



March 27, 2025

Daytona Dog Beach
c/o Nanette Petrella
1288 Bel Aire Drive
Daytona Beach, FL 32118

Dear Mrs. Petrella,

The Daytona Regional Chamber of Commerce strongly supports making the Daytona Dog Beach pilot program permanent. Since its launch in November 2023, this initiative has been overwhelmingly successful, attracting tourists, benefiting local businesses, and enhancing community engagement.

A dog-friendly beach boosts tourism by drawing pet owners seeking vacation spots where their dogs are welcome. This directly benefits pet-friendly hotels, restaurants with outdoor seating, and local pet supply stores. Additionally, community events such as dog shows and beach clean-ups foster economic activity and civic pride.

DDBI has demonstrated responsible stewardship by funding waste stations and training volunteers to ensure compliance with regulations. Reports from Volusia County confirm strong adherence to rules, proving the program's viability. While opposition has been minimal, the program has widespread community support.

We urge the Council to approve making the dog-friendly beach permanent, recognizing its economic and social benefits.

Respectfully,

Nancy Keefer
President and CEO
Daytona Regional Chamber of Commerce

CC:
Jeff Brower, Volusia County Chair
Councilman Jake Johansson, At-Large
Councilman Don Dempsey, District 1
Councilman Matt Reinhart, Vice Chair, District 2
Councilman Danny Robins, District 3
Councilman Troy Kent, District 4
Councilman David Santiago, District 5

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