

JUNE 19, 2024

# City Manager's Update



## City awarded \$50,000 grant for Daytona Beach's Black Heritage Trail signage

*Interpretive signage aims to increase public awareness of city's unique history and identity*

The City of Daytona Beach was awarded a \$50,000 grant to produce interpretive signage for its Black Heritage Trail.

The Florida Department of State announced the award following Governor Ron DeSantis' signing of the state's \$116.5 billion budget last week.

Because the city is a Certified Local Government, our need to provide matching funds was waived. The project ranked 33rd out of 71 submissions.

"We are thrilled to receive the grant from the Department of State's Division of Historical Resources," said City Manager Deric C. Feacher. "This funding is critical and will enable us to educate residents and visitors about our city's unique history and identity."

The need for additional signage was identified in the Midtown Master Plan completed by Florida A&M University School of Architecture. The plan recommended marking the Black Heritage Trail with themed signage, street lights, pavement colors and displays to connect all the sites.

The project will provide interpretive signage at the 18 sites of historical significance along the city's Black Heritage Trail, and will add the Dr. Mary McLeod Bethune statue at the Riverfront Esplanade as a 19th stop on the trail. These signs will highlight the significant contributions of Daytona Beach's Black residents and their impact on the city and nation over the last 150 years.

The sites, all more than 50 years old, include:

- Five National Register listings
- Two historic buildings
- A local and a national historic district
- The only national historic landmark in the city
- An archaeological park where Timucuan Indian artifacts and mastodon skeletal materials were found
- Five historic Black churches
- A hotel, a park and community centers that are part of the city's Black heritage

For more information on each location, visit [www.CODB.us/BlackHeritageTrail](http://www.CODB.us/BlackHeritageTrail).

The grant will fund research, storytelling and content development, design, project management, sign fabrication and installation.

The city will secure permission from property owners before erecting the signs. If placement on the property is not possible, the signs will be installed in the right of way. The interpretive signage, featuring QR codes for access to additional digital content, is expected to be designed, created and installed by next summer.

Looking forward, the city has already submitted a grant request for next year to develop a mobile app for the Black Heritage Trail. If awarded in July 2025, this additional grant, with no city match, would fund the development of an app that would provide digital content about each site on the trail.



One of the sites on Daytona Beach's Black Heritage Trail is Dr. Mary McLeod Bethune's home and gravesite at 628 Dr. Mary McLeod Bethune Blvd., a national historic landmark. She was one of the country's best known Blacks during the period between World War I and World War II.

The school she founded in 1904, today's Bethune-Cookman University, is also listed on the city's Black Heritage Trail.

The 13-foot-tall bronze statue of Bethune, which is displayed in Bethune Plaza in the Riverfront Esplanade, will be added as a stop on the Black Heritage Trail.

## Unopposed City Commission members and upcoming election details

Three Daytona Beach City Commission members—Mayor Derrick L. Henry, Stacy Cantu (Zone 4) and Paula R. Reed (Zone 6)—ran unopposed for re-election. They will be sworn in Nov. 20 and will each serve a four-year term. Meanwhile, the race for the Zone 2 seat features two candidates and will be part of the General Election Tuesday, Nov. 5. (Only registered voters in Zone 2 can vote for their zone's candidates.)

### Candidates for City Commissioner, Zone 2

- Ken Strickland (incumbent)
- Nick Edgar

### Where is Zone 2 in Daytona Beach?

Zone 2 covers both the beachside and mainland. The area on beachside extends from the northern city limits to International Speedway Boulevard. On the mainland, it spans from George W. Engram Boulevard west to Nova Road and north to the Holly Hill city limits.

## Celebrating Success: Legal & Financial Workshop for Small Businesses



Last Friday, the City of Daytona Beach and the Daytona Regional Chamber of Commerce hosted their first collaborative event, a workshop focusing on legal and financial topics crucial for small businesses. The successful workshop hosted 21 attendees including small business owners and nonprofit leaders eager to enhance their knowledge and practices.

The workshop featured two prominent speakers: Bill Rice from Cobb Cole and Matt Thompson from James Moore & Company. Rice delivered a comprehensive session on various legal aspects critical to small businesses, covering topics such as business entity structure, tax selection, licenses and permits, contracts and agreements and HR laws.



### Important Dates for the General Election:

**Deadline to Register to Vote:** Oct. 7

**Deadline to Request a Vote-by-Mail Ballot:** Oct. 24

**Early Voting Dates:** Oct. 21 through Nov. 2

**Election Day:** Tuesday, Nov. 5

**Election Day Hours:** 7 a.m. - 7 p.m.

Additional information can be found at [www.CODB.us/Elections](http://www.CODB.us/Elections).

