DOWNTOWN DEVELOPMENT AUTHORITY

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

Michael O. Sznapstajler
*Chairman*
Quanita May
*Commissioner*
Sheryl A. Cook
Tammy M. Kozinski
Douglas Martin

# AGENDA

**Thursday, October 12, 2023 - 3:00 p.m.**
**Conference Room 149 A&B**

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

| | | | |
|---|---|---|---|
| | **For special accommodation, please notify the City Clerk's Office at least 72 hours in advance. (386) 671-8023** | | **Help for the hearing impaired is available through the Assistive Listening System. Receivers can be obtained from the City Clerk's Office.** |

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

| Agenda Approval | Date |
|---|---|
| KLD Redevelopment Director | 10.9.2023 |
| _____ City Attorney | ____ |
| _____ City Manager | ____ |

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes:**
   a. September 20, 2023
4. **Reports & Presentations**
   4a. DDA Monthly Report
   4b. Keith Gold & Associates
   4c. Events Update- Al Smith, Bullseye Marketing
5. **Public Comments**
6. **Board Comments**
7. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY MINUTES**
**WEDNESDAY September 20, 2023**

The meeting of the Downtown Development Authority Board (DDA) was held on Wednesday September 20, 2023, at 4:00 p.m. in RM. 149 B, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present.

**Board Members Present**

Michael Sznapstajler, Chair
Sheryl Cook, Vice-Chair
Tammy Kosinski
Douglas Martin

**Board Members Absent**
Quanita May, Commissioner

**Staff Members Present**
Ken Thomas, Redevelopment Director
Michele Toliver, Redevelopment Project Manager
Angela Armstrong, Redevelopment Project Manager
Ben Gross, City Attorney
Anthony Jackson, Deputy City Attorney
Mandana Carry, Board Secretary

1. **Call to Order**

Mr. Sznapstajler called the meeting to order at 4 :00 p.m.

2. **Roll Call**

Ms. Carry called roll and noted members present as stated above. Quorum met (4-0).

3. **Approval of Minutes**

Mr. Sznapstajler stated that on the third page of August 10th minutes there was a spelling mistake, and on future minutes, please state numbers on pages for easier notation.

Mr. Martin made a motion to approve August 10th minutes after a spelling mistake was fixed. Ms. Kosinski seconded the motion. Motion was carried (4-0).

Ms. Cook made a motion to approve the August 31st. minutes. Ms. Kosinski seconded the motion. Motion was carried (4-0).

## 4. Reports & Presentations

### 4a. DDA Budget

Mr. Thomas stated that this evening will be the last budget meeting with Commissioners. The Board at the last meeting voted and chose option 2 for the new fiscal year's budget. Once at the commission meeting, we will hopefully get 2024 approved.

The Board agreed and decided to keep option two (2) for the fiscal year 2024 from the presented budget layout.

### 4b. Keith Gold & Associates

No presentations

### 4c. Events update- Al Smith, Bullseye Marketing

No presentations.

Mr. Thomas stated that Mr. Smith was unable to attend due to another event. However, he would like to move forward with his request for reimbursement for the August 4th, 2023, rained out Food Truck rally. Vendors at the events get charges of $125.00 to be included as one of the Food trucks. Bullseye's request is that the DDA (Downtown Development Authority) help cover half of the cost of reimbursing the vendors for a rained-out event. DDA would refund half of the $125.00 cost to the vendors and Mr. Smith would cover the other, thus giving back to the vendors what they got charges to participate in the event. As staff, we just need to know how you would like to proceed with this, we found no policy that says yes or no on refunds. The cost obligation for this would be $812.50 should you choose to accept. We already pay Bullseye for putting the event together, this would be in addition to that.

Mr. Sznapstajler stated that if the event was cancelled, and he was the one to collect the monies, then he should give them their funds back. We did not collect those funds, and we already pay him $2000 for the Event.

Mr. Thomas stated, well the event happened Mr. Al put everything together, it was just called short due to storm.

Ms. Kosinski asked if Al was just asking for the $812.50 instead of the $2,000.

Mr. Thomas stated no, he would like the $812.50 in addition to the $2,000.

Ms. Cook stated that is because we know we have already paid him the $2,000.

Mr. Thomas stated yes, we already had the event, and he did the work, however the vendors lost money because the event got cut short.

Mr. Thomas stated that nothing has been refunded yet. Al was asking for us to help give half of the money collected back to the vendors.

Mr. Sznapstajler stated we are not the promoters of these events; we do not make a profit from these events; we are helping out and not asking for anything in return. Al collected these fees not us; He should take care of this matter.

Ms. Cook stated well we could reduce some of the future charges for the next event as a way of helping.

Mr. Thomas stated that could work, and that he would speak with Al Smith, no need to vote on it.

Ms. Armstrong stated that nothing has changed regarding the events, they line up with the Budget.

The Board discussed the Events list given to the board by Bullseye Marketing.

Ms. Kosinski asked if the Sunset Concert Events were a definite because of the budget, so is this a sure thing.

Mr. Thomas stated that yes, they are but it is also subject to change, although I hope not.

Mr. Sznapstajler asked if this was yearly.

Mr. Thomas stated the events are able to change but I am not sure whether the contract is subject to annual change, or the contract needs to be resubmitted each year.

Mr. Gross stated that it is probably best to renew the event contract. The agreement I have states it is for FY2023 and it doesn't include any express conditions regarding the terms, but it does specifically list the events and dates. We did that in the past and it looks like we did not do that yet for this year. What I might suggest is that you approve the first 2 events listed in the exhibit and subject to approval of fiscal year budget. Then subject to agreement terms and applying it to the events, by then there will be a new agreement for DDA and Bullseye Marketing for 2024.

Mr. Sznapstajler stated that when staff is talking to Al, please make sure these dates are correct and updated.

A motion was made by Ms. Cook to entertain the first three events in the Bullseye's exhibit, then have the legal team and staff create our new agreement for the 2023-2024 fiscal year with the updated events. This would be subject to the approval of the new budget for the new year and this year's agreement terms. The motion was seconded by Ms. Kosinski. Motion carried (4-0).

5. **Public Comments**
None.

6. **Board Comments**
None.

