



**CITY OF NEW SMYRNA BEACH  
ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING AGENDA  
WEDNESDAY, AUGUST 17, 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/AAB Joint Meeting June 15, 2011

**4. PRESENTATION**

A. Robert C. Owen, PhD - Professor and Director Advanced Placement Programs, Embry-Riddle Aeronautical University, Department of Aeronautical Science

**5. OLD BUSINESS**

None

**6. NEW BUSINESS**

A. Business Retention and Expansion Plan

B. Impact Fee: Consideration of a Suspension of the Transportation Impact Fee

C. Fall Meeting Schedule, including Economic Development Summit Meeting in October

**7. BOARD MEMBER COMMENTS**

**8. REPORTS AND COMMUNICATIONS**

A. Director's Report

**9. FUTURE AGENDA ITEMS**

**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) AND AIRPORT  
ADVISORY BOARD (AAB)  
JOINT MEETING MINUTES  
JUNE 15, 2011**

**New Smyrna Beach Garden Club, New Smyrna Beach, FL**

Mayor Adam Barringer called the joint EDAB/AAB meeting to order at 6:20 P.M, as it was preceded by a City Commission Special meeting.

**ROLL CALL:**

The following members answered to roll call:

Mayor Barringer (Ex-Officio EDAB)  
Alan Norris (Chair – AAB)  
Jill Carlton (EDAB)  
Jack Holcomb (EDAB)  
Arlen Stauffer (EDAB)  
Randy McHenry (EDAB)  
Paul Mayer (EDAB)  
Herbert Gardner (AAB)  
Robert Perry (AAB)  
Robert Abbaticchio (AAB)  
Matthew Thurmaier (AAB)

Also present were City Manager Pam Brangaccio; CRA/Economic Development Director Tony Otte; Airport Manager/Asst. Public Works Director Rhonda Walker; CRA Administrative Specialist Claudia Soulie; members of City staff and the public. EDAB Ex-Officio Member Bill Hall and AAB Member Doyle Hilson were (excused) absent.

**CONSENT AGENDA**

A. Approval of EDAB Meeting Minutes - May 18, 2011

**Mr. Mayer made the motion to approve the May 18, 2011 EDAB minutes as written; seconded by Mr. McHenry. Motion carried unanimously on roll call vote. (Only EDAB members voted on this item)**

**NEW BUSINESS**

**Airport Operation**

City Manager Brangaccio thanked all the Board members for attending and stated that the intent of this joint-meeting was to discuss Capital Improvements at the Airport; the marketing of Aviation and non-aviation activities and how to move forward with staffing levels for the Airport.

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A. Summary of Master Plan Process

Ms. Walker stated that the Master Plan process assists local agencies such as the New Smyrna Beach Municipal Airport in developing the Airport into a facility that is financially reliable and compatible with the surrounding environment. Projects to be addressed in a Master Plan update for the Airport may include the development of aviation-related and alternate commercial and industrial uses to support making each airport more financially self-sufficient. Ms. Walker continued that the next Airport Master Plan Update is intended to address the steps proposed to be taken over the next twenty years, although primary focus will be on the short and intermediate-term actions to improve and maintain Airport facilities, air safety, and maximize development and economic impact to generate resources to support the Airport. Ms. Walker further commented that a Master Plan update is necessary to secure FAA and FDOT grants for all capital projects and with the current economic downturn, funding of those projects is essential to the implementation of the plan.

Ms. Walker stated staff would apply for substantial grant funding from the Federal Aviation Administration (FAA) and Florida Department of Transportation (FDOT).

A brief discussion ensued about capital projects that were in the current Master Plan and those projects that had received grant funding or were pending grant approval.

Mr. Alan Norris, AAB Chair questioned the estimated cost of updating the Master Plan. Ms. Walker stated that, if a grant to proceed was approved, 95% of the cost would be covered by FAA and 4% by FDOT which would leave 1% to be paid from Airport Funds.

Ms. Brangaccio gave a summary of a recent meeting with the FAA and City staff about the Airport's goals and stated that the FAA suggested updating the plan.

B. Airport Capital Improvement Projects

Ms. Walker stated that one of the Airport's main objectives is to have the fuel operation on the airfield become a City operation with tanks and self-serve pumps under City control. Ms. Walker informed the Boards that a recent bid request for the Fuel Farm infrastructure and apron expansion installation was under review and gave some details about the proposed project and any possible grants available for the Fuel Farm equipment.

Ms. Walker further commented on projects like the proposed rehabilitation of Taxiways and connections of Airport runways. Ms. Walker stated that projects like these would highlight the City's commitment to creating a viable Industrial Park thus increasing the chances for obtaining grant funding, as the City is competing with other Airports for available grant money.

A brief discussion ensued about the economic benefits of these projects to the City.

C. Update on FAR Part 150 Noise Study

96 Ms. Walker stated that the 14 CFR Part 150 Study was conducted in two phases. The first phase  
97 developed the Noise Exposure Maps (NEMs) for the Airport. Two NEMs were developed to  
98 represent the existing (2009) noise environment, and the future (2014) noise environment. The  
99 NEMs were submitted to the FAA for review and acceptance in December 2009. The FAA  
100 accepted the NEMs on July 8, 2010.

101  
102 Ms. Walker continued that the second phase, known as the Noise Compatibility Program (NCP),  
103 was completed in March 2011. The NCP analyses abatement, mitigation, and administrative  
104 alternatives to address the noise concerns expressed by the local residents. A public hearing was  
105 held on April 19, 2011 to allow the public an opportunity to review and comment on the Study  
106 process and its recommendations.

107  
108 The NCP resulted in 39 different alternatives being reviewed: 29 abatement (operational)  
109 alternatives, five mitigation (land use) alternatives, and five administrative alternatives. Of the 39  
110 alternatives reviewed, 24 recommendations are being forwarded for consideration by the City  
111 and FAA.

#### 112 D. City Manager's Proposed FY 11/12 Airport Operation Budget

113  
114 Ms. Brangaccio stated that she was in the process of putting together the proposed budget for  
115 presentation to the City Commission, which would include figures for a Full-time Airport  
116 Manager and a Full-time Administrative Assistant.

117  
118 Ms. Brangaccio stated that she will be recommending that the Airport be housed with Economic  
119 Development instead of Public Works, as this would aid in its marketing and economic  
120 development as well as bringing in marketing assistance for the Airport. Ms. Brangaccio  
121 continued that the City Commission had to approve those recommendations and that staff would  
122 then approach the EDAB for direction on how to proceed with the marketing efforts.

123  
124 A brief discussion ensued about who the proposed Airport Manager would report to and who to  
125 contract for marketing assistance.

126  
127 Mr. Thurmaier felt that the Airport Manager should report directly to the City Manager instead  
128 of being under the Economic Development Director as this would be the best benefit to the City.  
129 Mr. Norris agreed.

130

### 131 Economic Development

132

#### 133 A. Airport Industrial Park Development

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135  
136 Mr. Otte stated that staff was in the process of maximizing underutilized properties in the  
137 Industrial Park and that options had been identified, which would create access to several  
138 buildable parcels for aviation and non-aviation uses. These options include the extension of  
139 Airway Circle to platted cul-de-sac limits as well the use of an existing access drive to Industrial  
140 Park Ave which would allow for direct access to the taxiway.

ECONOMIC DEVELOPMENT ADVISORY BOARD  
JOINT EDAB/AAB MEETING, JUNE 15, 2011 MINUTES

141 Mr. Otte continued that staff will need to further evaluate the cost of extending the roadway and  
142 utilities to those parcels versus the attainable number of buildable lots; ease of obtaining State  
143 permitting which might elevate the unit price cost for the infrastructure as well as the potential  
144 impact on surrounding City facilities.

145  
146 Commissioner Grasty commented on existing utility easements in that area and their effect on lot  
147 sizes. Ms. Walker stated that she would check into this.

148  
149 Mr. Otte thanked EDAB member Paul Mayer for all his time and effort in assisting City staff  
150 with this project thus far.

151  
152 A brief discussion ensued on the leasing procedure and length for those properties and aviation  
153 versus non-aviation uses. Ms. Walker stated that the FAA has to approve any lease of a property  
154 with immediate access to the Airfield.

155  
156 B. Brownfield Designation

157  
158 Mr. Otte stated that the State of Florida Brownfields Redevelopment Program has a number of  
159 benefits that are attractive to businesses wishing to relocate and that City staff proposes to add  
160 these benefits to the list of incentives that are available for recruiting businesses to the Airport  
161 and the surrounding area.

162  
163 Mr. Otte continued that the Airport industrial area has several empty buildings that City staff is  
164 working to fill with new tenant businesses and that staff believes a Brownfields designation will  
165 assist in these recruitment efforts. Mr. Otte summarized that there are approximately 25  
166 industrial properties in this area that are not owned by the City and as a part of the designation  
167 process, these private owners were notified of the proposed designation and the public hearings.  
168 The first of those two required hearings was held immediately preceding the joint EDAB/FAA  
169 meeting and the second one is scheduled for the June 28, 2011 City Commission meeting.

170  
171 Mr. Thurmaier stated his reasons as to why he felt that the City shouldn't sell city-owned Airport  
172 property, but rather lease. Mr. Walker elaborated on the FAA's rules and recommendations  
173 pertaining to properties with Airport access versus non-aviation properties.

174  
175 Mr. McHenry felt that developers might be reluctant to invest their money if there is only an  
176 option to lease the subject property.

177  
178 Mr. Otte introduced David Goldman with Kimley-Horn, a consulting company selected  
179 following a Request for Qualifications process to provide environmental site assessment and  
180 related services for the City under its Brownfields Redevelopment Program on a continuing  
181 contract basis. Mr. Goldman elaborated on the benefits of the Program and what they entailed.

182  
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185 C. Future US1 CRA (to include the Airport) for FY 15-16 and beyond

186

187 Mr. Otte gave a brief history on when the current Community Redevelopment Agency (CRA)  
188 was established and that it will sunset in 2015. Mr. Otte elaborated on how the CRA receives  
189 money from the funding partners and the how the establishment of the CRA is governed by the  
190 Volusia County Council.

191  
192 Ms. Brangaccio stated that during a long-term planning workshop in March 2011 the City  
193 Commission discussed a future New Smyrna Beach-US1/Mainland CRA to support the  
194 redevelopment of US1. Ms. Brangaccio stated that Volusia County's Economic Development  
195 Director suggested that the NSB Airport be included in the draft CRA map as this would make  
196 available the future CRA incentives for development of the Airport Commerce Park properties as  
197 well as provide monies for infrastructure improvements such as the road network.

198  
199 A brief discussion ensued about steps to phase-in the proposed new CRA before the existing one  
200 sunsets; Cities with multiple CRAs and steps they have taken to establish them; any potential tax  
201 dollar contribution exemptions for certain districts and benefits offered by the CRA through its  
202 grant programs.

203  
204 Ms. Brangaccio suggested that staff will update the EDAB about proposed and available CRA  
205 grants at their next regular EDAB meeting.

### 206 **Marketing of Airport**

#### 207 1. FBO/Fuel

208  
209  
210 Mr. Otte stated that a Volusia County Economic Development has scheduled a meeting to  
211 discuss forming an advisory committee to jointly market Airports in Volusia County.

212  
213  
214 Ms. Walker felt that marketing efforts for the New Smyrna Beach Airport should entail securing  
215 business development for Airport properties as well as marketing the Airport as a transportation  
216 hub. Ms. Walker stated that having a Fixed Base Operator (FBO) and full service fuel stations  
217 will help in marketing the Airport.

218  
219 Mr. Norris stated that 24 hour self-service fuel and improvements to FBO service will enhance  
220 the Airport's appeal. Mr. Norris continued that the NSB Airport, in conjunction with what the  
221 City had to offer to visitors, could be advertised in Aviation magazines.

222  
223 A brief discussion ensued about the importance of the infrastructure; affordable fuel prices and  
224 possibly listing the price for fuel on the City's website, as some pilots were searching for fuel  
225 stations with the lowest prices on the internet.

#### 226 Member Comments

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228  
229 The Board members commented on:

230

- 231 • The positive forward momentum and change in attitude with emphasis on the Airport;
- 232 • the FAA being aware of the different focus and positive thinking within the Community;

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- 233           • the City needing to focus on optimizing underutilized assets;  
234           • the Airport Master Plan update and  
235           • staff to continue talking with Embry Riddle University, using their interns  
236 The members of both boards commended staff for their efforts in putting together this agenda  
237 and in their efforts to market the Airport.

238  
239 Mayor Barringer stated that there will be no EDAB meeting in July. The next meeting is  
240 scheduled for August 17, 2011 at its regular location.

241  
242 **ADJOURNMENT:**

243  
244 There being no further business, the meeting was adjourned at 7:52 p.m.

# ***PRESENTATION***

## EDAB AGENDA ITEM SUMMARY

**Department Making Request:** EDAB Staff

**Meeting Date:** August 17, 2011

**Action Item Title** Presentation by Dr. Rob Owen, Embry Riddle Aeronautical University: Aerospace Institutes

**Agenda Section:** Consent \_\_\_\_\_ Public Hearing \_\_\_\_\_ Special Items   x  

**Summary Explanation and Background**

At the April 20, 2011 meeting Dr. Arlen Stauffer suggested that EDAB representatives explore a program offered to high school students by Embry Riddle Aeronautical University (ERAU). On May 11, 2011 Dr. Arlen Stauffer and Tony Otte met with Jim Tager (Principal of New Smyrna Beach High School) and Dr. Rob Owen of ERAU to discuss the ERAU program, which provides an Aerospace career track within the high school curriculum of participating high schools. There are currently four Florida counties utilizing this program. Dr. Owen will give a presentation at the meeting.

**Recommended Action/Motion:**

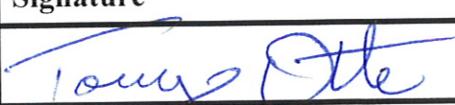
There is no recommendation for action at this time.

**Funding Analysis:** Budgeted \_\_\_\_\_ If not budgeted, recommend funding account:

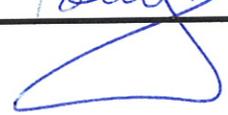
Dr. Owen stated that the smallest high school program that ERAU operates costs less than \$100,000, while the most expensive is in the several hundred thousand dollar range.

