

CITY OF ORMOND BEACH



State of the City – September 2011

Key Achievements

- ***Development*** of Limitless Playground at the Ormond Beach Sports Complex with grant from the Daytona Beach Racing and Recreational Facilities Commission.
- ***Reduced*** paperwork and staff time with the implementation of the iPad for City Commission agenda packets.



Key Achievements

- **Created** LEAPS Academy for training employees in customer service and supervisory skills.
- **Implemented** the Crime Opportunity Warning Card program which was revitalized and notifies citizens when an officer observes the potential for crime on their property and advises how to correct the problem.
- **Established** the City of Ormond Beach Volunteer Service (COBVS) program.



Leadership

Ethical Decision Making

Attitude and Accountability

Professionalism

Superior Customer Service



Key Achievements

■ **Partnerships:**

- **Improved** energy efficiency by installing electronic thermostats, motion sensors, and LED lighting [with grant funds.](#)
- **Renovated** South Ormond Neighborhood Center weight room with a [private citizen donation.](#)
- **Received** 7,896 volunteer hours [from Summer Campus Outreach students.](#) Estimated value of almost \$60,000.
- **Developed** partnership [with Project ROMP](#) for Magic Forest upgrades.
- **Partnered** [with Ormond MainStreet](#) for first Celtic festival.
- **Partnered** [with National League of Cities](#) to save residents over \$50,000 on prescriptions.

Key Achievements

- ***Capital Improvements:***
 - ***Completed*** roadway/parking improvements on Vining Court.
 - ***Completed*** Rima Ridge Well field Expansion, to provide for more raw water.
 - ***Replaced*** trees and upgraded street lights to LED in the downtown.

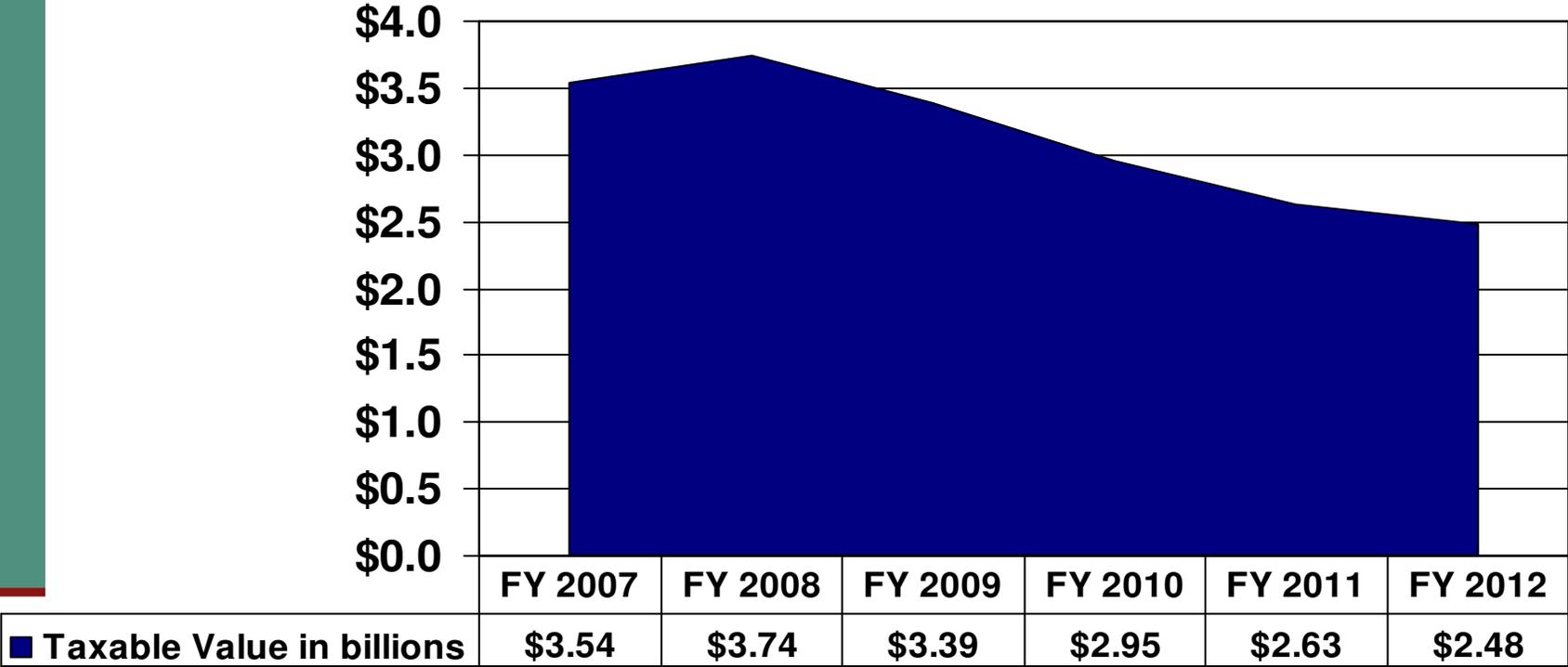


Key Achievements

- ***Capital Improvements:***
 - ***Replaced*** 35 fire hydrants including 11 water line replacements.
 - ***Installed*** landscaping and irrigation at Division Avenue and Old Kings Road pond.

