

Ormond Beach Chamber of Commerce
2017 Leadership Program
Economic Business Development Session

- Presenters:
 - Joe Mannarino, Ormond Beach Director of Economic Development
 - Steven Lichliter, Ormond Beach Municipal Airport

Leadership and Management Skills

- Leadership focuses on a vision, setting direction, and inspiring to achieve long term outcomes.
- Management focuses on short-term problem solving functions to achieve day-to-day operations.
- Developing both qualities is the essence of a Leader.

“Leadership is the capacity to translate vision into reality”.

“Leaders keep their eyes on the horizon, not just on the bottom line”

- Warren Bennis, an American scholar and pioneer of the contemporary field of Leadership studies.

The Vision:

Investing in the City's Economic Development Future

- 1959 City Commission invested \$60,000 to purchase 173 acres of Airport land to create the Airport Business Park:
 - City began installing infrastructure in 1980
 - 36 businesses (manufacturing and high tech firms)
 - 1 million sf of light industrial space
 - Approximately 1,300 employees
 - The last parcel is being sold to Concentrated Aloe, a local manufacturer, for their expansion.

Airport Business Park Projects

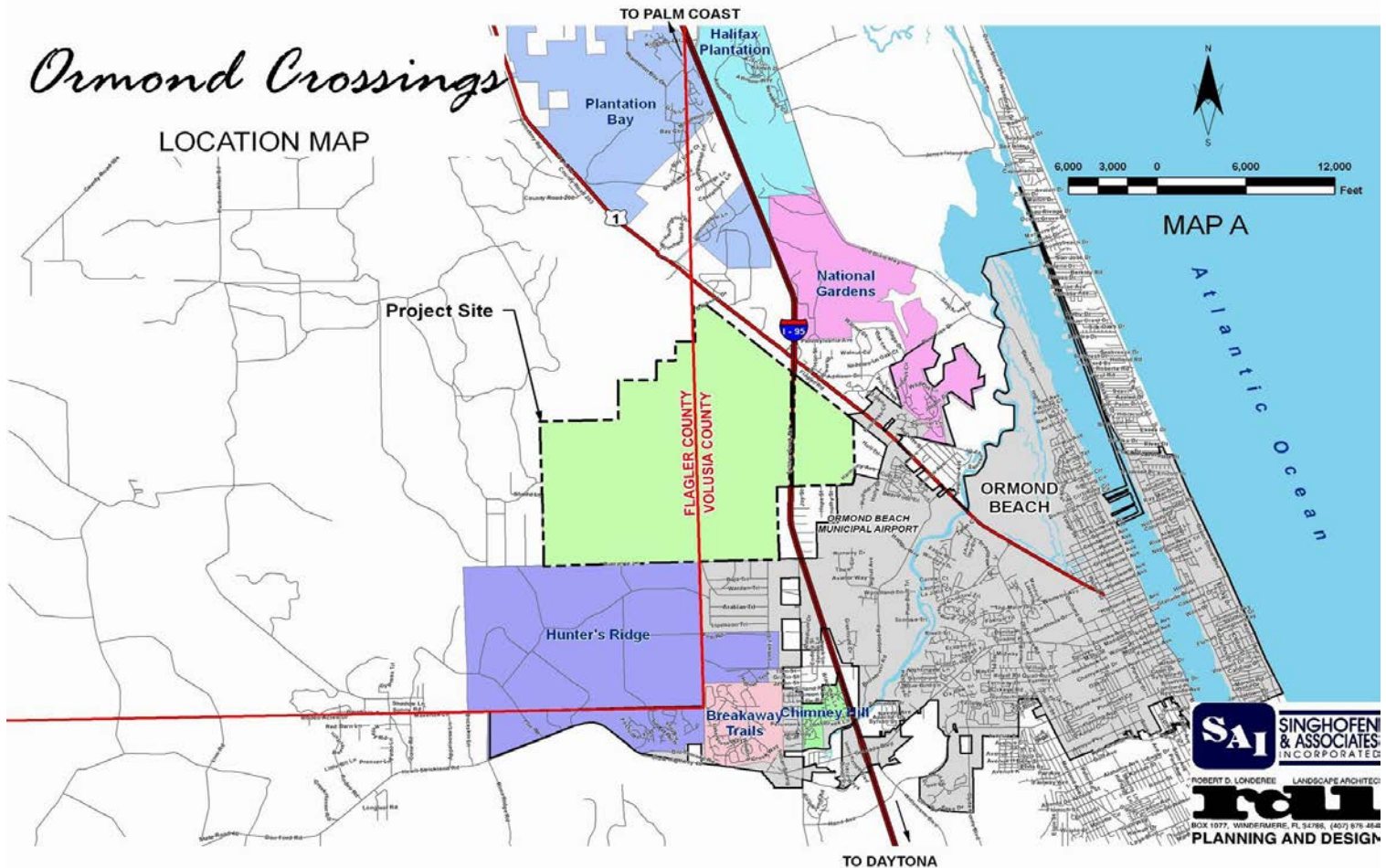


Expanding the Vision:

Investing in the City's Economic Development Future