**Exhibits Attached:**

1. A power point presentation from Dr. Owen used during the meeting.

Reviewed By:	Name	Signature
CRA/Economic Development Director	Tony Otte	

**Commission Action**



Embry-Riddle Aeronautical University  
Aerospace Institutes:  
Putting University Programs into  
High Schools

Dr Robert C. Owen  
Department of Aeronautical Science  
Embry-Riddle Aeronautical University  
Daytona Beach, Florida Campus  
386-226-6897, robert.owen@erau.edu

Concept: School District—  
University—Industry Partnerships to:

- Address national crisis in STEM/Aerospace
  - Aerospace subjects to draw students
  - *Substantively* prepare students for post H.S. success
- Long-term financial stability
  - ERAU delivers at cost
  - Industry invests in return for tailored employees
- Make STEM/Aero education affordable for *all*
  - Integrate program from 5<sup>th</sup> grade to Bachelors
  - Teach students/parents to build business plans

## Method: University Micro-Campuses On Partner H.S. Campuses

- The "secrets" of success
  - Outstanding teaching professors<sup>1</sup>
  - Full sections of qualified students<sup>2</sup>

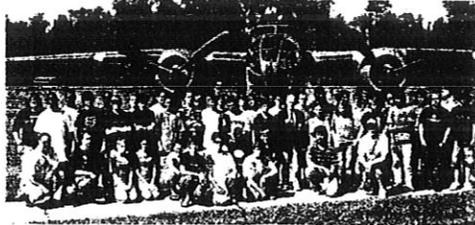


<sup>1</sup> Fully-qualified, hired locally, most are part-time

<sup>2</sup> Average+ students, good department, interested in college or professional trade

## Proven: Up and Running

- Charlotte County (4 campuses, 2006)
- St Johns County (1 campus, 2006)
- Palm Beach County (1 campus, 2007)
- St Lucie County (1 campus, 2008)
- Lyons-Township, IL, (2 campuses, 2006)





# Flexible: Tailored Curriculum

- \* AS 120 Principles of Aeronautical Science [Intro]
  - \* AS 121 Private Pilot Operations [5 ERAU credit hours, usually 2-semester]
  - \* AS 254 Aviation Legislation
  - \* AS 220 Unmanned Aviation
  - \* AS 357 Aviation Physiology
  - \* EGR 101 Introduction to Engineering
  - \* EGR 115 Introduction to Computing for Engineers [basic calculus prerequisites]
  - \* EGR 120 Graphical Communications
  - \* HF 201 Intro to Human Factors I [Other courses in track possible]
  - \* HS 110 Intro to Homeland Security
  - HS 210 Fundamentals of Transportation Security
  - HS 230 Terrorism: Origins, Ideologies, and Goals [HS 110 prerequisite]
  - \* SF 211 Introduction to Space Flight
  - \* SF 210 Introduction to Space Exploration
  - SF 330 Applied Orbital Dynamics
  - \* SP 110 Introduction to Space Flight
  - SP 200 Planetary and Space Exploration
  - SP 215 Space Station Systems and Operations
  - \* SS 130 History of Aviation in America
  - \* WX 201 Meteorology I
  - WX 261 Applied Climatology
- \* Courses already being taught at one or more high schools

## Substance: Engineering Curriculum

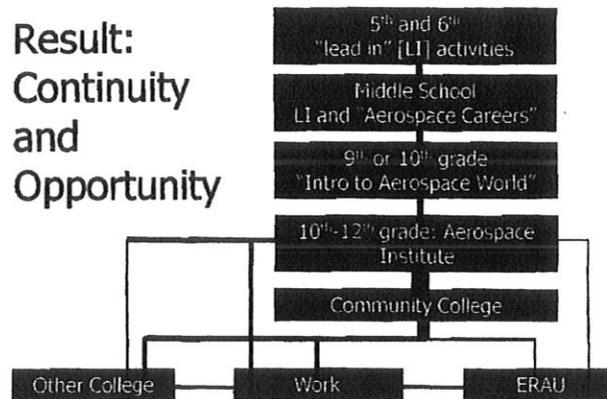
<u>Grade</u>	<u>Fall</u>	<u>Spring</u>
9	Intro to Aero World-A	Intro to Aero World-B
10	AS 120 Principles Aero Sci	SP-110 Space Flight
11	AS 220 Unmanned Avn	EGR 101 Intro to Egr
12	EGR 120 Graphics	EGR 115 Computing

Plus honors/AP math and science all four years including differential calculus

## Substance: Aviation Maintenance Science Curriculum

<u>Grade</u>	<u>Fall</u>	<u>Spring</u>
9		AMS 118 Aircraft Familiarization
10	AMS 117A Tools and Materials	AMS 117B
11	AMS-115A Math and Physics	AMS-115B
12	AMS 116A Electricity AMS 295 Professional Skills (HR, success skills, etc.)	AMS 116B AMS 295 Specialized Training (Internships, certificates, etc.)

**Result:  
Continuity  
and  
Opportunity**



## A Lot of Winners

- Students: Experience and *Proof of Competency*
- Parents: Save up to two+ years tuition
- School District: Energizing education stream
- The Community: Attractive education lure
- Community colleges: Enhanced student flows
- ERAU, local colleges, industry partners: Quality recruiting pools



## *Notional* Program Ramp-Up and Costs

### Affordable:

- FTE typically covers
  - 50-60% of start-up costs
  - 70-80% of steady-state costs (usually achieved in 3<sup>rd</sup> or 4<sup>th</sup> year)
- Other sources to cover the remainder
  - State awards for certifications
  - Cash/kind donations
  - Industry vestments

### Notional Curriculum Ramp-Up for 3-Track Program (Aero+Egr+Tech)

AY	Grade	Fall Courses (sections)	Spring Courses (sections)	Sections
11	9-10	Intro Aero-A (2)	Intro Aero-B (2)	8
	11-12	Aeronautics (1)	Space Flight (1)	
	10-12	Aircraft Familiarization (1)	Tools and Processes (1)	
12	9-10	Intro Aero-A (3)	Intro Aero-A (3)	15
	10-11	Aeronautics (2)	Space Flight (1)	
	11-12	Intro to Engineering (1)	Space Exploration (1)	
	10-12	Aircraft Familiarization (1)	Tools and Processes (1)	
	10-12	Intro to Electricity-A (1)	Intro to Electricity (1) + Internship	
13	9-10	Intro Aero-A (4)	Intro Aero-A (4)	22
	10-11	Aeronautics (3)	Space Flight (2)	
	11-12	Intro to Engineering (1)	Space Exploration (1)	
	11-12	Private Pilot-A (1)	Private Pilot-B (1)	
	10-12	Aircraft Familiarization (1)	Tools and Processes (1)	
	10-12	Intro to Electricity-A (1)	Intro to Electricity (1) + Internship	
14	9-10	Intro Aero-A (4)	Intro Aero-A (4)	26
	10-11	Aeronautics (3)	Space Flight (2)	
	11-12	Intro to Engineering (2)	Space Exploration (2)	
	11-12	Private Pilot-A (1)	Private Pilot-B (1)	
	10-12	Aircraft Familiarization (2)	Tools and Processes (2)	
	10-12	Intro to Electricity-A (1)	Intro to Electricity (1) + Internship	

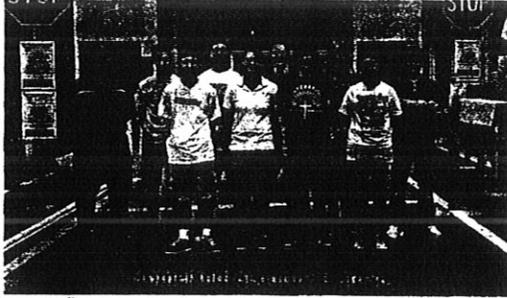
### Notional Financial Ramp-Up for 3-Track Program

Academic Year	Class Sections	Contract Charge (\$)	State FTE Offset (\$)	FTE Shortfall (\$)	Cost Per Section (\$)
2011	8	123K	67K	56K	15K
2012	15	177K	125K	52K	12K
2013	22	244K	183K	61K	11K
2014	26	312K	216K	96K	12K

\* \$4K per student state FTE = \$8.3K/class of 25 students

- ...kers be' ed'
- 50-60 experienced college students ready to complete professional studies

## Questions, or Else!



U.S. Customs and  
Border Protection

U.S. Customs and Border Protection  
Field Operations Academy  
Wickliffe  
Seabreeze High School  
April 27, 2007

# ***NEW BUSINESS***

## EDAB AGENDA ITEM SUMMARY

**Department Making Request:** EDAB Staff

**Meeting Date:** August 17, 2011

**Action Item Title** Business Retention and Expansion Plan

**Agenda Section:** Consent \_\_\_\_\_ Public Hearing \_\_\_\_\_ Special Items   x  

**Summary Explanation and Background**

Staff has prepared an outline for the preparation of a Business Retention and Expansion Plan and requests discussion. The preparation of such a plan is important in guiding the efforts of the EDAB and staff in retaining existing businesses, helping existing businesses expand, and recruiting new businesses.

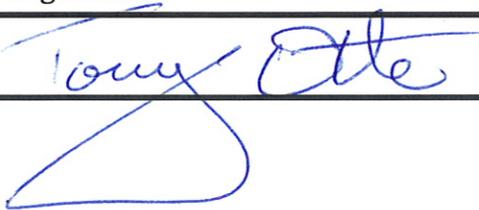
Also attached is a copy of a memo outlining the expansion and recruitment efforts of Team Volusia.

**Recommended Action/Motion:** Discussion and Approval of an Outline.

**Funding Analysis:** Budgeted \_\_\_\_\_ If not budgeted, recommend funding account:  
It is not anticipated that the preparation of this plan will cause significant hard cash costs.

**Exhibits Attached:**

1. Draft Outline for Business Retention and Expansion Plan
2. Team Volusia Business Retention and Expansion Plan

Reviewed By:	Name	Signature
CRA/Economic Development Director	Tony Otte	

# Draft Outline

## Business Retention and Expansion Plan

1. Update the SWOT analysis in the Economic Development Plan
2. Assemble and analyze data from the Chamber's Business Surveys
3. Develop an Outreach Program to existing industries, including an "Early Warning System" (to predict when a local company is in danger of relocating or closing.)
4. Business Recruitment tools
  - a. Marketing
  - b. Direct recruiting through county-wide agencies
  - c. Direct recruiting for "second location" independent businesses
  - d. Identifying and supporting industry clusters and specific industries to recruit
  - e. Site inventory updated weekly
5. Helping firms find new markets
6. Assisting firms with permitting and licensing
7. Partnerships, including
  - a. NSB Utilities Commission
  - b. NSB Chamber of Commerce
  - c. NSB Board of Realtors
  - d. Volusia County DOED
  - e. Team Volusia
  - f. Daytona State SBDC
  - g. Center for Business Excellence
  - h. Volusia County Transportation Planning Organization
8. Identifying needs for new policies
  - a. A new policy for closer coordination with the Utilities Commission to allow for the payment of impact fees on unfinished/unused building space when the building permit is pulled for finishing out the space.



## **TEAM VOLUSIA'S BUSINESS RETENTION & EXPANSION (BRE) PROGRAM**

### **Overview**

Businesses currently operating in Volusia County are responsible for creating the majority of all new jobs, underscoring the importance of a sophisticated Business Retention and Expansion (BRE) program. The primary purpose of a BRE program is to provide local businesses the assistance and resources necessary to remain and grow in Volusia County while enhancing the overall business climate in the region.

Team Volusia recognizes that Volusia County DOED and some cities have established BRE programs. At some level, all of the cities are involved in visits to existing business. The intent of this document is to describe how Team Volusia's efforts will support and enhance the other ongoing BRE activities in the region.

### **2011 Program of Work**

The 2011 Program of Work approved by Team Volusia's Board of Directors sets forth the following for Business Retention & Expansion this year:

- Establish a sophisticated retention and expansion program and explore the implementation of a database to coordinate information and better serve existing business
- Proactively call on existing businesses to learn about their needs, respond to any concerns and connect them with resources and opportunities within the community
- Serve as an ombudsman by identifying issues and trends in the local market and facilitate resolution with the assistance of appropriate stakeholders
- Develop strong relationships with existing companies to engage them as partners in the identification of leads and recruitment of new companies to the region

The primary measurable is conducting at least 45 visits to existing businesses located throughout Volusia County, including a reasonable number of businesses located in each part of the county by December 31. As of June 30, twenty visits have been conducted.

### **Team Volusia's Approach to BRE**

Team Volusia will be glad to conduct business calls in a city at the request of the city's practitioner or in unincorporated Volusia County at the request of DOED. Team Volusia staff and the practitioner will work together to identify businesses, set up appointments, and conduct the visits.

After targeted industry clusters are identified, Team Volusia will work with city practitioners to discuss conducting business calls to local companies in each of those clusters. The appropriate

practitioner will be invited to attend a visit within their jurisdiction, unless the business has requested a private meeting.

### **Retention of Growing Businesses within City Boundary**

Team Volusia EDC believes in the priority of retaining and expanding businesses in their current political jurisdictions within the county. Businesses outgrow their locations and sometimes must leave their current jurisdiction in order to expand their facilities. As such, Team Volusia will not contact or assist an existing business regarding moving out of its jurisdiction until that business has notified, in writing, its current government entity that it must look elsewhere for a suitable location to meet its expansion needs.

### **Business Visitation**

Whenever possible, Interviews will take place with the highest ranking person at the business, who should be the most knowledgeable about the company's current operations, future plans and issues about doing business in the region. Staff should thoroughly research the company and person to be visited to gain background information in advance. The focus of the visit will be to get information on: more detailed insight into company's local operations; workforce; facilities and equipment; business climate; sales; and barriers to growth. Special attention will be paid to "early warning signals" indicating that a company may be at risk of relocating or closing.

