



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, November 14, 2024

Room 149b 3:00 PM

| | Page |
|---|--------|
| 1. CALL TO ORDER | |
| 2. ROLL CALL | |
| 3. APPROVAL OF MINUTES | |
| 3.1. August 2024 Minutes | 3 - 7 |
| DDA Minutes 08-08-2024 | |
| 4. REPORTS & PRESENTATIONS | |
| 4.1. | 8 - 11 |
| DDA Budget | |
| DDA Monthly 112024 | |
| 4.2. Halifax Arts Festival | |
| 4.3. | 12 |
| Staff Report | |
| -Monthly Financial Summary | |
| -DDA Events | |
| -Pilot Security Program Downtown | |
| -Business Development Program, "Triage" | |
| Sign Agreement | |
| New Board Member | |

SCHEDULE PART 2

- 4.4. Keith Gold, Gold and Associates 13 - 27
[dda gold](#)
- 4.5. Events Update- Al Smith, Bullseye Marketing 28 - 29
[DDA Event Schedule-1](#)
- 4.6. Joseph Yarbrough- Riverfront Esplanade
5. PUBLIC COMMENTS
6. BOARD COMMENTS
7. 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 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



Chernelia Campbell, Board Secretary



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

MEMORANDUM

| Revenues | Budget | Received as of October 31, 2024 |
|-------------------------------|-------------------|------------------------------------|
| Ad Valorem | \$ 237,024.00 | - |
| Delinquent Ad Valorem | - | - |
| Downtown CRA Payment | 147,291.00 | - |
| Interest on Investment | - | - |
| Miscellaneous | - | - |
| Appropriation of Fund Balance | 7,484.00 | - |
| Total | 391,799.00 | - |

Farmers Market (150310)

| Revenues | Budget | Received as of October 31, 2024 |
|--------------------|----------|------------------------------------|
| Vendor Revenue | - | - |
| Sponsorship | - | - |
| Market Booth Sales | - | - |
| DDA SNAP Revenues | - | - |
| Total | - | - |

| Expenditures | Budget | Expended as of October 31, 2024 | Available |
|-------------------------------|--------------------|------------------------------------|-------------------|
| Other Contractual Services | 15,000.00 | 15,000.00 | - |
| Insurance - General Liability | 1,500.00 | - | 1,500.00 |
| Promo - Market | 4,400.00 | - | 4,400.00 |
| DDA Snap Expenses | 2,000.00 | - | 2,000.00 |
| Total | 22,900.00 | 15,000.00 | 7,900.00 |
| Net Results | (22,900.00) | (15,000.00) | (7,900.00) |

Events (150320)

| Revenues | Budget | Received as of October 31, 2024 |
|----------------|----------|------------------------------------|
| Vendor Revenue | - | - |
| Sponsors - DDA | - | - |
| Total | - | - |

| Expenditures | Budget | Expended as of October 31, 2024 | Available |
|---------------------|---------------------|------------------------------------|---------------------|
| Promo - Advertising | 5,000.00 | - | 5,000.00 |
| Promo - Events | 127,500.00 | 2,000.00 | 125,500.00 |
| Total | 132,500.00 | 2,000.00 | 130,500.00 |
| Net Results | (132,500.00) | (2,000.00) | (130,500.00) |

General Expenditures (150300)

| Expenditures | Budget | Expended as of October 31, 2024 | Available |
|-------------------------------|---------------------|--|---------------------|
| Other Contractual Services | 43,291.00 | 3,250.00 | 40,041.00 |
| Care and Subsistence | 300.00 | - | 300.00 |
| Promo - Advertising | 43,742.00 | 1,200.00 | 42,542.00 |
| Promo - Events | 1,600.00 | - | 1,600.00 |
| Memberships | 175.00 | - | 175.00 |
| Payment to Primary Government | 147,291.00 | - | 147,291.00 |
| Total | 236,399.00 | 4,450.00 | 231,949.00 |
| Net Results | (236,399.00) | (4,450.00) | (231,949.00) |

DDA Budget Summary

| Revenues | Budget | Received as of October 31, 2024 |
|----------------|-------------------|------------------------------------|
| General | 391,799.00 | - |
| Farmers Market | - | - |
| Events | - | - |
| Total | 391,799.00 | - |

| Expenditures | Budget | Expended as of October 31, 2024 | Available |
|----------------|-------------------|------------------------------------|-------------------|
| General | 236,399.00 | 4,450.00 | 231,949.00 |
| Farmers Market | 22,900.00 | 15,000.00 | 7,900.00 |
| Events | 132,500.00 | 2,000.00 | 130,500.00 |
| Total | 391,799.00 | 21,450.00 | 370,349.00 |

Encumbered (Purchase Order) -

Available to expend w/ Reserves

370,349.00

| | | | | |
|-------------|------|---|----------------|-----------------|
| Net Results | \$ - | - | \$ (21,450.00) | \$ (370,349.00) |
|-------------|------|---|----------------|-----------------|

