

DAYTONA





DAYTONA BEACH

Community Snapshot

MISSION: "To promote and enhance the continued economic development of downtown Daytona Beach while protecting its historic heritage."

DESIGNATION: 2003

APPLICANT: Daytona Beach Partnership Association

STATUS: Inactive; work under auspices of Main Street Downtown Partnership

KEY ACCOMPLISHMENTS: Market Study; Riverfront Park/Open Space model to demonstrate the relationship and scale of the park to its water-based surroundings; reopened Manatee Island Park and improved infrastructure and amenities.

FLORIDA ASSESSMENT OF COASTAL TRENDS DATA:

Volunteer Hours Contributed:	4,177
Public Dollars Contributed:	\$350,000
Private Dollars Contributed:	\$1,800

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The City of Daytona Beach, “the world’s most famous beach,” long known for spring breakers and Bike Week, has a softer side across the Halifax River. Its quaint downtown shops are lined with tall, swaying palms and it has a “sense of place” unlike the condo-hotel lined beachfront.

Also a Main Street Community, the Waterfronts Florida Partnership for Daytona Beach is housed under the Daytona Beach Partnership, a non-profit group charged with implementing the redevelopment for the downtown’s historic Main Street and Waterfronts Florida designations. The executive

director was appointed as the program manager at the time of the group’s application in 2003.

The Daytona Beach Partnership envisioned a new business cluster in an eight-block district along the banks of the Halifax River that focused on water-based business to support the large, publicly owned marina. During World War II, the area was filled with boat making and marine-related businesses, but the area experienced a decline in the 1960s.

The Daytona Beach area is valuable for its historic, economic, cultural and physical location within the community, and the Partnership wanted to refocus the river as part of the local economy, as was recommended in the City’s redevelopment plan. The Partnership’s tasks for the Waterfronts committee were to:

- Produce a development feasibility study to identify business development and retention opportunities, including marketing and recruitment materials;
- Design and install wayfinding markers for district environmental, cultural and historical destinations; and
- Create a riverfront park/open space model to demonstrate the relationship and scale of the park to its water-based surroundings.

Daytona Beach hired a consultant to provide a market study for the waterfront area. However, the study failed to provide a list of viable waterfront businesses that could be targeted for the waterfront area and related marketing materials, which was the Partnership’s goal in commissioning such a study. The architectural model was constructed and is housed in the Partnership’s offices.



The executive director who acted as program manager at the time of designation has left the position. Daytona Beach has not actively participated in any of the statewide program manager's meetings within the last several years, and unlike many of the other designated communities, did not hold community visioning and did not prepare a vision or master plan for the waterfront. A separate organization, Daytona Vision, developed a city-wide vision in 2007.

Despite the lack of participation in the Waterfronts program since 2005, Daytona Beach has continued to develop and improve the Halifax riverfront. By adding a public park that is just a short walk from Daytona's downtown



center, community members and tourists are encouraged to explore and enjoy the riverfront. This park area provides a place for residents and visitors a relaxed, natural environment, versus the busy beachfront of Daytona.

Along other portions of the Halifax waterfront, Daytona continues to develop and enhance the docking areas and the city buildings that line the water. While Daytona will always have the tourist-infused bustle of the beach, the City continues to value and highlight the beauty and benefit of its riverfront areas.

