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Director  
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Ormond Beach, FL 32176

# Letter from Mayor



## City of Ormond Beach

P.O.Box 277 • South Beach Street • Ormond Beach, FL 32175-0277  
(386) 677-0311 • Fax (386) 676-3330 • [www.ormondbeach.org](http://www.ormondbeach.org)

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 40,000 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!

Sincerely,

Mayor Ed Kelley



# Letter from Chamber



## ORMOND BEACH CHAMBER OF COMMERCE

165 W Granada Blvd • Ormond Beach, FL 32174 • Telephone (386) 677-3454 • Fax (386) 677-4363  
[www.ormondchamber.com](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 nearby 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,

Patrick M. Opalewski  
President



# 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 re-

ceive 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)

# Introduction & Acknowledgements

On behalf of the City of Ormond Beach and the Ormond Beach Chamber of Commerce we are pleased to present to you this latest version of “Doing Business In Ormond Beach.” The objective of this guide is to provide individuals and business owners a business reference tool to help them navigate the waters of starting and/or expanding a business in Ormond Beach.

This booklet will show you how to identify and contact the local, federal and private organizations involved in the starting, and successful operation, of a business. It also includes information on business events in the community and how to create a business plan.

“Doing Business In Ormond Beach” will help you understand the City of Ormond Beach regulatory process and highlight the business development programs available through local economic development organizations. We hope this guide becomes a valuable addition to your business toolkit!



*The Trails Shopping Center*

We would like to acknowledge the following individuals for their generous time and effort in developing and creating this latest version of “Doing Business In Ormond Beach” :

**Joe Mannarino, Rick Fraser, Loretta Razny, Tony Capozzi, Chris Butera**

**Photos by: Dave Pizzo & Brent Pizzo**

*We thank the individuals above for helping make Ormond Beach  
a better place to do business!*

An advertisement for Lentz Plastic Surgery. On the left is the logo, a blue circle with a vertical line through it, and the text "Lentz Plastic Surgery". In the center, the slogan "Looking good isn't luck, it's a decision" is written in blue. Below the slogan is the address "1040 West Int'l Speedway Blvd. Daytona Beach, FL 32114", the phone number "Phone: 386-252-8051", and the toll-free number "Toll-Free: 800-453-9431". On the right is a photograph of a smiling woman with dark hair, wearing a white top, with her arms crossed.

# 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 700 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 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., Ormond Beach, FL 32174.



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](mailto:obccinfo@ormondchamber.com).

*"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 it's long term strategy vibrant and contemporary."*

- Patrick M. Opalewski, Root Real Estate

# Involvement Opportunities

Annual Banquet

Ambassadors Committee

Beautification Awards Committee

Black & White Casino Night Committee

Business Sparklers (Business After Hours)

Coastal Communities Tourism Roundtable

Cobbs Corner Classic 5k Run/Walk

Community Events

Economic Prosperity Committee

GO! Generation Ormond

Mayor's Golf Tournament

Membership Advisory Committee

Networking/Leads Groups

Ormond Leadership Class

Signature Event Committee

State of City Luncheon

US 1 Task Force Committee

Education Committee

## Ormond Beach Chamber Events

The Chamber hosts the following events annually:

Annual Banquet (Jan)

Leadership Class (Apr/May)

Economic Prosperity Breakfast Forum (Jun)

Black and White Casino Night (Nov)

Signature Event (Feb/Mar)

Golf Tournament (May)

State of the City (Sep)

Cobbs Corner Classic Run (Nov)

In addition to our exciting annual events, we encourage our membership to get involved through other ongoing Chamber events such as:

Monthly Sparklers

Business Boosters

Breakfast Forums

GO! Generation Ormond

The Chamber also hosts the following committees for our membership:

Ambassadors Committee

Beautification Committee

Leadership Committee

Membership Committee

Economic Prosperity Committee

Education Committee

Contact the Chamber at 386-677-3454 for detailed information on Sponsorship and Advertising opportunities as well as any of the above activities.

# Ormond Beach Chamber of Commerce Board of Directors

## EXECUTIVE BOARD

	Phone	Fax
PRESIDENT– Patrick Opalewski	671-4902	671-3902
PAST PRESIDENT – Kent Jones	267-7589	677-2538
PRESIDENT ELECT- Brent O'Quinn	673-9111	672-0427
SECRETARY/TREASURER – Dan Warren	672-0775	677-1024
VICE PRES/ECONOMIC PROSPERITY – Chris Butera	453-4789	682-3692
VICE PRES/COMMUNITY DEVELOPMENT – Dave Pizzo	451-4008	328-3428
VICE PRES/MEMBERSHIP SERVICES – Angela Payne-Jelenic	677-9999	677-0663
VICE PRES/COMMUNITY EVENTS – Lisa Mardak	672-0097	672-1110
EXECUTIVE DIRECTOR – Tony Capozzi	677-3454	677-4363

