

OB Life Questions & Answers - Economic Development

1. For Brian: Do you recruit retail establishments?

The primary focus for economic development is in the industries of professional services, advanced manufacturing, and aviation/aerospace companies. The listed industries are the focus for three reasons: 1) they complement the existing industries that are in Ormond Beach, Volusia County, and the greater region; 2) these industries require a diverse set of skills from their workforce and traditionally provide high-wage jobs; and 3) these industries have national and international markets, exporting goods and services outside of the region, which facilitates market share growth resulting in additional jobs and tax revenue.

On the other hand, although retail is an important aspect of the local economy, it is generally supported by the existing population and will expand or contract in relationship to business and residential growth. Focusing on the identified target industries allows the City to diversify its tax base and pursue high-wage job growth.

- a. IF so, how do you decide which type of retail to target?

Please refer to response above.

2. What is the greatest obstacle to bringing high paying jobs to the area? There are numerous potential obstacles in bringing high paying jobs to the area, primarily related to the site location process. Companies looking to relocate consider many different locations and factors when making a final selection. Often the Ormond Beach and surrounding areas are among multiple locations in the Southeast US being considered. Examples of obstacles to selecting the Ormond Beach area may include the lack of sites that meet the land or building requirements, the region not having sufficient skilled labor that the company requires for their operations, the area is not strategically located to their supply chain. The City works closely with regional and state economic development agencies to promote Ormond Beach to target industries and work collaboratively to address obstacles that can be removed, such as identifying and preparing available sites, enhancing workforce development pipeline and readiness of a skilled workforce, and improving infrastructure and transportation assets to meet evolving demand.

3. Can't find people to work, can't pass drug test. How can we overcome this problem?

Thank you for your comment.

4. We need quality paying jobs of all kinds.

Thank you for your comment.

- a. Need more trade jobs education than bacaulerale programs at high school i.e. middle school – shop?

Thank you for your comment.

5. Does the model for target industries ever change?

The model for target industries can change over time. The City is guided by an Economic

Development Strategic Plan, which is updated every three years and identifies the current target industries best suited for recruitment. The City coordinates its target industries with those identified by Enterprise Florida (State of Florida Economic Development Organization) and Team Volusia (Greater Daytona Economic Development Corporation) as having a competitive advantage to recruit and expand in the region and City.

- a. Is it time to make a different strategy and recruit an automobile and or airplane info to export cars using our ports between Jax & Melbourne?

Thank you for your comment. Additional industries and strategies will be considered during the Economic Development Strategic Plan update in 2020.

6. What incentives does the City or County currently offer to bring higher paying jobs to Ormond Beach?

The City offers the Growth Assistance Program (GAP) which provides an economic incentive for job creation for high wage jobs and capital investment for qualified businesses. The City is also certified by the Central Florida Coalition for Growth & Prosperity as an Open for Business community. The mission of the City is to provide the highest quality professional plan review, permitting, and customer service to a project applicant, and to work with the applicant to complete development of the project to its maximum potential.

7. What can we do to enhance commercial dev. along the 1 mile OB along A1A N of Granada Blvd? A1A north of Granada is zoned Single-Family low/medium density (R 2.5) "to protect and encourage the continued development of the residential single-family development that has occurred at relatively low densities." (Ormond LDC Sec. 2-14. R-2.5)

8. Are there plans to enhance facilities at Ormond Beach municipal airport?

The City leases airport lands to privately owned businesses for the purpose of providing aeronautical and other services to the public. City staff is working to attract new service providers to the airport, but sufficient demand for services must be identified in order to attract private enterprise. It is anticipated that the planned runway rehabilitation and extension project, coupled with new business development in the area, will enhance utilization of the airport for business and executive transport and serve as an impetus for private enterprise to build facilities and offer more services at the airport.

- a. FBO facilities – passenger lounges – pilot lounges – food service?

The types of facilities and services made available at the airport by private enterprise depend upon a sufficient customer base and demand for services. The City's business model for the airport is that of a landlord, therefore development of additional FBO facilities is dependent upon the identification by private enterprise of sufficient need for such facilities and services to warrant leasing airport land from the City for such development.

9. What are the Economic Incentive that OB can provide a new business?

See question #6.

10. What are we doing for our local seafood business to help them to be sustainable?

There are resources available for local seafood businesses and the City encourages all businesses to reach out to local and/or county economic development staff to discuss areas where assistance is needed. Examples of resources for small business development include Volusia County Economic Development (www.floridabusiness.org), Small Business Development Center (www.sbdccdaytona.com), and SCORE Volusia/Flagler. Resources specific to aquaculture and fishing include University of Florida Institute of Food and Agricultural Sciences (<https://ifas.ufl.edu/>) and the UF/IFAS Extension Volusia County (<https://www.volusia.org/services/community-services/extension/>). An example of a federal resource is NOAA Fisheries, which is responsible for the stewardship of the nation's ocean resources and their habitat (www.fisheries.noaa.gov).

