

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, May 12, 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: April 14, 2022
4. **Reports & Presentations**
 - a. Introduction of Ken Thomas, Redevelopment Director
 - b. Public Safety Update
 - c. Marketing Update
 - d. Events Update
 - e. Farmers' Market Update
 - f. Monthly Financial Report
 - g. FY23 Budget Proposal
 - h. Downtown Projects Update
5. **Public Comments**
6. **Board Comments**
7. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Thursday, April 14, 2022**

The meeting of the Downtown Development Authority Board was held Thursday, April 14, 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 Abraham, City Attorney's Office
Michele Toliver, Redevelopment Project Manager
Sergeant Donald Rininger
Ms. Gina Fountain, Board Secretary

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 – April 14, 2022

A motion was made by Mr. Sznajstajler, seconded by Ms. Kozinski, to approve the minutes of the regular meeting of April 14, 2022, as presented. The motion carried (5-0).

4. Reports & Presentations

a. Riverfront Park Update

Mr. Joe Yarbrough, Esplanade Manager, Brown Riverfront Esplanade Foundation, presented his report to the Board and noted progress and challenges during the update and suggested could be a soft opening date as early as June 4 for the first phase of the Esplanade located north of ISB. Mr. Yarbrough introduced Cindy Powell, Deputy Manager, Brown Riverfront Esplanade Foundation, and provided a brief overview of her duties.

Ms. Katrina Guevara, Event Manager, Brown Riverfront Esplanade Foundation, invited Board members to take a private golf cart tour prior to the soft opening.

b. Public Safety Update

Sergeant Donald Rininger presented his report to the Board.

Board members voiced their concerns regarding transients and panhandling surrounding the downtown area.

Sergeant Rininger stated that the police department is aware of the ongoing issue in the area and are continuing work to manage the problem.

Commissioner May noted that metal electrical box covers instead of plastic would prevent transients and panhandlers plugging their electronic devices into the City's electrical outlets.

c. Marketing

Mr. Keith Gold, President/CEO, Gold & Associates presented his report to the Board. Mr. Gold provided an overview of the targeted age groups for online marketing and driving new people to the website.

d. Events Update

Mr. Al Smith, representing Bullseye Direct Marketing, updated the Board on past and upcoming events and introduced Theresa and Josh Lieberman with Imagine Daytona to provide a presentation about the successful inaugural Spring Art Fest event.

Mr. Smith requested an additional \$2,500 from the DDA Event budget to add the Daytona Beach Beer Fest event to be held on Saturday May 21, 2022 with craft beers and entertainment.

A motion was made by Ms. Cook, seconded by Commissioner May, to amend the Event Co-Sponsorship Agreement to add the Daytona Beach Beer Fest event with a budget of \$2,500. The motion carried (5-0).

e. Farmers' Market Update

Mr. Berger noted the monthly Farmer's Market update report was included in the Board's packet.

f. Monthly Financial Report

Mr. Berger presented his report to the Board and would present updated numbers to reconcile the event budget report.

g. Budget Amendment

Mr. Berger requested an amendment to the budget to allocate \$53,121.15 of unbudgeted roll forward funds from the prior fiscal year identified by the City's budget officer.

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve amending the budget to allocate \$53,121.15 of unbudgeted roll forward funds to the DDA's reserves. The motion carried (5-0).

h. Downtown Projects Update

Mr. Sznajstajler updated the Board about the DDA presentation at the Chamber of Commerce Eggs & Issues meeting on March 10th.

5. Public Comments

There were no public comments.

6. Board Comments

Ms. Kozinski recommended downtown businesses be listed as sponsors on events.

Commissioner May stated regular events should be frontloaded and budgeted for the year.

7. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 9:45 a.m.

