

DOWNTOWN **DEVELOPMENT AUTHORITY**

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

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

AGENDA

Thursday, November 09, 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:
 - 3a. October 12, 2023
4. Staff Reports
 - 4a. DDA Monthly Report
 - 4b. Keith Gold & Associates
 - 4c. Events Update - Al Smith, Bullseye Marketing
 - 4d. Bullseye FY2023-24 Event Agreement
 - 4e. Security Update
 - 4f. Project Updates
5. Public Comments
6. Board Comments
7. Adjournment

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

Downtown Development Authority Minutes

Thursday, October 12, 2023

The meeting of the Downtown Development Authority Board (DDA) was held on Thursday October 12, 2023, at 3:00 p.m. in RM. 149 B, Daytona Beach City Hall, 301 S. Ridgewood Avenue, Daytona Beach, Florida.

Board Members Present

Mr. Michael Sznajstajler, Chair
Ms. Sheryl Cook, Vice Chair
Mr. Douglas Martin
Ms. Quanita May, Commissioner
Ms. Tammy Kozinski

Staff Members Present

Mr. Ken Thomas, Redevelopment Director
Ms. Phebe Fuqua, Redevelopment Project Manager
Ms. Angela Armstrong, Redevelopment Project Manager
Mr. Ben Gross, City Attorney
Mrs. Chernecia Campbell, Board Secretary

1. Call to Order

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

2. Roll Call

Mrs. Campbell called roll and listed members as present above.

3. Approval of Minutes:

A motion was made to approve the minutes from September 20, 2023, by Ms. Kozinski, seconded by Mr. Martin. Motion was carried 4-0.

4. Reports & Presentations

4a. DDA Monthly Report

Mr. Thomas introduced Ms. Phebe Fuqua and provided updates on the budget, including the 2022–2023 year-end report and the 2023-2024 fiscal year budget. Ms. Kozinski questioned the surplus payment to the CRA, which Mr. Sznajstajler clarified was due to higher income than budgeted. Ms. Armstrong mentioned that there's time until April to balance out the budget. Mr. Thomas also mentioned his collaboration with Keith Gold on finalizing advertisements for The Halifax Art Festival. He noted that the radio spots and billboards have been approved.

4b. Keith Gold

Mr. Gold presented the September-October report, highlighting new fall marketing initiatives that include collateral materials, directory posters, fall-themed email marketing, and social media with the October budget. He also emphasized ongoing website updates. Notably, the Halifax Art Festival secured a \$5,000 grant for billboards and radio advertising. The DDA budget is allocated for online and social media promotions, targeting interested parties. Mr. Gold also mentions new holiday advertising that would introduce new photography and videos.

Mr. Sznajstajler praised the effective use of multiple announcements on Facebook for the southside opening.

Ms. Cook inquired about photography, specifically if it would include drone footage of the park, the downtown area, and businesses. Mr. Gold mentioned that the city consistently records such footage and plans to share a production guide with Mr. Thomas for review. Ms. Cook expressed concerns about potential eyesores in drone footage, and Mr. Gold assured that the result would be visually appealing.

Ms. May asked if they would be filming side streets or just Beach Street, to

which Mr. Gold confirmed they would capture the entire area.

4c. Events Update- Al Smith, Bullseye Marketing

Mr. Thomas corrected errors on the event calendar, confirming that the Food Truck Rally, Daytona Arts Fest, and Sunset Concert are scheduled for April 5, 6, and 7, 2024. He also mentioned ongoing efforts to finalize concert series dates.

Ms. Cook inquired about the contracts, specifically for the first three events.

Mr. Smith confirmed that the Spring Art Festival will take place on the second weekend in April.

Mr. Smith discussed the successful Esplanade opening, boosting business for merchants. He highlighted the upcoming Wine and Chocolate Walk, with plans to include food items in all wine walks. This event anticipates 500-600 attendees and features 22 participating merchants. An October Fest block party with wiener dog races is set for the 28th. Mr. Smith expressed hopes of having the Sunset Concert Series dates by the next month, potentially being held at Veterans Plaza.

