

Doing Business in Ormond Beach



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Ormond Beach City Hall



Ormond Beach Chamber of Commerce

Ormond Beach Chamber of Commerce



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Ormond Beach Economic Development



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Economic Development Department receives state-wide award

For two consecutive years, The Florida Economic Development Council (FDEC), the state-wide economic development organization has recognized Ormond Beach for outstanding economic development promotional material. In a cooperative venture with the Ormond Beach Chamber of Commerce and the Ormond Beach Economic Development Department, staff developed **“Doing Business In Ormond Beach,”** a resource guide for those interested in starting or expanding a business in Ormond Beach. The FEDC award for Most Outstanding Promotional Materials was presented to Ormond Beach Director of Economic Development Joe Mannarino at their annual meeting on June 27, 2005. There were nine categories of competition, each open to organizations rated as small, medium, or large based on the organization’s budget. The Ormond Beach entry was in the small budget Promotional Information Publication-External category, and received top honors among the competition in that category.

“Doing Business in Ormond Beach” is an essential component of Ormond Beach’s economic development program in attracting, retaining, and expanding businesses in Ormond Beach as it assists individuals and business owners in identifying government and other area resources involved in the permitting process. In addition to being used as a stand-alone piece, the resource guide is also included as an integral part of the City’s Economic Development complete marketing packet, which received a similar award at a recent FEDC annual meeting.

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Letter from Mayor

City of Ormond Beach



P.O.Box 277 • South Beach Street • Ormond Beach, FL 32175-0277
(386) 676-3204 • Fax (386) 676-3330 • kelley@ormondbeach.org

Dear Reader:

Welcome to the City of Ormond Beach located on Central Florida's magnificent east coast. For more than 120 years, Ormond Beach has been known as an outstanding place to live, work and invest. Today, Ormond Beach is home to 40,000 residents who value the miles of pristine rivers, forests and beaches that make us unique.

Located near the crossroads of Central Florida's High Tech Corridor, Interstate 95 and Interstate 4, Ormond Beach has its own municipal airport and is also served by Daytona Beach International Airport, Orlando International Airport, Orlando Sanford International Airport and Jacksonville International Airport. Deepwater ports in Jacksonville and Port Canaveral are convenient for businesses shipping products globally. Rail service via Florida East Coast Railway makes Ormond Beach even more accessible.

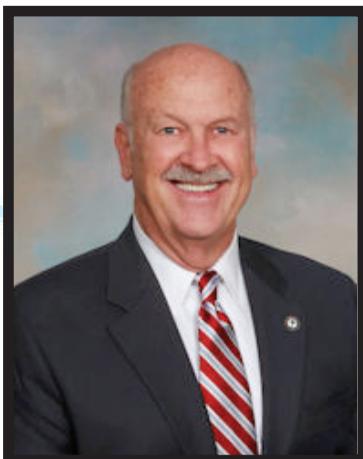
Ormond Beach offers several light industrial and office parks including the Ormond Beach Airport Business Park and Airport. Ormond Crossings, a master planned multi-faceted community at the north end of the city, promises to become a major commerce center and a handsome port of entry into Volusia County.

Ormond Beach has become known as **Central Florida's Preferred Business Address** for its remarkable quality of life and its healthy business climate. Dozens of companies headquartered in Ormond Beach produce products known the world over for quality and reliability. These companies are able to compete in global markets with the support of a pro-business city government, a strong labor force, outstanding transportation, timely and efficient training, outstanding public and private schools, and great hospitals and medical facilities.

It is a pleasure to provide you with this guide to **"Doing Business in Ormond Beach"** and the City welcomes your commerce. You'll see why Ormond Beach is Central Florida's Preferred Business Address!

Sincerely,

Mayor Ed Kelley





Letter from Chamber

ORMOND BEACH CHAMBER OF COMMERCE

165 W Granada Blvd Ormond Beach, FL 32174 Telephone (386) 677-3454 Fax (386) 677-4363
www.ormondchamber.com

Dear Reader:

Welcome to the Ormond Beach Chamber of Commerce and City of Ormond Beach Welcome Center. History, traditions and culture make Ormond Beach a unique city with a vibrant local economy. Ormond Beach is a great place to live and a great place to do business.

Our Chamber is proud to serve at the center of our local business community. Our mission is to advocate for business, develop leaders and support economic development. The Ormond Chamber continues to increase our relevance by expanding dialog with the City of Ormond Beach, regional government agencies, healthcare, education and local and regional business partners,

As a Chamber we must continue to fulfill our mission while striving to provide an excellent experience to our members. We will continue to advocate for business with our monthly town hall meetings. These meetings are a partnership with Ormond Beach Mayor and our Executive Director. We will continue develop leaders with our XIV Ormond Leadership Class and we will continue to support our economic development with our Prosperity Hour Meetings. The success of Chamber is also dependent upon our members. Engaged members are the driving force for our success. When engaged in our chamber, members benefit from each other by building business and social relationships.

It is my privilege to serve as President of the Ormond Beach Chamber of Commerce for 2016. My goals are simple, to continue our success and always strive to provide an excellent experience to our members. To reach higher levels of relevance for our Chamber with an investment in technology and human resource development.

Sincerely,

John Walsh
President



Ormond Beach Chamber of Commerce

Helping business succeed since 1945!



