

# DOING BUSINESS IN ORMOND BEACH



## ORMOND BEACH CHAMBER OF COMMERCE

165 W. Granada Boulevard  
Ormond Beach, FL 32174  
[www.ormondchamber.com](http://www.ormondchamber.com)



## ORMOND BEACH ECONOMIC DEVELOPMENT

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(386) 532-1680  
**DeLand**  
(386) 738-0260  
**Orange City**  
(386) 456-1046  
**Ormond  
By The Sea**  
(386) 441-1785

**LAKE**

**Citrus Tower**  
(352) 243-1818  
**East Clermont**  
(407) 656-6676  
**SEMINOLE**  
**Rinehart Road**  
(407) 688-8890  
**South Sanford**  
(407) 330-3025

**ORANGE**

**Vista Lakes**  
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&**

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Rafael Ramirez, Jr, Pres/CEO  
330 North Nova Road  
Ormond Beach, FL 32174  
Ph: 386-672-3003

Melinda Ferris, VP/Br Mgr  
330 North Nova Road  
Ormond Beach, FL 32174  
Ph: 386-672-3003

Jacki Leonard, AVP/Br Mgr  
405 Dunlawton Avenue  
Port Orange, FL 32127  
Ph: 386-304-6577



[www.eastcoastcommunitybank.com](http://www.eastcoastcommunitybank.com)



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## CITY OF ORMOND BEACH

P.O. Box 277 • 22 South Beach Street • Ormond Beach, FL 32175-0277  
(386) 676-3204 • Fax (386) 676-3330 • [costello@ormondbeach.org](mailto:costello@ormondbeach.org)

Fred Costello  
Mayor



Dear Reader:

Welcome to the City of Ormond Beach, on Central Florida's magnificent east coast.

For more than 120 years, Ormond Beach has been known as an outstanding place to live, work and invest. Today, Ormond Beach is home to 37,000 residents who value the miles of pristine rivers, forests and beaches that make us unique.

Located near the crossroads of Central Florida's High Tech Corridor—Interstate 95 and Interstate 4, Ormond Beach has its own municipal airport and is also served by Daytona Beach International Airport, Orlando International Airport, Orlando Sanford International Airport and Jacksonville International Airport. Deepwater ports in Jacksonville and Port Canaveral are convenient for businesses shipping products globally. Rail service via Florida East Coast Railway makes Ormond Beach even more accessible.

Ormond Beach offers several light industrial and office parks including the Ormond Beach Airport Business Park & Airpark. Ormond Crossings, a master planned multi-faceted community at the north end of the city promises to become a major commerce center and a handsome port of entry to Volusia County.

Ormond Beach has become known as **Central Florida's Preferred Business Address** for its remarkable quality of life and its healthy business climate. Dozens of companies headquartered in Ormond Beach produce products known the world over for quality and reliability. These companies are able to compete in global markets with the support of a pro-business city government, a strong labor force, outstanding transportation, timely and efficient training, outstanding public and private schools, and great hospitals and medical facilities.

It is a pleasure to provide you with this guide to "Doing Business in Ormond Beach" and the City welcomes your commerce. You'll see why Ormond Beach is Central Florida's Preferred Business Address!

Mayor Fred Costello



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165 W. Granada Boulevard • Ormond Beach, Florida 32174 • Telephone (386) 677-3454 • Fax (386) 677-4363  
<http://www.ormondchamber.com>

Dear Reader:

Thank you for your interest in "Doing Business in Ormond Beach".

Ormond Beach provides unlimited opportunities for success. Companies and their employees profit from a relatively low cost of living, steady economic growth and the benefits of well-planned development. It's a community with a talented and diverse workforce. The business environment provides prime opportunities for corporate headquarters, distribution centers, high-tech and light industrial firms.

Our City leaders recognize the need to balance quality of life issues with the need to grow our economy, which in turn will allow our residents to prosper. We in the Chamber are active partners with government officials, city staff, civic and environmental groups and most importantly, our residents to ensure that this delicate balance is maintained. We all value a sense of family in Ormond Beach that is lost in many other communities.

The Ormond Beach community is proud of its pro-business government, educated labor force, access to transportation, quality schools, a near-by technology center, colleges and universities, outstanding hospitals and business and air park. Our well kept residential areas with competitive housing costs, abundant shopping and fine dining, and admirable quality of life combine to make Ormond Beach a preferred business address.

Sincerely,

A handwritten signature in black ink that reads "Claire Hunter". The signature is written in a cursive, flowing style.

Claire Hunter  
President

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# Introduction

The City of Ormond Beach and the Ormond Beach Chamber of Commerce are pleased to provide this guide to **“Doing Business in Ormond Beach”**. The objective of this business resource guide is to provide individuals and business owners with a document that assists them in identifying City, County and other government and private organizations involved in the permitting process. This booklet also includes a section on locating business research sources, as well as information on creating a business plan and running your own business.

The information provided in this guide enables individuals to have a better understanding of the City of Ormond Beach regulatory process and to highlight business development programs available through the economic development organizations of the City and Volusia County.

