

# **Ormond Beach Economic Development Forum**

**June 28, 2010**

- 
- Ormond Beach Economic Development Initiatives
  - Ormond Beach Chamber Initiatives
  - Audience Participation
  - Awards
  - Survey Form

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# City of Ormond Beach

## Economic Development Initiatives

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➤ Implementation 5-year Strategic Plan developed by a diverse group of City and County citizens in 2006

➤ Goals of the Plan:

➤ To be proactive in business **retention, expansion, and attraction.**

(Public and Quasi-Public Economic Development Agencies do not create or retain private sector jobs. Rather, they work to provide an environment and support for businesses to locate or expand in a particular community).



# City of Ormond Beach

## Economic Development Initiatives

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- To develop strategies for retaining businesses and jobs:

Defining job retention:

*Due to acquisitions, mergers, consolidation, or reduction in business activity, companies indicated or began exploring some level of possible plant relocation or consolidation to a business division in another area of the country.*

- To maintain/expand the tax base and resident wealth
- To manage Airport Business Park/Municipal Airport
- To facilitate quality commercial and industrial development



# Business Retention Strategies For Success

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- Business visitation program
- Business incentives
  - Local property tax exemption program (extended by legislature in 2010)
  - State corporate income and sales tax credits
  - CBE, employment training grants
- Ombudsman for expansion projects

# Business Retention Strategies

## Business Visitation Program

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Build relationships/trust with local businesses



Examples of “Economic Gardening” (retain and grow)



# Business Attraction Strategies For Success

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- Site selection criteria - Area Development Magazine
- Recruitment of prospective businesses “economic hunting” to Ormond Beach is a partnership effort that requires a high degree of marketing and patience.
- Develop multi-level marketing approach to capture leads
  - Ormond Beach – marketing packet and website, incentive material, referrals to capital financing, availability of commercial/industrial space
  - Partners: Ormond Chamber, Main Street, Volusia County, VMA, TVEDC, Enterprise Florida website, trade shows, literature
  - Local real estate community– First point of contact for prospective leads



# Business Attraction Strategies For Success

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- Streamline permitting process
- Incentive programs, mainly Enterprise Florida
- Local Ombudsman services
- Facilitate creation of commercial and industrial sites for future growth:
  - Airport Business Park
  - Ormond Beach Municipal Airport
  - Ormond Crossings

