

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, January 27, 2022 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: December 16, 2021
4. **Reports & Presentations**
 - a. Public Safety Update
 - b. Marketing Presentation
 - c. Events Update
 - i. Public Art Car Exhibit Presentation
 - d. Farmers' Market Update
 - i. 1st Quarter Review with Market Manager
 - e. Monthly Financial Report
 - f. Downtown Projects Update
5. **Public Comments**
6. **Board Comments**
7. **Adjournment**



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

Intelligent Imagination™

DAYTONA BEACH DDA
DECEMBER 2021 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Wednesday, January 19, 2022

THE VERANDA

814 State Road A1A North

Ponte Vedra Beach, FL 32082

 *904.285.5669*

 *StrikeGold.com*

DAYTONA BEACH DDA

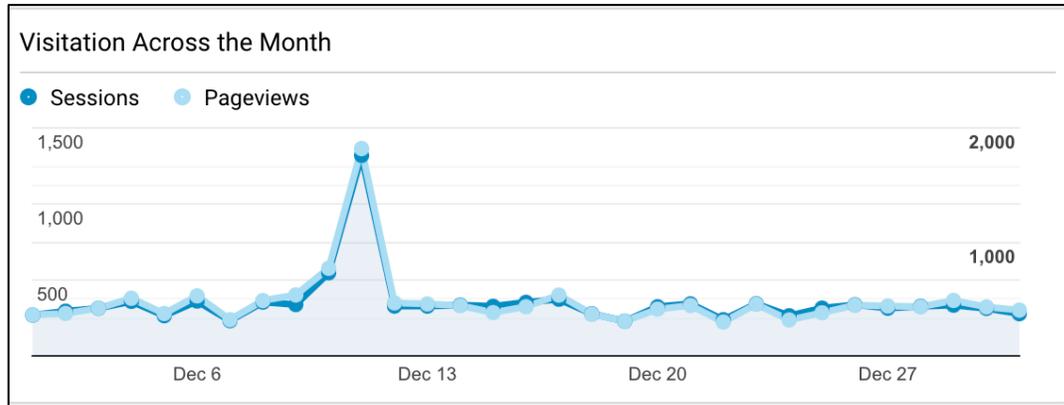
DECEMBER 2021 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Wednesday, January 19, 2022

Overall Traffic

The Riverfront Shops website continued to engage large numbers of online visitors in December 2021. Overall, the site had 10,937 sessions and 14,803 pageviews (*increases of 33.7% and 30%, respectively, over the previous month*).

WEBSITE VISITATION TRENDLINE



The above chart shows that traffic increased across the month. Traffic peaked on December 11, the day of the Holiday Wine Walk and Christmas Parade.

TOP PAGES

Most Viewed Pages		Pageviews
Page		
/open-for-business/		6,065
/event/daytona-beachs-bright-lights-merry-christmas-parade/		2,063
/		1,858
/farmers-market/		1,177
/shopping/		381
/dining/		301
/events/		223
/brochures-and-maps/		211
/event/november-wine-walk-2021-12-11/		197
/organizer/daytona-beach-downtown-farmers-market/		154

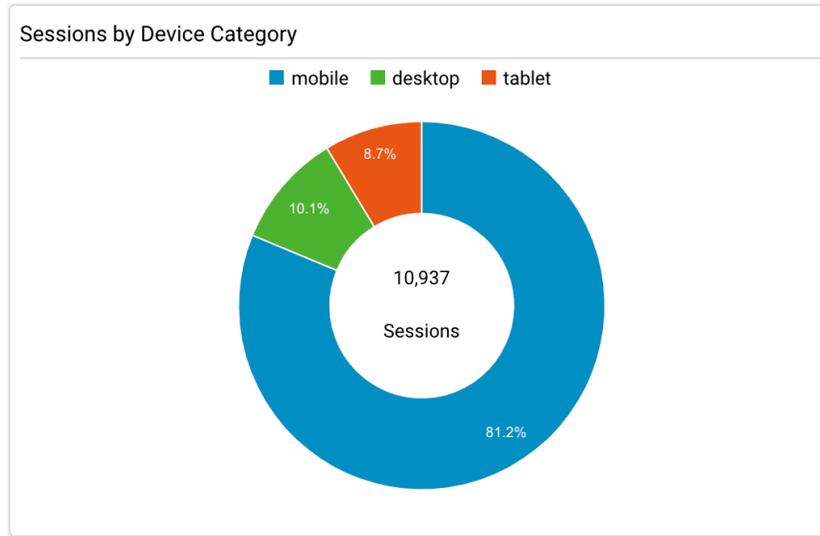
The “Open for Business” page (which features merchant listings), Christmas Parade event page, Farmers’ Market, Shopping, and Dining pages were the most visited overall in December. (/ = Home page.)

