

ORANGE COUNTY ENTERPRISE ZONE DEVELOPMENT AGENCY 2006 ANNUAL REPORT

ENTERPRISE ZONE: ORANGE COUNTY EZ#4801CONTACT PERSON: LUIS NIEVES-RUIZPHONE: (407)836-5682 FAX: (407)836-5862REPORTING PERIOD: OCTOBER 1, 2005-SEPTEMBER 30, 2006

NARRATIVE

Since the approval of the reauthorized Orange County Enterprise Zone boundaries on January 9, 2006, staff has pursued several efforts to increase the visibility of the Enterprise Zone program and the number of businesses that benefit from program incentives. All new marketing of the Enterprise Zone Program is using the slogan "EZ Does It" to present the Enterprise Zone area as the ideal place to do business and target firms that want to relocate, renovate or expand their business. Orange County staff developed a new series of marketing materials to support this program, including a new program brochure and a mailing postcard.

During the program year, County staff met with Orange TV to discuss the marketing video and developed a video script (see attached), which will be a five to eight- minute segment on the popular *Orange County Update* program. The video also would be distributed on DVD with program information and incentive forms. Staff is currently working on choosing appropriate locations within the Enterprise Zone boundary and developing scripts. Finally, staff has attended two networking events sponsored by the local Chambers of Commerce and other groups to promote the program and plans to create a program calendar for this type of outreach to several organizations in 2007.

To leverage these efforts, the Orange County Board of County Commissioners (BCC) approved \$20,000 during the 2006 program year for the hiring of a marketing/public relations firm to assist staff with outreach and marketing efforts. The County issued a Request for Qualifications that received four responses. With input from the EZDA, the chosen firm will be selected in December 2006 to facilitate implementation of the Enterprise Zone marketing plan. This implementation will be coordinated with staff from the municipalities that comprise this Enterprise Zone (Eatonville and Orlando), and Orange County staff met with municipal staff several times this year on program coordination and operations. Municipal staff also attend every EZDA meeting.

While outreach and marketing are essential activities of Enterprise Zone staffing, staff is pleased to report that these efforts and technical assistance led to several incentive applications during the program year. During this past year, staff continued to provide technical assistance to the businesses located in the Enterprise Zone. Staff answered 164 inquiries about from consultants and business owners and conducted several workshops and onsite visits to businesses. There were a total of 11 applications this year and the total amount of incentives was \$89,278.17.

Most of the applicants benefited from the Enterprise Zone's Childcare Facility Ad Valorem Property Tax exemption incentive. Orange County staff compiled a list of 35 potentially-eligible childcare facilities within the Enterprise Zone boundaries using Property Appraiser's parcel information and occupational license data. Staff then sent letters to childcare facility owners, of which six responded and were certified by the staff.

In terms of administration, there have been several changes during the program year. In June, the EZDA elected a new Chairman and a new Vice Chairman. A new staff person, Luis Nieves-Ruiz, was hired in June to fill a vacant position staffing the Enterprise Zone Program, and Carla Bell Johnson of the Growth Management Department also joined the staffing team to provide senior management support of program efforts. Also, Orange County BCC approved several changes to the enabling ordinance for the Orange County Enterprise Zone Program to make the local ordinance consistent with Florida Statutes by providing more flexibility for the nomination of new members of the EZDA. Due to staff outreach efforts to Chambers and municipal staff, all the vacancies on the EZDA were filled this year.

Looking ahead to the next program year, staff will present a site selection workshop for the EZDA in December 2006. The workshop will have a panel of business development, economic development, and brownfield redevelopment experts to discuss criteria for business location and expansion decisions and how the Enterprise Zones can be competitively positioned in that environment. Staff also has analyzed the land use, zoning, and vacant land available in the Enterprise Zone to determine, at a planning level, if an appropriate land supply and vacant parcels of a sufficient size and entitlements are available to meet the needs of today's market. This analysis also includes a general assessment of roadway and school capacity, recognizing the importance of meeting concurrency requirements for new development and to determine if additional development expenses for "proportionate-share" mitigation would be required. This discussion and analysis will promote targeting of Enterprise Zone outreach efforts to suitable businesses.

