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**DAYTONA**  
**BEACH**

# PARKS & RECREATION MASTER PLAN



Final - January 2025



## Cover Letter

January 13, 2025



City of Daytona Beach,

Castle Bay Design Studio (Castle Bay) would like to thank the City of Daytona Beach for the vision, continued support, and confidence in providing our firm the opportunity to author the City's first-ever, city-wide **Parks & Recreation Master Plan**. Castle Bay would also like to thank the residents of the City of Daytona Beach, elected officials, the City Manager's Office, the Public Works Department, the Parks & Recreation Department, and stakeholders for all of the participation, insights and feedback shared, and coordination required to bring this Master Plan forward.

On a very personal note, the opportunity to provide the **City of Daytona Beach** with the professional services of my firm represents a unique sentimental value as well having spent a large portion of my childhood growing up enjoying the parks and recreation facilities we are now designing and planning the future of with this Master Plan. Memories of watching my father play softball for the Daytona Beach Merchants at both Derbyshire Park and Bethune Point Park, watching Daytona Cubs games almost on a weekly basis at Jackie Robinson Ballpark, enjoying the hockey games of the semi-pro Daytona Beach Sun Devils at the Ocean Center, and attending Daytona Beach Community College all pinging great memories over the past 10 months preparing this Master Plan have all cemented a great personal appreciation for this opportunity to come full-circle.

Professionally, Castle Bay Design Studio has enjoyed a fantastic, long-standing relationship with the City of Daytona Beach. Together, we have partnered on the renovation and development of dozens of parks and recreation spaces around the City including the recently completed improvements to Daisy Stocking Park, a project that is among our most highly regarded projects in our company's history.

As the firm Principal and consultant team leader for this Parks & Recreation Master Plan effort, I speak on behalf of Castle Bay Design Studio and our subconsultant partners at Ballard\*King and Associates and ETC Institute in stating we all hold a genuine appreciation to be granted this fantastic opportunity to provide the **City of Daytona Beach** with the **Parks & Recreation Master Plan** outlined in the following pages. This Master Plan offers the foundational tool necessary to ensure the City's parks and recreation system over the next dozen or so years is meticulously well planned, financially responsible, and ultimately provides dynamic, vibrant, and enjoyable spaces for City residents and visitors alike to enjoy for years to come.

Sincerely,

A handwritten signature in black ink, appearing to read "S. Kuzoian", written over a light blue circular graphic element.

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## Chapter 1 - Introduction & Purpose

### 1.1 Purpose & Demand for Parks

Experiencing incredible change over the past decade including a recession, booming population and development growth, and a global pandemic, the City of Daytona Beach's priorities for parks and recreation have evolved. Gone are the days where a park is a small parcel of green space, an old playground, and some benches tucked away in corners of town that are few and far between. Highlighted most recently by the COVID-19 pandemic, demand for outdoor recreation has exponentially increased. As families spent more time at home, many looked to the outdoors for creative ways to stay active and maintain their mental and physical health. As this demand skyrocketed, many communities have advocated for increased funding to support park and open space expansion, park maintenance, programming, and access. Many local governments and private organizations stepped in with support for an increased focus on parks and recreation spaces, facilities, and programming by providing additional funding mechanisms, volunteers, and resources.

### 1.2 Benefit of Parks & Recreation

1. Spending time in open space and park land is widely known to be an essential ingredient in promoting physical and mental health. Staying active in parks has been studied and linked to reduced risk of all-cause mortality, chronic disease such as obesity and heart disease, and susceptibility to viral contagions. Moreover, parks enhance local communities through beautification efforts which can provide mental health benefits such as tree reduction, anxiety, and depression.
2. Preserving the history of a specific community through preservation and enhancement projects centered around the highlighting of iconic features, people, stories, events, and places.
3. Enhancing environmental sustainability through design of park spaces purposefully designed to buffer against sea level rise, air and water pollution, and the reduction of the urban heat island effects. Additionally, parks provide valuable habitats for wildlife, the protection of natural resources, and the promotion of biodiversity.
4. The economic benefits of well designed park spaces provide economic benefits by generating revenue for local businesses and play a role in job creation through increased demand for park maintenance personnel, tourism focused providers, and recreation professionals.
5. Parks have been a widely accepted contributor to increased property values, helping to attract entrepreneurs, new businesses, and residents.

## 1.3 Goal of the Parks & Recreation Master Plan

This Master Plan is a foundational tool meant to serve the City of Daytona Beach as a working document which seeks to provide the framework necessary to ensure future parks, recreation, and programming efforts are well designed, functional, creative, sustainable, and budget focused. At its core master planning involves the strategic and purposeful allocation of services and infrastructure to help ensure efficient use of resources, minimize environmental impacts, and foster vibrant, healthy, and livable neighborhoods.

This document is intended to serve as comprehensive roadmap for the planning, acquisition, development, operations, and maintenance of parks, park facilities, and recreation programs through Daytona Beach for the next 10 years. In short, this Master Plan will assist a wide array of users in the formation of programming needs and priorities and long range visioning for the provision of parks and recreation facilities and programs.

The stated, multifaceted purpose of the Parks & Recreation Master Plan is as follows:

- Ensure consistency with the overall vision of the City and Comprehensive Plan.
- Modernize the level of service (LOS) standards in the Comprehensive Plan.
- Inventory and evaluate existing park properties and facilities.
- Synthesize inventory data and provide recommendations for improvement of these facilities.
- Hold multiple public outreach engagements to solicit feedback from residents.
- Provide planning strategies that respond to demographic and preference changes.
- Provide recommendations for prioritization of future land acquisition and park construction.
- Provide a prescription for action that outlines future projects.
- Identify funding opportunities for the improvement and expansion of the parks system.

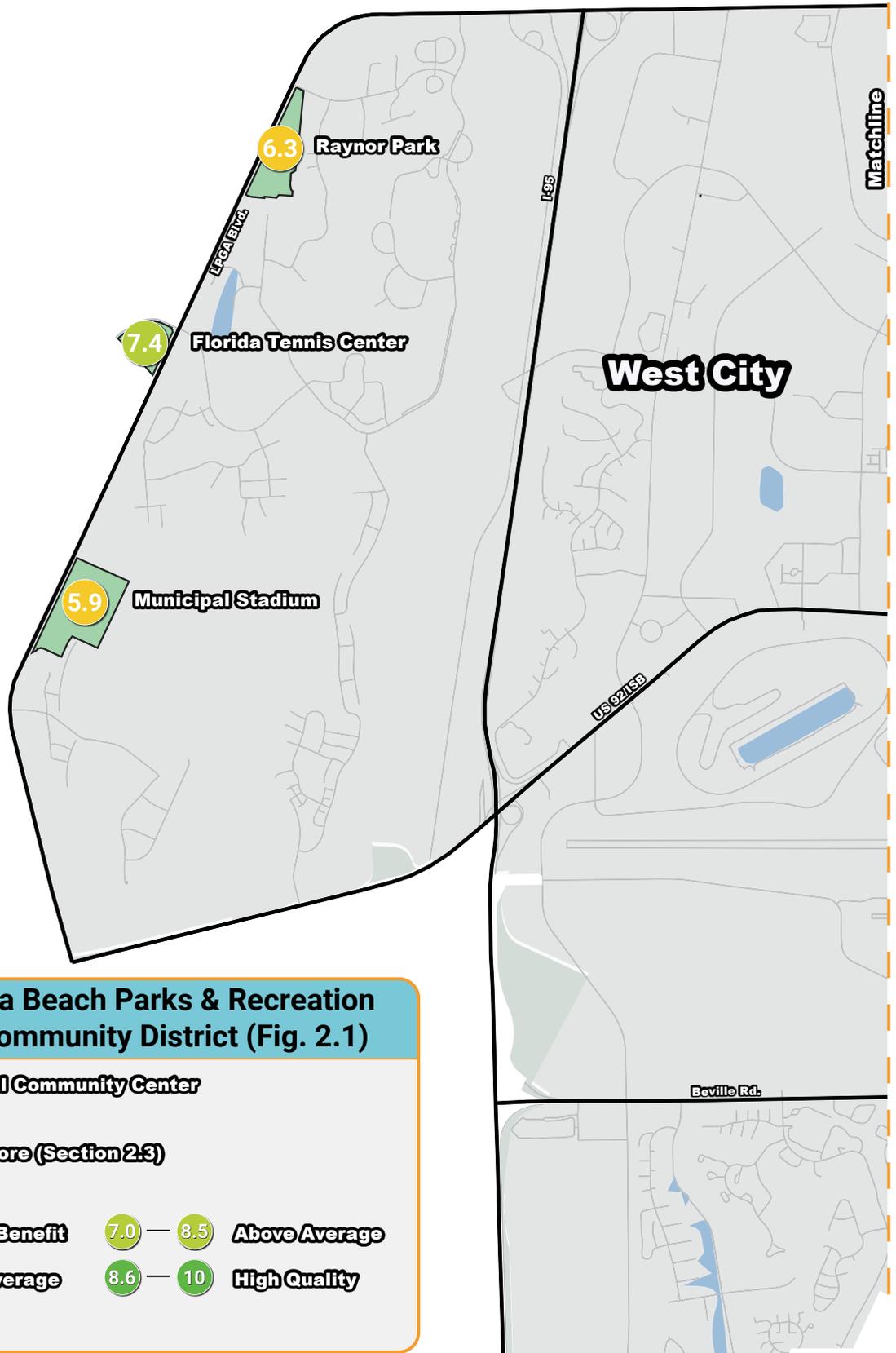


Parks & Recreation Facilities Review - January 2024

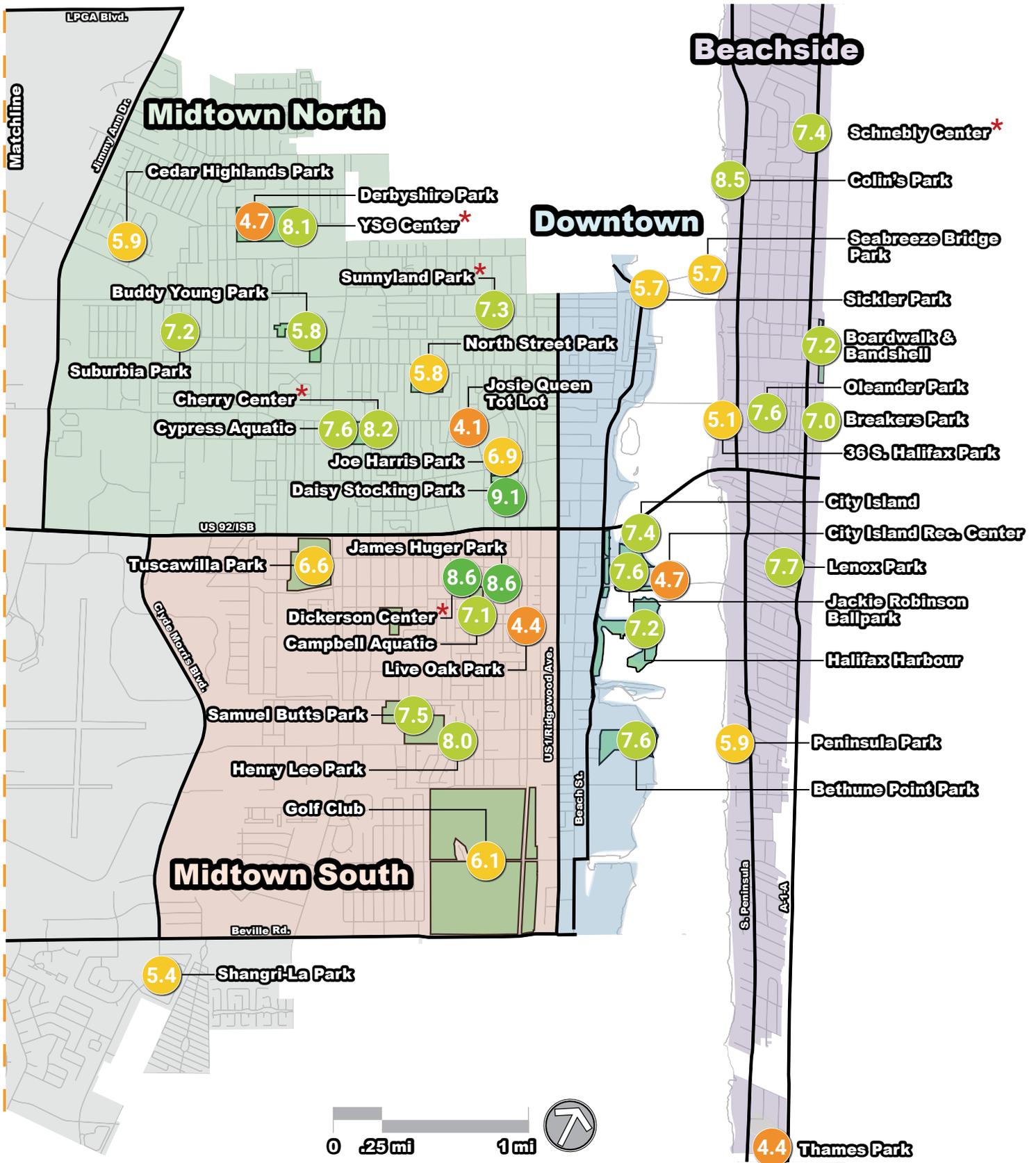


COMMUNITY  
INVENTORY &  
EXISTING  
CONDITIONS  
ANALYSIS

2



# PARKS & RECREATION MASTER PLAN



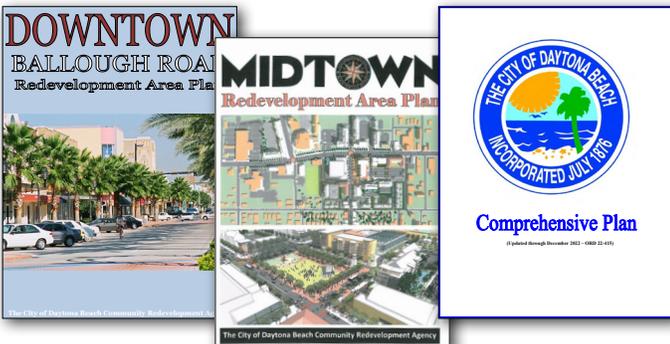
## Chapter 2 - Community Inventory & Existing Conditions Analysis

The Community Inventory & Existing Conditions Analysis outlines a review of existing planning documents, demographics, parks, recreation facilities, levels of service (LOS), and parks operations and maintenance (O&M) protocols. In an effort to achieve alignment with other City-guided efforts and to ensure this Master Plan works seamlessly alongside those efforts towards a common City vision, the Castle Bay team has undertaken an in-depth and detailed review of guiding documents at the outset of the Master Plan project. The following is an outline of the guiding documents utilized by the Castle Bay team to help inform the path ahead.

### 2.1 Guiding Documents

Castle Bay and the planning team reviewed several plans and documents currently in place to gain a better understanding on the context which will ultimately inform the Parks & Recreation Master Plan effort, including:

- Comprehensive Plan - Recreation and Open Space Element (2022)
- Riverfront Master Plan (2010)
- Midtown Master Plan
- Statewide Comprehensive Outdoor Recreation Plan - SCORP (2023-2027)
- Midtown Redevelopment Area Plan (2012)
- Downtown Ballough Road Redevelopment Area Plan (2010)
- South Atlantic Redevelopment Area Plan (2013)
- Main Street Redevelopment Area Plan (2012)



#### Guiding Documents

### Comprehensive Plan

The Comprehensive Plan for the City of Daytona Beach includes a Recreation and Open Space Element establishing goals, objectives, and policies setting the City's direction related to this Master Plan. The following General Goal, Subordinate Goals, Objectives, and Policy pertain directly to this Master Plan. The Comprehensive Plan also establishes recommended LOS standards related to recreation and open space and are included in this section.

#### Goals, Objectives, and Policies

##### **Goal 1:**

To provide an open space, parks and recreation system that meets the needs of the residents of Daytona Beach.

##### **Objective 1.1: Level of Service Standards**

The following level of service standards for parks and recreational facilities are hereby adopted:

##### **Policy 1.1.1:**

The Parks System shall provide a level-of-service of 3.5 acres per 1,000 permanent residents and actively pursue park development.

##### **Policy 1.1.2:**

Maintain parkland development regulation standards for parks. Maintain park and recreation level of service standards in the Land Development Code.

**Policy 1.1.3:**

The following recreation facility development level-of-service standards will be adopted:

Recreation Facility	LoS Standard
Tennis Courts	1/3,000
Basketball Courts	1/3,000
Ballfields	1/4,000
Swimming Pools	1/30,000
Racquet/Handball Courts	1/15,000
Fitness Trails	1/40,000
Golf Course (18H)	1/30,000
Gymnastics Center	1/60,000
Football Stadium	1/60,000

**Objective 1.2: Land Development Regulations**

The City shall maintain and develop regulations which ensure adequate recreational facilities and open space areas are provided for new residential subdivisions, impose recreational impact fees and implement guidelines for public park design.

**Policy 1.2.1:**

The City shall maintain up-to-date standards for handicapped parking, railings, entrances and bathrooms at City parks and recreational facilities.

**Policy 1.2.2:**

The City shall maintain development standards for bike paths and bike parking facilities at City parks and recreational facilities.

**Policy 1.2.3:**

The City shall create and adopt design guidelines for new park design by the year 2012.

**Policy 1.2.4:**

The City shall maintain open space definitions and development standards in the Land Development Code.

**Policy 1.2.5:**

The City shall adopt development standards in the Land Development Code by 2012 to require walkability and connectivity in new development as well as re-development. (Ordinance #09-278)

**Objective 1.3: Public Access to Recreational Sites**

The City shall continue to provide improved public access to recreational sites within the City. The access plan will upgrade access and parking to recreational sites, and maintain and improve access to the recreational sites for the elderly, handicapped and transportation disadvantaged people within Daytona Beach.

**Policy 1.3.1:**

Coordinate the planning and development of public access areas with the Volusia County Parks and Recreation and Planning Departments and the Volusia County Coastal Management element.

**Policy 1.3.2:**

The City shall work with the County to coordinate public access points to water areas in Daytona Beach. Maintain the following level-of-service standards for public access to water areas in Daytona Beach:

- Atlantic Ocean - 1 access point / 1/4 mile
- Intracoastal Waterway/Halifax River - 1 access point / mile
- Tomoka River - 1 access point / mile

**Policy 1.3.3:**

By 2012, the City shall coordinate with the MPO to prepare and adopt an access plan that will set standards to maintain and improve the public automobile, bicycle, and pedestrian access to recreational sites within the City.

**Policy 1.3.4:**

By 2015, the City shall complete improvements to Derbyshire and Bethune Point parks, making them more accessible to pedestrians and bicycles.

**Policy 1.3.5:**

As the City makes capital improvements to its parks and recreational facilities, the City shall improve access to recreational sites within the City for the elderly, handicapped and transportation disadvantaged people of Daytona Beach. The City shall also use the MPO to urge the East Volusia Authority (VOTRAN) to maintain and improve transit service to the recreational sites within Daytona Beach for the elderly, handicapped and other transportation disadvantaged groups of Daytona Beach.

**Policy 1.3.6:**

The City shall create or improve facilities supporting and links connecting recreational trails and greenways.

**Policy 1.3.7:**

The City of Daytona Beach shall include waterways in its comprehensive system of public and private recreation sites and work to ensure public access to these sites.

**Objective 1.4: Joint-Use Recreation Agreements**

The City shall pursue and implement new joint use recreation agreements with other recreational facility providers such as Volusia County Schools and other municipalities to identify potential cost savings for the public. (Ordinance #09-278)

**Policy 1.4.1:**

The City shall evaluate the demand and feasibility of joint-use agreements for the utilization of supplemental recreational facilities within the City on an annual basis. Special emphasis should be placed on joint-use agreements with the YMCA, County Recreation and Volusia County Schools to provide activities and areas open to the public on weekends and after school and work hours.

**Policy 1.4.2:**

The City shall work to establish one new joint-use recreation agreement per year.

**Objective 1.5: Park Land Enhancement Plan**

By 2015, establish an enhancement plan for park lands and open spaces in Daytona Beach. The plan shall be updated annually.

**Policy 1.5.1:**

When possible, new parklands shall be chosen from significant vegetative areas purchased by the City and identified in the Conservation Element.

**Policy 1.5.2:**

Each year the City shall identify roads in need of beautification and prepare plans for such. The road beautification projects shall be identified each year in the Capital Improvement Plan. (Ordinance #09-278)

**Policy 1.5.3:**

Use the site planning process to mitigate the impacts of any new surrounding land uses on the quality of existing and proposed park lands.

**Policy 1.5.4:**

Adopt a handicapped access plan by 2012 to convert all existing parks and recreational facilities to handicap accessible.

**Policy 1.5.5:**

The City's current supply of park land is sufficient to meet projected residential demand through the planning horizon of 2025. The City will evaluate residential population projections in 2015 to determine if projected demand will necessitate expansion of the supply of park land before the year 2025.

**Objective 1.6: Financing**

Adequately finance the City's future capital needs for parks and recreation facilities.

**Policy 1.6.1:**

The Land Development Code shall maintain provisions for land dedication to fund new park lands.

**Policy 1.6.2:**

The City shall actively pursue funding for upgrading all City parks, including grants, general funds and user fees.

**Policy 1.6.3:**

Each year the City shall identify needed matching funds for parks and recreation related grants. The matching funds shall be identified in the City's budget. (Ordinance #09-278)

**Objective 1.7: Coordinating Public and Private Resources**

Coordinate public and private resources to maintain and expand recreation and open space opportunities in Daytona Beach.

**Policy 1.7.1:**

The City shall review development plans and continue to require private enterprise to dedicate open space and park land for public use as part of its Land Development Code when warranted. The City shall

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adopt Land Development Code regulations by 2012 delineating specific requirements and conditions for developers to dedicate open space and park land. (Ordinance #09-278)

### **Policy 1.7.2:**

The City shall review plats and development plans and continue to require bicycle and/or pedestrian paths as part of its Land Development Code regulations when warranted. The City shall adopt Land Development Code regulations by 2012 implementing this policy.

### **Policy 1.7.3:**

The City shall continue to expand the development and maintenance of parks, recreational facilities and open space areas within Daytona Beach through interlocal agreements with the Volusia County School Board.

### **Objective 1.8: Monitoring**

Evaluate the Recreation and Open Space Element as part of the evaluation of the entire plan.

### **Policy 1.8.1:**

The Daytona Beach Development and Administrative Services and Leisure Services Departments, shall schedule a workshop during the future Evaluation and Appraisal Report processes with the Planning Board to review and modify the Recreation and Open Space Element's goals, objectives and policies, level-of-service standards and development plan and make revisions as necessary. (Ordinance #09-278)

### **Objective 1.9:**

The City will use public land acquisition and conservation easements to provide natural areas and open space.

## **Riverfront Master Plan**

Desiring a higher quality public park space along the historic waterfront meant to spur economic vitality to the Beach Street commercial area, the City established this Riverfront Master Plan in 2010. The plan prescribes a variety of goals spanning a 14-block long public amenity

including improved park spaces, parking, and multi-modal connections to commercial zones and nearby residential neighborhoods.

### **Key Takeaways:**

- "Create an interesting and attractive public realm" through a series of recreation space, open-air markets, passive parks, transit stops, trails, and streetscapes.
- Some redevelopment sites identified for improvement in the Midtown Master Plan have been completed. For example, Huger Park and Dickerson Center Expansion have been recently completed (2023/2024).
- However, the majority of the Redevelopment Proposals have not been undertaken including Midtown Center at ISB & MLK, Lincoln Greenway, and the Thurman Gardens.

## **2023-2027 Statewide Comprehensive Outdoor Recreation Plan (SCORP)**

Prepared with the intention of proactively addressing the current and future needs and desires of the Statewide parks and recreation network, SCORP comprehensively studies, evaluates, coordinates, and ultimately outlines a roadmap for increasing the quantity and quality of parks and recreation spaces across the State over the next several years.

### **Key Priorities, Focus Areas, and Takeaways:**

- Health and Well Being
  - Promote outdoor recreation as a means to improve both community and individual health.
- Public Access, Accessibility, and Connectivity
  - Develop short trail loops and featured trail sections that have a high degree of accessibility.
  - Embrace the Complete Streets program to enhance bicycle and pedestrian safety and access.
- Economic Opportunities, Adventure Travel, and Ecotourism
  - Promote the Trail Town program as a way to encourage local business buy-in and growth revolving around outdoor recreation.
  - Create outdoor recreation community alliances to connect providers and developers.

- Promote and participate in the creation of city and county comprehensive outdoor recreation plans.
- Resource Management and Stewardship
  - Prioritize the development of green spaces that provide a sense of place in local communities.
  - Develop plans to adapt to sea level rise and increase resiliency.
  - Highlight public historic sites that combine historic preservation with outdoor recreation
  - Support Florida Main Street to preserve and revitalize historic downtowns.

## Redevelopment Area Plans

### Midtown Redevelopment Area Plan

Prepared in 2012, the redevelopment goals establish an overall vision for revitalizing the Midtown Redevelopment Area.

#### **Key Takeaways:**

- Goals of the Midtown Redevelopment Area Plan related to this Parks & Recreation Master Plan include improving the level of service for public facilities such as parks, and to preserve and enhance existing places and ensuring new places are unique and memorable.
- Some objectives within the Midtown Redevelopment Area Plan have been featured in the recent completion of City projects:
  - For example, Policy 5.4.1 prescribes the expansion of the Dickerson Community Center and adjacent aquatic facilities. In 2024, the Dickerson Community Center completed a major renovation of the center, a large playground, and improvement to the adjacent Campbell Aquatic Center. The Dickerson Community Center has a Park Score of 8.6.
  - Additionally, Policy 5.4.2 calls for “stronger visual and functional relationship between pedestrian areas and parks and open spaces along Martin Luther King Jr. Blvd. and Mary McLeod Bethune Blvd...”. A major design feature of the recently renovated Daisy Stocking Park (Park Score: 9.1) is the dominant visual and functional connection from the park to Mary McLeod Bethune Blvd. and continuing on to Joe Harris Park via a 30’ wide

pedestrian pathway which is nearly 500’ in total length.

### Downtown Ballough Road Redevelopment Area Plan

Prepared in 2010, the goal of the redevelopment plan was to leverage its riverfront setting and unique collection of amenities to create a differentiated experience that showcases the advantages of living, working, and visiting Downtown/Ballogh Road.

#### **Key Takeaways:**

- Goals of the Downtown/Ballogh Rd. Redevelopment Area Plan related to this Parks & Recreation Master Plan include encouraging public riverfront land for recreation, beautification, and river access. Additionally, a key component of attracting private investment in the area is expanding public access to recreation and educational activities.

### South Atlantic Redevelopment Area Plan

Prepared in 2013, the purpose of the plan is to provide a framework for the elimination of blight within the South Atlantic Redevelopment Area.

#### **Key Takeaways:**

- Goals and recommendations of the South Atlantic Redevelopment Area Plan related to this Parks & Recreation Master Plan include improvements being made to Lenox Playground, enhance and further the streetscape program encouraging private investment while improving pedestrian movement in the redevelopment area.

### Main Street Redevelopment Area Plan

Prepared in 2012, the redevelopment goals are intended to establish an overall vision for revitalizing the Main Street Redevelopment Area resulting in the creation of environmentally and aesthetically pleasing new development and rehabilitation projects.

#### **Key Takeaways:**

- Goals and recommendations of the Main Street Redevelopment Area Plan related to this Parks & Recreation Master Plan include Main Street

streetscape improvements, promoting greater utilization of The Bandshell, Daytona Beach Pier, and Historic Oceanfront Park. (Policy 5.4.1)

- A prescription for acquiring land and developing the Beach Town Square, a public venue, gathering, and event space. (Policy 5.4.2)
- Calls for constructing a Marina Park on the Halifax River adjacent to Main Street with a riverfront trail and underpass under the Main Street Bridge. (Policy 5.4.5)

## Summary & Implications for the Parks & Recreation Master Plan

A common theme shared amongst all of the Guiding Documents outlined previously is recognizing the intrinsic connections between the City of Daytona Beach's quality of life and a dynamic, visually powerful, diverse recreation and open space network.

Regardless of whether an individual document casts a wide net over the entire City (Comprehensive Plan) or focuses on the redevelopment of a specific geographic area within the City (Redevelopment Area Plans, community district plans) the importance of vibrant and effective streetscapes, parks, and open spaces are repeatedly identified as critical components in the overall equation of economic growth, residents quality of life, tourism, and City-wide beautification.

## 2.2 Regional & National Trends in Parks & Recreation

### Recreational Facilities

Developing and managing a variety of recreation facilities is the main focus of public agencies in larger communities. The types of facilities that are now provided by parks and recreation departments have become more diverse, and expensive to acquire, develop and maintain. As a result, establishing a master plan is critical to determining facility development roles, timelines, and priorities.

National Recreation and Park Association’s (NRPA) 2024 Agency Performance Review document has specific information on recreation facilities that are provided by park and recreation agencies nationally. Percentage of agencies reporting over 30% are shown in Figure 2.2.

Top Recreation Facility Type (Fig. 2.2)

Amenities	Percentage of Agencies (%)	Median Num. of Residents/Facility
Recreation Centers	62	57,750
Community Centers	59	55,135
Outdoor Swimming Pools	49	65,697
Indoor Aquatic Centers	30	110,629
Senior Centers	40	125,817
Amphitheaters	40	116,135
Nature Centers	34	139,248

Further detail on facility-specific trends are as follows:

**Recreation/Community Centers:** Recreation/Community Centers are usually developed on three levels.

**Clubhouse/Community Building:** Smaller buildings that are designed to serve as a community room(s) for individual neighborhoods. The size is usually less than 5,000 sq. ft. and requires less than 3 acres. These amenities are usually located next to a neighborhood pool or park.

**Community Center:** Larger community buildings with multiple, more passive use, spaces that serve an area of a community. These vary in size and amenities and can range from 5,000 to over 20,000 sq. ft. and requires 3-5 acres. This level of center can also be combined with a comprehensive community recreation center or community aquatic center. These centers are usually part of a community park.

**Comprehensive Community Recreation Center:** Large center that contains both active (pool, gym, fitness, etc.) and passive use elements (community rooms) and is designed to serve a substantial geographic area (30,000 or more). The facility is usually over 40,000 sq. ft. to as much as 80,000 sq. ft. and requires 8 acres or more. These are often developed through partnerships with other organizations or other groups (YMCA, etc.). These centers are normally part of a community or regional park.

**Aquatic Centers:** Aquatic Centers or swimming pools are usually developed on four levels.

**Neighborhood:** Smaller pools that are designed to serve specific neighborhoods. The bather load is usually less than 500. These amenities are often built next to a neighborhood park.

**Community:** Larger pools that serve a community. These vary in size and amenities (competitive to recreational) and can range from a bather load of 500 to over 1,000. They are developed as part of a community park.

**Regional:** These are large water parks or competitive pools that are designed to serve a significant geographic area. They usually contain an expansive recreational pool but can also have a strong competitive focus. Bather loads are 1,000 or more. These are often developed through a partnership with other organizations. They would be located in a regional park or as a standalone facility.

**Splash pad:** many communities are either replacing existing neighborhood pools with splash pads or adding them to the inventory of aquatic facilities.

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The vast majority of aquatic centers are in the community category and there are an increasing number of splash pads being built.

**Fieldhouse:** Steadily gaining in popularity is an indoor sports facility that features hard court gym space and/or turf-based fields for sports such as soccer, lacrosse, football and even softball and baseball. These buildings support both youth and adult sports leagues, tournaments and camps. They tend to be most popular in colder climates but are also being built in very hot regions of the country. These facilities are either built as standalone amenities or may be included in recreation centers in a regional park.

**Tennis/Pickleball Center:** An 8-24 lighted court complex on 2-4 acres that has a stadium court, central restroom, concession, and pro-shop area. Many larger communities have a tennis center and many are also now adding pickleball courts. However, pickleball is not growing at the same rate as other areas of the country.

**Amphitheater:** An amphitheater can be either a community sized amenity (under 1,000 seats, some permanent and some lawn with a small stage and storage area) or a large regional facility (1,000 to 3,000 seats, some permanent and some lawn with a large, covered stage, restrooms and concessions). An amphitheater requires 2 to 4 acres of land with a community facility being located in a community park and a regional facility in a regional park.

**Nature Center/Interpretive Center:** A small indoor and outdoor space (usually under 10,000 sq. ft.) for viewing and observing nature as well as for classroom space and exhibits. A nature center is usually located in conjunction with a preserve or open space area.

## Recreational Programs

The National Sporting Goods Association's (NSGA) 2023 annual survey indicates the ranking of the top 10 sports activities nationally as well as the level of participation, see Figure 2.3

Sports Participation Ranking in 2023 (Fig. 2.3)

Sport	National Ranking	National Participation (in millions)
Exercise Walking	1	110.2
Exercise w/ Equipment	2	52.9
Hiking	3	51.8
Swimming	4	44.9
Running/Jogging	5	43.1
Bicycle Riding	6	42.4
Camping (overnight)	7	40.4
Weightlifting	8	36.8
Yoga	9	30.7
Fishing (fresh)	10	29.9

It is important to note that the top ten activities are dominated by fitness-related activities and outdoor recreation pursuits.

The NSGA also lists a number of sports activities and the percentage of growth or decline that each has experienced nationally over the last ten years (2014-2023), see Figure 2.4 for a partial list.

Sports Activity Participation Changes (Fig. 2.4)

Activity	2014 Partic.	2023 Partic.	Percent Change (%)
Pickleball	1.7	9.9	482.4
Boxing	3.4	5.3	55.9
Surfing	2.2	3.2	45.5
Skateboarding	5.4	7.2	33.3
Kayaking	9	11.8	31.1
Table Tennis/Ping Pong	9.9	12.9	30.3
Mountain Biking	5.4	7	29.6
Hiking	41.1	51.8	26
Wrestling	2.9	3.6	24.1
Pilates	5.5	6.7	21.8
Tennis	12.4	15.1	21.8
Water Skiing	3.4	4.1	20.6
Bicycle Riding	35.6	42.4	19.1
Soccer	13.4	15.3	14.2
Gymnastics	5.4	6.1	13
Target Shooting (airgun)	5.1	5.7	11.8
Golf	18.4	20.5	11.4

Over the last 10 years key areas of program growth have occurred in fitness related activities. Many of the declines in participation are related to traditional team sports such as baseball, football, basketball, and softball.

**Sports & Fitness Industry Association (SFIA):** Their 2024 Sports, Fitness and Leisure Activities Top-Line Participation Report indicated the rate of participation by major sports activity categories over the last 5 years, see Figure 2.5.

Percentage of Participation Comparisons (Fig. 2.5)

Active Category	2018 Percentage (%)	2023 Percentage (%)
Fitness Sports	66	67.8
Outdoor Sports	50.5	57.3
Individual Sports	45.3	42.1
Team Sports	22.8	25.7
Water Sports	13.7	15.7
Racquet Sports	13.2	18
Winter Sports	8.2	9.8

**Specific Recreation Program Trends**

Figure 2.6 shows current recreation program trends by major program areas as developed by Ballard\*King & Associates. However, it should be noted that each community is unique, and this has a strong bearing on individual trends and other operational factors.

Specific Rec. Program and Service Trends (Fig. 2.6)

Area	Specific Programs
Sports	Youth Lacrosse
	Adult Soccer
	Adult Cricket
	Youth and Adult Rugby
	Pickleball
	Youth Camps and Clinics
	BMX/Mtn. Biking, Disc Golf
	E-Sports
	Youth Sports Training
Fitness/Wellness	Functional Training Classes
	Personal/Small Group Training
	Yoga
	Nutrition/Cooking
	Healthy Lifestyle Education
Cultural Arts	Mindfulness Programs
	Music Production for Youth
Youth	Digital Media
	Before/After School Programs
Education	Specialty Summer Camps
	Camps, STEAM
Outdoor	Eco-Tourism
	Environmental Education
Seniors	Fitness/Wellness
	Sports (pickleball)
	Baby Boomer Focused Activities
Aquatics	Therapy
	Triathlon Training
General Interest	Personal Finance
	Cooking
Special Events	Community Wide Events
	Health and Wellness
Social Services	Feeding Programs, Job Training
	Educational Support, Childcare

## Other Programing Trends

- Recreation departments now often serve as a coordinating agency and a clearinghouse for multiple recreation organizations and providers, in an effort to bring a comprehensive scope of recreation programs to a community. This has also increased the number of partnerships that are in place to deliver a broader base of programs in a more cost-effective manner.
- There is a greater emphasis on a fee for service concept, especially for more specialized programming. This is supported by a formal fee policy.
- Programming continues to emphasize the needs of youth and seniors but has also focused more on adults, and the family unit.
- Specific programming development trends include.
  - Virtual programming remains even after COVID.
  - Developing programs that are single day or no more than 4 sessions in length.
  - Developing programs for youth during non-school days, Christmas break, spring break and any other extended breaks.
  - Offering a variety of summer camps with different areas of interest.
  - More Saturday programs and the introduction of some Sunday programming (especially in adult sports leagues).
  - Senior programming that occurs in the evening or on the weekends to appeal to seniors who are still in the work force.
  - Introducing programs that are oriented toward specific ethnic groups.
  - Developing a baseline of programs that appeal to the family unit.
  - Staggering the days and times of similar programs that are offered at multiple locations.
  - Drop-in pay as you go fitness classes.
  - Expanded senior programming to include a greater focus on the Baby Boomer generation which often means programs and services that are available in the evenings and on weekends and those that have a more active orientation.
- There has been a concerted effort to integrate conventional recreation programming with community

based social service programs and education. Most of the social service programs are offered by other community-based agencies and education is often coordinated with school districts.

- Program characteristics (performance measures) are tracked including:
  - Program registration comparisons by year for each season.
  - Rates of fill (especially for fee-based programming).
  - Participation numbers and comparisons to past years/seasons.
  - Rate of program cancellations (for fee-based programming).
  - Financial performance including cost per participant.
  - Evaluations from participants.
- A lifecycle analysis is completed for all programs offered by the agency. Programs are classified in three categories and agencies strive to have program offerings distributed equally among each category.
  - New – programs in the start-up phase that are just starting to build in popularity.
  - Mature – programs that have consistent high levels of registrations and are still growing in popularity.
  - Old – programs that are seeing a decline in popularity.

## Recreational Facilities

In an effort to become more efficient and effective in the delivery of parks and recreation services, there is a greater emphasis on organizational and management planning.

## Organizational Structure

- Organizational structures have become more streamlined with direct lines of responsibility established. There are now fewer mid-management positions.
- While most agencies still include both parks and recreation functions, there continues to be a trend of placing parks functions within public works. This is particularly true for smaller cities.
- A number of cities have preserves, open space and greenway divisions, some of which are separate departments within the organization.

- Facilities and recreation programming that can generate strong revenues are often placed outside the normal organizational structure as enterprise funds.
- Most organizational structures tend to be functionally based, but in larger communities there can also be a geographic structure as well. This can be based on areas or regions of a community where there are multiple facilities or parks that need to be managed or maintained.
- Hiring and retaining both full-time and part-time staff has become much more difficult and has resulted in significant increases in part-time pay rates as well as some increases in full-time salaries.
- There is a stronger focus on full-time staff to reduce the dependence on part-time staff. The level of movement to full-time staffing reflects the levels of service that have been established, any seasonal operations, and the budget requirements of the department.
- There is a formal communications protocol in place. Staff meetings for all segments of the organization are held on a regular basis and the minutes and actions are documented.
- There is greater emphasis on having strong leadership at the administrative level that is supported by an overall team concept. Mid-managers (or supervisors) have the primary responsibility for directly managing line staff and facilities.
- There are conduct standards in place for all staff.
- There is a formal, annual, staff training program with adequate levels of funding.
- To minimize the reliance on paid staff, establishing a strong volunteer program is often in place. To effectively make use of volunteers there must be a staff person who is responsible for managing and recruiting volunteers. If the program becomes large enough, then a full-time volunteer coordinator position is often necessary.
- Job descriptions for all full-time and part-time staff are in place that accurately describe the job requirements and skills that are necessary for the position.
- There are basic staffing standards for common facilities such as community and recreation centers as well as aquatic centers and other facilities (senior centers, etc.).
- The role of contract positions is growing, especially for program instructors and specialized services.
- Union issues often dictate staffing plans, schedules and management practices.
- Staff are empowered and expected to make important management and supervisory decisions but are also held accountable for the performance of their areas. Supervisory staff have budget responsibilities as well.
- Levels of service are established based on number of FTE's per thousand of population, acreage maintained, and facilities operated.
- Full-time staff are cross trained to handle most operational or supervisory responsibilities for a variety of program areas and facilities.
- The staffing philosophy is backed up by a comprehensive staff manual that is updated regularly to guide staffing standards and regulations.
- Background checks are completed on all new hires, including volunteers, especially those that have direct contact with youth.
- Agencies have developed succession plans to ensure staffing knowledge is not compromised when they leave employment or retire.

### **Performance Evaluation**

- Full-time staff have an annual performance review completed that clearly indicates areas of excellence, areas of compliance and where improvements should be made. Detailed and specific annual work plans are developed for each full-time and major part-time staff member, and these are monitored by their direct supervisor on a regular basis. The work plans cover issues such as budget development, financial transactions, programming, marketing, community outreach and staff interaction and communication. It is important to have measurable benchmarks and

### **Staffing Philosophy**

- Agencies have a well-defined staffing philosophy that clearly defines the role and responsibilities for all staff.
- A determination of key positions that need to be full-time and those that are appropriate for part-time status is made to ensure a strong staffing plan.

outputs for each plan. Staff are then held accountable for meeting these goals.

- There is a strong staff training and education program in place to provide opportunities for staff growth and improvement. The staff training program focuses on financial transactions, customer service, program development, budgeting, revenue growth, and maintenance functions, emergency procedures, safety concerns, and facility operations. A specific training program for new hires, including part-time and seasonal staff, is also in place.

## Maintenance of Parks and Recreation Facilities

Over the last 10 to 15 years there have been significant changes in how maintenance of parks and recreation facilities is accomplished. Some of the more significant trends include.

- The responsibility for maintenance and custodial services now varies considerably by agency. As has been noted, many municipalities have moved parks maintenance functions to public works departments and recreation facilities maintenance and custodial services to a separate facilities maintenance department or a division within public works.

Specialized facility maintenance (athletic fields, aquatic centers, etc.) still often remain the responsibility of parks and recreation departments or even the recreation division.

On the other hand, functions such as right of way maintenance are now being moved from public works to parks operations.

- The development of a comprehensive maintenance management plan for parks, open space, trails and recreation facilities is now considered essential. This document must not only deal with an overall plan for the parks and recreation agency but also specific plans for each park or facility. This plan should include:
  - Classification of outdoor parks preserves and open space into 6 levels of maintenance standards (see following bullet).
  - A listing of specific maintenance tasks that need to be performed, their frequency and the quality level

that is expected.

- A schedule of daily or weekly documented inspections of parks, facilities, and equipment.
- A determination of manpower, equipment and operating supplies that are required to complete the tasks.
- Tracking of maintenance tasks, overall performance, and costs by location.
- The establishment of a preventative maintenance plan.
- The maintenance division develops specific levels of service for each facility that is under their responsibility utilizing the NRPA's maintenance standards (or other LOS standards that may have been developed) that divides outdoor park maintenance into 6 different levels. These include:
  - Level 1 – High visibility areas that require the highest level of maintenance.
  - Level 2 – Is the normal standard and what an individual expects to see on a regular basis.
  - Level 3 & 4 – These two levels are just below the norm and include reductions in frequency of maintenance with a focus on safety. These levels are often utilized when there are budget and manpower reductions.
  - Level 5 – This level is one step above allowing the land to return to its original state.
  - Level 6 – This level allows the land to return to its original natural state or open space that is already in its natural condition.

Some agencies have reduced the levels to only 3 or 4 to make maintenance more streamlined and easier to understand.

- When assigning levels of maintenance to a park, it is acceptable to have varying levels within different areas of the same park. Highly developed areas often have a higher level assigned while less developed areas have a lower level.

For indoor facilities there is usually a similar 3 level classification for building maintenance functions. Each existing indoor facility would then be classified in the same manner as parks.

- More and more parks maintenance functions are now being contracted. As a result, agencies are

developing specific guidelines to determine which maintenance functions or activities could possibly be considered for contract service. A primary aspect of this plan is a cost/benefit assessment of providing a function in house vs. contracting for the service. General guidelines often include:

- Basic maintenance functions that occur on a regular basis usually are not contracted if they occur in highly visible locations or for facilities where there is a very strong level of public use. However, other basic functions such as trash removal and mowing are often contracted regardless of the location.
- Specialized functions that require special training or equipment are inherently dangerous, or do not occur on a regular basis could be considered for contract service. This could include functions such as tree trimming, fertilization, and chemical applications.
- Basic maintenance functions that occur in remote or low use areas could be considered for contract.
- Very small parks (under 2 acres) that require the allocation of a high level of time and resources are often considered for contract.
- Remote locations that take significant travel time to maintain could also be considered for contract.
- Many parks and recreation agencies are contracting for custodial services for indoor facilities as well as restrooms and other amenities in parks.
- Developing strong contracts that detail specific tasks to be completed, the frequency and expected quality of service is essential. Contracts must have specific performance standards to ensure that recreation facilities are adequately cleaned. Contract maintenance also must be supervised, managed, and evaluated on a regular basis.
- Parks maintenance (and even facilities maintenance) either have their own maintenance centers or yards or share with public works. For larger communities which cover significant geographic areas, there is often the need to develop smaller satellite maintenance yards to reduce travel time and the trailering of equipment.
- A maintenance cost assignment system is developed that tracks costs by major parks or recreation facilities so that the true costs of maintaining these facilities are known. This system is also valuable in estimating future costs for any new or renovated parks or facilities. Cost assignment is also done by task (mowing, sweeping, fertilization, etc.) to develop costs per function or for determining a cost per acre or mile.
- Agencies are establishing lifecycle cost estimates (capital replacement) for major capital assets associated with parks and recreation facilities and equipment. An asset inventory is established for all major equipment as well.
- For each new proposed park or recreation facility, a detailed projection of the cost of maintaining the amenity on an annual basis is completed. This usually includes not only additional manpower requirements but also equipment, operating supplies and necessary contractual services. An on-going system with specific procedures is often in place to accomplish such estimates in a consistent and organized fashion.
- Maintenance supervisors and administrative staff are becoming more actively involved in the design review process for all new planned facilities. The review process often focuses on materials and surfaces/finishes being specified, maintenance equipment required to maintain the amenity, access for maintenance equipment, and brand of materials for continuity.
- Many parks and recreation agencies develop an energy management plan for all buildings and structures, which attempts to not only control energy costs but promotes energy conservation and also attempts to utilize alternative forms of energy. Agencies in the western area of the country are also developing water management plans to reduce water usage in parks and facilities.

- Most agencies have a risk management plan that deals with safety, security, and an emergency action plan. This responsibility is usually in parks or agency administration.
- Agencies have multiple Certified Playground Safety Inspectors (CPSI) on staff. For aquatic centers, in addition to the aquatic staff, at least one maintenance person is a Certified Pool Operator (CPO).
- Maintenance tasks, schedules and costs are managed by a maintenance management software system. This includes work order management and preventative maintenance tracking.

## Trends for Florida

The trends noted previously vary for the state of Florida.

### **Recreation Facility**

- Recreation/Community Centers are usually smaller and more on the community building or community center level and are developed on a neighborhood level. There are limited fitness amenities as well.
- Senior Centers are more likely to be standalone facilities with a passive orientation.
- Aquatic Centers are outdoor and neighborhood or community focused.
- Performing Arts Centers are more prevalent than other areas of the country.
- Indoor fieldhouses are rarely found.
- Tennis and pickleball centers are more common and usually have more courts than other states.
- There is a much lower emphasis on generating revenues from recreation facilities.

### **Recreation Programming**

- Many programs are contracted to outside organizations and agencies. There is a lower level of staff directed activities.
- Price points and overall cost recovery from recreation programs and services tend to be significantly lower than other states.
- Many agencies have a commitment to social service programs as well as more traditional recreation offerings.

- Outdoor based programming is generally more popular than indoor programming.
- Water and beach-based activities enjoy strong support.
- Special events are an important component of most parks and recreation departments.
- Musical and theatrical performances are a significant aspect of cultural arts programming.
- Senior programming also has an emphasis on the “snowbird” population.
- Tennis and pickleball have particularly large followings.
- Youth team sports are a critical aspect of most parks and recreation programming. However, many of these programs are provided by other community-based organizations.

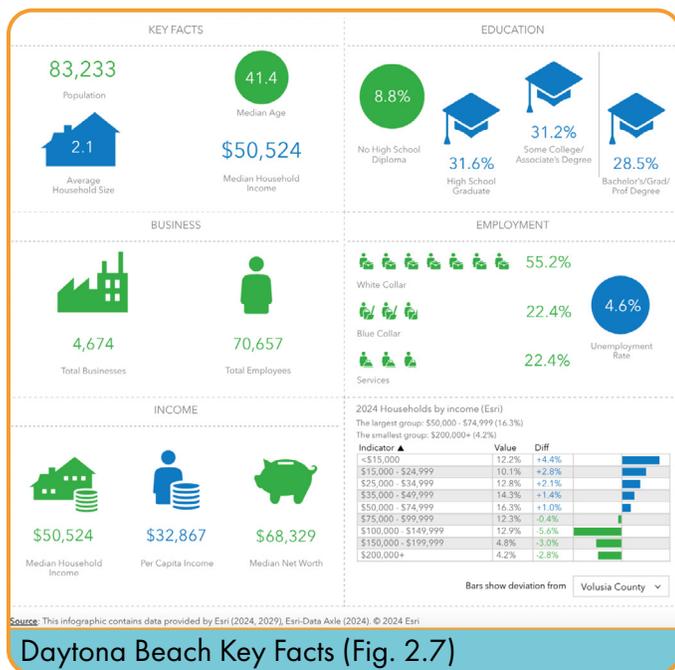
### **Organizational and Management Planning**

- Most agencies are both parks and recreation with fewer having parks maintenance in public works.
- There is a lower emphasis on establishing operations and maintenance standards.
- Maintenance plans tend to be more basic in nature with more limited tracking and analysis.
- Operational policies and procedures are basic and not as far reaching.

## 2.3 Demographics Analysis

Trends in demographics can provide valuable insight when it comes to long-range planning, helping to identify age distribution, potential shifts in population, and many other key factors which can impact the future needs and priorities of a community. By considering demographic trends the City of Daytona Beach can proactively forecast future challenges and opportunities and thereby informing the development of effective strategies meant to anticipate them.

Demographic information from Environmental Systems Research Institute (ESRI) utilized 2020 U.S. Census data and their demographers for 2024-2029 projections. In addition to demographics, ESRI also provides data on housing, recreation, and entertainment spending and adult participation in activities, See Figures 2.7 & 2.8.



### Daytona Beach Demographics Snapshot

- The City's population in 2024 is estimated at 83,233 and is expected to continue to grow in the next five years (89,883). The greatest growth will come in the senior age groups. The West City Community District has the highest population (approx. 36,000) and Midtown South the lowest at approx. 11,600. The greatest growth will be in the West City Community

District and smallest in the Downtown Community District.

- The median age in the City of Daytona Beach is 41.4 which is lower than the State (43.5) but higher than the National number (39.3). The Beachside City Community District has the highest median age (55.7) and Midtown North Community District the lowest at 35.
- The City of Daytona Beach has a significantly lower percentage of households with children (18.2%) than both the State (26.7) and National number of 30.2%. The Midtown North Community District has the highest percentage (27.9%) and the Downtown Community District the lowest at 10.2%.
- The City of Daytona Beach has a lower median household income (approx. \$50,500) than the State (approx. \$74,700) and the National (approx. \$79,000). The West City Community District has the highest (approx. \$64,600) and the Midtown South Community District the lowest at approximately \$35,000.
- The Household Budget Expenditures and the Recreation Spending Potential are consistent with the lower median household income, and both are lower than the State and National levels. The West City Community District has the highest and the Midtown South Community District the lowest.
- The age distribution in the City of Daytona Beach is such that 21% are under the age of 18 and 30.4% is over the age of 55. Additionally, it is projected that the 55+ age categories are projected to increase substantially through 2029.
- There is a significant White and African American population in the City of Daytona Beach.
- Tapestry segments in the City of Daytona Beach consist of older residents along with younger individuals and some younger families. There is also a significant college age cohort.
- There are a significant number of seasonal residents in the Beachside Community District.
- Bethune-Cookman University has a significant impact on the demographic characteristics of the Midtown Community Districts and the West City Community District.

# PARKS & RECREATION MASTER PLAN

Demographic Summary (Fig. 2.8)

	Daytona Beach	Beachside	Downtown	Midtown North	Midtown South	West City
<b>Population:</b>						
2020 Census	72,734 <sup>1</sup>	12,072 <sup>2</sup>	5,193 <sup>3</sup>	17,793 <sup>4</sup>	11,562 <sup>5</sup>	26,111 <sup>6</sup>
2024 Estimate	83,233	11,893	5,397	18,341	11,634	35,968
2029 Estimate	89,883	12,307	5,469	19,021	11,757	41,246
<b>Households:</b>						
2020 Census	31,194	6,492	2,895	6,133	4,783	10,891
2024 Estimate	36,258	6,554	2,296	6,375	4,831	15,572
2029 Estimate	39,969	6,905	3,028	6,700	4,997	18,302
<b>Families:</b>						
2020 Census	15,291	2,895	955	3,431	2,535	5,515
2024 Estimate	17,671	2,824	928	3,453	2,498	7,991
2029 Estimate	19,727	2,970	954	3,573	2,565	9,619
<b>Average HH Size:</b>						
2020 Census	2.09	1.84	1.65	2.54	2.33	2.03
2024 Estimate	2.08	1.79	1.70	2.51	2.32	2.04
2029 Estimate	2.05	1.76	1.66	2.49	2.27	2.02
<b>Ethnicity/Race (%):</b>						
Hispanic	10.4	9.9	13	10.5	11.3	10
White	54.4	79.5	60.7	24.3	39.2	65.5
Black	30.8	5.7	24.4	62.3	46.5	18.7
American Indian	0.3	0.4	0.5	0.5	0.3	0.3
Asian	2.9	2.5	1.5	1.2	1.7	4.6
Pacific Islander	0.1	0.1	0	0.1	0	0.1
Other	3.7	3.4	5.2	4.5	3.6	3.3
Multiple	7.8	8.5	7.7	7.2	8.7	7.5
<b>Median Age:</b>						
2020 Census	41.1	55.1	47.9	34.7	36.4	38.1
2024 Estimate	41.4	55.7	48.7	35	36.6	40
2029 Estimate	43	56.9	49.8	35.6	38	42.6
<b>Median Income:</b>						
2024 Estimate	\$50,524	\$49,024	\$37,815	\$41,082	\$35,000	\$64,639
2029 Estimate	\$61,855	\$58,716	\$46,839	\$51,720	\$41,728	\$80,263

Note: The City of Daytona Beach has a population of 83,233.

<sup>1</sup> From the 2010-2020 Census, the City of Daytona Beach experienced a 1.7% increase in population.

<sup>2</sup> From the 2010-2020 Census, the Beachside Community District experienced a 0.2% increase in population.

<sup>3</sup> From the 2010-2020 Census, the Downtown Community District experienced a 0.5% increase in population.

<sup>4</sup> From the 2010-2020 Census, the Midtown North Community District experienced a 0.7% increase in population.

<sup>5</sup> From the 2010-2020 Census, the Midtown South Community District experienced a 0.9% increase in population.

<sup>6</sup> From the 2010-2020 Census, the West Community District experienced a 3.0% increase in population.

The following analyzes population data for the City of Daytona Beach. Key demographics studied include:

- Population
- Age
- Ethnicity
- Households with Children
- Household Income
- Household Budget Expenditure
- Housing Inventory
- Recreation Expenditures Spending Potential Index

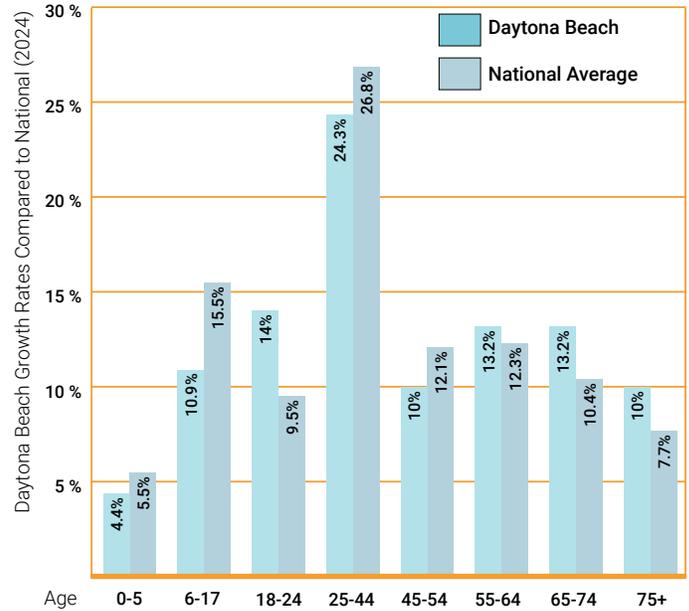
### Population

Utilizing census information for the City of Daytona Beach and the Community Districts, the following population distribution comparisons are possible, see Figures 2.9, 2.10 & 2.11.

#### 2024 Daytona Beach Age Group Distribution (Fig. 2.9)

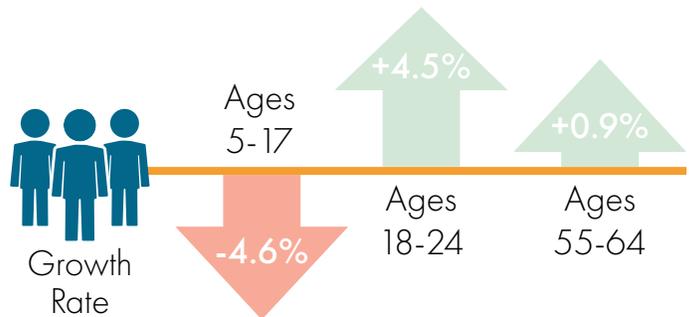
Ages	Pop.	% of Total	National Pop. (%)	Diff. (%)
0-5	3,640	4.4	5.5	-1.1
5-17	8,951	10.9	15.5	-4.6
18-24	11,708	14	9.5	+4.5
25-44	20,269	24.3	26.8	-2.5
45-54	8,374	10	2.1	-2.1
55-64	10,965	13.2	12.3	+0.9
65-74	10,988	13.2	10.4	+2.8
75+	8,338	10	.7	-1.1

#### 2024 Daytona Beach Age Group Distribution (Fig. 2.10)



The demographic makeup of the City of Daytona Beach, when compared to the characteristics of the national population, indicates that there are some differences with a smaller population in the age groups under 5, 5-17, 25-44, 45-54, and 75+ age groups. The greatest positive variance is in the 18-24 age group with +4.5%, while the greatest negative variance is in the 5-17 age group with -4.6%, see Figure 2.11.

#### Notable Age Groups Growth Rates in Daytona Beach (Fig. 2.11)

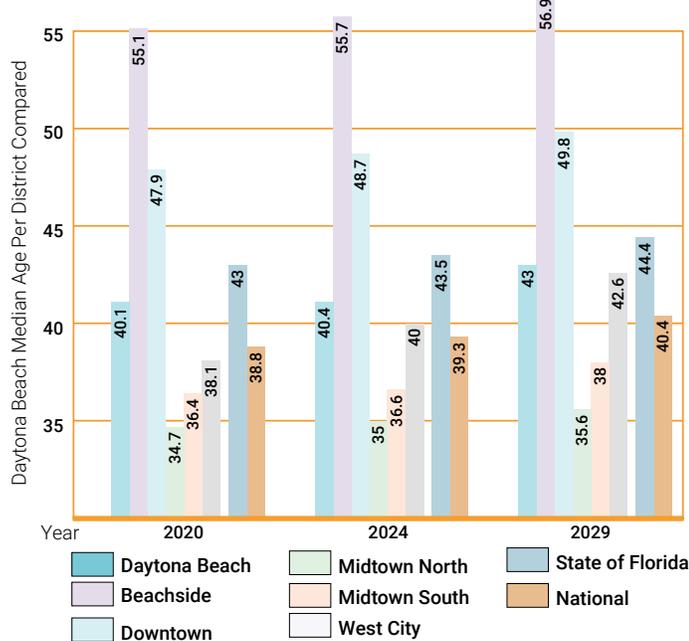


# PARKS & RECREATION MASTER PLAN

## Age

The median age and household income levels are compared with the national number as both of these factors are determiners of participation in recreation activities. The lower the median age, the higher the participation rates are for most activities. The level of participation also increases as the median income level goes up, See Figure 2.12.

Median Age by District (Fig. 2.12)



## Ethnicity

Figure 2.13 illustrates the distribution of the population by ethnicity and race for the City of Daytona Beach for 2024 population projections. Those numbers were developed from 2020 Census Data.

2024 City of Daytona Beach  
Race and Median Age (Fig. 2.13)

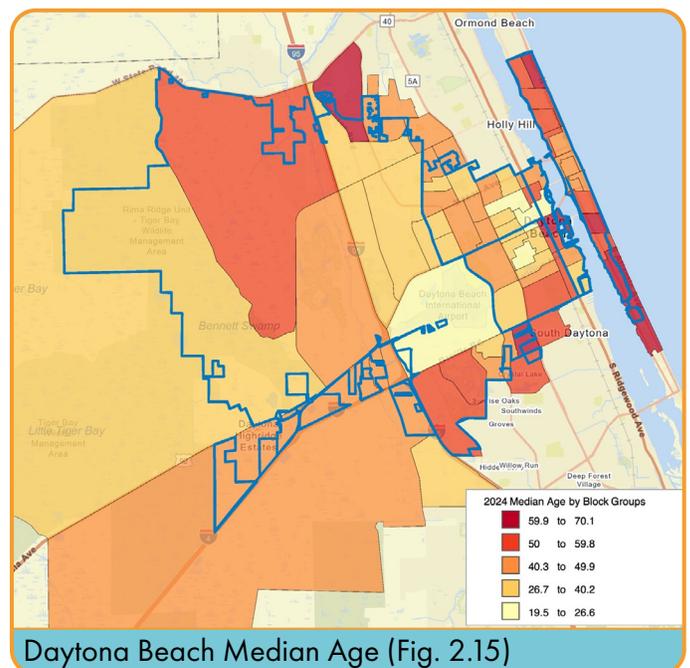
Race	Total Pop.	Median Age	% of DB Pop.	% of Florida
White	45,259	53.3	54.4	56.5
Black	25,604	31.4	30.8	15
A. Indian	291	38.8	0.3	0.5
Asian	2,445	32.7	2.9	3.2
P. Islander	62	27.3	0.1	0.1
Other	3,109	31.2	3.7	7.6
Multiple	6,463	30	7.8	17.2

## Households with Children

Figure 2.14 provides the number of households and percentage of households with children in the City of Daytona Beach and each of the Community Districts. The figure helps further outline the presence of families with children. As a point of comparison in the 2024 USA Projection, 30.2% of households nationally had children present. It is important to note that the city in general has a low percentage of households with children compared to state and national numbers.

Median Age (Fig. 2.14)

	# of Households with Children	% of Households with Children
Daytona Beach	5,856	18.2
Beachside	866	13.5
Downtown	286	10.2
Midtown North	1,809	27.9
Midtown South	843	17.6
West City	1,986	16.8
State of Florida	-	26.7
National	-	30.2



### Median Households Income

Based on 2024 projections for median household income the following describes median household income for each community area, see Figures 2.16 & 2.17:

In the City of Daytona Beach, the percentage of households with a median income over \$50,000 per year is 50.5% compared to 68.2% on a national level. Furthermore, the percentage of households in the service area with median income less than \$25,000 per year is 22.3% compared to a level of 14.9% nationally.

In the Beachside Community District, the percentage of households with median income over \$50,000 per year is 49.2% compared to 68.2% on a national level. Furthermore, the percentage of households in the service area with median income less than \$25,000 per year is 20.2% compared to a level of 14.9% nationally.

In the Downtown Community District, the percentage of households with median income over \$50,000 per year is 41.4% compared to 68.2% on a national level. Furthermore, the percentage of households in the service area with median income less than \$25,000 per year is 34.8% compared to a level of 14.9% nationally.

In the Midtown North Community District, the percentage of households with median income over \$50,000 per year is 42.3% compared to 68.2% on a national level. Furthermore, the percentage of households in the service area with median income less than \$25,000 per year is 27.0% compared to a level of 14.9% nationally.

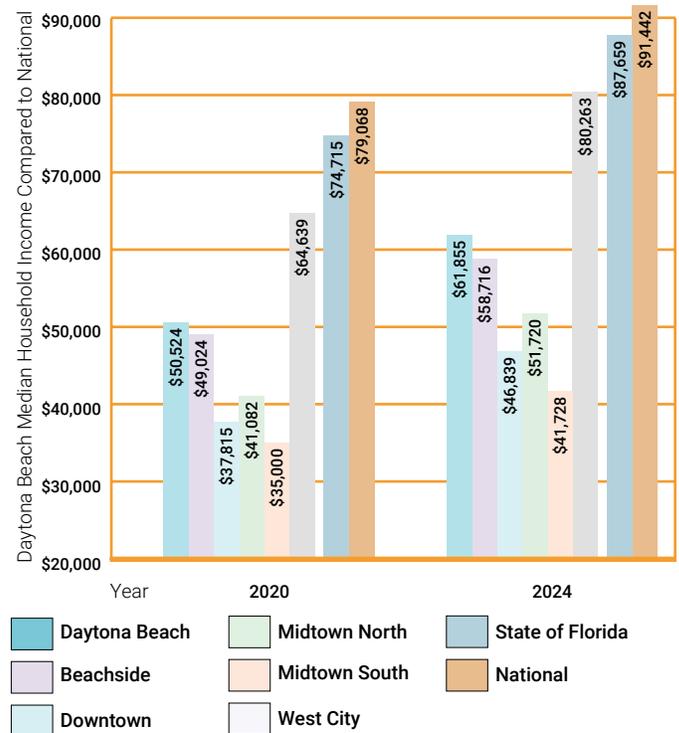
In the Midtown South Community District, the percentage of households with median income over \$50,000 per year is 37.9% compared to 68.2% on a national level. Furthermore, the percentage of households in the service area with median income less than \$25,000 per year is 32.4% compared to a level of 14.9% nationally.

In the West City Community District, the percentage of households with median income over \$50,000 per year is 60.2% compared to 68.2% on a national level. Furthermore, the percentage of households in the service area with median income less than \$25,000 per year is 16.0% compared to a level of 14.9% nationally.

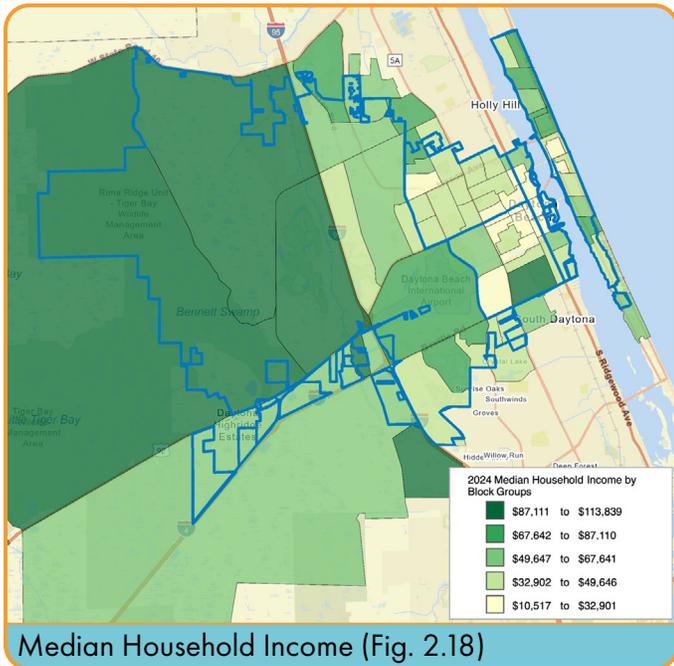
### Median Household Income (Fig. 2.16)

	2024 Projection	2029 Projection
Daytona Beach	\$50,524	\$61,855
Beachside	49,024	58,716
Downtown	37,815	46,839
Midtown North	41,082	51,720
Midtown South	35,000	41,728
West City	64,639	80,263
State of Florida	74,715	87,659
National	79,068	91,442

### Median Household Income (Fig. 2.17)



# PARKS & RECREATION MASTER PLAN



## Household Budget Expenditures

In addition to taking a look at the Median Age and Median Income, it is important to examine Household Budget Expenditures. Reviewing housing information; shelter, utilities, fuel and public services along with entertainment & recreation can provide a snapshot into the cost of living and spending patterns in the services areas. Figure 2.19 & 2.20 looks at that information and compares the Community Districts.

Consumer Spending data are derived from the 2019 and 2021 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2023 and 2028.

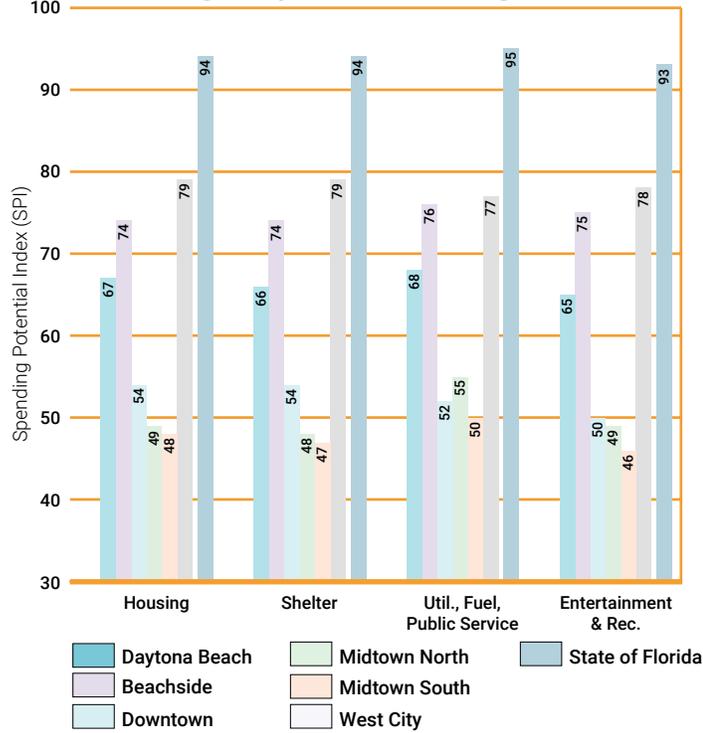
- SPI:** Spending Potential Index as compared to the National number of 100
- Average Spent (\$):** The average amount spent per household.
- Percent (%):** Percent of the total 100% of household expenditures.

**Note:** Shelter along with Utilities, Fuel, Public Service are a portion of the Housing percentage.

Household Budget Expenditures (Fig. 2.19)

Daytona Beach	SPI	Average Spent (\$)	Percent (%)
Housing	67	21,772.96	32.2
Shelter	66	17,720.52	27.1
Util., Fuel, Public Service	68	4,052.44	6.2
Entertainment & Rec.	65	2,678.69	4.1
Beachside	SPI	Average Spent (\$)	Percent (%)
Housing	74	24,269.13	33.1
Shelter	74	19,758.59	26.9
Util., Fuel, Public Service	76	4,510.54	6.1
Entertainment & Rec.	75	3,051.70	4.2
Downtown	SPI	Average Spent (\$)	Percent (%)
Housing	54	17,491.53	34.2
Shelter	54	14,396.48	28.2
Util., Fuel, Public Service	52	3,095.05	6.1
Entertainment & Rec.	50	2,045.13	4
Midtown North	SPI	Average Spent (\$)	Percent (%)
Housing	49	16,142.12	32.7
Shelter	48	12,885.77	26.1
Util., Fuel, Public Service	55	3,256.35	6.6
Entertainment & Rec.	49	1,996.88	4
Midtown South	SPI	Average Spent (\$)	Percent (%)
Housing	48	15,567.25	33.2
Shelter	47	12,576.89	26.8
Util., Fuel, Public Service	50	2,990.36	6.4
Entertainment & Rec.	46	1,881.09	4
West City	SPI	Average Spent (\$)	Percent (%)
Housing	79	25,684.57	33.4
Shelter	79	21,067.51	27.4
Util., Fuel, Public Service	77	4,617.07	6
Entertainment & Rec.	78	3,172.09	4.1
State of Florida	SPI	Average Spent (\$)	Percent (%)
Housing	94	30,598.34	33.1
Shelter	94	24,962.26	27
Util., Fuel, Public Service	95	5,636.09	6.1
Entertainment & Rec.	93	3,821.46	4.1

Household Budget Expenditures SPI (Fig. 2.20)



The relationship between the median household income and the household budget expenditures is important. It illustrates that the spending patterns of the area are aligning with the resources available. It also illustrates that compared to a National level of the dollars available, the money being spent in the City of Daytona Beach and the Community Districts is lower than the state levels.

### Housing Inventory

The total number of housing units in 2024 in the City of Daytona Beach is 44,088 and 82.2% are occupied, or 36,258 housing units. The total vacancy rate for the service area is 17.8%. As a comparison, the vacancy rate nationally was 11.6%. In 2020, of the available units:

- For Rent 27.9%
- Rented, not Occupied 2.5%
- For Sale 6.7%
- Sold, not Occupied 3.3%
- For Seasonal Use 43.5%
- Other Vacant 16.1%

The total number of housing units in 2024 in the Beachside Community District is 10,024 and 65.4% are occupied, or 6,554 housing units. The total vacancy rate for the service area is 34.6%. As a comparison, the vacancy rate nationally was 11.6%. In 2020, of the available units:

- For Rent 14.0%
- Rented, not Occupied 1.2%
- For Sale 3.6%
- Sold, not Occupied 2.0%
- For Seasonal Use 71.5%
- Other Vacant 7.7%

The total number of housing units in 2024 in the Downtown Community District is 3,446 and 84.9% are occupied, or 2,926 housing units. The total vacancy rate for the service area is 15.1%. As a comparison, the vacancy rate nationally was 11.6%. In 2020, of the available units:

- For Rent 41.2%
- Rented, not Occupied 3.0%
- For Sale 5.8%
- Sold, not Occupied 2.8%
- For Seasonal Use 30.7%
- Other Vacant 16.3%

The total number of housing units in 2024 in the Midtown North Community District is 7,205 and 88.5% are occupied, or 6,375 housing units. The total vacancy rate for the service area is 11.5%. As a comparison, the vacancy rate nationally was 11.6%. In 2020, of the available units:

- For Rent 41.6%
- Rented, not Occupied 4.3%
- For Sale 7.2%
- Sold, not Occupied 2.8%
- For Seasonal Use 8.2%
- Other Vacant 35.8%

The total number of housing units in 2024 in the Midtown South Community District is 5,606 and 86.2% are occupied, or 4,831 housing units. The total vacancy rate for the service area is 13.8%. As a comparison, the vacancy rate nationally was 11.6%. In 2020, of the available units:

- For Rent 47.9%
- Rented, not Occupied 5.0%

# PARKS & RECREATION MASTER PLAN

- For Sale 7.1%
- Sold, not Occupied 1.8%
- For Seasonal Use 12.8%
- Other Vacant 25.5%

The total number of housing units in the West City Community District is 17,807 and 87.4% are occupied, or 15,572 housing units. The total vacancy rate for the service area is 12.6%. As a comparison, the vacancy rate nationally was 11.6%. In 2020, of the available units:

- For Rent 35.1%
- Rented, not Occupied 3.0%
- For Sale 12.4%
- Sold, not Occupied 6.7%
- For Seasonal Use 27.7%
- Other Vacant 15.2%

## Recreation Expenditures Spending Potential Index (SPI)

Finally, through ESRI it is possible to examine the overall propensity for households to spend dollars on recreation activities. Figure 2.21 & 2.22 shows the comparisons.

### Recreation Expenditures SPI (Fig. 2.21 a)

Daytona Beach	SPI	Average Spent (\$)
Fees for Participant Sports	63	83.58
Fees for Recreational Lessons	57	97.62
Social, Rec., Club Membership	64	192.52
Exercise Equipment/Game Tables	58	62.22
Other Sports Equipment	61	6.45
Beachside	SPI	Average Spent (\$)
Fees for Participant Sports	72	96.55
Fees for Recreational Lessons	64	110.14
Social, Rec., Club Membership	73	219.87
Exercise Equipment/Game Tables	66	70.54
Other Sports Equipment	77	8.18

### Recreation Expenditures SPI cont. (Fig. 2.21 b)

Downtown	SPI	Average Spent (\$)
Fees for Participant Sports	43	57.46
Fees for Recreational Lessons	42	72.04
Social, Rec., Club Membership	48	145.99
Exercise Equipment/Game Tables	38	40.46
Other Sports Equipment	39	4.18
Midtown North	SPI	Average Spent (\$)
Fees for Participant Sports	45	60.16
Fees for Recreational Lessons	36	62.29
Social, Rec., Club Membership	47	140.97
Exercise Equipment/Game Tables	39	41.11
Other Sports Equipment	47	9.96
Midtown South	SPI	Average Spent (\$)
Fees for Participant Sports	41	55.24
Fees for Recreational Lessons	36	62.66
Social, Rec., Club Membership	44	134.18
Exercise Equipment/Game Tables	35	37.71
Other Sports Equipment	42	4.45
West City	SPI	Average Spent (\$)
Fees for Participant Sports	78	103.42
Fees for Recreational Lessons	73	126.70
Social, Rec., Club Membership	76	230.22
Exercise Equipment/Game Tables	77	82.42
Other Sports Equipment	70	7.41
State of Florida	SPI	Average Spent (\$)
Fees for Participant Sports	94	124.93
Fees for Recreational Lessons	88	152.62
Social, Rec., Club Membership	90	272.73
Exercise Equipment/Game Tables	98	104.78
Other Sports Equipment	98	10.42

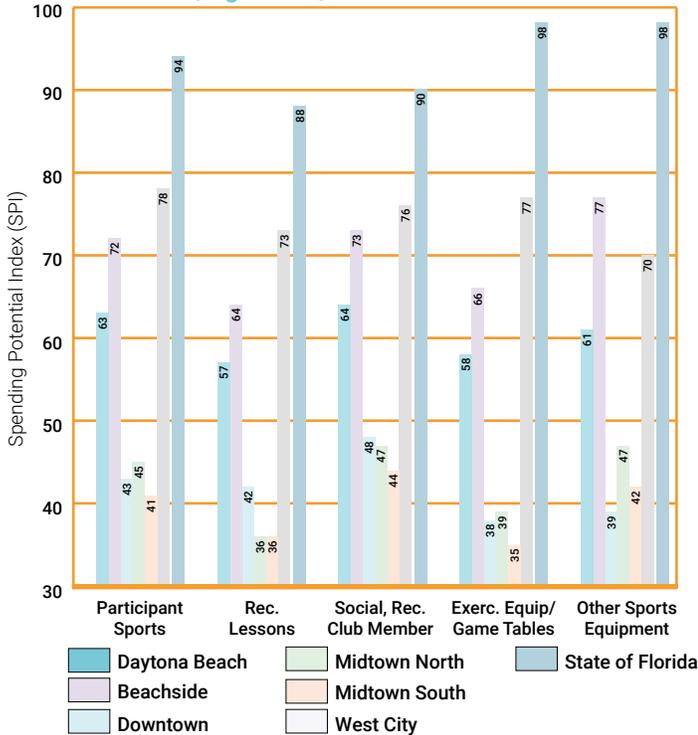
SPI:

Spending Potential Index as compared to the National number of 100

Average Spent (\$):

The average amount spent for the services or item in a year.

