



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

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

AGENDA

Thursday, June 8, 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.

	For special accommodation, please notify the City Clerk's Office at least 72 hours in advance. (386) 671-8023		Help for the hearing impaired is available through the Assistive Listening System. Receivers can be obtained from the City Clerk's Office.
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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: May 11, 2023

4. Reports & Presentations.

4a. Farmer's Market termination agreement

4b. DDA event Co-Sponsorship Agreement for the Riverfront Esplanade Market

4c. Monthly Financial Report

4d. Keith Gold & Associates

4e. Events Update- Al Smith, Bullseye Marketing

5. Public Comments

6. Board Comments

7. Adjournment

<u>Agenda Approval</u>	<u>Date</u>
Redevelopment Director	6/2/2023
____ City Attorney	____
____ City Manager	____

DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Thursday May 11, 2023

The meeting of the Downtown Development Authority Board (DDA) was held on Thursday May 11, 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

Sheryl Cook, Vice Chair
Douglas Martin
Quanita May, Commissioner (via zoom)
Tammy Kozinski

Board Members Absent

Michael Sznajstajler, Chair

Staff Members Present

Deric C. Feacher, City Manager
Ken Thomas, Redevelopment Director
Michele Toliver, Redevelopment Project Manager
Robert Jagger, City Attorney
Bob Gross, Deputy City Manager
Gina Fountain, Board Secretary

1. Call to Order

Ms. Cook called the meeting to order at 3:00 p.m.

2. Roll Call

Mr. Jagger advised Ms. May that she needs to state her reasoning for her virtual appearance at time.

Ms. May advised that she has a driving conflict to attend in person and currently on the side of the road to attend virtually.

A motion was made by Mr. Martin, seconded by Ms. Kozinski to allow Ms. May to attend the meeting virtually. Motion carried (3-0).

Ms. Fountain called roll and noted members present as stated above. Quorum met (4-1).

3. Approval of Minutes

a. Regular Meeting – April 13, 2023

A motion was made by Ms. Kozinski, seconded by Mr. Martin, to approve the minutes of April 13, 2023 with the necessary corrections, DDA meeting. Motion carried 3-0.

4. Reports & Presentations

4a. Farmer's Market Termination Agreement

Mr. Deric Feacher, City Manager, acknowledged that there were comments from citizens and vendors posted on the City's social media platforms, emails received by him and elected officials about the Farmer's Market on Magnolia Avenue. He stated that the Downtown Development Authority (DDA) recommended that the Farmer's Market on Magnolia Avenue relocate to the Riverfront Esplanade due to various challenges. He stated that the Commissioners have not been given the concerns from the citizens and vendors as well as the recommendations from the DDA. He stated that the DDA Board Chairman is not in attendance today. He clarified that the Riverfront Esplanade Foundation committee is not coming to take over the Farmer's Market but work with the DDA to ensure a successful Farmer's Market in our area. He understands that when the Farmer's Market relocate it will operate monthly on Sunday mornings and that this is a big issue. He stated that he and Mr. Yarbrough discussed extending the Sunday hours for individuals who may go to church. He stated that future plans may allow the Market to operate on Saturday if possible. He stated that another issue is the increased vendor fee and the DDA and the City will work with the vendors that are unable to pay the fee. He requested that the Board continue the vote on the Farmer's Market Termination Agreement until all Board members are present.

A motion was made by Ms. May, seconded Ms. Kozinski to continue the discussion to termination the Farmer's Market Agreement until next meeting when all Board members are present. Motion carried (4-0).

Public Comments

Michelle Beaudry, 229 S. Ridgewood Avenue Daytona Beach, Florida, discussed the Farmer's Market only being opened once a month at the Esplanade, discussion not being had with vendors prior to final decision and the cost of the new booth rental fees of \$70, and food stamp acceptance. She objected to the move to the Esplanade.

Mr. Feacher advised Ms. Beaudry that if the cost of the booth rental fee did not come directly from the Board, it is not accurate.

Ms. Kozinski advised that the monthly \$40 cost of the booth rental fees includes the tent that was an overhead cost to the vendors on Magnolia.

Ms. May advised that since the pandemic people have had fresh fruit and vegetables delivered directly to their homes, which has caused a direct impact on the Farmer's Market.

Mr. Yarbrough addressed all of Ms. Beaudry and Board members concerns and questions.

Michelle Dietch, 1246 Harbour Point Drive, Port Orange, discussed her experience as a vendor at the Farmer's Market and not being informed prior to the decision to relocate the market to the Esplanade or offered a complimentary booth. She stated there has not been enough marketing or

support given to the market to increase the vendors or participants after moving from City Island to Magnolia Avenue by DDA.

Lori Watson, 112 Emmet Street, Apt#2, Daytona Beach, shared her experience as one of the vendors at the market during the summer and winter months.

Jenny Nazak, 501 Harvey Avenue, Daytona Beach, discussed her shopping experience at the Farmer's Market on Magnolia Avenue and is has excited for the location to move to the Esplanade. She stated that there is the social interaction that markets have a multiplier effect into the economy of the City and rooting for the success of our Farmer's Market.

Ms. May discussed the complaints from a number of vendors, residents and locals who came to the Farmer's Market that mentioned the gentleman with the loud speakers was one of the reasons that drove them away because they were not comfortable.

Alvin Pulliam, 104 Winner Circle Drive, Daytona Beach, discussed the experience with his wife playing music weekly at the Farmer's Market and being encouraged about the new energy that is going into the market. He stated that the communication between Board and the vendors could have been much better prior to this point.

4b. DDA event Co-Sponsorship Agreement for the Riverfront Esplanade Market

Mr. Jagger advised that this item has been postponed to the next meeting.

4c. Monthly Finance Report

Mr. Thomas provided a brief summary of the Monthly Financial Reports for the months of April 2023.

4d. Keith Gold & Associates

Mr. Gold discussed the new spring/summer Marketing Initiatives, Fiscal year 2023-2024 Planning, the Farmer's Market status, Online Analytics, Survey and the Budget Spreadsheet for April & May 2023.

Mr. Gold and the Board members discussed the two types of surveying being generated to the merchants and customers.

4e. Events Update-Al Smith, Bullseye Marketing

Mr. Thomas advised the Board that Mr. Smith had to leave the meeting but he provided Mr. Thomas a copy of the most recent and future events report. Mr. Thomas provided a summary of the events.

Mr. May inquired if all the events are locked in as of right now for the next year and if there were any more events that the Board would be required to vote on.

