



## Daytona Dog Beach, Inc.

By: Nanette McKeel Petrella, President of Daytona Dog Beach, Inc.

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# It is our 2nd Anniversary



We have been working for months to get a vote by Volusia County Council to approve a 0.6 mile stretch in Ormond Beach for a dog-friendly beach trial period of 18 months.

The area has been approved by U. S. Fish and Wildlife Service. It will not require a modification of the Habitat Conservation Plan, will not impact beach driving. It requires dogs to be leashed with current rabies vaccination. Owners must pick up all waste.

We encourage all, who support access to safe, environmentally sound & courteous dog friendly beaches in Volusia County, to take the following 2 steps.

1) Email county council and management expressing your personal reasons for wanting dog-friendly beach access. Copy and paste the following email list or scan the QR code into your email

- [jbrower@volusia.org](mailto:jbrower@volusia.org);
- [jjohansson@volusia.org](mailto:jjohansson@volusia.org);
- [ddempsey@volusia.org](mailto:ddempsey@volusia.org);
- [mreinhart@volusia.org](mailto:mreinhart@volusia.org);
- [drobins@volusia.org](mailto:drobins@volusia.org);
- [tkent@volusia.org](mailto:tkent@volusia.org);
- [dsantiago@volusia.org](mailto:dsantiago@volusia.org);
- [grecktenwald@volusia.org](mailto:grecktenwald@volusia.org);
- [skochan@volusia.org](mailto:skochan@volusia.org);
- [kgreen@volusia.org](mailto:kgreen@volusia.org);
- [info@daytonadogbeach.org](mailto:info@daytonadogbeach.org)



Emails matter! The last time we told our supporters it was not necessary to email council, as we would be their voice in the chamber. We then heard there were more emails sent against a dog-friendly beach than for it. Lesson learned, everyone needs to speak up and email.

2) If you are able, attend the July 11th meeting when the item is slated to be on the agenda. The meeting starts at 9AM at the Thomas C. Kelly Administration Building, 123 W. Indiana Ave., Deland. The council chamber is on the 2nd floor. If you are willing to speak to the council, arrive a little early to fill out a speaker request form. Your message needs to be no longer than 3 minutes.

Daytona Dog Beach, Inc. has the funds and agreed to pay for all dog cleanup stations and waste bags for the trial period. All we need are 4 YES votes from our Volusia County Council.

We are continuing to make good use of our time to better the community. Please enjoy our



newsletter, which includes highlights from early 2023 events and showcases future 2023 events.

We continue to partner with Mars Petcare and are making plans to launch “People & Paws - Together in Daytona Beach” program, with a focus on working with businesses to expand access to pet-friendly venues and make it easy to be out with your pet.

In light of last year’s hurricane impact, it is imperative that our area be a welcoming place for residents and tourists, such that businesses can capitalize on the growing pet-friendly tourism market. We will continue to pursue additional pet-friendly opportunities in Daytona Beach and other interested cities in Volusia County.

To achieve that, we must have community support.

### YOU ARE THE COMMUNITY!

Please continue to reach out to us if you are able to volunteer your time, talents, gifts. If you want a dog friendly beach, **NOW IS THE TIME** to make it happen.

# Sophie's Circle Dog Rescue 8th Annual Rainbow Bridge Walk



Daytona Dog Beach was on hand on March 4th to remember all the fur babies who have passed over the Rainbow Bridge, attending Sophie's Circle Annual Rainbow Bridge Walk on March 4th at Fortunato Park in Ormond Beach.

We salute the tremendous tireless work done by this rescue group and encourage all to support them in whatever way you are able.

Joining our team was Abigail and Paula Flug, Tim and Brenda Balas with Lila Bell and Nanette McKeel Petrella with Mac. We were pleased to be able to share our mission with all in attendance.



# Lucky Leprechaun Pet Fest



Port Orange City Center was the site of the Lucky Leprechaun Pet and Vendor Fest on March 18th.



