



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, August 23, 2016 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.

1. **Call to Order**
2. **Roll Call**
3. **Approval of Minutes: July 26, 2016**
4. **Public Comments**
5. **DDA Monthly Financial Report**
6. **Farmers' Market Manager's Report**
7. **Farmers' Market**
 - a. Market Operations
 - b. Summer Market Hours
8. **Contract Extensions**
 - a. Bullseye Direct Marketing – Event Co-sponsorship
 - b. Gold & Associates – Riverfront Shops Campaign
9. **2017 Merchant Co-op Program**
 - a. In-Concierge Book
 - b. Daytona Tortuga Trade
10. **Downtown Events**
11. **Board Comments**
12. **Adjournment**

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
REGULAR MEETING
Tuesday, July 26, 2016**

The regular meeting of the Downtown Development Authority was held Tuesday, July 26, 2016, at 8:00 a.m. in Conference Room 149B, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members Present

Mr. Robert Abraham, Chairman
Mr. Joe Hopkins
Ms. Tammy Kozinski
Ms. Kelly White
Ms. Sheryl Cook

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Robert Jagger, City Attorney
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:08 a.m.

2. Roll Call

Roll was called and members were noted present as stated above.

3. Approval of Minutes – June 28, 2016

A motion was made by Mr. Hopkins, seconded by Ms. White, to approve the minutes of the June 28, 2016 Regular Meeting. The motion carried unanimously.

4. Public Comments

There were no public comments.

5. DDA Monthly Financial Report

Mr. Jeffries presented the Monthly Financial Report which was included on Page 7 of the packet. Mr. Jeffries stated the expenses were on track. He stated a few budget lines may go over the projections by the end of the year so budget

transfers would be presented at the September meeting in order to bring the accounts into balance. Mr. Jeffries stated he would provide a revenue report by vendor at the August meeting.

Ms. White asked for the status of the USDA grant.

Mr. Jeffries stated he received an email that the application was not moving forward in the review process.

6. Farmers' Market Manager's Report

Mr. Jeffries stated the monthly report was included on Page 9 of the packet.

Ms. White asked if the hours had been changed for operation of the market.

Mr. Jeffries stated Ms. Foster had discussed the hours being changed but there was no action taken by the DDA to change the operation hours.

Public Comments:

Kim Dibble, Holly Hill, stated she visited the Farmers' Market and clean-up takes place at 12:00 and cars drive thru the market after that time. Ms. Dibble stated she had been a vendor but would no longer participate and expressed concern about how the market was being managed. She stated the students had only been at the market twice that are doing the food demonstrations. She stated people do not feel safe at the market since there was no police presence. She stated there was no programming to draw customers to the market.

Ms. White stated during the last couple of months, starting and stopping times had been obscure and there had been a problem with vendor parking spaces. She stated the management of the market needed to be tightened up.

Ms. Dibble stated an individual was injured at the market when a tent blew over and Ms. Foster had already left the site and there was no one there to represent the market.

Mr. Jeffries stated he had noticed the cars driving through the area and he had discussed this with Ms. Foster. He stated he was sure this is a concern to the City's Risk Management and insurance.

Mr. Abraham stated some vendors leave at noon if they did not have customers.

Mr. Hopkins expressed concern about an individual that was in the Market preaching with an amplified device. He said it was loud and should have been curtailed.

Mr. Jagger stated amplified sound was a violation of the city's code.

Ms. Kozinski expressed concern about panhandlers along Beach Street.

Mr. Jeffries stated he had been working on other methods to implement the SNAP program. He had been working on getting SNAP into the market through Food Access of Volusia County. He stated he had a meeting with the News-Journal about potential sponsorship for the Farmers' Market.

Mr. Abraham stated he felt a list should be developed of specific issues at the Market so they could be addressed, such as hours of operation and traffic. He suggested Ms. Foster could come up with a list of things that could be done to tighten things up.

Ms. White stated there needed to be clear communication with the Market Manager about the issues and establish a timeline for correction. Ms. White stated she was ready to move on to the next step since this had been talked about a lot. She asked how something formal could be sent to the Market Manager with expectations for correction.

