



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, June 13,  
2024 Room 149b 3:00  
PM

	Page
1. CALL TO ORDER	
2. ROLL CALL	
3. APPROVAL OF MINUTES May 2024 Meeting	
3.1. <a href="#">DDA Minutes 05-09-2024</a>	3 - 7
4. FUNDING REQUEST	
4.1. Riverfront Market <a href="#">Riverfront Market DDA App</a>	8 - 12
4.2. December To Remember <a href="#">DDA Application for Assistance - A December to Remember</a>	13 - 17
4.3. Staff Recommendations <a href="#">DDA June Staff Recommendations</a>	18
5. REPORTS & PRESENTATIONS	
5.1. DDA Budget	19 - 23
DDA Events Budget	
DDA Monthly Budget <a href="#">DDA June Monthly Budget</a> <a href="#">DDA EVENT SCHEDULE ALL</a>	

[DDA EVENT SCHEDULE BULLSEYE ONLY](#)

- 5.2. Joseph Yarbrough- Riverfront Esplanade
- 5.3. Events Update- Al Smith, Bullseye Marketing
- 5.4. Keith Gold, Gold and Associates  
[DDA-23-24Spreadsheet060424](#)  
[DDA2425TacticalPlans](#)  
[DDAAalytics060424](#)  
[DDAProjectUpdate060424](#)  
[GOLD\\_DDA\\_MarketingReview\\_060524](#)

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- 6. PUBLIC COMMENTS
- 7. BOARD COMMENTS
- 8. ADJOURNMENT

**NOTICES** - Pursuant to Section 286.0105, Florida Statutes, if any person decides to appeal any decision made by the City Commission 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 accommodations, 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.



For special accommodations, 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.

**In accordance with the Americans with Disabilities Act (ADA)**, persons with a disability needing a special accommodation to participate in the City Commission meeting should contact the City Clerk's Office, 301 S. Ridgewood Ave, Room 210, Daytona Beach, FL 32114, Telephone: 386-671-8023, Email: [clerk@codb.us](mailto:clerk@codb.us) not later than 72 hours prior to the proceedings. If you are hearing or voice impaired contact the relay operator at 7-1-1 or 1-800-955-8771.

## **Downtown Development Authority Minutes** **Thursday, May 9<sup>th</sup>, 2024**

The meeting of the Downtown Development Authority Board (DDA) was held on Thursday May 9<sup>th</sup>, 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. Sheryl Cook, Vice Chair  
Commissioner Quanita May

### **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 Jackson, Deputy City Attorney  
Ms. Mandana Carry, Office Specialist III

#### **1. Call to Order**

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

#### **2. Roll Call**

Ms. Carry called roll and listed members as present above.

#### **3. Approval of Minutes**

A motion was made to approve the minutes from April 2024, by Ms. Kozinski, seconded by Mr. Martin. The motion was carried 5-0.

#### **4. Reports & Presentations**

##### **4.1. DDA Budget**

Ms. Fuqua presented the DDA budget, including a spreadsheet detailing all events and their associated costs. This spreadsheet tracks company names, event dates, current funds, and DDA funding allocations. Notably, the Riverfront Art District expenditure isn't included as it hasn't been paid yet, but it will be added after the June meeting, following board approval.

#### **4.2 Staff Report**

Ms. Fuqua gave an update on the pilot security program, which is going well. First Coast Security, working closely with the police, has placed markers throughout downtown, enabling officers to scan and report on buildings for any issues. Ms. Fuqua presented reports from the program's start to last week, showing regular patrols and responses to any suspicious activity. If anything suspicious occurs, officers can quickly notify the police using walkie-talkies.

Ms. Cook mentioned an arrest on their block within the first few days, preventing car break-ins. They've also encountered some troublemakers, but the security's presence has been reassuring.

Ms. Fuqua highlighted that the officers are locals who know Daytona inside out, and their involvement in the community is encouraging. She plans to discuss extending the program with them, and with the data gathered, they can propose an extension to the city commission. She'll provide updates at the next meeting.

Ms. Cook informed the city manager directly about the merchants' appreciation for the security pilot program. Ms. Kozinski also spoke with the Mayor, who noted that even customers have noticed the positive change from the program.

Ms. Fuqua announced a new business development program called the Triage Program, extending from the Accelerate Business Summit. It's open to 60 business owners interested in developing their businesses, especially in downtown and other redevelopment areas. The program, launching on June 1<sup>st</sup>, offers assessments to help businesses thrive and attract more activity to these areas.

Mr. Sznajstajler suggested coordinating with Mr. Gold to highlight riverfront shops, offering something unique beyond retail or restaurants to enhance downtown. He also proposed utilizing social media and flyers to promote this.

#### **4.3 Joseph Yarbrough- Riverfront Esplanade**

Mr. Yarbrough mentioned that there are only two city commission meetings left before the downtown security contract expires, so they need to request an extension before then.

He also talked about two sponsorships: one for "December to Remember" and the other for the farmers market, which he believes needs compensation. He noted they didn't plan for a Saturday in the next fiscal year, but he thinks they can make it work, possibly doing it every Saturday to benefit businesses. The goal is to run at least 2, maybe 4 Saturdays. He emphasized the need to break even and mentioned efforts to organize more events, especially at phase two of the Esplanade, with Al Smith.

Ms. Kozinski suggested moving the market back to Saturdays, which many people have been asking for. She believes it would be positive for businesses and shoppers, especially those who buy produce.

Commissioner May agreed that a weekly market is a good idea but suggested starting it in October or later to avoid the summer heat. This would also give them time to inform people about the change. She praised the new location.

Mr. Sznajstajler suggested a model where the market is open weekly during certain times of the year and closed during others, which might help extend the funding.

Mr. Thomas recalled previous discussions about a weekly market led by Commissioner May. Initially, it was proposed to run every weekend at a higher cost. Now they need to figure out the expenses for running it every weekend. He suggested negotiating with Mr. Yarbrough and presenting a proposal at the next meeting.

#### **4.4 Events Update- Al Smith, Bullseye Marketing**

Mr. Smith shared positive feedback about the arts fest, which had over 160 artists and received great attendance. However, the sunset concert had slightly lower attendance than expected.

Ms. Kozinski mentioned the successful mini mural in her area, which has received positive feedback and continues to attract visitors.

Ms. Lieberman reported that there were 1706 unique votes from April 5<sup>th</sup> to April 14<sup>th</sup>, with 85% from Volusia County residents. They also found that 99% of respondents want to see more art initiatives in the future. Commissioner May requested a short summary of these key points for the city commission meeting, which Ms. Lieberman agreed to provide.

Mr. Smith mentioned that Downtown Daytona Nights has become a popular spot. The food trucks had a good turnout on May 3<sup>rd</sup>, but the crowd for the almost Cinco de Mayo celebration on May 4<sup>th</sup> was smaller than last year, despite starting earlier. He noted that the weather for the Arts Fest was beautiful, but it got very hot two weeks later. In the future, they'll stick with 5-10pm for events. This weekend, they're hosting a Mother's Day Wine Walk with 17 merchants and about 300 expected attendees. Ticket sales for the Sunset Concert featuring the "I Want My MTV" band are strong. The next food truck night is on June 7<sup>th</sup>, followed by a Jimmy Buffet tribute band.

Commissioner May praised Mr. Smith's presentation to Margaritaville, saying it's a fantastic concept to update perceptions of downtown. Mr. Smith said the leaders at Margaritaville were very receptive and it was a positive meeting.

Commissioner May asked about making the market more self-sufficient. Mr. Sznajstajler explained that the DDA has changed its approach from financially supporting the market to sponsoring it, like other events. He clarified that the market is now privately managed by the Esplanade, with some financial assistance from the DDA. In terms of potentially opening the market more frequently, he instructed staff to collaborate with Mr. Yarbrough's team to figure out the DDA's involvement, with feedback expected within a month or two.