We enjoyed the comradery shared by the many pet themed vendors and especially enjoyed watching the St. Patty's Day Pet Parade and Contest. Thanks "For The Love of Shopping" for inviting us to join.

# Volunteer Fair



Latitude Margaritaville at Daytona Beach hosted many of the area's non-profits at the Last Mango Theater for their annual Volunteer Fair on March 31st. We were pleased to participate for a 2nd year and be able to share our mission with so many residents. Thank you to the team for hosting a great lunch for all to enjoy!





## 13th Annual Mutt Strutt - People & Paws Beach Cleanup



Our organization chose to join forces with Halifax Humane Society on April 15th, to allow them to host their Mutt Strutt along with our People & Paws Beach Cleanup. It gave us an opportunity to educate



participants on the benefits of keeping our beach and ocean clean, while offering a fundraising offer to benefit HHS. For every # of trash collected, DDBI donated funds, presenting them a check for \$100 at the close of the event.



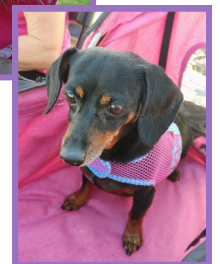
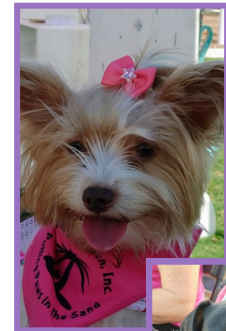
## 4th Annual Pet Palooza at Mosaic



What a perfect April day to be out in the Mosaic community, meeting and talking with so many dog lovers. We heard nothing but passionate support for a dog-friendly beach in Volusia County.



The event benefited Halifax Humane Society and featured many dog related and dog-friendly businesses.



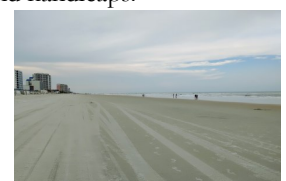
*Sign the Petition for Change on our website or Facebook Page.*

## The Ask, Petition for Change

We are asking for Volusia County to lift the dogs on the beach ban that has been in place since 1987. We are asking for the area between Zelda and University Blvds (1/2 mile stretch) to be designated dog friendly. It is located halfway between Lighthouse Pointe Park (inland beach) and Flagler

County dog beach (oceanside). Environmental impacts to this Urban area are considered negligible. Sea turtle nesting, shore birds and dunes in these areas are minimal and this section has very low human population, even during peak seasons. This area also is a driving section of the beach

which would allow access for people with physical limitations and handicaps.



***There is room for all!!***



# In Loving Memory of Joseph Edward Maloney, Jr.

July 13, 1935 - February 23, 2023

By: Nanette McKeel Petrella



Joe with a friend's dog. Joe also loved his cats, Coco, Beauty and Elvis.

As a nonprofit, Daytona Dog Beach, Inc., has been humbled and grateful for the many individual donations it has received over the last 2 years. Each and every-one is truly appreciated and each one makes a positive difference.

Donations received earlier this year, however, have been especially meaningful and poignant. They came to us based on the memorial request of the family of Joe Maloney, who passed away at his home in Ormond Beach. Joe spent the majority of his adult life in North Palm Beach and had moved to Ormond in 2017, with his beloved wife Yvonne (Bonnie), to be near family. He and Bonnie shared 62 years of marriage, raising two daughters, Molly and Missy.

Joe was a remarkable, extremely accomplished, engaging and giving human being. His career in the military as a Captain in the U.S. Air Force and his career as a Doctor of Medical Dentistry were exemplary. He also shared an honor with this writer, both of us commissioned as Kentucky Colonels.

Joe's daughter, Missy Maloney Herrero, shared with us that her dad loved animals, especially dogs, and the beach. He and his family had spent 52 years enjoying Juno Beach, which allows dogs. He thought it was just crazy that dogs weren't allowed on the beaches here in Volusia County. Joe, we agree with you. Hopefully you will be able to smile down on us one day soon, as we gain a little bit of the beach for people and their dogs to enjoy together.

