



P.O. Box 2451 ♦ DAYTONA BEACH, FL 32115-2451 ♦ (386) 671-8180

Michael O. Sznajstajler  
*Chairman*  
Quanita May  
*Commissioner*  
Sheryl A. Cook  
Joseph H. Hopkins  
Tammy M. Kozinski

## AGENDA

Tuesday, November 22, 2022, 3:30 p.m.  
Conference Room 149B

NOTICE – If any person decides to appeal any decision of the Downtown Development Authority at this meeting, they will need a record of the proceedings. Interested persons may wish to ensure that a verbatim record of the proceedings before the Board is made, including any testimony or evidence presented to the Board. The City does not prepare or provide a verbatim record of Board proceedings.

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes:**
  - a. Regular Meeting: August 16, 2022
  - b. Regular Meeting: September 7, 2022
  - c. Regular Meeting: September 21, 2022
4. **Reports & Presentations**
  - a. Public Safety Update – Captain Jeremy Nikolow
  - b. Keith Gold & Associates
  - c. 2023 Board Meeting Schedule
  - d. Halifax Arts Festival- Payment Approval
  - e. Events Update – Al Smith
  - f. Farmer’s Market – Commissioner May and Board
  - g. Event Funding Criteria
  - h. Monthly Financial Report
5. **Public Comments**
6. **Board Comments**
7. **Adjournment**

Agenda Approval	Date
 Redevelopment Director	11/18/2022
Assistant City Attorney	

**DOWNTOWN DEVELOPMENT AUTHORITY  
SPECIAL MINUTES  
Tuesday, August 16, 2022**

The meeting of the Downtown Development Authority Board was held on Tuesday, August 16, 2022, at 12:00 p.m. in RM. 149 B., 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present.

**Board Members Present**

Mt. Michael Sznajstajler, Chair  
Ms. Sheryl Cook, Vice Chair  
Mr. Joseph Hopkins  
Ms. Quanita May, Commissioner

**Board Members Absent**

Ms. Tammy Kozinki

**Staff Members Present**

Mr. Ken Thomas, Redevelopment Director  
Mr. Robert Jagger, City Attorney  
Michele Toliver, Redevelopment Project Manager  
Fredrik Coulter, Information Systems and Budget Director  
Ms. Gina Fountain, Board Secretary

**1. Call to Order**

Mr. Sznajstajler called the meeting to order at 12:00 p.m.

**2. Roll Call**

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

**3. Reports & Presentations**

a. Budget Discussion

Mr. Ken Thomas, Redevelopment Director, provided a copy of the 2021-2022 existing budget spreadsheet prepared by Fredrik Coulter, Financial Director. He stated today we should be evaluating and determining what would be our budget going forward. He stated a draft of the 2022-2023 has been provided so we would know the revenue that we are dealing with is \$321, 235 and that is derived from our current Ad Valorem of \$203, 592 and \$117,643 the revenues from government expenditures. He stated that at this juncture, I would suggest that we evaluate the several different proposals from our partners to do activities throughout the year. He stated if we want to move forward with those proposals we can do so at this time.

Ms. Cook stated Mr. Thomas you have put in numbers of \$1600 for promotional events and last years budget it was \$13, 200, so are these figures that are added on here not exactly what we are going to be discussing and voting on for figures.

Mr. Thomas stated they are if you want to go line item by line item we could.

Ms. Cook stated the question is where you have promotions that have been in the budget for \$13,200 and we spent \$9000 now were going down to \$1600.

Mr. Sznajstajler stated that you may want to look at the third page under expenditures there is another \$5500 for promotional advertising under other marketing is a portion of our budget instead of expenditures.

Ms. Cook stated she was only looking at the figures on the first page.

Mr. Coulter stated that he could make changes if it was necessary.

Mr. Sznajstajler stated the one question I have on the third page, just to clarify, this \$79,500 only includes Bullseyes closed set events and this does not include events for the Riverfront.

Mr. Coulter stated the reserve is a little over \$10,000, so you could easily increase spending right now on any specific line that comes out or you can wait during the course of the year in case we need to spend the monies sitting in reserve.

Ms. May stated do we have enough reserves at hand?

Mr. Sznajstajler stated the request is \$25,000 from Bullseye Marketing and we do have reserves of \$53,121 in DDA funds.

Mr. Coulter stated we currently have \$53,000 in reserve now and the question is do we actually get all the revenue that we expected because that is how we generate there and we may not, which would be based on 95% of people pays their property tax bills on time.

Ms. May stated we should have monies moving forward and would say \$25,000 was a safe bet to cover Bullseye Marketing request.

Mr. Sznajstajler stated the request it is half of our current reserve.

Ms. May stated that Mr. Smith with Bullseye Marketing has a pretty fantastic event schedule but do we foresee adding anymore or like this is where we are at right now because that would mean that in the future and moving forward after the rest of the year, we would not actually have anything for any special kinds of things that sometimes pop up or anything like that.

Mr. Sznajstajler stated that when he looked at the third page of the budget under reserve it showed the \$53,000 and then the year to date is \$11,000. He asked if the \$11,000 included in the \$53,000.

Mr. Coulter stated yes, the reserves consist of a lot of stuff and right now there is maybe more money coming in but right now we are below but there maybe more revenue coming in.

Mr. Sznajstajler stated there maybe also requests for expenses between now and the end of September when our budget year ends that could reduce that number as well.

Ms. May asked do we know what is in the pipeline right now and if there a drop-dead time to get everything in to us or is it a floating thing?

Mr. Coulter stated that he only actually see the fun side of things and do not actually see the expenditures.

Mr. Thomas stated we do not have any request between now and October 1<sup>st</sup>.

Ms. May asked is it a 30-60-90-day rule for payment.

Mr. Thomas stated that no, it is until the end of August and it would be shut down.

Mr. Coulter stated that if an event has already happened and a bill comes in four months out then it will still get paid up because if we get audited then we will be out of compliance, so we try to close them by Thanksgiving.

Mr. Thomas stated that new expenditures you would expect to see that on the next fiscal year but what we have on the books today as it relates to a monthly charge that we pay one particular company we will pay them in the months of August and September even if the bill comes in on September 30th.

Mr. Sznajstajler asked Mr. Smith are there any event contract for recent events that you recently held that you owed any payments through the DDA.

Mr. Smith stated the only thing we have not paid on is an August 5<sup>th</sup> event, which we have not submitted yet.

Mr. Sznajstajler asked between now and the end of September are there any others?

Mr. Smith stated the only other is the food truck event in September.

Ms. May asked do we pay ahead or behind and if submitted in September would it fall into this budget cycle or the next one.

Mr. Thomas stated that it would be in the 2022 budget cycle.

Ms. May stated we have two more events that have to come out of this amount.

Mr. Sznajstajler stated that the \$11,000 will likely go down.

Ms. Cook stated which means that we have really lost the \$53,000 but we only have the \$11,000.

Mr. Sznajstajler stated that in August it would be \$6500 and \$2500 in September totaling \$9000.

Mr. Coulter stated the biggest reason for

b. Request for Funding

4. **Public Comments**

5. **Board Comments**

6. **Adjournment**

There being no further business to come before the board, the meeting was adjourned at 2:07 p.m.

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Mr. Mike Sznajstajler Cook, Chair

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Ms. Gina Fountain, Board Secretary

**DOWNTOWN DEVELOPMENT AUTHORITY  
SPECIAL MINUTES  
Wednesday, September 7, 2022**

The meeting of the Downtown Development Authority Board was held on Wednesday, September 7, 2022, at 12:00 p.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. Sheryl Cook, Vice Chair  
Mr. Joseph Hopkins  
Ms. Quanita May, Commissioner (via zoom)  
Ms. Tammy Kozinski

**Board Members Absent**

None

**Staff Members Present**

Mr. Ken Thomas, Redevelopment Director  
Mr. Robert Jagger, City Attorney  
Michele Toliver, Redevelopment Project Manager  
Fredrik Coulter, Information Systems and Budget Director  
Ms. Gina Fountain, Board Secretary

**1. Call to Order**

Mr. Sznajstajler called the meeting to order at 12:00 p.m.

**2. Roll Call**

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

**3. Approval of Minutes**

a. Regular Meeting: July 14,2022

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to approve the July 14,2022 with the necessary corrections, Downtown Development Authority Meeting, as presented. The motion carried (5-0).

#### 4. Reports & Presentations

##### a. Budget Approval FY23

Mr. Thomas stated I would like to present the proposed 2022 budget for the 2023 budget year. He stated the DDA is projected to receive \$203,592 in Avalon tax revenue and based on 1.0 of nonexempt excess taxable values. He stated this is certainly an increase of 7.32% from the rollback rate millage rate of 0.93 and the total budget that has been proposed for this year is \$337,360, which includes a \$117,643 of payments to the downtown CRA. He stated the downtown CRA returns it back in an agreement with the DDA, we have \$5817 for marketing and promotions, \$29,400 for the farmers market, and \$100,000 for events, which includes \$75,000 for Bullseye and \$25,000 for the Esplanade and there are 22 events planned for the upcoming.