#### **4.5 Keith Gold, Gold and Associates**

Mr. Gold presented the April-May report, mainly focusing on planning for the new fiscal year. They've been doing research and ensuring accuracy in printed materials like brochures and directory maps. He discussed email marketing and spring/summer advertising, noting that the city's communication department handles social media, but they assist for big events. They also send out press releases for upcoming events and keep the website updated daily. Mr. Gold mentioned upcoming photography of the riverfront shops area and confirmed they're on track with the 2023-2024 budget.

Mr. Gold discussed the research they conducted, including surveys for both consumers and merchants. They received feedback from 3,688 people, with 1,800 completing the surveys. Compared to 2023, there was an increase in the number of patrons at the riverfront shops, but a decrease in their frequency of visits due to safety concerns. However, patrons were still satisfied with their experiences.

For merchants, challenges included garbage collection, cleanliness, and the need for more parking. Satisfaction with special events increased, but there was a notable rise in concern for safety. Effective marketing methods for consumers included online and email marketing, while merchants found word of mouth and social media to be most effective.

The Halifax Art Festival and Art and Wine Walks were rated as the most effective events. Safety concerns negatively impact visitation frequency, new events and venues were well received, and the Christmas parade had a low ROI.

Commissioner May inquired about safety concerns and whether merchants were aware of downtown security. Mr. Gold explained the survey was conducted before the security was implemented. Commissioner May suggested getting feedback after the security was in place, possibly including an age breakdown of those who feel unsafe.

Ms. Cook suggested informing the mayor and other commissioners about the safety concerns from the survey. Commissioner May stated her intention to present this at the commission meeting. She asked Mr. Gold if merchants are using special events for marketing, to which he agreed to look into.

**5. Public Comments**

Connor Brand presented the award won by Beach Street this year, recognizing it as the runner-up for the best shopping destination. They determined this by sending out inquiries to visitors and asking about their favorite things to do while in town.

**6. Board Comments**

Commissioner May requested a brief overview of what would be relevant for the City Commission to hear from her, including upcoming events, successes, and the number of people who attended Ms. Lieberman's event downtown.

**7. Adjournment**

The meeting was adjourned at 4:01 p.m.

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Michael Sznajstajler, Chairman

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Chernecia Campbell, Board Secretary



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Michael O. Sznajstajler
Chairman
Quanita May
Commissioner
Sheryl A. Cook
Joseph H. Hopkins
Tammy M. Kozinski

APPLICATION FOR DDA EVENT ASSISTANCE

Event: Riverfront Market

Event Contact: Cindy Powell Phone #: 386.566.2384 Email: admin@riverfrontesplanade.com

Proposed Event Date(s): Average of 15-20 events (weather dependent) Funding Amount Requested: \$2,540/mo
Request Date: 05/23/2024

Attach the following:

- Event Plan & Description
Event Marketing Plan
Event Budget
City Event Permit - N/A

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.

The Riverfront Market will change from a Sunday event to Friday / Saturday events that coincides with Beach Street merchants' hours of operation. The Riverfront Market hosted a great turnout in April with 25 vendors at our new location in the heart of the business district. We anticipate more foot traffic for both vendors and Beach Street businesses as we continue to collaborate with BullsEye Promotions and future scheduled events.

- 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.

The Esplanade staff has centralized the coordination and set up for the markets. Previously, there was an events team contracted to oversee events and the market at the Esplanade. Bringing events inhouse has allowed us more flexibility, become more involved with downtown events and streamline the process for setting up the market. The Brown Riverfront Esplanade Foundation supports the market financially paying for support staff, marketing, entertainment and promotions.

Coordination and Collaboration: Explain how the event will be coordinated with Downtown businesses.

The Esplanade, in partnership with the DDA, is hosting and ensuring a safe, fun environment to successfully bring more people to Downtown Beach Street. The Southside of the Esplanade is located in the heart of Beach Street Shops.

For Riverfront Shops of Daytona Beach sponsored events: Event is located in Riverfront Shops of Daytona Beach area (Y/N)

Event is free and open to the public (Y/N)

Event leverages other funds (Y/N)

Event includes a plan to coordinate with Riverfront Shops of Daytona Beach merchants for promotions (Y/N)

**APPLICATION FOR DDA EVENT ASSISTANCE  
EVALUATION CHECKLIST**

Event: Riverfront Market

Event Contact: Cindy Powell Phone #: 386.566.2384 Email: admin@riverfrontesplanade.com

Proposed Event Date(s): FY 2024/2025 - Market events will be held 2x/month during other DDA sponsored events

**Submittal Information** (Attach the following:)

- Event Plan & Description
- Event Budget
- 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



## Riverfront Market



- Website
- Promo Reel
- Newsletter
- FaceBook
- Instagram
- A-frame signs
- Flyers
- Volusia Matters News Letter

Riverfront Market Budget		
	Day 1	Day 2
Support Staff	\$640	\$400
Supervision/Coordination	\$400	\$0
Marketing	\$300	\$0
Entertainment	\$500	\$300
<b>Monthly Costs:</b>	<b>\$1,840</b>	<b>\$2,540</b>
<b>Annual Costs:</b>	<b>\$18,400</b>	<b>\$25,400</b>
April Market Vendors		
A Simple Touch		Arepas & Drinks
Angry Man's Homemade Granola		Granola
Atlas Farms		Eggs, Honey, Bread, Jam
Beauty Within by Cary		Nutrition, hair/skin care/ more
Butterfly Beads by Anne		Resin Items, Wreaths, Bracelets
Candi Empire		Freeze dried candy
Compassion Cakes		Baked Goods
Creative Angle Customs		Acrylic Jewelry
Daytona Beach Rotary		Flags for Heros
Dirty Dan's Hot Sauce		Hot Sauce
Every Shade of Us		African American Calendars, Journals, Greeting Cards
Feral Designs Co		Vintage stuff
Foo & Moo		Custom Tumblers
Gypsy Mind Creations		Wood jewelry, signs etc
Historical Museum		Photos
Hooked on Yarn		Crochet Items
Mrs. Mae's Jams & Things		Jam and things
Nada Bystander		Engraving services for jewelry/wood, hats and apparel
Rescue Dogs Love Treats		Dog Treats
River Clay Boutique		Women's Clothing
Saltwater Soul Jewelry		Ocean Inspired Jewelry
Unclipped Art		Stickers, Bookmarks, Buttons
Flower Bar by SBY		



# RIVERFRONT ESPLANADE

**New Location:**





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

Michael O. Sznajstajler
Chairman
Quanita May
Commissioner
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Joseph H. Hopkins
Tammy M. Kozinski

APPLICATION FOR DDA EVENT ASSISTANCE

Event: " A December to Remember" (ADTR) Holiday Lights and Displays

Event Contact: Cindy Powell Phone #: 386-566-2384 Email: admin@riverfrontesplanade.com

Proposed Event Date(s): 11/29/2024 - 01/01/2025

Attach the following:

- Event Plan & Description
Event Budget
Event Marketing Plan
City Event Permit NA

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.

ADTR is quickly becoming a holiday tradition for Downtown Daytona Beach where you can explore the new Esplanade overlooking the Halifax River. ADTR is a multi-day extravaganza, filled with community events, a holiday bazaar, Santa sightings, live music and over a million lights.

- 2. Event Production Ease and Ability: Provide the history and background of the event and any past event experience of the producers.

This year marks the 3rd annual "ADTR" event hosted at the Esplanade. The inaugural event in 2022 and the 2nd annual in 2023 were huge successes based on attendance and all the smiles and laughter from both children and adults.

Coordination and Collaboration: Explain how the event will be coordinated with Downtown businesses.

2024 ADTR will be focused on more events and lighting from International Speedway Blvd. to Orange Avenue to enhance attendance to the Central Business District. Businesses will be encouraged to participate in the festivities.

For Riverfront Shops of Daytona Beach sponsored events: Event is located in Riverfront Shops of Daytona Beach area.