Special gratitude to the Maloney family, their friends, and neighbors who have honored Joe by gifting Daytona Dog Beach, Inc. with donations.

<https://obits.lohmanfunerallhomes.com/obituary/joseph-maloney-jr>

## People & Paws Beach Cleanup

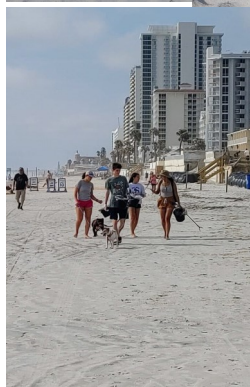
(>842 lbs of trash removed so far from our beaches and kept from the ocean, None Of It Dog Related)



**People & Paws Beach Cleanup** continued its 2nd year of dog-friendly beach cleanups each month of 2023.

Some people bring their dogs, some do not. All who contribute to keeping our beaches clean and who follow the rules are welcome.

Rules include dogs are leashed, under control, vaccinated, licensed as required, and cleaned up after. All environmental rules provided by the county are followed. Waivers for people & dogs are required. Free Tickets must be secured through Eventbrite, events will be posted within a month of each date for those interested in participating. Additional details on all our social media platforms.



### 2023 Dates:

6/17, 7/15, 8/19, 9/16,  
10/21, 11/18, 12/16

Time: 8:30am - 10 am





# Daytona Dog Beach, Inc. Sponsors Daytona Tortugas "Bark in the Park"



Daytona Dog Beach, Inc. and Nauti Pets has partnered together to sponsor "Bark in the Park" in support of our beloved Daytona Tortugas, the (Single A) affiliate of the Cincinnati Reds. For those who don't know, the team plays at the historic Jackie Robinson Ballpark in Daytona Beach.

The weather challenged our April games but May brought beautiful evenings. We look forward to seeing everyone, and their paw-fectly well behaved pups at the park. Look for us along the Riverwalk Concourse.

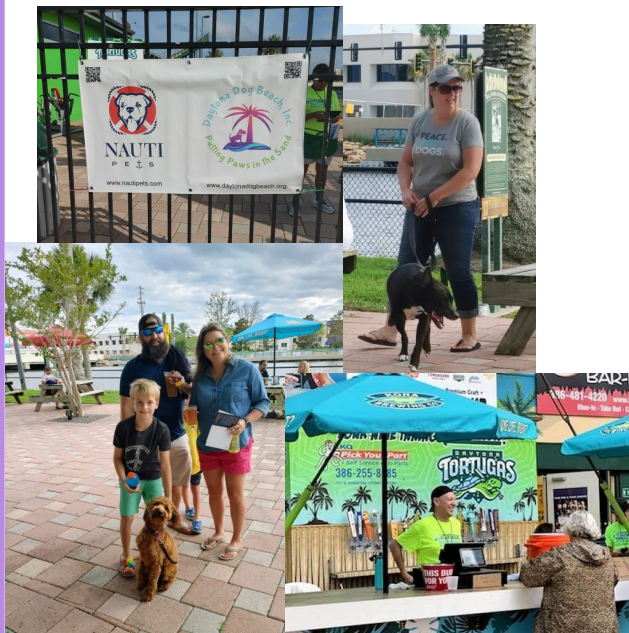
Scheduled remaining dates are as follows:

- Thursday, June 15                      Saturday, June 24
- Saturday, July 22                      Saturday, August 5
- Thursday, August 31

Check out various package options. For more information, call their Front Office at 386-257-3172 or check out their website:  
<https://www.milb.com/daytona/tickets/barkinthepark>



Nauti Pets, Daytona Dog Beach, Inc & Daytona Tortuga, hitting it out of the park for dog loving baseball fans & their ball loving pups!



## Mars Petcare - 2022 Annual Report



Daytona Dog Beach, Inc. makes every effort to listen to people, their concerns and opinions. Their perspectives are real to them and they matter, however they do not always reflect the reality of a situation. We attempt to research multiple sources in guiding our non-profits efforts in working with the community. To be objective, we try to prove the nay-sayers right. We want to make sure we are dealing with fact, not relying on our own perspectives.