Ms. Cook asked would just make an addendum if something does go with the farmers market that we can do once this is approved.

Mr. Thomas stated at Mr. Coulter, Finance Director and the Budget Director indicated at one of our previous meetings, we can amend our budget after it has been approved.

A motion was made by Mr. Hopkins, seconded by Ms. Cook to approve the budget for the 2023 budget year. The motion carried (5-0).

Mr. Thomas stated there were two other things he just wanted to mention for informational purposes only. He stated that Commissioner May did email the Riverfront Espionage meeting regarding the farmers market just for information, we do not have to have a discussion today because we did not have it on the agenda. He stated in our upcoming meeting we would like to discuss the meeting as well as our marketing monthly report, we have that and we can discuss that too at the next scheduled meeting.

Mr. Sznajstajler stated since everyone received the information from Mr. Thomas, review it before our next regular meeting and if you have any questions or anything that we want to make sure we talk about, make sure that Mr. Thomas and Ms. Toliver get it before so that we can kind of be as productive as we can be.

Mr. Hopkins stated based on the information that essentially is an agreement with the Esplanade, we have a contractual agreement with them I gathered they were seeking plus the contribution, whether it is monthly or weekly seemed like there was some urgency on their part to get confirmation from us if there was going to be an agreement. He stated they had the date of November that they wanted to kick this off and just it seems to be more wants to pursue it and I would like to do it sooner than later.

Mr. Sznajstajler asked Mr. Jagger, from a time standpoint, if we meet later in September and we agree you have an agreement which would be approved in October and that leaves a month for the Esplanade to pull their act together.

Mr. Jagger stated there was an exchange with their Attorney-Scott Simpson and I do not think I have gotten a response from the last email, but that is in the works, they are to provide a copy of the draft agreement for me to review. He stated I have not seen it yet but we can bring it back at the next meeting.

Mr. Sznajstajler asked so that is an agreement that they would produce for us?

Mr. Jagger replied yes

Ms. Kozinski asked are we legally able to do this since our agreement is with the City, so I do not understand the legalities.

Mr. Jagger stated so what we would be providing as a sponsorship, we would provide them money to put on the Christmas lights, so are we talking about the same thing right?

Mr. Sznajstajler stated no, we moved onto the idea of moving some version of the farmers market to the Esplanade.

Mr. Jagger stated I have not met with any of their attorneys about moving the farmers market. He stated I think in that scenario, we would probably just abandon the farmers market and let them put it on unless there is some financial exchange.

Mr. Sznajstajler stated that this should be discussed further after reviewing Ms. May email, speaking with Esplanade, determining the concept, depending on the level of the financial contribution, which would kind of dictate how often and what type of market it would be a monthly market versus a weekly market.

Mr. Jagger stated I have not had a change to review this, but I would agree with Mr. Hopkins, that if there is money changing hands, we have to have an agreement. He stated that I will be glad to look at this and reach out their Attorney Scott Simpson again and see how to proceed.

Mr. Hopkins stated again my point is, that September, October, and there were suggesting some kind of opening act starting in November, so when we start putting this together, we are on a short fuse to be able to accommodate their program they have outlined. He stated I am just anxious to do something because the market itself is still wandered and we have not put any advertising to it and any advertising dollars to it but this looks like a real opportunity for us to maybe salvage it.

Mr. Sznajstajler stated I agree but as I said at the last meeting, we just got to look at our agreement with the City of Daytona Beach to make sure we followed what that is required us to do as well with respect to winding down and terminating the market, because there are notice provisions and things like that as well. He stated I know they want to go in November but we may not be able to depending on it unless the City would agree as well, so there is that component to it as well.

Ms. Kozinski stated that was my question as well how can we do this legally.

Mr. Jagger stated that this can all be accomplished, we need to make sure we are covering everything, so that is a license agreement but we probably should go back to the City Commission and just notify them, if nothing else, that we will not be utilizing the license of farmers market.

Mr. Sznajstajler stated we also have a contract with our market manager as well as the farmers market. He stated we have to think about how we advise Market Manager-Melanie John or work with her about what our plans are moving forward.

Ms. Cook stated it was brought up at our Downtown Redevelopment Board meeting by three of the members to Mr. Thomas and my surprise about what was going on with the farmers market. She stated we tried to explain that just decisions are being made and we are trying to work on it and figure out what is going on. She stated they responded that is good, because James Newman that works downtown at the museum, was used to going to it all the time as well as Freddie Smith-Friend from the yacht club was used to going there all the time when it was over at City Island, I told them to stay tune we would be coming back with more options.

Mr. Kozinski stated that since we have kind of meshed two things together can I have a printout of events to make it easier for staffing to let them know what days will be a little busier than normal and if it is going to be on the southside or northside because it affects the businesses downtown. She stated things that happened on the northside affect me a little bit and things that happened right across the street from us can affect us a lot including Kale Café down at the other end.

Mr. Sznajstajler stated I think the idea was for us to update our website and our materials with the staff going on at the Esplanade.

Mr. Thomas stated that would we wanted to do is get a calendar so that we can disperse it to everyone and Mr. Jagger is working on the agreement between the two parties, and so we will have the agreement done in the next month or so. He stated the calendar is set in stone with no more changes.

Ms. Cook stated what Ms. May was proposing was us investing \$15,000 of weekly or \$5000 if the monthly option, which is less than we have been doing in the past, so that does not seem to be bad and then not have a market manager salary. She stated Ms. May went ahead and did all of the research which I appreciate her coming forward with that. She asked Ms. May do she have anything you would like to say about that now.

Ms. May stated the only reason I put that into today's schedule is I just wanted you to see it. She stated that was from our initial meeting and the broader scope of the meeting was the idea part of it, how they envisioned us, the market being included into the park. She stated from what I understood they would have the market come there, they would have maybe ten vendors there at a time approximately, they would provide the tents so it was

more uniform and there would be one tent, maybe there would be a logo on it. She stated that the DDA would have its own tent as well, so we could always have a presence there

Mr. Sznajstajler clarified that there will be a minimum of ten tents, they would staff it, the DDA could have a tent so we have a presence there as well, and the revenue would go towards the Esplanade to fund their expenses.

Ms. May stated I did not discuss those details with that because finances I could not go there. She stated I could go with what is some of the ideas to bring it back to the board, but financially, I think that is something we would discuss.

Mr. Sznajstajler stated he was looking at the last bullet from Katrina Guevara where she cited income from vendors goes into paying the market manager there expenses.

Ms. May stated the conversation that I felt comfortable going with was saying something on the lines of , we do marketing anyway and their request was that we continue the marketing features of it. She stated the other request was that we possibly help with paying of the tents and the initial startup cost of the tents but I did not feel that I could commit to anything and I would not commit to any kind of dollar value for anything. She stated any number that is on there, that is just a number on there, but it is not something that I have committed us too, that is something we have to discuss as a body. She stated that they felt uncomfortable bringing on the current marketing manager and I believe they want to start fresh or just open up the position and make it a general application process but they would like to have more control of what happens to the venue.

Ms. Kozinski stated I understand lots of people are saying Sunday's started a little later, run it longer but I know one of the complaints I hear loudly often is that there is not a whole lot of places open on Sundays on Beach Street, and I do not see that getting better anytime sooner because it is not profitable, so that is one of my concerns.

Mr. Sznajstajler stated there was two ideas on here were and again I do not think they are committed to anything but once a month either a Saturday or Sunday to coincide with some of the things that they are doing out there or a weekly event on Friday and try to time it up when Mr. Smith does his food truck events, which would mean to move it maybe more south since he does it on Magnolia Avenue, so those were the two ideas on the sheet provided. He stated that we can invite Ms. Guevara to a meeting when we can all be here and chat about it and if there are any questions we want her to think about or come ready to chat about, we can provide them to Mr. Thomas and Ms. Toliver and help facilitate a more productive discussion with her at our next meeting on September 21<sup>st</sup> at 4:00 pm.

## 5. Public Comments

There were no comments

6. **Board Comments**

There were no comments

7. **Adjournment**

There being no further business to come before the board, the meeting was adjourned at 12:34 p.m.

\_\_\_\_\_  
Mr. Mike Sznajstajler Cook, Chair

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Ms. Gina Fountain, Board Secretary

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
Wednesday, September 21, 2022**

The meeting of the Downtown Development Authority Board was held on Wednesday, September 21, 2022, at 4:00 p.m. in RM. 149 B., 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present.

