



REVISED – ADDENDUM TO MINUTES
CITY OF NEW SMYRNA BEACH
ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING AGENDA
WEDNESDAY, JANUARY 19, 2011 – *4:00 PM
CITY COMMISSION CHAMBERS
210 SAMS AVE., NEW SMYRNA BEACH, FLORIDA

***PLEASE NOTE THAT THIS MEETING STARTS AT 4:00 PM**

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **APPROVAL OF MINUTES** – Regular EDAB Meeting December 7, 2010

4. **PRESENTATION**

None

5. **OLD BUSINESS**

- A. Review of the Top Priorities for 2011 and creation of a work plan

Facilitated by Tom Kohler with the Florida Institute of Government at the University of Central Florida

6. **NEW BUSINESS**

None

7. **BOARD MEMBER COMMENTS**

8. **REPORTS AND COMMUNICATIONS**

None at this time.

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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**CITY OF NEW SMYRNA BEACH
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)
REGULAR MEETING MINUTES DECEMBER 7, 2010
City Hall Commission Chamber, New Smyrna Beach, FL**

Mayor Adam Barringer called the meeting to order at 6:00 p.m.

ROLL CALL:

The following members answered to roll call:

Mayor Barringer
Jill Carlton
Jack Holcomb
Randy McHenry
Arlen Stauffer

Also present were City Manager Pam Brangaccio, CRA Director Tony Otte, CRA Administrative Assistant Claudia Soulie, Planner Jake Baker, members of the City staff and the public. Mr. Bill Hall was absent and Mr. Paul Mayer arrived at 6:01 pm.

APPROVAL OF MINUTES – Regular EDAB Meeting November 17, 2010

Mr. McHenry made the motion to approve the November 17, 2010 EDAB minutes as written; seconded by Ms. Carlton. Motion carried unanimously on roll call vote.

OLD BUSINESS

- a. Economic Incentives Program and How do we define targets for incentives
1. Issues for Discussion/Decision

Ms. Brangaccio stated that the goal of today's EDAB meeting was to bring the previous discussions on incentives to a conclusion and to formulate an economic incentive package to recommend to the City Commission for formal adoption. Ms. Brangaccio continued that, per the Mayor's request, she had prepared an overview of progress and actions for the 10 goals in the Economic Development plan and summarized them as follows:

Goal 4 – Expansion of Tourism

- Presentation by the Executive Director of the New Smyrna Beach Visitor's Center
- CRA funding of marketing for existing and new special events on Flagler Ave and Canal Street
- City pursuing title work on Brannon Center

46 **Goal 2 – Organizational Development**

- 47 • Creation of Economic Development Advisory Board and approval of Economic
- 48 Development Plan by City Commission
- 49 • Consolidation of CRA Director position with economic development functions
- 50 • Funding of ½ of a City Planner to assist with redevelopment activities
- 51 • Approval of an agreement to construct a hotel on Flagler Ave
- 52 • Possible private/public partnership venture for AOB site proposal

53
54 **Goal 1 – Advance Image and Culture Performance Measures**

- 55 • City is working towards addressing perceptions (see Goal 3)
- 56 • Approval of contracts for entryway signage along US 1, median landscaping for SR 44
- 57 and I-95 Interchanges.

58
59 **Goal 7 – Business Recruitment Incentives**

- 60 • Working towards finalizing a business recruitment plan with incentives for business
- 61 expansion or relocations
- 62 • Identification of existing commercial and industrial private and city-owned sites for a
- 63 complete inventory
- 64 • City joined Team Volusia to assist with development of high impact partnerships
- 65 • Joint meeting with Utilities and City Commissions to address economic development
- 66 • Securing of \$400,000 Brownfield grant; designation of CRA district as Brownfield area

67
68 **Goal 5 – Geographical & Cluster Analysis**

- 69 • Discussion of “targeted industries” as part of the incentives
- 70 • Adoption of updated CRA Master Plan and updated 5 year CIP
- 71 • Discussion of expanding CRA incentives for new and existing business within the CRA
- 72 district during joint CC/CRA workshop on January 12, 2011

73
74 **Goal 3 – Streamline Process**

- 75 • Considerable review of current policies and procedures in place for business assistance
- 76 • Approval of Form-based Zoning Code to replace the current Land Development
- 77 Regulations for properties within the CRA
- 78 • Resolution of Comprehensive Plan amendments
- 79 • Approval of first Concurrency Management Plan and revised Capital Improvement
- 80 Element
- 81 • Transfer of duties from Board of Adjustment to Planning & Zoning Board (P&Z)
- 82 • Visioning workshops by P&Z on updating the City’s LDR
- 83 • Approval by City Commission of administrative fee for Building permits to support Phase
- 84 I of a new permitting computer system
- 85 • Amendment to the City’s LDR to expand the Canal Street special parking district

86
87
88

89 **Goal 10 – Airport Growth & Expansion**

- 90 • Review of benefits of fixed based operations and the need for a full-time Airport
91 Manager by the Airport Advisory Board
92 • Airport industrial properties included in inventory of targeted sites
93

94 **Goal 8 – Culture, Arts, and Natural Resources**

- 95 • Approval of wayfinding sign system for the CRA area and entryways on US 1 and SR 44
96 • Continued progress with the “Old High School” Building
97 • Presentation of an Arts Overlay District
98 • Workshop scheduled to discuss ECHO funding for undeveloped properties on the SE side
99 of the South Causeway
100 • Review of ECO Map and associated Volusia County smart growth tool
101

102 **Goal 9 – Annexation**

- 103 • Identification of areas for future annexation
104

105 Ms. Brangaccio stated that staff was considering a facilitated EDAB meeting in January where
106 the Board could finalize their economic development work plan for 2011 based on these goals.
107

108 Mr. Otte said that staff had reviewed the EDAB members’ previous comments about incentives
109 and had created a City incentive package based on a tier system. These tiers included the
110 citywide suspension of the City’s Police and Fire impact fees for calendar year 2011; citywide
111 incentives through the Enterprise Florida and Volusia County Economic Development programs
112 and additional incentives for business expansion and relocation within the CRA district in form
113 of CRA grants, Brownfield incentives; special parking requirements and possible parking lease/
114 parking restriction waivers.
115

116 A brief discussion ensued about the Planning and Zoning Board’s recommendation to the City
117 Commission to expand the Canal Street Special Parking District and the eligibility requirements
118 for the CRA’s Matching Revitalization Grant. Ms. Brangaccio stated that staff would ask the City
119 Commission for clarification on their vote to limit the CRA grants to one grant per business at
120 the joint CRA/City Commission workshop.
121

122 Ms. Brangaccio continued that the CRA has been discussing programs to expand the CRA
123 funding ability beyond the current \$10,000 limit and how to redefine the parameters. Ms.
124 Brangaccio clarified that the incentives under the Brownfield program are available to any
125 business that is located within the CRA district, as this area had been designated as a
126 Brownfield area.
127

128 Mayor Barringer stated that he had met with Ms. Brangaccio and Mr. Otte to streamline the
129 incentive process by developing this tier system, which would allow smaller business to qualify
130 for tier 1 and larger business for tier 2.
131

ECONOMIC DEVELOPMENT ADVISORY BOARD
DECEMBER 7, 2010 MINUTES

132 Ms. Brangaccio informed the EDAB that she had conferred with the City Attorney about waiving
133 City Police and Fire Impact fees and that they felt comfortable with doing that, however,
134 waiving the Road impact fees had to be investigated further.

