

MARCH 20, 2024

# City Manager's Update



## City uses technology to estimate number of visitors during Bike Week

### Main Street area remains Daytona Beach's top visited location for bikers

The 83<sup>rd</sup> year of Daytona Beach's Bike Week has wrapped up and for the first time, the city used specialized technology to help calculate the number of visitors for the 10-day festival.



Analyzing information provided by data analytics firm Placer.ai, the city received estimated attendance figures for the most popular biker areas within the city limits. Placer.ai used "location intelligence" from cellphones to count visits and provide "dwell time" in locations, demographics, where visitors go prior to coming into Daytona Beach and where they stop after leaving our city.

"Visitor numbers aren't going to be exact, but it's a start and better than a wild guess. The totals don't account for people without a cellphone or those without their location services turned on," said Jeff Brown, the city's Economic and Strategic Opportunities Director.

During 2024's Bike Week, three geofenced areas – Main Street, Daytona International Speedway and Dr. Mary McLeod Bethune Boulevard -- recorded 423,300 visitors, representing 668,700 visits. Figures provided by Placer.ai reveal 2024's event drew more total visits than other Bike Weeks since 2019. These totals surpass 2023's visits by a little more than 2% and 2019's (pre-COVID-19) totals by almost 30% or 150,220 visits.

### Main Street – Ground Zero

The Main Street area, a traditional nexus for the motorcycle community, once again proved to be a magnet for enthusiasts and curious onlookers, with 382,400 total visits from March 1 to 10, 2024. This figure not only underscores the event's appeal but also spotlights Daytona Beach as the hub for one of the largest gatherings on the biker calendar.

This year's average dwell time—a testament to the event's draw—was 118 minutes, suggesting visitors basked in the atmosphere for nearly two hours on average.

The zenith of this year's biker rally was 9 p.m. Saturday, March 9, when 20,300 people were on Main Street, mirroring the pattern of previous years where evenings transformed into a parade of headlights and a thunderous symphony of exhausts.

### Daytona International Speedway

The World Center of Racing® hosted two motorcycle races – the DAYTONA Supercross and DAYTONA 200 – as well as offered demo rides and a motorcycle marketplace featuring the nation's top motorcycle parts and apparel vendors.

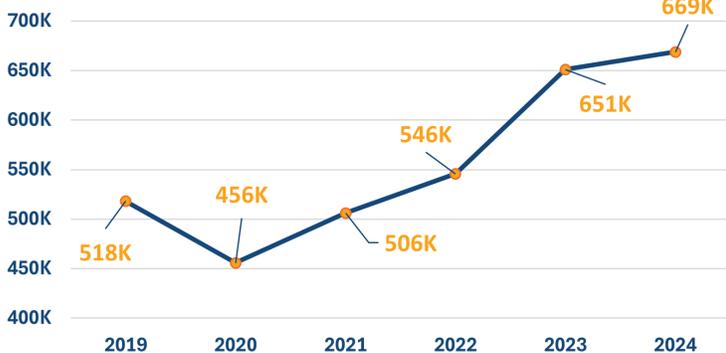
Dwell time was the highest at this venue of any targeted area at 214 minutes. The speedway had 257,100 visits during Bike Week, an increase of nearly 10,000 people from the previous year. Their busiest time and day was 8 p.m. Saturday, March 2 when 59,100 people were on speedway property.

### Dr. Mary McLeod Bethune Boulevard (MMB)

MMB saw a dwell time and peak time similar to Main Street. Visitors stayed an average of 107 minutes. The corridor's busiest time was 9 p.m. Saturday, March 9 when 4,300 people were in attendance.

In 2024, there were 29,200 visits, which was a slight increase over 2023's totals. Bike Week in 2021 pulled in the highest visits with 30,000.

**Total Visits By Year**  
(Three Geofenced Areas Combined)



## Get connected and get results! The city is launching a mobile platform to allow residents to easily submit requests to staff and get updates

Next month, the City of Daytona Beach will implement a new resource to help citizens become more engaged and involved with their community.

For alerting staff to clogged storm drains, overgrown lots, potholes, damaged street signs and other issues, SeeClickFix makes reporting a neighborhood problem to City Hall easier than ever.

SeeClickFix is a web tool and mobile app allowing citizens to report non-emergency neighborhood issues directly to city staff. SeeClickFix will be linked to the city's existing mobile app, DBConnect.

Residents can use this app to report issues such as:

Abandoned Vehicles	Grass or Weed Concerns
Animal Control	Litter or Debris
Code Enforcement Issues	Potholes
Dumping	Sidewalk Repairs
Graffiti	Streetlights or Traffic Signs



Photos can be uploaded with each service request as a visual reference to help communicate the issue. Submitted requests are then automatically routed to appropriate city staff who will help answer questions and provide solutions.