Ms. Cook and Ms. May emphasized the importance of notifying merchants about upcoming events.

Mr. Thomas revisited the board's interest in hiring someone to address downtown security. The DDA will collaborate with the police captain to determine the community service officer's area and schedule, relying on the police department's recommendations. Ms. May stressed the importance of a radio for quicker response. Mr. Thomas also noted Ms. Cook's unavailability for The Halifax Art presentations and as a result, Mr. Martin volunteered to take her place.

5. Public Comments

The board celebrated the growing success of the farmers' market with an increasing number of vendors. They also discussed the presence of police officers in the downtown area. Transitioning to the topic of the dog park, concerns related to dogs were addressed. Notably, it was shared that the Trail is now open, with a jogging path extending from Orange Avenue to Main Street. It offers features suitable for dogs and has rose gardens. The jogging path offers a total running distance of 3.5 miles.

Additionally, they deliberated the opening of the Pavilion and the expected completion date. The board also suggested updates for merchants on Pavilion-related events.

6. Board Comments

Ms. May initiated a conversation regarding downtown flooding photographs. She requested that individuals send these images to her. She then suggested a regular practice of displaying these photos during board comments at every meeting. Additionally, she proposed featuring them during the commissioner comments to ensure broader awareness of the situation.

7. Adjournment

The meeting was adjourned at 3:50 p.m.

Michael Sznaostajler, Chairman

Chernecia Campbell, Board Secretary



THE CITY OF DAYTONA BEACH
REDEVELOPMENT DIVISION
 POST OFFICE BOX 2451
 DAYTONA BEACH, FLORIDA 32115-2451
 PHONE (386-671-8160)

MEMORANDUM

Revenues	Budget	Received to Date as of 10/31/23	Balance
Ad Valorem	\$219,804.00	\$0.00	\$219,804.00
Delinquent Ad Valorem	0	0.00	0.00
Downtown CRA Payment	135,000.00	0.00	135,000.00
Interest on Investment	0	0.00	0.00
Miscellaneous	0	0	0
Appropriation of Fund Balance	10,413.00	0	10,413.00
Total	\$365,217.00	\$0.00	\$365,217.00

Farmers' Market Activities

Revenues	Budget	Received to Date as of 10/31/23	Balance
Vendor Revenue	\$0.00	\$0.00	\$0.00
Sponsorship	0	0	0
Market Booth Sales	0	0	0
DDA SNAP Revenues	0.00	0.00	0
Total	\$0	\$0.00	\$0.00

Expenses	Budget	Period Amount as of 10/31/23	Balance
Contractual Services	\$39,000.00	\$6,500.00	\$32,500.00
Care and Subsistence	300	0	300
Downtown Marketing Media	43,917.00	0.00	43,917.00
Events Promotion	1,600	0.00	1,600.00
Supplies	0	0	0

Memberships	0	0	0
Downtown CRA Payment	135,000.00	0.00	135,000.00
Encumbered (Gold)	0	0	0.00
Total	\$219,817.00	\$6,500.00	\$213,317.00

Expenses Farmer's Market	Budget	Period Amount as of 10/31/23	Balance
Market Manager	\$0.00	\$0.00	\$0.00
Other Contractual Services	5,000.00	5,000	0
DDA SNAP Expenses	0.00	0.00	0.00
Booth Merchandise	0	0	0
Other Materials & Supplies	0	0	0
Total	\$5,000.00	\$5,000.00	\$0.00

Expenses	Appropriation	Period Amount as of 10/31/23	Balance
Downtown Events	\$127,500.00	\$9,500.00	118,000.00
Promo Marketing	5,000.00	0.00	\$5,000.00
Liability Insurance	1,500.00	0.00	1,500.00
Supplies/ Offline print	0.00	0.00	0.00
Total	\$134,000.00	\$9,500.00	\$124,500.00