**7. Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 3:37 p.m.

_____
Michael Sznapstajler, Chairman

_____
Mandana Carry, Board Secretary

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

# MEMORANDUM

| Revenues | Budget | Receive to Date as of 08/31/23 | Balance |
|---|---|---|---|
| Ad Valorem | $203,592.00 | $200,852.74 | $2,739.26 |
| Delinquent Ad Valorem | 0 | 7,641.75 | -7,641.75 |
| Downtown CRA Payment | 117,643.00 | 117,960.51 | -317.51 |
| Interest on Investment | 0 | 1,128.69 | -1,128.69 |
| Miscellaneous | 0 | 0 | 0 |
| Appropriation of Fund Balance | 50,250.00 | 0 | 50,250.00 |
| **Total** | **$371,485.00** | **$327,583.69** | **$43,901.31** |

## Farmers' Market Activities

| Revenues | Budget | Received to Date as of 08/31/23 | Balance |
|---|---|---|---|
| Vendor Revenue | $6,000.00 | $1,368.00 | $4,632.00 |
| Sponsorship | 0 | 0 | 0 |
| Market Booth Sales | 0 | 0 | 0 |
| DDA SNAP Revenues | 2,000.00 | 1,317.00 | 693 |
| **Total** | **$8,000** | **$2,685.00** | **$5,315.00** |

| Expenses | Budget | Period Amount as of 08/31/23 | Balance |
|---|---|---|---|
| Professional Services | $39,000.00 | $39,000.00 | $0.00 |
| Care and Subsistence | 300 | 0 | 300 |
| Downtown Marketing Media | 43,917.00 | 43,819.66 | 97.34 |
| Events Promotion | 1,600 | 800.00 | 800.00 |
| Supplies | 0 | 0 | 0 |
| Memberships | 0 | 0 | 0 |
| Downtown CRA Payment | 117,643.00 | 117,960.51 | -317.51 |
| Encumbered (Gold) | 0 | 0 | 0.00 |
| **Total** | **$202,460.00** | **$201,580.17** | **$879.83** |

| Expenses Farmer's Market | Budget | Period Amount as of 08/31/23 | Balance |
|---|---|---|---|
| Market Manager | $18,000.00 | $14,300.00 | $3,700.00 |
| Liability Insurance | 1,500.00 | 1,050.00 | 450 |
| Marketing | 4,400.00 | 2,050.00 | $2,350.00 |
| City Fees | 0 | 0 | 0 |
| DDA SNAP Expenses | 5,000.00 | 2,309.70 | 2,690.30 |
| Booth Merchandise | 0 | 0 | 0 |
| Other Materials & Supplies | 500 | 0 | 500 |
| **Total** | **$29,400.00** | **$19,709.70** | **$9,690.30** |

| Expenses | Appropriation | Period Amount as of 08/31/23 | Balance |
|---|---|---|---|
| **Downtown Events** | $105,000.00 | $99,059.09 | 5,940.91 |
| **Supplies/ Offline print** | 5,500.00 | 1,352.96 | 4,147.04 |
| **Total** | **$110,500.00** | **$100,412.05** | **$10,087.95** |

## DDA Budget Summary

| | Budget | Received as of 8/31/23 | Balance |
|---|---|---|---|
| Total DDA Revenue | $337,360.00 | $323,651.88 | $13,708.12 |
| Reserves | 42,125.00 | | 42,125.00 |
| **Total** | **379,485.00** | | 55,833.12 |

Actual as of

| | Budget | 08/31/23 | Balance |
|---|---|---|---|
| Total DDA Expenditures | $337,360.00 | 321,701.92 | 15,658.08 |
| Reserves | 42,125.00 | | 42,125.00 |
| | **379,485.00** | | |
| Available | | | 57,783.08 |

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

# MEMORANDUM

| Revenues | Budget | Receive to Date as of 09/30/23 | Balance |
|---|---|---|---|
| Ad Valorem | $203,592.00 | $200,852.74 | $2,739.26 |
| Delinquent Ad Valorem | 0 | 7,641.75 | -7,641.75 |
| Downtown CRA Payment | 117,643.00 | 117,960.51 | -317.51 |
| Interest on Investment | 0 | 1,128.69 | -1,128.69 |
| Miscellaneous | 0 | 0 | 0 |
| Appropriation of Fund Balance | 50,250.00 | 0 | 50,250.00 |
| **Total** | **$371,485.00** | **$327,583.69** | **$43,901.31** |

## Farmers' Market Activities

| Revenues | Budget | Received to Date as of 09/30/23 Balance | Balance |
|---|---|---|---|
| Vendor Revenue | $6,000.00 | $1,368.00 | $4,632.00 |
| Sponsorship | 0 | 0 | 0 |
| Market Booth Sales | 0 | 0 | 0 |
| DDA SNAP Revenues | 2,000.00 | 1,317.00 | 693 |
| **Total** | **$8,000** | **$2,685.00** | **$5,315.00** |

| Expenses | Budget | Period Amount as of 09/30/23 | Balance |
|---|---|---|---|
| Professional Services | $39,000.00 | $39,000.00 | $0.00 |
| Care and Subsistence | 300 | 0 | 300 |
| Downtown Marketing Media | 43,917.00 | 45,019.66 | -1,102.66 |
| Events Promotion | 1,600 | 800.00 | 800.00 |
| Supplies | 0 | 0 | 0 |
| Memberships | 0 | 0 | 0 |
| Downtown CRA Payment | 117,643.00 | 117,960.51 | -317.51 |
| Encumbered (Gold) | 0 | 0 | 0.00 |
| **Total** | **$202,460.00** | **$202,780.17** | **($320.17)** |

| Expenses Farmer's Market | Budget | Period Amount as of 09/30/23 | Balance |
|---|---|---|---|
| Market Manager | $18,000.00 | $14,300.00 | $3,700.00 |
| Liability Insurance | 1,500.00 | 1,050.00 | 450 |
| Marketing | 4,400.00 | 2,050.00 | $2,350.00 |
| City Fees | 0 | 0 | 0 |
| DDA SNAP Expenses | 5,000.00 | 2,309.70 | 2,690.30 |
| Booth Merchandise | 0 | 0 | 0 |
| Other Materials & Supplies | 500 | 0 | 500 |
| **Total** | **$29,400.00** | **$19,709.70** | **$9,690.30** |

| Expenses | Appropriation | Period Amount as of 09/30/23 | Balance |
|---|---|---|---|
| **Downtown Events** | $105,000.00 | $105,000.00 | 0.00 |
| **Supplies/ Offline print** | 5,500.00 | 1,352.96 | 4,147.04 |
| **Total** | **$110,500.00** | **$106,352.96** | **$4,147.04** |