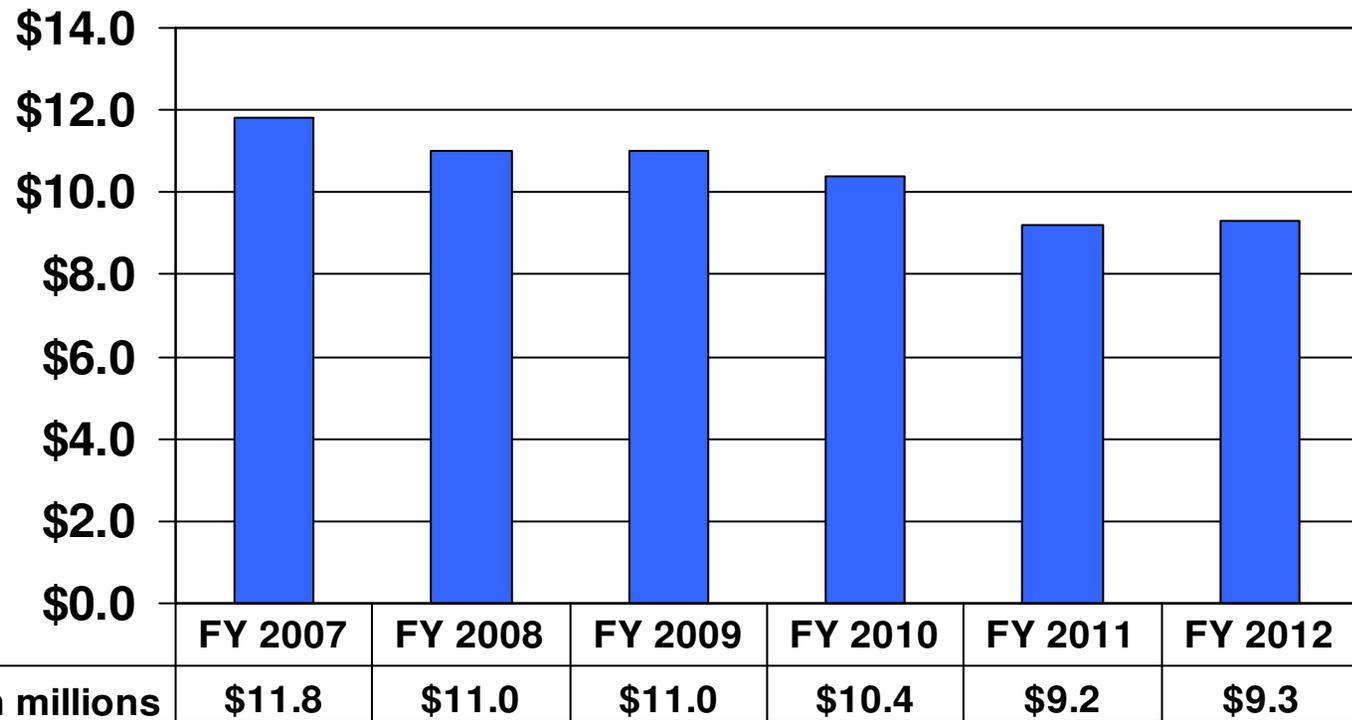


Taxable Value History



- Taxable value declined by \$106 million.

Property Tax Revenue (Operating)