DDA Budget Summary

	Budget	Received as of 10/31/23	Balance
Total DDA Revenue	\$365,217.00	\$0.00	\$365,217.00
Reserves	0.00		0.00
Total	365,217.00		365,217.00

	Budget	Actual as of 10/31/23	Balance
Total DDA Expenditures	\$365,217.00	21,000.00	344,217.00
Reserves	0.00		0.00
	365,217.00		

Available **344,217.00**

EXHIBIT A

Bullseye Marketing Event Schedule FY 2023 – 2024

Approved Events

DAYTONA BEACH DOWNTOWN DEVELOPMENT AUTHORITY SPONSORSHIP

DATE	DDA FUNDING	EVENT NAME
Friday, October 6, 2023	\$ 2,000	Downtown Daytona Nights
Saturday, October 14, 2023	\$ 2,500	Wine & Chocolate Walk
Saturday, October 28, 2023	\$ 5,000	Oktoberfest & Weiner Dog Races
Saturday, November 11, 2023	\$ 2,500	Shop & Sip Wine & Cheese Walk
Friday, December 1, 2023	\$ 2,000	Downtown Daytona Nights Food Truck Rally & Riverfront Arts Market
Saturday December 9, 2023	\$ 2,500	Holiday Christmas Cookie & Wine Walk
Friday, January 5, 2024	\$ 2,000	Downtown Daytona Nights Food Truck Rally & Riverfront Arts Market
Saturday, January 13, 2024	\$ 2,500	International Wine & Food Walk
Friday, February 2, 2024	\$ 2,000	Downtown Daytona Nights
Saturday, February 10, 2024	\$ 0.00	13 th Annual Wine & Chocolate Walk
Saturday, February 24, 2024	\$ 2,500	4 th Annual Beer & Bacon Fest
Sunday, March 17, 2024	\$ 5,000	21 st Annual St. Paddy's Day
Saturday, March 23, 2024	\$ 2,500	4 th Annual Wine & Cheese Walk
Friday, April 5, 2024	\$ 2,000	Downtown Daytona Nights
Saturday & Sunday April 13 & 14, 2024	\$20,000	2 nd Annual Daytona Beach Arts Fest & Sunset Concert
Friday, May 3, 2024	\$2,000	Downtown Daytona Night Food Truck Rally & Riverfront Arts Market
Saturday, May 4, 2024	\$5,000	Almost Cinco de Mayo Block Party
Saturday, May 18, 2024	\$2,500	Mother's Day Wine Walk
Friday, June 7, 2024	\$ 2,000	Downtown Daytona Nights
Friday, July 5, 2024	\$ 2,000	Downtown Daytona Nights

		Food Truck Rally & Riverfront Arts Market
Friday, August 2, 2024	\$ 2,000	Downtown Daytona Night Food Truck Rally & Riverfront Arts Market
Friday, September 6, 2024	\$ 2,000	Downtown Daytona Night Food Truck Rally & Riverfront Arts Market
Spring, Summer, Summer 2024	\$15,000	Sunset Concert Series (3 concerts late spring and summer \$5,000 each)
TOTAL	\$87,500	

Budget Approved 9/21/2023

Items were updated based on dates received

Revised 10/20/2023



DAYTONA BEACH DDA OCTOBER 2023 ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, November 2, 2023

