



**CITY OF NEW SMYRNA BEACH
ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING AGENDA
WEDNESDAY, MARCH 16, 2011 – 6:00 PM
CITY COMMISSION CHAMBERS
210 SAMS AVE., NEW SMYRNA BEACH, FLORIDA**

1. CALL TO ORDER

2. ROLL CALL

3. CONSENT AGENDA – Approval of Regular EDAB Meeting February 16, 2011

4. PRESENTATION

None

5. OLD BUSINESS

None

6. NEW BUSINESS

- A. Review of the potential for development on SR 44, Airport and FEC
- B. Discussion on Riverside Park ownership
- C. Discussion on New CRA Area

7. BOARD MEMBER COMMENTS

8. REPORTS AND COMMUNICATIONS

- A. Director's Report
- B. Volusia County Council to commission tourism marketing study

9. FUTURE AGENDA ITEMS

- A. Joint Meeting with City Commission (May 10th)
- B. Invite CEO of Team Volusia to speak at EDAB meeting (June)
- C. Discussion of City properties available for economic development (June)

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
FEBRUARY 16, 2011
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
Arlen Stauffer
Paul Mayer
Bill Hall (Ex Officio)

Also present were City Manager Pam Brangaccio; CRA Director Tony Otte; CRA Administrative Assistant Claudia Soulie; members of City staff and the public. Board Member Randy McHenry was excused absent.

APPROVAL OF MINUTES – Regular EDAB Meeting January 19, 2011

Mr. Mayer made the motion to approve the January 19, 2011 EDAB minutes as written; seconded by Ms. Carlton. Motion carried unanimously on roll call vote.

1. PRESENTATION

a. City Website Report by Joe Mikos

Mr. Otte stated that Mr. Jack Holcomb had volunteered his website consultant, Joe Mikos, to perform an analysis of the City's website. Mr. Mikos elaborated on the steps he took to evaluate the City's website and stated that the City had a good website with about 18,000 visitors per month of which 75% were unique hits. Mr. Mikos continued with the recommendation that the City needed to define its goals and objectives; define what they want to market and in order to do that, the City's website should have:

1. Property Title – header and welcome text
2. Consistent header with newsletter sign up box
3. Audience based navigation; Calls to action buttons; move buttons for high access pages
4. Added components that invite the visitor to learn more about New Smyrna Beach
5. Visual cues for visitors to click on

Mr. Mikos felt that these recommended changes would make the website more effective and easier to navigate to find pertinent information.

ECONOMIC DEVELOPMENT ADVISORY BOARD
FEBRUARY 16, 2011 MINUTES

49 Mr. Mikos thanked the EDAB for their time and asked if there were any questions. Mr.
50 Holcomb commented that changing the website was an example of “low hanging fruit” that the
51 EDAB could act upon immediately. City Manager Brangaccio stated that staff had begun the
52 process of contacting the company that designed the website to move forward with this item.

53
54 The EDAB felt that Mr. Mikos had done an excellent job and thanked him and Mr. Holcomb for
55 their time and efforts.

56
57 b. Daytona State College Class Project - Business Plan to operate/market the Sports
58 Complex

59
60 Mr. Otte informed the EDAB that Mr. Jack Holcomb had asked Mr. Lee G. Kenyon, Daytona
61 State College Marketing/Business professor to assign, as a Class Project, the creation of a
62 business plan for a not-for-profit group to operate the Sports Complex, and market the facility
63 for special events. Mr. Otte continued that Professor Kenyon and a few of his students were
64 present to give a summary of the marketing efforts.

65
66 Professor Kenyon stated that the Business plan had been developed by the students in the
67 Bachelor of Applied Science in Supervision and Management Program at the Daytona State
68 College. This report would assist the proposed not-for-profit organization Southeast Volusia
69 Youth Sports located in New Smyrna Beach. This organization is dedicated to ensuring that
70 youth sports programs continue to be available for area children. Professor Kenyon introduced
71 his students who gave a brief summary of the report, which included the following
72 components:

- 73
74 1. Market Analysis
75 2. Company Description
76 3. Marketing and Sales Strategies
77 4. Services Provided
78 5. Operations
79 6. Management and Ownership
80 7. Funds required and their uses
81 8. Financial Data

82
83 Mr. Holcomb stated that it was very important to start utilizing New Smyrna’s resources that
84 have not been tapped into and to combine them with the current ones for maximum impact.
85 Mr. Holcomb continued that youth sport events are large revenue generators and that the City
86 needed to capitalize on this. Mr. Holcomb presented a video from a local college that has a
87 hands-on Agriculture Department and recommended that New Smyrna’s Agriculture
88 Department should team up with the proposed not-for-profit organization.

89
90 The EDAB thanked Professor Kenyon and his students for a very informative presentation and
91 a brief discussion ensued about the current fixed costs to run the Sports Complex as well as the
92 necessary steps to get the proposed program implemented, starting with talking to local sport
93 leagues and key personnel of already successful programs.

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2. OLD BUSINESS

A. Goals for 2011

During their January 19, 2011 meeting the EDAB defined their top 5 objectives for 2011 and asked staff to review their current status and propose action steps to get them implemented.

Ms. Brangaccio had comprised a memorandum that listed the objectives and action steps as follows:

1. Support Canal Street revitalization, through development of a hotel property (Priority expressed for the Brannon Center property)

- City Attorney to provide legal opinion on ownership of Brannon Center site

2. The revitalization of US 1, and the development of the FEC property (explore all options including new CRAs for these two areas)

- Meetings have been scheduled and discussions have begun with Volusia County and FEC representatives.

3. Hospital District

- The new Bert Fish CEO has been invited to attend an EDAB meeting to discuss the hospital’s future plans. It is anticipated that dialogue will begin on future partnership items.

4. City Airport

- Finalization of list of existing vacant properties and commercial buildings for posting on the City’s and Team Volusia’s website

5. Sports Complex

- Presentation by DSC students of an overview for option for the maintenance, management and marketing of the complex; City Commission to review FY 2011-12 budget for the Sports Complex

Ms. Brangaccio commented that the City Commission will hold a planning session on March 9, 2011 to discuss neighborhood strategies.

B. Review of Proposed sewer project on SR 44 from S. Wild Orange Dr to S. Glencoe Rd.

Mr. Otte stated that at several previous meetings the subject of the need for centralized sewer service on the south side of SR 44 had been mentioned. Mr. Otte continued that this new service would be needed to serve a proposed location for “ABC Fine Wine and Spirits” as well as adjacent properties.

ECONOMIC DEVELOPMENT ADVISORY BOARD
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141 Mr. Otte stated that City staff had received an estimated cost of \$498,397.25 to construct an
142 extension of the municipal sanitary sewer system to serve the area on the south side of SR 44
143 from just west of Wild Orange Dr to just east of Glencoe Rd.

144
145 Mr. Otte continued that Staff was in the process of identifying options for obtaining the
146 financing for this project and that one option would be to allocate the cost and assess the
147 property owners who benefit from the improvement.

148
149 Ms. Brangaccio stated that this sewer assessment was only Phase I and commented on steps
150 staff was going to take, which include sending out notices to property owners; a formal survey
151 and a resolution by the City Commission indicating an intend to assess.

152
153 Staff was requesting that the EDAB determine if it wants to make a recommendation to the
154 City Commission on this matter.

155
156 A brief discussion ensued about the need for proper infrastructure in areas with high
157 development potential. The EDAB concurred with staff's recommendation.

158

159

160 **3. NEW BUSINESS**

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162 None

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164 **4. BOARD MEMBER COMMENTS**

165

166 Mr. Stauffer stated that he was very encouraged by the Youth Sports project and was hopeful
167 that it will keep moving forward. He also commented that the City just needed to stay on the path
168 it was on to beautify the Hospital District.

169

170 Ms. Carlton commented that she would like to see the changes on the website implemented as
171 soon as possible. She felt that, while the content had improved, the site was somewhat hard to
172 navigate. Ms. Carlton continued that she was happy to hear about the progress with the utilities
173 on SR 44 and that the Sports Complex project would be a great venture.

174

175 Mr. Holcomb inquired if the Community Redevelopment Agency would have monies available
176 to implement the changes to the website. Mr. Otte stated that there is promotional money
177 available and that the CRA could probably assist with at least part of the cost. Ms. Brangaccio
178 stated that staff would bring back website progress reports to keep the EDAB updated.

179

180 Mr. Mayer stated that he wanted to endorse the action items that the City Manager presented
181 today.

182

183 Mayor Barringer informed the EDAB about a recent trip he had taken to Washington DC with a
184 delegation of City Managers and Commissioners from across Florida. He stated that it appeared
185 almost every city was facing the same issues pertaining to economic development and the

186 creation of jobs. Mayor Barringer felt that the private sector actually created the jobs; that
187 public/private partnerships needed to be formed and that the City of New Smyrna Beach was on
188 the leading edge of this effort. Mayor Barringer thanked the EDAB and staff for all their efforts.

189
190 Mayor Barringer recognized his fellow Commissioners Reiker and Grasty and thanked them for
191 attending today's EDAB meeting.

192
193 **5. REPORTS AND COMMUNICATIONS**

194
195 a. Director's Report

196
197 Mr. Otte commented that the County's Department of Economic Development and Team
198 Volusia are each providing staff with a weekly list of prospects and what staff was doing in
199 regards to these partnership efforts.

200
201 Mr. Otte continued that there had been discussion about the need to develop CRA Programs that
202 assisted new and existing businesses thus aiding the economic development. Mr. Otte stated that
203 there are two approaches to this topic:

- 204
205 1. Advertise that funding is available and seek applications with general guidance as
206 to the types of projects to be accepted, anticipated funding amounts per project,
207 and a deadline for the submission of applications; or
208
209 2. Develop one or more specific programs, with specific guidelines similar to the
210 format used for the existing CRA programs.

211
212 Mr. Otte stated that the CRA was holding a special workshop on February 21, 2011 to discuss a
213 draft program.

214
215 Mr. Otte informed the EDAB that March 7, 2011 will be the submittal deadline for the Request
216 for Proposal (RFP) for 160 N. Causeway; that the City Commission had reviewed a draft RFP
217 for 103 Faulkner Street and that this was one of the strategies of the City Commission to
218 encourage and incentivize development.

219
220 **ADJOURNMENT:**

221
222 There being no further business, the meeting was adjourned at 7:49 p.m.

NEW BUSINESS

EDAB AGENDA ITEM SUMMARY

Department Making Request: EDAB Staff

Meeting Date: March 16, 2011

Action Item Title: Review of Properties Available for Development, and Existing Building available for sale or lease

Agenda Section: Consent_____ Public Hearing_____ Special Items__x__

Summary Explanation and Background

Every week both the Volusia County Department of Economic Development and Team Volusia distribute a list of companies interested in opening a new business location (the prospect lists). These leads can come from a variety of sources, including Enterprise Florida. The companies listed are often conducting a broad search that may involve a number of states.

In order to respond to these requests, and to assist in marketing properties, helping businesses grow, and recruiting businesses, staff is building an inventory of properties throughout the City. The inventory includes vacant buildings for sale or lease as well as vacant properties suitable for development. In addition to responding to the prospect lists, staff wishes to add these sites to the County's economic development website as properties become available. Available properties will also be added to the Team Volusia website once it is established. After the properties are on both websites, the information must be managed to ensure that it is up to date.

When a site is being offered for sale or lease, a key factor in assessing the readiness of the site for development is the availability of water and sewer service. Generally speaking, in the commercial and industrial areas of the City, water service is usually readily available. However, due to the patterns of growth in the past, sewer service is not always available. Utilities Commission staff has supplied several maps that indicate the availability of sewer service in the commercial and industrial areas of the City.

Staff wishes to report on the development of the property inventory with particular focus on the State Road 44 corridor, and airport-area properties.

Inventory of Available Properties

The State Road 44 Corridor – In September EDAB member Paul Mayer delivered a binder with extensive information on the properties along the SR 44 corridor. In addition, CRA staff met with Randy Walter to review the availability of water and sewer in various industrial and commercial areas throughout the City. Properties that staff is aware of that are ready or nearly ready for development include:

- The Surfboard Land area, a 6 lot subdivision that at one time was planned for one or more hotels. It appears that some level of utility work and site work is needed to make this site "shovel ready" for development. The property adjacent to this subdivision on the east could be served with the utility lines that will serve the Surfboard property.
- The new Wal Mart area, with 7 out parcels and a site plan that includes another anchor store (in addition to Wal Mart);
- The area around Home Depot, which has one vacant out parcel lot.
- There is a small lot adjacent to Kentucky Fried Chicken to the west.

In addition, County Department of Economic Development staff believes that the SW quadrant of the I-95 and SR 44 interchange is a very valuable future site for a business park, which could attract the development of corporate office headquarters, light manufacturing, or warehouse/distribution center operations. This interchange is valuable in that it has a linkage via SR 44 to I-4 and to points further west, including I-75. At the present time there is not water or sewer service in this quadrant. Water service is on the North side of SR 44, but sewer service is further north.

Airport area properties - The Airport Industrial Park area is a valuable asset that should be analyzed to enable it to reach its maximum potential. Points of interest to be studied include:

- In gathering information for this discussion, staff wishes to thank Paul Mayer for all of his work
- A valuable lot will be made available when the former police and fire station is demolished at the corner of Industrial Park Rd and US 1. A specific type of development, the parameters of a development agreement including available incentives, and the marketing of the parcel need to be identified.
- The property on the north end of Airway Circle needs to be studied. A determination needs to be made regarding the feasibility of connecting Industrial Drive and Airway Circle, which could create two more lots adjacent to the taxiway and several other lots. In order to obtain funding for the infrastructure and street work needed, there may be grant money available for a major portion of the funding for the infrastructure, from FDOT or EDA. A partnership with a developer might also be considered.
- On Turnbull Bay Road to the south of the Airway Circle and Industrial Road properties are several parcels, including the bus barn, which are not served by sewer service.
- The industrial property on the South side of south St, on the North side of the airport, is served by sewer.
- The Tionia Rd industrial property and properties adjacent to the south have sewer service. Some of the industrial properties on the east side of Tionia Rd are in the county.