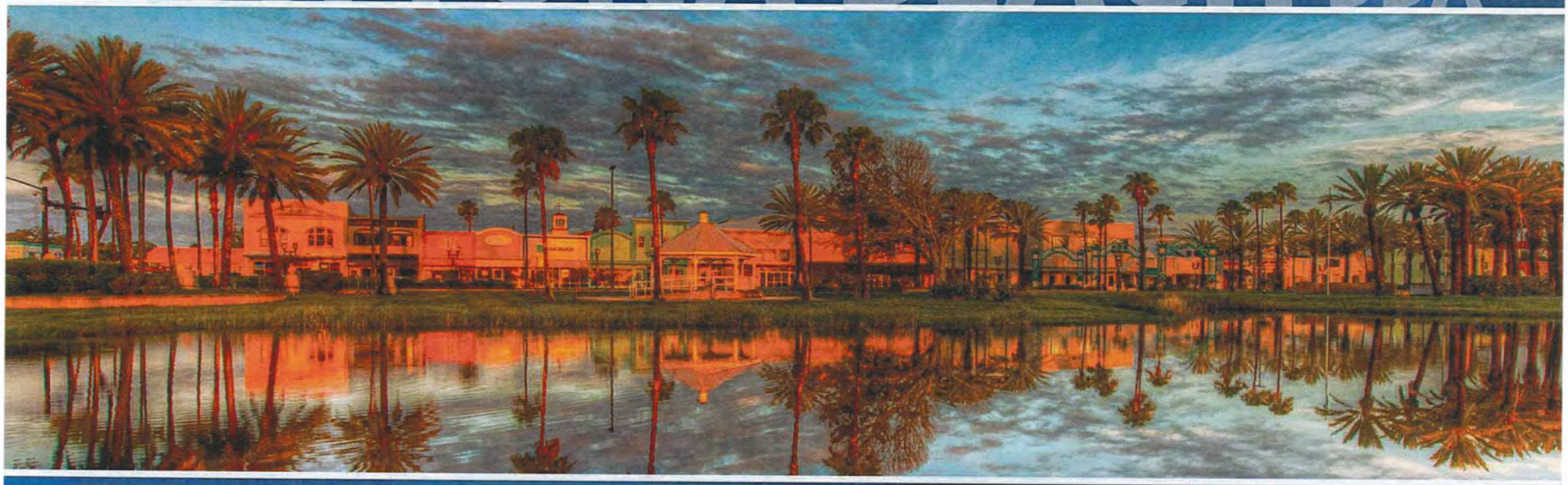
## DDA Budget Summary

| | Budget | Received as of 8/30/23 | Balance |
|---|---|---|---|
| Total DDA Revenue | $337,360.00 | $323,651.88 | $13,708.12 |
| Reserves | 42,125.00 | | 42,125.00 |
| **Total** | **379,485.00** | | 55,833.12 |

**Actual as of**

| | Budget | 09/30/23 | Balance |
|---|---|---|---|
| Total DDA Expenditures | $337,360.00 | 328,842.83 | 8,517.17 |
| Reserves | 42,125.00 | | 42,125.00 |
| | **379,485.00** | | |
| Available | | | 50,642.17 |

# THE CITY OF DAYTONA BEACH DDA



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


GOLD
*Marketing Communications*

# 2. NEW MARKETING INITIATIVES

- *Fall Marketing*
- *Holiday Season Planning*

# 2. NEW MARKETING INITIATIVES

## FALL MARKETING

- ***Collateral*** *– Developing New Seasonal Brochure*
- ***Directory Poster*** *– Featuring Special Events*
- ***E-Mail Marketing*** *– Weekly Events Blasts*
- ***Online Advertising*** *– Search & Social Media*
- ***Public Relations*** *– Event Press Releases*
- ***Website*** *– Updates to Home Page, Calendar & Primary Navigation*

## HAF SUPPORT

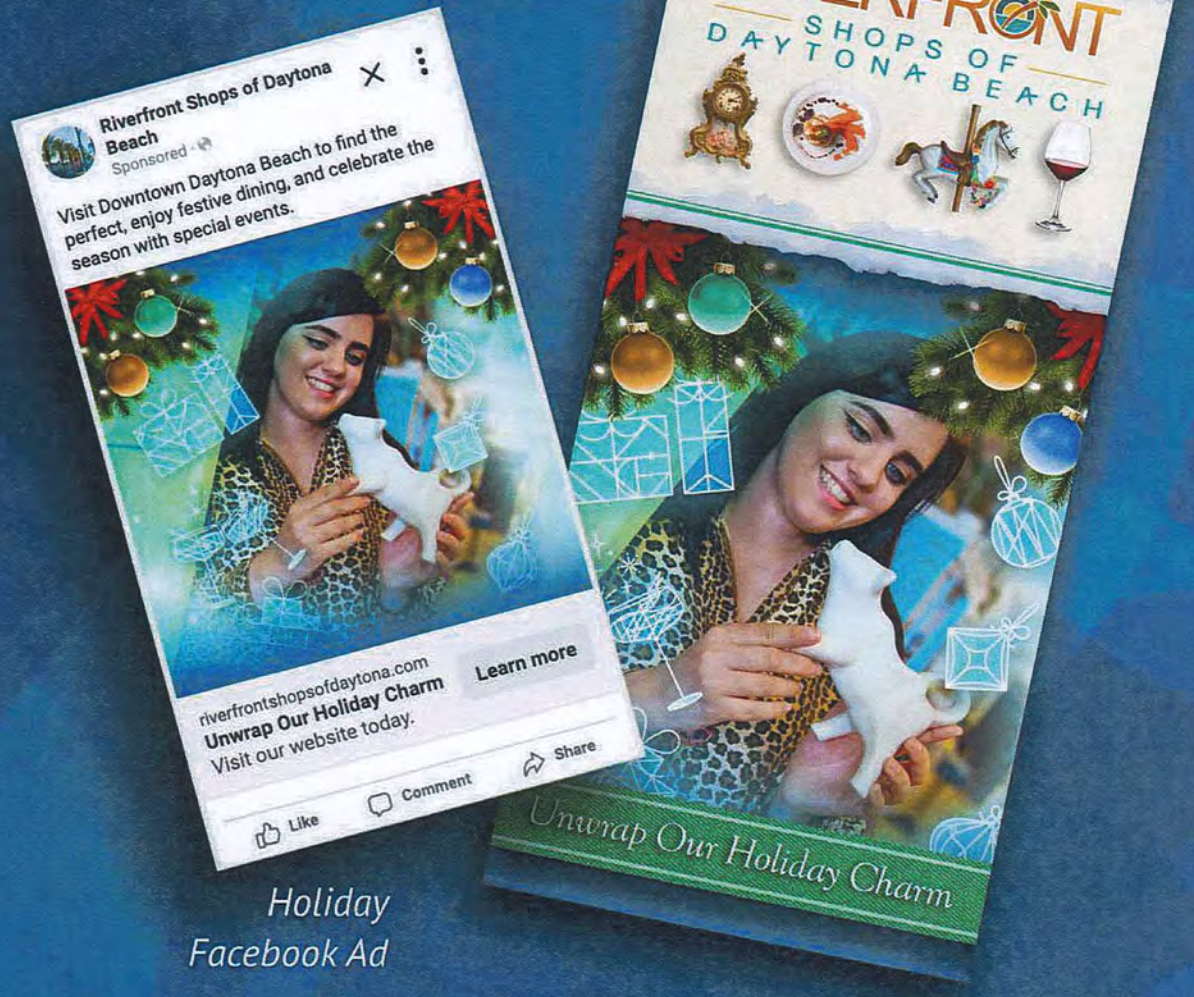
- ***Special Advertising Grant*** *– $5,000 for Billboards, Radio & Flyers (GOLD Managing Pro Bono)*
- ***DDA Event Support*** *– Online Advertising, E-Marketing, PR, Web Marketing, Collateral Material & More.*