DDA Events OUTSIDE OF BULLSEYE FY 2024-2025

| DATE | COMPANY NAME | Available Funds | DDA EXPENSE | EVENT NAME | COMPLETED |
|--------------------------|--------------------|---------------------|----------------------|---|-----------|
| | | \$127,500.00 | | | |
| Tuesday, October 1, 2024 | Bullseye Marketing | \$104,500.00 | \$23,000.00 | FUNDS SET ASIDE FOR BULLSEYE EVENTS ONLY | Y |
| Friday, November 1, 2024 | DDA Sponsorship | \$15,000.00 | \$8,000.00 | RIVERFRONT MARKET | Y |
| Friday, November 1, 2024 | DDA Sponsorship | \$1,650.00 | \$6,350.00 | RADIO ADVERTIZING FOR HALIFAX ARTS FESTIVAL | Y |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| TOTAL | | | \$ 127,500.00 | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |



DAYTONA BEACH DDA
OCTOBER 2024 ANALYTICS REPORT

Prepared by GOLD Marketing • Wednesday, November 6, 2024

THE VERANDA

811 State Road A1A North

Ponte Vedra Beach, FL 32082

T 904.285.5669

W StrikeGold.com

DAYTONA BEACH DDA OCTOBER 2024 ANALYTICS REPORT

Prepared by GOLD Marketing • Wednesday, November 6, 2025

Overall Site Engagement

WEBSITE VISITATION



Website sessions across the month.

| | <u>OCT. 2023</u> | <u>OCT. 2024</u> | <u>CHANGE</u> |
|----------------|------------------|------------------|---------------|
| • TOTAL USERS: | 4,226 | 4,593 | +8.7% |
| • NEW USERS: | 4,096 | 4,484 | +9.5% |
| • SESSIONS: | 5,912 | 6,043 | +2.2% |
| • PAGEVIEWS: | 9,345 | 9,467 | +1.7% |

OCT. MOST VIEWED PAGES

| | <u>VIEWS</u> |
|---------------------|--------------|
| • HOME PAGE: | 7,925 |
| • DINING: | 324 |
| • EVENTS CALENDAR:* | 585 |
| • SHOPPING: | 180 |
| • BROCHURES/MAPS | 77 |

**Combined views from the calendar page and calendar events.*

Overall, traffic was higher in October 2024 than in the same month of 2023. As shown on the line chart, traffic was higher overall at the beginning of the month, surrounding the early-month events. The Riverfront Shops website continues to be an important source of information for Downtown Daytona Beach visitors and prospects.

Page 1 of 4

DAYTONA BEACH DDA

OCTOBER 2024 ANALYTICS REPORT

Prepared by GOLD Marketing • Wednesday, November 6, 2025

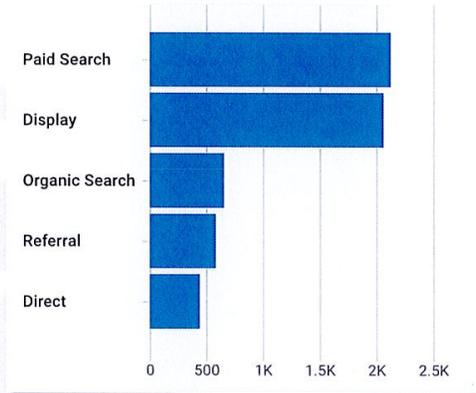
Overall Traffic (Continued)

OCT. TOP CITIES

| | <u>USERS</u> |
|------------------|--------------|
| • DAYTONA BEACH: | 1,000 |
| • MIAMI: | 922 |
| • ORLANDO: | 200 |
| • ORMOND BEACH: | 144 |
| • PORT ORANGE: | 117 |

The above shows the top cities by the number of users in October 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



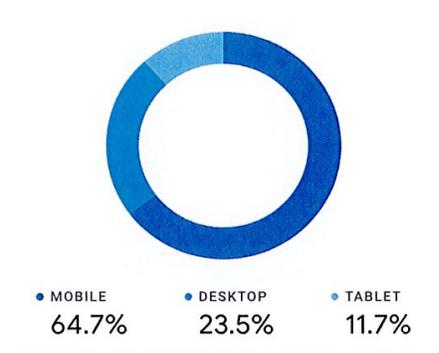
As shown in the above chart, the largest driver of users to the site in October was paid advertising (*represented by the Display, Paid Search, and Paid Social categories*), as well as Organic Search and Direct site visits.