During the visit, the dialogue should be conducted in a conversational manner. A key benefit of the call is relationship building and helping businesses develop stronger ties to Volusia County. This can be accomplished by making them feel important and appreciated. Confidentiality of information discussed needs to be strongly stressed. Staff should attempt to troubleshoot issues as they arise during the interview. If follow-up on any issue needs to occur, staff should indicate a time-frame for that follow-up. The BRE program can be an excellent tool for connecting local companies to resources in the community.

When the call generates issues for follow-up, Team Volusia staff and the practitioner will determine who will take the lead on issue resolution immediately following the visit.

### **Conclusion**

The BRE program should serve two important purposes. First, it can alert local economic developers/practitioners to the plans, problems, and concerns of individual companies. There may be an opportunity to assist a company with expansion plans or to take action to alleviate a problem.

Secondly, Team Volusia will establish a process for capturing issues identified during business visits. Over time, the information can be aggregated and serve as a vehicle to uncover common concerns of existing businesses, to keep aware of the dynamics of the local economy, and to create solutions and programs to address concerns and identified gaps systemically.

## EDAB AGENDA ITEM SUMMARY

Department Making Request: EDAB Staff

Meeting Date: August 17, 2011

Action Item Title Impact Fee: Consideration of a Suspension of the Transportation Impact Fee

Agenda Section: Consent\_\_\_\_\_ Public Hearing\_\_\_\_\_ Special Items   x  

### Summary Explanation and Background

At the August 9, 2011 City Commission meeting there was an agenda item asking for a discussion on the Volusia County Council's consideration of suspending transportation impact fees. **The City Commission asked that the Economic Development Advisory Board (EDAB) review this topic at their August 17 meeting and make a recommendation to the City Commission.** (Note: last February the City Commission suspended the collection of police and fire impact fees for two years as recommended by the EDAB.)

Please find attached an email from Dave Castagnacci regarding the County Council's consideration of this item. Also find attached the packet attachment from the City Commission meeting on August 9.

Staff offers the following points for discussion:

1. What is the goal of reducing impact fees?

If the goal is to encourage business expansion and job growth, then it would seem that a suspension of the fee for commercial development would be in order. Suspending the fee for residential development may have a negligible effect, given the supply of unsold new homes, short sales, and foreclosures.

2. Should the fee be suspended, or modified?

Staff suggests discussion on modifying the fee. In certain areas of the City the road infrastructure is already in place and is not likely to be expanded – such as the area defined in the City's Land Development Regulations as the "Traditional City Area", located approximately east of the Turnbull Bay/Turnbull Creek waterway north of State Road 44 and approximately east of Mission/Wallace Road. However, in the areas outside of the "Traditional City Area" – such as near Home Depot or the new WalMart, where new roads are needed and being planned, it would be prudent to keep the fee in place and perhaps allow for a deferred collection.

The 2011 Growth Management Bill approved by the state Legislature allows for local modification (including elimination) of Transportation, Schools, and Parks and Recreation Concurrency. ("Concurrency" refers to the requirement that infrastructure must be in place to serve new development.) The measurement for concurrency for roads is expressed in "Level of Service". For example, a level of service "F" indicates that the road should have no more development. The Level of Service of SR 44 from I-95 to the East is "E".

The City's Transportation Impact Fee Fund had an audited balance of \$684,329 as of September 30, 2010. From October 1 until August 5, the Fund received another \$349,921 for a total of \$1,034,250. Of this amount, \$50,000 is earmarked for a transportation study.

**Recommended Action/Motion:**

Review the attached materials, discuss the item, and make a recommendation to the City Commission regarding any action on impact fees.

**Funding Analysis:** Budgeted \_\_\_\_\_ If not budgeted, recommend funding account:  
The impact of suspending impact fee collections has not yet been estimated.

**Exhibits Attached:**

1. The attachment from the August 9 City Commission meeting on this item.

Reviewed By:	Name	Signature
CRA/Economic Development Director	Tony Otte	
<b>Commission Action</b>		

## AGENDA ITEM SUMMARY

Department Making Request: City Manager		
Meeting Date: August 9, 2011		
Action Item Title: Impact Fees		
Agenda Section:      Consent _____ Public Hearing _____ Admin Items/New <u>  X  </u>		
<p><b>Summary Explanation and Background:</b></p> <p>The Vice Mayor at the July 27<sup>th</sup> Budget Workshop discussed Volusia County Council's recent action (Attachment I) on Road Impact Fees and requested that the City Commission discuss this issue at the August 9<sup>th</sup> meeting. The City Commission had in February 2011 suspended the collection of City Fire and Police Impact fees (Attachment II) for <b>non-residential</b> development. This was based on the recommendation of the EDAB, as an Incentive Program to encourage economic development.</p> <p>In reviewing the information required for the Commission's discussion, the following is being prepared:</p> <ol style="list-style-type: none"> <li>1. Permitting Update for non-residential vs. residential development within the City</li> <li>2. Recommendations on residential vs. non-residential, and how to define "infill" for either or both...CRA boundaries, Historical Districts, LDR definitions, Airport Industrial Park, etc.</li> <li>3. Preparation of projected expenses and revenues for Road Impact Fees collected to-date. We have been working (through annexation and development agreements) on funding the Colony Park extension from Road Impact Fees, as the funds must be used for expansion or, and capital improvements to, the transportation network; and</li> <li>4. A review of the current Road Concurrency system with regards to the 2011 Growth Mgt Bill.</li> </ol> <p>An option for the City Commission is also to forward this item to the EDAB for discussion and recommendation, as their August meeting will be a discussion on a proposed Business Retention and Expansion Plan, and a Fall Economic Development Summit.</p>		
Recommended Action/Motion: Review the attached information, and provide policy direction to the City staff on next steps in discussion and review.		
Funding Analysis:      Analysis is being prepared		
Exhibits Attached: Volusia County Actions (Attachment I); NSB two-year suspension of Fire & Police Impact Fees (Attachment II);		
<b>Reviewed By:</b>	<b>Name</b>	<b>Signature</b>
Finance Director	Althea Philord Bradley	
City Manager	Pam Brangaccio	
City Attorney	Frank Gummey	
Commission Action:		

**Brangaccio, Pam**

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**From:** Dave Castagnacci [dave@daytonachamber.com]  
**Sent:** Friday, July 22, 2011 4:38 PM  
**To:** Dave Castagnacci  
**Subject:** Volusia planning impact fee moratorium

Volusia County government is moving forward with a two-year **moratorium on residential IMPACT FEES**, joining some other Central Florida municipalities that are using this as an incentive to boost residential and economic development.

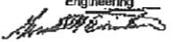
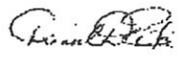
... On August 18, the County Council will consider an ordinance enacting a **two-year suspension of residential impact fees** for transportation, parks and fire protection. These county-imposed fees for a single family home can range from about \$3,042 in unincorporated areas to about \$2,174 within cities where parks and fire service impact fees are handled by the individual municipalities.

... After the two-year moratorium, the **county impact fees will gradually be re-instated in one-third intervals** over the next three years. As the issue was discussed at Thursday's council meeting, the moratorium is geared toward development within urbanized areas and will not apply to structures within Central Volusia's rural, conservation corridor. Also, the moratorium **will not apply to commercial development**.

... Council members **do not plan to suspend school impact fees** which total more than \$6,000 for a single family home. They intend to leave this decision to the Volusia County School Board.

... County leaders agree that alternative long term funding strategies need to be studied for building Volusia's needed road projects – and VCARD leaders plan to form a committee to assist. Please notify VCARD if you would like to be involved.

... The drive to enact the impact fee moratorium was initiated by the **Volusia Building Industry Association (VBIA)** and this group plans to continue the effort within Volusia's other municipalities. At Thursday's meeting, it was noted that Orange, Osceola and Lake counties already have imposed some type of full or partial impact fee moratoriums.

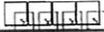
July 21, 2011		AGENDA ITEM		Item 05
<input type="checkbox"/> Ordinance	<input type="checkbox"/> Resolution	<input type="checkbox"/> Budget Resolution	<input checked="" type="checkbox"/> Other	
Department: Public Works		File Number: VC-1308678797044-A		
Division: Engineering				
Subject: Mini-budget workshop: review of transportation funding and proposed capital improvement projects for roads and bridges.				
Account Number(s): N/A				
Total Item Budget: N/A				
Staff Contact(s): Gerald N. Brinton, P. E. Phone: (386)736-5967 ext. 2294 George Recktenwald Phone: (386)736-5965 ext. 2207 Mary Anne Connors Phone: 386-736-5920 ext. 2975 Jim Dinneen Phone: 386-736-5920 ext. 2187				
<b>Summary/Highlights:</b> This workshop is for council to discuss the status of funding for maintenance and capital improvements of roads and bridges. The proposed 5-year capital improvement program for roads and bridges will be presented.  The proposed 5-year road program which is grouped by the four impact fee collection zones, consists of current year road projects, and road projects proposed in years FY 11/12 - FY 15/16 based on current levels of revenue. All projects in the road program will be included as part of the capital improvement element of the comprehensive plan to be considered by council for adoption in October 2011. Projections for FY 16/17 - FY 20/21 are shown for planning purposes only				
<b>Recommended Motion:</b> None.				
John Angbill Proxy for George Recktenwald Director Public Works   Gerald Brinton Director Engineering 	OMB    Approved as to Budget Requirements	Legal    Approved as to Form and Legality	Tammy Bong County Manager's Office    Approved Agenda Item For: July 21, 2011	
<b>Council Action:</b> <input type="checkbox"/> Approved as Recommended <input type="checkbox"/> Approved With Modifications <input type="checkbox"/> Disapproved <input type="checkbox"/> Continued Date:		<b>Modification:</b>		

**Brangaccio, Pam**

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**From:** Gadi Kaufmann [GadiKaufmann@rclco.com]  
**Sent:** Thursday, July 14, 2011 5:46 PM  
**To:** Brangaccio, Pam  
**Subject:** RCLCO On The Economy And The Real Estate Market Recovery Continues To Be Lumpy

If you're having trouble viewing this email, you may [see it online](#).

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**RCLCO ON THE ECONOMY AND THE REAL ESTATE MARKET**  
**Recovery Continues to Be Lumpy**  
*Summer 2011*

**ECONOMIC OVERVIEW**

It is our view that the recent negative sentiments about the U.S. economy are driven by temporary, short-term events (weather, energy prices, natural disasters), rather than by fundamental issues. These events are serving to slow the rate of the recovery, but are not expected to reverse the course from recovery to a second recession. The U.S. economy should continue to grow at a modest pace, picking up momentum in the second half of 2011, and improving further into 2012 and 2013.

Indeed, in October 2010 we predicted in this space that the U.S. economy was likely to experience slow, uneven recovery climbing out of the Great Recession. Further, we predicted that there will be periodic disruptions to the recovery, as global capital markets and political events "spook" both consumers and investors. And that is what appears to be happening, as concerns about the pace of growth and rising fuel prices, fears about the instability of the faltering economies in Europe, and global political concerns lead businesses to push off hiring and investing for as long as possible.

It is therefore not surprising to us that mid-year 2011 finds the U.S. economy and real estate market in an uncomfortable state of dissonance. Economic growth and the much needed job growth it was expected to create have been slower and less stable than hoped for. Two years after the official end of the Great Recession, we are still experiencing a pattern of fitful, uneven growth, which we believe may continue for 12 to 24 months as the economy shakes off the recession's lingering after-effects.

The housing market and the Federal Government stimulus programs were expected to help pull the American economy out of the recession. However, the persistent weakness of the housing sector, traditionally a leading sector of past recoveries, is one of the factors delaying the recovery of the U.S. economy. With the housing sector continuing to slug through the foreclosure overhang for the next two to three years, house prices will remain relatively flat and new home construction activity will remain well below levels experienced during past recoveries (stay tuned for RCLCO's housing market outlook, to be issued in the near future).

The government, which has already played many of its cards in helping prevent the economy from an even deeper decline during the downturn, is not likely to intervene unless the economy slips into a recessionary "double dip" – another downturn akin to the 2006-2009 correction.

In addition to the weak housing sector and the limited role the Federal Government will likely play in inducing the economic recovery, the deleveraging of U.S. personal and corporate balance sheets is diverting money to savings and away from economically stimulative consumption and investment activities. Finally, a string of unforeseen temporary events such as bad weather, natural disasters in Japan and in the U.S., and high energy prices driven by a speculative fervor, are not helping the economy gather the much needed steam.

There is much reason for optimism, in spite of the current relatively gloomy conditions. In our view, odds are that the U.S. economy will not slip into a double dip recession. Rather, we expect that economic growth will perk up in the second half of 2011 as the main causes of the recent slowdown – high oil prices and manufacturing delays because of the tsunami in Japan and other natural disasters in the U.S. – have started to fade. Indeed, production capacity is expanding to catch up with the demand that pent up while supply-chain interruptions from Japan slowed economic activity, falling gas prices free up more of households budget for consumption of other goods and services, and the reconstruction of the flood damaged areas in the South and the Midwest cause significant and unexpected boost to the construction industry.

The momentum that began to gather since the recession technically ended is about to start accelerating. American households have been feeling increasingly more comfortable with their personal balance sheets for the last year or more, and the resulting increase in personal consumption has already triggered significant corporate investment and increased production, both reflected in the continued run up of the equities markets, where investors see fundamental growth. Until now this increase in demand has been mostly accommodated by improved productivity rather than expansion of the workforce, but all evidence is that we are nearing a tipping point, and that far more substantial hiring will be needed to serve this growing demand for goods and services. With corporate and bank balance sheets loaded with cash ready to be deployed the level of investment and hiring will eventually move up much more quickly, there is no reason to expect anything but improving economic conditions for the remainder of 2011 and beyond.

Indeed, private sector job growth is already gathering steam, as more and more sectors of the economy complete their restructuring, shed inefficiencies and redeploy slack capacity productively, ultimately leading to net new jobs and net new investment at accelerating rates. Eventually, the bleeding will stop and all sectors will become stable or growing, allowing the economy to grow more freely. This will continue to be a painfully slow process at least through 2012. The housing sector, one of the last to regain its health, will begin to create jobs as demand for new homes picks up, starting with select high-growth, high-barrier to entry markets where the overhang is not as significant as in other markets, and spreading across the nation over time as the foreclosure overhang clears the various markets over time.

