

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

Thursday, August 10, 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 accommodation, 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: June 8, 2023

4. **Reports & Presentations.**

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

4b. Halifax Art Festival Sponsorship Agreement

4c. 2023 "A December to Remember" request for funding

4d. Monthly Financial Report

4e. DDA Budget

4f. Keith Gold & Associates

4g. Events Update- Al Smith, Bullseye Marketing

5. **Public Comments**

6. **Board Comments**

7. **Adjournment**

<u>Agenda Approval</u>	<u>Date</u>
 Redevelopment Director	8-4-23
____ City Attorney	____
____ City Manager	____

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Thursday June 8, 2023**

The meeting of the Downtown Development Authority Board (DDA) was held on Thursday June 8, 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
Quanita May, Commissioner
Tammy Kozinski

Board Members Absent

Douglas Martin (excused)

Staff Members Present

Ken Thomas, Redevelopment Director
Angela Armstrong, Redevelopment Project Manager
Michele Toliver, Redevelopment Project Manager
Bob Gross, 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 (4-1).

3. Approval of Minutes

a. Regular Meeting – May 11, 2023

A motion was made by Ms. Kozinski, seconded by Ms. May, to approve the minutes of May 11, 2023, DDA meeting. Motion carried 4-0.

4. Reports & Presentations

4a. Farmer's Market Termination Agreement

Mr. Ken Thomas stated that the Farmer's Market Termination Agreement vote was rescheduled to this meeting to allow at least the majority of the board to be present including Mr. Sznajstajler (Chair). Board members questions or concerns can be addressed by Mr. Ben Gross and himself.

Mr. Sznajstajler asked if the way this is setup, assuming they approve it, then it would go to the City Commission for approval.

Mr. Thomas replied that is correct.

Public Comments

Michelle Dietch, 1246 Harbour Point Drive, Port Orange, FL., stated she is one of the vendors at the current Farmer's Market and provided some highlights of the benefits to remain at the current location.

Melanie John, Market Manager, 9 Sea Bright Place, Palm Coast, FL., stated she has been the Farmer's Market Manager since March 2018. She thanked the board for the opportunity to be a part of the Farmer's Market for the past five years. Then provided an overview for the reasons that cause the decline in the attendance, lack of vendors, and serious financial challenges. Also, requested that the market remains open weekly instead of the proposed monthly and continue to offer SNAP and EBT to allow recipients to use their benefits at the new market.

Linda Macker, 600 Mason Avenue, Daytona Beach, stated she is the Macker Seafood (Owner) located at 600 Mason Avenue for 11 years serving the community. They offer the SNAP and EBT benefits to their customers and would love to have the market in their parking lot in the old Arne Building. Asked that the board would stop the termination of the market agreement and do a dialogue and come up with something that is a win-win for everybody.

Mr. Sznajstajler stated that he want to point out that they have had several advertised workshops were the only topic discussed was the Farmer's Market. He will say that every single meeting, the five people on the board outnumbered the number of people who came to talk about the market. So, they have spent a lot of time and a lot of effort to get to where they are today. Advised that Ms. Macker business location is outside of the DDA district, however, she could speak with City officials to consider having a market at her location.

Lori Watson, 112 Emmet Street, Apt #2, Daytona Beach, discussed the lack of advertising and marketing vendors and more customers for the market.

Mr. Sznajstajler advised that the public comments have been closed and it will be open for the board discussion. Board members had no further comments

A motion was made by Ms. Cook, seconded by Ms. May, to terminate the Farmer's Market License Agreement between the DDA and the City of Daytona Beach. Motion carried 4-0.

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

Mr. Thomas stated this is a continuation of the Farmer's Market in another location, which will be the Riverfront Esplanade. The language in this contract is to sponsor the Farmer's Market at the Riverfront, for a period of 5 years (2028).

Mr. Gross stated that Mr. Robert Jagger (previous City Attorney) drafted this agreement, which he have not been in a lot of the meetings at the DDA recently, he assumed it reflects the DDA

intent. It is a similar form to many of the co-sponsorship agreements that the DDA has approved for various types of events. Mr. Gross provided an overview of the entire agreement.

Board members and Mr. Gross discussed the Esplanade decision to terminate if they no longer want to do the Farmer's Market for whatever reason.

Ms. Katrina Guevara, Event Manager, Riverfront Esplanade, advised the board that they did not take the branding of Daytona Beach Farmer's Market on purpose, so that way if another entity in the city or somewhere else wanted to take that on, theirs is called the Riverfront Market. The Sunday's was decided because it was easier for them to get some of those vendors that were not coming to the market on Saturdays. They have confirmed 23 vendors for the upcoming market but advised of the difficulty of getting local and wholesale fruit and vegetable vendors and asked for leniency in 3b of the agreement, so they will not be in violation for situations out of their control.

Mr. Sznajstajler and Mr. Gross discussed the inclusion of a Force Majeure Clause and a separate provision that would allow termination for convenience if there were no fruits and vegetables vended for an excess of 90 or 180 days in the agreement.

Mr. Joe Yarborough, Manager, Riverfront Esplanade, discussed the difficulty he was experiencing finding fruit and vegetable vendors, and he disagrees with the language in the agreement that indicates they are required to have these vendors monthly.

Mr. Gross provided a brief summary of the changes to be made in the agreement.

Board members discussed the submission of a semi-annual report presented by Riverfront Esplanade instead of a yearly meeting that could be included in the agenda packet.

Mr. Gross stated the current changes in the agreement would include semi-annual reporting and written reports to the board provided at the end of each year of the agreement for a period of 30 days, either party would have the ability to give the other party a notice termination per convenience and unless the two parties agreed otherwise it would take effect 180 days after the date of notice, which would then still be enough time to plan for the continuation or the termination of the use of funds and the best efforts on the records.

Public Comments

Melanie John, Market Manager, 9 Sea Bright Place, Palm Coast, FL., stated her concerns with no food for the customers that were shopping at the Riverfront Esplanade during her recent visit.

Linda Macker, 600 Mason Avenue, Daytona Beach, discussed the start of her family seafood business at the Farmer's Market.

Lori Watson, 112 Emmet Street, Apt #2, Daytona Beach, discussed the market at the Riverfront Esplanade only opening on a Sunday and the cost of the book rental.

Board members and Mr. Yarborough discuss the continuation of the SNAP program and the utilization of the existing infrastructure.

A motion was made by Ms. Cook, seconded by Ms. May, to approve all the recommended changes by Mr. Gross. Motion carried 4-0.

4c. Monthly Finance Report

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

Board members and Mr. Thomas agreed to table the discussion of the DDA monthly Financial Report until the next meeting due to some discrepancy in the figures on the report.

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 May & June 2023.

4e. Events Update-Al Smith, Bullseye Marketing

Mr. Smith discussed the Beerfest held on May 20th had 15 merchants and approximately 380 attendees, which was an 20% increase from 2022, the Food Truck Rally that had 15 trucks and sold out in less than 24 hours, summary of events from October 1, 2022-June 2, 2023, which was approximately \$2000 under budget, and future events from July-September 2023.

5. Public Comments

There were no comments

6. Board Comments

Board members discussed the petition regarding more police presence and responding to 911 calls, the old Woolworth building and the unkept lawn near the Brown & Brown Building.

7. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 4:37 p.m.

Michael Sznajstajler, Vice-Chair

Gina Fountain, Board Secretary

**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 Event Producer shall use best efforts to ensure that the Market includes 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.

(d) The Event Producer shall provide the DDA with semi-annual reports on Market operations within 30 days after the reporting periods. The reporting periods for purposes of this subsection are October 1 through March 31, and April 1 through September 30. The report shall include at a minimum, (i) attendance estimates for each Event, and (ii) a list of all Market vendors, the dates of participation for each vendor, and the type of items sold per vendor.

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.

(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:
Joe Yarbrough, Manager
Esplanade Foundation Inc.
249 N. Beach Street
Daytona Beach, FL 32114
(386) 299-6373

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 written notice to the other not later than 30 days after the anniversary of the Effective Date for each year of the Agreement. Termination for convenience will be effective 180 days after the anniversary of the Effective Date, or such other date as agreed to between the parties. The DDA's final quarterly installment of the sponsorship provided in Section 4(a) will be paid on a pro-rata basis to the date of termination. In the event of termination for convenience, 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) **Force Majeure Event.** If a Force Majeure Event unreasonably interferes with or prevent the fulfillment by a Party hereto of its obligations hereunder, such obligations will be suspended until such time as such contingency or contingencies have terminated. Each Party hereto will promptly notify the other Party upon becoming aware that any such contingency or contingencies have occurred or are likely to occur and will use its best efforts to minimize any resulting delay in or interference with the performance of its obligations hereunder. *Force Majeure Event* means fire, riots or civil commotion, an act of government or government immobility (whether federal, state, or local), war, pandemic, an act of God, or any other event or occurrence beyond the reasonable control of a Party which unreasonably interferes with or prevents the fulfillment by such Party of its obligations hereunder.

(e) 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.

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: 6/14/23

Printed Name: Joseph W. Yarbrough

Title: Manager

Approved as to legal form:

By: _____
_____, City Attorney

EVENT CO-SPONSORSHIP AGREEMENT HALIFAX ART FESTIVAL

The Parties to this Event Co-sponsorship Agreement are the Daytona Beach Downtown Development authority (the “**DDA**”) and the Museum of Arts and Sciences, Inc., a Florida non-profit corporation (“**MOAS**”) (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. PURPOSE: The Purpose of this agreement for the DDA is to produce the Halifax Art Festival (the “Event”) within the Downtown Area of the City of Daytona Beach to bring residents and visitors to the area, further the redevelopment of Downtown, and enhance the DDA’s Riverfront Shops brand and advertising campaign. The Event Producer’s largest anticipated fundraiser for MOAS is to hold the Event in the most desired downtown Daytona Beach areas as provided in this Agreement that will produce the greatest amount of revenue for the Event Producer and the Riverfront Shops.