## BOARD OF DIRECTORS

John Adams, Adams Cameron & Co. Realtors	253-8044	253-8944
Bobbi Coleman, Quality Response Technology	676-7433	254-2352
Kent Jones, Bright House Networks	267-7589	677-2538
Lisa Mardak, Advantage Services, Inc.	672-0097	672-1110
Patrick Opalewski, The Root Organization	671-4902	671-3902
Brent O'Quinn, Allstate/Tom O'Quinn Agency, Inc.	673-9111	672-0427
Chris Butera, IBIS Development Group/NAI Realvest	453 4789	682 3692
Lewis Heaster, Lewis Heaster Properties	673-6262	673-1221
Pat Masotti-Abernathy, Masotti's Media Services South, Inc.	437-2604	437-2604
Bill Miller, Granada Jewelers	672-9003	672-9129
Angela Payne-Jelenic, Hampton Inn Daytona/Ormond Beach	677-9999	677-0663
Mandy Rossmeyer, Destination Daytona	944-1500	673-0599
Maggie Sacks, Ormond Main Street	451-2138	441-4512
David Pizzo, Community Promotional Services	451-4008	328-3428
Dan Warren, Olivari & Associates	672-0775	677-1024
Kathryn Weston, Cobb Cole	255-8171	248-0323

## EXOFFICIO BOARD

Joyce Shanahan, City Manager, City of Ormond Beach	676-3200	676-3384
Ed Kelley, Mayor, City of Ormond Beach	673-1611	672-3543
LEGAL COUNSEL – Jim Rose, Rice & Rose Law Firm	257-1222	258-9694

## HONORARY

Mark Blanford



# City of Ormond Beach

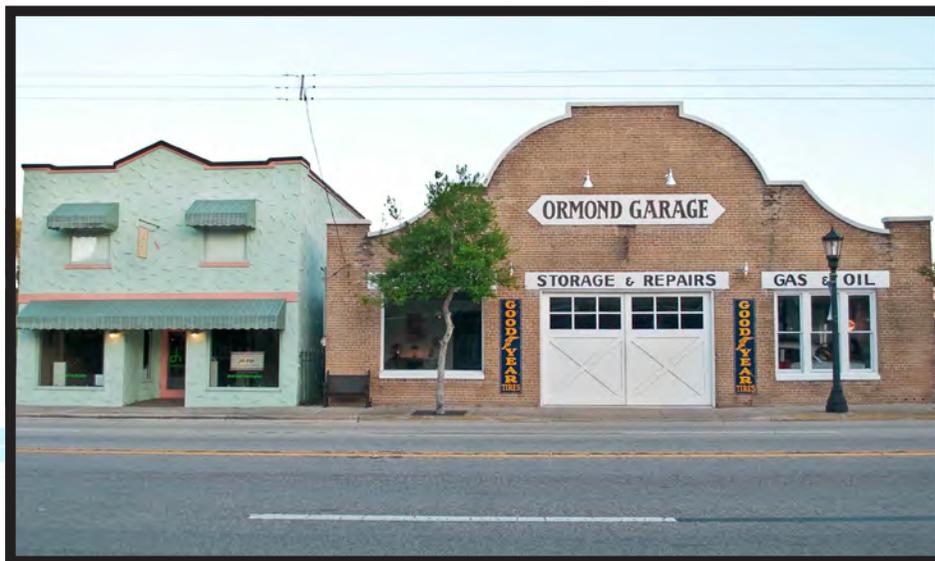
## Introduction: History of Ormond Beach

Ormond Beach was once within the domain of the Timucuan Indians. Their local fortified village was called Nocoroco, believed to have been located at the site of Tomoka State Park. But war and disease would decimate the tribe. The city is named for James Ormond I, an Anglo-Irish-Scotch sea captain commissioned by King Ferdinand VII of Spain to bring Franciscan settlers to this part of Florida. Ormond had served Britain and Spain in the Napoleonic Wars as a ship captain, and was rewarded for his services to Spain by King Ferdinand VII. Ormond later worked for the Scottish Indian trade company of Panton, Leslie & Company, and his armed brig was called the Somerset. In 1821, Florida was acquired from Spain by the United States, but hostilities during the Second Seminole War delayed settlement until after 1842. In 1875, the city was founded as New Britain by inhabitants from New Britain, Connecticut, but would be incorporated in 1880 as Ormond for its early plantation owner.

Florida experienced a boom in tourism after the Civil War. With its hard, white beach, Ormond became popular for the wealthy seeking relief from northern winters. The St. Johns & Halifax Railroad arrived in 1886, and the first bridge across the Halifax River was created in 1887. John Anderson and James Downing Price opened the Ormond Hotel on January 1, 1888. Henry Flagler bought the hotel in 1890 and expanded it to accommodate 600 guests. It would be one in a series of Gilded Age hotels catering to passengers aboard his Florida East Coast Railway, which had purchased the St. Johns & Halifax Railroad. Once a well-known landmark which was listed on the National Register of Historic Places in 1980, the hotel was razed in 1992.



