



# City Manager's Update

## Dickerson Center playground to be replaced

*City awarded Racing & Recreation grant to help offset costs*

In the last few years the city has made a significant investment in the Dickerson Community Center and the adjoining Campbell Aquatic Center. The Dickerson's activity building was renovated and the swimming pools were resurfaced and a geothermal heater was installed to allow for year-round use. Several other upgrades are planned for this year including a lifeguard pavilion, shade structures and connectivity improvements between the pool and the popular community center.

The city recently submitted a grant request to the Daytona Beach Racing and Recreational Facilities District for replacing the Dickerson's aged playground equipment with new, modern apparatus, which will offer varied play opportunities for children 5 to 12 years old. The design includes relocating the playground from the adjacent parking lot so people don't have to walk through traffic to get to the play area.

The grant proposal was supported by the Volusia County-

Daytona Beach NAACP, the Boys & Girls Club and Daytona Beach Police Chief Craig Capri.

Last week, the Daytona Beach Racing and Recreational Facilities District ranked the city's submission third out of 15 requests. They agreed to fund 84% of the project for a total of \$253,680 over a three-year period.



The Dickerson Center, in the heart of Midtown, serves a diverse population -- families, churches, schools and local clubs including the Boys & Girls Club. In 2013, the Boys & Girls Club relocated to the Dickerson Center from public housing, where it had operated for the previous 15 years. They serve nearly 40 youth per day where 99% of participants receive free lunch at school.



### Celebrating Black History Month

From discovering a prehistoric archaeological site to founding a private school that has grown into a nationally recognized university, African-Americans have made significant contributions to Daytona Beach's heritage and history.

During Black History Month, on the city's social media and website, these community treasures will be celebrated through posts and videos.

## Billboards to help promote Easter Beach Run

This year's Easter Beach Run is getting a promotion boost thanks to support from new event sponsor Lamar. Soon billboards promoting the race will be on display in areas around the county. Other sponsors include:



Presenting Sponsor Bubba Gump Shrimp Co.  
*Easter Egg Sponsors*

Daytona Auto Mall, Dale's Shoes and the City of Daytona Beach  
*Easter Egg Hunt Sponsors*

Florida Health Care Plans, AdventHealth Daytona Beach,  
VITAS Innovative Hospital Care, Tom Cook Jeweler,  
Brown & Brown Insurance, Daytona Beverages

*Chocolate Bunny Sponsor*  
Latitude Margaritaville

For more information about the Easter Beach Run, visit [www.codb.us/EasterBeachRun](http://www.codb.us/EasterBeachRun).

## Businesses attend social media training

Last week several small business owners from Daytona Beach attended a social media training session that was hosted by the city at the Midtown Cultural & Educational Center. Area small businesses from Orange Avenue, MLK, MMB, Beach Street, Main Street and the Seabreeze area were invited to attend the informative session that was focused on providing them with information on how social media, specifically Facebook, can be used to help target their customers, bring people into their stores and improve their revenue.



The city is planning to offer additional social media training sessions to help small business owners become more familiar with social media and how it can help them achieve their business goals.

## Beach Street Streetscape begins from Orange Avenue to ISB

Crews have been onsite for eight days and have fully removed the existing curb, gutter, sidewalk and vegetation on the east side of the roadway from Orange Avenue to Magnolia Avenue. The cleared area is about a 30-foot-wide path where diagonal parking and a decorative seashell infused concrete sidewalk will be located in the new streetscape's design.

Next crews will begin clearing the stretch from Magnolia Avenue to International Speedway Boulevard (ISB). The easternmost northbound traffic lane is closed from Orange Avenue to ISB. Ample parking for the shops on Beach Street remains available behind the stores.



*The city hosted two public information sessions for residents and merchants on Beach Street in January.*

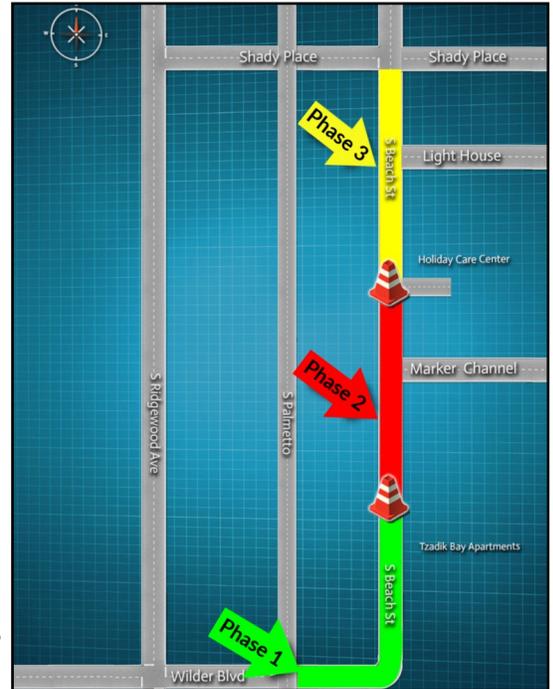


**BEACH STREET | PROPOSED**

## Sweetheart Trail work continues on South Beach Street

The second phase of extending the Sweetheart Trail to the southernmost end of the city has begun. Currently South Beach Street is closed to through traffic from the north entrance of the Tzadik Apartment complex to just south of the Holiday Care Center. Phase three of the project will begin once the second phase is complete, which is anticipated to be completed this month.

