



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

Wednesday, September 20, 2023 - 4:00 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: August 10, 2023
  - b. Special Budget Meeting: August 31, 2023
4. Reports & Presentations.
  - 4a. DDA Budget
  - 4b. Keith Gold & Associates- Marketing Approach
  - 4c. Events Update- Al Smith, Bullseye Marketing
5. Public Comments
6. Board Comments
7. Adjournment

<u>Agenda Approval</u>	<u>Date</u>
 Redevelopment Director	9.14.2023
____ City Attorney	____
____ City Manager	____

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
Thursday August 10, 2023**

The meeting of the Downtown Development Authority Board (DDA) was held on Thursday August 10, 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  
Douglas Martin

**Board Members Absent**

None

**Staff Members Present**

Ken Thomas, Redevelopment Director  
Angela Armstrong, Redevelopment Project Manager  
Michele Toliver, Redevelopment Project Manager  
Bob Gross, City Attorney  
Mandana Carry, Board Secretary

**1. Call to Order**

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

**2. Roll Call**

Ms. Carry called roll and noted members present as stated above. Quorum met (5-0).

**3. Approval of Minutes**

**a. Regular Meeting – June 8<sup>th</sup>, 2023**

A motion was made by Ms. Kozinski, seconded by Ms. May, to approve the minutes of June 8, 2023, DDA meeting. Motion carried 5-0.

**4. Reports & Presentations**

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

Ben Gross stated at the last meeting this agreement was before you and minor changes were made. Mainly that they try to have fresh produce and then slightly tweaking rights of termination, so there would be more flexibility.

A motion was made to accept the Agreement with Esplanade by Commissioner May and seconded by Ms. Kosinski. Motion was carried (5-0).

#### **4b. Halifax Art Festival Sponsorship Agreement**

Mr. Thomas stated that the next presenter's request had two (2) funding stipulations, and to please note that the request calls for \$5,000 for the Art Festival event and \$5,000 for promotions. The promotional portion of this agreement has never been utilized, however, the city also put into this event separately \$5,000 towards incidentals.

Mr. Gross stated that the terms under section 8 under advertising "B" is a separate requirement, and on top of advertising in Riverfront shops an additional \$5,000 can be requested of us, yet the agreement is flexible for us to spend the money on advertising as the Board's choice.

Mr. Thomas stated that the Art Festival does not know this, but the city will also be contributing \$5,000 again for the upcoming event.

Ms. Maureen Mahoney, Halifax Arts Festival, stated that they really had just wanted to ask Mr. Thomas about using that \$5,000 and how else could we use it for advertising, because we had someone last time from marketing, and that was a different agenda, so we had mentioned how to go about utilizing that advertising funds. Mr. Gold mentioned we would be included in the advertising.

Ms. Cook stated so originally, we were just contributing \$5,000, my understanding is the extra monies were not used in a check form, but that of adding them on to Gold and Associates advertising.

Mr. Sznajstajler stated a formally agreement like this is great, but I looked over our past contributions and never saw the extra monies that we are supposed to give, it was always \$5,000 straight to them, we never saw the money as in advertising or such.

Ms. Mahoney stated that the agreement always had these terms in them, nothing changed, it had just expired.

Mr. Gross stated yes, that is correct, the old agreement did say the five thousand was in addition to the five thousand for event, but the language should have stated it more clearly. If you want, we can reword the agreement so that it reflects these requests better.

Ms. Cook asked if this is a five-year contract, and if the city is stated as also giving \$5,000 in agreement.

Mr. Thomas stated yes, it is for five years but no, the city will more than likely approve the \$5,000 because we have it every year, but not in contract.

Ms. Kosinski stated that on reading the terms, the actual potential that we would have to pay them is really \$20,000. Even the production budget states in Exhibit B it shows potentially up to \$20,000 or \$10,000 more, very confusing.

Mr. Sznajstajler stated that the contract is read as five thousand for event, five thousand for promotion, then yeah \$5,000 for operational costs. So, yes this is a loophole.

Mr. Gross stated yes this creates ambiguity. However, it is not in body of agreement and not enforceable, but it does make it confusing.

Ms. Mahoney stated that the way the contract is written the DDA will do what it can to offset costs from the city and has always done so. Hopefully we can work in a Billboard and advertising.

