



DDA

DEVELOPMENT AUTHORITY

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, October 10, 2024
Room 149b 3:00 PM

Page

1. CALL TO ORDER
2. ROLL CALL
3. APPROVAL OF MINUTES
4. CONTRACT REVIEW
 - 4.1. Riverfront Esplanade
5. REPORTS & PRESENTATIONS
 - 5.1.
Staff Report

DDA Report
-Monthly Financial Summary

-Pilot Security Program Downtown

Meeting Dates
 - 5.2.
Joseph Yarbrough- Riverfront Esplanade
 - 5.3. 3 - 5
Events Update- Al Smith, Bullseye Marketing
[DDA - Downtown Daytona Beach Events 24-25 rev 8-22-24](#)
 - 5.4. 6 - 19

Keith Gold, Gold and Associates

[DDA-23-24Spreadsheet100224](#)

[DDAAalytics100124](#)

[GOLD DDA MarketingPresentation OCT2024 \(1\)](#)

[DDAProjectUpdate100124](#)

- 5.5. HALIFAX ARTS FESTIVAL
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.



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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 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 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, August 8th, 2024

The meeting of the Downtown Development Authority Board (DDA) was held on Thursday August 8th, 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
Mr. Douglas Martin
Commissioner Quanita May

Board Members Absent

Ms. Sheryl Cook, Vice Chair

Staff Members Present

Mr. Ken Thomas, Redevelopment & Neighborhood Services Director
Ms. Michele Toliver, Redevelopment Project Manager
Ms. Phebe Fuqua, Redevelopment Project Manager
Mrs. Angela Armstrong, Redevelopment Project Manager
Mr. Ben Gross, City Attorney
Mrs. Mandana Carry, Office Specialist III

1. Call to Order

Mr. Sznajstajler called the meeting to order at 3:20 p.m.

2. Roll Call

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

3. Approval of Minutes

A motion was made to approve the minutes from July 11th, 2024, by Mr. Martin seconded by Commissioner May. The motion was carried 3-0.

4. Reports & Presentations

4.1. DDA Annual Budget

Ms. Fuqua presented the proposed annual budget and the bullseye marketing schedule. She explained that the promo events budget of \$212,500 includes bullseye marketing, BTR, Halifax art, Galerie Elan, and some adjustments.

She added a second page to clarify what's covered in this amount and mentioned that some changes were made to the bullseye marketing events at the board's request. The budget also includes modifications from last year, as detailed in the report.

During the budget review, they discussed the need for a financial cushion to cover unexpected community events without using reserve funds. After meeting with Mr. Fred Coulter and Mr. Thomas, they agreed to include this cushion, as DDA meetings have shown that some companies and events are often underfunded, which is reflected in the report.

Commissioner May asked Ms. Fuqua to clarify if the bullseye events listed in the report have already been allocated funding. Ms. Fuqua confirmed that these events have been modified. She then asked the board if there were any other events they would like to see included that might not be on the report. Commissioner May mentioned that she particularly enjoys the Island Festival. Ms. Fuqua noted that some events could be categorized under marketing, even if they aren't strictly promotional. Commissioner May added that she appreciates the downtown events and is glad they are using excess funds to support them.

Ms. Fuqua mentioned that Mr. Smith is conducting surveys and detailed data tracking and asked if the board would like to see this information. Mr. Sznajstajler suggested approving the budget as usual and reallocating funds later if needed.

Mr. Yarbrough reminded the board that a few months ago, the Esplanade presented two event proposals: one to continue sponsorship for "December to Remember," which is included in the budget, and another for \$15,000 to support the farmer's market. He recalled discussions about getting sponsorship from the Downtown Redevelopment Board, which would free up more funds for the market, and asked if this idea was still on the table.

Mr. Sznajstajler suggested reallocating \$10,000 to the farmers market by reducing the "December to Remember" budget to \$25,000, bringing them closer to their goal. Mr. Yarbrough said he would provide a definitive answer at the next meeting.

Commissioner May asked if CRA funding is available for the market. Ms. Fuqua confirmed that it is, as long as it's classified as disseminating information. Mr. Yarbrough mentioned that he wasn't aware he was supposed to take this directly to the CRA.

Commissioner May expressed that she wouldn't mind reallocating the extra \$5,000 if it was feasible. She acknowledged Mr. Yarbrough's concerns and reiterated that the DDA's goal is to invest in downtown events, when possible, without hoarding funds. While she understands the need for fiscal responsibility, she supported increasing the farmers market budget to the full \$15,000.

Mr. Martin motioned to transfer \$5,000 from the \$14,000 budget cushion and another \$5,000 from the "December to Remember" budget to the market. Commissioner May seconded the motion. The motion was carried 3-0.

Mr. Sznajstajler emphasized the importance of having a quorum present at the DDA board meeting in September when the budget will be passed.

4.2 Staff Report

Anita Pologa from the City Clerk's Office discussed the board member recruitment campaign she initiated. She's been conducting walk-and-talks, and so far, she's received 10 applications, with 5 specifically for the DDA board. Ms. Pologa is handling all the background checks and preparations for Commissioner May to have this on the agenda for the August 21st City Commission meeting. She mentioned that she's attending every board meeting and overseeing all the reappointments. With 31 terms expiring by the end of the year, she's working to ensure most of them are reappointed.

Ms. Fuqua provided an update on First Coast Security, noting that they continue to conduct foot patrols, capture information, take photos, and submit daily reports. She also mentioned that there is funding available for outdoor seating but has yet to receive any applications. She asked the board to encourage any businesses interested in outdoor seating to contact her.

Commissioner May asked if the funding covers façades or just sidewalk updates. Ms. Fuqua clarified that it applies to both façade improvements and outdoor landscaping. She stated that it is also part of the small business incentive grant and other updated funding programs. She noted that businesses can receive barricades through a grant. Mr. Gross added that businesses can provide their own tables and chairs, and the grant specifically covers the barricades. He also explained that the sidewalk café license allows businesses to place furnishings as long as they aren't permanently attached. Additionally, he mentioned that the licensing program has been updated to eliminate fees, with licenses now valid indefinitely without annual renewal.

Mr. Gross further explained that some confusion might arise from businesses on Beach Street that have private property in front of their buildings. These businesses don't need a sidewalk café license to use that space, but they do need one if they want to extend their café onto public property.

Ms. Fuqua provided an update on the triage program, which assesses businesses to determine their needs. She mentioned that they have received 48 applications so far. The program is free, and anyone interested can visit the website or contact her for more information. The triage program will end at the close of this fiscal year, but they hope to enter a second phase where they can develop and implement strategies based on the assessments.

Mr. Thomas added that Mr. Yarbrough sent a memo regarding the farmers market, mentioning that he received a \$5,000 check. They had been negotiating since August 2022 about relocating the farmers market from Magnolia to the Esplanade. However, the contract wasn't finalized until August 2023, even though services had already started earlier. Mr. Yarbrough suggested that the \$5,000 be applied to the 2022-23 fiscal year.

Mr. Yarbrough explained that the minutes reflect when they were hired, and they had seven events that carried over into the next fiscal year, even though they started in the previous fiscal year. He is seeking restitution for this but is unsure where the board will find the funds, as the reserves are limited. He noted that the funding for this year is fully allocated and will follow up on the issue.

Ms. Fuqua shared that in February of this year, they successfully held the Accelerate Business Summit, which provided significant support to many businesses and nonprofit organizations. The city manager has tasked her with developing the 2025 Accelerate Business Summit, and she is currently seeking more vendors and sponsors, with applications available for those interested.

She also mentioned the upcoming "Pitch Your Idea" competition, set for next year, with applications being sent out in a few weeks. They are taking their time to develop this event to ensure they can provide substantial funding and resources to businesses, making the competition more worthwhile. The tentative date for the "Pitch Your Idea" competition is February 2025, and the location is currently planned for the YSG Building, though this is still under discussion. Ms. Fuqua promised to keep the board updated as more information becomes available.

4.3 Joseph Yarbrough- Riverfront Esplanade

Mr. Yarbrough discussed the 4th of July event and mentioned a city service that uses geo-fencing to measure cell phone activity and attendance. Using this data, he was able to determine the attendance for the Riverfront Esplanade. During phase one, which lasted 7 months, there were 43,300 visits. Over a 12-month period covering phase one and part of phase two, attendance increased to 116,000. From January to June of this year alone, there were 74,700 visits.

He emphasized the importance of understanding the esplanade's attendance to gauge its impact on Beach Street. By January of next year, they will have a full 12 months of data for phases one and two, allowing for more accurate attendance figures. Based on current trends, they anticipate a 30% increase in attendance for the upcoming year.

5. Public Comments

None.

6. Board Comments

Mr. Sznajstajler announced that budget meetings will be held on September 4th and 18th. The board agreed to meet on September 18th from 5-6 pm in Room 149-B, while the September 4th meeting will take place during the City Commission meeting.

Commissioner May inquired whether the board needs to meet every month, given that the budget is set. Mr. Gross clarified that the DDA board's charter requires regular meetings at least once a month, as outlined in Section 6.

7. Adjournment

The meeting was adjourned at 4:25 p.m.

Michael Sznajstajler, Chairman



Chernecia Campbell, Board Secretary

**DDA EVENT CO-SPONSORSHIP AGREEMENT FOR THE RIVERFRONT
ESPLANADE MARKET**

The Parties to this Event Co-Sponsorship Agreement are the **Daytona Beach Downtown Development Authority** (the "DDA") and the **Riverfront Esplanade Foundation Inc.**, a Florida not-for-profit corporation (the "Event Producer").

