



**CITY OF NEW SMYRNA BEACH
ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING AGENDA
WEDNESDAY, NOVEMBER 17TH, 2010 – 6:00 PM
CITY COMMISSION CHAMBERS
210 SAMS AVE., NEW SMYRNA BEACH, FLORIDA**

1. **CALL TO ORDER**

2. **ROLL CALL**

3. **APPROVAL OF MINUTES** – Regular EDAB Meeting October 19, 2010

4. **PRESENTATION**

None

5. **OLD BUSINESS**

- A. Utility Commission - Economic development statement of policy and directives for assistance
- B. Economic Incentives Program and How do we define targets for incentives
 - a. Incentives for the development of Brownfields: Mark Mulligan, Nodarse and Associates
 - b. Issues for Discussion/Decision

6. **NEW BUSINESS**

None

7. **BOARD MEMBER COMMENTS**

8. **REPORTS AND COMMUNICATIONS**

- A. Economic Development Report
- B. County Prospects Report; Team Volusia Prospects Report
- C. Business Survey 2010 – City of NSB and SE Volusia Chamber of Commerce
- D. County Tour Master Schedule – November 5, 2010
- E. Chamber and The City working together on Economic Development

9. **FUTURE AGENDA ITEMS**

- A. City Website Report by Joe Mikos
- B. Review of the potential for development on SR 44 by Paul Mayer
- C. 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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3 CITY OF NEW SMYRNA BEACH
4 ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)
5 REGULAR MEETING MINUTES OCTOBER 19, 2010
6 City Hall Commission Chamber, New Smyrna Beach, FL
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8 Mayor Adam Barringer called the meeting to order at 6:00 p.m.
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10 The following members answered to roll call:
11

12 Mayor Barringer
13 Jill Carlton
14 Jack Holcomb
15 Paul Mayer
16 Arlen Stauffer
17

18 Also present were CRA Director Tony Otte; CRA Administrative Assistant Claudia Soulie; Planner
19 Jake Baker; members of the City staff and the public. Board Member Bill Hall and City Manager
20 Pam Brangaccio were excused absent. Board Member Randy McHenry had informed staff that
21 he might be late and arrived at 6:25 pm.
22

23
24 **APPROVAL OF MINUTES** – - Tour of selected Properties September 21, 2010
25 - Regular EDAB Meeting September 21, 2010
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28 **Mr. Mayer made the motion to approve the above referenced minutes as written; seconded**
29 **by Ms. Carlton. Motion carried unanimously on roll call vote.**
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33 **PRESENTATION**

34 a. Debbi Boyd, Executive Director, Southeast Volusia Advertising Authority
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36 Mr. Otte stated that at the August 17th, 2010 meeting the EDAB members reviewed and voted
37 to prioritize the goals listed in the City's Economic Development Plan. The goal receiving the
38 highest number of votes was goal number four: "Support efforts to expand tourism through
39 venues and support systems". The Southeast Volusia Advertising Authority is a key partner in
40 the accomplishment of this goal. Mr. Otte introduced Ms. Debbi Boyd, Executive Director of the
41 New Smyrna Beach Visitor's Center to give a presentation on the operation of the Southeast
42 Volusia Advertising Authority.
43

44 Ms. Boyd informed the EDAB that the Visitor's Center received its funding from bed tax (3 cents
45 of every dollar went to the Visitor's Center and 3 cents to the Ocean Center). Ms. Boyd stated
46 that their marketing efforts have yielded great results and she felt that this could be
47 contributed to the fact that they did their advertising in-house.
48

ECONOMIC DEVELOPMENT ADVISORY BOARD
OCTOBER 19, 2010 MINUTES

49 Ms. Boyd stated that she and her team had created a countywide video titled "Explore! Volusia
50 County" that encompassed everything in the county that somebody might want to do and that
51 she was going to present it to the EDAB tonight.

52
53 Ms. Boyd informed the EDAB that New Smyrna Beach had a great mix of residents and tourists
54 and that the Visitor's Center received additional funds from tourists staying longer than six
55 months, as they had to pay sales tax.

56
57 Mr. Holcomb inquired about tourism dollars, their direct impact on the City of New Smyrna
58 Beach and if that could be tracked. Ms. Boyd stated that they had a great impact and that this
59 was one of the reasons why property taxes in New Smyrna Beach were fairly low and that the
60 Chamber of Commerce had started tracking those numbers. Ms. Boyd stated that it was
61 difficult for the Visitor's Center to track where and how the money they received from Volusia
62 County was generated and that she depended on individual hotel, motel and condominium
63 owners to supply her with their Average Daily Rates.

64
65 Ms. Boyd commented on their recent success with placing small ads in out-of-state newspaper
66 publications.

67
68 A brief discussion ensued about the current rental rates the City's Parks & Recreation
69 Department was charging for their facilities and if this could negatively affect the decision of
70 event coordinators to come to New Smyrna Beach.

71
72 Mr. Mayer stated that he was aware of an event that withdrew from New Smyrna Beach due to
73 the rental rates and that this was a large loss of income to the Community.

74
75 A brief discussion ensued about enticing events to the area, as this had a huge impact on the
76 local economy, which in turn strengthened the community and the City. Mayor Barringer
77 suggested inviting the Parks & Recreation Director to the next EDAB meeting to educate the
78 EDAB on this topic.

79
80 Mr. Holcomb stated that the City should get creative in working with event coordinators in off-
81 setting any rental cost.

82
83 Ms. Boyd thanked Mayor Barringer for the City's recent partnership efforts which created a
84 win-win scenario for everybody involved.

85
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87 **OLD BUSINESS**

88 a. County Prospects Report; and Team Volusia Prospects Report

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90 Mr. Otte stated that in an effort to effectively communicate profiles of prospective recruitment
91 prospects and projects, the Volusia County Economic Development Department and Team
92 Volusia issued updated status reports.

ECONOMIC DEVELOPMENT ADVISORY BOARD
OCTOBER 19, 2010 MINUTES

93 Mr. Otte commented on Team Volusia's prospect report and stated that City staff was going to
94 respond to six different prospects and gave a brief summary of those prospects (TV10-115;
95 TV10-113; MD10-110; MD10-107MD10-104 and BDP08-112).

96
97 Mr. Sam Goodwin, Director of Business Development with Team Volusia thanked the EDAB for
98 their time. Mr. Goodwin gave a brief summary on how Team Volusia obtained their prospect
99 leads, their due-diligence procedures to create a comprehensive prospect list, and the 24 hour
100 turnaround time to respond to a prospect with a possible match. Mr. Goodwin also commented
101 on the efforts of keeping the property inventory current, and relaying this information to the
102 prospects.

103
104 Mr. Goodwin also informed the EDAB that Team Volusia was focused on creating an extensive
105 interactive website that would allow subscribers to review, research and edit property
106 information that they were authorized to access.

107
108 Mr. Goodwin commented that Team Volusia's first priority was to select its President/CEO
109 before finalizing the website, as they wanted the President to be able to give input, which
110 might delay the launch of the website by at least six months.

111
112 A brief discussion ensued about how Team Volusia selected the two website company finalists
113 and if they had MLS database experience. Ms. Carlton suggested the Property Appraiser's office
114 as a great resource as she felt that six months was a long timetable to establish a website.

115
116 Mr. Goodwin duly noted the suggestions and stated that the website had customized features
117 that had to be specifically designed and fitted to Team Volusia specific requirements.

118
119 A brief discussion ensued about ways to bring this website to the top of the list in various
120 search engines and what type of budget existed for pay-per-click marketing campaigns. It was
121 also noted that results needed to be achieved rather quickly, as New Smyrna Beach signed a
122 one year membership with Team Volusia.

123
124 Mr. Goodwin clarified that Team Volusia already had a system in place for developer match-
125 ups, and that the new website would greatly enhance/speed up the process. Mr. Goodwin
126 informed that Team Volusia would replace the links on local portals with a link that will route a
127 prospect to Team Volusia's website in an effort to maximize success with that prospect.

128
129 Mr. Mayer inquired how prospects can currently find and contact Team Volusia. Mr. Goodwin
130 stated that they cultivated partnerships with national site selectors, past clients and various
131 Chambers of Commerce including Enterprise Florida (those leads were currently handled by
132 Volusia County).

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134 Mayor Barringer thanked Mr. Goodwin for his presentation.

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NEW BUSINESS

a. Economic Incentives Program and How do we define targets for incentives

Mr. Otte commented on the City Manager’s agenda memo which stated that there were varied levels of Economic Development Incentives ranging from appointment of project ombudsmen & ladies; expedited permitting with “rapid response” teams; improved building permitting and site plan review processes; revisions to City Land Development Regulations; adjustments to development fees for targeted businesses and/or a voter-approved tax abatement program. Incentives were typically provided for the creation of new quality jobs (as defined by targeted business types and wages paid) through the expansion of existing businesses or the relocation of new businesses.

Mr. Otte stated that the City Manager’s memo also referred to an approach used by Manatee County which provided refunds/credits for impact fees for expanding new, or relocating businesses that created at least five quality jobs, at or above 115% of the County’s average wage, and was paid based on a performance over a five year period. The jobs created must be those established by Enterprise Florida, the QTI Tax Refund Program, or local targeted industry. The City of Edgewater utilized a similar approach in September 2010, with a \$2,000 reduction in Impact Fees, for each FTE job created, and for projects with Impact Fees over \$10,000, a one year deferral of payment of fees. Both Edgewater ordinances expire on September 30, 2011.

Mr. Holcomb cautioned for those incentives not to get too restrictive on the qualifications. He felt that as long as the businesses meet the 115% average wage criteria they should be considered even if they were not in the targeted market.

Mayor Barringer was in favor of focusing on targeted market industries in order to diversify New Smyrna’s tax base, but felt that other businesses should not be disqualified outright if they did not belong to the targeted market.

A brief discussion ensued about the EDAB’s role of determining the target markets and their demographics.

Mr. Otte suggested a two phase approach by giving a certain amount of incentives to businesses meeting the wage criteria and more incentives if the business was also a target industry.

Mr. Holcomb referred to a tax abatement program that the City of New Smyrna used to have that had very stringent insurance requirements and he would like to keep the City’s options open to evaluate each business on a case by case basis.

Mr. Stauffer felt that the EDAB should “cast a very wide net”.

ECONOMIC DEVELOPMENT ADVISORY BOARD
OCTOBER 19, 2010 MINUTES

179 Mr. McHenry commented that some local folks would like to purchase the Water Taxi boats
180 from the City to set up/ operate a business and he suggested finding an incentive to assist them
181 as this venture could create several jobs. A brief discussion ensued about drafting a sales
182 document for the boats and the possibility of incorporating incentives. Mr. Otte stated that if
183 the group planned to operate a business within New Smyrna Beach, then incentives were an
184 option and that he would check into this. Mayor Barringer suggested consulting the City
185 Manager.

186

187 Mr. Stauffer felt that the City Manager's agenda report on incentives was very comprehensive
188 and challenged the EDAB to fashion a program that set New Smyrna Beach apart from the other
189 towns within Florida.

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191 Mr. Stauffer stated that he had recent conversations with contractors in the area who felt that
192 the permitting process was laborious and that the impact fees were assessed too late in the
193 process.