Recreation SPI (Fig. 2.22)



Again, there is a strong relationship between median household income, household budget expenditures and now recreation and spending potential. It is important to note that these dollars are already being spent in the area.

## 2.4 Park Visits: Inventory, Evaluation, Park Scores

In April of 2024, Castle Bay Design Studio conducted a multi-day site visit tour of all existing parks and recreation spaces within the City of Daytona Beach. Each park space was evaluated using the following criteria:

### Accessibility: Proximity, Accessibility, and Linkages

- **Visibility.** Can one easily see the park from a distance?
- **Ease of walking to the park.** *Is the park easily accessible by pedestrians via sidewalk*
- **Signage.** *Is there clearly identified park signage. Does the signage clearly articulate the intended use of the park?*
- **ADA compliance.** *Does the site generally appear to comply with the Americans with Disabilities Act (ADA) laws for accessibility?*

- **Lighting.** *Is the park lighted appropriately for use at night? (if applicable)*

### Comfort: Aesthetics, Safety, and Comfort

- **First impression/overall attractiveness.** *Overall quality/aesthetics at first glance?*
- **Sense of Safety.** *Initial impression of overall safety during site visit?*
- **Overall quality of maintenance.** *Is the park maintained, clean, and free of litter and debris?*
- **Comfort.** *Are there comfortable places to sit? Are there enough places to sit?*
- **Protection from inclement weather.** *Is there shelter in case of sudden inclement weather?*
- **Evidence of management/stewardship.** *Is there visual evidence of site management both in the exterior of the site and interior of a building (if present)?*

### Use: Program Variety, Activity, Sociability

- **Mix of uses/things to do.** *Is there a variety of things to do given the type of park?*
- **Level of activity.** *How active is the park with visitors?*
- **Sense of pride/ownership.** *Is there evidence of community pride in the park?*
- **Programming flexibility.** *How flexible is the park in accommodating multiple uses?*
- **Ability to support current organized programming.** *Is the site meeting the needs of organized programs?*

### Sustainability: Environmental Sustainability

- **Stormwater management.** *Quality and effectiveness of stormwater management system?*
- **Multi-modal capacity.** *Is the park accessible by many modes of transportation?*
- **Facility energy efficiency.** *Has the site been updated with energy efficient components?*

### Buildings: Form & Function, Comfort, Efficiency

- **Image.** *Is the building aesthetically attractive?*
- **Connection to Park.** *Is the building seamlessly connected/integrated to its surroundings?*
- **Interior Quality.** *Are the interior finishes, furnishings, and equipment of good condition and quality?*
- **Building structure.** *Are there any obvious need for repairs to the building structure/exterior?*
- **Building systems.** *Are all mechanical, electrical, and plumbing systems in working order?*

## Citywide Park & Recreation Facility Score

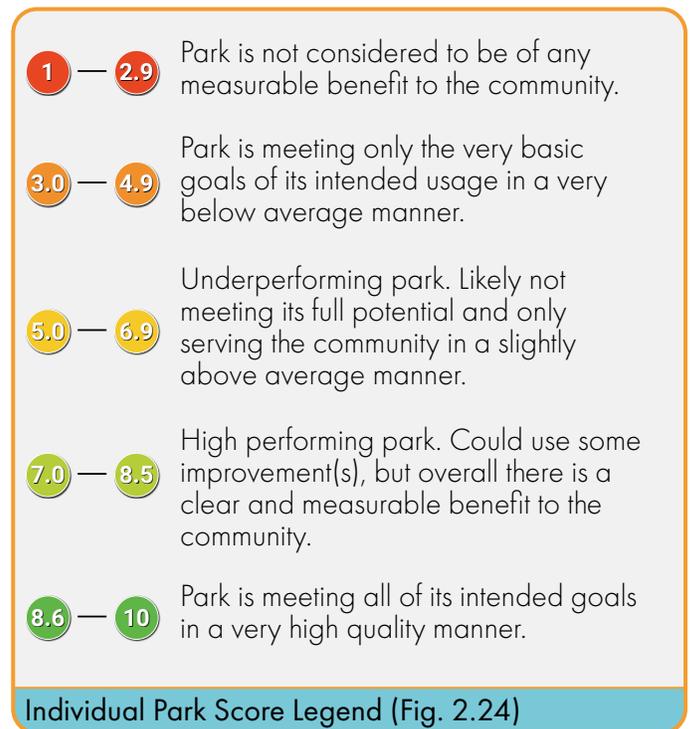
The City of Daytona Beach's Park & Recreation Facility Scores, shown in Figure 2.23, are derived from the aggregate scores shown on the Individual Park Score Matrix located on pages 75-76 (Figure 2.25).



## Individual Park Score

Based on the previously-mentioned questions, each park was scored on each individual criteria and aggregated into a final park score based on the average of all criteria using a scale of 1-10. While the process of scoring in this manner is inherently subjective, multiple members of the Castle Bay team were present to discuss all scores until a consensus was reached for each individual score. Figure 2.25 provides a summary chart of all parks and facilities and their individual and aggregate scores.

Resulting park scores are best described using the ranges shown in Figure 2.24:



Park Scores are shown in orange within the circular graphic next to the heading of each park. "Impact Scores" will be discussed in Chapter 4.



## Bethune Point Park

11 Bellevue Ave.

Bethune Point Park is a scenic public park with over 580 feet of frontage along the Halifax River. Currently offering various recreational amenities including baseball fields, softball fields, a skate park, parking, a newly constructed playground, and a public boat ramp and fishing pier.

### Park Score

High performing park. Could use some improvement(s), but overall there is a clear and measurable benefit to the community.

### Community Impact Score

Park exhibits extremely high potential to be one of the most widely used park spaces in the City reaching a wide range of potential park users.

### Opportunities / Positives:

- Large parcel
- Scenic riverfront
- Nearby connectivity (<1mi.) to downtown and Beach Street parks
- Recent improvements (parking lot resurfacing, landscape, new playground) have had a positive effect on the overall activeness and function

### Constraints / Negatives:

- Parcel is fairly "full" currently. Limited opportunity for large footprint programming increase
- Does not take full advantage of the waterfront location, its most identifiable quality

## Boardwalk & Bandshell

12 N. Ocean Ave.

Located directly on the Atlantic Ocean, the Daytona Beach Boardwalk & Bandshell serves as an outdoor venue for live music, sports competitions, and various other entertainment in addition to serving as an oceanfront esplanade connecting a wide variety of attractions, lodgings, parks, and shops to the oceanfront.

### Park Score

High performing park. Could use some improvement(s), but overall there is a clear and measurable benefit to the community.

### Community Impact Score

Park has the ability to adequately serve a fair amount of potential park users in a quality manner, albeit average in stature and community regard.

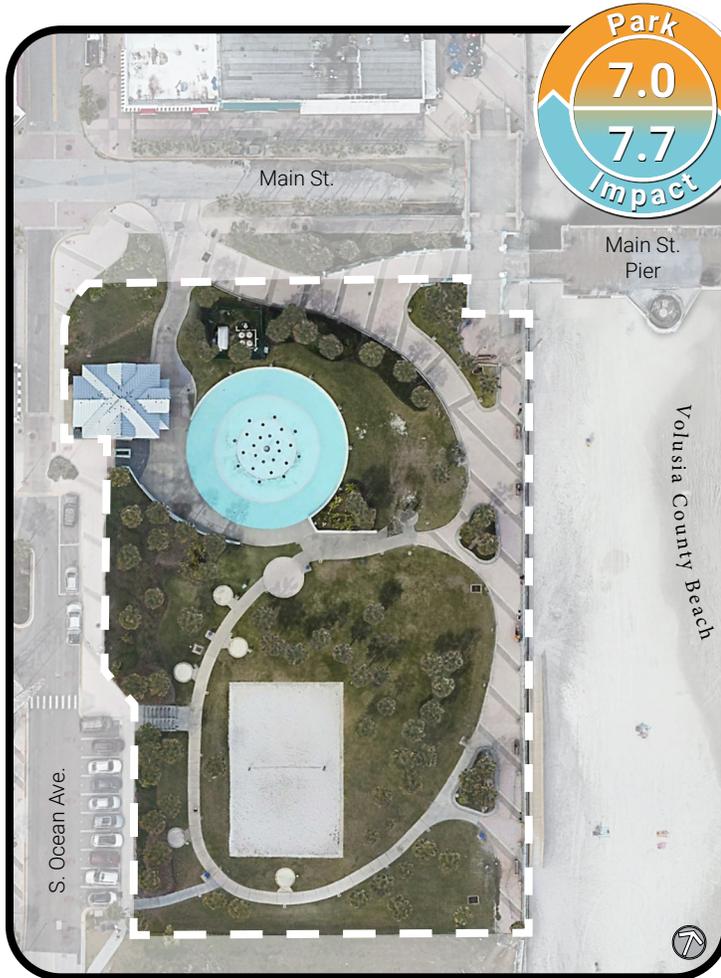


### ***Opportunities / Positives:***

- Iconic Daytona Beach oceanfront location
- Large space
- Great connectivity to A1A, lodgings, attractions, shopping, and other nearby parks

### ***Constraints / Negatives:***

- When not in use during an event (most days of the year) the space is essentially an underutilized expanse of pavement. Arguably not the “highest and best use” of an expansive piece of oceanfront property, offering little to the Daytona Beach parks system



## Breakers Park

13 S. Atlantic Ave.

Breakers Park is a small oceanfront park located next to the Daytona Beach pier and within a short walk to the beach, surrounding attractions and shops, and A1A. The park's most identifiable feature is the centrally located interactive splash pad but the park also offers a sand volleyball court, restrooms, and an Environmental Learning Center.

### Park Score

High performing park. Could use some improvement(s), but overall there is a clear and measurable benefit to the community.

### Community Impact Score

Park has well above average potential to become an impactful and well respected park within the City. Should be the goal of all City parks to receive this scoring level at a minimum.

### ***Opportunities / Positives:***

- Oceanfront
- High foot traffic
- Great potential for shade relief to nearby beach goers
- Easy walking distance to/from the beach, A1A, and surrounding shops/attractions

### ***Constraints / Negatives:***

- Splash pad appears to be off line often and in need of frequent maintenance
- Outside of splash pad and sand volleyball court, the park offers little program diversity
- Does not maximize its full potential as an oceanfront park space

## 36 S. Halifax Park

36 S. Halifax Ave.

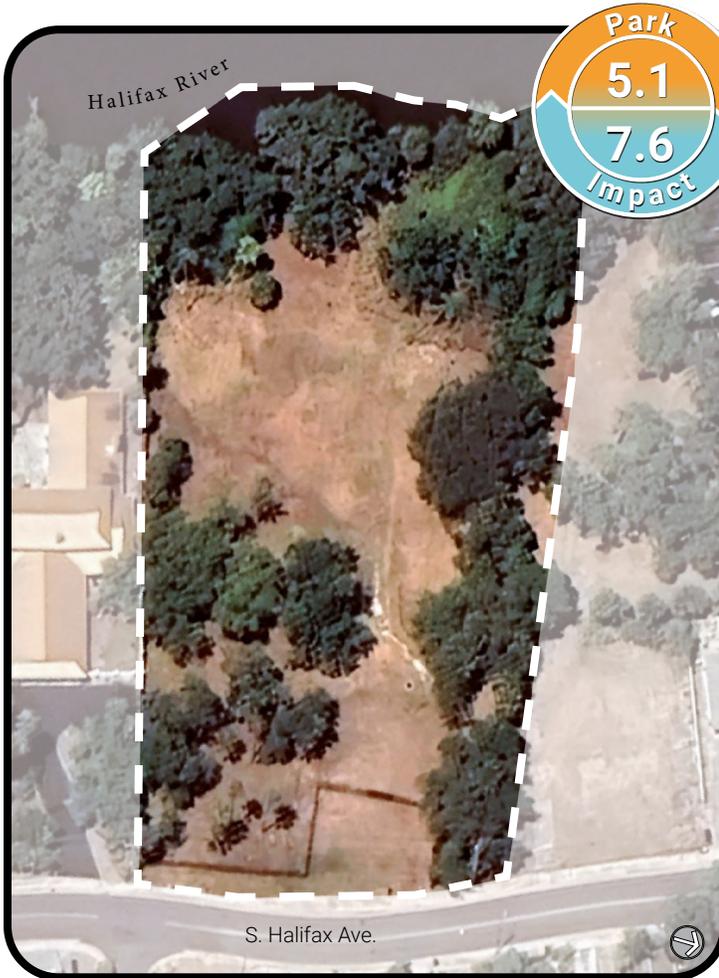
An unimproved City owned property earmarked for future development as a public park space. Halifax Park is a beautiful riverfront parcel located Beachside with great access and holding very high potential as unique future park space.

### Park Score

Underperforming park. Likely not meeting its full potential and only serving the community in a slightly above average manner.

### Community Impact Score

Park has well above average potential to become an impactful and well respected park within the City. Should be the goal of all City parks to receive this scoring level at a minimum.

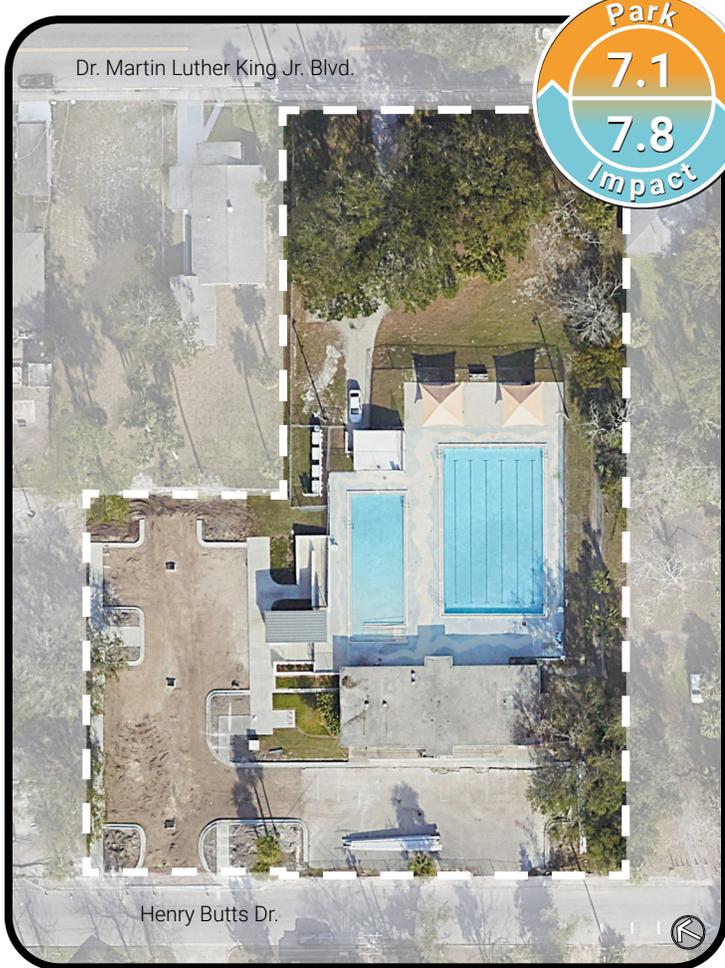


### ***Opportunities / Positives:***

- Highly walkable location
- Beautiful riverfront location
- Moderate size parcel, many opportunities to become an impactful neighborhood park

### ***Constraints / Negatives:***

- Likely limited user base of residents within the immediate area, i.e. limited potential as a City-wide destination style park.



## Campbell Aquatic

400 S. Dr. Martin Luther King Jr. Blvd.

The Campbell Aquatic Center is a recently renovated, public facility that serves as a hub for both recreational and competitive swimming, as well as water safety programs. Key features include an Olympic sized pool, children's pool, swim programs and lifeguard training. Located in the heart of Daytona Beach, it is part of the larger Campbell Park complex.

### Park Score

High performing park. Could use some improvement(s), but overall there is a clear and measurable benefit to the community.

### Community Impact Score

Park has well above average potential to become an impactful and well respected park within the City. Should be the goal of all City parks to receive this scoring level at a minimum.

### **Opportunities / Positives:**

- Great centralized location within large residential area
- Adjacent to the recently renovated Dickerson Center (Park Score: 8.6)
- Recently improved, increased aesthetic value
- Potential for expansion in underutilized property to the east

### **Constraints / Negatives:**

- Facility and pool size represents limiting factor to aquatic capacity and programming growth
- Pool/deck is ocean-air and uncovered
- Without expansion, facility is likely at its maximum potential

## City Island

113 Jackie Robinson Pkwy.

City Island Park is made up of 16 acres of Halifax River frontage that includes a variety of amenities such as walking trails, onshore and offshore pavilions, restrooms, boat dock, and a sand volleyball court. City Island is a widely popular park space given its near-perfect centralized location wedged between ISB Blvd, Orange Ave, and historic Beach Street a short walk away.

### Park Score

High performing park. Could use some improvement(s), but overall there is a clear and measurable benefit to the community.

### Community Impact Score

Park exhibits extremely high potential to be one of the most widely used park spaces in the City reaching a wide range of potential park users.



### **Opportunities / Positives:**

- Picturesque waterfront location
- Easily walkable (<1mi) to a variety of attractions, restaurants, and shopping
- Nearby connectivity (<1mi) to downtown and Beach Street parks

### **Constraints / Negatives:**

- Current program offerings, i.e. walking paths, pavilions, one sand volleyball court, does not appear to be “highest and best use” of this large waterfront park. Not realizing its full potential, as it could be one of the most iconic and vibrant park spaces in the City.
- Stormwater management could be limiting factor without major (costly) infrastructure upgrades. Currently a series of “dry ponds”/swales leaving limited area for programming expansion.
- Current expansion of nearby Jackie Robinson Ballpark could displace existing tennis courts



## Cedar Highlands

1601 Attucks Ct.

Cedar Highlands is a small neighborhood park featuring a small playground and covered pavilion under a peaceful oak canopy.

### Park Score

Underperforming park. Likely not meeting its full potential and only serving the community in a slightly above average manner.

### Community Impact Score

Park has the ability to adequately serve a fair amount of potential park users in a quality manner, albeit average in stature and community regard.

### **Opportunities / Positives:**

- Peaceful neighborhood park space
- Established oak canopy offering ample shade
- Potential for increased program offerings, identifiable character

### **Constraints / Negatives:**

- Limited parcel size
- Program offerings are very basic, i.e. small pavilion, basic playground... No uniqueness, intrinsic character, or apparent “draw”.

## James Huger Park

300 S. Dr. Martin Luther King Jr Blvd

James Huger Park is a small outdoor space adjacent to the Dickerson Community Center community park that offering a passive park-like setting for the enjoyment of local residents.

### Park Score

High performing park. Could use some improvement(s), but overall there is a clear and measurable benefit to the community.

### Community Impact Score

Park has the ability to adequately serve a fair amount of potential park users in a quality manner, albeit average in stature and community regard.



### ***Opportunities / Positives:***

- Attractive street corner location with oak canopy and new landscaping
- Adjacent to high-scoring park facility, Dickerson Center (Park Score: 8.6)

### ***Constraints / Negatives:***

- Park is meeting its current intentions/goals as a passive outdoor space. No expansion of programming is desired and/or needed.



## Colin's Park

100 University Blvd.

Colin's Park, one of the highest rated park spaces within the City of Daytona Beach parks system, is a riverfront park that offers walking paths, a playground, covered fishing pier, and picnic areas all under an established oak canopy. The park was named after Colin Every, a boy who drowned in 1994 which ignited the focus on programs that educate the community about water safety and are held each year at the park.

### Park Score

High performing park. Could use some improvement(s), but overall there is a clear and measurable benefit to the community.

### Community Impact Score

Park has well above average potential to become an impactful and well respected park within the City. Should be the goal of all City parks to receive this scoring level at a minimum.

### Opportunities / Positives:

- Beautiful west-facing (sunsets ++), waterfront location
- Walkable to nearby residential neighborhoods
- Established oak canopy, ample shade opportunities

### Constraints / Negatives:

- Currently fully-programmed, limited expansion possibilities
- Secondary vehicular access to adjacent condominium runs through park

## Cypress Aquatic

981 George W. Engram Blvd.

Cypress Aquatic Center, the City's premier aquatic facility, serves the public for recreational and competitive swimming, educational programs, and water aerobics classes. Its key features include an Olympic sized swimming pool, children's splash pad and slide, diving area and locker rooms.

### Park Score

High performing park. Could use some improvement(s), but overall there is a clear and measurable benefit to the community.

### Community Impact Score

Park has well above average potential to become an impactful and well respected park within the City. Should be the goal of all City parks to receive this scoring level at a minimum.



### ***Opportunities / Positives:***

- Great centralized location within large residential area
- Adjacent to the high-scoring "Cherry Center" (Park Score: 8.2)
- Potential for expansion into surrounding property

### ***Constraints / Negatives:***

- Facility and pool size represents limiting factor to aquatic capacity and programming growth
- Pool/deck is ocean-air and uncovered
- Without expansion, facility is likely at its maximum potential



## Daisy Stocking Park

550 Dr. Mary McLeod Bethune Blvd.

The highest rated park in the City of Daytona Beach parks system (Park Score: 9.1), Daisy Stocking Park is a community focused park which recently underwent a \$2.6 million renovation improving the parks focus on live performances, neighborhood amenities, and connection to nearby Dr. Mary McLeod Bethune Blvd. and Joe Harris Park.

### Park Score

Park is meeting all of its intended goals in a very high quality manner.

### Community Impact Score

Park has well above average potential to become an impactful and well respected park within the City. Should be the goal of all City parks to receive this scoring level at a minimum.

### ***Opportunities / Positives:***

- Highest rated park, Park Score: 9.1
- Walkable to nearby residential neighborhoods
- Established oak canopy, ample shade opportunities
- Wide variety of program offerings
- Highly valued addition to the Daytona Beach parks system

### ***Constraints / Negatives:***

- Currently fully-programmed, limited expansion possibilities

## YSG Center

1000 Vine St.

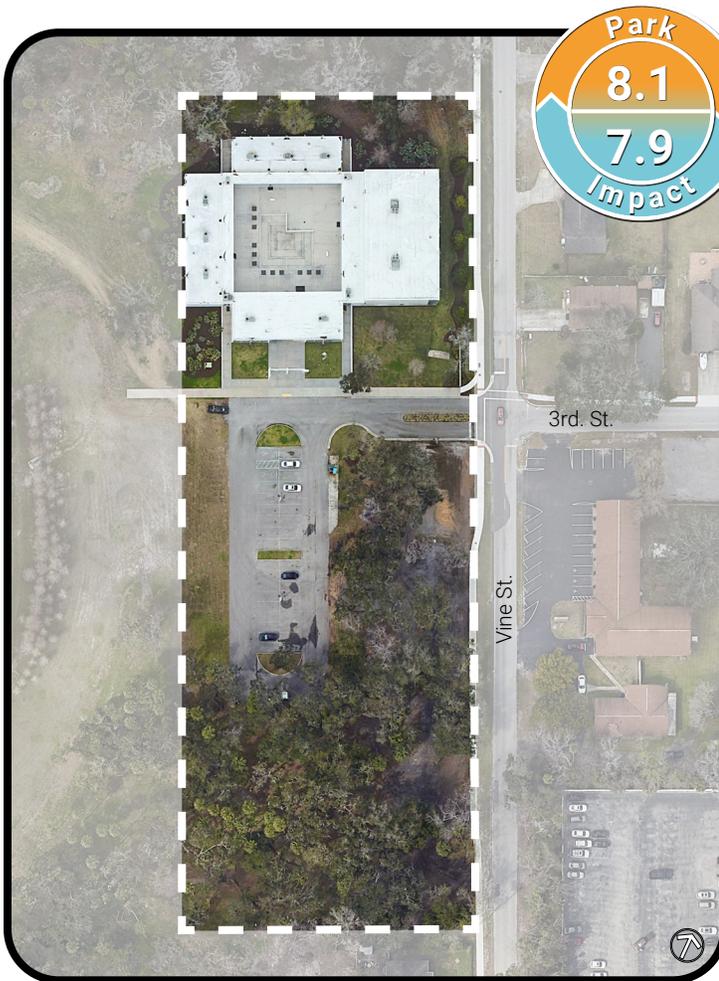
The Yvonne Scarlett-Golden Center, “YSG”, is a 19,500sf facility that offers the community a wide variety of educational, cultural and sports programs within the walls an attractive, high-efficiency, modern building. The facility has amenities such as a multi-media laboratory, photography lab & dark room, library and gymnasium.

### Park Score

High performing park. Could use some improvement(s), but overall there is a clear and measurable benefit to the community.

### Community Impact Score

Park has well above average potential to become an impactful and well respected park within the City. Should be the goal of all City parks to receive this scoring level at a minimum.



### ***Opportunities / Positives:***

- Walkable location from nearby residential neighborhoods
- Adjacent to Derbyshire Park, one of the highest potential parks spaces in the City
- Picturesque natural setting
- Architecturally unique building

### ***Constraints / Negatives:***

- Programming and offerings are essentially limited to the interior the building.
- The existing condition of Derbyshire Park immediately to the west is having a detrimental effect on any increased potential of YSG. Should Derbyshire undergo massive renovation and turned into the park it can be, the attention and increase in Derbyshire users will likely have a measurable positive effect on YSG as well as both parks and recreation facilities become major contributors to the City parks system.



## DB Golf Club

600 Wilder Blvd.

The Daytona Beach Golf Club is a 36-hole golf course that includes a driving range, pro shop, full-service restaurant and provides a variety of programs that cater to all skill levels and ages.

### Park Score

Underperforming park. Likely not meeting its full potential and only serving the community in a slightly above average manner.

### Community Impact Score

Park exhibits extremely high potential to be one of the most widely used park spaces in the City reaching a wide range of potential park users.

### ***Opportunities / Positives:***

- Great location, easily accessible from major City spine roads
- High potential recreational/park space
- Quality of fairways and greens appear above average for a typical municipal course
- Large Parcel
- Prime location for Sports Complex Development (reduce to 18-hole facility)

### ***Constraints / Negatives:***

- Very limited “curb appeal”, underwhelming “sense of arrival”, poor signage and wayfinding
- Very old/dated architectural aesthetics
- Minimal landscape and overall aesthetic quality

## Derbyshire Park

849 Derbyshire Rd.

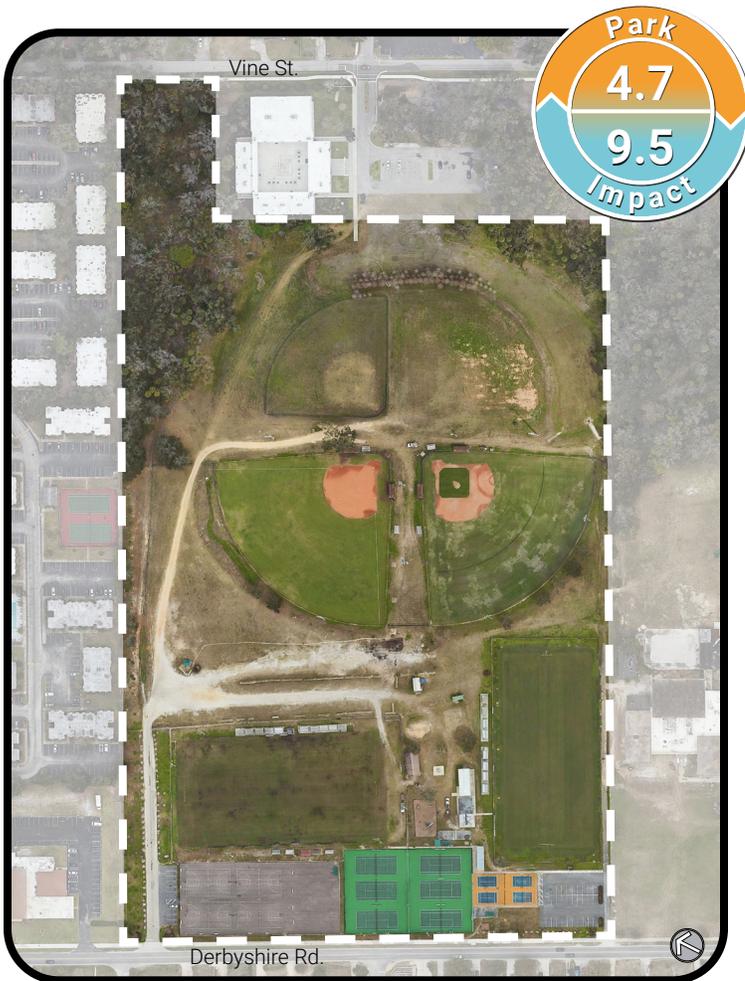
Derbyshire Park & Sports Complex is a 32-acre sports complex that serves as a multi-purpose athletic park for tennis, basketball, softball and baseball.

### Park Score

Park is meeting only the very basic goals of its intended usage in a very below average manner.

### Community Impact Score

Park exhibits extremely high potential to be one of the most widely used park spaces in the City reaching a wide range of potential park users.



### Opportunities / Positives:

- Large 32-acre parcel centrally located within City
- Potential to be a crown jewel of the City's parks and recreation system
- Easily walkable from nearby neighborhood, high potential for public transit access
- Adjacent to the high scoring YSG Center (Park Score: 8.1)
- City need for a high quality sports complex for youth football and basketball is very high

### Constraints / Negatives:

- While maintenance activities appear to be frequent and performed in a quality manner, the existing sports fields themselves are in poor condition, i.e. uneven, bare spots, abundant weeds, etc.
- Almost no shade of any kind to be found anywhere on site. Extremely hot and uncomfortable during warmer months of the year.
- ADA considerations are almost non-existent on site.
- Unimproved parking areas are frequently covered in standing water with poor drainage
- Buildings, restrooms, and storage sheds on site appear very old and of poor quality
- Poor signage and wayfinding, hard to quickly discern points of entry and amenity direction
- Minimal landscape and overall aesthetic quality



## Florida Tennis Center

1 Deuce Ct.

The Florida Tennis Center is a world class tennis complex that offers tennis facilities and programs for all ages and skill levels. The center consists of 24 clay hydro-courts, 8 pickleball courts, a pro shop, and hosts a variety of events and tournaments. The Florida Tennis Center caters to locals and professional players, making it a key tennis destination.

### Park Score

High performing park. Could use some improvement(s), but overall there is a clear and measurable benefit to the community.

### Community Impact Score

Park has the ability to adequately serve a fair amount of potential park users in a quality manner, albeit average in stature and community regard.

### Opportunities / Positives:

- High quality and ample quantity of courts, with nighttime lighting on many courts

### Constraints / Negatives:

- Located well outside the urban core of the City, likely limiting access by vehicular means only to most users.
- Poor entry signage and lack of visual aesthetics upon entry.
- Limited shade opportunities, could use more shade in common areas outside of the court areas.
- Usage requires membership/day fee

## Halifax Harbor

401 S. Beach St.

Halifax Harbor Marina is an expansive 60-acre parcel consisting of boat slips, a public boat ramp, fuel dock and acres of picturesque riverfront vistas and walking paths. The property is ideally situated within a short walk of City Island, Jackie Robinson Ballpark, and the vibrant Historic Beach Street downtown shops and restaurants.

### Park Score

High performing park. Could use some improvement(s), but overall there is a clear and measurable benefit to the community.

### Community Impact Score

Park exhibits extremely high potential to be one of the most widely used park spaces in the City reaching a wide range of potential park users.



### ***Opportunities / Positives:***

- One of the most sprawling and picturesque waterfront properties within the City
- Could easily become the most iconic park within the City of Daytona Beach parks system
- Easily walkable (<1mi) to a variety of downtown attractions, restaurants, shopping, and Beach Parks

### ***Constraints / Negatives:***

- Current program offerings, i.e. walking paths, small pavilions, benches, a boat ramp, etc. do not appear to be “highest and best use” of this large riverfront parcel. Outside of launching a boat or staying on-board a vessel in the marina, the park does not offer the impression there is any real, destination-like feeling of why a resident would visit the space.
- Large multi-tenant building on site appears to be private businesses that offer little to attract potential park users, i.e. multiple law offices, web designers, marine suppliers, City offices, etc.



## Henry Lee Park

701 Bellevue Ave.

Henry Lee Park is a small neighborhood park which was recently renovated to include a modern playground, basketball court, covered picnic area and foursquare court. It sits across the street from the Samuel Butts Archaeological Park (Park Score: 7.5)

### Park Score

High performing park. Could use some improvement(s), but overall there is a clear and measurable benefit to the community.

### Community Impact Score

Park has the ability to adequately serve a fair amount of potential park users in a quality manner, albeit average in stature and community regard.

### **Opportunities / Positives:**

- Attractive neighborhood park space
- Established oak/palm canopy offering ample shade
- Easily walkable from nearby residential neighborhood

### **Constraints / Negatives:**

- Limited parcel size
- Likely at/nearing its maximum program potential

## Jackie Robinson Ballpark

103 Orange Ave.

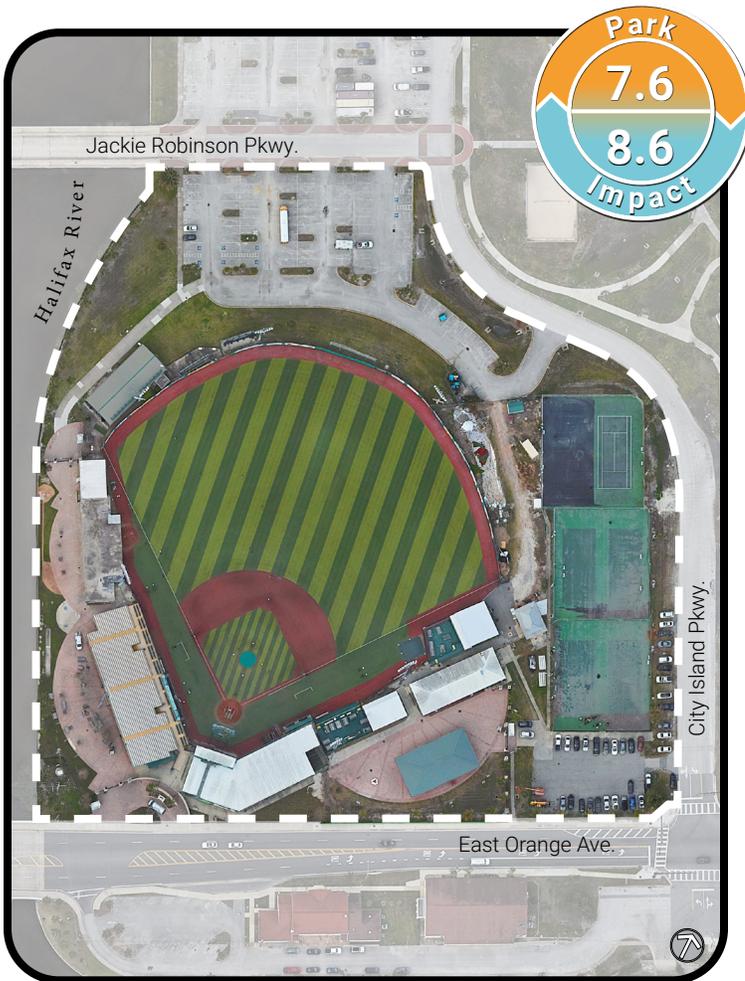
Jackie Robinson Ballpark serves as the home field for the minor league Daytona Tortugas. It sits inside City Island Park and has a seating capacity of 4,200 with amenities such as concessions, team stores and interactive areas for fans. The ballpark is listed on the National Register of Historic Places due to its significant role in baseball history.

### Park Score

High performing park. Could use some improvement(s), but overall there is a clear and measurable benefit to the community.

### Community Impact Score

Park exhibits extremely high potential to be one of the most widely used park spaces in the City reaching a wide range of potential park users.



### Opportunities / Positives:

- Picturesque waterfront location
- Easily walkable (<1mi) to a variety of attractions, restaurants, and shopping
- Nearby connectivity (<1mi) to downtown and Beach Street parks

### Constraints / Negatives:

- Limited space for increased programming outside of stadium footprint
- Likely at/nearing its maximum program potential
- Exterior aesthetics appear minimal and dated



## Dickerson Center

308 S. Dr. Martin Luther King Jr. Blvd.

One of the highest scoring park facilities in the City, the recently renovated John H. Dickerson Community Center is a public facility that offers a variety of recreational activities and educational programs such as sports leagues, fitness classes, and workshops. The facility amenities include indoor and outdoor basketball courts, a modern playground, an exercise gym, meeting rooms and green space for outdoor enjoyment.

### Park Score

Park is meeting all of its intended goals in a very high quality manner.

### Community Impact Score

Park exhibits extremely high potential to be one of the most widely used park spaces in the City reaching a wide range of potential park users.

### ***Opportunities / Positives:***

- Great, easily walkable and accessible neighborhood location
- Adjacent to nearby Campbell Aquatic Center and James Huger Park
- Recently renovated facilities, buildings, and grounds

### ***Constraints / Negatives:***

- Likely at/nearing its maximum program potential

## Joe Harris Park

315 Pearl St.

Joe Harris Park is a small community park located near Bethune-Cookman University. The park features two basketball courts, restrooms, playground, picnic area and grills.

### Park Score

Underperforming park. Likely not meeting its full potential and only serving the community in a slightly above average manner.

### Community Impact Score

Park has the ability to adequately serve a fair amount of potential park users in a quality manner, albeit average in stature and community regard.

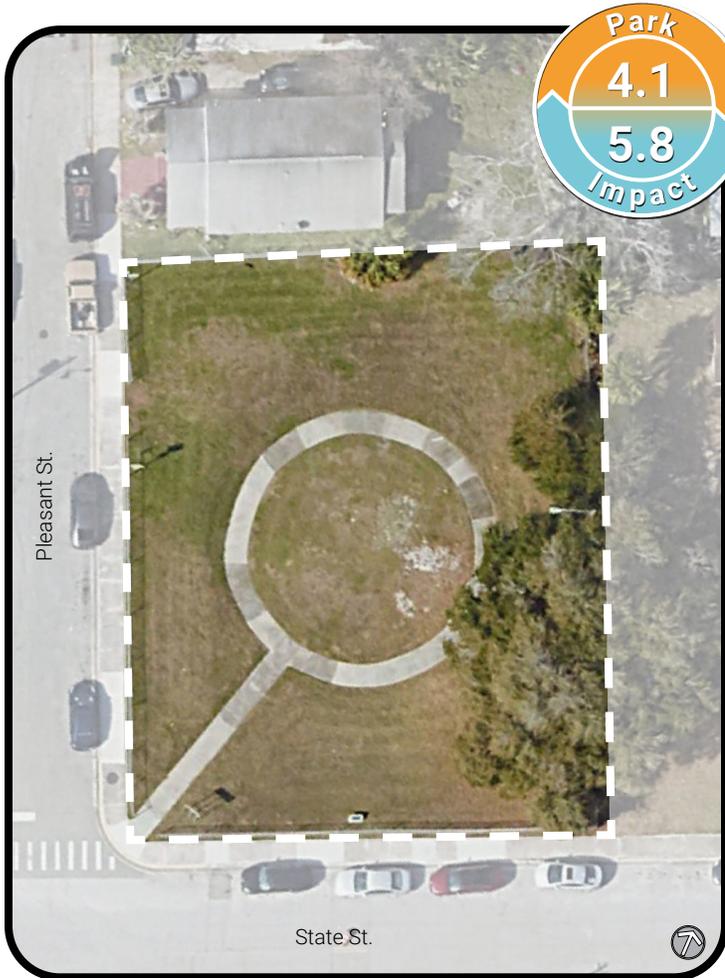


### Opportunities / Positives:

- Easily walkable location to nearby neighborhoods and B-CU
- Easily walkable (<1mi.) to high-scoring Daisy Stocking Park (Park Score: 9.1)
- Great all-around multi-modal access

### Constraints / Negatives:

- Space feels underwhelming and under-programmed given the parcel size, location, and high potential. Outside of a basic playground with limited play options and basketball courts there is very little to attract potential park users.
- Very little shade. Parks feels very hot and uncomfortable with essentially no tree impactful canopy, existing or planted, and only one small canopy covering which appears to be somewhat ineffective in providing consistent shade.
- Overuse of concrete contributing to the institutional-like feel of the park. Large concrete/impervious walkway widths appear excessive (10'+) and offer little aesthetic character.



## Josie Queen Tot Lot

337 Pleasant St.

Josie Queen James Tot Lot is a small corner lot parcel adjacent to a residential neighborhood and Bethune-Cookman University. Currently with very little park-like offerings, the parcel does carry great potential as a future “pocket park”

### Park Score

Park is meeting only the very basic goals of its intended usage in a very below average manner.

### Community Impact Score

Park has the ability to adequately serve a fair amount of potential park users in a quality manner, albeit average in stature and community regard.

### Opportunities / Positives:

- Easily walkable location to nearby neighborhoods and B-CU
- Perfect size for development of a neighborhood “pocket park”

### Constraints / Negatives:

- No existing park-like programming and not currently an asset to the City’s park system

## Cherry Center

925 George W. Engram Blvd.

The Julia T. And Charles W. Cherry, Sr. Cultural & Educational Center, "The Cherry Center", is a multipurpose community hub that provides a variety of educational programs, cultural events, and community gatherings. The community center provides restrooms, a gymnasium, dance/music studio, basketball courts, commercial style kitchen, computer rooms, and spaces available for rent.

### Park Score

High performing park. Could use some improvement(s), but overall there is a clear and measurable benefit to the community.

### Community Impact Score

Park has well above average potential to become an impactful and well respected park within the City. Should be the goal of all City parks to receive this scoring level at a minimum.



### ***Opportunities / Positives:***

- Easily walkable location from nearby residential neighborhood
- Great multi-modal access with frontage along major spine roads (Nova & George Engram)
- Very highly regarded within the community
- Adjacent to the City's premier aquatic center, Cypress Aquatic (Park Score: 7.6)
- Considerable space for expansion with an undeveloped open space to the south and west
- Stately oak canopy surrounding building and frontage

### ***Constraints / Negatives:***

- Very little exterior programming with exception of basketball courts behind building. Not maximizing its full potential



## Lenox Park

337 Pleasant St.

Lenox Park is a community park offering a perimeter walking trail, a dog run/park, basketball court, small playground and covered pavilion. Lenox Park is one of the only public park spaces on the south end of the City's "Beach side".

### Park Score

High performing park. Could use some improvement(s), but overall there is a clear and measurable benefit to the community.

### Community Impact Score

Park exhibits extremely high potential to be one of the most widely used park spaces in the City reaching a wide range of potential park users.

### **Opportunities / Positives:**

- Easily walkable location from nearby residential neighborhood
- Park users have a positive opinion of the park and its potential
- Well maintained
- Very high potential park with ample space for expansion and improvement

### **Constraints / Negatives:**

- While visibility from the road is good, the park entry signage is very poor and almost nonexistent.
- Park program offerings are limited relative to park size and the fact that Lenox Park is one of the only public park spaces in the area. Most park users appear to be utilizing the park primarily for the dog run.
- No restrooms
- Very little shade and minimal landscape aesthetic feels dated

## Live Oak Park

925 George W. Engram Blvd.

Live Oak Park is a moderately sized neighborhood park at about 1 acre. While not currently offering many park-like elements, the space offers very high potential as a park that could offer a measurable positive effect to the City's park system.

### Park Score

Park is meeting only the very basic goals of its intended usage in a very below average manner.

### Community Impact Score

Park has well above average potential to become an impactful and well respected park within the City. Should be the goal of all City parks to receive this scoring level at a minimum.



### ***Opportunities / Positives:***

- Easily walkable location from nearby residential neighborhood
- Great location between existing high-performing parks and recreation facilities. Dickerson Center (Park Score: 8.6) and Campbell Aquatic (Park Score: 7.1) are less than 1/2 mile to the west. Beach Street is less than 1/2 mile to the east providing connection to Bethune Point park (Park Score: 7.6), Halifax Harbor Marina & Park (Park Score: 7.2), and City Island Park (Park Score: 7.4).
- Stately oak canopy existing on site
- Very high potential park with ample space for expansion and improvement

### ***Constraints / Negatives:***

- Not contributing to the City's park system in a positive way
- Very limited/basic park elements. Not a destination park space



## Municipal Stadium

3917 LPGA Blvd.

The Municipal Stadium is a multipurpose artificial turf field used for sporting events. The stadium has a seating capacity of 10,000 and 2,100 parking spaces. It is a full-service stadium that hosts televised events with a jumbo-tron, 12 camera locations and a press box.

### Park Score

Underperforming park. Likely not meeting its full potential and only serving the community in a slightly above average manner.

### Community Impact Score

Park has the ability to adequately serve a fair amount of potential park users in a quality manner, albeit average in stature and community regard.

### Opportunities / Positives:

- High quality field
- Direct access off major road (LPGA) and ample parking

### Constraints / Negatives:

- Located well outside the urban core of the City, likely limiting access by vehicular means only to most users.
- Poor entry signage and lack of visual aesthetics upon entry.
- When not in use during an event (most days of the year) the space is essentially an underutilized parcel of land offering little to the Daytona Beach parks system. Very “one-dimensional” facility.

## North Street Park

657 Byron Ave.

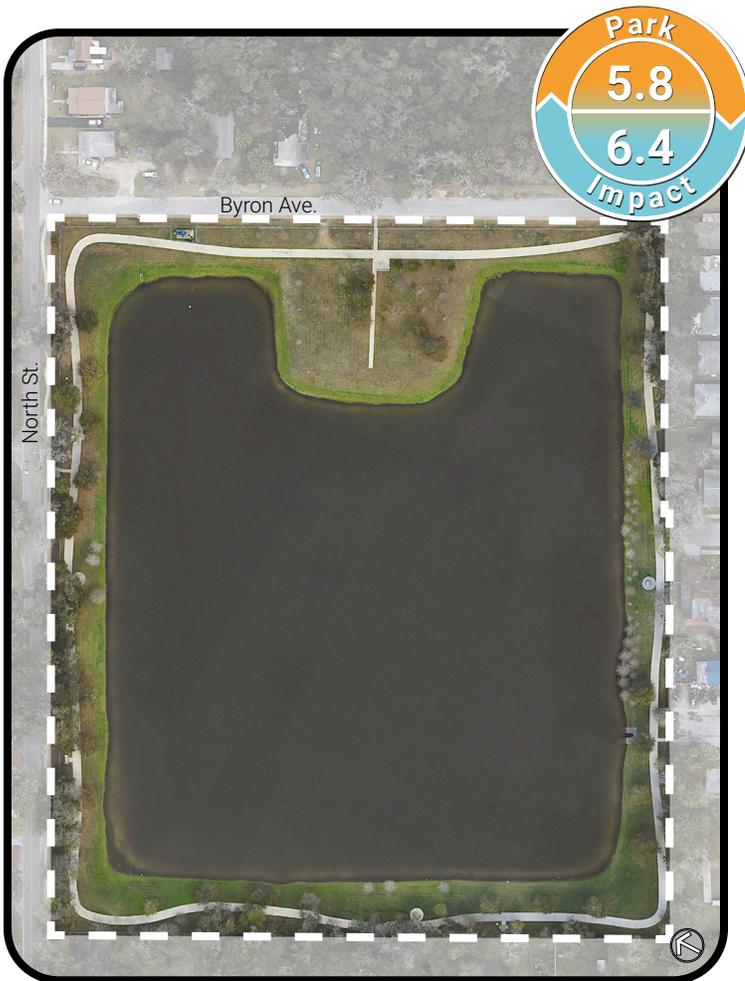
North Street Park is primarily a stormwater management facility which offers a paved perimeter walking path around the central pond.

### Park Score

Underperforming park. Likely not meeting its full potential and only serving the community in a slightly above average manner.

### Community Impact Score

Park has the ability to adequately serve a fair amount of potential park users in a quality manner, albeit average in stature and community regard.



### **Opportunities / Positives:**

- Great walkable location within residential neighborhood.
- Located between several high-performing parks and recreation facilities.
- Provides a unique park setting which differentiates itself from other nearby parks.
- Small upland protrusion on east side of pond is of decent size and offers interesting possibilities for additional park elements which take advantage of the elevated position above the pond and background.

### **Constraints / Negatives:**

- Space currently feels somewhat “one dimensional” in that the entire park program is essentially a paved walking path around the pond with limited additional park-like offerings.
- Functional requirements of the pond require the majority of the parcel to remain a stormwater facility. Limited expansion opportunities.



## Oleander Park

14 S. Oleander Ave.

Oleander Park is a small pocket park located off Main Street in the downtown core. It recently went under a renovation that included enhancements to walkways, landscaping and seating areas. The park offers a quiet space nestled under a mature canopy of oaks for nearby businesses and residents to enjoy.

### Park Score

High performing park. Could use some improvement(s), but overall there is a clear and measurable benefit to the community.

### Community Impact Score

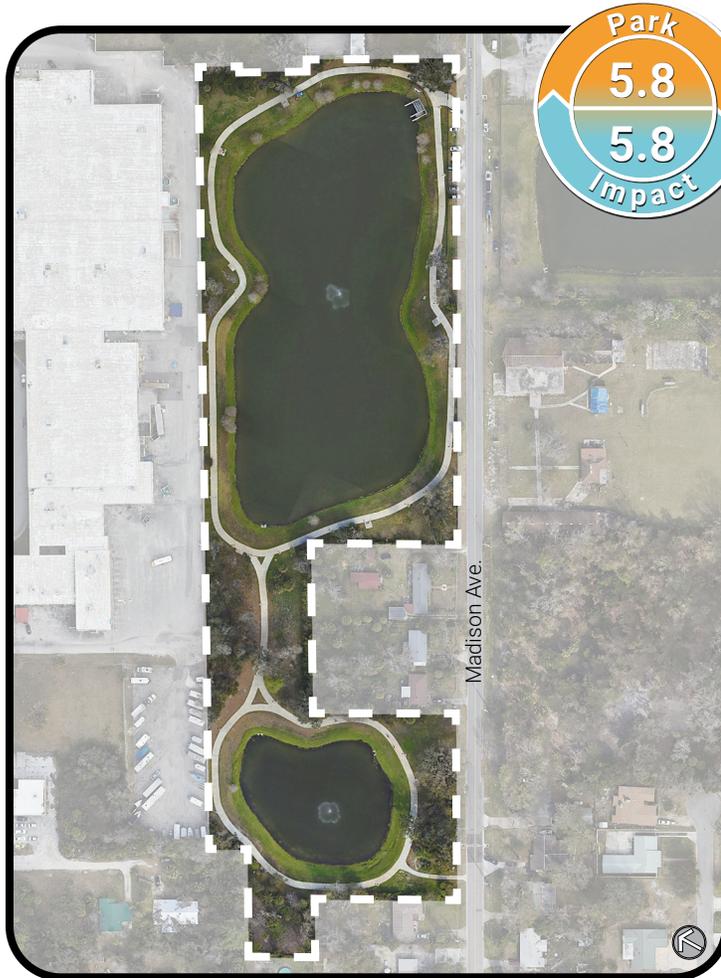
Park has the ability to adequately serve a fair amount of potential park users in a quality manner, albeit average in stature and community regard.

### ***Opportunities / Positives:***

- Great walkable location within residential neighborhood and nearby Main Street
- Recent improvements to walkways, seating, and landscaping has had a positive effect on the park space.

### ***Constraints / Negatives:***

- Currently meeting its intended goals as a small neighborhood “pocket park” and stormwater facility.
- Limited expansion/improvement potential given small parcel size



## Buddy Young Park

700 Nova Rd.

Rufus G. "Buddy" Young Park is primarily a stormwater management facility which offers a paved perimeter walking path around the two ponds.

### Park Score

Underperforming park. Likely not meeting its full potential and only serving the community in a slightly above average manner.

### Community Impact Score

Park has the ability to adequately serve a fair amount of potential park users in a quality manner, albeit average in stature and community regard.

### **Opportunities / Positives:**

- Great walkable location within residential neighborhood and nearby Nova Rd
- Well maintained

### **Constraints / Negatives:**

- Space currently feels somewhat "one dimensional" in that the entire park program is essentially a paved walking path around the pond with limited additional park-like offerings.
- Functional requirements of the pond require the majority of the parcel to remain a stormwater facility. Limited expansion opportunities.
- Poor park signage
- Unimproved parking area does not provide ADA compliant access into park space



## Samuel Butts Park

750 Bellevue Ave.

Samuel Butts Youth Archaeological Park is a historic site that provides the community with green space, paved walking trails, a fishing pier, and restrooms. The trails encompass a lake that is a sanctuary for migratory waterfowl. The serene setting of ponds and mature oak tree canopies make it a year round destination for relaxation and passive recreation.

### Park Score

High performing park. Could use some improvement(s), but overall there is a clear and measurable benefit to the community.

### Community Impact Score

Park has well above average potential to become an impactful and well respected park within the City. Should be the goal of all City parks to receive this scoring level at a minimum.

### ***Opportunities / Positives:***

- Great walkable location within residential neighborhood
- Well maintained
- Park entry sequence and signage is apparent and of high quality

### ***Constraints / Negatives:***

- Space currently feels somewhat “one dimensional” in that the entire park program is essentially a paved walking path around the pond with limited additional park-like offerings.
- Functional requirements of the pond require the majority of the parcel to remain a stormwater facility. Limited expansion opportunities.

## Seabreeze Bridge Park

100 Seabreeze Blvd.

Seabreeze Park & Boat Ramp is an FDOT owned, but City maintained, space under the eastern side landing of the Seabreeze Bridge. Primarily used as a boat ramp, the space offers potential as a unique riverfront park.

### Park Score

Underperforming park. Likely not meeting its full potential and only serving the community in a slightly above average manner.

### Community Impact Score

Park has well above average potential to become an impactful and well respected park within the City. Should be the goal of all City parks to receive this scoring level at a minimum.



### **Opportunities / Positives:**

- Walkable location from nearby beach side residential neighborhood
- Moderate size offers many possibilities for improvement/expansion
- Riverfront location increases opportunities for beach side residents to access the Halifax River for waterborne recreational activities.

### **Constraints / Negatives:**

- Space is currently “one dimensional” as the only offering is the existing boat ramp
- Given location under a bridge with limited oversight and activity, space currently feels somewhat unsafe and appears to attract undesired users.
- A central portion of the facility is a stormwater facility capturing runoff from the bridge above and will likely be required to remain



## Schnebly Center

750 Bellevue Ave.

Schnebly Recreation Center is a multi-use community facility and also home to the Alfred V. Garguilo Gymnastics Center. Schnebly Recreation Center provides programs such as line dancing, bingo, and yoga. The facility also offers tennis, basketball, pickleball, an exercise room and beach volleyball.

### Park Score

High performing park. Could use some improvement(s), but overall there is a clear and measurable benefit to the community.

### Community Impact Score

Park exhibits extremely high potential to be one of the most widely used park spaces in the City reaching a wide range of potential park users.

### ***Opportunities / Positives:***

- Easily walkable location from nearby residential neighborhood
- Great multi-modal access with primary frontage along A1A
- Well respected facility within the community
- Wide array of program offerings and diversity of recreation options

### ***Constraints / Negatives:***

- Building exterior and interior is very dated. Interior furnishings, gym equipment, and systems all appear very old and well beyond their typical service life.
- Signage and entry into facility is very understated and underwhelming.
- Parking lot at building frontage offers very little shade
- Amenities behind building offer very little shade, especially around playground area.

## Sickler Park

865 Ballough Rd.

Sickler Park is a small park space under the western side landing of the Seabreeze Bridge. Primarily used as a boat ramp, the space offers potential as a unique riverfront park.

### Park Score

Underperforming park. Likely not meeting its full potential and only serving the community in a slightly above average manner.

### Community Impact Score

Park has well above average potential to become an impactful and well respected park within the City. Should be the goal of all City parks to receive this scoring level at a minimum.



### ***Opportunities / Positives:***

- Walkable location from nearby residential neighborhood and Beach Street
- Moderate size offers many possibilities for improvement/expansion
- Riverfront location increases opportunities for mainland residents to access the Halifax River for waterborne recreational activities.

### ***Constraints / Negatives:***

- The park space offers access to the river and parking, but essentially no other park elements and/or programming options. No real destination style offering for residents and therefore contributing very little to the City parks system.
- Given location under a bridge with limited oversight and activity, space currently feels somewhat unsafe and appears to attract undesired users.



## Shangri-La Park

1647 W. Paradise Ln.

Shangri-La Mini Park is a neighborhood park that offers a basketball court, pavilion, benches and green space.

### Park Score

Underperforming park. Likely not meeting its full potential and only serving the community in a slightly above average manner.

### Community Impact Score

Park has well above average potential to become an impactful and well respected park within the City. Should be the goal of all City parks to receive this scoring level at a minimum.

### ***Opportunities / Positives:***

- Walkable location given location within residential neighborhood
- Moderate size offers many possibilities for improvement/expansion
- Great multi-modal access given frontage on/nearby major spine roads (Clyde Morris and Beville)
- High potential park space

### ***Constraints / Negatives:***

- The park space is under programmed given moderate size. Essentially only a small pavilion and a basketball court. Likely not having a positive measurable effect on the City's park system
- Almost no shade to be found on site.
- No ADA complaint access. Sidewalk appears to have stopped at parcel corners and has not been connected in front of park.
- Expansive amounts of St. Augustine grass likely require excessive maintenance that its not commensurate with the limited usage of the park.

## Suburbia Park

700 Heinemann St.

Suburbia Park is a community park that recently underwent renovation inclusive of a new modern playground with rubber safety surfacing, landscaping, new parking lot, and pathways. The park offers a basketball court, playground, restrooms and covered picnic area.

### Park Score

High performing park. Could use some improvement(s), but overall there is a clear and measurable benefit to the community.

### Community Impact Score

Park has well above average potential to become an impactful and well respected park within the City. Should be the goal of all City parks to receive this scoring level at a minimum.

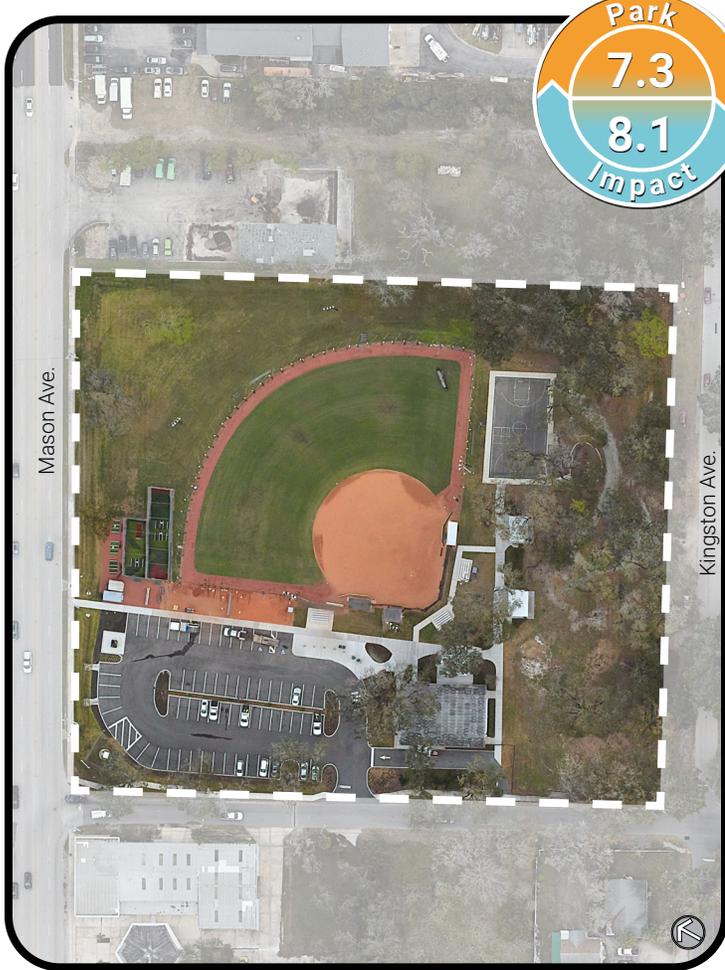


### ***Opportunities / Positives:***

- Walkable location given location within residential neighborhood
- Moderate size offers many possibilities for improvement/expansion
- Recent renovation has had a measurable positive effect on the quality of the park

### ***Constraints / Negatives:***

- Likely limited user base of residents within the immediate area, i.e. limited potential as a destination style park.
- Currently meeting its desired goal of a quality neighborhood park space



## Sunnyland Park

1647 W. Paradise Ln.

Sunnyland Park & Recreation Center is a neighborhood park made up of 5 acres and is home to Bethune-Cookman University's women's softball team. The facility offers outdoor amenities as well as an indoor community center. The park recently had new playground equipment installed and resurfaced the basketball courts.

### Park Score

High performing park. Could use some improvement(s), but overall there is a clear and measurable benefit to the community.

### Community Impact Score

Park has well above average potential to become an impactful and well respected park within the City. Should be the goal of all City parks to receive this scoring level at a minimum.

### ***Opportunities / Positives:***

- Walkable location from nearby residential neighborhood
- Great multi-modal access given frontage along major spine road (Mason Ave)
- Very well maintained
- Recent renovation has had a measurable positive effect on the quality of the park

### ***Constraints / Negatives:***

- Programming of park space is typical and predictable, consisting of a playground, small covered picnic tables, and a basketball court. Individually all great elements, but given the size of the park space and its potential, the park feels a little underwhelming and light on recreation options. Better activation of the space available would likely create a more destination-style park space attracting potential users from a wider radius.



## Peninsula Park

210 S. Peninsula Dr.

A former residential property and now an unimproved City owned property earmarked for future development as a public park space. Peninsula Park is a beautiful riverfront parcel located Beachside which holds very high potential as unique future park space.

### Park Score

Underperforming park. Likely not meeting its full potential and only serving the community in a slightly above average manner.

### Community Impact Score

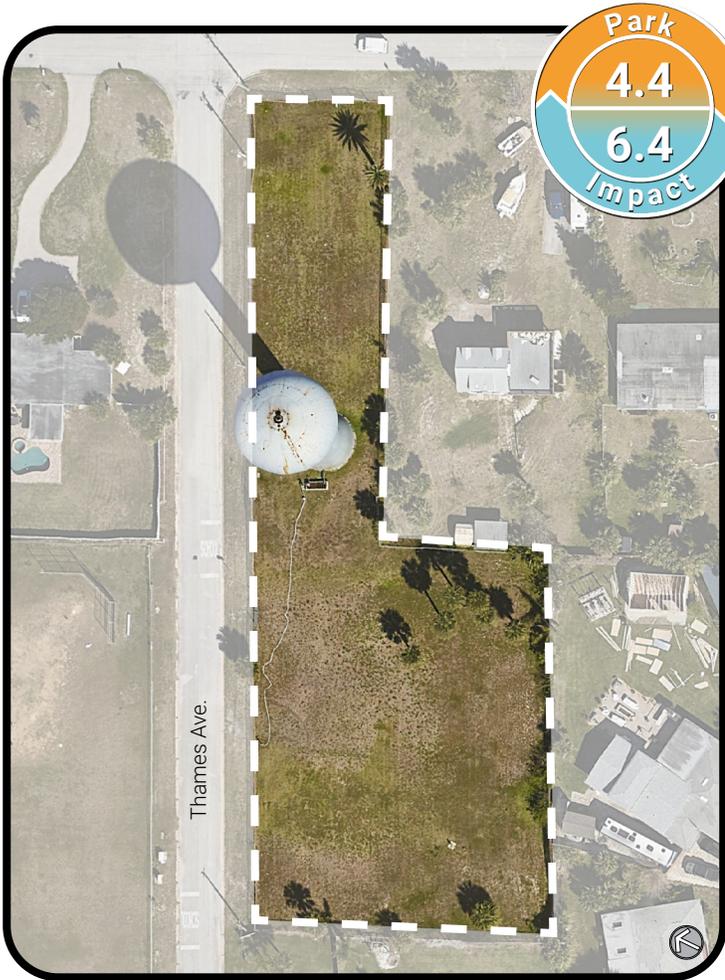
Park has well above average potential to become an impactful and well respected park within the City. Should be the goal of all City parks to receive this scoring level at a minimum.

### **Opportunities / Positives:**

- Walkable location given location within residential neighborhood
- Beautiful riverfront location
- Established canopy of oak trees
- Located in a part of the City where very few public parks spaces currently exist
- Moderate size parcel, many opportunities to become an impactful neighborhood park

### **Constraints / Negatives:**

- Likely limited user base of residents within the immediate area, i.e. limited potential as a City-wide destination style park.



## Thames Ave Park

150 Thames Ave.

Currently consisting of a water tower on an otherwise undeveloped parcel, “Thames Avenue Park” is located “Beachside” in an area where few public parks can be found, offering very high potential as a major contributor to the City’s park system.

### Park Score

Park is meeting only the very basic goals of its intended usage in a very below average manner.

### Community Impact Score

Park has the ability to adequately serve a fair amount of potential park users in a quality manner, albeit average in stature and community regard.

### **Opportunities / Positives:**

- Walkable location given location within residential neighborhood
- Located in a part of the City where very few public parks spaces currently exist
- Moderate size parcel, many opportunities to become an impactful neighborhood park

### **Constraints / Negatives:**

- Likely limited user base of residents within the immediate area, i.e. limited potential as a destination style park.

## Tuscawilla Park

1000 Orange Ave.

Tuscawilla Park is a 30-acre recreational area that provides an abundance of green space, disc golf course, and passive recreation enjoyment.

### Park Score

Underperforming park. Likely not meeting its full potential and only serving the community in a slightly above average manner.

### Community Impact Score

Park exhibits extremely high potential to be one of the most widely used park spaces in the City reaching a wide range of potential park users.



### ***Opportunities / Positives:***

- Walkable location from nearby residential neighborhoods
- Great multi-modal access given frontage along major spine roads (ISB & Nova)
- Picturesque natural landscape
- Large parcel
- Very high potential park space

### ***Constraints / Negatives:***

- Limited programming and diversity of recreation options, limiting its appeal to a wide audience of potential park users
- While location and frontage along ISB and Nova Rd is fantastic, the park feels “hidden” and not well identified as such.



## Raynor Park

LPGA Blvd.

An unimproved City owned property earmarked for future development as a public park space. Raynor Park is a large parcel (35 acres) located west of I-95 with great access and holding high potential as future park space.

### Park Score

Underperforming park. Likely not meeting its full potential and only serving the community in a slightly above average manner.

### Community Impact Score

Park has well above average potential to become an impactful and well respected park within the City. Should be the goal of all City parks to receive this scoring level at a minimum.

### Opportunities / Positives:

- Direct access off major road (LPGA Blvd.) and proximity to I-95
- Located in a part of the City where very few public parks spaces currently exist
- Large size parcel, many opportunities to become an impactful park
- Heavily forested / picturesque natural landscape

### Constraints / Negatives:

- Located well outside the urban core of the City, likely limiting access by vehicular means only to most users.

## City Island Rec. Hall

110 E. Orange Ave.

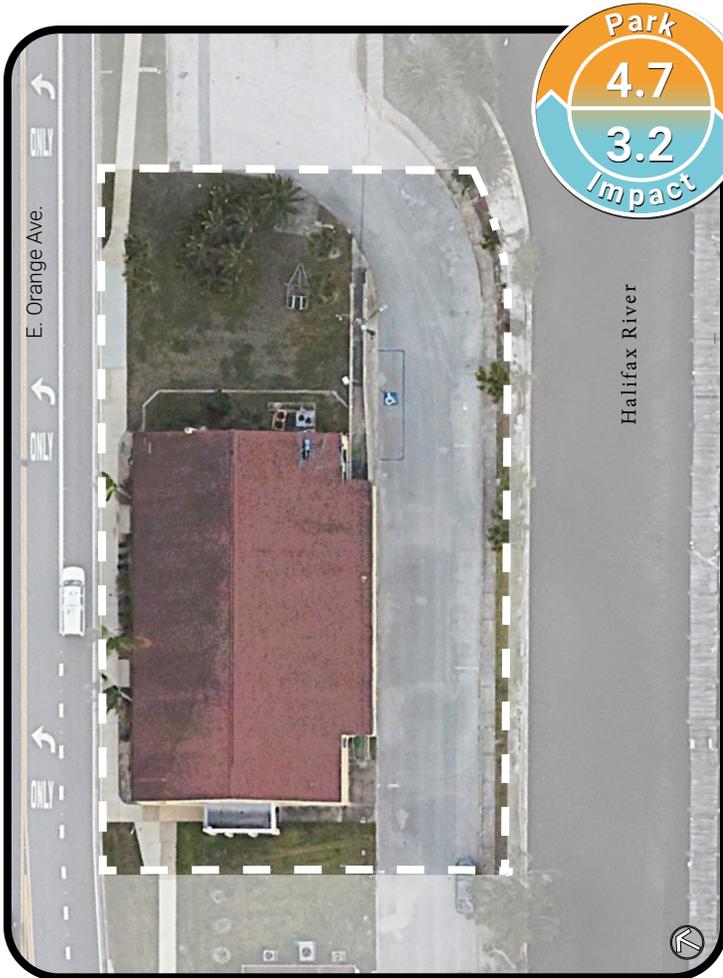
The building was purpose built in 1943 to serve as a training facility and dance hall for WWII military personnel (mostly female, WAAC) stationed in Daytona Beach. More recently, the building served as a community center until its closing in 2012.

### Park Score

Park is meeting only the very basic goals of its intended usage in a very below average manner.

### Community Impact Score

Park has very limited potential to have any measurable effect on the City's parks system.



### ***Opportunities / Positives:***

- Walkable location from nearby Riverfront Shops along Beach St.
- Great multi-modal access given frontage along Orange Ave.
- Access to the Halifax River
- Likely a parcel better suited for an alternative park/recreation program

### ***Constraints / Negatives:***

- The buildings age and condition appear to require significant investment for improvement
- Limited amount of parking opportunities, a community center at this location would likely trigger off-site parking and an increased amount of pedestrians crossing heavily trafficked roadways
- It would appear a proposed community center in this area would be better suited at nearby City Island Park (north) or Halifax Harbour Marina (south)

## Implications for the Parks & Recreation Master Plan

The average score of the City's parks and recreation facilities was 6.7, meaning parks were underperforming (given their relative potential) but above average in relative overall context.

The highest scoring parks were the newly renovated Daisy Stocking Park (9.1), newly renovated John H. Dickerson Center (8.6), and Colin's Park (8.5). These parks and facilities scored exceptionally well in the categories of "Proximity, Access, and Linkages" and "Comfort and Image", all with category scores exceeding 8.8. Each of these spaces exhibited a clear set of positive attributes related to overall attractiveness, programming depth, and function that was felt almost immediately upon arrival.

Alternatively, the lowest scoring parks (not including undeveloped future park parcels) were Josie Queen Tot Lot (4.1), Live Oak Park (4.4), and Derbyshire Park (4.7). Low scores for Josie Queen Tot Lot and Live Oak Park were mostly related to the lack of any real park elements and programming scoring 2.2-3.2 in the "Comfort and Image" and "Uses, Activities, and Sociability" categories.

Of all parks and recreation facilities visited, discussed, and ultimately scored it was Derbyshire Park that was the most perplexing to the Castle Bay team. Given the 32-acre size, the prime location adjacent to major City spine roads and the surrounding residential neighborhoods representing the relative ease of multi-modal access, and the City's inherent lack of large, centrally-located park spaces that can support in-demand youth sports such as football and basketball, the park itself is surprisingly poor scoring in almost every measurable category, hence the 3rd lowest score (4.7) of all parks and recreation facilities City-wide.

Overall, the highest scoring category scores for all parks were "Proximity, Access, and Linkages" (7.5), "Environmental Sustainability" (7.4), and "Comfort & Image" (6.8). Above-average scores in proximity, access and linkages are typical of urban parks and

recreation facilities given their inherent ability to attract a larger percentage of park users via alternative forms of travel, walking and biking for example. Many of Daytona Beach's parks and recreation facilities are in great locations and easily accessible to a wide array of local residents. Additionally, the majority of parks and recreation facilities visited and observed were attractive and well maintained. Although many of the parks and buildings were older and dated, it is clear the city has done a commendable job in looking for ways to enhance appearance, sustainability, and efficiency of the parks operating systems. LED lighting has become a standard replacement for lighting components within parks, newer buildings appear to feature sustainable construction materials and options, and a focus on existing vegetation preservation and planting is a major component of most park spaces.

Alternatively, the lowest scoring category scores for all parks were "Uses, Activities, and Sociability" (5.7), and "Building/Architecture" (6.4). By far, the most observable trait shared among all average and below-average scoring parks was a lack of park programming and lack of differentiation from one park to another. For example, in park spaces where a playground exists, the style, target age range, play function, and overall playground features are all very similar. In short, almost no differentiation of play equipment from one park to another and it appears the same playground manufacturer is being used over and over again. Additionally, some park spaces that would otherwise be a very high-performing park space feature very sparse park programming elements. For example, City Island Park (7.4) and Halifax Harbour Marina & Park (7.2) are two of the most picturesque park spaces in the entire parks system. However, outside of simple walkways, benches, and the occasional covered pavilion there is very little to drive resident interest to these spaces. With a deeper detail study into these spaces culminating in a conceptual master plan for each, both of these parks carry the potential to be crown jewels of the Daytona Beach parks and recreation system.

# PARKS & RECREATION MASTER PLAN



Parks & Recreation Facilities/Community Areas - January 2024

Individual Park Score Matrix (Fig. 2.25)

	Bethune Point Park	Boardwalk & Bandshell	Breakers Oceanfront Park	Buddy Young Park	Campbell Aquatic	Cedar Highlands	Cherry Center	City Island	Colin's Park	Cypress Aquatic	Daisy Stocking	Derbyshire Park	Dickerson Center	Florida Tennis Center	Golf Club
<b>Proximity, access, and linkages (max 10)</b>	<b>8.8</b>	<b>9.2</b>	<b>6</b>	<b>6.6</b>	<b>7.2</b>	<b>6.6</b>	<b>8.8</b>	<b>8.4</b>	<b>8.8</b>	<b>8.2</b>	<b>9.6</b>	<b>6</b>	<b>9</b>	<b>7.4</b>	<b>6.8</b>
Visibility from a distance	9	10	6	8	6	4	9	10	8	9	9	9	9	7	8
Ease in walking to the park	9	10	10	6	7	6	10	10	10	9	10	9	10	7	6
Clarity of information/signage	8	8	4	6	6	7	8	4	9	7	9	4	8	5	6
ADA Compliance	9	9	4	4	9	9	9	9	9	9	10	3	9	9	7
Lighting	9	9	6	9	8	7	8	9	8	7	10	5	9	9	7
<b>Comfort and Image (max 10)</b>	<b>8.1</b>	<b>6.6</b>	<b>7.4</b>	<b>4.3</b>	<b>7.7</b>	<b>6.5</b>	<b>8.7</b>	<b>7.3</b>	<b>9.6</b>	<b>9.1</b>	<b>9.7</b>	<b>3.7</b>	<b>9.1</b>	<b>7.9</b>	<b>6</b>
First impression/overall attractiveness	8	7	7	2	6	7	8	6	10	9	10	3	9	6	4
Feeling of safety	8	8	5	5	8	6	9	6	9	10	9	7	9	9	8
Cleanliness/Overall quality of maintenance (ext.)	9	8	9	7	9	8	9	9	10	9	10	5	10	8	8
Cleanliness/Overall quality of maintenance (int.)	9	7	10	-	8	-	10	8	10	9	9	3	9	9	7
Comfort of places to sit	8	5	5	5	7	7	6	6	9	9	10	3	8	6	6
Protection from bad weather	7	4	9	1	9	4	10	8	9	9	10	2	10	9	4
Evidence of management/stewardship (ext.)	8	7	7	6	7	7	9	8	10	9	10	3	9	8	5
<b>Uses, activities, and sociability (max 10)</b>	<b>7.8</b>	<b>6</b>	<b>6</b>	<b>4</b>	<b>5.8</b>	<b>4</b>	<b>8.2</b>	<b>6.2</b>	<b>8.2</b>	<b>6</b>	<b>9</b>	<b>6</b>	<b>8.4</b>	<b>6</b>	<b>4.8</b>
Mix of uses/things to do	7	4	4	2	5	4	7	2	8	-	9	6	8	4	2
Level of activity	7	5	7	4	4	2	9	6	8	2	8	5	8	4	6
Sense of pride/ownership	8	9	7	5	7	6	10	8	10	7	10	4	10	8	6
Program flexibility	8	6	4	5	6	4	8	5	7	7	9	8	8	6	4
Ability to support programming	9	6	8	4	7	4	7	10	8	8	9	7	8	8	6
<b>Environmental sustainability (max 10)</b>	<b>8.3</b>	<b>6</b>	<b>6.7</b>	<b>8.3</b>	<b>7.7</b>	<b>6.7</b>	<b>8</b>	<b>9.3</b>	<b>8.7</b>	<b>7.3</b>	<b>9.7</b>	<b>5.3</b>	<b>8.3</b>	<b>8.3</b>	<b>7.7</b>
Stormwater management	8	5	6	10	8	8	8	9	9	9	10	5	8	8	8
Multi-modal capacity	9	6	8	8	8	5	9	10	8	8	10	8	9	9	8
Facility energy efficiency	8	7	6	7	7	7	7	9	9	5	9	3	8	8	7
<b>Environmental sustainability (max 10)</b>	<b>4.8</b>	<b>8.4</b>	<b>8.8</b>	<b>-</b>	<b>7.2</b>	<b>-</b>	<b>7.4</b>	<b>6</b>	<b>7.4</b>	<b>7.4</b>	<b>7.6</b>	<b>2.6</b>	<b>8</b>	<b>7.2</b>	<b>5</b>
Image and aesthetics	4	10	9	-	8	-	8	5	6	7	8	2	8	7	4
Clarity of entry and connections to park	5	8	9	-	8	-	8	9	9	9	9	5	9	6	6
Interior furniture, finishes, and equipment	5	7	7	-	6	-	7	5	7	6	7	2	7	7	5
Building enclosure	4	9	10	-	7	-	7	5	8	7	7	2	8	8	5
Building system	6	8	9	-	7	-	7	6	7	8	7	2	8	8	5
<b>Total Park Score</b>	<b>7.6</b>	<b>7.2</b>	<b>7</b>	<b>5.8</b>	<b>7.1</b>	<b>5.9</b>	<b>8.2</b>	<b>7.4</b>	<b>8.5</b>	<b>7.6</b>	<b>9.1</b>	<b>4.7</b>	<b>8.6</b>	<b>7.4</b>	<b>6.1</b>

Matchline



# PARKS & RECREATION MASTER PLAN

	Halifax Harbor	Henry Lee Park	Jackie Robinson Ballpark	Joe Harris Park	James Huger Park	Josie Queen Tot Lot	Lenox Park	Live Oak Park	Municipal Stadium	North Street Park	Oleander Park	Peninsula Park	Raynor Park	Samuel Butts Park	Seabreeze Bridge Park	Schnebly Center	Shangri-La Park	Sickler Park	Suburbia Park	Sunnyland Park	Thames Ave. Park	Tusawilla Park	YSG Center	36 S. Halifax	City Island Rec. Hall	Total	
	8.2	9	9.2	8.8	8.6	6	8.6	4.6	5.6	7.6	8.2	6.5	5.4	9.2	5	9	5	5.6	8	8.8	7.5	6.4	8	6	5.2	7.5	
	9	9	10	9	9	7	8	8	8	8	4	4	9	9	3	10	9	3	7	8	6	9	7	4	7		
	8	10	10	10	9	9	10	8	4	8	10	9	4	10	7	9	9	7	9	10	9	10	8	8	8	9	
	8	9	8	8	7	7	8	3	5	6	9	-	6	9	4	8	2	5	7	8	-	6	8	-	4		
	9	9	9	9	10	5	9	3	5	8	9	-	4	9	6	9	2	7	9	9	-	3	9	-	3		
	7	8	9	8	8	2	8	1	6	8	9	-	4	9	5	9	3	6	8	9	-	4	8	-	3		
	6.7	7.8	7.9	6.6	8	3.2	7.2	2.8	6.3	4.3	7.8	7.3	6.2	7.3	5.3	7.4	6.3	5.5	7.3	7.9	3.3	6.2	8.3	6.5	5.1	6.8	
	7	8	7	6	9	3	7	4	5	4	9	8	8	7	7	6	7	7	8	8	2	8	7	8	4		
	8	9	9	8	9	5	9	4	8	6	8	8	7	8	6	9	9	6	9	8	6	7	8	8	5		
	7	9	8	9	10	4	9	4	7	6	9	7	8	9	5	9	9	7	8	9	3	8	8	5	7		
	7	-	8	7	-	-	-	-	6	-	-	-	-	7	-	7	-	-	-	8	-	-	10	-	4		
	6	8	7	7	7	4	7	2	5	4	9	-	4	8	5	6	4	4	8	7	-	4	8	-	3		
	6	5	9	3	4	1	3	1	7	1	3	-	2	3	4	8	4	3	5	7	-	2	10	-	7		
	6	8	7	6	9	2	8	2	6	5	9	6	8	9	5	7	5	6	6	8	2	8	7	5	6		
	5	5.8	7.4	4.8	5	5	7.2	2.6	4.8	3.4	5.2	4	5.8	6.6	5.6	8.2	3.8	4.4	5.8	6.4	3	6	7.6	5	4	5.7	
	2	5	5	5	2	-	8	3	3	2	3	-	4	5	4	9	3	3	7	6	-	4	6	-	3		
	4	5	8	4	2	-	7	1	4	2	4	-	5	7	6	8	3	3	4	6	-	6	7	-	2		
	4	8	10	6	9	-	8	2	5	3	8	-	7	8	6	8	4	5	6	7	-	7	9	-	6		
	6	5	7	4	6	-	6	2	5	4	5	-	6	7	6	8	3	5	6	6	-	6	8	-	4		
	9	6	7	5	6	5	7	5	7	6	6	4	7	6	6	8	6	6	6	7	3	7	8	5	5		
	8	9.3	7.3	8.3	8.3	3	8	7.5	8	8	9	7	7.7	9	6.7	7.3	6.3	7.3	7.7	7.7	4	7.7	8	3	4.7	7.4	
	8	9	8	9	9	3	9	8	8	10	9	7	8	10	6	7	6	7	7	7	4	8	7	3	5		
	9	10	10	8	9	3	9	7	9	8	9	7	8	9	8	9	7	8	9	9	4	8	9	3	6		
	7	9	4	8	7	-	6	-	7	6	9	7	7	8	6	6	6	7	7	7	-	7	8	-	3		
	8.2	-	6.4	5.8	-	-	-	-	4.8	-	-	-	-	5.4	-	4.8	-	-	-	5.6	-	-	8.4	-	4.4	6.4	
	8	-	7	4	-	-	-	-	4	-	-	-	-	4	-	4	-	-	-	4	-	-	9	-	6		
	10	-	8	9	-	-	-	-	5	-	-	-	-	8	-	6	-	-	-	8	-	-	8	-	6		
	7	-	7	7	-	-	-	-	5	-	-	-	-	5	-	5	-	-	-	4	-	-	8	-	3		
	8	-	5	4	-	-	-	-	5	-	-	-	-	5	-	4	-	-	-	6	-	-	9	-	5		
	8	-	5	5	-	-	-	-	5	-	-	-	-	5	-	5	-	-	-	6	-	-	8	-	2		
	7.2	8.0	7.6	6.9	7.5	4.1	7.7	4.4	5.9	5.8	7.6	5.9	6.3	7.5	5.7	7.4	5.4	5.7	7.2	7.3	4.4	6.6	8.1	5.1	4.7	6.7	

Matchline

## 2.5 Level of Service (LoS) Analysis

Currently there are no industry standards and/or regulations in place which outline how a community should establish LoS for parks and recreation facilities and services. The National Recreation and Park Association (NRPA) and the Florida Statewide Comprehensive Outdoor Recreation Plan (SCORP) no longer utilize the use of traditional population-based LoS standards such as acres and facilities per 1,000 residents. Today, cities are encouraged to conduct community-wide needs assessments and benchmark themselves against similar communities and thereby establishing their own unique LoS standards. Per the City’s current Comprehensive Plan, the following LoS standards have been prescribed as follows:

### Acreage LoS

Per the City of Daytona Beach Comprehensive Plan, the Parks System shall provide a LoS target of 3.5 acres per 1,000 permanent residents. Based on the City’s population estimates, Figure 2.28 recommends the City needs an additional 50 acres to meet the City’s established LoS standard of 3.5 acres per 1,000 residents. In the context of this master plan, and the recommendations it will ultimately provide, it is the position of the Castle Bay planning team the “spirit” of this language is that the acreage associated with this figure represents park land that is open and accessible to the public and is amenitized with passive and/or active recreation elements typically found in park spaces. Moreover, it does not feel highly accurate to include acreage associated with specific City-owned properties which are largely not accessible to the public when not in use and/or only offer very specific options directed to one user type. For those reasons, we have shown this figure in multiple ways, first as we believe the Comprehensive Plan truly intends, and second as if all of the facilities are grouped regardless of reasoning. The information can then defer to the reader of the Master Plan to interpret how they see appropriate.

