



**CITY OF NEW SMYRNA BEACH
ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING AGENDA**

TUESDAY, AUGUST 17, 2010 – 6:00 P.M.

**CITY COMMISSION CHAMBERS
210 SAMS AVE., NEW SMYRNA BEACH, FLORIDA**

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **APPROVAL OF MINUTES – July 20, 2010**
4. **PRESENTATION**
 - a. Team Volusia
5. **OLD BUSINESS**
 - a. Review of priorities
 - b. Review of wayfinding contract
6. **NEW BUSINESS**
 - a. Review of staffing for economic development and options to fund
 - b. Review of city properties that could be available for sale and development
 - c. Business survey
7. **BOARD MEMBER COMMENTS**
8. **REPORTS AND COMMUNICATIONS**
 - a. State of America's cities Survey on Jobs and Economy Improved – May 2010
9. **FUTURE AGENDA ITEMS**
 - a. Presentation of the SE Volusia Tourism Program
 - b. Incentive Program for FY 10-11
 - c. Tour of Available Industrial Sites
 - d. Development of Marketing Program for Identified Businesses
 - e. Website "re-design"
 - f. Brownfields as a tool for Economic Development
 - g. Marketing of Airport Properties

10. ADJOURNMENT:

Pursuant to *Florida Statutes 286.0150*, if an individual decides to appeal any decision made by the Economic Development Advisory Board with respect to any matter considered at this meeting, a record of the proceedings will be required and the individual will need to ensure that a verbatim transcript of the proceedings is made, which record includes the testimony and evidence upon which the appeal is based. Such person must provide a method for recording the proceedings.

In accordance with the Americans With Disabilities Act, persons needing assistance to participate in any of these proceedings should contact the Community Redevelopment Office in person or by mail at 210 Sams Avenue, New Smyrna Beach, Florida 32168, (386) 424-2265, prior to the meeting.

CONSENT AGENDA

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2
3 CITY OF NEW SMYRNA BEACH
4 ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)
5 MEETING MINUTES
6 JULY 20, 2010
7 Coronado Civic Center, 150 S. Pine Street, New Smyrna Beach, FL
8

9 Vice Mayor Lynne Plaskett called the meeting to order at 6:00 p.m.

10
11 **ROLL CALL:**

12 The following members answered to roll call:

13
14
15 Jill Carlton
16 Jack Holcomb
17 Paul Mayer
18 Bill Hall
19 Randy McHenry
20
21

22 Vice Mayor Plaskett asked that the record reflect that members Arlen Stauffer and Phil
23 Ehlinger were excused.

24
25 Also present were City Manager Pam Brangaccio, CRA Director Tony Otte, CRA
26 Administrative Assistant Claudia Soulie, and members of the City staff and the public.

27
28 **APPROVAL OF MINUTES:** June 29, 2010

29
30 Vice Mayor Plaskett inquired if everybody had read the minutes and if there were any
31 corrections. Ms. Plaskett stated that staff had the following changes:

32
33 Page 1 line 37 ~~...two or members do meet...~~ change to ...two or more members do
34 meet.

35
36 **Mr. Mayer made the motion to approve the June 29th, 2010 EADB minutes with the**
37 **above indicated correction; seconded by Mr. Hall. Motion carried unanimously on**
38 **roll call vote 6-0.**

39
40 **UPDATE ON THE ECONOMIC DEVELOPMENT ACTION ITEMS LIST:**

41
42 City Manager Pam Brangaccio stated that City staff had prepared a list of ten (10)
43 Action Items that are provided in the City's Economic Development Plan. Ms.
44 Brangaccio touched on the following highlights for each goal:
45
46
47
48

ECONOMIC DEVELOPMENT ADVISORY BOARD
JULY 20, 2010
MINUTES

49 • Goal 1: Advance Image and Culture Performance Measures:

50
51 Ms. Brangaccio stated that staff spent considerable time reviewing the City's permitting
52 as well as siteplan review procedures in order to streamline and expedite the process
53 and increase customer satisfaction.

54
55 Ms. Brangaccio continued that the City Commission and CRA had authorized staff to
56 put out a Request for Proposal for a form-based code that was a much "friendlier" code
57 in terms of zoning. Ms. Brangaccio stated that the consultant, once approved by the
58 CRA and City Commission, would first focus on the CRA district.

59
60 Vice Mayor Plaskett asked Ms. Brangaccio to explain what a form-based code was. Ms.
61 Brangaccio stated that it resembled a pictorial, turning a wordy zoning code into an
62 easier to understand document with photos and drawings that incorporated the actual
63 vision represented by the zoning code.

64
65 • Goal 2: Organizational Development/ Performance Measures

66
67 Ms. Brangaccio stated that the Airport Board was looking for a full-time Airport Manager
68 who could actively go out to market and lease properties for industrial and commercial
69 development. City staff was looking to have a management structure in place that
70 would address the concerns of the public through the EDAB and the City Commission.

71 Ms. Brangaccio continued that staff would prepare some options for the EDAB to
72 consider at their August meeting and to recommend for City Commission approval at
73 the September Commission meeting. Those results could then be incorporated in the
74 FY 2010/11 budget which would start October 1, 2010.

75
76 Mr. Otte informed the EDAB that the CRA was offering various matching grants to
77 property and business owners within the CRA district in an effort to create private/public
78 partnerships. Mr. Otte continued that CRA staff was looking into creating other incentive
79 programs to attract businesses to the area. Mr. Otte stated that staff was also in the
80 process of creating a Business Incubator Program on Washington Street and had been
81 meeting with several representatives of the Westside Community to get this program
82 moving forward.

83
84 • Goal 3: Streamline Processes Performance Measures

85
86 Ms. Brangaccio informed the EDAB that staff was proposing to increase the building
87 permitting fees by 25% for FY 2010/11 which would go directly to the capital outlay for
88 the proposed purchase of a software program to modernize the permitting process. Ms.
89 Brangaccio continued that the City's Chief Building Official had created a user group
90 comprised of engineers and leaders in the construction industry for their input and had
91 received their full support for the increase in fees. The proposed fee increase and the
92 proposed new software purchase would require the approval of the City Commission.

ECONOMIC DEVELOPMENT ADVISORY BOARD
JULY 20, 2010
MINUTES

95 • Goal 4. Expansion of Tourism Performance Measures

96
97 Ms. Brangaccio stated that staff had been in touch with Deborah Boyd, CEO of the NSB
98 Area Visitors Bureau to talk about more active marketing for the New Smyrna Beach
99 Sports Complex to bring more tournaments to New Smyrna Beach.

100
101 Mr. Hall stated that Daytona State College among other Colleges had a great Hospitality
102 training program already in place and inquired if the City's intention of implementing one
103 for New Smyrna Beach would be in addition or in cooperation with the College.

104
105 Ms. Brangaccio stated that staff was working in conjunction with the County on some of
106 their projects and felt that the City would partner with the College and build on the
107 College's successes.

108
109 On another note, Mr. Hall asked that the agenda package be send to his home address
110 instead of his office at the Utilities Commission. Staff duly noted this request.

111
112 Mr. Holcomb was in favor of having every organization, even from Edgewater, that
113 offered a youth sports program combine their efforts to cut expenses and create more
114 town unity.

115
116 Vice Mayor Plaskett felt that this was a good idea and suggested that the City
117 Manager's office set up a meeting between the Parks and Recreation Directors of
118 Edgewater and New Smyrna.

119
120 Mr. Hall stated that several years ago the City of New Smyrna, in conjunction with the
121 News Journal, had organized concerts at the Sports Complex which were very
122 successful and brought a nice crowd. Mr. Hall felt that this could be revisited.

123
124 Ms. Brangaccio stated that staff had not yet focused on measuring and communicating
125 the economic impact of tourism on the local economy other than the proposed Hotel
126 project on Flagler.

127
128 • Goal 5: Geographical & Cluster Analysis Performance Measures

129
130 Ms. Brangaccio explained that the CRA Master Plan update listed economic scenarios
131 based on land use for vacant properties that could be targeted for infill development and
132 staff was looking to do a request for proposal for a Commercial Realtor.

133
134 Mr. Otte gave a brief summary on information included in the CRA Master Plan update
135 that was beneficial in moving forward with the economic development of the area. Mr.
136 Otte continued that the City Manager had instructed staff to compile a list for City
137 Commission review of all City/CRA owned properties that were underutilized and should
138 be made available for development.

ECONOMIC DEVELOPMENT ADVISORY BOARD
JULY 20, 2010
MINUTES

140 Ms. Brangaccio stated that staff will be working with the Southeast Volusia Chamber of
141 Commerce to survey the business community to find out what businesses were in
142 operation and if they had any unmet needs. This survey would be brought back before
143 the EDAB for input.

144

145 Ms. Brangaccio also mentioned that staff was working with private property owners to
146 list any of their leasable spaces on the City's website.

147

148 • Goal 6: Business Retention and Expansion Performance Measures

149

150 Mr. Otte stated that he had been meeting with the property owners on Canal Street to
151 discuss options for filling vacancies. There will be an effort to identify businesses in the
152 surrounding cities that would be a good fit for Canal Street and ask them to open an
153 additional location in New Smyrna by enticing them with the current grant incentives.

154

155 • Goal 7: Business Recruitment Incentives Performance Measures

156

157 Ms. Brangaccio stated that there were nine (9) tasks listed under this goal and staff was
158 moving forward with the proposed rent subsidy program, updating the City's website,
159 working with the Utilities Commission through a joint meeting and strengthening the
160 workforce training by joint-venturing with State Colleges and being in communication
161 with the County about what New Smyrna Beach had to offer.

162

163 Mr. Holcomb stated that a good website was very important to a business' success and
164 he felt that the City's website resembled a bulletin board that catered almost exclusively
165 to current residents and did not entice out-of-state website visitors looking to vacation or
166 maybe relocate. Mr. Holcomb stated that he hired a professional to create a website for
167 his business that allowed for much better tracking of the website visitors and follow-up
168 of those leads. Mr. Holcomb felt that a website was a real asset that needed to be
169 utilized for marketing and suggested immediately hiring a company to create a website
170 that will keep visitors interested and well informed.

171

172 Vice Mayor Plaskett suggested sharing this information with the Chamber of Commerce
173 and partnering with them to possibly share into the cost of creating such a website. Mr.
174 Holcomb agreed that all entities interested in the economic development of New
175 Smyrna should work together.

176

177

178 • Goal 8: Culture, Arts and Natural Resource Performance Measures

179

180 Ms. Brangaccio informed the EDAB that staff had issued a Request for Proposal for
181 Wayfinding signage, a consultant had been selected and a contract was being
182 negotiated. Also, staff was working on an ordinance pertaining to an Arts-Overlay
183 district as well as creating a Master Plan for upgrades to Riverside Park. Ms.
184 Brangaccio continued that the CRA and the City had been financially supporting *Images*

185 *for the Arts Festival* and the City Commission would discuss this item in further detail
186 during the budget review on July 28, 2010.

187

- 188 • Goal 9: Annexation Performance Measures

189

190 Ms. Brangaccio stated that a City Commission workshop was scheduled for August 10,
191 2010 to discuss City-owned properties and their potential for sale or lease. In addition,
192 staff had been meeting with Police, Fire, and Planning and would meet with the Utilities
193 Commission to determine the existing infrastructure for those properties. Ms.
194 Brangaccio continued that the city was interested in updating the joint planning
195 agreement established when SR 44 was annexed out and to model it after the County's
196 new joint planning agreement.

197

- 198 • Goal 10: Airport Growth & Expansion Performance Measures

199

200 Ms. Brangaccio stated that she had attended an Airport Advisory Committee (AAC)
201 meeting where the AAC had expressed interest in being part of the City's forward
202 movement in marketing and filling the industrial spaces.

203

204 Mr. McHenry inquired if the City controlled the aviation fuel that was being dispensed at
205 the Airport. Ms. Brangaccio stated that the City had temporarily taken over dispensing
206 the fuel until the current operator had resolved their credit issues, which they did. Ms.
207 Brangaccio informed the EDAB that the City was working on securing funding for a fuel
208 farm.

209

210 **PRIORITIZATION OF ACTION ITEMS:**

211

212 Vice Mayor Plaskett read the list of Goals on the prioritization ballot (see Goals 1 – 10
213 listed below) and asked if the Board Members had a chance to review and prioritize
214 them.

215

- 216 • Goal 1: Advance Image and Culture
- 217
- 218 • Goal 2: Organizational Development
- 219
- 220 • Goal 3: Streamline Processes
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- 222 • Goal 4. Expansion of Tourism
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- 224 • Goal 5: Geographical & Cluster Analysis
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- 226 • Goal 6: Business Retention and Expansion
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- 228 • Goal 7: Business Recruitment Incentives
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- 230 • Goal 8: Culture, Arts and Natural Resource

ECONOMIC DEVELOPMENT ADVISORY BOARD
JULY 20, 2010
MINUTES

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- Goal 9: Annexation
- Goal 10: Airport Growth & Expansion

The Board members all felt that it was very difficult to rate one item over another one, as they all somewhat overlapped.

Vice Mayor Plaskett suggested listing only the top four (4) priorities.

Mr. McHenry stated that Expansion of Tourism was very important, followed by Business Retention/Expansion and Business Recruitment as well as Airport Growth & Expansion, and that other goals would fall into place.

Mr. Mayer felt that the Downtown needed immediate attention and was in favor of looping the Downtown to the North Causeway, Flagler Ave, Atlantic Ave, East Third over the South Causeway and back to Canal Street to essentially make it one Main Street. Mr. Mayer prioritized Goals 5, 6 and 7 as his number 1 followed by Goal 4.

Ms. Brangaccio stated that staff was working on specific sites addressed in the recent CRA Master Plan update that would qualify for an increase in density; considering what to do with the Brannon Center site; collaborating with Daytona State College for redevelopment opportunities within the City, and a report on how the residential housing market can drive the commercial market.

A brief discussion ensued between staff and the Board Members about the benefits of Mixed Use 3-story zoning, incentivizing the property owners, current land prices in New Smyrna Beach and possible scenarios for the redevelopment/restructuring of the corner of Canal Street and Riverside Dr.

Mr. Holcomb listed his priorities as follows: Goal 2, Goal 1 and Goal 3/4 as equally important. Mr. Holcomb stated that the City needed to get more organized, improve its image to reflect that it was ready and open for business, take time to listen to business owners' input, and streamline processes before focusing on business recruitment/expansion. Mr. Holcomb suggested marketing the City better and combining the efforts of various City Boards.

A brief discussion ensued about the rules and regulations of the Sunshine law, which prohibits Board members from communicating amongst themselves either in person or via email.

Ms. Carlton stated that she evaluated her goals based on the concept of "low hanging fruit", or by which goal could be accomplished in the shortest amount of time. Ms. Carlton made Goal 2 her first priority, Goal 1 her second, Goal 4 her third and Goal 6 her fourth. Ms. Carlton felt that the City's phrase of "Catch the Charm" should be

ECONOMIC DEVELOPMENT ADVISORY BOARD
JULY 20, 2010
MINUTES

277 revamped, as the word *charm* gave her the impression of being somewhat dated or
278 “anti-growth” and not in line with the current forward movement of the City. Ms. Carlton
279 agreed that the City’s website needed to be modernized; made more user-friendly and
280 set up to promote local events on the home page. Ms. Carlton suggested creating post
281 cards and have them displayed in restaurants, hotel/motels to inform out-of-town visitors
282 of local events. Ms. Carlton was in favor of creating a business survey to identify
283 business needs in New Smyrna Beach in order to be able to better assist them.
284

285 Mr. Hall stated that he was a non-voting member and also had not had the opportunity
286 to present any of this to his fellow UC Commissioners, however, he ranked his goals as
287 follows: Goal 1 was his number 1, Goal 2 his number 2, but he felt that those could be
288 reversed in order as they were both equally important. Mr. Hall ranked Goal 5 as his
289 number 3.
290

291 Vice Mayor Plaskett stated that she appreciated everything the Board Members were
292 saying as this showed that their mind-set as well as that of City staff was in sync.
293

294 **BOARD MEMBER COMMENTS:**
295

296 Vice Mayor Plaskett inquired if any of the Board Members had any additional
297 comments. There being none, she opened the floor to the public for any comments.
298
299

300 City Commissioner Judy Reiker asked who would be responsible to coordinate any of
301 the marketing efforts. Mr. Otte stated that he was asking the local property owners to
302 participate in the recruiting/marketing in the spirit of a “healthy self interest”.
303

304 Ms. Gail Henrikson, Planning Manager stated that staff was moving forward with
305 discussions about increase in density and mixed-use developments.
306

307 Ms. Henrikson continued that, in part due to the recent economy, a lot of people were
308 applying for licenses to work from home and she suggested drawing from this base of
309 business owners for business retention/expansion and recruitment, as some may be
310 ready to open an actual storefront.
311

312 Ms. Henrikson informed the EDAB that the City Commission and the Planning & Zoning
313 Board (P&Z) had held a joint workshop as part of recent visioning sessions. Ms.
314 Henrikson stated that the P&Z was interested in streamlining application processes to
315 make them easier and staff was working on setting a date for another workshop and
316 she would inform the EDAB of the date/time.
317

318 Mr. Derek Morrison, Director of Golf at the Sugar Mill Country Club, stated that he was
319 happy to hear that the EDAB was going to focus on the area of town where the Country
320 Club was located, as they sometimes felt that they were their “own island”.
321

ECONOMIC DEVELOPMENT ADVISORY BOARD
JULY 20, 2010
MINUTES

322 Mr. Morrison agreed with the comments for the need and importance of successful
323 internet marketing.

324

325 Mr. Otte commented on the following items:

326

327 • the City Commission would hear an agenda item at the August 10, 2010 meeting
328 about Annexation Strategies and the City's Ideal Boundaries

329

330 • Economic Development Advisory Board meeting on August 17: Agenda item to
331 review implementation.

332

333 • City Commission meeting on August 24: Agenda item to review City and CRA
334 owned properties and identify which properties could be made available for
335 development.

336

337 • Economic Development Advisory Board meeting on September 21: Agenda item to
338 review this topic and implementation.

339

340 Mr. Otte alerted the Board that the Code Enforcement Board met every third Tuesday of
341 the month at 4:30 pm, which could present a possible conflict with the meeting time for
342 the EDAB and suggested that maybe a different time or day be selected.

343

344 Mr. Otte continued that the August EDAB meeting would be held at the City
345 Commission Chamber at City Hall, contingent that the Chamber renovations were
346 completed by then.

347

348 Mr. Mayer asked for more clarification on Goal 2 – Item 2 *Determine option to*
349 *fund/house an Economic Development Director (EDD)*. Ms. Brangaccio stated that
350 several staffing options would be presented to the EDAB as an agenda item at their
351 August meeting for review and recommendation to the City Commission.

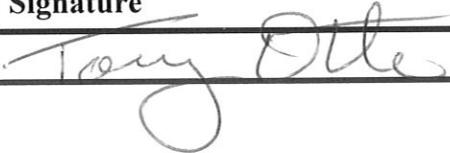
352 **ADJOURNMENT:**

353

354 With there being no further business, the meeting was adjourned at 7:32 p.m.

PRESENTATION

EDAB AGENDA ITEM SUMMARY

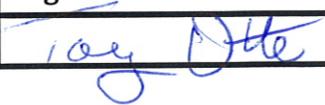
Department Making Request: Community Redevelopment Agency		
Meeting Date: August 17, 2010		
Action Item Title: Presentation by Team Volusia		
Agenda Section: Consent _____ Public Hearing _____ Special Items <u> x </u>		
Summary Explanation and Background Staff has invited representatives from Team Volusia to make a presentation on their new organization and economic development efforts.		
Recommended Action/Motion: N/A		
Funding Analysis: Budgeted _____ If not budgeted, recommend funding account: N/A		
Exhibits Attached:		
Reviewed By:	Name	Signature
CRA Director	Tony Otte	
Commission Action		

OLD BUSINESS

EDAB AGENDA ITEM SUMMARY

Department Making Request: CRA																								
Meeting Date: August 17, 2010																								
Action Item Title: Final Determination of Economic Development Priority Tasks																								
Agenda Section: Consent_____ Public Hearing_____ Special Items__x__																								
<p>Summary Explanation and Background</p> <p>At the July 20 meeting the EDAB members stated their individual top priorities for the tasks stated in the Economic Development Plan. The tasks are ranked below simply on the number of times they were selected as a priority:</p> <table style="width: 100%; border: none;"> <thead> <tr> <th style="text-align: left;">Priority Goals</th> <th style="text-align: right;">Number of Times Selected</th> </tr> </thead> <tbody> <tr> <td>• Goal 4. Expansion of Tourism</td> <td style="text-align: right;">4</td> </tr> <tr> <td>• Goal 2. Organizational Development</td> <td style="text-align: right;">3</td> </tr> <tr> <td>• Goal 1. Advance Image and Culture</td> <td style="text-align: right;">3</td> </tr> <tr> <td>• Goal 6: Business Retention and Expansion</td> <td style="text-align: right;">3</td> </tr> <tr> <td>• Goal 7: Business Recruitment Incentives</td> <td style="text-align: right;">2</td> </tr> <tr> <td>• Goal 5: Geographical & Cluster Analysis</td> <td style="text-align: right;">2</td> </tr> <tr> <td>• Goal 3: Streamline Processes</td> <td style="text-align: right;">1</td> </tr> <tr> <td>• Goal 10: Airport Growth & Expansion</td> <td style="text-align: right;">1</td> </tr> <tr> <td>• Goal 8: Culture, Arts, and Natural Resources</td> <td style="text-align: right;">0</td> </tr> <tr> <td>• Goal 9: Annexation</td> <td style="text-align: right;">0</td> </tr> </tbody> </table> <p>The ranking of the goals is not clear in that there are multiple votes for several items. Staff requests that the EDAB review the list to develop the final determination of the order of priority.</p>			Priority Goals	Number of Times Selected	• Goal 4. Expansion of Tourism	4	• Goal 2. Organizational Development	3	• Goal 1. Advance Image and Culture	3	• Goal 6: Business Retention and Expansion	3	• Goal 7: Business Recruitment Incentives	2	• Goal 5: Geographical & Cluster Analysis	2	• Goal 3: Streamline Processes	1	• Goal 10: Airport Growth & Expansion	1	• Goal 8: Culture, Arts, and Natural Resources	0	• Goal 9: Annexation	0
Priority Goals	Number of Times Selected																							
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• Goal 10: Airport Growth & Expansion	1																							
• Goal 8: Culture, Arts, and Natural Resources	0																							
• Goal 9: Annexation	0																							
<p>Funding Analysis: Budgeted_____ If not budgeted, recommend funding account: Not Applicable</p>																								
Reviewed By:	Name	Signature																						
CRA Director	Tony Otte																							
Commission Action																								

EDAB AGENDA ITEM SUMMARY

Department Making Request: CRA		
Meeting Date: August 17, 2010		
Action Item Title: Review of Wayfinding Contract		
Agenda Section: Consent _____ Public Hearing _____ Special Items <u>x</u> _____		
Summary Explanation and Background The CRA and City Commission has approved a "Wayfinding" contract with the consulting firm of BellamoHerbert. This program calls for the design of special signage that will direct visitors to desired destinations within the CRA. Many years ago this type of signage was developed and several of the signs are still in place near the intersections of Riverside Dr and Washington Street. Please find attached the contract and related materials for this project. The project is listed in the CRA Master Plan Update and is funded with CRA funds. The Wayfinding project is one of 7 projects grouped together for the completion by the selected planning firm. Other projects include gateway landscaping at the triangle of SR 44 and Canal Street, and landscaping in the medians on SR 44.		
Recommended Action/Motion: No Action Needed		
Funding Analysis: Budgeted <u>x</u> _____ If not budgeted, recommend funding account: _____		
Exhibits Attached: <ol style="list-style-type: none">1. The contract for the "Wayfinding" project including the schedule for task completion2. The materials presented by the consultant for the wayfinding project.		
Reviewed By:	Name	Signature
CRA Director	Tony Otte	
Commission Action		

**BELLOMO-HERBERT & COMPANY, INC.
PROFESSIONAL SERVICES AGREEMENT**

This agreement is made and entered into this ____ day of _____, 2010 the effective date, for the terms and conditions listed below and on the following pages of this agreement by and between:

CONSULTANT

Bellomo-Herbert & Company, Inc.
Landscape Architects & Planners

Address:
427 North Riverside Drive
Edgewater, FL 32132

Telephone: 386-426-6222

Fax: 386-426-0176

E-mail: glenn@bellomo-herbert.com

CLIENT

City of New Smyrna Beach
Community Redevelopment Agency

Address:
210 Sams Avenue
New Smyrna Beach, Fl

Telephone: 386-424-2265

Fax: _____

E-mail: totte@cityofnsb.com

PROJECT NAME: SR 44 and US 1 Median and Rights-of-Way Landscaping Enhancement Project

Name of Property Owner (if other than Client):

The property upon which the services described is to be performed:
The City of New Smyrna Beach, Florida

Client intends to develop a comprehensive signage system that facilitates wayfinding throughout the Downtown, while enhancing the sense of direction and evoking imagery. ("The Project")

ATTACHMENTS

The entire agreement consists of this executed Professional Services Agreement, the Scope of Services and Compensation (Exhibit 'A') and the Terms & Conditions (Exhibit 'B').

ACCEPTANCE

By execution of this agreement Client accepts the terms hereof, acknowledges receipt of a copy hereof, including all exhibits, and authorizes Consultant to proceed with the work. In the event Client is not the owner of the property, Client represents that Client has informed the owner of the work and obtained permission from said owner for Consultant to proceed.

IN WITNESS THEREOF, the parties hereby execute this agreement upon the terms and conditions stated hereon and on the date first above written.

Accepted by: _____
Mr. Tony Otte, Executive Director
Community Redevelopment Agency

Date: _____

Accepted by: _____
Glenn Herbert, Vice President Bellomo-Herbert & Co.

Date: _____

I. DESCRIPTION OF THE WORK

Bellomo-Herbert & Company, Inc. (hereinafter referred to as the CONSULTANT), shall provide the following Scope of Work to the City of New Smyrna Beach Community Redevelopment Agency (hereinafter referred to as the CLIENT) for the Design of a Wayfinding Signage System (Task 7) of the **SR 44 and US 1 Median and Rights-of-Way Landscaping Enhancement Projects**. The CONSULTANT will work closely with the CLIENT'S staff, the City's staff and the Community at large to develop details of the design. The City seeks to build upon the entertainment, cultural, historical and other leisure-time venues and activities currently existing in the community redevelopment area (CRA). It is also necessary to help direct visitors to desired destinations in the CRA from New Smyrna's major arteries as well as ease their wayfinding within the CRA. It is the intent of the Wayfinding Signage Program to enhance the success and market potential for businesses, arts, entertainment, historical, and economic growth. The system will anticipate the continued evolution of the CRA, including traffic pattern changes, the addition of new tourist attractions, and increased pedestrian traffic.

The wayfinding/signage program will be installed on major arteries leading to the CRA as well as throughout the CRA area. The plan will consider existing signage locations, the possibility of locating signage on existing poles, and responsiveness to mode of travel, traffic patterns, surrounding land uses, as well as maintaining pedestrian travel and ADA accessibility. Price of fabrication and installation, and the ease and cost of changing and maintaining signage, will also be considered.

II. SCOPE OF SERVICES

The City of New Smyrna Beach seeks to develop a comprehensive signage system that facilitates wayfinding throughout the CRA, while enhancing the sense of direction and evoking imagery. This wayfinding signage system will address the needs of visitors and residents using all modes of transportation. Street level vitality, legibility, safety, maintenance and replacement costs are all major concerns in creating an informational signage and wayfinding system that is both direct and friendly. This project will set the tone for future projects and should be easily altered and expanded upon as the community continues to grow. To that end the CONSULTANT will provide the following scope of services:

A. Analysis and Program Development

1. The CONSULTANT will conduct an on-site kickoff meeting with the CRA and City staff, and prepare an overall area analysis.
2. The CONSULTANT will research how people enter and leave the area and move between destinations, developing circulation patterns.
3. The CONSULTANT will review maintenance, budget, schedule and phasing issues.
4. The CONSULTANT will review existing wayfinding plans and implementation status.
5. The CONSULTANT will meet with current wayfinding participants of the CRA and City staffs, and city sign shops to hear their evaluation of current system, operational difficulties, and needs of a future system.
6. The CONSULTANT will develop a formula and policy to determine which destinations

- and districts should be included on signs, and review this information with the CRA and the City.
7. The CONSULTANT will work in cooperation with the CRA, the City's staff, and other appropriate personnel to establish a desired image to incorporate brand, logo design and district identities.
 8. The CONSULTANT will develop a destination list, including recommended terminology, for primary and secondary destinations.
 9. The CONSULTANT will prepare a list of proposed sign types and wayfinding elements to be reviewed with the CRA and the City.
 10. The CONSULTANT will evaluate zoning code requirements for the proposed signage system.
 11. The CONSULTANT will meet with representatives of FDOT and any regulatory agencies having jurisdiction over the right-of-ways or visual characteristics of the signage.
 12. The CONSULTANT will document location of existing wayfinding signage and evaluate the feasibility of reusing existing locations, poles and hardware on an individual location basis.
 13. The CONSULTANT will analyze existing traffic patterns and means of accessing certain areas within the CRA including downtown and Flagler Ave, and delineate recommended locations for signage to direct users.
 14. The CONSULTANT will develop a hierarchy of information.
 15. The CONSULTANT will review existing identity standards.
 16. The CONSULTANT will develop the Project Schedule.
 17. The CONSULTANT will develop the preliminary wayfinding logic.

Deliverables for Analysis and Program Development: the CONSULTANT will provide a Wayfinding Analysis and Recommendations Document (hard copy and digital copy) with notes from all stakeholder meetings including an evaluation of the existing system, users' needs, districts and destinations, zoning requirements, regulatory and jurisdictional issues, recommendations for identity graphics; and a detailed schedule for project completion, including key meetings and milestones. Also, a detailed site plan (with rationale for boundaries) showing public circulation patterns, primary public destinations, and access points, and a detailed site plan showing existing signage locations that will or will not be reused.

FEE: \$ 10,650.00

B. System Design Development

1. The CONSULTANT will analyze architectural elements, materials, themes, and the new branding design elements in order to develop an appropriate design aesthetic for the system.
2. The CONSULTANT will prepare designs for various sign types, including but not limited to:
 - Highway Signs (if needed, Standard DOT guide signs)

- City Gateways: Signs and structures distinguishing city edges and entry portals
 - Destination Directional: signs serving to assist the motorist to key destinations
 - Parking Signs: Identification and directional
 - Pedestrian Directional/Informational: Signs to provide direction and orientation
 - Path Signs: Directional signs for paths and trails used by bicycles and recreation
 - Destination Identity: Signs identifying the name of a place feature or site
 - District Marker: Signs identifying the edge or reinforcing the core of a district (i.e. Canal Street Historic District, Flagler, Beach Access and etc)
3. The CONSULTANT will present initial design concepts for review (City/CRA to select one initial design concept for additional refinements).
 4. The CONSULTANT will complete a maximum of two rounds of refinements.
 5. The CONSULTANT will apply the approved design to the remaining sign types.
 6. The CONSULTANT will present the full sign type array and color illustrations of signs to the CRA and the City.
 7. The CONSULTANT will revise the individual sign type designs once more (if needed).

