

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

Tuesday, March 1, 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
 - b. Regular Meeting: January 27, 2022
4. **Reports & Presentations**
 - a. Riverfront Park Presentation
 - b. Public Safety Update
 - c. 2022 Board Meeting Schedule
 - d. Marketing Update
 - e. Events Update
 - f. Farmers' Market Update - 1st Quarter Review and Children's Business Market
 - g. Monthly Financial Report
 - h. Downtown Projects Update – DDA Eggs & Issue Presentation
5. **Public Comments**
6. **Board Comments**
7. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY BOARD
MINUTES
Thursday, December 16, 2021**

The meeting of the Downtown Development Authority Board was held Thursday December 16, 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
Mr. Joseph Hopkins
Ms. Tammy Kozinski

Board Members Absent

Ms. Sheryl Cook, Vice Chair
Ms. Quanita May, Commissioner

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 noted members present as stated above

3. Approval of Minutes

Mr. Sznajstajler requested two changes. On page 2 “voters” should be “boaters”, and on page 3 change reference to “money” to “agreement for more things”. A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the minutes as requested. The motion passed (3-0).

4 Reports & Presentations

a. Public Safety Update

No update.

b. Marketing Contract with Gold & Associates

Mr. Keith Gold, Gold & Associates, presented his report to the Board.

c. Events Update

Mr. Al Smith, representing Bullseye Direct Marketing, presented the new schedule for the remainder of the fiscal year and gave a summary of the first quarter events. Mr. Smith stated that Port Orange Food Truck events are at same date and time as his proposed schedule and advised the Board that the dates will need to be changed to the first Friday of the month.

Mr. Smith stated that the event budget was still uncertain with respect to event fees from the City.

Mr. Hopkins asked about the amounts charged for the events.

Mr. Smith stated that he is unclear about what will be charged for events based on prior discussions with the City that some fees may be reduced and that the City would continue to sponsor the events, noting the previous City Manager had provided financial support.

Mr. Jagger asked if the fees for the events in 2021 had not been paid.

Mr. Smith stated that some of the fees were not paid and expected DDA to work out an agreement with City.

Mr. Berger stated the former City Manager paid for sponsorship of the events so DDA could afford to put on these events last year.

Mr. Sznajstajler stated he met with the City Manager to help lessen the burden of the fees and is just finding out that Bullseye has not paid the fees. Mr. Sznajstajler stated that whether or not the City Manager pays for the fees is his decision, that the DDA is its own entity, has its own budget, and needs to follow its budget and co-sponsorship agreement.

Mr. Jagger stated that the items for reimbursement to Bullseye are for actual events that have happened, so the expenses that were charged and that had occurred would then fit in the agreement that was made.

Mr. Sznajstajler stated the proposed budget for remaining events exceeds the exceeds the DDA's \$70,000 event budget.

Mr. Berger stated the DDA can approve events proposed up to May and then revise our budget once staff reviews the event costs and fees.

Mr. Hopkins stated the DDA can make a budget that lists our true costs.

Mr. Sznajstajler stated we can go over this by looking where money is being spent, then we can return to budget in May.

Ms. Kozinski stated DDA already raised the budget from last year, so we need to be clear.

Mr. Hopkins stated that he could not support approving this year's event budget without it being balanced.

Mr. Berger Mr. Berger suggested that the Board could approve events already planned through March plus the Spring Art Festival and return after the holidays to consider additional revisions to the event budget.

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the proposed events schedule through the end of March 2022. The motion passed (3-0).

Mr. Jagger stated that Exhibits A-3 should be attached to the agreement.

John Nicholson, 413 N. Grandview Ave., Daytona Beach, suggested using COVID funds and corporate sponsors for events.

Mr. Berger stated going forward he would look into the status of the event costs and fees before the January meeting.

Mr. Sznajstajler stated that would be appreciated.

Mr. Smith requested the DDA approve the expenditure of \$1,350 to purchase a web site marketing program called ZAP for the Art Festival to help attract more artists.