194

195 Mayor Barringer gave a brief summary on the history of a recent development (ABC Liquor) on
196 SR 44 where the sewer impact fee assessment caused the project to come to a halt.

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198 Ms. Henrikson stated that this project was in the very beginning stages of the site plan review
199 and continued that the developer was aware of the sewer issues. Mr. Holcomb inquired at what
200 stage in the project the developer was made aware of the cost to remedy the sewer situation.
201 Ms. Henrikson stated that staff did not find out about the cost until just recently and that the
202 original property owner did the design work for this area and he may or may not have informed
203 the developer. Mayor Barringer was under the impression that the developer had met with the
204 Utilities Commission and that in the past the UC had taken the stand that the development pays
205 for infrastructure.

206

207 Mr. Otte suggested inviting the UC's economic development representative to the next EDAB
208 meeting in November. He continued that in his past experience working for other Cities, the
209 Utilities Commission was part of that City and offered Pioneer agreements or municipal
210 assessments. Mr. Otte felt that a close working relationship between the City and the UC was
211 necessary to overcome difficulties and that a change in policy might be needed to facilitate
212 economic development. Mayor Barringer stated that this was one reason why he felt that it
213 was necessary to have a representative from the UC on the EDAB and that he respected Mr.
214 Hall for having accepted this responsibility.

215

216 Mr. Holcomb suggested making as many tools and incentives available to the developers as
217 possible in order to be the most effective.

218

219 Mayor Barringer clarified that the EDAB was asking staff to bring back an incentive packet at the
220 next meeting that was less restrictive, especially in the area of defining target markets which,
221 following review by the EDAB would then be forwarded to the City Commission for approval
222 and implementation by January 2011.

ECONOMIC DEVELOPMENT ADVISORY BOARD
OCTOBER 19, 2010 MINUTES

223 Mr. Stauffer referenced a passage in the article *Strengthen Your Local Economy through*
224 *Economic Gardening* which stated that a study had shown that nearly 100 percent of job
225 growth in the U.S. between 2006 and 2008 was created by resident companies that were either
226 stand-alone businesses in the area or had their headquarters in the same state. Mr. Stauffer felt
227 that if this was the case, local business retention was just as important as attracting new out of
228 state businesses and that local business retention should be included in the packet staff was
229 going to create.

230

231 Mr. Holcomb suggested keeping the next agenda mainly focused on the incentive packet as
232 there was a lot of information to read, digest and disseminate.

233

234 Mr. Otte duly noted the EDAB members' comments and suggestions.

235

236 b. Isleboro Development Company – Proposed Text Amendment

237 Based on a recent request from Isleboro Development Company, Planning staff is considering
238 a text amendment and is requesting input for the EDAB whether or not to pursue this issue
239 any further.

240

241 Ms. Gail Henrikson, Planning Manager was present and informed the EDAB that planning staff
242 had been dealing with a policy in the City's Land Development Regulation that prohibited
243 property owners that owned two platted lots from subdividing them if were less than the
244 current lot width. Ms. Henrikson stated that this issue usually only affected older subdivisions
245 and that she had encouraged the representatives from the Isleboro Development Company to
246 be present to inform the EDAB about how this policy was hindering redevelopment efforts in
247 the City.

248

249 Ms. Henrikson listed the pros and cons of such a change and stated that planning staff was
250 recommending the EDAB authorize staff to make a presentation to the City Commission to
251 create a text amendment.

252

253 Mr. Al Lawrence, Managing Partner with Isleboro Development Company stated that he was
254 impressed with the economic development efforts of the EDAB and summarized his firm's
255 current situation. Mr. Lawrence felt that a text amendment would provide potential buyers
256 with more affordable alternatives and lot development would become more feasible as the cost
257 of infrastructure could be spread over a broader base.

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259 A brief discussion ensued about the rules of the County and neighboring Cities and if there was
260 a community vision. Ms. Henrikson stated that the Planning Department would take this item
261 to the Planning and Zoning Board as a visioning session.

262

263 Mr. David Matchuria stated that this was a perfect example of adding too many layers of
264 restrictions and how it can affect future development.

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ECONOMIC DEVELOPMENT ADVISORY BOARD
OCTOBER 19, 2010 MINUTES

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Mr. Mayer made the motion to recommend to the City Commission that the EDAB was in favor of the proposed text amendment; seconded by Ms. Carlton. Motion carried unanimously on roll call vote.

271 c. Team Volusia Request: How do we measure success

272 Mr. Otte stated that at the Team Volusia “Economic Development Practitioners” meeting on
273 October 6, Team Volusia staff distributed a chart entitled, “Mission: Leverage Community and
274 Business Partnerships to accomplish Economic Development Goals”. The top three goals
275 recommended by the practitioners (City and County staff) for Team Volusia are:

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- 1) Develop a proactive recruitment process to strategically attract domestic and international business (goal 2)
- 2) Create a Communications Program (goal 6)
- 3) Drive Measurement and Accountability (goal 7)

282 Mr. Otte continued that Team Volusia wished to have input on these three goals; specifically
283 on how these three goals translated into actions and success measures for New Smyrna
284 Beach.

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Mayor Barringer stated that the EDAB should come up with individual goals on how the City of New Smyrna would like to measure success and to discuss that at the December 7, 2010 EDAB meeting.

290 d. Discussion of the need for a meeting in December/ possible permanent date
291 change

292 Staff was entertaining the possibility of not having an EDAB meeting in December due to the
293 proximity to the Holidays. Furthermore, the Code Enforcement Board meets every third
294 Tuesday of the month in the Commission Chamber at 4:30 pm. Staff felt that this would
295 create a conflict in being able to turn over and set up the room for the EDAB meeting with a
296 6:00 pm start time. Staff would like the EDAB to consider permanently changing the meeting
297 date to every third Wednesday of the month at 6:00 pm.

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The Board agreed to permanently move the regular EDAB meetings to every third Wednesday of the month starting November 17, 2010 and to have an EDAB meeting on December 7, 2010 to accommodate possible holiday schedules so not to lose any forward momentum.

303 Mr. Stauffer suggested asking a UC representative to attend the November meeting, as this
304 was the meeting when the EDAB will focus on finalizing the incentives and he felt it was
305 important to hear from them first. A brief discussion ensued that the UC could be asked to

ECONOMIC DEVELOPMENT ADVISORY BOARD
OCTOBER 19, 2010 MINUTES

306 speak during the first portion of the meeting and the remainder could be used to focus on the
307 incentives.

308

309 Mr. Stauffer also asked that the City's packet should include incentives that no other City had
310 thought about. Mayor Barringer stated that then the EDAB would have some homework to
311 do.

312

313 **REPORTS AND COMMUNICATIONS**

314 a. Economic Development Report

315

316 Mr. Otte summarized the economic development report and stated that he would be available
317 to answer any questions the Board members may have.

318

319 Mr. Otte thanked Mr. Holcomb for his generous "donation" of his website consultant to analyze
320 the City's website as this will pay large dividends.

321

322

323 **ADJOURNMENT:**

324

325 There being no further business, the meeting was adjourned at 7:30 p.m.

OLD BUSINESS

EDAB AGENDA ITEM SUMMARY

Department Making Request: Economic Development Staff

Meeting Date: November 17, 2010

Action Item Title: U.C.'s Structure, Financing, Policies and Costs for Development.

Agenda Section: Consent_ ___ Public Hearing_____ Special Items__X__

Summary Explanation and Background

At the October 16, 2010 EDAB meeting the members suggested to have an Economic Development representative from the Utilities Commission present at the November EDAB meeting to talk about the UC's current policies on Economic Development.

In response to staff's request to invite a UC representative to the November EDAB meeting the UC forwarded the attached correspondence.

Recommended Action/Motion:

For informational purposes only.

Funding Analysis: Budgeted_____ If not budgeted, recommend funding account: x

N/A

Exhibits Attached:

1. Ray Mitchum's email
2. William T. Preston, P.A. letter

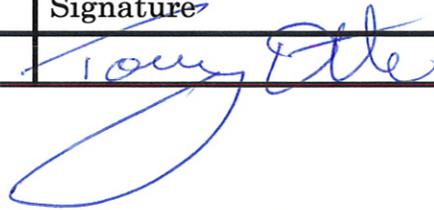
Reviewed By:

Name

Signature

EDAB Staff

Tony Otte



Commission Action

Soulie, Claudia

From: Ray Mitchum [rmitchum@ucnsb.org]
Sent: Tuesday, November 09, 2010 4:37 PM
To: Brangaccio, Pam; Otte, Tony; Soulie, Claudia; City Commissioners
Cc: UC Commissioners; External Email for William Preston; Debbie Simmons
Subject: FW: invitation for a UC rep to attend the next meeting of the EDAB
Attachments: Preston -- UC Letter - Structure Financing Policies and Costs for Development.pdf

Per earlier requests, attached is a document explaining the U.C.'s Structure, Financing, Policies and Costs for Development.

Per Mayor Barringer's comments during the EDAB meeting held on 10-19-10, "...the Utilities Commission has taken a pretty strong approach...instead of putting infrastructure in everywhere throughout the City, they have taken the approach...development will pay for infrastructure." The U.C. does believe that development costs nor development risks should be placed back upon the U.C.'s ratepayers.

The U.C.'s legal structure, as well as current policies, does not allow incentives for economic development. The U.C. is a vital utility service provider, supported by utility rates, and major corrective actions by the Commission and staff have been accomplished in the last five to six years to improve our utility system and comply with our legislative directives. Some of the U.C.'s major contributions to this community are additionally listed in the attached document.

The attached statement of policy, as well as my additional comments explain why the U.C. does not have incentives for economic development.

Respectfully,
Ray Mitchum

From: Soulie, Claudia [mailto:csoulie@cityofnsb.com]
Sent: Tuesday, November 09, 2010 9:09 AM
To: Debbie Simmons
Cc: CEO GM; Otte, Tony; Pamela Brangaccio
Subject: RE: invitation for a UC rep to attend the next meeting of the EDAB

Hi Debbie:

Is this something you will email me? Do you have a more specific date, as I will need to publish my agenda by Wednesday, 11/10/2010 and would like to include this development statement.

Thanks,
Claudia

From: Debbie Simmons [mailto:dsimmons@ucnsb.org]
Sent: Wednesday, November 03, 2010 3:44 PM
To: Soulie, Claudia
Cc: CEO GM
Subject: RE: invitation for a UC rep to attend the next meeting of the EDAB

Mr. Hall and Mr. Mitchum:

Please see below.

Thanks,
Claudia

From: Otte, Tony
Sent: Wednesday, October 20, 2010 5:39 PM
To: Soulie, Claudia
Subject: invitation for a UC rep to attend the next meeting of the EDAB

Ray, at last night's meeting of the Economic Development Advisory Board (EDAB) the Board asked that I contact you to ask that a UC representative attend the next EDAB meeting to discuss the UC's efforts in economic development. The next EDAB meeting will be held on Wednesday, November 17, at 6 pm. If you have any questions please do hesitate to call me. Thanks very much! Tony Otte

Tony Otte, CRA Director
City of New Smyrna Beach
totte@cityofnsb.com
Phone: office (386) 424-2160
cell (386) 566-3941

WILLIAM T. PRESTON, P.A.

