

# CITY MANAGER'S UPDATE

11.05.25

## DOWNTOWN FEELS SAFER: SURVEY'S PRELIMINARY RESULTS REFLECT CITY'S CONTINUED INVESTMENT PAYING OFF

A new survey of customers and merchants in the downtown Riverfront Shops district shows a dramatic increase in how safe people feel visiting and doing business along Beach Street.

According to the 2025 Strategic Marketing Research Preliminary Report prepared by GOLD Marketing for the Downtown Development Authority (DDA), **70% of consumers said they feel safe in the area, up from just 32% last year, a 38-point increase.**



The annual survey, which engaged 773 consumers and 44 merchants, reflects the ongoing results of the City Commission's investment in safety, cleanliness and downtown vibrancy.

*"This report demonstrates the work being done because of the commission's continued support of programs funded through the CRA,"* said City Manager Deric C. Feacher. *"We've heard the concerns about safety and cleanliness, and while there's always room for improvement, this data shows measurable progress that reflects the city's commitment to our residents, visitors and business owners."*

Over the past year, the city has expanded safety and security initiatives downtown, including additional patrols and security cameras.

The research found both customers and merchants reported feeling safer and more satisfied with the area's condition and appearance. Negative impressions of safety among less frequent visitors dropped nearly 64% compared to last year. Staff will continue to work with merchants and visitors to continue improving safety and security measures.

**"The city has made tremendous strides over the last few years, and these results show that our collaborative efforts are paying off,"** Feacher said. **"We will continue to stay vigilant and work with our CRA, police and IT teams to make downtown an even safer, more welcoming destination."**



Preliminary report can be accessed at [DaytonaBeach.gov/DDAstrategicResearchReport](http://DaytonaBeach.gov/DDAstrategicResearchReport).





## CITY CONGRATULATES NEW EMERGENCY MANAGER, BATTALION CHIEF RICHARD WILLIAMS

The Fire Department has named Battalion Chief Richard Williams as the city's new Emergency Manager. Chief Williams has served with the department since 2006 and brings extensive experience in emergency management and incident command.

He holds a master's degree in management and leadership and a bachelor's degree in business administration with a focus on healthcare management. He has also served as a reserve law enforcement officer and teaches EMT and paramedic courses at Daytona State College. Chief Williams is actively involved in specialized teams, including the Motor Medic Team, SWAT paramedic unit, drone aviation unit and Critical Incident Stress Management Team. His expertise equips him to lead the city's emergency management operations and enhance public safety.

## CITY SEEKS INPUT ON PROPOSED MAIN STREET STREETScape

Residents, business owners and community stakeholders are invited to a meeting to review design concepts for a proposed streetscape project on historic Main Street. The meeting will be at 5 p.m. Tuesday, Nov. 18, at the Peabody Auditorium.

Designs developed by Catalyst Design Group highlight potential improvements to sidewalks, lighting, parking, landscaping and pedestrian areas along Main Street, from the Halifax River to the Atlantic Ocean. The project aims to create a more vibrant, walkable corridor that serves both residents and visitors while maintaining the area's character.

Attendees can view renderings and provide feedback to help refine the preferred design direction before it is presented to the Community Redevelopment Agency.



## congratulations

### SEABREEZE HIGH NAMED FLORIDA SCHOOL OF EXCELLENCE

Seabreeze High School has been named a Florida School of Excellence by the Florida Department of Education, recognizing top 20% statewide performance for sustained academic achievement. The only high school in Volusia County to earn this honor for 2024-2025, Seabreeze is recognized for outstanding student performance, continuous improvement, and granted flexibility to continue innovative practices. **Congratulations to the students, teachers, staff and leaders for this well-deserved achievement!**

// City Commissioners Ken Strickland and Paula R. Reed present a check to Principal Tucker Harris.

# IN THE WORKS



IN PROGRESS

## JACKIE ROBINSON BALLPARK RENOVATION, PHASE 1 **60% COMPLETE**

The \$32.3 million renovation of Jackie Robinson Ballpark is in full swing, with major structural and site work underway, including HVAC installation and upper-level framing. Walls and metal stud framing are nearly finished inside, allowing mechanical and electrical work to begin. Windows, doors, roofing and exterior veneer are progressing, and Jackie Robinson Parkway has reopened to traffic. A recent VIP and media tour highlighted the project's progress, which is now more than 60% complete and on schedule for completion in January 2026.



UPCOMING

## CITY ISLAND SEAWALL REPLACEMENT **ESTIMATED START DATE: END OF NOVEMBER**

The city will begin the first phase of seawall reconstruction around City Island at the end of November. Work will take place from Orange Avenue to Magnolia Avenue, with the island expected to be without lighting for up to 36 hours during construction. The project is supported by more than \$900,000 in grant funding, with design and permitting costs totaling about \$196,000.



COMPLETE

## LIFT STATION 5 UPGRADE **100% COMPLETE**

The \$8.7 million project to rebuild and upgrade Lift Station 5 at 647 Shady Place has been completed. Built in the 1950s, it was one of the city's oldest and most critical wastewater facilities. The station re-pumps wastewater from 12 lift stations in southeastern Daytona Beach, including Fairway Estates and Woodcliff Estates. It also serves the City of South Daytona, making this improvement an important investment in reliable service for the surrounding community. Constructed between summer 2024 and late 2025, the project included a new electrical building, new pumps and a new emergency generator in a sound-attenuating enclosure, providing increased capacity and greater operational flexibility during severe weather.

The project also added enhanced security features, including eight-foot privacy fencing and decorative landscaping

# UPCOMING EVENTS



## THE DAYTONA BEACH FIRE DEPARTMENT ANNUAL HOLIDAY TOY DRIVE **KICKS OFF NEXT WEEK**

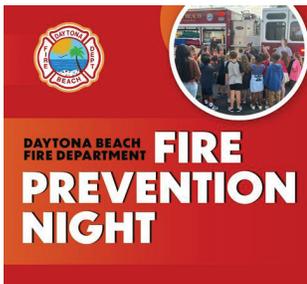
The 14th annual Holiday Toy Drive, hosted by Daytona Beach Fire Department and the Early Learning Coalition, kicks off next week. We're calling on the community to help bring joy to local children this holiday season.

From Nov. 10 to Dec. 6, all seven DBFD stations will accept new, unwrapped toys for children of all ages.

Don't miss your chance to be part of this heartwarming tradition.

### Drop-off locations:

- Fire Station #1 | 301 S. Beach St.
- Fire Station #2 | 126 Botefuhr Avenue
- Fire Station #3 | 945 N. Halifax Avenue
- Fire Station #4 | 1675 Mason Avenue
- Fire Station #5 | 627 N. Nova Road
- Fire Station #6 | 2020 Beville Road
- Fire Station #7 | 2545 LPGA Boulevard



## FREE TO ATTEND FIRE PREVENTION NIGHT

Nov. 7 from 5 to 8 p.m.  
Beach Street and Magnolia Ave.



## FREE TO ATTEND ARTISAN MARKET

Nov. 8 from 9 a.m. to 1 p.m.  
Yvonne Scarlett-Golden Cultural & Educational Center, 1000 Vine St.



## FREE TO ATTEND MIDTOWN SUNDAYZ

Nov. 9 from 3 to 8 p.m.  
Daisy Stocking Park, 555 Dr. Mary McLeod Bethune Blvd.



## FREE TO ATTEND P.E.A.C.E PANEL DISCUSSION

Nov. 13 at 5:30 p.m.  
Center for Civic Engagement  
740 W. International Speedway Blvd.