Once an issue has been reported, a confirmation email will be sent to the person who submitted the request. Individuals will be able to check the status of their request online, and an email will be sent once the work is complete or the issue has been resolved.

## Women's History Month recognized

Daytona Beach Radio, the city's weekly radio program airing on JOY 106.3 FM, is featuring local women on each episode this month. Hosted by Donna Gray-Banks, the one-hour talk-radio show airs from noon to 1 p.m. each Wednesday.

The following informative and inspirational sheros have been guests this month:

- Daytona Beach City Clerk Letitia LaMagna
- First Step's Executive Director Victoria Fahlberg, Ph.D.
- Carmen Ruiz, co-owner of FastSigns of Daytona Beach
- Supervisor of Elections Lisa Lewis will be the next featured guest on Wednesday, March 27.

All shows are archived on [codb.us/DaytonaBeachRadio](http://codb.us/DaytonaBeachRadio).

Learn about projects and initiatives happening in our community.  
Call 386-868-3411 during the program and ask questions about the day's topic.

Hosted by:  Next week's guest: 

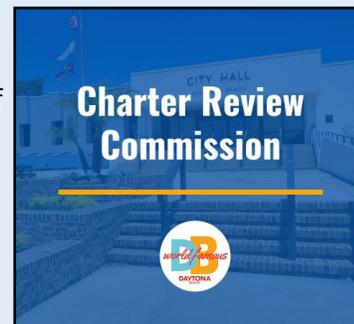
**Donna Gray-Banks**  
Radio Host

**Lisa Lewis**  
Volusia County Supervisor of Elections

Tune in at 106.3 FM, online at  
[www.JOY1063FM.com](http://www.JOY1063FM.com) or use the TuneIn radio app

## Charter Review Commission announces dates for public Town Hall meetings

Members of the Charter Review Commission (CRC) have started the process of reviewing the city's 36-page charter and making recommendations for changes or additions, which will be presented in a final report to the City Commission on June 5. The CRC is hosting three Town Hall meetings where the public can share their recommendations for changes to the charter.



### Monday, March 25

Cherry Community Center  
925 George W. Engram Blvd.

### Monday, April 8

Daytona Beach Police Department's Community Room  
129 Valor Blvd.

### Monday, April 22

Schnebly Recreation Center  
1101 N. Atlantic Ave.

All meetings begin at 6 p.m. More information about the CRC can be found at [www.codb.us/CharterReview](http://www.codb.us/CharterReview).



# IN THE WORKS



**Beach Street pole banners (completed):** “Distinctively Downtown” banners have been added to the streetlight poles along Beach Street. The evergreen design incorporates the city’s branded color palette, preferred font and promotional wordmark. The graphic element features an interpretation of Beach Street’s iconic archways.

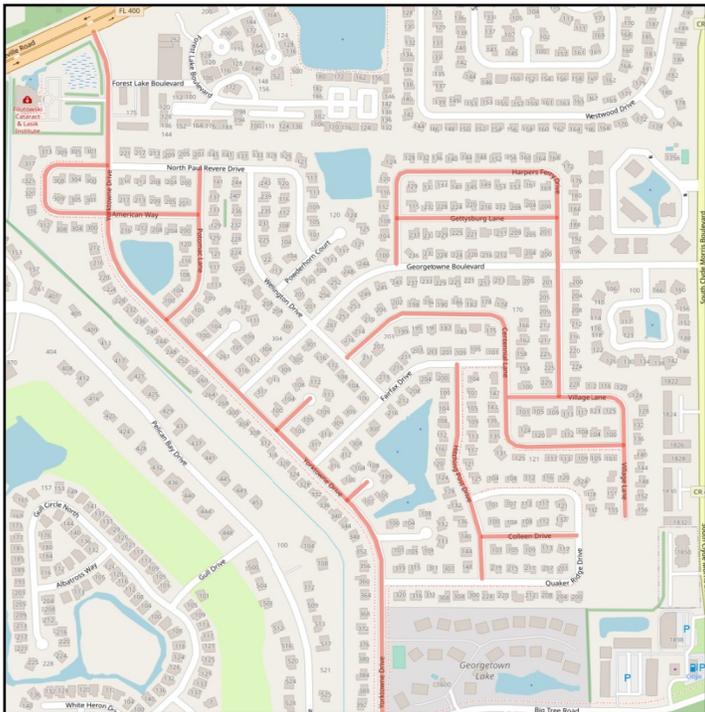


**Main Street Kiosk (complete):** A four-sided, pastel-colored kiosk was recently refurbished and new content was designed, printed and placed in the display, which is located on the north side of Main Street, close to Atlantic Avenue.



The fresh content promotes upcoming performances at the nearby Peabody Auditorium, the city’s mobile app and the city’s redevelopment initiatives.