Recommended Action/Motion:

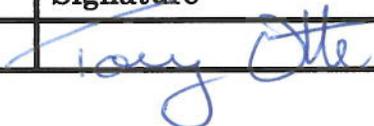
Staff requests direction from the EDAB for marketing these sites and creating additional lots at Airway Circle.

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

There is no funding required at this time. Any direction that requires more than a nominal amount of funding will be brought to a later EDAB meeting for specific authorization.

Exhibits Attached:

A map of sewer service availability.

Reviewed By:	Name	Signature
CRA Director	Tony Otte	

Commission Action

EDAB AGENDA ITEM SUMMARY

Department Making Request: EDAB Staff

Meeting Date: March 16, 2011

Action Item Title: Review of Opinion of Title for Riverside Park

Agenda Section: Consent_____ Public Hearing_____ Special Items__x__

Summary Explanation and Background

The placement of a hotel in the Canal Street area was selected as the number 1 goal for the Economic Development Advisory Board (EDAB) for 2011. One of the possible locations for a hotel in the Canal Street area is in Riverside Park, at the present site of the Brannon Center.

Mr. Frank Gummey, City Attorney, has previously advised that the matter of ownership of this property needs to be researched. Mr. Gummey has viewed maps, has checked several sources for information in this matter, and has prepared the attached memorandum. The memorandum begins with the premise that the island that became Riverside Park was titled to the State as a matter of law. The memo concludes that in order for the Park to be converted to a commercial, non-public use, an insurable leasehold or fee simple title would need to be acquired by the City. It would be necessary to obtain corrective instruments and/or a judicial decree to obtain insurable title.

Mr. Gummey also discussed this matter with a number of persons knowledgeable in the acquisition of state lands, and their best advice was to retain the services of an attorney well experienced in handling transactions with the state Board of Trustees of the Internal Improvement Trust Fund. This board is a unique institution with a long history, and with new members. There would be cost involved with no guarantee of success.

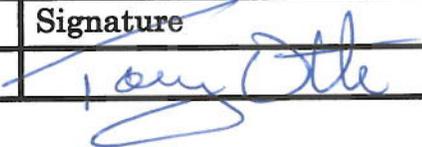
Recommended Action/Motion:

Staff requests discussion and direction on this matter.

Funding Analysis: Budgeted_____ If not budgeted, recommend funding account: x
At this time there is no funding required. However, staff will explore the cost parameters of hiring an attorney in this matter and present this information at the meeting.

Exhibits Attached:

Memorandum from the City Attorney dated February 22, 2011 entitled "Riverside Park"

Reviewed By:	Name	Signature
CRA Director	Tony Otte	

Commission Action

CITY OF NEW SMYRNA BEACH
OFFICE OF THE CITY ATTORNEY

MEMORANDUM

February 22, 2011

TO: Mayor Adam Barringer and Honorable Commissioners
FROM: Frank B. Gummey, III, City Attorney
RE: Riverside Park

The City Commission asked for my opinion on the status of the title to Riverside Park. Charlie Herbold and I went to the New Smyrna Museum of History to look at old maps of the area of the Park. Attached are photocopies of several maps which consistently depict an island in the area of the Park. Also in the lobby of City Hall is an aerial photograph from 1926 which appears to show water separating Riverside Drive from the land which is part of the Park. The recorded plat of downtown, Andrew's Property, 1895, shows the Hillsborough (now Indian) River lapping up on Front Street (now Riverside Drive) (attached). Presumably the island was subsequently attached to the upland by fill sometime after the mid 1920s.

Florida law provides that "the title to all sovereignty tidal and submerged bottom lands, including all islands...in the navigable waters, and including all coastal and intracoastal waters of the state...is vested in the Board of Trustees of the Internal Improvement Trust Fund." Section 253.12(1), F.S. (2010). Thus we start with the premise that the island which became Riverside Park was titled to the State as a matter of law. And it is a long established and well recognized principle of law that one cannot acquire by adverse possession or prescription land titled to the Trustees. *Pearce v. Cone*, 147 Fla. 165, 2 So.2d 360, 361 (Fla. 1941); *Lovey v. Escambia County*, 141 So.2d 761, 763 (1 DCA Fla. 1962).

The Division of State Lands, Department of Environmental Protection, State of Florida, maintains a website of the deeds for all state lands. It shows no deed for Riverside Park.

In 2001, the City obtained an abstract of title from Attorneys Title Insurance Fund, Inc., which searched the public records of Volusia County from 1943. No deed from the Trustees to the City was reported. I have discussed this matter with Daniel W. Cory, licensed land surveyor, who has extensive records and experience with waterfront property in New Smyrna Beach, and he said he has never seen

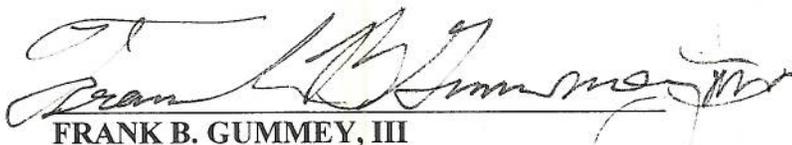
Mayor Adam Barringer and Honorable Commissioners
February 22, 2011
Page 2

a deed for the Park. Interestingly the United States acquired a leasehold interest for the duration of World War II in an eminent domain action brought against the City. The City consented to judgment. But if the City did not have title, that lawsuit did not give it title as the Trustees were not a party to the action. Thus I cannot share my predecessor's confidence that possession of the Park has resulted in title to the City (attached).

I do not know why the City has never obtained a deed for the Park. The City has openly and exclusively used the property for decades for public purposes. The Trustees have deeded for public purposes numerous waterfront properties, islands and other State lands to local governments throughout the State. The City's use of the Park is entirely consistent with conditions the state has placed on similar properties. Aside from legal technicalities, all the equities support the Park as belonging to the people of New Smyrna Beach.

The matter of converting the Park to commercial, non-public use would require insurable leasehold or fee simple title being acquired from the City. I do not believe the title is presently insurable. It would be necessary to obtain corrective instruments and/or a judicial decree to obtain insurable title. There is a question whether corrective instruments would be granted absent substantial consideration.

I have discussed this matter with people knowledgeable with the acquisition of state lands. Their best advice was to retain the services of an attorney well experienced in handling transactions with the Trustees. The Trustees are a unique institution with a great deal of obscure, unwritten history. That, combined with the member Trustees all having taken office just last month, argues for help from someone with institutional savvy. Obviously this invokes cost with no guarantee of success.

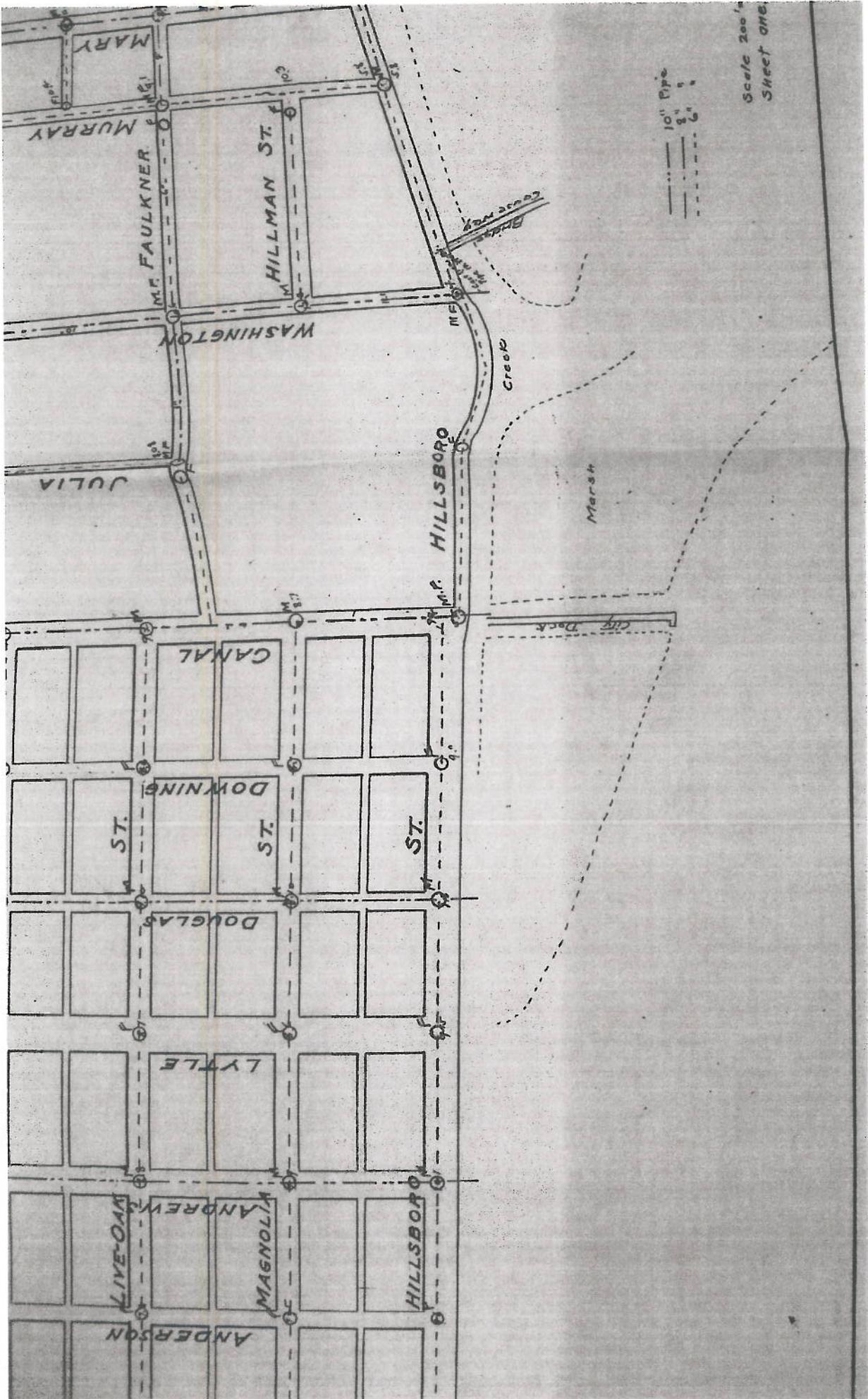


FRANK B. GUMMEY, III

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Enclosures: Maps (10)
Opinion Letter dated January 30, 1959

cc: Pam Brangaccio, City Manager
Johnny R. Bledsoe, City Clerk

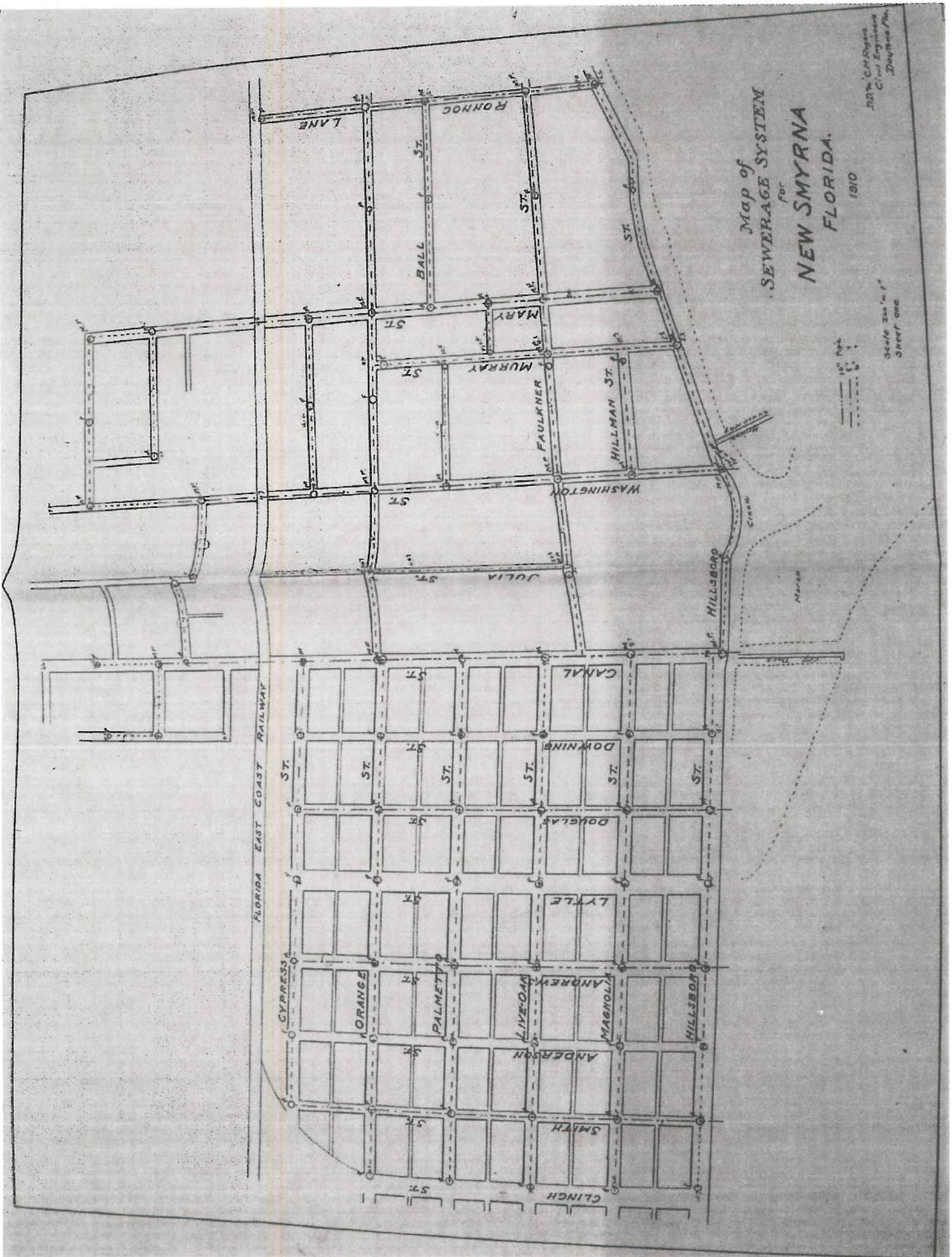
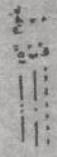


