

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, April 14, 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: March 1, 2022
4. **Reports & Presentations**
 - a. Riverfront Park Update
 - b. Public Safety Update
 - c. Marketing Update
 - d. Events Update
 - e. Farmers' Market Update
 - f. Monthly Financial Report
 - g. Budget Amendment
 - h. Downtown Projects Update
5. **Public Comments**
6. **Board Comments**
7. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, March 1, 2022**

The meeting of the Downtown Development Authority was held Tuesday, March 1, 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
Captain Jeremy Nikolow
Ms. Mandana Carry, Office Specialist II
Ms. Gina Fountain, Casual Worker

1. Call to Order

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

2. Roll Call

Ms. Fountain called roll and noted members present as stated above.

3. Approval of Minutes

Regular Meeting – March 1, 2022

A motion was made by Ms. Kozinski, seconded by Ms. May, to approve the minutes of the Regular Meetings of December 16, 2021 and January 27, 2022, as presented. The motion carried (5-0).

4. **Reports & Presentations**

c. 2022 Board Meeting Schedule

Mr. Sznajstajler recommended the Board consider approval of their 2022 Board Meeting schedule before considering the other presentations and reports. The Board gave their unanimous consent to revise the DDA monthly schedule to the second Thursday of each month beginning April 14, 2022.

a. Riverfront Park Presentation

Mr. Joe Yarbrough, Esplanade Manager, Brown Riverfront Esplanade Foundation, presented his report to the Board. Mr. Yarbrough noted that the first phase of the park [ISB to Fairview] would be open by late this Spring barring any unforeseen events, and that the second phase [ISB to Orange] would be open by late Summer or early Fall of 2022. He also noted there were additional changes upcoming to address the use of the Josie Roger House and Manatee Island, and adding holiday lighting in the Esplanade.

Ms. Katrina Guevara, Events Manager, Brown Riverfront Esplanade Foundation, presented an overview of her qualifications and strategic plans of events to help the small business succeed in the downtown area.

b. Public Safety Update

Captain Nikolow presented his report to the Board.

Board members voiced their concerns regarding transients and panhandling in the area with the increase in business surrounding the downtown area and the police response when the 911 non-emergency number is called.

Captain Nikolow stated that the police department currently has 30 open positions and the panhandling has become an issue; however, the calls are prioritized based on the nature and emergency of the call. Captain Nikolow noted there is currently a lack of coverage for the downtown area and overtime is readily available; however, manpower no longer wants to work longer shifts.

Mr. Yarbrough advised that there will be a 24-hour private security service hired to help monitor the area when the Esplanade opens. Mr. Yarbrough stated there will be security cameras that can also estimate the number of people in the park and activities.

d. Marketing Update

Mr. Berger noted that the Board was provided with the marketing information from Gold & Associates, and that Keith Gold could not attend the meeting.

e. Events Update

Mr. Al Smith updated the Board on past and upcoming events.

Ms. Kozinski asked that DDA keep business owners aware of all planned events in the downtown area so that businesses could plan for more staffing.

f. Farmer's Market Update

Ms. Melanie John, Market Manager, presented her quarterly report to the Board and noted that D'Marco is expanding his produce area.

Mr. Berger stated that the Children's Business Market planned for March 26th may have over 30 vendors in attendance.

g. Monthly Financial Report

Mr. Berger presented his report to the Board and noted that revenues now reflect the addition of the new Brown & Brown headquarters project.

h. Downtown Projects Update

Mr. Sznajstajler updated the Board about the Chamber of Commerce Eggs & Issues meeting on March 10th that will include a review of downtown projects and DDA activities to be presented by Mr. Berger.

5. Public Comments

There were no public comments.

6. Board Comments

Ms. Kozinski stated she met with Ms. Theresa Lieberman about t-shirts for the Art Festival and because no businesses would assist with the cost of the t-shirts, she will be providing her with a check for \$900 to assist with the cost.

7. Adjournment

There being no further business to come before the Board, the meeting was adjourned.