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve \$1,350 out of Art Festival budgeted money for the ZAP app. The motion passed (3-0).

d. Farmer's Market Update

Mr. Berger stated that fresh produce is now consistently available at the market. Mr. Berger stated the Markets' revenues were still down, however once holidays are over, we hope for it to turn around. Mr. Berger stated 6 new vendors have started and the Market has 2 more weeks of this month to finish out, then the Market will be closed on Christmas Day and New Years' Day and resume on the second Saturday in January.

e. Downtown Projects Update

Mr. Berger stated the City Commission approved an incentive agreement with Framework to construct the Beach Street Apartments project and the Downtown Board will consider a rezoning request for the project in January.

f. Financial Report

Mr. Berger stated that the budget reports were in each member's packet.

5. **Public Comments**

John Nicholson stated what are you getting with the app for the money you are spending. John Nicholson also stated I believe in the case of the market, it needs to reach out to folk, locally to see for example when blueberries are in season, ask the local farmer to help with product. The farmer with corn for example could be local and from down the street. The board should do advertising and invite folks out. Each month could be a new merchant and a new winner.

6. **Board Comments**

Mr. Smith stated ZAP is a website application and it generated by artists from all over the nation (if not world).

Mr. Sznajstajler asked if Halifax Art society also uses the same app, ZAP.

Mr. Smith stated yes it did.

Mr. Sznajstajler stated these are great ideas for the market and we have a Market Manager to call her and let her know. Mr. Sznajstajler stated also I would like us to look at changing our meeting dates and times for next year.

Ms. Kozinski stated that the events that are planned for Saturday nights, are not great in the sense from streets and access being closed. The reason being the older folks with mobility issues have a hard time getting back and forth not to mention how hard it is on the businesses and with staffing being an issue, better hours and methods would be appreciated.

7. **Adjournment**

Mr. Sznajstajler adjourned the meeting at 9:15 a.m.

Michael Sznajstajler, Chair

Mandana Carry, Office Specialist II

**DOWNTOWN DEVELOPMENT AUTHORITY BOARD
MINUTES
Thursday, January 27, 2022**

The regular meeting of the Downtown Development Authority Board was held Thursday January 27, 2022, at 8:00 a.m. in Room 149-B., 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members Present

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

Board Members Absent

None.

Staff Members Present

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

1. Call to Order

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

2. Roll Call

Roll was called and noted members present as stated above

3. Approval of Minutes

Mr. Sznajstajler stated that the Board should take time review the December 16, 2021 minutes, and take vote at next meeting.

4. Reports & Presentations

a. Public Safety Update

Captain Lee reviewed the crime report for the last quarter for the Downtown area and changes to improve public safety in the Downtown.

b. Marketing Contract with Gold & Associates

Keith Gold, Gold & Associates, reviewed the monthly marketing presentation and survey results from the merchants and others that responded to five campaign options for the Board's consideration.

c. Events Update

Ms. Theresa Lieberman, Imagine Daytona, presented a new initiative, P.A.C.E, Public Art Car Exhibit, which would include a Jeep to be painted by a local artist and placed on display at the northeast corner of Beach Street and ISB. The Jeep would be on display for a month starting on April 1st through May 1st.

The Board discussed the project and thanked Ms. Lieberman for her presentation.

Mr. Al Smith reviewed the upcoming events and noted the Spring Arts Festival was his primary focus and reviewed details including the Art Battle, the new ZAP website, and all the promotional marketing completed and in progress. Mr. Smith also highlighted the events partnership with local businesses and larger donors.

Mr. Berger presented the status of the events budget and expenditures and noted \$2,988 remains unspent from the events budget for sponsorship during the first quarter of the fiscal year and suggested this amount be used to pay toward unpaid event fees for the first quarter. Mr. Berger stated the Event sponsorship agreement between the DDA and the City has lapsed and proposed staff draft a new agreement.

Mr. Sznajstajler stated his concerns about exceeding the budget and asked if Mr. Smith still owed more event fees.

Commissioner May asked if the City was billing Bullseye?

Mr. Berger stated yes, the City was still billing.

Mr. Jagger noted unpaid event fees were not identified as part of the event costs.

Mr. Berger requested the DDA pay the fees that the City has billed for these events.

Mr. Sznajstajler asked if there was a request to pay the fees.

Mr. Smith said he has requested the City help reduce or pay the event fees.

Mr. Jagger suggested the could apply the roughly \$3,000 that was saved to close out the first quarter and cover most of the fees.

Mr. Sznajstajler suggested the Board approve the \$2,988 for the fees and approve the next four events so Mr. Smith can move forward.