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**“Doing Business in Ormond Beach”** includes a description of the various City departments, their locations, telephone numbers, general hours of operation, and persons in charge of the departments. The Handbook is arranged in the following sections:

- I. A description of the Ormond Beach Chamber of Commerce
- II. A listing of City commissions, departments and boards
- III. Other resources for information and assistance
- IV. A business development guide

For recommendations regarding commercial insurance carriers, commercial realtors, contractors, computer information, legal services, employment services, employee leasing, accounting, telephone equipment and other needs of your business, please contact the Ormond Beach Chamber of Commerce at **(386) 677-3454** or by email at **obccinfo@ormondchamber.com**.

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## Section I. Ormond Beach Chamber of Commerce

### Mission Statement

The Ormond Beach Chamber of Commerce is organized for the purpose of advancing the commercial, residential, industrial, civic and general interest of the City of Ormond Beach and its trade area. Our Chamber is comprised of over 900 businesses and individuals who are dedicated to achieving this commitment.

Most importantly, the Ormond Beach Chamber is people. People just like you. People who realize that through the Chamber they can accomplish collectively what not one of them can do individually. The strength of the Chamber lies in attracting the greatest number of members, creating a pool of resources from which can be drawn ideas, energy, finances and networking opportunities.

It is an important and exciting time for the Ormond Beach Chamber of Commerce as we move forward as a united City. Contact us at [obccinfo@ormondchamber.com](mailto:obccinfo@ormondchamber.com) or at (386) 677-3454 or visit us online at [www.ormondchamber.com](http://www.ormondchamber.com). Our office is located at 165 W. Granada Blvd.



### INVOLVEMENT OPPORTUNITIES

Ambassadors Club  
Beautification Awards  
Economic Prosperity Committee  
Mayor's Golf Tournament  
Business Sparklers (Business After Hours)  
Coastal Communities Tourism Roundtable

Advertising  
Community Events  
Education Committee  
Membership Advisory Committee  
Ormond Leadership Seminar  
Networking/Leads Groups

## Chamber of Commerce 2007 Board of Directors

<b>President</b>	Claire Hunter	Claire Hunter Realty Inc.	453-8433
<b>Vice President/Economic Prosperity</b>	John Adams	Adams Cameron & Co. Realtors	253-8044
<b>Secretary-Treasurer</b>	Paul Elliott	Colonial Bank	672-5100
<b>Vice President/Community Development</b>	Brent O'Quinn	Allstate/Tom O'Quinn Agency	673-9111
<b>Vice President/Membership Services</b>	Tony Capozzi	Extra Care Inc.	258-6335
<b>Vice President/Community Events</b>	Kent Jones	Bright House Networks	267-7589
	Mike DelNinno	Associate Member	846-1333
	Marion Flom	Hospice of the Palm Coast	615-7200
	Kent Jones	Bright House Networks	267-7589
	Paul Elliott	Colonial Bank	672-5100
	Gretchen McDonald	Cypress Coquina Bank	677-6966
	Maggie Scrabis Sacks	Ormond MainStreet	676-3329
	Lynn McCoy	Harpster Engineering	253-3241
	Pete DiLella	Personal Financial Planner	6792349
	Dick Jaffe	The Jaffe Corporation	673-3100
	Edgar Scott	Ormond Middle School	258-4667
	Patrick Opalewski	The Root Organization	671-4888
	Daniel Wolcott	Florida Hospital-Memorial Division	672-4161
<b>Ex-Officio Board Members</b>			
	Fred Costello	Mayor, City of Ormond Beach	677-0311
	Isaac Turner	City Manager, City of Ormond Beach	676-3200

## Economic Prosperity Committee

<b>Chairman</b>	John Adams	Adams Cameron & Co. Realtors	253-8044
	Joe Mannarino	City of Ormond Beach	676-3266
	Claire Hunter	Claire Hunter Realty, Inc.	453-8433
	Rafael Ramirez	The Commercial Bank of Volusia County	672-3003
	Mark Blanford	CypressCoquina Bank	677-6966
	Frank Mercer	Daytona Beach Community College	506-3000
	Lynn McCoy	Harpster Engineering	253-3241
	Joan M. Skirde	North Florida Financial Corp.	226-3020
	Ron Nowvskie	The Root Organization	671-4888
	Phil Maroney	The Root Organization	671-4888
	Patrick Opalewski	The Root Organization	671-4888
	Ed Schwarz	Schwarz Realty Group	258-0555
	Joseph DiSanti	Wachovia	254-7214
	Rick Fraser	Workforce Development Board	323-7076
<b>Executive Director</b>	Andrew J. Cripps	Ormond Beach Chamber of Commerce	677-3454

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## **Section II.**

# **Guide to City of Ormond Beach City Commission, Boards, and Departments**

### **City Commission**

The five-member Ormond Beach City Commission is the elected legislative and governing body of the city. The Mayor and Commissioners' responsibilities include establishing policies; managing growth and land use; adopting an annual budget and tax rate; setting water-wastewater rates and other fees for city services; adopting local laws and ordinances; and selecting and overseeing the City Manager and City Attorney. Terms of office are two years. The current terms will end in January 2008.

Mayor	Fred Costello
Zone 1	Lori Gillooly
Zone 2	Troy Kent
Zone 3	Ed Kelley
Zone 4	Bill Partington

#### **Mailing address for Mayor and City Commission**

City Hall  
P.O. Box 277  
Ormond Beach, FL 32175

### **Office of the City Manager**

**Isaac D. Turner, City Manager**  
City Hall, 22 S Beach Street  
(386) 676-3200

Ormond Beach operates under a City Manager/Commission form of government, with the Mayor and four City Commissioners chosen by popular vote. Under their direction, the City Manager is the chief executive officer of the City who provides the executive leadership necessary to carry out the mission, goals, and policies established by the City Commission.

