

MAY 15, 2024

# City Manager's Update



## Initiatives underway to further recognize Jackie Robinson Ballpark's cultural and historical significance

*City advisory board seeking people who witnessed Robinson's 1946 spring training game*

Jackie Robinson, the first African American to play in Major League Baseball, played his initial minor league game March 17, 1946, at the then-named Daytona City Island Ballpark in downtown Daytona Beach. The 110-year-old ballpark on East Orange Avenue was renamed Jackie Robinson Ballpark in 1990 and added to the National Register of Historic Places in 1998 to honor Robinson's legacy.



Two separate initiatives are underway to further recognize the location where Robinson broke professional baseball's color barrier.

### National Historic Landmark designation

Locally, the city's nine-person Historic Preservation Board started the lengthy process of applying for a National Historic Landmark (NHL) designation for the ballpark. NHLs are buildings, sites, districts, structures and objects determined by the Secretary of the Interior to be nationally significant in American history and culture. There are more than 2,600 NHLs throughout the United States. Florida has 47 NHLs with Daytona Beach having Dr. Mary McLeod Bethune's home and nearby Ponce Inlet with the Ponce de Leon Inlet Lighthouse.

NHL nominations require significant research, editing and revision and are reviewed multiple times by nationally recognized scholars, NHL staff and others. It can sometimes take several years for an eligible property to be designated an NHL.

**The board is looking for people who witnessed or remembered the 1946 game where Jackie Robinson played or the Montreal Royals' Spring Training visit. Personal memories and experiences will be invaluable to include in a study required for the application. To participate, contact the board by emailing [profjoevetter@gmail.com](mailto:profjoevetter@gmail.com).**

### National Commemorative Site

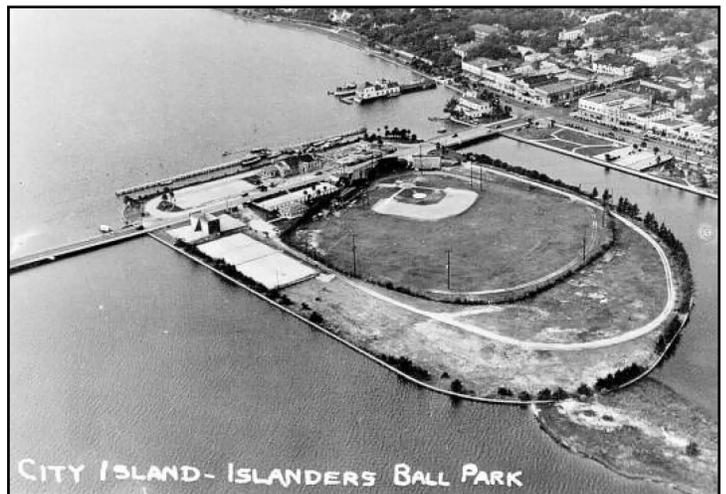
U.S. Congressman Mike Waltz and Darren Soto introduced the bipartisan, bicameral *Jackie Robinson Ballpark Commemorative Site Act* (H.R. 8012) on the federal level. Senator Marco Rubio introduced companion legislation in the Senate (S.4125). Of note, all members of Florida's delegation signed on as cosponsors, including both senators and the entire bipartisan 27-member House delegation.

*"We must preserve and honor Jackie Robinson's legacy and the impact he had in Daytona Beach and across America," said Waltz. "That is why I am proud to introduce this bill in Congress on Jackie Robinson Day with fellow Floridian Senator Rubio to protect and commemorate the Jackie Robinson Ballpark in Daytona Beach so it may live on for generations to come."*



**Congressman  
Mike Waltz**

The bills have been referred to their respective committees of jurisdiction, the House Natural Resources Committee and the Senate Energy & Natural Resources Committee. Under this legislation, Jackie Robinson Ballpark would be designated as a National Commemorative Site. If passed, the legislation would also add the ballpark to the African American Civil Rights Network.



