



# The City of DELTONA



*City of Deltona - Proud to be part of it...*

## How are we doing?: An Economic Report

**B**Y THE 1990's, DELTONA HAD TRANSITIONED FROM A RETIREMENT COMMUNITY TO A BED-room community with a convenient "commute to work via I-4" population of over 86,000 people. The average age of resident of the new City of Deltona in 1995 was 35. Over 30 percent of Deltona's labor force was directly involved with residential construction both within the City and the region. When the economic downturn began and home prices plummeted, high unemployment forced foreclosures and abandoned homes. Construction work moved to areas that were still offering employment in construction or related fields and the Deltona labor force went with it. Ad valorem tax revenues plummeted with the decline in home values. The unemployment rate in the City continued to grow--faster than the county's rate, which was higher than the state's rate.

By the time of the 2010 U.S. Census, Deltona had weathered the outward migration by initiating job retraining and education outreach programs. The City regained its pre-recession population according to the Census and a survey of the residents showed they were ripe for educational opportunities. This led the City's Office for Economic Development to initiate "Operation Bootstrap," a program utilizing such educational opportunities offered by Daytona State College (in Deltona), the Center for Business Excellence, the Academy for Career Training (which opened a campus in Deltona in 2012) and Bethune-Cookman University (opening a campus before the 2013 Fall semester).

"The Office of Economic Development is working on a list of 'targeted industries' including commercial and industrial businesses, medical offices, tourism and of course education to bring jobs into the City," said Jerry Mayes, the City's Economic Development Manager.

One of the City's first most obvious needs is for large industry. There are three large-tract land—land that has easy interstate access—owners who are willing to work with the City on a commerce/industrial park.

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JULY, AUGUST, SEPTEMBER 2013  
VOLUME 17, ISSUE 3

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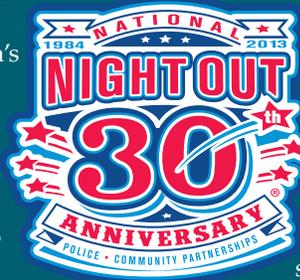
### Inclusiveness & Diversity

*We recognize and appreciate the uniqueness of each individual. We value the contribution made and the synergy created by different experiences and perspectives. We celebrate the diversity of our community by providing a wide array of specialized services to encourage inclusiveness. We are committed to actively seeking public participation and we promote a public process whereby we can respond to the community's needs while balancing competing interests and diverse opinions.*

**Para recibir una copia en Español, favor de llamar al (386) 878-8756.**

## Join deputies for the Nation's Night Out Against Crime

**D**O YOU KNOW SOMEONE THAT WORKS FOR the Volusia County Sheriff's Office, Deltona's law enforcement provider? Are you friends with a deputy or a detective? Do you know if your neighborhood has a neighborhood watch group? If not, bring your family and help the City of Deltona and VCSO celebrate National Night Out.



Join us for this nationwide event celebrated by law enforcement throughout the country and learn how you can help encourage crime and drug prevention in our community. National Night Out is from 5:30 to 8:30 p.m., Aug. 6 at Deltona City Hall. At

the event, get to know deputies, detectives and officers that work in all sorts of special details. The entire family can learn how to get involved in anti-crime programs, have their fingerprints taken and saved, check out various police vehicles and apparatuses, meet vendors who can help with home security and in general strengthen neighborhood spirit and police/community partnerships. Ultimately, the message of NNO is that Deltona residents are organized and are fighting back against crime.

More information including a seminar schedule will be available at [DeltonaFL.Gov](http://DeltonaFL.Gov) or on the City's Facebook page.