# Managing and Growing City's Economic Development Assets Airport Business Park



# Managing and Growing City's Assets

## Ormond Beach Airport





## Economic Development Activity FY06 - FY09

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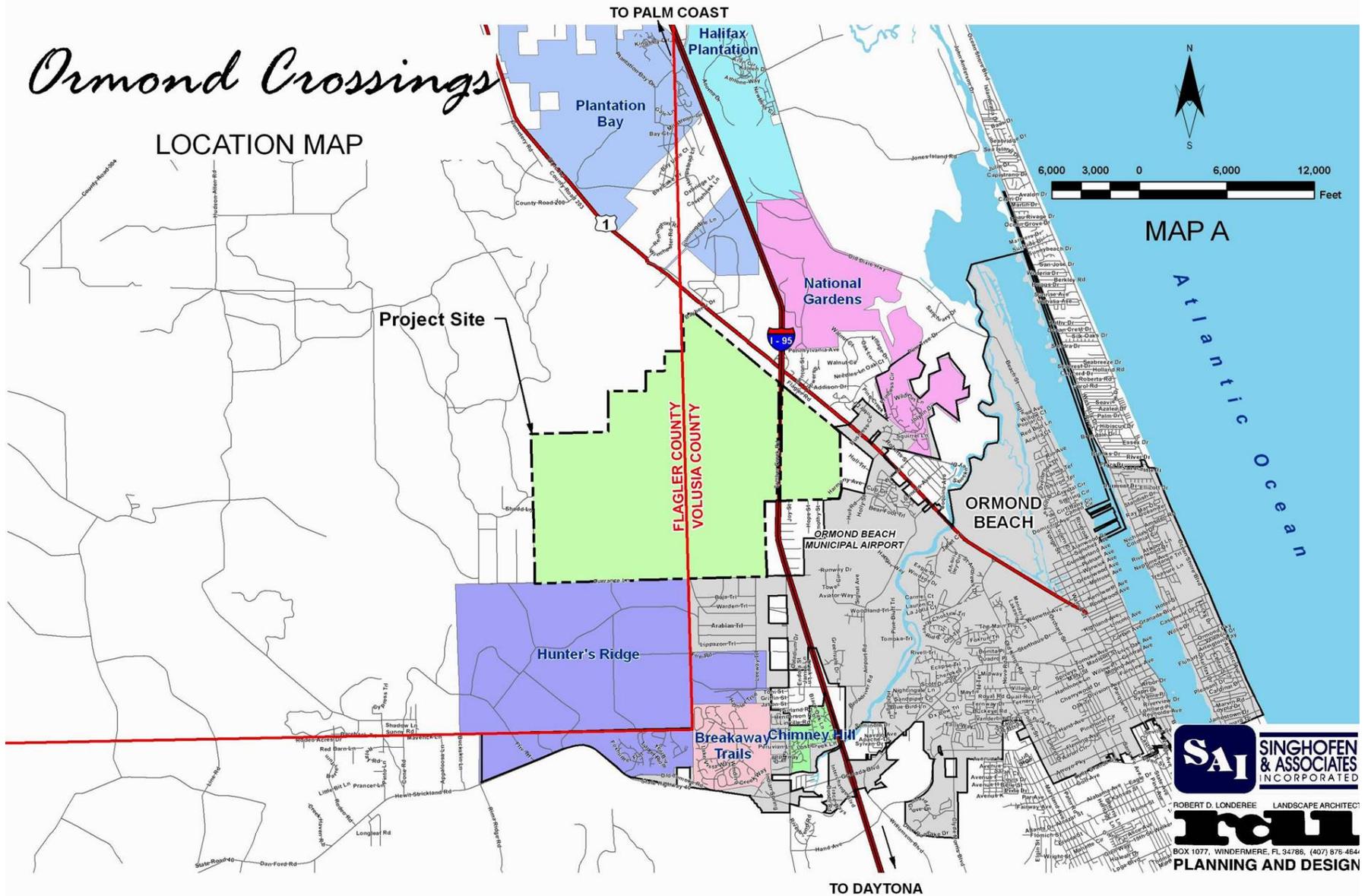
1. Land sales/leases	<b>\$760,000</b>
2. Construction	<b>138,000 sq. ft.</b>
3. Industrial building/plant capital investment	<b>\$18,000,000</b>
4. Employment related to new, expanded, retained businesses	<b>850 Jobs</b>
5. City Airport/Business Park Grants	<b>\$2,480,000</b>

Note: Above measures do not include indirect benefits, construction employment, employment multipliers 2.5x, property taxes, utility taxes, or franchise fees from above related economic development initiatives.