135
136 **Mr. Holcomb made the motion to approve the proposed City incentives as presented and to**
137 **authorize the Mayor to forward them to the City Commission for ratification, seconded by**
138 **Mr. McHenry. The motion carried on roll-call vote 5 – 0 with Mayor Barringer abstaining.**

139
140 **BOARD MEMBER COMMENTS**

141
142 Mayor Barringer stated that the City Commission was going to hold a visioning workshop on
143 December 15, 2010 to provide direction of policy goals for FY 2011 and to identify the highest
144 priority initiatives. Mayor Barringer asked to get ideas from the EDAB to present at this session,
145 specifically pertaining to the Swoope Site. Previously the EDAB had expressed interest in
146 creating boat ramps on this site to alleviate the congestion on the North Causeway, which in
147 turn could draw marine related business to US1 and revitalize this area.

148
149 Mayor Barringer also stated that the EDAB had tasked the City to do a title search for the
150 Brannon Center site and a brief discussion ensued about possible options of redevelopment for
151 this site; relocation of its current users and securing a revenue bond for a Senior Village. Ms.
152 Brangaccio informed the EDAB that the Mayor had appointed new Housing Authority Members
153 and that their primary goal was renovations/construction of senior housing facilities.

154
155 A brief discussion ensued about the possible impact on the North Causeway, Canal Street and
156 SR 44 if a boat ramp were to be installed on US1 as well as the possibility for boat washing
157 stations; parking kiosks; the number of parking spaces at the Swoope Site; creating safer
158 boating conditions; the future of the entire boat ramp site on North Causeway and the creation
159 of a multi-modal transportation hub on US1 by the Airport.

160
161 Mayor Barringer stated that these discussion points would allow for redevelopment of Canal
162 Street, US 1 and the North Causeway. Ms. Brangaccio stated that in 2011 the FEC was going to
163 decide if they were going to rival Amtrak for commuter services and that the City has been
164 working towards facilitating the FEC to select New Smyrna Beach as a depot. Ms. Brangaccio
165 continued that another decision point was to move forward with creating a new CRA for US 1;
166 the Airport goals and marketing of Airport properties. Ms. Brangaccio suggested having
167 quarterly retreats and planning sessions between the EDAB and the City Commission as well as
168 getting the community involved.

169
170 Ms. Brangaccio stated that staff would create a map for the City Commission of underutilized
171 properties along Canal Street, Riverside Dr, Julia and Lewis Streets.

172
173 Mr. McHenry inquired about the hospital. Ms. Brangaccio stated that their new CEO would start
174 in January 2011 and that City Management would make contact. A brief discussion ensued
175 about the hospital's one (1) year exemption from paying into the CRA fund and the hospital's

ECONOMIC DEVELOPMENT ADVISORY BOARD
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176 new goals for enhancing the community. Mayor Barringer suggested inviting the hospital's CEO
177 to the February 2011 EDAB meeting.

178
179 Mr. Mayer reiterated the need for review of the interchange of I-95 and SR 44 for the potential
180 development of a business park, as certain parcels were over 100 acres. Mr. Mayer would like
181 to bring his findings back as an agenda item at the next EDAB meeting. Mr. Stauffer asked if Mr.
182 Mayer knew what the owner(s) of these parcels have envisioned, as he felt that a medical
183 complex/hospital could be an option.

184
185 Ms. Carlton liked the direction the EDAB was heading, especially the intent for the Swoope site
186 and the potential benefits that could bring. Ms. Carlton was surprised that New Smyrna Beach
187 did not have an active business park and commented on some towns that benefited
188 tremendously from the creation of such a business park.

189
190 Ms. Stauffer felt that there was a common misconception that businesses in the Airport
191 Business Park had to be aviation related. Mr. Stauffer stated that, if the proposed boat ramp for
192 the Swoope site was meant to replace the North Causeway ramps, it needed to be verified that
193 ample parking was available on the Swoope site.

194
195 Mr. Stauffer asked the EDAB to make a recommendation to the Utilities Commission that they
196 explore ways to work with the City to entice development. Ms. Brangaccio stated that a
197 Concurrency Management Report was required by the State and that the UC did not submit any
198 comments pertaining to water and sewer permits. Ms. Brangaccio continued that in order for
199 the City to grow, the UC had to be at the table. Mr. McHenry suggested the EDAB make a list of
200 items that the UC should change. Mayor Barringer stated that the EDAB should only focus on
201 things that were within their control to change. Mr. Otte stated that staff should find out what
202 the UC was willing to do.

203
204 Ms. Brangaccio stated that the redevelopment plans for the old High School site as an economic
205 generator were back on track, as some comprehensive plan challenges had been resolved. Mr.
206 Barringer commented that the overall master plan for this site presented by the Fish and
207 Wildlife organization was amazing.

208
209 Mr. Otte commented about the SR 44 corridor study as well as the importance of possibly hiring
210 a firm to research an option for branding New Smyrna Beach. A brief discussion ensued about
211 the importance of a name versus what the City had to offer.

212
213 Ms. Brangaccio stated that staff was trying to involve all of the City's advisory groups and
214 commented that a joint workshop between the CRA and the City Commission has been
215 scheduled for January to talk about incentives. Also, a bus tour was planned with the Planning
216 and Zoning Board for January 29, 2011 of the unincorporated sections along US1 through
217 various cities and that seats were still available. Another goal was to hold a workshop between
218 the P&Z, CRA, City Commission and EDAB.

219

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220 Mayor Barringer thanked the EDAB for their comments and suggestions.

221
222 **Mr. Mayer made the motion to authorize the Mayor to take tonight's discussion points**
223 **pertaining to the Swoope Site; the Brannon Center Site; the SOS Building; the FEC property;**
224 **new CRA for US1 and a revenue bond for a senior village to the City Commission Visioning**
225 **Workshop on December 15, 2010; seconded by Mr. Stauffer. The motion carried on roll-call**
226 **vote 5 – 0.**

227
228 **ADJOURNMENT:**

229
230 There being no further business, the meeting was adjourned at 7:55 p.m.



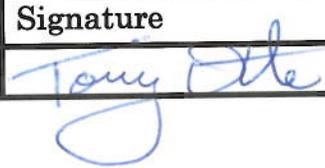
Addendum to the Minutes

**CITY OF NEW SMYRNA BEACH
ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)
REGULAR MEETING MINUTES DECEMBER 7, 2010
City Hall Commission Chamber, New Smyrna Beach, FL**

During the December 7, 2010 EDAB meeting the topic of the State required Concurrency Management Report was discussed. Since that meeting, the City Manager has provided an update that she and the Planning Manager have met with UC staff and that all the requested information has been provided and the revisions requested by the UC staff have been made on the report.