Deliverables: Final Design Intent Drawings with written statement regarding rationale for design choices, materials, and how systems can be modified over time; scaled drawings of potential sign types and concepts; and a statement of probable cost for the fabrication, installation and maintenance of the system, including hierarchy of various sign types and typical locations.

FEE: \$ 20,000.00

C. Construction Documentation

1. The CONSULTANT will determine and confirm which specific signs will be included in the first phase of implementation.
2. The CONSULTANT will add detailed specifications to the final Design Intent Drawings (exact dimensions, letter heights, materials, mounting details, color specifications, and material performance standards).
3. The CONSULTANT will prepare the necessary artwork for the proposed signage types.
4. The CONSULTANT will prepare Sign Location Plans and Sign Message Schedules and submit to the CRA and City for review. The CONSULTANT will revise and re-submit for second review if necessary.
5. The CONSULTANT will develop technical specifications (general conditions and "boilerplate" language to be supplied by the CRA or City).
6. The CONSULTANT will update the estimate of probable cost for the fabrication and installation.

Deliverables: Final Construction Documents, updated estimate of probable cost, and an Implementation Phasing Plan that includes priorities in terms of sites and sign locations.

FEE: \$ 12,000.00

D. Bidding

The CONSULTANT shall furnish the CLIENT with electronic files in PDF format for all documents, saved at print size. Bid sets of construction documents will be printed and distributed by the CLIENT. Other services by the CONSULTANT will include:

- Attend and administer the pre-bid conference
- Answer questions which might arise during the bidding process
- Prepare any Addenda that may be necessary for issuance by the CLIENT
- Attend the bid opening
- Assist the CLIENT in the review of the bids received

FEE: \$ 4,000.00

E. Construction Observation

The CONSULTANT shall provide the following services during this phase of the work:

- Attend the Pre-Construction Meeting
- Respond to Requests for Additional Information from the contractor through CLIENT
- Issue change orders when so directed by the CLIENT.
- Review, approve or deny submitted shop drawings, product data and/or samples as required by the Contract Documents.
- Recommend to the CLIENT the rejection of work completed by the Contractor which is not constructed in accordance with the Contract Documents.
- Provide reports outlining the progress of the work to date and any deficiencies encountered.
- Provide site visits during the construction of the work. The CONSULTANT will be available for a maximum of four (4) site visits per Task. Additional site visits, if requested by the CLIENT, shall be performed on an hourly basis at the rates described herein.

III. COMPENSATION AND REIMBURSABLE EXPENSES

The Consultant will undertake the work described in paragraph II. **Scope of Services, A-E** for the following fees:

A. Analysis and Program Development	\$	10,650.00
B. System Design Development	\$	20,000.00
C. Construction Documentation	\$	12,000.00
D. Bidding	\$	4,000.00
E. Construction Observation	\$	HOURLY
REIMBURSABLE EXPENSES (ALLOWANCE)	\$	2,000.00

Reimbursable expenses are in addition to fees stated as outlined in the Professional Services agreement, Terms and Conditions, Exhibit "B".

**BELLOMO-HERBERT & COMPANY, INC.
PROFESSIONAL SERVICES AGREEMENT
TERMS & CONDITIONS
EXHIBIT 'B'**

Revisions and Additional Services

Any revisions, changes or alterations to previously approved design work, or services performed outside the Scope of Services as outlined will be billed at the hourly rates listed below. Bellomo-Herbert & Company, Inc. (Consultant) will submit cost estimates to the Client prior to initiating any additional services.

Hourly Rates

Principal Landscape Architect	\$ 175.00
Senior Landscape Architect	\$ 150.00
Landscape Architect	\$ 95.00
Construction Administrator	\$ 75.00
Landscape Designer	\$ 75.00
Landscape Technician	\$ 65.00
Administrative.....	\$ 50.00

Period during which fees and rates are applicable

The fees submitted in this proposal are developed based upon an uninterrupted and orderly design process. Extended delays to the project schedule, caused by parties other than the Consultant, shall result in a renegotiation of the design fee. Consultant reserves the right to increase the hourly rates listed herein after a period of one year from the date of execution of this Agreement.

Method of Payment

Billing for services and reimbursable expenses will be submitted on a monthly basis. All invoices are due and payable upon receipt. Invoices will describe percentages or phases of work completed up to the invoice date. Invoices not paid within thirty (30) days from the date of invoice shall bear an interest rate of one and nine-tenths percent (1.9 percent) per month or the maximum allowed by law. Consultant shall have the right to suspend the performance of its services at any time if such payments are not received within forty five (45) days of the invoice date. Consultant shall be entitled to recover all costs and expenses including attorney's fees, associated with collection of payments whether suit is filed or not.

Design Approval

Mr. Tony Otte, CRA Executive Director has been designated as the Client's Project Manager and is responsible for design direction to Consultant for this project and has the authority for design approval. In the event the design is approved by the above named person and is subsequently rejected by others resulting in the need for re-design, such re-design services shall be billed as Additional Services.

Reimbursable Expenses

Reimbursable expenses as outlined below will be billed at cost, plus Consultant's customary 10% handling charge. Supporting documentation will be provided with our invoices.

1. Drawing & visual exhibits:

Printing, plotting, photocopying, photographs, computer scans and other presentation supplies, etc.

2. Telephone & Courier:

Long distance, express mail delivery, postage, and courier services.

3. Travel:

Airfare, car rental, out-of-town travel expenses, lodging, meals and mileage at the prevailing rates allowed by IRS.

Client's Responsibilities

The Client agrees to provide Consultant with all documents, information, surveys, maps, easements, reports, and professional recommendations requested to provide services. Consultant shall be entitled to rely on the accuracy and completeness of these items.

The Client agrees to advise Consultant of any known or suspected contaminants at the Project site.

The Client will obtain and pay for all necessary permits from authorities having jurisdiction over the project. The Client will pay for all testing services required as part of the design services being provided. The Client shall provide necessary items and render decisions in a timely manner so as not to delay the orderly and sequential progress of Consultant's services.

Consultant will assist the Client with this obligation by completing and submitting appropriate paperwork and forms to governing authorities. Consultant services hereunder shall not include attendance at more than one meeting with such governing authorities or creating additional or special documentation required by such authorities.

Estimated Schedule and Project Budget

Consultant shall render its services as expeditiously as is consistent with professional skill and care. During the course of the Project, anticipated and unanticipated events may impact any Project schedule. The Client shall agree to promptly notify Consultant if the Client's schedule or budget changes. The Client acknowledges that significant changes to the Project schedule, budget, or the Project's scope may require Additional Services of Consultant.

Design Policies

All documents of service prepared by Consultant, including those in electronic form, are the property of the Consultant, and these documents shall not be reused on other projects without the written permission of Consultant. Consultant retains all rights, including the copyright in its documents.

BELLOMO-HERBERT & COMPANY, INC.
PROFESSIONAL SERVICES AGREEMENT
TERMS & CONDITIONS
EXHIBIT 'B'

The Client cannot use Consultant's documents to complete the Project with others unless Consultant agrees in writing. Any design ideas which are not accepted and paid for by the Client become the property of Consultant, and Consultant will be free to use such designs in any way desired excluding Client's name.

Consultant reserves the right to use any work produced for the Client as project samples, which may be used or reproduced in any reasonable way for the marketing needs of Consultant.

Design Ownership

All design, drawings, and documentation of the work performed under this agreement is the property of the Client and shall be utilized only for the application to the project described in the attached proposal outline.

Governing Law

This Agreement is governed by the law of the State of Florida.

No Assignment

Neither party can assign this Agreement without the other party's written permission.

Termination Agreement

Consultant reserves the right to terminate this agreement upon seven (7) calendar days written notice to the Client without cause or limitation. Client reserves the right to terminate this agreement upon seven (7) calendar days written notice to Consultant without cause or limitation. In the event of termination, Consultant shall be paid full fees for services performed up to the termination date including all Basic & Additional services rendered and Reimbursable Expenses incurred up to the date of termination.

Limited Construction Phase Services

Notwithstanding any other term in this Agreement, Consultant shall not control or be responsible for another's means, methods, techniques, schedules, sequences or procedures, or for construction safety or any other related programs, or for another's failure to complete the work in accordance with the plans and specifications.

Construction Phase services, if a part of the attached Scope of Services, will be provided to determine the general progress of the work, but will not include supervision of the contractors, or of their means, methods, techniques, schedules, sequences or procedures, or for construction safety or any other related programs. Consultant maintains the right but not the duty to recommend that the Client reject work that does not appear to conform generally to the plans and specifications. Consultant shall not have any liability for recommendations made in good faith.

If payment certification services are included in this agreement, such certifications for payment shall be a representation to the

Client that, to the best of Consultant's knowledge, information and belief, the work has progressed to approximately the point indicated. Such certification shall be subject to any noted qualifications by Consultant and shall not be a representation that Consultant has supervised the work, reviewed means, methods, techniques, schedules, sequences or procedures, or for construction safety or any other related programs of the contractors, or that Consultant has reviewed how or for what purpose the contractor has used or intends to use the contract funds.

Dispute Resolution

Client and Consultant agree to mediate claims or disputes arising out of or relating to this Agreement as a condition precedent to litigation. The mediation shall be conducted by an appropriate mediation service experienced in handling construction disputes acceptable to both parties. A demand for mediation shall be made within a reasonable time after a claim or dispute arises and the parties agree to participate in mediation in good faith. Mediation fees shall be shared equally. In no event shall any demand for mediation be made after such claim or dispute would be barred by the applicable law.

Entire Agreement and Severability

This Agreement is the entire and integrated agreement between the Client and Consultant and supersedes all prior negotiations, statements, or agreements, either written or oral. This Agreement may be amended only by written instrument signed by both the Client and Consultant.

In the event that any term or provision of this agreement is found to be void, invalid or unenforceable for any reason, that term or provision shall be deemed to be stricken from this agreement, and the balance of this agreement shall survive and remain enforceable.

Waivers of Consequential Damages and Subrogation

Client and Consultant waive all claims to consequential damages for any claims or disputes arising out of or relating to this Agreement. In addition, Client and Consultant waive all claims against each other to the extent covered by any applicable insurance during design or construction, including but not limited to claims for subrogation.

Attorney's Fee

Should any legal proceeding be commenced between the parties to this Agreement seeking to enforce any of its provisions, including but not limited to, fee provisions, the predominantly prevailing party in such proceeding shall be entitled, in addition to such other relief as may be granted, to a reasonable sum for attorneys' and expert witnesses' fees, which shall be determined by the court or forum in such a proceeding or in a separate action brought for that purpose. For purposes of this provision, "prevailing party" shall include a

**BELLOMO-HERBERT & COMPANY, INC.
PROFESSIONAL SERVICES AGREEMENT
TERMS & CONDITIONS
EXHIBIT 'B'**

party which dismisses an action for recovery hereunder in exchange for payment of the sum allegedly due, performance

of covenants allegedly breached, or consideration substantially equal to the relief sought in the action or proceeding.

No Third Party Beneficiaries

Nothing in this agreement is intended to create a contractual relationship for the benefit of any third party. There are no intended beneficiaries of the agreement except Consultant and the Client.

Soulie, Claudia

Subject: FW: Schedule for Wayfinding System Design

From: Glenn Herbert [mailto:glenn@bellomo-herbert.com]

Sent: Tuesday, August 10, 2010 3:27 PM

To: Otte, Tony

Cc: 'Shaughnessy Hart'

Subject: Schedule for Wayfinding System Design

Hi Tony:

In response to your request, here is the design schedule:

1. Analysis & Program Development – **4 Weeks** (Assume start Aug.16, complete Sept. 10)
2. System Design Development – **8 Weeks** (start Sept.13, complete Nov. 5)
3. Construction Documentation – **4 Weeks** (start Nov. 8, complete Dec.3)
4. Bidding – **4 Weeks** (start Dec. 6, complete Dec. 31)

This would have the system designed and bid with a contractor selected by the end of the year, ready to start construction. Let me know if you have any questions.

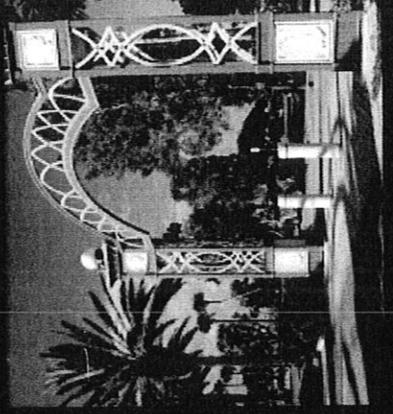
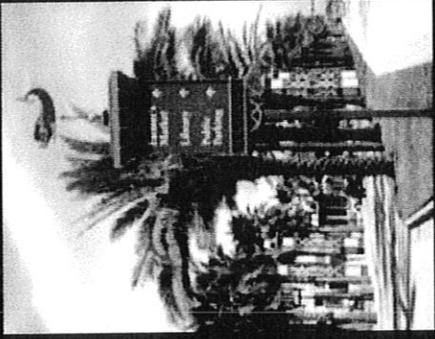
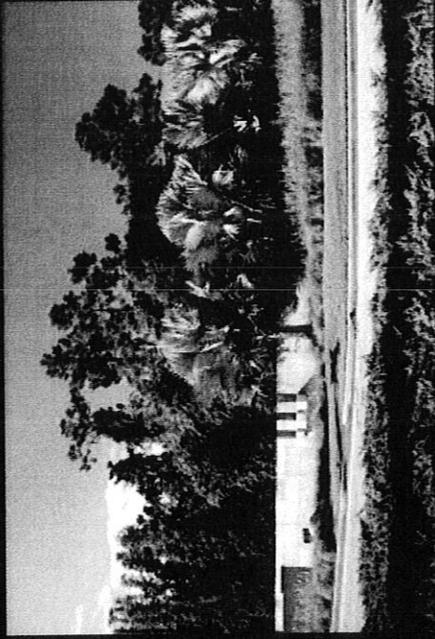
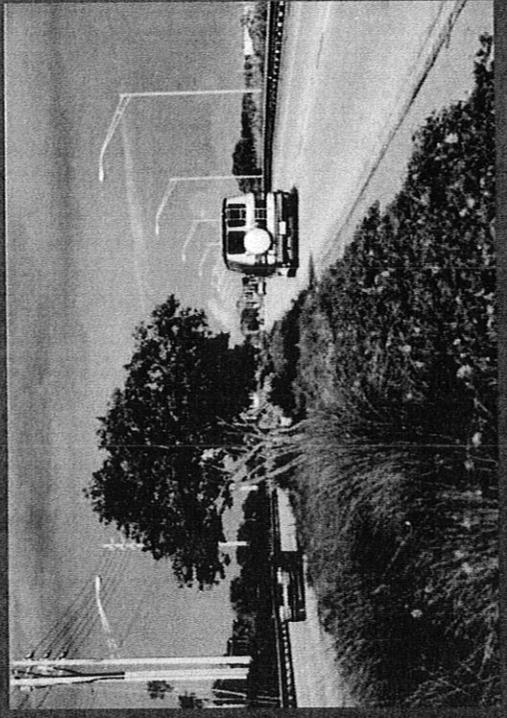
Glenn Herbert FASLA
Bellomo-Herbert & Company
386.426.6222 office
386.235.5078 cell

glenn@bellomo-herbert.com

City of New Smyrna Beach
SR 44 & US 1
Landscaping
Enhancement
Project

Presentation:
May 26, 2010

BH BELLOMOHERBERT
AND COMPANY, INC.





May 26, 2010

Mr. Chad T. Lingenfelter, AICP, PTP, Chief Planner
City of New Smyrna Beach Planning and Zoning Department
210 Sams Avenue
New Smyrna Beach, Florida 32168-7040

RE: RFQ – SR 44 and US 1 Median and Rights-of-Way Landscaping Enhancement Project

Dear Mr. Lingenfelter and Members of the Selection Committee:

Bellomo-Herbert & Company, landscape architects and Planners, is pleased to provide you with this additional information in support of our presentation today. On behalf of the Design Team, we want to thank you for the opportunity to share with you why we should be your consultant. **No one you hear from today is more familiar with this project than we are. We have been preparing for this project for more than 20 years and have already invested a considerable amount of creative energy in the project.** We are quite confident that we can provide all of the services needed to accomplish your Tasks.

As we stated in our presentation, we believe Bellomo-Herbert & Company should be your consultant for this contract for the following reasons:

We have the right team to get the job done! The primary focus of this project is Landscape Architectural design; this is what we do every day. **Glenn** is one of the longest practicing landscape architects in the state, founding his first office more than 43 years ago. His expertise is his broad knowledge of plant materials, both native and ornamental, his extensive experience in the design of planting plans, his in-depth knowledge of landscape construction, and his unique understanding of the maintenance implications of his designs.

We've augmented our services with very special consultants selected to fulfill specific requirements.

Judson Pankey was the FDOT District 5 Landscape Manager, Highway Beautification Coordinator, and District Permits Engineer for Volusia County and its cities. Mr. Pankey was in charge of reviewing streetscape improvements for compliance with Department standards and for managing the politically-sensitive issue of vegetation management



permits for billboards. **He has the contacts and the connections to make sure the project stays on track and gets approved.** Their firm will also be providing 3-D Laser scanning for topographic surveys, permitting and MOT for the project.

Shaughnessy Hart has been setting the standard for Wayfinding throughout the State for the past 20 years. Her ability to come into a community and identify and assess their needs, and then tailor a Wayfinding program that satisfies those needs is unparalleled. **The success of her projects around the State speaks volumes about her creative skills,** and she's in Orlando so we don't have to fly her in from Atlanta or Seattle.

Jeff Crawford has been providing irrigation design services for Bellomo-Herbert for the past five years on some very complex projects. He is local, has a thorough understanding of Volusia County requirements, and has a reputation for solving complex issues with outside the box thinking.

We believe the most demanding aspect of design is not creating form; it's defining your needs accurately and completely. We expect the City to be an integral part of the design process, and we will listen very closely to your concerns, your desires, and your needs. **Our role will be to provide you with the information you need to make informed decisions and then use our expertise to deliver effective and efficient solutions.** We are also extremely well versed in consensus building, and **we know how to facilitate and moderate community workshops, design charrettes and public meetings to assure the affected public is included in the design process.** Our years of providing similar services for other cities has prepared us for this role, and we stand ready to assist you in completing these tasks.

We want to work with you on this contract. We welcome the challenge, and promise to commit the full resources of our project team to insure that your project gets the attention necessary to make it a success.

Sincerely,

Glenn Herbert, FASLA

Vice-President, Bellomo-Herbert & Company, Inc.



Agenda

BH

What We Bring to the Table
Understanding the Tasks
Approach
FDOT Coordination
Graphics & Wayfinding

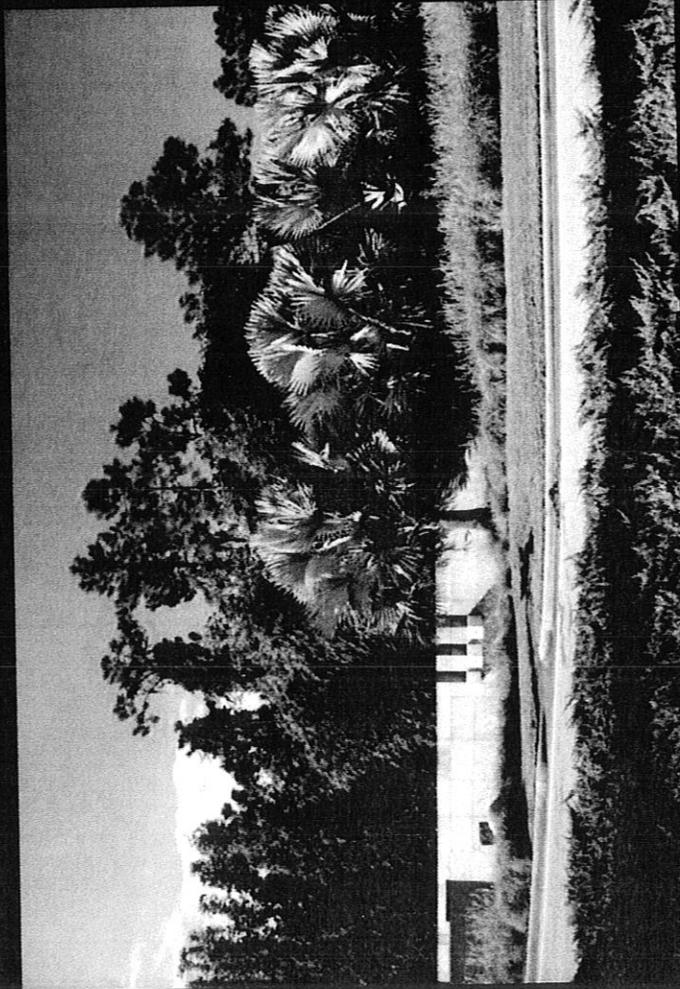
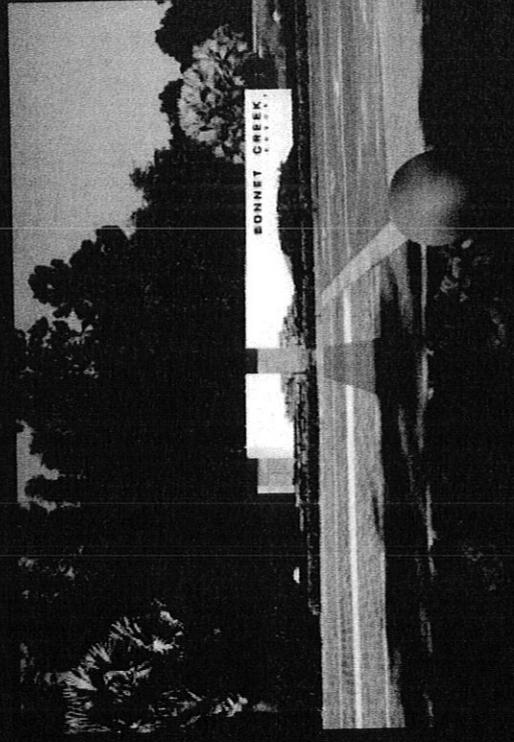
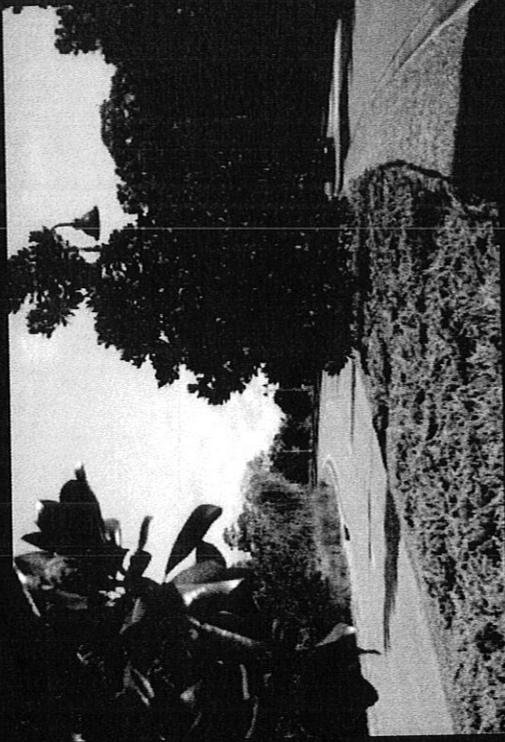




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What We Bring to the Table

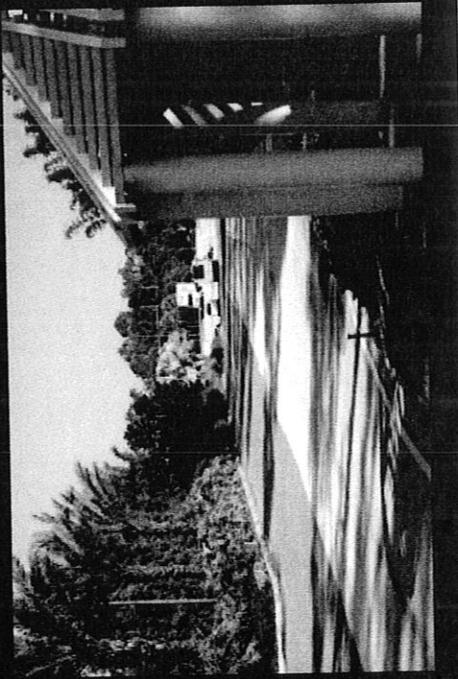
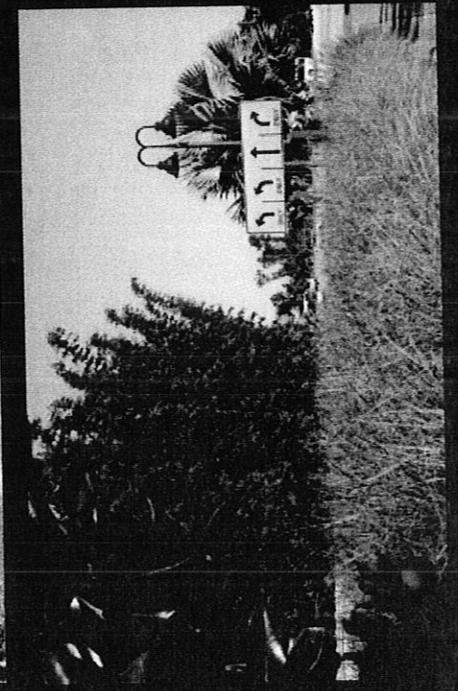
- Landscape Architecture,
Its what we do!





What We Bring to the Table

BH

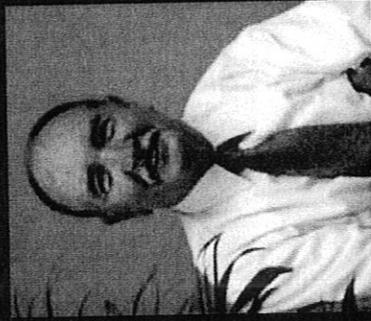




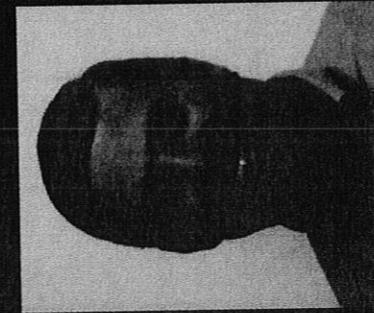
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What We Bring to the Table

- **Principal Involvement**



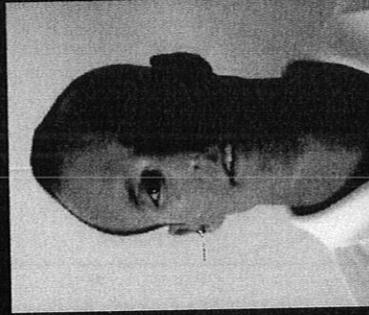
Glenn Herbert, FASLA
Principal In Charge and Project Manager



Judson C. Pankey, P.E.
CPH Engineers
FDOT Coordination, Surveying
and Permitting Services



Shaughnessy Hart
Shaughnessy Hart & Associates
Wayfinding Systems Development



Jeff Crawford
Crawford Irrigation Design
Irrigation Design



What We Bring to the Table

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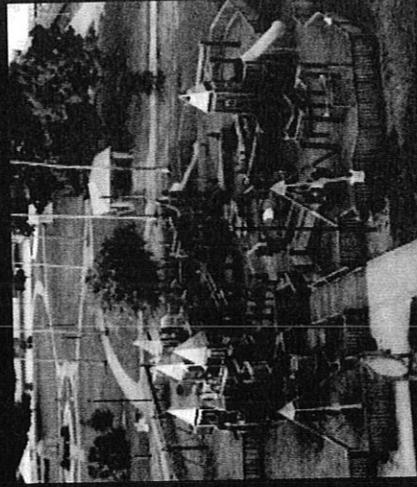
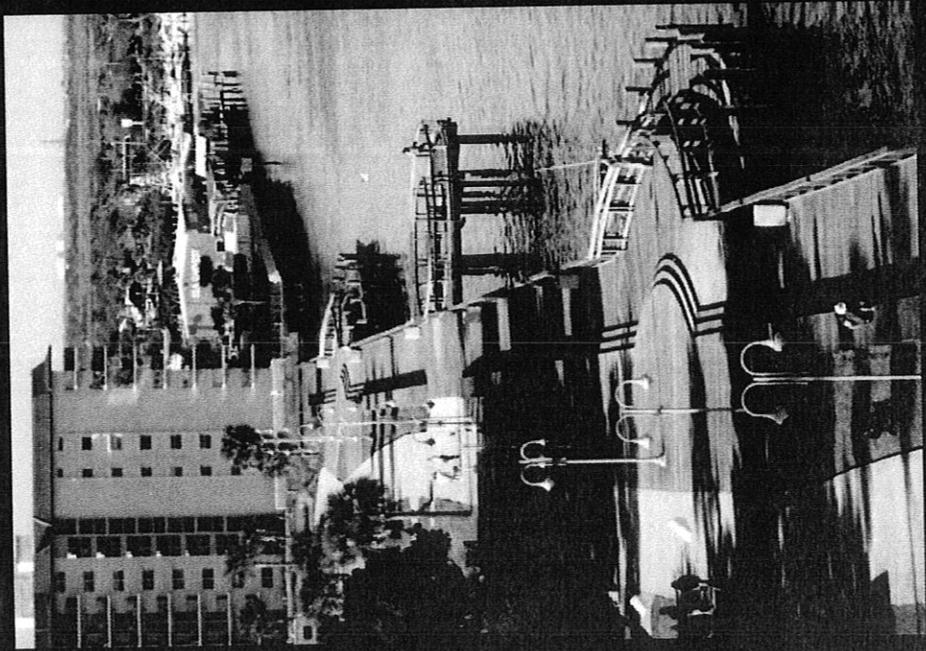
- City Partners/Community Advocates





What We Bring to the Table BH

- What “I” Bring to the Table....
- Familiarity
- Plant Knowledge
- The “Green Card”





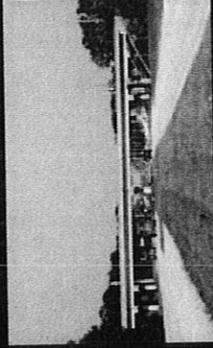
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Understanding of the Tasks

It is our understanding that these project deliverables are not necessarily intended to be absolute or complete descriptions of the services required, nor is their numerical ranking an indication of their individual importance or priority, but rather a means to distinguish one task from another. We further understand that all tasks will probably not be accomplished at one time, and the City will determine at their discretion how tasks are pursued. We understand that it is the City's ultimate goal to have construction documents completed for the various tasks identified to be able to pursue and take advantage of funding opportunities as they become available.

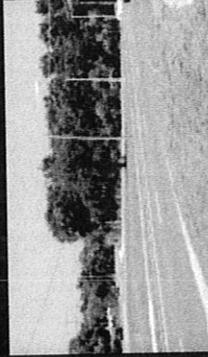
Task 1 – Interstate 95 & State Road 44 Gateway

- This opportunity creates a psychological “entrance” to the City. Going under I-95 simulates going through a *portal* augmenting the *sense of arrival*. It's a great opportunity for identification, characterization, and creating that *first impression*. Visitors arrive at this location from the north, south and west. From the north and south the feature should start as you reach the exit ramps culminating at SR 44. The bridge, though slated for replacement in 15 years when I-95 goes to six-lanes, has not been funded so it's anyone's guess if and when this could happen. This may be the most practical opportunity for something dramatic, that outside the box thinking.