In consideration of the mutual terms and conditions, promises, covenants, and payments hereinafter set forth below, the Parties agree as follows, effective on the date of the last signature below:

Section 1. Description of Events. Event Producer agrees to hold outdoor public Markets on a monthly or more frequent basis in the Riverfront Esplanade ("Events") located adjacent to Beach Street in the City of Daytona Beach (the "City"). During the term or any renewal term of this Agreement, Events will be routinely held on Friday evenings, or Saturday or Sunday mornings as determined by the Event Producer, for a period of not less than 3-hours per Event.

Section 2. Term; Renewal Term. The term of this Agreement shall commence on the date of last execution below (the "Effective Date") and continue until September 30, 2028, unless sooner terminated by either Party as provided in this Agreement. This Agreement may be renewed for successive 5-year renewal terms upon notice by the DDA to the Event Producer prior to end of the then existing term or renewal term.

Section 3. Performance Standards.

(a) In the planning, promotion, and conduct of the Events, Event Producer will:

(1) Take commercially reasonable steps to ensure that the Events are family-friendly, suitable and attractive to people of all ages, and that the Events promote the good will of the DDA and the City's Downtown Area.

(2) Coordinate with and encourage merchants within the Downtown Area to promote and participate in the Events.

(3) Actively advertise, market, and promote the Events, including through sale of advertisements and, as applicable, sponsorships, to maximize event attendance and profitability, consistent with the requirements of (a) above. All advertisements, promotional materials, and sponsorships are subject to prior approval of DDA's designated representative identified below, for purposes of ensuring compliance with (a) above. To this end, the DDA's designated representative will reject all advertising and promotional materials (including sponsorship acknowledgments) that promote products or services that are not suitable for view by minors; or that promote political candidates or causes; or that contain lewd, obscene, or violence-promoting language, images, or symbols. The Event Producer shall provide the DDA with proposed advertising and promotional content not less than three business days prior to publication for the Event. If the DDA fails to respond to the Event Producer's request for approval within the three-business day period, such advertisement or promotional content will be deemed to be approved by the DDA.

(4) At the request of the DDA staff, the Esplanade will provide a readily visible tent within the Market at no charge for the DDA's use to promote the Riverfront Shops, distribute promotional information and materials (provided by DDA), and for visitors to sign up for receipt of DDA newsletters and/or other DDA promotional emails.

(a) The Event Producer shall use best efforts to ensure that the Market includes on a regular basis the availability of fresh fruit and vegetables for sale to the public from one or more Market vendors.

(b) At all times while conducting the Events, the Event Producer shall maintain a clean, neat appearance within the Market.

(c) The Event Producer shall provide the DDA with semi-annual reports on Market operations within 30 days after the reporting periods. The reporting periods for purposes of this subsection are October 1 through March 31, and April 1 through September 30. The report shall include at a minimum, (i) attendance estimates for each Event, and (ii) a list of all Market vendors, the dates of participation for each vendor, and the type of items sold per vendor.

Section 4. DDA Sponsorship.

(a) In consideration of the Event Producer's agreement to promote, market, and conduct the Events in accordance with the requirements herein, the DDA will pay the Event Producer the total amount of ~~\$5,000.00~~ \$15,000 annually, payable in equal quarterly installments during each fiscal year (October 1 to September 30) of the term or any renewal term, and due within 30 days after the end of each quarter. The DDA's first installment in the amount of ~~\$1,250~~ \$3,750 will be paid on a pro-rata basis at the end of the quarter that immediately follows the Effective Date.

(b) In addition, DDA will promote the Events through the following media and materials, provided that such activities do not require DDA to expend additional monies beyond those previously budgeted for such media and materials:

(1) DDA Website (Riverfront Shops of Daytona Beach):

- Feature copy on Home Page.
- Event Specific Page.
- Listed on Event Calendar.

(2) Riverfront Shops Monthly E-newsletter:

- Listed as upcoming Event.

(3) Riverfront Shops Facebook Page:

- Event Promotion Posting.
- Event Calendar Posting.

Section 5. Acknowledgement of DDA as Sponsor. In consideration of DDA's agreement to co-sponsor the Events, Event Sponsor will acknowledge DDA as a major sponsor of the Event on all advertising and promotional material created or used by Event Producer for the Event.

Section 6. Event Planning and Procedure. The Parties will work with one another in good faith to coordinate obtaining permits and promotion of the Events consistent with the provisions of this Agreement.

Section 7. Designated Representatives; Notice.

(a) The City's Director of Redevelopment and Neighborhood Services, or any other person designated by the DDA Board, will be the designated representative for the DDA in all matters arising under this Agreement.

(b) All notices, requests, and demands to or upon the Parties will be delivered by hand, delivered by a courier service, provided to a nationally recognized delivery service for overnight delivery, transmitted to a receiving fax machine followed by hard copy within two days, or if by U.S. mail, postage prepaid by registered or certified mail, return receipt requested, to the addresses set forth herein:

To Event Producer Representative:
Joe Yarbrough, Manager
Esplanade Foundation Inc.
249 N. Beach Street
Daytona Beach, FL 32114
(386) 299-6373

To the DDA:
Michael O Sznajstajler, Chairman
Daytona Beach DDA
301 South Ridgewood Avenue
Daytona Beach, FL 32114
(386) 671-8010

w/copy to: Ken Thomas
Director of Redevelopment
and Neighborhood Services
City of Daytona Beach
301 S. Ridgewood Avenue
Daytona Beach, FL 32114
(386) 671-8188
(386) 671-3975 – fax

Section 8. No Right to Assign. Event Producer may not assign its rights or obligations under this Agreement without the DDA's express prior written approval.

Section 9. Default; Termination for Convenience.

(a) **Default by Event Producer.** The Event Producer will be in default if:

- (i) The Event Producer fails to promote or operate the Events in accordance with the requirements of this Agreement; or
- (ii) The Event Producer fraudulently misrepresents to any third party the nature of this Agreement, or Event Producer's relationship with the DDA as an independent contractor, or misrepresents information required to be submitted in the Event Producer's permit/facility use application to the City if applicable; or
- (iii) The Event Producer commits any other material breach of this Agreement, and such failure continues for more than 15 days after receipt of notice and an opportunity to cure.

Upon Event Producer's default, the DDA will have the right to immediately and without notice terminate this Agreement and all rights arising hereunder.

(b) **Default by DDA.** DDA will be in default if DDA materially breaches its obligations hereunder, and such breach continues for a period of at least 30 days after Event Producer has provided DDA written notice of such breach; except when the nature of the breach is such that it cannot be reasonably cured within this period, in which instance the cure period will be extended by one day for each day that the DDA is diligently seeking to cure the breach.

Upon DDA's default, the Event Producer will have the right to immediately and without notice terminate this Agreement and all rights arising hereunder.

(c) **Termination for Convenience.** Either Party may terminate this Agreement upon written notice to the other not later than 30 days after the anniversary of the Effective Date for each year of the Agreement. Termination for convenience will be effective 180 days after the anniversary of the Effective Date, or such other date as agreed to between the parties. The DDA's final quarterly installment of the sponsorship provided in Section 4(a) will be paid on a pro-rata basis to the date of termination. In the event of termination for convenience, neither Party shall be liable to the other for any damages or costs incurred due to termination of the Agreement.

(d) In the event of termination under this Section, the Event Producer will immediately cease referring to the DDA as co-sponsor.

Section 10. General Provisions.

(a) This Agreement will not be deemed to create a partnership, joint venture, or similar relationship between the Parties. The Parties will act solely as independent contractors.

(b) This Agreement represents the entire agreement of the Parties with respect to the subject matter hereof. No representations, warranties, inducements or oral agreements have been made by either Party except as expressly set forth herein, or in other contemporaneous written agreements. This Agreement has been drafted through the joint effort of both Parties, and, hence, no ambiguity will be construed against either Party.

(c) Except as otherwise provided herein, no change or modification of this Agreement will be valid unless the same is in writing and signed by all Parties. No waiver of any provision of this Agreement will be valid unless the same is in writing and signed by the Party against whom enforcement is sought.

(d) **Force Majeure Event.** If a Force Majeure Event unreasonably interferes with or prevent the fulfillment by a Party hereto of its obligations hereunder, such obligations will be suspended until such time as such contingency or contingencies have terminated. Each Party hereto will promptly notify the other Party upon becoming aware that any such contingency or contingencies have occurred or are likely to occur and will use its best efforts to minimize any resulting delay in or interference with the performance of its obligations hereunder. *Force Majeure Event* means fire, riots or civil commotion, an act of government or government immobility (whether federal, state, or local), war, pandemic, an act of God, or any other event or occurrence beyond the reasonable control of a Party which unreasonably interferes with or prevents the fulfillment by such Party of its obligations hereunder.

(c) THE PARTIES HEREBY WAIVE THEIR RESPECTIVE RIGHTS TO A JURY TRIAL OF ANY CLAIM OR CAUSE OF ACTION BASED UPON OR ARISING OUT OF THIS AGREEMENT, OR ANY DEALINGS BETWEEN THE PARTIES. THE SCOPE OF THIS WAIVER IS INTENDED TO BE ALL ENCOMPASSING OF ANY DISPUTES BETWEEN THE PARTIES THAT MAY BE FILED IN ANY COURT AND THAT RELATE TO THE SUBJECT MATTER, INCLUDING WITHOUT LIMITATION, CONTRACT CLAIMS, TORT CLAIMS, BREACH OF DUTY CLAIMS AND ALL OTHER COMMON LAW AND STATUTORY CLAIMS.

IN WITNESS WHEREOF, the Parties have executed this Agreement on the dates shown below.

