

DOWNTOWN **DEVELOPMENT AUTHORITY**

Michael O. Sznajstajler
Chairman
 Quanita May
Commissioner
 Sheryl A. Cook
 Tammy M. Kozinski
 Douglas Martin

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

AGENDA

Thursday, March 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: February 9, 2023
4. **Reports & presentations**
 - 4a. Keith Gold & Associates
 - 4b. Events Update- Al Smith, Bullseye Marketing
 - 4c. Budget Amendment
 - 4d. Monthly Financial Report
 - 4e. Art Walk Request for Sponsorship
5. **Public Comments**
6. **Board Comments**
7. **Adjournment**

<u>Agenda Approval</u>	<u>Date</u>
 Redevelopment Director	3/3/2023
 City Attorney	—
 City Manager	3-7-23

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, February 9, 2023**

The meeting of the Downtown Development Authority Board was held on Tuesday, February 14, 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
Douglas Martin
Tammy Kozinski

Board Members Absent

Sheryl Cook, Vice Chair (excused)
Quanita May, Commissioner

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. Quorum met.

3. Approval of Minutes

a. Regular Meeting – January 12, 2023

A motion was made by Ms. Kozinski, seconded by Mr. Martin, to approve the minutes of the January 12, 2023 with necessary corrections, Downtown Development Authority Meeting. Motion carried 3-0.

4. Reports & Presentations

4a. Public Safety Update- Daytona Beach Police Department

Mr. Thomas stated that Captain Jeremy Nikolow provided a CompStat report but he will not be able to attend due to the time conflict with Police Department staff meetings.

4b. Events Update – Al Smith

Mr. Thomas stated that Al Smith, Bullseye Marketing, would be late to the meeting. He stated that based on information received from Mr. Smith, the food truck rally was a great success with 17 food trucks. This has been one of the largest number of food trucks to participate.

Mr. Sznajstajler requested to move the discussion of the monthly financial report up on the agenda because it might have some bearing on the sponsorship request.

4c. Monthly Financial Report – Ken Thomas, Redevelopment Director

Mr. Thomas and board members discussed the financial report and determined that the copy in the agenda packet contained errors. Mr. Thomas provided the board with a revised copy of the budget.

Mr. Sznajstajler stated that the revised copy of the budget handout shows General Revenues discrepancies.

Mr. Thomas stated that based on his review of the revised financial report it appears that there are still discrepancies. He stated that he would make the revisions and email it to the board members.

Mr. Sznajstajler stated that, in the past, they received a spreadsheet from Keith Gold that usually tracked the events and amount of expenditures but it was not included in the packet this month. He stated that there is a request for financial assistance on the agenda. It is helpful to have that so that they know the yearly commitments for events. He is a little concerned at how this all kind of lines up because he just wants to make sure that if the Board approves a financial assistance request then, they actually have the budget to cover it.

Mr. Thomas stated that last year Mr. Gold's budget was reduced so he would not be attending every monthly meeting. Mr. Thomas stated that Mr. Gold did not provide a spreadsheet this month.

Mr. Thomas stated they have one financial assistance request for the art walk for \$5,000 for sandwich boards and banners. He would need to identify that they have the funds in the budget if they decided to sponsor this event. Mr. Thomas stated that they have reviewed the application and it meet the criteria for initial support with marketing but he has not given an approval.

Mr. Sznajstajler stated after reviewing page three of both financial reports and the summary shows a projected \$12,000 loss on the revised financial report. The report included in the packet shows a gain of \$77,000 for a difference at \$89,600 between the two. He stated that it would be difficult for him to make a decision today based on what they are showing on the reports.

Mr. Thomas suggested for the pleasure of the Board to allow the group to do their presentation but do not spend any money at this point. The group can come back to the next board meeting for possible approval.

Mr. Sznajstajler stated if the new fiscal year started in October, then they have not spent \$273,000. The Budget Summary on page three in the packet show that only \$5,700 was spent \$6,000 was collected in Revenue.

Mr. Thomas stated that a corrected financial report would be provided to the Board.

Mr. Sznajstajler stated that it is up to their legal counsel how they move forward with the request.

Mr. Martin offered to assist the DDA staff with the financial report.

Mr. Jagger stated that the Board members should conduct all business in the public with this Board. He stated that the Board could assign Mr. Martin as a fact-finding member as long as he did not talk to the other board members. Mr. Martin can come back and have a discussion at a public meeting. Technically, he could not do it at the same time because board members are not supposed to direct City employees.

Mr. Martin stated that the request could wait for another month.

Mr. Jagger stated the better course of action would be for Mr. Thomas to revise the documents and maybe circulate them in advance of the meeting so they have time to review them and then discuss any concerns at a public meeting.

4b. Events Update – Al Smith

Mr. Smith arrived to the meeting at this time.