A. EZDA OPERATIONS AND ACCOMPLISHMENTS:

MEETINGS	DATE
EZDA Meeting	3/22/2006
EZDA Meeting	6/7/2006
EZDA Meeting	9/27/2006
Meeting with Town of Eatonville	6/18/2006
Meeting with City of Orlando	8/9/2006
WORKSHOPS	ATTENDEES
Enterprise Zone Development Workshops	2
Technical Assistance Workshop-Town of Eatonville	25

The EZDA met several times during the program year and addressed marketing and outreach efforts, as well as administrative concerns relating to the enabling ordinance, bylaws, and election of officers.

B. PROGRESS MADE TOWARD MEASURABLE GOALS:

<p>GOAL 1: CREATE A TARGETED MARKETING STRATEGY TO ATTRACT MORE HIGH TAX VALUE BUSINESSES TO THE ENTERPRISE ZONE.</p> <p>OBJECTIVES:</p> <ul style="list-style-type: none"> A. Identify businesses that can be supported by existing infrastructure B. Inform these businesses of incentives available. C. Create brochures and flyers with information on incentives provided by the enterprise zone. D. Create master marketing plan that would summarize benefits provided by the enterprise zone and marketing efforts. 		
BASELINE DATA	PROJECTED GOAL	ANNUAL RESULT

N/A	<ul style="list-style-type: none"> • One new business is located in the Enterprise Zone. • Two lease agreements are signed with commercial structures. • One new partnership is created. • Brochure is developed outlining EZ incentives. • A sum of \$5,000 is raised for partner organizations/project benefiting residents of the Enterprise Zone. • Two signs are upgraded or replaced. • A sum of \$100,000 in new investment is made in the Enterprise Zone. 	<ul style="list-style-type: none"> • Staff met with PCS Title on incentives to relocate to site in East Colonial Drive. • Staff created new brochure for the program. • Staff presented at annual meeting of Interstate Industrial Park to partner with their owners' association in achieving benefits for their member businesses. • Orange County staff conducted Lee Road and Pine Hills Road commercial business grants of \$5,000 for signage and façade improvements. • Investment reached \$640,887 in the Enterprise Zone this year.
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GOAL 2: INCREASE AMOUNT OF NEW HOUSING CONSTRUCTION AND OLD HOUSING RENOVATION.

OBJECTIVES:

- A. Enhance working relationships with Orange County Housing and Community Development, Orange County Housing Finance, Homes in Partnership, and other housing agencies that offer citizens and potential residents financing options and assistance.
- B. Create inventory of vacant lots and abandoned homes for the Town of Eatonville that would be ideal for residential development or rehabilitation.
- C. Maintain historical features of homes identified as historically significant by the Town of Eatonville or as contributing to the historic district.

BASELINE DATA	PROJECTED GOAL	ANNUAL RESULT
N/A	<ul style="list-style-type: none"> • An inventory of historical and abandoned buildings is done in Eatonville. 	<ul style="list-style-type: none"> • Planning's Urban Design staff participated in an ongoing Eatonville design team for renovation and enhancement of individual historic structures to help create a cohesive historic district for marketing to tourists and businesses.

GOAL 3: SUPPORT REVITALIZATION EFFORT IN THE ZONE AS A DESTINATION FOR RETAIL/COMMERCE.

OBJECTIVES:

- A. Continue to explore options for partnerships with organizations that focus on revitalization.
- B. Support the development of infrastructure required for competitive business.

C. Support the creation and implementation of an overall streetscape design for targeted commercial corridors in the Enterprise Zone.

BASELINE DATA	PROJECTED GOAL	ANNUAL RESULT
N/A	<ul style="list-style-type: none"> • A sum of \$5,000 is raised for partner organizations/project benefiting residents of the Enterprise Zone. • A Town of Eatonville store is established that would sell memorabilia. 	<ul style="list-style-type: none"> • Streetscape improvements completed for Kennedy Boulevard by the Town of Eatonville. • Orange County Public Works is conducting several roadway projects enhancing capacity and connectivity in the zone, including the connection of Lake Destiny Drive north to Eatonville near the Interstate Industrial Park. • Orange County conducted Lee Road and Pine Hills Road commercial business grant programs to give \$5,000 for signage and façade improvements.