As to the government sector, the appetite for mounting debt and current deficits is not what it used to be, leading to slow growth of government spending and job growth rates. Eventually, governments at all levels will begin to address the structural deficit and the need to reduce debt, further cutting services and/or increasing taxes, which will likely have a dilatory effect on economic recovery. By then, we hope, the private sector will have gained sufficient momentum to be able to carry the economy and maintain reasonable growth rates.

#### **REAL ESTATE MARKET OVERVIEW**

Perhaps the best way to describe the conditions in the real estate market at this time is as "bumping along the bottom." The operating fundamentals of real estate assets – prices (lease rates and home prices), occupancy, absorption paces, etc. – have thus far remained weak, showing modest if any improvement, and are yet to rise to levels that would justify new construction, even with current depressed land prices.

In spite of the spotty and anemic economic recovery thus far, investors have been eagerly deploying capital and chasing investment opportunities, driving property valuation metrics for property and real estate backed financial instruments up to levels approaching pre-recession prices. With property values racing ahead of the fundamentals, investors are displaying significant confidence in real estate, betting that the operating fundamentals will catch up in the not too distant future, perhaps as a result of economic growth, perhaps as a result of inflation, perhaps as a result of a combination of both. These conditions could develop into a bubble, with short-term corrections similar to the occasional corrections in the equity markets as a result of equity prices having gotten ahead of the recovery or political uncertainty spooking investors and causing a selloff.

But current prices are not explained solely by speculative investing. There is in fact structural demand for real estate of all types in the U.S., albeit in select markets and for select property types. There is also evidence of pent-up demand for some types of development, particularly multifamily rental apartments. Further, after almost five years of little new home construction activity, demand for new housing is accumulating, creating what will ultimately present itself as pent-up demand for new homes, as homebuyers seek the "new new thing" and the latest in design and features.

A trend to watch is the introduction of GenY into the economy. Some 4 million members of this generation turn 25 each year, playing an increasing role in the economy as workers and as consumers. The most profound impact is in the housing market, where already GenY is fueling occupancy levels and pushing rents up in the multifamily rental sector. As the recession abates and more GenYers find gainful employment, their impact on the housing market will grow even further, first as renters and then as homeowners as they enter their 30s.

As employers begin to hire less cautiously and consumers and businesses alike stop deferring large expenditures, the recovery in demand for real estate will transition from its current "lumpy" state, and property operating fundamentals will continue to improve. Indeed, there is a fair amount of excess inventory of commercial space and partially if not fully developed land that need to be absorbed before large-scale new development activity will be justified. As such, the level of new construction activity will likely remain low for the next several years, picking up gradually at times and rates that will range widely from market to market, and from sector to sector.

The above notwithstanding, a "double dip" in the real estate markets is unlikely. Even in the for-sale housing market. As long as the U.S. economy continues on the course discussed above, the currently anemic yet relatively stable fundamental supply and demand conditions should improve over the next several years as the economy picks up and the excess inventory is absorbed over time.

#### **REAL ESTATE CAPITAL MARKETS**

The real estate sector is attracting investors seeking diversification and protection from inflation and currency risks, which may insulate it from a widespread selloff. Even at current very low cap rates, the low interest rates offer positive spread to the equity, juicing up investor returns for prime borrowers. And with interest rates as low as they are, even a modest rate of return produced by real estate appears an attractive investment compared with a risk-free investment in, say, a 10-year Treasury bond. Finally, a real estate investment offers appreciation potential as a hedge against inflation as well as an enhancement to the investment's total return profile, something fixed-income alternatives do not offer.

The increasing availability and low cost of debt capital is a most encouraging macroeconomic condition. Bankers are gradually easing underwriting standards and considering a broader array of activities, including construction lending in some situations. Distressed assets and debt continue to be traded into the market in an orderly fashion, and the capital markets continue to thaw as balance sheets are shorn up.

Equity is being metered into the market at an accelerating pace, albeit disproportionately targeted to the most stable markets and the asset classes that seem best poised for continued recovery, leading to widely divergent real estate market conditions, with the best real estate values in the gateway markets firming more rapidly and other sectors continuing to lag.

REIT pricing and implied cap rates, a good measure of investor appetite for real estate, have regained a significant portion of the loss in value experienced since the early-2007 peak. For-sale housing prices, despite media doom and gloom after the precipitous fall of the bubble bursting, have essentially stabilized, particularly for non-distressed sales. However, some continued price declines are certainly possible.

The development community is also getting back to business, albeit cautiously and disproportionately, in strong submarkets in the metropolitan areas with the healthiest economies. While new construction will be constrained in most sectors for some time to come, niche players are advancing selected projects and finding eager capital partners.

The investment property sectors (office, retail, hotel, multifamily rental, etc.) saw transaction volume increase considerably since mid/late 2010, with prices rebounding more quickly than many investors expected—particularly in the most desirable metro areas. Investor appetite is quickly spreading into secondary markets and relatively lower quality assets, as few compelling investment alternatives exist, driving investors to bid up the few available options and pricing many "opportunistic investors" out of the bidding. These conditions are created in large measure by the volume of global capital coming into the U.S. property market and with modest return expectations.

#### **FINAL THOUGHTS**

The recent negative sentiments about the U.S. economy and real estate markets are driven by temporary, short-term events, rather than by fundamental issues. The U.S. economy should continue to grow at an accelerating pace during the second half of 2011, and improving further into 2012 and beyond.

Past real estate recessions tell us that the recovery typically gains strength slowly as fundamentals are reset, but when they gain traction they can "snap" back rather quickly as consumers of commercial real estate users rush back into the market, fearing that the buyer's market is closing. This is already happening in some sectors of the commercial markets and in some geographic markets. While the rate of recovery may seem frustratingly slow to spread across sectors and to the most hard-hit markets, the tide is moving in the right direction.

The smart money uses the downturn to increase market share, and the up-cycle to increase volume and scale. Those who will prove to have been the most successful in the next cycle will move now in anticipation of it.

And finally, while it is too early to envision the next economic and market downturn, all players would be well advised to keep in mind that cycles are inevitable, and that those who fail to plan for such cycles are doomed to lose control of their assets, especially if they use leverage liberally. Our advice is to move cautiously, but to move forward. Good luck!

#### **ALSO OF INTEREST**

View [Measuring the High-End Seniors Housing Market](#) presented June 24th at PCBC by Adam Ducker

View [A Market and Economic Context for Thinking About Suburban Sprawl Repair](#) presented June 3rd at the Congress for New Urbanism 19 by Adam Ducker

View [Trends in Master-Planned Communities in 2011](#) presented May 19th at Community

~~ GROWTH MANAGEMENT and ENVIRONMENTAL NEWS ~~

Florida **DEPARTMENT OF COMMUNITY AFFAIRS** (DCA) officials have conducted workshops around the state to educate local government representatives, planners and development professionals about the major changes within the landmark HB7207 **COMMUNITY PLANNING ACT** (CPA) that was approved by state leaders during the spring session.

... The DCA officials' power point presentations can be accessed through the agency's web site: [www.dca.state.fl.us](http://www.dca.state.fl.us) -- along with separate summaries of the bill's major changes to local governments' growth management requirements, comprehensive plan amendment submittals and processing guidelines, and evaluation and appraisal of local governments' comprehensive plans.

... Generally, the CPA delegates many more responsibilities for land planning and growth management to local governments – easing and expediting state government oversight of local governments' comprehensive plans and amendments. Examples:

- Comp plan amendments no longer have to comply with the state comprehensive plan.
- The twice-annual limit on comp plan amendments has been eliminated -- and state government review of comp plan changes is limited to adverse impacts to important state resources and facilities.
- Local governments have the option to drop concurrency requirements for transportation, schools and parks.
- Local governments no longer have to submit their Evaluation and Appraisal Reports (EAR) to DCA for approval.

... The CPA promotes and removes obstacles to largescale plan areas – particularly “sector” plans and rural stewardship developments. Examples:

- Proof of “need” is greatly reduced for largescale projects that require land use amendments.
- DCA authorization no longer is required to establish rural land stewardships.
- The Act includes a variety of revisions to the Development of Regional Impact (DRI) process and includes a new definition for “urban sprawl” that eases regulatory impediments.

... Effective October 1, the DCA no longer will exist as a separate agency. It is being merged as a division of the **Department of Economic Opportunity**. And in line with the intent to reduce state oversight, the planning staff of the DCA has been almost cut in half, particularly in the area of development review.

The DCA has set up an “e-mail alert” system to keep interested persons updated on the agency programs and new policies / standards such as those in the new Community Planning Act. To subscribe for these email alerts, access <http://www.dca.state.fl.us/subscribe/>.

Officials with Florida's water management districts and the Department of Agriculture are trying to analyze the impact and proper implementation of a new legislative bill that revises **AGRICULTURAL EXEMPTIONS**. Among other things, the bill allows agricultural activities to impact wetlands and surface waters, as long as this is not the sole purpose of the activity. No mitigation is required for adverse impacts to wetlands if the impact occurred in the last four years preceding conversion of the land to another use. The exemption does not apply to activities previously authorized under state or federal permits. The agencies are currently preparing the Memorandum of Agreements that will outline the procedures through which this bill will be implemented.

... Special thanks to **Elaine Imbruglia** (Modica & Associates) for keeping VCARD members informed of this legislation. Notify VCARD if you would like to be advised of updates.



ALL STREET  
 DOW JONES  
 -91.50  
 12,501.30

NASDAQ  
 -2.84  
 2,839.96

S&P 500  
 -5.49  
 1,331.94

LOCAL STOCKS  
 PAGE 9A

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 \$1,4360

# Business

## Housing market climbs after spring flurry

By DEREK KRAVITZ  
 ASSOCIATED PRESS

WASHINGTON — Home prices rose for the second straight month in most major U.S. cities and are stabilizing after years of declines. But analysts say the trend in prices hardly signals a rebound for the troubled housing market.

A flurry of spring buyers is helping boost sales. At the same time, millions of foreclosures are in limbo, awaiting the results of a government investigation into improper practices by mortgage lenders. Once that probe is complete, banks will resume seizing homes and prices will likely fall again.

The Standard & Poor's/Case-Shiller home-price index released Tuesday showed that prices rose in May in 16 of the 20 cities tracked. Boston, Minneapolis and Washington posted the biggest

monthly increases. Prices in Detroit, Las Vegas and Tampa — three cities hit hardest by the housing crisis — fell to their lowest points since the recession began.

Price declines have been getting smaller through the year. Seasonally adjusted prices have fallen a modest 1.2 percent over the past six months, according to the index. That's roughly a third of the decline from the previous six months.

But analysts say the weakening job market and the uncertainty over foreclosures could lead to deeper price declines in the second half of the year. They estimate prices will fall another 6 to 10 percent by year's end.

"The aggregate economy is at a turning point and there is much uncertainty now," said Robert Shiller, a Yale professor and co-founder of the home-price index.

David M. Blitzer, chairman of S&P's index committee, said the month-over-month increases in May were attributed to a "seasonal period of stronger demand for houses." Such increases are expected, he said.

After adjusting for seasonal factors, such as spring buying, prices fell in 11 markets. "Sustained increases in home prices over several months and better annual results need to be seen before we can confirm a real estate market recovery," he said.

Over the last 12 months, prices have fallen in 16 of the 20 cities tracked. Housing remains the weakest part of the economy. High unemployment, larger down payment requirements and tighter credit are preventing many buyers from entering the market. Many who can afford to buy are waiting because they are worried

prices have yet to hit bottom. Foreclosures and short sales when a lender agrees to sell for less than what is owed on a mortgage — made up about 30 percent of all home sales last month, up from about 10 percent in past years. And 1.7 million potential foreclosures are being held up, according to real estate firm CoreLogic, either by backlogged courts or lenders awaiting state and federal probes into troubled foreclosure practices.

At least 10 percent of homeowners are 90 days or more past due on their mortgage payments in nine major U.S. cities, according to CoreLogic. The national average is 7.4 percent.

Most of those areas are well known trouble spots, including Atlanta, Las Vegas, Phoenix, Tampa and Riverside, Calif. But others haven't been as battered, including Chicago, Orlando, Long Island, N.Y., and Sacra-

mento, Calif. That suggests the weakness in the housing industry is nationwide, economists say.

"We're just really bouncing along the bottom right now," said Chris Christopher, senior economist at IHS Global Insight. "Even with the positive news, there's nothing very encouraging in these reports to show we're coming back up. It's just little blips here and there."

There's also less demand because the U.S. is seeing a decline in household formation. Fewer young people are getting married. More people are getting married. More young people are moving back in with their parents. Fewer immigrants are coming to the United States, partly because of the economy and also because of tougher enforcement of immigration laws. And the divorce rate has dropped, which is good for families but means there are fewer buyers.



**VOLUSIA TRANSPORTATION PLANNING ORGANIZATION**  
*CORRIDOR IMPROVEMENT PROGRAM (CIP) PHASE I: ASSESSMENT OF US 1/SR 5*

**NOTICE OF REQUEST FOR PROPOSALS**

The Volusia TPO (VTPO) has amended its Unified Planning Work Program to include a task entitled Corridor Improvement Program (Task 5.08). Under this task the VTPO intends to pursue coordinated strategies to identify and promote specific projects that have been identified and/or recommended from previous studies and/or existing plans. The VTPO is seeking the professional services of a consultant to assist the VTPO in completing a corridor assessment that will serve to improve the safety and effectiveness of the US 1/SR 5 corridor from the Brevard County line to I-95 in Ormond. A detailed Scope of Services and Schedule can be found on the VTPO's website at [www.volusiatpo.org](http://www.volusiatpo.org) or by contacting the VTPO.

