



# The CITY OF DAYTONA BEACH

REDEVELOPMENT DIVISION  
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## AGENDA

MIDTOWN REDEVELOPMENT BOARD  
TUESDAY, February 14, 2023 – 6:00 P.M.  
City Commission Chambers - City Hall

**NOTICE** – Pursuant to Section 286.0105, Florida Statutes, if any person decides to appeal any decision made by this Board at this public meeting, such person will need a record of the proceedings and, for that purpose, such person may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. The City does not prepare or provide such a record.

	For special accommodations, please notify the City Clerk's Office at least 72 hours in advance. (386) 671-8023		Help for the hearing impaired is available through the Assistive Listening System. Receivers can be obtained from the City Clerk's Office.
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In accordance with the Americans with Disabilities Act (ADA), persons with a disability needing a special accommodation to participate in the Board meeting should contact the City Clerk's Office, 301 S. Ridgewood Ave, Room 210, Daytona Beach, FL 32114, Ph: (386) 671-8023, Email: clerk@codb.us not later than 72 hours prior to the proceedings. If you are hearing or voice impaired contact the relay operator at 1-800-955-8771.

1. Call to Order
2. Roll Call
3. Invocation
4. Pledge of Allegiance to the Flag
5. Election of Chairman and Vice Chairman
6. Approval of Minutes  
January 10, 2023 Board Meeting
7. Staff Reports
  - 7a. Police Department – Capt. Leonardo Conte, Daytona Beach Police Department
  - 7b. Code Enforcement – Ms. Sara Kirk, Code Compliance Officer
  - 7c. Midtown Projects – Ms. Michele Toliver, Project Manager
8. Presentation - Spotlight on Midtown
  - 8a. Lola's Grocery, 301 S. Dr. Martin Luther King Jr. Blvd.
  - 8b. Ms. Cierra Gates – Celebrity Cutz, 537 Dr. Mary McLeod Bethune Blvd.
9. Old Business
  - 9a. Discussion of the Board's Needs Plan
10. New Business
  - 10a. Discuss Proposal for Database of Midtown Business Owners
  - 10b. Discuss Planning for Midtown Food Truck Rally
11. Public Comments
12. Board Comments
13. Adjournment

Agenda Approval	Date
Redevelopment & Neighborhood Services Director	02/08/2023
____ Deputy City Attorney	____
____ City Manager	____

**MIDTOWN REDEVELOPMENT BOARD**

**MINUTES OF THE  
REGULAR MEETING**

**TUESDAY, January 10, 2023**

The regular meeting of the Midtown Redevelopment Board was held Tuesday January 10, 2023, at 6:00 p.m. in the City Commission Chambers, Daytona Beach City Hall, 301 S. Ridgewood Avenue, Daytona Beach, Florida. The following people were present:

**Board Members Present**

Mr. Shawn Collins, Chairman  
Ms. Tangela Hardy, Vice Chairman  
Ms. Cathy Washington  
Ms. Davita Bonner  
Mr. Lynn Thompson  
Mr. Nathan Mugala

**Board Members Absent**

Ms. Renee Richardson  
Ms. Joan Sheppard

**Staff Members Present**

Mr. Ken Thomas, Redevelopment Director  
Ms. Michele Toliver, Redevelopment Project Manager  
Ms. Angela Armstrong, Redevelopment Project Manager  
Mr. Ben Gross, Deputy City Attorney  
Captain Leonardo Conte, Daytona Beach Police Department  
Mrs. Gina Fountain, Board Secretary

**1. Call to Order**

Mr. Collins called the meeting to order at 6:00 p.m.

**2. Roll Call**

Mrs. Fountain called roll and noted members present as stated above.

**3. Invocation**

Mr. Mugala gave the invocation

**4. Pledge of Allegiance to the Flag**

The Pledge of Allegiance was stated by the board.

**5. Approval of Minutes**

A motion was made to approve the minutes from November 8, 2022 as present, by Mr. Thompson, seconded by Mr. Magula. Motion was carried (6-0).

**6. Staff Reports**

- 6a.** Captain Leonardo Conte, Police Department, provided a summary of the CompStat Report.

Captain Conte explained crimes that are classified as property crimes and person crimes under Total Part One Crimes and the % increase in those crimes.

Board members and Captain Conte discussed the zones that covers the Midtown area and a report that only encompass those zones. Captain Conte agreed to provide the report to the board members.

Ms. Washington inquired about when the public can start attending the monthly CompStat meetings. Captain Conte stated that the Chief is currently enacting some security measures and protocols for the present health concerns in preparation to resume those meetings.

- 6b.** Ms. Sara Kirk, Code Compliance Officer, no report provided due to her absence.

- 6c.** Ms. Michele Toliver, Project Manager, stated there are no new reports to provide for the Midtown projects. She reminded board members of the upcoming MLK events, and explained that the streetlights along Dr. MLK Blvd. are purple due to a defect and FPL is aware, according to Public Works Director, David Waller. She stated that the City obtained a foreclosed property located on the corner of Dr. Bethune Blvd and Keech Street.

Mr. Thomas stated the plans are to clear the lot and possibly build either multi-family homes or a retail use. He discussed other vacant lots and properties for future projects being discussed in the Technical Review Team (TRT) meetings.

**7. Presentation – Spotlight on Midtown**

Mr. Collins was informed by Mr. Pierre Louis, Spotlight Coordinator, that Mr. Curtis Vreen, would not be in attendance.

- 7a.** Mr. Curtis Vreen – Vreen Catering, 240 S. Dr. Martin Luther King Jr. Blvd.

- 7b.** Mr. Rufus Johnson – Geico Insurance, located at 921 West International Speedway Blvd since May 2019, provided a brief history of his 22 years of specialized personal lines of insurance and the services that he offers the community and his involvement on various boards and his fraternity.

Mr. Thompson provided a brief history of the business known as Commercial Finance that operated in the same building of Mr. Johnson business. He stated

this company approved loans for businesses in Midtown because no other banks would approve their loans.

Mr. Johnson asked what he could do to improve the area.

Mr. Collins stated the presentation to the board tonight discussing the services his business provides, continuing to be active in the community and if the residents trust him then they will patronize his business.

Mr. Thompson asked Mr. Johnson what percentage of his business are from the Midtown area.

Mr. Johnson stated that because of the location and visibility his business has increased but could not provide an actual percentage.

Mr. Magula asked what are the marketing strategies that him have for the community, other than where the building is located.

Mr. Johnson stated that his marketing strategies consist of newspaper ads, billboards, involvement with the Chamber of Commerce, networking groups, and he has a walking representative that goes to car dealerships and apartment complexes promoting his business.

Ms. Anne Ruby, 137 Park Avenue, inquired if Mr. Johnsons the only GEICO broker in town and how does GEICO still write homeowners insurance.

Mr. Johnson stated that he is the only GEICO agent in Volusia/Flagler Counties. He stated that they write the homeowners insurance through a company called Homestead but the house must be built from 2002 or newer.

Board members thanked Mr. Johnson for an excellent presentation and the informative information provided.

8. **Old Business**

There were no comments

9. **New Business**

9a. Discussion on the Board's 2023 Calendar of Events

Mr. Collins stated that he added this item on this month's agenda. He stated the purpose of this item is for the board and staff members to discuss events that maybe in the works, yearly budget and the required election of officers to be on the same fiscal year calendar as the City's as well as to establish the monthly agenda for the year.

Ms. Toliver explained the election of officers process and the election of officers will be added on February's agenda.

Mr. Collins asked could the board members have more involvement in the budget to recommend what should be moved up on the list based on the Strategic Plan and Master Plan because of the generic language currently written for projects in the Midtown area and making some recommendations of how the grant funds should be allocated.

Mr. Thompson stated he would like to ask Mr. Collins question in another way. He asked is there anything that this board could do with staff to add some impacts to work. The board can maybe leverage some of the plans, dreams and aspirations that they may have to some things in Midtown.

Mr. Thomas responded that Mr. Collins and Mr. Thompson made excellent points regarding input from this board about the budget and the budget should be discussed in the earlier months of the year. He stated there are some long-term projects that the board can discuss, even though the funding is not available, but put in the budget for the following year. He stated that the board could discuss developments that are consistent with the board's redevelopment plan when the City has entered into a contract with a company to locate potential sites. He mentioned that the board members have previously discussed underground powerlines, speeding on Dr. MLK Blvd, and the board members completing a prioritized wish list for future budgets.

Mr. Collins stated that he looks forward in having a one-on-one meeting with the staff to work on a calendar template to discuss with the board members at the next meeting.

Mr. Thomas introduced Ms. Angela Armstrong as the new Beachside Project Manager and she has a degree in Hotel Management but she will be assisting with the Downtown Redevelopment area until a Project Manager is hired for that area.

Ms. Angela Armstrong provided a brief history of her work experience, education, and expressed her eagerness to work with the board members.

**10. Public Comments**

Mr. Rufus Johnson, 921 West International Speedway Blvd, asked how are the projects that the board is working on disseminated out to the business community in Midtown or is this private information.

Mr. Toliver provided Mr. Johnson with a 2023 Midtown Redevelopment Board schedule. She stated the only way most of the businesses know about the projects information for Midtown is by attending the board meetings, because there are no other marketing tools available.

Mr. Thomas discussed the idea of hiring a marketing firm that could regularly provide a database of all the businesses located on Dr. King Blvd and Dr. Bethune Blvd to the community.

Mr. Pierre Louis, 130 S. Franklin Street, asked why the CompStat reports no longer just generate the reports for the Midtown area. He discussed a new event called the Wine &

Wings planned at the Midtown Café but no tentative start date yet. He discussed the Framework apartment project on Beach Street.

Ms. Toliver explained that the FDLE required software used by DBPD is causing them some difficulty generating the Midtown only zone reports.

**11. Board Comments**

Mr. Thompson stated Mr. Thomas suggestion of hiring a marketing firm would immediately make business owners in the Midtown area feel a part of something that is vibrant and enticing them to actively involved with bringing back the synergy.

Mr. Collins stated that the marketing firm suggestion is actual in the Master Plan that was supposed to be implemented between 2012-2015.

Ms. Anne Ruby, 137 Park Avenue, requested that the staff provide a cost analysis for the marketing firm for the Midtown area. She stated that the City has a new app-DB City Connect that provides information on events in the city through City Hall with contact information and a link to signup for developer initiated meetings.

Staff members agreed to provide this information per Ms. Ruby's request.

Board members and staff agreed that the nomination of the Chair and Vice Chair and discussion of board members needs and priorities should be the agenda items for February meeting.

A motion was made by Mr. Magula to have February agenda item to be a discussion of the needs plan for Midtown, seconded by Ms. Washington. Motion carried by (6-0).

Mr. Collins stated that the agenda items for February meeting would be approval of minutes, spotlight on midtown, and discussion of needs plan.

Board members explained this was a very informative meeting, excellent presentation by Mr. Rufus Johnson, and welcome aboard to Ms. Armstrong.

**12. Adjournment**

Mr. Collins called adjournment at 7:02 p.m.

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Shawn Collins, Board Chair

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Gina Fountain, Board Secretary

# **COMPSSTAT REPORT**



**January 15, 2023 through, January 28, 2023**

## **CRIME STATISTICS**

**Jakari E. Young, Chief of Police**

**Jennifer D. Whittet, Deputy Chief**

# January 1, 2023 through January 28, 2023 compared to the same periods in 2021 and 2022

DAYTONA BEACH POLICE DEPARTMENT - CITYWIDE	YTD	YTD	2020-2021	YTD	YTD	YTD	2021-2022	YTD	YTD	2020-2022
	2021	2022	% Change	2022	2023	% Change	2021	2023	% Change	
Homicides	0	0	N/C	0	3	N/C	0	3	N/C	
Auto Thefts	12	13	8%	13	23	77%	12	23	92%	
<b>Total Burglaries</b>	<b>9</b>	<b>24</b>	<b>167%</b>	<b>24</b>	<b>10</b>	<b>-58%</b>	<b>9</b>	<b>10</b>	<b>11%</b>	
Residence	6	17	183%	17	9	-47%	6	9	50%	
Non Residence	3	7	133%	7	1	-86%	3	1	-67%	
<b>Total Larcenies</b>	<b>106</b>	<b>121</b>	<b>14%</b>	<b>121</b>	<b>100</b>	<b>-17%</b>	<b>106</b>	<b>100</b>	<b>-6%</b>	
Larcenies	35	56	60%	56	50	-11%	35	50	43%	
Larceny Carbreak	12	20	67%	20	16	-20%	12	16	33%	
Larceny Shoplifting	46	36	-22%	36	29	-19%	46	29	-37%	
Larceny Bicycle	13	9	-31%	9	5	-44%	13	5	-62%	
<b>Total Robberies</b>	<b>8</b>	<b>3</b>	<b>-63%</b>	<b>3</b>	<b>3</b>	<b>0%</b>	<b>8</b>	<b>3</b>	<b>-63%</b>	
Armed	2	2	0%	2	3	50%	2	3	50%	
Strongarmed	6	1	-83%	1	0	-100%	6	0	-100%	
<b>Total Agg. Assaults/Bat.</b>	<b>31</b>	<b>27</b>	<b>-13%</b>	<b>27</b>	<b>50</b>	<b>85%</b>	<b>31</b>	<b>50</b>	<b>61%</b>	
Agg. Assaults/Batteries	31	27	-13%	27	50	85%	31	50	61%	
Persons Shot	4	3	-25%	3	10	233%	4	10	150%	
<b>Total Sexual Bat.</b>	<b>0</b>	<b>1</b>	<b>N/C</b>	<b>1</b>	<b>1</b>	<b>0%</b>	<b>0</b>	<b>1</b>	<b>N/C</b>	
Sexual Battery	0	0	N/C	0	0	N/C	0	0	N/C	
Sexual Battery Child	0	1	N/C	1	1	0%	0	1	N/C	
<b>TOTAL Part One Crimes</b>	<b>166</b>	<b>189</b>	<b>14%</b>	<b>189</b>	<b>190</b>	<b>1%</b>	<b>166</b>	<b>190</b>	<b>14%</b>	
Property Crimes	127	158	24%	158	133	-16%	127	133	5%	
Person Crimes	39	31	-21%	31	57	84%	39	57	46%	
<b>Total Calls For Service</b>	<b>11,014</b>	<b>10,020</b>	<b>-9%</b>	<b>10,020</b>	<b>11,546</b>	<b>15%</b>	<b>11,014</b>	<b>11,546</b>	<b>5%</b>	
Firearm Offenses	10	9	-10%	9	10	11%	10	10	0%	
Domestic Violence Cases	88	89	1%	89	91	2%	88	91	3%	
	2021	2022		2022	2023		2021	2023		

NOTE: This Crime data is preliminary and subject to reclassification upon further investigation. There were incidents that did not code into either district. These are included in the Citywide Total.