Michael Sznajstajler, Chair

Mandana Carry, Office Specialist, II



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DAYTONA BEACH DDA
FEBRUARY-MARCH 2022 ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, April 7, 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

FEBRUARY-MARCH 2022 ONLINE ANALYTICS REPORT

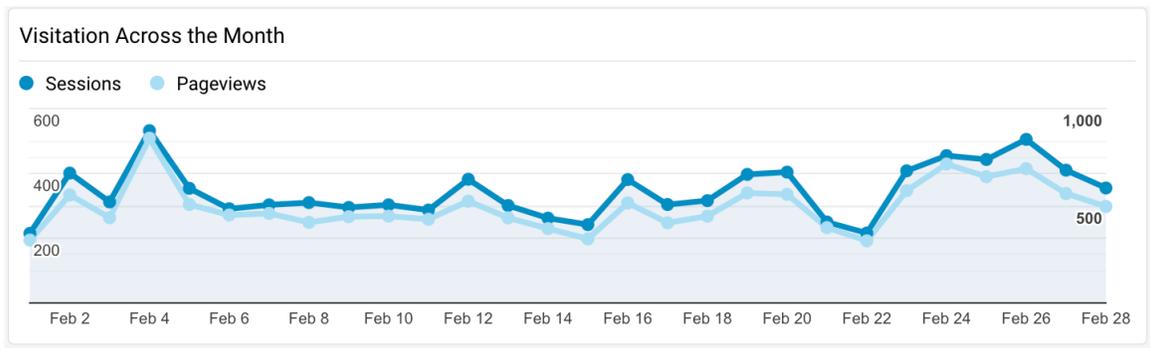
Prepared by GOLD Marketing • Thursday, April 7, 2022

Overall Traffic

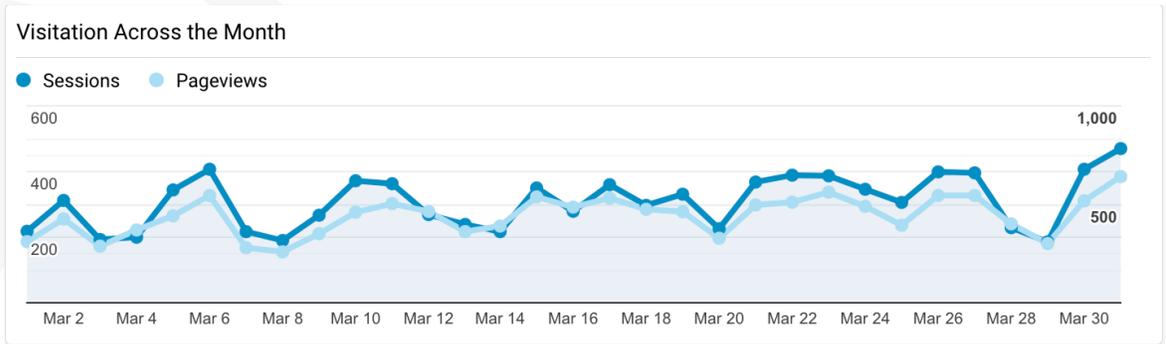
The Riverfront Shops website continued to engage large numbers of online visitors in February and March 2022. Overall, website traffic was very similar in the two months: February had 9,634 sessions and 13,902 pageviews, and March had 9,534 sessions and 13,679 pageviews. *(These totals were down somewhat from the Holiday months, which had a higher online advertising budget.)*

WEBSITE VISITATION TRENDLINE

FEBRUARY



MARCH



The above charts show that traffic was relatively even across the months.

DAYTONA BEACH DDA

FEBRUARY-MARCH 2022 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, April 7, 2022

TOP PAGES

FEBRUARY

Most Viewed Pages		
Page		Pageviews
/open-for-business/		5,098
/		2,101
/farmers-market/		1,831
/shopping/		507
/events/		347
/dining/		334
/brochures-and-maps/		267
/organizer/daytona-beach-downtown-farmers-market/		251
/attractions/		227
/venue/magnolia-avenue/		207

MARCH

Most Viewed Pages		
Page		Pageviews
/open-for-business/		4,785
/		2,421
/farmers-market/		1,881
/shopping/		578
/dining/		375
/events/		321
/brochures-and-maps/		304
/event/wine-cheese-walk/		279
/organizer/daytona-beach-downtown-farmers-market/		213
/attractions/		200