THE VERANDA

814 State Road A1A North

Ponte Vedra Beach, FL 32082

T 904.285.5669

W StrikeGold.com

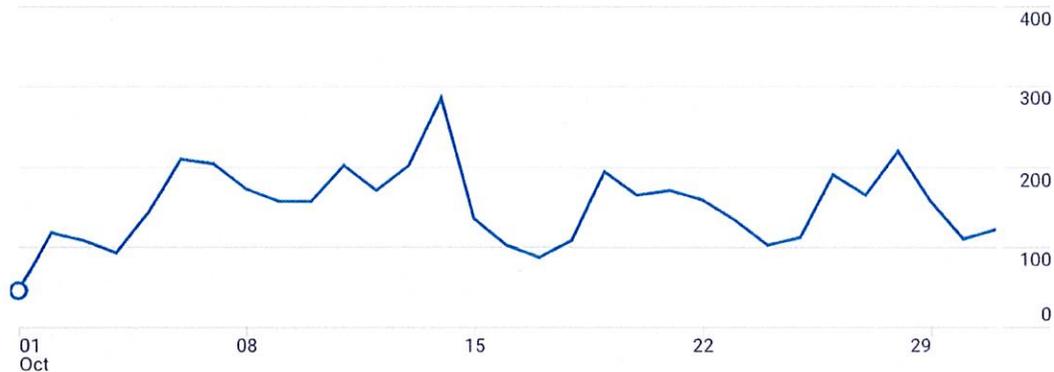
DAYTONA BEACH DDA

OCTOBER 2023 ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, November 2, 2023

Overall Site Engagement

WEBSITE VISITATION



The above chart shows total users in October 2023:

	<u>OCTOBER 2023</u>
• TOTAL USERS:	4,226
• NEW USERS:	4,096
• SESSIONS:	5,912
• PAGEVIEWS:	9,345

Overall traffic was down modestly from the previous month, largely because a portion of the advertising (*Meta/Facebook*) focused on event promotion, rather than website traffic, during the month due to number of events.

MOST VIEWED PAGES

	<u>OCTOBER VIEWS</u>
• HOME PAGE:	6,361
• EVENTS	433
• DINING	341
• OCT. WINE WALK:	321
• MUSIC EVENTS	301
• SHOPPING:	298

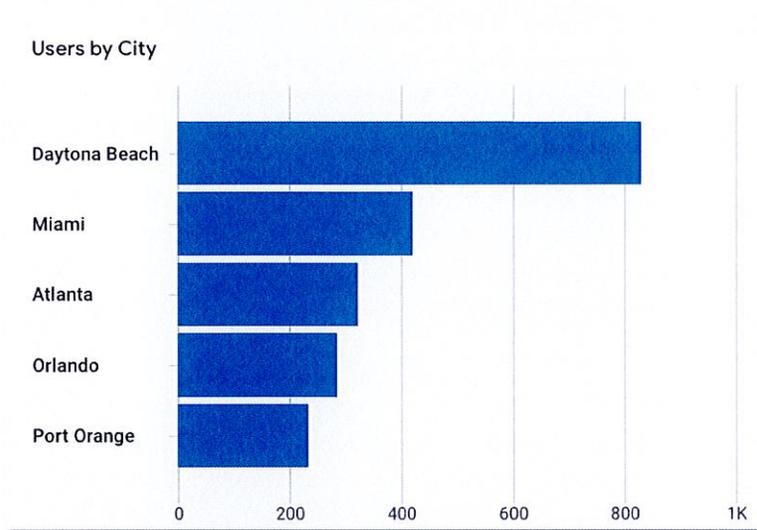
October 2023's ample events led to the Events Calendar ("*Events*"), Fall Wine & Chocolate Walk ("*Oct. Wine Walk*"), and the category of events tagged as having music ("*Music Events*") ranking among the month's most-visited pages.

DAYTONA BEACH DDA OCTOBER 2023 ANALYTICS REPORT

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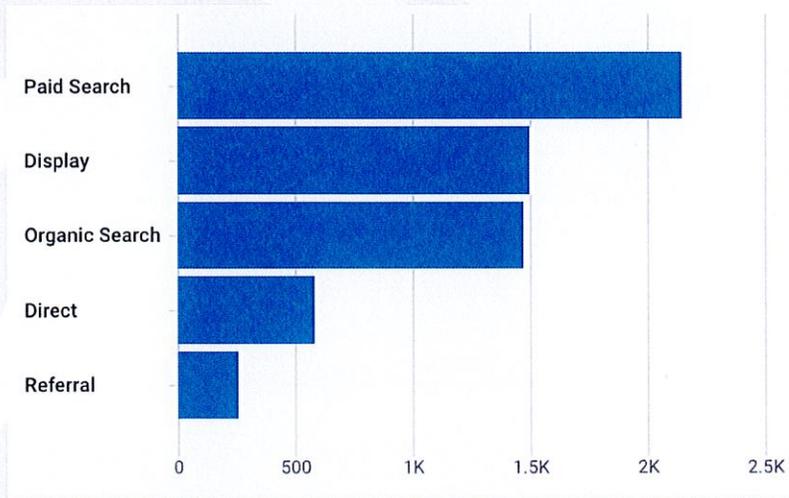
Overall Traffic (Continued)