- 2002 City Commission worked with Volusia County and developer, Tomoka Holdings, to create a 3,000 acre planned development, including a 580 acre Commerce Park.
 - Provides land area for job creation and capital investment
 - Double the size of the Airport Business Park
 - The location has 2 key site selection requirements:
 - visibility and accessibility to major highway and rail line.
 - Tomoka Holdings is working on infrastructure plans with the City.

Ormond Crossings Site



Implementing the Vision/Action Steps: Growth Assistance Programs (GAP)

- Economic Development staff designed incentive programs that the City Commission approved to encourage business expansion and business recruitment.
- Funds allocated for eligible performance based business projects:
 - Job Creation,
 - Private Capital Investment (Equipment & Construction),
 - Property Tax Reimbursement.

Assessing the Programs

Growth Assistance Program Projects 2013-2016

City assisted 7 major Ormond Beach businesses in relocation/expansion projects:

- **Emergency Communication Networks ***
- **SR Perrott ***
- **Valiant Equipment ***
- **Ameritech Die & Mold ***
- **Edgewell (Playtex) Manufacturing ***
- **Concentrated Aloe ***
- **Germ Free Labs**

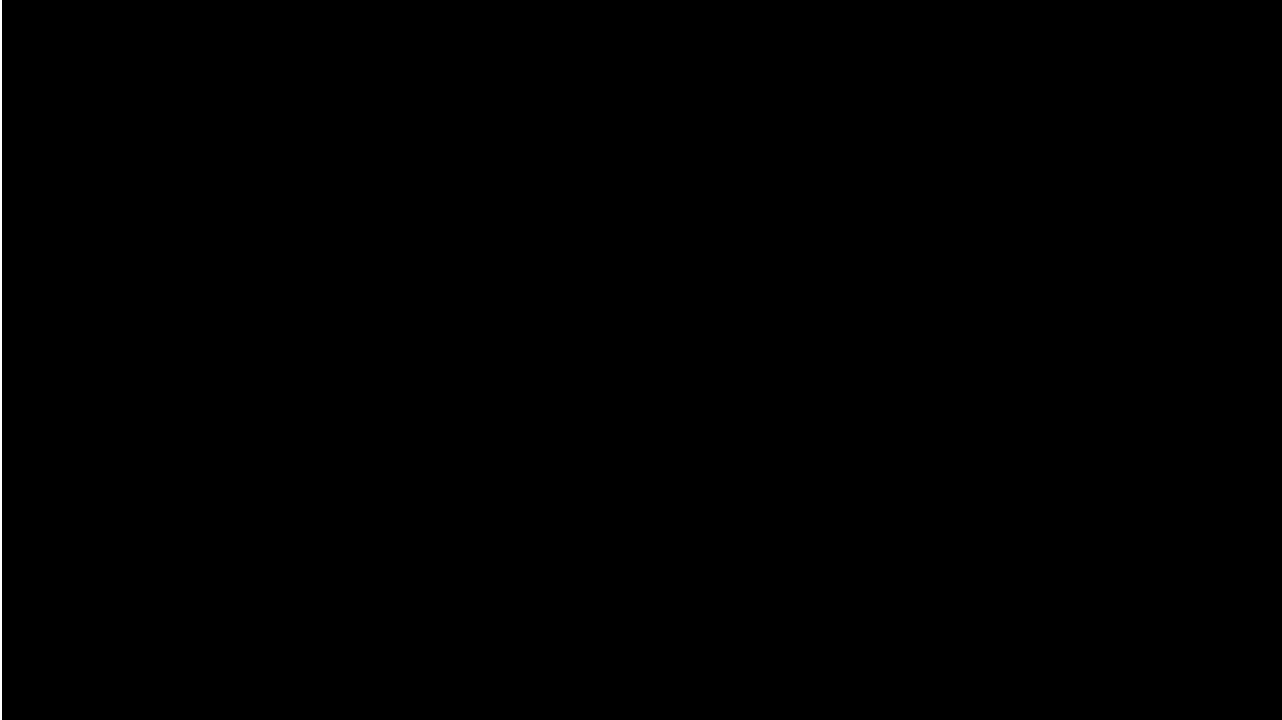
and recruited 2 companies:

- **Duva Sawko ***
- **SKYO Industries***
- **Prime Global Group***

* **Projects receiving incentives**

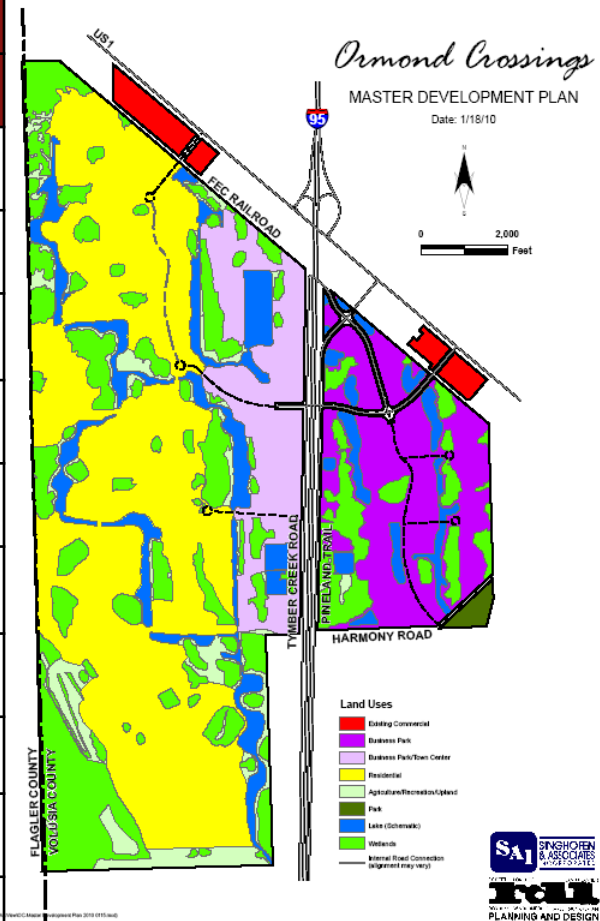
Growth Assistance Program Analysis 2013-2016

- Private Capital Investment over 5 years:
 - Production machinery, building construction, office equipment
 - \$27 Million
- Taxable Sales over 5 years in the City:
 - Construction material, furniture, fixtures, office equipment, real estate, insurance
 - \$27.4 Million
- Jobs:
 - 292 New + 218 Retained = 510



Ormond Crossings Master Development Plan

Land Use	Proposed Total	
	Sq. Ft.	Units
Retail Commercial	200,000	
Office	900,000	
Business/Flex-space	350,000	
Industrial	800,000	
Storage	240,000	
Warehouse/Distribution	560,000	
Public/Institutional	165,000	
Residential in Ormond		2,950
US 1 Frontage (estimate)	1,655,000	
Total	4,870,000	2,950



Ormond Crossings Commerce Park



Security First Managers to relocate their current headquarters along A1A in Ormond Beach to Tract 18 in the Ormond Crossing Commerce Park.

An 18 month site search for a suitable tract of land to build an office campus.