A motion was made by Ms. Kozinski, seconded by Commissioner May, to reimburse \$2,988 to be used to help reduce the promoter's event fees, and approve the budget for the next four scheduled events [April & May Food Truck Rally, April Wine Walk, and Cinco De Mayo]. The motion passed (5-0).

Public Comments:

John Nicholson, 413 N. Grandview Ave., Daytona Beach, suggested the City use rental cops as a way to reduce event fees.

Board Comments:

Mr. Sznajstajler noted the Board needed to decide the meeting schedule for the upcoming year and to provide a response back to staff using the form provided.

Mr. Sznajstajler stated he had a previously scheduled meeting and that Ms. Cook will continue the meeting as Vice Chair.

d. Farmer's Market Update

Mr. Berger stated the Market Manager had a medical emergency and that staff will provide their report next month.

e. Financial Report

Mr. Berger referred to the monthly finance report in the Board's agenda packet.

f. Downtown Projects Update

Mr. Berger reviewed updates for Beach Street Phase Two, Beach Street Apartments, and the Riverfront Esplanade.

5. Public Comments

Mr. John Nicholson, 413 N. Grandview, stated there is no advertising to bring people from the Beachside to Downtown and suggested a trolley and more residents living downtown will help.

6. Board Comments

There were no Board comments.

7. Adjournment

Ms. Cook adjourned the meeting at 10:05 a.m.

Michael Sznajstajler, Chair

Mandana Carry, Office Specialist II



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DAYTONA BEACH DDA
JANUARY 2022 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, February 17, 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

DAYTONA BEACH DDA

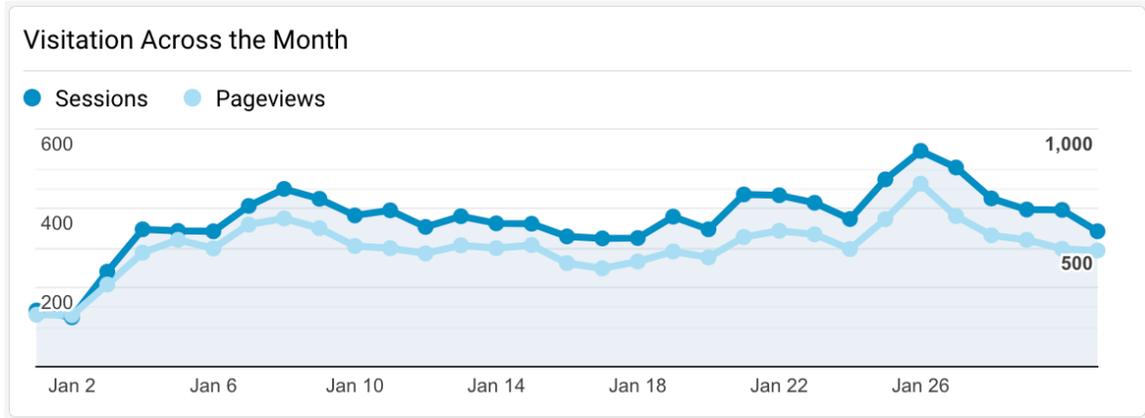
JANUARY 2022 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, February 17, 2022

Overall Traffic

The Riverfront Shops website continued to engage large numbers of online visitors in January 2022. Overall, the site had 11,491 sessions and 15,610 pageviews (*increases of 5.1% and 5.5%, respectively, over the previous month*).

WEBSITE VISITATION TRENDLINE



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

TOP PAGES

Most Viewed Pages		
Page		Pageviews
/open-for-business/		7,512
/		1,954
/farmers-market/		1,586
/shopping/		427
/events/		333
/dining/		317
/brochures-and-maps/		228
/organizer/daytona-beach-downtown-farmers-market/		216
/attractions/		198
/farmers-market/farmers-market-vendors/		76