*The Casements*



*Main Street District - Ormond Garage*

One of Flagler's guests at the Ormond Hotel was his former business partner at the Standard Oil Company. John D. Rockefeller arrived in 1914, and after four seasons at the hotel bought an estate called The Casements. It would be Rockefeller's winter home during the latter part of his life. Sold by his heirs in 1939, it was purchased by the city in 1973, and now serves as its cultural center. It is the community's best-known historical structure. Beginning in 1902, some of the first automobile races were held on the compacted sand from Ormond south to Daytona Beach. Pioneers in the industry, including Ransom Olds and Alexander Winton, tested their inventions. The American Automobile Association brought timing equipment in 1903, and the area acquired the nickname "The Birthplace of Speed." Driving on the beach is still permitted on some stretches. The city would be renamed Ormond Beach in 1949.

## Demographics

The City of Ormond Beach is located near the very crossroads of Central Florida's High Tech Corridor, I-95 and I-4, and has become known as Central Florida's preferred business address. Ormond Beach is the northernmost city within Volusia County and is part of the Daytona Beach, Deltona, and Palm Coast Consolidated Statistical Area (CSA). The Daytona Beach CSA contained approximately 554,000 residents in 2004, representing a 39% growth rate since 1990.

- The City's estimated 2010 population was 38,137 persons, an increase of 8,416 persons or a 22% increase over the 1990 Census and a 1,836 person or 5.1% increase over the 2000 Census.
- The City has a population with 82.8% are 18 years of age or older as of the 2010 Census.
- The City's population is more highly educated than that of other metropolitan areas in the vicinity.
- 2010 Census information on ethnicity indicated a relatively homogeneous population with 90% being White, 3 % Black, 3% Asian, and 4% Hispanic.
- The City's median household income was \$71,492 in 2010.
- As of 2010, 22% of the major manufacturing employers in Volusia County were located in the City of Ormond Beach.
- The Ormond Beach Business Park contains more than 850,000 gross square feet of light industrial space and provides over 1,500 jobs.
- Ormond Beach has demonstrated continued employment growth since 1993, and has grown in excess of 5% over the past ten years.
- The City's unemployment rate was 8.8% in March of 2011, below the State's 10.6% and Volusia County's 10.9%.



*“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

# Economic Overview

Florida has a stable economy and highly favorable tax climate that enhances Florida's position as a profitable location for business and industry. Progressive legislation ensures Florida remains a worldwide hub for new and expanding businesses. Incentives for which a particular business may qualify include but are not limited to the following: Targeted industries incentives, workforce and training funds, road and infrastructure incentives, local incentives including moderate taxes and fees, and a streamline permitting process for businesses offered by the City of Ormond Beach.

The City of Ormond Beach's economy is firmly based upon the retail trade and healthcare sectors. However, important secondary industry sectors include wholesale trade and manufacturing. As reported by the 1997 and 2002 Economic Census, the City experienced a growth of 44 industries within the Professional, Scientific & Technical Services sector.

Among the corporations that call Ormond Beach home are:

- Energizer (personal skin care products)
- StyleMark (eye wear products)
- Command Medical Products, Inc. (medical)
- Florida Production Engineering (automotive)
- Thomas and Betts Manufacturing Company (electrical components)
- Hudson Technology (electric and automotive products)



## Ormond Beach Airport & Airport Business Park

The Ormond Beach Airport Business Park is situated on 176 acres and is located between Ormond Beach Municipal Airport and scenic River Bend Golf Club. Land at the Business Park is offered on a fee-simple basis. The neighboring Ormond Beach Airpark is adjacent to Ormond Beach Municipal Airport on 83 acres and offers direct taxiway access to airport hangars and runways. Land at the Airpark is offered on a lease basis.

Present infrastructure needs have been fully accommodated and future needs fully anticipated. The environment has been carefully maintained. City services at both parks are among the very best in Florida. Telephone and data transmission lines easily bear heavy traffic. Electrical power is consistent and affordable. Water is abundant and wastewater treatment is reliable. Construction and operational costs in Ormond Beach compare favorably with those of other cities. The Ormond Beach Airport Business Park and Airpark offer a Free Trade Zone, a significant advantage for companies doing business internationally. The fact that the FTZ is in a growing Sunbelt location and is adjacent to an extremely user-friendly airport is an unbeatable combination. Careful planning, a rich history, environmental beauty and a pro-business government add up to a climate that is a catalyst for successful companies.



*Ormond Beach Airport*



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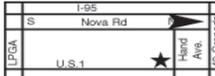
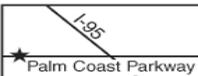
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<p><b>CARPET</b></p>  <p><b>BEST VALUE</b></p> <p><b>FROM: 98¢</b> SQ. Ft. Materials Only</p>	<p><b>TILE</b></p> <ul style="list-style-type: none"> <li>• New Styles</li> <li>• Glass</li> <li>• Metallic</li> <li>• Travertine</li> <li>• floridatile in stock</li> <li>• Lowest Prices</li> </ul> <p><b>BEST VALUE</b></p> 