Board members discussed the recently signed contract by Mr. Smith, Bullseye Marketing, and that Exhibits A, B and C were not attached to the contract.

Mr. Smith presented his reported and mentioned that the \$10.00 Food Truck bucks was successful and the turnout was great. He mentioned that during Cinco de Mayo, the Food Truck event would move to Bay Street.

Mr. Sznajstajler stated as long as the City is good with that idea.

Ms. Kozinski asked was there complaints from attendees that getting food was difficult in the last year on Bay Street.

Mr. Smith stated that putting food and beverage in front of those businesses on Beach Street would actually give them more business.

4e. March's First Friday Art Walk – Gregory Grant

Mr. Thomas stated that Mr. Gregory Grant is here to make a presentation on the Art Walk and a copy of the application for a request for sponsorship is included in the packet and was reviewed by staff. He stated that the proposal is for the cost of sandwich boards and banners along Beach Street.

Mr. Sznajstajler stated before the next person makes a request to update the heading on the application, which still shows Robert Abraham, Kelly White, and Joseph Hopkins. Also, the second page has some branding stuff that he thinks, Keith Gold produced for the Holiday.

Mr. Thomas stated that it was used to provide as an example of the marketing material.

Mr. Sznajstajler indicated he just wanted to make sure it was not a part of Mr. Grant's application for the Art Walk.

Mr. Grant, with Galerie Elan, provided a brief PowerPoint overview of the concept of the Art Walk and the need for the sandwich boards and banners to assist with directions. He stated the sandwich signs, pole signs, and brochures is the first phase of the event. The event will ultimately have a shuttle to transport people along Beach Street, including art galleries and discussed the various sign options.

Board members discussed the pole sign maintenance, the light pole hardware, and the DDA branding to advertise the shopping, restaurants, and entertainment and continuity requested by the City.

Mr. Thomas replied that use of the light poles need input from David Waller, Public Works Director.

Mr. Sznajstajler stated that if Mr. Grant invested in the signage, will they meet the requirement to install them. Also, can the DDA fund the \$5000 request.

Ms. Kozinski stated that she will contact David Waller, Public about the hardware.

Mr. Sznajstajler advised Ms. Kozinski to inquire about the associated cost.

Mr. Thomas stated the Board does not need to take a vote today but is there a consensus to support the Art Walk, if funding is available.

Mr. Sznajstajler stated the DDA could assist with the marketing and event promotion. He asked could the Board do a conditional motion to sponsor the event only if money is in the budget or delay the vote because an agreement or other documentation is needed to reimburse the expenses.

Mr. Jagger asked when is the first event.

Board members stated that they have already been doing marketing and in the packet it says Phase One starts March 1st.

Mr. Jagger stated that they could do a conditional motion on whether there is a certain amount of funding in their budget. He stated that the standard contract used for Bullseye Marketing can be modified if they want to authorize that format and the Board can vote. He stated the standard format, generally, requires the DDA to provide its standard promotional content in its social media and in the case of Bullseye's contract, he believes it is a reimbursement for their cost. He stated this would be a straight up reimbursement for the cost to put on the event. He stated that they would not necessarily itemize it for the signature unless they would like that but that is typically how it works. He stated the expenses would be a reimbursement for their cost up to a certain dollar amount. He suggested that the reimbursement should not be itemize because they do not have control over the pole signs.

Mr. Jagger stated that funding would be \$5000 through the fiscal year for a lump sum reimbursement or over the course of that time but billed each month. He stated a termination clause could be added so that they do not have money continuing to go out if the events are not to the Board's liking.

Mr. Sznajstajler suggested quarterly reimbursement.

Mr. Thomas stated that this would be a one-time cost of \$5,000.

Mr. Jagger stated the other thing they normally have in the contract is the recognition of the DDA as a sponsor and he would be glad to put that together on their motion.

Mr. Sznajstajler stated the motion is subject to staff verifying how much is in the budget.

Mr. Jagger stated that Mr. Grant could provide a report on his expenses to the Board next month and make a decision.

A motion was made by Mr. Martin to sponsor the Art Walk contingent upon there being \$5,000 in the budget above and beyond their other obligations for events, seconded by Ms. Kozinski, Motion carried 3-0.

4f. Riverfront (Esplanade) Market Details – Ken Thomas/Katrina Guevara

Mr. Thomas stated that the agreement for the Farmer's Market at the Riverfront Esplanade can be prepared by Mr. Jagger if there no additional changes by the Board.

Ms. Guevara stated that the Market started in February and vendors are lined-up for March. They are waiting on the final agreement but are taking on the costs themselves and will wait for the reimbursement. She stated that the banners are on hold until she leaves this meeting just to make they could move forward in good faith. She stated the Beach Street businesses to reach out to her for a space or if they have marketing materials for the event.

