

EZDA ANNUAL INCENTIVE WORKSHEET

ENTERPRISE ZONE: SOUTH APOPKA EZ# 4802

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REPORTING 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 attends 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 ACCOMPLISHMENTS DURING THIS TIME PERIOD:

MEETINGS	DATE
EZDA Meeting	3/22/2006
EZDA Meeting	6/7/2006
EZDA Meeting	9/27/2006
Meeting with City of Apopka	9/20/2006

WORKSHOPS	ATTENDEES
N/A	N/A

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:

GOAL 1: CREATE A TARGETED MARKETING STRATEGY TO ATTRACT MORE HIGH VALUE BUSINESSES AND EMPLOYMENT TO THE ENTERPRISE ZONE

OBJECTIVES:

- A. Identify businesses that can be supported by existing infrastructure and promote existing incentives available.
- B. Create brochures and flyers with information on incentives provided by the Enterprise Zone and make those available to the public.
- C. Create master marketing plan that would summarize benefits provided by the Enterprise Zone.
- D. Create business resource guide to assist small businesses.

BASELINE DATA	PROJECTED GOAL	ANNUAL RESULT
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N/A	<ul style="list-style-type: none"> • One new lease agreement signed on the zone. • Brochure outlining EZ incentives is developed. • Outline for future marketing plan is developed. • Business resource guide is developed to assist in resources research. • One sign is upgraded or replaced. • A sum of \$30,000 in new investment is made in the zone. 	<ol style="list-style-type: none"> 1. Created new brochure about the Enterprise Zone program. 2. Created first draft for enterprise zone marketing plan. 3. Bradford Botanicals bought two boilers for its facility in Zellwood. The total investment on this equipment totaled \$30,849.82. 4. The Office of the Economic Development Administrator created the “Networked of Central Florida CD-ROM”, a comprehensive guide to economic development resources in Central Florida.
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GOAL 2: INCREASE AMOUNT OF NEW HOUSING CONSTRUCTION AND OLD HOUSING RENOVATION.

OBJECTIVES:

- A. Create inventory of vacant lots that would be ideal for residential development or rehabilitation.
- B. Promote housing development and redevelopment by encouraging use of sales tax refund for building materials incentive.

BASELINE DATA	PROJECTED GOAL	ANNUAL RESULT
N/A	<ul style="list-style-type: none"> • Promote use of sales tax refund for building materials. 	<ol style="list-style-type: none"> 1. Orange County Neighborhood Services Division has been working on a redevelopment project for South Apopka. One of the goals of the project is to improve the area’s infrastructure and increase affordable housing opportunities. 2. The City of Apopka has continued working on new housing construction. These efforts would yield a total of 1,332 new housing units.

GOAL 3: SUPPORT REVITALIZATION EFFORTS IN THE ENTERPRISE ZONE AS A DESTINATION FOR RETAIL AND COMMERCE.

OBJECTIVES:

- A. Explore options for partnerships with organizations that focus on area revitalization.
- B. Support for development of infrastructure required for a competitive business environment.

BASELINE DATA	PROJECTED GOAL	ANNUAL RESULT
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N/a	<ul style="list-style-type: none"> One new partnership created. 	In progress.
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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 and retailers.
- C. Supports efforts to assist with business recruitment.
- D. Market the availability of various tax incentives in the Enterprise Zone.

BASELINE DATA	PROJECTED GOAL	ANNUAL RESULT
N/A	<ul style="list-style-type: none"> One new business is created or attracted to the zone. Five jobs are created in the zone. Conducted one tax incentives workshop in the local community. 	1. Planning staff started a site selection project to find which type of businesses could relocate to the area.

GOAL 5: PROVIDE FINANCIAL AND TECHNICAL ASSISTANCE FOR NEW BUSINESSES AND BUSINESS EXPANSIONS.

OBJECTIVES:

- A. Market and provide technical assistance for zone incentives to attract businesses to locate, start, and expand in the zone.
- B. Provide technical assistance to enterprise zone businesses to obtain grants and other incentives to support and grow their business.

BASELINE DATA	PROJECTED GOAL	ANNUAL RESULT
N/A	<ul style="list-style-type: none"> One press release is written promoting the area. 	1. Staff provided technical assistance to Bradford Botanicals to help them complete the application for sales tax refund on building materials.

GOAL 6: CREATE JOB-TRAINING OPPORTUNITIES FOR ZONE BUSINESSES AND RESIDENT.

OBJECTIVES:

- A. Develop job-training programs and implement them through neighborhood-and community based associations.
- B. Provide support for employment training programs.

BASELINE DATA	PROJECTED GOAL	ANNUAL RESULT
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N/A	<ul style="list-style-type: none"> • Workforce literacy training is conducted with one additional business. 	<ol style="list-style-type: none"> 1. Coordination with Workforce Central Florida was achieved by their staff representation on the EZDA, including technical assistance with program goals.
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<p>GOAL 7: CREATE POINTS OF ACCESS FOR EMPLOYMENT SERVICES IN THE ZONE.</p> <p>OBJECTIVES:</p> <p>A. Establish one-stop career center in the area. B. Establish partnerships with government and non-profit organizations to bring workforce resources and training to zone residents.</p>		
BASELINE DATA	PROJECTED GOAL	ANNUAL RESULT
N/A	<ul style="list-style-type: none"> • One stop career center located in the zone. 	<ol style="list-style-type: none"> 1. 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:</p> <p>A. Develop or partner with programs for entry-level employment and welfare to work. B. Support job diversification. C. Promote zone resident placement services as part of business outreach.</p>		
BASELINE DATA	PROJECTED GOAL	ANNUAL RESULT
N/A	<ul style="list-style-type: none"> • One incentive package provided to place zone residents in newly created jobs. • Thirty zone residents are trained. • Ten zone residents are placed or advanced in jobs. 	<ol style="list-style-type: none"> 1. Coordination with Workforce Central Florida was achieved by their staff representation on the EZDA, including technical assistance with program goals.

D. 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>0</u> MAIL-OUTS	<u>3</u> MANUFACTURING	_____
_____ WORKSHOPS	<u>5</u> RETAIL	
_____ ATTENDEES	<u>2</u> CONTRACTORS	TOTAL ASSISTED: <u>131</u>

D. NUMBER OF JOBS CREATED WITHIN THE ENTERPRISE ZONE:

BUSINESS NAME	NEW/STARTUP	EXISTING	Jobs Created
TOTALS	0	0	0

E. NUMBER OF NEW BUSINESSES LOCATING WITHIN THE ZONE: 0

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	0	1	0	N/A	0
Forms Approved by the EZDA	0	0	0	0	N/A	0
Forms Denied by the EZDA	0	0	0	0	N/A	0
New Employees	0	0				
Estimated Amount of Monthly Wages	0	0				
Total \$ Amount of Business Equipment Purchased			\$30,849.82			
Total \$ Amount of						

Buildings Materials Purchased						
Estimated Total Amount of Incentives			\$1,875.78			

COMMUNITY CONTRIBUTION TAX CREDIT PROGRAM

SPONSORS APPROVED	DONATIONS APPROVED
Habitat for Humanity of Greater Apopka	Resolution Approved by Orange County

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	Apopka Streets and Sidewalks	\$175,000
Quick Response Training Program	N/A	\$0
Economic Development Transportation Fund	N/A	\$0

Quality Target Industry Program	N/A	\$0
Totals	1	\$175,000

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