance, bands, more coverage on social media all played a part in creating a better experience for the Food Truck Events. He stated the reimbursement needed is \$ 6,601.95. Mr. Smith stated these Events had to be great so that following years could benefit DDA so the Board would spend less to make it happen.

Mr. Sznajstajler stated that the agreement was for a certain dollar amount, now we are asked to pay more. Mr. Sznajstajler stated that we just want to be clear that we are not the Event producers.

Mr. Berger stated that the term marketing as described in the Sponsorship Agreement may include all the items listed in the report.

Ms. Cook recommended the need to change the agreement.

Mr. Jagger stated the contract includes a budget and allows for reimbursement according to expenses incurred, and that the Board can decide what is included.

Mr. Sznajstajler stated that we need to know that funds are available in the budget.

Mr. Jagger stated an amendment can be easily made.

Commissioner May stated we have a certain expectation of cost, a certain amount of risk.

Mr. Smith noted he also shares in the ups and downs.

Mr. Hopkins stated if we open this door, then all this money will get used for promoting, and we could face more charges.

Mr. Sznajstajler asked if the board would be held responsible to pay the insurance portion.

Mr. Smith stated he could not do these events without insurance.

Mr. Sznajstajler stated we are trying to cover our fees and ensure the success of what our events need. We also don't want to keep having to increase our budget for every cost that occurs.

Mr. Jagger stated the options are either pay for the increase or change the agreement and only pay what the board agrees upon.

Mr. Berger stated we built these events from scratch in last year's budget. Going forward we will need to be clearer about what we will or will not reimburse.

Ms. Cook agreed and noted we were trying something that could have failed just as well, but everything worked out. She recommended going forward we could change the wording and list all professional services.

Commissioner May agreed.

Mr. Sznajstajler stated under current structure now we cannot move.

Mr. Jagger stated we can amend that wording in the contract.

Mr. Sznajstajler proposed the board move forward to pay the gap in costs for the three events, plus the other various increase in expenses for services.

A motion was made by Ms. Cook, seconded by Commissioner May, to pay the reimbursement in the amount of \$6,601.95 for the three Food Truck events. The motion carried (4-0).

A motion was made by Ms. Cook to amend the contract agreement to include new wording to allow the Board to be added as an additional insured entity for the events. Commissioner May seconded the motion. The motion carried (4-0).

Al Smith stated that moving forward the Wine Walk, Food Truck, and Art Festival are being prepared for the upcoming weeks. Mr. Smith went over the weekend's activities and events, noting that extra media coverage helped boost how well the events did overall. Mr. Smith stated that moving to future projects, we have the Spring Art Festival, and introduced Theresa Lieberman.

Ms. Lieberman stated there are three stages building up to the Art Festival and proceeded to describe all three stages.

Mr. Smith requested \$2,500 to get things underway for the first phase of the Arts Festival.

Mr. Sznajstajler asked if the agreement includes the events for next year.

Mr. Berger stated the agreement only includes events through the end of 2021.

Mr. Sznajstajler asked the Board if it wished to make an authorization of funds.

Ms. Cook made a motion to authorize giving BullsEye Direct Marketing \$2,500 to move ahead with the Art Festival. The motion was seconded by Commissioner May. The motion carried (4-0).

d. Farmer's Market Update

Mr. Berger noted the report from the Markets Manager, Melanie John, was included in their packet.

Mr. Sznajstajler described a Friends of the Market meeting he attended with Jack White, Melanie John, and others to discuss ways to improve the Market. He noted that a new Market was under consideration on Sundays by a group of BCU staff and students in Midtown. Mr. Sznajstajler stated Ms. John has looked from Jacksonville to Plant City for produce suppliers. The issue to overcome is the storage and moving produce to the Market.

Mr. Berger stated that Ms. John did secure D'marco, who was with us before, and that as long as he followed vendor rules including being open during Market hours for the initial three months he would not be charged rent for space.

Mr. Berger noted Market hours will be adjusted for the upcoming season following the Halifax Art Festival and the change in Daylight Savings.

4. Public Comments

There were no public comments

5. Board Comments

Commissioner May asked that after the events there have been complaints of trash left in the area and needed to be addressed.

Ms. Cook stated that the preacher who is interrupting the Market should be arrested, all the yelling from bullhorn is stressing out folks and Ms. John is always mentioning him in her reports.

Mr. Jagger stated if he is disrupting the Market there must be sufficient evidence to arrest.

e. Downtown Projects Update

Mr. Berger stated that current project updates which included the new Beach Street Apartments, Phase 2 of Beach Street Improvements, and Riverfront Park.

