

DAYTONA BEACH WATERFRONTS FLORIDA

WORKPLAN

PROJECT AREA #1 = Environmental & Cultural Resource Protection

ALREADY DONE AND/OR ON-GOING

- 2002, Farmers' Market – Signage promoting products grown in Florida
- 2001, Earth Day Festival and School Contest – Sponsor activities on City Island
- 2003, Fishing Line recycling program – Sponsor, roll-out program in district
- 2002, Downtown Daytona Nights - Halifax River exhibit at Historical Museum
- 2002, Rum Festival – New event marking community's involvement in rum smuggling
- 2002, Halifax History Museum – New exhibit about rum running during prohibition
- 2001, Daytona Cubs - Participation in various marketing initiatives
- 2001, Daytona Beach 125th Anniversary activities – Events and activities in Riverfront Park
- 2001, Seaside Music Theatre – Participation in various marketing initiatives
- 2001, Holiday Central – Public decorations, Choir Festival and Santa visits in Riverfront Park
- 2001, Christmas Lighted Boat Parade – Market new community tradition
- 2002, Historic Walking Tour - Started (neighborhood association) a community tradition
- 2001, Various Brochures and Newspaper Inserts – Include echo and heritage tourism assets
- 2001, King Fish Brawl – New event promoting recreational fishing and use of district marinas.
- 2001, Seafood Festival – New event focusing on district restaurants and seafood specialties
- 2001, Boat and Fishing Expo – New event promoting water-based businesses

NEW PROJECTS

PROJECT 1A == Welcome Center Task Force Vision: Establish a stand-alone Welcome Center in the District on International Speedway Boulevard to provide visitor services to Daytona Beach's 10.7 million guests annually. The Welcome Center should include bathrooms, hotel information, destination ticket sales, souvenir sales, brochure racks, and a trained staff.

Welcome Center Task Force Work Plan:

- Organizational meeting (July 2002) - DONE
- Vision Meeting (July 2002) - DONE
- Center services brainstorming (July) - DONE
- Property Review and Tours (August 2002) - DONE
- Property Purchase (August 2002) - DONE
- Property Façade Drawings (September – December 2002) – DONE
- Prepare Financial Proforma – (January – February 2003) - DONE
- Lost Building (February 2003) - DONE
- New Location Identification (July, 2003) – DONE
- Renovations (ongoing)- ON-GOING
- Welcome Center lease license (October 2003)
- Move-In (winter 2004)
- Order Furniture (winter 2004)
- Center Set-Up (winter 2004)
- Center Signage (spring 2004)
- Soft opening (spring 2004)
- Grand opening (July 2004)

PROJECT 1B == Wildlife and Marine Life Markers: Engage a firm to design, manufacture and install markers that identify wildlife types including plants, trees, animals, birds, fish and marine life. The markers will also include educational and conservation information. The outcome will be an increase of visitors and

residents visiting the district's open space areas to learn and watch wildlife and marine life. The markers – along with the Environmental Learning Center - will position the district as an educational laboratory.

Wildlife and Marine Life Markers:

- Secure funding for consultant (GRANT DUE 10/15/03)
- If funded, begin process (JULY 2004)

PROJECT 1C == Environmental, Cultural and Historical Destination Way-Finding Markers and Summaries: Engage a firm(s) to design, manufacture and install way-finding markers for district environmental, cultural and historical destinations that include user services. The markers will include summaries for each destination. They will also include guest services information.

Environmental, Cultural and Historical Destination

Way-Finding Markers and Summaries:

- Secure funding for consultant (GRANT DUE 10/15/03)
- If funded, begin process (JULY 2004)

PROJECT 1D == Riverfront Park/Open Space Plan: The Riverfront Park Task Force has been in-place for over one year. Its findings have been presented to the DBPA Board of Directors and the Downtown Development Authority (DDA) for consideration. If approved, the Task Force plans to contract with a model artist to create a model of the Park. The model will demonstrate the relationship and scale of the park to its surroundings. New projects for the park such as the Lively Arts center, various retention ponds, non-motorized water activity areas, new marina slips and performance stage/meeting places will be included in the model.

The model will also be used as a community awareness strategy. It will go on "tour" within the community at such locations as city hall, county library, Volusia Mall and other public place for public input and comments on the Task Force's findings. After collecting comments, the findings will be adjusted prior to presentation to the city commission for approval.