OLD BUSINESS

EDAB AGENDA ITEM SUMMARY

Department Making Request: EDAB Staff		
Meeting Date: January 19, 2011		
Action Item Title: Review of the Top Priorities for 2011 and creation of a work plan		
Agenda Section: Consent _____ Public Hearing _____ Special Items <u> x </u>		
Summary Explanation and Background Staff has invited Tom Kohler with the Florida Institute of Government at the University of Central Florida to facilitate this meeting with the purpose of having the EDAB finalize their 2011 economic development work plan based on goals that have been established and prioritized in previous meetings.		
Recommended Action/Motion: N/A		
Funding Analysis: Budgeted _____ If not budgeted, recommend funding account: <u> x </u> N/A		
Exhibits Attached: 1. 2010 Economic Development Goals update Memorandum from the City Manager dated 12/7/2010 2. Proposed City Incentive Package dated December 7, 2010		
Reviewed By:	Name	Signature
CRA Director	Tony Otte	
Commission Action		

MEMORANDUM

FROM THE OFFICE OF THE CITY MANAGER

To: Economic Development Advisory Board (EDAB)

From: Pam Brangaccio, City Manager *PJB*

Re: 2010 Economic Development Goals Update

Date: December 7, 2010

Below is an overview of progress and actions for the 10 Goals in the Economic Plan (the goals are listed in 8.17.10 priority order from the EDAB).

Goal 4 - Expansion of Tourism:

- Ms. Debra Boyd addressed the EDAB with a tourism update, economic impact of tourism, and data base information, at the October 2010 meeting.
- Marketing of existing and new special events on Flagler and Canal Street (including New Years Eve Fireworks) was funded by the Community Redevelopment Agency (CRA) for FY 2010-11.
- The City released a Request for Proposals seeking redevelopment proposals for the AOB site.
- The EDAB requested that the City pursue title work on the Brannon Center site as a hotel site.
- No work has begun on the hospitality training program.

Goal 2 - Organizational Development:

- The City Commission created the Economic Development Advisory Board and approved the Economic Development Plan, which is now on the City's website, as are various links for economic development.
- The City consolidated the CRA Director position, with the Economic Development functions, and funded ½ of a City Planner to assist with redevelopment activities.

- An agreement was approved for a public/private partnership to construct a hotel on Flagler Avenue.
- It is anticipated that the AOB site proposals will be a private/public partnership venture.

Goal 1 - Advance Image & Culture Performance Measures:

- The City has been working to address the perceptions as a non-business friendly system (see Goal 3 update from the City's Planning Manager); as well as a review of current governing documents.
- An assessment is needed of the current image for a new vision to be used City-wide in 2011.
- Design contracts were approved for entryway signage along US 1, as well as median landscaping for SR 44, and I-95 Interchanges.

Goal 6 - Business Retention and Expansion:

- The City and Chamber of Commerce began visits to local businesses with a survey to start the business registry and database and identify existing support services available for businesses.
- An inventory of grants from the CRA has been updated and a workshop on incentives is scheduled with the City Commission in January 12th.

Goal 7 - Business Recruitment Incentives:

- The EDAB has been working for the last two meetings to finalize a business recruitment plan with incentives for business expansion or relocations, after a review of best practices for business recruitment.
- The City staff and EDAB have been working on identifying existing commercial and industrial sites for a complete inventory (private and city-owned sites) to respond to prospects from Team Volusia and the County.
- An assessment has been completed for economic development inclusion on the City's website, which will be presented in January to the EDAB.
- The City joined Team Volusia (\$25,000 annual contribution) to assist with the development of high impact partnerships and relationships with workforce training, school board, and universities who also sit on the Team Volusia Executive Board.

- A Joint Meeting was held with the Utilities Commission and City Commission addressing economic development (a UC Commissioner is sitting on the Economic Development Advisory Board), the status of the long-range water supply plan, and other issues.
- The City secured \$400,000 Brownfields remediation grant and the CRA was designated as a Brownfield and currently two projects have been addressed through the Brownfields. Additional incentives are also available for business recruitment within the Brownfield designation.

Goal 5 – Geographical & Cluster Analysis:

- The EDAB has discussed “targeted industries” as part of the incentives package.
- The updated Downtown Redevelopment Plan was adopted by the CRA and the City Commission with an updated Five Year CIP.
- The updated CRA Plan includes discussion on a waterfront master plan and the marketing of vacant riverfront property. The four acre AOB site was placed out for redevelopment proposals in November 2010.
- A discussion is underway on expansion of CRA Incentives for expanding and new businesses within the district. A workshop is scheduled for January 12, 2011.
- The City and the Chamber of Commerce began the survey process and visits to existing businesses (see attached survey document).
- The City staff and EDAB have been working on identifying existing commercial and industrial sites for a complete inventory (private and city-owned sites) to respond to prospects from Team Volusia and the County.
- No work has begun on comprehensive health care.

Goal 3 – Streamline Processes:

- Considerable work has been accomplished on reviewing current policies and procedures in place for business assistance (see attached memo from Planning Manager on 2010 accomplishments and 2011 priorities).

- A contract for a Form-Based Zoning Code was approved in November 2010, for the CRA, which will replace the current Land Development Regulations for properties within the CRA.
- Five years of outstanding Comprehensive Plan amendments were resolved by the Planning Manager, with just one upcoming DCA hearing to resolve the 2008 Water Supply Element.
- The first Concurrency Management Plan was approved in December 2010 by the City Commission, which followed the updated EAR amendments submittal to DCA; and the approval of the revised Capital Improvement Element.
- The duties of the Board of Adjustments were transferred to the Planning & Zoning Board to streamline the timeframes associated with the review and hearing process.
- The Planning and Zoning Board began a series of visioning workshops on updating the City's Land Development Regulations, and addressing the vision for 2030 for New Smyrna Beach.
- The City Commission approved an administrative fee for Building Permits, which was endorsed by NSB Builders Committee working with new Building Official, to support Phase I of a new permitting computer system.
- An amendment to the City's Land Development Regulations to expand the Canal Street special parking district (ie: reduction in parking requirements has been approved by the Planning and Zoning Board.

Goal 10 – Airport Growth & Expansion:

- The Airport Advisory Board is reviewing the benefits of fixed based operations and will review the full-time Airport Manager position and best practices in 2011.
- Airport industry properties are being included in the inventory of targeted sites.

Goal 8 – Culture, Arts, and Natural Resources:

- A “way finding” signage contract was approved by the City Commission for the CRA area, and recently expanded to include entryways on US 1 and SR 44.

- The Old High School Site is moving forward through the Fish and Wildlife Foundation and ECHO grant funding. It was delayed by two challenges to the Comprehensive Plan amendment, which were dismissed by DCA in November.
- The Planning Manager presented an Arts Overlay District to the CRA and Planning and Zoning Board in 2010.
- New 2010 ECHO grant funding was suspended by Volusia County. A workshop is scheduled in December 2010, for 2011 requirements for funding of new projects. For example, there are undeveloped properties on the SE side of the South Causeway, which could be purchased and utilized as an upland basis for a Moorings Field.
- The Planning & Zoning Board reviewed on December 1st the ECO Map and associated smart growth tools from the Volusia County Council.
- Funding for cultural and art related events, and small amphitheater and band shell have not been evaluated (would occur with 2011 Budget)

Goal 9 – Annexation:

- The City staff has identified areas for future annexation, “ideal” City boundaries; and is working to inventory infrastructure needs and demands for the December 14th City Commission workshop.