Task 2 – State Road 44 at Canal Street Gateway

- The Canal Street merchants are adamant that proper directions at this point will funnel customers to Canal Street and their businesses which they deem essential to their success. If ever there was a time for public involvement it's probably here. Early approaches included an electronic sign with walkways and arches. An approach that creates an attractive, dynamic feature that commands attention without being in your face, that also provides **clear and concise direction**, and that relates to other landscape and hardscape improvements could accomplish a variety of objectives. Overhanging trees will make it difficult to see overhead signage from any distance.



Task 3 – US Highway 1 Gateways

- These north/south gateway opportunities are as different as day and night. From the south it falls at a busy intersection with little room and lots of competition. There may be an opportunity for landscape improvements around the canal that tie it into a gateway monument/feature to make a more dramatic statement. Coming from the north it feels very rural but there are two billboards located on the western property line at the City limits. We will have to respect their 1000' visibility access, so it may require moving further south or trying to do something in the median.





Understanding of the Tasks BH

Task 4 – State Road 44 Medians between Task 1 & 2 Gateway and east to US Highway 1

There are a variety of conditions and opportunities for the medians in this task. The posted speed limit from the Interstate to Jungle Road is 55 MPH, from Jungle Road east to the K-Mart Plaza 45 MPH, from K-Mart to Chisholm Street 35 MPH, and then back up to 45 MPH to the bridge. There are traffic signals at Myrtle, Mission, the Publix Plaza, Home Depot, and the Interstate; one funded for Glencoe and talk of one at Sugar Mill. Most improvements to this area will be dictated by setbacks and visibility triangles, and drainage patterns must be respected. This task has the ability to create the greatest impact, and if done well, could create the momentum to complete all the other tasks.



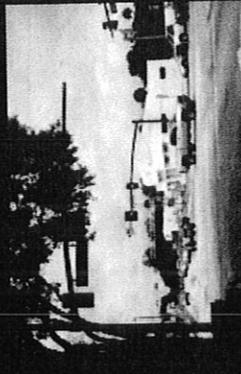
Task 5 – State Road 44 at Hunting Camp Road Gateway and Medians east to Interstate 95

This location 3.2 miles west of I-95, although the western City limits, seems a little remote from the "City". We understand the need for a marker, but we could get a "bigger bang for the buck" through landscaping. With the exception of Venetian Bay there has been no development along this stretch of roadway so median improvements should be bold and simple or very limited. With the coming of the new WalMart west of the Interstate, that area will be ripe for more substantial improvements up to and including the I-95 limited access right of way.



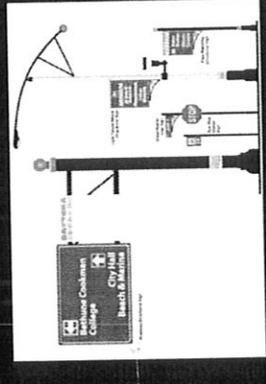
Task 6 – US Highway 1 at Canal Street Gateway

FDOT is currently selecting a consultant to design improvements for the U.S. 1 / Canal Street intersection. The City has been quite involved with its evolution, and this project will include the construction of a box culvert that connects the west canal to the east section, significant traffic improvements to the roadway and signalization. The City owns the northwest quadrant (the former Dunn Lumber site) and has a lease from the railroad for the southwest quadrant. There are some environmental issues with the property which has been designated a brownfield site. This location presents a wonderful opportunity since it's the SR 44 entry to the downtown business district, and on the major north/south corridor. It has the perception of feeling like the center of town and the feature should create something iconic enough that as you pass through it your reaction should be "wow, what was that, that was pretty cool, I've got to come back and check that out."



Task 7 – Design of a Wayfinding / Signage System

We understand that the City is looking for the consultant to develop a family of signage types that address all of the City's anticipated needs. The standards should reflect creativity and animation, with a style and character that is unique to New Smyrna Beach. The materials and construction should be well thought out, durable, economical and practicable. The City wants to have a system that will allow their sign shop to fabricate sign faces, changing and updating information and making minor repairs as necessary.

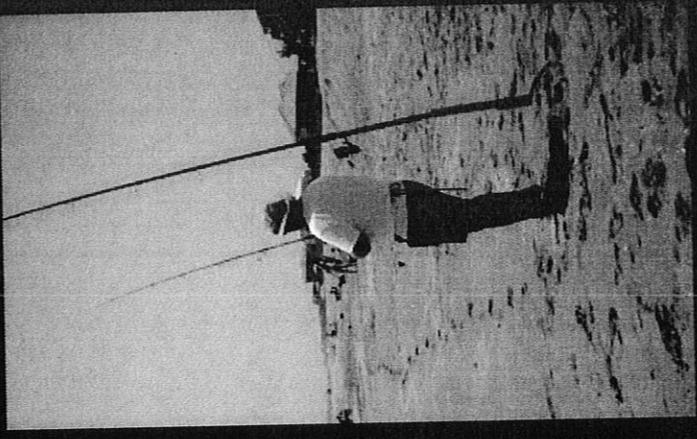
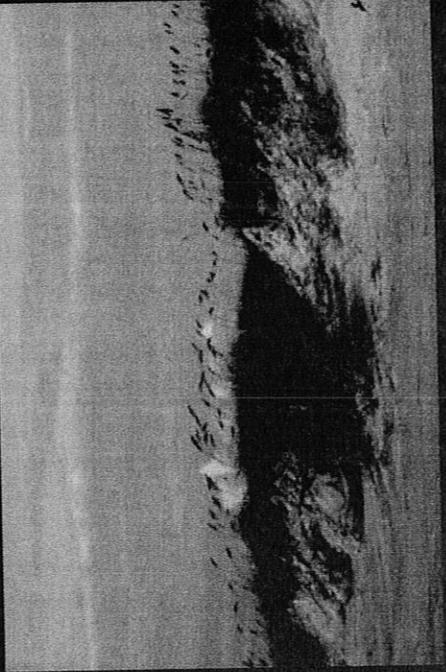




Approach

BH

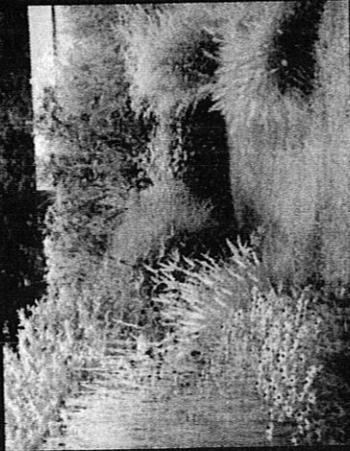
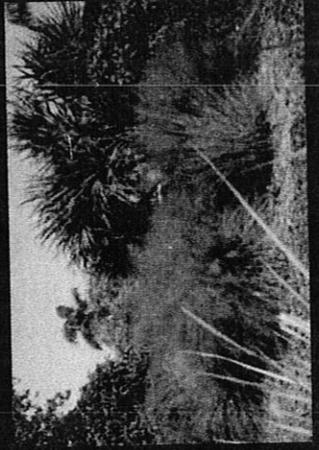
- Understanding Our Roles
- It Starts With Maintenance and Ends With Maintenance
- Develop a “Vision”
- FDOT Coordination



BH

Approach

Plant Selection – Native vs. Ornamental



BH

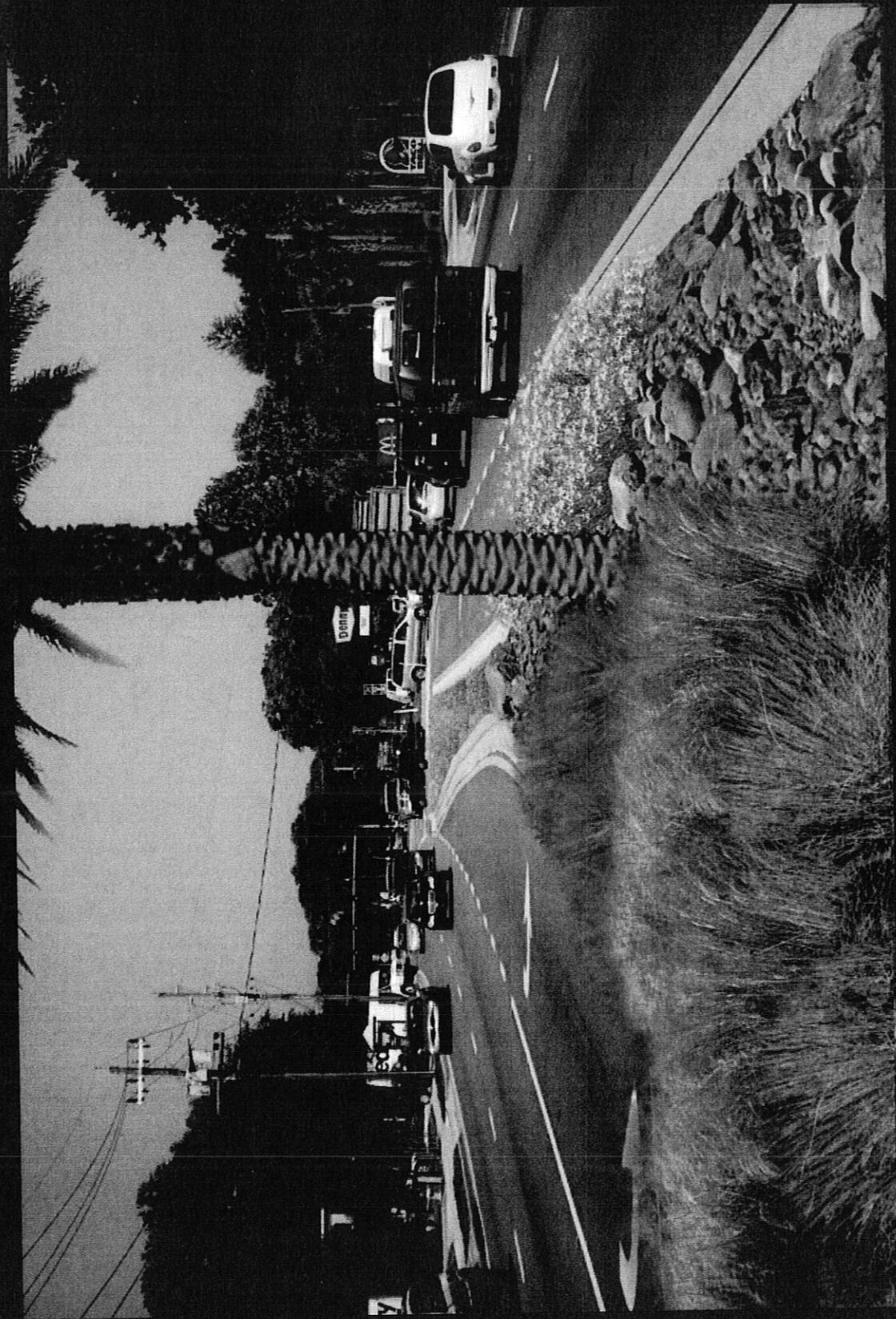
Approach





Approach

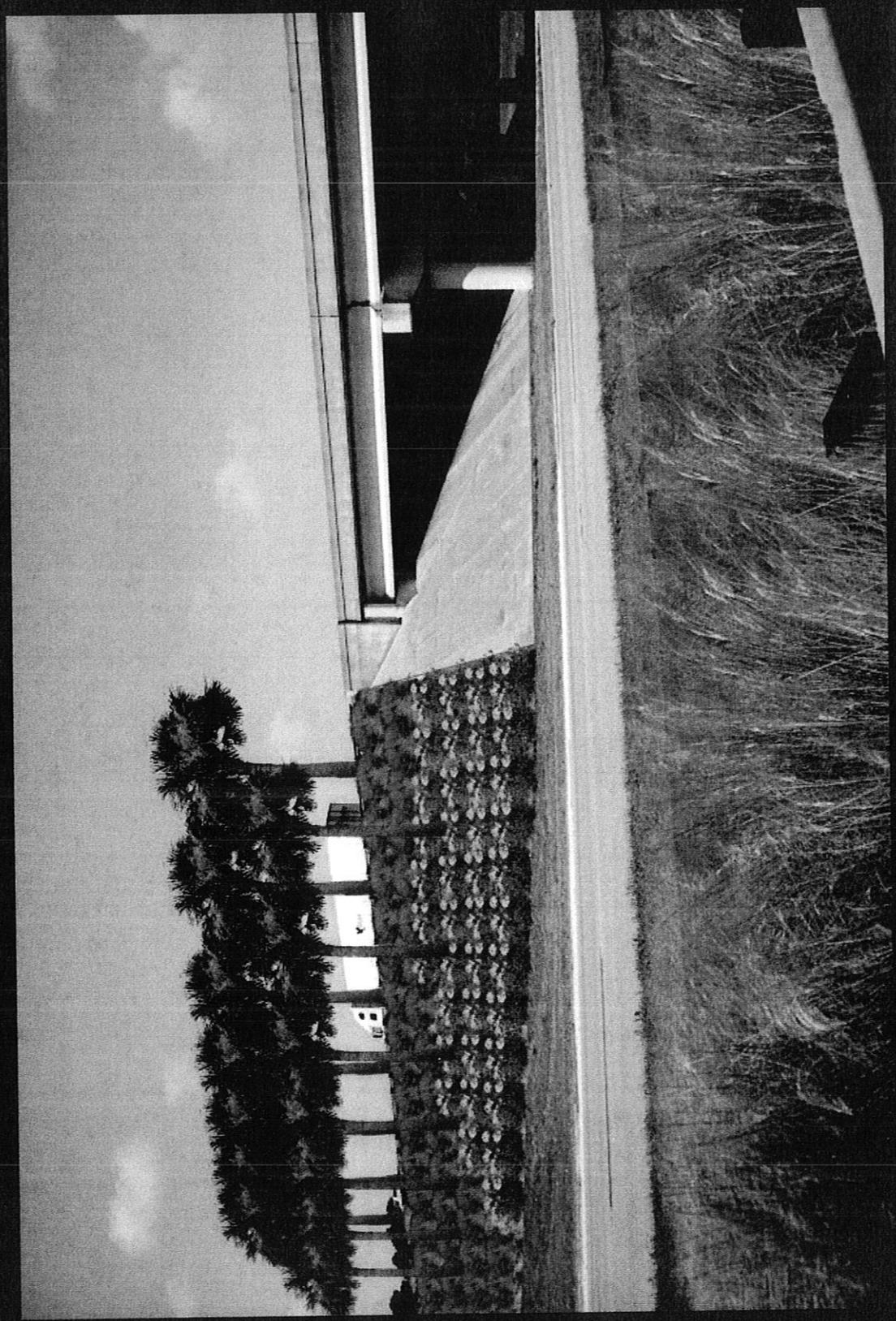
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Approach

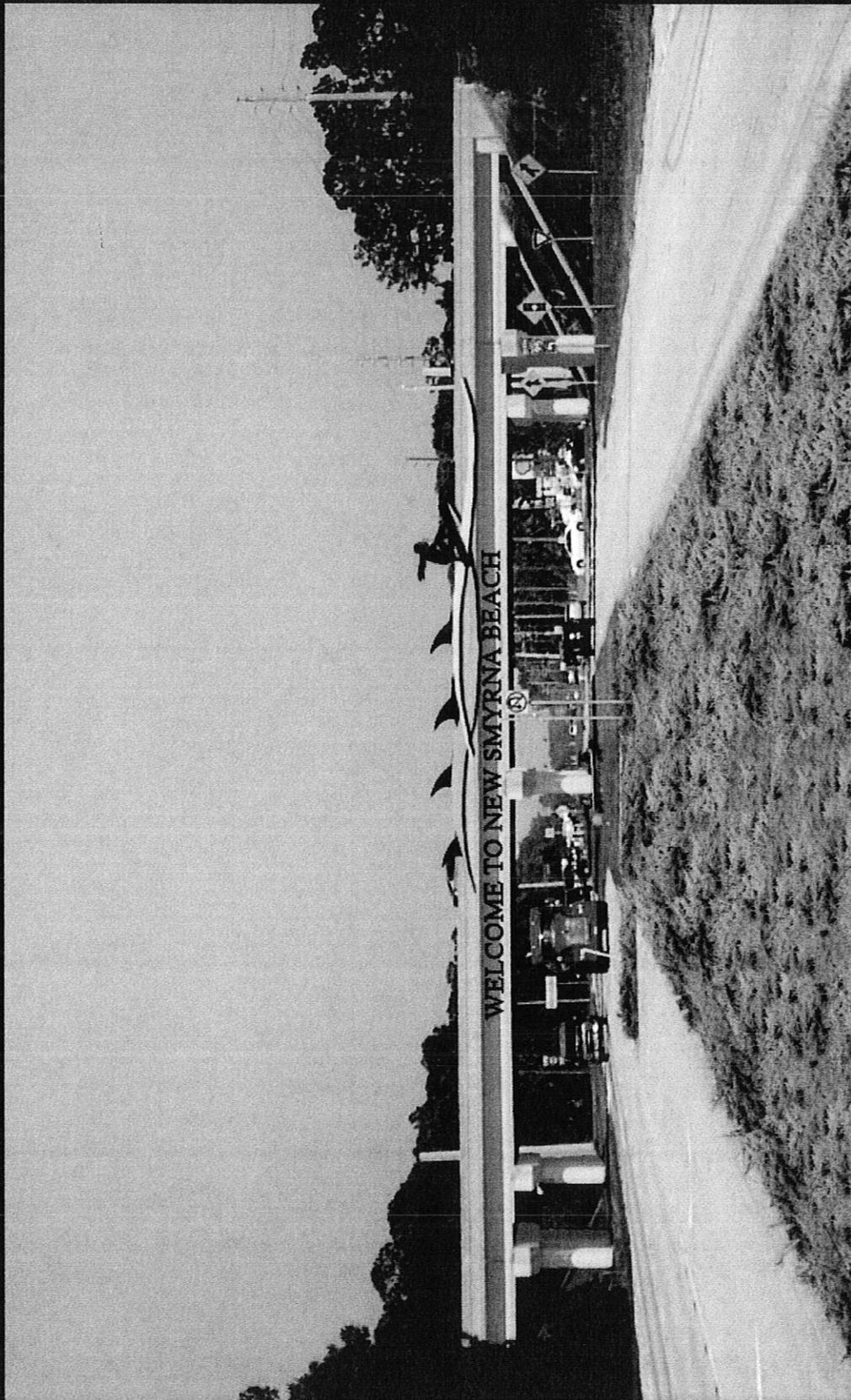
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Approach





FDOT Coordination

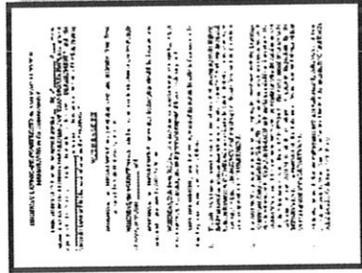
BH

Experience / Relationships

- Information – Straight Line Diagrams, RW Maps, Record Drawings
- Relationships
 - Victor LoPiccolo to Alan Hyman on Operations side
 - George Borchik to George Lovett on the Production side
- Navigating the Process
- Local Maintenance Unit
- District Office for Memorandum of Agreement, Billboards, Design Standards Compliance
- Billboards



Standards



Approval Process



Sr44 & Us1 Median and Rights-of-Way
Landscaping Enhancement Project
City of New Smyrna Beach

FDOT Knowledge



FDOT Coordination

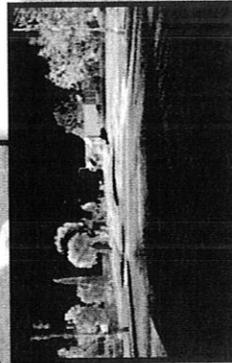
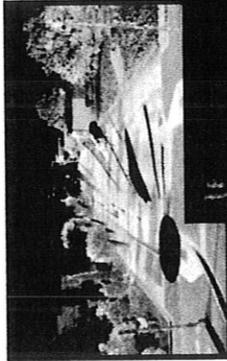
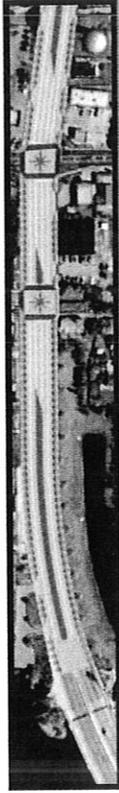
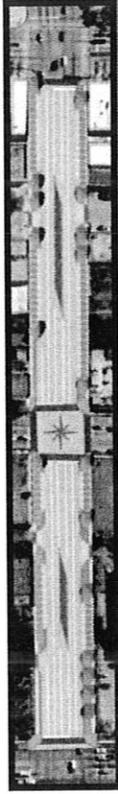
BH



 BASE BID

 ALT. NO.1

 ALT. NO.2



Bid Alternatives

Traffic Control Plans

- Vehicles
- Pedestrians
- Public Involvement
- Contractor Compliance

Cutting Edge 3D Laser Scanner Survey



Sr44 & Us1 Median and Rights-of-Way
 Landscaping Enhancement Project
 City of New Smyrna Beach

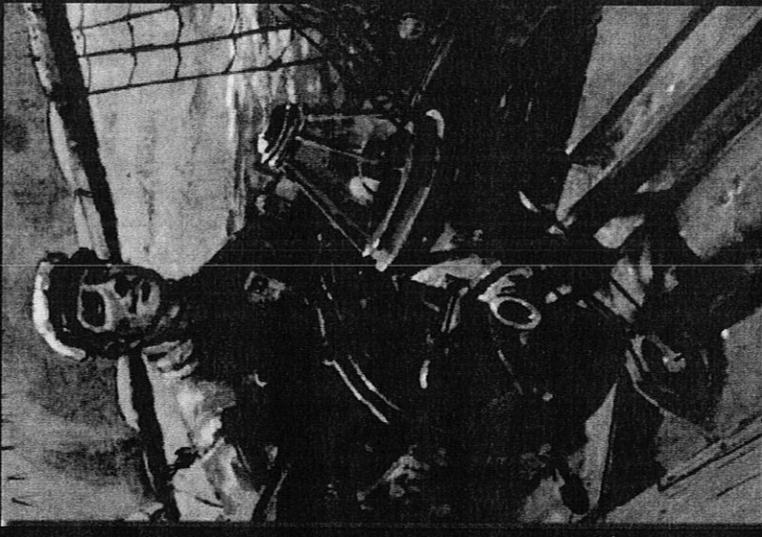
Design Considerations



Graphics & Wayfinding

BH

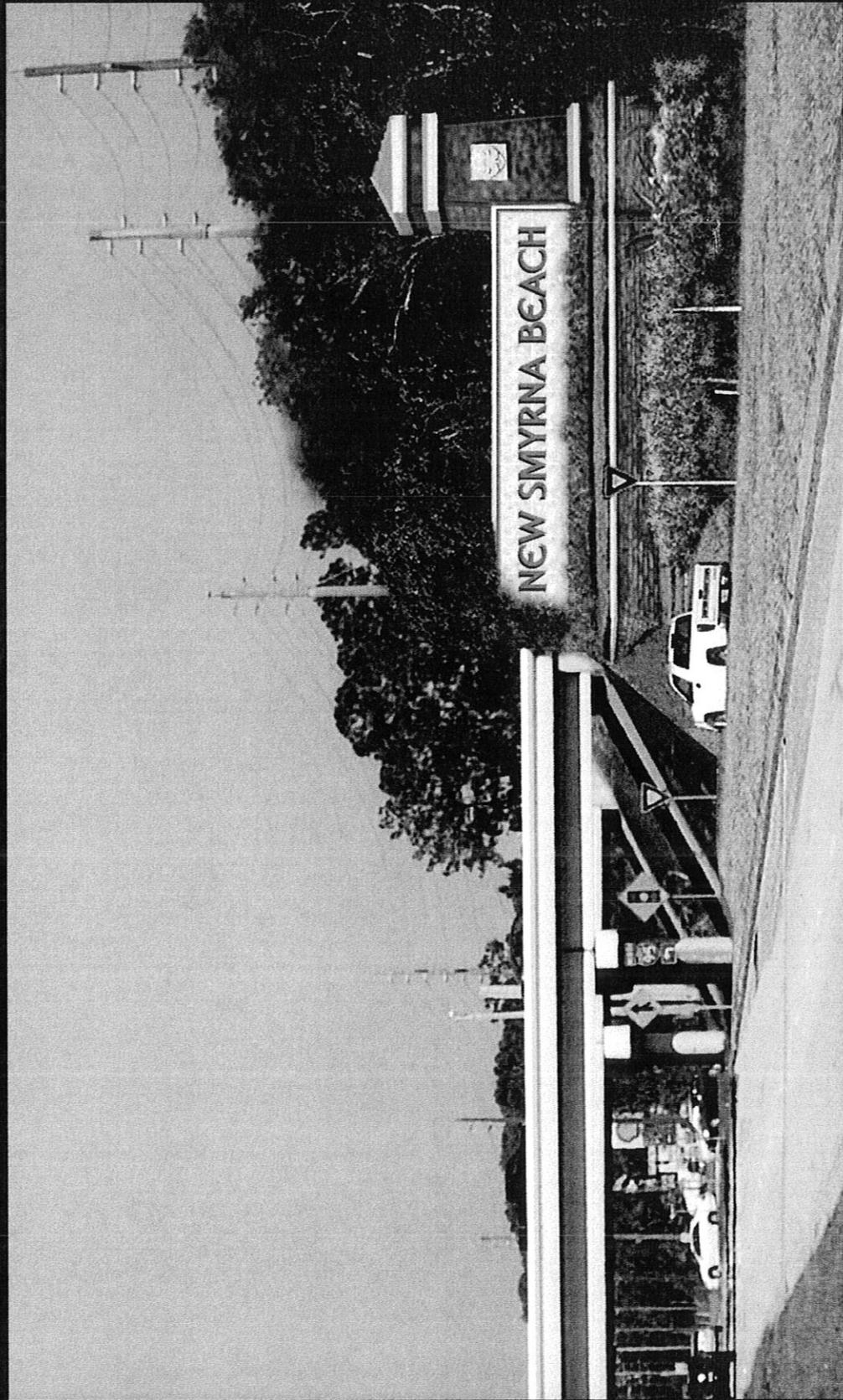
- Introduction
 - Gateways, Entry Features, Landmarks Signage and Wayfinding
- Background – Signage System
 - FDOT/Florida League of Cities Criteria for Wayfinding on State Highway System
- Sustainability / Design Principles
 - Use of Technology
 - In-House Capabilities
 - Support Design for Reuse
 - Material Selection





BH

Graphics & Wayfinding





BH

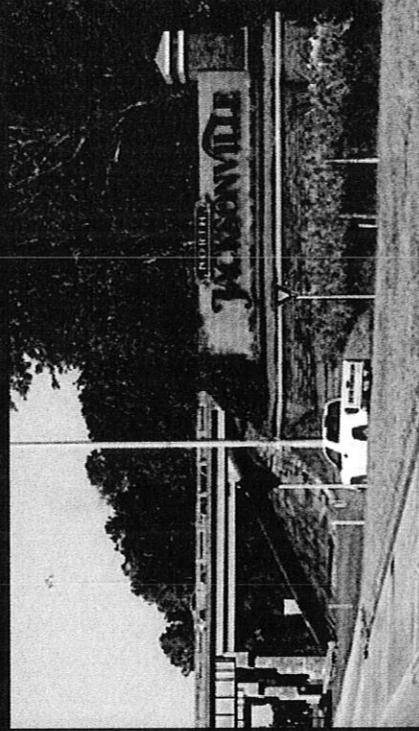
Graphics & Wayfinding

District Logo **District I.D. Sign** **District Street Name Sign** **District Directional**

Pine Estates DISTRICT

District Color Palette

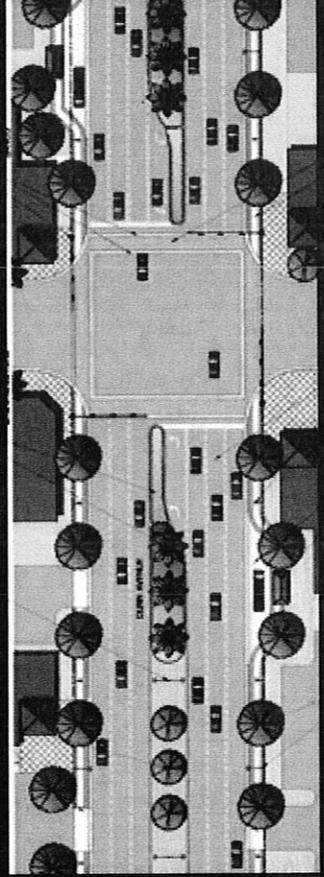
Alternate Free-Standing Info Kiosk



District Identification **Transit Information** **Decorative Columns** **Inset Tile Panel or District I.D.**

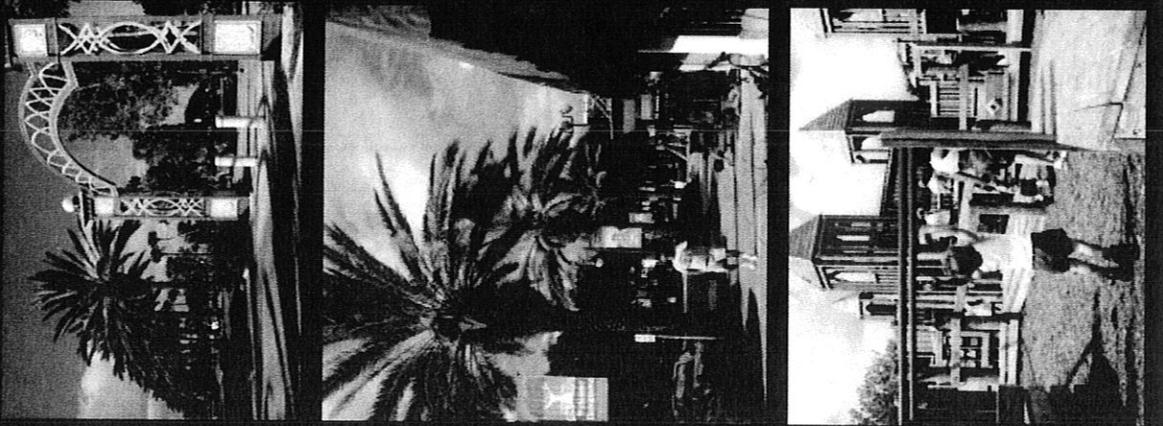
Jacksonville Wayfinding and Design Guidelines, Jacksonville

District Signs & Graphics **Overhead Directional Signs**





Why Select Bellomo-Herbert BH



- We're good at what we do... and we are the right consultant for this project.
- We've been preparing for this project for more than 20 years and nobody knows it better than we do.
- I've been a part of the community for 22 years.
 - Served on City Boards and Commissions
 - Coached & Sponsored City's Recreation Teams
 - Organized the South East Volusia Soccer Club
 - President of the High School Booster Club
 - Helped establish "New Smyrna Beach Sports Authority" that built the sports complex
 - Riverside Park "All Children's Playground"
- It's especially important in these economic times to support local businesses - **WE WANT TO WORK WITH YOU!**



References / Testimonials

BH

Continuing Services Contract

"...One thing you can always be sure of in Volusia County, the name Bellomo-Herbert is synonymous with good park design and quality facilities... Mere words cannot truly express my sincere appreciation to you all..."