DAYTONA BEACH POLICE DEPARTMENT CITYWIDE OFFENSE DATA	District 1		% Change	District 2		% Change	CITYWIDE TOTALS		% Change	DIST 1	DIST 2	PERCENT OF CITYWIDE	
	YTD	YTD		YTD	YTD		YTD	YTD				DIST 1	DIST 2
	2022	2023	DIST 1	2022	2023	DIST 2	2022	2023	CITYWIDE	YTD 2023	YTD 2023	%	%
Homicides	0	2	N/C	0	1	N/C	0	3	N/C	2	1	67%	33%
Auto Thefts	9	23	156%	4	0	-100%	13	23	77%	23	0	100%	0
<b>Total Burglaries</b>	<b>16</b>	<b>9</b>	<b>-44%</b>	<b>8</b>	<b>1</b>	<b>-88%</b>	<b>24</b>	<b>10</b>	<b>-58%</b>	<b>9</b>	<b>1</b>	90%	10%
Residence	10	8	-20%	7	1	-86%	17	9	-47%	8	1	89%	11%
Non Residence	6	1	-83%	1	0	-100%	7	1	-86%	1	0	100%	0
<b>Total Larcenies</b>	<b>84</b>	<b>74</b>	<b>-12%</b>	<b>37</b>	<b>26</b>	<b>-30%</b>	<b>121</b>	<b>100</b>	<b>-17%</b>	<b>74</b>	<b>26</b>	74%	26%
Larcenies	34	32	-6%	22	18	-18%	56	50	-11%	32	18	64%	36%
Larceny Carbreak	13	15	15%	7	1	-86%	20	16	-20%	15	1	94%	6%
Larceny Shoplifting	34	23	-32%	2	6	200%	36	29	-19%	23	6	79%	21%
Larceny Bicycle	3	4	33%	6	1	-83%	9	5	-44%	4	1	80%	20%
<b>Total Robberies</b>	<b>3</b>	<b>2</b>	<b>-33%</b>	<b>0</b>	<b>1</b>	<b>N/C</b>	<b>3</b>	<b>3</b>	<b>0%</b>	<b>2</b>	<b>1</b>	67%	33%
Armed	2	2	0%	0	1	N/C	2	3	50%	2	1	67%	33%
Strungarmed	1	0	-100%	0	0	N/C	1	0	-100%	0	0	0	0
<b>Total Agg. Assaults/Bat.</b>	<b>13</b>	<b>36</b>	<b>177%</b>	<b>14</b>	<b>14</b>	<b>0%</b>	<b>27</b>	<b>50</b>	<b>85%</b>	<b>36</b>	<b>14</b>	72%	28%
Agg. Assaults/Batteries	13	36	177%	14	14	0%	27	50	85%	36	14	72%	28%
Persons Shot	1	8	700%	2	2	0%	3	10	233%	8	2	80%	20%
<b>Total Sexual Bat.</b>	<b>1</b>	<b>1</b>	<b>0%</b>	<b>0</b>	<b>0</b>	<b>N/C</b>	<b>1</b>	<b>1</b>	<b>0%</b>	<b>1</b>	<b>0</b>	100%	0
Sexual Battery	0	0	N/C	0	0	N/C	0	0	N/C	0	0	0	0
Sexual Battery Child	1	1	0%	0	0	N/C	1	1	0%	1	0	100%	0
<b>TOTAL Part One Crimes</b>	<b>126</b>	<b>147</b>	<b>17%</b>	<b>63</b>	<b>43</b>	<b>-32%</b>	<b>189</b>	<b>190</b>	<b>1%</b>	<b>147</b>	<b>43</b>	77%	23%
Property Crimes	109	106	-3%	49	27	-45%	158	133	-16%	106	27	80%	20%
Person Crimes	17	41	141%	14	16	14%	31	57	84%	41	16	72%	28%
<b>Total Calls For Service</b>	<b>4,793</b>	<b>5,564</b>	<b>16%</b>	<b>3,452</b>	<b>3,734</b>	<b>8%</b>	<b>10,020</b>	<b>11,546</b>	<b>15%</b>	<b>5,564</b>	<b>3,734</b>	48%	32%
Firearm Offenses	5	5	0%	4	5	25%	9	10	11%	5	5	50%	50%
Domestic Violence Cases	52	63	21%	37	28	-24%	89	91	2%	63	28	69%	31%
	2022	2023		2022	2023		2022	2023		YTD 2023	YTD 2023		

NOTE: This Crime data is preliminary and subject to reclassification upon further investigation. There were incidents that did not code into either district. These are included in the Citywide Total.

# COMPSTAT STATISTICAL CRIME COMPARISON TO PREVIOUS PERIODS

CITYWIDE DAYTONA BEACH POLICE DEPARTMENT	1/1/22/22	1/15/23		12/1/1/22	1/15/23		1/1/23	1/15/23		3 Periods
	12/10/22	1/28/28	Percent Change	12/31/22	1/28/28	Percent Change	1/14/23	1/28/28	Percent Change	Average Percent Change
Homicides	2	1	-50%	0	1	N/C	2	1	-50%	N/C
Auto Thefts	7	14	100%	22	14	-36%	14	14	0%	21%
<b>Total Burglaries</b>	<b>7</b>	<b>6</b>	<b>-14%</b>	<b>12</b>	<b>6</b>	<b>-50%</b>	<b>4</b>	<b>6</b>	<b>50%</b>	<b>-5%</b>
Residence	5	6	20%	7	6	-14%	3	6	100%	35%
Non Residence	2	0	-100%	5	0	-100%	1	0	-100%	-100%
<b>Total Larcenies</b>	<b>55</b>	<b>51</b>	<b>-7%</b>	<b>65</b>	<b>51</b>	<b>-22%</b>	<b>48</b>	<b>51</b>	<b>6%</b>	<b>-8%</b>
Larcenies	23	28	22%	25	28	12%	21	28	33%	22%
Larceny Shoplifting	20	17	-15%	26	17	-35%	12	17	42%	-3%
Larceny Carbreak	6	4	-33%	10	4	-60%	12	4	-67%	-53%
Larceny Bicycle	6	2	-67%	4	2	-50%	3	2	-33%	-50%
<b>Total Robberies</b>	<b>5</b>	<b>1</b>	<b>-80%</b>	<b>3</b>	<b>1</b>	<b>-67%</b>	<b>2</b>	<b>1</b>	<b>-50%</b>	<b>-66%</b>
Armed	5	1	-80%	1	1	0%	2	1	-50%	-43%
Strongarmed	0	0	N/C	2	0	-100%	0	0	N/C	N/C
<b>Total Agg. Assaults/Bat.</b>	<b>22</b>	<b>28</b>	<b>27%</b>	<b>45</b>	<b>28</b>	<b>-38%</b>	<b>21</b>	<b>28</b>	<b>33%</b>	<b>8%</b>
Agg. Assaults/Batteries	17	17	0%	35	17	-51%	17	17	0%	-17%
Domestic Assault/Batteries	5	11	120%	10	11	10%	4	11	175%	102%
Persons Shot	2	4	100%	3	4	33%	6	4	-33%	33%
<b>Total Sexual Bat.</b>	<b>3</b>	<b>0</b>	<b>-100%</b>	<b>1</b>	<b>0</b>	<b>-100%</b>	<b>1</b>	<b>0</b>	<b>-100%</b>	<b>-100%</b>
Sexual Battery	2	0	-100%	0	0	N/C	0	0	N/C	N/C
Sexual Battery Child	1	0	-100%	1	0	-100%	1	0	-100%	-100%
<b>TOTAL Part One Crimes</b>	<b>101</b>	<b>101</b>	<b>0%</b>	<b>148</b>	<b>101</b>	<b>-32%</b>	<b>92</b>	<b>101</b>	<b>10%</b>	<b>-7%</b>
Property Crimes	69	71	3%	99	71	-28%	66	71	8%	-6%
Person Crimes	32	30	-6%	49	30	-39%	26	30	15%	-10%
<b>Total Calls For Service</b>	<b>5,480</b>	<b>6,056</b>	<b>11%</b>	<b>7,538</b>	<b>6,056</b>	<b>-20%</b>	<b>5,490</b>	<b>6,056</b>	<b>10%</b>	<b>0%</b>
Firearm Offenses	7	10	43%	9	10	11%	6	10	67%	40%
Domestic Violence Cases	35	48	37%	54	48	-11%	43	48	12%	13%
	Compstat 24	Compstat 2	Percent Change	Compstat 25	Compstat 2	Percent Change	Compstat 1	Compstat 2	Percent Change	Avg Percent

NOTE: This Crime data is preliminary and subject to reclassification upon further investigation. N/C = Non Calculable

Daytona Beach		1/1/2023	1/15/2023	Percent Change	1/16/2022	1/15/2023	Percent Change
Police Department ARREST Data		1/14/2023	1/28/2023	Change	1/29/2022	1/28/2023	Change
Homicides	0	2	N/C	0	2	N/C	
Auto Thefts	1	2	100%	3	2	-33%	
<b>Total Burglaries</b>	<b>3</b>	<b>2</b>	<b>-33%</b>	<b>4</b>	<b>2</b>	<b>-50%</b>	
Residence	2	2	0%	2	2	0%	
Non Residence	1	0	-100%	2	0	-100%	
<b>Total Larcenies</b>	<b>5</b>	<b>6</b>	<b>20%</b>	<b>13</b>	<b>6</b>	<b>-54%</b>	
Larcenies	2	0	-100%	3	0	-100%	
Larceny Carbreak	0	0	N/C	1	0	-100%	
Larceny Shoplifting	3	6	100%	9	6	-33%	
Larceny Bicycle	0	0	N/C	0	0	N/C	
<b>Total Robberies</b>	<b>1</b>	<b>1</b>	<b>0%</b>	<b>1</b>	<b>1</b>	<b>0%</b>	
Armed	1	1	0%	0	1	N/C	
Strongarmed	0	0	N/C	1	0	-100%	
<b>Total Assaults/Batteries</b>	<b>53</b>	<b>47</b>	<b>-11%</b>	<b>27</b>	<b>47</b>	<b>74%</b>	
Assaults/Batteries	21	16	-24%	5	16	220%	
Domestic	32	31	-3%	22	31	41%	
<b>Total Sexual Batteries</b>	<b>0</b>	<b>0</b>	<b>N/C</b>	<b>0</b>	<b>0</b>	<b>N/C</b>	
Sexual Battery	0	0	N/C	0	0	N/C	
Sexual Battery Child	0	0	N/C	0	0	N/C	
<b>Total Part 1 Arrests</b>	<b>63</b>	<b>60</b>	<b>-5%</b>	<b>48</b>	<b>60</b>	<b>25%</b>	
Non-Violent Crime Arrests	9	10	11%	20	10	-50%	
Violent Crime Arrests	54	50	-7%	28	50	79%	
Prostitution	0	3	N/C	0	3	N/C	
Narcotics	24	26	8%	19	26	37%	
Miscellaneous	109	104	-5%	106	104	-2%	
<b>Total Arrests</b>	<b>196</b>	<b>193</b>	<b>-2%</b>	<b>173</b>	<b>193</b>	<b>12%</b>	
	Comstat 1	Comstat 2		LY Comstat 2	Comstat 2		

NOTE: This data is to be used internally for Daytona Beach Police Department use only.

# **COMPSSTAT REPORT**



## **CRIME STATISTICS**

***District 1 – Westside***

***Captain Leonardo D. Conde***

**January 15, 2023 through, January 28, 2023**

# January 1, 2023 through January 28, 2023 compared to the same periods in 2021 and 2022

DAYTONA BEACH POLICE DEPARTMENT - DISTRICT 1	YTD	YTD	2020-2021	YTD	YTD	YTD	2021-2022	YTD	YTD	2020-2022
	2021	2022	% Change	2022	2023	% Change	2021	2023	% Change	
Homicides	0	0	N/C	0	2	N/C	0	2	N/C	
Auto Thefts	9	9	0%	9	23	156%	9	23	156%	
<b>Total Burglaries</b>	<b>8</b>	<b>16</b>	<b>100%</b>	<b>16</b>	<b>9</b>	-44%	<b>8</b>	<b>9</b>	<b>13%</b>	
Residence	6	10	67%	10	8	-20%	6	8	33%	
Non Residence	2	6	200%	6	1	-83%	2	1	-50%	
<b>Total Larcenies</b>	<b>77</b>	<b>84</b>	<b>9%</b>	<b>84</b>	<b>74</b>	-12%	<b>77</b>	<b>74</b>	-4%	
Larcenies	22	34	55%	34	32	-6%	22	32	45%	
Larceny Carbreak	11	13	18%	13	15	15%	11	15	36%	
Larceny Shoplifting	35	34	-3%	34	23	-32%	35	23	-34%	
Larceny Bicycle	9	3	-67%	3	4	33%	9	4	-56%	
<b>Total Robberies</b>	<b>4</b>	<b>3</b>	<b>-25%</b>	<b>3</b>	<b>2</b>	-33%	<b>4</b>	<b>2</b>	<b>-50%</b>	
Armed	1	2	100%	2	2	0%	1	2	100%	
Strongarmed	3	1	-67%	1	0	-100%	3	0	-100%	
<b>Total Agg. Assaults/Bat.</b>	<b>15</b>	<b>13</b>	<b>-13%</b>	<b>13</b>	<b>36</b>	177%	<b>15</b>	<b>36</b>	140%	
Agg. Assaults/Batteries	15	13	-13%	13	36	177%	15	36	140%	
Persons Shot	4	1	-75%	1	8	700%	4	8	100%	
<b>Total Sexual Bat.</b>	<b>0</b>	<b>1</b>	<b>N/C</b>	<b>1</b>	<b>1</b>	0%	<b>0</b>	<b>1</b>	<b>N/C</b>	
Sexual Battery	0	0	N/C	0	0	N/C	0	0	N/C	
Sexual Battery Child	0	1	N/C	1	1	0%	0	1	N/C	
<b>TOTAL Part One Crimes</b>	<b>113</b>	<b>126</b>	<b>12%</b>	<b>126</b>	<b>147</b>	177%	<b>113</b>	<b>147</b>	30%	
Property Crimes	94	109	16%	109	106	-3%	94	106	13%	
Person Crimes	19	17	-11%	17	41	141%	19	41	116%	
<b>Total Calls For Service</b>	<b>5,115</b>	<b>4,793</b>	<b>-6%</b>	<b>4,793</b>	<b>5,564</b>	16%	<b>5,115</b>	<b>5,564</b>	9%	
Firearm Offenses	5	5	0%	5	5	0%	5	5	0%	
Domestic Violence Cases	47	52	11%	52	63	21%	47	63	34%	
	2021	2022		2022	2023		2021	2023		

NOTE: This Crime data is preliminary and subject to reclassification upon further investigation. There were incidents that did not code into either district. These are included in the Citywide Total.