The City Manager's Office is responsible for appointment and removal of employees, operational and financial management, preparation and recommendation of an operating budget and capital improvements program, signing contracts on behalf of the City, and implementing and administering the directives of the City Commission within the parameters of the City Charter.

**Assistant City Manager**  
Theodore S. MacLeod, P.E.  
(386) 676 3203

**Secretary to City Manager**  
Jackie Burke  
(386) 676 3200

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## Economic Development Department

**Joe Mannarino, Economic Development Director**  
**(386) 676-3266**  
**mannarino@ormondbeach.org**

The Economic Development Office promotes development and redevelopment in Ormond Beach, including the Airport Business Park, downtown, and other areas within the community, and markets the City to prospective businesses and visitors. In addition, Economic Development staff is currently working closely with private property owners and City and County officials in the creation and development of a business park in the area along north US1 and Interstate 95.

Staff in the Economic Development Office works closely with the Chamber of Commerce and other business leaders and organizations, as well as state offices, i.e. Enterprise Florida, in an effort to support and encourage commercial and economic prosperity in the city.

## Fire Department Administration

**Chief Barry Baker**  
**(386) 676-3333**  
**baker@ormondbeach.org**

In addition to providing fire protection, rescue, hazardous material response/mitigation and emergency medical services within the city limits of Ormond Beach, the Fire Department is also required to inspect a proposed business location to verify that the building complies with the adopted Fire and Life Safety Codes. If the inspection of the business reveals Fire Code violations, it will be necessary to correct the problem before the occupational license can be approved.

## Police Department

**Michael Longfellow, Police Chief**  
**170 W Granada Boulevard**  
**386-677-0731**  
**OrmondPD@ormondbeach.org**

The Ormond Beach Police Department is responsible for patrol, traffic control, animal enforcement, criminal investigations, and enforcing the laws of the State of Florida and the Code of Ordinances of Ormond Beach. In May, 2002 the Ormond Beach Police Department received accreditation by the Commission for Florida Law Enforcement Accreditation, Inc., a designation which is renewed every three years.

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## Planning and Building Department

**Clay Ervin, Director of Planning and Building**  
22 S Beach Street  
(386) 676-3345  
ervin@ormondbeach.org

The Planning and Building Department is responsible for administering the City's Land Development Code, including site plan review and permitting of proposed development applications and inspection of residential and commercial development projects.

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**Michelle Gallagher, Chief Planner**  
(386)676-3341  
gallagher@ormondbeach.org

The Planning Department provides staff support of and liaison with the Planning Board and the Development Review Board, interpreting and processing amendments to the Land Development Code, coordinating the activities of the City's Site Plan Review Committee (SPRC), responding to informational requests from the public, liaison with Volusia County, and remaining up-to-date with Federal and State mandates and regulations that will affect development review and procedures.

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**Michael Garrett, Chief Building Official**  
(386) 676-3233 or 676-3234  
garrett@ormondbeach.org

The Building Inspections Division provides the following services: 1) review of all construction plans for residential, commercial and industrial construction, 2) issuance of building permits and 3) conducting building, plumbing, mechanical and electrical inspections for various types of construction within the City limits of Ormond Beach in accordance with the Florida building Code and other State and local laws.

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**Roger Gardner, Licensing & Permit Coordinator**  
(386) 676-3235  
gardner@ormondbeach.org

Occupational Licensing issues new occupational licenses, occupational license renewals and contractor registrations. Three different types of license applications are available online, as well as most of the permit applications and forms for buildings, plumbing, electrical, pool additions, renovations, tree removal and more.

The Building Department is required to inspect all proposed business locations to verify zoning requirements. Inspections are typically handled within 24 hours of the request.

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## Public Works Department

**Judy Sloane, P.E., Public Works Director/City Engineer**  
22 S Beach Street  
(386) 676-3301  
[sloane@ormondbeach.org](mailto:sloane@ormondbeach.org)

The Public Works Department provides leadership and guidance to oversee operations for six divisions that provide many of the vital services that residents and business owners rely on every day, including Engineering and Neighborhood Improvement.

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**John Noble, P.E., Deputy City Engineer**  
(386) 676-3302  
[noble@ormondbeach.org](mailto:noble@ormondbeach.org)

The Engineering Division provides services in three major areas including site plan review, permitting of proposed development applications, inspection of residential and commercial development projects; liaison with consultant engineers for the design and construction management for road, water and sewer, and other capital improvement projects; and contract management, survey and mapping, and computer aided design.

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**Joanne Naumann, Neighborhood Improvement Manager**  
501 N Orchard Street  
(386) 676-3352  
[naumann@ormondbeach.org](mailto:naumann@ormondbeach.org)

Neighborhood Improvement enforces the City's Land Development Code regarding land use and development regulations, sign usage and environmental code requirements.

## Water and Sewer Connections

**Water/Sewer Connections**  
Finance Department  
22 S Beach Street  
(386) 676-3209

Arrangements for water and sewer connections are made through the City's Finance Department, after appropriate permits have been issued by the Building Licensing and Permitting Office.