The Ormond Beach Chamber of Commerce, a coalition of more than 800 businesses, has served the community since 1945. As a member, you'll be part of a leading force in our business community. The Chamber can also help your business succeed and grow through participation in our networking events, publications, our high traffic web-site, distribution of brochures at our Visitor Information Center, and much more. You can also share your knowledge and experience on Chamber sub-committees.



Take Advantage of the Benefits of Membership

A wealth of benefits are included with your membership, including listing in the Ormond Beach Community Guide and Business Directory and on the Chamber web-site, www.ormondchamber.com. Your business will be referred to thousands of people who contact us by phone, e-mail, and in person. All members receive the electronic Chamber newsletter which contains information about issues affecting business. The Chamber helps businesses gain visibility with ribbon cutting ceremonies and business after hour events, called Business Sparklers.

Networking groups exchange business leads to assist with increasing sales and adding customers. The Chamber Leadership program gives participants knowledge of our community and gain insight into how our community works together for positive results. Most importantly, the Chamber can provide partnering connections, relevant business information, and access to government and expert resources. We are here to help our members grow and prosper in our community.

Becoming a member is easy! Just call or e-mail us and we'll be happy to talk with you in detail about the Ormond Beach Chamber of Commerce and how we can help you and your business succeed.



Ormond Beach Chamber of Commerce

165 W. Granada Blvd.,
Ormond Beach, FL 32174
Phone (386) 677-3454. E-mail: info@ormondchamber.com.

Introduction & Acknowledgements

On behalf of the City of Ormond Beach and the Ormond Beach Chamber of Commerce, we are pleased to present to you this latest version of “Doing Business In Ormond Beach.” The objective of this guide is to provide individuals and business owners a business reference tool to help them navigate the waters of starting and/or expanding a business in Ormond Beach.

This booklet will show you how to identify and contact the local, federal and private organizations involved in the starting, and successful operation, of a business. It also includes information on business events in the community, the permitting process for a new facility and how to create a business plan.

“Doing Business In Ormond Beach” will help you understand the City of Ormond Beach regulatory process and highlight the business development programs available through local economic development organizations. We hope this guide becomes a valuable addition to your business toolkit!



Mayor Ed Kelley

Commissioner James Stowers, Zone 1

Commissioner Troy Kent, Zone 2

Commissioner Rick Boehm, Zone 3

Commissioner Bill Partington, Zone 4

City Attorney Randy Hayes

City Manager Joyce Shanahan



For more information regarding the City's Economic Development Programs, contact Joe Mannarino, Director of Economic Development (386) 676-3266 or mannarino@ormondbeach.org



We would like to acknowledge the following individuals for their generous time and effort in developing and creating this latest version of “Doing Business in Ormond Beach”

[Joe Mannarino](#), [Rick Fraser](#), [Loretta Razny](#), [Dave Pizzo](#), [Brent Pizzo](#), and [Perry-Nicholas Isch](#)

We thank the individuals above for helping to make Ormond Beach a better place to do business!

Ormond Beach Chamber of Commerce



Mission Statement

“To serve the community by advocating for businesses, developing leaders, and promoting economic growth.”

The Ormond Beach Chamber is made up of people just like you, people who realize that strength of the Chamber lies in attracting the greatest number of members, creating a pool of resources from which can be drawn ideas, energy, finances and networking opportunities.

It is an important time for the Ormond Beach Chamber of Commerce as we move forward as a united city. Contact us at info@ormondchamber.com or at 386-677-3454 or visit us online at www.ormondchamber.com. Our office is located at 165 W. Granada Blvd., Ormond Beach, FL 32174.

For recommendations regarding commercial insurance carriers, commercial realtors, contractors, computer information, legal services, employment services, employee leasing, accounting, telephone equipment, advertising, printing, marketing, and other needs of your business, please contact the Ormond Beach Chamber of Commerce at 386-677-3454 or by email at info@ormondchamber.com.

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Involvement Opportunities

Annual Banquet

Ambassadors Committee

Beautification Awards Committee

Black & White Casino Night Committee

Business Sparklers (Business After Hours)

Corporate Challenge

Chamber Business Advisors

Economic Prosperity Committee

Education Committee

King Of The Grill Committee

Mayor's Golf Tournament

Membership Advisory Committee

Networking/Leads Groups

Ormond Leadership Class

State of the City Luncheon

Sponsorships

N. US 1 Task Force Committee

Ormond Beach Chamber Events

The Chamber hosts the following events annually:

Annual Banquet (January)

Leadership Class (Apr/May)

Economic Prosperity Breakfast Forum (Bi-Monthly)

Black and White Casino Night (Feb)

Corporate Challenge (Jun)

Golf Tournament (May)

King Of The Grill (Oct)

State of the City (Oct)

In addition to our exciting annual events, we encourage our membership to get involved through other ongoing Chamber events such as:

Monthly Sparklers

Meetings with the Mayor

New Member Receptions

Economic Prosperity Forums

Lunch and Learn

Contact the Chamber at 386-677-3454 for detailed information on Sponsorship and Advertising opportunities as well as any of the above activities.