# COMPSTAT STATISTICAL CRIME COMPARISON TO PREVIOUS PERIODS

District 1 DAYTONA BEACH POLICE DEPARTMENT	11/27/22	1/15/23		12/11/22	1/15/23		1/1/23	1/15/23		3 Periods	
	Compsat 24	Compsat 2	Percent Change	Compsat 25	Compsat 2	Percent Change	Compsat 1	Compsat 2	Percent Change	Average Percent Change	
Homicides	1	1	0%	0	1	N/C	1	1	0%	N/C	
Auto Thefts	6	14	133%	20	14	-30%	14	14	0%	34%	
<b>Total Burglaries</b>	<b>4</b>	<b>5</b>	<b>25%</b>	<b>6</b>	<b>5</b>	<b>-17%</b>	<b>4</b>	<b>5</b>	<b>25%</b>	<b>11%</b>	
Residence	3	5	67%	5	5	0%	3	5	67%	44%	
Non Residence	1	0	-100%	1	0	-100%	1	0	-100%	-100%	
<b>Total Larcenies</b>	<b>38</b>	<b>38</b>	<b>0%</b>	<b>48</b>	<b>38</b>	<b>-21%</b>	<b>35</b>	<b>38</b>	<b>9%</b>	<b>-4%</b>	
Larcenies	18	19	6%	19	19	0%	12	19	58%	21%	
Larceny Shoplifting	13	14	8%	21	14	-33%	9	14	56%	10%	
Larceny Carbreak	5	3	-40%	7	3	-57%	12	3	-75%	-57%	
Larceny Bicycle	2	2	0%	1	2	100%	2	2	0%	33%	
<b>Total Robberies</b>	<b>3</b>	<b>1</b>	<b>-67%</b>	<b>2</b>	<b>1</b>	<b>-50%</b>	<b>1</b>	<b>1</b>	<b>0%</b>	<b>-39%</b>	
Armed	3	1	-67%	1	1	0%	1	1	0%	-22%	
Strongarmed	0	0	N/C	1	0	-100%	0	0	N/C	N/C	
<b>Total Agg. Assaults/Bat.</b>	<b>8</b>	<b>20</b>	<b>150%</b>	<b>29</b>	<b>20</b>	<b>-31%</b>	<b>15</b>	<b>20</b>	<b>33%</b>	<b>51%</b>	
Agg. Assaults/Batteries	6	11	83%	23	11	-52%	13	11	-15%	5%	
Domestic Assault/Batteries	2	9	350%	6	9	50%	2	9	350%	250%	
Persons Shot	0	4	N/C	3	4	33%	4	4	0%	N/C	
<b>Total Sexual Bat.</b>	<b>3</b>	<b>0</b>	<b>-100%</b>	<b>1</b>	<b>0</b>	<b>-100%</b>	<b>1</b>	<b>0</b>	<b>-100%</b>	<b>-100%</b>	
Sexual Battery	2	0	-100%	0	0	N/C	0	0	N/C	N/C	
Sexual Battery Child	1	0	-100%	1	0	-100%	1	0	-100%	-100%	
<b>TOTAL Part One Crimes</b>	<b>63</b>	<b>79</b>	<b>25%</b>	<b>106</b>	<b>79</b>	<b>-25%</b>	<b>71</b>	<b>79</b>	<b>11%</b>	<b>4%</b>	
Property Crimes	48	57	19%	74	57	-23%	53	57	8%	1%	
Person Crimes	15	22	47%	32	22	-31%	18	22	22%	13%	
<b>Total Calls For Service</b>	<b>2,637</b>	<b>2,866</b>	<b>9%</b>	<b>3,711</b>	<b>2,866</b>	<b>-23%</b>	<b>2,698</b>	<b>2,866</b>	<b>6%</b>	<b>-3%</b>	
Firearm Offenses	3	5	67%	5	5	0%	4	5	25%	31%	
Domestic Violence Cases	19	33	74%	34	33	-3%	30	33	10%	27%	
	Compsat 24	Compsat 2	Percent Change	Compsat 25	Compsat 2	Percent Change	Compsat 1	Compsat 2	Percent Change	Avg Percent	

NOTE: This Crime data is preliminary and subject to reclassification upon further investigation. N/C = Non Calculable



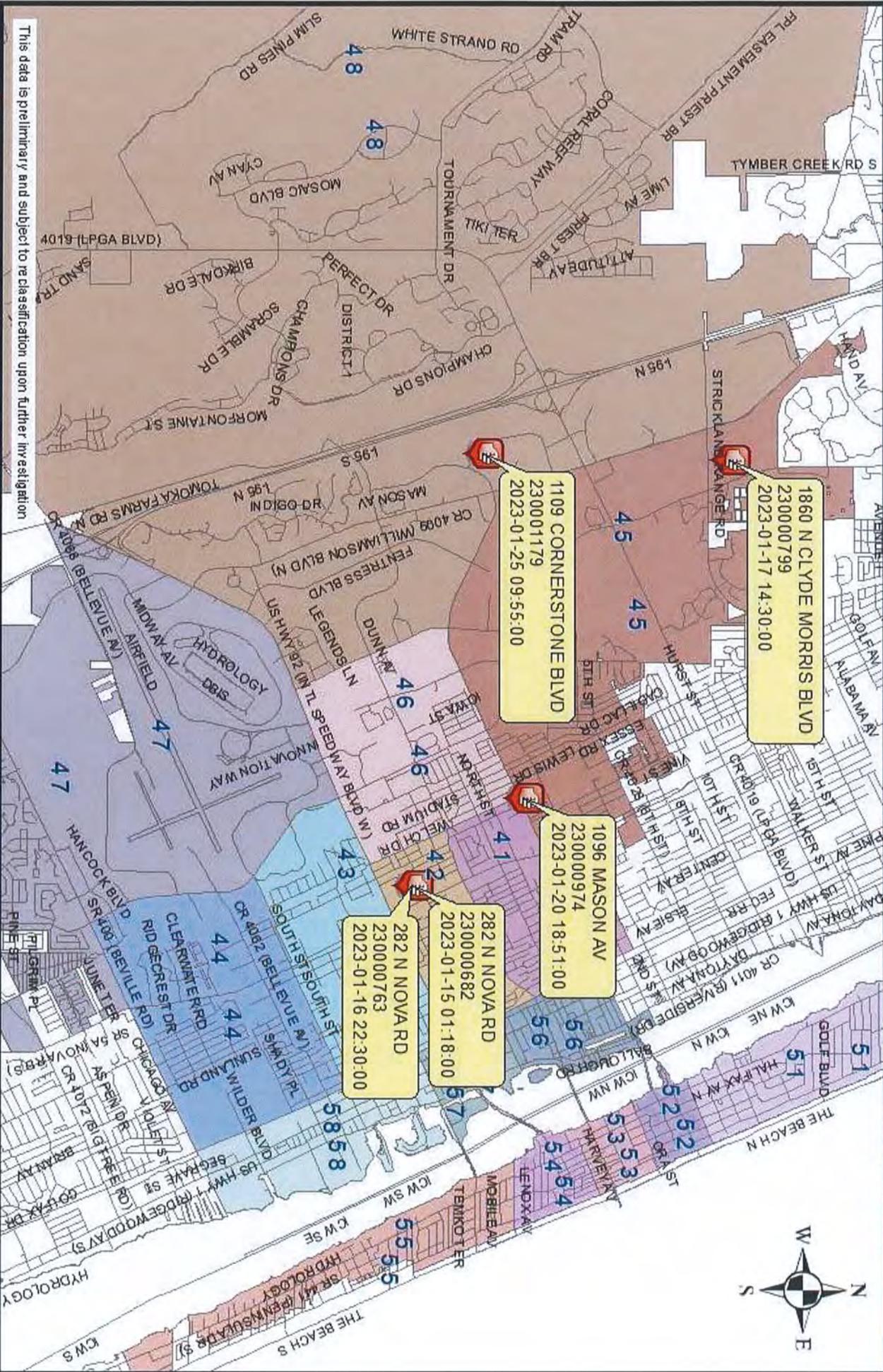
# District 1 - Part 1 Crimes by Zone

## 1/1/2023 through 1/28/2023

DAYTONA BEACH POLICE DEPARTMENT	Total	DB41	DB42	DB43	DB44	DB45	DB46	DB47	DB48
Total	132	13	11	17	7	17	25	12	30
Aggravated Assaults	22	3	3	5	1	5	2	1	2
Auto Theft	22	1	2	2	0	3	9	2	3
Burglary Non-Residence	1	0	0	1	0	0	0	0	0
Burglary Residence	8	1	2	2	1	0	0	1	1
Homicide	2	1	0	0	0	0	0	0	1
Larceny All Other	32	0	2	4	3	5	5	5	8
Larceny Bicycle	4	0	0	2	0	0	1	1	0
Larceny Carbreak	15	5	2	0	1	2	4	0	1
Larceny Shoplifting	23	0	0	1	0	2	4	2	14
Robbery Armed	2	1	0	0	1	0	0	0	0
Robbery Strongarm	0	0	0	0	0	0	0	0	0
Sexual Battery	1	1	0	0	0	0	0	0	0

\*The Aggravated Assault, Auto Theft, & Sexual Battery statistics reflect the total number of incidents, it does not indicate the total number of victims or vehicles. The Highlighted numbers indicate zones with higher levels of activity.

# District 1 Aggravated Assaults and Batteries 01/15/2023 through 01/28/2023



This data is preliminary and subject to reclassification upon further investigation

## Legend



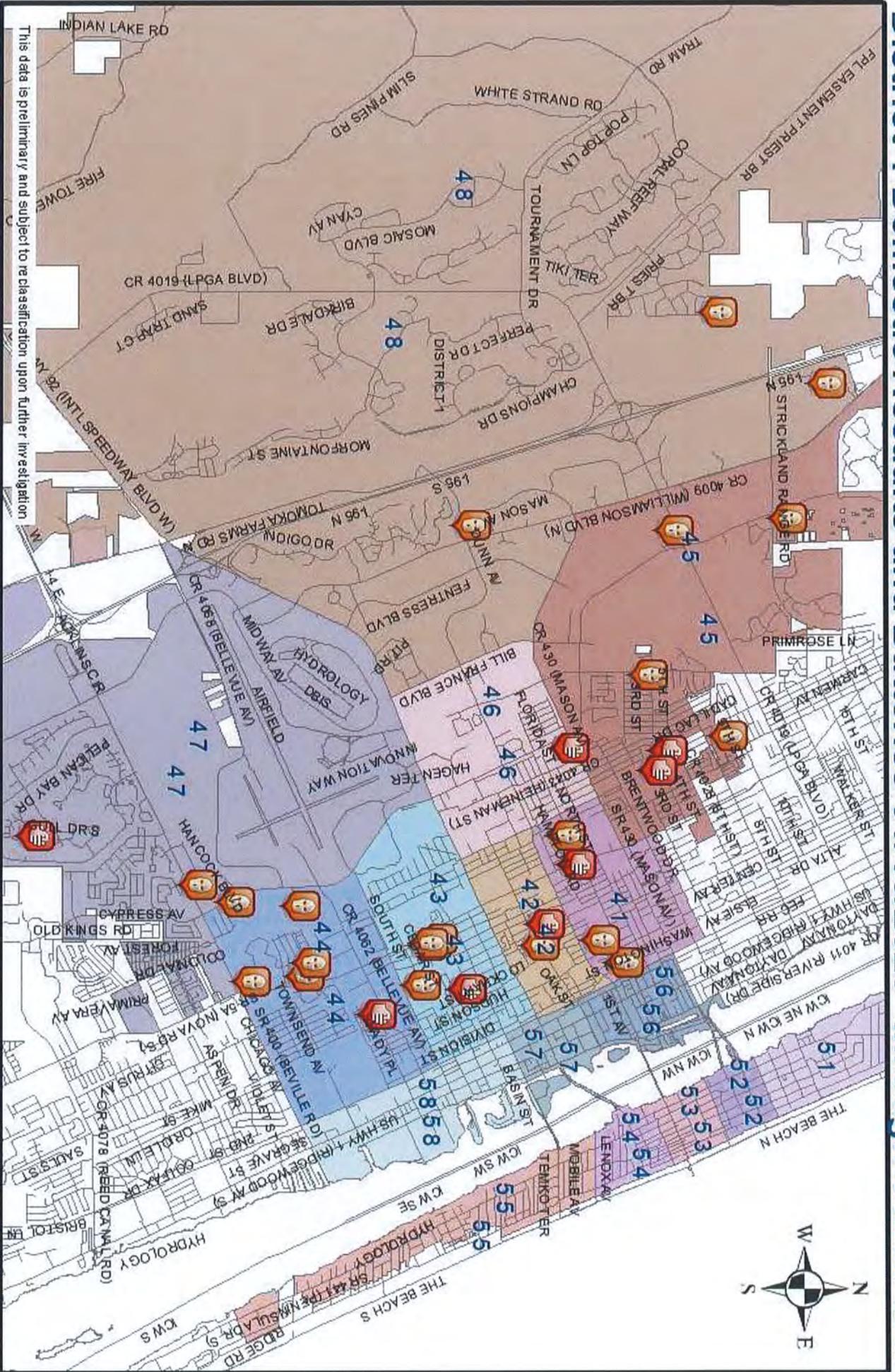
Aggravated Assault/Battery



Daytona Beach Police Department  
Prepared by: T. Young  
Date: January 31, 2023



# District 1 Domestic Assaults and Batteries 01/15/2023 through 01/28/2023



This data is preliminary and subject to reclassification upon further investigation