6. Adjournment

There being no further business, the meeting was adjourned at 10:10 a.m.

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Michael Sznajstajler, Chair

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Mandana Carry, Office Specialist II



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## **NOVEMBER – DECEMBER DDA MARKETING UPDATE**

*Prepared by GOLD Marketing • Wednesday, December 8, 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)

# **NOVEMBER-DECEMBER DDA MARKETING UPDATE**

*Prepared by GOLD Marketing • Wednesday, December 8, 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 November and December 2021 to date.

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

## **Advertising**

- Prepared, negotiated, and coordinated new offline and online media buys for the Fall and Holiday season including print and broadcast;
- Developed new creative for five campaigns (*35 layouts total*) for testing, launched an online survey among merchants, customers, and prospects, and prepared the findings;
- 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;
- GOLD continuously updated the online retargeting campaign to reach customers and prospects actively investigating shopping, dining, and/or entertainment venues and activities; and
- Specifically created online advertising to promote the new Food Truck and Wine Walk events, plus the Halifax Art Festival, Halifax Historical Museum Rod Show, Christmas Boat Parade, Bright Lights and Merry Nights Christmas Parade, and Photos with Santa (*Farmers' Market*).

## **Analytics**

- 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, November was off to a slower than expected as we awaited approval of specific advertising expenditures. (*Please find the Analytics Report provided separately.*)

## **Collateral Material**

- Worked with the City to update the merchants listed on the Kiosk Directory Map; and
- Updated the Kiosk Poster for the Holiday season.

Page 1 of 2

# **NOVEMBER-DECEMBER DDA MARKETING UPDATE**

*Prepared by GOLD Marketing • Wednesday, December 8, 2021*

## **E-Marketing**

- Wrote, designed, programmed, and distributed regular merchant and customer e-blasts, primarily to announce and promote special events and Holiday shopping; and
- Created a series of ongoing eblasts to promote special events and the Holiday season.

## **Farmers' Market Marketing**

- Created, negotiated, and placed online ads to promote the Market weekly. Additionally, prepared press releases and e-blasts for the Fall and Holiday season, and included Farmers' Market messaging in all online and offline advertising, promotion, web, and marketing materials for the Riverfront Shops.

## **Public & Media Relations**

- Wrote and distributed press releases regarding special events, plus negotiated placement with key media outlets.

## **Research & Strategic Planning**

- Though strategic planning and research are not included in the agency's present contract, we finalized the in-depth 2021-2022 Strategic Marketing Plan for the client, which highlights marketing conversion and the tactics required to grow prospect trial and customer frequency of visit. This plan was based on primary statistical research among Downtown merchants, customers, and prospects and was provided as a searchable PDF; and
- Developed and tested new multi-media campaign concepts, based on the Strategic Marketing Plan.

## **Tactical Planning**

- Monitored the DDA Tactical Plan and marketing budget weekly, plus prepared plan updates to the DDA Board monthly, even though the agency's contract is now to do so quarterly; and
- Revised the new Tactical Plan spreadsheet for FY 2021-2022 monthly.

## **Website**

- Prepared new graphical concepts for the website to complement the new advertising campaigns being tested, even though such work is not included in the agency's contract; and
- 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.

*Page 2 of 2*



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

*Prepared by GOLD Marketing • Wednesday, December 8, 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

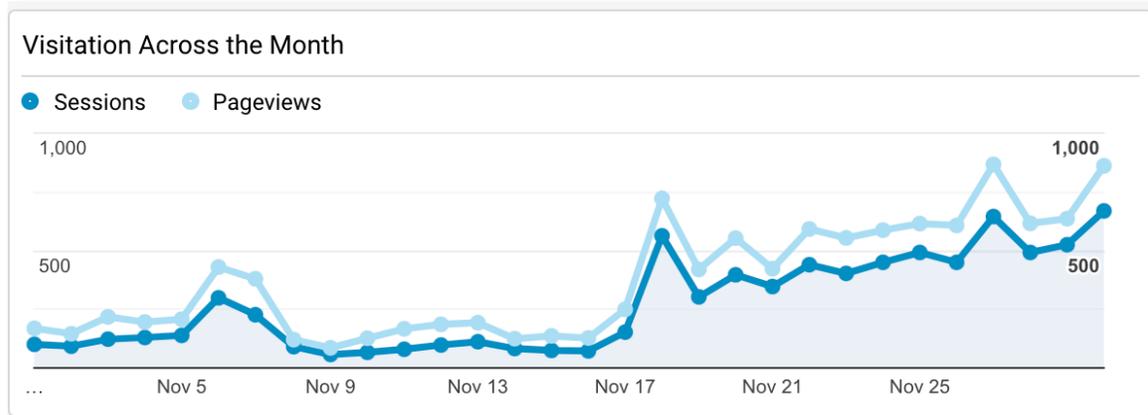
## NOVEMBER 2021 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Tuesday, December 7, 2021

### Overall Traffic

The Riverfront Shops website continued to engage large numbers of online visitors in November 2021. Overall, the site had 8,178 sessions and 11,320 pageviews (*increases of 31.4% and 23.4%, respectively, over the previous month*).