TOP CITIES



The above shows the top cities by number of users in October 2023. Daytona Beach, Orlando, and Port Orange represent local/regional shoppers and diners, while Miami and Atlanta were popular origin cities for out-of-town guests and prospects.

KEY TRAFFIC SOURCES



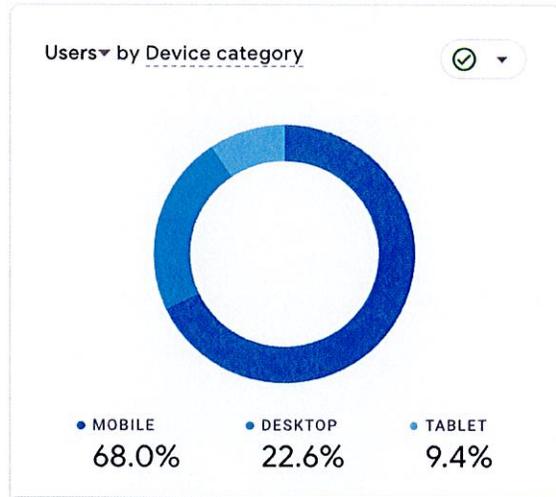
As shown in the above chart, Riverfront Shops campaign advertising (*Paid Search and Display*), Google organic search, direct site visits, and referral traffic were the most significant traffic sources in October 2023.

DAYTONA BEACH DDA OCTOBER 2023 ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, November 2, 2023

Overall Traffic (Continued)

TOP DEVICES



Mobile visitors continued to outpace desktop and tablet users by a wide margin in the month of October 2023.

Online Advertising

GOOGLE ADVERTISING



The Google Ads generated 5,444 clicks. Popular search advertising keywords included “Daytona Beach” (*and similar*), “Food Near Me,” “Daytona Beach Restaurants” (*and similar*), and “Daytona Beach Shopping” (*and similar*).

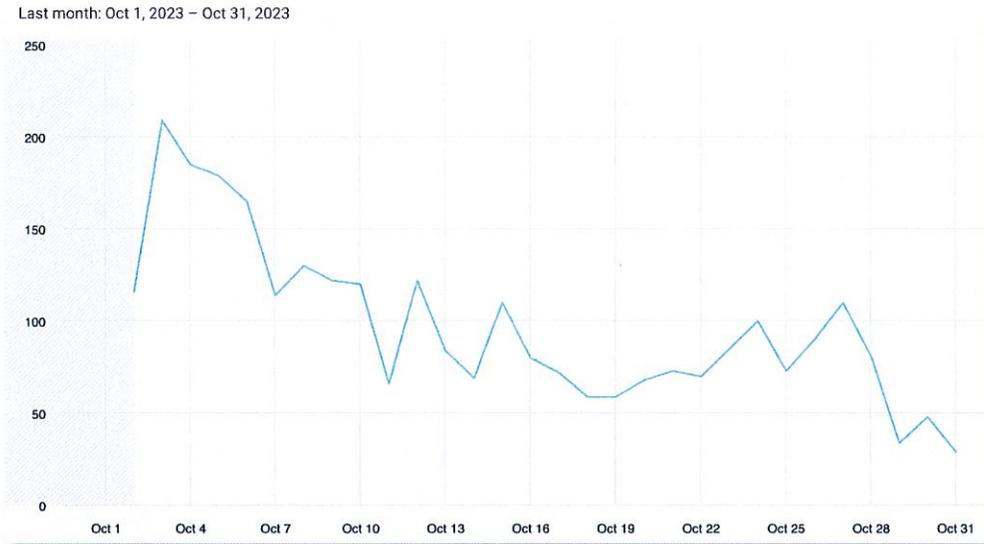
Page 3 of 4

DAYTONA BEACH DDA OCTOBER 2023 ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, November 2, 2023