Bill Apgar
Former Director of Recreation and Parks
Volusia County



The following e-mail was received from Mr. Bill Apgar, Director of Recreation and Parks for Volusia County, FL, whom Bellomo-Herbert & Co has worked with under continuous service contracts for the past fourteen consecutive years. It's very rewarding to receive this type of unsolicited recommendation.

-----Original Message-----

From: Bill Apgar [mailto:bapgar@co.volusia.fl.us]
Sent: Friday, February 23, 2008 9:54 AM
To: frank@bellomo-herbert.com
Subject: March 7, 2008

Hello everyone at Bellomo & Herbert - I assume it is almost 10:00 am and Frank is in the office and can broadcast the following message - ho, March 7, 2008 is not the start of March Madness, but maybe it is!!!!!!!!!!!!!!

I have finalized my retirement plans and March 7, 2008 will be my last day in the office. To say it has been a pleasure to work with everyone at Bellomo-Herbert on so many projects for so many years would be a lie - just kidding!! I can not truly express how much I have enjoyed working with all of you from the napkin phone calls and emails to public meetings to the actual finished project and the joy on the County Council's face when a project has been completed on time!

You all are the very best of the best and I think the hardest part about retiring is losing touch with good friends and hopefully, our paths will cross (in a good way) in the future.

One thing you can always be sure of - in Volusia County, the name Bellomo-Herbert is synonymous with good park design and quality facilities. Your mark is on so many of our most outstanding and unique facilities. Who would ever have thought that we would build gun ranges, bird centers, DeBary Hall, the MSC, dog parks, beachfront parks, Bennett and so much more.

You all have really been an excellent firm to work with and even though I may bitch, you do awesome work. Thank you for making Volusia County look so good so many times. Mere words can not truly express my sincere appreciation to you all. I am glad we were both able to help each other out along the way and it has been a great "partnership" that I hope will continue after I retire.

Best of luck to all of you and thank you again.
It's been one hell of a ride!!!

Bill



References / Testimonials

BH

Beach Street Streetscape

"... While the City has completed other streetscape projects in the past, none have generated the enthusiasm, excitement and wide acceptance this one has enjoyed... There creative exuberance, attention to detail and ability to incorporate key character defining elements into the design has resulted in probably the most unique streetscape project in the state..."

Gerald Langston, Jr.
Former Redevelopment Director
City of Daytona Beach



The CITY OF DAYTONA BEACH

"THE WORLD'S MOST FAMOUS BEACH"

Department of Planning & Redevelopment

RE: Glenn Herbert/Bellomo Herbert, Inc.

To Whom It May Concern:

I am pleased to take this opportunity to extend this letter of recommendation on behalf of the above-referenced individuals. We have just completed the first phase of an extensive streetscape improvement project that will stretch the entire length of Daytona's prime commercial district, a project designed by this firm.

The transformation that has occurred as a result of this 1.8 million dollar first phase is nothing short of phenomenal! While the City has completed other streetscape projects in the past, none have generated the enthusiasm, excitement and wide acceptance this one has enjoyed. I credit Glenn and his team for this success. Their creative exuberance, attention to detail and ability to incorporate key character defining elements into the design has resulted in probably the most unique streetscape project in the state. The project bid within the established budgets and was completed ahead of schedule, with only minor owner-initiated change orders. This is a real tribute to the thoroughness to the plans and specifications.

Glenn worked very closely with our staff throughout the design and during construction. I would, without reservation, recommend your strongest consideration of this firm for any streetscape projects you might be contemplating. We certainly expect that they will continue to be an integral part of our redevelopment efforts in Daytona Beach.

Sincerely,


Gerald S. Langston, Jr.
Planning & Redevelopment
Director

jmt

P.O. Box 2451 Daytona Beach, Florida 32115-2451 Phone 904-258-3117 Fax 904-947-3020 Suncom 904-958-3117

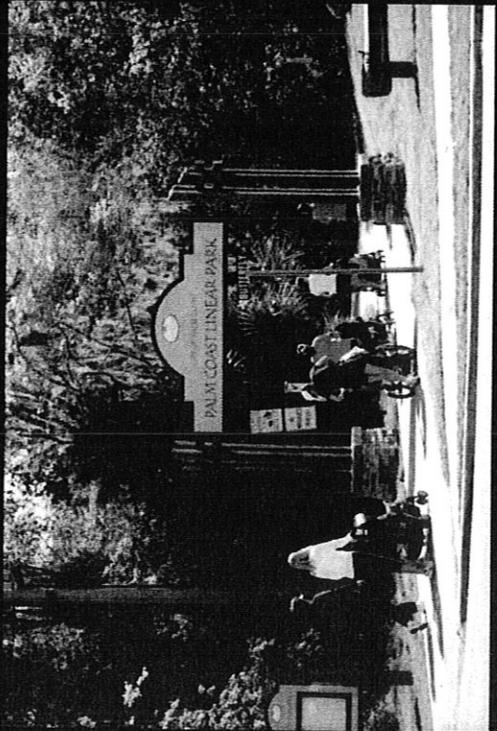


References / Testimonials BH

Continuing Services Contract

"...I found the staff at Bellomo-Herbert to be professional, responsive, open to ideas and short notice changes... They are an easy group to work with, they have great ideas and they care about designing a good facility..."

**John Jackson, CPRP
Former Director of Recreation and
Parks
(Currently with Charlotte County)
City of Palm Coast**



Re: Letter of Recommendation

To Whom It May Concern:

Please accept this letter as my recommendation of Bellomo-Herbert and Company, Inc. I have worked with Bellomo-Herbert since coming to Palm Coast as Recreation and Parks Director in 2003. During this time, they have designed four parks, one sports complex, three median projects, written, submitted, and secured six State grants for projects, and participated in a number of public meetings and presentations to City Council and Council Appointed Committees.

Of the parks three have been built and are opened to the public and one, a neighborhood park, is under construction. Indian Trails Sports Complex is a Bellomo-Herbert design that was opened eighteen months ago. It has four lighted baseball fields in a wagon wheel design with a central two level concession, four lighted soccer fields, two pavilions with restrooms, playground and two separate paved parking areas. The Complex is just under forty acres in size and is part of a 164 acre site that is constrained because of the amount of wetlands.

I have found the staff at Bellomo-Herbert to be professional, responsive, open to ideas and short notice changes. They have worked well with Recreation and Parks, Planning and the Development Review Committee, Engineering and the Building Department. My primary contacts have been Glenn Herbert and Ruth Perry, but I have also worked with several other members of their design team. They are an easy group to work with, they have great ideas and they care about designing a good facility.

I recommend them to you.

If you have any additional questions please contact me.

Respectfully,

John P. Jackson, CPRP
Director, Palm Coast Recreation and Parks

Recreation & Parks

305 Palm Coast Pkwy, NE, Palm Coast, FL 32137
Tel: (386) 986-2323 Fax: (386) 986-2470

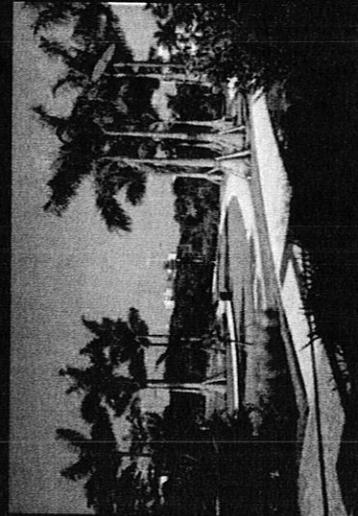


References / Testimonials BH

Payne Park

"...Bellomo-Herbert exceeded our expectations, and as a result, we subsequently selected them for a three year contract to provide continuing services for the City...The \$15 million first phase bid under budget, and was completed on time, something we attribute to the thoroughness of the documents and their attention to the project..."

Duane Mountain
Former Special Project Manager
City of Sarasota



Re: Letter of Recommendation

To Whom It May Concern:

It is my pleasure to write this letter of recommendation on behalf of Bellomo-Herbert & Company, Landscape Architects and Planners. We selected their firm to create a signature park for us in downtown Sarasota, and the resultant project far exceeded our expectations. In fact, as a result of our satisfaction, they were subsequently selected to a three year contract to provide continuing services for the City.

Our goal was to create a "high profile" urban park, a destination park that emphasized the significance of Payne Park's history, while providing much needed activity areas, connecting pathways, and gathering spaces for downtown visitors and citizens alike.

We found the firm to be particularly adept at conducting public meetings and involving the participants in the design process so that they became stakeholders in the project. They employed a common sense approach to the design, but their creativity during the master planning phase resulted in a truly unique park for the city. The firm's principals and staff were articulate, talented and dedicated to making our project successful. The \$15 million first phase bid under budget, and was completed on time, something we attribute to the thoroughness of the documents and their attention to the project throughout the construction phase.

We anticipate a continued and successful relationship with Bellomo-Herbert & Company, and would, without reservation, recommend them for any project you may be contemplating.

Sincerely,

Duane Mountain
Special Projects Manager

1761 12th STREET • SARASOTA, FLORIDA 34230
WWW.SARASOTAGOV.COM

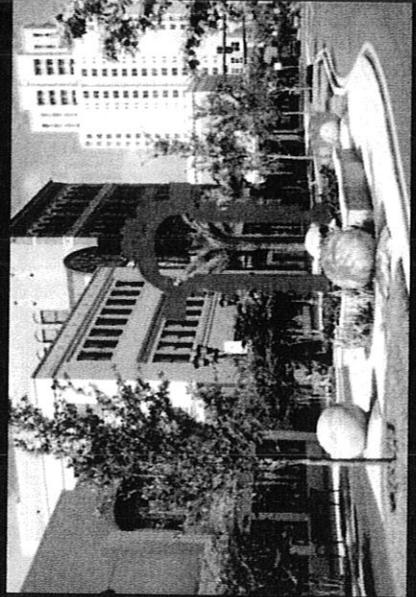


References / Testimonials BH

Cleveland Street Streetscape

" ...They have gone above and beyond whenever the need arose...We are pleased because this streetscape project is not just a construction project, it defines our downtown area and integrates public art into our downtown creating a new and exciting place to visit..."

Timothy Kurtz
Senior Landscape Architect
City of Clearwater



CITY OF CLEARWATER

Paul Ober, Mayor
2708 Cleveland Street, Suite 100
Clearwater, FL 34617
Phone # (727) 562-4750
Fax # (727) 562-4755

August 11, 2009

Re: Letter of Recommendation
To Whom It May Concern:

Please accept this letter of recommendation for Bellomo-Herbert and Company, Inc. I have worked with Bellomo-Herbert since 2004 on several projects for downtown Clearwater with the most recent project being the first phase of the Cleveland Street Streetscape project. They are streetscape project experts, and I would recommend them for any streetscape project they pursue.

The staff at Bellomo-Herbert is professional, responsive, open to ideas and short notice changes. They have worked well with several different departments here at the city, including Economic Development, Planning, Engineering, Parks and Recreation, Public Services, Gas, Police and Fire. In addition, they assisted with coordination with CSX Railroad, the Florida Department of Transportation - Dist. 7, and various private utility companies. Overall, they are an easy group to work with. They have great ideas, and they care about designing a good facility.

They have spent a lot of time and effort listening to what we wanted and forming relationships with diverse business groups to help us reach our goal. We are pleased because this streetscape project is not just a construction project, it defines our downtown area and integrates public art into our downtown creating a new and exciting place to visit.

Bellomo-Herbert & Company has been a true partner in the entire process. They have gone above and beyond whenever the need arose. I believe the best compliment came from our merchants. Many have expressed that the streetscape has created our downtown character. My primary contacts have been Frank Bellomo and Michael Kurtz, but I have also worked with several other members of their design team.

I recommend them to you for your streetscape project, and if you have any questions please feel free to contact me.

Sincerely,

Timothy M. Kurtz, Senior Landscape Architect
City of Clearwater - Engineering Department
100 South Myrtle Avenue, # 220
Clearwater, FL 33756-5520
Phone # (727) 562-4737
Fax # (727) 562-4755





References / Testimonials

BH

Broadway Street Streetscape

"...They spent a great deal of time and effort listening to what we wanted, forming relationships with diverse business groups, and then putting together a professional team to help us reach our goal... When the design was unveiled, everyone agreed that the plan had captured the true Kissimmee. That type of agreement is hard won and Bellomo-Herbert made it look easy..."

Karen Slevin
Former CRA Manager
City of Kissimmee



COMMUNITY
REDEVELOPMENT AGENCY



To Whom It May Concern

It is a pleasure to write this letter of recommendation for Bellomo-Herbert & Company. Our Broadway Streetscape Project is more exciting than we imagined it could be, and we know Bellomo-Herbert & Company is responsible for how well the project is going.

Since their first presentation Bellomo-Herbert & Company has been able to capture the essence of Kissimmee. They have spent a great deal of time and effort listening to what we want, forming relationships with diverse business groups, and then putting together a professional team to help us reach our goal. We're excited because our streetscape is not just a construction project, it also includes a new graphic image for our historic downtown and a marketing strategy for the future.

Bellomo-Herbert & Company has guided us through major issues with the Florida Department of Transportation, review by the Bureau of Historic Preservation and they have helped keep us in compliance with the Department of Community Affairs. They have worked well with business owners and city staff. Bellomo-Herbert & Company has been a true partner in the entire process and they have gone above and beyond whenever we need anything.

I believe the best compliment was paid them by our merchants. When the design was unveiled, everyone agreed that the plan had captured the true Kissimmee. That type of agreement is hard won and Bellomo-Herbert & Company made it look easy.

Sincerely yours,

Karen Slevin

Karen Slevin
Community Redevelopment Agency Manager

City of Kissimmee, 3001 E. US Highway 17, Kissimmee, Florida 34741 • Phone: 407.839.1234 • Fax: 407.839.1235

NEW BUSINESS

MEMORANDUM

FROM THE OFFICE OF THE CITY MANAGER

To: Economic Development Advisory Board

From: Pam Brangaccio, City Manager PDB

Re: Options for Economic Development Organization

Date: August 11, 2010

Goal #2 of the Economic Development Plan, Objective 2.1 Creation of an economic development organization is on the agenda for the August 17, 2010 meeting. The Plan contained two options for creating an Economic Development Director, both involved City funding of the position. The two options were to house the position, within an independent, private organization, or house within the City organization, reporting to the City Manager. Objective 2.1 also included the development of a job description, identifying City staff to interface with the private sector efforts, and identifying support volunteers and organizations.

To facilitate discussion of these objectives, attached are examples from various cities within Volusia County (all 14 cities and the county were surveyed).

Current City Staff support for Economic Development

At the present time, the City's Community Redevelopment Agency (CRA) Director, City Manager, and Assistant City Manager (review of capital site needs and expansion of CRA Brownfield project to other industrial sites) are involved in various aspects of Economic Development, as well as 50% of one Planner position, who assists the CRA Director, and works as an Ombudsman for the development review process. We "check-in" with each other weekly, as prospects arise and meetings occur. These folks will remain involved as issues arise for resolution, but one contact point is needed for business retention, expansion, and recruitment.

Recommendation:

All of the reporting Cities house their Economic Development functions reporting to the City Manager, which would be the recommended option for NSB.

It is also recommended that we expand the current CRA Director duties to include City-wide economic development, and adjust the job description and salary according. This would be an immediate solution, with minimum cost to the City.

At the present time, the CRA Director is funded 100% from the CRA. For FY 10-11, monies received from the County for Economic Development efforts would be utilized to provide supplemental compensation for the position. In future years, business license fees would be the source for this funding.

ECONOMIC DEVELOPMENT DIRECTOR INFORMATION

Question	Daytona Beach	Daytona Beach Shores	Deland	Deltona	Edge-Water	Holly Hill	Lake Helen	Orange City	Ormond Beach	Port Orange	South Daytona
Does your City have a position for Economic Development?	Yes	No	Yes	Previously, currently being considered	No	Consultant	No	No	Yes	Yes	Yes
What is the job title of the position?	Economic/Community Development Director		Economic Development Manager	Business Development / Grants Manager		Economic Development Director / CRA			Economic Dev Director	Asst to City Manager for Economic Development	Community Dev. Dir & a Redev. Director
If you have a position, could you provide the job description?	Attached		Attached	Attached		Attached			Attached	Attached	Attached
Where does the position report in the City's organizational chart?	Deputy City Manager		Assistant City Manager	Planning & Development Services Director					City Manager	City Manager	Both report to City Manager
Is the economic development function combined with other duties?	Yes, Community Development		No	Yes, Grants Coordination		No					CDD – some planning RDD – CRA
What is the salary range for the position?	\$83,394 - \$148,410		\$48,000 - \$72,000 \$65,000 current	\$55,179 - \$80,562		\$50,000 base plus incentives			\$61,262 - \$104,309 Current \$99,233	\$53,643 - \$89,252	CDD - \$73,800 - \$121,772 RDD - \$67,962 - \$112,137

CITY OF DAYTONA BEACH CLASSIFICATION DESCRIPTION

CLASSIFICATION TITLE: Economic/Community Development Director

PURPOSE OF CLASSIFICATION

The purpose of this classification, under general direction, is to provide coordination of development proposals and projects in redevelopment areas, to enforce appearance standards, and administer all applicable grants. Includes performing research for grant proposals and overseeing of grant construction projects for adherence to grant agreements. Reports to City Manager. Performs related work as directed.

ESSENTIAL FUNCTIONS

The following duties are normal for this position. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

Assists in the development review of all redevelopment area projects, to include zoning, conditional use, special use, appearance standards, site plans, subdivision, and planned requests.

Prepares all applicable board agendas and reports relevant to functions under charge.

Serves as staff representative to the Economic Development and Redevelopment Boards.

Coordinates and makes presentations at public hearings.

Implements procedures and techniques for gathering City's necessary planning data for implementing the growth management policy objectives.

Assigns, supervises, and coordinates tasks and work program activities for professional, technical, and clerical staff; provides policy direction and manages work processes and schedules.

Meets with development professionals, developers, and the public regarding development proposals or other problems, thus serving a key liaison role; participates in community organizations, forums, task forces for purpose of presenting or discussing City developments or planning strategies/programs.

Represents the City to various groups, agencies, state and federal government as requested.

MARGINAL FUNCTIONS

Performs other related duties as required.

MINIMUM QUALIFICATIONS (Education, Training, and Experience)

Bachelor's degree in Business, or related; supplemented by six (6) to nine (9) years progressively responsible experience in architectural design and/or downtown redevelopment programs for a moderate to large scale municipality; Master's degree may substitute for a portion of the required experience; or an equivalent combination of education, training, and experience.

PERFORMANCE APTITUDES

Data Utilization: Requires the ability to synthesize, hypothesize, and/or theorize concerning data and/or information involving modification of existing policies, strategies and/or methods to meet unique or unusual conditions. Requires the ability to do so within the context of existing organizational theories and management principles.

Human Interaction: Requires the ability to function in director capacity for a major organizational unit requiring significant internal and external interaction.

Equipment, Machinery, Tools, and Materials Utilization: Requires the ability to start, stop, operate and monitor the functioning of equipment, machinery, tools, and/or materials used in performing essential functions.

Verbal Aptitude: Requires the ability to utilize consulting and advisory data and information, such as land development codes, adopted legislation, maps and design media, and grant agreements/contracts.

Mathematical Aptitude: Requires the ability to perform addition, subtraction, multiplication, and division; ability to calculate decimals and percentages; utilize descriptive statistics; utilize principles of algebra.

Functional Reasoning: Requires the ability to apply principles of influence systems, such as motivation, incentive, and leadership. Ability to exercise independent judgment to apply facts and principles for developing approaches and techniques to problem resolution.

Situational Reasoning: Requires the ability to exercise the judgment, decisiveness and creativity required in situations involving the direction, control and planning of an entire program or set of programs.

ADA COMPLIANCE

Physical Ability: Tasks involve the ability to exert very light physical effort in sedentary to light work, involving some reaching, handling, fingering and/or feeling of objects and materials.

Sensory Requirements: Some tasks require visual perception and discrimination. Some tasks require oral communications ability.

Environmental Factors: Tasks are regularly performed without exposure to adverse environmental conditions, such as dirt, dust, pollen, odors, wetness, humidity, rain, fumes, temperature and noise extremes, machinery, vibrations, electric currents, traffic hazards, toxic agents, violence, disease, or pathogenic substances.

PERFORMANCE INDICATORS

The work performance of supervisory personnel of the City of Daytona Beach is routinely evaluated according to the performance criteria outlined herein:

Knowledge of Job: Has comprehensive knowledge of the methods, procedures and policies of the City of Daytona as such pertain to the performance of the essential duties of an Economic/Community Development Administrator. Has comprehensive knowledge of principles and practices of administering and directing a comprehensive redevelopment program for a public or similar governmental institution, to include grants administration, design review, and project management. Has comprehensive knowledge of the laws, ordinances, standards, and regulations pertaining to the essential duties and responsibilities of the position. Has comprehensive knowledge of the organization of the department, and of related departments and agencies. Clearly understands the occupational hazards and safety precautions required to perform the essential functions of the work. Has thorough knowledge of terminology and related professional languages used within the department as such pertain to work responsibilities. Knows how to maintain cooperative and effective relationships with intra- and interdepartmental personnel, as well as any external entities with which position interacts.

Quality of Work: Maintains high standards of accuracy in exercising duties and responsibilities. Exercises immediate remedial action to correct any quality deficiencies that occur in areas of responsibility. Maintains high quality communication and interaction with internal and external entities with whom the position interacts.

Quantity of Work: Performs described essential functions and related assignments efficiently and effectively in order to produce quantity of work which consistently meets established standards and expectations.

Dependability: Assumes responsibility for completing assigned work. Completes assigned work within deadlines in accordance with directives, policy, standards, and prescribed procedures. Maintains accountability for assigned responsibilities in the technical, human, and conceptual areas.

Attendance: Attends and remains at work regularly and adheres to policies and procedures regarding absenteeism and tardiness. Provides adequate notice to upper management with respect to vacation time and leave requests.

Initiative and Enthusiasm: Maintains an enthusiastic, self-reliant and self-starting approach to meet job responsibilities and accountabilities. Strives to anticipate work to be accomplished, and initiates proper and acceptable action for the completion of work with a minimum of supervision and instruction.

Judgment: Exercises analytical judgment in areas of responsibility. Identifies issues or situations as they occur and specifies decision objectives. Identifies or assists in identifying alternative solutions to issues or situations. Implements decisions in accordance with prescribed and effective policies and procedures and with a minimum of errors. Seeks expert or experienced advice where appropriate and researches issues, situations and alternatives before exercising judgment.

Cooperation: Accepts supervisory instruction and direction and strives to meet the goals and objectives of same. Questions such instruction and direction when clarification of results or consequences is justified (i.e., poor communications, variance with established policies or procedures, etc.). Offers suggestions and recommendations to encourage and improve cooperation intra- and inter-departmentally.

Relationships with Others: Shares knowledge with managers, supervisors and coworkers for mutual benefit. Contributes to maintaining high morale among all employees. Develops and maintains cooperative and courteous relationships inter- and intra-departmentally, and with external entities with whom the position interacts. Tactfully and effectively handles requests, suggestions, and complaints in order to establish and maintain good will. Emphasizes the importance of maintaining a positive image.

Coordination of Work: Plans and organizes daily work routine. Establishes priorities for the completion of work in accordance with sound time-management methodology. Avoids duplication of effort. Estimates expected time of completion of work elements and establishes a personal schedule accordingly. Attends required meetings, planning sessions, and discussions on time. Implements work activity in accordance with priorities and estimated schedules.

Safety and Housekeeping: Adheres to all established safety and housekeeping standards. Ensures such standards are not violated.

City of Daytona Beach • Economic/Community Development Director

Planning: Plans, coordinates, and uses information effectively to enhance activities and production. Knows and understands expectations regarding such activities and works to ensure such expectations are met. Develops and formulates ways, means, and timing to achieve established goals and objectives. Effectively and efficiently organizes, arranges, and allocates manpower, financial, and other designated resources to achieve such goals and objectives.

Organizing: Efficiently organizes own work and that of subordinate staff. Ensures that personnel understand what results are expected of them, and that each is regularly and appropriately informed of all matters affecting or of concern to them.

Staffing: Works with upper management, where appropriate, to select and recommend employment of qualified personnel. Personally directs the development and training of personnel under charge, ensuring their proper induction, orientation, and training.

Leading: Provides a work environment that encourages clear and open communications. Has a clear and comprehensive understanding of the principles of effective leadership and how such principles are to be applied. Provides adequate feedback to personnel under charge concerning their performance. Commends and rewards personnel under charge for outstanding performance and takes timely and appropriate disciplinary action as necessary. Exercises enthusiasm in influencing and guiding others toward achievement of established goals and objectives.

Controlling: Provides a work environment that is orderly and controlled. Coordinates, audits, and controls manpower and financial resources efficiently and effectively. Coordinates, audits, and controls the utilization of materials and equipment efficiently and effectively. Has a clear and comprehensive understanding of established standards, methods, and procedures.

Delegating: Assigns duties as necessary and/or appropriate to meet goals, enhance abilities of personnel under charge, build their confidence, and assist them in personal growth. Has confidence in personnel under charge to meet new or additional expectations.

Decision Making: Exercises discretion and judgment in developing and implementing courses of action affecting functions under charge. Recognizes when a particular policy, procedure, or strategy does not foster the desired result and moves decisively and explicitly to develop and implement alternatives.

Creativity: Regularly seeks new and improved methodologies, policies, and procedures for enhancing the effectiveness of functions under charge. Employs imagination and creativity in the application of duties and responsibilities. Is not adverse to change that supports achievement of goals and objectives.

Human Relations: Strives to develop and maintain excellent rapport with personnel under charge. Listens to and considers their suggestions and complaints and responds appropriately. Establishes a work environment to promote and maintain mutual respect.

Policy Implementation: Has a clear and comprehensive understanding of policies regarding functions under charge and the function of the organization. Adheres to policies in the discharge of duties and responsibilities and ensures the same from personnel under charge.

Policy Formulation: Maintains awareness of changes in operating philosophies and policies and routinely reviews policies to ensure any changes in philosophy or practice are appropriately incorporated into functions under charge. Recognizes and understands the relationship between operating policies and practices and morale and performance. Strives to ensure that established policies enhance same.

The City of Daytona Beach is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City of Daytona Beach will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.



City of DeLand

Job Description

ECONOMIC DEVELOPMENT MANAGER

Pay Grade: E-1
Exempt: Yes
Hours: 40 per week

Dept: Community Development
Reports to: Assistant City Manager
Date: June 2010

SUMMARY: Highly professional and technical work coordinating the City's efforts toward improving the local economy. Work includes preparing and implementing long range goals and objectives for the City, including especially the Downtown tax increment district and the Airport Industrial Park.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Oversees the City's economic development planning and implementation efforts and coordinates the City's economic development and revitalization efforts with private sector and other governmental agencies.
- Provides a high level of customer service using a proactive approach towards solving problems and expediting development, as well as assisting developers, businesses and property owners to work out problems with the City and other agencies.
- Acts as business recruitment and commercial development facilitator for the City as well as focus on the retention and expansion of existing businesses.
- Maintains an updated file of business and development opportunities.
- Evaluates local resources, needs, goals and opportunities and aggressively promotes businesses in the DeLand area.
- Works with the Volusia County Economic Development department, the DeLand Area Chamber of Commerce, Halifax Business Development Partnership and various private and public agencies to assist in the continued development of the Airport Industrial Park, Downtown DeLand and the general economic development of the City.
- Ensures the collection and provision of useful data to businesses and individuals in making investment decisions, as well as advises the City Manager regarding capital improvements and funding mechanisms for projects that serve as a catalyst for economic development and redevelopment programs.
- Attends public meetings to provide information regarding the activities associated with economic development. Develops citizen good will and positive public relations.
- Prepares financial reports, analyses, and budgets.
- Provides direction and support to Economic Development Committee.
- Prepares and presents action requests to the City Commission.
- Writes reports and speeches.
- Represents the City in meetings with Federal, State, and County agencies.
- May develop grant requests.
- Attends professional workshops and conferences.
- Markets City-owned buildings and land.
- Negotiates leases on City-owned properties.

QUALIFICATION REQUIREMENTS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and /or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION/EXPERIENCE: Extensive professional experience in the field of economic or community development. Graduation from a recognized college or university, preferably with a graduate degree, or any equivalent combination of education, experience, and training is required.

OTHER SKILLS AND ABILITIES:

- Extensive knowledge of the principles and techniques of research in making economic studies.
- Knowledge of real estate marketing and land development.
- Ability to express oneself orally, clearly, and concisely.
- Considerable ability in writing complex research reports.
- Thorough knowledge of municipal and business finance.
- Knowledge of business principles.
- Ability to plan projects, estimates, and specifications.
- Ability to make comprehensive recommendations to community improvements problems.
- Ability to maintain effective working relationships with others, including County, State, and Federal agencies, civic groups and the public.
- Good professional judgment and ability to maintain discretion in business negotiations.
- Tact and courtesy.
- Ability to communicate both orally and in writing.

WORK ENVIRONMENT/ADA: Employee will work inside an office environment.

Lifting:	10-45 Pounds
Environment:	Inside Office Environment
Vision:	20/20 or Corrected to 20/100
Hearing:	Low Noise Levels for Office Environment

*Class Descriptions are not intended to be restrictive. The use of (or absence of) a particular illustration of duties shall not be held to exclude or limit the authority of a Department Head to assign other duties which are similar and related to work.

**CITY OF DELTONA
CLASS DESCRIPTION**

POSITION TITLE: ECONOMIC DEVELOPMENT MANAGER

GENERAL DESCRIPTION OF DUTIES

Under the general direction of the City Manager the position performs professional project management and business outreach. This position will serve as the principle professional and technical individual conducting research and development for activities and operations involving economic, redevelopment, land and business development. The Manager is responsible for directing and coordinating special projects/programs and implementing business and economic programs with owners/developers, attorneys, engineers, governmental agencies and the general public. The position responds to citizens/business complaint, investigates and proposes solutions and makes recommendations for implementation. This position requires extensive interpersonal expertise and discretion. It is essential that this individual possess integrity, political awareness, and ability to work and communicate with diverse individuals and groups. Thorough knowledge of public sector issues, protocol and current legislative matters.

SPECIFIC DUTIES AND RESPONSIBILITIES - EXAMPLES OF ESSENTIAL FUNCTIONS

Collect and compiles information to such planning assignments as land use, community /economic development, growth management, urban design, transportation, housing, leisure/human services or historical preservation.

Reviews and evaluates plans and proposals prepared by outside agencies and develops recommendations regarding their soundness and relevance to municipal needs and plans.

Confers with local authorities, civic leaders and planning and development specialist to provide technical assistance and advice and recommend arrangements of land and physical facilities for residential, commercial, industrial, and community use.

Develop plans, documenting existing conditions, needs, goals, objectives, policies, work programs, implementation, strategies, and budgets; revises plans to address changing conditions and needs and to facilitate plan implementation.