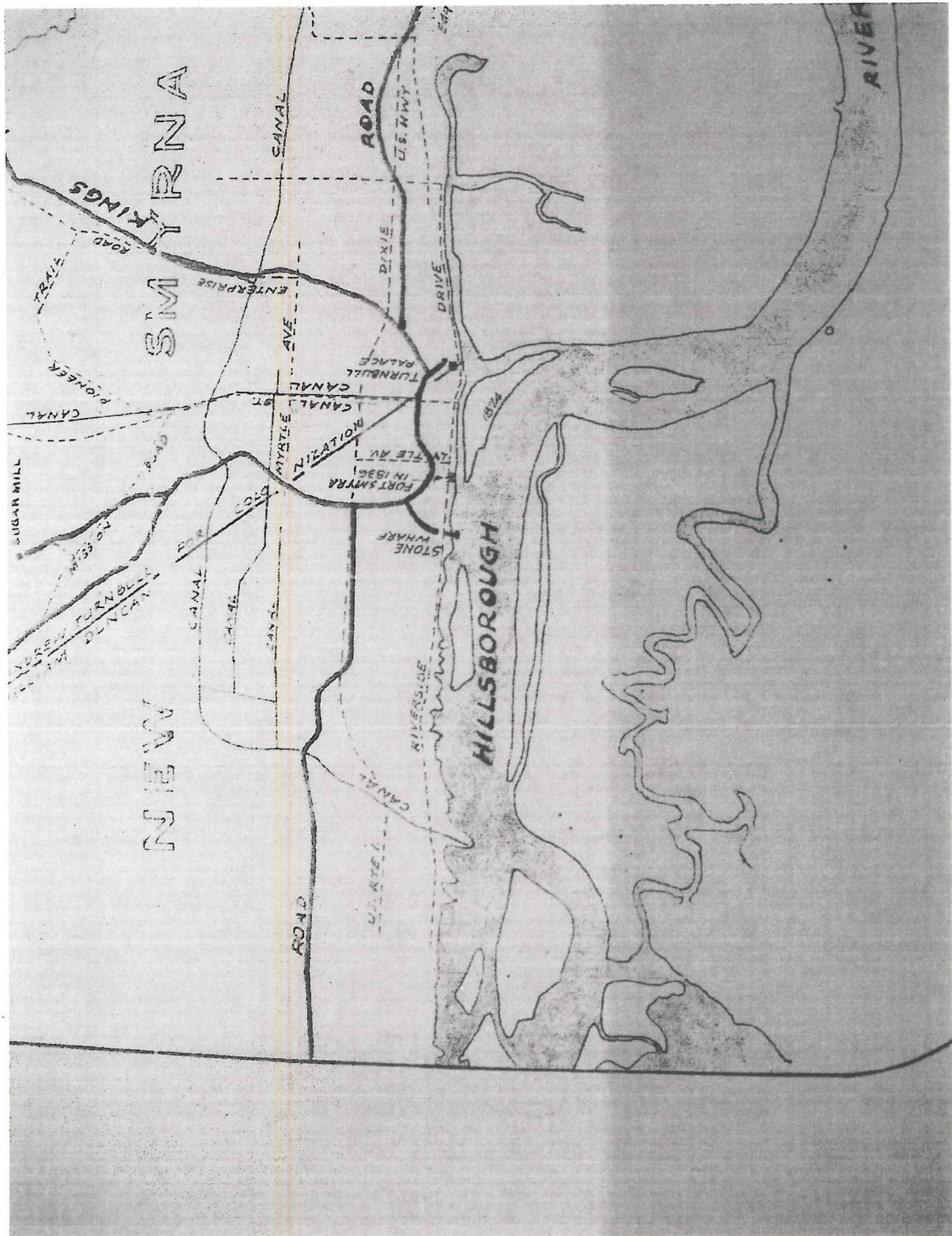
Map of
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for
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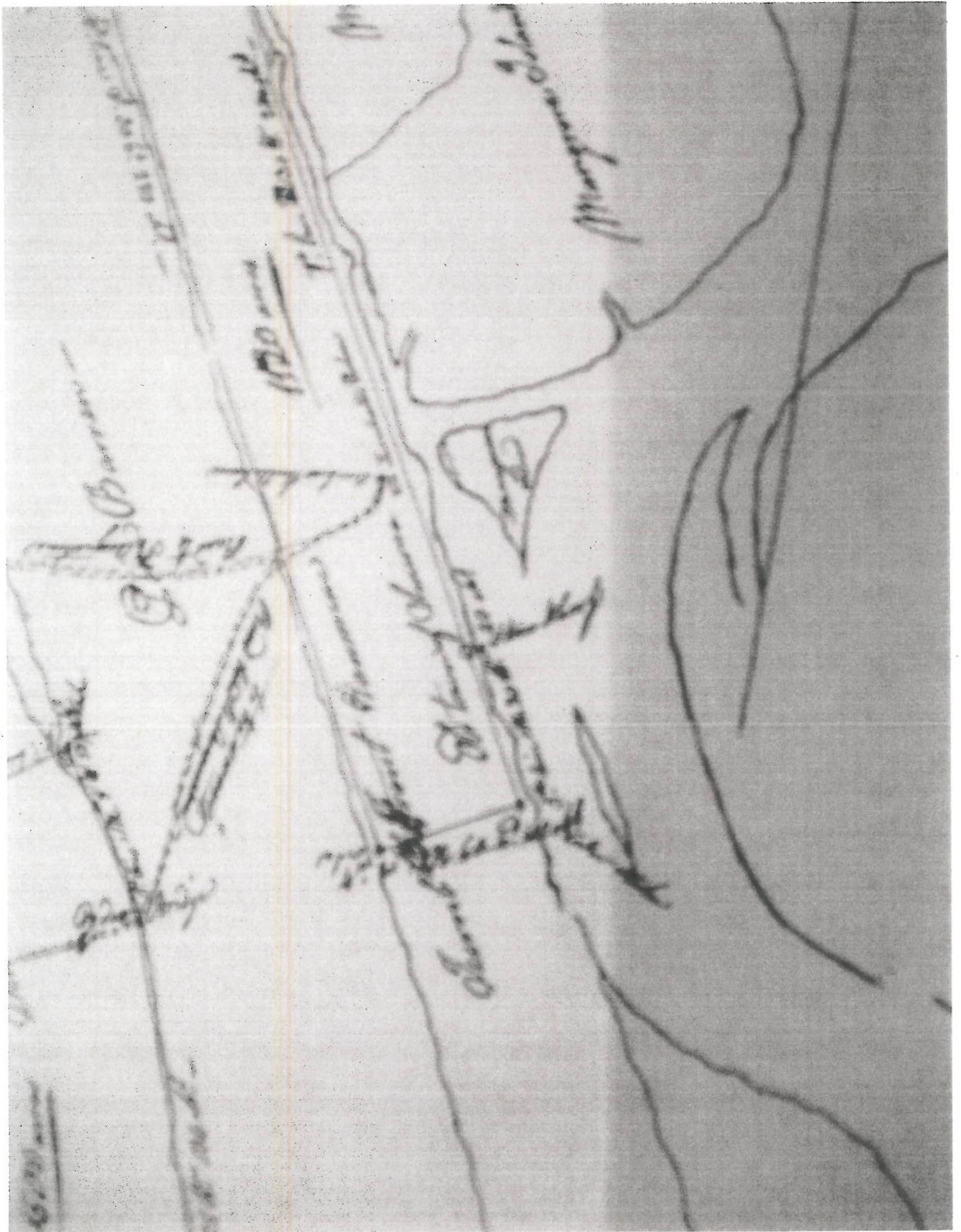
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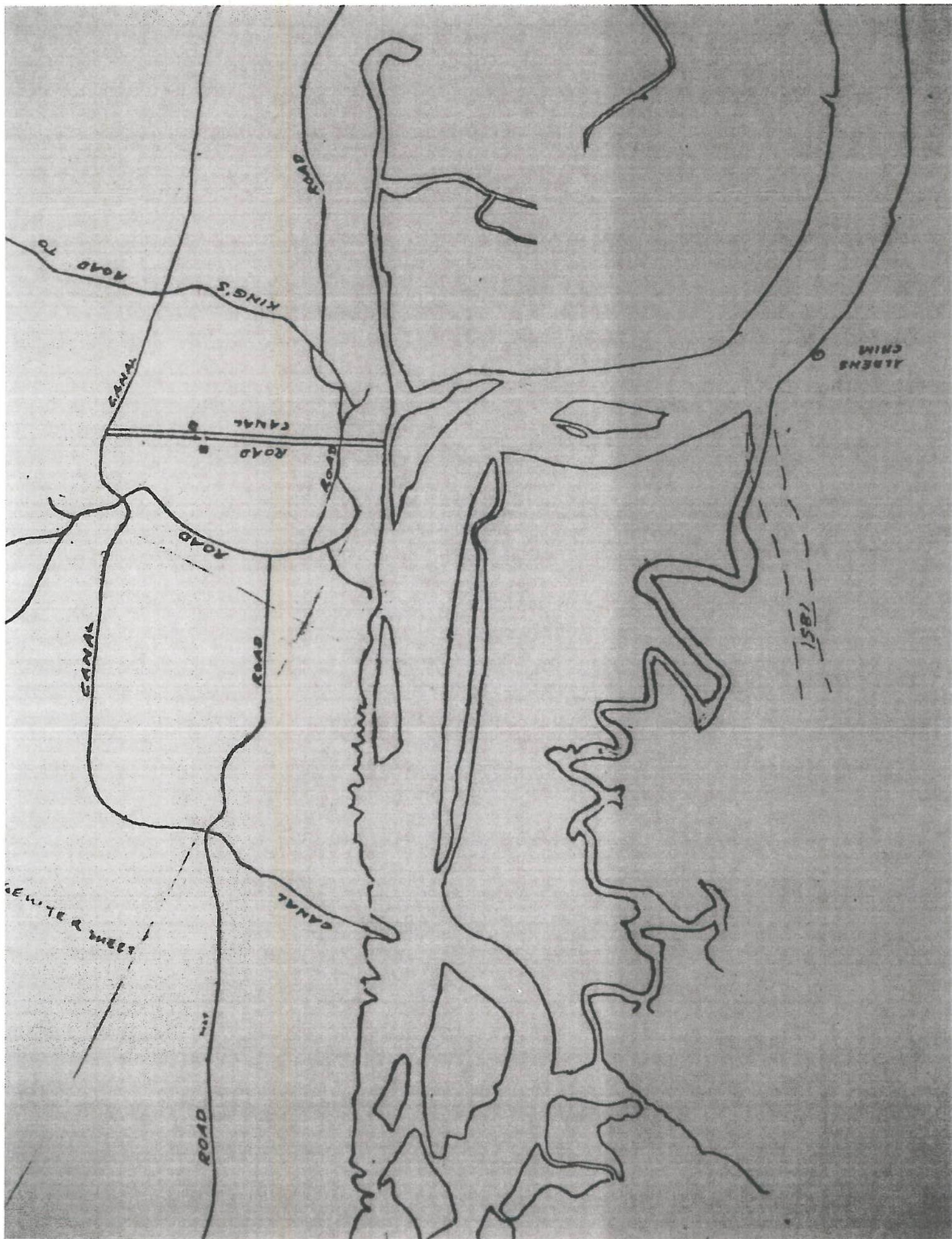
J.D. & C. Engineers
Civil Engineers
Daytona Fla.

Scale 200' = 1"
Sheet one









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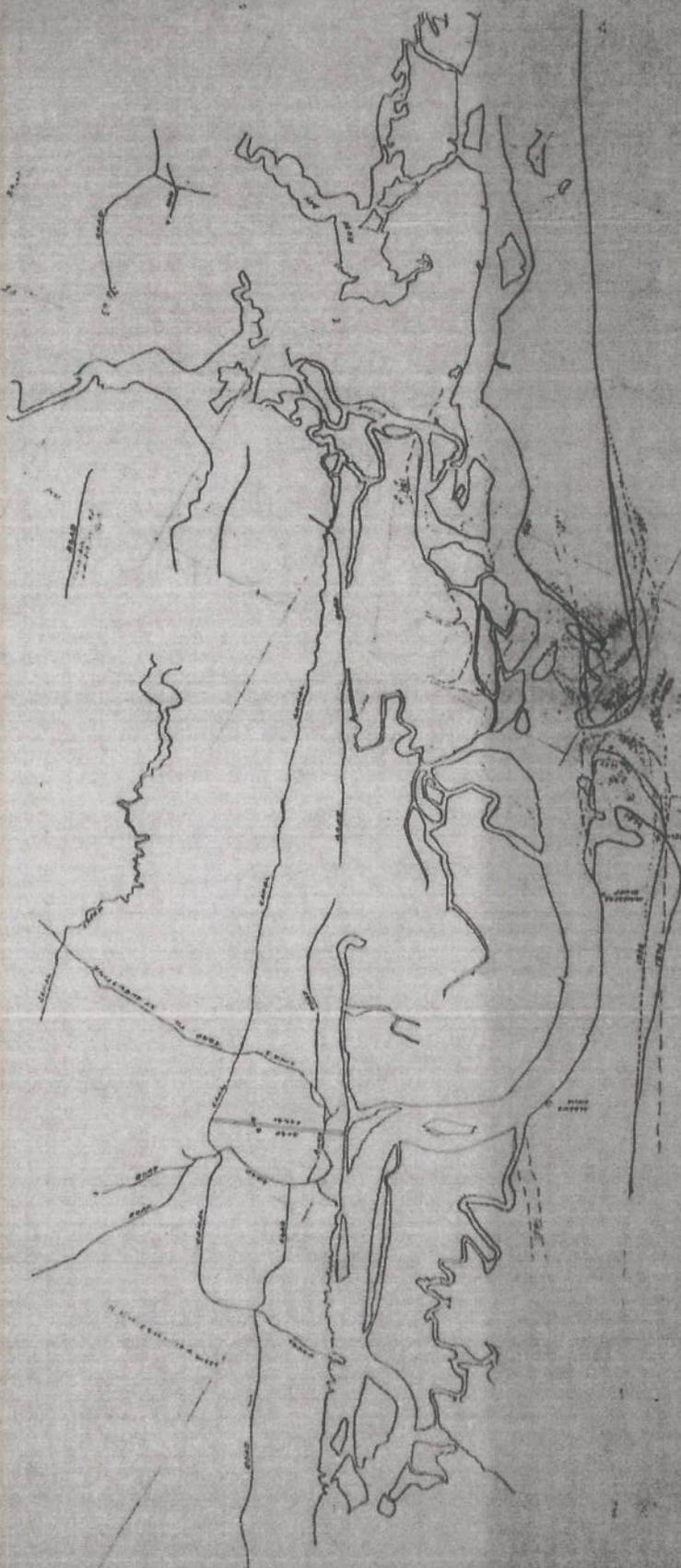
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617 Chart Area
Geographic Names - 1874
Scale 1:50,000