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## Meetings of Various Boards and Commissions

### **City Commission Meetings**

The five-member Ormond Beach City Commission is the elected legislative and governing body of the city. The Mayor and Commissioners' responsibilities include establishing policies; managing growth and land use; adopting an annual budget and tax rate; setting water-wastewater rates and other fees for city services; adopting local laws and ordinances; and selecting and overseeing the City Manager and City Attorney.

Meetings are ordinarily held on the 1st and 3rd Tuesdays of each month in Commission Chambers, Ormond Beach City Hall, 22 S Beach Street. Contact the City Manager's office for more detail.

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### **Planning Board**

The Planning Board acts as an advisory board to the City Commission and is responsible to prepare and recommend a Comprehensive Plan to the City Commission for adoption, and review and recommend changes as needed, as well as recommending principles and policies for guiding action affecting development in the City.

The Board meets on the second Thursday of each month in the City Commission Chambers. Contact the Planning Department for more detail.

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### **Development Review Board**

The Development Review Board acts as an advisory board to the City Commission and makes recommendations regarding applications for conditional use permits, planned developments, and subdivision plats, as well as other duties that may be assigned by the City Commission. The Board reviews proposed developments based on criteria in the Land Development Code. These criteria are designed to compare the impacts of the proposal on the environment, public facilities, and adjoining developments against the levels established within the City of Ormond Beach Comprehensive Plan.

The Board meets on the fourth Thursday of each month in the City Commission Chambers. Contact the Planning Department for more detail.

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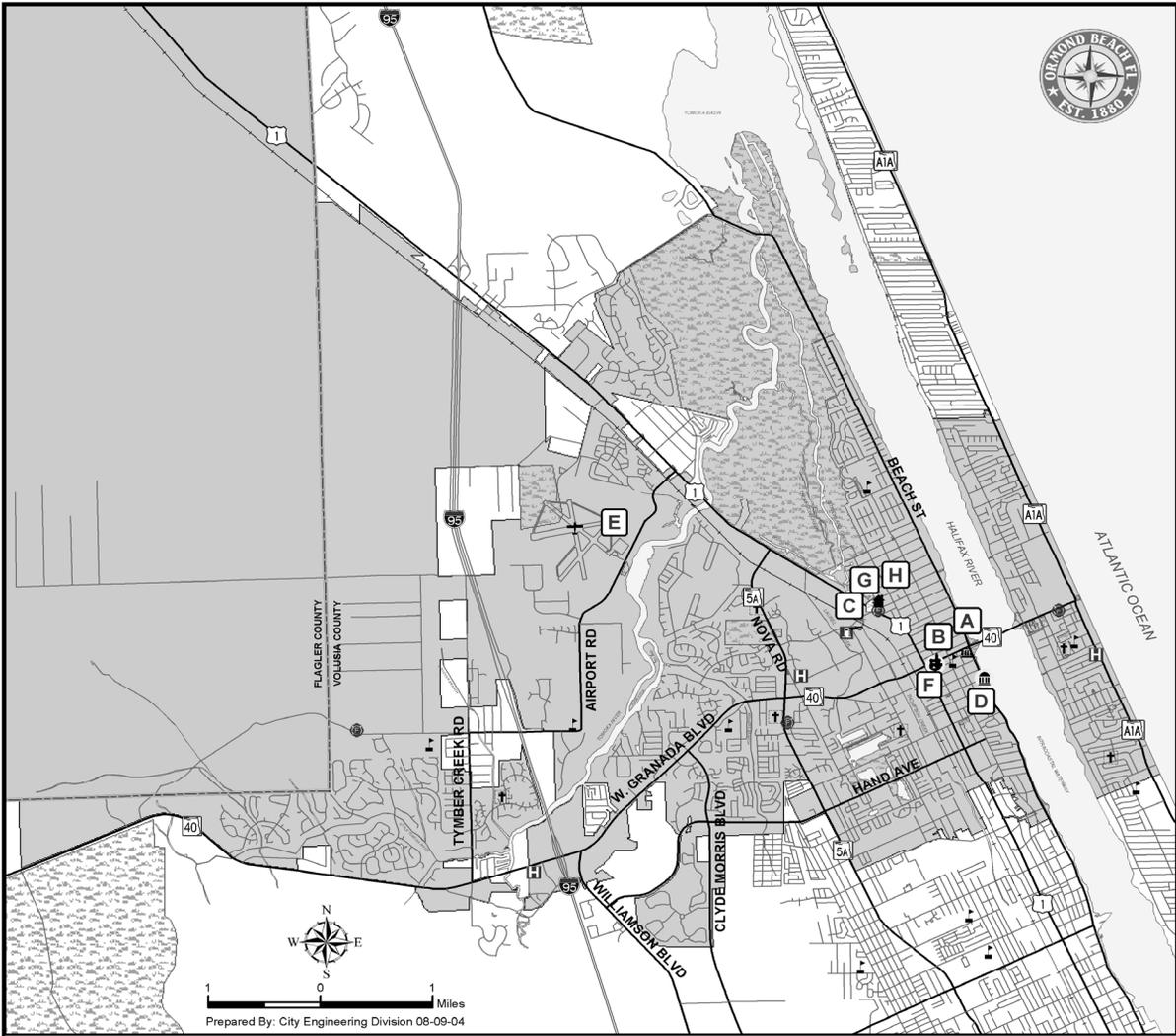
### **Site Plan Review Committee**

The Site Plan Review Committee reviews all site plans as required and makes a determination of the plan's acceptability and consistency with the land development regulations in existence at the time of the receipt of the site plans.