Mr. Jeffries stated the Board can discuss specific items and he would generate a letter.

Mr. Abraham stated he felt there should be an item on the agenda to discuss specific market issues at the next meeting.

Mr. Jeffries asked Board members to email him with their concerns and he would bring the list to the next Board meeting.

Ms. White stated a set-up schematic should be in place for vendor location.

Mr. Abraham stated perhaps there needed to be rules for the vendors.

7. **Riverfront Shops of Daytona Beach Quarterly Report**

Keith Gold, Gold & Associates, presented the quarterly report which is included on Page 10 of the packet. Mr. Gold stated the number of visitors to the site continued to increase. He stated new visitors to the site were connected through Facebook and the Convention and Visitors Bureau. He noted that 3 out of 5 of the top referred devices were mobile. He stated still more women visit the site than men.

Ms. White stated she was pleased to see improvement in the quality and distribution of the e-newsletter. She asked when the new web site would be launched.

Mr. Gold stated the programming had been worked on and Mr. Jeffries stated it should be launched in November.

Mr. Gold stated there would be updated graphics at the website and in the newsletter.

Ms. White asked if the Sweetheart Trail could be overlaid on the directory maps.

Mr. Gold stated yes.

Kelly Bales of Bullseye, asked if Pokémon-go was driving any business to the downtown area.

Mr. Gold stated it had not been reflected in his latest report.

Ms. Kozinski stated Pokémon had driven business to her shop.

Mr. Jeffries stated a Pokémon element would be built into the next Riverfront Friday.

8. **Downtown Events**

Mr. Jeffries presented a letter that was included on Page 14 of the packet from the Downtown Merchants Association. He stated a week and a half prior to Riverfront Friday, the Association notified the city that they would not be putting on the event. Mr. Jeffries stated the city was prepared to put on the event in August.

Tom Myers, President, Halifax Merchants Association, stated the merchants could not agree so they decided not to hold the event. He stated they agreed they did not want to hold their first event and not have it be successful.

Mr. Abraham asked Mr. Jagger the status of the contract with the Merchants Association.

Mr. Jagger stated the contract would be null and void and with the DDA's approval, the contract would be closed.

Mr. Jeffries stated the contract was specifically for Riverfront Fridays and gave the Merchants Association the opportunity to present additional events for budget consideration during the City's budgeting process.

Mr. Abraham suggested leaving the contract in abeyance for this meeting and then consider an amendment at the next meeting should the Merchants Association decide to continue with events.

Mr. Jagger stated there would need to be clear direction on who was running the event but he did not have a problem with leaving the contract in abeyance for now. He stated the City would need to notify the Merchants Association that as of today, the City would be running Riverfront Fridays based on their communication; and if the Merchants Association decided to take over the event, the contract could be entered into.

Mr. Myers stated he would have an answer for the DDA at the next meeting as to when they anticipate resuming responsibility for Riverfront Friday.

Mr. Abraham asked that the item be placed on the next DDA agenda.

Mr. Jeffries stated he would like a determination made now since the next Riverfront Fridays would be August 26 and that would not leave the City any time to coordinate an event should the Merchants Association decide not to coordinate it.

Mr. Myers stated he would discuss the August date with the Merchants Association and would let the city know within the week if the Merchants Association would hold the event. He stated that would also determine what would be done in September.

Mr. Abraham suggested putting the contract on the August meeting agenda and at that time the DDA could determine if the contract would be closed.

Ms. Kozinski suggested having the City coordinate the August Riverfront Friday and have the contract presented at the August DDA meeting and a determination made at that time if the contract would be closed.

Mr. Myer stated that would be fine with him.

Mr. Jagger stated the start date of the contract could be deferred.

Mr. Jeffries stated he agreed with the idea to have the August event coordinated by Staff and a determination made at the August DDA meeting if the Merchant's Association would coordinate the event in September.

Public Comments:

There were no public comments.

Board Action:

A motion was made by Ms. Kozinski, seconded by Ms. Cook, to have City staff coordinate the August Riverfront Friday event. The motion carried unanimously.