DDA

By: Michael O. Sznajder
Michael O Sznajder, Chairman

Date: 8-10-2023

By: Sheryl A Cook
Sheryl Cook, Vice-Chair

By: Quanita May
Quanita May, City Commission Member

EVENT PRODUCER

By: Joseph W. Yarbrough
Printed Name: Joseph W. Yarbrough
Title: Manager

Date: 6/14/23

Approved as to legal form:

By: Quanita May
, City Attorney

Downtown Development Authority
Adopted Budget
FY 2024/25

		FY 2022/23	FY 2023/24	FY 2024/25	
Cost Center	Account	Actual	Amended Budget	YTD	Adopted Budget
000000 - No Cost Center Assigned					
140-000000-361-361101-000000	Interest On Investments	2,562	-	-	-
140-000000-399-399001-000000	Appropriation Of Fund Balance	-	50,708	-	7,484
		<u>2,562</u>	<u>50,708</u>	<u>-</u>	<u>7,484</u>
150300 - Downtown Dev Authority					
140-150300-311-311001-000000	Current Ad Valorem	201,848	219,804	214,151	237,024
140-150300-311-311002-000000	Delinquent Ad Valorem	6,723	-	45	-
140-150300-345-345901-000000	Payment From Primary Gov'T	117,961	135,000	117,961	147,291
		<u>326,531</u>	<u>354,804</u>	<u>332,157</u>	<u>384,315</u>
150300 - Downtown Dev Authority					
140-150300-552-531000-000000	Professional Services	39,000	-	-	-
140-150300-552-534900-000000	Other Contractual Services	-	39,000	35,750	43,291
140-150300-552-540003-000000	Care And Subsistence	-	300	101	300
140-150300-552-548003-000000	Promo - Advertising	46,818	43,917	25,397	43,917
140-150300-552-548009-000000	Promo - Events	800	1,600	-	1,600
140-150300-552-591002-000000	Payment To Primary Government	117,961	135,000	117,961	147,291
		<u>204,578</u>	<u>219,817</u>	<u>179,208</u>	<u>236,399</u>
150300 - Downtown Dev Authority					
		<u>121,953</u>	<u>134,987</u>	<u>152,949</u>	<u>147,916</u>
150310 - Dda Farmers' Market					
140-150310-362-362043-000000	Rent - Dda - Vendor Rental	1,368	-	-	-
140-150310-369-369925-000000	Dda Snap Revenues	1,317	-	-	-
		<u>2,685</u>	<u>-</u>	<u>-</u>	<u>-</u>
150310 - Dda Farmers' Market					
140-150310-552-534900-000000	Other Contractual Services	14,300	5,000	5,000	15,000
140-150310-552-545013-000000	Ins - General Liability	1,050	1,500	1,050	1,500
140-150310-552-548004-000000	Promo - Market	2,050	4,400	-	4,400
140-150310-552-552040-000000	Dda Snap Expenses	2,594	2,000	175	2,000
		<u>19,994</u>	<u>12,900</u>	<u>6,225</u>	<u>22,900</u>
150310 - Dda Farmers' Market					
		<u>(17,309)</u>	<u>(12,900)</u>	<u>(6,225)</u>	<u>(22,900)</u>
150320 - Dda Downtown Events					
140-150320-552-548003-000000	Promo - Advertising	1,749	5,000	175	5,000
140-150320-552-548009-000000	Promo - Events	105,000	127,500	119,500	127,500
		<u>106,749</u>	<u>132,500</u>	<u>119,675</u>	<u>132,500</u>
150320 - Dda Downtown Events					
		<u>(106,749)</u>	<u>(132,500)</u>	<u>(119,675)</u>	<u>(132,500)</u>
999000 - Reserves					
140-999000-599-599999-000000	Reserves	-	40,295	-	-
		<u>-</u>	<u>(40,295)</u>	<u>-</u>	<u>-</u>
999000 - Reserves					
		<u>458</u>	<u>-</u>	<u>27,049</u>	<u>-</u>

DDA

Downtown
Development
Authority

2nd Thursday

Rm. 149 A&B*

3:00 pm 5:00 pm

January 9

February 13

March 13

April 10

May 8

June 12

July 10

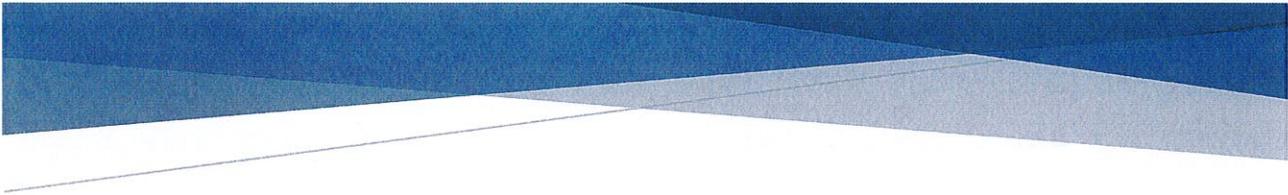
August 14

September 3 & 17**

October 9

November 13

December 11



DOWNTOWN DAYTONA BEACH EVENTS

2024/2025 Fiscal Year Schedule

Downtown Daytona Beach Events

From monthly gatherings that celebrate local culture to large-scale festivals that draw in crowds from near and far, our proposed schedule promises to energize the community and attract visitors.

Al Smith, Bullseye Direct Marketing
alsmithpro@gmail.com



Bullseye Marketing Proposed Event Schedule Fiscal Year 2024/25

Revised August 22, 2024

DATE	EVENT	BUDGET AMOUNT
October		
Oct. 4	Downtown Daytona Nights	\$ 2,000.00
Oct. 11	Sunset Concert	\$ 5,000.00
Oct. 12	Wine & Chocolate Walk	\$ 2,500.00
November		
Nov. 1	Sunset Concert	\$ 5,000.00
Nov. 9	Wine & Cheese Walk	\$ 2,500.00
December		
Dec. 6	Downtown Daytona Nights	\$ 2,000.00
Dec. 14	Christmas Cookie and Wine Walk	\$ 2,500.00
January		
Jan. 3	Downtown Daytona Nights	\$ 2,000.00
Jan. 11	Wine Walk	\$ 2,500.00
February		
Feb. 7	Downtown Daytona Nights	\$ 2,000.00
Feb. 8	Wine & Chocolate Walk	\$ 2,000.00
Feb. 22	Beer & Bacon	\$ 2,500.00
March		
Mar. 17	St Paddy's Day	\$ 5,000.00
Mar. 22	Wine and Cheese Walk	\$ 2,500.00
Mar. 29	Island Fest	\$ 10,000.00
April		
Apr. 4	Downtown Daytona Nights	\$ 2,000.00
Apr. 12,13	Daytona Beach Arts Fest	\$ 15,000.00
Apr. 12	Sunset Concert	\$ 5,000.00
Apr. 26	Spring Wine Walk	\$ 2,500.00
May		
May 2	Downtown Daytona Nights	\$ 2,000.00
May 5	Cinco de Mayo	\$ 5,000.00
May 16	Sunset Concert	\$ 5,000.00
June		
Jun. 6	Downtown Daytona Nights	\$ 2,000.00
Jun. 13	Sunset Concert	\$ 5,000.00
July		
Jul. 11	Downtown Daytona Nights	\$ 2,000.00
Jul. 18	Sunset Concert	\$ 5,000.00
August		
Aug. 1	Downtown Daytona Nights	\$ 2,000.00
September		
Sept. 5	Downtown Daytona Nights	\$ 2,000.00
Events Total		\$ 104,500.00



Bullseye Marketing Proposed Event Schedule Fiscal Year 2024/25

Revised August 22, 2024

This document outlines a list of events that we believe will most effectively drive economic activity in the downtown area throughout the entire year. The schedule includes:

- **8 Wine/Beer Walks**
- **10 Monthly Downtown Daytona Nights** (First Fridays): Featuring food trucks, art, and classic cars.
- **2 Block Parties:** St. Paddy's Day and Cinco de Mayo.
- **4th Annual Daytona Beach Arts Fest (2-day festival)**
- **6 Sunset Concerts:** Last year's concerts were enthusiastically embraced by the community, and we will be adding 2 more in the fall.
- **New This Year - The Island Festival:** Building on the success of the Sunset Concerts, we will host a 1-day festival in the Esplanade celebrating the food, culture, and music of the islands of the world. Date TBD.

DAYTONA BEACH DDA
FY 2023 - 2024 MARKETING FLOWCHART
 Prepared August 3, 2023 • Updated October 2, 2024

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

MEDIA	DESCRIPTION	SPACE 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	1	8	15	22	29	5	12	19	26	2	9		16
A. GENERAL MARKETING SERVICES (\$41,600 Budget)																												
SUPPLIES	Host poster and merchant directory printing. (\$125 budget for each).	N/A	\$125			\$125																						\$41,600
TECHNICAL SERVICES	Fees for Contact, domains, and web hosting. (\$850 budget).	N/A	\$850																									\$1,750
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. (\$30,000 budget).	N/A	\$3,250			\$3,250																						\$850
B. DOWNTOWN MARKETING MEDIA (\$49,600 Budget)																												
Online	Google geo-targeted search and display ads (including remarketing). (\$13,100 budget).	2 Weeks Prior	\$1,000			\$1,400																						\$12,100
Social	Social media geo-targeted ads. (\$13,100 budget).	2 Weeks Prior	\$1,000			\$1,400																						\$12,100
Offline: Brochure Displays	Printing brochures and event inserts distributed at 225 locations. (\$6,000 budget).	4 Weeks Prior																										\$650
Photo Shoot	New campaign photography for use in online and offline marketing materials. (\$4,500 budget not expended FY 23-24)	N/A																										\$1,300
C. DOWNTOWN EVENTS (\$127,500 Budget)																												
SPECIAL EVENT MARKETING	Budget set aside for FY 2023-2024 event fees and advertising. (\$87,500 budget).	4 Weeks Prior	\$87,500																									\$87,500
SPONSORSHIP FEES	Additional budget allocation received 1/6/23. (\$5,000).	3 Weeks Prior	\$5,000																									\$5,000
HALIFAX ART FESTIVAL	Advertising (\$5,000) and prize money (\$5,000).	4 Weeks Prior	\$10,000																									\$10,000
RYERFRONT ESPLANADE	"Remember to Remember" (\$25,000) and Esplanade Market (\$5,000) sponsorships.	2 Weeks Prior	\$25,000			\$5,000																						\$30,000
TOTAL			\$133,725			\$11,175				\$6,100																		\$200,600

RACK RENTALS: \$650 per month. (New distribution to begin following the printing in June.)