Section 2. TERM: RENEWAL: Subject to termination rights provided below, the initial Term of this Agreement will commence on the Effective Date and end on December 31, 2027, for a five year commitment to co-sponsor the Event referenced herein. DDA and MOAS will have the option to mutually renew this Agreement for an additional five year term after the termination date set forth above.

Section 3. AUTHORIZED EVENTS; ANNUAL EVENT SCHEDULING. DDA grants Event Producer authority to hold the Event, a regional juried public art festival, each year while this Agreement is in effect. The authority to hold the authorized Event is in the form of a Sub-License. The Event Producer intends to rely on volunteers formally known as “The Guild of the Museum of Arts and Sciences” (the “Guild”) to assist with and coordinate the Event. The Event Producer will be responsible for the actions of the Guild and its volunteers.

a. *Halifax Art Festival.* The Event will generally be located on Beach Street in the Downtown Area and may include such additional cross streets as the DDA and Event Producer may agree to in writing, and will be held during the first full Saturday and Sunday of November. The Event Producer is hereby granted a license to use and occupy License Area C, the first full weekend of each November during the Term hereof, subject to the terms and conditions of this Agreement. License Area C is depicted on **Exhibit A**, attached hereto and incorporated herein by reference; and is further defined in Section 3 of the License Agreement for Use of Downtown City Facilities by the Downtown Development Authority. (Event Producer must also submit to the City of Daytona Beach a timely Outdoor Event Application for the Event).

NOTE: License Area A: The Riverfront Esplanade is the real property owned by the City of Daytona Beach and leased to the Brown Riverfront Esplanade Foundation, Inc. by agreement

dated March 21, 2019. Area A is operated and managed by the Foundation, and use of Area A is not authorized by this Agreement. The Event Producer may separately contract with the Riverfront Esplanade for use of License Area A in conjunction with the use of Area C for the first full Saturday and Sunday of November.

For the initial year of this Agreement the Festival will be held at the location, on the dates and times, and in accordance with all other parameters established in the initial Event Plan for the Festival reference in **Exhibit B**. The Event Producer may propose minor changes to the Event in future years through the event planning process below; but the DDA's willingness to continue to approve and co-sponsor the Festival is based on the anticipation that the Festival will continue to be held within the Downtown Area and no other location during the Term of this Agreement with the same general parameters, including dates, times, locations, and format, as historically presented.

b. *Annual Event Plan.* Beginning in 2024, Event Producer will annually submit to DDA a written proposal setting forth a proposed Event Plan for the then current calendar year. The information in the Event Plan will be formatted similarly to the format used in **Exhibit B**, unless DDA directs otherwise. The Event Plan will be due no later than June 1st of each year during the Term, unless DDA waives or extends this deadline. DDA will have the sole discretion whether to approve or reject Event Producer's Event Plan, and to require Event Producer to modify the Event Plan as a condition of approving it.

c. *Conditions of Approval; Modifications.* Event Producer will hold the Event in strict compliance with the provisions of this Agreement and the approved Event Plan. However, nothing herein will be deemed to prohibit Event Producer from requesting DDA's approval to modify the Event Plan for a previously authorized Event.

1) *Rescheduling due to Force Majeure Events.* The Parties will work cooperatively with one another to reschedule an authorized Event where rescheduling is necessary due to a Force Majeure Event.

2) *Other Modifications.* DDA will have sole discretion to approve or reject all modifications to an Event Plan.

Section 4. EVENT CO-SPONSORSHIP.

a. *DDA Event Costs.* DDA will co-sponsor each authorized Event by directly promoting and advertising the Event at DDA's cost, and by providing funding to Event Producer to reimburse certain Event costs, or by facilitating the waiving of Event costs, levied by the City of Daytona Beach for Halifax Art Festival support, as provided in this Agreement. The Event Plan will list the estimated costs of the DDA Co-Sponsorship contributions ("Event Costs"), and DDA's obligation to provide such Co-Sponsorship contributions will not exceed the Event Costs as stated in the approved Event Plan, unless DDA specifically agrees.

b. *Prize Money.* DDA will provide \$5,000 to be used solely to fund juried prize awards, as stated in the approved Event Plan.

c. *Acknowledgement of Co-sponsorship.*

1) Event Producer will acknowledge DDA as the main or "title" sponsor for the juried prize awards funded by the prize money referenced above.

2) Event Producer will acknowledge DDA as a co-sponsor (including through use of DDA logos) on all printed promotional material related to the Event, consistent with the DDA's Graphic Standards for Advertising as provided in **Exhibit C.**

d. *Post-Event Reporting.* No later than 60 days after the conclusion of the Event, Event Producer will provide DDA a written report. The report will include the following information:

- 1) Total attendance figures and where known, attendee demographics;
- 2) Attendee survey results; and
- 3) Where applicable a year-to-year comparison of the foregoing information for repeat Events.

Section 5. EVENT COORDINATION. The Parties will work with one another in good faith to coordinate the Event Producer's planning of the Event.

a. *Duty to Confer.* The Parties will confer with each other as reasonably necessary to discuss any issues that may hinder the effectiveness of the authorized Event or prohibit the Event Producer from holding it in accordance with the approved Event Plan.

b. *Notice of Cancellation.* If the Event Producer decides to cancel an authorized Event, the Event Producer will advise the DDA of the cancellation no less than 90 days prior to the Event.

c. *Timely Provision of Information.* Event Producer will provide the DDA with the advertising information required by the Event Advertising Schedule in **Exhibit D.** and all proposed Promotional Material, in a timely fashion. In addition, based on the schedule in **Exhibit D.** Event Producer will provide DDA all information needed by DDA to develop marketing materials.

Section 6. APPROVAL OF PROMOTIONAL MATERIALS. DDA and the Event Producer will each have the right to review and approve or reject the other Party's proposed promotional material prior to the Event for compliance with the requirements of this Agreement.

a. *DDA's and Event Producer's Right to Reject.* DDA and Event Producer may reject promotional material submitted by the other Party that:

- 1) Is unsuitable for family viewing;
- 2) Reflects poorly on the DDA, the City of Daytona Beach, the Downtown, the Riverfront Shops, the Museum of Arts and Sciences, Inc, or the Guild of the Museum of Arts and Sciences;
- 3) Constitutes political advertising;

- 4) Constitutes false or misleading information;
- 5) Infringes on copyright or trademark rights;
- 6) Tends to cause confusion between the Event being promoted pursuant to this Agreement and other events held in the License Area; or
- 7) Fails to comply with the requirements of other provisions of this Agreement, including the Event Advertising Schedule (**Exhibit D**), and the Graphic Standards for Advertising (**Exhibit C**).

b. *Restrictions on Use.* DDA and Event Producer will not use or suffer or permit the use of Promotional Materials that DDA or Event Producer has rejected.

Section 7. GENERAL PERFORMANCE STANDARDS. Event Producer will comply with the following performance standards for the Event.

a. *Compliance with CITY-DDA License.* The Event will be conducted in a manner that fully complies with DDA's obligations under the CITY-DDA License. Event Producer acknowledges that Event Producer has been provided a copy of the CITY- DDA License.

b. *City Approvals and Fees.* Event Producer acknowledges that additional permits or approvals may be required from the City in order to hold the Event, including for the purpose of reserving use of City facilities or closing of City streets that are not licensed for DDA's use under the CITY-DDA License. Event Producer will obtain all such additional permits and approvals prior to holding the Event, at Event Producer's sole cost and expense.

c. *Active Promotion.* Event Producer will actively advertise, market, and promote the Event, including through sale of third-party sponsorships to maximize Event attendance, Event profitability, and good will for the DDA and the Downtown Redevelopment Area, consistent with the requirements of this Agreement.

d. *DDA Information Booth.* Event Producer will provide a DDA information booth as part of the Event for purposes of promoting Downtown Daytona Beach and the Riverfront Shops of Daytona Beach. DDA will fully staff the information booth at all times while the Event is open to the public.

e. *Flow of Traffic.* Event Producer will organize and conduct the Event in a manner that preserves pedestrian and vehicular traffic on City sidewalks and streets, except where the City has authorized the closing or partial closing of a sidewalk or street consistent with the Event Plan.

f. *Free to Public.* Except where specifically approved by DDA, all Events will be free to the public.

g. *Intellectual Property Rights.* Event Producer warrants and represents that Event Producer owns all intellectual property rights to the Events to be held by Event Producer pursuant to this Agreement, and to all advertising and promotional materials created by Event Producer for such Event.

Section 8. EVENT ADVERTISING.

a. *Event Producer Advertising.* Event Producer will advertise the Event through one or more online or offline (radio, TV, print, etc.) methods consistent with the approved Event Plan (**Exhibit B**).

b. *DDA Advertising.* DDA will advertise each Event through the following media:

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

- i. Feature copy on Home Page.
- ii. Listed on Event Calendar.

2) Riverfront Shops Monthly E-blast.

- i. List upcoming Event dates for two editions prior to the Event.

3) Riverfront Shops Social Media (Facebook Page, Instagram & Twitter).

- i. Event Promotion Posting(s).
- ii. Event Calendar Posting.
- iii. Event Promotion Boosting.

4) Riverfront Shops Printed Event Material.

- i. Street Directory Event Posters.
- ii. Monthly Observer Event Listing.
- iii. In-Room Concierge Book or Hotel Rack Card.

5) In addition to advertising the Event through use of the media referenced above, the DDA will annually fund \$5,000 towards Event-specific online or offline (radio, TV, print, etc.) advertising, as outlined in the annual Event Plan, that compliments the Event Producer's advertising, for at least two weeks prior to commencement of the Event.

Section 9. DESIGNATED REPRESENTATIVES; NOTICE.

a. The DDA Chair, or his or her designee, will be the designated representative for the DDA in all matters arising under this Agreement. The Executive Director of MOAS, or his or her designee, will be the designated representative for the Event Producer in all matters arising under this Agreement. The Chair of the Guild will be provided a courtesy copy of any notice to the Executive Director of MOAS.