Visit www.ormondchamber.com for more information

Ormond Beach Chamber of Commerce Board of Directors

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Julia Truilo	Ormond Beach Main Street	(386) 492-2938
Matthew Shapiro (Legal Counsel)	Rice & Rose Law	(386) 257-1222

"There is a quality of life in Ormond Beach that makes living and working here enjoyable. A diverse population of young families, seniors, and professionals keeps the City's approach to its long term strategy vibrant and contemporary."

- Patrick M. Opalewski, Root Real Estate

City of Ormond Beach

Introduction: History of Ormond Beach

Ormond Beach was once within the domain of the Timucuan Indians. Their local fortified village was called Nocoroco, believed to have been located at the site of Tomoka State Park. But war and disease decimated the tribe. The City is named for James Ormond I, an Anglo-Irish-Scotch sea captain commissioned by King Ferdinand VII of Spain to bring Franciscan settlers to this part of Florida. Ormond had served Britain and Spain in the Napoleonic Wars as a ship captain, and was rewarded for his services to Spain by King Ferdinand VII. Ormond later worked for the Scottish Indian trade company of Panton, Leslie & Company, and his armed brig was called the Somerset. In 1821, Florida was acquired from Spain by the United States, but hostilities during the Second Seminole War delayed settlement until after 1842. In 1875, the City was founded as New Britain by inhabitants from New Britain, Connecticut, but would be incorporated in 1880 as Ormond for its early plantation owner.

Florida experienced a boom in tourism after the Civil War. With its hard, white beach, Ormond became popular for the wealthy seeking relief from northern winters. The St. Johns and Halifax Railway arrived in 1886, and the first bridge across the Halifax River was created in 1887. John Anderson and Joseph Downing Price opened the Ormond Hotel on January 1, 1888. Henry Flagler bought the hotel in 1890 and expanded it to accommodate 600 guests. It would be one in a series of Gilded Age hotels catering to passengers aboard his Florida East Coast Railway, which had purchased the St. Johns and Halifax Railway. Once a well-known landmark, which was listed on the National Register of Historic Places in 1980, the hotel was razed in 1992.



(cont'd next page)



One of Flagler's guests at the Ormond Hotel was his former business partner at the Standard Oil Company. John D. Rockefeller, Sr., who arrived in 1914, and after four seasons at the hotel bought an estate called The Casements. It would be Rockefeller's winter home during the latter part of his life. Sold by his heirs in 1939, it was purchased by the City in 1973, and now serves as its cultural center. It is the community's best-known historical structure. Beginning in 1902, some of the first automobile races were held on the compacted sand from Ormond south to Daytona Beach. Pioneers in the industry, including Ransom Olds and Alexander Winton, tested their inventions. The American Automobile Association brought timing equipment in 1903, and the area acquired the nickname "The Birthplace of Speed." Driving on the beach is still permitted on some stretches. The City was renamed Ormond Beach in 1949.

Demographics

The City of Ormond Beach is located near the very crossroads of Central Florida's High Tech Corridor, I-95 and I-4, and has become known as Central Florida's preferred business address. Ormond Beach is the northernmost city within Volusia County and is part of the Daytona Beach, Deltona, and Palm Coast Consolidated Statistical Area (CSA). The Daytona Beach CSA contained approximately 554,000 residents in 2004, representing a 39% growth rate since 1990.

- The City's estimated 2015 population is 40,000 persons, an increase of 10,279 persons or a 25% increase over the 1990 Census.
- The City has a population with 82.8% that are 18 years of age or older as of the 2010 Census.
- The City's population is more highly educated than that of other metropolitan areas in the vicinity.
- 2010 Census information on ethnicity indicated a relatively homogeneous population with 90% being White, 3 % Black, 3% Asian, and 4% Hispanic.
- The City's median household income was \$47,799 in 2010.
- As of 2015, 22% of the major manufacturing employers in Volusia County were located in the City of Ormond Beach.
- The Ormond Beach Business Park contains more than 1,000,000 gross square feet of light industrial space and provides over 1,500 jobs.
- Ormond Beach has demonstrated continued employment growth since 1993, and has grown in excess of 3% during the past several years.
- As of June 2015, the City's unemployment rate was 5%, below the State's 5.5% and Volusia County's 5.8%.

"Command Medical Products relocated to the Ormond Beach Airport Business Park in 1986. We spent 8 years prior to moving researching Florida and the southeastern United States. Ormond Beach was far above other choices. In the 18 years we have been here, we have had many positive experiences that re-confirmed our decision to relocate to this special place - Ormond Beach."

- David Slick, President, Command Medical

Economic Overview

Florida has a stable economy and highly favorable tax climate that enhances Florida's position as a profitable location for business and industry. Progressive legislation ensures Florida remains a worldwide hub for new and expanding businesses. Incentives for which a particular business may qualify include, but are not limited to, the following: targeted industries incentives, workforce and training funds, road and infrastructure incentives, local incentives including moderate taxes and fees, and a streamline permitting process for businesses offered by the City of Ormond Beach.

Ormond Beach offers economic development opportunities for growing and relocating light industrial and office related businesses at the Ormond Beach Airport Business Park, Airport, and other business parks in the city. Ormond Crossings, a master planned development that includes a 600 acre commerce park, promises to be a major commerce center as well. Ormond Beach has become known as "Central Florida's Preferred Business Address" for its remarkable quality of life and its healthy business climate. Dozens of companies headquartered in Ormond Beach produce products known the world over for quality and reliability.