**Citywide Road Resurfacing Program (ongoing):** Thirteen roadway sections in Zone 4’s Georgetowne subdivision were recently repaved as part of the city’s annual repaving program. The city-owned streets in the residential area south of Beville Road and west of Clyde Morris Boulevard underwent routine maintenance, bringing the number of completed lane miles to 22 to date in this fiscal year.



**Seabreeze security cameras (under construction):** Beginning this month, high-tech security cameras are being installed in the entertainment area along Seabreeze Boulevard, N. Oleander Avenue, N. Wild Olive Avenue and the Seabreeze boat ramp in an effort to deter crime and assist law enforcement. The \$147,000 initiative was originally discussed in late 2022; however, the availability of FDOT-approved poles delayed the project. The 20-foot aluminum poles have arrived, and Economy Electric will begin installing them and connecting electricity. City staff will install and configure the network, mounts and strategically located quad-lens cameras. Once operational, live views from the cameras, which will provide a total of 80 views, will be fed into the Police Department’s Grandview substation. Mayor Derrick Henry contributed \$20,000 and Zone 2 Commissioner Ken Strickland provided \$80,000 from their respective Coronavirus Local Fiscal Recovery Fund allocations.



**Daisy Stocking Park (under construction):** Crews are continuing to work on the beautification of Daisy Stocking Park, including new landscaping, sculptures and construction of a stonewall. In the near future, picnic tables will be assembled for the pavilions. A grand reopening is scheduled for 5 p.m. Saturday, April 20. The celebration coincides with the start of the Midtown Music Concert Series.

## Hop to It: Easter Beach Run, March 30

Spring into action and hop over to the Easter Beach Run! With the event on the horizon **Saturday, March 30**, it's a perfect chance for bunnies of all fitness levels to join the fun. Choose your path along the scenic shoreline with a 2-mile or 4-mile walk/run, or let the little chicks partake in the egg-citing 1/4-mile race and peppy 50- and 100-yard dashes. Starting on the beach behind the Oceanfront Bandshell, the main event begins at 7:30 a.m., followed by the kids races at 8:30 a.m. Don't be a late; hop on over to [www.CODB.us/EasterBeachRun](http://www.CODB.us/EasterBeachRun) to register now!



## Adults-Only Game Night, March 23

Ready for a night of fun that gives back? Dive into the adults-only (21+) Game Night at the Julia T. and Charles W. Cherry, Sr. Cultural & Educational Center, **Saturday, March 23**, from 7 to 11 p.m. For just \$20, you're in for door

prizes, raffles, tunes from a DJ, tasty food for purchase and a cash bar—all while playing for a cause. This event, coordinated by the Divine Nine, aims to raise funds for college scholarships and Daytona Beach's Parks & Rec programs. For tickets, contact Parks & Rec at (386) 671-8250 or visit City Hall's Parks & Rec desk, 301 S. Ridgewood Ave.



## Teen Job Fair Business Registration

Seeking employees for the summer season? Businesses are invited to participate in Volusia County Schools' Job Fair for Teens (ages 16-18).

# JOB FAIR FOR TEENS AGES 16-18

Don't miss this chance to meet ambitious teens ready to explore new opportunities.



To register, scan the QR code. Businesses can connect with potential hires on:

**April 16, 5-7 p.m., University High School, Orange City**

**April 18, 5-7 p.m., Mainland High School, Daytona Beach**

**DOWNTOWN DAYTONA BEACH**  
**WINE AND CHEESE WALK**  
**SAT MARCH 23**  
**1 to 5 PM**

WINE & CHEESE STOPS AT PARTICIPATING DOWNTOWN BUSINESSES LIVE MUSIC & ART

LIMITED TICKETS: \$27 ADVANCE / \$32 AT EVENT  
[www.DowntownDaytonaBeachEvents.com](http://www.DowntownDaytonaBeachEvents.com)  
Join Us for Our Award-Winning Wine Walks!

**DAYTONA BEACH**  
**CHILDREN'S BUSINESS FAIR**  
**MARCH 23 9AM-2PM**  
RIVERFRONT ESPLANADE 1033 Vine all the hits

## Computer Classes for Adults

Elevate your digital skills with free computer classes offered by the city of Daytona Beach! Open to adults looking to improve or learn new computer skills, classes are held weekly:

**Monday - 10 a.m. at Dickerson Community Center, 308 S. Dr. Martin Luther King Jr. Blvd.**

**Tuesday - 6 p.m. at the YSG Cultural & Educational Center, 1000 Vine Street**

Don't miss this chance to boost your tech skills. To register or for more information, call (386) 671-8266 or email [Hethermeryl@codb.us](mailto:Hethermeryl@codb.us).