



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

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

## AGENDA

Tuesday, March 25, 2014 8:00 a.m.  
Conference Room 149B

NOTICE – If any person decides to appeal any decision of the Downtown Development Authority at this meeting, they will need a record of the proceedings. Interested persons may wish to ensure that a verbatim record of the proceedings before the Board is made, including any testimony or evidence presented to the Board. The City does not prepare or provide a verbatim record of Board proceedings.

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1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes: February 25, 2014**
4. **Public Comments**
5. **DDA Monthly Financial Report**
6. **Revised Fiscal Year 2013/14 Budget**
7. **Event Management Contract – Noeleen Foster**
8. **Funding Approval: Front Porch Friday Event Expenses**
9. **Downtown Event Agreement with City**
10. **Board Comments**
11. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY  
MINUTES  
Tuesday, February 25, 2014**

The regular meeting of the Downtown Development Authority was held Tuesday, February 25, 2014, at 8:00 a.m. in Conference Room 116 at 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

**Board Members**

Mr. Robert Abraham, Chairman  
Ms. Sheryl Cook  
Mr. Joseph H. Hopkins  
Ms. Tammy Kozinski

**Board Members Absent**

Ms. Kelly White

**Staff Members Present**

Mr. Jason Jeffries, Redevelopment Project Manager  
Mr. Robert Jagger, Deputy City Attorney  
Noeleen Foster, Farmers' Market Manager  
Ms. Becky Groom, Board Secretary

**1. Call to Order**

Mr. Abraham called the meeting to order at 8:13 a.m.

**2. Roll Call**

Ms. Groom called the roll and noted members present as stated above.

**3. Approval of Minutes: January 28, 2014 Regular Meeting**

Ms. Cook asked that the minutes be corrected on Page 8. Ms. Cook stated the dumpsters were being emptied and asked that the minutes be changed to reflect that she stated that she was waiting for the area around the dumpsters to be cleaned from debris left by outsiders.

**Board Action:**

Ms. Kozinski made a motion to approve the minutes of the January 28, 2014 regular meeting as corrected. Mr. Hopkins seconded the motion and it was approved unanimously (4-0).

4. **Public Comments**

There were no public comments.

5. **DDA Monthly Financial Report**

Mr. Jeffries presented the Monthly Financial Report included on Page 12 of the Board packet.

Chair Abraham stated current revenue is about \$24,000 below projection and there is a short time to make up the revenue.

6. **Riverfront Shops of Daytona Beach**

a. **Bright House Advertising**

Mr. Jeffries presented the report which is included on Page 14 of the packet.

**Board Action:**

A motion was made by Ms. Cook, seconded by Ms. Kozinski, to approve \$6,000 for advertising on Bright House Cable to promote the Riverfront Shops of Daytona Beach and specific events for the remainder of the year. The motion was approved unanimously (4-0).

7. **Farmers' Market**

Noeleen Foster, Market Manager, stated the recent severe weather is reflected in the collections from the Market and noted there was a complete wash-out on February 8. Ms. Foster noted February is not busy since people stay home to avoid heavy traffic in the City.

Ms. Foster stated per the agreement, she is permitted to only have 10% craft sales and she would hate to refuse someone to sell at the market due to the restriction. She asked the Board to consider changing that restriction and stated that she recommends that the 10% restriction be increased.

Mr. Abraham asked if the 10% restriction is a contract limitation.

Mr. Jagger said yes.

Mr. Abraham stated to change the percentage would require City Commission approval and that could be requested if it is the desire of the DDA.

Mr. Jagger stated the restriction is 10% craft sales and no more than 20% including plant sales, and a change is subject to the City Manager's approval. Mr. Jagger stated the agreement expires on September 30, 2017.

Mr. Jeffries stated the first draft of the license agreement was for 30% craft and plant sales, but was changed to 10% at the request of the City Commission.

Mr. Abraham asked Ms. Foster to notify the Board if she receives requests for craft sales at the Farmers' Market and the Board will consider making the request to the City Manager.

