

JUNE 15, 2022

# City Manager's Update



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## Property Appraiser's June 1 estimates show large increase in taxable value

Pre-preliminary projections recently released by the Volusia County Property Appraiser's Office show Daytona Beach's taxable property values will increase by \$981.7 million for an average of 15.7% citywide.

Taxable value is the assessed value minus exemptions and it's what is used to help the county, municipalities and other taxing authorities in projecting their budgets and tax rates.

According to the report, the value of new construction was \$331.7 million with a breakdown of about 60% residential and 40% commercial. Total parcel count in the city increased by 1,407, from 39,964 to 41,371, nearly doubling the next largest increase, which was the 724 parcel increase in the municipality of DeLand.

Pre-preliminary taxable values increased in all of the city's five redevelopment areas.

The largest increase was realized in the Main Street area with the completion of the Daytona Grande Hotel. The project contributed to more than \$53 million in new construction value.

Taxable value in the Midtown CRA increased by \$15.8 million mainly due to new residential building, according to the Property Appraiser's Office.

Updated and final property values will be released by July 1.



The Daytona Grande Oceanfront Hotel, 422 N. Atlantic Ave., added \$53 million in new construction value to the Main Street CRA. It was the largest project added to the city's tax rolls this year.

	FY 2021/22	FY 2022/23	Increase	Percentage
<b>Citywide</b>	6,246,639,054	7,228,391,660	981,752,606	15.7%
<b>CRA's</b>				
<b>Ballough</b>	17,555,041	20,545,362	2,990,321	17%
<b>Downtown</b>	147,006,814	167,911,549	20,904,735	14.2%
<b>Main Street</b>	366,497,105	453,823,803	87,326,698	23.8%
<b>Midtown</b>	59,920,429	75,729,536	15,809,107	26.4%
<b>South Atlantic</b>	19,827,015	29,474,833	9,647,818	48.7%

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### City Commission Special Meeting, June 29

There will be a special City Commission meeting to discuss the pre-suit settlement agreement for the Bridgeport Heights river approach at 5:30 p.m. **Wednesday, June 29**, at City Hall. For more information, visit [www.CODB.us](http://www.CODB.us).

## Dr. Bethune statues unveiling update

A series of special activities are planned to celebrate and honor Dr. Mary McLeod Bethune when her statues are unveiled later this summer.

At 11 a.m. **Wednesday, July 13**, the marble statue honoring the icon will be unveiled and dedicated in National Statuary Hall in Washington, D.C.

In Daytona Beach, a near-identical bronze sculpture of Dr. Bethune will be unveiled at 9 a.m. **Thursday, Aug. 18**, in Bethune Plaza, which is at the intersection of Dr. Mary McLeod Bethune Boulevard and Beach Street.

For more information, visit

[www.MMBStatue.org](http://www.MMBStatue.org).



## Work starts on city's worst-rated roads

This week crews from Asphalt Paving Systems began a new phase in the city's ongoing road resurfacing program. Selected roadways will be improved using a full-depth reclamation process, where the existing road surface is recycled and processed onsite, creating a new base. The roadway will then be resurfaced with an overlay of new asphalt. This is a much quicker process since there's no need to bring in materials or dispose of old materials. The roads are located within the blocks of Mason Avenue to George W. Engram Blvd. and Nova Road to Beach Street. Working hours are 7 a.m. to 5 p.m., Monday through Friday and should take about 2 to 3 weeks to complete.

Road Name	To	From
Edwards St.	Mason Ave.	Madison Ave.
Flanders Ave.	Kingston Ave.	Madison Ave.
Pine St.	North St.	Dead End
Model St.	North St.	George W. Engram Blvd.
McArthur Ct.	Kingston Ave.	Dead End
Kingston Ave.	Ridgewood Ave.	Beach St.



## Sheriff enacts zone for Truck Meet crowd

After Sheriff Mike Chitwood created a "special event zone" along the peninsula using a new statewide law for last weekend's unsanctioned truck meet, law enforcement agencies were out in force to quell disruptive behavior and loud noise, issues which have plagued the event in years past.

During the three-day event, sworn personnel from Daytona Beach, Daytona Beach Shores, Volusia Sherriff's Office and Volusia County Beach Safety released their collective stats.