ATTORNEY AT LAW

ADMITTED TO PRACTICE IN VIRGINIA AND FLORIDA

November 9, 2010

Ray Mitchum CEO/GM
Utilities Commission, City of New Smyrna Beach
200 Canal Street
New Smyrna Beach, FL 32168

Re: Structure, Financing, Policies and Costs for Development

Mr. Mitchum:

As a "part of the government of the City of New Smyrna Beach" the Utilities Commission was established by Special Act of the Legislature Ch 67-1754 Laws of Florida. This Enabling Act gave the Utilities Commission "*full and exclusive authority over the management, operation and control of all of the city's utilities and the property of the Commission.*" As created by Special Act, the Utilities Commission was fully empowered under the authority of the 1885 Florida Constitution as a municipality. As a municipality, the Utilities Commission serves the public and, in particular, its ratepayers.

A significant reason for operational autonomy of the Utilities Commission is the manner in which long term debt is used. Like most utilities, issuance of revenue bonds is an important aspect in capital construction and is secured and retired through rate payments rather than tax dollars. Bond covenants of the Utilities Commission are secured through rates and constitute a contract between bond holders and utility. None of the obligations of the Utilities Commission are obligations of the City of New Smyrna Beach and do not affect credit worthiness of the City.

Florida Statutes, Section 366.03. "General duties of public utility" states that "All rates and charges made, demanded, or received by any public utility for any service rendered, or to be rendered by it, and each rule and regulation of such public utility, *shall be fair and reasonable. No public utility shall make or give any undue or unreasonable preference or advantage to any person or locality, or subject the same to any undue or unreasonable prejudice or disadvantage in any respect.*"

Likewise, Utilities Commission Resolution 28-78 which authorized the issuance of Revenue Bonds specifically states that the "*Commission will not render or cause to be rendered any free service of any nature by the System, nor will any preferential rates be established ...*" This mandate has been revisited and reincorporated in every funding vehicle since its adoption. As an example, the Utilities Commission is required under §366.03 of the Florida Statutes to back bill for uncollected revenues for services used. Any under-charge to one customer results in overcharges to other customers in the community. As upheld in *Corporation de Gestion Ste-Foy, Inc. v. Florida Power and Light Company*, 385 So.2d 124 (Fla. 3d DCA 1980) which held that public policy embodied in §366.03 and similar statutory provisions precludes a business

143 CANAL STREET • NEW SMYRNA BEACH, FL 32168

Ray Mitchum CEO/GM
Utilities Commission, City of New Smyrna Beach
November 9, 2010
Page Two

whose rates are governmentally regulated from granting preferential treatment to any particular individual. It is universally held that a public utility or common carrier is required to provide *no free service*.

Maintenance and improvements of the system are required and necessary for the protection of the health, safety, and welfare of the Utilities Commission's customers. Mandated through Resolution 28-78 to maintain, in good condition, the system and all parts thereof, which also includes a requirement for a Triennial Report on the Condition and Operation of the System (electric, water, wastewater, and reuse water systems) to be conducted by Consulting Engineers.

For over 40 years, the Utilities Commission has *provided vital municipal services* to the New Smyrna Beach area. The Utilities Commission is a not for profit entity owned by the ratepayers and a valuable community asset. Pursuant to its Charter, it pays to the general fund of the City a sum equal to six (6) percent of its gross revenues. This amount totaled approximately 3.5 million dollars (\$3,500,000.00) in 2009. The Utilities Commission also contributes an additional monies to the City, approximately 1.5 million dollars (\$1,500,000.00) indirectly through the 9% utilities services City tax. Also, in 2009, the Utilities Commission was the sixth (6th) Largest Employer in the City providing High-Tech Jobs.

The Utilities Commission is a *local business with local concern* and is driven with *local incentive by local people*. Its strategy is to develop and maintain effective and efficient services fairly apportioned and partial to none. It has a fiduciary duty to its ratepayers and, in addition to its bond requirements, will not offer service or incentive to anyone at the cost of another. The Utilities Commission enables this community to retain local control of essential life infrastructure services - water resources and electricity, for approximately 25,000 customers (includes approx. 30% County of Volusia ratepayers).

One manner in which this is done is to have development pay for itself.

At the regular meeting held July 17, 2006, the *Utilities Commission approved Resolution 11-06* incorporating an *Addendum to the Utilities Commission Developer Agreement*. The Developer Agreement is a contract specifying terms and conditions among the signatory parties (Developer and Utilities Commission) for services, fees, and infrastructure needs and costs for water, wastewater, and reuse water within a new development. The Addendum to the Developer Agreement provides for water, wastewater, reuse water, and electric system infrastructure contributions external to the new development. Approving these UC Agreements occur near the end of the local development process (after P&Z, City Commission, and preliminary reviews).

Ray Mitchum CEO/GM
Utilities Commission, City of New Smyrna Beach
November 9, 2010
Page Three

One primary purpose and goal of the Developer Agreement and its Addendum is to further the mandates set by Statute, our Funding documents and foundational Resolution 28-78 (“*Commission will not render or cause to be rendered any free service of any nature by the System, nor will any preferential rates be established ...*”) and to further the purposes of Chapter 163, Florida Statutes to have policy which *avoids the disproportionate distribution of costs upon existing customers for necessary services for new customers.*

The Developer Agreement and its Addendum have been a concern by those who fail to understand its origin, purpose and rationale.

In 2005, Robert J. Rodi, then CEO/GM of the Utilities Commission, took steps to evaluate the infrastructure status relative to the projected growth with emphasis on the western corridor where new growth in undeveloped areas was expected. Utility infrastructure studies focused upon the condition of each existing utility system. Rodi segmented the service area into three (3) zones or areas to address an equitable distribution of costs noting the mix of existing infrastructure and development in the service area. Zone 1 is west of I-95; Zone 2 is east of I-95 and west of US1; and, Zone 3 is east of US1. The zone approach provides financial leverage and accommodation for development in areas with existing infrastructure while also accounting for the impacts of new development on the existing infrastructure.

Chapter 2005-290 (SB-360) infrastructure planning and funding requirements were incorporated into the Addendum by developing *proportional contributions* which are tendered by Developers at the time of the Addendum signing. The Utilities Commission *equitably apportions costs to the developers* for the future or existing infrastructure to meet needs to serve multiple developments. To establish the costs for the Utility Infrastructure needs to support a given area an ERU (a common measure used to estimate the number of units which can need utility service based upon the maximum permitted by zoning or by existing land use regulations) concept was used to establish proportions and relative infrastructure sizing through models developed from the formal studies conducted by the Utilities Commission.

In order to *even more equitably and accurately apportion the costs to the developers*, the Utilities Commission is keeping record of all payments made pursuant to the Addendum as well as the demands placed on the system for a period of ten (10) years to “true up” the actual costs for infrastructure needs vs. projected.

The Utilities Commission has taken steps in every instance to *assist the developer with understanding and implementation* of this Addendum and the developers of the bigger projects, especially, have come to an understanding of the rational basis and the methodology of the

Ray Mitchum CEO/GM
Utilities Commission, City of New Smyrna Beach
November 9, 2010
Page Four

development and use of the Addendum. To assist the Developer, an irrevocable letter of credit was created and may be tendered to satisfy the financial requirements of the Addendum to allow additional timing and financing flexibility for Developer contributions. Such contributions are deposited into an interest bearing escrow account and may be withdrawn from the account by the Utilities Commission after an infrastructure project is approved at a public meeting. These system infrastructure projects are for construction and related construction costs of assets deemed necessary to be built or upgraded in order for the system to adequately supply the new development and other developments of that region.

The Utilities Commission is a mature, contributing, effective service provider for the City and surrounding ratepayers and has demonstrated good working partnerships with surrounding business. The Strategic Initiatives for 2010 well express its integrity and direction. The stated mission is *to profitably provide timely, cost-effective, high-quality services and products in our marketplace*. In addition to the Strategic Initiatives, various significant accomplishments of the Utilities Commission can be found in Resolutions 2-07 and 7-07, as well as Key Management Accomplishments in Proclamation 7-09.

I trust that this adequately explains the legal mandates for fair and equitable treatment under which the Utilities Commission is controlled; that “no free service” can be provided in any way, including incentives, rebates or the like for any business or residential enterprise; and, that the Utilities Commission has taken the fair and equitable approach to development by placing the cost of such development on those who develop.

Respectfully,



William T. Preston, Esq.

WTP/bp

CC: Debbie Simmons

EDAB AGENDA ITEM SUMMARY

Department Making Request: Economic Development Staff

Meeting Date: November 17, 2010

Action Item Title: State Brownfield Incentives

Agenda Section: Consent___ Public Hearing_____ Special Items__X__

Summary Explanation and Background

Mr. Mark Mulligan, Nodarse & Associates will be present to inform the EDAB about current Brownfield incentives offered by the State.

Note: Nodarse & Associates was recently hired by the City/CRA to perform a citywide inventory of possible Brownfield sites.

Recommended Action/Motion:

For informational purposes only.

Funding Analysis: Budgeted_____ If not budgeted, recommend funding account: x

N/A

Exhibits Attached:

N/A

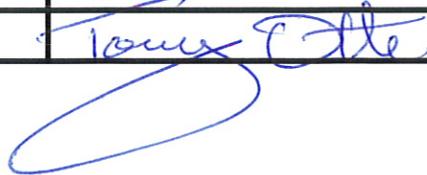
Reviewed By:

Name

Signature

EDAB Staff

Tony Otte



Commission Action

MEMORANDUM
FROM THE OFFICE OF THE CITY MANAGER

To: Economic Development Advisory Board

From: Pam Brangaccio, City Manager

Re: **ECONOMIC DEVELOPMENT INCENTIVES**

Date: November 11, 2010

The Economic Development Advisory Board (EDAB) has had various levels of discussion at their September and October 2010 meetings regarding Economic Development Incentive. Examples of successful programs were reviewed at the two meetings, with tonight's discussion centering on recommendations for the City Commission.

Issues for Discussion/Decision:

Establish Goals for the Program:

Is there agreement on the goals for an overall program, as presented at the last EDAB meeting?

- Business retention and expansion
- Create new quality jobs
- Reduce the tax burden on existing taxpayers by expanding the tax base
- Reduce the impact of recession cycles by diversifying the local economy

Establish Target Market for Incentives:

Should there be targeted industries for incentives from the City?

The EDAB at its last meeting had discussion on “**not**” establishing targets for the program. However, incentives are normally utilized for warehouse, manufacturing, technology, or light industrial type projects. It is not typical for retail, service industry jobs, or residential housing to be eligible for incentives, unless for example within a CRA, with a goal of expanded tourism

and retail operations, or when workforce housing was a goal. In addition, incentives are normally utilized to provide matching monies for the State of Florida's Qualified Target Industries (QTI) program. Defining a target market for incentives is still recommended, with the following starting point for discussion:

Life science, biotechnology, renewable energy technologies, marine science; information technology; manufacturing of green technologies, high impact scientific and technology start-up companies, medical/healthcare devices; aviation/aerospace.

New Jobs available for Incentives:

City staff would recommend that incentives be tied directly to the creation of Quality Jobs, i.e. paying a specific percentage above the average wage in Volusia County. Volusia County utilizes a sliding scale, with a higher incentive, for higher percentages above average wage. For example, an average wage of 150% of the County's average wage makes a company eligible for \$4,000 a job (20% provided by Volusia County/80% by the State's QTI Program for targeted industries).

