



Sandy tails

A Daytona Dog Beach, Inc. Publication



Daytona Dog Beach

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FEBRUARY 2026

VOLUME 6

ISSUE 1

NEXT ISSUE MAY 2026



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From the President

I am thrilled to reflect on what has already become a landmark period in our organization's journey. The official opening of Daytona Dog Beach on December 1, 2025, marked more than the launch of a destination – it celebrated years of dedication, collaboration, and unwavering belief in a vision where dogs and their humans can safely enjoy the shoreline together.

Opening day was nothing short of extraordinary. The energy, smiles, wagging tails, and community pride reminded us why this mission matters. What began as an idea has grown into a vibrant gathering place that strengthens connections between residents, visitors, volunteers, and local businesses.

One of the most inspiring developments has been the remarkable growth of our sponsor family. We have welcomed an incredible group of new partners whose generosity and shared passion make our work possible. Their support directly enhances beach maintenance, safety initiatives, educational outreach, and community programming. Simply put, our sponsors are helping turn momentum into sustainability.

Equally exciting is the expansion of our volunteer force. Our Paw Ambassadors continue to be the heart of Daytona Dog Beach Inc. These dedicated individuals contribute their time, enthusiasm, and love for dogs to keep the beach welcoming, clean, and enjoyable. Watching new volunteers step forward has been both humbling and energizing.



Nanette McKeel Petrella
President

Looking ahead, we have ambitious and joyful plans. Preparations are underway for our inaugural Dog Surfing Extravaganza – an event designed to showcase fun, athleticism, and the unique bond between dogs and their owners. We anticipate this becoming a signature experience that draws participants and spectators alike.

We are also eagerly planning our 2nd Annual "Ruff, Rock & Roll" Poker Run during Biketoberfest. Last year's event proved that blending motorcycles, music, and a love for dogs creates an unforgettable celebration of community spirit.

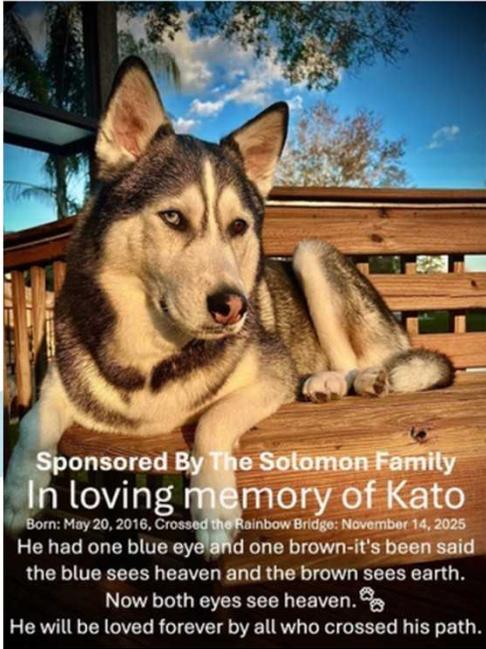
In addition, our Quarterly Paw Ambassador Celebrations will continue, honoring the volunteers who make everything we do possible.

Daytona Dog Beach Inc. is growing, evolving, and thriving – and the best is yet to come. Thank you to everyone who walks this journey with us.



Samson, Mac & Delilah
Daytona Dog Beach Dogs!!

Announcing Our Daytona Dog Beach Sponsors!



PET EVOLUTION

GROOMING | SELF-WASH | HEALTHY FOOD

"Helping Pets Live The Good Life"



Book Now!