9. **Board Comments**

Mr. Jeffries stated the DDA budget would be presented at the first public hearing meeting of the City Commission on September 7; and the DDA would meet at 4:00 p.m. on September 21 prior to the City Commission meeting that evening.

Mr. Jeffries stated the RFP for events and marketing would be presented to the Board in September.

Al Smith, Bulls Eye Marketing, stated not having the decision until September puts him in a difficult situation as far as obtaining sponsors for events to be held in the fall.

Mr. Jeffries stated a letter was sent to the City Manager from the DDA and the City Manager did approve a holiday display in the park. Mr. Jeffries stated he would work with the Legal Department to put the program details together for any agreements that needed to be done between the City and the DDA for the management.

Mr. Jeffries presented the survey results for surveys taken from merchants after events, including the Spirit of the Automobile, Art of the Auto, Island Festival, and Riverfront Fridays.

Kelly Bales, Bulls Eye, stated Bulls Eye was able to donate \$4,000 to Halifax Health through the car show event.

Ms. Kozinski stated she was approached by a woman who wanted to coordinate a fashion show. She stated it would be a sidewalk event and an in-store merchant event.

Mr. Jeffries stated the woman is a DDA merchant on Mary McLeod Bethune and had emailed him her proposed plans.

10. **Adjournment**

There being no further business to come before the Board, the meeting was adjourned.

Robert Abraham, Chairman

Becky Groom, Board 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: August 19, 2016

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Monthly Financial Report

The following is the DDA financial report with expenditures through August 19, 2016.

BUDGET STATUS

General Activities				
Line Item	Appropriation	Spent to Date As of 8/19/16	Balance	Projection
Contract Services	\$ 1,000	\$ 594.49	\$ 405.51	713
Personnel	\$ 5,750	\$ 4,959.96	\$ 790.04	6,944
Supplies	\$ 2,000	\$ 1,103.78	\$ 896.22	1,156
Care and Subsistence	\$ 300	\$ 200.80	\$ 99.20	396
Professional Memberships	\$ 450	\$ 420.00	\$ 30.00	420
Technical Services	\$ 3,900	\$ 2,402.15	\$ 1,497.85	2,663
Professional Services	\$ 38,400	\$ 35,200.00	\$ 3,200.00	38,400
Co-op Marketing	\$ 25,000	\$ 12,957.00	\$ 12,043.00	12,957
Downtown Marketing	\$ 20,166	\$ 17,671.35	\$ 2,494.65	18,839
Downtown Events	\$ 20,000	\$ 15,792.21	\$ 4,207.79	20,757
Total	\$ 116,966	\$ 91,301.74	\$ 25,664.26	\$ 103,245
Notes:				
Note: Appropriations reflect budget transfers approved at the December 22, 2015 meeting.				

Farmers' Market Activities				
Revenues	Projection	Received to Date As of 8/19/16	Balance	Projection
Vendor Revenue	\$ 30,000	\$ 21,724.00	\$ 8,276.00	25,500
Sponsorship	\$ 25,000	\$ -	\$ 25,000.00	
Market Booth Sales	\$ 1,200	\$ -	\$ 1,200.00	-
Total	\$ 56,200	\$ 21,724.00	\$ 34,476.00	\$ 25,500
Expenses	Appropriation	Spent to Date As of 8/19/16	Balance	Projection
Personnel - Market Manager	\$ 30,800	\$ 11,250.00	\$ 19,550.00	15,000
Personnel - Media	\$ 2,600	\$ 560.00	\$ 2,040.00	784
Supplies	\$ 1,000	\$ 186.98	\$ 813.02	461
Liability Insurance	\$ 1,250	\$ 1,167.44	\$ 82.56	1,167
City Fees	\$ 1,500	\$ 1,500.00	\$ -	1,500
SNAP Program	\$ 1,750	\$ -	\$ 1,750.00	-
Marketing	\$ 14,800	\$ 7,123.62	\$ 7,676.38	7,769
Market Events	\$ 1,500	\$ 208.00	\$ 1,292.00	208
Booth Merchandise	\$ 1,000	\$ -	\$ 1,000.00	-
Total	\$ 56,200	\$ 21,996.04	\$ 34,203.96	\$ 26,890
Profit/Loss		\$ (272.04)		\$ (1,390)

