

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

City Hall
Regular Meeting
Room 149 in City Hall

301 South Ridgewood Avenue
Thursday, **June 9, 2022**
8:00 A.M.

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 the Minutes: May 12, 2022**
4. **Reports & Presentations**
 - a. Public Safety Update - Police Department
 - b. Marketing Presentation - Keith Gold, Gold & Associates
 - c. Events Update -
 - d. Farms Market Update - Ken Thomas, Redevelopment Director
 - f. Ken Thomas, Redevelopment Director
5. **Public Comments**
6. **Board Comments**
7. **Ajournment**

Planning Board Approvals

<u>Approval</u>	<u>Initials</u>	<u>Date</u>
Redevelopment Director	_____	_____
City Attorney	_____	_____
City Manager	_____	_____

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday May 12, 2022**

The meeting of the Downtown Development Authority Board was held on Tuesday, May 12, 2022, at 8:00 a.m. in RM. 149 B., 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present.

Board Members Present

Mr. Michael Sznajstajler, Chair
Ms. Tammy Kozinski
Ms. Sheryl Cook, Vice Chair
Ms. Quanita May, Commissioner (arrived at 8:15 a.m.)

Board Members Absent

Mr. Joseph Hopkins

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Ken Thomas, Redevelopment Director (new)
Mr. Robert Jagger, City Attorney
Michele Toliver, Redevelopment Project Manager
Captain Jeremy Nikolow
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 – May 12, 2022

A motion was made by Ms. Cooks with necessary corrections, seconded by Ms. Kozinski, to approve the minutes of the April 14, 2022, Downtown Development Authority Meeting, as presented. The motion carried (3-0).

4. Reports & Presentations

a. Introduction of Ken Thomas, Redevelopment Director

Mr. Ken Thomas, Newly Appointed Redevelopment Director, introduced himself and explained of future plans to speak with each board member individually.

b. Public Safety Update

Captain Jeremy Nikolow presented his report to the Board.

Commissioner May asked for the date of Orlando invades Daytona event

Captain Nikolow stated there is a day event on May 28th

Commissioner May asked will there be any passes for senior residents on the beachside to make them aware of the events due to lack of social media.

Captain Nikolow explained there are no plans of informing residents that are without social media.

Board members expressed their concerns with the homeless population in the area.

Captain Nikolow stated that being homeless is not a crime and it is the responsibility of private business owners to have the individual trespassed from their property.

Commissioner May asked about the status of electrical outlet box covers that says property of Daytona Beach.

Captain Nikolow stated he has no update to provide.

Commissioner May asked do most of the downtown businesses have a no trespassing sign?

Captain stated he can provide the information on how businesses can sign up for the proper trespassing signage.

c. Marketing Update

Mr. Keith D. Gold, President/CEO, Gold & Associates presented his report to the Board. Mr. Gold provided an overview of project update, online analytics, and campaign budget spreadsheet.

Mr. Sznajstajler stated he noticed a lot of website traffic numbers in the month of April.

Mr. Gold stated there have been three major increases in the online cost in the last six months because of the consist changing in wording, phrasing, and advertising to express the same thing in a much more economical way.

Ms. Cook asked for a copy of the campaign budget spreadsheet prior to the meetings.

Mr. Berger stated a copy of the campaign budget spreadsheet can be provided at the next meeting.

A motion was made by Ms. Cooks, seconded by Ms. Kozinski, to approve amending the budget to allocate \$1,000 per month from the DDA's reserves. The motion carried (4-0).

d. Events Update

Mr. Al Smith, representing Bullseye Direct Marketing, updated the Board on past and upcoming events.

Mr. Smith requested additional funds from the DDA Event budget to extend contract to cover food truck events from June-September.

A motion was made by Ms. Cook to amend Bullseyes Marketing contract, seconded by Commissioner May, to amend the Bullseyes Marketing contract to add the Food Truck events with a budget of \$14,000. The motion carried (4-0).

e. Farmer's Market Update

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

Mr. Thomas stated there was a report of a \$15,000 deficit that he would speak with the City Manager for assistance in the coverage.

Ms. Cooks stated there was actually \$50,000 in damages because of the lack in proper insurance. She also stated that was a hail storm that was not the normal level motion and we shouldn't be the only ones to help them regroup when most will not return.

Mr. Berger stated there will be some financial incentives for those vendors to come back.

