

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 August 11, 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.

	<p>For special accommodations, please notify the City Clerk's Office at least 72 hours in advance. (386) 671-8023</p>		<p>Help for the hearing impaired is available through the Assistive Listening System. Receivers can be obtained from the City Clerk's Office.</p>
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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: July 1, 2022
4. **Reports & Presentations**
 - a. Public Safety Update
 - b. Marketing Update
 - c. Events Update
 - d. Farmers' Market Update
5. **Public Comments**
6. **Board Comments**
7. **Adjournment**

<i>Planning Board Approvals</i>		
Approval	Initials	Date
Redevelopment Director	<i>TKW</i>	<i>8-9-2022</i>
City Attorney	<i>RJ</i>	<i>8/9/22</i>
City Manager	_____	_____

THE CITY OF DAYTONA BEACH DDA



CONTENTS

1. July-August 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



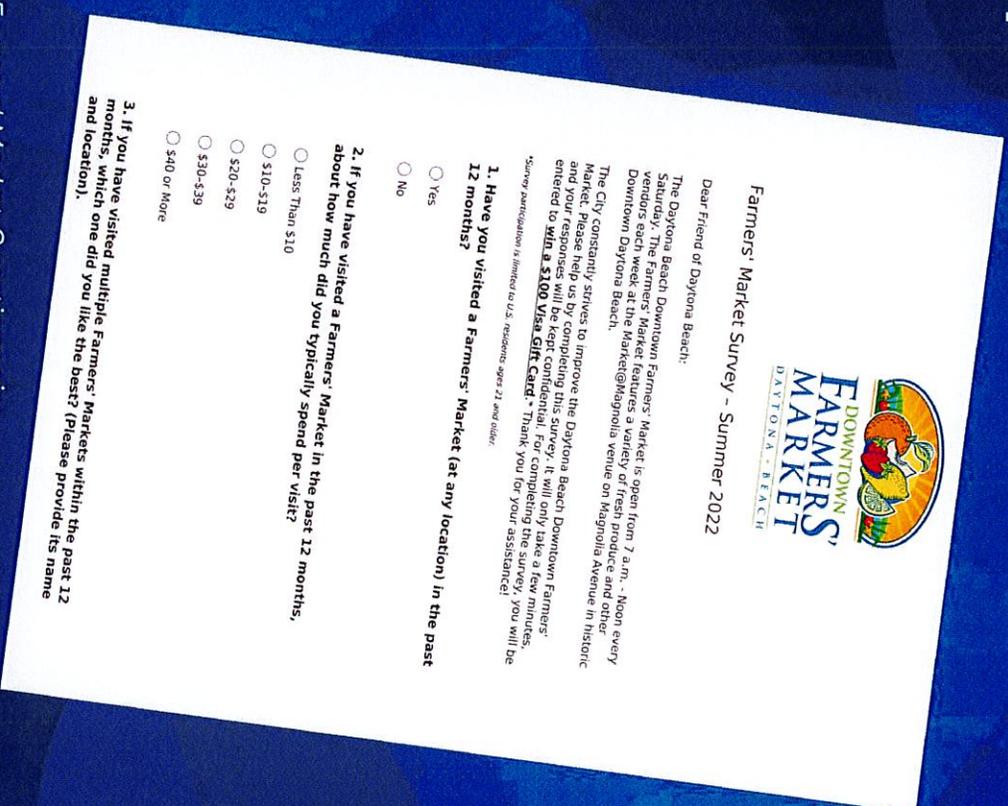
- *Farmers' Market Research Findings*
- *Budget Discussion for FY 2022-2023*



2. NEW MARKETING INITIATIVES

FARMERS' MARKET RESEARCH

- Launched a Survey to Measure the Preferences and Satisfaction Levels of Our Market Customers
- 146 Customers Participated in the Survey
- GOLD Offered a \$100 Gift Card to Encourage Participation



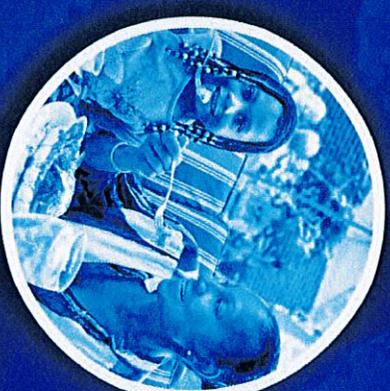
- Farmers' Market Questionnaire

2. NEW MARKETING INITIATIVES

FARMERS' MARKET RESEARCH FINDINGS

RESPONDENT COMPOSITION

- *The Majority were Women, 54+ with Higher than Average HHIs*
- *9-Out-of-10 Reside in Volusia County*
- *Most Visit the Downtown Market 2 Times or Less Per Year and Spend Less than \$30 Per Visit*
- *Nearly All Frequent Other Markets*