DAYTONA BEACH DDA OCTOBER 2024 ANALYTICS REPORT

Prepared by GOLD Marketing • Wednesday, November 6, 2025

Overall Traffic (Continued)

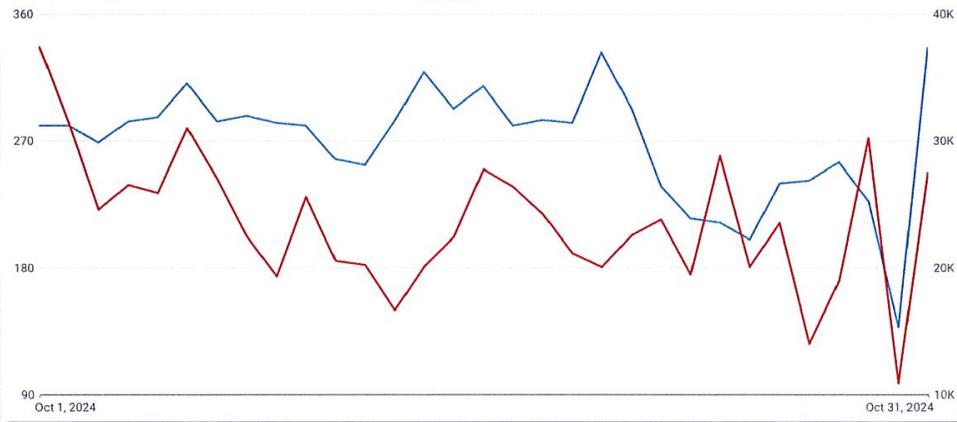
TOP DEVICES



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

Online Advertising

GOOGLE ADVERTISING



The Google Ads generated 6,865 clicks and 663,965 impressions (*times an ad was shown*) in October 2024. Popular search advertising keywords included “Food Near Me” (*and similar*), “Restaurants” (*and similar*), “Daytona Beach” (*and similar*), “Daytona Beach Shopping,” and “Beach Street Shops.”

Page 3 of 4

DAYTONA BEACH DDA OCTOBER 2024 ANALYTICS REPORT

Prepared by GOLD Marketing • Wednesday, November 6, 2025

SOCIAL MEDIA ADVERTISING

The social media ads produced 2,205 link clicks and 246,875 impressions (*times an ad was shown*) in October. Riverfront Shops event advertising on social media also generates event responses from potential attendees, and October and early November events advertised included:

- OCTOBER DOWNTOWN DAYTONA NIGHTS: 1,225 responses to the event advertising, with 1,872 combined ad and organic responses to the Riverfront Shops' listing;
- FALL WINE WALK: 426 responses to advertising for the event, which was ultimately canceled due to the hurricane;
- NOVEMBER SUNSET CONCERT: 431 responses to the event advertising, with 521 combined ad and organic responses to the Riverfront Shops' listing; and
- HALIFAX ART FESTIVAL: 1,925 responses to the event advertising, with 3,090 combined ad and organic responses to the Riverfront Shops' listing.

(The November Wine & Cheese Walk is being advertised as of this writing and will be included in the next report.)

PAGE FOLLOWERS

As of November 6th, the Riverfront Shops of Daytona Beach Facebook page had 19,890 followers (*an increase of 75 since the last report*).

Page 4 of 4

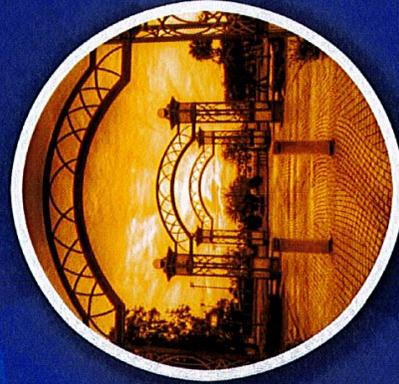
GOLD Marketing • The Veranda • 814 A1A North • Ponte Vedra Beach, FL 32082 • (904) 285-5669
strikegold.com

QUESTIONS & ANSWERS

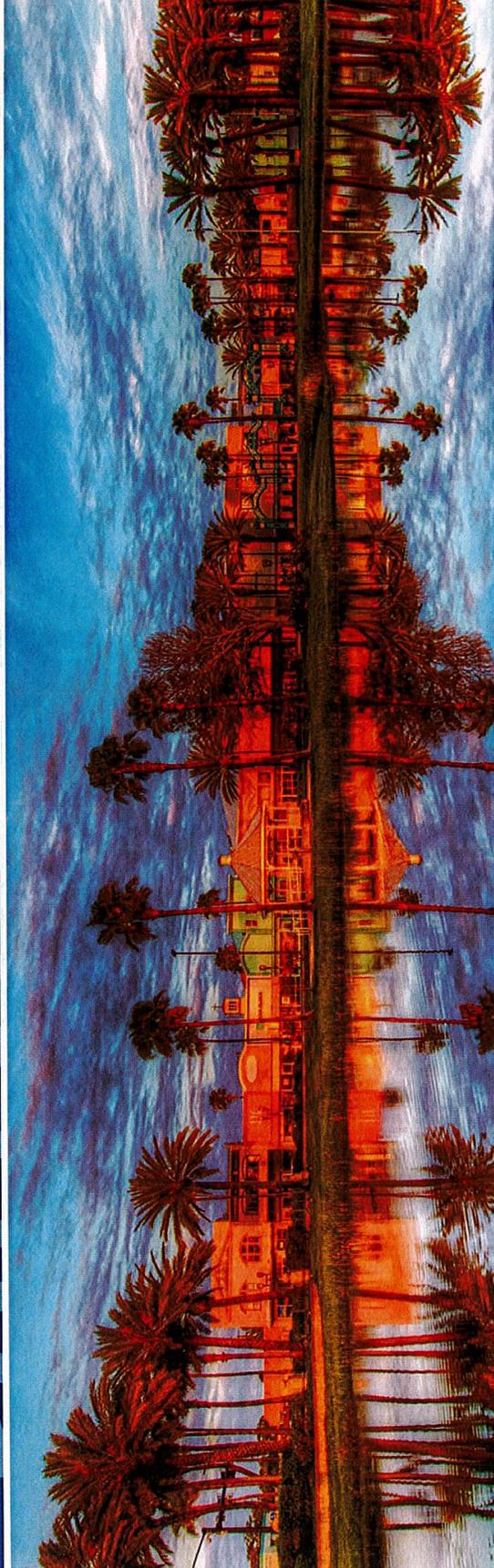
Thank You for Your Business!