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

GOOGLE ADS: Did not run in June while the site was down following the lapse of the City's domain registration.

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, InTl 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

Production

Materials Distributed/Run

Events

TOTAL = \$87,500

ADDITIONAL EVENT SPONSORSHIP

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

TOTAL = \$45,000

(TOTAL UNDER BUDGET = \$18,100)



DAYTONA BEACH DDA
JULY – SEPTEMBER 2024 ANALYTICS REPORT
Prepared by GOLD Marketing • Tuesday, October 1, 2024

THE VERANDA

814 State Road A1A North

Ponte Vedra Beach, FL 32082

 *904.285.5669*

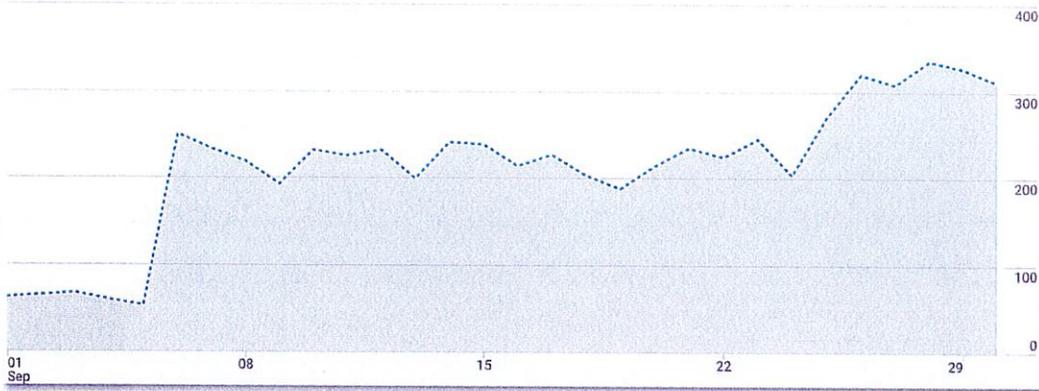
 *StrikeGold.com*

DAYTONA BEACH DDA JULY – SEPTEMBER 2024 ANALYTICS REPORT

Prepared by GOLD Marketing • Tuesday, October 1, 2024

Overall Site Engagement

WEBSITE VISITATION



Website sessions across the most recent month of September.

	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
• TOTAL USERS:	4,812	4,977	5,004
• NEW USERS:	4,740	4,861	4,927
• SESSIONS:	6,243	6,621	6,299
• PAGEVIEWS:	9,586	10,227	9,704

MOST VIEWED PAGES

	<u>JULY</u>	<u>AUGUST</u>	<u>SEPTEMBER</u>
• HOME PAGE:	7,170	8,256	7,875
• EVENTS CALENDAR	405	297	271
• DINING:	367*	372	330
• SHOPPING:	367*	285	255
• BROCHURES/MAPS	201	171	139

**The view total was the same for Dining and Shopping in July.*

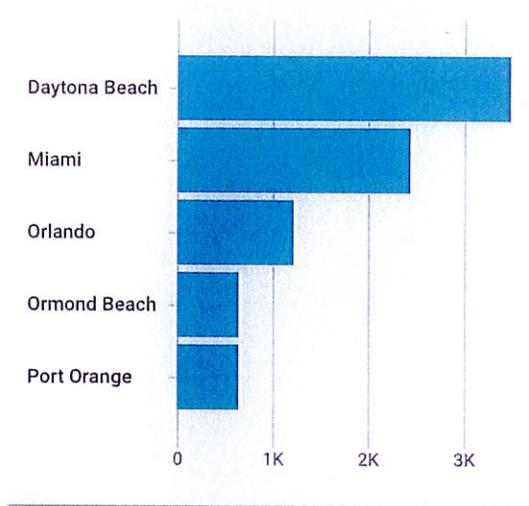
Overall, website traffic increased in from July to September 2024. The Riverfront Shops website continues to be an important source of information for Downtown Daytona Beach visitors and prospects.

DAYTONA BEACH DDA JULY – SEPTEMBER 2024 ANALYTICS REPORT

Prepared by GOLD Marketing • Tuesday, October 1, 2024`

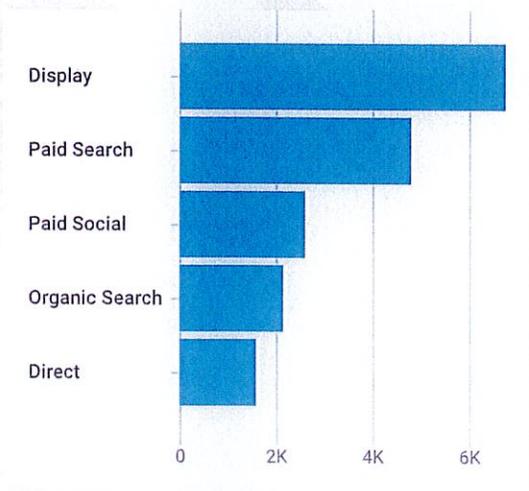
Overall Traffic (*Continued*)

TOP CITIES



The above shows the top cities by the number of users in July – September 2024. Daytona Beach, Orlando, Ormond Beach, and Port Orange represent local/regional shoppers and diners, while Miami was a top city for out-of-town guests and prospects.

KEY TRAFFIC SOURCES



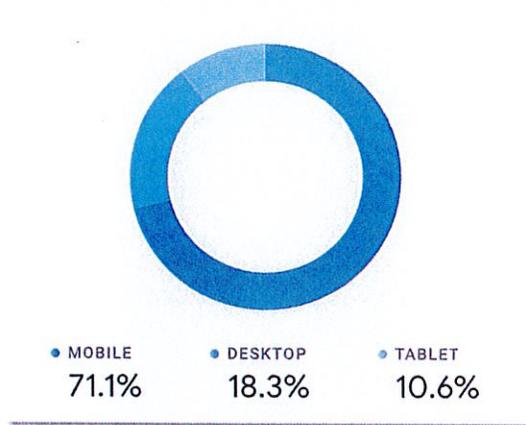
As shown in the above chart, the largest driver of users to the site in July – September 2024 was paid advertising (*represented by the Display, Paid Search, and Paid Social categories*), as well as Organic Search and Direct site visits.

DAYTONA BEACH DDA JULY – SEPTEMBER 2024 ANALYTICS REPORT

Prepared by GOLD Marketing • Tuesday, October 1, 2024

Overall Traffic (Continued)

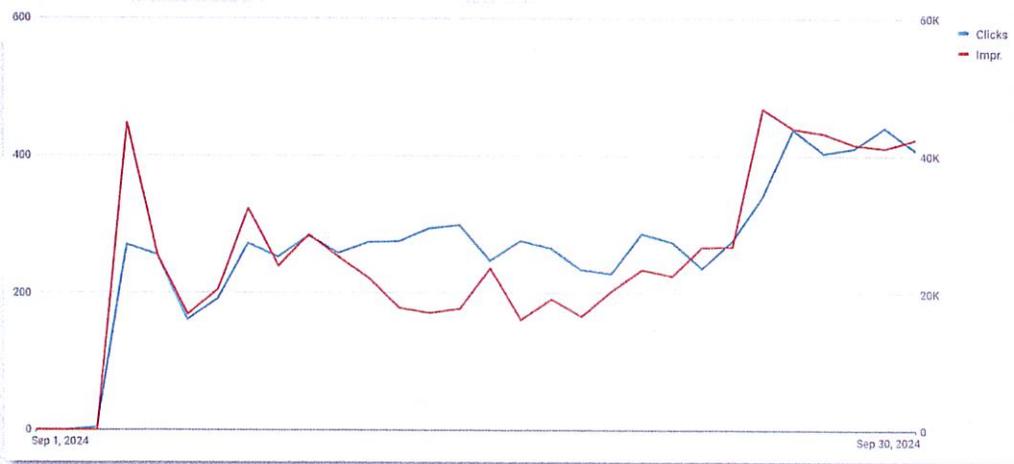
TOP DEVICES



The great majority of website visitors in July – September 2024 accessed the site from a mobile device, continuing the longstanding trend.

Online Advertising

GOOGLE ADVERTISING



The Google Ads generated 7,519 clicks and 499,470 impressions (*times an ad was shown*) in July 2024; 8,287 clicks and 596,119 impressions in August; and 7,853 clicks and 745,840 impressions in September. Popular search advertising keywords included “Food Near Me” (*and similar*), “Restaurants” (*and similar*), “Daytona Beach” (*and similar*), “Daytona Beach Shopping,” and “Downtown Daytona Beach.”