While we do not rely on just one source, we do appreciate the information provided by Mars Petcare as it relates to their areas of expertise. We value the research they are doing to better understand how our relationship with pets might benefit our mental and physical health.

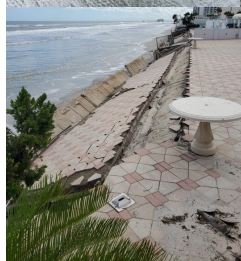
With social isolation and loneliness on the rise in the U. S. and around the world, they've partnered with leading organizations like the Human Animal Bond Research Institute and the National Institutes of Health to help scientists understand the role pets could play to address this serious public health problem.

For those interested in further reading Mars Petcare 2022 Report, it can be found at [www.bettercitiesforpets.com/resource/2022-report/](http://www.bettercitiesforpets.com/resource/2022-report/)

Some of the key insights in the Report

- 92% of pet parents say their relationship with their pets **improved their mental and physical wellbeing** in the last three years.
- Pet parents say that pets improve their wellbeing by providing **companionship** (77%), **emotional support** (70%), **a sense of purpose** (52%) and **a reason to exercise** (31%).
- Among those considering a pet, 66% are concerned about **affordability**, 47% about **being away** for work or travel, and 42% about **finding pet-friendly housing**.
- 52% of pet parents **plan to bring their pets when they resume traveling**.
- 61% of those intending to adopt or foster will turn to **animal shelters or rescues**, a decision that is more critical than ever due to the current [shelter crisis](#).

## Facts in Support of Dog Friendly Beaches: It's The Economy!!



**We keep repeating this article. It is even more relevant in light of the catastrophic damage to our county's beaches from Hurricane Ian and Nicole. Now is the time to reach out to all tourists and embrace their needs and expectations, not give them another reason to go elsewhere.**

If Volusia County wants to stay on top of the trends in tourism, they would be well served to acknowledge the boom in pet-friendly tourism and travel. Recent surveys show 65% of pet owners vacation with their pets, and 62% of dog owners say they will only stay at pet-friendly properties and destinations that include pet-friendly businesses. Generationally, 77% of GenZ and 94% of Millennials say they expect to travel with their pets and will seek destinations that are welcoming.

Hotel chains like Hilton, Marriott, Hard Rock Hotel, Hyatt, Sheraton, etc. offer dog friendly accommodations, responding to their customer's requests. In 2022, Hilton formed a partnership with Mars Petcare, the world's largest pet care company. Now all Homewood Suites by Hilton and Home2 Suites by Hilton are 100% pet friendly in North America. Hilton continues to add brands that are either 100% pet-friendly or trending in that direction, such as Canopy by Hilton, Hilton Hotel and Resorts, Tru by Hilton, and even Waldorf Hotels and Resorts. This is just one of many examples of how the travel industry recognizes the need to accommodate their pet-owning guests and are responding. It's good for business. \$\$\$\$\$

Many other beaches in Florida are dog-friendly, providing residents and guests the opportunity to enjoy them with their pups. Our own residents vacation in St Augustine, Cocoa Beach and elsewhere that have dog-friendly beaches. **It's time Volusia gets with the times!! Our Financial Health is at stake, now more than ever.**



Promotion Store<sup>®</sup> is your #1 Source for all your Trade Show Display and Signage Needs!



Business Traffic Building Game Attractions



# Proud to support "Putting Paws in the Sand"

## Daytona Dog Beach Merchandise



*Available with Donation at Events*

## Consider Becoming a Sponsor for 2023

We welcome your support! Daytona Dog Beach, Inc. relies solely on sponsorships & donations; we have no dues, we receive no government funding, we save taxpayers money! We organize monthly beach cleanups and advocate for expanded dog friendly beach options in Volusia County. Our goal is to self-fund supplies for any future dog beach areas approved. Contribute by credit card or PayPal on our website. We accept Zelle. Send a check payable to Daytona Dog Beach, Inc. to our address. Donations will be promptly received.