Park Acreage LoS Citywide - 2024 (Fig. 2.26)

Daytona Beach Residents (2024)	Park Acres Required	Park Acres Provided	Need/Surplus
82,233	288 ac.	238 ac.	-50 ac.

The following facilities are not accounted for in Figure 2.26:

- **Municipal Stadium** (During non-event days, no real public “park” amenities or benefit)
- **Jackie Robinson Ballpark** (During non-game/event days, not accessible for recreation by the public)
- **Daytona Golf Club** (While certainly recreation, this acreage represents a large swath of land which may not best represent true park facilities for City-wide public usage and thereby skews the true park land acreage figure)
- **Florida Tennis Center** (Similar to the Golf Club, we have removed this large amount of acreage from the equation)
- **City Island Rec. Hall** (Not currently in use)

Although they likely will be in the future, the following properties are not currently park spaces open to the public and have been excluded from the LoS acreage calculation:

- Thames Avenue Park (1.17 acres)
- Peninsula Park (1.66 acres)
- 36 S. Halifax Park (1.85 acres)
- Raynor Park (35 acres)

If accounted for comprehensively regardless of purpose, usage, and/or amenities, the total acreage would be 597, representing a surplus of 309 acres. Again, we leave it to the reader to discern given the somewhat ambiguous language associated with the Level of Service outlined in the Comprehensive Plan.

### Facilities LoS

Per the City of Daytona Beach Comprehensive Plan, the Parks System shall provide a LoS target for nine types of parks and recreation facilities. Figure 2.27 lists these targets and uses the City’s current 2024 and estimated 2029 population estimates to illustrate facilities needs/surplus for each facility type.

# PARKS & RECREATION MASTER PLAN

Recreation Facility LoS - 2024 (Fig. 2.27)

Recreation Facility	LoS Standard	Facilities Required (2024)*	Facilities Provided (2024)	Need/Surplus (2024)	Facilities Required (2029)*	Need/Surplus (2029)
Tennis Cts.	1/3,000	27	31***	+4	30	+1
Basketball Cts.	1/3,000	27	17	-10	30	-13
Ballfields	1/4,000	21	8	-13	22	-14
Swimming Pools	1/30,000	3	2	-1	3	-1
Racquet/Handball Cts.**	1/15,000	5	0	-5	6	-6
Fitness Trails	1/40,000	2	5	+3	2	+3
Golf Course (18H)	1/30,000	3	2	-1	3	-1
Gymnastics Center	1/60,000	1	1	0	1	0
Football Stadium	1/60,000	1	1	0	1	0

\* 82,233 Residents - 2024; 89,883 Residents - 2029 Projected

\*\* Does not include Pickleball or Volleyball Courts

\*\*\* 24/31 at Florida Tennis Center on outskirts of City

## 2.6 Operations & Maintenance

The management and operations of parks and recreation facilities, recreation programs and maintenance services are the responsibility of two different departments in the city.

### Current Assessment

#### General Findings

- Parks and Recreation and Public Works do well in providing services to the community with limited time for long range planning, or administrative support.
- There is a high level of funding for renovation and new parks and facilities.
- The Public Works staff are all full-time with no part-time staff. Recreation has a core of full-time staff but also utilize some part-time hourly staff.
- Public Works staff associated with parks and facility maintenance (Grounds Maintenance and Facility & Property Maintenance) has remained somewhat consistent in staff numbers over the last 5 years.
- Parks and Recreation staff has seen a steady increase in staff numbers over the last 5 years.
- Public Works has reasonably strong operations metrics, but Parks and Recreation is limited in this area.

### Organizational Structure

#### Parks and Recreation

- The Parks and Recreation Department is responsible for the provision of recreation programs and services and the management and operation of community centers and aquatic centers. The department is really a recreation services department with little to do with parks.
- Parks and Recreation has responsibility for custodial services and light maintenance at the community centers and the aquatic centers. This is handled by in-house staff rather than being contracted.
- There are currently 24 full-time staff in the Department that includes:
  - **Administration**
    - Director
    - Manager
    - Recreation Coordinator
    - Financial Business Analyst
    - Senior Account Clerk
    - Account Clerk
    - Office Specialist (2)
  - **Recreation**
    - Athletics Coordinator
    - Gymnastics Specialist

- Aquatics Supervisor
- Athletics Specialist
- Event Specialist
- Educational Enrichment Coordinator
- Community Center Recreation Leader (3)
- Community Center Specialist (2)
- Afterschool Specialist
- **Maintenance**
  - Coordinator
  - Maintenance Worker (3)
- Staffing is a combination of location-based staff (community and aquatic centers) and programs (athletics, gymnastics, educational enrichment, afterschool, and events).
- Concession operators at all city community centers and aquatic centers are handled by recreation staff.
- The organizational chart for Parks and Recreation is shown in Figure 2.28.

**Public Works**

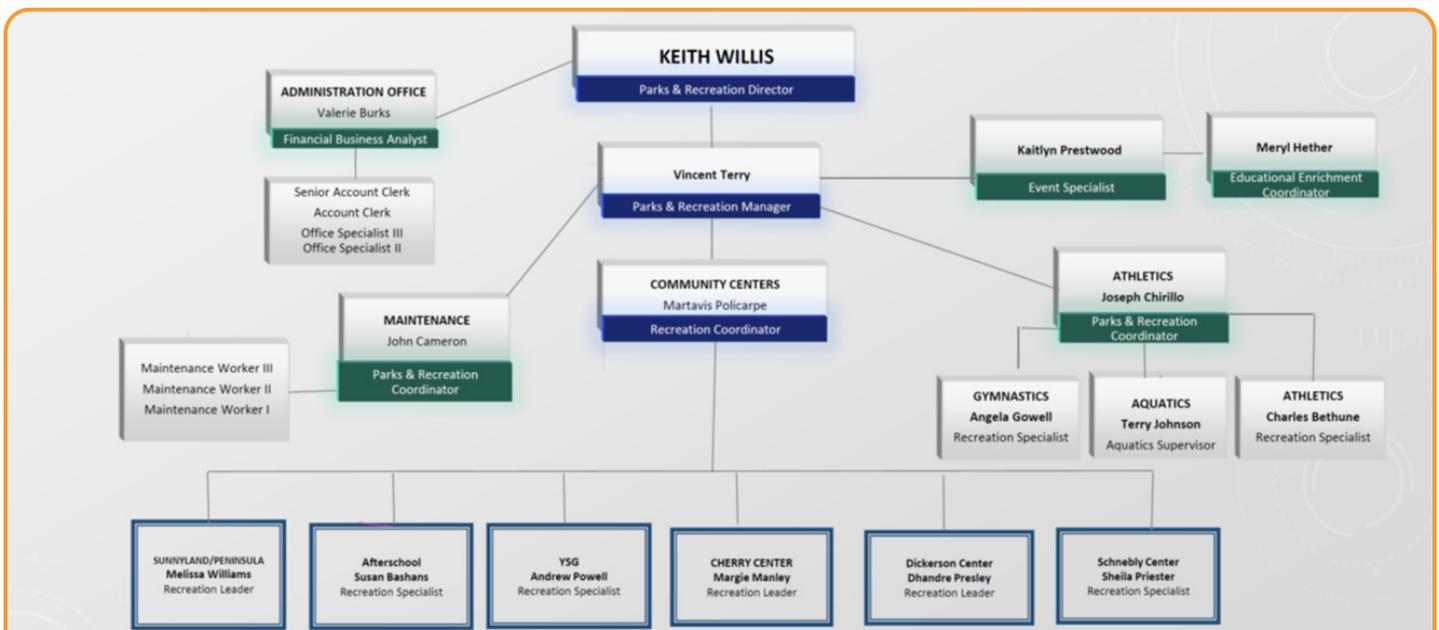
- The Grounds Maintenance Division within Public Works is responsible for all parks maintenance while the Facility & Property Maintenance Division handles

the recreation facilities maintenance. These divisions also maintain other city buildings and the associated site maintenance, medians, and other city property.

- Many of the maintenance functions and services for both Grounds Maintenance and Facility & Property Maintenance are provided by in-house staff, but other key aspects are contracted.
- See organizational chart for Public Works, Figure 2.29. The positions highlighted in orange are responsible for Grounds Maintenance and Facility & Property Management.

**Grounds Maintenance**

- Grounds Maintenance maintains 858 acres of parkland that includes 31 parks, 12 municipal facilities and 10 athletic fields. As a result, the division has established several geographic maintenance zones for staffing purposes and to be more responsive to all areas of the city in a timely manner.
- Grounds Maintenance has a total of 51 full-time staff that includes:
  - **Administration**
    - Manager
    - Office Specialist



Organizational Chart - Parks & Recreation (Fig. 2.28)



- *Grounds Maintenance is organized by areas of focus. This includes:*
  - Contract Services
  - Litter and Debris
  - Irrigation Services
  - Tree Maintenance
  - General Grounds Maintenance
  - Athletic Field Maintenance
- *Specific maintenance tasks include:*
  - Restroom cleaning
  - Litter removal
  - Irrigation
  - Pest management
  - Pressure washing
  - Surface sweeping
  - Tree maintenance
  - Park and playground inspections
- *Grounds Maintenance also contracts for some maintenance functions in some parks including:*
  - Mowing
  - Litter/Debris removal
  - Wet checks
  - Shrub removal
  - Playground certification inspection
- Grounds Maintenance has an extensive list of specific maintenance tasks that need to be completed but there is not a comprehensive maintenance plan in place.
- The frequency of maintenance tasks varies daily, weekly, monthly, quarterly and semi-annually. Time and hours are tracked.
- Grounds Maintenance has developed a cost per acre number that is based on actual costs for contracted services and track hours spent on each park for city staff but do not include that in the cost per acre calculation.
- The athletic field staff also maintain the Bethune-Cookman University softball field at Sunnyland Park.
- Litter and Debris involves clean-up after all city events and cleaning up vacant lots and homeless camps.

- On the west side of the community there are a number of new housing developments that have HOA provided parks and facilities (pools, community rooms, etc.). These have been built by the developers and are maintained by the HOA's themselves.
- The staffing for Grounds Maintenance is at an adequate level for what must be maintained but if there are additional properties added in the future then staff will need to increase.

### Facility & Property Maintenance

- Facility & Property Maintenance have a total of 15 full-time staff that includes:
  - Facilities Manager
  - Office Specialist
  - Renovation and Repair Superintendent
  - Superintendent Assistant/Carpenter
  - Property Maintenance Specialist
  - Lead Electrician
  - Electrician (2)
  - Carpenter (2)
  - Plumber
  - Air Conditioning Specialist (2)
  - Maintenance Worker (2)
- Facility & Property Maintenance includes:
  - Maintenance of all city properties, not just parks and recreation facilities.
  - Aquatic center maintenance is handled in-house by the facility maintenance staff. They maintain the pool mechanical systems while Parks and Recreation is responsible for all the chemicals.
  - Contracted services include:
    - Fire extinguishers/Alarms/Sprinkler Systems
    - Elevator Maintenance
    - Pest control
    - HVAC Maintenance
    - Electrical
    - Plumbing
    - Chiller/water treatment
    - Generators
    - Custodial

- Termite Inspection/Treatment
- Facility and Property Maintenance also maintain city facilities that are utilized by other organizations. This includes the Boys & Girls Club area at the Dickerson Community Center and the Bethune-Cookman University softball field at Sunnyland Park.
- Facility Maintenance has most of the building trade skills available in house.
- Both Parks and Recreation and Facility & Property Maintenance have staff that are responsible for maintaining community centers and pools.
- For the city facilities that must be maintained the current staffing is at an adequate level. However, if there are additional facilities added in the future then staff will need to increase.

## Other

- Public Works staff in other divisions also assist Grounds Maintenance and Facility & Property Maintenance when necessary.
- In addition to the departments outlined previously, there is an Arts & Entertainment Management Department that handles citywide events and cultural arts at Peabody Auditorium and the Bandshell.
- The public survey that was completed as part of the master plan process indicated that a priority of the community is to increase investment in the following:
  - Beach access and amenities
  - Shade and trees
  - Multiuse trails
  - Walking paths in parks
  - Large community parks

If these amenities are added to existing parks, new trails are developed, and there are new community parks that are constructed then additional Grounds Maintenance staff will have to be added.

- The city does not have a park ranger program in place. Many cities have committed to having rangers to provide a higher level of community service, deal with disputes, and enhance safety in the parks.
- Staff in both Parks and Recreation and Public Works (Grounds Maintenance and Facility & Property

Maintenance) do not appear to have an on-going training program.

- All job descriptions (full and part-time) should be updated every 3-5 years.
- Establishing a succession plan for staff is important. This will provide staff continuity and help with retention and development.
- Public Works would benefit from utilizing a computerized maintenance management system to track and quantify parks and facility maintenance.
- There is no comprehensive maintenance plan in place for parks or for facilities.
- Maintenance costs should be assigned to each facility and larger park that is being maintained and this should include any Parks and Recreation Department maintenance costs as well.
- There are contracts in place for contract maintenance services.

## **Budgets**

Both the Parks and Recreation Department and Public Works have one major budget but there are several sub-budget accounts that cover parks and recreation programs, facilities and maintenance.

## Parks and Recreation

- Parks and Recreation has nine sub-budget accounts that cover different aspects of recreation programs and services. These accounts include:
  - Administration
  - Gymnastics
  - Community Centers
  - YSG Cultural Educational Center
  - Cypress Aquatics
  - Campbell Pool
  - City Parks
  - Maintenance – Facilities
  - Municipal Stadium

- Parks and Recreation Budget actuals for FY 22/23 are summarized in Figure 2.30:

**Park & Recreation Budget FY 22/23 (Fig. 2.30)**

Budget Account	Revenue (\$)	Expenses (\$)	Diff. (\$)
Parks & Rec. Admin.	47,283	1,296,150	-1,248,867
Rev	54,620	596,428	-541,808
Gymnastics	38,514	90,683	-52,169
Community Centers	152,284	1,877,003	-1,724,719
YSG Center	37,407	82,649	-45,242
Cypress Aquatic	42,775	427,053	-384,278
Campbell Aquatic	832	182,362	-181,530
City Parks	69,800	391,958	-322,158
Parks & Rec. Maint.	805	766,073	-765,268
Municipal Stadium	381,089	294,990	+86,099

- The level of revenue generation is relatively low for many program areas and for the community centers and pools. The one exception is Municipal Stadium.
- The marina, tennis center and golf course are enterprise funds.
- All financial transactions are cashless (except for concessions).
- No centers accept payment for programs, this has to be done at City Hall.
- There is not a formal fee policy or cost recovery mandate. All fees are approved by the City Commission, but are all very low.
- There is a recreation scholarship program that is operated through the County.

### Public Works

- Public Works has six sub-budgets that include:
  - Administration
  - Technical Services
  - Traffic Engineering
  - Facilities Maintenance
  - Grounds Maintenance (Parks, Ballfields and municipal facilities)
  - Street Maintenance and Repairs

However, only Facilities Maintenance and Grounds Maintenance related to park and recreation facilities maintenance.

- See Figure 2.31 for Budget Summary for FY 23/24.

**Budget Summary FY 22/23 (Fig. 2.31)**

Budget Account	Revenue (\$)	Expenses (\$)	Diff. (\$)
Facilities Maint.	1,735,933	2,388,317	-1,248,867
Grounds Maint.	10,492	9,521,782	-9,511,290

- While there are strong capital expenditures for parks and facilities improvements, there is no formal CIP budget for Parks and Recreation or Public Works.
- All playgrounds in the city should be on a replacement schedule that ensures that there is a system in place for keeping playgrounds safe and usable.
- Both departments will need to plan for increased costs in future years, including staff compensation.

### Funding

- The general fund provides most of the funding for parks and recreation and Public Works.
- The city utilizes a lot of grants and CDBG money for parks and recreation.
- Parks and Recreation receives funding through the Recreation/Parks/Cultural Impact fees. This can be up to \$2 million per year for capital projects.

### Other

- Parks and Recreation does not appear to have CPO's operating the pools. It is important that the department as well as Facility & Property Maintenance each have at least two CPO's.
- There are limited policies and procedures in place for most aspects of Parks and Recreation operations.
- It is critical to have comprehensive, updated, safety and security measures in place for all parks and facilities as well as an emergency action plan specific to each amenity.
- Parks and Recreation as well as Public Works (Grounds Maintenance and Facility & Property Maintenance) do not have a continuity of service plan. With the potential for disruption of operations

due to natural disasters, pandemics, social unrest, and other factors, having a basic plan in place that maps out an approach to maintaining services would be beneficial.

- Special event permitting in the city is handled by three different departments:
  - Economic Development – Permits two large city events.
  - Parks & Recreation – Permits most community level events
  - Arts & Entertainment – Permits events at the Peabody Auditorium and the Bandshell.
- There are use/lease agreements with some organizations that utilize city parks and recreation facilities but not all. This includes:
  - Boys & Girls Club
  - Volusia County Council on Aging
- There is a joint use agreement between the city and the school district, however the city does not use school facilities (there is little to no availability) but schools use certain city facilities for their programs. The school district is not charged for use.
- The marketing of Parks and Recreation facilities and programs is limited.
  - The Parks and Recreation Department does not have a marketing staff person.
  - The city's Public Information Office provides all marketing for recreation purposes.
  - Parks and Recreation does have a sponsorship program for events and activities.
  - Parks and Recreation utilizes several different marketing tools including:
    - Flyers serve as a primary tool as there is not a quarterly recreation services brochure.
    - Social media
    - Newsletters in the city's water bill
    - Web site, but this needs to be updated
    - Digital signs
    - Banners at major intersections
    - News releases
    - City's weekly radio show and television channel



NEEDS &  
PRIORITIES  
ASSESSMENT

3

## Chapter 3 - Needs & Priorities Assessment

*The purpose of a needs and priorities assessment is to determine the gaps between existing and desired conditions. The City of Daytona Beach Needs and Priorities Assessment incorporated a “triangulated” approach to identifying needs, meaning that various types of qualitative and quantitative techniques were used to identify top priorities from different perspectives. Qualitative needs assessment techniques included interviews, workshops, focus group meetings, and an on-line survey. Quantitative needs assessment techniques included the Level of Service (LOS) analysis (discussed in Section 2) and a statistically valid survey. Findings from these different techniques were combined to determine top priority parks and recreation needs in Daytona Beach. Following are the findings from the various techniques.*

*Public engagement is essential in planning as it ensures that the community’s needs and opinions are taken into account when making important decisions. Engaging the public in the planning process allows for a transparent and inclusive approach, which can increase public trust and support for development projects. Additionally, involving the public can help identify potential issues and concerns early on, enabling the City to address them before they become major problems. By fostering a collaborative relationship between the City and the community, public engagement can lead to better-designed communities.*

### 3.1 Meetings & Discussions

Chapter 2, Community Inventory & Existing Conditions Analysis, utilizes a number of observational techniques to better understand and evaluate the existing condition of parks, recreation facilities, and programs throughout the City of Daytona Beach. These techniques, though critically valuable to the overall Master Plan effort, do not provide the data required to fully understand how residents utilize, value and envision their parks, recreation facilities, and programs.

This chapter documents two additional research types utilized in the Master Plan effort, the qualitative (public input) and quantitative (data) engagement techniques, which allows the Master Plan team to gather this input through public participation, community surveys and inventory analyses. Individually, each technique provides only a snapshot of information, but when combined, these three research techniques form a triangulated approach

that can illustrate overall trends in needs and priorities. Though some techniques are more “statistically valid” than others, by utilizing a comprehensive array of techniques, the Master Plan team can cross-check results to better determine an accurate understanding of the City’s needs and priorities.

#### Public Outreach Meetings:

Three public outreach meetings were conducted to solicit residents’ opinions regarding parks and recreation needs and priorities. Each meeting was hosted in an open-house style setting where attendees could, at the pace of their choosing explore each of the four stations covering a variety of topics related to their experience with the Daytona Beach parks and recreation system, share their thoughts on the future of the system, and an opportunity to speak directly with Castle Bay Design Studio planners and City of Daytona Beach staff on any parks-related topics they may wish to offer to the Master Plan effort.

# PARKS & RECREATION MASTER PLAN

## Public Outreach Meetings

- ★
**Meeting #1**  
 Tuesday June 11th, 2024 | 6-7:30 pm  
 The Peninsula Club  
 415 S. Peninsula Drive
- ★
**Meeting #2**  
 Thursday June 13th | 6-7:30 pm  
 John H. Dickerson Comm. Center  
 308 Dr. MLK Jr. Blvd.
- ★
**Meeting #3**  
 Saturday June 22nd | 10-11:30 am  
 Julia T. and Charles W. Cherry,  
 Sr Cultural & Educational Center  
 925 George W. Engram Blvd.

### Public Meeting Schedule

## Public Outreach Meeting Station Boards



### Station 1 - How do you utilize the existing park system?

#### Key Takeaways

- Residents appreciate the open space at Lenox Park for dog walking, making it a popular spot for pet owners. Suggestions were made to improve signage and waste stations to maintain cleanliness.
- Cherry Center is frequently used for group fitness activities, such as line dancing and community fitness events like the Mayor's Fitness Challenge. Participants enjoy the social and health benefits
- Bethune Point Park is a favored location for family picnics and gatherings. The availability of picnic tables and scenic views were praised

### Station 2 - What facilities/programs do we need?

#### Key Takeaways

- Additional Youth Athletic Programs
- Summer Camps
- Aquatic Programs (e.g., Paddleboarding)
- More Nature Trails and Walking Paths
- Tennis and beach volleyball courts were highly requested

### Station 3 - How do we accomplish those goals?

#### Key Takeaways

- Assess and Upgrade Existing Parks
- Expand Program Opportunities
- Create Multi-Use Spaces
- Leverage Partnerships



Public Outreach Meeting - June 2024

### City Commissioner Meetings:

On Thursday July 11th, 2024 Castle Bay Design Studio met individually with each City Commissioner alongside Public Works Director David Waller. These 30-minute one-on-one discussions outlined the purpose and value of the Master Plan effort, their unique experience representing residents within their Commissioner Zone, and ultimately an opportunity for each Commissioner to offer their insight into the existing parks network and where opportunities for improvement, expansion, and refinement may exist.

### Key Takeaways:

- More Community Centers needed. Cherry Center construction and Dickerson Center renovation are a big step in the right direction, but not enough.
- Increase diversity in park programming opportunities. Basic park elements don't attract many users. Multiple Commissioners liked the destination style "Outdoorsman Park" idea.
- Trails needed. Urban trails, bike trails, walking trails with fitness stations discussed with multiple Commissioners.
- More high-quality sports fields/courts for the most in-demand City sports. Youth football and basketball discussed with multiple Commissioners.

### CoDB Parks & Recreation

#### Advisory Board Meetings:

On Thursday July 11th, 2024 Castle Bay Design Studio attended a scheduled meeting of the Parks & Recreation Advisory Board. Brett Kuzoian of Castle Bay Design Studio made a short presentation outlining the purpose, value, and goals of the Master Plan effort and offered discussion amongst the Board and those in attendance if there were any insights and considerations they would like to offer the Master Plan effort:

### Key Takeaways:

- Beachside parks are few and far between, additional park spaces, potentially a community center with senior programs were discussed as being potentially high-value additions to the future of the parks and recreation system.

- Board members offered that current youth programs are reaching or at capacity and would like to explore additional programming opportunities throughout the City.

## 3.2 Online Survey

Early in the Master Plan process, an online website was created to provide residents with information related to the purpose and goals of the Master Plan effort as well as notices of upcoming public meetings and their times and locations. Additionally, the website also hosted a web-based survey where all City of Daytona Beach residents could provide feedback on a variety of topics related to how they use and interact with the City parks network.

### Key Takeaways:

- 62% of respondents reported a favorable and satisfied view of the quantity and quality of the existing parks system.
- 37% of respondents (the highest reporting percentage) indicated the park they most often visit is a 0-2 miles (one-way) from their household, the shortest distance criteria offered. This confirms the importance of neighborhood and regional parks within a healthy parks system.
- Athletic courts, parks and open spaces, and trails and bike paths were the program elements identified by survey respondents as the "most important facilities and services" currently offered by the City's park system.
- Similarly, athletic courts, parks and open spaces, and trails and bike paths, were also the program elements identified by survey respondents as "not satisfied" in regards to meeting the needs of the community. This suggests utilization is present, but that quantity and quality may be lacking.
- 18% of respondents (the highest reporting percentage) indicated the most important criteria which would increase their usage of the City's park system would be "Additional facilities and amenities".
- 70% of survey respondents indicated the City's effectiveness in reaching them "with information on

“parks and recreation facilities, programs, and services” was non-effective and average at best. Furthermore, 44% of respondents indicated their preferred method of revoking information is by digital means (i.e. social media, email, and City website)

- Asked “What are the most important facilities and amenities improvements in Daytona Beach over the next 5-10 years”, survey respondents indicated “Improve/renovate existing parks or facilities”, “More parks”, “Add trails/paths that connect through the City”, and “Add multipurpose sports fields and courts” as the most important focus areas moving forward.
- Similarly, asked “What are the most important needs for programs and services improvements in Daytona Beach over the next 5-10 years”, survey respondents indicated “more athletic programs”, “More nature-based programs”, and “more adult and senior programming” as the most important focus areas moving forward.
- Regarding opinions on how the City of Daytona Beach should prioritize efforts moving forward, the majority of survey respondents indicated “Acquisition of properties for future park development”, “Development of new facilities and infrastructure at existing parks and recreation sites”, and “operation and maintenance of existing facilities” as the most important focus of priorities.

\*See Appendix C for complete Online Survey results

### 3.3 Needs Assessment Survey

Castle Bay subconsultant ETC Institute conducted a citizen survey to determine residents’ parks and recreation needs and priorities. A goal was set to obtain a minimum of 400 completed surveys within the City of Daytona Beach and surveys were sent out to a random selection of households throughout the City of Daytona Beach. Of the households that were requested to participate in the survey, 415 respondents participated. The results for the sample of 415 households have a 95 percent level of confidence with a precision rate of at least +/- 4.8 percent. The overall purpose of the survey was to help determine parks

and recreation priorities for the community leveraging a randomized and statistically valid approach.

### Methodology

ETC Institute mailed a survey packet to a random sample of households throughout the City of Daytona Beach. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online. After the surveys were mailed, ETC Institute followed up with residents to encourage participation. To prevent people who were not residents of Daytona Beach from participating, everyone who completed the survey online was required to enter their home address prior to submitting their survey. ETC Institute then matched the addresses entered online with the addresses originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not included in the final database for this report.

### Major Findings & Key Takeaways:

- **Facilities Use:** 83% of survey respondents indicated they have visited the City’s facilities during the past year.
- **Programs Use:** 42% of survey respondents indicated that they have participated in programs and events in the past year.
- **Agreement:** Respondents rated their level of agreement with the statements (listed in the survey) about potential benefits of the parks, facilities, and recreation programs or events. The statements that respondents agreed the most were: preserves open space & protects the environment (73%), improves my (my household’s) physical health & fitness (71%), and makes Daytona Beach a more desirable place to live (71%).
- **Importance:** Respondents rated how important it was for the City to provide high quality parks, recreation facilities, and programs. 82% rated very important, 16% rated somewhat important, and 2% rated not important.

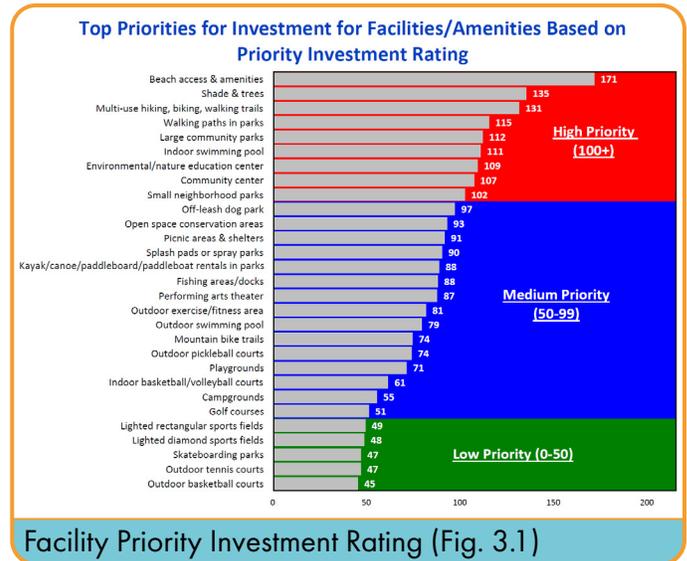
- Facilities Needs:** Respondents were asked to identify if their household had a need for 29 recreation facilities and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various facilities. The three facilities with the highest percentage of households that have an unmet need:
  1. Beach access & amenities
  2. Shade & trees
  3. Walking paths in parks
- Facility Importance:** In addition to assessing the needs for each activity, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents’ top four choices, these were the four facilities that ranked most important to residents:
  1. Beach access & amenities
  2. Multi-use hiking, biking, walking trails
  3. Shade & trees
  4. Walking paths in parks

The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on activities and (2) how many residents have unmet needs for the activities.

Based the Priority Investment Rating (PIR), the following facilities were rated as high priorities for investment:

- Beach access & amenities (PIR=171)
- Shade & trees (PIR=135)
- Multi-use hiking, biking, walking trails (PIR=131)
- Walking paths in parks (PIR=115)
- Large community parks (PIR=112)
- Indoor swimming pool (PIR=111)
- Environmental/nature education center (PIR=109)
- Community center (PIR=102)

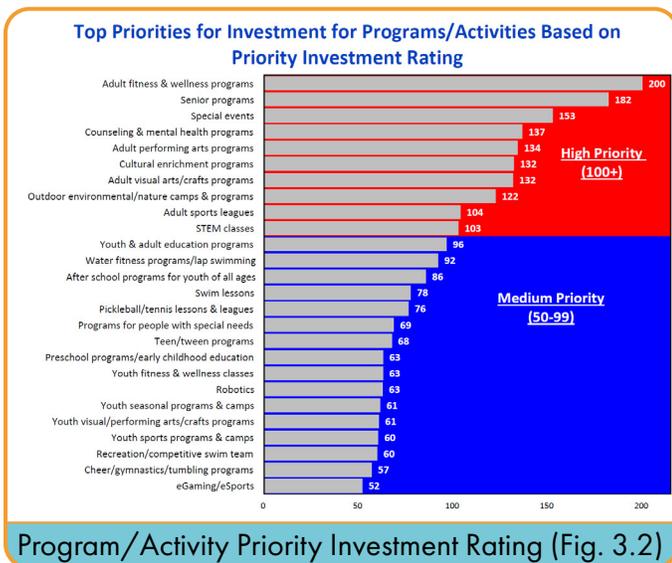
Figure 3.1 shows the Priority Investment Rating for each of the 29 facilities assessed in the survey.



Facility Priority Investment Rating (Fig. 3.1)

- Program Needs:** Respondents were asked to identify if their household had a need for 26 recreation programs and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various programs. The three programs with the highest percentage of households that have an unmet need:
  1. Adult fitness & wellness programs
  2. Special events
  3. Senior programs

- **Program Importance:** In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents' top four choices, these were the four programs that ranked most important to residents:
  1. Adult fitness & wellness classes
  2. Senior programs
  3. Special events
  4. Counseling & mental health programs



Based the Priority Investment Rating (PIR), the following programs were rated as high priorities for investment:

- Adult fitness & wellness programs (PIR=200)
- Senior programs (PIR=182)
- Special events (PIR=153)
- Counseling & mental health programs (PIR=137)
- Adult performing arts programs (PIR=134)
- Cultural enrichment programs (PIR=132)
- Adult visual arts/crafts programs (PIR=132)
- Outdoor environmental/nature camps & programs (PIR=122)
- Adult sports leagues (PIR=104)
- STEM classes (PIR=103)

Figure 3.2 shows the Priority Investment Rating for each of the 26 programs assessed in the survey.

\* See Appendix B for complete Needs Assessment Survey results



VISION &  
IMPLEMENTATION  
STRATEGY

4

## Chapter 4 - Vision & Implementation

Synthesizing all of the information inventoried, researched, discussed, and reviewed, the approach this Parks & Recreation Master Plan initially set out provide is outlined in the following Vision & Implementation strategies. In an effort to advance the vision outlined in the City's Comprehensive Plan, multiple CRA master plans, and the needs and desires of the residents, these implementation strategies must be defined and priorities established in a very intuitive and easily understood manner. As the final chapter of this Master Plan, the following Vision & Implementation plan covers the idea and inherent value of Community Impact Scores and how they relate to the Park Scores discussed in Chapter 2, Priority Projects & Strategic Approach, and a variety of funding strategies and opportunities.

### 4.1 Community Impact Score

Once individual park and recreation spaces were visited, studied, and evaluated for their current ability to attract and provide park programs and facilities for park users, Castle Bay then studied each park facility from another perspective; to deduce their relative ability to expand, improve, and ultimately reach their full potential. This evaluation, and scoring, represents the potential of each park facility, which we have called a Community Impact Score. These scores were based on the following criteria:

#### Location & Accessibility

- **Quality of park location.** *Is there an intrinsic quality of the park space? Riverfront?, stately oak canopy?, historic area?, etc. (1-low, 10-high)*
- **Walkability.** *Is the park easily accessible (<1mi.) by pedestrians via sidewalk from nearby residential neighborhood? (1-low, 10-high)*
- **Multi-modal potential.** *Does the park offer the ability for easy access via bicycle and/or public transit? For example, along or near City spine roads?, or along existing bike paths and/or transit routes? (1-low, 10-high)*
- **Quantity of nearby parks.** *Is the park in area which is not currently served by existing park facilities? (1-many, 10-few)*

#### Programming

- **Nearby parks offering similar programming.** *Can this park space offer programs and/or park elements that other nearby parks are not, or can not? (1-many, 10-few)*
- **Potential programming range.** *Does this park space hold the potential to offer a wide range of programming and park elements, i.e. multi-generational diversity of recreation options.*

#### Community Benefit

- **Potential catchment area.** *Does this park have the potential to be a destination style park facility, i.e. drawing potential park users from a wide radius across town. (1-low, 10-high)*
- **Potential to be major community asset.** *Does this park have the potential to become a highly regarded park space to many potential park users? Is there the combination of intrinsic park character combined with a unique draw to the park programming? (1-low, 10-high)*

Each park was scored on each individual criteria and aggregated into a final Community Impact Score, see Figure 4.2, based on the average of all criteria using a scale of 1-10. Resulting Community Impact Scores are best described using the ranges shown in Figure 4.1.

- 1 — 3.9** Park has very limited potential to have any measurable effect on the City's parks system.
- 4.0 — 6.9** Park has the ability to adequately serve a fair amount of potential park users in a quality manner, albeit average in stature and community regard.
- 7.0 — 8.5** Park has well above average potential to become an impactful and well respected park within the City. Should be the goal of all City parks to receive this scoring level at a minimum.
- 8.6 — 10** Park exhibits extremely high potential to be one of the most widely used park spaces in the City reaching a wide range of potential park users. Could easily become one of the crown jewels of the City parks system.

Community Impact Score Legend (Fig. 4.1)

Community Impact Score Matrix (Fig. 4.2)

	Bethune Point Park	Boardwalk & Bandshell	Breakers Oceanfront Park	Buddy Young Park	Campbell Aquatic	Cedar Highlands	Cherry Center	City Island	Colin's Park	Cypress Aquatic	Daisy Stocking	Derbyshire Park	Dickerson Center	Florida Tennis Center	Golf Club
<b>Location &amp; Accessibility (max 10)</b>	<b>8.8</b>	<b>8</b>	<b>7.5</b>	<b>7.3</b>	<b>8</b>	<b>5.3</b>	<b>9.3</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>8.3</b>	<b>9</b>	<b>9</b>	<b>4.5</b>	<b>7.5</b>
Quality of Park Location	9	9	9	8	8	3	9	10	9	9	9	9	9	4	9
Walkability	8	9	8	6	9	9	10	9	10	10	9	9	10	2	6
Multi-modal Potential: Accessible via public transit, bike, etc.	9	9	8	8	9	2	10	10	9	10	8	10	10	6	9
Quantity of nearby parks (1-many, 10-few)	9	5	5	7	6	7	8	7	8	7	7	8	7	6	6
<b>Programming (max 10)</b>	<b>8</b>	<b>3</b>	<b>8</b>	<b>4</b>	<b>7</b>	<b>6.5</b>	<b>9</b>	<b>8.5</b>	<b>7</b>	<b>7.5</b>	<b>8</b>	<b>9.5</b>	<b>8</b>	<b>6.5</b>	<b>8.5</b>
Nearby parks offering similar programming (1-many, 10-few)	8	3	8	5	9	7	9	8	8	9	8	9	8	9	9
Potential programming range	8	3	8	3	5	6	9	9	6	6	8	10	8	4	8
<b>Community Benefit (max 10)</b>	<b>9</b>	<b>8</b>	<b>7.5</b>	<b>6</b>	<b>8.5</b>	<b>4</b>	<b>9</b>	<b>10</b>	<b>8.5</b>	<b>8.5</b>	<b>9</b>	<b>10</b>	<b>9.5</b>	<b>8</b>	<b>10</b>
Potential catchment area	9	8	8	6	9	5	9	10	8	9	9	10	9	8	10
Potential to be major community asses/icon	9	8	7	6	8	3	9	10	9	8	9	10	10	8	10
<b>Total Community Impact Score</b>	<b>8.6</b>	<b>6.3</b>	<b>7.7</b>	<b>5.8</b>	<b>7.8</b>	<b>5.3</b>	<b>9.1</b>	<b>9.2</b>	<b>8.2</b>	<b>8.3</b>	<b>8.4</b>	<b>9.5</b>	<b>8.8</b>	<b>6.3</b>	<b>8.7</b>

Matchline

# PARKS & RECREATION MASTER PLAN

	Halifax Harbor	Henry Lee Park	Jackie Robinson Ballpark	Joe Harris Park	James Huger Park	Josie Queen Tot Lot	Lenox Park	Live Oak Park	Municipal Stadium	North Street Park	Oleander Park	Peninsula Park	Raynor Park	Samuel Butts Park	Seabreeze Bridge Park	Schnebly Center	Shangri-La Park	Sickler Park	Suburbia Park	Sunnyland Park	Thames Ave. Park	Tusawilla Park	YSG Center	36 S. Halifax	City Island Rec. Hall	Total
	8.8	8	8.8	8	7.3	7	9.3	8	5.3	8.3	8.8	8.5	7.0	7.5	6.8	9.3	8	7	8	9.3	6.8	9	8.8	7.8	3.5	7.7
	10	8	10	9	9	7	9	8	8	9	9	9	9	8	7	10	8	8	7	10	6	10	9	8	5	
	8	9	8	9	10	9	10	9	1	9	10	10	2	7	6	9	9	6	9	9	8	8	9	8	3	
	10	9	10	8	8	7	8	8	4	9	9	6	7	8	8	9	8	7	9	10	6	10	9	8	5	
	7	6	7	6	2	5	10	7	8	6	7	9	10	7	6	9	7	7	7	8	7	8	8	7	1	
	9	5	7	5	2.5	4.5	9	7	6	4.5	4	8.5	9.0	7	7.5	8	6	6.5	6.5	7	6.5	7.5	6.5	6.5	1.5	6.5
	8	6	8	4	2	4	10	6	8	6	6	9	10	8	7	9	5	7	7	6	7	7	9	6	1	
	10	4	6	6	3	5	8	8	4	3	2	8	8	6	8	7	7	6	6	8	6	8	4	7	2	
	10	6	10	7	6.5	6	8	7.5	8	6.5	5	8	9.5	8	8	8.5	7	8	6.5	8	6	9.5	8.5	8.5	4.5	7.7
	10	6	10	7	8	6	8	8	8	7	5	8	9	8	8	8	7	8	6	9	6	9	8	8	5	
	10	6	10	7	5	6	8	7	8	6	5	8	10	8	8	9	7	8	7	7	6	10	9	9	4	
	9.3	6.3	8.6	6.7	5.4	5.8	8.8	7.5	6.4	6.4	5.9	8.3	8.5	7.5	7.4	8.6	7	7.2	7	8.1	6.4	8.7	7.9	7.6	3.2	7.3

## 4.2 Priority Projects & Strategic Approach

Discussed in Chapter 3, the stakeholder meetings, public outreach meetings, online survey, and the Needs Assessment Survey all outlined a variety of top priority desires requested by City of Daytona Beach residents. Overwhelmingly, and generally, residents indicated a high rate of park usage and a high rate of parks and recreation system satisfaction related to quantity and quality of the parks and programs currently offered.

Across all public outreach efforts performed, the most common responses received for future park/facility improvement and development were:

- Beach Access
- Passive parks with shade trees inclusive of walking paths
- Large community parks with active, sport-focused fields/courts

Additionally, the most common responses received for future park/facility programming were:

- Adult fitness and wellness programs
- Senior programs
- Special events

From a professional parks master planning perspective, over the past 10 months the Castle Bay planning team deeply investigated and studied the city-wide parks and recreation system in terms of parks/facilities and programming options currently offered. The following are key points identified in evaluating these spaces and offerings. These key points are followed by a listing of Priority Projects and a Strategic Approach outlined to be a foundational tool for the City of Daytona Beach as they chart a course forward over the next 15-20 years related to the planning, design, construction, and operations and maintenance of their City's parks and recreation system.

### Key Points & Observations:

#### Facilities Recommendations

1. The city should consider adopting a basic policy of providing approximately 1 square foot per resident for indoor community center space with a goal of serving a market area of approximately 15,000-20,000 residents per center. While the City is technically currently meeting this standard, two of the five community centers are not typical community centers in regards to the programming typically desired within a community center. For example, Sunnyland Community Center at less than 3,000 square feet is not large enough and does not have the diversity of amenities to effectively serve the community now or in the future. Additionally, the YSG Center focuses primarily on youth education. A highly-desired component no doubt, but the center does not offer the community much beyond this specific focus area. This may require that a new facility be located at another site close to the existing center.
2. Before, or parallel to, building any new community centers or other indoor facilities, the existing centers should be upgraded. This is particularly true for the Schnebly Community Center.
3. The city is already committed to the neighborhood community center plan in principle and, despite the inherent costs and inefficiencies, is the most realistic approach to pursue in the future. With this concept, a community center should be a building of 20,000 to 40,000 square feet that includes both active use (gyms, fitness areas, etc.) as well as more passive multipurpose space. Any new community centers should be located with other outdoor park amenities and/or an aquatic center when possible.
4. For aquatics, the city should consider adopting a basic policy of providing approximately .5 square foot of water surface area per resident for indoor and/or outdoor aquatic space with a goal of serving a market area of approximately 30,000-35,000 residents per center. The city is not currently meeting this standard.

5. The city should continue the regional approach to providing outdoor aquatic facilities where two to three larger centers (like Cypress Aquatic Center) are developed in the community. With the regional aquatic center concept, the following changes and additions will need to be made to existing facilities.
  - No new neighborhood based aquatic centers (like Campbell Aquatic Center) should be built. If there is a continued need to provide some type of water opportunities on a more local level, then the city should build splash pads in several key parks. These would include interactive water features and a restroom facility.
  - In certain areas of the community, pools offered by other providers (HOA's) could fill the role of neighborhood pools.
  - The city should explore the possibility of building one additional regional pool in the more western area of the community. If this center is built it should have a strong recreational orientation.
  - Ideally a new regional aquatic center should be built with other community amenities such as a community center or active use park.
  - A desire to have an indoor aquatic center has been expressed by the community. A feasibility study should be considered to determine the possible demand and use for this type of facility as well as the capital and operational requirements. Only one indoor aquatic center should be built in the community by the city.
6. The community survey indicated the desire for an environmental education center in the community. The need and demand for this type of facility should be studied further before moving forward with any additional planning.
7. It is critical that existing recreation facilities (both indoor and outdoor) provide opportunities to meet existing program demands including:
  - Youth sports, especially football and basketball
  - Aquatic activities
8. Any new or existing parks and recreation facilities (indoor or outdoor) should address other program needs from the survey that include:
  - Adult fitness and wellness
  - Senior programs
  - Special events
  - Counseling and mental health services
  - Cultural arts
    - Adult performing arts
    - Enrichment
    - Adult visual arts
  - Environmental education
    - Nature camps
  - Adult sports leagues
  - Stem classes
9. Complete an athletic field capacity analysis to determine the accepted level of use for existing and new fields. Establish an annual hourly level of use ceiling for fields to minimize turf damage and keep fields playable.
10. Develop an updated athletic field use policy to determine priorities of use, use requirements and fees for use. The athletic field use requirements should include the following from any youth sports user groups:
  - Organization is a recognized 501(c)3, other public entity.
  - There is an established board of directors, and the organization is managed by a set of bylaws.
  - The organization has adequate liability insurance.
  - Program participation by sport and season for the past 3 years.
  - Background checks for all coaches, staff, and volunteers
  - Coaches' training/certification program
  - Concussion/injury protocols
  - Participant/coaches/spectator code of conduct
  - There is an emergency action plan
11. Develop a detailed deferred maintenance list for all city owned facilities
  - Prioritize needed improvements by facility and overall
  - Determine ADA required improvements
  - Develop a funding plan

12. General operational requirements for city facilities should include:
  - Operations and management plan
  - Continuity of operations plan
  - Maintenance plan specific to the facility
  - Safety and security protocols
  - Emergency action plan
  - Staffing requirements
    - Minimum level of staffing
    - Background checks
  - User code of conduct
13. General requirements for any contract management should include:
  - Operations and management plan
  - Maintenance plan (if not city maintained)
  - Safety and security protocols
  - Emergency action plan
  - Staffing requirements
    - Minimum level of staffing
    - Background checks
  - User code of conduct
  - A quarterly and annual report that tracks specific performance characteristics.
14. The city should have current operational and management agreements for all facilities that are being contract operated and/or maintained.
  - Boys & Girls Club
  - Volusia County Council on Aging
15. Develop an overall maintenance plan for city facilities based on an expected level of service and required maintenance tasks. Each facility or park should also have their own specific maintenance plan.
16. Develop a comprehensive asset management system for all facilities as well as a capital lifecycle replacement plan in areas where they do not currently exist.
17. Parks and Recreation should develop basic priorities of use for community centers to guide how and when amenities will be used.
18. The Parks and Recreation Department needs to develop an overall Emergency Action Plan for all recreation facilities (indoor centers, pools and parks/athletic fields) and specific EAP's for each of the major facilities noted prior.
19. Background checks should continue to be completed for each patron that enters a recreation facility for the first time but there should be a requirement that this is updated every two years.
20. Any renovation or expansion to community centers should include the addition of storage to deal with the current inadequate levels.
21. Before any new community recreation facility is constructed a formal feasibility study should be completed that examines the following:
  - Need for the facility in the area of the community it would be built.
  - Focus of the facility by function and age (senior, youth, adults, family).
  - Possible impact on other existing city facilities.
  - Specific amenities to be included based on the programs and services that are planned for the facility.
  - Parking and other support amenities that are required for the center.
  - Capital cost estimate.
  - Operational cost projections including staffing and maintenance requirements.
  - Determine use and revenue projections for general facility use, programs, and rentals.
22. It is critical that each recreation facility tracks its overall use numbers on at least a monthly basis with yearly totals. The types of uses (drop-in, programs, rentals and special events) should also be part of the tracking numbers when possible. This will provide the Parks and Recreation Department with better operational data.
23. Parks and Recreation staff as well as Public Works and Facilities Maintenance staff should be actively involved with design review for any major renovation, expansion, or new facilities. This should also include projections for future operations and maintenance costs.

# PARKS & RECREATION MASTER PLAN

## Program Recommendations

The City of Daytona Beach will need to determine the areas of focus for future recreation programming efforts based on the level of financial and resource commitment that it wants to make to recreation programs and services.

### Establish a Programming Philosophy

Parks and Recreation should develop an overall basic programming philosophy with the following objectives:

- The city needs to continue to increase the number of recreation programs that are offered to the residents of the community.
- The city will not be the sole primary provider of recreation programs and services that are available to the community but will coordinate these efforts to ensure that adequate recreation services are obtainable.
- Some core programs will be coordinated on a city-wide basis, while others will be organized on an individual facility or neighborhood basis.
- Develop partnerships with other providers to bring a full spectrum of recreation programs and services to the community.
- For recreation programs and services that occur at city facilities develop an approach that relies on:
  - Parks and Recreation staffed programs in key program areas
  - Contract provided programs where revenues are shared
  - Rental of space to other providers for their programs
- Ensure that recreation program and service opportunities (regardless of who provides them) are available to all ages, incomes, abilities, gender, and ethnic groups in an equitable and inclusive manner.
- Provide recreation programs and service opportunities in strategic locations throughout the city.
  - Understand that there are diverse areas of the community that will have different program needs and expectations. This includes the beach area, the central area and the western portion of the community.
- Ensure that recreation program and service

opportunities are available in areas of interest that are identified as a need in the community.

- City recreation and program service offerings will respond to identified community needs in a cost effective and efficient manner.

### Develop a Program Plan

Based on the programming philosophy, develop a basic department wide program plan that includes the general direction of recreation programming for the next 5 plus years and a neighborhood or individual center plan that is updated every 2 years. This would include the following tasks:

- Establish the basics of the plan:
  - Determine which programs will be primarily offered by city staff. This currently includes:
    - Youth sports
    - Summer camps
    - After school programs
    - Community special events
    - Seniors (Senior Oasis)
    - Gymnastics
  - Determine city-wide programming responsibilities
    - Establish the delivery method as a hub and spoke concept:
      - Programming guided on the city level. This is likely:
        - Aquatics
        - Athletics
        - Special events
        - Summer camps/After school
        - Seniors
      - Programming delivered on a neighborhood level out of individual centers/parks when possible.
        - Other programming
      - Core programming will be primarily provided in-house by Parks and Recreation staff or contractual staff under Department supervision.
      - Other programming will be provided by contract staff or other organizations and entities.

- Determine neighborhood based programming responsibilities
    - The Recreation Specialist/Leader develops a detailed specific program plan for their facility. Staff are responsible for not only the development of the plan but for its implementation and evaluation on an annual basis.
    - Future programming input is gathered from the residents of the region on a 2-year cycle.
      - Community meetings/focus groups are administered on a neighborhood basis
  - Ensure there are programming contracts with existing organizations and explore possible contracts with other providers for specific program areas when possible.
  - Contracts with other providers should clearly identify specific roles and expectations as well as limits to facility scheduling, fees, and operations. Partnerships with organizations should reflect the needs and culture of the specific markets they will be providing the services for. Other contract requirements should include:
    - Program plan
    - Safety and security plans
    - Participant/spectator code of conduct
    - Background checks for all staff and volunteers
    - Quarterly and annual reports on program numbers and participants
    - Youth sports – coaches training program and concussion protocol
  - For those program areas where there are not contracts, utilize other providers on a referral and clearinghouse basis. This could involve promotion of their activities, coordinating of some programs, and permitting of facilities. However, this process needs to be closely managed to be successful.
  - Continue to provide programs in the core areas of:
    - Youth Sports
    - Summer camps
    - After school programs
    - Community Events
    - Seniors (Senior Oasis)
    - Gymnastics
    - Tennis
  - Based on the public process and especially the survey, the recreation programs that need to have an enhanced focus in the future include:
    - Adult fitness and wellness
    - Senior programs
    - Special events
    - Counseling and mental health services
    - Cultural arts
      - Adult performing arts
      - Enrichment
      - Adult visual arts
    - Environmental education
      - Nature camps
    - Adult sports leagues
    - Stem classes
  - Ensure that recreation programs are available for specific demographic groups including:
    - Youth – Programs that serve a variety of interest areas beyond just sports including after-school and childcare.
    - Teens – Activities designed specifically for teens that are both organized and drop-in in nature.
    - Older Adults – Programs and services that serve a wide range of the older adult age category, including an appeal to the younger more active based senior.
    - Intergenerational/Multi-generational – Offering programs and services that have an appeal to multiple generations or across generations,
    - Ethnic/Culturally Based – There should be an effort to offer programs and services that are appropriate for the cultural orientation of the area.
  - For other organizations and recreation providers in the area, clearly identify areas of programmatic responsibility to ensure that there is not overlap in resource allocation.
- Other*
- Establish clear staffing and operational budget requirements for the Parks and Recreation Department

to support the program plan.

- Continue to track program trends on a regional and national basis to ensure that program offerings are current and reflect the opportunities that are available.
- There will need to be a much stronger emphasis on basic performance measures to track recreation programming effectiveness. This includes the following for both city programs as well as those that are contracted:
  - Registration and/or participation rates for every program
  - Rates of fill for programs and activities (capacity vs. actual numbers).
  - Resident and non-resident participation rates
  - Participation numbers and comparisons to past years/seasons.
  - Rate of program cancellations (should be between 15% and 20%)
  - Evaluations from participants.
- Maintaining a strong programming emphasis will require a department wide marketing plan.
- Establishing a comprehensive fee policy to guide fee setting for recreation programs and services will be essential.
- Having comprehensive policies in place that provide a framework for program administration, development, and implementation is an important management tool. Some examples of policies could include:
  - The need for every new program or service to develop a program proposal form to determine the direct cost of offering the activity as well as the minimum number of registrants needed to conduct the program. This proposal form should also evaluate the need for the program, its market focus, and the ability to support the program plan and priorities of the Department.
  - Follow up when each program or service is completed, with a program report that itemizes the exact cost (and possible revenues) that were generated by the program and the number of individuals served. This will determine if the program or service met its financial goals and also its service goals.

- All in-house programs should have strict minimum numbers of registrants that ensure enrollment, budget and revenues are adequate and there is the best use of space and time at Department facilities.
- A lifecycle analysis of the Department's recreation programs and services needs to be undertaken where program registrations by interest area are tracked and reviewed on a seasonal basis. Programs should be slotted into the following categories:
  - New – programs in the start-up phase that are just starting to build in popularity.
  - Mature – programs that have consistent high levels of registrations and are still growing in popularity.
  - Old – programs that are seeing a decline in popularity.

Program offerings should be reasonably distributed among the three areas noted to have a healthy and vibrant programming focus. Programs that are in the old category should ultimately be changed, updated or discontinued.

- Critical to growing recreation programs and services, is the assurance that participants safety and security is being addressed on an on-going basis.
- Coordinate arts and special events programming with the city's Arts & Entertainment Division to enhance community recreation opportunities and limit overlapping services.

### Priority Projects

Utilizing the Park Scores from Chapter 2 and the Community Impact Scores outlined previously we can prepare a simple equation which yields the delta (the difference) between the two scores. The higher the delta, the more critical the need to prioritize improvements to the given park space resulting in greater "community impact". For example, the park space with the highest delta was determined to be Derbyshire Park. Derbyshire had a Community Impact Score of 9.5 representing massive potential beyond what it provides for the community today. Derbyshire also had a Park Score of 4.7 representing one of the most underperforming park spaces in the entire City. Given the current low score and the high potential score we simply subtract the Park Score (4.7) from the Community Impact Score (9.5) resulting in a delta of 4.8, which is the highest delta among all parks and recreation facilities City-wide and thereby being ranked #1 on the list of Priority Projects, see Figure 4.3

### Strategic Approach

Historically, the majority of Parks & Recreation Master Plans organize project recommendations into categories based on somewhat arbitrary time frames such as "Phase I Projects: 0-5 years" and "Phase II Projects: 5-15 years", etc. In our experience, attaching these time frames builds in unnecessary and impractical forecasts given the variability and volatility of annual budgets, local and national economic swings, unforeseen conflicts which arise from time to time, political changes, community demographic shifts resulting in parks and recreation need shifts, and so on. As a result, the Strategic Approach outlined below is categorized into "tiers" of priorities based initially on the recommendation scoring matrix shown in Figure 4.3, with added detail and recommendations provided in Figure 4.4 speaking to the geographic distribution of priority projects across the City, the approximated cost range, brief narrative of recommended improvements, and approximated annual operations and maintenance costs associated with the proposed improvements. These tiers are organized into the following three categories:

- **High Priority:** Projects which represent the highest positive impact to the community if/when completed. Again, this is based on the delta between their Community Impact Score and their existing Park Score.
- **Medium Priority:** Projects which represent clear need for improvement(s), and while those improvements would be highly beneficial to the given park/facility, they are not considered as critical as the High Priority projects.
- **Low Priority:** Projects which represent very minor, if any, need for improvement at this time. Many of the parks/facilities in this category have been recently (2023/2024) constructed and/or renovated. Being said, detail for parks/facilities in this category are not shown.

# PARKS & RECREATION MASTER PLAN

Priority Projects & Recommendation Matrix (Fig. 4.3)

Park/Facility	Comm. Dist.*	Community Impact Score - Park Score	Priority Ranking (Delta)
Derbyshire Park	MN	9.5 - 4.7	4.8
Live Oak Park	MS	7.5 - 4.4	3.1
Golf Club	MS	8.7 - 6.1	2.6
36 S. Halifax Park	B	7.6 - 5.1	2.5
Peninsula Park	B	8.3 - 5.9	2.4
Raynor Park	WC	8.5 - 6.3	2.2
Halifax Harbour	D	9.3 - 7.2	2.1
Tuscawilla Park	MS	8.7 - 6.6	2.1
Thames Ave. Park	B	6.4 - 4.4	2
City Island	D	9.2 - 7.4	1.8
Seabreeze Bridge Park	B	7.4 - 5.7	1.7
Josie Queen Tot Lot	MN	5.8 - 4.1	1.7
Shangri-La Park	WC	7.0 - 5.4	1.6
Sickler Park	D	7.2 - 5.7	1.5
Schnebly Center	B	8.6 - 7.4	1.2
Lenox Park	B	8.8 - 7.7	1.1
Bethune Point Park	D	8.6 - 7.6	1
Jackie Robinson	D	8.6 - 7.6	1
Cherry Center	MN	9.1 - 8.2	.9
Sunnyland Park	MN	8.1 - 7.3	.8
Breakers Park	B	7.7 - 7.0	.7
Cypress Aquatic	MN	8.4 - 7.6	.7
Campbell Aquatic	MS	7.8 - 7.1	.7
North Street Park	MN	6.4 - 5.8	.6
Municipal Stadium	WC	6.4 - 5.9	.5
Dickerson Center	MS	8.8 - 8.6	.2
Samuel Butts Park	MS	7.5 - 7.5	0
Buddy Young Park	MN	5.8 - 5.8	0
YSG Center	MN	7.9 - 8.1	-2
Joe Harris Park	MN	6.7 - 6.9	-2
Suburbia Park	MN	7.0 - 7.2	-2
Colin's Park	B	8.2 - 8.5	-3
Cedar Highlands Park	MN	5.3 - 5.9	-6
Daisy Stocking Park	MN	8.4 - 9.1	-7
Boardwalk & Band.	B	6.3 - 7.2	-9
Florida Tennis Center	WC	6.3 - 7.4	-1.1
City Island Rec. Hall	D	3.2 - 4.7	-1.5
Henry Lee Park	MS	6.3 - 8.0	-1.7
Oleander Park	B	5.9 - 7.6	-1.7
James Huger Park	MS	5.4 - 7.5	-2.1

\* B Beachside MN Midtown North MS Midtown South  
D Downtown WC West City

Parks & Facilities Recommendations (Fig. 4.4)

Park/Facility	Comm. Dist.*	Cost**	Primary Improvements Summary	Annual O & M***
Derbyshire Park	MN	\$\$\$\$\$	High-quality, sport field/court focused, future community center location	\$\$\$
Live Oak Park	MS	\$\$	Highly amenitized, multi-generational neighborhood park	\$
Golf Club	MS	\$\$\$	Reduce to 18-Hole course, convert remaining half to sports complex (improve LoS)	\$\$
36 S. Halifax Park	B	\$\$	Neighborhood park, focus on access to non-motorized waterborne activities (ICW)	\$\$
Peninsula Park	B	\$\$	Neighborhood park, focus on access to non-motorized waterborne activities (ICW)	\$
Raynor Park	WC	\$\$	Future potential passive park (trails/hiking, biking, guided wildlife tours and programs)	\$
Halifax Harbour	D	\$\$\$	Recenter/incentivize comm. focus, vision: highly amenitized, iconic waterfront park	\$\$\$
Tuscawilla Park	MS	\$\$	Expand passive park programming, consider master plan for community event venue	\$\$\$
Thames Ave. Park	B	\$\$	Develop multi-generational neighborhood park	\$
City Island	D	\$\$\$	Redevelop towards vision of highly amenitized, multi-generational, waterfront park	\$\$
Seabreeze Bridge Park	B	\$\$	Build upon existing boat ramp with enhancements towards typical park-like amenities	\$
Josie Queen Tot Lot	MN	\$	Neighborhood park, focus on high-quality, singular play feature and beautification	\$
Shangri-La Park	WC	\$\$	Renovation towards more dynamic, amenitized neighborhood park	\$
Sickler Park	D	\$	Build upon recent improvements with beautification enhancements + programming	\$
Schnebly Park	B	\$\$\$	Focus on major building renovation, consider gymnastics facility expansion	\$\$
Lenox Park	B	\$\$	Expand park elements and programming beyond current dog park focus	\$
Bethune Point Park	D	\$	Improvements to waterborne activity facilities, addition of small-footprint sport courts	\$
Jackie Robinson Ballpark	D	\$	Perimeter areas feel dated and unattractive with limited aesthetic/functional appeal	\$
Cherry Center	MN	\$\$	Additional recreation facilities to exterior (sports fields/courts, fitness trail expansion)	\$\$
Sunnyland Park	MN	\$	Continue renovation improvements towards goal of well-amenitized neighborhood park	\$
Breakers Park	B	\$	Renovation needed, focus on additional park elements and beautification	\$
Cypress Aquatic	MN	\$\$	Expansion of aquatic facilities including lap pool, kids pool, and splash pad	\$\$\$
Campbell Aquatic	MS	\$\$	Renovation/expansion of aquatic facilities (lap pool, kids pool, and splash pad)	\$\$\$
North Street Park	MN	\$	Currently one dimensional usage, add central play feature + landscaping	\$
Municipal Stadium	WC	\$\$	Improvements needed to entry sequence and parking facilities	\$

\* B Beachside MN Midtown North MS Midtown South  
D Downtown WC West City

\$	> \$500k
\$\$	\$500k - \$2m
\$\$\$	\$2m - \$5m
\$\$\$\$	\$5m - \$10m
\$\$\$\$\$	\$10m+
** Cost Range	

\$	> \$250k
\$\$	\$250k - \$500m
\$\$\$	\$500k - \$1m
*** Annual O & M Range (Annually)	

Note: Estimated costs shown in Figure 4.4 are very preliminary and based on generalized 2024 construction costs and design consultant hourly rates required to design, permit, and construct park facilities. Ultimately, the City will need to prepare preliminary feasibility studies, master plans, and/or site plans in an effort to establish actual, current-day construction budgets for any of the park facility improvement projects outlined in this Chapter.

The operational cost estimates are preliminary and general in nature and represent the net cost (minus any earned income). The estimates are based on 2024.



## Other Operational Cost Estimates

In addition to the operational and maintenance cost estimates associated directly with the improvements to parks and other amenities shown in Figure 4.4, there are more general operational estimates associated with the implementation of the parks and recreation master plan.

**Parks & Recreation:** To improve operations and increase services to the community there will need to be a number of recreation positions added that could include a marketing specialist and up to two recreation specialists to increase the level of programming. Salaries and other operating supplies could be in the range of \$200,000 to \$300,000 annually (based on 2024 costs).

**Public Works:** Additional staff could include an arborist, and two additional parks maintenance staff for general parks maintenance. Salaries and other operating supplies could be in the range of \$250,000 to \$350,000 annually (based on 2024 costs).

**Park Ranger Program:** If the city decides to implement a park ranger program (program coordinator plus two full-time rangers and part-time staff) staffing plus necessary equipment could be in the range of \$400,000 to \$500,000 annually.

### 4.3 Funding Strategies

Funding strategies for the Parks and Recreation Master Plan focuses on the Priority Projects and Strategic Approach by identifying existing funding available for these projects as well as alternative funding the City may consider moving forward. Strategies may include pursuing new grants, grant “stacking”, partnerships with public, private, and non-profit groups, and potentially bonding for future park improvements, all of which are previously leveraged sources utilized by the City.

#### Grants

Over the past several years the City has leveraged multiple grants specifically targeted to provide the supporting funds necessary for the completion of many parks and recreation projects. Given the past success, and while obvious in nature, it is the recommendation of this Parks and Recreation Master Plan to continue the utilization of these grants in supporting the future improvement and development of Priority Projects outlined previously in section 4.2. Figure 4.5 shows existing grant opportunities.

Existing Grant Funding Opportunities (Fig. 4.5)

Funding Program	Grant Amount (\$)	Match Req. (%)	Types of Eligible Elements	Deadline
Daytona Beach Racing & Recreational Facilities Dist. ("Race & Rec")	Varies	0	For Projects within Dist. Boundary that provide Rec. and/or educational value	Jan. & July
FL Inland Navigation Dist. (FIND) Waterways Assistance Program (for local gov't)	up to 50% of Land acquisition Cost	100	Boat Ramps, Launching Facilities, Boardwalks, Fishing Piers, Shoreline Stabilization, and Waterfront Parks	April
Volusia ECHO Program	600k - 2.5m	100	Acquisition, Restoration, Construction, and Improvement of Env./Ecological, Cultural, Historical, and Outdoor Rec. Projects for Public Use.	Nov.

### Additional Funding Considerations

Parallel to the continued pursuit of previously leveraged grants, impact fees, utilization of general funds, CRA redevelopment funds, and CDBG funds there are additional funding pathways and strategies which the City may want to consider pursuing in an effort to maximize a comprehensive financial approach for capital improvement projects related to parks and recreation facility improvement and development. These include:

#### Additional Grants

Dozens of grant opportunities exist depending on a variety of variables including project type, matching needs, and stacking ability. A sampling of these potential grant sources for future investment in capital improvement projects can be found in Figure 4.6.

# PARKS & RECREATION MASTER PLAN

## Grant Stacking

One of the most effective ways a community can approach grant funding is through the identification and grouping of grants of varying levels (federal, state, and local) to support a single project, often referred to as “grant stacking”. Strategic selection and pursuit of multiple grants in this manner can result in one grant providing the matching funds requirement for a second grant, and vice versa.

## General Obligation Bonds

A potential option worth future consideration for larger park development projects is to hold two bond referendums. First, a bond referendum focused specifically on park/facility improvement. Second, a bond referendum focused specifically on land acquisition and development of new parks/facilities. In the previous section, Priority Projects and Strategic Approach, several of the high priority and medium priority projects would require funds in excess of \$5 million for the design, permitting, and construction of each effort, likely out of reach for an annual budget focused on general funds, parks and recreation impact fees, and some minor grants. High priority projects requiring substantial capital for completion, Derbyshire Park for example (\$10m+), will likely require a unique, multi-faceted and proactive approach to identifying and securing the funds required, possibly inclusive of a general obligation bond.

## Additional Grant Funding Opportunities (Fig. 4.6)

Funding Program	Grant Amount (\$)	Match Req. (%)	Types of Eligible Elements	Deadline
Florida Recreation Development Assistance Program (FRDAP)	200k	100	Ballfields, courts, trails, fishing facilities, playgrounds, restrooms, shade structures, lighting, and landscape	Sept.
Florida Recreations Development Assistance Program (FRDAP) (Disabled & Unique Abilities)	500k	0	Any outdoor recreation elements that enhance opportunities for disabled or persons with unique abilities	March
FL Communities Trust (FCT) (Parks & Open Space) - FL DEP	5m	25	Land acquisition of passive and active recreational facilities including those for unique and disabled persons	
Urban & Community Forestry	Varies	100	Tree Planting, Tree Inventory/Assessments	July
Recreational Trails Program (RTP)	200k	25	Trails, trailside, and trailhead facilities	



Demographics	A
Needs Assessment Survey	B
Online Survey	C

**A  
P  
P  
E  
N  
D  
I  
X**



# Appendix A

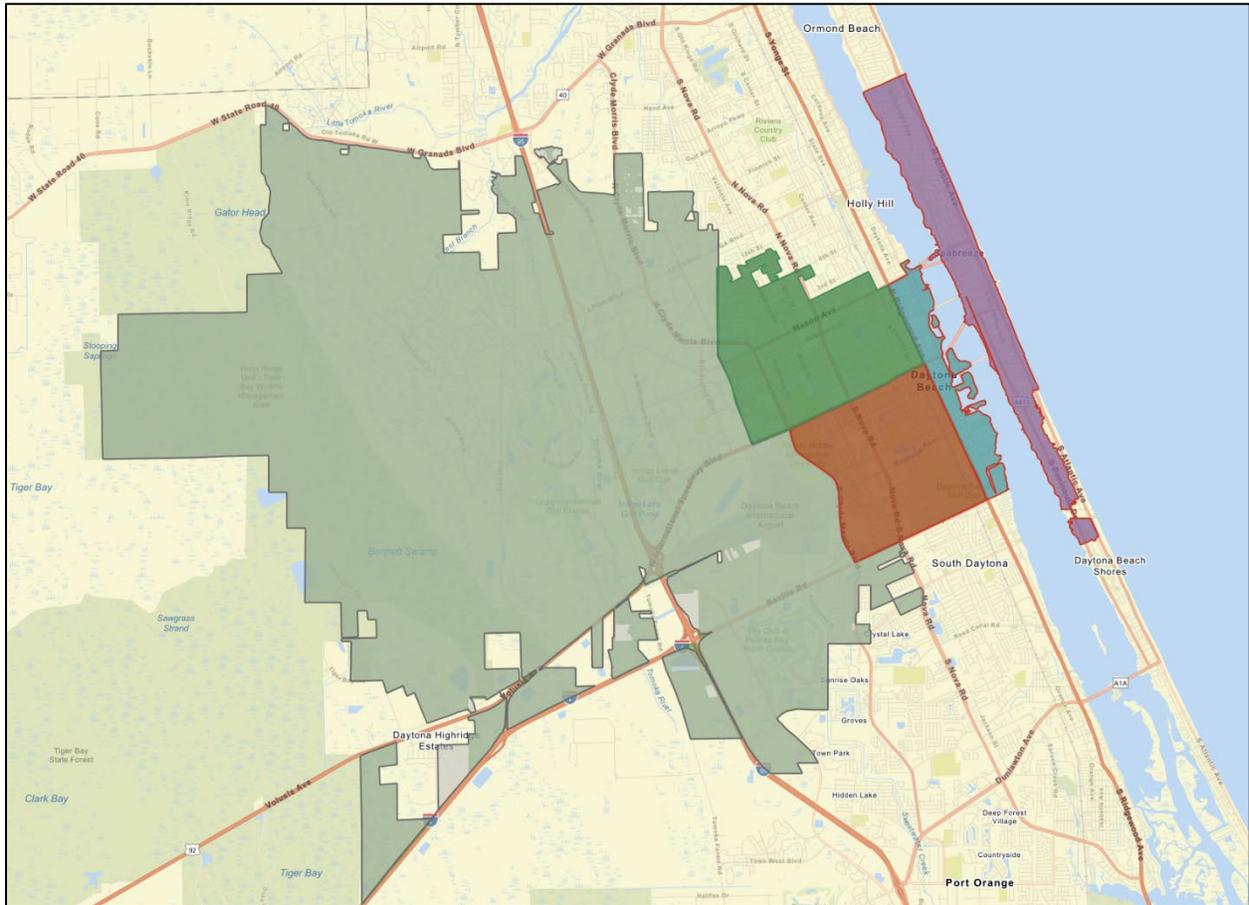
## Demographics

## **Demographic Analysis**

The following is a summary of the demographic characteristics of the City of Daytona Beach, Florida. In addition to the city statistics, the five Community Districts within the city have also been analyzed.

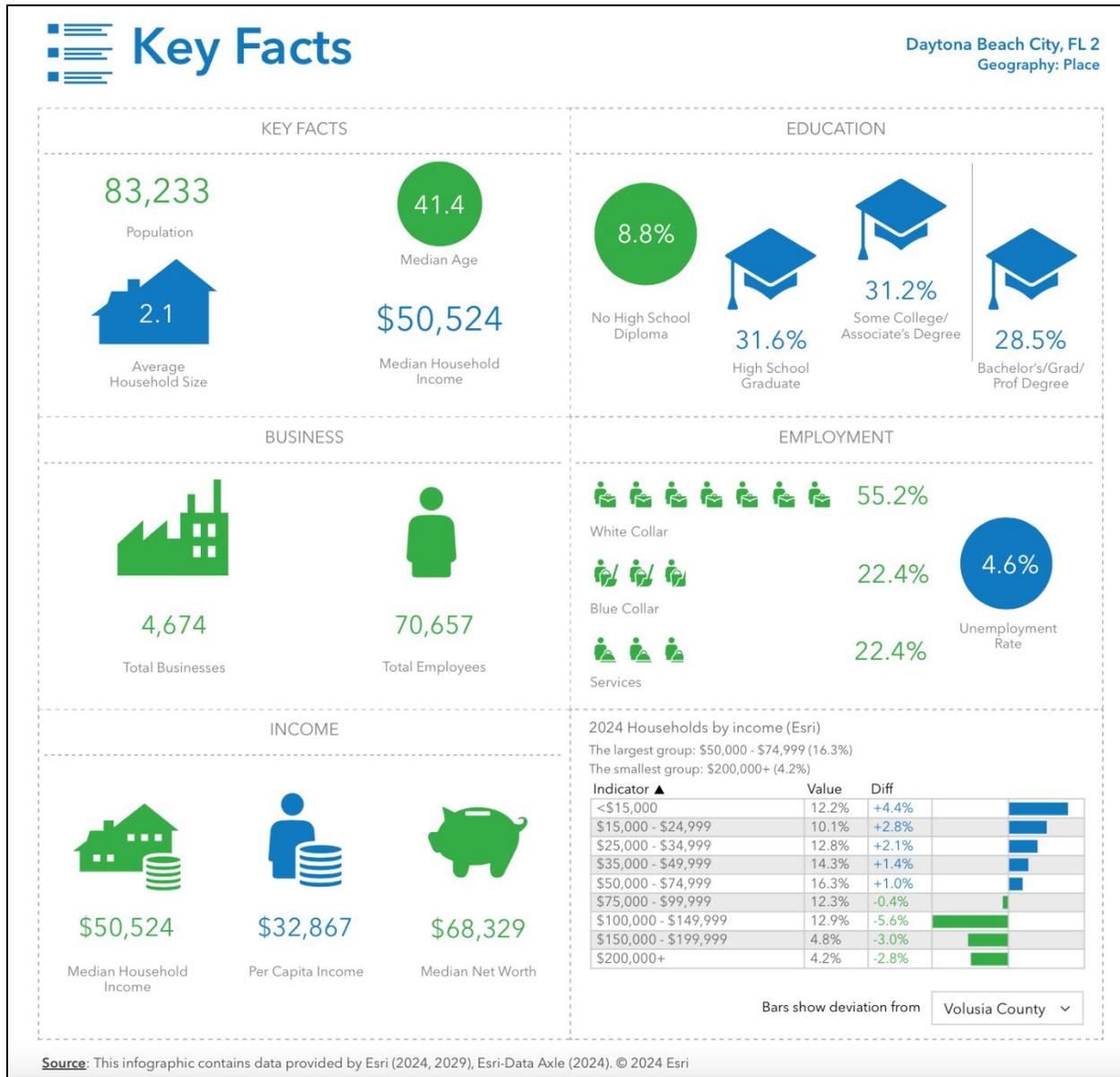
B\*K accesses demographic information from Environmental Systems Research Institute (ESRI) who utilizes 2020 Census data and their demographers for 2024-2029 projections. In addition to demographics, ESRI also provides data on housing, recreation, and entertainment spending and adult participation in activities.