It took leadership in pulling together new property owners principals of Company and the City officials to resolve infrastructure and site related issues and incentives to get an Agreement to relocate and develop SFM headquarters at this undeveloped

Security First Managers Campus Headquarters

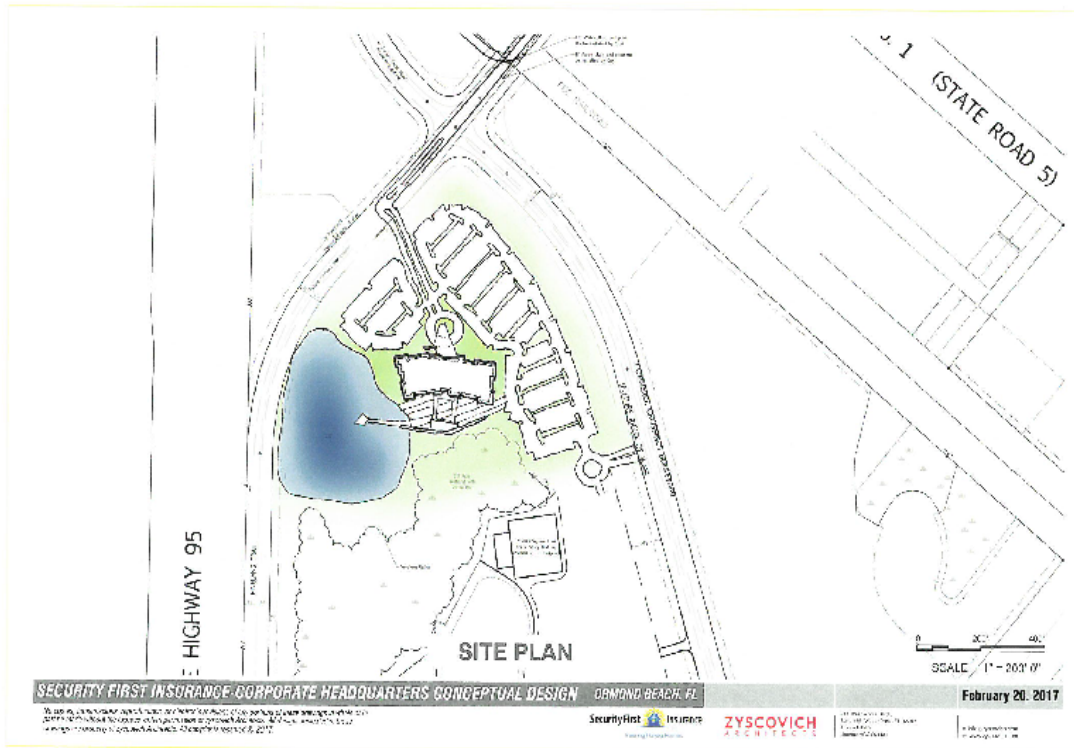
General Location:

Broadway Ave.
and Pineland Trail

Site Location:

Proposed Tract 18
Ormond Crossing
Commerce Park

Site acreage: 48



Security First Managers Office Proposal



VIEW LOOKING SOUTH

SECURITY FIRST INSURANCE CORPORATE HEADQUARTERS CONCEPTUAL DESIGN ORMOND BEACH, FL February 24, 2017
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Security First Insurance Group, Inc. 10000 US Highway 1, Ormond Beach, FL 32136
ZYSOVICH ARCHITECTS, P.A. 10000 US Highway 1, Ormond Beach, FL 32136

Office Size: 101,000 sf

Capital Con. Cost: \$25 Mil

Direct Employees:

Retained: 143

New: 5 years: 285

10 years: 152

Total 580

Average annual wages:

\$61,000

Indirect/Induced Jobs: 101

Construction Jobs: 227

10 yr. Taxable Sales: \$35 Mil

Looking Ahead to 2017 Leadership Initiatives

- Continue working with Tomoka Holdings to facilitate the development of Ormond Crossings. To install infrastructure in the 578 Acre Commerce Park and recruit businesses to the Park.
- Create “shovel ready” industrial sites.
- Enhance the North US 1 gateway.
- Assist manufacturing and high technology firms with their expansion projects.
- Implementation of the 2017 Strategic Economic Development Plan.

THANK YOU

Joe Mannarino, Director of Economic Development

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More information of the City's Economic
Development programs visit the City's website:

www.ormondbeach.org.