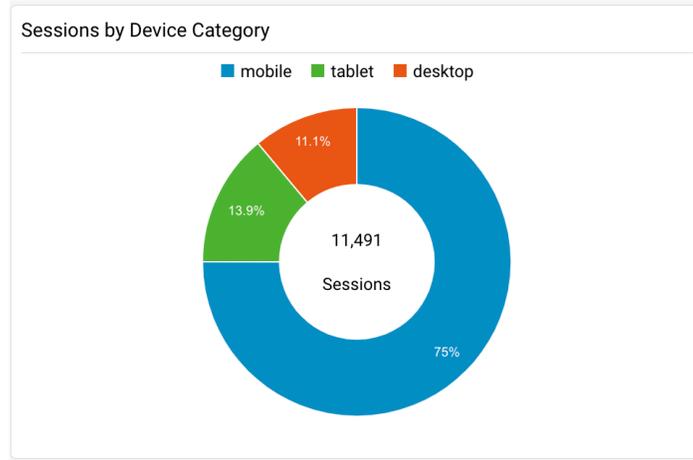
The “Open for Business” page (which features merchant listings), Home page, Farmers’ Market, Shopping, and Events pages were the most visited overall in January. (/ = Home page.)

DAYTONA BEACH DDA JANUARY 2022 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, February 17, 2022

Overall Traffic (*Continued*)

TRAFFIC TYPE



Mobile visitation continued to outpace desktop traffic in January.

KEY TRAFFIC SOURCES

Top Traffic Sources

Source / Medium	Sessions
google / cpc	7,430
facebook_ads / cpc	1,570
google / organic	1,037
(direct) / (none)	856
daytonabeach.com / referral	149
codb.us / referral	131
l.facebook.com / referral	72
m.facebook.com / referral	50
tourscanner.com / referral	33
bing / organic	25

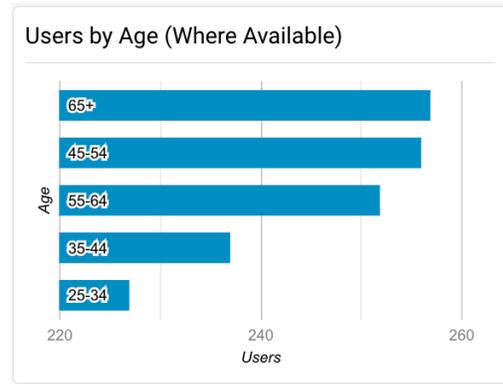
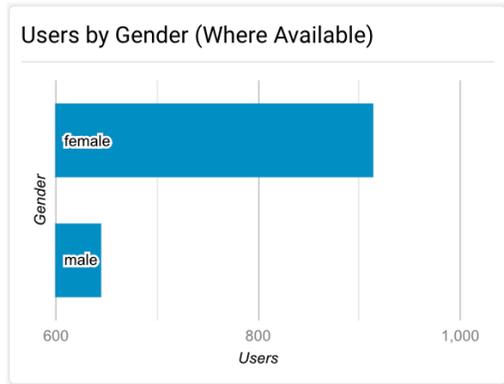
Google advertising and Google organic search were the largest traffic sources, followed by Facebook advertising and direct visits.

DAYTONA BEACH DDA JANUARY 2022 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, February 17, 2022

Overall Traffic (Continued)