The Committee consists of representatives from Planning and Building, Engineering, Police, Fire, and Public Works Departments, and meets every Thursday. Contact the Planning Department for more detail.

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# Ormond Beach Map and Guide to City Facilities



Legend		ORMOND BEACH FACILITIES	
	CITY HALL	A) 22 S. BEACH ST	C) 501/550 N. ORCHARD ST
	CHAMBER OF COMMERCE	Mayor/City Commission Office	Public Works
	PW	City Manager	Fleet Maintenance
	FLEET	City Clerk	Water/Sewer
	LEGAL	Finance	D) 173 S. BEACH ST
	OBMA	Human Resources	Legal Department
	OBPD	Planning	E) 740 AIRPORT RD
	PAC	Engineering	Ormond Beach Municipal Airport
	SENIOR CENTER	Building/Permits	F) 170 W. GRANADA BLVD
	OB-FIRESTATION	Economic Development	Police Station
	SCHOOL	Management Information Systems	G) 399 N. US 1 HWY
	HOSPITAL	Fire Admin/Inspectors	Performing Arts Center
	CEMETERY	Library	Leisure Services
	PARKS	B) 165 W. GRANADA BLVD	H) 300 MELROSE AVE
	ORMOND BEACH	Chamber of Commerce	Senior Center

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## **Section III. Other Resources**

### **Business and Professional Associations**

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#### **Daytona Beach Community College**

**Small Business Development Center, Center for Business & Industry**  
**PO Box 2811 Daytona Beach, FL 32120-2811**  
**(386) 506-4461**  
**Frank Mercer, Director**

The Small Business Development Center, a division of the Center for Business and Industry, offers free business counseling, low-cost workshops and seminars, financing assistance and SBA Loan Guarantee Program information. The Center for Business & Industry offers programs, courses and seminars for workers seeking continuing education credits to maintain licensure or certification, as well as for employers seeking performance improvement services or job specific training for employees.

**Advanced Technology Center**  
**1770 Technology Blvd Daytona Beach, FL 32124**  
**(386) 226-4100**  
**Stanley Sidor, Executive Director**

The ATC is a state of the art facility that provides local residents with advanced technological training that meets the current and future needs of industry in the area. The ATC is designed to serve adult learners as well as high school students and college students who seek additional technological training or degrees.

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**Florida Economic Development Council, Inc.**  
**P.O. Box 3186, Tallahassee, FL 32315-3186**  
**(850) 201-FEDC**  
**[www.fedc.net](http://www.fedc.net)**  
**Tondra Matthews, Director**

The mission of the Florida Economic Development Council is to advance economic development in Florida and to enhance the professionalism of its members through education, interaction, and the exchange of information with business, government, and all other appropriate organizations.

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**Business Development Partnership**  
**126 E. Orange Avenue Daytona Beach, FL 32114**  
**(386) 255-0981**  
**[www.choosedaytona.com](http://www.choosedaytona.com)**  
**Robert Turk, Executive Director**

The Business Development Partnership was created to recruit and service companies wishing to locate or expand their business in the Halifax Area; to be a full and participating partner in the Chamber Alliance, which will perform a similar function throughout Volusia County; and to be a partner and assist all entities, both public and private, within Volusia County, in pursuing all aspects of economic development for Volusia County.

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**Ormond Main Street, Inc.**  
**PO Box 2917 Ormond Beach, FL 32175**  
**(386) 676-3329**  
**Maggie Scrabis Sacks, Executive Director**

Ormond Main Street, Inc. is a not for profit, volunteer-based organization established in 1995 to help insure

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an economically healthy downtown Ormond Beach. The “Main Street” district includes Granada Boulevard from Orchard Street to A1A, Vining Court, New Britain Avenue, and Tomoka Avenue. Ormond Main Street has worked to bring over \$3 million of private investment into the downtown area and is active in its continued efforts to bring more retail businesses, restaurants and destinations into Downtown Ormond Beach.

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#### **SCORE**

**921 N. Nova Road Holly Hill, FL 32117**

**(386) 255-6889**

**[www.score87.org](http://www.score87.org)**

**Nat Kosak, Chapter Chairman**

Service Corps Of Retired Executives "Counselors to America's Small Business" is a nonprofit association dedicated to providing entrepreneurs with free, confidential face-to-face and email business counseling. Business counseling and workshops are offered at 389 chapter offices across the country. In partnership with the SBA, the counties, the cities, the colleges and many commercial enterprises, the local SCORE chapter is active in helping new businesses and existing ones grow and prosper to increase the economic base of the area.

---

#### **Small Business Administration**

**315 East Robinson Street Orlando, FL 32801**

**(407) 420-4848**

**[www.floridanec.org](http://www.floridanec.org)**

**Ilene Rubio, Acting Director**

The U. S. Small Business Administration (SBA) was established as an independent agency of the Federal Government to help people get into business, stay in business and grow. The SBA, with at least one office in each state, has an extensive network of public and private partners, organizations and services dedicated to assisting the small business community to promote economic development.