Method to utilize for providing Incentives (Cash Incentives or Reduction in Fees for quality job creation)

Florida Counties (with Incentive Programs) provide direct payment of incentives, from funds budgeted for Incentive payments. For example, when Charlotte County began its program in 2000, funds were transferred from General Fund Contingency to fund the program. Targeted markets; defined salary parameters for quality jobs; strict criteria for documentation of job creation, and annual performance audits were the building blocks for the program. The program also included eligibility factors for site improvements completed by existing companies, which expanded the tax base.

The City of Edgewater in September 2010, approved a \$2,000 reduction in Impact Fees for each FTE job created, and for projects with Impact Fees over \$10,000, a one year deferral of payment of fees. The Edgewater ordinances were for one-year, and expire on September 30, 2011. Another example is the NSB CRA agreement for construction of a new hotel (a goal of the CRA Plan) with reimbursement of 50% of Impact Fees, at time of Certificate of Occupancy.

Fast Track Permitting:

It is recommended that the Sarasota County SMART TEAM, i.e. Sarasota Means Action Response Team model be utilized for NSB. Eligibility criteria for the program would be defined by local resolution. It is not an objective of fast track permitting system to eliminate or circumvent existing land use regulations or construction standards and agencies, such as the Utility Commission and Volusia County would need to be part of the system designed.

Summary:

After tonight's meeting, the City Commission would consider the recommendations from the EDAB, and have also been requested to have a Joint Workshop with the CRA, which is interested in expanding CRA Incentives. The goal is for a comprehensive incentives program to be formally adopted by the City Commission for 2011.

1 NEW BUSINESS

2 a. Economic Incentives Program and How do we define targets for incentives

3
4 Mr. Otte commented on the City Manager's agenda memo which stated that there were varied
5 levels of Economic Development Incentives ranging from appointment of project ombudsmen
6 & ladies; expedited permitting with "rapid response" teams; improved building permitting and
7 site plan review processes; revisions to City Land Development Regulations; adjustments to
8 development fees for targeted businesses and/or a voter-approved tax abatement program.
9 Incentives were typically provided for the creation of new quality jobs (as defined by targeted
10 business types and wages paid) through the expansion of existing businesses or the relocation
11 of new businesses.

12
13 Mr. Otte stated that the City Manager's memo also referred to an approach used by Manatee
14 County which provided refunds/credits for impact fees for expanding new, or relocating
15 businesses that created at least five quality jobs, at or above 115% of the County's average
16 wage, and was paid based on a performance over a five year period. The jobs created must be
17 those established by Enterprise Florida, the QTI Tax Refund Program, or local targeted industry.
18 The City of Edgewater utilized a similar approach in September 2010, with a \$2,000 reduction in
19 Impact Fees, for each FTE job created, and for projects with Impact Fees over \$10,000, a one
20 year deferral of payment of fees. Both Edgewater ordinances expire on September 30, 2011.

21
22 Mr. Holcomb cautioned for those incentives not to get too restrictive on the qualifications. He
23 felt that as long as the businesses meet the 115% average wage criteria they should be
24 considered even if they were not in the targeted market.

25
26 Mayor Barringer was in favor of focusing on targeted market industries in order to diversify
27 New Smyrna's tax base, but felt that other businesses should not be disqualified outright if they
28 did not belong to the targeted market.

29
30 A brief discussion ensued about the EDAB's role of determining the target markets and their
31 demographics.

32
33 Mr. Otte suggested a two phase approach by giving a certain amount of incentives to
34 businesses meeting the wage criteria and more incentives if the business was also a target
35 industry.

36
37 Mr. Holcomb referred to a tax abatement program that the City of New Smyrna used to have
38 that had very stringent insurance requirements and he would like to keep the City's options
39 open to evaluate each business on a case by case basis.

40
41 Mr. Stauffer felt that the EDAB should "cast a very wide net".

42
43 Mr. McHenry commented that some local folks would like to purchase the Water Taxi boats
44 from the City to set up/ operate a business and he suggested finding an incentive to assist them
45 as this venture could create several jobs. A brief discussion ensued about drafting a sales
46 document for the boats and the possibility of incorporating incentives. Mr. Otte stated that if
47 the group planned to operate a business within New Smyrna Beach, then incentives were an
48 option and that he would check into this. Mayor Barringer suggested consulting the City
49 Manager.

51 Mr. Stauffer felt that the City Manager's agenda report on incentives was very comprehensive
52 and challenged the EDAB to fashion a program that set New Smyrna Beach apart from the other
53 towns within Florida.

54

55 Mr. Stauffer stated that he had recent conversations with contractors in the area who felt that
56 the permitting process was laborious and that the impact fees were assessed too late in the
57 process.

58

59 Mayor Barringer gave a brief summary on the history of a recent development (ABC Liquor) on
60 SR 44 where the sewer impact fee assessment caused the project to come to a halt.

61

62 Ms. Henrikson stated that this project was in the very beginning stages of the site plan review
63 and continued that the developer was aware of the sewer issues. Mr. Holcomb inquired at what
64 stage in the project the developer was made aware of the cost to remedy the sewer situation.
65 Ms. Henrikson stated that staff did not find out about the cost until just recently and that the
66 original property owner did the design work for this area and he may or may not have informed
67 the developer. Mayor Barringer was under the impression that the developer had met with the
68 Utilities Commission and that in the past the UC had taken the stand that the development pays
69 for infrastructure.

70

71 Mr. Otte suggested inviting the UC's economic development representative to the next EDAB
72 meeting in November. He continued that in his past experience working for other Cities, the
73 Utilities Commission was part of that City and offered Pioneer agreements or municipal
74 assessments. Mr. Otte felt that a close working relationship between the City and the UC was
75 necessary to overcome difficulties and that a change in policy might be needed to facilitate
76 economic development. Mayor Barringer stated that this was one reason why he felt that it
77 was necessary to have a representative from the UC on the EDAB and that he respected Mr.
78 Hall for having accepted this responsibility.

79

80 Mr. Holcomb suggested making as many tools and incentives available to the developers as
81 possible in order to be the most effective.

82

83 Mayor Barringer clarified that the EDAB was asking staff to bring back an incentive packet at the
84 next meeting that was less restrictive, especially in the area of defining target markets which,
85 following review by the EDAB would then be forwarded to the City Commission for approval
86 and implementation by January 2011.

87 Mr. Stauffer referenced a passage in the article *Strengthen Your Local Economy through*
88 *Economic Gardening* which stated that a study had shown that nearly 100 percent of job
89 growth in the U.S. between 2006 and 2008 was created by resident companies that were either
90 stand-alone businesses in the area or had their headquarters in the same state. Mr. Stauffer felt
91 that if this was the case, local business retention was just as important as attracting new out of
92 state businesses and that local business retention should be included in the packet staff was
93 going to create.

94

95 Mr. Holcomb suggested keeping the next agenda mainly focused on the incentive packet as
96 there was a lot of information to read, digest and disseminate.

97

98 Mr. Otte duly noted the EDAB members' comments and suggestions.

99



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[Forms](#)
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Forms

Documents

- [Application for Stormwater Impact Fee Credit](#)
- Building Permit Package:
 - [Is A Permit Required?](#)
 - [Permit Checklist](#)
 - [Application](#)
 - [Product Approval Form](#)
 - [Owner/Builder Affidavit](#)
 - [Notice of Commencement](#)
 - [Request for Electric Power](#)
- [Business Tax Application](#)
- [Business Tax Application - Home Business](#)
- [Business Tax Application - Real Estate](#)
- [CCSL Application](#)
- [Certificate of Zoning](#)
- [Commercial Land Clearing and Water Management Permit Application](#)
- Demolition Permit Package:
 - [Requirements](#)
 - [Application](#)
 - [Asbestos Notice](#)
- [Fee Schedule](#)
- [Final Plat](#)
- [Fire Permit Application](#)
- [List of Prohibited Plants](#)
- [Notice of Commencement Affidavit](#)
- [Planning Application](#)
- [Preliminary Plat](#)
- [Site Plan Change Order Application](#)
- [Site Plan Review \(Class I & II\)](#)
- [Sketch Plat](#)
- [Tree Removal Permit Application](#)
- [Tree Mitigation and Landscaping Requirements](#)

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Impact Fees - Calculation Form

Residential	Amount Per Unit	Commercial	Amount Per S.F.
Police	\$277.54	Police	\$2.23
Fire and Rescue	\$299.61	Fire / Rescue	\$0.45
Parks and Recreation	\$131.28		

Residential to Commercial	Amount Per S.F.
Police	\$2.23 (Less credit for residential)
Fire and Rescue	\$0.45 (Less credit for residential)

Please use this link to access the [Transportation Impact Fee Schedule](#)

"Under Florida law, e-mail addresses are public records. If you do not want your e-mail address released in response to a public records request, do not send electronic mail to this entity. Instead, contact this office by phone or in writing."

REPORTS AND COMMUNICATIONS

ECONOMIC DEVELOPMENT REPORT

November 17, 2010

1. Marketing: Joe Mikos, a website consultant made available to the City by Jack Holcomb, has completed the initial draft of his report. Joe will be scheduled to present the report at a future meeting. (Goal 1, Objective 1.3; Goal 2, Objective 2.3, Goal 7, Strategy 7.1.E)
2. Team Volusia Director Recruitment: It is anticipated that Team Volusia will offer the position of President/CEO to one of the three finalists who were interviewed last week. (Goal 2, Objective 2.2, Strategy 2.2 C: Goal 7, Objective 7.3)
3. The revised Request for Proposal for the "Sale or Lease, and Development" of the City-owned property at 160 N. Causeway, the AOB (Administrative Office Building) property, is scheduled for publication the week of November 8. Staff is also exploring marketing opportunities to include Loopnet and a program similar to the county's that provides for real estate broker participation. (Goal 4, Objective 4.1; Goal 5, Objective 5.8, Strategy 5.8B; Goal 7, Objective 7.2)
4. Staff discussed the opportunity for marine-related business development with the staff of the Marine Discovery Center. This is a promising, long-range project. (Goal 5, Objective 5.2)
5. City and Chamber representatives conducted the first two business surveys at two businesses near the airport. The survey form was slightly revised to make it more useful. (Please see the attached copy.) This survey will continue using the Chamber Ambassadors and will provide valuable information on the local economic climate as well as input for the incentives program. (Goal 6, Objective 3)
6. Board member Paul Mayer and City staff toured the area around the airport and decided that new signage for available properties is needed. The Airport Manager is working on developing new signage. Mr. Mayer has also presented staff with a wealth of information on parcels near the SR 44/I-95 interchange, which will be the subject of a future tour. (Goal 5, Objective 1)
7. Staff has prepared a recruitment letter for the CRA. The strategy is to identify independent business owners within a 2 hour drive that may be interested in opening a location in our city. Staff wishes to have input on the letter. (Please see the copy attached.) (Goal 1 Objective 1.4; Goal 5, Objective 5.2)
8. Team Volusia Events: The City Manager served on the Search Committee for the new CEO position and attended several events including interviews with the three

candidates. I also attended several events including the Development Site tour on November 5 (a copy of the tour locations is attached – the tour was cut short and ended after the DeLand Industrial Park.) This presents a good picture of the industrial sites available in the other areas of the county, as well as significant building blocks for attracting new development. The new Raydon site in Port Orange (consolidated from five sites in Daytona Beach) was the single most impressive occupied site. There are vacant land sites available in Edgewater and a few in DeLand Crossing, but it appeared the location with the most vacant industrial sites available is at the DeLand Airport. (Goal 2, Strategy 2.2 C)

9. I also attended the ribbon-cutting for the Kissimmee/UCF Business Incubator, the 9th such incubator that UCF has opened around Central Florida in the last ten years. The spaces available for the new businesses are all uniform-sized office spaces (my estimate: 150 sq. feet) with one receptionist and several shared conference rooms. The City and the CRA contributed to the project. (Goal 7, Objective 3)

10. Staff is exploring the development of a database for all commercial and industrial properties in the city. (Goal 5, Objective 1)

11. Recent CRA activity includes:

a. The Wayfinding project (signage for visitors) is on-going and it is anticipated to be complete in the first quarter of the new year. (Goal 8, Objective 8.3).

b. Flagler Boardwalk: a ballot is on the City website to collect citizen input until November 19 concerning the future of the wooden structure. At a meeting on November 1 it was noted that repairing the present structure is estimated to cost about \$150,000, and another option for demolishing the open roof areas of each end of the structure and repairing the remainder was also mentioned at about the same cost. Demolishing the entire wooden structure will cost more than \$26,000.