**To be considered responsive applicants must submit the following:**

- The firm's name, address, phone number and e-mail address and indication as to whether the prime firm and/or sub-consultants are disadvantaged business enterprises (DBE) and/or minority business enterprises (MBE).
- A table of estimates outlining anticipated staff involvement and labor hours required for the completion of tasks as well as any additional expenses that might be incurred.
- Names and qualifications of the project manager and key staff members/consultants/subcontractors who would be involved in the project.
- Provide three (3) previous work products in this field.
- Provide four (4) professional references.
- Estimated project schedule outlining major tasks. (*Note: majority of tasks are expected to be completed in 90 days, presentations and final reports within 150 days*)
- Description of the project approach addressing the tasks described in the Scope of Services. (*not to exceed 5 pages in length*)

Any proposal that does not contain **ALL** of the information detailed in the advertisement packet on the VTPO's website ([www.volusiatpo.org](http://www.volusiatpo.org)) **WILL NOT BE CONSIDERED**. TPO Staff will hold a pre-submittal meeting on August 10, 2011 at 1:00 P.M. to discuss and respond to any questions regarding the proposed scope of work.

To be considered responsive, applicants must submit **six (6) hard copies** of their proposal to the VTPO **no later than August 29, 2011 at 12:00 noon**.

Responses **must** be addressed to:

Ms. Jean Parlow, Transportation Database Manager  
Volusia Transportation Planning Organization (VTPO)  
2570 W. International Speedway Blvd., Suite 100  
Daytona Beach, FL 32114-8145

## EDAB AGENDA ITEM SUMMARY

**Staff Member Making Request** Tony Otte

**Meeting Date:** August 17, 2011

**Action Item Title:** Fall Meeting Schedule, including Economic Development Summit Meeting in October

**Agenda Section:** Consent\_\_\_\_\_ Public Hearing\_\_\_\_\_ Special Items\_\_\_\_\_

### Summary Explanation and Background

Staff recommends having two meetings this fall:

1. An Economic Development Summit Meeting in October, which would include a report on Economic Development Advisory Board (EDAB) activities for the first year, a review of economic development efforts as measured against the goals and objectives set by the EDAB and the "100 Day Economic Development Plan", and a guest speaker on an economic development topic of local interest.
2. A regular meeting in November.

Staff recommends that the EDAB not hold meetings for the months of September and December.

### Recommended Action/Motion:

Approval of the Fall meeting schedule as outlined above.

**Funding Analysis:** Budgeted\_\_\_\_\_ If not budgeted, recommend funding account:  
It is anticipated that there may be a fee required for a guest speaker.

### Exhibits Attached:

None.

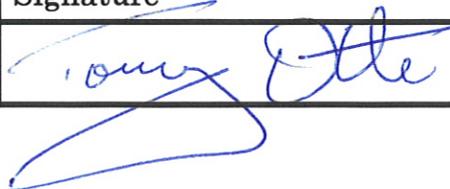
**Reviewed By:**

**Name**

**Signature**

CRA/Economic  
Development Director

Tony Otte



# ***REPORTS AND COMMUNICATIONS***

# ECONOMIC DEVELOPMENT REPORT

August 17, 2011

1. City Commission items regarding economic development – August 9 meeting
  - a. Approval of an increase of a CRA grant award for an expansion project at Heath’s Natural Foods, 600 East 3<sup>rd</sup> Ave
  - b. Approval of modifications of the design for Gateway Features for the SR 44 intersections with W Canal St and I-95
  - c. Approval of a “tag line” and logo for the “branding” of the CRA district:
    - i. Tagline: “Old Florida charm. Endless possibilities.”
    - ii. Logo – please see the attached.

The Tagline and Logo are contained in a report entitled “Proposed Marketing Plan for The City of New Smyrna Beach Community Redevelopment District”. This report also covers the design of banners to be installed on Canal St, Flagler Ave, Third Ave, and the Historic Westside, and the use of social media and a new website to convey information for visitors. (Note: several domain names for the new website have been secured, including “NSBWaterfrontLoop”, and for Twitter, “NSBLoop”). This report is on the City’s website (click on “Departments” in the toolbar; “Community Redevelopment Agency”, “Studies and Technical Reports”, and “CRA Marketing Plan”).
  - d. Direction to City staff to move ahead with the Esther St Park using a 15 foot driveway entrance. Both the Esther St Park (oceanfront) and the Flagler Ave Boardwalk park improvements are on schedule to go to bid soon. It is anticipated that the successful bidder will begin work in November.

## 2. Update on the EDAB’s Top 5 Goals:

- A. **Sports Complex:** The tentative agenda for the August 23 City Commission meeting includes a resolution for the establishment of a Sports Complex Task Force.
- B. **Airport:** the Airport and the Airport Industrial Park has now been designated a Florida Brownfield. A prospect who has requested Brownfield program incentives continues to be interested in an Airport Industrial Park location.
- C. **Support of Canal Street and Flagler Avenue Revitalization-**

1. A ground-breaking ceremony is being planned for the Hampton Hotel project on Flagler Ave. for the latter part of this month. EDAB members will be invited.
2. A ribbon-cutting ceremony has been set for the completion of the S. Orange St streetscape. This event will take place on Thursday, August 25, at 5 pm on S. Orange St. near Canal St. Immediately following the event, refreshments will be available at Panheads Pizza (which has also received CRA grants for building renovations). EDAB members will receive a separate e-mail invitation.
3. Gnarly's Surf Bar has opened on Flagler Ave between the drawbridge and Peninsula Ave. This business received CRA grants for the renovation of the building.
4. The soil on the Dunn property at the NW corner of US 1 and Canal St should be de-contaminated using FDEP grant funds within the next 90 days. This site is also scheduled for landscaping before the end of the calendar year.
5. The new CRA Marketing Plan mentioned above also has a section on banners, which create a sense of "arrival" for visitors. Each section of the CRA – Flagler, the Historic Westside, and and Third Ave – will have banners, with flags for Canal St as it already has banners. The marketing plan includes sample designs, with final design and material recommendations to be brought forward within 90 days. The plan also includes sample ad campaigns, an implementation schedule, and a budget. It is anticipated that the activities recommended in the plan will be funded by the CRA.
6. The tentative agenda for the August 23 City Commission meeting includes a CRA recommendation for two new grant programs: "Opportunity Sites", which is limited to the sites listed on p. 45 of the CRA Master Plan Update (including the Badcock building, the Pennysaver building, the Administrative Office Building site on the North Causeway, and sites that may be added later), with a requirement for a developers agreement in order to offer the most flexibility in the type and amount of grant funding available; and a "Small-Scale" program providing up to \$2,500 for exterior improvements.
7. The Pennysaver Building has been sold to Bob and Sharon Wiley.
8. The Wayfinding signage system has received preliminary approval from FDOT – a requirement since some of the signs are proposed to be located in the FDOT Right of Way. The consultant is preparing the plans for submission to FDOT for final approval. It is anticipated that the signs will go out for bid and be installed by the end of the calendar year.
9. The City Commission authorized the development of the shuffleboard courts at 103 Faulkner along with the adjacent former skatepark and fire station. A request for Proposals has been advertised with a revised deadline of September 30, at 2 pm.

10. Staff has updated the list of leasable spaces in the Canal St area for the website.
11. Staff is planning on completing the Flagler Avenue Parking study and taking it to the City Commission in October. The parking-related data collected as a part of the CRA Master Plan Update (re: parking space supply and parking demand) is being reviewed, and an inventory of properties that are available for parking is being assembled.

D. **Hospital District:** There has been no recent activity in this goal.

E. **Revitalization of US1 (FEC property)**-At their meeting on April 6<sup>th</sup>, the Volusia Growth Management Commission found the EAR Based Amendments (including the FEC property) consistent. These amendments were approved (5-0) by the City Commission at its' April 12, 2011 meeting. There were no appeals to the amendments, so they are now in place.

3. **Business Visitation Surveys:** It is anticipated that the SE Volusia Chamber of Commerce will conduct a business visitation survey this year.
4. **Sewer Assessment Project on SR 44, across from Home Depot:** It is anticipated that this item will be included on the August 23 City Commission agenda. Petitions are due on Friday, August 12.
5. **Website Changes:** Staff plans to begin work soon to "populate" the new sections of the website that were created in response to the website analysis called for by the EDAB, City staff and the website vendor have added buttons on the tool bar on the home page of the City website for "Residents" and Business". The Business button has the following features:
  - Business License Application Information
  - Business Start-Up Classes
  - Demographics
  - Fee Schedules for Businesses
  - Forms
  - Leasable Spaces for Business
  - Permits – Inspections
  - Quick Links for BusinessThese features are filled in except for the leasable spaces item – the leasable spaces appear elsewhere on the website and need to be moved to this tab.
6. **Business Incubator Project**
  - a. An architectural firm has been hired for this project.

- b. The owner of the site that has been selected for this project is doing title work that is necessary to enter into a lease for the property. It is believed that this work will be completed in the next 90 days.
  - c. The Director of this project continues to hold business start-up classes at the Babe James Community Center.
7. Utilities Commission presentation: The Utilities Commission (UC) has been asked to make a presentation to the City Commission regarding the UC's capital improvements program, the sewer master plan, and related topics. The tentative date for this presentation is Tuesday, September 13, at 5:30 pm in the City Commission Chambers.
8. County Council Presentation on CRA Activities: On August 18 CRA staff is scheduled to present a report to the County Council on CRA activities during Fiscal Year 2010 (October 1, 2009 – September 30, 2010). A copy of the power point presentation is attached.
9. Attachments:
- a. "NSB Waterfront Loop" approved logo.
  - b. Volusia County Division of Economic Development Profile of Business recruitment prospects and projects
  - c. A Quick Summary of CRA Programs
  - d. The County Council power point presentation on CRA activities.
  - e. A spreadsheet on CRA Commercial Property Improvement grants awarded in the current fiscal year and the previous fiscal year.

Approved Logo for  
marketing the CRA District.

OPTION 2



← Black



← blue

**Volusia County Division of Economic Development**  
Profile of business recruitment prospects & projects  
Monday, August 8, 2011

X **102. Prospect Charlie Charlie:** Jul 11 A defense contractor is selecting a site to manufacture products used to defend United States/NATO forces and is considering FL locations for a new 50,000 square foot facility on a minimum of 15 acres. This company represents a major advance in performance over existing manufacturing facilities for similar products, including computerized process controls and safety standards, and will have strict government controls designed to minimize any concerns of public safety. Company has commitments for private sector funding and is working to secure contracts. **UPDATES: 08/01/11- Company has narrowed their site consideration in Volusia County to two communities.**

X **101. Prospect Charlie Bravo (EF):** Jul 11 An international company producing Pharmaceuticals, Medical Devices, Personal Skincare and Healthcare products is seeking a 110,000 square foot facility (existing or build-to-suit) on a site that will accommodate expansion to 210,000 square feet. Capital expenditures are projected to exceed \$27 million while employment could reach 460 at high wages. Company will require a workforce with a strong pharmaceutical/drug skill set. Germany and Texas are also being considered – decision date is 08/15/11. **Response sent 07/19/11.**

**100. Prospect Charlie Alpha (EF):** Jun 11 A manufacturer of juice and drink concentrate is seeking a 100,000 to 150,000 square foot stand-alone food processing & packaging facility. Firm requires 8-10 dock high doors and parking for 175 employees. TX is also being considered. Average wage is \$37,440, capital investment is \$12,000,000. Decision date is 4<sup>th</sup> quarter 2011. **Response sent 06/24/11.**

X **99. Prospect Bravo Zulu (EF):** Jun 11 A manufacturing company is seeking to lease a 35,000 to 45,000 square foot building for the production of car mirrors. Company prefers a stand-alone facility with the following features: 16 foot ceiling height, 4 truck bays (including 1 drive-in door), 3-phase power and parking for 80 employees. Average wage is \$42,600. **Response sent 06/24/11. UPDATES: 08/01/11-Per Enterprise Florida the company liked what Florida had to offer but their BOD decided to move to Mexico based upon raw material shipping and labor costs. No further action is planned.**

**98. Prospect Bravo Yankee (EF):** Jun 11 Airline is seeking to relocate their corporate headquarters to an airport that can accommodate a 757 or DC-8. They will consider purchase, lease or build-to-suit options for a minimum 60,000 square foot facility that offers 40,000 sq ft of hanger space (45 foot clear height) and 20,000 sq ft of Class A/B office space. Employment is estimated at 200 positions at above average wages, and a capital investment of \$10,000,000. Decision date is July 2011. **Response sent 06/15/11.**

X **97. Prospect Bravo X-Ray:** Jun 11 NY-based medical products company is seeking 10,000 to 15,000 square feet of air conditioned distribution space. High ceilings are not required but there is a preference for a site within 30 minutes drive of DeBary. A decision is anticipated by October 1, 2011. **UPDATE: 07/13/11-The search for a site has been extended to Holly Hill and points south of Holly Hill. Drive time from DeBary continues to be a significant consideration.**

X **95. Prospect Bravo Victor (EF):** May 11 A out-of-state construction company is looking for a 10,000 to 15,000 sq. ft. facility on 1.5 to 2 acres with a fenced outdoor space and 2 loading docks. Facility should have an open span with a small office space. Utility requirements include 3 phase power, 440 volts. Rail access preferred. New jobs are projected at 50 with average annual wage of \$31K. Decision is expected in July 2011; in-operation date of December 2011. The State of Alabama is also being considered. **Response sent 6/3/11. UPDATES: 08/01/11-Per Enterprise Florida the company has decided to not move forward with expansion plans at this time. No further action is planned.**

**94. Prospect Bravo Uniform (EF):** May 11 A TX site consultant specializing in call centers is seeking 15,000 to 35,000 square feet of “plug & play” call center space in Florida. They’ve stated that Deltona and 3 other Central FL communities “scored well” on their survey of potential locations for this 300 seat opportunity. Decision timeframe is end of July 2011 with the capital expenditure estimated at \$500,000.