G O L D
M A R K E T I N G TM



THE CITY OF DAYTONA BEACH DDA



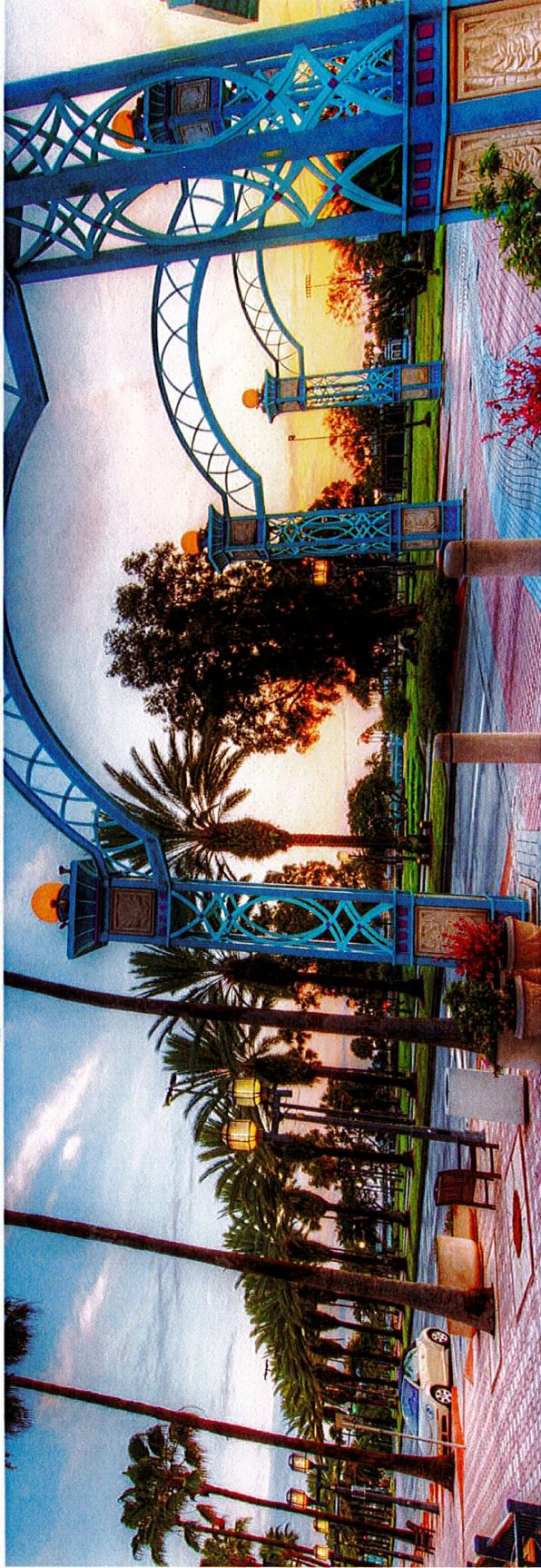
NOVEMBER DDA MEETING CONTENTS

- 1.** Report Questions & Answers
*(Project Update, Online Analytics
and New 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

- *Focused on Promoting Special Events, Especially the Halifax Art Festival and the 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* – New Rack Brochures Created for the Fall & Holiday Seasons, plus HAF Window Posters
- *Directory Kiosk* – Monthly Posters and New Maps for HAF & Holiday Season
- *E-Mail Marketing* – Weekly Shopping, Dining & Event E-Blasts, plus Ongoing Communications Regarding HAF