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. Jagger requested an amendment to the budget to allocate \$14,000 from a reserve account for Bullseye Marketing by the City's budget officer. He stated there must be two motions for approval of contracts and funding

A motion was made by Ms. Cook to amend to approve Bullseye Marketing contract for June-September events, seconded by Commissioner May. The motion carried (4-0).

A motion was made by Ms. Cooks, seconded by Commissioner May, to approve amending the budget to allocate \$14,000 from the DDA's reserves. The motion carried (4-0).

h. Downtown Projects Update

Mr. Sznajstajler updated the Board about the Esplanade Project tour.

5. Public Comments

Fred Cleveland, 140 S. Beach Street, expressed concerns about the cumulation of trash in the area.

Mr. Berger stated the solution would be speaking with the recycling manager.

6. Board Comments

Mr. Sznajstajler requested part of the individual meetings with Mr. Thomas and DDA members include discussions on the board members version of the spreadsheet.

Ms. Cooks asked when do the board start their budget to determine how much fees will be covered by the City.

Mr. Thomas stated the starting point with the board members is to identify you want to do and then start adding in numbers. He also stated any overages will be presented to the City Manager.

Mr. Ken Thomas introduced Mr. Jeff Brown, New Economic Development Strategic Director to board.

Board members thanked Mr. Berger for his years of service to the board.

7. Adjournment

There being no further business to come before the board, the meeting was adjourned at 9:54 a.m.

Mr. Michael Sznajstajler, Chair

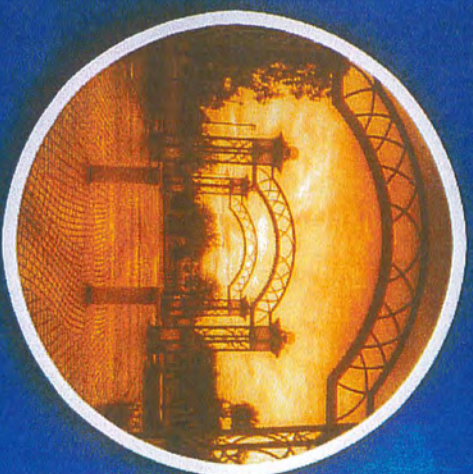
Ms. Gina Fountain, Board Secretary

QUESTIONS & ANSWERS

Thank You for Your Business!



G O L D
Marketing Communications



THE CITY OF DAYTONA BEACH



CONTENTS

1. May-June Report Questions & Answers
*(GOLD Project Update, Online Analytics and
Campaign Budget Spreadsheet)*
2. New Marketing Initiatives



G O L D
Marketing Communications

2. NEW MARKETING INITIATIVES



- *A Number of New Initiatives Were Discussed and Approved at the May Board Meeting*
- *All Have Been Completed or are Underway*



2. NEW MARKETING INITIATIVES

SPECIAL EVENTS

- Additional Events Were Approved for the Summer Season
- Online and Print Advertising, E-Marketing and Web Marketing are Being Deployed to Promote Each Event



Discover Eventful Downtown

Experience the soul of Dayton back at our historic Downtown downtown.

Shop local at unique merchants offering one-of-a-kind goods, home decor, books and more. Savor the local flavor of the area. Enjoy special events and family activities in a scenic setting.

SAVE THE DATE • UPCOMING EVENTS

Kid Truck Rally • June 3 & 4
Bring the truckload of fun to the family through exciting on- and off-road adventures. This week's kid truck rally includes balloon races, water gun fights, and more. Save the date for this fun-filled event.

Downtown Farmers' Market • Every Saturday
Shop for organic produce and other goods from over 100 specialty growers from Dayton on Wednesdays. Fresh, local, and delicious. Save the date for this weekly market.

An Eventful Summer
This summer, we have a lot of fun events for you. Save the date for these events and more. Visit our website at www.eventfuldayton.com for more information.