DAYTONA BEACH DDA

JULY – SEPTEMBER 2024 ANALYTICS REPORT

Prepared by GOLD Marketing • Tuesday, October 1, 2024

SOCIAL MEDIA ADVERTISING

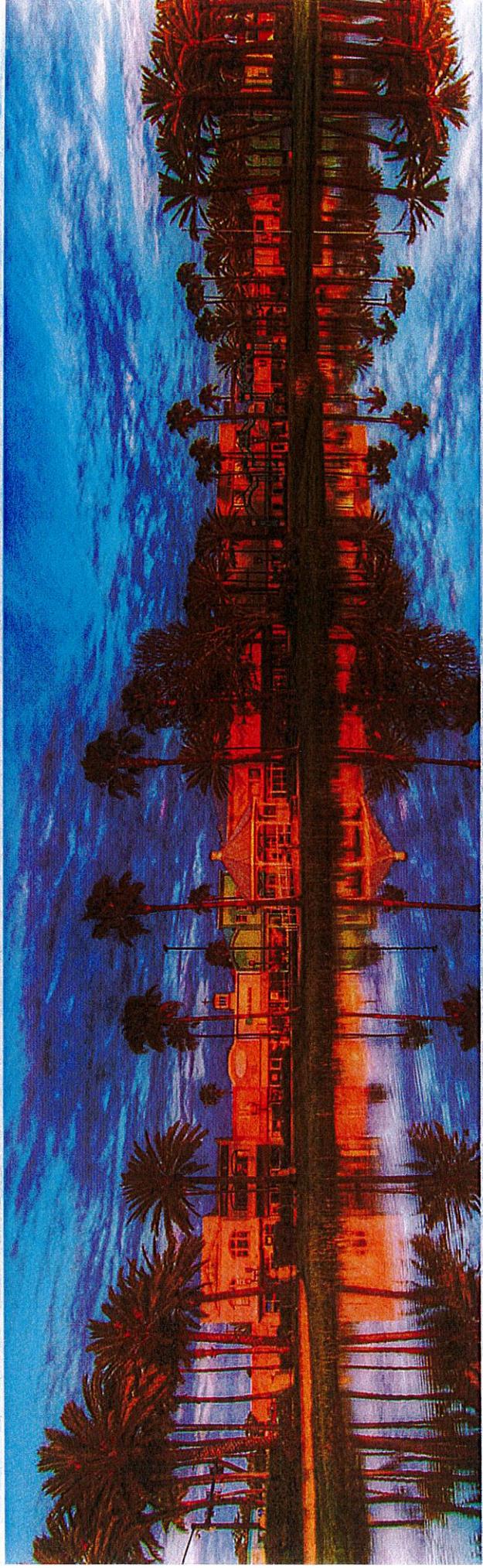
The social media ads produced 1,972 link clicks and 201,836 impressions (*times an ad was shown*) in July; 1,727 link clicks and 153,489 impressions in August; and 2,435 link clicks and 177,452 impressions in September. Riverfront Shops event advertising on social media also generates event responses from potential attendees, and the July – September events promoted included:

- JULY DOWNTOWN DAYTONA NIGHTS: 976 responses to the event advertising, with 1,475 combined ad and organic responses to the Riverfront Shops' listing;
- REGGAE SUNSET CONCERT: 1,215 responses to the event advertising, with 1,621 combined ad and organic responses to the Riverfront Shops' listing;
- AUGUST DOWNTOWN DAYTONA NIGHTS: 759 responses to the event advertising, with 1,181 combined ad and organic responses to the Riverfront Shops' listing; and
- SEPTEMBER DOWNTOWN DAYTONA NIGHTS: 768 responses to the event advertising, with 1,227 combined ad and organic responses to the Riverfront Shops' listing.

PAGE FOLLOWERS

As of October 1st, the Riverfront Shops of Daytona Beach Facebook page had 19,815 followers (*an increase of 84 since early September*).

THE CITY OF DAYTONA BEACH DDA



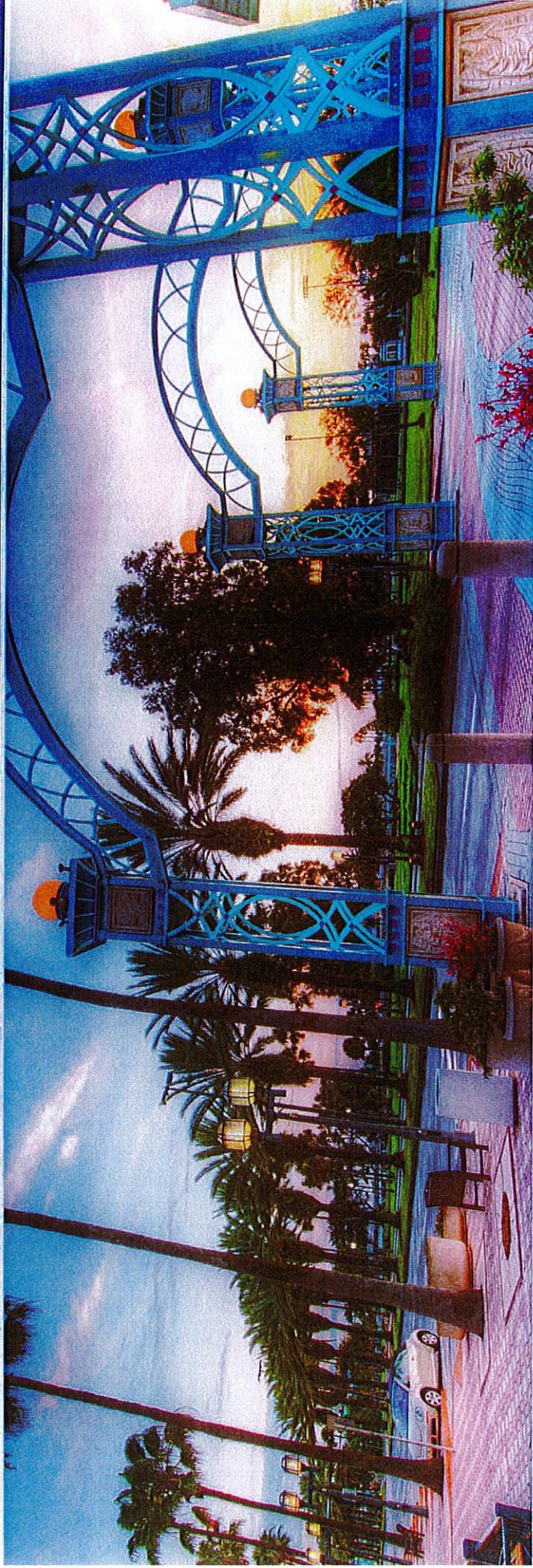
CONTENTS

1. Report Questions & Answers
*(Project Update, Online Analytics
and Year-End Budget Spreadsheet)*
2. New Marketing Initiatives



G O L D
M A R K E T I N G™

2. NEW MARKETING INITIATIVES



FALL/HOLIDAY SEASON MARKETING

- *Focuses on Promoting Special Events, Especially the Halifax Art Festival and Holiday Shopping Season*



2. NEW MARKETING INITIATIVES

KEY MARKETING TOOLS & TACTICS

- *City Co-Op* – Partner with Communications Department on E-blasts, Social Media Posts & Publicity
- *Collateral* – Rack Brochure, Created for the Fall & Holiday Seasons, Plus Window Posters
- *Directory Kiosk* – Monthly Posters with New Maps Being Printed
- *E-Mail Marketing* – Weekly Shopping, Dining & Event E-Blasts, Plus Regular Merchant Communications Regarding HAF

2. NEW MARKETING INITIATIVES

KEY MARKETING TOOLS & TACTICS

- *Offline Advertising* – HAF Billboard on I-95, plus Radio Spots on Southern Stone (and Pro-Bono Announcements on iHeart and Joy-FM Networks)
- *Photography* – Before and During HAF and After Holiday Decorations are Installed
- *Public Relations* – Primarily Event Announcements, Especially for HAF and Holiday Articles
- *Website* – Updated Daily with Merchant Information, Plus A Merchant Information Form Programmed and Disseminated

2. NEW MARKETING INITIATIVES

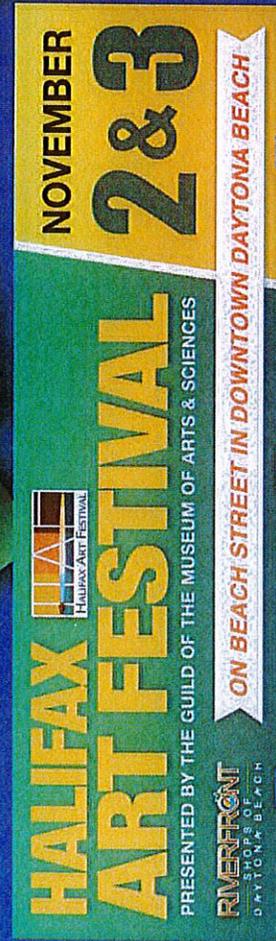
KEY MARKETING TOOLS & TACTICS



Fall & Holiday
Rack Brochures



HAF Event Poster
& Merchant Kiosk
Directory Poster



HAF Outdoor Board

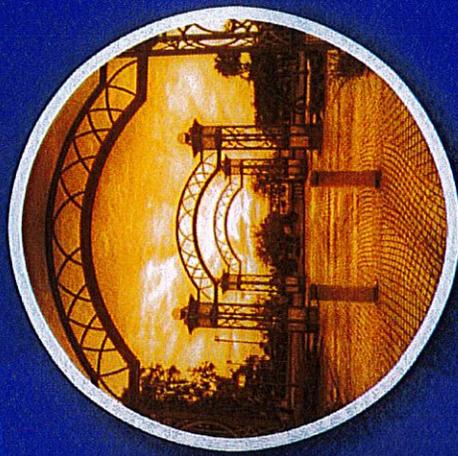
QUESTIONS & ANSWERS

Thank You for Your Business!