# Ormond Crossings

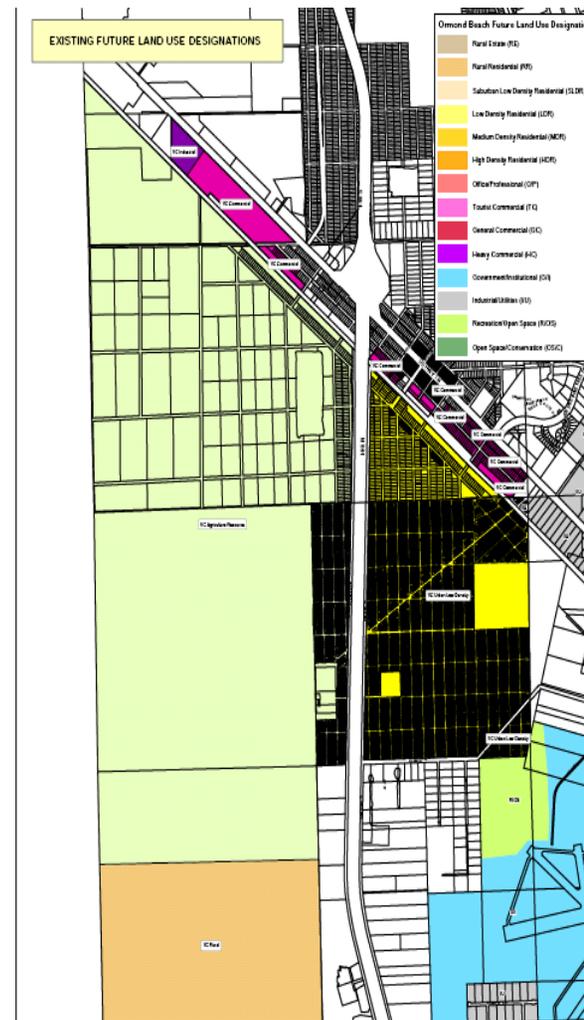
## LOCATION MAP



**SAI** SINGHOFEN & ASSOCIATES INCORPORATED  
ROBERT D. LONDEREE LANDSCAPE ARCHITECT  
**roll**  
BOX 1077, WINDERMERE, FL 34786, (407) 876-4844  
PLANNING AND DESIGN

# The Property Location and History

- **Approximately 3,000 acres located along north US 1 straddling both sides of 1-95**
- **Platted as National Gardens 1921 plat**
- **Eliminates thousands of substandard lots and right-of-ways**