## Legend



Aggravated Domestic Assault/Battery



Simple Domestic Assault/Battery

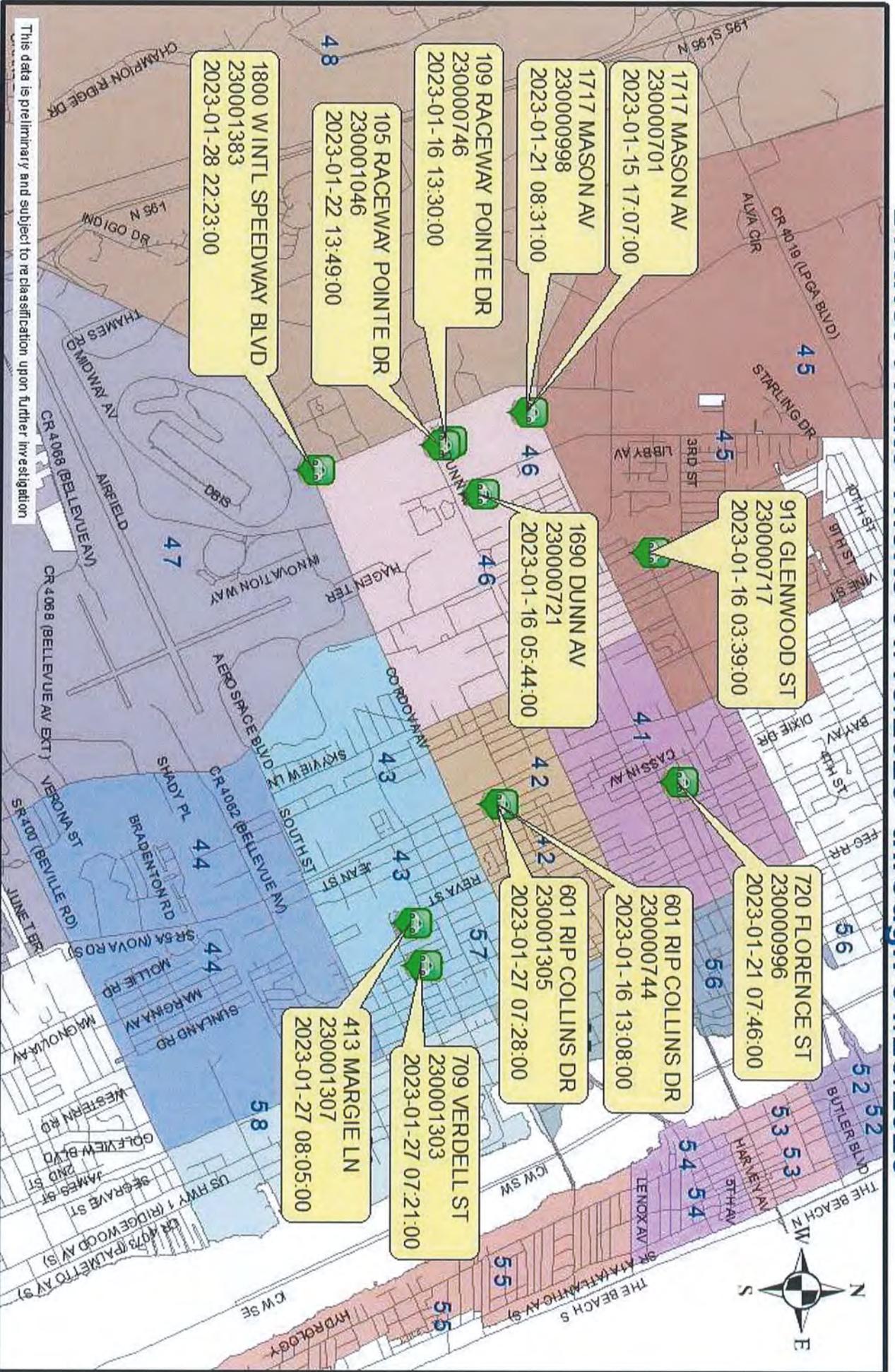


Daytona Beach Police Department

Prepared by: T. Young  
Date: January 31, 2023



# District 1 Auto Thefts 01/15/2023 through 01/28/2023



## Legend

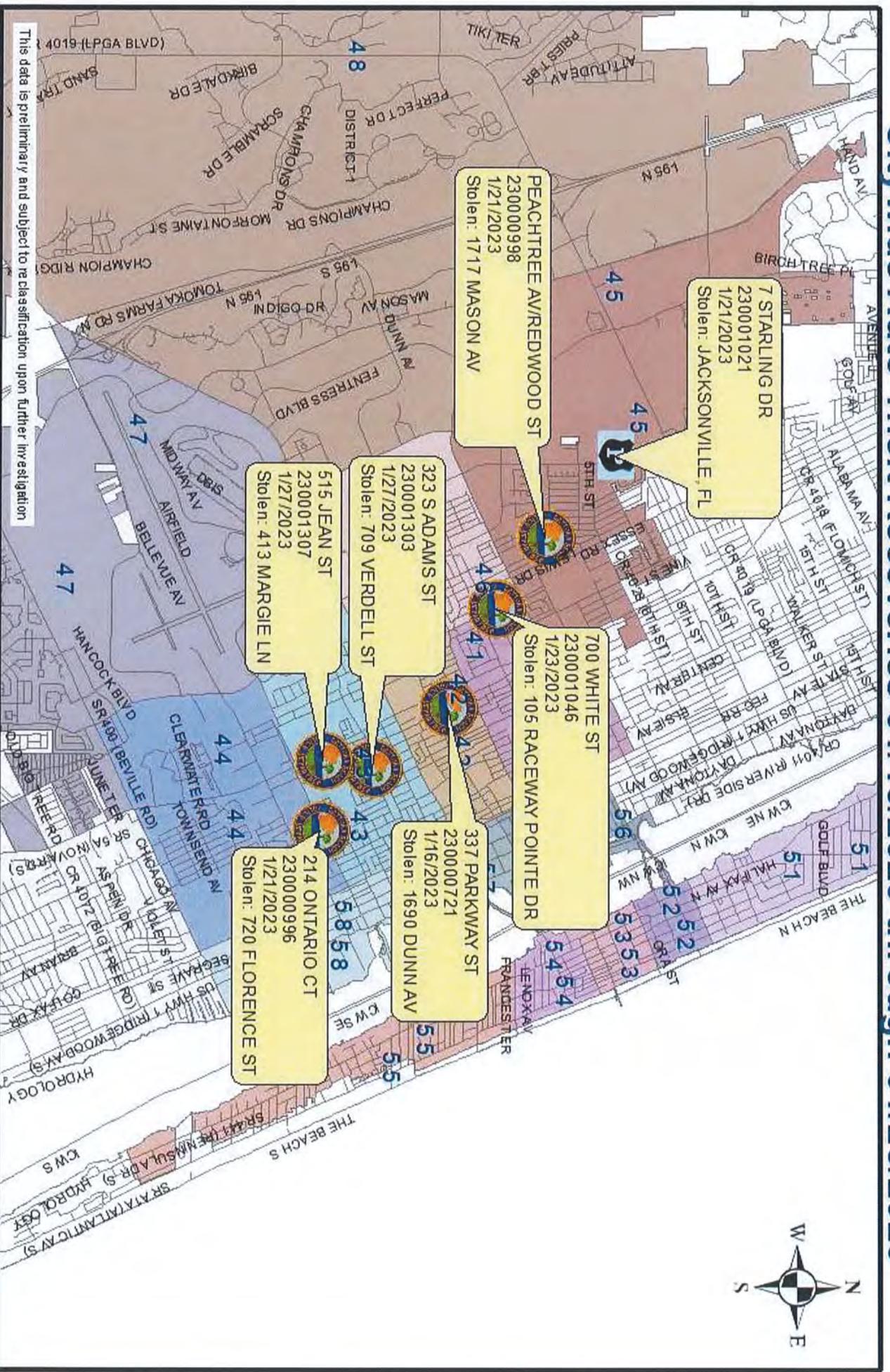


Auto Theft



Daytona Beach Police Department  
 Prepared by: T.Young  
 Date: January 31, 2023

# Citywide Auto Theft Recoveries 01/15/2023 through 01/28/2023



## Legend



Stolen DB/Recovered DBPD

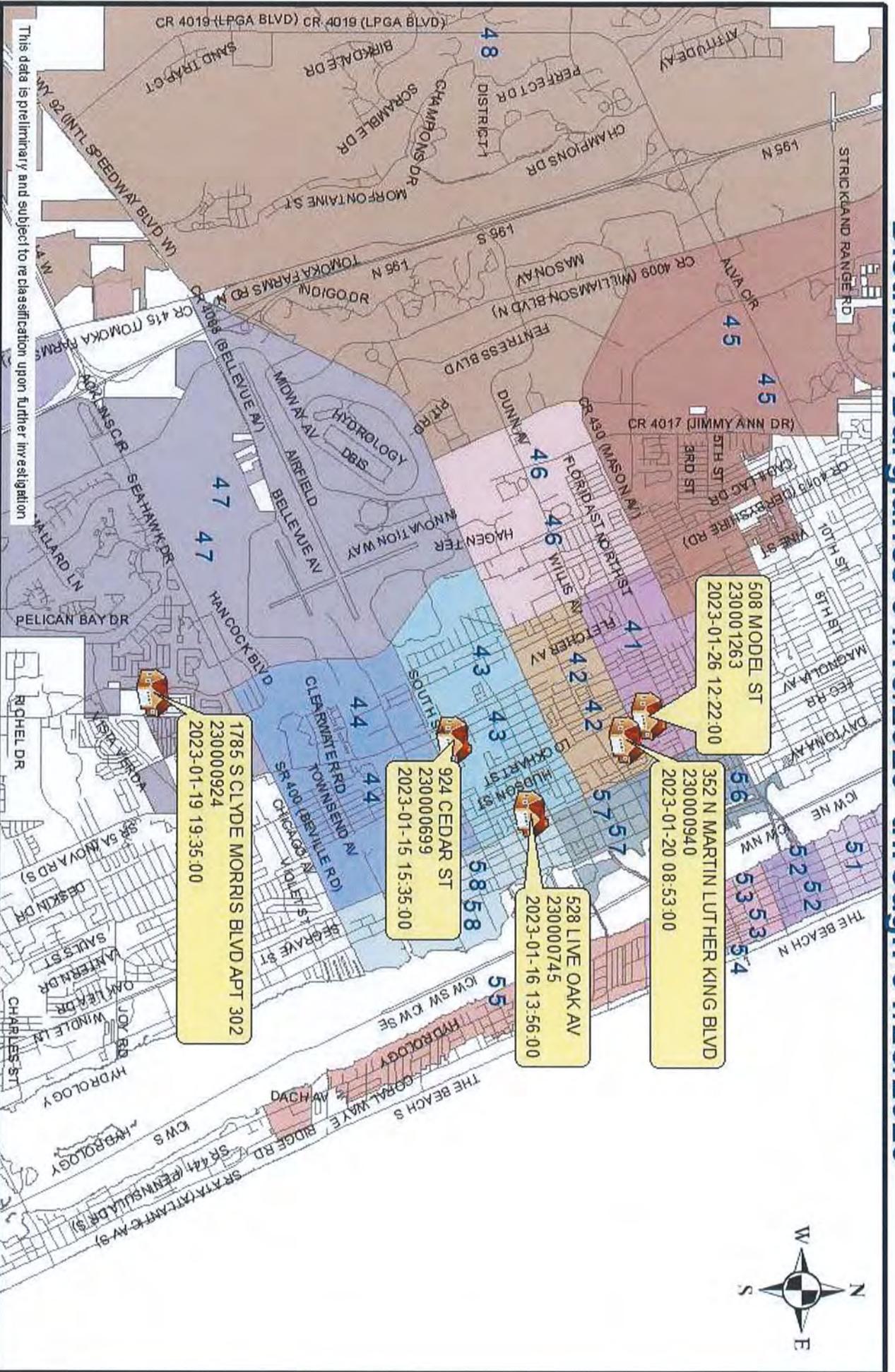


Stolen Outside Agency/Recovered DB



Daytona Beach Police Department  
 Prepared by: T.Young  
 Date: January 31, 2023

# District 1 Burglaries 01/15/2023 through 01/28/2023



## Legend

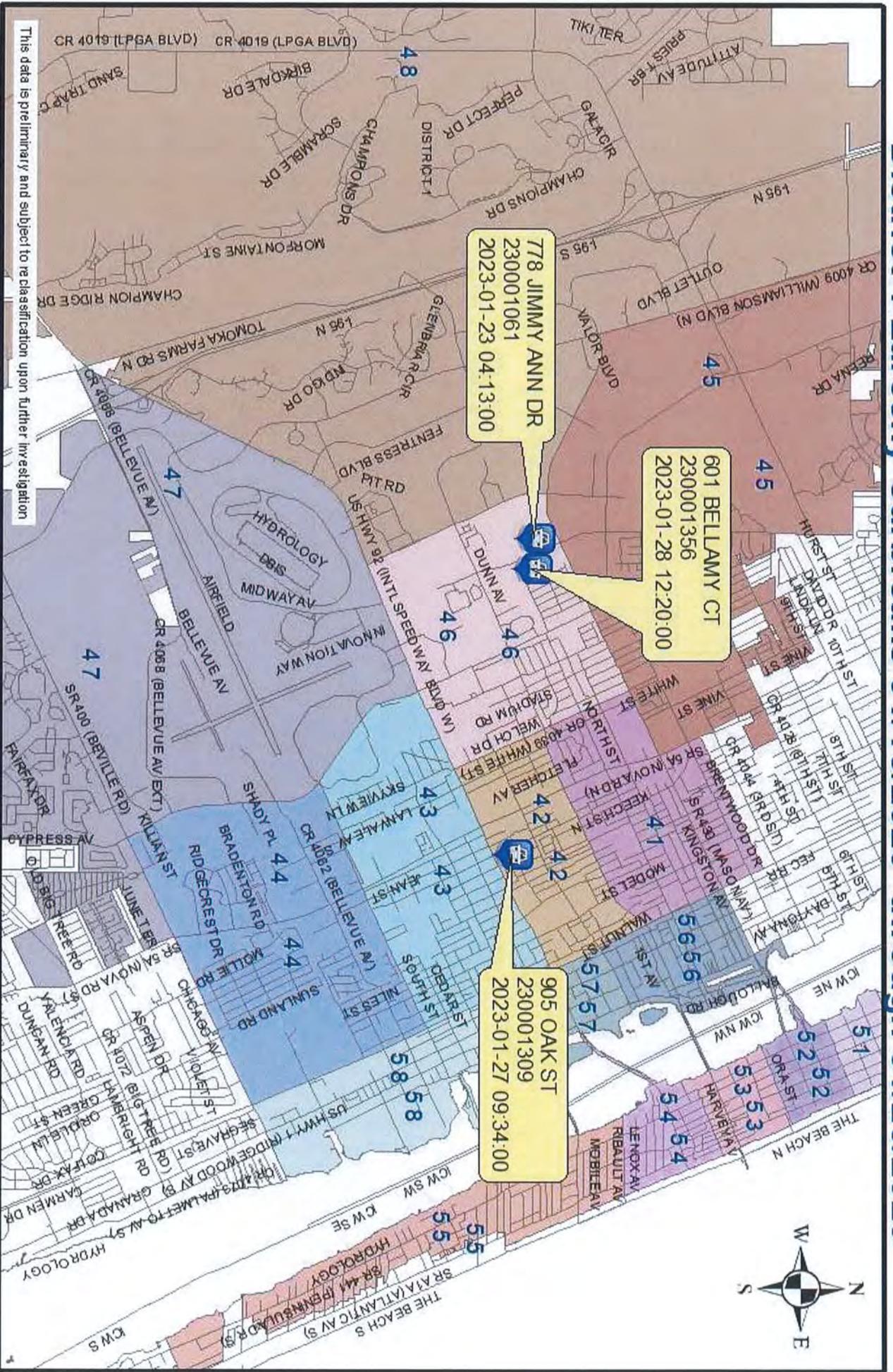


Burglary Residence



Daytona Beach Police Department  
 Prepared by: T. Young  
 Date: January 31, 2023

# District 1 Larceny Carbreaks 01/15/2023 through 01/28/2023



This data is preliminary and subject to reclassification upon further investigation

