

# 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** **SPECIAL BOARD MEETING** Friday, August 16, 2022 @12:30 p.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><b>For special accommodations, please notify the City Clerk's Office at least 72 hours in advance. (386) 671-8023</b></p>		<p><b>Help for the hearing impaired is available through the Assistive Listening System. Receivers can be obtained from the City Clerk's Office.</b></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. **Reports & Presentations**
  - a. Budget Discussion
  - b. Request for Funding
4. **Public Comments**
5. **Board Comments**
6. **Adjournment**

<b><u>Redevelopment Board Approvals</u></b>		
<b><u>Approval</u></b>	<b><u>Initials</u></b>	<b><u>Date</u></b>
Redevelopment Director	<i>REJ</i>	<i>8.12.2022</i>
City Attorney	<i>RJ</i>	<i>8/12</i>
City Manager	<i>BG for RJ</i>	<i>8/12</i>

45/10

## Riverfront Esplanade calendar

Katrina Guevara <events@riverfrontesplanade.com>

Fri 8/12/2022 11:48 AM

To: Toliver, Michele <ToliverMichele@CODB.US>; Thomas, Ken <ThomasKen@CODB.US>

Cc: Joe Yarbrough <manager@riverfrontesplanade.com>; Cindy Powell <admin@riverfrontesplanade.com>

 4 attachments (1 MB)

Riverfront Esplanade - A December to Remember Events List - Revised.pdf; October 11 (1).png; November 11.png; December.png;

[EXTERNAL EMAIL. EXERCISE CAUTION.]

Good Afternoon,

Attached is the schedule of events for the remainder of 2022.

Our 2023 schedule is still in development as we work through rentals and events. We expect to continue our monthly activities:

- Wellness Walks the first weekend of each month, generally Sunday morning
- Movies in the Lawn, last Friday of each month

The ONLY funding the Riverfront Esplanade is seeking is the matching funds for the Holiday Program: "A December to Remember" with the path lit every day from Dec 7th- Dec. 31st and nightly community events.

We are open to discussions of a reimagined Market on the property. We do not have any recurring market in our current schedule, as we don't want to conflict or compete with the Beach Street Farmers Market.

There may be other event producers using the property that seek support or funding from the DDA. Those event owners are supported by the Riverfront Esplanade, but we are not the event owners/producers. If funds are donated, they would go to that entity to support their event marketing and not the Riverfront Esplanade. Some examples of this might be:

- Eat, Drink, VegFest in October - Managed by Don Stoner
- Making Strides 5K and Walk in October - Managed by American Cancer Society of Volusia Chapter
- Veterans Concert and Family Festival in November - Managed by Locals Mix

Please reach out if you need any additional information. I will be at the workshop meeting on Tuesday to observe and available for any questions.

Thank you!

**Katrina Guevara**

Events Manager

386.852.2734 | [events@riverfrontesplanade.com](mailto:events@riverfrontesplanade.com)

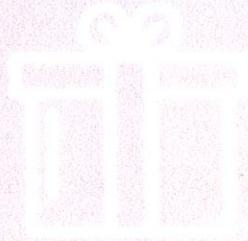
249 N. Beach Street, Daytona Beach, FL 32114

[RiverfrontEsplanade.com](http://RiverfrontEsplanade.com)

# A December to Remember

at the **Riverfront Esplanade**

17 DAYS OF ACTIVITIES TO CELEBRATE THE HOLIDAYS



## GRAND OPENING WEDNESDAY DECEMBER 7

5:30-6:30 p.m.

6:30-9:00 p.m.

Opening Ceremony at the News Journal Center  
with Entertainment, Craft Stations, Activities & More!

### WEDNESDAYS

### WEDNESDAYS

6:00-8:00 p.m.

#### DECEMBER 14

6:00-8:00 p.m.

The Running Elements'  
Holiday Lights Run/Walk

#### DECEMBER 21

6:00-8:00 p.m.

Santa Paws Pet Contest & Parade

### THURSDAYS

6:00-9:00 p.m.

#### DECEMBER 8, 15 & 22

6:00-9:00 p.m.

Holiday Movie - South Lawn  
Craft Stations  
Hot Chocolate/Popcorn/Cookies

### FRIDAYS

6:00-9:00 p.m.

#### DECEMBER 9, 16 & 23

6:00-9:00 p.m.

Santa by the Ranger Station  
Holiday Bazaar  
Live Music at Veterans Plaza

### SATURDAYS

12:00-4:00 p.m.