Farmers' Market Revenue Comparison							
	2013/14		2014/15		2015/16		
	Revenue	# Spaces	Revenue	# Spaces	Revenue	# Spaces	% Increase
October	\$ 2,728	58	\$ 2,085	47	\$ 2,365	53	13.4%
November	\$ 2,946	63	\$ 2,189	49	\$ 2,220	48	1.4%
December	\$ 2,854	62	\$ 2,308	51	\$ 2,216	50	-4.0%
January	\$ 2,678	59	\$ 2,456	54	\$ 2,101	46	-14.5%
February	\$ 2,396	53	\$ 2,439	53	\$ 2,219	49	-9.0%
March	\$ 2,691	60	\$ 2,322	52	\$ 2,278	51	-1.9%
April	\$ 2,586	58	\$ 2,306	52	\$ 2,221	49	-3.7%
May	\$ 2,646	59	\$ 2,247	50	\$ 2,014	45	-10.4%
June	\$ 2,179	48	\$ 2,307	51	\$ 2,148	47	-6.9%
July	\$ 1,946	49	\$ 2,086	52	\$ 1,681	38	-19.4%
August	\$ 1,832	48	\$ 2,087	53	\$ -	0	
September	\$ 1,873	45	\$ 2,117	52	\$ -	0	
Total	\$ 29,355		\$ 26,949		\$ 21,463		-5.5%

OVERALL 2015/16 REVENUE / EXPENSE PROJECTION

REVENUES	
Tax Revenue	\$ 100,501.93
Merchant Revenue	\$ 7,000.00
Farmers' Market	\$ 25,500.00
Total Revenues	\$ 133,001.93
EXPENSES	
General Expenses	\$ 103,245.06
Farmers' Market	\$ 26,889.65
Total Expenses	\$ 130,134.71
Projected Surplus	\$ 2,867.22

The Personnel Services, Care and Subsistence and Downtown Events line items are projected to be overspent. Staff is requesting a budget transfer of \$2,100 from the Co-op Marketing line item (revised appropriation: \$22,900) to increase the following line items:

- Personnel Service line item by \$1,200 (revised appropriation: \$6,950)
- Care and Subsistence line item by \$100 (revised appropriation: \$400)
- Downtown Events line item by \$800 (revised appropriation: \$20,800)

MEMO

To: Jason Jeffries, Downtown Redevelopment Project Manager

From: Noeleen Foster, Downtown Farmers' Market Manager

Regarding: July 2016 Downtown Farmers' Market Manager Report

Date: August 17, 2016

Manager Goals and Progress Report

1. Increase the number of local farmers selling at the Market
 - Evans Farms, Tomezins, Gerts Organics, Sam and Shannon and Geodeke Orchards are the farmers who are eligible to participate in "The Florida Double Bucks" program once the Market is accepting EBT. This would not only reward the current Farmer Vendors but it would also attract more farmers to sell in the Market.
 - Advertise on Craigslist for new Farmers to become vendors
 - Continue traveling to other Markets to invite Farmers and vendors to participate in our Market.
2. Increase the variety of food/products available for purchase at the Market
 - Advertise on Craigslist for new Craft Vendors.
3. Increase the customer base at the Market
 - Students with the Mainland High school culinary program have been giving cooking demonstrations in the Market using fresh produce from the vendors. Reciepes for July include American French Toast (July 4th), Spring Rolls, Guacamole, and Ginger Veggie Stir Fry, Quinoa, Kale and Avocado Salad. Customers take copies of the recipes and go the produce vendors to buy the fresh ingredients.
 - Provided Mr. Jeffries with a list of ideas to expand into the pavilion area.
4. Hold two special marketing promotions per year to survey customers
 - The next Market Promotion is scheduled for November 5. Staff is exploring the idea of inviting area chefs to the Market in order to cook a large quantity of fresh produce serving the meals to the Market patrons as a thank you for being

loyal customers and to act as a community outreach to bring in more customers. This would be marketed as a Fall Harvest Event.