Academic Oasis
**K-6 Supplemental Learning Academy
 & Tutoring**



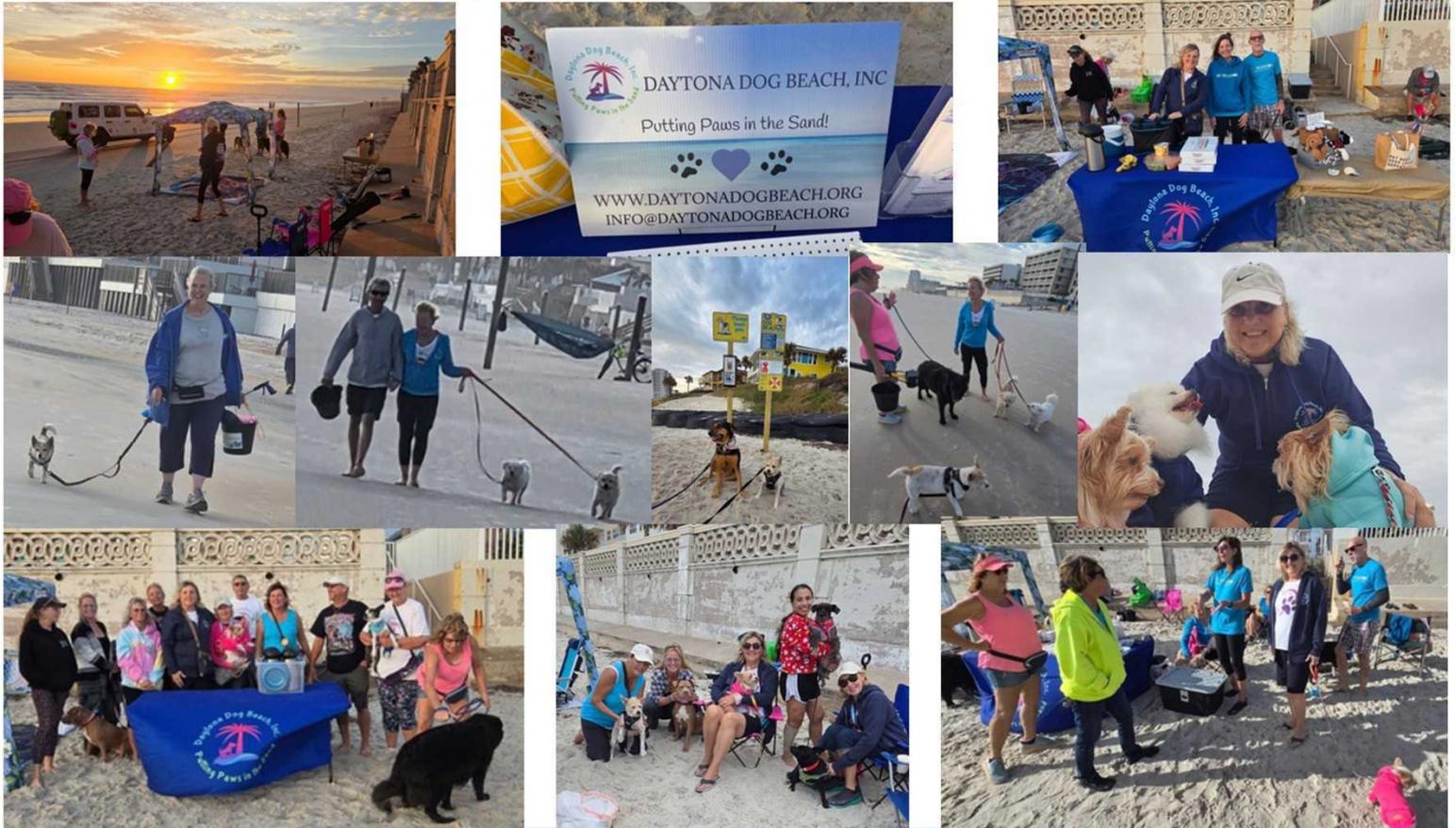
Daytona Dog Beach Opening Day & Ribbon Cutting

In May 2025, Volusia County Council voted unanimously to consider a dog-friendly stretch of beach in Daytona Beach. They instructed county staff to work with our organization on this opportunity. We worked with county staff to provide our input, which is rooted in extensive research and supported by experience hosting the dog-friendly beach in Ormond Beach since November 1, 2023. On October 7, 2025, Volusia County Council voted unanimously to approve Williams Avenue to Seabreeze Boulevard as dog-friendly. On November 4, 2025, the beach code was approved by a unanimous vote of the council. The Daytona Dog Beach opened on December 1, 2025. The official Volusia County Ribbon Cutting Ceremony took place on December 3, 2025, at 4 PM on the beach in front of the University Parking Lot.

Opening Day was a celebration long in the making, graciously hosted on the beach in front of Triton Cay, a dog-friendly apartment complex located at 1216 N Atlantic Ave, Daytona Beach. Manager Meghan and her staff were gracious, allowing us access to their parking, beach access, and amenities.

The Volusia County Ribbon Cutting was hosted by Volusia County and provided us, along with several of our sponsors, an opportunity to engage with the community and offer free goodies in celebration of this momentous and historic day.