Mr. Martin stated that the written portion that says “up to “for the donation portion should be stricken from the agreement.

Mr. Sznajstajler said yes, that is supposed to be a donation.

Ms. Cook stated I thought the extra money was not handed to them, it was for the police, barricades and such and that City was helping to reduce the amount in City fees.

Mr. Gross stated the City is not in this agreement. The way this is written it sounds like the DDA would be subsidizing the operating expenses.

Mr. Sznajstajler stated would the Arts Festival be willing to work with Gold and Associates on advertising for the marketing contribution. I believe we have a census to keep the fees and marketing side, we committed to. Five thousand dollars for the event and five thousand in advertising such as the Billboard.

Ms. Mahoney said yes, they would.

Mr. Martin made a motion to approve the Sponsorship with Halifax Arts Festival to include a Billboard for advertising in the agreement, but to strike out of the contract the wording “up to \$20,000 for operating costs” on Exhibit B. The motion was seconded by Commissioner May. Motion carried (5-0).

#### Public Comment

Ms. Mahoney stated that we opened tickets and registration in February. We are all set, full, and have a waiting list. We are ready for the Event.

#### **4c. 2023 “December to Remember” request funding.**

Mr. Thomas stated that we have Katrina Guevara from Riverfront Esplanade requesting funding for “December to Remember event.” The request is for \$25,000, same as last year.

Ms. Guevara stated the Esplanade will open after Thanksgiving, then we have added more this year, we will be open on the South side. We have enlarged the scale of the Event. We are asking for anything and thankful for anything we can receive.

Ms. Cook asked if the event would go all the way to Orange ave.

Ms. Guevara stated yes, we will have from Orange all the way to Main St. including over Josie Rodgers house, which will be done with renovations.

Ms. Sznajstajler stated we are doing a lot to market the businesses in the local areas, we have seen marketing costs have gone up. We have to balance the costs because we would be cutting into our reserves.

Commissioner May asked what are reserves currently were at.

Mr. Thomas stated Fred is not here yet, but he would be the one to go over that for us.

Ms. Guevara stated maybe we could partner with Gold and Associates for some of the marketing to offset this budget.

Mr. Sznajstajler stated is there any way to put this in writing.

Mr. Gross stated there is no written agreement, so you could make one.

Commissioner May stated, the issue I have with this is I was under the understanding that this was a one-time event. Is the plan to do this every year, and that you will be asking us every year. I feel like we would kind of be held hostage to this event.

Ms. Guevara stated they should not feel like that. That, I would hope that we just like everyone else we wanted to apply and put in our application, showing where we need some support for the businesses.

Mr. Gross stated he apologized to the Board, did not think the pledge agreement was for a signature, the Board should they wish, it could put together a sponsorship agreement.

Mr. Sznajstajler stated his hesitation was the fact that the budget is almost done for the year. Out of our budget this would be 15% of it, and the event is once a year. So, we would be going into our reserves to cover this event.

Ms. Kosinski stated that would leave us less than five thousand the way the option is reported in the budget.

Ms. Cook stated we cannot approve \$25,000 until we go over the actual budget.

Mr. Sznajstajler stated can we put this on hold until we finish our budget talks that are coming up if you are not on a time restriction and can wait.

Ms. Guevara stated that would be fine and that they could wait till the next meeting for an answer.

#### **4d. Monthly Financial report**

Mr. Thomas went over the budget with the Board.

Mr. Sznajstajler stated confusion on reading through the Revenues and Expenditures

Mr. Fred Coulter, Budget Director, stated a few minor points, that at the end of the year we will know more about the amount you will have in reserves. However, looking at the middle of the year the revenues are not quite balanced through the year. We will probably still take more time to roll over all the bills, invoices, and revenues.

Mr. Sznajstajler stated that we have right now \$43,000 for reserves and that money will not show up on our bottom line.

Ms. Cook stated that given what we approved, and what we have, do you think we will get that \$13,000 in the end.

Mr. Coulter stated that it will probably be more than that once the reserves for this year roll over.

Mr. Sznajstajler stated that we do not have control over revenue, we must budget, but we do have reserves and must watch for the drop in taxes which affect these reserves.