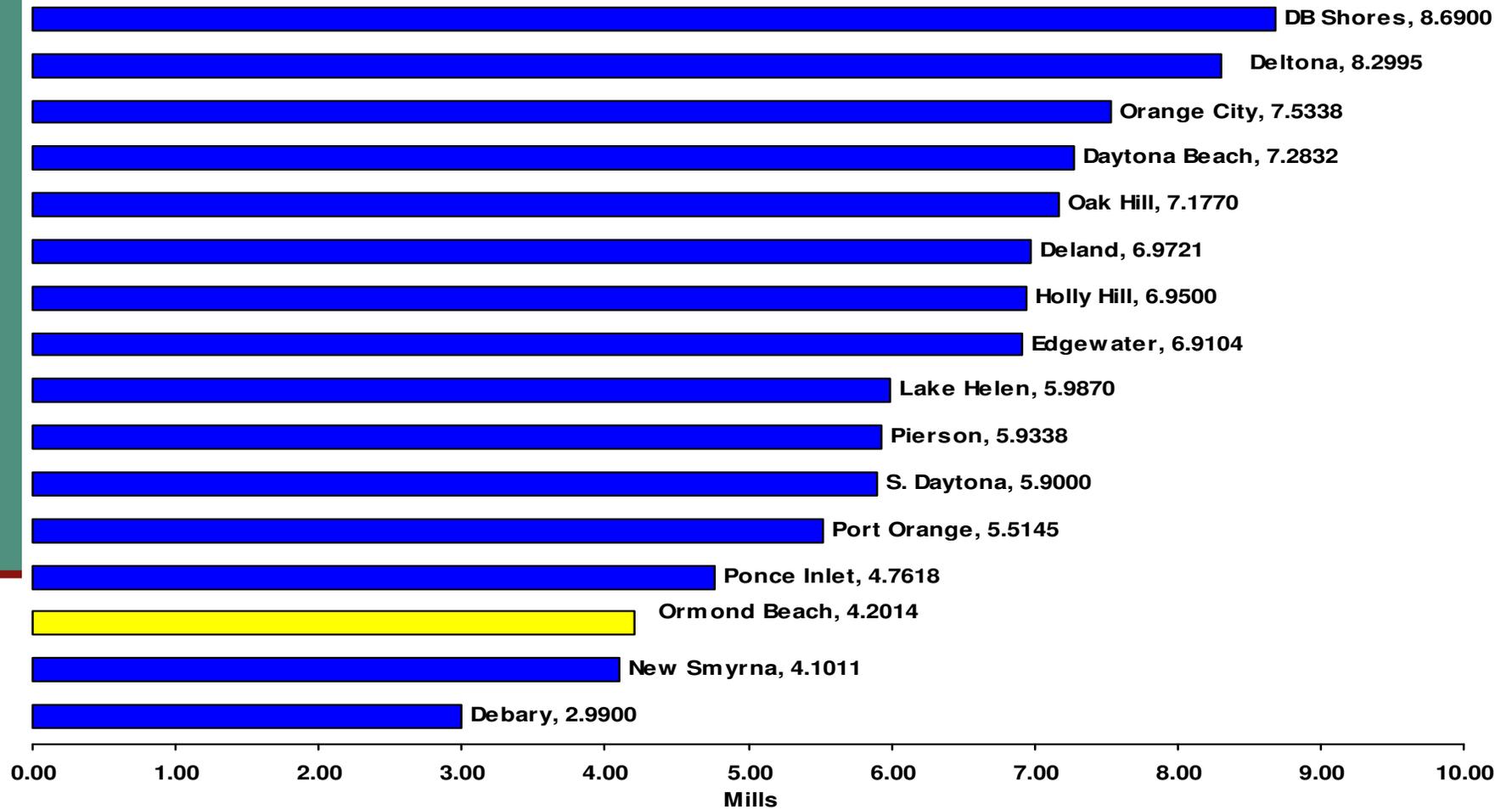


- FY 2012 Property Tax is \$2.5 million less than FY 2007.
- Cumulative tax loss since FY 2007 is \$8 million.