### WEBSITE VISITATION TRENDLINE



*The above chart shows that traffic increased across the month, reflecting the online advertising.*

### TOP PAGES

Most Viewed Pages		
Page		Pageviews
/open-for-business/		3,880
/		1,621
/farmers-market/		1,059
/event/59th-annual-halifax-art-festival-2021/		749
/shopping/		363
/dining/		276
/events/		215
/brochures-and-maps/		178
/organizer/daytona-beach-downtown-farmers-market/		152
/event/halifax-historical-museum-rod-show/		134

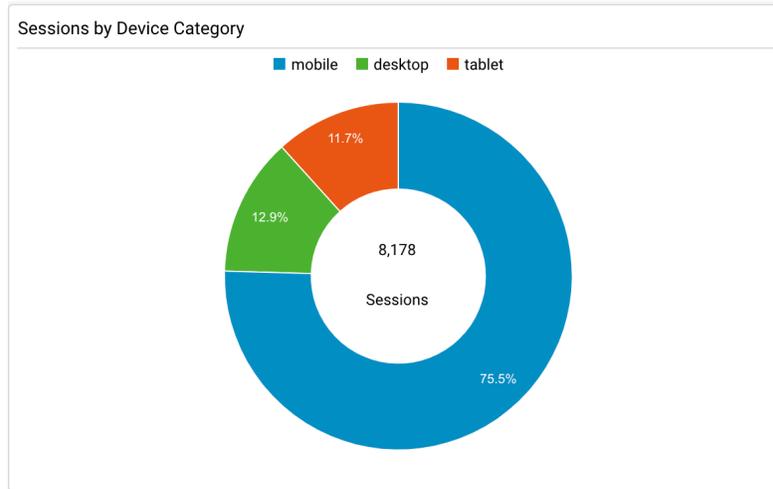
*The “Open for Business” page (which features merchant listings), Home page, Farmers’ Market, Halifax Art Festival, Shopping, and Dining pages were the most visited overall in November. (/ = Home page.)*

# DAYTONA BEACH DDA NOVEMBER 2021 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Tuesday, December 7, 2021

## Overall Traffic (Continued)

### TRAFFIC TYPE



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

### KEY TRAFFIC SOURCES

#### Top Traffic Sources

Source / Medium	Sessions
google / cpc	3,951
google / organic	1,566
facebook_ads / cpc	1,202
(direct) / (none)	890
daytonabeach.com / referral	161
codb.us / referral	92
m.facebook.com / referral	77
l.facebook.com / referral	63
bing / organic	44
duckduckgo / organic	23

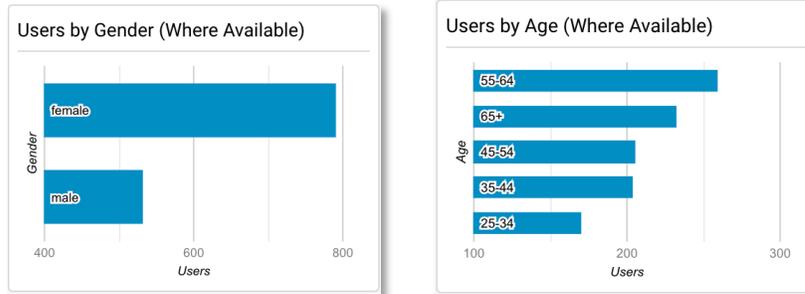
*Google advertising and Google organic search were the largest traffic sources, followed by Facebook advertising and direct visits.*