Mr. Michael Sznajstajler, Chair

Ms. Gina Fountain, Board Secretary



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DAYTONA BEACH DDA
APRIL 2022 ANALYTICS REPORT

Prepared by GOLD Marketing • Wednesday, May 4, 2022

THE VERANDA

814 State Road A1A North

Ponte Vedra Beach, FL 32082

 *904.285.5669*

 *StrikeGold.com*

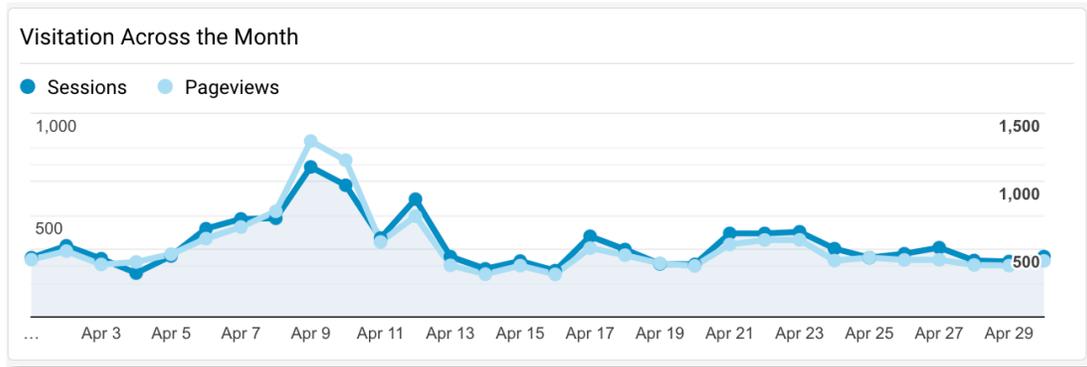
DAYTONA BEACH DDA

APRIL 2022 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Wednesday, May 4, 2022

Overall Traffic

APRIL WEBSITE VISITATION



The above chart shows April traffic across the month. Traffic was highest around the time of the major Arts Fest event, which was heavily promoted. Overall, website engagement grew in April:

- **APRIL TRAFFIC:** April 2022 had 10,852 sessions and 15,607 pageviews – up 13.8% and 35.8%, respectively, from the previous month; and
- **APRIL WEBSITE USERS:** Total website users (8,470) increased 18.3%, with a 20% increase in new users (8,170) during the month.

TOP PAGES

Most Viewed Pages		Pageviews
Page		
/open-for-business/		5,270
/		2,279
/farmers-market/		1,653
/venue/beach-street/		1,313
/event/spring-arts-festival/		683
/shopping/		560
/dining/		326
/brochures-and-maps/		321
/events/		271
/organizer/daytona-beach-downtown-farmers-market/		253

The “Open for Business” (which features merchant listings), Home (“/”) and Farmers’ Market pages were the most visited, followed by two pages from the website’s event calendar (the Beach Street venue page and the Spring Arts Festival page).

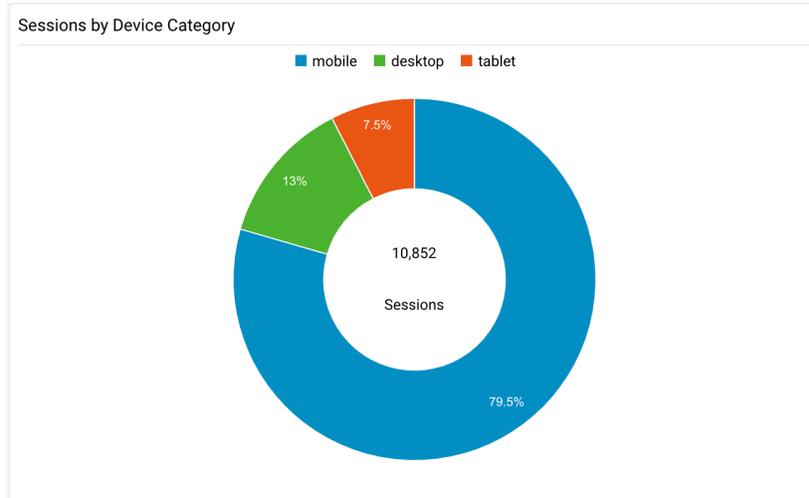
Page 1 of 5

DAYTONA BEACH DDA APRIL 2022 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Wednesday, May 4, 2022

Overall Traffic (*Continued*)

TRAFFIC TYPE



Mobile visitation continued to outpace desktop traffic in April.