#### **4e. DDA Budget**

Mr. Thomas reviewed the budget with the Board with all the expenditures that were proposed for the year included. Stating that you could balance the budget if needed, would just have to remove events or items that were included to show overall budget for the year.

Mr. Sznajstajler stated that the issue we have is that the Board needs to have a special budget meeting before we go to commission in September. Proposed to come back for a special meeting to review the budget. Mr. Sznajstajler asked staff to provide a detailed report of all the expenses.

#### **4f. Keith Gold & Associates**

Mr. Gold reported on Marketing including options and planning for 2023-24 fiscal year highlighting special events.

#### **4g. Events Update – Al Smith, Bullseye Marketing**

Theresa Lieberman for Al Smith we have a list of events and we do apologize we are missing one of the events and we are missing the cost. So, at your next meeting we will have all of that corrected and brought in for you. We are also requesting reimbursement; Al will go over that with Mr. Thomas and we can present that at your next meeting.

#### **5. Public Comments**

John Nicholson, 431 N Grandview Ave Daytona Beach, I am not sure about where you are with the funds, I am looking at some of your figures. I have never seen the DDA this flush before. I see everything the Esplanade is doing now, are you prepared to spend 25% of your budget. Al Smith wants to add more events, are you ready for that. So, I am asking just to be aware, the flush you have this year might not be on it next year, don't count on it every year.

Katrina Guevara, Riverfront Esplanade 249 N Beach St., we have reports for the Esplanade Market if there are any requests or updates let us know, we are booked for August. We are also full for going into October with Vendors.

#### **6. Board Comments**

Tammy Kosinski, well we lost two more merchants in the petition to help with the Police downtown. Joe Yarbrough, Jack White, and I all met with Captain Nikolow about the vagrants and the issues. The cost of two security officers hired would be the same cost as one Police officer, something to think about.

7. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 4:30 p.m.

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Michael Sznajstajler, Chairman

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Mandana Carry, Board Secretary

**DOWNTOWN DEVELOPMENT AUTHORITY**  
**MINUTES**  
**Thursday August 31, 2023**

The meeting of the Downtown Development Authority Board (DDA) was held on Thursday August 31, 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  
Tammy Kozinski  
Douglas Martin

**Board Members Absent**

Quanita May, Commissioner

**Staff Members Present**

Ken Thomas, Redevelopment Director  
Michele Toliver, Redevelopment Project Manager  
Ben Gross, City Attorney  
Mandana Carry, Board Secretary

**1. Call to Order**

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

**2. Roll Call**

Ms. Carry called roll and noted members present as stated above. Quorum met (4-0).

**3. Reports & Presentations**

**3a. Downtown Policing**

Mr. Sznajstajler stated that since we needed to wait for Ms. Cook's arrival to vote, suggested we start with item 3b. Downtown policing issues.

Mr. Thomas stated to the Board that there have been some issues Downtown with safety, crime, police patrol, and some unwanted actions and unsavory characters. We need to open some discussion on some safety issues that we need to address for the Downtown area of things that should not be happening in our city.

Ms. Kosinski stated that she knows what is happening and brought to the Boards attention some of the abnormal events happening around the businesses downtown. A petition is being signed by all the business owners regarding policing in Downtown, we need more. There are some residents that also signed up as well, some of the north side of Beach Street businesses have not yet received the petition, but as of now, there are over 100 folks that have signed up. Captain Nikolow is also aware of and included in on what has been happening in our area. We are seeing repeated offenders, and Captain Nikolow stated that it would be cheaper to have security rather than having an officer, due to the costs. I know that we do not have a lot of money in our budget, but we have a CRA. My issue, recently, was a 911 issue in our Cafe's bathroom.

Mr. Martin stated he had not received the petition but stated that when we get any folks trying to do things or illegal acts, they deal with it.

Ms. Kosinski stated the restaurants get targeted more, and staff does not want to deal with folks that are strung out and is a very big safety issue. To protect my staff, I have told them not to engage but to call the authorities. I apologize that you (Mr. Martin) did not get the petition, but it just shows we need more awareness in the area.

Mr. Sznajstajler stated that Ms. Cook arrived at 3:08 p.m., welcome.