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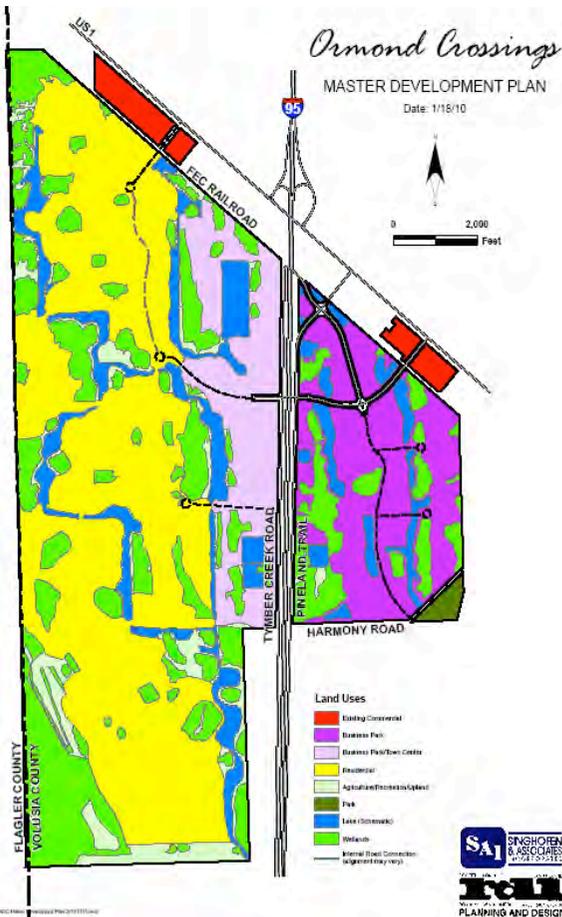
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\*\*Savings discount, promotional gift card, installation or finance offers available at participating stores only and cannot be combined with other discounts or promotional offers and are not valid on previous purchases. See store for complete details. At participating stores only, not all products available at all locations. Photos for illustration purposes only. Not responsible for typographical errors. Offers cannot be combined with other discounts or promotional offers and are not valid on previous purchases. © Carpet One Floor & Home 2010.

# Ormond Crossings

Ormond Crossings is a 3,000 acre proposed live/work planned community which is located along North US 1 and Interstate 95 in Ormond Beach. The project is envisioned as a state-of-the-art business park, lifestyle town centers, and a variety of residential neighborhoods. This 3,000 acre planned development is adjacent to the Ormond Beach Municipal Airport and is bisected by Florida East Coast Railroad which has existing sidings along the property. The site is an ideal location for all types of industrial and commercial uses.



## Ormond Crossings Proposed Uses

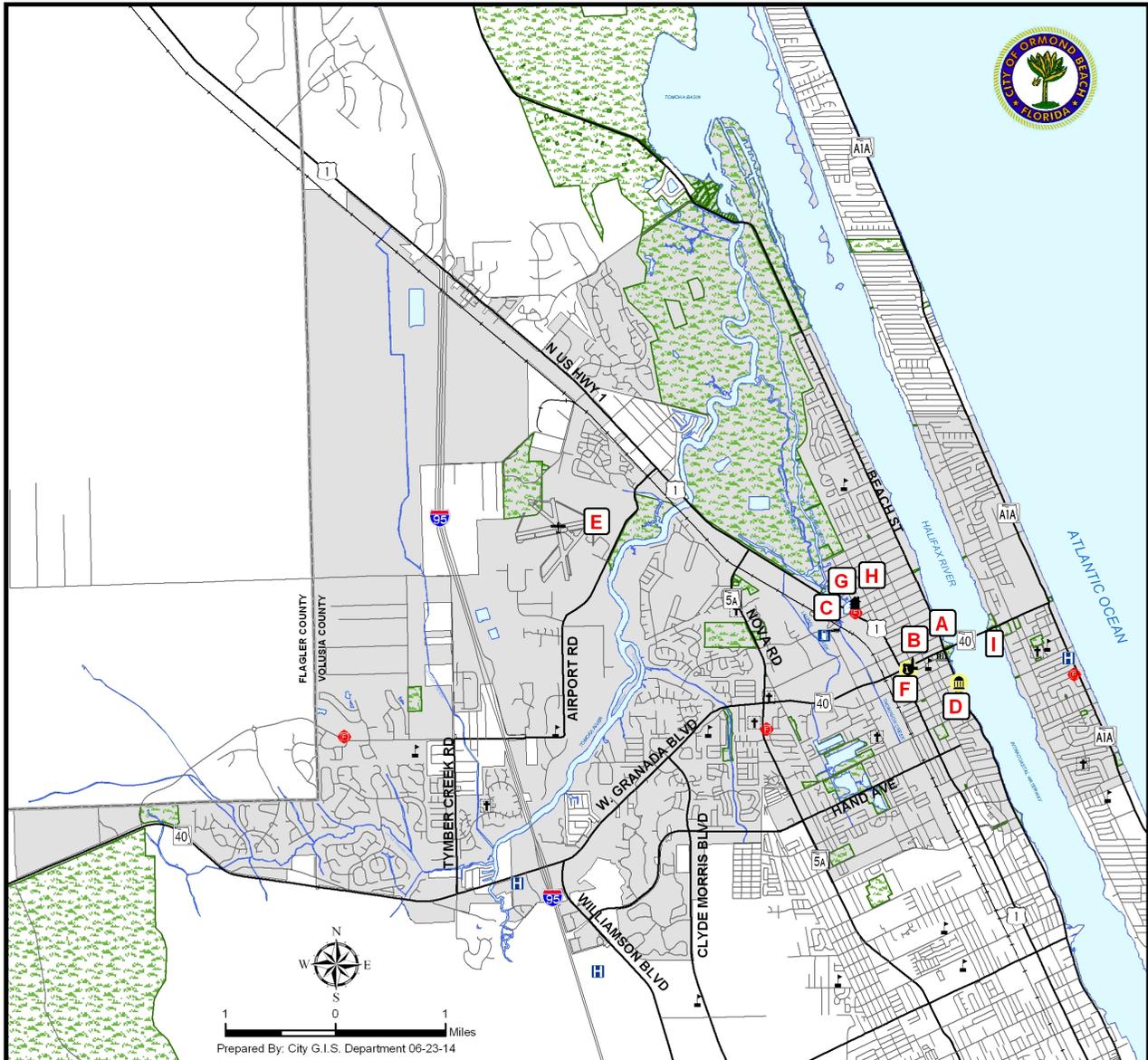
- Office (900,000 sq ft)
- Industrial (800,000 sq ft)
- Warehouse/Distribution (560,000 sq ft)
- Business/Flex (350,000 sq ft)
- Storage (240,000 sq ft)
- Retail (200,000 sq ft)

