



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, March 14, 2024 - 3:00 p.m.

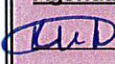
Conference Room 149 A&B

NOTICE – Pursuant to Section 286.0105, Florida Statutes, if any person decides to appeal any decision made by this Board at this public meeting, such person will need a record of the proceedings and, for that purpose, such person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. The City does not prepare or provide such a record.

	For special accommodation, please notify the City Clerk's Office at least 72 hours in advance. (386) 671-8023		Help for the hearing impaired is available through the Assistive Listening System. Receivers can be obtained from the City Clerk's Office.
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In accordance with the Americans with Disabilities Act (ADA), persons with a disability needing a special accommodation to participate in the Board meeting should contact the City Clerk's Office, 301 S. Ridgewood Ave, Room 210, Daytona Beach, FL 32114, Ph: (386) 671-8023, Email: clerk@codb.us not later than 72 hours prior to the proceedings. If you are hearing or voice impaired contact the relay operator at 1-800-955-9771.

1. Call to Order
2. Roll Call
3. Approval of Minutes:
 - a. February 12, 2024
4. Staff Reports
 - 4a. DDA Monthly Report
 - 4b. Security Update
 - 4c. Daytona Beach Arts Festival- Donation of \$1,000.00
5. Public Comments
6. Board Comments
7. Adjournment

Agenda Approval	Date
 Redevelopment Director	3/7/2024
____ City Attorney	____
____ City Manager	____

Downtown Development Authority Minutes

Thursday, February 08, 2024

The meeting of the Downtown Development Authority Board (DDA) was held on Thursday February 08, 2024, 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. Tammy Kozinski
Ms. Quanita May

Board Members Absent

Ms. Sheryl Cook, Vice Chair (Excused)
Mr. Douglas Martin (Excused)

Staff Members Present

Mr. Ken Thomas, Redevelopment Director
Ms. Phebe Fuqua, Redevelopment Project Manager
Ms. Michele Toliver, Redevelopment Project Manager
Ms. Angela Armstrong, Redevelopment Project Manager
Mr. Anthony E. Jackson, Deputy City Attorney
Mrs. Chernecia Campbell, Board Secretary

1. Call to Order

Mr. Sznajstajler called the meeting to order at 3:06 p.m.

2. Roll Call

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

A motion was made to excuse Mr. Martin and Ms. Cook, by Ms. May, seconded by Ms. Kozinski.
The motion was carried 3-0.

3. Approval of Minutes

A motion was made to approve the minutes from the December 14th, 2023, meeting by Ms. Kozinski, seconded by Ms. May. The motion was carried 3-0.

4. Reports & Presentations

4. 1. DDA Budget

During the budget presentation, Ms. Fuqua identified an error in the report's date, stating that it should read 1/30/2024 instead of 11/30/2024. Mr. Sznajstajler expressed concern over the low revenue compared to expenses, particularly focusing on downtown event costs. He highlighted that a significant portion of the event budget had already been spent by January, raising questions about overspending. Ms. Fuqua promised to provide an itemized list of the expenses and to investigate the financial situation with the finance department. She committed to returning with answers at the next meeting in March after scheduling a discussion with the finance team.

4.2. Staff Report

Security Downtown:

Ms. Fuqua plans to meet with First Coast Security on February 13th, 2024, to discuss a trial period of security services, aiming to assess effectiveness and scheduling. Once they determine the optimal level of security required, they will present the cost to the board for approval. Details from this meeting will be shared at the next board meeting. She aims to commence the security services in March or April, pending finalization of details.

Mr. Sznajstajler seeks clarification on the previously discussed 80/20 split. Ms. Fuqua explains that they're opting for a trial period to avoid potential delays associated with pursuing a full-year contract. The goal is to enhance safety for downtown business owners. She plans to seek short-term approval from the CRA before pursuing long-term approval. Ms. Toliver notes that the security company Ms. Fuqua will meet with is different from the one currently providing services for the esplanade.

Sidewalk Café:

Ms. Fuqua explains that they're amending the tax to modify the sidewalk café ordinance, aiming to remove fees and enhance organization for downtown eateries interested in outdoor dining. This proposal will be presented to the planning and redevelopment boards.

Ms. May inquires if sidewalk cafés are exclusively for restaurants. Ms. Fuqua clarifies that while it initially catered to restaurants, they're now exploring the possibility of extending it to retail to align with other municipalities.

Ms. May raises concerns about eligibility criteria for using the seating, particularly regarding non-food stores offering seating. Ms. Fuqua acknowledges the existing inconsistency and intends to establish clear rules and consequences. They've halted licensing until the amendment is adjusted and rules are defined. Additionally, Ms. May suggests addressing signage as another important aspect. Ms. Fuqua mentions considering barriers such as planters to maintain

uniformity and prevent issues.

Business Summit:

Ms. Fuqua is spearheading Daytona Beach's first summit, responding to a request from the commission and the mayor to bolster support for local businesses and nonprofits in laying a solid foundation for success. The summit will offer assistance with BTR applications, sunbiz business registration, and feature various sessions, including a keynote by Chris Robinson from the John Maxwell group. Additionally, they will host "A Taste of Daytona Beach," showcasing local eateries with BTRs in the city. Prizes, donated by local businesses, will be up for grabs. Currently, 110 attendees are registered for the event, scheduled for February 24th, 2024. Ms. Fuqua presented handbills containing website highlights to the board, which will be distributed at the summit.

4.3. Joseph Yarbrough- Riverfront Esplanade

Mr. Yarbrough provides updates on several projects:

The city commission recently amended the lease agreement for the brown riverfront esplanade foundation, allowing for a library extension spanning from Bookland Bridge to the front of the library. Building permit requests have been submitted, and they hope to have them next week, mobilizing toward the end of February. Phase three is projected to cost around \$850,000 and includes tasks such as sidewalk widening, fencing installation, and adding more security cameras, all aimed at completion by July.

The Josie Rogers' parking permit is currently awaiting processing in the billing department. Efforts are also underway to rectify oversights from previous remodeling phases, such as a missed roof replacement, to ensure the preservation of historical integrity. Other tasks on the horizon involve putting in a full kitchen and weatherproofing the pavilion, which should be finished by next month, although it's slightly over budget.

Operationally, there's a concerted effort to reassess expenses and revenue, particularly after terminating the contract with Expert Event Solutions. Scheduled events for February include a 5K run on February 20th, 2024, and the Mayor's Fitness Challenge, with an in-house market on February 25th, 2024. The Youth Business Festival is slated for March 23rd, 2024, taking advantage of pavilions to streamline setup. However, delays in obtaining a cost estimate from First Coast Security have occurred due to a contract change, with a new firm anticipated to be in place by March 1st, 2024.

Mr. Yarbrough suggests creating a Facebook page for invitees to report trespassers and keep an eye on neighborhood activity, as well as for security monitoring. Additionally, they discovered that they have the only public restroom on Beach Street. He's optimistic that this transition will be smooth and beneficial for the entire area.

Ms. May requests a list of March events or any relevant park updates to keep the commission informed.

4.4. Events Update- Al Smith, Bullseye Marketing

Mr. Smith discusses the recent Daytona Nights events. He highlights the success of the holiday cookie and wine walk, which was well-received by attendees and merchants. Despite cold weather in January and February, those events were also successful. The international wine and food walk had a good turnout. The upcoming wine and chocolate walk, scheduled for February 10th, 2024, is expected to be the largest event they organize. St. Patrick's Day is anticipated to be another successful event. Additionally, he mentions that the dates for the sunset concert series will be announced soon.

4.5. Marketing Approach- Keith Gold & Associates

Mr. Gold presents the January/February report, covering project updates, online analytics, and campaign budgets. They're actively updating event kiosk posters and directory maps as needed, while sending out regular e-blasts for data updates. Moving ahead, they'll update directory posters monthly and send out weekly e-marketing newsletters featuring events and new photography. They heavily invest in online advertising and search efforts, with around 24,000 monthly social media followers driven mostly by ads. Website traffic averages over 12,000 monthly, predominantly from ads. They monitor new versus returning website visitors. Currently, they're slightly under budget by over \$12,000, with plans to allocate these funds later.

5. Public Comments

Connor Rand and Kay Galloway, from the Daytona Beach Visitor Bureau, discuss their new destination guide, available as a digital download for visitors. They emphasize the growing number of businesses on Beach Street and their plans to film there, showcasing the area's food, experiences, and art to attract visitors. The digital guide is accessible at Daytonabeach.com. Additionally, individuals can submit event information on the website, which will be reviewed by the public relations department and added to the calendar if deemed appropriate and appealing to visitors.

6. Board Comments

Ms. May requests updates on upcoming events, including attendee numbers, to present at the next commission meetings.

Mr. Sznepstajler suggests adding a list of upcoming events for the next two months to the agenda, providing community members and the board with information to review.

He emphasizes the importance of carefully reviewing numbers and encourages staff to communicate any financial concerns to the finance department and the board.

7. Adjournment

The meeting was adjourned at 4:06 p.m.

Michael Sznepstajler, 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	Receive to Date as of 02/29/24	Available
Ad Valorem	\$219,804.00	\$188,719.32	\$31,084.68
Delinquent Ad Valorem	0	3.78	-3.78
Downtown CRA Payment	135,000.00	117,960.51	17,039.49
Interest on Investment	0	0.00	0.00
Miscellaneous	0	0	0
Appropriation of Fund Balance	10,413.00	0.00	
Total	\$365,217.00	\$306,683.61	\$48,120.39

Farmers' Market Activities

Revenues	Budget	Received to Date as of 02/29/24 Balance	Available
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 02/29/24	Available
Promo- Advertising	\$43,917.00	\$12,142.10	\$31,774.90
Care and Subsistence	300	101.02	198.98
Downtown Marketing Media	39,000.00	19,500.00	19,500.00
Events Promotion	1,600	0.00	1,600.00
Supplies	0	0	0
Memberships	0	0	0
Downtown CRA Payment	135,000.00	117,960.51	17039.49
Encumbered (Gold PO)	0	0	-19,500.00
Total	\$219,817.00	\$149,703.63	\$50,613.37

Expenses Farmer's Market	Budget	Period Amount as of 02/29/24	Balance
Market Manager	\$0.00	\$0.00	\$0.00
Liability Insurance	1,500.00	2,150.00	-650
Other Contractual Services	5,000.00	5,000.00	\$0.00
Promo Marketing	4,400	0	4400
DDA SNAP Expenses	2,000.00	174.80	1,825.20
Booth Merchandise	0	0	0
Other Materials & Supplies		0	0
Total	\$12,900.00	\$7,324.80	\$5,575.20

Expenses	Appropriation	Period Amount as of 02/29/24	Balance
Downtown Events	\$127,500.00	\$58,000.00	69,500.00
Supplies/ Offline print	5,000.00	175.00	4,825.00
Total	\$132,500.00	\$58,175.00	\$74,325.00

DDA Budget Summary

	Budget	Received as of 02/29/24	Balance
Total DDA Revenue	\$365,217.00	\$306,683.61	\$58,533.39
Reserves			0.00
Total	365,217.00		58,533.39

	Budget	Expent as of 02/29/24	Balance
Total DDA Expenditures	\$365,217.00	215,203.43	150,013.57
Encumbered (Gold PO)	0.00		-19,500.00
	365,217.00		
Available			130,513.57



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

MEMORANDUM

Revenues	Budget	Receive to Date as of 01/30/24	Available
Ad Valorem	\$219,804.00	\$159,369.16	\$60,434.84
Delinquent Ad Valorem	0	3.78	-3.78
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	0.00	
Total	\$365,217.00	\$159,372.94	\$195,431.06

Farmers' Market Activities

Revenues	Budget	Received to Date as of 01/30/24 Balance	Available
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 01/30/24	Available
Promo- Advertising	\$43,917.00	\$6,055.88	\$37,861.12
Care and Subsistence	300	101.02	198.98
Downtown Marketing Media	39,000.00	13,000.00	26,000.00
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	135000
Encumbered (Gold PO)	0	0	-26,000.00
Total	\$219,817.00	\$19,156.90	\$174,660.10

Expenses Farmer's Market	Budget	Period Amount as of 01/30/24	Balance
Market Manager	\$0.00	\$0.00	\$0.00
Liability Insurance	1,500.00	1,100.00	400
Other Contractual Services	5,000.00	5,000.00	\$0.00
Promo Marketing	4,400	0	4400
DDA SNAP Expenses	2,000.00	174.80	1,825.20
Booth Merchandise	0	0	0
Other Materials & Supplies		0	0
Total	\$12,900.00	\$6,274.80	\$6,625.20

Expenses	Appropriation	Period Amount as of 01/30/24	Balance
Downtown Events	\$127,500.00	\$56,000.00	71,500.00
Supplies/ Offline print	5,000.00	175.00	4,825.00
Total	\$132,500.00	\$56,175.00	\$76,325.00

DDA Budget Summary

	Budget	Received as of 01/30/24	Balance
Total DDA Revenue	\$365,217.00	\$159,372.94	\$205,844.06
Reserves			0.00
Total	365,217.00		205,844.06

Expent as of

	Budget	01/30/24	Balance
Total DDA Expenditures	\$365,217.00	81,606.70	283,610.30
Encumbered (Gold PO)	0.00		-26,000.00
	365,217.00		
Available			257,610.30

THE CITY OF DAYTONA BEACH DDA



CONTENTS

1. February-March 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



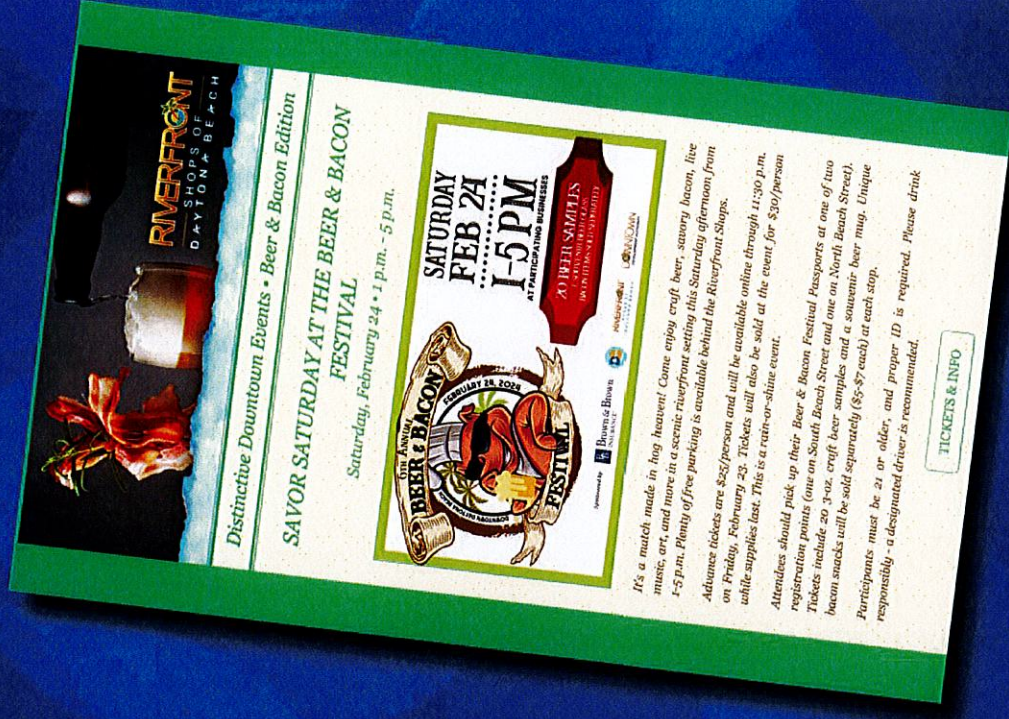
- *Winter Season Marketing*



2. NEW MARKETING INITIATIVES

WINTER MARKETING

- *Collateral – Brochure (on Hold), Events Insert, Kiosk Poster & Directory Map*
- *Directory Posters – Featuring Monthly Events*
- *E-Mail Marketing – Weekly Shopping, Dining & Event E-Blasts*
- *New Photography – of the Entire Riverfront Shops Area (on Hold)*

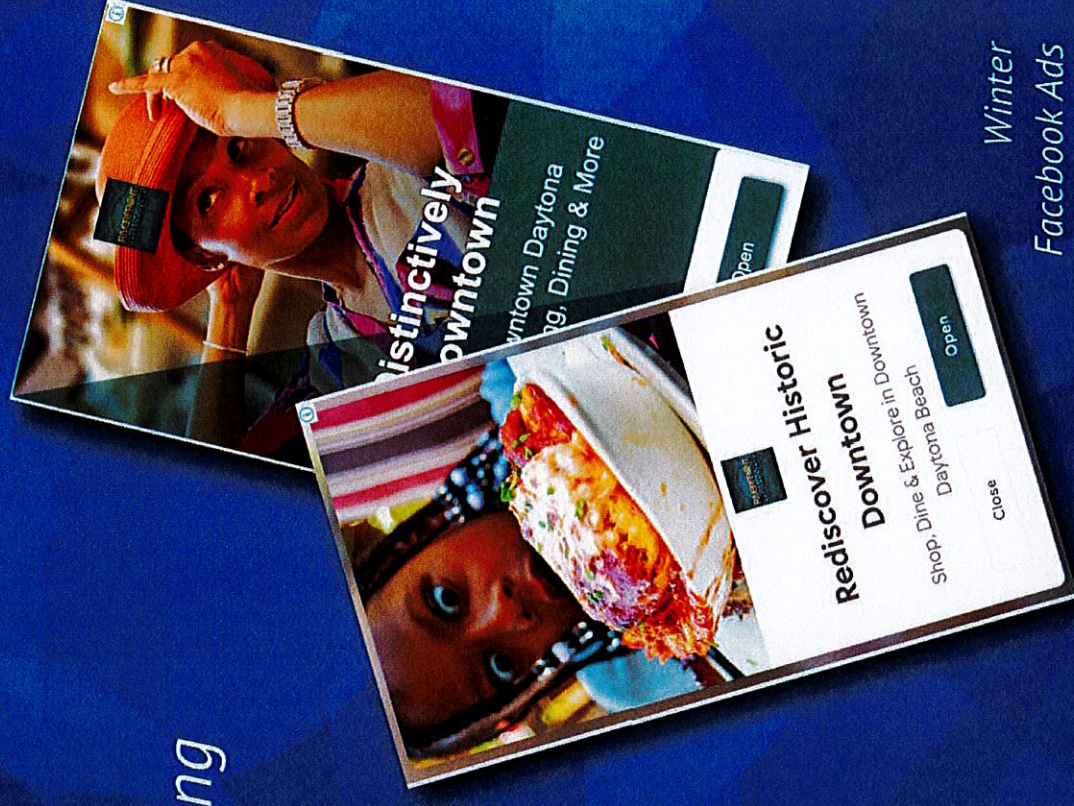


Event
E-blasts

2. NEW MARKETING INITIATIVES

WINTER MARKETING

- *Online Advertising – Search & Social Advertising*
- *Public Relations – Event Announcements*
- *Website – Special Alert Bars & Pages*



Winter
Facebook Ads

MEDIA		SPACE		MONTHS												TOTALS	
	DESCRIPTION	MAT. CLOSE		OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT		
A. GENERAL MARKETING SERVICES (\$41,000 Budget)																	
SUPPLIES	Music 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	\$41,000	
TECHNICAL SERVICES	Fees for Contact, domains, and web hosting. (\$650 budget.)	N/A	N/A	\$650	-	-	-	-	-	-	-	-	-	-	-	\$1,750	
PROFESSIONAL SERVICES (QUARTERLY MEETINGS)	Marketing agency fees for strategic planning, consultation, media buying, social media management, content creation, design, public relations, web maintenance, and related copywriting, design, and production. (\$30,000 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	\$9,750	
B. DOWNTOWN MARKETING MEDIA (\$49,000 Budget)																	
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	\$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	\$1,000	\$1,000	\$13,100	
Offline: Brochure Displays	Printing brochures and event inserts (with 1,000 seals for merchants), distributed at 133 locations. (\$14,100 budget.)	4 Weeks Prior	4 Weeks Prior	\$500	\$400	\$300	\$400	\$400	\$2,000	\$500	\$500	\$2,000	\$500	\$500	\$2,000	\$14,100	
Photo Shoot	New campaign photography for use in online and offline marketing materials. (\$5,000 budget.)	N/A	N/A	-	-	-	-	-	\$0,201	-	-	-	-	-	-	\$0,201	
C. DOWNTOWN EVENTS (\$127,500 Budget)																	
SPECIAL EVENT MARKETING	Budget not available for FY 2023-2024 event fees and advertising. (\$57,500 budget.)	4 Weeks Prior	3 Weeks Prior	\$37,500	-	-	-	-	-	-	-	-	-	-	-	\$37,500	
SPONSORSHIP FEES	Event TBD (\$5,000)	4 Weeks Prior	3 Weeks Prior	\$5,000	-	-	-	-	-	-	-	-	-	-	-	\$5,000	
HALF-ART FESTIVAL	Advertising (\$5,000) and prize money (\$5,000)	4 Weeks Prior	3 Weeks Prior	\$10,000	-	-	-	-	-	-	-	-	-	-	-	\$10,000	
RIVERFRONT ESPLANADE	"December to Remember", \$225,000 and Esplanade Market (\$5,000) sponsorships.	2 Weeks Prior	1 Week Prior	\$25,000	\$5,000	-	-	-	-	-	-	-	-	-	-	\$30,000	
TOTAL				\$154,324	\$11,774	\$6,774	\$6,899	\$5,874	\$17,872	\$5,874	\$5,874	\$8,281	\$5,874	\$5,874	\$8,408	\$ 223,700	
																(Grand Total Includes \$5,000 Adopt Event Allocation Received 11/2)	
				Production				Material Distributed/Run				Events					

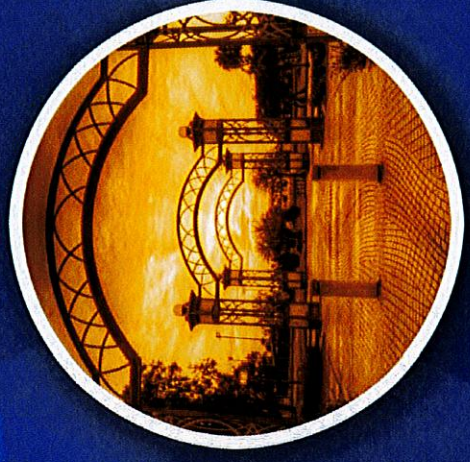
QUESTIONS & ANSWERS

Thank You for Your Business!



G O L D

Marketing Communications



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DAYTONA BEACH DDA
FEBRUARY 2024 ANALYTICS REPORT
Prepared by GOLD Marketing • Thursday, February 29, 2024

THE VERANDA

814 State Road A1A North

Ponte Vedra Beach, FL 32082

T 904.285.5669

W StrikeGold.com

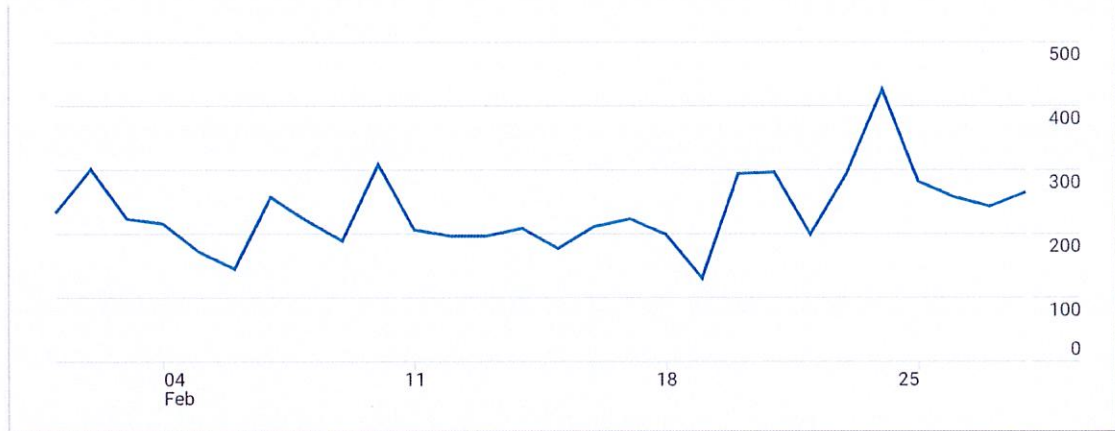
DAYTONA BEACH DDA

FEBRUARY 2024 ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, February 29, 2024

Overall Site Engagement

WEBSITE VISITATION



Website users across the month.

FEBRUARY '24 TOTALS

- TOTAL USERS: 6,148
- NEW USERS: 5,941
- SESSIONS: 7,987
- PAGEVIEWS: 12,306

The Riverfront Shops of Daytona Beach website continued to engage large numbers of visitors in February 2024. Because February had a lower advertising budget than the period around the holidays, website traffic was down somewhat compared to the previous months, yet still significant.

NOTE: This report was finalized on the morning of February 29th to meet the City's materials deadline for the DDA Board Meeting, so the final monthly totals will be slightly higher.

MOST VIEWED PAGES

FEBRUARY 2024 VIEWS

- HOME PAGE: 8,498
- EVENTS (CALENDAR): 517
- SHOPPING: 488
- DINING: 486
- BEACH STREET EVENTS 438

The Home Page, Events (*Calendar*), Shopping, and Dining were the most visited pages, as well as the calendar page for events with Beach Street as the designated venue.

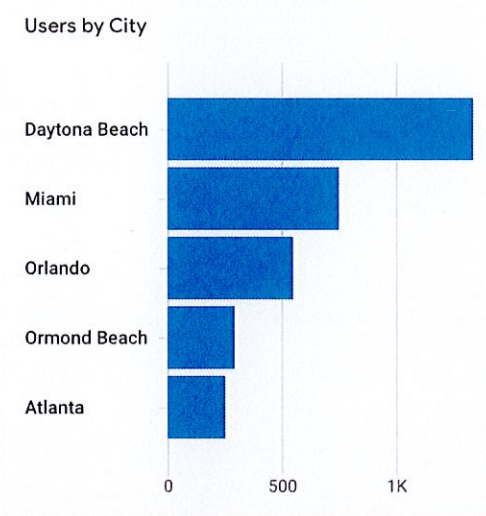
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DAYTONA BEACH DDA FEBRUARY 2024 ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, February 29, 2024

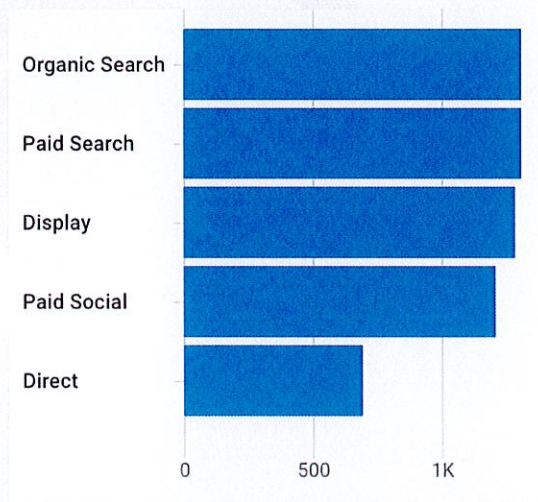
Overall Traffic (Continued)

TOP CITIES



The above shows the top cities by the number of users in February 2025. Daytona Beach, Orlando, and Ormond Beach represent local/regional shoppers and diners, while Atlanta and Miami were popular origin cities for out-of-town guests and prospects. (*Palm Coast, Port Orange, Holly Hill, and New Smyrna Beach were also well-represented local areas.*)

KEY TRAFFIC SOURCES



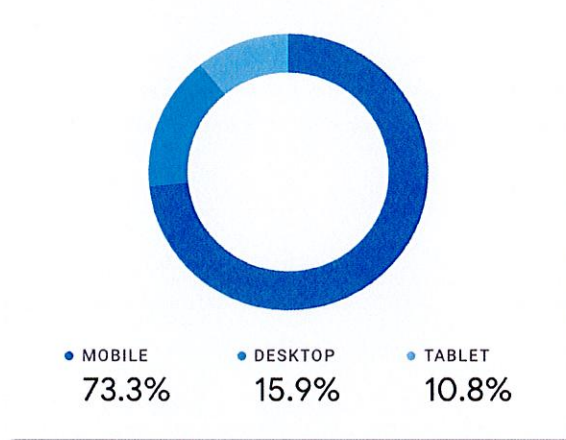
As shown in the above chart, the largest driver of users to the site was paid advertising (represented by the Paid Search, Display, and Paid Social categories), as well as organic search and direct site visits.

DAYTONA BEACH DDA FEBRUARY 2024 ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, February 29, 2024

Overall Traffic *(Continued)*

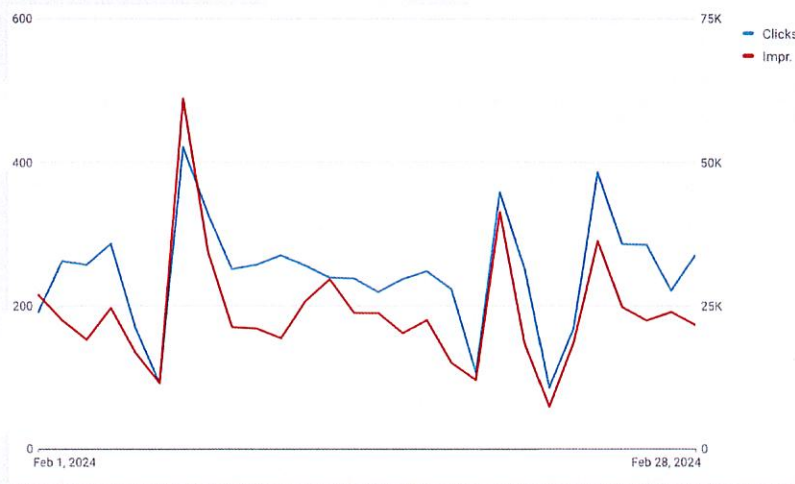
TOP DEVICES



Mobile visitors outpaced desktop and tablet users by a wide margin in February 2024, continuing the longstanding trend.

Online Advertising

GOOGLE ADVERTISING



The Google Ads generated 6,889 clicks and 665,910 impressions (*times an ad was shown*) in February 2024. Popular search advertising keywords included “Daytona Beach” (*and similar*), “Food Near Me,” (*and similar*), “Daytona Beach Restaurants” (*and similar*), “Daytona Beach Shopping” (*and similar*), and “Downtown Daytona Beach.”

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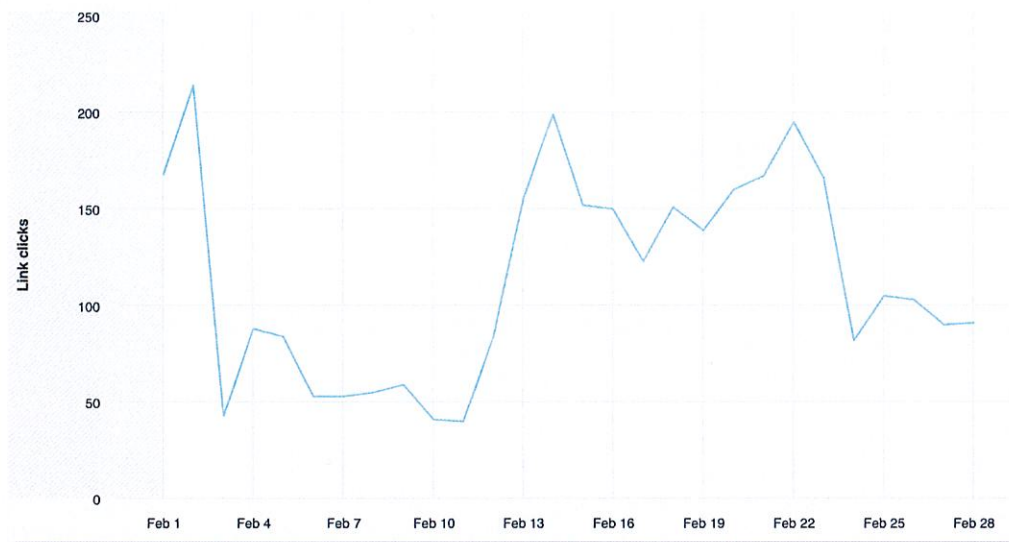
DAYTONA BEACH DDA

FEBRUARY 2024 ANALYTICS REPORT

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Online Advertising (*Continued*)

SOCIAL MEDIA ADVERTISING



Advertising via Meta/Facebook advertising had 3,239 link clicks and 214,486 impressions (*times an ad was shown*) in February 2024.

FACEBOOK EVENT RESPONSES

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

- FEBRUARY DOWNTOWN DAYTONA NIGHTS: 1,028 responses to the event advertising, with 3,056 combined ad and organic responses to the Riverfront Shops' listing;
- WINE & CHOCOLATE WALK: 263 responses to the event advertising, with 942 combined ad and organic responses to the Riverfront Shops' listing; and
- BEER & BACON FESTIVAL: 1,183 responses to the event advertising, with 1,676 combined ad and organic responses to the Riverfront Shops' listing.

PAGE FOLLOWERS

As of February 29th, the Riverfront Shops of Daytona Beach Facebook page had 19,044 followers (*an increase of 40 since the last report*).

GOLD

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ONGOING PROJECTS

CITY OF DAYTONA BEACH – 02/28/24

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 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. (February blasts sent 2/1, 2/8, and 2/21 to promote special events.)

DDA KIOSK POSTERS – Design and Printing

ACTION STEPS: March poster sent to printer w/o 2/26.

RACK BROCHURE – Updates and Printing

ACTION STEPS: Brochure designed for holiday season. Merchant information update request eblast sent 11/9, and GOLD has made all changes received. (Awaiting final approval from the City to print.)

DDA DIRECTORY MAP – Merchant Updates.

ACTION STEPS: Updated version printed 11/1. (Awaiting updates for next printing.)

DDA WEBSITE – Site Updates

ACTION STEPS: Updates are ongoing.

DDA MEETING MATERIALS – Monthly Updates

ACTION STEPS: Updated analytics and presentation materials for March meeting.

RIVERFRONT SHOPS PHOTOGRAPHY – Holiday & General Images

ACTION STEPS: Awaiting estimate approval to schedule shoot.

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.)