



## **2016 Chamber Recommendations for the City of Daytona Beach**

### **Quality of Life**

- The Chamber supports a proactive, community-wide approach to assisting homeless people in Volusia County, such as Safe Harbor, rapid rehousing and other plans that utilize the combined financial participation and resources of the county, cities and private sector.

*Importance to business – To be successful, all local business districts (retail, service or professional) must provide an environment for their customers and clients that projects a safe and secure place to do business.*

- The Chamber supports the enhancement of the core tourist/resort section of Daytona Beach (from University Blvd to Silver Beach Ave) and encourages the city's cooperation with Volusia County toward the:
  - a. Continued acquisition of off-beach parking,
  - b. Pursuit of the planned expansion of the Boardwalk
  - c. Greater utilization of the beach and beachfront for events and activities that promote entertainment and recreation for tourists and citizens.

*Importance to business – A healthy Daytona Beach core tourist district is vital to the success of convention business (Ocean Center) and traditional tourism, both of which are critically important to the economy of east Volusia.*

### **Build/Maintain Infrastructure**

- The Chamber supports the pursuit of public funding for improving the city's road network and encourages the city to be supportive of Volusia County's plans for transportation infrastructure improvements, including roadway maintenance and expansion, Votran, Sunrail, etc. Various funding sources *should be considered*, including a half-cent sales tax and matching funds from state and federal sources.

*Importance to business – Public transportation and an effective road network are vital for any city/county in terms of economic development.*

- The Chamber supports the City of Daytona Beach's cooperative involvement with the County in the redevelopment of East International Speedway Blvd (Halifax River to A1A) and will facilitate joint efforts to bring about needed improvements.

*Importance to business – ISB (Halifax River to A1A) is the Gateway to the beachside and provides our visitors' first impression of the entire tourist district.*

## Position Statements for Ongoing Issues.....

- The Chamber believes businesses and residents should be treated equitably when funding municipal infrastructure improvements/upgrades. A funding ratio should be applied to infrastructure improvement costs proportionate to the percentage that each property type represents of the city's total real estate value assessment.

*Importance to business – Of the city's assessed total real estate valuation, 37% percent is commercial while 45% is residential, yet businesses often bear a greater percentage of the expenses for infrastructure improvements. This negatively impacts companies' ability to be profitable and expand.*

- The Chamber supports efforts to enhance code enforcement in Daytona Beach, with particular attention given to neighborhoods in the Main Street and Mid-Town Redevelopment Areas.

*Importance to business – Code enforcement helps to control blight which enhances property values by keeping aging buildings, homes, and properties from deteriorating and becoming "eyesores" to the community.*

- The Chamber supports continued exploration of consolidating fire and emergency medical services between municipalities and/or the county.

*Importance to business – Cost savings and operating efficiencies can be gained through unified service areas which in turn should create budget savings.*

- The Chamber supports a frugal (but responsible) budget that is not disproportionately burdensome to local businesses.

*Importance to business – Property taxes on local businesses in large part subsidize homesteaded properties that in aggregate require substantially more government services. Equitable tax treatment is critical to a vibrant business sector and can help the city remain competitive with surrounding municipalities and also reduce inflation of prices for goods and services.*

- The Chamber supports city incentives for major economic development projects and encourages requirements for firms receiving such assistance to use Volusia home/office based contractors for a specified percentage of the project's work.

*Importance to business – Volusia's construction businesses plays in vital role in our local economy by providing jobs, paying taxes and supporting local organizations*