Opening Day - 12-1-25



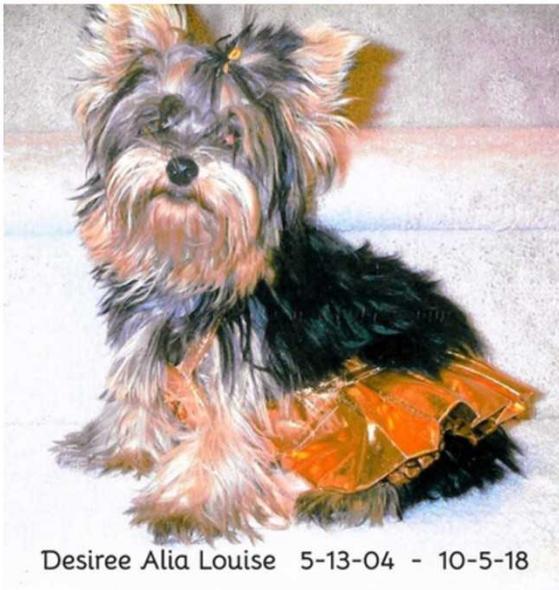
Daytona Dog Beach Inc. funded essential infrastructure for responsible beach use, such as signage, waste stations, bags, and water bowls. This achievement highlights the power of persistence, collaboration, and community support. Gratitude is extended to sponsors and donors who contribute to a dog-friendly community.

Daytona Dog Beach Opening Day & Ribbon Cutting

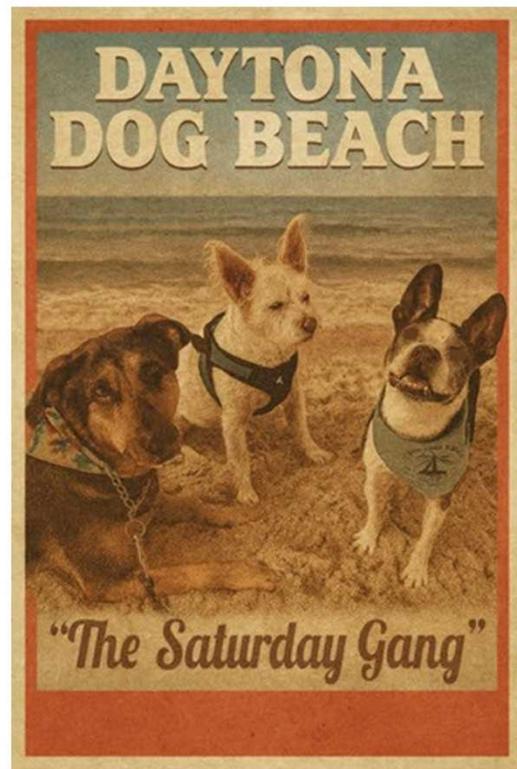
Ribbon Cutting - 12-3-25



Announcing Our Daytona Dog Beach Sponsors!



Liebchen & ZoZo
Leslie Lee & Warren Ziebarth




**NANETTE
MCKEEL
PETRELLA**

“Beach Buddy” Sponsor

**NEW
CUSTOMER
SPECIAL**

**WOOF
GANG**

DAYTONA BEACH
& ORMOND BEACH

**10% OFF FIRST VISIT
FREE BAG OF TREATS**

**BOOK YOUR
APPOINTMENT TODAY!**

9AM to 6PM



Daytona Beach

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Ormond Beach

(386) 677-3000



VISIT:

ORMOND BEACH:

[HTTPS://WOOFGANGBAKERY.COM/PAGES/LOCATIONS/ORMOND-BEACH](https://woofgangbakery.com/pages/locations/ormond-beach)

DAYTONA BEACH:

[HTTPS://WOOFGANGBAKERY.COM/PAGES/LOCATIONS/DAYTONA](https://woofgangbakery.com/pages/locations/daytona)



Daytona Beach:

2634 LPGA Blvd, Daytona Beach, FL, 32124



Ormond Beach

2748 N. Nova Road, Ormond Beach, FL, 32174



Paw Ambassador Celebration



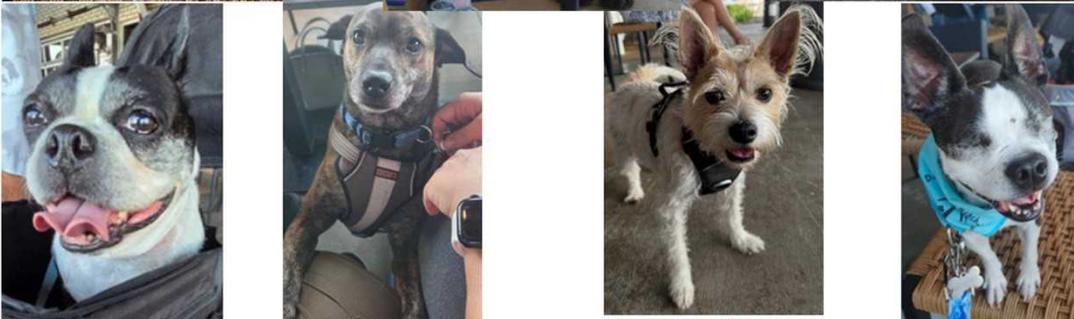
1-25-26

Daytona Dog Beach Inc. recently unleashed a tail-wagging bash at Tiki Docks, celebrating service, dedication, and the paw-some impact on the community! Longtime volunteers and fresh paws alike gathered, united by their love for dog-friendly beaches.