Mr. Thomas stated that for the last 6 weeks he has taken this route to stay aware of what is happening, and I have noticed some vagrants and loitering, but not so much after 5:00 p.m. The police department is really who we depend on to tell us what is needed. I know in the past the CRA has contributed to the safety of Downtown, I believe the downtown CRA would be amenable to that funding. It is an allowable expense; we just need the justification for it.

Ms. Kosinski stated this is more than a safety issue, there is also the cleanup, time, and money, who then cleans up when there are remnants of meals all over sidewalks and such. The alcoves between our businesses become bathrooms, there are lots of examples of these messes the loiterers leave. Added security, especially with a multimillion-dollar new park next to us would be beneficial.

Ms. Cook stated yes, all these incidents are happening, plus the scooters are worse, plus the harassment we receive from them. The police were helping for a while, but they have been reassigned.

Mr. Sznajstajler stated that we can do a lot as individuals, but the DDA is not really in a good place financially right now to help with the policing of Downtown, that should be the police.

Ms. Kosinski stated, well if not financially, can we write a letter to the city? In the meeting with Captain Nikolow, we discussed just in our area we are shy 15 officers and that is why he brought up teaming up with security officers from the Esplanade. So, if we had two (2) people, with two shifts they not only could be familiar with Esplanade security but would know our area very well over time and catch folks before there was any trouble. The cost would be \$120,000 for two security officers, and they would not be armed so the city would be okay with that.

### **Public Comment**

Joe Yarbrough, manager of Riverfront Esplanade, we are a major part of Downtown now, and we have security. Our size and presence help us with listening to businesses, and the money that we invested has been invested in the area. I have seen the scooters almost hitting folks, transients are a problem, we are giving power to folks free because the outlets for lighting the trees are not secure. The petition you were talking about had 128 names and you are right; it did not circulate very well. Lastly, there seems to be a lack of presence. So, if they do not have, as Capt. Nikolow stated, the 15 shy officers, they still budget money, so they could allocate it for security and get to know the businesses. A suggestion would be to allow the property owners to lease a portion of the sidewalks, it would allow trespassing and latitude. I would like the DDA to go on record and show support till they get security.

Jack White, Downtown, these security issues always come in waves, I believe we need the presence, so we need to keep investing. Security is a big portion of that investment, now that we have a number, I agree that a letter would be wise.

Mr. Sznajstajler asked if the Board members want to make a decision now or do something else or write a letter.

Ms. Kosinski stated let's do something now, it needs to be taken care of, when we have officers we have no issues, now that we have almost no presence the problems are coming back.

Mr. Thomas stated that looks like the consensus is to draft a letter, or we can put this on the agenda to bring this before the CRA Board or City Manager to make a decision.

Ms. Kosinski made a motion to start with a letter to be sent to CRA and City Manager requesting two (2) security positions for the Downtown, coordinated with the information with Redevelopment Department. The motion was seconded by Ms. Cook. The motion carried (4-0).

### **3b. DDA 2023-2024 Proposed Budget**

Mr. Thomas stated that we have two proposed options for the budget, we also have two budget meetings before the CRA and City Commission, in the month of September. The first meeting for the Budget is on the 6<sup>th</sup> at 6 pm and then September 20<sup>th</sup> at 6pm. The meeting could also be earlier should you decide. What times would you like to set for the meetings.

The Board discussed times and how they would like to meet before the commission board.

The Board decided to meet at 6 pm for the first budget meeting and will just be there for the budget hearing. They would have a normal meeting at 4 pm on the 20<sup>th</sup> of September, then attend the last budget hearing at 6 pm.

Mr. Thomas reviewed the options for the budget with the Board. Listing the revenue and expenses and the totals. The option you chose, of course, will change the amounts pulled from the reserves, stated Mr. Thomas.

Mr. Coulter, Budget Director, stated that the option that was chosen to put in for the agenda reflects option one currently and is set for the meeting on September 6<sup>th</sup>. Should you wish to change that option and to go with number two, please reflect on those changes at the last meeting, which is on September 20<sup>th</sup>.

A motion was made by Ms. Cook to go with the approval of option one (1) for the meeting on September 6<sup>th</sup> in front of the Commission, and to make the change to option two (2) for the September 20<sup>th</sup> budget meeting before the Commission. The motion was seconded by Mr. Martin. The motion carried (4-0).

**4. Public Comments**

None.

**5. Board Comments**

None.