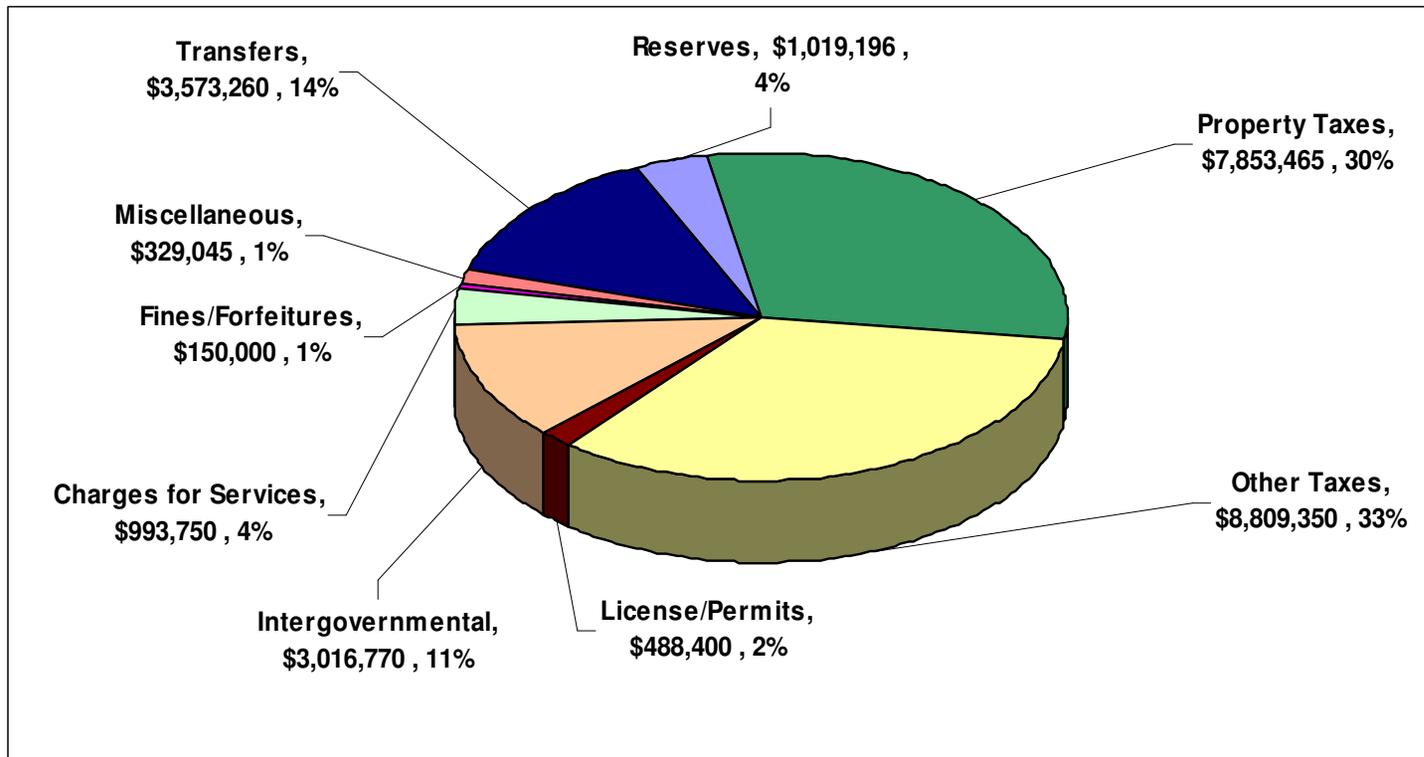
Benchmarking Taxable Value

<u>Municipality</u>	<u>Population</u>	<u>Millage Rate</u>	<u>Taxable Value (In Millions)</u>
Daytona Beach	61,005	7.2832	3,399
Ormond Beach	38,137	4.2014	2,479
New Smyrna	22,464	4.1011	2,402
Port Orange	56,048	5.5145	2,256
Deltona	85,182	8.2995	1,471
Debary	19,320	2.9900	1,410
Deland	27,031	6.9721	1,191
DB Shores	4,247	8.6900	1,120
Ponce Inlet	3,032	4.7618	646
Edgewater	20,750	6.9104	583
Orange City	10,599	7.5338	483
Holly Hill	11,659	6.9500	480
South Daytona	12,252	5.9000	451
Oak Hill	1,792	7.1770	76
Lake Helen	2,624	5.9870	73
Pierson	1,736	5.9338	43

