

MEMORANDUM
FROM THE OFFICE OF THE CITY MANAGER

To: Mayor and City Commission
From: Pam Brangaccio, City Manager *PDB*
Re: City Manager's Report – November 18, 2014
Date: November 12, 2014

The City Slickers will be sponsoring a Relay for Life Sterling Silver & Fashion Jewelry Sale in the Commission Chambers on Friday, November 14th from 10:00 - 2:00 to benefit the American Cancer Society. The event is open to the public.

An official ribbon cutting ceremony will be held for the Multi-use Trail at 9:30 a.m. on Friday, November 21st at the eastern trailhead on West Pine Avenue. A 5K run will be held at a later date.

City offices will be closed on Thursday & Friday, November 27th & 28th for the Thanksgiving holiday.

The Fun Coast Worksite Wellness Council is hosting the first annual Healthiest Company Awards to Volusia County employers with outstanding worksite wellness programs. The City of New Smyrna Beach will be receiving the Bronze Award. The Awards Breakfast Program will be held on December 3, 2014 beginning at 8:30 am- 11 am. 740 W. International Speedway Blvd.

The Volusia County Legislative Delegation meeting will be held on December 3rd in Deland, Mayor Hathaway, Khalid and I will be attending and presenting regarding funding for the Isleboro stormwater project.

Attached is a draft agenda for the December 12th City Commission Workshop. Please review and provide comments at the November 18th Commission meeting.

Should you have any questions or need additional information or clarification, please let me know.

Photo cutline: The City of New Smyrna Beach will open a multi-use trail October 28. The more than two-mile trail was constructed in an existing utility corridor between West Pine Avenue and Sugar Mill Drive.

October 23, 2014

News media contact:

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NEWS FOR IMMEDIATE RELEASE

**New Smyrna Beach Multi-use Trail to open October 28; Ribbon cutting
Nov. 21**

Walkers, runners and riders soon will have a new path to blaze in New Smyrna Beach. The City's Pedestrian Trail is scheduled to open for use October 28.

The trail spans 2.2 miles from West Pine Avenue just north of S.R. 44 off Mission Road to Sugar Mill Drive. The 12-foot-wide, multi-use trail has been constructed in an existing utility corridor, according the New Smyrna Beach Engineer Kyle Fegley. The eastern trail head is on West Pine Avenue between Jungle Road and Pioneer Trail. The western end is next to Geiger-Glencoe Cemetery on Sugar Mill Drive. Parking is available at both ends. Along the trail, users cross a 125-foot bridge over Turnbull Creek with intermittent benches and trash receptacles.

"This trail runs from the Sugar Mill area to the edge of the city's downtown area," Fegley said. "This is just the first segment of the City's trail plans. More segments will be added to create a longer trail that eventually will reach from I-95 to the City's downtown and also connect with the Cross Volusia Trail," Fegley said. "It is an easy walk, run or bike to Canal Street then over the North Causeway to Flagler Avenue."

Motorized vehicles are not permitted on the trail, Fegley added.

Construction on the \$1.8-million project began March 5 and is funded jointly by the Volusia ECHO Program, the Florida Department of Transportation-Transportation and Planning Organization, and the City of New Smyrna Beach.

An official ribbon cutting ceremony is planned for 9:30 a.m., November 21, at the eastern trailhead on West Pine Avenue.

**City Commission Strategic Planning Session
December 12, 2014**

DRAFT AGENDA

1. Overview of March 22, 2014 Visioning & current status of 2035 Charting Our Course

(Action steps were reviewed with Planning & Zoning Board, Economic Development Council, Neighborhood Council, Beachside Task Force, and City Commission earlier this year). There are several items for future discussion that support the 2014 Charting our Course, for Commission review & direction; these include:

- With the ending of the CRA, the 50% parking variances and design standards for Flagler & Canal, which were required for opportunity grant sites;
- Staff recommended revisions to the Hospitality Overlay;
- Scheduling of certain variances for City Commission agendas, for example: based on square footage & type of commercial project, as well as geographical areas; and
- Development Review Process which clarifies process for review steps
- Implementation Steps for the Water Resources Resolution

It is suggested that the Commission review the action steps for any modifications for 2015 and provide policy direction to the City staff for 2015 priorities, as well as on the items above.

2. Update on Budget & Financial Forecasts, as well as current CIP Projects



Incentives for Economic Development

1. **Expedited Permitting:** The City's planning director and the building official have received high marks for working with developers and contractors to conduct reviews and issue permits in the shortest amount of time possible. We know that the most helpful incentive we can provide is a short amount of time for permitting in order to get the business up and running as quickly as possible.
2. **City-Ready Services:** A member of the Planning Department, the building official, the fire marshal, a member of the Utilities Commission staff, and the economic development director meet to answer questions and explain how a commercial property owner or buyer can maximize the use of the property. Frequently these meetings are held on site and within 30 minutes the owner or buyer receives a wealth of information specific to the property. This information can direct action and help avoid costly mistakes.
3. **Annexation-Related Fees Waived:** If a commercial (or residential) property annexes into the City, the annexation fee, zoning fee, land use fee, and advertising fee will be waived by the City Commission for projects annexed in calendar year 2014.
4. **City Property Tax Exemption:** New Smyrna Beach has adopted the City property tax exemption program provided in Florida Statutes 196.1995 for businesses creating jobs. The program has many requirements. Tax exemptions must be approved on a case by case basis by the City Commission. The tax exemption only is eligible for "...up to 100 percent of the assessed value of improvements to real property made by or for the use of a new business and of all tangible personal property of such new business, or up to 100 percent of the assessed value of all added improvement to real property made to facilitate the expansion of an existing business and of the new increase in all tangible personal property acquired to facilitate such expansion of an existing business..." The exemption does not apply to land or existing buildings. City staff will help eligible businesses apply for the exemption.
5. **Brownfield Site Assessment Grants:** The cities of New Smyrna Beach, Edgewater, and Oak Hill jointly have been awarded a U.S. EPA grant to provide free environmental site assessments for approved sites. The phase 1 and phase 2 assessments are performed to identify contaminants including soil and groundwater pollutants, asbestos, lead paint. In some cases, grant funds may be used for the removal of underground storage tanks. City staff will help prepare applications for this program.
6. **County and State Programs:** City staff can coordinate applications for economic development incentives through Volusia County Government and Enterprise Florida, including the Qualified Industry Tax Refund and training grants.
7. **Referrals to Business Resource Agencies:** The City partners with a number of business resource agencies who offer a variety of free services. These services include employee recruitment and screening, business planning, determining the best financing options, and access to grant funds. The resource agencies include Team Volusia, the Small Business Development Center at Daytona State College, SCORE, Career Source Flagler/Volusia,

the Volusia County Department of Economic Development, the Southeast Volusia Chamber of Commerce, and the CEO Business Alliance.

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