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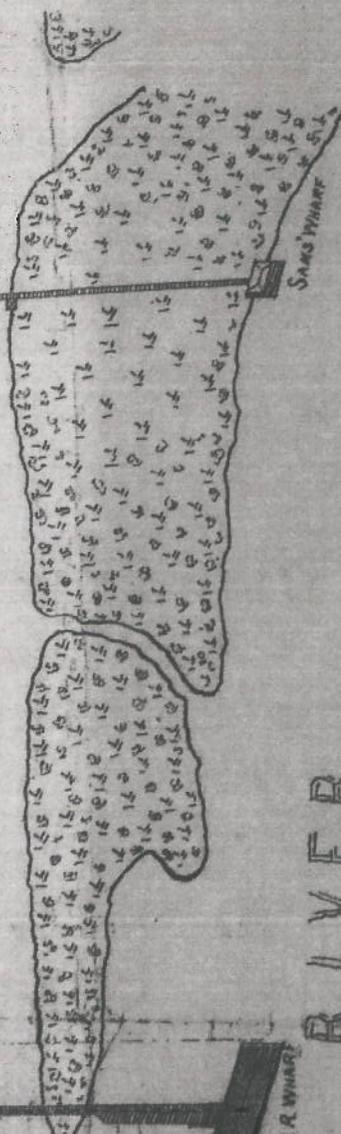
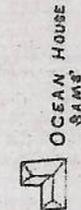
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RIVER

FRONT

OROUGH

A.R. WHARF

FOX WHARF

Map of

Eastern Division
of the

S. S. C. & A. Ry.

NEW SMYRNA

Scale 1/4" = 100'

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 2. 1/4 Acre
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City of New Smyrna Beach

VOLUSIA COUNTY, FLORIDA
POST OFFICE BOX 367

ROBERT L. ARNAU, MAYOR-COMMISSIONER
THOMAS E. TIPTON, COMMISSIONER
JULIUS B. HARRIS, COMMISSIONER
F. L. EDWARDS, COMMISSIONER
FRED R. BRANNON, JR., COMMISSIONER

W. T. SLATTERY, CITY MANAGER
E. E. HUGHES, CITY CLERK
R. LEE FREEMAN, CITY ATTORNEY

January 30, 1959.

Mr. Walter T. Slattery,
City Manager,
New Smyrna Beach, Florida.

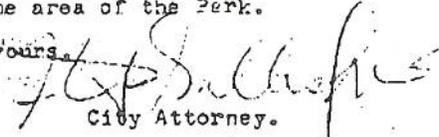
Dear Mr. Slattery:

I have reviewed the file which you handed me, entitled "Data pertaining to River Front Park", and including correspondence between the former City Manager, John C. Ferris, Senators Pepper and Holland, the U. S. Coast Guard officials and the Navy officials, as well as excerpts from the condemnation proceedings in the U. S. District Court for the Southern District of Florida, in suits numbered 735-J Civil, and 594-J Civil. The file contains some references which are quite ambiguous, but it appears therefrom that the Government during the war certainly recognized the fact that the City of New Smyrna Beach was the proper agency to execute a lease for the use of the area in question, and likewise was the principal proper party defendant in the condemnation suits.

To my own personal knowledge, the City of New Smyrna Beach has exercised entire sovereignty over the property in question for 25 years at least, and in my judgment no one could successfully assert a title against the City at this late date. Any suit involving title or possession to this property I believe could be successfully resisted by the City.

The City, therefore, has a legal right to proceed with its present plans for improvements in the area of the Park.

Cordially yours,



R. Lee Freeman
City Attorney.

JUG:PC

"World's Safest Bathing Beach"

EDAB AGENDA ITEM SUMMARY

Department Making Request: EDAB Staff

Meeting Date: March 16, 2011

Action Item Title: Review of New CRA

Agenda Section: Consent _____ Public Hearing _____ Special Items x

Summary Explanation and Background

The present Community Redevelopment Agency sunsets in 2015. Recently City and County staff held a preliminary, general discussion on what the County might be interested in for the formulation of a new CRA. Items discussed included:

- Both the City and the County wish to have a new CRA encompass US 1, from an area north of the airport to Tenth St. US 1 has been identified as having a number of blighted properties in need of redevelopment.
- There seemed to be a consensus that the current CRA area on the beachside should not be included in the new CRA, as both the City and County wish to recapture that tax base.
- The area of the new CRA needs to include the Airway Circle area and other industrial properties at the airport.
- The Historic Westside area that is included in the current CRA needs to be expanded.
- The Canal St Historic District, North Causeway, and hospital areas that are in the current CRA need to be included in the new CRA; and
- The FEC property needs to be in the new CRA.

There are a number of conditions that the County now requires in the creation of new CRAs, including a provision that the County's contribution will not exceed a City's contribution in the funding of the new CRA.

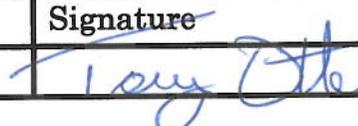
This item will be discussed by the City Commission at a future meeting.

Recommended Action/Motion: No motion required, but any recommendations will be forwarded to the City Commission.

Funding Analysis: Budgeted _____ If not budgeted, recommend funding account: x
No funding is required for this action.

Exhibits Attached:

A copy of the information on this topic provided at the March 3, 2011 CRA meeting is attached.

Reviewed By:	Name	Signature
CRA Director	Tony Otte	

Commission Action



**CITY OF NEW SMYRNA BEACH
CITY COMMISSION PLANNING SESSION**

WEDNESDAY, MARCH 9, 2011 – 12:00-5:00 P.M.

**ATLANTIC CENTER FOR THE ARTS,
1414 ART CENTER BOULEVARD, NEW SMYRNA BEACH, FLORIDA**

A. CALL TO ORDER

B. ROLL CALL

C. DISCUSSION-NEIGHBORHOOD STRATEGIES

Noon- Working Lunch/Overview of workshop

→ 12.30-1.30 pm Enhanced Planning & Zoning Tools; Building & Code Enforcement ;
CRAs and Residential Incentives

1.30-2pm-Break into two discussion groups

2.15-Break

2.30-3:30 Infrastructure Improvements

3:30-Breakout into two discussion groups

4:00-5pm- Commission Prioritization for Future Action

D. ADJOURNMENT

City Commission Top 10 Goals and Objectives for 2011

- **Address Union Pensions**

In 2010, the City Commission approved two MOUs with Police and Fire for FY 10-11, which left open the article for negotiations on pensions. An additional Shade meeting with the City Commission will be held on January 25th, and then negotiations will begin with the Police and Fire Union.

- **Work with Volusia County, and the City of Port Orange, to review options for Fire Station 23 and 51 Service Areas**

Various options have been discussed in the past with Volusia County; the goal for 2011 is decision-making closure; as it directly impacts the operating budget of all three entities, as well as General Obligation Bond monies; with a decision on a location for an additional station, as well as the future of Station 50.



- **Continue to build Historical Westside Programs**

Construction is underway on Mary Avenue Storm water and Streetscaping, with design underway on Myrtle and Washington Street Streetscaping. The private owners of the Washington Street commercial building are working to clear title to the facility this spring, as the CRA is out for an RFP for architectural services for assistance on renovating the facility. In 2010, the CRA hired a Community Support Specialist, who began CAN classes at Babe James, and is working on Washington Street programming. The Westside Community Plan was drafted, and monthly community meetings continue, with City and CRA staff in attendance.



- **Successfully Market the AOB Site for Redevelopment**

The RFP was issued in December 2010, with responses due in March 2011. City Commission workshops are tentatively scheduled for March 29th and June 14th.

- **Work with multi-partners to explore the placement of boat ramps at the Swoope Site**

Discussions will begin in January 2011, with the Utilities Commission, FIND, and Volusia County on developing a long-range partnership for the development of public boat ramps on a portion of the site.

- **Address all aspects of the I-95 and SR 44 Corridors**

Currently entryway features and median landscaping are under conceptual design (grant monies will be used to submit the Tree Mitigation Funds available). A presentation on the entryways will be scheduled for Jan 25th. In addition, new way finding signage will be presented to the CRA and the City Commission at a Jan 12th Joint Meeting. This item also includes reviewing the LDR, working with FDOT on a corridor study for SR 44 to address access, lighting placement, and median cuts; and identifying infrastructure needs within the area.



- **Review the Land Use Map regarding the placement of hotel facilities**

The City Commission, working through the Planning & Zoning Board, will be reviewing areas appropriate to support the construction of additional hotels in the City. Community meetings will be held as well, as the discussion gets underway.



- **Support Canal Street revitalization, as well as the revitalization of US 1, and the development of the FEC property (explore all options including new CRAs for these two areas)**

With regards to Canal Street, per Daytona Beach and Deland, a RFP would be drafted to request mixed use proposals for City owned properties within the downtown, as the Mainland (45 members) and Coronado Shuffleboard (125 members), will move together to the renovated Coronado courts. The LDRs will be reviewed to encourage new multi-use and residential development, through the formed-based Zoning Code, as well as parking requirements. Discussions will begin with the County, on the redevelopment of US 1, and will also continue with Flagler Properties regarding the 180 acres, as we move through the EAR adoption process in March 2011.

- **Continue partnership for the re-use of the old High School Site**

Florida Fish and Wildlife Foundation have a demolition contractor on-site and are preparing for demolition associated with Phase I of the project in 2011 (NTP 1/7/11)



- **Complete a long range parking plan for Flagler**

Flagler Dunes parking lot is opening in the New Year, but additional leasing and/or purchase options will be reviewed with public/private partnerships a key to affordability. The issue of paid parking at Flagler Beach Park will also be incorporated into this community discussion.

City of New Smyrna Beach Budget Workshop

February 8th, 2011

FY2011 '3.4793' Millage Example Model for FY2012-FY2016

FY 2011 Millage -3.4793											
Millage	Budget Year	Increase	Gross Taxable Value	Value Increase (Decrease)	Adjusted Taxable Value	Projected AV Revenue	Deduct CRA	Projected Other Revenue	Net Projected Revenue	Projected Expenditures	Projected (Deficit) Surplus
1	2	3	4	5	6	7	8	9	10	11	12
3.4793	2012	-8%	2,507,947,973	(200,635,838)	2,307,312,135	7,626,440	543,320	10,138,135	17,221,254	17,762,533	(541,279)
3.4793	2013	-3%	2,307,312,135	(69,219,364)	2,238,092,771	7,397,646	516,154	10,290,207	17,171,699	17,762,533	(590,834)
3.4793	2014	1%	2,238,092,771	22,380,928	2,260,473,699	7,471,623	500,669	10,393,109	17,364,062	17,762,533	(398,471)
3.4793	2015	2%	2,260,473,699	45,209,474	2,305,683,173	7,621,055	515,689	10,600,971	17,706,337	17,762,533	(56,196)
3.4793	2016	3%	2,305,683,173	69,170,495	2,374,853,668	7,849,687	**	10,812,991	18,662,678	18,088,593	574,085
										Total Projected Deficit	(1,012,694)

***Budget includes:**

- Longevity/personal leave payments for Police (\$73,218), Fire (\$60,673), & Linnans (\$70,000); subject to negotiations with unions for FY2011/FY2012
- Police overtime per FY2011 contract agreement -\$77,000; subject to negotiations
- Savings from second Voluntary Retirement Program offered in FY2011 (\$182,373)
- City Parks Janitorial Services Contract -\$84,000

**Current CRA expires in FY2016 (Maintenance Cost ongoing)

New Smyrna Beach Future-US 1/Mainland CRA

Brainstorming Discussion

(City Commission Planning Session on March 9th)

- New CRA required to meet County and City goals for economic development
- Study required to identify blighted areas (commercial, residential, and vacant properties) and establish goals and objectives for CRA
- Time length of CRA limited to specific joint goals and objectives
- New CRA: 5 City Commissioners, 1-2 residents or business within CRA boundaries; and Ex-officio County Council member
- Inclusion of SE Volusia Hospital District not recommended
- County contribution equal to City contribution
- Beachside ad valorem back into City and County General Funds
- Transportation Concurrency Exception Area along US 1 and possibly for the entire future CRA
- New CRA Area to include:
 - US 1 corridor, including the FEC property (length of City)
 - Historic areas East of US 1 including E Canal St, E Washington St, North Causeway, Flagler Ave, area around the medical district, and proposed arts/cultural/historical overlay districts
 - Historic areas West of US 1 including Historic Westside, SR 44 corridor to Mission/Wallace
 - Airport (private & public) Industrial and Commercial properties
- Projects
 - US 1 Corridor Improvements, to include:
 - partnerships with County, FDOT and City for improvements at intersections: Canal, Washington, Wayne, and Turnbull Bay
 - drainage, utilities, landscaping, and streetscape improvements