GOAL 4: ATTRACT, RETAIN, AND EXPAND RETAIL, COMMERCIAL, INDUSTRIAL, AND MANUFACTURING BUSINESSES IN THE ZONE.

OBJECTIVES:

- A. Support activities that encourage particular types of businesses.
- B. Support efforts to recruit appropriate small businesses to the Enterprise Zone area.
- C. Market the availability of various tax incentives in the enterprise zone.
- D. Start implementation of Community Contribution Tax Credit Program.

BASELINE DATA	PROJECTED GOAL	ANNUAL RESULT
N/A	<ul style="list-style-type: none"> • Two new businesses are created or attracted to the Enterprise Zone. • Fifteen jobs have been created in the Enterprise Zone. • Two press releases are written and submitted. 	<ul style="list-style-type: none"> • Staff met with one business relocating to the Enterprise Zone. • Eleven new jobs were created. • Press releases are in progress.

GOAL 5: PROVIDE FINANCIAL AND TECHNICAL ASSISTANCE FOR NEW BUSINESSES

AND BUSINESS EXPANSIONS**OBJECTIVES:**

- A. Develop partnerships with training providers on workforce literacy.
- B. Develop job-training programs and implement them through neighborhood and community-based associations.
- C. Provide support for employment training programs with the Department of Labor

BASELINE DATA	PROJECTED GOAL	ANNUAL RESULT
N/A	<ul style="list-style-type: none"> • Tax incentives workshop is conducted in the local business community. 	<ul style="list-style-type: none"> • Staff provided technical assistance via onsite visits to three businesses about incentives. • Staff held two workshops for businesses that were trying to relocate to eatonville from Puerto Rico and for the Interstate Industrial Park business owners' association. • Orange County supports several business owner marketing and business development workshops through the Disney/SBA National Entrepreneur Center, via funding from the County's Economic Stimulus Packages.

GOAL 6: CREATE JOB-TRAINING OPPORTUNITIES FOR ZONE BUSINESSES.**OBJECTIVES:**

- A. Market and provide technical assistance for incentives to attract businesses to locate, start, and expand.
- B. Provide technical assistance to Enterprise Zone businesses to obtain grants and other incentives to support and grow their business.
- C. Provide support for employment training programs with the Department of Labor and other governmental entities providing similar services.

BASELINE DATA	PROJECTED GOAL	ANNUAL RESULT

<p>N/A</p>	<ul style="list-style-type: none"> • A business resource guide is developed to assist in resource identification. 	<ul style="list-style-type: none"> • Orange County updated the “Networked Community of Central Florida” CD, an interactive resource guide for business and economic development, which was distributed at EZDA meetings and throughout the program year. • Orange County supports several business owner marketing and business development training workshops through the Disney/SBA National Entrepreneur Center, via funding from the County’s Economic Stimulus Packages.
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<p>GOAL 7: CREATE POINTS OF ACCESS FOR EMPLOYMENT SERVICES IN THE ZONE.</p>		
<p>OBJECTIVES: A. Establish partnerships with government and non-profit organizations to bring workforce resources and training to residents.</p>		
<p>BASELINE DATA</p>	<p>PROJECTED GOAL</p>	<p>ANNUAL RESULT</p>
<p>N/A</p>	<ul style="list-style-type: none"> • One incentive package provided to place zone residents in newly created jobs. 	<ul style="list-style-type: none"> • Eleven new jobs were created. • Coordination with Workforce Central Florida was achieved by their staff representation on the EZDA, including technical assistance with program goals.