Mr. Thomas replied that all events are locked in until September 2023. The new calendar of events will be provided to the Board members in October 2023 along with the next budget that would be adopted through September 2024.

4f. Gallery Elan Event Co-Sponsorship Agreement

Mr. Jagger provided a detailed summary of the changes that were made in the previous agreement presented to the Board.

Mr. Jagger and Board members discussed whether the insurance requirement to serve alcohol would be in the new agreement or would it be covered under the City's insurance.

A motion was made by Ms. May, second by Mr. Martin to accept the 2022-2023 Event Agreement between the DDA and Gregory Grant of Gallery Elan. Motion carries (4-0).

5. **Public Comments**

Doyle Lewis, 3889 ISB, Daytona Beach, discussed the lack of bike racks for electric bikes/scooters in the downtown area.

6. **Board Comments**

Board members discussed lights for palm trees, trash update, work on the old Woolworth building, panhandling ordinance lawsuit, transits, bike riding /skateboarding on the sidewalk, hanging a street sign on Palmetto Avenue, extra police presence funded through CRA funds, and camera program downtown.

Mr. Jagger advised the Board that he will be retiring in June 2023 and Deputy City Attorney, Ben Gross, who is here today, would likely be his replacement. He thanked the Board for allowing him to serve and stated that it was a pleasure with all that they accomplished together.

Board members thanked Mr. Jagger for his service on the Board.

7. **Adjournment**

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

Sheryl Cook, Vice-Chair

Gina Fountain, Board Secretary

AGREEMENT TO TERMINATE FARMERS' MARKET LICENSE AGREEMENT

THIS AGREEMENT TO TERMINATE FARMERS' MARKET LICENSE AGREEMENT is made and entered into as of the date of last execution below (the "Effective Date") by and between The City of Daytona Beach, a Florida Municipal Corporation (the "City"), and the Daytona Beach Downtown Development Authority, a Florida Special Taxing District (the "DDA").

WHEREAS, the Parties hereto are parties to the Farmers' Market License Agreement, as amended (the "License Agreement"), which establishes a license for the DDA to operate and manage a weekly Farmers' Market on Magnolia Ave., from Beach St. west to Palmetto Ave., portions of Wall Street north and south of its intersection with Magnolia Ave., and portions of City parking lots (the "Magnolia License Area"), subject to conditions; and

WHEREAS, the DDA wishes to cease current operations of the Farmers' Market in the Magnolia License Area on Saturday mornings, and has requested termination of the License Agreement; and

WHEREAS, in lieu of the Farmers' Market, the DDA desires to encourage and support the Riverfront Esplanade Foundation Inc. (the "Foundation"), in establishing a periodic public Market in the Riverfront Esplanade, to include the sale of fresh fruit and vegetables, with the goal of enhancing exposure for Downtown area businesses to City's residents and visitors.

WHEREAS, the Foundation operates and manages the Riverfront Esplanade in the Downtown area pursuant to a lease agreement with the City (approved by City Resolution 2022-272), and has indicated its intent to operate a "Riverfront Market" on Sundays between 8 a.m. and 11 a.m., once a month or more frequently depending on vendor and shopper demand.

THEREFORE, based on the mutual valuable consideration provided herein, the Parties agree as follows:

1. **Description of License Agreement to be Terminated.** The Parties intend to terminate that certain Farmers' Market License Agreement dated January 1, 2012 (approved by City Resolution 11-319), as amended by the First Amendment to Farmers' Market License Agreement dated August 5, 2020 (approved by City Resolution 2020-206).
2. **Termination.** The Parties agree that the above-mentioned License Agreement, as amended, is to be terminated as of the Effective Date of this Agreement, it being agreed that any provisions in the License Agreement regarding prior notice for termination are waived by both Parties.

[Signatures to follow.]

IN WITNESS WHEREOF, the Parties have executed this Agreement on the dates shown below.

DDA:

By: _____
Michael O. Sznajstajler, Chairman

Date: _____

By: _____
Quanita May, City Commission Member

By: _____
Sheryl Cook, Vice-Chair

The City of Daytona Beach

By: _____
Derrick L. Henry, Mayor

Date: _____

Attest: _____
Letitia LaMagna, City Clerk

Approved as to legal form:

By: _____
Robert Jagger, City Attorney

**DDA EVENT CO-SPONSORSHIP AGREEMENT FOR THE RIVERFRONT
ESPLANADE MARKET**

The Parties to this Event Co-Sponsorship Agreement are the **Daytona Beach Downtown Development Authority** (the “DDA”) and the **Riverfront Esplanade Foundation Inc.**, a Florida not-for-profit corporation (the “Event Producer”).

In consideration of the mutual terms and conditions, promises, covenants, and payments hereinafter set forth below, the Parties agree as follows, effective on the date of the last signature below:

Section 1. Description of Events. Event Producer agrees to hold outdoor public Markets on a monthly or more frequent basis in the Riverfront Esplanade (“Events”) located adjacent to Beach Street in the City of Daytona Beach (the “City”). During the term or any renewal term of this Agreement, Events will be routinely held on Friday evenings, or Saturday or Sunday mornings as determined by the Event Producer, for a period of not less than 3-hours per Event.

Section 2. Term; Renewal Term. The term of this Agreement shall commence on the date of last execution below (the “Effective Date”) and continue until September 30, 2028, unless sooner terminated by either Party as provided in this Agreement. This Agreement may be renewed for successive 5-year renewal terms upon notice by the DDA to the Event Producer prior to end of the then existing term or renewal term.

Section 3. Performance Standards.

(a) In the planning, promotion, and conduct of the Events, Event Producer will:

(1) Take commercially reasonable steps to ensure that the Events are family-friendly, suitable and attractive to people of all ages, and that the Events promote the good will of the DDA and the City’s Downtown Area.

(2) Coordinate with and encourage merchants within the Downtown Area to promote and participate in the Events.

(3) Actively advertise, market, and promote the Events, including through sale of advertisements and, as applicable, sponsorships, to maximize event attendance and profitability, consistent with the requirements of (a) above. All advertisements, promotional materials, and sponsorships are subject to prior approval of DDA’s designated representative identified below, for purposes of ensuring compliance with (a) above. To this end, the DDA’s designated representative will reject all advertising and promotional materials (including sponsorship acknowledgments) that promote products or services that are not suitable for view by minors; or that promote political candidates or causes; or that contain lewd, obscene, or violence-promoting language, images, or symbols. The Event Producer shall provide the DDA with proposed advertising and promotional content not less than three business days prior to publication for the Event. If the DDA fails to respond to the Event Producer’s request for approval within the three-business day period, such advertisement or promotional content will be deemed to be approved by the DDA.