- Event is free and open to the public
Event leverages other funds
Event includes a plan to coordinate with Riverfront Shops of Daytona Beach merchants for promotions

**APPLICATION FOR DDA EVENT ASSISTANCE  
EVALUATION CHECKLIST**

Event: A December to Remember

Event Contact: Cindy Powell Phone #: 386.566.2384 Email: admin@riverfrontesplanade.com

Proposed Event Date(s): 11/29/2024 - 01/01/2025 Funding Request: \$25,000/Year  
Date: 05/08/2024

**Submittal Information** (Attach the following:)

- Event Plan & Description
- Event Budget
- 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: \_\_\_\_\_

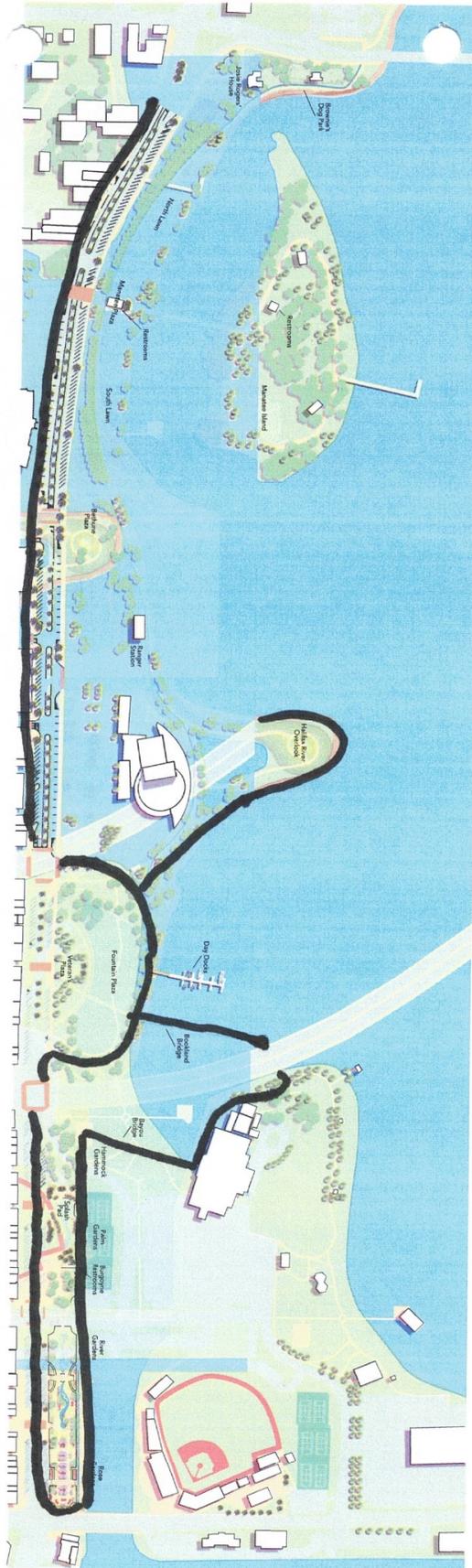
Notes: The event must answer yes to all criteria for a signature event.

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



## ADTR Marketing



- Website
- Promo Reel
- Newsletter
- FaceBook
- Instagram
- A-frame signs
- Flyers
- Radio spots
- Promo items
- Digital Billboard
- ADTR Shirts



# A December to Remember

at the Riverfront Esplanade

**Projected Expenses:**

Projected 2024 A December to Remember Budget	
Event	Expense
Holiday Bazaar Market	\$0
Santa/Photoshop	\$2,000
Lighting/Decor	\$200,000
Pet Parade	\$300
Christmas Train (1 night only)	\$1,000
Jeep Beach Kids Zone	\$0
Movie on the Lawn	\$1,000
Photographer	\$2,400
Carolers	\$3,000
Crafts for Kids	\$550
Promo Items and Concessions	\$500
Staffing (48 hours event support)	\$1,000
Entertainment (Performers/Schools)	\$2,000
Marketing	\$5,000
<b>Projected Cost:</b>	<b>\$218,750</b>

### **Staff Recommendation for Riverfront Market**

Subject: Allocation for Riverfront Market

#### **Recommendation:**

Staff recommends that the allocation for the Riverfront Market remains at the same amount of \$5,000. Given the current uncertainty surrounding revenue projections, we believe it is prudent to maintain this level of funding to ensure we have sufficient revenue to sustain operations. Additionally, staff are no longer interested in continuing the farmers market segment of the Riverfront Market.

### **Staff Recommendation for “December to Remember”**

Subject: Funding Request for “December to Remember” Event

#### **Recommendation:**

Our current commitment for the “December to Remember” event stands at \$25,000. Staff recommends that the Downtown Development Authority (DDA) make a formal request to the Downtown Redevelopment Board to cover the staffing costs associated with the event, amounting to \$25,000. This approach will help ensure the event is adequately staffed and successful without compromising the DDA's budget.



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 05/31/24	Available
Ad Valorem	\$219,804.00	\$198,396.36	\$21,407.64
Delinquent Ad Valorem	0	3.78	-3.78
Downtown CRA Payment	135,000.00	117,960.51	17,039.49
Interest on Investment	0	78.26	-78.26
Miscellaneous	0	0	0
Appropriation of Fund Balance	50,708.00	0.00	50,708.00
<b>Total</b>	<b>\$405,512.00</b>	<b>\$316,438.91</b>	<b>\$89,073.09</b>

Farmers' Market Activities

Revenues	Budget	Received to Date as of 05/31/24 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
<b>Total</b>	<b>\$0</b>	<b>\$0.00</b>	<b>\$0.00</b>

Expenses	Budget	Period Amount as of 05/31/24	Available
Promo- Advertising	\$43,917.00	\$18,630.12	\$25,286.88
Care and Subsistence	300	101.02	198.98
Downtown Marketing Media	39,000.00	29,250.00	9,750.00
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	17,039.49
Encumbered (Gold PO)	0	0	9,750.00
<b>Total</b>	<b>\$219,817.00</b>	<b>\$165,941.65</b>	<b>\$63,625.35</b>

Expenses Farmer's Market	Budget	Period Amount as of 05/31/24	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
<b>Total</b>	<b>\$12,900.00</b>	<b>\$7,324.80</b>	<b>\$5,575.20</b>

Expenses	Appropriation	Period Amount as of 05/31/24	Balance
Downtown Events	\$127,500.00	\$105,500.00	22,000.00
Supplies/ Offline print	5,000.00	175.00	4,825.00
<b>Total</b>	<b>\$132,500.00</b>	<b>\$105,675.00</b>	<b>\$26,825.00</b>

### DDA Budget Summary

	Budget	Received as of 05/31/24	Balance
Total DDA Revenue	\$365,217.00	\$316,438.91	\$48,778.09
Reserves	40,295.00		40,295.00
<b>Total</b>	<b>405,512.00</b>		<b>89,073.09</b>

	Budget	Actual as of 5/31/24	Balance
Total DDA Expenditures	\$365,217.00	278,941.45	86,275.55
Reserves	40,295.00		40,295.00
<b>Sub-Total</b>	<b>405,512.00</b>		<b>126,570.55</b>
Encumbered (Purchase Order)			9,750.00
Available to expend w/ Reserves			116,820.55

