

AUG. 16, 2023

City Manager's Update



Door-to-door canvassing effort in Midtown to start at month's end

Goal is to create an inventory of Midtown area businesses to better share information

An effort to create a directory of businesses in the Midtown area will soon be underway. The activity was identified in the 2012 Midtown Master Plan.

"When the city offered financial assistance following last year's storms, we had difficulty getting the word out to business owners. The Midtown Redevelopment Board and staff requested the development of a business directory so we can easily and effectively share information with them and in turn, help grow their businesses," said Ken Thomas, redevelopment and neighborhood services director. Once the database of Midtown businesses is completed, Thomas said he would also like to expand the effort to the Main Street area. There is already an established directory for businesses in the downtown area.



Gold Marketing Communications, an advertisement agency with a long history of working with the city's Downtown Development Authority, is leading the canvassing effort, which will be done in two phases over a 12-week period. The first phase involves door-to-door visits to businesses along Orange Avenue, Dr. Martin Luther King Jr. Boulevard and Dr. Mary McLeod Bethune Boulevard with a goal to obtain basic contact information including business name, owner's name, address, phone number, email address, website and type of business. Once a database is populated, businesses can be contacted regularly via email regarding the development of a strategic marketing plan, branding and promotional programs for the Midtown area.

STAY CONNECTED

Sorry We Missed You!

Please fill out and mail your business profile below to connect with the City of Daytona Beach and receive information that will benefit your business!

MIDTOWN DAYTONA BEACH
- CANVASSING PROJECT -

BUSINESS PROFILE 0000

BUSINESS NAME: _____

YOUR NAME: _____ TITLE: _____

BUSINESS ADDRESS: _____

MAILING ADDRESS (if different): _____

PHONE NUMBER: _____

E-MAIL ADDRESS: _____

WEBSITE: _____

BUSINESS TYPE:

<input type="checkbox"/> AUTOMOTIVE	<input type="checkbox"/> RESTAURANT
<input type="checkbox"/> EDUCATION	<input type="checkbox"/> RETAIL
<input type="checkbox"/> PROFESSIONAL	<input type="checkbox"/> OTHER: _____

When the canvassing is underway, if a business is closed or owners aren't available, a perforated door hanger (pictured) will be left, which can be mailed to the city.

Gold Marketing was founded in 1989 and has earned a reputation as one of America's most effective marketing firms with hundreds of satisfied clients including more than 500 blue-chip companies and dozens of local governments in Florida, state agencies such as VISIT Florida, Florida Department of Environmental Protection and Florida Fish & Wildlife Commission and a host of non-profit agencies and customers in various industries from entertainment and transportation to manufacturing and real estate.



Riverfront Esplanade's southern portion is scheduled to open some time in October. The section is from International Speedway Boulevard to Orange Avenue and includes an elaborate splash pad, restroom facility, a rose garden with other themed botanical gardens, a water feature and walking paths.

Today's hearing for Razzle's permit

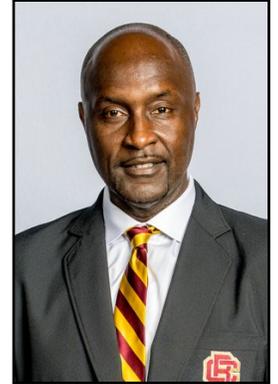
Special Magistrate Robert Riggio heard evidence today for an appeal to the suspension of Razzle's Nightclub's extended hours permit, which allows operation from midnight to 2 a.m. The popular nightclub on Seabreeze Boulevard was represented by Aaron Delgado, Esquire and the city was represented by Assistant City Attorney Anthony Jackson. Following more than two hours of testimony, both sides met privately and reconvened with a compromise of required conditions, with some being able to be implemented immediately. Additional conditions for the nightclub to operate with an extended hours permit include:

- Limiting the size of bags or purses to 5"x9"x2" for patrons or clear bags if the size is larger
- Requiring metal detectors at entrances
- Requiring scanners or card readers for identifications
- Placing a divesting table near entrances for security personnel to search personal items
- Adding more signage inside and outside the establishment communicating increased security measures
- Providing additional training for security personnel and bar staff
- Requiring security personnel in parking lots with at least two present during peak hours

Following today's hearing, City Manager Deric C. Feacher, City Attorney Ben Gross and Police Chief Jakari Young will discuss adding these requirements for other nightclubs as conditions to obtain an extended hours permit.

Raymond Woodie Jr. featured on Daytona Beach Radio Wednesday

With the start of football season approaching and buzz about the many changes happening with Bethune-Cookman University's football team, residents are in for a treat when B-CU head football coach Raymond Woodie Jr. joins Dr. Durham on Daytona Beach Radio at noon **Wednesday, Aug. 23**.



Woodie was hired as the head coach earlier this year, ushering in a new era for the storied football program. He was a four-year letterwinner as a linebacker and 1996 graduate of B-CU, and also has an impressive career as an assistant coach at numerous Power 5 schools including Florida Atlantic University (2020-22), Florida State University (2018-19), the University of Oregon (2017) and the University of South Florida (2013-16).

Daytona Beach Radio airs on JOY 106.3 FM. Listeners can tune in at 106.3 on the FM dial, online on JOY 106.3's website or the city's Facebook page or by using the Tunein Radio app on smartphones and tablets.