## City Community Districts Map



- Green Boundary – City of Daytona Beach
- Purple Boundary – Beachside Community District
- Blue Boundary – Downtown Community District
- Orange Boundary – Midtown South Community District
- Bright Green Boundary – Midtown North Community District
- Olive Green Boundary – West City Community District

## City Infographic



## Demographic Summary

	City of Daytona Beach	Beachside Community District	Downtown Community District	Midtown North Community District	Midtown South Community District	West City Community District
<b>Population:</b>						
2020 Census	72,734 <sup>1</sup>	12,075 <sup>2</sup>	5,193 <sup>3</sup>	17,793 <sup>4</sup>	11,562 <sup>5</sup>	26,111 <sup>6</sup>
2024 Estimate	83,233	11,893	5,397	18,341	11,634	35,968
2029 Estimate	89,883	12,307	5,469	19,021	11,757	41,246
<b>Households:</b>						
2020 Census	31,194	6,492	2,895	6,133	4,783	10,891
2024 Estimate	36,258	6,554	2,296	6,375	4,831	15,572
2029 Estimate	39,969	6,905	3,028	6,700	4,997	18,302
<b>Families:</b>						
2020 Census	15,291	2,895	955	3,431	2,535	5,515
2024 Estimate	17,671	2,824	928	3,453	2,498	7,991
2029 Estimate	19,727	2,970	954	3,573	2,565	9,619
<b>Average HH Size:</b>						
2020 Census	2.09	1.84	1.65	2.54	2.33	2.03
2024 Estimate	2.08	1.79	1.70	2.51	2.32	2.04
2029 Estimate	2.05	1.76	1.66	2.49	2.27	2.02
<b>Ethnicity/Race (2024 Est.):</b>						
Hispanic	10.4%	9.9%	13.0%	10.5%	11.3%	10.0%
White	54.4%	79.5%	60.7%	24.3%	39.2%	65.5%
Black	30.8%	5.7%	24.4%	62.3%	46.5%	18.7%
American Indian	0.3%	0.4%	0.5%	0.5%	0.3%	0.3%
Asian	2.9%	2.5%	1.5%	1.2%	1.7%	4.6%
Pacific Islander	0.1%	0.1%	0.0%	0.1%	0.0%	0.1%
Other	3.7%	3.4%	5.2%	4.5%	3.6%	3.3%
Multiple	7.8%	8.5%	7.7%	7.2%	8.7%	7.5%
<b>Median Age:</b>						
2020 Census	41.1	55.1	47.9	34.7	36.4	38.1
2024 Estimate	41.4	55.7	48.7	35.0	36.6	40.0
2029 Estimate	43.0	56.9	49.8	35.6	38.0	42.6
<b>Median Income:</b>						
2024 Estimate	\$50,524	\$49,024	\$37,815	\$41,082	\$35,000	\$64,639
2029 Estimate	\$61,855	\$58,716	\$46,839	\$51,720	\$41,728	\$80,263

**Note:** The City of Daytona Beach has a 2024 population of 83,233.

<sup>1</sup> From the 2010-2020 Census, the City of Daytona Beach experienced a 1.7% increase in population.

<sup>2</sup> From the 2010-2020 Census, the Beachside Community District experienced a 0.2% increase in population.

<sup>3</sup> From the 2010-2020 Census, the Downtown Community District experienced a 0.5% increase in population.

<sup>4</sup> From the 2010-2020 Census, the Midtown North Community District experienced a 0.7% increase in population.

<sup>5</sup> From the 2010-2020 Census, the Midtown South Community District experienced a 0.9% increase in population.

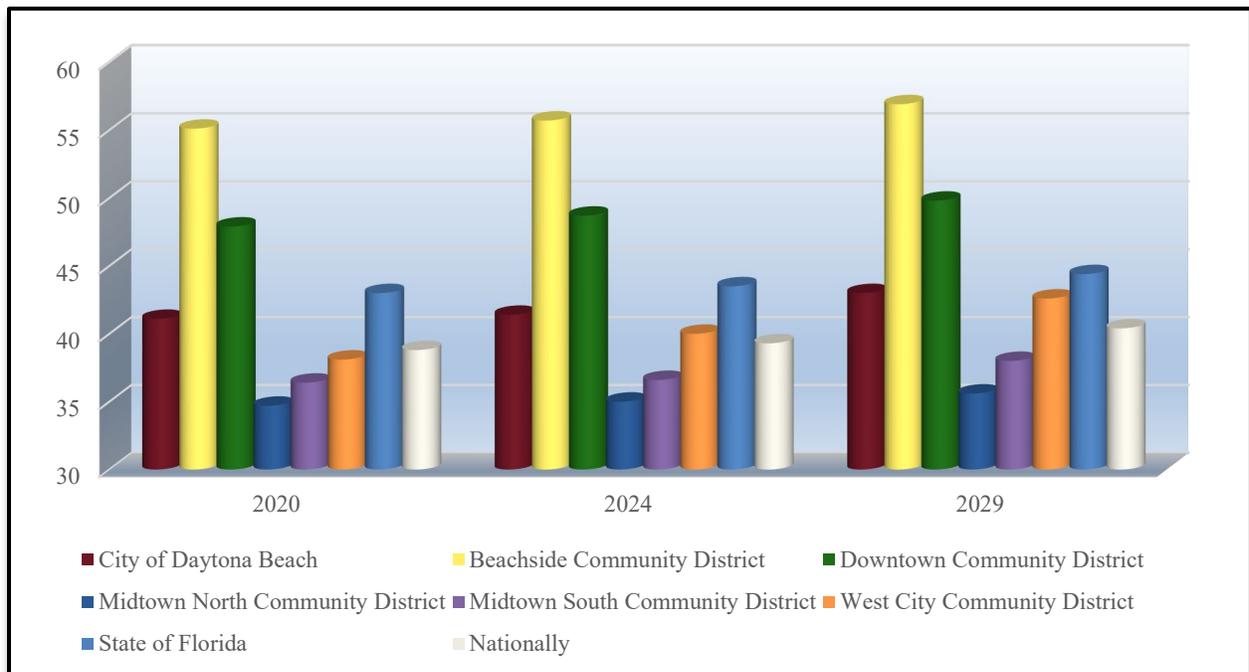
<sup>6</sup> From the 2010-2020 Census, the West Community District experienced a 3.0% increase in population.

**Age and Income:** The median age and household income levels are compared with the national number as both of these factors are determiners of participation in recreation activities. The lower the median age, the higher the participation rates are for most activities. The level of participation also increases as the median income level goes up.

**Table A – Median Age:**

	2020 Census	2024 Projection	2029 Projection
City of Daytona Beach	41.1	41.4	43.0
Beachside Community District	55.1	55.7	56.9
Downtown Community District	47.9	48.7	49.8
Midtown North Community District	34.7	35.0	35.6
Midtown South Community District	36.4	36.6	38.0
West City Community District	38.1	40.0	42.6
State of Florida	43.0	43.5	44.4
National	38.8	39.3	40.4

**Chart A – Median Age:**



The median age in the City of Daytona Beach is higher than the National number but lower than the State. The Community Districts vary from the overall city number. The Beach Community District has the highest median age, and the Midtown North Community District has the youngest population.

**Households with Children:** The following chart provides the number of households and percentage of households with children in the City of Daytona Beach and each of the Community Districts.

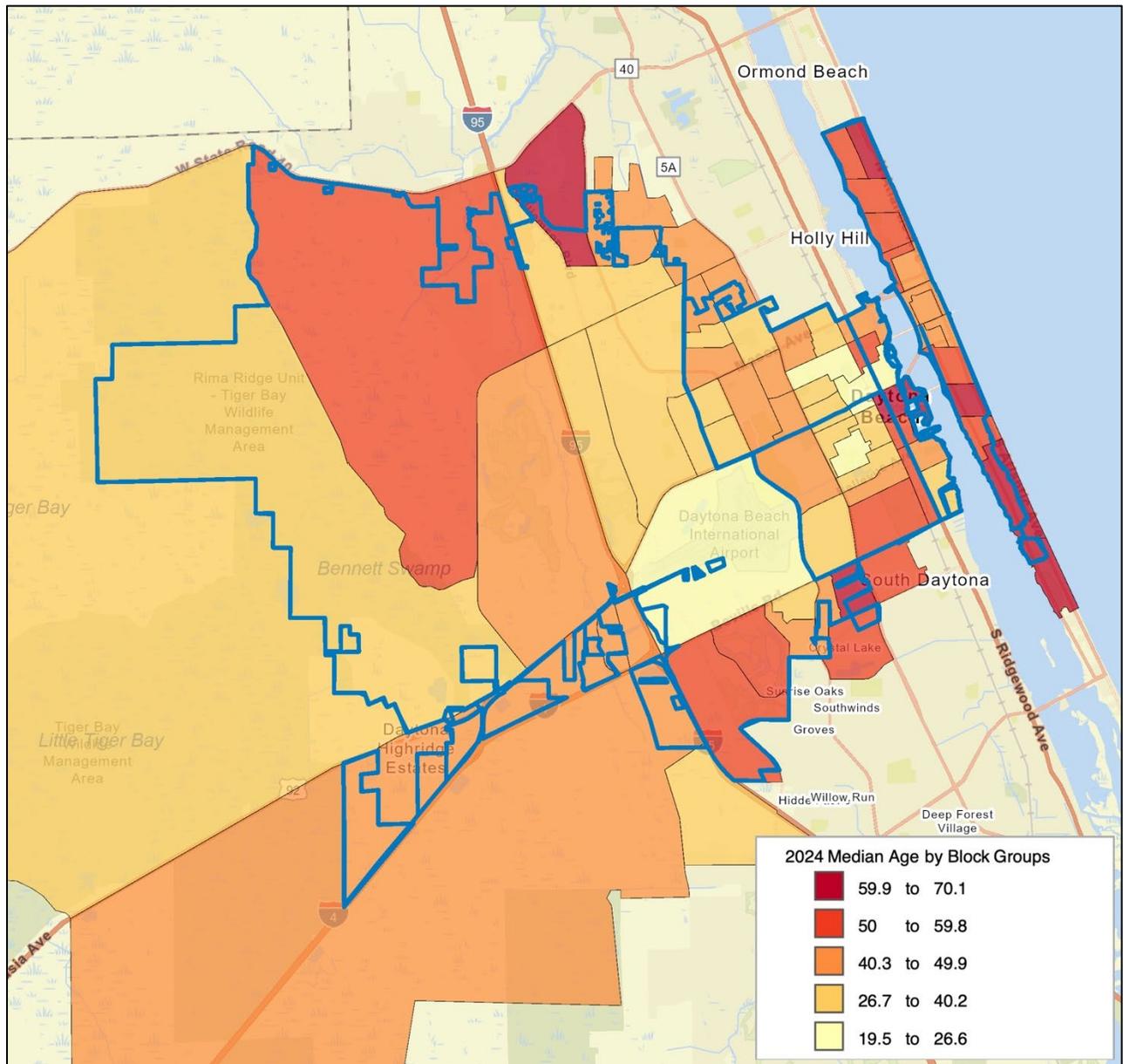
**Table B – Households w/ Children**

	<b>Number of Households w/ Children</b>	<b>Percentage of Households w/ Children</b>
City of Daytona Beach	5,856	18.2%
Beachside Community District	866	13.5%
Downtown Community District	286	10.2%
Midtown North Community District	1,809	27.9%
Midtown South Community District	843	17.6%
West City Community District	1,986	16.8%
State of Florida	-	26.7%
National	-	30.2%

The information contained in Table-B helps further outline the presence of families with children. As a point of comparison in the 2024 USA Projection, 30.2% of households nationally had children present.

It is important to note that the city in general has a low percentage of households with children compared to state and national numbers.

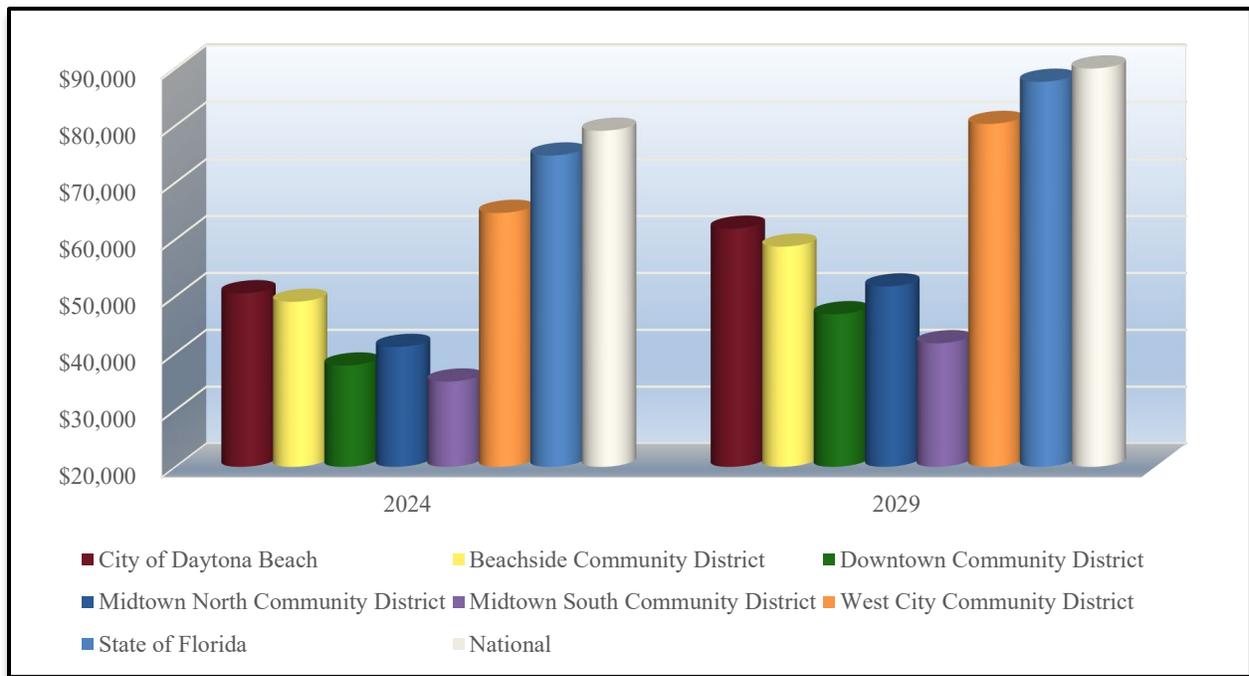
**Median Age by Census Block Group Map**



**Table C – Median Household Income:**

	2024 Projection	2029 Projection
City of Daytona Beach	\$50,524	\$61,855
Beachside Community District	\$49,024	\$58,716
Downtown Community District	\$37,815	\$46,839
Midtown North Community District	\$41,082	\$51,720
Midtown South Community District	\$35,000	\$41,728
West City Community District	\$64,639	\$80,263
State of Florida	\$74,715	\$87,659
National	\$79,068	\$91,442

**Chart B (1) – Median Household Income:**



Based on 2024 projections for median household income the following narrative describes the service area:

In the City of Daytona Beach, the percentage of households with a median income over \$50,000 per year is 50.5% compared to 68.2% on a national level. Furthermore, the percentage of households in the service area with median income less than \$25,000 per year is 22.3% compared to a level of 14.9% nationally.

In the Beachside Community District, the percentage of households with median income over \$50,000 per year is 49.2% compared to 68.2% on a national level. Furthermore, the percentage of

households in the service area with median income less than \$25,000 per year is 20.2% compared to a level of 14.9% nationally.

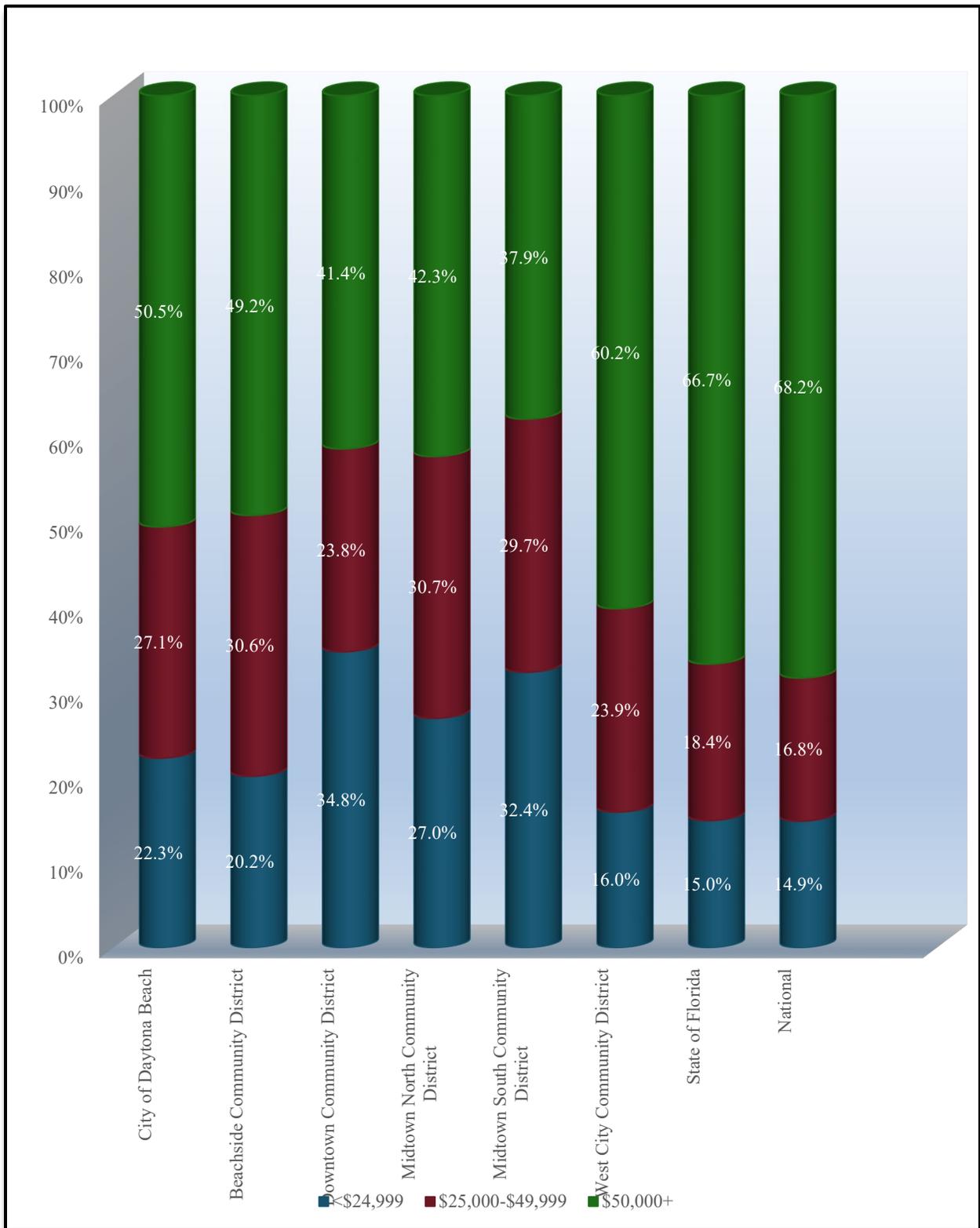
In the Downtown Community District, the percentage of households with median income over \$50,000 per year is 41.4% compared to 68.2% on a national level. Furthermore, the percentage of households in the service area with median income less than \$25,000 per year is 34.8% compared to a level of 14.9% nationally.

In the Midtown North Community District, the percentage of households with median income over \$50,000 per year is 42.3% compared to 68.2% on a national level. Furthermore, the percentage of households in the service area with median income less than \$25,000 per year is 27.0% compared to a level of 14.9% nationally.

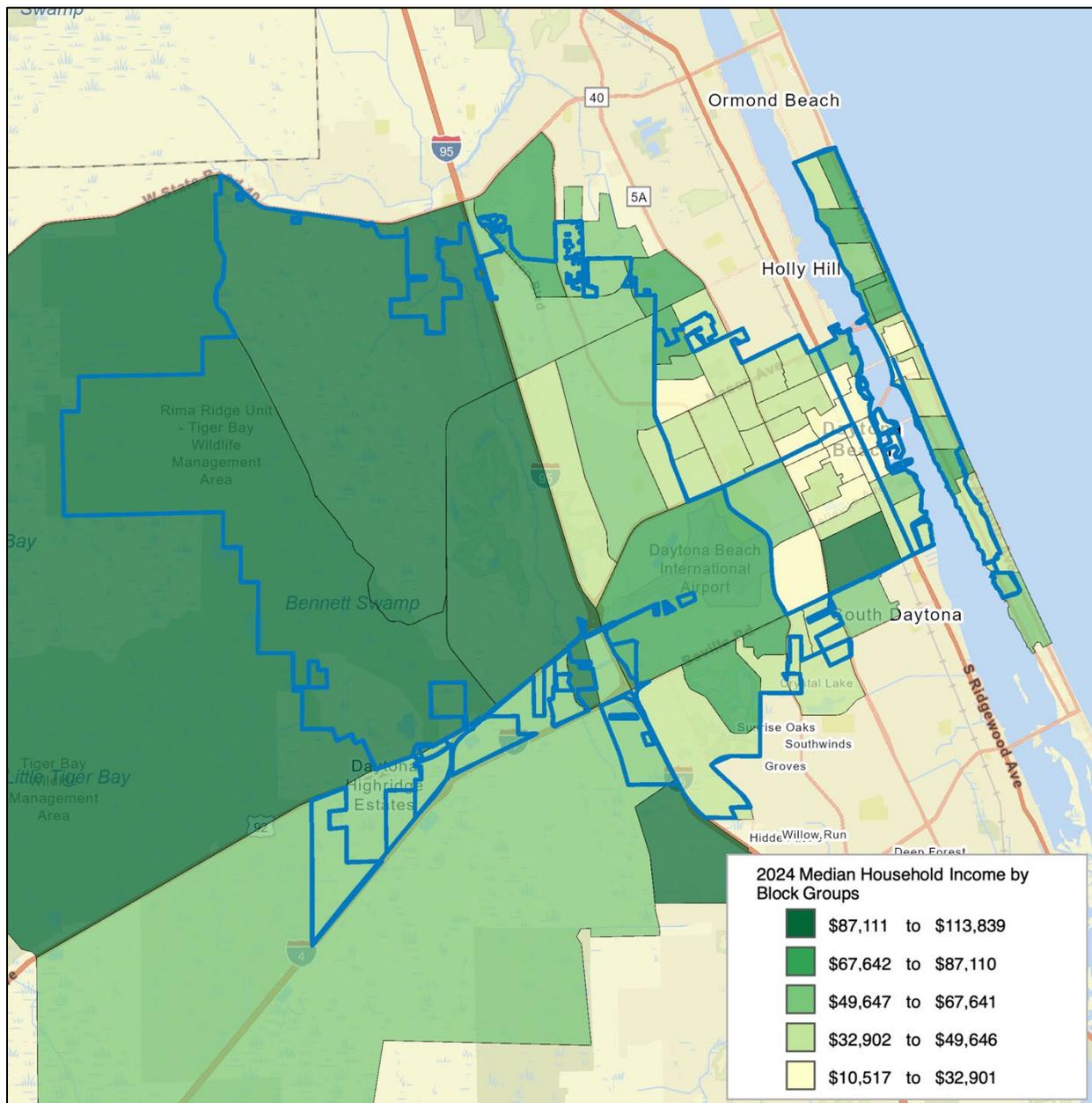
In the Midtown South Community District, the percentage of households with median income over \$50,000 per year is 37.9% compared to 68.2% on a national level. Furthermore, the percentage of households in the service area with median income less than \$25,000 per year is 32.4% compared to a level of 14.9% nationally.

In the West City Community District, the percentage of households with median income over \$50,000 per year is 60.2% compared to 68.2% on a national level. Furthermore, the percentage of households in the service area with median income less than \$25,000 per year is 16.0% compared to a level of 14.9% nationally.

**Chart B (2) – Median Household Income Distribution**



## Household Income by Census Block Group Map



**Household Budget Expenditures:** In addition to taking a look at the Median Age and Median Income, it is important to examine Household Budget Expenditures. Reviewing housing information; shelter, utilities, fuel and public services along with entertainment & recreation can provide a snapshot into the cost of living and spending patterns in the services areas. The table below looks at that information and compares the Community Districts.

**Table D – Household Budget Expenditures<sup>7</sup>:**

<b>City of Daytona Beach</b>	<b>SPI</b>	<b>Average Amount Spent</b>	<b>Percent</b>
Housing	67	\$21,772.96	33.2%
<i>Shelter</i>	66	\$17,720.52	27.1%
<i>Utilities, Fuel, Public Service</i>	68	\$4,052.44	6.2%
Entertainment & Recreation	65	\$2,678.69	4.1%

<b>Beachside Community District</b>	<b>SPI</b>	<b>Average Amount Spent</b>	<b>Percent</b>
Housing	74	\$24,269.13	33.1%
<i>Shelter</i>	74	\$19,758.59	26.9%
<i>Utilities, Fuel, Public Service</i>	76	\$4,510.54	6.1%
Entertainment & Recreation	75	\$3,051.70	4.2%

<b>Downtown Community District</b>	<b>SPI</b>	<b>Average Amount Spent</b>	<b>Percent</b>
Housing	54	\$17,491.53	34.2%
<i>Shelter</i>	54	\$14,396.48	28.2%
<i>Utilities, Fuel, Public Service</i>	52	\$3,095.05	6.1%
Entertainment & Recreation	50	\$2,045.13	4.0%

<b>Midtown North Community District</b>	<b>SPI</b>	<b>Average Amount Spent</b>	<b>Percent</b>
Housing	49	\$16,142.12	32.7%
<i>Shelter</i>	48	\$12,885.77	26.1%
<i>Utilities, Fuel, Public Service</i>	55	\$3,256.35	6.6%
Entertainment & Recreation	49	\$1,996.88	4.0%

<b>Midtown South Community District</b>	<b>SPI</b>	<b>Average Amount Spent</b>	<b>Percent</b>
Housing	48	\$15,567.25	33.2%
<i>Shelter</i>	47	\$12,576.89	26.8%
<i>Utilities, Fuel, Public Service</i>	50	\$2,990.36	6.4%
Entertainment & Recreation	46	\$1,881.09	4.0%

<sup>7</sup> Consumer Spending data are derived from the 2019 and 2021 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2023 and 2028.

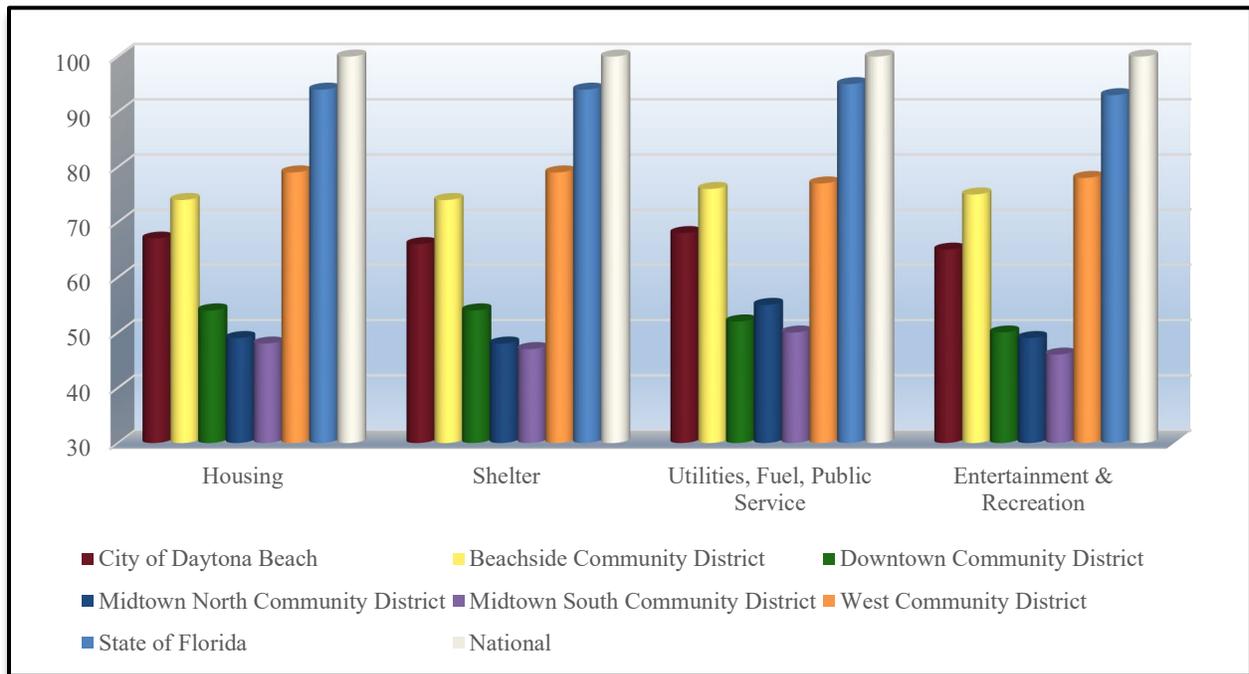
West City Community District	SPI	Average Amount Spent	Percent
Housing	79	\$25,684.57	33.4%
<i>Shelter</i>	79	\$21,067.51	27.4%
<i>Utilities, Fuel, Public Service</i>	77	\$4,617.07	6.0%
Entertainment & Recreation	78	\$3,172.09	4.1%

State of Florida	SPI	Average Amount Spent	Percent
Housing	94	\$30,598.34	33.1%
<i>Shelter</i>	94	\$24,962.26	27.0%
<i>Utilities, Fuel, Public Service</i>	95	\$5,636.09	6.1%
Entertainment & Recreation	93	\$3,821.46	4.1%

**SPI:** Spending Potential Index as compared to the National number of 100.  
**Average Amount Spent:** The average amount spent per household.  
**Percent:** Percent of the total 100% of household expenditures.

*Note: Shelter along with Utilities, Fuel, Public Service are a portion of the Housing percentage.*

**Chart C – Household Budget Expenditures Spending Potential Index:**



The relationship between the median household income and the household budget expenditures is important. It illustrates that the spending patterns of the area are aligning with the resources available. It also illustrates that compared to a National level of the dollars available, the money being spent in the City of Daytona Beach and the Community Districts is lower than the state levels.

**Housing Inventory:** The total number of housing units in 2024 in the City of Daytona Beach is 44,088 and 82.2% are occupied, or 36,258 housing units. The total vacancy rate for the service area is 17.8%. As a comparison, the vacancy rate nationally was 11.6%. In 2020, of the available units:

- For Rent 27.9%
- Rented, not Occupied 2.5%
- For Sale 6.7%
- Sold, not Occupied 3.3%
- For Seasonal Use 43.5%
- Other Vacant 16.1%

The total number of housing units in 2024 in the Beachside Community District is 10,024 and 65.4% are occupied, or 6,554 housing units. The total vacancy rate for the service area is 34.6%. As a comparison, the vacancy rate nationally was 11.6%. In 2020, of the available units:

- For Rent 14.0%
- Rented, not Occupied 1.2%
- For Sale 3.6%
- Sold, not Occupied 2.0%
- For Seasonal Use 71.5%
- Other Vacant 7.7%

The total number of housing units in 2024 in the Downtown Community District is 3,446 and 84.9% are occupied, or 2,926 housing units. The total vacancy rate for the service area is 15.1%. As a comparison, the vacancy rate nationally was 11.6%. In 2020, of the available units:

- For Rent 41.2%
- Rented, not Occupied 3.0%
- For Sale 5.8%
- Sold, not Occupied 2.8%
- For Seasonal Use 30.7%
- Other Vacant 16.3%

The total number of housing units in 2024 in the Midtown North Community District is 7,205 and 88.5% are occupied, or 6,375 housing units. The total vacancy rate for the service area is 11.5%. As a comparison, the vacancy rate nationally was 11.6%. In 2020, of the available units:

- For Rent 41.6%
- Rented, not Occupied 4.3%
- For Sale 7.2%
- Sold, not Occupied 2.8%
- For Seasonal Use 8.2%
- Other Vacant 35.8%

The total number of housing units in 2024 in the Midtown South Community District is 5,606 and 86.2% are occupied, or 4,831 housing units. The total vacancy rate for the service area is 13.8%. As a comparison, the vacancy rate nationally was 11.6%. In 2020, of the available units:

- For Rent 47.9%
- Rented, not Occupied 5.0%
- For Sale 7.1%
- Sold, not Occupied 1.8%
- For Seasonal Use 12.8%
- Other Vacant 25.5%

The total number of housing units in the West City Community District is 17,807 and 87.4% are occupied, or 15,572 housing units. The total vacancy rate for the service area is 12.6%. As a comparison, the vacancy rate nationally was 11.6%. In 2020, of the available units:

- For Rent 35.1%
- Rented, not Occupied 3.0%
- For Sale 12.4%
- Sold, not Occupied 6.7%
- For Seasonal Use 27.7%
- Other Vacant 15.2%

**Recreation Expenditures Spending Potential Index:** Finally, through ESRI it is possible to examine the overall propensity for households to spend dollars on recreation activities. The following comparisons are possible.

**Table E – Recreation Expenditures Spending Potential Index<sup>8</sup>:**

<b>City of Daytona Beach</b>	<b>SPI</b>	<b>Average Spent</b>
Fees for Participant Sports	63	\$83.58
Fees for Recreational Lessons	57	\$97.62
Social, Recreation, Club Membership	64	\$192.52
Exercise Equipment/Game Tables	58	\$62.22
Other Sports Equipment	61	\$6.45

<b>Beachside Community District</b>	<b>SPI</b>	<b>Average Spent</b>
Fees for Participant Sports	72	\$96.55
Fees for Recreational Lessons	64	\$110.14
Social, Recreation, Club Membership	73	\$219.87
Exercise Equipment/Game Tables	66	\$70.54
Other Sports Equipment	77	\$8.18

<b>Downtown Community District</b>	<b>SPI</b>	<b>Average Spent</b>
Fees for Participant Sports	43	\$57.46
Fees for Recreational Lessons	42	\$72.04
Social, Recreation, Club Membership	48	\$145.99
Exercise Equipment/Game Tables	38	\$40.46
Other Sports Equipment	39	\$4.18

<b>Midtown North Community District</b>	<b>SPI</b>	<b>Average Spent</b>
Fees for Participant Sports	45	\$60.16
Fees for Recreational Lessons	36	\$62.29
Social, Recreation, Club Membership	47	\$140.97
Exercise Equipment/Game Tables	39	\$41.11
Other Sports Equipment	47	\$4.96

<b>Midtown South Community District</b>	<b>SPI</b>	<b>Average Spent</b>
Fees for Participant Sports	41	\$55.24
Fees for Recreational Lessons	36	\$62.66
Social, Recreation, Club Membership	44	\$134.18
Exercise Equipment/Game Tables	35	\$37.71
Other Sports Equipment	42	\$4.45

<sup>8</sup> Consumer Spending data are derived from the 2019 and 2021 Consumer Expenditure Surveys, Bureau of Labor Statistics.

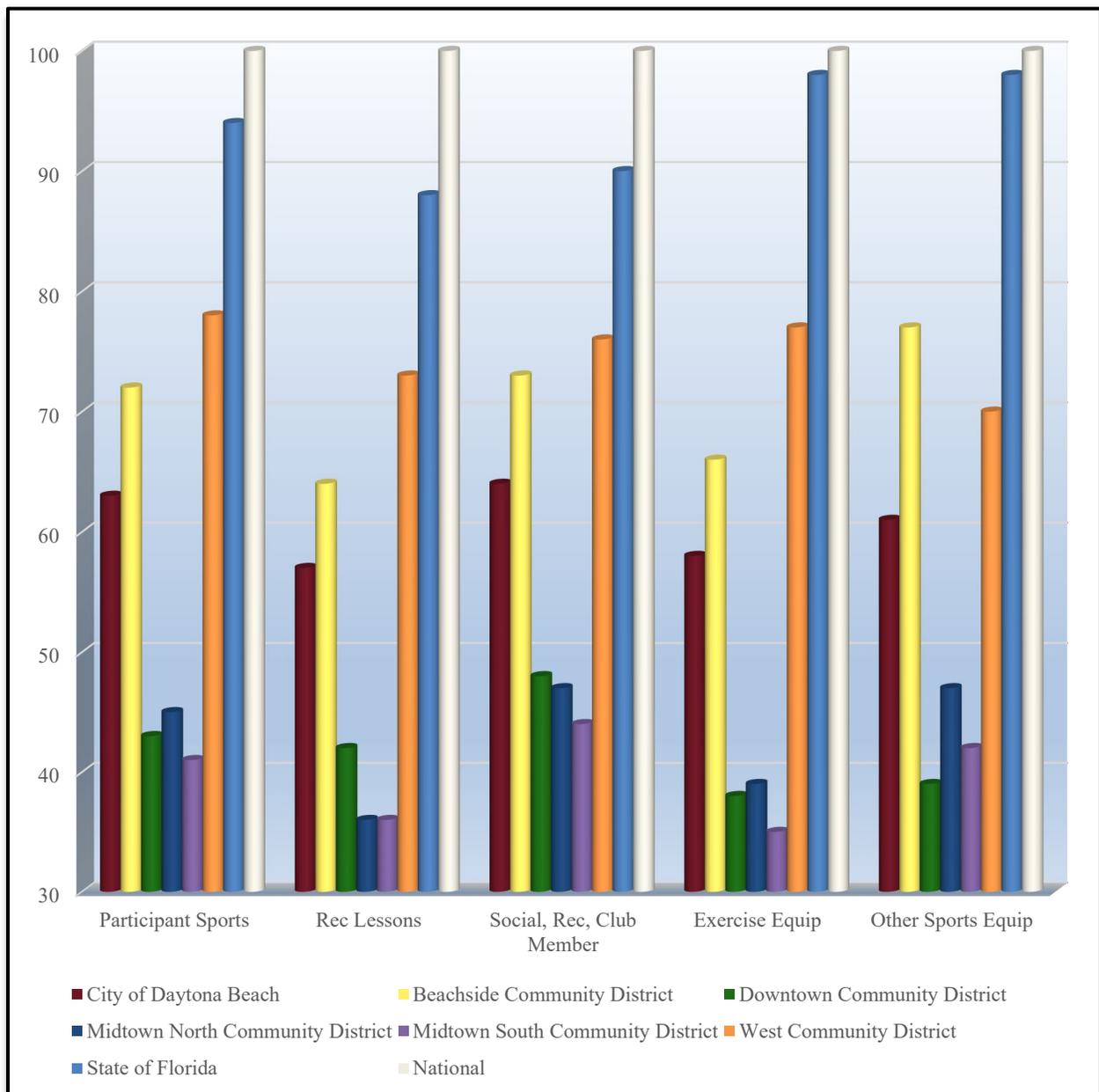
<b>West City Community District</b>	<b>SPI</b>	<b>Average Spent</b>
Fees for Participant Sports	78	\$103.42
Fees for Recreational Lessons	73	\$126.70
Social, Recreation, Club Membership	76	\$230.22
Exercise Equipment/Game Tables	77	\$82.42
Other Sports Equipment	70	\$7.41

<b>State of Florida</b>	<b>SPI</b>	<b>Average Spent</b>
Fees for Participant Sports	94	\$124.93
Fees for Recreational Lessons	88	\$152.62
Social, Recreation, Club Membership	90	\$272.73
Exercise Equipment/Game Tables	98	\$104.78
Other Sports Equipment	98	\$10.42

**Average Amount Spent:** The average amount spent for the service or item in a year.

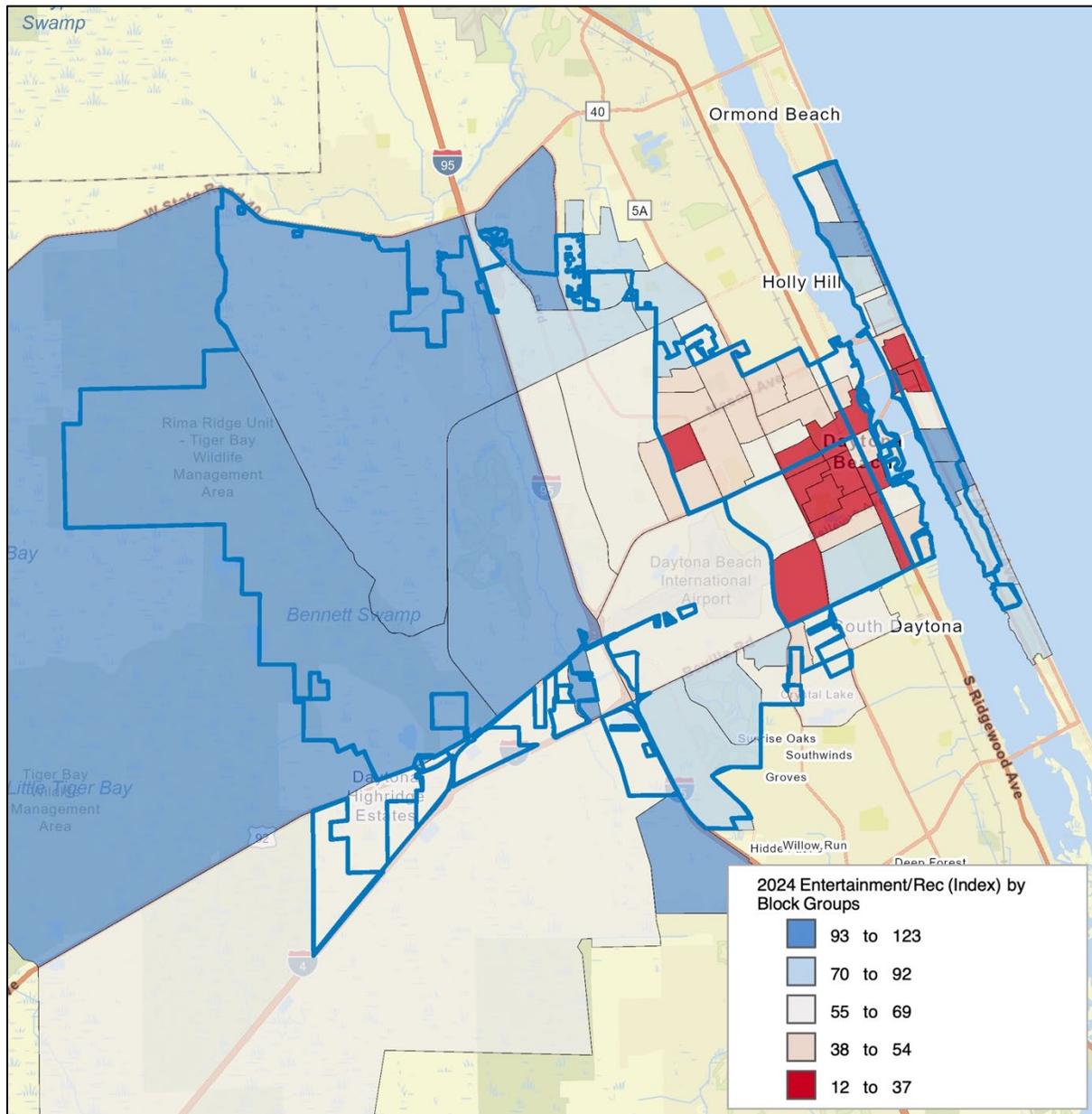
**SPI:** Spending potential index as compared to the national number of 100.

**Chart D – Recreation Spending Potential Index:**



Again, there is a strong relationship between median household income, household budget expenditures and now recreation and spending potential. It is important to note that these dollars are already being spent in the area.

## Recreation Spending Potential Index by Census Block Group Map

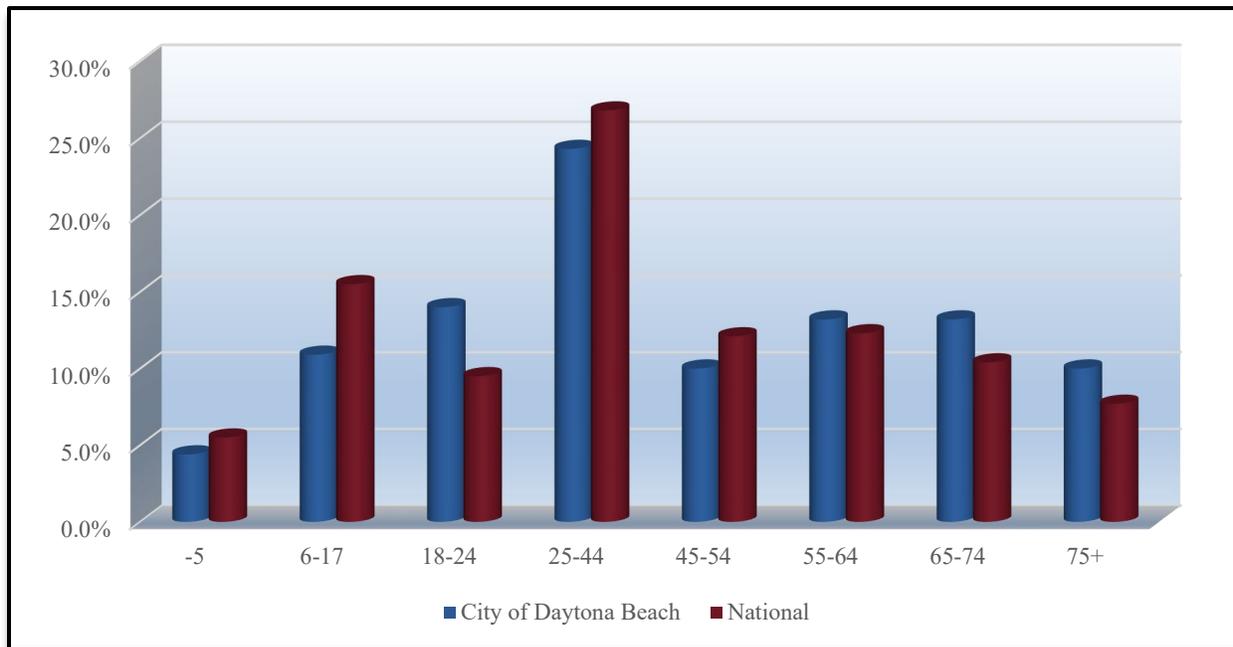


**Population Distribution by Age:** Utilizing census information for the City of Daytona Beach and the Community Districts, the following comparisons are possible.

**Table F – 2024 City of Daytona Beach Age Distribution** (ESRI estimates)

Ages	Population	% of Total	Nat. Population	Difference
0-5	3,640	4.4%	+5.5%	-1.1%
5-17	8,951	10.9%	+15.5%	-4.6%
18-24	11,708	14.0%	+9.5%	+4.5%
25-44	20,269	24.3%	+26.8%	-2.5%
45-54	8,374	10.0%	+12.1%	-2.1%
55-64	10,965	13.2%	+12.3%	+0.9%
65-74	10,988	13.2%	+10.4%	+2.8%
75+	8,338	10.0%	+7.7%	-1.1%

**Chart E – 2024 City of Daytona Beach Age Group Distribution**



**Population:** 2024 census estimates in the different age groups in the City of Daytona Beach.  
**% of Total:** Percentage of population in the age group.  
**National Population:** Percentage of the national population in the age group.  
**Difference:** Percentage difference between the City of Daytona Beach population and the national population.

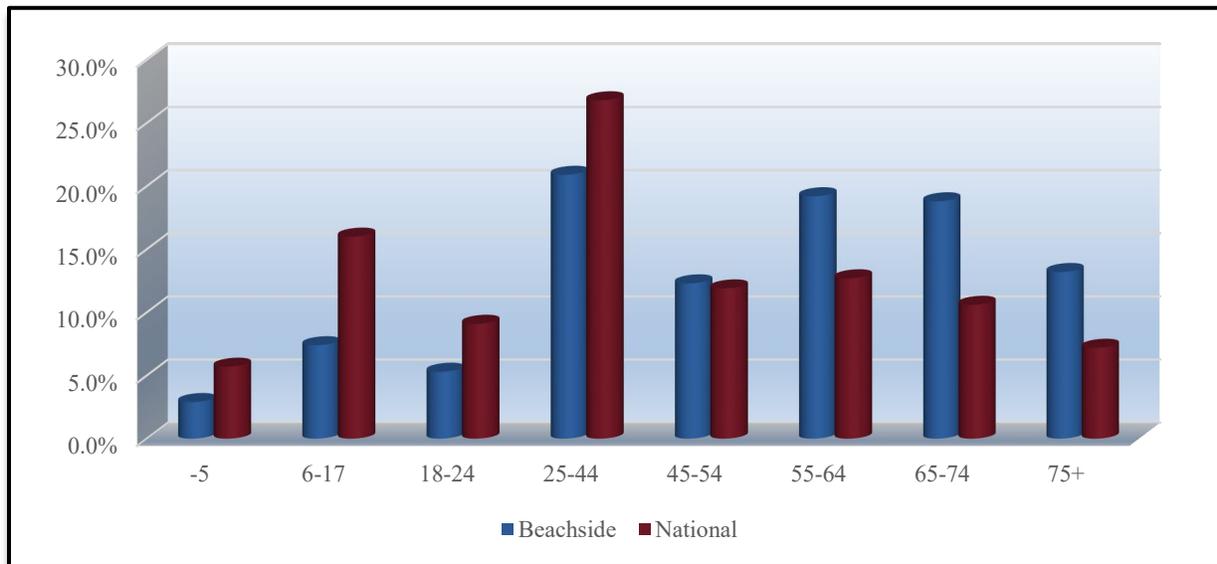
The demographic makeup of the City of Daytona Beach, when compared to the characteristics of the national population, indicates that there are some differences with a smaller population in the age groups under 5, 5-17, 25-44, 45-54, and 75+ age groups. The greatest positive variance is in

the 18-24 age group with +4.5%, while the greatest negative variance is in the 5-17 age group with -4.6%.

**Table G – 2024 Beachside Community District Age Distribution** (ESRI estimates)

Ages	Population	% of Total	Nat. Population	Difference
0-5	332	2.9%	+5.5%	-2.6%
5-17	884	7.4%	+15.5%	-8.1%
18-24	637	5.3%	+9.5%	-4.2%
25-44	2,493	20.9%	+26.8%	-5.9%
45-54	1,463	12.3%	+12.1%	+0.2%
55-64	2,282	19.2%	+12.3%	+6.9%
65-74	2,234	18.8%	+10.4%	+8.4%
75+	1,567	13.2%	+7.7%	+5.5%

**Chart F – 2024 Beachside Community District Age Group Distribution**



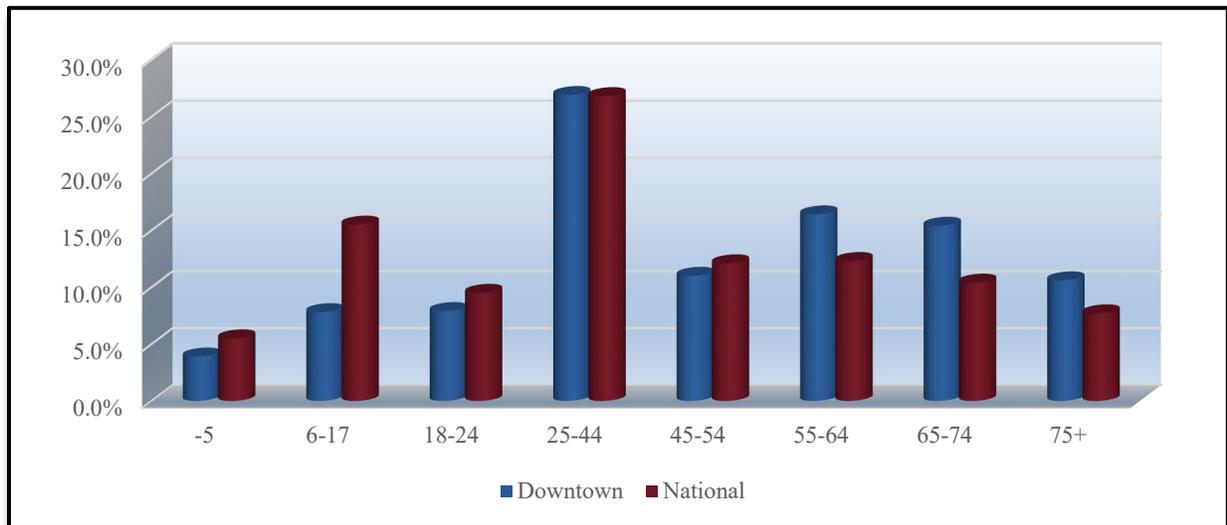
**Population:** 2024 census estimates in the different age groups in the Beachside Community District.  
**% of Total:** Percentage of population in the age group.  
**National Population:** Percentage of the national population in the age group.  
**Difference:** Percentage difference between the Beachside Community District population and the national population.

The demographic makeup of the Beachside Community District, when compared to the characteristics of the national population, indicates that there are some differences with a smaller population in all age groups under 45. The greatest positive variance is in the 65-74 age group with +8.4%, while the greatest negative variance is in the 5-17 age group with -8.1%.

**Table H – 2024 Downtown Community District Age Distribution** (ESRI estimates)

Ages	Population	% of Total	Nat. Population	Difference
0-5	218	3.9%	+5.5%	-1.6%
5-17	424	7.8%	+15.5%	-7.7%
18-24	425	7.9%	+9.5%	-1.6%
25-44	1,448	26.9%	+26.8%	+0.1%
45-54	592	11.0%	+12.1%	-1.1%
55-64	889	16.4%	+12.3%	+4.1%
65-74	828	15.4%	+10.4%	+5.0%
75+	573	10.6%	+7.7%	+2.9%

**Chart G – 2024 Downtown Community District Age Group Distribution**



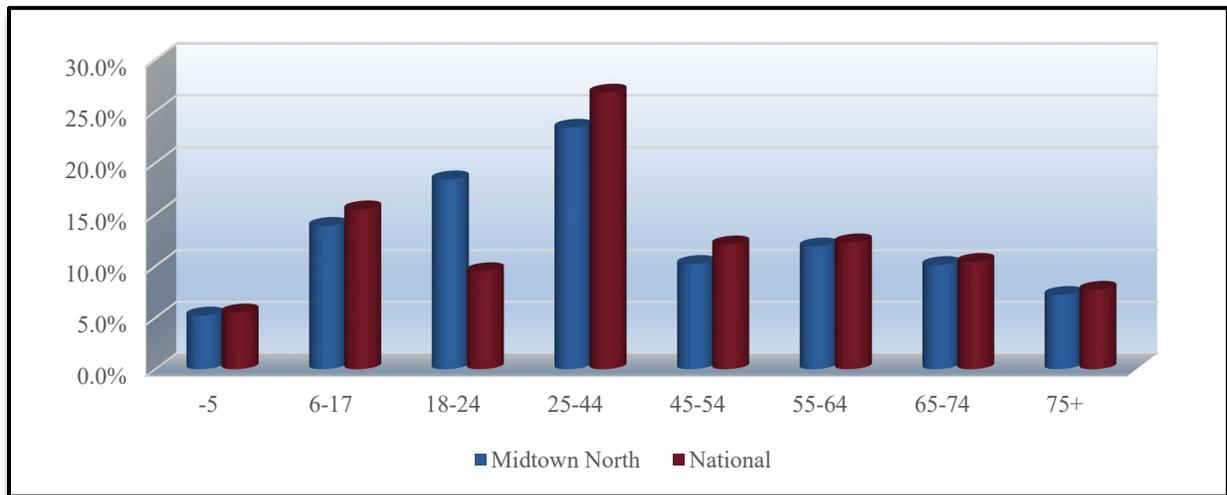
**Population:** 2024 census estimates in the different age groups in the Downtown Community District.  
**% of Total:** Percentage of population in the age group.  
**National Population:** Percentage of the national population in the age group.  
**Difference:** Percentage difference between the Downtown Community District population and the national population.

The demographic makeup of the Downtown Community District, when compared to the characteristics of the national population, indicates that there are some differences with a smaller population in the age groups under 5, 5-17, 18-24 and 45-54 age groups. The greatest positive variance is in the 65-74 age group with +5.0%, while the greatest negative variance is in the 5-17 age group with -5.7%.

**Table I – 2024 Midtown North Community District Age Distribution** (ESRI estimates)

Ages	Population	% of Total	Nat. Population	Difference
0-5	966	5.2%	+5.5%	-0.3%
5-17	2,550	13.9%	+15.5%	-1.6%
18-24	3,350	18.4%	+9.5%	+8.9%
25-44	4,285	23.4%	+26.8%	-3.4%
45-54	1,862	10.2%	+12.1%	-1.9%
55-64	2,177	11.9%	+12.3%	-0.4%
65-74	1,841	10.1%	+10.4%	-0.3%
75+	1,308	7.2%	+7.7%	-0.5%

**Chart H – 2024 Midtown North Community District Age Group Distribution**



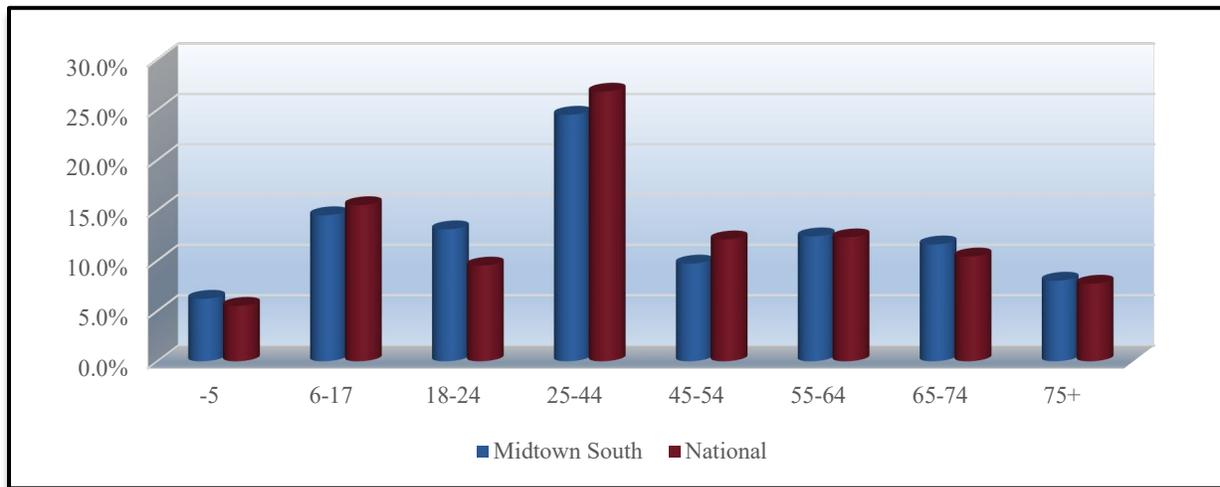
- Population:** 2024 census estimates in the different age groups in the Midtown North Community District.
- % of Total:** Percentage of population in the age group.
- National Population:** Percentage of the national population in the age group.
- Difference:** Percentage difference between the Midtown North Community District population and the national population.

The demographic makeup of the Midtown North Community District, when compared to the characteristics of the national population, indicates that there are some differences with a smaller population in all age groups except 18-24. The greatest positive variance is in the 18-24 age group with +8.9%, while the greatest negative variance is in the 25-44 age group with -3.4%.

**Table J – 2024 Midtown South Community District Age Distribution** (ESRI estimates)

Ages	Population	% of Total	Nat. Population	Difference
0-5	741	6.2%	+5.5%	+0.7%
5-17	1,680	14.5%	+15.5%	-1.0%
18-24	1,522	13.1%	+9.5%	+3.6%
25-44	2,849	24.5%	+26.8%	-2.3%
45-54	1,130	9.7%	+12.1%	-2.4%
55-64	1,442	12.4%	+12.3%	+0.1%
65-74	1,344	11.6%	+10.4%	+1.2%
75+	926	8.0%	+7.7%	+0.3%

**Chart I – 2024 Midtown South Community District Age Group Distribution**



- Population:** 2024 census estimates in the different age groups in the Midtown South Community District.
- % of Total:** Percentage of population in the age group.
- National Population:** Percentage of the national population in the age group.
- Difference:** Percentage difference between the Midtown South Community District population and the national population

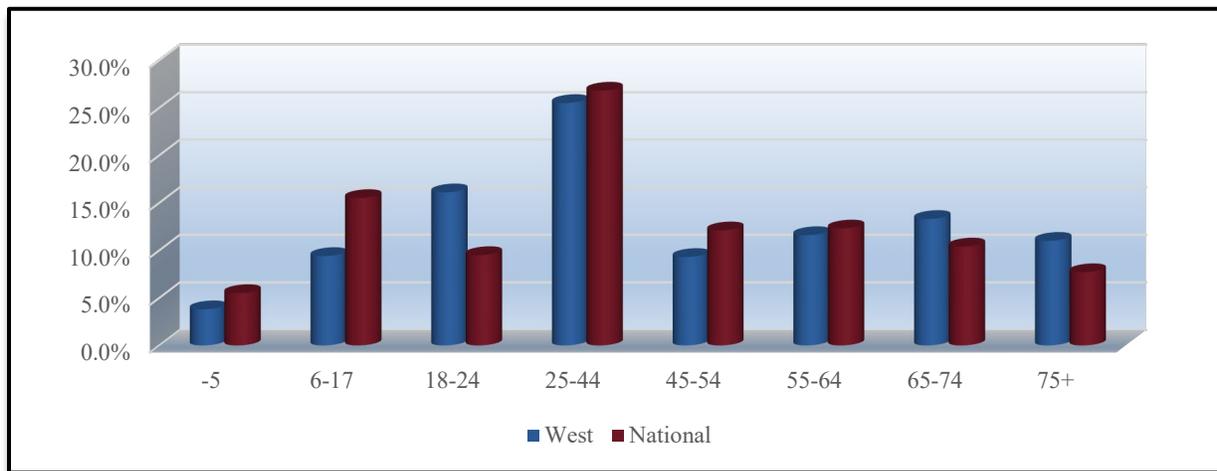
The demographic makeup of the Midtown South Community District, when compared to the characteristics of the national population, indicates that there are some differences with a smaller population in the age groups 5-17, 25-44 and 45-54 age groups. The greatest positive variance is in the 18-24 age group with +3.6%, while the greatest negative variance is in the 45-54 age group with -2.4%.

**Table K – 2024 West City Community District Age Distribution** (ESRI estimates)

Ages	Population	% of Total	Nat. Population	Difference
0-5	1,365	3.8%	+5.5%	-1.7%
5-17	3,430	9.4%	+15.5%	-6.1%
18-24	5,786	16.1%	+9.5%	+6.6%
25-44	9,149	25.5%	+26.8%	-1.3%
45-54	3,358	9.3%	+12.1%	-2.8%
55-64	4,168	11.6%	+12.3%	-0.7%
65-74	4,775	13.3%	+10.4%	+2.9%
75+	3,934	11.0%	+7.7%	-1.7%

**Population:** 2024 census estimates in the different age groups in the West Community District.  
**% of Total:** Percentage of population in the age group.  
**National Population:** Percentage of the national population in the age group.  
**Difference:** Percentage difference between the West Community District population and the national population

**Chart J – 2024 West City Community District Age Group Distribution**



The demographic makeup of the West City Community District, when compared to the characteristics of the national population, indicates that there are some differences with a smaller population in all age groups except 18-24 and 65-74. The greatest positive variance is in the 18-24 age group with +6.6%, while the greatest negative variance is in the 5-17 age group with -6.1%.

**Population Distribution Comparison by Age Over Time:** Utilizing census information from the City of Daytona Beach and Community Districts, the following comparisons are possible.

**Table L – 2024 City of Daytona Beach Population Estimates** (U.S. Census Information and ESRI)

Ages	2020 Census	2024 Projection	2029 Projection	Percent Change	Percent Change Nat'l
-5	3,186	3,640	3,877	+21.7%	+1.30%
5-17	7,975	8,951	9,497	+19.1%	-7.50%
18-24	11,331	11,708	11,856	+4.6%	+0.70%
25-44	16,525	20,269	21,675	+31.2%	+6.70%
45-54	7,679	8,374	9,112	+18.7%	+2.80%
55-64	10,685	10,965	10,353	-3.1%	-8.70%
65-74	9,141	10,988	12,332	+34.9%	+14.80%
75+	6,212	8,338	11,181	+80.0%	+39.70%

**Chart K – City of Daytona Beach Population Growth**

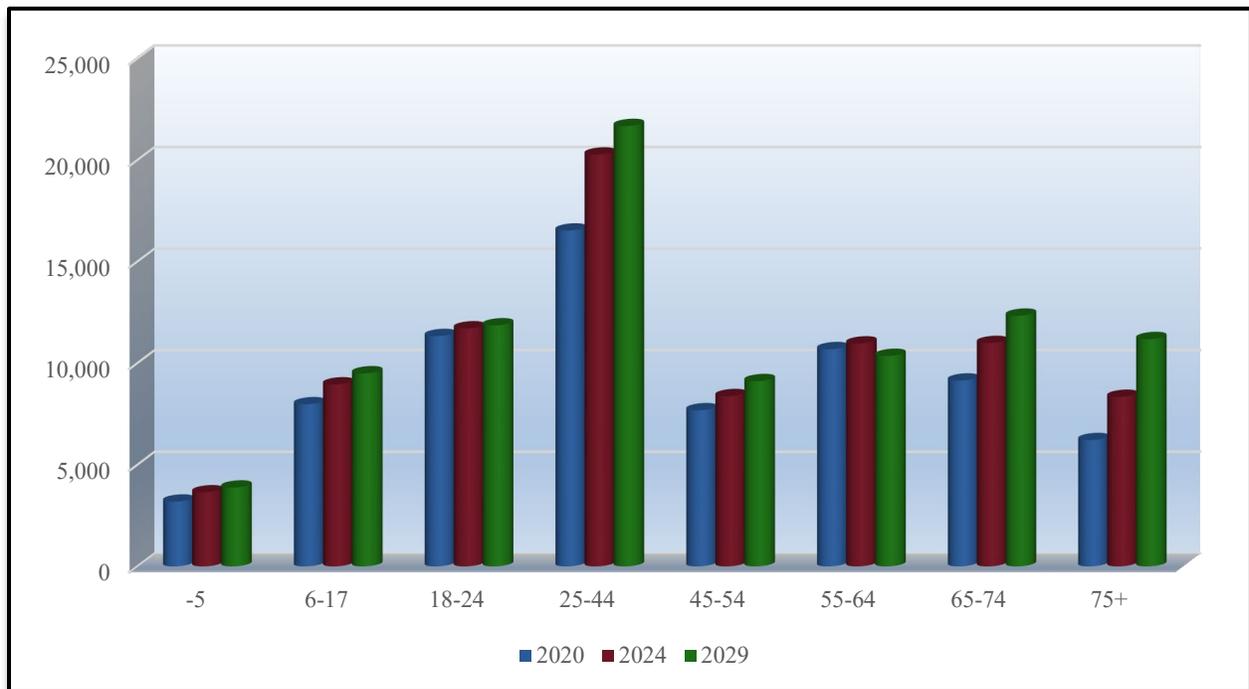


Table-L illustrates the growth or decline in age group numbers from the 2020 census until the year 2029. It is projected that all age groups except 55-64 will see an increase in population. The population of the United States is aging, and it is not unusual to find negative growth numbers in the younger age groups and significant net gains in the 45 plus age groupings in communities which are relatively stable in their population numbers.

**Table L – 2024 Beachside Community District Population Estimates** (U.S. Census Information and ESRI)

Ages	2020 Census	2024 Projection	2029 Projection	Percent Change	Percent Change Nat'l
-5	346	332	331	-4.3%	+1.30%
5-17	966	884	876	-9.3%	-7.50%
18-24	642	637	578	-10.0%	+0.70%
25-44	2,485	2,493	2,558	+2.9%	+6.70%
45-54	1,583	1,463	1,423	-10.1%	+2.80%
55-64	2,554	2,282	2,086	-18.3%	-8.70%
65-74	2,111	2,234	2,418	+14.5%	+14.80%
75+	1,387	1,567	2,036	+46.8%	+39.70%

**Chart M – Beachside Community District Population Growth**

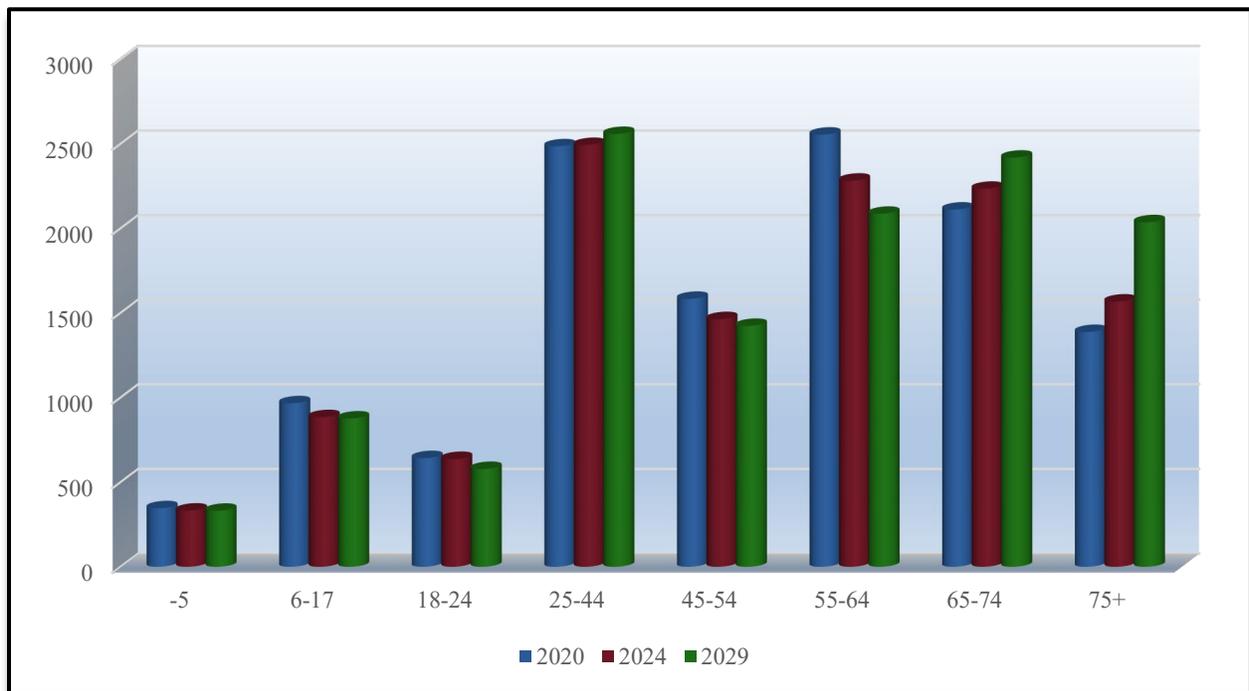


Table-M illustrates the growth or decline in age group numbers from the 2020 census until the year 2029. It is projected that age categories 25-44, 65-74 and 75+ will see an increase in population. The population of the United States is aging, and it is not unusual to find negative growth numbers in the younger age groups and significant net gains in the 45 plus age groupings in communities which are relatively stable in their population numbers.

**Table N – 2024 Downtown Community District Population Estimates** (U.S. Census Information and ESRI)

Ages	2020 Census	2024 Projection	2029 Projection	Percent Change	Percent Change Nat'l
-5	216	218	213	-1.4%	+1.30%
5-17	410	424	440	+7.3%	-7.50%
18-24	517	425	397	-23.2%	+0.70%
25-44	1,298	1,448	1,433	+10.4%	+6.70%
45-54	628	592	566	-9.9%	+2.80%
55-64	886	889	804	-9.3%	-8.70%
65-74	809	828	850	+5.1%	+14.80%
75+	427	573	767	+79.6%	+39.70%

**Chart M – Downtown Community District Population Growth**

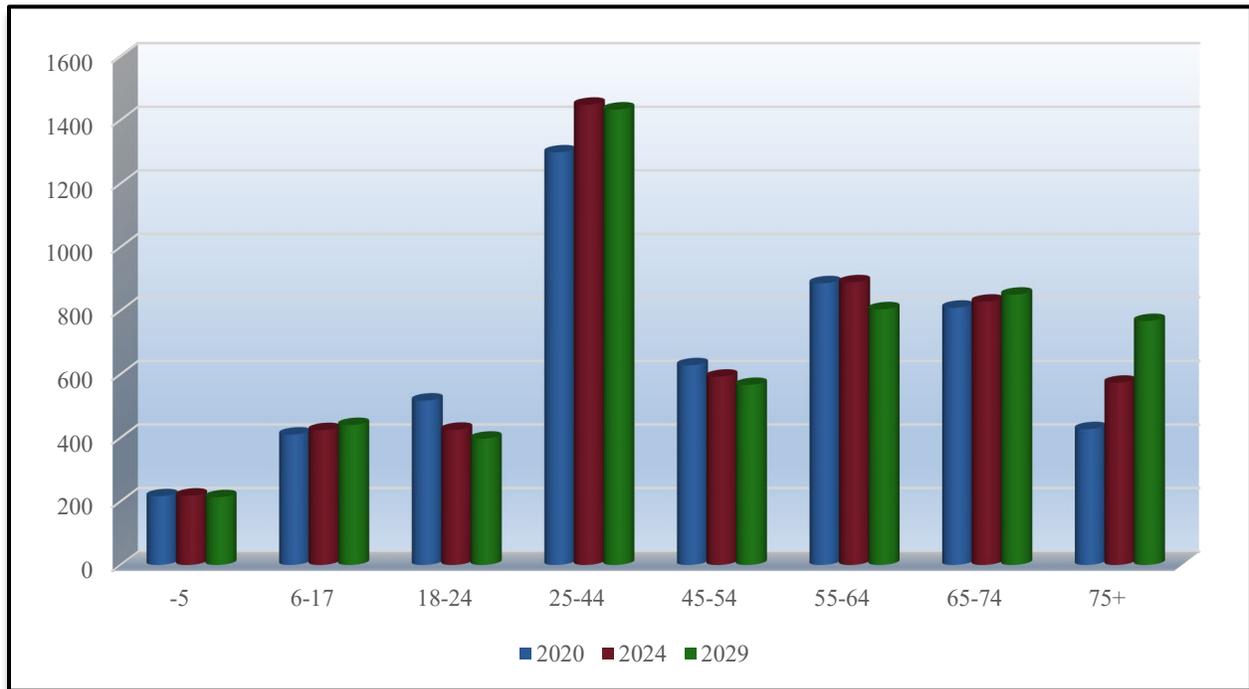


Table-N illustrates the growth or decline in age group numbers from the 2020 census until the year 2029. It is projected that age categories 5-17, 25-44, 65-74 and 75+ will see an increase in population. The population of the United States is aging, and it is not unusual to find negative growth numbers in the younger age groups and significant net gains in the 45 plus age groupings in communities which are relatively stable in their population numbers.

**Table O – 2024 Midtown North Community District Population Estimates** (U.S. Census Information and ESRI)

Ages	2020 Census	2024 Projection	2029 Projection	Percent Change	Percent Change Nat'l
-5	937	966	1,022	+9.1%	+1.30%
5-17	2,622	2,550	2,444	-6.8%	-7.50%
18-24	3,268	3,350	3,543	+8.4%	+0.70%
25-44	3,951	4,285	4,510	+14.1%	+6.70%
45-54	1,815	1,862	1,921	+5.8%	+2.80%
55-64	2,331	2,177	1,907	-18.2%	-8.70%
65-74	1,691	1,841	2,063	+22.0%	+14.80%
75+	1,179	1,308	1,610	+36.6%	+39.70%

**Chart N – Midtown North Community District Population Growth**

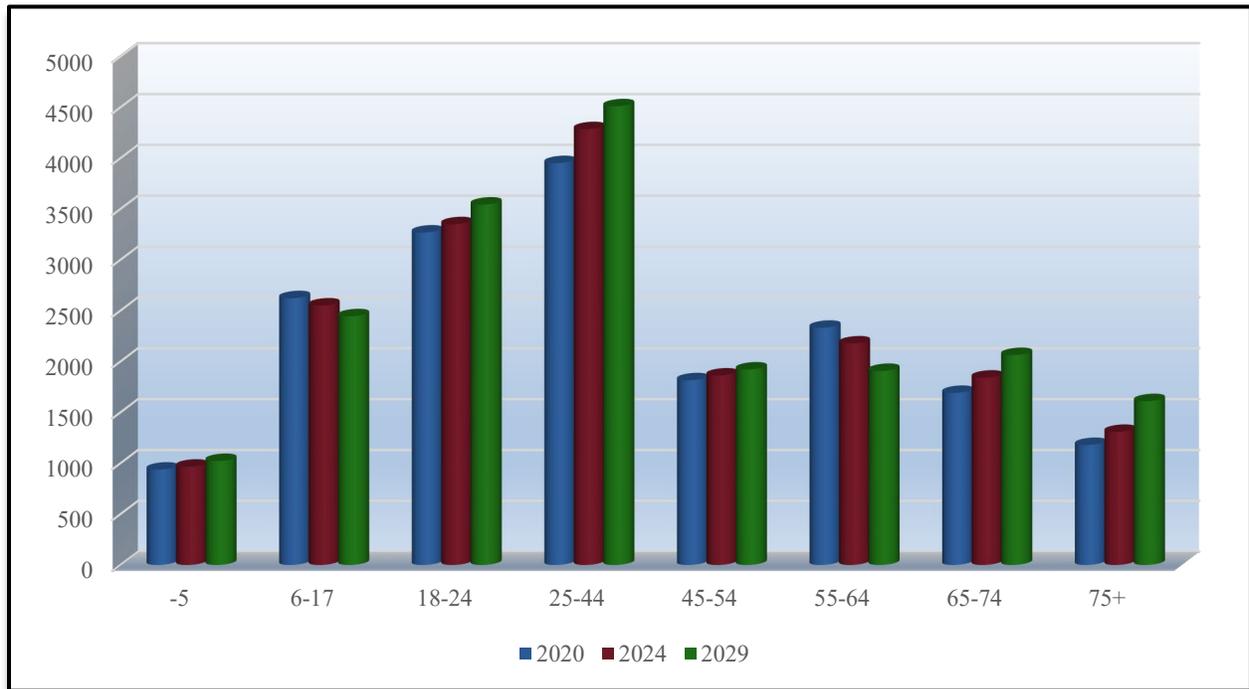


Table-O illustrates the growth or decline in age group numbers from the 2020 census until the year 2029. It is projected that all age categories except 5-17 and 55-64 will see an increase in population. The population of the United States is aging, and it is not unusual to find negative growth numbers in the younger age groups and significant net gains in the 45 plus age groupings in communities which are relatively stable in their population numbers.