(4) Provide a readily visible tent within the Market at no charge for the DDA's use to promote the Riverfront Shops, distribute promotional information and materials (provided by DDA), and for visitors to sign up for receipt of DDA newsletters and/or other DDA promotional emails.

(b) The Market shall include on a regular basis the availability of fresh fruit and vegetables for sale to the public from one or more Market vendors.

(c) At all times while conducting the Events, the Event Producer shall maintain a clean, neat appearance within the Market.

Section 4. DDA Sponsorship.

(a) In consideration of the Event Producer's agreement to promote, market, and conduct the Events in accordance with the requirements herein, the DDA will pay the Event Producer the total amount of \$5,000.00 annually, payable in equal quarterly installments during each fiscal year (October 1 to September 30) of the term or any renewal term, and due within 30 days after the end of each quarter. The DDA's first installment in the amount of \$1,250, will be paid on a pro-rata basis at the end of the quarter that immediately follows the Effective Date.

(b) In addition, DDA will promote the Events through the following media and materials, provided that such activities do not require DDA to expend additional monies beyond those previously budgeted for such media and materials:

(1) DDA Website (Riverfront Shops of Daytona Beach):

- Feature copy on Home Page.
- Event Specific Page.
- Listed on Event Calendar.

(2) Riverfront Shops Monthly E-newsletter:

- Listed as upcoming Event.

(3) Riverfront Shops Facebook Page:

- Event Promotion Posting.
- Event Calendar Posting.

Section 5. Acknowledgement of DDA as Sponsor. In consideration of DDA's agreement to co-sponsor the Events, Event Sponsor will acknowledge DDA as a major sponsor of the Event on all advertising and promotional material created or used by Event Producer for the Event.

Section 6. Event Planning and Procedure. The Parties will work with one another in good faith to coordinate obtaining permits and promotion of the Events consistent with the provisions of this Agreement.

Section 7. Designated Representatives; Notice.

(a) The City's Director of Redevelopment and Neighborhood Services, or any other person designated by the DDA Board, will be the designated representative for the DDA in all matters

arising under this Agreement. _____ or his/her designee will be the designated representative for Event Producer in all matters arising under this Agreement.

(b) All notices, requests, and demands to or upon the Parties will be delivered by hand, delivered by a courier service, provided to a nationally recognized delivery service for overnight delivery, transmitted to a receiving fax machine followed by hard copy within two days, or if by U.S. mail, postage prepaid by registered or certified mail, return receipt requested, to the addresses set forth herein:

To Event Producer Representative:
Esplanade Foundation Inc.
c/o _____

Daytona Beach, FL 32114
(386) _____

To the DDA:
Michael O Sznajstajler, Chairman
Daytona Beach DDA
301 South Ridgewood Avenue
Daytona Beach, FL 32114
(386) 671-8010

w/copy to: Ken Thomas
Director of Redevelopment
and Neighborhood Services
City of Daytona Beach
301 S. Ridgewood Avenue
Daytona Beach, FL 32114
(386) 671-8188
(386) 671-3975 – fax

Section 8. No Right to Assign. Event Producer may not assign its rights or obligations under this Agreement without the DDA's express prior written approval.

Section 9. Default; Termination for Convenience.

(a) **Default by Event Producer.** The Event Producer will be in default if:

- (i) The Event Producer fails to promote or operate the Events in accordance with the requirements of this Agreement; or
- (ii) The Event Producer fraudulently misrepresents to any third party the nature of this Agreement, or Event Producer's relationship with the DDA as an independent contractor, or misrepresents information required to be submitted in the Event Producer's permit/facility use application to the City if applicable; or
- (iii) The Event Producer commits any other material breach of this Agreement, and such failure continues for more than 15 days after receipt of notice and an opportunity to cure.

Upon Event Producer's default, the DDA will have the right to immediately and without notice terminate this Agreement and all rights arising hereunder.

(b) **Default by DDA.** DDA will be in default if DDA materially breaches its obligations hereunder, and such breach continues for a period of at least 30 days after Event Producer has provided DDA written notice of such breach; except when the nature of the breach is such that it cannot be reasonably cured within this period, in which instance the cure period will be extended by one day for each day that the DDA is diligently seeking to cure the breach.

Upon DDA's default, the Event Producer will have the right to immediately and without notice terminate this Agreement and all rights arising hereunder.

(c) **Termination for Convenience.** Either Party may terminate this Agreement upon notice to the other not later than 30 days prior to the next Event. In such instance, neither Party shall be liable to the other for any damages or costs incurred due to termination of the Agreement.

(d) In the event of termination under this Section, the Event Producer will immediately cease referring to the DDA as co-sponsor.

Section 10. General Provisions.

(a) This Agreement will not be deemed to create a partnership, joint venture, or similar relationship between the Parties. The Parties will act solely as independent contractors.

(b) This Agreement represents the entire agreement of the Parties with respect to the subject matter hereof. No representations, warranties, inducements or oral agreements have been made by either Party except as expressly set forth herein, or in other contemporaneous written agreements. This Agreement has been drafted through the joint effort of both Parties, and, hence, no ambiguity will be construed against either Party.

(c) Except as otherwise provided herein, no change or modification of this Agreement will be valid unless the same is in writing and signed by all Parties. No waiver of any provision of this Agreement will be valid unless the same is in writing and signed by the Party against whom enforcement is sought.

(d) THE PARTIES HEREBY WAIVE THEIR RESPECTIVE RIGHTS TO A JURY TRIAL OF ANY CLAIM OR CAUSE OF ACTION BASED UPON OR ARISING OUT OF THIS AGREEMENT, OR ANY DEALINGS BETWEEN THE PARTIES. THE SCOPE OF THIS WAIVER IS INTENDED TO BE ALL ENCOMPASSING OF ANY DISPUTES BETWEEN THE PARTIES THAT MAY BE FILED IN ANY COURT AND THAT RELATE TO THE SUBJECT MATTER, INCLUDING WITHOUT LIMITATION, CONTRACT CLAIMS, TORT CLAIMS, BREACH OF DUTY CLAIMS AND ALL OTHER COMMON LAW AND STATUTORY CLAIMS.

[Signatures to follow.]

IN WITNESS WHEREOF, the Parties have executed this Agreement on the dates shown below.