## Legend



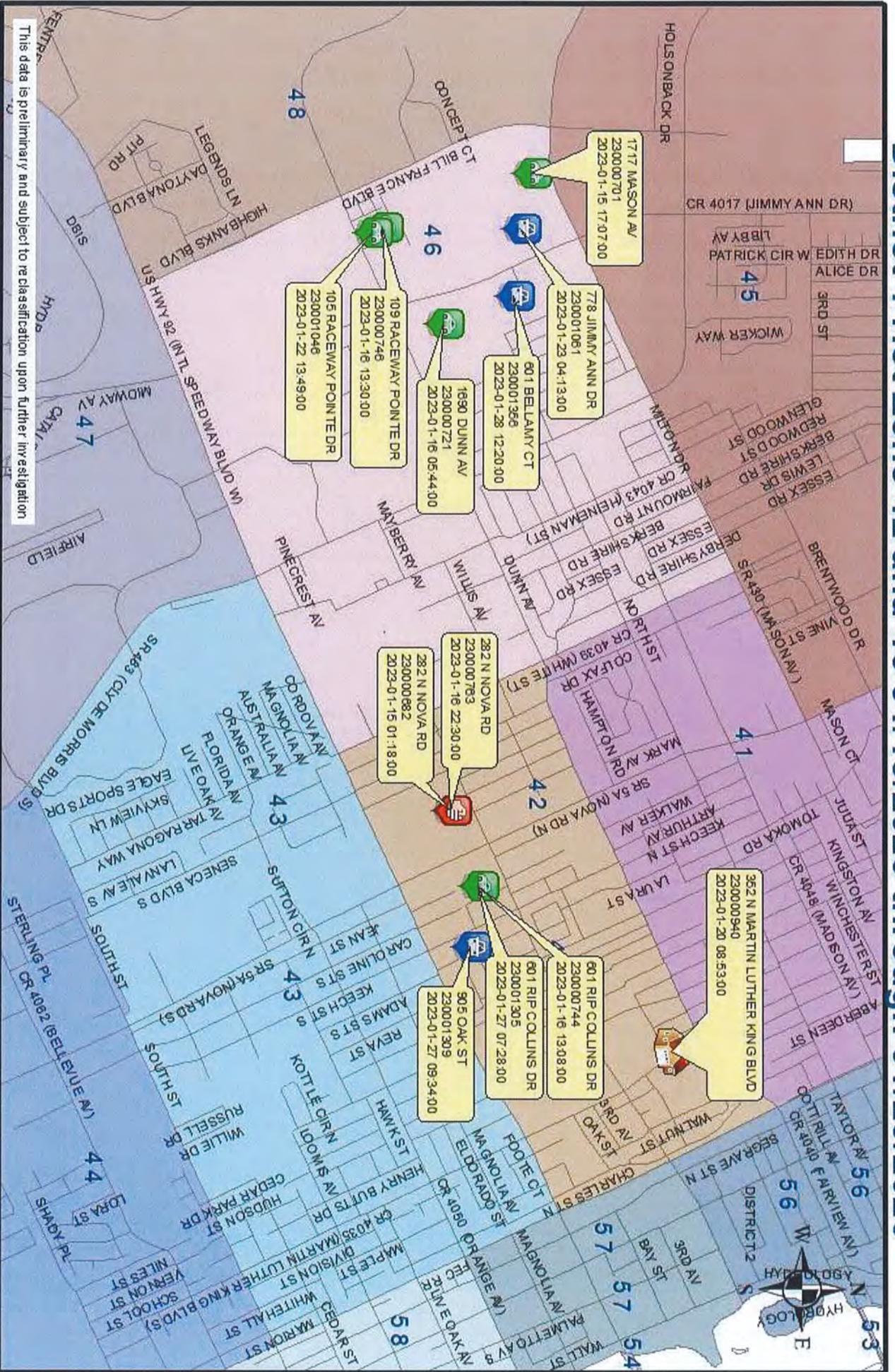
Larceny Carbreak



Daytona Beach Police Department  
Prepared by: T.Young  
Date: January 31, 2023



# District 1 Hot Zone 42 and 46 01/15/2023 through 01/28/2023



## Legend

- Aggravated Assault/Battery
- Burglary Residence
- Auto Theft
- Larceny Carbreak



Daytona Beach Police Department  
 Prepared by: T.Young  
 Date: January 31, 2023

# **COMPSSTAT REPORT**



## **CRIME STATISTICS**

***District 2 – Eastside***

***Captain Jeremy E. Nikolow***

**January 15, 2023 through January 28, 2023**

# January 1, 2023 through January 28, 2023 compared to the same periods in 2021 and 2022

DAYTONA BEACH POLICE DEPARTMENT - DISTRICT 2	YTD	YTD	2020-2021	YTD	YTD	YTD	2021-2022	YTD	YTD	2020-2022
	2021	2022	% Change	2022	2023	% Change	2021	2023	% Change	
Homicides	0	0	N/C	0	1	N/C	0	1	N/C	
Auto Thefts	3	4	33%	4	0	-100%	3	0	-100%	
<b>Total Burglaries</b>	<b>1</b>	<b>8</b>	<b>700%</b>	<b>8</b>	<b>1</b>	<b>-88%</b>	<b>1</b>	<b>1</b>	<b>0%</b>	
Residence	0	7	N/C	7	1	-86%	0	1	N/C	
Non Residence	1	1	0%	1	0	-100%	1	0	-100%	
<b>Total Larcenies</b>	<b>29</b>	<b>37</b>	<b>28%</b>	<b>37</b>	<b>26</b>	<b>-30%</b>	<b>29</b>	<b>26</b>	<b>-10%</b>	
Larcenies	13	22	69%	22	18	-18%	13	18	38%	
Larceny Carbreak	1	7	600%	7	1	-86%	1	1	0%	
Larceny Shoplifting	11	2	-82%	2	6	200%	11	6	-45%	
Larceny Bicycle	4	6	50%	6	1	-83%	4	1	-75%	
<b>Total Robberies</b>	<b>4</b>	<b>0</b>	<b>-100%</b>	<b>0</b>	<b>1</b>	<b>N/C</b>	<b>4</b>	<b>1</b>	<b>-75%</b>	
Armed	1	0	-100%	0	1	N/C	1	1	0%	
Strongarmed	3	0	-100%	0	0	N/C	3	0	-100%	
<b>Total Agg. Assaults/Bat.</b>	<b>16</b>	<b>14</b>	<b>-13%</b>	<b>14</b>	<b>14</b>	<b>0%</b>	<b>16</b>	<b>14</b>	<b>-13%</b>	
Agg. Assaults/Batteries	16	14	-13%	14	14	0%	16	14	-13%	
Persons Shot	0	2	N/C	2	2	0%	0	2	N/C	
<b>Total Sexual Bat.</b>	<b>0</b>	<b>0</b>	<b>N/C</b>	<b>0</b>	<b>0</b>	<b>N/C</b>	<b>0</b>	<b>0</b>	<b>N/C</b>	
Sexual Battery	0	0	N/C	0	0	N/C	0	0	N/C	
Sexual Battery Child	0	0	N/C	0	0	N/C	0	0	N/C	
<b>TOTAL Part One Crimes</b>	<b>53</b>	<b>63</b>	<b>19%</b>	<b>63</b>	<b>43</b>	<b>-32%</b>	<b>53</b>	<b>43</b>	<b>-19%</b>	
Property Crimes	33	49	48%	49	27	-45%	33	27	-18%	
Person Crimes	20	14	-30%	14	16	14%	20	16	-20%	
<b>Total Calls For Service</b>	<b>4,084</b>	<b>3,452</b>	<b>-15%</b>	<b>3,452</b>	<b>3,734</b>	<b>8%</b>	<b>4,084</b>	<b>3,734</b>	<b>-9%</b>	
Firearm Offenses	5	4	-20%	4	5	25%	5	5	0%	
Domestic Violence Cases	41	37	-10%	37	28	-24%	41	28	-32%	
	2021	2022		2022	2023		2021	2023		

NOTE: This Crime data is preliminary and subject to reclassification upon further investigation. There were incidents that did not code into either district. These are included in the Citywide Total.

# COMPSTAT STATISTICAL CRIME COMPARISON TO PREVIOUS PERIODS

District 2 DAYTONA BEACH POLICE DEPARTMENT	11/27/22	1/15/23		12/11/22	1/15/23		1/1/23	1/15/23		Average Percent Change
	Comstat 24	Comstat 2	Percent Change	Comstat 25	Comstat 2	Percent Change	Comstat 1	Comstat 2	Percent Change	
Homicides	1	0	-100%	0	0	N/C	1	0	-100%	N/C
Auto Thefts	1	0	-100%	2	0	-100%	0	0	N/C	N/C
<b>Total Burglaries</b>	<b>3</b>	<b>1</b>	<b>-67%</b>	<b>6</b>	<b>1</b>	<b>-83%</b>	<b>0</b>	<b>1</b>	N/C	N/C
Residence	2	1	-50%	2	1	-50%	0	1	N/C	N/C
Non Residence	1	0	-100%	4	0	-100%	0	0	N/C	N/C
<b>Total Larcenies</b>	<b>17</b>	<b>13</b>	<b>-24%</b>	<b>17</b>	<b>13</b>	<b>-24%</b>	<b>13</b>	<b>13</b>	0%	<b>-16%</b>
Larcenies	5	9	<b>80%</b>	6	9	<b>50%</b>	9	9	0%	<b>43%</b>
Larceny Shoplifting	7	3	-57%	5	3	-40%	3	3	0%	-32%
Larceny Carbreak	1	1	0%	3	1	-67%	0	1	N/C	N/C
Larceny Bicycle	4	0	-100%	3	0	-100%	1	0	-100%	-100%
<b>Total Robberies</b>	<b>2</b>	<b>0</b>	<b>-100%</b>	<b>1</b>	<b>0</b>	<b>-100%</b>	<b>1</b>	<b>0</b>	<b>-100%</b>	<b>-100%</b>
Armed	2	0	-100%	0	0	N/C	1	0	-100%	N/C
Strongarmed	0	0	N/C	1	0	-100%	0	0	N/C	N/C
<b>Total Agg. Assaults/Bat.</b>	<b>14</b>	<b>8</b>	<b>-43%</b>	<b>16</b>	<b>8</b>	<b>-50%</b>	<b>6</b>	<b>8</b>	<b>33%</b>	<b>-20%</b>
Agg. Assaults/Batteries	11	6	-45%	12	6	-50%	4	6	<b>50%</b>	-15%
Domestic Assault/Batteries	3	2	-33%	4	2	-50%	2	2	0%	-28%
Persons Shot	2	0	-100%	0	0	N/C	2	0	-100%	N/C
<b>Total Sexual Bat.</b>	<b>0</b>	<b>0</b>	N/C	<b>0</b>	<b>0</b>	N/C	<b>0</b>	<b>0</b>	N/C	N/C
Sexual Battery	0	0	N/C	0	0	N/C	0	0	N/C	N/C
Sexual Battery Child	0	0	N/C	0	0	N/C	0	0	N/C	N/C
<b>TOTAL Part One Crimes</b>	<b>38</b>	<b>22</b>	<b>-42%</b>	<b>42</b>	<b>22</b>	<b>-48%</b>	<b>21</b>	<b>22</b>	<b>5%</b>	<b>-28%</b>
Property Crimes	21	14	-33%	25	14	-44%	13	14	<b>8%</b>	-23%
Person Crimes	17	8	-53%	17	8	-53%	8	8	0%	-35%
<b>Total Calls For Service</b>	<b>1,742</b>	<b>1,998</b>	<b>15%</b>	<b>2,359</b>	<b>1,998</b>	<b>-15%</b>	<b>1,736</b>	<b>1,998</b>	<b>15%</b>	<b>5%</b>
Firearm Offenses	4	5	<b>25%</b>	4	5	<b>25%</b>	2	5	<b>150%</b>	<b>67%</b>
Domestic Violence Cases	16	15	-6%	20	15	-25%	13	15	<b>15%</b>	-5%
	Comstat 24	Comstat 2	Percent Change	Comstat 25	Comstat 2	Percent Change	Comstat 1	Comstat 2	Percent Change	Avg Percent

NOTE: This Crime data is preliminary and subject to reclassification upon further investigation. N/C = Non Calculable



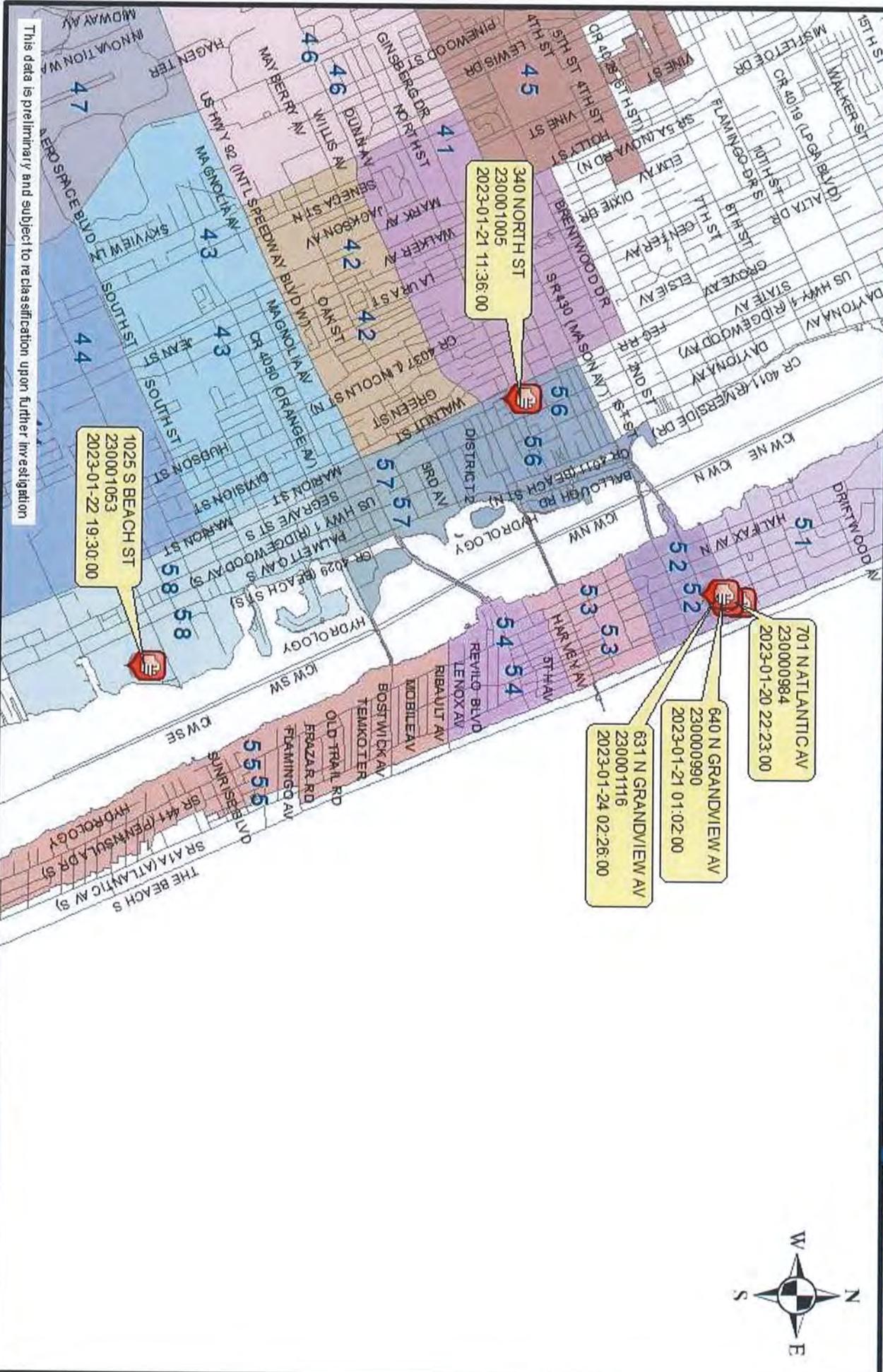
# District 2 - Part 1 Crimes by Zone

## 1/1/2023 through 1/28/2023

DAYTONA BEACH POLICE DEPARTMENT	Total	DB51	DB52	DB53	DB54	DB55	DB56	DB57	DB58
Total	40	6	8	5	2	1	5	4	9
Aggravated Assaults	11	3	2	1	0	1	2	0	2
Auto Theft	0	0	0	0	0	0	0	0	0
Burglary Non-Residence	0	0	0	0	0	0	0	0	0
Burglary Residence	1	0	0	0	0	0	1	0	0
Homicide	1	0	0	0	0	0	0	0	1
Larceny All Other	18	3	5	3	1	0	1	1	4
Larceny Bicycle	1	0	0	0	0	0	1	0	0
Larceny Carbreak	1	0	0	0	0	0	0	1	0
Larceny Shoplifting	6	0	1	0	1	0	0	2	2
Robbery Armed	1	0	0	1	0	0	0	0	0
Robbery Strongarm	0	0	0	0	0	0	0	0	0
Sexual Battery	0	0	0	0	0	0	0	0	0

\*The Aggravated Assault, Auto Theft, & Sexual Battery statistics reflect the total number of incidents, it does not indicate the total number of victims or vehicles. The Highlighted numbers indicate zones with higher levels of activity.