Mr. Thomas asked what was the cost for each vendor.

Ms. Guevara stated that the vendor cost is \$40 that includes the white tent set up. If the vendor wants door prizes and that cost is \$10.

5. Public Comments

John Nicholson, 413 N. Grandview Avenue Daytona Beach, discussed the opening of the southern portion of park, children park near library, opening theater on north side and rainbow light structures & towers.

Ms. Katrina Guevera stated that the youth fair is coming up and she wanted to ask Mr. Gold, with the board's approval, to marketing the event. The maximum number of booths is 90 with the kids.

Anna Ventura mentioned the need for economic growth in the Beach Street area for businesses or business owners devastated by the hurricane.

6. Board Comments

Ms. Kozinski stated that she wants improved lighting and no trash in the area.

Mr. Sznajstajler stated that the Daytona Beach Chamber of Commerce suggested that instead of sponsoring the event, businesses should give money to their employees to support the event. He likes this idea.

Mr. Thomas stated that he asked by several business owners to send out a courtesy letters asking all business owners to have their employees to use the rear parking lot.

Public Comments

7. Adjournment

There being no further business to come before the board, the meeting was adjourned at 3:55 p.m.

Mike Sznajstajler, Chair

Gina Fountain, Board Secretary



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 03/07/2023

DATE: October 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 October 31, 2022.

General Activities for October 2022

Revenues	Projection	Received to Date as of 10/31/22	Balance
Ad Valorem	\$ 203,592.00	0.00	\$ 203,592.00
Delinquent Ad Valorem	0.00	0.00	0.00
Downtown CRA Payment	117,643.00	0.00	117,643.00
Interest	0.00	0.00	0.00
Miscellaneous	0.00	0.00	0.00
Appropriation of Fund Balance	0.00	0.00	0.00
Total	\$ 321,235.00	0.00	\$ 321,235.00

Line-Item	Appropriation	Spent to Date as of 10/31/22	Balance
Professional Services	\$ 39,000.00	\$ 6,500.00	\$ 32,500.00
Care and Subsistence	300.00	0.00	300.00
Advertising	43,917.00	4,544.27	39,372.73
Events Promotion	1,600	0.00	1,600.00
Supplies	0.00	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	\$ 11,044.27	\$ 191,415.73

Farmers' Market Activities

Revenues	Projection	Received to Date as of 10/31/22	Balance
Vendor Revenue	\$ 6,000.00	\$ 311.00	\$ 311.00
Sponsorship	0.00	0.00	0.00
Market Booth Sales	0.00	0.00	0.00
DDA SNAP Revenues	2,000.00	431.00	431.00
Total	\$ 8,000	\$ 742.00	\$ 742.00

Expenses	Appropriation	Spent to Date as of 10/31/22	Balance
Market Manager	\$ 18,000.00	\$ 1,300.00	\$ 16,700.00
Liability Insurance	1,500.00	0.00	1,500.00
Marketing	4,400.00	200.00	4,200.00
City Fees	0.00	0.00	0.00
DDA SNAP Expenses	5,000.00	561.84	4,438.15
Booth Merchandise	0.00	0.00	0.00
Other Materials & Supplies	500.00	0.00	500.00
Total	\$ 29,400.00	\$ 2,061.85	\$ 27,338.15

Downtown Event Activities

Revenues	Projection	Received to Date as of 10/31/22		Balance
Vendor Revenue	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Sponsorship	0.00	0.00	0.00	0.00
Total	\$.000	\$ 0.00	\$ 0.00	\$ 0.00

Expenses	Appropriation	Spent to Date as of 10/31/22		Balance
Event Promotion	\$ 100,000.00	\$ 1,557.00	\$ 98,443.00	\$ 98,443.00
Promo- Advertising	5,500.00	0.00	5,500.00	5,500.00
Total	\$ 105,500.00	\$ 1,557.00	\$ 103,943.00	\$ 103,943.00

DDA Budget Summary

	Budget	Actual	Remaining
Total DDA Revenue	\$ 337,360.00	\$ 742.00	\$ 336,618.00
Total DDA Expenditures	337,360.00	14,663.12	322,696.88
Change in Fund Balance	\$ 0.00	\$ (13,921.12)	

Reserves	\$	0.00	\$	0.00	\$	0.00
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REDEVELOPMENT DIVISION
 POST OFFICE BOX 2451
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 FAX (386) 671-8187

MEMORANDUM- Revised 03/07/2023

DATE: November 30, 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 November 30, 2022.

