



OFFICIAL E-NEWSLETTER • JULY 2014

WELCOME

An Eventful End to July



Enjoy the splendid summer events coming this weekend to the [Riverfront Shops of Daytona Beach!](#)

Join us Downtown this Friday for July's [Riverfront Fridays](#). Then head to Riverfront Park on Saturday for a tropical good time at the Island Festival, with four live bands, food trucks, exotic drinks, and more.

There's always something new to see and do in Downtown Daytona Beach!.

FEATURED EVENT

The Island Festival: Release the Parrot in You!



It's time to release the parrot in you at the Island Festival!

The Riverfront Shops of Downtown Daytona Beach is pleased to host an all-ages, open to the public, live music, Island Festival in Riverfront Park from ISB (*International Speedway Boulevard*) to Magnolia Street on Saturday, July 26th from 4pm to 10pm.

Attendees will feel like they're on an island vacation as they enjoy soft riverfront breezes, tropical drinks, food trucks, and island themed vendors. Additional entertainment includes a cornhole tournament, a hula hoop contest and the sounds of 4 live bands including the popular Jimmy Buffet Tribute Band, The Landsharks. The musical entertainment line-up includes:



Amy Alysia & The Soul Operation — Amy and her band, The Soul

Operation play a unique blend of classic soul, blues, jazz and R&B. Amy's soaring vocals are supported by her tight, professional, four piece band that delivers a musical flavor unlike any group of this genre. From Anita Baker to Aretha Franklin, and from Neo Soul to Jazz standards, Amy Alysia excites and inspires.

Brad Yates & Mo'Mentum — Brad Yates, a local favorite is backed by top notch musicians Jim Troxell on bass, Arnold Ramsey on drums, percussionist Roberto Caban, and special guest saxophonist Ray Guiser. They will be playing rock and island favorites.



Rob Ellis Peck — An absolute master of the harmonica and

outstanding on guitar and lap steel, Rob is a charismatic entertainer merging blues, R&B and acoustic. Rob has toured with George Jones, Leon Everette and rock legend Bo

Diddle, He also has shared the stage with Crosby, Stills, and Nash, Roger McGuinn, Warren Haynes, Merle Haggard, Lou Rawls, Bonnie Raitt, and Jefferson Starship, At the Island Festival he will be performing solo as well as playing harmonica with The Landsharks.



The Landsharks — The Landsharks Jimmy Buffett

Tribute Band is based in Orlando, Florida. After performing with The Landsharks, Jimmy Buffett hired them to be the house band at his Margaritaville Restaurant at Universal in Orlando. The band is made up of top notch musicians that always put on a great show. Their focus is on being true to Jimmy Buffet's music and like Buffett, they are interactive with the audience making sure everyone has lots of fun. The Landsharks will have you singing, laughing, and dancing to your favorite Jimmy Buffet tunes while they provide fun for the whole family.

Release the Parrot in You on Saturday, July 26th! Grass skirts, coconut bras, and parrot hats encouraged! For more information, call 386-238-4001.

The Island Festival is sponsored by Daytona Auto Mall, Riverfront Shops of Daytona Beach, Landshark, Daytona Beach News-Journal, Peck and Associates, Arbonne, Wholesale Lighting, Raymond James & Associates/Seabreeze, Advanced Dermatology, Beck's Wholesale Nursery & Landscape, Beach 92.7 and Sarah House.

MERCHANT NEWS

What's New Downtown

SUMMER SALE AT TOM COOK JEWELER



Save 10%-60% off during Tom Cook Jeweler's Summer Sale! Established more than 100 years ago, Tom Cook Jeweler is committed to bring a standard of excellence and quality service to all of its customers.

For more information, visit www.tomcookjeweler.com, call 386-255-1468, or stop by the store at 150 S. Beach Street.

MONTHLY VAPE MEET AT ATOMIZED



Many thousands of people have quit smoking with electronic cigarettes. And [Atomized](#) (113 W. ISB) is your vapor headquarters, featuring e-cigarettes, mechanicals, vaporizers, atomizers, and e-liquid.

Atomized hosts a Vape Meet on the last Saturday of the month. This a great way for local e-cigarette aficionados to meet fellow Daytona Beach area vapers and learn more about vaping. The event features raffles galore, competitions and prizes, free food and drinks, trading, sampling, and discounts. Bring your friends, family, and co-workers.

CAROUSEL ANTIQUES

Carousel Antiques offers a summer discount on all furniture over \$100 of 20% for a limited time. They have something for everyone: Collectibles, jewelry, leaded glass, neon signs. Visit 110 N. Beach Street, or call (386) 255-1132.