# July - August - September Calendar of Events

## July

- 1** City Commission Meeting, 6:30 p.m., Commission Chambers, City Hall, 2345 Providence Blvd.
- 8** City Commission Workshop, 5:30 p.m., Second Floor Conference Room, City Hall.
- 4** City Administrative Offices are closed for Independence Day.
- 10** Get your Florida driver's license or legal identification card on the FLOWmobile (Florida Licensing on Wheels) 10 a.m. to 2 p.m., in the parking lot at City Hall. Visit GatherGoGet.com for information on documentation necessary for a license renewal.
- 12** OneBlood drive, 9 a.m. to 2 p.m. The Big Red Bus will be in the parking lot at City Hall.
- 15** City Commission Meeting, 6:30 p.m., Commission Chambers, City Hall.
- 22** City Commission Workshop, 5:30 p.m., Second Floor Conference Room, City Hall.
- 27** Senior Breakfast, 8:30 to 11:30 a.m., Deltona Community Center, 980 Lakeshore Drive. Tickets are \$3. (386) 878-8906 to purchase. Tickets will also be available at the door.

## August

- 5** City Commission Meeting, 6:30 p.m., Commission Chambers, City Hall.
- 10** Music in the Amphitheater with Simulcast, 7 to 9 p.m. Free admission. No outside food or drinks permitted.



## Representative Santiago helps secure funding for Wastewater Facility

**S**INCE THE BEGINNING OF THE 2013 session, State Representative David Santiago has vigorously advocated for District 27. Whether it's passing laws to assist Veterans or helping to secure Volusia County's position within the car racing industry Rep. Santiago has been a tireless advocate. For years, the City of Deltona has had little notice from the Legislature; that is until now. Recently, Rep. Santiago secured \$500,000 in funding towards the newly proposed wastewater treatment facility.

"Since arriving in Tallahassee, one of my primary goals has been getting the Legislature to recognize the importance of Deltona within

Central Florida. I have walked back and forth between the House and Senate hallways convincing leadership how vital this treatment facility was towards Deltona's future," he said.

During his campaign, Rep. Santiago advocated day and night on his positions and what he wanted to see for our area. Many have gone to meet with the Representative in Tallahassee and they have all made the same comment, "We finally have a fighter on our side who understands the needs of Deltona." We are proud to call him our own.



- 12** City Commission Workshop, 5:30 p.m., Second Floor Conference Room, City Hall.
- 14** FLOWMobile, 10 a.m. to 2 p.m., City Hall.
- 19** City Commission Meeting, 6:30 p.m., Commission Chambers, City Hall.
- 26** City Commission Workshop, 5:30 p.m., Second Floor Conference Room, City Hall.

## September

- 2** City Administrative Offices closed for Labor Day.
- 3** City Commission Meeting, 6:30 p.m., Commission Chambers, City Hall.
- 18** FLOWmobile, 10 a.m. to 2 p.m., City Hall.
- 9** City Commission Workshop, 5:30 p.m., Second Floor Conference Room, City Hall.
- 14** Music in the Amphitheater with Caribbean Crew, 7 to 9 p.m. Free admission. No outside food or drinks permitted.
- 16** City Commission Meeting, 6:30 p.m., Commission Chambers, City Hall.
- 23** City Commission Workshop, 5:30 p.m., Second Floor Conference Room, City Hall.
- 27** OneBlood drive, 9 a.m. to 2 p.m. The Big Red Bus will be in the parking lot at City Hall.
- F**ollow the City of Deltona on Facebook and Twitter or watch DeltonaTV on BrightHouse channel 199 to find out more about these and other events.



## Calling all park enthusiasts

**W**E NEED YOUR HELP. THE CITY OF DELTONA IS looking for help from resident, businesses, civic associations, churches, etc. in keeping our parks clean for everyone's enjoyment.

If you or your organization are interested in adopting a park, contact, Deltona Parks & Recreation, (386) 878-8900.

Please join our efforts in providing lasting enjoyment to our residents.

As part of the Adopt-a-park program, participating groups are required to turn in monthly Clean-up Reports to the City's Park Coordinator.

In recognition of the work, the City will erect an Adopt-a-park sign to be placed at the entrance of the adopted park for a period of one year.

Current Adopt-a-park participants are: RHD of Volusia—Firefighters Memorial Park, 1426 E. Lombardy Dr.; the Kiwanis Club of Deltona—Tom Hoffman Park, 1751 Whipple Dr.; United Cerebral Palsy of East Central Florida—Thornby Park, 110 Providence Blvd.