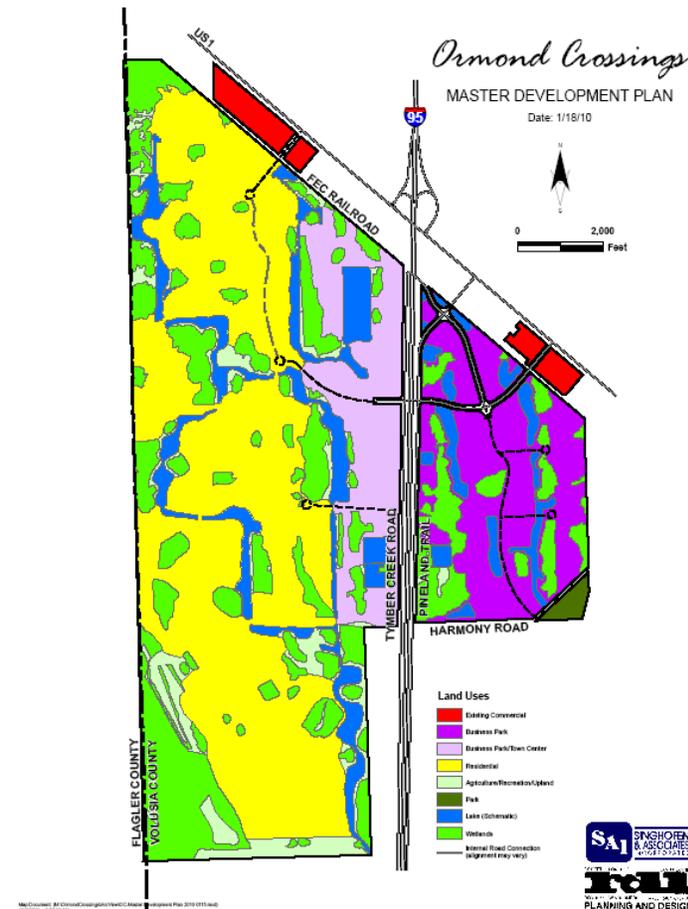
# Ormond Crossings

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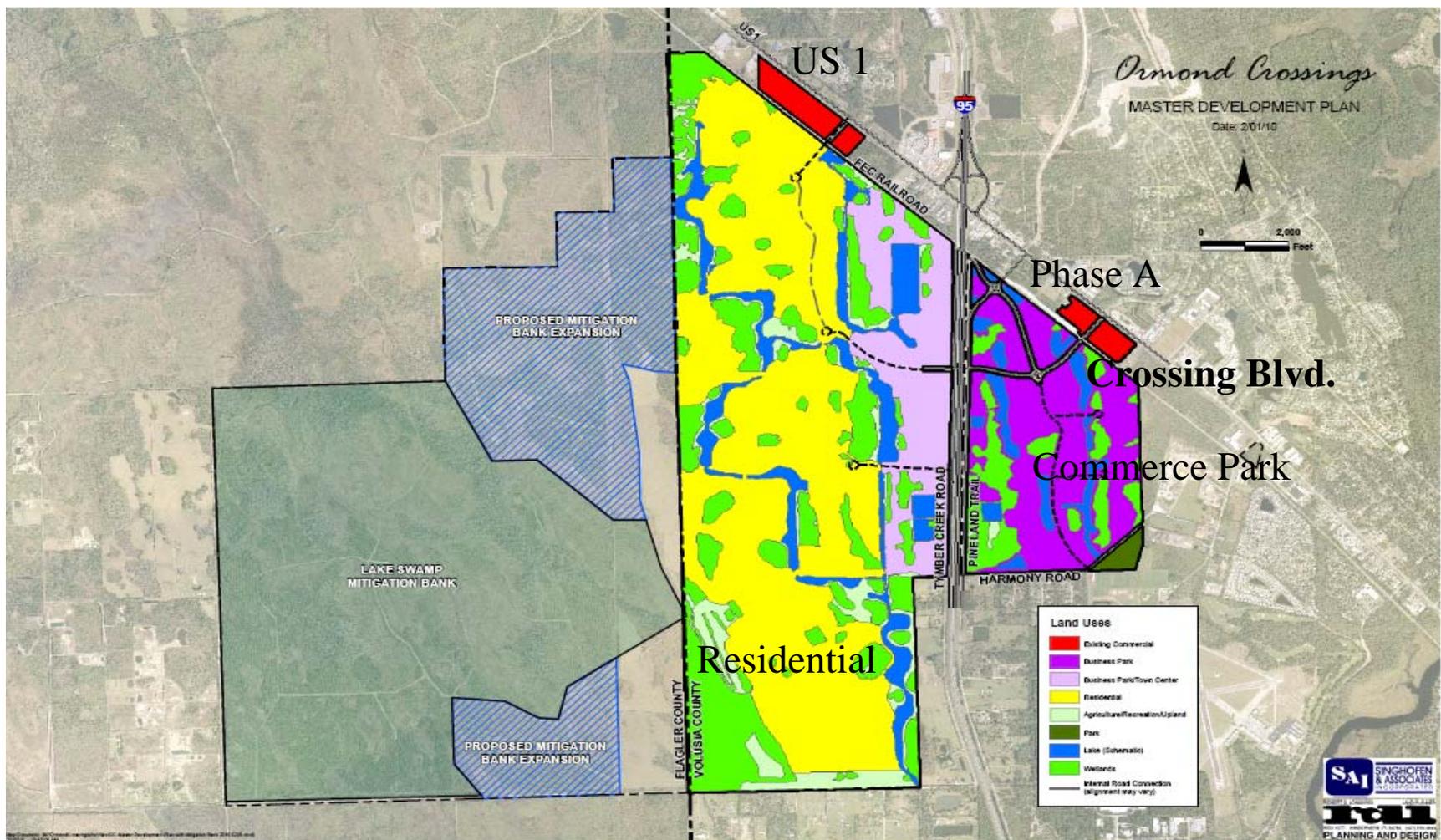
- **2010:**
  - Resolved transportation/land use issues with Florida Department of Transportation, Department of Community Affairs, and Volusia County
  - Plans revised to conform to Florida Growth Management laws adopted in September of 2009
  - Approval by City Commission, Volusia County, and DCA of comprehensive plan, development agreement, and community redevelopment plan

# The Plan for Ormond Crossings

Land Use	Proposed Total	
	Sq. Ft.	Units
Retail Commercial	200,000	
Office	900,000	
Business/Flex-space	350,000	
Industrial	800,000	
Storage	240,000	
Warehouse/Distribution	560,000	
Public/Institutional	165,000	
Residential in Ormond		2,950
US 1 Frontage (estimate)	1,655,000	
<b>Total</b>	<b>4,870,000</b>	<b>2,950</b>



