

# **Ormond Beach Economic Prosperity Forum**

**June 27, 2011**

- 
- Ormond Beach Economic Development Initiatives
  - Ormond Beach Chamber Initiatives
  - Main Street Initiatives
  - Audience Participation
  - Awards

Prepared by: Joseph Mannarino, City of Ormond Beach Economic Development Director



# City of Ormond Beach

## Economic Prosperity Initiatives

---

- Implementation 5-year Strategic Plan developed by a diverse group of City and County citizens in 2006 (Plan to be reviewed and updated September 2011)
- 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 invest in a community.



# 2011 Economic Prosperity Initiatives

---

## 1. **Business Retention and Expansion-** Requires economic development practitioners to:

- Establish trust and close working relationships with existing business owners/operating officers
- Conduct ongoing Visitation Program
  - Energizer, Pace Analytical, ECN, Delta P Systems
- Overcome perceived/actual regulatory issues
  - City created Joint Permitting office
- Assist local businesses with permitting issues
  - Billy's Tap Room, Pace, ECN
- Monitor local business pulse
  - Joint Business Survey with Ormond Chamber and CBE



# 2011 Economic Prosperity Initiatives

---

2. **Business Recruitment - Collaborate** effort with economic development **partners** to market & attract out-of-state businesses/visitors to the City
- County ED, TVEDC, Chamber, Realtors
  - City Commission 2011 objective: Recruit 2 site selectors and 3 businesses to visit Ormond Beach
  - Challenges to recruitment:
    - Older energy inefficient industrial buildings built in 80's - 90's
    - Strong competition from other Florida regions, States, globally (food manufacturer seeking space)
    - Lack of local incentives (electric vehicle assembler)
    - “Great place to live” is not a competitive advantage”  
Del Boyette, Boyette Strategic Advisors @ 2011 FEDC conference



# Business Recruitment Strategies

---

## Meeting of Ormond Beach CEO's in March

- Suggested target companies:
  - Motorcycle parts
  - Companies that manufacture energy related products
  - Aviation/avionics
  - Custom manufacturing equipment builders
  - Aluminum casting
- Action Steps
  - Compile contacts for target companies
  - Review/revise Ormond Beach marketing material
  - Arrange for companies to visit Ormond Beach

## Area Development 2010 vs. 2005 Site Selector Factors/Rankings

<b>Corporate Survey</b>	2010	2005	<b>Site Selector Survey</b>	2010	2005
1. Highway Accessibility	97.3	91.4	1. Labor Costs	96.8	93.8
2. Labor Costs	91.0	87.9	1. State and Local Incentives	96.8	95.9
3. Tax Exemptions	90.9	83.6	3. Highway Accessibility	95.8	94.0
4. Occupancy/Construction costs	89.8	83.7	4. Availability of Skilled Labor	92.6	89.6
5. State and Local Incentives	89.3	86.0	5. Energy Availability/Costs	91.5	NA
6. Corporate Tax Rate	86.3	85.0	6. Proximity to Major Markets	90.5	93.8
7. Availability of Skilled Labor	85.9	85.7	7. Tax Exemptions	88.4	86.0
8. Shipping Costs	84.0	NA	8. Occupancy/Construction costs	88.3	NA
25. Railroad Service	36.0	28.9	25. Rail Service	46.8	26.0
<b>Quality of Life Factors</b>			<b>Quality of Life Factors</b>		
1. Low Crime Rate	84.6	67.8	1. Low Crime Rate	75.0	70.8
2. Healthcare Facilities	72.2	62.1	2. Colleges in Area	66.3	60.4
3. Housing Costs	68.4	60.0	3. Housing Costs	65.6	65.9
4. Housing Availability	66.4	49.3	4. Ratings of Public Schools	65.2	73.0
5. Ratings of Public Schools	61.2	56.8	5. Healthcare Facilities	63.5	67.3
6. Climate	56.3	46.5	6. Housing Availability	60.6	68.1