Ms. Foster stated she is again trying to pursue accepting EBT at the Farmers' Market. Ms. Foster stated once it is operational, the customer will have to buy credits at the Management Tent. Ms. Foster stated she will work with the City's Finance Department to get this set up.

Mr. Hopkins stated that he thought there was an issue that to accept EBT there would have to be a staff person designated to issue the credits.

Ms. Foster stated that is correct.

Mr. Hopkins asked if there would be an increase in sales if EBT is accepted.

Ms. Foster stated that a large number of residents in the Downtown area qualify for EBT. Ms. Foster stated the produce sold at the Farmers' Market is less expensive than what is sold at the grocery store. She stated it would be difficult to measure, but believes it would increase.

Mr. Jeffries stated accepting EBT is part of the performance objectives in the license agreement. Mr. Jeffries stated the DDA fulfilled its obligation to meet that performance objective by submitting a Federal grant, but the grant was not awarded to the DDA. Mr. Jeffries stated the City does accept credit cards. Mr. Jeffries stated an additional person would have to be hired to work in the management booth. Mr. Jeffries stated the operating policy for receiving payments by credit card would have to be established with the City's Finance Department for the Farmers' Market to accept EBT.

Mr. Abraham stated that a cost benefit analysis may have to be done and asked that staff continue to work on this issue.

Mr. Jeffries stated the DDA approved print advertising with the News-Journal in Go-386 last month. Mr. Jeffries stated the News-Journal has stated they may be willing to sponsor the Farmers' Market. Mr. Jeffries stated the News-Journal would want to sell newspapers at the Farmers' Market. Mr. Jeffries stated that person could be staged at the information booth and would provide consistent coverage to the booth. Mr. Jeffries stated he did not want to pursue this if there are concerns by the DDA.

Ms. Cook stated she would not find this offensive.

Ms. Foster stated she feels it would be positive to have someone in the booth and this would be helpful.

Mr. Hopkins suggested that it be further pursued.

Ms. Foster asked about providing hats or something to identify the streets crew that works at the Market.

Mr. Hopkins suggested a vest be provided so the workers would stand out.

**8. Front Porch Friday Request for Administrative Assistance**

Mr. Jeffries stated that a letter from Stephanie Mason-Teague regarding this item is included as Page 19 of the packet.

Ms. Mason-Teague stated the responsibility has been placed on the merchants to put the Front Porch Friday events together. Ms. Mason-Teague stated her out of pocket expense for Cinematique for showing the movies in the park, including licensing, rentals, insurance and staffing is about \$1,000 and that does not include the rental of the park. Ms. Mason-Teague stated that she is asking for a commitment to help in the marketing of Front Porch Friday. Ms. Mason-Teague stated that she suggests the official start time be 4:00 p.m. and people want music, food, shopping and liquor. Ms. Mason-Teague stated Ms. Foster has offered to help. Ms. Mason-Teague stated she is asking the DDA to approve the purchase of 10 to 12 tents for use in the park to include food and craft vendors each Front Porch Friday. Ms. Mason-Teague stated she has talked with Al Smith about providing live music during the events.

Ms. Mason-Teague stated when a monthly event is held, there are expenses, and she cannot process those through Cinematique. Ms. Mason-Teague stated that she would like to request that the Front Porch Friday Festival be added to the DDA similar to how the Farmers' Market is operated.

Chair Abraham asked if this is a worthwhile project to continue and asked if the DDA is willing to take on the burden of this event. Chair Abraham stated the DDA would expect it to be revenue/expense neutral. Chair Abraham asked what would be the administrative burden of handling this event.

Mr. Jeffries stated he has been trying to do everything he can to support the event.

Chair Abraham asked if it is a worthwhile event.

Ms. Kozinski stated she thinks it is and feels the movies are a draw.

Ms. Cook stated that when the event was expanded to all day, it lost some of its draw, but the movie is a good idea. Ms. Cook asked if the event is proposed to be held on Magnolia to Orange.

Ms. Mason-Teague stated she plans to hold it from Magnolia to the Kress Building.

Ms. Mason-Teague stated she cannot force merchants to participate and felt that caused a lot of frustration. She stated there will be a Riverfront Shops informational booth where information will be distributed on merchant and restaurant specials.