# 2. NEW MARKETING INITIATIVES

## FY 2023-2024 PLANNING

- ***Breakdown*** – *$127,500 for Special Events & $91,200 for Marketing**

*Holiday Rack Brochure*




*Holiday Facebook Ad*

**Includes $5,000 for Esplanade*

# 2. NEW MARKETING INITIATIVES

## HOLIDAY MARKETING

- ***Collateral*** – *New Holiday Rack Brochure, Events Insert, Kiosk Poster & Directory Map*
- ***Directory Posters*** – *Monthly Holiday Event*
- ***E-Mail Marketing*** – *Weekly Shopping, Dining & Event Blasts*
- ***New Photography*** – *And Video Showcasing the Riverfront Shops and Esplanade*
- ***Online Advertising*** – *Search & Social Advertising*
- ***Public Relations*** – *Holiday Event Announcement & Stories*
- ***Website*** – *Special Holiday Alert Bar & Pages*

# 2. NEW MARKETING INITIATIVES

## FY 2023-2024 BUDGET

- *Media Weight Increases Through the Primary Buying Season*

| MEDIA | DESCRIPTION | SPACE CLOSE | MAT. CLOSE | OCT 2 | OCT 9 | OCT 16 | OCT 23 | OCT 30 | NOV 6 | NOV 13 | NOV 20 | NOV 27 | DEC 4 | DEC 11 | DEC 18 | DEC 25 | JAN 8 | JAN 15 | JAN 22 | JAN 29 | FEB 5 | FEB 12 | FEB 19 | FEB 26 | MAR 4 | MAR 11 | MAR 18 | MAR 25 | APR 1 | APR 8 | APR 15 | APR 22 | APR 29 | MAY 6 | MAY 13 | MAY 20 | MAY 27 | JUNE 3 | JUNE 10 | JUNE 17 | JUNE 24 | JULY 1 | JULY 8 | JULY 15 | JULY 22 | JULY 29 | AUG 5 | AUG 12 | AUG 19 | AUG 26 | SEPT 2 | SEPT 9 | SEPT 16 | SEPT 23 | SEPT 30 | TOTALS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **A. GENERAL MARKETING SERVICES ($41,600 Budget)** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | **$41,600** |
| SUPPLIES | Kiosk poster and merchant directory printing. ($125 budget for each.) | N/A | N/A | $125 | | | | | $125 | | | | $125 | | | | $250 | | | | $125 | | | | $125 | | | | $125 | | | | $125 | | | | $125 | | | | $125 | | | | $125 | | | | $250 | | | | | $1,750 |
| TECHNICAL SERVICES | Fees for iContact, domains, and web hosting. ($850 budget.) | N/A | N/A | $850 | | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | | $850 |
| PROFESSIONAL SERVICES (QUARTERLY MEETINGS) | Marketing agency fees for strategic planning; consultation; media negotiations; email marketing; online/offline advertising; social media; public relations; web maintenance; and related copywriting, design, and production. ($39,000 budget.) | N/A | N/A | $3,250 | | | | | $3,250 | | | | $3,250 | | | | $3,250 | | | | $3,250 | | | | $3,250 | | | | $3,250 | | | | $3,250 | | | | $3,250 | | | | $3,250 | | | | $3,250 | | | | $3,250 | | | | | $39,000 |
| **B. DOWNTOWN MARKETING MEDIA ($49,600 Budget)** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | **$49,600** |
| Online | Google geo-targeted search and display ads (including remarketing). ($13,100 budget.) | 2 Weeks Prior | 1 Week Prior | $1,000 | | | | | $1,400 | | | | $1,400 | | | | $1,300 | | | | $1,000 | | | | $1,000 | | | | $1,000 | | | | $1,000 | | | | $1,000 | | | | $1,000 | | | | $1,000 | | | | $1,000 | | | | | $13,100 |
| Social | Social media geo-targeted ads. ($13,100 budget.) | 2 Weeks Prior | 1 Week Prior | $1,000 | | | | | $1,400 | | | | $1,400 | | | | $1,300 | | | | $1,000 | | | | $1,000 | | | | $1,000 | | | | $1,000 | | | | $1,000 | | | | $1,000 | | | | $1,000 | | | | $1,000 | | | | | $13,100 |
| Offline: Brochure Displays | Printing brochures and event inserts (with 1,000 sets for merchants), distributed at 133 locations. ($14,109 budget.) | 4 Weeks Prior | 4 Weeks Prior | $599 | | | | | $2,906 | | | | $599 | | | | $599 | | | | $599 | | | | $2,906 | | | | $599 | | | | $599 | | | | $599 | | | | $2,906 | | | | $599 | | | | $599 | | | | | $14,109 |
| Photo Shoot | New campaign photography for use in online and offline marketing materials. ($9,291 budget.) | N/A | N/A | $9,291 | | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | | $9,291 |
| **C. DOWNTOWN EVENTS ($127,500 Budget)** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | **$127,500** |
| SPECIAL EVENT MARKETING | Budget set aside for FY 2023-2024 event fees and advertising. ($87,500 budget.) | 4 Weeks Prior | 3 Week Prior | $87,500 | | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | | $87,500 |
| SPONSORSHIP FEES | Event TBD ($5,000). | 4 Weeks Prior | 3 Week Prior | $5,000 | | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | | $5,000 |
| HALIFAX ART FESTIVAL | Advertising ($5,000) and prize money ($5,000). | 4 Weeks Prior | 3 Week Prior | $10,000 | | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | | $10,000 |
| RIVERFRONT ESPLANADE | "December to Remember" sponsorship ($25,000). | 2 Weeks Prior | 1 Week Prior | $25,000 | | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | | $25,000 |
| TOTAL | | | | $143,615 | | | | | $9,081 | | | | $6,774 | | | | $6,699 | | | | $5,974 | | | | $8,281 | | | | $5,974 | | | | $5,974 | | | | $5,974 | | | | $8,281 | | | | $5,974 | | | | $6,099 | | | | | $ 218,700 |

Production | Materials Distributed/Run | Events

**NOTE: Breakdown of the $2,906 brochure costs in November, March, and July are $599 (rack rental), $1,557 (brochure printing ), and $750 (insert).**