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:

Tabitha Schmidt, Executive Director
Museum of Arts & Sciences (MOAS)
352 South Nova Road
Daytona Beach, FL 32114
(386) 255-0285

To the DDA:

Michael O. Sznajstajler, Chairman Daytona Beach DDA
301 South Ridgewood Avenue
Daytona Beach, FL 32114
(386) 671-8180

Section 10. INDEMNIFICATION. Event Producer hereby indemnifies and holds harmless the DDA, and the DDA's officers, employees, and agents, from and against all claims, damages, losses, and expenses, including but not limited to attorneys' fees, arising out of or resulting from the negligent acts or negligent omissions of Event Producer or Event Producer's officers, employees, and agents in association with the Event Producer's conduct of the Events or the exercise of Event Producer's rights and obligations under this Agreement; except when such claim, damage, loss, or expense is the result of the negligence of the DDA or anyone directly or indirectly employed by the DDA or anyone for whose acts the DDA may be liable.

Section 11. 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 12. DEFAULT AND TERMINATION.

a. The Event Producer will be in default if:

1) The Event Producer materially fails to operate the Event in accordance with the Event Plan; or

2) 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 outdoor event application to the City; or

3) The City revokes any permit issued to the Event Producer for the Event for any of the reasons outlined in City Code Section 82-68; or

4) The Event Producer commits any other material breach of this Agreement, and such failure continues for more than 5 business 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. Either Party may terminate this Agreement for convenience upon 90 days' prior written notice.

c. In the event of termination for convenience, the Event Producer shall continue to refer to DDA as co-sponsor for an Event during the notice period, except as DDA may otherwise direct in the termination letter. Upon termination based on Event Producer's default, the Event Producer will cease referring to the DDA as co-sponsor, except as DDA may otherwise direct in the termination letter.

d. Neither Party will be liable to the other party for indirect or consequential damages for a breach of this Agreement.

Section 13. 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.

(Remainder of page intentionally left blank. Signatures on the following page.)

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

DDA

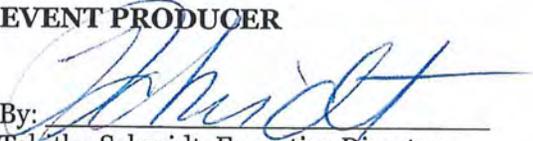
By: _____
Michael o. Sznajstajler, Chairman

Date: _____

By: _____
Sheryl A. Cook, Vice-Chair

By: _____
Commission Member

EVENT PRODUCER

By: 
Tabitha Schmidt, Executive Director

Date: 3-16-23

Approved as to legal form:

By: _____
City Attorney

EXHIBIT A
LICENSE AREAS



EXHIBIT B
EVENT PRODUCER INITIAL EVENT PLAN



Event: 61ST Annual Halifax Art Festival

Second oldest continual art festival in the state of Florida

Approximate attendance, 25,000 - 30,000 artful shoppers from Florida, out-of-state and out-of-country

Presented by the Guild of the Museum of Arts & Sciences with 100 volunteers working 4,000+ hours

Date: 1st weekend in November

Time: Saturday 9 AM to 5 PM

Sunday 10 AM to 4 PM (Hours may be subject to change based on agreement by DDA and Event Producer)

Location: License Area C and adjacent side street(s) (Streets Closed) NOTE* License Area A may be contracted with the Riverfront Esplanade Foundation for use in the same time period for the Halifax Art Festival.

Event Description: The Festival is the Guild's Signature Fundraiser for the Museum of Arts & Sciences; its Charles and Linda Williams Children's Museum and the Cici and Hyatt Brown Museum of Art.

Festival includes the following:

- 190 fine artists and fine crafters presenting art work
- Artist booths line both sides of Beach Street from Orange Avenue to Bay Street
- Artist booths line both side of Magnolia from Beach to Palmetto
- Student Art Exhibit & Competition
- Little Van Gogh children's activity
- Event Sponsor booths
- Live music Saturday and Sunday
- Food and drink vendors (including beer and wine)
- May include activity in Riverfront Esplanade

Event Producer's Marketing Plan:

TARGET: Artists and Artisans in United States (Call for Artists) – February - June

- Artist Magazines
 - Sunshine Artist
 - Where the Shows Are
- Social Media
 - Festival's Facebook Page
 - MOAS's Facebook Page
- Internet Sites
 - HalifaxArtFestival.org & HalifaxArtFestival.com
 - ZAPPLication.org (artist online application site)
 - Art-Linx
 - Festival Net
 - Florida Art Guide
 - Other sites as deemed necessary and appropriate for the artist community

TARGET: Consumer Advertising to Drive Cities, Over-night Cities, I-4 Corridor, and Local Marketing Area

- Radio Advertising
- Television Cable Advertising
- Print Advertising
 - Daytona Beach News-Journal
 - Hometown News
 - Gage Publishing (Halifax, Ormond, Flagler, Deland, & New Smyrna Beach Editions)
 - Ormond Observer
- Social Media
 - Festival's Facebook Page
 - MOAS's Facebook Page

Additional Advertising as necessary and in the most efficient method of reaching the target consumer audience.

Event Producer Budget:

REVENUES: MAJOR SPONSORS, ARTIST FEES, PATRONS, BEVERAGE SALES, FOOD BROKER, and TEE SHIRT SALES

EXPENSES: ARTIST AWARDS, ADVERTISING / PUBLICITY, STUDENT AWARDS, PERMITS (POLICE, TRAFFIC CONTROL, SOLID WASTE SERVICE, STAGE, MAINTENANCE/CLEANING SERVICE, ALCOHOL SURCHARGE, EQUIPMENT RENTAL), JUDGES PATRON AWARD TO THE ARTISTS, PRINTING, RENTALS (TENTS, TABLES, CHAIRS, GOLF CARTS, PORTA-POTTIES), SECURITY, RIBBONS, TEE SHIRTS, BEER & WINE, SUPPLIES AND MATERIALS, ENTERTAINMENT, and SALES TAX

Festival Artist Prizes:

Best in Show (Presented by DDA): \$5,000
Awards of Excellence (2): \$1,800 (total \$3,600)
Awards of Distinction (3): \$1,200 (total \$3,600)
Awards of Honor (8): \$700 (total \$5,600)
Awards of Merit (10): \$400 (total \$4,000)
MOAS Guild Purchase Award: \$2,000
The Wessel Foundation Student Awards (total \$4,000) Total
Festival Prizes: \$27,800

*DDA funds \$5,000 for the Best in Show Prize

DDA Co-Sponsorship Contribution:

- Event Prize Funding: \$5,000
- Event Direct Marketing: \$5,000
- Operating Expenses levied by the City of Daytona Beach: (up to \$20,000)

Exhibit C

DAYTONA BEACH DDA • 2023 CAMPAIGN EVENT POSTER SHELL

Prepared by GOLD • Wednesday, May 10, 2023

11" x 17" EVENT POSTER LAYOUT



April 13-27 • Downtown Daytona



SUBHEAD COPY FOR THIS EVENT

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– Contact Information • websitetocome.com • 000.000.0000 –



DISTINCTIVELY DOWNTOWN

RiverfrontShopsOfDaytona.com

– Sponsored By –

SPONSOR LOGO

11" x 17" EVENT POSTER SPECS

DATE • LOCATION/TIME
Goudy Old Style Italic

April 13-27 • Downtown Daytona

EVENT HEADLINE
GOUDY BOLD
Riverfront Blue
ALL CAPS



BODY COPY
Goudy Old Style

EVENT FEATURES
Goudy Bold Italic

SUBHEAD COPY FOR THIS EVENT

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CALL TO ACTION
Goudy Bold Italic
Campaign Green

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– Contact Information • [websitetocome.com](#) • 000.000.0000 –

RIVERFRONT SHOPS SIGNOFF
Should appear at bottom as shown, above the sponsors bar.

RIVERFRONT SHOPS OF DAYTONA BEACH
DISTINCTIVELY DOWNTOWN
[RiverfrontShopsOfDaytona.com](#)



COLOR USAGE



RIVERFRONT BLUE
CMYK: 100 | 0 | 19 | 23
RGB: 0 | 141 | 168
PMS: 3145



CAMPAIGN GREEN
CMYK: 100 | 0 | 63 | 10
RGB: 0 | 168 | 137
PMS: 6144

GOLD MARKETING

The Veranda • 814 A1A North, Ponte Vedra Beach, FL 32082
 (904) 285-5669 • strikegold.com

EXHIBIT D**HALIFAX ART FESTIVAL • RIVERFRONT SHOPS EVENT ADVERTISING & PROMOTION PLAN**

Job	Description	Action Steps
E-MAIL MARKETING	E-Blasts to the DDA's Databases	HAF to be included in e-blasts beginning in September.
EVENT DIRECTORY POSTER	Poster for Downtown Kiosks	Kiosk poster to feature HAF in October and November.
DIGITAL/SOCIAL MEDIA ADVERTISING	Event Advertising Via Facebook/Meta	Advertising to begin in September. <i>(\$1,000 allocated for event-specific digital/social media advertising.)*</i>
PRESS RELEASE	Story Distributed to Local Media	Releases to be distributed in October by agency and City.
PRINT ADVERTISING	Ads in Local Publication	HAF to be included in DDA's regular local print media advertising prior to the event. Event-specific advertising closes in September to run in October. <i>(\$1,500 allocated for event-specific print advertising.)*</i>
RADIO ADVERTISING	Local Radio Advertising	Spot to run on local radio for two weeks leading up to the event. <i>(\$2,500 allocated for event-specific radio advertising.)*</i>
SOCIAL MEDIA	Social Media Postings	HAF to be posted to social media calendar, plus weekly posts in the month prior to the event.
WEBSITE	Riverfront Shops Website Updates	HAF to be listed on calendar, plus featured on Riverfront Shops homepage beginning in September.
RIVERFRONT SHOPS BROCHURE	Distributed to 133 Locations Including Hotels	HAF to be featured on new Riverfront Shops rack brochure insert in September. (Materials due in August.)
POLE BANNERS	Downtown Daytona Beach Pole Banners	HAF pole banners to be displayed by City beginning in September. (City's banner vendor to print.)

