

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
 Tammy M. Kozinski
 Douglas Martin

AGENDA- Revised **Thursday, February 9, 2023 3:00 p.m.** **Conference Room 149 A&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: January 12, 2023
4. **Reports & presentations**
 - 4a. Public Safety Update- Captain Jeremy Nikolow
 - 4b. Events Update- Al Smith
 - 4c. March's First Friday Art walk
 - 4.d Riverfront Market Details
 - 4e. Monthly Financial Report
5. **Public Comments**
6. **Board Comments**
7. **Adjournment**

Agenda Approval	Date
 Redevelopment Director	02/06/2023
 Assistant City Attorney	2/06/23

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, January 12, 2023**

The meeting of the Downtown Development Authority Board was held on Tuesday, January 12, 2023, at 3:00 p.m. in RM. 149 B., 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present.

Board Members Present

Michael Sznajstajler, Chair
Sheryl Cook, Vice Chair
Douglas Martin
Tammy Kozinki
Quanita May, Commissioner

Board Members Absent

None

Staff Members Present

Ken Thomas, Redevelopment Director
Michele Toliver, Redevelopment Project Manager
Robert Jagger, City Attorney
Gina Fountain, Board Secretary

1. Call to Order

Mr. Sznajstajler called the meeting to order at 3:00 p.m.

2. Roll Call

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

3. Approval of Minutes

a. Regular Meeting – November 22, 2022

Commissioner May asked to be excused to attend a City Manager meeting with topics of discussions; floodgate designs, CRA funding, trash and lighting downtown. She asked the board members to email her with any photos that they may have of the floodgate designs that she may present at this meeting.

City Attorney Jagger stated that normally they would not share photos outside of the public meeting, but he does not vision this as a matter which will come back to the DDA for funding or for any other reason, so they can send them. He stated that he just want to alert them that normally they would not communicate through a text or email, between board members without

at least disclosing it at this meeting. He stated they have to be careful about public records and Sunshine Law, so any response would be a violation of the Sunshine Law.

Mr. Sznajstajler stated that they are bounded by the Sunshine Law.

A motion was made by Ms. Kozinski, seconded by Ms. Cook, to approve the minutes of the November 22, 2022 with necessary corrections, Downtown Development Authority Meeting, as presented the motion carried 4-0.

4. Reports & Presentations

a. Public Safety Update

Mr. Thomas stated Captain Jeremy Nikolow, Daytona Beach Police Department, is excused from providing his report because he is unable to attend this meeting.

b. Keith Gold & Associates

Mr. Keith D. Gold, President/CEO, Gold & Associates, presented his report to the Board. Mr. Gold provided an overview of the December-January Reports and New Marketing Initiatives (Holiday Season Marketing and Farmer's Market status & funding).

Mr. Gold and Board members discussed the remaining unallocated funds from the Farmer's Market, agreement plan with Esplanade and the City, purchase of rack brochures, increase in online and magazine expenditures, notice requirement to notify Farmer's Market Manager of employment status.

c. Events Update – Al Smith

Mr. Smith, Bullseye Marketing, presented his report to the Board. Mr. Smith provided an overview of the previous, upcoming events, merchants lost and gained. He requested a reimbursement of \$1,106 in advertising expenses due to the cancellation of the Fall Wine Walk on 10/8/22 resulting from Hurricane Ian. He stated that if the reimbursement is approved he would use those funds to sponsor a Spring Wine Walk on April 22, 2023 with the remaining \$1,394 that was originally budgeted for this event.

A motion was made by Ms. Cook, seconded by Mr. Martin to approve the reimbursement to Bullseye Marketing for the \$1,106 spent for advertising expenses for 10/8/22 Fall Wine Walk after cancellation due to Hurricane Ian, Downtown Development Authority Meeting, as presented the motion carried 4-0.

d. Art Walk Presentation – Gregory Grant

Mr. Thomas provided a previous introduction for Gregory Grant regarding his years in business, artist participation, and current location.

Mr. Gregory Grant, owner, Galerie Elan, discussed his concept of a First Friday ArtWalk to consolidate efforts with the monthly Food Truck event, current participating galleries and businesses with gallery space that he consolidates with for Artwalk events and hosting his art classes. He stated that his presence here is for an introduction only with no intention for soliciting funds, however, in the near future he will be returning to the board to request funding assistance for promotional partnership and sponsorship for advertise, banners, brochures, shuttle transportation, and signs.

Mr. Sznajstajler stated that he would certainly suggest, he get with Mr. Thomas or Ms. Toliver, because while the DDA has own funding and setup, they are separate from the City. He stated that there has been a rubric created to evaluate the applications received that request support from this board.

Mr. Gold stated with approval from the board and at no additional charge and working with Mr. Thomas, he can work Mr. Grant advertisement of his First Friday Artwalk event into all their e-blasts, online and print advertising.

Mr. Sznajstajler stated that he would rather for Mr. Grant to fill out that form first, which is kind of the gatekeeper to being able to do the advertisement. He stated at a minimum the board will be able to approve Mr. Grants request. However, he thinks they set the wheels in motion for that, so that they have a record of what they are being asked to promote and have some of the materials and information.

Mr. Kozinski asked do they have to wait to come back to another meeting for that because if he could get the form to the City sooner instead of later, he would not have to wait a month for them to promote it.

Mr. Thomas stated that no application is approved by the board unless they are requesting sponsorship, then they need to present to the board. He stated they can certainly direct staff to have Mr. Gold to go ahead and start the marketing.

Mr. Jagger stated that they can certainly direct staff to have Mr. Gold the approval to start the marketing, nothing improper about that.

Mr. Thomas stated that the marketing can start as long as staff has the application in hand.

Mr. Sznajstajler stated this would be consistent with what they have traditionally done because they already market the first Friday Truck Event, so this would be a subset of this event.

e. Halifax Arts Festival Discussion – Maureen Mahoney

Mr. Thomas stated there was a discussion with Maureen Mahoney, Interim Chair, after the Art Festival because the City agreement terminated in December 2022. He stated the board needs to

begin the discussion on if they will do another five year contract to remain on Beach Street or they will move in another location. He stated currently they are being pursued by another entity in a positive way.

Maureen Mahoney, Interim Chair, Halifax Arts Festival, provided a brief introduction and explained they have researched other locations and asked by the Esplanade to host the festival there but they would prefer to remain on Beach Street. She stated that they would not have a problem with doing another five year contract with the City because the city kind of works out best for them due to size wise. She stated she thinks the festival is good for the stores and they receive good feedback from them as far as how well they did on that weekend.

Ms. Kozinski and Ms. Mahoney discussed the reasons for the road closure at 6:30 a.m. as the result of the Halifax Arts Festival. Ms. Mahoney agreed that closing the streets between 9:30-10:00 a.m., is a feasible amount of time for the artists to setup their tents on that Friday before the event. Also, Ms. Mahoney expressed gratitude of the \$5,000 from DDA for supporting the festival, Ms. Cook for being a presenter, and City of Daytona Beach for paying the police bill.

Mr. Sznajstajler stated there has been some unnecessary angst on this groups end as far as whether them and the City want them. He stated that he would suggest that the board meet with staff and decide on a multiyear contract to determine the stipulations for this group.

John Nicholson, 413 N. Grandview Avenue, discussed the luxury hotels on the Beachside areas and the amenity that would bring to the downtown area.

f. Monthly Financial Report

Mr. Thomas and Board members discussed the financial reports regarding the misprints in December report and no listed vendor revenues. Mr. Thomas stated that he would speak with the Farmer's Market Manager regarding the revenues because board members stated there were some vendors present during their visits to the Farmer's Market.

g. Discussion regarding Children's Farmers Market-March 2023

Mr. Sznajstajler discussed the return of the Children's Farmers on March 25th from 9:00 a.m. to 2:00 p.m. that will be located at the Esplanade on the north block. He stated there will be enough room for 50 businesses with approximately 25-30 businesses already committed. He provided the website as childrensbusinessfair.org/daytonabeach/florida.com. for vendors and children businesses to sign up.