DDA Events OUTSIDE OF BULLSEYE FY 2023-2024

DATE	COMPANY NAME	Available Funds	DDA EXPENSE	EVENT NAME	COMPLETED
		<b>\$127,500.00</b>			
Sunday, October 1, 2023	Bullseye Marketing	\$127,500.00	\$ 87,500.00	FUNDS SET ASIDE FOR BULLSEYE EVENTS ONLY	Y
Monday, October 23, 2023	DDA Sponsorship	\$40,000.00	\$ 3,500.00	BILLBOARD ADVERTIZING FOR HALIFAX ARTS FESTIVAL	Y
Monday, October 23, 2023	DDA Sponsorship	\$ 36,500.00	\$ 1,500.00	ADS ON RADIO WLOV-FM FOR HAFIX ARTS FEST 2023 DDA	Y
Tuesday, November 14, 2023	DDA Sponsorship	\$ 35,000.00	\$ 5,000.00	HALIFAX FESTIVAL DONATION FROM DDA 20,000	Y
Monday, January 8, 2024	DDA Sponsorship	\$ 30,000.00	\$ 25,000.00	DEC TO REMEMBER FOR RIVERFRONT - CINDY POWELL/JOE YARBROUGH	Y
Tuesday, May 21, 2024	DDA Sponsorship	\$ 5,000.00	\$ 1,000.00	DDA SPONSORSHIP OF ARTS DISTRICT MINI MURALS-THERESA LIEBERMAN	Y
Wednesday, June 5, 2024	DDA Sponsorship	\$ 4,000.00			
<b>TOTAL</b>			<b>\$ 127,500.00</b>		

DDA Events FY 2023-2024

DATE	COMPANY NAME	Current Funds	DDA EXPENSE	EVENT NAME	COMPLETED
Friday, October 6, 2023	Bullseye Marketing	<b>\$87,500.00</b>	\$ 2,000.00	Downtown Daytona Nights	Y
Saturday, October 14, 2023	Bullseye Marketing	\$ 85,500.00	\$ 2,500.00	Wine & Chocolate Walk	Y
Saturday, October 28, 2023	Bullseye Marketing	\$ 83,000.00	\$ 5,000.00	Oktoberfest & Weiner Dog Races	Y
Saturday, Novemeber 11, 2023	Bullseye Marketing	\$ 78,000.00	\$ 2,500.00	Shop & Sip Wine & Cheese Walk	Y
Friday, December 1, 2023	Bullseye Marketing	\$ 75,500.00	\$ 2,000.00	Downtown Daytona Nights Foo Truck Rally & Riverfront Arts Market	Y
Saturday, December 9, 2023	Bullseye Marketing	\$ 73,500.00	\$ 2,500.00	Holiday Christmas Cookie & Wine Walk	Y
Friday, January 5, 2024	Bullseye Marketing	\$ 71,000.00	\$ 2,000.00	Downtown Daytona Nights/ Food Truck Rally & Riverfront Arts Market	Y
Saturday, January 13, 2024	Bullseye Marketing	\$ 69,000.00	\$ 2,500.00	International wine and Food Walk	Y
Friday, February 2, 2024	Bullseye Marketing	\$ 66,500.00	\$ 2,000.00	Downtown Daytona Nights	Y
Saturday, February 10, 2024	Bullseye Marketing	\$ 64,500.00	\$ -	13th Annual Wine and Chocolate Walk	Y
Saturday, February 24, 2024	Bullseye Marketing	\$ 64,500.00	\$ 2,500.00	4th Annual Beer and Bacon Fest	Y
Sunday, March 17, 2024	Bullseye Marketing	\$ 62,000.00	\$ 5,000.00	21st Annual St. Paddy's Day	Y
Saturday, March 23, 2024	Bullseye Marketing	\$ 57,000.00	\$ 2,500.00	4th Annual Wine and Cheese Walk	Y
Friday, April 5, 2024	Bullseye Marketing	\$ 54,500.00	\$ 2,000.00	Downtown Daytona Nights	Y
Saturday & Sunday April 13 & 14, 2024	Bullseye Marketing	\$ 52,500.00	\$ 20,000.00	2nd Annual Daytona Beach Arts Fest and Sunset Concert	Y
Friday, May 3, 2024	Bullseye Marketing	\$ 32,500.00	\$ 2,000.00	Downtown Daytona Night Food Truck Rally and Riverfront Arts Market	Y
Saturday, May 4, 2024	Bullseye Marketing	\$ 30,500.00	\$ 5,000.00	Almost Cinco de Mayo Block Party	Y
Friday, May 31, 2024	Bullseye Marketing	\$ 25,500.00	\$ 5,000.00	Sunset Concert Series (3 concerts late Spring and Summer \$5,000 each	Y--OF 1/3
Saturday, May 18, 2024	Bullseye Marketing	\$ 20,500.00	\$ 2,500.00	Mother's Day Wine Walk	Y
Friday, June 7, 2024	Bullseye Marketing	\$ 18,000.00	\$ 2,000.00	Downtown Daytona Nights	
Friday, July 5, 2024	Bullseye Marketing		\$ 2,000.00	Downtown Daytona Nights	
Friday, August 2, 2024	Bullseye Marketing		\$ 2,000.00	Downtown Daytona Night Food Truck Rally and Riverfront Arts Market	
Friday, September 6, 2024	Bullseye Marketing		\$ 2,000.00	Downtown Daytona Night Food Truck Rally and Riverfront Arts Market	
Spring, Summer, Summer 2024	Bullseye Marketing		\$ 10,000.00	Sunset Concert Series (3 concerts late Spring and Summer \$5,000 each	
<b>TOTAL</b>			<b>\$ 87,500.00</b>		

**DAYTONA BEACH DDA**  
**FY 2023 - 2024 MARKETING FLOWCHART**  
 Prepared August 3, 2023 • Updated June 4, 2024

**\$218,700 APPROVED BUDGET**  
**\$127,500 Events Budget • \$91,200 Marketing Budget**

MEDIA	DESCRIPTION	SPACE CLOSE	MAT. CLOSE	OCT					NOV					DEC					JAN					FEB					MAR					APR					MAY					JUNE					JULY					AUG					SEPT					TOTALS
				2	9	16	23	30	6	13	20	27	4	11	18	25	8	15	22	29	5	12	19	26	2	9	16	23	30	6	13	20	27	3	10	17	24	7	14	21	28	4	11	18	25	1	8	15	22	29	5	12	19	26	2	9	16	23	30					
<b>A. GENERAL MARKETING SERVICES (\$41,600 Budget)</b>																																								<b>\$41,600</b>																								
SUPPLIES	Kiosk poster and merchant directory printing. (\$125 budget for each.)	N/A	N/A	\$125					\$125					\$125					\$250					\$125					\$125					\$125					\$125					\$125					\$250					\$1,750										
TECHNICAL SERVICES	Fees for iContact, domains, and web hosting. (\$850 budget.)	N/A	N/A	\$850																																													\$850															
PROFESSIONAL SERVICES (QUARTERLY MEETINGS)	Marketing agency fees for strategic planning; consultation; media negotiations; email marketing; online/offline advertising; social media; public relations; web maintenance; and related copywriting, design, and production. (\$39,000 budget.)	N/A	N/A	\$3,250					\$3,250					\$3,250					\$3,250					\$3,250					\$3,250					\$3,250					\$3,250					\$3,250					\$39,000															
<b>B. DOWNTOWN MARKETING MEDIA (\$49,600 Budget)</b>																																								<b>\$37,300</b>																								
Online	Google geo-targeted search and display ads (including remarketing). (\$13,100 budget.)	2 Weeks Prior	1 Week Prior	\$1,000					\$1,400					\$1,400					\$1,300					\$1,000					\$1,000					\$1,000					\$1,000					\$1,000					\$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					\$13,100															
Offline: Brochure Displays	Printing brochures and event inserts distributed at 225 locations. (\$6,600 budget.)	4 Weeks Prior	4 Weeks Prior																															\$4,650					\$650					\$650					\$6,600															
Photo Shoot	New campaign photography for use in online and offline marketing materials. (\$4,500 budget.)	N/A	N/A																															\$4,500															\$4,500															
<b>C. DOWNTOWN EVENTS (\$127,500 Budget)</b>																																								<b>\$132,500</b>																								
SPECIAL EVENT MARKETING	Budget set aside for FY 2023-2024 event fees and advertising. (\$87,500 budget.)	4 Weeks Prior	3 Week Prior	\$87,500																																													\$87,500															
SPONSORSHIP FEES	Event TBD (\$5,000).	4 Weeks Prior	3 Week Prior	\$5,000																																													\$5,000															
HALIFAX ART FESTIVAL	Advertising (\$5,000) and prize money (\$5,000).	4 Weeks Prior	3 Week Prior	\$10,000																																													\$10,000															
RIVERFRONT ESPLANADE	"December to Remember" (\$25,000) and Esplanade Market (\$5,000) sponsorships.	2 Weeks Prior	1 Week Prior	\$25,000					\$5,000																																								\$30,000															
<b>TOTAL</b>				\$133,725					\$11,175					\$6,175					\$6,100					\$5,375					\$5,375					\$5,375					\$5,375					\$14,525					\$6,025					\$6,025					\$6,150					<b>\$ 211,400</b>

