

CITY MANAGER'S UPDATE

04.16.25



JOE'S CRAB SHACK CELEBRATES RECORD-BREAKING LEASE YEAR

Joe's Crab Shack, located on the city-owned Daytona Beach Pier, recently completed its 12th lease year with the City of Daytona Beach, posting its highest annual gross sales since opening in 2012.

From July 2023 through June 2024, the popular beachside restaurant recorded \$9.7 million in gross sales—an impressive increase of \$560,597 compared to the previous year.

This milestone underscores the restaurant's continued success and mutually beneficial public-private partnership with the city.

Under the terms of the lease agreement, Joe's pays both a fixed monthly rent and an annual percentage rent. The percentage rent applies to gross sales exceeding a pre-established breakpoint, which increases by 1% annually. For this lease year, the breakpoint was set at \$5,857,258.76. The city receives 8% of any sales exceeding that threshold.

Thanks to Joe's strong performance, the city collected \$614,746 in total revenue for the year—\$306,808 in base rent and \$307,937 in percentage rent. Looking at historical trends, Joe's has experienced fluctuations in annual gross sales. Starting with \$8.9 million in 2013, the restaurant saw relatively stable numbers until 2019, when sales peaked at \$9.4 million. The COVID-19 pandemic significantly impacted revenue in 2020 and 2021, with drops to \$6.8 million and \$5.9 million, respectively. However, the business has rebounded strongly in recent years, culminating in this new sales record for 2024.

LOOKING AHEAD

While the 26,000-square-foot restaurant entered its 13th lease year, early data from July 2024 through February 2025 shows a slight dip in revenue compared to the same period last year. Sales during those seven months totaled \$4,121,958—a decrease of \$435,913. Despite this decline, the numbers indicate a solid and steady performance that suggests stabilization in consumer behavior following the economic shifts of recent years.

Joe's Crab Shack remains a cornerstone tenant in Daytona Beach's tourist area. Its continued growth reflects a resilient business model and sustained consumer demand.



BIKETOBERFEST® MASTER PLAN DEADLINE

The 33rd Annual Biketoberfest® is Oct. 16-19, 2025. Licensed local businesses within the defined redevelopment areas may apply for inclusion in the event's Master Plan. The deadline for submitting applications for the Biketoberfest® Master Plan is Monday, April 28. The Master Plan is submitted to the City Commission for approval of the event's outdoor activities, parking areas and vendors on private property. For site plan examples, tent guidelines and authorization of owner forms, visit www.DaytonaBeach.com/biketoberfest/vendor-information. Applications will only be accepted electronically.



For a link to the online application and a tutorial for accessing the online application, visit DaytonaBeach.gov.

There will be a workshop for city commissioners at 6 p.m. Wednesday, May 14, at the Peabody Auditorium, 600 Auditorium Ave.

Commissioners will discuss proposed changes to the Master Plan guidelines for 2026's biker events.

DOWN PAYMENT ASSISTANCE TO LOW-INCOME RESIDENTS

For most people, owning a home is more than having a roof over their heads. It symbolizes achieving the American dream.

The Redevelopment and Neighborhood Services Department can help low-income residents reach the lofty goal of home ownership. They assist with down payments and closing costs to overcome barriers that prevent people from having the opportunity of home ownership and decent living conditions. Staff can be reached at (386) 671-8050.

Highlights of the program:

- Up to \$50,000 in assistance
- Income-based eligibility
- Limited availability

To apply, contact one of our partner agencies:

- Mid-Florida Housing
386-274-4441
- Central Florida Community Development Corporation
386-226-1216
- Habitat for Humanity of Volusia and Flagler County
386-257-9950



WATER METER REPLACEMENT PROGRAM

The City of Daytona Beach is undergoing a project to replace about 15,000 residential water meters. **The new meters will use the latest technology to provide more precise consumption data and ensure accurate readings.** Because many old meters did not provide correct readings, customers may experience higher bills as new meters measure actual usage. Customers with questions about their water bill can call (386) 671-8100.

What to expect:

- Crews will work from 8 a.m. to 5 p.m., Monday through Friday
- Affected customers will be notified at least 72 hours before changing their meter.
- Installers will not need to enter homes.
- Customers can expect a 30-minute to an hour disruption to water service while the meter is being replaced.
- After replacing the meter, service will continue as normal.