**Board Members Present**

Mt. Michael Sznajstajler, Chair  
Ms. Sheryl Cook, Vice Chair  
Mr. Joseph Hopkins  
Ms. Tammy Kozinski  
Ms. Quanita May, Commissioner

**Board Members Absent**

None

**Staff Members Present**

Mr. Ken Thomas, Redevelopment Director  
Ms. Michele Toliver, Redevelopment Project Manager  
Mr. Robert Jagger, City Attorney  
Mr. Fredrik Coulter, Information Systems and Budget Director  
Ms. Gina Fountain, Board Secretary

**1. Call to Order**

Mr. Sznajstajler called the meeting to order at 4:05 p.m.

**2. Roll Call**

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

**3. Approval of Minutes**

**a. Regular Meeting – August 11, 2022 & July 14, 2022**

A motion was made by Mr. Hopkins, seconded by Ms. Kozinski, to approve the minutes of the August 11, 2022, Downtown Development Authority Meeting, as presented the motion carried 5-0.

A motion was made by Mr. Hopkins, seconded by Ms. Cook, to approve the minutes of the July 14, 2022, Downtown Development Authority Meeting, as presented the motion carried 5-0.

#### **4. Reports & Presentations**

##### **a. Budget Approval FY2022-2023**

Mr. Thomas and board members briefly discussed the Resolution to tentatively adopt the ad valorem property tax millage rate of 1.0000 per \$1,000 of assessed taxable value, that includes the 7.32% tax increase from the rolled back rate of 0.9318, the tentative budget for the FY2022-2023 for \$337, 360, which includes Operating Expenditures and Capital Expenditures that was presented at the City Commission meeting on September 7, 2022.

##### **b. Farmer's Market**

Mr. Thomas discussed the Contribution Agreement and ideas on how to reimagine the Farmer's Market with the Riverfront Esplanade.

Ms. May discussed the meeting between Katrina Guevara, Events Manager and herself, which included the tents, one-time fee, rebranding and financial questions regarding the \$15,000 weekly or \$5,000 monthly. She stated that we maybe can do the monthly markets in the Riverfront Esplanade and weekly with the food truck event on Friday evenings.

Mr. Sznajstajler stated what he took away from the meeting is it will no longer be a Farmer's Market with the rebranding. He stated that he thinks the con to this is the farmer's Market concept goes away. He stated the \$15,000 weekly is more than what we are currently spending on the Farmer's Market..

Mr. Thomas stated that \$17,000 has been spent on the Farmer's Market, which includes the Market Manager Salary of \$11,000 through July 31<sup>st</sup> and \$11,000 through August 31<sup>st</sup> since there was no advertising.

Ms. Cook stated that there has not been a budget present to the board in a couple of months to review the renewable expenses or the one-time investments

Mr. Thomas stated there was a budget presented to the board in the month of July.

Mr. Sznajstajler asked Mr. Jagger what would his thoughts be about the Farmer's Market sponsorship to the Riverfront Esplanade.

Mr. Jagger stated that this decision would be up to the board to sponsor the Farmer's Market with the Riverfront Esplanade.

Ms. Kozinski stated that her concerns of competing with the food truck events that is held on Fridays, location of the events, and businesses not being open on Sundays.

Mr. Sznajstajler asked should we agree on a weekly or monthly amount to accomplish the goal for the Farmer's Market. He stated that he feels the monthly amount of \$5000 would be more beneficial, however, we need to meet with Katrina Guevara, Event Planner to discuss the exact details and make sure everyone is on the same page.

Ms. May asked what is the goal?

Mr. Sznajstajler stated his goal is to keep the Farmer's Market and grow the people downtown.

Board members discussed the location, contract terms, items to be sold, how would coincide with other events for the Farmer's Market. Also, Board members stated there are a few questions that need to be addressed with Katrina Guevara, Event Planner prior to the meeting such as; if the \$5000 monthly sponsorship would that include the cost of the tents, could there be an investment agreement for 1 year and do they have a preference and goal, the exact location of the Farmer's Market and the hours of operation.

Mr. Thomas stated he would summarize these questions and send a letter to Katrina Guevara, Event Planner to address and present at the next meeting.

## **5. Public Comments**

Lori Sandman, Patent Attorney, provided a brief history of the Veterans Fest that will be located at Riverfront Esplanade on November 11-12 and The Locals Mix Music & Arts Expo that will be located at The Museum of Arts and Sciences on October 15<sup>th</sup> & December 10<sup>th</sup>. She asked if the DDA could possibly sponsor these two events.

Mr. Sznajstajler advised Ms. Sandman to contact Mr. Thomas to provide him with information regarding her request.

Randy Pryor, Editor, Lifestyle Magazine of Florida, provide a brief history of how the magazine originated, current locations served, and presented copies to review of the previous black & white magazine and the remake of the colored. He stated he was not here to request any sponsorship funds was there to basic introduce himself and explain the magazine would now be available in the downtown area.

## **6. Board Comments**

There were no comments

## **7. Adjournment**

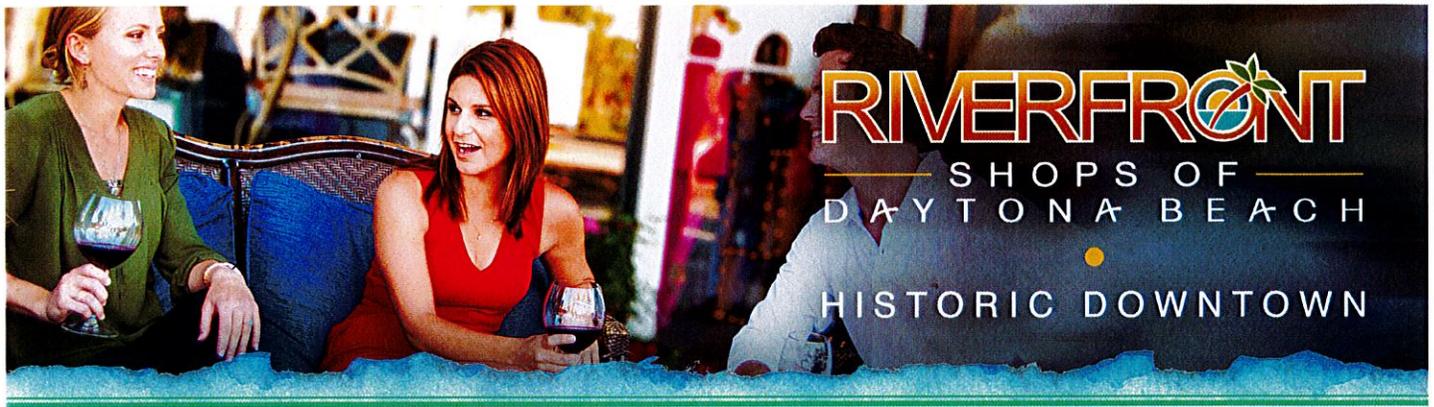
There being no further business to come before the board, the meeting was adjourned at 5:23 p.m.

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Mr. Mike Sznajstajler, Chair

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Ms. Gina Fountain, Board Secretary



# RIVERFRONT

SHOPS OF  
DAYTONA BEACH

HISTORIC DOWNTOWN

— Distinctively Downtown Events —

NOVEMBER 5 & 6 Downtown Daytona Beach

The Guild of the Museum of Arts & Sciences Presents:



60th Annual  
**HALIFAX ART FESTIVAL**  
SATURDAY • NOVEMBER 5 • 9AM-5PM  
SUNDAY • NOVEMBER 6 • 10AM-4PM

Enjoy over 225 artists and artisans from around the country, plus:

- Student Art Exhibit & Competition
- Festival Food & More!



Artistic Credit: Mark Bachardy



[www.HalifaxArtFestival.org](http://www.HalifaxArtFestival.org)

Beach St. from Orange Ave. to Bay St. in Downtown Daytona Beach

SOI(1) Information for the Museum of Arts & Sciences can be found at MOFAS.org

**Food Trucks & Cruisin'**  
Magnolia Ave. Beach St.  
**DOWNTOWN DAYTONA BEACH**  
**FRIDAY, NOVEMBER 18**  
**5:00 - 9:00 PM**

Featuring the area's best FOOD TRUCKS!  
CLASSIC CAR SHOW EXHIBITING LATE MODEL CLASSICS, BLOWER ENGINE CARS, CUSTOMS, STREET RODS, TRUCKS & MORE  
MUSIC & DRINKS • FAMILY FRIENDLY

SPONSORED BY: Brown & Brown, DOWNTOWN DAYTONA BEACH, RIVERFRONT SHOPS OF DAYTONA BEACH, DOWNTOWN DAYTONA BEACH DEVELOPMENT AUTHORITY

EVERY SATURDAY 7am-Noon



Located at Market@Magnolia, the Downtown Farmers' Market features fresh seasonal produce and more. Plus, local families with SNAP can scan their EBT cards to receive tokens to purchase eligible items from participating vendors. Visit every Saturday morning to see what's new!

