

CITY MANAGER'S UPDATE

CREATING BRANDED DESTINATIONS TO STRENGTHEN COMMUNITY IDENTITY

The City of Daytona Beach is taking intentional steps to create branded destinations and experiences that connect people to our community's unique culture, history, recreational opportunities, environment and to one another. This effort can be seen through the use of "World-Famous Daytona Beach" branding and new signage in parks across the city. While these parks have long existed, consistent branding enhances the visitor experience and reinforces a stronger sense of identity across the entire park system and city.

BUILDING A HIERARCHY OF PLACE

Cities aren't products—they're places experienced. Daytona Beach's identity is shaped by the sum of its unique places, from neighborhoods to landmarks. At the top of this "place hierarchy" is the city itself. Within it, districts like Midtown help define the broader city brand. And within each district, places like parks, trails and historic sites add richness and depth to the district's character. At the direction of the Redevelopment Department's staff, the city has begun developing distinct brand identities for key districts, with Midtown leading the way. Last month, the Midtown Redevelopment Board previewed the early direction of

this new district brand and offered feedback to guide the next steps.

MIDTOWN: A BRAND ROOTED IN IDENTITY

To create an authentic brand for Midtown, the city is conducting extensive research to document the area's key assets and context. This includes:

- Heritage neighborhoods
- Historic landmarks
- Parks and green spaces
- Destination corridors
- Walking and biking trails

The goal is to define Midtown's unique role within the World-Famous Daytona Beach brand. This information will guide the creation of a district logo, visual identity and brand guidelines.

WHAT'S NEXT

The branding process is expected to take four to six months. Once complete, digital and physical branding will appear in city communications, gateway signs and throughout Midtown's destinations. Following Midtown, research and collaboration with stakeholders will begin in other districts of the city, including beachside.

Ultimately, this effort will help tell a more cohesive story of who we are—one that invites residents to take pride in their neighborhoods and encourages visitors to explore our vibrant community more deeply.



BRANDED DESTINATIONS
Intentionally implementing a *system* of *branded destinations* and *experiences* that *connect people* to culture, history, recreation and each other.

world famous
DAYTONA
BEACH

City of Daytona Beach
www.DaytonaBeach.gov
301 S. Ridgewood Ave., Daytona Beach





DAYTONA BEACH SEES GROWTH IN TAXABLE PROPERTY VALUES, ACCORDING TO PRELIMINARY ESTIMATES

The Volusia County Property Appraiser's Office has released its preliminary estimates for 2025 taxable values, showing a nearly 10.1% increase in property values across properties in Daytona Beach.

WHAT IS TAXABLE VALUE?

Taxable value is the portion of a property's assessed value that is subject to property taxes. After exemptions such as homestead or disability exemptions are applied, the remaining value, called the taxable value, is used by local governments to calculate property tax bills.

CITYWIDE AND CRA TRENDS

According to the Property Appraiser's early estimates, Daytona Beach's citywide taxable value is projected to grow from approximately \$9.48 billion in 2024 to \$10.44 billion in 2025, marking an increase of over \$954 million or 10.07%. According to the report, the value of new construction was \$547.8 million, up more than 43% from last year. Daytona Beach includes five Community Redevelopment Areas (CRAs), which are specially designated districts where incremental tax revenue is reinvested locally to encourage revitalization, economic development and infrastructure improvements.

Continue reading by visiting DaytonaBeach.gov/TaxableValues



Photo Source: Castle Bay Design Studio

DESIGN FOR DAISY STOCKING PARK WINS TOP AWARD

Castle Bay Design Studio, a St. Augustine-based firm, earned top honors from the Florida Planning & Zoning Association (FPZA), receiving the 2024 Award for Outstanding Development Design Excellence for its transformative redesign of Daisy Stocking Park in Daytona Beach.

The award was presented during the FPZA's 72nd Annual Awards Banquet. Castle Bay's design breathed new life into the four-acre community space at 555 Dr. Mary McLeod Bethune Blvd.

Highlights of the redesign include:

- A dramatic gateway entrance featuring custom artwork and inviting pathways
- Multiple pavilion structures and engaging play spaces tailored for all ages
- Enhanced lighting, lush landscaping, upgraded sidewalks and seamless park connectivity



Revealed to the public in April 2024, Daisy Stocking Park was restored with generous grants, including \$1 million from the African-American Cultural & Historical Grant program and \$330,000 from the Daytona Beach Racing & Recreational Facilities District. Since reopening, it has hosted community concerts and events, making it a focal point for gatherings in Midtown.

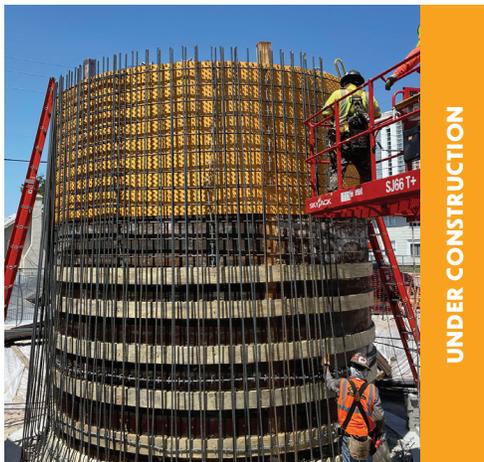
^ 2024 Award for Outstanding Development Design Excellence

IN THE WORKS



MEET THE NEWLY BRANDED SWEEP SQUAD!