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

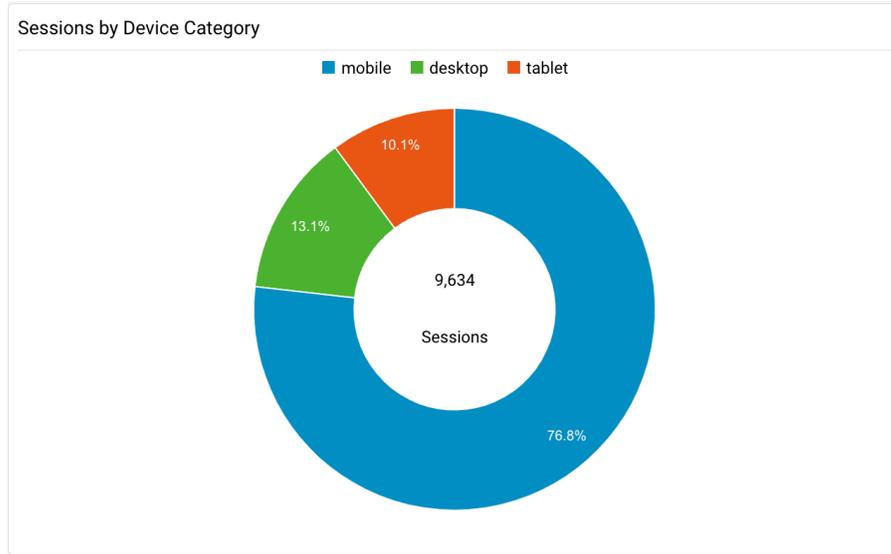
DAYTONA BEACH DDA FEBRUARY-MARCH 2022 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, April 7, 2022

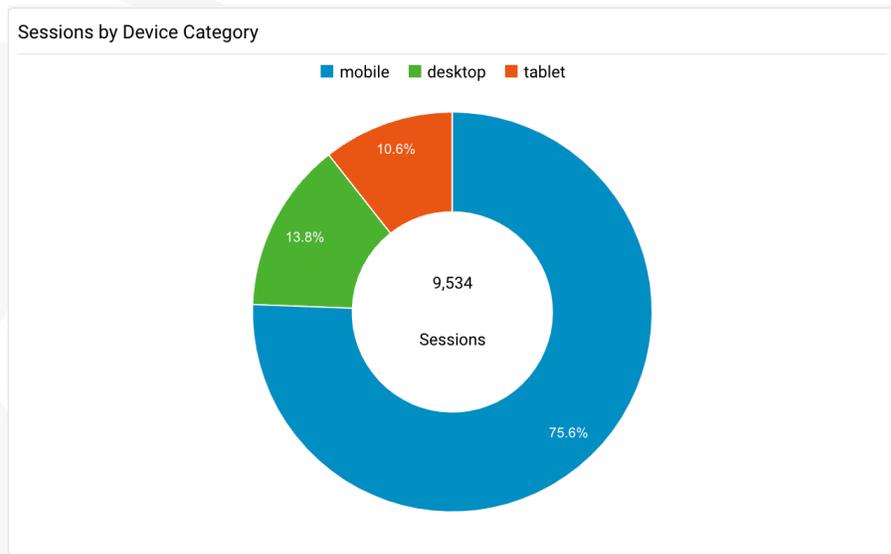
Overall Traffic (*Continued*)

TRAFFIC TYPE

FEBRUARY



MARCH



Mobile visitation continued to outpace desktop traffic in February and March.

DAYTONA BEACH DDA

FEBRUARY-MARCH 2022 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, April 7, 2022

KEY TRAFFIC SOURCES

FEBRUARY

Top Traffic Sources	
Source / Medium	Sessions
google / cpc	5,526
google / organic	1,466
facebook_ads / cpc	1,173
(direct) / (none)	863
daytonabeach.com / referral	157
codb.us / referral	122
l.facebook.com / referral	62
m.facebook.com / referral	44
tourscanner.com / referral	29
yahoo / organic	25

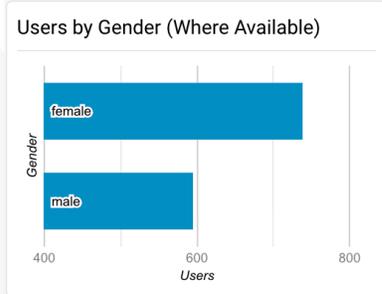
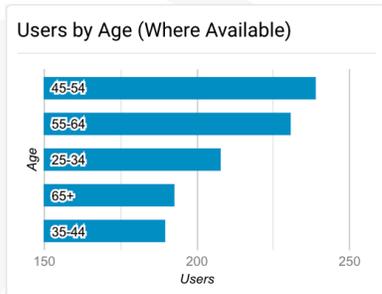
MARCH