RIVERFRONT DAYTON'S BEACH HISTORIC DOWNTOWN

For more event information, visit RiverfrontShopsOfDayton.com

FREE PARKING AVAILABLE • 1000 North Third Street • Dayton, OH 45402

- Print Advertisement

2. NEW MARKETING INITIATIVES

ADDITIONAL ONLINE MEDIA

- *Search and Social Media Budgets Were Increased by \$1,000 Per Month*
- *The Dollars are Primarily Being Used to Promote Special Events and Attract Younger Audiences*



2. NEW MARKETING INITIATIVES

DISCOUNT CARD PROMOTION

- *The Riverfront Shops Discount Card Program has Been Updated*
- *Customers Will Download Their Cards from the Riverfront Shops Website or Use Their Smart Phones*
- *Merchant Participation will be Solicited by a Series of Special E-Newsletters*
- *Decals will be Given to Each Participating Merchant*



- Decal

- Web Page

2. NEW MARKETING INITIATIVES

MERCHANT WORKSHOPS

- *Merchants are Being Asked What Information and Support They Need to Help Grow Their Businesses*
- *Meeting Times, Places and Content to be Coordinated With the City Based on These Preferences*

RIVERFRONT
SHOPS OF
DAYTONA BEACH

The Downtown Development Authority (DDA) focuses on the marketing and promotion of the Riverfront Shops of Daytona Beach. As the DDA plans the first in a new series of Merchant Meetings, your feedback is essential. Please note that this survey and the Marketing Meetings are intended only for businesses that operate in the DDA's special taxing district. Thank you for your assistance!

1. Please provide your name, business, and email address.

Name:

Business:

Email Address:

2. Would you be interested in attending upcoming Merchant Meetings?

☐ Yes

☐ No

3. If yes, where and when should the meetings be held?

4. If yes, what are the key topics you would like to discuss?

2. NEW MARKETING INITIATIVES

RACK BROCHURE DISTRIBUTION

- Merchant Listings Have Been Updated for this and Other Uses
- The Brochure is Being Proofed by the City Before it is Printed
- Inserts Will be Created to Feature Special Events

- Front Cover



- Merchant Spread

DAYTONA BEACH DDA
MAY 2022 ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, June 2, 2022

THE VERANDA

818 State Road 31A North

Daytona Beach, FL 32082

 @GOLD_MKTG

 www.goldmarketing.com

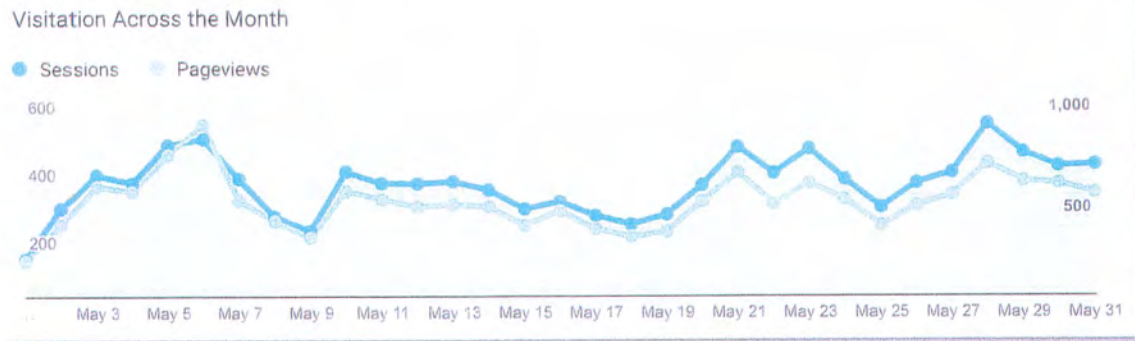
DAYTONA BEACH DDA

MAY 2022 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, June 2, 2022

Overall Traffic

MAY WEBSITE VISITATION



The above chart shows May 2022 traffic across the month. Overall, traffic levels were down slightly from the previous month due to lower organic traffic (*although online ad clicks were up*):

- MAY TRAFFIC: May 2022 had 10,273 sessions and 14,472 pageviews; and
- MAY WEBSITE USERS: May 2022 had 7,848 users (*7,611 new users*).