2. NEW MARKETING INITIATIVES

FARMERS' MARKET RESEARCH FINDINGS

CUSTOMER EXPERIENCE OVERALL

- *Half of the Lower-Income Customers Rated the Market as Good to Excellent, and Half Rated it Poor to Average*
- *7-Out-of-10 Higher-Income Customers Gave it a Poor to Average Rating*
- *Most Customers Gave the Market a Poor Rating than Any Other Score*



2. NEW MARKETING INITIATIVES

FARMERS' MARKET RESEARCH FINDINGS

BEST LOCATION & TIME

- 7-Out-of-10 Cited the Riverfront Esplanade as a Better Location, which Would Increase Their Attendance
- 7-Out-of-10 Preferred the Market be Held on a Different Day
- Sunday Mornings Starting at 9-10 a.m. and Ending at 1-3 p.m. was Preferred Most



2. NEW MARKETING INITIATIVES

FARMERS' MARKET RESEARCH FINDINGS

KEY CONCLUSIONS

To Attract More Customers Who Will Attend More Often and Spend More Money, They Need to Have an Excellent Experience, with:

- *More Produce Vendors and a Wider Variety of Food, with Better Entertainment, Signage, Security and Parking*
- *A More Desirable Location and Days/Hours of Operation*

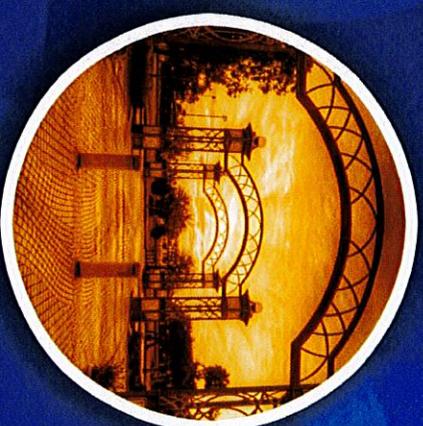
QUESTIONS & ANSWERS

Thank You for Your Business!



G O L D

Marketing Communications





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JULY-AUGUST DDA MARKETING UPDATE

Prepared by GOLD Marketing • Wednesday, August 3, 2022

THE VERANDA

814 State Road 11A North

Ponte Vedra Beach, FL 32082

T 904.285.5669

W StrikeGold.com

JULY-AUGUST DDA MARKETING UPDATE

Prepared by GOLD Marketing • Monday, August 1, 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 July and August 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, plus planning tactics and buys for FY 2022-2023;
- Specifically created online advertising to promote June and July events, such as the July Food Truck Rally and August Food Truck Rally and Car Show; *(Awaiting art and details for the September DDA event.)*
- Created, negotiated, and placed Google Search and Display advertising and Facebook advertising to promote special downtown area events, shopping, dining, entertainment, and the Farmers' Market. 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 The Observer Group publications and negotiated new buys for the DDA's consideration with additional print publications and radio stations, plus the rack brochure distributor, 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, July website traffic increased over the previous month. *(Please find the Analytics Report provided separately.)*

Collateral Material

- Kiosk Poster last updated to feature the August Food Truck Rally and Car Show, plus upcoming Daytona Tortugas games. *(Awaiting art and details for the September DDA event.)*
- Continuously updated the Merchant Directory and map to include the latest changes; and
- Final Rack Brochure merchant listings and other updates were made including to the brochure event insert.

Page 1 of 3

JULY-AUGUST DDA MARKETING UPDATE

Prepared by GOLD Marketing • Monday, August 1, 2022

E-Marketing

- Wrote, designed, programmed, and distributed multiple e-blasts each month to the merchant and customer databases. In July and August to date, these have featured upcoming featuring special events, the Farmers' Market research, merchant website and collateral listing updates, and more.

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, and web marketing for the Riverfront Shops;
- Specifically included the Farmers' Market in the Observer Group ads, but removed it from the rack brochure as voted on by the DDA board; and
- Developed a survey questionnaire to quantify and evaluate customer and prospective customer wants and needs to increase visitation frequency, and analyzed the findings and prepared the results.