Daytona Beach's street sweepers are turning heads with a bold new look. As part of the city's ongoing branding efforts, local company Hawkeye Brothers is custom wrapping all four sweepers in the "Sweep Squad." Two of the sweepers are already out on the streets cleaning with style while proudly showcasing the city's identity. **Once the full squad is complete, these rolling billboards will do more than just keep our streets clean, they'll also represent the city with every pass.**



LIFT STATION IMPROVEMENTS

The City of Daytona Beach is making a significant investment in its wastewater infrastructure with improvements to 14 lift stations across the city. These projects, which are either in the design or construction phase, aim to replace aging infrastructure, increase capacity for future development and strengthen storm resiliency. Collectively, they represent over \$42.3 million in construction costs. Pictured is construction to replace Lift Station No. 34, located at 510 Ora Street. Initially built in 1986, it serves a large portion of the city's northern beachside area. **The \$11 million project is on schedule with anticipated completion in early 2026.**

ROAD REPAVING

This year's \$5.7 million Road Resurfacing Program has already completed about 12.5 miles of roadway, with about one mile remaining. **Next month, the repaving process will start on the following roads:**

- Champions Drive – from International Golf Drive to Perfect Drive
- International Tennis Drive – from LPGA to Bayberry Lakes Boulevard
- Tournament Drive – from LPGA to Perfect Drive

This phase will include the removal of the entryway bricks in the LPGA subdivision on Champions Drive, International Golf Drive and Tournament Drive. The brick pavers have continued to fail due to constant root intrusion, increased traffic flow and base failure. To ensure the longevity and

safety of the road for future traffic impacts, the bricks and underlayment will be replaced with compacted road base with two inches of asphalt.

Following work in Zone 4's LPGA area, crews will repave the following streets in Zone 1:

- Adeline Street – Virginia Avenue to Ridgewood Avenue
- Trixie Street – Virginia Avenue to Ridgewood Avenue
- Virginia Avenue – Trixie Street to Adeline Street



Residents will be notified via door hangers. Crews will work from 7 a.m. to 7 p.m., Monday through Friday, weather dependent. Flaggers will be used to assist with heavy traffic.



ON THE ROAD TO INNOVATION: CITY STAFF LEARN FROM TOP BUSINESS INCUBATORS

City of Daytona Beach teammates recently took part in a professional development trip to Gainesville and Alachua County for behind-the-scenes tours of the University of Florida's Innovate | Accelerate business incubator and other successful entrepreneurial hubs. Organized by City Manager Deric C. Feacher, the visits included staff from the Planning, Redevelopment, Economic Development and Communications departments, along with Dr. Ronnie Mack, Director of Research Park Operations at Embry-Riddle Aeronautical University. The group met with leadership teams from three nationally recognized incubator programs that support startups and early-growth companies through access to funding networks, legal and accounting services and specialized lab and office space.

UPCOMING EVENTS



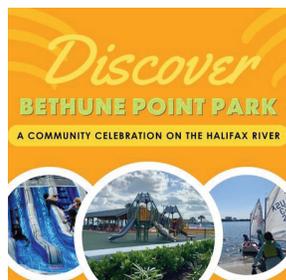
FREE EVENT
SUMMER FUN ON THE RUN
Wednesday, June 25 | Noon to 4 p.m.
Dickerson Recreation Complex,
308 Dr. Martin Luther King Jr. Blvd.
Bringing summer fun to neighborhoods



**SUMMER CONCERTS
AT THE BANDSHELL**
Friday, June 20 | 7:15 p.m.
Daytona Beach Bandshell
Homegrown:
A Tribute to Zac Brown Band
FREE EVENT



FREE EVENT
4TH OF JULY PARADE
Friday, July 4 | 9 a.m.
Clock Tower - Ceremony
Parade - Main Street
Sponsored by Zone 4 City
Commissioner Stacy Cantu



**FREE COMMUNITY
CELEBRATION**
Saturday, July 12 | Noon to 3 p.m.
Bethune Point Park, 11 Bellevue Ave.
Free hot dogs & Water slide
Sponsored by Zone 1 Commissioner
Monica Paris and supported by
Daytona Beach Fire Department
Local 1162.



FREE TO ATTEND
**MIDTOWN SUNDAYZ AT
DAISY STOCKING PARK**
Sunday, July 13 | 3 TO 8 P.M.
**Daisy Stocking Park, 555 Dr. Mary
McLeod Bethune Blvd.**
DJ entertainment, food, board
games and fun for all ages!



FREE TO ATTEND
SUN SOAKED SOCIAL
Saturday, July 26
2 to 10 p.m.
Main Street
Food Trucks | Retail Vendors
Live Entertainment | Kid Zone