**93. Prospect Bravo Tango (EF):** Apr11 Manufacturing/distribution company is considering relocation of their bottling facility from Texas to FL, GA, TN or IL. This firm prefers a former bottling facility but will consider existing heavy industrial buildings of 80,000 to 120,000 square feet. Process has heavy power requirements and a ‘food grade’ facility is a plus. Employment is estimated at 60-65 positions (above average wages) with a planned capital investment of \$7,000,000. Critical needs include state and local incentives and a compatible facility with attractive lease terms. **Response sent 4/26/11. UPDATES: 08/01/11-Per Enterprise Florida the company was to have met last week regarding the short list.**

**92. Prospect Bravo Sierra:** Apr11 A business pursuing a defense contract is seeking twenty to thirty acres of undeveloped property. The site must be at least two miles from residential or commercial activities and in large part provide a forest environment. Road access need not be paved but must be all weather construction. 110 volt power will be required. Provide inputs to John Kizer at 248-8048; the proposal deadline is Friday 4/22/11. Deadline is extended while business clarifies some site parameters. **UPDATES: 05/23/11- This firm is now seeking 5,000 to 8,000 square feet of existing office and warehouse space for immediate occupancy. Their preferred location is in or near New Smyrna Beach.**

**90. Prospect Bravo Quebec (EF):** Apr11 California venture-backed manufacturer of lithium batteries is looking to open a manufacturing facility in Florida. Company is seeking an existing 90,000 square foot building for lease, with the option to expand that facility by (or build an adjacent site of) 250,000 sq ft. Company is also seeking \$15M inducement from local/state community, and is considering LA, MS, TX, VA and WA. Employment is estimated at 100 in Year 1 and 300 in Year 3, with average wages of \$45,000. Decision date is 3<sup>rd</sup> quarter 2011 with 1<sup>st</sup> quarter 2012 in-operation date. **Response sent 4/22/11. UPDATES: 08/01/11-Per Enterprise Florida the company is in the process of ‘short listing’.**

**88. Prospect Bravo Oscar (EF):** Mar11 An automobile parts manufacturer is looking to relocate their operation to FL, SC or NC. They want to lease a 65,000 to 85,000 square foot facility with room for expansion. Capital investment is estimated at \$2,000,000, and employment is 110+ with average wages exceeding \$45,500. Decision date is 2<sup>nd</sup> quarter 2011. **Response sent 3/25/11. UPDATES: 08/01/11-Per Enterprise Florida the company's BOD decided to step back from expansions plans. No further action is planned.**

**86. Prospect Bravo Mike (EF):** Mar11 An established, financially viable European company is seeking to open their first U.S. facility as a Headquarters & Manufacturing location that will focus on biofuels and electric vehicles. They will consider lease or purchase of existing 70,000 square foot buildings on sites that allow for expansion. Employment is estimated at 150 with a focus on engineers, scientists and fuel operators that are expected to bring above average wages. Decision date is May 2011. **Response sent 3/15. UPDATES: 08/01/11-Enterprise Florida states the company has shortlisted other communities based on geographic proximity to their potential partners. No further action is planned.**

**85. Prospect Bravo Lima (EF):** Feb11 A Colorado company wants to relocate their manufacturing operation. They seek a 10,000 to 20,000 square foot standalone building with open warehouse space and light office capability. Capital investment for machinery & equipment is estimated at \$1 million or more. Initial employment is five with average annual wages of \$31,000 to \$41,500. **UPDATES: 03/04/11- Proposal was sent. 05/11/11-Enterprise Florida states the company has temporarily put this effort on-hold. 08/01/11-Enterprise Florida confirms this remains on-hold and the company has not ruled anyone out.**

**84. Prospect Bravo Kilo:** Feb11 An Illinois company is considering a relocation initiative for their Corporate Headquarters. The company has not specified the building requirements but the current facility is estimated to be 30,000 square feet. Employment could exceed 100 with average wages above \$50,000. **UPDATES: 02/28/11-Proposal was delivered.**

**82. Prospect Bravo Juliet:** Jan11 California company is seeking an existing building with a production area of 100,000 square feet (expansion potential to 160,000 sq ft) or a build-to-suit location. Either option should be adjacent to an existing, uncontrolled airport and must be within a specified distance of a 75 acre and a 1000 acre body of fresh water that allows recreational activity. Employment is estimated at 240 over 3 years at an unspecified wage. **UPDATES: 02/03/11-Responses were sent. 02/25/11-We anticipate feedback next week from the consultant on the submitted proposals, and are hopeful that Volusia will be included in the initial round of site visits. 03/10/11-Site visit in Volusia County is scheduled for week of March 14. 04/04/11-Enterprise Florida believes the next round of site visits will occur in early May 2011 but the locations are not yet known. 05/06/11-Site evaluation continues but the project has been delayed slightly. 06/17/11-Company continues to evaluate locations for the project. As such, they've decided to work with a broker/developer to search for additional properties in those states in which the company has significant interest-Florida is one of them. We're told this is to ensure an exhaustive search of all possible options - sites they've visited (4 in FL) remain under consideration. Client expects to share additional details week of June 27. 07/11/11-The company, having recently closed on a new round of funding, is now refocusing their efforts on site selection and plans to announce a short list of states in the next two weeks. EFI confirms Florida is on the short list, and Volusia County remains among the four FL communities still under consideration. The company expects to conduct next round of site tours in August**

**79. Prospect Bravo Foxtrot (EF):** Dec10 Unknown company is looking to develop an aircraft training campus and operation center that would support 20-80 fixed wing jet aircraft. Site parameters include "Active Guard/Reserve or commercial field with existing surplus facilities or capability to accommodate new construction" and size of 3-5 acres (prefers to lease but build-to-suit is optional). Two runways are required with minimum dimensions of 8000x150 feet and 6000x125 feet. **UPDATES: 12/23/10-Response was sent.08/01/11-Per Enterprise Florida the company is still evaluating responses.**

**78. Prospect Bravo Echo:** Dec10 Out-of-state company that processes bio-solids into useful products is seeking 35,000 – 40,000 square feet (existing or build-to-suit) of manufacturing space in SW Volusia (DeBary, Deltona, Orange City, Deland) to serve current & future Central FL customers. Suitable sites must accommodate approximately 40 truck (18-wheel dump trailer) trips per day and offer natural gas utilities. Employment and wages are estimated at 20-25 and more than \$40,000, respectively. **UPDATES: 12/29/10-List of potential SW Volusia sites (existing and undeveloped) sent to company for review. 02/11/11-Company eliminated existing buildings but is considering some build-to-suit options.**

**75. Prospect Bravo Charlie (EF):** Nov10 Minnesota company is considering relocation and consolidation of a pharma and cosmetic manufacturing operation and a global skin care company. They are seeking a fully air conditioned facility 80,000 – 100,000 square feet in size and a qualified labor pool is extremely important to support up to 300 employees over 2 shifts. Estimated average wage is \$42,000 and a decision is expected in 2<sup>nd</sup> quarter 2011. Critical needs include availability of facilities (or competitive build-to-suit options) and local incentives. **UPDATES: 12/06/10-Response was sent.**

**74. Prospect Bravo Bravo (EF):** Nov10 Minnesota company that provides software enabled services and business process outsourcing to healthcare providers is seeking information on Class A/B office space. The firm prefers existing buildings of 25,000 – 30,000 square feet that offer access to a high speed (i.e. broadband communication) 'pipe' with multiple hubs, and parking for 150+ employees. Employment is 199 people over 2 shifts at an estimated average wage above \$50,000. Decision by 2<sup>nd</sup> quarter 2011 will consider critical needs such as available facilities and local inducements/incentives. **UPDATES: 12/03/10-Response was sent. 04/05/11-Enterprise Florida understands this company is considering a site**

in Bay County. UPDATES: 08/02/11- Per Enterprise Florida, this firm has announced their intention to locate in Panama City. No further action is planned.

**73. Prospect Bravo Alpha (EF):** Nov10 Out-of-state company that manufactures fire-arms is looking to relocate its Headquarters and part of its manufacturing. The company intends to lease 10,000 to 20,000 square feet of existing office/manufacturing (40/60) space with future plans to expand to accommodate a retail component. Close proximity to Orlando International Airport and local incentives are critical needs. Employment is estimated at 20 people in year 1 and 80 within 5 years, with a capital investment of ~\$6.5million. The firm has a decision date of January 2011 and an "in-operation" date of February. UPDATES: 11/23/10-Response was sent. 12/09/10-This company has lowered their targeted 'travel time to OIA' to 30 minutes thereby eliminating us from consideration. We're told that the community being considered has been asked to provide their proposed facility "rent free" for a period of 3 years in addition to other business incentives. 02/11/11-Company is negotiating for a site SW of Orlando. UPDATES: 08/02/11- Per Enterprise Florida this firm has decided to not move forward. No further action is planned.

**71. Prospect Alpha X-Ray:** Jun10 Out-of-state company that manufactures medical devices is considering a relocation initiative designed to support consolidation of existing manufacturing facilities and projected revenue growth. Firm estimates they will need 50,000 square feet with expansion potential to 80,000 square feet, and could hire 50 or more employees. Availability of specific skills sets and a comprehensive incentive package will be critical factors. Company timeline and decision matrix is still taking shape, and they are also considering the state of NC. UPDATES: 07/13/10-Company is actively considering our invitation to visit the area as part of evaluating Volusia County for this relocation initiative. To date, we've identified six possible sites that are located in DeBary, Ormond Beach, Daytona Beach (2), S.Daytona and Edgewater. 07/30/10-Company agreed to an area visit and has selected three properties to investigate further. 08/16/10-Area visit included on-site review of three sites, Q&A session with three local manufacturing firms and several discussions surrounding our local workforce. Company intends to compare us to other locations they're considering in their analysis & planning process. 09/10/10-Company wants to proceed in applying for incentives and wants to be told of any new properties meeting their requirements as they become available. 10/15/10-Company has engaged a site selector to assist in site selection. 12/08/10-Company has recently been working with a potential buyer for their firm. They've promised to provide an update in January 2011. 04/05/11-The company now has new owners and the CEO has confirmed his intent to re-visit with them a relocation initiative to Volusia.

**70. Prospect Alpha Whiskey:** Jun10 International company is looking for a 30,000 square foot, build to suit, facility to be located in SW Volusia County designed to consolidate existing FL locations. They are seeking a 10 to 15 year lease, and could hire 10 employees. Critical needs include enough land for adequate maneuvering room of semi-tractor trailers and future expansion of the facility. Selection of a site is to be made in 2010, with opening of the facility in 2011. UPDATES: 7/30/10-This initiative is "on hold" subject to review by the company's board. 09/10/10-Company confirms that they are still evaluating potential sites/ locations. 11/10/10- Company is considering building or buying an 8,000 sq ft distribution facility in northern Volusia County. They require dock high entry/exit for unloading of goods from semis on one side of the building and loading of same goods onto smaller, box truck size vehicles on the other side of the building. Easy access to I-95 is important. 12/09/10-Consultant is evaluating 3 northern Volusia site options. 01/14/11-Company is finalizing the details of their new location in Sanford, will then focus on site location decision for Volusia County (estimate Q2 2011). 03/10/11- Company is once again considering build-to-suit options in SW Volusia for its 30,000 sq ft facility (same specs as before). 05/17/11-Company is in the process of acquiring another firm so they'll know more this summer regarding their need for an additional distribution facility.

**67. Prospect Alpha Tango (EF):** Apr10 Out-of-state consultant is assisting a U.S. company who seeks a domestic assembly & production facility for lighting materials as part of relocating production from China. Company will consider communities in the 'Sunbelt states' that offer fully air conditioned buildings of 25,000 to 30,000 square feet (10,000 sq ft of production, 11,000 sq ft of warehouse with 24 ft

clear ceiling height, and 3000 sq ft for office/testing room). Another critical need is “the ability to compete with other communities with added local inducements and incentives”. Employment is expected to be 300 with an estimated average wage below \$30,000. [UPDATES: 05/06/10-Response was sent. 07/13/10-Consultant states this project is “on-hold”.](#)

**60. Prospect Alpha Juliet (EF):** Feb10 Out-of-state company wants to locate a woody biomass generation plant in FL. Heavy truck traffic and a constant noise level of 80dB will accompany this operation. The ideal site is 20 acres (10 minimum) with close proximity to: a). existing electrical substation or high voltage transmission line (Progress Energy is preferred), b).one or more wood suppliers, and c).good access for heavy truck traffic (20 loads per day). Employment estimated at 25. Company’s objective is to lease or purchase the land in 2-3 months. [UPDATES: 02/19/10-Response was sent. 02/26/10-A member of the site evaluation team has responded with questions. 03/05/10-A company representative wants to learn more about the suitability of sites in West Volusia. 03/12/10-Representative is visiting Central FL week of March 15, to include Volusia County. 03/19/10- Company’s representatives remain interested in Central FL, including Volusia County, but are still working to develop confidence in the availability of a sustainable supply of wood providers in addition to understanding the site costs associated with constructing a biomass plant. 07/02/10-Company states they now have contracts to “build woody biomass power generating capacity” and that “Volusia County remains near the top of prospective sites“. 09/10/10-Company representative states that financing is “looking good” and they are working through the Florida PSC process. West Volusia remains on the short list of potential sites. 10/15/10-Principal for the company met with prospective feedstock suppliers. 01/21/11-Company has encountered some delay in gaining Florida PSC approval of their PPA’s which in turn has impacted their progress in securing the needed funding. 04/05/11-Prospect confirms they are still working to gain PSC approval of the PP agreements, but has hinted that outcome may not be favorable.](#)

**59. Prospect Alpha India (EF):** Feb10 Out-of-state producer of steel & aluminum accessories is considering relocation of a light manufacturing facility. Company seeks to lease 50,000 square feet (46K production & 4K office) of EXISTING Class A- or Class B-type industrial space that offers natural gas utilities, is located on/near the water, and has reasonable access to Interstate highways and a seaport (less than 1 hr). Employment is estimated at 100 over 5 years and incentives are a “critical” need. The planned ‘in operation’ date is in 2011. [UPDATES: 02/18/10-Response was sent. 10/05/10-Enterprise Florida \(EFI\) update on this prospect states it is “active, company still considering their options “.02/23/11-EFI reports the project is “on hold”.](#)

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**Project A: 2005** Out-of-state manufacturer of automotive components has decided on a Daytona Beach location to construct a 50,000 square foot production facility. Project has been delayed due to a delay in contract award by major vendor. Project plans to employ up to 40 personnel. Groundbreaking held Friday, January 28, 2011; anticipate facility will open 1<sup>st</sup> quarter, 2012.