The engineering firm is preparing construction drawings for the replacement of the cap above the seawall. (Goal 4)

c. The Florida Department of Transportation had a kick-off meeting on November 2 for the design of the US 1 and Canal St intersection improvements. Future public review meetings will be scheduled. This project will also address flooding issues at US 1 and Lytle Ave. While

there are funds for the design work, funding for the construction of the improvements has not been identified. (Goal 4)

- d. The Dunn buildings (US 1 and Canal) have been demolished. Fill dirt will be brought in to eliminate the three foot drop that was left behind the sidewalk. The Florida Department of Environmental Protection will now bring in their contractor to remove or neutralize the contaminants on-site. This work will take at least three months. (Goal 7, Strategy 7.2 B)
- e. Property Improvement Grants: Panheads' Pizza's (S Orange near Canal) plans to provide outdoor seating is going through permitting. Bob Wiley's project on the west side of the building at 229 Canal St (where WSBB is located) is nearing completion. (Goal 5, Objective 5.3).
- f. Streetscape contracts have been approved for S. Orange (Canal St to Lytle) and Mary Ave (US 1 to Myrtle) with the general contractor scheduled to begin work this month. (Goal 5, Strategy 5.3F)
- g. The Rent Incentive Move-In program was reviewed by the City Commission and will be revised and brought back. (Goal 5, Objective 7)
- h. The Form Based Codes consultant contract will be considered by the City Commission on November 30 (Goal 3, Objective 3.2).
- i. Staff has issued a new job posting for a contract position for a CRA Marketing Coordinator, to assist with marketing, events, and business recruitment. This position was recommended by commercial property owners in the district. (Goal 8, Strategy 8.5C; Goal 5, Objective 5.7)
- j. Staff is preparing an advertisement for a Continuing Services Contract for Architectural Services. It is anticipated that the first project will be a cost analysis for the building at the corner of Washington and Dimmick which is being considered for a business incubator project. (Goal 6)
- k. The Flagler Dunes Parking Lot is nearing completion. This lot is southwest of the Flagler Boardwalk parking lot. The CRA has leased 20 spaces in this lot for the next 5 years, and other spaces leased in future years. (Goal 6)

Volusia County Department of Economic Development
Profile of business recruitment prospects & projects
Monday, November 8, 2010

72. Prospect Alpha Yankee (EF): Oct10 Unknown company has released an RFI to all 50 states to “identify and assess potential sites for the establishment of an aircraft assembly facility”. The company is competing to build the next jet trainer for the USAF and will only consider the top 3 sites from each state. Minimum site requirements are: 20 acres of land, runway 6000 feet in length and 120 feet in width, hanger space of 130,000 square feet with minimum height of 33 feet, and year round operation of military tactical jet aircraft. Port, highway and rail access are also important considerations. No employment or wage figures have been provided.

71. Prospect Alpha X-Ray: Jun10 Out-of-state company that manufactures medical devices is considering a relocation initiative designed to support consolidation of existing manufacturing facilities and projected revenue growth. Firm estimates they will need 50,000 square feet with expansion potential to 80,000 square feet, and could hire 50 or more employees. The availability of specific skills sets and a comprehensive incentive package will be critical factors. Company timeline and decision matrix is still taking shape, and they are also considering the state of NC. **UPDATES:** 07/13/10-Company is actively considering our invitation to visit the area as part of evaluating Volusia County for this relocation initiative. To date, we’ve identified six possible sites that are located in DeBary, Ormond Beach, Daytona Beach (2), S.Daytona and Edgewater. 07/30/10-Company agreed to an area visit and has selected three properties to investigate further. 08/16/10-Area visit included on-site review of three sites, Q&A session with three local manufacturing firms and several discussions surrounding our local workforce. Company intends to compare us to other locations they’re considering in their analysis & planning process. 09/10/10-Company wants to proceed in applying for incentives and wants to be told of any new properties meeting their requirements as they become available. 10/15/10-Company has engaged a site selector to assist in site selection.

70. Prospect Alpha Whiskey: Jun10 International company is looking for a 30,000 square foot, build to suit, facility to be located in SW Volusia County designed to consolidate existing FL locations. They are seeking a 10 to 15 year lease, and could hire 10 employees. Critical needs include enough land for adequate maneuvering room of semi-tractor trailers and future expansion of the facility. Selection of a site is to be made in 2010, with opening of the facility in 2011. **UPDATES:** 7/30/10-This initiative is “on hold” subject to review by the company’s board. 09/10/10-Company confirms that they are still evaluating potential sites/ locations.

69. Prospect Alpha Victor (EF): Jun10 International company wants to develop, construct and operate a recycling plant in Florida. The firm is planning to lease an existing building of 80,000-100,000 square feet on approximately 9 acres. Capital investment could be \$3.5 million with employment estimated at 30 to 50 over 1 to 5 years, respectively. Stated decision date is no later than 3rd quarter 2010 with planned ‘in-operation’ date of 2nd quarter 2011. **UPDATES:** 06/04/10-Response was sent. 09/10/10- Enterprise FL states that company “is still active, we will pass along any information we find out”.

68. Prospect Alpha Uniform (EF): May 10 Out-of-state company plans to develop, construct and operate a 32.5 MW photovoltaic solar panel manufacturing plant. Company strongly prefers to lease a 300,000 square foot building but will consider build to suit. Site should be within one hour of an international airport with easy access to interstate highways, near an electrical substation and near technology and academic communities involved in renewable energy. Employment at start up and in five years is 108, with planned in operation date of 2nd qtr 2011.

UPDATES: 06/02/10-Response was sent. 07/23/10-Enterprise FL states “This project is currently on hold. The company seems to have slowed things down, and we believe they are focused on another major deal for the moment.”

67. Prospect Alpha Tango (EF): Apr10 Out-of-state consultant is assisting a U.S. company who seeks a domestic assembly & production facility for lighting materials as part of relocating production from China. Company will consider communities in the ‘Sunbelt states’ that offer fully air conditioned buildings of 25,000 to 30,000 square feet (10,000 sq ft of production, 11,000 sq ft of warehouse with 24 ft clear ceiling height, and 3000 sq ft for office/testing room). Another critical need is “the ability to compete with other communities with added local inducements and incentives”. Employment is expected to be 300 with an estimated average wage below \$30,000. UPDATES: 05/06/10-Response was sent. 07/13/10-Consultant states this project is “on-hold”.

66. Prospect Alpha Sierra (EF): Apr10 Out-of-state consultant is seeking a building for a “plug & play” call center. Company wants to lease an existing facility 20,000 to 40,000 square feet that will support 200 employees. Average wage is \$23,000 and decision date is the end of April 2010. UPDATES: 04/19/10-Response was sent. 05/21/10-Site consultant states they were able to show that Florida was the only choice and are in the process of narrowing down the sites. 10/05/10-Enterprise Florida update on this prospect states “we have contacted the company several times and are waiting for a response. As soon as I find out anything, I will pass it along “.

65. Prospect Alpha Quebec (EF): Apr10 Out-of-state consultant has a call center client seeking minimum of 18,000 square feet of “plug & play” space that would allow for growth to 35,000 sq ft. Lease is preferred and a decision is expected to support a planned “in-operation” date of 2nd or 3rd quarter, 2010. Start-up employment is 150-200 at average hourly wage of \$10. “The facility details are paramount with this client”. UPDATES: 04/16/10-Response was sent. 10/05/10-Enterprise Florida update on this prospect states it is “active - we have called and emailed the company to check in and will pass along any findings “. 11/02/10-Enterprise Florida update: “Unfortunately, this project is dead because the company is not able to add another location because of the economic times.” No further action is planned; prospect will be removed 11/12/10.

64. Prospect Alpha Papa (EF): Apr10 Out-of-state provider of call center operations wants to establish a regional center of excellence that will serve as their training and management center. Building needs are for 10,000 to 15,000 square feet of Class B or Class C office space; 3 to 5 year lease term is preferred. Other specifications include parking for 150 employees; bathrooms to code for 150 people; electrical/data room with its own HVAC; telecommunications room (CAT 6 cabling preferred). Site must be within 5-10 minutes of major highway and within 45 minutes of a major airport (direct flights to Boston preferred). Bilingual workforce is required. Company is also considering TX, UT & AZ, and has a planned “in operation” date no later than 12/31/10. UPDATES: 4/20/10-Response was sent. 10/05/10-Enterprise Florida update on this prospect states it is “still active; however, the company has slowed down research and work in Florida. We will let you know as we seek out additional information “. 11/02/10-Enterprise Florida update: “Unfortunately, this project is dead. The reason given was that other states were able to offer a better incentives package.” No further action is planned; prospect will be removed 11/12/10.

63. Prospect Alpha Oscar: Mar10 Out-of-state company that manufactures medical devices is developing an expansion initiative to support projected revenue growth. Firm estimates they will need 60,000 square feet and could hire 50 or more new employees – the availability of specific engineering skills sets will be a critical factor. Company is planning to make a decision within 12 months and is considering locations in IL, TX, FL, Puerto Rico and Mexico. UPDATES:

06/11/10-Company is still in the process of collecting information about their target locations, and has recently added 'acquisition' to the list of options they are considering.

60. Prospect Alpha Juliet (EF): Feb10 Out-of-state company wants to locate a woody biomass generation plant in FL. Heavy truck traffic and a constant noise level of 80dB will accompany this operation. The ideal site is 20 acres (10 minimum) with close proximity to: a). existing electrical substation or high voltage transmission line (Progress Energy is preferred), b).one or more wood suppliers, and c).good access for heavy truck traffic (20 loads per day). Employment estimated at 25. Company's objective is to lease or purchase the land in 2-3 months.

