



FOR IMMEDIATE RELEASE

Daytona Aquarium & Rainforest Adventure Coming to Daytona Beach

Daytona Beach, Florida, August 23, 2023 – Cliff Grosvenor has had a passion for animals since he was a kid. Realizing his dream to open a zoo or an aquarium has become reality through his dedication and hard work. In 2018 Grosvenor saw his vision first come to life when he opened the Electric City Aquarium in The Marketplace at Steamtown, which was a mall in need of revamping, at the time.

“Our first location, the Electric City Aquarium, in Scranton, has an incredible following in northeastern Pennsylvania, and is helping to revitalize the mall where we built it. Our goal is to educate and entertain the public, and we love the Daytona area so we are excited to expand to this community,” says Daytona Aquarium & Rainforest Adventure Owner, Cliff Grosvenor.

The 55,000 s.f. Daytona Aquarium & Rainforest Adventure will be located at the highly visible corner of Nova Road and International Speedway Blvd, in the Daytona Mall. The Daytona Aquarium will be completed in phases, with the opening of Phase 1, projected by the end of 2023, to include a 100,000 gallon shark tank, a 12,000 gallon stingray touch pool, many salt and fresh water exhibits along with reptile exhibits.

“The Daytona Aquarium & Rainforest Adventure will be a strong addition to our destination’s growing list of attractions, both for local families and visitors alike,” adds Lori Campbell-Baker, APR, CDME, Executive Director, Daytona Beach Convention & Visitors Bureau. “Its central location on International Speedway Blvd at Nova Road is perfect – and it ties together Tusawilla Park and the zip lines with the Museum of Arts & Sciences, the Cici & Hyatt Brown Museum of Art and other Midtown treasures.”

Phase 1 community impact projections include a \$3.5 million capital expenditure and 30-40 jobs created. Phase 2 construction, which will start immediately after opening, will include a rainforest and snake den, and is expected to take 6-8 additional months to complete with an additional capital expenditure of approximately \$1 million.

“The Daytona Aquarium will be offering internships to local college students, and a rewarding work environment. We will be helping to raise funds for different conservation organization’s like we have done in the past at Electric City Aquarium. Our mission is to enthusiastically raise awareness for all the world’s aquatic, reptile and mammal life,” Grosvenor adds.

“I applaud Mr. Grosvenor’s vision to transform an empty store in the Daytona Mall into a lively family friendly attraction, which combines entertainment and education. I think it will be a popular venue for people of all ages in the heart of Daytona Beach, and I look forward to bringing my family to visit,” said Daytona Beach Mayor Derrick L. Henry.

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“News of this project has sparked great enthusiasm in the community and is exceeded only by the passion Cliff Grosvenor has for bringing the Daytona Aquarium & Rainforest Adventure to Volusia County,” says Keith Norden, President & CEO, Team Volusia EDC. “The Daytona Aquarium’s investment in our community will draw both residents and visitors, and help raise the profile of Volusia County as a great place to live and work.”

“The Daytona Aquarium and Rainforest Adventure will be a great family-friendly destination for Volusia County residents and visitors alike,” said George Recktenwald, Volusia County Manager. “We’re grateful for the capital investment in Volusia County and the new jobs it will create for our community.”

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About Team Volusia Economic Development Corporation (Team Volusia EDC)

Team Volusia EDC is a public/private not-for-profit corporation founded in 2010 whose primary mission is to market and recruit business from outside the area to Volusia County. An autonomous entity, the organization is a valuable part of the economic development delivery system and works in partnership with state and county agencies, municipalities, chambers of commerce and other resource partners to achieve economic development goals for Volusia County.