Ms. Cook asked who will be the vendors.

Ms. Mason-Teague stated she is working with Ms. Foster to place craft vendors at the Front Porch Friday events. Ms. Mason-Teague stated the cost will be the same as those for the Farmers' Market rentals.

Mr. Jeffries stated that Page 18 of the packet reflects the cost for support of this event.

Ms. Cook asked if the tents are purchased, where will they be stored.

Mr. Jeffries stated he is working with staff to have them placed in a City storage site that is currently used for the Farmers' Market tables.

Mr. Jeffries stated if the desire is to continue this event, there are two issues to resolve - handling of the funds and administrative support. Mr. Jeffries stated that Ms. Mason-Teague has had conversations with Ms. Foster about assisting with the event on Fridays and this would be an amendment to Ms. Foster's contract with the DDA.

Ms. Foster stated the Salvation Army would be setting up and taking down the event and they have been very reliable.

Ms. Mason-Teague stated the alcohol distribution permit is very important and stated the cost each month would be limiting for her business. Ms. Mason-Teague asked the DDA to cover the \$250 permit fee for alcohol. Ms. Mason-Teague suggested inviting local wineries and craft breweries to participate and set up a vendor tent.

Mr. Jeffries stated there would be increased insurance cost if the permit is paid for by the DDA.

Mr. Abraham asked how much of an administrative burden this will be for Mr. Jeffries.

Mr. Jeffries stated he currently works with the merchants and Jeanne Tolley is volunteering. Mr. Jeffries stated there will be additional responsibility for monitoring the expenses for the DDA. Mr. Jeffries stated it is proposed that Ms. Foster be the contact person for the event.

Mr. Hopkins stated he is in support of taking this on and will give us an opportunity to show what the area has to offer beyond the Farmers' Market. Mr. Hopkins stated what is proposed is a more encouraging scope of consolidating the event and feels the Board should support it.

**Public Comments:**

Doug Kosarek, 211 E. International Speedway Blvd., stated he wanted to applaud the Board for taking on this project. Mr. Kosarek stated he participated in the City's visioning process and utilizing the riverfront was talked about extensively. Mr. Kosarek stated there is a serious lack of branding on this event and suggested the name should be Riverfront Friday Festival. Mr. Kosarek stated the message needs to be consistent with everything that is being done in the Downtown.

Chair Abraham stated he agrees with Mr. Kosarek's and Mr. Hopkins' comments. Chair Abraham stated he views this as a new event.

Ms. Kozinski stated she agrees with the name change.

Chair Abraham stated there is a consensus to move forward. Chair Abraham stated we need a more detailed budget and the alcohol permit issue needs to be resolved.

Mr. Hopkins suggested drafting an agreement similar to the one in place with the Farmers' Market for this event and have it approved by the City Commission.

Mr. Jeffries stated he has had conversation with Bulls Eye and Cultural Services about developing an agreement for events.

Chair Abraham stated that makes sense to him and the DDA would maintain control over the event if an agreement is in place.

Mr. Jeffries stated a request will have to be made to the City Commission to amend the budget to include the costs for the Front Porch Friday events and the amendment to Ms. Foster's contract. Mr. Jeffries stated a special meeting of the DDA may be necessary in order to keep the Front Porch Friday event continuing.

**9. Board Comments**

There were no Board comments.

10. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 9:50 a.m.

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Robert Abraham, Chairman

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Becky Groom  
Recording Secretary





# THE CITY OF DAYTONA BEACH

## REDEVELOPMENT DIVISION

POST OFFICE BOX 2451  
 DAYTONA BEACH, FLORIDA 32115-2451  
 PHONE (386) 671-8180  
 Fax (386) 671-8187

### MEMORANDUM

DATE: March 19, 2014

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Monthly Financial Report

The following is the DDA financial report with expenditures through March 18, 2014.