DDA

By: _____
Michael O Sznajstajler, Chairman

Date: _____

By: _____
Sheryl Cook, Vice-Chair

By: _____
Quanita May, City Commission Member

EVENT PRODUCER

By: _____

Date: _____

Printed Name: _____

Title: _____

Approved as to legal form:

By: _____
Robert Jagger, City Attorney



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: June 5, 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 May 31, 2023.

General Activities for May 31, 2023

Revenues	Projection	Received to Date as of 05/31/23	Balance
Ad Valorem	\$ 203,592.00	\$ 191,565.38	\$ 12,026.62
Delinquent Ad Valorem	0.00	995.43	(995.43)
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	50,250.00	0.00	50,250.00
Total	\$ 371,485.00	\$ 310,521.32	\$ 60,963.68

Line-Item	Appropriation	Spent to Date as of 05/31/23	Balance
Professional Services	\$ 39,000.00	\$ 29,250.00	\$ 9,750.00
Care and Subsistence	300.00	0.00	300.00
Downtown Marketing Media	43,917.00	38,110.40	5,806.51
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	\$ 193,495.00	\$ 8,964.91

Farmers' Market Activities

Revenues	Projection	Received to Date as of 05/31/23	Balance
Vendor Revenue	\$ 6,000.00	\$ 1,205.00	\$ 4,795.00
Sponsorship	0.00	0.00	0.00
Market Booth Sales	0.00	0.00	0.00
DDA SNAP Revenues	2,000.00	1,182.00	818.00
Total	\$ 8,000	\$ 2,387.00	\$ 5,613.00

Expenses	Appropriation	Spent to Date as of 05/31/23	Balance
Market Manager	\$ 18,000.00	\$ 11,700.00	\$ 6,300.00
Liability Insurance	1,500.00	1,050.00	450.00
Marketing	4,400.00	1,650.00	\$ 2,750.00
City Fees	0.00	0.00	0.00
DDA SNAP Expenses	5,000.00	1,762.70	3,237.30
Booth Merchandise	0.00	0.00	0.00
Other Materials & Supplies	500.00	0.00	500.00
Total	\$ 29,400.00	\$ 16,162.70	\$ 13,237.30

Downtown Event Activities

Revenues	Projection	Received to Date as of 05/31/23		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 05/31/23		Balance
Downtown Events	\$ 100,000.00	\$	57,385.00	\$ 42,615.00
Supplies/ Offline print	5,500.00		1,116.72	4,383.23
Total	\$ 105,500.00	\$	58,501.72	\$ 46,998.23

DDA Budget Summary

	Budget	Actual		Remaining
Total DDA Revenue	\$ 337,360.00	\$	2,387.00	\$ 334,973.00
Total DDA Expenditures	337,360.00		268,159.42	69,200.58
Change in Fund Balance	\$ 0.00	\$	(265,772.42)	

Reserves	\$ 0.00	\$	0.00	\$ 0.00
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RIVERFRONT SHOPS OF DAYTONA BEACH 2023 STRATEGIC MARKETING RESEARCH REPORT

Prepared by GOLD Marketing • Tuesday, May 23, 2023

Updated Monday, June 5, 2023

**FINAL
DRAFT**

THE VERANDA

814 State Road A1A North

Ponte Vedra Beach, FL 32082

 904.285.5669

 StrikeGold.com

DAYTONA BEACH DDA

2023 STRATEGIC MARKETING RESEARCH REPORT

*Prepared by GOLD Marketing • Tuesday, May 23, 2023
Updated Monday, June 5, 2023*

Introduction

The last recent research survey data presented to the DDA Board concerned the marketing experiences, preferences, and expectations of the Farmers' Market in 2022. In 2021, surveys were created and distributed to past Riverfront Shops customers, prospective customers, and merchants. The findings from these most recent surveys were compared to those as well as surveys conducted since 2014. The primary purpose of these surveys has been to strengthen the development and execution of the Strategic Marketing Plan and future marketing initiatives.

To encourage participation, GOLD donated a \$100 Visa Gift Card for a drawing among survey participants, which every respondent signed-up up for. The consumer survey was sent to just over 2,700 opt-in participants, which had a 73% completion rate (*and 1.67 MOR*), with 95.83% being past customers and 4.17% being prospects. The merchant survey was deployed to 118 business owners and managers, with a 65% completion rate. The following are the findings specifically among customers, with key differences found among prospects and merchants noted.

Customer Findings

VISITATION FREQUENCY

Customers were asked how many times they visited the historic downtown Riverfront Shops of Daytona Beach during the last 12 months for shopping, dining, special events, or other leisure activities. The leading responses (*by 43.82%*) were:

1. 10+ VISITS – 41.67%;
2. 5-9 VISITS – 32.30%; and
3. 1-4 VISITS – 21.87%.

The responses given by our most frequent customers have been highlighted throughout this report.

VISITATION REASONS

Customers were asked to identify their main reasons for visiting, and the top responses were:

1. DINING – 69.79%;
2. SHOPPING – 39.58%;
3. SPECIAL EVENTS – 27.08%;
4. ATTRACTIONS – 13.54%

NOTE: *The total percentage of responses may exceed 100%, as participants could in some cases select or list as many activities as they wanted.*

DAYTONA BEACH DDA

2023 STRATEGIC MARKETING RESEARCH REPORT

Prepared by GOLD Marketing • Tuesday, May 23, 2023
Updated Monday, June 5, 2023

Customer Findings (Continued)

CUSTOMER SATISFACTION

Customers were asked to evaluate The Riverfront Shops area based on several criteria. They included: the overall appearance of the area; the appearance of the businesses visited; the safety of the area; the variety of amenities found; the quality and variety of the events they attended; and their most recent experience overall. In every case, better than 5-out-of-10 gave a rating of *very satisfied* or *extremely satisfied* as follows:

- CONDITION/APPEARANCE OF AREA – 71.78%;
- CONDITION/APPEARANCE OF BUSINESS VISITED – 82.11%;
- AREA SAFETY – 61.06%;
- VARIETY OF RESTAURANTS, SHOPS, AMENITIES – 51.04%;
- QUALITY OF RESTAURANTS, SHOPS, AMENITIES – 66.67%;
- VARIETY OF EVENTS – 59.38%;
- QUALITY OF EVENTS – 60.42%; and
- MOST RECENT VISIT OVERALL – 75%.