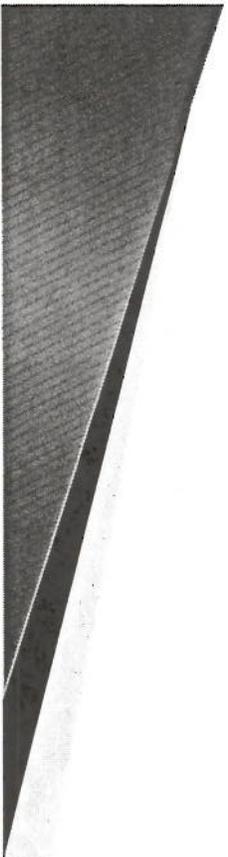
EDAB AGENDA ITEM SUMMARY

Department Making Request: CRA																								
Meeting Date: August 17, 2010																								
Action Item Title: Final Determination of Economic Development Priority Tasks																								
Agenda Section: Consent_____ Public Hearing_____ Special Items__x__																								
<p>Summary Explanation and Background</p> <p>At the July 20 meeting the EDAB members stated their individual top priorities for the tasks stated in the Economic Development Plan. The tasks are ranked below simply on the number of times they were selected as a priority:</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left; padding: 5px;">Priority Goals</th> <th style="text-align: right; padding: 5px;">Number of Times Selected</th> </tr> </thead> <tbody> <tr> <td style="padding: 5px;">• Goal 4. Expansion of Tourism</td> <td style="text-align: right; padding: 5px;">4</td> </tr> <tr> <td style="padding: 5px;">• Goal 2. Organizational Development</td> <td style="text-align: right; padding: 5px;">3</td> </tr> <tr> <td style="padding: 5px;">• Goal 1. Advance Image and Culture</td> <td style="text-align: right; padding: 5px;">3</td> </tr> <tr> <td style="padding: 5px;">• Goal 6: Business Retention and Expansion</td> <td style="text-align: right; padding: 5px;">3</td> </tr> <tr> <td style="padding: 5px;">• Goal 7: Business Recruitment Incentives</td> <td style="text-align: right; padding: 5px;">2</td> </tr> <tr> <td style="padding: 5px;">• Goal 5: Geographical & Cluster Analysis</td> <td style="text-align: right; padding: 5px;">2</td> </tr> <tr> <td style="padding: 5px;">• Goal 3: Streamline Processes</td> <td style="text-align: right; padding: 5px;">1</td> </tr> <tr> <td style="padding: 5px;">• Goal 10: Airport Growth & Expansion</td> <td style="text-align: right; padding: 5px;">1</td> </tr> <tr> <td style="padding: 5px;">• Goal 8: Culture, Arts, and Natural Resources</td> <td style="text-align: right; padding: 5px;">0</td> </tr> <tr> <td style="padding: 5px;">• Goal 9: Annexation</td> <td style="text-align: right; padding: 5px;">0</td> </tr> </tbody> </table> <p>The ranking of the goals is not clear in that there are multiple votes for several items. Staff requests that the EDAB review the list to develop the final determination of the order of priority.</p>			Priority Goals	Number of Times Selected	• Goal 4. Expansion of Tourism	4	• Goal 2. Organizational Development	3	• Goal 1. Advance Image and Culture	3	• Goal 6: Business Retention and Expansion	3	• Goal 7: Business Recruitment Incentives	2	• Goal 5: Geographical & Cluster Analysis	2	• Goal 3: Streamline Processes	1	• Goal 10: Airport Growth & Expansion	1	• Goal 8: Culture, Arts, and Natural Resources	0	• Goal 9: Annexation	0
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• Goal 10: Airport Growth & Expansion	1																							
• Goal 8: Culture, Arts, and Natural Resources	0																							
• Goal 9: Annexation	0																							
Funding Analysis: Budgeted_____ If not budgeted, recommend funding account: Not Applicable																								
Reviewed By:	Name	Signature																						
CRA Director	Tony Otte																							
Commission Action																								

Action Item Goal 4

Expansion of Tourism Performance Measures

- Stimulate the development of hotel and convention facilities
- Create a hospitality training program
- Implement a hospitality training program
- Measure and communicate economic impact of tourism on the local economy
- Create database of tourists
- Develop a list/calendar of existing events
- Create a list of potential (new) events



Action Item Goal 2

Organizational Development Performance Measures

- Create an Economic Development Advisory Board
- Determine option to fund/house an Economic Development Director (EDD)
- Create private/public partnership
- Inform public of economic activities



Action Item Goal 1

Advance Image & Culture Performance Measures

- Assess current image of City
- Identify core image to be used, implement Citywide
- Promote business friendly City to current and future developers, landowners and business community
- Communicate new vision internally, City wide
- Review current governing documents to ensure support of responsible economic development



Action Item Goal 6

Business Retention and Expansion Performance Measures

- Identify and publicize existing support services available to businesses
- Identify access to financial assistance (loans, grants, etc.) for businesses
- Complete a business registry and database
- Create a City/Chamber systematic call and visitation plan



Action Item Goal 7

Business Recruitment Incentive Performance Measures

- Identify best practices for business recruitment
- Codify incentives for business start-up or relocation to the area
- Add content rich information to the Economic Development section on the City's website, (link for SEV Chamber)
- Contact influences within the Community
- Identify all funding and grant opportunities available
- Identify sites that meet economic development goals that need improvement
- Work with UC on infrastructure assessment
- Develop high impact partnerships for innovative growth
- Strengthen relationship with workforce training, local colleges and universities



Action Item Goal 5

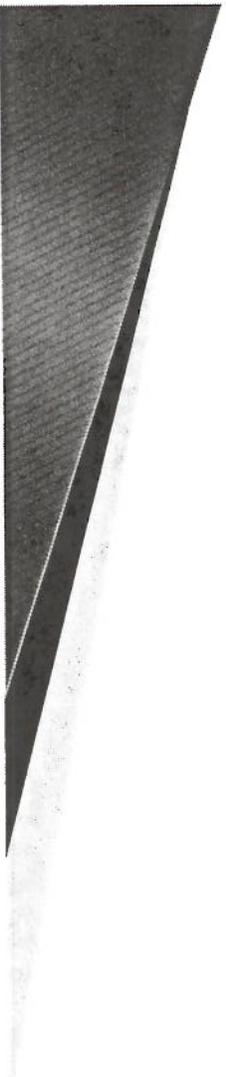
Geographical & Cluster Analysis Performance Measures

- Classify and characterize areas for growth/infill etc.
- Develop a list of cluster industries and companies to target
- Downtown revitalization plan
- Survey/visit existing businesses determine unmet community needs
- Create Comprehensive Health Care Plan
- Identify & market vacant and underutilized industrial space
- Codify and market incentives for business expansion and start-up
- Create waterfront master plan
- Market vacant riverfront property

Action Item Goal 3

Streamline Processes Performance Measures

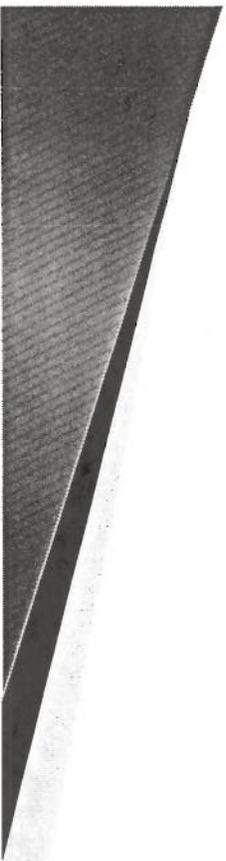
- Review current policies and procedures in place for business assistance (expansion, relocation, start-up)
- Amend policies and/or procedures that impede business assistance and permitting process
- Create an open and transparent permitting process, utilizing technological advancements



