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

AGENDA

Tuesday, July 23, 2013 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:**
 - a. **June 17, 2013 Joint Workshop**
 - b. **June 25, 2013 Regular Meeting**
4. **DDA Monthly Financial Report**
5. **Farmers' Market Update**
6. **Discussion: FY2013/14 Downtown Event Support**
7. **Discussion: Downtown Strategic Priorities**
8. **Public Comments**
9. **Board Comments**
10. **Adjournment**

**JOINT WORKSHOP
DOWNTOWN/BALLOUGH ROAD
REDEVELOPMENT AREA BOARD AND
DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Monday, June 17, 2013**

A Joint Workshop of the Downtown/Balough Road Redevelopment Area Board and the Downtown Development Authority was held Monday, June 17, 2013, at 4:00 p.m. in City Hall Conference Room 116, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Downtown/Balough Road Board Members Present

Mr. Al Smith, Jr., Chair
Mr. Robert Abraham
Mr. Larry Robinson
Dr. Kent Sharples
Mr. Daniel Harshaw
Mr. Paul Zappitelli
Ms. Cathy Washington (arrived at 4:30 p.m.)

Board Members Absent

Mr. Scott Weidman
Mr. Robert Johnson

Downtown Development Authority Members Present

Mr. Robert Abraham, Chair
Ms. Kelly White
Ms. Tammy Kozinski
Mr. Joseph Hopkins
Ms. Sheryl Cook (arrived at 4:07 p.m.)

Staff Members Present

Mr. Reed Berger, Redevelopment Director
Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Bob Jagger, Deputy City Attorney
Ms. Carrie Lathan, Assistant City Attorney
Ms. Jeanne Tolley, Redevelopment Technician
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Smith called the meeting to order at 4:05 p.m.

2. Roll Call

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

Mr. Smith stated the purpose of the workshop was to review the basics and possibly come up with ideas on how to move forward. He noted both Boards served in an advisory role to the City Commission.

3. Board Training

Ms. Lathan presented information regarding the sunshine Law and Code of Ethics.

Mr. Jeffries presented information regarding the responsibilities of each Board. He stated the DDA was created in 1972 and has the authority to levy taxes and approve funding. In 1980, the CRA and Downtown Redevelopment Area were established. The Redevelopment Board has the authority to review site plans; however, the Redevelopment Area budgeting authority remains with the CRA.

Mr. Abraham stated the DDA is an independent taxing body, not an advisory board. He stated the DDA adopts its own budget, which was part of the City's budget, and carried out programs without supervision by the City Commission. Mr. Abraham stated a year ago the DDA had assumed management of the Farmers' Market through a contract with the City.

Mr. Smith stated the Redevelopment Board membership included a Design Professional and a representative of the Planning Board.

4. Discussion Item: Strategic Planning for Downtown Redevelopment Area

Mr. Jeffries reviewed the finances for Downtown and explained how the money was allocated. He stated the revenue for the 2012/13 budget for the DDA was \$770,000, which was down from \$1,500,000 four years ago. Mr. Jeffries stated there is debt service for the DDA for the Magnolia Streetscape from the 1980's in the amount of \$200,000 for the year. He stated the budget covered salary expense for staff and office expenses, funding for maintenance, marketing, and expenses that may be associated with proposed projects.

Mr. Jeffries stated the capital budget for the year was \$1,560,991 with \$962,870 remaining. He stated funding was included for improvements to the Jackie Robinson ballpark.

Mr. Smith asked for the status of Manatee Island.

Mr. Berger stated funding was included for additional work on the Dog Park but essentially Manatee Island was done. He stated funding for other projects was on hold due to the ISB streetscape design not being complete.

Ms. Kozinski asked if lighting on Beach Street would include the palm trees and electrical improvements for the Farmers' Market.

Mr. Jeffries stated yes.

Mr. Smith asked if the Public Market was still being considered.

Mr. Jeffries stated a report that was about 90% complete was presented to the Redevelopment Board and the report had not been moved forward.

Ms. Cook stated \$962,000 was shown as being available with \$20,000 for the dog park. She stated it was her understanding that all but the \$20,000 will be allocated to ISB streetscape.

Mr. Jeffries stated it will be less because funding was needed for the lighting project.

Mr. Harshaw asked for the timeframe for ISB. He asked how traffic would flow if the Orange Avenue Bridge was started and ISB was under construction.

Mr. Berger stated the project would be sequenced so all streets would not be blocked at the same time.

Ms. White stated that construction of the Orange Avenue Bridge was targeted for late 2014.

Mr. Berger stated the City was also working on the wayfinding signage and they would be better equipped on routing of traffic.

Mr. Smith stated he thought the Capital Projects list should reflect more of what was being done.

Mr. Berger stated what was presented was an old list and stated that priorities should be determined.

Ms. Washington stated the report should show where funding was going and for which project.

Ms. Cook stated west ISB would be at the top of the priority list and asked who will determine priorities.

Mr. Berger stated customarily the Boards offered priorities of projects then communicated to the City Commission.

Mr. Abraham asked how the list of priorities could be changed.

Mr. Berger stated it got changed when the Board made a recommendation and it became part of a proposed budget amendment before the City Commission.

Mr. Zappitelli stated at the rear of his building and behind Jessup's, on Beach Street, there was no parking and additional land needed to be purchased for parking. He stated businesses would not be able to continue if there was no parking for guests.

Mr. Berger stated land had been purchased in the area and additional property was available for sale. He stated staff was working on the parking concerns. Mr. Berger suggested allocating funding for parking since it was critical.

Mr. Smith stated the Riverfront Master Plan addressed parking issues. He stated he thought there was a perceived parking problem and the wayfinding signs needed to be installed to direct people to available parking.

Ms. Kozinski stated there was a lack of parking on Beach Street where Mr. Zappitelli's business was located.

Mr. Berger stated staff was working on opening Federal Lane to gain access to parking in that area.

Mr. Harshaw stated parking along ISB needed to be eliminated because people driving along ISB cannot see where there were available parking lots because of the congestion of cars parked along the street.

Mr. Abraham stated he did not agree with that. He stated if cars were not allowed to park on ISB, they would have to park somewhere and it did not make sense to take away parking if it could be replaced.

Mr. Zappitelli stated if parking was available at the rear of the businesses, the businesses would have two entrances and the area could be developed like a square.

Ms. Cook asked that someone check the alley way next to the Magic Shop for parking signage.

Mr. Smith stated it seemed the consensus of the Board's priorities was parking, lighting, and wayfinding signage. He stated the dog park was finished, the Public

Market would not happen any time soon, and nothing further will be done on Manatee Island.