KEY TRAFFIC SOURCES

Top Traffic Sources

Source / Medium	Sessions
google / cpc	5,656
google / organic	2,219
facebook_ads / cpc	1,234
(direct) / (none)	1,076
daytonabeach.com / referral	209
codb.us / referral	147
tourscanner.com / referral	72
l.facebook.com / referral	49
m.facebook.com / referral	34
bing / organic	33

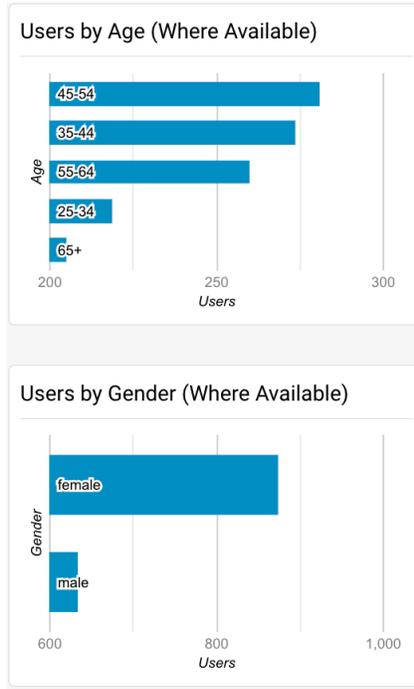
Google advertising and Google organic search were the largest traffic sources, followed by Facebook advertising and direct visits.

DAYTONA BEACH DDA APRIL 2022 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Wednesday, May 4, 2022

Overall Traffic (Continued)

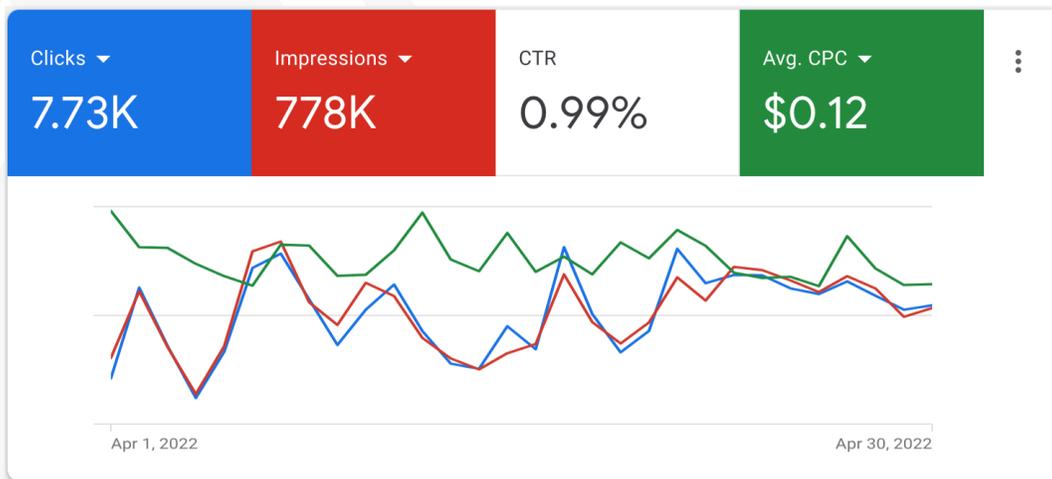
DEMOGRAPHICS AND GENDER



Where demographic information was available, site visitors were overwhelmingly women during April, with the largest age groups being 45-54 and 35-44.

Online Advertising

GOOGLE ADVERTISING



DAYTONA BEACH DDA

APRIL 2022 ONLINE ANALYTICS REPORT

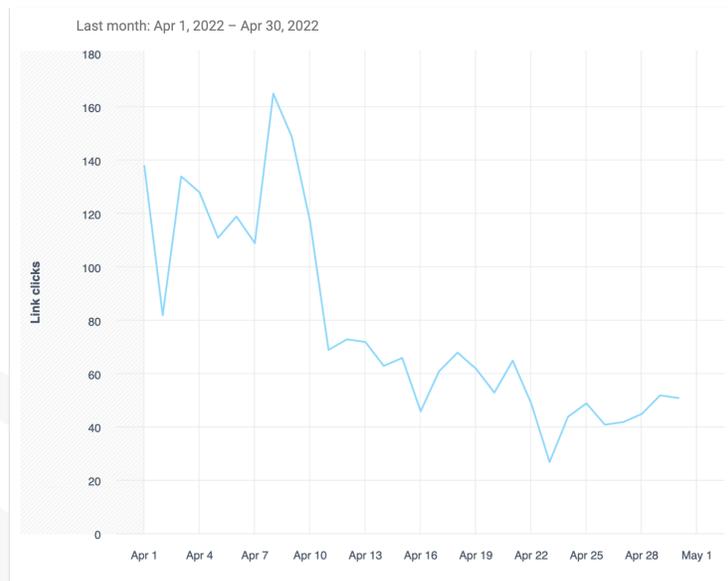
Prepared by GOLD Marketing • Wednesday, May 4, 2022