Public & Media Relations

- Wrote and distributed press releases regarding special events and Farmers' Market activities, plus negotiated placement with key media outlets.

Research & Strategic Planning

- Prepared Board presentation materials for eleventh meetings, and August will mark our tenth presentation; (*Agency contract calls for four total annually.*)
- Prepared, executed, analyzed, and presented a new Farmers' Market customer research study.

Tactical Planning

- Developed ad revised FY 2022-2023 marketing budget and Tactical Plan alternatives;
- 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;
- Updated the Tactical Plan spreadsheet for FY 2021-2022; and
- Conducted monthly meetings with client representatives and prepared weekly marketing updates.

Page 2 of 3

JULY-AUGUST DDA MARKETING UPDATE

Prepared by GOLD Marketing • Monday, August 1, 2022

Website

- Made additional updates to the Esplanade copy and art on the site;
- Continuously updated the special events shown on the Home Page and Calendar of Events. Merchant listing information is also updated as received;
- Updated the downloadable merchant map on the site; and
- Ongoing search engine optimization and site maintenance.

Pro Bono

- WEB DEVELOPMENT – Site plan meetings and schematic diagrams navigation for the Midtown Redevelopment District;
- RESEARCH – Developing a research study and survey surveys for the Farmers' Market;
- TRADEMARK INVESTIGATION – Further study of Midtown Daytona branding assets; and
- PRESENTATIONS – Additional presentations and materials prepared for the DDA Board.

Thank you for your business!



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DAYTONA BEACH DDA
FARMERS' MARKET RESEARCH REPORT

Prepared by GOLD Marketing • Wednesday, July 27, 2022

THE VERANDA

814 State Road 41A North

Ponte Vedra Beach, FL 32082

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DAYTONA BEACH DDA

FARMERS' MARKET RESEARCH REPORT

Prepared by GOLD Marketing • Wednesday, July 27, 2022

Research Purpose

Although research is not part of the agency's present contract, GOLD Marketing prepared and distributed a survey in July 2022 to measure the preferences and satisfaction levels of Daytona Beach Downtown Farmers' Market customers. The survey was deployed twice and received 146 responses, with 118 completing it (*a 76% completion rate*). As the results indicate, the survey achieved its objective of providing actionable customer insights for the Daytona Beach Downtown Development Authority (*DDA*).

NOTE: *When reviewing data sets, please consider that the totals may not equal 100% as the percentages have been rounded. Two responses were received after the survey was closed. The answers were considered, but they did not change the results or our conclusions.*

Respondent Composition

The survey's demographic findings are very important from a marketing perspective. Nearly 8-out-of-10 respondents (*78.49%*) were female, which is in line with the overall decision-maker audience for the Riverfront Shops of Daytona Beach, as shown in previous research studies and the DDA's monthly analytics reports. The largest group (*75.53%*) were 56 years of age or older, with few (*2.13%*) being 35 or younger.*

The income levels of respondents varied as well, with 8-out-of-10 customers (*79.79%*) having a higher-than-average combined annual household income (*HHI*) for the area. Approximately 3-out-of-10 customers earn \$100,000 or more, with only a few having HHIs of less than \$25,000.

Overall, 9-out-of-10 of survey Farmers' Market customers (*89.6%*) originated from within Volusia County:

- DAYTONA BEACH: 31.17%;
- ORMOND BEACH: 19.48%;
- PORT ORANGE: 12.98%;
- OTHER VOLUSIA COUNTY CITIES/COMMUNITIES: 20.78%;
- OTHER FLORIDA COUNTIES: 10.39%; and
- OTHER STATES: 5.19% (*Seasonal Daytona Beach area residents*).

***NOTE:** *These data are significantly different from national averages for farmers' markets as reported by California Polytech University, Deloitte, Pew, and the U.S. Department of Agriculture. Local area demographics also differ from national averages.*

DAYTONA BEACH DDA

FARMERS' MARKET RESEARCH REPORT

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Shopping Frequency & Customer Spending

Generally speaking, customers visit the Daytona Beach Downtown Farmers' Market infrequently. About 6-out-of-10 visited the Downtown Farmers' Market twice or less in the past 12 months. And only 1.85% were somewhat regular shoppers who visited 9 or more times.