Mr. Jeffries stated he would present the priority list to the Redevelopment Board at its July meeting for finalization.

Ms. Lathan and Mr. Jagger left the meeting at 5:20 p.m.

Mr. Jeffries stated Bob Gibbs did the retail study and he and Mr. Gibbs would be attending the ICSC show in August to promote the Downtown area. Mr. Gibbs had made initial contact with retailers and some wanted more information on the area. Mr. Jeffries stated that Gold & Associates had designed a page that would be included in the materials presented to the potential retailers providing information about the area.

Mr. Zappitelli suggested a photo be taken of his business to be included in the packet.

Ms. Kozinski asked that the materials be red-lined to show proposed parking.

Mr. Harshaw stated the materials should make reference to the fact that the Downtown shopping area was within ½ to one mile to the proposed Hard Rock and within one mile of the Russian project.

Mr. Smith asked if there was support from the local realtors for the product they were trying to sell when Mr. Jeffries attended the ICSC show.

Mr. Berger stated he did not believe there were any issues with the commercial realtors.

Mr. Jeffries stated he had met with the commercial realtors about what was proposed for downtown. He stated that he still hears that some realtors feel Downtown was dead.

Mr. Berger stated realtors should attend the ICSC to represent Daytona Beach.

Mr. Harshaw stated drawings of west ISB should be included to show what it will look like.

Mr. Jeffries provided an overview of the Riverfront Master Plan and the implementation schedule.

Ms. White stated the Riverfront Master Plan showed steps to the river. She stated they currently under utilized water access and it would be a good way to access the river for paddle boarding and kayaking.

Mr. Berger stated he had forwarded that item and there was no interest to pursue it.

Ms. White asked if it was presented to the City Manager's office.

Mr. Berger stated yes.

Ms. Kozinski stated that access to the river would bring people Downtown.

Mr. Robinson stated they did not take advantage of the water front. He stated it could be done but it would take money.

Ms. Washington stated it would be good to know the cost since it would be a draw for the area.

Ms. White stated if the Board was interested, she would bring it up during Commissioner Comments at the City Commission meeting.

Mr. Smith stated he wanted to make sure the City Commission and City Manager knew the Riverfront Master Plan was still something the Board believed in. He stated he understood funding constraints. Mr. Smith stated that one of the reasons the plan got shelved was because of concerns about closing roads. He stated there were still issues regarding parking that the Riverfront Master Plan addressed; he stated there were issues with water access; and there were issues about events held in Riverfront Park and the plan addressed all of those issues. He stated that he would like to see the access to the water addressed and the plaza issues corrected.

Ms. White stated Orange Avenue was about to begin and then ISB. She asked at what point they wanted to tear up part of Beach Street as well.

Mr. Smith stated he had spoken with some Commission members and some believed Beach Street should not be reduced to two lanes.

Ms. Kozinski stated Beach Street was too fast and reducing it to two lanes would slow the traffic down.

Mr. Abraham stated he was in favor of making Beach Street two lanes but did not think it was feasible right now. He stated he thought the plaza idea was accomplishable and parking was in dire need. He stated utilization of the water was important. He stated he thought they should focus on those three things and accomplish what they could.

Ms. Kozinski asked if the speed limit could be reduced on Beach Street.

Ms. White asked what the design cost was for two-laning Beach Street.

Mr. Berger stated it was \$1,000,000.

Mr. Jeffries stated he would provide the items that have been discussed at the July 2 Redevelopment Board meeting for prioritization and a vote by the Board at that time.

Mr. Abraham asked Mr. Jeffries to bring the same information to the DDA so they can take action on it as well.

5. Discussion Item: Downtown Marketing and Promotion (DDA)

The Board did not discuss Downtown Marketing and Promotion.

6. Discussion Item: Strategic Planning for Ballough Road Redevelopment Area

Mr. Jeffries reviewed the finances for Ballough Road and explained how the money was allocated. Mr. Jeffries stated the revenue was about \$160,000 and there were two grants, Sunset Harbor and Caribbean Jack's. He stated when those two projects were developed, the City entered into a long-term agreement with them for reimbursement.

Ms. White asked what the engineering report said about the bridge.

Mr. Berger stated that at the median high tide, they can get 7-1/2 to 8 feet of clearance.

Ms. Cook asked for the status of the relocation of the Salvation Army.

Mr. Berger stated it was the City's desire to continue to work with the Salvation Army to relocate their facility.

Ms. Cook asked how a restroom could be located at a City park and not be used by the homeless.

Mr. Jeffries stated Holly Hill built a similar facility and ended up demolishing it.

Mr. Berger stated there were a lot of problems in managing such a facility.

Mr. Harshaw asked how high of a priority it can be to spend \$77,000 on a bathroom.

Mr. Berger stated the design was done and it was the same as what was in Sam Butts Park.

Mr. Smith asked that Mr. Berger speak about the connecting point with Marina Grande and what Holly Hill had done as far as improvements.

Mr. Berger stated they were exploring the idea and had previous discussions with Holly Hill. He stated there was interest by Marina Grande to make some improvements and to add some amenities.

Mr. Harshaw asked if Terra Mark was dead.

Mr. Berger stated yes for now.

Mr. Harshaw asked if the land was for sale.

Mr. Berger stated no.

7. Discussion Item: Redevelopment Project Updates

Mr. Smith stated they needed to be mindful of the former car lot sites.

Mr. Jeffries stated they needed to start focusing on targeted development sites, which would include the car lots and the Harley museum site.

Mr. Berger stated he was talking with the attorney regarding the car lot sites and asking why something could not be done with the perimeter area.

Mr. Robinson asked what happened to the health food store that was to go into the former bus station.

Mr. Jeffries stated they were working on it and had hired an engineer.

Ms. Kozinski stated she hoped Mr. Jeffries would include materials on the ground breaking of the project at the corner of Palmetto Avenue and Magnolia Avenue in the packet for the ICSC show.

Mr. Harshaw suggested Mr. Jeffries talk with the County about closing the County Building to make that property available.

Ms. Kozinski stated adding it to the tax rolls would be beneficial.