Mr. Thomas asked Mr. Sznajstajler will the staff receive flyer to assist with promoting this event.

Mr. Sznajstajler replied yes, he would also need the application rubric to complete but there will be no need for financial support.

5. Public Comments

There were no comments.

6. Board Comments

Ms. Kozinski discussed the complaints she heard from customers regarding nowhere to put trash after the Christmas parade. She also discussed her meeting with the City Manager about trying to get the lights reinstalled on the center of the trees, keeping the lights in front of the businesses, trash behind her business and Tom Cook Jeweler, issues with City staff regarding the trash, and being in talks with David Waller about it as well.

Ms. Cook inquired about the status of the four-way stop signs on Magnolia Avenue and Palmetto Avenue after January 31st, because of the concerns of people still running the red light.

Mr. Thomas stated that he would discuss the issue with David Waller and provide the board an update at next meeting.

Commissioner May and board members discussed the updates that she received from the City Manager meeting regarding the businesses that applied for the Hurricane Ian Grants and ways to reach those businesses that did not apply due to floodgates, CRA reimbursing those businesses that purchased the floodgates, determining factor of the trash buildup behind the businesses and plans to ratify this situation, lighting cost around trees and back of businesses as well as parking.

7. Adjournment

There being no further business to come before the board, the meeting was adjourned at 4:18 p.m.

Mike Sznajstajler, Chair

Gina Fountain, Board Secretary

COMPSTAT REPORT



CRIME STATISTICS

District 2 – Eastside

Captain Jeremy E. Nikolow

January 15, 2023 through January 28, 2023

January 1, 2023 through January 28, 2023 compared to the same periods in 2021 and 2022

DAYTONA BEACH POLICE DEPARTMENT - DISTRICT 2	YTD	YTD	2020-2021	YTD	YTD	2021-2022	YTD	YTD	2020-2022
	2021	2022	% Change	2022	2023	% Change	2021	2023	% Change
Homicides	0	0	N/C	0	1	N/C	0	1	N/C
Auto Thefts	3	4	33%	4	0	-100%	3	0	-100%
Total Burglaries	1	8	700%	8	1	-88%	1	1	0%
Residence	0	7	N/C	7	1	-86%	0	1	N/C
Non Residence	1	1	0%	1	0	-100%	1	0	-100%
Total Larcenies	29	37	28%	37	26	-30%	29	26	-10%
Larcenies	13	22	69%	22	18	-18%	13	18	38%
Larceny Carbreak	1	7	600%	7	1	-86%	1	1	0%
Larceny Shoplifting	11	2	-82%	2	6	200%	11	6	-45%
Larceny Bicycle	4	6	50%	6	1	-83%	4	1	-75%
Total Robberies	4	0	-100%	0	1	N/C	4	1	-75%
Armed	1	0	-100%	0	1	N/C	1	1	0%
Strongarmed	3	0	-100%	0	0	N/C	3	0	-100%
Total Agg. Assaults/Bat.	16	14	-13%	14	14	0%	16	14	-13%
Agg. Assaults/Batteries	16	14	-13%	14	14	0%	16	14	-13%
Persons Shot	0	2	N/C	2	2	0%	0	2	N/C
Total Sexual Bat.	0	0	N/C	0	0	N/C	0	0	N/C
Sexual Battery	0	0	N/C	0	0	N/C	0	0	N/C
Sexual Battery Child	0	0	N/C	0	0	N/C	0	0	N/C
TOTAL Part One Crimes	53	63	19%	63	43	-32%	53	43	-19%
Property Crimes	33	49	48%	49	27	-45%	33	27	-18%
Person Crimes	20	14	-30%	14	16	14%	20	16	-20%
Total Calls For Service	4,084	3,452	-15%	3,452	3,734	8%	4,084	3,734	-9%
Firearm Offenses	5	4	-20%	4	5	25%	5	5	0%
Domestic Violence Cases	41	37	-10%	37	28	-24%	41	28	-32%
	2021	2022		2022	2023		2021	2023	

NOTE: This Crime data is preliminary and subject to reclassification upon further investigation. There were incidents that did not code into either district. These are included in the Citywide Total.

COMPSTAT STATISTICAL CRIME COMPARISON TO PREVIOUS PERIODS

District 2	11/27/22	1/15/23		12/11/22	1/15/23		1/1/23	1/15/23		
DAYTONA BEACH POLICE DEPARTMENT	12/10/22	1/28/23		12/31/22	1/28/23		1/14/23	1/28/23		3 Periods
	Compstat 24	Compstat 2	Percent Change	Compstat 25	Compstat 2	Percent Change	Compstat 1	Compstat 2	Percent Change	Average Percent Change
	Homicides	1	0	-100%	0	0	N/C	1	0	-100%
Auto Thefts	1	0	-100%	2	0	-100%	0	0	N/C	N/C
Total Burglaries	3	1	-67%	6	1	-83%	0	1	N/C	N/C
Residence	2	1	-50%	2	1	-50%	0	1	N/C	N/C
Non Residence	1	0	-100%	4	0	-100%	0	0	N/C	N/C
Total Larcenies	17	13	-24%	17	13	-24%	13	13	0%	-16%
Larcenies	5	9	80%	6	9	50%	9	9	0%	43%
Larceny Shoplifting	7	3	-57%	5	3	-40%	3	3	0%	-32%
Larceny Carbreak	1	1	0%	3	1	-67%	0	1	N/C	N/C
Larceny Bicycle	4	0	-100%	3	0	-100%	1	0	-100%	-100%
Total Robberies	2	0	-100%	1	0	-100%	1	0	-100%	-100%
Armed	2	0	-100%	0	0	N/C	1	0	-100%	N/C
Strongarmed	0	0	N/C	1	0	-100%	0	0	N/C	N/C
Total Agg. Assaults/Bat.	14	8	-43%	16	8	-50%	6	8	33%	-20%
Agg. Assaults/Batteries	11	6	-45%	12	6	-50%	4	6	50%	-15%
Domestic Assault/Batteries	3	2	-33%	4	2	-50%	2	2	0%	-28%
Persons Shot	2	0	-100%	0	0	N/C	2	0	-100%	N/C
Total Sexual Bat.	0	0	N/C	0	0	N/C	0	0	N/C	N/C
Sexual Battery	0	0	N/C	0	0	N/C	0	0	N/C	N/C
Sexual Battery Child	0	0	N/C	0	0	N/C	0	0	N/C	N/C
TOTAL Part One Crimes	38	22	-42%	42	22	-48%	21	22	5%	-28%
Property Crimes	21	14	-33%	25	14	-44%	13	14	8%	-23%
Person Crimes	17	8	-53%	17	8	-53%	8	8	0%	-35%
Total Calls For Service	1,742	1,998	15%	2,359	1,998	-15%	1,736	1,998	15%	5%
Firearm Offenses	4	5	25%	4	5	25%	2	5	150%	67%
Domestic Violence Cases	16	15	-6%	20	15	-25%	13	15	15%	-5%
	Compstat 24	Compstat 2	Percent Change	Compstat 25	Compstat 2	Percent Change	Compstat 1	Compstat 2	Percent Change	Avg Percent

NOTE: This Crime data is preliminary and subject to reclassification upon further investigation. N/C = Non Calculable