Riverfront Park/Open Space Plan:

- Organizational meeting (DONE)
- Vision Meeting (DONE)
- New use lists (DONE)
- Riverfront Park lighting improvements (ON-GOING)
- Rebuild Riverfront Park footbridge to Library (DONE)
- Veteran's Plaza complete (DONE)
- Stakeholder Survey (DONE)
- Master Plan Idea List (DONE)
- Secure funding for model development (GRANT DUE 10/15/03)
- Riverfront Park Performance Stages/Plazas (OPEN)
- Bike racks (open)
- Riverfront Park Exercise Trail/Markers (open)
- Riverfront Park model boat/fish pond (OPEN)
- Riverfront Park public art (OPEN)
- Riverfront Park playground (DONE)
- Riverfront Park reconfigure streams/water features (OPEN)

PROJECT 1E == Manatee Island / Echo-Island: Re-open Manatee island as an Echo-Tourism destination. Feature non-motorized water activities such as paddleboat, sail boat, canoe, and kayak rentals. Move and restore the historic Josie Rodgers house to the base of Manatee Island to serve as an Echo-Tourism resource center and offer bike rentals, species lists, exhibits, educational programming and birding information.

Manatee Island / Echo-Island:

- Manatee Island improvements, phase 1 (SCHEDULED)
- Floating Dock off Riverfront Park (DONE)

- Josie Rodgers House renovation (ON-GOING)
- Manatee Island improvements, phase 2 (OPEN)
- Project management, city or RFP? (OPEN)

PROJECT 1F == Environmental, Cultural and Historical Destination Improvements & Group Marketing:
 position the 100 block of North Beach Street as the center for the region's Arts and Culture community. Anchors include the Seaside Music Theatre and Black Crow Broadcasting. New anchors will include the Lively Arts Center, several graduate programs in fine arts at a new campus of the University of Central Florida, a high school for the performing arts, a community arts academy/school co-op (painting, dance, singing, acting and instrument lessons) and a non-profit arts organization administrative office co-op.

Position the two hundred block of South Beach Street as the area's historical hub. Expand the Halifax Historical Museum and implement a marketing repositioning plan. Renovate Jackie Robinson Ballpark and add the Jackie Robinson Experience museum as part of the ballpark's renovations. Raise awareness of the fire house and its tours (oldest operating fire house in Florida). Link the two destinations with a new foot bridge.

Environmental, Cultural and Historical Destination Improvements & Group Marketing:

- Organizational meeting (DONE)
- Vision Meeting (DONE)
- Work Plan Development (DONE)
- Jackie Robinson Ballpark light improvements (ON-GOING)
- Halifax Historic Museum new racing exhibit (DONE)
- Seaside Music Theatre façade improvements (DONE)
- Lively Arts center ground breaking (WINTER 2004)
- Jackie Robinson Ballpark field improvements (ON-GOING)
- Community Art School Co-op (OPEN)
- Non-profit Arts Organizations Office Co-op (OPEN)
- Jackie Robinson Ballpark new grandstands (OPEN)
- Lively Arts center opens (WINTER 2005)
- High School for the performing arts opens (OPEN)
- UCF district campus opens (Fall 2004)
- Halifax Historical Museum expansion (OPEN)
- Dedicated group marketing budget for destinations (DONE)
- Cross-promotion development and implementation (DONE)

PROJECT AREA #2 = Hazard Mitigation

ALREADY DONE AND/OR ON-GOING

- 2002, Façade Matching Grant – Encouraged Project Impact and Rebuild America participation among façade assistance program participants.
- 2002, Update design district standards
- 2001, Façade planning Assistance – Offered free drawings for façade improvements that included Project Impact and Rebuild America focus areas.
- 2001, Hurricane Awareness Pole – Marked water levels on a Palm Tree in Riverfront Park showing surge levels. Also included special phone number for mitigation assistance.

NEW PROJECTS

PROJECT 2A == Historic Building List: Prepare a list and description of buildings considered “contributing” in the district's National Historic District. Provide list to state, county, and city EMS officials for use in post-disaster engineering demolition review consideration. Agencies currently only maintain lists of buildings that are individually listed.

Historic Building List Work Plan:

- Copy application to create National Historic District (winter 2004)
- Compile list of addresses and descriptions for buildings considered “contributing” (winter 2004)
- Prepare report from information (winter 2004)
- Present report to Department of State (Historical Preservation), DEP (EMS), Volusia County (EMS, Volusia 2020) and City of Daytona Beach (EMS, Code Enforcement) (spring 2004)

PROJECT 2B == Post-Disaster Plan: prepare a post-disaster plan for merchants designed to encourage re-opening as fast as possible. Plan should consider building-sharing and temporary tent stores.

