

Five projects fueling economic vitality in Volusia County



The ONE DAYTONA project will be a gateway to the area. Restaurants, stores, hospitality and entertainment all at one location.

“A billion here, a billion there, pretty soon, you’re talking real money,” the late Sen. Everett Dirksen reportedly said. One look at major projects taking flight in Volusia County demonstrates the impact “real money” can have on a community. The potential investment value of the five major projects in the news exceeds \$1 billion, and when these projects are complete the Daytona Beach/Volusia county area never will be the same.

These projects include the Cici and Hyatt Brown Art Museum at

the Museum of Arts and Sciences; Daytona Rising at Daytona International Speedway (DIS); ONE DAYTONA across from DIS; a convention hotel announced by the Protogroup; and the Hard Rock Hotel being developed by Bayshore Capital. Here’s a quick status check on each.

CICI AND HYATT BROWN ART MUSEUM

Thanks to a donation of \$14.3 million for design and construction and another \$2 million toward operations, gifts from

the Browns, the Cici and Hyatt Brown Museum of Art at the Museum of Arts and Sciences in Daytona Beach is well underway.

The innovative museum will be the new 26,000-square-foot home for the Brown’s extensive collection of more than 2,700 Florida oil and watercolor paintings. In addition to a large, permanent gallery including a mezzanine, which will showcase the collection’s signature pieces, the new museum will include six changing galleries, ranging



from 900 to 2,000 square feet, conference and education rooms, a café with outdoor seating, and a gift shop. Conference rooms and meeting and event spaces will be available for rent.

The signature structure is visible from Nova Road and already has become something of a landmark. It features distinctive architecture by RLF, an award-winning firm from Winter Park. The contractor is Bomar Construction, Ormond Beach. Progress has been encouraging, according to Andrew Sandall, the museum's director. "Absolutely staggering," he said as he looks forward to a 2015 opening.



DAYTONA RISING: REIMAGING AN AMERICAN ICON

The ambitious Daytona Rising project is transforming Daytona International Speedway (DIS) to what promises to set a new standard among the world's leading sporting venues. The design/build team of Detroit-based Rosetti and Barton Malow, Orlando/Detroit, are working with International Speedway Corporation (ISC) to completely transform the nearly mile-long grandstand into a brand new experience for fans, news media, sponsors, drivers and employees.

"What fans want from their experience has changed dramatically in the last 15 years," said Matt Rosetti, the company's president. "Besides the modern amenities, they want to experience a sports community and social atmosphere they can't get anywhere else. We will give them that experience."

Already glistening steel support structures that will accommodate new seating are reaching skyward. When complete in 2016, the complex will offer 101,500 wider, more comfortable grandstand seats, more than 60 trackside suites and hundreds of club and loge seats.

There will be 40 escalators, more than any other professional sports stadium, and 14 elevators to transport fans throughout the facility.

More than 151 miles of fiber optic wiring will be installed to support technology amenities. More than 280 miles of wire will feed a network of 3,000 speakers, and there will be more than 1,600 high definition video screens throughout the complex, so even when fans are out of their seats, they will be in touch with the action on the track.

ONE DAYTONA WILL WELCOME MILLIONS TO THE COMMUNITY

ONE DAYTONA is a joint venture between International Speedway Corporation (ISC) and Atlanta-based Jacoby Development Inc. This proposed development encompasses 180 acres owned by ISC just north of International Speedway Boulevard and near the crossroads of Central Florida, Interstates 4 and 95.

ISC's approved land use entitlements allow for up to 1.4 million square feet of retail/dining/entertainment area, 2,500 movie theater seats, 660 hotel rooms, 1,350 residential units, 567 square feet of office space, and 500,000 square feet of commercial/industrial space. Bass Pro Shops and Cobb Theaters already have signed leases to anchor ONE DAYTONA. According to preliminary impact data, ONE DAYTONA is expected to generate 4,200 permanent jobs at full completion.

"Our goal is to create a vibrant year-round destination that will serve as a new gateway to our hometown," said Lesa France Kennedy, ISC's chief executive officer. "This project allows us to continue reinvesting in our community while unlocking the full value of our prime acreage across from Daytona International Speedway."

ISC and Jacoby expect to move forward with ONE DAYTONA within the next six to 12 months.



PROTOGROUP'S DAYTONA BEACH RESORT HOTEL WILL HOST CONVENTIONEERS, FAMILIES

Last October Protogroup, investors from Russia, announced plans for a new oceanfront hotel near the Ocean Center.

According to Alexey Lysich, the company's vice president, the project calls for two towers of 26 and 29 stories respectively in a 1.2 million-square-foot complex. Plans call for it to be a four star independent hotel. The shops will front N. Atlantic Avenue at street level and include indoor and outdoor pools, a spa, fitness room, ballroom, roof garden, meeting rooms, penthouses and state-of-the-art parking structure for 834 vehicles.

The \$130 million proposed complex will feature 502 hotel

rooms and 120 condominiums. There will be 15,000 square feet of meeting space and 14,000 square feet of retail space. As many as 400 new jobs will be created. Construction could begin this year and wrap before the end of 2016, depending on the start date.

Over the past decade, Protogroup has built hotels in St. Petersburg, Russia, Montenegro, and Palm Coast. Protogrup is a family-owned business that also owns a successful supermarket chain in St. Petersburg and other hospitality-related businesses.



HARD ROCK HOTEL ELECTRIFIES DAYTONA BEACH

When news of Canadian-based Bayshore Capital's plans to develop a Hard Rock Hotel was released, it electrified the community. By all accounts, the project is being embraced by an especially important group – condominium buyers. More than 70 percent of the 99 Hard Rock condominiums being offered for sale have been reserved, the developers have said.

"It's an established brand and a good match with our community," said Glenn Storch, an attorney with the firm of Storch & Harris, which is representing the developers. "It speaks to a young, affluent market. And it has a reputation as a good innkeeper."

The Hard Rock Hotel is being developed on a 10-acre oceanfront parcel, just south of the county's SunSplash Park on S. Atlantic Avenue. The complex will cover 375,000 square feet. Initial plans call for 250 guest rooms and 99 condominiums. There will be a 28,000-square-foot ballroom with banquet space, and two suites designed for rock stars. The Hard Rock's gift shop promises to be a bit of an attraction unto itself, given the popularity of Hard Rock merchandise. A guest studio will give people the opportunity of jammin' on Fender guitars and even record their compositions to post or take home as a souvenir.

Presuming the market remains robust, construction on the project could begin by year's end with completion projected for 2016. ■

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