These were high ratings, with fewer negative scores than in previous customer surveys (*where safety, parking, the variety of amenities, their most recent experience, and others received very low satisfaction ratings*). Among prospects or those who visit infrequently, safety remains a deterrent, despite this improvement. Merely two quotes offered concerning this were:

- “I do not go because up to now I did not think it was safe: and
- “I don’t visit often. Needs to be a police presence.”

The following demonstrates changes in levels of key concerns among prospects and infrequent customers (*those who visited 1-2 times in the last 12 months*), as they are critical in order to increase both visitation and sales. The percentage of those who were *not very satisfied* or *not at all satisfied* were compared in this most recent survey to those of the past.

	<u>2023</u>	<u>2018</u>	<u>2014</u>
• SAFETY OF THE AREA	33.60%	52.50%	66.15%
• CONDITION/APPEARANCE OF THE AREA	25.28%	39.50%	45.82%

Obviously, these are merely perceptions among prospects, yet they should be addressed. And the experiences of those who visit the area most are very positive and warrant their patronage.

NOTE: *Parking is not shown as it was not evaluated in each of these years.*

DAYTONA BEACH DDA

2023 STRATEGIC MARKETING RESEARCH REPORT

Prepared by GOLD Marketing • Tuesday, May 23, 2023

Updated Monday, June 5, 2023

Customer Findings (Continued)

VISITATION INTENT

Customers and prospects were asked how likely they were to visit The Riverfront Shops area within the next month. Overall, 83.52% of customers indicated that they were *very likely* or *extremely likely* to do so, as did more than 8-out-of-10 frequent customers. Plus, the majority of prospects expressed their interest in visiting the area soon. These numbers were similar to those from past customer surveys.

MARKETING ENGAGEMENT

Customers and prospects alike were asked what forms of *Riverfront Shops marketing* they recalled seeing or hearing during the last 12 months (*certainly, they could not recall tools or tactics that were not utilized*), and nearly all answered in the affirmative. This is not surprising, as they had opted-in to receiving e-marketing communications. The following were the forms of marketing that they recalled seeing or hearing the most:

1. E-MARKETING (*E-Blasts/E-Newsletters*) – 68.48%;
2. ONLINE MARKETING (*Social/Search Advertising*) – 67.40%;
3. ARTICLE/NEWS STORY – 36.96%;
4. BROCHURE/FLIER – 34.78%;
5. NEWSPAPER/MAGAZINE AD – 26.09%; and
6. RADIO COMMERCIAL – 6.52%

Plus, 71.74% indicated that they had visited the Riverfront Shops website.

SPECIAL EVENTS

Customers were asked to cite any *special events* they had attended during the last 12 months in the historic downtown Riverfront Shops area. The most popular answers were:

1. HALIFAX ART FESTIVAL – 63.54%;
2. WINE/CHOCOLATE WALK – 18.75%;
3. ST. PADDY'S DAY – 10.41%;
4. CHRISTMAS PARADE/EVENTS – 6.25%; and
5. CINCO DE MAYO – 5.21%.

Other events mentioned at much lower levels included Food Truck Rallies (4.16%), Esplanade Events (3.12%), Beer & Bacon (3.12%), Farmers' Market (2.08%), and Tortugas (2.08%). One person cited an unnamed children's event. No other Riverfront Shops events were mentioned.

DAYTONA BEACH DDA

2023 STRATEGIC MARKETING RESEARCH REPORT

Prepared by GOLD Marketing • Tuesday, May 23, 2023

Updated Monday, June 5, 2023

Customer Findings (Continued)

DEMOGRAPHY

Every adult demographic cohort throughout the catchment area was represented in the survey, either as a customer or prospect. The majority – especially frequent customers – were women (65.48%) 55+ (74.42%) with much higher-than-average HHI (*the largest group* – 47.79% – *earning \$100k or more*). These demographics have varied based on the timing of the surveys.

GEOGRAPHY

The *geographic areas* with the largest number of respondents were as follows. These origins were also the same among frequent customers and prospects:

1. DAYTONA BEACH (*Including Daytona, Daytona Beach Shores, South Daytona*) – 48.75%;
2. ORMOND BEACH (*Including Ormond-By-The-Sea*) – 19.83%;
3. PORT ORANGE – 18.75%;
4. GREATER ORLANDO AREA – 6.25%; and
5. NEW SMYRNA BEACH – 4.16%.

Respondent origins with less than 4% participation included Edgewater, Flagler Beach/Palm Coast, Florida's Panhandle, Holly Hill, St. Augustine, and Vero Beach/Merritt Island.

KEY CONCLUSIONS

As would be expected, customers who have the highest opinion of the area also visit it more frequently. Though the City has made great strides to improve, *safety* and *parking* in the historic downtown area remain significant concerns – especially among infrequent customers and prospects.

The key marketing tools and tactics that were recalled the most by both customers and prospects were *e-marketing* and *social media/online advertising*, which should continue to be campaign mainstays. Traditional media such as print advertising and radio had little recall, and therefore are not recommended beyond the holiday buying season when they can be used to expand top-of-mind awareness. And the special events that were preferred and attended the most were the *Halifax Art Festival* and *wine walks*, which should be supported and broadened if possible.

DAYTONA BEACH DDA

2023 STRATEGIC MARKETING RESEARCH REPORT

Prepared by GOLD Marketing • Tuesday, May 23, 2023

Updated Monday, June 5, 2023

Merchant Findings

The findings among merchants that follow are shown as broader numerical expressions than the specific percentages shown for customers, as the base of respondents was smaller (*and therefore the MOR was higher*). Still, the survey provided critical, actionable insights.

The largest group of merchant survey respondents (*5-out-of-10*) were *shops/retail stores*, followed by *restaurants* (*3-out-of-10*). The remainder were attractions/entertainment companies, galleries/museums, and professional service companies.

MERCHANT MARKETING

Merchants revealed that the *most effective* means that they had to market their business were as follows:

1. ONLINE MARKETING: 8-out-of-10;
2. WORD-OF-MOUTH: 7-out-of-10; and
3. THEIR WEBSITE: 5-out-of-10.

Various forms of traditional marketing (*such as print or radio advertising*) scored very low, and there was no interest shown in co-op marketing.

The biggest *marketing challenges* merchants expressed were the same as in previous surveys, including the *lack of funds* for effective marketing (*cited by 8-out-of-10*), and *insufficient staff* (*cited by 2-out-of-10, which scored slightly lower than in the previous surveys*). The biggest *operational* challenges merchants cited were the same as in prior research, though at somewhat improved levels:

1. SAFETY AND SECURITY: 7-out-of-10;
2. CONVENIENT PARKING: 5-out-of-10; and
3. GARBAGE COLLECTION AND CLEANLINESS (*of downtown streets and sidewalks*): 3-out of-10 each.