8. Citizen Comments

Mr. John Nicholson, 413 N. Grandview Avenue, stated the pavers on Magnolia Avenue were a problem and asked that stamped concrete be used. Mr. Nicholson suggested that trash cans be something that could not be damaged. Mr. Nicholson stated the fish feature will be removed from the arches and suggested that they be saved. He suggested the globes be replaced with coquina so they could not be damaged. Mr. Nicholson stated the pavers around the trees were a problem. He talked about the sequencing of events, such as Orange Avenue, ISB, Beach Street,

Oak Ridge Boulevard, and East ISB and stated they must be prioritized. Mr. Nicholson suggested that a ½ bridge be considered at Root Canal that only goes up halfway. Mr. Nicholson stated that the mechanism from Silver Beach Avenue could be used at that site. He stated the boats will be permitted to come in on the river at Riverfront Park or the bike path will be installed. He stated that both could not be done. Mr. Nicholson stated there should be an entity at Sickler Park that will fund the maintenance of the park. He stated that a small scale restaurant and patio could be installed with restrooms on the outside and the restaurant would provide money to maintain the park.

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 6:38 p.m.

Al Smith, Jr., Chair
Downtown/Balough Road
Redevelopment Area Board

Becky Groom
Recording Secretary

Robert Abraham, Chair,
Downtown Development Authority

**DOWNTOWN DEVELOPMENT AUTHORITY
MINUTES
Tuesday, June 25, 2013**

The regular meeting of the Downtown Development Authority was held Tuesday, June 25, 2013, at 8:00 a.m. in Conference Room 149B of 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

Board Members

Mr. Robert Abraham, Chairman
Mr. Joseph H. Hopkins
Ms. Tammy Kozinski
Ms. Kelly White

Board Members Absent

Ms. Sheryl Cook

Staff Members Present

Mr. Jason Jeffries, Redevelopment Project Manager
Mr. Bob Jagger, Deputy City Attorney
Ms. Jeanne Tolley, Redevelopment Technician
Ms. Becky Groom, Board Secretary

1. Call to Order

Mr. Abraham called the meeting to order at 8:09 a.m.

2. Roll Call

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

3. Approval of Minutes

a. May 28, 2013 Regular meeting

Ms. White stated that Ivy was misspelled on Page 4 and there was a typo in Paragraph 9, Page 7.

Board Action

Ms. White made a motion to approve the minutes of May 28, 2013, as corrected. Ms. Kozinski seconded the motion and it was approved unanimously (4-0).

b. June 12, 2013 Special Meeting

Board Action

Mr. Hopkins made a motion to approve the minutes of the June 12, 2013, meeting. Ms. White seconded the motion and it was approved unanimously (4-0).

4. DDA Monthly Financial Report

Mr. Jeffries presented the financial report through June 17, 2013. He stated the budget was \$159,000 and, to date, expenses totaled \$105,000.

Mr. Jeffries stated, to date, the Farmers' Market received \$23,368 with expenses to date of \$20,710. He stated there was currently a surplus of \$2,657.97. Mr. Jeffries stated the expenses for the month included a purchase of barricades and temporary handicapped signs. He stated he expected expenses for the remainder of the year to be about \$3,100. He stated that Ms. Foster had requested to purchase a laptop for use at the Market so he was requesting a transfer to cover the anticipated expenses. Mr. Jeffries stated the laptop would become the property of the DDA.

Mr. Abraham stated an email had been provided from Ms. Cook, who was unable to attend the meeting and read the email for the record.

Regarding Ms. Cook's comment, Mr. Jeffries stated the Board had authorized \$8,000 in expenses but all of the payments had not yet been made from that fund.

Ms. Kozinski asked what the balance would be in the account if all of the bills had not been paid.

Mr. Jeffries stated the Board authorized \$8,000 in advertising expenses and that was the total amount that will be billed. It would cover the expenses for advertising through the summer.

Mr. Jeffries stated currently the Supplies Budget was overspent by \$1,233 and asked that the Board approve a budget transfer to cover the overage.

Ms. Kozinski stated the citrus vendor was currently not at the Farmers' Market because they did not have product to sell. She stated some of the drop-off noted in the report was due to seasonal products sold by the vendors.

Board Action

Ms. White made a motion to transfer \$500 from Booth Merchandise; \$500 from Market Events; and \$1,100 from Marketing to Supplies. Mr. Hopkins seconded the motion and it was approved unanimously (4-0).

5. Adoption of Millage Rate for Fiscal Year 2013/14

Mr. Jeffries stated the estimated taxable value in the Downtown had increased 0.67% to \$100,417,684. He stated if the 1.000 mill tax rate was adopted there would be a tax increase.

Mr. Abraham stated the proposed rate was the rollback rate of 0.9975. He stated if the Board adopted the 1 mill rate as it had in the past and the City adopted the rollback rate, there will be expenses for advertising if the DDA continued to adopt the 1 mill tax rate since it would be a tax increase above the rollback rate. Mr. Abraham stated the Board will have another opportunity to review the tax rate. He agreed with Ms. Cook's comments and felt the 1 mill rate should be adopted.

Mr. Jeffries stated the City Commission will not take action on the tax rate until July 17 but the DDA must set their rate so the Finance Department can calculate the overall tax rate for the City. He stated the increase will generate about \$250 additional for the DDA.

Mr. Abraham stated they had been at the 1 mill rate for several years and stated when property values started increasing substantially there was an opportunity to generate more revenue for the DDA. He stated the DDA tried to be consistent with the City Commission in going with the roll back rate. Mr. Abraham stated a tentative decision should be made today by the Board.

Mr. Abraham stated there will be advertising costs if the City Commission adopted the roll back rate and the DDA adopted 1 mill.

Mr. Jeffries stated there should not be any advertising costs to the DDA since it will be included as part of the City's ad. He stated at the next DDA meeting, they will know what direction had been provided to the staff by the City Commission since the Commission will have met to tentatively adopt the millage rate on July 17.

Ms. Kozinski asked Mr. Abraham if the Board went to the rollback rate, if it would be difficult to go back to the 1 mill in the future.

Mr. Abraham stated in the past the Board adopted the roll back rate and then went back to 1 mill the following year. He stated if there were no additional advertising expenses due to the DDA adopting a different rate than the roll back rate, he would be in favor of adopting the 1 mill rate.

Board Action

Ms. White made a motion to tentatively set the tax rate of 1 mill. Ms. Kozinski seconded the motion and it was approved unanimously (4-0).

6. Adoption of Fiscal Year 2013/14 Budget

Mr. Jeffries stated there was \$96,159 in projected revenue from ad valorem taxes and \$30,875 from the Merchant Co-Op Program. He stated Page 18 of the packet outlined the proposed expenses. Mr. Jeffries proposed a total budget of \$127,100.

Ms. White asked why there was an increase for Google advertising.

Mr. Jeffries stated there had been a lot of response to the Facebook advertising; and when it was running, 300 to 400 new likes were gained. He stated there was an increase in the search engine marketing because there had been a lot of money put into the website and the goal was to attract more people to the website which will draw people to the merchants.

Ms. White asked if the film festival will be held this year.