# An Economic Report (Continued)

Another of the OED's yearnings centers on our residents need for quality medical care. While solicitation continues, there has been progress. Florida Hospital announced in 2012 they would expand facilities in Deltona to include urgent care and other practitioners. Early this year, Halifax Health announced plans to develop three sites within our City with multiple medical applications including obstetrics and gynecology, pediatrics, ambulatory surgery and more. Medical expansion attracts additional medical facilities in an industry imbued with well-paying jobs.



unemployment rate of 12.9 percent. Today, Deltona's workforce up by 744 residents and unemployment is now at 4.3 percent. While the City's workforce was negatively impacted so were our property values. From 2007 through 2010, the City experienced, as residents are well aware, a 61.5 percent decline in tax valuation. A decline of only .4 percent in 2012, lead City and County officials to believe the

tax valuation had bottomed out. "The good news about bottoming out is that it looks like we're on our way back up and residents can look forward the an increase in the home values," said City Finance Director, Bob Clinger. The validity of that assumption came with recent numbers showing an increase in 2012 of 5.41 percent for Deltona in total taxable value—the second highest increase in Volusia County.

Part of the reason for the increase was the gain in home sales. In May, 2010, the Florida Realtors Association disclosed there were 2,338 single-family residential homes for sale in the City. Seventy-two percent of those were foreclosures. In April, 2012, there were only 980 single-family homes for sale and just over 43 percent were foreclosures.

Tourism is the fourth targeted industry for the Office of Economic Development. Deltona is located at mid-point between two huge tourism giants—Central Florida beaches and Orlando. While we will never have theme parks, NASCAR or an ocean, Deltona does have a wealth of parks, springs and trails which spells eco-tourism. In Florida, the eco-tourism industry is currently larger than golf and the citrus industry. In April, the City dedicated its newest park addition, Audubon Park, located near the intersection of Lush Lane and Doyle Road. The City has been working with the Audubon Society on a series of birding, walking and bike trails, kayaking and trailhead areas. These efforts encourage corporate sponsors and businesses related to dining and the outdoors.

Commercial development has increased with the renovation of formerly vacant commercial buildings including the locations occupied by Lohman Funeral Home, the Academy for Career Training, Save-a-Lot and Joyful Hearts Academy. New construction has occurred including two new Family Dollar stores, Epic Theatre, a new McDonalds, two new Dollar General stores and a new retail area occupied by Dollar Tree and Leslie Pools. A new Dunkin Donuts that includes a three-suite retail strip on Howland Boulevard is currently under construction and land for a new RaceTrac convenience store was purchased and ground breaking is expected to occur this Fall. "Interest in new construction is active and the City is working with Volusia County to implement a Community Redevelopment Area (CRA) that is expected to have a long-term positive impact on the City's older commercial area. It will also form an inner-city transit connector adjacent to I-4," said Mayes.

While great effort is placed on targeted industries, general solicitation for expansion or relocation of restaurants, retail and service businesses, to the City continues to be a priority for the Office of Economic Development.

Beginning in 2010, Deltona's workforce suffered a tremendous negative impact but efforts put forth by the City, local agencies and associated education institutions have helped. In 2010, Deltona had a workforce of 45,399 people with an

unemployment rate of 12.9 percent. Today, Deltona's workforce up by 744 residents and unemployment is now at 4.3 percent. While the City's workforce was negatively impacted so were our property values. From 2007 through 2010, the City experienced, as residents are well aware, a 61.5 percent decline in tax valuation. A decline of only .4 percent in 2012, lead City and County officials to believe the

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# Important Numbers for the City of Deltona

**Animal Control**, (386) 878-8701  
**Automated inspection information**,  
(386) 575-6900 or (407) 936-9999  
**Inspections, Permitting and Zoning**,  
(386) 878-8650  
**City Clerk's Office**, (386) 878-8500  
**City Hall**, 2345 Providence Blvd.,  
(386) 878-8100  
**City Manager's Office**, (386) 878-8850  
**Code Compliance**, (386) 878-8700

**Communication and Public Information**,  
(386) 878-8755  
**Fire Department Administration**,  
1685 Providence Blvd., (386) 575-6901  
**Human Resources**, (386) 878-8750  
**Mayor and City Commission**,  
(386) 878-8860  
**Parks & Recreation**, (386) 878-8900  
**Planning & Development Services**,  
(386) 878-8600