Among the corporations that call Ormond Beach home are:

- Duva Sawko (medical billing)
- Edgewell (personal skin care products)
- Emergency Communications Network (information technology)
- Command Medical Products, Inc. (medical)
- Florida Production Engineering (automotive)
- Thomas and Betts Manufacturing Company (electrical components)
- Hudson Tool and Die Company (electric and automotive products)
- SKYO Industries (hand tool manufacturing)
- Germ Free Labs (medical labs)

Ormond Beach Airport & Airport Business Park

The Ormond Beach Airport Business Park is situated on 176 acres and is located between Ormond Beach Municipal Airport and scenic River Bend Golf Club. Land at the Business Park is offered on a fee-simple basis. Adjacent to the business park is the Ormond Beach Municipal Airport on 83 acres and is available for development and offers direct taxiway access to airport hangars and runways. Land at the Airport is offered on a lease basis.

Present infrastructure needs have been fully accommodated and future needs fully anticipated. The environment has been carefully maintained. Telephone and data transmission lines easily bear heavy traffic. Electrical power is consistent and affordable. Water is abundant and wastewater treatment is reliable. Construction and operational costs in Ormond Beach compare favorably with those of other cities. The Ormond Beach Airport Business Park and Airport offer a Free Trade Zone, a significant advantage for companies doing business internationally. Careful planning, a rich history, environmental beauty and a pro-business government add up to a climate that is a catalyst for successful companies.

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Ormond Crossings

Ormond Crossings is a 3,000 acre proposed live/work planned community which is located along North US 1 and Interstate 95 in Ormond Beach. The project is envisioned as a working/living planned development project featuring a state-of-the-art business park, lifestyle town centers, and a variety of residential neighborhoods. This 3,000 acre planned development is adjacent to the Ormond Beach Municipal Airport and is bisected by Florida East Coast Railroad which has existing sidings along the property. The site is an ideal location for all types of industrial and commercial uses.



Ormond Crossings Proposed Uses

- Office (900,000 sq ft)
- Industrial (800,000 sq ft)
- Warehouse/Distribution (560,000 sq ft)
- Business/Flex (350,000 sq ft)
- Storage (240,000 sq ft)
- Retail (200,000 sq ft)
- Residential Units (2950)

The Ormond Crossings project will integrate architecture, signage, landscaping, and streetscaping to provide for consistency among the uses and the development sites in creating an attractive, coordinated, and functional planned project. Significant infrastructure improvements are planned for the site including city water and sewer, major railroad and highway overpasses, high speed communication lines, and a network of tree lined roads and boulevards. The site will also retain the naturally significant portions of the property and integrate recreational facilities. The Ormond Crossings business park offers opportunities for manufacturing, distribution, and corporate offices.

"FPE is proud to be a part of the Ormond Beach and Volusia County community."

- Mark E. Kirby, Corporate Purchasing Manager, Florida Production Engineering

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Email: wrossprater@americanequity.com
Website: wendy.ross-prater.americanequity.com



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Map of the City of Ormond Beach



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	HOSPITAL
	CEMETERY
	PARK
	ORMOND BEACH

ORMOND BEACH FACILITIES

A) 22 S. BEACH ST	C) 173 S. BEACH ST
City Hall	Legal Department
Mayor/City Commission Office	D) 770 AIRPORT RD
City Manager	Ormond Beach Municipal Airport
City Clerk	E) 170 W. GRANADA BLVD
Finance	Police Station
Human Resources	F) 399 N. US 1 HWY
Planning/Engineering	Performing Arts Center
Building/Permits	Leisure Services
Economic Development	G) 351 ANDREWS ST
Information Technology	Senior Center
B) 501 N. ORCHARD ST	H) 25 RIVERSIDE DR
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Utilities	

City Commission

The five-member Ormond Beach City Commission is the elected legislative and governing body of the city. The Mayor and Commissioners' responsibilities include establishing policies; managing growth and land use; adopting an annual budget and tax rate; setting water-wastewater rates and other fees for City services; adopting local laws and ordinances; and selecting and overseeing the City Manager and City Attorney.

Mayor	Ed Kelley
Zone 1	James Stowers
Zone 2	Troy Kent
Zone 3	Rick Boehm
Zone 4	Bill Partington

City commission meetings are ordinarily held at 7:00 p.m. on the first and third Tuesdays of each month in the City Commission Chambers, Ormond Beach City Hall, 22 S. Beach Street. Contact the City Clerk's office at (386) 676-3340 for more details.

Planning Board

The Planning Board acts as an advisory board to the City Commission and is responsible for preparing and recommending a Comprehensive Plan to the City Commission for adoption, and review and recommend changes as needed, as well as, recommending principles and policies for guiding action affecting development in the city.

The Board meets on the second Thursday of each month in the City Commission Chambers, Ormond Beach City Hall, 22 S. Beach Street. Contact the Planning Department at (386) 676-3311 for more details.

Site Plan Review Committee

The Site Plan Review Committee reviews all site plans as required and makes a determination of the plan's acceptability and consistency with the land development regulations in existence at the time of the receipt of the site plans.