Calls for service	123
Traffic stops	1,913
Traffic citations	1,727
Warnings issued	228
Criminal traffic citations	18
Misdemeanor arrests	71
Felony arrests	11
DUI arrests	4
Towed vehicles	69

*Provided by the Volusia Sheriff's Office*

## New facility maintenance teammate

The city has strengthened its commitment to proactively maintain its public facilities with the hiring of new Facilities Manager Harry Green, who started his employment last week. He brings more than 40 years of professional experience involving facility management, maintenance and repair with an expertise in electrical engineering and nuclear plant maintenance. Harry most recently served as the Facility Maintenance Director for Brown County Public Works in Green Bay, Wisconsin, where he managed a staff of 25 and oversaw all preventative and corrective maintenance, housekeeping and grounds work for the county's jail, community treatment center, shelter care, crisis center, medical examiner and STEM building. He also served as a Nuclear Chief Electrician in the U.S. Navy, based in Norfolk, Virginia, for 20 years.



At the city, Harry will oversee maintenance, planned capital improvements and facility optimization of 72 city-owned properties with a staff of 14 skilled tradesmen including electricians, carpenters, plumbers, air conditioning techs and general maintenance staff. He reports to Public Works Director Andy Holmes. Welcome to Daytona Beach Harry!

## Beach is #1 draw for visitors

Mid-Florida Marketing & Research has surveyed Daytona Beach visitors since 1976. In their most recently released visitor profile, they surveyed 700 vacationers, who visited in January, February or March. The report dissects visitor demographics, reasons for picking Daytona Beach, methods used for planning a vacation, what type of accommodations were selected, what activities they did while here, where their hometown is, etc.

Visitors were grouped into two categories: out-of-state and in-state visitors. According to survey results, visitors enjoyed the following activities:

Activity	Out-of-State Visitors	Visitors from Florida
Beach	95%	94%
Daytona International Speedway	67%	57%
Tanger Outlets	59%	51%
Visiting friends in area	57%	48%
Special event activities	42%	39%
One Daytona	39%	41%
Ocean Walk	33%	27%
Flea Market	31%	36%
Boardwalk/Pier	29%	25%
Beach Street	19%	25%

Visitor Demographics	Out-of-State Visitors	Visitors from Florida
Average age	54	49
Median household income	\$81,000	\$74,000
Percentage married	76%	75%
Average stay	5.2 nights	6 nights
Average party size	2.3	3.5
Average spent per night (without accommodation)	\$285	\$276
Agree the beach was clean and beautiful	93%	96%
Agree Daytona Beach is a family-oriented community	80%	83%
Likely to return	77%	83%



Survey results revealed that 100% of visitors from Florida arrived by auto, while only 23% paid to drive/park on the beach.

## Unightly and dangerous boats removed from intracoastal waterway

No doubt a-boat it: By the end of next week, all abandoned boats in the Halifax River within the city's limits will be gone. Removing derelict boats is a collective effort between the Permits and Licensing division and the Police Department. More than 30 vessels have been removed since 2020 and in the last few weeks, they hauled away six more unsightly, partially submerged vessels with the help of Sea Tow.

There are four sailboats remaining in the water; one near Sunrise Park at the city's northern border and three close to Bethune Point Park. They are scheduled to be removed by the end of next week. Once extricated from the river and fuel is removed, the watercraft will be demolished and brought to the landfill.

Following the boats' removal, Permits and Licensing's focus will shift to removing 39 dilapidated docks identified along the Halifax River and other waterfront structure issues.





Commissioners Quanita May, Dannette Henry, Ken Strickland and Ruth Trager joined Stacy Cantu at the ribbon cutting June 4 for the Veterans Museum and Education Center and presented a check for \$21,200 to museum leaders.



A city initiative to bring summer camp into neighborhoods kicked off today at Daytona Garden Apartments. Hosted by Leisure Services, youth were treated to fun activities including using erasable paint to decorate a police cruiser.

## Juneteenth Festival returns to Daytona Beach

The City of Daytona Beach is a proud sponsor of this year's Juneteenth Community Celebration Festival, which is Saturday, June 18, after a two-year hiatus due to the pandemic. Thanks to the commitment of an all-volunteer committee, Daytona Beach's festival is one of the longest-running and largest Juneteenth celebrations in Florida. The celebration will be 11 a.m. to 6 p.m. at the Midtown Community Complex, 925 George W. Engram Blvd. Admission is free to this community event featuring food and beverage vendors, merchandise and sponsor interactive activity booths, live music, dancing, children's games, educational activities and a pound cake contest. For more information, visit [www.JuneteenthDaytona.com](http://www.JuneteenthDaytona.com).