TOP PAGES

Most Viewed Pages

Page	Pageviews
/open-for-business/	4,773
/farmers-market/	2,680
/	2,079
/shopping/	492
/venue/beach-street/	491
/brochures-and-maps/	296
/dining/	295
/events/	249
/organizer/daytona-beach-downtown-farmers-market/	237
/event/cinco-de-mayo-street-party/	221

The “Open for Business” (*which featured merchant listings*), Farmers’ Market, Home (“/”), and Shopping pages were the most visited

DAYTONA BEACH DDA MAY 2022 ONLINE ANALYTICS REPORT

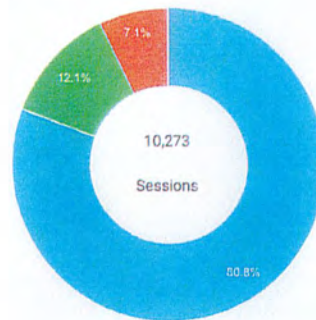
Prepared by GOLD Marketing • Thursday, June 2, 2022

Overall Traffic (*Continued*)

TRAFFIC TYPE

Sessions by Device Category

mobile desktop tablet



Mobile visitation continued to outpace desktop traffic in May.

KEY TRAFFIC SOURCES

Top Traffic Sources

Source / Medium	Sessions
google / cpc	6,012
google / organic	1,455
facebook_ads / cpc	1,257
(direct) / (none)	984
daytonabeach.com / referral	166
codb.us / referral	113
tourscanner.com / referral	72
l.facebook.com / referral	41
bing / organic	34
m.facebook.com / referral	32

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

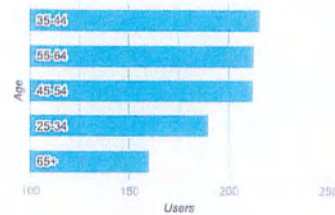
DAYTONA BEACH DDA MAY 2022 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, June 2, 2022

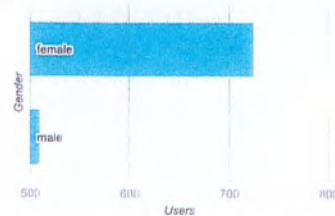
Overall Traffic (Continued)

DEMOGRAPHICS AND GENDER

Users by Age (Where Available)



Users by Gender (Where Available)



Where demographic information was available from Google, May site users were largely women aged 35+. (However, the additional online advertising dollars allocated by the Board resulted in higher engagement with younger prospects via social media advertising, which is not included in the above Google charts because the data is from Meta/Facebook. As noted below, this resulted in over 700 additional clicks from prospects in their 20s.)

Online Advertising

GOOGLE ADVERTISING



DAYTONA BEACH DDA MAY 2022 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, June 2, 2022

Online Advertising (*Continued*)

GOOGLE ADVERTISING (*Continued*)

The Google Ads in generated 7,984 clicks – up 3.3% from the previous month. (*This total includes 2,330 clicks for the Farmers' Market.*) Popular search advertising keywords in the month included “Daytona Beach” (*and similar*), “Downtown Daytona Beach Farmers Market,” (*and similar*), “Daytona Beach Shopping,” “Restaurants in Daytona Beach,” “Restaurants,” and “Farmers Market Near Me.”

FACEBOOK ADVERTISING



The Facebook advertising in May generated a total of 2,843 total link clicks (*up 21% from the previous month*). This included total 723 clicks for the Farmers' Market, and 717 clicks to new campaigns targeted to younger prospects ages 21-29.

MAY EVENT RESPONSES

The Riverfront Shops Facebook advertising also includes the promotion of DDA-sponsored events with the objective of generating event responses from potential attendees. May special events that were advertised included:

- CINCO DE MAYO STREET PARTY (5/5) – 328 total ad responses, with 1,236 combined ad and organic responses to the Riverfront Shops page's event listing;

DAYTONA BEACH DDA

MAY 2022 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, June 2, 2022

Online Advertising (*Continued*)

FACEBOOK ADVERTISING (*Continued*)

- MAY FOOD TRUCK RALLY (5/6) – 392 total ad responses, with 789 combined and organic responses to the Farmers' Market page's event listing; and
- DAYTONA BEACH BEER FEST (5/21) – 472 total ad responses, with 1,026 combined and organic responses to the Riverfront Shops page's event listing.

PAGE LIKES

The Riverfront Shops page had 14,817 “likes” at the end of May 2022, and the Farmers' Market page had 3,516 “likes” (*a modest increase for both*).