General Activities for November 2022

Revenues	Projection	Received to Date as of 11/30/22	Balance
Ad Valorem	\$ 203,592.00	\$ 9,162.04	\$ 194,429.96
Delinquent Ad Valorem	0.00	0.00	0.00
Downtown CRA Payment	117,643.00	0.00	117,643.00
Interest	0.00	0.00	0.00
Miscellaneous	0.00	0.00	0.00
Appropriation of Fund Balance	0.00	0.00	0.00
Total	\$ 321,235.00	0.00	\$ 312,072.96

Line-Item	Appropriation	Spent to Date as of 11/30/22	Balance
Professional Services	\$ 39,000.00	\$ 9,750.00	\$ 29,250.00
Care and Subsistence	300.00	0.00	300.00
Advertising	43,917.00	\$ 10,974.50	32,942.50
Events Promotion	1,600	\$ 8,174.09	(6,574.09)
Supplies	0.00	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	\$ 28,898.59	\$ 173,561.41

Farmers' Market Activities

Revenues	Projection	Received to Date as of 11/30/22	Balance
Vendor Revenue	\$ 6,000.00	\$ 408.00	\$ 408.00
Sponsorship	0.00	0.00	0.00
Market Booth Sales	0.00	0.00	0.00
DDA SNAP Revenues	2,000.00	598.00	598.00
Total	\$ 8,000	\$ 1,006.00	\$ 1,006.00

Expenses	Appropriation	Spent to Date as of 11/30/22	Balance
Market Manager	\$ 18,000.00	\$ 2,600.00	\$ 15,400.00
Liability Insurance	1,500.00	0.00	1,500.00
Marketing	4,400.00	300.00	\$ 4,100.00
City Fees	0.00	0.00	0.00
DDA SNAP Expenses	5,000.00	712.05	4,287.95
Booth Merchandise	0.00	0.00	0.00
Other Materials & Supplies	500.00	0.00	500.00
Total	\$ 29,400.00	\$ 3,612.05	\$ 25,787.95

Downtown Event Activities

Revenues	Projection	Received to Date as of 11/30/22	Balance
Vendor Revenue	\$ 0.00	\$ 0.00	\$ 0.00
Event Sponsorship	0.00	0.00	0.00
Total	\$.000	\$ 0.00	\$ 0.00

Expenses	Appropriation	Spent to Date as of 11/30/22	Balance
Event Promotion	\$ 100,000.00	\$ 1,557.00	\$ 98,443.00
Promo-Advertising	5,500.00	0.00	5,500.00
Total	\$ 105,500.00	\$ 1,557.00	\$ 103,943.00

DDA Budget Summary

	Budget	Actual	Remaining
Total DDA Revenue	\$ 337,360.00	\$ 1,006.00	\$ 336,354.00
Total DDA Expenditures	337,360.00	34,067.64	303,292.36
Change in Fund Balance	\$ 0.00	\$ (33,061.64)	

Reserves \$ 0.00 \$ 0.00 \$ 0.00



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 POST OFFICE BOX 2451
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MEMORANDUM- Revised 03/07/2023

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 for December 31, 2022

Revenues	Projection	Received to Date as of 12/31/22	Balance
Ad Valorem	\$ 203,592.00	\$ 147,832.27	\$ 55,759.73
Delinquent Ad Valorem	0.00	0.00	0.00
Downtown CRA Payment	117,643.00	117,960.51	(317.51)
Interest	0.00	0.00	0.00
Miscellaneous	0.00	0.00	0.00
Appropriation of Fund Balance	0.00	0.00	0.00
Total	\$ 321,235.00	\$ 265,792.78	\$ 55,442.22

Line-Item	Appropriation	Spent to Date 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	20,534.01	23,382.99
Events Promotion	1,600	8,174.09	(6,574.09)
Supplies	0.00	0.00	0.00
Memberships	0.00	0.00	0.00
Downtown CRA Payment	117,643.00	117,960.51	(317.51)
Contingency	0.00	0.00	0.00
Total	\$ 202,460.00	\$ 159,668.61	\$ 42,791.39

Farmers' Market Activities

Revenues	Projection	Received to Date as of 12/31/22	Balance
Vendor Revenue	\$ 6,000.00	\$ 674.00	\$ 674.00
Sponsorship	0.00	0.00	0.00
Market Booth Sales	0.00	0.00	0.00
DDA SNAP Revenues	2,000.00	697.00	697.00
Total	\$ 8,000	\$ 1,371.00	\$ 1,371.00

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	0.00	0.00
DDA SNAP Expenses	5,000.00	800.35	4,199.65
Booth Merchandise	0.00	0.00	0.00
Other Materials & Supplies	500.00	0.00	500.00
Total	\$ 29,400.00	\$ 6,500.35	\$ 22,899.65

Downtown Event Activities

Revenues	Projection	Received to Date as of 12/31/22		Balance
Vendor Revenue	\$ 0.00	\$	0.00	\$ 0.00
Sponsorship	0.00		0.00	0.00
Total	\$.000	\$	0.00	\$ 0.00