The Committee consists of representatives from the Planning, Engineering, Police, Fire, and Public Works Departments, and meets every Wednesday at the Planning Department, Ormond Beach City Hall, 22 S. Beach Street. Contact the Planning Department at (386) 676-3311 for more details.

Office of the City Manager

Joyce Shanahan, City Manager
386-676-3200, joyce.shanahan@ormondbeach.org

Ormond Beach operates under a City Manager/Commission form of government, with the Mayor and four City Commissioners chosen by popular vote. Under their direction, the City Manager is the chief executive officer of the City who provides the executive leadership necessary to carry out the mission, goals, and

(cont'd next page)

policies established by the City Commission. The City Manager's office is responsible for the hiring and removal of employees, operational and financial management, preparation and recommendation of an operating budget and capital improvements program, signing contracts on behalf of the City, and implementing and administering the directives of the City Commission within the parameters of the City Charter.

Economic Development Department

Joe Mannarino, Economic Development Director
386-676-3266, joe.mannarino@ormondbeach.org

The Economic Development office promotes development and redevelopment in Ormond Beach, including the Airport Business Park, downtown, and other areas within the community, and markets the city to prospective businesses and visitors. In addition, the Economic Development staff is currently working closely with private property owners in the creation and development of a business park in the area along US1 and Interstate 95 referred to as Ormond Crossings. The Economic Development office works closely with the Chamber of Commerce and other business leaders and organizations, as well as, county and state offices, in an effort to support and encourage commercial and economic prosperity in the city.

Planning Department

Ric Goss, Director of Planning and Building
386-676-3343, ric.goss@ormondbeach.org

The Planning Department is responsible for administering the City's Land Development Code, including site plan review and permitting of proposed development applications/projects, and inspections of residential and commercial buildings. The Planning Department provides staff support of, and liaison with, the Planning Board and the Development Review Board, interpreting and processing amendments to the Land Development Code, coordinating the activities of the City's Site Plan Review Committee (SPRC), responding to informational requests from the public, liaison with Volusia County, and remaining up to date with Federal and State mandates and regulations that will affect development review procedures.

Building Department

Tom Griffith, Chief Building Official
386-676-3350, tom.griffith@ormondbeach.org

The Building Division provides the following services: 1) review of all construction plans for residential, commercial, and industrial construction, 2) issuance of building permits; and, 3) conducting building, plumbing, mechanical, electrical, and fire inspections for various types of construction within the city limits of Ormond Beach in accordance with the Florida Building Code and other State and local laws. The Building Division also issues business tax receipts, renewals, and registrations. The applications are available online, as well as, permit applications and forms for building, plumbing, electrical, swimming pool and more. The Building Division is required to inspect all proposed business locations to verify code compliance. Inspections are typically handled within 24 hours of request.

Business 101

Business Registration

All corporations and LLC's that transact business in Florida must be registered in the State of Florida. The cost of registering including legal fees, corporate kit, filing fees, etc., will range from \$500-\$1,000. In addition, an annual report is required of every corporation and LLC between January 1st and May 1st each year. For more information, contact the Florida Department of State at 866-693-6748 or visit their website at

www.sunbiz.org.

Taxes & Licensing

Income Tax

Every business owner must file the appropriate income tax forms provided by the Internal Revenue Service. He or she must pay federal income taxes at the personal tax rate for sole proprietorships and S corporations or at the corporate rate for C and S corporations. Sole proprietors, partnerships and LLC's pay estimated taxes quarterly via owner's IRS Form 1040-ES. Corporations also pay quarterly estimated taxes.

Current personal and corporate income tax rates can be found on the IRS Web site at www.irs.gov or by calling the IRS at 800-829-1040.

C corporations in Florida may also be required to pay state corporate income tax using federal form 1120, depending on the amount of net income.

Employment Tax

Every business owner with employees must pay federal and state unemployment and social security taxes, and may be subject to Workers' Compensation. The employer must also withhold appropriate taxes from the employee's gross pay. Sole proprietors and partners are considered self-employed and all net income is subject to self-employment tax. About half of this tax liability can be deducted on the personal tax return.

Sole proprietors with employees, and partnerships and corporations, regardless of employees, must acquire an Employer Identification Number (EIN) using IRS Form SS-4. The form may be obtained from the IRS website or from the local IRS or Social Security Administration offices. The EIN may be obtained online at www.irs.gov or by telephone at 800-829-4933. When a business makes application to the IRS for its EIN, the business is automatically added to the federal mailing list. The IRS provides free small business tax kits designed to fully explain federal tax requirements. These kits may be downloaded from the website. To obtain federal tax forms call 800-829-4933 or visit www.irs.gov.

Unemployment Compensation

All businesses that employ one or more employees must pay this tax. Unless incorporated, the business owner is not considered an employee. The basic state tax for all new employers is 2.7 percent of the gross payroll up to \$7,000 of each employee's earnings in a calendar year. After 10 quarters, the company is rated

and, depending on the rating, a percentage between 0.1 percent (no previous claims) and 5.4 percent will apply.

The federal government has a fixed FUTA tax rate of 6.2 percent, but with the maximum credit for timely payment of State unemployment taxes, the rate drops to 0.8 percent. When purchasing an existing business, the buyer may request the seller to transfer the experience rating with the sale.