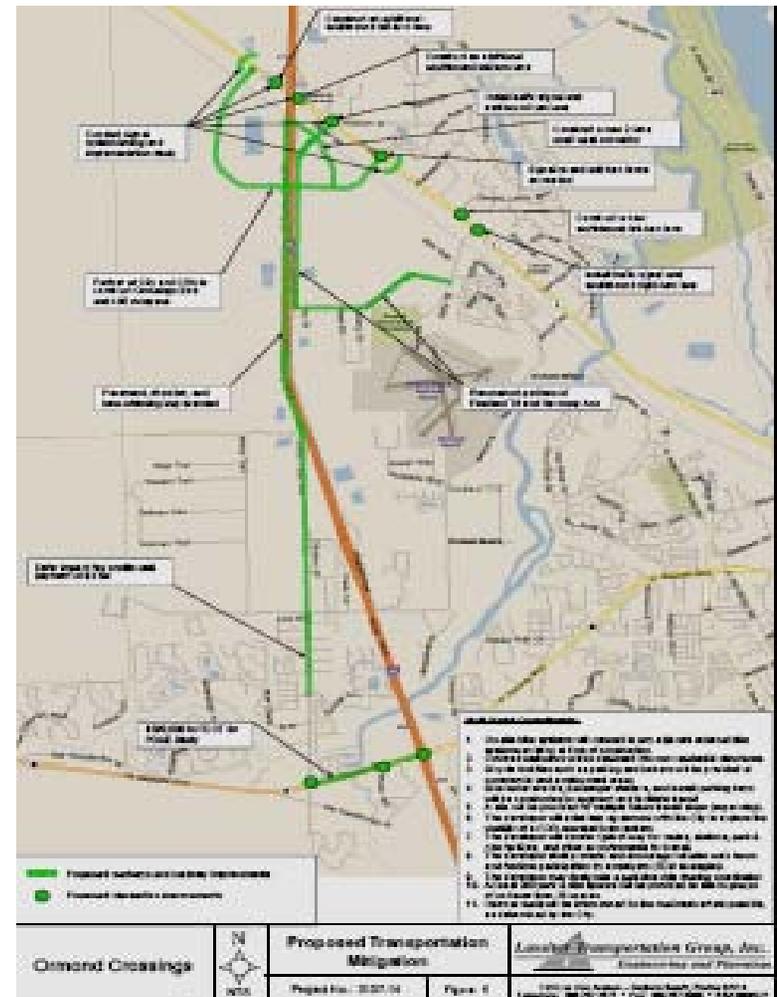
# Final Plan for Ormond Crossings



# Ormond Crossings

## Summary of Developer Required Improvements

- Over **\$56,000,000** in Developer improvements to City/County/State roads including:
  - A portion of Tymber Creek, Pineland Trail, Harmony, Hull Roads
  - intersection improvements along north US1 and I-95 interchange
  - ramp improvements at 1-95 interchange
- Multi-modal transit improvements including Votran bus routes and shelter
  - pedestrian walkways and bike paths
  - possible tram system connecting businesses and residential areas
- Expansion of sewer, water, and electrical utilities





# Ormond Crossings

## Summary of Developer Required Improvements

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- Provides land and improvements for over **62-acres** of parks and recreational facilities including sports fields
  - football, soccer, baseball, basketball, tennis, etc.
  - 17-acre “triangle” parcel at Airport Sports Complex is deeded to the City free
  - community centers
  - trails systems
  - playgrounds with shelters
- New elementary school site
- Utilize “Green” development standards for all residential uses, and where practical, industrial/commercial uses



# Ormond Crossings

## Employment and Economic Benefits

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***Employment Benefits*** (projected @ build-out)

New direct permanent jobs	11,000
Construction jobs	2,500

<b><i>Economic Benefits</i></b>	<b><u>2004</u></b>	<b><u>Projected @ build-out</u></b>
Taxable property valuation:	\$490,000	\$1.7 Billion

Property Taxes:

Annual (City)	\$ 6 Million
Cumulative (City)	\$ 56 Million
Cumulative (County)	\$101 Million
Franchise Fees - Annual (City)	\$ 2.2 Million
Cumulative (City)	\$ 36.7 Million
Impact Fees/other Cumulative (City)	\$ 23 Million

Notes: (1) The property taxes in 2004 included all taxing districts. (2) A portion of the Ormond Crossings tax revenue is proposed to be used for construction of Segment 1 of Crossings Boulevard (maximum of \$8 million city/\$4 million county). (3) Property Values were assumed to increase an average of 2% annually.