Action Item Goal 10

Airport Growth & Expansion Performance Measures

- Evaluate and take action on full-time Airport Manager
- Create best practices for airport operations
- Partner with private developers for growth at airport
- Develop and implement airport industry targeting plan
- Evaluate the benefits of fixed based operations



Action Item Goal 8

Culture, Arts and Natural Resource Performance Measures

- Identify local entities and organizations dedicated to natural resource conversation
- Identify potential resources for asset preservation
- Improve signage
- Establish business incubator at old high school site
- Create art overlay district
- Evaluate viability and interest in small amphitheater, band shell at riverfront park
- Determine funding for cultural and art related events



Action Item Goal 9

Annexation Performance Measures

- Identify land for future annexation
- Identify “ideal” City boundaries
- Inventory infrastructure needs and demands





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: _____

Interoffice Memorandum City of New Smyrna Beach

To: Planning and Zoning Board Members
From: Gail Henrikson, AICP, Planning Manager
Subject: DECEMBER 1, 2010 WORKSHOP
Date: November 24, 2010

On December 1st, the Planning and Zoning Board will be discussing the Volusia County ECO map lands and ways to streamline the processes and regulations currently in place within the City. Each of these topics, while important in their own right, represents just one element in the overall development of the City. One of the definitions of "develop" is "to move from the original position to one providing more opportunity for effective use". Although Webster's Dictionary identifies this as a chess term, it is particularly applicable to the current status of New Smyrna Beach.

Beginning in 2010 and continuing through 2011, the Board has looked and will continue to look at many different issues ranging from economic development to sustainability to development along State Road 44 to overall quality of life issues. As the Board members, City Commission, residents and staff move through this process, it is important that we all work to integrate the various components and not just concentrate on one at the expense of the others. For example, while the Board will be looking at removing barriers during its December 1st meeting, there are opportunities to incorporate sustainable or "green" building practices that would not only benefit the environment but would provide additional alternatives to developers. Incorporating the use of rain barrels or rain gardens provides a partial alternative to stormwater retention ponds. The use of rooftop gardens or green roofs can assist in meeting landscaping requirements, particularly on small sites. Incentives such as expedited permitting and inspections could be offered for new development or redevelopment in targeted areas of the City, such as U.S. 1. While staff understands that short-term incentives and waivers may be required to jump-start development, the Board must also keep in mind the long-term vision for the City. The ultimate goal should not be to eliminate all regulations but to draft regulations that benefit the entire community.

While staff does not advocate becoming an identical clone of another municipality, many cities within Volusia County and along the east coast of Florida have dealt with the same issues the Board is now undertaking. Staff would recommend that

December 1, 2010 Planning and Zoning Board Workshop
November 24, 2010

the Board hold a mobile workshop, or perhaps a series of mobile workshops, after the beginning of the year in order to visit various cities such as Ormond Beach, Port Orange, South Daytona and DeLand and to meet with staff from these cities. These communities have either recently completed programs and ordinance changes designed to beautify and improve corridors throughout their respective cities or already have well established regulations that have resulted in aesthetically pleasing and economically viable development.

Looking forward to the future, as 2012 approaches, the City will once again begin to undertake its Evaluation and Appraisal Report (EAR) process. The City's 3rd EAR will be due to the Florida Department of Community Affairs on or before November 1, 2015. As part of the EAR process, the City must obtain public input in order to determine what changes should be made to the *Comprehensive Plan*. Although that due date may seem far in the future, the next two years are the time to begin obtaining meaningful public input and to craft a true vision and identify for the City.

Interoffice Memorandum

City of New Smyrna Beach

To: Planning and Zoning Board Members

From: Gail Henrikson, AICP, Planning Manager

Subject: Streamlining the Development Process

Date: November 24, 2010

During the past nine to twelve months, Building, Planning and CRA staff have been working on amendments and changes to procedures, in order to streamline the development review process and encourage new development. These changes are high-lighted below:

BUILDING

- Re-designed permit applications to reduce the amount of paperwork/documents that must be provided by the applicant.
- Revisions to the City's *Code of Ordinances* to decrease the amount of time required to condemn and demolish unsafe, dilapidated and blighted buildings within the City

PLANNING/ENGINEERING

- LDR Amendments
 - Allow subdivision of platted lots along platted lot lines regardless of minimum lot size required by the zoning district
 - Created administrative variance process
 - Reduced setbacks for accessory structures
 - Clarified fence regulations
 - Established timeframes for appeals
 - Transferred duties of the Board of Adjustment to the Planning and Zoning Board
 - Expansion of CRA special parking district
 - Clarified utility regulations
- Preparing form-based code for Mainland CRA area.
- Instituted a cross-training program to ensure that all planning staff are familiar with the various aspects of the department. Previously, planners were separated into short-term and long-range development "pods" which meant there was no overlap in knowledge. If a particular planner was not in the office, no other staff person would be able to assist a customer.

STREAMLING THE DEVELOPMENT PROCESS
NOVEMBER 24, 2010

Cross-training has created a base level of knowledge that continues to improve customer service.

- Instituted weekly staff meetings so information can be shared among all planning staff members. This also serves to enhance customer service.
- Streamlined required pre-application meeting, by inviting all PRC members to the meeting. Previously, the applicant was required to set up individual appointments with all PRC members and go to three different buildings in the City to obtain the required signatures.

CRA

- Created impact fee assistance grant
- Created interior renovation grant program
- Increased maximum grant amount for property improvement grants

Although significant progress has been made, there are always additional improvements that can be incorporated into the City's processes. Staff has already identified several areas where antiquated or cumbersome procedures could be revised to assist development, without sacrificing quality or accountability. These items are broken into short-term, medium-term and long-term projects. The Board should note that the list of projects address not only streamlining issues but other projects or items that need to be corrected or addressed.

SHORT TERM (3-6 MONTHS)

- LDR amendment to update and codify existing site plan and subdivision review processes
- LDR amendment to allow bicycle and motorcycle parking to replace a certain percentage of required automobile parking spaces
- Establish a sidewalk fund that developers could choose to pay into under certain circumstances. Currently, the developer would be required to obtain a variance in order to waive the sidewalk requirement.
- Create zoning district brochures for the website/lobby detailing setbacks, permitted uses, lot coverage, etc...
- Create brochures addressing items such as the variance process, code enforcement, building permits, etc....
- Formalization and greater utilization of the Class I site plan process for residences being converted to a commercial use and for changing business uses that may require additional parking. Currently, these businesses are required to go through a Class II site plan review, which is onerous given the scope of these types of projects.
- Review site plan checklists to identify items that may not be required
- Create a neighborhood liaison program and neighborhood improvement program. The neighborhood liaison program would assign a particular planner to a neighborhood, to contact residents about upcoming projects in their neighborhood; discuss creating local historic districts; assist with grants and to be available to speak to HOAs, etc.... The neighborhood

improvement program, which is more long-term, would provide matching grants to neighborhood associations that wanted to install neighborhood signage or entry features.