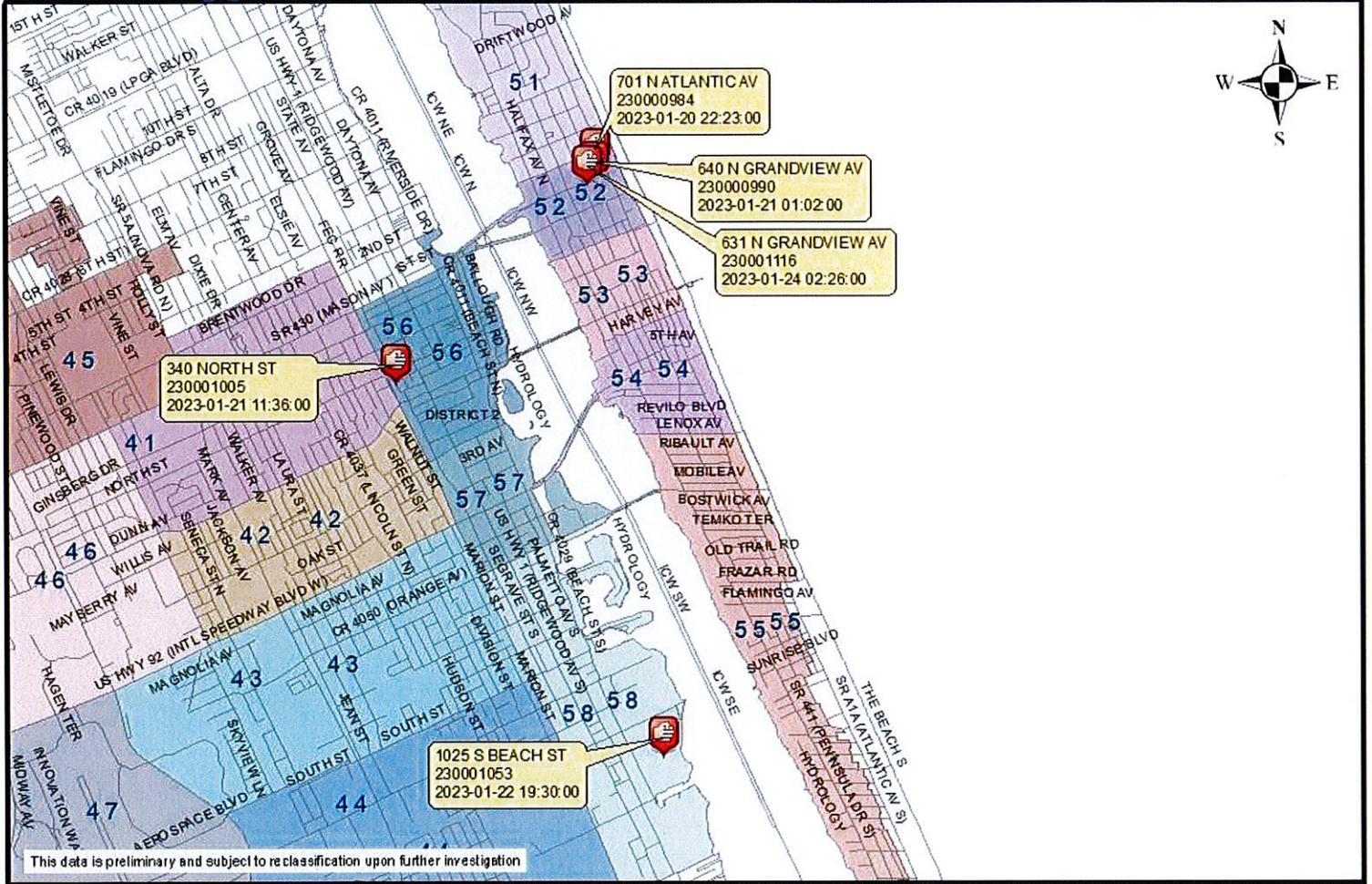


District 2 - Part 1 Crimes by Zone 1/1/2023 through 1/28/2023

DAYTONA BEACH POLICE DEPARTMENT	Total	DB51	DB52	DB53	DB54	DB55	DB56	DB57	DB58
Total	40	6	8	5	2	1	5	4	9
Aggravated Assaults	11	3	2	1	0	1	2	0	2
Auto Theft	0	0	0	0	0	0	0	0	0
Burglary Non-Residence	0	0	0	0	0	0	0	0	0
Burglary Residence	1	0	0	0	0	0	1	0	0
Homicide	1	0	0	0	0	0	0	0	1
Larceny All Other	18	3	5	3	1	0	1	1	4
Larceny Bicycle	1	0	0	0	0	0	1	0	0
Larceny Carbreak	1	0	0	0	0	0	0	1	0
Larceny Shoplifting	6	0	1	0	1	0	0	2	2
Robbery Armed	1	0	0	1	0	0	0	0	0
Robbery Strongarm	0	0	0	0	0	0	0	0	0
Sexual Battery	0	0	0	0	0	0	0	0	0

*The Aggravated Assault, Auto Theft, & Sexual Battery statistics reflect the total number of incidents, it does not indicate the total number of victims or vehicles
The Highlighted numbers indicate zones with higher levels of activity.