Top Traffic Sources	
Source / Medium	Sessions
google / cpc	5,405
google / organic	1,307
facebook_ads / cpc	1,048
(direct) / (none)	975
daytonabeach.com / referral	259
codb.us / referral	187
l.facebook.com / referral	64
tourscanner.com / referral	59
bing / organic	47
m.facebook.com / referral	36

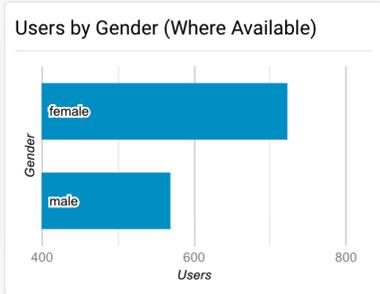
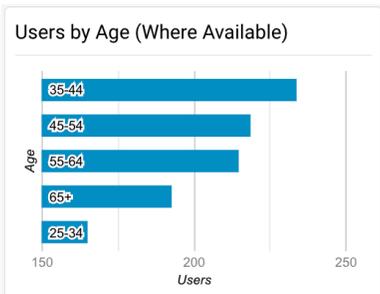
Google advertising and Google organic search were the largest traffic sources, followed by Facebook advertising and direct visits.

DEMOGRAPHICS AND GENDER

FEBRUARY



MARCH



Where demographic information was available, site visitors were overwhelmingly women during February and March, with most visitors being 35+.

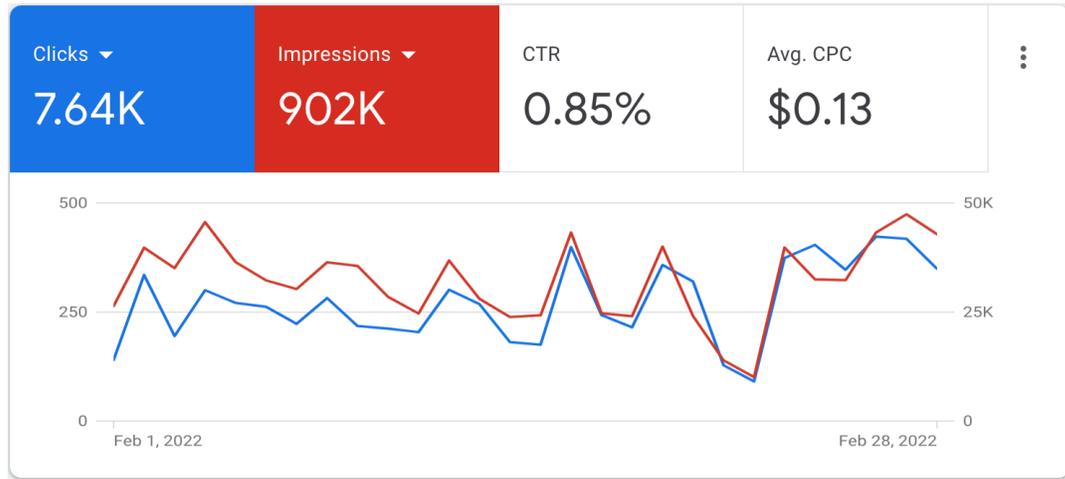
DAYTONA BEACH DDA FEBRUARY-MARCH 2022 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, April 7, 2022