Enter our Paw Ambassadors, the superheroes of our mission! Every cleanup, chat, and educational moment they share leaves a paw print of impact. During the celebration, we showered accolades on all volunteers, especially those who went above and beyond in 2025.

Special shout-outs to Roger Verstay and his sweet Joy for 211 beach cleanups; Paula Reynolds and adorable Mia with 274 visits; and Debi Coursey and her beloved Dutchie, who led the pack with 326 cleanups, earning the crown of 2025's Most Pawsome and Trashiest Paw Ambassadors!

To all our Paw Ambassadors, old and new, your dedication is our community's secret sauce. Thanks for making our beaches bark-tastic for pets and their humans!



"Beach Buddy" Sponsor



Vacations are better with sandy paws & salty air!



-  Dog-friendly vacation homes
-  Prime beach locations
-  Local, caring, top-rated management
-  Because dogs deserve a vacation too



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Use Code: **DOGLOVER**

(Valid on select stays. Restrictions may apply)

Book Direct & Save:
www.mysaltydogvacation.com
(386) 202-3051

Pack the leash, grab the sunscreen, and come play at the beach with Salty Dog Vacations.

Spotlight on Sponsors

Pet Evolution – Port Orange

Pet lovers in Port Orange have a new destination for healthy pet food, specialty treats, grooming, and a state-of-the-art self-serve dog wash. Pet Evolution Port Orange, located at 3761 S. Nova Road in Park Place Center, is locally owned by Jeff Zerbe and Dan Morris, longtime business partners and co-owners committed to helping pets live healthier, happier lives. **Grand Opening will be March 6-8 and Daytona Dog Beach Inc will be there to celebrate on the 7th and 8th.** They opened to the public on January 30th. Hours are Mon-Sat 9am-8pm and Sun 10am-6pm.

Pet Evolution began nearly two decades ago in Minnesota when former police officers Rian Thiele and Mike Osborn set out to solve a problem they were seeing in their own dogs—recurring ear infections and skin irritations. After extensive research into nutrition and ingredients, they opened a pet food store focused on healthier options and personalized guidance. Customers saw strong results and soon asked for additional services like grooming and self-wash. As the concept grew, Pet Evolution expanded into specialty services such as a mobile nail trimming van that brings convenient nail care to customers' homes. With the help of franchise specialist Peter Carlson, the founders developed Pet Evolution into a franchise model designed to bring the same food-first wellness approach and high-touch service to communities nationwide. Now, that model is coming to Port Orange.

Zerbe and Morris traveled to Minnesota to meet Pet Evolution leadership and franchise partners, including franchise consultant Fred Macciocchi, who connects entrepreneurs with franchise opportunities. After seeing the brand's mission in action, they made the decision not only to open the Port Orange location, but to become regional developers with plans to expand Pet Evolution throughout Central Florida. The Port Orange store will be the second Pet Evolution location in Florida, following the first store that recently opened in the Miami area.

For Zerbe, the move into pet care is personal. Born in France and raised in a military family that moved often, Zerbe built a career around leadership and operations. He spent 25 years with Pizza Hut, working across the country and learning the value of strong processes and team culture. Later, he followed a passion for cars and ultimately joined Morris in Florida to help operate multiple Honest-1 Auto Care locations in Central Florida.

"We've always admired businesses that combine great systems with great people," Zerbe said. "With Pet Evolution, it's a mission-driven brand. It's not about selling pet food or booking a groom—it's about helping pets live their best life for as long as possible."

That mission became even more meaningful as Zerbe's own dogs, Maxine and Minnie, played a role in the journey. Like the brand's founders, Zerbe saw recurring ear and skin issues and began focusing more on diet and ingredient quality. In October of last year, Maxine passed away at nearly 17 years old—leaving Minnie by Zerbe's side as the Port Orange location becomes a reality.