Waiving of permit fees to promote reinvestment ends soon

There are about two months left in the two-year initiative to waive building permit fees in the area bordered by



Mason Avenue to Shady Place and Ridgewood Avenue to Nova Road.

From October 20, 2021, to June 2, 2023, 914 residential and commercial permits have been issued, representing a combined job value of \$12,530,200 for repair, upgrades and beautification projects. Property owners have saved nearly \$444,682 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 property owners in the core area of the city.

Permit applications are accepted at City Hall and online at www.CODB.us/ims. For more information, call Permits and Licensing at (386) 671-8178 for assistance.



IN THE WORKS



Daisy Stocking Park (under construction): Renovations to historic Daisy Stocking Park are underway. With temporary fencing installed around the four-acre property, demo crews have placed silt fencing and removed existing seating and trees. Once demo is finished, footers for the new shade structure will be installed. This \$2.3 million project, which was partially funded by a \$1 million grant from the African-American Cultural and Historical Grant and \$330,000 from Daytona Beach Racing and Recreational Facilities District, is expected to be completed in 2024.



Mural at Daytona Beach Pier (in progress): The large, white cylindrical base underneath the Daytona Beach Pier will be the latest public space to be transformed into a vibrant, visually striking mural. Artist Tiff Urquhart is painting a colorful sea of fish in the underutilized space, turning it into a focal point in the popular tourist area. Urquhart also created the new botanical themed mural at the Dickerson Recreation Complex. The project at the pier should be completed in about two weeks.



Riverfront Esplanade and Manatee Island Day Docks (ongoing): The contract to repair the storm-damaged day docks and floating docks have been awarded to Titusville-based Rush Marine. Repairs to both locations have been combined into one contract due to the similarity of the projects. The \$760,404 project is expected to begin in early 2024 because of supply issues.



Peninsula Women's Club (ongoing): Closed since 2019, painting of the 100-year-old building's interior has started. Following a fresh coat of paint, other improvements include the installation of a new A/C unit, tables and chairs. Opened in 1923 and listed on the National Register for Historic Places, the multiuse facility is a contributing structure in the South Peninsula Historic District.



Wayfinding Signs (in progress): More than a dozen storm-damaged wayfinding signs on the beachside have been identified and are expected to be replaced in the near future. Traffic Control Devices, LLC was the lowest responsive bidder for the \$141,718 project. Fabrication and installation of the new signage should take a couple of weeks.



FDOT hosts meeting about Mason Avenue roadway improvements

The Florida Department of Transportation (FDOT) is hosting a public meeting about improvements to Mason Avenue, from N. Clyde Morris Boulevard to N. Beach Street, at 5:30 p.m. **Tuesday, Aug. 22**, at the Cherry Cultural & Educational Center, 925 George W. Engram Blvd.



The purpose of the project is to enhance operations on this section of Mason Avenue and improve pedestrian safety and connectivity with improvements such as new midblock crossings and sidewalk segments.

FDOT is offering multiple ways for the community to participate in the meeting— in-person, by phone or virtually. All participants, regardless of which platform they choose, will receive the same information on the proposed project. For more information and the meeting presentation, visit www.cflroads.com/project/448798-1.

Free concert at Cypress Park, Aug. 19

Free, city-sponsored summer concerts are continuing at Cypress Park with Chris McNeil performing at 7 p.m.

Saturday, Aug. 19. Born and raised in Central Florida, McNeil is a Navy veteran

who grew up surrounded by music. His pride for where he comes from is woven into his meaningful lyrics, while the soulfulness gained singing in the church choir comes across in each note he sings. His feel-good music blends a laid-back, small-town vibe with melodies that can always get a party started.

Attendees can enjoy free Line Dancing with Eddra before the concert at 6:30 p.m. Food and drink vendors will be onsite during the concerts. Attendees can bring their own lawn chairs. This year's sponsors of the *Midtown Music Concert Series* are Humana and United Healthcare.

For more details, visit www.CODB.us/MidtownMusic.



Tickets sold out for play set in 1970s Midtown

A professionally produced play titled "A Chance for Redemption, The Story of Midtown and Its People" will premiere **Aug. 26-27** at the News-Journal Center. Produced by Sheila Kay Davis, written by Lynn Thompson and directed by Tai Thompson – three high-profile storytellers with deep connections to the Daytona Beach community – "A Chance for Redemption" has been well received and all performances are sold out.



FOOD TRUCK RALLY

FRIDAY AUGUST 25 **10 FOOD TRUCKS**

5 to 9 PM **FAMILY FRIENDLY DJ**

LINCOLN STREET

Between Dr. Mary McLeod Bethune Blvd. and George Engram Blvd.

Presented by

DAYTONA BEACH

FUN NIGHT AT THE TRACK

SPECIAL DISCOUNTED TICKET PACKAGE
PORTION OF TIX BENEFITS PARKS & REC SCHOLARSHIPS

SATURDAY
AUGUST 26
RACE STARTS: 7 PM

Coke ZERO SUGAR 400

PARTICIPATE IN TRACK WALK BEFORE THE RACE

MORE INFO: WWW.CODB.US