Expenses	Appropriation	Spent to Date as of 12/31/22		Balance
Vendor Revenue	\$ 100,000.00	\$	11,690.00	\$ 88,310.00
Promo- Advertising	5,500.00		118.12	5,381.88
Total	\$ 105,500.00	\$	11,808.12	\$ 93,691.88

DDA Budget Summary

	Budget	Actual	Remaining
Total DDA Revenue	\$ 337,360.00	\$ 1,371.00	\$ 335,989.00
Total DDA Expenditures	337,360.00	177,977.10	159,382.90
Change in Fund Balance	\$ 0.00	\$ (176,606.10)	

Reserves	\$	0.00	\$	0.00	\$	0.00
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 POST OFFICE BOX 2451
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MEMORANDUM- Revised 03/07/2023

DATE: January 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 January 31, 2023.

General Activities for January 31, 2023

Revenues	Projection	Received to Date as of 01/31/23	Balance
Ad Valorem	\$ 203,592.00	\$ 174,413.92	\$ 29,178.08
Delinquent Ad Valorem	0.00	0.00	0.00
Downtown CRA Payment	117,643.00	117,960.51	(317.51)
Interest	0.00	0.00	0.00
Miscellaneous	0.00	0.00	0.00
Appropriation of Fund Balance	8,125.00	0.00	8,125.00
Total	\$ 329,360.00	\$ 292,374.43	\$ 36,985.57

Line-Item	Appropriation	Spent to Date as of 01/31/23	Balance
Professional Services	\$ 39,000.00	\$ 16,250.00	\$ 22,750.00
Care and Subsistence	300.00	0.00	300.00
Advertising	43,917.00	21,194.01	22,722.99
Events Promotion	1,600	8,174.09	(6,574.09)
Supplies	0.00	0.00	0.00
Memberships	0.00	0.00	0.00
Downtown CRA Payment	117,643.00	117,960.51	(317.51)
Contingency	0.00	0.00	0.00
Total	\$ 202,460.00	\$ 163,578.61	\$ 38,881.39

Farmers' Market Activities

Revenues	Projection	Received to Date as of 01/31/23	Balance
Vendor Revenue	\$ 6,000.00	\$ 755.00	\$ 755.00
Sponsorship	0.00	0.00	0.00
Market Booth Sales	0.00	0.00	0.00
DDA SNAP Revenues	2,000.00	717.00	717.00
Total	\$ 8,000	\$ 1,472.00	\$ 1,472.00

Expenses	Appropriation	Spent to Date as of 01/31/23	Balance
Market Manager	\$ 18,000.00	\$ 5,200.00	\$ 12,800.00
Liability Insurance	1,500.00	1050.00	450.00
Marketing	4,400.00	600.00	\$ 3,800.00
City Fees	0.00	0.00	0.00
DDA SNAP Expenses	5,000.00	1,051.80	3,948.20
Booth Merchandise	0.00	0.00	0.00
Other Materials & Supplies	500.00	0.00	500.00
Total	\$ 29,400.00	\$ 7,901.80	\$ 21,498.20

Downtown Event Activities

Revenues	Projection	Received to Date as of 01/31/23	Balance
Vendor Revenue	\$ 0.00	\$ 0.00	\$ 0.00
Sponsorship	0.00	0.00	0.00
Total	\$.000	\$ 0.00	\$ 0.00

Expenses	Appropriation	Spent to Date as of 01/31/23	Balance
Vendor Revenue	\$ 100,000.00	\$ 13,375.00	\$ 86,625.00
Promo- Advertising	5,500.00	343.12	5,156.88
Total	\$ 105,500.00	\$ 13,718.12	\$ 91,781.88

DDA Budget Summary

	Budget	Actual	Remaining
Total DDA Revenue	\$ 337,360.00	\$ 1,472.00	\$ 335,888.00
Total DDA Expenditures	337,360.00	185,198.53	152,161.47
Change in Fund Balance	\$ 0.00	\$ (183,726.53)	

Reserves \$ 0.00 \$ 0.00 \$ 0.00



GOLD
MARKETING

Intelligent Imagination™

FEBRUARY – MARCH DDA MARKETING UPDATE

Prepared by GOLD Marketing • Thursday, March 2, 2023

THE VERANDA

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FEBRUARY – MARCH DDA MARKETING UPDATE

Prepared by GOLD Marketing • Thursday, March 2, 2023

A Brief Introduction

The following is an overview of the key marketing activities provided for the Downtown Development Authority (DDA) for the benefit of The City of Daytona Beach in February 2023 and March 2023 to date. Should you have any questions regarding this update, please let us know.