Certainly, the lingering effects of COVID-19 contributed to this, yet the majority of these same customers visited other farmers' markets more frequently during the same period, especially those in Port Orange, New Smyrna Beach, Palm Coast, and Lake Mary – in that order. National data also shows that most farmers' market customers are regular attendees, visiting 10 times or more per year. Therefore, the results suggest that their shopping experience at the market in Daytona Beach was not as fulfilling. Local spending levels were also lower than national averages, with 8-out-of-10 (79.17%) spending \$29 or less, and 2-out-of-10 spending \$19 or less. Relatively few customers spent over \$29, with spending usually increasing with customer HHI.

Customer Experience

Respondents were asked to rate the Farmers' Market on a scale from excellent to poor in a number of important areas. For each, the majority of "scores" were spread fairly evenly. However, the scores were much lower among those with higher HHI, those who traveled greater distances to be there, and those who visited less often.

LOWER-INCOME CUSTOMERS

- Overall Quality: 53.71% Good to Excellent; 46.29% Poor to Average;
- Quality of Produce: 61.17% Good to Excellent; 38.83% Poor to Average;
- Quality of Market Entertainment (*Including music, picture taking, costume characters, etc.*): 41.76% Good to Excellent; 58.24% Poor to Average; and
- Quality of Market Events: (*Including Christmas, Valentine's Day, Fall Festival, etc.*): 46.05% Good to Excellent; 58.24% Poor to Average.

HIGHER-INCOME CUSTOMERS

- Overall Quality: 33.22% Good to Excellent; 67.78% Poor to Average;
- Quality of Produce 36.70% Good to Excellent; 63.30% Poor to Average;
- Quality of Market Entertainment (*As described*): 25.05% Good to Excellent; 74.95% Poor to Average; and
- Quality of Market Events: (*As described*): 27.63% Good to Excellent; 72.37% Poor to Average.

NOTE: *Averaging all of the scores for lower-income customers. 5-out-of-10 rated the market from both good to excellent, and poor to average. While 7-out-of-10 higher-income customers rated it as poor to average. And with both groups, there were more poor scores than any other.*

DAYTONA BEACH DDA

FARMERS' MARKET RESEARCH REPORT

Prepared by GOLD Marketing • Wednesday, July 27, 2022

Customer Recommendations

The leading suggestion customers offered to increase their visitation frequently was to have additional vendors, especially produce vendors. This was cited by nearly every respondent (98.92%). As this was an open-ended question, more than one suggestion could be provided by each respondent. Therefore, other suggestions that were frequently given included offering fresh fish, meats, poultry, and flowers (*by 59.79% combined*); regular and better entertainment and themed events (*by 42.27% combined*); additional security, more visible signage, and additional convenient parking – especially for handicapped customers (*by 22.68% combined*).

Customers were asked to select the best location to have the Farmers' Market, and the following three garnered all of the votes:

1. RIVERFRONT ESPLANADE (*Including Riverfront Park and simply Esplanade*): 70.53%;
2. CURRENT LOCATION (*Including Downtown Market, Magnolia, and/or similar*): 16.07%; and
3. JACKIE ROBINSON FIELD (*Including Robinson Baseball Field and City Island*): 13.39%.

NOTE: *Few seasonal residents voted for the Riverfront Esplanade, as they likely have not visited it yet.*

Lastly, customers provided their recommendations for the time to have the market. More preferred it to be held on a different day and time than at present (66.99%), with Sunday morning being preferred most. And if held on Saturdays or Sundays, better than 9-out-of-10 suggested that it start later (9-10 a.m.) and last longer (1-3 p.m.). A relatively small number of respondents wanted to have the market on Fridays (11.10%), most of whom preferred late afternoon or evening hours. (*Two suggested that it be closed during the summer months.*)

Key Conclusions

Presently, customer frequency of visit to the Daytona Beach Downtown Farmers' Market is low, as are their spending and satisfaction levels. Most customers would also prefer a different location (*ideally the Riverfront Esplanade*), with later start and end times, and more of everything (*produce vendors, food selection, entertainment, events, parking, security, etc.*). However, the customers who participated in the survey enjoy farmers' markets, as the majority had visited others in the area as well. This suggests an opportunity to increase traffic to our farmers' market if customer suggestions and preferences are addressed.

Should you have any questions regarding this survey or the report, please let us know.