# QUESTIONS & ANSWERS

*Thank You for Your Business!*

GOLD

*Marketing Communications*

GOLD
MARKETING

*Intelligent Imagination ™*

# DAYTONA BEACH DDA
## AUGUST – SEPTEMBER 2023 ANALYTICS REPORT

*Prepared by GOLD Marketing • Wednesday, October 4, 2023*

THE VERANDA

814 State Road A1A North

Ponte Vedra Beach, FL 32082

T 904.285.5669

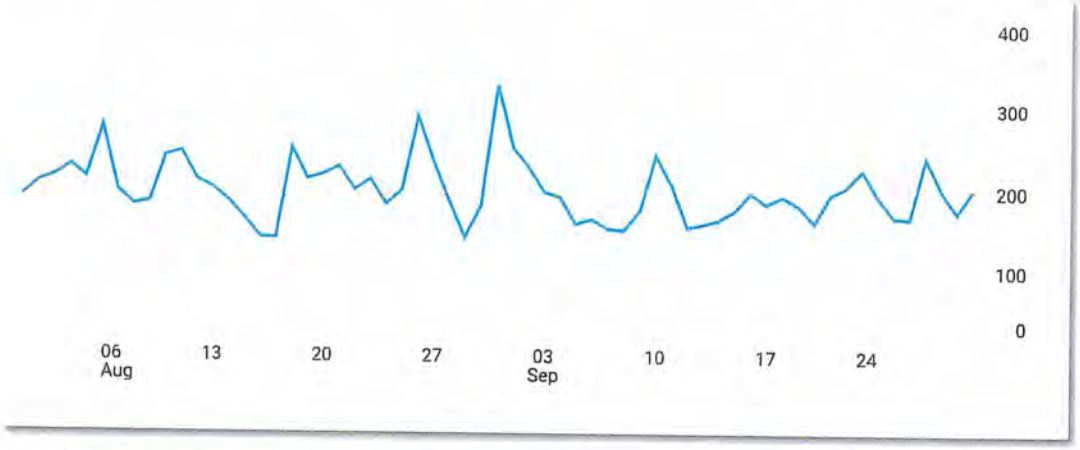
W StrikeGold.com

# DAYTONA BEACH DDA
# AUGUST – SEPTEMBER 2023 ANALYTICS REPORT

*Prepared by GOLD Marketing • Wednesday, October 4, 2023*

## Overall Site Engagement

### WEBSITE VISITATION




The above chart shows total users from August through September 2023:

| | AUGUST 2023 | SEPTEMBER 2023 |
|---|---|---|
| • TOTAL USERS: | 5,478 | 4,563 |
| • NEW USERS: | 5,315 | 4,409 |
| • SESSIONS: | 7,299 | 6,676 |
| • PAGEVIEWS: | 10,539 | 9,807 |

Please note that this is the first report generated using Google Analytics 4 *(the latest version mandated by Google)*, which calculates data differently *(and often lower)* than the Universal Analytics used previously for DDA reports.

### MOST VIEWED PAGES

| | AUGUST VIEWS | SEPTEMBER VIEWS |
|---|---|---|
| • HOME PAGE: | 7,355 | 6,529 |
| • SHOPPING: | 579 | 597 |
| • DINING: | 350 | 348 |
| • EVENTS: | 338 | 299 |
| • BROCHURES: | 223 | 200 |

The Home Page, Shopping, Dining, Events, and Brochures and Maps pages continued to attract large numbers of visitors in August – September 2023.



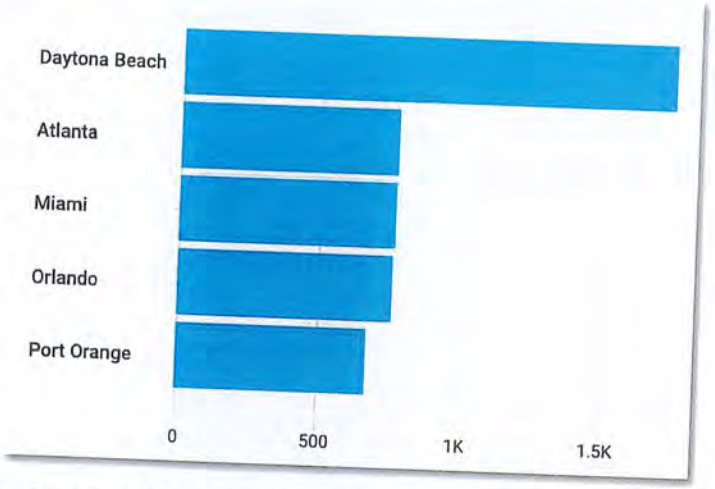
GOLD Marketing • The Veranda • 814 A1A North • Ponte Vedra Beach, FL 32082 • (904) 285-5669
strikegold.com

# DAYTONA BEACH DDA
# AUGUST – SEPTEMBER 2023 ANALYTICS REPORT

*Prepared by GOLD Marketing • Wednesday, October 4, 2023*

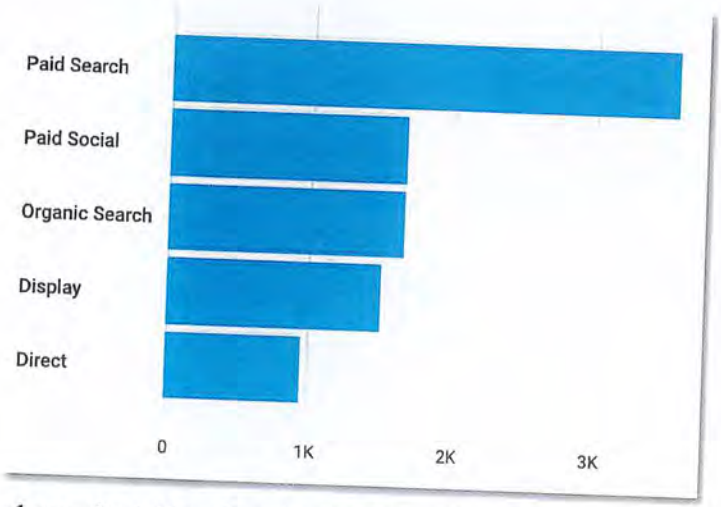
## Overall Traffic *(Continued)*

### TOP CITIES




The above shows the top cities by number of users in August – September 2023. Daytona Beach, Orlando, and Port Orange represent local/regional shoppers and diners, while Atlanta and Miami were popular origin cities for out-of-town guests and prospects. *(Palm Coast, Ormond Beach, and New Smyrna Beach were also well-represented local areas.)*

### KEY TRAFFIC SOURCES




As shown in the above chart, Google Ads *(Paid Search and Display)*, Facebook advertising *(Paid Social)*, Google organic search, and direct site visits were the most significant traffic sources in August – September 2023.



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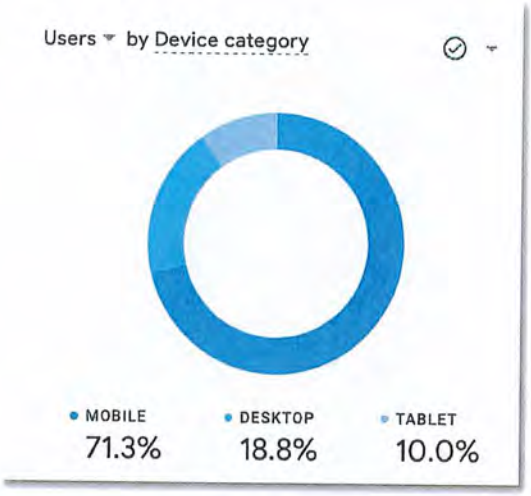
# DAYTONA BEACH DDA
# AUGUST – SEPTEMBER 2023 ANALYTICS REPORT