DAYTONA BEACH DDA DECEMBER 2021 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Wednesday, January 19, 2022

Overall Traffic (*Continued*)

TRAFFIC TYPE



Mobile visitation continued to outpace desktop traffic in December.

KEY TRAFFIC SOURCES

Top Traffic Sources

Source / Medium	Sessions
google / cpc	6,045
google / organic	2,691
(direct) / (none)	927
facebook_ads / cpc	813
daytonabeach.com / referral	108
codb.us / referral	97
l.facebook.com / referral	53
m.facebook.com / referral	45
bing / organic	34
facebook.com / referral	18

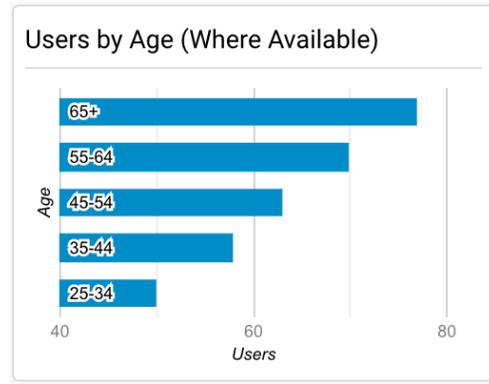
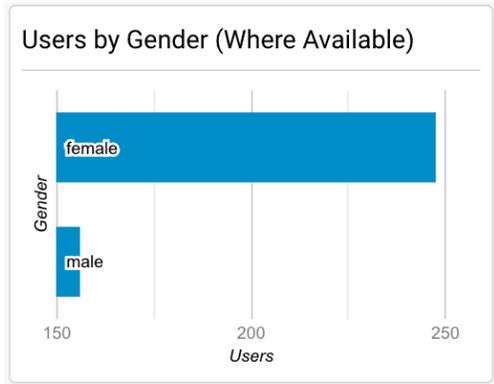
Google advertising and Google organic search were the largest traffic sources, followed by Facebook advertising and direct visits.

DAYTONA BEACH DDA DECEMBER 2021 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Wednesday, January 19, 2022

Overall Traffic (*Continued*)

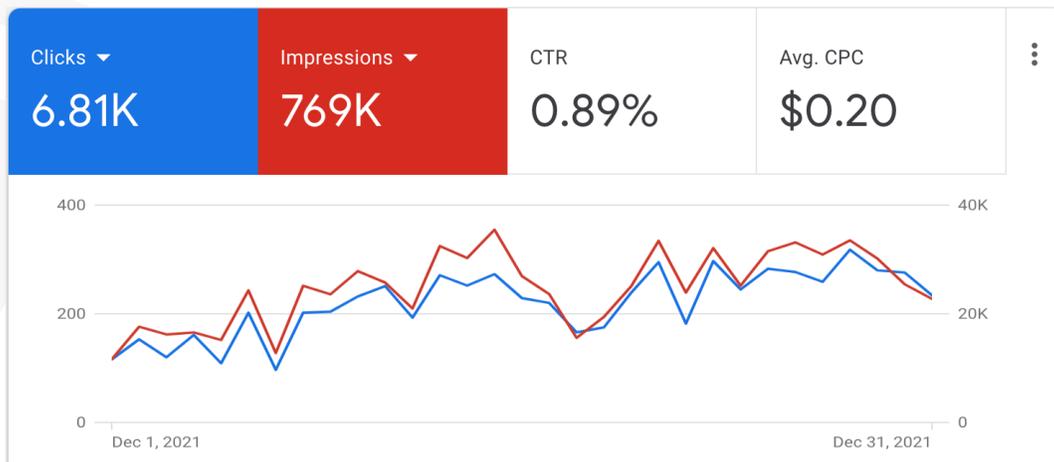
DEMOGRAPHICS AND GENDER



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

Online Advertising

GOOGLE ADVERTISING



The Google Ads campaign in December 2021 generated 6,841 clicks (including 829 clicks for the Farmers' Market) – a 42.1% 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 in Daytona Beach," "Daytona Beach Shopping," "Daytona," and "Restaurants." Popular Farmers' Market keywords included "Farmers' Market," "Daytona Farmers' Market," "Daytona Beach Market," "Downtown Daytona Beach Farmers' Market," and "Farmers Markets Near Me." However, the majority of clicks came from display advertising.