Intangible Tax

An annual tax that is based on the market value, as of January 1, of the intangible personal property owned by a Florida business. Intangible assets include stocks, bonds, mutual funds, loans, money market funds, notes and accounts receivable that are not part of normal operations.

Tangible Tax

An annual tax that is based on the tangible personal property of a business and excludes inventory and vehicles. If your business has an asset value of \$25,000 or less, you **MUST FILE** an initial return in order to be eligible for the \$25,000 TPP exemption. However, so long as your value remains under \$25,000 in subsequent years, you are not required to file again. If you obtain additional assets that exceed the \$25,000 threshold, it is your duty to report them to the Property Appraiser.

Real Estate Tax

All businesses with real estate must pay this tax. The fee is assessed according to the value of land, the value of any improvements and the current tax rate.

Sales Tax

All retail businesses must be registered with the State of Florida and must collect the six and one-half percent (6.5%) State sales tax on each sale, admission charge, storage or rental unless the transaction is specifically exempt. Exemptions include groceries and prescription medicine in the State of Florida. Examples of other business activities responsible for collection of sales tax include: repairs or alterations to tangible personal property; rental or lease of real or personal property; selling or providing telecommunications services; operating vending or amusement machines; and providing a taxable service (investigative and crime protection services, interior nonresidential cleaning and nonresidential pest control).

City Of Ormond Beach Business Tax

A business tax receipt is a tax levied upon all businesses within the city limits. Payment of the business tax does not certify or imply the competence of the business tax holder. Ormond Beach charges business tax fees, established by the City Commission, for each business operating within the city limits. A \$30 application fee for all businesses and a \$45 business fire inspection fee are collected from commercial businesses including daycare, and there may be additional fees. Online renewal is available at the City's website, www.ormondbeach.org. For more information, please contact the Building Division at 386-676-3234 or btonline@ormondbeach.org. The office is located in City Hall at 22 S. Beach Street.

Business registration is required for businesses not located within the city, which are conducting business here. To complete the registration of your business, you will need a copy of your current local business tax receipt where your business is located; if applicable, a copy of your state license; and a certificate of insurance showing

General Liability and Worker's Compensation coverage, or a State exemption form.

Most home-based business fees are \$52.50 annually; the exception to this would be certain types of contractors and State licensed professionals.

Volusia County Business Tax

All businesses located within the city limits must also purchase a Volusia County business tax receipt. When an Ormond Beach business tax receipt is issued, take it to the Volusia County Administration Center, located at 250 North Beach Street, Daytona Beach, to receive a County business tax receipt. For more information on County business tax receipts, call 386-254-4635. It is possible to renew a Volusia County business tax receipt online at www.volusia.org.

State of Florida

Information on state-regulated professions (architect, barber, construction, surveyors, etc.) is available from the Department of Business and Professional Regulation at www.myflorida.com/dbpr, or by phone at 850-487-1395. Information on businesses that require Florida Department of Health approval may be obtained at www.doh.state.fl.us, or 850-488-0595. For other State of Florida license information, visit the State Department of Agriculture website at www.800helpfla.com, or call 800-435-7352.

The Florida Department of Revenue provides a start up kit online to all prospective business owners. Please visit dor.myflorida.com/dor/businesses/newbusiness_startup.html to download the kit.

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Resources for Business Owners

Local Organizations

Ormond Beach Chamber of Commerce (www.ormondchamber.com)

The Ormond Beach Chamber of Commerce is organized for the purpose of advancing the commercial, residential, industrial, civic and general interest of the City of Ormond Beach and its trade area. Contact Rick Fraser, Executive Director at 386-677-3454, or rick@ormondchamber.com to learn more.

Ormond Beach Economic Development Department (www.ormondbeach.org)

The Economic Development Department works closely with the Chamber of Commerce and other business leaders and organizations, as well as state offices in an effort to support and encourage commercial and economic prosperity in the city. Contact Joe Mannarino at 386-676-3266, or mannarino@ormondbeach.org to learn more.

Volusia County Economic Development Department (www.floridabusiness.org)

The Volusia County Department of Economic Development stands ready to help business/industry with site investigations, moving or expansion assistance and employee training. Responsible economic growth and preservation of natural resources enables Volusia County citizens to enjoy a quality of life second to none. Contact Rob Ehrhart, Director at 386-248-8048, or doed@volusia.org to learn more.

Small Business Development Center (www.sbdcdaytona.com)

The Small Business Development Center, located at Daytona State College, offers free business counseling, low or no cost workshops and seminars, as well as a resource center. SBDC services are available to new start-up business entrepreneurs as well as established businesses. Contact George Tewari at 386-506-4723, or sbdc@daytonastate.edu to learn more.

Center for Business & Industry (www.thecbi.com)

The Center for Business and Industry, located at Daytona State College, offers continuing education to maintain licensure or certification, a multitude of non-credit, online courses for personal and business enrichment, as well as specialized, job specific training for employers seeking performance improvement for employees. Contact Frank Mercer at 386-506-4461 to learn more.

Advanced Technology College (www.sbdcdaytona.com)

The Advanced Technology College, ATC, is a state-of-the-art facility that provides local residents with advanced technological training that meets the current and future needs of industry in the area. The ATC is designed to serve adult learners, high school students, as well as college students, who seek additional technological training or degrees. Contact Dr. Ron Eaglin at 386-506-4176, or eaglinr@daytonastate.edu to learn more.