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

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

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

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

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

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

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

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

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

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**PROSPECTS REMOVED or ADVANCED**

- 96. Prospect Bravo Whiskey (EF): May 11 [Removed 06/10/11.](#)
- 91. Prospect Bravo Romeo (EF): Apr11 [Removed 04/22/11.](#)
- 89. Prospect Bravo Papa (EF): [Removed 04/15/11.](#)
- 87. Prospect Bravo November (EF): Mar11 [Removed 05/20/11.](#)
- 83. Prospect Bravo India (EF): Feb11 [Removed 03/11/11.](#)
- 81. Prospect Bravo Hotel: Jan11 [Removed 07/08/11.](#)
- 80. Prospect Bravo Golf (EF): Dec10 [Removed 04/15/11.](#)
- 77. Prospect Constellation: Nov10 [Removed 03/04/11.](#)
- 76. Prospect Bravo Delta (EF): Nov10 [Removed 03/18/11.](#)
- 72b. Prospect Alpha Yankee2 (EF): Oct10 [Removed 12/03/10.](#)
- 72a. Prospect Alpha Yankee1 (EF): Jun10 [Removed 07/16/10.](#)
- 69. Prospect Alpha Victor (EF): Jun10 [Removed 03/04/11.](#)
- 68. Prospect Alpha Uniform (EF): May 10 [Removed 03/04/11.](#)
- 66. Prospect Alpha Sierra (EF): Apr10 [Removed 03/04/11.](#)
- 65. Prospect Alpha Quebec (EF): Apr10 [Removed 11/12/10.](#)
- 64. Prospect Alpha Papa (EF): Apr10 [Removed 11/12/10.](#)
- 63. Prospect Alpha Oscar: Mar10 [Removed 06/17/11.](#)
- 62. Prospect Alpha November (EF): Mar10 [Removed 10/08/10.](#)
- 61. Prospect Alpha Mike (EF): Mar10 [Removed 10/08/10.](#)
- 58. Prospect Alpha Hotel (EF): Feb10 [Removed 07/23/10.](#)
- 57. Prospect Alpha Golf (EF): Jan10 [Removed 07/23/10.](#)
- 56. Prospect Alpha Foxtrot: Jan10 [Removed 03/19/10.](#)
- 55. Prospect Alpha Echo (EF): Jan10 [Removed 04/16/10.](#)
- 54. Prospect Alpha Delta: Dec09 [Removed 05/28/10.](#)
- 53. Prospect Alpha Charlie (EF): Dec09 [Removed 12/18/09.](#)
- 52. Prospect Alpha Bravo: Oct09 [Removed 10/01/10.](#)
- 51. Prospect Alpha Alpha (EF): Oct09 [Removed 11/13/09.](#)

**A Quick Summary of CRA Programs**  
**August 17, 2011**

**Current Programs**

1. Impact Fees\* – provides up to \$5,000 for City impact fees (not County or Utilities Commission impact fees) for Commercial projects
2. Commercial Matching Revitalization\* – provides up to \$10,000 for interior items required to meet code requirements such as a ADA regulations on a 50/50 matching basis (e.g., the applicant would have to spend \$20,000 on grant eligible items to be reimbursed \$10,000)
3. Commercial Property Improvement Grants\* – provides up to \$10,000 for exterior items such as paint, stucco, awnings, sidewalks, and landscaping, on a 50/50 matching basis (e.g., the applicant would have to spend \$20,000 on grant eligible items to be reimbursed \$10,000)
4. Residential Property Improvement Grants – provides up to \$5,000 for exterior items such as paint, stucco, awnings, sidewalks, and landscaping, on a 50/50 matching basis (e.g., the applicant would have to spend \$10,000 on grant eligible items to be reimbursed \$5,000)
5. Independent Rental Move-In Assistance – provides up to \$5,000 for an independent business moving into the CRA in rental assistance if the property owner will reduce the rent by 25%.
6. Large Grants – provides up to \$50,000 per site on a 50/50 matching, reimbursement basis for building renovations within the Canal St, Historic Westside, and Flagler Ave areas for hospitality and retail businesses, or for residential infill.
- 7.

**Proposed Programs** (Scheduled for the August 23 City Commission Meeting)

1. Opportunity Sites – This new program is limited to the “Opportunity Sites” listed on p. 45 of the CRA Master Plan Update (as well as sites that can be added). A development agreement must be negotiated for each grant, with flexibility on eligible expenses.
2. Small-Scale Improvement Grants – Both commercial and residential properties are eligible for this grant program, which allows up to \$2,500 per site for exterior repairs.

**NOTES:**

1. Each applicant must comply with extensive regulations and requirements before grants are approved.
2. The first three grant programs listed above\* are being presented to the City Commission on August 23 per Commission direction as a joint program allowing up to \$20,000 in grant funds on a reimbursement basis.

**PRESENTATION TO  
COUNTY COUNCIL  
CITY OF NEW SMYRNA BEACH  
CRA  
ANNUAL REPORT  
FY 2009/2010**

Created: 1985  
Sunset: 2015

**NEW SMYRNA BEACH**

**CITY COMMISSION**

- ✦ Mayor Adam Barringer
- ✦ Vice Mayor James Hathaway
- ✦ Commissioner Lynne Plaskett
- ✦ Commissioner Jack Grasty
- ✦ Commissioner Judy Reiker

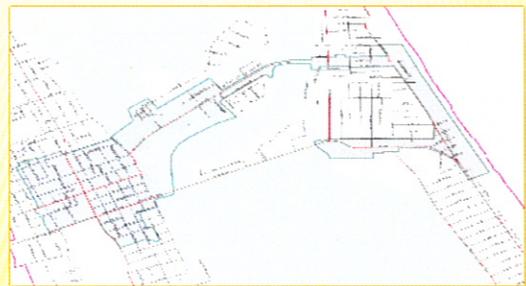
**COUNTY COUNCIL**

- ✦ County Chair Frank Bruno Jr.
- ✦ Vice Chair Patricia Northey
- ✦ Commissioner Joyce Cusack
- ✦ Commissioner Andy Kelly
- ✦ Commissioner Joshua Wagner
- ✦ Commissioner Joie Alexander
- ✦ Commissioner Carl Persis

**CRA COMMISSIONERS  
APPOINTED BY THE CITY COMMISSION**

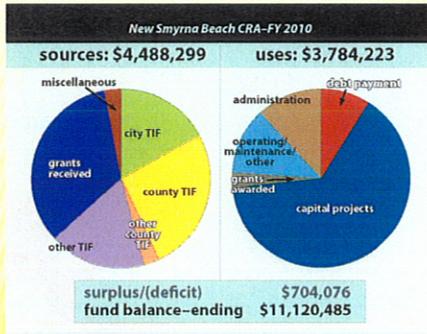
- ✦ Chair James Kosmas
- ✦ Vice Chair James Peterson
- ✦ Commissioner Douglas Hodson
- ✦ Commissioner Thomas Williams
- ✦ Commissioner Chad Schilsky
- ✦ Commissioner John Kinney
- ✦ Commissioner Melissa Latty

**NEW SMYRNA BEACH  
COMMUNITY REDEVELOPMENT AGENCY**

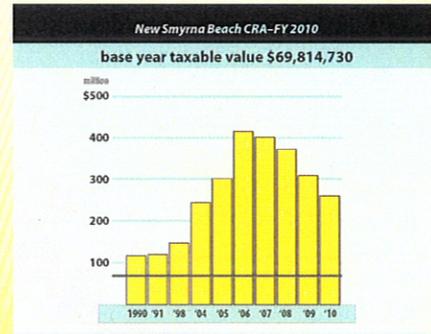


**BOUNDARY MAP**

## FINANCIAL INFORMATION



## FINANCIAL INFORMATION



## CRA MASTER PLAN UPDATE

- Approved by CRA in FY 09-10
- Recommendations supported by significant citizen input, a study on development opportunities and a retailing analysis
- Support for Redevelopment
  - ❖ Capital Projects
  - ❖ Investment Facilitation
  - ❖ Wayfinding project
  - ❖ Form-based Codes Project
  - ❖ Parking Study
  - ❖ Marketing and Promotions, including Marketing Plan, Branding the District

**New Smyrna Beach  
CRA Master Plan Update - Project Report**



## CRA MASTER PLAN UPDATE

- Implementation through Partnerships
  - ❖ Volusia County
  - ❖ Volusia County Department of Economic Development
  - ❖ Bert Fish Hospital and Southeast Volusia Hospital District
  - ❖ NSB Utilities Commission
  - ❖ Southeast Volusia Chamber of Commerce
  - ❖ Team Volusia
  - ❖ Historic Westside Community
  - ❖ Canal Street Historic District
  - ❖ Merchants of Flagler Hospitality Group
  - ❖ Other residential, civic and business organizations

ACCOMPLISHMENTS: FY 2009, FY 2010

- ✦ CRA Master Plan Update completed
- ✦ Capital Projects
- ✦ Brownfield Designation
- ✦ Grants and Incentives

CAPITAL IMPROVEMENT PROJECTS

- ✦ Flagler Ave Boardwalk Park - in design phase, construction scheduled to start in 1<sup>st</sup> quarter of FY 2012 and anticipated to be completed in the 4<sup>th</sup> quarter of FY 2012. Budget: \$2,000,000.00



CAPITAL IMPROVEMENT PROJECTS

- ✦ Wayfinding Project - in design phase, construction scheduled to start in 1<sup>st</sup> quarter of FY 2012 and anticipated to be completed in the 2<sup>nd</sup> quarter of FY 2012. Budget: \$279,000



CAPITAL IMPROVEMENT PROJECTS

- ✦ Washington Street Business District - preparing for design phase. Construction completion anticipated for 4<sup>th</sup> quarter of 2013. Budget: \$279,000
- ✦ Washington Street Streetscape Improvements - design phase, construction anticipated to be completed in late 4<sup>th</sup> quarter of FY 2012. Budget: \$930,000.



### CAPITAL IMPROVEMENT PROJECTS

- ✦ Esther Street Park - in design phase, anticipated to advertise for construction 1<sup>st</sup> quarter of FY 2011. Budget: \$869,550



### GATEWAY LANDSCAPING & BEAUTIFICATION

- ✦ US 1 and Canal Street - Design phase set to begin with an anticipated completion date in the 3<sup>rd</sup> quarter of FY 2012. Budget: \$60,450



### CAPITAL IMPROVEMENT PROJECTS

- ✦ Riverside Park Seawall/Lighting Retrofit project - in design phase. Construction anticipated to start 1<sup>st</sup> quarter of FY 2012 with completion in 4<sup>th</sup> quarter of FY 2012. Budget: \$930,000



### CAPITAL IMPROVEMENT PROJECTS

- ✦ Myrtle Avenue Infrastructure Project- Construction scheduled to start in 1<sup>st</sup> quarter of FY 2012 and anticipated to be completed in the 2<sup>nd</sup> quarter of FY 2012. Budget: \$465,000



### CAPITAL IMPROVEMENT PROJECTS

- ✦ West Canal Streetscape Project - Construction now complete. Total Project Cost: 3.3 Million FDOT + CRA Funds



### CAPITAL IMPROVEMENT PROJECTS

- ✦ Mary Avenue Streetscape - Construction Underway and anticipated to be completed in the 1<sup>st</sup> quarter of FY 2012. Total Project cost: \$1,305,025 (CRA and TPO Funds).



### CAPITAL IMPROVEMENT PROJECTS

- ✦ S. Orange Street Streetscape - Construction Now Complete. Total Project cost: \$853,410



### CAPITAL IMPROVEMENT PROJECTS

- ✦ Flagler Dunes Parking Lot Lease Project- Construction Now Complete. CRA Contribution: \$68,000



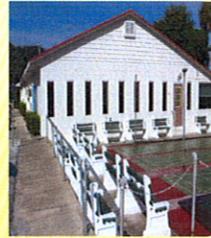
### CAPITAL IMPROVEMENT PROJECTS

- ✦ Chamber of Commerce Restoration Project – Construction underway with completion anticipated in 4<sup>th</sup> quarter of FY 2011. Total Cost: \$374,200 (ECHO Grants and CRA funds)



### CAPITAL IMPROVEMENT PROJECTS

- ✦ Flagler Ave Shufleboard/Coronado Civic Center Enhancements – construction completed 1<sup>st</sup> quarter of FY 2011. Budget: \$138,347.14 (CRA and Park Impact Fees)



Construction Complete



### CRA FY 2009-10 FUND BALANCE ANALYSIS

- ✦ FY 2009-10 CRA Fund Balance Total.....\$11,120,485
- Analysis: Total Fund Balance consists of Tax Revenue and Non-Tax Revenue
- ✦ FY 2008 Tax Revenue.....\$ 1,539,604
  - ✦ FY 2009 Tax Revenue.....\$ 3,181,663
  - ✦ FY 2010 Tax Revenue.....\$ 2,851,365
  - Total Tax Revenue.....\$ 7,572,632**
  - ❖ Grant Revenue.....\$ 2,296,186
  - ❖ Miscellaneous.....\$ 1,251,667
  - Total Non-Tax Revenue.....\$ 3,547,853**

The City of New Smyrna Beach CRA is spending Tax Revenue within three (3) years (per analysis back to 2004)

### CRA THREE YEAR PLAN

THREE YEAR PLAN - USE OF TAX DOLLARS		
Description	Project Cost (CRA funds only)	Fund Balance
Total Fund Balance as of 8/31/10		\$11,120,485
Fund Balance as of 5/30/10: Grants & Misc.		(\$1,947,833)
Fund Balance as of 5/30/10: Tax Dollars only		\$7,842,832
West Canal Streetscape Project	\$73,581	\$7,847,051
Flagler Dunes Parking Lot Lease Project	\$48,000	\$7,279,051
Coroner Dunes Lumber Property	\$40,865	\$7,238,185
South Orange Street Streetscape	\$213,497	\$6,994,688
Mary Avenue Streetscape	\$1,111,079	\$5,873,609
Chamber of Commerce Restoration Project	\$300,000	\$5,573,609
Balchwood Cemetery		
Myrtle Avenue Infrastructure Project	\$411,900	\$5,161,709
Flagler Ave Boardwalk Park	\$1,200,000	\$3,961,709
Wayfinding Project	\$279,000	\$3,682,709
Washington Street Business District	\$279,000	\$3,403,709
Washington Street Streetscape Improvements	\$930,000	\$2,473,709
Cooper Street Park	\$889,556	\$1,584,153
Seaside Landscaping and Beautification	\$40,450	\$1,543,703
Seaside Park Seaside Lighting Upgrade Project	\$930,000	(\$511,119)
<b>Total</b>	<b>\$4,205,718</b>	