Online Advertising

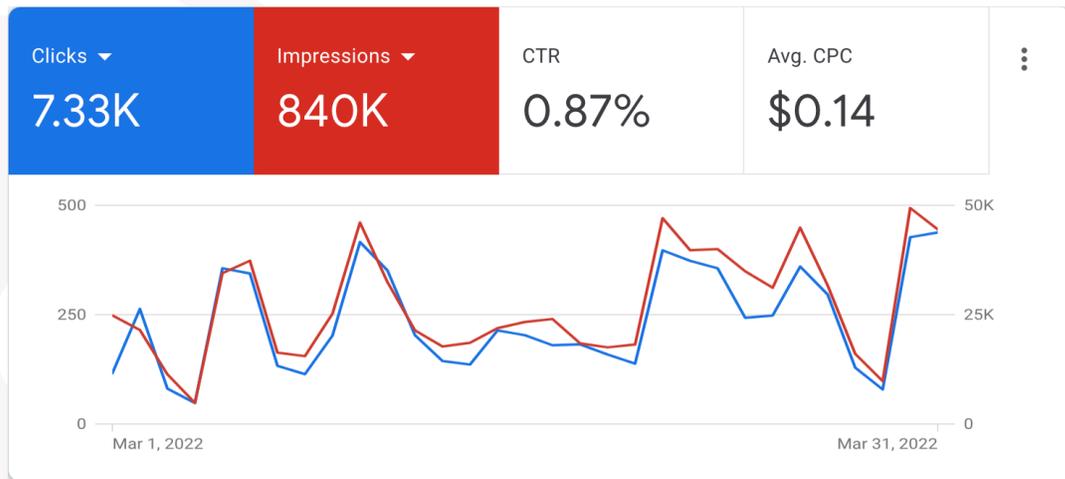
GOOGLE ADVERTISING

FEBRUARY



The Google Ads campaign in February 2022 generated 7,636 clicks (*including 1,741 clicks for the Farmers' Market*).

MARCH



The Google Ads campaign in March 2022 generated 7,329 clicks (*including 1,598 clicks for the Farmers' Market*).

Popular search advertising keywords in February and March included “Daytona Beach” (*and similar*), “Restaurants in Daytona Beach,” “Downtown Daytona Beach Farmers’ Market,” “Daytona Beach Shopping,” “Restaurants,” and “Farmers’ Market.”

DAYTONA BEACH DDA FEBRUARY-MARCH 2022 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, April 7, 2022

Online Advertising (*Continued*)

FACEBOOK ADVERTISING

FEBRUARY



The Facebook advertising in February 2022 generated a total of 2,342 total link clicks, including 633 clicks for the Farmers' Market. Daily click totals were generally highest when additional ads ran in the lead-up to special events.

MARCH



The Facebook advertising in March 2022 generated a total of 2,205 total link clicks, including 545 clicks for the Farmers' Market. Daily click totals were generally highest when additional ads ran in the lead-up to special events.

DAYTONA BEACH DDA

FEBRUARY-MARCH 2022 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, April 7, 2022

Online Advertising (*Continued*)

FACEBOOK ADVERTISING (*Continued*)

EVENT RESPONSES

The Riverfront Shops Facebook advertising also promoted several February and March special events with the objective of generating event responses from potential attendees:

- FEBRUARY FOOD TRUCK RALLY (2/4) – 517 ad responses, with 1,029 combined ad and organic responses to the Riverfront Shops page’s event listing;
- WINE & CHOCOLATE WALK (2/12) – 459 ad responses, with 910 combined ad and organic responses to the Riverfront Shops page’s event listing;
- BEER & BACON FESTIVAL (2/26) – 753 ad responses, with 1,344 combined ad and organic responses to the Riverfront Shops page’s event listing;
- ST. PADDY’S DAY BLOCK PARTY (3/17) – 709 ad responses, with 1,656 combined ad and organic responses to the Riverfront Shops page’s event listing; and
- WINE & CHEESE WALK (3/19) – 691 ad responses, with 1,635 combined ad and organic responses to the Riverfront Shops page’s event listing.

PAGE LIKES

The Riverfront Shops page had 14,382 “likes” as of 2/28, and 14,562 as of 3/31. The Farmers’ Market page had 3,305 “likes” as of 2/28, and 3,379 as of 3/31.



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MARCH – APRIL DDA MARKETING UPDATE

Prepared by GOLD Marketing • Wednesday, April 6, 2022

THE VERANDA

814 State Road A1A North

Ponte Vedra Beach, FL 32082

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MARCH-APRIL DDA MARKETING UPDATE

Prepared by GOLD Marketing • Wednesday, April 6, 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 March and April 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 Spring shopping, dining, and special events;
- Specifically created online advertising to promote March and April events, including St. Paddy's Day, the Wine & Cheese Walk, the April Food Truck Rally, Daytona Beach Arts Fest, and the Spring Wine Walk; (*Awaiting Cinco de Mayo art and information.*)
- New creative is based on the DDA Board's campaign preference from the five campaign directions tested among merchants, customers, and prospects;
- 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;
- Continuously updated the online retargeting campaign to reach customers and prospects actively investigating shopping, dining, and/or entertainment venues and activities;
- Created ads for Observer Group publications and negotiated new buy with Hometown News. (*Hometown News buy is awaiting client approval.*)