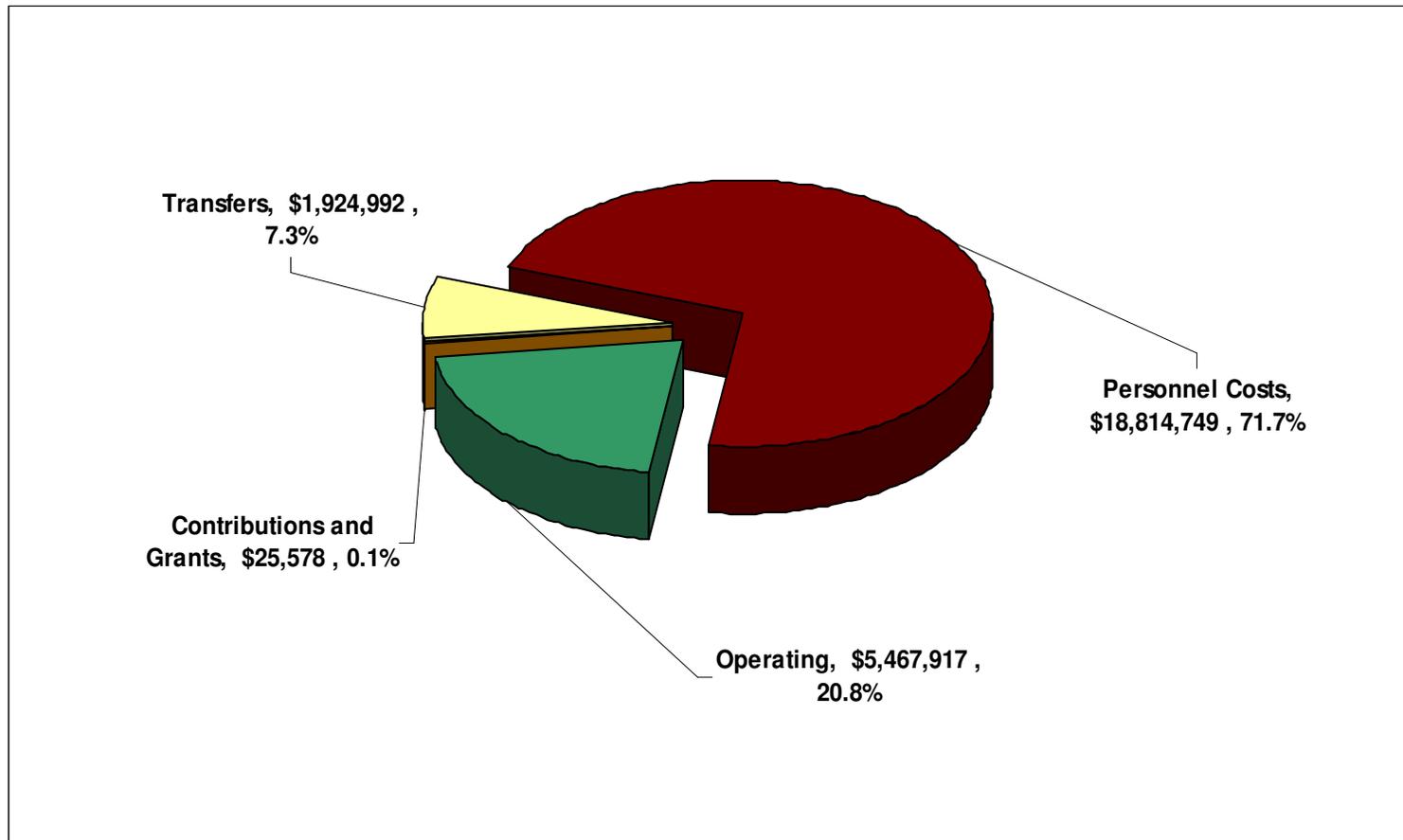
Property Tax Rates



Where the Money Comes From...\$26,233,236

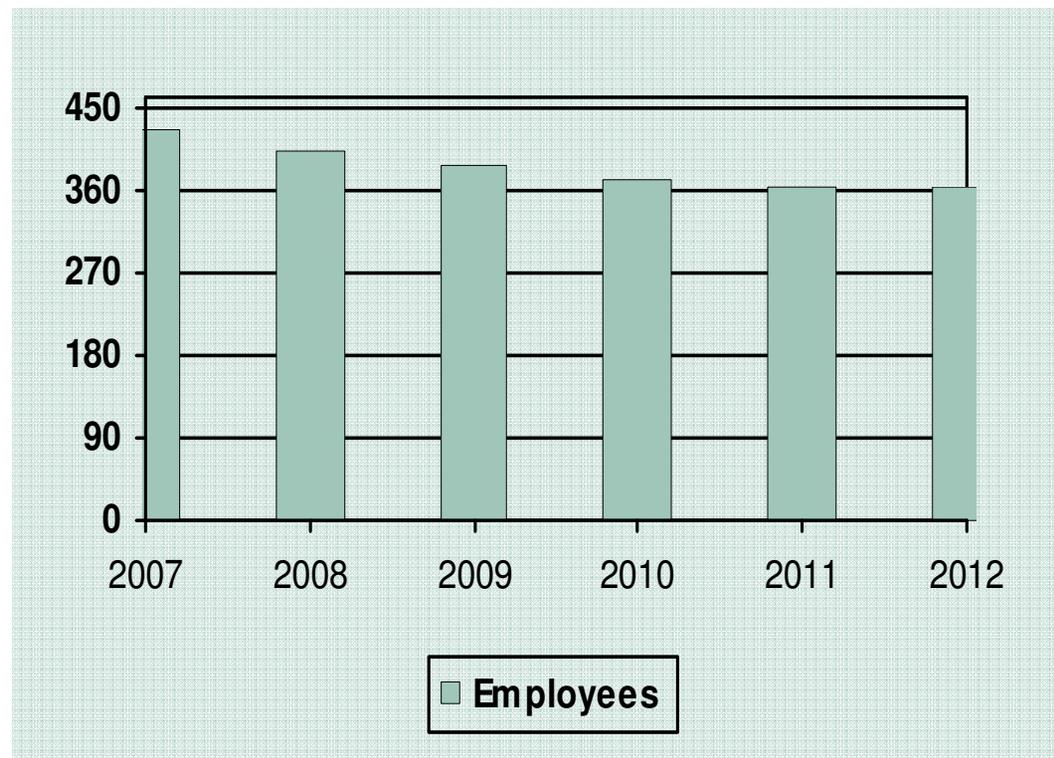


Where the Money Goes...\$26,233,236



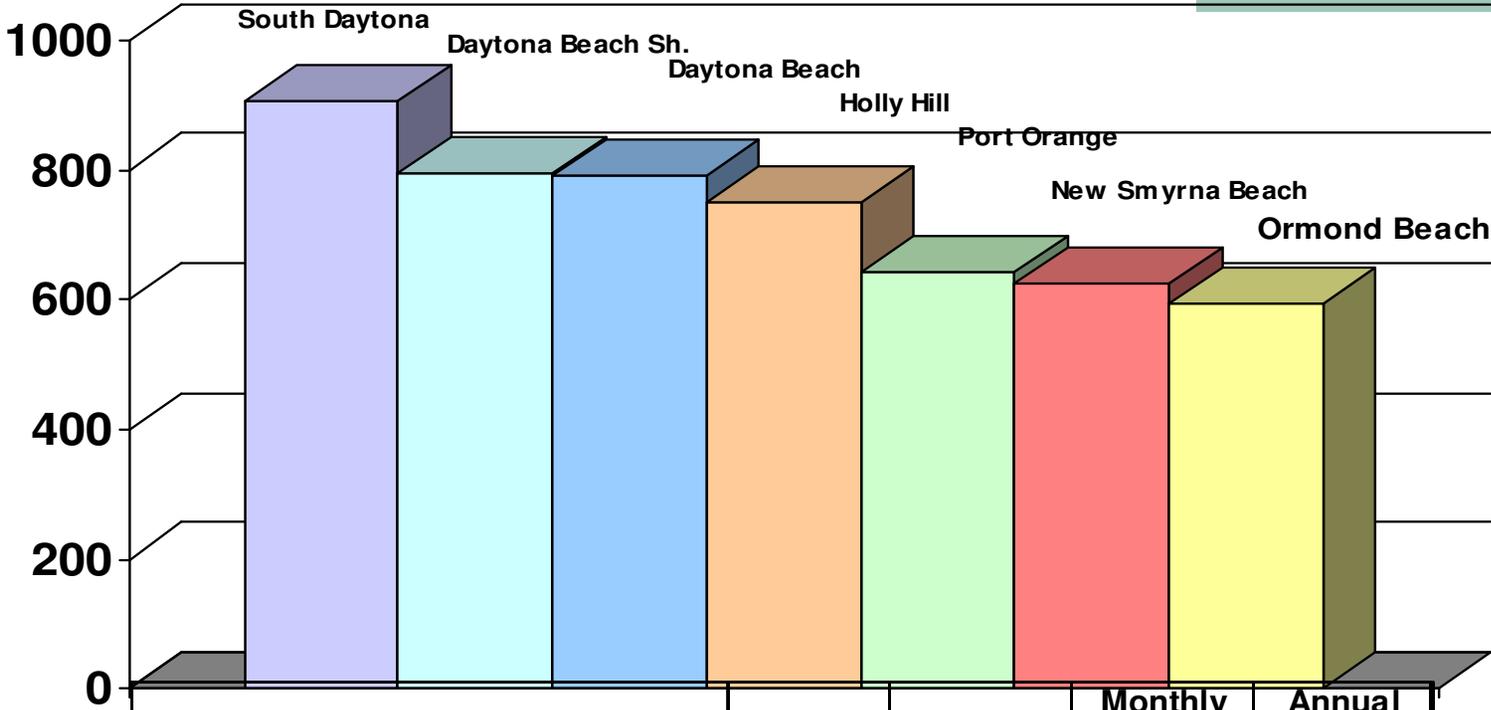