GOLD

MARKETING

Intelligent ImaginationSM

MAY-JUNE DDA MARKETING UPDATE

Prepared by GOLD Marketing • Thursday, June 2, 2022

THE VERANDA

814 State Road 314 North

Ponte Vedra Beach, FL 32082

 (904) 285-8600

 www.theverandaflorida.com

MAY-JUNE DDA MARKETING UPDATE

Prepared by GOLD Marketing • Thursday, June 2, 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 May and June 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 Summer shopping, dining, and special events;
- Specifically created online advertising to promote May and June events, including Cinco de Mayo, May Food Truck Rally, Daytona Beach Beer Fest, and June Food Truck Rally; *(Awaiting art/details for events after 7/1.)*
- 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 grow key performance measures month-over-month, and year-over-year. In short, May traffic levels were down slightly from than in the previous month, although online advertising clicks increased. *(Please find the Analytics Report provided separately.)*

Collateral Material

- Designed new sticker to promote Discount Card utilization at participating merchants;
- Kiosk Poster last updated to feature April and May events. *(Awaiting art/details on events after 7/1 for next update.)*
- 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.)*

Page 1 of 3

MAY-JUNE DDA MARKETING UPDATE

Prepared by GOLD Marketing • Thursday, June 2, 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;
- Specifically included the Farmers' Market in the Observer Group ads.

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 nine meetings, and June will mark our eighth 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, and beginning work on FY 2022-2023;
- Suggested, then implemented, new expenditures online and offline to strengthen customer trial and frequency of visitation;
- Conducted monthly meetings with client representative; and
- Prepared survey to gather preferred locations/times for future Merchant Meetings.

MAY-JUNE DDA MARKETING UPDATE

Prepared by GOLD Marketing • Thursday, June 2, 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!

[illegible]

SPECIAL EVENTS BUDGETED:

- dding \$10,000 to special events.
- sorship comes from a different City budget.
- nd the funds allocated for broadcast
online and print budgets.
- then \$14,000 in May for new summer events.
- | | | |
|---|--|---------------------------------------|
| • October 9, Wine Walk = \$2,500 | • January 29, Chili Cookoff = \$2,500 | • April 23, Wine Walk = \$2,500 |
| • October 22, Food Truck Rally = \$2,000 | • February 4, Food Truck Rally = \$2,500 | • May 5, Cinco de Mayo = \$5,000 |
| • October 23, Octoberfest = \$5,000 | • February 12, Wine & Chocolate Walk = \$0 | • May 6, Food Truck Rally = \$2,500 |
| • November 13, Wine Walk = \$2,500 | • February 26, Beer & Bacon Fest = \$2,500 | • May 21, Daytona Beer Fest = \$2,500 |
| • November 19, Food Truck Rally = \$2,000 | • March 17, St. Paddy's Day = \$5,000 | • June 3, Food Truck Rally = \$2,500 |
| • December 11, Wine Walk = \$2,500 | • March 19, Wine & Cheese Walk = \$2,500 | • July 1, Food Truck Rally = \$2,500 |
| • December 17, Food Truck Rally = \$2,000 | • April 1, Food Truck Rally = \$2,500 | • July 2, Food Truck Rally = \$2,500* |
| • January 7, Food Truck Rally = \$2,500 | • April 9-10, Spring Art Festival = \$20,000 | • August 5, Daytona Nights = \$6,500* |

Downtown Redevelopment Area (Downtown and Ballough Road)

Public Works Projects

Beach Street Streetscape Improvements Phase II

- Description/Commission District:
 - Project is for the design and construction of the Beach Street Streetscape between Bay St and Fairview Ave. The project involves increasing the width of the pedestrian walkways west of Beach St., reduction of driving lanes from four to two, parking modifications on both sides of Beach Street and ancillary traffic calming measures. Additional improvements in the project corridor include landscape, lighting upgrades, irrigation, backflow prevention, water services and other utility upgrades.
 - Zone 3
 - Downtown Redevelopment Area
- Progress
 - Design Engineer has been selected (PMA).
 - Agenda Packet for design contract approved June 16, 2021.
 - Design Kickoff Meeting held July 01, 2021
 - Meeting on Design Concept Presentation held August 25, 2021.
 - Topographic Survey on Project has been completed.
 - Workshop Presentations to City Commission for concept plans held October 20, 2021
 - Public Meeting conducted November 15, 2021
 - City Commission approval of Design March 16, 2022
 - Utilities Dept. request for Reuse Main Extensions MMB to Fairview and Bay St from Beach To Ridgewood
 - Preliminary (30%) design plans have been received from PMA
- Upcoming Work (1-week look-ahead)
 - Design consultant work on Design drawings.
 - Site review of Survey Topo for accuracy and Utility pick-ups.
 - City Staff review of 30% design plans
 - Prepare design change order for inclusion of Reuse main extensions
- Issue Risks/Challenges
 - Maintaining Traffic flow during Construction
 - Coordination with work in Riverfront Park
 - Constructing Project within Budget and timeframe
- Schedule
 - Change Order for Reuse line extensions being prepared for City Commission Agenda on June 1, 2022
- Project Costs
 - Design Cost: \$617,000
 - Construction Estimate \$8,000,000