- Annual "Beach Buddy" Sponsor** \$500/year
- Website Sponsor** \$30/month or \$325/year
- E-Newsletter Sponsor**
- Full page ad – \$100/qtr or \$360/yr Half page ad - \$50/qtr or \$180/yr Quarter page ad - \$25/qtr or \$90/yr Business card size ad – \$10/qtr or \$36/yr
- Beach Cleanup Event – Sponsor** \$50/month or \$500/year

### In-kind Donations

Daytona Dog Beach, Inc. is a 501(c)(3) Florida nonprofit corporation, Reg. # CH65781. A copy of the official registration and financial information may be obtained from the division of consumer services by calling toll-free 800 435-7352. Registration does not imply endorsement, approval, or recommendation by the state.

# Daytona Dog Beach, Inc

1288 Bel Aire Drive  
Daytona Beach, FL 32118  
Email: [info@daytonadogbeach.org](mailto:info@daytonadogbeach.org)

### Board of Directors

Nanette McKeel Petrella, President      Paula Flng, Vice President  
Mariab Petrella, Treasurer              Brenda Balas, Secretary

**We're on the Web - Subscribe**  
[www.daytonadogbeach.org](http://www.daytonadogbeach.org)



Facebook

Daytona Dog Beach, Inc Page

Daytona Dog Beach Group

Instagram

[Daytonadogbeachinc](https://www.instagram.com/daytonadogbeachinc)

The PURPOSE of our organization is to work with community partners to promote, support and educate the public in furtherance of safe, environmentally sound, and courteous dog friendly beaches in the Greater Daytona Beach area of Volusia County.

As an entirely volunteer organization, our MISSION is as follows:

- To promote dog beaches within Volusia County where well-behaved canine citizens can exercise in a clean, safe environment without endangering or annoying people, property, or wildlife.
- To maintain beautiful, clean, dog friendly beach areas within Volusia County, open to dog lovers and friends who are willing to uphold the dog beaches' rules and regulations.
- To view dog beaches as a community project in partnership with key players throughout the community, including the County of Volusia, designed to satisfy the needs of dog owners and non-dog owners alike.
- To promote education, training and recreational activities that facilitate responsible dog ownership and better-behaved dogs using volunteers and professionals in the animal welfare industry.

## Get Involved – We Are All Volunteers! We are the Community!!

They donate wholesome, natural and limited ingredient dog treats at all our events.

159 E Granada Blvd  
Ormond Beach

NAUTI  
PEIS

*Putting Paws in the Sand,  
How Can I Help?*



**We need volunteers!  
Any time commitment  
welcomed!**

### People & Paws Beach Cleanup

6/17, 7/15, 8/19, 9/16, 10/21, 11/18, 12/16

**Time: 8:30 - 10am**

1/2 mile beach cleanup. Must sign in on beach at University Parking Lot 828 N Atlantic Ave, Daytona Beach

### Daytona Tortugas - Bark in the Park

6/15, 6/24, 7/22, 8/5, 8/31

<https://www.milb.com/daytona/tickets/barkinthepark>

### Volusia County Council Meeting

7/11    **Time: 9am**

The council will be voting on whether to approve a 0.6 mile section in Ormond Beach as a dog-friendly beach for a trial period of 18 months. As noted on the front of this issue of Sandy Tails, we need all who support this to either e-mail council no later than the 7/7 or show up at the meeting to speak in support. **IT COULD BE NOW OR NEVER!!**

**Additional events for 2023 in the planning. Check on our website and Facebook sites.**



Daytona Dog Beach, Inc. is a 501(c)(3) Florida nonprofit corporation, Reg. #CH65781. We rely solely on sponsorships, donations and fundraising. We have multiple levels of sponsorships depending on your needs, interests and budget. Please contact us at [info@daytonadogbeach.org](mailto:info@daytonadogbeach.org) for additional information.