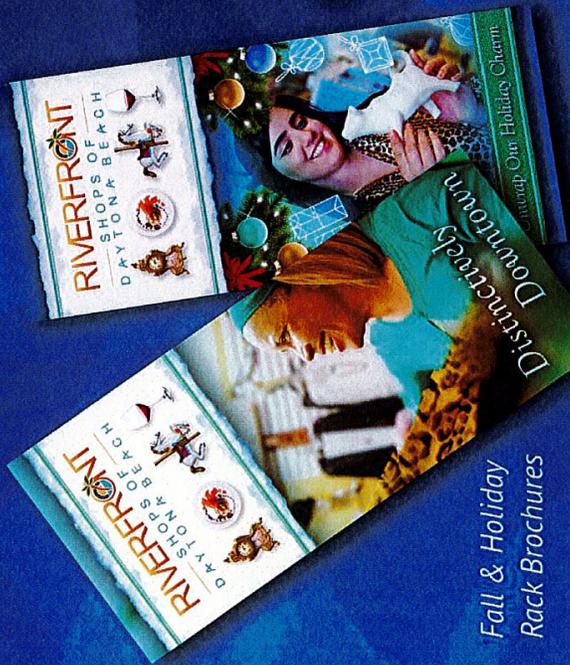
2. NEW MARKETING INITIATIVES

KEY MARKETING TOOLS & TACTICS

- *Offline Advertising* – HAF Billboard on I-95, plus Radio Spots on Southern Stone (and Pro-Bono Announcements on Other Networks)
- *Photography* – During HAF, plus Before and After Holiday Decorations are Installed
- *Public Relations* – Primarily Event Announcements, Especially for HAF and Holiday Events
- *Website* – Updated Daily with Merchant Information, plus a Merchant Information Form Programmed and Disseminated to Update Listings

2. NEW MARKETING INITIATIVES

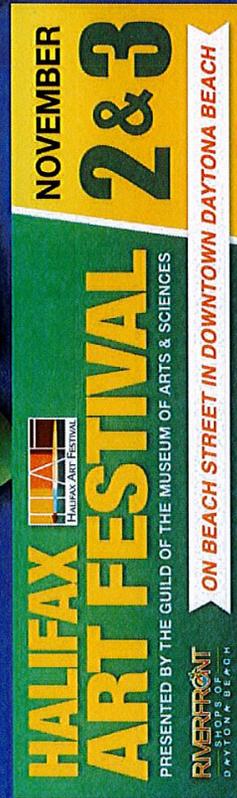
KEY MARKETING TOOLS & TACTICS



Fall & Holiday
Rack Brochures



HAF Event Poster
& Merchant Kiosk
Directory Poster



HAF Outdoor Board

2. NEW MARKETING INITIATIVES

NEW MARKETING SPREADSHEET

Based on 2nd Proposed Public Hearing FY 2024/25 Budget

| CATEGORY | DESCRIPTION | SPACE CLOSE | MAT. CLOSE | MONTHS | | | | | | | | | | | | TOTALS | | |
|--|---|---------------|---------------|------------------|----------------|-----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|------------------|
| | | | | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUNE | JULY | AUG | SEPT | | | |
| A. PROFESSIONAL & CONTRACT SERVICES #19300 (\$43,291 BUDGET) | | | | | | | | | | | | | | | | | | |
| * Supplies | Books, poster and merchant directory printing. (\$1,750 budget) | N/A | N/A | \$175 | | | | | | | | | | | | | | \$1,750 |
| * Technical Services | Fees for Contact, domain, and web hosting. (\$2,541 budget) | N/A | N/A | \$2,541 | | | | | | | | | | | | | | \$2,541 |
| * Professional Services | Marketing agency fees for strategic planning, consultative needs, public relations, web maintenance, quarterly meetings, and related copywriting, design, and production. (\$30,000 budget) | N/A | N/A | \$3,250 | | | | | | | | | | | | | | \$3,250 |
| B. PROMOTION ADVERTISING #19330 (\$43,917 < \$51,000 = \$48,917 BUDGET) | | | | | | | | | | | | | | | | | | |
| * Online Media | Google re-targeted search and display ads (including remarketing). (\$13,400 budget) | 2 Weeks Prior | 1 Week Prior | \$1,000 | \$1,500 | \$1,500 | \$1,400 | \$1,400 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$13,400 |
| * Social Media | Social media geo-targeted ads. (\$13,400 budget) | 2 Weeks Prior | 1 Week Prior | \$1,000 | \$1,500 | \$1,500 | \$1,400 | \$1,400 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$13,400 |
| * Brochure Displays | Printing brochures and event tickets (with 1,000 sets for merchants). (part of \$25 budget). (\$2,120 budget) | 4 Weeks Prior | 4 Weeks Prior | \$5,422 | \$650 | \$5,422 | \$650 | \$650 | \$650 | \$650 | \$650 | \$650 | \$650 | \$650 | \$650 | \$650 | \$650 | \$5,422 |
| C. SPECIAL EVENTS #19020 & #19200 (\$1,600 < \$127,500 = \$129,100 BUDGET) | | | | | | | | | | | | | | | | | | |
| * Special Event Marketing | Budget set aside for FY 2024-2025 event fees and advertising. (\$87,500) | 4 Weeks Prior | 3 Weeks Prior | \$27,500 | | | | | | | | | | | | | | \$27,500 |
| * Halifax Art Festival | Advertising (\$5,000) and (\$5,000) prize money. (\$10,000 budget) | 4 Weeks Prior | 3 Weeks Prior | \$10,000 | | | | | | | | | | | | | | \$10,000 |
| * Riverfront Exploranda | Placemats to Riverfront (\$50,000) and Exploranda Market (\$5,000) sponsorship. (\$55,000 budget) | 2 Weeks Prior | 1 Week Prior | \$30,000 | | | | | | | | | | | | | | \$30,000 |
| * Miscellany | Miscellany (\$1,600 budget) | | | \$1,600 | | | | | | | | | | | | | | \$1,600 |
| TOTAL | | | | \$142,438 | \$7,025 | \$11,797 | \$6,059 | \$6,025 | \$221,208 |