Provide information and assistance to the general public regarding planning codes, broad procedures, and general office policies and procedures.

Conduct field surveys to take photographs and gather information for site plans; prepares pictorial and graphic presentation to be used for planning proposals.

Participates in meetings and public hearing to discuss plans and present the department's recommendations. Represents the City Manager's office to organizations and associations working in partnership with the City on various issues.

Perform other related duties as required.

NOTE: This list of essential functions is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.

MINIMUM TRAINING AND EXPERIENCE

Bachelor's degree in planning, public administration, business administration or related field; 2 years of business recruitment and/or development related experience; or equivalent combination of education, training and experience. Private sector business development experience is encouraged. Ability to obtain Florida driver's license is required.

ESSENTIAL CHARACTERISTICS

Interpersonal Communications and Temperament: Requires the ability to cheerfully and positively relate to co-workers, business inquiries and citizens. Must accept direction from the City Manager, and is expected to respond favorably to constructive, corrective input. Requires the ability to interact and work effectively with people from varying educational and cultural backgrounds, and with people who are upset. Must be adaptable to performing with grace in ambiguous and urgent situations, and when facing tight deadlines.

Initiative and independent performance: While the Coordinator must be responsive to the issues and priorities established by the City Manager, the coordinator will frequently be required to perform independent of the City Manager, who is often out of the office. Therefore, a successful coordinator will happily take the initiative to handle assigned tasks and to respond appropriately to issues that arise spontaneously.

Corporate Culture: The Economic Development Manager performs at a high level in the city administration and deals with issues that literally mean success or failure for businesses; and which have substantial impact on the economic well-being of the city. This position is integral to the City Manager's Office, and, as such, staff is expected to demonstrate not only very high ethics and performance standards, but also to comfortably assume a leadership role in a public environment.

KNOWLEDGE, SKILLS AND ABILITIES

Any combination of education and experience equivalent to a Bachelor's degree from an accredited college or university with major course work in public administration, human resources, business administration or a related field and three (3) years of increasingly responsible experience in city, public or business administration.

Knowledge of the principles, methods, and practices of urban planning.

Knowledge of correct English usage, spelling, grammar, and punctuation.

Ability to establish and maintain effective working relationships with citizens, elected officials, City staff, the media and outside agencies.

Ability to communicate clearly and concisely, orally and in writing and making effective public presentations to large and small groups.

Ability to organize information to prepare useful and accurate reports.

Ability to independently plan, organize, and successfully implements programs, conduct effective meetings, and identify opportunities to promote a positive image of the City.

ADA COMPLIANCE

Physical Ability: Tasks involve the regular performance of light administrative work requiring; manual dexterity, visual acuity, sitting, standing or walking.

Sensory Requirements: Some tasks require the ability to perceive and discriminate sounds. Some tasks require visual perception and discrimination. Some tasks require oral communications ability.

Environmental Factors: Tasks may risk exposure to strong odors, toxic/poisonous agents, animals/wildlife, violence, and traffic hazards.

PERFORMANCE INDICATORS

The work performance of supervisory personnel of the City of Deltona is routinely evaluated according to the performance criteria outlined herein:

Knowledge of Work: Has thorough knowledge of the methods, procedures and policies of the City of Deltona as such pertains to the performance of the essential duties. Has thorough knowledge of principles and practices of municipality management. Has thorough knowledge of the laws, ordinances, standards, and regulations pertaining to the essential duties and responsibilities of the position. Has thorough knowledge of the organization of the department, and of related departments and agencies. Clearly understands any occupational hazards and adheres to safety precautions inherent in performing the essential functions of the work. Has thorough knowledge of terminology and related professional languages used within the department as such pertains to work responsibilities. Knows how to maintain cooperative and effective relationships with intra- and interdepartmental personnel, as well as any external entities with which position interacts.

Quality of Work: Maintains high standards of accuracy in performing duties and responsibilities. Exercises immediate remedial action to correct any quality deficiencies that occur in areas of responsibility. Maintains quality communication and interaction with intra- and interdepartmental personnel, and any external entities with which position interacts.

Quantity of Work: Performs described Essential Functions and related assignments efficiently and effectively in a manner to produce a quantity of work which consistently meets established standards and expectations.

Dependability: Assumes responsibility for completion of assigned functions. Completes assigned work within established deadlines in accordance with directives, policies, standards, and prescribed procedures. Maintains accountability for assigned responsibilities in the technical, human and conceptual areas.

Attendance: Attends and remains at work regularly and adheres to policies and procedures regarding absenteeism and tardiness. Provides sufficient notice to upper management with respect to vacation time and leave requests.

Initiative and Enthusiasm: Exhibits an enthusiastic, self-reliant and self-starting approach to meet job responsibilities and accountabilities. Strives to anticipate work to be accomplished, and initiates appropriate and acceptable action for the completion of work with a minimum of supervision and instruction.

Judgment: Exercises analytical judgment in areas of responsibility. Identifies issues or situations as they occur and specifies decision objectives. Identifies or assists in identification of alternative solutions to issues or situations. Implements decisions in accordance with prescribed and effective policies and procedures and with a minimum of errors. Seeks expert or experienced advisement where appropriate, and researches issues, situations, and alternatives prior to exercising judgment.

Cooperation: Accepts supervisory and managerial instruction and direction, and strives to meet the goals and objectives of same. Questions such instruction and direction when clarification of results or consequences is justified, i.e., poor communications, variance with established policies and procedures, etc. Offers suggestions and recommendations to encourage and improve cooperation both intra- and interdepartmentally.

Relationships with Others: Shares knowledge with managers, supervisors and co-workers for mutual benefit. Contributes to maintaining high morale among all employees. Develops and maintains cooperative and courteous relationships both intra- and interdepartmentally, and with external entities with who position interacts. Tactfully and effectively handles requests, suggestions, and complaints in order to establish and maintain good will. Emphasizes the importance of maintaining a positive image.

Coordination of Work: Plans and organizes daily work routine. Establishes priorities for the completion of work in accordance with sound time-management methodology. Avoids duplication of effort. Estimates expected time of completion for work elements, and establishes a personal schedule accordingly. Attends required meetings, planning sessions and discussions on time. Implements work activity in accordance with priorities and estimated schedules.

Safety and Housekeeping: Adheres to all established safety and housekeeping standards, to include regulatory entities. Ensures such standards are not violated.

Planning: Plans, coordinates and utilizes information effectively in a manner to improve activities and production. Knows and understands expectations regarding such activities and works to ensure such expectations are met. Develops and formulates ways, means, and timing to achieve established goals and objectives. Effectively and efficiently organizes, arranges, and allocates manpower, financial and other designated resources to achieve such goals and objectives.

The City of Deltona is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City of Deltona will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

City of Deltona
Classification Description

Official Title: Business Development/Grants Manager
Department: Planning & Development Services
Effective Date: 11/7/08

Pay Grade: 18
FLSA Status: Exempt

General Description of Duties

This is highly responsible position involving coordination of community economic development activities; research, development and implementation of funding from various federal, state, county, foundation, and corporate sources; revenue enhancement activities; and involvement in organizations and groups to further the City's interest in economic and community development.

Performs a wide variety of complex tasks to develop and attract new business while retaining existing business enterprises, and new revenue sources. This position is responsible for maintaining a working relationship with existing economic development organizations, local governments, chambers of commerce, existing business and industry. A portion of the work entails dealing with highly confidential and sensitive issues, requiring a high degree of discretion and tact and involving continual inter-departmental relations and extensive public contact.

This position requires thorough working knowledge of departmental, programs, procedures, and policies and entails the exercise of extensive initiative and independent judgment. Performance of work is self-generated and under minimal supervisory guidance. Work is reviewed by the department director through reports, conferences and effectiveness of results obtained.

Specific Duties and Responsibilities

NOTE: The list of essential functions, as outlined herein, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.

Essential Functions:

Provide staff assistance and interacts with other government agencies and city departments to facilitate problem resolution regarding challenges with economic development, regulations, zoning, planning and permitting. The goal is to create a more diversified and sustainable community that will help to create increased employment opportunities in the City of Deltona.

Develops prospect presentations and statistics for use in promoting the City; continues to enhance and upgrade all products for marketing the City of Deltona.

Maintains contact with business prospects. Coordinates with regional, state and national

economic development organizations to insure resources available are being leveraged to the greatest extent possible.

Assists business prospects in an effort to locate them in Deltona; encourages and assists local businesses in retention, expansion and upgrades; coordinates economic development initiatives, programs, committees, and practices.

Assists in the development and implementation of strategic plans for special housing, neighborhood commercial centers, including economic revitalization of declining areas.

Provides information and promotes a professional and positive image to citizens, organizations, schools, outside agencies, and community committees and groups per direction of the department director.

Researches grant funding opportunities and alerts City departments of availability; identifies City needs in conjunction with departmental assistance; facilitates partnerships to address community needs and tracks results related to funding to the City.

Provides technical expertise in complying with grant requirements and assists in writing grant proposals while continuing to identify and locate additional grant programs throughout the year. Develops training in grant management; designs and maintains grant source library.

Reviews projects with City departments to determine eligibility for grant funding.

Monitors and oversees the submittal and review of grant applications to ensure deadlines are met, that appropriate statutory reviews are made and that the City is adequately represented during the grantor agency's review process.

Provides presentations to citizen and community groups related to economic development activities/initiatives as directed by the department director.

Performs other duties as assigned.

Minimum Education and Training

Any combination of education and experience equivalent to a Bachelor's degree from an accredited college or university with major course work in public administration, grants management, revenue development, marketing, economic development, business administration or a related field and three (3) years of increasingly responsible experience in city or public administration. A Masters Degree is preferable and may substitute for a portion of the experience criteria.

Performance Aptitudes

Interpersonal Communications and Temperament: Requires the ability to cheerfully and positively relate to co-workers, business inquiries and citizens. Must accept direction from the department director, and is expected to respond favorably to constructive, corrective input. Requires the ability to interact and work effectively with people from varying educational and cultural backgrounds. Must be adaptable to performing with grace in ambiguous and urgent situations, and when facing tight deadlines.

Initiative and independent performance: While the Coordinator must be responsive to the issues and priorities established by his/her immediate supervisor, the Coordinator may be required to perform independently as needed. Therefore, a successful Coordinator will take the initiative to handle assigned tasks and to respond appropriately to issues that arise in a time sensitive manner.

Organization Culture: The Coordinator deals with issues that literally mean success or failure for businesses and the City; and which have substantial impact on the economic well-being of the city. This position is integral to the City's operations and is expected to demonstrate very high ethical and performance standards.

ADA Compliance

Physical Ability: Tasks involve the regular and, at times, sustained performance of moderately physically demanding work, typically involving some combination of climbing and balancing, stooping, kneeling, crouching, and crawling, and that may involve the lifting, carrying, pushing, and/or pulling of moderately heavy objects and materials (20-50 pounds).

Sensory Requirements: Some tasks require the ability to perceive and discriminate sounds. Some tasks require visual perception and discrimination. Some tasks require oral communications ability.

Environmental Factors: Typical office environment.

Performance Indicators

The work performance of supervisory personnel of the City of Deltona is routinely evaluated according to the performance criteria outlined herein:

Knowledge of Work: Has thorough knowledge of the methods, procedures and policies of the City of Deltona as such pertains to the performance of the essential duties. Has thorough knowledge of the laws, ordinances, standards, and regulations pertaining to the essential duties and responsibilities of the position. Has thorough knowledge of the organization of the department, and of related departments and agencies. Clearly understands any occupational hazards and adheres to safety precautions inherent in performing the essential functions of the work. Has thorough knowledge of terminology and related professional languages used within the department as such pertains to work responsibilities. Knows how to maintain

cooperative and effective relationships with intra- and interdepartmental personnel, as well as any external entities with which position interacts.

Quality of Work: Maintains high standards of accuracy in performing duties and responsibilities. Exercises immediate remedial action to correct any quality deficiencies that occur in areas of responsibility. Maintains quality communication and interaction with intra- and interdepartmental personnel, and any external entities with which position interacts.

Quantity of Work: Performs described Essential Functions and related assignments efficiently and effectively in a manner to produce a quantity of work which consistently meets established standards and expectations.

Dependability: Assumes responsibility for completion of assigned functions. Completes assigned work within established deadlines in accordance with directives, policies, standards, and prescribed procedures. Maintains accountability for assigned responsibilities in the technical, human and conceptual areas.

Attendance: Attends and remains at work regularly and adheres to policies and procedures regarding absenteeism and tardiness. Provides sufficient notice to upper management with respect to vacation time and leave requests.

Initiative and Enthusiasm: Exhibits an enthusiastic, self-reliant and self-starting approach to meet job responsibilities and accountabilities. Strives to anticipate work to be accomplished, and initiates appropriate and acceptable action for the completion of work with a minimum of supervision and instruction.

Judgment: Exercises analytical judgment in areas of responsibility. Identifies issues or situations as they occur and specifies decision objectives. Identifies or assists in identification of alternative solutions to issues or situations. Implements directed decisions in accordance with prescribed and effective policies and procedures and with a minimum of errors. Seeks expert or experienced advisement where appropriate, and researches issues, situations, and alternatives.

Cooperation: Adheres to all supervisory and managerial instruction and direction, and strives to meet the goals and objectives of same. Questions such instruction and direction when clarification of results or consequences is justified, i.e., poor communications, variance with established policies and procedures, etc. Offers suggestions and recommendations to encourage and improve cooperation both intra- and interdepartmentally.

Relationships with Others: Shares knowledge with managers, supervisors and co-workers for mutual benefit. Contributes to maintaining high morale among all employees. Develops and maintains cooperative and courteous relationships both intra- and interdepartmentally, and with external entities with whom position interacts. Tactfully and effectively handles requests, suggestions, and complaints in order to establish and maintain good will. Emphasizes the importance of maintaining a positive image.

Coordination of Work: Plans and organizes daily work routine. Maintains priorities for the completion of work in accordance with sound time-management methodology. Avoids duplication of effort. Estimates expected time of completion for work elements, and establishes a personal schedule accordingly. Attends required meetings, planning sessions and discussions on time. Implements work activity in accordance with priorities and estimated schedules.

Safety and Housekeeping: Adheres to all established safety and housekeeping standards, to include regulatory entities. Ensures such standards are not violated.

Planning: Plans, coordinates and utilizes information effectively in a manner to improve activities and production. Knows and understands expectations regarding such activities and works to ensure such expectations are met. Develops and formulates ways, means, and timing to achieve established goals and objectives. Effectively and efficiently organizes, arranges, and recommends financial and other designated resources to achieve such goals and objectives.

The City of Deltona is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the City of Deltona will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

This job description does not constitute an employment agreement between the City and the employee. It is used as a guide for personnel actions and is subject to change by the City as the needs of the City and the requirements of the job change.

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Approvals:

City Manager

HR Director

Revisions: (effective 11/7/08);

Previous Title if applicable: _____

**ECONOMIC DEVELOPMENT DIRECTOR (Consultant)
COMMUNITY REDEVELOPMENT AGENCY**

The City of **Holly Hill** is accepting resumes for a consultant position to recruit businesses into the Community Redevelopment Area (CRA) and recommend suitable properties to accommodate businesses and developers into the CRA. This position will be for a limited time period and will sunset in 36 months. A time extension may be granted at the discretion of the Community Development Director. Position requires sales experience and the ability to communicate on a professional level with Developers, Businesses, Realtors, Engineers, Planners, City staff and others. Work experience in Commercial Real Estate as it relates to development is preferred. Possession of a Bach's degree in Business, Finance, Real Estate or any related field is a plus. Salary: \$50,000 annual base plus incentives. Appl. D-Line: Open Until Filled. Send resume to: The Human Resources Department, The City of Holly Hill, 1065 Ridgewood Avenue, Holly Hill, FL 32117. www.hollyhillfl.org. EOE/M/F/D/V DFWP

INDEPENDENT CONTRACT AGREEMENT

WHEREAS, the City of Holly Hill (City) desires to retain an individual as an independent contractor to serve as the City's Economic Development Director.

WHEREAS, TAG L.L.C. (Contractor) desires to be an independent contractor to serve as the City's Economic Development Director pursuant to the terms and conditions hereinafter set forth.

WHEREAS, the City is willing to retain the Contractor as an independent contractor to serve as the City's Economic Development Director pursuant to the terms and conditions hereinafter set forth.

NOW, THEREFORE, for and in consideration of mutual covenant contained herein, the sufficiency of which are hereby acknowledged, the undersigned parties hereby agree to the following:

- 1) The City hereby retains Contractor to serve as the City Economic Development Director and Contractor hereby agrees to serve as the City's Economic Development Director.
- 2) The duties and responsibilities of the City's Economic Development Director shall be as directed by the Cit Manager, including but not include to:
 - a) Review and become familiar with the City's Community Redevelopment Plan (Plan).
 - b) Recommend changes to the Plan, including economic development incentives.
 - c) Promote the City and the Plan with a goal of keeping existing business in the City, encouraging capital expansion of existing business and encouraging the relocation of new businesses to the City.
 - d) Develop and administer a systematic program to facilitate redevelopment within the Community Redevelopment Area.
 - e) Present development possibilities of the City of Holly Hill CRA, in a dynamic fashion, to parties that may be potential developers and/or businesses for location and development, including travel to development conferences and shows for presentations.
 - f) Evaluate properties in the Holly Hill CRA for assemblage as opportunities for development and for specific application. Present potential assemblages to developers and the Community Redevelopment Advisory Board for consideration and possible recommendation to the Community Redevelopment Agency.

- g) As the representative of the City, meet with development professionals, developers and the public regarding development proposals; participate in community organizations, forums, task forces for purpose of presenting or discussing city developments or planning strategies.
 - h) Establish liaison and work with state, federal and other governmental agencies to facilitate economic development in the CRA.
 - j) Advise the City regarding capital improvements and funding mechanisms for projects that serve as a catalyst for economic development and redevelopment programs.
 - k) Attend all meetings of the Community Redevelopment Advisory Board, Community Redevelopment Agency and City Commission (as necessary).
- 3) Contractor shall not have set hours nor have a minimum amount of time that the Contractor must devote to the City as the Economic Development Director. Contractor shall devote as much time as is necessary to provide the services and perform the duties of the City's Economic Development Director. The City shall provide the Contractor with the following:
- A) Office space at City Hall along with a computer.
 - B) Office supplies and promotional material for the City and the Plan.
 - C) Access to City support staff, including the City Attorney and City Engineer, to assist the Contractor in performing the obligations of the Economic Development Coordinator.

The Contractor shall provide all other supplies and equipment necessary to provide the services of the Economic Development Director other than those items described in (A) – (C) above, including but not limited to a vehicle, attendance to conferences (unless the registration fees and travel costs to and from the conference are pre-approved by the City Manager) and necessary travel to meet with prospective businesses and developers interested in the CRA.

- 4) Contractor is an independent contractor and not an employee of the City. As such, Contractor is not entitled to any of the rights or benefits provided City employees pursuant to City's Personnel Policies, including but not limited to health insurance, life insurance, retirement and personal leave. The City shall in no way be responsible for providing workers' compensation insurance coverage for the Contractor nor shall the City be responsible for withholding any monies from any compensation to Contractor for purposes of any withholding taxes, for any Social Security payment, unemployment compensation payments or any governmental obligations which may be associated with the receipt of income pursuant to this contract. If for any reason any governmental entity shall determine for its purposes that the Contractor is an employee rather than an

independent contractor, Contractor shall hold the City harmless and indemnify the City from any costs, taxes, penalties, fees, withholding obligations or any other costs, including attorney's fees, for which the City may become liable on account of such determination.

- 5) Contractor shall provide General Liability Automotive Insurance in the amount of \$100,000 naming the City as an additional named insured.
- 6) Contractor shall not have the apparent or actual authority to enter into any contractual obligation or to otherwise obligate the City, nor shall Contractor represent that it has such authority.
- 7) The Contractor shall receive a base compensation of \$50,000.00 per year which shall be paid in twelve equal monthly installments. In addition to the base compensation, the Contractor shall be entitled to performance bonus calculated as follows:
 - A) The Contractor shall be entitled to a percentage bonus for all sales and purchases of real property within the Community Redevelopment Area. The conditions of earning this bonus are as follows:
 - (1) The real estate that is sold must be located within the Community Redevelopment Area.
 - (2) The Contractor must either locate the buyer or negotiate and provide redevelopment incentives pursuant to the Plan to facilitate the sale. All negotiations and communications between the Contractor, the seller and the buyer must be documented in writing to clearly establish that the Contractor located the buyer and put buyer in contact with the seller or document the redevelopment incentives provided by the City. The intent is not to provide a bonus to the Consultant for every sale that occurs but only those sales that either the Contractor located the buyer or negotiated redevelopment incentives that facilitated the transaction.

The percentage bonus shall be based on the gross sales price and shall be adjusted based as follows:

Up to \$500,000 sale price	1% bonus
\$500,001 - \$1,000,000 sale price	.75% bonus (\$5,000 minimum)
\$1,000,001 - \$2,000,000 sale price	.5% bonus (\$7,500 minimum)
Over \$2,000,000 sale price	.25% bonus (\$10,000 minimum)

- B) There are specific redevelopments parcels that are of high priority to the City and the City shall provide a bonus for attainment of these goals as outlined below:
 - (1) High value parcels with a bonus of \$10,000 each:

-Redevelopment of the Holly Hill Salvage & Junk located at 408 LPGA Blvd. Fifty Percent (50%) of the bonus is due upon final site plan approval for the redevelopment and the remainder is due upon issuance of a Certificate of Occupancy being issued by the City for the entire redevelopment.

-A nationally recognized franchise sit down restaurant being located along Ridgewood Avenue. A restaurant with drive thru or delivery services shall not qualify. Examples of qualifying restaurants are any Darden Restaurant, Macaroni Grill, Carrabba's, Outback, Hooters, Wing House, Applebees, Chili's, TGI Fridays and Denny's. Examples of restaurants that do not qualify are Burger King, McDonald's, Wendy's, Steak n Shake and Pizza Hut. Payment is due upon issuance of a Certificate of Occupancy and a Business Tax Receipt for the restaurant.

-Development of property located at 327 Ridgewood Avenue for a mixed use, retail or commercial. Fifty percent (50%) of the bonus is due upon final site plan approval and the remainder is due upon issuance of a certificate of occupancy for the entire development.

(2) Five thousand dollars (\$5,000) per motel located along Ridgewood Avenue that is demolished and redeveloped to another use. Fifty percent (50%) of the bonus is due upon final site plan approval and the remainder is due upon issuance of a Certificate of Occupancy for the entire redevelopment.

(3) Two thousand five hundred dollars (\$2,500) for each of the following:

-For each new tenant that opens a business within the CRA area and that remains an operating business for at least six (6) continuous months. Bonus shall be due upon the expiration of the six (6) month period. A business that relocates to the CRA from an existing location in the City that does not include an expansion that increases the full time work force of the business by twenty-five percent (25%) or increase the amount of occupied space by the business by at least twenty-five percent (25%) shall not qualify.

-For each expansion of an existing business located in the CRA that increases the full time work force by at least twenty-five percent (25%) or increases the amount of occupied space by the business by at least twenty-five percent (25%).

(C) For any redevelopment in the CRA of an existing parcel of real property or the expansion of an existing business that is not included as part of one of the above bonuses, the Consultant shall be entitled to a bonus equal to the amount of the

first year tax increment revenue received by the City. Twenty-five percent (25%) of the estimated tax increment revenue shall be due upon issuance of the building permit for the redevelopment activity and twenty-five percent (25%) of the estimated tax increment revenue shall be due upon issuance of a Certificate of Occupancy by the City. The remaining fifty percent (50%) of the tax increment revenue will be due upon receipt by the City of tax increment revenue for the redevelopment and there shall be a true-up of the previous payments based on the estimated tax increment revenue and the amount of the actual tax increment revenue received.

- (D) Contractor may be entitled to a bonus under (A) and (B) above for the same transaction. However, if the Contractor is entitled to a bonus under (A) or (B) above, the Contractor shall not be entitled to the bonus under (C) above.

8) Contractor acknowledges that most if not all of the bonus entitlement may require approval by the City of redevelopment incentives, rezoning, special exceptions, variances, comprehensive plan amendments, land development regulation changes, site plan approval, approval of construction plans, etc. The City retains the full and absolute right to approve or disapprove each and every request that comes before it and the Contractor shall have no claim for breach of contract or any other claim, whether at law or in equity, regarding the City's failure to issue an approval to allow a redevelopment to proceed thereby resulting in the Contractor not receiving a bonus.

9) All compensation shall be paid to the Contractor on the third Thursday of each month after the payment becomes due and owing.

10) The term of this Agreement shall be for 36 months. The City shall have the right to terminate this Agreement without cause upon providing the Contractor with sixty (60) day advance written notice, except the City does not have the right to terminate this Agreement without cause during the first twelve (12) months.

The City can terminate this Agreement for cause if the Contractor breaches any term of this Agreement. The City shall provide written notice to the Contractor of the breaches and the Contractor shall have fifteen (15) days to remedy the breach. If the breach is not remedied to the City's satisfaction within said period of time, the City shall have the right to terminate without further notice.

Contractor shall have the right to terminate this Agreement with or without cause upon providing the City with sixty (60) day advance written notice.

In the event the City terminates this Agreement for cause or if the Contractor terminates this Agreement with or without cause, the Contractor's base salary shall be prorated through the effective date of the termination and the Contractor shall be paid any bonus that has become due and owing as of the effective date of the termination as set forth in Paragraph 8 above. If the City terminates this Agreement without cause, the Contractor shall receive not only the compensation discussed above, but also the bonus that becomes due and owing after the effective date of the

termination if the Contactor would have been entitled to the bonus if this Agreement was not terminated.

In the event the Contractor is charged with any crime, whether felony or misdemeanor, the City can terminate this Agreement without advance notice and shall pay the Contractor the compensation, including any bonus, due and owing through the date of termination.

11) Contractor shall have the right to have other contractual or employment relationship with third parties as long as said relationship does not create a conflict, whether actual or perceived, with the Contractor fulfilling its obligations under the Agreement. The City must consent to all such contractual or employment relationships so as to make a determination as to whether a conflict of interest may be created by said contractual or employment relationship, which determination shall be made in the City's sole discretion. The Contractor shall receive no form of compensation from any third party that has any involvement, dealings, business relationship or any other form of relationship with the City or any business operating in the City.

12) Venue for any litigation related to or arising out of this Agreement shall be in State Court, Seventh Judicial Circuit, Volusia County, Florida and both parties specifically waive any federal court jurisdiction, including jurisdiction based on diversity. The prevailing party in any litigation arising out or related to this Agreement shall be entitled to be reimbursed all attorney fees and costs incurred, including fees and costs incurred in an appeal.

Contractor
TAG, LLC *Lynn Dehlinger*
By LYNN DEHLINGER, IT'S MEMBER
Date: 9/8/09

City of Holly Hill
By: *Shawn D. [Signature]*
Title: INTERIM CITY MANAGER
Date: 09/08/09

CITY OF ORMOND BEACH

JOB DESCRIPTION

Position: Economic Development Director (Revised 10/01)

Exempt:	Yes	Job Code:	6001.542.32700
Pay Grade:	507	Department:	City Manager
Shift:	Days (8 hours)	Division:	Economic Development
Location:	City Hall	Supervisor:	City Manager

SUMMARY: This is highly professional and technical work coordinating the City's efforts toward improving the local economy. Work includes planning for and asserting leadership in realizing development and redevelopment projects. Work is performed under the general direction of the City Manager. The position is included among the City's senior management team.

ESSENTIAL DUTIES AND RESPONSIBILITIES: (NOTE: These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude the employee for the title position from performing work outside of those items identified if the work is similar, related, or a logical assignment to the position.)

- Oversees the City's economic development planning and implementation efforts and coordinates the City's economic development and revitalization efforts with private sector and other governmental agencies.
- Provides a high level of customer service through a proactive approach toward solving problems and expediting development. Acts as business recruitment and commercial development facilitator for the City and works toward the retention and expansion of existing businesses. Establishes liaison and cooperates with state, federal, and other governmental agencies where economic development activities are involved.
- Develops economic development strategies and action plans.
- Develops and administers a systematic program to facilitate economic development; maintains an updated file of business and development opportunities. Provides assistance to developers, businesses and property owners to work out problems with the City and other agencies.
- Administers liaison responsibilities between the City and federal, state and transportation agencies/interests concerning regulatory matters and grant programs.
- Evaluates local resources, needs, goals and opportunities and aggressively promotes Ormond Beach and its environs.
- Works with the Volusia County Economic Development Department, the Ormond Beach Chamber of Commerce to assist in the continued development of the Airport Business Park and general economic development of the City and its environs.
- Advises the City Manager regarding capital improvements and funding mechanisms for projects that serve as a catalyst for economic development and redevelopment programs. Acts as project coordinator as directed by the City Manager.

- Ensures the collection and provision of useful data to businesses and individuals in making investment decisions.
- Recommends economic development goals and methods of achieving such goals. Develops solutions to regulatory and physical problems that inhibit economic development.
- Works with department heads on issues such as annexation, tax increment financing (TIF) districts, right-of-way acquisition, etc. as a partner and active participant in the project(s). Acts as the liaison between departments for matters concerning economic development.
- Recommends budget priorities and prepares the division budget. Monitors and controls expenditures.
- Attends public meetings to provide information regarding the activities associated with economic development. Develops citizen good will and positive public relations.
- Represents the City by preparing and presenting information to the City Commission, boards/committees or other groups. Represents the City at various community activities.
- Prepares and releases reports, studies and publications including graphic data required.
- Provides technical and policy information and assistance to staff members, other City agencies, the City Commission, City boards/committees and citizens.
- Other duties may be assigned by the City Manager.
- Meets attendance requirements.
- Promotes a consumer friendly environment.

SUPERVISORY RESPONSIBILITIES:

Responsible for the overall direction, coordination, and evaluation of the City's economic development efforts. Carries out supervisory responsibilities in accordance with City, State, and Federal employment policies, practices and laws. May be responsible for interviewing, hiring and training employees; planning, assigning and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

EDUCATION AND/OR EXPERIENCE:

A Bachelor's Degree in Marketing, Public Administration, Planning or closely related field is required (a Master's degree is preferred); minimum of ten (10) years of progressively responsible experience involving the administration and coordination of economic development efforts.

QUALIFICATION REQUIREMENTS: To perform this job successfully, an individual must be

able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

OTHER SKILLS AND ABILITIES:

Ability to understand and communicate, both orally and in writing policies, procedures and services.

Ability to read, analyze and interpret general business periodicals, professional journals, technical procedures, and government regulations.

Ability to write reports, business correspondence and policy guidelines.

Ability to effectively present information and respond to questions from developers, contractors, City Commission as well as the general public in written, graphic and oral forms.

Ability to understand business methods including incentive programs/procedures offered by government and private agencies.

Ability to perform grant writing and financial analysis.

Ability to solve practical problems and deal with a variety of variables in situations where only limited standardization exists.

Ability to interpret a variety of instructions furnished in written, oral, diagram or schedule form.

Ability to develop working plans and schedules and monitor and adhere to same.

Ability to plan, initiate, and carry out long-term programs.

Ability to establish and maintain effective working relationships with other City employees, members of the City Commission, members of boards and committees, property owners, tenants, contractors, government agencies, private organizations, and the general public.