## BUDGET STATUS

### General Activities

Line Item	Appropriation	Spent to Date As of 3/18/14	Balance
Contract Services	\$ 1,000	\$ 280.28	\$ 719.72
Supplies	\$ 2,500	\$ 561.38	\$ 1,938.62
Care and Subsistence	\$ 400	\$ 125.82	\$ 274.18
Professional Memberships	\$ 565	\$ 420.00	\$ 145.00
Technical Services	\$ 1,700	\$ 436.00	\$ 1,264.00
Professional Services	\$ 38,400	\$ 19,200.00	\$ 19,200.00
Co-op Marketing	\$ 28,500	\$ 15,684.60	\$ 12,815.40
Downtown Marketing	\$ 30,000	\$ 11,525.78	\$ 18,474.22
Downtown Events	\$ 18,000	\$ 12,555.00	\$ 5,445.00
Downtown Holidays	\$ 5,000	\$ 4,615.00	\$ 385.00
Total	\$ 126,065	\$ 65,403.86	\$ 60,661.14

### Farmers' Market Activities

Revenues	Projection	Received to Date As of 3/18/14		Balance
Vendor Revenue	\$ 35,750	\$ 15,463.00		\$ 20,287.00
Market Booth Sales	\$ 1,200	\$ -		\$ 1,200.00
Total	<b>\$ 36,950</b>	<b>\$ 15,463.00</b>		<b>\$ 21,487.00</b>

  

Expenses	Appropriation	Spent to Date As of 3/18/14		Balance
Market Manager	\$ 16,000	\$ 7,057.42		\$ 8,942.58
Supplies	\$ 750	\$ 87.91		\$ 662.09
Liability Insurance	\$ 1,265	\$ 1,102.28		\$ 162.72
City Fees	\$ 1,500	\$ 1,500.00		\$ -
Marketing	\$ 14,435	\$ 3,995.00		\$ 10,440.00
Market Events	\$ 2,000	\$ -		\$ 2,000.00
Booth Merchandise	\$ 1,000	\$ -		\$ 1,000.00
Total	<b>\$ 36,950</b>	<b>\$ 13,742.61</b>		<b>\$ 23,207.39</b>

  

<b>Profit/Loss</b>	<b>\$ -</b>	<b>\$ 1,720.39</b>
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### Farmers' Market Revenue Comparison

	2011/12		2012/13		2013/14		% Increase
	Revenue	# Spaces	Revenue	# Spaces	Revenue	# Spaces	
October			\$ 2,440	53	\$ 2,728	58	11.8%
November			\$ 2,516	54	\$ 2,946	63	17.1%
December			\$ 2,619	55	\$ 2,854	62	9.0%
January	\$ 2,420	55	\$ 2,680	58	\$ 2,678	59	-0.1%
February	\$ 2,464	56	\$ 2,604	57	\$ 2,396	53	-8.0%
March	\$ 2,552	58	\$ 2,754	58			
April	\$ 2,585	59	\$ 2,883	63			
May	\$ 2,424	55	\$ 2,840	62			
June	\$ 2,312	49	\$ 2,839	59			
July	\$ 2,224	53	\$ 2,263	46			
August	\$ 2,229	52	\$ 2,353	48			
September	\$ 2,394	56	\$ 2,299	47			
Total	<b>\$ 21,604</b>		<b>\$ 31,090</b>		<b>\$ 13,602</b>		<b>6.0%</b>



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 Fax (386) 671-8187

### MEMORANDUM

DATE: March 21, 2014

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Front Porch Friday Festival Budget

The following is the proposed budget, with projected revenues and expenses, for the Front Porch Friday Festival. The budget includes proposed event start-up costs and operating costs for seven months until the end of the current fiscal year.

#### FRONT PORCH FRIDAY FESTIVAL BUDGET

	<u>2013/14 Budget</u>
<b>EVENT REVENUE</b>	
Vendor Revenue	1,600
Event Sponsorships	8,000
<b>Total Revenue</b>	<b>\$ 9,600</b>
<b>EVENT EXPENDITURES</b>	
Event Coordinator	3,150
Live Music	3,500
Stage	700
Event Tents	2,000
Event Banners	250
<b>Total Expenditures</b>	<b>\$ 9,600</b>

## **CONTRACT FOR MANAGEMENT OF FRONT PORCH FRIDAY EVENT**

The Parties to this Contract are the City of Daytona Beach Downtown Development Authority (the “DDA”) and Noeleen Foster (the “MANAGER”).