CAMELOT BRIDAL AND SUMMERTIME SAVINGS AT BILL GREEN JEWELERS



[Bill Green Jewelers](#) has been a Camelot Bridal dealer for over 20 years. Camelot Bridal provides a lifetime warranty on all diamond engagement and wedding bands as well as all other Camelot jewelry.

All Camelot jewelry is made in the USA. Come and see Bill Green Jewelers for storewide summertime savings with 10% to 60% off on select items. They have new merchandise arrivals, colored stone rings, bracelets and pendants, and a large selection of diamond engagement rings and wedding bands, as well as watches and clocks.

SUMMER GIFT IDEAS FROM YOURS TRULY CUSTOM GIFTERY



Summer time is here, which means time for summer BBQ's and vacations! Whether you're off to visit friends and family this summer, or just hanging with friends at a BBQ at their house, don't forget to take along a host/hostess gift!

Whether you just need a bottle of wine, or a full gift basket to say thanks, [Yours Truly Custom Giftery](#) can help. And while you're downtown for the Island Festival on July 26, stop in and see us for a free wine sampling.



DAYTONA CUBS' SEASON

CONTINUES:

Upcoming [Daytona Cubs](#) home games at Jackie Robinson Ballpark:

- **July 24 - July 27** vs. *St. Lucie Mets*
- **July 28 - July 31** vs. *Bradenton Marauders*
- **August 9 - August 12** vs. *Brevard County Manatees*

FILM FEATURES AT THE CINEMATIQUE THEATER



Visit the [Cinematique Theater](#) at 242 S. Beach Street, Daytona Beach to enjoy the fantastic films and events listed below. Cinematique also offers food, beer and wine.

- **Now Showing** — *[Snowpiercer](#) and [Life Itself](#)*.
- **Coming Soon** — *[Venus in Fur](#) and [We Are The Best](#)*.
- **Summer Stay-Cation** — *Travel the world through movies with Cinematique's [Summer Stay-Cation](#)*.
- **Events & Activities** — *[Improv comedy](#), [Late & Local](#), and more!*

Call (386) 252-3118 for more information. Tickets cost \$5 - \$9, with all tickets \$5 on Tuesdays. The Theater is closed on Mondays.

UPCOMING DOWNTOWN EVENTS

Be Dazzled Downtown

RIVERFRONT FRIDAYS



Friday, July 25, 2014

Start your weekend right with [Riverfront Fridays](#). Come, stroll the Riverfront Shops and dine in Downtown Restaurants this Friday! Each Fourth Friday will feature free movie in the park and a variety of activities to enjoy.

Event Highlights

This month's highlights include:

- **ARTS & CRAFTS IN THE PARK** — *Browse the work of artists and artisans, beginning at 4:00 p.m.*
- **LIVE MUSIC IN THE PARK** — *Rockin' on the Riverfront with the Class of 69 Band*
- **LOCAL HISTORY** — *Learn more about local history at Halifax Historical Museum.*
- **CINEMATIQUE MOVIE UNDER THE STARS** — *"Monuments Men" starring George Clooney and Cate Blanchett (based on the book Monuments Men by Robert Edsel) — in Riverfront Park at dusk.*

For more information on this and upcoming Riverfront Fridays celebrations, please visit the [Riverfront Fridays page](#) on our website.

ISLAND FESTIVAL

Saturday, July 26 • 4pm - 10pm



- **LIVE MUSIC** — Featuring the Landshark Band — a Jimmy Buffett Tribute Band, plus singer/songwriter Rob Ellis Peck
- **TROPICAL FUN** — Food trucks, tropical drinks, Landshark beer, corn hole, tacky tourist contest, hula contest and more!

Come Release the Parrot in You!

PADDLESTARS

Saturday, July 26th • 6:30am - 9pm

Stand-up paddleboard races and exhibitors. Visit www.paddlestars.com for details.

DOWNTOWN DAYTONA NIGHTS

Friday, August 1st

Don't miss this free public event, held on North Beach Street between International Speedway Blvd. and Bay St.

The festivities will include live entertainment, children's activities, food and fun for the whole family. Enjoy the variety of food selections from Kale Café, Jakob's Well, Siam Spice and Bay Street Seafood.

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. Come this Saturday for fresh fruits and vegetables, and see the new vendors arriving each week!

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 \$100*) on purchases at participating merchants. Visit the [Discount Cards](#) page 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