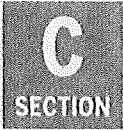


LOCAL



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BEVERAGE DISTRIBUTOR GROWING

S.R. Perrott plans new Ormond plant

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S.R. Perrott Inc., one of the largest beverage distributors in the area, is renewing plans to build a new facility off U.S. 1 in Ormond Beach, according to documents submitted to the city.

The 51-year-old company, which is the beverage distributor for Miller Brewing Company in Volusia, Flagler and parts of Putnam counties, is planning to build a 90,000-square-foot distribution facility at 1280 N. U.S. Highway 1. S.R. Perrott plans to move its headquarters and 114 employees at 4 North Perrott Drive to the U.S. 1 location within five years after adding on to the proposed building.

The cost of the project is estimated at \$6 million with an additional \$650,000 to be used to pay for equipment. While no jobs will be added during the initial phase of the project, Economic Development Director Joe Mannarino said the company plans to add 70,000 square feet onto the facility in the future.

"There's room for growth," he said Friday. Attempts to contact company officials last week were unsuccessful.

Mannarino said S.R. Perrott first proposed relocating its headquarters in 2007, but due to the downturn in the economy plans were put on hold.

"We've been working on this for five or six years. It's been a long time coming," said Mannarino, adding other communities have offered sites to the distributor. "We're pleased we were able to facilitate the devel-

SEE PLANT, PAGE 4C

PLANT FROM PAGE 1C

offered sites to the distributor. "We're pleased we were able to facilitate the development."

To help with the relocation, the city and S.R. Perrott are proposing an incentive package, which will need approval by the Ormond Beach City Commission at its 7 p.m. meeting Tuesday at City Hall, 22 S. Beach St.

Under proposed terms of the agreement, S.R. Perrott would receive property tax reimbursement

of about \$100,000 over a five-year period (the tax abatement will not include the land itself).

The company will also be eligible for funds to offset a project estimated to cost \$140,000-160,000 to extend a gravity sewer line to the property.

An analysis conducted by the city found it could benefit from direct taxable sales and purchases estimated at \$1.8 million.

City Commissioner Rick Boehm pointed out the city was able to work out a similar deal with Emergency Communications Network, which will be

relocating to the Reflection 1 office building at 780 W. Granada Blvd. City Commissioner James Stowers, who represents the zone where the company will relocate, says the move shows there is plenty of room for growth along the north U.S. 1 corridor.

"I see this as another positive move for that part of town," he said.

Mannarino said once the S.R. Perrott moves out of its existing facility, it could be used to further redevelop the city's downtown district.