Spotlight on Sponsors (continued)

When customers step inside Pet Evolution Port Orange, they'll find:

Healthy pet food and treats, a standout treat table with unique, hard-to-find selections, Collars, leashes, toys, and cat items, Full-service grooming, including grooming for dogs and cats and a modern self-serve dog wash area with multiple spacious tubs, drying stations, and convenience features designed to make washing easier for pet parents

Pet Evolution has stepped into the community with a focus on cleanliness and pet-friendly spaces. They are dog dispenser sponsors at Daytona Dog Beach

Jeff Zerbe, Dan Morris, and the Pet Evolution Port Orange team invite the community to stop by, say hello, and experience Pet Evolution in person. Team members will also be out in the community at local dog parks and pet-friendly beaches leading up to opening.



Does your furry friend need a bit more spiffing?

WALK-IN PACKAGES

CHOOSE:

- One for \$25
- Two for \$30
- Three for \$35
- Four for \$40

- Nail Trim
- Ear Cleaning
- Nail Filing
- Teeth Brushing

WALK-IN SERVICES

\$20 EACH

- Paw Trim
- Face Trim
- Sanitary Trim
- Gland Expression

Chat with the front desk before beginning wash. A professional will perform services depending on availability.

PET EVOLUTION

Jeff Zerbe provides interview and tour to Paula Reynolds & Mia and Nanette McKeel Petrella & Samson!

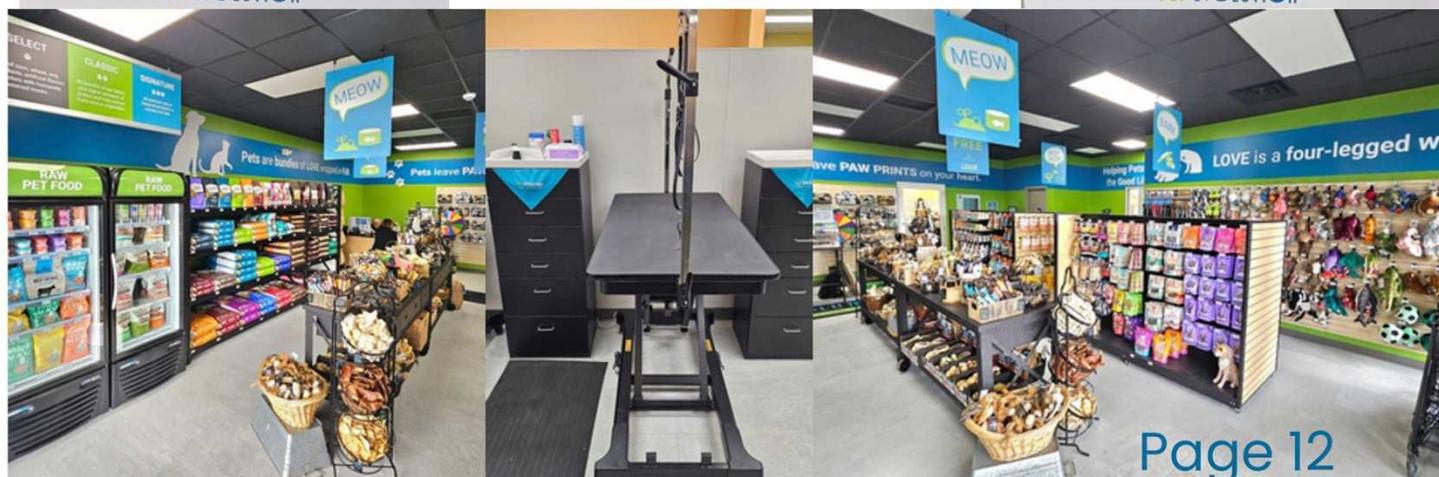
One wash, two wash, three wash, free...

Check out the Good Life Membership

MEMBERSHIP	PRICE	# OF WASHES	15% OFF RETAIL & GROOMING	TOY/TREAT UP TO \$25
Essential	\$24.99	1/Month	✓	
Premier	\$34.99	2/Month	✓	\$10.00
VIP	\$44.99	Unlimited	✓	\$20.00

GET STARTED TODAY!

PET EVOLUTION



“Beach Buddy” Sponsor

WORLD'S SMARTEST DOG TAG

at The World's Most Famous Beach!