Online Advertising (*Continued*)

FACEBOOK ADVERTISING



The Facebook/Meta advertising had 2,922 link clicks (*a 63.2% increase over the previous month*). The timing of clicks corresponded to the events, which were the focus of this advertising in October.

FACEBOOK EVENT RESPONSES

The Riverfront Shops Facebook advertising includes promoting DDA-sponsored events to generate event responses from potential attendees. October events with paid Riverfront Shops advertising in October included:

- OCTOBER DOWNTOWN DAYTONA NIGHTS: 750 responses to the event advertising, with 1,871 combined ad and organic responses to the Riverfront Shops' listing;
- FALL WINE & CHOCOLATE WALK: 1,332 responses to the event advertising, with 4,466 combined ad and organic responses to the Riverfront Shops' listing; and
- OKTOBERFEST: 1,136 responses to the event advertising, with 2,375 combined ad and organic responses to the Riverfront Shops' listing.

Paid promotion of the Halifax Art Festival also began in October, and its final engagement totals will be presented in the next report.

PAGE FOLLOWERS

As of early November, the Riverfront Shops of Daytona Beach Facebook page had 18,383 followers (*an increase of 151 since the last report*).

Page 4 of 4

**DAYTONA BEACH DDA
FY 2023 - 2024 MARKETING FLOWCHART
Prepared August 3, 2023 • Updated November 2, 2023
\$218,700 APPROVED BUDGET
\$127,500 Events Budget • \$91,200 Marketing Budget**

MEDIA	DESCRIPTION	SPACE	MAT	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	2	9	16	
A. GENERAL MARKETING SERVICES (\$41,500 Budget)																												
Supplies	Moist powder and mentherlment directory printing. (\$125 budget for each)	N/A	N/A																									\$41,500
TECHNICAL SERVICES	Fees for Contact, domains, and web hosting. (\$850 budget)	N/A	N/A																									\$1,750
PROFESSIONAL SERVICES (QUARTERLY MEETINGS)	Marketing agency fees for strategic planning, consultation, media organizations, email marketing, online/offline advertising, social media, public relations, web maintenance, and related copywriting, design, and production. (\$39,000 budget)	N/A	N/A																									\$450
B. DOWNTOWN MARKETING MEDIA (\$49,800 Budget)																												
Online	Google geo-targeted search and display ads (including remarketing). (\$13,100 budget)	2 Weeks	1 Week																									\$49,800
	Social media post-impinger ads. (\$13,100 budget)	2 Weeks	1 Week																									\$13,100
	Printed brochures and event inserts (with 1,000 ads for merchants), distributed at 133 locations. (\$14,100 budget)	4 Weeks	4 Weeks																									\$13,100
	New campaign photography for use in online and offline marketing materials. (\$9,281 budget)	N/A	N/A																									\$9,281
C. DOWNTOWN EVENTS (\$127,500 Budget)																												
SPECIAL EVENT MARKETING	Budget set aside for FY 2023-2024 event lease and advertising. (\$87,500 budget)	4 Weeks	3 Week																									\$87,500
SPONSORSHIP FEES	Event TBD (\$5,000)	4 Weeks	3 Week																									\$5,000
HAIRFLAX ART FESTIVAL	Advertising (\$5,000) and prize money (\$5,000)	4 Weeks	3 Week																									\$10,000
RIVERFRONT ESPLANADE	December to Remember (\$25,000) and Espalnade Market (\$5,000) sponsorships	2 Weeks	1 Week																									\$30,000
TOTAL																												\$223,700