This \$1.2 million project includes constructing a 12-foot wide concrete multi-use trail, upgrading the stormwater system, narrowing Beach Street to make room for the trail, adding curbs and gutters, repaving South Beach Street and installing LED streetlights. All sections of the Sweetheart Trail have been either built, are under construction or are in the design phase. Barring any weather delays, the construction should be completed in May.



## Employees show their commitment to community in 2019

City employees went the extra mile last year in making a difference by donating blood, food, money, toys and their time. At blood drives held at city facilities, they donated 72 units of blood, which equates to helping save about 216 people.

Employees also participated in the American Heart Association's Heart Walk last fall and donated \$9,000 to the organization. Employees also pledged \$33,000 to the United Way.

Throughout the year, the police department hosted many community activities including the annual fishing

tournament, Back to School Supply Drive, National Night Out and they also collected toys and provided bicycles to 50 needy families during the holidays. The fire department also collected toys during the holidays. They filled a fire truck full of the toys, which were delivered to the Early Learning Coalition of Flagler and Volusia so they could be distributed to families in need during the holiday season.

City employees also donated about 625 pounds of non-perishable food items during the countywide "Feed the Need" food drive in November. The food collected went to local food banks during the holidays.



## SNAP accepted at Farmers Market

Families enrolled in the Supplemental Nutrition Assistance Program (SNAP) can use their benefits at the Daytona Beach Downtown Farmers Market. Using a SNAP EBT card, residents can purchase eligible items such as fruits, vegetables, dairy products and more. The Daytona Farmers Market is from 7 a.m. to 1 p.m. on Saturdays at City Island. For more information, visit [RiverfrontShopsofDaytona.com](http://RiverfrontShopsofDaytona.com).

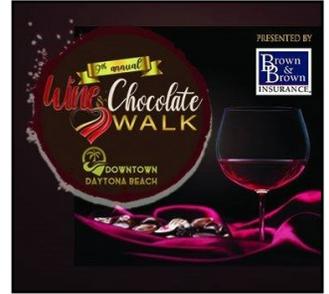


## Beach Street Wine & Chocolate Walk

**1 to 6 p.m. Saturday, Feb. 8  
Downtown Daytona Beach**

Head over to downtown Daytona Beach **Saturday, Feb. 8**, for the ninth annual Wine & Chocolate Walk beginning at 1 p.m. Just in time for Valentine's Day, enjoy strolling on Beach Street with your sweetheart or friends and sample wonderful wine and scrumptious chocolate.

Tickets for the event are available for purchase [www.RiverfrontShopsofDaytona.com](http://www.RiverfrontShopsofDaytona.com).



## Children under 5 can get free books

Through Dolly Parton's Imagination Library Program, all children under 5 years of age living in the 32114 zip code can receive an age-appropriate book each month. Books are mailed directly to the child's home at no cost to the family.

According to the program, participants scored an average of 15% higher on the Kindergarten Readiness Assessment – Literacy test. For more information and to register in Dolly Parton's Imagination Program, visit [www.imaginationlibrary.com](http://www.imaginationlibrary.com).



## Mayor's Literacy Initiative Meets Weekly

For youth ages 5 to 7

Meets from 5:30 to 6:30 p.m. Thursdays

Yvonne Scarlett-Golden Cultural & Educational Center

1000 Vine St., Daytona Beach

For more information, call (386) 671-3401

## Daytona Beach Half Marathon is Sunday

Beginning at 7 a.m. this Sunday, residents can expect traffic delays as the annual 13.1 mile Daytona Beach Half Marathon kicks off with participants from around the world.

Runners start at the Daytona International Speedway, proceed through the streets of Daytona Beach to beachside, enjoy a short run on the World's Most Famous Beach, return over the Main Street bridge and along Beach Street, and then head back on International Speedway Blvd. before finishing at One Daytona. The city is a sponsor of the event.

According to race organizers, the half marathon activities will draw about 2,000 people to the area. Race events include two 5Ks, the half marathon, half marathon relay, the Speedway Challenge and the Dual 5K Challenge.

Traffic control will be provided at major intersections along the route and other intersections will be barricaded Sunday morning. Motorists can expect major intersections along the course to be closed until approximately 10 a.m. Police periodically open the intersections to cross traffic during the road race and detour signs will be posted.

For more information, including a map of the race route, visit [www.DaytonaBeachHalf.com](http://www.DaytonaBeachHalf.com).



## Census 101: What you need to know

The 2020 Census will count every person living in Daytona Beach, Volusia County, the United States and U.S. territories. The results determine congressional representation and federal funding for states and communities, including the City of Daytona Beach. Every year, more than \$675 billion goes toward hospitals, fire departments, schools, roads, housing programs, emergencies and natural disasters from information collected by the census. By mid-March households will receive an invitation to participate in the census, and residents will have three options to respond - online, phone or by mail. Residents are required by law to participate in the 2020 census. All responses are confidential. For more information, visit [www.DaytonaBeachCounts.com](http://www.DaytonaBeachCounts.com).