Advertising

- Prepared, negotiated, and coordinated offline and online media buys to promote shopping, dining, and special events, plus continued planning tactics buys for the remainder of FY 2022-2023;
- Created online and print advertising to promote February and March events, such as Downtown Daytona Nights, Wine & Chocolate Walk, St. Paddy's Day, Wine & Cheese Walk, First Friday ArtWalks. Riverfront Esplanade events (*including the Children's Business Fair*) have also been included in print materials as applicable;
- Created, negotiated, and placed Google Search and Display advertising and Facebook advertising to promote special downtown area events, shopping, dining, and entertainment. Ad placement was largely based on audience behaviors, demography, geography, interests, and past engagement success;
- Continuously updated the online retargeting campaign to reach customers and prospects actively investigating shopping, dining, and/or entertainment venues and activities; and
- Created ads for the publication Volusia Lifestyle.

Analytics

- Compiled, analyzed, prepared, and reported monthly online engagement from customers and prospects, with the goal being to grow key performance measures month-over-month, and year-over-year. While traffic in January was less than in February (*due to seasonality and the reduced online advertising budget following the holidays*), January and February 2023 combined had an increase over the same two-month period in 2022.

Collateral Material

- Updated the Kiosk Poster monthly to feature upcoming events (*last updated in early March*);
- Continuously updated the Merchant Directory and map to include the latest changes; and
- Finalized the brochure and event insert, plus ordered the full run for distribution throughout the area and use by Downtown merchants.

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E-Marketing

- Wrote, designed, programmed, and distributed multiple e-blasts each month to the merchant and customer databases to promote special events.

Farmers' Market

- Continued featuring the Daytona Beach Downtown Farmers' Market on the Riverfront Shops website.

Public & Media Relations

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

Strategic & Tactical Planning

- Completed FY 2022-2023 marketing budget and Tactical Plan, with revisions to the spreadsheet made on an ongoing basis;
- Monitored the DDA Tactical Plan and marketing budget weekly, plus prepared plan updates to the DDA Board monthly, even though the agency's contract is now to do so quarterly; and
- Conducted monthly meetings with client representatives (*despite the agency's contract requiring only four total meetings*), and prepared weekly marketing updates.

Website

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

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Pro Bono

- WEB DEVELOPMENT – Site plan, meetings, and home page designs for the Midtown Redevelopment District;
- RESEARCH – Developed, launched, and presented the findings for a Farmers' Market research study;
- TRADEMARK INVESTIGATION – Further study of Midtown Daytona branding assets; and
- PRESENTATIONS – Additional presentations and materials prepared for the DDA Board.

Thank you for your business!



DAYTONA BEACH DDA
JANUARY – FEBRUARY 2023 ANALYTICS REPORT
Prepared by GOLD Marketing • Thursday, March 2, 2023

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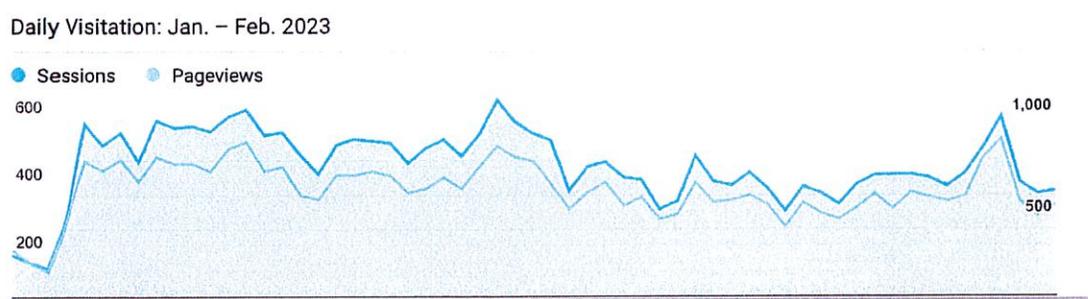
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DAYTONA BEACH DDA JANUARY – FEBRUARY ONLINE ANALYTICS REPORT

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Overall Traffic

OVERALL WEBSITE VISITATION



The above chart shows January – February traffic, which was relatively even across most of the period:

- JANUARY 2023: 13,288 sessions, 17,162 pageviews, 10,131 users, and 9,685 new users;
- FEBRUARY 2023: 9,615 sessions, 13,351 pageviews, 7,626 users, and 7,238 new users.

Traffic in January was less than in February due to seasonality and the decreased online marketing budget following the holidays. However, January and February combined increased by 8.4% for sessions, 4.5% for pageviews, 17.1% for users, and 16.9% for new users over the same two-month period in 2022.