** PLEASE NOTE: The asterisked allocations comprise the \$5,000 event-specific advertising budget specified in the contract. Funding for other promotional tactics subject to DDA and City Commission budget approval for each fiscal year, beginning in FY 2023 – 2024. (This plan assumes the event will be held the first full weekend in November as described in Section 3 of the contract.)*



**BROWN
RIVERFRONT
ESPLANADE
FOUNDATION**

Board

Hyatt Brown
Chair

Cici Brown
Vice Chair

Kelly White
Member

*Emory
Counts*
Member

*Randy
Howard*
Member

David Lotz
Member

*Glenn
Ritchey*
Member

Andy Watts
Member

Staff

*Joe
Yarbrough*
Manager

Cindy Powell
Deputy
Manager

July 1, 2023

Downtown Development Authority Board
P.O. Box 2451
Daytona Beach, FL 32114

Re: 2023 "A December to Remember"

Dear Board Members,

On behalf of the Brown Riverfront Esplanade Foundation, I would like to express our gratitude for the generous support you've shown with your past commitment to sponsor "A December to Remember" (ADTR) celebration at the Esplanade. Your allegiance and dedication are most appreciated.

Thanks to you and our other sponsors, we were able to light up the Esplanade and staff events throughout the month of December. It was truly a beautiful gift for the children and our Beach Street community.

With the 2023/2024 Fiscal Year budget just around the corner, we are requesting the support and sponsorship of the DDA for our 2023 ADTR celebration. The necessity for this type of local event remains ongoing and we rely on the generosity of sponsors like you to sustain our efforts. With your contribution, we can continue the new holiday traditions at the Esplanade, bringing our community together.

Together we can make a lasting impact on our Beach Street community. If you have any questions or would like to discuss more details, please do not hesitate to contact me directly at 386-566-2384 or admin@riverfrontesplanade.com.

We look forward to your continued support as we strive to foster positive change in our Beach Street area.

Sincerely,

Joe Yarbrough, Manager
Brown Riverfront Esplanade Foundation

c. Cindy Powell, Deputy Manager
c. Katrina Guevara, Events Manager

A December to Remember at the Riverfront Esplanade

A December to Remember Contribution Policy

The Riverfront Esplanade is presenting “A December to Remember” for the Daytona Beach business community and surrounding areas to enjoy an enchanting holiday experience.

Your Contribution will allow families to start a new holiday tradition this year while exploring the brand-new Riverfront Esplanade, a premier gathering space and botanical garden overlooking the Halifax River in Downtown Daytona Beach! A December to Remember at the Riverfront Esplanade is an extravaganza filled with community events, movies on the lawn, a holiday bazaar, Santa sightings, live music, and so much more!

Brown Riverfront Esplanade Foundation (BREF) has established this Contribution program to provide a way to revitalize the downtown Daytona Beach area for the holidays. The program is implemented by the Esplanade Manager (herein known as “Manager”) with annual reports to and reviewed by the BREF.

Your \$25,000 Contribution for this program includes the following items. Items included in this program can be added, updated, or removed by revising this policy.

- Special seating and recognition at the annual “A December to Remember” ceremony
- Business logos included in the following promotional items:
 - PRINTED 11x17 Folded Event Brochure with Map - 5000 distribution
 - Pre-event posters 11x17 - 250 community distribution
 - Event Promo Cards - 1500 distribution
 - Event Vinyl Banners - 2 printed
 - Signage at Event Welcome Tent
 - DIGITAL Social Media - Minimum of two featured posts with link to donors website
 - FB event banner with logo
 - Newsletter - Hyperlink from donor logo to donor website
 - Website - A December to Remember page, a Hyperlink to donor websites
 - Radio Ad
 - Recognized by DJ during “A December to Remember” events

Thank you for making this experience possible for the community!



A December to Remember

at the Riverfront Esplanade

Contribution Agreement

July 1, 2023

Downtown Development Authority
Mr. Michael Sznajstajler
P.O. Box 2451
Daytona Beach, FL 32114
386-671-8188

_____ [Tax ID number or social security number of contributor]

Pledge: \$25,000

Please make checks payable to Brown Riverfront Esplanade Foundation (BREF)

Purpose: The pledge contribution will be used for:

“A December to Remember” Christmas lights and events:

This pledge agreement is made between the contributor and Brown Riverfront Esplanade Foundation, Inc., a Florida nonprofit corporation (Contributory).

BREF is a charitable organization qualified by the Internal Revenue Service as a [I.R.C. § 501\(c\)\(3\)](#) organization. Contributory's IRS tax identification number is 83-1769296. One of the primary purposes of BREF is to complement the sustainability of The Riverfront Esplanade and Beach Street businesses. BREF's financial ability to pay for the capital improvements along with the operation, maintenance and repair of The Riverfront Esplanade will be assisted from these contributions, specifically the annual “December to Remember ” event. Contributor desires to support BREF's efforts by making contributions to BREF as set forth above. BREF may rely on the above contributions and may use this pledge to obtain financing for the additional Christmas lights and activities..

In consideration of the foregoing, and to induce BREF to proceed with the additional activities and lights, contributor now pledges and agrees to give and deliver to BREF the total pledge set forth above, which will be payable as set forth above, as a contribution and gift to BREF to be used for the purpose set forth above.



A December to Remember

at the Riverfront Esplanade

This pledge is a legal obligation of contributor (and each of them jointly and severally if there are more than one) and of contributor's business, successors, legal representatives, and assigns. Contributor acknowledges that BREF relies on this pledge in a substantial manner in furtherance of its charitable purposes and that BREF is incurring substantial obligations in so relying and will suffer material detriment if this pledge is not honored. Therefore, this pledge is valid and enforceable and may not be revoked or rescinded without BREF's written consent. This pledge is governed by the laws of the State of Florida.

Contributions to BREF are tax deductible to the extent allowed by law from time to time. In witness to the above, the contributor has signed this pledge on the date set forth above.

PLEDGE BY contributors

Name & Title of contributor

Date

Name of witness 1

ACCEPTANCE OF PLEDGE

By signing below, the undersigned BREF accepts the foregoing pledge and agrees to use the contributions from contributors in accordance with the purpose set forth above to the extent it is practical to do so and agrees to commemorate this contribution as set forth above.

Approved by BREF.

Brown Riverfront Esplanade Foundation, Inc.

By: _____

Date: _____

Title: _____

Name of witness 1

[Name of witness 2]



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 30, 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 June 30, 2023.

General Activities for June 30, 2023

Revenues	Budget	Received to Date as of 06/30/23	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 on Investment	0.00	727.67	(727.67)
Miscellaneous	0.00	0.00	0.00
Appropriation of Fund Balance	50,250.00	0.00	50,250.00
Total	\$ 371,485.00	\$ 311,248.99	\$ 60,235.99

Farmers' Market Activities

Revenues	Budget	Received to Date as of 06/30/23	Balance
Vendor Revenue	\$ 6,000.00	\$ 1,368.00	\$ 4,632.00
Sponsorship	0.00	0.00	0.00
Market Booth Sales	0.00	0.00	0.00
DDA SNAP Revenues	2,000.00	1,272.00	728.00
Total	\$ 8,000	\$ 2,640.00	\$ 5,360.00

Expenses	Budget	Spent to Date as of 06/30/23	Balance
Professional Services	\$ 39,000.00	\$ 32,500.00	\$ 6,500.00
Care and Subsistence	300.00	0.00	300.00
Downtown Marketing Media	43,917.00	39,163.17	4,753.83
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)
Encumbered (Gold)	0.00	0.00	(9,750.00)
Total	\$ 202,460.00	\$ 197,797.77	(\$5,087.77)

Expenses Farmer's Market	Budget	Spent to Date as of 06/30/23	Balance
Market Manager	\$ 18,000.00	\$ 13,000.00	\$ 5,000.00
Liability Insurance	1,500.00	1,050.00	450.00
Marketing	4,400.00	2,050.00	\$ 2,350.00
City Fees	0.00	0.00	0.00
DDA SNAP Expenses	5,000.00	1,943.00	3,057.30
Booth Merchandise	0.00	0.00	0.00
Other Materials & Supplies	500.00	0.00	500.00
Total	\$ 29,400.00	\$ 18,043.00	\$ 11,357.00

Expenses	Appropriation	Spent to Date as of 06/30/23	Balance
Downtown Events	\$ 100,000.00	\$ 59,885.00	40,115.00
Supplies/ Offline print	5,500.00	1,234.84	4,265.16
Total	\$ 105,500.00	\$ 61,119.84	\$ 44,380.16

DDA Budget Summary

	Budget	Received as of 06/30/23	Balance
Total DDA Revenue	\$ 337,360.00	\$ 313,888.99	\$ 23,471.01
Reserves	42,125.00		42,125.00
Total	379,485.00		65,596.01

	Budget	Actual as of 06/30/23	Balance
Total DDA Expenditures	\$ 337,360.00	276,960.61	60,399.39
Reserves	42,125.00		42,125.00
	379,485.00		
Sub-Total			102,524.39
Encumbered (Purchase Order)			9,750.00
Available to expend W/ Reserves			92,774.39



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: July 31, 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 July 31, 2023.