# DAYTONA BEACH DDA NOVEMBER 2021 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Tuesday, December 7, 2021

## Overall Traffic (Continued)

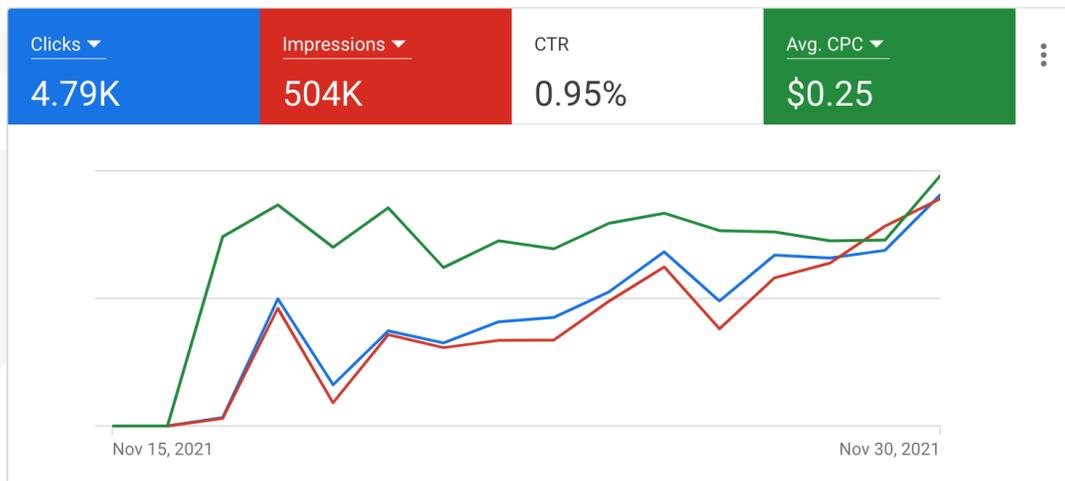
### DEMOGRAPHICS AND GENDER



Where demographic information was available, site visitors were overwhelmingly women during November, with the largest age groups being 55-64, 65+, and 45-54.

## Online Advertising

### GOOGLE ADVERTISING



The Google Ads campaign in November 2021 generated 4,793 clicks (including 835 clicks for the Farmers' Market) – a 23.5% increase in total clicks over the previous month. The campaign ran later in the latter half of the month after budget approval was obtained from the City. Popular Riverfront Shops search advertising keywords included “Daytona Beach,” “Restaurants,” “Daytona Beach Shopping,” “Daytona Beach Restaurants,” and “Daytona Beach Shopping.” Popular Farmers' Market keywords included “Farmers' Market,” “Downtown Daytona Beach Farmers' Market,” “Farmers Markets Near Me,” and “Daytona Beach Market.” However, the majority of clicks came from display advertising.

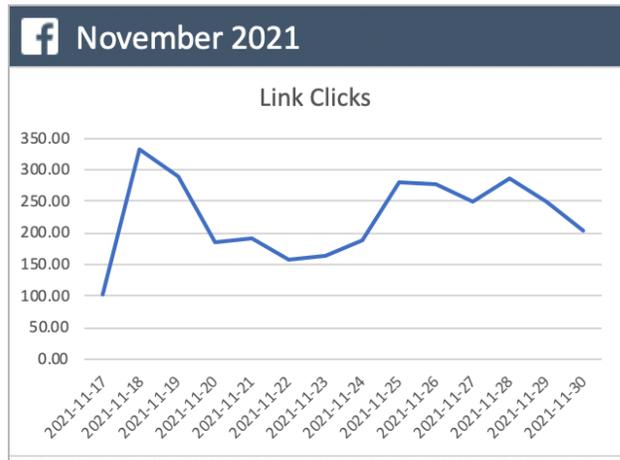
# DAYTONA BEACH DDA

## NOVEMBER 2021 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Tuesday, December 7, 2021

### Online Advertising (*Continued*)

#### FACEBOOK ADVERTISING



*The Facebook advertising in November 2021 generated a total of 3,153 total link clicks (a 30.2% increase over the previous month). This included 781 clicks for the Farmers' Market. (As stated previously, the online and social media advertising began in mid-November, as GOLD was awaiting budget approval.)*

*The Facebook advertising also promoted several events with the objective of generating event responses from potential attendees:*

- *HALIFAX ART FESTIVAL – 1,736 ad responses (ads ran in October), with 2,055 combined ad and organic responses to the Riverfront Shops page's event listing;*
- *NOVEMBER FOOD TRUCK RALLY – 137 ad responses, with 584 combined ad and organic responses to the Riverfront Shops page's event listing;*
- *NOVEMBER WINE WALK – 124 ad responses, with 249 combined ad and organic responses to the Riverfront Shops page's event listing;*
- *HALIFAX HISTORICAL MUSEUM ROD SHOW – 493 ad responses with 816 combined ad and organic responses to the Riverfront Shops page's event listing; and*
- *CHRISTMAS BOAT PARADE – 1,713 ad responses from late November (plus 495 responses from ads in early December), with 2,300 combined ad and organic responses to the Riverfront Shops page's event listing.*

*The Riverfront Shops page had 13,949 "likes" at the end of November 2021, and the Farmers' Market page had 3,048 "likes" (a modest increase for both).*

**DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY**  
**FY 2021 - 2022 MARKETING FLOWCHART**

Updated December 10, 2021

**\$166,200 Budget**

MEDIA	DESCRIPTION	SPACE CLOSE	MAT. CLOSE	OCT				NOV					DEC				JAN					FEB				MAR				APR				MAY					JUNE				JULY				AUG					SEPT				TOTALS						
				4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26							
<b>A. GENERAL MARKETING SERVICES (\$40,600 Budget)</b>																																				<b>\$40,600</b>																										
SUPPLIES	Kiosk posters. (\$750 budget.)	N/A	N/A	-				\$125					-				\$125					-				\$125				-					\$125				-					\$125				\$750														
TECHNICAL SERVICES	Fees for iContact, domains, and web hosting. (\$850 budget.)	N/A	N/A	\$850				-					-				-					-				-				-					-				-					-				\$850														
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. (\$34,000 budget.)	N/A	N/A	\$3,250				\$3,250					\$3,250				\$3,250					\$3,250				\$3,250				\$3,250					\$3,250				\$3,250					\$3,250				\$39,000														
<b>B. DOWNTOWN MARKETING MEDIA (\$49,393 Budget)</b>																																				<b>\$49,393</b>																										
Online	Google geo-targeted search and display ads (including remarketing). (\$9,500 budget.)	2 Weeks Prior	1 Week Prior	\$400				\$1,000					\$1,200				\$1,000					\$737.50				\$737.50				\$737.50					\$737.50				\$737.50					\$737.50				\$737.50					\$9,500									
Social	Social media geo-targeted ads. (\$9,500 budget.)	2 Weeks Prior	1 Week Prior	\$400				\$1,000					\$1,200				\$1,000					\$737.50				\$737.50				\$737.50					\$737.50				\$737.50					\$737.50				\$737.50					\$9,500									
Offline: Broadcast	TV & radio advertising media and production, plus Beach TV (\$1,200).	3 Weeks Prior	2 Weeks Prior	\$1,200				-					\$2,500				-					-				\$2,500				\$2,500					\$750				\$750					\$750				\$750					\$750				\$12,450					
Offline: Print	Large space full-color ads in the Observer Group and Daytona Times. (\$8,500 budget.)	2 Weeks Prior	2 Weeks Prior	-				-					\$2,666				\$2,666					\$695				\$695				\$695					\$695				\$695					-				-					-				\$8,807					
Offline: Brochure Displays	Two printings of 10,00 units each (with 1,000 for merchants). Distribution at 133 locations.	2 Weeks Prior	2 Weeks Prior	\$489				\$489					\$489				\$2,123					\$489				\$489				\$489					\$2,123				\$489					\$489				\$489					\$489				\$9,136					
<b>C. DOWNTOWN EVENTS (\$65,000 Budget)</b>																																				<b>\$65,000</b>																										
EVENT MARKETING*	Budget set aside for FY 2021-2022 event fees and advertising (\$65,000 budget.)	4 Weeks Prior	3 Week Prior	\$65,000				-					-				-					-				-					-				-					-				-					-				\$65,000									
<b>D. MARKET@MAGNOLIA (\$8,000 Budget)</b>				<b>Saturdays</b>				<b>Saturdays</b>					<b>Saturdays</b>				<b>Saturdays</b>					<b>Saturdays</b>				<b>Saturdays</b>					<b>Saturdays</b>				<b>Saturdays</b>					<b>Saturdays</b>				<b>Saturdays</b>					<b>Saturdays</b>				<b>\$8,000</b>									
Online	Google geo-targeted search and display ads. (\$2,600 budget.)	2 Weeks Prior	1 Week Prior	\$200				\$200					\$200				\$200					\$200				\$200					\$200				\$200					\$200				\$200					\$200				\$200					\$200				\$2,400
Social	Social media geo-targeted ads, including vendor recruitment advertising. (\$3,300 budget.)	2 Weeks Prior	1 Week Prior	\$200				\$600					\$270				\$270					\$270				\$270					\$270				\$270					\$270				\$270					\$270				\$270					\$270				\$3,500
E-Marketing	Database recruitment marketing program to farmers, including printing and distribution. (\$2,100 budget.)	2 Weeks Prior	1 Week Prior	-				-					\$1,050				-					-				-					-				\$1,050					-				-					-				-					-				\$2,100
<b>TOTAL</b>				<b>\$71,989</b>				<b>\$6,664</b>					<b>\$12,825</b>				<b>\$10,634</b>					<b>\$6,379</b>				<b>\$9,004</b>					<b>\$9,929</b>				<b>\$8,888</b>					<b>\$7,129</b>				<b>\$6,559</b>					<b>\$6,434</b>				<b>\$6,559</b>					<b>\$ 162,993</b>				