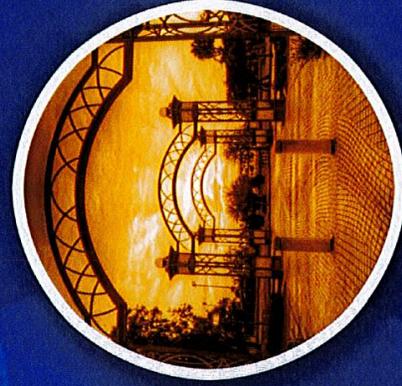
Production: Materials Distribution: Events: Completed:

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 – 11/06/24

Project

Action Steps

| | |
|--|---|
| <p>MARKETING RESEARCH – Consumer and Merchant</p> | <p>ACTION STEPS: FINISHED. Merchant and consumer surveys developed, launched, and analyzed pro bono by GOLD for FY 2024-2025 planning..</p> |
| <p>DDA ONLINE MEDIA BUYS – Digital and Social Media</p> | <p>ACTION STEPS: ONGOING. Advertising with Google Ads and Meta/Facebook for the Riverfront Shops. (Receipts and documentation provided monthly.)</p> |
| <p>DDA TACTICAL PLAN – For the Fiscal Year</p> | <p>ACTION STEPS: PRESENTED. Updates to the Tactical Plan flowchart presented monthly. FY 24-25 alternatives presented 6/6. (Used "Second Proposed Public Hearing" budget provided by client.)</p> |
| <p>DDA DATABASE MARKETING – Writing, Programming & Deployment</p> | <p>ACTION STEPS: ONGOING. Eblasts sent to consumers and merchants regularly. Send next blast w/o 11/04. (Recent blasts sent in September and October to promote events. Last sent 10/30 to promote HAF and other November events.)</p> |
| <p>DDA KIOSK POSTERS – Design and Printing</p> | <p>ACTION STEPS: ONGOING. October and November posters completed. Holiday season design being developed.</p> |
| <p>RACK BROCHURES – Updates and Printing</p> | <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> |
| <p>DDA DIRECTORY MAP – Merchant Updates</p> | <p>ACTION STEPS: ONGOING. Halifax Art Festival version of Directory Map completed. Also printed new general version for holiday shopping season.</p> |
| <p>DDA WEBSITE – Site Updates</p> | <p>ACTION STEPS: ONGOING. Updates made regularly. Business information update form added for merchant use. Added accessibility widget. Awaiting client decision on new website, plus adding a translation widget. Adding holiday graphics to the site this month.</p> |
| <p>DDA MEETING MATERIALS – Monthly Updates</p> | <p>ACTION STEPS: ONGOING. Sent most recent materials 11/6.</p> |
| <p>RIVERFRONT SHOPS PHOTOGRAPHY – Holiday & General Images</p> | <p>ACTION STEPS: IN PROGRESS. Estimate approved. Conducted shoot during HAF. Next to occur before and during the holidays.</p> |
| <p>HALIFAX ART FESTIVAL – DDA Event Promotion</p> | <p>ACTION STEPS: FINISHED. Radio and billboard advertising contracts and creative finished. HAF was included in the rack brochure, kiosk posters, eblasts, online advertising, billboards, radio spots, social media posts, news articles, City newsletter ad, new directory map, and merchant window posters.</p> |
| <p>MISCELLANY – Additional Activities</p> | <p>ACTION STEPS: AWAITING CLIENT. Assisted City with initial digital signage investigation. Awaiting next steps.</p> |
| <p>CITY RESEARCH – Consumer & Business</p> | <p>ACTION STEPS: AWAITING CLIENT. Awaiting additional database information to estimate.</p> |