5. Summertime Market Slowdown

- The Market has entered the Summer slow period and a quite a few vendors have taken some time off due to the heat. For example Tanner Orchids were damaging their plants during the transportation time and Sam and Shannon took off July and August for the first year strictly due to heat. Others like Daytona Birdhouse have scheduled vacation time, Herbert's Bakers scheduled renovations, and another vendor has had medical issues. Everyone plans to return as soon as possible.

MEMO

To: Jason Jeffries, Downtown Redevelopment Project Manager
From: Noeleen Foster, Downtown Farmers' Market Manager
Regarding: Downtown Farmers' Market Hours
Date: August 17, 2016

The Market thrives early in the morning. As the time nears noon the regulars are trying to get out of the sun and heat. Recently the temperature was recorded at 105 degrees at noon, add the heat index (which has been running an extra 10 degrees) and conditions start to be a health and safety concern. This temperature was taken in the landscaping not on the asphalt and the shade was recording at 10 degrees less.

Another aspect of think about are the people that come for the first time to the Market and arrive around noon will see an almost empty Market and will not get a very good impression. Instead of experiencing a flourishing place of business and connection.

Staff recommends the Board consider having summer hours between the hours of 7 am thru noon for the months of June, July, August and September in order the give first time customers a good impression as well as to capitalize on the coolest time of the day.

An alternative suggestion would be to change the year round Market hours from 7 am thru 1 pm to 7 am thru noon so that people don't get confused by the time changes.



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REDEVELOPMENT DIVISION

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MEMORANDUM

DATE: August 19, 2016

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Contract Extensions

Due to the delay with issuing the Downtown Marketing and Downtown Event RFPs, staff is requesting the extension of the event co-sponsorship contract with Bullseye Direct Marketing and the extension of marketing services with Gold & Associates until December 31, 2016. With the extension of the event agreement, Bullseye will hold the Dream Cruise and Festival of the Seasons events in the 1st quarter of the 2016/17 Fiscal Year. See the attached proposed letter from the DDA authorizing the contract extension. Gold & Associates has provided the attached scope of services for the 1st quarter of the 2016/17 Fiscal Year.



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

August 23, 2016

Kelley A. Koliopulos
Bullseye Direct Marketing
140 South Beach Street, Suite 104
Daytona Beach, FL 32114

Re: Extension of Event Co-Sponsorship Agreement

Dear Ms. Koliopulos:

This letter agreement relates to the Event Co-Sponsorship Agreement between your firm and the Downtown Development Authority dated November 26, 2013.

This letter confirms our agreement to extend the term of the Event Co-Sponsorship Agreement in Section 8 to December 31, 2016. Under this extension of the agreement, your firm will produce the Dream Cruise event on Saturday, October 22 and the Festival of the Seasons on Saturday, December 3. The DDA agrees to provide \$3,000 towards the advertising of these events per Section 2 of the agreement. Per Section 7 of the agreement, the DDA will request CRA funding for the event permitting fees.

The extension of the agreement will not affect the remaining terms and conditions of the Agreement which shall be deemed to apply to this extension.

If you are in agreement with the foregoing terms and conditions, please sign below.

For the DDA

For Bullseye Direct Marketing.

By: _____
Robert Abraham, Chairman

By: _____
Kelley A. Koliopulos, Owner

Date: _____

Date: _____

SCOPE OF SERVICES AGREEMENT FOR THE CITY OF DAYTONA BEACH DDA

Prepared by GOLD • Friday, August 19, 2016

10/01/16 – 12/31/16

Thank you for the opportunity to continue serving the DDA (*the “client”*) from October 1st through December 31st, 2016. The following revised Scope of Services is based on those marketing services presently being provided, and endeavoring to meet the client’s budget. Importantly, the number of hours to be expended, the fee per hour, and the total amount per month are all the same as in years past. **Additionally, many important services are being provided pro bono as a customer courtesy and to demonstrate the agency’s ongoing commitment to the DDA’s success.** Should you have any questions regarding this please do not hesitate to contact Keith Gold with our firm. Thank you for your business!