- infrastructure to support the redevelopment of the FEC property
- adjacent commercial redevelopment
- stabilize and enhance adjacent neighborhoods
- CIP improvements to industrial parks
- Transit/Transportation related, including:
 - Multi-modal station: rail, bus, and trail station at US 1 near Canal Street
 - Improved access to Medical District
 - Improved access to Historic Downtown from SR 44
- Medical District improvements to include:
 - streetscape improvements
 - stormwater improvements
 - joint parking facilities
 - reuse of City-owned sites
- Infrastructure improvements
 - Drainage and streetscape improvements for E Washington, the gateway to North Causeway and Flagler Ave
- Historic Westside:
 - Commercial and residential property revitalization
 - Neighborhood stabilization through property improvements
 - Enhancement of City, School Board, County, and not-for-profit facilities in support of the Westside neighborhood plan
 - Reestablishment of a neighborhood commercial district
 - North/South linkages to West Canal Streetscaping
 - Revitalization of Housing Authority properties

Next Steps: City Commission to review and provide direction for future CRA

REPORTS AND COMMUNICATIONS

ECONOMIC DEVELOPMENT REPORT

March 16, 2011

1. Marketing: City staff has contacted the firm that provides the City's website and is working to obtain a quote for the specific items recommended by Mr. Joe Mikos in the report he presented at the February meeting.
2. Responses to Prospect lists: staff has responded to one of the prospects listed on a recent prospect list provided by the County Department of Economic Development (DOED). The DOED staff took that response, combined it with responses received from other cities in the County, and prepared the attached response that will be provided to the prospect.
3. Responses for the Request for Proposal issued for the city property at 160 N. Causeway (the "AOB (Administrative Office Building) site, also currently being used by the Marine Discovery Center, which plans to move to the former high school site) were due on Monday, March 7, 2011. One response was received from the owner of a Bar-B-Que restaurant chain in Orlando. Staff will give a brief report on this response at the meeting.
4. The representatives of the FEC property (180± acres west of US 1, south of Canal St) are working through a comprehensive plan amendment as a part of the EAR – based amendments (Evaluation and Appraisal Report). This site is being planned for a mixed use development, with 40 dwelling units per acre and (for commercial development intensity) a 6.5 FAR (floor area ratio, meaning that for every 10,000 square feet of property you could develop 6.5 times that or 65,000 square feet of floor space on multiple floors). Property representatives are working through county and state agency questions concerning the impacts on schools and water supply.
5. City and Chamber of Commerce representatives have scheduled a meeting to discuss the continuation of the business survey program.
6. CRA related activities:
 - a. The new parking lot at Flagler Dunes (at the SW corner of the Flagler Boardwalk parking lot) is now open. The CRA provided the property owner with \$68,000 for the development of this lot in exchange for a lease for parking spaces. The primary lease is for 20 spaces for 5 years and some additional spaces for a longer period.
 - b. Panheads Pizza on S. Orange is building an outdoor seating area.
 - c. S. Orange is under construction for a streetscape and a re-surfacing of the CRA parking lot.
 - d. The extensive façade work on the west elevation of the Bob Willey building on Canal St that houses WSBB and the Golden Biscuit has been completed.
 - e. The final design work for the Wayfinding project is going to the City Commission on March 29.
 - f. A new CRA incentive program, providing grant funds up to \$50,000 for building renovations, is going to the City Commission on March 29, 2011.
 - g. Staff is working to have a bid package prepared to repair the Flagler Boardwalk seawall, renovate the wooden structure, and demolish and construct new restroom facilities. It is anticipated that construction would begin after November 1 ("turtle season" ends October 30, 2011).
7. The RFP for real estate brokerage services for the sale of real property identified by the City Commission as surplus were received on Monday, March 7, 2011. These will go to the City Commission on March 29, 2011. Five responses were received from commercial brokers, and one from a residential broker.
8. At the March 8, 2011 meeting the City Commission approved the offering for development, through an RFP process for sale or lease, of the shuffleboard/former skateboard/and fire station at 103 Faulkner St across from City Hall.



March 4, 2011

Enterprise Florida
800 North Magnolia Avenue, Suite 1100
Orlando, FL 32803

Dear Sir or Madam:

Thank you for the opportunity to respond to the referral named (Prospect Bravo Lima). It is our understanding that this company:

- a. is a Colorado company seeking to relocate its headquarters and manufacturing to Florida;
- b. prefers to lease an existing 10,000 to 20,000 square foot facility with office/manufacturing capability;
- c. is considering a capital investment up to \$1,500,000;
- d. will employ 5 full-time positions in year 1 and 10 positions over 5 years with an average annual wage of \$31,000 to \$41,000, and
- e. will select a location in September 2011 with plans to be "in operation" by December 2011.

Here are just a few of the reasons why Volusia County is a Florida location where this company could be successful:

- lower cost of doing business relating to real estate, labor, utilities and business taxes;
- home of the Advanced Technology College offering basic and advanced CNC training that meets the needs of local manufacturers/industry;
- funding for dedicated job training by the Center for Business Excellence and/or the Center for Business & Industry;
- five local universities/colleges that provide a strong pool of potential employees;
- availability of on-site training from the Florida Manufacturing Extension Partnership; and
- a significantly sized manufacturing community well-organized by the Volusia Manufacturing Association.

Also, Florida offers sales and use tax exemptions on a). Machinery and equipment used by a new or expanding Florida business to manufacture, produce or process tangible personal property for sale, b). Labor, parts and materials used in repair of and incorporated into machinery and equipment, and c). Electricity used in the manufacturing process. In addition, some of our municipalities offer a property tax abatement program.

Please accept this invitation for the company to arrange a phone call or a local visit to personally discuss the advantages of locating their Headquarters and Manufacturing business in our area.

Regards,

RES000

Rob Ehrhardt
Business Manager

Volusia County Department of Economic Development
200 Catalina Drive, Suite 200, Daytona Beach, Florida, 32114
email: deed@volusia.org web: floridabusiness.org phone: 386.248.8048 fax: 386.238.4761

County overview-Volusia County, Florida

Volusia County, Florida is bordered on the west by the historic St. Johns River, and by the Atlantic Ocean to the east. Roughly the size of Rhode Island, Volusia is situated 50 miles northeast of Orlando, 60 miles north of the Kennedy Space Center, and 89 miles south of Jacksonville.

Volusia's Central Florida location, at the apex of I-95 and I-4, provides easy access to other Florida markets such as Miami, Orlando, Tampa and Jacksonville.

Deland, Florida is the picturesque County seat of Volusia, and Daytona Beach is one of its best known cities. Volusia boasts a total of 16 cities, all together, including: Daytona Beach, Daytona Beach Shores, DeBary, Deland, Deltona, Edgewater, Holly Hill, Lake Helen, New Smyrna Beach, Oak Hill, Orange City, Ormond Beach, Pierson, Ponce Inlet, Port Orange, and South Daytona.

For information about all things concerning Volusia County, visit www.volusia.org, the official web site for the county. For specific information about any of Volusia's cities, download individual city brochures on floridabusiness.org/about.htm. City web sites are listed on their respective brochures.

summary	2009	2014
population	515,563	545,523
households	213,973	228,689
families	135,914	141,825
average household size	2.34	2.34
owner occupied HUs	160,146	171,552
renter occupied HUs	53,827	55,137
median age	45.4	47.1

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing, ESRI forecasts for 2009 and 2014.

average annual wage ⁽¹⁾	\$31,537
unemployment ⁽²⁾	12.3%
underemployment ⁽³⁾	40,200
average education level ⁽⁴⁾	
high school degree or higher	88%
bachelor degree or higher	21%

sources:

⁽¹⁾ State of Florida

⁽²⁾ Florida Agency for Workforce Innovation U.S. Department of Labor, Bureau of Labor Statistics

⁽³⁾ 2008 Workforce Report (<http://www.floridabusiness.org/stats.html>)

⁽⁴⁾ Applied Geographic Solutions, 2008

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Non-agricultural employment

Deltona-Daytona Beach-Ormond Beach MSA



Florida



Note: Not seasonally adjusted. Percentages may not add up to 100.0 due to rounding.
 Source: Florida Agency for Workforce Innovation, Labor-Market Statistics Center, Current Employment Statistics Program, in cooperation with the U.S. Department of Labor statistics, released March 27, 2009.

Volusia County average monthly employment by industry in 2008

- average monthly employment
1. retail trade 24,502
 2. health care and social assistance 26,880
 3. accommodation and food services 18,013
 4. educational services 15,439
 5. construction 11,576
 6. manufacturing 9,051
 7. public administration 9,744
 8. admin. support, waste mgt., remediation services 8,773
 9. professional, scientific and technical services 5,927
 10. other services (except public administration) 5,766
 11. wholesale trade 4,775
 12. finance and insurance 4,250
 13. arts, entertainment and recreation 3,976
 14. real estate, rental and leasing 3,361
 15. information 2,558
 16. transportation and warehousing 2,895
 17. agriculture, forestry, fishing and hunting 2,034
 18. management of companies and enterprises 1,552
 19. utilities 543
 20. unclassified 24

Source: Agency for Workforce Innovation, Labor Market

Volusia County—2009 largest manufacturing companies, ranked by number of local employees

Rank	Manufacturer	Top Local Executive	Address	Phone number	Product	# of Local Employees
1						1,075
2	Covetdin	Eric Young	2010 E. International Speedway Blvd., Deland 32724	(386) 714-2845 www.covetdin.com	Medical Products	600
3	Peridia International	Phillip Horvath and Sylvia Henessey	300 Freshness Blvd., Daytona Beach 32114	(386) 969-6900 www.peridia.com	Spa and Beauty Product Manufacturer	600
4	Sylmark Inc.	Mark Acar	2 Sunrise Blvd., Ormond Beach 32124	(386) 673-4566 www.sylmark.com	Sunglasses, Socks, Hats, Hair Accessories	535
5	BMC	Michael Fungo	244 Balboa Ave., Daytona Beach 32114	(386) 271-3048 www.bmc.com	Direct marketing services	410
6						479
7	Boston Walker, Inc.	John Ward	100 Walker Way, Edgewater 32824	(386) 428-0057 www.walkerinc.com	Boat manufacturer	350
8	Thomas & Bettes Home	Rich Hall	12 Seaboard Blvd., Ormond Beach 32114	(386) 577-9110 www.thomas.com	Electrical controls & cable accessories	326
9						325
10	Spartan Electronics Florida, Inc.	Dean Johnson	5621 Johnson Lake Blvd., Deltona Springs 32110	(386) 395-6900	Electronic and Medical Devices	304
11	Emergent Personal Care Herndon Tropic	Silver Pappal	1150 N. US Highway 1, Ormond Beach 32114	(386) 677-7929 www.emergent.com	Household hygiene products, health and beauty aids	300
12	Stewart-Marchman-Act Behavioral Healthcare	Tom Cough	2200 Wines Ave., Daytona Beach 32114	(386) 236-2200 www.stewartmarchman.com	Cyber protection, anti-theft, rob-tracks, and jumper-cables	300
13	Royden Corporation	Donald Aze and Clara Domene	230 Freshness Blvd., Daytona Beach 32114	(386) 214-4236 www.royden.com	Training, Simulation Systems	288
14	Telebyte DBI	Mark Hood	1025 N. Williamson Blvd., Daytona Beach 32114	(386) 436-6760 www.telebyte.com	Electrical and Fiber Optic Connectors	280
15	Thompson Pumps & Manufacturing Co.	Bill Thompson	4620 City Center Dr., Port Orange 32129	(386) 767-7310 www.thompsonpumps.com	Pumps	271
16	Metra Electronics Corp.	John Letzler	400 Walker Street, Holy Hill 32117	(386) 751-1186 www.metraelectronics.com	Auto parts, molding, trim and tooling kits	250
17	Pakel	Bob Martin	800 Fighting Bear, Deland 32724	(386) 735-6663 www.pakel.com	Custom metal injection molds	200
18	Helson Technologies	Mark Andrews	1327 N. US Highway 1, Ormond Beach 32742	(386) 672-2469 www.helson-technologies.com	High dispense and sample	200
19	Pall Corporation Fluid Dynamics	John Babin	1250 Fifer Dr., Deland 32720	(386) 623-8070 www.pall.com	Filteration Products	200
20	Florida Production Engineering	Jim McKinley	2 E. Tower Oaks, Ormond Beach 32114	(386) 977-2525 www.flpe.com	Plastic injection molding and mold work for automotive wheel covers	195
21	AO Precision Manufacturing	Stephen Koch	3871 Mason Ave., Daytona Beach 32117	(386) 274-5882 www.aoprecision.com	Precision machining	183
22	Performance Design, Inc.	Bill Cox	1300 E. International Speedway Blvd., Deland 32724	(386) 238-2224 www.performance-design.com	Polycarbonate manufacturer - sport and military	150
23	Command Medical Products	David Sica, Sr.	15 Signal Ave., Ormond Beach 32714	(386) 675-8115 www.commandmedical.com	Manufacturing for diagnostic medical devices	140
24	Microflex, Inc.	Joel Alvarado	1800 N. US Highway 1, Ormond Beach 32714	(386) 677-8100 www.microflex.com	Medical House, Belows, Expansion Joints, Ambulance Exhaust Pans	140
25	Practical Quest Manufacturing, LLC	John Regan	330 Central Ave., Holy Hill 32117	(386) 238-8700 www.practicalquest.com	Plastic Injection Molding and Machining	140

The largest 25 manufacturing companies that have been reported in this report are ranked by number of local employees. This information is based on the most recent data available from the U.S. Department of Labor's Current Employment Statistics Program. For more information about the list, contact the Business Report at: info@vfab.com.

Chart reproduced with the permission of the Volusia/Flagler Business Report (vfab.com).
 More information is available at <http://floridabusiness.org/fabor.htm>

Education--Post Secondary Partners

The County of Volusia is home to several post-secondary education institutions. Each of these organizations is recognized on a national or state level as a leader in their respective area of expertise.