#### DECEMBER 10

12:00-4:00 p.m.

Marine Day with  
Daytona Beach Police Department

6:00-9:00 p.m.

Daytona Beach Christmas Parade  
Holiday Bazaar  
Holiday Music

#### DECEMBER 17

6:00-9:00 p.m.

Holiday Jazz Concert  
News Journal Center  
Holiday Bazaar  
Holiday Music

#### DECEMBER 1 - 31

Photo Stations at Overlook

**Ability to reserve private space  
for Christmas Parties**

(businesses, non-profits, groups)

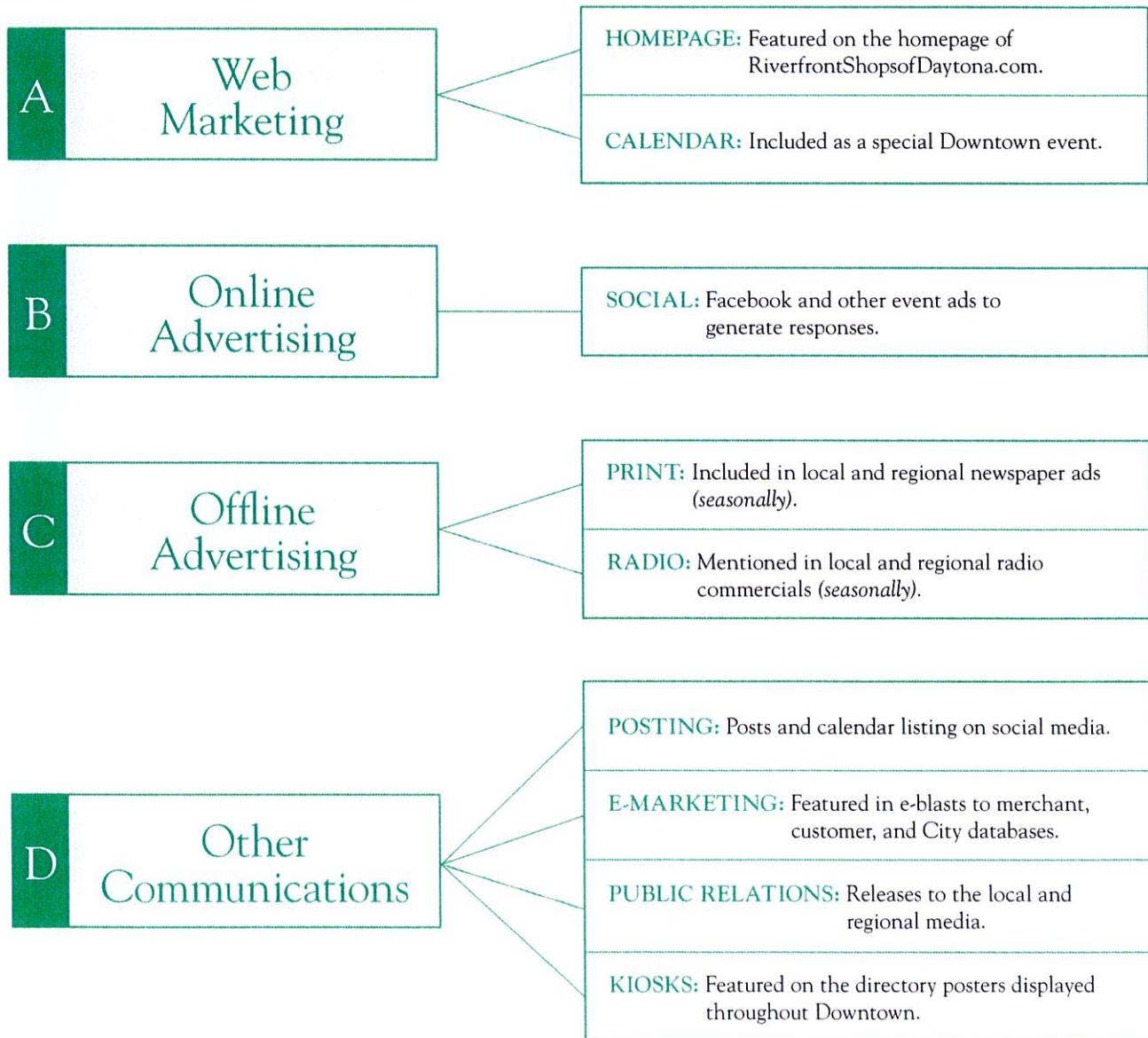
**For more information, email:**  
[events@riverfrontesplanade.com](mailto:events@riverfrontesplanade.com)