Halifax Harbor Dock Renovation

- Commission District/Description:
 - Zone 3
 - Downtown CRA
 - Project consist of rebuilding deteriorated boat dock.
- Progress
 - Site review with local marina dock/lift contractors

- Three proposals were presented, and Antinori Construction was the lowest, responsive, and responsible bidder,
- Memo submitted to CM for approval and funding.
- Request made to Tech Services to refresh bids
- Project will require Engineering design and documents that will be published for ITB
- Schedule
 - Complete dock rebuild – TBD
- Project Costs
 - \$35,000 to \$50,000
- Summary
 - The single boat dock is weathered and falling into the water. Complete renovation is required. Project is pending a funding source.

Police / Coast Guard Auxillary Boathouse (extension of boatlift project below)

- Commission District/Description:
 - Installation of new covered dock and building improvements for the Coast Guard Aux. Building.
 - Zone 3 (Quanita May)
 - Redevelopment Area: Downtown
- Progress
 - Base set of autocad drawings (schematic) completed.
 - Bid set of drawings under production
- Schedule:
 - Bid set of drawings to be completed April, 2022
- Pending Work:
 - Bid Set for publication for solicitation of bids
- Risks/Challenges:
 - None at this time
- Project Cost:
 - \$500-\$600K
- Summary:
 - New dock, boat lift, boat lift roof, and various interior and exterior improvements to the existing Coast Guard Auxiliary Building.

○ .

City Island Pavilion and Footbridge Renovation

- Commission District/Description:
 - Zone 3
 - Downtown CRA
 - Project consist of replacing all decking and handrails on the three pavilions over the Halifax River.
- Progress
 - Site review
 - SOW was created and submitted to Department Head for required funding
- Schedule
 - Fund request – September 2021
 - ITB – TBD
 - Renovation – TBD
- Project Costs
 - \$375,000.00 estimated
- Summary
 - The deck boards and handrails on the City Island pavilions and footbridges have deteriorated to the extent that full replacement is required. Existing pilings, beams and joists are to remain and are not part of the scope of work.

Jackie Robinson Master Plan

- Commission District/Description:
 - Development of MLB mandated facility upgrades and Master Planning for Jackie Robinson Complex
 - Zone 3 (Quanita May)
 - Redevelopment Area: Downtown
- Progress
 - Project on hold until further notice as City Hall / Tortugas develops a scope and cost for project
- Schedule:
 - TBD
- Pending Work:
 - Site visits, programming, existing facility assessments vs. required improvements
 - Develop RFP scope and put project "on the street" for design proposals from design firms with documented stadium / sports arena experience
 - RFP effort temporarily paused as some effort may be duplicated by Tortuga's. Joint meeting to be set up to determine path of RFP and scoping.
- Risks/Challenges:
 - None at this time
- Project Cost:
 - Not known at this time.
- Summary:
 - Major League Baseball issued a "FACILITY STANDARDS" requirement list that is presented as an obligation of the facility owner to comply with. The upgrades to the facility are focused on the "players side" of the facility and do not directly impact the public / fan portions of the facility.
 -

Orange Ave Trail (PH I) (Beach St to the Chamber of Commerce) (Updated)

- Description & Commission and CRA Districts:
 - Commission Zone 3
 - CRA – Downtown Redevelopment Area
 - FDOT LAP Project to apply a road diet across the Orange Ave bridge to provide for a 12' wide concrete trail between Beach St and the Chamber of Commerce.
- Progress:
 - City submitted PH III deliverables to the FDOT for their PH III Reviews on June 29, 2021.
- Risks/Challenges:
 - Completion of Veteran's Memorial Bridge/trail cross section at SW intersection of City Island Parkway.
- Schedule:
 - 100% Plans: - TBD
 - Final Plans and specs- TBD
- Project Costs:
 - FDOT LAP Funding: TBD
 - Costs for Design: \$99,501.82
 - Costs (E) for construction: \$410,000
 - Cost for CEI: \$82,000
- Summary:

- Project back on track when County issues with bridge and striping access have been resolved.