Embry-Riddle Aeronautical University retained its No. 1 ranking in aerospace engineering among schools offering master's level degrees according to the 2010 U.S. News and World Report rankings. Student enrollment, fall 2009: 4,959**
www.erau.edu

Stetson University is third among the South's top regional universities at the master's level as reported in the 2010 U.S. News and World Report on "America's Best Colleges." Student enrollment, fall 2009: 3,790**
www.stetson.edu

Bethune-Cookman University tied for 32nd among America's Best Black Colleges according to the 2010 U.S. News and World Report rankings. Student enrollment, fall 2009: 3,637**
www.cookman.edu

UCF Daytona Beach, a University of Central Florida regional campus, serves local students who can select from 15 undergraduate and eight graduate degree programs. Student enrollment, fall 2009. Daytona Beach campus only: 815***
www.regionalcampuses.ucf.edu/locations/daytona_beach/index.asp

Daytona State College offers the opportunity to experience courses in the fine and performing arts, as well as general education courses from the cultural and aesthetic core areas. Student enrollment, fall 2009: 17,352**
www.daytonastate.edu

The **University of Phoenix Daytona Learning Center** offers flexible educational options for adults who are busy balancing work, family and otherwise full lives. Student enrollment for area (includes Orlando and Maitland), fall 2009: 1,612**
www.phoenix.edu/campus-locations/fl/central-florida-campus

Keiser University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award certificates and degrees at the associate, baccalaureate, masters, and doctoral levels. Student enrollment, spring 2009: 360*
www.keiseruniversity.edu

Photos, top to bottom:

- Embry-Riddle Aeronautical University
- Stetson University, Elizabeth Hall
- Bethune-Cookman University
- UCF Daytona Beach
- Daytona State College
- University of Phoenix
- Keiser University

- * Enrollment numbers courtesy of 2009 News-Journal Corporation.
- ** Enrollment numbers provided by ies National Center for Education Statistics.
- *** Enrollment numbers provided by UCF Analysis and Planning Support

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1. 5797 Lake Winona Road, DeLeon Springs
2. 1225 Biscayne Boulevard, Deland
3. 1875 Patterson Avenue, Deland
4. 1477 South Leavitt, Orange City
5. 485 or 495 Shell Road, DeBar
6. 3 East Tower Circle, Ormond Beach
7. 3 Aviator Way, Ormond Beach
8. 1230 North US-1, Ormond Beach
9. 1011 8th Street, Holly Hill
10. 406 Walker Street, Holly Hill
11. 740 Fentress Boulevard, Daytona Beach
12. 313 North Tomoka Farms Road, Daytona Beach
13. 585 Commonwealth, Port Orange
14. 4431 Eastport Parkway, Port Orange
15. 710 Glades Court, Port Orange
16. 1510 Airway Circle, New Smyrna Beach
17. 1531 Airway Circle, New Smyrna Beach
18. 205 Parktowne Boulevard, Edgewater

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5797 Lake Winona Road, buildings A, C, and D
DeLeon Springs, Florida



Building/site information

- parcel number: 6938012100.10
- zoning: industrial
- site size in acres: 8 ac's
- multi-tenant
- for lease
- for sale

Building A

- total square feet: 22,030
- office: 2,250
- manufacturing: 19,840

Building C

- total square feet: 12,400
- office: 2,250
- manufacturing: 10,150

Building D

- total square feet: 12,400

- primary use: warehouse
- primary material: metal
- sprinklers are installed
- plant A/C
- number of floors: 1

Comments

Three buildings for sale or lease; includes a 12,400 square foot building pad.

1225 Biscayne Boulevard
DeLand, Florida



Building/site information

- parcel number: 603453000080
- zoning: light industrial
- in business park
- site size in acres: 1
- multi-tenant
- high visibility site
- site can be subdivided
- for lease
- for sale

lease/purchase available

- available square feet: 18,000
- finished office space: 1,800 square feet
- available manufacturing space: 16,200 square feet
- maximum ceiling height: 18 feet
- floor thickness: 6 inches
- primary use: warehouse
- year built: 2005
- primary material: tilt up
- sprinklers are installed
- 2 floor truck doors
- number of floors: 1
- 40 parking spaces
- 1 mile to airport
- 1 mile to major highway
- 5 miles to rail terminal



This information is based upon property owner or realtor supplied information. While Volusia County's Economic Development Division attempts to validate this information, it is not responsible for its accuracy or timeliness.

1875 Patterson Avenue
DeLand, Florida



Building/site information

- parcel number: 603311000.90
- zoning: M1
- in business park
- multi-tenant
- high visibility site
- site can be subdivided
- for lease
- available square feet: 19,000
- available warehouse space: 19,000 square feet
- primary use: manufacturing
- eave height: 11.18 feet
- maximum ceiling height: 30 feet
- year built: 2006
- primary material: metal
- sprinklers are installed
- floor truck doors: 6
- number of floors: 1
- parking spaces: 20

1477 South Leavitt
Orange Cty, Florida



Building/site information

- parcel number: 601426000050
- zoning: light industrial
- in business park
- site size in acres: 1
- for lease
- total square feet: 13,000
- available square feet: 13,000
- available warehouse space: 12,000 square feet
- finished office space: 1,000 square feet
- maximum ceiling height: 20 feet
- primary use: warehouse
- year built: 2005
- primary material: concrete block
- office A/C
- floor truck doors: 4
- number of floors: 1
- miles to major highway: 1

Comments

Easy access; points to I-1 and US Highway 17-92. Currently two units of 6,000 square feet each. Ideal for trades, warehouse distribution or manufacturing. Each unit has outside storage.



This information is based upon property owner or realtor supplied information. While Volusia County's Economic Development Division attempts to validate this information, it is not responsible for its accuracy or timeliness.

485 or 495 Shell Road
DeBary, Florida



Building/site information

- zoning: light industrial
- site size in acres: 5 acres
- multi-tenant
- high visibility site
- site can be subdivided
- site can be leased
- site can be purchased
- lease/purchase available

485 building

- total square feet: 11,200
- year built: 2006
- total square feet: 12,800

- maximum ceiling height: 18 feet
- primary use: water gauge
- year built: 2006
- primary material: concrete block/metal
- sprinklers are installed
- office A/C
- number of floors: 1

Comment

First class industrial office/warehouse/manufacturing in state-of-the-art building. **Office:** built out with reception area, large executive office with full bath. Five additional offices, break room, kitchen, conference room. Two and a half rest rooms. **Warehouse:** eight large 14 x 16 overhead doors, large fans, two rest rooms, enclosed work room with 2,500 square foot mezzanine which could be built out as offices. Ample parking and easy truck access. Building available for expansion to 15,400 square feet combined office and warehouse. Could be used as multi-tenant facility.

3 East Tower Circle
Ormond Beach, Florida



Building/site information

- zoned light industrial
- built in 2005
- can be purchased
- in park
- 10,500 total square feet
- 7,800 square feet of warehouse space
- site is 2.18 acres
- 35 parking spaces
- two floors
- 27' ceiling height
- can be multi-tenant
- eight 14 x 15 overhead doors
- air conditioned offices
- 2,700 existing square feet of finished office space plus 2,500 square foot mezzanine which could be built out as additional offices

Comment

First class industrial office/warehouse/manufacturing in state-of-the-art building. **Office:** built out with reception area, large executive office with full bath. Five additional offices, break room, kitchen, conference room. Two and a half rest rooms. **Warehouse:** eight large 14 x 16 overhead doors, large fans, two rest rooms, enclosed work room with 2,500 square foot mezzanine which could be built out as offices. Ample parking and easy truck access. Building available for expansion to 15,400 square feet combined office and warehouse. Could be used as multi-tenant facility.

3 Aviator Way
Ormond Beach, Florida



Building/site information

- parcel number: 421801000240
- zoning: LI
- total square feet: 16,000
- available square feet: 12,000 sq ft
- finished office space: 4,000 sq ft
- number of floors: 2

Comments

Free standing, two story building with great visibility. 4,000 square feet of carpeted office space. 12,000 square feet of manufacturing area. 100% heating/HVAC. Compressed air lines and 480 volt electric throughout manufacturing area. Dock high loading at rear and ground level loading on east side of building.



1230 North US-1
Ormond Beach, Florida



Building/site information

- zoning: light industrial
- site size in acres: 6 acres
- multi-tenant
- for lease
- total square feet: 50,000 square feet
- available square feet: unit 15, 12,700 square feet
- eaves height: 27 feet
- maximum ceiling height: 25 feet
- floor thickness: 5 inches
- primary use: industrial
- year built: 2008
- primary material: metal
- sprinklers are installed
- office A/C
- dock truck doors: 3
- number of floors: 2
- parking spaces: 188

Utility providers

- sewer: City of Ormond Beach
- water: City of Ormond Beach
- electricity: Florida Power & Light

Comments

Located on US-1, one mile south of the new Harley dealership and the I-95 exit. Can build to suit.



This information is based upon property owner or vendor supplied information. While Volusia County's Economic Development Division attempts to verify this information, it is not responsible for its accuracy or timeliness.

1011 8th Street, buildings 1 or 2
Holly Hill, Florida



Building/site information

- park location
- site size in acres: 8 acres
- multi-tenant
- site can be subdivided
- site can be leased

Building 1

- total square feet: 12,000

Building 2

- total square feet: 19,000
- eaves height: 20 ft
- maximum ceiling height: 24 ft
- floor thickness: 6 inches
- primary use: warehouse/manufacturing
- year built: 2008
- primary material: concrete block
- dock truck docks: 2
- floor truck docks: 12
- number of floors: 1

Comments

This is a new construction project suitable for warehouse and manufacturing uses. Building 2 is complete. Building 1 site work is underway. Building is part of a larger 7.5 acre site that will include two other industrial buildings. Buildings are prepped for sprinklers.

406 Walker Street
Holly Hill, Florida



Building/site information

- zoning: CC-1
- built in: 1990
- can be leased or purchased
- primary material: metal
- primary use: industrial/manufacturing/office/warehouse
- multi-tenant
- has office and warehouse A/C
- rail access
- building is 21,000 square feet
- finished office space: 2,000 square feet
- available warehouse: 17,200 square feet
- site: 3+ acres
- one floor
- ceiling height: 11-24'
- 11 floor truck docks
- five miles to I-94/I-4
- five miles to Daytona Beach International Airport
- electricity: 400 amps

Comments

Two buildings with 14,000 square feet in front and 7,000 square feet in back on three acres adjacent to rail. Seller is motivated. Lease or purchase available.



This information is based upon property owner or vendor supplied information. While Volusia County's Economic Development Division attempts to validate this information, it is not responsible for its accuracy or timeliness.

740 Fentress Boulevard
Daytona Beach, Florida



Building/site information

- for lease - 10,500 square foot warehouse/distribution/flex manufacturing space
- zoned M4 - industrial park
- 5,400 square feet of warehouse space
- 3,600 square feet of showroom space
- 1,500 square feet of office space
- primary material: concrete block
- 5' parking spaces
- two fenced, secured outside storage areas
- eave height is 18'
- grade level 12' x 14' roll-up doors
- 3-phase electric

Comments

Close to Federal Express, Airborne and UPS. Daytona Beach International Airport and US Customs office located within two miles. Also near is Daytona International Speedway, a 100-store shopping mall, a number of apartment complexes, four colleges with over 24,000 students, and several highly rated regional hospitals.



This information is based upon property owner or vendor supplied information. While Volusia County's Economic Development Division attempts to validate this information, it is not responsible for its accuracy or timeliness.

313 North Tomoka Farms Road
Daytona Beach, Florida



Building/site information

- parcel number: E222-800020
- zoning: PCD M-2
- in business park
- fronts onto Interstate-95
- multi-tenant
- high visibility site
- for lease
- available square feet: 12,500
- all-wall construction
- sprinklers are installed
- plant A/C
- office A/C
- ceilings are 24'

Comments

Westport Commerce Center. This site can accommodate a second phase building of similar size. Site work currently underway.

585 Commonwealth
Port Orange, Florida



Building/site information

- zoning: C-1
- site size in acres: 3.4 acres
- single or multi-tenant
- high visibility site
- for lease
- primary use: light industrial/warehouse
- total square feet: 31,000
- available square feet: 31,000
- potential for added mezzanine
- year built: 2009
- primary materials: block/metal
- floor truck doors: 15
- eave height: 24 feet
- maximum ceiling height: 37+ feet
- 3 phase 440 electric

Comments

31,000 square feet of light manufacturing/warehouse space is now available for lease in the City of Port Orange. You can occupy 12,500 square foot space or complete facility. An interior mezzanine addition is possible for substantially more square footage. Built in 2008, the facility features a standing seam metal roof, and a 24 ft. interior clear span height that tops out at 37+ ft. This beautifully landscaped, three acre site has three phase power, ample parking, 15 grade level loading doors and 3,500 square feet of air conditioned office space with offices, show room, conference room, kitchen and break room facilities.

4431 Eastport Parkway
Port Orange, Florida



Building/site information

- parcel number: 631023000-10
- zoning: C-1
- in business park
- site size in acres: 2
- multi-tenant
- for lease
- total square feet: 22,500
- available square feet: 15,000
- eave height: 16 feet
- maximum ceiling height: 20 feet
- primary use: light industrial
- year built: 2007
- primary materials: metal/block
- floor truck doors: 9
- number of floors: 1
- parking spaces: 57



This information is based upon property owner or listing supplied information. While Volusia County's Economic Development Division attempts to validate this information, it is not responsible for its accuracy or timeliness.

710 Glades Court
Port Orange, Florida



Building/site information

- zoned C-1, commercial/industrial
- broad zoning allows for many uses
- this property can be purchased or leased
- owner will consider financing
- built in 1990
- primary use: warehouse/fabrication
- 18,000 square foot building
- 3,000 finished square feet of office space
- 15,000 square feet of warehouse space
- drive-around building
- primary building material: metal
- 3 phase power
- 7 1/4" x 14" grade level doors front and rear
- 3,000 square foot capacity in rear of building for covered outdoor storage
- in business park
- 2 miles to highway
- 7 miles to airport
- office and warehouse A/C
- 800 amp 3 phase

Comments

Commercial industrial building in excellent condition. Potential owner user or investor site. Could be broken into multiple user sites.