*(Grand Total Includes \$5,000 Add'l Event Allocation Received 11/2.)*

Production	Materials Distributed/Run	Events
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**RACK RENTALS: \$650 per month. (New distribution to begin following the printing in June.)**

**BROCHURE PRINTING: \$4,650 for 15,000 brochures and inserts.**

**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 Fest = \$2,500
- March 17, St. Paddy's Day = \$5,000
- 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" Esplanade Event Series = \$25,000
- Esplanade Market = \$5,000
- Sponsorship Fees = \$5,000

**TOTAL = \$45,000**



**RIVERFRONT SHOPS OF DAYTONA BEACH  
FY '24-'25 TACTICAL PLAN & BUDGET ALTERNATIVES**

*Prepared by GOLD Marketing • Thursday, June 6, 2024*

**THE VERANDA**

*814 State Road A1A North*

*Ponte Vedra Beach, FL 32082*

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**W** [StrikeGold.com](http://StrikeGold.com)

# **RIVERFRONT SHOPS OF DAYTONA BEACH FY '24-'25 TACTICAL PLAN & BUDGET ALTERNATIVES**

*Prepared by GOLD Marketing • Thursday, June 6, 2024*

## **BRIEF INTRODUCTION**

To assist with the budgeting process for the Downtown Development Authority's Riverfront Shops marketing campaign for FY 2024-2025, we have provided three Tactical Plan alternatives for consideration and discussion by City of Daytona Beach staff and the DDA Board. The first alternative utilizes the same budget as the present fiscal year, followed by two more that increase modestly in ten percent increments.

In each case, the tools and tactics recommended on the Tactical Plan spreadsheets are aligned with the findings from the primary research that was recently conducted and presented to the Board. Specifically, they focus the majority of the budget on special event sponsorships and online marketing. And regarding the latter, it has been proven in statistical research and demonstrated in monthly analytics that the greater the monthly spend on online marketing, the greater the response in terms of visitation to special events, and directly to the Riverfront Shops. Additionally, advertising media spending should build as consumer interest in shopping, dining, and entertainment increases during the Riverfront Shops' traditional holiday and winter buying season. Lastly, some recurring expenses have increased (*such as technical and software subscriptions and rack brochure costs*), which are reflected in every alternative.

Thank you for your consideration.

**DAYTONA BEACH DDA**  
**FY 2024 - 2025 MARKETING FLOWCHART – APPROACH A**  
 Prepared June 4, 2024

**\$218,700 – SAME AS APPROVED FOR '23-24**  
**\$127,500 Events Budget • \$91,200 Marketing Budget**

MEDIA	DESCRIPTION	SPACE CLOSE	MAT. CLOSE	OCT				NOV				DEC					JAN				FEB				MAR					APR				MAY					JUNE					JULY				AUG					SEPT					TOTALS
				7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	3	10	17	24	31	7	14	21	28	5	12	19	26	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29				
<b>A. GENERAL MARKETING SERVICES (\$41,600 Budget)</b>																																				<b>\$42,636</b>																						
SUPPLIES	Kiosk poster and merchant directory printing. (\$125 budget for each.)	N/A	N/A	\$125				\$125				\$125				\$250				\$125				\$125				\$125				\$125				\$125				\$125				\$125				\$250				\$1,750						
TECHNICAL SERVICES	Fees for iContact, domain, and web hosting. (\$1,886 budget, including \$120/mo. iContact cost, \$396 two-year hosting renewal, and \$50 for domain renewal.)	N/A	N/A	\$1,886				-				-				-				-				-				-				-				-				-				-				\$1,886										
PROFESSIONAL SERVICES (QUARTERLY MEETINGS)	Marketing agency fees for strategic planning; consultation; media negotiations; email marketing; online/offline advertising; social media; public relations; web maintenance; and related copywriting, design, and production. (\$39,000 budget.)	N/A	N/A	\$3,250				\$3,250				\$3,250				\$3,250				\$3,250				\$3,250				\$3,250				\$3,250				\$3,250				\$3,250				\$3,250				\$39,000										
<b>B. DOWNTOWN MARKETING MEDIA (\$49,600 Budget)</b>																																				<b>\$48,550</b>																						
Online	Google geo-targeted search and display ads (including remarketing). (\$13,400 budget.)	2 Weeks Prior	1 Week Prior	\$1,000				\$1,500				\$1,500				\$1,400				\$1,000				\$1,000				\$1,000				\$1,000				\$1,000				\$1,000				\$1,000				\$13,400										
Social	Social media geo-targeted ads. (\$13,400 budget.)	2 Weeks Prior	1 Week Prior	\$1,000				\$1,500				\$1,500				\$1,400				\$1,000				\$1,000				\$1,000				\$1,000				\$1,000				\$1,000				\$1,000				\$13,400										
Offline: Brochure Displays	Printing brochures and event inserts (with 1,000 sets for merchants), distributed at 225 locations. (\$21,750 budget.)	4 Weeks Prior	4 Weeks Prior	\$5,300				\$650				\$650				\$650				\$5,300				\$650				\$650				\$650				\$5,300				\$650				\$650				\$21,750										
<b>C. DOWNTOWN EVENTS (\$127,500 Budget)</b>																																				<b>\$127,500</b>																						
SPECIAL EVENT MARKETING	Budget set aside for FY 2024-2025 event fees and advertising. (\$87,500.)	4 Weeks Prior	3 Week Prior	\$87,500				-				-				-				-				-				-				-				-				-				-				\$87,500										
HALIFAX ART FESTIVAL	Advertising (\$5,000) and prize money (\$5,000).	4 Weeks Prior	3 Week Prior	\$10,000				-				-				-				-				-				-				-				-				-				-				\$10,000										
RIVERFRONT ESPLANADE	"December to Remember" (\$25,000) and Esplanade Market (\$5,000) sponsorships.	2 Weeks Prior	1 Week Prior	\$25,000				\$5,000				-				-				-				-				-				-				-				-				-				\$30,000										
<b>TOTAL</b>				\$135,061				\$12,025				\$7,025				\$6,950				\$10,675				\$6,025				\$6,025				\$6,025				\$10,675				\$6,025				\$6,025				\$6,150	\$ 218,686									

Production	Materials Distributed/Run	Events
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**NOTE:** Breakdown of the \$5,300 brochure costs in October, February, and June is \$4,650 for 15,000 brochures and inserts, plus \$650 for rack rental.