Ongoing Services

The following are the ongoing services (*in alphabetical order*) to be provided by GOLD (*the “agency”*), as well as the maximum number of hours to be expended. Except as noted, if the hours allocated for one month are not to be utilized, they may be carried over to the next month, and so forth.

- **BROADCAST MEDIA ADVERTISING** — Time for the agency to write new television scripts and end tags, as well as new radio scripts. (*Does not include broadcast production, which will be estimated.*)3 HOURS
 - **Editing Supervision:** Time to direct/produce a new video and/or end tags with client vendors if needed. (*Estimated at 16 total hours.*)NO CHARGE
- **CLIENT CONSULTATION/COMMUNICATIONS** — Time for the agency to consult with the DDA and its representatives from the City of Daytona Beach on an ongoing basis regarding these services and marketing overall, including at least one meeting in person per month. Also includes the production and presentation of analytics.8 HOURS
- **E-MARKETING** — Time for the agency to produce one monthly e-newsletter and distribute it to the client’s database. Includes agency copywriting, design and production/programming.....5 HOURS
- **MARKET RESEARCH** — Time for the agency to write, program, deploy and analyze research surveys among merchants, customers, and/or prospects. (*Client or client vendors to provide databases, and incentives if required.*)PRO BONO

SCOPE OF SERVICES AGREEMENT FOR THE CITY OF DAYTONA BEACH DDA

Prepared by GOLD • Friday, August 19, 2016

Ongoing Services (Continued)

- **PRINT MATERIAL UPDATES/ADVERTISING** — Time for the agency to revise the client’s rack card, print advertising and in-room concierge book as needed. Also time to create new banners, post cards, palm cards and directory posters as needed. *(Does not include printing expenses.)*.....6 HOURS
 - **Kiosk Map:** Time for the agency to update the directory map for the kiosk and for the client to upload it to the web. *(Estimated at 8 total hours.)*.....NO CHARGE

- **ONLINE ADVERTISING** — Time for the agency to investigate, write, place and monitor all AdWords, as well as provide to effectiveness reports/analytics on a quarterly basis.4 HOURS
 - **Banner Ads:** Time for the agency to design and program online banner ads for the DDA’s advertising campaign. *(Estimated at 8 total hours.)*.....NO CHARGE

- **STRATEGIC PLANNING** — Time for the agency to update the Tactical Plan spreadsheet as required, to reflect the input of downtown area merchants, the expenditures approved and media placed by the client.....2 HOUR

- **SOCIAL MEDIA ADVERTISING** — Time for the agency to update and place ongoing social media ads, including all copywriting, design, production and reporting. *(Client to handle all copy and image postings in house.)*3 HOURS

- **WEB DESIGN** — Time for the agency to create new web graphics for the client’s web vendor to use when programming the new site. Will include home and key page layouts. *(Does not include programming.)*6 HOURS
 - **Slider Graphics:** Time for the agency to design four slider graphics for the client to upload. The headlines would be: Dine, Enjoy, Play, and Shop. *(Estimated at 8 total hours.)* Additional graphics to be created by the client or its web programmer.....NO CHARGE

SCOPE OF SERVICES AGREEMENT FOR THE CITY OF DAYTONA BEACH DDA

Prepared by GOLD • Friday, August 19, 2016

Terms & Conditions

MONTHLY AGENCY FEE

The total amount to be billed for these services and hours each month for three consecutive months is **\$3,200**. Additional hours if required will be at a rate of \$95 each for work approved in advance by the client in writing. The monthly fee does not include reproduction expenses (*such as printing or media*), which would be estimated and approved by the client before monies are expended.

NOT INCLUDED

The agency's monthly fee does not include any work requested by other DDA vendors or merchants, additional services, or any materials for special events or the Farmers' Market. Also not included are social media postings, website maintenance or updates, web programming, or web S.E.O.

COMPETITIVE QUOTES

GOLD will obtain competitive quotes for all marketing production or media services or expenses requested by the client, including those from local Daytona area vendors. The DDA's designated representative must approve such costs in advance.

