



OFFICIAL E-NEWSLETTER • DECEMBER 2014

WELCOME



Unwrap Our Holiday Charm

Happy Holidays from the [Riverfront Shops of Daytona Beach](#)! The Riverfront Shops of Daytona Beach is your destination for distinctive gifts, delectable dining, and Santa's sack full of holiday events in historic Downtown — including the 2nd Annual Riverfront Festival of the Season on Saturday, December 6. Come unwrap the festive fun at the Riverfront Shops this month, and find a unique gift for everyone on your list!

HOLIDAY SPECIAL EVENTS

Downtown Sparkles with Festive Celebrations



RIVERFRONT FRIDAYS

Friday, November 28 (4pm)

The holiday season starts Downtown with November's Riverfront Fridays event. Start your holiday celebrations with fun family activities including:

- 4pm — *Christmas Music In the Park*
- 5pm — *Holiday Tree Lighting - Downtown Plaza*
- 6pm — *Free Cinematique Movie: A Christmas Story (based on the book In God We Trust, All Others Pay Cash by Jean Shepherd).*

ROCK 'N' THE HOLIDAYS

Thursday, December 4 (11am - 9pm)

Don't miss this amazing live event, which gets December off to a rocking start and raises awareness for the Domestic Abuse Council of Volusia County. Head to Riverfront Park for a day of festivities including:

- 11am - 1pm — *Daytona State College Music Program Ensembles*
- 1:30pm - 3pm — *Special Blend*
- 3:30pm - 5pm — *Andrew Williams Band*
- 5:30pm - 7pm — *Psychedelic Monks*
- 7:30pm - 9pm — *The Bath Salt Zombies*
- *Special appearance by Johnny Odis*

Rock 'N' the Holidays is sponsored by Daytona State Colleges' Music Industry Club and Co-Curricular Activities. For more information call (304) 550-1577 or (619) 212-2719.

RIVERFRONT FESTIVAL OF THE SEASON



*Saturday, December 6
(4 - 9pm)*

This holiday season will truly sparkle with the 2nd Annual Riverfront Festival of the Season. on Saturday, December 6 from 4 to 9 pm. Head to City Island (*behind the library*) for a variety of can't-miss festivities including: at Can't-miss festivities include popular gourmet food trucks There'll be pictures with Santa Claus, and local vendors selling arts and crafts. A full bar will also be available.

- *Food Trucks — Fork In The Road, Heavenly Café, Saigon Sizzle, Flaming Pizza, Little Red Truck, The S.W.A.T. Truck, and Caketeeer*
- *Holiday Music from DJ Chuck Ross*
- *Excellent View of Halifax River Yacht Club Christmas Boat Parade*
- *Sky Lantern Release*
- *Pictures with Santa*
- *Arts & Crafts Vendors*
- *Full Bar Available*
- *Drawing for Apple iPad*
- *Watch the Light Up the Night 5k Run*

The Riverfront Festival of the Season is sponsored by Daytona Auto Mall, City of Daytona Beach, Daytona Beach Downtown Development Authority, and Daytona Beach News-Journal.

HALIFAX RIVER YACHT CLUB
CHRISTMAS BOAT PARADE

Saturday, December 6 (6:30pm)



At approximately 6:30 pm, enjoy a great view as the Halifax River Yacht Club rolls their 15th Annual Christmas Boat Parade on the Halifax River. Truly a festival of lights dancing on the water, attendees will be able to vote for their favorite decorated boat. The Chart House Restaurant and Daytona Marina and Boat Works have the prime viewing locations for this year's boat parade. There are many other good viewing locations along the river, including the Memorial Bridge, City Island, the Halifax Rowing Association, Manatee Island, the Daytona Beach Chamber of Commerce, and the Halifax Harbor Marina (*public areas*). For more information, please visit www.hryc.com.