*Prepared by GOLD Marketing • Wednesday, October 4, 2023*

## Overall Traffic *(Continued)*

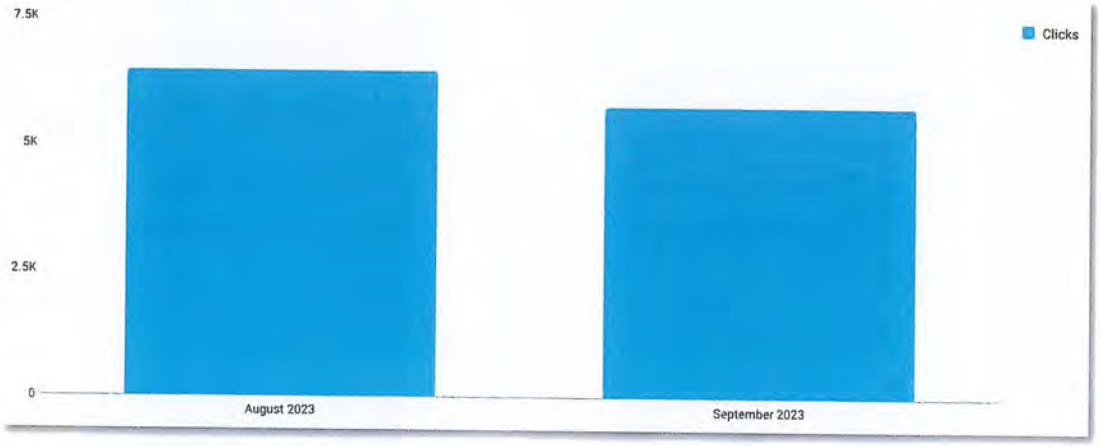
### TOP DEVICES




Mobile visitors continued to outpace desktop and tablet users by a wide margin in August – September 2023.

## Online Advertising

### GOOGLE ADVERTISING




The Google Ads generated 6,458 clicks in August 2023 and 5,769 in September 2023. Popular search advertising keywords included "Daytona Beach Restaurants" *(and similar)*, "Daytona Beach" *(and similar)*, and "Daytona Beach Shopping" *(and similar)*.



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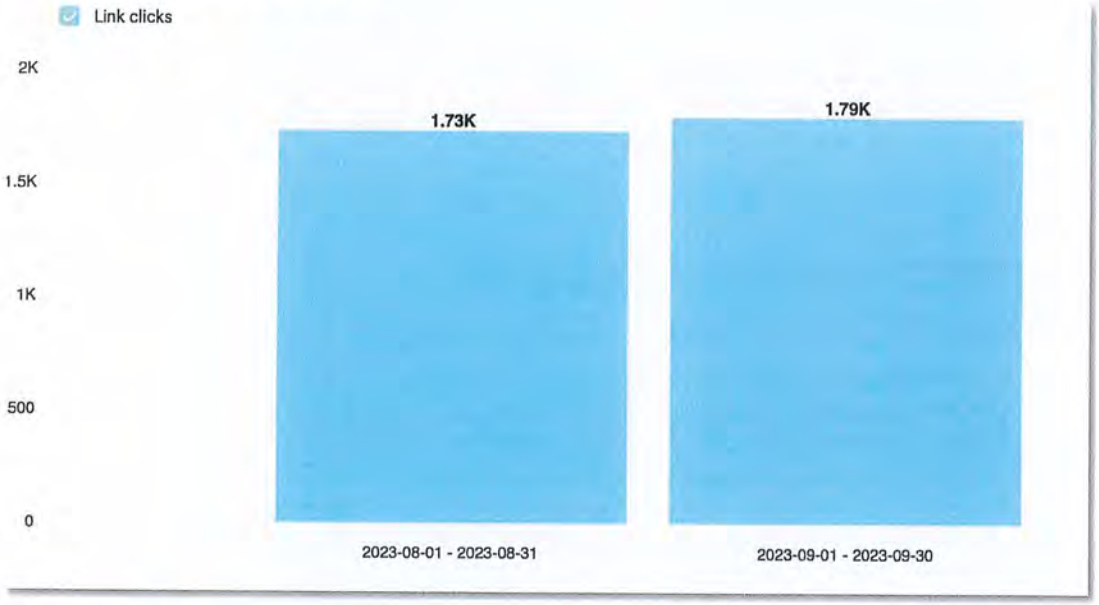
# DAYTONA BEACH DDA
# AUGUST – SEPTEMBER 2023 ANALYTICS REPORT

*Prepared by GOLD Marketing • Wednesday, October 4, 2023*

## Online Advertising *(Continued)*

### FACEBOOK ADVERTISING




The Facebook/Meta advertising had 1,727 link clicks in August 2023 and 1,790 in September 2023.

### FACEBOOK EVENT RESPONSES

The Riverfront Shops Facebook advertising also includes promoting DDA-sponsored events to generate event responses from potential attendees. Events in August and September advertised on Facebook included:

- AUGUST DOWNTOWN DAYTONA NIGHTS: 502 responses to the event advertising, with 747 combined ad and organic responses to the Riverfront Shops' listing; and
- SEPTEMBER DOWNTOWN DAYTONA NIGHTS: 458 responses to the event advertising, with 804 combined ad and organic responses to the Riverfront Shops' listing.

### PAGE FOLLOWERS

As of early October, the Riverfront Shops of Daytona Beach Facebook page had 18,383 followers *(an increase of 245 since the last report)*.



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# ONGOING PROJECTS

## CITY OF DAYTONA BEACH – 10/05/23

| Project | Action Steps |
|---|---|
| **DDA ONLINE MEDIA BUYS** – *Digital and Social Media* | ACTION STEPS: Advertising with Google Ads and Meta/Facebook for the Riverfront Shops ongoing. |
| **DDA RESEARCH** – *Customer, Prospect & Merchant Surveys* | ACTION STEPS: Finished. *(Primary research conducted and presented pro bono.)* |
| **DDA TACTICAL PLAN** – *For New Fiscal Year* | ACTION STEPS: Final tactical plan flowchart presented 9/15. |
| **DDA DATABASE MARKETING** – *Writing, Programming & Deployment* | ACTION STEPS: Ongoing eblasts sent to consumers and merchants. *(Latest sent 10/04.)* |
| **DDA KIOSK POSTERS** – *Design and Printing* | ACTION STEPS: October poster printed w/o 9/25. |
| **DDA DIRECTORY MAP** – *Merchant Updates.* | ACTION STEPS: Updates from client ongoing. *(Reprint in October.)* |
| **DDA WEBSITE** – *Site Updates* | ACTION STEPS: Updates are ongoing. *(Implemented primary navigation changes for Riverfront Esplanade 8/1.)* |
| **DDA MEETING MATERIALS** – *Monthly Updates* | ACTION STEPS: Updated analytics and presentation for 10/12 DDA Board Meeting. |
| **HAF MEDIA BUY** – *Art Festival Recommendations* | ACTION STEPS: Presented suggested outdoor alternatives to the Halifax Art Festival in July. Presented new locations and pricing 8/29. *(HAF to purchase.)* Festival is November 4th and 5th. |
| **MIDTOWN CANVASSING MATERIALS** – *Lanyard & Door Hanger* | ACTION STEPS: Finished. *(Primary research conducted and presented pro bono.)* |
| **MIDTOWN DATABASE** – *Information Gathering* | ACTION STEPS: Finished. |
| **MIDTOWN WEBSITE** – *Site Development* | ACTION STEPS: Designed site plan and page schematic. *(Awaiting client approval.)* |
| **MAIN STREET CANVASSING** – *Estimate/Presentation* | ACTION STEPS: Presented project estimate in June. *(Awaiting client approval.)* |
| **MAIN STREET DIRECTORY MAP** – *Design & Production* | ACTION STEPS: Presented project estimate in June. *(Awaiting client approval.)* |