Thompson's presentation on accounting was equally engaging and informative. He addressed essential financial topics including recordkeeping, tax planning and compliance, internal controls and developing financial statements.

The event's attendees expressed high satisfaction, noting the speakers' ability to make complex topics accessible and engaging. The positive feedback underscores the importance of such initiatives in fostering a supportive and informative environment for local businesses.

City and Chamber officials are committed to continuing this collaboration, aiming to create more events that provide valuable resources and knowledge to help small businesses thrive in our vibrant city.

Stay tuned for future events as we continue to support and empower the business community in Daytona Beach!





# IN THE WORKS



## **Cedar Highlands Park (under construction):**

Enhancements to Cedar Highlands Park have started with irrigation upgrades complete. Within the next few weeks, plants and sod will be installed. The neighborhood park, located at 1601 Attucks Court, will remain open to the public daily from 8 a.m. to 10 p.m. throughout construction.



**Lift Station #5 Reconstruction Project (construction beginning soon):** This critical infrastructure at 647 Shady Place was built in the 1950s and is one of the city's largest and oldest lift stations. Lift Station #5 re-pumps wastewater from 12 lift stations in the southeastern portion of the city, including the subdivisions of Fairway Estates and Woodcliff Estates, as well as sewage from the City of South Daytona. The city approved a contract with PC Construction Company for \$8,373,000 at its June 5 public meeting. Construction is anticipated to start this summer and be completed by late-2025.

The project, which will also install an emergency generator, will increase the lift station's capacity and provide the city with operational flexibility during severe weather events.



**Sunnyland Park (under construction):** New fencing was placed around the recently installed playground equipment. Sidewalk connectivity is finished, and the placement of the wood fiber surface in the fall zone is expected to be completed this week. Once the new fall zone surface is finished, the playground will be open to the public. Resurfacing of the basketball court is scheduled to start next month once the city's summer camp program concludes. Sunnyland Park is located at 825 Washington St.



**World's Most Famous Beach Sign (under construction):** The iconic World's Most Famous Beach sign at the International Speedway Boulevard beach approach has been temporarily removed as part of the county's beach ramp improvement project. Additional parking, new landscaping and restrooms, improved utilities and bike racks are part of the project, which is expected to be completed in spring. During construction, the sign will be stored securely, and once reinstalled, it will be slightly west of the original location.



# JUNEteenth

FREEDOM DAY SINCE 1865

June 19, 2024

world famous  
**DAYTONA**  
BEACH

THE CITY OF DAYTONA BEACH PRESENTS



THE NATION'S #1  
**EARTH WIND & FIRE**  
TRIBUTE BAND LET'S GROOVE TONIGHT

FRI. JUNE 21, 2024 · 7:15 PM  
DAYTONA BEACH OCEANFRONT BANDSHELL  
SOUNDS OF SUMMER CONCERT SERIES



## Daytona Highlands subdivision celebrates its centennial anniversary

The Tarragona Arch, a well-known landmark on International Speedway Boulevard, also referred to as the Tarragona Tower and Tarragona Castle, once marked the entrance to one of Daytona Beach's oldest subdivisions, the Daytona Highlands.



Representing approximately 400 homes, the Homeowners Association (HOA), with the support of Zone 6 City Commissioner Paula R. Reed, will host a series of events to celebrate the neighborhood's 100th anniversary.

The celebration will kick off 9 a.m. **Monday, July 1**, with the unveiling of commemorative signage at the Tarragona Arch.

On **Tuesday, Aug. 20**, from 7 to 9 p.m., there will be a public reception and presentation at the Museum of Arts & Sciences.

The festivities will conclude with a Centennial Celebratory Cookout at Tusawilla Park **Saturday, Sept. 7**, from 1 to 4 p.m.

Join the Daytona Highlands community in honoring this historic milestone! Stay tuned for details.



# FREEDOM FESTIVAL

VETERAN'S CEREMONY AT 10AM & FAMILY PICNIC

**JUNE 29TH 10AM-3PM**

**MANATEE ISLAND 355 N. BEACH ST. DAYTONA BEACH**

world famous  
**DAYTONA**  
BEACH

RIVERFRONT  
ESPLANADE

Humana

CORNHOLE  
CHEMISTRY

MAIN STREET MERCHANTS

Yuangting

MILITARY ORDER OF THE PURPLE HEART  
CHAPTER 316 & OTHER VETERAN CHAPTERS



**CORNHOLE**  
Registration