



# TRAIL SPURS RIVERFRONT REVIVAL

## The Sweetheart Trail

110 E Orange Ave | Zones 1, 2 & 3 | Trails, Sidewalks & Pedestrian Bridges

The \$2.3 million Sweetheart Trail is a segment of the East Coast Greenway, a 3,000 mile urban, off-road trail from Key West to Maine and the 260 mile St. Johns River-to-Sea Loop (the longest multi-use loop trail in the American Southeast) and the Florida SunTrail (a Statewide system of trails). The multi-purpose bicycle/pedestrian trail is accessible to all and runs along the beautiful Halifax River.



- Enhances quality of life
- Reduces pollution

- Accessible to all ages
- Attracts people and investment



The city is intentionally implementing a system of branded destinations and experiences that connect people to culture, history, recreation, and each other.

# Riverfront Revival

## THE SWEETHEART TRAIL

The trail created an opportunity for the City to recreate and connect community by bringing people back to its storied riverfront. The strategy of re-connecting community through branded destinations is attracting growth and private investment at unprecedented levels, evidenced by the \$60 million, 225,000 sq.ft. Brown & Brown Headquarters on a site across from the trail that had been vacant for 10 years prior. The \$23 million Riverfront Park Esplanade privately-funded makeover along the trail will further launch the Riverfront and the City into a new era.

# FAST FACTS



The Sweetheart Trail is named after the yacht belonging to Charles Burgoyne, one of the original founders of Daytona Beach.



Reduces pollution, reduces stress, and provides access to nature.



As you travel along the trail, be transported back in time as you read stories of the people and events along the Halifax River.



**“An unfunded \$500,000 project of filling in gaps in the sidewalk along the Riverfront evolved into connection to a regional, state and national trail system – enabling the City implement a showcase trail and obtain \$2.3 million in grant funds.”**

### PARTNERSHIPS

- Florida Department of Transportation
- Florida Department of Environmental Protection
- Florida Inland Navigation District
- River to Sea Transportation Planning Organization
- Volusia County Florida
- East Coast Greenway
- Florida Suntrail
- St. Johns River to Sea Loop

### CITY OF DAYTONA BEACH

Mayor Derrick L. Henry  
Jim Chisholm, City Manager

### CITY COMMISSION

- Zone 1 Commissioner, Ruth Trager
- Zone 2 Commissioner, Aaron Delgado
- Zone 3 Commissioner, Kelly White
- Zone 4 Commissioner, Robert A. Gilliland
- Zone 5 Commissioner, Dannette Henry
- Zone 6 Commissioner, Paula R. Reed



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