G O L D

M A R K E T I N G TM



GOLD

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

ONGOING PROJECTS

CITY OF DAYTONA BEACH – 10/01/24

Project

Action Steps

MARKETING RESEARCH – Consumer and Merchant	<p>ACTION STEPS: FINISHED. Merchant and consumer surveys developed, launched, and analyzed <u>pro bono</u> by GOLD for FY 2024-2025 planning.</p>
DDA ONLINE MEDIA BUYS – Digital and Social Media	<p>ACTION STEPS: ONGOING. Advertising with Google Ads and Meta/Facebook for the Riverfront Shops. (Receipts and documentation provided monthly.)</p>
DDA TACTICAL PLAN – For the Fiscal Year	<p>ACTION STEPS: PRESENTED. Updates to the Tactical Plan flowchart presented monthly. FY 24-25 alternatives presented 6/6. (Awaiting final budget selection and amounts from client.)</p>
DDA DATABASE MARKETING – Writing, Programming & Deployment	<p>ACTION STEPS: ONGOING. Eblasts sent to consumers and merchants regularly. Send next blast w/o 9/30. (Recent blasts sent in July, August, and September to promote events, plus a special merchant blast sent in late August to share the online business update form.)</p>
DDA KIOSK POSTERS – Design and Printing	<p>ACTION STEPS: ONGOING. September and October posters completed. October poster was designed with Fall theme. Holiday season design being developed.</p>
RACK BROCHURES – Updates and Printing	<p>ACTION STEPS: ONGOING. Fall brochure and insert completed 9/10. Racks filled w/o 9/9 and 9/16 and merchant/HAF copies delivered to City. Holiday season layout being developed for completion before Thanksgiving.</p>
DDA DIRECTORY MAP – Merchant Updates.	<p>ACTION STEPS: AWAITING CLIENT. Last printed 11/23. Print before the HAF and holiday season. (Consider special HAF version showing location of exhibitors.)</p>
DDA WEBSITE – Site Updates	<p>ACTION STEPS: ONGOING. Updates made regularly. Business information update form added for merchant use. Awaiting client decision on new website, plus adding a translation widget.</p>
DDA MEETING MATERIALS – Monthly Updates	<p>ACTION STEPS: AWAITING CLIENT. Client information needed to update materials for October 10th meeting.</p>
RIVERFRONT SHOPS PHOTOGRAPHY – Holiday & General Images	<p>ACTION STEPS: AWAITING APPROVAL. Presented estimate monthly in FY 2023-2024. Conduct shoot during and after HAF, and after the holiday decorations are installed.</p>
HALIFAX ART FESTIVAL – DDA Event Promotion	<p>ACTION STEPS: IN PROGRESS. Radio and billboard advertising contracts and creative finished for October and November buys leading up to the event. HAF to be included in the rack brochure, kiosk posters, eblasts, online advertising, billboards, radio spots, social media posts, news articles, City newsletter ad, directory map, and merchant window posters. (Brochures finished. Copies provided to City for HAF exhibitors.)</p>
MISCELLANY – Additional Activities	<p>ACTION STEPS: AWAITING CLIENT. Assisted City with initial digital signage investigation. Awaiting next steps.</p>
CITY RESEARCH – Consumer & Business	<p>ACTION STEPS: AWAITING CLIENT. Awaiting additional database information to estimate.</p>

RIVERFRONT

SHOPS OF DAYTONA BEACH

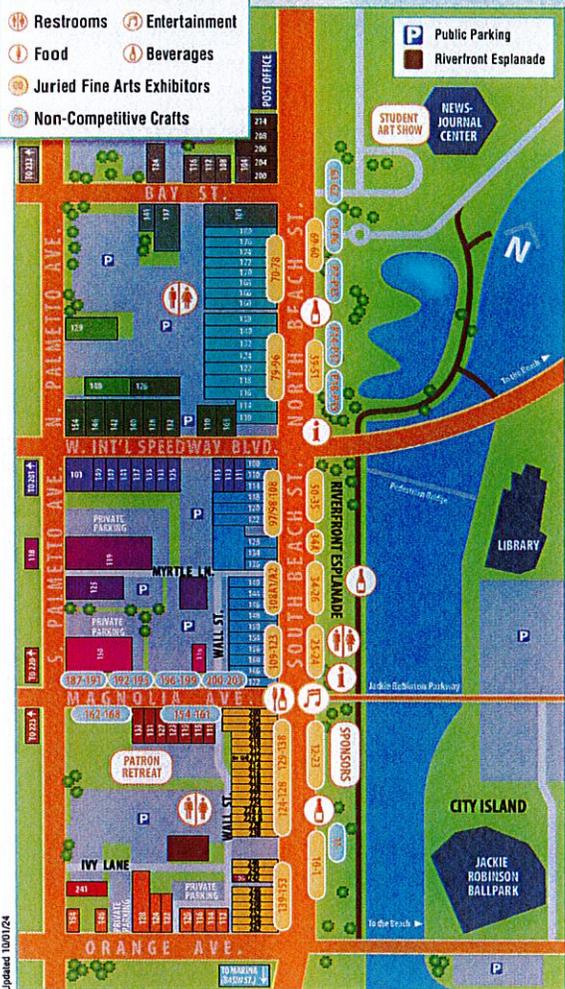
DIRECTORY

NOVEMBER 2-3 • 2024



HALIFAX ART FESTIVAL

- Event Area
- ⓘ Information
- 🚻 Restrooms
- 🎪 Entertainment
- 🍽️ Food
- 🍹 Beverages
- 🎨 Juried Fine Arts Exhibitors
- 🖼️ Non-Competitive Crafts



Updated 1/10/24

SHOPPING

ANTIQUES & ART

- 118 N. Beach Aberrant Art Gallery *Featuring the work of artist Barry Kite*
- 122 S. Beach Arlequin Antiques & Art *Authentic antiques and jewelry*
- 222 S. Beach Boho Society 71 *Boho-inspired new & upcycled finds*
- 146 S. Beach Etrusa Gallery *An artists' co-operative community*
- 114 N. Beach Moxie Vintage *Vintage, mid-century, wardrobe, home/art*
- 230 S. Beach Galeria Elan *Art, music, wine, coffee, and more*
- 140 N. Beach Nicole's Beach Street Mall *Antiques, jewelry, art and gifts*
- 166 S. Beach Tie Toe *Clocks, antiques, and collectables*
- 170 N. Beach V.J. Art Gallery *Featuring local artist Tom Ackley*

BOOKS & MUSIC

- 255 S. Beach Abrams Books *Quality used books on all subjects*
- 138 W. ISB Atlantic Sounds *New and used vinyl records, CDs & DVDs*
- 166 N. Beach Christian Science Reading Room *Bibles and music for a spiritual way of living*
- 125 W. ISB Daytona Books & Metaphysics *Metaphysical gifts and books, new & used*

CLOTHING

- 124 Bay Zebe & Emma's Closet *Special occasion outfits and play wear for children*

HOME DÉCOR

- 148 S. Beach Lane's Home Décor *Home décor and antiques*
- 137 Bay Southern Home Furniture *New, used, unique furniture*
- 226A S. Beach That Crystal Place *Wide variety of crystals for home décor & collectors*

JEWELERS

- 108 W. ISB Bill Green Jewelers *Full service jeweler, new and estate, clocks*
- 250 S. Beach Evans & Son Fine Jewelers *Estate and one-of-a-kind jewelry*
- 150 S. Beach Tom Cook Jeweler *Full service jeweler, giftware*

SHOE & LUGGAGE REPAIR

- 104 Bay Gilley's Shoe Shop *Shoe repair*
- 146 W. ISB Masterson's Shoe Shop *Shoe and luggage repair*

SPECIALTY FOOD & WINE

- 154 S. Beach Angill & Phelps Chocolate Factory *Gourmet handmade chocolates and gifts*
- 248 S. Beach Davidson Bros. Indian River Shoppers *Fresh seasonal Florida citrus, gifts, candies, jellies*
- 200 N. Beach Madeline's Wine Bar *Specialty wine shop*
- 142 W. ISB Natural Concepts Revisited *Organic produce, eclectic art*
- 135 W. ISB Oriental Grocery *Neighborhood food market*
- 113 W. ISB YOLO Nutrition *Nutrition shakes, teas and protein & wellness products*

SPECIALTY SHOPS

- 228 S. Beach American Divers E-Scoters *Scooter rental service*
- 226-B S. Beach Daytona Cigar Club *Cigars, beer, wine, accessories*
- 136 S. Beach Daytona Magic Shop *Magic, clown, theatrical supplies and special effects*
- 115 W. ISB Daytona Smoke & Vape *Tobacco store and vape supplies*
- 115 W. ISB Milk Premium CBD *Premium recreational cannabis dispensary*
- 206 N. Beach Palmetto Bands *Custom fit elastic smart watch bands*
- 212 S. Beach Three Brothers Boards *Stand-up boards, paddles sales and tours*
- 140 W. ISB Zaha's Flowers *A full service florist*

SERVICES

AUTO SERVICES

- 241 S. Palmetto Michael's British, American & Foreign Auto Repair *American and import auto specialists*
- 154 Orange George's British-American Auto Repair *Full service gasoline and auto repair*

BUSINESS SERVICES

- 119 S. Palmetto Code To Escape *Corporate training and events*
- 144 S. Beach Net Works, Inc. *Computer and network services*
- 133 W. ISB VIP Printing *Full service printing*