MARKET@MAGNOLIA • RAIN OR SHINE  
Magnolia Ave. • Between Beach St. & Palmetto Ave.

**SIP & SHOP**  
SHOP SMALL SATURDAY WINE WALK  
DOWNTOWN DAYTONA BEACH

**SATURDAY, NOVEMBER 26**  
**1:00 - 5:00 PM**

**WINE WALK & SHOP SMALL SATURDAY**  
ARTS & CRAFTS VENDORS  
DOWNTOWN SHOPS & RESTAURANTS  
LIVE ENTERTAINMENT, FAMILY FRIENDLY

WINE WALK TICKETS **\$25** (Advance Ticket)

LIMITED TICKETS AVAILABLE

SPONSORED BY: Brown & Brown INSURANCE, RIVERFRONT SHOPS OF DAYTONA BEACH, DOWNTOWN DAYTONA BEACH DEVELOPMENT AUTHORITY

## EVENTS AT THE RIVERFRONT ESPLANADE



October Movie on the Lawn Oct. 28 | 7pm

Bring blankets and lawn chairs to enjoy Sing 2 on the lawn.

Making Strides Against Breast Cancer Oct. 29 | 7am - 12pm

A non-competitive 3-mile walk to end breast cancer beginning at the Pavilion.

Over the Edge November 5 | 9am - 5pm

Fearless Easterseals fundraisers will rappel down the Brown & Brown Insurance building. Enjoy the watch party, food, and games at the Esplanade.

Bingo Night Nov. 12 | 5:30pm - 6:30pm

Join the bingo fun at the Manatee Island Pavilion.

November Movie on the Lawn Nov. 25 | 6:30pm

Bring blankets and lawn chairs to enjoy *The Nightmare Before Christmas* on the lawn.

A December to Remember Beginning Dec. 7

Celebrate the season with dazzling holiday lights and a variety of festive events at the Esplanade!

Visit [RiverfrontEsplanade.com](http://RiverfrontEsplanade.com) for more events!

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

Produced by the Daytona Beach  
Downtown Development Authority



**RIVERFRONT SHOPS OF DAYTONA BEACH  
6-PANEL WINTER RACK BROCHURE**

*Prepared by GOLD • Friday, October 21, 2022*

**BROCHURE EXTERIOR**

Our Location

The Riverfront Shops of Daytona Beach are located Downtown in the historic Beach Street retail area between Bay Street and Orange Avenue. From Interstate 95, simply take exit 261A, then follow W. International Speedway Blvd. about 5 miles to the Riverfront Shops.

Free Parking

The Riverfront Shops of Daytona Beach are Downtown in the Beach Street retail area between Bay Street and Orange Avenue, along the Halifax River.

Convenient short-term parking is available in front of the businesses, and ample longer-term parking is available in public lots behind the buildings.



More Beautiful Than Ever

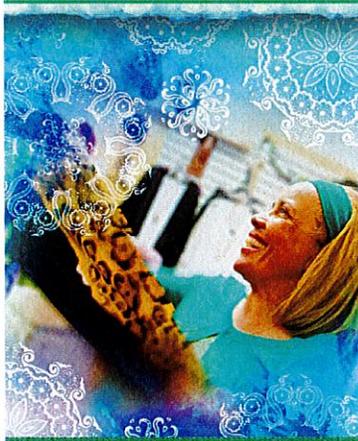
Be among the first to experience the remarkable, multimillion-dollar enhancements to Beach Street in the heart of Downtown! Stroll on widened sidewalks past scenic new trees and planters, take advantage of expanded parking and outdoor dining, and enjoy the fresh new look of this historic street.



Sign Up for Our E-News at [RiverfrontShopsOfDaytona.com](http://RiverfrontShopsOfDaytona.com)  
 [RiverfrontShopsOfDaytona](https://www.facebook.com/RiverfrontShopsOfDaytona)  [riverfront\\_daytona\\_beach](https://www.instagram.com/riverfront_daytona_beach)

*Back*

**RIVERFRONT**  
SHOPS OF  
DAYTONA BEACH

*A Distinctive Winter Destination*

*Front*

*Page 1 of 4*

# RIVERFRONT SHOPS OF DAYTONA BEACH 6-PANEL WINTER RACK BROCHURE

Prepared by GOLD • Friday, October 21, 2022

## INTERIOR SPREAD

### A Distinctive Destination



Discover a unique collection of over 60 shops, restaurants, attractions, and more along our scenic riverfront. Experience our authentic local eateries, exceptional shopping, captivating history, and exciting events and activities. Make Downtown Daytona Beach your destination for fun. There's always something new awaiting at the Riverfront Shops of Daytona Beach.



### Shopping As Unique As You Are

From dazzling jewelry, charming antiques, and inspiring décor, to one-of-a-kind specialty shops, Downtown shopping offers something for everyone. Treat yourself or find the perfect gift for any occasion, and spend a delightful day along Daytona Beach's beautiful riverfront.



### The Riverfront Esplanade



The Riverfront Esplanade is a scenic botanical garden and gathering space in the heart of Daytona Beach. The esplanade features frequent family events, more than a mile of waterfront running trail, comfortable benches and swings, a dog park with an agility course, and a state-of-the-art splash pad.



### Savor Our Local Flavor



Whether you desire American fare, international delicacies, vegan and vegetarian cuisine, delectable desserts, handcrafted coffee, or drinks on the town, our bistros, pubs, and cafes are always ready to serve.

Look no further to experience authentic local cuisine. For a memorable dinner date, quick lunch, or savory snack, our restaurants give a tantalizing taste of the City's very best.



## RIVERFRONT SHOPS OF DAYTONA BEACH 6-PANEL WINTER RACK BROCHURE

Prepared by GOLD • Friday, October 21, 2022

### UNFOLDED INTERIOR

#### A Distinctive Destination



Discover a unique collection of over 60 shops, restaurants, attractions, and more along our scenic riverfront. Experience our authentic local eateries, exceptional shopping, captivating history, and exciting events and activities. Make Downtown Daytona Beach your destination for fun. There's always something new awaiting at the Riverfront Shops of Daytona Beach.



#### Shopping As Unique As You Are

From dazzling jewelry, charming antiques, and inspiring décor, to one-of-a-kind specialty shops, Downtown shopping offers something for everyone. Treat yourself or find the perfect gift for any occasion, and spend a delightful day along Daytona Beach's beautiful riverfront.



#### Discover Our Distinctive Shops & Restaurants

Make the Riverfront Shops your destination to experience all that Downtown Daytona Beach has to offer. Savor local flavor at our restaurants, browse our remarkable shops, and delight in an array of attractions and services. Escape the everyday, and relax in our splendid waterfront setting!

##### RESTAURANTS

<b>Arepita Beach Restaurant</b>	Authentic Venezuelan cuisine
<b>Bay Street Dogs</b>	Refresh the moment hot dogs
<b>Bay Street Seafood Market</b>	Fresh seafood, sandwiches and salads
<b>Chef Papa's Cafe</b>	Sandwiches, seafood and pasta
<b>Dancing Arocado Kitchen</b>	Slice of California on Beach Street
<b>Don Vito's Italian Restaurant</b>	Authentic Italian restaurant
<b>East Creek</b>	Authentic Greek cuisine
<b>Farm to Fit Meal Prep</b>	Meal prep & cafe featuring local organic produce
<b>Ichu Ni Son Restaurant</b>	Asian grilled, ramen and seafood
<b>Kale Cafe</b>	Vegan cuisine, juice bar, smoothies
<b>Legends Restaurant &amp; Lounge</b>	Coastal American comfort foods & libations
<b>Little Italy Ristorante</b>	Pizza, beer, and wine cafe
<b>Madeline's Wine Bar</b>	Top-tier wine, wines, champagnes, entrees & more
<b>McK's Tavern &amp; Brewery</b>	Irish-American Tavern & Brewery
<b>Natural Concepts Revivified</b>	Organic produce, eclectic art
<b>Reish Sushii &amp; Sake Bar</b>	Sushi and imported sake
<b>Reisli's Italian Bakery &amp; Cafe</b>	Italian pastries, sandwiches, coffee bar
<b>Senorita Mexican Kitchen</b>	Authentic Mexican dishes and tequila bar
<b>Siam Spice</b>	Authentic Thai cuisine
<b>The Original Strom's Pizza House</b>	Fresh pizza, entrees and sandwiches
<b>The Cellar Restaurant</b>	Wines fine dining in Pres. Warren Harding's home
<b>Tia's Tacos</b>	Authentic Mexican cuisine
<b>Zen Bistro</b>	Thai cuisine

##### COFFEE HOUSES & BAKERIES

<b>Sweet Mariage's Coffee</b>	Coffee, pastries, pastries, and baked
-------------------------------	---------------------------------------