The Ormond Crossings project will integrate architecture, signage, landscaping, and streetscaping to provide for consistency among the uses and the development sites in creating an attractive, coordinated, and functional planned project. Significant infrastructure improvements are planned for the site including city water and sewer, major railroad and highway overpasses, high speed communication lines, and a network of tree lined roads and boulevards. The site will also retain the naturally significant portions of the property and integrate recreational facilities. The Ormond Crossings business park offers opportunities for manufacturing, distribution, and corporate offices.

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

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

# Map of The City of Ormond Beach



Prepared By: City G.I.S. Department 06-23-14

Legend	
	CITY HALL - LIBRARY
	CHAMBER OF COMMERCE
	PUBLIC WORKS
	FLEET
	LEGAL
	MUNICIPAL AIRPORT
	POLICE STATION
	PERFORMING ARTS CENTER
	SENIOR CENTER
	FIRE STATION
	SCHOOL
	HOSPITAL
	CEMETERY
	PARK
	ORMOND BEACH

ORMOND BEACH FACILITIES	
A) 22 S. BEACH ST	C) 501 N. ORCHARD ST
City Hall	Public Works
Mayor/City Commission Office	Fleet Maintenance
City Manager	Utilities
City Clerk	D) 173 S. BEACH ST
Finance	Legal Department
Human Resources	E) 770 AIRPORT RD
Planning	Ormond Beach Municipal Airport
Engineering	F) 170 W. GRANADA BLVD
Building/Permits	Police Station
Economic Development	G) 399 N. US 1 HWY
Information Technology	Performing Arts Center
Fire Admin/Inspectors	Leisure Services
A) 30 S. BEACH ST	H) 351 ANDREWS ST
Library	Senior Center
B) 165 W. GRANADA BLVD	I) 25 RIVERSIDE DR
Chamber of Commerce	Casements

# Guide to Ormond Beach City Commission, Boards & 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.

Mayor	Ed Kelley
Zone 1	James Stowers
Zone 2	Troy Kent
Zone 3	Rick Boehm
Zone 4	Bill Partington

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

## 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 recommend 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 Ormond Beach City Hall, 22 S. Beach Street. Contact the Planning Department for more details.

## 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 the Planning, Engineering, Police, Fire, and Public Works Departments, and meets every Wednesday at the Planning Department, Ormond Beach City Hall, 22 S. Beach Street. Contact the Planning Department for more details.

## Office of the City Manager

Joyce Shanahan, City Manager  
386-676-3200, [shanahan@ormondbeach.org](mailto:shanahan@ormondbeach.org)

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.

## **Economic Development Department**

Joe Mannarino, Economic Development Director  
386-676-3266, [mannarino@ormondbeach.org](mailto: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 in the creation and development of a business park in the area along north US1 and Interstate 95 referred to as Ormond Crossings. The Department is responsible for assessing business relocation and expansion project eligibility for financial incentives. The Department also works with business as an ombudsman in resolving permitting or other issues they may have with various City Departments. The Economic Development Office works closely with the Chamber of Commerce and other business leaders and organizations, as well as state offices in an effort to support and encourage commercial and economic prosperity in the city.

## **Planning Department**

Ric Goss, Director of Planning and Building  
386-676-3345, [goss@ormondbeach.org](mailto:goss@ormondbeach.org)

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

## **Building Department**

Joe Levrault, Chief Building Official  
386-676-3350, [levrault@ormondbeach.org](mailto:levrault@ormondbeach.org)

The Building 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, electrical and fire 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. The Building Division also issues business tax receipts, renewals, and registrations. The applications are available on line, as well as permit applications and forms for building, plumbing, electrical, pool and more. The Building Division is required to inspect all proposed business locations to verify code compliance. Inspections are typically handled within 24 hours of request.