Mr. Jeffries stated the film festival will be held indoor this year. He stated the movie in the park will not be held next year, which was what the DDA funded in the past.

Ms. White asked if the Art of the Auto will be held.

Mr. Jeffries stated yes.

Ms. White asked about the increase in domain names.

Mr. Jeffries stated the names were purchased two years before and they were scheduled for renewal.

Ms. Kozinski asked about the Home for the Holidays event.

Mr. Jeffries stated the promoter planned to expand it to a Friday/Saturday event so he increased the budget for the event.

Mr. Abraham read Ms. Cook's comments about the budget and asked that her comments regarding the budget be addressed.

Mr. Jeffries stated that right now, he was projecting an increase by \$2,000 to \$18,000.

Mr. Jeffries stated the Board needed to make a recommendation so the budget could be included in the total City budget proposal. He stated there will be an opportunity for the Board to again review the budget at the July and August meetings.

Mr. Abraham stated Ms. Cook commented she was worried about merchants participating on the website and income they thought they were getting.

Mr. Jeffries stated he projected they will get 12 additional listings and was hoping to get additional merchants to buy into the website.

Mr. Abraham stated he had concerns about that as well. He stated someone could go out of business after the ad had been placed and the Board had been committed to the cost and the merchant will not have the ability to pay or the City had trouble collecting the fee. Mr. Abraham asked if the fee could be collected prior to the ad being placed.

Mr. Jeffries stated generally they were paid up front. He stated next year he was thinking of collecting a 50% deposit on the bigger advertising packages.

Mr. Abraham stated they were taking a risk since generally they were extending credit and he was not sure they should be doing that.

Board Action

Ms. Kozinski made a motion to approve the preliminary budget as presented for FY 2013/14. Ms. White seconded the motion and it was approved unanimously (4-0).

Mr. Jeffries asked if the motion included the Farmers' Market budget.

Mr. Abraham stated it was included as part of the overall budget.

Mr. Jeffries stated Jennifer Pallai from Gold & Associates was in attendance.

Mr. Jeffries stated the number of likes on Facebook was up to 2,365. The e-newsletter will be distributed later in the week and the e-newsletter for Front Porch Friday went out earlier in the week. Mr. Jeffries stated the next e-newsletter will go out the second week of July and the television commercials were currently running.

Ms. White stated the workshop held with the merchants regarding Facebook and social media was very productive and stated more people were sending in events to be posted on the Facebook page.

Mr. Abraham asked Ms. Pallai how she felt about the activity on the website.

Ms. Pallai stated it was good but she would like more participation by the merchants, such as posting positive comments and photos of events.

Mr. Abraham asked if she had suggestions on how they could get the merchants more engaged.

Ms. Pallai stated there were new participants at the workshop and stated they were informed she was there to help them. She stated it was important they continue the dialogue with the merchants.

Ms. Kozinski stated that, as a merchant, it was difficult to find the time to take photos to post on Facebook or to make comments. She stated some of the new businesses opening in the Downtown area were owned by younger people who see the value of social media.

Ms. White asked when the next rack card will be printed.

Mr. Jeffries stated he thought he had enough for the remainder of the year and will reprint the card in January, 2014.

Ms. Kozinski asked if the CVB Facebook page had been linked with the Downtown Facebook page.

Ms. Pallai stated she would check to make sure that had happened.

Ms. White stated the CVB had been very complimentary.

Mr. John Nicholson, 413 N. Grandview Avenue, stated several years ago he recommended the trolley go through Downtown. He stated Votran will be asking the City for \$400,000 for funding of the trolley. Mr. Nicholson asked if the trolley did not benefit Downtown, why have it?

Ms. White stated she liked the idea of the trolley but she did not think it ran enough. She stated if it made a loop down Main Street and through Downtown and then back to beachside it would be better but she did not think there was enough traffic to generate the trolley through that area.

Mr. Abraham stated he did not think there was much benefit. He stated it did not seem to work here as it does in some cities in moving the tourists around.

Mr. Nicholson stated the concept of the trolley was to go down Main Street. He stated Main Street had 14 restaurants and Broadway had 7. Mr. Nicholson stated Votran said the trolley could not go on Main Street because of the Main Street Bridge but noted it could turn left at Halifax and go across ISB. He suggested the trolley run every 15 minutes.

Mr. Abraham suggested it run during peak times.

7. Discussion: FY 2013/14 Downtown Event Support

Mr. Jeffries stated he was looking for direction from the DDA for events for next year. He stated there were monthly events, such as Front Porch Fridays and Cinematique. Mr. Jeffries stated there were signature events, such as Octoberfest, Biketoberfest, the Halifax Art Show, and Unwrap Our Holiday Charm and he had been approached about doing a one day ladies bike event in the park. He stated events tied to the “Unwrap Our Holiday Charm” theme included Home for the Holidays, the wine walk, and the boat parade. Mr. Jeffries stated the wine and chocolate walk was in February Bike Week was in March with possibly the ladies bike event and in April, the Art of the Auto was planned. He stated these events got significant marketing support from the DDA. He stated the events were listed on the calendar of events on the website, featured in the e-newsletter, posted on the Facebook page, listed in the calendar of events in the newspaper and street directories, and mentioned in press releases. Mr. Jeffries stated signature events received financial support through waiving of permit fees and additional advertisements.

Mr. Abraham asked about the film festival.

Mr. Jeffries stated it will be held indoors but they would still promote it even though it will not be held in the park.

Ms. White asked about the agreement for Home for the Holidays.

Mr. Jeffries stated it was a 3 year agreement with a one year renewal option. He stated the City had automatically renewed it for this year but there was no commitment for funding.

Ms. White stated they had the right to hold the event but they did not have to fund it.

Mr. Jeffries stated the previous year the City Manager matched the DDA contribution from the City Manager’s budget.

Mr. Al Smith, Chair of the Downtown/Balough Road Redevelopment Area Board, stated the numbers were down for the wine walk so if it was held it would have to be done at another time of year due to competing events. He stated the primary person wanted for downtown was 50+ and Facebook did not draw them. He stated that age group was more drawn by traditional advertising, such as radio, newspaper, and television. Mr. Smith stated marketing needed to be geared more toward events and suggested there may be a better way to integrate the funds to have Gold & Associates come up with ads for specific events. He stated bringing

the Dream Cruise to Beach Street in the fall would be a great event with the people Downtown wanted.

Ms. Kozinski stated Home for the Holidays was not the target group they were looking for but the ladies motorcycle riding event would fall into the group. She stated that demographic was who they were looking for and they had the disposable income to come back after the event. She stated she was concerned nothing was done over the summer so they should try to create something to bring people to the Downtown during the summer and draw local traffic.