##### ATTRACTIONS, COMMUNITY AND CULTURE

<b>Angell &amp; Phejas Chocolate Factory</b>	Free chocolate factory tour
<b>CineMaquette</b>	Unique cafe cinema experience
<b>Daytona Beach Regional Library</b>	Reference collections, public access computers, and a genealogy collection
<b>Daytona Tortugas at Jackie Robinson Ballpark</b>	Family-friendly minor league baseball
<b>Downtown Daytona Live</b>	Live entertainment, comedy, and boutique bar at WROD Radio studios
<b>Historic Historical Museum</b>	History & artifacts from Daytona Beach
<b>News-Journal Center at Daytona State College</b>	Live musical and theatrical performance theater

##### ANTIQUES & ART

<b>Abserrant Art Gallery</b>	Featuring the work of artist Barry Kite
<b>Artquain Antiques &amp; Art</b>	Authentic antiques and jewelry
<b>Cinco Gallery</b>	An artists' co-operative community
<b>Galerie Elan</b>	Art, music, wine, coffee, and more
<b>Nicole's Beach Street Mall</b>	Antiques, jewelry, art, and giftsware
<b>The Toc</b>	Clocks, antiques, and collectibles
<b>VIL Art Gallery</b>	Featuring local artist Tom Ackley

##### BOOKS & MUSIC

<b>Altrazan Books</b>	Quality used books on all subjects
<b>Atlantic Sounds</b>	New and used vinyl records, CDs & DVDs
<b>Christian Science Reading Room</b>	Bibles and music for a spiritual way of living
<b>Daytona Books &amp; Metaphysics</b>	Metaphysical gifts and books, new & used

##### CLOTHING

<b>Zeke &amp; Emma's Closet</b>	Special occasion outfits and play sets for children
---------------------------------	---

##### SPECIALTY FOOD & WINE

<b>Davidson Bros.</b>	
<b>Indian River Shoppers</b>	Fresh seasonal Florida citrus, gifts, candies, jams
<b>Madeline's Wine Bar</b>	Specialty wine shop
<b>Natural Concepts Revivified</b>	Organic produce, eclectic art
<b>Oriental Grocery</b>	Neighborhood food market
<b>YOLO Nutrition</b>	Nutrition vitamins, teas, and protein & wellness products

##### FITNESS & WELLNESS

<b>Oceana Dance Studio</b>	Premier ballroom & Latin dance studio
<b>Quanita May</b>	Personal fitness training, dance instruction, family therapy & lifestyle coaching
<b>Renew Yoga Studio</b>	Mind, body & spirit
<b>South Beach Dance Academy</b>	Dance studio promoting discipline and creativity

##### HOME DÉCOR

<b>Laine's Home Décor</b>	Home décor and antiques
<b>Southern Home Furniture</b>	New, used, unique furniture
<b>The Knotty Crab Trading Co.</b>	Marine and beach-themed décor

##### JEWELERS

<b>Bill Green Jewelers</b>	Full service jeweler, new and estate, clocks
<b>Evans &amp; Son Fine Jewelers</b>	Estate and one-of-a-kind jewelry
<b>Tom Cook Jeweler</b>	Full service jeweler, giftware

##### SHOE & LUGGAGE REPAIR

<b>Dilley's Shoe Shop</b>	Shoe repair
<b>Masterson's Shoe Shop</b>	Shoe and luggage repair

##### SPECIALTY SHOPS

<b>American Glvers E-Scoters</b>	Scooter rental service
<b>Daytona Cigar Club</b>	Cigars, beer, wine, accessories
<b>Daytona Magic Shop</b>	Magic, clown, theatrical supplies, and special effects
<b>Palmcoast Bait &amp; Tackle</b>	Custom fit elastic smart mesh hands
<b>Three Brothers Boards</b>	Stand-up boards, paddle/sales, and tours
<b>Zaha's Flowers</b>	A full-service florist

**RIVERFRONT SHOPS OF DAYTONA BEACH  
6-PANEL WINTER RACK BROCHURE**

*Prepared by GOLD • Friday, October 21, 2022*

**INSERT CARD**

*Distinctively Downtown*  
**EVENTS**

The Riverfront Shops are alive with special events throughout the year. Save room on your itinerary, because there is always something new happening in historic Downtown Daytona Beach!

**UPCOMING EVENTS**

- **Halifax Art Festival** — Add artistry to your autumn with fine arts, crafts, food and fun on Saturday, November 5 from 9 a.m. - 5 p.m. and Sunday, November 6 from 10 a.m. - 4 p.m.
- **Downtown Daytona Nights** — Enjoy food trucks, live entertainment, and more from 5-9 p.m. on the Fridays of November 18, December 2, and January 6.
- **Movie On The Lawn** — Head to the Riverfront Esplanade's South Lawn for a free screening of "A Nightmare Before Christmas" on Friday, November 25 at 6:30 p.m.
- **Sip & Shop Wine Walk** — "Shop Small" at unique local businesses and savor delicious wine samples on Saturday, November 26 from 1-5 p.m.
- **A December to Remember** — See the other side of this card for the array of events hosted at the Esplanade beginning December 7!
- **Holiday Wine Walk** — Savor the holiday cheer as you explore the Riverfront Shops and enjoy fine wine on Saturday, December 10 from 1-5 p.m.
- **January Wine Walk** — Sample fine red and white wines served by participating merchants on Saturday, January 14 from 1-5 p.m.

**— EXPLORE MORE EVENTS —**  
Visit [RiverfrontShopsOfDaytona.com](http://RiverfrontShopsOfDaytona.com) for event information and the latest event updates and information.

*Front*

*A December to Remember*  
at the Riverfront Esplanade

Make memories this holiday season at the Riverfront Esplanade! The Esplanade will feature a dazzling display of nearly a million holiday lights, plus a wide variety of festive events this December:

- **Grand Opening** — On Wednesday, December 7, the opening ceremony will be at the News-Journal Center from 5:30 - 6:30 p.m., and then A December to Remember begins at the Riverfront Esplanade from 6-9 p.m.
- **Holiday Bazaar** — Find unique gifts at this open air market December 7, 9, 10, 16, 17 & 23 from 6-9 p.m.
- **Santa Sightings** — See Santa Claus for holiday photos on the hill near the Ranger Station December 7, 9, 16, and 23 from 6-9 p.m.
- **Community Events** — Mark your calendar for Learn the Ropes with the DHPD on December 10, The Running Elements Light Walk/Run on December 14, and the Houndley Pet Parade on December 21.
- **Holiday Concert** — Don't miss Jonathan Butler's Oh Holy Night Christmas jazz performance featuring Grace Kelly on Saturday, December 17 at 8 p.m. (Visit [FloridaSmoothJazz.com](http://FloridaSmoothJazz.com) for tickets and information.)
- **Movie On The Lawn** — Enjoy hot cocoa and concessions while entertained by the holiday movie "Elf" Wednesday, December 20 at 6 p.m.
- **Miracle on 34th Street** — Join us for a professional musical spectacular based on the classic holiday movie. (Visit [BeachStreetRep.org](http://BeachStreetRep.org) for dates and tickets.)
- **Live Performances** — Enjoy live music December 9, 10, 16, 17 and 23.

Learn more about these and other fun events at the Riverfront Esplanade at [RiverfrontEsplanade.com/](http://RiverfrontEsplanade.com/)

*Back*

The following boards are supported by The City of Daytona Beach Redevelopment staff.  
 The schedule listed below for the Board is subject to change or cancellation.  
 Please check the City's official calendar on the City's website for any revisions to this schedule.  
 Last revised October 26, 2022

<b>DDA</b>
<b>Downtown Development Authority</b>
2 <sup>nd</sup> Thursday
Rm. 149 A&B**
<b>8:00 am – 10:00 am</b>
January 12
February 9
March 9
April 13
May 11
June 8
July 13
August 10
September 6 & 20**
October 12
November 9
December 14

\*\* In September DDA will hold budget hearings at 6:00 pm in the City Commission Chambers on Wednesday during both City Commission meetings in lieu of its regular monthly meeting.