# Business 101

## Business Registration

All corporations and LLC's that transact business in Florida must be registered in the State of Florida. The cost of registering including legal fees, corporate kit, filing fees, etc. will range from \$500-\$1,000. In addition, an annual report is required of every corporation and LLC on or before May 1 each year. For more information contact the Florida Department of State at 850-245-6000 or visit their website at [www.sunbiz.org](http://www.sunbiz.org).

## Taxes & Licensing

### *Income Tax*

Every business owner must file the appropriate income tax forms provided by the Internal Revenue Service. He or she must pay federal income taxes at the personal tax rate for sole proprietorships and S corporations or at the corporate rate for C and S corporations. Sole proprietors, partnerships and LLCs pay estimated taxes quarterly via owner's IRS Form 1040-ES. Corporations also pay quarterly estimated taxes. Current personal and corporate income tax rates can be found on the IRS Web site at [www.irs.gov](http://www.irs.gov) or by calling the IRS at 800-829-1040.

C corporations in Florida may also be required to pay state corporate income tax using federal form 1120, depending on the amount of net income.

### *Employment Tax*

Every business owner with employees must pay federal and state unemployment and social security taxes, and may be subject to workers' compensation. The employer must also withhold appropriate taxes from the employee's gross pay. Sole proprietors and partners are considered self-employed and all net income is subject to self-employment tax. About half of this tax liability can be deducted on the personal tax return.

Sole proprietors with employees, and partnerships and corporations regardless of employees, must acquire an Employer Identification Number (EIN) using IRS Form SS-4. The form may be obtained from the IRS Web site or from the local IRS or Social Security Administration offices. The EIN may be obtained online at [www.irs.gov](http://www.irs.gov) by telephone at 866-816-2065. When a business makes application to the IRS for its EIN, the business is automatically added to the federal mailing list. The IRS provides free small business tax kits designed to fully explain federal tax requirements. These kits may be downloaded from the Web site. To obtain federal tax forms call 800-829-4933 or visit [www.irs.gov](http://www.irs.gov).

### *Unemployment Compensation*

All businesses that employ one or more employees must pay this tax. Unless incorporated, the business owner is not considered an employee. The basic state tax for all new employers is 2.7 percent of the gross payroll up to \$7,000 of each employee's earnings in a calendar year. After 10 quarters, the company is rated

and, depending on the rating, a percentage between 0.1 percent (no previous claims) and 5.4 percent will apply.

The federal government has a fixed FUTA tax rate of 6.2 percent, but with the maximum credit for timely payment of state unemployment taxes, the rate drops to 0.8 percent. When purchasing an existing business, the buyer may request the seller to transfer the experience rating with the sale.

### ***Intangible Tax***

An annual tax that is based on the market value, as of January 1, of the intangible personal property owned by a Florida business. Intangible assets include stocks, bonds, mutual funds, loans, money market funds, notes and accounts receivable that are not part of normal operations.

### ***Tangible Tax***

An annual tax that is based on the tangible personal property of a business and excludes inventory and vehicles. If your business has an asset value of \$25,000 or less you **MUST FILE** an initial return in order to be eligible for the \$25,000 TPP exemption. However, so long as your value remains under \$25,000 in subsequent years, you are not required to file again. If you obtain additional assets that exceed the \$25,000 threshold, it is your duty to report them to the Property Appraiser.

### ***Real Estate Tax***

All businesses with real estate must pay this tax. The fee is assessed according to the value of land, the value of any improvements and the current tax rate.

### ***Sales Tax***

All retail businesses must be registered with the State of Florida and must collect the six and one-half percent (6.5%) state sales tax on each sale, admission charge, storage or rental unless the transaction is specifically exempt. Exemptions include groceries and prescription medicine State of Florida. Examples of other business activities responsible for collection of sales tax include: repairs or alterations to tangible personal property; rental or lease of real or personal property; selling or providing telecommunications services; operating vending or amusement machines; and providing a taxable service (investigative and crime protection services, interior nonresidential cleaning and nonresidential pest control).

### ***City Of Ormond Beach Business Tax***

A business tax receipt is a tax levied upon all businesses within the City limits. Payment of the business tax does not certify or imply the competence of the business tax holder. Ormond Beach charges business tax fees, established by the City Commission, for each business operating within the City limits. An application fee and a business fire inspection fee are collected from all businesses, and there may be additional fees. Online renewal is available at our City's website, [www.ormondbeach.org](http://www.ormondbeach.org). For more information please contact the Building Division at 386-676-3233 or [btonline@ormondbeach.org](mailto:btonline@ormondbeach.org). The office is located in City Hall at 22 S. Beach Street, Room 103.

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 your current local business tax receipt where your business is located; if applicable, a copy of your state license; and a certificate of insurance showing

General Liability and workers compensation coverage, or a State exemption form.

Home-based business fees are paid annually.

### *Volusia County Business Tax*

All businesses located within the City limits must also purchase a Volusia County business tax receipt. When an Ormond Beach business tax receipt is issued, take it to the Volusia County Administration Center, located at 250 North Beach Street, Daytona Beach to receive a County business tax receipt. For more information on County business tax receipts call 386-254-4635. It is possible to renew a Volusia County business tax receipt online at [www.volusia.org](http://www.volusia.org).