Ms. White stated it would be good if they had strong quarterly events then something monthly with more sponsors but the budget was only \$20,000. She stated they should look into getting a long-term commitment from people doing the events.

Mr. Abraham stated one of the challenges was the amount of money they had to spend. He stated he liked the idea of redirecting marketing to emphasizing the events more if it can be done without increasing the budget. He stated they did not gain much from paying more permitting fees. Mr. Abraham stated he liked the idea of a summer event but someone would have to put it on. He stated it was not up to the DDA to hold an event. Mr. Abraham asked how the Front Porch Fridays were doing.

Ms. Kozinski stated there was a lot of foot traffic on Friday nights during Front Porch Fridays and her Friday sales on that Friday were higher than other Fridays.

Mr. Abraham asked Ms. Pallai to come back with some suggestions based on what she had heard. He stated he liked the idea of promoting a ladies bike event.

Mr. Hopkins asked if Gold & Associates had the capacity in their contract to redirect the marketing effort to support individual events.

Mr. Jeffries stated they will have to look at that since it could drive up the contract cost. He stated events were mentioned in the e-newsletter and on the Facebook page.

Mr. Smith stated the art work was already done for Front Porch Friday and the wine walk so it would be a matter of writing copy for the ad so he did not think Gold would have that much work to do. It would be a matter of redirecting it. He stated Ms. White had done a lot with very little in terms of marketing but there was not a lot behind it to drive people out.

Ms. White stated they could recruit other sponsors. She suggested packaging the events to get good ad buys and target sponsors. She stated Gold could make sure the package met their approval to make sure it looked like our brand. Ms. White

stated she would like to see if they could get a three year commitment from those who wanted to hold events.

Mr. Abraham stated it would be good to redirect money from permitting fees to promoting events.

Mr. Smith stated he would have no problem paying permitting fees if the DDA was paying for the marketing.

Mr. Jeffries asked if it would be worth it to have the DDA require a three year commitment for all of its events. He stated some cities advertised that there were certain events they wanted to hold and were looking for a group to manage them.

Ms. White stated something like that would be worth exploring.

Mr. Abraham stated he thought it may be something to explore but it may turn out to not be feasible. He asked for feedback from Ms. Pallai.

8. Downtown Project Updates

Mr. Jeffries stated he would be presenting a draft priority list to the Downtown Redevelopment Board that was discussed at the recent joint workshop.

Mr. Smith stated he thought the workshop was very constructive and he would encourage everyone to do what they can to implement the Riverfront Master Plan. He stated he had concerns about money going to other projects that had nothing to do with the plan.

Mr. Abraham agreed. He stated he thought the workshop was good and it helped focus the attention of both boards on what was happening Downtown. He stated when the boards were separated, they lost something.

9. Public Comments

Mr. John Nicholson, 413 N. Grandview Avenue, stated Christmas in July was popular elsewhere and suggested it be something the Downtown merchants consider. He stated the requirement to have police officers and fire personnel at events was not needed. He stated he liked the idea of promoting events for children since children would be accompanied by their parents. Mr. Nicholson stated the Beachside had a hippie fest and events should be geared toward older individuals in order to attract baby boomers. He stated fixed advertising was not allowed in the City so a fixed location for advertising should be installed where locals and tourists passing through town could be made aware of events. He stated there were a number of events that could help to bring people Downtown that did not cost a lot of money, such as horseshoes, motorized boating, and

volley ball. He stated there was a need to attract small groups that would come on a regular basis.

Mr. Jeffries asked if staff was to continue to pursue the Home for the Holidays project.

Ms. Kozinski stated she would like to see something but that event did not fit the Downtown.

Mr. Abraham stated he would like Mr. Jeffries to see if something different could be developed.

Mr. Jeffries stated he would get back with the promoter about the event.

10. Board Comments

There were no Board comments.

11. Adjournment

There being no further business to come before the Board, the meeting was adjourned at 9:55 a.m.

Robert Abraham, Chairman

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: July 17, 2013

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Monthly Financial Report

The following is the quarterly DDA financial report with expenditures through July 11, 2013.

BUDGET STATUS

General Activities

| Line Item | Appropriation | Spent to Date As of 7/11/13 | Balance |
|--------------------------|-------------------|--------------------------------|---------------------|
| Contract Services | \$ 1,000 | \$ 817.30 | \$ 182.70 |
| Supplies | \$ 1,500 | \$ 1,199.09 | \$ 300.91 |
| Care and Subsistence | \$ 400 | \$ 174.14 | \$ 225.86 |
| Professional Memberships | \$ 600 | \$ 420.00 | \$ 180.00 |
| Technical Services | \$ 1,500 | \$ 972.91 | \$ 527.09 |
| Professional Services | \$ 45,600 | \$ 38,000.00 | \$ 7,600.00 |
| Co-op Marketing | \$ 50,000 | \$ 27,321.36 | \$ 22,678.64 |
| Downtown Marketing | \$ 30,100 | \$ 16,838.10 | \$ 13,261.90 |
| Downtown Events | \$ 20,000 | \$ 16,117.00 | \$ 3,883.00 |
| Downtown Holidays | \$ 8,750 | \$ 8,540.00 | \$ 210.00 |
| Total | \$ 159,450 | \$ 110,399.90 | \$ 49,050.10 |

Note: Appropriations reflect budget transfers approved at the December 18, 2012 meeting.

Farmers' Market Activities

| Revenues | Projection | Received to Date As of 7/11/13 | | Balance |
|--------------------|------------------|-----------------------------------|--|--------------------|
| Vendor Revenue | \$ 28,800 | \$ 24,190.00 | | \$ 4,610.00 |
| Market Booth Sales | \$ 1,200 | \$ - | | \$ 1,200.00 |
| Total | \$ 30,000 | \$ 24,190.00 | | \$ 5,810.00 |

| Expenses | Appropriation | Spent to Date 7/11/13 | As of | Balance |
|---------------------|------------------|--------------------------|-------|--------------------|
| Market Manager | \$ 14,200 | \$ 11,304.98 | | \$ 2,895.02 |
| Supplies | \$ 3,100 | \$ 2,243.52 | | \$ 856.48 |
| Liability Insurance | \$ 1,265 | \$ 1,101.25 | | \$ 163.75 |
| City Fees | \$ 1,500 | \$ 1,500.00 | | - |
| Marketing | \$ 8,935 | \$ 6,976.25 | | \$ 1,958.75 |
| Market Events | \$ 500 | \$ 238.00 | | \$ 262.00 |
| Booth Merchandise | \$ 500 | \$ - | | \$ 500.00 |
| Total | \$ 30,000 | \$ 23,364.00 | | \$ 6,636.00 |

| | | |
|--------------------|-------------|------------------|
| Profit/Loss | \$ - | \$ 826.00 |
|--------------------|-------------|------------------|

Note: Appropriations reflect budget transfers approved at the June 25, 2013 meeting.