1510 Airway Circle
New Smyrna Beach, Florida



Building/site information

- parcel number: 74120000051
- zoning: light industrial
- in business park
- site size in acres: 1 acre
- for lease
- for sale
- lease/purchase available
- total square feet: 13,250
- available square feet: 3,250
- available warehouse space: 12,000 square feet
- this has office space: 1,250 square feet
- eaves height: 16 ft.
- maximum ceiling height: 20 ft.
- floor thickness: 6 inches
- primary use: Warehouse
- year built: 1987
- primary material: steel
- office A/C
- floor truck doors: 3
- number of floors: 1
- parking spaces: 20
- located at airport
- miles to major highway: 1
- miles to major port: 60
- miles to rail terminal: 5



This information is based upon property owner or listing supplied information. While Volusia County's Economic Development Division attempts to validate this information, it is not responsible for its accuracy or timeliness.

1531 Airway Circle New Smyrna Beach, Florida



Building/site information

- built 1983
- zoned I-3
- to purchase
- primary building material: metal
- primary uses: industrial/manufacturing
- 40,000 square foot finished office space
- total building 27,397 square feet
- office and warehouse - 10,000 sq ft
- 27 parking spaces
- site is 2 acres
- 1 dock truck door
- 3 6' for truck doors
- located in New Smyrna Beach Airport park
- direct taxiway access to airport



205 Parktowne Boulevard Edgewater, Florida



Building/site information

- parcel number: 7452220A0021
- zoning: industrial
- in business park
- site size: 1 acre
- for lease
- for sale
- total square feet: 12,500
- available square feet: 12,500
- available warehouse space: 12,500 square feet
- high visibility
- multi-tenant
- eave height: 16 feet
- maximum ceiling height: 18 feet
- floor thickness: 6 inches
- primary use: industrial/manufacturing
- year built: 2008
- primary material: concrete tilt
- floor truck doors: 6
- number of floors: 1
- parking spaces: 24
- miles to airport: 10
- miles to major highway: 4

Comments

New building ready for use. 12,500 square foot open space. Glass entry doors with 14' roll ups. Built to suit.



Winkler, Sandy

From: Brangaccio, Pam
Sent: Thursday, February 24, 2011 8:54 AM
To: Winkler, Sandy; Otte, Tony
Cc: Soulie, Claudia
Subject: FW: Invitation to UCF Incubator Program Presentation

From: Volusia County Economic Development [mailto:Volusia County Economic Developm@mail.vresp.com]
Sent: Wednesday, February 23, 2011 4:09 PM
To: Brangaccio, Pam
Subject: Invitation to UCF Incubator Program Presentation

You are cordially invited...



Gordon Hogan, director of operations, UCF Business Incubator Program will discuss their community-based, university-lead incubation model, incubation as a regional economic development strategy, how candidates are accepted, and how the community and service providers can participate.

Phil Ehlinger, director, Volusia County Economic Development, will discuss Volusia County's partnership with UCF, the status of the UCF incubator facility at Daytona Beach International Airport, the Volusia County Innovation and

Select the date most convenient for you

Volusia County Department of Economic Development cordially invites you to attend a special Volusia Information Partnership (V.I.P) presentation on the UCF Business Incubator Program in Volusia.

The same presentation will be offered on two dates for your convenience.

Wednesday, March 2 from 9:30 AM – 11:00 AM in the Training Rooms on the first floor of the Thomas C. Kelley Volusia County Administration Building, 123 W. Indiana Avenue, DeLand, FL 32720

*** Friday, March 4** from 9:30 AM – 11:00 AM in the Volusia Room in the main terminal at the Daytona Beach International Airport, 700 Catalina Drive, Daytona Beach, FL 32128.

For more **information** or to **RSVP** please call our office at 386.248.8048.

Intro to the UCFBIP

Daytona Airport Business Incubator

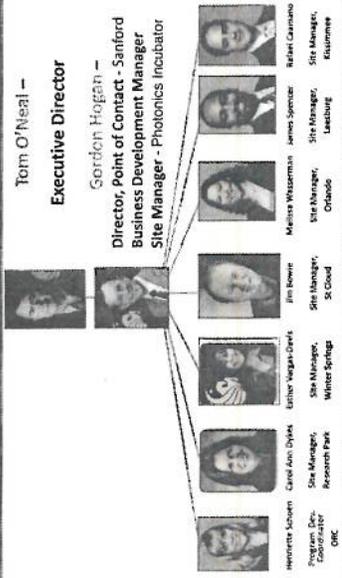
Gordon Hogan

Director

March, 2011



Welcome from UCFBIP Management Team



Intro to Incubation

Smart place to start:

- Increase chances of success
 - 87 % of incubator graduates still in business 5 years later (NBIA survey)
- Home grown companies
 - 84 % of graduates stay in the community they were incubated in (NBIA survey)
- Good investment for you and your company
 - Low cost per job
 - generates more tax revenue than it costs



Highlights about UCFBIP

- Opened in December, 1999, as the UCF Technology Incubator.
 - The Incubator Program received in 2004 the National Business Incubation Association Yearly award as best incubator in the USA/world
 - Facilities in total cover +133,650 sq. feet
- Current**
- Opening in Volusia County - Daytona Airport Incubator



UCFBIP Mission Statement

UCFBIP - MISSION STATEMENT:

A University-driven community partnership providing early stage companies with the enabling tools, training and infrastructure to create financially stable high growth enterprises.

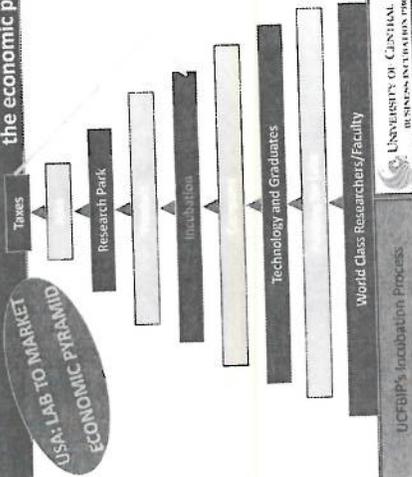


Current results from the UCFBIP Clients

Companies currently serving	>96
Companies graduated	50, 46 still in Region
Companies assisted in total	>150
Jobs created	> 1600
Average salary	\$60,000
Investment raised	\$190 M
Generated revenue	> \$500M
Patents held by UCFBIP clients	>286
Copyrights held by UCFBIP clients	>75
Trademarks held by UCFBIP clients	>47
Trade secrets held by UCFBIP clients	>64



Incubators position in the economic pyramid



UCFBIP'S INCUBATION PROCESS

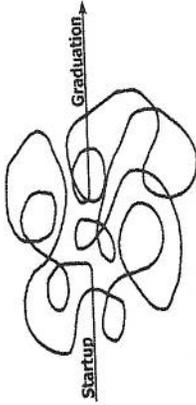
Economic & Community Benefits

Return on Investment studies:

- In total, UCFBIP has facilitated the creation of over 1,600 jobs in the region (based upon the multiplier assumptions embodied within RIMS II).
 - These 1,653 jobs are responsible for more than \$70,012,000 in earnings and nearly \$200,000,000 in total annual economic output
- For 2009, the UCFBIP will generate > \$4.5 million in public revenues within Orange and Seminole counties, representing a return of \$5.25 for every \$1.00 invested by local governments

Source: REAL ESTATE RESEARCH CONSULTANTS, INC. report, Sept. 2009

An Unknown Path to Success



- The direction the company is headed is more important than how it'll get there.
- It's a messy business

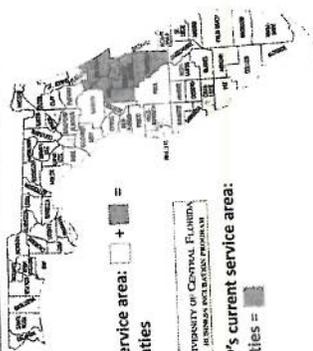
How to join the UCFBIP

- The UCFBIP requires the following:
 - Application
 - Interview
 - Require a business plan
 - Usually require full time commitment
- Participation and satisfactory passing of UCFBIP's Certificate in Entrepreneurship called "Excellence in Entrepreneurship" (This course)
 - When accepted to the program — to be considered an active client in our program, it is required that the client attend 6 educational sessions/workshops pr. year

Incubation Programs webpage - www.incubator.ucf.edu

UCFBIP facilities

UCFBIP facilities in following counties



UCF's service area: + = 11 counties

UCFBIP's current service area: = 5 counties

UCFBIP Total Sq. Feet Covered

Site Name	Sq. Feet
Research Park	56,000
Leesburg	4,000
Orlando	6,000
Photonics	21,000
Sanford	5,850
St. Cloud	14,000
Winter Springs	10,800
Kissimmee	8,000
Daytona Airport	8,000
Total	133,650

Central Florida Research Park



Rene Ayala
Administrative Assistant



Roy McCraw
Facilities Manager



Jesse Schmitz
Client Administrator



Site Manager –
Carol Ann Dykes



Kissimmee

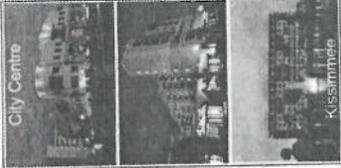
UCF Business Incubator –
Kissimmee



Site Manager –
Rafael Diamano



Program Assistant –
Pamela Turington



Leesburg

UCF Business Incubator – Leesburg



Site Manager – James Spencer



Program Assistant –
Theresa Davis

Orlando

Formerly the Orlando Business Development Center/District 2 –
Now named the UCF Business Incubator - Orlando



Megan Rodriguez –
Facilities Scheduler



Site Manager –
Melissa Wasserman

Photonics UCF Campus

UCF Business Incubator - Photonics



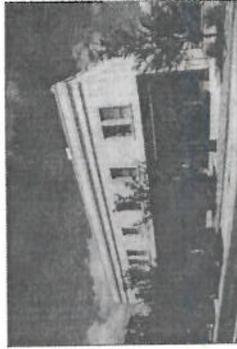
Site Manager – Gordon Hogan

UCFBIP's Incubation Process

UNIVERSITY OF CENTRAL FLORIDA
BUSINESS INCUBATION PROGRAM

Sanford

UCF Business Incubator - Sanford



Point of Contact –
Gordon Hogan



Program Assistant –
Peggy Allen

UCFBIP's Incubation Process

UNIVERSITY OF CENTRAL FLORIDA
BUSINESS INCUBATION PROGRAM

St. Cloud

UCF Business Incubator – St. Cloud



Site Manager
Jim Bowie



Program Assistant
Jessica Fifer

UCFBIP's Incubation Process

UNIVERSITY OF CENTRAL FLORIDA
BUSINESS INCUBATION PROGRAM

Daytona Airport



BUSINESS INCUBATOR SPACE RENEWAL
PROGRAM

UCFBIP's Incubation Process

UNIVERSITY OF CENTRAL FLORIDA
BUSINESS INCUBATION PROGRAM

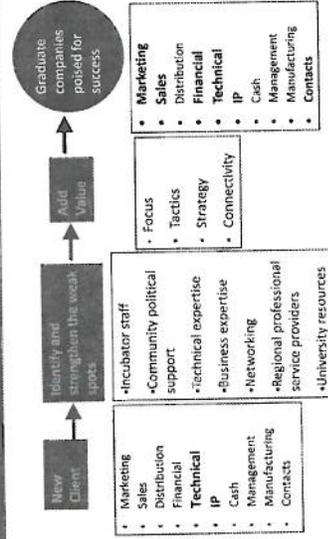
Excellence in Entrepreneurship, EIE

- 21 hour course about the realities of starting and growing a company
 - 7 modules of 3 hours each
- Focus on the foundational issues
- Taught by volunteer practitioners, UCF Faculty, Dr. Tom O'Neal (UCFBIP's founder) and you
- Offered in partnership with the UCF Center for Entrepreneurship & Innovation www.cei.ucf.edu

UCFBIP's Incubation Process

UNIVERSITY OF CENTRAL FLORIDA
BUSINESS INCUBATION PROGRAM

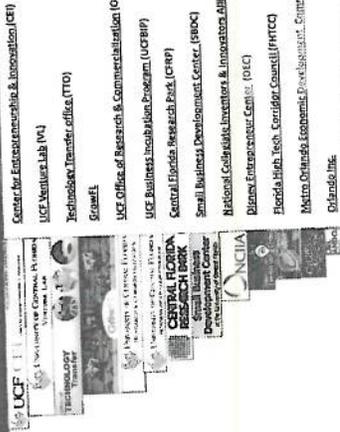
What does the UCFBIP do?



UCFBIP's Incubation Process

UNIVERSITY OF CENTRAL FLORIDA
BUSINESS INCUBATION PROGRAM

Innovation Support Infrastructure Offered

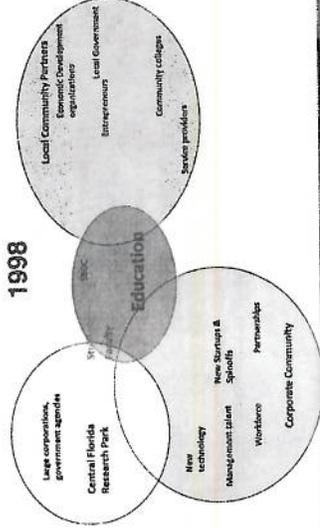


Central Florida Entrepreneurship & Innovation (CEI)
 UCF VentureLab (V)
 Technology Transfer Office (TTO)
 GrowFL
 UCF Office of Research & Commercialization (ORC)
 UCF Business Incubation Program (UCBIP)
 Central Florida Research Park (CFRP)
 Small Business Development Center (SBDC)
 National College Inventors & Innovation Alliance (NCIA)
 Disney Entrepreneur Center (DEC)
 Florida High Tech Center Council (FHTCC)
 Metro Orlando Economic Development Commission (Metro EDC)
 Orlando Inc.