Page 3 of 4

DAYTONA BEACH DDA

DECEMBER 2021 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Wednesday, January 19, 2022

Online Advertising (*Continued*)

FACEBOOK ADVERTISING



The Facebook advertising in December 2021 generated a total of 2,751 total link clicks. This included 256 clicks for the Farmers' Market. The Facebook advertising received the most clicks toward the beginning of the month surrounding special events.

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

- **CHRISTMAS BOAT PARADE** – 537 ad responses from early December (plus 1,713 responses from late November), with 2,300 combined ad and organic responses to the Riverfront Shops page's event listing;
- **HOLIDAY WINE WALK** – 226 ad responses, with 329 combined ad and organic responses to the Riverfront Shops page's event listing;
- **BRIGHT LIGHTS & MERRY NIGHTS CHRISTMAS PARADE** – 568 responses, with 2,537 combined ad and organic responses to the Riverfront Shops page's event listing;
- **DECEMBER FOOD TRUCK ADVERTISING** – 357 responses, with 1,223 combined ad and organic responses to the Riverfront Shops page's event listing; and
- **FARMERS' MARKET PHOTOS WITH SANTA** – 16 responses, with 139 combined ad and organic responses to the Farmers' Market's event listing.

The Riverfront Shops page had 14,805 "likes" at the end of December 2021, and the Farmers' Market page had 3,070 "likes" (a modest increase for both).



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DECEMBER – JANUARY DDA MARKETING UPDATE

Prepared by GOLD Marketing • Friday, January 21, 2022

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

DECEMBER-JANUARY DDA MARKETING UPDATE

Prepared by GOLD Marketing • Friday, January 21, 2022

A Brief Introduction

The following is an overview of the key marketing activities provided for the Downtown Development Authority (DDA) for the benefit of The City of Daytona Beach in December 2021 and January 2022 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 Holiday season and to promote Winter/Spring 2022 special events;
- Created new creative and media buy to promote special events;
- Secured pro bono radio buy for Holiday season;
- Developed new creative for five campaigns (*35 layouts total*) for testing, launched an online survey among merchants, customers, and prospects, and prepared the findings;
- Resolved City billing issues with Southern Stone Media;
- 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;
- Specifically created online advertising to promote the new Food Truck and Wine Walk events (*although the January Wine Walk was canceled*), plus the Christmas Boat Parade, Bright Lights and Merry Nights Christmas Parade, and Farmers' Market Photos with Santa; (*Awaiting event producer's art and final details on the January 29 Chili Cookoff and February/March events.*)
- Created commercials and developed media plans for iHeart Radio. (*Working on City payment issues now.*)

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, December website traffic increased substantially from the previous month. (*Please find the Analytics Report provided separately.*)

Page 1 of 3

DECEMBER-JANUARY DDA MARKETING UPDATE

Prepared by GOLD Marketing • Friday, January 21, 2022

Collateral Material

- Updated the Kiosk Poster for the Holiday season and then again in early January; and
- Awaiting event producer's art to create the next poster.

E-Marketing

- Wrote, designed, programmed, and distributed regular e-blasts to the merchant and customer databases; and
- Created a series of ongoing e-blasts to promote the Holiday season and special events in December and January.

Farmers' Market Marketing

- Created, negotiated, and placed online ads to promote the Market weekly. Additionally, prepared press releases and e-blasts for the Holiday season, and included Farmers' Market messaging in all online and offline advertising, promotion, web, and marketing materials for the Riverfront Shops; and
- Prepared plan and estimates for direct mail program with the Department of Agriculture.