# 2011 Economic Prosperity Initiatives

---

3. Manage and Ready the City's Economic Development Assets for current and future business development including:
- Airport Business Park
  - Ormond Beach Airport
  - Ormond Crossings

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

---

City purchased 173 Acres in 1959 from FAA for \$60,000

- 32 Businesses and 1,400 employees
- City recently invested \$42,000 in new monument and business directory signs and roadway improvements

*(Photo by Brent Pizzo)*



# Managing and Growing City's Assets Ormond Beach Airport

12 Fixed Based Operators, 115 tenants, 240,800 sq. ft. of space  
River Bend Golf Club and Ormond Beach Sports Complex *(Brent Pizzo)*



# Managing and Growing City's Assets

## Ormond Beach Airport

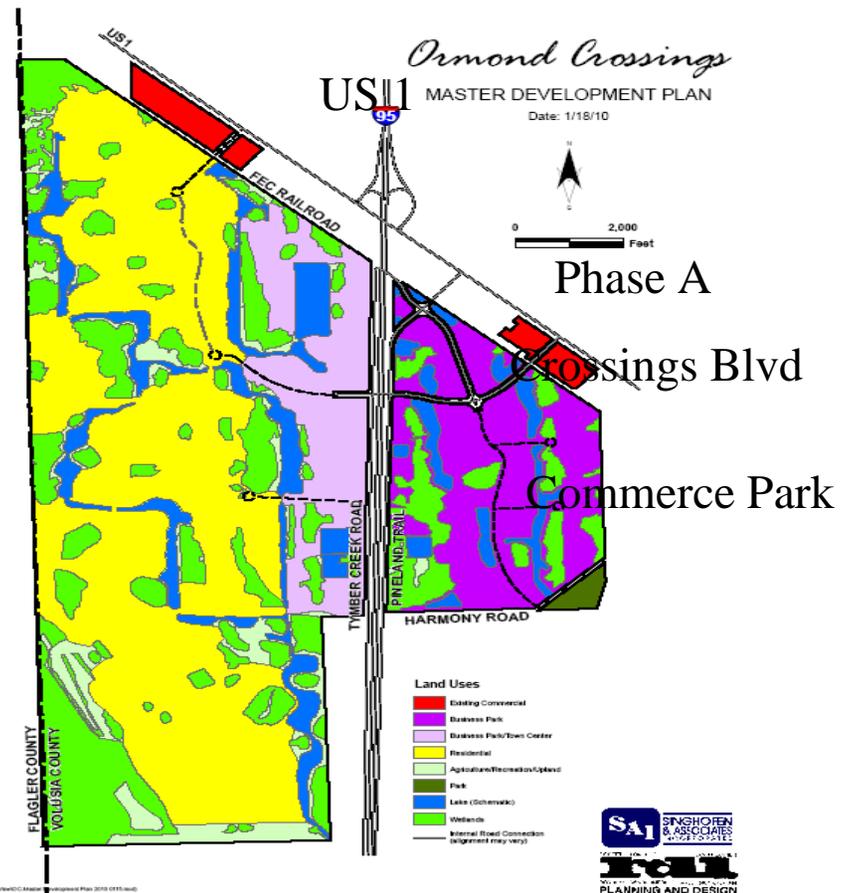
RFP: Pre-proposal due June 29; Master Development Proposal due September 26



# Preparing the City's Future Economic Prosperity Assets Planning and Developing Ormond Crossings

## Next Steps:

- Design standards and zoning/land use layout
- Construct infrastructure to Phase A of the Commerce Park for the initial entry to the Park.
- Prepare marketing material and business recruitment plans





# 2011 Economic Prosperity Initiatives

---

## 4. Other Economic Development projects/sites:

- Florida Hospital-Memorial Division property
  - Work with hospital management/realtors to locate developer to reuse property
- Redevelop under-utilized properties within the Main Street Corridor
- Develop business assistance programs w/Ormond Chamber
- Update City's Economic Development Strategic Plan