HALIFAX ART FESTIVAL

# INVOICE

**GUILD of the Museum of Arts & Sciences**  
**352 South Nova Road**  
**Daytona Beach, Florida 32114**

**Contact: Andrea Pair**  
[andreapair@cfl.rr.com](mailto:andreapair@cfl.rr.com)  
**386.304.7247**

**BILL TO:**  
**Downtown Development Association**  
**Attn: Ken Thomas**

**COMMUNITY PARTNERSHIP PROGRAM**  
**2022 Halifax Art Festival, November 5 & 6,**  
**Daytona Beach, Florida**

**\$5,000.00**

Please make check payable to: *Vendor # 107087*  
**Guild of the Museum of Arts & Sciences, HAF**

**THANK YOU FOR YOUR CONTINUED SUPPORT FOR THE HALIFAX ART FESTIVAL. THIS MARKS OUR 60<sup>TH</sup> YEAR**

The Festival is the Guild's major fundraiser for the Museum of Arts & Sciences; and, also, benefits its Charles and Linda Williams Children's Museum and the Cici and Hyatt Brown Museum of Art. The Museum of Arts & Sciences is a designated 501(c)3 tax-exempt charitable organization. Pursuant to Chapter 212, Florida Statutes. Florida Registration #CH-1851. All donations are tax deductible if appropriate. (A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling toll-free 800.435.7352, within the State of Florida)

  
\_\_\_\_\_  
*Ken Thomas, Ace #*



Michael O. Sznajstajler  
*Chairman*  
Quanita May  
*Commissioner*  
Sheryl A. Cook  
Joseph H. Hopkins  
Tammy M. Kozinski

P.O. Box 2451 ♦ DAYTONA BEACH, FL 32115-2451 ♦ (386) 671-8180

## DOWNTOWN EVENT FUNDING CRITERIA

**EFFECTIVE: November 2022**

### Summary

The Downtown Development Authority (DDA) is a taxing authority and a dependent, special district of The City of Daytona Beach. Established in 1972, the Authority's purpose is to revitalize Downtown Daytona Beach through the funding of programs that promote the attractiveness of Downtown and promote the development of Downtown Daytona Beach. Currently, the DDA partners with the Daytona Beach CRA to focus on supporting activities and programs that market, brand, and promote Downtown Daytona Beach and Downtown businesses.

The Daytona Beach Downtown Development Authority (DDA) wants to showcase the vibrancy and variety of experiences a visitor can have in Downtown Daytona Beach and support events that compliment the marketing and promotion strategy for the area of Downtown Daytona Beach known as the "Riverfront Shops of Daytona Beach" and will benefit merchants in the shopping and dining district.

**The DDA has developed this program to offer promotional support to Downtown events.** Requests/proposals from Downtown event promoters and organizations will be accepted on an annual basis for DDA Event Sponsorship and reviewed according to the evaluation criteria in this document.

### Background

The goal is for Downtown Daytona Beach to be the center of culture, entertainment and dining in the Daytona Beach region. The DDA is working to create a welcoming environment that is a gathering place for people of all ages and interests.

Offering a variety of public, outdoor events is an important part of creating a strong downtown. This program is built upon the basic principal that coordinated, strategic and inter-related promotions and events act together to strengthen the downtown.

The DDA wishes to support events and promotions that will strengthen the arts, entertainment, and retail sectors of Downtown. The desired result is a coordinated offering of downtown events and promotions that:

- Provide a comprehensive and coordinated offering of events and promotions.
- Enhance the image of the Downtown and Riverfront Shops of Daytona Beach as a destination
- Expand the programming for Riverfront Park

- Celebrate the vibrancy of Downtown
- Strengthen Downtown businesses
- Increase the frequency and/or length of visits to the Downtown
- Ensure diversity and distinctness in the events offered
- Draw targeted audiences into Downtown businesses and arts venues

The DDA will support two levels of events in Downtown. For **all events** in the Downtown area that meet the basic criteria, the DDA will provide limited marketing support, including listing the event on the DDA website, e-blasts, and social media. **Sponsored events** are major festivals designed to draw large audiences with similar demographics as the customer base for the Riverfront Shops of Daytona Beach and are located in the Riverfront Shops of Daytona Beach area or on Manatee Island. The DDA will provide additional support for sponsored events that meet the criteria.

### **DDA Event Assistance**

For all events that meet the criteria, the DDA will provide:

1. "Riverfront Shops of Daytona Beach" graphic elements and standards for usage.
2. Announcement of the event to the Downtown businesses through email.
3. Listing of the event on the Riverfront Shops of Daytona Beach website, e-blast and social media.

For **Sponsored Riverfront Shops of Daytona Beach** Events, the DDA will provide:

1. List as Sponsor event for City of Daytona Beach event permitting costs.
2. Promotion of the event in "Riverfront Shops of Daytona Beach" television ads.
3. Promotion of the event in "Riverfront Shops of Daytona Beach" online ads.
4. Listing of the event on any published calendar of events for the Riverfront Shops of Daytona Beach (could include in-room concierge book and hotel rack card).
5. Listing on Riverfront Shops Event Directory Poster
6. Promotion of the event on Riverfront Shops 4x6 Palm Cards

For **Sponsored Manatee Island** Events, the DDA will provide:

1. List as Sponsor event for City of Daytona Beach event permitting costs.

The DDA may enter into long-term agreements to Sponsor Riverfront Shops of Daytona Beach Events.

### **Eligibility**

For general marketing and promotion support, the event must be located within the Downtown Development Authority (DDA) boundaries and meet the evaluation criteria included in this

document. For Sponsored events receiving direct funding, the event must be located in the "Riverfront Shops of Daytona Beach" area (see Exhibit A) of Downtown Development Authority and meet the evaluation criteria included in this document.

For Riverfront Shops of Daytona Beach Sponsored Events, the applicant will provide:

1. Budget including expenses, revenues and funding sources
2. Application describing the event/promotion
3. Clean up, security, planning, staffing and management of the event
4. Budget for advertising the event, including radio and print, and mentioning the event is occurring at the "Riverfront Shops of Daytona Beach"
5. Sponsored events should provide space for a Downtown Daytona Beach booth for the purpose of promoting the Riverfront Shops of Daytona Beach and its merchants.
6. Recap of the event per the form in Exhibit C attached including a description of the event, the planner's evaluation of the event, and recommendations for a future event.

### **Requirements**

The participating event/promotion will be required to use the Riverfront Shops of Daytona Beach logo and marketing elements in their printed materials, with DDA having approval on placement and size, based on conformance with the standards set forth in Exhibit B. Any press releases will mention the event being located in the Riverfront Shops of Daytona Beach and sponsored by the Daytona Beach Downtown Development Authority.

### **Evaluation**

Proposals submitted will be evaluated based upon the quality of the proposal and the following requirements:

For all events:

1. Benefit to the Downtown:
  - The event/promotion creates a positive image of the Downtown.
  - The event will enhance the Downtown's reputation as the center of art, culture, entertainment, dining, education, and urban life.
  - The event is designed to attract customers that are consistent with the Downtown Retail Study prepared by Gibbs Planning Group.
  - The event/promotion is coordinated with the Downtown marketing campaign and directs attendees to the Downtown website.
  - The event can be enjoyed by a variety of audiences and is not offensive or dangerous. Political and religious programming is not eligible. The event is located in the DDA boundaries.
2. Ease and Ability of Production

- The organization coordinating the event has the capacity to carry out the event/promotion.
- All general organizational elements (security, promotion, staffing, clean up and organization) are managed by the event organizer.

### 3. Coordination and Collaboration

- The event is coordinated with The City of Daytona Beach Cultural Services Office and has obtained an event permit or the event has been approved in the past.
- The event collaborates with Downtown businesses. Opportunities are created to encourage interaction between businesses and the event attendees. First priority for event participation is given to Downtown businesses.
- Special attention will be paid to efforts that collaborate with other initiatives and resources in the community and other Downtown stakeholders.

For Riverfront Shops of Daytona Beach Sponsored events:

- The event is located in the Riverfront Shops of Daytona Beach area.
- There is a direct benefit to Riverfront Shops of Daytona Beach merchants.
- The event is open to the public and free of charge. Certain portions of the event may have charges, such as food, music performances, or drinks.
- The funds provided by this program will leverage other funds and are used for costs that are incurred by the event.
- For merchant promotions, participation is available to all merchant businesses within the defined district/group. The applying group is united by either:
  - geographic boundaries within the Downtown, or
  - a common theme within the Downtown (example: restaurants, retail)

### **Submittal and Timing**

The DDA will accept and review applications from organizations for Sponsored events and promotions assistance on an annual basis at their August regular meeting for the next fiscal year. Additional events may be considered during the year. Please allow one month for normal processing. The Daytona Beach Downtown Development Authority retains the right to reject any and all proposals.

Please submit your application using the application form.