Public & Media Relations

- Wrote and distributed press releases regarding special events, plus negotiated placement with key media outlets. *(Secured placement with The Observer Group and iHeart Radio.)*

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;
- Developed and tested new multi-media campaign concepts, based on the Strategic Marketing Plan; and
- Prepared Board presentation materials for four meetings and presented at three. *(Agency contract calls for four total annually.)*

DECEMBER-JANUARY DDA MARKETING UPDATE

Prepared by GOLD Marketing • Friday, January 21, 2022

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;
- Removed the 2021 Discount Card program from the website; (*Awaiting client decision before restarting for 2022.*)
- Continuously updated the special events on the Home Page and Calendar of Events. Merchant listing information is updated as received.

THE CITY OF DAYTONA BEACH DDA



CONTENTS

1. December-January Report Questions & Answers
2. Strategic Marketing Plan Questions & Answers
3. New Campaign Initiatives



G O L D
Marketing Communications

2. STRATEGIC MARKETING PLAN



QUESTIONS & ANSWERS *(In Alphabetical Order)*

- *Audiences*
- *Objectives*
- *Farmers' Market*
- *S.W.O.T. Analysis*
- *Messaging*
- *Tools & Tactics*

NOTE: Plan First Presented in August 2020



3. NEW MARKETING INITIATIVES



- *Holiday Campaign Overview*
- *New Campaign Concepts & Research*



3. NEW MARKETING INITIATIVES

HOLIDAY CAMPAIGN OVERVIEW

- *Online Advertising*
- *Retargeting Campaign*
- *Print Advertising Insertions*
- *Weekly E-blasts*
- *Updated Kiosk Posters*
- *Ongoing Press Releases*
- *Website Updates*
- *Banners*

NOTE: Plus Radio and PSAs



3. NEW MARKETING INITIATIVES

NEW CAMPAIGN CONCEPTS

- *Alternatives for Online & Offline Advertising, Collateral Material, E-Marketing and More*
- *Created Five Campaigns with Dozens of Layouts*



3. NEW MARKETING INITIATIVES

CAMPAIGN RESEARCH

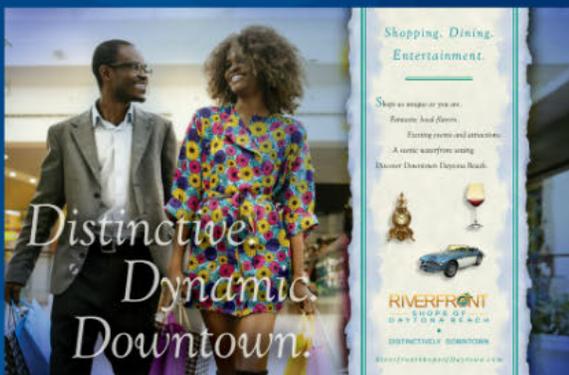
- *INVITATIONS – Survey Links Were Sent to Opt-In Databases With a Gift Card Donated to Incent Participation*
- *CONSTITUENTS – Riverfront Shops Merchants, Customers & Prospects (Including Seasonal Residents)*
- *DEMOGRAPHICS – Over 70% Women, 46% With Above Average to High Household Incomes*
- *GEOGRAPHY – Most Reside in Daytona Beach (& Contiguous Communities), Ormond Beach, Palm Coast and the Orlando Area*

NOTE: Campaign Development, Research & Gift Card Donated by GOLD

3. NEW MARKETING INITIATIVES

RESEARCH RESULTS

- **MERCHANTS**— Selected **Approach C** by a Two-To-One Margin
- **CUSTOMERS & PROSPECTS** – Chose **Approach A** (the Current Campaign), Followed by **Approach B**
- **PARTICIPANTS OVERALL** – Chose **A** Followed by **B**



Approach A



Approach B



Approach C

QUESTIONS & ANSWERS

Thank You for Your Business!