Flooding downtown due to heavy rains and other weather events was also mentioned by a number of merchants as a significant issue.

DDA MARKETING

The *tools and tactics* that merchants cited as the most effective were similar to those that they use themselves. Likewise, those that they thought were least effective were largely those that they did not use themselves. This was a change from past years where they indicated tools and tactics that they did not use themselves (*such as broadcast advertising and public relations*). The marketing tools and tactics selected as most effective were:

DAYTONA BEACH DDA

2023 STRATEGIC MARKETING RESEARCH REPORT

Prepared by GOLD Marketing • Tuesday, May 23, 2023

Updated Monday, June 5, 2023

Merchant Findings (Continued)

DDA MARKETING (Continued)

1. ONLINE MARKETING (*Especially search and social media advertising*): 8-out-of-10;
2. SPECIAL EVENTS: (*Especially HAF and wine walks*): 6-out-of-10;
3. RIVERFRONT SHOPS WEBSITE: 5-out-of-10; and
4. RACK BROCHURE: 4-out-of-10; and
5. E-NEWSLETTERS: 3-out-of-10.

SPECIAL EVENTS

When asked what DDA-sponsored events were the most effective at driving traffic to the downtown area and their place of business, the following were listed:

1. ART FESTIVALS (*including art walks*): 6-out-of-10;
2. WINE WALKS (*including chocolate and beer walks*): 3-out-of-10;
3. CHRISTMAS PARADE: 2-out-of-10; and
4. ESPLANADE EVENTS (*including charitable events and runs*): 1-out-of-10.

Events selected by less than 1-out-of-10 included St. Paddy's Day and Cinco de Mayo. Food Truck Rallies, Car Shows, Tortuga Games, and others were not selected. One merchant indicated that there should be more events that attract children and families.

MERCHANT COMMUNICATIONS

As in all previous merchant surveys dating back to 2014, participants were asked to indicate the best way to communicate with them regularly and receive input. And since 2017, the overwhelming preference has been *e-mail communications (such as regular e-newsletters)*. In this most recent survey, statistically 10-out-of-10 merchants preferred to meet in person, with three wanting to meet in person and one via video conference (*like Zoom or Teams*). And they, along with their fellow merchants are certainly invited – in fact, encouraged – to attend your monthly DDA meetings and provide input.

When regular in-person meetings were held, attendance was quite modest, with annual meetings having better attendance. However, these were prior to the dissemination of monthly – and now often weekly – merchant newsletters.

KEY CONCLUSIONS

Communications should continue to be via regular *e-marketing* and *online advertising*. The Riverfront Shops website must continue to be strengthened, and art and wine walk events expanded. The *safety and security* of both merchants and customers alike is paramount. *Convenient parking (or greater awareness for the parking already available)* needs to be addressed, as well as *garbage pick-up* and *cleanliness*.

Thank you very much for your consideration of this report. We look forward to your questions and comments concerning the findings.



MAY – JUNE DDA MARKETING UPDATE

Prepared by GOLD Marketing • Monday, June 5, 2023

THE VERANDA

814 State Road A1A North

Ponte Vedra Beach, FL 32082

 *904.285.5669*

 *strikeGold.com*

MAY – JUNE DDA MARKETING UPDATE

Prepared by GOLD Marketing • Monday, June 5, 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 May and June 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 print advertising to promote May and June DDA events, such as Downtown Daytona Nights, Cinco de Mayo, and Daytona Beach Beer Fest; *(Additional events such as First Friday ArtWalk, KidsFest, Riverfront Market, and Juneteenth Freedom Day 5k were also promoted in print, in e-blasts, and on the website and social media where appropriate.)*
- 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. In brief, traffic was down somewhat in May, but still engaged a significant number of potential Riverfront Shops customers.

Collateral Material

- Updated the Kiosk Poster monthly to feature upcoming events *(last updated in late May for June events)*;
- 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.

MAY – JUNE DDA MARKETING UPDATE

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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, as well as for the May 2023 research surveys.

Farmers' Market

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

Public & Media Relations

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

Primary Research

- Prepared suggested guest and merchant surveys to provide new insights and inform the Tactical Plan for the next fiscal year.

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;
- Conducted monthly meetings with client representatives (*despite the agency's contract requiring only four total meetings*), and prepared weekly marketing updates; and
- Wrote, programmed, launched, analyzed, and reported consumer and merchant surveys to inform the 2023-2024 marketing plan.

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.

Page 2 of 3

MAY – JUNE DDA MARKETING UPDATE

Prepared by GOLD Marketing • Monday, June 5, 2023

Pro Bono

- HALIFAX ART FESTIVAL: Assisting with contract and preparing media buy. Also created event poster format.
- 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. Prepared and analyzed 2023 consumer and merchant surveys (*including donating the \$100 Visa eGfit Card consumer survey incentive*);
- 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
MAY 2023 ANALYTICS REPORT
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THE VERANDA

814 State Road A1A North

Ponte Vedra Beach, FL 32082

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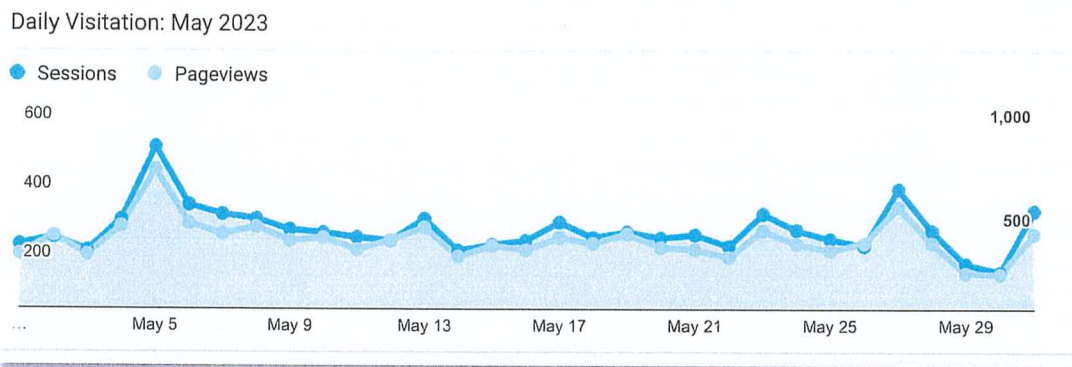
DAYTONA BEACH DDA

MAY 2023 ONLINE ANALYTICS REPORT

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Overall Traffic

OVERALL WEBSITE VISITATION



The above chart shows May traffic, which reached its highest levels at the time of the events on the first weekend in the month. During the month, the Riverfront Shops of Daytona Beach website had 7,039 sessions, 10,271 pageviews, 5,224 total users, and 4,940 new users. Overall, May website traffic was down somewhat when compared to the previous month (*likely due to seasonality as well as ongoing impacts of inflation on digital ad buying*).