General Activities for July 31, 2023

Revenues	Budget	Received to Date as of 07/31/23	Balance
Ad Valorem	\$ 203,592.00	\$ 200,852.74	\$ 2,739.26
Delinquent Ad Valorem	0.00	1,034.87	(1,034.87)
Downtown CRA Payment	117,643.00	117,960.51	(317.51)
Interest on Investment	0.00	1,128.69	(1,128.69)
Miscellaneous	0.00	0.00	0.00
Appropriation of Fund Balance	50,250.00	0.00	50,250.00
Total	\$ 371,485.00	\$ 320,976.81	\$ 50,508.19

Farmers' Market Activities

Revenues	Budget	Received to Date as of 07/31/23	Balance
Vendor Revenue	\$ 6,000.00	\$ 1,368.00	\$ 4,632.00
Sponsorship	0.00	0.00	0.00
Market Booth Sales	0.00	0.00	0.00
DDA SNAP Revenues	2,000.00	1,307.00	693.00
Total	\$ 8,000	\$ 2,675.00	\$ 5,325.00

Expenses	Budget	Spent to Date as of 07/31/23	Balance
Professional Services	\$ 39,000.00	\$ 32,500.00	\$ 6,500.00
Care and Subsistence	300.00	0.00	300.00
Downtown Marketing Media	43,917.00	40,946.06	2,970.94
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)
Encumbered (Gold)	0.00	0.00	(9,750.00)
Total	\$ 202,460.00	\$ 199,580.66	(\$6,870.66)

Expenses Farmer's Market	Budget	Spent to Date as of 07/31/23	Balance
Market Manager	\$ 18,000.00	\$ 13,000.00	\$ 5,000.00
Liability Insurance	1,500.00	1,050.00	450.00
Marketing	4,400.00	2,050.00	\$ 2,350.00
City Fees	0.00	0.00	0.00
DDA SNAP Expenses	5,000.00	2,041.45	2,958.55
Booth Merchandise	0.00	0.00	0.00
Other Materials & Supplies	500.00	0.00	500.00
Total	\$ 29,400.00	\$ 18,141.45	\$ 11,258.55

Expenses	Appropriation	Spent to Date as of 07/31/23	Balance
Downtown Events	\$ 100,000.00	\$ 63,885.00	36,115.00
Supplies/ Offline print	5,500.00	1,234.84	4,265.16
Total	\$ 105,500.00	\$ 65,119.84	\$ 40,380.16

DDA Budget Summary

	Budget	Received as of 07/31/23	Balance
Total DDA Revenue	\$ 337,360.00	\$ 323,651.88	\$ 13,708.12
Reserves	42,125.00		42,125.00
Total	379,485.00		55,833.12

	Budget	Actual as of 07/31/23	Balance
Total DDA Expenditures	\$ 337,360.00	282,841.95	54,518.05
Reserves	42,125.00		42,125.00
	379,485.00		
Sub-Total			96,643.05
Encumbered (Purchase Order)			9,750.00
Available to expend W/ Reserves			86,893.05

Proposed Budget

Account Number	Description	FY 2022/23 Proposed Budget	FY 2023/24 Proposed Budget
Miscellaneous Revenue			
140-000000-369-369914-000000	MISCELLANEOUS REVENUE		
140-000000-399-399001-000000	APPROPRIATION OF FUND BALANCE (Will be provided at Board meeting)	8,125	
		<u>8,125</u>	<u>-</u>
General Operations			
Revenues			
140-150300-311-311001-000000	CURRENT AD VALOREM	203,592	219,804
140-150300-311-311002-000000	DELINQUENT AD VALOREM		-
140-150300-345-345901-000000	PAYMENT FROM PRIMARY GOV'T	117,643	135,000
140-150300-361-361101-000000	INTEREST ON INVESTMENTS		
		<u>321,235</u>	<u>354,804</u>
Expenditures			
140-150300-552-531000-000000	PROFESSIONAL SERVICES (Keith Gold)	39,000	39,000
140-150300-552-540003-000000	CARE AND SUBSISTENCE	300	300
140-150300-552-548003-000000	PROMO – ADVERTISING (Downtown Marketing Media)	43,917	43,917
140-150300-552-548009-000000	PROMO – EVENTS (Online promo Events)	1,600	12,000
140-150310-552-545013-000000	INS-GENERAL LIABILITY		1,500
140-150300-552-554001-000000	MEMBERSHIPS		
140-150300-552-591002-000000	PAYMENT TO PRIMARY GOVERNMENT	117,643	135,000
140-150300-552-599001-000000	CONTINGENCY		
		<u>202,460</u>	<u>231,717</u>
	Net Change in Fund Balance	<u>118,775</u>	<u>123,087</u>
Farmers Market			
Revenues			
140-150310-362-362043-000000	RENT - DDA - VENDOR RENTAL	6,000	0
140-150310-366-366023-000000	SPONSORS - DDA	-	
140-150310-369-369925-000000	DDA SNAP REVENUES	2,000	0
		<u>8,000</u>	<u>0</u>
Expenditures			
140-150310-552-534019-000000	PROJECTS	-	
140-150310-552-534900-000000	OTHER CONTRACTUAL SERVICES (Riverfront)	18,000	5,000
140-150310-552-548004-000000	PROMO – MARKET	4,400	4,400
140-150310-552-549012-000000	CITY FEES	-	
140-150310-552-552040-000000	DDA SNAP EXPENSES	5,000	2,000
140-150310-552-552999-000000	OTHER MATERIAL & SUPPLIES	500	0
		<u>29,400</u>	<u>11,400</u>
	Net Change in Fund Balance	<u>(21,400)</u>	<u>(11,400)</u>

Proposed Budget

Account Number	Description	FY 2022/23 Proposed Budget	FY 2023/24 Proposed Budget
Downtown Events			
Expenditures			
140-150320-552-512001-000000	REGULAR SALARIES & WAGES		
140-150320-552-513001-000000	OTHER PERSONAL SERVICES		
140-150320-552-521001-000000	FICA TAXES		
140-150320-552-522005-000000	STATE RETIREMENT		
140-150320-552-548009-000000	PROMO- EVENTS (Sponsorships)		35,000
140-150320-552-548003-000000	PROMO – ADVERTISING (Alpha Graphics)	5,500	5,000
140-150320-552-548009-000000	PROMO – EVENTS (Bullseye)	100,000	100,000
140-150320-552-552029-000000	OTHER OPERATING SUPPLIES		
		<hr/>	<hr/>
		105,500	140,000
	Net Change in Fund Balance	<hr/>	<hr/>
		(105,500)	(140,000)
Total by Cost Center			
Revenues			
Miscellaneous Revenue	(Will be provided at Board meeting)	8,125	-
General Operations		321,235	354,804
Farmers Market		8,000	0
Downtown Events		-	0
		<hr/>	<hr/>
		337,360	354,804
Expenditures			
Miscellaneous Revenue		-	
General Operations		202,460	231,717
Farmers Market		29,400	11,400
Downtown Events		105,500	140,000
		<hr/>	<hr/>
		337,360	383,117
		<hr/>	<hr/>
	Net Change in Fund Balance (Revenues - Expenses)		(28,313)
		<hr/>	<hr/>
140-999000-599-599999-000000	RESERVES (Will be provided at Board meeting)	-	
		<hr/> <hr/>	

GOLD

The Veranda • 814 A1A North • Ponte Vedra Beach, FL 32082
(904) 285-5669 • strikegold.com

ONGOING PROJECTS

CITY OF DAYTONA BEACH – 08/03/23

Project

Action Steps

DDA ONLINE MEDIA BUYS – Digital and Social Media

ACTION STEPS: Advertising with Google Ads and Meta/Facebook for the Riverfront Shops ongoing.

DDA RESEARCH – Customer, Prospect & Merchant Surveys

ACTION STEPS: Primary research conducted and presented pro bono in May.

DDA STRATEGIC PLANNING – Updated Marketing Plan

ACTION STEPS: Strategic Marketing Plan for FY 2023-2024 updated pro bono based on research findings. (Awaiting client updates.)

DDA TACTICAL PLAN ALTERNATIVES – For New Fiscal Year

ACTION STEPS: Present alternatives to media buy based on research and spending levels. (Awaiting client budget.)

DDA DATABASE MARKETING – Writing, Programming & Deployment

ACTION STEPS: Ongoing eblasts sent to consumers and merchants. (Latest blast sent 8/2.)

DDA KIOSK POSTERS – Design and Printing

ACTION STEPS: Prepare September poster in late August. (August poster sent to printer 7/27.)

DDA DIRECTORY MAP – Merchant updates.

ACTION STEPS: Updates from client ongoing.

DDA WEBSITE – Site Updates

ACTION STEPS: Updates are ongoing. (Implemented primary navigation changes for Riverfront Esplanade 8/1.)

DDA MEETING MATERIALS – Monthly Updates

ACTION STEPS: Update, analytics, and presentation monthly for DDA Board Meeting. (August meeting materials prepared w/o 7/31.)

HAF MEDIA BUY – Art Festival Recommendations

ACTION STEPS: Presented suggested outdoor alternatives to the Halifax Art Festival. (Awaiting client selection.)

MIDTOWN CANVASSING MATERIALS – Lanyard & Door Hanger

ACTION STEPS: Designed lanyard, doorhanger, and business profile form for Midtown canvassing project. Shirts embroidered. (Awaiting client postal indicia for doorhanger reply card.)

MIDTOWN DATABASE – Information Gathering

ACTION STEPS: Prepared questionnaire format for canvasser to collect business data for database.

MIDTOWN WEBSITE – Site Development

ACTION STEPS: Designed site plan and page schematic. (Awaiting client approval.)

MAIN STREET CANVASSING – Estimate/Presentation

ACTION STEPS: Presented project estimate. (Awaiting client approval.)

MAIN STREET DIRECTORY MAP – Design & Production

ACTION STEPS: Presented project estimate. (Awaiting client approval.)