**DAYTONA BEACH DDA**

**FY 2022 - 2023 MARKETING FLOWCHART**

**Updated October 5, 2023**

13th Draft

## $176,200 ORIGINAL BUDGET

**$85,000 Events Budget • $91,200 Marketing Budget**

| MEDIA | DESCRIPTION | SPACE CLOSE | MAT. CLOSE | OCT 3 | OCT 10 | OCT 17 | OCT 24 | OCT 31 | NOV 7 | NOV 14 | NOV 21 | NOV 28 | DEC 5 | DEC 12 | DEC 19 | DEC 26 | JAN 2 | JAN 9 | JAN 16 | JAN 23 | JAN 30 | FEB 6 | FEB 13 | FEB 20 | FEB 27 | MAR 6 | MAR 13 | MAR 20 | MAR 27 | APR 3 | APR 10 | APR 17 | APR 24 | MAY 1 | MAY 8 | MAY 15 | MAY 22 | MAY 29 | JUNE 5 | JUNE 12 | JUNE 19 | JUNE 26 | JULY 3 | JULY 10 | JULY 17 | JULY 24 | JULY 31 | AUG 7 | AUG 14 | AUG 21 | AUG 28 | SEPT 4 | SEPT 11 | SEPT 18 | SEPT 25 | TOTALS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **A. GENERAL MARKETING SERVICES ($41,600 Original Budget)** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | **$41,600** |
| SUPPLIES | Kiosk poster and merchant directory printing. ($1,750 budget). | N/A | N/A | $125 | | | | | $125 | | | | $125 | | | | $250 | | | | | $125 | | | | $125 | | | | $125 | | | | $125 | | | | $125 | | | | $125 | | | | $250 | | | | | $1,750 |
| TECHNICAL SERVICES | Fees for iContact, domains, and web hosting. ($850 budget.) | N/A | N/A | $850 | | | | | – | | | | – | | | | – | | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | | $850 |
| PROFESSIONAL SERVICES (QUARTERLY MEETINGS) | Marketing agency fees for strategic planning; consultation; media negotiations; email marketing; online/offline advertising; social media; public relations; research; web maintenance; and related copywriting, design, and production. ($34,000 budget.) | N/A | N/A | $3,250 | | | | | $3,250 | | | | $3,250 | | | | $3,250 | | | | | $3,250 | | | | $3,250 | | | | $3,250 | | | | $3,250 | | | | $3,250 | | | | $3,250 | | | | $3,250 | | | | | $39,000 |
| **B. DOWNTOWN MARKETING MEDIA ($42,712 Original Budget)** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | **$42,239** |
| Online | Google geo-targeted search and display ads (including remarketing). ($10,500 budget.) | 2 Weeks Prior | 1 Week Prior | $800 | | | | | $1,100 | | | | $1,100 | | | | $1,100 | | | | | $800 | | | | $800 | | | | $800 | | | | $800 | | | | $800 | | | | $800 | | | | $800 | | | | | $10,500 |
| Social | Social media geo-targeted ads. ($10,500 budget.) | 2 Weeks Prior | 1 Week Prior | $800 | | | | | $1,100 | | | | $1,100 | | | | $1,100 | | | | | $800 | | | | $800 | | | | $800 | | | | $800 | | | | $800 | | | | $800 | | | | $800 | | | | | $10,500 |
| Offline: Radio | Holiday radio advertising production and media ($2,950 budget) plus PSAs. | 3 Weeks Prior | 2 Weeks Prior | $450 | | | | | $1,000 | | | | $1,000 | | | | $500 | | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | | $2,950 |
| Offline: Print | Full-color ads in local publications. Volusia Lifestyle ($950 ea.) and Observer Group ($1,237). | 2 Weeks Prior | 2 Weeks Prior | – | | | | | $2,187 | | | | $950 | | | | $950 | | | | | $950 | | | | $950 | | | | $950 | | | | $950 | | | | – | | | | – | | | | – | | | | | $7,887 |
| Offline: Brochure Displays | Printing brochures and event inserts (with 1,000 sets for merchants), distributed at 133 locations. ($10,402 budget.) | 4 Weeks Prior | 4 Weeks Prior | $499 | | | | | $2,706 | | | | $499 | | | | $499 | | | | | $499 | | | | $2,706 | | | | $499 | | | | $499 | | | | $499 | | | | $499 | | | | $499 | | | | | $10,402 |
| **C. DOWNTOWN EVENTS ($85,000 Original Budget)** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | **$110,000** |
| SPECIAL EVENT MARKETING* | Budget set aside for FY 2022-2023 event fees and advertising. ($85,000 original budget.) | 4 Weeks Prior | 3 Week Prior | $75,000 | | | | | – | | | | – | | | | – | | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | | $75,000 |
| SPONSORSHIP FEES** | Additional sponsorship of events. | 4 Weeks Prior | 3 Week Prior | $35,000 | | | | | – | | | | – | | | | – | | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | | $35,000 |
| **D. MARKET@MAGNOLIA ($6,600 Original Budget)** | | | | Saturdays | | | | | Saturdays | | | | Saturdays | | | | Saturdays | | | | | Saturdays | | | | Saturdays | | | | Saturdays | | | | Saturdays | | | | Saturdays | | | | Saturdays | | | | Saturdays | | | | | **$1,650** |
| Online | Google geo-targeted search and display ads. ($3,000 original budget.) | 2 Weeks Prior | 1 Week Prior | $250 | | | | | $250 | | | | $250 | | | | – | | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | | $750 |
| Social | Social media geo-targeted ads, including vendor recruitment advertising. ($3,600 original budget.) | 2 Weeks Prior | 1 Week Prior | $300 | | | | | $300 | | | | $300 | | | | – | | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | | $900 |
| **TOTAL** | | | | **$117,324** | | | | | **$12,018** | | | | **$8,574** | | | | **$7,649** | | | | | **$8,424** | | | | **$8,631** | | | | **$8,424** | | | | **$8,424** | | | | **$5,474** | | | | **$5,474** | | | | **$5,474** | | | | **$5,599** | **$ 195,489** |

Production | Materials Distributed/Run | Completed | Events

**NOTE: Breakdown of the $2,706 brochure costs in both November and March are $499 (rack rental), $1,457 (brochure printing ), and $750 (insert).**

**DDA BOARD ALTERATIONS: Additional event expenditures were approved by the Board and discussed at the 11/22 meetings. Galerie Elan ArtWalk budget was approved in 2/23 meeting. And $5,000 from the original Farmers' Market budget may be directed to the Esplanade for tents.**