PLEASE NOTE: *The monthly fee will be invoiced prior to the month of service and due upon receipt. A late fee in the amount of 1.5% will be due on all invoices that are not paid within thirty days of the date of the invoice. For out-of-pocket expenses, fifty percent of the total estimated amount will be billed upon approval and due upon receipt. The final amount will be billed and due upon project completion. Estimates for out-of-pocket costs are valid within 10%. Any additional hours required for agency services will be estimated at a rate of \$95 each and approved in advance. The total amount will be invoiced upon completion and due upon receipt.*

(Print Name)

(Date)

(Signature)

APPROVED FOR THE CITY OF DAYTONA BEACH/DDA



AGENDA ITEM: 9

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: August 19, 2016

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: 2017 In-Room Concierge Book Funding

For the past few months, Deb Smith, See Coastal Media, Inc. has been working with staff to identify merchant participants in the In-Room Concierge Book. Seven merchants have committed to participating in the book. Based on the response, staff recommended a three page buy in the In-Room Concierge Book for 2017. See-Coastal Media, Inc. has agreed to share the cost of the fourth page with additional editorial content about Downtown Daytona Beach. See Coastal Media, Inc. has submitted a proposal of \$14,825 for the four pages.

Revenue:

	Confirmed
Merchant Participation:	\$4,125
Downtown CRA	\$1,975
Sweetheart Trail	\$ 975
Farmers' Market:	\$1,975
<u>Daytona Tortugas Trade:</u>	<u>\$1,975</u>
Total:	\$11,025

Expense (In Room Concierge Book): \$14,825

The Daytona Tortugas are proposing a trade of advertising value with the DDA, similar to the request for the last four years. The Tortugas would place a ½ Page color Riverfront Shops of Daytona Beach ad in the game-day program. The Cubs have 70 scheduled home games during a season with an average attendance of 2,500. The game attendance includes fans with similar demographics that are targeted for the Riverfront Shops of Daytona Beach.

In return the DDA would advertise the Daytona Tortugas in the following materials:

- 2 Spaces in In-Room Concierge Book
- Feature Ad on the DDA website

The DDA has \$25,000 budgeted in the Merchant Co-op line item for FY 2016/17.



Insertion Order

This authorization is to insert advertising as follows:

New New Contact Renewal Superseding



Terms & Conditions

AD DEADLINES are strictly enforced. Advertiser must notify Publisher of ad changes prior to space close date if Publisher is to make changes or supply ad changes to mechanical specifications prior to materials due date. Changes received after materials due date will be processed if possible (at Publisher's discretion); otherwise previous advertisement will be rerun.

AD CONTENT - Publisher reserves the right to refuse content or advertising incompatible with publication's character.

Advertiser is completely and solely responsible for advertising content. Advertiser shall indemnify and hold Publisher harmless against any demands, claims or liability resulting from the publishing Advertiser's ad regardless of who created the advertisement.

AD ERRORS - If Publisher or Printer commits an error in printing Advertiser's ad, Publisher will not under any circumstances be liable for more than the cost of the space occupied by the error. If error is one of omission, ad will publish in the next issue. If there are any errors in listings or free value added items, advertiser is still responsible for 100% of the cost of the ad.

DIGITAL ADS must adhere to Publisher's specifications. Publisher is not responsible for errors from improperly prepared advertisements, those submitted without a proof, and/or changes to ads Publisher makes at advertiser's request. Incorrect orientation or sizes not corrected by advertiser will be corrected at Publisher's discretion at no risk to Publisher.

ADVERTISEMENT DESIGN/PRODUCTION Ad may be produced at no charge if IO is not agency commissionable. All materials designed by Publisher are exclusively for use in its publications. NO ADDITIONAL CHARGES for first 3 proofs. Additional proofs \$50.

CANCELLATION requests are due in writing, by certified return receipt to address below, 30 days, prior to space close date indicated herein. For Agreement cancellations or breaches, Advertiser will be charged at Earned Rate.