Knowledge of local government planning, principles, and practices.

Knowledge of leases, regulatory compliance, financing, etc.

Knowledge of development regulations and growth management procedures.

Knowledge of marketing techniques as they relate to economic development.

Knowledge of state and local permitting processes.

SPECIAL REQUIREMENTS:

Possession of a valid Florida operator's license.

PHYSICAL DEMANDS: The physical demands described here are representative of those that

must be met by an employee to successfully meet the essential function of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle or feel objects, tools, or controls; and reach with hands and arms. The employee is frequently required to stand and walk. The employee must occasionally move and/or lift up to 10 pounds.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee occasionally works in outside weather conditions and is occasionally exposed to extreme heat. The noise level in the work environment is usually moderate.

City Manager Approval: _____
Isaac D. Turner Date

City of Port Orange
Job Description

JOB TITLE: Assistant to the City Manager for Economic Development

EXEMPT:	Yes	DIVISION:	
SALARY LEVEL:	190	DEPARTMENT:	City Manager
LOCATION:	City Hall		
REPORTS TO:	City Manager		
PREPARED BY:	HRIS Department	DATE:	May 10, 2005
APPROVED BY:	City Manager	DATE:	May 10, 2005

SUMMARY: This is a highly responsible position overseeing the Economic Development activities of the City.

ESSENTIAL DUTIES AND RESPONSIBILITIES: *The following are intended to illustrate the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.*

This position is part of the City's Emergency Management Team and, as such, shall be expected to perform all duties that are assigned during an emergency management operation. Any additional compensation above the normal weekly salary shall be outlined by the City Manager in the City's Emergency Management Activation and Emergency Declaration. Failure to appear to perform emergency management assignment and to work assigned shifts as scheduled by the City's Emergency Management Director or individuals designated by the City Manager to assign such functions will result in disciplinary action up to and including termination.

Achieve the City's vision for economic prosperity through implementation of the initiatives and programs outlined in the Port Orange Town Center and Eastport Business Center Redevelopment Plans.

Prepare amendments to the Town Center and Eastport Redevelopment Plans as appropriate.

Administer the Port Orange Town Center and Eastport Business Center Tax Increment Financing (TIF) District activities.

Provide staff support to the City's Community Redevelopment Agency Boards. Prepares meeting agendas, notices, reports, and presentations. Provide regular communications to property and business owners within the City's redevelopment districts.

Negotiate and administer consultant contracts for engineering and other professional work related to economic development capital projects and programs.

Negotiate Memorandums of Understanding, Agreements, Contracts and/or amendments to agreements as required for specific economic development projects.

Recruit new business and industry to the community with a strong emphasis on high wage/high skills job creation.

Develop and implement a business retention and expansion program. Serve as the City's business ombudsman.

Employ various media to market the City in accordance with the City's adopted *Vision Statement*. Regularly update and enhance the City's website information and links pertaining to economic development.

Develop, administer and market the City's Economic Development Incentive Programs and make recommendations to update and improve such Programs.

Conduct studies and prepare reports on economic development and redevelopment, and socio-economic, demographic, land use and transportation issues impacting economic development activities.

Work closely with area Chambers of Commerce, the Volusia Business Development Partnership and the Volusia County Office of Economic Development to bring new jobs into the community.

Serve as the City's representative to various area economic development committees and task forces.

Identify and secure Federal, State and local sources of funding for economic development activities.

Serve as Essential Personnel in Emergency Preparedness, Response and Recovery Functions. May be required to work in the City and/or County Emergency Operations Center throughout the entire storm or other emergency event.

QUALIFICATION REQUIREMENTS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION AND EXPERIENCE:

Bachelor's degree (BA) or equivalent in Business, Finance, Marketing, Urban and Regional Planning, Public Administration or closely related field. Master's degree preferred. Six (6) years related experience and/or training in a technical or administrative capacity, or an equivalent combination of education and experience.

LANGUAGE SKILLS:

Ability to read, analyze and interpret complex documents. Ability to respond effectively and diplomatically to sensitive inquiries or complaints. Ability to maintain confidentiality. Ability to write letters, memorandum, and reports. Ability to make effective and persuasive presentations on controversial and complex topics. Ability to communicate technical and complex issues to lay persons. Fluency in Spanish preferred but not required. Ability to use personal computer, blackberry device and other related PC software such as Word, Excel, Adobe Acrobat, Power Point and other software tools as required.

MATHEMATICAL SKILLS:

Ability to apply advanced mathematical concepts. Ability to apply advanced statistical analysis.

REASONING ABILITY:

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

OTHER SKILLS AND ABILITIES:

Knowledge of planning principles and practices and current Federal, State, County and Local land development rules, regulations and procedures.

Ability to direct and coordinate staff activities. Ability to assemble and effectively manage a multi-disciplinary team of peers or subordinates.

Ability to establish and maintain effective working relationships with employees, supervisors, outside agencies, the development community and the general public.

Ability to safely operate an automobile.

PHYSICAL DEMANDS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to talk and hear. The employee frequently is required to sit; use hands to finger, handle, or feel objects, tools, or controls; and reach with hands and arms. The employee is occasionally required to stand; walk; climb or balance; and stoop, kneel, crouch or crawl.

The employee must regularly lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee occasionally works in outside weather conditions.

The noise level in the work environment is usually moderate.

CITY OF SOUTH DAYTONA

Job Description

REDEVELOPMENT DIRECTOR

DEPARTMENT: Community Redevelopment Agency

GENERAL DESCRIPTION

Under the administrative direction of the City Manager, facilitates redevelopment activities, conducts selected planning efforts, and coordinates capital and special projects. Work is performed with considerable independence. Incumbent exercises considerable latitude in judgment and decision-making within established policies, procedures, rules, and regulations. Work is reviewed through observation, conference, reports, and for results obtained.

ESSENTIAL JOB FUNCTIONS

1. Promotes and facilitates the progress of the Community Redevelopment Agency (CRA) projects by researching background information, preparing written materials such as project timelines and budgets, and coordinating necessary meetings and activities with consultants, contractors, other City departments and outside governmental agencies.
2. Analyzes Federal and State regulations impacting CRA programs and projects.
3. Responds to public inquiries and complaints regarding CRA projects; attends community meetings to solicit feedback from, and to explain CRA projects to local business and property owners, organizations and the general public.
4. Formulate programs for business façade improvement/landscape improvement programs for the US1 corridor business owners.
5. Supervises and supports Grant Coordinator in seeking funding sources for all City projects.
6. Confers with local, state and federal agencies regarding redevelopment planning efforts and special projects.
7. Facilitates implementation of Redevelopment District plans and projects, including but not limited to the City's streetscape plan for US1 corridor.
8. Participates in the development, implementation and update of the City Comprehensive Plan.
9. Represents the City by preparing and presenting information to the City Council, boards/committees and other groups.
10. Attends public meetings to provide information regarding the activities associated with redevelopment.
11. Develops good will and positive public relations.
12. Compiles and analyzes data, prepares reports, and makes recommendations to various boards, agencies, and the City Manager.
13. Performs other duties and special projects as assigned by the City Manager.

(These essential job functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job related marginal duties as required.)

MINIMUM QUALIFICATIONS**Training and Experience**

Masters degree in Public Administration, Urban and Regional Planning, or a closely related field; supplemented by five (5) years of progressively responsible experience in grants-writing/administration, urban planning, or redevelopment.

(A comparable amount of training, education or experience can be substituted for the minimum qualifications.)

Knowledge, Abilities and Skills

Knowledge of operations, services and activities of a redevelopment program. Principles and practices of business writing. Principles and practice of urban planning, community development and real estate. Pertinent Federal, state, and local laws and regulations. Ability to understand and communication both orally and in writing policies, procedures and services. Ability to read, analyze and interpret general business periodicals, professional journals, technical procedures, and government regulations. Ability to develop working plans and schedules and adhere to same.

ESSENTIAL PHYSICAL SKILLS:

Acceptable eyesight (with or without correction).
Acceptable hearing (with or without hearing aid).
Ability to communicate both orally and in writing.
Walking, standing, sitting.
Driving.

ENVIRONMENTAL CONDITIONS:

Works inside in an office environment.
Works occasionally out of doors.

(Reasonable accommodations will be made for otherwise qualified individuals with a disability.)

CITY OF SOUTH DAYTONA

Job Description

COMMUNITY DEVELOPMENT DIRECTOR

DEPARTMENT: Community Development

GENERAL DESCRIPTION

Under the administrative direction of the City Manager, supervises the review, coordination, administration and enforcement of the City's building and zoning ordinances and related development codes; and oversees the planning function for managing future growth and development in the City. Work is performed with considerable independence. Incumbent exercises considerable latitude in judgment and decision-making within established policies, procedures, rules, and regulations. Work is reviewed through observation, conference, reports, and for results obtained.

ESSENTIAL JOB FUNCTIONS

1. Manages the review, preparation, and update of the City Comprehensive Plan and Land Development Regulations.
2. Plans, directs and supervises all City services involving code and building inspections and enforcement, zoning administration and all planning functions.
3. Directs redevelopment planning and implementation functions.
4. Serve as advisor to the BOAA and LDRB.
5. Prepares departmental budget.
6. Reviews plans for new construction and remodeling for conformance to zoning codes; meets with contractors and developers to discuss projects and the City's requirements and restrictions.
7. Supervises maintenance of building inspection records; determines fee schedules charged for required permits; supervises issuance of certificates of occupancy, and occupational licenses.
8. Prepares agendas and maintains minutes for LDRD, planning and zoning meetings and other development related bodies; supervises the preparation of various related public notices.
9. Compiles and analyzes data; prepares reports; and makes recommendations to various boards, agencies, and the City Manager.
10. Supervises the receipt and investigation of nuisance complaints and other local code violations; directs the posting of violations and related billings and assessments.
11. Assists with grant applications and project administration; develops requests for proposals; receives contract proposals; negotiates contracts and agreements; monitors contractor performance; assists City Manager on capital projects.
12. Makes presentations before agencies and the public on departmental and related matters.

(These essential job functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job related marginal duties as required.)

MINIMUM QUALIFICATIONS

Training and Experience

Masters degree in urban planning, architecture, engineering, or a closely related field; supplemented by five (5) years of progressively responsible experience in code and zoning administration, urban planning, or building construction.

(A comparable amount of training, education or experience can be substituted for the minimum qualifications.)

Knowledge, Abilities and Skills

Knowledge of the methods and procedures involved in the review and issuance of building permits. Knowledge of the municipal code and ordinances, policies and procedures. Knowledge of the regulations governing the conduct of activities of the Planning and Zoning Board, BOAA and other related boards and relevant statutory LDRB requirements. Knowledge of planning principles. Knowledge of construction practices. Knowledge of modern practices of land use, development, and redevelopment. Knowledge of the principles and practices of local planning management. Knowledge of modern office equipment, including computer systems. Ability to execute grants and project administration. Ability to establish and maintain effective working relationships with employees, other City departments, public agencies, boards, committees, and the public. Ability to review, analyze, and interpret data and complex plans. Ability to communicate clearly orally and in writing. Ability to interpret ordinances, laws, policies, and procedures and to properly apply them to development projects and similar activities. Skill in the transmittal of information both written and oral.

ESSENTIAL PHYSICAL SKILLS:

Acceptable eyesight (with or without correction).
Acceptable hearing (with or without hearing aid).
Ability to communicate both orally and in writing.
Walking, standing, sitting.
Driving.

ENVIRONMENTAL CONDITIONS:

Works inside in an office environment.
Works occasionally out of doors.

(Reasonable accommodations will be made for otherwise qualified individuals with a disability.)

EDAB AGENDA ITEM SUMMARY

Department Making Request: CRA

Meeting Date: August 17, 2010

Action Item Title: Review of City Properties

Agenda Section: Consent _____ Public Hearing _____ Special Items x

Summary Explanation and Background

At a workshop held on August 10, the City Commission was provided a 79 page document that is available on the City website (cityofnsb.com). The document lists City and CRA owned properties that have been identified by staff as potentially being available for development. The City Commission gave direction as follow on the following properties with commercial potential (please see the attached description for each of these properties):

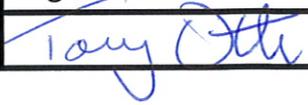
- Shuffleboard courts at Julia and Faulkner: City staff will meet with Edgewater City staff to determine if shuffleboard operations could be consolidated between the two cities. Staff will also meet with shuffleboard representatives and explore having the group use the courts on Flagler. Staff will bring this information back to the City Commission for approval of a RFP for the site.
- 120 North Causeway (AOB – Administrative Office Building site) The City Commission directed staff to move ahead on this site and request proposals.
- 2650 North Dixie Freeway – (the Sage Building) The City commission directed staff to lease or sell the building.
- 2700 North Dixie Freeway – The City Commission directed staff to lease or sell the building.
- 500 3rd Avenue (next to the Fire Station) and 1404 SR 44 (future fire station site) The City Commission said that this property could be advertised for sale but only to “see what we get” since its value has declined in the recent economic downturn.
- Swope Site – across from the Airport and off of US 1 – The City Commission asked the EDAB to look into the potential for this site being available. It is currently being used by the Utilities Commission and it is anticipated that their use will be long-term.
- 305 Smith Street – Just south of Bert Fish Medical Center, this site is also being used by the Utilities Commission and it is anticipated that their use will be long-term.

Recommended Action/Motion: Staff requests discussion.

Funding Analysis: Budgeted _____ If not budgeted, recommend funding account:
Not Applicable

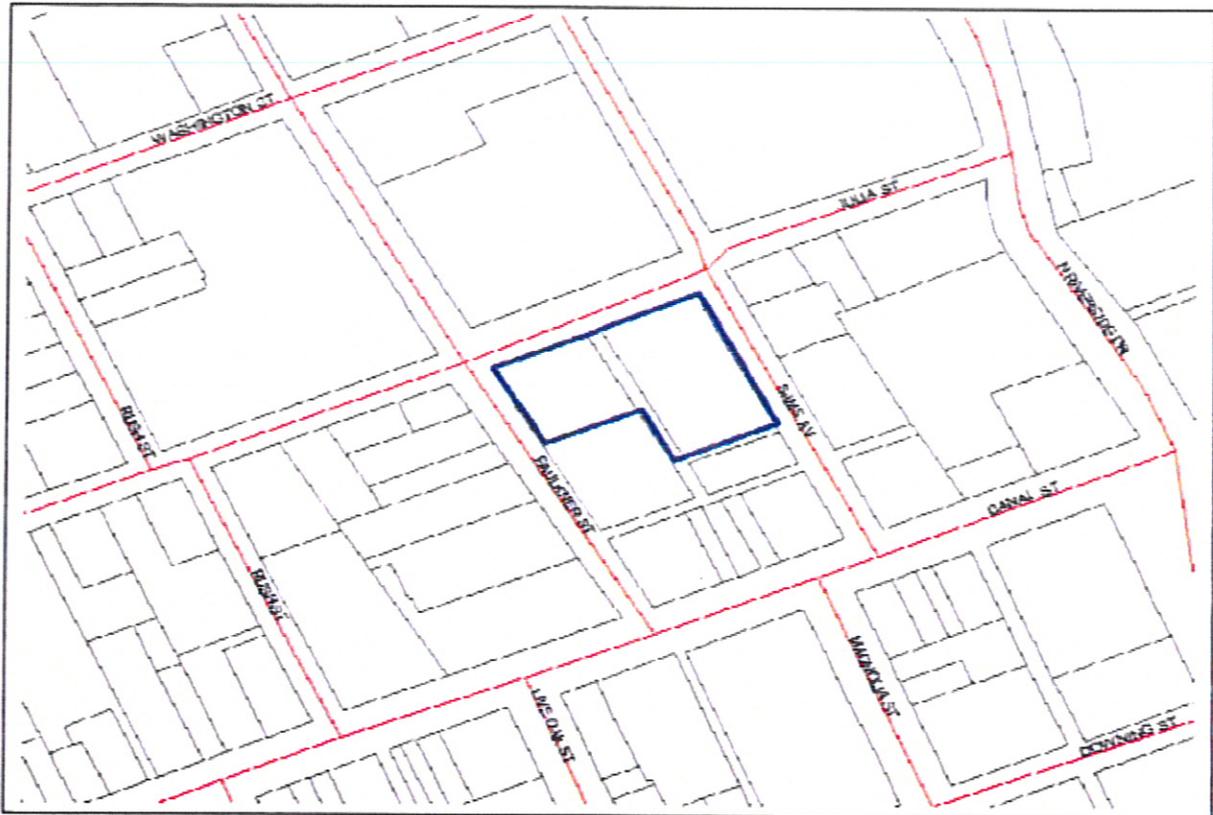
Exhibits Attached:

1. A copy of the description for each property listed above.

Reviewed By:	Name	Signature
CRA Director	Tony Otte	

Commission Action

City Commission Workshop - August 10, 2010
105 Faulkner Street



120 N Causeway

Commercial Location

The location is one large parcel totaling 6.81 acres in size and is currently used as City offices and parking for Boat Ramp Park. The area used for offices is 4.50 acres. The land is zoned for Commercial Marina use. The estimated land value is \$583,000.00
PID = 741701040010

Property Appraisers Website

http://webserver.vcgov.org/Parcel_search.html

Permitted Uses in the CM Commercial Marina District:

Boat and marine engine sales and displays
Boat and marine motor service
Boat docks, slips, piers, wharves, and moorings for charter boats, yachts and pleasure boats
Boat dry storage
Boat fuel sales
Boat ramps
Boat sales and rental
Marina
Restaurants, type "A," "B," and "D"
Retail sale or rental of boating, fishing, diving, water skiing and bathing supplies and equipment
Transient lodging:
• "Transient lodging rooms, standard," as defined by this LDR, shall be a maximum of 500 square feet.
• "Transient lodging rooms, deluxe," as defined by this LDR, shall be a maximum of 750 square feet.
• The maximum room size does not include any balcony, porch or deck area connected to the unit.
• No more than 30 percent of the units may be deluxe.
Yacht clubs

120 N Causeway

Commercial Location

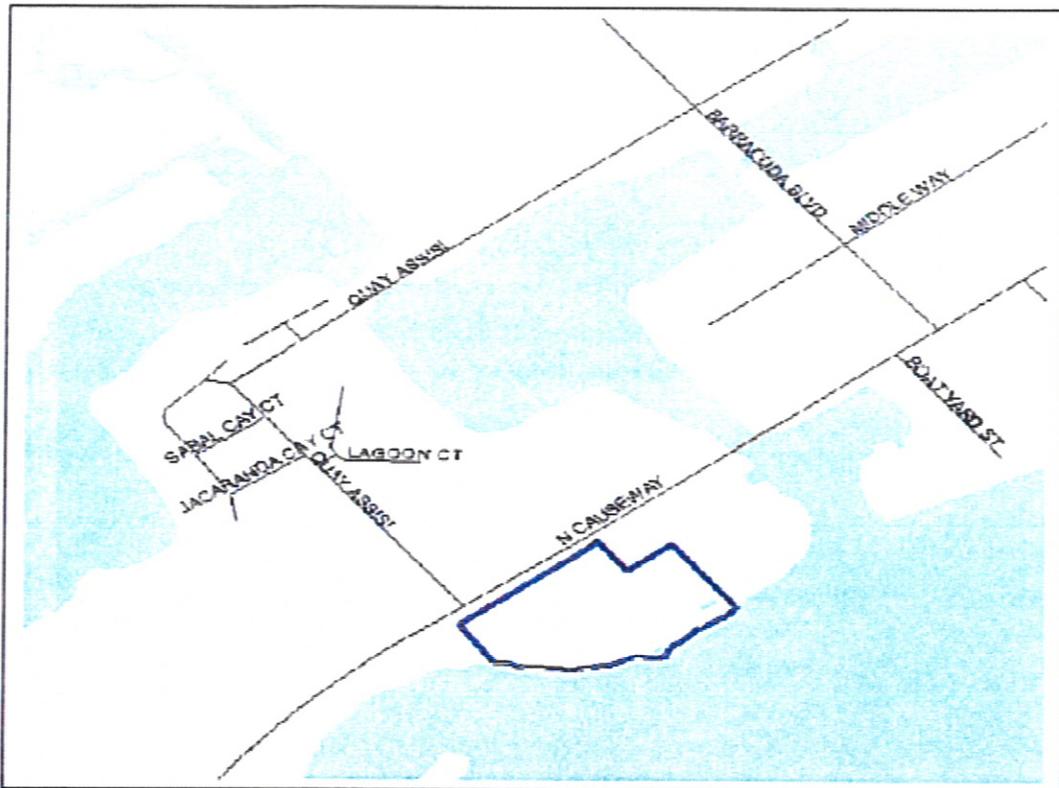
The location is one large parcel totaling 6.81 acres in size and is currently used as City offices and parking for Boat Ramp Park. The area used for offices is 4.50 acres. The land is zoned for Commercial Marina use. The estimated land value is \$583,000.00
PID = 741701040010

Property Appraisers Website

http://webserver.vcgov.org/Parcel_search.html

Permitted Uses in the CM Commercial Marina District:

Boat and marine engine sales and displays
Boat and marine motor service
Boat docks, slips, piers, wharves, and moorings for charter boats, yachts and pleasure boats
Boat dry storage
Boat fuel sales
Boat ramps
Boat sales and rental
Marina
Restaurants, type "A," "B," and "D"
Retail sale or rental of boating, fishing, diving, water skiing and bathing supplies and equipment
Transient lodging:
• "Transient lodging rooms, standard," as defined by this LDR, shall be a maximum of 500 square feet.
• "Transient lodging rooms, deluxe," as defined by this LDR, shall be a maximum of 750 square feet.
• The maximum room size does not include any balcony, porch or deck area connected to the unit.
• No more than 30 percent of the units may be deluxe.
Yacht clubs



City Commission Workshop - August 10, 2010
120 N Causeway





2650 North Dixie Freeway

Commercial Location

The building has 14,590 square feet, and can be subdivided into three separate units. The City paid \$795, 000 for the buildings in December, 2002. Site has 75 parking spaces.

Permitted Uses in the B-3 Highway Service Business District Zoning:

- | | |
|---|---|
| Adult congregate living facility | Income tax services |
| Ambulance service | Laundry and dry cleaning establishments |
| Animal clinics (outpatient care only and no overnight boarding) | Lending agencies |
| Archery range | Liquor stores |
| Armory | Lodges |
| Attached dwellings | Mobile home sales |
| Automobile sales, new and used | Multi-family dwelling units |
| Bakeries | Pawn shops |
| Banks | Pest control agencies |
| Barbershops | Printing shops |
| Barricade rental, storage, and sales | Professional office, including accounts, architects, consultants, dentists, engineers, financial, insurance, lawyers, medical, and stockbrokers |
| Beauty shops | Radio, television, and phonograph repair |
| Boat, motor, and boat trailer sales and service | Real estate brokers |
| Boxing or sports arena | Restaurants, types "A," "B," "C," and "D" |
| Business and communications systems | Retail and wholesale parts sales |
| Car rental and leasing | Retail plumbing and electrical fixtures |
| Carwashes | Retail sales and services |
| Carpet and rug cleaning | Service stations, types "A" and "B" |
| Ceramic shops | Sharpening and grinding shops |
| College level and adult educational facilities | Sign painting shops |
| Convenience stores with gas pumps | Solar window tinting shops |
| Fruit stands | supply/equipment/service business |
| Funeral homes | Taverns |
| Furniture showrooms | Taxicab stands |
| Gift shops | Tire and battery service |
| Government buildings and offices | Travel agencies |
| Greenhouses and nurseries | Truck and trailer Upholstery shops |
| Grocery stores | Videotape rental |
| Health center | |
| Hobby craft shops | |

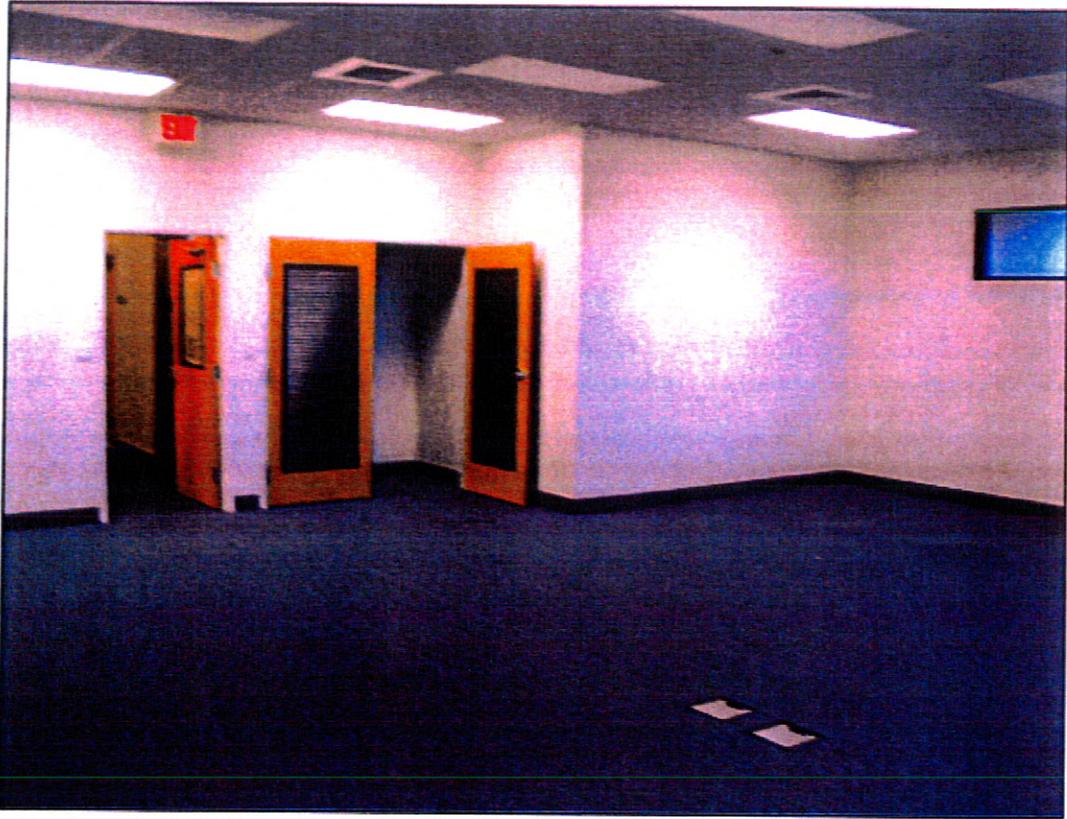
City Commission Workshop - August 10, 2010
2650 North Dixie Freeway



City Commission Workshop - August 10, 2010
2650 North Dixie Freeway



City Commission Workshop - August 10, 2010
2650 North Dixie Freeway



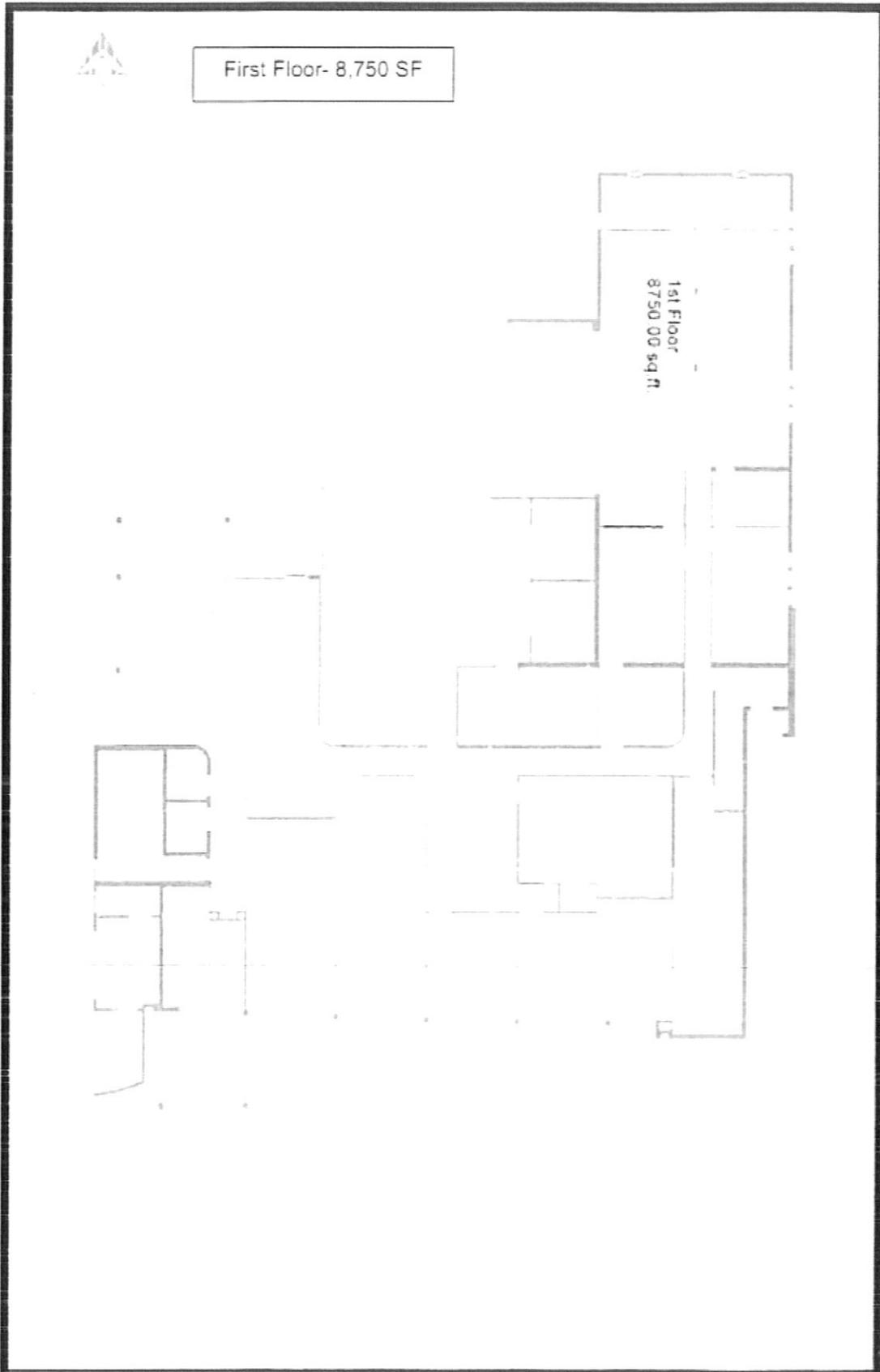
City Commission Workshop - August 10, 2010
2650 North Dixie Freeway