**Section 1. TERM.** This Contract will be for an initial Term commencing on the Effective Date and ending on September 30, 2014. The Effective Date is the date on which the last Party has signed as shown below. This Contract will automatically renew for additional one-year Terms, unless notice of termination is provided by either Party 30 days prior to the end of the Term or unless terminated as provided below.

**Section 2. SCOPE OF SERVICES.** MANAGER will manage and operate the Front Porch Friday Festival (the “Event”) in a manner that positively reflects on the image of Downtown Daytona Beach and is consistent with established Event guidelines and Event budget approved by the DDA. MANAGER’S services include the following:

- A. Manage the operation of the Event.
  - 1. Be on-site between the hours of 3pm and 9pm, during the hours of the operation for the Event, including set-up and breakdown.
  - 2. Oversee Event set-up including vendor placement.
  - 3. Collect vendor rent in compliance with DDA policies.
  - 4. Coordinate with the DDA and/or private companies to secure cleanup of the Event.
  - 5. Work with vendors and participants to resolve issues.
- B. Recruit new vendors at rental rates set by the DDA.
  - 1. Develop strategies, for approval by DDA, to recruit new vendors consistent Event program policies set by the DDA.
  - 2. Meet and recruit new vendors.
  - 3. Distribute applications.
- C. Recruit potential sponsors of the Event for DDA approval.
- D. Hire live entertainment for the Event.
- E. Coordinate with the DDA for Event advertising.
- F. Recommend an Event annual budget for approval by the DDA.
- G. Coordinate the Event with the CITY, including Event Permit Approval and obtaining police, fire, and traffic services from the CITY, as required.
- H. Maintain detailed supporting documentation, including receipts, invoices, bills, ledgers, or other documentation for all financial transactions authorized by this Agreement.

- I. Report to the DDA at public meetings on the state of the Event or other matters as requested by the DDA and coordinate Event issues with Redevelopment Staff.

**Section 3. BUDGETING.**

The budgets for the 2013-2014 fiscal year that expires on September 30, 2014 is attached hereto and incorporated as Attachment 1. Beginning for the 2014-2015 fiscal year, MANAGER will provide the DDA a proposed budget for the fiscal year beginning on October 1, or before June 1 of the prior fiscal year.

**Section 4. OPERATING EXPENSES.**

- A. MANAGER's reimbursed expenses shall be limited to Event related expenses for Event supplies, and Event equipment, in such line item amounts as set in the annual budget adopted by the DDA.
- B. The DDA shall reimburse the MANAGER for budgeted expenses incurred pursuant to this Agreement as determined by the DDA, or DDA's authorized representative, within 20 days of submittal to the DDA of the MANAGER's purchase receipt or invoice.
- C. All equipment, furnishings, supplies, goods, fixtures, or other items purchased by the MANAGER pursuant to this Agreement, shall remain the property of the DDA, and shall not be sold, transferred or disposed of unless authorized by the DDA, or the DDA's representative. All such items shall be returned to the DDA upon termination of this Agreement.

**Section 5. ACCOUNTING.**

- A. MANAGER will deposit all Event revenues received to the City Utility Billing Office in the City Hall by noon on the Tuesday following the event. MANAGER will also include a daily cash report containing such information as the DDA may require.
- B. DDA, or DDA's representative, may review MANAGER's receipt books and records and/or conduct audits of MANAGER's books and financial records upon 24 hours prior written notice.

**Section 6. MANAGEMENT FEE.** As consideration for the services provided by MANAGER herein, the DDA will pay MANAGER a Management Fee of \$18 per hour for a maximum of 25 hours per month.

DDA will pay the Management Fee semi-monthly on or before the 1<sup>st</sup> and 3<sup>rd</sup> Friday of each month.

**Section 7. ON-SITE MANAGEMENT.** Except in case of illness or with DDA's prior approval MANAGER will be on-site during the conduct of the Event, including set-up,

breakdown, and clean up. MANAGER will provide for a responsible substitute to be on-site when MANAGER must be absent during the conduct of the Event.

