

MARCH 5, 2024

City Manager's Update



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Economic high tide: Joe's Crab Shack's revenues surge

Pier restaurant remains a successful public-private partnership

Joe's Crab Shack, a landmark dining destination on Daytona Beach's iconic pier, celebrated a significant milestone, completing its 11th lease year with the City of Daytona Beach.

Demonstrating resilience following the pandemic and robust consumer spending, Joe's reported an annual gross sales of \$9,145,878 for the 12-month period from July 2022 through June 2023. This growth signifies a \$1,148,146 or a 14% boost in sales compared to the previous fiscal year. It was the eatery's second highest grossing year.

Under the lease agreement, which was initially approved in 2012, Joe's Crab Shack contributes a monthly lease payment along with a percentage of gross sales. The city's strategic partnership with Joe's has been fruitful, with the latest figures showing the city received \$571,500 last year.

Joe's has also started its 12th contract year on a strong note, with \$4,024,778 in sales within just six months.

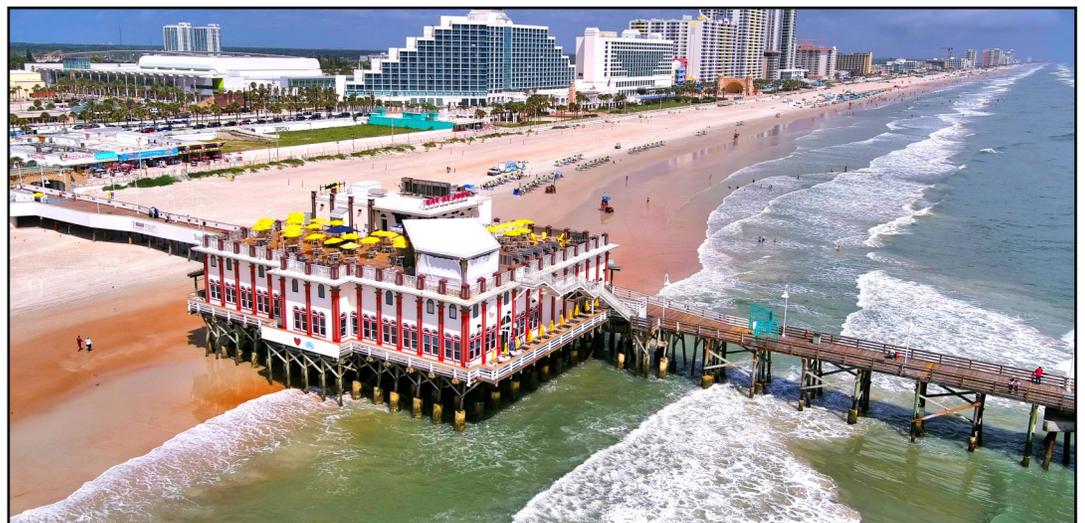
The city anticipates this trend will continue, underlining the importance of this successful public-private partnership in driving local redevelopment efforts and maintaining the city's tourist appeal.

The lease payments help offset preservation costs of the nearly 100-year-old wooden structure. In the last ten years, the city has invested about \$5.4 million on repairs and general maintenance, and Joe's payments to the city have totaled \$5,476,504.

At last month's City Commission meeting, a \$64,700 contract was approved with a consulting firm to design and assist with the bid and construction of additional repairs to the concrete foundation on the western end of the pier.

As part of the lease agreement, Joe's is also responsible for paying property taxes on the 26,000 square-foot restaurant. Joe's paid \$34,240 last year and \$37,009 is due this year.

2025 marks the pier's 100th year of being a Daytona Beach landmark.



Accelerate Business Summit receives high praise from staff, attendees, vendors



The city's inaugural Accelerate Business Summit was a resounding success, drawing nearly 150 attendees from across Central Florida.

Sixteen vendors were featured in the event's exhibit hall, and 11 food vendors participated in the "Taste of Daytona Beach" segment by providing a delicious breakfast and lunch, while enriching the experience with local flavors.

Spearheaded by teammates Phebe Fuqua, Redevelopment Project Manager; Kim Flaherty, Project Manager and Jeff Brown, Economic and Strategic Opportunities Director; the summit delivered engaging sessions and an inspiring keynote by international speaker Chris Robinson. The energetic event set a solid foundation for future initiatives to further support the local business community including the upcoming "Pitch Your Idea" competition and a business development program launching this summer. The city team looks forward to an even larger turnout and more sponsor engagement at the next summit. Stay tuned!

Daytona Beach represented at annual Volusia Days visit in Tallahassee

City leaders participated in this year's Volusia Days visit to Tallahassee, sponsored by the Daytona Regional Chamber of Commerce.

The annual event is a part of the Chamber's legislative advocacy efforts. Representing the city were Zone 1 Commissioner Monica Paris, Deputy City Manager-Fire Chief Dru Driscoll and Government Relations Administrator Hardy Smith.

The trio advocated for the city's legislative priorities and attended sessions with Rep. Tom Leek (District 28), Rep. Stan McClain (District 27) and Senator Tom Wright (District 8). They also attended educational presentations by Florida Chamber of Commerce President/CEO Mark Wilson, FDOT Secretary Jared Perdue, Commerce Secretary Alex Kelly, Insurance Commissioner Michael Yarwosky, DEP secretary Shawn Hamilton and Business and Professional Regulation Secretary Melanie Griffin.

New Chief Financial Officer named

City Manager Deric C. Feacher announced the selection of Natalia Eckroth as the city's new chief financial officer, replacing Patricia Bliss who retired in December. Eckroth will begin her employment April 1.