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, March traffic levels were down somewhat from the Holiday months that had a higher online advertising budget. (*Please find the Analytics Report provided separately.*)

MARCH-APRIL DDA MARKETING UPDATE

Prepared by GOLD Marketing • Wednesday, April 6, 2022

Collateral Material

- Updated the Kiosk Poster in late March to feature April and May events. (*Awaiting Cinco de Mayo art for next edition.*)
- Merchant Directory to be updated. (*Awaiting client updates to merchant listings.*)
- Prepared new layout alternatives for the Rack Brochure front cover. (*Awaiting client updates to the merchant list to complete the new brochure.*)

E-Marketing

- Wrote, designed, programmed, and distributed multiple e-blasts each month to the merchant and customer databases, featuring upcoming special events.

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 radio stations, newspapers, websites, 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; (*Awaiting final DDA edits.*)
- Prepared Board presentation materials for six meetings, and April will mark our fifth presentation. (*Agency contract calls for four total annually.*)

MARCH-APRIL DDA MARKETING UPDATE

Prepared by GOLD Marketing • Wednesday, April 6, 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; (*Awaiting client selection and direction.*)
- Continuously updated the special events on the Home Page and Calendar of Events. Merchant listing information is also updated as received.

Thank you for your business!

DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY
FY 2021 - 2022 MARKETING FLOWCHART

Updated April 7, 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				-					-				-					-				-				\$8,700					\$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					\$500					\$8,802								
Offline: Brochure Displays	Printing up to 20,000 brochures (with 1,000 for merchants), distributed at 133 locations.	2 Weeks Prior	2 Weeks Prior	\$489				\$489					\$489				\$489					\$489				\$489				\$3,757					\$489					\$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					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					\$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. (HOLD.)	2 Weeks Prior	1 Week Prior	-				-					-				-					-				-				-					-					-					-					-					\$0								
TOTAL				\$81,989				\$6,664					\$9,476				\$7,029					\$6,379				\$6,504				\$18,347					\$7,254					\$7,129					\$7,254					\$7,129					\$6,934					\$ 172,088			

Production	Materials Distributed/Run	Completed	Events
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SPECIAL NOTES:

- \$2,500 reimbursed by iHeart Radio 02/22/22.
- Budget revised to \$176,200 by DDA in January*, adding \$10,000 to special events.
- The \$5,000 budgeted for Halifax Art Festival sponsorship comes from a different City budget.
- A decision was made by the DDA board to not spend the funds allocated for broadcast advertising until the park is open, and increase the online and print budgets.

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



The Daytona Beach Downtown Development Authority

DOWNTOWN FARMERS' MARKET MONTHLY REPORT

February 2022

by Melanie John, Market Manager

February 5

Market Summary:

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

Vendor Recruitment:

Epoxi 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.

February 12

Market Summary:

Weather was beautiful today. Decent foot traffic and held steady through the day. Wine walk was right after market. Vendor attendance was healthy and vendor sales were good. Lots of valentines related products were sold. Bridgette played from 9a-11;30a. Weekly Facebook pics and posts have been effective.

Vendor Recruitment:

Epoxi art, organic dog treats, and a new bakery vendor still to start. Macker's Seafood to re-start market 2/19 (Staple vendor which will attract more foot traffic).

Vendor Activity:

Three new vendors started today. There was a miscommunication with one about their products and will not be returning due to category of products not qualifying for market. Epoxi artist postponed start date to 2/12. D'marco happy about weather as well as sales today. We really need weather to be nice in order for business sales to be positive and possible expansion on produce spots to happen.

Events/Promotions:

Children's Business Market coming soon March 26th (Already 22 confirmed children's vendor spots). Will need to work on plan B if vendor attendance will be healthy especially by the end of March as we are planning expansion of produce spots (Good weather permitting). Will make sure Bridgette will perform for event.

February 19

Market Summary:

Weather was cloudy, chilly, and it sprinkled a bit today. Many vendors were scared off by reports of rain. Daytona 500 race week also affected our foot traffic. (Many customers told vendors they would not be present due to attending events). Foot traffic was still decent by 9am. No Bridgette today however ran the music box.

Vendor Recruitment:

Macker's seafood, gourmet cupcakes, organic dog treats, epoxy artist still have not started as planned. Will be following up with them to push them for a commitment and start date.