Production	Materials Distributed/Run	Completed	TBD
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**MEDIA & PRODUCTION COSTS**

- Holiday Radio = \$2,500/Mo.
- Daytona Times (Calendar Ads) = \$695 ea.
- Observer Group (Holiday Ads) = \$2,666 ea. (Two Papers)
- TV Media/Production = \$8,750
- Rack Brochure Printing/Distribution = \$9,136

**SPECIAL EVENTS BUDGETED**

- October 9 Wine Walk = \$2,500
- October 22, Food Truck Rally = \$2,000
- October 23, Octoberfest = \$5,000
- November 13, Wine Walk = \$2,500
- November 19, Food Truck Rally = \$2,000
- December 11, Wine Walk = \$2,500
- December 17, Food Truck Rally = \$2,000
- Halifax Art Festival = \$5,000

**Bullseye Direct Marketing**  
**Proposed Event schedule and Budget for the DDA**  
**Jan - Sept 2022**

EVENT	YEARS	DATE	DDA \$\$	CITY FEES
<b>JAN</b>				
Food Truck Rally	1 <sup>st</sup>	Friday, January 7, 2022	\$2,500	
Wine Walk	1st	Saturday, January 15, 2022	\$2,500	\$500
Chili Cookoff	2cd	Saturday, January 29, 2022	\$2,500	\$500
<b>FEB</b>				
Food Truck Rally	1 <sup>st</sup>	Saturday, February 5, 2022	\$2,500	
Wine & Chocolate walk	11th	Saturday, February 12, 2022	\$0	\$500
Beer & Bacon Festival	3rd	Saturday, February 26, 2022	\$2,500	\$500
<b>MAR</b>				
St Paddy's Day	2cd	Thursday, March 17, 2022	\$5,000	\$4,500
Wine & Cheese walk	2cd	Saturday, March 19, 2022	\$2,500	\$500
<b>APR</b>				
Food Truck Rally	1 <sup>st</sup>	Friday, April 1, 2022	\$2,500	
Spring Art Festival	1st	Saturday, April 9, 2022	\$20,000	\$4,500
Wine Walk	1st	Saturday, April 23, 2022	\$2,500	\$500
<b>MAY</b>				
Cinco De Mayo	2cd	Thursday, May 5, 2022	\$5,000	\$3,100
Food Truck Rally		Friday, May 6, 2022		
<b>JUNE</b>				
Food Truck Rally	2cd	Friday, June 3, 2022	\$2,500	\$2,000
<b>JULY</b>				
Food Truck Rally	2cd	Friday, July 15, 2022	\$2,500	\$2,000
<b>AUG</b>				
Food Truck Rally	2cd	Friday, August 19, 2022	\$2,500	\$2,000
<b>SEPT</b>				
Food Truck Rally	2cd	Friday, September 23, 2022	\$2,500	\$2,000
<b>Total</b>			<b>\$60,000</b>	<b>\$23,100</b>



The Daytona Beach Downtown Development Authority

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

**October 2021**

by Melanie John, Market Manager

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### **October 2**

#### **Market Summary:**

Weather was good today. More vendors showed as well as new customers of the market. Had a few inquiring about being a new vendor as well. Set up music in front of Salon 230 and preacher moved down to the corner. He increased his megaphone volume to the max. Bridgette played from 9:30-11:30p and preacher was present 9-10a. (He left earlier than normal). Had new customers asking where produce was. This will affect their return.

#### **Vendor Recruitment:**

Gave a few people my card as they approached me inquiring about being a vendor. Meeting with friends of the market as well as Extension Florida will be on Wednesday for produce recruitment efforts.

#### **Vendor Activity:**

Native Pride will return 1st of November (Jeremiah)

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

Next even to be planned will be the fall festivities and pumpkin giveaway. October 23rd will be our pumpkin giveaway and pumpkins will be ordered ASAP.

### **October 9**

#### **Market Summary:**

Weather was good today. No Bridgette today and preacher was present and loud. Had a customer send me a FB message about her experience today with preacher. Customers and preacher once again in screaming match. Police were called and preacher advised of Market rules. He rejected the offer to accept new Market vendor rules and become a paying vendor. He stated "if he becomes a vendor he has to abide by the new rules".

#### **Vendor Recruitment:**

Planning a visit to Plant City soon to pass out produce flyers. Visited Perrines produce to invite them back along with buying pumpkins for give-away. Spoke with old vendor D'marco to get us pumpkins as well.

#### **Vendor Activity:**

Native Pride will return 1st of November (Jeremiah)

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

Next event to be planned will be the fall festivities and pumpkin giveaway. October 23rd will be our pumpkin giveaway and pumpkins will be ordered ASAP.

## **October 16**

### **Market Summary:**

Weather was good today. First tiny chill in the air early in the morning. Traffic flow very very light however it was Biketoberfest (we never have good traffic during bike events). Bridgette played from 9:30-11:30am. No preacher today. New vendor started and enjoyed the market. They wish to attend once a month.

### **Vendor Recruitment:**

Had an in-person meeting at the market with Demarco's Produce for possible start of 10/23 with a small setup as a starter.

### **Vendor Activity:**

Native Pride will return 1st of November (Jeremiah). New Vendor started today::: Palmetto Bands; the custom make smart watch bands and make them on the spot with a machine.

### **Events/Promotions:**

Next even to be planned will be the fall festivities and pumpkin giveaway. October 23rd will be our pumpkin giveaway. Goodies bags being made as well for children dressed up/visiting. Spicycle wanted to do goodies this day as well for the kids. Photo booth next week as well.

## **October 23**

### **Market Summary:**

Weather was great today. No preacher. Bridgette played from 9:30-11:30. Had a huge show out for Fall Festivities. Lots of children in costumes. Gave out pumpkins, candy treat bags, and professional photos. Produce was a great hit at the market today!

### **Vendor Recruitment:**

Working on finding more food vendors at the market. Possibly a coffee vendor, as well as bakery.

### **Vendor Activity:**

Native Pride will return 1st of November (Jeremiah). Wisconsin Apple Guy to return in November. New Vendors started today::: The lost Mermaid; she makes sea glass jewelry, and D'marco's Produce!!!

### **Events/Promotions:**

Focus on pushing/promoting produce vendor. Bridgette to play next Saturday.

## **October 30**

### **Market Summary:**

The weather was chilly, cold and cloudy. Sprinkled on and off until about 8a. Bridgette played from 9a-Noon. No preacher today. Race was going on at the track and we can hear the cars from the market. Produce present at the market. Made good strong FB post in which has had a lot of engagement. Brian

was not present due to rain in early part. Customer flow was not as heavy as fall festival however heavier than the previous 2 months since no produce. Wind turned strong in the last hour.

**Vendor Recruitment:**

As traffic flow increases, will be inviting old vendors back.

**Vendor Activity:**

Brian not present due to rain. Natural Springs Dairy will be missing all of December as well as most of November due to no driver/no staff.

**Events/Promotions:**

Market closed for next week due to Art festival. All vendors told including ones that were not present. Will be making FB post announcing next week's closing for customers. Starting Nov 13th, Market hours will extend to 1pm.



The Daytona Beach Downtown Development Authority

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

**November 2021**

by Melanie John, Market Manager

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### **November 6**

The annual Halifax Arts Festival used the Market's licensed area which was flooded by a historic storm.

### **November 13**

#### **Market Summary:**

Weather was chilly and cloudy however turned warm by Noon. Wind became strong around 11a and had to take tents down. Bridgette played today from 9:30-Noon. No preacher today. Foot traffic starting to increase and was steady. Was a good day for all vendors. Traffic flow ceased around Noon. Had a few customers looking for Dairy. First day to extend market until 1pm. Every vendor created their own excuse as to why they could not stay until 1pm. Pulled signs early at 12:30pm due to vendors leaving.

#### **Vendor Recruitment:**

Will be searching for Dairy vendor or helping Natural Springs Dairy find a driver. Need Honey vendor as well.

#### **Vendor Activity:**

Native Pride will return 1st of November (Jeremiah)

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

Bridgette to play next week.

### **November 20**

#### **Market Summary:**

Weather was chilly and cold and expected to rain that day. Bridgette was not feeling well and did not play today. Played music on speaker. No preacher was there still. Had the wine walk scheduled at 1pm after the market. Traffic flow was light today as we competed with Ormand Beach's seafood festival.

#### **Vendor Recruitment:**

S&K Coffee bistro started today. In search for dairy, honey, and bakery vendor.

#### **Vendor Activity:**

Brian and a few others did not show due to chance of rain. Huck had issues with too much water on his crops and was not able to pull produce.

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

Bridgette will be out next week.

## **November 27**

### **Market Summary:**

Weather was very cold. Bridgette out and had a peaceful quite morning with no preacher. Traffic flow started very light then picked up by the time the sun came out around 9am. Automobile show on Beach Street started after the Market. Had a few issues with car show vendors trying to park inside the Market as it was still going. They moved the barricades several times and I had to stop them midway thru the street. Good foot traffic for the market from 9am to tear down. Vendors stayed until 1pm!