**CITY ISLAND - ISLANDERS BALL PARK**

## Analyzing Visitor Trends: Insights from Daytona Beach Events

World-famous Daytona Beach hosts a number of diverse large-scale events attracting millions of annual visitors. Using data analytics firm Placer.ai, estimated attendance figures were compiled following recent events:

### Crab & Seafood Festival:

For the third consecutive year, the one-day Crab & Seafood Festival attracted a steady stream of seafood enthusiasts. This year's event attracted 3,100 attendees, up almost 20% from last year. The peak time for attendees was 2 p.m., and the average person stayed about 90 minutes.

### Collegiate Cheerleader & Dance National Championship:

Hosted at the Ocean Center and Oceanfront Bandshell in early April for the past 28 years, this cheer and dance event has seen a significant influx of participants. 2024's attendance was the most ever at 66,200 visitors.

### Jeep Beach:

A major draw for Jeep lovers, this countywide event centers around the Daytona International Speedway and the area's beaches. It has grown from 7 to 10 days in recent years and has experienced steady attendance. For the third straight year, more than 40,000 people attended events at the speedway.

### Welcome to Rockville:

Attendance at the four-day music festival at the Daytona International Speedway has grown tremendously in the last three years— from 76,200 unique visitors in 2022 to 121,600 this year. The average dwell time for concertgoers was more than four hours. Peak attendance was 8 p.m. Saturday, May 11 when there were 57,300 people onsite.



**CHARTERS OF FREEDOM:** The city partnered with the nonprofit Foundation Forward Inc. to create monuments with replicas of the Declaration of Independence, the U.S. Constitution and the Bill of Rights. The educational displays will be available to the public 24/7 in Veterans Plaza on Beach Street. There will be a dedication ceremony 5:30 p.m. Friday, June 7.

## Resident survey for activities/events for city's 600+ acre property



The City of Daytona Beach is interested in expanding recreational options for citizens while increasing its ability to host sports tourism events. We'd like to hear residents' thoughts about what activities and events they would like to see on the city's 600+ acres of land located west of I-95, between US-92 and I-4.

By actively involving residents, local organizations and other stakeholders, the city aims to capture diverse perspectives and ensure any future developments truly reflect the community's needs and aspirations. An online survey is available by scanning this QR code.



**RAISING CANE'S:** The city's Chief Building Official Glen Urquhart issued a Certificate of Occupancy for the Raising Cane's Chicken Fingers restaurant on International Speedway Boulevard this week. The 3,267-square-foot restaurant was built in 106 days making it the chain's fastest construction project in the last 10 years. A hiring site for scheduled job interviews will open mid-June. The popular restaurant with a cult-like following is set to open later this summer.



# IN THE WORKS



**Daytona Beach International Airport** (*under construction*): Improvements to the Daytona Beach International Airport's primary runway is in progress.

The project replaces incandescent lights with LED lights and is expected to be completed in early June. During construction, the main runway will be closed. Neighbors of the airport may notice a change in flight patterns and an increase in north-south flight traffic. There will be minimal impacts on commercial airline operations.



**Florida Tennis Center** (*complete*): Upgrades to the Florida Tennis Center are finished. The \$1 million project resurfaced 24 clay courts and replaced fencing around the courts. New net posts and windscreens were installed as well.

The Florida Tennis Center is open 9 a.m. to 9 p.m. Monday through Thursday, 9 a.m. to 4 p.m. Friday and Saturday and 8 a.m. to 1 p.m. Sunday.



**.GOV Domain** (*in process*): The city has attained a .GOV domain to improve its official worldwide web presence.

These domains are explicitly reserved for United States government entities and are only approved after a thorough vetting process.

The city of Daytona Beach qualified for **DaytonaBeach.gov** since it is a recognizable and unique name.

The Information Technology Systems department will migrate to the new email domain by the end of the year and will work with the city's website provider to redirect the city's website to DaytonaBeach.gov.

