



City Manager's Update

City actively pursues solutions & funding for Midtown Stormwater Project

Working with local, state and federal partners, the City of Daytona Beach has pursued short and long-term solutions for significant stormwater remediation in Midtown, an area bounded generally by Nova Road, Orange Avenue, Ridgewood Avenue and Beville Road, which is susceptible to flooding when Nova Canal breaches its banks.

In May 2009, the city experienced more than 20 inches of rainfall over a six-day period resulting in 790 structures being damaged. The city worked on identifying a regional solution to mitigate future flooding. Conceptual solutions ranged from \$50 to \$100 million.

The city has sought federal support for its flooding challenges. With support from the U.S. Army Corps of Engineers, Daytona Beach has been authorized by Congressional action for a U.S. Army Corps of Engineers feasibility study of Nova Canal flooding.

The study is significant because it is a prerequisite for any federal funding. (The cost of the study is \$3 million and requires a 50% required match from the city.). At this time, the city is working with its legislative delegation to garner funding to help offset the city's cost for the study.



Florida House Representative Elizabeth Fetterhoff and Hardy Smith, the city's government relations administrator, discuss the Nova Canal flood mitigation appropriation request at today's Volusia County Legislative Delegation meeting in DeBary. Pictured below: Nova Canal.



Representative Elizabeth Fetterhoff has introduced a state legislative appropriations request in the amount of \$750,000.

With Fetterhoff's support, Hardy Smith, the city's government relations administrator, presented the city's funding request of \$750,000 — at today's Volusia County Legislative Delegation meeting in DeBary.

The Daytona Regional Chamber of Commerce also publicly supported the city's funding request in their 2020 legislative priorities.

While awaiting state and federal assistance, the city has taken many additional actions since 2009 to address the flooding potential of this low-lying area.

Steps to mitigate flooding include the installation of 15 "backflow preventers" in the banks of the Nova Canal. The backflow preventers keep water from backing up into the adjacent low-lying neighborhoods when Nova Canal is high. The cost of these backflow preventers was \$468,468.

The primary outfall for the Midtown area to the Halifax River was replaced from Ridgewood Avenue to the river with triple culverts at a cost of \$1.86 million.

Research shows sizeable return-on-investment from incentives granted to create jobs and spur development in Daytona Beach

Thousands of jobs and opportunities created by city's initial investment

Five developments where the city provided economic incentives were recently analyzed by Dr. Christopher Jones of Florida Economic Advisors.

Dr. Jones was tasked with estimating the projects' economic impact and return-on-investment.

Combined and using industry-specific multipliers, the five projects represent a total of \$545.4 million in annual economic output within Volusia County, as well as create and support 5,658 full-time jobs with aggregate annual earnings of \$159.2 million.

Growth in LPGA Corridor

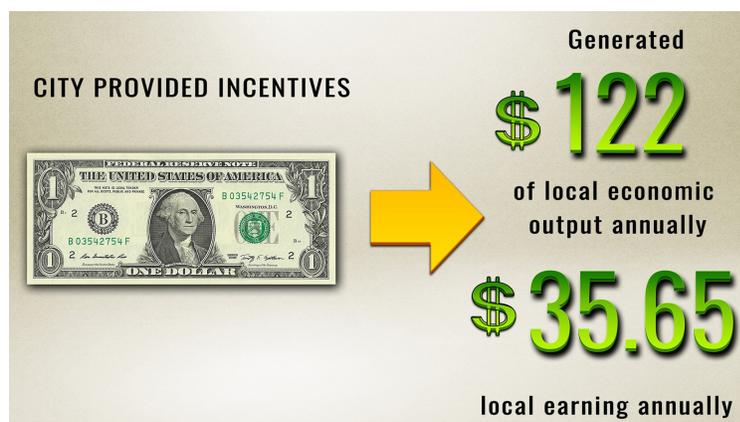
Further analysis of the burgeoning LPGA corridor reveals that the three projects, which received incentives – Daytona Beverages Center, Trader Joe's Center and Tomoka Town Center – employ nearly 2,500 individuals with \$78.3 million in annual earnings and generate over \$355 million in direct annual economic output*.

Since 2012, these economic generators have spun-off a total of 344 residential units and more than 1.2 million square feet of additional residential, commercial, industrial, institutional and government uses.

The 2019 just value of this development totaled \$170.4 million and supports an estimated 1,723 full-time employees* with annual earnings of \$72.1 million.

Analysis revealed that for every dollar the city provided in incentives, \$122 was generated in local economic output and \$35.65 in local earnings each year.

For every \$1,000 in city contribution, 1.27 full-time equivalent jobs were created.



Growth on ISB Corridor

Along International Speedway Boulevard's commercial corridor two projects were analyzed – Bahama Breeze and One Daytona.

In 2019, the preliminary assessed value of these projects was \$94.6 million.

The retail, restaurant and hotel uses at these developments support a total of 1,329 full-time equivalent employees with an estimated annual output of \$182.2 million and annual earnings* of \$38.8 million.

Since 2014, a total of 325,772 square foot of commercial, industrial, institutional and government uses with a just value of \$33.3 million, have been delivered in the vicinity of Bahama Breeze and One Daytona.

About Dr. Christopher Jones

Dr. Jones has 27-year professional career with extensive private and public sector expertise. After beginning his career in 1992 with an Orlando economic consulting group, Dr. Jones spent the next eight years as Director of Economic Consulting for one of Central Florida's largest real estate advisory firms.

Dr. Jones' public sector work includes a term as Chief Economist for the City of Orlando. He has worked on hundreds of economic studies for projects located in Florida and many other states across the country.

Dr. Jones holds a Ph.D. in economics from the University of South Florida (USF), and additional graduate degrees in business from USF and Rollins College.

He is a full-time faculty member of the Economic Development Department at USF.

Daytona Beverages Center



Daytona Beverages Center— 2275 Mason Avenue
City incentives: \$126,278
130 direct full-time employees
Direct annual output: \$19.9 million
Annual direct earnings: \$5.2 million

Bahama Breeze Island Grille



Bahama Breeze Island Grille — 1786 W. International Speedway Blvd.
City incentives: \$77,366
27 direct full-time employees
Direct annual output: \$5.7 million
Annual direct earnings: \$651,840

Trader Joe's Center



Trader Joe's Center — 2388 Mason Avenue
City incentives: \$1,991,850
450 direct full-time employees
Direct annual output: \$68.8 million
Annual direct earnings: \$18.03 million

Hampton Inn



Hampton Inn — 1024 N. Atlantic Avenue
City incentives: \$19,853
46 direct full-time employees
Direct annual output: \$3.99 million
Annual direct earnings: \$931,658

Glossary of terms

***Direct annual output** - The economic activity created by the spending. It refers to the change in the dollar value of production in all sectors of the economy to satisfy the new demands resulting from the spending. Each time a dollar changes hands for products or services, it increases the measure of output.

***Annual direct earnings** - A measure, expressed in millions of dollars, of the change in the value earning that are received by households from the production of regional goods and services for the time period covered by the cost estimate.

***Direct full-time employees** - The employment or jobs expressed as full-time positions. The jobs multiplier is expressed in terms of jobs per million dollars of spending.

Tomoka Town Center



Tomoka Town Center — at LPGA and Williamson Boulevards
City incentives: \$2,250,000
1,883 direct full-time employees
Direct annual output: \$262.5 million (retail)
Annual direct earnings: \$55.15 million