- a. Can we be concerned about that?

Thank you for your comment.

11. How can we bring business interest and environmental concerns together to talk and problem solve?

The OB Life community engagement series was designed to gain input on a wide range of interests, including business and environmental concerns for the City Commission to consider in updating the City's Strategic Plan in 2019.

12. How are we partnering with the area High Schools to train & grow our own workforce?

Volusia County Schools has partnered with CareerSource Flagler Volusia, local economic development directors, and business associations, such as the Volusia Manufacturing Association, to stay current on the needs of businesses. As a result, Volusia County School now offers over 40 industry recognized certifications and career academies to our high schools students.

13. What is the City's plan to support small business in Ormond since they make up such a large percentage of our businesses?"

The Chamber and City work collaboratively to support small business in Ormond. An example of this is a publication called "Doing Business in Ormond Beach" that is provided for free digitally and in print. This publication provides individuals and business owners with tools to help them

navigate the process of starting and/or expanding a business in Ormond Beach. Staff also works with the Small Business Development Center and the SCORE program to provide additional resources to small businesses.

14. Given the high cost of college, how does Career Source ID training to meet individual & business needs?

CareerSourceFV works closely with over 20 local training providers in the area to identify training in high demand occupations. CareerSourceFV provides up to \$7,500 in scholarships for eligible individuals to offset the cost of post-secondary education.

15. For Robin: How does your company bring in revenue?

CareerSourceFV is primarily funded through the Workforce Innovation and Opportunity Act and Temporary Assistance for Needy Families. Both of these are federal funds that pass through the state for employment and training services.

16. Why not recruit in the health industries? It's a growing sector with major players already in the market who can draw in outside partners – i.e. Halifax Health establishing the FSU Medical School Facility in Daytona Beach.

Health care and life sciences is a growing sector in the region. Health care is traditionally a local industry. This means that the services provided are not exported outside of the region.

However, health care does have extension into life sciences, research, biotechnology, medical device manufacturing, etc. Ormond Beach and Volusia County do already have major medical device & equipment manufacturers in the area. The opportunity moving forward is to recruit complimentary industry to serve the existing health care partners in the region, which falls within the goal of recruiting advanced manufacturing industry. Additional opportunities exist in promoting the nexus between manufacturing and research to bolster an eco-system where medical providers can thrive.

17. When new business are recruited to the area, is there a culture that a (a portion) their 30 million dollars is greater than other cities for City beauty and environment?

Thank you for your comment.

18. Have you looked at the recent EPA report to how environmental changes are going to affect the economy?

Environmental changes like extreme weather, natural disasters, and climate-change have increased a focus on sustainability prompting business and cities to integrate sustainable practices into future planning. As for Economic Development, a primary resource for best practices is the International Economic Development Council (IEDC), which provides guidance and best practices with regard to sustainability and economic development.

19. Is there a concern with council to be known for environmentally conscious, as well productive growth?

Thank you for your comment. The OB Life series was created in response to the City Commission's request to gather resident input on a wide range of topics, including

environmental concerns, for the City Commission to consider during the strategic plan update in 2019.

20. How can the business community help promote the resources of OB to assist in recruiting new light industry?

The business community can be champions and ambassadors of the City to promote Ormond Beach as a great city in which to do business, discuss the opportunities for growth, and the quality of life. Both the City and Chamber have marketing material available to businesses to help promote the City. The business community can also refer potential prospects to the Department of Economic Development to advance the discussion of a company's location in the City.

21. How many acts in OB City limits are now available for development into light manufacturing or distribution operations?

The Airport Business Park and Ormond Crossings provide available land for light manufacturing and distribution operations. In these two areas combined there is approximately 500 acres available for development of Office, Industrial, Warehouse, and flex space.

- a. Where?

Airport Business Park and Ormond Crossings.

22. There appear to be tens of thousands of acres of land North and West of OB between SR 40 and US 1. Who develops plans for that land (Flagler/Volusia)?

There are two major areas of vacant land between SR40 and US1. The first area is the land north of Durrance Acres to US1 which is owned by Tomoka Holdings and is part of the Ormond Crossings development. West of the Volusia County line, located in Flagler County the land area of approximately 3,000 acres has been established as a mitigation bank. The second land area is the Flagler County portion of the Hunter's Ridge Development of Regional Impact. Development authority of this land area is Flagler County under the Development of Regional Impact. This area is north of Granada Boulevard and west of Deer Creek.