DAYTONA BEACH DDA
JULY – AUGUST 2023 ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, August 3, 2023

THE VERANDA

814 State Road A1A North

Ponte Vedra Beach, FL 32082

T 904.285.5669

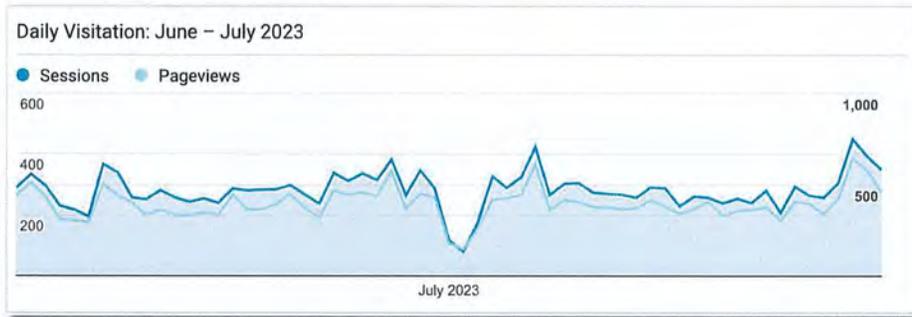
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DAYTONA BEACH DDA JULY – AUGUST 2023 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, August 3, 2023

Overall Traffic

OVERALL WEBSITE VISITATION



The above chart shows traffic in June and July 2023:

	<u>JUNE 2023</u>	<u>JULY 2023</u>
• SESSIONS:	8,566	8,537
• PAGEVIEWS:	12,000	2,023
• TOTAL USERS:	6,504	6,202
• NEW USERS:	6,163	5,942

Traffic in the period of June-July 2023 was up significantly from the prior two-month period (*April-May 2023*), with sessions up 10.24%, pageviews up 5.37%, total users up 8.10%, and new users up 8.79%.

TOP PAGES

Most Viewed Pages		
Page		Pageviews
/		16,363
/shopping/		908
/events/		715
/dining/		708
/farmers-market/		654
/brochures-and-maps/		551
/attractions/		318
/events/tag/music/list/		144
/venue/beach-street/		142
/farmers-market/farmers-market-vendors/		131

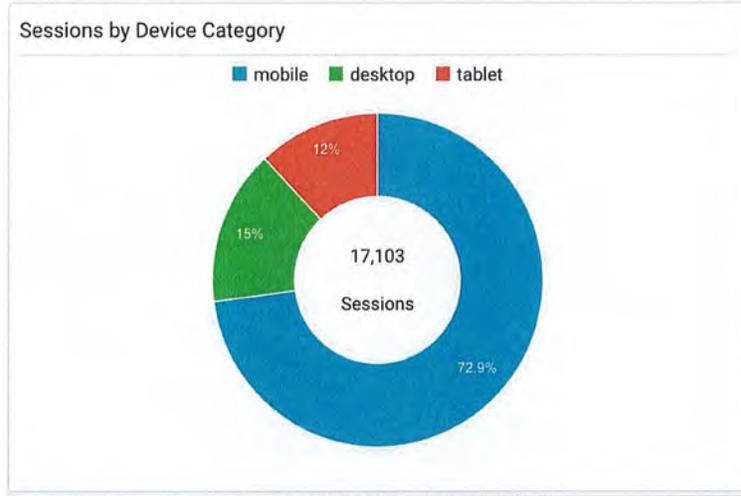
The Home, Shopping, Dining, and Events pages were the most visited in June – July 2023. (/ = Home Page.)

DAYTONA BEACH DDA JULY – AUGUST 2023 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, August 3, 2023

Overall Traffic (Continued)

TRAFFIC TYPE



Mobile visitation continued to outpace desktop traffic in June – July 2023 by a substantial margin.

KEY TRAFFIC SOURCES

Top Traffic Sources	
Source / Medium	Sessions
google / cpc	10,436
google / organic	1,976
facebook_ads / cpc	1,796
(direct) / (none)	1,728
daytonabeach.com / referral	240
codb.us / referral	232
tourscanner.com / referral	191
m.facebook.com / referral	121
bing / organic	99
l.facebook.com / referral	86

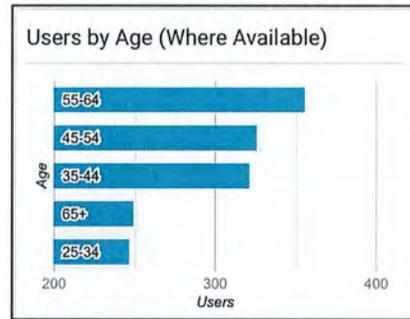
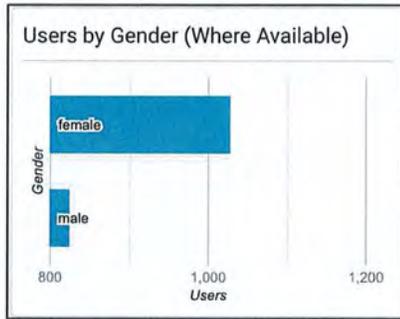
Google Ads, Google organic search, direct site visits, and Facebook advertising were the most significant traffic sources in June – July 2023.

DAYTONA BEACH DDA JULY – AUGUST 2023 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, August 3, 2023

Overall Traffic (Continued)

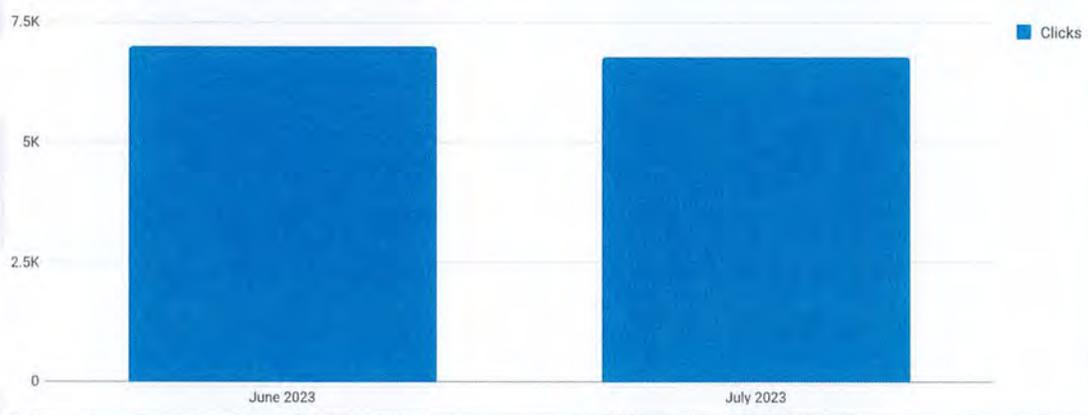
DEMOGRAPHICS AND GENDER



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

Online Advertising

GOOGLE ADVERTISING



The Google Ads generated 6,996 clicks in June 2023 and 6,768 in July 2023. Popular search advertising keywords included “Daytona Beach Restaurants” (*and similar*), “Daytona” (*and similar*), “Downtown Daytona Beach,” and “Daytona Beach Shopping” (*and similar*).

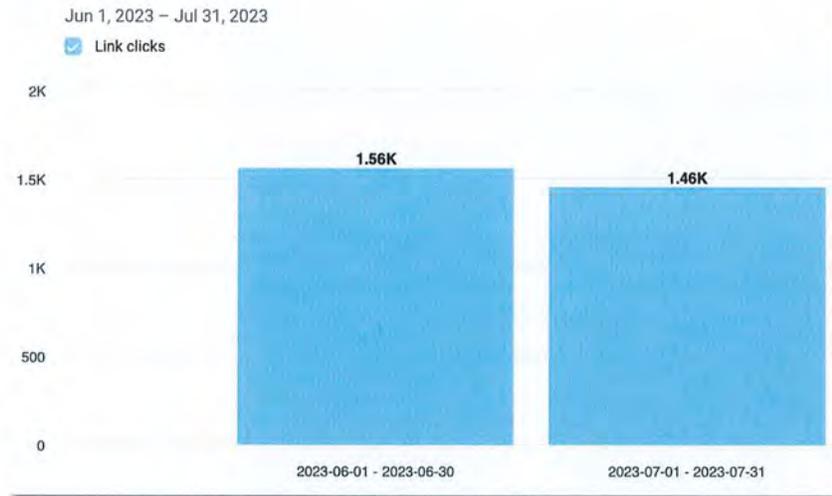
Overall, Google Ads clicks increased 9.47% in June – July 2023 over the previous two-month period.

DAYTONA BEACH DDA JULY – AUGUST 2023 ONLINE ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, August 3, 2023

Online Advertising (*Continued*)

FACEBOOK ADVERTISING



The Facebook/Meta advertising had 1,564 link clicks in June 2023 and 1,457 in July 2023.

FACEBOOK EVENT RESPONSES

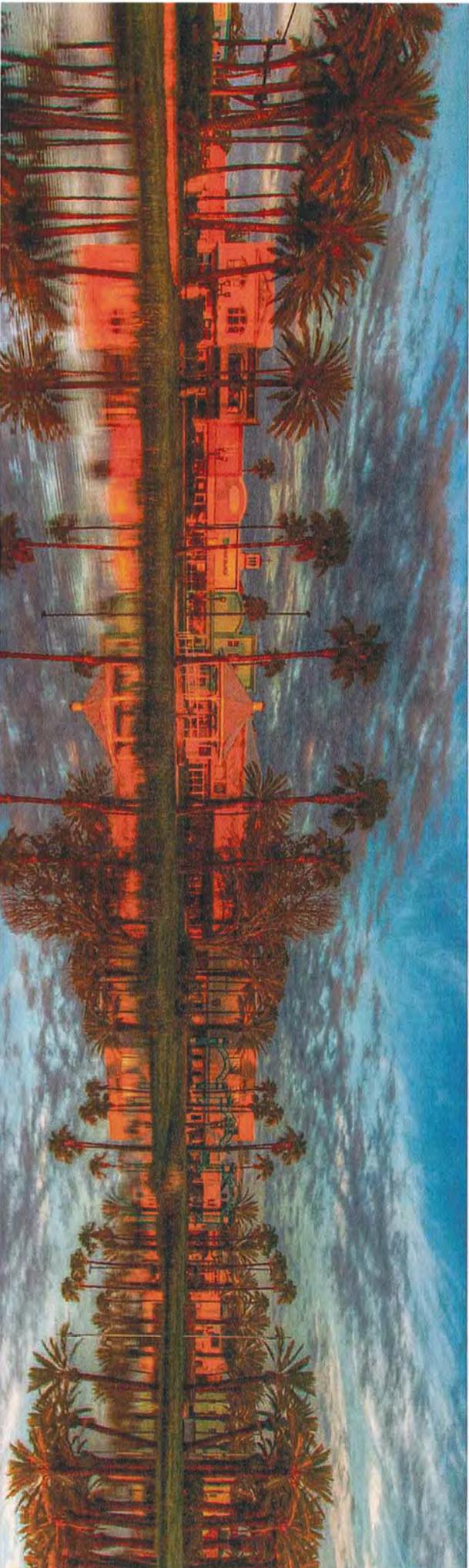
The Riverfront Shops Facebook advertising also includes promoting DDA-sponsored events to generate event responses from potential attendees. Events in June and July advertised on Facebook included:

- JUNE DOWNTOWN DAYTONA NIGHTS: 592 responses to the event advertising, with 1,342 combined ad and organic responses to the Riverfront Shops' listing; and
- JULY DOWNTOWN DAYTONA NIGHTS: 754 responses to the event advertising, with 1,721 combined ad and organic responses to the Riverfront Shops' listing; and

PAGE FOLLOWERS

As of early August, the Riverfront Shops Facebook page had 18,138 followers, and the Farmers' Market page had 4,832 followers (*a modest increase for both*).