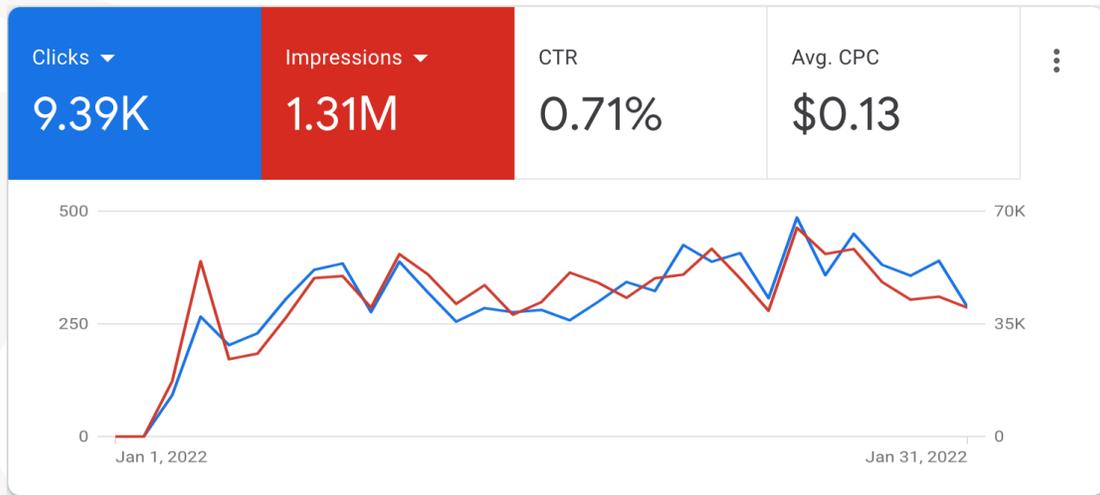
DEMOGRAPHICS AND GENDER



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

Online Advertising

GOOGLE ADVERTISING



The Google Ads campaign in January 2022 generated 9,390 clicks (including 829 clicks for the Farmers' Market) – a 37.9% increase in total clicks over the previous month. Popular Riverfront Shops search advertising keywords included “Daytona Beach (and similar),” “Restaurants,” “Restaurants in Daytona Beach,” “Daytona Beach Shopping,” and “Daytona Beach Restaurants.” Popular Farmers' Market keywords included “Downtown Daytona Beach Farmers' Market,” “Daytona Beach Market,” “Daytona Farmers' Market,” and “Farmers' Market.” However, the majority of clicks came from display advertising.

DAYTONA BEACH DDA

JANUARY 2022 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, February 17, 2022

Online Advertising (*Continued*)

FACEBOOK ADVERTISING



The Facebook advertising in January 2022 generated a total of 2,929 total link clicks (up 6.5% from the previous month). This included 619 clicks for the Farmers' Market. The Facebook advertising received the most clicks toward the beginning of the month and surrounding special events.

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

- *JANUARY FOOD TRUCK RALLY (1/7) – 262 ad responses, with 581 combined ad and organic responses to the Riverfront Shops page's event listing;*
- *WINE & CHOCOLATE WALK (CANCELED)– 290 ad responses before promotion ended due to the event's cancelation, with 609 combined ad and organic responses to the Riverfront Shops page's event listing;*
- *CHILI & BREW (1/29) – 396 ad responses, with 539 combined ad and organic responses to the Riverfront Shops page's event listing; and*
- *FEBRUARY FOOD TRUCK RALLY (2/4) – 330 ad responses in January and 184 ad responses in February, with 1,029 combined ad and organic responses to the Riverfront Shops page's event listing.*

The Riverfront Shops page had 14,215 "likes" at the end of January 2022, and the Farmers' Market page had 3,222 "likes" (a modest increase for both).



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JANUARY – FEBRUARY DDA MARKETING UPDATE

Prepared by GOLD Marketing • Thursday, February 23, 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

JANUARY-FEBRUARY DDA MARKETING UPDATE

Prepared by GOLD Marketing • Thursday, February 23, 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 to promote Winter/Spring 2022 season and special events;
- Secured radio reimbursement from iHeart Radio;
- Presented new creative for five campaigns (*35 layouts total*) for testing among merchants, customers, and prospects;
- Resolved City billing issues with Southern Stone Media; (*No payment are now owed.*)
- 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 Food Truck Rallies, Chili Cookoff & Brew event, Wine & Chocolate Walk, and Beer & Bacon Fest; and
- Created ads for Observer Group publications and negotiated new buy with Hometown News.

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

JANUARY-FEBRUARY DDA MARKETING UPDATE

Prepared by GOLD Marketing • Thursday, February 23, 2022

Collateral Material

- Updated the Kiosk Poster for the Holiday season and then again in early January; and
- Prepared new layout alternatives for the Rack Brochure front cover.

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 special events and merchant news in January and February.

Farmers' Market Marketing

- Created, negotiated, and placed online ads to promote the Market weekly. Additionally, prepared press releases and e-blasts for the Farmers' Market, plus updated the 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. *(Secured placement with The Observer Group, iHeart Radio, and others.)*

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 five meetings and presented at four. *(Agency contract calls for four total annually.)*

JANUARY-FEBRUARY DDA MARKETING UPDATE

Prepared by GOLD Marketing • Thursday, February 23, 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;
- Revised the new Tactical Plan spreadsheet for FY 2021-2022 monthly; and
- Monthly meetings with client representative.