Orange Ave Trail (PH II) (On City Island between Chamber of Commerce & ISB Underpass)

- Description & Commission and CRA Districts:
 - Commission Zone 3
 - CRA – Downtown Redevelopment Area
 - FDOT LAP Project to widen, relocate and construct 12' wide trail section along east riverfront from Phase 1 at Orange Ave connection at ISB underpass.
- Progress:
 - City submitted PH III deliverables to the FDOT for their PH III Reviews on June 29, 2021
- Risks/Challenges:
 - N/A
- Schedule:
 - 100% Plans: - TBD
 - Final Plans and specs - TBD
- Project Costs:
 - FDOT LAP Funding: TBD
 - Costs for Design: \$52,325.85
 - Costs (E) for construction: \$315,000
 - Cost for CEI: \$68,000
- Summary:
 - Project back on track when County issues with bridge and striping access have been resolved.

SUNTrail – Sweetheart Trail Beach St (Bellevue to Marina Point)

- Description & Commission and CRA Districts:
 - Commission Zone 3
 - CRA – Downtown Redevelopment Area
 - Sweetheart Trail Project, bundled with a 36" FM utility project, to construct a 12' wide concrete trail along Bellevue Ave between Beach St and Donnelly Place, and on Beach St from Bellevue Ave to Marina Point. The trail will be constructed as the 36" FM progresses.
- Progress:
 - This project is now Final Complete as of July 21, 2021.
- Upcoming Work (1-week look-ahead):
 - City Commission approve Final Project Resolution.
 - Ribbon cutting ceremony planned, date TBD
- Schedule:
 - SUNTrail JPA for Construction expires November 21, 2021
- Project Costs:
 - FDOT SUNTrail PE Funding: \$56,819
 - Costs for Design: \$57,009.22
 - FDOT SUNTrail CONSTR Funding: \$300,000 + \$154,035 = \$454,035.00
 - Costs for construction: \$718,583 (includes full depth reconstruction of roadway realignment of Beach St, and traffic signal re-design).
- Summary:

- **Project is completed, remove from list upon final payment and reimbursement from FDOT.**

SUNTrail – Sweetheart Trail Beach St (Marina Point to Orange)

- Description & Commission and CRA Districts:
 - Commission Zone 3
 - CRA – Downtown Redevelopment Area
 - Sweetheart Trail Project, bundled with a 36" FM utility project, to construct a 12' wide concrete trail on Beach St from Marina Point to Orange Ave. The trail will be constructed as the 36" FM progresses.
- Progress:
 - This project is now Final Complete as of June 29, 2021..
- Upcoming Work (1-week look-ahead):
 - City Commission approve Final Project Resolution
 - Ribbon cutting ceremony planned, date TBD
- Risks/Challenges:
 - N/A
- Schedule:
 - SUNTrail JPA for Construction expires November 21, 2021
- Project Costs:
 - FDOT SUNTrail PE Funding: \$71,455
 - Costs for Design: \$74,604.44
 - FDOT SUNTrail CONSTR Funding: \$450,000 + \$121,825 = \$571,825.00
 - Costs for construction: \$656,844
- Summary:
 - **Project is completed, remove from list upon final payment and reimbursement from FDOT.**

Ballough Road Bridge

- Commission District/Description:
 - Zone 2 and Zone 3, Ballough Redevelopment Area
 - Repair miscellaneous items identified on July 2021 FDOT bridge inspection report.
- Schedule
 - Purchase Order Issuance – Aug 2021
 - Complete work – April 2022
- Project Cost
 - Cost of repair services is \$16,135.96.
- Summary
 - Sanderson Concrete provided proposal to complete scope of work identified in the FDOT 2021 bridge inspection report.
 - Purchase Order to complete the necessary work has been issued.
 - A preconstruction meeting held, Contractor on site the week of Nov 15th completing work as tidal fluctuation allow. Work is approximately 95% complete.
 - Progress meeting held on April 5th, work should be finished up by the end of the month.
 - **Work is Completed, remove from list upon confirmation of final payment.**