**DAYTONA BEACH DDA
FY 2024 - 2025 MARKETING FLOWCHART
Prepared June 4, 2024 • Updated November 6, 2024**

Based on Second Proposed Public Hearing FY 2024/25 Budget = \$221,308

| CATEGORY | DESCRIPTION | SPACE CLOSE | MAY CLOSE | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | | | JUNE | | | JULY | | | AUG | | | SEPT | | | TOTALS | | | | | |
|---|--|------------------|------------------|------------------|----------------|-----------------|----------------|----------------|----------------|-----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|------------------|----------|
| | | | | | | | | | | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | | 16 | 17 | 18 | 19 | 20 |
| A. PROFESSIONAL & CONTRACT SERVICES #150300 (#43,394 BUDGET) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • Supplies | Kiosk poster and merchant directory printing. (\$1,750 budget) | N/A | N/A | \$125 | \$125 | \$125 | \$250 | \$125 | \$125 | \$125 | \$125 | \$125 | \$125 | \$125 | \$125 | \$125 | \$125 | \$125 | \$125 | \$125 | \$125 | \$125 | \$125 | \$125 | \$125 | \$125 | \$125 | \$125 | \$125 | \$125 | \$1,750 |
| • Technical Services | Fees for Contact, domain, and web hosting. (\$2,541 budget) | N/A | N/A | \$2,541 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | \$2,541 | |
| • Professional Services | Marketing agency fees for advertising, consultation, media negotiations, email marketing, offline advertising, social media, public relations, web maintenance, quarterly meetings, and related copywriting, design, and production. (\$28,000 budget) | N/A | N/A | \$2,250 | \$3,250 | \$3,250 | \$3,250 | \$3,250 | \$3,250 | \$3,250 | \$3,250 | \$3,250 | \$3,250 | \$3,250 | \$3,250 | \$3,250 | \$3,250 | \$3,250 | \$3,250 | \$3,250 | \$3,250 | \$3,250 | \$3,250 | \$3,250 | \$3,250 | \$3,250 | \$3,250 | \$3,250 | \$3,250 | \$3,250 | \$3,250 |
| B. PROMOTION ADVERTISING #150300 & #150320 (#43,917 - \$3,000 = \$48,917 BUDGET) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • Online Media | 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 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$13,400 |
| • Social Media | 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 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$13,400 |
| • Brochure Displays | Printing brochures and event inserts (with 1,000 sets for merchants), distributed at 225 locations. (\$4,700 budget) | 4 Weeks Prior | 4 Weeks Prior | \$4,722 | \$650 | \$5,422 | \$650 | \$650 | \$650 | \$5,423 | \$650 | \$650 | \$650 | \$650 | \$650 | \$650 | \$650 | \$650 | \$650 | \$650 | \$650 | \$650 | \$650 | \$650 | \$650 | \$650 | \$650 | \$650 | \$650 | \$650 | \$4,722 |
| C. SPECIAL EVENTS #15020 & #150300 (\$1,600 + \$177,800 = \$179,400 BUDGET) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| • Special Event Marketing | Budget set aside for FY 2024-2025 event fees and advertising. (\$87,500) | 4 Weeks Prior | 3 Weeks Prior | \$87,500 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | \$87,500 | |
| • Halifax Art Festival | Advertising (\$5,000) and (\$5,000) prize money. (\$10,000 budget) | 4 Weeks Prior | 3 Weeks Prior | \$10,000 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | \$10,000 | |
| • Riverfront Esplanade | "December to Remember" (\$25,000) and Esplanade Market (\$5,000) sponsorships. (\$30,000 budget) | 2 Weeks Prior | 1 Week Prior | \$30,000 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | \$30,000 | |
| • Miscellany | Miscellany (\$1,600 budget) | | | \$1,600 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | \$1,600 | |
| TOTAL | | | | \$142,238 | \$7,025 | \$11,797 | \$9,890 | \$9,025 | \$6,025 | \$10,789 | \$6,025 | \$221,308 | |

Production: \$142,238 | Materials Distributed/Run: \$9,890 | Events: \$10,789 | Completed: \$6,025

DDA SPONSORED EVENTS

- OCTOBER – (To Come)
- NOVEMBER – (To Come)
- DECEMBER – (To Come)
- JANUARY – (To Come)
- FEBRUARY – (To Come)
- MARCH – (To Come)
- APRIL – (To Come)
- MAY – (To Come)
- JUNE – (To Come)
- JULY – (To Come)
- AUGUST – (To Come)
- SEPTEMBER – (To Come)