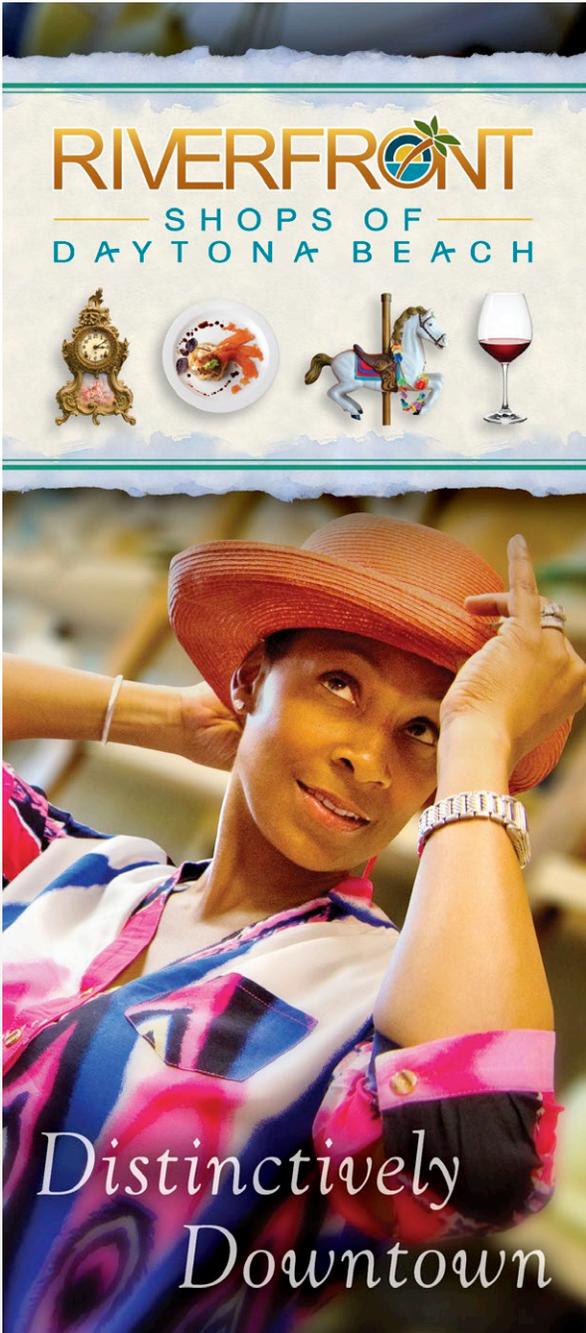
Website

- 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;
- Continuously updated the special events on the Home Page and Calendar of Events. Merchant listing information is updated as received.

**RIVERFRONT SHOPS OF DAYTONA
CAMPAIGN ADJUSTMENTS**

Prepared by GOLD • Thursday, February 24, 2022

BROCHURE EXAMPLES



Original Cover



Adjusted Cover — Option A

**RIVERFRONT SHOPS OF DAYTONA
CAMPAIGN ADJUSTMENTS**

Prepared by GOLD • Thursday, February 24, 2022

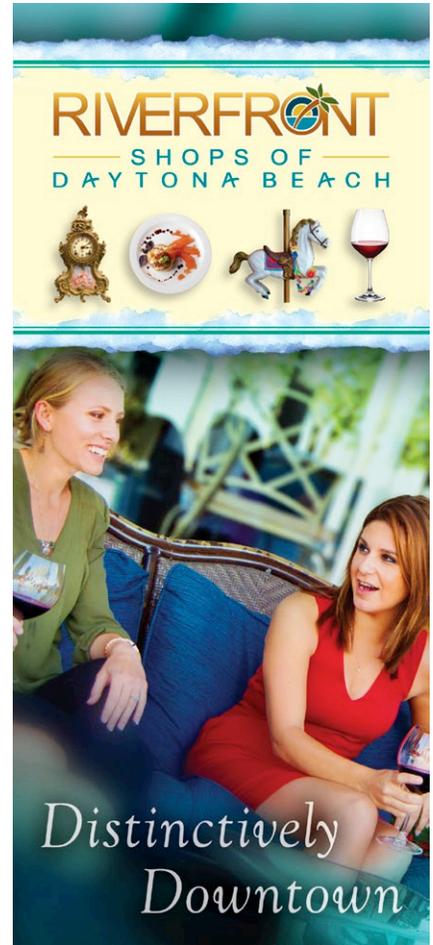
ADDITIONAL EXAMPLES



Option B



Option C



Option D

DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY
FY 2021 - 2022 MARKETING FLOWCHART

Updated February 23, 2022

\$166,200 Budget
(Revised to \$176,200*)