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#### **Volusia Manufacturing Association**

**3 Blockhouse Court Ormond Beach, FL 32174**

**(386) 673-0505**

**[www.vmaonline.com](http://www.vmaonline.com)**

**Jayne Fifer, President**

The Volusia Manufacturers Association (VMA), founded in 1980, is organized for manufacturers by manufacturers to impart information, education and networking opportunities to its members. VMA's objectives are to provide a forum for discussion and resolution of mutual interests, support or oppose legislation affecting industry, encourage education programs that will provide a skilled workforce for new and expanding industry and create public understanding of manufacturers' contribution to the economy.

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#### **Workforce Development Board—Center for Business Excellence**

**329 Bill France Boulevard, Daytona Beach, FL 32117**

**(386) 323-7074**

**[www.wdb-fvc.org](http://www.wdb-fvc.org)**

**Rick Fraser, President**

The Workforce Development Board of Flagler and Volusia Counties, Inc. (WDB-FVC, Inc.) is a Florida private non-profit organization serving the workforce development and planning needs for the two-county region of Volusia and Flagler. The WDB-FVC, Inc. is an active partner in economic development efforts in the region by meeting the employment needs of new and growing businesses. Business and job-seeker services are provided through the One-Stop Career System. Services include job posting, business workshops, recruitment services, layoff and reemployment services, and education regarding business assistance resources.

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## Volusia County

**Rick Michael, Director**  
Department of Economic Development  
700 Catalina Drive Daytona Beach, FL 32114  
(386)248-8048  
doed@volusia.org

The Volusia County Department of Economic Development stands ready to help business/industry with site investigations, moving or expansion assistance and employee training. Responsible economic growth and preservation of natural resources enable Volusia County citizens to enjoy a quality of life second to none.

**Rhonda Orr, Acting Director**  
Revenue Services  
250 N Beach Street  
(386) 254-4635

All businesses in the County of Volusia are required to have a current County of Volusia occupational license. The license year is from October 1 to September 30 of the following year. Renewal notices are mailed August 1 of each year.

**Morgan B. Gilreath, Jr.**  
Property Appraiser  
250 N. Beach Street  
Daytona Beach, FL 32114  
(386) 254-4601 [www.volusia.org/property/](http://www.volusia.org/property/)

The Volusia County Property Appraiser is responsible to discover, list, and value all real and tangible personal property in Volusia County, as well as assisting citizens, cities, independent taxing authorities and county government in accessing and utilizing the real estate/economic data base, maps, and other associated information maintained by that office.

**Volusia County Industrial Development Authority**  
700 Catalina Drive, Suite 200  
Daytona Beach, FL 32114-3846  
(386) 248-8048 (800) 554-3801 Fax: (386) 248-8037

This organization works closely with the Department of Economic Development to create jobs and increase income levels in the county. The authority is comprised of a five-member board appointed by the County Council.

## State of Florida

**Department of Agriculture and Consumer Affairs**  
State of Florida  
(800) 435-7352 [www.doacs.state.fl.us](http://www.doacs.state.fl.us)

The Department of Agriculture and Consumer Services safeguards the public and supports Florida's agricultural economy by ensuring the safety and wholesomeness of food and other consumer products through inspection and testing programs; and protecting consumers from unfair and deceptive business practices and providing consumer information.

**Fictitious Name Registration**  
P O Box 1300  
Tallahassee, FL 32302-1300  
(850) 487-6058

Florida requires that any person operating a business under a fictitious name file a certificate disclosing the true names of the owners to provide notice to the public of the identities of persons who are doing business under fictitious names. This can be done online at [www.dos.state.fl.us/doc/pdf/CR4E001.pdf](http://www.dos.state.fl.us/doc/pdf/CR4E001.pdf).

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## Licensing Requirements

Anyone who maintains a permanent business location or branch office within Ormond Beach for the purpose of engaging in or managing any business, profession or occupation within the City, must have a business license. Any business not having a location within the City, but doing business in the City, must be registered. In addition to the City license, businesses are required to have a current Volusia County occupational license. Many businesses are regulated by a state agency, and that license must be acquired before a City or County license can be issued.

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### CITY OF ORMOND BEACH

#### Occupational License (Commercial)

An occupational license is a tax levied upon all businesses within the City limits. Payment of the license tax does not certify or imply the competence of the licensee.

Ormond Beach has fixed license fees, established by the City Commission for each business operating within the City limits. A \$30 application fee is collected from all businesses, and there may be additional fees. Online registration and application is available for many of the permits that are required, or you may contact **Roger Gardner, Sr.**, Licensing & Permit Coordinator, 22 S. Beach Street, Ormond Beach, FL 32174, by email at [gardner@ormondbeach.org](mailto:gardner@ormondbeach.org) or by phone at **(386) 676-3235**.

**Business Registration** is required for businesses not located within the City, but conducting business here. To complete the registration of your business, you will need a copy of the active City or County Occupational License where your business is located; if applicable, a copy of your State License; and a Certificate of Insurance showing General Liability and Workers Comp coverage, or a State Exempt form.

#### Home Occupational License

Most home license fees are \$52.50 per year; the exception to this would be certain types of contractors and state licensed professionals. You may call the licensing office for an exact fee based upon a profession.