District 2 Aggravated Assaults and Batteries 01/15/2023 through 01/28/2023

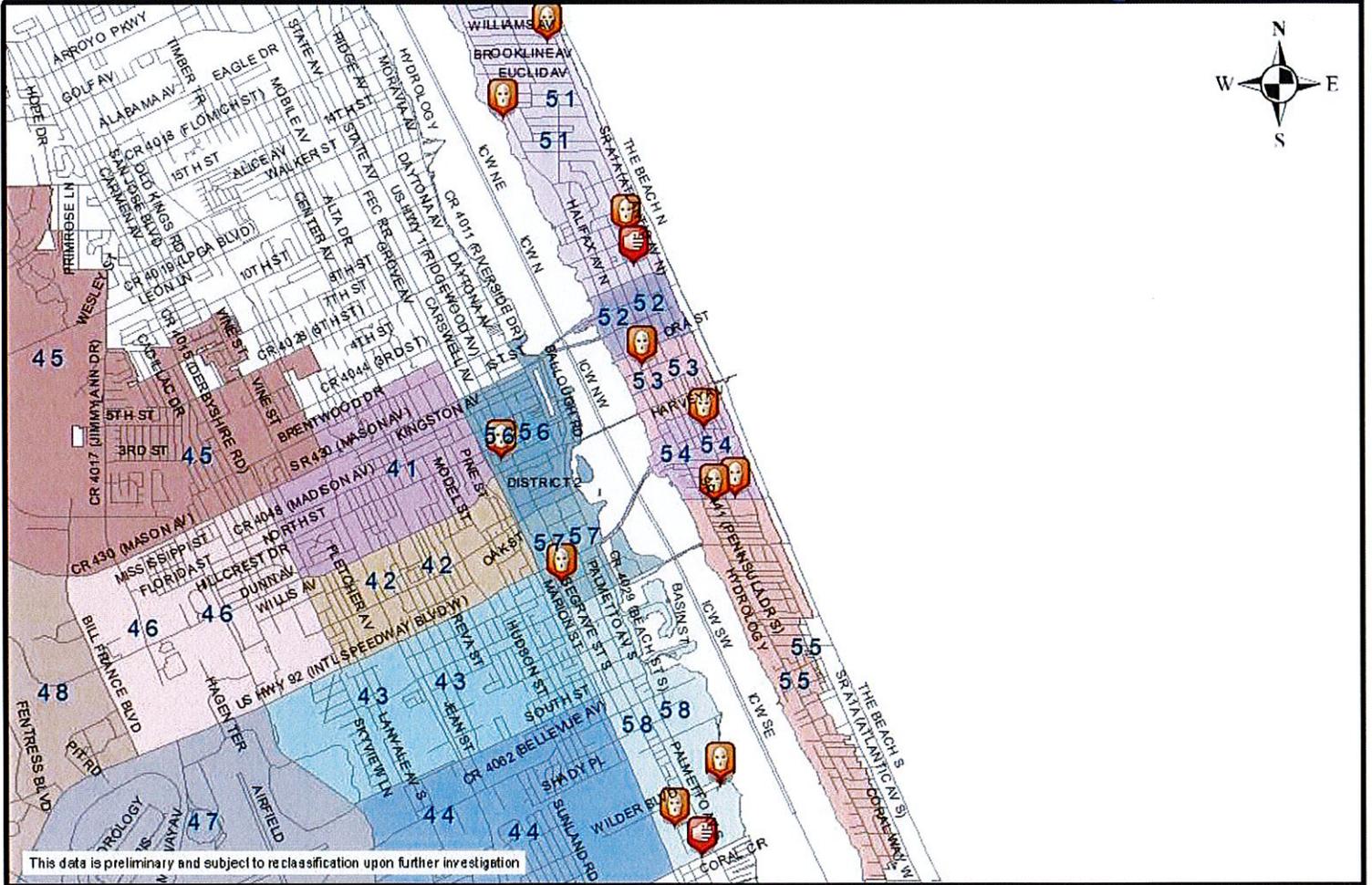


Legend Aggravated Assault/Battery



Daytona Beach Police Department
 Prepared by: T.Young
 Date: January 31, 2023

District 2 Domestic Assaults and Batteries 01/15/2023 through 01/28/2023

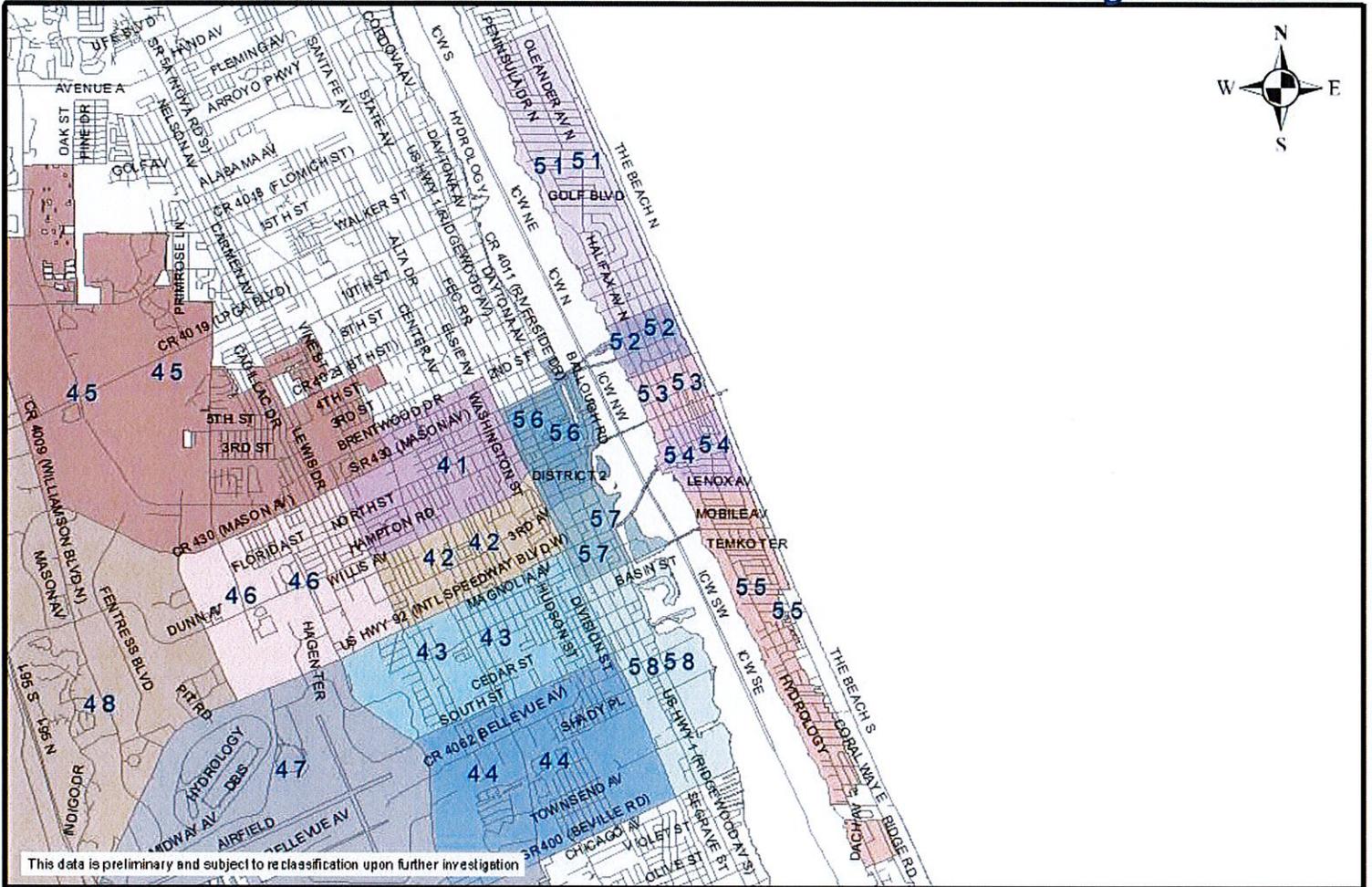


Legend

-  Aggravated Domestic Assault/Battery
-  Simple Domestic Assault/Battery

 **Daytona Beach Police Department**
 Prepared by: T.Young
 Date: January 31, 2023

District 2 Robberies and Sexual Batteries 01/15/2023 through 01/28/2023



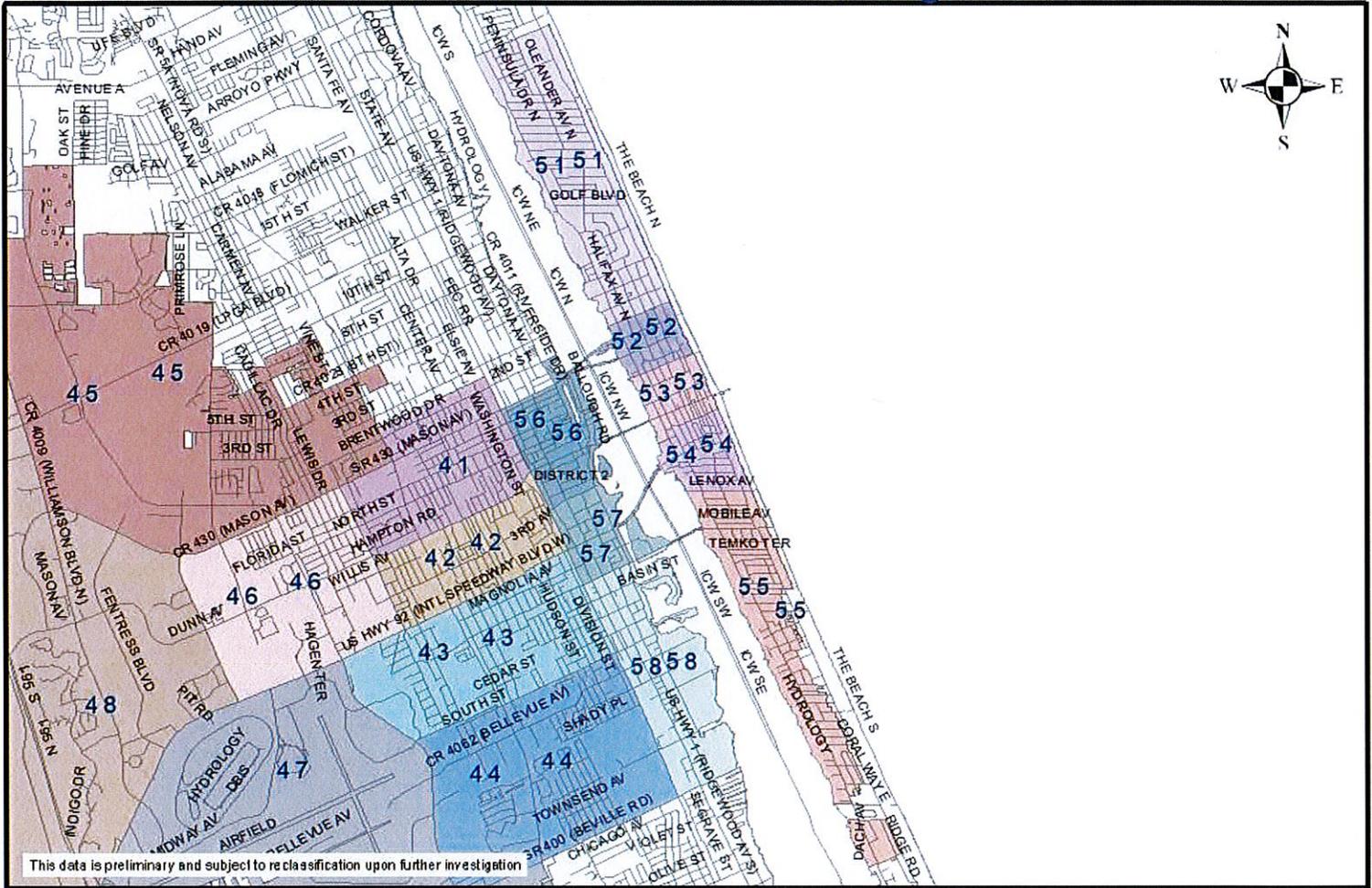
Legend

THERE WERE NO ROBBERIES OR SEXUAL BATTERIES REPORTED IN DISTRICT 2 DURING THIS PERIOD



Daytona Beach Police Department
 Prepared by: T.Young
 Date: January 31, 2023

District 2 Auto Thefts 01/15/2023 through 01/28/2023



Legend

THERE WERE NO AUTO THEFTS REPORTED IN DISTRICT 2 DURING THIS PERIOD

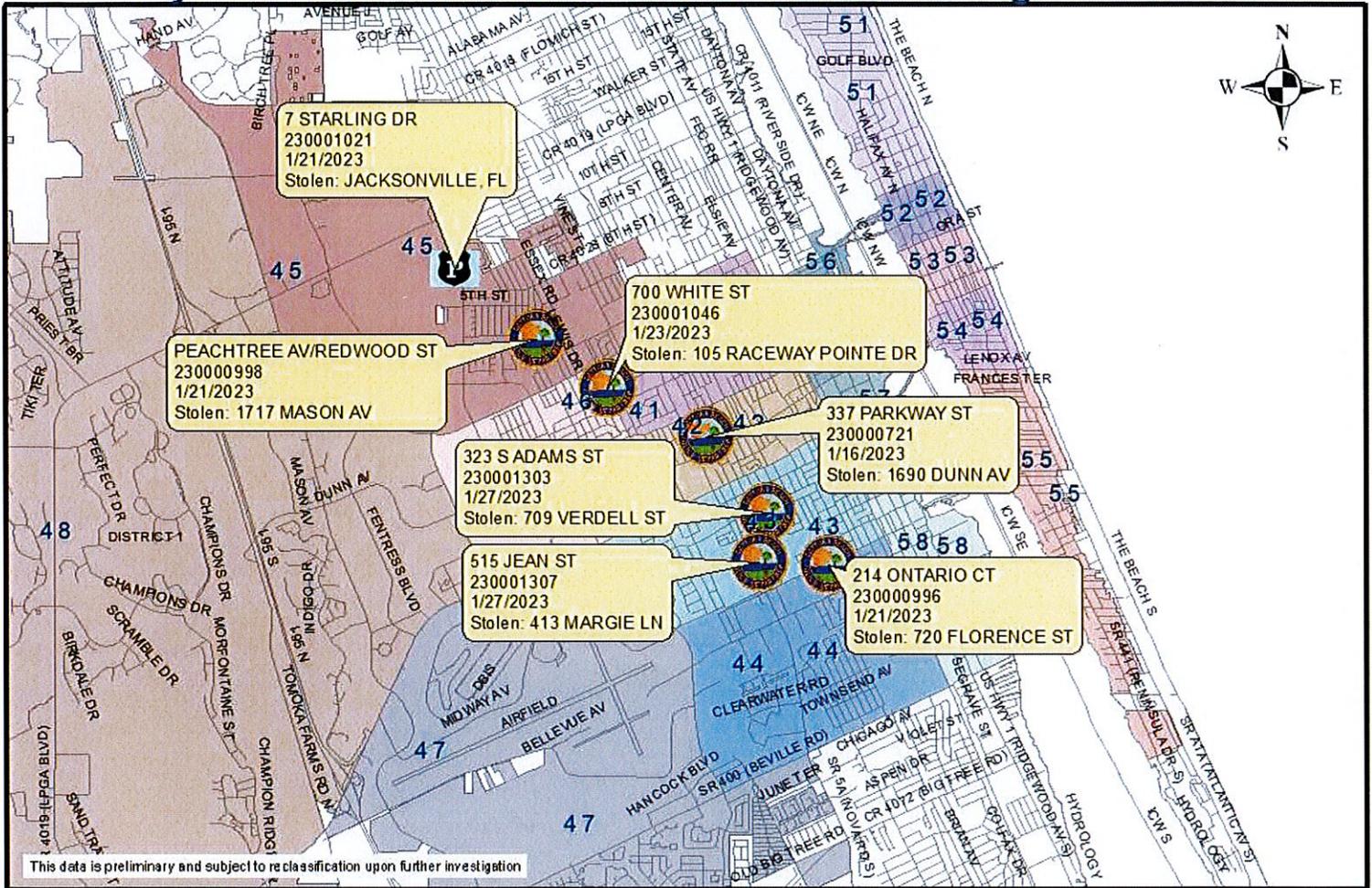


Daytona Beach Police Department

Prepared by: T.Young

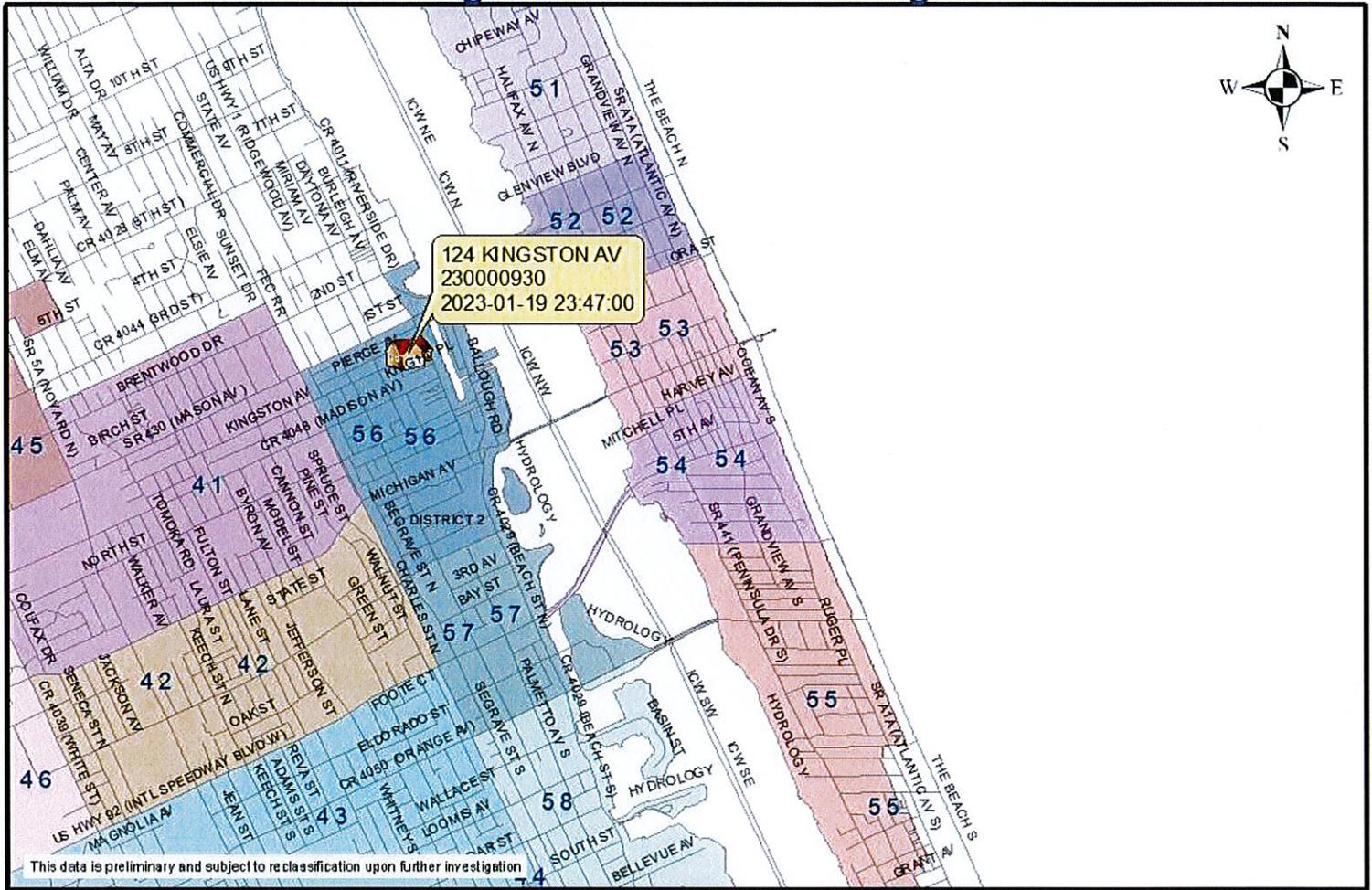
Date: January 31, 2023

Citywide Auto Theft Recoveries 01/15/2023 through 01/28/2023



<p>Legend</p> Stolen DB/Recovered DBPD	Stolen Outside Agency/Recovered DB	<p>Daytona Beach Police Department Prepared by: T.Young Date: January 31, 2023</p>
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District 2 Burglaries 01/15/2023 through 01/28/2023