The eligibility requirements to request a .GOV domain for an agency are stringent. They include verification of the organization and legislative hierarchy (mayor, commissioners, boards, etc.), adherence to domain naming conventions (no abbreviations like CODB) and a verification call with the mayor.

The .GOV domain provides:

- Credibility and authority as a government entity
- Security by preventing impersonation
- Search engine optimization because .GOV domains have priority and an official government recognition

**Sunnyland Playground** (*in progress*): Installation of the playground is wrapping up. Wood-fiber surface is getting installed and new sidewalks are being poured. The \$140,861 playground was funded by the Daytona Beach Racing and Recreation Facilities District and is expected to reopen by the beginning of June. In the near future, the basketball court east of the playground will be resurfaced.



## Juneteenth 5K, Parade & Festival

The Juneteenth Freedom Day 5K run/walk is at **8 a.m. Saturday, June 15**, in the Riverfront Esplanade. Registration is at [www.FreedomDay5K.com](http://www.FreedomDay5K.com).

The Juneteenth Community Parade starts at **10 a.m. Saturday, June 15**. The parade will travel Dr. Mary McLeod Bethune Boulevard, down Keech Street to George W. Engram Boulevard and end at Cypress Park, the location of the Juneteenth Festival.



The free festival is **11 a.m to 7 p.m.** and features live music, food vendors, merchandise, sponsor interactive activity booths, dancing, children's games, educational activities and an annual Pound Cake Contest. In addition, proceeds will help support college scholarships for area youth.

The Juneteenth Hometown Heroes Banquet will be 7 to 9 p.m. **Tuesday, June 18**, at Embry-Riddle Aeronautical University's Student Union Center.

For more details about the Juneteenth events, visit [www.JuneteenthDaytona.com](http://www.JuneteenthDaytona.com)

# Florida Tennis Center Renovation Celebration

**Saturday, May 18**  
**9:30 a.m. to 12:30 p.m.**  
**1 Deuce Court**

- Free Tennis Clinics
- Membership and Program Info
- Wilson Demo Day
- High-Level Junior Exhibition
- Pop-Up Clothing Store
- Complimentary Day Passes

Enjoy free hot dogs, popcorn, and ice cream while supplies last

## Summer Concerts & fireworks

Enjoy free concerts at the Bandshell starting at **7:15 p.m. Friday and Saturday nights** this summer. The first show will be May 25. VIP tickets are available for \$15 plus applicable surcharges.



The Saturday night concerts are followed by the "Bud Light - Lights Up Daytona" fireworks display at about 9:45 p.m. The Saturday night summer fireworks are sponsored in part by the City of Daytona Beach.

Visit [www.DaytonaBandshell.com](http://www.DaytonaBandshell.com) for the full schedule.

## Midtown Music Concert Series



Enjoy music under the stars!

**FREE Concerts at  
Daisy Stocking Park**

550 Mary McLeod Bethune Blvd.

May 18	June 15	July 20	Aug. 17	Sept. 14
Then2Now	The Dave Capp Project	Soul Fire	Str8up	Divas of R&B

Sponsored in part by:

**Humana**



Concerts  
start at 7 p.m.

World Famous  
**DAYTONA**  
BEACH

[www.CODB.us/MidtownMusic](http://www.CODB.us/MidtownMusic)

AL SMITH PRODUCTIONS PRESENTS

# I WANT MY TV

MAGNIFICENT TELEVISION

## ARE FRIENDS ELECTRIC

80's/90's

**RIVERFRONT ESPLANADE**  
355 N. BEACH ST., ACROSS FROM BROWN & BROWN BLDG | PLENTY OF PARKING

**MAY 24**  
FRIDAY

**TICKETS \$15**  
FROM

LIMITED VIP TICKETS AVAILABLE

**7:30PM**

[www.DowntownDaytonaBeachEvents.com](http://www.DowntownDaytonaBeachEvents.com)