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

The Florida Department of Revenue provides a start up kit online to all prospective business owners. Please visit [dor.myflorida.com/dor/businesses/newbusiness\\_startup.html](http://dor.myflorida.com/dor/businesses/newbusiness_startup.html) to download the kit.



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- Bill Miller, Owner, Granada Jewelers

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# Resources For Business Owners

## Local Organizations

### *Ormond Beach Chamber Of Commerce* ([www.ormondchamber.com](http://www.ormondchamber.com))

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. Contact Tony Capozzi, Executive Director at 386-677-3454 or [tony@ormondchamber.com](mailto:tony@ormondchamber.com) to learn more.

### *Ormond Beach Economic Development Department* ([www.ormondbeach.org](http://www.ormondbeach.org))

The **Economic Development Department** works to recruit new businesses into the City of Ormond Beach as well as works to retain and expand existing businesses. The Department is responsible for assessing business relocation and expansion project eligibility for financial incentives. The Department also works with business as an ombudsman in resolving permitting or other issues that may have with various City Departments. Contact Joe Mannarino at 386-676-3266 or [mannarino@ormondbeach.org](mailto:mannarino@ormondbeach.org) to learn more.

### *Volusia County Economic Development Department* ([www.floridabusiness.org](http://www.floridabusiness.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. Contact Phil Ellinger, Director at 386-248-8048 or [doed@volusia.org](mailto:doed@volusia.org) to learn more.

### *Small Business Development Center* ([www.sbdcdaytona.com](http://www.sbdcdaytona.com))

The **Small Business Development Center**, located at Daytona State College offers free business counseling, low or no cost workshops and seminars, as well as a resource center. SBDC services are available to new start-up business entrepreneurs as well as established businesses. Contact Ned Harper at 386-506-4723 or [sbdc@daytonastate.edu](mailto:sbdc@daytonastate.edu) to learn more.

### *Center for Business & Industry* ([www.thecbi.com](http://www.thecbi.com))

The **Center for Business and Industry**, located at Daytona State College offers continuing education to maintain licensure or certification, a multitude of non-credit, online courses for personal and business enrichment, as well as specialized, job specific training for employers seeking performance improvement for employees. Contact Frank Mercer at 386-506-4461 to learn more.

### *Advanced Technology College* ([www.sbdcdaytona.com](http://www.sbdcdaytona.com))

The **Advanced Technology College, 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, high school students, as well as college students who seek additional technological training or degrees. Contact Dr. Ron Eaglin at 386-506-4176 or [eaglinr@daytonastate.edu](mailto:eaglinr@daytonastate.edu) to learn more.



**Team Volusia** ([www.teamvolusiaedc.com](http://www.teamvolusiaedc.com))

**Team Volusia** is a public/private economic development corporation. Created to recruit and service companies wishing to locate or expand their business in Volusia County and to be a partner and assist the cities, and private corporations within Volusia County, in pursuing all aspects of economic development for Volusia County. Contact Helen Cauthen, President & CEO at 386-265-6333 to learn more.

**UCF Business Incubator at DBIA** ([www.incubator.ucf.edu](http://www.incubator.ucf.edu))

**UCF Business Incubator** opened at the Daytona Beach International Airport in July 2011 and is the ninth in the UCF network. The incubator is a mixed use incubator and will house all kinds of start-up companies, except retail. The 8,000 sq. ft. facility is located at the US Customs terminal at the Daytona Beach International Airport, and can house approximately 20 companies depending on how many offices are required. It is a very modern style, with technology infrastructure in place. Contact Doris Bernal, Site Manager at 407-882-1577 to learn more.

**Center for Business Excellence** ([www.centerforbusinessexcellence.net](http://www.centerforbusinessexcellence.net))

**The Center for Business Excellence (CBE)** is a Florida private non-profit corporation serving the workforce development and planning needs for Flagler and Volusia Cos. The CBE is an active partner in economic development and education efforts in the region by meeting the employment and training needs of new and expanding businesses. Business and job seeker services are provided through the One Stop Employment System, and include job posting, business workshops, recruitment services, reemployment and training subsidies. Contact Rick Fraser, President at 386-323-7074 to learn more.

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

**SCORE “Counselors to America’s Small Business”** is a nonprofit association dedicated to providing aspiring entrepreneurs with free, confidential face-to-face, telephone and online business counseling. Our Daytona Beach Chapter serves Volusia and Flagler counties with free workshops, facilitated roundtables and national online support in conjunction with over 360 chapters across the country. In partnership with the SBA, the counties, the cities, the colleges and many commercial enterprises, our primary mission is to help small businesses succeed by helping both new and existing ones grow and prosper. Successful small businesses are critical to increasing the economic base of our communities. Contact Gene Baldrate, Chapter Chairman at 386-255-6889 to learn more.