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### VOLUSIA COUNTY

ALL businesses located within the City limits must also purchase a Volusia County license. When an Ormond Beach license is issued, take it to the **Volusia County Administration Center**, located at **250 North Beach Street, Daytona Beach** to receive a County license. For more information on County licenses call **(386) 254-4635**. It is possible to renew a Volusia County occupational license at [www.link2gov.com](http://www.link2gov.com) or by telephone at **(866) 486-5729**.

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### STATE OF FLORIDA

Information on State-regulated professions (architect, barber, construction, surveyors, etc.) is available from the **Department of Business and Professional Regulation** at [www.myflorida.com/dbpr](http://www.myflorida.com/dbpr) or by phone at **(850) 487-1395**.

Information on Businesses that require **Florida Department of Health** approval may be obtained at [www.doh.state.fl.us](http://www.doh.state.fl.us) or **(850) 488-0595**.

For other State of Florida occupational license information, visit the **State Department of Agriculture** website at [www.800helpfla.com](http://www.800helpfla.com) or call **(800) 435-7352**.

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## Section IV. Business Development Guide

### Locating Business Research Sources

A comprehensive understanding of a business or industry can be developed by researching a variety of sources. Sources include:

- Trade journals
- Suppliers to your industry
- Other businesses within your industry
- Government statistics
- Stock brokerage companies
- Colleges and universities
- Research services
- Internet sites

Many resources may be found through the Ormond Beach Public Library, located at 30 South Beach Street, Ormond Beach, FL. Others can be accessed through your own initiative at local bookstores or on the internet.

- A list of trade journals can be found in *The Standard Periodicals Directory*.
- Trade association names and addresses may be found in the *Encyclopedia of Associations of Business Organizations and Agencies Directory*. These may also be found listed specifically for the state of Florida.
- The Department of Commerce publication *Measuring Markets* is a useful reference.
- Dun and Bradstreet monitors business trends in specific areas of the country. Libraries keep copies of this material in the business reference room.
- For information regarding consumer spending habits, the “*Guide to Consumer Markets*” can be helpful.
- Oasis Press/PSI research publishes a step-by-step guide entitled *Starting and Operating a Business in Florida*, by Michael D. Jenkins and the Entrepreneurial Service Group of Ernst & Young. It is a valuable tool, published for each individual state. It is available at most local bookstores.
- Additional references for most businesses and industries can be found at [www.ala.org/ala/rusa/rusaourassoc/rusasections/brass/brassprotools/bestofthebestbus/bestbestbusiness.htm](http://www.ala.org/ala/rusa/rusaourassoc/rusasections/brass/brassprotools/bestofthebestbus/bestbestbusiness.htm) and [www.businessnation.com/library](http://www.businessnation.com/library).

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## Running Your Own Business: Is It Right For You?

For individuals who are looking to start—up a new business in Ormond Beach, we suggest that the following information may be helpful.

Research shows that a successful entrepreneur is typically a person who is happy working on his/her own. There are in fact, a number of characteristics of family history and personality which are common to successful entrepreneurs. Search Entrepreneurial Personality on the Internet to find several self—tests.

There are many details involved in starting a business. The entrepreneur has to enjoy planning, organizing, anticipating difficulties and developing ways of working around obstacles. A good indication of a person's organizational ability is whether he/she has a good record of getting things done on time.

To be successful, a business owner has to be a leader. He/she has to be able to work effectively with employees, customers, suppliers, and the general public in order for the business to succeed. A good entrepreneur inspires trust in others. Having good common sense is another indispensable quality in a business person.

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If you have decided that you have the qualities of a good entrepreneur, you should ask yourself a series of questions:

- Is there a market for your product or service?
- What price will the market bear for your product or service?
- Who is your competition?
- Is your market seasonal or annual?
- Where in Ormond Beach is the best location for your business?
- Do you have a thorough knowledge of the business?
- Do you have the capital to start and maintain your business?
- Will this be a sole proprietorship, partnership or a corporation?

All the above questions should be thoroughly analyzed. We suggest writing them out and creating a formal business plan before starting a business. For further assistance, contact a representative at **SCORE (386) 255-6889** or visit their website at **[www.score87.org](http://www.score87.org)**.

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## Elements of a Business Plan

Every proposed new business venture should first be put to the test of the marketplace.

The development of a projected sales forecast is vital to the business. The business plan also serves as a guideline. When referred to on a regular basis, it enables the business owner to judge just how well goals are being met. Today, most banks will require a business plan before any consideration of commercial or small business financing.

The following is information you should have for a meeting with a bank or other financial source:

- Information about the proposed market — who the customers will be, why they will buy from you, how you will attract them.
- Information about the operation — location, hours, staffing.
- Information about yourself — what qualifies you to run the business; your personal financial situation.
- A list of start-up costs (quotes from vendors and suppliers of major equipment would be helpful).
- Reasons you need financing — how you are going to use the money.
- A beginning balance sheet - what you own (assets), what you owe (liabilities), and the balance (net worth) on the first day of business, assuming financing is approved.
- A pro forma cash flow statement showing how much revenue you expect to flow into the business and how much liability will flow out of the business, and why, over the next 12 months. You will need a minimum of two years projected information.
- A pro forma income statement — showing how much profit is expected to be made at the end of a year (This is calculated by subtracting all expenses from sales). It is likely that you will need a minimum of two years' projected information here also.
- If you are buying an existing business, the income statement of the business for the last few years, information on why it is being sold and why you will be able to make it profitable will be required.

