

**FOR IMMEDIATE RELEASE**

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## **PRESS RELEASE: Secretary Byrd Designates Ormond Beach Main Street as Florida Main Street Program of the Month**

**TALLAHASSEE, FLA.** - Today, Secretary of State Cord Byrd announced that Ormond Beach Main Street, in Volusia County, has been designated the August 2024 Florida Main Street Program of the Month.

**“It is my pleasure to recognize the hard work and accomplishments of Ormond Beach Main Street,”** said Secretary Byrd. **“Over the last 30 years, Ormond Beach Main Street has transformed the community from one known solely for salt, sand, and speed, into a hub for homegrown businesses and pristine parks that honors the city’s rich and diverse history.”**

Native Americans, including the Timucua and other tribes, occupied and established thriving settlements in the area now known as Ormond Beach before the arrival of the Spanish and British on the Halifax peninsula. During the late 1700s and early 1800s, the area was further developed by sugar cane planters, ship builders and railroad magnates. The town was incorporated in 1880 and named Ormond in honor of James Ormond II, whose 18th century plantation was located north of town. In the 1830s, many of the plantations and mills near Ormond were destroyed during the Seminole Wars. Ormond’s development languished until after the Civil War and the arrival of railroads in the 1880s.

*Photograph provided by Kram Kran Photo*

With the building of the rail line to Ormond in 1886 and the first bridge over the Halifax River in 1887, tourism and residential activities began to flourish. In 1888, the Hotel Ormond opened with 75 rooms. It was later bought and expanded by railroad magnate Henry Flagler in 1890. By the early 20<sup>th</sup> century, Ormond Beach was the vacation home of millionaires and automobile manufacturers.

The idea for beach racing originated at the Hotel Ormond in 1902, when retired businessman J.F. Hathaway observed a bicycle race on the beach and noted the heavily packed sand would also be perfect for driving his automobile. The first race was

held in 1903, and for the next half century, the titles of “Birthplace of Speed” and “World’s Most Famous Beach” were synonymous with Ormond. “Beach” was added to the town’s name in 1950. Beach racing ended after the construction of Daytona International Speedway in Daytona Beach in 1959.

From its founding in 1995, Ormond Beach Main Street has worked to bring vitality and a fresh perspective to Ormond Beach, while retaining its small town feel and charm. The Main Street district includes seven remarkable small parks, an art museum, and five historical sites, along with a thriving restaurant scene and a host of galleries, shops, and services. Since the program’s inception, the Ormond Beach Main Street district has received \$107,941,905 in public and private investments. The district has also seen 173 net new businesses open, creating 1695 net new jobs. The program reports 22,471 volunteer hours served.

Over the nearly 30 years that Ormond Beach Main Street has been active, it has overseen the beautification of Granada Boulevard and created several major annual events and festivals that attract thousands of residents and visitors. It works closely with the City of Ormond Beach on area redesign and supervises the distribution of the town's Building Improvement Grants through its Design Committee.

In recent years, Ormond Beach Main Street has become an award-winning organization, with recognition for projects like the Ormond Beach Public Docks and the rehabilitation of numerous historic properties. In July 2024, Ormond Beach Main Street received Secretary of State Awards for Business Owner of the Year and Board Member of the Year, and its Executive Director has received the City of Ormond Beach’s Award for Civic Engagement for her work with the organization. “We are immensely proud to celebrate this honor with the entire community,” said Director Parker. “Together, our Board of Directors, volunteers, staff, local businesses, and civic partners all work tirelessly to make Historic Ormond Beach the beating heart of our town. It is because of their ongoing commitment and collaboration that we can create and maintain a place where people not only want to visit but want to spend their lives and grow their families.”

For more information on Ormond Beach Main Street, visit [OrmondBeachMainStreet.com](https://OrmondBeachMainStreet.com) or follow on [Facebook](#).

To learn more about the Florida Main Street program, visit [FloridaMainStreet.com](https://FloridaMainStreet.com) or follow on [Facebook](#) and [Instagram](#).

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### **About Florida Main Street**

Florida Main Street is a program administered by the Division of Historical Resources under the Florida Department of State, which currently oversees 55 communities throughout the state. By implementing the National Main Street Center’s Four-Point Approach, Florida Main Street encourages economic development within the context of historic preservation through the revitalization of Florida’s downtowns – the community’s heart and soul.