**6. Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 3:59 p.m.

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Michael Sznajstajler, Chairman

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Mandana Carry, Board Secretary

**Downtown Development Authority**  
**Proposed Budget OPTION 2**  
**FY 2023/24**

Account Number	Description	FY 2022/23		through July 31, 2023			through August 11, 2023			Proposed Budget	Differences	
		Adopted	Amended	YTD Amount	Encumbered	Available	YTD Amount	Encumbered	Available			
<b>General Revenues (000000)</b>												
140-000000-361-361101-000000	INTEREST ON INVESTMENTS	-	-	727.25	-	(727.25)	727.25	-	(727.25)			
140-000000-399-399001-000000	APPROPRIATION OF FUND BALANC	8,125	50,250	-	-	50,250.00	-	-	50,250.00	10,413	(39,837)	<b>MONEY WE WILL NEED</b>
		8,125	50,250	727.25	-	49,522.75	727.25	-	49,522.75	10,413		<b>TO BALANCE THE BUDGET</b>
<b>Downtown Development Authority (150300)</b>												
140-150300-311-311001-000000	CURRENT AD VALOREM	203,592	203,592	200,852.74	-	2,739.26	200,852.74	-	2,739.26	219,804	16,212	
140-150300-311-311002-000000	DELINQUENT AD VALOREM	-	-	7,481.34	-	(7,481.34)	7,481.34	-	(7,481.34)			
140-150300-345-345901-000000	PAYMENT FROM PRIMARY GOV'T	117,643	117,643	117,960.51	-	(317.51)	117,960.51	-	(317.51)	135,000	17,357	
		321,235	321,235	326,294.59	-	(5,059.59)	326,294.59	-	(5,059.59)	354,804		
140-150300-552-531000-000000	PROFESSIONAL SERVICES	39,000	39,000	35,750.00	3,250.00	-	35,750.00	3,250.00	-	39,000	-	
140-150300-552-540003-000000	CARE AND SUBSISTENCE	300	300	-	-	300.00	-	-	300.00	300	-	
140-150300-552-548003-000000	PROMO - ADVERTISING	43,917	43,917	40,946.06	-	2,970.94	40,946.06	-	2,970.94	43,917	-	
140-150300-552-548009-000000	PROMO - EVENTS	1,600	1,600	8,174.09	-	(6,574.09)	8,174.09	-	(6,574.09)	1,600	-	
140-150300-552-591002-000000	PAYMENT TO PRIMARY GOVERNMI	117,643	117,643	117,960.51	-	(317.51)	117,960.51	-	(317.51)	135,000	17,357	
		202,460	202,460	202,830.66	3,250.00	(3,620.66)	202,830.66	3,250.00	(3,620.66)	219,817		
		118,775	118,775	123,463.93	(3,250.00)	(1,438.93)	123,463.93	(3,250.00)	(1,438.93)	134,987		
<b>Farmer's Market (150310)</b>												
140-150310-362-362043-000000	RENT - DDA - VENDOR RENTAL	6,000	6,000	1,368.00	-	4,632.00	1,368.00	-	4,632.00		(6,000)	
140-150310-369-369925-000000	DDA SNAP REVENUES	2,000	2,000	1,307.00	-	693.00	1,307.00	-	693.00		(2,000)	
		8,000	8,000	2,675.00	-	5,325.00	2,675.00	-	5,325.00	-		
140-150310-552-534900-000000	OTHER CONTRACTUAL SERVICES	18,000	18,000	13,000.00	-	5,000.00	14,300.00	-	3,700.00	5,000	(13,000)	
140-150310-552-545013-000000	INS - GENERAL LIABILITY	1,500	1,500	1,050.00	-	450.00	1,050.00	-	450.00	1,500	-	
140-150310-552-548004-000000	PROMO - MARKET	4,400	4,400	2,050.00	-	2,350.00	2,050.00	-	2,350.00	4,400	-	
140-150310-552-552040-000000	DDA SNAP EXPENSES	5,000	5,000	2,041.45	-	2,958.55	2,041.45	-	2,958.55	2,000	(3,000)	
140-150310-552-552999-000000	OTHER MATERIAL & SUPPLIES	500	500	-	-	500.00	-	-	500.00		(500)	
		29,400	29,400	18,141.45	-	11,258.55	19,441.45	-	9,958.55	12,900		
		(21,400)	(21,400)	(15,466.45)	-	(5,933.55)	(16,766.45)	-	(4,633.55)	(12,900)		
<b>Downtown Events (150320)</b>												
140-150320-552-548003-000000	PROMO - ADVERTISING	5,500	5,500	1,234.84	-	4,265.16	1,234.84	-	4,265.16	5,000	(500)	
140-150320-552-548009-000000	PROMO - EVENTS	100,000	100,000	88,885.00	-	11,115.00	88,885.00	-	11,115.00	127,500	27,500	<b>BULLSEYE</b>
		105,500	105,500	90,119.84	-	15,380.16	90,119.84	-	15,380.16	132,500		<b>DTR</b>
		(105,500)	(105,500)	(90,119.84)	-	(15,380.16)	(90,119.84)	-	(15,380.16)	(132,500)		<b>HALIFAX ARTS</b>
												<b>SPONSORSHIPS</b>
												<b>127,500</b>
<b>Reserves (999000)</b>												
140-999000-599-599999-000000	RESERVES	-	42,125	-	-	42,125.00	-	-	42,125.00		(42,125)	
		-	(42,125)	-	-	(42,125.00)	-	-	(42,125.00)	-		
		-	-	18,604.89	(3,250.00)	(15,354.89)	17,304.89	(3,250.00)	(14,054.89)	-		