TOP PAGES

Most Viewed Pages	
Page	Pageviews
/	22,353
/shopping/	917
/dining/	805
/events/	685
/farmers-market/	633
/brochures-and-maps/	505
/attractions/	331
/event/5th-annual-beer-bacon-festival/	292
/farmers-market/farmers-market-vendors/	186
/venue/beach-street/	157

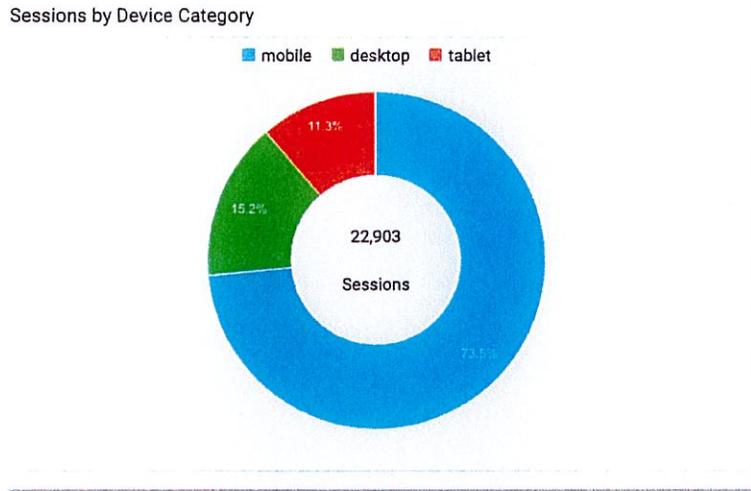
The Home, Shopping, Dining, Events, and Farmers' Market pages were the most visited in January – February. (/ = Home Page.)

DAYTONA BEACH DDA JANUARY – FEBRUARY ONLINE ANALYTICS REPORT

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Overall Traffic *(Continued)*

TRAFFIC TYPE



Mobile visitation continued to outpace desktop traffic in January – February by a substantial margin.

KEY TRAFFIC SOURCES

Top Traffic Sources	
Source / Medium	Sessions
google / cpc	15,540
google / organic	2,177
(direct) / (none)	2,070
facebook_ads / cpc	1,853
daytonabeach.com / referral	325
codb.us / referral	262
tourscanner.com / referral	129
m.facebook.com / referral	128
l.facebook.com / referral	85
bing / organic	75

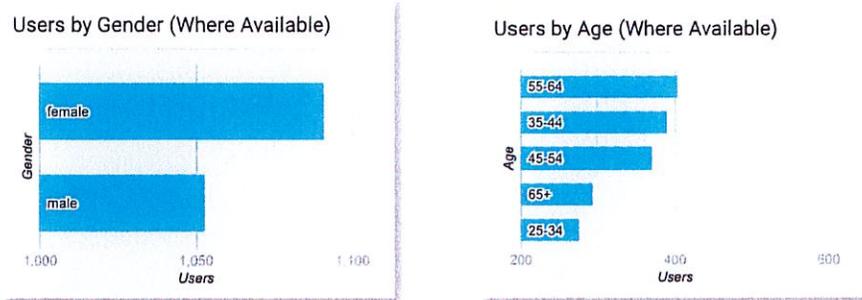
Google Ads, Google organic search, direct site visits, and Facebook advertising were the most significant traffic sources in January – February.

DAYTONA BEACH DDA JANUARY – FEBRUARY ONLINE ANALYTICS REPORT

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Overall Traffic (Continued)

DEMOGRAPHICS AND GENDER



Where demographic information was available from Google, January – February site users were predominantly women, with the top age groups being 55-64, 35-44, and 45-54.

Online Advertising

GOOGLE ADVERTISING



The Google Ads in January 2023 generated 12,235 clicks (*an increase of 30.3% over the previous January*), and February 2023 had 7,911 clicks (*an increase of 3.6% over the previous year*). Popular search advertising keywords included “Daytona Beach,” (*and similar*), “Daytona Beach Restaurants” (*and similar*), “Downtown Daytona Beach,” and “Daytona Beach Shopping” (*and similar*).

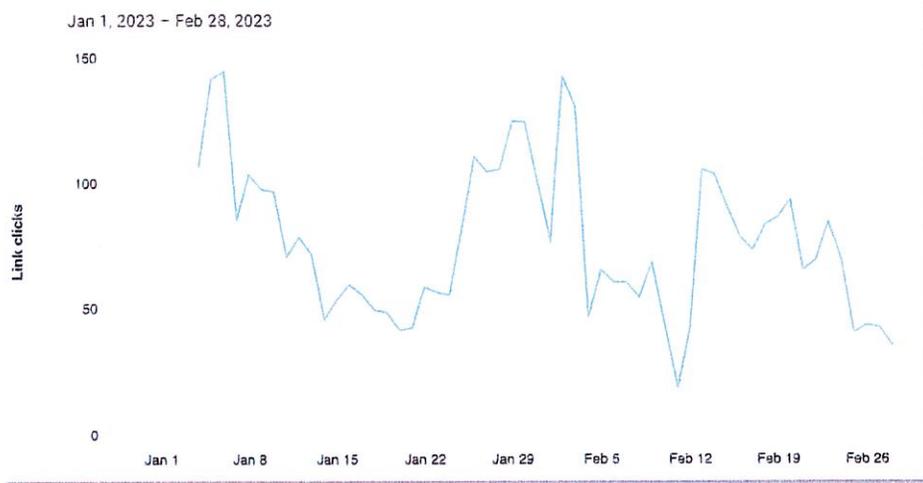
Overall, the two-month period had an increase in clicks of 18.3% compared to January and February of last year.