**Public Works**, 201 Howland Blvd.,  
(386) 878-8950  
**Solid Waste Division (for garbage serv-  
ices or dumping issues)**, (386) 878-8723  
**Volusia County Sheriff's Office**,  
1691 Providence Blvd., (386) 860-7030  
**Water and Sewer**, 255 Enterprise Road,  
(386) 575-6800 (customer service)  
**Waste Pro**, (Recycling bins, garbage pick-  
up and special pick-ups), (386) 574-0778  
or (386) 574-0723

## Know your Mayor and Commission

**Mayor John Masiarczyk**  
2025 Adelia Blvd., (386) 299-2896,  
jmasiarczyk@deltonafl.gov  
Elected: Nov. 2010

Term Expires: Nov. 2014

**Vice Mayor Zenaida Denizac**  
(District 1),

2010 Montecito Ave., (386) 624-8716,  
zdenizac@deltonafl.gov  
Elected: Nov. 2010

Term Expires: Nov. 2014

**District 2 Commissioner,**  
**Webster Barnaby**

2242 E. Fairbanks Drive, (386) 848-2600,  
wbarnaby@deltonafl.gov  
Elected: Nov. 2012

Term Expires: Nov. 2016

**District 3 Commissioner,**  
**Heidi K. Herzberg**

556 Nardello Drive (386) 405-8335,  
hherzberg@deltonafl.gov  
Elected: Nov. 2010

Term Expires: Nov. 2014

**District 4 Commissioner,**  
**Nancy Schleicher**

1460 Baton Drive,  
(386) 574-5664,  
nshleicher@deltonafl.gov  
Elected: Nov. 2012

Term Expires: Nov. 2016

**District 5 Commissioner,**  
**Fred Lowry**

1753 Gatewood Dr.,  
(386) 801-1036,  
flowry@deltonafl.gov  
Elected: Nov. 2010

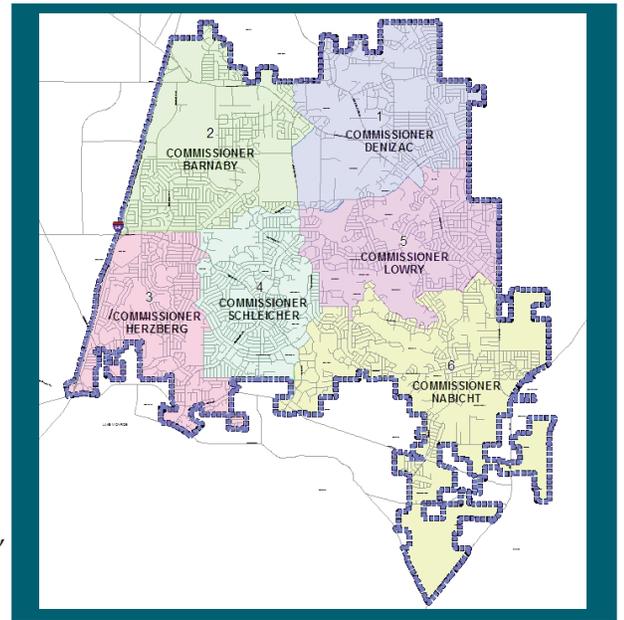
Term Expires: Nov. 2014

**District 6 Commissioner,**  
**Chris Nabicht**

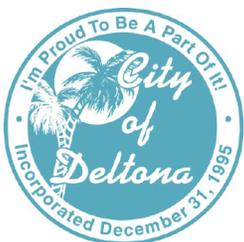
3298 Post Street, (386) 804-5191,  
cnabicht@deltonafl.gov  
Elected: Nov. 2012

Term Expires: Nov. 2016

*Residents who do not know who repre-  
sents them on the City Commission can find  
out by contacting the Commission Office. To*



*reach the Mayor & Commission's  
Administrative Assistant, Pauline Shattuck,  
call (386) 878-8860 or e-mail her, pshat-  
tuck@deltonafl.gov.*



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