G O L D

Marketing Communications



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

Updated January 20, 2022

\$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								
A. GENERAL MARKETING SERVICES (\$40,600 Budget)																																				\$40,600																											
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					\$39,000																		
B. DOWNTOWN MARKETING MEDIA (\$50,588 Budget)																																				\$50,588																											
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					\$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					\$9,500													
Offline: Broadcast	TV advertising media and production, plus Beach TV (\$1,200).	3 Weeks Prior	2 Weeks Prior	\$1,200				-					-				-					-				\$4,350				\$4,350					\$750					\$750					\$750					\$750					\$13,650								
Offline: Print	Large space full-color ads in the Observer Group and Daytona Times. (\$8,802 budget.)	2 Weeks Prior	2 Weeks Prior	-				-					-				\$2,742					\$695				\$695				\$695					\$695					\$695					\$695					\$695					\$500					\$8,802			
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					\$489					\$489					\$489					\$489					\$9,136								
C. DOWNTOWN EVENTS (\$65,000 Budget)																																				\$65,000																											
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								
D. MARKET@MAGNOLIA (\$8,000 Budget)				Saturdays				Saturdays					Saturdays				Saturdays					Saturdays				Saturdays				Saturdays					Saturdays					Saturdays					Saturdays					\$8,000													
Online	Google geo-targeted search and display ads. (\$2,400 budget.)	2 Weeks Prior	1 Week Prior	\$200				\$200					\$200				\$200					\$200				\$200				\$200					\$200					\$200					\$200					\$200					\$2,400								
Social	Social media geo-targeted ads, including vendor recruitment advertising. (\$3,500 budget.)	2 Weeks Prior	1 Week Prior	\$200				\$600					\$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			
TOTAL				\$71,989				\$6,664					\$9,351				\$9,713					\$6,379				\$10,854				\$10,729					\$9,938					\$7,129					\$7,254					\$7,129					\$7,059					\$ 164,188			

Production	Materials Distributed/Run	Completed	Events
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MEDIA & PRODUCTION COSTS BUDGETED

- Radio Spots = \$2,500/Mo.
- Special Event Ads = \$695 ea. (Two Papers)
- Holiday Ads = \$1,376 ea. (Two Papers)
- TV Media/Production = \$8,700 (Including Still Photography)
- Rack Brochure Printing/Distribution = \$9,136

NOTE: \$2,500 to be reimbursed by iHeart Radio.

2021 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

TOTAL = \$18,500

2022 SPECIAL EVENTS PLANNED

- January 7, Food Truck Rally = \$2,500
- January 29, Chili Cookoff = \$2,500
- February 5, Food Truck Rally = \$2,500
- February 12, Wine & Chocolate Walk = \$0
- February 26, Beer & Bacon Fest = \$2,500
- March 17, St. Paddy's Day = \$5,000
- March 19, Wine & Cheese Walk = \$2,500
- April 1, Food Truck Rally = \$2,500
- April 9-10, Spring Art Festival = \$20,000
- April 23, Wine Walk = \$2,500
- May 5, Cinco de Mayo = \$5,000
- May 6, Food Truck Rally = TBD
- June 3, Food Truck Rally = \$2,500
- July 15, Food Truck Rally = \$2,500
- August 19, Food Truck Rally = \$2,500
- September 23, Food Truck Rally = \$2,500

TOTAL = \$57,500



The Daytona Beach Downtown Development Authority

DOWNTOWN FARMERS' MARKET MONTHLY REPORT

December 2021

by Melanie John, Market Manager

December 4

Market Summary:

Weather was great today. Bridgette played from 9:30-12:30p. No preacher. Foot traffic was steady but not crazy. Brian did not show and we did not have our early morning crowd as usual.

Vendor Recruitment:

Possible new vendors from Dennis Deterre to come.

Vendor Activity:

New hotdog vendor to start next week as well as hand crafted wood crafts. Palmetto bands will be joining us dec 18th.

Events/Promotions:

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

December 11

Market Summary:

Beautiful day in weather. Lots of new vendors and foot traffic was nice and steady throughout the day with the exception of the early morning part. Traffic flow stayed steady to 1pm leading into the wine walk and Christmas parade. Bridgette played from 9:30a-12:30. Preacher came in a wheel chair and announced he had medical issues and will be returning once healed.

Vendor Recruitment:

Application sent to a new vendor who custom makes soaps, awaiting application in return.

Vendor Activity:

Had 4 new vendors start today; a wooden craft maker, a hotdog vendor, custom plant pots maker, and banana bread vendor. Will be having a new vendor start next week; a custom jewelry and mask leash maker. Geodeke Apples went to restock on products, expected back Dec 18th. Palmetto bands expected on Dec 18th.

Events/Promotions:

Bridgette will be out next week. Will have photo booth with Santa and helper elves. Will be passing out candy canes. "Banana bread lady" will be bring decorate yourself gingerbread cookies for the kids.