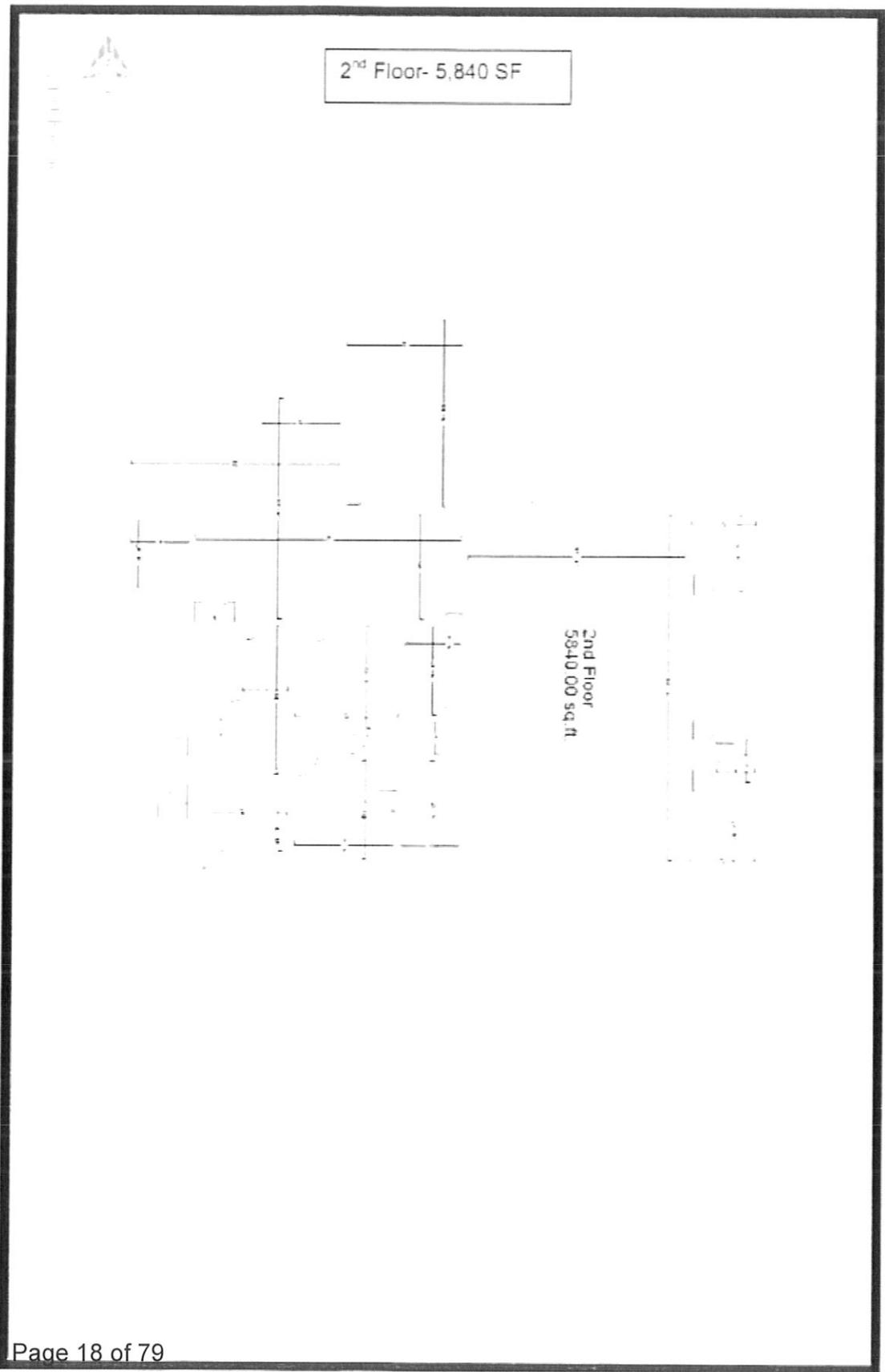
City Commission Workshop - August 10, 2010
2650 North Dixie Freeway



City Commission Workshop - August 10, 2010
2650 North Dixie Freeway



City Commission Workshop - August 10, 2010
2650 North Dixie Freeway



2700 North Dixie Freeway

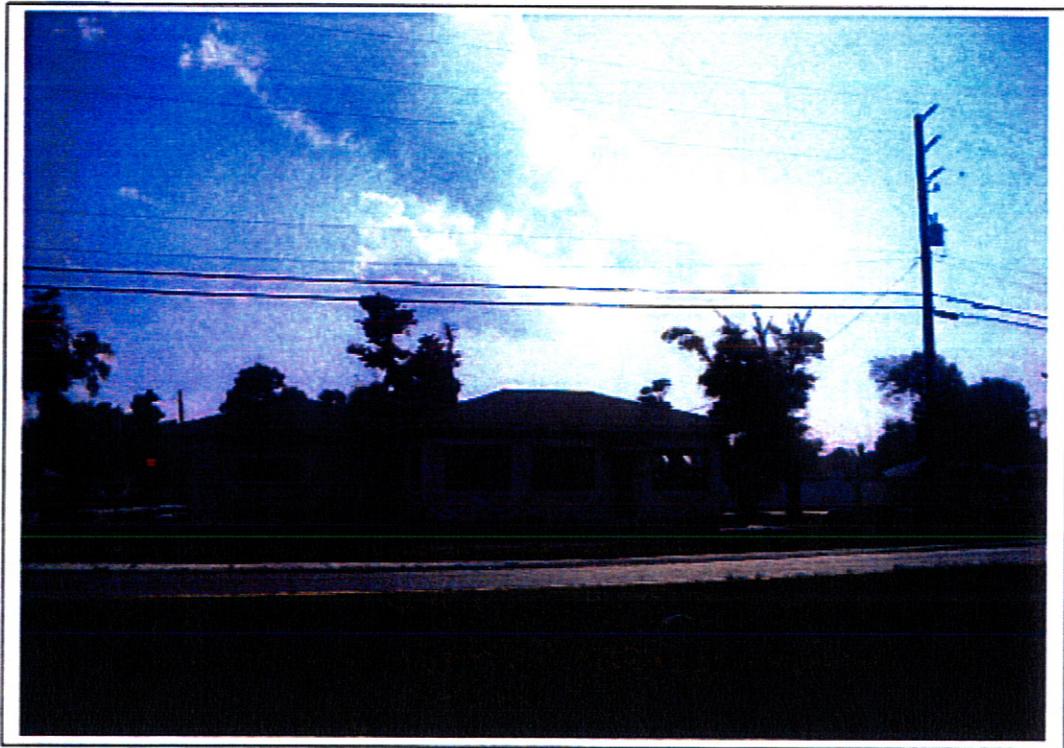
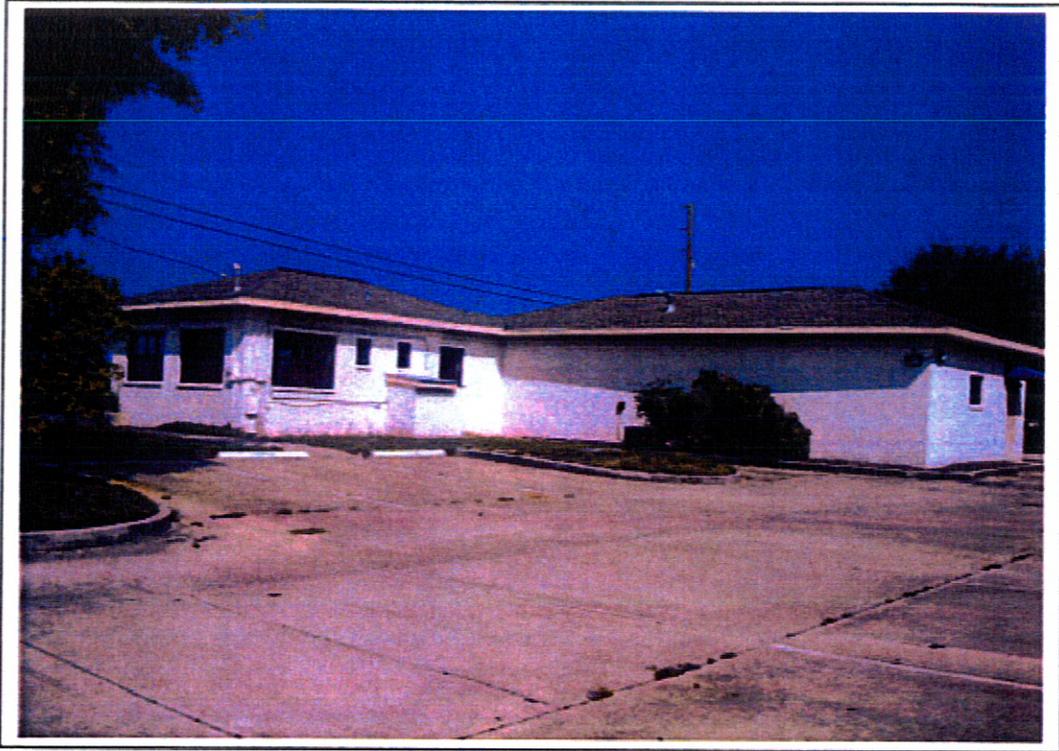
Commercial Location

The building has 1,600 square feet. Site has 6 parking spaces.

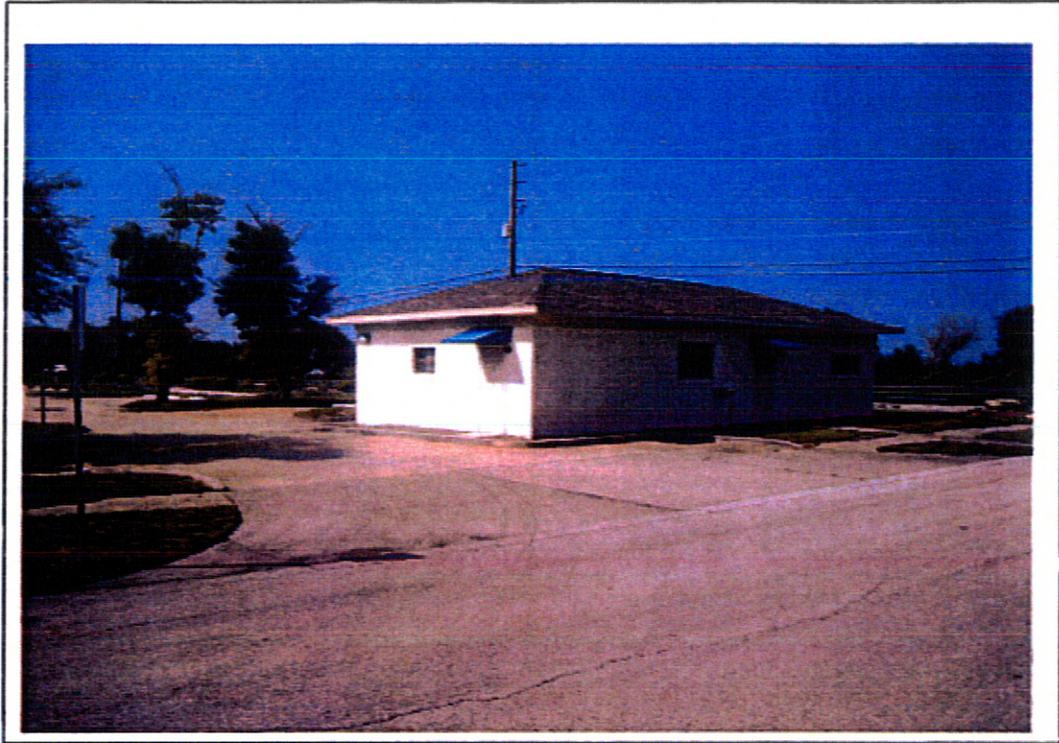
Permitted Uses in the B-3 Highway Service Business District Zoning:

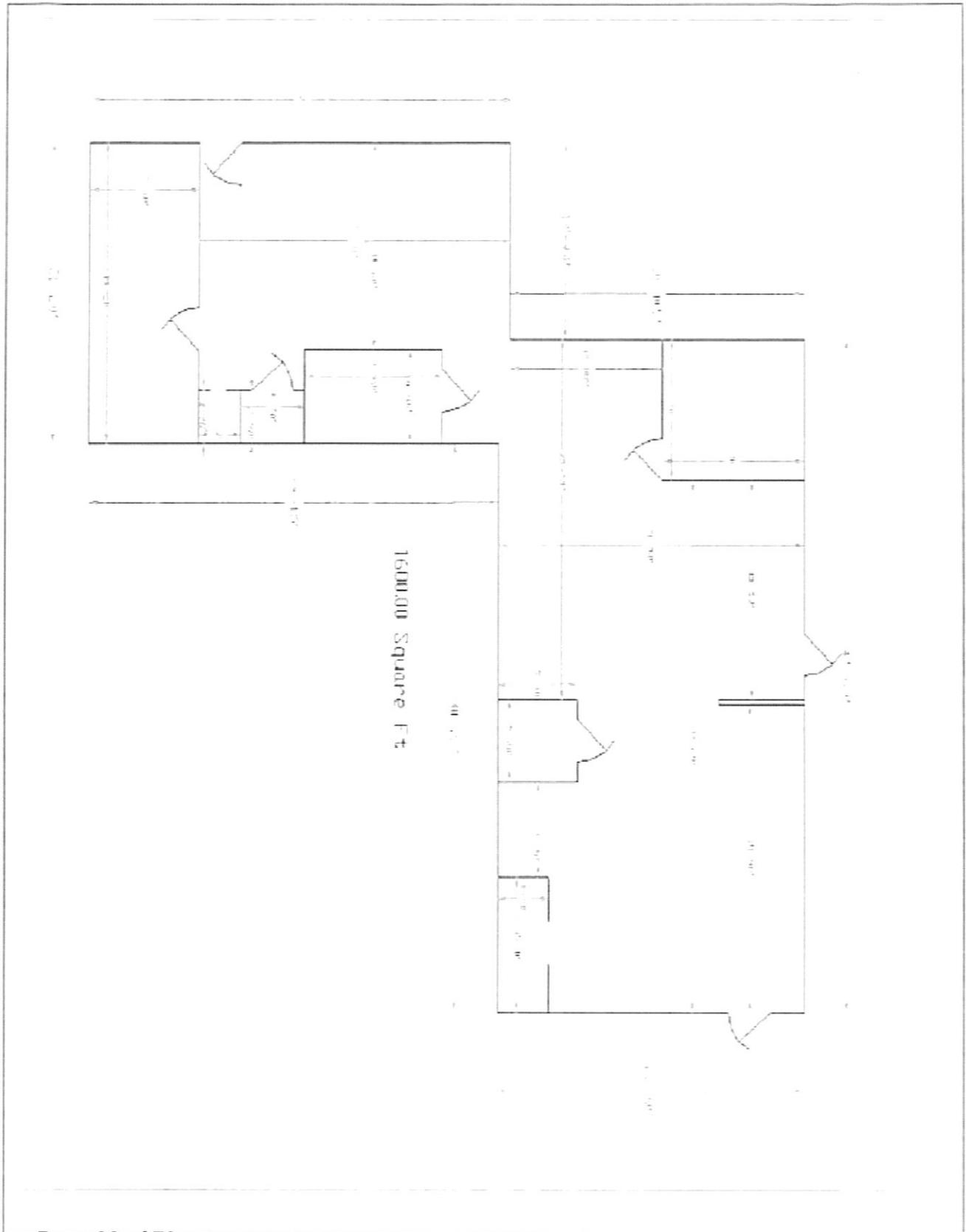
Adult congregate living facility	Income tax services
Ambulance service	Laundry and dry cleaning establishments
Animal clinics (outpatient care only and no overnight boarding)	Lending agencies
Archery range	Liquor stores
Armory	Lodges
Attached dwellings	Mobile home sales
Automobile sales, new and used	Multi-family dwelling units
Bakeries	Pawn shops
Banks	Pest control agencies
Barbershops	Printing shops
Barricade rental, storage, and sales	Professional office, including accounts, architects, consultants, dentists, engineers, financial, insurance, lawyers, medical, and stockbrokers
Beauty shops	Radio, television, and phonograph repair
Boat, motor, and boat trailer sales and service	Real estate brokers
Boxing or sports arena	Restaurants, types "A," "B," "C," and "D"
Business and communications systems	Retail and wholesale parts sales
Car rental and leasing	Retail plumbing and electrical fixtures
Carwashes	Retail sales and services
Carpet and rug cleaning	Service stations, types "A" and "B"
Ceramic shops	Sharpening and grinding shops
College level and adult educational facilities	Sign painting shops
Convenience stores with gas pumps	Solar window tinting shops
Fruit stands	supply/equipment/service business
Funeral homes	Taverns
Furniture showrooms	Taxicab stands
Gift shops	Tire and battery service
Government buildings and offices	Travel agencies
Greenhouses and nurseries	Truck and trailer Upholstery shops
Grocery stores	Videotape rental
Health center	
Hobby craft shops	

1600 SF



City Commission Workshop - August 10, 2010
2700 North Dixie Freeway





500 3rd Avenue

Commercial Location

The location is part of a larger parcel that contains a City Fire Station. The acreage is estimated to be 1.03 Acres in size. Currently the land is zoned for B2 land use. The land value is estimated at \$592,610.00, PID = 741605230060

Property Appraisers Website

http://webserver.vcgov.org/Parcel_search.html

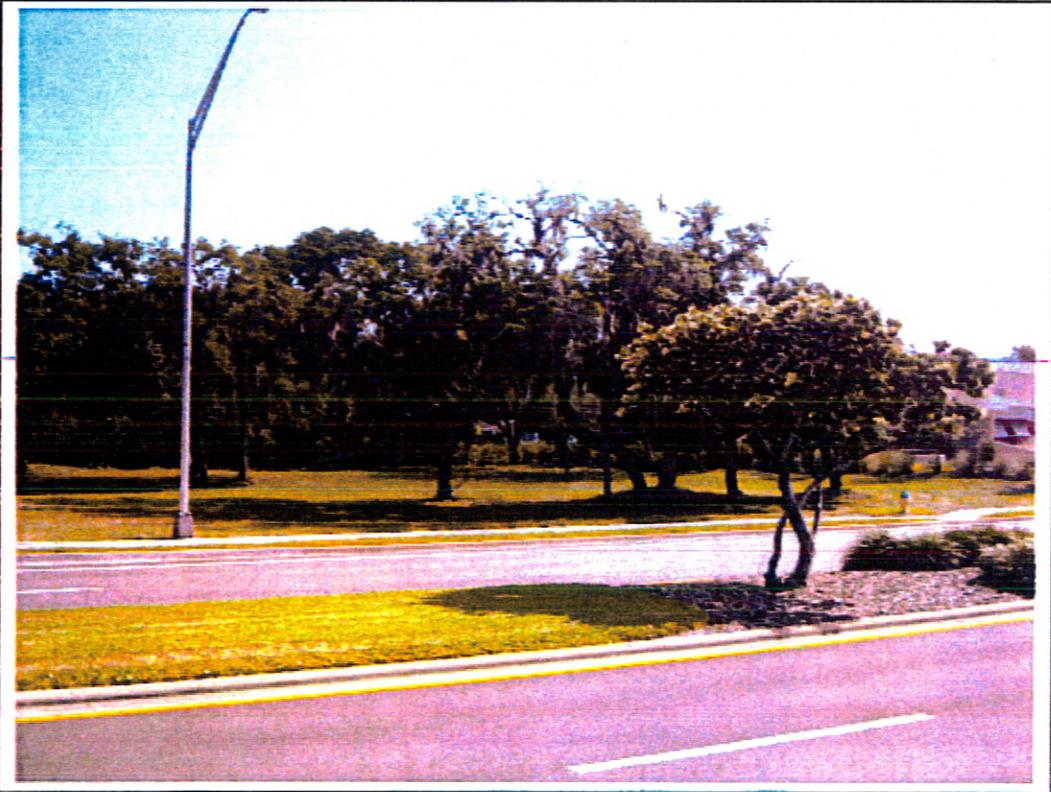
Permitted Uses in the B-2 Neighborhood Business District:

Animal clinic, out-patient care only, and no overnight boarding	Professional offices, including accountants, architects, consultants, dentists, engineers, financial, insurance, lawyers, medical, and stockbrokers
Appliance and repair shops	Real estate brokers
Attached dwellings	Restaurants, type "A," "B," "C" and "D"
Bakeries, nonmanufacturing	Retail sales and services
Barber and beauty shops	Shoe repair shops
Bowling centers	Taverns
Ceramic shops	Taxicab and bus stands and terminals
Clubs, semipublic	Travel agents
Communication facilities: buildings for radio, television, telephone, and telegraph	Video tape rental
Convenience market with gas pumps	
Drugstores and pharmacies	
Dry cleaning establishments	
Florists	
Funeral homes	
Gift shops	
Government buildings and offices	
Grocery stores	
Hardware stores	
hobby/craft shops	
Income tax services	
Jewelry stores	
Laundries, including self-service	
Lending agencies	
Men's and women's figure salons	
Multifamily residential developments	
Newspaper offices and printing shops	
Night clubs	
Office and household equipment sales	
Parking lots	
Pool rooms	

500 3rd Avenue



500 3rd Avenue



City Commission Workshop - August 10, 2010
500 3rd Avenue



Swoope Site

The location contains one parcel totaling 5.8 acres in size and is located north of the City off of US-1. The Location could support two outparcels of 38,500 sq.ft. in size. The land is zoned I2 – Industrial land use. The estimated total land value is \$1,087,907.00, PID = 633601002580

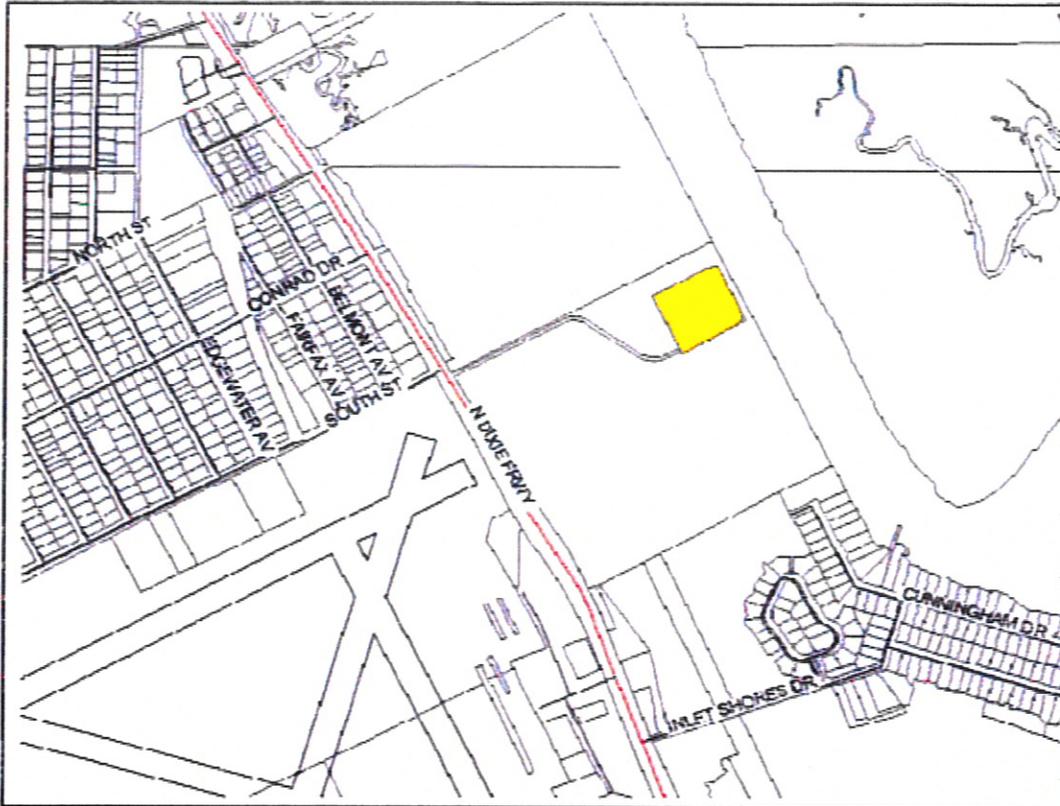
Property Appraisers Website

http://webserver.vcgov.org/Parcel_search.html

Permitted Uses in the I-2 Heavy Industrial Zoning District:

Adult entertainment establishment (subject to restrictions herein)	Professional offices
Animal hospitals, kennels, provided that no hospitals, structures, pens or kennels are located closer than 50 feet to any residential property line.	Recycling centers
Automobile leasing and rentals	Retail sales (subject to restrictions herein)
Automobile repair (indoors only)	Retail sales of portable lawn buildings
Banks or related banking facilities	Service station, type "C"
Boat building, repair and sales	Sheet metal shops
Building material sales for buildings and yards	Upholstery shops
Cabinet, woodworking shops	Warehousing and storage facilities
Ceramic shops	Welding shops
Cold storage and freezer locker plants	Construction-heavy equipment and supplies
Contractor and construction offices and equipment storage	Facilities owned and/or operated by federal, state, county, or municipal governments, except country clubs, and golf courses
Farm machinery sales and services	Greenhouses and nurseries
Food and beverage processing and distribution, except the slaughter of animals	Industry, heavy
Heating, air-conditioning, plumbing equipment	Manufacturing plants engaged in producing the following products: asphalt, concrete moving and storage companies
Hydroponic gardening	Open storage, not including junk yards, when screened, as required under accessory uses
Industry, light	Paint and body shops
Machine shops	Recreational vehicles and boat storage, provided such areas are screened as required under accessory uses
Medical or dental laboratories	Truck freight terminal
Mobile homes for security and/or office purposes	Truck and trailer rental agencies
Municipal or governmental buildings	
Paint and body shops	
Printing, photoengraving, photo stating, blueprinting, bookbinding, and publishing establishments	

Swoope Site





305 Smith Street

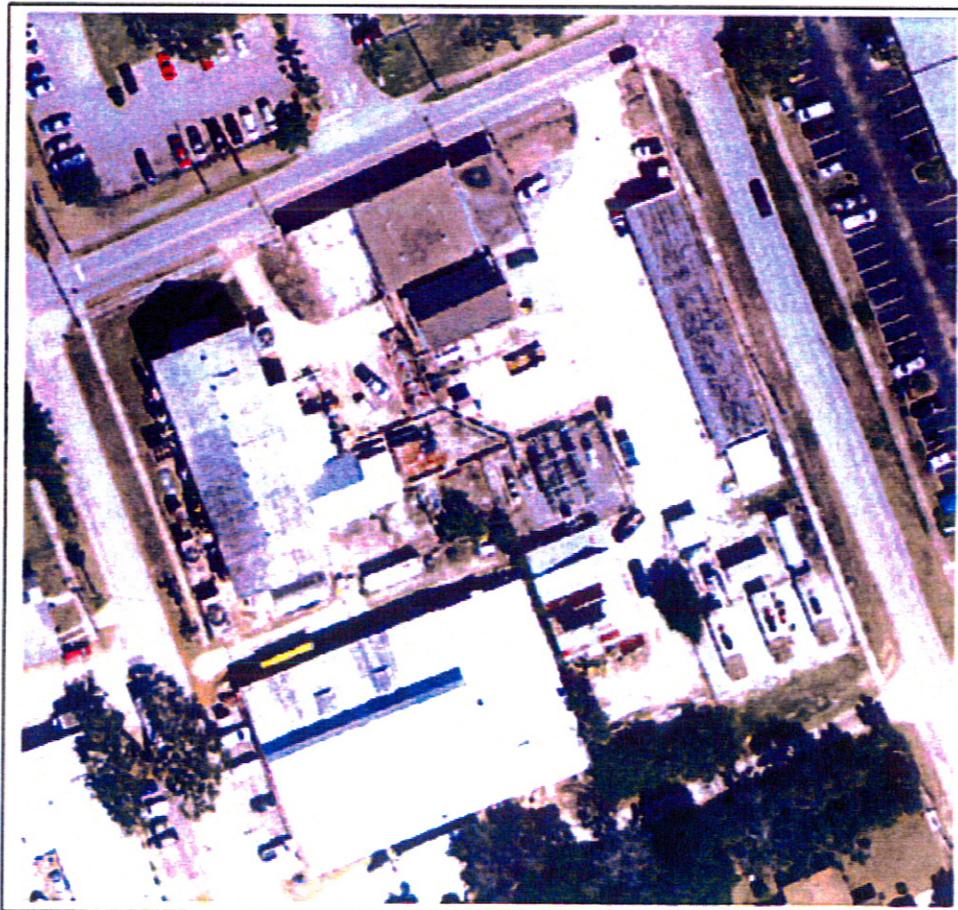
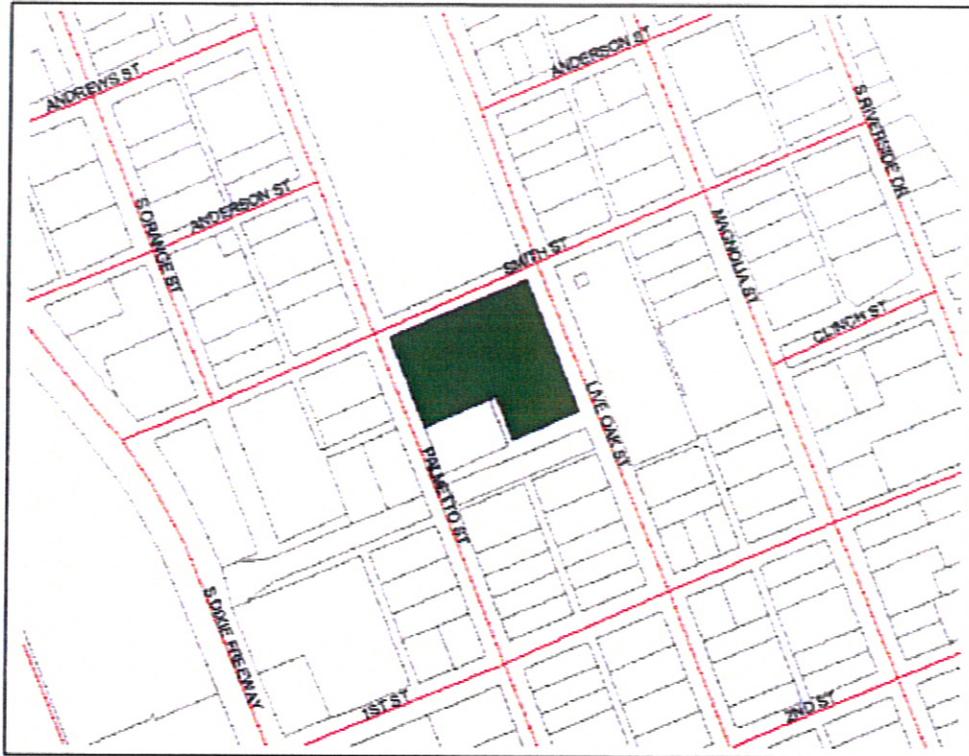
The location contains one parcel totaling 17.17 acres in size and is located in the Airport Industrial Park. The highlighted track is currently used as a garbage transfer location and is 3.35 acres. The land is zoned I1 – Industrial land use. The estimated land value is \$157,500, PiD = 744138191990

Property Appraisers Website

http://webserver.vcgov.org/Parcel_search.html

Permitted Uses in the I-1 Heavy Industrial Zoning District:

Adult entertainment establishment (subject to restrictions herein)	Heating, Air-Conditioning, Plumbing Equipment
Animal Hospitals, Kennels, provided that no hospitals, structures, pens or kennels are located closer than fifty (50) feet to any residential property line.	Hydroponic Gardening
Automobile Leasing and Rentals [ORD. NO. 72-93]	Industry, Light
Automobile Repair (indoors only)	Machine Shops
Banks or Related Banking Facilities	Medical or Dental Laboratories
Boat Building, Repair and Sales	Mobile Homes for Security and/or Office Purposes
Building Material Sales for Buildings and Yards	Municipal or Governmental Buildings
Cabinet, Woodworking Shops	Paint and Body Shops
Ceramic Shops	Printing, Photo Engraving, Photostating, Blueprinting, Bookbinding, and Publishing Establishments
Cold Storage and Freezer Locker Plants	Professional Offices
Contractor and Construction Offices and Equipment Storage	Recycling Centers
Farm Machinery Sales and Services	Retail sales (subject to restrictions herein) Ord. #105-07
Food and Beverage Processing and Distribution, except the slaughter of animals	Retail Sales of Portable Lawn Buildings
	Service Station, Type "C"
	Sheet Metal Shops
	Upholstery Shops
	Warehousing and Storage Facilities
	Welding Shops



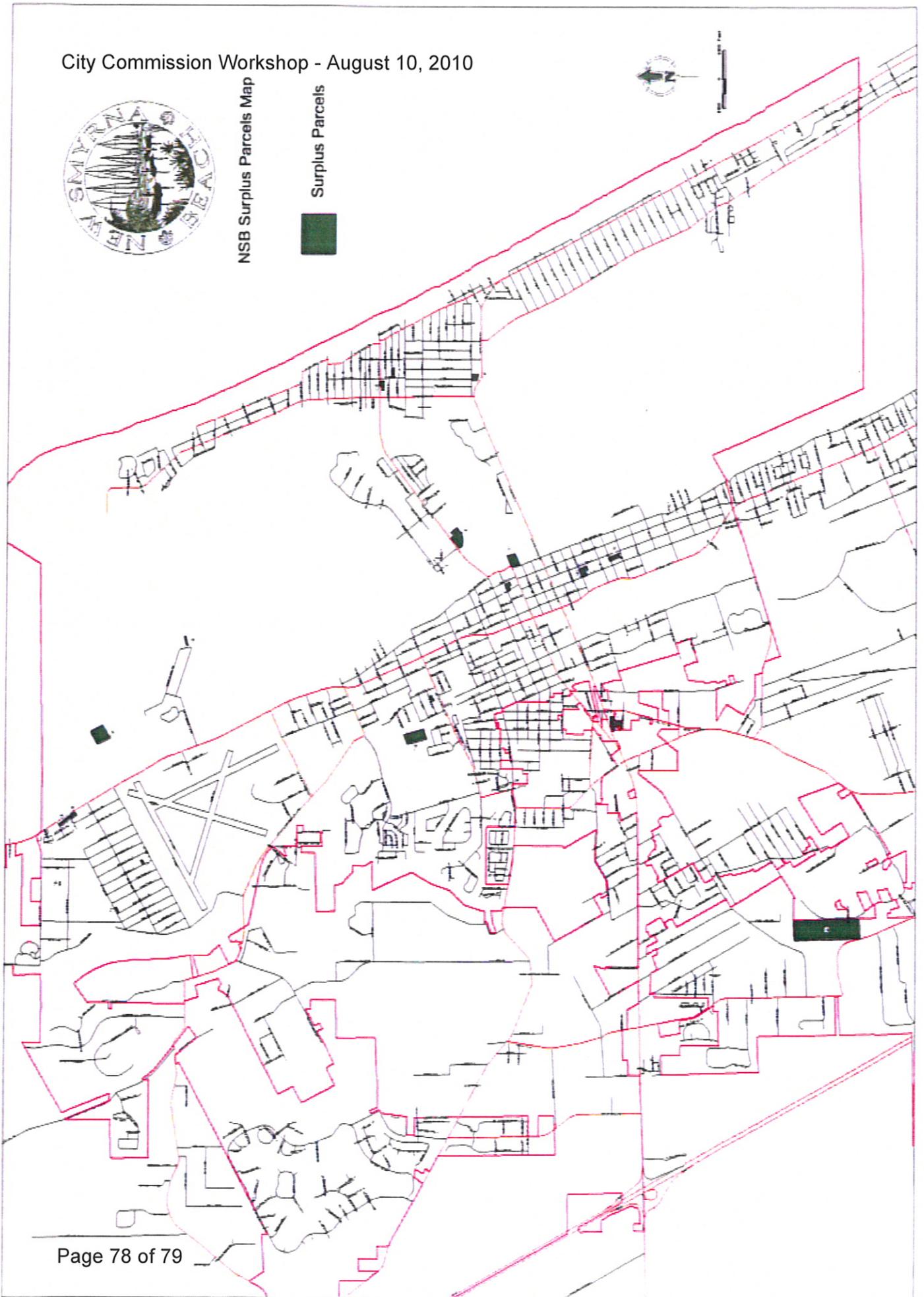
City Commission Workshop - August 10, 2010
305 Smith Street



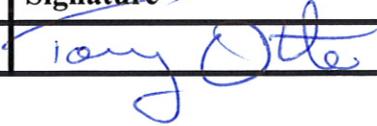


NSB Surplus Parcels Map

Surplus Parcels



EDAB AGENDA ITEM SUMMARY

Department Making Request: Community Redevelopment Agency		
Meeting Date: August 17, 2010		
Action Item Title: Business Survey		
Agenda Section: Consent _____ Public Hearing _____ Special Items <u> x </u>		
Summary Explanation and Background <p>A key element in any economic development program is a credible site visit and surveying program. The purpose of the program is two-fold: 1) to serve as an early warning system to alert development officials to the plans, problems, and concerns of individual companies, which, if unaddressed, could lead to re-location; and 2) the data collected helps to build a database to indicate the health and dynamics of the local economy.</p> <p>Staff requests comments and suggestions on the attached survey. It is anticipated that the survey will be prepared in partnership with the SE Volusia Chamber of Commerce and conducted by the Chamber Ambassadors, a volunteer group. One portion of the survey would ask about business conditions and expectations, while another section would be in regards to city services.</p> <p>Please also find attached a copy of a business survey used by the City of Port Orange.</p>		
Recommended Action/Motion: Approve the form of the draft survey.		
Funding Analysis: Budgeted _____ If not budgeted, recommend funding account: Nominal funding may be needed for copying surveys.		
Exhibits Attached: 1. Draft survey 2. Business survey used by Port Orange		
Reviewed By:	Name	Signature
CRA Director	Tony Otte	
Commission Action		

BUSINESS SURVEY 2010

The purpose of this survey is to assist the City of New Smyrna Beach and the Chamber of Commerce in expanding our economic development efforts for Southeast Volusia. This information will be helpful in creating a demographic profile of our community. **This Survey is Anonymous and the information is general in nature. If you would like additional business assistance or information please provide your business card to your interviewer or call the Chamber of Commerce at (386)428.2449 or email LSdennis @sevchamber.com.**

1. What type business are you? Proprietorship Partnership Corporation
2. Are you an: Independent Business Independent Business with multiple locations
 Franchise with one location Franchise with multiple locations
3. What type best describes your business activities?
 Retail Accommodation Commercial Real Estate Manufacturing Aviation
 Medical Financial Construction
4. How Long have you been in business? 1-5 5-10 10-15 15-20 20+

In Volusia County? 1-5 5-10 10-15 15-20 20+
In NSB? 1-5 5-10 10-15 15-20 20+
5. Estimate your annual sales range
 \$0 - \$250,000 \$250,000 – 500,000 \$500,000 – \$750,000 \$750,000 - \$1,000,000
 \$1,000,000 - \$2,000,000 \$2,000,000 - \$3,000,000 \$3,000,000 +
6. How many employees do you have?
 1-5 6-10 11- 25 25 -50 51-100 101 – 150 151-200 201+
7. Where do you and your employees live? (Select all that apply)
 NSB Edgewater Oak Hill Port Orange Daytona beach Area Outside of East Volusia
8. What percentage of your employees are salaried versus hourly?
 0-15% 15-30% 30-45% 45-60% 60-75% 75-90%
9. What ranges more accurately reflect your AVERAGE SALARIED workforce?
 \$20-30,000 \$30-40,000 \$40-50,000 \$50-60,000 60-70,000 \$70-80,000 \$80-90,000 \$90,000+
10. What ranges more accurately reflect your AVERAGE HOURLY workforce?
 \$7.00-\$9.00 \$9.00-\$11.00 \$11.00-\$13.00 \$13.00-\$15.00 \$15.00-\$17.00 \$17.00-\$19.00 \$20.00+
11. How is your business performing? Exceeding expectations Meeting expectations Below expectations
12. What are your future plans? Downsizing No changes Expanding Expanding in NSB
13. In order to improve your companies performance , what services/assistance would you require?
 Financial Planning Accounting Employee recruitment and training Human Resources Marketing
14. Our community has been referred to as “business friendly” do you believe that image is the correct one? Yes No
15. What do you believe should be done to change/improve that image?
 Less Governmental regulation Expedited permitting New Business Recruitment More Programs for existing Business Additional Advertising.

DRAFT

16. Of the following "cost of doing business:" items are they too high, stable or too low

	High	Stable	Low		High	Stable	Low
Property taxes	[]	[]	[]	Utility costs	[]	[]	[]
Sales Taxes	[]	[]	[]	Inventory Taxes	[]	[]	[]
Payroll Taxes	[]	[]	[]	Transportation Costs	[]	[]	[]
Wage Costs	[]	[]	[]	Building Costs to rent or purchase	[]	[]	[]
Health Care costs	[]	[]	[]	Environment Regulatory Costs	[]	[]	[]
Banking Costs	[]	[]	[]	Other	[]	[]	[]

Comment: _____

MUNICIPAL SERVICES

21. Have you had any contact with the City of New Smyrna Beach in the past year? [] Yes [] No

22. Services Requested? Planning, construction, infrastructure, other? _____

23. Have you had any contact with the Utilities Commission for the City of New Smyrna Beach? [] Yes [] No

24. Services Requested? Electric, Water/Wastewater, Energy Conservation, other? _____

25. The development process? Did it work? How was the process, was the process clear and understandable? Timely?

26. How would you characterize your experience? Expectations? _____

27. Do you have any other comments or suggestion for City Services? _____

Please fax or mail to Chamber of Commerce at (386-423-3512, 115 Canal Street, New Smyrna Beach, FL 32168.

Thank you very much.



CITY OF PORT ORANGE

COMMUNITY REDEVELOPMENT AGENCY
1000 CITY CENTER CIRCLE
PORT ORANGE, FLORIDA 32129
TELEPHONE (386) 506-5508
FAX (386) 756-5208

March 9, 2009

Dear Eastport Business Owner/Manager,

Did you know that your business is located within the Eastport Business Center Community Redevelopment Area (CRA)?

Since the creation of the CRA in 1995, the Eastport Business Center Community Redevelopment Agency has funded a number of capital improvements and programs to increase the viability of the Eastport area as an employment center. Most notably, the CRA funded the construction of the Eastport Business Park industrial subdivisions, including the extension of Eastport Parkway and public utilities (water, sewer and reclaimed water) from Spruce Creek Road to Commonwealth Boulevard. The CRA has also provided targeted assistance to encourage businesses to locate or expand in the Eastport area. Presently, improvements to the intersection of Spruce Creek Road and Dunlawton Avenue are under design to provide improved truck turning radii and identification signage for the Eastport area.

The Eastport CRA uses Tax Increment Financing (TIF) to pay for projects and programs. A portion of the property taxes generated within Eastport are set aside into a special TIF fund that may only be used for programs and improvements within the CRA. It is important to note that the presence of a CRA and TIF district does not increase the amount of taxes you pay, but it does return TIF dollars directly to the district that might otherwise be spent in other areas of the community. Eastport TIF revenues are now approximately \$300,000 per year.

It is now time to review accomplishments and changed circumstances since 1995. The Eastport CRA is seeking your comments and suggestions on how it can better serve the needs of the business community within Eastport. We ask that you take a few moments to complete and return the attached survey. You may complete the survey anonymously, or you may elect to provide contact information so we may follow up with you. Either way, we hope you will provide us with your feedback on the types of improvements and programs you feel would help strengthen the business climate in Eastport.

Thank you in advance for your time and input.

Sincerely,

A handwritten signature in black ink, appearing to read "Donna", is written over a horizontal line.

Donna J. Steinebach, AICP
Assistant to the City Manager
dsteinebach@port-orange.org



EASTPORT REDEVELOPMENT AREA BUSINESS SURVEY 2009

YOUR BUSINESS:

These questions will help us learn more about the types of businesses located in the Eastport area and the assets the area holds for current and prospective occupants.

How long has your business been at its present location? ____ years

How many employees currently work at your business? ____ employees

Did your business move from another location in Port Orange? ____ yes ____ no

Did your business move from another location outside the City? ____ yes ____ no

What attracted you to your present business site? _____

What types of products and/or services does your business provide? _____

NEEDED IMPROVEMENTS

In addition to the improvements made to date in the area, we are interested in other improvements that might benefit your business.

Please note which of the following items, if any, could be improved to benefit your business operations. (Please rank by need if there is more than one.)

____ Cable/telephone/data transmission capacity

____ Improved truck access

____ Additional directional signage

____ Drainage improvements

____ Bus service

____ Water system improvements

____ Rail access

____ Sewer system improvements

Do you have job training needs? ____ yes ____ no

If yes, are you aware of County and State job training programs? ____ yes ____ no

Have you attempted to use current job training programs? ____ yes ____ no

Have you had any significant issues with safety and security either related to your property or your employees? ____ yes ____ no

If yes, was the police response prompt? ____ yes ____ no

Are there any property maintenance or property appearance issues that need to be addressed? ____ yes ____ no

Please note any other improvements that would assist your business activities. _____

CONTACTS WITH CITY GOVERNMENT

This information will help us evaluate the most effective means of keeping you informed about local government activities and opportunities for the City to offer assistance to your operations.

Which of the following sources do you use to keep informed about activities in Port Orange that affect your business or your employees?

- _____ City of Port Orange website
- _____ Port Orange Government TV
- _____ City quarterly newsletter
- _____ Chamber monthly newsletter (Tradewinds)
- _____ Chamber weekly bulletin (Seabreeze)
- _____ Other (please list)

If you needed to expand your building or were considering moving, would you contact the City about available sites and other potential assistance?
 _____ yes _____ no

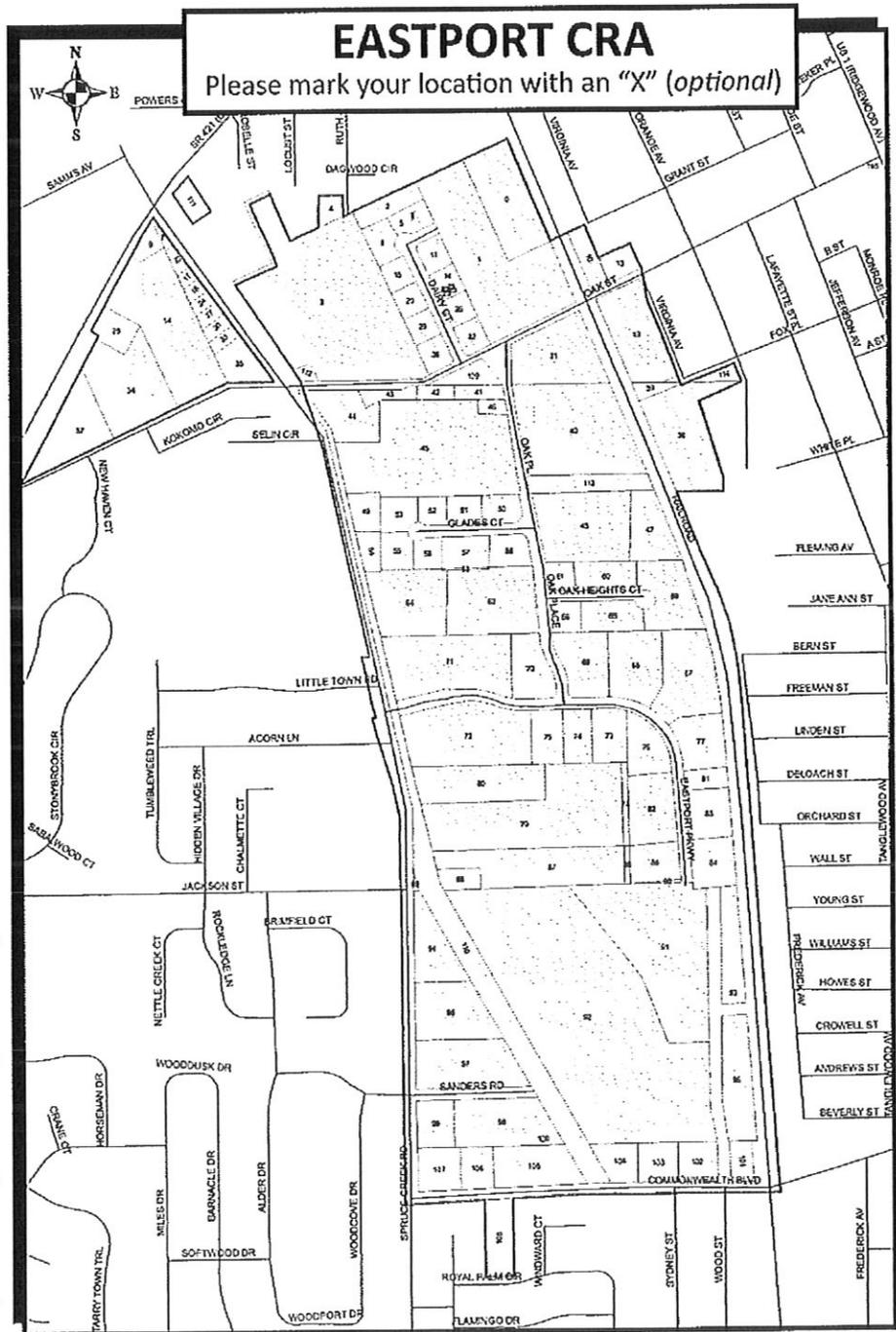
FOLLOW UP CONTACT (Optional)
 Please provide contact information if you would like a follow-up call regarding this survey.

NAME _____

BUSINESS _____

E-MAIL _____

PHONE _____



REPORTS AND COMMUNICATIONS

Winkler, Sandy

From: Brangaccio, Pam
Sent: Friday, July 23, 2010 6:13 PM
To: Barringer, Adam; Hathaway, Jim; Grasty, Jack; Reiker, Judy; Plaskett, Lynne
Cc: Otte, Tony; Resheidat, Khalid; Winkler, Sandy; Pagano, Ron; McCallister, Dave; Philord, Althea
Subject: FW: State of America's Cities Survey on Jobs and the Economy Improved - May 2010, NLC
Attachments: RB_JobsEconomy_10[1].pdf

Sandy, Copies for Commission and me...and then for economic development board and budget task force (August mtg)

From: Jenny Anderson [mailto:janderson@flcities.com]
Sent: Friday, July 16, 2010 11:03 AM
To: Brangaccio, Pam
Subject: State of America's Cities Survey on Jobs and the Economy Improved - May 2010, NLC

Despite upticks in some measures of national economic recovery, new data from NLC indicate that declining fiscal and economic conditions persist in America's cities.¹ Consistent with previous findings that local economic recovery is lagging and may in fact drag national economic recovery, the 2010 *State of America's Cities* survey of local elected officials finds:²

Three in four (75%) city officials report that overall economic and fiscal conditions have worsened over the past year.

Eighty-four percent of city officials report that unemployment has worsened over the past year and nearly nine in 10 say it is either a major (41%) or moderate (47%) problem for their community.

More than six in 10 (63%) city officials report that poverty has worsened over the past year; representing the largest percentage of city officials reporting worsened poverty conditions since the question was first asked in NLC's 1992 survey.

ⁿ To deal with the fiscal implications of these and other economic conditions, seven in ten city officials report making cuts to personnel (71%) and delaying or cancelling capital projects (68%).

One in two (52%) city officials report that service levels will continue to decrease next year if city tax rates and fees are not increased.

See the attached document for more information

State of America's Cities Survey on Jobs and the Economy

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- Three in four (75%) city officials report that overall economic and fiscal conditions have worsened over the past year.
- Eighty-four percent of city officials report that unemployment has worsened over the past year and nearly nine in 10 say it is either a major (41%) or moderate (47%) problem for their community.
- More than six in 10 (63%) city officials report that poverty has worsened over the past year; representing the largest percentage of city officials reporting worsened poverty conditions since the question was first asked in NLC's 1992 survey.
- To deal with the fiscal implications of these and other economic conditions, seven in ten city officials report making cuts to personnel (71%) and delaying or cancelling capital projects (68%).
- One in two (52%) city officials report that service levels will continue to decrease next year if city tax rates and fees are not increased.

LOCAL ECONOMIC CONDITIONS

When asked how overall economic and fiscal conditions have changed in their community over the past year, three in four city officials (75%) report that they have worsened (see Figure 1). From employment to the stability of the housing market, signs of growth that may be making their way into the national picture are not yet evident in many local economies across the country.

Unemployment continues to be a major challenge for cities. Eighty-four percent of city officials report that unemployment has worsened over the past year, and nearly nine in 10 say it is either a major (41%) or moderate (47%) problem for their community. As the severity of unemployment takes hold, families continue to struggle to make ends meet and to pay for basic services. Sixty-five percent of city officials report an increase in the need for survival services, including food, shelter, heating and healthcare, for the people in their city over the past year.

The entrenched economic crisis can also be seen in the sizeable increase in the percent of city officials reporting poverty as a challenge for their community. More than six in 10 (63%) city officials report that poverty has worsened over the past year

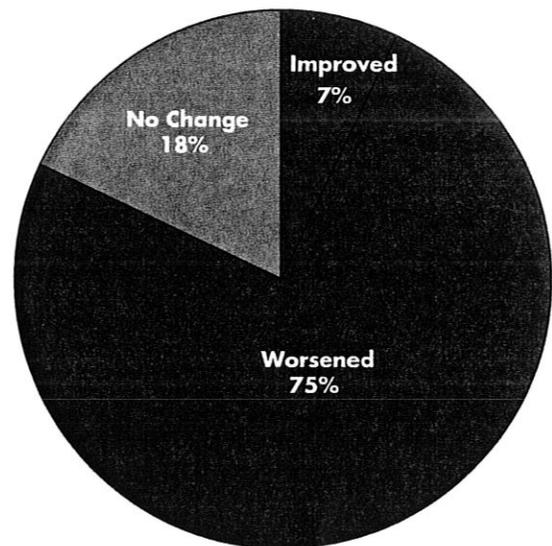


FIGURE 1. HOW HAVE OVERALL ECONOMIC AND FISCAL CONDITIONS CHANGED OVER THE PAST YEAR?

¹ The use of "cities" or "city" in this report refers to municipal corporations.

² Christopher W. Hoene, *City Budget Shortfalls and Responses: Projections for 2010-2012*, National League of Cities, December 2009.

(see Figure 2). This represents the largest percentage of city officials reporting worsened poverty conditions since the question was first asked in NLC's 1992 survey.³ Eight in 10 city officials say that poverty is either a major (31%) or moderate (51%) problem for their community.

Nearly one in two (46%) city officials report that housing conditions have worsened, with 65 percent saying it's either a major (19%) or moderate (46%) problem. In addition to the myriad social impacts related to lack of affordability and availability of housing choices, the foreclosure crisis and general collapse of the housing market since 2008 will most dramatically affect city budgets over the next few years.⁴

The impact of the housing market on residential property taxes is just one part of the economic downturn's effect on city budgets. The health of local commercial property markets is also a growing concern for cities. More than two in three (67%) city officials report that the commercial property market has worsened over the past year. More than eight in 10 city officials report that the commercial property market is currently either a major (31%) or moderate (51%) problem for their city (see Figure 3). As a significant generator of local property tax revenues, the decline in the commercial property market will contribute to an even slower economic and fiscal recovery for cities.

Another local concern is the effect of the downturn on small businesses and entrepreneurship. More than six in 10 (61%) city officials report that small business development and entrepreneurship worsened over the past year. Given the importance of these businesses to the stability and growth of local economies, it is no surprise that seven in 10 report that the worsened condition of small businesses and entrepreneurs is either a major (18%) or moderate (52%) problem for their community. More than half (53%) of city officials report that business retention and expansion worsened over the past year; 75% say it's either a major (23%) or moderate (52%) problem.

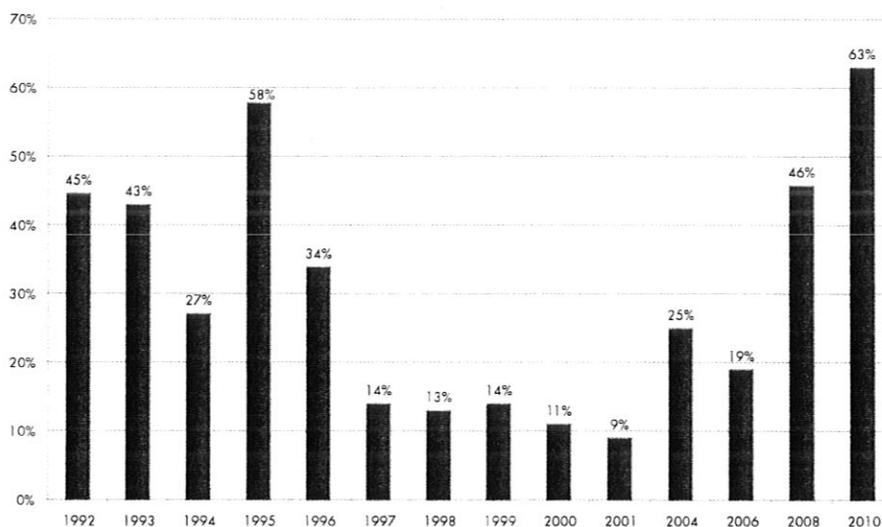


FIGURE 2. HOW HAS POVERTY CHANGED OVER THE PAST YEAR? (PERCENT REPORTING WORSENERD VS. IMPROVED OR NO CHANGE, 1992-2010)

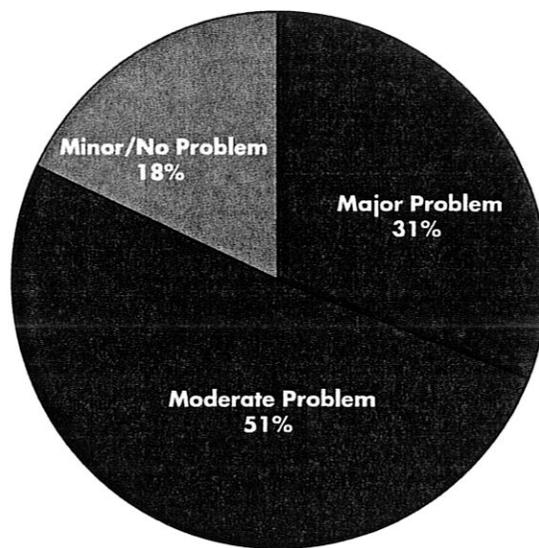


FIGURE 3. WHAT IS THE CURRENT STATUS OF YOUR COMMERCIAL PROPERTY MARKET?

LOCAL RESPONSES

Cities across the country continue to engage in the difficult task of balancing their budgets. Many cities are implementing spending cuts that affect local employment, including personnel cuts (71%), and delaying and cancelling capital projects (68%) (see Figure 4).

In addition to these severe, yet more predictable cuts, the survey reveals that many cities have also taken more unprecedented measures, such as cuts to public safety (22%), reductions in healthcare benefits (24%) and revisions to union contracts (22%) (see Figure 5).

Spending cuts, like those made to public safety, have not only immediate employment impacts, but also impacts on activities essential to the quality of life and safety, like crime prevention and fire response times. Personnel cuts can also delay cities' responses during an economic recovery, as hiring and training personnel can take considerable time.

³ The *State of America's Cities* survey was not conducted in 2002 or 2003 due to targeted survey research on homeland security needs in cities. Starting in 2004, this question is asked on the survey every other year.

⁴ Christopher W. Hoene, *City Budget Shortfalls and Responses: Projections for 2010-2012*, National League of Cities, December 2009.

FIGURE 4. WHAT TYPES OF SPENDING CUTS HAS YOUR CITY IMPLEMENTED DURING THE PAST YEAR?

Personnel cuts (hiring freezes, layoffs, furloughs)	71%
Delay/cancellation of capital projects	68%
Cuts in other services	46%
Across the board cuts	35%
Cuts in human services	27%
Renegotiate debt	29%
Cuts in public safety	22%

LOOKING AHEAD

Unfortunately for cities, the fiscal difficulties they are facing appear likely to continue beyond the current year. One in two (52%) city officials report that service levels will continue to decrease next year if city tax rates and fees are not increased.

Confronted with difficult economic and fiscal decisions, city officials are split in their views about the future direction of the country. Fifty-three percent are very (27%) or mildly (26%) pessimistic about the direction of the country. Nearly half are also either very (6%) or mildly (40%) optimistic about the general direction the country is heading.

Despite a broad range of sentiments about the future of the country, local officials agree that the state of America's cities continues to worsen, threatening long term national economic recovery. City budget shortfalls will become more severe over the next two years as tax collections catch up with economic conditions. These will inevitably result in new rounds of layoffs, service cuts, and cancelled projects and contracts. With local and state sectors comprising about one-eighth of GDP, and cities making up a significant portion of this sector, the services and employment offered by local governments are critical to the health of local and regional economies that drive national economic performance.⁵

FIGURE 5. WHAT SPECIFIC PERSONNEL SPENDING CUTS HAS YOUR CITY MADE?

Hiring freezes/suspended positions	69%
Eliminate/drastically reduce travel budget	54%
Salary/pay reductions/freezes	51%
Eliminate/drastically reduce professional development budget	41%
Early retirements	32%
Layoffs	25%
Reduce health care benefits/packages	24%
Revise union contracts to reduce pay/benefits	22%
Furloughs/furlough days	19%
Reduce pension benefits/packages	11%
Other	4%

⁵ Christopher W. Hoene, *City Budget Shortfalls and Responses: Projections for 2010-2012*, National League of Cities, December 2009; Mark Muro and Christopher W. Hoene, *Fiscal Challenges Facing Cities: Implications for Recovery*, National League of Cities and Brookings Institution, November 2009.

DATA AND METHODOLOGY

The National League of Cities *State of America's Cities* is an annual survey of municipal officials that has been conducted for nearly 25 years. For this year's survey, a random sample of 1,621 local officials from different cities across the country was drawn from the NLC database of municipal officials. The survey was emailed to all of the officials in the sample in late February 2010 and responses were collected in March and April. A total of 349 valid responses were received and tabulated, resulting in a 22 percent response rate. With this response rate, it can be expected with a 95 percent degree of confidence (i.e., in 95 out of 100 random sample surveys) that the answers to the survey questions from another random sample of municipal officials would be within 4.65 percentage points (+/- 4.65%) of the results of this survey.

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ABOUT THE NATIONAL LEAGUE OF CITIES

The National League of Cities is the nation's oldest and largest organization devoted to strengthening and promoting cities as centers of opportunity, leadership and governance. NLC is a resource and advocate for more than 1,600 member cities and the 49 state municipal leagues, representing 19,000 cities and towns and more than 218 million Americans.

Through its Center for Research and Innovation, NLC provides research and analysis on key topics and trends important to cities, creative solutions to improve quality of life in communities, inspiration and ideas for local officials to use in tackling tough issues and opportunities for city leaders to connect with peers, share experiences and learn about innovative approaches in cities.