



MARCH 2015 EDITION

WELCOME!

Welcome to the inaugural issue of The Beach Street Bulletin! The [Riverfront Shops of Daytona Beach](#) e-newsletter is better than ever with this new, reader-friendly format

DOWNTOWN DEALS

Exceptional Savings at the Riverfront Shops



Bridal Sale at Bill Green Jewelers

Receive 20% off on all Camelot Bridal wedding and engagement rings throughout the month of March. All Camelot Bridal jewelry has a Lifetime Warranty. Plus, take advantage of a discount of 30% on all retired Chamilia Jewelry and Swarovski sterling silver beads. All other store merchandise is also 20% off through the end of March. [VISIT SITE](#)

THE FAST FIVE

March's Top Activities

1. Riverfront Festival of the Arts - March 21
 2. New Entertainment at ScuttleButts Pub Restaurant
 3. Tour Angell & Phelps Chocolate Factory and get Easter Candy
 4. Visit new stores at Riverfront Shops
 5. See an independent film at Cinematique Theater
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SAVE THE DATE

Upcoming Events

Original Art of the Automobile:



Free Newspaper at the Reading Room

Pick up a copy of the Pulitzer-winning Christian Science Monitor—yours free when you mention this newsletter at the Christian Science Reading Room, 166 N. Beach St. 386-252-8615.

[VISIT SITE](#)



Specials & Entertainment at ScuttleButtS Pub Restaurant

Enjoy live music, open mic, karaoke, and trivia nights at ScuttleButtS Pub Restaurant, all with extended happy hours, \$8 pitchers of classic American draft beers, \$2 off pitchers of all craft and premiums beers, half price 5 bottle buckets.

Also look for a variety of festive food and drink specials at ScuttleButtS for St. Patrick's Day (March 17th and the 17th of every month), a new selection of craft beers, and the Friday fish fry special for \$9. ScuttleButtS Pub Restaurant is located at 114 South Beach Street. Check out their events and features at on their website. [VISIT SITE](#)

DOWNTOWN NEWS

Highlights & Happenings



William Square Model to Appear in the Parade of Homes

Ty Bach is the first model home in William Square. This home will be featured in this year's Parade of Homes (March 21st -29th).

Come check out the first redevelopment project ever featured during the parade. William Square is located at

The original Art of the Automobile returns to Downtown Daytona Beach in April! See classic and exotic vehicles, military displays, vintage and custom motorcycles, and more.

2nd Annual Spirit of the Automobile:

This exciting celebration of everything automotive will take place Saturday, May 16, with free admittance for car owners and spectators. Over 800 vehicles will be on display – from vintage to modern day, and everything in between.

2nd Annual Island Festival:

Escape to Beach Street on Saturday, June 13, with free admission. Festival goers can enjoy festive Island music, food and drink.



DOWNTOWN FARMERS' MARKET

DAYTONA ♦ BEACH

Fresh Family Fun

Every Saturday, the Farmers' Market is the place for fresh produce and a fun gathering place for the

the corner of Magnolia and Palmetto.

community. New vendors every week!

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

RIVERFRONT EVENTS

Dazzling Downtown Events

Riverfront Festival of the Arts Saturday, March 21 • 10 a.m. - 7 p.m.



The Riverfront Festival of the Arts will feature art, music, and dance, and will take place in Riverfront Park (across from stores) between ISB and Orange Ave in Downtown Daytona Beach.

Event highlights include:

- Artists and crafts
- Live music from Beartoe, Are Friends Electric, The Transfers, Andrew Williams Band and Johnny Odis
- Dance performances from Quanta's, South Beach, The Greek Dancers, and Senior Follies Dance Group
- Gourmet food trucks in the park.

March Riverfront Fridays Friday, March 27 • Starting at 5 p.m.

Downtown Daytona Beach's Riverfront Fridays celebration adds even more excitement to the Riverfront Shops on the fourth Friday of every month. March's event will feature a movie and dancing under the stars. A free informal dance lesson will be offered by The Ballroom. The dancing will begin at 5 p.m. and continue during the free Cinematique Under the Stars screening of Swing Kids. The movie will begin at dusk in Riverfront Park at the corner of Beach Street and Magnolia Avenue.

Additional Riverfront Fridays activities will include:

- Daily Discounts on a Variety of Unique Items
 - Wine Tastings
 - Product Demonstrations & Talks
 - "Get Happy" Hour
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- Dinner Specials at Local Restaurants
- Stroll the Riverfront Shops

FEATURE STORY

Improvements to the Riverfront Shops



With an eye toward growth and customer service, the Riverfront Shops of Daytona Beach in Downtown Daytona Beach has worked with the City of Daytona Beach, Redman Consulting Group and Waste Pro to create a centralized garbage and recycling strategy. Together they have consolidated dozens of totes and dumpsters into two centralized garbage and recycling enclosures.

“We value our customers. We are working to make visiting the Riverfront Shops a pleasant and beautiful experience from the moment you arrive downtown,” says City Commissioner Kelly White.

Developing this program has been a team effort. Bill Redman and David Hand of Redman Consulting Group, waste consultants for the City of Daytona Beach were instrumental in bringing the Public Works staff, the Redevelopment staff and Waste Pro together to create this program. The enclosures were professionally designed by City Architect, Jim Hanis. Jason Jeffries, the Downtown Project Manager worked with the small business owners on Beach Street to kick off the program that will accommodate the growth in businesses the Riverfront Shops are experiencing.

“We are happy to work on this project with the city and the downtown businesses in their efforts to improve this area. This is a great example of a win-win for a public/private partnership,” says Tim Dolan, Regional Vice President of Waste Pro.”

Other enhancements to the customer experience at the Riverfront Shops have included improved parking lots. The Daytona Beach CRA has invested in new security lighting and a consolidated garbage dumpster.

The ongoing efforts to make Downtown Daytona Beach better than ever have helped the vacancy rate drop from a high of 30% at the height of the Great Recession (2008) to a current

rate of 20%. The vacancy rate is expected to fall even further, as local investors are planning to renovate two large Downtown buildings: the Historic Greyhound Bus Station and the Ivey Building (former Dunn Toys store).

MERCHANT MINUTE

The Latest from Downtown Businesses

Easter Orders at Sweet Marlays'

Sweet Marlays' is taking special orders now for Easter. We are offering, Coconut cake, Lavender Lemon, Berries & Roses or Black Forest. Orders must be called in not emailed and no less than 72 hours before pick up. Because all our cakes are made to order we need that much time to make sure we have time to prepare each order. [VISIT SITE](#)



Daytona Metaphysics Classes

Daytona Books & Metaphysics features the following classes and events:

- Spirit Guided Circle: First Sunday of the month, 1:30 - 3:00 p.m.
- Spiritual Healing – Body, Mind & Spirit: Thursdays at 4 p.m.
- Astrology Mondays: 1:30 - 4:30 p.m.
- A Course in Miracles: Mondays, 6:30 - 8 p.m.



[VISIT SITE](#)

The Cinematique Theater Experience

Visit the Cinematique Theater at 242 S. Beach Street, Daytona Beach to enjoy fantastic films, including [Foxcatcher](#). Cinematique also offers food, beer and wine. Call (386) 252-3118 for more information.



[VISIT SITE](#)

Download Your Free Discount Card and 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 Cards](#) page on our website today for details and to download your Discount Card(*PDF*).