"Following a competitive recruitment, I am pleased to announce Natalia as the selection of our next chief financial officer," said Feacher. "I have great confidence in Natalia's extensive experience in local government and in her leadership qualities to help advance the city's priorities while being an effective steward of the city's finances." As CFO, Eckroth will oversee all operations and activities of the Finance Department, which includes accounting, budgeting, central purchasing, treasury management and utility billing.



Eckroth, who has more than 17 years of financial experience, returns to Daytona Beach after having previously served as the city's financial services manager from 2015 to 2020. Most recently, she was the finance director at the City of New Smyrna Beach. Eckroth began her career with Volusia County government after graduating magna cum laude from Stetson University in 2007 and returning to earn her master's degree. She is a CPA and has earned a Certified Government Finance Officer designation. "This is an amazing opportunity, and I am looking forward to returning to the city of Daytona Beach, collaborating on the city's initiatives, reconnecting with previous coworkers and meeting new ones," Eckroth added.

Christine Aiken, who served as the interim CFO, will return to the position of assistant finance director.



Dru Driscoll, Monica Paris and Hardy Smith pose for a selfie with Charlene Gagnier, Senator Tom Wright's senior legislative aide.



IN THE WORKS



Beach Street partial street closure announcement

(upcoming): On Monday, March 11, the northbound lane of Beach Street from Orange Avenue to Magnolia Avenue/Jackie Robinson Parkway will be closed from 8:30 a.m. to 1:30 p.m. A well marked detour will be in place. The closure is necessary because large trees are being transported and planted in the Riverfront Esplanade's southern section. The new trees will replace ones damaged during 2022's storms.



Jackie Robinson Ballpark *(under construction)*:

Renovations to historic Jackie Robinson Ballpark are underway with demolition to the roof, electrical system and fans finished. The steel structure above the seating area was pressure washed and painted. The underside of the grandstands will be painted in the near future. Roof framing and new electrical is being installed now and is expected to be complete this month. Work is on schedule to be finished by the Daytona Tortugas home opening game April 9.



Daytona Stadium's Camera Roof Deck *(upcoming)*: A design for upgrades to Daytona Stadium's roof deck are nearly finalized. The project is expected to go out to bid by the end of the March. Once finished, the new surface will provide a durable vantage point for staff and members of the media to operate during games and events.



Schnebley Rec Center handicap access ramp *(nearly complete)*: Concrete was poured for a new landing and sidewalk located on the south side of the ballroom. The new walking surface provides access to the facility's outdoor amenities. The dirt areas will be filled with sod.



Florida Tennis Center *(under construction)*:

Twelve courts have been resurfaced and new fencing has been installed. Custom wind screens will be installed in the near future. This week, demolition will start on the last six courts. During construction, the tennis center, located One Deuce Court, remains open.



Beville Trail ribbon cutting, March 6

Join city officials and project partners for a ribbon-cutting ceremony for Beville Road's multiuse trail, an important project to



improve pedestrian and bicyclist safety on this busy east-west corridor. Join us at 10 a.m. Wednesday, **March 6**, at Pelican Bay Professional Village, 1112 Pelican Bay Dr., to celebrate the city's commitment to safer, more inclusive mobility.

Spring Daytona Turkey Run, March 22-24

www.TurkeyRun.com

DRIVE ON THE TRACK
PARADE LAP
DAYTONA TURKEY RUN
SUNDAY MARCH 24TH
AT DAYTONA INTERNATIONAL SPEEDWAY

Daylight Saving Time Begins, March.10

Residents are reminded to set their clocks forward one hour before bed on **Saturday, March 9.**

This annual adjustment not only heralds longer days and shorter nights but also serves as a perfect moment to check and replace batteries in smoke detectors and carbon monoxide alarms in homes.



Embrace the change as an opportunity to ensure household safety while welcoming the extra hour of sunlight in the evenings.

Daytona Tortugas season starts April 5

The Daytona Tortugas are gearing up for their 2024 season, set to begin April 5 on the road against the St. Lucie Mets. Fans can

look forward to the home opener at Jackie Robinson Ballpark on **April 9** against the Palm Beach Cardinals. The season promises exciting matchups, including 66 home



games and a full schedule against Florida State League opponents. For more details and ticket information, visit <https://www.milb.com/daytona>.

Training workshop for new online application process for biker events

The city is transitioning to a paperless application process for business and property owners wanting inclusion in the master plans for Daytona Beach's two annual biker events. There is a training workshop for applicants 10 a.m. to noon **Wednesday, March 13** in Room 149 at City Hall. Staff will demonstrate step-by-step how to complete and submit an online application.

Master Plan
Application Workshop

St. Paddy's Day
BLOCK PARTY & DOG PARADE
SUNDAY, MARCH 17
1-9 PM
DOWNTOWN DAYTONA BEACH
BEACH STREET (ORANGE AVE to ISB)

DOG PARADE & COSTUME CONTEST
BARK IF YOU'RE IRISH, WAG IF YOU'RE LUCKY!
REGISTER YOUR PUP TODAY!

- 3:00 PM · BEACH ST & ORANGE AVE
- COSTUME CONTEST PRIZES & SWAG
- REGISTRATION: \$15
- PROCEEDS BENEFIT SOPHIE'S CIRCLE
- REGISTER & INFO: DowntownDaytonaBeachEvents.com

FOOD TRUCKS & DOWNTOWN RESTAURANTS SERVING YOUR FAVORITE IRISH FARE DRINKS & MORE
FREE EVENT • FREE PARKING • FAMILY FRIENDLY

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An Al Smith Productions Event