(Grand Total Includes \$5,000 Advt Event Allocation Received 1/1/2)

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

BULLSEYE SPECIAL EVENTS

- October 6, Downtown Daytona Nights = \$2,000
- October 14, Wine & Chocolate Walk = \$2,500
- October 28, Oktoberfest = \$5,000
- November 11, Sip & Shop Wine Walk = \$2,500
- December 1, Downtown Daytona Nights = \$2,000
- December 9, Cookie & Wine Walk = \$2,500
- January 5, Downtown Daytona Nights = \$2,000
- January 13, Int'l Food & Wine Walk = \$2,500
- February 2, Downtown Daytona Nights = \$2,000
- February 10, Wine & Chocolate Walk = \$0
- February 24, Beer & Bacon Fast = \$2,500
- March 23, Wine & Cheese Walk = \$2,500
- April 5, Downtown Daytona Nights = \$2,000
- April 13-14, Daytona Beach Arts Fest = \$20,000
- May 3, Downtown Daytona Nights = \$2,000
- May 4, Almost Cinco de Mayo = \$5,000
- May 18, Mother's Day Wine Walk = \$2,500
- June 7, Downtown Daytona Nights = \$2,000
- July 5, Downtown Daytona Nights = \$2,000
- August 2, Downtown Daytona Nights = \$2,000
- September 6, Downtown Daytona Nights = \$2,000
- Spring & Summer 2024, Sunset Concert Series = \$15,000

TOTAL = \$87,500

ADDITIONAL EVENT SPONSORSHIP

- 61st Annual Halifax Art Festival, November 4-5 = \$10,000
- "December to Remember" Espalnade Event Series = \$25,000
- Espalnade Market = \$5,000
- Sponsorship Fees = \$5,000

TOTAL = \$45,000

GOLD

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

ONGOING PROJECTS

CITY OF DAYTONA BEACH – 11/02/23

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: Finished. (Primary research conducted and presented pro bono.)
DDA TACTICAL PLAN – For New Fiscal Year	ACTION STEPS: FY 23-24 tactical plan flowchart approved. (Monthly updates ongoing.)
DDA DATABASE MARKETING – Writing, Programming & Deployment	ACTION STEPS: Ongoing eblasts sent to consumers and merchants. (Latest blast sent 10/31.)
DDA KIOSK POSTERS – Design and Printing	ACTION STEPS: November poster sent to printer 10/30. (Client to install.)
RACK BROCHURE – Updates and Printing	ACTION STEPS: Brochure updated. HAF run printed. (Received special events list 11/2 for full print run.)
DDA DIRECTORY MAP – Merchant Updates.	ACTION STEPS: Updates from client ongoing. (Sent layout to client in October. Awaiting approval.)
DDA WEBSITE – Site Updates	ACTION STEPS: Updates are ongoing. (Add Holiday alert bar and page in November.)
DDA MEETING MATERIALS – Monthly Updates	ACTION STEPS: Updated analytics and presentation 11/02 for 11/9 DDA Board Meeting.
HAF MEDIA BUY – Additional Funding Expenditures	ACTION STEPS: Finished. (Outdoor board and radio spot running. Brochure printed.)
MIDTOWN CANVASSING MATERIALS – Lanyard & Door Hanger	ACTION STEPS: Finished.
MIDTOWN DATABASE – Information Gathering	ACTION STEPS: Made final adjustments and created second spreadsheet with additional businesses canvassed outside of Midtown boundaries. (Final report and files sent to client in October.)
MIDTOWN WEBSITE – Site Development	ACTION STEPS: Designed site plan and page schematic. (Awaiting client approval and next steps.)
MAIN STREET CANVASSING – Estimate/Presentation	ACTION STEPS: Presented project estimate in June. (Awaiting client approval.)
MAIN STREET DIRECTORY MAP – Design & Production	ACTION STEPS: Presented project estimate in June. (Awaiting client approval.)