**DAYTONA BEACH DDA  
FY 2023 - 2024 MARKETING FLOWCHART**

3<sup>rd</sup> Draft

Prepared August 3, 2023 • Updated August 16 & September 15, 2023

**\$218,700 BUDGET**  
**\$127,500 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										
				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
<b>A. GENERAL MARKETING SERVICES (\$41,600 Budget)</b>																																		<b>\$41,600</b>																
SUPPLIES	Kiosk poster and merchant directory printing. (\$125 budget for each.)	N/A	N/A	\$125				\$125				\$125				\$250				\$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. (\$39,000 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	\$39,000									
<b>B. DOWNTOWN MARKETING MEDIA (\$49,600 Budget)</b>																																		<b>\$49,600</b>																
Online	Google geo-targeted search and display ads (including remarketing). (\$13,100 budget.)	2 Weeks Prior	1 Week Prior	\$1,000				\$1,400				\$1,400				\$1,300				\$1,000				\$1,000				\$1,000				\$1,000				\$1,000				\$1,000	\$13,100									
Social	Social media geo-targeted ads. (\$13,100 budget.)	2 Weeks Prior	1 Week Prior	\$1,000				\$1,400				\$1,400				\$1,300				\$1,000				\$1,000				\$1,000				\$1,000				\$1,000				\$1,000	\$13,100									
Offline: Brochure Displays	Printing brochures and event inserts (with 1,000 sets for merchants), distributed at 133 locations. (\$14,109 budget.)	4 Weeks Prior	4 Weeks Prior	\$599				\$2,906				\$599				\$599				\$599				\$599				\$599				\$599				\$2,906				\$599	\$14,109									
Photo Shoot	New campaign photography for use in online and offline marketing materials. (\$9,291 budget.)	N/A	N/A	\$9,291																																					\$9,291									
<b>C. DOWNTOWN EVENTS (\$127,500 Budget)</b>																																		<b>\$127,500</b>																
SPECIAL EVENT MARKETING	Budget set aside for FY 2023-2024 event fees and advertising. (\$87,500 budget.)	4 Weeks Prior	3 Week Prior	\$87,500																																					\$87,500									
SPONSORSHIP FEES	Event TBD (\$5,000).	4 Weeks Prior	3 Week Prior	\$5,000																																					\$5,000									
HALIFAX ART FESTIVAL	Advertising (\$5,000) and prize money (\$5,000).	4 Weeks Prior	3 Week Prior	\$10,000																																					\$10,000									
RIVERFRONT ESPLANADE	"December to Remember" sponsorship (\$25,000).	2 Weeks Prior	1 Week Prior	\$25,000																																					\$25,000									
<b>TOTAL</b>				<b>\$143,615</b>				<b>\$9,081</b>				<b>\$6,774</b>				<b>\$6,699</b>				<b>\$5,974</b>				<b>\$8,281</b>				<b>\$5,974</b>				<b>\$5,974</b>				<b>\$5,974</b>				<b>\$8,281</b>				<b>\$5,974</b>				<b>\$6,099</b>	<b>\$ 218,700</b>	

Production	Materials Distributed/Run	Events
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**NOTE:** Breakdown of the \$2,906 brochure costs in November, March, and July are \$599 (rack rental), \$1,557 (brochure printing), and \$750 (insert).