MEDIUM-TERM (6-12 MONTHS)

- Re-write sign regulations
- Complete re-write of the LDR, putting it in a more user friendly and visually appealing format and fixing the numerous little glitches and outdated items. Staff has been addressing issues on a case-by-case basis. Additionally, the City will be working with a consultant to prepare a form-based code for a portion of the City around Canal Street. However, the remaining portions of the LDR need to be reviewed and rewritten to update terminology, simplify the language and address new uses and technology that have arisen since its adoption in 1991. Additionally, the LDR could be prepared as an interactive document, with hyperlinks and illustrations.
- Revise, if needed, and adopt, existing area plans. Throughout the years, the City has paid numerous consultants to prepare plans and guidelines for the North Causeway, 3rd Avenue, and the Activity Center. However, none of these plans were ever officially adopted. These areas are ready for development or redevelopment. However, the vision established in these studies needs to be revisited and revised if needed. Once a vision is established and the plans adopted, staff can provide clear recommendations to developers as they look to build in these areas. Without formal adoption, there is no mechanism to implement that vision and developers are often left confused by what is mandatory and what is merely policy or suggestion. Clear rules, even if stringent, make the development process clearer, and thus easier to navigate.
- Develop an incentive program to promote sustainable design.
- Create a long-term downtown parking plan to manage parking needs as Canal Street and Flagler Street redevelop
- Rezone Dora Street or prepare LDR amendment to allow single-family residential. Currently, many of the single-family homes along Dora Street are zoned B-3 and have a commercial future land use designation. Because these homes are all considered legal non-conforming structures, they cannot be expanded as single-family residences. Additionally, if the home is vacated for more than a year, the property can only be used as a commercial use.
- Formalize off-street parking at beach ends of streets

LONG-TERM (LONGER THAN 12 MONTHS)

- Review and revise regulations along U.S. 1. The current regulations do not adequately address the reality of the majority of the properties along U.S. 1. Many of these lots are remnants created by the construction of U.S. 1 and are very small. Current setback, parking and landscaping requirements hinder redevelopment of these smaller parcels, particularly in the core area of the City. However, in the areas north of the airport, many

STREAMLING THE DEVELOPMENT PROCESS
NOVEMBER 24, 2010

of the parcels begin to increase in size, which may require a separate set of regulations.

- Prepare a corridor plan for State Road 44. Staff has met with representatives from the Florida Department of Transportation to begin this process. The corridor plan would identify future roadway improvements, signal locations and address access management issues. Again, having a plan in place, that establishes clear rules and requirements, can assist developers in making decisions and designing their projects.
- Incorporate VOTRAN review of new developments to ensure that shopping centers and businesses will be transit ready in the long-term future.
- Consolidate some of the existing zoning districts and create districts that are strictly multi-family, which would help reduce some of the compatibility issues.
- Review and revise zoning map and regulations to ensure that the zoning designations reflect conditions on the ground. This would most likely reduce the need for variances.
- Create community garden areas
- Create an interactive zoning/FLU map for the website that would include all info we have on the property, including building permits, variances, historic information, etc...
- Put all the master site file forms (for historic properties) on the website and create an interactive map.

In addition to the items identified by staff, the Board should also consider barriers within the private sector that hinder development. One of these barriers includes the inventory of property available to small businesses that are just starting out. Many times, these businesses cannot afford the rents being charged by private landlords. Or, if the rent is affordable, the amount of improvements required to bring the building up to code is cost prohibitive. Staff has encountered situations where a business owner has considered not opening a business in New Smyrna Beach - not because of City regulations - but because the business person could not find a building that has been cleaned, maintained and/or upgraded over the years. Landlords often expect the tenants to bear the costs of these upgrades and renovations. While the CRA offers property improvement grants to assist business and property owners, it cannot, nor should not, be required to bear all of these costs.

Interoffice Memorandum City of New Smyrna Beach

To: Planning and Zoning Board Members
From: Gail Henrikson, AICP, Planning Manager
Subject: ECO MAP
Date: November 24, 2010

In October and November 2010, the Planning and Zoning Board discussed the ECO map and associated smart growth tools. At the November 1st Planning and Zoning Board meeting, the consensus of the Board was that additional information was required about the ECO map – specifically, its purpose and what it meant for the City. Staff has compiled additional information, which is discussed in further detail, below.

VCARD started developing smart growth initiatives in approximately 2003 at the invitation of the Volusia County Council. At that time, it was predicted that in 25 years, the State of Florida was expected to add approximately 50 million residents to its population. In Volusia County, the population was anticipated to grow to over 650,000 residents by the year 2020. Looking at where the County was headed under current development regulations, the smart growth committee determined that changes were needed in order to preserve open space and concentrate development outside of environmentally-sensitive areas.

The purpose of the ECO map is to conserve environmentally sensitive lands and ensure that they remain “density neutral”. Smart growth encourages infill development and redevelopment within older core areas. In 2007, the City of New Smyrna Beach adopted Resolution 17-07 to conserve Map A/ECO Map lands using smart growth tools. In 2008, Kelli McGee, Volusia County Planning and Development Services Director spoke to the Planning and Zoning Board regarding this issue (see attached memo and powerpoint). A second presentation was given before the Planning and Zoning Board in December 2009.

In conjunction with the County’s adoption of the ECO map, the Volusia Smart Growth Implementation Committee met from August 2004 to August 2005 to define, adopt and implement smart growth principles within Volusia County. The Implementation Report prepared by this committee was included in the materials given to the Board in the November 1, 2010 agenda package.

ECO MAP
NOVEMBER 24, 2010

The City may decide what methods it wants to use to conserve the ECO lands identified within its limits. These may include requiring housing in subdivisions on ECO lands to be clustered together on smaller lots, in order to preserve open space. It may include establishment of a Transfer of Development Rights program, which would allow owners of ECO lands to sell or transfer their density to property owners in target receiving areas. The transfer would allow the buyers to increase density on their properties. Information on these types of programs was also included in the November 1st agenda package.

Proposed City Incentives Package

December 7, 2010

- Tier 1a: Incentives available for any business expansion or business relocation in any area of the City:
 - Suspension of the Police Impact Fee for the calendar year 2011
 - Suspension of the Fire Impact Fee for the calendar year 2011
- Tier 1b: Additional incentives available for any business expansion or business relocation in the Community Redevelopment Agency (CRA) district
 - The CRA district is designated as a Brownfields District. Projects in the CRA district qualify for Brownfields Program Benefits, administered by Enterprise Florida (please see the attached pages), including:
 - Bonus refund for job creation – \$2,000 per job
 - Loan guarantees for primary lenders: up to 50% on all sites, and up to 75% for affordable housing projects
 - Sales tax credits on building materials for affordable housing
 - Additional incentives for sites with a Brownfield Site Rehabilitation Agreement
 - CRA grants:
 - Up to \$10,000 for a \$20,000 or more project cost for exterior property improvements including building facades, landscaping, signage, and parking lots;
 - Up to \$10,000 for a \$20,000 or more project cost for interior building improvements needed to bring a building into compliance with building codes;
 - (Note: the CRA will be asked to discuss the waving of parking leases for the calendar year 2011)
 - In certain areas of the CRA there is a special district for a waiver of 50% of the parking requirements.
- Tier 2: Additional incentives available for qualified business expansion or business relocation in any area of the City:
 - All of the applicable programs from Enterprise Florida and programs through the Volusia County Department of Economic Development (please see the attached pages)

The **Brownfield Redevelopment Bonus Refund** is available to encourage redevelopment and job creation within designated brownfield areas. A pre-approved applicant may receive a tax refund equal to 20 percent of the average annual wage of the new jobs created in a designated brownfield area up to a maximum of \$2,500 per new job created. Refunds are based upon taxes paid by the business, including corporate income, sales, ad valorem, intangible personal property, insurance premium, and certain other taxes. No more than 25 percent of the total refund approved may be paid in any single fiscal year.