Farmers' Market Revenue Comparison

| | 2011/12 | | 2012/13 | | % Increase |
|-----------|------------------|-------------|------------------|-------------|---------------|
| | Revenue | # Spaces | Revenue | # Spaces | |
| October | | | \$ 2,440 | 53 | |
| November | | | \$ 2,516 | 54 | |
| December | | | \$ 2,619 | 55 | |
| January | \$ 2,420 | 55 | \$ 2,680 | 58 | 10.7% |
| February | \$ 2,464 | 56 | \$ 2,604 | 57 | 5.7% |
| March | \$ 2,552 | 58 | \$ 2,769 | 58 | 8.5% |
| April | \$ 2,585 | 59 | \$ 2,827 | 60 | 9.4% |
| May | \$ 2,424 | 55 | \$ 2,840 | 62 | 17.2% |
| June | \$ 2,312 | 49 | \$ 2,839 | 59 | 22.8% |
| July | \$ 2,224 | 53 | | | |
| August | \$ 2,229 | 52 | | | |
| September | \$ 2,394 | 56 | | | |
| Total | \$ 21,604 | | \$ 24,134 | | 12.4% |



ITEM 6
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: July 17, 2013

TO: Downtown Development Authority

FROM: Jason Jeffries, Project Manager

SUBJECT: FY2013/14 Downtown Event Support

Based on the discussion from last month's meeting, staff and Gold & Associates have discussed how to improve the marketing and promotion of Downtown events supported by the DDA. The recommendation is to allocate the \$18,500 budgeted for Downtown Events in the next fiscal year to specific advertising for the events, instead of reimbursing the City Event Fees. The City Event Fees may be reimbursed by other funding sources. The marketing for the events should follow the Promotional Matrix from the Marketing Tactical Plan (see attached).

During the past year, events occurring in the Downtown received the following support:

- Listed on the Calendar of Events on the Riverfront Shops web page
- Featured in the e-newsletter prior to the event
- Postings on the Riverfront Shops Facebook page
- Listed on the Calendar of Events in the newspaper Merchant Gang Page
- Listed on the Calendar of Events in the street directory

The \$18,500 would be allocated to specific advertising support for the following events:

- Front Porch Friday / Cinematique Under the Stars (Monthly)
- Halifax Art Festival
- Downtown Holidays: Unwrap our Holiday Charm / Home for the Holidays / Holiday Wine Walk
- Art of the Automobile
- Wine & Chocolate Walk

Staff requests further discussion on the proposed event funding for next year.

DOWNTOWN EVENT FUNDING CRITERIA

EFFECTIVE: AUGUST 2012

Summary

The Downtown Development Authority (DDA) is a taxing authority and a dependent, special district of The City of Daytona Beach. Established in 1972, the Authority's purpose is to revitalize Downtown Daytona Beach through the funding of programs that promote the attractiveness of Downtown and promote the development of Downtown Daytona Beach. Currently, the DDA partners with the Daytona Beach CRA to focus on supporting activities and programs that market, brand, and promote Downtown Daytona Beach and Downtown businesses.

The Daytona Beach Downtown Development Authority (DDA) wants to showcase the vibrancy and variety of experiences a visitor can have in Downtown Daytona Beach and support events that compliment the marketing and promotion strategy for the area of Downtown Daytona Beach known as the "Riverfront Shops of Daytona Beach" and will benefit merchants in the shopping and dining district.

The DDA has developed this program to offer financial and promotional support to events and promotions. Requests/proposals from Downtown organizations will be accepted on an annual basis, and reviewed according to the evaluation criteria in this document.

Background

The goal is for Downtown Daytona Beach to be the center of culture, entertainment and dining in the Daytona Beach region. We are working to create a welcoming environment that is a gathering place for people of all ages and interests.

Offering a variety of public, outdoor events is an important part of creating a strong downtown. This program is built upon the basic principal that coordinated, strategic and inter-related promotions and events act together to strengthen the downtown.

The DDA wishes to support events and promotions that will strengthen the arts, entertainment, and retail sectors of Downtown. The desired result is a coordinated offering of downtown events and promotions that:

- Provide a comprehensive and coordinated offering of events and promotions.
- Enhance the image of the Downtown as a destination.
- Expand the programming for Riverfront Park.
- Celebrate the vibrancy of Downtown.
- Strengthen Downtown businesses.
- Increase the frequency and/or length of visits to the Downtown.
- Ensure diversity and distinctness in the events offered.

- Draw targeted audiences into Downtown businesses and arts venues.

The DDA will support two levels of events in Downtown. For **all events** in the Downtown area that meet the basic criteria, the DDA will provide limited marketing support, including listing the event on any published list and on the website. **Signature events** are major festivals designed to draw large audiences with similar demographics as the customer base for the Riverfront Shops of Daytona Beach and are located in the Riverfront Shops of Daytona Beach area. The DDA will provide additional support for signature events that meet the criteria.

Assistance

For all events that meet the criteria, the DDA will provide:

1. "Riverfront Shops of Daytona Beach" graphic elements and standards for usage.
2. Announcement of the event to the Downtown businesses through email.
3. Listing of the event on the Riverfront Shops of Daytona Beach website.
4. Listing of the event on any published calendar of events for the Riverfront Shops of Daytona Beach (could include News-Journal "gang page" ads, in-room concierge book, hotel rack card).

For **Signature** Downtown Events

1. Funds to cover City of Daytona Beach event permitting costs.
2. Promotion of the event in "Riverfront Shops of Daytona Beach" television ads.
3. Promotion of the event in "Riverfront Shops of Daytona Beach" online ads.

The applicant will provide:

1. Budget including expenses, revenues and funding sources
2. Application describing the event/promotion
3. Clean up, security, planning, staffing and management of the event
4. Budget for advertising the event on local radio and mentioning the event is occurring at the "Riverfront Shops of Daytona Beach"
5. Signature events should provide space for a Downtown Daytona Beach booth for the purpose of promoting the Riverfront Shops of Daytona Beach and its merchants.
6. Recap of the event per the form attached including a description of the event, the planner's evaluation of the event, and recommendations for a future event.