# District 2 Aggravated Assaults and Batteries 01/15/2023 through 01/28/2023



This data is preliminary and subject to reclassification upon further investigation



## Legend

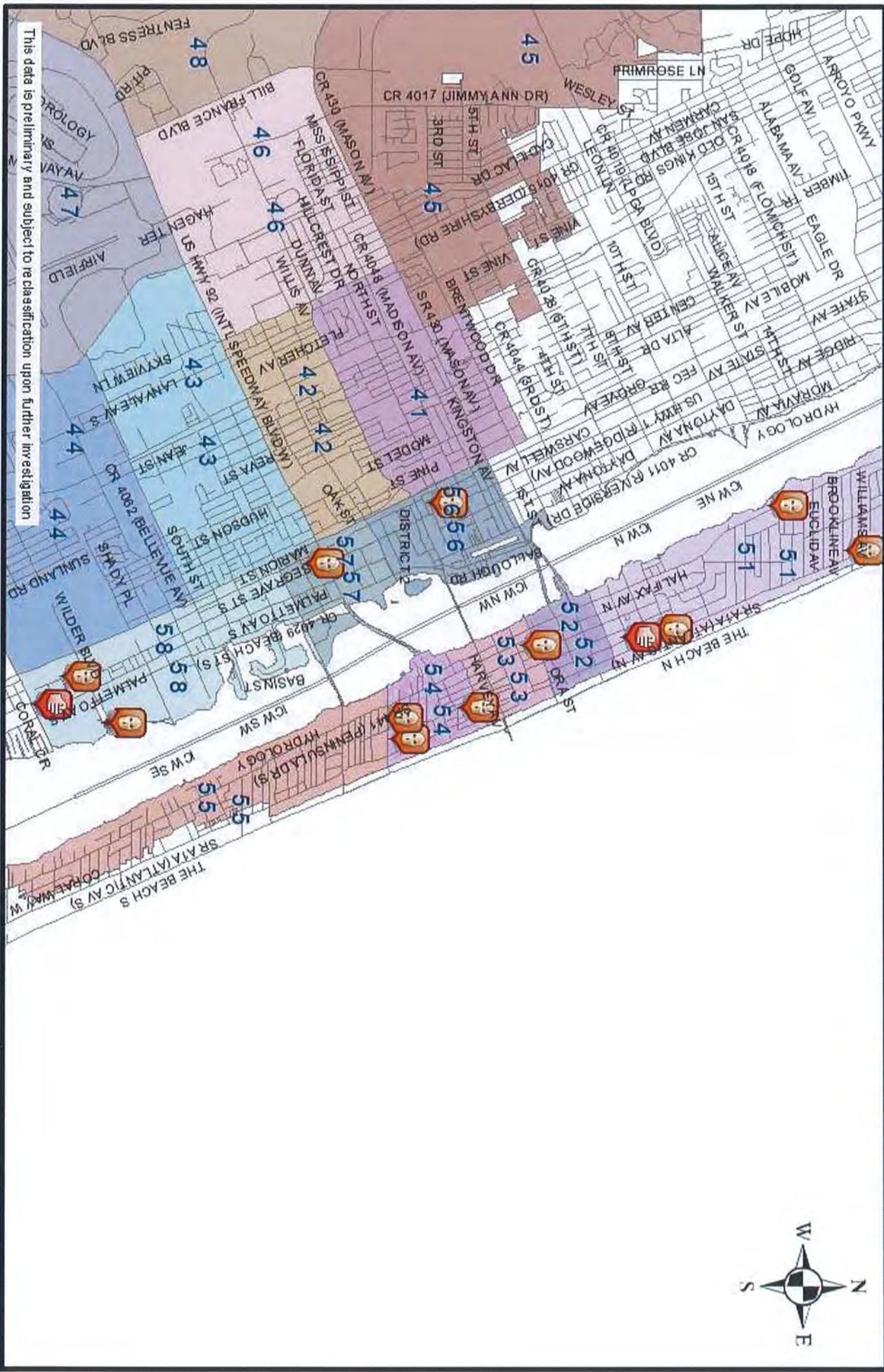


Aggravated Assault/Battery

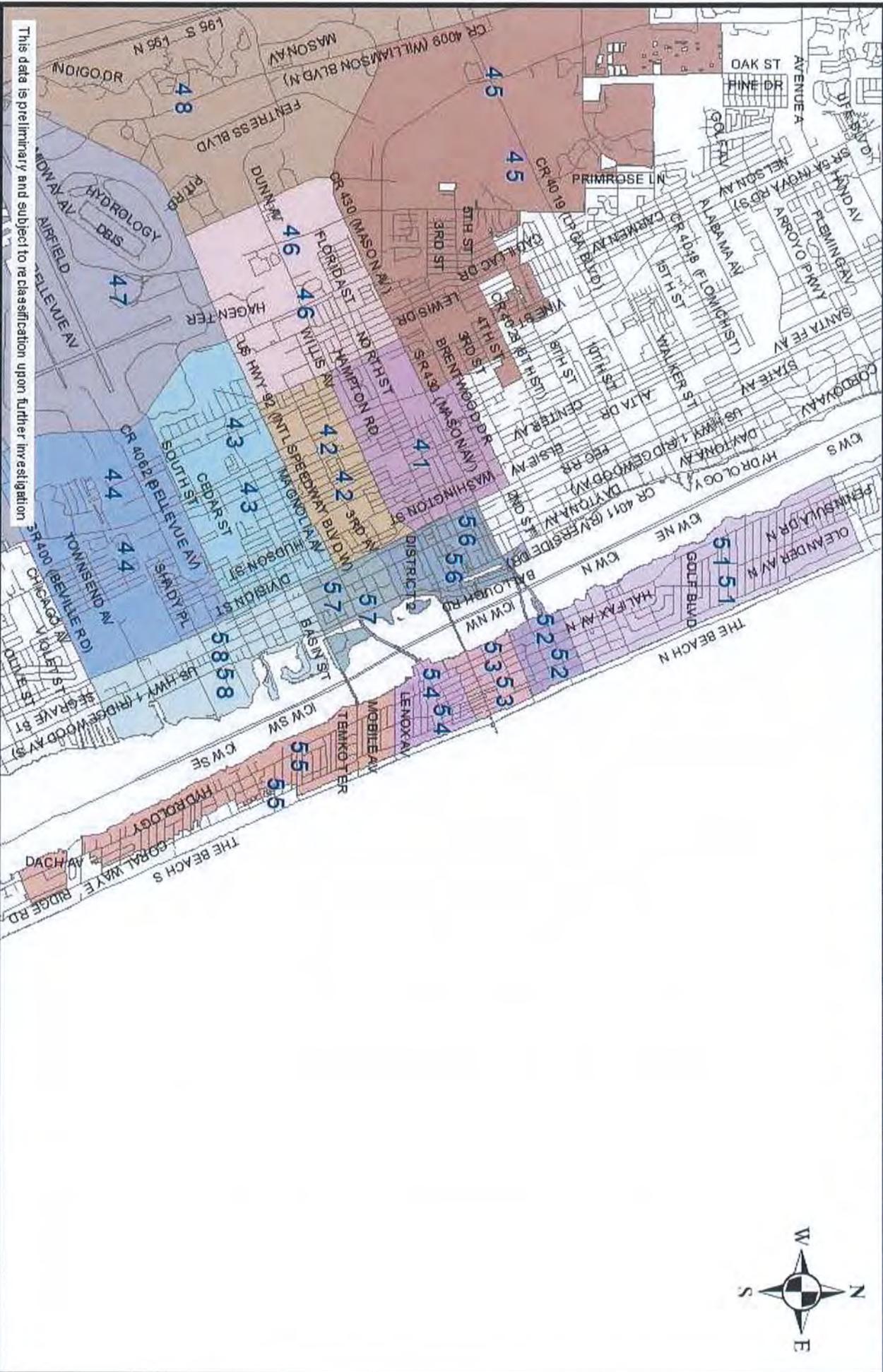


Daytona Beach Police Department  
 Prepared by: T.Young  
 Date: January 31, 2023

# District 2 Domestic Assaults and Batteries 01/15/2023 through 01/28/2023



# District 2 Robberies and Sexual Batteries 01/15/2023 through 01/28/2023



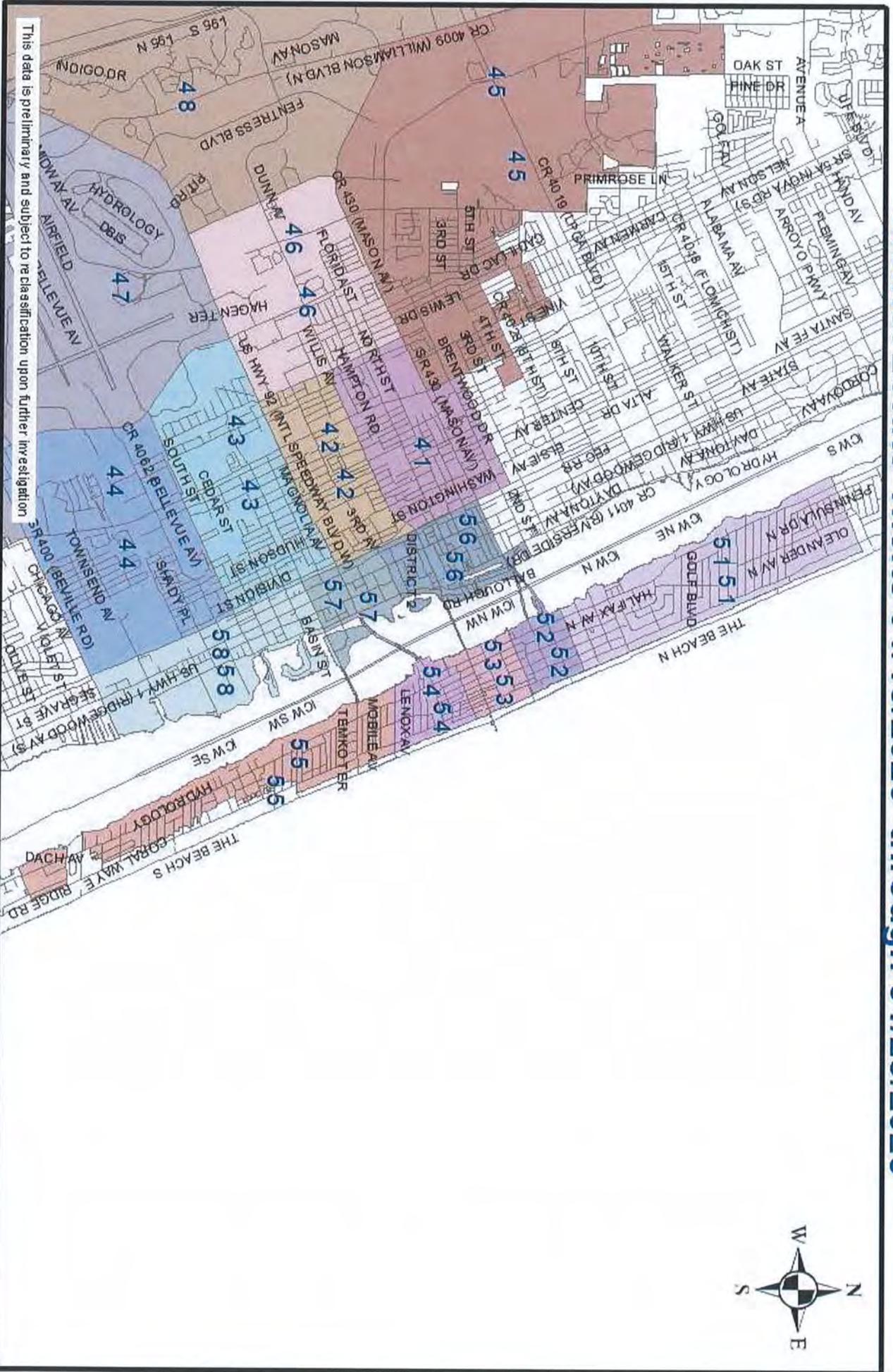
## Legend

THERE WERE NO ROBBERIES OR SEXUAL BATTERIES REPORTED IN DISTRICT 2 DURING THIS PERIOD



Daytona Beach Police Department  
 Prepared by: T. Young  
 Date: January 31, 2023

# District 2 Auto Thefts 01/15/2023 through 01/28/2023



This data is preliminary and subject to reclassification upon further investigation

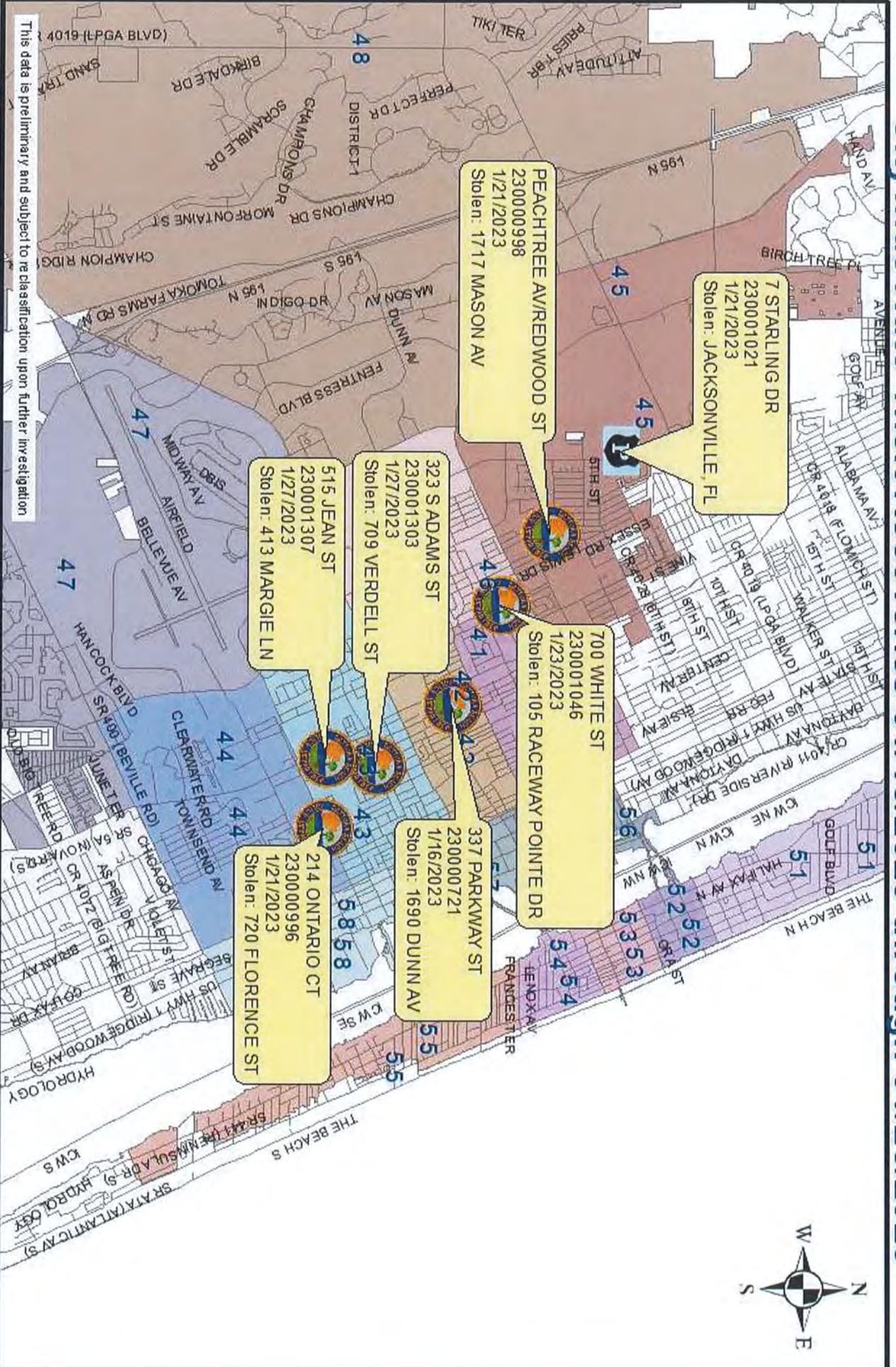
## Legend

THERE WERE NO AUTO THEFTS REPORTED IN DISTRICT 2 DURING THIS PERIOD



Daytona Beach Police Department  
 Prepared by: T.Young  
 Date: January 31, 2023