Human Resources

Fiscal Year	Employees
2012	362
2011	363
2010	371
2009	387
2008	402
2007	426



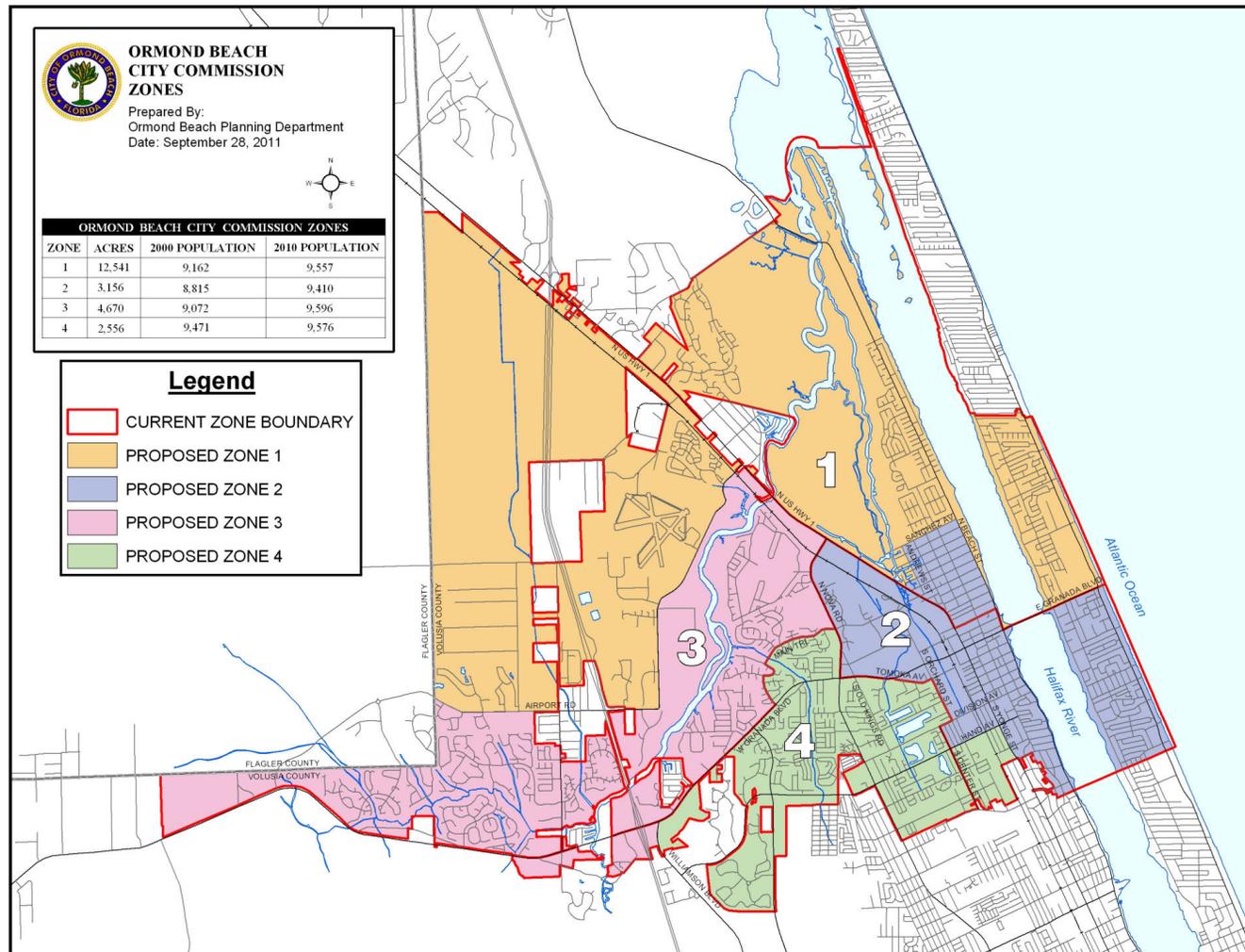
- **Workforce has been reduced by 15% since 2007**

