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**Beachside Redevelopment Committee**

**DRAFT 1**

Month, Day, Year

Honorable Ed Kelley and County Council  
123 West Indiana Avenue  
DeLand, Florida 32720

Dear Chair and Council Members,

The Beachside Redevelopment Committee (BRC) hereby provides its final recommendations. We appreciate the opportunity to work together on the revitalization of our valuable beachside. All of the members realized through this process that there are many different people and organizations that have a deep and abiding passion for the coastal area of Volusia County. The BRC tapped into these individual passions to focus on the goals that are common to all who participated in the process. The common goals include:

1. Expanding the opportunities to make the beach a year round destination for all visitors.
2. Utilizing prior redevelopment efforts to determine the feasibility and viability of new efforts to attract the type of redevelopment targeted by the individual cities (Daytona Beach, Daytona Beach Shores and Ormond Beach).
3. Improving the coordination among the cities and Volusia County in order to efficiently and effectively maximize revenue opportunities that benefit the entire county.
4. Improving the perception of the entire region so that the rest of the world knows that "MTV Spring Break" is no longer here, and there are a variety of recreational, cultural and entertainment opportunities in the area.
5. Protecting and enhancing the existing residential neighborhoods that make Volusia County unique.
6. Effective use of grants, fund transfers and other funding sources to install and update critical infrastructure at the right time and at the right place, in order to spur targeted redevelopment.
7. Creating the vital link between the mainland and the beachside so that a "live-work-play" sense of place can be used to attract quality targeted industries to the area.

As you review the recommendations please keep in mind the membership of the BRC. Some of the members have a long history of working on redevelopment through previous efforts. Others are new to the discussion. This difference provided a great opportunity to get a fresh look at prior recommendations, or identify new issues that may not have been around when prior plans were developed. The critical issue to all of the BRC members is implementation and follow-up. We believe that the momentum is building and success can be attained.

The BRC may have completed the task assigned to it by the County Council, but the members will continue to work with all the private interests and the local governments to ensure that all of the plans and the recommendations are implemented and successful.

Sincerely,

Tony Grippa, Chair

John Albright, Vice Chair

Chris Bowler

Rodney Cruise

Aaron Delgado

Maryam Ghyabi

Derrick Henry

Harry Jennings

Troy Kent

Dave LaMotte

Charles Lichtigman

Frank Molnar

Kent Sharples

Paul Zimmerman