THE CITY OF DAYTONA BEACH DDA



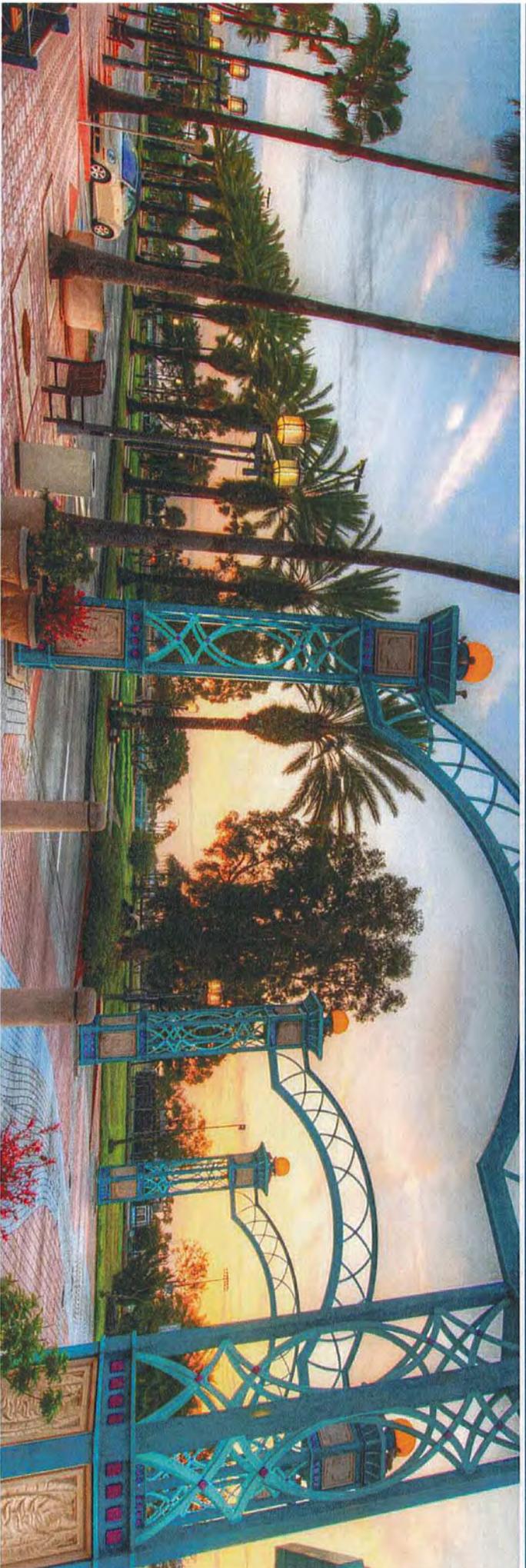
CONTENTS

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



G O L D
Marketing Communications

2. NEW MARKETING INITIATIVES



- Summer Marketing
- FY 2023-2024 Planning



2. NEW MARKETING INITIATIVES

SUMMER MARKETING

- *E-Mail Marketing* – Weekly Events Blasts
- *Directory Poster* – Featuring Special Events
- *Online Advertising* – Search & Social Media
- *Public Relations* – Event Press Releases
- *Collateral* – Seasonal Brochure Distribution
- *HAF* – Event Support
- *Website* – Updates to Home Page, Calendar & Primary Navigation



2. NEW MARKETING INITIATIVES

FY 2023-2024 PLANNING

- ORIGINAL '22-'23 BUDGET: \$176,200
- BREAKDOWN: \$85,000 for Events & \$91,200 for Marketing
- MODIFIED '22-'23 BUDGET: \$194,489
- BREAKDOWN: \$103,289* for Events & \$91,200 for Marketing

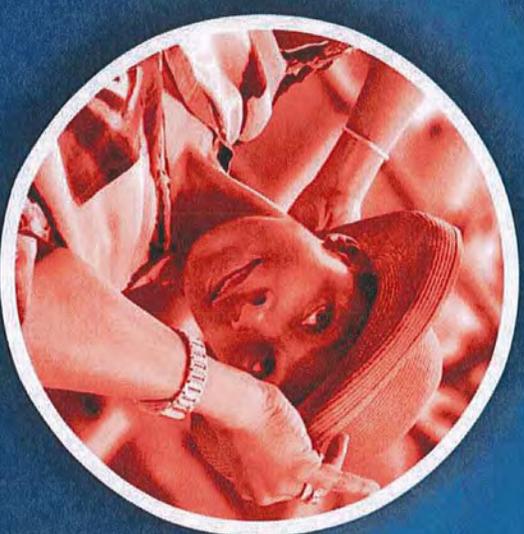
*Includes \$5,000 for Esplanade



2. NEW MARKETING INITIATIVES

FY 2023-2024 PLANNING

- **PROPOSED BUDGET:** \$176,200
- **BREAKDOWN:** \$85,000 for Events & \$91,200 for Marketing*



*Includes \$5,000 for Esplanade

2. NEW MARKETING INITIATIVES

FY 2023-2024 PLANNING

- OPTION A: Similar Tactics, Timing & Expenditures as FY'22-'23

MEGA	DESCRIPTION	SPACE	MAT	MONTHS												TOTALS
				OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	
A. GENERAL MARKETING SERVICES (\$41,600 Budget)																
BURGLARS	Home poster and merchant directory printing. (\$125 budget for each)	N/A	N/A	\$125	\$125	\$125	\$250	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$250	\$1,750
TECHNICAL SERVICES	Fees for Contract, domain, and web hosting. (\$800 budget)	N/A	N/A	\$800	-	-	-	-	-	-	-	-	-	-	-	\$800
PROFESSIONAL SERVICES (QUARTERLY MEETINGS)	Marketing agency fees for strategic planning, consultation, media negotiation, email marketing, onboarding advertising, social media, press releases, event production, website development, design, and production. (\$3,000 budget)	N/A	N/A	\$3,250	\$3,250	\$3,250	\$3,250	\$3,250	\$3,250	\$3,250	\$3,250	\$3,250	\$3,250	\$3,250	\$3,250	\$29,000
B. DOWNTOWN MARKETING MEDIA (\$44,539 Budget)																
Online	Google geo-targeted search and display ads (including remarketing). (\$11,000 budget)	2 Weeks Prior	1 Week Prior	\$800	\$1,200	\$1,200	\$1,200	\$1,000	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$11,000
Social	Social media geo-targeted ads. (\$11,200 budget)	2 Weeks Prior	1 Week Prior	\$800	\$1,100	\$1,100	\$1,100	\$1,000	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$11,500
Offline: Radio	Holiday radio advertising production and media. (\$2,250 budget) plus PMA.	3 Weeks Prior	2 Weeks Prior	\$450	\$1,000	\$1,000	\$500	-	-	-	-	-	-	-	-	\$2,950
Offline: Print	Full-color ads in local publications, Visuals Lifestyle (\$500 ads) and Observer (Crosby) (\$1,257)	2 Weeks Prior	2 Weeks Prior	-	\$2,187	\$950	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$650	\$7,887
Offline: Brochure Displays	Printing brochures and event tickets (with 1,000 sets for merchants). (brochure at 133 locations. (\$10,422 budget)	4 Weeks Prior	4 Weeks Prior	\$499	\$2,796	\$499	\$499	\$499	\$499	\$499	\$499	\$499	\$499	\$499	\$499	\$10,422
C. DOWNTOWN EVENTS (\$85,500 Budget)																
SPECIAL EVENT MARKETING	Budget for each for FY 2023-2024 event time and advertising. (\$85,000 budget) (Additional sponsorship of events.	4 Weeks Prior	3 Weeks Prior	\$65,000	-	-	-	-	-	-	-	-	-	-	-	\$65,000
SPONSORSHIP FEES	Additional sponsorship of events.	4 Weeks Prior	3 Weeks Prior	TBD	-	-	-	-	-	-	-	-	-	-	-	\$0
D. FRONT-FRONT ESP/PLAQUE (\$5,000 Budget)																
Sponsorship	2 "armor" front of signs. (\$5,000 budget)	2 Weeks Prior	1 Week Prior	\$5,000	-	-	-	-	-	-	-	-	-	-	-	\$5,000
TOTAL				\$98,974	\$11,058	\$8,124	\$7,748	\$6,824	\$6,831	\$6,824	\$6,824	\$6,874	\$6,874	\$6,874	\$6,874	\$176,139

NOTE: Breakdown of the \$2,706 brochure costs in both November and March are \$499 (rack rental), \$1,457 (brochure printing.), and \$750 (insert).