SCAN ME

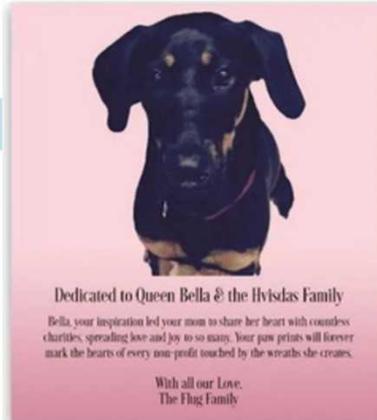


Get real-time access to your dog's rescue + medical profile

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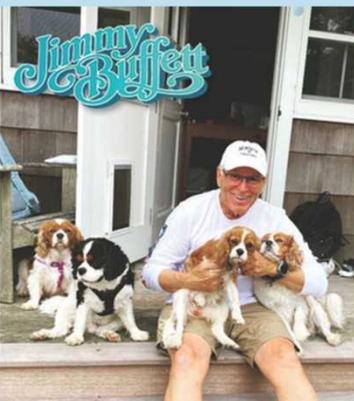
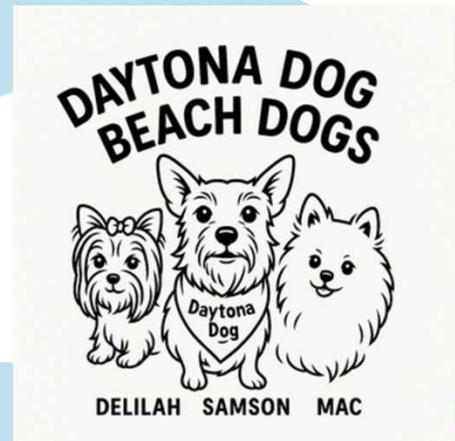
Ormond Dog Beach Sponsors are Paw-some!



Dog friendly
beachside
vacation condo



In loving memory of Thor –
who proudly walked his mom to the beach as often as he could.
He loved to run, splash, lounge, and sniff along the shore.
Some of his favorite sniffs were right here – at these very poles.



K-6 Supplemental Learning Academy
& Tutoring



Spotlight on Paw Ambassadors



Welcome Betsy, Jason & Pups

This month, we're thrilled to shine a light on Betsy Fabre-Lewis, a dedicated Paw Ambassador whose enthusiasm, kindness, and love for her pups brighten every corner of Daytona Dog Beach. Betsy grew up in Chicago and became a Florida resident in 2017. After years of traveling the world as an active-duty military wife—and now as the spouse of a retired veteran—she settled full-time on the Daytona Beachside just six months ago. One of the places that left the biggest imprint on her heart was Okinawa, Japan, where dogs are welcomed almost everywhere. Restaurants even offered special dog menus, and the community's commitment to adoption and animal birth control meant no homeless dogs. Betsy hopes to see more local establishments embrace that same dog-friendly spirit, making it easier for our four-legged family members to be part of everyday life.

Her journey to becoming a Paw Ambassador began with simple curiosity. While walking in the Ormond Beach dog-friendly area, she noticed volunteers picking up litter with grabbers and buckets—all while walking their dogs. It struck her as the perfect blend of purpose and joy. For Betsy, volunteering is a fun way to stay active, spend time with her pups, and build a sense of community and home in her favorite place: the beach.

Today, Betsy volunteers about three times a week, usually accompanied by her two beloved dogs, Roxy and Petra. Roxy Foxy Loxi, a 7-year-old Schipperke-Chihuahua mix, was rescued from a neighbor during one of the family's military assignments. Petra Ann, also 7, is a Schnoodle adopted from the Dominican Republic during a vacation—then brought home to start her new life in Daytona Beach.

Both pups adore the beach. They splash through the waves, romp in the sand, and make new canine friends with every visit. For Betsy, the best part of being a Paw Ambassador is the simple beauty of the experience: finishing a cleanup, then sitting with her dogs to enjoy the sun, the breeze, and the sound of the ocean. It's a moment of peace that reminds her why this work matters.

Looking ahead, Betsy hopes Daytona Dog Beach continues to grow as a place where environmental care, community connection, and volunteer involvement come together. She believes education and engagement are key to keeping our beaches beautiful and welcoming for everyone, two-legged and four-legged alike.

Please join us in thanking Betsy for her service, her spirit, and the joy she brings to our beach community.

2026 Schedule of Events

Dog Surfing Extravaganza

May 31, 2026



We're wagging our tails with excitement to announce the "Hang 8 Dog Surfing Extravaganza," brought to you by Daytona Dog Beach Inc. in partnership with Volusia County Animal Services, hitting the waves on Daytona Beach! Hard Rock Hotel Daytona Beach will serve as the central venue for event activities. We're still dialing in the fins on this event, but mark your calendar—this is one doggone event you won't want to miss!