UPDATES: 02/19/10-Response was sent. 02/26/10-A member of the site evaluation team has responded with questions. 03/05/10-A company representative wants to learn more about the suitability of sites in West Volusia. 03/12/10-Representative is visiting Central FL week of March 15, to include Volusia County. 03/19/10- Company's representatives remain interested in Central FL, including Volusia County, but are still working to develop confidence in the availability of a sustainable supply of wood providers in addition to understanding the site costs associated with constructing a biomass plant. 07/02/10-Company states they now have contracts to "build woody biomass power generating capacity" and that "Volusia County remains near the top of prospective sites". 09/10/10-Company representative states that financing is "looking good" and they are working through the Florida PSC process. West Volusia remains on the short list of potential sites. 10/15/10-Principal for the company met with prospective feedstock suppliers.

59. Prospect Alpha India (EF): Feb10 Out-of-state producer of steel & aluminum accessories is considering relocation of a light manufacturing facility. Company seeks to lease 50,000 square feet (46K production & 4K office) of EXISTING Class A- or Class B-type industrial space that offers natural gas utilities, is located on/near the water, and has reasonable access to Interstate highways and a seaport (less than 1 hr). Employment is estimated at 100 over 5 years and incentives are a "critical" need. The planned 'in operation' date is in 2011. UPDATES: 02/18/10-Response was sent. 10/05/10-Enterprise Florida update on this prospect states it is "active, company still considering their options".

19. Prospect Maine: Oct08 Out-of-state manufacturer is seeking a 150 acre tract of land on which to locate a 1.5 million square foot distribution center. Site options must include easy Interstate access and should not be constrained by existing highways with lower levels of service. Prospect would employ 450+ workers; timeframe is 24-36 months. UPDATES: 11/10/08-Site consultant is conducting due diligence on 6-7 separate Volusia County sites, in addition to sites in the greater Orlando and the greater Atlanta areas. 11/14/08-Site consultant has completed another site review meeting with client; they remain interested in a few Volusia County locations. 12/5/08-Site consultant has met with City of Deltona officials. 2/27/09-Consultant states the next client meeting is scheduled for March. 5/5/09-Consultant states that project is "still active but not likely to regain momentum until 2010".

Project A: 2006 Out-of-state manufacturer of automotive components has decided on a Daytona Beach location to construct a 50,000 square foot production facility. Project has been delayed due to a delay in contract award by major vendor. Project plans to employ up to 40 personnel.

Project B: 2006 Out-of-state manufacturer of automotive after-market components has selected a DeLand location in which to construct 62,000 square feet of production and show room space. Official grand opening held July 31-August 1, 2009.

Project C: 2009 International manufacturer of custom motorcycle equipment has chosen an Ormond Beach location totaling 10,000 square foot, including show room space. This firm will be located near Destination Daytona. They expect to employ up to 15 personnel and are planning to be open for business in Feb09.

Project D: 2009 Out-of-state manufacturer is opening a steel cart refurbishing operation in Volusia County. Owners have selected a 30,000 square foot space in the Edgewater area and anticipate 12+ employees at start. Owners have closed on the building, and are in business.

Project E: 2009 Out-of-state company that refurbishes aviation equipment has leased an 18,000 square foot facility in Ormond Beach. This firm expects to begin operations in early June and anticipates having 5 or more employees.

Project F: 2009 In-state manufacturer of a new alternate energy solution has leased a 70,000 square foot site in Debarry. Owner plans to relocate the existing business within 2 months, to include most of their current workforce. Company forecast is to grow to 250 employees in 3 yrs.

Project G: 2009 In-state company has signed long-term lease for a 10,000 square foot location at Destination Daytona and is renting classroom space at Wyotech. The firm has received County & State approvals for QTI performance grant and anticipates adding 50 employees within 3 years.

Project H: 2009 Out-of-state company has signed an option to purchase property west of Deland to establish a rail-served distribution yard adjacent to CSX tracks. This firm will use conveyor systems to unload aggregate from railcars into stockpiles; employment #'s expected to be 5-10.

Project I: May 2010 Out-of-state company has announced its decision to locate in Daytona Beach, and expects to make an initial capital investment of \$400,000 with commitments to add 22 jobs over 3 years.

Project J: August 2010 Out-of-state manufacturer of material handling and packaging systems completed the purchase of Lot 1 at Deland Crossing Industrial Park and intends to build a new manufacturing facility with 39 new jobs and 11 retained jobs.

PROSPECTS REMOVED or ADVANCED

- 72. Prospect Alpha Yankee (EF): Jun10 [Removed 07/16/10.](#)
- 62. Prospect Alpha November (EF): Mar10 [Removed 10/08/10.](#)
- 61. Prospect Alpha Mike (EF): Mar10 [Removed 10/08/10.](#)
- 58. Prospect Alpha Hotel (EF): Feb10 [Removed 07/23/10.](#)
- 57. Prospect Alpha Golf (EF): Jan10 [Removed 07/23/10.](#)
- 56. Prospect Alpha Foxtrot: Jan10 [Removed 03/19/10.](#)
- 55. Prospect Alpha Echo (EF): Jan10 [Removed 04/16/10.](#)
- 54. Prospect Alpha Delta: Dec09 [Removed 05/28/10.](#)
- 53. Prospect Alpha Charlie (EF): Dec09 [Removed 12/18/09.](#)
- 52. Prospect Alpha Bravo: Oct09 [Removed 10/01/10.](#)
- 51. Prospect Alpha Alpha (EF): Oct09 [Removed 11/13/09.](#)
- 50. Prospect Wyoming: Oct09 [Advanced to "project" status 12/18/09.](#)
- 49. Prospect Wisconsin: Sep09 [Advanced to "project" status 05/21/10.](#)
- 48. Prospect West Virginia (EF): Sep09 [Removed 11/20/09.](#)
- 47. Prospect Washington (EF): Aug09 [Removed 09/25/09.](#)
- 46. Prospect Virginia: Jul09 [Removed 09/11/09.](#)

45. Prospect Vermont: Jul09 Advanced to "project" status 08/14/09.
44. Prospect Utah (EF): Jul09 Removed 07/31/09.
43. Prospect Texas: Jun09 Removed 10/01/10.
42. Prospect Tennessee: Jun09 Advanced to "project" status 09/18/09.
41. Prospect South Dakota (EF): Jun09 Removed 04/16/10.
40. Prospect South Carolina (EF): Jun09 Removed 06/26/09.
39. Prospect Rhode Island (BDP): Jun09 Removed 07/2/09.
38. Prospect Pennsylvania (EF): Apr09 Removed 01/22/10.
37. Prospect Oregon (EF): Apr09 Removed 09/4/09.
36. Prospect Oklahoma: Apr09 Advanced to "project" status 06/5/09.
35. Prospect Ohio: Apr09 Removed 12/11/09.
34. Prospect North Dakota (EF): Mar09 Removed 05/1/09.
33. Prospect North Carolina (BDP): Feb09 Removed 05/15/09.
32. Prospect New York (BDP): Feb09 Removed 09/11/09.
31. Prospect New Mexico (BDP): Feb09 Removed as of 11/13/09.
30. Prospect New Jersey (BDP): Feb09 Removed 02/20/09.
29. Prospect New Hampshire (BDP): Feb09 Removed 02/20/09.
28. Prospect Nevada: Jan09 Advanced to "project" status 02/20/09.
27. Prospect Nebraska (EF): Jan09 Removed 03/20/09.
26. Prospect Montana: Dec08 Removed 08/14/09.
25. Prospect Missouri: Dec08 Removed 04/16/10.
24. Prospect Mississippi: Dec08 Removed 03/6/09.
23. Prospect Minnesota (EF): Nov08 Removed 02/20/09.
22. Prospect Michigan (EF): Nov08 Removed 11/25/09.
21. Prospect Massachusetts (EF): Nov08 Removed 02/20/09.
20. Prospect Maryland: Nov08 Removed 06/5/09.
18. Prospect Louisiana: Oct08 Removed 12/12/08.
17. Prospect Kentucky: Oct08 Removed 11/21/08.
16. Prospect Kansas: Oct08 Advanced to "project" status 01/16/09.
15. Prospect Iowa (EF): Oct08 Removed 03/20/09.
14. Prospect Indiana: Sep08 Removed 04/16/10.
13. Prospect Illinois (EF): Sep08 Removed 11/7/08.
12. Prospect Idaho: Sep08 Removed 11/25/09.
11. Prospect Hawaii: Oct08 Removed 02/20/09.
10. Prospect Georgia: Aug08 Removed as of 11/13/09.
9. Prospect Florida: Aug08 Removed 02/20/09.
8. Prospect Delaware (EF): Aug08 Removed 12/12/08.
7. Prospect Connecticut (EF): Jul08 Removed 11/14/08.
6. Prospect Colorado: Mar08 Removed 08/14/09.
5. Prospect California: Jun08 Removed 01/16/09.
4. Prospect Arkansas (EF): Mar08 Removed 10/31/08.
3. Prospect Arizona: Sep07 Removed 06/5/09.
2. Prospect Alaska: Apr08 Advanced to "project" status 08/16/10.
1. Prospect Alabama: Aug08 Removed 02/13/09.

November 5, 2010

PROSPECT REPORT



These prospects have met the qualifying standards set for by the Team Volusia Economic Development Corporation. They are 100% qualified active and due to locate within the next 30 months.

19. PROJECT: TV10-118
INDUSTRY SERVED: Foreign Investment
EXPANSION/RELOCATION: Expansion
NEW JOBS CREATED:
SPACE REQUIREMENTS:
STATUS: Active
NOTES/UPDATE A national site locator is helping a Foreign Trade Commission with in finding sites for their associate they are helping to locate in the United States.

BUSINESS ACTIVITY: TV10-118 is a leader in the manufacture of bottles and caps for personal care and household brands with the ambition to go on a joint-venture in blow-molding and/or extrusion-molding. TV10-118 is looking for a local manufacturer to take on part of the company's production of bottles and cap for the American market. To facilitate quick productivity and efficiency technology, machinery and molds would be transferred to your plant to add on to your processes that are compatible with our client's equipment.
Decision Time Frame: Less than 6 months

18. PROJECT: TV10-117
INDUSTRY SERVED: Manufacturing
EXPANSION/RELOCATION: Relocation
NEW JOBS CREATED: 75+
SPACE REQUIREMENTS: 60k-100k
STATUS: Active
NOTES/UPDATE

BUSINESS ACTIVITY: TV10-117 is seeking 60k-100k sq. ft. building to lease. Currently occupies 40,000 SF with 100 employees. They are outgrowing this facility and need additional space to grow. Prefers the in South Florida area but willing to consider the Central Florida area especially if there is a good deal.
Decision Time Frame: 6 to 12 months

17. PROJECT: TV10-116
INDUSTRY SERVED: Manufacturing
EXPANSION/RELOCATION: Relocation
NEW JOBS CREATED: 50+
SPACE REQUIREMENTS: 60k-70k
STATUS: Active
NOTES/UPDATE

BUSINESS ACTIVITY: TV10-116 is seeking 60k -70k sq. ft. building to lease or purchase. They are looking for an existing facility (preferably) and will immediately employ 50-100 new jobs.
Special requirements:
Existing facility (Concrete Tilt-up preferred) 15-20 ft. minimum ceiling heights (prefers higher) Manufacturing Space: 22,000-25,000 SF; Gantry Cranes up to 2 ton capacity; Fabrication, Assembly and Testing: 35,000 SF; Lift Capacity to 20 tons; Office Space: 5,000-8,000 SF; Chemistry Lab space: 1,000 SF; Equipped for testing and analysis of product performance.
Decision Time Frame: 6 to 12 months