A good financial proposal takes time, research and thoughtful consideration.

Check your figures with an accountant before you submit the proposal. The proposal will be judged according to the soundness of the business idea; whether the projections are realistic; and whether it is in line with the investment philosophy of the particular bank or financial entity. Confidence in the entrepreneur on the part of the bank is essential.

**SCORE** and **Daytona Beach Community College** offer assistance in developing business plans.

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## Testimonials

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*"We have been headquartered in Ormond Beach since 1972. We have grown from a dozen team members to near 400. Our manufacturing area has grown from 14,000 Square feet to over 200,000 square feet. Over the last few years, we have been able to recruit talented professionals from within and outside Volusia County and the State of Florida. They love it here."*

Mark McGrane, President, The Homac Companies

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*"In the many years that I have provided relocation services, my clients have consistently selected Ormond Beach as their city of choice, citing the quality of life, caliber of schools, recreational facilities and business climate. Ormond Beach is truly the "Crown Jewel" of Volusia County."*

Claire Hunter, Claire Hunter Real Estate

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*"Ormond Beach provides the best of both worlds. It is large enough to support the small business, but quaint enough to afford us the opportunity to know our customers on a first name basis. I've found that the community recognizes the value of quality products and personal service, which fosters customer loyalty and enables us to tailor our offerings to the needs of the community we serve.."*

Patti Surguine, Owner, Granada Gourmet

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*"Command Medical Products relocated to the Ormond Beach Airport Business Park in 1986. We spent 8 years prior to moving researching Florida and the southeastern United States. Ormond Beach was far above other choices. In the 18 years we have been here, we have had many positive experiences that re-confirmed our decision to relocate to this special place—Ormond Beach."*

David Slick, President, Command Medical

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*"FPE is proud to be a part of the Ormond Beach and Volusia County community."*

Mark E. Kirby, Corporate Purchasing Manager, Florida Production Engineering

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*"We started our business in 1991 in a 100 square foot kiosk at Bel-Aire Plaza. We have grown to a 2000 square foot retail store, here in Ormond Beach. Having attended grammar school in this community, I always considered Ormond Beach to be "home", and am so glad to be back"*

Bill Miller, Owner, Granada Jewelers

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*"There is a quality of life in Ormond Beach that makes living and working here enjoyable. A diverse population of young families, seniors and professionals keeps the city's approach to its long term strategy vibrant and contemporary."*

Patrick M. Opalewski, Root Real Estate

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*"I moved to the greater Daytona Beach area in 1983 and have lived in Ormond Beach for over 20 years. There is a wonderful sense of community in Ormond Beach unlike anywhere else I've lived. Plus, it's a fantastic place to do business."*

Dwight Selby, President, Selby Real Estate

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# Ormond Beach Chamber of Commerce

*Helping businesses succeed since 1945!*



## A Partner for Success

The Ormond Beach Chamber of Commerce, a coalition of more than 900 businesses, has served the community since 1945. As a member, you'll be a part of a leading force in our business community.

The Chamber can also help your business succeed and grow through participation in our networking events, publications, our high-traffic web site, distribution of brochures at the Visitor Information Center, and more. You can also share your knowledge and experience on committees.



## Take Advantage of the Benefits of Membership

A wealth of benefits are included with your membership, including listings in the Ormond Beach Community Guide and Business Directory, and on the Chamber's website, [www.ormondchamber.com](http://www.ormondchamber.com). Your business will be referred to the thousands of people who contact us by phone, e-mail and in-person, and you can distribute brochures in the official Ormond Beach Visitor Information Center. All members receive

the Chamber newsletter, *Newsbreak*, with information about issues affecting business. And the Chamber helps new businesses gain visibility with ribbon-cutting and ground-breaking ceremonies.

Chamber Business Sparklers are a powerful way to network with other business leaders, or showcase your business as a host. Networking Groups exchange leads to increase sales and add new clients. The Ormond Beach Leadership Program gives future leaders knowledge and insight into how our community works.

Most importantly, the Chamber is people. People just like you. People who realize that through the Chamber they can accomplish collectively what not one of them can do individually. The strength of the Chamber lies in bringing together business people and creating a pool of resources from which can be drawn ideas, energy, and a unified voice for our community.

## Getting Started

Becoming a member is easy! Just call or e-mail us, and we'll be happy to talk to you in detail about the Ormond Beach Chamber of Commerce and how we can help you and your business succeed.



## Ormond Beach Chamber of Commerce

165 W. Granada Boulevard

Ormond Beach, FL 32174

Phone: (386) 677-3454

Website: [www.ormondchamber.com](http://www.ormondchamber.com) e-mail: [obccinfo@ormondchamber.com](mailto:obccinfo@ormondchamber.com)

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### Ormond Beach Chamber of Commerce

165 W Granada Blvd  
Ormond Beach, FL 32174  
[www.ormondchamber.com](http://www.ormondchamber.com)



### Ormond Beach Economic Development

22 South Beach Street  
Ormond Beach, FL 32174  
[www.ormondbeach.org](http://www.ormondbeach.org)

