Daytona Regional Chamber and Daytona Beach Area CVB partner to help local businesses

As businesses in the Daytona Beach region begin to reopen in accordance with the Governor’s Orders, the Daytona Regional Chamber of Commerce and the Daytona Beach Area Convention & Visitors Bureau (CVB) have rolled out a “Back in Business Safely Campaign” to support the safe opening efforts of local businesses.

This free program includes downloadable checklists, guidelines and signage for businesses that want to show their employees and customers they are committed to being Back in Business Safely. A host of materials, logos and tips are available on the campaign through the DaytonaChamber.com website by clicking on the yellow header: Back in Business Safely.

“Building consumer confidence that businesses are going above and beyond to present safe conditions for their customers is paramount to a successful safe reopening of commerce,” said Daytona Regional Chamber President & CEO Nancy Keefer.

Daytona Beach Area Convention & Visitors Bureau Executive Director Lori Campbell Baker said, “Our local businesses need the community’s support and patronage more than ever. In addition to providing business tools, we encourage locals to join the Daytona Regional Chamber and the CVB in a social media campaign by committing their support for patronizing local businesses and sharing recommendations on their favorite social media platforms. We also encourage local business leaders to share a personalized video message that works to nurture our business community and strengthen our destination’s recovery.”

The Back In Business Safely materials provide easy to use guidance through reopening on a variety of topics including industry specific needs and information such as returning staff, keeping the workplace safe, disinfection and sanitization, and the use of personal protection equipment. Workplace signage with the Back in Business Safely campaign logo is also available illustrating proper social distancing and an Open for Business Safely checklist notice to post in reassuring consumers.

“Area businesses displaying the materials with the Back in Business Safely logo will show comradery for the program and our area’s commitment to safety first which can be shared and used in any digital promotional format,” said Keefer.

“An additional feature of our web platform allows Daytona Regional Chamber member businesses an opportunity to feature Personal Protection Equipment (PPE) products that can be purchased locally. This provided information will make it easier for businesses to support each other and to keep our local economy moving forward,” noted Daytona Regional Chamber Executive Vice President and Chief Operating Officer, Janet Kersey.

“We’ve designed this program so everyone can help. We all really would love for the whole community to join us in supporting this campaign to help our businesses who are now opening their doors in a whole new way with safety as the number one priority, while getting back in business successfully here,” said Kersey.

Chairman’s Perspective

Quietly, almost without notice, spring turned to summer during the global COVID-19 pandemic. We have been a part of one of the most tumultuous three months of spring in world history. As we look forward to an uncertain summer, we need to be humble and mindful of some of the lessons that we have learned from this momentous spring of 2020.

The first lesson – Americans have a pandemic policy tolerance limit. The Memorial Day holiday weekend brought thousands to area beaches and businesses. Like taking the lid off a boiling pot, people came to our area in mass numbers after being quarantined, isolated and cut off from friends and families for three months under somewhat arbitrary “shelter-in-place” orders. As restrictions started to ease, people celebrated the freedoms of movement, assembly, expression and commerce that they willingly relinquished in March during the lockdown of American society. So, it should have been obvious and expected that Americans would be bursting with pent up euphoria at being released from months of self-isolation and homebound restriction. Sounds an awful lot like “life, liberty and the pursuit of happiness.” Of course, there is a more tragic side to the story. The COVID-19 pandemic response
County Council Makes Volusia More Attractive to Aerospace Industry

The Volusia County Council approved an Amendment to the Comprehensive Plan Future Land Use element to establish the Commercial Space Industry Opportunity Overlay (CSIOO).

The Daytona Regional Chamber spoke in support along with Senator Tom Wright, Oak Hill Mayor Doug Gibson, as well as representatives from Team Volusia, CEO Business Alliance, City of Edgewater and others. Congressman Michael Waltz spoke in support via conference call from Washington, D.C.

A clause was added to the Comprehensive Plan Amendment stipulating that “the development shall connect to central services i.e. potable water and sanitary sewer, immediately upon availability”.

Volusia County’s proximity to the Cape Canaveral Spaceport/Kennedy Space Center provides opportunities to expand and diversify the local economy and Volusia County parcels in the boundaries of this overlay (south of US 92 and east of 17-92). This area encompasses 340,000 acres, but only 11,000 acres will be suitable for new aerospace business.

Volusia County’s goal is to ensure that efforts are focused on businesses within the supply related to aviation and aerospace. Special emphasis will be on creating new, high paying jobs to ensure a stronger, more diversified economy.

This overlay will help identify areas that are appropriate for the development of non-residential uses associated with space flight industries and help determine where a manufacturer of a targeted industry may locate.

The Planned Unit Development (PUD) zoning will be the primary method of getting a property primed for development. Additional planning efforts may be appropriate for some areas that have constraints due to environmental, infrastructure or transportation issues.

Director Clay Ervin stated this amendment would expedite the “turnaround time” on getting a prospect permitted and operational which is critical due to many of these types of businesses are looking to locate and become operational as soon as possible.