IN THE WORKS



DAYTONA STADIUM BAT REMOVAL: Crews successfully removed thousands of bats from the visitors' side of Daytona Beach Stadium, just in time for the start of Florida's bat maternity season, which began today. The city contracted with ProQuest Pest Control for the \$26,267 project, which included installing special netting allowing bats to leave but blocking their return into small openings underneath seats. Crews also sealed expansion joints and concrete crevices to prevent future roosting. **The project comes with a two-year warranty and an option for annual renewal.**



BETHUNE POINT PARK PLAYGROUND: The playground at Bethune Point Park, located at 11 Bellevue Ave., is now open to the public. Designed for children ages 5 to 12, the playground features two slides, swings and updated landscaping. A cushioned rubber surface was installed to enhance safety. The riverfront park also includes a picnic area, boat ramp, fishing pier, skateboard park and baseball fields.



JACKIE ROBINSON BALLPARK UPGRADES: Crews are currently focused on foundational work, including the construction of the elevator pit and installation of electric utilities. Over the next three weeks, this phase will continue as preparations are made for vertical construction. The project remains on schedule, with the new player development facility anticipated to be finished in January. Other upgrades in the historic ballpark have been completed including the installation of a batter's eye, new foul poles and audio improvements.



INTERNATIONAL SPEEDWAY BOULEVARD BEACH RAMP:

The International Speedway Boulevard Beach Ramp project has opened to the public. The renovation project added a new restroom facility, improved lighting, upgraded parking and hardscape, an additional beach access lane and new utility installations.



CONTACTLESS PAYMENT ONLY
TEXT TO PAY

TEXT: 32122
TO: 30202

ParkingApp.com

ZONE #
32122

TEXT-TO-PAY PARKING ON CITY-OWNED LOTS:

A new text-to-pay option will soon be available at select beachside parking lots, making it easier and more convenient for visitors to pay for parking. The contactless system lets users pay directly from their mobile phones and receive text messages with updates on their remaining parking time. This new service will be offered at the following lot locations: Breakers Oceanfront Park, Harvey Avenue, the Corbin Building, Wild Olive Avenue, Ocean Avenue and Coates Street.

UPCOMING



SPOTS STILL AVAILABLE!

EASTER BEACH RUN

Details:

Saturday, April 19

Oceanfront Bandshell, 70 Boardwalk

DaytonaBeach.gov/EasterBeachRun

Join us for this annual tradition that brings runners of all ages and skill levels to the shoreline for a fun, scenic race on the beach.

Whether you're sprinting for the win or enjoying a casual jog, the stunning ocean views make this event one-of-a-kind.

Thank you to our sponsors Daytona TOYOTA, AdventHealth Daytona Beach, Wellness Shoppe (The Vitamin Shoppe), Florida Health Care Plans, Paul Culver Construction, Inc., Tom Cook Jeweler and Brown & Brown



JEEP BEACH

Details:

April 18 - 27

JeepBeach.com



FREE TO ATTEND

DAYTONA BEACH ANNUAL HOUSING FAIR

Details: Saturday, April 26 from 10 a.m. to 2 p.m.

Allen Chapel Church
580 George W. Engram Blvd.



FREE TO ATTEND

CRAB & SEAFOOD FESTIVAL

SEAFOOD | VENDORS | MUSIC

Details:

Saturday, April 26 from 11 a.m. to 9 p.m.

DaytonaBeach.gov/SeafoodFestival



FREE TO ATTEND

MIDTOWN MUSIC CONCERT

LA ROBINSON & THE STREET LIFE BAND

Details:

April 26 from 7 to 9 p.m.

Daisy Stoking Park

DaytonaBeach.gov/MidtownMusic



PRESCRIPTION DRUG

TAKE BACK DAY

Details:

Saturday, April 26

from 10 a.m. to 2 p.m.

Daytona Beach Police Department, 129 Valor Blvd.



FREE TO ATTEND

STAR SPANGLED SUMMER CONCERT SERIES

Rushour & KISS America

Details:

Saturday, May 24

7:15 p.m.

Ocean Front Bandshell

Fireworks over the ocean 9:45 p.m.