Post-Disaster Plan:

- Secure funding for consultant to develop plan (winter 2004)
- Include stakeholders in research and data collection process (summer 2004)
- Present plan to DBPA, DDA, CRA and City Commission (summer 2004)
- Where possible, offer plan as demonstration project for other communities (fall 2004)

PROJECT AREA #3 = Public Access

ALREADY DONE AND/OR ON-GOING

- 2001, Signage Assessment - Current – Consultant working on a way-finding design standard and message/location program
- 2002, Benches – Refinished and replaced district benches.
- 2001, Outdoor Dining – Encouraged district restaurants to start/expand outdoor dining options for customers.
- 2003, Outdoor displays/sandwich boards – Created design guidelines for outdoor merchandising. Project under consideration by city government.

NEW PROJECTS

PROJECT 3A == Echo-Island Parking Lot: secure funding, design and construct a parking lot for Dr. Josie Rogers House, the Environment Learning & Welcome Center, and Echo-Island.

Echo-Island Parking Lot:

- Apply for project funding (grant due 10/15/03)

PROJECT 3B == Echo-Island Access Bridge: secure funding, design and resurface the footbridge from Riverfront Park to Manatee Island (Echo-Island).

Echo-Island Access Bridge:

- Find project funding sources (winter 2004)

PROJECT 3C == Jackie Robinson Ballpark Foot/Event Bridge: secure funding, design and construct a footbridge from Beach Street parking/Riverfront park to Jackie Robinson Ballpark. Bridge could also serve as a site for events and outdoor activities.

Echo-Island Access Bridge:

- Find project funding sources (winter 2004)

PROJECT AREA #4 = Viable Traditional Economy

ALREADY DONE AND/OR ON-GOING

- 2001, Economic Analysis – Prepared economic plan for district
- 2001, Building Profiles – Surveyed all Beach Street properties
- 2001, Business Profiles – Surveyed all Beach Street businesses

- 2002, Technology-based Resource Center – Opened a free technology-based resource center
- 2002, “Breakfast for Your Business” – Started regular Retail Development Workshops
- 2002, New Business Mentor Program – Linked new businesses with existing businesses
- 2002, Entrepreneur Training Program – Offered BCC program to new merchants, tuition free
- 2002, Floating Retail Incubator Program – Secured vendors to offer services to new businesses on a sliding scale for the first two years.
- 2002, Merchant Adoption program – Business development consultant adopt new and at-risk businesses to stabilize and make profitable.

NEW PROJECTS

PROJECT 4A == Halifax Harbor Marina Expansion: Expand and reconfigure the Halifax Harbor Marina to accommodate additional transient boat slips

Halifax Harbor Marina Expansion:

- Organizational meeting (September 2002) - DONE
- Vision Meeting (September 2002) - DONE
- Dredging permit (Fall 2002) - DONE
- Secure submerged water lease – ON-GOING
- Dredging (DONE)
- Dock installation and reconfiguration (OPEN)
- Expanded marina & yacht club grand opening (OPEN)

PROJECT 4B == Halifax Harbor Marina Plaza Renovation: Paint, renovate and add value-added services to the marina such as a computer lab, TV room, fitness center, pool, tile bathrooms, lounge etc.

Halifax Harbor Marina Plaza Renovation:

- Repaint Plaza (DONE)
- Fund value-added services (OPEN)
- Implement value-added services (OPEN)

PROJECT 4C == National Guard Facility Relocation/Redevelopment RFP: Identify new site, build support for a new facility, secure funding for construction, fund demolition, issue RFP for site (possible residential, yacht club and/or hotel).

National Guard Facility Relocation/Redevelopment RFP

- Identify new site (DONE)
- Build support for relocation (DONE)
- Secure funding for construction (ON-GOING)

PROJECT 4D == White Elephant Buildings: Identify new uses that are economically feasible for vacant and soon-to-be vacant buildings in the district. Assemble incentives to bridge economic gaps, and where possible use consultants to match developers with possible projects.

White Elephant Buildings:

- Organizational meeting (DONE)
- Vision Meeting (DONE)
- Tour vacant buildings (DONE)
- Assess possible new uses (DONE)
- Secure consultant to perform proformas (OPEN)
- Hire consultants to help link projects with developers (OPEN)
- Work with prospects (ON-GOING)

PROJECT 4E == Water-based Business Cluster: Engage a consultant to identify opportunities (prepare economic capacity), prepare recruitment materials, and assist with the recruitment process. The outcome will be the creation of the cluster plan and evidence of business recruitment. The products and deliverables

will be the actual economic analysis and recruitment pieces. The project's report will be finished in quarter 2, 2004 and recruitment will begin in quarter 4, 2004.

Water-based Business Cluster:

- Secure funding for consultant (GRANT DUE 10/15/03)
- If funded, begin process (JULY 2004)

PROJECT 4F == Business Retention Programming: – Engage a consultant to provide professional development training and assistance to new and marginal businesses in their development.

Water-based Business Cluster:

- Secure funding for consultant (GRANT DUE 10/15/03)
- If funded, begin process (JULY 2004)