

MAY 4, 2022

# City Manager's Update



## Northern section of Riverfront Esplanade set to open

*Beginning June 4, residents will be able to enjoy transformed area*

The new Riverfront Esplanade in downtown Daytona Beach will mark a significant milestone **Saturday, June 4**, when Phase 1 opens to the public at sunrise. This portion of the Esplanade extends from Main Street to International Speedway Boulevard (ISB) and offers many amenities within the beautiful riverfront setting.

The Esplanade's northern-most section features a fenced dog park with separate areas for small and large breeds. (Dog owners must register and obtain an annual permit for entrance to the dog park.) The city's Sweetheart Trail travels the length of the river with a newly-installed blue, cushioned running trail. A sweeping event lawn with knolls and large oak trees has transformed the once-flat landscape. Swings for adults and children and benches allow for riverfront views, while sculpted ponds with color-change fountains are peppered throughout the area.

The Dr. Mary McLeod Bethune Plaza at the intersection of MMB and Beach Street has been created, and the bronze statue of the iconic leader will be unveiled **Aug. 18**. A Kress-building inspired restroom sits in what is now Manatee Plaza, which serves as a gateway to Manatee Island. A new Ranger Station has been built and this area features an Osprey Tower and the Veterans monument with palm trees and color-change fountains added on each side.

Behind the News-Journal Center, the Halifax River Overlook includes an ADA-compliant spiraling walkway and bench swings. The overlook has been raised 10 feet and visitors to this area can now enjoy enhanced views as they are elevated 15 feet above sea level. The walkway is also bordered by large coquina boulders, knitting it into the water's edge.

The Riverfront Esplanade will be open from sunrise to sunset. Residents are asked to be patient when the park opens as there are 37 gates that have to be unlocked. Dozens of security cameras are located throughout the park, and the state-of-the-art system is monitored through a collaboration between park security personnel and local law enforcement agencies.

To date, the Brown Riverfront Esplanade Foundation has invested more than \$31 million on the transformation of the park. A full schedule of activities is planned for the Esplanade including live music, festivals, family and fitness activities as well as private and business events. Phase Two, which is from ISB to Orange Avenue, is scheduled to open later this year with a grand opening celebration. This area will feature four gardens—Coastal Dune, Palm, River and Rose, as well as a large splash pad. For more information, visit [www.RiverfrontEsplanade.com](http://www.RiverfrontEsplanade.com).



Swings overlook the river



Dr. Mary McLeod Bethune Plaza



Elevated river overlook

## Community collaboration through cameras

### City offers FREE Ring doorbell cams

Starting Monday, residents in specific areas of the city can apply to receive free Ring doorbell cameras. The City of Daytona Beach is giving away 150 doorbell cameras to senior citizens living in commission zones [2](#), [3](#) and [5](#).

Eligible citizens must:

- Be at least 65 years of age
- Have WiFi network at their residence
- Have a smartphone
- Pay the annual subscription for the monitoring service (\$3 a month or \$30 per year)
- Attend a training class offered by the Daytona Beach Police Department
- Agree to share any surveillance video with law enforcement, in the event of a crime in their neighborhood
- Must not already have a doorbell camera device

The initiative is funded by Commissioners Ken Strickland, Quanita May and Dannette Henry using their allocation of federal ARPA funds.

Ring doorbell cameras are well-known for identifying porch pirates in the act, as well as break-in thieves. The devices also allow users to scare away unwelcome visitors by talking to them through the device after getting a smartphone alert about activity at their front door.

The application will be available Monday on the city's website at [www.CODB.us](http://www.CODB.us).



## City receives top ratings from its citizens and visitors

This week City Manager Deric C. Feacher accepted four Visitors' Choice Awards from Lori Campbell Baker, executive director of the Daytona Beach Area Convention and Visitors Bureau.

This is the inaugural year of the Visitors' Choice Awards, which were determined through survey responses sent to thousands of Daytona Beach area visitors and promoted through social media channels. The City of Daytona Beach was recognized in the following categories:

**Best Historical Site:** [Daytona Beach Boardwalk & Pier](#)

**Best Performing Arts Venue:** [Daytona Beach Bandshell](#)

**Best Live Music:** [Daytona Beach Bandshell](#)

**Best Downtown Districts:** [Downtown Daytona Beach](#); [Beach Street](#)

Other venues recognized with awards include:

**Downtown:** Runner-up, [Main Street Daytona Beach](#)

**Seafood:** Winner, [Joe's Crab Shack \(Daytona Beach Pier\)](#)

**Live Music:** Runner-up, [Main Street Daytona Beach](#)

**Rooftop Bars:** Winner, [The Roof at Joe's Crab Shack](#)

**Family Entertainment:** Runner-up, [Daytona Beach Zipline Adventure](#)

**Golf Course:** Winner, [Daytona Beach Golf & Country Club](#)

## City team showcases treatment plants during state conference at Ocean Center

About 2,300 utility-related engineers, contractors, vendors and manufacturers recently gathered in Daytona Beach for a four-day Florida Water Resource Conference at the Ocean Center and Hilton.

Conference attendees were offered an optional, offsite tour of the city's Demonstration Testing System and recent upgrades at the Westside and Brennan water and wastewater plants. Deputy Utilities Director Eric Smith led the three-hour educational excursion for about 30 conference attendees.



## New city teammates fill important roles

City Manager Deric C. Feacher has announced the addition of several key members joining the City of Daytona Beach's team.

**Jeff Brown**, Economic and Strategic Opportunities Director, started this week. He has more than 30-years' experience working for local governments in Florida including as Deputy City Manager in Haines City where he attracted several transformative economic development projects. He has experience overseeing CRAs, creating affordable housing, coordinating FEMA projects following a major hurricane and managing infrastructure projects.