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DAYTONA BEACH DDA
JULY 2022 ANALYTICS REPORT

Prepared by GOLD Marketing • Wednesday, August 3, 2022

THE VERANDA

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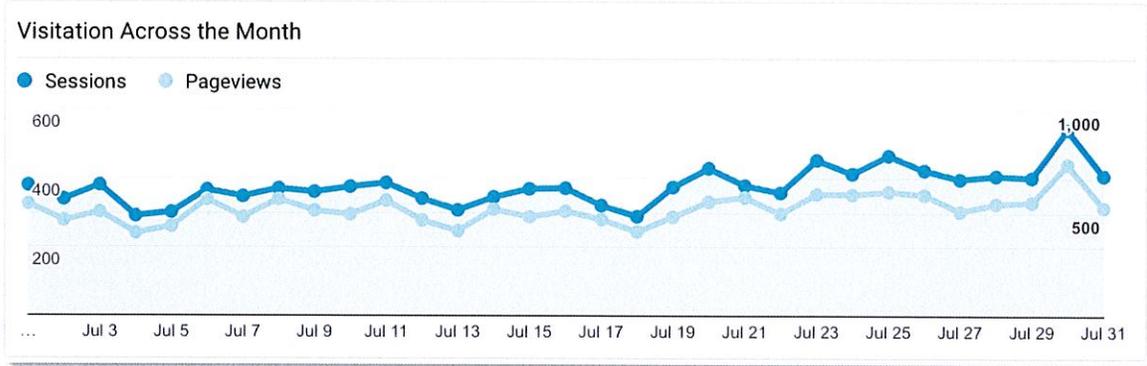
DAYTONA BEACH DDA

JULY 2022 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Wednesday, August 3, 2022

Overall Traffic

JULY WEBSITE VISITATION



The above chart shows July 2022 traffic across the month. Overall, traffic was relatively even across July, and it increased over the previous month.

- **JULY TRAFFIC:** 11,687 sessions and 16,072 pageviews (*up 13.8% and 11.1%, respectively, over the previous month*); and
- **JULY WEBSITE USERS:** 8,758 total users and 8,455 new users (*up 7.1% and 9.0%, respectively, over the previous month*).

TOP PAGES

Most Viewed Pages		
Page		Pageviews
/		8,377
/farmers-market/		2,088
/shopping/		597
/events/		461
/dining/		458
/brochures-and-maps/		359
/organizer/daytona-beach-downtown-farmers-market/		237
/attractions/		222
/open-for-business/		83
/farmers-market/farmers-market-vendors/		82

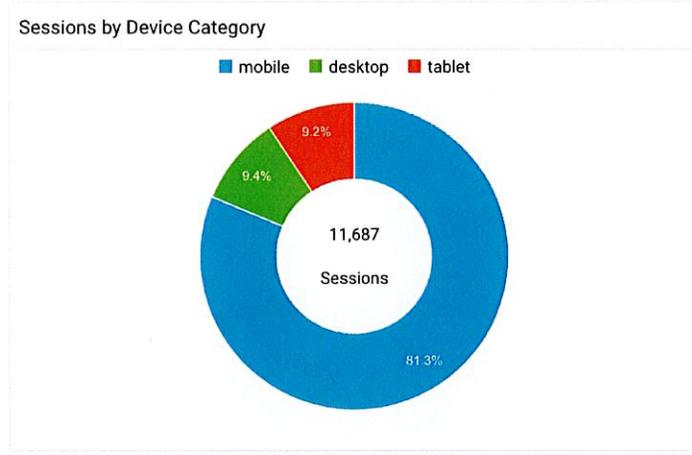
The Home, Farmers' Market, Shopping, Dining, and Events pages were the most visited. (/ = Home Page.)

DAYTONA BEACH DDA JULY 2022 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Wednesday, August 3, 2022

Overall Traffic (*Continued*)

TRAFFIC TYPE



Mobile visitation continued to outpace desktop traffic in July.