# Ormond MainStreet Initiatives



- **Economic Restructuring Committee**
  - • **Continuous listings of all available properties in the Community Redevelopment Authority including, cost, rental, square footage. Added to our website**
  - • **Guest real estate developers presented accomplishments and challenges**
    - – **Discussion of alternative and creative financing and additional developer incentives to encourage investment in our downtown.**
  - • **Infrastructure improvements**
    - **Underground Utilities study – Storm water retention and parking as developer incentives.**
  - • **Form Based Code**
    - **Reviewed and concept approved by Committee and Board. Presentations to community stakeholders**
  - • **PI Grants Program Review**



# Ormond MainStreet Initiatives

## ➤ Design Committee

### ➤ Infrastructure



#### ➤ CURRENT

- **Infrastructure research: Underground utilities, Storm water.**
- **SR40 Streetscape Improvements: Sidewalks, landscaping, pedestrian friendliness.**
- **US -1 and SR 40 intersection improvements.**
- **Repaving Granada Blvd. : Washington to A1A.**
- **Facilitate Property Improvement Grants**

#### ➤ FUTURE

- **Riverfront Park Improvements**
  - **Downtown Gateway**
- **Granada Bridge Improvement**
- **Art & Culture Development**
  - **“Branding” of the downtown as “Arts & Culture” district.**
  - **Utilize empty storefronts for gallery spaces**
  - **Public arena display of both visual and performing arts.**



# Ormond MainStreet Initiatives



## ➤ Promotion/Event Planning Committee

- Four Free Marketing Luncheons per year open to the public.
- \$500 Grants available to new businesses for advertising purposes
- Full Marketing campaigns promoting Downtown Ormond Beach and Destination



## ➤ Weekly Events

- Farmers Market -
- 5k Charity Run – at Lulu’s Oceanside Grill in connection w/ S.R.Perrott

## ➤ 2011 Annual Events

- 1st Celtic Festival – March 19-20,2011
- 2nd Seafood & Blues Festival – May 14-15,2011
- 3rd Riverfest Music Festival - November 18-19, 2011

## ➤ 2012 Upcoming Events

- St.Patty’s Day Street Parade
- 2nd Annual Celtic Festival
- 3rd Annual Seafood & Blues Festival





# Ormond Beach Chamber of Commerce Economic Prosperity Initiatives

---

## **Economic Prosperity Committee:**

- Monthly Meetings
- Educational Speakers
- Field Trips
- Doing Business in Ormond Beach Publication
- Continue Main Street Partnership through coordinated marketing opportunities and a business visitation program
- Ormond Beach Business Recruitment Team: to assist City staff in targeting recruitment for commercial and industrial opportunities and marketing available properties



# Ormond Beach Chamber of Commerce Completed/In Process Marketing Initiatives

---

- Marketing Materials
- “Branding” Chamber
- Internal Restructure/Focus
- Computer System Upgrade
- Social Media Campaign
- Press Release Process
- E Newsletter
- Member of Team Volusia



# Ormond Beach Chamber of Commerce Membership Initiatives

---

- New recruitment strategies
- New retention strategies
- Continue to enhance member benefits
- New member recognition and achievements



# Ormond Beach Chamber of Commerce Participation/Committees

---

- Ambassadors Committee
- Education Committee
- Member Services Committee
- Leadership Committee
- Beautification Committee
- GO ! Generation Ormond
- Network Groups
- Event Planning Committees