**BULLSEYE SPECIAL EVENTS**

EVENTS LIST TO COME

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**TOTAL = \$87,500**

**ADDITIONAL EVENT SPONSORSHIP**

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

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**TOTAL = \$40,000**

**DAYTONA BEACH DDA**  
**FY 2024 - 2025 MARKETING FLOWCHART – APPROACH B**  
 Prepared June 4, 2024

**\$227,820 – 10% HIGHER MARKETING BUDGET**  
**\$127,500 Events Budget • \$100,320 Marketing Budget**

MEDIA	DESCRIPTION	SPACE CLOSE	MAT. CLOSE	OCT				NOV				DEC					JAN				FEB				MAR					APR				MAY					JUNE				JULY				AUG					SEPT					TOTALS
				7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	3	10	17	24	31	7	14	21	28	5	12	19	26	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29			
<b>A. GENERAL MARKETING SERVICES (\$41,600 Budget)</b>																																				<b>\$42,636</b>																					
SUPPLIES	Kiosk poster and merchant directory printing. (\$125 budget for each.)	N/A	N/A	\$125				\$125				\$125				\$250				\$125				\$125				\$125				\$125				\$125				\$125				\$125				\$250				\$1,750					
TECHNICAL SERVICES	Fees for iContact, domain, and web hosting. (\$1,886 budget, including \$120/mo. iContact cost, \$396 two-year hosting renewal, and \$50 for domain renewal.)	N/A	N/A	\$1,886				-				-				-				-				-				-				-				-				-				-				\$1,886									
PROFESSIONAL SERVICES (QUARTERLY MEETINGS)	Marketing agency fees for strategic planning; consultation; media negotiations; email marketing; online/offline advertising; social media; public relations; web maintenance; and related copywriting, design, and production. (\$39,000 budget.)	N/A	N/A	\$3,250				\$3,250				\$3,250				\$3,250				\$3,250				\$3,250				\$3,250				\$3,250				\$3,250				\$3,250				\$3,250				\$39,000									
<b>B. DOWNTOWN MARKETING MEDIA (\$49,600 Budget)</b>																																				<b>\$57,650</b>																					
Online	Google geo-targeted search and display ads (including remarketing). (\$18,000 budget.)	2 Weeks Prior	1 Week Prior	\$1,400				\$1,800				\$1,800				\$1,800				\$1,400				\$1,400				\$1,400				\$1,400				\$1,400				\$1,400				\$1,400				\$18,000									
Social	Social media geo-targeted ads. (\$17,900 budget.)	2 Weeks Prior	1 Week Prior	\$1,400				\$1,800				\$1,800				\$1,700				\$1,400				\$1,400				\$1,400				\$1,400				\$1,400				\$1,400				\$1,400				\$17,900									
Offline: Brochure Displays	Printing brochures and event inserts (with 1,000 sets for merchants), distributed at 225 locations. (\$21,750 budget.)	4 Weeks Prior	4 Weeks Prior	\$5,300				\$650				\$650				\$650				\$5,300				\$650				\$650				\$650				\$650				\$650				\$650				\$21,750									
<b>C. DOWNTOWN EVENTS (\$127,500 Budget)</b>																																				<b>\$127,500</b>																					
SPECIAL EVENT MARKETING	Budget set aside for FY 2024-2025 event fees and advertising. (\$87,500.)	4 Weeks Prior	3 Week Prior	\$87,500				-				-				-				-				-				-				-				-				-				-				\$87,500									
HALIFAX ART FESTIVAL	Advertising (\$5,000) and prize money (\$5,000).	4 Weeks Prior	3 Week Prior	\$10,000				-				-				-				-				-				-				-				-				-				-				\$10,000									
RIVERFRONT ESPLANADE	"December to Remember" (\$25,000) and Esplanade Market (\$5,000) sponsorships.	2 Weeks Prior	1 Week Prior	\$25,000				\$5,000				-				-				-				-				-				-				-				-				-				\$30,000									
<b>TOTAL</b>				\$135,861				\$12,625				\$7,625				\$7,650				\$11,475				\$6,825				\$6,825				\$6,825				\$11,475				\$6,825				\$6,825				\$6,950	\$ 227,786								

Production	Materials Distributed/Run	Events
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**NOTE:** Breakdown of the \$5,300 brochure costs in October, February, and June is \$4,650 for 15,000 brochures and inserts, plus \$650 for rack rental.

**BULLSEYE SPECIAL EVENTS**

EVENTS LIST TO COME

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**TOTAL = \$87,500**

**ADDITIONAL EVENT SPONSORSHIP**

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

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**TOTAL = \$40,000**

**DAYTONA BEACH DDA**  
**FY 2024 - 2025 MARKETING FLOWCHART – APPROACH C**  
 Prepared June 4, 2024

**\$236,940 – 20% HIGHER MARKETING BUDGET**  
**\$127,500 Events Budget • \$109,440 Marketing Budget**

MEDIA	DESCRIPTION	SPACE CLOSE	MAT. CLOSE	OCT				NOV				DEC					JAN				FEB				MAR					APR				MAY					JUNE				JULY				AUG					SEPT					TOTALS
				7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	3	10	17	24	31	7	14	21	28	5	12	19	26	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29			
<b>A. GENERAL MARKETING SERVICES (\$41,600 Budget)</b>																																				<b>\$42,636</b>																					
SUPPLIES	Kiosk poster and merchant directory printing. (\$125 budget for each.)	N/A	N/A	\$125				\$125				\$125				\$250				\$125				\$125				\$125				\$125				\$125				\$125				\$250				\$1,750									
TECHNICAL SERVICES	Fees for iContact, domain, and web hosting. (\$1,886 budget, including \$120/mo. iContact cost, \$396 two-year hosting renewal, and \$50 for domain renewal.)	N/A	N/A	\$1,886				-				-				-				-				-				-				-				-				-				-				\$1,886									
PROFESSIONAL SERVICES (QUARTERLY MEETINGS)	Marketing agency fees for strategic planning; consultation; media negotiations; email marketing; online/offline advertising; social media; public relations; web maintenance; and related copywriting, design, and production. (\$39,000 budget.)	N/A	N/A	\$3,250				\$3,250				\$3,250				\$3,250				\$3,250				\$3,250				\$3,250				\$3,250				\$3,250				\$3,250				\$3,250				\$39,000									
<b>B. DOWNTOWN MARKETING MEDIA (\$49,600 Budget)</b>																																				<b>\$66,800</b>																					
Online	Google geo-targeted search and display ads (including remarketing). (\$12,550 budget.)	2 Weeks Prior	1 Week Prior	\$1,750				\$2,150				\$2,500				\$2,150				\$1,750				\$1,750				\$1,750				\$1,750				\$1,750				\$1,750				\$1,750				\$22,550									
Social	Social media geo-targeted ads. (\$22,500 budget.)	2 Weeks Prior	1 Week Prior	\$1,750				\$2,150				\$2,500				\$2,100				\$1,750				\$1,750				\$1,750				\$1,750				\$1,750				\$1,750				\$1,750				\$22,500									
Offline: Brochure Displays	Printing brochures and event inserts (with 1,000 sets for merchants), distributed at 225 locations. (\$21,750 budget.)	4 Weeks Prior	4 Weeks Prior	\$5,300				\$650				\$650				\$650				\$5,300				\$650				\$650				\$650				\$5,300				\$650				\$650				\$21,750									
<b>C. DOWNTOWN EVENTS (\$127,500 Budget)</b>																																				<b>\$127,500</b>																					
SPECIAL EVENT MARKETING	Budget set aside for FY 2024-2025 event fees and advertising. (\$87,500.)	4 Weeks Prior	3 Week Prior	\$87,500				-				-				-				-				-				-				-				-				-				-				\$87,500									
HALIFAX ART FESTIVAL	Advertising (\$5,000) and prize money (\$5,000).	4 Weeks Prior	3 Week Prior	\$10,000				-				-				-				-				-				-				-				-				-				-				\$10,000									
RIVERFRONT ESPLANADE	"December to Remember" (\$25,000) and Esplanade Market (\$5,000) sponsorships.	2 Weeks Prior	1 Week Prior	\$25,000				\$5,000				-				-				-				-				-				-				-				-				-				\$30,000									
<b>TOTAL</b>				<b>\$136,561</b>				<b>\$13,325</b>				<b>\$9,025</b>				<b>\$8,400</b>				<b>\$12,175</b>				<b>\$7,525</b>				<b>\$7,525</b>				<b>\$7,525</b>				<b>\$12,175</b>				<b>\$7,525</b>				<b>\$7,525</b>				<b>\$7,650</b>	<b>\$ 236,936</b>								

Production	Materials Distributed/Run	Events
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**NOTE:** Breakdown of the \$5,300 brochure costs in October, February, and June is \$4,650 for 15,000 brochures and inserts, plus \$650 for rack rental.