Average Utility Bills

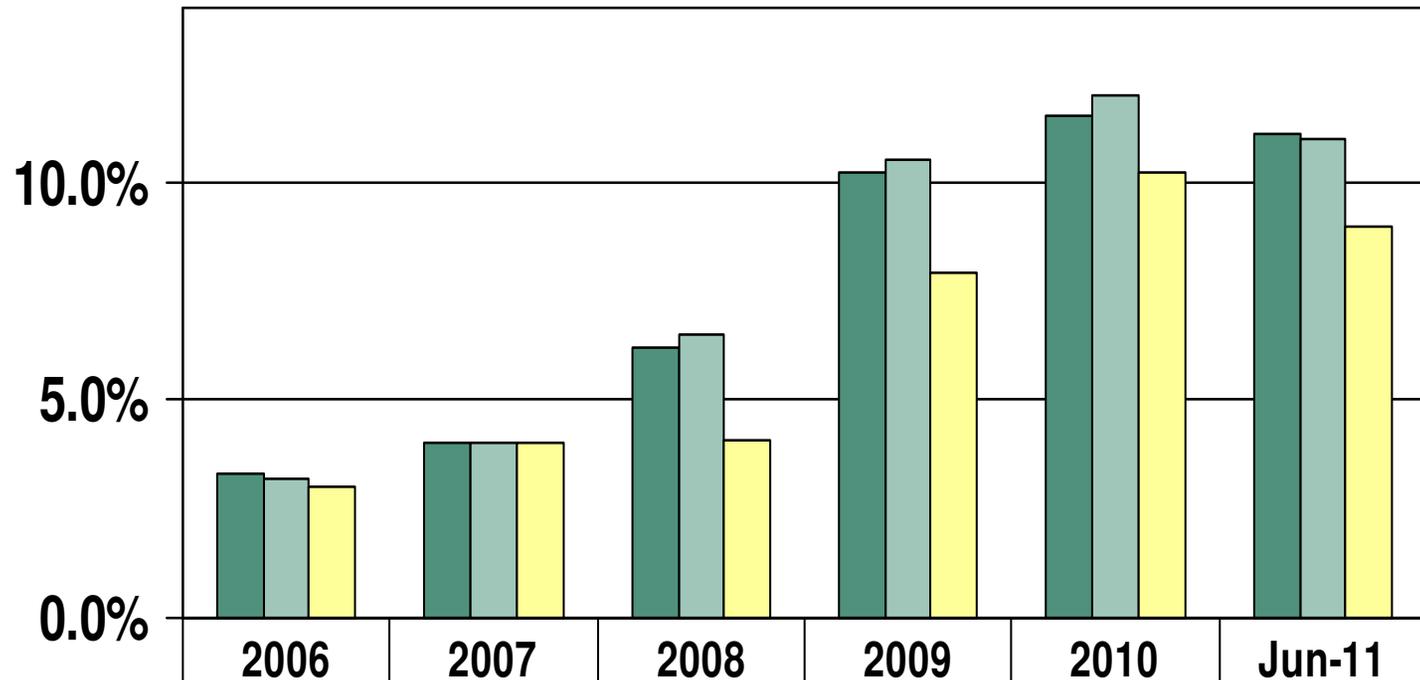


City	Water	Sewer	Monthly Total	Annual Total
South Daytona	\$ 33.00	\$ 42.46	\$ 75.46	\$ 905.52
Daytona Beach Shores	\$ 28.22	\$ 38.00	\$ 66.22	\$ 794.64
Daytona Beach	\$ 28.22	\$ 37.71	\$ 65.93	\$ 791.16
Holly Hill	\$ 29.06	\$ 33.41	\$ 62.47	\$ 749.64
Port Orange	\$ 22.85	\$ 30.78	\$ 53.63	\$ 643.56
New Smyrna Beach	\$ 17.23	\$ 34.77	\$ 52.00	\$ 624.00
Ormond Beach	\$ 21.09	\$ 28.36	\$ 49.45	\$ 593.40

Proposed Commission Zones



Unemployment Rates



■ Florida-Statewide	3.3%	4.0%	6.2%	10.2%	11.5%	11.1%
■ Daytona Beach-MSA	3.2%	4.0%	6.5%	10.5%	12.0%	11.0%
■ Ormond Beach	3.0%	4.0%	4.1%	7.9%	10.2%	9.0%

Economic Activity – *Investment, Influence and being Proactive*

- Strategic Economic Development Plan Workshop
Saturday, September 17, 2011.
- The mission of the Strategic Economic Development Plan is to **influence** the existing and future landscape of Ormond Beach by being **proactive** in business retention, expansion, and attraction.
- The primary role of public sector involvement economic development is to create an environment and provide support that encourages business **investment**, which leads to job creation.