The Halifax River Yacht Club Christmas Boat Parade is sponsored by the Halifax River Yacht Club, Atlas Insurance, CompuSys, Daytona Marina & Boatworks, Chart House, Daytona Beach Parasail, Lighthouse Boatyard & Marina, Ponce Inlet Watersports and Water Taxi Express.

LIGHT UP THE NIGHT 5K RUN

Saturday, December 6 (7pm)

The Daytona Beach Police Athletic League's Light The Night 5K is an after-dark, fluorescent glow light run for the entire family. Participants will be "glowing crazy with color" and dancing all night long. The event starts at 7:00pm at City Island Park located at 115 Orange Avenue. Each finisher will receive a commemorative glow/light-up mug, race beanies and awards for the top 3 male and female overall runners. The community is encouraged to come out and cheer on the runners and walkers as 100% of the profits from the Light Up The Night 5K run will go to support safe, structured and supervised after school children's programs and sports activities.

The Light Up The Night 5K is sponsored by Daytona Toyota.

RIVERFRONT FRIDAYS



Friday, December 26 (4pm)

Kickoff your New Year's celebration Downtown with fantastic activities including:

- 5pm — *Get Happy! Hour*
- 5pm — *Live Music*
- *Dusk — Free Cinematique Movie: Breakfast at Tiffany's. (Based on the book Breakfast at Tiffany's by Truman Capote).*

COME TO THE STABLE CRÈCHE ART EXHIBIT



Back for the fifth year crèche artist Bill Egan is placing his work at the Riverfront Shops of Daytona Beach! Some of the displays are very intricate; others are whimsical. His art has won national awards and been exhibited in art shows throughout the year. Egan uses modern technology to create this ancient art. Foam, electric foam cutters, and inkjet printers are used to create buildings, city walls, rocks, and mountains.

The retired Navy journalist traveled to more than 50 nations for his work, but spent off-duty time studying Christmas traditions, Christmas music, and Christmas art. His writings about Christmas have been published in books, newspapers and magazines around the globe and won him the Gold Medal of Honor of the Republic of Austria for his stories about the carol "Silent Night." His exhibition of crèche art, "Come to the Stable," can be viewed daily during the holiday season at the Riverfront Shops of Daytona Beach at the following locations:

- *Christian Science Reading Room — 166 N. Beach Street*
- *Safety Council — 150 N. Beach St.*
- *Nicole's Beach Street Antique Mall — 140 N. Beach Street*
- *Jakob's Well — 132 N. Beach Street*
- *Burgoyne Properties — 124 N. Beach St.*

- *Arlequin Antiques — 122 S. Beach Street*
 - *Zappi's Italian Garden Restaurant — 128 S. Beach Street*
 - *Wm. Ritzi and Co. Jewelers — 160 S. Beach Street*
 - *Kebabji Mediterranean Restaurant — 200 S. Beach Street*
 - *The Twisted Spine, LLC: Dr. Amy Wolf — 206 S. Beach Street*
 - *Beach Street Shoe Boutique — 228 S. Beach Street*
 - *Sweet Marlays Coffee Shop — 214 S. Beach Street*
 - *Cinematique Theater — 242 S. Beach Street*
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FARMERS' MARKET



The Freshest Local Produce and Unique Gifts

Every Saturday, the [Daytona Beach Downtown Farmers' Market](#) is the place for the freshest produce and a gathering place for the community.

Every Saturday 7AM - 1PM • Rain or Shine
City Island Parking Lot
Next to Jackie Robinson Ballpark

COASTAL CHARM. DOWNTOWN DAZZLE.

Download Your Free Discount Card & Save



Save at a variety of Riverfront Shops of Daytona Beach merchants. Simply download, clip and present our Discount Card to save 10% (*up to a \$100*) on purchases at participating merchants. Visit the [Discount Cardspage](#) on our website today for details and to download your Discount Card (*PDF*).

And don't forget to visit our [website](#), like our [Facebook page](#) and follow us on [Twitter](#) to stay up to date with everything happening Downtown at the Riverfront Shops of Daytona Beach.



Produced by the Daytona Beach Downtown Development Authority