# Citywide Auto Theft Recoveries 01/15/2023 through 01/28/2023



## Legend



Stolen DB/Recovered DBPD

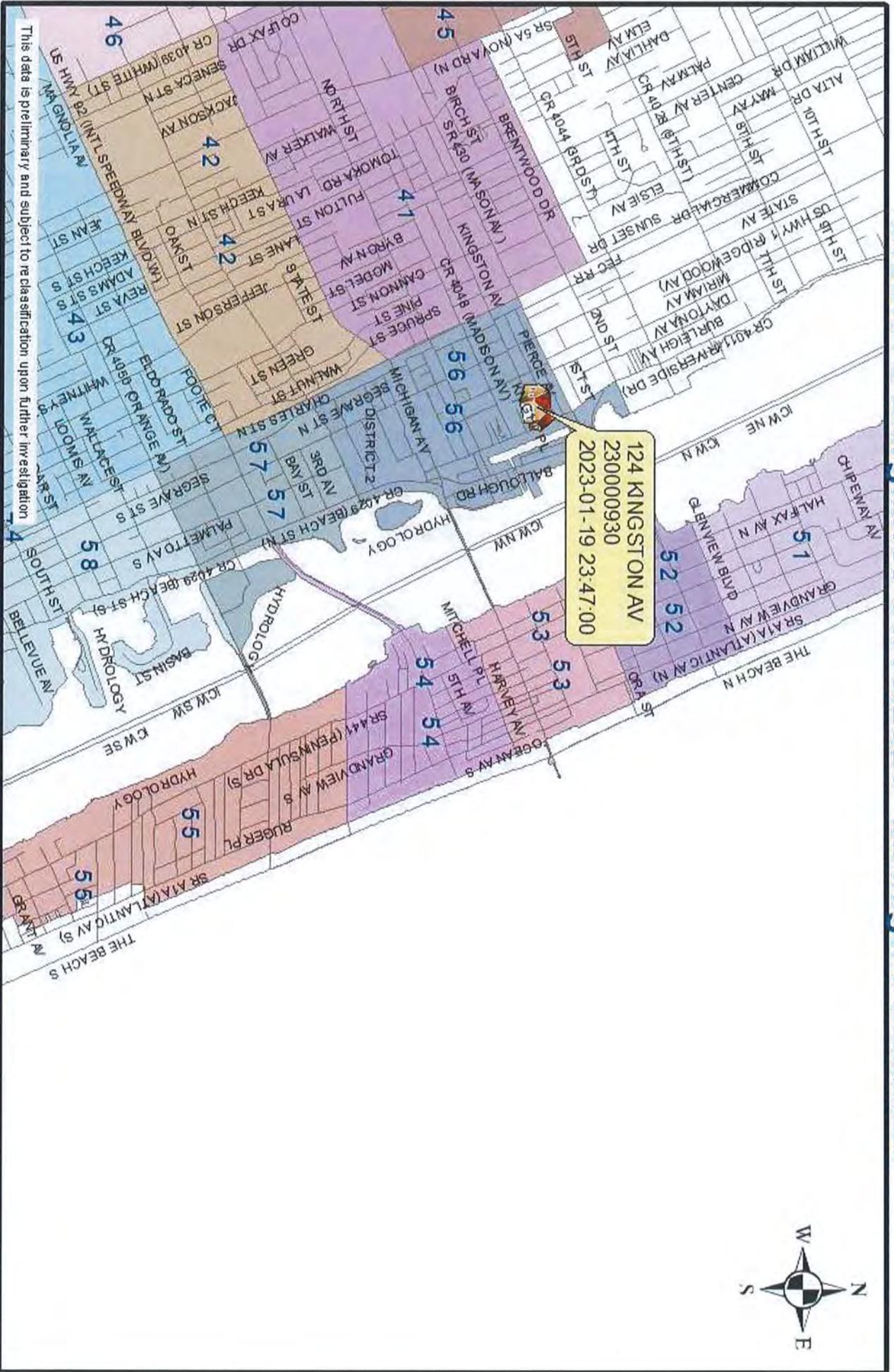


Stolen Outside Agency/Recovered DB



Daytona Beach Police Department  
 Prepared by: T.Young  
 Date: January 31, 2023

# District 2 Burglaries 01/15/2023 through 01/28/2023



124 KINGSTON AV  
230000930  
2023-01-19 23:47:00

## Legend

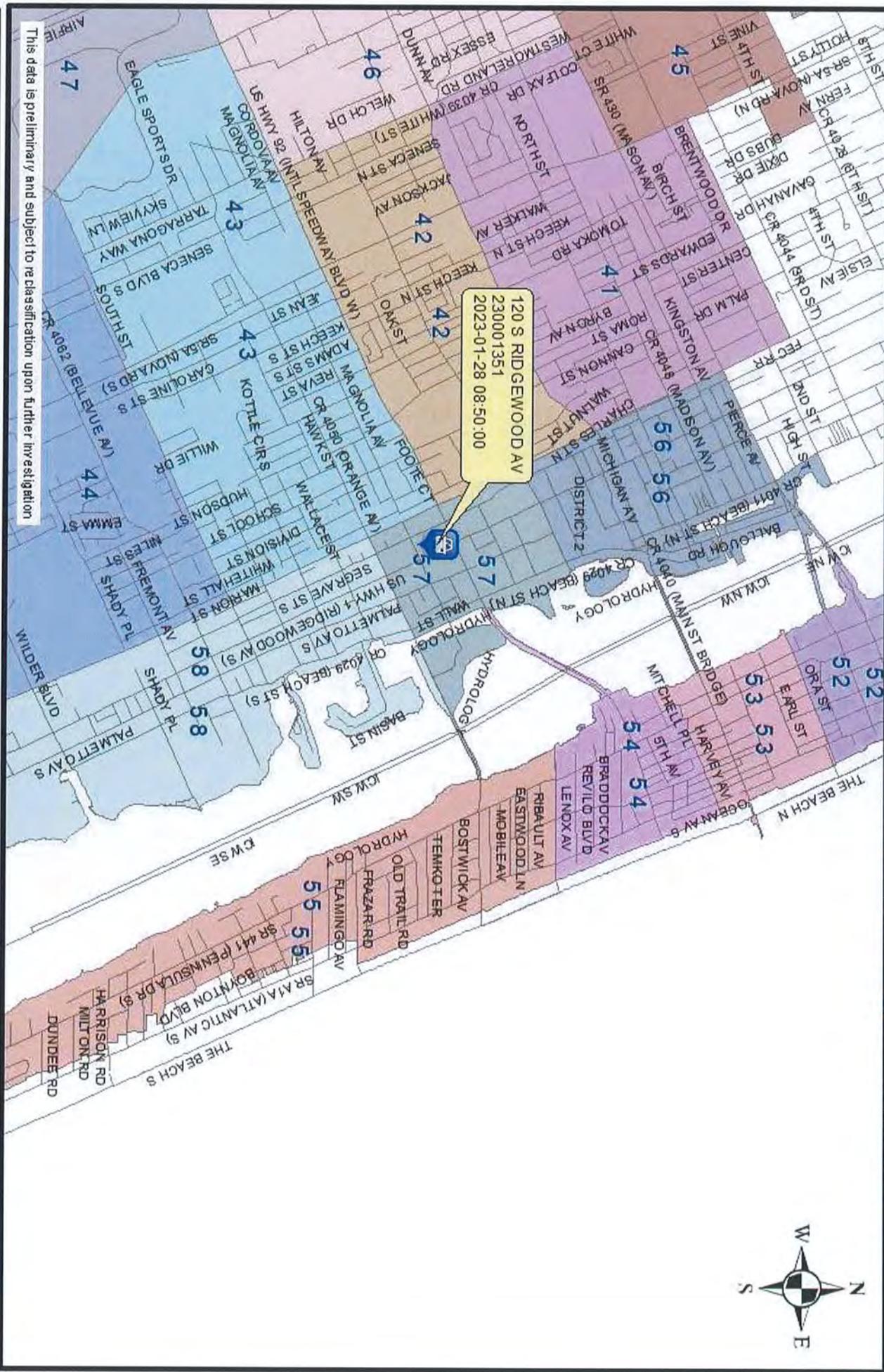


Burglary Residence



Daytona Beach Police Department  
Prepared by: T.Young  
Date: January 31, 2023

# District 2 Larceny Carbreaks 01/15/2023 through 01/28/2023



This data is preliminary and subject to reclassification upon further investigation

## Legend



Larceny Carbreak



Daytona Beach Police Department  
Prepared by: T.Young  
Date: January 31, 2023



# **COMPSSTAT REPORT**

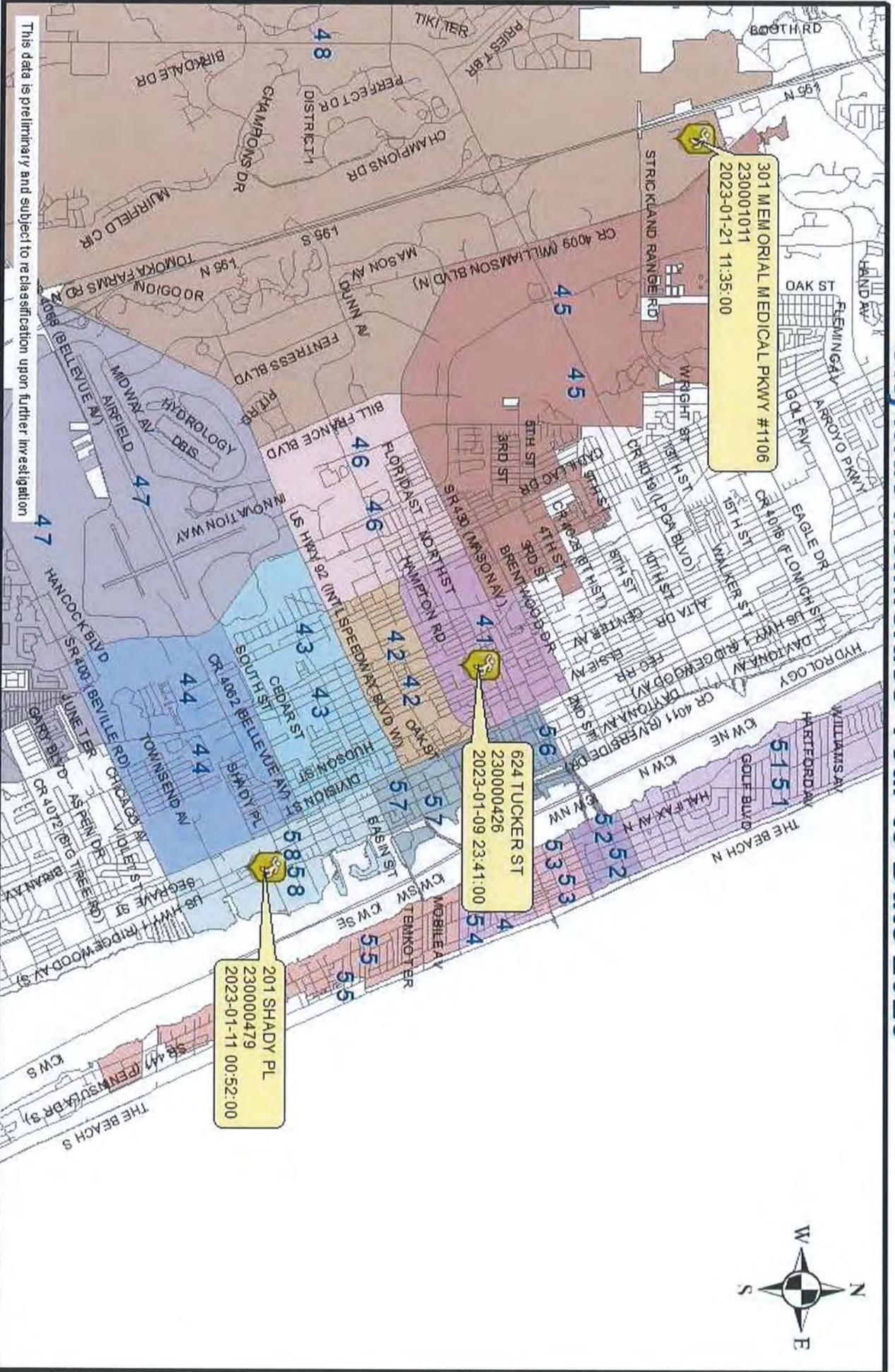


## **CRIME STATISTICS**

***Criminal Investigations Division***

***Captain Byron K. Williams***

# Citywide Homicides Year to Date 2023



This data is preliminary and subject to reclassification upon further investigation



## Legend



HOMICIDE



Daytona Beach Police Department  
 Prepared by: T.Young  
 Date: January 31, 2023

# COMPSSTAT REPORT



## Next Compstat Session:

**February 16, 2023**

Reporting Period: January 29, 2023 through February 11, 2023  
to be held in the Compstat Room (2nd Floor Room 2001 )

\*Public Meeting To Be Determined\*At 129 Valor Boulevard



**G O L D**  
M A R K E T I N G

*Intelligent Imagination™*

**MIDTOWN CANVASSING PROPOSAL FOR  
THE CITY OF DAYTONA BEACH CRA**

*Prepared by GOLD Marketing • Tuesday, January 24, 2023*

**THE VERANDA**

*814 State Road A1A North*

*Ponte Vedra Beach, FL 32082*

 *904.285.5669*

 *StrikeGold.com*

# **MIDTOWN CANVASSING PROPOSAL FOR THE CITY OF DAYTONA BEACH CRA**

*Prepared by GOLD Marketing • Monday, January 23, 2023*

## **Introduction**

The City of Daytona Beach CRA wishes to market to – and on behalf of – local businesses in the Midtown Daytona Beach area. To launch a successful program, we recommend that the program begin with canvassing to build a database of Midtown businesses for use in outreach, marketing, and communications.

GOLD has valuable experience building databases and canvassing for clients like Grady Health System (*Atlanta*), Miller and Lents (*Houston*), Paychex (*Rochester*), and UPS (*Atlanta*).

## **Canvassing Project Overview**

In order for the City to launch an effective business-to-business marketing program, Midtown Daytona Beach businesses must first be identified and contact data collected to create a comprehensive database. To do so will require professional canvassing of the area, with an officially credentialed canvasser visiting every business and recording pertinent data (*including both their physical and mailing addresses, business Owner/Manager's name/title, email address, phone number, and web address if applicable*).