EARNED RATE - Advertisers billed at the two issue earned rate will have the rate adjusted to the one time rate and will be re-invoiced for the difference in the event that the Advertiser does not complete the contracted 2nd issue. One time rate for one issue is 20% higher than the two time rate, for non premium positions. Premium position one time rate is 40% higher than rate card rates. Mixed sizes of ads in a campaign are calculated individually for earned rates.

AD PLACEMENT, unless specified herein, is at Publisher's discretion.

PUBLICATION DATES are estimates. Publisher is not liable for time-sensitive advertising.

AUTHORITY Signatory represents and warrants to have the authority to execute this Agreement and shall indemnify Publisher for any lack thereof.

VENUE for judicial proceedings to enforce any provision of this contract including actions for nonpayment will be settled in Volusia County, FL. In the event Advertiser and/or Agency default or are otherwise late in payment, Advertiser and/or Agency shall be totally liable for all collection expenses including but not limited to reasonable attorney's fees and court costs incurred by Publisher.

PAYMENT TERMS - For all new business first monthly installment is due with this order. Future payments are due by credit card each month or if credit is approved, payment is due upon invoice each month. Accounts delinquent 30 days will be billed to credit card on file. A finance charge of 1.5% per month is added to balances 30 days or more overdue. PayPal available for your convenience on pre-approved credit.

BILLING WILL BE ISSUED IN THE MONTHS INDICATED.

IO v1_2/18/2014

Advertiser: DAYTONA DEVELOPMENT AUTHORITY **Date:** 3/21/16

Advertiser Address: 301 S. Ridgewood Ave., Daytona Beach, 32114

Corporate Name: The City of Daytona Beach

Ad Agency: Gold and Associates for Creative

Contact Name & Title: Jason Jeffries, Project Manager

Billing Address: PO Box 2451

City: Daytona Beach **State:** FL **Zip:** 32115

Telephone: 386-671-8183 **Fax:** 386-671-3348

E-Mail: JeffriesJ@codb.us **Invoice:** E-Mail

Publication: In-Room Concierge Daytona Beach 2016-17

Ad Size: 2 1 2/3 1/2 1/3 1/4 1/8 1/6 V H Bleed **Other:** 4 PAGES

Issue 1 Year: 20 16-17 Close Date: 8 / 5 / 20 16 Materials Due: 8 / 12 / 20 16

Installment billing months: J F M A M J J A S O N D

Gross Monthly Rate: \$ To be billed at \$ 14,825 NET Per mo for 1 months

SPECIAL 4 PAGE RATE FOR 2016-17 ONE TIME ONLY

Ad Size: 2 1 2/3 1/2 1/3 1/4 1/8 1/6 V H Bleed **Other:**

Issue Year: 20 Close Date: / / 20 Materials Due: / / 20

Installment billing months: J F M A M J J A S O N D

Gross Monthly Rate: \$ To be billed at \$ NET Per mo for months

Net Includes: Multi-Market -5% %

If paid by -4% ANNUAL Pre-pay (checks only) \$ saving \$

Position: None Back Cover Inside Front Cover

Inside Back Cover Other:

Special Instructions:

Section: Activities Dining Shopping Special Section

Check all that apply & attach:

Coupon Map Printed data listing "What's New" Web Data Listing Press release Additional web

NOTES:

Changes and cancellations must be in writing and will be effective with first available issue based on space close date indicated. Covers, other premium and specified positions purchased require a 90 day written cancellation notice.

First Payment Required for all new Advertisers, or credit application:

Check received for first PMT # Credit card authorization on separate form.

For future invoices, credit card will be billed if monthly payment is not received within 30 days.

THIS AGREEMENT is binding upon the execution of the parties and cannot be changed by any verbal instruction. This agreement is subject to the fact the Advertiser/Corporation has read, understands and agrees to all terms and conditions stated herein.

Authorized signature of advertiser

Date

Print Name

Title

OFFICE USE ONLY

Sales Representative: _____

Tearsheet (Agencies only) _____

Split with _____

Publisher Acceptance: Deb Smith 386-562-2213

Date 3/21/16

Make checks payable and remit to: **SEE Coastal Media, LLC**

PO Box 1971, Daytona Beach, FL 32115 | Phone: (800) 557-2641 | Fax: (800) 746-1135