Interested in sponsoring, participating, or volunteering? Reach out by emailing info@daytonadogbeach.org

2nd Annual Ruff, Rock & Roll Poker Run

October 15, 2026

Get ready to rev your engines! We're about to roll out all the details on our 2nd Annual Ruff, Rock & Roll Poker Run, happening in the heart of Biketoberfest! Stay tuned! And save the date! Interested in sponsoring? Reach out by emailing info@daytonadogbeach.org



Paw Ambassador Celebrations



April 11th - 4-6PM at Ormond Garage
 July 26th - 4-6PM at Racing's North Turn
 October 25th - 4-6PM at Hard Rock Daytona



Ormond Dog Beach

Sponsors are Paw-some!



NAUTI
P E A S



Desiree Alia Louise 5-13-04 - 10-5-18

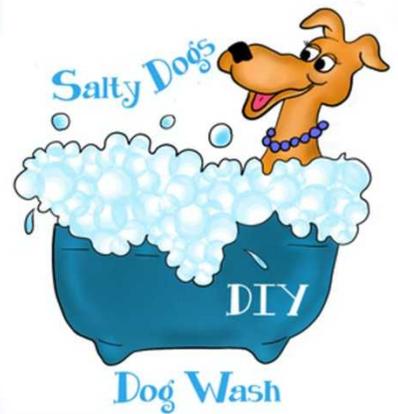
IKE'S
GRANADA PIER BAIT & TACKLE
*Boat Ramp • Lighted Pier
Snacks • All Beef Hot Dogs • Drinks
Sportswear • Smoked Fish
Linnie's Famous Fish Dip*
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IKE LEARY - OWNER
I.R.Leary, LLC



Academic Oasis
K-6 Supplemental Learning Academy
& Tutoring



DUTCHIE & HOLLEE COURSEY



In memory of Daisy



Tater + Slim
Paw-sitively
Recommend
Faye + Amy

Faye and Amy Potter
Adams, Cameron & Co. Realtors
386-310-7787



Little Beau + ZoZo
Leslie Lee & Warren Ziebarth

Community Partnership Offers



— Community Partner Spotlight —

Clean Yards. Happy Dogs.
Supporting Daytona Dog Beach 🐾 🏖️



<p>Basic Service (Scoop & Haul Away)</p> <p>\$120 - \$90</p> <ul style="list-style-type: none"> ✓ Weekly cleanings ✓ No contracts ✓ Cancel anytime 	<p>CURBSIDE — SCOOP SOLUTIONS — PET WASTE REMOVAL (386) 999 - 4292</p>	<p>Premium Service (Scoop + Sanitize/Deodorize)</p> <p>\$156 - \$100</p> <ul style="list-style-type: none"> ✓ Weekly cleanings ✓ No contracts ✓ Cancel anytime
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\$50 donated to Daytona Dog Beach 🐾

curbsidescoops.com/dogbeach 🐾

Commercial services available - Free assessments

Home-Buying Win That Gives Back!

We're excited to share a paw-some offer from our Sponsors, Faye & Amy Potter of Adams, Cameron & Co. Realtors! When you reference Daytona Dog Beach, Inc. and successfully close on a home with Faye and Amy, they will donate \$500 to Daytona Dog Beach, Inc.

That means:

- ✓ You find your dream home
- ✓ You work with trusted, dog-loving realtors
- ✓ Our dog beach community benefits
- ✓ It's a win-win-win for people, pups, and our beach!

Reach out to Faye & Amy Potter & mention you saw them through Daytona Dog Beach, Inc.



**Tater & Slim
Paw-sitively
Recommend
Faye & Amy**



**Faye and Amy Potter
Adams, Cameron & Co. Realtors
386-310-7787**



**Seabreeze
FINE JEWELRY**

Lyle Trachtman
Graduate Gemologist - GIA

(386) 252-6135

529 Seabreeze Blvd.
Daytona Beach, FL 32118



Searching for a paw-feet gift for someone special?

Seabreeze Fine Jewelry presents *"Paws in the Sand"* a gorgeous diamond jewelry set.

As generous, dog loving, sponsors, they will be donating 15% of the sale to Daytona Dog Beach Inc.

This thoughtful gesture will not only honor and delight the recipient, but also support our dog friendly beaches.

Community Partnerships

Elevate your connection to our dog-friendly beach with our uplifting merchandise.

Available at:

**Nicole's Beach Street Mall,
140 N Beach Street, Daytona Beach**

Experience the thrill of finding perfect gifts for yourself or others!

Long sleeve, racerback and tanks for women.

Tanks and long sleeve for men

Hats and Visors

Fun and useful gifts for all!



