

SEPT. 7, 2022

City Manager's Update



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Let's Connect!



Weekly updates via email/text



Successful public-private partnership celebrates 10 years

Joe's Crab Shack on the pier remains popular to locals and tourists

Ten years ago and with big expectations, the doors opened to Joe's Crab Shack restaurant on Daytona Beach's iconic pier. A public-private partnership between the city and the restaurant chain was expected to ignite redevelopment efforts in the city's tourist core. Now with 10 years of data to support the effort, the 26,000 square-foot, two-story eatery has exceeded its early expectations.

The initial term of Joe's lease agreement was for 10 years and ended in June. They are now in their first of four, five-year renewal periods. The restaurant pays the city an annual base rent payment as well as a percentage of gross sales.

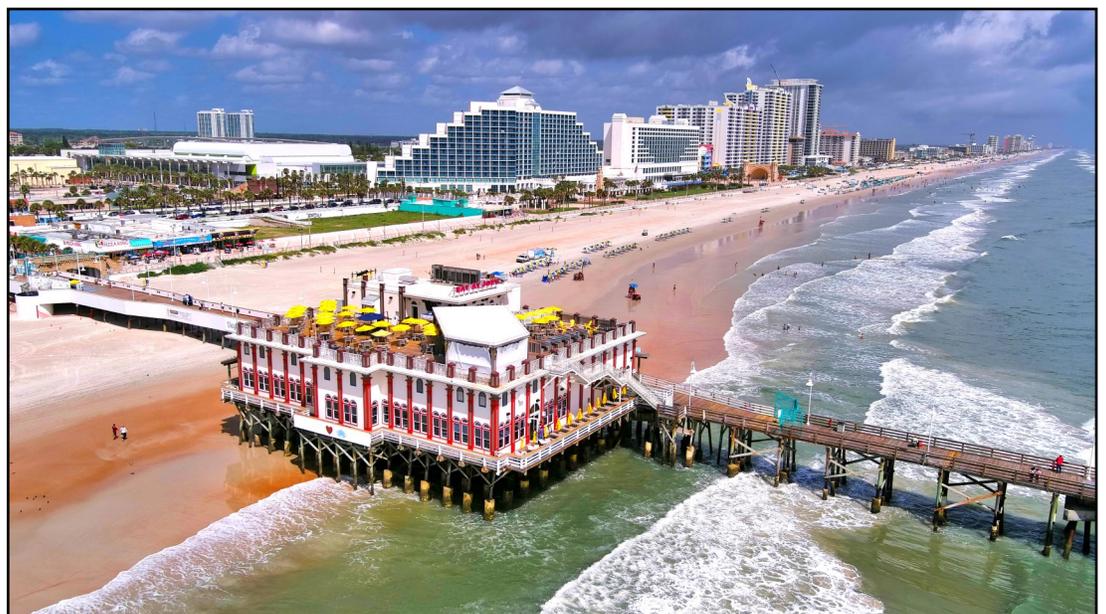
To date, they have paid the city \$4,898,198. The payments are reinvested into the maintenance of the pier. In the past five years, the city has spent more than \$3.5 million in maintaining the 97-year-old structure.

The restaurant also pays property taxes for the building, which totaled \$32,654 last year.

Joe's third highest month for gross sales was \$1.13 million in July, showing consumer spending remains robust despite high gas prices and a 40-year high inflation rate. Michael Stallworth, the city's Business Enterprise Management Director who manages the lease, expects consumer spending to remain strong, boding well for the future partnership between Joe's Crab Shack and the city.

Their highest grossing 12-month period was 2018-2019 when the restaurant had sales of \$9.45 million; the lowest grossing year for sales was 2020-2021 with \$5.92 million, due to the pandemic.

Daytona Beach's location for Joe's Crab Shack is the chain's eighth in Florida. They have a total of 42 locations in 17 states.



New names for city departments

After one year of serving as the city's chief administrator, City Manager Deric C. Feacher made changes to the names of several departments to better reflect their duties and roles and to more accurately define the functions for the public.

The new fiscal year's budget document includes the new department names and organizational changes; however, other identifiers, like department names on vehicles and existing signage, will be updated as conditions warrant.