**BULLSEYE SPECIAL EVENTS**

EVENTS LIST TO COME

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**TOTAL = \$87,500**

**ADDITIONAL EVENT SPONSORSHIP**

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

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**TOTAL = \$40,000**



**DAYTONA BEACH DDA**  
**MAY 2024 ANALYTICS REPORT**

*Prepared by GOLD Marketing • Tuesday, June 4, 2024*

**THE VERANDA**

*814 State Road A1A North*

*Ponte Vedra Beach, FL 32082*

**T** 904.285.5669

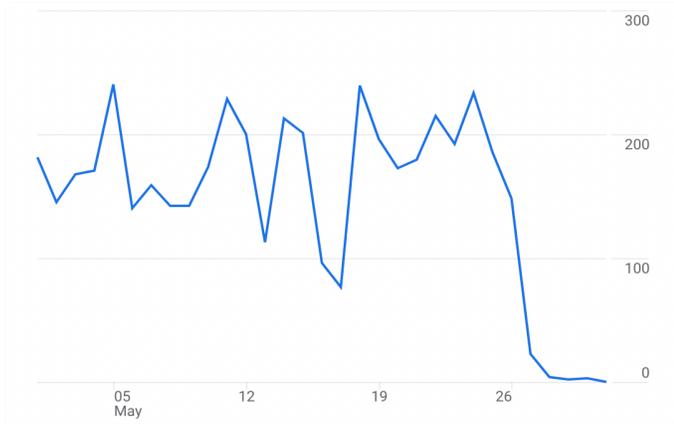
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# DAYTONA BEACH DDA MAY 2024 ANALYTICS REPORT

*Prepared by GOLD Marketing • Tuesday, June 4, 2024*

## Overall Site Engagement

### WEBSITE VISITATION



*Website users across the month.*

The drop-off in website visitation occurred because the site’s domain name registration (managed by the City of Daytona Beach) expired, taking the site offline. As of this writing, the Redevelopment Department is working to renew the registration.

	<u>MAY 2024</u>
• TOTAL USERS:	4,217
• NEW USERS:	4,050
• SESSIONS:	5,669
• PAGEVIEWS:	8,956

### MOST VIEWED PAGES

	<u>MAY 2024</u>
• HOME PAGE:	6,632
• EVENTS CALENDAR:*	852
• DINING:	362
• SHOPPING:	322
• BROCHURE & MAP	164

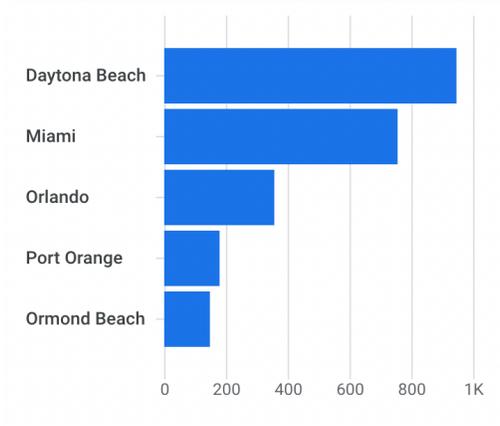
\***NOTE:** “Events Calendar” includes all pages of the website calendar.

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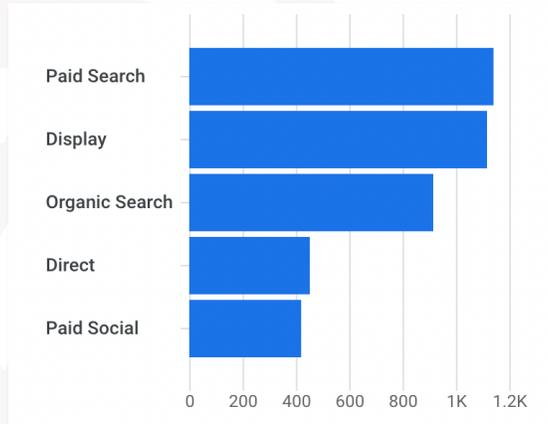
## Overall Traffic (Continued)

### TOP CITIES



The above shows the top cities by the number of users in May 2024. Daytona Beach, Orlando, Port Orange, and Ormond Beach represent local/regional shoppers and diners, while Miami was a popular origin city for out-of-town guests and prospects. (*Atlanta, Holly Hill, and Palm Coast were also among the top cities.*)

### KEY TRAFFIC SOURCES



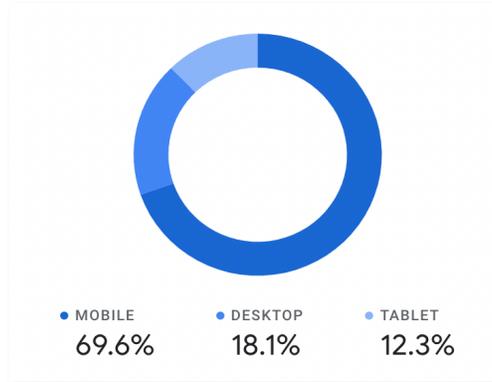
As shown in the above chart, the largest driver of users to the site was paid advertising (*represented by the Paid Search, Display, and Paid Social categories*), as well as organic search and direct site visits.

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## Overall Traffic (Continued)

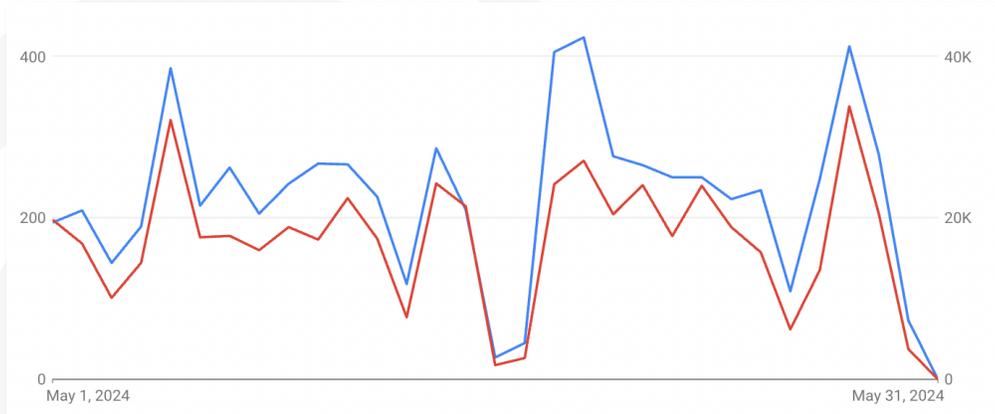
### TOP DEVICES



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

## Online Advertising

### GOOGLE ADVERTISING



The Google Ads generated 6,936 clicks and 527,676 impressions (*times an ad was shown*) in May 2024. Popular search advertising keywords included “Food Near Me,” (*and similar*), “Restaurants” (*and similar*), “Daytona Beach” (*and similar*), “Daytona Beach Shopping” (*and similar*), and “Downtown Daytona Beach.” The advertising was paused late in the month due to the domain registration issue.