**MARKETING SUPPORT FOR THE CITY OF DAYTONA BEACH  
DOWNTOWN DEVELOPMENT AUTHORITY SPECIAL EVENTS**

Prepared  
August, 2022

The Downtown Development Authority (DDA) wants all events that are held in the Historic Downtown Riverfront Area to be successful. Therefore, the following shows the marketing support that event producers can expect to receive FREE OF CHARGE for events that the DDA Board approves for funding or otherwise sanctions:



**FOR MORE INFORMATION CONTACT: Ken Thomas, [ThomasKen@codb.us](mailto:ThomasKen@codb.us)**



**G O L D**  
M A R K E T I N G

*Intelligent Imagination™*

**UPDATED DAYTONA BEACH DDA  
FARMERS' MARKET RESEARCH REPORT**

*Prepared by GOLD Marketing • Wednesday, July 27, 2022*

*Updated Friday, August 12, 2022*

**T H E   V E R A N D A**

*814 State Road, 11A North*

*Ponte Vedra Beach, FL 32082*

**T** 904.285.5662

**W** [www.theverandamarketing.com](http://www.theverandamarketing.com)

# **UPDATED DAYTONA BEACH DDA FARMERS' MARKET RESEARCH REPORT**

*Prepared by GOLD Marketing • Wednesday, July 27, 2022  
Updated Friday, August 12, 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).

When reviewing the findings, it is important to consider how external conditions may influence research responses. Examples can include seasonality (*when the survey was launched*), current events (*such as the pandemic, the economy, etc.*), or changes in social, psychological, or cultural conditions. These may also impact Farmers' Market attendance and satisfaction – and therefore profitability.

**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% (*nearly all within a 3-mile radius of the Farmers' Market*);
- ORMOND BEACH: 19.48% (*5.9 miles from the Farmers' Market*);
- PORT ORANGE: 12.98% (*6.1 miles from the Farmers' Market*);
- OTHER VOLUSIA COUNTY CITIES/COMMUNITIES: 20.78% (*including Ponce Inlet, New Smyrna Beach, Edgewater, Holly Hill, and DeLand*);

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# **UPDATED DAYTONA BEACH DDA FARMERS' MARKET RESEARCH REPORT**

*Prepared by GOLD Marketing • Wednesday, July 27, 2022  
Updated Friday, August 12, 2022*

## **Respondent Composition (Continued)**

- OTHER FLORIDA COUNTIES: 10.39% (with Seminole, Flagler, and Lake cited the most); 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.*

## **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. (Two respondents mentioned *The Villages*.) National data also shows that most farmers' market customers are regular attenders, visiting 10 times or more per year. Therefore, the results suggest that the shopping experience of customers at the market in Daytona Beach was not as fulfilling.

Local spending levels were higher per week than national averages, with 8-out-of-10 (79.17%) spending \$29 or less, with the national average being \$17.30\*. However, annual spending locally was much lower (*less than \$100 compared to nearly \$1,000*). Relatively few Farmers' Market customers spent over \$29 per week, with spending usually increasing with customer HHI.

*\*NOTE: National spending data provided by the United States Department of Agriculture.*

## **Customer Experience**

Respondents were asked to rate Farmers' Market satisfaction on a scale from excellent down 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.

# **UPDATED DAYTONA BEACH DDA FARMERS' MARKET RESEARCH REPORT**

*Prepared by GOLD Marketing • Wednesday, July 27, 2022*

*Updated Friday, August 12, 2022*

## **Customer Experience (Continued)**

### LOWER-INCOME CUSTOMERS

- Overall Quality: 53.71% Good (34.91) to Excellent (18.8); 46.29% Poor (38.03) to Average (8.26);
- Quality of Produce: 61.17% Good (36.76) to Excellent (24.41); 38.83% Poor (33.00) to Average (5.83);
- Quality of Market Entertainment (Including music, picture taking, costume characters, etc.): 41.76% Good (29.23) to Excellent (12.53); 58.24% Poor (40.76) to Average (17.48); and
- Quality of Market Events: (Including Christmas, Valentine's Day, Fall Festival, etc.): 46.05% Good (32.23) to Excellent (13.82); 58.24% Poor (41.68) to Average (16.56).