EXHIBIT A

RIVERFRONT SHOPS OF DAYTONA BEACH AREA

# RIVERFRONT

— SHOPS OF —

## DAYTONA BEACH



# DOWNTOWN EVENT LICENSE AREAS

## LICENSE AREAS A - C



## LICENSE AREA D



EXHIBIT B

RIVERFRONT SHOPS OF DAYTONA BEACH  
GRAPHIC STANDARDS FOR USAGE

DOWNTOWN DEVELOPMENT AUTHORITY LOGO



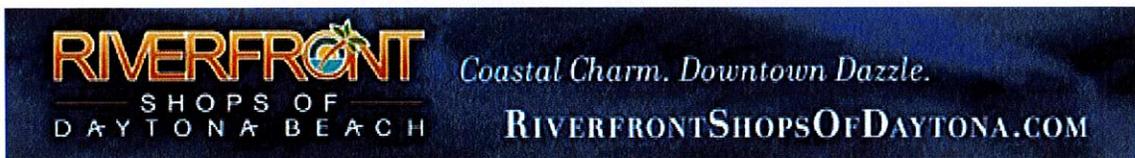
RIVERFRONT SHOPS OF DAYTONA BEACH LOGO



CITY OF DAYTONA BEACH LOGO



LOGO FOR EVENT POSTER AND ADVERTISING

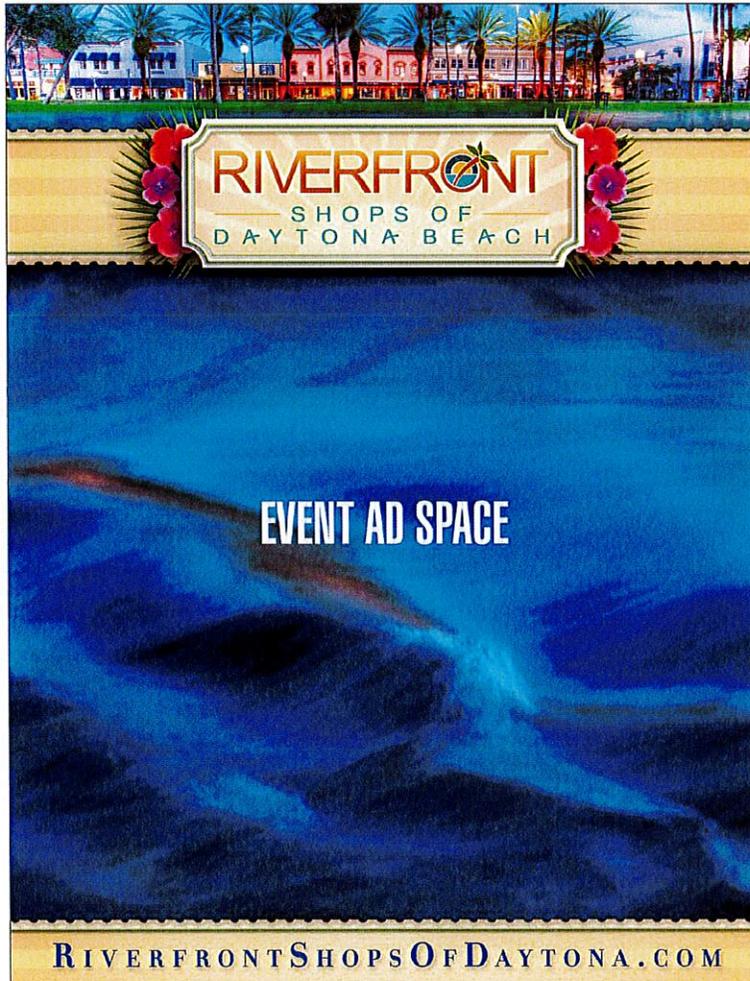


*Note: Background may be the same as the poster background*

**OPTIONAL: EVENT SMALL-SPACE AD TREATMENT**



**EVENT FULL-PAGE AD TREATMENT**



**OPTIONAL: EVENT POSTER TREATMENTS**

**RIVERFRONT SHOPS OF DAYTONA BEACH  
SPECIAL EVENT BRANDING**

*Presented by GOLD • Tuesday, August 12, 2014  
REVISED • October 6, 2014, January 21, 2015 and February 10, 2015*

**DDA SPECIAL EVENT POSTER (WITH LOGO BAND)**

**SATURDAY • DECEMBER 6TH**

**RIVERFRONT**  
*Festival*  
— OF THE —  
*Season*

**A DAZZLING EVENING IN RIVERFRONT PARK**

- **SHOPS OPEN LATE**
- **LIVE MUSIC**
- **DINING SPECIALS**
- **GIVEAWAYS**

**RIVERFRONT**  
SHOPS OF  
DAYTONA BEACH

**RIVERFRONTSHOPSOFDAYTONA.COM**

— SPONSORED BY —

SPONSOR LOGO

SPONSOR AREA

**HEADLINE**  
*Set in  
Filosofia Bold*

**LOGO AREA**  
*Art produced  
for event*

**SUBHEAD**  
*Set in  
Filosofia Bold  
Small Caps*

**BODY COPY**  
*Set in  
Filosofia Bold*

**FEATURE**  
*Set in  
Filosofia  
Bold Italic*

**LOGO BAR**  
*2" height*

**SPONSOR AREA**  
*1" height*

**URL:**  
*Set in  
Filosofia  
Bold  
Small Caps*



**RIVERFRONT SHOPS OF DAYTONA BEACH  
SPECIAL EVENT BRANDING**

*Presented by GOLD • Tuesday, August 12, 2014  
REVISED • October 6, 2014, January 21, 2015 and February 10, 2015*

**DDA SPECIAL EVENT POSTER (LIGHT BACKGROUND VERSION)**

**HEADLINE**  
*Set in  
Filosofia Bold*

**LOGO AREA**  
*Art produced  
for event*

**SUBHEAD**  
*Set in  
Filosofia Bold  
Small Caps*

**FEATURE**  
*Set in Filosofia  
Bold Italic*

**THEMELINE**  
*Set in Filosofia  
Italic*

**URL:**  
*Set in Filosofia  
Bold  
Small Caps*

**BODY COPY**  
*Set in  
Filosofia Bold*

**LOGO AREA**  
*1" height*

**SPONSOR AREA**  
*2" height*



# 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

## APPLICATION FOR DDA EVENT ASSISTANCE

Event: \_\_\_\_\_

Event Contact: \_\_\_\_\_ Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

Proposed Event Date(s): \_\_\_\_\_

### Attach the following:

- Event Plan & Description
- Event Marketing Plan
- Event Budget
- City Event Permit

### Evaluation Criteria

For all events:

- Event Benefits Downtown:** Explain how the proposed event will benefit Downtown overall and directly benefit local retail merchants and restaurants. Explain how the event is consistent with the customers identified in the Downtown Retail Study.

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- Event Production Ease and Ability:** Provide the history and background of the event and any past event experience of the producers. List other sponsors and sources of funds.

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**Coordination and Collaboration:** Explain how the event will be coordinated with Downtown businesses.

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**For Riverfront Shops of Daytona Beach sponsored events:** Event is located in Riverfront Shops of Daytona Beach area; Y/N

Event is free and open to the public: Y/N

Event leverages other funds Y/N

Event includes a plan to coordinate with Riverfront Shops of Daytona Beach merchants for promotions Y/N

**APPLICATION FOR DDA EVENT ASSISTANCE  
EVALUATION CHECKLIST**

Event: \_\_\_\_\_

Event Contact: \_\_\_\_\_ Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

Proposed Event Date(s): \_\_\_\_\_

**Submittal Information** (Attach the following:)

- Event Plan & Description
- Event Budget
- City Event Permit

**Evaluation**

1. Event Benefits Downtown [score] 1 2 3 4 5 x (wt) 40 Points: \_\_\_\_\_

Notes: Score of 1 the event has no direct benefit to Downtown businesses and will have a negative impact on Downtown; Score of 5, the event will directly benefit retail and restaurant businesses, attracts customers identified in the Downtown Retail Study, and will greatly enhance the image of Downtown.

Notes: \_\_\_\_\_  
\_\_\_\_\_

2. Event Production Ease and Ability [score] 1 2 3 4 5 x (wt) 20 Points: \_\_\_\_\_

Notes: Score of 1 the event has not been produced in the past and the event coordinators have no prior experience with event production; Score of 5, the event is an ongoing Downtown event and is operated by experienced managers, the event organizers will manage all event elements, the event leverages other funds.

Notes: \_\_\_\_\_  
\_\_\_\_\_

3. Coordination and Collaboration [score] 1 2 3 4 5 x (wt) 10 Points: \_\_\_\_\_

Notes: Score of 1 the event has not been coordinated with the City or Downtown businesses; Score of 5, the event has a City Event Permit and is coordinated with Downtown Businesses.

Notes: \_\_\_\_\_  
\_\_\_\_\_

4. Signature Events [score] 5 x (wt) 30 Points: \_\_\_\_\_

Notes: The event must answer yes to all criteria for a signature event.

Notes: \_\_\_\_\_  
\_\_\_\_\_

Total Evaluation Points \_\_\_\_\_ (Max 500 points)

For DDA marketing assistance: event must score a minimum of 200 points

For DDA funding assistance (Riverfront Shops of Daytona Beach Sponsored Event): event must score a minimum of 400 points



# THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION  
 POST OFFICE BOX 2451  
 DAYTONA BEACH, FLORIDA 32115-2451  
 PHONE (386) 671-8160  
 FAX (386) 671-8187

## MEMORANDUM

DATE: November 10, 2022  
 TO: Downtown Development Authority Board Members  
 FROM: Kenneth Thomas, Redevelopment Director  
 SUBJECT: DDA Monthly Financial Report

The following is the DDA financial report for revenues and expenditures through August 31, 2022.