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				\$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					\$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 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					\$750					\$13,650			
Offline: Print	Large space full-color ads in the Observer Group publications and Hometown News. (\$10,902 revised budget.)	2 Weeks Prior	2 Weeks Prior	-				-					\$2,742				\$695					\$695				\$695				\$695				\$695					\$695				\$695					\$695					\$500					\$8,802			
Offline: Brochure Displays	Two printings of 10,000 units each (with 1,000 for merchants). Distribution at 133 locations.	2 Weeks Prior	2 Weeks Prior	\$489				\$489					\$489				\$489					\$2,123				\$489				\$489				\$2,123					\$489				\$489					\$489					\$489					\$9,136			
C. DOWNTOWN EVENTS (\$65,000 Budget - Revised to \$75,000)																																				\$75,000																									
EVENT MARKETING*	Budget set aside for FY 2021-2022 event fees and advertising (\$75,000 budget.)	4 Weeks Prior	3 Week Prior	\$75,000				-					-				-					-				-				-				-					-				-					-					\$75,000								
D. MARKET@MAGNOLIA (\$8,000 Budget)				Saturdays				Saturdays					Saturdays				Saturdays					Saturdays					Saturdays				Saturdays					Saturdays					\$5,900																				
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					\$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					\$270					\$3,500			
E-Marketing	Database recruitment marketing program to farmers, including printing and distribution. (HOLD.)	2 Weeks Prior	1 Week Prior	-				-					-				-					-				-				-				-					-				-					-					-					\$0			
TOTAL				\$81,989				\$6,664					\$9,476				\$7,029					\$8,013				\$10,854				\$10,729				\$8,888					\$7,129				\$7,254					\$7,129					\$6,934					\$ 172,088			

Production	Materials Distributed/Run	Completed	Events
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SPECIAL EVENTS BUDGETED**

- October 9, Wine Walk = \$2,500
- October 22, Food Truck Rally = \$2,000
- October 23, Oktoberfest = \$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
- January 7, Food Truck Rally = \$2,500
- January 29, Chili Cookoff = \$2,500
- February 4, 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 = \$2,500

TOTAL = \$68,500

NOTE: \$2,500 reimbursed by iHeart Radio 02/22/22.

***NOTE:** Budget revised to \$176,200 by DDA in January, adding \$10,000 to special events.

****NOTE:** The \$5,000 budgeted for Halifax Art Festival sponsorship comes from a different City budget.



The Daytona Beach Downtown Development Authority

DOWNTOWN FARMERS' MARKET MONTHLY REPORT

January 2022

by Melanie John, Market Manager

January 8

Market Summary:

Chilly and windy in the morning however warmed up a bit when sun came out. Bridgette played from 9:30a-12:30p. Good early morning pop in foot traffic at 6:45a before market even opened. Steady foot traffic throughout the day until about 11am. Foot traffic died severally thereafter.

Vendor Recruitment:

Patrick (old dairy driver for Martin) stopped at the market today. He is planning to move back to Florida with his mother and expressed that he maybe coming back to our market in about a month if he does. Geodeke Apples has a friend at another market that may be interested in being our honey vendor.

Vendor Activity:

D'marco will be bringing Florida local honey starting next week (Jan 15th). D'marco started bringing farm eggs since our Dairy vender has been out.

Events/Promotions:

Bridgette will not be performing next week and we will be using the music box instead.

January 15

Market Summary:

Very cold morning. Cold effected early morning foot traffic however when sun came out foot traffic was heavy. Many new customers today as well as regulars. No Bridgette today however played music from the music box. No preacher and was a very good day all around.

Vendor Recruitment:

Many applicants flooded calls this past week. Many to soon start in February which include Handmade Bracelets, epoxi art and custom epoxi items, organic dog treats, Bakery items such as cakes, and Kitchen crafts.

Vendor Activity:

New Vendor Started today... Sprout kits. They sell sprout kits as well as educate the public on properly growing plants and did very well on their first day. Huck (Tomazin fresh farm) changed his schedule from every other week to every week again.

Events/Promotions:

Bridgette will be performing next week. 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.

January 22

Market Summary:

Weather was chilly and cold. Rained in the first hour however by 8a was just cloudy the rest of the day but dry. Wind built up by 10a. Foot traffic was decent for the weather. Foot traffic on early part was very slow however picked up by 9a. Bridgette played from 9a-12p.