Eligibility

For general marketing and promotion support, the event must be located within the Downtown Development Authority (DDA) boundaries and meet the evaluation criteria included in this document. For Signature events receiving direct funding, the event must be located in the

“Riverfront Shops of Daytona Beach” area (see attached map) of Downtown Development Authority and meet the evaluation criteria included in this document.

Requirements

The participating event/promotion will be required to use the Riverfront Shops of Daytona Beach logo and marketing elements in their printed materials, with DDA having approval on placement and size. Any press releases will mention the event being located in the Riverfront Shops of Daytona Beach and sponsored by the Daytona Beach Downtown Development Authority.

Evaluation

Proposals submitted will be evaluated based upon the quality of the proposal and the following requirements:

For all events:

1. Benefit to the Downtown:

- The event/promotion creates a positive image of the Downtown.
- The event will enhance the Downtown’s reputation as the center of art, culture, entertainment, dining, education, and urban life.
- The event is designed to attract customers that are target demographic groups in the Downtown Retail Study prepared by Gibbs Planning Group.
- The event/promotion is coordinated with the Downtown marketing campaign and directs attendees to the Downtown website.
- The event can be enjoyed by a variety of audiences and is not offensive or dangerous. Political and religious programming is not eligible. The event is located in the DDA boundaries .

2. Ease and Ability of Production

- The organization coordinating the event has the capacity to carry out the event/promotion.
- All general organizational elements (security, promotion, staffing, clean up and organization) are managed by the event organizer.

3. Coordination and Collaboration

- The event is coordinated with The City of Daytona Beach Cultural Services Office and has obtained an event permit or the event has been approved in the past.
- The event collaborates with Downtown businesses. Opportunities are created to encourage interaction between businesses and the event attendees. First priority for event participation is given to Downtown businesses.

- Special attention will be paid to efforts that collaborate with other initiatives and resources in the community and other Downtown stakeholders.

For signature events:

- The event is located in the Riverfront Shops of Daytona Beach area.
- There is a direct benefit to Riverfront Shops of Daytona Beach merchants.
- The event is open to the public and free of charge.
- The funds provided by this program will leverage other funds and are used for costs that are incurred by the event.
- For merchant promotions, participation is available to all merchant businesses within the defined district/group. The applying group is united by either:
 - geographic boundaries within the Downtown, or
 - a common theme within the Downtown (example: restaurants, retail)

Submittal and Timing

The DDA will accept and review applications from organizations for events and promotions assistance on an annual basis at their September regular meeting. Applications for consideration during the 2012 /2013 Fiscal Year are due by September 4, 2012. Additional events may be considered during the year. Please allow one month for normal processing. The Daytona Beach Downtown Development Authority retains the right to reject any and all proposals.

Please submit your application using the application form.

RIVERFRONT SHOPS OF DAYTONA BEACH AREA

RIVERFRONT

— SHOPS OF —
DAYTONA BEACH



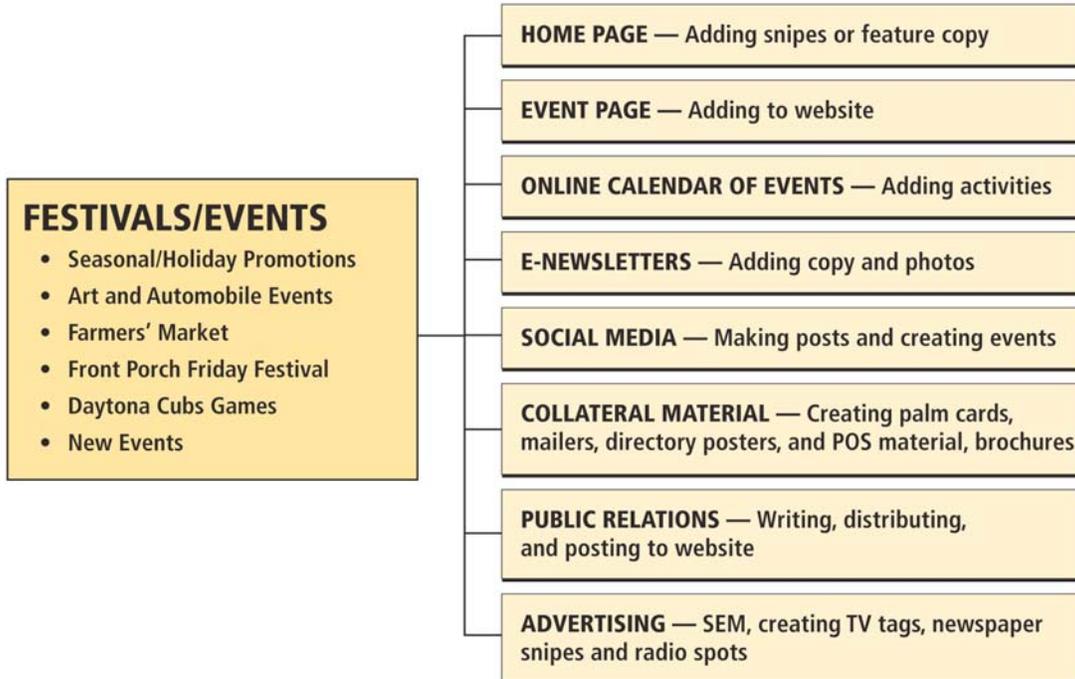
STRATEGIC MARKETING TACTICS FOR DOWNTOWN DAYTONA BEACH

Updated by GOLD • Wednesday, July 17, 2013

TACTICAL PLAN

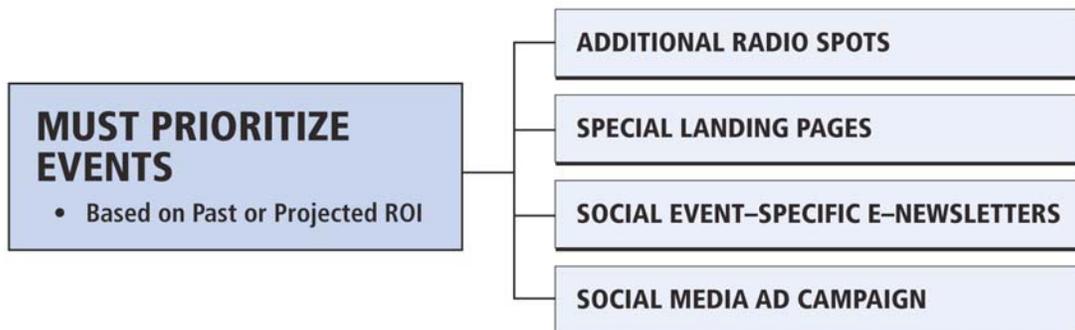
Present Promotional Tactics

The following illustrates the various promotional materials and media that are presently being deployed automatically and continuously by the City of Daytona Beach or GOLD to promote festivals and special events at the Riverfront Shops of Daytona Beach.