### **Vendor Recruitment:**

Searching for dairy, honey, and bakery vendor

### **Vendor Activity:**

Geodeke Apples will need to go back to Wisconsin to get more products soon and will be missing a Saturday in December.

### **Events/Promotions:**

Bridgette will perform next week. Pictures with Santa to be Dec 18th.



# THE CITY OF DAYTONA BEACH

## REDEVELOPMENT DIVISION

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

### MEMORANDUM

DATE: December 10, 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 December 10, 2021.

<b>General Activities</b>			
<b>Revenues</b>	<b>Projection</b>	<b>Received to Date As of 12/10/21</b>	<b>Balance</b>
Ad Valorem	\$ 173,662	\$ 3,098.14	\$ 170,563.86
Delinquent Ad Valorem	\$ -	\$ 14.58	\$ (14.58)
Downtown CRA Payment	\$ 101,059	\$ -	\$ 101,059.00
Interest	\$ 16	\$ -	\$ 16.00
<b>Total</b>	<b>\$ 274,737</b>	<b>\$ 3,112.72</b>	<b>\$ 271,624.28</b>
<b>Line Item</b>	<b>Appropriation</b>	<b>Spent to Date As of 12/10/21</b>	<b>Balance</b>
Professional Services	\$ 39,000	\$ 6,500.00	\$ 32,500.00
Care and Subsistence	\$ 350	\$ 29.15	\$ 320.85
Advertising	\$ 52,628	\$ 2,802.95	\$ 49,825.05
Events Promotion	\$ 6,000	\$ -	\$ 6,000.00
Supplies	\$ 2,000	\$ -	\$ 2,000.00
Memberships	\$ 200	\$ 175.00	\$ 25.00
Downtown CRA Payment	\$ 101,059	\$ -	\$ 101,059.00
Contingency	\$ 3,500	\$ -	\$ 3,500.00
<b>Total</b>	<b>\$ 204,737</b>	<b>\$ 9,507.10</b>	<b>\$ 195,229.90</b>

### Farmers' Market Activities

<b>Revenues</b>	<b>Projection</b>	<b>Received to Date</b> As of 12/10/21	<b>Balance</b>
Vendor Revenue	\$ 25,000	\$ 529.00	\$ 24,471.00
Sponsorship	\$ 5,000	\$ -	\$ 5,000.00
Market Booth Sales	\$ -	\$ -	\$ -
DDA SNAP Revenues	\$ 5,000	\$ 481.75	\$ 4,518.25
<b>Total</b>	<b>\$ 35,000</b>	<b>\$ 1,010.75</b>	<b>\$ 33,989.25</b>
<b>Expenses</b>	<b>Appropriation</b>	<b>Spent to Date</b> As of 12/10/21	<b>Balance</b>
Market Manager	\$ 18,000	\$ 2,600.00	\$ 15,400.00
Liability Insurance	\$ 1,500	\$ -	\$ 1,500.00
Marketing	\$ 8,000	\$ 552.94	\$ 7,447.06
City Fees	\$ 1,500	\$ -	\$ 1,500.00
DDA SNAP Expenses	\$ 5,000	\$ 585.05	\$ 4,414.95
Booth Merchandise	\$ -	\$ -	\$ -
Other Materials & Supplies	\$ 1,000	\$ 100.00	\$ 900.00
<b>Total</b>	<b>\$ 35,000</b>	<b>\$ 3,837.99</b>	<b>\$ 31,162.01</b>
<b>Profit/Loss</b>		<b>\$ (2,827.24)</b>	

<b>Downtown Event Activities</b>			
<b>Revenues</b>	<b>Projection</b>	<b>Received to Date As of 12/10/21</b>	<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 As of 12/10/21</b>	<b>Balance</b>
Event Promotion	\$ 70,000	\$ 26,326.64	\$ 43,673.36
<b>Total</b>	<b>\$ 70,000</b>	<b>\$ 26,326.64</b>	<b>\$ 43,673.36</b>
<b>Profit/Loss</b>		<b>\$ (26,326.64)</b>	
<b>DDA Budget Summary</b>			
	<b>Budget</b>	<b>Actual</b>	<b>Balance</b>
Total DDA Revenues	\$ 309,737	\$ 4,123	\$ 305,614
Total DDA Expenditures	\$ 309,737	\$ 39,672	\$ 270,065
<b>Balance</b>	<b>\$ -</b>	<b>\$ (35,548)</b>	<b>\$ 35,548</b>
<b>Reserves</b>	<b>\$ 39,968</b>	<b>\$ -</b>	<b>\$ 39,968</b>