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# Discover Today's Daytona Beach...

*A vibrant mecca for living the good life*



**THEN:** Cars were allowed on the beach. Photo courtesy of Donald Harris.



**NOW:** Daytona Beach is the perfect spot for witnessing the sunrise.

**W**orld famous Daytona Beach...23 miles of wide beaches; clear, brilliantly hued ocean waters ranging from emerald to azure, foaming waves, and refreshing Atlantic breezes...the stuff of dreams. But there is *oh-so-much more!*

Daytona Beach is still known for the attractions that brought it to the attention of the world — gorgeous beaches and auto racing. However, today's Daytona Beach is undergoing a dramatic and dynamic transformation, and emerging as one of the country's most desirable and livable communities not only to visit but also to call home.

Founded in 1870, Daytona Beach became widely known in the early 1900s for high-speed automobile testing, and later automobile racing, becoming and continuing today as a mecca for racing enthusiasts worldwide.

Today's Daytona Beach, a city of 65,000 residents within Volusia County, is experiencing one of the most dramatic economic booms in the country. Being home to public company headquarters such as Brown & Brown Insurance, International Speedway Corporation, TopBuild and Consolidated-Tomoka gives this little beach town a powerful engine for growth. Nearly \$2 billion in renovations and new development includes 12,000 residential units, office, hotel, industrial, medical and retail projects that have either been announced, commenced or completed.

Today's Daytona Beach still has its very special beachside vibe but now accommodates many different speeds and lifestyles. Building on the major economic driving forces of tourism and auto racing, Daytona Beach leaders joined together to promote the area's many additional assets; diversify the economy by attracting new business and investment; and further enhance the quality of life in this beautiful city by the sea.

The CEO Business Alliance, Volusia County Economic Development, and Team Volusia have been instrumental in this process. They have successfully recruited major companies from manufacturing (including a \$100 million expansion by B. Braun Medical) to some of the nation's top retailers, creating thousands of new jobs.

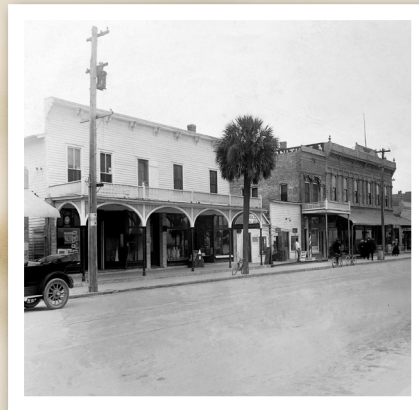
CEO Business Alliance President Kent Sharples notes, "Building on our historic name, we are working together to grow the tourism base. Simultaneously, we are expanding the manufacturing base to broaden the area economy. This work includes business recruitment but also emphasizes retention and growth of existing business-



**THEN:** The Daytona Beach Road Course in the 1930s. Photo courtesy of the Halifax Historical Society Museum, Daytona Beach, Florida.



**NOW:** Since its opening in 1959, the Daytona Beach International Speedway has been home to NASCAR's Daytona 500.



**THEN:** Daytona Beach's Beach Street as it was in 1914. Photo courtesy of the Halifax Historical Society Museum, Daytona Beach, Florida.



**NOW:** Daytona Beach's Beach Street as it appears today. Photo courtesy of the Halifax Historical Society Museum, Daytona Beach, Florida.



TODAY'S DAYTONA BEACH IS EXPERIENCING ONE OF THE MOST DRAMATIC ECONOMIC BOOMS IN THE COUNTRY.



es. Five institutions of higher education provide a broad range of skilled workforce.” He adds that Volusia County’s modest cost of living and affordable housing are attractive to retirees as well as young professionals and families.

Consolidated Tomoka President & Chief Executive Officer John Albright is one of the community leaders driving the CEO Business Alliance. Consolidated Tomoka owns more than 10,500 acres of land in the Daytona Beach area, and has been at the center of many of the community’s impressive and expansive new developments.

One of these developments is an age-restricted residential community by Minto Communities of Florida located west of Interstate 95 across from LPGA International Headquarters on LPGA Boulevard. Model homes are scheduled to open in December 2017, and the com-

munity is slated for more than 6,000 homes at build out. According to Albright, “With the addition of what will be an outstanding master-planned community — the largest ever in Daytona Beach — Daytona will be perfectly positioned to attract new, seasonal and year-round residents who want to live and retire here.”

#### The great race...and more

Today’s Daytona honors the area’s great tradition of automobile racing that attracts the attention of the world. Internationally recognized racing events at the Daytona International Speedway include the Daytona 500 (the premier NASCAR event), and Daytona Rolex 24 Hour Race (North America’s premier endurance race). In 2016, the Finali Mondiali or Ferrari World Finals (held in the U.S.

for the first time in history) took place in Daytona Beach.

Always a catalyst for Daytona’s economic development, International Speedway Corporation completed a massive \$400 million renovation to The Daytona International Speedway in 2016, making it the world’s first true motorsports stadium. What are described as unparalleled conveniences include 11 social areas dubbed “neighborhoods” — each the size of a football field — with open sightlines to the track, dozens of video screens, luxury suites with patios and more.

In 2017, International Speedway Corporation debuts One Daytona, a \$150 million, 70-acre, 300,000-square-foot mixed-use project located across from the Speedway. One Daytona will include offices, retail, first-to-market restaurants, entertainment, including a 12-screen Cobb Theatre, Fairfield Inn, Marriott Autograph Collection hotel, upscale Westin hotel, and multi-family apartments. Ultimately, One Daytona will include 1.1 million square feet of premier shopping, dining and entertainment.