UCFBIP's Incubation Process

UNIVERSITY OF CENTRAL FLORIDA
 BUSINESS INCUBATION PROGRAM

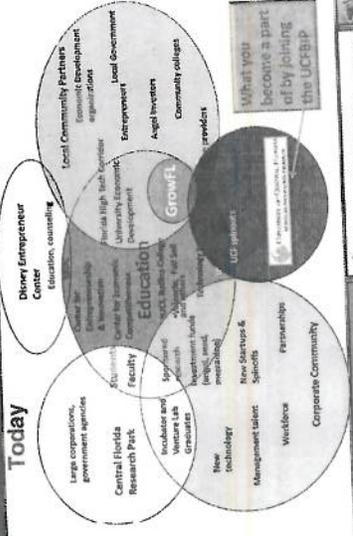
Central Florida Entrepreneurial Environment



UCFBIP's Incubation Process

UNIVERSITY OF CENTRAL FLORIDA
 BUSINESS INCUBATION PROGRAM

Central Florida Entrepreneurial Ecosystem



UCFBIP's Incubation Process

UNIVERSITY OF CENTRAL FLORIDA
 BUSINESS INCUBATION PROGRAM

Questions? /Contact info:

More info: www.incubator.ucf.edu or

the Director:

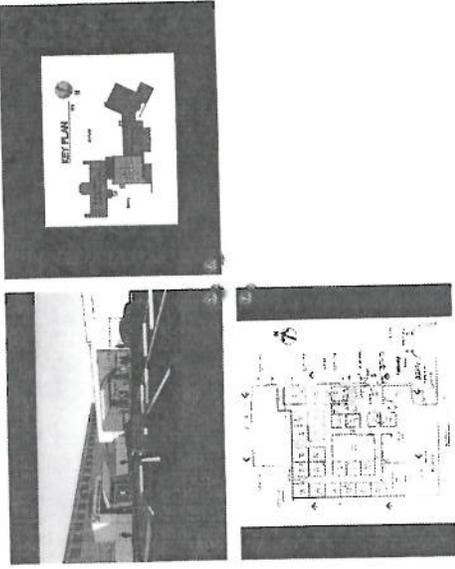
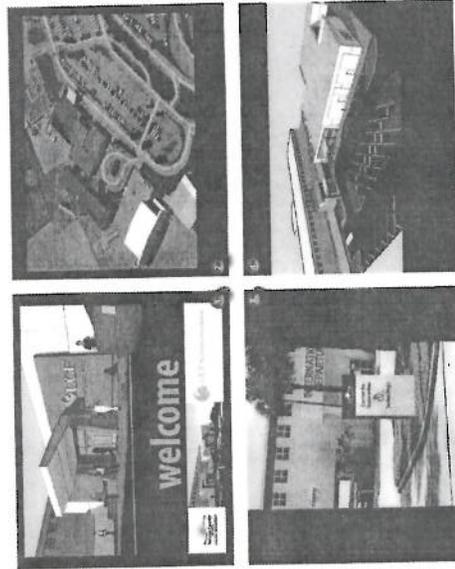
Gordon Hogan
 UCF Business Incubation Program

ghogan@mail.ucf.edu

407 882-1577

UCFBIP's Incubation Process

UNIVERSITY OF CENTRAL FLORIDA
 BUSINESS INCUBATION PROGRAM



As the annual bill for such benefits grows for cities, it leaves fewer dollars available for other local needs like roads and public safety. It tightens the squeeze on cities struggling to balance their budgets amid falling property values and tax revenue. While Orlando increased spending for retirement benefits in this year's budget, it also had to lay off employees, cut services, withhold raises, hike fees and raid reserves to close a \$49million budget gap.

Cities bear much of the blame for their predicaments. They've made extravagant promises in negotiating pension plans with employee unions. Some cities have fallen further behind by chronically underfunding their mounting retirement obligations.

But Florida legislators also are responsible. State law forces cities to offer their cops and firefighters traditional pension plans, and then sets mandatory minimum benefits for them. Businesses began switching years ago to more affordable 401(k)-style plans.

Here's what's really crazy: One of the primary sources of money for police and fire pensions is a tax on property insurance premiums. If that tax generates more money than the previous year, state law forces cities to use the extra dollars to boost retirees' benefits instead of helping pay for what cities already owe. The League of Cities says that law, passed in 1999 under heavy lobbying from police and fire unions, has forced local governments to spend \$400 million from the tax to sweeten benefits.

And state law mandates that local governments offer their retirees the right to buy into the same health insurance plans offered to active workers, creating yet another financial burden for cities.

Local governments owe it to their taxpayers to bring down the costs of their benefits for retired employees. But legislators need to make sure those governments have the tools to defuse these budget time bombs.

Florida gets a few more jobs, but their salaries are lower

By Jeff Harrington, St. Petersburg Times, 2/20

Everybody knows Florida isn't creating enough jobs to dent its double-digit unemployment. But there's something you might not know that's even more distressing: The few jobs that have been created pay far less than the ones we've lost.

A St. Petersburg Times analysis of jobs and income data over the past year indicates Florida hasn't just stalled in its mission to become a higher-wage state. It has gone backward.

Here's one gauge: Add up lost jobs in Florida's hardest-hit industries over the past year. Then factor in salary estimates for each category from the U.S. Department of Labor. The average pay for a lost job among the top five industries turns out to be \$49,884.

Now do the same exercise for the industries that are creating the most new jobs. The average wages per job?

\$34,239.

About 31 percent less.

In Florida's nascent recovery, we're adding home health aides, restaurant and hotel workers, and retail sales clerks.

And where are we still shedding jobs? Construction; finance/insurance; information/publishing; manufacturing; and government, specifically local government.

All the biggest job-losing industries last year had a mean average pay above \$44,500. Of the four top job-creators, only one industry (health care) paid above that mark.

One expert says a similar story line is playing out elsewhere in the country.

"The picture nationally seems to be one where growth has been skewed to mid-wage and especially lower-wage industries," said Annette Bernhardt, policy co-director of the National Employment Law Project, an advocacy group for low-wage workers.

"At least right now, we're not yet seeing key-wage industries such as construction, finance and information come back strong enough, especially given that these were the sectors that saw some of the biggest losses in 2008 and 2009."

Stagnation in higher wage jobs, she said, is different from the aftermath of the 2001 recession, "which wasn't a strong recovery by any measure, but at least it was more balanced and evenly distributed."

This time, about a third of newly created jobs have been temps or contingency workers.

That makes life harder for former higher-wage earners trying to re-enter the labor market anywhere near their past salary levels.

People like Roy Raven.

Raven was a financial adviser affiliated with Raymond James Financial for 13 years, right up until the markets seized up in the fall of 2008. He thought that he would find a similar job with another bank. Any job with another bank. But that didn't happen.

His securities license lapsed after two years out of the business. He wound up working for a Clearwater company that sells energy contracts to businesses around the country. Take-home pay was \$400 to \$500 a week — about \$25,000 a year. At Raymond James, his annual income fluctuated between \$50,000 and \$70,000, depending on commissions.

"I've seen bad times before, but this is absolutely horrible," he said.

Raven, 58, quit selling energy contracts last year when he was diagnosed with multiple sclerosis. His chief source of income these days is \$1,600 a month in Social Security disability.

Raven worries that many of his fellow jobless won't get back to work any time soon and, if they do, their pay will be a fraction of what they were earning.

"They're not bouncing back," he said. "Everything they had accumulated before is being depleted. At one time, people's retirement was their homes, so they piled everything into their homes to have a place to sell and have a nest egg when they moved to a smaller place. Those days are gone."

• • •

Not long ago, Florida set its sights on evolving into a state of higher-paying jobs.

That was the mantra of former Gov. Jeb Bush. In 2003, he lured research giant Scripps Research to open a life science facility in Jupiter with dreams of nurturing a biotech cluster. For his successor, Charlie Crist, the vision of higher-paying jobs meant turning Florida into a hot spot for alternative and renewable energy technologies.

Then the recession struck.

Florida's new governor, Rick Scott, has set a goal of creating 700,000 jobs in seven years to help Florida recover from the Great Recession — but he hasn't articulated a salary target for those jobs.

Florida Chamber of Commerce CEO Mark Wilson, meanwhile, says Florida's focus should not be on income levels of newly created jobs, but where salaries will be five or 10 years out. And that means overhauling the state's education system to "home-grow" talent for the work force of the future. "You want sustainable jobs," Wilson said.

In the Tampa Bay area, economic development leaders are promoting a job-creation strategy hinged to six higher-paying industry clusters: life sciences/medical services; research/engineering services; financial transactions/services; information tech/electronics; aerospace, defense and national security; and business services.

But that's long-term.

Last year was the first year Florida posted any meaningful employment gains outside of health care, and little happened in those higher-paid clusters. Restaurants, hotels, retail, entertainment and other services accounted for nearly 50,000 jobs created between December 2009 and December 2010. Add in health care and subtract jobs lost in other industries, and the state's work force increased a modest 43,500 jobs over the year.

The salary trade-off raises the question: Is any job necessarily better than no job?

Economist Scott Brown of Raymond James Financial in St. Petersburg contends "it's better just to have jobs in general" to cut into Florida's unemployment rate, which has been hovering for two months near a record 12 percent.

But labor market economist Heidi Shierholz of the Economic Policy Institute, a nonpartisan think tank in Washington, said the answer isn't that simple, especially if you're a job seeker. Sure, it's easier to find a job if you're already working. But if you switch careers or settle for a lower salary, it may be more difficult to eventually secure your dream job.

Both economists agree the deterioration of labor unions and a weak labor market for months to come will give workers much less bargaining power and job quality will continue to suffer. "The work will come back," Shierholz said, "but not the compensation packages."

They agree on another point as well: The longer someone is out of work, the harder it is to get back to a similar-paying job.

In a recent analysis, researchers from Florida International University and the Research Institute on Social & Economic Policy pointed out that more than one-third of unemployed Floridians in 2010 had been out of work more than a year. Nearly half were unemployed for at least six months.

One of those long-term jobless, Chris Markham of Tarpon Springs, says he has noticed a bias against sidelined workers. They're viewed as damaged goods, as people who have lost their edge or need to be retrained.

"We're discriminated against," said Markham, 49. "Executive recruiters, headhunters ... if you're unemployed, most of them won't even touch you."

As director of merchandise administration and financing at HSN, the home shopping network, Markham made more than \$100,000 a year. He would feel fortunate to find any financial job in the \$60,000 to \$80,000 range, but has been striking out.

It's not for lack of trying.

With his wife working as a middle school teacher, Markham went back to school to get his MBA from Keller Graduate School of Management. He's a voracious networker, researching prospects online every day and meeting regularly with groups such as the Tampa Bay Executive Forum.

He gets discouraged, however, when 90 of the 100 people at a networking event are looking for a job. Meanwhile, most job prospects he does hear about are for meager pay.

"They're going to pay maybe \$15 an hour," he said. "In this market, you're not going to find a house. You're not going to be able to pay your bills on that kind of salary."

• • •

Personal income in Florida grew at a below-average pace of 2.4 percent in the first nine months following a 2.3 percent income drop in 2009. A survey by Public Agenda, a nonpartisan opinion research organization, concluded that four in 10 Americans live lives of economic struggle, and worry about whether they'll keep a middle-class life in the long term.

Markham said he tries to remind himself "there's more to life than money in your savings account." Even as he holds out hope.

The state forecasts personal income will grow 3.5 percent this fiscal year, and a group of Florida economists predicts unemployment will decline slightly to 11 percent by year-end and gradually improve from there.

"You still have to think it's just going to turn around," Markham said. "Hopefully this should be the year, but you've said 'This will be the year' before."



NEWS FOR IMMEDIATE RELEASE

February 18, 2011

Contact: Dave Byron, APR, CPRC
Community Services Director
386-822-5062 email: dbyron@co.volusia.fl.us

COUNTY COUNCIL TO COMMISSION TOURISM MARKETING STUDY; INPUT SOUGHT

The Volusia County Council wants to gauge the effectiveness of Volusia's tourism marketing efforts and their relationship to generating conventions at the expanded Ocean Center. To do that, early next month the county will seek proposals from qualified consulting firms to conduct a comprehensive analysis of countywide tourism marketing.

"We have invested \$81 million in the expansion of the Ocean Center and we need to be sure that we're doing everything we can to market the facility, and the county as a whole, as efficiently and as effectively as possible," said Frank Bruno, Volusia County chair. "Although we do a lot of things right, I think it's time we step back and get an independent check on how well we're spending our marketing dollars."

At its meeting February 17 meeting, the County Council approved a request for statement of qualifications (RSQ) document that will be issued by county government after the county council's March 3 meeting. In the meantime, the county will seek public comments on the document which outlines the parameters of the study and the desired qualifications of the consulting firm to be selected. The county has created a website volusiacountymarketingstudy.com that contains the RSQ and other marketing information for the public to view and provide their thoughts.

The study is expected to analyze existing marketing efforts of the Ocean Center and the county's three tourism advertising authorities, the adequacy of marketing budgets, strengths and weaknesses of the area, marketing relationships, and potential new marketing funding sources. The county will seek a highly experienced consulting firm with no ties to the area. "This needs to be an independent and objective study," Bruno stressed.

The county council also has said it soon will commission a separate study of the quality of some area hotels and beachside aesthetics, seen as a major hindrance to booking conventions at the Ocean Center. **-30-**

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VOLUSIA COUNTY COUNCIL

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PUBLIC NOTICE:

**Board of Directors
Team Volusia EDC**

NOTICE IS HEREBY GIVEN that Team Volusia Economic Development Corporation will hold a meeting of the Board of Directors.

Where:

International Motorsports Center

1st Floor in the Daytona 500 Room

One Daytona Blvd.

Daytona Beach, FL 32114

When:

Wednesday, March 23, 2011

9:00 AM

Team Volusia EDC | One Daytona Blvd. | Daytona Beach | FL | 32114

hcauthen@teamvolusiaedc.com

Telephone: 386-265-6332