The MANAGER will also have a cell phone at all times during the conduct of the Event and normal business hours to address Vendor concerns and to coordinate with DDA.

MANAGER will manage the activity of all vendors to ensure compliance with the provisions of this Contract, City Event Permit, and event program policies adopted by DDA.

**Section 8. NON-COMPETE.** MANAGER agrees that she will not manage or be employed by any other Downtown or Main Street Friday evening event, have an ownership interest in a Downtown or Main Street Friday evening event, or take part in any other activity that is intended to divert or has the effect of substantially diverting business away from the DDA’s Front Porch Friday Festival within Volusia County during the employment of the DDA and for a period of one year after the termination of this Contract for any reason, without the consent of the DDA.

**Section 9. TERMINATION:** The DDA has the right to terminate this Contract without cause upon 30 days written notice to MANAGER. The DDA also has the right to terminate this Contract immediately without prior notice if MANAGER materially breaches its obligations under this Contract or has been convicted of a felony or for violation of a state, federal, or local law involving moral turpitude, involving dishonesty or violence.

**Section 10. NOTICES:** Unless otherwise expressly agreed herein, 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, or by U.S. mail, postage prepaid by registered or certified mail, return receipt requested, to the addresses set forth herein:

To the DDA: Jason Jeffries  
Project Manager  
The City of Daytona Beach  
301 S. Ridgewood Avenue  
Daytona Beach, FL 32114

To MANAGER: Noeleen Foster  
321 Manhattan Ave.  
Daytona Beach, FL 32114

w/copy to: Robert Abraham, Chair  
The City of Daytona Beach  
Downtown Development Authority  
301 S. Ridgewood Avenue  
Daytona Beach, FL 32114

Either Party may designate a change of address by providing the other Party notice in the manner described above.

**Section 11. JURISDICTION AND VENUE.** The validity, interpretation, and performance of this Contract shall be controlled and construed under the Laws of the State of Florida. The

exclusive venue for any litigation arising out of this Contract will be Volusia County, Florida if in state court, or the U.S. District Court, Middle District of Florida if in federal court.

**Section 12. NON WAIVER FOR BREACH.** Failure to object to a breach or violation of the above terms of this Contract shall not be construed as a waiver thereof or a waiver of any future breach or subsequent wrongful conduct.

**Section 13. MODIFICATION.** Except as otherwise provided herein, no change or modification of this Contract will be valid unless the same is in writing and signed by both Parties.

**Section 14. ASSIGNMENT.** No assignment or subcontracting of MANAGER's rights or obligations herein will be permitted without the DDA's prior written approval.

**Section 15. INTEGRATION.** This Contract, including referenced Attachments, 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.

IN WITNESS WHEREOF, the Parties through their undersigned representatives have caused this Contract to be executed in duplicate original.

**THE DDA**

**MANAGER**

By: \_\_\_\_\_  
Robert Abraham, Chair

By: \_\_\_\_\_  
Noeleen Foster

Date: \_\_\_\_\_

By: \_\_\_\_\_  
Sheryl A. Cook, Vice Chair

By: \_\_\_\_\_  
Kelly White, Commissioner

Date: \_\_\_\_\_

**ATTACHMENT 1**  
**FRONT PORCH FRIDAY FESTIVAL BUDGET**

		<b>2013/14 Budget</b>
<b>EVENT REVENUE</b>		
Vendor Revenue		1,600
Event Sponsorships		8,000
	<b>Total Revenue</b>	<b>\$ 9,600</b>
<b>EVENT EXPENDITURES</b>		
Event Coordinator		3,150
Live Music		3,500
Stage		700
Event Tents		2,000
Event Banners		250
	<b>Total Expenditures</b>	<b>\$ 9,600</b>





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## MEMORANDUM

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DATE: March 21, 2014

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Front Porch Friday Festival Program & Expenses

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The following is the proposed program outline and guidelines for the Front Porch Friday Festival.