### HIGHER-INCOME CUSTOMERS

- Overall Quality: 33.22% Good (25.91) to Excellent (7.31); 67.78% Poor (52.83) to Average (14.95);
- Quality of Produce 36.70% Good (27.52) to Excellent (9.18); 63.30% Poor (46.20) to Average (17.10);
- Quality of Market Entertainment (As described): 25.05% Good (17.53) to Excellent (7.52); 74.95% Poor (51.71) to Average (23.24); and
- Quality of Market Events: (As described): 27.63% Good (17.95) to Excellent (9.68); 72.37% Poor (50.65) to Average (21.72).

**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, the poor ratings received the most votes.

## **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 (in order) 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). Offering art or selling crafts were mentioned by 4 respondents.

# **UPDATED DAYTONA BEACH DDA FARMERS' MARKET RESEARCH REPORT**

*Prepared by GOLD Marketing • Wednesday, July 27, 2022  
Updated Friday, August 12, 2022*

## **Customer Recommendations (*Continued*)**

Customers were asked to select the best location to have the Farmers' Market, and the following three locations 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:** *A higher percentage of high-income respondents voted for the Esplanade. And 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 the market were 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 (8.7%) or evening hours (2.4%). (Two respondents 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 annual 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 overall, 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.

## Proposed Calendar of Events 2022 - 23

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Al Smith <alsmithpro@gmail.com>

Fri 8/12/2022 11:23 AM

Cc: Thomas, Ken <ThomasKen@CODB.US>

 1 attachments (110 KB)

Downtown Daytona Beach Event 2022-23\_REV.pdf;

[EXTERNAL EMAIL. EXERCISE CAUTION.]

DDA members

Attached is Bullseye's proposed calendar of events for 2022-23. Thanks to the support of the DDA, this year's Downtown Daytona signature events have been very successful. Our plan for the coming year is to build on that success. We have 1 new event: Sip N Shop on November 26. This will tie in with the national small business Saturday.

We would like to expand the Downtown Daytona Nights. In addition to the Food Truck Rally we are proposing adding an art walk, highlighting the Downtown art galleries and a Riverfront Art market that will feature local artists and crafters. This will take place on the Beach street sidewalks between Orange and Magnolia. Also we would like to add a Classic car cruise quarterly. We added the cars on the August 5<sup>th</sup> Downtown Daytona night and it was very well received.

I look forward to your input

Thanks

Al

**2022/2023 BULLSEYE DIRECT EVENTS  
Proposal 8/11/22**

**Downtown Daytona Nights (DDN)**

**Every first Friday:**

- **Food Trucks**
- **Music (DJ or Live Music)**
- **Art Walk**
- **Riverfront Art Market (art & craft vendors)**

**Specific dates:**

- **Ruisin' Beach Street (quarterly)**

<b>DATE</b>	<b>EVENT</b>	<b>BUDGET</b>
<b>OCTOBER</b>		
10/07/22	DDN	3,000.00
10/15/22	2nd Annual Fall Wine Walk	2,500.00
10/22/22	2nd Annual Oktoberfest	5,000.00
<b>NOVEMBER</b>		
11/19/22	DDN	2,000.00
11/26/22	Shop Small Saturday Shop & Sip Wine walk	4,000.00
<b>DECEMBER</b>		
12/02/22	DDN	2,000.00
12/10/22	2nd Annual Holiday Wine Walk	2,500.00
<b>JANUARY</b>		
01/06/23	DDN	2,000.00
01/21/23	Wine Walk	2,500.00
<b>FEBRUARY</b>		
02/03/23	DDN	2,000.00
02/11/23	13th Annual Wine & Chocolate Walk \$500	0.00
02/25/23	4th Annual Beer & Bacon Festival	2,500.00
<b>MARCH</b>		
03/17/23	21st Annual St Paddy's Day	5,000.00
03/26/23	4th Annual Wine & Cheese Walk	2,500.00
<b>APRIL</b>		
04/07/23	DDN	2,000.00

**2022/2023 BULLSEYE DIRECT EVENTS  
Proposal 8/11/22**

04/08 & 04/09/23	2nd Annual Daytona Beach Arts Fest	20,000.00
04/29/23	2nd Annual Spring Wine Walk	2,500.00
<b>MAY</b>		
05/05/23	DDN	2,000.00
05/05/23	3rd Annual Cinco De Mayo	5,000.00
05/20/23	2nd Annual Daytona BeerFest	2,500.00
<b>JUNE</b>		
06/02/23	DDN	2,000.00
<b>JULY</b>		
07/07/23	DDN	2,000.00
<b>AUGUST</b>		
08/04/23	DDN	2,000.00
<b>SEPTEMBER</b>		
09/01/23	DDN	2,000.00
<b>Downtown Daytona Nights (DDN)</b>		<b>Total</b>
		<b>23,000.00</b>
<b>All Other Events</b>		<b>Total</b>
		<b>56,500.00</b>
		<b>2022-2023 EVENTS TOTAL</b>
		<b>79,500.00</b>