DDA Events FY 2024-2025

| DATE | COMPANY NAME | Current Funds | DDA EXPENSE | EVENT NAME | COMPLETED | | | | | | | | |
|-----------------------------|--------------------|---------------|----------------------|--|-----------|-----------------------------------|--|--|--|--|--|--|-------------------|
| BEGINNING ACCOUNT | | 104500 | 0 | | | | | | | | | | |
| Friday, October 4, 2024 | Bullseye Marketing | \$ 104,500.00 | \$ 2,000.00 | Downtown Daytona Nights | Y | | | | | | | | |
| Friday, October 11, 2024 | Bullseye Marketing | \$ 102,500.00 | \$ - | Sunset Concert Series (6 concerts late Spring and Summer \$5,000 each) | N | CANCELLED DUE TO HURRICANE MILTON | | | | | | | to be rescheduled |
| Saturday, October 12, 2024 | Bullseye Marketing | \$ 102,500.00 | \$ - | Wine & Chocolate Walk | N | CANCELLED DUE TO HURRICANE MILTON | | | | | | | to be rescheduled |
| Friday, November 1, 2024 | Bullseye Marketing | \$ 102,500.00 | \$ 5,000.00 | Sunset Concert Series (6 concerts late Spring and Summer \$5,000 each) | Y | | | | | | | | |
| Saturday, November 9, 2024 | Bullseye Marketing | \$ 97,500.00 | \$ - | Wine & Cheese Walk | | | | | | | | | |
| Friday, December 6, 2024 | Bullseye Marketing | \$ - | \$ - | Downtown Daytona Nights/ Food Truck Rally & Riverfront Arts Market | | | | | | | | | |
| Saturday, December 14, 2024 | Bullseye Marketing | \$ - | \$ - | Holiday Christmas Cookie & Wine Walk | | | | | | | | | |
| Friday, January 3, 2025 | Bullseye Marketing | \$ - | \$ - | Downtown Daytona Nights/ Food Truck Rally & Riverfront Arts Market | | | | | | | | | |
| Saturday, January 11, 2025 | Bullseye Marketing | \$ - | \$ - | Wine Walk | | | | | | | | | |
| Saturday, January 18, 2025 | Bullseye Marketing | \$ - | \$ - | Island Fest (tentative) | | | | | | | | | |
| Friday, February 7, 2025 | Bullseye Marketing | \$ - | \$ - | Downtown Daytona Nights | | | | | | | | | |
| Saturday, February 8, 2025 | Bullseye Marketing | \$ - | \$ - | Wine & Chocolate Walk | | | | | | | | | |
| Saturday, February 22, 2025 | Bullseye Marketing | \$ - | \$ - | Beer & Bacon | | | | | | | | | |
| Monday, March 17, 2025 | Bullseye Marketing | \$ - | \$ - | St. Paddy's Day | | | | | | | | | |
| Saturday, March 29, 2025 | Bullseye Marketing | \$ - | \$ - | Wine & Cheese Walk | | | | | | | | | |
| Friday, April 4, 2025 | Bullseye Marketing | \$ - | \$ - | Downtown Daytona Nights | | | | | | | | | |
| Saturday, April 12, 2025 | Bullseye Marketing | \$ - | \$ - | Daytona Beach Arts Fest | | | | | | | | | |
| Saturday, April 12, 2025 | Bullseye Marketing | \$ - | \$ - | Sunset Concert Series (6 concerts late Spring and Summer \$5,000 each) | | | | | | | | | |
| Friday, April 26, 2024 | Bullseye Marketing | \$ - | \$ - | Spring Wine Walk | | | | | | | | | |
| Friday, May 2, 2025 | Bullseye Marketing | \$ - | \$ - | Downtown Daytona Nights | | | | | | | | | |
| Monday, May 5, 2025 | Bullseye Marketing | \$ - | \$ - | Cinco De Mayo | | | | | | | | | |
| Friday, May 16, 2025 | Bullseye Marketing | \$ - | \$ - | Sunset Concert Series (6 concerts late Spring and Summer \$5,000 each) | | | | | | | | | |
| Friday, June 6, 2025 | Bullseye Marketing | \$ - | \$ - | Downtown Daytona Nights | | | | | | | | | |
| Friday, June 13, 2025 | Bullseye Marketing | \$ - | \$ - | Sunset Concert Series (6 concerts late Spring and Summer \$5,000 each) | | | | | | | | | |
| Friday, July 11, 2025 | Bullseye Marketing | \$ - | \$ - | Downtown Daytona Nights | | | | | | | | | |
| Friday, July 18, 2025 | Bullseye Marketing | \$ - | \$ - | Sunset Concert Series (6 concerts late Spring and Summer \$5,000 each) | | | | | | | | | |
| Friday, August 1, 2025 | Bullseye Marketing | \$ - | \$ - | Downtown Daytona Nights | | | | | | | | | |
| Friday, September 5, 2025 | Bullseye Marketing | \$ - | \$ - | Downtown Daytona Nights | | | | | | | | | |
| TOTAL | | | \$ 104,500.00 | | | | | | | | | | |

DDA Events OUTSIDE OF BULLSEYE FY 2024-2025

| DATE | COMPANY NAME | Available Funds | DDA EXPENSE | EVENT NAME | COMPLETED |
|--------------------------|--------------------|---------------------|----------------------|---|-----------|
| | | \$127,500.00 | | | |
| Tuesday, October 1, 2024 | Bullseye Marketing | \$104,500.00 | \$23,000.00 | FUNDS SET ASIDE FOR BULLSEYE EVENTS ONLY | Y |
| Friday, November 1, 2024 | DDA Sponsorship | \$15,000.00 | \$8,000.00 | RIVERFRONT MARKET | Y |
| Friday, November 1, 2024 | DDA Sponsorship | \$1,650.00 | \$6,350.00 | RADIO ADVERTIZING FOR HALIFAX ARTS FESTIVAL | Y |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| TOTAL | | | \$ 127,500.00 | | |