Legend Burglary Residence



Daytona Beach Police Department
 Prepared by: T.Young
 Date: January 31, 2023

COMPSTAT REPORT

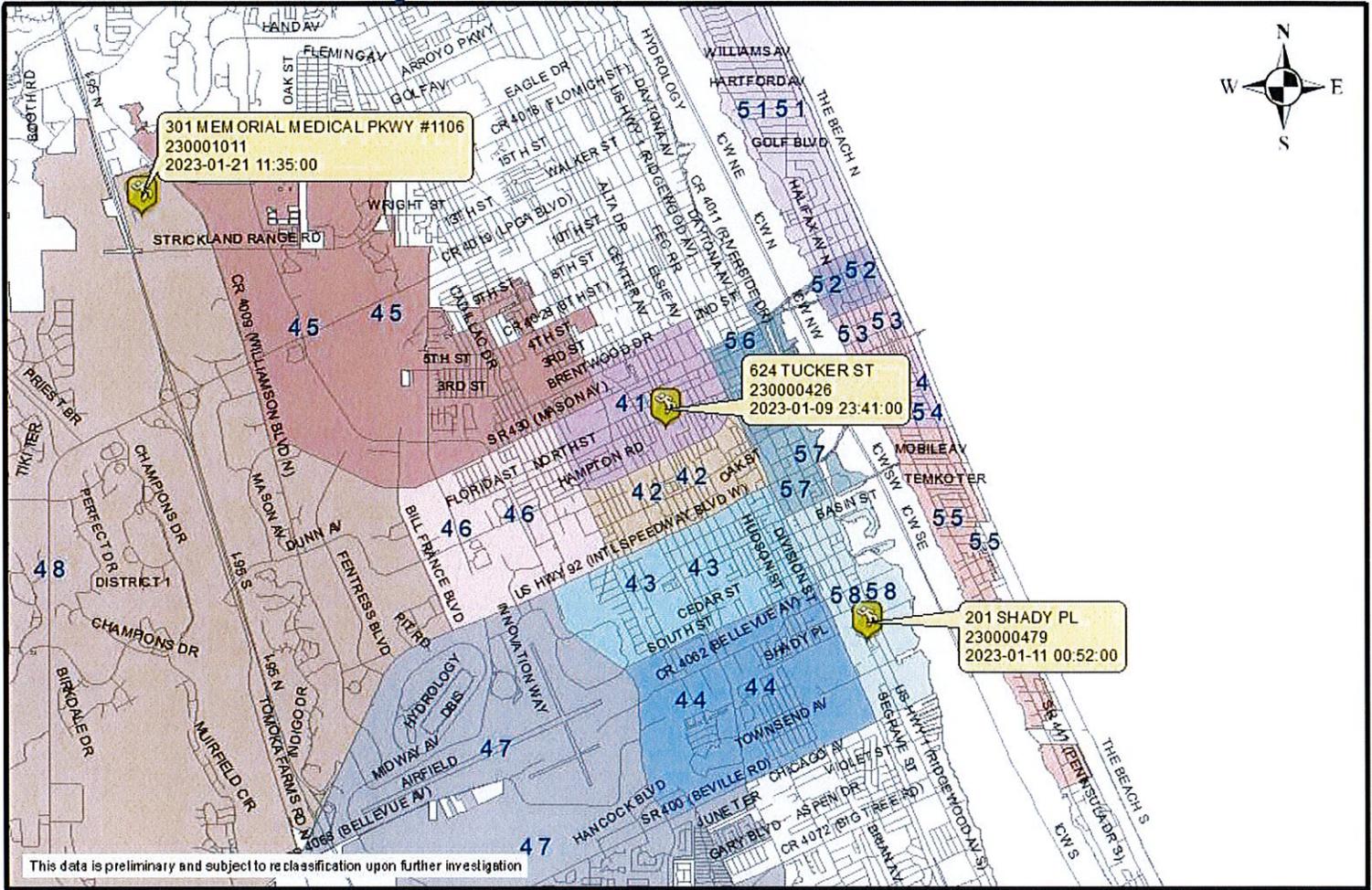


CRIME STATISTICS

Criminal Investigations Division

Captain Byron K. Williams

Citywide Homicides Year to Date 2023



This data is preliminary and subject to reclassification upon further investigation

Legend  HOMICIDE

 **Daytona Beach Police Department**
Prepared by: T.Young
Date: January 31, 2023

COMPSTAT REPORT



Next Compstat Session:

February 16, 2023

Reporting Period: January 29, 2023 through February 11, 2023
to be held in the Compstat Room (2nd Floor Room 2001)

*Public Meeting To Be Determined*At 129 Valor Boulevard



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

Robert Abraham
Chairman
Kelly White
Commissioner
Sheryl A. Cook
Joseph H. Hopkins
Tammy M. Kozinski

APPLICATION FOR DDA EVENT ASSISTANCE

Event: First Friday ArtWalk

Event Contact: Gregory Grant Phone #: 386-871-9906 Email: galerieelan@gmail.com

Proposed Event Date(s): First Friday of each Month

Attach the following:

- | | |
|--|--|
| <input checked="" type="checkbox"/> Event Plan & Description | <input checked="" type="checkbox"/> Event Marketing Plan |
| <input checked="" type="checkbox"/> Event Budget | <input type="checkbox"/> City Event Permit |

Evaluation Criteria

For all events:

1. **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.

This monthly event has become extremely popular throughout the United States, having the power to revitalize districts by bringing people together and empowering creative voices. In many cities, the monthly ArtWalk is their most popular cultural venue. One can stroll along Beach Street and our soon-to-be finished riverfront Esplanade and enjoy an eclectic variety of art offered by galleries, restaurants, boutiques, vendors, and other businesses who participate. The event is on the first Friday of each month from 5:00pm to 9:00pm and is free to the public. Each location will feature different art and artists and may offer complimentary refreshments. The benefit to Downtown Daytona Beach, its merchants, restaurants, and contribution to cultural viability will prove to be immeasurable.

2. **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.

We have been enjoying a successful self-promoted ArtWalk in downtown Daytona Beach for over a year now, and we have changed the local cultural landscape. Gregory Grant helped to organize the Downtown Ormond Beach ArtWalk four years ago before moving his gallery from Ormond Beach to Daytona Beach and renaming it Galerie Elan. The Daytona Beach ArtWalk now has more participating galleries and boutiques, et al and greater attendance than the Ormond Beach ArtWalk. We are eager to grow the event by encouraging others to join in.

We do not have any other sponsors or sources of funds.

