Date: July 17, 2017  
To: Volusia County Beachside Redevelopment Committee  
From: Amy Pyle, C4RD, BNW and Daytona Beach University  
Re: Beachside Redevelopment within Daytona Beach.

I hope to be able to present this during public comment, but since that may be limited I ask you to read this and if you would like to discuss any of these ideas further, please visit C4RDDaytona.com or email me personally at daytonabeachu@gmail.com Thank you for your service on this board.

Those of you who already know me know I will work as hard as anyone else to spur redevelopment in the beachside of Daytona Beach. I really am not sure what will be presented today from our City Redevelopment Department, even though I sit on that citizen advisory board. Meetings are commonly cancelled, or have no content otherwise. So I would like to offer the following suggestions.

- Beachside does not have a dedicated project manager. We have never been given a decent explanation why. We desperately need a creative person in this spot.
- We had an Ezone manager for a while but no one is really sure what he did. Now he's been pulled to work on the First Step Shelter.
- We need a PLAN TO ATTRACT SMALL BUSINESSES into the CRA
- COORDINATE Main St. events to take advantage of Ocean Center visitors.
- Stop permitting parking on unimproved properties year after year. One lot on Ocean Ave makes $5000 in a day or two during the summer, never mind during a big event. Make them pay something for beautification.
- Overhaul Biker Event Master Plan guidelines and ADHERE to them.
- Demand the City of Daytona Beach maintain it's properties in tip top condition. The chairman of our beachside redevelopment board owns some of the most decrepit buildings within the CRA and nobody seems to be able to clean them up.
- Fireworks and bandshell expenditures should not come out of the CRA but from the tourism receipts.
- The ancient Ezone plan has us frozen in place. We can point out several ways this plan is outdated and causing more problems than good. Allow the free market to work, with management.
- Need more bicycle parking at OCEAN WALK.
- The colors being used in the redevelopment area are unilaterally unappealing.
for a beachside community. Aside from the Streamline, who nailed it.

- **SHUTTLE FROM DIS** to allow beachside to 'share the wealth' during speedway events. How do we entice travelers to stay a couple days after the races?
- **BICYCLE RENTALS** strategically placed in the tourist area. They would be used by commuters, residents and visitors.
- Privately managed **TRAM TO THE BEACH** and around the tourist area from a parking garage placed on County property adjacent to the Ocean Center.

Informal Online Poll of “what would you like to see added to Daytona's Beachside?” yielded these results:

| Unique Local Restaurant 78 | Other suggestions:
| Small Grocery Market 68 | hardware store
| Public Middle School: 52 | Florida food gifts
| Art Gallery or studio 46 | juice bar
| Bicycle Shop 27 | Music venue. With good bands playing
| Hair Salon 13 | Fitness center
| High Rise Hotel 3 | Ron John's Surf Shop
|                        | Beach Conservation Centers
|                        | Dairy with bakery
|                        | Family entertainment center
|                        | Nonalcoholic music venue
|                        | None, clean it up, business facades upgraded
|                        | Boutique shop
|                        | Just like NSB
|                        | Unique small home decor things
|                        | movie theater
|                        | Renewable Energy High Tech Corridor