Team Volusia (www.teamvolusiaedc.com)

Team Volusia was created to recruit and service companies wishing to locate or expand their business in Volusia County and to be a partner and assist all entities, both public and private, within Volusia County, in pursuing all aspects of economic development for Volusia County. Contact Keith Norden, President & CEO, at 386-265-6332 to learn more.

UCF Business Incubator at DBIA (www.incubator.ucf.edu)

UCF Business Incubator opened at the Daytona Beach International Airport (DBIA) in July 2011 and is the ninth in the UCF network. The incubator is a mixed use incubator and will house all kinds of start-up companies, except retail. The 8,000 sq. ft. facility is located at the U.S. Customs terminal at the Daytona Beach International Airport, and can house approximately 20 companies depending on how many offices are required. It is a very modern style facility, with technology infrastructure in place. Contact Doris Bernal, Site Manager, at 407-882-1577 to learn more.

Career Source Flagler Volusia (www.careersourcefv.com)

The Center for Business Excellence (CBE) is a Florida private non-profit corporation serving the workforce development and planning needs for Flagler and Volusia Counties. The CBE is an active partner in economic development and education efforts in the region by meeting the employment and training needs of new and expanding businesses. Business and job seeker services are provided through the One Stop Employment System, and include job posting, business workshops, recruitment services, reemployment and training subsidies. Contact Robin King, President, at 386-323-7074 to learn more.

SCORE (www.score87.org)

SCORE "Counselors to America's Small Business" is a nonprofit association dedicated to providing aspiring entrepreneurs with free, confidential face-to-face, telephone and online business counseling. Our Daytona Beach Chapter serves Volusia and Flagler Counties with free workshops, facilitated roundtables and national online support in conjunction with over 360 chapters across the country. In partnership with the Small Business Administration (SBA), counties, cities, colleges and many commercial enterprises; their primary mission is to assist small businesses success by helping both new and existing ones grow and prosper. Successful small businesses are critical to increasing the economic base of our communities. Contact Tom Hellman, Chapter Chairman, at 386-255-6889 to learn more.

Ormond Beach Main Street (www.ormondbeachmainstreet.com)

Ormond Beach Main Street, Inc., is a not-for-profit, volunteer based organization established in 1995 to help ensure an economically healthy downtown Ormond Beach. The "Main Street" district includes Granada Boulevard from Orchard Street to A1A, Vining Court, New Britain Avenue, and Tomoka Avenue. Ormond Beach Main Street has worked to bring over \$10 million of private investment into the downtown area and is active in its continued efforts to bring more retail businesses, restaurants and destinations into Downtown Ormond Beach. Contact Julia Truilo, Executive Director, at 386-492-2938 to learn more.

Volusia Manufacturers Alliance (www.vmaonline.com)

The Volusia Manufacturing Alliance (VMA), founded in 1980, is organized for manufacturers by manufacturers to impart information, education, and networking opportunities to its members. VMA's objectives are to provide a forum for discussion and resolution of mutual interests, support or oppose legislation affecting the industry, encourage education programs that will provide a skilled workforce for new and expanding manufacturers and create public understanding of the industry contribution to the economy. VMA is a member of the Florida Manufacturers Association. Contact Jayne Fifer, President, at 386-673-0505 to learn more.

State Organizations

Department Of Economic Opportunity (www.myflorida.com)

The Florida Department of Economic Opportunity is comprised of the following agencies: Office of Tourism, Trade, and Economic Development (OTTED), Agency for Workforce Development (AWI), and Department of Community Affairs (DCA). Divisions of this newly created department include: Visit Florida, International Trade & Development, Business Retention & Recruitment, Sports Industry, Black & Minority Business Development, and Space Florida.

Small Business Administration (www.sba.gov)

The U.S. Small Business Administration assists entrepreneurs and small business owners with starting and managing a business, loans and grants, contracting, and counseling and training.

Florida Association of Chamber Professionals (www.facponline.com)

The Florida Association of Chamber Professionals (FACP) is now in its 90th year and serves nearly 500 chamber professionals across the state. The Florida Association of Chamber Professionals provides chamber of commerce professionals with the information, learning and communications skills to carry out the mission of their chambers.

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Business Planning

Running Your Own Business: Is It Right For You?

For individuals who are looking to start-up a new business in Ormond Beach, The following information may be helpful.

Research shows that a successful entrepreneur is typically a person who is happy working on his/her own. There are a number of characteristics of family history and personality which are common to successful entrepreneurs. Search “Entrepreneurial Personality” on any search engine to find several self-tests.

There are many details involved in starting a business. The entrepreneur has to enjoy planning, organizing, anticipating difficulties and developing ways of working around obstacles. A good indication of a person’s organizational ability is whether they have a good record of getting things done on time.

To be successful, a business owner has to be a leader. They have to be able to work effectively with employees, customers, suppliers and the general public in order for the business to succeed. A good entrepreneur inspires trust in others. Having good common sense is another indispensable quality in a business person.