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

We have coordinated with 7 Art Galleries/Boutiques in Downtown who have committed to participate in the First Friday Artwalk event. 1) Aberrant Art Gallery, 118 N Beach; 2) Etrusca Gallery, 146 S. Beach; 3) Galerie Elan, 230 S. Beach; 4) Halifax Historical Museum, 252 S. Beach; 5) Madeline's Wine Bar, 200

**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

**APPLICATION FOR DDA EVENT ASSISTANCE
EVALUATION CHECKLIST**

Event: First Friday ArtWalk

Event Contact: Gregory Grant Phone #: 386-871-9906 Email: galerieelan@gmail.com

Proposed Event Date(s): First Friday of each Month

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: 200

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: 100

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: 40

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: This event is coordinated with Downtown businesses and doesn't need a City Event Permit.

4. Signature Events [score] 5 x (wt) 30 Points: 150

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

Notes: _____

Total Evaluation Points 490 (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

N. Beach; 6) The Art League of Daytona Beach, 433 S. Palmetto; 7) VJL Art Gallery, 170 N. Beach

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

Event Plan & Description

Held on the first Friday of each month from 5:00pm – 9:00pm, one can stroll along Beach Street and our soon-to-be finished riverfront Esplanade and enjoy an eclectic variety of art offered by galleries, restaurants, boutiques, vendors, and other businesses who participate. Accessibility to artists, like-minded individuals, refreshments, food trucks, and live music make for a delightful evening. These events have become extremely popular throughout the United States, having the power to revitalize districts by bringing people together and empowering creative voices. In many cities, the monthly ArtWalk is their most popular cultural venue. This monthly event is going to enhance the image of the Downtown and Riverfront Shops of Daytona Beach as a destination.

We have been enjoying a successful self-promoted ArtWalk in downtown Daytona Beach for over a year now, and we have changed the local cultural landscape. We are eager to grow the event by encouraging others to join in. Our demographic location is poised to become a major destination for the arts as envisioned by our mayor, the Honorable Derrick Henry, and it is happening!

We have 7 Art Galleries/Boutiques committed to participate in this First Friday Artwalk event right now. 1) Aberrant Art Gallery, 118 N Beach; 2) Etrusca Gallery, 146 S. Beach; 3) Galerie Elan, 230 S. Beach; 4) Halifax Historical Museum, 252 S. Beach; 5) Madeline's Wine Bar, 200 N. Beach; 6) The Art League of Daytona Beach, 433 S. Palmetto; 7) VJL Art Gallery, 170 N. Beach. Other merchants and stores are interested in participating in this event as well. We will update the lists when we confirm their commitment.

Event Budget

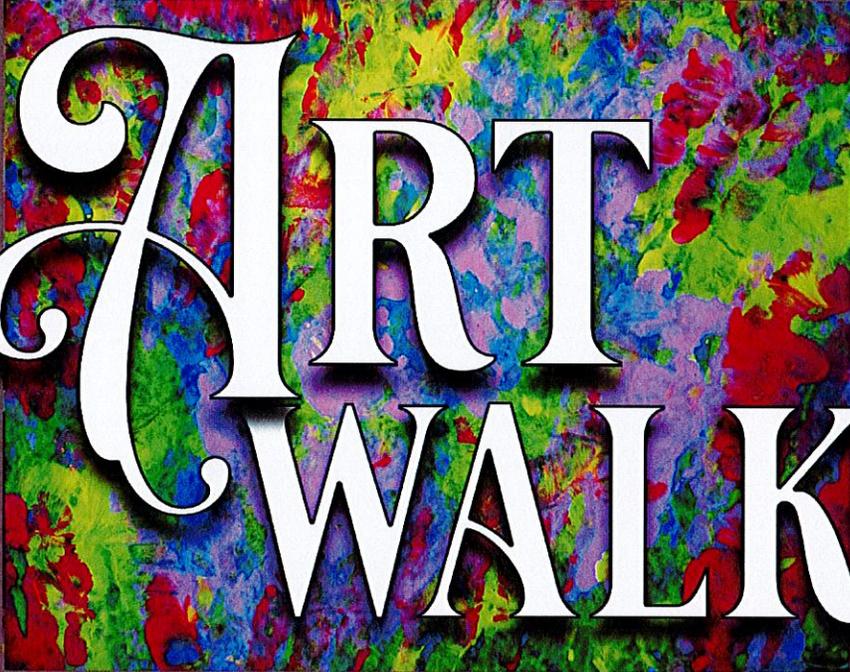
We seek assistance from the Downtown Development Authority to help facilitate this exciting phenomenon. We are asking for promotional partnerships and sponsorships in the form of permanent banners, sandwich signs, brochures containing maps of participating businesses, advertising assistance, and any advice and oversight pertinent to this effort. In the future, an ArtWalk shuttle, as employed in other cities, would be a wonderful way to encourage art lovers from far and wide to visit downtown Daytona Beach. Ormond Beach and St. Augustine both employ the shuttle, and they reap the benefits from the service.

Event Marketing Plan

We would like to reach out to surrounding areas through social media, online and printed press releases, e-blasts, radio/television/internet advertising, and inclusion in materials distributed by the Daytona Beach Area Convention & Visitor Bureau, etc.

FIRST FRIDAY

**ART
WALK**



DOWNTOWN DAYTONA BEACH

5:00 PM - 9:00 PM

First Friday ArtWalk

Attention art lovers! Downtown Daytona Beach invites you to stroll along Beach Street every first Friday of each month to enjoy "ArtWalk"! Meet artists and other art lovers for an evening of stimulating art, fun, and refreshments offered by the following galleries and purveyors of culture:

Abberant Art Gallery, 118 N Beach St, **Etrusca Gallery**, 146 S Beach St,
Galerie Elan, 230 S Beach St, **Halifax Historical Museum**, 252 S Beach St,
Madeline's Wine Bar, 200 N Beach St, **VJL Art Gallery**, 170 N Beach St

Art Walk Proposal

Hi Ken,

Hope you had a good weekend! Here is the breakout of our rough estimate for promotion materials printout and display. We broke this project into two phases. Phase I starts on 3/1/2023 and Phase II is to be determined until the City/DDA comes up with a plan for the shuttle.

This estimate doesn't include 1. Pole Banners installation (phase I) and 2. Shuttle running cost (phase II)

All work can be done by local printers.

Please let us know what time and where the monthly DDA meeting is on 2/9/2023 (Thursday). We will be there to present the request. Thank you so much in advance!

Estimated ArtWalk Annual Budget

Phase	Promotion Items		Quantities	Unit Cost	Total	Comments
Phase I	Permanent Pole Banners	Double-sided with hardware 18"x24"	6	\$ 250	\$ 1,500	
Phase I	Permanent Pole Banners	Installation	6			Can the City provide it?
Phase I	Sandwich Boards	2-sided sandwich boards with 24"x36" signs on each side	6	\$ 250	\$ 1,500	
Phase I	Brochures containing maps	Tri-Fold Color 8.5"x11"	10,000	\$ 0.20	\$ 2,000	
Phase I	Advertising assistance					Need Digital, Publications, TV, etc.
Phase II	ArtWalk Shuttle		1			Can we rent Golf Cart?

Grand Total Phase I

\$ 5,000

Grand Total Phase II

0 TBD

Received 02/06/2023



Riverfront Esplanade (RE) responsibilities:

- RE's Marketing team will rebrand Market and give graphics/content to DDA
- RE will order a minimum of 10 white tents to add to their inventory to start market.
- RE will own & store tents, tables and market branding.
- RE team will manage application and vendor communication process, as well as set-up/tear-down and manage market events.
- RE will secure and pay for live music / DJ services for market.
- RE venue will have security on property during market times.
- RE venue will have janitorial services at market times.
- RE marketing team to supply graphics, flyers and social posts for promotions.
- RE will purchase signage for Riverfront Market branding at event.
- Provide 1 tent to DDA at each market, no fee. This tent should spotlight all Beach St merchants and upcoming events.
- Income from vendors goes to paying the cost of Riverfront Market event planning, marketing, staffing, equipment and management.
- RE will host a minimum of 12 markets annually. If vendor or shopper demand increases, additional market dates may be added to schedule. Time of each market may increase from the 3-hr event, when appropriate to do so.