From: Al Smith  
Bullseye Direct Marketing

To: Ken Thomas and DDA Board Members

August 5, 2023

Dear Ken:

I am writing on behalf of Bullseye Marketing to address a matter related to the recent August 4 Food Truck Rally, organized in collaboration with the Downtown Development Authority. Unfortunately, due to unforeseen inclement weather conditions, the event was regrettably impacted and ultimately deemed a rainout.

Considering this, we recognize the inconvenience and disappointment this situation may have caused, particularly to the participating food truck vendors who had invested their time and resources in the event. It is our sincere intention to alleviate their financial burden by arranging for a partial refund of the participation fees they incurred.

Specifically, each of the 13 food truck vendors contributed \$125 towards their participation in the event. We kindly request your assistance in facilitating a reimbursement process that would entail the Downtown Development Authority contributing half of the refund amount, while Bullseye Marketing would cover the remaining half.

To provide a clear breakdown, the total refundable amount stands at \$812.50, calculated as follows:  
13 food trucks x \$125 = \$1625  
**Half of \$1625 = \$812.50**

We understand that coordinating such arrangements requires careful consideration and coordination. Your support in helping us execute this partial refund initiative would greatly contribute to fostering positive relationships with our valued food truck partners and reinforcing the collaborative spirit within our community.

We genuinely appreciate your time and consideration in this matter. Should you have any questions, require further details, or wish to discuss this proposal in greater depth, please feel free to contact me at [Your Phone Number] or [Your Email Address]. We eagerly await your response and look forward to a mutually beneficial resolution.

Thank you for your ongoing commitment to enhancing our local community events and initiatives.

Sincerely,

Al Smith  
Bullseye Direct Marketing

Dear Members of the Downtown Development Association,

I am pleased to share with you the proposed list of Downtown Daytona Beach events for the upcoming fiscal year 2023-2024. This year, we aim to build upon past achievements while introducing a few exciting changes.

**Wine Walks:** In order to enhance the Wine Walks experience, we will be introducing an addition – food items. This includes two Wine & Chocolate Walks, as well as two Wine & Cheese Walks. We are excited to introduce two new editions this year: the International Wine & Food Walk and the Wine & Christmas Cookie Walk. Notably, we have decided to replace Beerfest with a Mother's Day Wine Walk to offer a fresh and engaging event.

**Downtown Daytona Nights:** This year, we are planning to organize a total of 10 Downtown Daytona Nights (DDN) events. These evenings will feature a Food Truck Rally and the Riverfront Arts Market, adding an extra layer of excitement and diversity to the vibrant atmosphere. We also plan to tie in the growing First Friday Art Walk by cross-promoting the two concurrent events as part of Downtown Daytona Nights.

**Block Parties:** Building on the success of the previous year, we are excited to announce that the Weiner Dog Races will be returning as part of the Oktoberfest celebration. Last year's St. Paddy's Day event was larger and more successful than ever. We plan to continue the tradition in Downtown Daytona Beach. Due to the unique occurrence of Cinco de Mayo falling on a Sunday due to leap year, we will creatively celebrate "almost Cinco" on Saturday, May 4th.

**Daytona Arts Fest:** Despite the festival coinciding with Easter weekend, Saturday's attendance matched that of the inaugural event. Particularly, we achieved a remarkable 60% increase in the count of participating artists. The Street Art Showdown Sidewalk Chalk Art Competition proved to be a significant triumph, and this year, we are dedicated to expanding upon that success, making the contest even larger and more impressive.

**Sunset Concert Series:** As an anticipated addition to our lineup, we are proposing a Sunset Concert Series this year. Building on the success of the Sunset Concert held during the 2<sup>nd</sup> Annual Daytona Arts Fest, we have chosen the Veteran's Plaza as the perfect venue. This location not only benefits the restaurants and shops downtown, especially during slower business periods and evening hours, but it also addresses a common complaint that there is a lack of events beyond May. To combat this, two concerts will be scheduled during these quieter times, offering a solution to the issue.