Online Advertising (*Continued*)

GOOGLE ADVERTISING (*Continued*)

The Google Ads in April generated 7,727 clicks – up 5.4% from the previous month. (*This total includes 1,482 clicks for the Farmers’ Market.*) Popular search advertising keywords in the month included “Daytona Beach” (*and similar*), “Restaurants in Daytona Beach,” “Downtown Daytona Beach Farmers’ Market” (*and similar*), “Farmers’ Market,” “Farmers’ Market Near Me,” “Restaurants,” “Downtown Daytona Beach,” and “Daytona Beach Shopping.”

FACEBOOK ADVERTISING



The Facebook advertising in April generated a total of 2,350 total link clicks (*a modest increase from the previous month*), including 558 clicks for the Farmers’ Market. Daily click totals were generally highest in the lead up to special events, including the Arts Fest.

EVENT RESPONSES

The Riverfront Shops Facebook advertising included the promotion of several special events with the objective of generating event responses from potential attendees. Special events held in April that were advertised included:

- APRIL FOOD TRUCK RALLY (4/1) – 187 total ad responses, with 316 combined ad and organic responses to the Riverfront Shops page’s event listing;

DAYTONA BEACH DDA

APRIL 2022 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Wednesday, May 4, 2022

Online Advertising (*Continued*)

FACEBOOK ADVERTISING (*Continued*)

- DAYTONA BEACH ARTS FEST (4/9-4/10) – 709 total ad responses, with 1,364 combined ad and organic responses to the Riverfront Shops page’s event listing;
- FARMERS’ MARKET EASTER EGG HUNT (4/16) – 28 total ad responses, with 60 combined and organic responses to the Farmers’ Market page’s event listing; and
- SPRING WINE WALK (4/23) – 311 total ad responses, with 576 combined and organic responses to the Riverfront Shops page’s event listing.

PAGE LIKES

The Riverfront Shops page had 14,700 “likes” at the end of April 2022, and the Farmers’ Market page had 3,444 “likes” (*a modest increase for both*).



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APRIL-MAY DDA MARKETING UPDATE

Prepared by GOLD Marketing • Wednesday, May 4, 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*

APRIL- MAY 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 April and May 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 April and May events, including the April Food Truck Rally, Daytona Beach Arts Fest, Farmers' Market Easter Egg Hunt, Cinco de Mayo, May Food Truck Rally, and Daytona Beach Beer Fest;
- 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; and
- Created ads for Observer Group publications and negotiated new buys for the DDA's consideration with additional print publications and radio stations, plus the rack brochure distributors, and more.

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, April traffic levels were higher than in the previous month. *(Please find the Analytics Report provided separately.)*

Collateral Material

- Updated the Kiosk Poster to feature April and May events.
- Continuously update the Merchant Directory to include the changes provided by the City. *(Awaiting client updates to merchant listings to print.)*
- Prepared a new layout for the Rack Brochure, and updated the merchant listing. *(Awaiting final client updates to complete the new brochure.)*

APRIL- MAY DDA MARKETING UPDATE

Prepared by GOLD Marketing • Wednesday, April 6, 2022

E-Marketing

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

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; and
- Developed and placed advertising to promote the Easter Egg Hunt held at the Farmers' Market in April.

Public & Media Relations

- Wrote and distributed press releases regarding special events and Farmers' Market activities, plus negotiated placement with key media outlets. (*Secured placement with radio stations, newspapers, websites, and others.*)

Research & Strategic Planning

- The in-depth 2021-2022 Strategic Marketing Plan created pro bono by GOLD is used along with the primary research conducted to guide Riverfront Shops tactical decisions; and
- Prepared Board presentation materials for seven meetings, and April will mark our sixth presentation. (*Agency contract calls for four total annually.*)

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;
- Suggested new expenditures online and offline to strengthen customer trail and frequency of visitation; and
- Conducted monthly meetings with client representative.