November 18

Market Summary:

Beautiful day in weather. Foot traffic stayed pretty steady throughout the day. Peak volumes were observed from 9a-11a. Photos with Santa was a big success. Candy canes were passed out. Lots of vendors dressed in holiday gear. Early morning picked up traffic as well. Many new visitors... "I just moved here" was said from several people as well as "this is my first time at this market". More dogs observed visiting the market as well. Bridgette played from 9:30a-1p. Foot traffic died around 12:20p.

Vendor Recruitment:

Application sent to a new vendor who custom makes soaps, awaiting application in return. Possible honey vendor (Hawcreek Honey) maybe returning to us very soon.

Vendor Activity:

Monthly rent prorated for closing last week on December. (Just like last month for art festival). 2 new vendors started today.. Casablanca Candles..(She makes her own candles) and In and out services..(custom masks, jewelry, mask leashes)

Events/Promotions:

Market closed for holiday observances. We will resume January 8th, 2022.



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: January 20, 2022
 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 January 20, 2022.

General Activities			
Revenues	Projection	Received to Date As of 1/20/22	Balance
Ad Valorem	\$ 173,662	\$ 66,916.30	\$ 106,745.70
Delinquent Ad Valorem	\$ -	\$ 14.58	\$ (14.58)
Downtown CRA Payment	\$ 101,059	\$ 101,294.98	\$ (235.98)
Interest	\$ 16	\$ -	\$ 16.00
Total	\$ 274,737	\$ 168,225.86	\$ 106,511.14
Line Item	Appropriation	Spent to Date As of 1/20/22	Balance
Professional Services	\$ 39,000	\$ 13,000.00	\$ 26,000.00
Care and Subsistence	\$ 350	\$ 57.43	\$ 292.57
Advertising	\$ 52,628	\$ 8,242.48	\$ 44,385.52
Events Promotion	\$ 6,000	\$ -	\$ 6,000.00
Supplies	\$ 2,000	\$ -	\$ 2,000.00
Memberships	\$ 200	\$ 175.00	\$ 25.00
Downtown CRA Payment	\$ 101,059	\$ 101,294.98	\$ (235.98)
Contingency	\$ 3,500	\$ -	\$ 3,500.00
Total	\$ 204,737	\$ 122,769.89	\$ 81,967.11

Farmers' Market Activities			
Revenues	Projection	Received to Date <i>As of 1/20/22</i>	Balance
Vendor Revenue	\$ 25,000	\$ 928.00	\$ 24,072.00
Sponsorship	\$ 5,000	\$ -	\$ 5,000.00
Market Booth Sales	\$ -	\$ -	\$ -
DDA SNAP Revenues	\$ 5,000	\$ 842.75	\$ 4,157.25
Total	\$ 35,000	\$ 1,770.75	\$ 33,229.25
Expenses	Appropriation	Spent to Date <i>As of 1/20/22</i>	Balance
Market Manager	\$ 18,000	\$ 3,900.00	\$ 14,100.00
Liability Insurance	\$ 1,500	\$ 1,207.50	\$ 292.50
Marketing	\$ 8,000	\$ 852.94	\$ 7,147.06
City Fees	\$ 1,500	\$ -	\$ 1,500.00
DDA SNAP Expenses	\$ 5,000	\$ 917.33	\$ 4,082.67
Booth Merchandise	\$ -	\$ -	\$ -
Other Materials & Supplies	\$ 1,000	\$ 100.00	\$ 900.00
Total	\$ 35,000	\$ 6,977.77	\$ 28,022.23
Profit/Loss		\$ (5,207.02)	

Downtown Event Activities			
Revenues	Projection	Received to Date As of 1/20/22	Balance
Vendor Revenue	\$ -	\$ -	\$ -
Event Sponsorship	\$ -	\$ -	\$ -
Total	\$ -	\$ -	\$ -
Expenses	Appropriation	Spent to Date As of 1/20/22	Balance
Event Promotion	\$ 70,000	\$ 28,463.60	\$ 41,536.40
Total	\$ 70,000	\$ 28,463.60	\$ 41,536.40
Profit/Loss		\$ (28,463.60)	
DDA Budget Summary			
	Budget	Actual	Balance
Total DDA Revenues	\$ 309,737	\$ 169,997	\$ 139,740
Total DDA Expenditures	\$ 309,737	\$ 158,211	\$ 151,526
Balance	\$ -	\$ 11,785	\$ (11,785)
Reserves	\$ 39,968	\$ -	\$ 39,968