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Online Advertising (*Continued*)

FACEBOOK ADVERTISING



The Facebook advertising in January 2023 generated 2,301 link clicks, and February 2023 had 1,962 link clicks. The fluctuations in clicks correspond to the timing of the advertised special events.

FACEBOOK EVENT RESPONSES

The Riverfront Shops Facebook advertising also includes promoting DDA-sponsored events to generate event responses from potential attendees. Events in January and February advertised on Facebook included:

- JANUARY DOWNTOWN DAYTONA NIGHTS (1/6): 516 responses to the event advertising, with 975 combined ad and organic responses to the Riverfront Shops' listing;
- WINTER WINE WALK (1/14): 373 responses to the event advertising, with 1,341 combined ad and organic responses to the Riverfront Shops' listing;
- FEBRUARY DOWNTOWN DAYTONA NIGHTS (2/3): 456 responses to the event advertising, with 1,802 combined ad and organic responses to the Riverfront Shops' listing;
- WINE & CHOCOLATE WALK (2/11): 501 responses to the event advertising, with 1,283 combined ad and organic responses to the Riverfront Shops' listing; and
- BEER & BACON FESTIVAL (2/25): 717 responses to the event advertising, with 1,970 combined ad and organic responses to the Riverfront Shops' listing.

PAGE FOLLOWERS

As of early January, the Riverfront Shops Facebook page had 17,526 followers, and the Farmers' Market page had 4,529 (*an increase for both*).

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THE CITY OF DAYTONA BEACH DDA



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1. January-February Report Questions & Answers
(*GOLD Project Update, Online Analytics and Campaign Budget Spreadsheets*)
2. New Marketing Initiatives

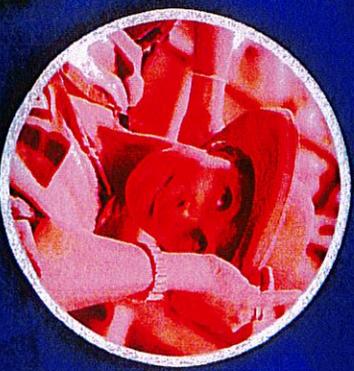


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2. NEW MARKETING INITIATIVES



- Winter/Spring Marketing
- Farmers' Market Status



2. NEW MARKETING INITIATIVES

WINTER/SPRING MARKETING



Rack Brochure
& Event Insert

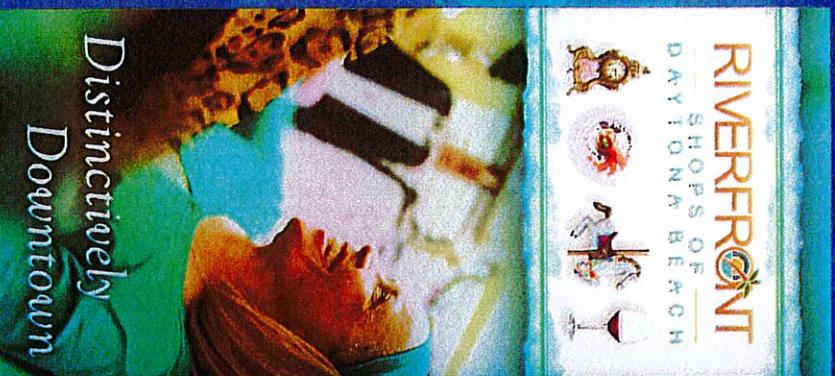
Event Kiosk Poster

E-blast

2. NEW MARKETING INITIATIVES

WINTER/SPRING MARKETING

- *E-Mail Marketing* – Weekly Events Blasts
- *Directory Poster* – Featuring Special Events
- *Online Advertising* – Search and Social Media
- *Public Relations* – Event Press Releases
- *Print Advertising* – Volusia Lifestyle
- *Website* – Events on Home Page & Calendar
- *Collateral* – Seasonal Brochure Distribution



Seasonal Brochure

2. NEW MARKETING INITIATIVES



FARMERS' MARKET STATUS

- *Advertising* – Not Included in Media Buy Since January 1st
- *Collateral* – Not Included in Most Recent Editions of Each
- *Website* – Shown on Primary Site Navigation, But Dates of Operation Not Provided. The Market Can Be Deleted from the Primary Navigation.
- *Next Steps* – Awaiting Board Direction

QUESTIONS & ANSWERS

Thank You for Your Business!



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