We look forward to your valuable input and collaboration in bringing these exciting plans to fruition. Together, we can create a year filled with dynamic and memorable experiences for our community and visitors alike.

Best regards,



**DOWNTOWN DAYTONA BEACH 2023/2024 EVENTS**  
Proposed by Al Smith  
Al Smith Productions/Bullseye Direct Marketing  
Rev. August 21, 2023

<b>DATE</b>	<b>EVENT</b>	<b>DDA SPONSORSHIP CONTRIBUTION</b>
<b><u>OCTOBER, 2023</u></b>		
Friday, October 6, 2023	Downtown Daytona Night Food Truck Rally & Riverfront Arts Market	\$2,000.00
Saturday, October 14, 2023	Wine & Chocolate Walk	\$2,500.00
Saturday, October 28, 2023	OktoberFest & Weiner Dog Races	\$5,000.00
<b><u>NOVEMBER, 2023</u></b>		
Saturday, November 11, 2023	Shop & Sip Wine & Cheese Walk	\$2,500.00
<b><u>DECEMBER, 2023</u></b>		
Friday, December 1, 202	Downtown Daytona Night Food Truck Rally & Riverfront Arts Market	\$2,000.00
Saturday, December 9, 2023	Holiday Christmas Cookie & Wine Walk	\$2,500.00
<b><u>JANUARY, 2024</u></b>		
Friday, January 5, 2024	Downtown Daytona Night Food Truck Rally & Riverfront Arts Market	\$2,000.00
Saturday, January 13, 2024	International Wine & Food Walk	\$2,500.00
<b><u>FEBRUARY, 2024</u></b>		
Friday, February 2, 2024	Downtown Daytona Night Food Truck Rally & Riverfront Arts Market	\$2,000.00
Saturday, February 10, 2024	Wine & Chocolate Walk	\$0.00
Saturday, February 24, 2024	Beer & Bacon Fest	\$2,500.00
<b><u>MARCH, 2024</u></b>		
Sunday, March 17, 2024	St. Paddy's Day	\$5,000.00
Saturday, March 23, 2024	Wine & Cheese Walk	\$2,500.00
<b><u>APRIL, 2024</u></b>		
Friday, April 5, 2024	Downtown Daytona Night Food Truck Rally & Riverfront Arts Market	\$2,000.00
Saturday & Sunday,	Daytona Beach Arts Fest & Sunset Concert	\$20,000.00
<b><u>MAY, 2024</u></b>		



**DOWNTOWN DAYTONA BEACH 2023/2024 EVENTS**

Proposed by Al Smith

Al Smith Productions/Bullseye Direct Marketing

Rev. August 21, 2023

<b>DATE</b>	<b>EVENT</b>	<b>DDA SPONSORSHIP CONTRIBUTION</b>
Friday, May 3, 2024	Downtown Daytona Night Food Truck Rally & Riverfront Arts Market	\$2,000.00
Saturday, May 4, 2024	Almost Cinco de Mayo Block party	\$5,000.00
Saturday, May 18, 2024	Mothers Day Wine Walk	\$2,500.00
<b><u>JUNE, 2024</u></b>		
Friday, June 7, 2024	Downtown Daytona Night Food Truck Rally & Riverfront Arts Market	\$2,000.00
<b><u>JULY, 2024</u></b>		
Friday, June 7, 2024	Downtown Daytona Night Food Truck Rally & Riverfront Arts Market	\$2,000.00
<b><u>AUGUST, 2024</u></b>		
Friday, August 2, 2024	Downtown Daytona Night Food Truck Rally & Riverfront Arts Market	\$2,000.00
<b><u>SEPTEMBER, 2024</u></b>		
Friday, September 6, 2024	Downtown Daytona Night Food Truck Rally & Riverfront Arts Market	\$2,000.00
<b>Sunset Concert Series (3 concerts late spring/early summer \$5000 each)</b>		
Spring, 2024		\$5,000.00
Summer, 2024		\$5,000.00
Summer 2024		\$5,000.00
<b>Total DDA Sponsorship Contribution</b>		<b>\$87,500.00</b>