April 16, 2018

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

Dear Chair and Council Members,

In May 2017, the Volusia County Council appointed a committee to study and make recommendations pertaining to making the beachside in Daytona Beach, Daytona Beach Shores and Ormond Beach more viable for residents, businesses and tourists. In response to the County’s request, the Beachside Redevelopment Committee (BRC) has held monthly meetings beginning in June 2017, heard the concerns and observations of 23 citizens, and heard presentations made by the following individuals:

- Ric Gross, City of Ormond Beach - City’s plans for redevelopment
- Reed Berger, City of Daytona Beach - City’s plans for redevelopment
- Fred Hiatt, City of Daytona Beach Shores - City’s plans for redevelopment
- Jim Chisholm, City Manager of Daytona Beach – Redevelopment efforts; past and present
- Evelyn Fine, Fine Research and Marketing - Research and studies of the beachside area
- Don Poor, Director, Ocean Center - Ocean Center’s activities and events
- John Cameron, Cultural Services Coordinator, City of Daytona Beach - Overview of the city’s current efforts and events
- Jim Berkley, General Manager, Hilton Daytona Beach Resort - Hilton’s remodel and goals for impact on the area
- Corry Brown, Community Services Department, Volusia County - Grant programs
- Larry Bartlett, Volusia County Property Appraiser - Homestead exemption
- Arlene Smith, Volusia County Legislative Affairs - Legislative requests
- Chris Brown, Principal, RMA - Redevelopment process in other cities
- Kevin Crowder, Director of Economic Development, RMA - Redevelopment process in other cities
- Michael Sznapatstajler, Attorney, Cobb Cole - Brownfields
This long list of informed and experienced professionals provided the BRC with varying insights to how local governments within Volusia County and other areas in the State of Florida are addressing redevelopment issues.

The BRC strived to develop recommendations that will not be placed upon the shelf, never to be seen again. The goal was a holistic set of recommendations that provided short and long term solutions to the redevelopment efforts of the applicable local governments. That being said, the 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.
The Committee appreciates the opportunity to be of service to the County and the community at large.

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