The Brownfield Redevelopment Bonus may be awarded in addition to the Qualified Target Industry (QTI) Tax Refund provided under s. 288.106, Florida Statutes. (Please refer to the QTI Tax Refund information sheet for additional information.)

Key Definitions

“Brownfield sites” means real property, the expansion, redevelopment, or reuse of which may be complicated by actual or perceived environmental contamination.

“Brownfield area” means a contiguous area of one or more brownfield sites, some of which may not be contaminated, and which has been designated by a local government by resolution. Such areas may include all or portions of community redevelopment areas, enterprise zones, empowerment zones, other such designated economically deprived communities and areas, and Environmental-Protection-Agency-designated brownfield pilot projects.

Eligibility

To qualify, an applicant must locate within a brownfield area and:

- Be certified as QTI business as defined in Section 288.106, F.S., **or**
- Be a business that can demonstrate a fixed capital investment of at least \$2 million in mixed-use business activities, including multiunit housing, commercial, retail, and industrial in brownfield areas, or at least \$500,000 in brownfield areas that do not require site clean up, and which provides benefits to its employees;
- Create at least 10 new permanent Florida full-time jobs with benefits (including health insurance at a minimum), excluding construction and site remediation jobs;
- Show that the project will diversify and strengthen the economy of the area surrounding the site;
- Show that the project will promote capital investment in the area beyond that contemplated for the rehabilitation of the site;
- Provide a resolution from the city or county commission recommending the applicant for the incentive and, at the option of the city or county, committing the community to provide a local match equaling 20 percent of the tax refund. If a community elects to be exempt from the local match requirement, the applicant is only eligible for 80 percent of the refund for which they would otherwise qualify. The local match exemption must be requested in a resolution of the local governing authority; and
- Either execute a Brownfield Site Rehabilitation Agreement (BSRA) with the Department of Environmental Protection or demonstrate as many of the following elements as possible:
 - Significant remediation or redevelopment of a site outside the formal BSRA framework and certification (via separate letter) that knowledge of the state brownfield program and benefits played a significant role in the decision to proceed with that remediation or redevelopment.
 - Documented discussion of the availability of the Brownfield Redevelopment Bonus incentive among project contacts and state and local economic development officials prior to proceeding with the project.
 - Submission of a Brownfield Redevelopment Bonus application prior to making a relocation or expansion decision.
 - Adoption of the Brownfield Redevelopment Bonus local support resolution before the commencement of operations of the project business.



Application Process

- In order to participate, a company must apply to Enterprise Florida, Inc. (EFI). EFI staff will shepherd businesses and communities through the entire application process, ensuring that the company and community understand what is required for a complete, effective application.
- EFI reports its evaluation of the application and recommendation to the Director of the Office of Tourism, Trade, and Economic Development (OTTED) who makes the final decision on the project.

Approval Process

- OTTED's approval or disapproval of the application is in the form of a certification letter.
- If the application is approved, the certification letter will indicate the amount and schedule of tax refunds approved, as well as the number of jobs and average wage rate for the project jobs as stated in the application.
- Once the Brownfield Redevelopment Bonus application is approved, the business will begin working directly with OTTED to finalize the tax refund agreement. Within 120 days of issuance of the certification letter, the eligible business and the Director of OTTED must sign a written tax refund agreement.

Refund Process

- The business submits a claim to OTTED each year for the scheduled tax refund.
- If all the terms of the tax refund agreement are met, OTTED pays the refund.

Statutory Reference: Section 288.107, Florida Statutes



For additional information, please contact:
Enterprise Florida, Inc.
800 North Magnolia Avenue • Suite 1100 • Orlando, Florida 32803
407.956.5600



[Home](#) > [Why Florida](#) > [Financial Advantages](#) > Incentives

INCENTIVES

Florida offers bottom-line advantages for long term profitability for all types of businesses, from corporate headquarters to manufacturing plants to service firms. Florida offers incentives for:

[Targeted Industries](#) [Workforce Training](#) [Infrastructure](#) [Special Opportunities](#) [New 2010](#)

TARGETED INDUSTRY INCENTIVES:

Qualified Target Industry Tax Refund (QTI)

The Qualified Target Industry Tax Refund incentive is available for companies that create high wage jobs in targeted high value-added industries. This incentive includes refunds on corporate income, sales, ad valorem, intangible personal property, insurance premium, and certain other taxes. Pre-approved applicants who create jobs in Florida receive tax refunds of \$3,000 per net new Florida full-time equivalent job created; \$6,000 in an Enterprise Zone or Rural Community (county). For businesses paying 150 percent of the average annual wage, add \$1,000 per job; for businesses paying 200 percent of the average annual salary, add \$2,000 per job; businesses falling within a designated high impact sector or increasing exports of its goods through a seaport or airport in the state by at least 10 percent in value or tonnage in each year of receiving a QTI refund, add \$2,000 per job; projects locating in a designated Brownfield area (Brownfield Bonus) can add \$2,500 per job. The local community where the company locates contributes 20 percent of the total tax refund. There is a cap of \$5 million per single qualified applicant in all years, and no more than 25 percent of the total refund approved may be taken in any single fiscal year. New or expanding businesses in selected targeted industries or corporate headquarters are eligible.

Qualified Defense and Space Contractor Tax Refund (QDSC) Florida is committed to preserving and growing its high technology employment base by giving Florida defense, homeland security, and space business contractors a competitive edge in consolidating contracts or subcontracts, acquiring new contracts, or converting contracts to commercial production. Pre-approved applicants creating or retaining jobs in Florida may receive tax refunds of \$3,000 per net new Florida full-time equivalent job created or retained; \$6,000 in an Enterprise Zone or rural county. For businesses paying 150 percent of the average annual wage, add \$1,000 per job; for businesses paying 200 percent of the average annual salary, add \$2,000 per job.

Capital Investment Tax Credit (CITC)

The Capital Investment Tax Credit is used to attract and grow capital-intensive industries in Florida. It is an annual credit, provided for up to twenty years, against the corporate income tax. Eligible projects are those in designated high-impact portions of the following sectors: clean energy, biomedical technology, financial services, information technology, silicon technology, transportation equipment manufacturing, or be a corporate headquarters facility. Projects must also create a minimum of 100 jobs and invest at least \$25 million in eligible capital costs. Eligible capital costs include all expenses incurred in the acquisition, construction, installation, and equipping of a project from the beginning of construction to the commencement of operations. The level of investment and the project's Florida corporate income tax liability for the 20 years following commencement of operations determines the amount of the annual credit.