Should the Owner/Manager not be present upon the canvasser's initial visit, and an employee is unable to provide the needed information, a flyer will be left that explains this initiative, plus a prepaid postcard for the Owner/Manager to complete and mail. Should the business be closed at the time of the initial canvassing, a door hanger will be left containing a perforated prepaid postcard for the information to be mailed. The door hangers and cards will be numbered to track the businesses that have responded and those that have not.

The 2013 Midtown Redevelopment Strategic Plan prepared by PMG Associates provides insight regarding the number of businesses to be canvassed. The plan cites 2012 Claritas data showing that there were 288 businesses here. But a 2013 ICSC report suggests there were 53 additional businesses operating in the area's shopping centers. Assuming that a decade later the total number may have increased or decreased 10% or more, we plan to canvas 307-375 businesses.

We estimate that the initial canvassing will be completed in four weeks. Two additional weeks should be allowed for cards to be mailed, with businesses that have not responded revisited within the following two weeks. Based on our experience, it is expected that data should be secured from over 80% of the intended businesses as a result of this canvassing, with the remaining information to be collected during the next phases of the Midtown Daytona marketing effort.

The following are the estimated costs and timeframe to complete this phase of the assignment:

*Page 1 of 3*

# **MIDTOWN CANVASSING PROPOSAL FOR THE CITY OF DAYTONA BEACH CRA**

*Prepared by GOLD Marketing • Monday, January 23, 2023*

## **Project Costs**

### **PRINTING & FULFILLMENT COSTS**

The following are canvassing support materials to be printed, which will take two weeks to be completed and shipped before canvassing can begin.

#### **Door Hangers**

- DESCRIPTION: Perforated with a tear-off response reply postcard (*with return postal indicia*) for the business to drop in the mail with their contact information should they not be open when the canvasser visits;
- BASIC SPECS: 500 5" X 10" door hangers printed on both sides in full color using a premium card paper stock with coating;
- DESIGN COST: \$175 including pre-press production; and
- PRINTING COST: \$1,688.42 including shipping. (*The City's indicia will be used for the return postcard.*)

**NOTE:** *The hanger cards will also be sequentially numbered to keep track of which businesses have and have not completed them.*

#### **Flyers**

- DESCRIPTION: To be left by the canvasser with an employee should the business owner or manager not be present;
- BASIC SPECS: 500 8.5" X 11" flyers printed on one side in full color on a premium paper stock;
- DESIGN COST: \$175 including pre-press production; and
- PRINTING COST: \$599.97 including shipping.

#### **Contact Cards**

- DESCRIPTION: For each business visited, a card would be completed with the businesses name and address, and the outcome of the visit;
- BASIC SPECS: 500 4" X 6" cards, printed on both sides on a premium card stock;
- DESIGN COST: \$100 including pre-press production; and
- PRINTING COST: \$340.77 including shipping.

### **CANVASSING COSTS**

- DESCRIPTION: A professional canvasser with extensive experience will visit each business twice as described, collecting the necessary data, providing literature, and building the database.
- COST: The total for canvassing as described is \$11,200 (*including all canvasser expenses such as meals and travel*), and the cost for Excel data entry is \$650.

# MIDTOWN CANVASSING PROPOSAL FOR THE CITY OF DAYTONA BEACH CRA

Prepared by GOLD Marketing • Monday, January 23, 2023

## Time & Cost Totals

- Total Canvassing Project Time: 12 Weeks
- Total Canvassing Project Cost: \$14,929.16

## Next Steps

After the canvassing project is completed, the following are the next two phases of the recommended Midtown Daytona Beach marketing rollout:

- **BUSINESS COMMUNICATIONS & MARKETING RESEARCH**  
Once the database is built, businesses can be contacted regularly via email marketing regarding the development of a strategic marketing plan, branding, and promotional programs for the Midtown area. A separate budget will be required for these activities.
- **MARKETING CAMPAIGN LAUNCH**  
Once the strategic marketing plan has been developed, marketing to prospects to benefit area businesses will begin, utilizing a wide array of advertising and promotional tactics. A budget will need to be established for these activities as well.

Should you have any questions regarding this initiative, please contact Keith Gold with our firm. *Thank you for your consideration.*

## Canvassing Project Terms

**PLEASE NOTE:** *50% of the total estimated project cost will be invoiced and due prior to the start of the project. The second 50% will be due when the project is finished at the time the database is presented.* Importantly, a late fee in the amount of 1.5% will be charged for all invoices that are not paid within 30 days.

*My signature below indicates approval of the above-mentioned agreement and authorizes GOLD to begin work for the client as stated.*

(Name)

(Title)

(Signature)

(Today's Date)

CITY OF DAYTONA BEACH

## Midtown Redevelopment Area

### Public Works Projects

#### **Campbell Aquatic Pool Surface Repair/Resurfacing (Updated)**

- Commission District/Description:
  - Zone 6
  - Midtown CRA
  - Project is being evaluated for pools to be resurfaced and repaired.
- Progress:
  - ITB 22403 completed and awarded to AuMiller Pools as the lowest bidder.
  - Additional funding memo submitted to CM.
  - Agenda packet sent to legal 6/17
  - Preconstruction meeting held July 28, 2022
  - Demolition completed for both pools.
  - Pools have been filled and pre-filtering is in progress.
- Schedule
  - SOW prepared for ITB – March 2022
  - ITB –April 2022
  - Pre-Bid Meeting – 4/21
  - Pre-Bid walk through – 4/27
  - Bids Due – 5/9
  - Contract awarded to AuMiller Pools and City Commission approval
  - Precon meeting July 28, 2022
  - NTP date set for September 6, 2022 with completion date of Oct 31, 2022. Due to storms and weather delays completion date has been extended to 12/9/22.
- Project Costs:
  - Estimated resurfacing project Spring of 2022 - \$160,000
  - Low bid is \$169,755.00 and additional funding approved and transferred for a project value of \$185,000.00.
- Summary:
  - **The Project is completed and will be removed from list next month.**

#### **Dickerson Center/Campbell Pool Site Improvements (Updated)**

- Description/Commission District:
  - Project is for design and construction of parking lot improvements for Dickerson Center and Campbell Pool facility
  - Zone 6
  - Midtown Redevelopment CRA
- Progress:
  - Work Authorization #23 for design and permitting for PMA issued
  - Redesign needed due to park masterplan changes
  - SJRWMD submittal has been made, permit issued August 25, 2021.
  - FPL photometric have been completed
  - 100% design plans submitted to City for review
  - FPL easement and agreement signed and sent to FPL

- Bid Documents submitted to Purchasing for review
  - Pre-Bid meeting conducted March 7, 2022
  - Bid opening April 5, 2022
  - “Best and Final” bid offers from two lowest bidders due April 13. Local Vendor preference in Purchasing code was invoked by second lowest bidder
  - Lowest “Best and Final” offer was from Paul Culver Construction at \$1,100,000
  - Contract was awarded at the May 18 Commission Meeting
  - Preconstruction conference held June 17, 2022
  - Coordination meeting with FPL held on June 30, 2022
  - Demolition on-site is complete.
  - Drainage pipe installation is complete.
  - Underground lighting conduit for FPL is complete.
  - Shade Structure foundations and support poles installed.
  - Electrical Service restored to Mikael Brown Building.
- Upcoming Work (1 week look-ahead):
    - Process RFI as needed.
    - Contractor to start pouring concrete sidewalks, curbing and construct seat wall at playground area.
- Risks/Challenges:
    - Minimizing disruption to pool and Dickerson center users during construction
    - Identify entrance to pool and pedestrian path to entrance
    - Completion of work within budget
    - Secure funding source for improvements
- Schedule:
    - Project bid received on April 05, 2022. Low bid was \$1,134,889.98 .Second Low bidder invoked “Local Vendor”
    - Best and Final offers from two lowest bidders due April 13. . “Best and Final offer” was \$1,100,000
    - Award of Contract to Paul Culver Construction is on May 18<sup>th</sup> Commission Agenda
    - Preconstruction Conference on June 17, 2022
    - NTP : July 28, 2022.
- Project Costs:
    - Design Cost: (Survey: \$8,397, Geotech \$1,401, \$26,000 PMA Design and permitting)
    - Engineers Construction Costs estimate \$1,485,000 (Grant award): \$369,359
    - Lowest Bid for Base Bid and additive alternate No.1 was \$1,100,000
    - CO#1- Relocation of Mikel Brown Bldg. electrical Service in approvals- \$14,830
    - CO#2-additional Conduit in for Pricing by Contractor
    - CO#3-for storm related tree and debris removal \$6,622 has been approved.
    - CO#4 additional sidewalk and Seat wall for playground area is in for City Commission approval for December 12, 2022 meeting at price of \$112,000.
    - CO#5 for Misc. item \$4,475 is being prepared for City Managers signature.
- Summary:
    - On Schedule

### Dickerson Park Playground

- Commission District/Description:
  - Construction documents for a new relocated playground at the Dickerson Center

- Zone 6 (Paula Reed)
- Redevelopment Area: Midtown Redevelopment Area
- Progress :
  - Playground equipment order place 9/7/21
  - Installation of shade structure foundations and poles ongoing.
  - Installation of seat wall has begun.
- Schedule:
  - Estimated Playground installation will begin when seatwall install is complete, anticipated end of Feb/early March.
  - Installation of playground equipment completion expected in March 2023.
- Pending Work:
  - None at this time.
- Upcoming Work (1 week look-ahead):
  - Support Dickerson Park Site Plan Project as needed.
- Risks/Challenges:
  - None
- Project Cost:
  - Final playground pricing from playground vendor (Kompan) \$347,498.07
  - Sanderson Concrete proposal for seat walls received final pricing \$112,000, included in above project CO#4.
  - Available budget of \$402,400.00 for the entire project
  - Race and Rec Grant (\$302,400.00) City Match (\$100,000.00) \$402,400.00 (total budget)
- Summary:
  - A new playground to replace the existing playground at the Dickerson Center. This project is a piece of a larger Master Plan for the Dickerson complex.

### **Fremont Avenue Sidewalks (Updated)**

- Commission District/Description:
  - Design plans for the construction of a new sidewalk on the north side of Fremont Avenue from Niles Street to Ridgewood Avenue (US 1). The City is working with the TPO and the project appears to be eligible to receive LAP funding to assist with construction cost.
  - Zone 6, A portion of the project is within the Midtown Redevelopment Area
- Schedule:
  - Solicit Bids June 2022.
  - Review received bids (3), recommend approval of low bid with FDOT concurrence.
  - Award Construction contract August 2022.
  - Project complete (construction and FDOT closeout) January 2023.
- Project Costs:
  - \$35,346.66 (Design)
  - \$201,465.00 (Construction)
- Summary:
  - City Commission approved the LAP agreement during March 16<sup>th</sup> Commission meeting. LAP agreement was sent back to the FDOT for signature. The signed LAP Agreement was received on May 17<sup>th</sup>.
  - The preconstruction meeting between the City, CEI Consultant, Contractor, Railroad, Franchise Utilities, and the FDOT held on Sept 9, 2022.

- A FDOT documentation has been uploaded to GAP and the Contractor DBE commitment has been inputted in the FDOT EOC system prior to the preconstruction meeting.
- Notice to Proceed issued with a start date of Oct 10, 2022. After Hurricane Ian, completed a site visit with the Contractor and FDOT liaison to ensure project can begin on Oct 10th.
- Railroad roadway work required training finished by CEI on Sept 21st and City on Sept 22nd. Contractor still needs to take the course and complete the exam.
- Contractor installed project bulletin board on Oct 6th, bulletin board inspection passed by Oct 10th.
- Contractor commenced work on Oct 10<sup>th</sup>, Held progress meetings on Oct 27<sup>th</sup>, Nov 17<sup>th</sup> and Dec 1<sup>st</sup>.
- Hurricane Nicole damaged bulletin board, deficiencies have been corrected.
- The FDOT conducted a Quarterly Assurance Review onsite and review of cloud-based project files on Nov 18th. Provided resulting report on Nov 23rd, working on addressing identified concerns.
- Contractor needs to provide miscellaneous documents for LAP conformance, contractor has been intermittently providing required submittals.
- Completed first Project Monitoring Status Report and submitted the report to the FDOT on Nov 17th.
- The FDOT conducted a Quarterly Assurance Review onsite and review of cloud-based project files on Nov 18th. Provided resulting report on Nov 23rd, addressed identified concerns.
- Contractor needs to provide miscellaneous documents for LAP conformance, contractor has been intermittently providing required submittals.
- Final Walk through held January 18, 2023, small punch list issued to Contractor. Contractor completed corrective actions by January 23rd. Received FDOT and Railroad notice that the project has passed Final Inspection. City to issue Final Completion certificate to Contractor.
- Prepared a zero dollar change order for 5 additional contract days, change order has been approved by the FDOT and has been routed for City signatures.
- Had an EEO compliance meeting with FDOT on Jan 26th, need to address three items.
- Currently working on project closeout with Consultant.
- Submit first reimbursement request to the FDOT on Jan 11th.
- **Project is complete and will be removed from list upon final release from FDOT and LAP agreement finalization.**

### **Division Street Improvements**

- Commission District/Description:
  - Zone 3, Midtown Redevelopment Area
  - Design, permit and construct roadway improvements along Division Street between Orange Ave and Live Oak.
- Schedule
  - 100% Design – March 2021
  - Solicit Bids (dependent on available funding) – Dec. 2022
- Project Cost

- Cost for surveying, geotechnical, and design services is \$42,637.51.
- Summary
  - 100% submittal received, SJRWMD did not grant the City an exemption, so a permit will be required.
  - Consultant was asked to submit a SJRWMD permit application on June 21st, so if funding becomes available the project can move forward. Consultant is working on the submittal.
  - Pre-application meeting with SJRWMD occurred on Sept 14, 2022.
  - Requested supplemental work proposal from consultant to complete required permitting through SJRWMD, anticipated the end of Nov. 2022.
  - Project is on hold pending funding.

### **Daisy Stocking Park Improvements (Updated)**

- Description/Commission District:
  - Project involves a redesign of the Park in order to expand on the Park programming, enhance the overall function and improve the visual aesthetics as the Park has become more in demand and is used as an event venue. Project will include improvements to sidewalks, hardscape, landscaping, lighting, playground and providing shade structure over event seating.
  - Zone 6
  - Midtown Redevelopment CRA
- Progress
  - 100% Design Completed
  - Funding is secured
  - Project was advertised for Bids on Sept 1, 2022
  - Pre-Bid meeting was held Sept 8, 2022
  - Bids were opened on October 17, 2022
- Upcoming Work
  - Receive latest revised bid (negotiated bid) from contractor (Paul Culver Construction)
  - Alternate design/pricing for Playground has been solicited from KOMPAN.
- Risks/Challenges
  - Completion of work within budget
  - Coordination of construction schedule with period of lower park usage
- Schedule
  - Pre-Bid Meeting Sept 7, 2022
  - Bid Date: October 17, 2022
- Project Costs
  - Construction Cost Estimate: \$1,781,466 Base Bid, \$204,050 for Additive Alternate

- Summary
  - On schedule, in negotiations with apparent low bidder

### **Road Resurfacing Program**

Current/upcoming phase outside of CRA this month.