Economic Activity

Major Plan Changes Proposed

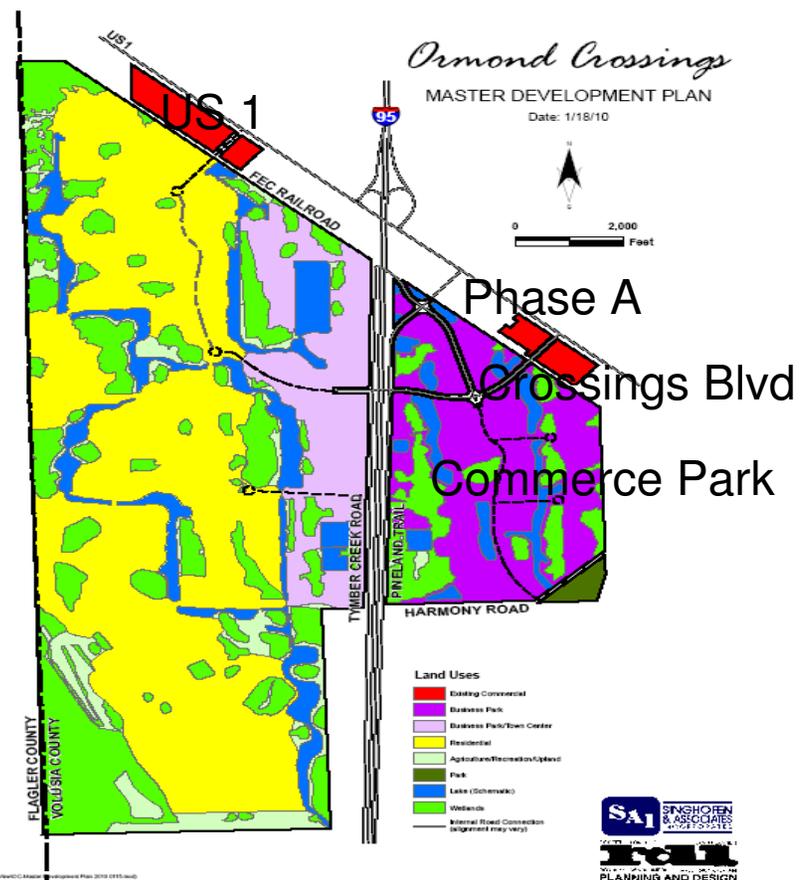
Strategic Economic Development Plan

- Five-Year Plan to *Three-Year Plan*
- To serve the City as a guide for identifying key priorities in diversifying the City's Economy
- Plan *remains focused on three major components* of economic development:
 - Business *Retention and Expansion*
 - Business *Recruitment*
 - Downtown Redevelopment, Visitor Attraction, and *added a Retail component*
- The Strategic Economic Development Plan *contains: 5 Major Goals, 24 Objectives, 52 Strategies.*

Economic Activity

Ormond Crossings Project Update:

- Continue working closely with Tomoka Holdings, who continue investment
- Finalize Design Standards and zoning/land use layout of the entire project
- SJRWMD storm water and wetland mitigation permits for Phase A
- Construct infrastructure to Phase A of the Commerce Park for the initial entry to the Park
- Prepare marketing material and business recruitment plans



Economic Activity

Ormond Beach Airport SW Quadrant





Economic Activity

Highlights of Economic Development program over FY 2011

Business Retention

- *Emergency Communication Networks*

Business Expansion

- *Playtex Manufacturing*

Business Recruitment

- *Pace Analytical*

Downtown Development

- *Billy's Tap Room reopens*

Monitor local business pulse

- Implemented Joint Business Survey with Ormond Chamber and CBE

Private Capital Investment

(\$1.2 Million)

(\$2.5 million)

(\$2.5 million)

(\$400,000)

Quality of Life



Quality of Life



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green Ormond Beach

City Hall
22 South Beach Street
Ormond Beach, FL 32174
Ph: 386-677-0311

Our Spotlight...

Ormond Beach's Andy Romano Beachfront Park

John Anderson Drive Improvement Project

Redistricting

Curious?

Report A Concern

Emergency Info.

eNotification

Contact Us

News and Announcements view all

The Casements will be closed on Friday, October 21, 2011, from Noon until 5:00 p.m. [Read on...](#)

Coffee with the Commissioner
Coffee with Commissioner Troy Kent, Zone 2 is on the first Monday of each month from 4:30 PM to 5:30 PM. [Read on...](#)

James Stables Appointed Fire Chief
and will begin on October 3rd. [Read on...](#)

Calendar of Events view all

Wed, September 28
Site Plan Review Committee

Wed, September 28
Pre-Submittal Meeting for SOQ 2011-28, SR5A Nova Road Audible Pedestrian Signals at Granada Blvd, Woodland Blvd and Division Ave

Wed, September 28
Budget Advisory Board - Canceled

Thu, September 29
Ormond Beach Farmers' Market

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Birthplace of Speed Est. 1880

THANK YOU!

This presentation will be available on the City's website.