Volusia County High Schools

Daytona Dog Beach Inc. is now partnering with Volusia County Schools and is able to provide volunteer opportunities for high school students. Our nonprofit tracks hours for those who might be pursuing community service hours for scholarships or other opportunities that require or acknowledge them.

Students will be able to fit their volunteer time into their school, extracurricular and/or work schedules, providing lots of flexibility. We also encourage volunteering with friends or family, although that is not mandatory.

Our initial volunteer options revolve around beach cleanups, but we hope to expand options to include other needs within our nonprofit.

**Volunteer with
Daytona Dog Beach, Inc.**

Are you passionate about pups and protecting our beautiful beaches? Daytona Dog Beach needs YOU! Whether it is helping at events, keeping our shoreline environmentally sound, or spreading awareness, your support makes all the difference.

Volunteering is fun, rewarding, and a great way to connect with fellow dog lovers in our community. Plus you'll get plenty of fun toys and happy backs to rub!

We track volunteer hours and will work with you to meet community service requirements. For questions, email volunteer@daytonadogbeach.org or go to www.daytonadogbeach.org.

The Volusia County School Board is not affiliated with these events/programs in any manner, our sites, it endorse or assume any responsibility for any activities which may occur, it connects with them.

Volunteer alone or with others, depending on personal preference and your schedule.

What's required? Sign-up here.

volunteer@daytonadogbeach.org



Coastal Recreation New Dog Beaches Provide More Room to Roam

After an overwhelmingly successful 18-month pilot project in Ormond Beach, the Volusia County Council voted in April 2025 to permanently establish a designated dog-friendly beach area between Millsap Road and Rockefeller Drive. The decision followed impressive participation throughout the trial period, with more than 13,000 visitors choosing to bring their dogs to enjoy the shoreline. The pilot demonstrated that pet-friendly opportunities can thrive when paired with responsible pet ownership and clear safety expectations, making Volusia's beaches even more welcoming for families and dog lovers.

Building on that momentum, the County opened another dog-friendly beach in December, this one along a 1.7-mile stretch of Daytona Beach between the Williams Avenue and Seabreeze Boulevard ramps. The expansion reflects the County's commitment to enhancing coastal recreation and responding to the community's interest in inclusive outdoor spaces. The addition of dog-friendly beaches also positions Volusia County as a destination of choice for traveling pet owners, an audience that continues to grow nationwide as more families vacation with their pets. By offering clearly marked and well-managed dog-friendly zones, Volusia provides an experience not available in many coastal communities, encouraging visitors to explore local restaurants, shops, and attractions while they are here.

Article in
"State of the County"
Program

We were honored to attend the 2026 State of the County! It was especially meaningful to hear the recognition of initiatives that enhance our coastal lifestyle presented by County Commissioner **Troy Kent** – including the growth of dog-friendly beach opportunities. Seeing these spaces embraced at the county level reinforces what we've always believed: that pets are family, and they deserve safe, welcoming places to enjoy our beautiful shoreline.

Daytona Dog Beach Inc is proud to play a role in that vision – supporting responsible pet recreation, community engagement, and the economic vitality that comes from making Volusia County a destination for dog lovers. Moments like these remind us that collaboration between nonprofits, residents, and local leaders truly makes a difference.

In-Kind Sponsors are Paw-some!



DAYTONA BEACH



Nicole's Beach Street Mall

Eclectic Furniture & Home Decor



Racing's
NORTH TURN
Beach Bar & Grille
#1 Oceanfront Dining

About Us

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.



Daytona Dog Beach, Inc.

Founded 5-5-2021

1288 BelAire Drive, Daytona Beach, FL 32118

Email: info@daytonadogbeach.org www.daytonadogbeach.org

6 Tons of Trash Removed from Beaches!



From 11/1/2023 - 1/31/2026, our volunteers have collected 10,474 lbs of refuse from the shoreline along our Ormond and Daytona dog-friendly beaches.

When combined with the pounds gathered during multiple other beach cleanups, a grand total of **12,000 pounds** of litter has been banished from our beloved beaches since July 2021. **12,000 lbs = 6 tons!!!**

Our Paw Ambassadors and their pups continue to walk the beaches together, cleaning up the dog-friendly beaches in Daytona.

Please join our volunteer team and become a Paw Ambassador. Friends, Free Shirts, Fun Incentives, No Pressure, On the Beach, With or Without a Dog!

info@daytonadogbeach.org



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 sponsorship depending on your needs, interests and budget. Please contact us at info@daytonadogbeach.org for additional information.