In the coming year, the city will focus on improving customer service and streamlining antiquated processes. Customer feedback kiosks will be installed throughout city facilities to rate residents' experiences with city personnel, a citizen survey will be developed and an Efficiency Committee will be activated to identify other areas where the city can be more productive and efficient.

<i>Current name</i>	Updated name
<i>Communications</i>	Communications and Marketing
<i>Cultural Services</i>	Arts and Entertainment Management
<i>Development and Administrative Services</i>	Growth Management and Planning
<i>Information Technology</i>	Information Technology Systems
<i>Leisure Services</i>	Parks and Recreation
<i>Neighborhood Services</i>	Code Compliance
<i>Public Works & Utilities</i>	Public Infrastructure and Capital Projects
<i>Community Development & Redevelopment</i>	Redevelopment and Neighborhood Services

B-CU students learn about city planning

Bethune-Cookman University Professor Valerie Whitney recently interviewed Planning Director Dennis Mrozek about the trend of new car wash operations sprouting up around the city. Communicating via Zoom and flanked by her students, Whitney asked about the number of proposed and existing car washes and what the approval process entails. The exercise was part of her hands-on instruction for a Reporting Skills class. The class is a requirement for mass communications students specializing in multimedia journalism.



Bethune-Cookman University instructor Valerie Whitney

Whitney, a professor since 2012, selected the topic after noticing a number of signs for new car washes throughout the city. As a former reporter at the Daytona Beach News-Journal, Whitney said she would have pitched the topic to her editor as a business development or trend story. "Why are we seeing so many car washes? Is it a result of the population growth or what? The students and I did some preliminary research and found that car washes can be gold mines," she said.

Mrozek explained the reasons for the booming car wash industry comes down to convenience, disposable income and population growth. He also discussed development opportunities at the former Sam's Club and Father Lopez properties.



Building permit fees waived

The city is continuing to encourage private investment in the core area of the city by waiving building permit fees as an incentive. Since the two-year program began in October, 432 residential and commercial permits have been issued, representing a job value of \$6.8 million for repair, upgrades and beautification projects. Property owners have saved nearly \$100,000 in permit fees.

Roof replacements, upgraded electrical and fire suppression systems and new fences, doors, windows and air conditioners are some examples of the investment being made by residential and commercial property owners in the area bordered by Mason Avenue to Shady Place and Ridgewood Avenue to Nova Road.

Eligible projects include, but are not limited to, interior renovations, replacing or repairing a roof, adding fencing, improving or installing a driveway and replacing windows or doors.

Permit applications are available [online](#) and can also be picked up at the [Permits and Licensing](#) office at City Hall, 301 S. Ridgewood Ave. Completed applications can be dropped off at Permits and Licensing from 8 a.m. to 4 p.m. Monday through Friday, faxed to (386) 671-8149 or emailed to Contact_PnL@codb.us. For more information, call Permits and Licensing at (386) 671-8178 for assistance.

Residents get help for a rainy day thanks to roof repair program

The city's roof replacement program is continuing to help qualified homeowners. To date, 32 roof replacements have been completed. Staff has also screened 71 homeowners to determine their eligibility and need, and currently the popular program has a waiting list.



To date, \$382,547 has been spent for the program that is administered by the Redevelopment and Neighborhood Services Department and funded using Coronavirus Local Fiscal Recovery Funds.



Resurfacing of the Campbell Aquatic Center pools has started by contractor AuMiller Pools. Improvements are scheduled to be finished by the end of October. Residents can enjoy the Cypress Aquatic Center, which is open Monday through Saturday. Visit www.CODB.us/Pool.

Routine treatment of water

The city is going through the process of treating its water distribution system to maintain safe and delicious water. The process includes switching the disinfectant used from chloramines to a free chlorine. The city does this on a regular basis to improve the quality of its drinking water. While some customers (including South Daytona water customers) may notice a slight difference in the taste of the water, the water continues to be safe to drink.



The water treatment will be completed by Thursday, Sept. 29. If you have any questions concerning this procedure, please call the water department at (386) 671-8815 or (386) 671-8809.

City offers motor oil collection sites

Used motor oil is a major contaminant of waterways so it should never be dumped down the drain or put in the trash. One gallon of motor oil can contaminate one million gallons of fresh water. The city has made it easy and convenient for residents to dispose of used oil for FREE at collection centers throughout the city. In addition to used motor oil, other oils like transmission fluid, gear oil, lubricating oil, etc. can be poured directly into the receptacles.