# Audience Participation

## Questions, Suggests, Comments





# Investment in Ormond Beach Awards

---

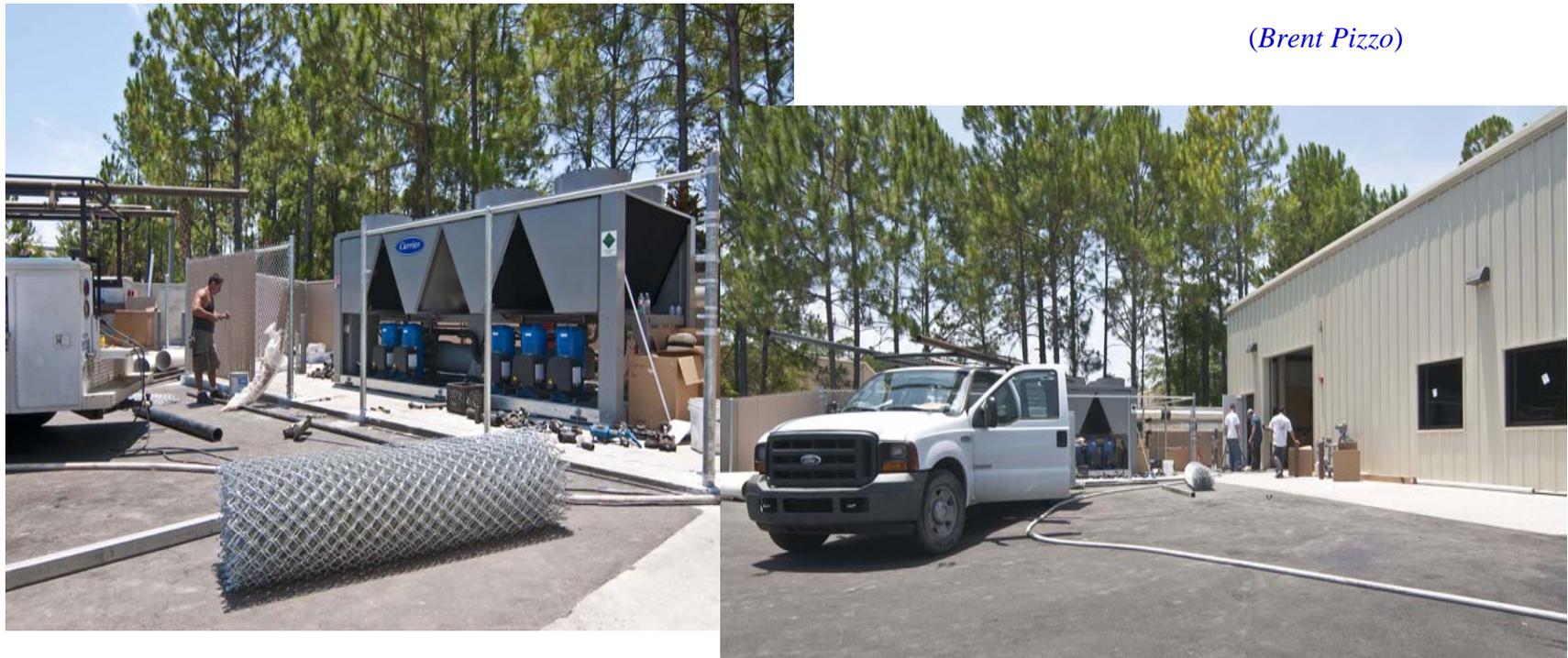
- Business Expansion Project (2)
- Business Retention Project (2)
- Downtown Capital Investment Projects
- Business Restoration Project
- Ormond Chamber Member

# Business Expansion Project of the Year

## Pace Analytical

Direct Investment FY 2011

**\$2.5 million**



*(Brent Pizzo)*

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

---

Capital Investment in FY 2011: **\$2.5 million**



# Business Retention Project

## Delta P Carver

Carver Pump purchased Delta P Systems in 2011  
Retained 10 jobs, Projected growth 25 employees



# Business Retention Project Emergency Communication Networks

Capital Investment FY 2011: **\$1.2 Million**

6 Sunshine Boulevard



1 Sunshine Boulevard



# Downtown Investment Projects

## Highlander Corporation

Acquired 22 properties, \$2 million in Improvements

34 jobs created Rose Villa and Caffeine Restaurants

*(Brent Pizzo)*



# Business Restoration Project

## Billy's Tap Room

Owners Doug and Lillian Rand



Chamber's Beautification Award



# Ormond Beach Chamber Member Bill Partington's AHC Safe & Lock