# Ormond Crossings Fiscal Impact Summary

## Gross Taxable Property Value

	<u>Current - entire City</u>		<u>Ormond Crossings @ build out</u>	
Residential	\$2.8 Billion	<b>75%</b>	\$745 Million	<b>45%</b>
Commercial/Industrial	\$770 Million	<b>25%</b>	\$962 Million	<b>56%</b>

## Projected Cumulative Revenue Ormond Crossings @ Build out (In millions)

	<u>Property taxes</u>	<u>Franchise Fees &amp; Utility taxes</u>	<u>Total</u>	<u>%</u>
Residential	\$24.5	\$ 9.9	\$34.4	37%
Comm./Industrial	<u>\$31.5</u>	<u>\$26.8</u>	<u>\$58.3</u>	<b><u>63%</u></b>
Total	\$56.0	\$36.7	<b>\$92.7</b>	100%

Note 1: Includes a deduction of \$8 million in CRA funds generated from the development to be used to build Segment 1 of Crossings Boulevard

Note 2: At no point over the build-out period does the cumulative fiscal impact of CRA reach a deficit



# Ormond Crossings - Next Steps

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Continue our partnership with Tomoka Holdings to complete Phase A of Commerce Park:

- Prepare PMUD/zoning and other local land use plans
- Procure wetland, wildlife, and water quality permits from state and federal agencies
- Plan and construct roadways/utilities
- Market and sell sites for construction



# Ormond Crossings Commerce Park

## TARGETED INDUSTRIES

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- Medical Product Manufacturers
- Aviation/Avionic Product Manufacturers
- Marine/Recreational Product Manufacturers
- Automotive Manufacturing
- Research Development/Manufacturing
- “Green”/Sustainable Industries (Wind/Water and Solar companies)



## 2010 Economic Development Goals/Initiatives

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1. Retain industrial businesses through visitation program and assist with expansion projects
2. **Collaborate** with economic development **partners** to market & attract out-of-state businesses/visitors to the City
3. Work with Tomoka Holdings to complete following:
  - Land use regulations and design standards
  - Infrastructure for Commerce Park
  - Promote, market, and recruit businesses to Commerce Park
4. Develop/Implement Main Street economic development initiatives
5. Assist local businesses with city permitting related issues



## 2010 Economic Development Goals/Initiatives

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6. Manage City's Business Park Municipal Airport including:
  - Market and sell remaining lots in Airport Business Park
  - Lease remaining parcels at SE Quadrant
  - Complete RFP process to master plan/develop SW Quad property
  - Manage noise abatement program
7. Work with hospital management/realtors to facilitate reuse of Florida Hospital-Memorial Division property
8. Create an Ormond Beach industrial property inventory/prospect database
9. Develop business assistance programs w/Ormond Chamber
10. Update City's Economic Development Strategic Plan



# Ormond Beach Chamber of Commerce Economic Prosperity Initiatives

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- Economic Prosperity Committee sub-committees to be created:
  - Small Business Assistance: to partner with SCORE, CBE, SBDC/Daytona State College, local banks to provide resources for small businesses in Ormond Beach
  - Ormond Beach Business Recruitment Team: to assist City staff in targeting recruitment for commercial and industrial opportunities and marketing available properties
- Continue Main Street Partnership through coordinated marketing opportunities and a business visitation program



# Ormond Beach Chamber of Commerce Membership Initiatives

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- Continue to develop new recruitment strategies
- Continue to develop new retention strategies
- Continue to enhance member benefits
- Improve member recognition and achievements



