

Dear Beth:

August 15, 2023

I want to take a moment out of the busy day to let you know how much I appreciate the work you did and do for the City of Daytona Beach.

As I travel through the city I can see the evidence of your work throughout. Just this morning, I was at a stoplight at MLK and Orange and I looked over to see new recreational signage at the Dickerson Center, complete with the city's logo. Afterwards, I pulled into the library and noticed the same themed signage at City Island. I thought, "wow, that was just an idea a few years ago". Now, it is done, and I know who helped make that happen.

Every morning I walk, bike, or run on the Sweetheart Trail: a seven-mile, multi-use trail that goes through my downtown neighborhood. You are the reason that this exists.

Early on in my term as a City Commissioner, I called for a transportation workshop to discuss several items, including pedestrian and cyclist circulation throughout our downtown urban core. There was one connection in particular where a sidewalk practically dead ended at the River. I wanted to figure out how to connect the sidewalk under the bridge and make it a little bit wider. As an interested citizen of the community and a representative of your company, Planning Solutions Corp, you proactively attended the workshop. Afterwards, you introduced yourself and the rest is history!

Now that time has passed and my life is overrun with children, it is almost impossible to even have time to write this letter. But here I sit in the wee morning hours thinking about how you were able to take a simple sidewalk idea and turn it into a comprehensive vision that helped catalyze an entire Riverfront Revival.

After the transportation workshop, we gained the trust of the city manager and started to dream at weekly meetings about how to make this simple sidewalk improvement into a comprehensive plan. You led the way, allowing the city to be the first to receive new recurring statewide funding. You strategized, applied for and received millions of dollars from multiple agencies, turning the ideas into a trail.

Throughout my eight-year city commission term we continued to work on all kinds of projects, keeping the original Sweetheart Trail project as a priority. You, as a consultant, and myself as a City Commissioner, we were able to get the pedestrian bridge underpass funded and constructed, downtown boat docks funded and constructed, and millions of dollars for Riverfront Park improvements.

All this momentum and positive energy helped to attract the attention of Hyatt and Cici Brown who have donated over \$50 million of their personal money to redesign and reconstruct Riverfront Park, now known as the Riverfront Esplanade. From a business perspective, Brown & Brown, Inc. relocated the \$3.5 billion company's worldwide headquarters to the Riverfront.

This is just a snapshot of the work you have done for our community. There are utility projects and parks throughout the community for which you obtained funding and provided guidance.

I even remember you helping bring our Land Development Code rewrite to completion.

You are a versatile, smart, and hardworking consultant. I am thankful our paths crossed during my time working for the City of Daytona Beach. You helped me take ideas on paper and turn them into reality, and we had fun doing it.

Thank you, my friend!

Sincerely,
Kelly White
Former Daytona Beach City Commissioner
2010-2018