***BULLSEYE SPECIAL EVENTS**

- October 7, Downtown Daytona Nights = $3,000
- October 15, Fall Wine Walk = $2,500 (Canceled)
- October 22, Oktoberfest = $5,000
- November 18, Downtown Daytona Nights = $2,000
- November 26, Sip & Shop Wine Walk = $4,000
- December 2, Downtown Daytona Nights = $2,000
- December 10, Holiday Wine Walk = $2,500
- January 6, Downtown Daytona Nights = $2,000
- January 14, Winter Wine Walk = $2,500
- February 3, Downtown Daytona Nights = $2,000
- February 11, Wine & Chocolate Walk = $0
- February 25, Beer & Bacon Fest = $2,500
- March 17, St. Paddy's Day = $5,000
- March 26, Wine & Cheese Walk = $2,500
- April 7, Downtown Daytona Nights = $2,000
- April 8-9, Daytona Beach Arts Fest = $20,000
- April 29, Spring Wine Walk = $2,500 (Rescheduled Fall Event)*
- May 5, Cinco de Mayo = $5,000
- May 20, Daytona Beerfest = $2,500
- June 2, Downtown Daytona Nights = $2,000
- July 7, Downtown Daytona Nights = $2,000
- August 4, Downtown Daytona Nights = $2,000
- September 1, Downtown Daytona Nights = $2,000

**TOTAL = $75,000**

****ADDITIONAL "SPONSORSHIP" EVENTS**

- 60th Annual Halifax Art Festival, November 5-6 = $5,000
- "December to Remember" Esplanade Event Series = $25,000
- Galerie Elan ArtWalk Promotional Material = $5,000

**TOTAL = $35,000**

3rd Draft

# DAYTONA BEACH DDA

## FY 2023 - 2024 MARKETING FLOWCHART

**Prepared August 3, 2023• Updated August 16 & September 15, 2023**

## $218,700 BUDGET

**$127,500 Events Budget • $91,200 Marketing Budget**

| MEDIA | DESCRIPTION | SPACE CLOSE | MAT. CLOSE | OCT 2 | OCT 9 | OCT 16 | OCT 23 | OCT 30 | NOV 6 | NOV 13 | NOV 20 | NOV 27 | DEC 4 | DEC 11 | DEC 18 | DEC 25 | JAN 8 | JAN 15 | JAN 22 | JAN 29 | FEB 5 | FEB 12 | FEB 19 | FEB 26 | MAR 4 | MAR 11 | MAR 18 | MAR 25 | APR 1 | APR 8 | APR 15 | APR 22 | APR 29 | MAY 6 | MAY 13 | MAY 20 | MAY 27 | JUNE 3 | JUNE 10 | JUNE 17 | JUNE 24 | JULY 8 | JULY 15 | JULY 22 | JULY 29 | AUG 5 | AUG 12 | AUG 19 | AUG 26 | SEPT 2 | SEPT 9 | SEPT 16 | SEPT 23 | SEPT 30 | TOTALS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **A. GENERAL MARKETING SERVICES ($41,600 Budget)** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | **$41,600** |
| SUPPLIES | Kiosk poster and merchant directory printing. ($125 budget for each.) | N/A | N/A | $125 | | | | | $125 | | | | $125 | | | | $250 | | | | $125 | | | | $125 | | | | $125 | | | | $125 | | | | $125 | | | | $125 | | | | $125 | | | | $250 | | | | | $1,750 |
| TECHNICAL SERVICES | Fees for iContact, domains, and web hosting. ($850 budget.) | N/A | N/A | $850 | | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | | $850 |
| PROFESSIONAL SERVICES (QUARTERLY MEETINGS) | Marketing agency fees for strategic planning; consultation; media negotiations; email marketing; online/offline advertising; social media; public relations; web maintenance; and related copywriting, design, and production. ($39,000 budget.) | N/A | N/A | $3,250 | | | | | $3,250 | | | | $3,250 | | | | $3,250 | | | | $3,250 | | | | $3,250 | | | | $3,250 | | | | $3,250 | | | | $3,250 | | | | $3,250 | | | | $3,250 | | | | $3,250 | | | | | $39,000 |
| **B. DOWNTOWN MARKETING MEDIA ($49,600 Budget)** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | **$49,600** |
| **Online** | Google geo-targeted search and display ads (including remarketing). ($13,100 budget.) | 2 Weeks Prior | 1 Week Prior | $1,000 | | | | | $1,400 | | | | $1,400 | | | | $1,300 | | | | $1,000 | | | | $1,000 | | | | $1,000 | | | | $1,000 | | | | $1,000 | | | | $1,000 | | | | $1,000 | | | | $1,000 | | | | | $13,100 |
| **Social** | Social media geo-targeted ads. ($13,100 budget.) | 2 Weeks Prior | 1 Week Prior | $1,000 | | | | | $1,400 | | | | $1,400 | | | | $1,300 | | | | $1,000 | | | | $1,000 | | | | $1,000 | | | | $1,000 | | | | $1,000 | | | | $1,000 | | | | $1,000 | | | | $1,000 | | | | | $13,100 |
| **Offline: Brochure Displays** | Printing brochures and event inserts (with 1,000 sets for merchants), distributed at 133 locations. ($14,109 budget.) | 4 Weeks Prior | 4 Weeks Prior | $599 | | | | | $2,906 | | | | $599 | | | | $599 | | | | $599 | | | | $2,906 | | | | $599 | | | | $599 | | | | $599 | | | | $2,906 | | | | $599 | | | | $599 | | | | | $14,109 |
| **Photo Shoot** | New campaign photography for use in online and offline marketing materials. ($9,291 budget.) | N/A | N/A | $9,291 | | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | | $9,291 |
| **C. DOWNTOWN EVENTS ($127,500 Budget)** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | **$127,500** |
| SPECIAL EVENT MARKETING | Budget set aside for FY 2023-2024 event fees and advertising. ($87,500 budget.) | 4 Weeks Prior | 3 Week Prior | $87,500 | | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | | $87,500 |
| SPONSORSHIP FEES | Event TBD ($5,000). | 4 Weeks Prior | 3 Week Prior | $5,000 | | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | | $5,000 |
| HALIFAX ART FESTIVAL | Advertising ($5,000) and prize money ($5,000). | 4 Weeks Prior | 3 Week Prior | $10,000 | | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | | $10,000 |
| RIVERFRONT ESPLANADE | "December to Remember" sponsorship ($25,000). | 2 Weeks Prior | 1 Week Prior | $25,000 | | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | – | | | | | $25,000 |
| **TOTAL** | | | | **$143,615** | | | | | **$9,081** | | | | **$6,774** | | | | **$6,699** | | | | **$5,974** | | | | **$8,281** | | | | **$5,974** | | | | **$5,974** | | | | **$5,974** | | | | **$8,281** | | | | **$5,974** | | | | **$6,099** | | | | | **$ 218,700** |

Production | Materials Distributed/Run | Events

**NOTE: Breakdown of the $2,906 brochure costs in November, March, and July are $599 (rack rental), $1,557 (brochure printing ), and $750 (insert).**