KEY TRAFFIC SOURCES

Top Traffic Sources

Source / Medium	Sessions
google / cpc	7,008
facebook_ads / cpc	1,894
google / organic	1,083
(direct) / (none)	977
daytonabeach.com / referral	238
codb.us / referral	158
tourscanner.com / referral	130
l.facebook.com / referral	36
bing / organic	31
m.facebook.com / referral	30

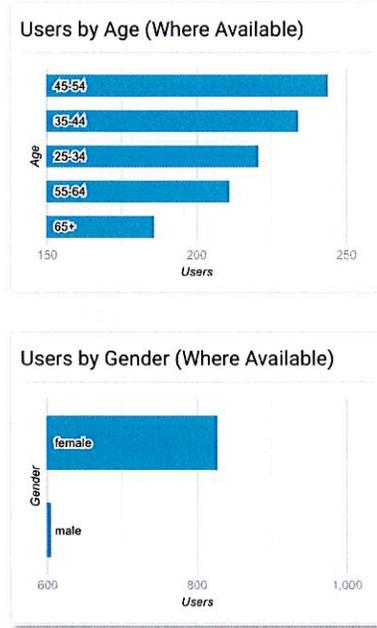
Google and Facebook advertising were the largest traffic sources, followed by Google organic search traffic and direct visits.

DAYTONA BEACH DDA JULY 2022 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Wednesday, August 3, 2022

Overall Traffic (Continued)

DEMOGRAPHICS AND GENDER



Where demographic information was available from Google, July site users were largely women, with the top age groups being 45-54, 35-44, and 25-34.

Online Advertising

GOOGLE ADVERTISING



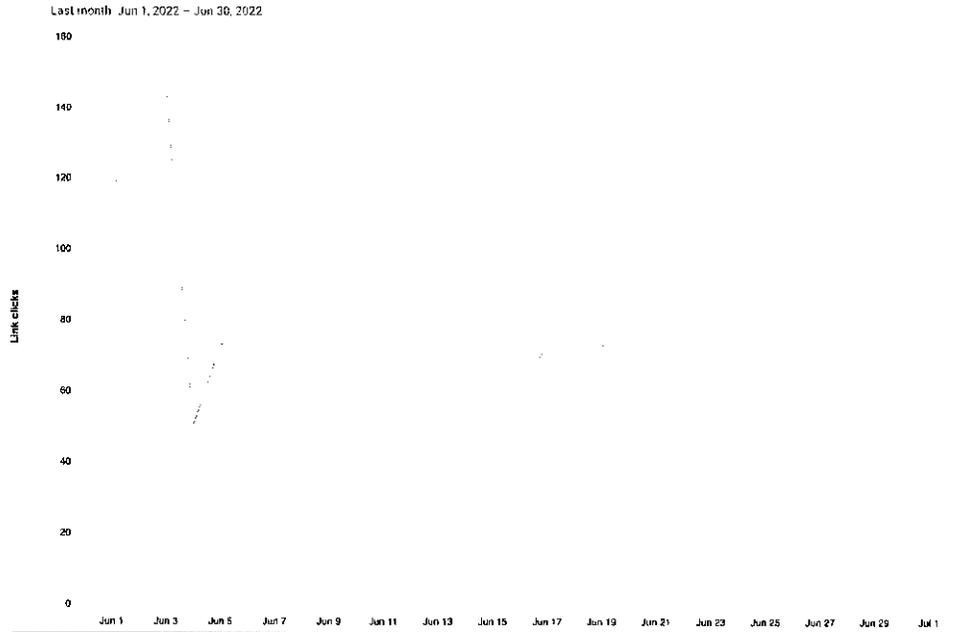
The Google Ads in July generated 9,016 clicks – up 10.9% from the previous month. (This total includes 1,9266 clicks for the Farmers' Market.) Popular search advertising keywords in the month included “Daytona Farmers’ Market” (and similar), “Restaurants in Daytona Beach,” Daytona Beach Shopping,” “Daytona” (and similar), and “Restaurants.”

DAYTONA BEACH DDA JULY 2022 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Wednesday, August 3, 2022

Online Advertising (*Continued*)

FACEBOOK ADVERTISING



The Facebook advertising in July generated a total of 3,383 total link clicks – an increase of 26.4% over the previous month – including 643 total clicks for the Farmers’ Market, and 675 clicks to campaigns specifically targeted to younger prospects ages 21-29.

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. July Food Truck Rally event received 652 responses to the event advertising, with 1,455 combined ad and organic responses to the Riverfront Shops’ listing for the event.

NOTE: Final data for the August 5th Food Truck Rally & Car Show event will be included in the next report, but as of this writing, it had 2,594 combined ad and organic responses to the Riverfront Shops’ listing of the event.

PAGE LIKES

The Riverfront Shops Facebook page had 15,206 “likes” at the end of July 2022, and the Farmers’ Market page had 3,627 “likes” (*a modest increase for both*).

DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY

FY 2021 - 2022 MARKETING FLOWCHART

Updated August 8, 2022

11th Draft

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

MEDIA	DESCRIPTION	SPACE CLOSE	MAT. CLOSE	MONTHS												TOTALS		
				OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT			
A. GENERAL MARKETING SERVICES (\$40,000 Budget)																		
Supplies	Keat postcards, (\$750 budget)	N/A	N/A															\$750
TECHNICAL SERVICES	Fees for Contact domains, and web hosting, (\$850 budget)	N/A	N/A															\$850
PROFESSIONAL SERVICES	Marketing agency fees for strategic planning, consultation, media negotiations, email marketing, on/offline advertising, social media, public relations, research, web maintenance, and related copywriting, design, and production, (\$24,000 budget)	N/A	N/A															\$24,000
B. DOWNTOWN MARKETING MEDIA (\$50,588 Budget)																		
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	\$737.50	\$737.50	\$1,737.50	\$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	\$737.50	\$737.50	\$1,737.50	\$9,500
Offline: Broadcast	TV advertising media and production, plus Beach TV (\$1,200), \$13,650 local 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	\$695	\$695	\$695	\$6,947
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	\$489	\$489	\$489	\$489	\$489	\$489	\$489	\$5,944
C. DOWNTOWN EVENTS (\$85,000 Budget - Revised to \$85,000)																		
EVENT MARKETING*	Budget set aside for FY 2021-2022 event fees and advertising (\$85,000 budget)	4 Weeks Prior	3 Weeks Prior	\$85,000														\$85,000
D. MARKET@MAGNOLIA (\$8,000 Budget)																		
Online	Google geo-targeted search and display ads, (\$2,400 budget.)	2 Weeks Prior	1 Week Prior	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$2,400
Social	Social media geo-targeted ads, including vendor recruitment advertising, (\$5,500 budget)	2 Weeks Prior	1 Week Prior	\$200	\$900	\$270	\$270	\$270	\$270	\$270	\$270	\$270	\$270	\$270	\$270	\$270	\$270	\$3,500
E-marketing	Database recruitment marketing program to farmers, including printing and distribution, (HOLD.)	2 Weeks Prior	1 Week Prior															\$0
TOTAL				\$91,988	\$8,684	\$9,476	\$7,029	\$8,379	\$8,504	\$8,379	\$7,804	\$7,379	\$7,204	\$9,485	\$7,379			\$172,641

BUDGET NOTES:
• \$2,500 reimbursed by Heart 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 in April for another May event, then \$14,000 in May for new summer events.
- DDA allocated an additional \$1,000 per month May-Sept. for additional social media advertising.

SPECIAL EVENTS BUDGETED:

- October 9, Wine Walk = \$2,500
- October 22, Food Truck Rally = \$2,000
- October 23, Octobrefest = \$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 9-10, Spring Art Festival = \$20,000
- January 23, Wine Walk = \$2,500
- February 4, Food Truck Rally = \$2,500
- February 12, Wine & Chocolate Walk = \$0
- February 26, Bear & Bacon Fest = \$2,500
- March 17, St. Paddy's Day = \$5,000
- June 3, Food Truck Rally = \$2,500
- July 1, Food Truck Rally = \$2,500
- July 2, Food Truck Rally = \$2,500*
- August 5, Daytona Nights = \$6,500

NOTE: Clarification needed on whether this should be reallocated to a September event.

MIDTOWN DAYTONA BEACH WEBSITE CONCEPTS

Prepared Pro Bono by GOLD • Friday, August 5, 2022

APPROACH C

MIDTOWN DAYTONA BEACH LOGO

SHOPPING DINING SERVICES CULTURE ABOUT

DISCOVER HISTORIC MIDTOWN DAYTONA BEACH

With over a century of history, Midtown offers a distinctive experience for visitors and locals alike. Come explore our signature shopping, dining, services, and more. Get in the middle of our unique culture — and discover a different side of Daytona Beach.

UPCOMING EVENTS

EVENT TITLE
January 5 • 8pm-10pm

EVENT TITLE
January 5 • 8pm-10pm

EVENT TITLE
January 5 • 8pm-10pm

00000 Anyplace Boulevard
Daytona Beach, Florida 32114

000.000.0000

BROCHURE
WALKING MAP
CONTACT US

JOIN OUR NEWSLETTER:
SUBMIT

FOLLOW US:

MIDTOWN DAYTONA BEACH WEBSITE CONCEPTS

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APPROACH A