### General Activities for August 2022

#### Received to Date

Revenues	Projection	As of 8/31/22	Balance
Ad Valorem	\$ 173,662.00	\$ 173,543.27	\$ 118.73
Delinquent Ad Valorem	\$	\$ 3,629.49	\$ (3,629.49)
Downtown CRA Payment	\$ 101,295.00	\$ 101,294.98	\$ .02
Interest	\$ 16.00	\$	\$ 16.00
Miscellaneous	\$ 00,000.00	\$ 000000.00	\$ (1,989.00)
Appropriation of Fund BI	\$ 53,121.00	\$	\$ 53,121.00
<b>Total</b>	<b>\$ 328,094.00</b>	<b>\$ 278,467.74</b>	<b>\$ 47,637.26</b>

#### Spent to Date

Line-Item	Appropriation	As of 8/31/22	Balance
Professional Services	\$ 39,000.00	\$ 35,750.00	\$ 3250.00
Care and Subsistence	\$ 350.00	\$ 66.76	\$ 169.65
Advertising	\$ 45,428.00	\$ 41,455.00	\$ 2,327.36
Events Promotion	\$ 13,200.00	\$ 8,994.41	\$ 4,205.59
Supplies	\$ 2,000.00	\$	\$ 2,000.00
Memberships	\$ 200.00	\$ 175.00	\$ 25.00
Downtown CRA Payment	\$ 101,295.00	\$ 101,294.98	\$ .02
Contingency	\$ 0000.00	\$	\$ 000.00
<b>Total</b>	<b>\$ 201,473.00</b>	<b>\$ 187,736.15</b>	<b>\$ 11,977.623</b>

### Farmers' Market Activities

Revenues	Projection	Received to Date As of 08/31/22	Balance
Vendor Revenue	\$ 25,000.00	\$ 4,149.00	\$ 20,851.00
Sponsorship	\$ 5,000.00	\$	\$ 5,000.00
Market Booth Sales	\$	\$	\$
DDA SNAP Revenues	\$ 5,000.00	\$ 1,726.25	\$ 3,273.75
<b>Total</b>	<b>\$ 35,000.00</b>	<b>\$ 5,875.25</b>	<b>\$ 29,124.75</b>

Expenses	Appropriation	Spent to Date As of 08/31/22	Balance
Market Manager	\$ 16,700.00	\$ 1,300.00	\$ 13,000.00
Liability Insurance	\$ 1,500.00	\$ 1,207.50	\$ 292.50
Marketing	\$ 2,700.00	\$ 300.00	\$ 2,305.74
City Fees	\$ 1,500.00	\$	\$ 1,500.00
DDA SNAP Expenses	\$ 5,000.00	\$ 2,169.15	\$ 2,830.85
Booth Merchandise	\$	\$	\$ 00.00
Other Materials & Supplies	\$ 1,000.00	\$	\$ 1,000.00
<b>Total</b>	<b>\$ 28,400.00</b>	<b>\$ 4,976.65</b>	<b>\$ 18,329.09</b>

### Downtown Event Activities

Revenues	Projection	Received to Date As of 8/31/22	Balance
Vendor Revenue	\$	\$	\$
Event Sponsorship	\$	\$	\$
<b>Total</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>

Expenses	Appropriation	Spent to Date As of 8/31/22	Balance
Event Promotion	\$ 81,100.00	\$ 2,819.00	\$ 79,970.79
<b>Total</b>	<b>\$ 81,100.00</b>	<b>\$ 2,819.00</b>	<b>\$ 79,970.79</b>

### DDA Budget Summary

	Budget	Actual	Balance
Total DDA Revenues	\$ 363,094.00	\$ 78,747.68	\$ 284,346.32
Total DDA Expenditures	\$ 363,094.00	\$ 72,944.80	\$ 290,149.20
<b>Balance</b>	<b>\$</b>	<b>\$ 5,802.88</b>	<b>\$ (5,802.88)</b>
<b>Reserves</b>	<b>\$ 53,121.15</b>	<b>\$</b>	<b>\$ 53,121.15</b>



# THE CITY OF DAYTONA BEACH

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## MEMORANDUM

DATE: November 10, 2022  
 TO: Downtown Development Authority Board Members  
 FROM: Kenneth Thomas, Redevelopment Director  
 SUBJECT: DDA Monthly Financial Report

The following is the DDA financial report for revenues and expenditures through September 30, 2022.

### General Activities for September 2022

Revenues	Projection	Received to Date	
		As of 9/30/22	Balance
Ad Valorem	\$ 173,662.00	\$ 173,543.27	\$ 118.73
Delinquent Ad Valorem	\$	\$ 3,689.01	\$ (3,689.01)
Downtown CRA Payment	\$ 101,295.00	\$ 101,294.98	\$ .02
Interest	\$ 16.00	\$	\$ 16.00
Miscellaneous	\$ 000.00	\$ 000.00	\$ (1,989.00)
Appropriation of Fund Bl	\$ 53,121.00	\$	\$53,121.00
<b>Total</b>	<b>\$ 328,094.00</b>	<b>\$ 278,527.26</b>	<b>\$49,566.74</b>

Line-Item	Appropriation	Spent to Date	
		As of 9/30/22	Balance
Professional Services	\$ 39,000.00	\$ 39,000.00	\$ 0.00
Care and Subsistence	\$ 350.00	\$ 224.28	\$ 125.72
Advertising	\$ 45,428.00	\$ 43,979.83	\$ 1,448.17
Events Promotion	\$ 13,200.00	\$ 10,979.26	\$ 2,220.74
Supplies	\$ 2,000.00	\$ 1,085.15	\$ 914.85
Memberships	\$ 200.00	\$ 175.00	\$ 25.00
Downtown CRA Payment	\$ 101,295.00	\$ 101,294.98	\$ .02
Contingency	\$ 0000.00	\$	\$ 000.00
<b>Total</b>	<b>\$ 201,473.00</b>	<b>\$ 196,738.50</b>	<b>\$ 4,734.50</b>

**Farmers' Market Activities**

<b>Revenues</b>	<b>Projection</b>	<b>Received to Date As of 9/30/22</b>	<b>Balance</b>
Vendor Revenue	\$ 25,000.00	\$ 4,479.00	\$ 20,521.00
Sponsorship	\$ 5,000.00	\$	\$ 5,000.00
Market Booth Sales	\$	\$	\$
DDA SNAP Revenues	\$ 5,000.00	\$ 1,776.25	\$ 3,223.75
<b>Total</b>	<b>\$ 35,000.00</b>	<b>\$ 6,255.25</b>	<b>\$ 28,744.75</b>

<b>Expenses</b>	<b>Appropriation</b>	<b>Spent to Date As of 9/30/22</b>	<b>Balance</b>
Market Manager	\$ 16,700.00	\$ 14,300.00	\$ 2400.00
Liability Insurance	\$ 1,500.00	\$ 1,207.50	\$ 292.50
Marketing	\$ 2,700.00	\$ 2,605.74	\$ 94.26
City Fees	\$ 1,500.00	\$	\$ 1,500.00
DDA SNAP Expenses	\$ 5,000.00	\$ 2,820.86	\$ 2,179.14
Booth Merchandise	\$	\$	\$ 00.00
Other Materials & Supplies	\$ 1,000.00	\$	\$ 1,000.00
<b>Total</b>	<b>\$ 28,400.00</b>	<b>\$ 20,934.10</b>	<b>\$ 7,465.90</b>

**Downtown Event Activities**

<b>Revenues</b>	<b>Projection</b>	<b>Received to Date As of 9/30/22</b>	<b>Balance</b>
Vendor Revenue	\$	\$	\$
Event Sponsorship	\$	\$	\$
<b>Total</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>

<b>Expenses</b>	<b>Appropriation</b>	<b>Spent to Date As of 9/30/22</b>	<b>Balance</b>
Event Promotion	\$ 81,100.00	\$ 79,970.79	\$ 129.21
<b>Total</b>	<b>\$ 81,100.00</b>	<b>\$ 79,970.79</b>	<b>\$129.21</b>

**DDA Budget Summary**

	<b>Budget</b>	<b>Actual</b>	<b>Balance</b>
Total DDA Revenues	\$ 363,094.00	\$ 284,785.84	\$
Total DDA Expenditures	\$ 363,094.00	\$ 297,743.39	\$
<b>Balance</b>	<b>\$</b>	<b>\$ 12,957.55</b>	<b>\$ (12,957.55)</b>
<b>Reserves</b>	<b>\$ 53,121.15</b>	<b>\$</b>	<b>\$ 53,121.15</b>