Production: Production Materials/Distribution: Materials/Distribution Completed: Completed Events: Events

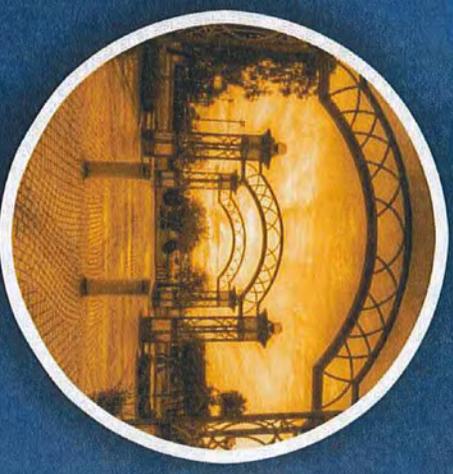
QUESTIONS & ANSWERS

Thank You for Your Business!



G O L D

Marketing Communications



**DAYTONA BEACH DDA
FY 2022 - 2023 MARKETING FLOWCHART
Updated August 3, 2023**

**\$176,200 ORIGINAL BUDGET
\$85,000 Events Budget • \$91,200 Marketing Budget**

MEDIA	DESCRIPTION	SPACE CLOSE	MAT. CLOSE	OCT			NOV			DEC			JAN			FEB			MAR			APR			MAY			JUNE			JULY			AUG			SEPT			TOTALS											
				3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5		12	19	26	3	10	17	24	31	7	14	21
A. GENERAL MARKETING SERVICES (\$41,600 Original Budget)																																\$41,600																			
SUPPLIES	Kiosk poster and merchant directory printing. (\$1,750 budget).	N/A	N/A	\$125			\$125			\$125			\$250			\$125			\$125			\$125			\$125			\$125			\$125			\$125			\$1,750														
TECHNICAL SERVICES	Fees for iContact, domains, and web hosting. (\$850 budget.)	N/A	N/A	\$850																																\$850															
PROFESSIONAL SERVICES (QUARTERLY MEETINGS)	Marketing agency fees for strategic planning; consultation; media negotiations; email marketing; online/offline advertising; social media; public relations; research; web maintenance; and related copywriting, design, and production. (\$34,000 budget.)	N/A	N/A	\$3,250			\$3,250			\$3,250			\$3,250			\$3,250			\$3,250			\$3,250			\$3,250			\$3,250			\$3,250			\$3,250			\$39,000														
B. DOWNTOWN MARKETING MEDIA (\$42,712 Original Budget)																																\$42,239																			
Online	Google geo-targeted search and display ads (including remarketing). (\$10,500 budget.)	2 Weeks Prior	1 Week Prior	\$800			\$1,100			\$1,100			\$1,100			\$800			\$800			\$800			\$800			\$800			\$800			\$800			\$10,500														
Social	Social media geo-targeted ads. (\$10,500 budget.)	2 Weeks Prior	1 Week Prior	\$800			\$1,100			\$1,100			\$1,100			\$800			\$800			\$800			\$800			\$800			\$800			\$800			\$10,500														
Offline: Radio	Holiday radio advertising production and media (\$2,950 budget) plus PSAs.	3 Weeks Prior	2 Weeks Prior	\$450			\$1,000			\$1,000			\$500																							\$2,950															
Offline: Print	Full-color ads in local publications. Volusia Lifestyle (\$950 ea.) and Observer Group (\$1,237).	2 Weeks Prior	2 Weeks Prior				\$2,187			\$950			\$950			\$950			\$950			\$950			\$950											\$7,887															
Offline: Brochure Displays	Printing brochures and event inserts (with 1,000 sets for merchants), distributed at 133 locations. (\$10,402 budget.)	4 Weeks Prior	4 Weeks Prior	\$499			\$2,706			\$499			\$499			\$499			\$2,706			\$499			\$499			\$499			\$499			\$499			\$10,402														
C. DOWNTOWN EVENTS (\$85,000 Original Budget)																																\$110,000																			
SPECIAL EVENT MARKETING*	Budget set aside for FY 2022-2023 event fees and advertising. (\$85,000 original budget.)	4 Weeks Prior	3 Weeks Prior	\$75,000																																\$75,000															
SPONSORSHIP FEES**	Additional sponsorship of events.	4 Weeks Prior	3 Weeks Prior	\$35,000																																\$35,000															
D. MARKET@MAGNOLIA (\$6,600 Original Budget)				Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	Saturdays	\$1,650														
Online	Google geo-targeted search and display ads. (\$3,000 original budget.)	2 Weeks Prior	1 Week Prior	\$250			\$250			\$250																										\$750															
Social	Social media geo-targeted ads, including vendor recruitment advertising. (\$3,600 original budget.)	2 Weeks Prior	1 Week Prior	\$300			\$300			\$300																										\$900															
TOTAL				\$117,324			\$12,018			\$8,574			\$7,649			\$6,424			\$8,631			\$6,424			\$6,424			\$5,474			\$5,474			\$5,474			\$ 195,489														

Production	Materials Distributed/Run	Completed	Events
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NOTE: Breakdown of the \$2,706 brochure costs in both November and March are \$499 (rack rental), \$1,457 (brochure printing), and \$750 (insert).

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
- October 15, Fall Wine Walk = \$2,500 (Canceled)
- October 22, Oktoberfest = \$5,000
- November 18, Downtown Daytona Nights = \$2,000
- November 26, Sip & Shop Wine Walk = \$4,000
- December 2, Downtown Daytona Nights = \$2,000
- December 10, Holiday Wine Walk = \$2,500
- January 6, Downtown Daytona Nights = \$2,000
- January 14, Winter Wine Walk = \$2,500
- February 3, Downtown Daytona Nights = \$2,000
- February 11, Wine & Chocolate Walk = \$0
- February 25, Beer & Bacon Fest = \$2,500
- March 17, St. Paddy's Day = \$5,000
- March 26, Wine & Cheese Walk = \$2,500
- April 7, Downtown Daytona Nights = \$2,000
- April 8-9, Daytona Beach Arts Fest = \$20,000
- April 29, Spring Wine Walk = \$2,500 (Rescheduled Fall Event)*
- May 5, Cinco de Mayo = \$5,000
- May 20, Daytona Beerfest = \$2,500
- June 2, Downtown Daytona Nights = \$2,000
- July 7, Downtown Daytona Nights = \$2,000
- August 4, Downtown Daytona Nights = \$2,000
- September 1, Downtown Daytona Nights = \$2,000

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 Elan ArtWalk Promotional Material = \$5,000

TOTAL = \$35,000

DAYTONA BEACH DDA
FY 2023 - 2024 MARKETING FLOWCHART
 Prepared August 3, 2023

OPTION B: \$176,200 BUDGET
\$85,000 Events Budget • \$91,200 Marketing Budget
(Radio/Print Reallocated to Printing/Photo Shoot)

MEDIA	DESCRIPTION	SPACE CLOSE	MAT. CLOSE	OCT			NOV			DEC			JAN			FEB			MAR			APR			MAY			JUNE			JULY			AUG			SEPT			TOTALS										
				2	9	16	23	30	6	13	20	27	4	11	18	25	8	15	22	29	5	12	19	26	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10		17	24	8	15	22	29	5	12	19	26
A. GENERAL MARKETING SERVICES (\$41,600 Budget)																																		\$41,600																
SUPPLIES	Kiosk poster and merchant directory printing. (\$125 budget for each.)	N/A	N/A	\$125			\$125			\$125			\$250			\$125			\$125			\$125			\$125			\$125			\$125			\$250			\$1,750													
TECHNICAL SERVICES	Fees for iContact, domains, and web hosting. (\$850 budget.)	N/A	N/A	\$850																																\$850														
PROFESSIONAL SERVICES (QUARTERLY MEETINGS)	Marketing agency fees for strategic planning; consultation; media negotiations; email marketing; online/offline advertising; social media; public relations; web maintenance; and related copywriting, design, and production. (\$34,000 budget.)	N/A	N/A	\$3,250			\$3,250			\$3,250			\$3,250			\$3,250			\$3,250			\$3,250			\$3,250			\$3,250			\$3,250			\$3,250			\$39,000													
B. DOWNTOWN MARKETING MEDIA (\$44,539 Budget)																																		\$35,909																
Online	Google geo-targeted search and display ads (including remarketing). (\$11,800 budget.)	2 Weeks Prior	1 Week Prior	\$900			\$1,200			\$1,200			\$1,200			\$1,000			\$900			\$900			\$900			\$900			\$900			\$900			\$11,800													
Social	Social media geo-targeted ads. (\$11,500 budget.)	2 Weeks Prior	1 Week Prior	\$900			\$1,100			\$1,100			\$1,100			\$1,000			\$900			\$900			\$900			\$900			\$900			\$900			\$11,500													
Offline: Brochure Displays	Printing brochures and event inserts (with 1,000 sets for merchants), distributed at 133 locations. (\$12,609 budget.)	4 Weeks Prior	4 Weeks Prior	\$499			\$2,706			\$499			\$499			\$499			\$2,706			\$499			\$499			\$499			\$2,706			\$499			\$12,609													
Photo Shoot	New campaign photography for use in online and offline marketing materials. (\$8,600 budget.)	N/A	N/A	\$8,600																																\$8,600														
C. DOWNTOWN EVENTS (\$85,000 Budget)																																		\$85,000																
SPECIAL EVENT MARKETING	Budget set aside for FY 2022-2023 event fees and advertising. (\$85,000 budget.)	4 Weeks Prior	3 Week Prior	\$85,000																																\$85,000														
SPONSORSHIP FEES	Additional sponsorship of events.	4 Weeks Prior	3 Week Prior	TBD																																\$0														
D. RIVERFRONT ESPLANADE (\$5,000 Budget)																																		\$5,000																
Sponsorship	Farmers' Market tents (\$5,000 budget.)	2 Weeks Prior	1 Week Prior	\$5,000																																\$5,000														
TOTAL				\$105,124			\$8,381			\$6,174			\$6,299			\$5,874			\$7,881			\$5,674			\$5,674			\$5,674			\$7,881			\$5,674			\$ 176,109													



NOTE: Breakdown of the \$2,706 brochure costs in November, March, and July are \$499 (rack rental), \$1,457 (brochure printing), and \$750 (insert).