**Ormond Main Street** ([www.ormondbeachmainstreet.com](http://www.ormondbeachmainstreet.com))

**Ormond Main Street, Inc.** is a not-for-profit, volunteer based organization established in 1995 to help insure 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 \$10 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. Contact Maggie Scrabis Sacks, Executive Director at 386-676-3329 to learn more.



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

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 the industry, encourage education programs that will provide a skilled workforce for new and expanding manufacturers and create public understanding of the industry contribution to the economy. VMA is a member of the Florida Manufacturers Association. Contact Jayne Fifer, President at 386-673-0505 to learn more.

## State Organizations

*Department Of Economic Opportunity* ([www.myflorida.com](http://www.myflorida.com))

The **Florida Department of Economic Opportunity** is comprised of the following agencies: Office of Tourism, Trade, and Economic Development (OTTED), Agency for Workforce Development (AWI), and Department of Community Affairs (DCA). Divisions of this newly created department include: Visit Florida, International Trade & Development, Business Retention & Recruitment, Sports Industry, Black & Minority Business Development, and Space Florida.

*Small Business Administration* ([www.sba.gov](http://www.sba.gov))

The US Small Business Administration assists entrepreneurs and small business owners with starting and managing a business, loans and grants, contracting, and counseling & training.

*Florida Association of Chamber Professionals* ([www.facponline.com](http://www.facponline.com))

The **Florida Association of Chamber Professionals (FACP)** is now in its 90th year and serves nearly 500 chamber professionals across the state. The Florida Association of Chamber Professionals provides chamber of commerce professionals with the information, learning and communications skills to carry out the mission of their chambers.



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The Economic Development Office promotes development and redevelopment, including the Airport Business Park, downtown, and other areas within the community, and markets the City to prospective businesses and visitors.

For more information regarding the City's Economic Development Programs, contact Joe Mannarino, Director of Economic Development (386) 676-3266 [mannarino@ormondbeach.org](mailto:mannarino@ormondbeach.org)



# Business Planning

## 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 any search engine 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.

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

- Why do you want to own your own business?
- Have you worked in a business like the one you want to start?
- Do you have any business training?
- Have you saved any money? Are you prepared to lose this money?
- Do you understand that owning your own business may entail working 12-16 hours a day, possibly six days a week, perhaps on holidays?
- Are you prepared to lower your standard of living for several months or years?
- Can you live with the uncertainty of income?
- Are you a self-starter?
- How good an organizer are you?
- Do you believe in yourself and in the success of your potential venture?
- Who is your competition?
- Is there a market for your product or service?
- Where in Ormond Beach is the best location for your business?



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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 any 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, banks require a business plan before any consideration of commercial or small business financing.

Below is an example of just some of the information that is required by banks and lending institutions in order to consider your request for a loan:

- Information about the proposed market. Who will be the customers, why will they buy from you and how will you attract them?
- Information about the operation, location, hours and staffing.
- Information about yourself – what qualifies you to run the business; your personal financial situation.
- A list of start-up costs. Written quotes from vendors and suppliers are helpful.
- Reasons you need financing – how are you 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 several 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 bank or financial entity. Confidence in the entrepreneur on the part of the bank is essential.

The **Small Business Development Center** at Daytona State College offers free business counseling with Certified Business Analysts, free and low-cost workshops, seminars and a business research library. Take advantage of these services by giving them a call at **386-506-4723** to set up an appointment.

*“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

## The Top 15 Business Startup Questions

1. What kind of person makes a successful entrepreneur?
2. How do I determine whether I am capable of starting a business?
3. Why is a business plan important and who should write it?
4. If I am not planning to apply for a bank loan, why do I need a business plan?
5. How do I determine my start-up costs and other expenses?
6. What do I need to know about financial statements?
7. Why is it important to do a monthly cash flow analysis?
8. How can I obtain cash to maintain and grow my business?
9. Why is location the most important aspect of my business?
10. Why is competition important?
11. How can I better market my business?
12. What makes a successful marketing strategy?
13. What do I need to know before creating a marketing brochure?
14. How can I improve customer service in my business?
15. Looking for answers to these questions above???

Then contact **SCORE “Counselors to America’s Small Business”** at **386-255-6889**. SCORE provides free and confidential business advice and mentoring services to entrepreneurs nationwide. SCORE is a nonprofit association consisting of 10,500 business counselors who donate their time and business expertise to guide small businesses via face-to-face mentoring or online counseling. SCORE, a resource partner with the U.S. Small Business Administration (SBA), has assisted millions of start-up and growing businesses since 1964.

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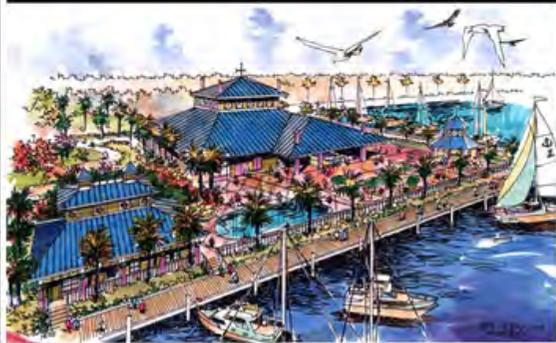
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