Also starting this week is **Ken Thomas**. Ken is serving as the city's Redevelopment Director, taking over for longtime director Reed Berger, who is retiring at the end of the month. Prior to coming to Daytona Beach, he served as the Director of Housing & Redevelopment with the City of Leesburg, where he managed three CRAs.



**Venitra Dukes** has filled the newly created position of Educational Enrichment Coordinator. A graduate of Mainland High School and Bethune-Cookman University, Venitra most recently worked for Volusia County Schools as a Parent Liaison/Volunteer and Business Partnership Coordinator. In her role with the city, she will plan reading, math and technology literacy programs for adults and youth, as well as mentoring programs.



## Roof repair program helping residents

Three homes have new roofs thanks to the city's roof replacement program for qualified homeowners. The average cost of each roof was \$9,308 for the homes on Pleasant, Ruth and Kentucky streets. Administered by the Community Development Department, the program is funded using Coronavirus Local Fiscal Recovery Funds. Staff has screened 48 homeowners to determine their eligibility and need. Currently, there are 199 homeowners on the waiting list.

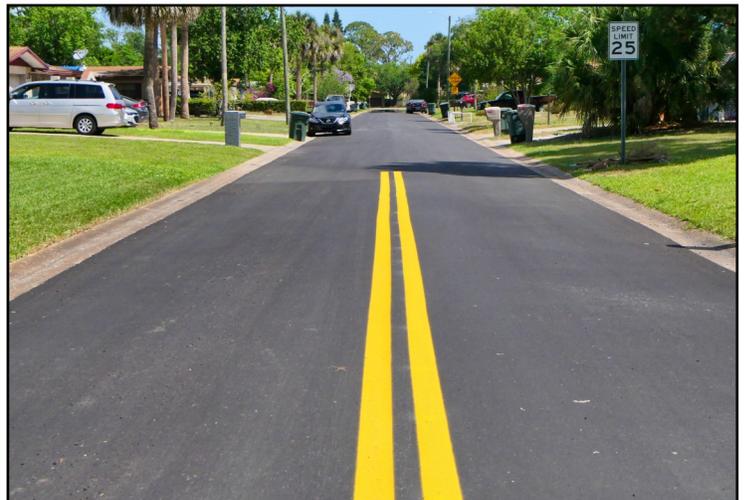
## Repaving continues in neighborhoods

Following the resurfacing of streets in the Cedar Highlands subdivision and 3rd Street from Jimmy Ann Drive to Berkshire Road and all of the roads in between 3rd and 5th streets, crews will begin repaving streets between Orange Avenue and Bellevue Avenue on Monday.

Streets to be improved include:

- Gardiner Court
- Live Oak Avenue
- Loomis Avenue
- Palm Place

It will take about a week to complete, weather dependent. There will be temporary lane/road closure during paving operations.



## Subscribe to city's weekly e-Currents!

Stay up-to-date with what's happening in Daytona Beach by signing up for e-Currents, the city's weekly e-newsletter, at [www.CODB.us/Subscribe](http://www.CODB.us/Subscribe).





The new Ford's Garage at Tomoka Town Center is scheduled to open **Thursday**. This nearly 10,000 square-foot restaurant offers gourmet burgers, BBQ pork ribs and more than 150 American craft beers in a 1920's service station setting. The fast-growing chain was launched in 2012 in Fort Myers, which was close to Henry Ford's winter home.

### Community Shred Day is May 14

Residents can reduce their chances of becoming a victim of identity fraud by dropping off outdated and unwanted documents to be shredded at a community event from 9 a.m. to noon **Saturday, May 14**, in Mainland High School's parking lot. Residents can also bring any gently-used luggage they wish to donate to children in the community. This event is hosted by the Daytona Beach Alumnae Chapter of Delta Sigma Theta Sorority, Inc.



### Great attendance at Crab & Seafood Festival in Midtown Saturday

Beautiful weather greeted the hundreds who came to Saturday's Crab and Seafood Festival on Dr. Mary McLeod Bethune Boulevard between Dr. Martin Luther King Jr. Boulevard and Charles Street. The annual event returned to Midtown following a temporary pause due to the pandemic.

Presented by Divine Designs and sponsored by the city, a variety of food and arts and crafts vendors lined MMB. A Kids' Zone sponsored by VyStar Credit Union kept youngsters busy as a DJ played music. Area local musicians and Mainland High School cheerleaders performed, there were fitness demonstrations and JoJo from STAR 94.5 FM made an appearance.

The event was coordinated by the Leisure Services team, with support from many other city departments.



**DOWNTOWN DAYTONA SIGNATURE EVENTS PRESENTS**

**CINCO DE MAYO**  
Street Party

**5 - 10 PM | THURSDAY, MAY 5TH**  
DOWNTOWN DAYTONA BEACH  
BEACH STREET in front of TIA'S TACOS

**TRADITIONAL FOOD | DJ & LIVE MUSIC**  
FOOD TRUCKS | DRINK SPECIALS | FREE PARKING

Logos for Downtown Daytona Signature Events, Riverfront, Downtown, Brown & Brown Insurance, and Corona Extra.

**DOWNTOWN DAYTONA Nights**

**FOOD TRUCK RALLY**  
on Magnolia

**FRIDAY NIGHTS | 5 to 9 pm**  
**MAY 6**  
LIVE MUSIC • FAMILY FRIENDLY • FREE PARKING  
SUPPORT DOWNTOWN DAYTONA MERCHANTS & RESTAURANTS

Logos for Downtown Daytona Signature Events, Riverfront, Downtown, Brown & Brown Insurance, and Downtown Daytona Beach Development Authority.