TOP PAGES

Most Viewed Pages		
Page		Pageviews
/		6,911
/shopping/		402
/dining/		375
/events/		320
/farmers-market/		303
/brochures-and-maps/		258
/attractions/		153
/event/cinco-de-mayo-street-party-2/		96
/venue/beach-street/		88
/farmers-market/farmers-market-vendors/		48

The Home, Shopping, Dining, and Events pages were the most visited in May 2023. (/ = Home Page.)

DAYTONA BEACH DDA MAY 2023 ONLINE ANALYTICS REPORT

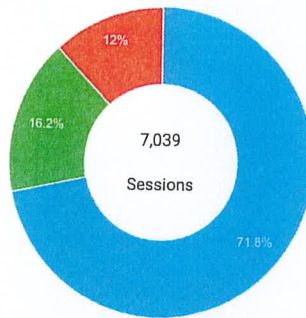
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Overall Traffic (Continued)

TRAFFIC TYPE

Sessions by Device Category

mobile desktop tablet



Mobile visitation continued to outpace desktop traffic in May by a substantial margin.

KEY TRAFFIC SOURCES

Top Traffic Sources

Source / Medium	Sessions
google / cpc	4,236
google / organic	997
(direct) / (none)	771
facebook_ads / cpc	462
daytonabeach.com / referral	158
codb.us / referral	100
tourscanner.com / referral	96
m.facebook.com / referral	46
bing / organic	42
l.facebook.com / referral	35

Google Ads, Google organic search, direct site visits, and Facebook advertising were the most significant traffic sources in May 2023.

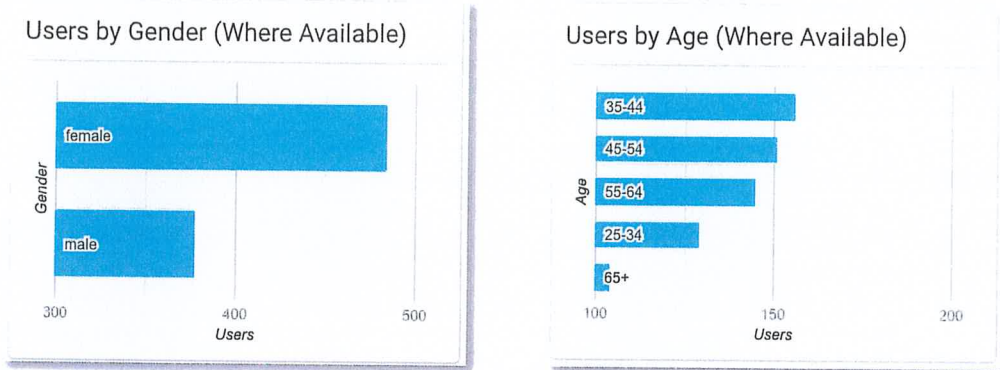
DAYTONA BEACH DDA

MAY 2023 ONLINE ANALYTICS REPORT

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Overall Traffic (Continued)

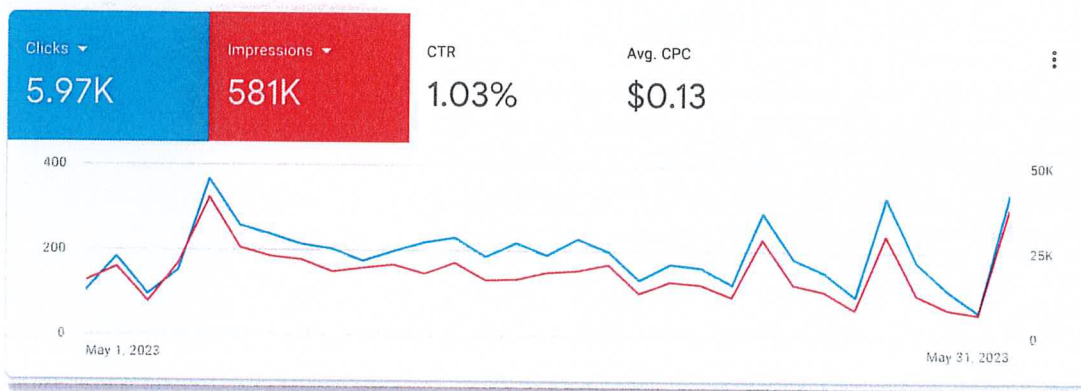
DEMOGRAPHICS AND GENDER



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

Online Advertising

GOOGLE ADVERTISING



The Google Ads in generated 5,972 clicks in May 2023. Popular search advertising keywords included “Daytona Beach,” (and similar), “Daytona Beach Restaurants” (and similar), “Downtown Daytona Beach,” and “Shopping in Daytona Beach” (and similar).