Additional Tactics Proposed

The following are additional tools and tactics that are proposed to strengthen our event marketing efforts overall if more funds are available.





THE CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION

POST OFFICE BOX 2451
DAYTONA BEACH, FLORIDA 32115-2451
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MEMORANDUM

DATE: July 18, 2013

TO: Downtown Development Authority Members

FROM: Jason Jeffries, Project Manager

SUBJECT: Downtown Priorities

Based on the discussion at the Joint Workshop with the Downtown / Ballough Road Redevelopment Board, the following list of priorities has been presented to the Redevelopment Board. Staff is requesting a follow-up discussion to the recommended board priorities for the Downtown Redevelopment Areas. The Redevelopment Board will be discussing the priorities at their August meeting.



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REDEVELOPMENT DIVISION

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

MEMORANDUM

DATE: June 27, 2013

TO: Downtown / Ballough Road Redevelopment Board

FROM: Jason Jeffries, Project Manager

SUBJECT: Board Priorities

Based on the discussion at the Joint Workshop with the Downtown Development Authority, staff is requesting a follow-up discussion to the recommended board priorities for the Downtown and Ballough Road Redevelopment Areas. Staff is requesting a recommendation regarding the Board's priorities for 2013-14.

Priorities for Downtown Redevelopment Area

The following is a summary and current status report of the Downtown priorities recommended by the Board at the April 2009 meeting.

Existing Board Priorities

| Priority | Status |
|--|--|
| Update LDC | Clarion Associates is under contract with the City to update the LDC. Three phases have been completed. Adoption of the new code is in process and expected this fall. |
| Business / Residential Incentives | New business incentives approved by CRA. |
| Marketing Plan Implementation | The DDA is focused on ongoing marketing efforts for Downtown. DDA also contracted with an experienced marketing firm to develop new marketing strategies for Downtown and a new website. |
| Riverfront Master Plan Implementation | Small projects proposed in the Riverfront Master Plan are being evaluated for implementation. |
| Public Market | Feasibility study partially completed and presented to the Board for the development of a public market. |

Proposed Priorities

The following is a list of proposed Downtown priorities based on the discussion at the recent workshop and recent recommendations by the DDA and the Redevelopment Board.

| Priority | Notes |
|--|--|
| Redevelopment Plans & Codes | |
| 1) Update Redevelopment Plan | Update policies consistent with current redevelopment strategies and include targeted development sites. |
| 2) Amend City Comprehensive Plan | Update future land use policies consistent with current redevelopment strategies for targeted redevelopment sites and proposed new zoning districts. |
| 3) Amend Zoning Map for Downtown | Adopt new redevelopment zoning districts. |
| 4) Adopt Downtown Design Standards | Adopt revised design standards for Downtown |
| Retail Business Recruitment | |
| 1) Launch Riverfront Shops Business Recruitment Web Site | Launch new landing page with business recruitment information for the Riverfront Shops Retail District and print one page Riverfront Shop prospectus with site information |
| 2) Attract new retail and restaurant businesses with available incentives | Continue to recruit new business through ICSC and use of approved business incentive programs |
| Marketing & Promotion | |
| 1) Continue Riverfront Shops Marketing Campaign for Retail Area and Downtown. | DDA to continue funding and implementing the Riverfront Shops Marketing Campaign as adopted with the Downtown Marketing Plan prepared by Gold & Associates |
| 2) Support events that draw customers to Riverfront Shops. | DDA to integrate Downtown events into the Riverfront Shops Marketing Campaign that bring targeted customers to Downtown |
| Targeted Development Sites | |
| 1) Identify Targeted Development Sites | Identify sites for potential mixed-use, residential and office development and prepare development feasibility |
| Riverfront Master Plan Implementation | |
| 1) Construct improvements to Beach Street Streetscape (Orange Ave. to Bay St.) | Prepare construction plans to reduce Beach Street from four lanes to two lanes; widen west sidewalks, and add additional parking |
| 2) Prepare feasibility study for the Riverfront Park esplanade area | Prepare preliminary engineering plans for the Esplanade section of Riverfront Park (Orange Ave. to News Journal Center) to evaluate the concept feasibility and to apply for grant funding for construction. |

| Downtown Improvements | |
|--|---|
| 1) Improve Rear Public Parking Lot Lighting | Implement plans to improve lighting in the rear parking lots in the South and Center blocks. |
| 2) Repaint Arches and Street Directories | Repaint streetscape arches and directory boxes to Riverfront Shops branding colors. |
| 3) Improve pedestrian lighting on Beach Street (Orange Ave. to Bay St.) | Implement plans to improve pedestrian lighting on Beach Street and up-light the median palm trees. |
| 4) Improve City Island electrical service for Farmers' Market | Install additional electrical service on City Island for the Farmers' Market, to attract additional prepared food vendors, increasing the Market's attraction as a destination. |
| 5) Replace trash receptacles on Beach Street. | Replace all trash receptacles on Beach Street (Orange Ave. to Post Office) to be consistent with streetscape furniture. |
| 6) Install palm tree grates on Beach Street. | Install palm tree grates on Beach Street (Orange Ave. to Bay St.) to reduce weeds around the trees. |
| 7) Install Parking Meters on Beach Street (Orange Ave. to Magnolia Ave.) | Implement recommendations to install parking meters on prime parking locations to facilitate parking turnover for retail customers. |
| 8) Implement directional sign program in Downtown | Install way-finding signs consistent with overall City directional sign plan to identify Downtown and Downtown destinations, especially the Riverfront Shops and to direct customers to public parking lots. |
| 9) Implement plans for Federal Alley to be one-way vehicle traffic into rear parking lot. | Implement recommendations to convert Federal Alley to one-way traffic to facilitate customer ease of access to rear public parking lots. |
| 10) Provide additional rear Public Parking in Riverfront Shops retail district | Purchase additional land, especially in center block, to provide additional parking in the short-term and to be a future mixed-use development site with parking garage. |
| 11) Improve ISB streetscapes in Riverfront Shops retail district | Develop and implement plans to improve W. ISB Streetscape (Beach St. to Palmetto Ave.) to create gateway entrance and destination, improve pedestrian access, consistent with Beach Street in the Riverfront Shops Retail District. |
| 12) Improve side street streetscapes in Riverfront Shops retail district | Develop and implement plans to improve Orange Ave. and Bay St. (Beach St. to Palmetto Ave.) to create pedestrian access consistent with Beach Street in the Riverfront Shops Retail District. |