<p>GOAL 8: CREATE CAREER ADVANCEMENT OPPORTUNITIES.</p>
<p>OBJECTIVES: A. Establish partnerships with government and non-profit organizations to create skills alliance programs for workers. B. Develop programs for entry-level employment and welfare to work. C. Support job diversification. D. Include zone resident placement services as part of business incentive packages.</p>

BASELINE DATA	PROJECTED GOAL	ANNUAL RESULT
N/A	<ul style="list-style-type: none"> • Fifty Enterprise Zone residents are trained by available programs . • Fifteen Enterprise Zone residents are placed or advanced in jobs. 	<ul style="list-style-type: none"> • Eleven new jobs were created. • Coordination with Workforce Central Florida was achieved by their staff representation on the EZDA, including technical assistance with program goals. • Orange County supports several business owner marketing and business development training workshops through the Disney/SBA National Entrepreneur Center, via funding from the County's Economic Stimulus Packages.

C. NUMBERS AND TYPES OF BUSINESSES ASSISTED BY THE EZDA**(Includes Orange County and South Apopka Enterprise Zones):**

<u>TYPE OF ASSISTANCE:</u>	<u>TECHNICAL ASSISTANCE</u>	<u>TECHNICAL ASSISTANCE</u>
<u>131</u> PHONE CALLS/E-MAILS	<u>121</u> CONSULTANTS	<u>1</u> Title Company(visit)
<u>0</u> MAIL-OUTS	<u>3</u> MANUFACTURING	<u>1</u> Child Care (visit)
<u>2</u> WORKSHOPS	<u>5</u> RETAIL	<u>6</u> Child Care
<u>25</u> ATTENDEES	<u>2</u> CONTRACTORS	(incentive applications)
		TOTAL
		ASSISTED: <u>164</u>

D. NUMBER OF JOBS CREATED WITHIN THE ENTERPRISE ZONE:

BUSINESS NAME	NEW/STARTUP	EXISTING	Jobs Created
Family Dollar Inc.(#614)		1	2
Family Dollar Inc. (#6196)		1	2
McDonald's Corp.		1	4
Walgreens Inc.			3
TOTALS		3	11

E. NUMBER OF NEW BUSINESSES LOCATING WITHIN THE ZONE: N/A**F. STATE INCENTIVES PROCESSED BY THE EZDA:**

	Jobs Tax Credit (Sales tax) #DR-15ZC	Jobs Tax Credit (Corporate Tax) #F-1156Z	Business Equipment Sales Tax Refund #EZ-E	Building Materials Sales Tax Refund #EZ-M	Sales Tax Exemption for Electrical Energy #DR-15JEZ	Property Tax Credit #F-1158Z
Forms Received by the EZDA	0	4	3	1	N/A	1
Forms Approved by the EZDA	0	4	3	1	N/A	1
Forms Denied by the	0	0	0	0	N/A	0

EZDA						
New Employees	0	11				
Estimated Amount of Monthly Wages	0	18,487.50				
Total \$ Amount of Business Equipment Purchased			\$508,302			
Total \$ Amount of Buildings Materials Purchased				\$132,585		
Estimated Total Amount of Incentives			\$19,380.64	\$7,716.48	N/A	\$813.06

COMMUNITY CONTRIBUTION TAX CREDIT PROGRAM

SPONSORS APPROVED	DONATIONS APPROVED
Orlando Performing Arts Center Corporation	Approved by the Orlando City Council

OTHER STATE GRANTS/INCENTIVES RECEIVED: N/A

G. LOCAL INCENTIVES GRANTED: N/A

	NUMBER OF BUSINESSES UTILIZING INCENTIVE	TOTAL \$ AMOUNT IN INCENTIVES
Local Option E.D. Property Tax Exemption		\$
Occupational License Fee Abatement		\$
Utility Tax Abatement		\$
Local Funds for Capital Projects		\$
Additional Local Government Services Committed to the Area		\$
Reduction of Specific Local Government		\$

Regulations to the Area		
Total		\$

OTHER LOCAL INCENTIVES PLEASE LIST INCENTIVE NAME AND TOTALS) N/A**H. RESOURCES ACCESSED WITHIN AN ENTERPRISE ZONE:**

	Number of Grants/Approvals	Total \$ Amount
Community Development Block Grant	N/A	\$0
Quick Response Training Program	N/A	\$0
Economic Development Transportation Fund	N/A	\$0
Quality Target Industry Program	N/A	\$0
Totals	0	\$0

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