# OCTOBER 2022

SUN	MON	TUE	WED	THU	FRI	SAT
						1 -RE Bingo Night
2	3	4 -BE. Drum Circle	5	6 -Bridge Repeats	7	8 -Eat, Drink, Veg Festival
9 -Wellness Walk -Eat, Drink, Veg Festival -DB West Rotary Fundraiser	10	11 -Private Group Tour(15)	12 -Private Group Tour (75)	13	14 -Stretch & Social	15 -BARK-tober Fest
16	17	18	19 -Love Hertz Sound Healing	20 -Bridge Repeats -TRE JR Fitness	21	22 -Early Learning Fun Run -RE Lawn Party w/ DJ
23	24	25	26	27 -Private Event Rental (100) -TRE JR Fitness	28 -Stretch & Social -Movie on the Lawn	29 -Making Strides 5k



Date	DDA Funding	Event	VS	Date	DDA Funding	Event	Cost Difference	Comments
Oct 9	\$ 2,500	Wine Walk		Oct 7	\$ 3,000	DDN		
Oct 22	\$ 2,000	Wine Walk		Oct 15	\$ 2,500	2 <sup>nd</sup> Annual Fall Wine Walk		
Oct 23	\$ 5,000	Octoberfest		Oct 22	\$ 5,000	2 <sup>nd</sup> Annual Octoberfest		
Nov 13	\$ 2,000	Wine Walk		Nov 19	\$ 2,000	DDN		
Nov 19	\$ 2,000	Food Truck Rally		Nov 26	\$ 4,000	Shop Small Bus Saturday		
Dec 11	\$ 2,500	Chocolate Festival		Dec 2	\$ 2,000	DDN		
Dec 17	\$ 2,000	Food Truck Rally		Dec 10	\$ 2,500	2 <sup>nd</sup> Annual Holiday Wine Walk		
Jan 7	\$ 2,500	Food Truck Rally		Jan 6	\$ 2,000	DDN		
Jan 15	\$ 2,500	Wine Walk		Jan 21	\$ 2,500	Wine Walk		
Jan 29	\$ 2,500	Chili Cookoff		Feb 3	\$ 2,000	DDN		
Feb 4	\$ 2,500	Food Truck Rally		Feb 11	\$ 0	13 <sup>th</sup> Annual Wine & Chocolate Walk		
Feb 12	\$ 0	Wine & Chocolate Walk		Feb 25	\$ 2,500	4 <sup>th</sup> Annual Beer & Bacon Festival		
Feb 26	\$ 2,500	Beer & Bacon Festival		Mar 17	\$ 5,000	21 <sup>st</sup> Annual St Paddy's Day		
Mar 17	\$ 5,000	St. Paddy's Day		Mar 26	\$ 2,500	4 <sup>th</sup> Annual Wine & Cheese Walk		

Date	DDA Funding	Event	VS	Date	DDA Funding	Event	Cost Difference	Comments
Mar 19	\$ 2,500	Wine & Cheese Walk		Apr 7	\$ 2,000	DDN		
Apr 9	\$20,000	Spring Art Festival		Apr 8	\$20,000	2nd Annual Daytona Bch Arts Fest		
Apr 1	\$ 2,500	Food Truck Rally		Apr 29	\$ 2,500	2nd Annual Spring Wine Walk		
Apr 23	\$ 2,500	Wine Walk		May 5	\$ 2,000	DDN		
May 5	\$ 5,000	Cinco De Mayo		May 5	\$ 5,000	3rd Annual Cinco De Mayo		
May 6	\$ 2,500	Food Truck Rally		May 20	\$ 2,500	2nd Annual Daytona Beefest		
Jun 3	\$ 2,500	Food Truck Rally		Jun 2	\$ 2,000	DDN		
Jul 1	\$ 2,500	Food Truck Rally		Jul 7	\$ 2,000	DDN		
Aug 5	\$ 6,500	Daytona Nights		Aug 4	\$ 2,000	DDN		
Sept 2	\$ 2,500	Food Truck Rally		Sept 1	\$ 2,000	DDN		
Total =	\$84,500	FY 21 /22		Total =	\$79,500	FY 22/23	\$5,000	

NOTES: