

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

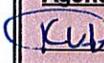
Thursday, April 11, 2024 - 3:00 p.m.
Conference Room 149 A&B

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.

	<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: March 2024
4. **Reports & Presentations.**
 - 4a. DDA Budget
 - 4b. Staff Report
 - 4c. Daytona Beach Arts Festival Funding Application
 - 4d. Events Update- Al Smith, Bullseye Marketing
 - 4e. Keith Gold & Associates- Marketing Approach
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, March 14th, 2024

The meeting of the Downtown Development Authority Board (DDA) was held on Thursday March 14th, 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
Mr. Douglas Martin
Ms. Quanita May
Ms. Sheryl Cook, Vice Chair

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. Ben Gross, 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.

3. Approval of Minutes

A motion was made to approve the minutes from the February 12th, 2024, by Ms. Kozinski, seconded by Ms. May. The motion was carried 5-0.

4. Staff Reports

4a. DDA Monthly Report

Fredrik Coulter explains that each year, when preparing the budget, they only account for the money expected to come in and what's needed to balance the budget for the New Year.

However, the exact amount isn't known until bills are paid, which typically happens between January and April. Recently, he calculated the actual amount available for the new year and presented it to the board. They're now amending the budget to include over \$40,000 rolling over from the previous year, which will all go into reserves.

Ms. May asked about a past finance issue and its impact on the current discussion. Mr. Coulter clarified that it's a separate matter and they address it in April meetings to avoid repeating past mistakes made in January, due to the ongoing changes. Ms. May inquired about their usual budgeting practice, which Mr. Sznajstajler confirms they maintain. Mr. Coulter explained that while their current budget shows zero, they expect to carry over funds, resulting in a \$40,000 surplus in reserves. Ms. Fuqua mentioned a formula error from last month, which they fixed after a thorough review, ensuring the accuracy of updated reports.

Mr. Sznajstajler proposes addressing budget items separately from the financial report. He suggests beginning with the \$40,295 amendment needed to be added to the budget.

Ms. May motions to transfer the \$40,295 from last fiscal year's reserves into the current year's budget, which is seconded by Mr. Martin. The motion was carried 5-0.

Mr. Sznajstajler asks if the financial reports include the recently budgeted \$40,000. Mr. Coulter explains that it's unlikely to show up in the March report as it needs commission approval in April. Mr. Thomas assures they'll stick to the budget and avoid using reserves. Ms. May suggests controlling spending, considering future expenses. Mr. Sznajstajler agrees, citing uncertainties like property tax values. He proposes clearer budget breakdowns to track spending, especially for events like the farmers market. They discuss the need for detailed spreadsheets to monitor expenses and suggest supporting schedules. Mr. Thomas emphasizes their strict oversight to prevent budget overruns.

4b. Security Update

Ms. Fuqua informs the board about their ongoing discussions with First Coast Security. They plan to submit the contract on March 25th with some adjustments. The security will patrol downtown from Orange Avenue to International Speedway and Beach Street to Palmetto, with a map provided for reference. The costs will stay under \$25,000 for city manager approval, avoiding the need to go before the city commission. By the end of May, they aim to present data to the commissioners for review, helping them decide on future security needs. Data will be collected through an app used by the security company, providing daily, weekly, and monthly updates. Two unarmed officers will patrol Monday to Saturday, in two shifts from 6am to 10pm. Transparency will be maintained throughout the process, with formal introductions of the security officers to downtown boards after the agreement is signed.

Ms. Kozinski wonders why security is only covering Orange to ISB and not the North. Ms. Fuqua explains it's due to funding limitations. Ms. Kozinski disagrees, saying expanding the coverage wouldn't cost more. Ms. Fuqua says based on discussions with the security company and their map, it would. Ms. Kozinski predicts pushback from the North, which Ms. Fuqua confirms is already happening. Ms. Cook asks when it starts, and Ms. Fuqua confirms March 25th.

Ms. May inquired about how security handles transient individuals who are not panhandling but sitting with a shopping cart. Mr. Gross explained that security can offer assistance and contact the police if needed. He mentioned a forthcoming ordinance against storing items in public spaces. Deland's recent ordinance requires officers to offer assistance before taking action. Mr. Gross clarified that people can sit freely unless causing a disturbance. Ms. May questioned the effectiveness of security if they can only observe. Mr. Gross explained their role is not solely to move homeless individuals, but they may intervene if crimes are witnessed. Ms. Fuqua mentioned security taking pictures. Ms. Cook asked about crimes witnessed by property owners. Mr. Gross noted some crimes require police observation while others don't.

Ms. Kozinski points out the need to handle merchant expectations downtown, mentioning problems like sidewalk scooters.

Mr. Thomas explains it's a trial program, and they're figuring out what works. Mr. Sznajstajler adds that the city is leading the effort, and the board's input is important.

Al Smith discusses the busy event season, highlighting the recent successful wine and chocolate walk and the upcoming St. Patrick's Day event. He mentions the wine and cheese walk on March 23rd and the Daytona Beach Arts Festival on April 13th, which includes a two-day chalk art competition and a mini mural competition. Mr. Smith notes the Sunset Concert Series dates are set, featuring high-quality bands and production. He's enthusiastic about attracting people downtown, especially during slower times.

Ms. May asks for a list of upcoming events to provide updates at commission meetings. Mr. Smith adds details about the concert series, mentioning the location at Veterans Plaza in the esplanade. He explains that they'll close the north block from ISB to Bay Street, set up the stage where the flags are, offer VIP seating, and have general admission. Additionally, people are welcome to use the esplanade.

Mr. Gold updates everyone on projects and budget spreadsheets, noting a recent algorithm change for analytics. He discusses ongoing marketing efforts, including wrapping up activities for the spring season. He mentions the lengthy process of working on a brochure, which keeps changing due to new listings. Updates to kiosk posters and frequent email marketing, including one sent out today for St. Patrick's Day events, are also highlighted. He mentions upcoming photography reviews and submissions of analytics for online advertising to the city. Despite these activities, they are under budget. Ms. Cook asks if photography is in next year's budget. Mr. Gold says no, but confirms they'll be getting together soon to discuss it.

They've mapped out all areas for photography and aim to make graphs clickable for more information. Mr. Sznajstajler points out the absence of the March 23rd Children's Business Fair in today's eblast, prompting Mr. Gold to address it immediately.

Joe Yarbrough shares plans to move the riverfront market to phase 2 to connect better with businesses. They're thinking of extending the fair to two days based on positive feedback. Mr. Yarbrough seeks the board's support in presenting an item to the city commission about phase 3 at the esplanade. He proposes a \$200,000 investment from Hyatt Brown to repair the Bayou Bridge alongside phase 3, with the city offering an interest-free refund. Ms. May asks who decides the bridge's appearance, and Mr. Yarbrough confirms it's already been approved with the amendment. He also explains security measures for the bridge, including nightly locking, morning unlocking, surveillance cameras, and patrols for safety.

Ms. Cook motioned for the Downtown Development Authority board to go on record supporting the repair and prioritization of Bayou Bridge, being done concurrently with phase 3 of the esplanade. The motion was seconded by Mr. Martin; carried 5-0.

5. Public Comments

John Nicholson admits he's unfamiliar with the Brooklyn Bridge or the Bayou Bridge and asks where they are. Ms. Kozinski explains that the Brooklyn Bridge connects the north and south from behind the library to the north side of ISB. Mr. Sznajstajler clarifies that these bridges are pedestrian walkways. Mr. Nicholson then brings up security attire, suggesting that the board ensures they don't appear too intimidating for a tourist town. He recommends they dress in a welcoming and appropriate manner.

Jenny Craig, the new Chief Advancement Officer for the Museum of Arts and Sciences, introduces herself. She mentions that her role involves working with the museum's guild at the Halifax Arts Festival. She expresses gratitude to the DDA for their support of the event and looks forward to future collaborations.

6. Board Comments

Ms. May inquires about a downtown crime report. Ms. Fuqua explains that they're gathering information and will share it with the board soon. Ms. May raises concerns about people with shopping carts on the sidewalks of Beach Street and Magnolia. Mr. Gross mentions drafting an ordinance to prohibit temporary sidewalk storage, regardless of obstruction. Ms. Cook adds that she has brought up this issue with the design review board as well.

7. Adjournment

The meeting was adjourned at 3:58 p.m.

Michael Sznajstajler, Chairman

Chernecia Campbell, Board Secretary

Name:



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 03/31/24	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 03/31/24 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 03/31/24	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	16,250.00	22,750.00
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	-22,750.00
Total	\$219,817.00	\$146,453.63	\$50,613.37

Expenses Farmer's Market	Budget	Period Amount as of 03/31/24	Balance
Market Manager	\$0.00	\$0.00	\$0.00
Liability Insurance	1,500.00	2,200.00	-700
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	\$7,374.80	\$5,525.20

Expenses	Appropriation	Period Amount as of 03/31/24	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 03/31/24	Balance
Total DDA Revenue	\$365,217.00	\$306,683.61	\$58,533.39
Reserves			0.00
Total	365,217.00		58,533.39

Expent as of

	Budget	03/31/24	Balance
Total DDA Expenditures	\$365,217.00	210,003.43	155,213.57
Encumbered (Gold PO)	0.00		-22,750.00
	365,217.00		
Available			132,463.57



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DOWNTOWN EVENT FUNDING CRITERIA

EFFECTIVE: November 2022

Summary

The Downtown Development Authority (DDA) is a taxing authority and a dependent, special district of The City of Daytona Beach. Established in 1972, the Authority's purpose is to revitalize Downtown Daytona Beach through the funding of programs that promote the attractiveness of Downtown and promote the development of Downtown Daytona Beach. Currently, the DDA partners with the Daytona Beach CRA to focus on supporting activities and programs that market, brand, and promote Downtown Daytona Beach and Downtown businesses.

The Daytona Beach Downtown Development Authority (DDA) wants to showcase the vibrancy and variety of experiences a visitor can have in Downtown Daytona Beach and support events that compliment the marketing and promotion strategy for the area of Downtown Daytona Beach known as the "Riverfront Shops of Daytona Beach" and will benefit merchants in the shopping and dining district.

The DDA has developed this program to offer promotional support to Downtown events. Requests/proposals from Downtown event promoters and organizations will be accepted on an annual basis for DDA Event Sponsorship and reviewed according to the evaluation criteria in this document.

Background

The goal is for Downtown Daytona Beach to be the center of culture, entertainment and dining in the Daytona Beach region. The DDA is working to create a welcoming environment that is a gathering place for people of all ages and interests.

Offering a variety of public, outdoor events is an important part of creating a strong downtown. This program is built upon the basic principal that coordinated, strategic and inter-related promotions and events act together to strengthen the downtown.

The DDA wishes to support events and promotions that will strengthen the arts, entertainment, and retail sectors of Downtown. The desired result is a coordinated offering of downtown events and promotions that:

- Provide a comprehensive and coordinated offering of events and promotions.
- Enhance the image of the Downtown and Riverfront Shops of Daytona Beach as a destination
- Expand the programming for Riverfront Park
- Celebrate the vibrancy of Downtown

- Strengthen Downtown businesses
- Increase the frequency and/or length of visits to the Downtown
- Ensure diversity and distinctness in the events offered
- Draw targeted audiences into Downtown businesses and arts venues

The DDA will support two levels of events in Downtown. For **all events** in the Downtown area that meet the basic criteria, the DDA will provide limited marketing support, including listing the event on the DDA website, e-blasts, and social media. **Sponsored events** are major festivals designed to draw large audiences with similar demographics as the customer base for the Riverfront Shops of Daytona Beach and are located in the Riverfront Shops of Daytona Beach area or on Manatee Island. The DDA will provide additional support for sponsored events that meet the criteria.

DDA Event Assistance

For all events that meet the criteria, the DDA will provide:

1. "Riverfront Shops of Daytona Beach" graphic elements and standards for usage.
2. Announcement of the event to the Downtown businesses through email.
3. Listing of the event on the Riverfront Shops of Daytona Beach website, e-blast and social media.

For **Sponsored Riverfront Shops of Daytona Beach** Events, the DDA will provide:

1. List as Sponsor event for City of Daytona Beach event permitting costs.
2. Promotion of the event in "Riverfront Shops of Daytona Beach" television ads.
3. Promotion of the event in "Riverfront Shops of Daytona Beach" online ads.
4. Listing of the event on any published calendar of events for the Riverfront Shops of Daytona Beach (could include in-room concierge book and hotel rack card).
5. Listing on Riverfront Shops Event Directory Poster
6. Promotion of the event on Riverfront Shops 4x6 Palm Cards

For **Sponsored Manatee Island** Events, the DDA will provide:

1. List as Sponsor event for City of Daytona Beach event permitting costs.

The DDA may enter into long-term agreements to Sponsor Riverfront Shops of Daytona Beach Events.

Eligibility

For general marketing and promotion support, the event must be located within the Downtown Development Authority (DDA) boundaries and meet the evaluation criteria included in this document. For Sponsored events receiving direct funding, the event must be located in the "Riverfront Shops of Daytona Beach" area (see Exhibit A) of Downtown Development Authority and meet the evaluation criteria included in this document.

For Riverfront Shops of Daytona Beach Sponsored Events, the applicant will provide:

1. Budget including expenses, revenues and funding sources
2. Application describing the event/promotion
3. Clean up, security, planning, staffing and management of the event
4. Budget for advertising the event, including radio and print, and mentioning the event is occurring at the "Riverfront Shops of Daytona Beach"
5. Sponsored events should provide space for a Downtown Daytona Beach booth for the purpose of promoting the Riverfront Shops of Daytona Beach and its merchants.
6. Recap of the event per the form in Exhibit C attached including a description of the event, the planner's evaluation of the event, and recommendations for a future event.

Requirements

The participating event/promotion will be required to use the Riverfront Shops of Daytona Beach logo and marketing elements in their printed materials, with DDA having approval on placement and size, based on conformance with the standards set forth in Exhibit B. Any press releases will mention the event being located in the Riverfront Shops of Daytona Beach and sponsored by the Daytona Beach Downtown Development Authority.

Evaluation

Proposals submitted will be evaluated based upon the quality of the proposal and the following requirements:

For all events:

1. Benefit to the Downtown:
 - The event/promotion creates a positive image of the Downtown.
 - The event will enhance the Downtown's reputation as the center of art, culture, entertainment, dining, education, and urban life.
 - The event is designed to attract customers that are consistent with the Downtown Retail Study prepared by Gibbs Planning Group.
 - The event/promotion is coordinated with the Downtown marketing campaign and directs attendees to the Downtown website.
 - The event can be enjoyed by a variety of audiences and is not offensive or dangerous. Political and religious programming is not eligible. The event is located in the DDA boundaries.
2. Ease and Ability of Production
 - The organization coordinating the event has the capacity to carry out the event/promotion.
 - All general organizational elements (security, promotion, staffing, clean up and organization) are managed by the event organizer.

3. Coordination and Collaboration

- The event is coordinated with The City of Daytona Beach Cultural Services Office and has obtained an event permit or the event has been approved in the past.
- The event collaborates with Downtown businesses. Opportunities are created to encourage interaction between businesses and the event attendees. First priority for event participation is given to Downtown businesses.
- Special attention will be paid to efforts that collaborate with other initiatives and resources in the community and other Downtown stakeholders.

For Riverfront Shops of Daytona Beach Sponsored events:

- The event is located in the Riverfront Shops of Daytona Beach area.
- There is a direct benefit to Riverfront Shops of Daytona Beach merchants.
- The event is open to the public and free of charge. Certain portions of the event may have charges, such as food, music performances, or drinks.
- The funds provided by this program will leverage other funds and are used for costs that are incurred by the event.
- For merchant promotions, participation is available to all merchant businesses within the defined district/group. The applying group is united by either:
 - geographic boundaries within the Downtown, or
 - a common theme within the Downtown (example: restaurants, retail)

Submittal and Timing

The DDA will accept and review applications from organizations for Sponsored events and promotions assistance on an annual basis at their August regular meeting for the next fiscal year. Additional events may be considered during the year. Please allow one month for normal processing. The Daytona Beach Downtown Development Authority retains the right to reject any and all proposals.

Please submit your application using the application form.



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

Robert Abraham
Chairman
Kelly White
Commissioner
Sheryl A. Cook
Joseph H. Hopkins
Tammy M. Kozinski

APPLICATION FOR DDA EVENT ASSISTANCE

Event: Mini Murals: Temporary Transformations

Event Contact: Theresa Lieberman Email: Theresa@im-daytona.com

Proposed Event Date(s): April 5 – 14, 2024

Attach the following:

- | | |
|---|---|
| <input type="checkbox"/> Event Plan & Description | <input type="checkbox"/> Event Marketing Plan |
| <input type="checkbox"/> Event Budget | <input type="checkbox"/> City Event Permit |

Evaluation Criteria

For all events:

1. **Event Benefits Downtown:** Explain how the proposed event will benefit Downtown overall and directly benefit local retail merchants and restaurants. Explain how the event is consistent with the customers identified in the Downtown Retail Study.

Mini Chalk Murals will benefit Downtown overall by attracting a diverse range of customers identified in the Downtown area and including the Riverfront Esplanade. We hope to directly benefit local retail merchants, businesses, galleries and restaurants through increased foot traffic and sales opportunities, ultimately fostering economic growth and community engagement.

2. **Event Production Ease and Ability:** Provide the history and background of the event and any past event experience of the producers. List other sponsors and sources of funds.

This inaugural project, in collaboration with the 3rd annual Daytona Beach Arts Fest, builds upon the success and legacy of previous arts festivals, leveraging the expertise and past event experience of the producers, alongside support from additional sponsors and diverse funding sources, to ensure a vibrant and enriching cultural experience for attendees.

3. **Coordination and Collaboration:** Explain how the event will be coordinated with Downtown businesses. The event will be coordinated with Downtown businesses by offering participation opportunities for them to host Mini Murals, which the public will vote on to determine their favorite, thereby fostering community engagement and enhancing foot traffic to the respective business locations.

4. **For Riverfront Shops of Daytona Beach sponsored events:** Event is located in Riverfront Shops of Daytona Beach area; YES

Event is free and open to the public: YES

Event leverages other funds YES

Event includes a plan to coordinate with Riverfront Shops of Daytona Beach merchants for promotions YES

**APPLICATION FOR DDA EVENT ASSISTANCE
EVALUATION CHECKLIST**

Event: Mini Murals: Temporary Transformations

Event Contact: Theresa Lieberman Phone: 386-682-9467 Email: Theresa@im-daytona.com

Proposed Event Date(s): April 5 – 14, 2024

Submittal Information (Attach the following:)

- Event Plan & Description (attached)
- Event Budget (attached)
- City Event Permit

Evaluation

1. Event Benefits Downtown [score] 1 2 3 4 5 x (wt) 40 Points: _____

Notes: Score of 1 the event has no direct benefit to Downtown businesses and will have a negative impact on Downtown; Score of 5, the event will directly benefit retail and restaurant businesses, attracts customers identified in the Downtown Retail Study, and will greatly enhance the image of Downtown.

Notes: _____

2. Event Production Ease and Ability [score] 1 2 3 4 5 x (wt) 20 Points: _____

Notes: Score of 1 the event has not been produced in the past and the event coordinators have no prior experience with event production; Score of 5, the event is an ongoing Downtown event and is operated by experienced managers, the event organizers will manage all event elements, the event leverages other funds.

Notes: _____

3. Coordination and Collaboration [score] 1 2 3 4 5 x (wt) 10 Points: _____

Notes: Score of 1 the event has not been coordinated with the City or Downtown businesses; Score of 5, the event has a City Event Permit and is coordinated with Downtown Businesses.

Notes: _____

4. Signature Events [score] 5 x (wt) 30 Points: _____

Notes: The event must answer yes to all criteria for a signature event.

Notes: _____

Total Evaluation Points _____ (Max 500 points)

For DDA marketing assistance: event must score a minimum of 200 points

For DDA funding assistance (Riverfront Shops of Daytona Beach Sponsored Event): event must score a minimum of 400 points



Mini Mural



TEMPORARY TRANSFORMATIONS

Submitted by:

Theresa Lieberman, Riverfront Arts District

Revised: March 26, 2024

Mini Mural Coordinators: Theresa Lieberman, Riverfront Arts District/Imagine Daytona Gregory Grant, Galerie Elan

Project Summary: The Mini Mural Project in Downtown Daytona Beach, presented by the Riverfront Arts District and Galerie Elan as part of the Daytona Beach Arts Fest art activation, will feature approximately 40 murals spread throughout Downtown and Riverfront Esplanade. Artists will commence their work on March 30 and complete by April 5. The unveiling will coincide with the Downtown Daytona Beach First Friday Art Walk on April 5 and continue throughout the Daytona Beach Arts Fest on April 13 & 14. Viewers can vote for their favorite mural using digital and/or written ballots provided with a map listing all patron sponsors. Artists, carefully selected through a jury process, will adhere to strict guidelines ensuring artwork is family-friendly, with no themes of religion, politics, or profanity. Mini Murals are part of **Mural Madness** (organized by Riverfront Arts District), which occurs from April 5 through April 14. Mini Murals will provide a vibrant array of artistic expression across three distinct locations: ONE DAYTONA, Downtown Daytona Beach, and Midtown Daytona Beach. Everyone can delight in the diversity of murals, ranging from mobile masterpieces at ONE DAYTONA to charming mini murals adorning the streets of Downtown and awe-inspiring large-scale permanent murals gracing Midtown.

Sponsorship Request: The project offers artist prizes totaling \$1000 and seeks a \$1000 donation from the DDA as the prize sponsor.

Proceeds benefit Volusia County Schools Visual Arts Program – Campbell Middle School art department

Attached:

Mini Mural donation request from potential supporters (below)

Supporters (to-date): revised: 3/26/24

- Salon 230 & Spa Above/Hatfield's Hideaway
- Jack White Land Co
- That Crystal Palace
- Arlequin Antiques
- Sweet Marlays'
- Galerie Elan
- Riverfront Esplanade
- Beach Squad
- Little Italy
- Angell & Phelps
- Etrusca Gallery & Boutique



Mini Mural



TEMPORARY TRANSFORMATIONS



Downtown Daytona Beach Mini-Murals Temporary Transformations

Presented by Riverfront Arts District and Galerie Elan

A CAPTIVATING COMPETITION SHOWCASING TEMPORARY MURALS DESIGNED TO GRACE DOWNTOWN DAYTONA BEACH THROUGHOUT APRIL, 2024

The mini murals will be unveiled in conjunction with the vibrant atmosphere of the First Friday Artwalk, April 5 at 5:00 pm, adding an extra layer of creativity and excitement to the downtown scene. These mini murals, carefully curated through a juried selection process, will remain intact throughout April, including during the Daytona Beach Arts Fest, April 13 & 14, serving as unique attractions for locals and visitors alike.

Artists:

Selected artists will receive essential support to bring their visions to life. We will provide chalk and /or tempera paint and conduct a comprehensive workshop to equip artists with the necessary tools, skills, and guidelines for their creations.

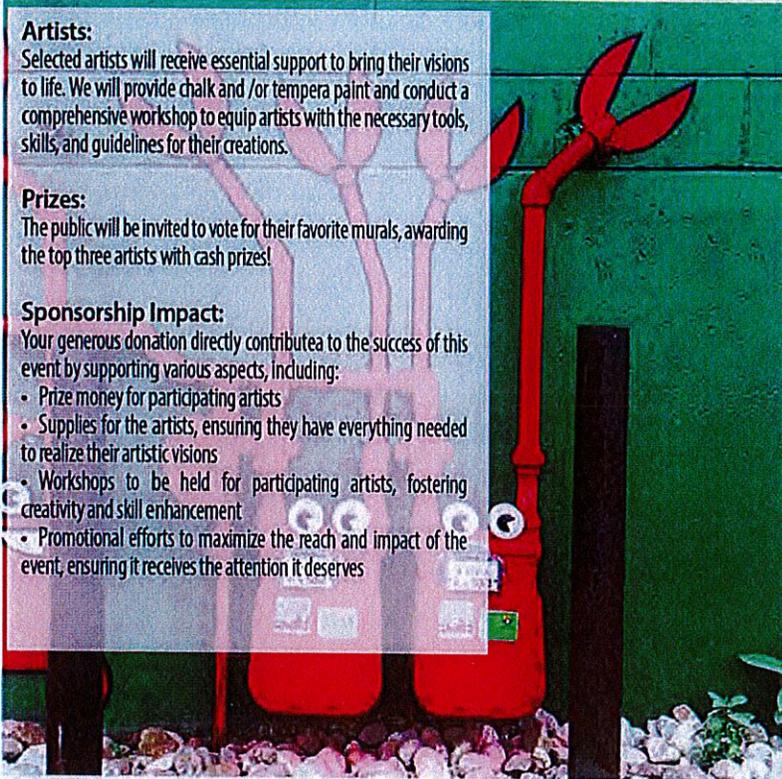
Prizes:

The public will be invited to vote for their favorite murals, awarding the top three artists with cash prizes!

Sponsorship Impact:

Your generous donation directly contributea to the success of this event by supporting various aspects, including:

- Prize money for participating artists
- Supplies for the artists, ensuring they have everything needed to realize their artistic visions
- Workshops to be held for participating artists, fostering creativity and skill enhancement
- Promotional efforts to maximize the reach and impact of the event, ensuring it receives the attention it deserves



Collaboration and Promotion:

We are thrilled to collaborate with the Daytona Beach Convention and Visitors Bureau, aligning our mini murals with existing mural walks throughout Daytona Beach. Additionally, our event coincides with the One Daytona Art Festival scheduled for April 6 & 7, offering an exciting synergy between temporary murals across different locations in the city.



Contact: Theresa Lieberman, Executive Director, Riverfront Arts District
Office located at Galerie Elan, 230 S. Beach Street 2nd Floor, Daytona Beach | theresa@im-daytona.com | 386-682-9467
www.DaytonaBeachArtsFest.com



Mini Mural



TEMPORARY TRANSFORMATIONS



Downtown Daytona Beach Mini-Murals Temporary Transformations

Presented by Riverfront Arts District and Galerie Elan

MINI MURAL SPONSOR - \$150 DONATION

- Mini Mural to be painted at your location - All mini murals are applied with chalk and/or tempera paint and meant to be temporary. They can be removed with soap and water.
- Inclusion of your business name and location on the Digital Mural Map & Printed Mural Map
- Get exposure and traffic to your business! We invite the public to vote for their favorite mini mural. Top three artists win cash prizes!
- \$50 patron dollars to spend at the festival
- Your business name & logo on the Festival website
- Daytona Beach Arts Fest "Thank You" package (while supplies last)



Additional Notes:

- Our Team will work with you to strategically choose an area at your location that gives your artwork the best exposure.
- You will be paired with an artist who will collaborate with you on a design.
- Sponsorship packages are subject to availability and may be limited.
- The sponsorship benefits are designed to provide exposure for your business while supporting the arts community.

Patron Dollars are instrumental in supporting artists and driving economic growth within our community!

- Act as cash that directly contributes to artists' livelihoods
- Artists rely on events like ours as a source of income, making patron dollars essential for sustaining their careers and encouraging their participation in future festivals
- Help to foster a vibrant artistic community, attracting talent back to our area and enriching the cultural fabric of our community
- Promote broader economic implications, generating positive art-based economic impacts that extend beyond the event itself
- Positive effects on small businesses in Downtown Daytona Beach

YES, I am interested in supporting the Arts in Downtown Daytona Beach.

Business Name: _____

Contact Name: _____

Address: _____

Phone: _____ Email: _____

website: _____

Make checks payable to: Riverfront Arts District. Riverfront Arts District is a 501c3 non-profit organization

The Riverfront Arts District proudly contributes to the community by donating to date, over \$15,000.00 to various beneficiaries, including Volusia County School Visual Arts students, local school programs, Boys & Girls Club of Volusia/Flagler art students, non-profit art organizations like ArtHaus, and community artists. Our mission is to cultivate a dynamic cultural hub in Downtown Daytona Beach, fostering growth through art, education, and culture. We showcase local talent, support public art installations and murals, promote indie art galleries, and host a diverse array of art events, entertainment, and performance art, all aimed at enriching our community's cultural landscape.



Contact: Theresa Lieberman, Executive Director, Riverfront Arts District
Office located at Galerie Elan, 230 S. Beach Street 2nd Floor, Daytona Beach | theresa@im-daytona.com | 386-682-9467
www.DaytonaBeachArtsFest.com



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Intelligent Imagination™

DAYTONA BEACH DDA
MARCH 2024 ANALYTICS REPORT
Prepared by GOLD Marketing • Thursday, April 4, 2024

THE VERANDA

814 State Road A1A North

Ponte Vedra Beach, FL 32082

T 904.285.5669

W StrikeGold.com

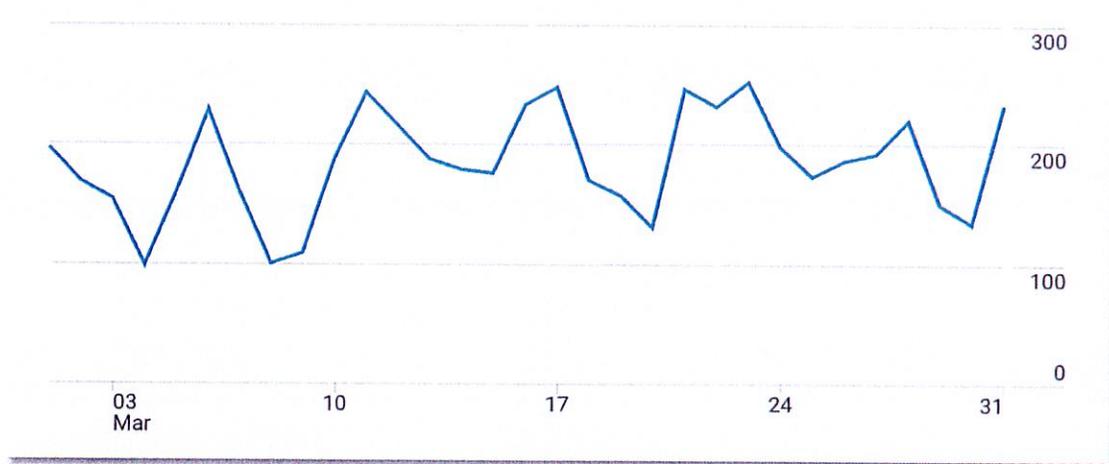
DAYTONA BEACH DDA

MARCH 2024 ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, April 4, 2024

Overall Site Engagement

WEBSITE VISITATION



Website users across the month.

	<u>MARCH 2024 TOTALS</u>
• TOTAL USERS:	5,320
• NEW USERS:	5,149
• SESSIONS:	7,071
• PAGEVIEWS:	11,268

The Riverfront Shops of Daytona Beach website continued to engage large numbers of visitors in March 2024. Overall, traffic in March was down slightly from the previous month – a seasonal trend also seen in the last two years.

MOST VIEWED PAGES

	<u>MARCH 2024 VIEWS</u>
• HOME PAGE:	8,332
• SHOPPING	528
• DINING:	493
• EVENTS CALENDAR:	490
• BROCHURE & MAP	241

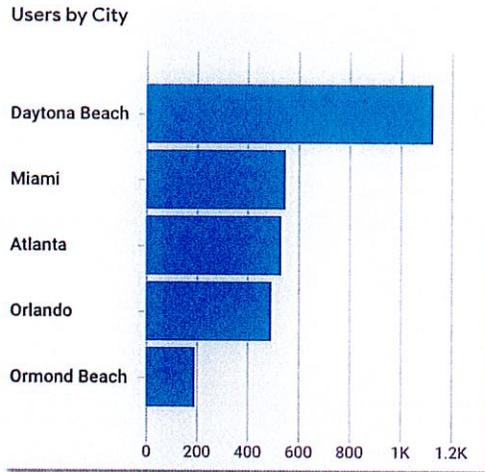
The Home Page, Shopping, Dining, Events Calendar, and Brochure & Map pages were the most visited pages.

DAYTONA BEACH DDA MARCH 2024 ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, April 4, 2024

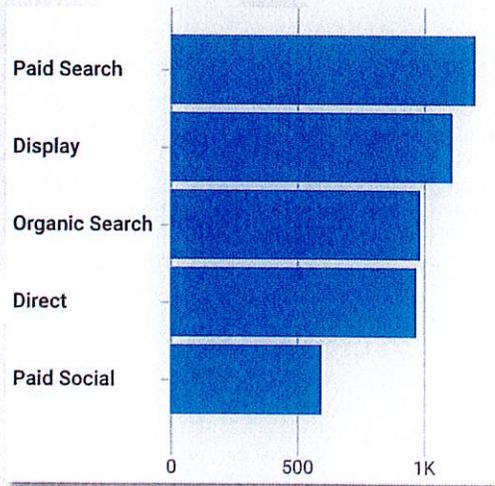
Overall Traffic (Continued)

TOP CITIES



The above shows the top cities by the number of users in March 2024. 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, and Holly Hill were also among the top cities.*)

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.

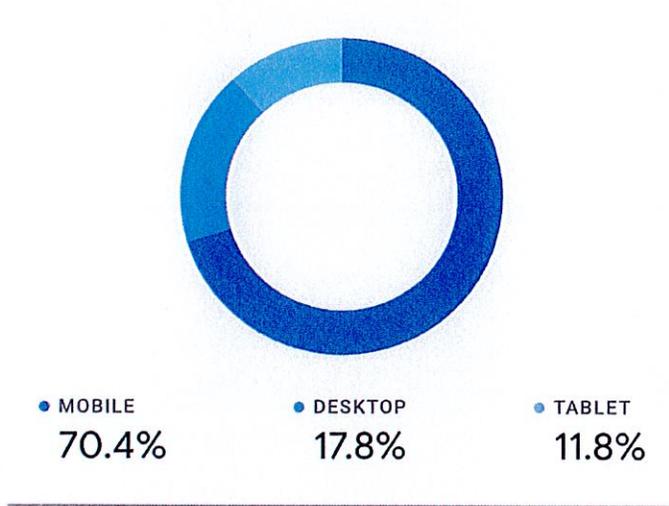
DAYTONA BEACH DDA

MARCH 2024 ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, April 4, 2024

Overall Traffic (Continued)

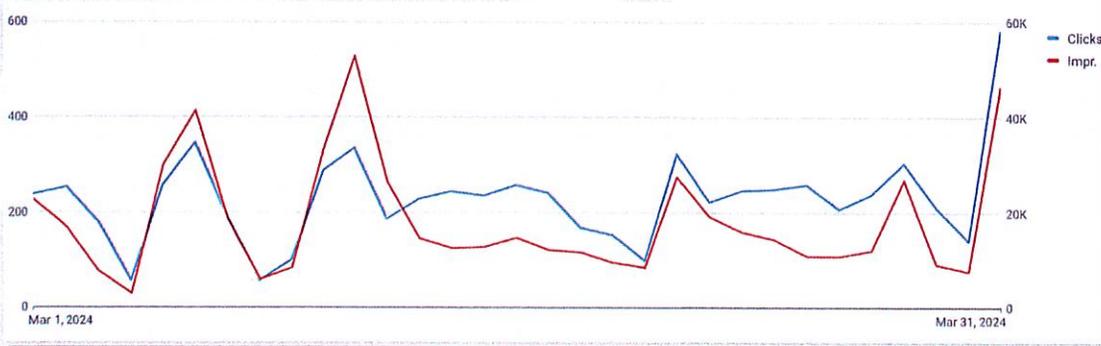
TOP DEVICES



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

Online Advertising

GOOGLE ADVERTISING



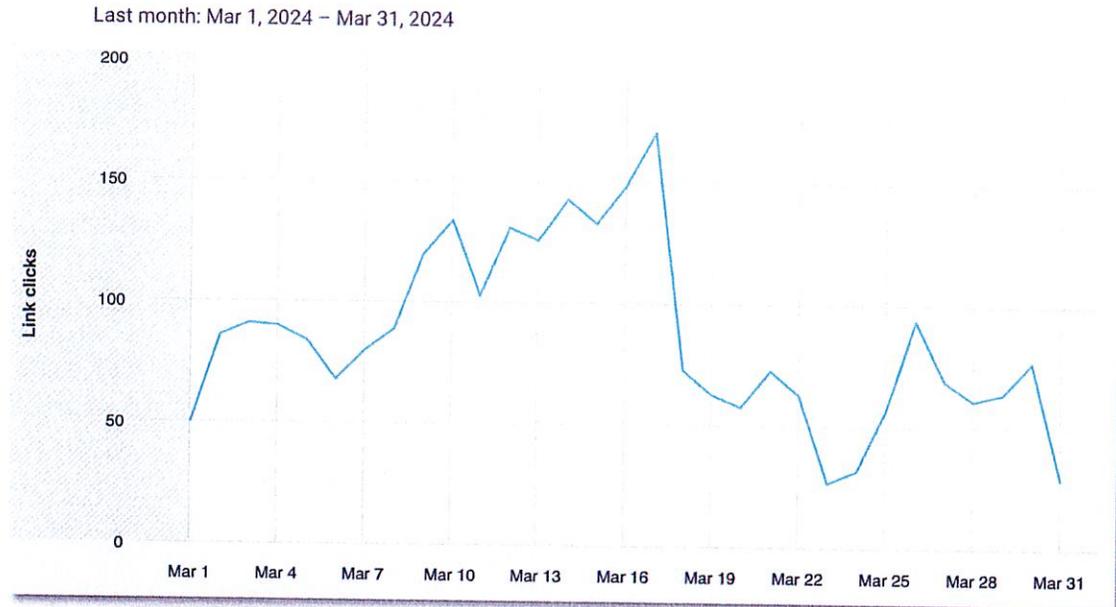
The Google Ads generated 7,091 clicks and 561,127 impressions (*times an ad was shown*) in March 2024. Popular search advertising keywords included “Daytona Beach” (*and similar*), “Daytona Beach Shopping” (*and similar*), “Restaurants” (*and similar*) “Food Near Me,” (*and similar*), “Daytona Beach Restaurants” (*and similar*), and “Downtown Daytona Beach Shopping.”

DAYTONA BEACH DDA MARCH 2024 ANALYTICS REPORT

Prepared by GOLD Marketing • Thursday, April 4, 2024

Online Advertising (*Continued*)

SOCIAL MEDIA ADVERTISING



Advertising via Meta/Facebook advertising had 2,689 link clicks and 184,390 impressions (*times an ad was shown*) in March 2024. Clicks levels across the month corresponded in part to the timing of events, with the highest number of clicks occurring on St. Paddy's Day.

FACEBOOK EVENT RESPONSES

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

- **ST. PADDY'S DAY BLOCK PARTY**: 1,040 responses to the event advertising, with 1,526 combined ad and organic responses to the Riverfront Shops' listing; and
- **WINE & CHEESE WALK**: 781 responses to the event advertising, with 2,133 combined ad and organic responses to the Riverfront Shops' listing.

PAGE FOLLOWERS

As of April 4th, the Riverfront Shops of Daytona Beach Facebook page had 19,044 followers (*an increase of 168 since the last report*).

GOLD

The Veranda • 814 A1A North • Ponte Vedra Beach, FL 32092
(904) 285-5669 • strikegold.com

ONGOING PROJECTS

CITY OF DAYTONA BEACH – 04/04/24 Project

Project	Action Steps
2024 MARKETING RESEARCH – Consumer and Merchant	ACTION STEPS: Merchant and consumer surveys developed, launched, and analyzed pro bono by GOLD. (Survey invitations sent 3/26 and 4/1.) Findings report discussed with City representatives 4/4. Additional data to be included and Prezli presentations developed for the City Commission and DDA Board.
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. (Recent blasts sent 3/14, 3/21, and 4/4 to promote events, plus a merchant blast about security 3/18, and survey invitations on 3/26 and 4/1.)
DDA KIOSK POSTERS – Design and Printing	ACTION STEPS: April poster sent to printer 3/28.
RACK BROCHURE – Updates and Printing	ACTION STEPS: Brochure designed for holiday season. Merchant information update request eblast sent 1/19, and GOLD has made all changes received. (GOLD met with City 4/4 to discuss next steps.) Provide copies to DDA Board members to review before printing.
DDA DIRECTORY MAP – Merchant Updates.	ACTION STEPS: Updated version printed 1/11. (Use brochure updates to revise and print.)
DDA WEBSITE – Site Updates	ACTION STEPS: Updates are ongoing.
DDA MEETING MATERIALS – Monthly Updates	ACTION STEPS: Updated analytics and presentation materials for April meeting.
RIVERFRONT SHOPS PHOTOGRAPHY – Holiday & General Images	ACTION STEPS: Awaiting estimate approval to schedule shoot. (GOLD met with City 4/4 to discuss next steps.) Review proposal with DDA Board, then conduct shoot ASAP.
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.)
CITY RESEARCH – Consumer & Business	ACTION STEPS: Develop a proposal to conduct surveys similar to that of the DDA for 4-5 other areas of the city.

The Riverfront Esplanade



The Riverfront Esplanade is a scenic botanical garden and gathering space in the heart of Daytona Beach.

The esplanade features frequent family events, more than a mile of waterfront running trail, comfortable benches and swings, a dog park with an agility course, and a state-of-the-art splash pad.



Savor Our Local Flavor



Whether you desire American fare, international delicacies, vegan and vegetarian cuisine, delectable desserts, handcrafted coffee, or drinks on the town, our bistros, pubs, and cafés are always ready to serve.

Look no further to experience authentic local cuisine. For a memorable dinner date, quick lunch, or savory snack, our restaurants give a tantalizing taste of the City's very best.



Our Location

The Riverfront Shops of Daytona Beach are located Downtown in the historic Beach Street retail area between Bay Street and Orange Avenue. From Interstate 95, simply take exit 261A, then follow W. International Speedway Blvd. about 5 miles to the Riverfront Shops.

Free Parking

Parking at the Riverfront Shops is easy and free. Convenient spaces ideal for short-term parking await in front of the businesses, and ample longer-term parking is available in public lots behind the buildings. Enjoy the plentiful parking as you explore historic Downtown Daytona Beach.



More Beautiful Than Ever

Experience the remarkable, multimillion-dollar enhancements to Beach Street in the heart of Downtown! Stroll on widened sidewalks past scenic trees and planters, take advantage of expanded parking and outdoor dining, and enjoy the fresh look of this historic street.



Updated 11/20/23

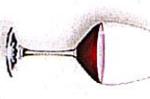
Sign Up for Our E-News at RiverfrontShopsOfDaytona.com



[RiverfrontShopsOfDaytona](https://www.facebook.com/RiverfrontShopsOfDaytona)



[historic_daytona_beach](https://www.instagram.com/historic_daytona_beach)



RIVERFRONT
SHOPS OF
DAYTONA BEACH

Distinctively
Downtown

A Distinctive Destination



Discover a unique collection of over 60 shops, restaurants, attractions, and more along our scenic riverfront. Experience our authentic local eateries, exceptional shopping, captivating history, and exciting events and activities. Make Downtown Daytona Beach your destination for fun. There's always something new awaiting at the Riverfront Shops of Daytona Beach.



Shopping As Unique As You Are

From dazzling jewelry, charming antiques, and inspiring décor, to one-of-a-kind specialty shops, Downtown shopping offers something for everyone. Treat yourself or find the perfect gift for any occasion, and spend a delightful day along Daytona Beach's beautiful riverfront.



Discover Our Distinctive Shops & Restaurants

Make the Riverfront Shops your destination to experience all that Downtown Daytona Beach has to offer. Savor local flavor at our restaurants, browse our remarkable shops, and delight in an array of attractions and services.

RESTAURANTS

Arepla Beach Restaurant	Authentic Venezuelan cuisine
Bay Street Dawgs	Relish the moment hot dogs
Bay Street Seafood Market	Fresh seafood, sandwiches, and salads
Chef Papa's Cafe	Sandwiches, soups, & salads
Dancing Avocado Kitchen	Slice of California on Beach Street
Don Vito's Italian Restaurant	Authentic Italian restaurant
Eat Greek	Authentic Greek cuisine
Farm to Fit Meal Prep	Meal prep & café featuring local, organic produce
Ichi Ni San Restaurant	Asian grilled ramen and seafood
Kale Café	Vegan cuisine, juice bar, smoothies
Little Italy Ristorante	Pizza, beer, and wine cafe
Madeline's Wine Bar	Top-tier fare, wines, champagnes, seltzers & more
Mck's Tavern & Brewery	Irish-American Tavern & Brewery
Natural Concepts Revisited	Organic produce, eclectic art
Ronin Sushi & Sake Bar	Sushi and imported sake
Rose's Italian Bakery & Café	Italian pastries, sandwiches, coffee bar
Senorita Mexican Kitchen	Authentic Mexican dishes and tequila bar
Siam Spice	Authentic Thai cuisine
The Original Savuro's Pizza House	Fresh pizza, entrees and sandwiches
The Cellar Restaurant	Italian fine dining in Pres. Warren Harding's home
Tia's Tacos	Authentic Mexican cuisine
Zappi's Italian Garden Restaurant	Authentic Italian dining
Zen Bistro	Thai cuisine
COFFEE HOUSES, BAKERIES & SNACK CAFÉS	
Sweet Marahys' Coffee	Coffee, paninis, pastries, and bagels
Copperline Coffee + Café	Coffee, cold brew, espresso drinks & fresh baked goods
Roofing Around Daytona	Tea House featuring Kava, Botanical Teas & Kombucha
ATTRACTIONS, COMMUNITY & CULTURE	
Angell & Phelps Chocolate Factory	Free chocolate factory tour
Cinemaque	Unique café cinema experience
Daytona Beach Regional Library	Reference collections, public access computers, and a genealogy collection
Daytona Tortugas at Jackie Robinson Ballpark	Family-friendly minor league baseball
Downtown Daytona Live	Live entertainment, comedy, and boutique bar at WRDD Radio studios.
Haitian Historical Museum	History & artifacts from Daytona Beach
News-Journal Center at Daytona State College	Live musical and theatrical performance theater

ANTIQUES & ART

Aberrant Art Gallery	Featuring the work of artist Barry Kite
Arlequin Antiques & Art	Authentic antiques and jewelry
Etrusca Gallery	An artists' co-operative community
Galerie Eian	Art, music, wine, coffee, and more
Nicole's Beach Street Mall	Antiques, jewelry, art, and giftware
Tic Toc	Clocks, antiques, and collectibles
VIL Art Gallery	Featuring local artist Tom Ackley
BOOKS & MUSIC	
Abtexas Books	Quality used books on all subjects
Atlantic Sounds	New and used vinyl records, CDs & DVDs
Christian Science Reading Room	Bibles and music for a spiritual way of living
Daytona Books & Metaphysics	Metaphysical gifts and books, new & used

CLOTHING

Zake & Emma's Closet

Special occasion outfits and play wear for children

HOME DÉCOR

Laine's Home Décor	Home décor and antiques
Southern Home Furniture	New, used, unique furniture
That Crystal Place	Crystals for home décor & collectors

FITNESS & WELLNESS

Oceans Dance Studio	Premier ballroom & Latin dance studio
Quantia	Personal fitness training, dance instruction, family therapy & lifestyle coaching
Renew Yoga Studio	Mind, body & spirit
Sharper Edge Fitness	Physical, mental, & spiritual coaching
South Beach Dance Academy	Dance studio promoting discipline and creativity

JEWELERS

Bill Green Jewelers	Full service jeweler, new and estate, clocks
Evans & Son Fine Jewelers	Estate and one-of-a-kind jewelry
Tom Cook Jeweler	Full service jeweler, giftware

SHOE & LUGGAGE REPAIR

Gilley's Shoe Shop	Shoe repair
Masterston's Shoe Shop	Shoe and luggage repair

SPECIALTY FOOD & WINE

Davidson Bros.	Fresh seasonal Florida citrus, gifts, candies, jellies
Indian River Shippers	Specialty wine shop
Madeline's Wine Bar	Organic produce, eclectic art
Natural Concepts Revisited	Neighborhood food market
Oriental Grocery	Nutrition shakes, teas, and protein & wellness products
YOLO Nutrition	

SPECIALTY SHOPS

American Givers E-Scouters	Scooter rental service
Daytona Cigar Club	Cigars, beer, wine, accessories
Daytona Magic Shop	Magic, clown, theatrical supplies, and special effects
Palmetto Bands	Custom fit elastic smart watch bands
Three Brothers Boards	Stand-up boards, paddles sales, and tours
Zahn's Flowers	A full-service florist

Distinctively Downtown EVENTS

The Riverfront Shops are alive with special events throughout the year. Our scenic waterfront location makes this a truly exceptional place to relax, unwind, and celebrate with the whole family. Save room on your itinerary, because there is always something new happening in historic Downtown Daytona Beach!

MONTHLY/WEEKLY EVENTS

The Riverfront Shops features a variety of monthly and weekly events. Just a few examples have included wine walks, parades, beer festivals, farmers' markets, food truck rallies, and more.



Join us on Friday, August 5, 2022 for a Food Truck Rally & Classic Car Show from 5-9 p.m. Rally for the weekend with the area's best food trucks on Magnolia Avenue, plus the Cruisin' Beach Street classic car show. Visit us online to see other monthly events coming soon.

ESPLANADE EVENTS

The Riverfront Esplanade along the Halifax River hosts a diverse array of events and activities. Look for lawn parties, yoga, bridge running, live music, monthly movies, family festivities, seasonal fun, and much more.



ANNUAL EVENTS

Mark your calendar for annual and seasonal events in Downtown Daytona Beach, including:

- *Hatifax Art Festival* — View the works of over 150 fine artists and artisans, enjoy food and live music, and much more on **Saturday November 5 and Sunday, November 6, 2022**;
- *Holiday Festivities* — Unwrap our holiday charm with dazzling lights, special events, and the perfect gift for everyone on your list;
- *Wine & Chocolate Walk* — Savor fine wine and decadent chocolate at this popular event every February; and
- *Daytona Beach Arts Fest* — Spring into artistry with this immersive art event returning in Spring

EXPLORE OUR ONLINE CALENDAR

Visit our online event calendar to see the latest upcoming events at the Riverfront Shops of Daytona Beach. Scan the QR code, or go to RiverfrontShopsOfDaytona.com/Events.

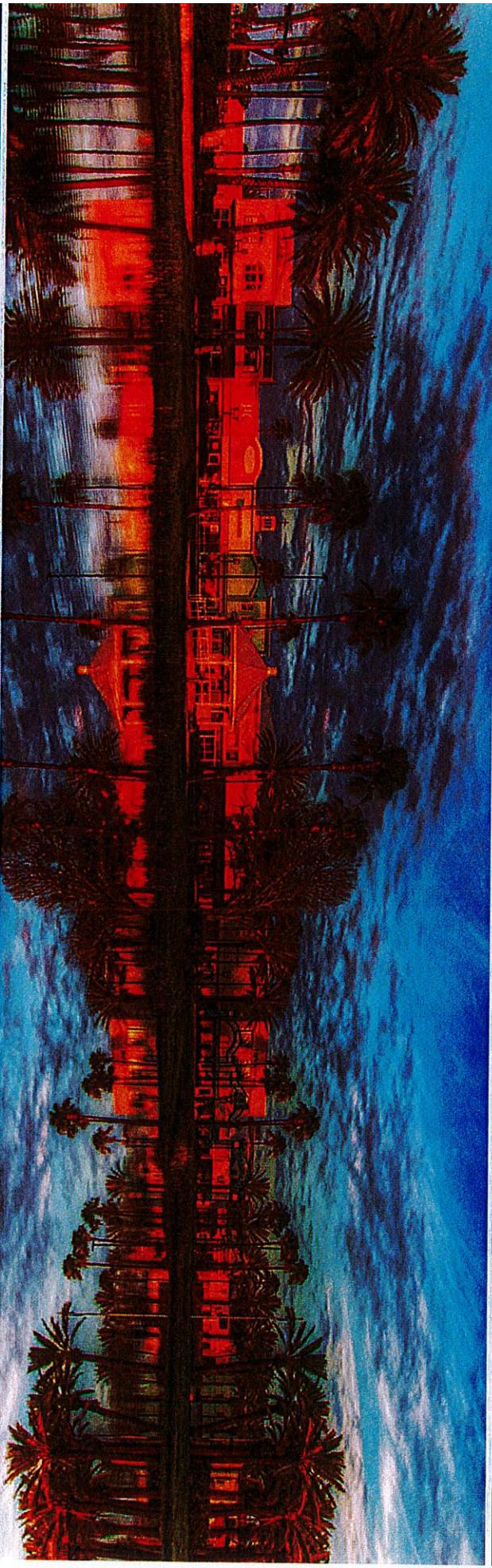


Sign Up for Our E-News at RiverfrontShopsOfDaytona.com



[RiverfrontShopsOfDaytona](https://www.facebook.com/RiverfrontShopsOfDaytona) [historic_daytona_beach](https://www.instagram.com/historic_daytona_beach)

THE CITY OF DAYTONA BEACH DDA



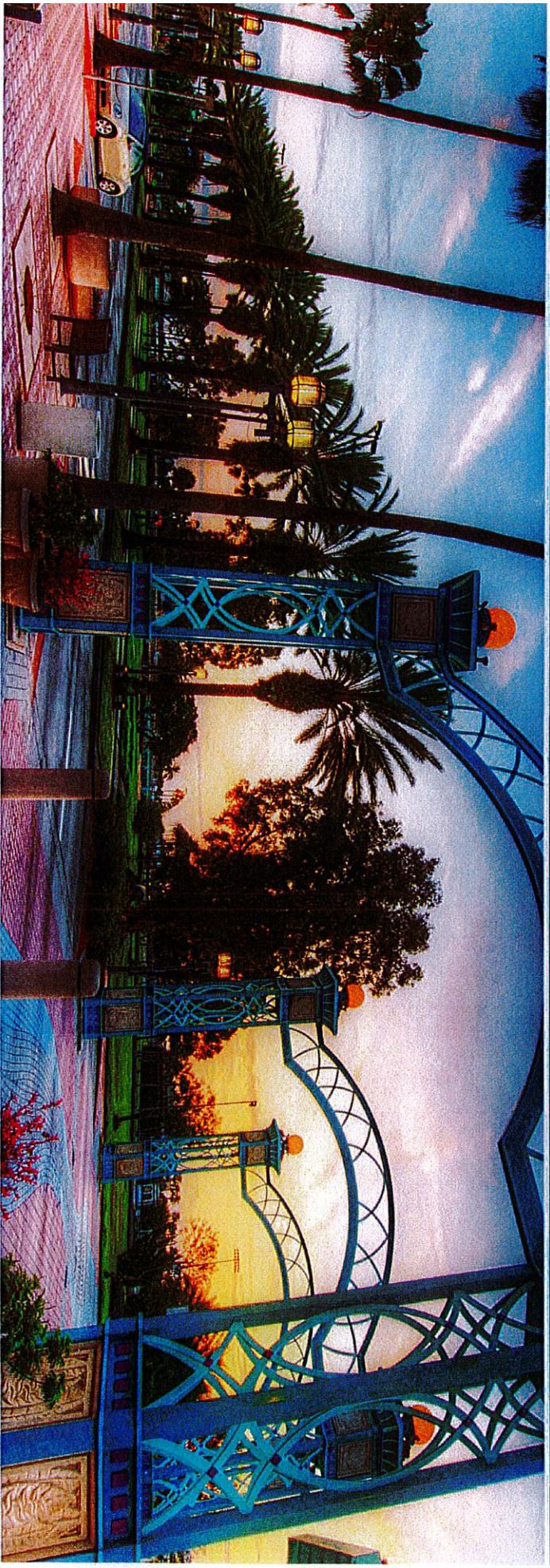
CONTENTS

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



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Marketing Communications

2. NEW MARKETING INITIATIVES



SPRING SEASON MARKETING

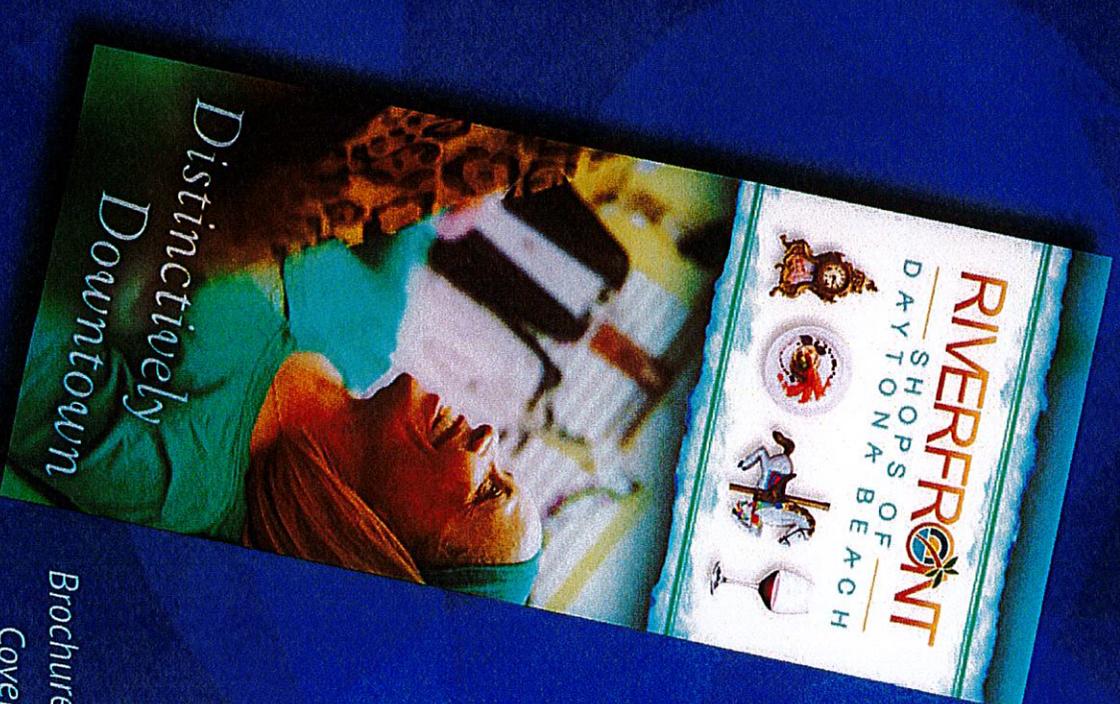
- Focuses on Promoting Special Events and FY 2024-2025 Planning



2. NEW MARKETING INITIATIVES

SPRING MARKETING

- Collateral – Brochure Printing This Month, Plus Kiosk Poster & Directory Map Printing
- Directory Posters – Featuring Monthly Events
- E-Mail Marketing – Weekly Shopping, Dining & Event E-Blasts

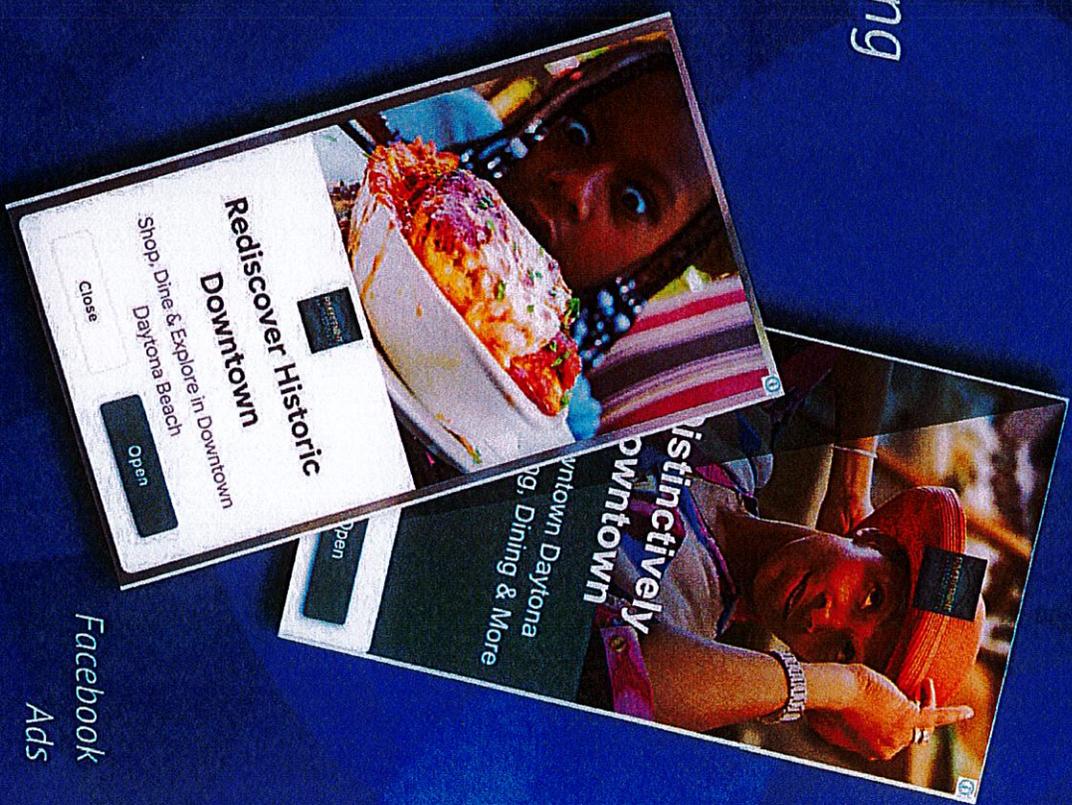


Brochure
Cover

2. NEW MARKETING INITIATIVES

SPRING MARKETING

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



Facebook Ads

2. NEW MARKETING INITIATIVES

SPRING MARKETING

- Photography – The Entire Riverfront Shops Area
- Primary Research – Conducted Among Merchants, Customers & Prospects



2. NEW MARKETING INITIATIVES

FY 2023-2024 BUDGET

- Agency Media & Production Expenses are Within the Approved Budget

MEDIA	DESCRIPTION	SPACE MAT. CLOBER	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	TOTALS															
																1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
A. GENERAL MARKETING SERVICES (\$4,480 Budget)																														
SUPPLIES	Local poster and merchandise display printing, (\$120 budget for each)																													
TECHNICAL SERVICES	Fee for Content, domain, and web hosting, (\$600 budget)																													
PROFESSIONAL SERVICES (QUARTERLY MEETINGS)	Advertising agency fees for strategic planning, consultation, media negotiations, event marketing, creative advertising, social media production, email marketing, content development, strategy and production, (\$30,000 budget)																													
B. DOWNTOWN MARKETING MEDIA (\$48,680 Budget)																														
	Online																													
	Google geo-targeted search and display ads (including remarketing), (\$13,100 budget)																													
	Social media geo-targeted ads, (\$13,100 budget)																													
	Offline: Broadcast Displays																													
	Printing brochures and event posters (with 1,000 ads for merchants), distributed at 133 locations, (\$14,100 budget)																													
	New campaign photography for use at online and offline marketing materials, (10,281 budget)																													
C. DOWNTOWN EVENTS (\$122,800 Budget)																														
SPECIAL EVENT MARKETING	Budget set aside for FY 2023-2024 event fees and advertising, (507,500 budget)																													
SPONSORSHIP FEES	Event TBO (\$5,000)																													
MULFALKART FESTIVAL	Advertising (\$5,000) and prize money (\$5,000)																													
WINTERFEST BRANNAHOR	"December 5, Brannahor" (\$25,000) and Espinache Market (\$5,000) sponsorship.																													
TOTAL																														

Production: \$11,774 Media/Event Distribution: \$4,874 Events: \$11,774

(Grand Total Includes \$5,000 Advt Event Allocation Received 11/2)

QUESTIONS & ANSWERS

Thank You for Your Business!



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