Today’s Daytona Beach has it all: excellent transportation system; comprehensive education system; two highly-ranked healthcare systems; a rich and carefully preserved historical and cultural heritage; miles of gorgeous beaches and thousands of acres of parks and preserves; world-class sports, impressive dining and shopping and much, much more.

#### Transportation

The Daytona Beach International Airport (DAB) is centrally located within the city, and JetBlue Airways now provides daily non-stop service between DAB and John F. Kennedy International Airport (JFK). With JetBlue’s addition, travelers to Daytona Beach have non-stop service from Atlanta (Delta) and Charlotte, NC (American Airlines) with hundreds of connecting flights.

#### Education

Daytona Beach is home to four-year colleges and universities, including Bethune-Cookman University, Daytona State College, University of Central Florida (Daytona Beach Campus), Keiser University, and Embry-Riddle Aeronautical University — one of the few aeronautical institutions of higher learning in the United States.

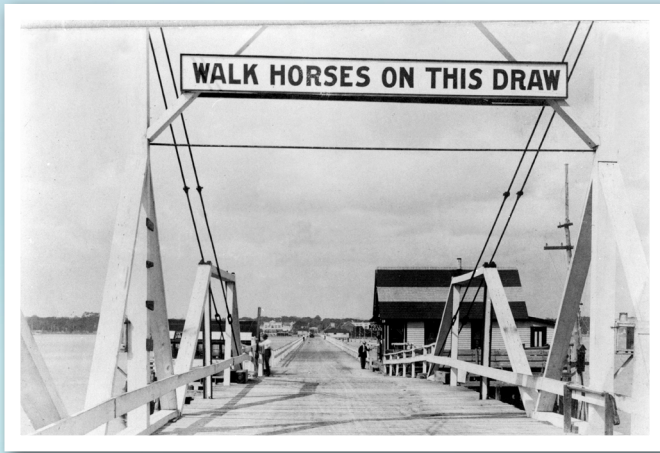
#### Healthcare

The two major healthcare systems in Daytona Beach are Halifax Health System and Florida Hospital Memorial Medical Center. Halifax Health opened in 1928 with 11 physicians and 22 nurses. Today, Halifax Health has more than 500 physicians on medical staff representing 46 medical specialties. Florida Hospital Memorial Medical Center has two campuses: a 293-bed main hospital in Daytona Beach, 80-bed hospital in Ormond Beach and outpatient facility in Port Orange. More than 400 physicians hold privileges to practice at these Florida Hospital facilities.

**THEN:** The Boardwalk at Daytona Beach in the 1950s. Photo courtesy of the Halifax Historical Society Museum, Daytona Beach, Florida.

**NOW:** The Boardwalk at Daytona Beach as it is today. Photo courtesy of Consolidated-Tomoka Land Co.





**THEN:** South Bridge, the first bridge in Halifax County. Photo courtesy of the Halifax Historical Society Museum, Daytona Beach, Florida.



**NOW:** The South Bridge as it appears today. Photo courtesy of Consolidated-Tomoka Land Co.

### Historical & Cultural Heritage

Daytona Beach has a rich historical and cultural heritage that includes the South Beach Street Historic District on the Halifax River. The Halifax Historical Museum is here in the Merchant Bank Building, circa 1910. This charming area includes the Riverfront Shops with more than 60 shops and restaurants.

The Museum of Arts & Sciences is the primary art, science and history museum in Central Florida. Located on a 90-acre Florida nature preserve, the Museum campus is home to the Cici and Hyatt Brown Museum of Art with the most extensive collection of Florida art in the world, dating from the 1800s. The Cuban Foundation Museum with one of the most important collections of Cuban fine and folk art outside of Cuba is here as well. In addition, there is a Prehistory of Florida Gallery, Root Family Museum with restored railroad cars and antique automobiles, the Linda and Charles Williams Children’s Museum and state-of-the-art Planetarium.

Performing arts abound — from dance and theatre to Broadway shows. The Peabody auditorium, located in the heart of Daytona Beach, is home to the Daytona Beach Symphony Society, and hosts more than 200 performances annually by national and international stars and touring shows.

### Shopping & Dining

Daytona Beach has an amazing range of shopping destinations, from One Daytona to a new 350,000-square-foot Tanger Factory Outlet Mall with 80 plus national brand stores, to the recent multi-million dollar Volusia

Mall renovation. Dining pleasures also abound, ranging from excellent locally owned restaurants and ethnic eateries to gourmet dining.

### Hiking, Boating, Golf & More

Lovers of the great outdoors will find more than 33 miles of hiking, biking and horseback riding trails, boating, deep sea and fresh water fishing. Golfers can enjoy the LPGA International Golf Club’s two world-class, four-star courses. If racquets are your game, the Florida Tennis Center offers 24 Clay Hydro-Courts. There are outstanding options to accommodate just about every recreation interest.

Daytona Beach really does seem to have it all but, when it gets right down to it, how do Daytona Beach residents feel about their hometown? City Commissioner Kelly White, who has lived with her husband and triplet daughters in the South Beach Street Historic District for 12 years, says it best, “While Daytona Beach has all of the amenities of a big city, it still has a small town feeling. There is just something about Daytona Beach...it gets in your soul.” 