**Table P – 2024 Midtown South Community District Population Estimates** (U.S. Census Information and ESRI)

Ages	2020 Census	2024 Projection	2029 Projection	Percent Change	Percent Change Nat'l
-5	727	741	754	+3.7%	+1.3%
5-17	1,726	1,680	1,632	-5.4%	-7.5%
18-24	1,567	1,522	1,466	-6.4%	+0.7%
25-44	2,687	2,849	2,939	+9.4%	+6.7%
45-54	1,180	1,130	1,119	-5.2%	+2.8%
55-64	1,578	1,442	1,290	-18.3%	-8.7%
65-74	1,238	1,344	1,416	+14.4%	+14.8%
75+	856	926	1,143	+33.5%	+39.7%

**Chart O – Midtown South Community District Population Growth**

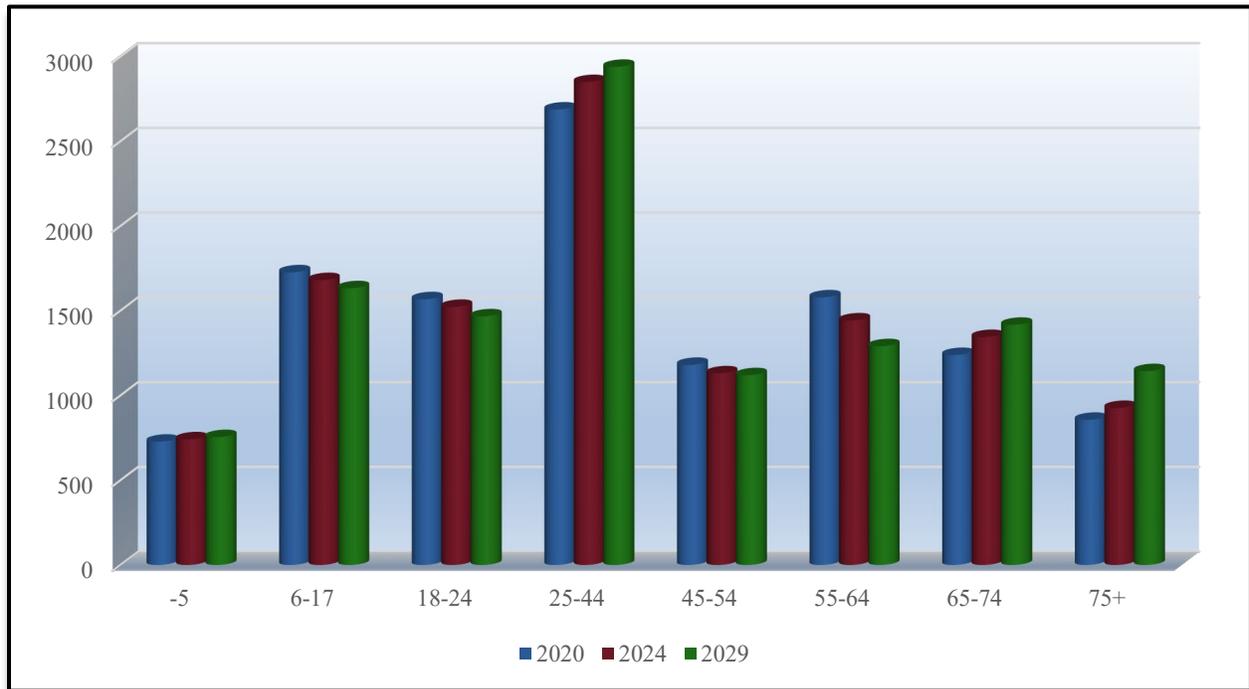


Table-P illustrates the growth or decline in age group numbers from the 2020 census until the year 2029. It is projected that age categories under 5, 25-44, 65-74 and 75+ will see an increase in population. The population of the United States is aging, and it is not unusual to find negative growth numbers in the younger age groups and significant net gains in the 45 plus age groupings in communities which are relatively stable in their population numbers.

**Table Q – 2024 West City Community District Population Estimates** (U.S. Census Information and ESRI)

Ages	2020 Census	2024 Projection	2029 Projection	Percent Change	Percent Change Nat'l
-5	952	1,365	1,552	+63.0%	+1.3%
5-17	2,340	3,430	4,074	+74.1%	-7.5%
18-24	5,333	5,786	5,865	+10.0%	+0.7%
25-44	6,007	9,149	10,212	+70.0%	+6.7%
45-54	2,326	3,358	4,073	+75.1%	+2.8%
55-64	3,387	4,168	4,277	+26.3%	-8.7%
65-74	3,298	4,775	5,596	+69.7%	+14.8%
75+	2,467	3,934	5,597	+126.9%	+39.7%

**Chart P – Westside Community District Population Growth**

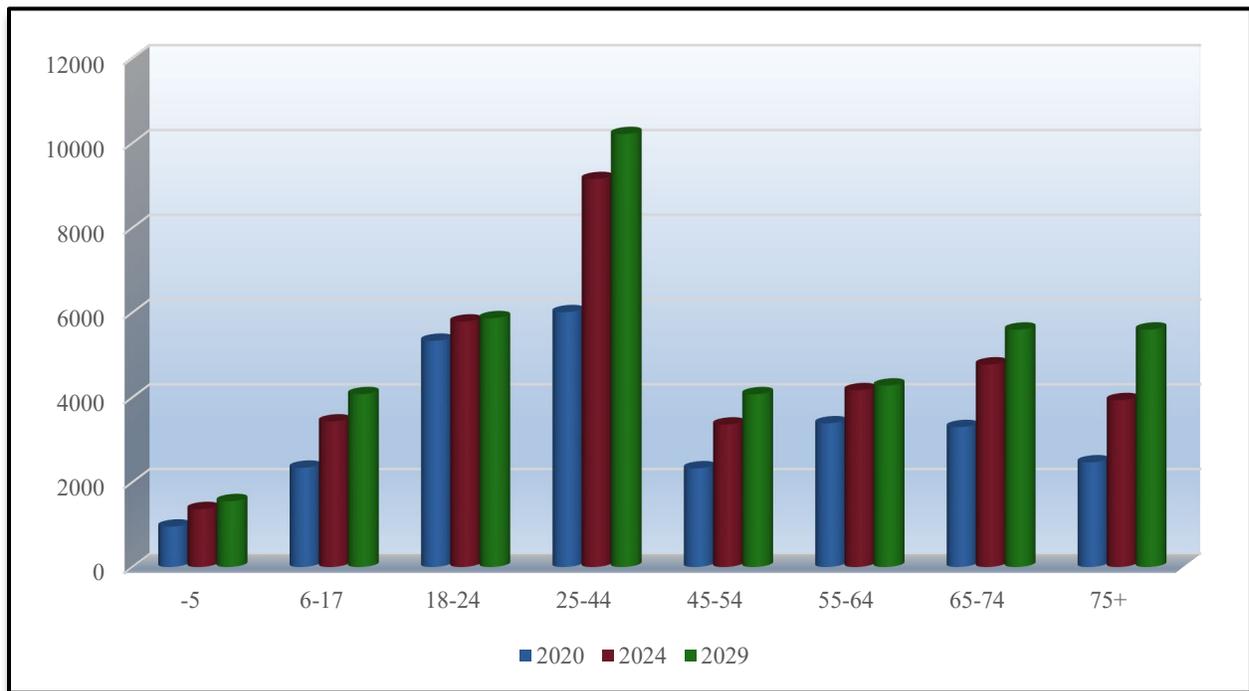


Table-Q illustrates the growth or decline in age group numbers from the 2020 census until the year 2029. It is projected that all age categories will see an increase in population. The population of the United States is aging, and it is not unusual to find negative growth numbers in the younger age groups and significant net gains in the 45 plus age groupings in communities which are relatively stable in their population numbers.

**Ethnicity and Race:** Below is listed the distribution of the population by ethnicity and race for the City of Daytona Beach for 2024 population projections. Those numbers were developed from 2020 Census Data.

**Table R(1) – City of Daytona Beach Ethnic Population and Median Age 2024**

(Source – U.S. Census Bureau and ESRI)

Ethnicity	Total Population	Median Age	% of Population	% of FL Population
Hispanic	8,660	30.2	10.4%	27.6%

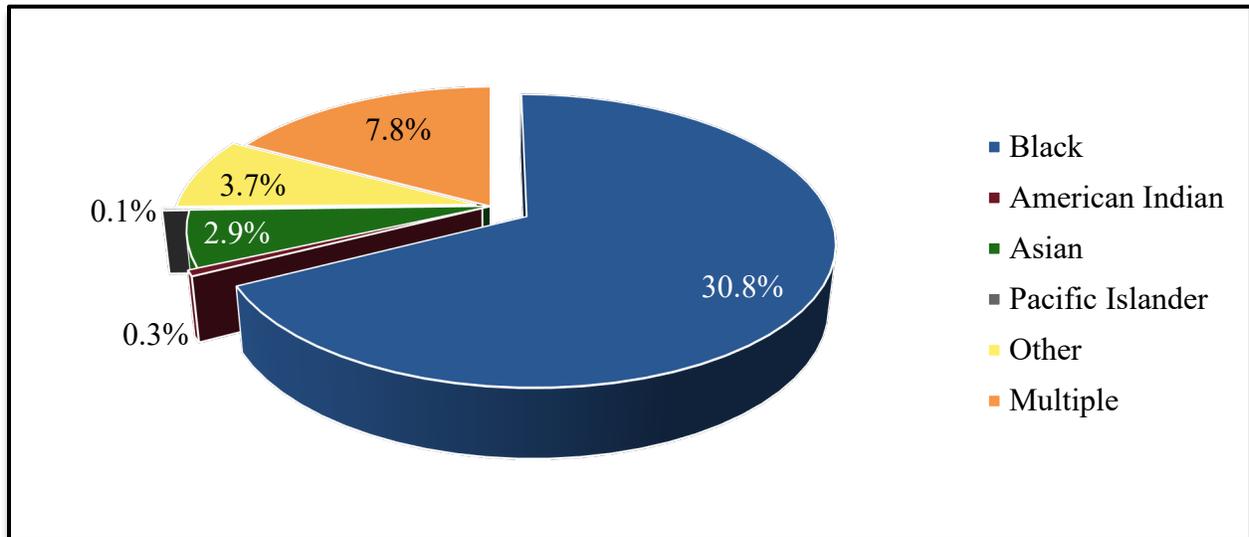
**Table R(2) – City of Daytona Beach by Race and Median Age 2024**

(Source – U.S. Census Bureau and ESRI)

Race	Total Population	Median Age	% of Population	% of FL Population
White	45,259	53.3	54.4%	56.5%
Black	25,604	31.4	30.8%	15.0%
American Indian	291	38.8	0.3%	0.5%
Asian	2,445	32.7	2.9%	3.2%
Pacific Islander	62	27.3	0.1%	0.1%
Other	3,109	31.2	3.7%	7.6%
Multiple	6,463	30.0	7.8%	17.2%

2024 City of Daytona Beach Total Population: 83,233 Residents

**Chart Q – 2024 City of Daytona Beach Population by Non-White Race**



**Ethnicity and Race:** Below is listed the distribution of the population by ethnicity and race for the Beachside Community District for 2024 population projections. Those numbers were developed from 2020 Census Data.

**Table S(1) – Beachside Community District Ethnic Population and Median Age 2024**

(Source – U.S. Census Bureau and ESRI)

Ethnicity	Total Population	Median Age	% of Population	% of FL Population
Hispanic	1,005	36.9	8.5%	27.6%

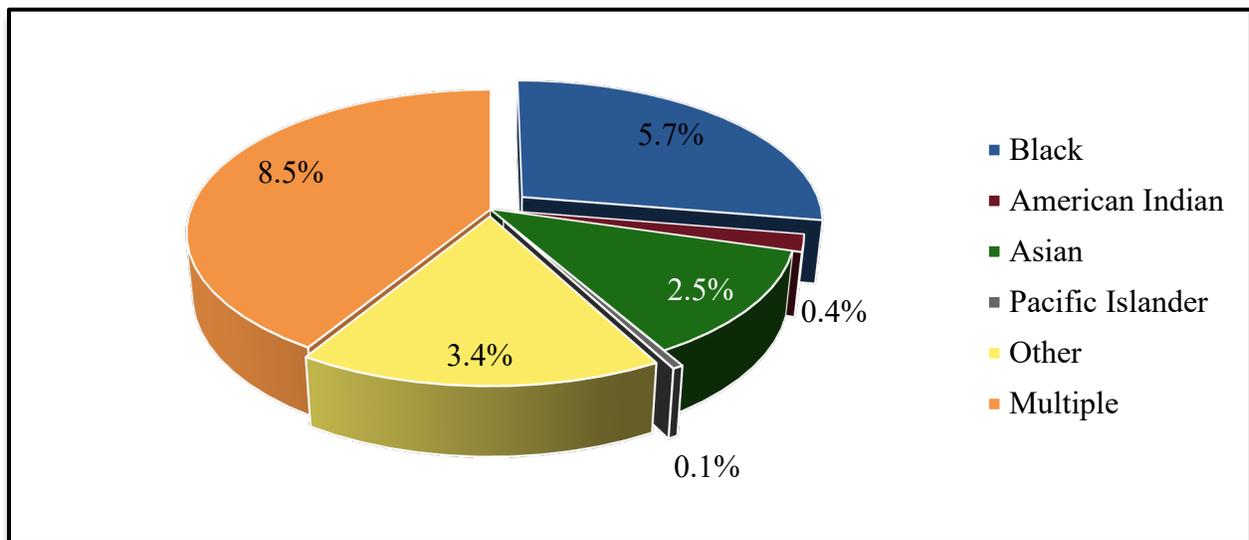
**Table S(2) – Beachside Community District by Race and Median Age 2024**

(Source – U.S. Census Bureau and ESRI)

Race	Total Population	Median Age	% of Population	% of FL Population
White	9,458	58.8	79.5%	56.5%
Black	677	37.9	5.7%	15.0%
American Indian	45	44.4	0.4%	0.5%
Asian	292	50.5	2.5%	3.2%
Pacific Islander	9	47.5	0.1%	0.1%
Other	407	35.8	3.4%	7.6%
Multiple	1,005	36.0	8.5%	17.2%

2024 Beachside Community District Total Population: 11,893 Residents

**Chart R – 2024 Beachside Community District Population by Non-White Race**



**Ethnicity and Race:** Below is listed the distribution of the population by ethnicity and race for the Downtown Community District for 2024 population projections. Those numbers were developed from 2020 Census Data.

**Table T(1) – Downtown Community District Ethnic Population and Median Age 2024**

(Source – U.S. Census Bureau and ESRI)

Ethnicity	Total Population	Median Age	% of Population	% of FL Population
Hispanic	700	31.4	13.0%	27.6%

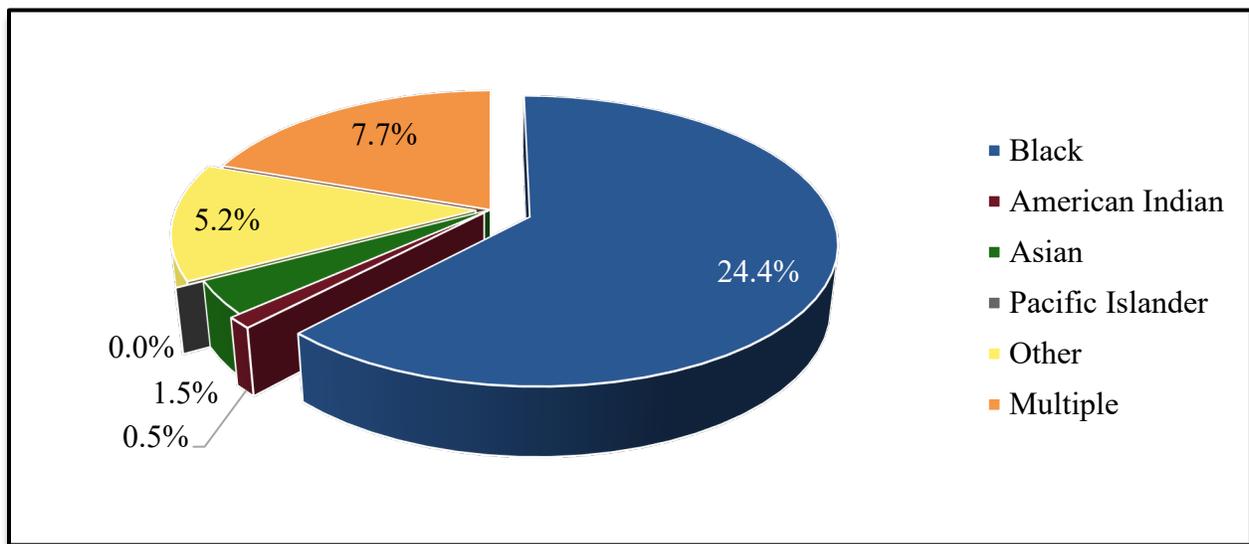
**Table T(2) – Downtown Community District by Race and Median Age 2024**

(Source – U.S. Census Bureau and ESRI)

Race	Total Population	Median Age	% of Population	% of FL Population
White	3,275	55.7	60.7%	56.5%
Black	1,315	38.1	24.4%	15.0%
American Indian	29	36.2	0.5%	0.5%
Asian	80	40.0	1.5%	3.2%
Pacific Islander	2	35.0	0.0%	0.1%
Other	278	33.2	5.2%	7.6%
Multiple	418	34.9	7.7%	17.2%

2024 Downtown Community District Total Population: 5,397 Residents

**Chart S – 2024 Downtown Community District Population by Non-White Race**



**Ethnicity and Race:** Below is listed the distribution of the population by ethnicity and race for the Midtown North Community District for 2024 population projections. Those numbers were developed from 2020 Census Data.

**Table U(1) – Midtown North Community District Ethnic Population and Median Age 2024**

(Source – U.S. Census Bureau and ESRI)

Ethnicity	Total Population	Median Age	% of Population	% of FL Population
Hispanic	1,921	30.8	10.5%	27.6%

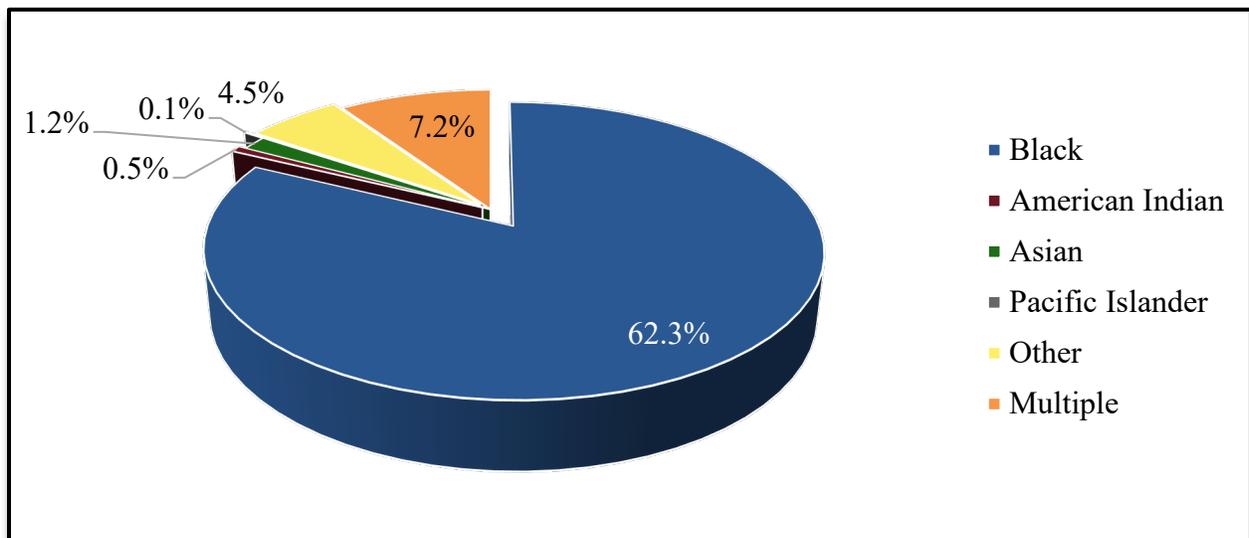
**Table U(2) – Midtown North Community District by Race and Median Age 2024**

(Source – U.S. Census Bureau and ESRI)

Race	Total Population	Median Age	% of Population	% of FL Population
White	4,451	49.7	24.3%	56.5%
Black	11,418	31.0	62.3%	15.0%
American Indian	91	32.1	0.5%	0.5%
Asian	216	33.2	1.2%	3.2%
Pacific Islander	27	25.5	0.1%	0.1%
Other	819	30.8	4.5%	7.6%
Multiple	1,319	28.4	7.2%	17.2%

2024 Midtown North Community District Total Population: 18,341 Residents

**Chart T – 2024 Midtown North Community District Population by Non-White Race**



**Ethnicity and Race:** Below is listed the distribution of the population by ethnicity and race for the Midtown South Community District for 2024 population projections. Those numbers were developed from 2020 Census Data.

**Table V(1) – Midtown South Community District Ethnic Population and Median Age 2024**

(Source – U.S. Census Bureau and ESRI)

Ethnicity	Total Population	Median Age	% of Population	% of FL Population
Hispanic	1,319	27.5	11.3%	27.6%

**Table V(2) –Midtown South Community District by Race and Median Age 2024**

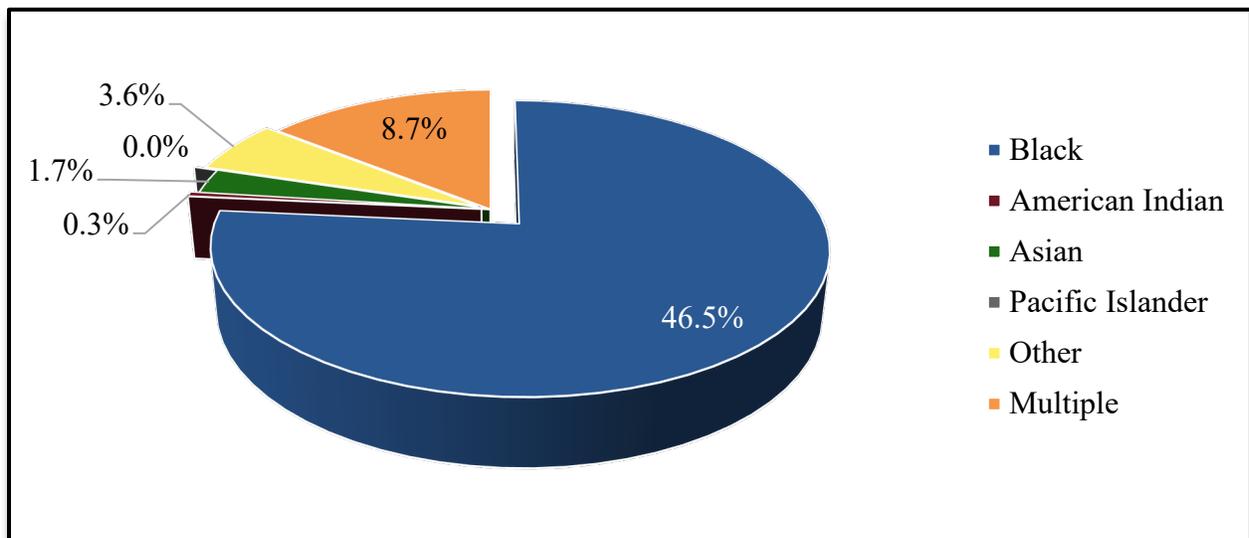
(Source – U.S. Census Bureau and ESRI)

Race	Total Population	Median Age	% of Population	% of FL Population
White	4,558	50.8	39.2%	56.5%
Black	5,412	31.9	46.5%	15.0%
American Indian	30	25.8	0.3%	0.5%
Asian	200	31.9	1.7%	3.2%
Pacific Islander	1	17.5	0.0%	0.1%
Other	423	28.3	3.6%	7.6%
Multiple	1,009	28.2	8.7%	17.2%

2024 Midtown South Community District Total Population:

11,634 Residents

**Chart U – 2024 Midtown South Community District Population by Non-White Race**



**Ethnicity and Race:** Below is listed the distribution of the population by ethnicity and race for the West City Community District for 2024 population projections. Those numbers were developed from 2020 Census Data.

**Table W(1) – West City Community District Ethnic Population and Median Age 2024**

(Source – U.S. Census Bureau and ESRI)

Ethnicity	Total Population	Median Age	% of Population	% of FL Population
Hispanic	3,579	28.7	10.0%	27.6%

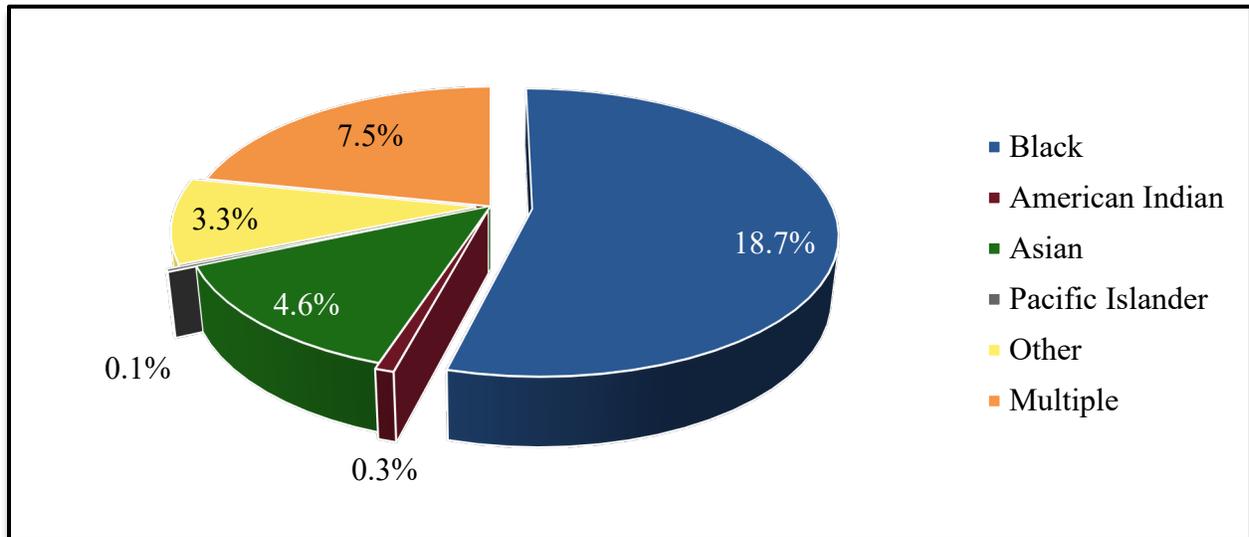
**Table W(2) – West City Community District by Race and Median Age 2024**

(Source – U.S. Census Bureau and ESRI)

Race	Total Population	Median Age	% of Population	% of FL Population
White	23,544	50.2	65.5%	56.5%
Black	6,743	29.9	18.7%	15.0%
American Indian	93	42.9	0.3%	0.5%
Asian	1,652	29.5	4.6%	3.2%
Pacific Islander	23	26.5	0.1%	0.1%
Other	1,197	30.2	3.3%	7.6%
Multiple	2,715	29.0	7.5%	17.2%

2024 West City Community District Total Population: 35,968 Residents

**Chart V – 2024 West City Community District Population by Non-White Race**



## **Tapestry Segmentation**

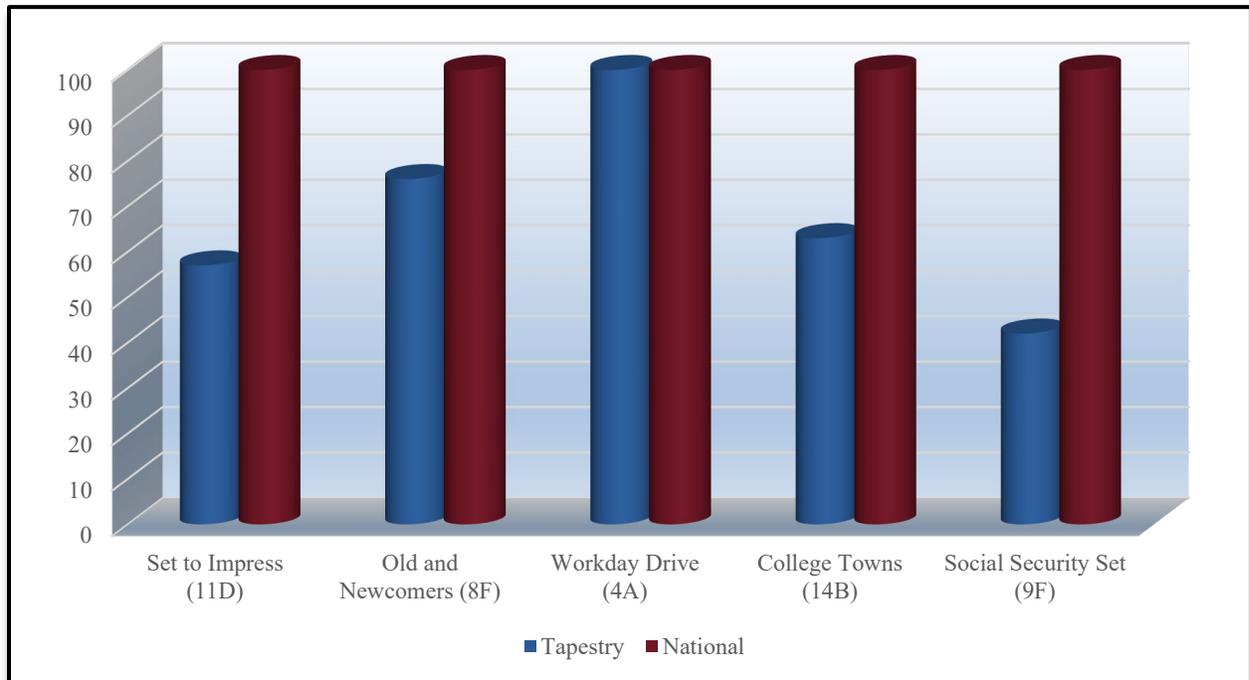
Tapestry segmentation represents the 4<sup>th</sup> generation of market segmentation systems that began 30 years ago. The 67-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic compositions. While the demographic landscape of the U.S. has changed significantly since the 2020 Census, the tapestry segmentation has remained stable as neighborhoods have evolved.

The following pages and tables outline the top 5 tapestry segments in the City of Daytona Beach and the Community Districts and provides a brief description of each.

**Table X – City of Daytona Beach Tapestry Segment Comparison** (ESRI estimates)

	City of Daytona Beach		Demographics	
	Percent	Cumulative Percent	Median Age	Median HH Income
Set to Impress (11D)	14.9%	14.9%	33.9	\$32,800
Old and Newcomers (8F)	10.9%	25.8%	39.4	\$44,900
Workday Drive (4A)	8.7%	34.5%	37.0	\$90,500
College Towns (14B)	8.7%	43.3%	24.5	\$32,200
Social Security Set (9F)	7.2%	50.5%	45.6	\$17,900

**Chart W – City of Daytona Beach Tapestry Segment Entertainment Spending:**



**Set to Impress (11D)** – Residents living alone but continue to have close family ties. Very conscious of the image. Enjoy popular music and quick meals. High use of internet and social media. Always looking for a deal. Leisure activities include concerts and visiting the zoo.

**Old and Newcomers (8F)** – Singles living on a budget. Just beginning careers or taking college/adult education classes. Strong supporters of environmental organizations. Price aware. Residents have a strong sense of community. They volunteer for charities, help fundraise, and recycle.

**Workday Drive (4A)** – An affluent family-oriented segment. They have a hectic life chasing children. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Most households are married couples with children. There

is a significant Hispanic (11.2%) population in this segment. Outdoor activities and sports are characteristics of life, like bicycling, jogging, golfing, boating and target shooting

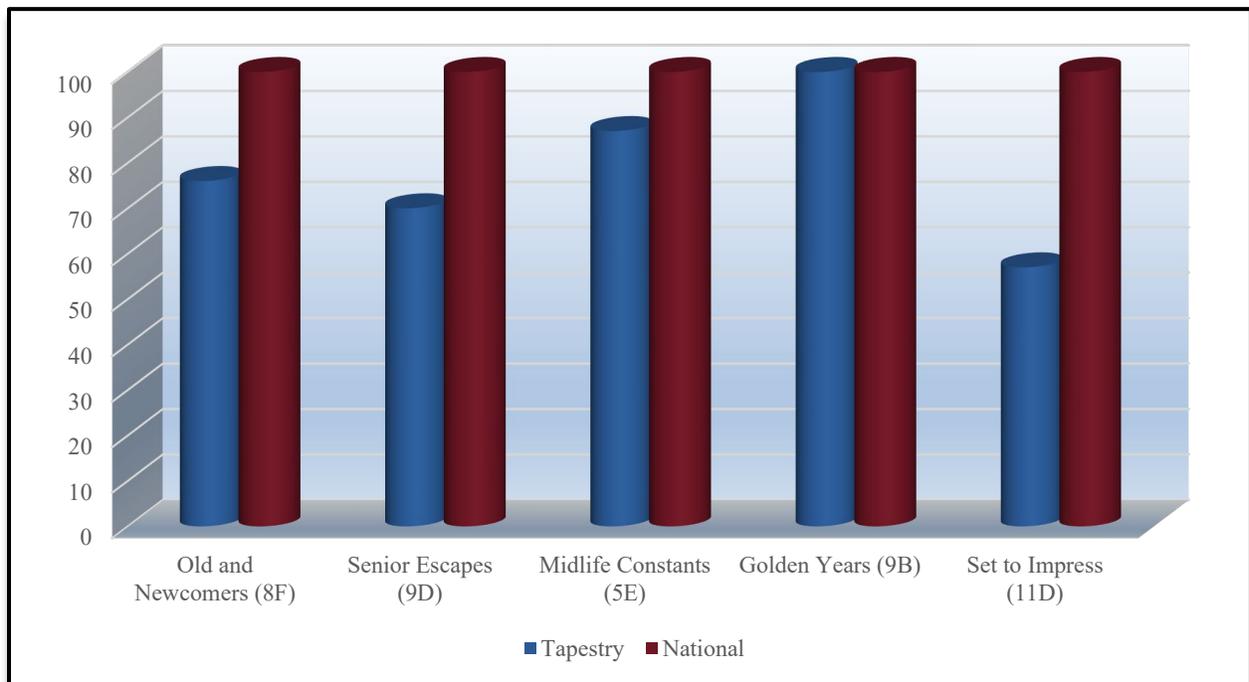
**College Towns (14B)** – Half of this demographic is enrolled in college. Although they have busy schedules, they still schedule time for socializing and sports. Buy impulsively and all about new experiences.

**Social Security Set (9F)** – An older demographic that keeps a close eye on their finances. They live alone, are brand loyal though and will pay a bit more for their favorites. They are health conscious and enjoy bingo, opera and theatre. Enjoy the city with access to hospitals, community centers and public transportation

**Table Y – Beachside Community District Tapestry Segment Comparison** (ESRI estimates)

	Beachside		Demographics	
	Percent	Cumulative Percent	Median Age	Median HH Income
Old and Newcomers (8F)	30.5%	30.5%	39.4	\$44,900
Senior Escapes (9D)	15.5%	46.0%	54.6	\$38,700
Midlife Constants (5E)	11.4%	57.4%	47.0	\$53,200
Golden Years (9B)	10.4%	67.7%	52.3	\$71,700
Set to Impress (11D)	10.0%	77.8%	33.9	\$32,800

**Chart X – Beachside Community District Tapestry Segment Entertainment Spending:**



**Old and Newcomers (8F)** – Singles living on a budget. Just beginning careers or taking college/adult education classes. Strong supporters of environmental organizations. Price aware. Residents have a strong sense of community. They volunteer for charities, help fundraise, and recycle.

**Senior Escapes (9D)** – Highly seasonal, yet owner occupied. Mostly white and fairly conservative. Enjoy watching TV, playing bingo, golfing, boating and fishing. They are very conscious of their health and buy specialty foods and dietary supplements. Spend the majority of their time with their spouse or significant other. Spend within their means.

**Midlife Constants (5E)** – These residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Their lifestyle is more country than

urban. They are generous, but not spendthrifts. Leisure activities including scrapbooking, movies at home, reading, fishing and golf.

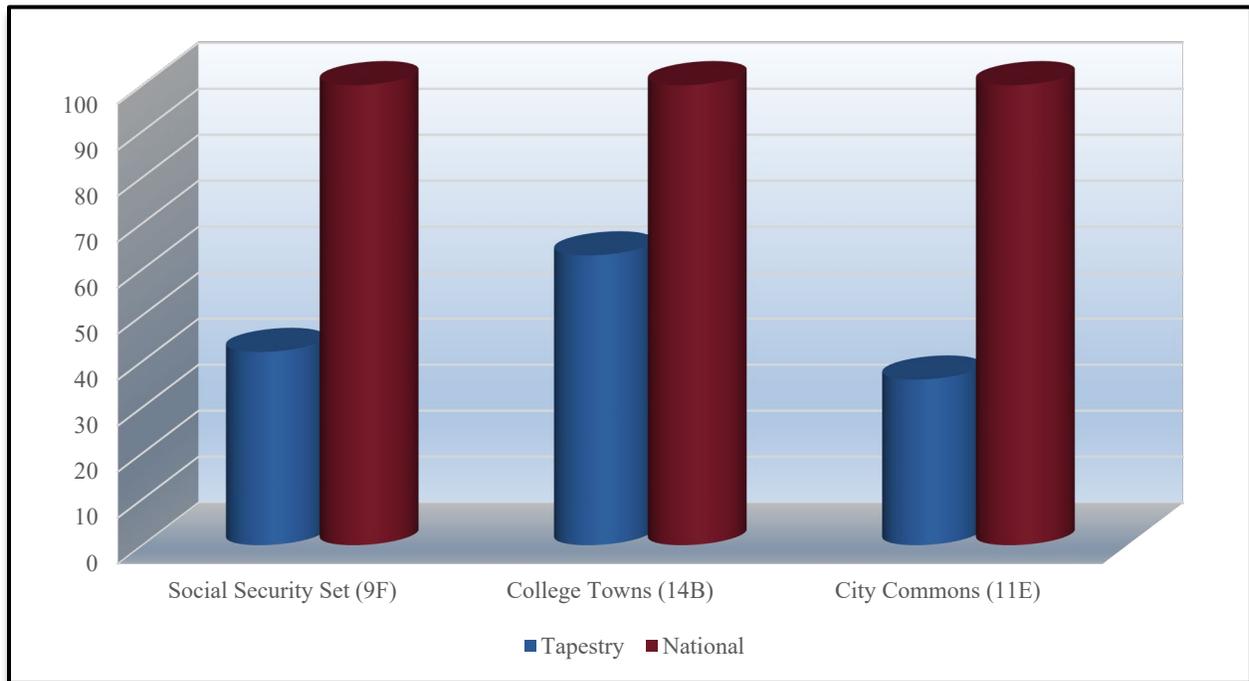
**Golden Years (9B)** – Independent and active seniors. Some still working to allow them to pursue leisure interests such as travel, sports, dining out, museums and concerts. Involved and physically fit. Consumers are well connected, generous supporters of the arts and charitable organizations.

**Set to Impress (11D)** – Residents living alone but continue to have close family ties. Very conscious of the image. Enjoy popular music and quick meals. High use of internet and social media. Always looking for a deal. Leisure activities include concerts and visiting the zoo.

**Table Z – Downtown Community District Tapestry Segment Comparison** (ESRI estimates)

	Downtown		Demographics	
	Percent	Cumulative Percent	Median Age	Median HH Income
Social Security Set (9F)	54.8%	54.8%	45.6	\$17,900
College Towns (14B)	44.6%	99.4%	24.5	\$32,200
City Commons (11E)	0.6%	100.0%	28.5	\$18,300

**Chart Y – Downtown Community District Tapestry Segment Entertainment Spending:**



**Social Security Set (9F)** – An older demographic that keeps a close eye on their finances. They live alone, are brand loyal though and will pay a bit more for their favorites. They are health conscious and enjoy bingo, opera and theatre. Enjoy the city with access to hospitals, community centers and public transportation

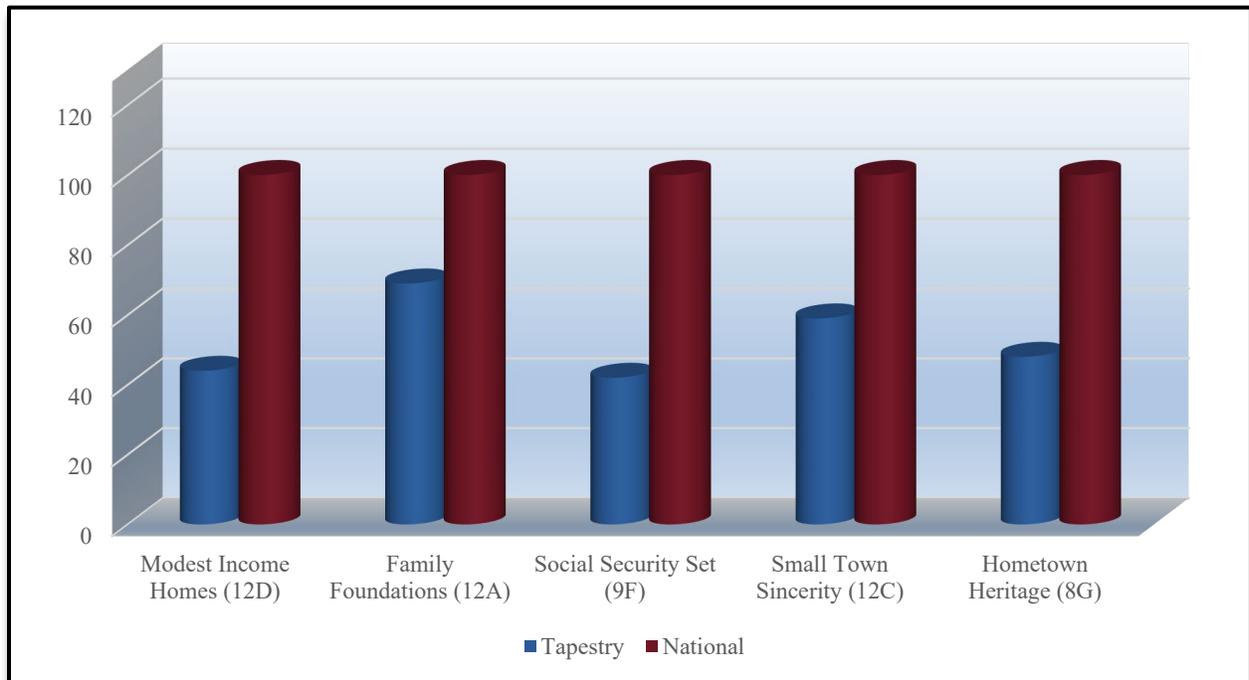
**College Towns (14B)** – Half of this demographic is enrolled in college. Although they have busy schedules, they still schedule time for socializing and sports. Buy impulsively and all about new experiences.

**City Commons (11E)** – One of the youngest and largest segments. Primarily single-parent households living in large cities. Many have not finished high school. Very aspirational and striving to better themselves and their children. Enjoy free family activities.

**Table AA – Midtown North Community District Tapestry Segment Comparison** (ESRI estimates)

	Midtown North		Demographics	
	Percent	Cumulative Percent	Median Age	Median HH Income
Modest Income Homes (12D)	28.4%	28.4%	37.0	\$23,900
Family Foundations (12A)	14.2%	42.7%	39.6	\$43,100
Social Security Set (9F)	14.1%	56.7%	45.6	\$17,900
Small Town Sincerity (12C)	11.2%	68.0%	40.8	\$31,500
Hometown Heritage (8G)	7.4%	75.3%	32.4	\$28,200

**Chart Z – Midtown North Community District Tapestry Segment Entertainment Spending:**



**Modest Income Homes (12D)** – Families in an urban setting that may be non-traditional. Strong religious faith and family values with modest lifestyles. Higher poverty rates in this market. Limited recreational activity. Enjoy playing basketball and music.

**Family Foundations (12A)** – The cornerstone of this group is family and faith. Stable neighborhoods with some adult children still living at home. Style is important, as well as staying connected and healthy.

**Social Security Set (9F)** – An older demographic that keeps a close eye on their finances. They live alone, are brand loyal though and will pay a bit more for their favorites. They are health conscious and enjoy bingo, opera and theatre. Enjoy the city with access to hospitals, community centers and public transportation.

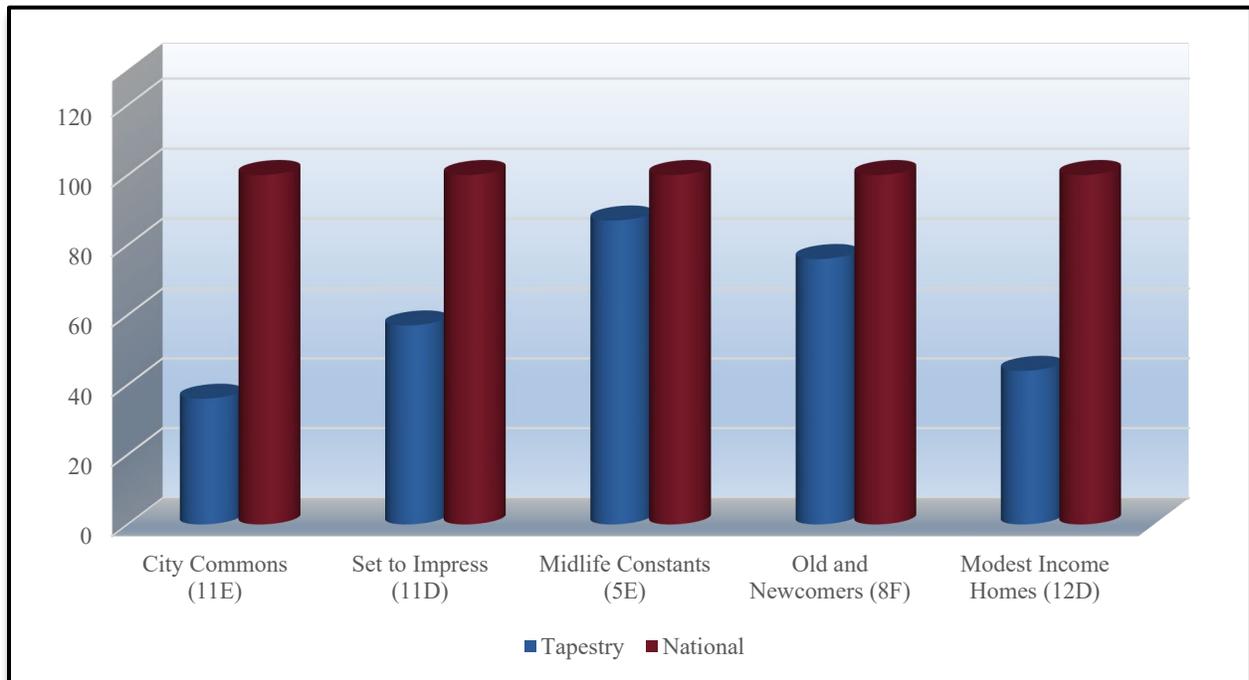
**Small Town Sincerity (12C)** – This segment includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Almost 1 in 4 households are below poverty level. This is an older market, with almost half of the householders aged 55 years or older. There is a significant Black (13.1%) population in this segment. Hunting, fishing, and target shooting are favorite pastimes.

**Hometown Heritage (8G)** – Primarily a family market that is younger and highly diverse. At times, they struggle to get by. Tend to buy in bulk and save money for specific purposes. Limited discretionary income, but do participate in team sports such as basketball, football and volleyball.

**Table BB – Midtown South Community District Tapestry Segment Comparison** (ESRI estimates)

	Midtown South		Demographics	
	Percent	Cumulative Percent	Median Age	Median HH Income
City Commons (11E)	27.5%	27.5%	28.5	\$18,300
Set to Impress (11D)	27.3%	54.9%	33.9	\$32,800
Midlife Constants (5E)	15.0%	69.9%	47.0	\$53,200
Old and Newcomers (8F)	13.6%	83.5%	39.4	\$44,900
Modest Income Homes (12D)	7.3%	90.7%	37.0	\$23,900

**Chart AA – Midtown South Community District Tapestry Segment Entertainment Spending:**



**City Commons (11E)** – One of the youngest and largest segments. Primarily single-parent households living in large cities. Many have not finished high school. Very aspirational and striving to better themselves and their children. Enjoy free family activities.

**Set to Impress (11D)** – Residents living alone but continue to have close family ties. Very conscious of the image. Enjoy popular music and quick meals. High use of internet and social media. Always looking for a deal. Leisure activities include concerts and visiting the zoo.

**Midlife Constants (5E)** – These residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Their lifestyle is more country than urban. They are generous, but not spendthrifts. Leisure activities including scrapbooking, movies at home, reading, fishing and golf.

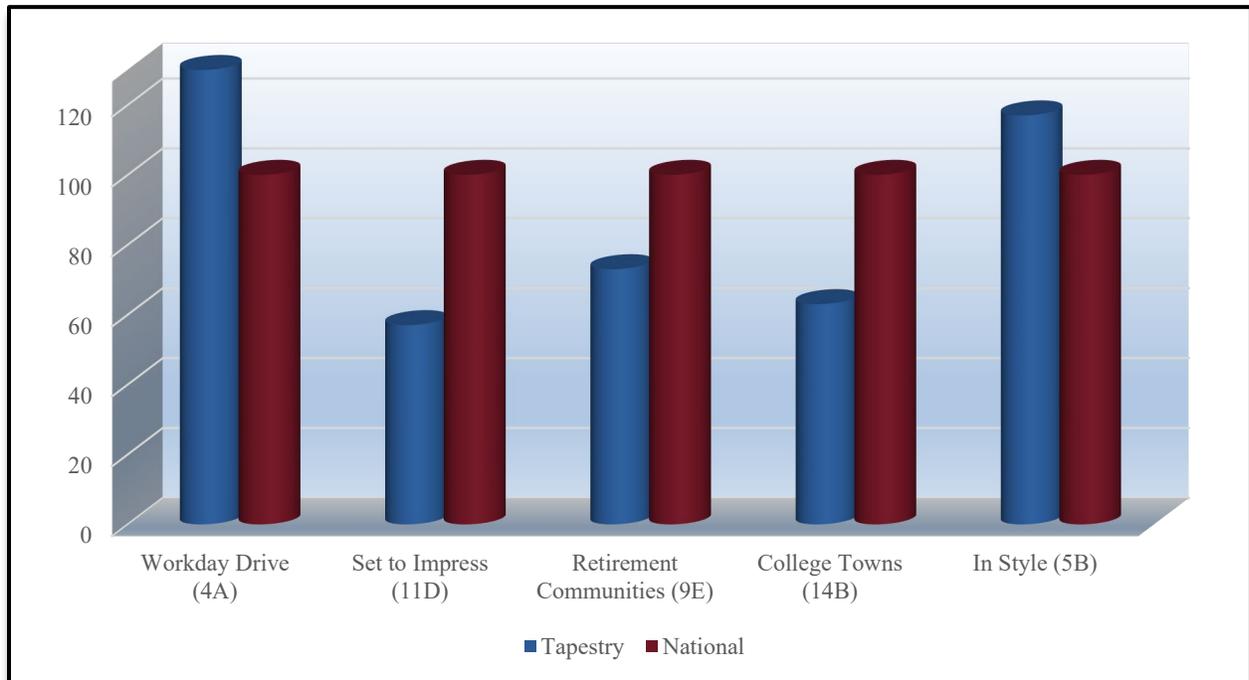
**Old and Newcomers (8F)** – Singles living on a budget. Just beginning careers or taking college/adult education classes. Strong supporters of environmental organizations. Price aware. Residents have a strong sense of community. They volunteer for charities, help fundraise, and recycle.

**Modest Income Homes (12D)** – Families in an urban setting that may be non-traditional. Strong religious faith and family values with modest lifestyles. Higher poverty rates in this market. Limited recreational activity. Enjoy playing basketball and music.

**Table CC – West City Community District Tapestry Segment Comparison** (ESRI estimates)

	West City		Demographics	
	Percent	Cumulative Percent	Median Age	Median HH Income
Workday Drive (4A)	20.3%	20.3%	37.0	\$90,500
Set to Impress (11D)	19.1%	39.4%	33.9	\$32,800
Retirement Communities (9E)	14.4%	53.8%	53.9	\$40,800
College Towns (14B)	9.8%	63.6%	24.5	\$32,200
In Style (5B)	9.1%	72.7%	42.0	\$73,000

**Chart BB – West City Community District Tapestry Segment Entertainment Spending:**



**Workday Drive (4A)** – An affluent family-oriented segment. They have a hectic life chasing children. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Most households are married couples with children. There is a significant Hispanic (11.2%) population in this segment. Outdoor activities and sports are characteristic of life, like bicycling, jogging, golfing, boating and target shooting. Outdoor activities and sports are a way of life.

**Set to Impress (11D)** – Residents living alone but continue to have close family ties. Very conscious of the image. Enjoy popular music and quick meals. High use of internet and social media. Always looking for a deal. Leisure activities include concerts and visiting the zoo.

**Retirement Communities (9E)** – Evenly distributed across the country, this group stays up to date with the latest news and takes pride in being financially responsible. Enjoy fishing and taking vacations. While some residents enjoy cooking, many would rather dine out. They are health conscious.

**College Towns (14B)** – Half of this demographic is enrolled in college. Although they have busy schedules, they still schedule time for socializing and sports. Buy impulsively and all about new experiences.

**In Style (5B)** – This group embraces the urban lifestyle. They are fully connected to digital devices and support the arts and charities/causes. Most do not have children. Meticulous planners. Residents stay fit by exercising, eating a healthy diet to control their weight, buying low-fat foods and taking vitamins.

## Demographic Summary:

The following summarizes the demographic characteristics of the City of Daytona Beach.

- The City's population in 2024 is estimated at 83,233 and is expected to continue to grow in the next five years (89,883). The greatest growth will come in the senior age groups. The West City Community District has the highest population (approx. 36,000) and Midtown South the lowest at approx. 11,600. The greatest growth will be in the West City Community District and smallest in the Downtown Community District.
- The median age in the City of Daytona Beach is 41.4 which is lower than the State (43.5) but higher than the National number (39.3). The Beachside City Community District has the highest median age (55.7) and Midtown North Community District the lowest at 35.
- The City of Daytona Beach has a significantly lower percentage of households with children (18.2%) than both the State (26.7) and National number of 30.2%. The Midtown North Community District has the highest percentage (27.9%) and the Downtown Community District the lowest at 10.2%.
- The City of Daytona Beach has a lower median household income (approx. \$50,500) than the State (approx. \$74,700) and the National (approx. \$79,000). The West City Community District has the highest (approx. \$64,600) and the Midtown South Community District the lowest at approximately \$35,000.
- The Household Budget Expenditures and the Recreation Spending Potential are consistent with the lower median household income, and both are lower than the State and National levels. The West City Community District has the highest and the Midtown South Community District the lowest.
- The age distribution in the City of Daytona Beach is such that 21% are under the age of 18 and 30.4% is over the age of 55. Additionally, it is projected that the 55+ age categories are projected to increase substantially through 2029.
- There is a significant White and African American population in the City of Daytona Beach.
- Tapestry segments in the City of Daytona Beach consist of older residents along with younger individuals and some younger families. There is also a significant college age cohort.
- There are a significant number of seasonal residents in the Beachside Community District.
- Bethune-Cookman University has a significant impact on the demographic characteristics of the Midtown Community Districts and the West City Community District.





# Appendix B

## Needs Assessment Survey



# Daytona Beach, Florida 2024 Parks and Recreation Needs Assessment Survey

## Findings Report

Presented to City of Daytona Beach  
September 2024



**ETC**  
INSTITUTE

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# 1 Executive Summary

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# Daytona Beach, Florida

## Parks and Recreation Needs Assessment Survey

### Executive Summary

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#### Overview

ETC Institute administered a parks and recreation needs assessment survey for Daytona Beach, Florida during the early months of 2024. The purpose of the survey was to help determine parks and recreation priorities for the community.

#### Methodology

ETC Institute mailed a survey packet to a random sample of households throughout the City of Daytona Beach. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online.

After the surveys were mailed, ETC Institute followed up with residents to encourage participation. To prevent people who were not residents of Daytona Beach from participating, everyone who completed the survey online was required to enter their home address prior to submitting their survey. ETC Institute then matched the addresses entered online with the addresses originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not included in the final database for this report.

The survey aimed to collect a minimum of 400 completed responses from residents, and this target was surpassed with 415 completed surveys collected. The overall results for the sample of 415 residents have a precision of at least +/-4.80% at the 95% level of confidence.

This report contains the following:

- Executive Summary with major findings (Section 1)
- Charts showing the overall results of the survey (Section 2)
- Benchmarks (Section 3)
- Priority Investment Ratings (PIR) (Section 4)
- Tabular data showing the overall results for all questions on the survey (Section 5)
- A copy of the cover letter and survey instrument (Section 6)

The major findings of the survey are summarized in the following pages.

## Facilities/Programs Usage

**Facilities Use:** Majority of the respondents (83%) indicated that they have visited the City’s facilities during the past year. Then, they rated the physical condition of the facilities they have visited. 15% rated “excellent,” 55% rated “good,” 25% rated “fair,” and 4% rated “poor.” For those that said they have not visited facilities in the past year, they selected barriers that prevented them from visiting them more often or at all. The common barriers were: criminal activity in the park (32%), do not feel safe using parks/facilities (32%), and lack of shade (29%).

**Programs Use:** Forty-two percent (42%) of respondents indicated that they have participated in programs and events in the past year. Then, they rated the programs and events they participated in. 20% rated “excellent,” 66% rated “good,” 13% rated “fair,” and 1% rated “poor.” For those that have said they have not participated in programs or events in the past year, they selected barriers that prevented them from participating more often or at all. The common barriers were: I don’t know what is offered (58%), fees are too high (14%), and program times are not convenient (14%).

## Communication

Respondents selected all the ways they learn about the City’s parks, recreation facilities, programs, and events. The common resources were: word of mouth (62%), social media (52%), and city website (35%). Based on the sum of top three choices, the common resources were: social media (54%), city website (39%), and emails (31%).

## Outside Organizations

Respondents selected the organizations that they used for recreation and sports activities during the last year. The common selected organizations were: City of Daytona Beach (67%), neighboring cities (43%), and places of worship (24%).

## Benefits, Importance, and Improvements to Parks and Recreation

**Agreement:** Respondents rated their level of agreement with the statements (listed in the survey) about potential benefits of the parks, facilities, and recreation programs or events. The statements that respondents agreed the most were: preserves open space & protects the environment (73%), improves my (my household’s) physical health & fitness (71%), and makes Daytona Beach a more desirable place to live (71%).

## Additional Findings

**Importance:** Respondents rated how important it was for the City to provide high quality parks, recreation facilities, and programs. 82% rated very important, 16% rated somewhat important, and 2% rated not important.

## Recreation Facilities Needs and Priorities

**Facilities Needs:** Respondents were asked to identify if their household had a need for 29 recreation facilities and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various facilities.

The three facilities with the highest percentage of households that have an unmet need:

1. Beach access & amenities
2. Shade & trees
3. Walking paths in parks

**Facility Importance:** In addition to assessing the needs for each activity, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents’ top four choices, these were the four facilities that ranked most important to residents:

1. Beach access & amenities
2. Multi-use hiking, biking, walking trails
3. Shade & trees
4. Walking paths in parks

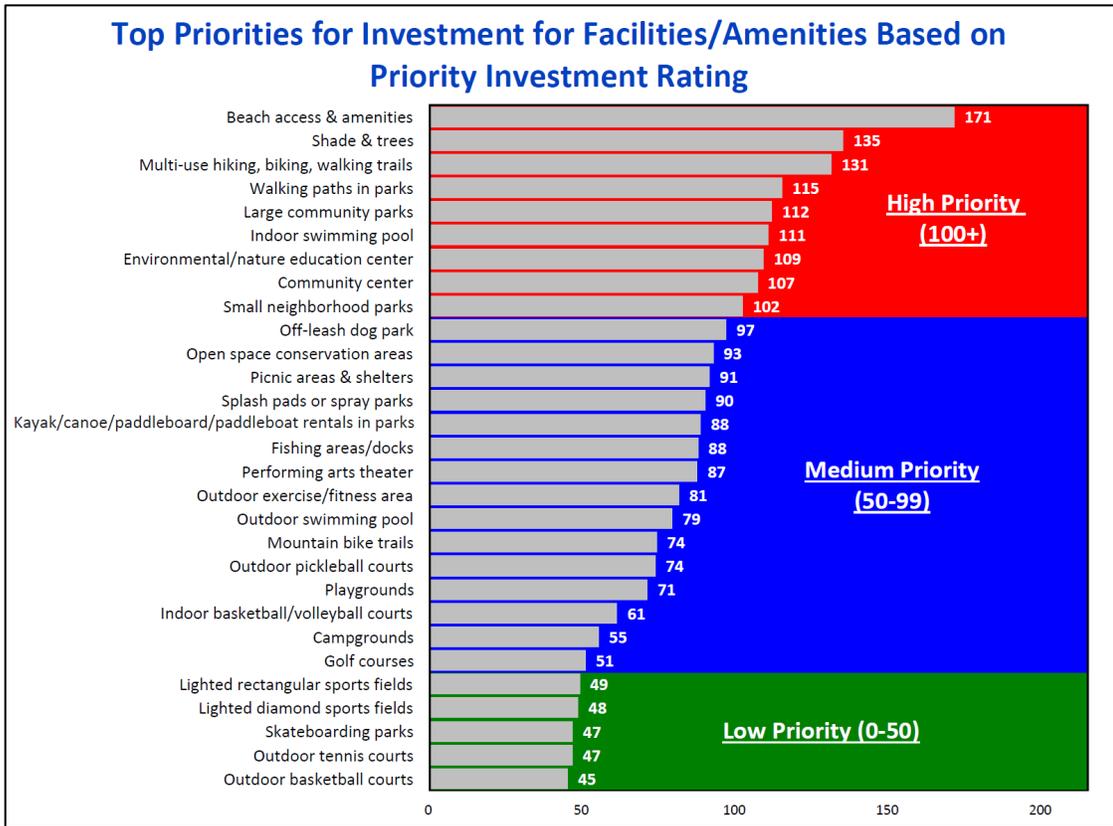
**Priorities for Facility Investments:** The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on activities and (2) how many residents have unmet needs for the activities. [Details regarding the methodology for this analysis are provided in Section 4 of this report.]

Based the Priority Investment Rating (PIR), the following facilities were rated as high priorities for investment:

- Beach access & amenities (PIR=171)
- Shade & trees (PIR=135)
- Multi-use hiking, biking, walking trails (PIR=131)
- Walking paths in parks (PIR=115)
- Large community parks (PIR=112)
- Indoor swimming pool (PIR=111)
- Environmental/nature education center (PIR=109)

- Community center (PIR=102)

The chart below shows the Priority Investment Rating for each of the 29 facilities assessed in the survey



## Recreation Programs Needs and Priorities

**Programs Needs:** Respondents were asked to identify if their household had a need for 26 recreation programs and to rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various programs.

The three programs with the highest percentage of households that have an unmet need:

1. Adult fitness & wellness programs
2. Special events
3. Senior programs

**Program Importance:** In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents placed on each item. Based on the sum of respondents’ top four choices, these were the four programs that ranked most important to residents:

1. Adult fitness & wellness classes
2. Senior programs

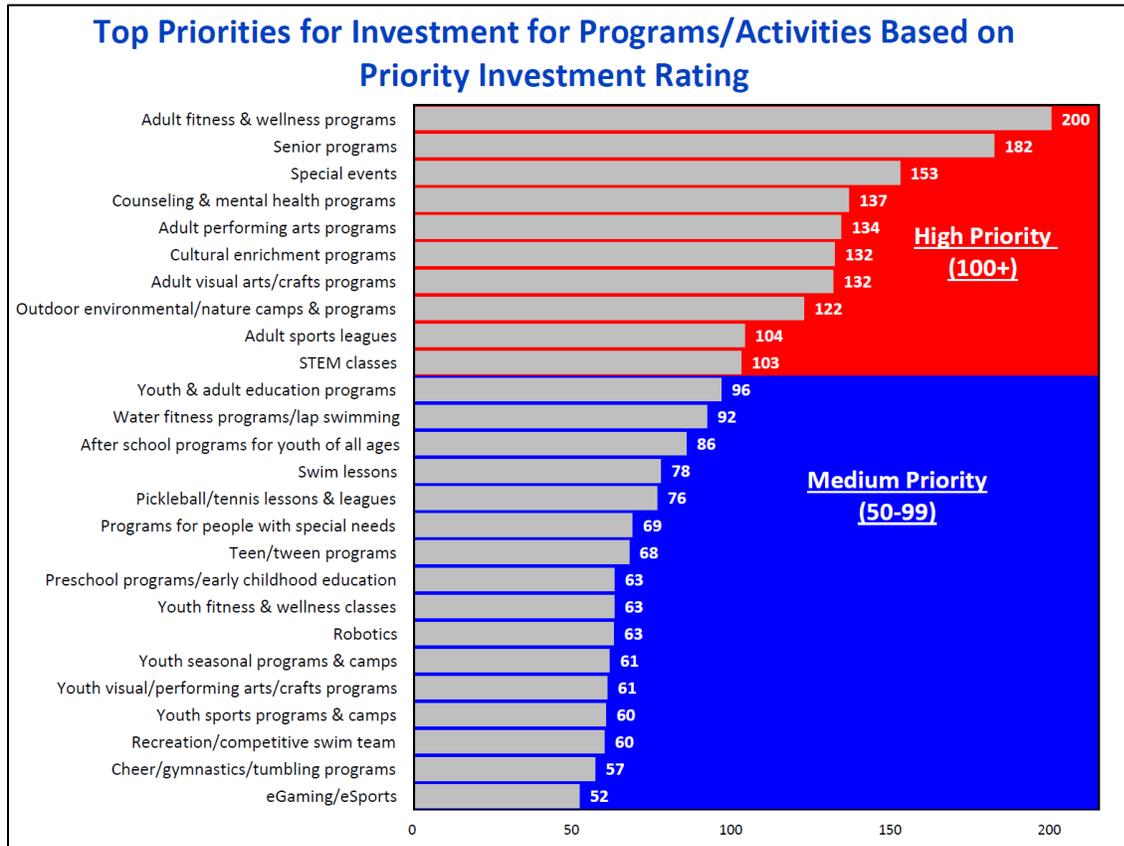
3. Special events
4. Counseling & mental health programs

**Priorities for Program Investments:** The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weighs (1) the importance that residents place on programs and (2) how many residents have unmet needs for the activities. [Details regarding the methodology for this analysis are provided in Section 4 of this report.]

Based the Priority Investment Rating (PIR), the following programs were rated as high priorities for investment:

- Adult fitness & wellness programs (PIR=200)
- Senior programs (PIR=182)
- Special events (PIR=153)
- Counseling & mental health programs (PIR=137)
- Adult performing arts programs (PIR=134)
- Cultural enrichment programs (PIR=132)
- Adult visual arts/crafts programs (PIR=132)
- Outdoor environmental/nature camps & programs (PIR=122)
- Adult sports leagues (PIR=104)
- STEM classes (PIR=103)

The chart on the next page shows the Priority Investment Rating for each of the 26 programs assessed in the survey.

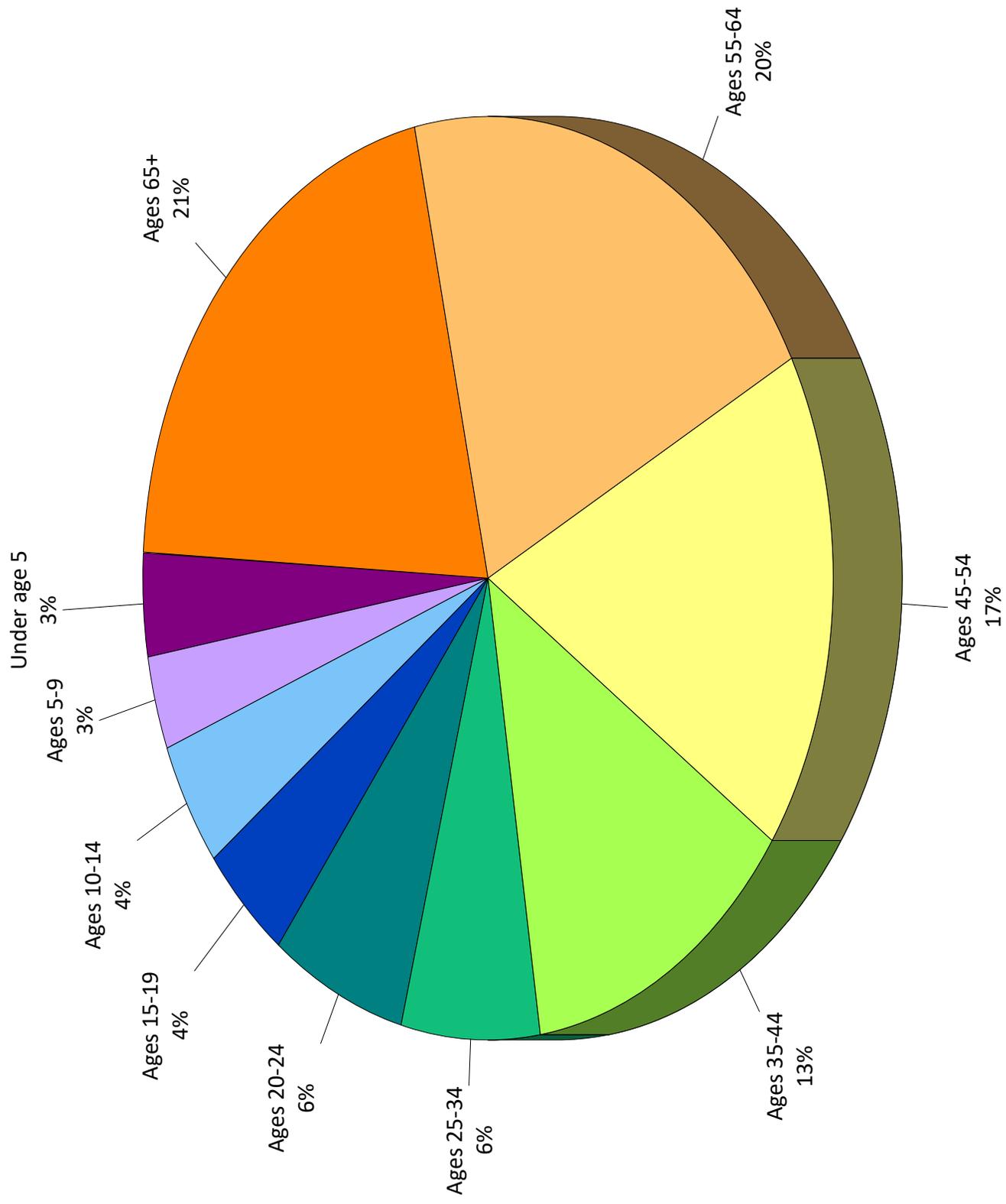




# 2 Charts and Graphs

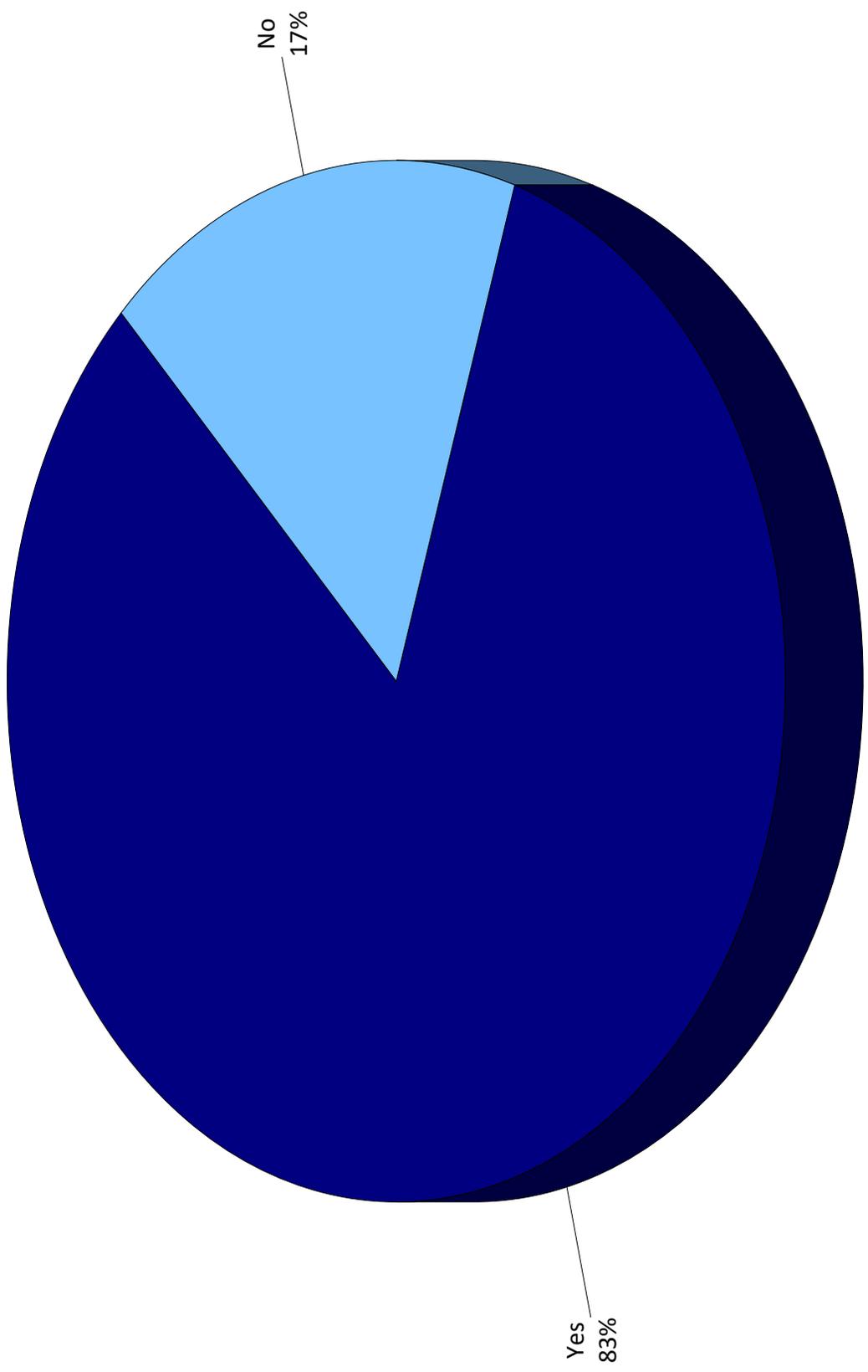
# Q1. Including yourself, how many people in your household are...

by percentage of persons in household



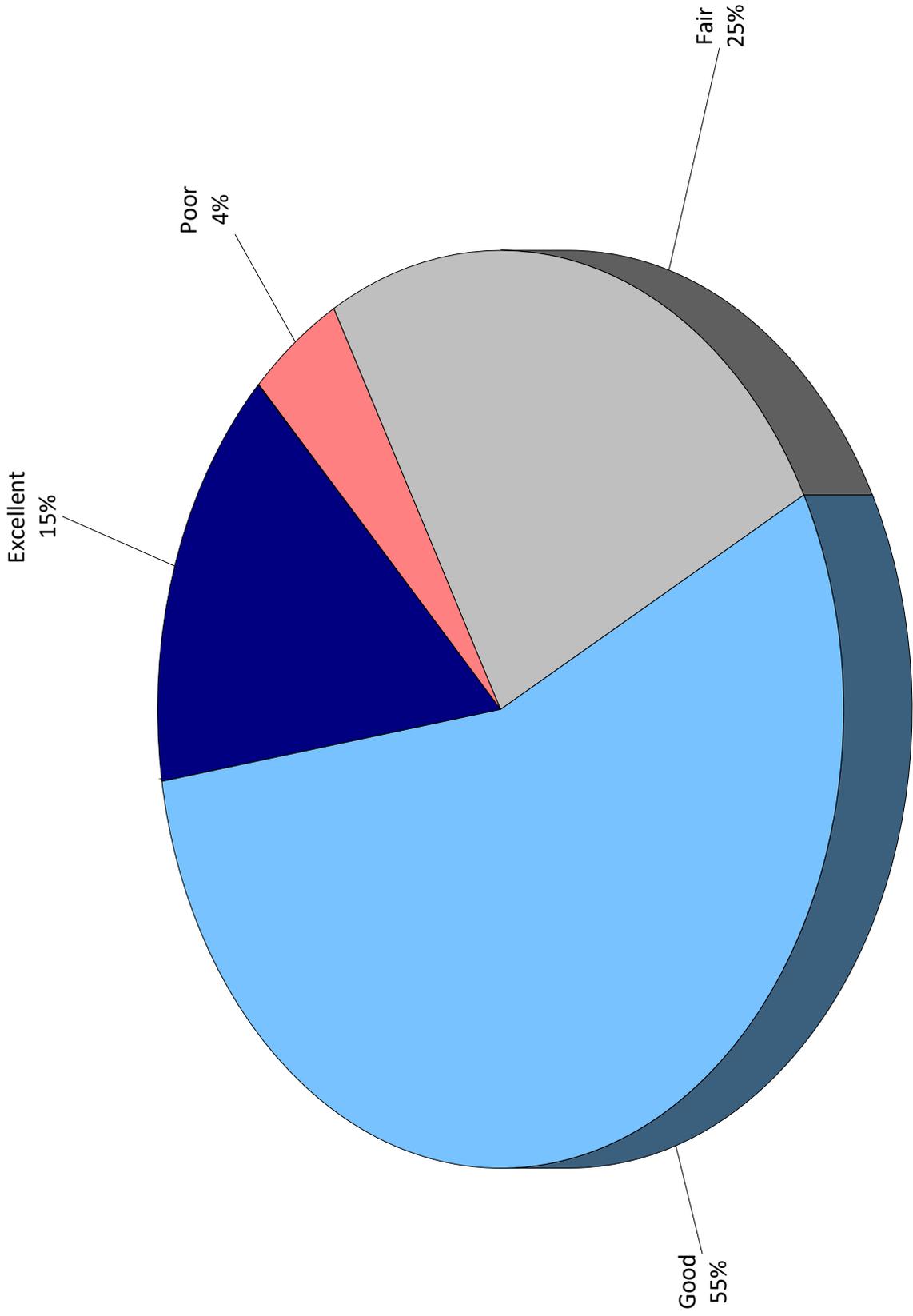
## Q2. Have you/your household visited any City of Daytona Beach parks and/or recreation facilities during the past year?

by percentage of respondents (excluding "not provided")

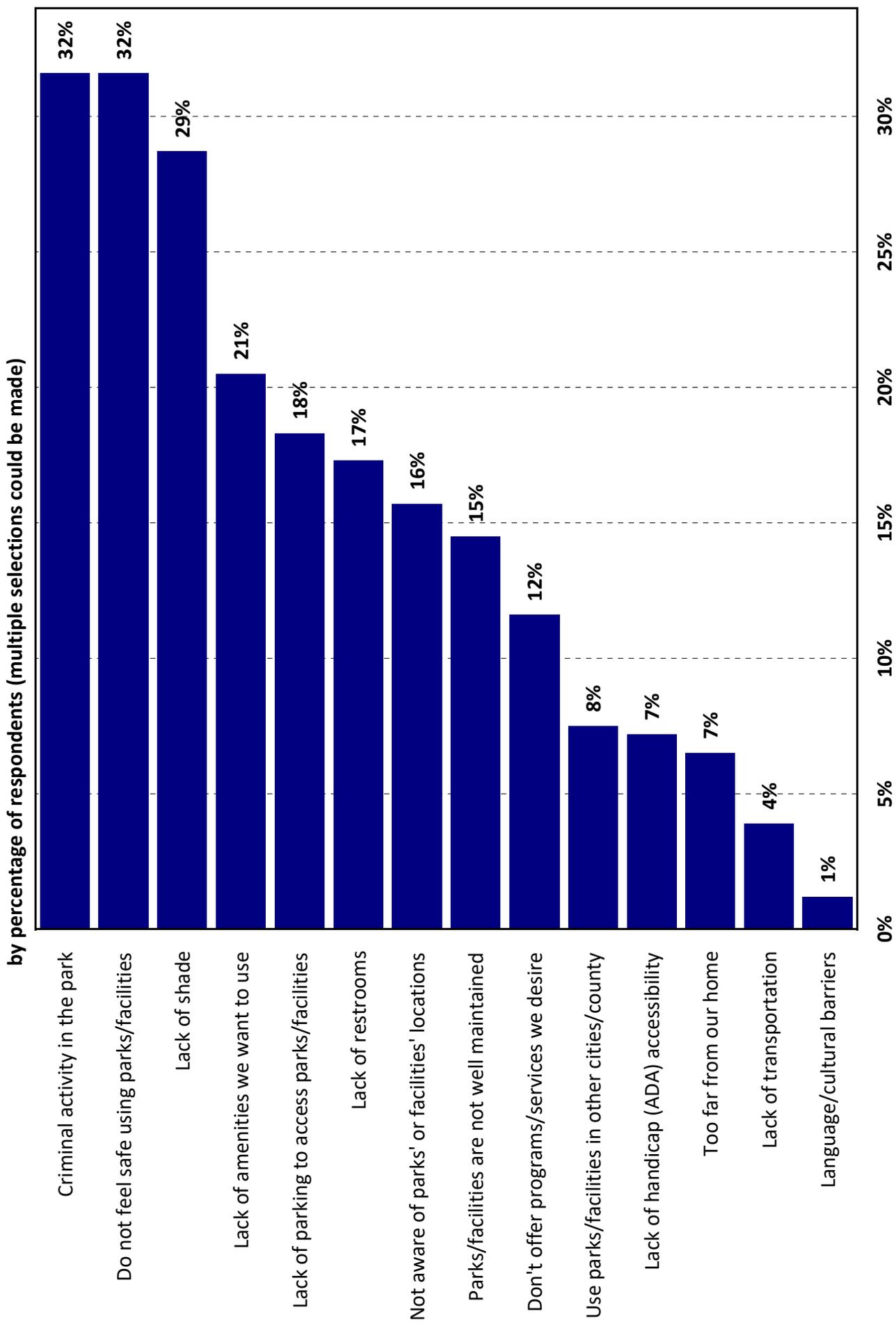


## Q2a. Overall, how would you rate the physical condition of all the parks and recreation facilities you have visited?

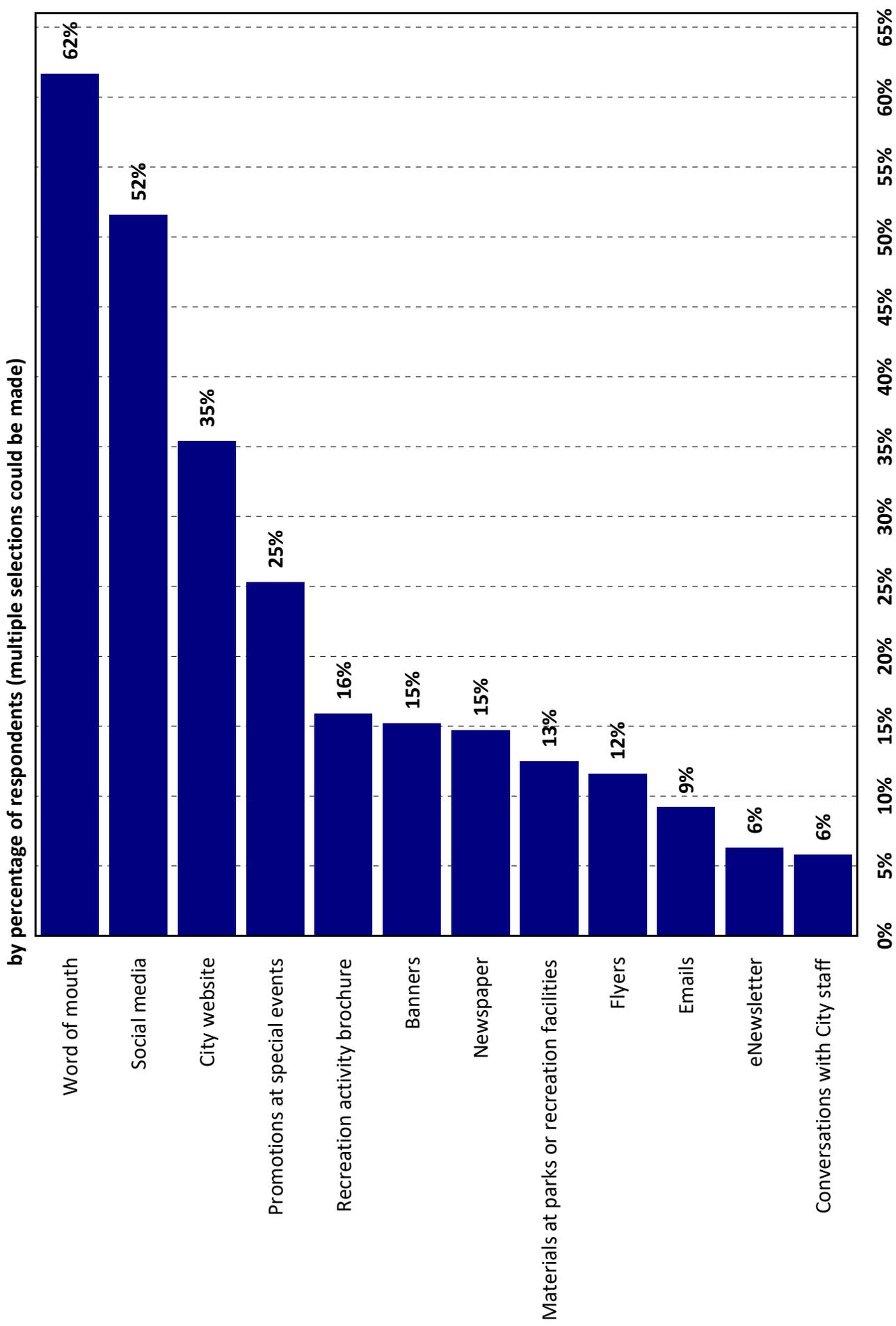
by percentage of respondents (excluding "not provided")



### Q3. Please check all the following reasons that prevent you/your households from visiting facilities more often.

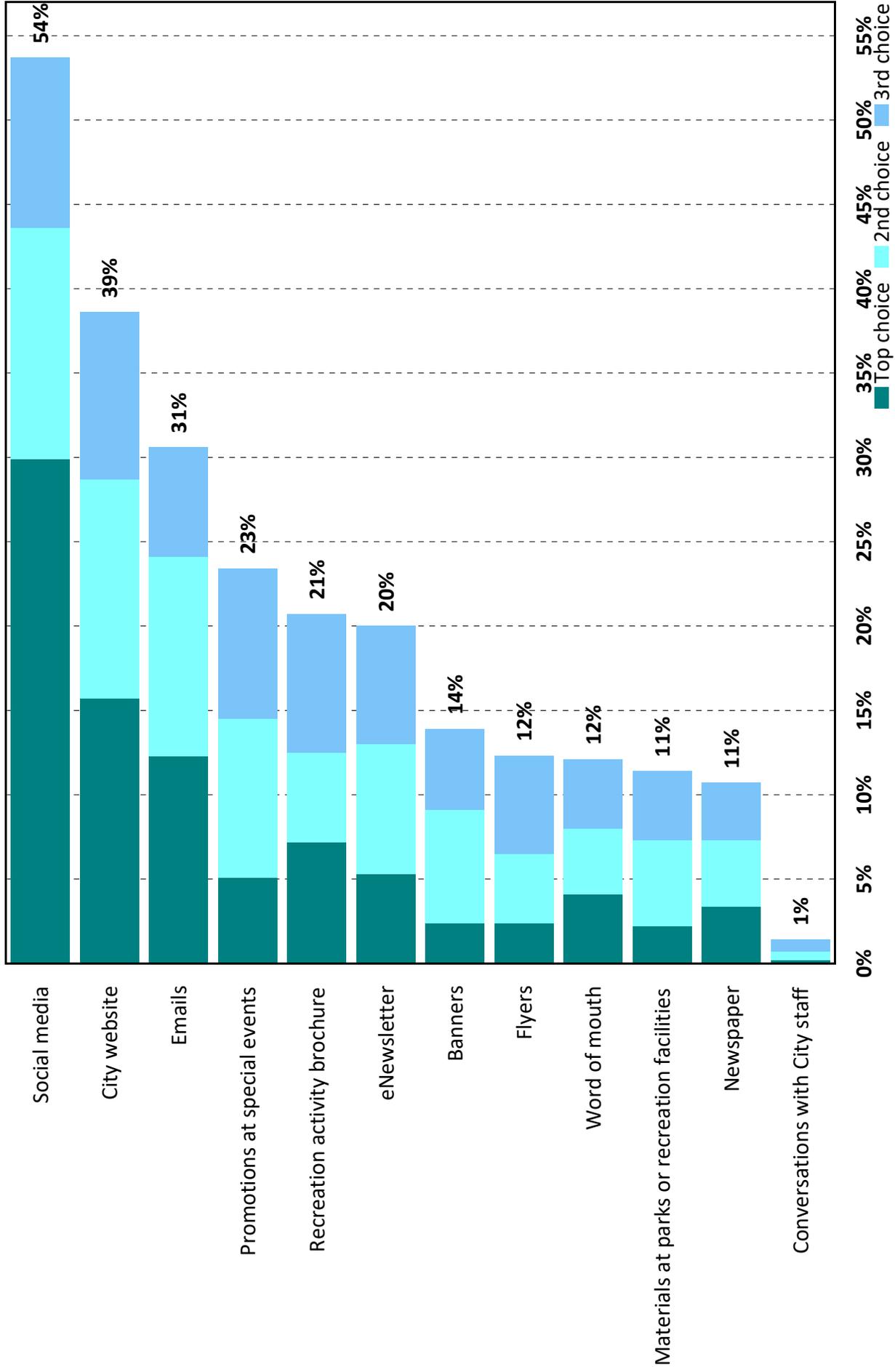


## Q4. From the following list, please check all the ways you learn about City of Daytona Beach parks, recreation facilities, programs, and events.