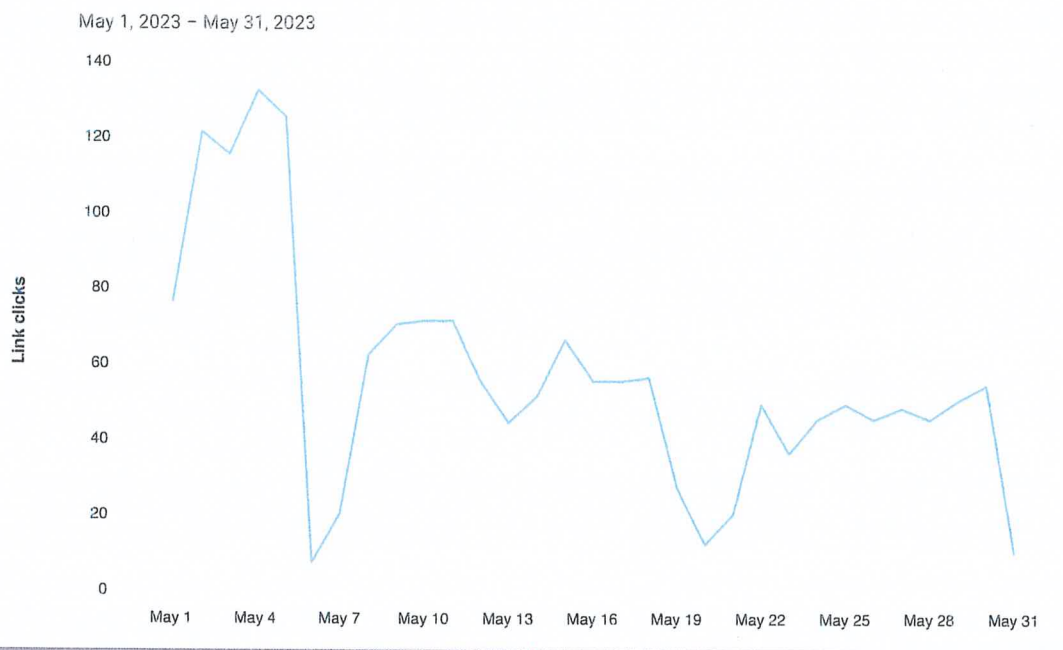
DAYTONA BEACH DDA

MAY 2023 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Monday, June 5, 2023

Online Advertising (*Continued*)

FACEBOOK ADVERTISING



The Facebook advertising in May 2023 had 1,742 link clicks (*an 8.5% increase over the previous month*). The fluctuations in clicks correspond to the timing of the advertised special events, with the highest click frequency surrounding Cinco de Mayo. (*Beer Fest received more activity overall, but it was spread across more of the month due to the timing of this and other events.*)

FACEBOOK EVENT RESPONSES

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

- CINCO DE MAYO (5/5): 407 responses to the event advertising, with 1,152 combined ad and organic responses to the Riverfront Shops' listing; and
- BEER FEST (5/20): 821 responses to the event advertising, with 1,256 combined ad and organic responses to the Riverfront Shops' listing; and.

PAGE FOLLOWERS

As of early June, the Riverfront Shops Facebook page had 17,898 followers, and the Farmers' Market page had 4,780 (*a modest increase for both*).

\$85,000 Events Budget • \$91,200 Marketing Budget

MEDIA	DESCRIPTION	SPACE	MAT.													SEPT	
				CLOSE		CLOSE											
				3	10	17	24	31	7	14	21	28	4	11	18		
A. GENERAL MARKETING SERVICES (\$41,600 Original Budget)																	
SUPPLIES	Kiosk poster and merchant directory printing. (\$1,750 budget).	N/A	N/A														
TECHNICAL SERVICES	Free for Content, domain, and web hosting. (\$850 budget).	N/A	N/A														
PROFESSIONAL SERVICES (QUARTERLY MEETINGS)	Marketing agency fees for strategic planning, consultations, media planning, and content creation. Includes social media management, public relations, research, web maintenance, and related copywriting, design, and production. (\$34,000 budget)	N/A	N/A														
B. DOWNTOWN MARKETING MEDIA (\$42,712 Original Budget)																	
Online	Google geo-targeted search and display ads (including remarketing). (\$10,500 budget)	2 Weeks Prior	1 Week Prior														
Social	Social media geo-targeted ads. (\$10,500 budget).	2 Weeks Prior	1 Week Prior														
Offline: Radio	Hickory radio advertising production and media (\$2,500 budget) plus PSAs.	3 Weeks Prior	2 Weeks Prior														
Offline: Print	Full-color ads in local publications, Volusia County (\$850 ea.) and Observer Group (\$1,207).	2 Weeks Prior	2 Weeks Prior														
Offline: Brochure Displays	Printing brochures and event fairs (with 1,000 ads for merchants), distributed at 130 locations. (\$10,402 budget).	4 Weeks Prior	4 Weeks Prior														
C. DOWNTOWN EVENTS (\$85,000 Original Budget)																	
SPECIAL EVENT MARKETING*	Budget set aside for FY 2022-2023 event fees and advertising. (\$85,000 original budget).	4 Weeks Prior	3 Week Prior														
SPONSORSHIP FEES**	Additional sponsorship of events.	4 Weeks Prior	3 Week Prior														
D. MARKET@MAGNOLIA (\$6,600 Original Budget)																	
Online	Google geo-targeted search and display ads. (\$3,000 original budget).	2 Weeks Prior	1 Week Prior														
Social	Social media geo-targeted ads, including vendor recruitment advertising. (\$3,600 original budget).	2 Weeks Prior	1 Week Prior														
TOTAL				\$117,924	\$12,018	\$8,574	\$7,648	\$9,484	\$8,631	\$9,484	\$9,484	\$9,474	\$9,474	\$9,474	\$9,474	\$9,474	\$ 195,489

DDA BOARD ALTERATIONS: Additional event expenditures were approved by the Board and discussed at the 11/22 meetings. Galerie Elan ArtWalk budget was approved in 2/23 meeting. And \$5,000 from the original Farmers' Market budget may be directed to the Esplanade for tents.

- | | |
|---|--|
| •BULLSEYE SPECIAL EVENTS | |
| •October 7, Downtown Daytona Nights = \$3,000 | •January 14, Winter Wine Walk = \$2,500 |
| • October 15, Fall Wine Walk = \$2,500 (Cancelled) | •February 3, Downtown Daytona Nights = \$2,000 |
| •October 22, Oktoberfest = \$5,000 | •February 11, Wine & Chocolate Walk = \$0 |
| •November 18, Downtown Daytona Nights = \$2,000 | •February 25, Beer & Bacon Fest = \$2,500 |
| •November 26, Sip & Shop Wine Walk = \$4,000 | •March 17, St. Paddy's Day = \$5,000 |
| •December 2, Downtown Daytona Nights = \$2,000 | •March 26, Wine & Cheese Walk = \$2,500 |
| •December 10, Holiday Wine Walk = \$2,500 | •April 7, Downtown Daytona Nights = \$2,000 |
| •January 6, Downtown Daytona Nights = \$2,000 | •April 8-9, Daytona Beach Arts Fest = \$20,000 |
| TOTAL = \$75,000 | |
| **ADDITIONAL "SPONSORSHIP" EVENTS | |
| •60th Annual Halifax Art Festival, November 5-6 = \$5,000 | |
| •"December to Remember" Esplanade Event Series = \$25,000 | |
| •Galerie Elean ArtWalk Promotional Material = \$5,000 | |
| TOTAL = \$35,000 | |