# Ormond Beach Chamber of Commerce Marketing Initiatives

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- Continue to “brand” the Chamber, include logo and website on everything, design a consistent look
- Improve email communications
- Explore other advertising media, radio and television
- Drive more traffic to the Chamber website
- Embrace all areas of social media networking

# Audience Participation

## Questions, Suggests, Comments





# Investment in Ormond Beach Certificates of Appreciation

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- Renovation/Construction Project
- Business Retention/Expansion Projects (2)
- Planned Economic Development Project

# Renovation/Construction Project Spinnaker Resorts – “The Royal Floridian”

Direct Investment: **\$16 million**

Rooms: **115 Current/53 new**



# Business Retention/Expansion Project Hudson Technologies Company

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Capital Investment: **\$2.4 Million**



Business Retention/Expansion Project  
Playtex Manufacturing, Inc.  
Division of Energizer Personal Care

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Capital Investment: **\$8.8 million**



# Planned Economic Development Project “Ormond Crossings”-- Tomoka Holdings, LLC

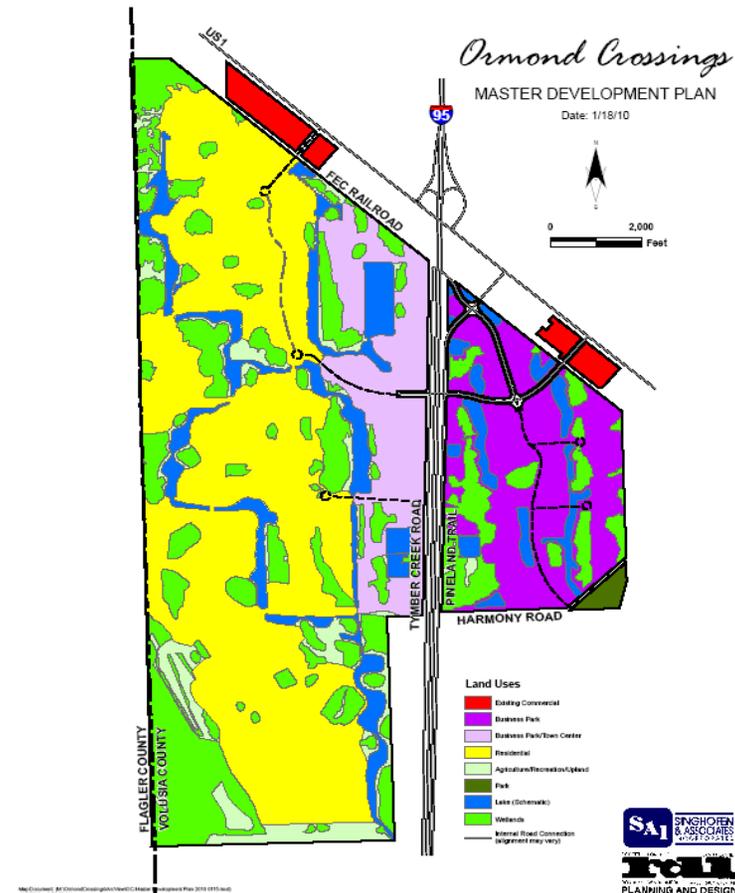
Investment in planning/permitting:  
**\$7,250,000**

## Projections @ build-out

Employment:  
**11,000**

Infrastructure improvements:  
**\$56 million**

Property valuation:  
**\$1.7 billion**



# Survey Form

- Please fill out form and leave at the table



FORUM ON ORMOND BEACH ECONOMY  
JUNE 28, 2010  
VOLUNTEERS/SURVEY FORM

Your business is (check one):

- Real Estate
- Banking
- Insurance
- Retail
- Industrial
- Hospitality
- Non-Profit
- Other

Economic Prosperity sub-committees (Interest in serving, check one or more).

- Marketing Program
- Small Business Assistance Program
- Industrial Recruitment Team
- Commercial Recruitment Team
- Available Property Data Base

What more could the City do to help your business succeed?

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What more could the Chamber do to help your business succeed?

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Name Phone email address

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