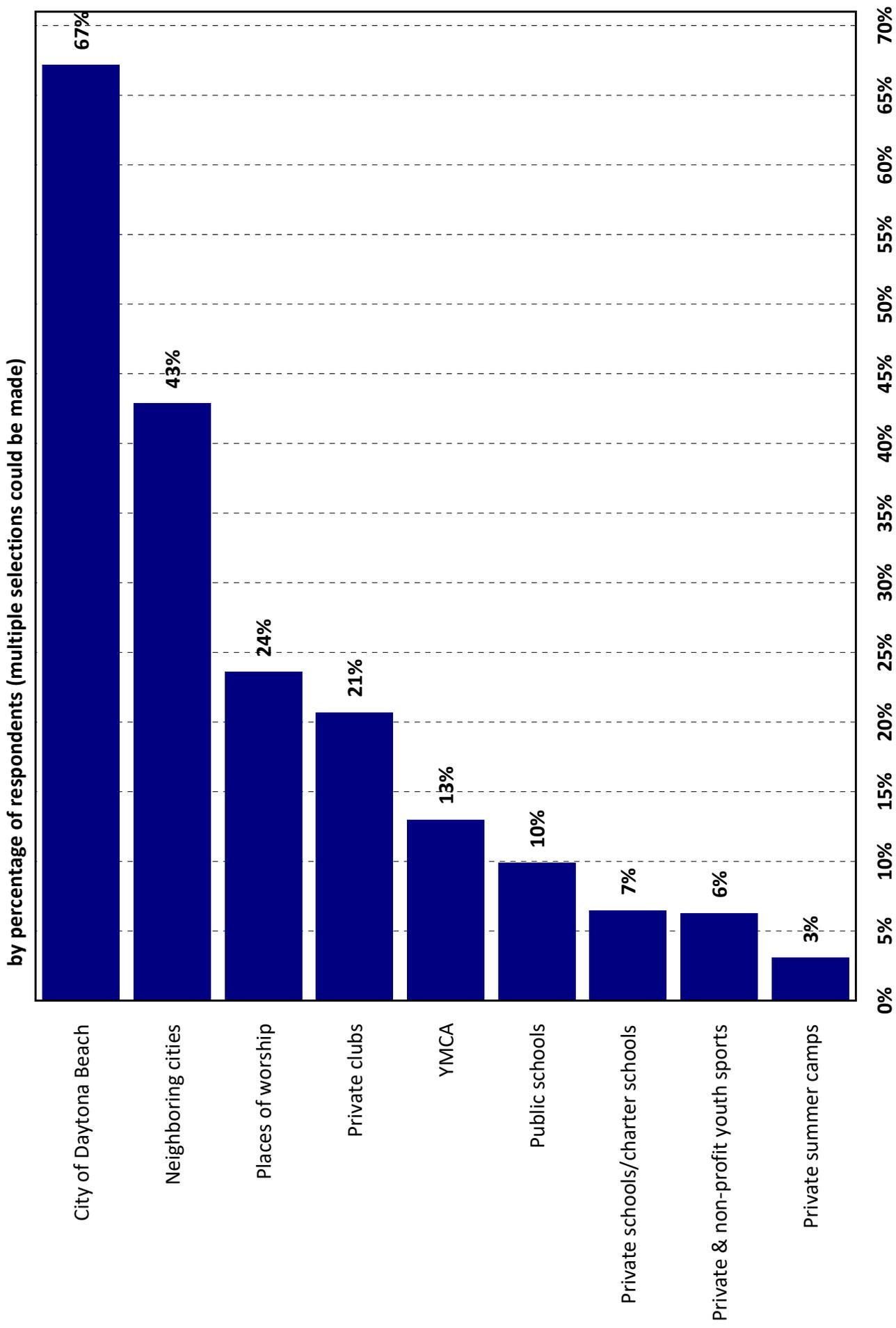


## Q5. Which three methods of communication would you most prefer the City use to communicate with you about parks, recreation facilities, programs, and events?

by percentage of respondents who selected the items as one of their top three choices

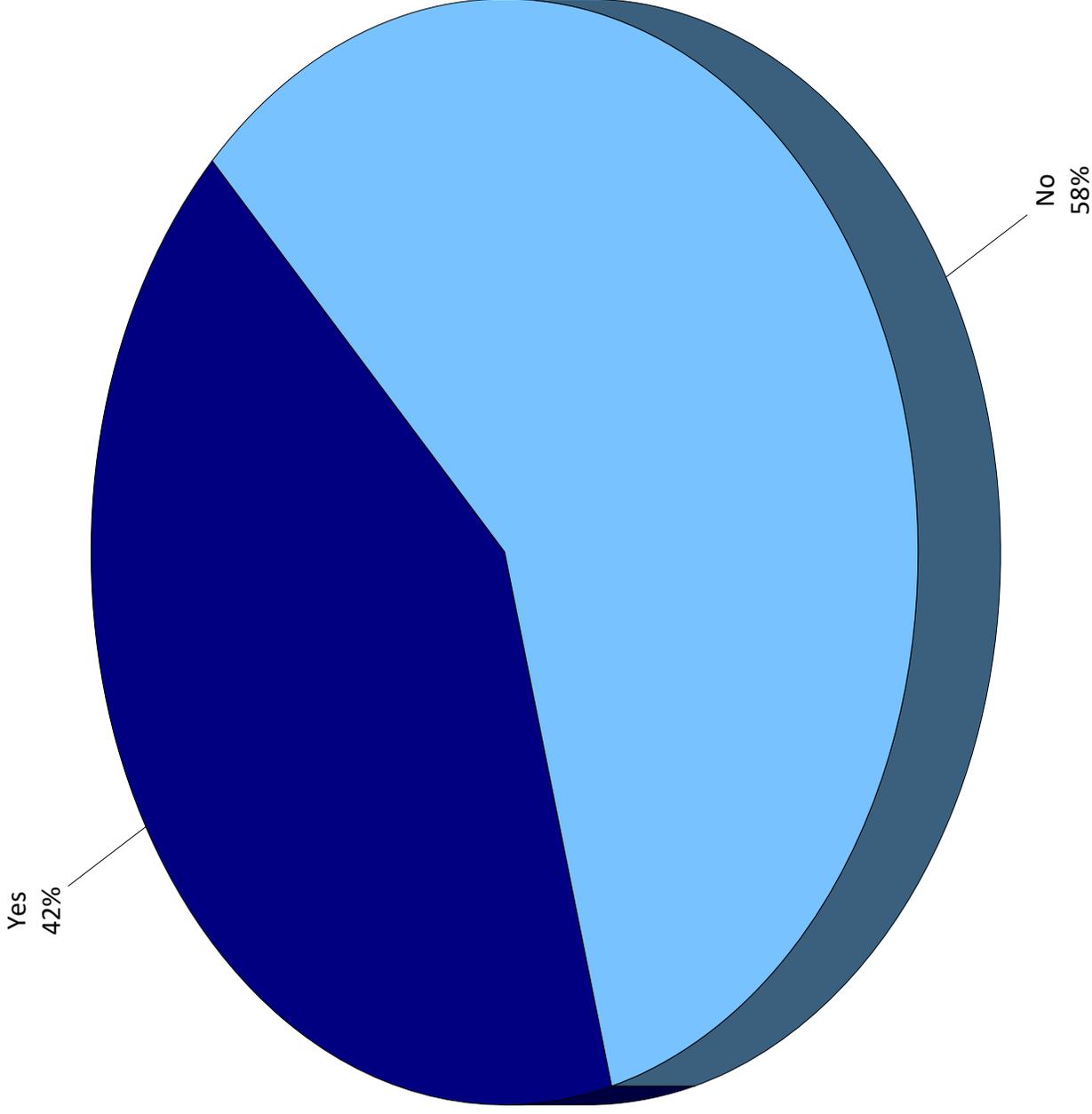


## Q6. From the following list, please check all the organizations that you/your household have used for recreation and sports activities during the last year.



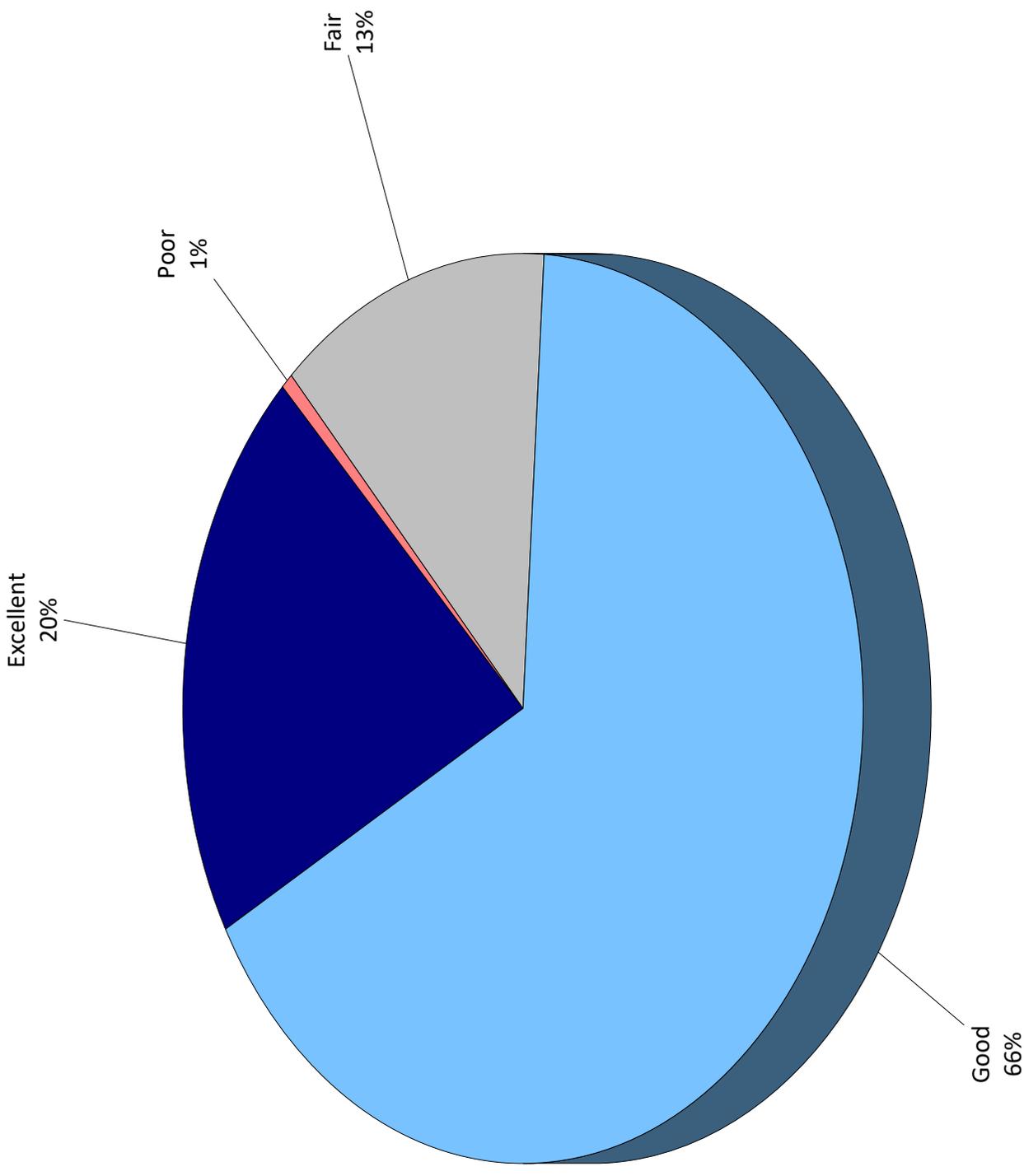
## Q7. Has your household participated in any programs/events offered by the City of Daytona Beach Parks and Recreation Department during the past year?

by percentage of respondents (excluding "not provided")

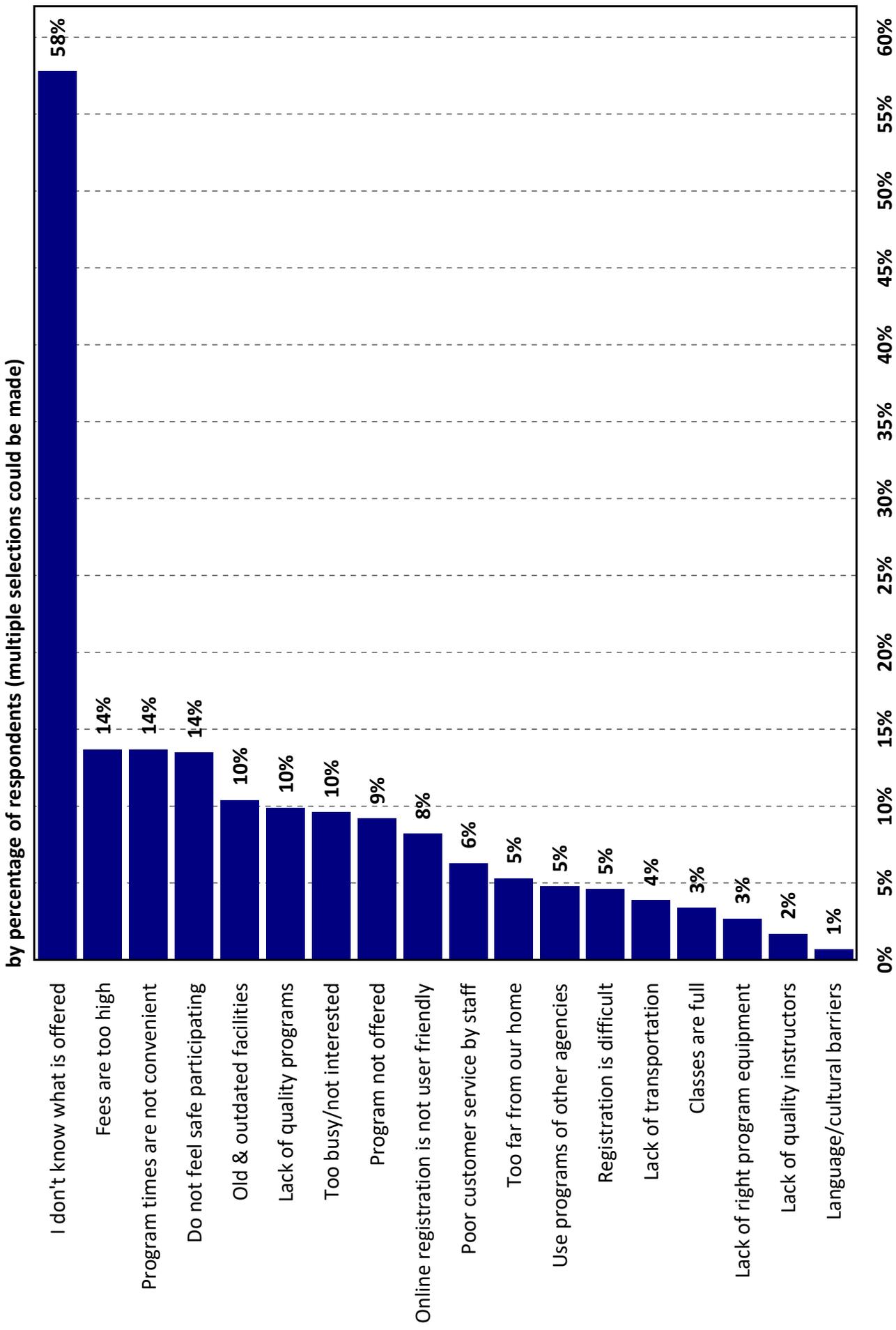


# Q7a. How would you rate the overall quality of the programs/events in which your household has participated?

by percentage of respondents (excluding "not provided")

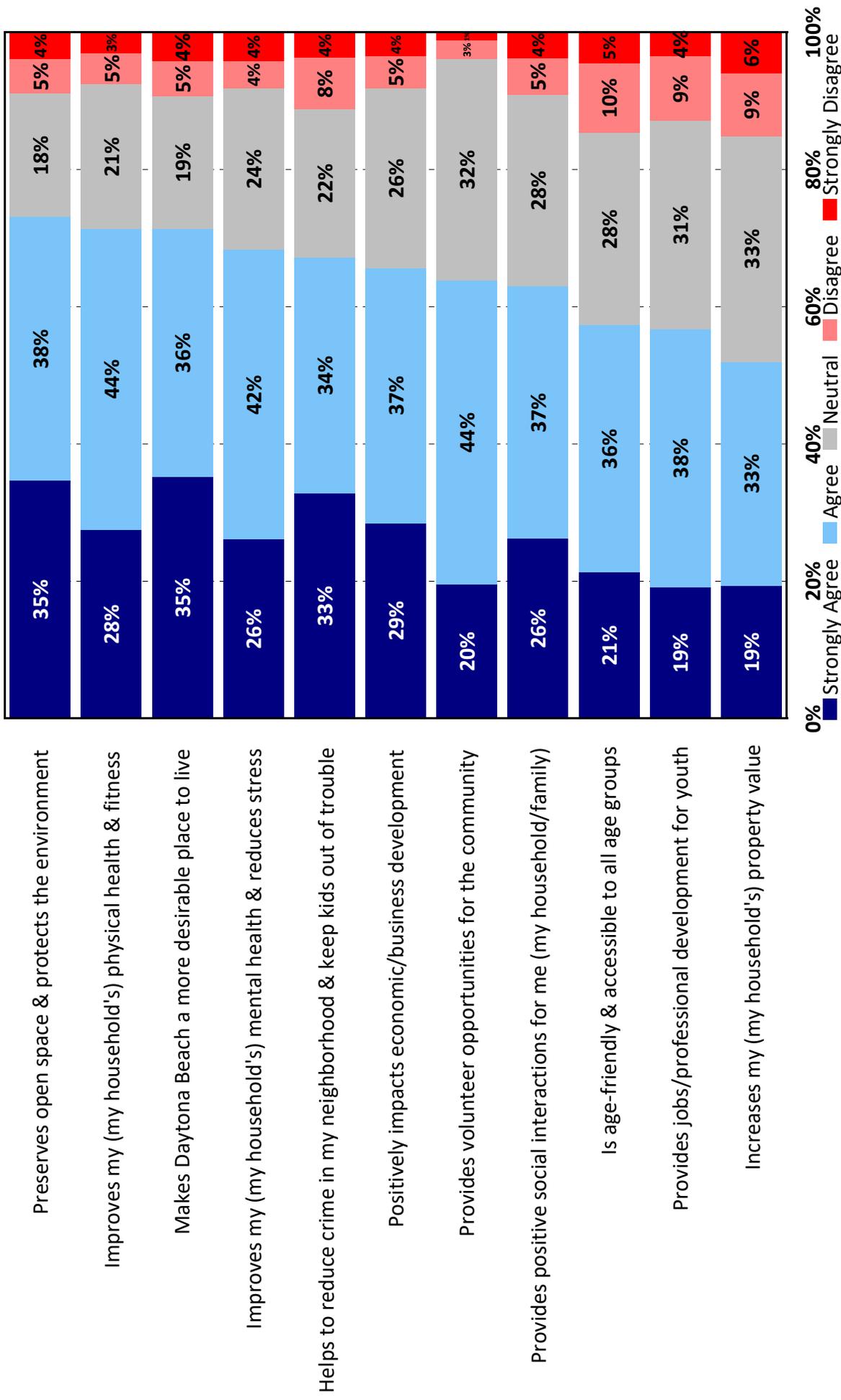


## Q8. Please check all the following reasons that prevent you/your household from participating in programs more often.



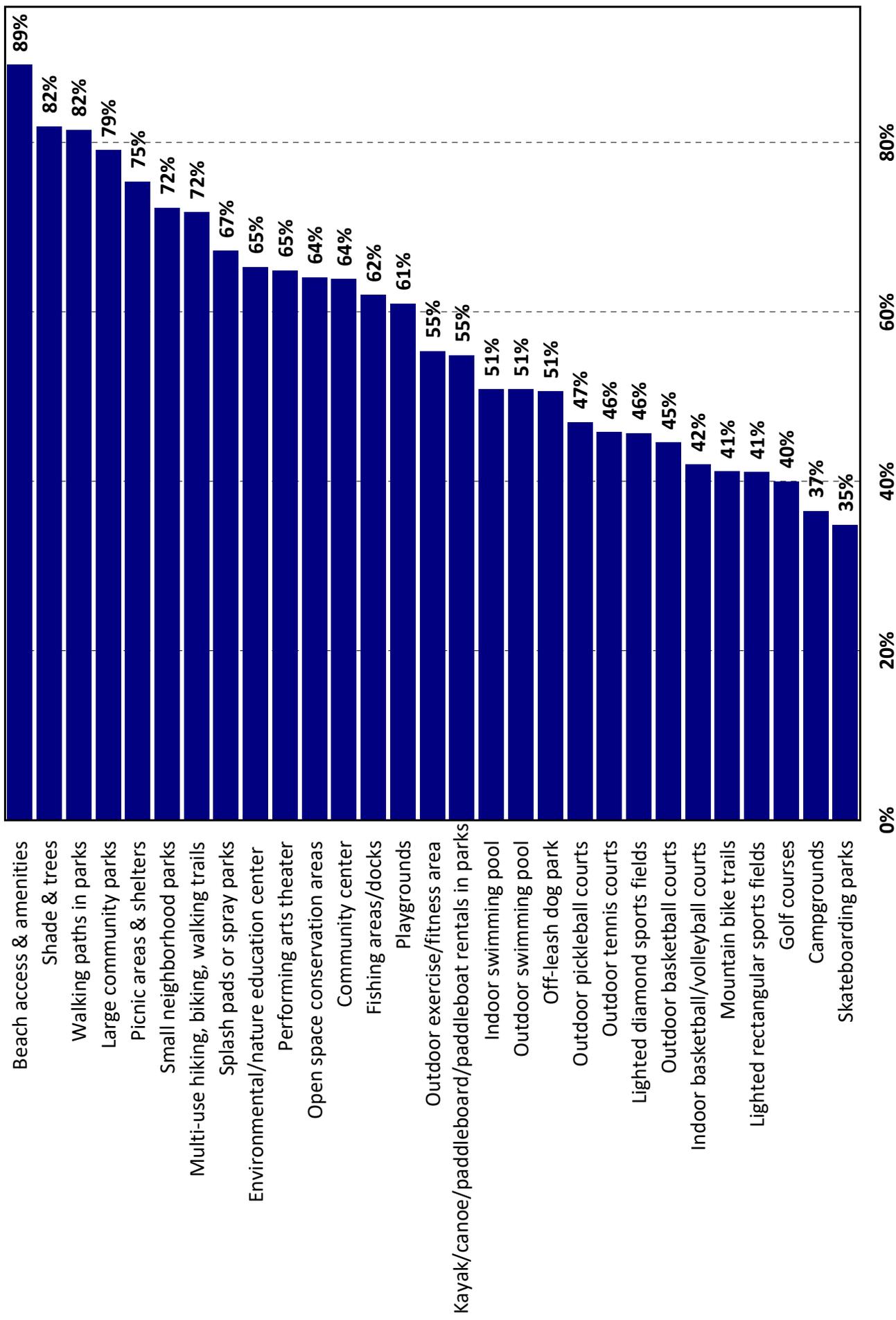
## Q9. Please indicate your level of agreement with the following statements concerning some potential benefits of the parks, facilities, and recreation programs or events.

by percentage of respondents (excluding "don't know")



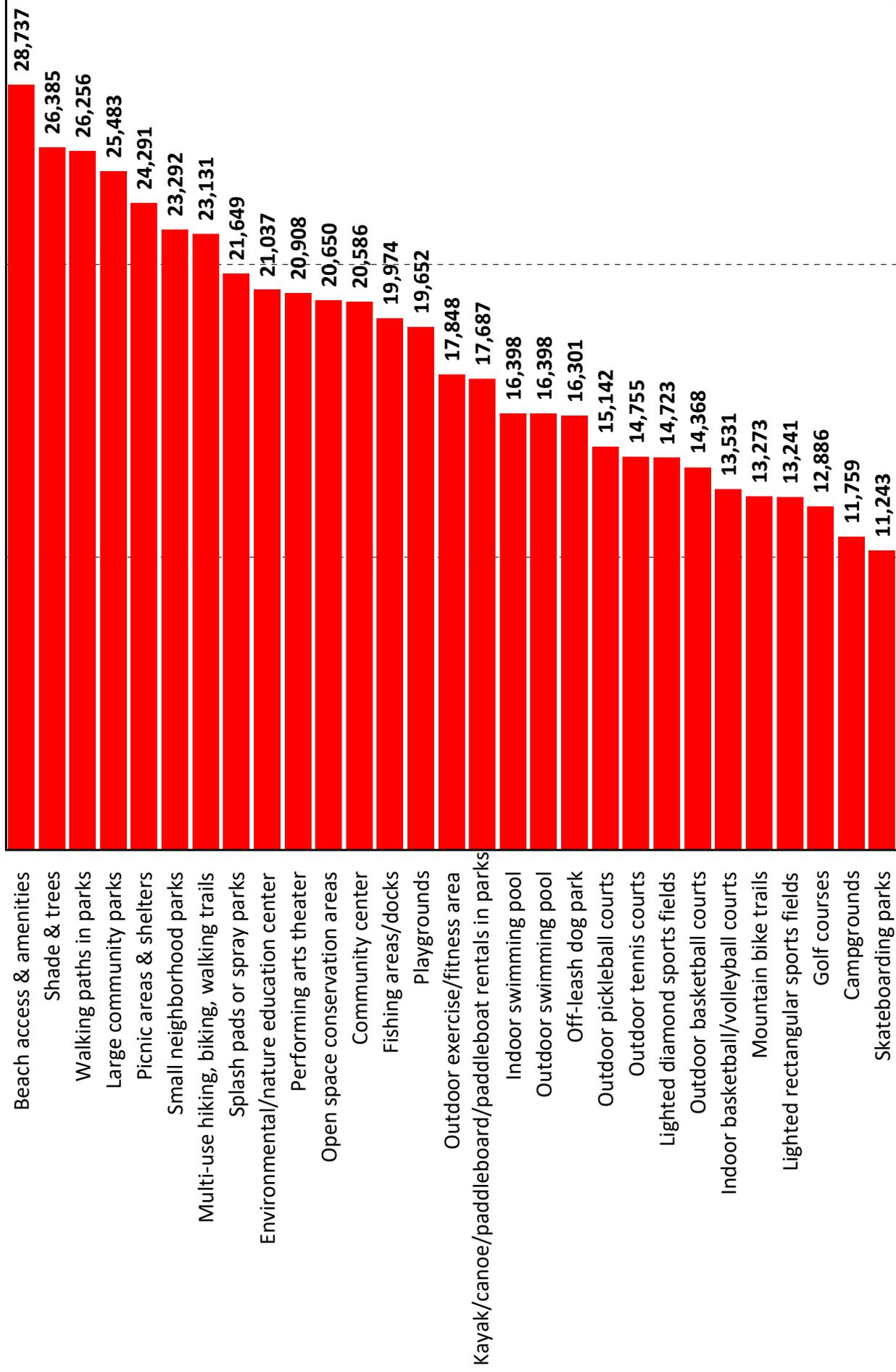
## Q10. Need for facilities/amenities.

by percentage of respondents who indicated need



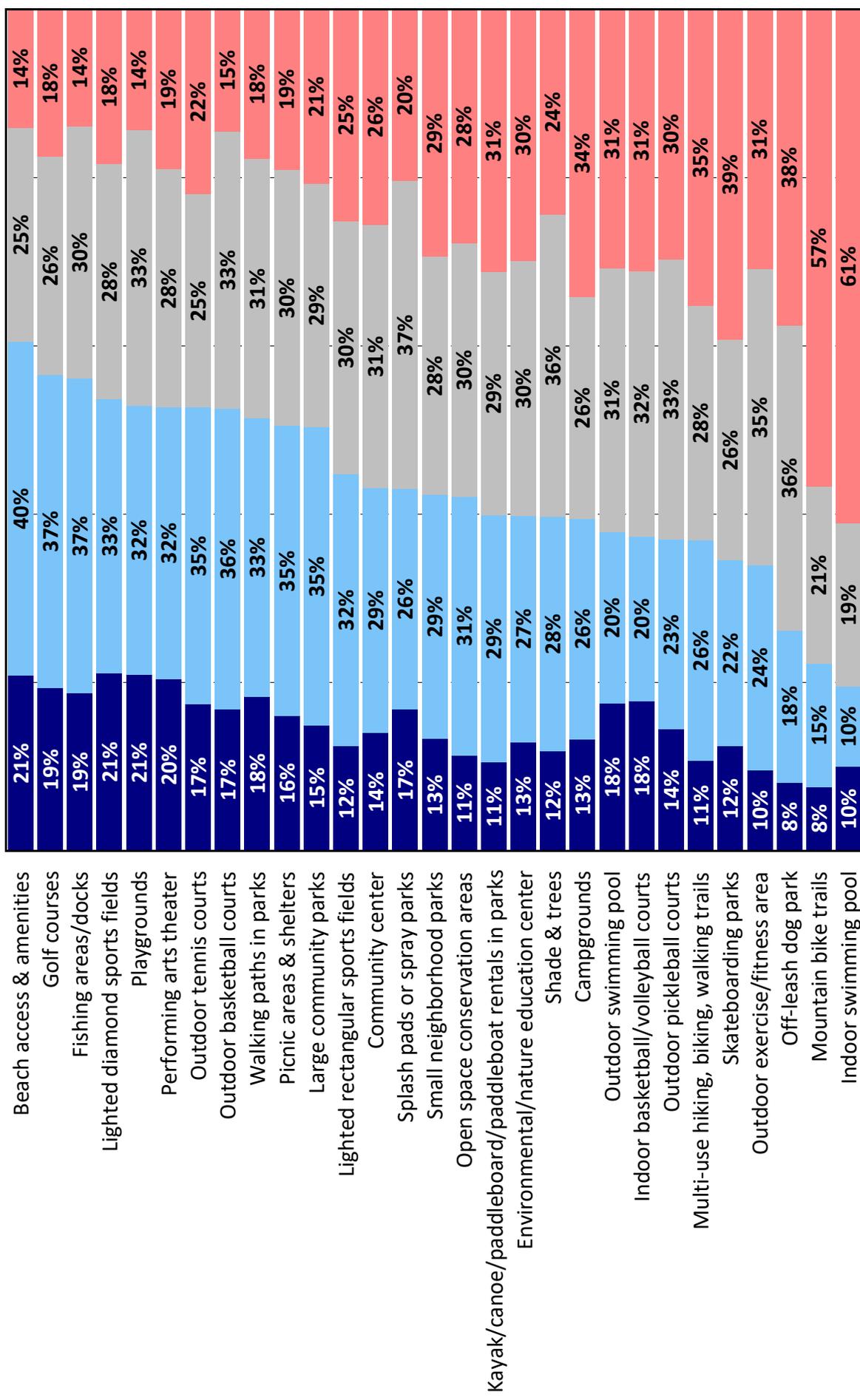
# Q10. Estimated number of households who have a need for facilities/amenities

by number of households based on an estimated 32,216 households



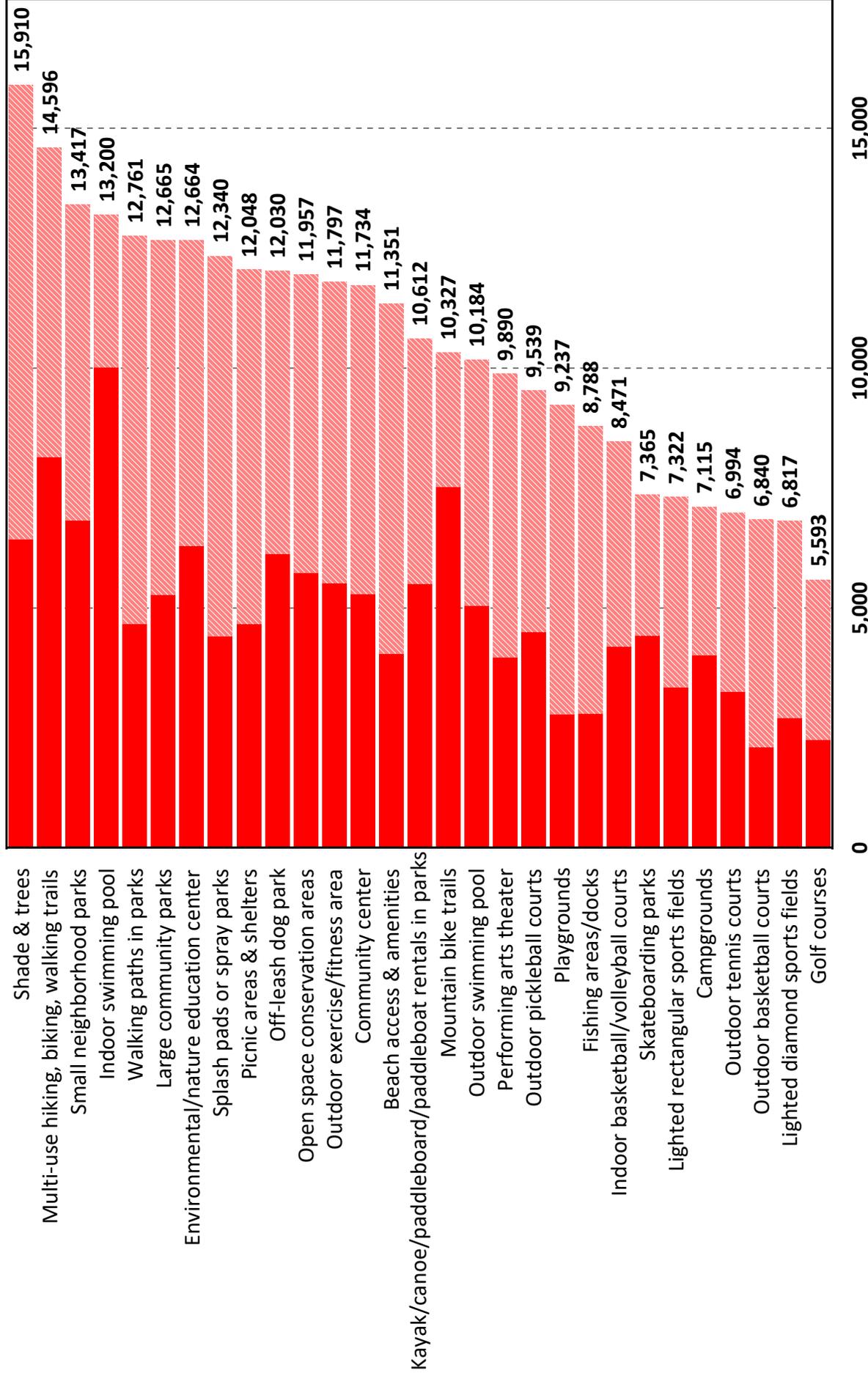
# Q10. Please indicate how well your needs are being met for each of the facilities/amenities.

by percentage of respondents (excluding "no need")



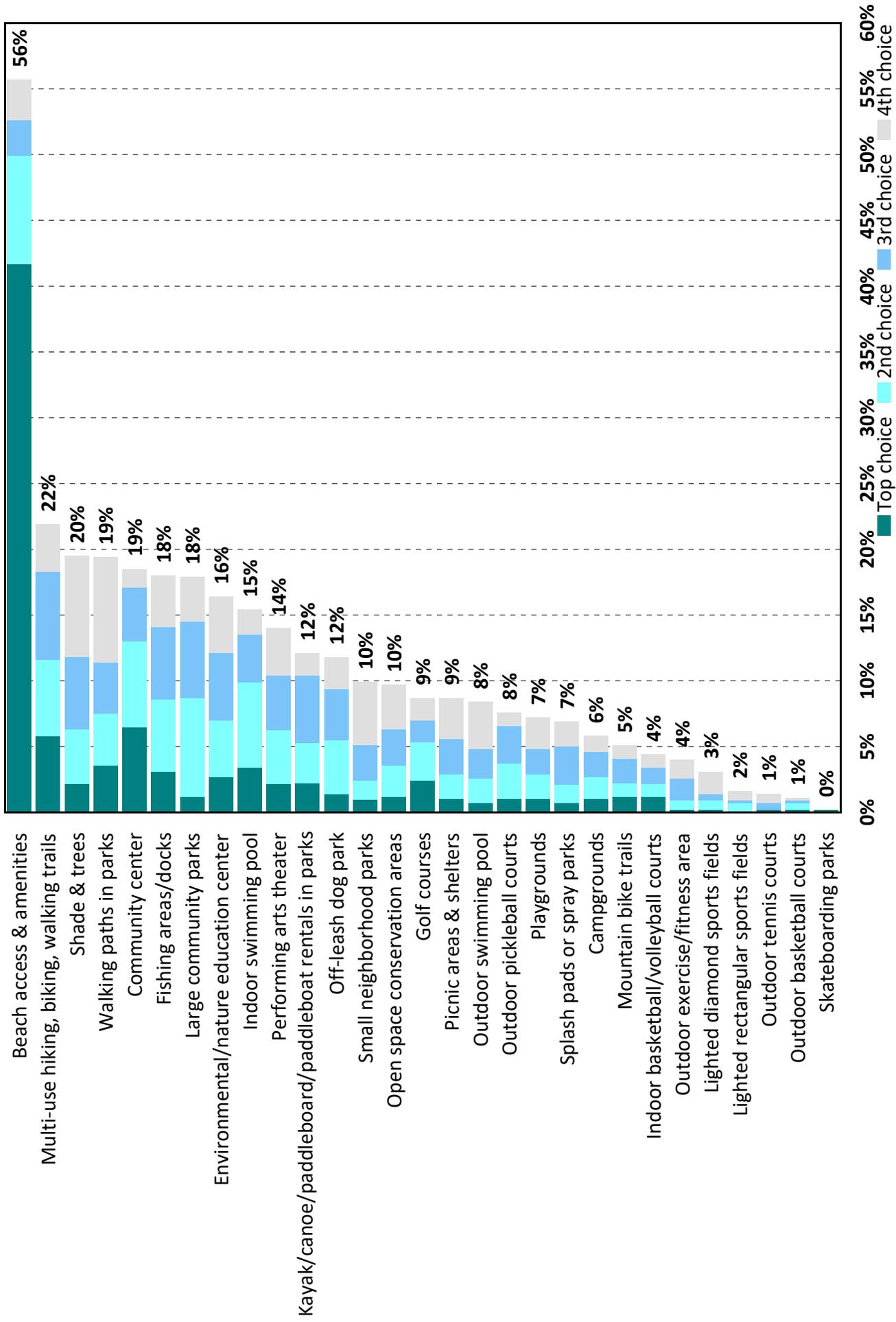
# Q10c. Estimated number of households whose facility/amenity needs are only “partly met” or “not met”

by number of households with need based on an estimated 32,216 households



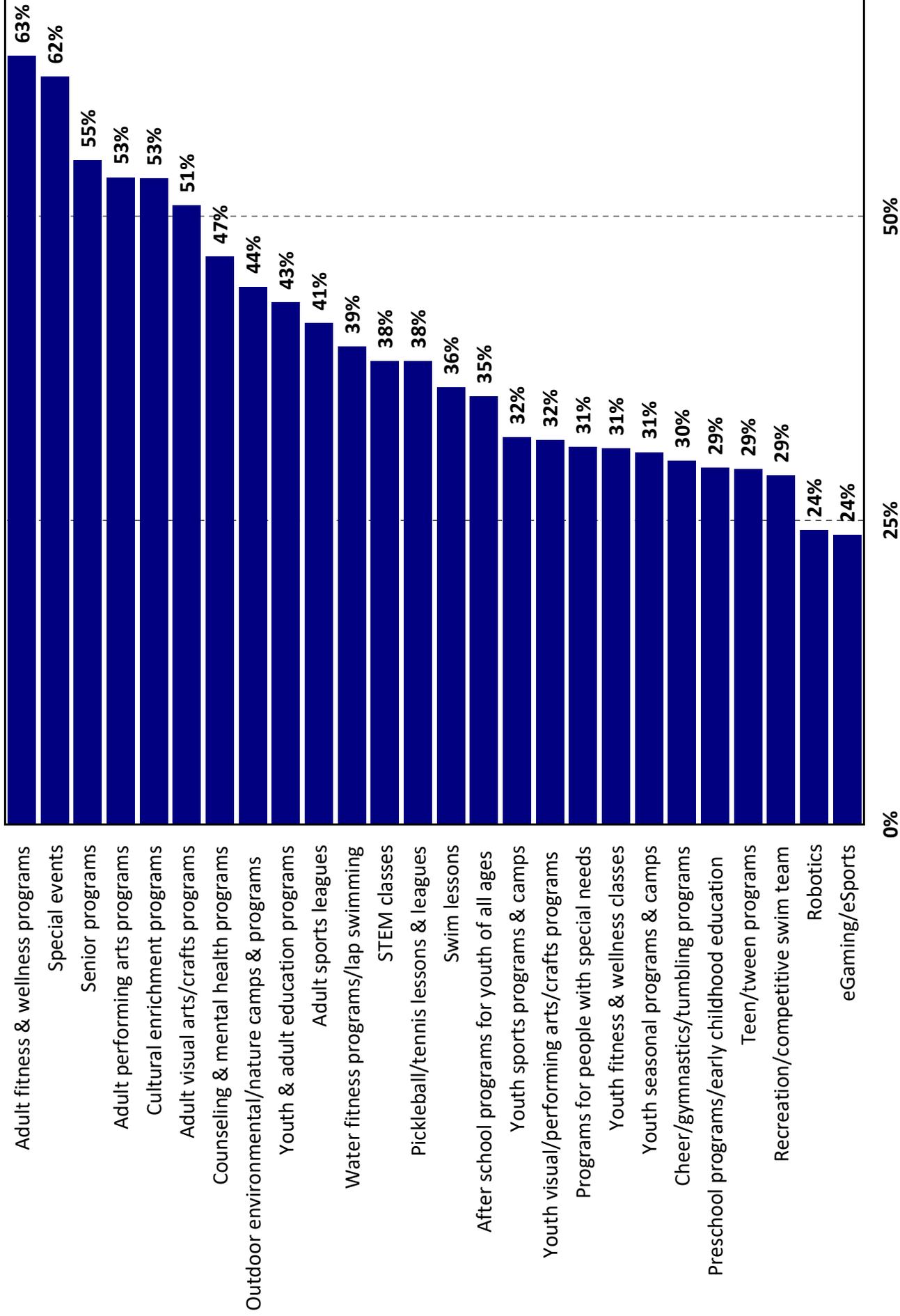
# Q11. Which four facilities/amenities are most important to your household?

by percentage of respondents who selected the items as one of their top four choices



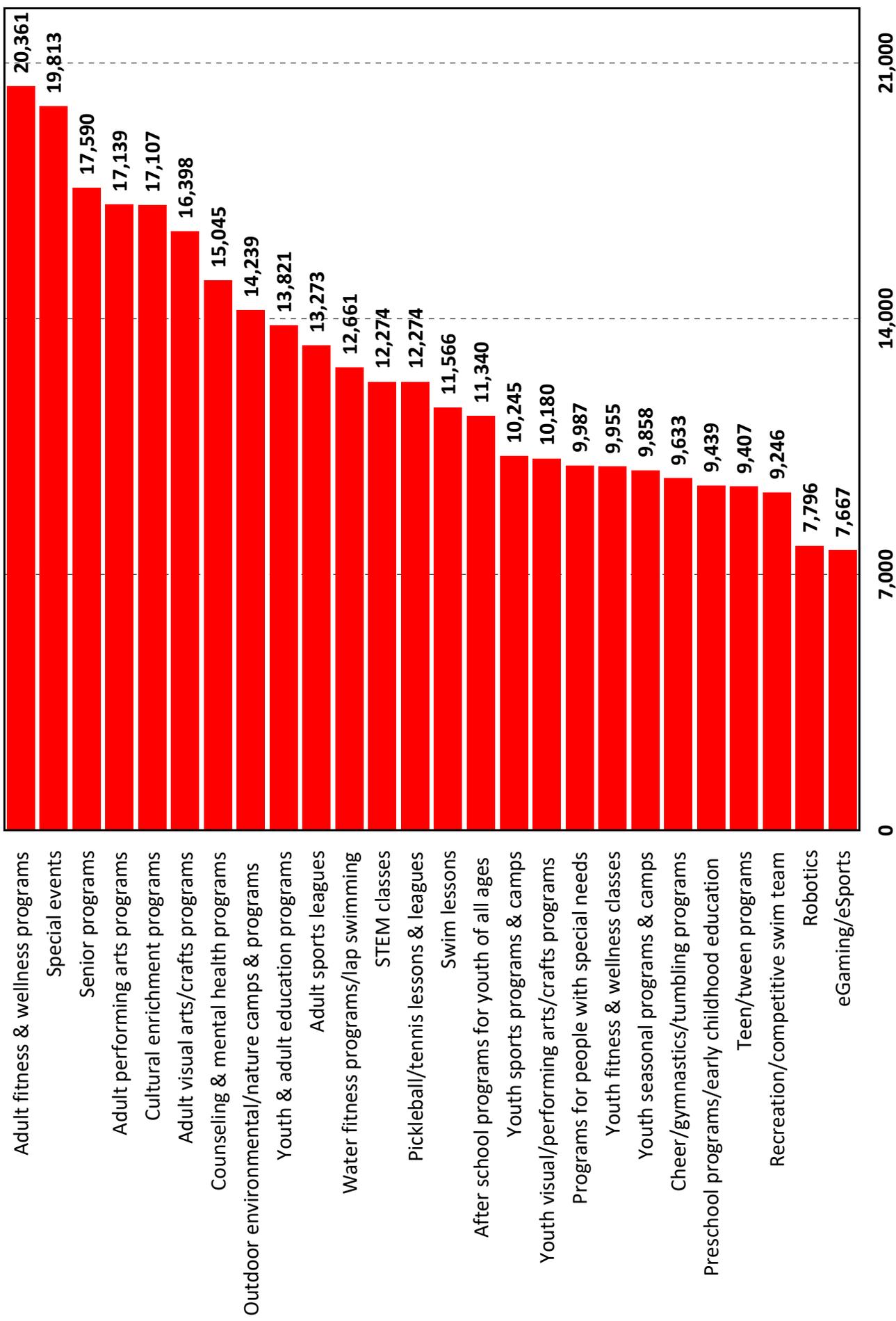
## Q12. Need for programs/activities.

by percentage of respondents who indicated need



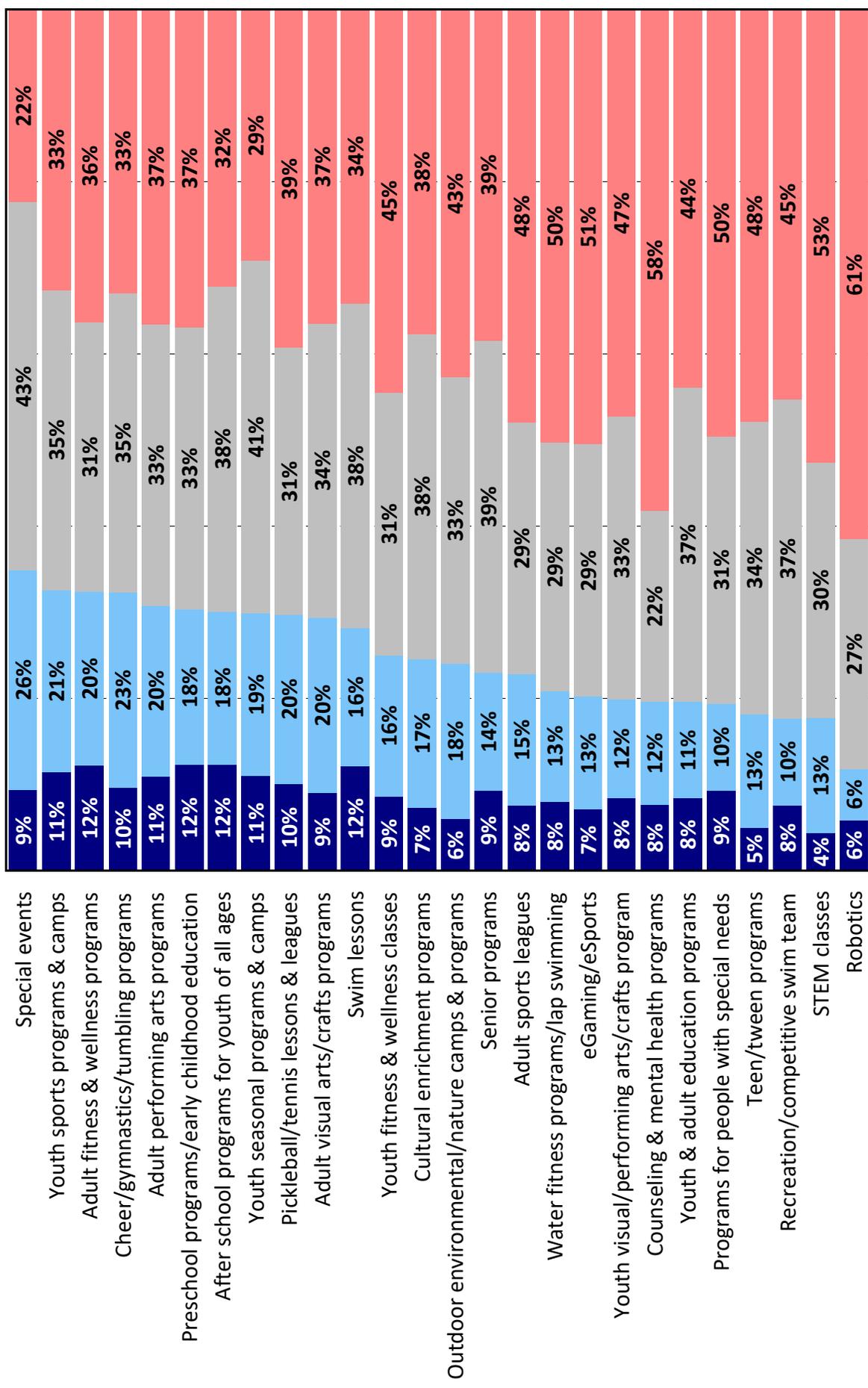
## Q12. Estimated number of households who have a need for programs/activities

by number of households based on an estimated 32,216 households



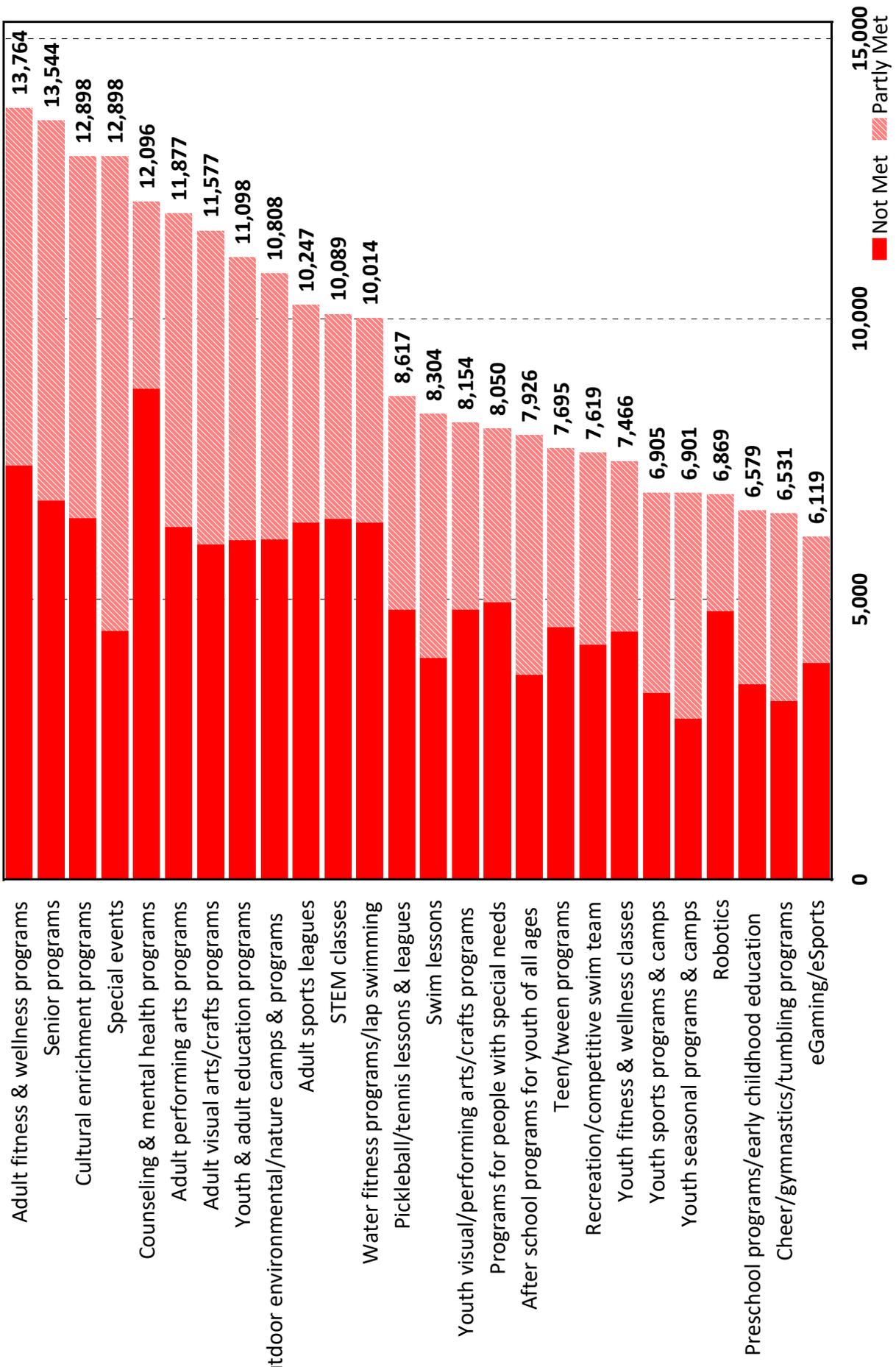
# Q12. Please indicate how well your needs are being met for each of the programs/activities.

by percentage of respondents (excluding "no need")



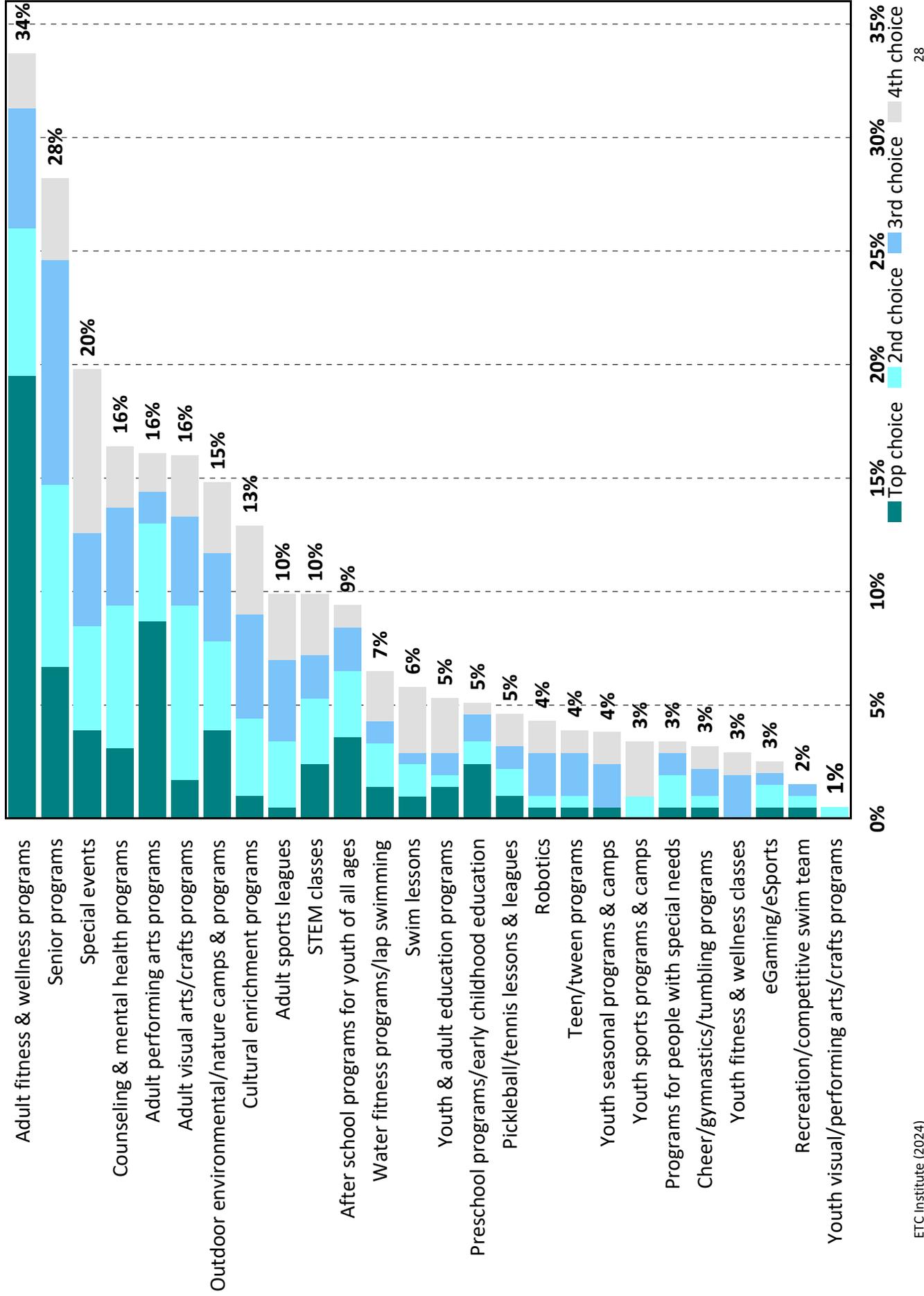
# Q12c. Estimated number of households whose program/activity needs are only “partly met” or “not met”

by number of households with need based on an estimated 32,216 households



# Q13. Which four programs/activities are most important to your household?

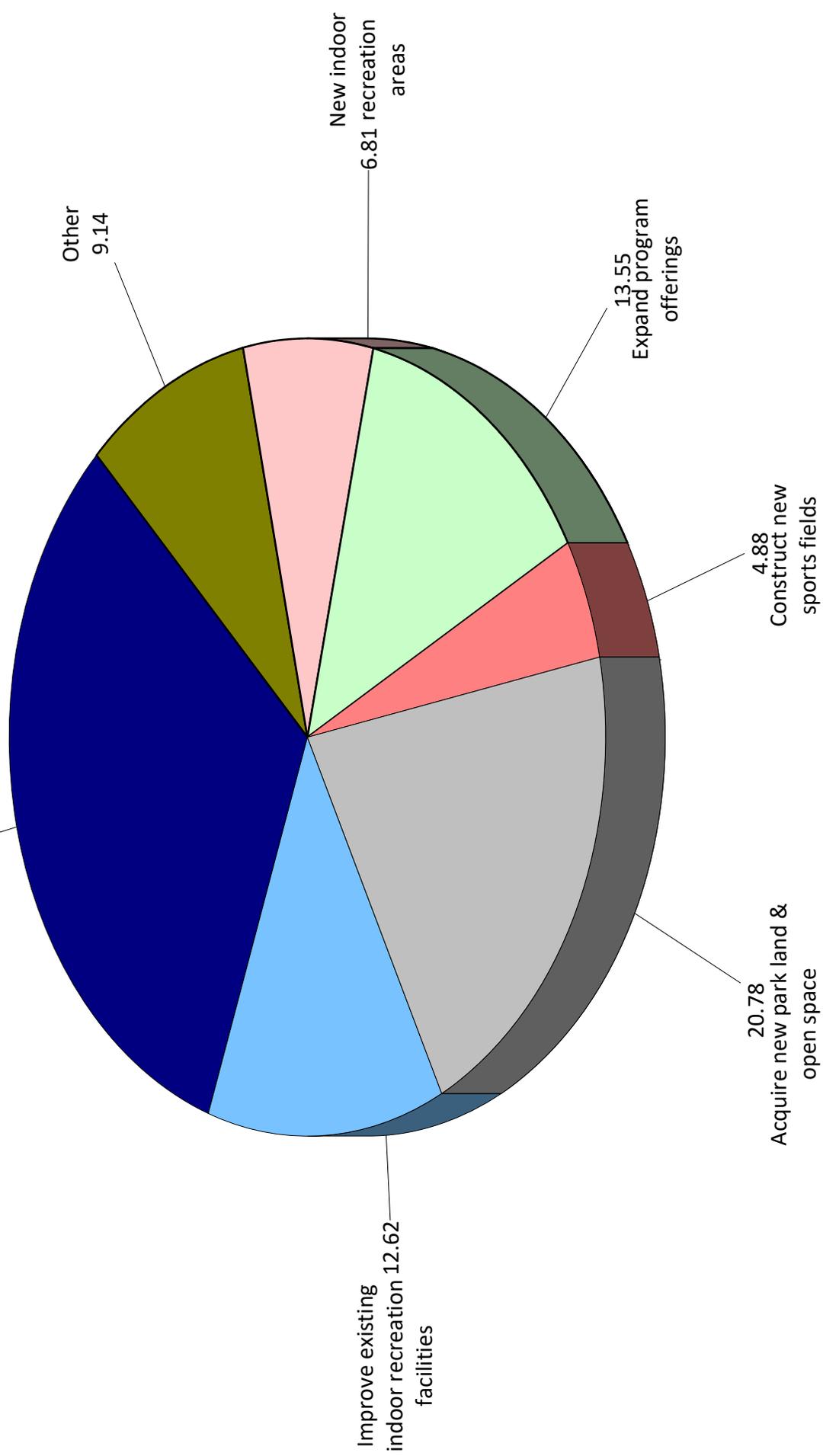
by percentage of respondents who selected the items as one of their top four choices



# Q14. If you had \$100, how would you allocate the funds among the parks and recreation categories listed below?

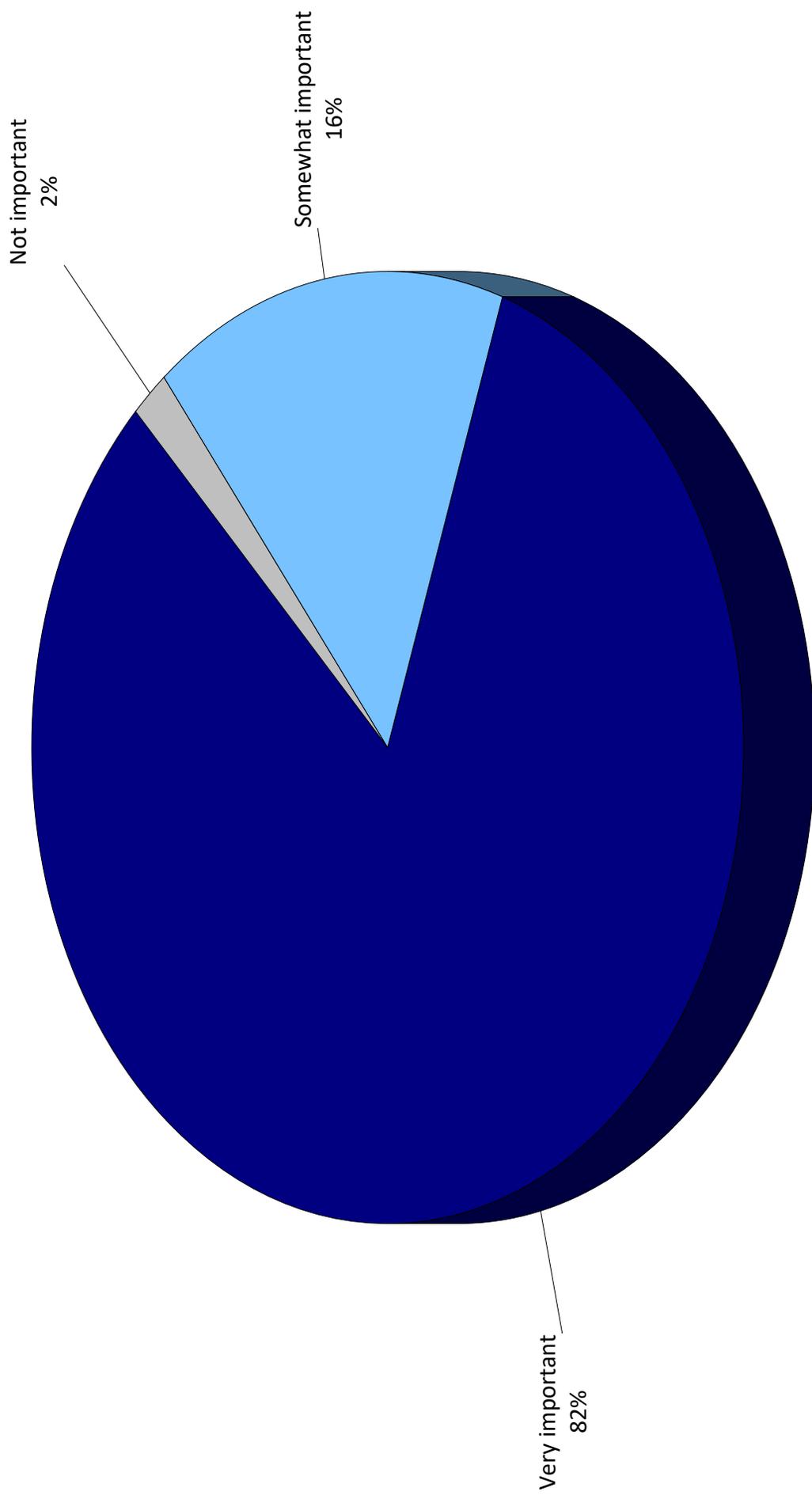
by percentage of respondents

Improve/maintain existing parks, outdoor pools, & recreation facilities  
32.22

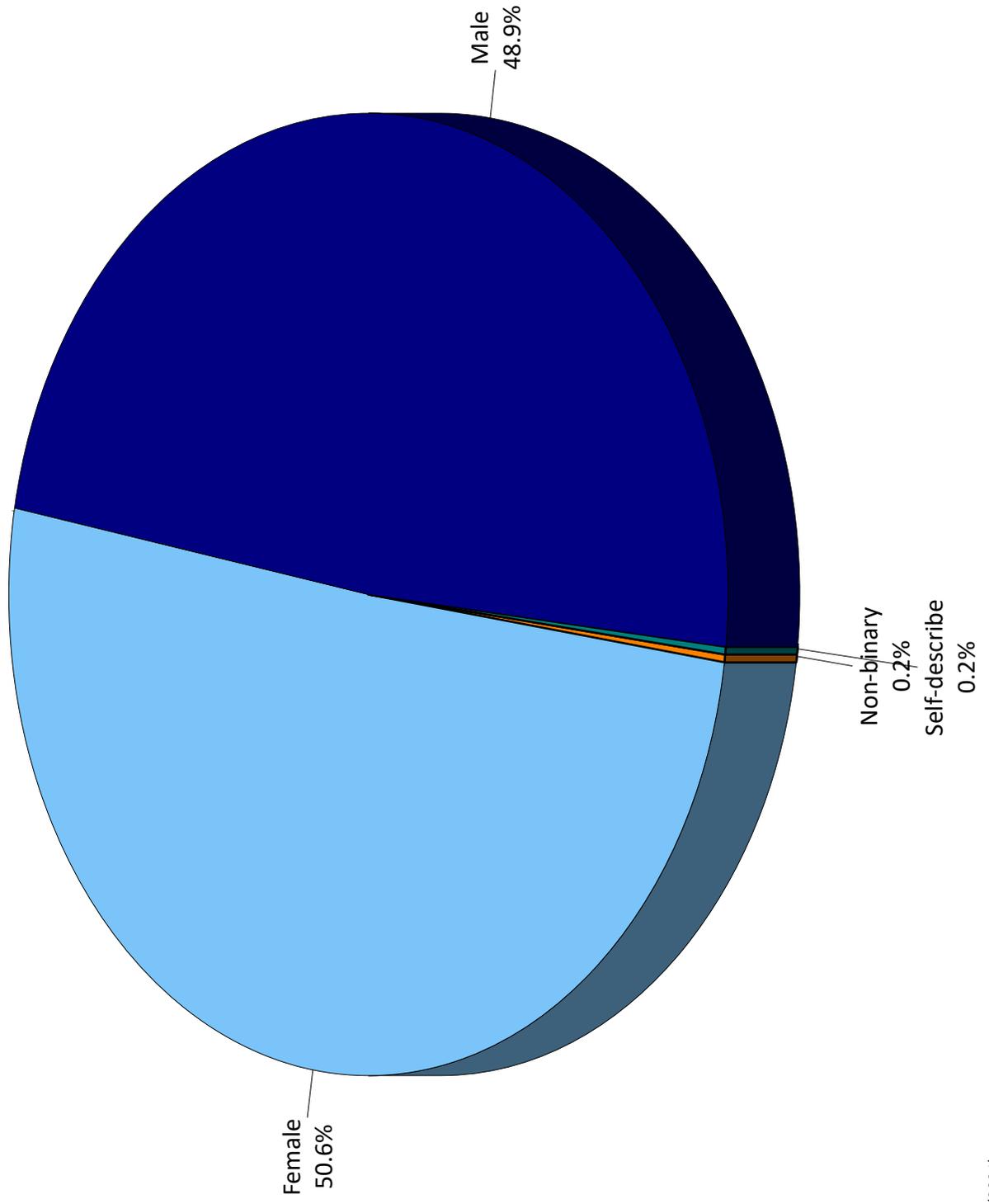


# Q15. How important do you feel it is for the City of Daytona Beach to provide high quality parks, recreation facilities and programs?