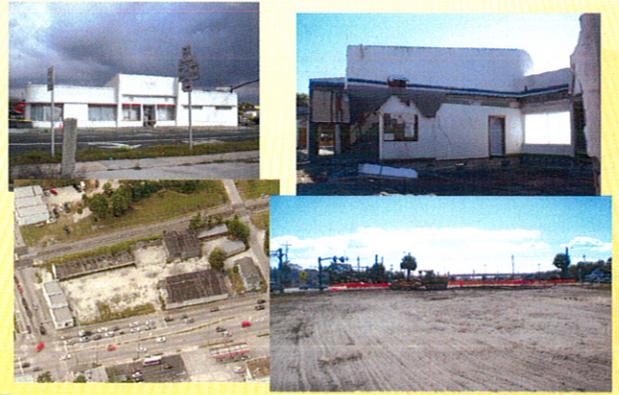
### BROWNFIELD PROGRAM WITHIN THE CRA

- ✘ Dunn Lumber Property - \$56,166.29 - FDEP Grant up to \$50,000



- ✘ Brownfield Survey
- ✘ Remediation Project

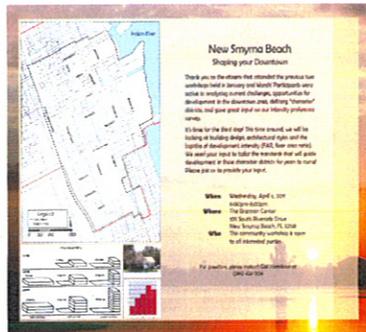
### BROWNFIELD EFFORTS - FORMER DUNN LUMBER SITE



### NEW PROGRAMS / STUDIES AND PLANS

#### Form-Based Code

A form-based code puts less emphasis on the use of the building and more emphasis on the "form" of the building (height, setbacks, intensity or the ratio of floor area to lot size). The form is related to the location of the building in the area and the intensity of use allowed in that particular location. This work is now ongoing in fiscal year 2010-2011 at a cost of \$57,808.



### NEW PROGRAMS/STUDIES/PLANS

- ✘ Commercial Impact Fee Assistance Program
- ✘ Commercial Matching Revitalization Grant
- ✘ Commercial Property Improvement Grant
- ✘ Independent Business Rental Move-In Program
- ✘ Development Assistance and Incentive Program
- ✘ Residential Property Improvement Program

### CRA GRANTS AWARDED IN FY 2009/10

**Commercial Property Improvement Grants**

- 334 Canal Street (first floor)
- 334 Canal Street (second floor)
- 135 Canal Street
- 221 Washington St
- 111 Live Oak St
- 319 Flagler Ave
- 113 S. Orange St
- 600 E. Third Ave
- 227-231 Canal St
- 521-523 Canal Street
- 519 Canal St
- 310-312 Julia St
- 300 Flagler Ave
- 114 Flagler Ave
- 110 Flagler Ave

**Commercial Revitalization Grants**

- 115 S. Orange Ave
- 114 Flagler Ave

**Commercial Impact Fee Assistance**

- 113 S. Orange Ave
- 215 Washington St.
- 600 E. Third Ave
- 203 Washington St

**Residential Property Improvement Grants**

- 106 S. Myrtle
- 108 S. Myrtle

The CRA awarded grants in the amount of \$169,973.25 in FY 2009/10 and \$43,161 in FY 2008/09.

### GRANT RECIPIENT AT 114 FLAGLER AVE

Before



After



### GRANT RECIPIENT AT 521/523 CANAL ST

Before



After



### EXEMPTION OF HOSPITAL DISTRICT

At their regular meeting on June 22, 2010 the City Commission voted to exempt the Southeast Volusia Hospital District from participation in the funding of the CRA. The Southeast Volusia Hospital District and the Bert Fish Medical Center continue to be important partners with the CRA in redevelopment efforts, as evidenced by the Bert Fish Medical purchase and renovation at 401 US1 for their administrative office.



### FUTURE PLANS/PROJECTS:

- ❖ Continued Master Plan Implementation
- ❖ Complete Capital Projects in progress
- ❖ Redevelopment Activities through grants and incentives
- ❖ Continue Partnerships
- ❖ Development of new grant programs for:
  - “Opportunity Sites” (described in the CRA Master Plan Update)
  - “Small Scale” Exterior Improvements

**City of New Smyrna Beach  
Community Redevelopment Agency  
Property Improvement Grants (PIG) 2009 to present**

ADDRESS	OWNER	CRA Grant	CRA contribution	Property Owner Part	Exterior Painting	Landscape	Electrical	Signage	Awning	Parking Area	Other	Check Released
After reviewing the P.I.G. program at the end of 2009 the CRA decided to increase the Property Improvement Grant from a maximum of \$5,000 to \$10,000 due to inflation.												
<b>2009/2010</b>												
207 Downing Street	Christopher Frank	Commercial PIG	\$ 6,900.00	\$ -							withdrawn	12/9/2010
334 Canal Street	Southern Trends (1st floor)	Commercial PIG	\$ 10,000.00	\$ 77,795.00	X							3/17/2010
334 Canal Street	Southern Trends (2nd floor)	Commercial PIG	\$ 10,000.00	\$ 28,800.00	X							12/4/2009
135 Canal Street	LTF Deli Touch/ Jason's Corner	Commercial PIG	\$ 1,585.00	\$ 3,170.00				X				9/14/2010
304 Flagler Ave	Phil Carpenter	Commercial PIG	\$ 9,666.47	\$ 19,322.93	X			X				11/17/2009
111 Live Oak Street	James Kosmas	Commercial PIG	\$ 1,925.00	\$ 3,850.00			X					3/17/2010
319 Flagler Ave	Nejma Peter	Commercial PIG	\$ 3,783.00	\$ 7,566.00	X							6/7/2010
113 S. Orange Ave.	Felicia Engles	Commercial PIG	\$ 2,043.00	\$ 4,087.54			X	X				3/10/2010
113 S. Orange Ave.	Felicia Engles	Impact Fee Asst.	\$ 3,762.41	\$ -							outside patio	7/19/2011
113 S. Orange Ave.	Felicia Engles	Commercial PIG	\$ 8,925.00	\$ 29,798.87	X		X		X			3/10/2010
215 Washington	Island Town Homes	Impact Fee Asst.	\$ 4,008.70	\$ -								8/18/2010
115 S. Orange Ave	First Friends Childcare	Revalidation Grant	\$ 1,648.99	\$ 3,297.98							Alarm system	8/18/2010
600 E. Third Ave	Heath's Natural Foods	Commercial PIG	\$ 15,480.86	\$ 115,000.00	X		X		X		Addr's pend. CC approval	2/16/2011
227 - 231 Canal Street	Wiley Building	Commercial PIG	\$ 10,000.00	\$ 82,875.00	X		X					Reapply?
521-523 Canal Street	Big Joes	Commercial PIG	\$ 10,000.00	\$ 23,500.00								Reapply?
519 Canal Street	Big Joes	Commercial PIG	\$ 10,000.00	\$ 20,500.00								9/27/2010
600 E. Third Ave	Heath's Natural Foods	Impact Fee Asst.	\$ 4,519.14	\$ -								6/11/2010
310-312 Julia Street	Bob Garrigues	Commercial PIG	\$ 8,055.00	\$ 16,110.00	X		X					6/11/2010
203 Washington		Impact Fee Asst.	\$ 3,227.23	\$ -								Paid
300 Flagler Ave	Atlantis Bisiro	Commercial PIG	\$ 2,750.00	\$ -								5/17/2011
106 S. Myrtle	Sharon McHenry	Residential PIG	\$ 5,000.00	\$ 21,640.00								5/17/2011
108 S. Myrtle	Sharon McHenry	Residential PIG	\$ 2,250.00	\$ 6,452.00								5/20/2010
221 Washington Street	Deborah W. Bell	Commercial PIG	\$ 10,000.00	\$ 62,808.94	X		X					12/15/2010
114 Flagler Ave	Gnarly Surbar	Commercial PIG	\$ 10,000.00	\$ 25,000.00	X		X	X				8/20/2010
110 Flagler Ave	Gnarly Surbar	Commercial PIG	\$ 9,924.31	\$ 19,848.62								4/27/2011
114 Flagler Ave	Gnarly Surbar	Revalidation Grant	\$ 10,000.00	\$ 58,000.00								
<b>2010/11</b>												
114 Flagler Ave	Gnarly Surbar	Impact Fee Asst.	\$ 4,488.47	\$ -								5/4/2011
725 W. Canal Street	NSB Board of Realtors	Commercial PIG	\$ 2,549.75	\$ 5,099.50			X				driveway	4/27/2011
224 Flagler Ave-	Waffle Planet	Commercial PIG	\$ 9,231.50	\$ -								
224 Flagler Ave-	Waffle Planet	Revalidation Grant	\$ 10,000.00	\$ -								
224 Flagler Ave-	Waffle Planet	Impact Fee Asst.	\$ 26.47	\$ -								
440 N. Dixie Freeway	Midtown Dogs	Commercial PIG	\$ 10,000.00	\$ 68,100.00	X		X	X				
440 N. Dixie Freeway	Midtown Dogs	Revalidation Grant	\$ 9,500.00	\$ 19,000.00								
440 N. Dixie Freeway	Midtown Dogs	Impact Fee Asst.	\$ -	\$ -								
Faulkner and Canal Street	Bob Wiley	Commercial PIG	\$ 460.00	\$ 920.00						X		7/11/2011
509/511 Canal Street	Dick Rosedale	Commercial PIG	\$ 4,725.50	\$ 9,451.00	X							3/8/2011

**City of New Smyrna Beach  
Community Redevelopment Agency  
Property Improvement Grants (PIG) 2009 to present**

ADDRESS	OWNER	CRA Grant	CRA contribution	Property Owner Part	Exterior Painting	Landscape	Electrical	Signage	Awning	Parking Area	Other	Check Released
501 Canal Street	Dick Rosedale	Commercial PIG	\$ 2,359.17	\$ 4,718.34	X				X			4/27/2011
424 Canal Street	Thai Mango	Revitalization Grant	\$ 1,970.89	\$ 13,565.42								4/27/2001
504 Flagler Ave	Bob Garrigues	Commercial PIG	\$ -	\$ -	X	X					withdrawn by applicant	6/24/2011
301 Flagler Ave	Claney's Cantina	Commercial PIG	\$ 10,000.00	\$ 38,249.00	X		X	X	X	X		7/12/2011
407 Lytle Ave	Lytle Townhomes Assoc	Residential PIG	\$ 4,190.50	\$ 10,631.00			X					8/16/2011
300 N. Riverside Dr	Masonic Lodge	Commercial PIG	\$ 10,000.00	\$ 20,169	X							5/31/2011
505/507 Canal Street	Richard Rosedale	Commercial PIG	\$ 2,175.00	\$ 4,350	X		X	X	X			6/28/2011
515 Canal Street	Richard Rosedale	Commercial PIG	\$ 3,309.50	\$ 6,619	X		X	X	X			5/17/2011
1200 Hill Street	Betice Werner	Residential PIG	\$ 4,275.00	\$ 8,550	X							
103 S. Pine Street	That's Amore	Commercial PIG	\$ 4,680.00	\$ 9,360.00	X		X		X		hood system	7/12/2011
103 S. Pine Street	That's Amore	Revitalization Grant	\$ 4,259.30	\$ 8,518.60								
201 Canal Street	Bob Wiley Bldg	Commercial PIG	\$ 10,000.00	\$ 21,250.00	X		X		X			7/12/2011
10 - 80 Faulkner street	Bob Wiley Bldg	Commercial PIG	\$ 8,375.00	\$ 16,750.00	X		X				brick pavers	7/12/2011
113 Flagler Ave	TaDa Gallery	Commercial PIG	\$ 3,800.00	\$ 7,600.00	X			X			porch replacement	
301 Flagler Ave	Claney's Cantina Addition	Impact Fees	\$ 2,200.25	\$ -							pending CC approval	
500 N. Causeway	Buena Vista Inn	Commercial PIG	\$ 9,725.50	\$ 22,905.00	X						pending CC approval	
543 Washington Street	Xiao Han and Xiao Chan	Residential PIG	\$ 4,725.00	\$ 50,000.00	X		X					
1111 S. Atlantic Ave	EGH Properties, LLC David Glenn	Residential PIG	\$ 5,000.00	\$ 25,900.06	X		X			X		
114 Sams Ave	The Ring Gallery	Commercial PIG	\$ 575.00	\$ 1,650.00				X				



# City of New Smyrna Beach

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August 1, 2011

Chairman Walter Allen  
New Smyrna Beach Utilities Commission  
Post Office Box 100  
New Smyrna Beach, Florida 32170

Dear Chairman Allen:

As a result of questions at the July 27, 2011 Budget Meeting, the City Commission requested that the Utilities Commission present to the City Commission on September 13<sup>th</sup> at 5:30 p.m., its FY 11-12 Proposed Budget, including any proposed pay increases or other additional compensation for Utilities Commission employees; impact fee structure and proposed rates; five year CIP with FY 11-12 Proposed Budget; and sewer master plan. Please confirm availability with the City Clerk for September 13<sup>th</sup>. I look forward to the presentation, as well as an update on the electrical system report presented at the last Utilities Commission meeting.

The two formal public hearings on the FY 11-12 City budget will be held on September 14 and 27<sup>th</sup> at 5.05 p.m. The City Commission consideration of the ordinance providing for approval of the Utilities Commission budget will also be on the agendas for those meetings.

Sincerely,

Adam Barringer,  
Mayor

cc: City Commission  
Utilities Commission Members  
Ray Mitchum