16. PROJECT: TV10-115
INDUSTRY SERVED: Medical
EXPANSION/RELOCATION: Relocation
NEW JOBS CREATED: 8
SPACE REQUIREMENTS: 8k-10k
STATUS: Active
NOTES/UPDATE

BUSINESS ACTIVITY: TV10-115 is seeking 5k -10k sq. ft. building to lease r Purchase. They sell internationally to hospitals, clinics, EMT's, etc. etc. The operation will be light manufacturing and they don't really have any special requirements for the facility. They plan to locate an office in the next 2-3 months and planning a full production line within 6 months. Upon relocation, they will immediately hire 6-10 new employees. They will relocate 4 employees interested in seeing some options immediately.
Decision Time Frame: 6 to 12 months

15. PROJECT:	TV10-114	BUSINESS ACTIVITY: TV10-114 is seeking 5k -10k sq. ft. building. Prefers large Metros, or close proximity to one or more with biotech clusters being a huge plus!
INDUSTRY SERVED:	Biotechnology	They're also interested university stem cell research programs. Incentives will play an important role, but the community and bio clusters seem to be most important.
EXPANSION/RELOCATION:	Expansion	They are collecting initial information, exploring financial partnerships and/or joint ventures from communities that may be a possible fit. Will need ambulatory service zoning, either Lease or purchase and will consider build to suit.
NEW JOBS CREATED:	26+	<i>Decision Time Frame: 12 to 24 months</i>
SPACE REQUIEMENTS:	5k-10k	
STATUS:	Active	

NOTES/UPDATE

14. PROJECT:	TV10-113	BUSINESS ACTIVITY: TV10-113 is seeking 10,000 sq. ft. building but needs room to expand up to 30K. They are a manufacturing facility/ assembly plant (1 Kilowatt cells).The Company designs, manufactures, and brings to market "Green" energy storage systems. They also have a various products with a military application. They will even have solar panels on the roof to help generate power.
INDUSTRY SERVED:	"Green" - Energy	Specifics: Needs location along major corridors with good transport -18 ft. min. ceiling height and above -Good power already in place (needs min. of 600 amps)
EXPANSION/RELOCATION:	Expansion	<i>Decision Time Frame: 18 to 30 months</i>
NEW JOBS CREATED:	50+	
SPACE REQUIEMENTS:	10k-30k	
STATUS:	Active	

NOTES/UPDATE

13. PROJECT:	TV10-112	BUSINESS ACTIVITY: MD10-112 is seeking 300 acres of land to lease or purchase. This project has very little carbon footprint and zero emissions. GREEN industry, with cutting edge technology and science.
INDUSTRY SERVED:	Aquaculture	The Prospect intends to construct a large number of fish-cultivation campuses throughout the USA. For a location to qualify for one or more of these facilities, a genuine public-private partnership must take shape.
EXPANSION/RELOCATION:	Expansion	<i>Decision Time Frame: 12 to 24 months</i>
NEW JOBS CREATED:	250 +	
SPACE REQUIEMENTS:	300 acres	
STATUS:	Active	

NOTES/UPDATE

A detailed attachment is part of the email dated July 16, 2010. Update October 20th held a conference call to discuss project.

12. PROJECT:	TV10-111	BUSINESS ACTIVITY: MD10-111 is collecting information before they move forward to develop retail centers. They develop lifestyle centers which consist of retail, office, hotels and residential.
INDUSTRY SERVED:		Their representative said the company needs , but not completely required: (Much more flexible given the current economy)
EXPANSION/RELOCATION:	Expansion	•ideal population of 250,000 within a 15 mile radius (not a deal breaker)
NEW JOBS CREATED:	100 +	•site not already located near other major retail development (case by case basis)
SPACE REQUIEMENTS:	70 acres +	•ideal household income average above \$50,000
STATUS:	Active	<i>Decision Time Frame: 12 to 24 months</i>

NOTES/UPDATE

TV10-111 does not have any interest in anything less than 60 acres.

November 5, 2010

PROSPECT REPORT



11. PROJECT: MD10-110 **BUSINESS ACTIVITY:** MD10-110 is seeking 5,000 SF of office space to lease. MD10-110 is primarily engaged in marketing and promoting their themed entertainment events at venues across the country. Ideally they want a space for a few people now (5-8), with the ability to grow. They would prefer an office park environment as this will be their corporate headquarters. *Decision Time Frame: 6 to 12 months*

INDUSTRY SERVED: Headquarters

EXPANSION/RELOCATION: Relocation

NEW JOBS CREATED: 5

SPACE REQUIREMENTS: 5k-10k

STATUS: Active

NOTES/UPDATE Update June 11th The company is planning a second community visit in July.

10. PROJECT: MD10-109 **BUSINESS ACTIVITY:** MD10-109 is seeking 50,000 to 80,000 SF of manufacturing space to lease or purchase. MD10-109 is primarily engaged in manufacturing industrial trucks, tractors, trailers, and stackers (i.e., truck-type) such as forklifts, pallet loaders and unloaders, and portable loading docks. Building will be used for Welding, Machine Shop (Steel Fabrication) and Assembly. *Decision Time Frame: 6 to 12 months*

INDUSTRY SERVED: Manufacturing

EXPANSION/RELOCATION: Relocation

NEW JOBS CREATED: 40

SPACE REQUIREMENTS: 50k-80k

STATUS: Active

NOTES/UPDATE Prefers 30ft Ceilings - (25 ft min) Highway Access - (Prefers Interstate) (6-7 Axle trailers for shipping product) No need for rail Would like a min of 6" concrete floors (Heavy Machinery) Natural Gas - (4") 2,000 amp - (MINIMUM)

9. PROJECT: MD10-108 **BUSINESS ACTIVITY:** MD10-108 is a distribution company looking for a warehouse site in Central to North Florida. The minimum size is 40,000 to 60,000 sq. ft. building for a Warehouse/Distribution facility with easy access to I-95. The company will employ up to 50 people with benefits. This distributor will consider existing building only that can be modified for required use. Some outside storage will be needed and truck staging areas.

INDUSTRY SERVED: Warehouse

EXPANSION/RELOCATION: Relocation

NEW JOBS CREATED: 50

SPACE REQUIREMENTS: 40k-60k sq. ft.

STATUS: Active

NOTES/UPDATE 24' clear height looking to occupy early summer. Strong interest in North FL – Jacksonville.

8. PROJECT: MD10-107 **BUSINESS ACTIVITY:** MD10-107 is an Information Technology company seeking to expand into the Central Florida Market and have requested a minimum 1,200–2,500 sq. ft. building. The company will employ 10 to 14 person workforce with future plans to expand operation.

INDUSTRY SERVED: Info Technology

EXPANSION/RELOCATION: Relocation

NEW JOBS CREATED: 10

SPACE REQUIREMENTS: 1200-2500 sq. ft.

STATUS: Active

NOTES/UPDATE Looking to open door mid/late Summer 2010. May 12, Has narrowed choice to Beach Street in DB looking at 6 possible sites.

November 5, 2010

PROSPECT REPORT



7. PROJECT: MD10-106
INDUSTRY SERVED: Manufacturing
EXPANSION/RELOCATION: Relocation
NEW JOBS CREATED: 30
SPACE REQUIREMENTS: 35,000 +
STATUS: Active

BUSINESS ACTIVITY: MD10-106 is an advanced engineering and manufacturing company seeking 35,000 SF of space (5-10 percent office, 90 percent manufacturing) with 2 to 4 docks to purchase. Would prefer building not be all warehouse space and will consider build to suit. The decision time frame is 6 to 12 months with a capital investment of \$7M.

NOTES/UPDATE

6. PROJECT: MD10-105
INDUSTRY SERVED: Investment
EXPANSION/RELOCATION: Acquisitions
NEW JOBS CREATED:
SPACE REQUIREMENTS: Various
STATUS: Active

BUSINESS ACTIVITY: **Retail Acquisition Criteria** Investment Strategy: stabilized, income producing, core plus. MD10105 will also consider value added and opportunistic opportunities and joint ventures. **Office & Industrial Acquisition Criteria** Investment Strategy: stabilized income producing, core plus. Opportunistic, renovation and major redevelopments considered. **Multi-Family/Condominiums** Investment Strategy: stabilized, income producing, well leased properties. Broken condominium properties considered.

NOTES/UPDATE

MAY 14, Touched bases the company continues to seek new acquisition opportunities.

5. PROJECT: MD10-104
INDUSTRY SERVED: Manufacturing
EXPANSION/RELOCATION: Expansion
NEW JOBS CREATED: 15
SPACE REQUIREMENTS: 15,000 – 25,000
STATUS: Active

BUSINESS ACTIVITY: MD10-104 is seeking 20,000 to 25,000 SF of office/warehouse space to lease or purchase. MD10-104 requires that a small portion for offices use and that half of the warehouse be air conditioned. Dock high is preferred, but they could possibly get by with a dock well, or with a loading platform and ramp.

NOTES/UPDATE

4. PROJECT: MD10-103
INDUSTRY SERVED: Educational
EXPANSION/RELOCATION: Relocation
NEW JOBS CREATED: 15-25
SPACE REQUIREMENTS: 15,000
STATUS: Active

BUSINESS ACTIVITY: MD10-103 is a charter school looking to locate in Volusia County. The school expects to have an enrollment of approximately 300 students. They are willing to lease, but are leaning more towards purchasing. They would like to occupy a space in about 3 months from now. Being on bus line is very important.

NOTES/UPDATE

The school will need to house a media center, cafeteria (full functioning), auditorium, classrooms, ratio of restrooms (75 to everyone restroom with 5 stalls), parking should be able to accommodate 25-50 spaces.

3. PROJECT: MD10-102
INDUSTRY SERVED: Energy
EXPANSION/RELOCATION: Expansion
NEW JOBS CREATED: 10
SPACE REQUIREMENTS: 6,000 - 10,000
STATUS: Active

BUSINESS ACTIVITY: MD10-102 is a growing company in the field of alternative bio-fuel production utilizing byproducts. The prospect is looking to deploy facilities worldwide that use their patented technology for waste processing into energy and renewable products. The facilities are usually built on sites with existing solid waste permits, such as landfills, material recovery facilities, and transfer stations.

NOTES/UPDATE

2. PROJECT: MD10-101 **BUSINESS ACTIVITY:** MD10-101 is a corporation specializing in the manufacturing of OEM Thermafin copper absorber plates and flat plate solar thermal collectors.

INDUSTRY SERVED: Manufacturing

EXPANSION/RELOCATION: Expansion

NEW JOBS CREATED: 50

SPACE REQUIREMENTS: 50,000 – 60,000

STATUS: Active

NOTES/UPDATE: Looking to purchase will consider build to suit, needs 4 docks and prefer north Florida. Current lease expires December 2010. Update June 8th The company rep has indicated that the location search is ongoing.

1. PROJECT: MD10-100 **BUSINESS ACTIVITY:** MD10-100 is searching for a new training facility for their military business. The training facility is specialized and they'd prefer not to have to do a BTS or heavy retrofit. MD10-100 is going to have teams flying in for training seminars so the facility needs to be within an hour by car of a major US airport. (IT staff to housed at this location).