APRIL- MAY DDA MARKETING UPDATE

Prepared by GOLD Marketing • Wednesday, April 6, 2022

Website

- Prepared new graphical concepts for the website to complement the new advertising campaigns 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 May 4, 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)																																				\$38,138																						
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). \$13,650 total budgeted.	3 Weeks Prior	2 Weeks Prior	\$1,200				-					-				-					-				-				-				-					-				-				\$1,200											
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				\$489				\$3,757					\$489				\$489				\$489				\$489				\$9,136			
C. DOWNTOWN EVENTS (\$65,000 Budget - Revised to \$75,000)																																				\$71,000																						
EVENT MARKETING*	Budget set aside for FY 2021-2022 event fees and advertising (\$75,000 budget.)	4 Weeks Prior	3 Week Prior	\$71,000				-					-				-					-				-				-				-					-				-				\$71,000											
D. MARKET@MAGNOLIA (\$8,000 Budget)				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				\$77,989				\$6,664					\$9,476				\$7,029					\$6,379				\$6,504				\$6,379				\$9,772					\$6,379				\$6,504				\$6,379				\$6,184				\$ 155,638			

(\$20,562 Under Budget)

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.
- DDA allocated \$2,500 more in April for an additional May event.

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
- May 21, Daytona Beer Fest = \$2,500

TOTAL = \$71,000



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: May 5, 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 May 4, 2022.

General Activities			
Revenues	Projection	Received to Date As of 5/4/22	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 5/4/22	Balance
Professional Services	\$ 39,000	\$ 22,750.00	\$ 16,250.00
Care and Subsistence	\$ 350	\$ 144.59	\$ 205.41
Advertising	\$ 52,628	\$ 24,029.36	\$ 28,598.64
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	\$ 153,393.93	\$ 51,343.07

Farmers' Market Activities			
Revenues	Projection	Received to Date <i>As of 5/4/22</i>	Balance
Vendor Revenue	\$ 25,000	\$ 3,285.00	\$ 21,715.00
Sponsorship	\$ 5,000	\$ -	\$ 5,000.00
Market Booth Sales	\$ -	\$ -	\$ -
DDA SNAP Revenues	\$ 5,000	\$ 1,232.75	\$ 3,767.25
Total	\$ 35,000	\$ 4,517.75	\$ 30,482.25
Expenses	Appropriation	Spent to Date <i>As of 5/4/22</i>	Balance
Market Manager	\$ 18,000	\$ 9,100.00	\$ 8,900.00
Liability Insurance	\$ 1,500	\$ 1,207.50	\$ 292.50
Marketing	\$ 8,000	\$ 1,552.94	\$ 6,447.06
City Fees	\$ 1,500	\$ -	\$ 1,500.00
DDA SNAP Expenses	\$ 5,000	\$ 1,580.97	\$ 3,419.03
Booth Merchandise	\$ -	\$ -	\$ -
Other Materials & Supplies	\$ 1,000	\$ 100.00	\$ 900.00
Total	\$ 35,000	\$ 13,541.41	\$ 21,458.59
Profit/Loss		\$ (9,023.66)	

Downtown Event Activities			
Revenues	Projection	Received to Date As of 5/4/22	Balance
Vendor Revenue	\$ -	\$ -	\$ -
Event Sponsorship	\$ -	\$ -	\$ -
Total	\$ -	\$ -	\$ -
Expenses	Appropriation	Spent to Date As of 5/4/22	Balance
Event Promotion	\$ 70,000	\$ 58,526.84	\$ 11,473.16
Total	\$ 70,000	\$ 58,526.84	\$ 11,473.16
Profit/Loss		\$ (58,526.84)	
DDA Budget Summary			
	Budget	Actual	Balance
Total DDA Revenues	\$ 309,737	\$ 265,775	\$ 43,963
Total DDA Expenditures	\$ 309,737	\$ 225,462	\$ 84,275
Balance	\$ -	\$ 40,312	\$ (40,312)
Reserves	\$ 93,089	\$ -	\$ 93,089
Notes:			
1. Budget amended at DDA April 14, 2022 meeting to add \$53,121.15 to the Reserve acct.			