FITNESS & WELLNESS

- 124 S. Beach Ocean's Dance Studio *Ballroom dancing and clothing*
- 115 Magnolia Quanta's *Personal fitness training, dance instruction, family therapy & lifestyle coaching*
- 224 S. Beach Renew Yoga Studio *Mind body and spirit*
- 124 N. Beach Sharper Edge Fitness *Physical, mental, & spiritual coaching*
- 129 N. Palmetto South Beach Dance Academy *Dance techniques and performing arts*

HEALTHCARE

- 180 S. Beach Balanced Rehab *Comprehensive physical therapy services*
- 208 S. Beach David K. Kinow, DDS *General Dentistry*
- 204 N. Beach Purely CBD *Organic products with pure CBD oil*
- 201 W. ISB Sandeep V. Patel, DDS, PA *General Dentistry*

MEDIA

- 106 Ivy Lane The Rock of Daytona *104.7 FM WRDQ — Daytona's hometown radio station*

PROFESSIONAL SERVICES

- 140 S. Beach AR Florida Investigations *Private investigator & forensic services*
- 119 Magnolia Adams, Briggs, & Briggs *Legal services*
- 116 Orange David W. Gleaser Law Offices *Civil, criminal, and family legal services*
- 250 S. Beach Glickster and Associates *Marketing and Consulting*
- 140 S. Beach Heidi S. Webb Attorney At Law *Wills, trusts & probate*
- 122 N. Beach H&R Block *Accounting, tax services*
- 140 S. Beach Jarvis Financial, Inc. *Independent financial advisors*
- 127 Magnolia Jerry B. White, P.E. *Legal services*
- 140 S. Beach Land Development Resource Group *Land use and zoning consulting*
- 101 S. Palmetto Martin, Meyer & Associates *Certified public accountants*

SALONS & SPAS

- 124 Bay Angel Care Pet Grooming Spa *Grooming for your special dog*
- 115 W. ISB Bol Capelli Salon *Full service salon*
- 133 Magnolia Carl Walters Hair *Hair replacement system*
- 116 Magnolia Salon 230 / Spa Above *Spa and full-service salon*
- 226-A S. Beach Seasons on Beach *Coloring, cutting, facial, and waxing*
- 114 Orange Seasons Hair Co. *Full service salon*
- 149 W. ISB The Parlor - Vintage Hair Salon *Full service salon*
- 170 N. Beach V.J. Gallery/Salon *Exclusive by appointment only hair salon*
- 212 S. Beach Westworld Hair Salon *Full service salon*
- 120 S. Beach Wig Villa *Specialized wigs and hair pieces*

ATTRACTIONS

- 242 S. Beach Cinematic Theater *Independent and foreign films, serving lunch and dinner to your table.*
- 105 E. Magnolia Daytona Beach Regional Library *Reference collections, public access computers, genealogy collection, and the Rachel Robinson Playground*
- 105 E. Orange Daytona Tortugas *at Jackie Robinson Ballpark*
Family-friendly minor league baseball
- 450 Basin Dine and Cruise *Enjoy a two-hour dinner and river cruise aboard the "The Lady Dolphin of Daytona" paddleboat while taking in the scenery and wildlife of the Intracoastal Waterway.*
- 242 S. Beach Downtown Daytona Live *Live entertainment, comedy, and boutique bar at WRDQ Radio studios.*
- 450 Basin Halifax Harbor Marina *This 550-slip marina in the heart of Downtown Daytona Beach Riverfront is one of America's finest marina facilities.*
- 252 S. Beach Halifax Historic Marina *History and artifacts from Daytona Beach*
- 221 N. Beach News-Journal Center at Daytona State College *Live musical and theatrical performance theater*
- Beach Street Riverfront Esplanade *Scenic botanical garden featuring frequent family events, over a mile of waterfront running trail, comfortable benches and swings, and a dog park with an agility course and a state-of-the-art splash pad.*

OFFICE BUILDINGS

- 119 S. Palmetto Daytona Executive Center
 - 140 S. Beach Kross Building
 - 220 S. Beach Princess Building
 - 210 S. Beach W.H. Gardiner Building
 - 112 Orange William Harding Building
- REAL ESTATE SERVICES & HOME BUILDERS**
- 111 Magnolia Florida Global International Realty
 - 110 W. ISB NextHome at the Beach
 - 140 S. Beach Work Wellb Shedd Office Solutions
 - 140 S. Beach WJ Weeks Architecture

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.

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.



The Riverfront Esplanade is a scenic botanical garden and gathering space in the heart of Daytona Beach. The park features frequent family events, over a mile of waterfront running trail, comfortable benches and swings, and a dog park with an agility course and splash pad.

RIVERFRONT MARKET

Last Sunday of Each Month

Enjoy local vendors, music, and a Wellness Walk at the Riverfront Esplanade on the last Sunday of every month.

Visit RiverfrontEsplanade.com to learn more and explore future events.

DINING

RESTAURANTS

- 174 N. Beach Anipita Beach Restaurant *Authentic Venezuelan cuisine*
- 108 Bay Bay Street Dawgs *Relish the Moment hot dogs*
- 156 S. Beach Chef Papa's Cafe *Sandwiches, seafood and pasta*
- 110 S. Beach Dancing Avocado Kitchen *Slice of California on Beach Street*
- 137 W. ISB Don Vito's Italian Restaurant *Authentic Italian restaurant*
- 112 Bay Eat Greek *Authentic Greek cuisine*
- 168 N. Beach Farm to FB Meal Prep *Cafe and meal prep using farm-fresh local ingredients*
- 248 S. Beach Ichi Mi San Ajan Grilled Ramen & Sushi *Asian grilled ramen and seafood*
- 116 N. Beach Kale Café *Vegan cuisine, juice bar, smoothies*
- 240 S. Beach Little Italy Ristorante *Pizza, beer, and wine café*
- 200 N. Beach Macchino's Wine Bar *Top-tier fine wines, champagnes, setters & more*
- 141 Bay Macchi's Seafood *Fresh local seafood & steamed carry-out meals*
- 218 S. Beach Mick's Tavern & Brewery *Irish-American Tavern & Brewery*
- 142 W. ISB Natural Concepts Revisited *Organic produce, eclectic art*
- 111 W. ISB Ronin Sushi & Sake Bar *Sushi and imported sake*
- 232 Bay Rosie's Italian Bakery & Café *Italian pastries, sandwiches, coffee bar*
- 114 S. Beach Senorita Mexican Kitchen & Tequila Bar *Authentic and traditional Mexican dishes*
- 101 Bay Slim Spice *Authentic Thai cuisine*
- 262 S. Beach The Original Steve's Pizza House *Fresh pizza, entrees and sandwiches*
- 220 Magnolia The Cellar Restaurant *Italian fine dining in President Warren Harding's home*
- 214 N. Beach Tia's Tacos *Authentic Mexican cuisine*
- 128 S. Beach Zappi's Italian Garden Restaurant *Authentic Italian dining*
- 223 Magnolia Zan Bistro *Thai cuisine*

COFFEE HOUSES, BAKERIES, & SNACK CAFES

- 118 S. Beach Copperline Coffee + Café *Coffee, cold brew, espresso drinks, and fresh baked goods*
- 204 N. Beach Drink Kava Bar *Tea room*
- 228 S. Beach Neighborhood Scoop *Ice cream, smoothies, and boba tea*
- 113 W. ISB Rooting Around Downtown Kava & Botanicals Bar *Tea House featuring Kava, Botanical Teas & Kombucha*
- 214 S. Beach Serra Doce Daytona *Signature lattes, coffee, sandwiches, pastries, and more*





RIVERFRONT

SHOPS OF DAYTONA BEACH

DIRECTORY



Updated 10/07/24

SHOPPING

- ANTIQUES & ART**
- 118 N. Beach **Abrerrant Art Gallery** Featuring the work of artist Barry Kite
 - 122 S. Beach **Arlequin Antiques & Art** Authentic antiques and jewelry
 - 222 S. Beach **Boho Society 71** Boho-inspired new & upcycled finds
 - 146 S. Beach **Etrusca Gallery** An artists' co-operative community
 - 114 S. Beach **Moxie Vintage** Vintage, mid-century, wardrobe, home/art
 - 230 S. Beach **Galerie Elan** Art, music, wine, coffee, and more
 - 140 N. Beach **Nicole's Beach Street Mall** Antiques, jewelry, art and gifts
 - 166 S. Beach **Tic Tac** Clocks, antiques, and collectibles
 - 170 N. Beach **V&L Art Gallery** Featuring local artist Tom Ackley
- BOOKS & MUSIC**
- 256 S. Beach **Abrazos Books** Quality used books on all subjects
 - 138 W. ISB **Atlantic Sounds** New and used vinyl records, CDs & DVDs
 - 166 N. Beach **Christian Science Reading Room** Bibles and music for a spiritual way of living
 - 125 W. ISB **Daytona Books & Metaphysics** Metaphysical gifts and books, new & used
- CLOTHING**
- 124 Bay **Zela & Emma's Closet** Special occasion outfits and play wear for children
- HOME DECOR**
- 148 S. Beach **Lante's Home Décor** Home décor and antiques
 - 137 Bay **Southern Home Furniture** New, used, unique furniture
 - 226A S. Beach **That Crystal Place** Wide variety of crystals for home décor & collectors
- JEWELERS**
- 108 W. ISB **Bill Green Jewelers** Full service jeweler, new and estate, clocks
 - 250 S. Beach **Evans & Son Fine Jewelers** Estate and one-of-a-kind jewelry
 - 150 S. Beach **Tom Cook Jeweler** Full service jeweler, giftware
- SHOE & LUGGAGE REPAIR**
- 104 Bay **Gilley's Shoe Shop** Shoe repair
 - 146 W. ISB **Mastercraft's Shoe Shop** Shoe and luggage repair
- SPECIALTY FOOD & WINE**
- 154 S. Beach **Angell & Phelps Chocolate Factory** Gourmet handmade chocolates and gifts
 - 248 S. Beach **Deviden Bros. Indian River Shippers** Fresh seasonal Florida citrus, gifts, candies, jellies
 - 200 N. Beach **Madeline's Wine Bar** Specialty wine shop
 - 142 W. ISB **Natural Concepts Revisited** Organic produce, eclectic art
 - 125 W. ISB **Original Grocery** Neighborhood food market
 - 113 W. ISB **YOLD Nutrition** Nutrition shakes, teas and protein & wellness products
- SPECIALTY SHOPS**
- 228 S. Beach **American Owners E-Scoters** Scooter rental service
 - 226-B S. Beach **Daytona Cigar Club** Cigars, beer, wine, accessories
 - 136 S. Beach **Daytona Magic Shop** Magic, clown, theatrical supplies and special effects
 - 115 W. ISB **Daytona Smoke & Vape** Tobacco store and vape supplies
 - 115 W. ISB **Milnk Premium CBD** Premium recreational cannabis dispensary
 - 206 N. Beach **Palmetto Bands** Custom fit elastic smart watch bands
 - 212 S. Beach **Three Brothers Boards** Stand-up boards, paddlefles sales and tours
 - 140 W. ISB **Zahn's Flowers** A full service florist