Vendor Recruitment:

Epoxy art to start 2/12 Next week. Many others lined up for February as well including handmade bracelets, organic dog treats, and a new bakery vendor

Vendor Activity:

Vendors light today due to the weather. Sales still decent for those that showed. Dmarco complaining about weather issues for market 3 weeks in a row and he did not bring much due to expected foot traffic decrease.

Events/Promotions:

Children's Business Market coming soon March 26th. Will make sure Bridgette will perform for event. Next week vendors will be focused on Valentine's Day sales. Valentines decor and treats will be made and sold for next week.

January 29

Market Summary:

Very cold. High winds eliminated use of tents and continued knocking down barricades and traffic signs even with sandbags. Gusts close to 30 mph. Foot traffic was slow but steady. Produce vendors had continuous stream of customers.

Vendor Recruitment:

New vendors did not attend as planned.

Vendor Activity:

Vendors were less than expected.

Events/Promotions:

Market Manager was attending family wedding but helped post pictures of vendor's offerings early in morning on Facebook.



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: February 22, 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 February 22, 2022.

General Activities			
Revenues	Projection	Received to Date As of 2/22/22	Balance
Ad Valorem	\$ 173,662	\$ 157,948.63	\$ 15,713.37
Delinquent Ad Valorem	\$ -	\$ 24.14	\$ (24.14)
Downtown CRA Payment	\$ 101,059	\$ 101,294.98	\$ (235.98)
Interest	\$ 16	\$ -	\$ 16.00
Total	\$ 274,737	\$ 259,267.75	\$ 15,469.25
Line Item	Appropriation	Spent to Date As of 2/22/22	Balance
Professional Services	\$ 39,000	\$ 13,000.00	\$ 26,000.00
Care and Subsistence	\$ 350	\$ 57.43	\$ 292.57
Advertising	\$ 52,628	\$ 17,054.66	\$ 35,573.34
Events Promotion	\$ 6,000	\$ 5,000.00	\$ 1,000.00
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	\$ 136,582.07	\$ 68,154.93

Farmers' Market Activities			
Revenues	Projection	Received to Date <i>As of 2/22/22</i>	Balance
Vendor Revenue	\$ 25,000	\$ 1,825.00	\$ 23,175.00
Sponsorship	\$ 5,000	\$ -	\$ 5,000.00
Market Booth Sales	\$ -	\$ -	\$ -
DDA SNAP Revenues	\$ 5,000	\$ 962.75	\$ 4,037.25
Total	\$ 35,000	\$ 2,787.75	\$ 32,212.25
Expenses	Appropriation	Spent to Date <i>As of 2/22/22</i>	Balance
Market Manager	\$ 18,000	\$ 5,200.00	\$ 12,800.00
Liability Insurance	\$ 1,500	\$ 1,207.50	\$ 292.50
Marketing	\$ 8,000	\$ 1,052.94	\$ 6,947.06
City Fees	\$ 1,500	\$ -	\$ 1,500.00
DDA SNAP Expenses	\$ 5,000	\$ 1,179.61	\$ 3,820.39
Booth Merchandise	\$ -	\$ -	\$ -
Other Materials & Supplies	\$ 1,000	\$ 100.00	\$ 900.00
Total	\$ 35,000	\$ 8,740.05	\$ 26,259.95
Profit/Loss		\$ (5,952.30)	

Downtown Event Activities			
Revenues	Projection	Received to Date As of 2/22/22	Balance
Vendor Revenue	\$ -	\$ -	\$ -
Event Sponsorship	\$ -	\$ -	\$ -
Total	\$ -	\$ -	\$ -
Expenses	Appropriation	Spent to Date As of 2/22/22	Balance
Event Promotion	\$ 70,000	\$ 29,464.56	\$ 40,535.44
Total	\$ 70,000	\$ 29,464.56	\$ 40,535.44
Profit/Loss		\$ (29,464.56)	
DDA Budget Summary			
	Budget	Actual	Balance
Total DDA Revenues	\$ 309,737	\$ 262,056	\$ 47,682
Total DDA Expenditures	\$ 309,737	\$ 174,787	\$ 134,950
Balance	\$ -	\$ 87,269	\$ (87,269)
Reserves	\$ 39,968	\$ -	\$ 39,968