Vendor Activity:

Lots of no shows due to rain scare. Discount groceries still present as well as the rest of our current staples.

Events/Promotions:

Children's Business Market coming soon March 26th (Already 22 confirmed children's vendor spots). Will need to work on plan B if vendor attendance will be healthy especially by the end of March as we are planning expansion of produce spots (Good weather permitting). Will make sure Bridgette will perform for event. Some vendors will be focused around St Patricks day goods and decor for the holiday spirit.

February 26

Market Summary:

Beautiful weather today! Bridgette played from 9am-12 noon. Preacher was present today from 9am-10am. Started pacing in middle of Magnolia preaching with no speaker and then moved to corner of Magnolia and Beach with loudspeaker. Foot traffic was steady through the day and is definitely picking up as weather is beautiful. Beer and Bacon Festival was directly after Market. Area was very lively.

Vendor Recruitment:

Macker's Seafood, gourmet cupcakes, organic dog treats, Epoxy artist still have not started as planned. Will be following up with them to push them for a commitment and start date. Native Pride and Lady of Lords also expressed interest in returning as foot traffic has picked up at Market.

Vendor Activity:

Geodeke Apples' last week will be 3/5/22 until next season of apples in November 2022.

Events/Promotions:

Children's Business Market coming soon March 26th. Already 22 confirmed children's vendor spots. Will need to work on plan B if vendor attendance will be healthy especially by the end of March as we are

planning expansion of produce spots (good weather permitting). Will make sure Bridgette will perform for event. Will have a balloon artist present this day for the children attending. Some vendors will be focused around St Patricks day goods and decor for the holiday spirit.



The Daytona Beach Downtown Development Authority

DOWNTOWN FARMERS' MARKET MONTHLY REPORT

March 2022

by Melanie John, Market Manager

March 5

Market Summary:

Beautiful weather today! Had a visit from Dino Stroll and had one of their dinosaurs walk thru the market. Had balloonist there today as well. Bike Week is a challenge to get locals out. (Many locals tend to stay indoors Bike Week). Foot traffic was still decent today regardless of Bike Week. Had a car accident in the early part located at Beach Street and Magnolia. No one hurt and officers called on non-emergency line. They arrived about 5 minutes after call placed.

Vendor Recruitment:

Have a smoothie vendor starting 3/19. Spoke to a possible Jerk Chicken vendor today wanting to try us out.

Vendor Activity:

New vendor started today. Plant propagation and plants. She will be missing 3/19 however looking to return thereafter and paying monthly rate. Macker's Seafood still on the edge to start.

Events/Promotions:

Children's Business Market coming soon March 26th (Already 22 confirmed children's vendor spots). Will need to work on plan B if vendor attendance will be healthy especially by the end of March as we are planning expansion of produce spots (Good weather permitting). Will make sure Bridgette will perform for event. Will have a balloon artist present this day for the children attending. Some vendors will be focused around St Patricks day goods and decor for the holiday spirit.

March 12

Market Summary:

Market closed due to severe thunder storms and wind speeds expected at 60mph. Put out e-blast as well as online Facebook notifications regarding the cancellation of the Market.

Vendor Recruitment:

Have a smoothie vendor starting 3/19.

Vendor Activity:

No activity due to severe weather.

Events/Promotions:

Children's Business Market coming soon March 26th (Already 22 confirmed children's vendor spots). Will need to work on plan B if vendor attendance will be healthy especially by the end of March as we are planning expansion of produce spots (Good weather permitting). Will make sure Bridgette will perform for event. Will have a balloon artist present this day for the children attending.

March 19

Market Summary:

Beautiful weather today! Bridgette played from 9am-Noon. Very good foot traffic. Wine walk was on Beach Street right after our event. Very nice and quiet day, no signs of preacher recently! Market getting some positive reviews and comments online :)

Vendor Recruitment:

Spoke with a possible candle maker. Sent her an application and awaiting a return.

Vendor Activity:

New vendor started today, has naturally made smoothies! Also, Native Pride came to pay for the month to show commitment and will be starting 3/26/22.

Events/Promotions:

Children's Business Market coming soon March 26th (Already 22 confirmed children's vendor spots). Will need to work on plan B if vendor attendance will be healthy especially by the end of March as we are planning expansion of produce spots (Good weather permitting). Will make sure Bridgette will perform for event. Some vendors will be focused around St Patricks day goods and decor for the holiday spirit.