The Daytona Beach Downtown Development Authority

DOWNTOWN FARMERS' MARKET MONTHLY REPORT

April 2022

by Melanie John, Market Manager

April 2

Market Summary:

Weather was cloudy and a scare of rain caused a lot of vendors to not come. Rain did not come until we were packed up right at Noon (which was a heavy down pour). Played music from music box today. Slow start to the day in foot traffic. Small pop from 9a-11a but not a normal day in foot traffic.

Vendor Recruitment:

Have a few applications sent out in past couple of weeks. Should have some new vendors starting in April.

Vendor Activity:

Many vendors did not show due to high chance of rain. Early pack up due to heavy downpour rain coming close to us as well.

Events/Promotions:

Spring Arts Fest to come next week. 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 NON-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.

April 9

Market Summary:

Weather was slightly windy and chilly but overall a beautiful day in weather. Bridgette played from 9:30-11:30a. Art festival set up right beside us. Traffic flow was excellent today. A lot of our regulars did not show however we gained a lot of exposure with new foot traffic from the art festival. Posts were made that we are still open as well as advising our shoppers to take back route rather than Beach Street (as Beach Street was closed down from International).

Vendor Recruitment:

New vendor to start sometime in late April from Children's Business Event. Gave my card to a couple of people today during the market as well that was interested in vending.

Vendor Activity:

5 new vendors started today (2 were from Children's Business Event and returned on invite). Banana Bread lady to miss 4/16. High Moon Farm to miss 4/16. Both returning the following week on 4/23. Today is Dietch Design's last day as she is traveling back to Virginia permanently.

Events/Promotions:

Easter egg hunt next week. Will be using NON-plastic eggs (72 each) 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 starting Monday 4/11 as an event for the market.

April 16

Market Summary:

Weather was sunny and warm but not humid or hot. Bridgette played from 10am-Noon. Easter egg hunt was at 9am. Next year will be changing time frame to 10am rather than 9am. (Most kids showed up closer to 10am). Also making age requirements for only children 12 or under. (Had a couple of older teenagers who found most eggs). Nice traffic around 9:30 am however after 10:30 am rest of day traffic was pretty light. Letting as many customers and vendors know about road closure next week. Will be posting about detour info on Facebook around mid-week

k to end of week to inform public.

Vendor Recruitment:

Weatherholtz honey stopped by today and showed some interest. Vern will be letting me know!

Vendor Activity:

Elie's Meat Pie's going on vacation from mid June to mid July. (One whole month). Banana Bread lady to miss 4/23. Bridgette out next 2 weeks.

Events/Promotions:

Next event will be Mother's Day (May 8th) however on May 7th (Saturday before), we will be giving out flowers to mothers at the market.

April 23

Market Summary:

Weather was warm and nice. Winds caused many to not use their tent. Traffic flow slow today. Traffic picked up somewhat around 10am but not as good as previous weeks. Wine walk followed the market at 1pm. Bridgette is out for 2 weeks therefore played the music box today. Wind knocked down traffic signs and need repairs. Requesting 2 new replacement "Do not enter" signs.

Vendor Recruitment:

Possible 2 new food vendors to come soon. Waiting for return applications.

Vendor Activity:

Quenched Smoothie had food truck break down and currently being worked on. She is out until then. Huck out of town today, will return next week.

Events/Promotions:

Mother's Day celebration on 5/7. Will be handing out flowers to mothers at the market!

April 30

Market Summary:

Weather is gorgeous today. Slightly windy however it feels great. Nice constant foot traffic today starting around 8am and slowed down to almost empty around 11am. Foot traffic still not where we want it previous weeks earlier in year were better. No Bridgette today therefore ran music box.

Vendor Recruitment:

Possible 2 new food vendors to come soon. Awaiting for return applications. Handed out my card to a couple of people today interested in vending. Also had someone come up to me interested in being a sponsor. Gave him my card and he really wanted to help this market. Contacting Natural Springs Dairy to return on sponsorship (for 6 months is what the gentleman is thinking).

Vendor Activity:

Eljarein notified me that they will be trying a different market as they did not produce good sales for this month (Was their first month). I let them know we will be here if they decide to return and we appreciated their attendance here. Banana bread lady and Huck came back today from being out of town. Bridgette will return next week for entertainment.

Events/Promotions:

Mother's Day celebration on 5/7. Will be handing out flowers to mothers at the market!