To provide more impact to Downtown, the core activities of the event are being concentrated in Riverfront Park around the Cinematique Under the Stars Movie. The goal is to draw people in the afternoon and evening to the event in the park. The event is to serve as a tool to encourage potential customers to walk across the street for lunch, happy hour or dinner in Riverfront Shops restaurants and to stroll the street and visit Riverfront Shops merchants.

### General Event Schedule

In Riverfront Park (Front Porch Friday Festival) Starts at 4PM:

- Cinematique Movie Under the Stars (see attached movie schedule)
- Riverfront Market
  - Artisans
  - Painters
  - Potters
  - Crafters
  - Unique Small businesses to showcase products
  - Businesses in a professional atmosphere.
- Riverfront Shops of Daytona Beach Information Booth
- Live Music
- Event Sponsor Displays

Additional Activities on Beach Street in front of the shops:

- Live Music
- One Night Works Paint Out

In Riverfront Shop Restaurants:

- Lunch Specials – Get locals and office workers to choose Downtown as a lunch destination
- Happy Hour Specials “Get Happy? Hour” - Encourage local office workers to stay Downtown after work on a Friday.
- Dinner Specials – Dinner & Movie, perfect date night

In Riverfront Shop Stores:

- Special in-store daily specials
- Special activities, such as product displays or tastings

In Riverfront Shop Attractions:

- Learn more about local history at Halifax Historic Museum
- Book Club Talk on Saturday (Cinematique Theater)

## Event Location

Front Porch Friday “Festival”: in Riverfront Park, between ISB and Orange

- Cinematique Movie under the Stars is located north of Magnolia in the Park
- Riverfront Market is located south of Magnolia in the Park

Additional Activity Locations:

- Historic Talks at Halifax Historic Museum
- Saturday Book Club at Cinematique Theater
- One Night Works Paint Out in front of Gardner Building

## Event Dates & Times

Fourth Friday of Every Month  
4PM – 11PM

## Event Expenses

### EVENT EXPENDITURES

Event Coordinator	3,150
Live Music	3,500
Stage	700
Event Tents	2,000
Event Banners	250
<b>Total Expenditures</b>	<b>\$ 9,600</b>

## Movie Schedule

- Jan.24 Lee Daniels The Butler
- Feb. 28 42 starring Harrison Ford and Chadwick Boseman  
(book tie-in *Blackout: The Untold Story of Jackie Robinson's First Spring Training* by Chris Lamb)
- Mar. 28 Sharknado starring Tara Reid and Ian Ziering  
(book tie in *Stormy Weather* by Carl Hiaasen)
- Apr. 25 The Hunger Games – Catching Fire starring Jennifer Lawrence and Josh Hutcherson  
(Based on the book *Catching Fire* by Suzanne Collins)
- May 23 The Secret Life of Walter Mitty starring Ben Stiller and Kristin Wiig  
(based on the short Story by James Thurber)
- Jun.27 Philomena starring Judi Dench  
(based on the book, *The Lost Child of Philomena* by Martin Sixsmith)
- Jul.25 Monuments Men starring George Clooney and Cate Blanchett  
(based on the book *Monuments Men* by Robert Edsel)
- Aug.22 Iron Man 3 starring Robert Downey Jr. and Gwyneth Paltrow  
(book tie-in *Marvel Comics: the untold story* by Sean Howe)
- Sep. 26 Saving Mr. Banks starring Tom Hanks and Emma Thompson  
(book tie-in *Mary Poppins* by P.L. Travers)
- Oct. 24 Bullitt starring Steve McQueen and Jacqueline Bisset  
(book tie-in *Stuntman: My Car-Crashing, Plane-Jumping, Bone-Breaking, Death-Defying Hollywood Life* by Hal Needham) Film selected to tie-in with classic car show scheduled for same weekend.
- Nov. 28 A Christmas Story starring Peter Billingsley and Darren McGavin  
(based on the book *In God We Trust, All Others Pay Cash* by Jean Shepherd)
- Dec. 26 Breakfast at Tiffany's starring Audrey Hepburn  
(based on the book *Breakfast at Tiffany's* by Truman Capote)