If you have decided that you have the qualities of a good entrepreneur, you should ask yourself a series of questions to include:

- Why do you want to own your own business?
- Have you worked in a business like the one you want to start?
- Do you have any business training?
- Have you saved any money? Are you prepared to lose this money?
- Do you understand that owning your own business may entail working 12-16 hours a day, possibly six days a week, perhaps on holidays?
- Are you prepared to lower your standard of living for several months or years?
- Can you live with the uncertainty of income?
- Are you a self-starter?
- How good of an organizer are you?
- Do you believe in yourself and in the success of your potential venture?
- Who is your competition?
- Is there a market for your product or service?
- Where in Ormond Beach is the best location for your business?

Elements of a Business Plan

Every proposed new business venture should first be put to the test of the marketplace.

The development of a projected sales forecast is vital to any business. The business plan also serves as a guideline. When referred to on a regular basis, it enables the business owner to judge just how well goals are being met. Today, banks require a business plan before any consideration of commercial or small business financing.

Below is an example of just some of the information that is required by banks and lending institutions in order to consider your request for a loan:

- Information about the proposed market. Who would be the customers, why would they buy from you and how would you attract them?
- Information about the operation, location, hours and staffing.
- Information about yourself – what qualifies you to run the business; your personal financial situation.
- A list of start-up costs. Written quotes from vendors and suppliers are helpful.
- Reasons you need financing – how are you going to use the money?
- A beginning balance sheet – what you own (assets), what you owe (liabilities), and the balance (net worth) on the first day of business assuming financing is approved.
- A pro forma cash flow statement showing how much revenue you expect to flow into the business and how much liability will flow out of the business, and why, over the next 12 months. You will need a minimum of two years projected information.
- A pro forma income statement – showing how much profit is expected to be made at the end of a year. This is calculated by subtracting all expenses from sales. It is likely that you will need a minimum of two years' projected information also.
- If you are buying an existing business, the income statement of the business for the last several years, information on why it is being sold and why you will be able to make it profitable will be required.

A good financial proposal takes time, research and thoughtful consideration. Check your figures with an accountant before you submit the proposal. The proposal will be judged according to the soundness of the business idea; whether the projections are realistic; and whether it is in line with the investment philosophy of the bank or financial entity. Confidence in the entrepreneur on the part of the bank is essential.

The Small Business Development Center at Daytona State College offers free business counseling with Certified Business Analysts, free and low-cost workshops, seminars and a business research library. Take advantage of these services by giving them a call at 386-506-4723 to set up an appointment.

“Ormond Beach provides the best of both worlds. It is large enough to support the small business, but quaint enough to afford us the opportunity to know our customers on a first name basis. I’ve found that the community recognizes the value of quality products and personal service, which fosters customer loyalty and enables us to tailor our offerings to the needs of the community we serve.”

- Patti Surguine, Owner, Granada Gourmet



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- *Who are commercial lenders with a broad range of products and services*
- *Is the asking price at market rate?*
- *Am I creating an overbuilt situation?*
- *What do other leases look like in this region?*
- *Is this investment really worth the published cap rate?*

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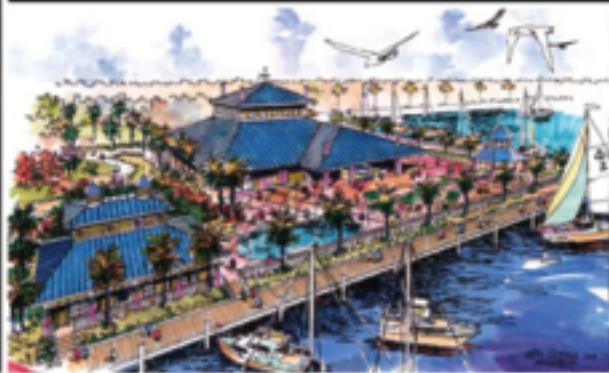
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The Top 15 Business Start-up Questions

1. What kind of person makes a successful entrepreneur?
2. How do I determine whether I am capable of starting a business?
3. Why is a business plan important and who should write it?
4. If I am not planning to apply for a bank loan, why do I need a business plan?
5. How do I determine my start-up costs and other expenses?
6. What do I need to know about financial statements?
7. Why is it important to do a monthly cash flow analysis?
8. How can I obtain cash to maintain and grow my business?
9. Why is location the most important aspect of my business?
10. Why is competition important?
11. How can I better market my business?
12. What makes a successful marketing strategy?
13. What do I need to know before creating a marketing brochure?
14. How can I improve customer service in my business?
15. Looking for answers to the questions above?

If so, contact SCORE “Counselors to America’s Small Business” at 386-255-6889. SCORE provides free and confidential business advice and mentoring services to entrepreneurs nationwide. SCORE is a nonprofit association consisting of 10,500 business counselors who donate their time and business expertise to guide small businesses via face-to-face mentoring or online counseling. SCORE, a resource partner with the U.S. Small Business Administration (SBA), has assisted millions of start-up and growing businesses since 1964.

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The Flagler Volusia, Capital and North Central Florida workforce boards have partnered together in a three year, 10 million dollar U.S. Department of Labor grant-funded program to provide training, internships and job placement assistance in Science, Technology, Engineering, and Mathematics (STEM) careers.

- Long-term unemployed job seekers are engaged in career pathways through intensive assessments & training that lead to work readiness mentoring by business leadership.
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