by percentage of respondents (excluding "not sure")

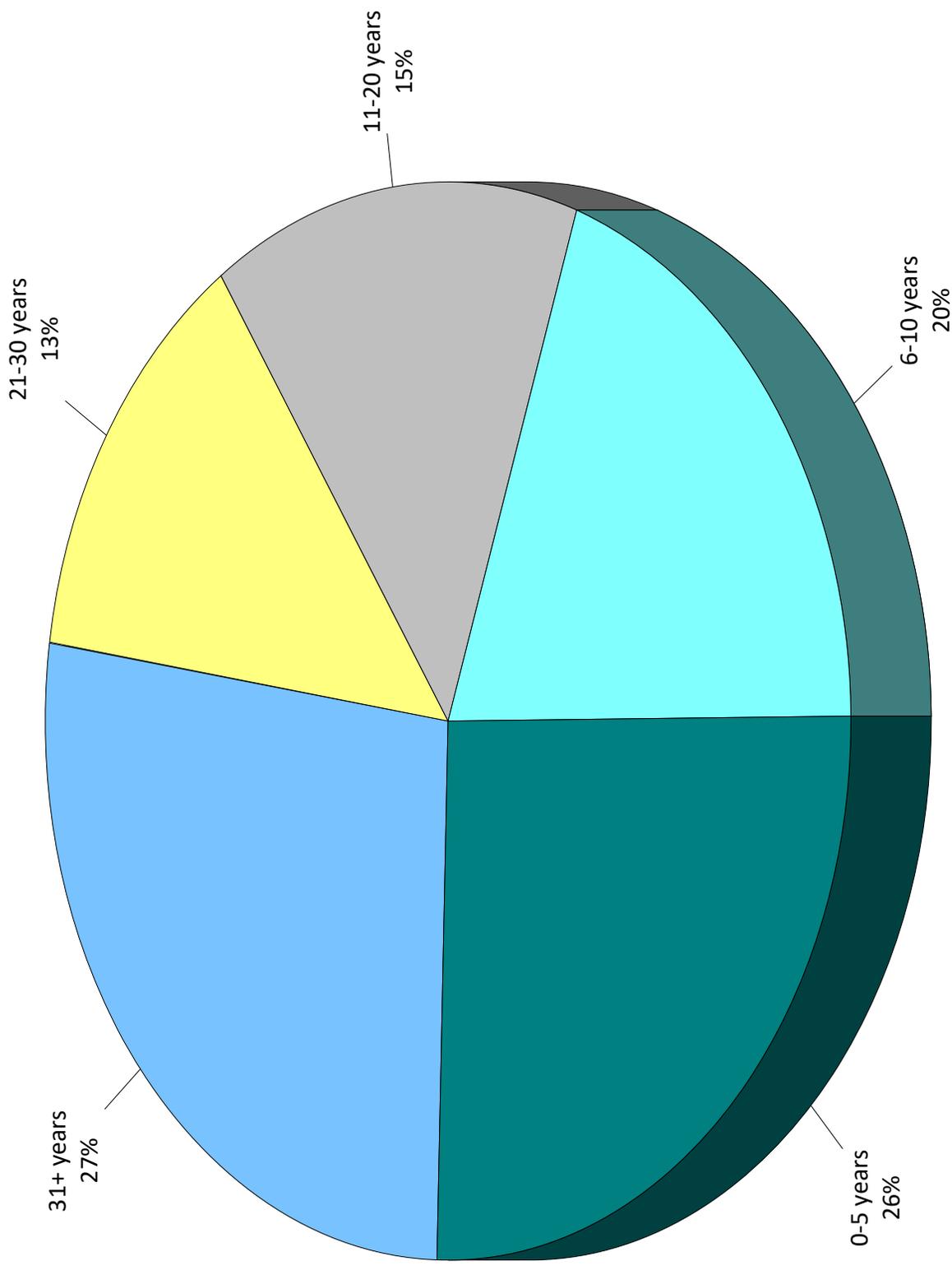


## Q16. Your gender identity: by percentage of respondents (excluding “prefer not to disclose”)



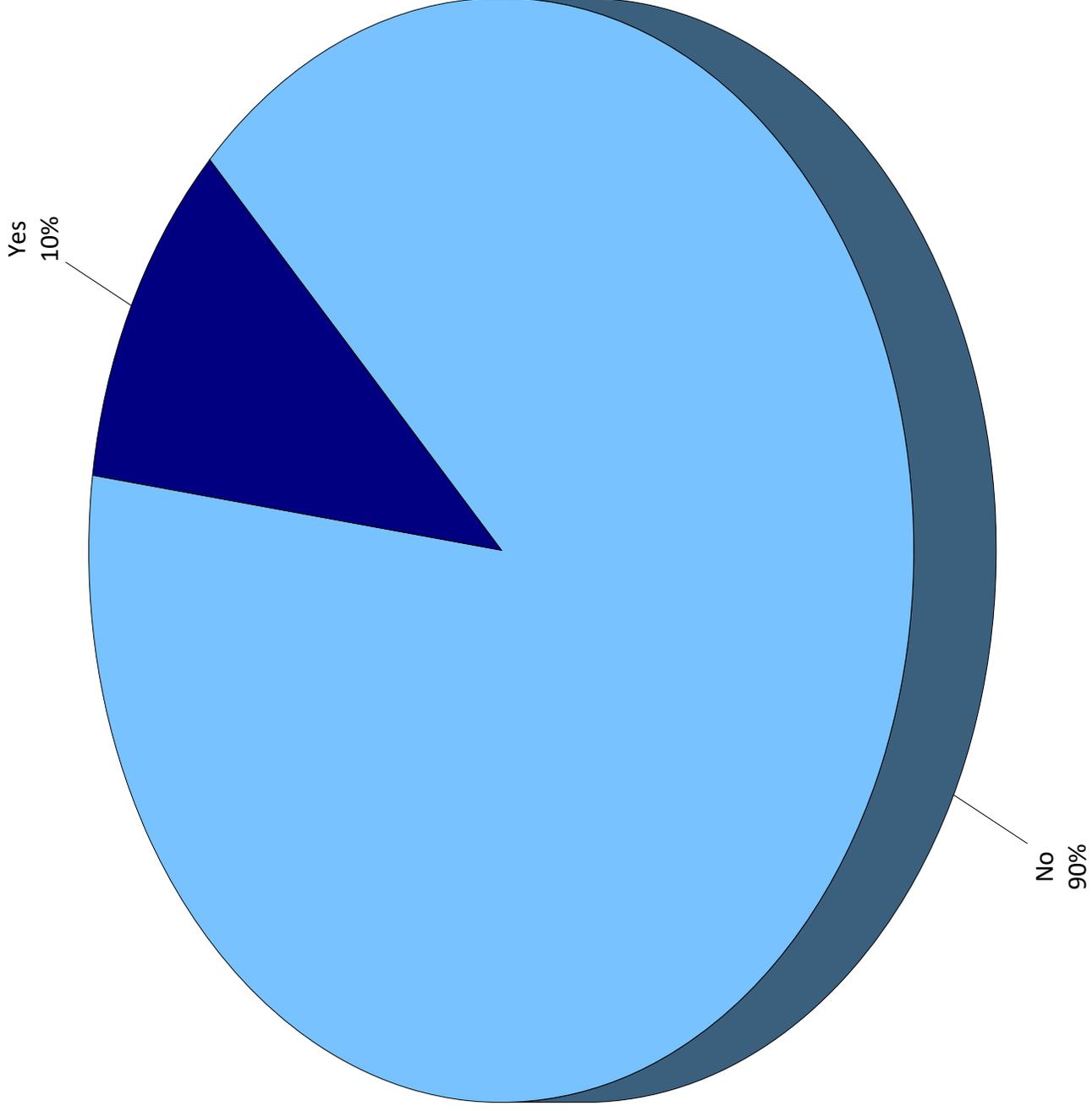
## Q17. How many years have you lived in Daytona Beach?

by percentage of respondents (excluding "not provided")



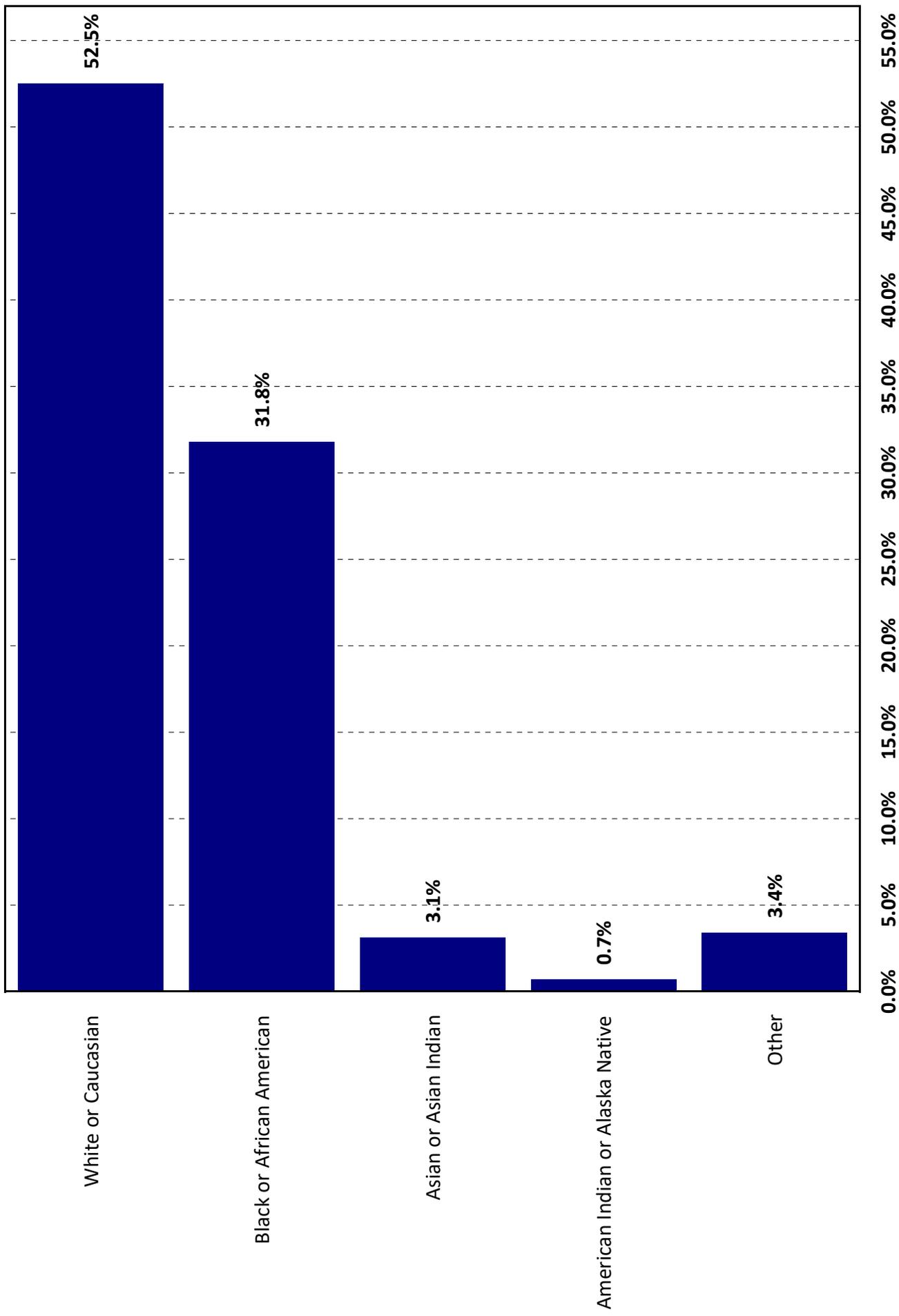
## Q18. Are you/your household of Hispanic, Spanish, or Latino/a/x ancestry?

by percentage of respondents (excluding "not provided")



### Q19. Please check all the following that describe your race/ethnicity.

by percentage of respondents





**3**

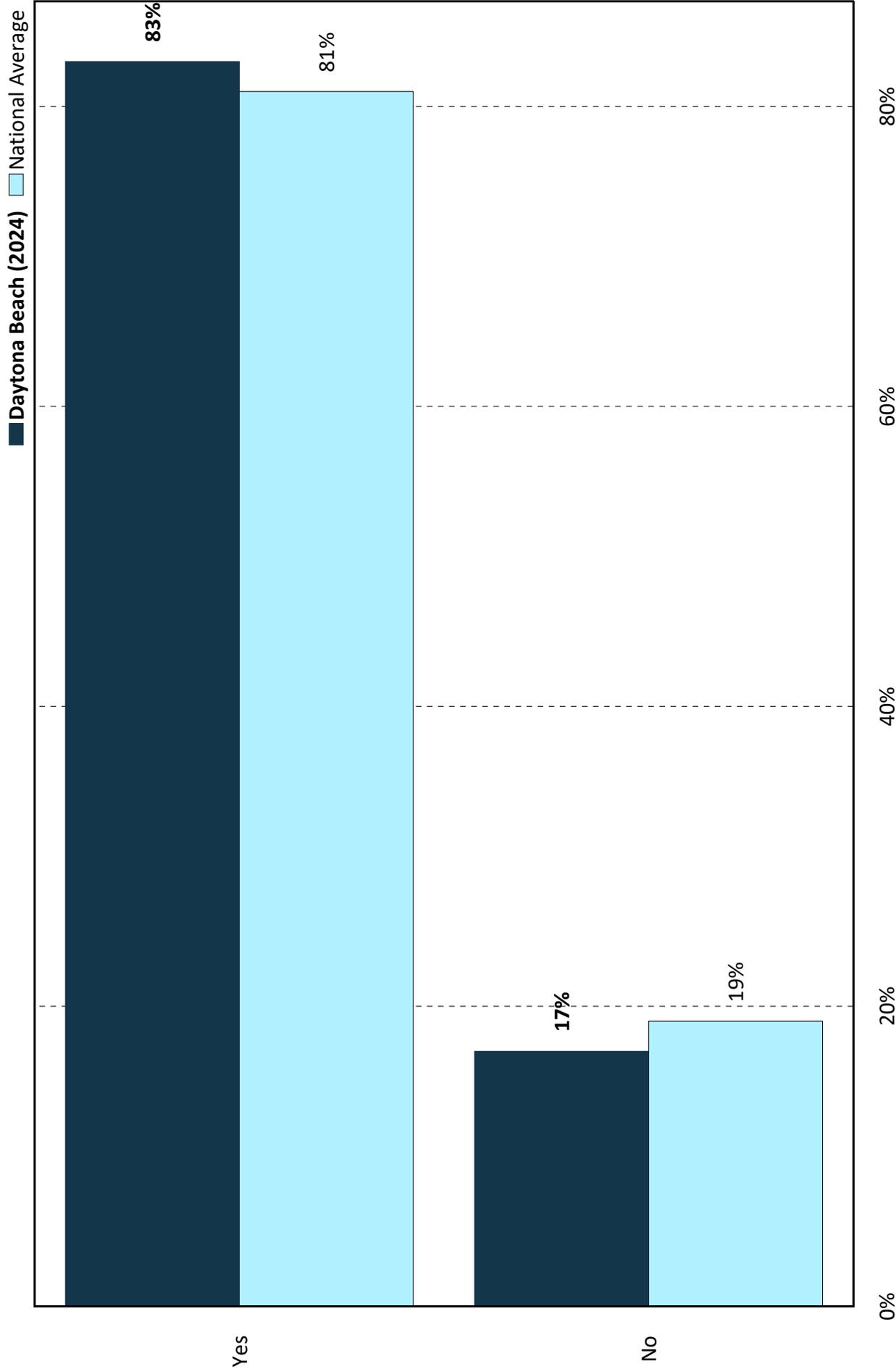
**Benchmarks**

# National Benchmarks

**Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with Daytona Beach Parks and Recreation is not authorized without written consent from ETC Institute.**

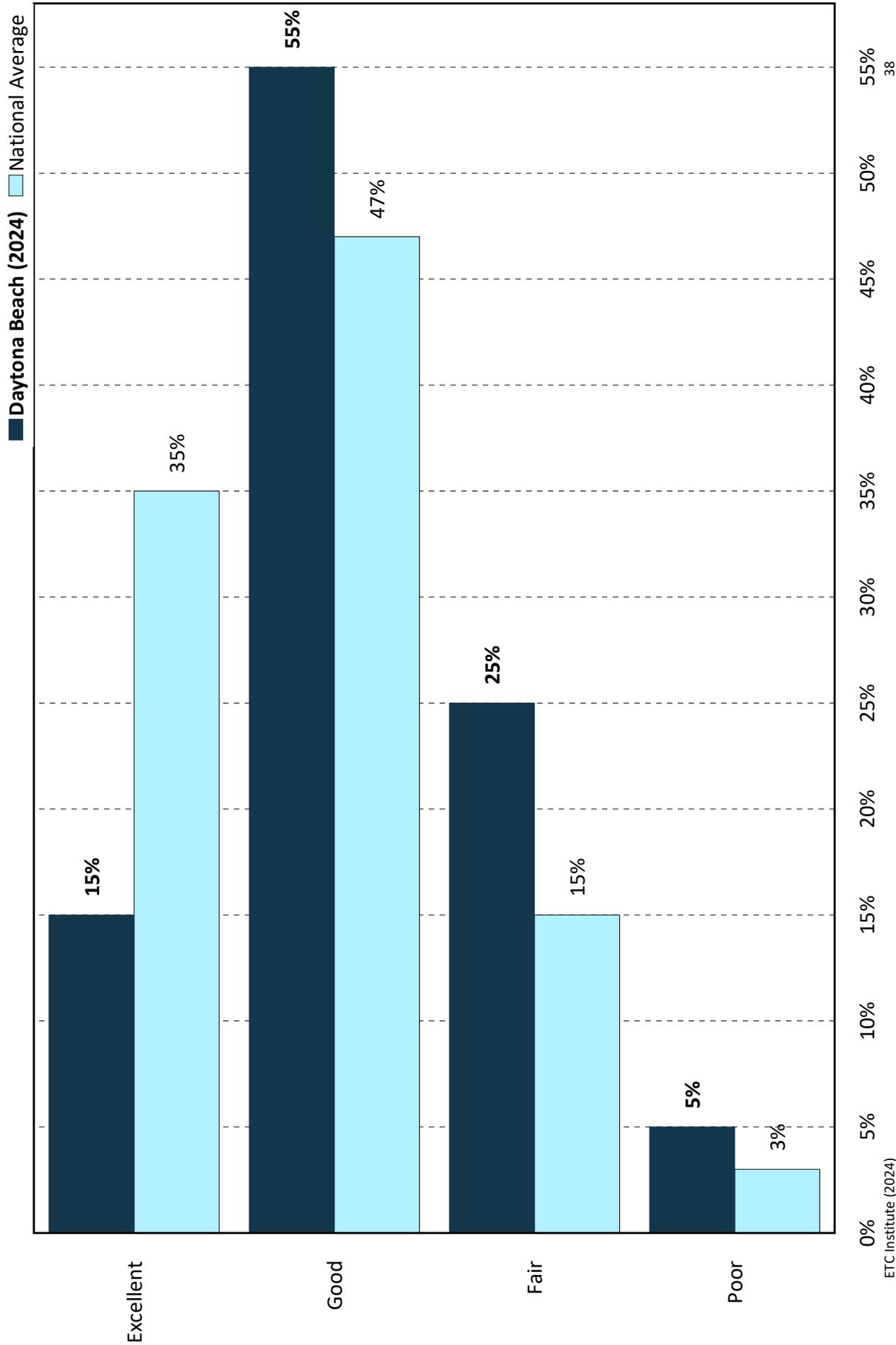
# Have you/your household visited any parks or recreation facilities/amenities in your community during the past year?

by % of respondents (excluding "not provided")



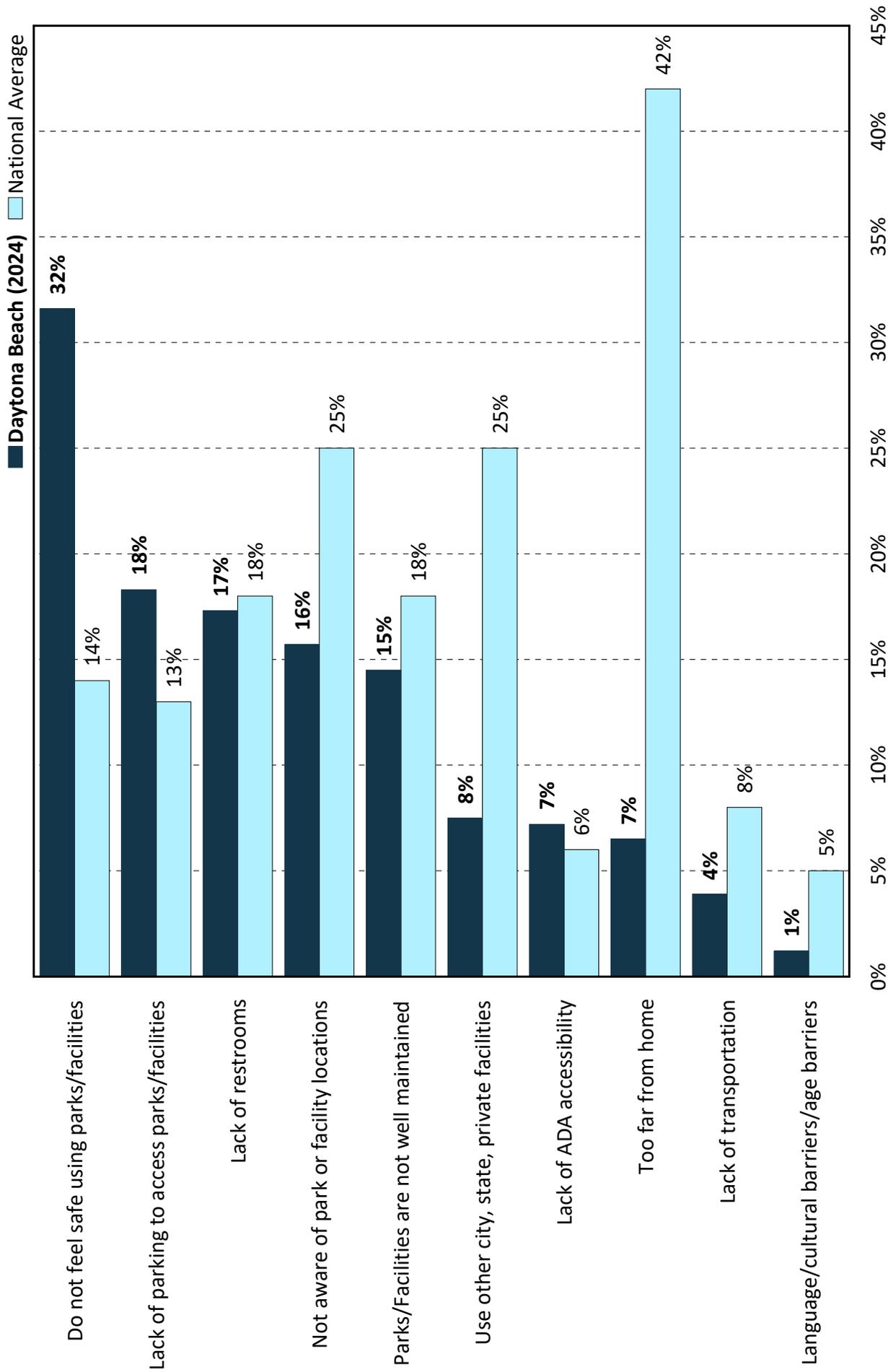
# Please rate the overall condition of all the parks and recreation facilities/amenities you/your household have visited over the past year.

by % of respondents (excluding "not provided")



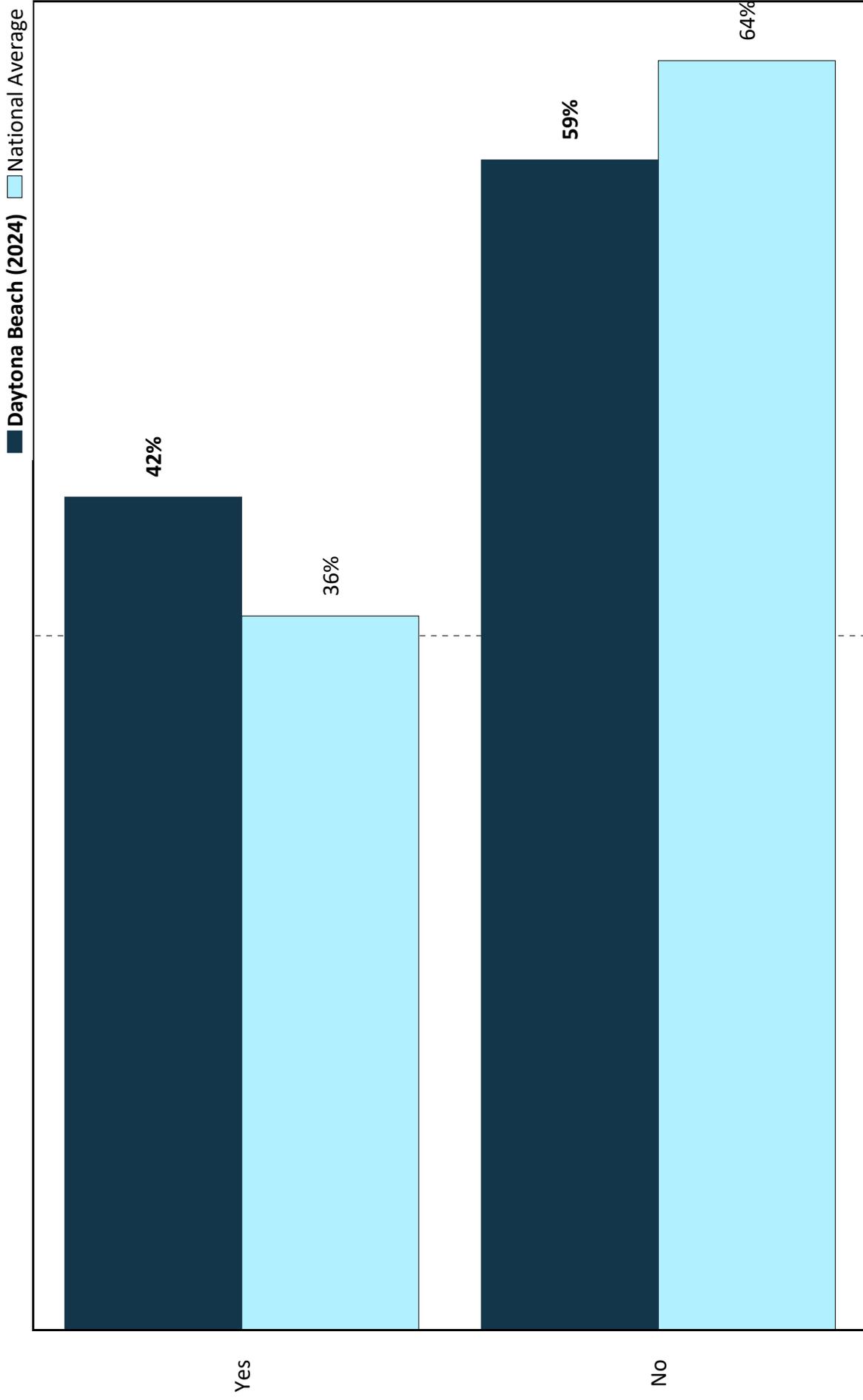
# Please check all of the reasons that prevent you from visiting parks and recreation facilities/amenities or what prevents you from visiting them more often.

by % of respondents (multiple selections could be made)



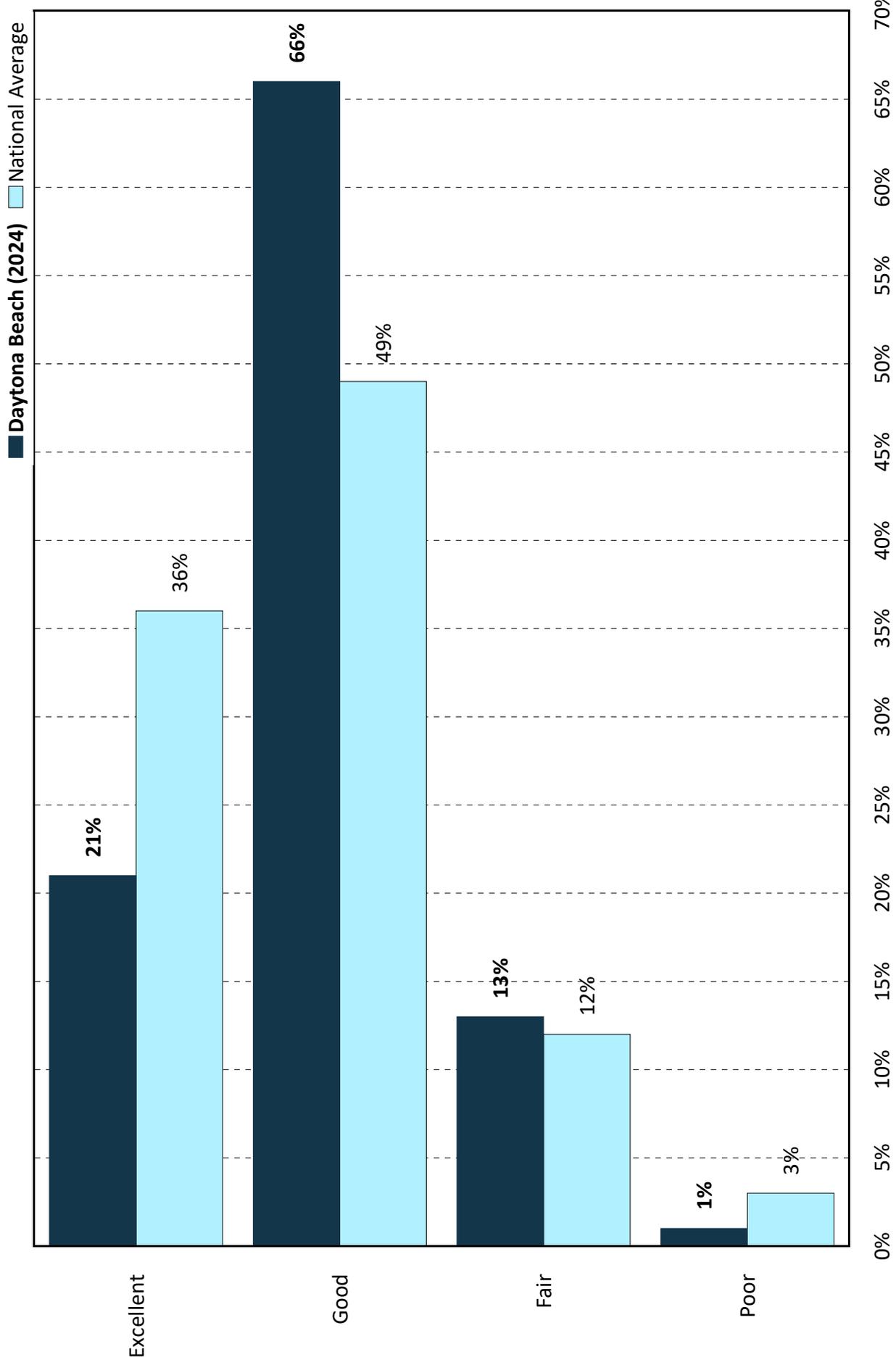
# Have you/your household participated in any recreation programs offered in your community during the past year?

by % of respondents (excluding "not provided")

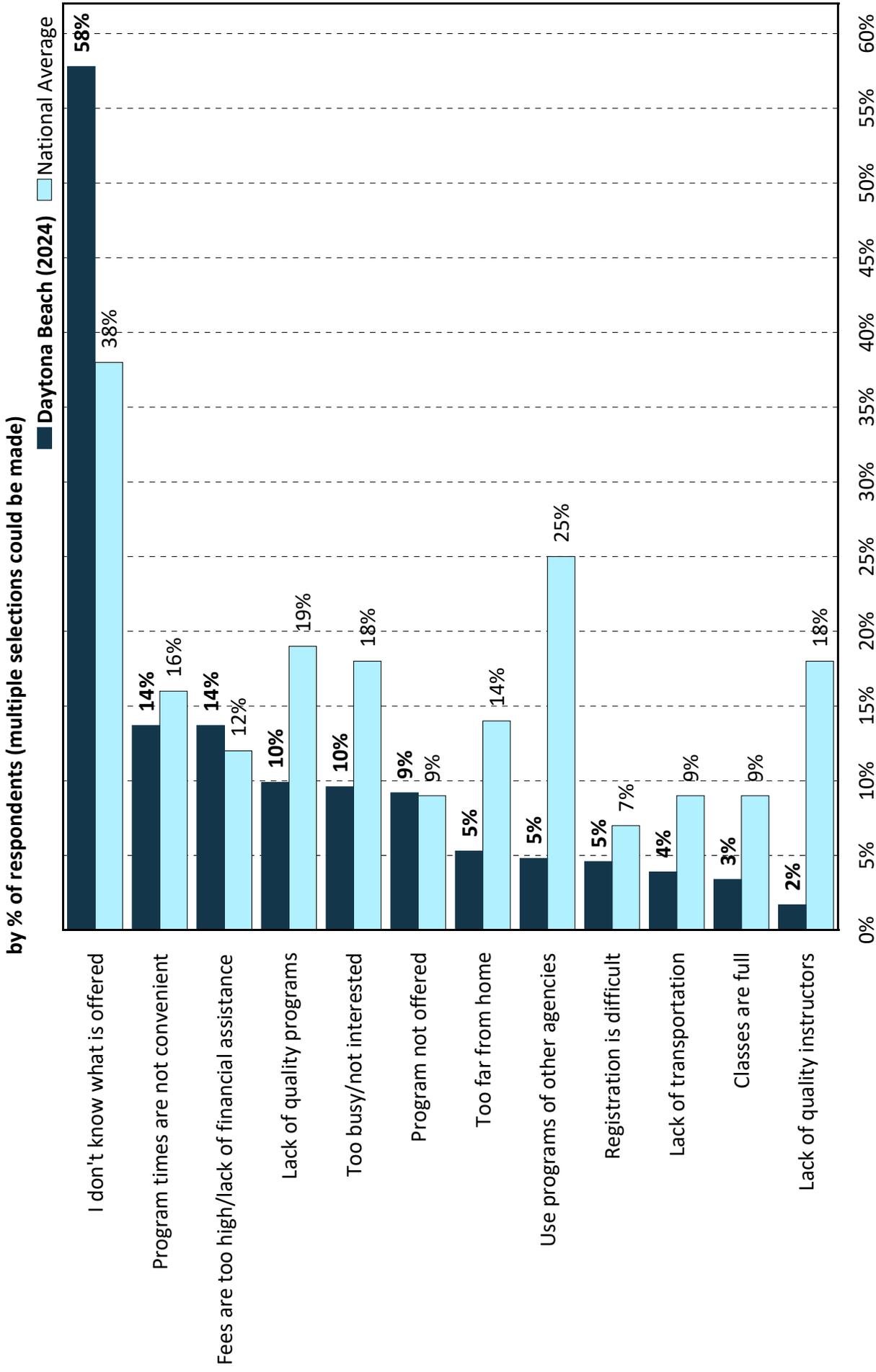


# Please rate the overall condition of all the recreation programs you/your households have visited over the past year.

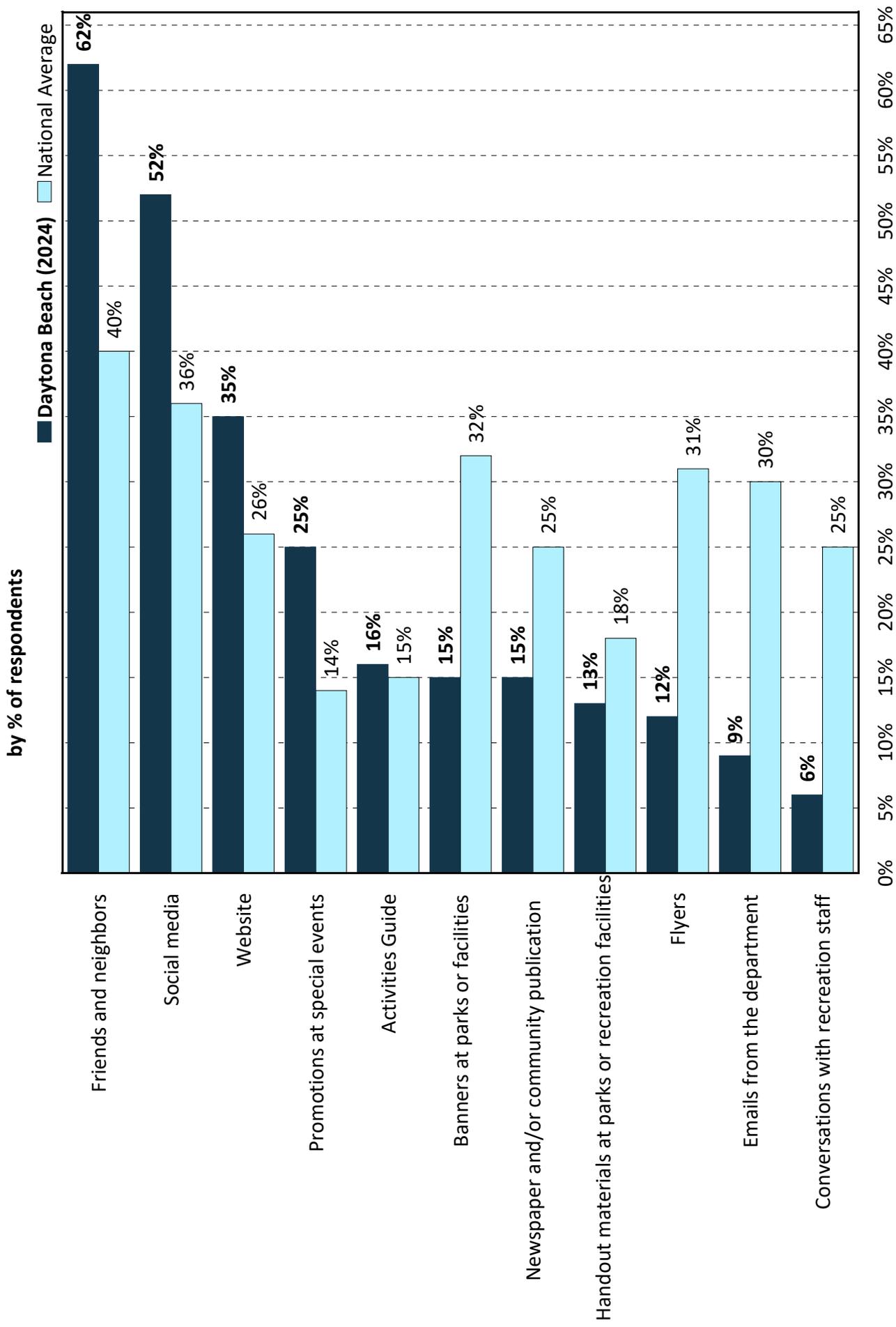
by % of respondents (excluding "not provided")



# If your household has not participated in any recreation programs in your community during the past year, please check all of the reasons that prevent you from participating.



# Please check all the ways you currently use to learn about parks and recreation programs, activities, and events in your community.





**4** **Priority Investment Rating**



# Priority Investment Rating (PIR)

## Overview

The Priority Investment Rating (PIR) was developed by ETC Institute to provide governments with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The Priority Investment Rating was developed by ETC Institute to identify the facilities/programs residents think should receive the highest priority for investment. The Priority Investment Rating reflects the importance residents place on items (sum of top 4 choices) and the unmet needs (needs that are only being met 50% or less) for each facility/program relative to the facility/program that rated the highest overall. Since decisions related to future investments should consider both the level of unmet need and the importance of facilities/programs, the PIR weights each of these components equally.

The PIR reflects the sum of the Unmet Needs Rating and the Importance Rating as shown in the equation below:

$$\text{PIR} = \text{UNR} + \text{IR}$$

For example, suppose the Unmet Needs Rating for playgrounds is 26.5 (out of 100) and the Importance Rating for playgrounds is 52 (out of 100), the Priority Investment Rating for playgrounds would be 78.5 (out of 200).

How to Analyze the Charts:

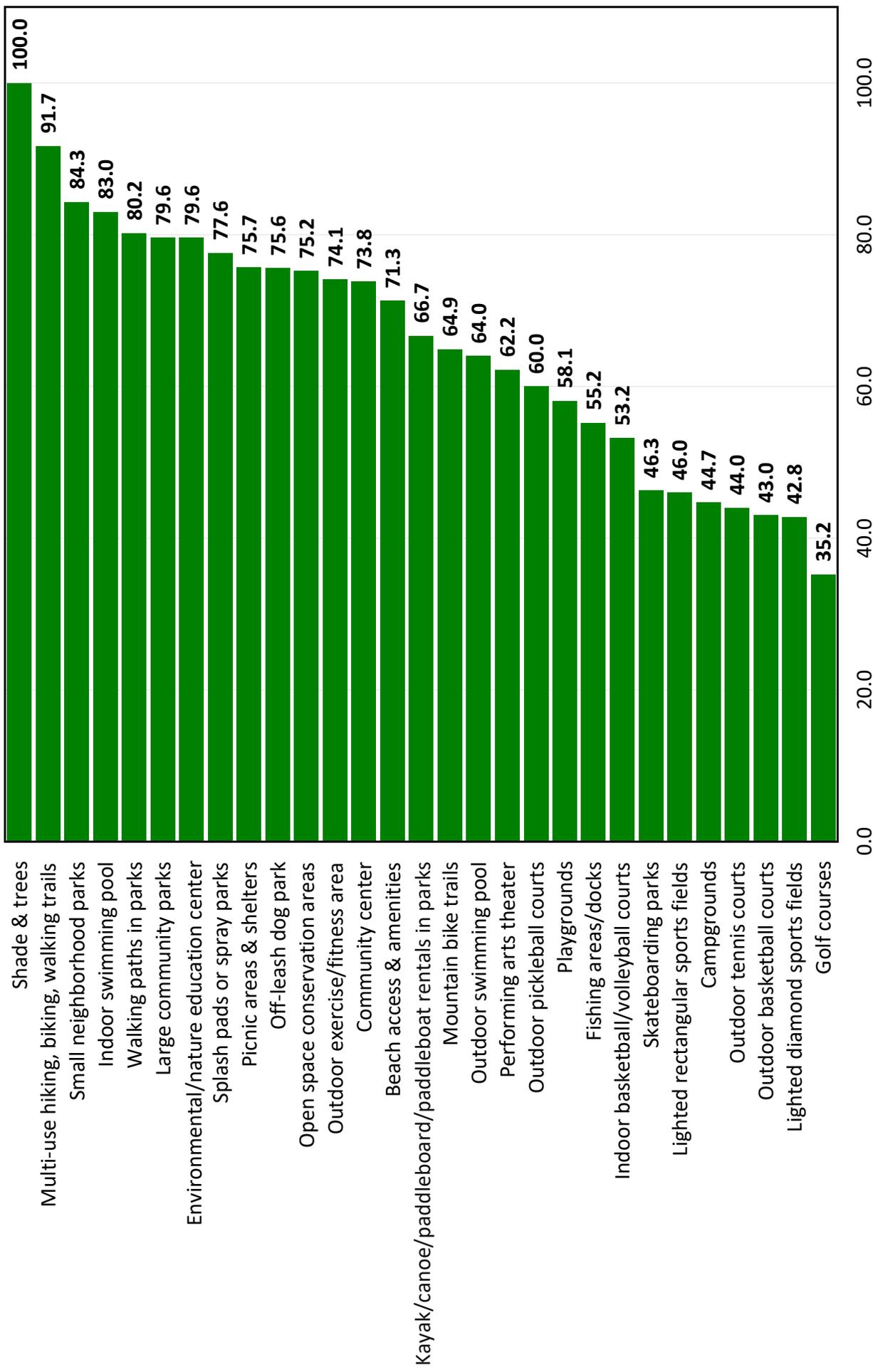
- High Priority Areas are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on the greatest number of households.
- Medium Priority Areas are those with a PIR of 50-99. A rating in this range generally indicates there is a medium to high level of unmet need or a significant percentage of residents generally think it is important to fund improvements in these areas.
- Low Priority Areas are those with a PIR below 50. A rating in this range generally indicates there is a relatively low level of unmet need and residents do not think it is important to fund improvements in these areas. Improvements may be warranted if the needs of very specialized populations are being targeted.

The following pages show the Unmet Needs Rating, Importance Rating, and Priority Investment Rating for facilities and programs.

# Unmet Needs Rating for Facilities/Amenities

the rating for the item with the most unmet need=100

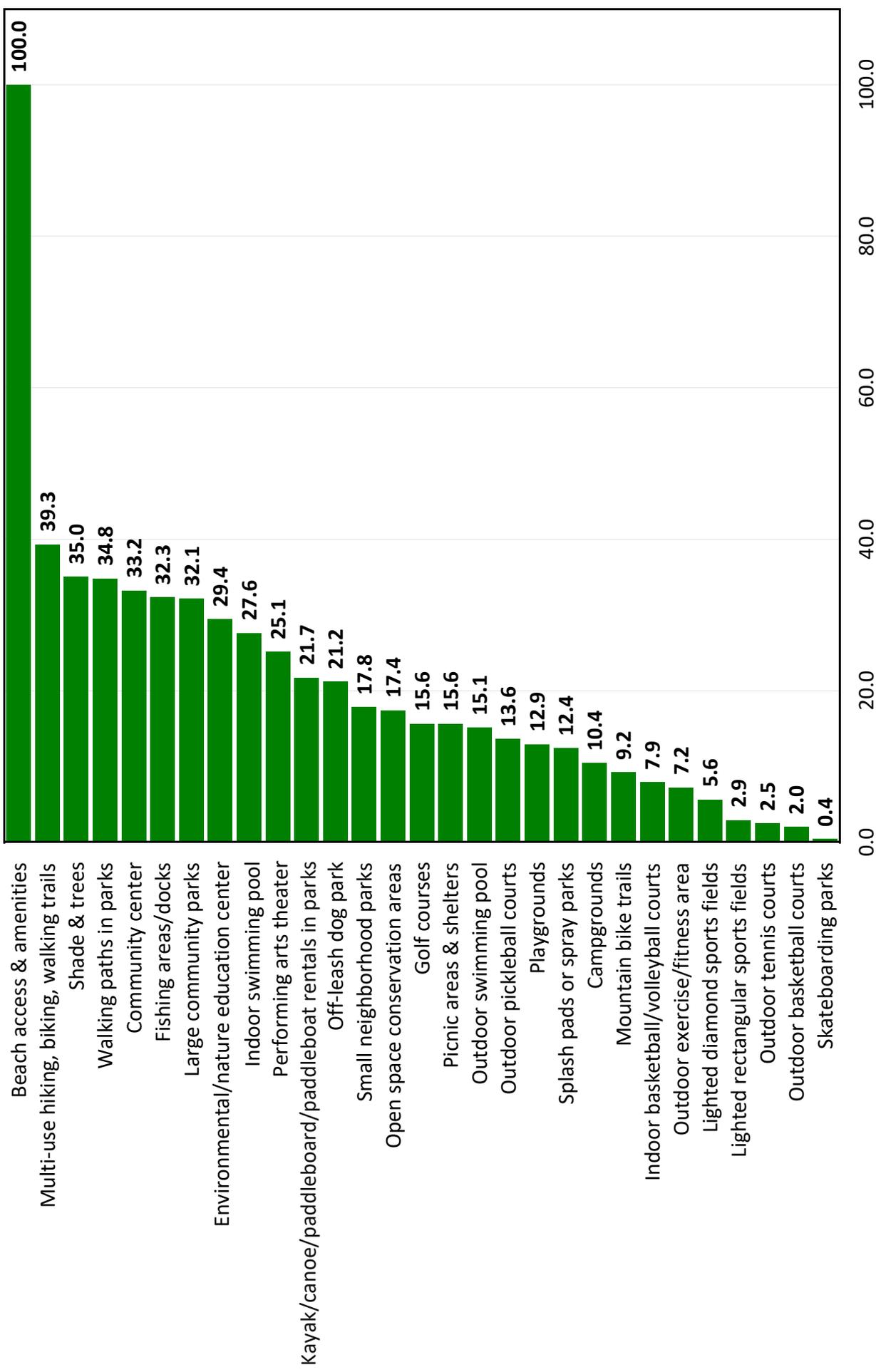
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



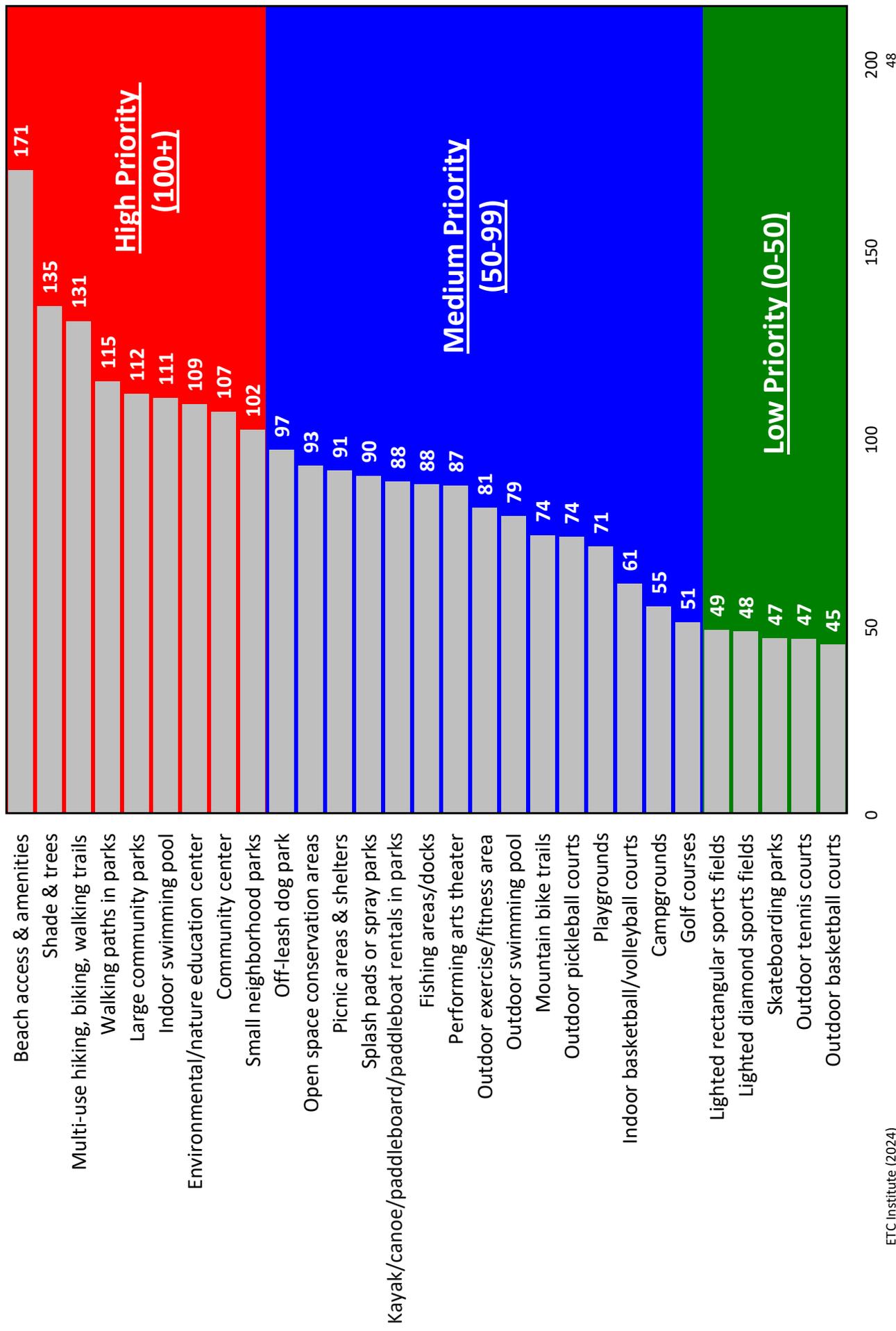
# Importance Rating for Facilities/Amenities

the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



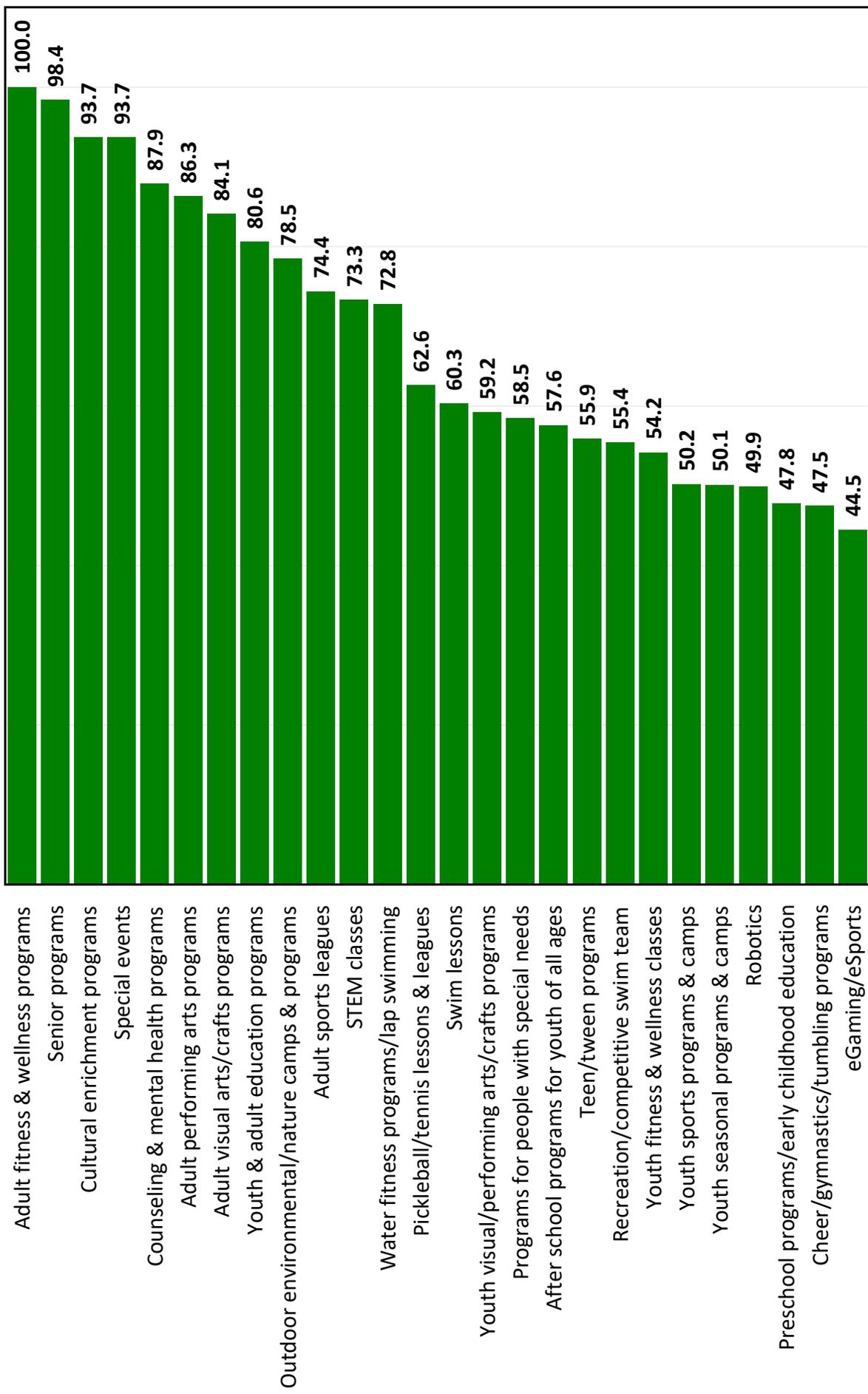
# Top Priorities for Investment for Facilities/Amenities Based on Priority Investment Rating



# Unmet Needs Rating for Programs/Activities

the rating for the item with the most unmet need=100

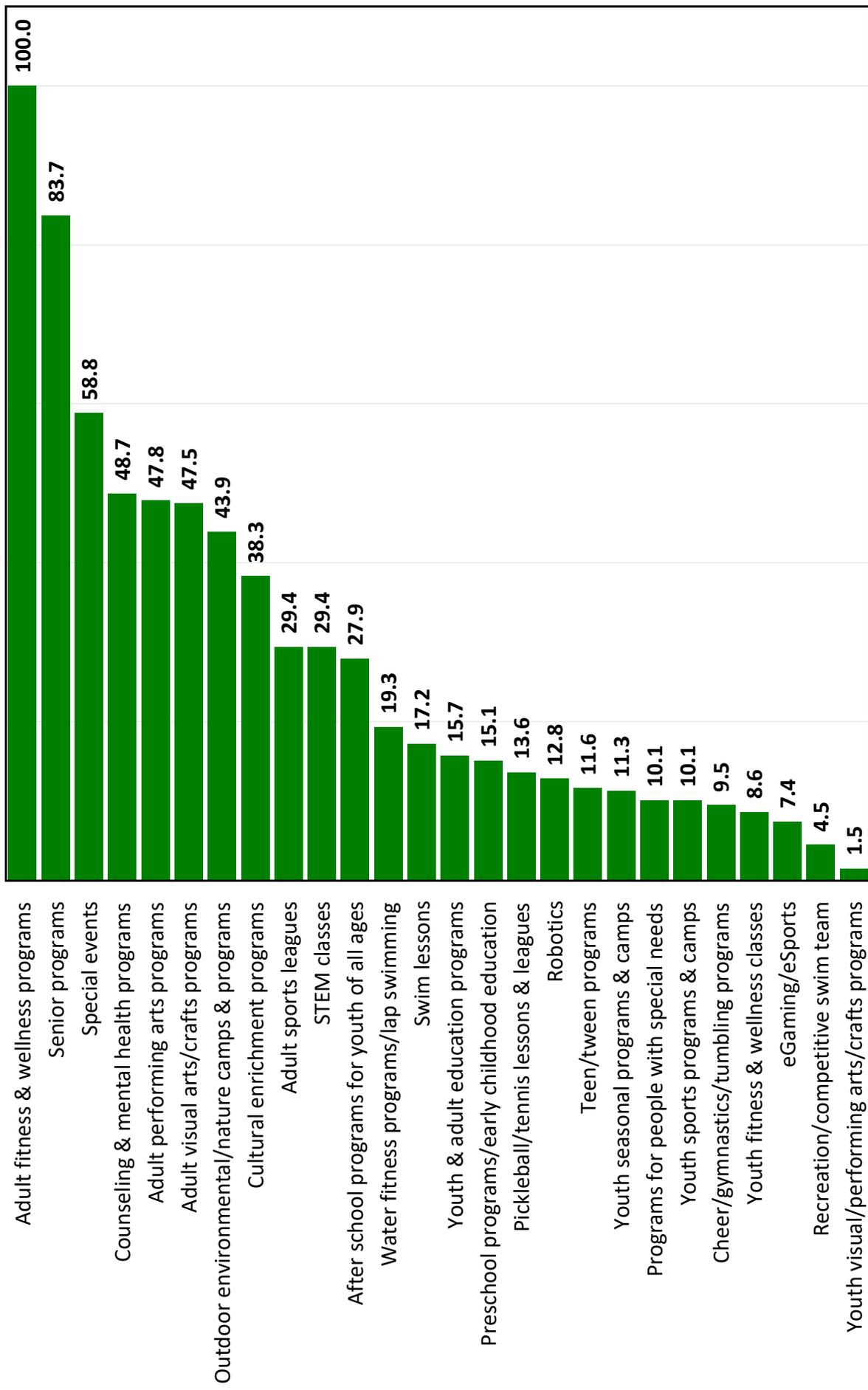
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



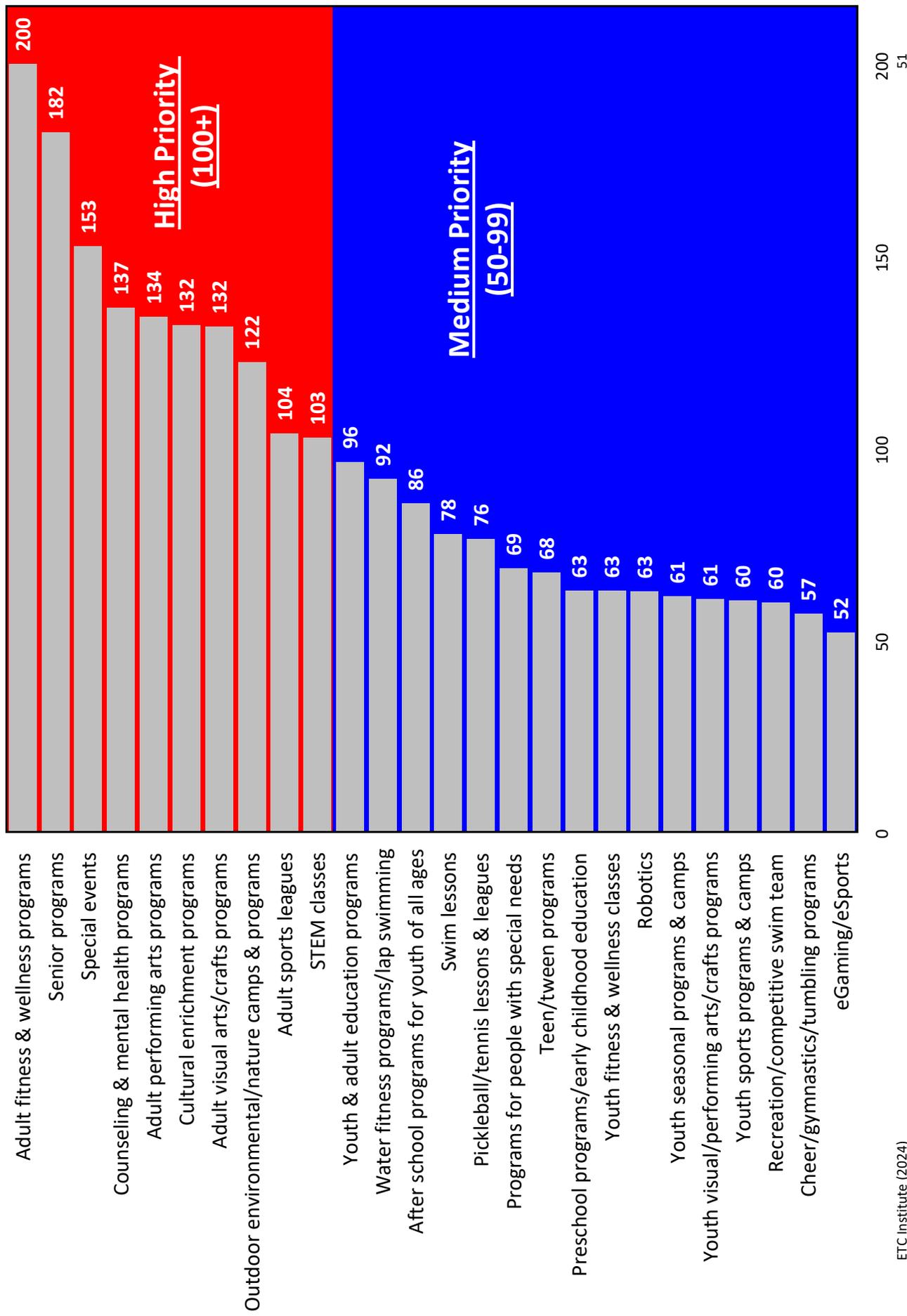
# Importance Rating for Programs/Activities

the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



# Top Priorities for Investment for Programs/Activities Based on Priority Investment Rating





# 5

## Tabular Data

**Q1. Including yourself, how many people in your household are...**

	Mean	Sum
number	2.3	922
Under age 5	0.1	32
Ages 5-9	0.1	30
Ages 10-14	0.1	41
Ages 15-19	0.1	40
Ages 20-24	0.1	59
Ages 25-34	0.1	58
Ages 35-44	0.3	121
Ages 45-54	0.4	160
Ages 55-64	0.5	189
Ages 65+	0.5	192

**Q2. Have you or any members of your household visited any City of Daytona Beach parks and/or recreation facilities during the past 12 months?**

Q2. Have members of your household visited any City parks and/or recreation facilities during past 12 months

	Number	Percent
Yes	339	81.7 %
No	71	17.1 %
Not provided	5	1.2 %
Total	415	100.0 %

**WITHOUT NOT PROVIDED**

**Q2. Have you or any members of your household visited any City of Daytona Beach parks and/or recreation facilities during the past 12 months? (without "not provided")**

Q2. Have members of your household visited any City parks and/or recreation facilities during past 12 months

	Number	Percent
Yes	339	82.7 %
No	71	17.3 %
Total	410	100.0 %

**Q2a. Overall, how would you rate the physical condition of ALL the City of Daytona Beach parks and recreation facilities you have visited?**

Q2a. How would you rate physical condition of all City parks & recreation facilities

	Number	Percent
Excellent	50	14.7 %
Good	185	54.6 %
Fair	85	25.1 %
Poor	15	4.4 %
Not provided	4	1.2 %
Total	339	100.0 %

**WITHOUT NOT PROVIDED**

**Q2a. Overall, how would you rate the physical condition of ALL the City of Daytona Beach parks and recreation facilities you have visited? (without "not provided")**

Q2a. How would you rate physical condition of all City parks & recreation facilities

	Number	Percent
Excellent	50	14.9 %
Good	185	55.2 %
Fair	85	25.4 %
Poor	15	4.5 %
Total	335	100.0 %

**Q3. Please CHECK ALL of the following reasons that prevent you or members of your households from visiting City of Daytona Beach parks and recreation facilities more often.**

Q3. Reasons that prevent your households from visiting City parks & recreation facilities more often	Number	Percent
Criminal activity in the park	131	31.6 %
Do not feel safe using parks/facilities	131	31.6 %
Don't offer programs/services we desire	48	11.6 %
Lack of amenities we want to use	85	20.5 %
Lack of handicap (ADA) accessibility	30	7.2 %
Lack of parking to access parks/facilities	76	18.3 %
Lack of restrooms	72	17.3 %
Lack of shade	119	28.7 %
Lack of transportation	16	3.9 %
Language/cultural barriers	5	1.2 %
Not aware of parks' or facilities' locations	65	15.7 %
Parks/facilities are not well maintained	60	14.5 %
Too far from our home	27	6.5 %
Use parks/facilities in other cities/county	31	7.5 %
Other	51	12.3 %
Total	947	

**Q4. From the following list, please CHECK ALL the ways you learn about City of Daytona Beach parks, recreation facilities, programs, and events.**

Q4. Ways you learn about City parks, recreation facilities, programs, & events	Number	Percent
Recreation activity brochure	66	15.9 %
City website	147	35.4 %
Materials at parks or recreation facilities	52	12.5 %
Conversations with City staff	24	5.8 %
Newspaper	61	14.7 %
Word of mouth	256	61.7 %
Promotions at special events	105	25.3 %
Banners	63	15.2 %
Emails	38	9.2 %
eNewsletter	26	6.3 %
Social media	214	51.6 %
Flyers	48	11.6 %
Other	45	10.8 %
Total	1145	

**Q5. From the list in Question 4, which THREE methods of communication would you MOST PREFER the City use to communicate with you about parks, recreation facilities, programs, and events?**

Q5. Top choice	Number	Percent
Recreation activity brochure	30	7.2 %
City website	65	15.7 %
Materials at parks or recreation facilities	9	2.2 %
Conversations with City staff	1	0.2 %
Newspaper	14	3.4 %
Word of mouth	17	4.1 %
Promotions at special events	21	5.1 %
Banners	10	2.4 %
Emails	51	12.3 %
eNewsletter	22	5.3 %
Social media	124	29.9 %
Flyers	10	2.4 %
None chosen	41	9.9 %
Total	415	100.0 %

**Q5. From the list in Question 4, which THREE methods of communication would you MOST PREFER the City use to communicate with you about parks, recreation facilities, programs, and events?**

Q5. 2nd choice	Number	Percent
Recreation activity brochure	22	5.3 %
City website	54	13.0 %
Materials at parks or recreation facilities	21	5.1 %
Conversations with City staff	2	0.5 %
Newspaper	16	3.9 %
Word of mouth	16	3.9 %
Promotions at special events	39	9.4 %
Banners	28	6.7 %
Emails	49	11.8 %
eNewsletter	32	7.7 %
Social media	57	13.7 %
Flyers	17	4.1 %
None chosen	62	14.9 %
Total	415	100.0 %

**Q5. From the list in Question 4, which THREE methods of communication would you MOST PREFER the City use to communicate with you about parks, recreation facilities, programs, and events?**

Q5. 3rd choice	Number	Percent
Recreation activity brochure	34	8.2 %
City website	41	9.9 %
Materials at parks or recreation facilities	17	4.1 %
Conversations with City staff	3	0.7 %
Newspaper	14	3.4 %
Word of mouth	17	4.1 %
Promotions at special events	37	8.9 %
Banners	20	4.8 %
Emails	27	6.5 %
eNewsletter	29	7.0 %
Social media	42	10.1 %
Flyers	24	5.8 %
None chosen	110	26.5 %
Total	415	100.0 %

**SUM OF TOP 3 CHOICES**

**Q5. From the list in Question 4, which THREE methods of communication would you MOST PREFER the City use to communicate with you about parks, recreation facilities, programs, and events? (top 3)**

Q5. Top choice	Number	Percent
Recreation activity brochure	86	20.7 %
City website	160	38.6 %
Materials at parks or recreation facilities	47	11.3 %
Conversations with City staff	6	1.4 %
Newspaper	44	10.6 %
Word of mouth	50	12.0 %
Promotions at special events	97	23.4 %
Banners	58	14.0 %
Emails	127	30.6 %
eNewsletter	83	20.0 %
Social media	223	53.7 %
Flyers	51	12.3 %
None chosen	41	9.9 %
Total	1073	

**Q6. From the following list, please CHECK ALL of the organizations that you or members of your household have used for recreation and sports activities during the last 12 months.**

Q6. Organizations your household has used for recreation & sports activities during last 12 months	Number	Percent
City of Daytona Beach	279	67.2 %
Neighboring cities	178	42.9 %
Places of worship (e.g., synagogues, churches)	98	23.6 %
Private & non-profit youth sports	26	6.3 %
Private clubs (tennis, health, swim, fitness)	86	20.7 %
Private schools/charter schools	27	6.5 %
Private summer camps	13	3.1 %
Public schools	41	9.9 %
YMCA	54	13.0 %
Other	33	8.0 %
Total	835	

**Q7. Has your household participated in any programs or events offered by the City of Daytona Beach Parks and Recreation Department during the past 12 months?**

Q7. Has your household participated in any programs or events offered by City Parks & Recreation Department during past 12 months	Number	Percent
Yes	172	41.4 %
No	242	58.3 %
Not provided	1	0.2 %
Total	415	100.0 %

**WITHOUT NOT PROVIDED**

**Q7. Has your household participated in any programs or events offered by the City of Daytona Beach Parks and Recreation Department during the past 12 months? (without "not provided")**

Q7. Has your household participated in any programs or events offered by City Parks & Recreation Department during past 12 months	Number	Percent
Yes	172	41.5 %
No	242	58.5 %
Total	414	100.0 %

**Q7a. How would you rate the overall quality of the City of Daytona Beach Parks and Recreation Department programs or events in which your household has participated?**

Q7a. How would you rate overall quality of City Parks & Recreation Department programs or events in which your household has participated

	Number	Percent
Excellent	35	20.3 %
Good	113	65.7 %
Fair	22	12.8 %
Poor	1	0.6 %
Not provided	1	0.6 %
Total	172	100.0 %

**WITHOUT NOT PROVIDED**

**Q7a. How would you rate the overall quality of the City of Daytona Beach Parks and Recreation Department programs or events in which your household has participated? (without "not provided")**

Q7a. How would you rate overall quality of City Parks & Recreation Department programs or events in which your household has participated

	Number	Percent
Excellent	35	20.5 %
Good	113	66.1 %
Fair	22	12.9 %
Poor	1	0.6 %
Total	171	100.0 %

**Q8. Please CHECK ALL of the following reasons that prevent you or members of your household from participating in City of Daytona Beach Parks and Recreation Department programs more often.**

Q8. Reasons that prevent your household from participating in City Parks & Recreation Department programs more often

	Number	Percent
Classes are full	14	3.4 %
Do not feel safe participating	56	13.5 %
Fees are too high	57	13.7 %
I don't know what is offered	240	57.8 %
Lack of quality instructors	7	1.7 %
Lack of quality programs	41	9.9 %
Lack of right program equipment	11	2.7 %
Lack of transportation	16	3.9 %
Language/cultural barriers	3	0.7 %
Old & outdated facilities	43	10.4 %
Online registration is not user friendly	34	8.2 %
Poor customer service by staff	26	6.3 %
Program not offered	38	9.2 %
Program times are not convenient	57	13.7 %
Registration is difficult	19	4.6 %
Too far from our home	22	5.3 %
Too busy/not interested	40	9.6 %
Use programs of other agencies	20	4.8 %
Other	25	6.0 %
Total	769	

**Q9. Please indicate your level of agreement with the following statements concerning some potential benefits of the City of Daytona Beach's parks, facilities, and recreation programs or events.**

(N=415)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
Q9-1. Helps to reduce crime in my neighborhood & keep kids out of trouble	29.6%	31.1%	19.5%	6.7%	3.4%	9.6%
Q9-2. Improves my (my household's) mental health & reduces stress	22.7%	36.6%	20.5%	3.4%	3.6%	13.3%
Q9-3. Improves my (my household's) physical health & fitness	24.3%	38.8%	18.6%	4.1%	2.7%	11.6%
Q9-4. Increases my (my household's) property value	16.4%	27.5%	27.7%	7.7%	5.1%	15.7%
Q9-5. Is age-friendly & accessible to all age groups	18.3%	30.8%	24.1%	8.7%	3.9%	14.2%
Q9-6. Makes Daytona Beach a more desirable place to live	33.0%	34.0%	18.1%	4.8%	3.9%	6.3%
Q9-7. Positively impacts economic/business development	25.3%	33.0%	23.4%	4.1%	3.1%	11.1%
Q9-8. Preserves open space & protects the environment	32.0%	35.4%	16.6%	4.6%	3.6%	7.7%
Q9-9. Provides jobs/professional development for youth	15.9%	31.1%	25.3%	7.7%	2.9%	17.1%
Q9-10. Provides positive social interactions for me (my household/family)	22.7%	31.8%	24.1%	4.6%	3.4%	13.5%
Q9-11. Provides volunteer opportunities for the community	15.9%	36.1%	26.3%	2.2%	1.0%	18.6%

**WITHOUT DON'T KNOW**

**Q9. Please indicate your level of agreement with the following statements concerning some potential benefits of the City of Daytona Beach's parks, facilities, and recreation programs or events. (without "don't know")**

(N=415)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q9-1. Helps to reduce crime in my neighborhood & keep kids out of trouble	32.8%	34.4%	21.6%	7.5%	3.7%
Q9-2. Improves my (my household's) mental health & reduces stress	26.1%	42.2%	23.6%	3.9%	4.2%
Q9-3. Improves my (my household's) physical health & fitness	27.5%	43.9%	21.0%	4.6%	3.0%
Q9-4. Increases my (my household's) property value	19.4%	32.6%	32.9%	9.1%	6.0%
Q9-5. Is age-friendly & accessible to all age groups	21.3%	36.0%	28.1%	10.1%	4.5%
Q9-6. Makes Daytona Beach a more desirable place to live	35.2%	36.2%	19.3%	5.1%	4.1%
Q9-7. Positively impacts economic/business development	28.5%	37.1%	26.3%	4.6%	3.5%
Q9-8. Preserves open space & protects the environment	34.7%	38.4%	18.0%	5.0%	3.9%
Q9-9. Provides jobs/professional development for youth	19.2%	37.5%	30.5%	9.3%	3.5%
Q9-10. Provides positive social interactions for me (my household/family)	26.2%	36.8%	27.9%	5.3%	3.9%
Q9-11. Provides volunteer opportunities for the community	19.5%	44.4%	32.2%	2.7%	1.2%

**Q10. Please indicate how well your needs are being met for each of the facilities/amenities listed below on a scale of 1 to 4, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all.**

(N=415)

	Fully met	Mostly met	Partly met	Not met	No need
Q10-1. Beach access & amenities	18.6%	35.4%	22.7%	12.5%	10.8%
Q10-2. Campgrounds	4.8%	9.6%	9.6%	12.5%	63.4%
Q10-3. Community center (multi-use space for events, exercise & activities)	8.9%	18.6%	20.0%	16.4%	36.1%
Q10-4. Environmental/nature education center	8.4%	17.6%	19.8%	19.5%	34.7%
Q10-5. Indoor basketball/volleyball courts (indoor gyms)	7.5%	8.2%	13.3%	13.0%	58.1%
Q10-6. Indoor swimming pool	5.1%	4.8%	9.9%	31.1%	49.2%
Q10-7. Golf courses	7.7%	14.9%	10.4%	7.0%	60.0%
Q10-8. Fishing areas/docks	11.6%	23.1%	18.6%	8.7%	38.1%
Q10-9. Kayak/canoe/paddleboard/paddleboat rentals in parks	5.8%	16.1%	15.9%	17.1%	45.1%
Q10-10. Large community parks	11.8%	28.0%	22.9%	16.4%	21.0%
Q10-11. Lighted diamond sports fields (baseball, softball)	9.6%	14.9%	12.8%	8.4%	54.2%
Q10-12. Lighted rectangular sports fields (football, rugby, soccer)	5.1%	13.3%	12.3%	10.4%	59.0%
Q10-13. Mountain bike trails	3.1%	6.0%	8.7%	23.4%	58.8%
Q10-14. Multi-use hiking, biking, walking trails (paved or unpaved)	7.7%	18.8%	20.0%	25.3%	28.2%
Q10-15. Off-leash dog park	4.1%	9.2%	18.3%	19.0%	49.4%
Q10-16. Open space conservation areas	7.2%	19.8%	19.3%	17.8%	35.9%
Q10-17. Outdoor basketball courts	7.5%	15.9%	14.7%	6.5%	55.4%
Q10-18. Outdoor exercise/fitness area	5.3%	13.5%	19.5%	17.1%	44.6%
Q10-19. Outdoor pickleball courts	6.7%	10.6%	15.7%	14.0%	53.0%
Q10-20. Outdoor swimming pool	8.9%	10.4%	15.9%	15.7%	49.2%
Q10-21. Outdoor tennis courts	8.0%	16.1%	11.6%	10.1%	54.2%