High Impact Performance Incentive Grant (HIPI)

The High Impact Performance Incentive is a negotiated grant used to attract and grow major high impact facilities in Florida. Grants are provided to pre-approved applicants in certain high-impact sectors designated by the Governor's Office of Tourism, Trade and Economic Development (OTTED). In order to participate in the program, the project must: operate within designated high-impact portions of the following sectors— clean energy, corporate headquarters, financial services, life sciences, semiconductors, and transportation equipment manufacturing; create at least 50 new full-time equivalent jobs (if a R&D facility, create at least 25 new full-time equivalent jobs) in Florida in a three-year period; and make a cumulative investment in the state of at least \$50 million (if a R&D facility, make a cumulative investment of at least \$25 million) in a three-year period. Once recommended by Enterprise Florida, Inc. (EFI) and approved by OTTED, the high impact business is awarded 50 percent of the eligible grant upon commencement of operations and the balance of the awarded grant once full employment and capital investment goals are met.

WORKFORCE TRAINING INCENTIVES:**Quick Response Training Program (QRT)**

Quick Response Training (QRT) - an employer-driven training program designed to assist new value-added businesses and provide existing Florida businesses the necessary training for expansion. A state educational facility - community college, area technical center, school district or university - is available to assist with application and program development or delivery. The educational facility will also serve as fiscal agent for the project. The company may use in-house training, outside vendor training programs or the local educational entity to provide training. Reimbursable training expenses include: instructors'/trainers' wages, curriculum development, and textbooks/manuals. This program is customized, flexible, and responsive to individual company needs. To learn more about the QRT program, visit [Workforce Florida](#).

Incumbent Worker Training Program (IWT)

Incumbent Worker Training (IWT) - a program that provides training to currently employed workers to keep Florida's workforce competitive in a global economy and to retain existing businesses. The program is available to all Florida businesses that have been in operation for at least one year prior to application and require skills upgrade training for existing employees. Priority is given to businesses in targeted industries, Enterprise Zones, HUB Zones, Inner City Distressed areas, Rural Counties and areas, and Brownfield areas. For additional information on the IWT program, visit [Workforce Florida](#).

INFRASTRUCTURE INCENTIVE:**Economic Development Transportation Fund**

The Economic Development Transportation Fund, commonly referred to as the "Road Fund," is an incentive tool designed to alleviate transportation problems that adversely impact a specific company's location or expansion decision. The award amount is based on the number of new and retained jobs and the eligible transportation project costs, up to \$3 million. The award is made to the local government on behalf of a specific business for public transportation improvements.

SPECIAL OPPORTUNITY INCENTIVES:

Rural Incentives: Florida encourages growth throughout the state by offering increased incentive awards and lower wage qualification thresholds in its [rural counties](#). Additionally, a Rural Community Development Revolving Loan Fund and Rural Infrastructure Fund exist to meet the special needs that businesses encounter in rural counties.

Urban Incentives: Florida offers increased incentive awards and lower wage qualification thresholds for businesses locating in many [urban core/inner city areas](#) that are experiencing conditions affecting the economic viability of the community and hampering the self-sufficiency of the residents.

Enterprise Zone Incentives: Florida offers an assortment of tax incentives to businesses that choose to create employment within an [enterprise zone](#), which is a specific geographic area targeted for economic revitalization. These include a sales and use tax credit, tax refund for business machinery and equipment used in an enterprise zone, sales tax refund for building materials used in an Enterprise Zone, and a sales tax exemption for electrical energy used in an enterprise zone.

Brownfield Incentives: Florida offers incentives to businesses that locate in [brownfield sites](#), which are underutilized industrial or commercial sites due to actual or perceived environmental contamination. The Brownfield Redevelopment Bonus Refund is available to encourage Brownfield redevelopment and job creation. Approved applicants receive tax refunds of up to \$2,500 for each job created.

NEW 2010 INCENTIVES:**Jobs for the Unemployed Tax Credit Program (JUTC)**

The Jobs for the Unemployed Tax Credit Program provides incentives to businesses throughout Florida to hire qualified employees who were previously unemployed. The program is available to all businesses that are identified as a "target industry". The business may receive a tax credit of \$1,000 for every employee hired as of July 1, 2010. The business may claim only new hires that were previously unemployed for a minimum of 30 days, and that remain employed after a 12-month period at an average of 36 hours per week. This program will run until June 30, 2012 with a limit of \$10 million available for tax credits. [Learn more](#)

Local Government Distressed Area Matching Grant Program (LDMG)

The Local Government Distressed Area Matching Grant Program stimulates investment in Florida's economy by assisting Local Governments in attracting and retaining targeted businesses. Applications are accepted from local governments/municipalities that plan on offering financial assistance to a specific business in the area. These targeted businesses are required to

create at least 15 full-time jobs and the project must either be new to Florida; expanding operations in Florida; or leaving Florida unless it receives local and state government assistance. The amount awarded by the State of Florida will equal \$50,000 or 50% of the local government's assistance amount, whichever is less, and be provided following the commitment and payment of that assistance. [Learn more](#)

Manufacturing and Spaceport Investment Incentive Program (MSII)

The Manufacturing and Spaceport Investment Incentive Program encourages capital investment and job creation in manufacturing and spaceport activities in Florida. Applications are accepted by eligible businesses from July 1, 2010 to June 30, 2012. A tax refund up to \$50,000 will be given on the State Sales and Use Tax paid for eligible equipment purchases. Purchase cost must exceed a business' total expenditures on eligible equipment purchased and placed into service in this state during the 2008 tax year. [Learn more](#)

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Department of Economic Development

RELOCATING your business to Volusia County

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business assistance

Volusia County offers many vehicles for assisting our existing businesses, or businesses new to our area. Our business assistance specialist is located in our offices at the Daytona Beach International Airport in Daytona Beach. This section of our web site will introduce you to many of our business assistance programs, including:

- **Procurement Technical Assistance** provides electronic links to a wide variety of federal, state, and local government contacts for business decision makers who want to learn more about selling their products or services to the government. [Click here to learn more.](#)
- **Partners in Applied Research/Matching Grant Program.** The Florida High Tech Corridor Council provides matching grants to companies interested in pursuing innovative research for product or technology development. [Click here to learn more](#)
- **Space Alliance Technology Outreach Program (SATOP,)** which assists small businesses with technological and process challenges. [Click here to learn more.](#)
- **International "Gold Key" matching grant assistance.** Our Gold Key program has been created to encourage increased sales and exports of locally produced goods and services. Matching grant funds are available for qualifying companies. [Click here to learn more.](#)
- **Disadvantaged Business Enterprise assistance,** also known as the DBE program for women and minority-owned businesses. DBE information on this site includes information on registering to do business with Volusia County and opportunities to register for DBE certification. [Click here to learn more.](#)
- **Small Business Innovative Research Grant Assistance (SBIR)** provides matching funds to support the drafting of qualifying research grants to federal agencies. [Click here to learn more.](#)
- **Small Business Technology Transfer Program (STTR)** expands funding opportunities in the federal innovation research and development arena. [Click here to learn more.](#)
- **Performance Based Employment Incentives (PEI)**
Based upon prescribed performance guidelines, Volusia County provides employment incentives to companies creating new to Volusia County jobs. Incentives, ranging from \$1,000 to \$5,000 per new worker, can be acquired for those companies qualifying within the County's targeted industry sectors with wages in excess of 115 percent of the County's average annual wage. Please contact Phil Ehlinger at: pehlinger@co.volusia.fl.us for more information.



International "Gold Key" matching grant assistance



Partners in Applied Research/ Matching Grant Program

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