Part of the Daytona Regional Chamber’s vision is to improve the quality of life in the greater Daytona Beach region. As part of realizing this vision, the Daytona Regional Chamber expressed support for these measures in order to protect natural resources. During the hearing, county staff pointed out the importance of the interaction between the Natural Resource Management Area and Environmental Core Overlay to implement Smart Growth policies to move development to compact areas.

The Daytona Regional Chamber would like to thank the County Council for their support of this amendment. The continued partnership with Volusia County and other public-private partners is critical to bringing more aerospace supply chain jobs to the region.

Census 2020: Everyone Counts

Volusia County residents will have a once-in-a-decade opportunity to unlock millions of dollars in federal funds that can address the area’s most pressing needs. That opportunity is the 2020 Census.

Every 10 years, the federal government conducts a count of the entire population to determine how Congressional representation will be apportioned and how much funding to allocate for more than 130 federal programs.

Encouraging 100% participation

Historically, hard-to-count populations have included immigrants, minorities, young children, college students, renters and low-income families, particularly in diverse areas like Volusia County.

That’s why local leaders and nonprofit organizations are banding together to promote complete participation in the census and count.

See CENSUS, P4
NEW MEMBERS

The Daytona Regional Chamber of Commerce would like to introduce April and May’s newest members to our business community:

- Avalon Daytona Beach
- Beachside Hotel
- Bluewater Marine
- Byrd’s Nest Quilt Shop
- Daytona Rush Soccer Club
- Elegant Limousines & Wedding Services
- Environment Control of East Orlando
- Gunther Volkswagen Daytona Beach
- Gunther Volvo Cars Daytona Beach
- ICHI NI SAN, LLC
- K. L. Breeden and Sons
- Proctor Financial, Inc.
- SC Protection & Security Agency, LLC
- The Greenery of North Florida, Inc.
- VirtuHomes
- Volusia Recovery Alliance

Congratulations for the decision you have made! Now is the time to join over 900 member businesses and professionals from across the Volusia County region that are working to keep the economy and quality of life in our community healthy and prosperous.

If you are interested in becoming a member, contact Business Development Consultant Brian Miseveth at 386.523.3680.

Political Leadership Program Now Accepting Applicants

Across the State of Florida there are over 4,500 elective positions, and thousands of appointed officials, that make and shape policy for millions of Florida families and businesses. From local boards, city councils and county officials to the State Legislature, there is a growing need to ensure candidates running for office understand the issues facing Florida and our economic future.

The Florida Institute for Political Leadership (FIPL), a newly-formed initiative of the Florida Chamber of Commerce, was created to assist leaders who want to improve their local communities by serving in appointed positions or in elected offices.

The Daytona Regional Chamber will host the Florida Institute for Political Leadership, an initiative of the Florida Chamber of Commerce. Institute dates are Wednesday, June 17th through Friday, June 19th. This three-part virtual campaign school and community leadership training program is open to everyone and is free to attend as a non-partisan program. Current elected office holders and qualified candidates may be required to pay an attendance fee to the Florida Chamber to comply with campaign finance laws.

To register for the Florida Institute of Political Leadership, visit FIPL.org/volusia/.
Daytona Regional Chamber Upcoming Events

Virtual Learning: Cybersecurity
Tuesday, June 9th at 2:00 p.m.
Virtual via Zoom*
Free to participate

Zoom into Eggs & Issues: Economic Impact of the Outbreak
Thursday, June 11th at 8:00 a.m.
Virtual via Zoom*
$17 for members, $35 for non-members

Let’s Connect: Virtual Networking
Tuesday, June 16th at 4:00 p.m.
Virtual via Zoom*
$10 for members, $25 for non-members

Florida Institute for Political Leadership
Wednesday, June 17th through Friday, June 19th at 5:00 p.m.
Virtual via Zoom*
Free to participate

To register for the Florida Institute of Political Leadership visit FIPL.org/volusia/
Visit DaytonaChamber.com/events for additional details and event registrations.

*Clinited to 100 participants

Census

From Page 2

Every single Volusia County resident.
Volusia County Government has formed a Complete Count Committee that is led by County Council Members Barbara Girtman and Billie Wheeler. The committee includes all 16 municipalities, Volusia County Schools, Farmworker Association, colleges and universities, local chambers, the faith-based community, the United Way and other social service agencies.

We’re counting on you

Employees will all play a crucial role in Census outreach. Employers can be trusted messengers with personal relationships and a deep understanding of the community being served. Individuals also see firsthand the effects of underfunding for social services and public programs.

An accurate Census count is important to Volusia County for a number of reasons, including:

• It helps determine the number of seats that Florida is allotted in Congress;
• It determines the amount of federal funds that the county and cities will receive for the next 10 years that go toward our schools, hospitals, roads and other vital programs;
• It spells out how legislative, county and city districts will be set for future elections;
• Deadline is October, but once you receive your form, return it as soon as possible.

For additional information about the local Census, be sure to visit the website at volusia.org/government/census-2020/