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# **DAYTONA BEACH DDA MAY 2024 ANALYTICS REPORT**

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## **Online Advertising (*Continued*)**

### **SOCIAL MEDIA ADVERTISING**

Advertising via Meta/Facebook advertising had 2,372 link clicks and 197,448 impressions (*times an ad was shown*) in May 2024. (*Non-event advertising was paused late in the month due to the domain registration issue. Event advertising promotes the event listing on Facebook, and so it could continue to run.*)

### **FACEBOOK EVENT RESPONSES**

The Riverfront Shops Facebook advertising includes promoting DDA-sponsored events to generate event responses from potential attendees. Promoted events held in May included:

- MAY DOWNTOWN DAYTONA NIGHTS: 620 responses to the event advertising, with 1,353 combined ad and organic responses to the Riverfront Shops' listing;
- ALMOST CINCO DE MAYO: 325 responses to the event advertising to date, with 864 combined ad and organic responses to the Riverfront Shops' listing;
- MOTHER'S DAY WINE WALK: 354 responses to the event advertising, with 374 combined ad and organic responses to the Riverfront Shops' listing; and
- MAY SUNSET CONCERT: 753 responses to the event advertising, with 1,056 combined ad and organic responses to the Riverfront Shops' listing.

### **PAGE FOLLOWERS**

As of June 4<sup>th</sup>, the Riverfront Shops of Daytona Beach Facebook page had 19,538 followers (*an increase of 494 since the last report*).

*Page 4 of 4*

## GOLD

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

## ONGOING PROJECTS

### CITY OF DAYTONA BEACH – 06/04/24

#### Project

#### Action Steps

2024 MARKETING RESEARCH – *Consumer and Merchant*

ACTION STEPS: FINISHED. Merchant and consumer surveys developed, launched, and analyzed pro bono by GOLD.

DDA ONLINE MEDIA BUYS – *Digital and Social Media*

ACTION STEPS: ONGOING. Advertising with Google Ads and Meta/Facebook for the Riverfront Shops. *(Receipts and documentation provided monthly.)*

DDA TACTICAL PLAN – *For the Fiscal Year*

ACTION STEPS: PRESENTED. Updates to the FY 23-24 tactical plan flowchart presented monthly. FY 24-25 alternatives provided.

DDA DATABASE MARKETING – *Writing, Programming & Deployment*

ACTION STEPS: ONGOING. Eblasts sent to consumers and merchants regularly. *(Latest blasts sent 5/1, 5/9, 5/22, and w/o 6/3 to promote events.)*

DDA KIOSK POSTERS – *Design and Printing*

ACTION STEPS: FINISHED. June poster complete. Client to post.

RACK BROCHURE – *Updates and Printing*

ACTION STEPS: AWAITING CLIENT ESTIMATE APPROVAL. Brochure designed for holiday season, spring, and summer. Merchant information updated monthly. Sent to printer.

DDA DIRECTORY MAP – *Merchant Updates.*

ACTION STEPS: AWAITING CLIENT APPROVAL. Last printed 11/1. *(Files updated monthly.)*

DDA WEBSITE – *Site Updates*

ACTION STEPS: SITE DOWN. City domain registration lapsed.

DDA MEETING MATERIALS – *Monthly Updates*

ACTION STEPS: PRESENTED. Updated analytics and presentation materials for June meeting.

RIVERFRONT SHOPS PHOTOGRAPHY – *Holiday & General Images*

ACTION STEPS: AWAITING CLIENT PROPOSAL APPROVAL. Presented estimate monthly from Nov. – May.

CITY RESEARCH – *Consumer & Business*

ACTION STEPS: AWAITING CLIENT. Awaiting additional database information to estimate.

CITY AVIATION CLASS – *Materials*

ACTION STEPS: AWAITING CLIENT. Time, date, and place required.

# THE CITY OF DAYTONA BEACH DDA



## CONTENTS

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



**G O L D**  
*Marketing Communications*

## 2. NEW MARKETING INITIATIVES



### SUMMER SEASON MARKETING

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



## 2. NEW MARKETING INITIATIVES

### SUMMER MARKETING

- *Collateral* – Rack Brochure, Kiosk Poster & Directory Map Updates (Brochure at the Printer)
- *Directory Posters* – Updated Monthly & Feature Special Events
- *E-Mail Marketing* – Weekly Shopping, Dining & Event E-Blasts, Plus Regular Merchant Communications



Brochure  
Cover

## 2. NEW MARKETING INITIATIVES

### SPRING/SUMMER MARKETING

- *Online Advertising – Search & Social Media Advertising*
- *Public Relations – Primarily Event Announcements*
- *Website – Site down in June Due to City Registration Lapse*



Facebook  
Ads

## 2. NEW MARKETING INITIATIVES

### SPRING/SUMMER MARKETING

- *Photography – Awaiting City Approval of Proposal*
- *FY 2024-25 Tactical Plan – Alternatives Prepared*



# 2. NEW MARKETING INITIATIVES

## FY 2023-2024 BUDGET

- Agency Media & Production Expenses are Under the Approved Budget

MEDIA	DESCRIPTION	SPACE CLOSE	MAT. CLOSE	OCT		NOV			DEC			JAN			FEB			MAR			APR			MAY			JUNE			JULY			AUG			SEPT			TOTALS						
				2	9	16	23	30	6	13	20	27	4	11	18	25	8	15	22	29	5	12	19	26	2	9	16	23	6	13	20	27	3	10	17	24	8	15		22	29	5	12	19	26
<b>A. GENERAL MARKETING SERVICES (\$41,600 Budget)</b>																																		<b>\$41,600</b>											
SUPPLIES	Kiosk poster and merchant directory printing. (\$125 budget for each.)	N/A	N/A	\$125			\$125			\$125			\$250			\$125			\$125			\$125			\$125			\$125			\$125			\$250											
TECHNICAL SERVICES	Fees for iContact, domains, and web hosting. (\$850 budget.)	N/A	N/A	\$850																																									
PROFESSIONAL SERVICES (QUARTERLY MEETINGS)	Marketing agency fees for strategic planning, consultation, media negotiations, email marketing, on/and/offline advertising, social media, public relations, web maintenance, and related copywriting, design, and production. (\$39,000 budget.)	N/A	N/A	\$3,250			\$3,250			\$3,250			\$3,250			\$3,250			\$3,250			\$3,250			\$3,250			\$3,250			\$3,250			\$3,250											
<b>B. DOWNTOWN MARKETING MEDIA (\$49,600 Budget)</b>																																		<b>\$37,300</b>											
Online	Google geo-targeted search and display ads (including remarketing). (\$13,100 budget.)	2 Weeks Prior	1 Week Prior	\$1,000			\$1,400			\$1,400			\$1,300			\$1,000			\$1,000			\$1,000			\$1,000			\$1,000			\$1,000			\$1,000											
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											
Offline: Brochure Displays	Printing brochures and event inserts distributed at 225 locations. (\$6,600 budget.)	4 Weeks Prior	4 Weeks Prior																																										
Photo Shoot	New campaign photography for use in online and offline marketing materials. (\$4,500 budget.)	N/A	N/A																																										
<b>C. DOWNTOWN EVENTS (\$127,000 Budget)</b>																																		<b>\$132,500</b>											
SPECIAL EVENT MARKETING	Budget set aside for FY 2023-2024 event fees and advertising. (\$87,500 budget.)	4 Weeks Prior	3 Week Prior	\$87,500																																									
SPONSORSHIP FEES	Event TBD (\$5,000).	4 Weeks Prior	3 Week Prior	\$5,000																																									
HALIFAX ART FESTIVAL	Advertising (\$5,000) and prize money (\$5,000).	4 Weeks Prior	3 Week Prior	\$10,000																																									
RIVERFRONT ESPLANADE	"December to Remember" (\$25,000) and Esplanade Market (\$5,000) sponsorships.	2 Weeks Prior	1 Week Prior	\$25,000			\$5,000																																						
<b>TOTAL</b>				<b>\$133,725</b>			<b>\$11,175</b>			<b>\$6,175</b>			<b>\$6,100</b>			<b>\$5,375</b>			<b>\$5,375</b>			<b>\$5,375</b>			<b>\$5,375</b>			<b>\$14,525</b>			<b>\$6,025</b>			<b>\$6,025</b>											

Production Materials Distributed/Run Events

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

# QUESTIONS & ANSWERS

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*Thank You for Your Business!*



**G O L D**

*Marketing Communications*