Downtown Development Authority (DDA) responsibilities:

- Invest \$5,000 as an annual partnership / sponsorship (to be used for the rebrand, promotion/printing, equipment, and RE staff hours to get the Market started. (no annual Market Manager salary)
- Continue to support market through current marketing efforts approved in their budget: Website, Email Blast, Signs along Beach St and social media
- Provide collateral for DDA tent at market, such as Food Truck flyers, Beach Street brochures, coupons or collateral from Beach St businesses.



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 -Revised 2/3/23

DATE: December 31, 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 December 31, 2022.

General Activities

Received to Date

Revenues	Projection	As of 12/31/22	Balance
Ad Valorem	\$ 203,592.00	\$ 3,781.58	\$199,810.42
Delinquent Ad Valorem	\$	\$ 995.43	\$ (995.43)
Downtown CRA Payment	\$ 17,643.40	\$ 117,643.40	\$ 0.00
Interest	\$ 0.00	\$ 0.00	\$ 0.00
Miscellaneous	\$ 0.00	\$ 0.00	\$ 0.00
Total	\$ 221,235.00	\$ 122,420.41	\$ 198,814.99

Spent to Date

Line-Item	Appropriation	As of 12/31/22	Balance
Professional Services	\$ 39,000.00	\$ 13,000.00	\$ 26,000.00
Care and Subsistence	\$ 300.00	\$ 0.00	\$ 300.00
Advertising	\$ 43,917.00	\$ 15,009.48	\$ 28,907.52
Events Promotion	\$ 1,600.00	\$ 8,174.09	\$ (6,574.09)
Supplies	\$ 0.00	\$	\$ 0.00
Memberships	\$ 0.00	\$ 0.00	\$ 0.00
Downtown CRA Payment	\$ 117,643.00	\$ 0.00	\$117,643.00
Contingency	\$ 0.00	\$ 0.00	\$ 0.00
Total	\$ 202,460.00	\$ 36,183.57	\$ 166,276.43

Farmers' Market Activities

Revenues	Projection	Received to Date As of 12/31/22	Balance
Vendor Revenue	\$ 6000.00	\$ 674.00	\$ 5,326.00
Sponsorship	\$ 0.00	\$ 5,000.00	\$(5,000.00)
Market Booth Sales	\$ -	\$ -	\$ -
DDA SNAP Revenues	\$ 2,000.00	\$ 598.00	\$ 1,402.00
Total	\$ 2,000.00	\$ 6,272.00	\$ 1728.00

Expenses	Appropriation	Spent to Date As of 12/31/22	Balance
Market Manager	\$ 18,000.00	\$ 5,200.00	\$ 12,800.00
Liability Insurance	\$ 1,500.00	\$ 0.00	\$ 1,500.00
Marketing	\$ 4,400.00	\$ 500.00	\$ 3,900.00
City Fees	\$ 0.00	\$ -	\$ 00.00
DDA SNAP Expenses	\$ 5,000.00	\$ 712.05	\$ 4,287.95
Booth Merchandise	\$ -	\$ -	\$ -
Other Materials & Supplies	\$ 500.00	\$ -	\$ 500.00
Total	\$ 29,400.00	\$ 6,412.05	\$ 22,987.95

Downtown Event Activities

Revenues	Projection	Received to Date As of 12/31/22	Balance
Vendor Revenue	\$ -	\$ -	\$ -
Event Sponsorship	\$ -	\$ -	\$ -
Total	\$ -	\$ -	\$ -

Expenses	Appropriation	Spent to Date As of 12/31/22	Balance
Event Promotion	\$ 100,000.00	\$ 10,133.00	\$ 88,310.00
Total	\$ 100,000.00	10,133.00	\$ 88,310.00

DDA Budget Summary

	Budget	Actual	Balance
Total DDA Revenues	\$ 337,360.00	\$ 6,049.01	\$ 331,310.99
Total DDA Expenditures	\$ 337,360.00	\$ 5,783.01	\$ 253,824.38
Balance	\$ -	\$ 266.00	\$ 77,486.61
Reserves	\$ 0.00	\$ -	\$ 0.00



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REDEVELOPMENT DIVISION

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MEMORANDUM

DATE: February 9, 2023
 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 January 31, 2023.

General Activities

Received to Date

Revenues	Projection	As of 1/31/23	Balance
Ad Valorem	\$ 203,592.00	\$ 156,994.31	\$ 46,597.69
Delinquent Ad Valorem	\$	\$ 995.43	\$ (995.43)
Downtown CRA Payment	\$ 117,643.00	\$ 117,960.51	\$ (317.51)
Interest	\$ 0.00	\$	\$ 0.00
Miscellaneous	\$ 0.00	\$ 0.00	\$ 0.00
Appropriation of Fund Bl	\$ 8,125.00	\$	\$ 8,125.00
Total	\$ 329,360.00	\$ 275,950.25	\$ 53,409.75

Spent to Date

Line-Item	Appropriation	As of 1/31/23	Balance
Professional Services	\$ 39,000.00	\$ 42,250.00	\$ (3,250.00)
Care and Subsistence	\$ 300.00	\$ 0.00	\$ 300.00
Advertising	\$ 43,917.00	\$ 18,381.50	\$ 25,535.50
Events Promotion	\$ 1,600.00	\$ 8,174.09	\$ (6,574.09)
Supplies	\$ 0.00	\$	\$ 0.00
Memberships	\$ 0.00	\$	\$ 0.00
Downtown CRA Payment	\$ 117,643.00	\$ 117,960.51	\$ (317.51)
Contingency	\$ 0.00	\$	\$ 0.00
Total	\$ 202,460.00	\$ 186,766.10	\$ 15,693.90

Farmers' Market Activities

Revenues	Projection	Received to Date As of 1/31/23	Balance
Vendor Revenue	\$ 6,000.00	\$ 710.00	\$ 5,290.00
Sponsorship	\$ 0.00	\$ -	\$ 0.00
Market Booth Sales	\$ -	\$ -	\$ -
DDA SNAP Revenues	\$ 0.00	\$ -	\$ 0.00
Total	\$ 6,000.00	\$ 710.00	\$ 5,290.00

Expenses	Appropriation	Spent to Date As of 1/31/23	Balance
Market Manager	\$ 18,000.00	\$ 0.00	\$12,800.00
Liability Insurance	\$ 1,500.00	\$ 1,050.00	\$ 450.00
Marketing	\$ 4,400.00	\$ 600.00	\$ 3,800.00
City Fees	\$ 0.00	\$ -	\$ 0.00
DDA SNAP Expenses	\$ 5,000.00	\$ 800.35	\$ 4,199.65
Booth Merchandise	\$ -	\$ -	\$ 0.00
Other Materials & Supplies	\$ 500.00	\$ -	\$ 500.00
Total	\$ 29,400.00	\$ 2,450.35	\$21,749.65

Downtown Event Activities

Revenues	Projection	Received to Date As of 1/31/23	Balance
Vendor Revenue	\$ -	\$ -	\$ -
Event Sponsorship	\$ -	\$ -	\$ -
Total	\$ -	\$ -	\$ -

Expenses	Appropriation	Spent to Date As of 1/31/23	Balance
Event Promotion	\$ 100,000.00	\$ 13,375.00	\$ 86,625.00
Total	\$ 100,000.00	\$ 13,375.00	\$ 86,625.00

DDA Budget Summary

	Budget	Actual	Balance
Total DDA Revenues	\$ 363,094.00	\$ 285,601.64	\$ 77,492.36
Total DDA Expenditures	\$ 363,094.00	\$ 273,466.45	\$ 89,627.55
Balance	\$ -	\$ 12,135.19	\$ (12,135.19)
Reserves	\$ 53,121.15	\$ -	\$ 53,121.15