

**City Council Meeting
City of DeBary
Agenda Item**

Subject: TOD & Economic Development Informational Item
From: Roger Van Auker, TOD Marketing & Economic Development Director
Meeting/Hearing Date: December 7, 2016

TRANSIT ORIENTED DEVELOPMENT

Over the past several months, staff has been in communication with multiple developers who are interested in the City's TOD area. Two of the developers have requested confidentiality agreements, as per Florida Statutes. Both of the developers are investigating project feasibility on two separate parcels. One parcel is under contract.

ECONOMIC DEVELOPMENT

DeBary Business Survey:

In an effort to reach out to the City's business community, the Economic Development Department has launched a business retention and expansion program aimed to show our support, assist with any challenges, and connect the business community with available City, State and Federal resources.

A survey is mailed to groups of 15-20 businesses with a follow-up call placed approximately two weeks later to schedule an appointment to meet to discuss the survey with the business owner. During the meeting, the survey is reviewed and any specific needs or concerns the business owner has are discussed. Also discussed are the business owner's goals in terms of growth, employees, building site, and how the City may be able to assist in accomplishing these goals. The emphasis being that the City leaders want local business to be successful, grow and stay in DeBary. Although early in its endeavors, staff has been successful in connecting business owners to resources such as Career Source and the Small Business Administration, along with assisting future growth needs with local real estate options.

Survey mailing began at DeBary's southern border and will continue until all have had an opportunity to complete the survey. Once the majority of the City's 450-plus commercial businesses have been surveyed, a summary of major points will be presented to the City Council.

Jobs Growth Incentive/Economic Development

Staff has been in contact with the following business who have shown an interest in relocating or have located to DeBary in the past 18 months.

Business Name	Location	Capital Investment	# of Employees	Average Salary	Comments
Central 28 Beer Co.	290 Springview Comm.	\$ 700K	5	\$ 38K	Operating since July 2015
Pie Guy	290 Springview Comm.	-0-	N/A	N/A	Vendor for Trader Joe's Located to Daytona Beach

Magnolia River	82 Spring Vista		2015---10 2016---22	\$ 65K	Product not available; relocating to Orange City
OPC & E	290 Springview Comm.	\$ 366K	4	\$ 54.7K	Stalled
Bolder Properties	Ocala Florida	\$ 1.5M	N/A	N/A	Purchased and completed 901/903 S US 17-92 for lease - 70% leased out
East Cape Skiffs	903 S US Hwy 17-92	-0-	20	\$ 37K	Continued lease in Orlando
Dynamic Aspects	901 S US Hwy 17-92	-0-	13	\$ 31K	Continued lease in Seminole County
Medical Village	110 Pond Ct.				Operating since April 2016
Family Fun Archery	901 S US Hwy 17-92	\$ 125K	6		Operating since July 2016
DynoClimb Rock Climbing Gym					Planning stages
Orlando Family Physicians	21 S US Hwy 17-92	\$ 1.2-1.5M			Anticipated opening December 2016
Nuline Sensor	901/903 US Hwy 17-92		31	\$ 50-70K	Growth projection to open 2 nd bldg. for mfg.
Living H2O Farms	923 Old Deland Road	\$ 150K	2		Work in progress Site selection

Economic Development Website Improvements:

A database of available commercial/industrial/office properties for sale or lease in the City of DeBary has been added to the Economic Development page of the City's website. The program, Xceligent, is being used to bring attention to available sites within the City of DeBary. This new tool will enable us to better assist existing businesses in DeBary and new businesses looking to locate in DeBary. It will also enable us to control real estate information on our website and eliminate the transfer to other websites, as well as maintain current information on sale and lease parcels in DeBary.