March 26

Market Summary:

Weather was beautiful and sunny. Perfect weather. Children's Business Day was a success with 35 vendors. Foot traffic was great and vendor attendance was full this day. Bridgette played from 9am-1pm. Most vendors stayed until 1pm for the children's fair. No signs of preacher in past weeks! Produce did well in sales however craft vendors reported few sales due to many people spent money with children this day.

Vendor Recruitment:

Had several Children's Business Day vendors interested in returning to our Market to be a vendor. Had a few people come up to my tent interested in vending as they see full active Market.

Vendor Activity:

Banana bread lady is sitting out 4/1 due to her birthday celebration. New hand made broom vendor to start 4/9. A new artist to start 4/9 as well. Many people spent time and money with them. Some feedback from many vendors were to have the Children's market mixed in with our regular vendors rather than have separated. A reminder to regular vendors in response was that this day was an investment in foot traffic as well as opportunity for exposure for us. In future Children's Business Day events, we need full contact info from each children vendor as well as receipts for collection on money.

Events/Promotions:

Art's festival to come in a couple of weeks. Easter also a focus for next couple of weeks; a few vendors are focusing their products around this holiday. We will be hosting an Easter egg hunt on April 16th. Will be using plastic eggs with candy inside and eggs will be hidden throughout Magnolia Street in grass and such. Will be posting on Facebook page and shared to Daytona event pages.



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: April 8, 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 April 6, 2022.

General Activities			
Revenues	Projection	Received to Date As of 4/6/22	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
Miscellaneous	\$ -	\$ 1,989.00	\$ (1,989.00)
Total	\$ 274,737	\$ 261,256.75	\$ 13,480.25
Line Item	Appropriation	Spent to Date As of 4/6/22	Balance
Professional Services	\$ 39,000	\$ 19,500.00	\$ 19,500.00
Care and Subsistence	\$ 350	\$ 85.51	\$ 264.49
Advertising	\$ 52,628	\$ 19,878.54	\$ 32,749.46
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	\$ 145,934.03	\$ 58,802.97

Farmers' Market Activities			
Revenues	Projection	Received to Date As of 4/6/22	Balance
Vendor Revenue	\$ 25,000	\$ 2,666.00	\$ 22,334.00
Sponsorship	\$ 5,000	\$ -	\$ 5,000.00
Market Booth Sales	\$ -	\$ -	\$ -
DDA SNAP Revenues	\$ 5,000	\$ 1,068.75	\$ 3,931.25
Total	\$ 35,000	\$ 3,734.75	\$ 31,265.25
Expenses	Appropriation	Spent to Date As of 4/6/22	Balance
Market Manager	\$ 18,000	\$ 6,500.00	\$ 11,500.00
Liability Insurance	\$ 1,500	\$ 1,207.50	\$ 292.50
Marketing	\$ 8,000	\$ 1,252.94	\$ 6,747.06
City Fees	\$ 1,500	\$ -	\$ 1,500.00
DDA SNAP Expenses	\$ 5,000	\$ 1,378.29	\$ 3,621.71
Booth Merchandise	\$ -	\$ -	\$ -
Other Materials & Supplies	\$ 1,000	\$ 100.00	\$ 900.00
Total	\$ 35,000	\$ 10,438.73	\$ 24,561.27
Profit/Loss		\$ (6,703.98)	

Downtown Event Activities			
Revenues	Projection	Received to Date As of 4/6/22	Balance
Vendor Revenue	\$ -	\$ -	\$ -
Event Sponsorship	\$ -	\$ -	\$ -
Total	\$ -	\$ -	\$ -
Expenses	Appropriation	Spent to Date As of 4/6/22	Balance
Event Promotion	\$ 70,000	\$ 32,861.52	\$ 37,138.48
Total	\$ 70,000	\$ 32,861.52	\$ 37,138.48
Profit/Loss		\$ (32,861.52)	
DDA Budget Summary			
	Budget	Actual	Balance
Total DDA Revenues	\$ 309,737	\$ 264,992	\$ 44,746
Total DDA Expenditures	\$ 309,737	\$ 189,234	\$ 120,503
Balance	\$ -	\$ 75,757	\$ (75,757)
Reserves	\$ 39,968	\$ -	\$ 39,968
Notes:			