ATTRACTIONS

- 242 S. Beach **Cinematic Theater** Independent and foreign films, serving lunch and dinner to your table.
- 105 E. Magnolia **Daytona Beach Regional Library** Reference collections, public access computers, genealogy collection, and the Rachel Robinson Playground
- 105 E. Orange **Daytona Tortugas at Jackie Robinson Ballpark** Family-friendly minor league baseball
- 450 Basin **Olins and Cruises** Enjoy a two-hour dinner and river cruise aboard the "The Lady Dolphin of Daytona" paddleboat while taking in the scenery and wildlife of the Intracoastal Waterway.
- 242 S. Beach **Downtown Daytona Live** Live entertainment, comedy, and boutique bar at WROD Radio studios.
- 450 Basin **Hallifax Harbor Marina** This 550-slip marina in the heart of Downtown Daytona Beach Riverfront is one of America's finest marina facilities.
- 252 S. Beach **Hallifax Historic Museum** History and artifacts from Daytona Beach
- 221 N. Beach **News-Journal Center at Daytona State College** Live musical and theatrical performance theater
- Beach Street **Riverfront Esplanade** Scenic botanical garden featuring frequent family events, over a mile of waterfront running trail, comfortable benches and swings, and a dog park with an agility course and a state-of-the-art splash pad.

OFFICE BUILDINGS

- 119 S. Palmetto **Daytona Executive Center**
 - 140 S. Beach **Kress Building**
 - 220 S. Beach **Princess Building**
 - 210 S. Beach **W.H. Dardinger Building**
 - 112 Orange **William Harding Building**
- REAL ESTATE SERVICES & HOME BUILDERS**
- 111 Magnolia **Florida Global International Realty**
 - 110 W. ISB **NextHome at the Beach**
 - 140 S. Beach **Work Web Shared Office Solutions**
 - 140 S. Beach **WJ Weeks Architecture**

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.

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 cafes are always ready to serve. Look no further to experience authentic local cuisine.

DINING

- RESTAURANTS**
- 174 N. Beach **Arepita Beach Restaurant** Authentic Venezuelan cuisine
 - 108 Bay **Bay Street Dergie** Refresh the Moment hot dogs
 - 156 S. Beach **Chef Papa's Cafe** Sandwiches, seafood and pasta
 - 110 S. Beach **Dancing Avocado Kitchen** Slice of California on Beach Street
 - 137 W. ISB **Don Vito's Italian Restaurant** Authentic Italian restaurant
 - 112 Bay **Eat Greek** Authentic Greek cuisine
 - 168 N. Beach **Farm to FR Meal Prep** Café and meal prep using farm-fresh local ingredients
 - 246 S. Beach **Ichu Ni San Asian Grilled Ramen & Sushi** Asian grilled ramen and seafood
 - 116 N. Beach **Kafe Café** Vegan cuisine, juice bar, smoothies
 - 240 S. Beach **Little Italy Ristorante** Pizza, beer, and wine café
 - 200 W. Beach **Madeline's Wine Bar** Top-tier fare, wines, champagnes, seltzers & more
 - 141 Bay **Master Seafood** Fresh local seafood & steamed carry-out meals
 - 219 S. Beach **McKee's Tavern & Brewery** Irish-American Tavern & Brewery
 - 142 W. ISB **Natural Concepts Revisited** Organic produce, eclectic art
 - 111 W. ISB **Ronin Sushi & Sake Bar** Sushi and imported sake
 - 232 Bay **Rosa's Italian Bakery & Café** Italian pastries, sandwiches, coffee bar
 - 114 S. Beach **Senerita Mexican Kitchen & Tequila Bar** Authentic and traditional Mexican dishes
 - 101 Bay **Slam Spice** Authentic Thai cuisine
 - 262 S. Beach **The Original Stavro's Pizza House** Fresh pizza, entrees and sandwiches
 - 220 Magnolia **The Celler Restaurant** Italian fine dining in President Warren Harding's home
 - 214 N. Beach **Tia's Tacos** Authentic Mexican cuisine
 - 128 S. Beach **Zappi's Italian Garden Restaurant** Authentic Italian dining
 - 223 Magnolia **Zan Bistrot** Thai cuisine
- COFFEE HOUSES, BAKERIES, & SNACK CAFES**
- 118 S. Beach **Coppertone Coffee + Café** Coffee, cold brew, espresso drinks, and fresh baked goods
 - 204 N. Beach **Drink Kava Bar** Tea room
 - 228 S. Beach **Neighborhood Scoop** Ice cream, smoothies, and boba tea
 - 113 W. ISB **Rooting Around Downtown Kava & Botanicals Bar** Tea House featuring Kava, Botanical Teas & Kombucha
 - 214 S. Beach **Serra Doce Daytona** Signature lattes, coffee, sandwiches, pastries, and more

SERVICES

- AUTO SERVICES**
- 241 S. Palmetto **Michael's British, American & Foreign Auto Repair** American and import auto specialists
 - 154 Orange **Georgia's British - American Auto Repair** Full service gasoline and auto repair
- BUSINESS SERVICES**
- 119 S. Palmetto **Code To Escape** Corporate training and events
 - 144 S. Beach **Net Works, Inc.** Computer and network services
 - 133 W. ISB **VIP Printing** Full service printing
- FITNESS & WELLNESS**
- 134 S. Beach **Ocean's Dance Studio** Ballroom dancing and clothing
 - 115 Magnolia **Quanta's** Personal fitness training, dance instruction, family therapy & lifestyle coaching
 - 224 S. Beach **Renew Yoga Studio** Mind body and spirit
 - 124 N. Beach **Sharper Edge Fitness** Physical, mental, & spiritual coaching
 - 129 N. Palmetto **South Beach Dance Academy** Dance techniques and performing arts
- HEALTHCARE**
- 160 S. Beach **Balanced Rehab** Comprehensive physical therapy services
 - 208 S. Beach **David K. Kizlow, DDS** General Dentistry
 - 204 N. Beach **Purely CBD** Organic products with pure CBD oil
 - 201 W. ISB **Sandeep V. Patel, DDS, PA** General Dentistry
- MEDIA**
- 106 Ivy Lane **The Flock of Daytona** 104.7 FM WROD — Daytona's hometown radio station
- PROFESSIONAL SERVICES**
- 140 S. Beach **All Florida Investigations** Private investigator & forensic services
 - 119 Magnolia **Adams, Briggs, & Briggs** Legal services
 - 116 Orange **David W. Glasser Law Offices** Civil, criminal, and family legal services
 - 250 S. Beach **Gilster and Associates** Marketing and Consulting
 - 140 S. Beach **Held S. Webb Attorney At Law** Wills, trusts & probate
 - 122 W. Beach **H&R Black** Accounting, tax services
 - 140 S. Beach **Jay's Financial, Inc.** Independent financial advisors
 - 127 Magnolia **Jerry B. Wells, PL** Legal services
 - 140 S. Beach **Land Development Resources Group** Land use and zoning consulting
 - 101 S. Palmetto **Martin, Klayser & Associates** Certified public accountants
- SALONS & SPAS**
- 124 Bay **Angel Care Pet Grooming Spa** Grooming for your special dog
 - 115 W. ISB **Bol Capelli Salon** Full service salon
 - 133 Magnolia **Carl Walters Hair** Hair replacement system
 - 116 Magnolia **Salon 238 / Spa Above** Spa and full-service salon
 - 226-A S. Beach **Salon on Beach** Coloring, cutting, facial, and waxing
 - 114 Orange **Sessions Hair Co.** Full service salon
 - 149 W. ISB **The Parlor - Vintage Hair Salon** Full service salon
 - 170 N. Beach **V&L Gallery Salon** Exclusive by appointment only hair salon
 - 212 S. Beach **Westworld Hair Salon** Full service salon
 - 120 S. Beach **Wig Villa** Specialized wigs and hair pieces



The Riverfront Esplanade is a scenic botanical garden and gathering space in the heart of Daytona Beach. The park features frequent family events, over a mile of waterfront running trail, comfortable benches and swings, and a dog park with an agility course and splash pad.

RIVERFRONT MARKET

Last Sunday of Each Month
Enjoy local vendors, music, and a Wellness Walk at the Riverfront Esplanade on the last Sunday of every month.

Visit RiverfrontEsplanade.com to learn more and explore future events.