INDUSTRY SERVED: Simulation

EXPANSION/RELOCATION: Relocation

NEW JOBS CREATED: 100

SPACE REQUIREMENTS: 30,000 - 40,000 sq. ft.

STATUS: Active

NOTES/UPDATE: 20' clear additionally the space must have multiple grade level drive-in-doors ideally 12' X 14' or larger. A good option may be a vacant truck dealership or maintenance facility. Update June 9th The company representative have indicated that VC is in strong consideration and will possible make a decision in October 2010 as to location of choice.

PROJECTS CARRIED OVER FROM THE BDP

29.	BDP 09-105	TYPE: Pro Office	LOCATION: VC	SPACE: 7,000	NEW JOBS: 10	Status: 40
DESCRIPTION	This prospect is seeking to find one or more existing Bank or Credit Union facilities in your area. They would prefer newer facilities in the 6000' to 7000 sq. ft. range with drive thru lanes and in high-profile/high traffic locations. Priority is Ormond Beach, Daytona Beach & Deland . . . , but would consider other Volusia County markets as well. Update: 9/15/09 Prospect has requested information 1-2 acre high traffic buildable sites. UPDATE: 10/26/09 anticipating B of A closing opportunities.					
27.	BDP 09-103	TYPE: Hotel	LOCATION: DB	SPACE: 2-5 Acres	NEW JOBS:	Status: 50
DESCRIPTION	Contact has been made with a developer for hotel development. The prospect is seeking to develop a Full Service Hotel property catering to corporate and/or commercial travelers. The location of choice is near the Ocean Center. UPDATE: 6/12/09 Prospect is planning visit to the DB area to visit a number of potential sites. UPDATE: 7/24/09 Prospect tour conducted showing properties along A1A in close proximity to the Ocean Center. UPDATE: 9/17/09 waiting for the market to settle and the loosening of credit. UPDATE: 10/28/09 waiting for the market to settle and the loosening of credit.					
26.	BDP 09-102	TYPE: Hotel	LOCATION: VC	SPACE: 100,000+	NEW JOBS:	Status: 25
DESCRIPTION	The Partnership is working with a national site locator that has been engaged by a major Hotel Group, who has established an Investment Fund to acquire Hotel Properties that meet these criteria: Primary Locations: Florida, Prefer mature well developed locations with high barrier to entry, Prefer well positioned locations in downtown or suburban markets serving primarily business clientele, The hotels should not be more than 20 years old. Will consider Interior Corridor distress situations or owners looking to exit due to current economic conditions. Update 2/2/10 Meet with a representative Tuesday to discuss current climate and visitors count.					

November 5, 2010

PROSPECT REPORT



21.	BDP 08-112	TYPE: Pro-Office	LOCATION: HA	SPACE: 5,000	NEW JOBS: 15	Status: 99
DESCRIPTION	<p>A national site location consultant is working with the United States Government is seeking to lease 5,000 sq ft of space to operate a telecommunications center. This prospect is requesting a building that already has appropriate infrastructure. The space will be used for a customer service center inbound calls. Update 2/27/09 narrowed search to DB Halifax Hospital Area. UPDATE: 3/20/09 Prospect is considering 3 sites near Halifax Medical in DB. UPDATE: 6/11/09 Prospect made a second visit to area. UPDATE: 7/24/09 Prospect has requested Solicitation for Offer before 8/5/09, a final decision coming soon. UPDATE: 9/16/09 Prospect has made a final decision clarifying some issues. UPDATE: 10/29/09 Working-out a glitch in the final contract. Update 2/3/10 Reviewing the other final properties based on an all inclusive lease. Notified the top four of the request.</p>					
20.	VC-08-001	TYPE: Distribution	LOCATION: VC	SPACE: 10,000	NEW JOBS:	Status: 80
DESCRIPTION	<p>A national site location consultant is working with a medical supply company that is looking to consolidate and need office space (2000 sq. ft.) and warehouse space (8000 sq. ft) in our area to distribute various pharmaceutical items throughout the county. Flex space with office front is desired looking at newer facilities. UPDATE: 3/20/09 Prospect has entered negotiation on a contract for two location in DB. UPDATE: 4/23/09 Prospect has shifted its focus to build to suit in DB. UPDATE: 10/28/09 Looking at a Consolidated TLC site.</p>					
3.	BDP 06-131	TYPE: Hospitality	LOCATION: HA	SPACE: 10,000	NEW JOBS:	Status: 50
DESCRIPTION	<p>A national restaurant chain is searching for a site for a future restaurant in the Halifax Area. Must be adjacent to or included in a first class hotel. High traffic count is a priority. UPDATE: Strong interest in Daytona Live.</p>					

PROJECTS LOCATED

PROJECT:		PROJECT NOTES:
CITY:		
NEW JOBS:		
SPACE:		
VALUE:		

PROJECTS REMOVED FROM THE ACTIVE LIST

34.	BDP 09-109	TYPE: Retail	LOCATION: HA	SPACE: 40,000	NEW JOBS: 20	Status: 25
DESCRIPTION		A national retailer is looking for 30k-40k existing retail space and prefers sites already anchored by national retailers. They would also like to know the area's population, traffic counts, and any other basic demographics that can be provided. Update: 9/16/09 Prospect continue to look at various community demographic and property opportunities. UPDATE: 10/28/09 actively seeking a turn-key high traffic location.				
PROJECT NOTES:		The company has discontinued its expansion plans indefinitely. Removed March 26, 2010				
5.	BDP 07-101	TYPE: Multi-Family	LOCATION: VC	SPACE: 20+ Acres	NEW JOBS:	Status: 25
DESCRIPTION		A national owner-developer and manager of retail, multifamily, and hospitality real estate across the U.S. are seeking vacant land for multifamily development. The optimal site size is 25 acres of usable land, with a density of 10-15 dwelling units per acre. The communities range from 250-350 two-story units, gated, clubhouse, direct access garages, pools, car center, dog park, and other amenities. Prefers high accessibility and visibility, traffic counts above 12,000 vpd, grocery & retail shops within immediate area. Utilities within 1 mile from site. UPDATE: 12/5/08 In the area for community and site visits. UPDATE: 3/26/09 Change in management, new contact will discuss file and opportunities identified.				
PROJECT NOTES:		Company is reorganizing operations and has suspended expansions until unknown date. Removed March 26, 2010				



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 sbishop@sevchamber.com.**

Optional: Name of Company: _____

Optional: Contact Name: _____

Optional: Phone _____ E-mail: _____

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 Other _____
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. Who are your suppliers? _____
6. Which Industries do you sell to? _____
Who are your customers? _____
7. 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 +
8. How many employees do you have?
 1-5 6-10 11- 25 25 -50 51-100 101 – 150 151-200 201+
9. Where do you and your employees live? (Select all that apply)
 NSB Edgewater Oak Hill Port Orange Daytona beach Area
 Outside of East Volusia
10. What percentage of your employees are salaried versus hourly?
 0-15% 15-30% 30-45% 45-60% 60-75% 75-90%
11. 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+

12. 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+
13. How is your business performing? Exceeding expectations Meeting expectations
 Below expectations
14. What are your future plans? Downsizing No changes Expanding Expanding in NSB
15. In order to improve your companies performance , what services/assistance would you require?
 Financial Planning Accounting Employee recruitment and training Human Resources
 Marketing
16. Our community has been referred to as "business friendly" do you believe that image is the correct one?
 Yes No
17. 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.

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

	High	Stable	Low		High	Stable	Low
Property taxes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Utility costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sales Taxes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Inventory Taxes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Payroll Taxes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Transportation Costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wage Costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Building Costs to rent or purchase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health Care costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Environment Regulatory Costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Banking Costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. Have you had any contact with the City of NSB or the Utilities Commission for the City of New Smyrna Beach in the past year?

If yes, what services did you request? Planning Construction Infrastructure Power

Regarding the development process, did it work? yes no

Was the Process clear and understandable yes no

How would you characterize your experience? _____

Did the outcome meet your expectations? yes no

20. How would you rate City Services such as cleanliness of the streets, public safety, public amenities, sewer, and storm water? _____

Comments or Suggestions: _____

COUNTY TOUR

Master Schedule * November 5, 2010

Stop #	Location	Arrival	Depart	Total Time
1	Begin at the Hilton			
Daytona Beach 1				
2	Bethune-Cookman University			
3	Daytona State College			
4	Halifax Hospital			
5	Fentress Blvd. Industrial Sites			
6	Embry Riddle Aeronautical University			
7	Daytona Beach International Airport			
Port Orange				
8	Raydon			
9	Pavilion			
10	East Port Business Park			
South Daytona				
11	RR Donnelly			
12				
New Smyrna Beach				
13	1585 Industrial Drive - Airport Industrial Park			
14	Canal Street			
15	160 North Causeway			
Edgewater				
16	Park Town Industrial Park			
17	Other			
Old Mission Road to Deland Crossing via SR 44				
18	DeLand Crossings Industrial Park			

I-4 to DeBary				
19	Spring View			
20	Commuter Rail Station			
21	Other			
Orange City				
22	University High School			
23	Other			
DeLand				
24	Downtown			
25	Stetson University			
26	Airport Industrial Park			
Travel US 92 to Daytona Beach 2				
27	Ladies Professional Golf Association			
28	Consolidated Tomoka Land Company			
29	Advanced Technology College			
30	Florida Hospital			
Ormond Beach via SR 40				
31	Airport Industrial Park			
32	Ormond Crossings Mixed Use Development			
33	Casements			
To Holly Hill via Riverside Drive - Holly Hill				
34	Marina Grand Condominiums			
35	Other			
Return to Hilton via Beach Street				
END				

Chamber and The City Working Together on Economic Development!

An initiative that began with Sue Williams' planning retreat at the beginning of the year is coming to fruition. Last week, Sue Williams, Williams Engineering and President of the Chamber, Pam Brangaccio, City Manager, and Tony Otte, CRA Director and I visited with two local businesses as the kick-off for a Business Survey Program. The survey will assist the City of New Smyrna Beach and the Chamber of Commerce in expanding our economic development efforts for Southeast Volusia. The information collected will be helpful in creating a demographic profile of our community so that we can better serve our local businesses. With the Chamber's renewed partnerships and commitment to Economic Development for Southeast Volusia, we plan to encompass this Business Survey to all of Southeast Volusia and have already shared some thoughts with Tracey Barlow, City Manager for Edgewater.

If you need assistance with employee recruitment or training, remember the stimulus money was deposited into the CBE (The Center for Business Excellence), which provides Workforce services with Work Opportunity Tax Credit Programs, Recruitment-related services, Lay-off Services, On The Job Training Programs, and Employed Worker Training Programs. CBE services are funded through various public and private sources. Their job is to help our business community reduce recruitment costs, and provide the information and resources they need to attain and maintain qualified employees at no additional cost to the business and job seekers. Make sure you get your paperwork to Kathie prior to the scheduled training so you can take advantage of the reimbursement programs. For more information contact Kathi Senft directly by calling 386-323-7084 or visit their web site www.centerforbusinessexcellence.net .

For more training programs, the SBCE offers many helpful training and seminars to help businesses start, grow and succeed. There are also scholarships available. Please visit the web site at www.sbce.com or contact Ned Harper at 386-506-4723.