**Q10. Please indicate how well your needs are being met for each of the facilities/amenities listed below on a scale of 1 to 4, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all.**

	Fully met	Mostly met	Partly met	Not met	No need
Q10-22. Performing arts theater	13.3%	21.0%	18.3%	12.3%	35.2%
Q10-23. Picnic areas & shelters	12.0%	26.0%	22.9%	14.5%	24.6%
Q10-24. Playgrounds	12.8%	19.5%	20.0%	8.7%	39.0%
Q10-25. Shade & trees	9.6%	22.9%	29.4%	20.0%	18.1%
Q10-26. Skateboarding parks	4.3%	7.7%	9.2%	13.7%	65.1%
Q10-27. Small neighborhood parks	9.6%	21.0%	20.5%	21.2%	27.7%
Q10-28. Splash pads or spray parks	11.3%	17.6%	24.6%	13.7%	32.8%
Q10-29. Walking paths in parks	14.9%	27.0%	25.1%	14.5%	18.6%
Q10-30. Other	1.0%	0.2%	0.0%	3.1%	95.7%

**WITHOUT NO NEED**

**Q10. Please indicate how well your needs are being met for each of the facilities/amenities listed below on a scale of 1 to 4, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. (without "no need")**

(N=415)

	Fully met	Mostly met	Partly met	Not met
Q10-1. Beach access & amenities	20.8%	39.7%	25.4%	14.1%
Q10-2. Campgrounds	13.2%	26.3%	26.3%	34.2%
Q10-3. Community center (multi-use space for events, exercise & activities)	14.0%	29.1%	31.3%	25.7%
Q10-4. Environmental/nature education center	12.9%	26.9%	30.3%	29.9%
Q10-5. Indoor basketball/volleyball courts (indoor gyms)	17.8%	19.5%	31.6%	31.0%
Q10-6. Indoor swimming pool	10.0%	9.5%	19.4%	61.1%
Q10-7. Golf courses	19.3%	37.3%	25.9%	17.5%
Q10-8. Fishing areas/docks	18.7%	37.4%	30.0%	14.0%
Q10-9. Kayak/canoe/paddleboard/paddleboat rentals in parks	10.5%	29.4%	28.9%	31.1%
Q10-10. Large community parks	14.9%	35.4%	29.0%	20.7%
Q10-11. Lighted diamond sports fields (baseball, softball)	21.1%	32.6%	27.9%	18.4%
Q10-12. Lighted rectangular sports fields (football, rugby, soccer)	12.4%	32.4%	30.0%	25.3%
Q10-13. Mountain bike trails	7.6%	14.6%	21.1%	56.7%
Q10-14. Multi-use hiking, biking, walking trails (paved or unpaved)	10.7%	26.2%	27.9%	35.2%
Q10-15. Off-leash dog park	8.1%	18.1%	36.2%	37.6%
Q10-16. Open space conservation areas	11.3%	30.8%	30.1%	27.8%
Q10-17. Outdoor basketball courts	16.8%	35.7%	33.0%	14.6%
Q10-18. Outdoor exercise/fitness area	9.6%	24.3%	35.2%	30.9%
Q10-19. Outdoor pickleball courts	14.4%	22.6%	33.3%	29.7%
Q10-20. Outdoor swimming pool	17.5%	20.4%	31.3%	30.8%
Q10-21. Outdoor tennis courts	17.4%	35.3%	25.3%	22.1%

**WITHOUT NO NEED**

**Q10. Please indicate how well your needs are being met for each of the facilities/amenities listed below on a scale of 1 to 4, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. (without "no need")**

	Fully met	Mostly met	Partly met	Not met
Q10-22. Performing arts theater	20.4%	32.3%	28.3%	19.0%
Q10-23. Picnic areas & shelters	16.0%	34.5%	30.4%	19.2%
Q10-24. Playgrounds	20.9%	32.0%	32.8%	14.2%
Q10-25. Shade & trees	11.8%	27.9%	35.9%	24.4%
Q10-26. Skateboarding parks	12.4%	22.1%	26.2%	39.3%
Q10-27. Small neighborhood parks	13.3%	29.0%	28.3%	29.3%
Q10-28. Splash pads or spray parks	16.8%	26.2%	36.6%	20.4%
Q10-29. Walking paths in parks	18.3%	33.1%	30.8%	17.8%
Q10-30. Other	22.2%	5.6%	0.0%	72.2%

**Q11. Which FOUR facilities/amenities from the list in Question 10 are MOST IMPORTANT to your household?**

Q11. Top choice	Number	Percent
Beach access & amenities	173	41.7 %
Campgrounds	4	1.0 %
Community center (multi-use space for events, exercise & activities)	27	6.5 %
Environmental/nature education center	11	2.7 %
Indoor basketball/volleyball courts (indoor gyms)	5	1.2 %
Indoor swimming pool	14	3.4 %
Golf courses	10	2.4 %
Fishing areas/docks	13	3.1 %
Kayak/canoe/paddleboard/paddleboat rentals in parks	9	2.2 %
Large community parks	5	1.2 %
Lighted diamond sports fields (baseball, softball)	1	0.2 %
Mountain bike trails	5	1.2 %
Multi-use hiking, biking, walking trails (paved or unpaved)	24	5.8 %
Off-leash dog park	6	1.4 %
Open space conservation areas	5	1.2 %
Outdoor basketball courts	1	0.2 %
Outdoor exercise/fitness area	1	0.2 %
Outdoor pickleball courts	4	1.0 %
Outdoor swimming pool	3	0.7 %
Outdoor tennis courts	1	0.2 %
Performing arts theater	9	2.2 %
Picnic areas & shelters	4	1.0 %
Playgrounds	4	1.0 %
Shade & trees	9	2.2 %
Skateboarding parks	1	0.2 %
Small neighborhood parks	4	1.0 %
Splash pads or spray parks	3	0.7 %
Walking paths in parks	15	3.6 %
None chosen	44	10.6 %
Total	415	100.0 %

**Q11. Which FOUR facilities/amenities from the list in Question 10 are MOST IMPORTANT to your household?**

<u>Q11. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Beach access & amenities	34	8.2 %
Campgrounds	7	1.7 %
Community center (multi-use space for events, exercise & activities)	27	6.5 %
Environmental/nature education center	18	4.3 %
Indoor basketball/volleyball courts (indoor gyms)	4	1.0 %
Indoor swimming pool	27	6.5 %
Golf courses	12	2.9 %
Fishing areas/docks	23	5.5 %
Kayak/canoe/paddleboard/paddleboat rentals in parks	13	3.1 %
Large community parks	31	7.5 %
Lighted diamond sports fields (baseball, softball)	3	0.7 %
Lighted rectangular sports fields (football, rugby, soccer)	3	0.7 %
Mountain bike trails	4	1.0 %
Multi-use hiking, biking, walking trails (paved or unpaved)	24	5.8 %
Off-leash dog park	17	4.1 %
Open space conservation areas	10	2.4 %
Outdoor basketball courts	2	0.5 %
Outdoor exercise/fitness area	3	0.7 %
Outdoor pickleball courts	11	2.7 %
Outdoor swimming pool	8	1.9 %
Performing arts theater	17	4.1 %
Picnic areas & shelters	8	1.9 %
Playgrounds	8	1.9 %
Shade & trees	17	4.1 %
Small neighborhood parks	6	1.4 %
Splash pads or spray parks	6	1.4 %
Walking paths in parks	16	3.9 %
<u>None chosen</u>	<u>56</u>	<u>13.5 %</u>
Total	415	100.0 %

**Q11. Which FOUR facilities/amenities from the list in Question 10 are MOST IMPORTANT to your household?**

<u>Q11. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Beach access & amenities	11	2.7 %
Campgrounds	8	1.9 %
Community center (multi-use space for events, exercise & activities)	17	4.1 %
Environmental/nature education center	21	5.1 %
Indoor basketball/volleyball courts (indoor gyms)	5	1.2 %
Indoor swimming pool	15	3.6 %
Golf courses	7	1.7 %
Fishing areas/docks	23	5.5 %
Kayak/canoe/paddleboard/paddleboat rentals in parks	21	5.1 %
Large community parks	24	5.8 %
Lighted diamond sports fields (baseball, softball)	2	0.5 %
Lighted rectangular sports fields (football, rugby, soccer)	1	0.2 %
Mountain bike trails	8	1.9 %
Multi-use hiking, biking, walking trails (paved or unpaved)	28	6.7 %
Off-leash dog park	16	3.9 %
Open space conservation areas	11	2.7 %
Outdoor basketball courts	1	0.2 %
Outdoor exercise/fitness area	7	1.7 %
Outdoor pickleball courts	12	2.9 %
Outdoor swimming pool	9	2.2 %
Outdoor tennis courts	2	0.5 %
Performing arts theater	17	4.1 %
Picnic areas & shelters	11	2.7 %
Playgrounds	8	1.9 %
Shade & trees	23	5.5 %
Small neighborhood parks	11	2.7 %
Splash pads or spray parks	12	2.9 %
Walking paths in parks	16	3.9 %
None chosen	68	16.4 %
Total	415	100.0 %

**Q11. Which FOUR facilities/amenities from the list in Question 10 are MOST IMPORTANT to your household?**

<u>Q11. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Beach access & amenities	13	3.1 %
Campgrounds	5	1.2 %
Community center (multi-use space for events, exercise & activities)	6	1.4 %
Environmental/nature education center	18	4.3 %
Indoor basketball/volleyball courts (indoor gyms)	4	1.0 %
Indoor swimming pool	8	1.9 %
Golf courses	7	1.7 %
Fishing areas/docks	16	3.9 %
Kayak/canoe/paddleboard/paddleboat rentals in parks	7	1.7 %
Large community parks	14	3.4 %
Lighted diamond sports fields (baseball, softball)	7	1.7 %
Lighted rectangular sports fields (football, rugby, soccer)	3	0.7 %
Mountain bike trails	4	1.0 %
Multi-use hiking, biking, walking trails (paved or unpaved)	15	3.6 %
Off-leash dog park	10	2.4 %
Open space conservation areas	14	3.4 %
Outdoor basketball courts	1	0.2 %
Outdoor exercise/fitness area	6	1.4 %
Outdoor pickleball courts	4	1.0 %
Outdoor swimming pool	15	3.6 %
Outdoor tennis courts	3	0.7 %
Performing arts theater	15	3.6 %
Picnic areas & shelters	13	3.1 %
Playgrounds	10	2.4 %
Shade & trees	32	7.7 %
Small neighborhood parks	20	4.8 %
Splash pads or spray parks	8	1.9 %
Walking paths in parks	33	8.0 %
None chosen	104	25.1 %
Total	415	100.0 %

**SUM OF TOP 4 CHOICES****Q11. Which FOUR facilities/amenities from the list in Question 10 are MOST IMPORTANT to your household? (top 4)**

<u>Q11. Top choice</u>	<u>Number</u>	<u>Percent</u>
Beach access & amenities	231	55.7 %
Campgrounds	24	5.8 %
Community center (multi-use space for events, exercise & activities)	77	18.6 %
Environmental/nature education center	68	16.4 %
Indoor basketball/volleyball courts (indoor gyms)	18	4.3 %
Indoor swimming pool	64	15.4 %
Golf courses	36	8.7 %
Fishing areas/docks	75	18.1 %
Kayak/canoe/paddleboard/paddleboat rentals in parks	50	12.0 %
Large community parks	74	17.8 %
Lighted diamond sports fields (baseball, softball)	13	3.1 %
Lighted rectangular sports fields (football, rugby, soccer)	7	1.7 %
Mountain bike trails	21	5.1 %
Multi-use hiking, biking, walking trails (paved or unpaved)	91	21.9 %
Off-leash dog park	49	11.8 %
Open space conservation areas	40	9.6 %
Outdoor basketball courts	5	1.2 %
Outdoor exercise/fitness area	17	4.1 %
Outdoor pickleball courts	31	7.5 %
Outdoor swimming pool	35	8.4 %
Outdoor tennis courts	6	1.4 %
Performing arts theater	58	14.0 %
Picnic areas & shelters	36	8.7 %
Playgrounds	30	7.2 %
Shade & trees	81	19.5 %
Skateboarding parks	1	0.2 %
Small neighborhood parks	41	9.9 %
Splash pads or spray parks	29	7.0 %
Walking paths in parks	80	19.3 %
None chosen	44	10.6 %
<b>Total</b>	<b>1432</b>	

**Q12. Please indicate how well your needs are being met for each of the programs/activities listed below on a scale of 1 to 4, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all.**

(N=415)

	Fully met	Mostly met	Partly met	Not met	No need
Q12-1. Adult fitness & wellness programs	7.7%	12.8%	19.8%	22.9%	36.9%
Q12-2. Adult sports leagues	3.1%	6.3%	12.0%	19.8%	58.8%
Q12-3. After school programs for youth of all ages	4.3%	6.3%	13.3%	11.3%	64.8%
Q12-4. Adult performing arts programs (dance/music)	5.8%	10.6%	17.3%	19.5%	46.7%
Q12-5. Adult visual arts/crafts programs	4.6%	10.4%	17.3%	18.6%	49.2%
Q12-6. Counseling & mental health programs	3.6%	5.5%	10.4%	27.2%	53.3%
Q12-7. Cultural enrichment programs	3.9%	9.2%	20.0%	20.0%	47.0%
Q12-8. eGaming/eSports	1.7%	3.1%	7.0%	12.0%	76.1%
Q12-9. Youth & adult education programs	3.6%	4.8%	15.7%	18.8%	57.1%
Q12-10. Cheer/gymnastics/tumbling programs	2.9%	6.7%	10.4%	9.9%	70.1%
Q12-11. Outdoor environmental/nature camps & programs	2.7%	8.0%	14.7%	18.8%	55.9%
Q12-12. Preschool programs/early childhood education	3.6%	5.3%	9.6%	10.8%	70.6%
Q12-13. Programs for people with special needs	2.9%	3.1%	9.6%	15.4%	68.9%
Q12-14. Recreation/competitive swim team	2.2%	2.9%	10.6%	13.0%	71.3%
Q12-15. Robotics	1.4%	1.4%	6.5%	14.9%	75.7%
Q12-16. Senior programs	5.1%	7.5%	21.0%	21.0%	45.5%
Q12-17. Special events	5.8%	15.7%	26.3%	13.7%	38.6%
Q12-18. STEM (science, technology, engineering, & mathematics) classes	1.7%	5.1%	11.3%	20.0%	61.9%
Q12-19. Swim lessons	4.3%	5.8%	13.5%	12.3%	64.1%
Q12-20. Teen/tween programs	1.4%	3.9%	9.9%	14.0%	70.8%
Q12-21. Pickleball/tennis lessons & leagues	3.9%	7.5%	11.8%	14.9%	61.9%

**Q12. Please indicate how well your needs are being met for each of the programs/activities listed below on a scale of 1 to 4, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all.**

	Fully met	Mostly met	Partly met	Not met	No need
Q12-22. Youth fitness & wellness classes	2.7%	5.1%	9.4%	13.7%	69.2%
Q12-23. Youth visual/performing arts/crafts programs (dance/music)	2.7%	3.6%	10.4%	14.9%	68.4%
Q12-24. Youth sports programs & camps	3.6%	6.7%	11.1%	10.4%	68.2%
Q12-25. Youth seasonal programs & camps	3.4%	5.8%	12.5%	8.9%	69.4%
Q12-26. Water fitness programs/lap swimming	3.1%	5.1%	11.3%	19.8%	60.7%
Q12-27. Other	0.2%	0.0%	0.5%	1.0%	98.3%

**WITHOUT NO NEED**

**Q12. Please indicate how well your needs are being met for each of the programs/activities listed below on a scale of 1 to 4, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. (without "no need")**

(N=415)

	Fully met	Mostly met	Partly met	Not met
Q12-1. Adult fitness & wellness programs	12.2%	20.2%	31.3%	36.3%
Q12-2. Adult sports leagues	7.6%	15.2%	29.2%	48.0%
Q12-3. After school programs for youth of all ages	12.3%	17.8%	37.7%	32.2%
Q12-4. Adult performing arts programs (dance/music)	10.9%	19.9%	32.6%	36.7%
Q12-5. Adult visual arts/crafts programs	9.0%	20.4%	34.1%	36.5%
Q12-6. Counseling & mental health programs	7.7%	11.9%	22.2%	58.2%
Q12-7. Cultural enrichment programs	7.3%	17.3%	37.7%	37.7%
Q12-8. eGaming/eSports	7.1%	13.1%	29.3%	50.5%
Q12-9. Youth & adult education programs	8.4%	11.2%	36.5%	43.8%
Q12-10. Cheer/gymnastics/tumbling programs	9.7%	22.6%	34.7%	33.1%
Q12-11. Outdoor environmental/nature camps & programs	6.0%	18.0%	33.3%	42.6%
Q12-12. Preschool programs/early childhood education	12.3%	18.0%	32.8%	36.9%
Q12-13. Programs for people with special needs	9.3%	10.1%	31.0%	49.6%
Q12-14. Recreation/competitive swim team	7.6%	10.1%	37.0%	45.4%
Q12-15. Robotics	5.9%	5.9%	26.7%	61.4%
Q12-16. Senior programs	9.3%	13.7%	38.5%	38.5%
Q12-17. Special events	9.4%	25.5%	42.7%	22.4%
Q12-18. STEM (science, technology, engineering, & mathematics) classes	4.4%	13.3%	29.7%	52.5%
Q12-19. Swim lessons	12.1%	16.1%	37.6%	34.2%
Q12-20. Teen/tween programs	5.0%	13.2%	33.9%	47.9%
Q12-21. Pickleball/tennis lessons & leagues	10.1%	19.6%	31.0%	39.2%

**WITHOUT NO NEED**

**Q12. Please indicate how well your needs are being met for each of the programs/activities listed below on a scale of 1 to 4, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. (without "no need")**

	Fully met	Mostly met	Partly met	Not met
Q12-22. Youth fitness & wellness classes	8.6%	16.4%	30.5%	44.5%
Q12-23. Youth visual/performing arts/crafts programs (dance/music)	8.4%	11.5%	32.8%	47.3%
Q12-24. Youth sports programs & camps	11.4%	21.2%	34.8%	32.6%
Q12-25. Youth seasonal programs & camps	11.0%	18.9%	40.9%	29.1%
Q12-26. Water fitness programs/lap swimming	8.0%	12.9%	28.8%	50.3%
Q12-27. Other	14.3%	0.0%	28.6%	57.1%

**Q13. Which FOUR programs/activities from the list in Question 12 are MOST IMPORTANT to your household?**

Q13. Top choice	Number	Percent
Adult fitness & wellness programs	81	19.5 %
Adult sports leagues	2	0.5 %
After school programs for youth of all ages	15	3.6 %
Adult performing arts programs (dance/music)	36	8.7 %
Adult visual arts/crafts programs	7	1.7 %
Counseling & mental health programs	13	3.1 %
Cultural enrichment programs	4	1.0 %
eGaming/eSports	2	0.5 %
Youth & adult education programs	6	1.4 %
Cheer/gymnastics/tumbling programs	2	0.5 %
Outdoor environmental/nature camps & programs	16	3.9 %
Preschool programs/early childhood education	10	2.4 %
Programs for people with special needs	2	0.5 %
Recreation/competitive swim team	2	0.5 %
Robotics	2	0.5 %
Senior programs	28	6.7 %
Special events	16	3.9 %
STEM (science, technology, engineering, & mathematics) classes	10	2.4 %
Swim lessons	4	1.0 %
Teen/tween programs	2	0.5 %
Pickleball/tennis lessons & leagues	4	1.0 %
Youth seasonal programs & camps	2	0.5 %
Water fitness programs/lap swimming	6	1.4 %
Other	4	1.0 %
None chosen	139	33.5 %
Total	415	100.0 %

**Q13. Which FOUR programs/activities from the list in Question 12 are MOST IMPORTANT to your household?**

<u>Q13. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Adult fitness & wellness programs	27	6.5 %
Adult sports leagues	12	2.9 %
After school programs for youth of all ages	12	2.9 %
Adult performing arts programs (dance/music)	18	4.3 %
Adult visual arts/crafts programs	32	7.7 %
Counseling & mental health programs	26	6.3 %
Cultural enrichment programs	14	3.4 %
eGaming/eSports	4	1.0 %
Youth & adult education programs	2	0.5 %
Cheer/gymnastics/tumbling programs	2	0.5 %
Outdoor environmental/nature camps & programs	16	3.9 %
Preschool programs/early childhood education	4	1.0 %
Programs for people with special needs	6	1.4 %
Recreation/competitive swim team	2	0.5 %
Robotics	2	0.5 %
Senior programs	33	8.0 %
Special events	19	4.6 %
STEM (science, technology, engineering, & mathematics) classes	12	2.9 %
Swim lessons	6	1.4 %
Teen/tween programs	2	0.5 %
Pickleball/tennis lessons & leagues	5	1.2 %
Youth visual/performing arts/crafts programs (dance/music)	2	0.5 %
Youth sports programs & camps	4	1.0 %
Water fitness programs/lap swimming	8	1.9 %
None chosen	145	34.9 %
Total	415	100.0 %

**Q13. Which FOUR programs/activities from the list in Question 12 are MOST IMPORTANT to your household?**

<u>Q13. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Adult fitness & wellness programs	22	5.3 %
Adult sports leagues	15	3.6 %
After school programs for youth of all ages	8	1.9 %
Adult performing arts programs (dance/music)	6	1.4 %
Adult visual arts/crafts programs	16	3.9 %
Counseling & mental health programs	18	4.3 %
Cultural enrichment programs	19	4.6 %
eGaming/eSports	2	0.5 %
Youth & adult education programs	4	1.0 %
Cheer/gymnastics/tumbling programs	5	1.2 %
Outdoor environmental/nature camps & programs	16	3.9 %
Preschool programs/early childhood education	5	1.2 %
Programs for people with special needs	4	1.0 %
Recreation/competitive swim team	2	0.5 %
Robotics	8	1.9 %
Senior programs	41	9.9 %
Special events	17	4.1 %
STEM (science, technology, engineering, & mathematics) classes	8	1.9 %
Swim lessons	2	0.5 %
Teen/tween programs	8	1.9 %
Pickleball/tennis lessons & leagues	4	1.0 %
Youth fitness & wellness classes	8	1.9 %
Youth seasonal programs & camps	8	1.9 %
Water fitness programs/lap swimming	4	1.0 %
None chosen	165	39.8 %
Total	415	100.0 %

**Q13. Which FOUR programs/activities from the list in Question 12 are MOST IMPORTANT to your household?**

<u>Q13. 4th choice</u>	<u>Number</u>	<u>Percent</u>
Adult fitness & wellness programs	10	2.4 %
Adult sports leagues	12	2.9 %
After school programs for youth of all ages	4	1.0 %
Adult performing arts programs (dance/music)	7	1.7 %
Adult visual arts/crafts programs	11	2.7 %
Counseling & mental health programs	11	2.7 %
Cultural enrichment programs	16	3.9 %
eGaming/eSports	2	0.5 %
Youth & adult education programs	10	2.4 %
Cheer/gymnastics/tumbling programs	4	1.0 %
Outdoor environmental/nature camps & programs	13	3.1 %
Preschool programs/early childhood education	2	0.5 %
Programs for people with special needs	2	0.5 %
Robotics	6	1.4 %
Senior programs	15	3.6 %
Special events	30	7.2 %
STEM (science, technology, engineering, & mathematics) classes	11	2.7 %
Swim lessons	12	2.9 %
Teen/tween programs	4	1.0 %
Pickleball/tennis lessons & leagues	6	1.4 %
Youth fitness & wellness classes	4	1.0 %
Youth sports programs & camps	10	2.4 %
Youth seasonal programs & camps	6	1.4 %
Water fitness programs/lap swimming	9	2.2 %
None chosen	198	47.7 %
Total	415	100.0 %

**SUM OF TOP 4 CHOICES****Q13. Which FOUR programs/activities from the list in Question 12 are MOST IMPORTANT to your household? (top 4)**

<u>Q13. Top choice</u>	<u>Number</u>	<u>Percent</u>
Adult fitness & wellness programs	140	33.7 %
Adult sports leagues	41	9.9 %
After school programs for youth of all ages	39	9.4 %
Adult performing arts programs (dance/music)	67	16.1 %
Adult visual arts/crafts programs	66	15.9 %
Counseling & mental health programs	68	16.4 %
Cultural enrichment programs	53	12.8 %
eGaming/eSports	10	2.4 %
Youth & adult education programs	22	5.3 %
Cheer/gymnastics/tumbling programs	13	3.1 %
Outdoor environmental/nature camps & programs	61	14.7 %
Preschool programs/early childhood education	21	5.1 %
Programs for people with special needs	14	3.4 %
Recreation/competitive swim team	6	1.4 %
Robotics	18	4.3 %
Senior programs	117	28.2 %
Special events	82	19.8 %
STEM (science, technology, engineering, & mathematics) classes	41	9.9 %
Swim lessons	24	5.8 %
Teen/tween programs	16	3.9 %
Pickleball/tennis lessons & leagues	19	4.6 %
Youth fitness & wellness classes	12	2.9 %
Youth visual/performing arts/crafts programs (dance/music)	2	0.5 %
Youth sports programs & camps	14	3.4 %
Youth seasonal programs & camps	16	3.9 %
Water fitness programs/lap swimming	27	6.5 %
Other	4	1.0 %
<u>None chosen</u>	<u>139</u>	<u>33.5 %</u>
Total	1152	

**Q14. If you had \$100, how would you allocate the funds among the parks and recreation categories listed below?**

	<u>Mean</u>
Improve/maintain existing parks, outdoor pools, & recreation facilities	32.22
Improve existing indoor recreation facilities	12.62
Acquire new park land & open space	20.78
Construct new sports fields (softball, soccer, baseball, etc.)	4.88
Expand program offerings	13.55
New indoor recreation areas	6.81
Other	9.14

**Q15. How important do you feel it is for the City of Daytona Beach to provide high quality parks, recreation facilities and programs?**

<u>Q15. How important is it for City to provide high quality parks, recreation facilities &amp; programs</u>	<u>Number</u>	<u>Percent</u>
Very important	332	80.0 %
Somewhat important	64	15.4 %
Not important	7	1.7 %
<u>Not sure</u>	<u>12</u>	<u>2.9 %</u>
Total	415	100.0 %

**WITHOUT NOT SURE****Q15. How important do you feel it is for the City of Daytona Beach to provide high quality parks, recreation facilities and programs? (without "not sure")**

Q15. How important is it for City to provide high quality parks, recreation facilities & programs	Number	Percent
Very important	332	82.4 %
Somewhat important	64	15.9 %
Not important	7	1.7 %
Total	403	100.0 %

**Q16. Your gender identity:**

Q16. Your gender identity	Number	Percent
Male	196	47.2 %
Female	203	48.9 %
Non-binary	1	0.2 %
Prefer to self-describe	1	0.2 %
Prefer not to disclose	14	3.4 %
Total	415	100.0 %

**WITHOUT PREFER NOT TO DISCLOSE****Q16. Your gender identity: (without "prefer not to disclose")**

Q16. Your gender identity	Number	Percent
Male	196	48.9 %
Female	203	50.6 %
Non-binary	1	0.2 %
Prefer to self-describe	1	0.2 %
Total	401	100.0 %

**Q16-4. Self-describe your gender identity:**

Q16-4. Self-describe your gender identity	Number	Percent
Fluid	1	100.0 %
Total	1	100.0 %

**Q17. How many years have you lived in Daytona Beach?**

Q17. How many years have you lived in Daytona Beach	Number	Percent
0-5 years	102	24.6 %
6-10 years	79	19.0 %
11-20 years	58	14.0 %
21-30 years	53	12.8 %
31+ years	107	25.8 %
Not provided	16	3.9 %
Total	415	100.0 %

**WITHOUT NOT PROVIDED****Q17. How many years have you lived in Daytona Beach? (without "not provided")**

Q17. How many years have you lived in Daytona Beach	Number	Percent
0-5 years	102	25.6 %
6-10 years	79	19.8 %
11-20 years	58	14.5 %
21-30 years	53	13.3 %
31+ years	107	26.8 %
Total	399	100.0 %

**Q18. Are you or other members of your household of Hispanic, Spanish, or Latino/a/x ancestry?**

Q18. Are you or any members of your family of Hispanic, Spanish, or Latino/a/x ancestry	Number	Percent
Yes	43	10.4 %
No	370	89.2 %
Not provided	2	0.5 %
Total	415	100.0 %

**WITHOUT NOT PROVIDED**

**Q18. Are you or other members of your household of Hispanic, Spanish, or Latino/a/x ancestry? (without "not provided")**

Q18. Are you or any members of your family of Hispanic, Spanish, or Latino/a/x ancestry	Number	Percent
Yes	43	10.4 %
No	370	89.6 %
Total	413	100.0 %

**Q19. Which of the following best describes your race/ethnicity?**

Q19. Your race/ethnicity	Number	Percent
Asian or Asian Indian	13	3.1 %
Black or African American	132	31.8 %
American Indian or Alaska Native	3	0.7 %
White or Caucasian	218	52.5 %
Other	14	3.4 %
Total	380	

**Q19-5. Self-describe your race/ethnicity:**

Q19-5. Self-describe your race/ethnicity	Number	Percent
Hispanic	5	33.3 %
Italian	2	13.3 %
Mixed	2	13.3 %
Jamaican, Spanish, Moroccan, Moor	1	6.7 %
Latina	1	6.7 %
Multiple races	1	6.7 %
Basque	1	6.7 %
Multi-racial	1	6.7 %
Caribbean Afro-Latino	1	6.7 %
Total	15	100.0 %



**Survey Instrument**



# The CITY OF DAYTONA BEACH

“THE WORLD’S MOST FAMOUS BEACH”

Office of the City Manager

June 14, 2024

Dear City of Daytona Beach Resident,

The City of Daytona Beach is currently developing a city-wide Parks & Recreation Master Plan which includes an effort to better understand residents’ usage and needs for our collective parks and recreation system, and we want your input! Even if you are not a current user, we would like to hear what you believe could be improved to encourage your future participation.

**We appreciate your time.** We realize this survey will take approximately 10-15 minutes to complete. Each question is important. The time you invest in completing this survey will aid the City in taking a resident-driven approach to parks and recreation planning to enhance our community and improve the quality of life for all residents.

**Please complete your survey within the next two weeks.** We have selected an independent research firm, ETC Institute, to conduct this survey. They will compile the data and provide a report of findings that will be made available to the public as part of the final Parks & Recreation Master Plan document to be completed later this year. **Your responses will remain confidential.** Please return your completed survey in the enclosed postage-paid envelope addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061.

If you prefer, you can complete the survey online at <https://codbparksplan.com/>.

We appreciate your feedback and thank you for your time. Public input is critical, and the planning of future recreational facilities, programs, and services heavily relies on feedback from residents like you!

Sincerely

Deric C. Feacher  
City Manager/Chief Administrative Officer



# 2024 City of Daytona Beach Parks and Recreation Needs Assessment



The City of Daytona Beach would like your input to help determine park, facility, and recreation priorities for the community. This survey will take 10-15 minutes to complete. When you are finished, please return your completed survey in the enclosed postage-paid, return-reply envelope. If you prefer, you can complete the survey online at [daytonabeachsurvey.org](http://daytonabeachsurvey.org). We greatly appreciate your time!

**1. Including yourself, how many people in your household are...**

Under age 5: \_\_\_\_ Ages 15-19: \_\_\_\_ Ages 35-44: \_\_\_\_ Ages 65+: \_\_\_\_  
 Ages 5-9: \_\_\_\_ Ages 20-24: \_\_\_\_ Ages 45-54: \_\_\_\_  
 Ages 10-14: \_\_\_\_ Ages 25-34: \_\_\_\_ Ages 55-64: \_\_\_\_

**2. Have you or any member of your household visited any City of Daytona Beach parks and/or recreation facilities during the past 12 months?**

\_\_\_\_(1) Yes [Answer Q2a.]      \_\_\_\_ (2) No [Skip to Q3.]

**2a. Overall, how would you rate the physical condition of ALL the City of Daytona Beach parks and recreation facilities you have visited?**

\_\_\_\_(4) Excellent      \_\_\_\_ (3) Good      \_\_\_\_ (2) Fair      \_\_\_\_ (1) Poor

**3. Please CHECK ALL of the following reasons that prevent you or members of your households from visiting City of Daytona Beach parks and recreation facilities more often.**

- |  |   |
|--|---|
| ____(01) Criminal activity in the park               | ____(09) Lack of transportation                       |
| ____(02) Do not feel safe using parks/facilities     | ____(10) Language/Cultural barriers                   |
| ____(03) Don't offer the programs/services we desire | ____(11) Not aware of parks' or facilities' locations |
| ____(04) Lack of amenities we want to use            | ____(12) Parks/Facilities are not well maintained     |
| ____(05) Lack of handicap (ADA) accessibility        | ____(13) Too far from our home                        |
| ____(06) Lack of parking to access parks/facilities  | ____(14) Use parks/facilities in other cities/county  |
| ____(07) Lack of restrooms                           | ____(15) Other: _____                                 |
| ____(08) Lack of shade                               |   |

**4. From the following list, please CHECK ALL the ways you learn about City of Daytona Beach parks, recreation facilities, programs, and events.**

- |  |                       |
|--|-----------------------|
| ____(01) Recreation activity brochure                | ____(08) Banners      |
| ____(02) City website                                | ____(09) Emails       |
| ____(03) Materials at parks or recreation facilities | ____(10) E-newsletter |
| ____(04) Conversations with City staff               | ____(11) Social Media |
| ____(05) Newspaper                                   | ____(12) Flyers       |
| ____(06) Word of mouth                               | ____(13) Other: _____ |
| ____(07) Promotions at special events                |                       |

**5. From the list in Question 4, which THREE methods of communication would you MOST PREFER the City use to communicate with you about parks, recreation facilities, programs, and events? [Write in your answers below using the numbers from the list in Question 4, or circle "NONE."]**

1st: \_\_\_\_      2nd: \_\_\_\_      3rd: \_\_\_\_      NONE

**6. From the following list, please CHECK ALL of the organizations that you or members of your household have used for recreation and sports activities during the last 12 months.**

- (01) City of Daytona Beach
- (02) Neighboring cities
- (03) Places of worship (e.g., synagogues, churches)
- (04) Private and non-profit youth sports
- (05) Private clubs (tennis, health, swim, fitness)
- (06) Private schools/charter schools
- (07) Private summer camps
- (08) Public schools
- (09) YMCA
- (10) Other: \_\_\_\_\_

**7. Has your household participated in any programs or events offered by the City of Daytona Beach Parks and Recreation Department during the past 12 months?**

- (1) Yes [Answer Q7a.]       (2) No [Skip to Q8.]

**7a. How would you rate the overall quality of the City of Daytona Beach Parks and Recreation Department programs or events in which your household has participated?**

- (4) Excellent       (3) Good       (2) Fair       (1) Poor

**8. Please CHECK ALL of the following reasons that prevent you or members of your household from participating in City of Daytona Beach Parks and Recreation Department programs more often.**

- (01) Classes are full
- (02) Do not feel safe participating
- (03) Fees are too high
- (04) I don't know what is offered
- (05) Lack of quality instructors
- (06) Lack of quality programs
- (07) Lack of right program equipment
- (08) Lack of transportation
- (09) Language/Cultural barriers
- (10) Old and outdated facilities
- (11) Online registration is not user friendly
- (12) Poor customer service by staff
- (13) Program not offered
- (14) Program times are not convenient
- (15) Registration is difficult
- (16) Too far from our home
- (17) Too busy/not interested
- (18) Use programs of other agencies
- (19) Other: \_\_\_\_\_

**9. Please indicate your level of agreement with the following statements concerning some potential benefits of the City of Daytona Beach's parks, facilities, and recreation programs or events by circling the corresponding number.**

The parks and recreation system in Daytona Beach...		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
01.	Helps to reduce crime in my neighborhood and keep kids out of trouble	5	4	3	2	1	9
02.	Improves my (my household's) mental health and reduces stress	5	4	3	2	1	9
03.	Improves my (my household's) physical health and fitness	5	4	3	2	1	9
04.	Increases my (my household's) property value	5	4	3	2	1	9
05.	Is age-friendly and accessible to all age groups	5	4	3	2	1	9
06.	Makes Daytona Beach a more desirable place to live	5	4	3	2	1	9
07.	Positively impacts economic/business development	5	4	3	2	1	9
08.	Preserves open space and protects the environment	5	4	3	2	1	9
09.	Provides jobs/professional development for youth	5	4	3	2	1	9
10.	Provides positive social interactions for me (my household/family)	5	4	3	2	1	9
11.	Provides volunteer opportunities for the community	5	4	3	2	1	9

10. Please indicate how well your needs are being met for each of the facilities/amenities listed below on a scale of 1 to 4, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. If you do not have a need for an item listed, please circle 9 for "No Need."

Type of Facility/Amenity	Fully Met	Mostly Met	Partly Met	Not Met	No Need
01. Beach access and amenities	4	3	2	1	9
02. Campgrounds	4	3	2	1	9
03. Community center (multi-use space for events, exercise and activities)	4	3	2	1	9
04. Environmental/Nature education center	4	3	2	1	9
05. Indoor basketball/volleyball courts (indoor gyms)	4	3	2	1	9
06. Indoor swimming pool	4	3	2	1	9
07. Golf courses	4	3	2	1	9
08. Fishing areas/docks	4	3	2	1	9
09. Kayak/Canoe/Paddleboard/Paddleboat rentals in parks	4	3	2	1	9
10. Large community parks	4	3	2	1	9
11. Lighted diamond sports fields (baseball, softball)	4	3	2	1	9
12. Lighted rectangular sports fields (football, rugby, soccer)	4	3	2	1	9
13. Mountain bike trails	4	3	2	1	9
14. Multi-use hiking, biking, walking trails (paved or unpaved)	4	3	2	1	9
15. Off-leash dog park	4	3	2	1	9
16. Open space conservation areas	4	3	2	1	9
17. Outdoor basketball courts	4	3	2	1	9
18. Outdoor exercise/fitness area	4	3	2	1	9
19. Outdoor pickleball courts	4	3	2	1	9
20. Outdoor swimming pool	4	3	2	1	9
21. Outdoor tennis courts	4	3	2	1	9
22. Performing arts theater	4	3	2	1	9
23. Picnic areas and shelters	4	3	2	1	9
24. Playgrounds	4	3	2	1	9
25. Shade and trees	4	3	2	1	9
26. Skateboarding parks	4	3	2	1	9
27. Small neighborhood parks	4	3	2	1	9
28. Splash pads or spray parks	4	3	2	1	9
29. Walking paths in parks	4	3	2	1	9
30. Other: _____	4	3	2	1	9

11. Which FOUR facilities/amenities from the list in Question 10 are MOST IMPORTANT to your household? [Write in your answers below using the numbers from the list in Question 10, or circle "NONE."]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_ 4th: \_\_\_\_ NONE

12. Please indicate how well your needs are being met for each of the programs/activities listed below on a scale of 1 to 4, where 4 means your needs are "Fully Met," and 1 means your needs are "Not Met" at all. If you do not have a need for an item listed, please circle 9 for "No Need."

Type of Program/Activity	Fully Met	Mostly Met	Partly Met	Not Met	No Need
01. Adult fitness and wellness programs	4	3	2	1	9
02. Adult sports leagues	4	3	2	1	9
03. After school programs for youth of all ages	4	3	2	1	9
04. Adult performing arts programs (dance/music)	4	3	2	1	9
05. Adult visual arts/crafts programs	4	3	2	1	9
06. Counseling and mental health programs	4	3	2	1	9
07. Cultural enrichment programs	4	3	2	1	9
08. E-Gaming/ESports	4	3	2	1	9
09. Youth and adult education programs	4	3	2	1	9
10. Cheer/Gymnastics/Tumbling programs	4	3	2	1	9
11. Outdoor environmental/nature camps and programs	4	3	2	1	9
12. Preschool programs/early childhood education	4	3	2	1	9
13. Programs for people with special needs	4	3	2	1	9
14. Recreation/Competitive swim team	4	3	2	1	9
15. Robotics	4	3	2	1	9
16. Senior programs	4	3	2	1	9
17. Special events	4	3	2	1	9
18. STEM (science, technology, engineering, and mathematics) classes	4	3	2	1	9
19. Swim lessons	4	3	2	1	9
20. Teen/Tween programs	4	3	2	1	9
21. Pickleball/Tennis lessons and leagues	4	3	2	1	9
22. Youth fitness and wellness classes	4	3	2	1	9
23. Youth visual/performing arts/crafts programs (dance/music)	4	3	2	1	9
24. Youth sports programs and camps	4	3	2	1	9
25. Youth seasonal programs and camps	4	3	2	1	9
26. Water fitness programs/lap swimming	4	3	2	1	9
27. Other: _____	4	3	2	1	9

13. Which FOUR programs/activities from the list in Question 12 are MOST IMPORTANT to your household? [Write in your answers below using the numbers from the list in Question 12, or circle "NONE."]

1st: \_\_\_\_ 2nd: \_\_\_\_ 3rd: \_\_\_\_ 4th: \_\_\_\_ NONE

14. If you had \$100, how would you allocate the funds among the parks and recreation categories listed below? [Please be sure your total adds up to \$100.]

\$ \_\_\_\_\_ Improve/Maintain of existing parks, outdoor pools, and recreation facilities

\$ \_\_\_\_\_ Improve existing indoor recreation facilities

\$ \_\_\_\_\_ Acquire new park land and open space

\$ \_\_\_\_\_ Construct new sports fields (softball, soccer, baseball, etc.)

\$ \_\_\_\_\_ Expand program offerings

\$ \_\_\_\_\_ New indoor recreation areas

\$ \_\_\_\_\_ Other: \_\_\_\_\_

**\$100 total**

**15. How important do you feel it is for the City of Daytona Beach to provide high quality parks, recreation facilities and programs?**

\_\_\_(3) Very important    \_\_\_(2) Somewhat important    \_\_\_(1) Not important    \_\_\_(9) Not sure

**16. Your gender identity:**

\_\_\_(1) Male                      \_\_\_(4) Prefer to self-describe: \_\_\_\_\_  
\_\_\_(2) Female                  \_\_\_(5) Prefer not to disclose  
\_\_\_(3) Non-binary

**17. How many years have you lived in Daytona Beach? \_\_\_\_\_ years**

**18. Are you or other members of your household of Hispanic, Spanish, or Latino/a/x ancestry?**

\_\_\_(1) Yes    \_\_\_(2) No

**19. Which of the following best describes your race/ethnicity?**

\_\_\_(01) Asian or Asian Indian                      \_\_\_(04) White or Caucasian  
\_\_\_(02) Black or African American              \_\_\_(05) Native Hawaiian or other Pacific Islander  
\_\_\_(03) American Indian or Alaska Native      \_\_\_(99) Other: \_\_\_\_\_

**This concludes the survey. Thank you for your time!**

Please return your completed survey in the enclosed return-reply envelope addressed to:  
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely confidential. The information to the right will ONLY be used to help identify the level of need in your area. Thank you!





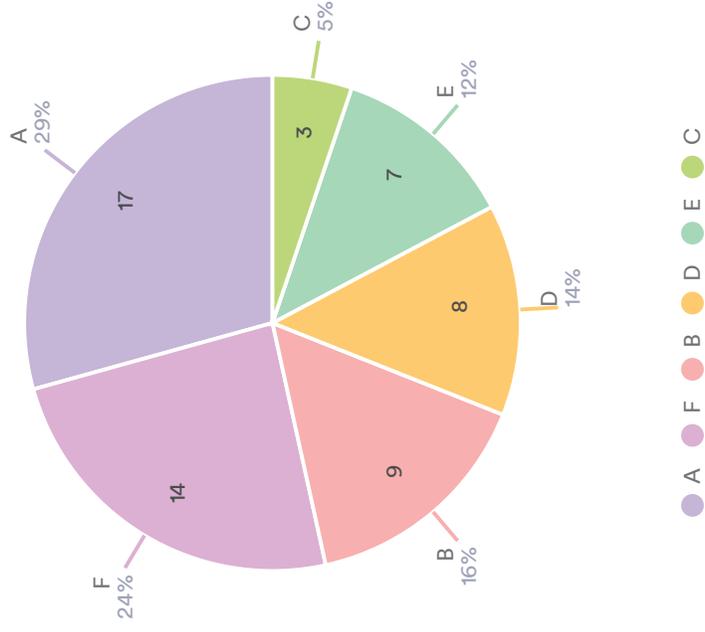
# Appendix C

## Online Survey

# City of Daytona Beach Parks & Recreation Master Plan Online Survey

In the map above, in which area do you live?

58 Responses - 2 Empty



# City of Daytona Beach Parks & Recreation Master Plan Online Survey

Overall, how satisfied have you been with the quantity and quality of parks, facilities, and programs provided by the City of Daytona Beach?

54 Responses - 6 Empty

Best Response

3

31%

Percentage

54

Responses

Data	Response	%
3	17	31%
4	17	31%
2	10	19%
1	5	9%
5	5	9%

# City of Daytona Beach Parks & Recreation Master Plan Online Survey

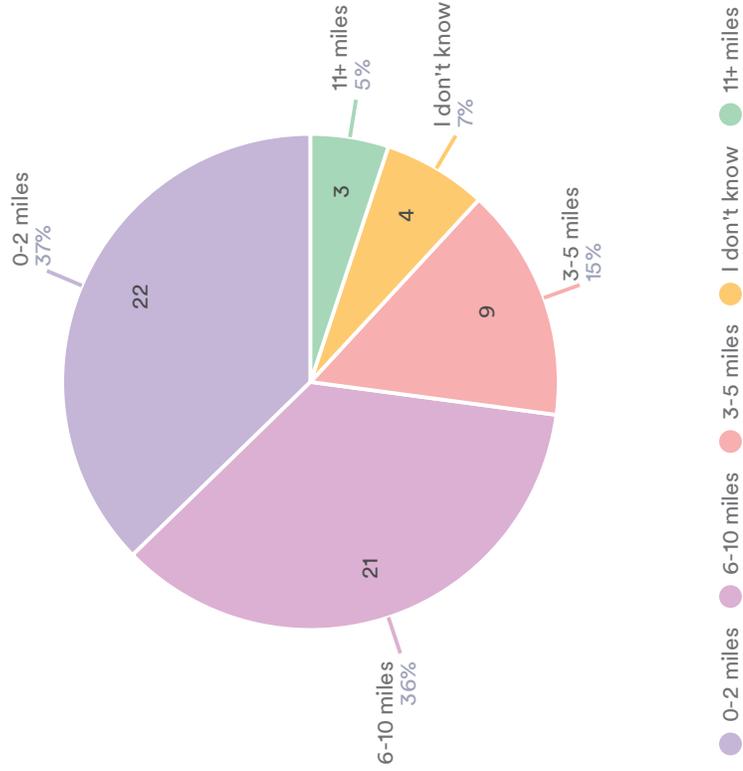
What is the name of one park in Daytona Beach that you and your household visit most often?

58 Responses - 2 Empty

Data	Responses
City Island	8
City Island Park	3
N/A	2
Lenox	2
Daisy Stocking	2
Sunplash	2
Riverfront Esplanade	2
City island park	2
Other entries	35

Using the park you and your household most visit, how far (one way) do you travel to get there?

59 Responses - 1 Empty



# City of Daytona Beach Parks & Recreation Master Plan Online Survey

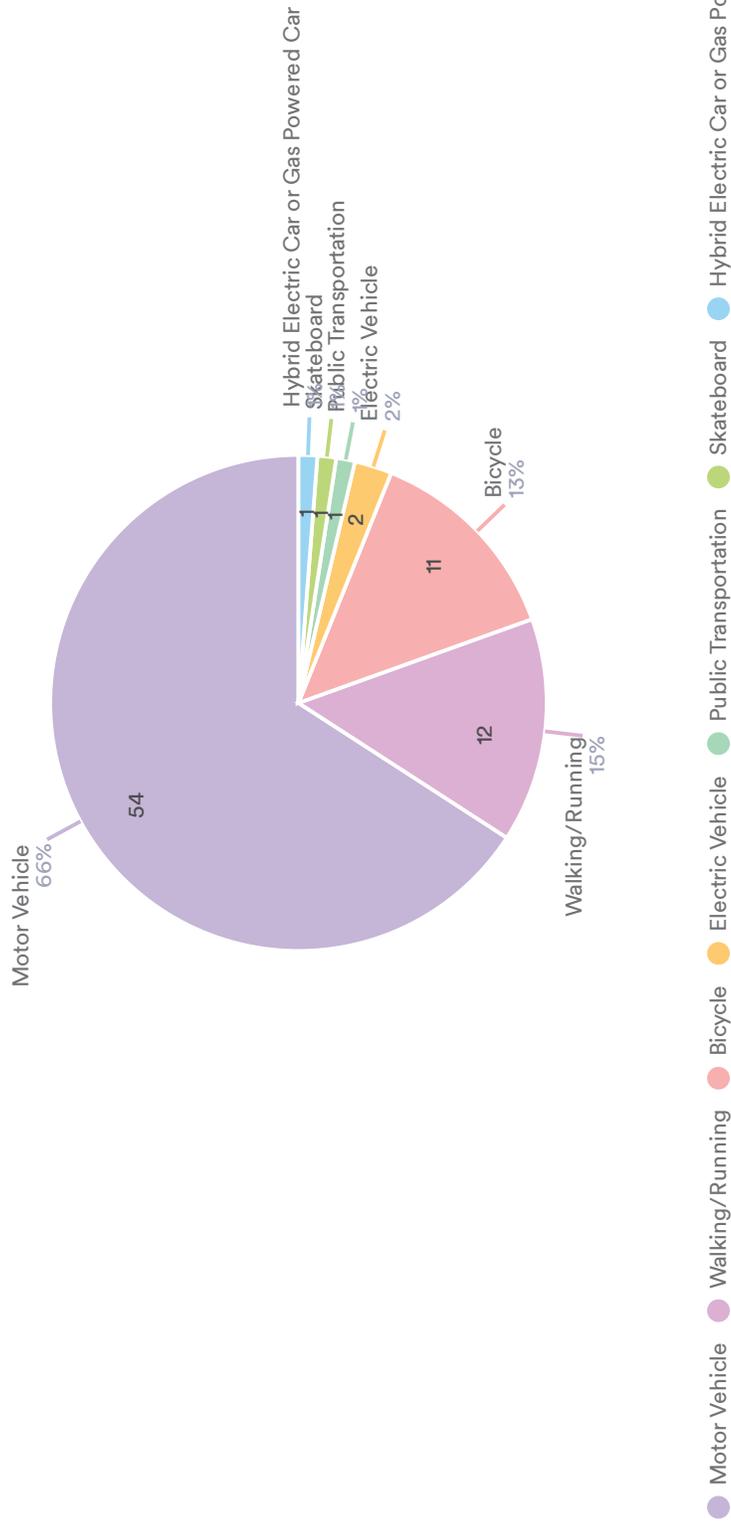
Which outdoor recreation activities does your household do when visiting City of Daytona Beach Parks?

58 Responses - 2 Empty

Data	Responses
Volleyball	8
Playground	2
Beach volleyball	2
Beach volleyball on the court beside the ballpark.	2
Walk the trail, play in park	1
I don't really use the parks in Daytona, but when I do I like to walk, walk my dog, and picnic	1
We don't use Daytona beach parks because they're too far away, but when we use parks we use them for walking, picnics, and dog parks.	1
Walking, biking, disc golf, exercise etc..	1
Other entries	40

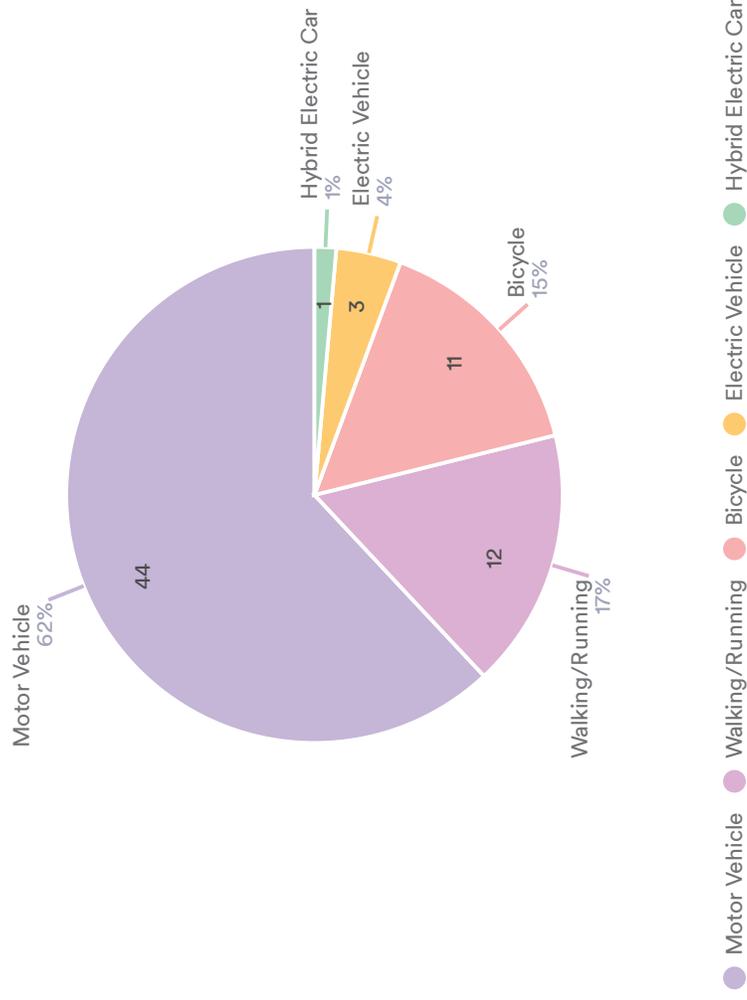
When you and your household visit parks and/or recreation facilities, which mode(s) of transportation do you typically use?

82 Responses - 1 Empty



From the list in the previous question, what is your preferred mode of transportation?

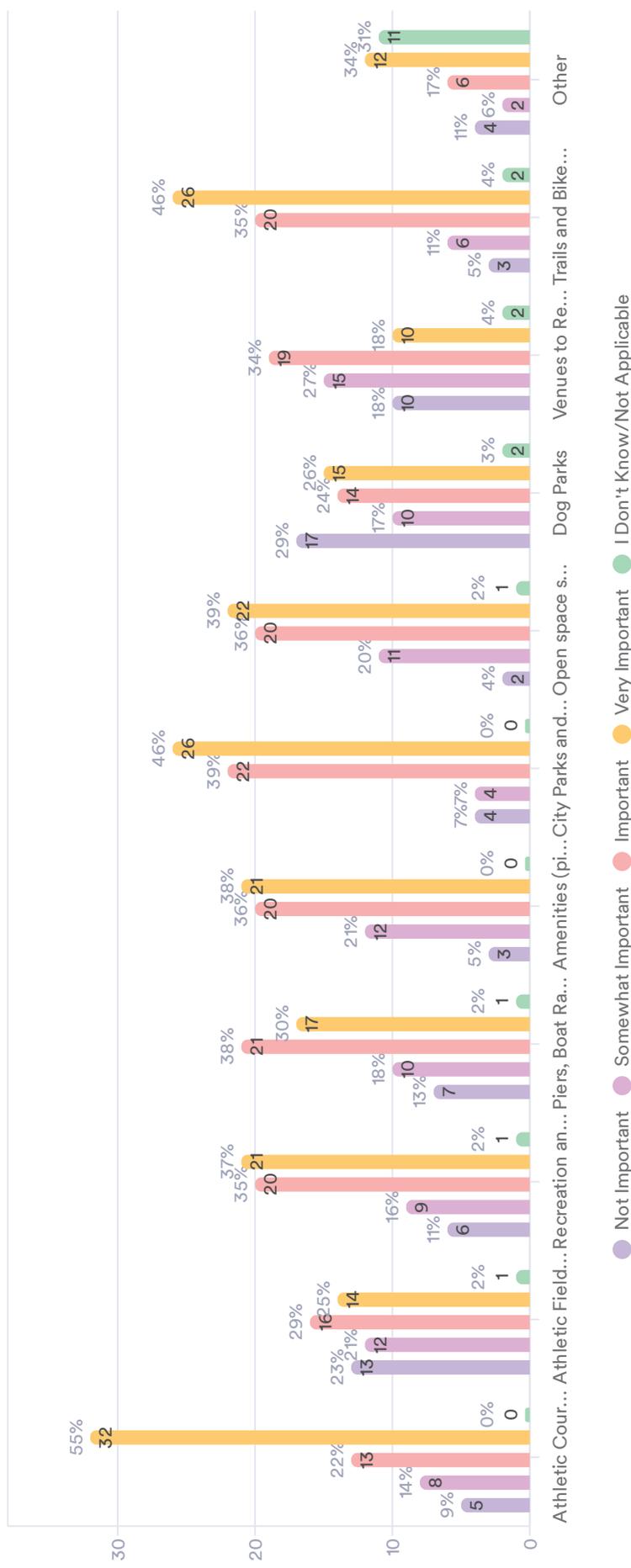
71 Responses - 1 Empty



# City of Daytona Beach Parks & Recreation Master Plan Online Survey

For the following section, please rate how important the following facilities and services are to your household, even if you have yet to use them.

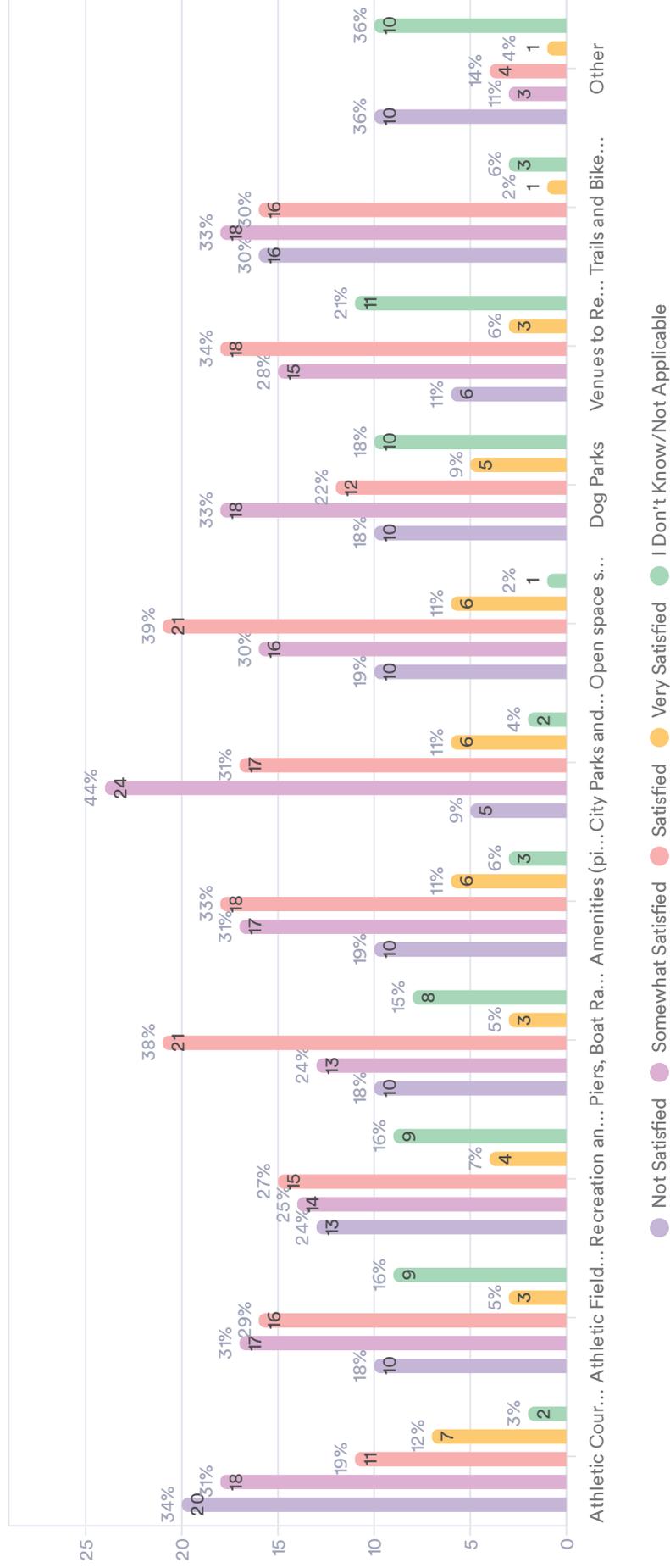
59 Responses - 1 Empty



# City of Daytona Beach Parks & Recreation Master Plan Online Survey

For the following section, please rate how the City is currently meeting the needs of the community.

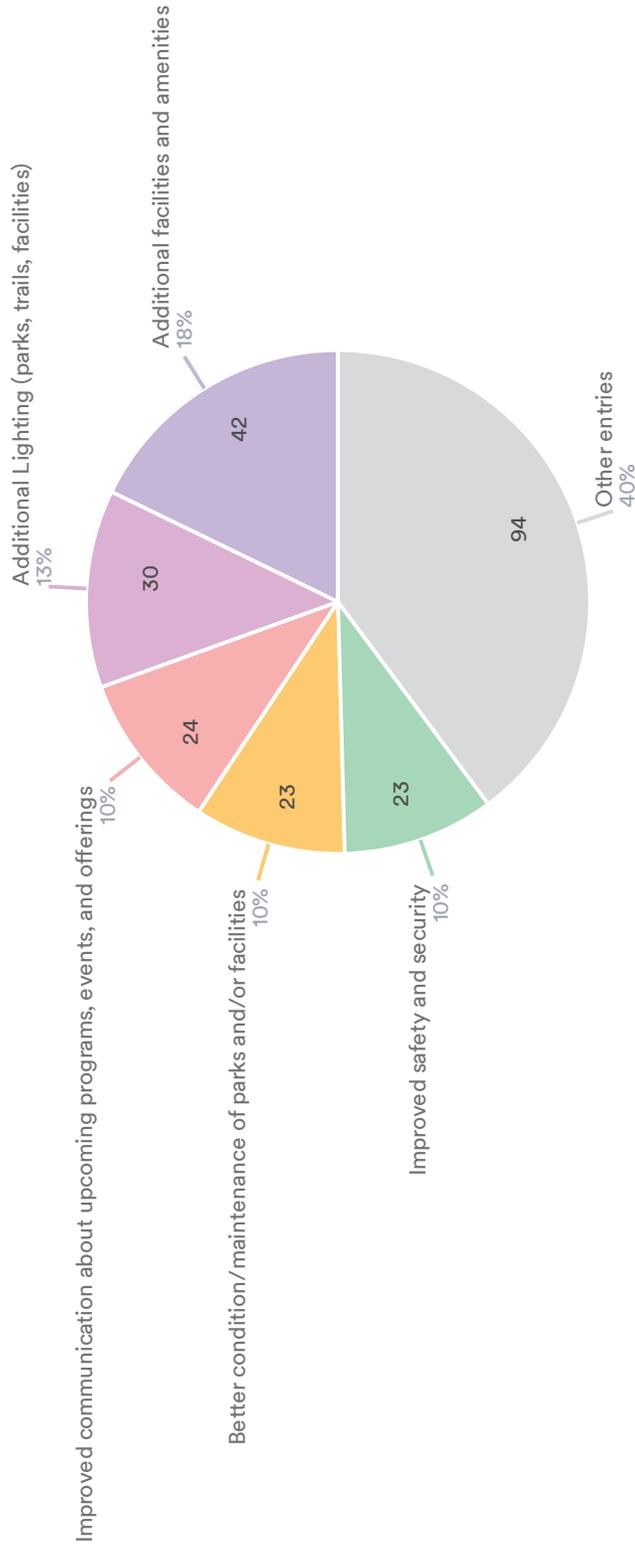
59 Responses- 1 Empty



# City of Daytona Beach Parks & Recreation Master Plan Online Survey

What are the most important areas that would increase your use of parks and recreation facilities, programs, and services if addressed by the City of Daytona Beach?

236 Responses- 1 Empty



# City of Daytona Beach Parks & Recreation Master Plan Online Survey

How effective is the City of Daytona Beach at reaching you with information on parks and recreation facilities, programs, and services?

57 Responses - 3 Empty

Best Response

3

32%

Percentage

57

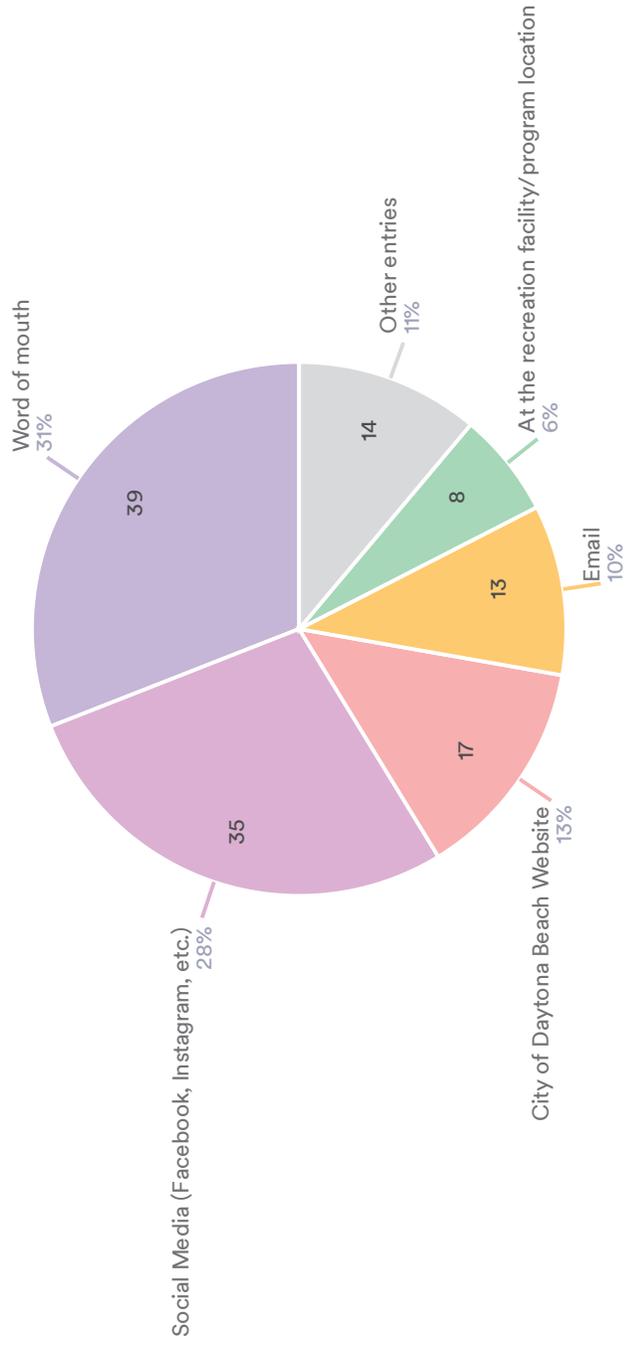
Responses

Data	Response	%
3	18	32%
1	11	19%
2	11	19%
4	11	19%
5	6	11%

# City of Daytona Beach Parks & Recreation Master Plan Online Survey

How do you currently receive information on parks and recreation facilities, programs, and services offered by the City of Daytona Beach?

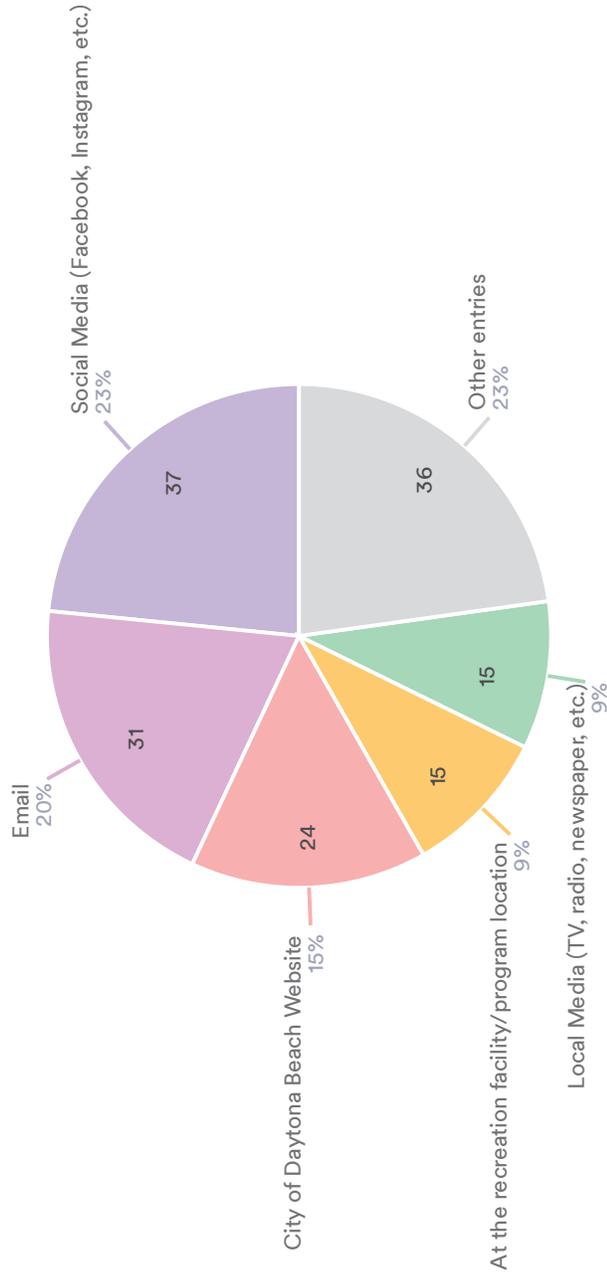
126 Responses- 2 Empty



# City of Daytona Beach Parks & Recreation Master Plan Online Survey

What is the preferred way for you to receive information on parks and recreation facilities, programs, and services provided by the City of Daytona Beach?

158 Responses- 1 Empty

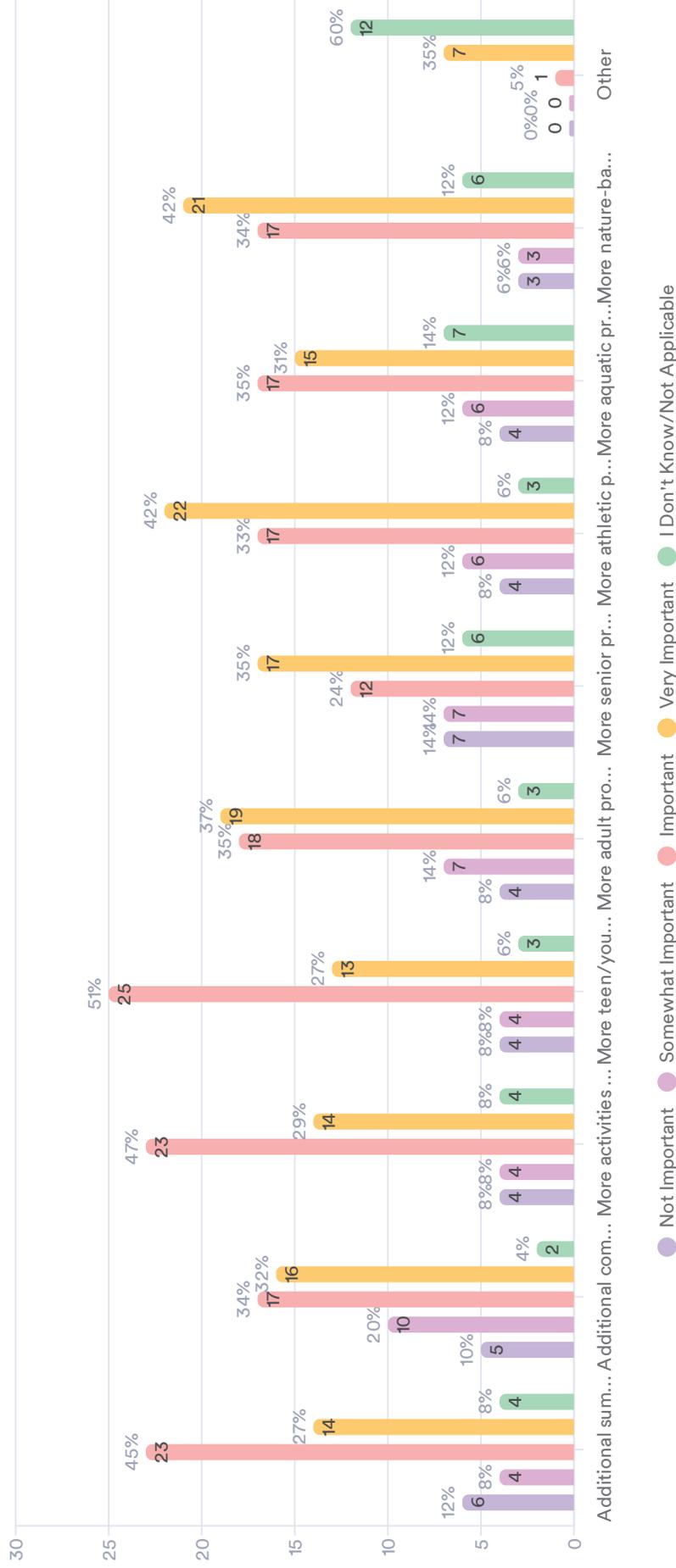




# City of Daytona Beach Parks & Recreation Master Plan Online Survey

What are the most important needs for Programs and Services improvement in Daytona Beach over the next 5 to 10 years?

54 Responses - 6 Empty

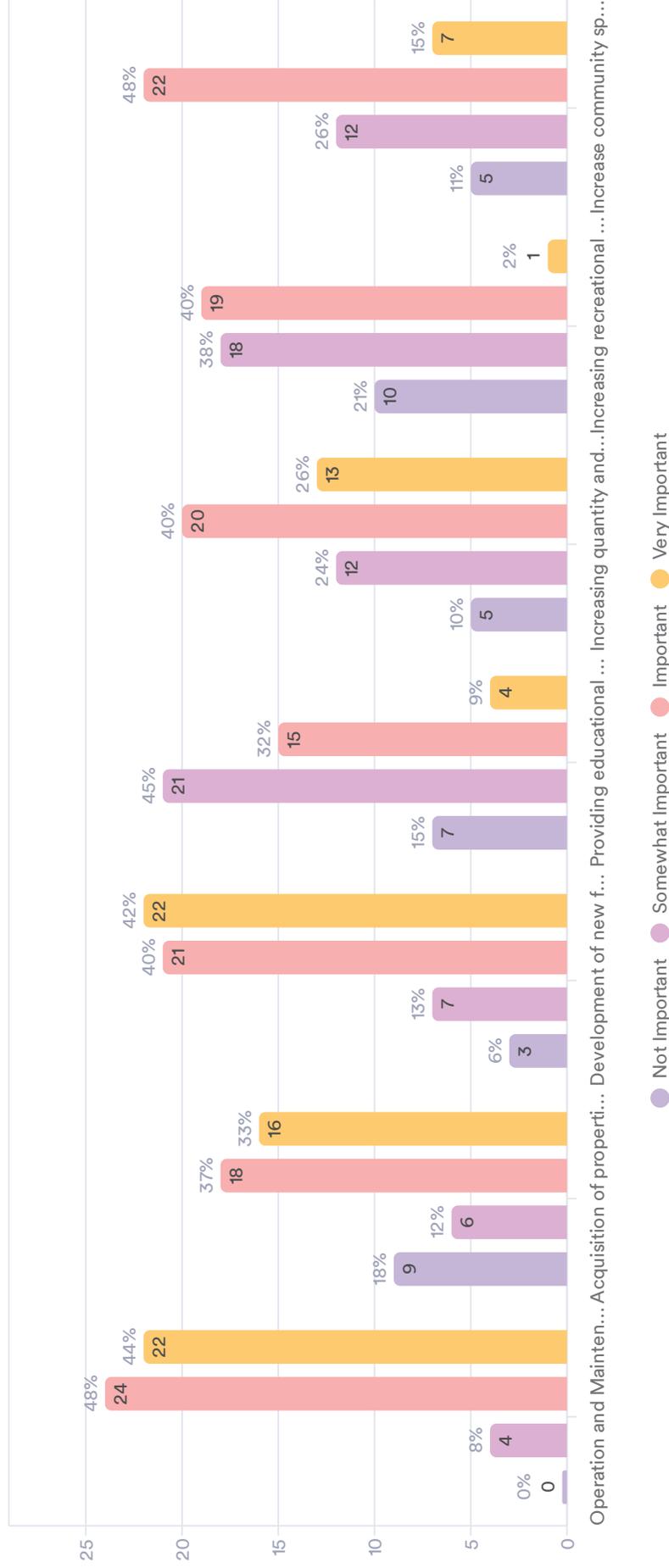




# City of Daytona Beach Parks & Recreation Master Plan Online Survey

How do you think the City of Daytona Beach should prioritize the following efforts:

56 Responses - 4 Empty



# City of Daytona Beach Parks & Recreation Master Plan Online Survey

Do you have any comments about parks, facilities, and programs in Daytona Beach that you would like to share?

30 Responses- 30 Empty

Data	Responses
<p>Do not get rid of our beach court in city island park!!!! When i moved here i found the meetup group that plays volleyball at city island park. It helped me make new friends but also allowed me to exercise while playing a sport i have played my whole life (ex college athlete). Now i play weekly and if our court was taken away that part of me would be gone. I moved away for a year and played 0 volleyball and the second i moved back i was back in that group and back to the weekly routine. PLEASE do not rid of that court. So many people play during the week and on weekends. Im unable to make these meetings as i work but if i were there i would say how many upset people there would be if you took our court away. My husband works for the city (LEO) and iknow he would also be sad to see it go</p>	<p>2</p>
<p>I would imagine this survey is hard to discern what is the right things for the city to do, I can only speak for the members that play volleyball that really appreciate the court and would not want to move it as we really like the court that has been Provided to us. And since we use it, the most of all the courts that are on city island if it were moved, it would be preferred that you Limited the disruption of service as we use the courts daily. We would prefer that you built a new court before you destroyed our current court as again we use it daily and there are quite a few of us. Thank you for your discernment.</p>	<p>2</p>
<p>More Showers for the Homeless Folks .</p>	<p>1</p>
<p>When I go to parks it's usually in Port Orange or Ormond Beach. They have great parks that are clean, have nice walking areas, safe, and dog parks. Study the surrounding areas when taking plans into consideration. We don't need more golf or pickle ball parks. If trails connected throughout that would be great! Central Park in Ormond Beach does a good job at showcasing this on a smaller scale. Do a better job at promoting your parks on the radio, social media, and your local business.</p>	<p>1</p>
<p>I think Daytona Beach should take some lessons from Ormond Beach. Ormond has SO many beautiful parks and walking trails. We always drive there for our parks instead of Daytona. The parks are big, clean, and fun to be in. I think Daytona is overdeveloping for homes and businesses. We are focusing way too much on ripping away the gorgeous nature we once had. Parks and trails will be a great way to bring back some of that nature and get the community more active. I just want to make sure we have nature at the forefront of these choices, and not like these other cities destroying nature to put more golf courses or pickleball courts. I think trails interconnecting different parts of</p>	<p>1</p>

# Thank You!

City of Daytona Beach Parks & Recreation Master Plan Online Survey