23. 1700 BUS – down town 15° > 8% IV

Thank you for your comment.

24. Why weren't CRA's part of presentation & OMS in particular?

CRA's and Ormond Main Street were part of the first OB Life Workshop on Community Development. Workshop information, including a video of the presentation, agenda, summary, and questions and answers, can be found on the City's website at:

<https://stories.opengov.com/ormondbeachfl/published/Skg4BZ7gm>

25. Is Ormond Beach cooperating w/ Ormond by the Sea to deliver sewer service to the North Peninsula?

The City has included septic to sewer conversion in its utilities master plan, section 8.4 of this document deals directly with the Sewer Retrofit Program. The City does not currently have a

study funded for this purpose, however, City staff is currently exploring funding sources to reduce the burden of such a conversion to the City and the affected residents. A requisite to such pursuits is the collaboration, corporation and support of the City, the County, and the residents of Ormond by the Sea. The total estimated cost to eliminate septic tanks in the North Peninsula Area within the City's Utility Service Area is \$47,595,600 and would convert 3894 homes from septic tanks to central sewer. The estimated cost of the first phase consisting of 702 homes, from Plaza Drive to Longwood Drive between Ocean Shore Boulevard (A1A) and John Anderson Drive, is \$5,225,000.

Also, existing condominiums along A-1-A, north of Spanish Waters Drive were served by individual package wastewater treatment plants. The St. Johns River Water Management District and Volusia County jointly decommissioned four onsite wastewater treatment package plants and constructed 7,200 feet of 8-inch force main to serve four condominium developments and connecting the City's forcemain which discharges into the Ormond Beach Wastewater Reclamation Facility. The constructed force main is sized to service the conversion of ALL the package plants serving the condominiums between Spanish Waters Drive and Ocean Grove Drive along with any new condominiums proposed for development.

An agreement between the City and the County was executed in 2015 to transfer ownership of the force main to the City. Additionally, to encourage connection of any additional condominiums to the force main, the City reduced the impact fee by \$500 per unit through 2025. All new condominiums will be required to connect to the force main thus eliminating the need for additional package plants.

26. What incentives are available to re develop existing aging neighborhoods?

Locations within the Community Redevelopment Area (CRA) may be eligible for façade improvement programs. The City of Ormond Beach has two CRA's – Downtown and Ormond Crossings. The Downtown Overlay District generally encompasses the downtown commercial area of the City, both east and west of the Halifax River. Ormond Crossings is located south of North US Highway 1 and I-95. Both of these areas are designated for community redevelopment and Tax Increment Financing (TIF). Allocated Tax Increment Financing (TIF) monies can assist in improving infrastructure and utilities.

Additionally, the City has sought to maintain the public infrastructure in all neighborhoods. Examples include the stormwater retrofits in existing neighborhoods as part of the existing stormwater master plan. An update to the master stormwater plan is scheduled for 2019 and if there are issues that need to be identified, the update would allow additional projects to be identified. Another example of public maintenance is the replacement of older, smaller water lines with standard water lines throughout the City. The City has also recently completed re-use expansion in neighborhoods south of Granada Boulevard on the Beachside through a state grant. Finally, the City has a street re-paving program that seeks to upkeep the roadways in existing neighborhoods. These public improvements seek to maintain all neighborhoods.

27. What are you doing relating to the job needs of older/retired persons 65+?

CareerSource Flagler Volusia has a Professional Services division that focuses on placing individuals who are more seasoned and experienced and also works with businesses in highlighting the benefits of hiring these individuals.

28. Describe how you work with or partner with other local area chambers.

Ormond Beach Chamber is part of the Volusia County Chamber Alliance, which is a separate association for Volusia county chamber Executives. The CEO/President of the Ormond Beach Chamber of Commerce currently serves as the Secretary for the Alliance which meets monthly to discuss issues that all chambers are experiencing across the county and to make sure the chambers understand what we can do to promote our members and communities.

Secondly, the Ormond Beach Chamber of Commerce partners with five other chambers in the Volusia County Chamber Alliance to host an annual event called the Mega Mixer, it is a hybrid of a business expo and after-hours. It's held every June and members of all the chambers can participate. We partner with our neighboring chambers on ribbon cuttings, and business after-hours.

29. Are sufficient "ready to occupy" generic warehouses, etc. available?

Yes, there are numerous professional and industrial commerce centers located in the City including Hull Pointe, Ormond Business Center, Ormond Commerce Park, Ormond Business Park, Oak Pointe, and Airport Business Park which have generic warehouses.

a. If so where?

Please see above response.

30. Why not recruit in the health industries – it's a growing sector. Major players already in the market can help draw in tangential partners i.e. Halifax Health establishing FSU Med School facility.

See question #16.