The collection centers are at these locations:

- 505 South Beach Street
- 525 South Beach Street
- 425 Basin Street
North and south end of Halifax Harbor Marina
- 945 N. Halifax Avenue (Fire Station #3)
- 2020 Beville Road (Fire Station #6)

Household Hazardous Waste Collection Day

Saturday, Nov. 5 | 9 a.m. to 2 p.m.
Public Works, 950 Bellevue Ave., Daytona Beach



Light Bulbs



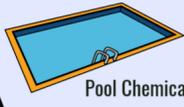
Household Chemicals



Paint & Paint Thinners



Batteries



Pool Chemicals



Solvents



Pesticides



Fertilizers



Propane Tanks



Anti-Freeze



Franchise Players set to close out Midtown Music Concert Series

Enjoy a night of music at Cypress Park Saturday, Sept. 17, as the city-sponsored *Midtown Music Concert Series* concludes with a performance at 7:30 p.m. by the Franchise Players.

The group, featuring Andrew Luv, blends elements of soul, pop, smooth jazz, hip hop and more for a unique and refreshing musical experience. Cypress Park is at 981 George W. Ingram Blvd. Food and drink vendors will be onsite during the concerts. Attendees can bring their own lawn chairs. No coolers are allowed.

This year's sponsors include New York Life Insurance, VITAS, VyStar Credit Union and U-Store Self Storage.

The Franchise Players



Get fit and enjoy activities at Riverfront Esplanade

Spanning a mile of the intracoastal waterway, the Riverfront Esplanade is the perfect backdrop to stay fit and enjoy the beauty of downtown. Upcoming events include:

- **Stretch & Social with Renew Yoga**
6 to 7 p.m. Sept. 16 & Sept. 30
Loosen up after the week with friends. Bring mats and conversation to the lawn to stretch the stress away. Meet at Manatee Island pavilions.
- **Bridge Repeats with Running Elements**
5:45 to 7:15 p.m. Thursday, Sept. 22
Meet at Manatee Plaza picnic tables. Warm up and cool down on the Esplanade. 1.5 miles on the International Speedway Boulevard Bridge.
- **Movies on the Lawn—SING 2**
7 p.m. Friday, Sept. 30
Free community movie on the North Lawn. Pre-movie activities start at 7 p.m. Movie begins at 8 p.m. Guests can bring their blankets and lawn chairs.

SHOWTIME IN THE PARKS 6:30 PM | SATURDAY, OCT. 8 SUBURBIA PARK

FREE FOOD,
GAMES,
POPCORN &
CANDY



*Make sure to bring your own lawn chair
or blanket to sit on to enjoy the movie*

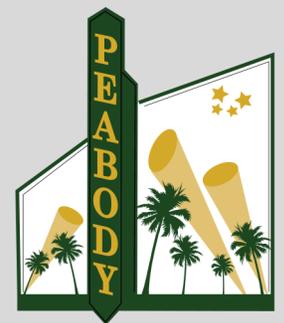
SPONSORED BY ZONE 5 COMMISSIONER DANNETTE HENRY

WWW.CODB.US/SHOWTIMEINTHEPARKS

Season tickets on sale Sept. 26 for Broadway in Daytona Beach

The Broadway in Daytona Beach 2022-2023 season presented by the Roberts Group has been announced and season tickets will go on sale at 10 a.m. Monday, Sept. 26. The season includes:

- “Million Dollar Quartet Christmas”
7:30 p.m. Monday, Dec. 5
- “Legally Blonde – The Musical”
7:30 p.m. Friday, Jan. 6
- “On Your Feet”
7:30 p.m. Friday, March 17
- “Jesus Christ Superstar”
7:30 p.m. Monday, March 27
- “R.E.S.P.E.C.T.”
7 p.m. Wednesday, March 29
- “Cats”
7:30 p.m. Monday, April 24



AUDITORIUM
EST — *Daytona Beach* — 1919

Starting Sept. 26, season passes will be available for purchase by calling (386) 671-3472 or between 10 a.m. and 5 p.m. Monday through Friday at the Peabody Auditorium Box Office.

For more information, visit www.peabodyauditorium.org or email PeabodyBoxOffice@codb.us.