Welcome to Daytona Beach, Florida

Set against balmy breezes and anchored by 23 miles of clean, hard-packed white sand, Daytona Beach is a diverse city that welcomes millions of visitors each year. The city is world famous for its colleges and universities, being the birthplace of motorsports racing, a hub for aviation and aerospace innovation and its pristine beach. It is a great place to live, work, play, learn and raise a family.

Located on the east coast of Central Florida, Daytona Beach has a population of about 70,200. It is an incorporated municipality within the county of Volusia. The city, which encompasses 68 square miles, is located about 89 miles south of Jacksonville and 50 miles northeast of Orlando.

Tourists and residents treasure the city’s diversified mixture of a beautiful beach, historic districts, marinas, unique shops and restaurants, recreational facilities, hotels, resorts and meeting spaces, and modest to luxurious housing. Residents and visitors can hike or bike miles of trails, explore parks, hit the golf links and enjoy a wide array of outdoor activities.

The climate in Daytona Beach is ideal. The area enjoys mild, yearround temperatures, which range from an average of 59.3F (20.6C) in the winter to 78.5F (30.4C) in the summer. So, whether it’s watching a fast-paced sporting event, taking a relaxing stroll on the beach, or having fun anywhere in between, Daytona Beach can accommodate many different lifestyles.
Daytona Beach has many attributes, which make it very well suited for economic development. The Daytona Beach International Airport (DBIA) is one of the most convenient and user-friendly international airports in the nation sitting within one mile of I-4 and I-95. It offers direct and connecting flights to all points of the globe through Delta Air Lines, American Airlines and Sunwing Airlines. In July, DBIA was named Florida’s 2021 Commercial Service Airport of the Year by the Florida Department of Transportation. The award recognizes DBIA’s aviation safety, aesthetic improvements and innovative management solutions.

The Florida East Coast Railway and the East Coast Shipping Channel run through the city, which sits at the juncture of the east-west and north-south corridors of I-4 and I-95.

Daytona Beach is part of Florida’s high-tech corridor, which links Tampa Bay and the west coast via Orlando, along with the Kennedy Space Center. Recent rankings for the area include:

- 7th Fastest-Growing Places in U.S.
- 11th Best Places to Live in Florida
- 15th Safest Places to Live in U.S.
- 4th Best State for Workforce Training
- 4th Top Ranked Tax Climate in the U.S.
- 3rd Most Populated State in the Nation

*Sources: U.S. News & World Report and Team Volusia*

Daytona Beach boasts a diverse workforce, large parcels of undeveloped land, a business-friendly environment and is the home base for several high-tech companies and institutions of higher learning. Colleges and universities in the area include Bethune-Cookman University, Daytona State College, Embry-Riddle Aeronautical University, Florida State University College of Medicine Regional Campus, University of Central Florida Regional Campus (UCF Direct Connect) and Keiser University. In addition, Palmer College of Chiropractic, Stetson University and the University of Central Florida’s main campuses are within an hour’s drive. The city is also home to the Advanced Technology College, which provides advanced technological training that meets the current and future needs of industry in the area.

Manufacturing is robust within the greater Daytona Beach area, which is home to more than 450 manufacturing companies. Industry expertise includes automotive, food, sustainability and recreation technology manufacturing.

The Daytona Regional Chamber of Commerce is a driving force in the development of commerce and works to improve the quality of life in the greater Daytona Beach region. The Chamber has served the community for more than 100 years and its membership of nearly 1,000 businesses is diverse and representative of the community.

The city is home to five major sports organizations — the American Basketball Association’s Daytona Beach Racers, the Daytona Tortugas, which is a minor league affiliate of the Cincinnati Reds, the Ladies Professional Golf Association, the National Association of Stock Car Racing (NASCAR) and the U.S. Tennis Association Florida Chapter.
City Government
The City of Daytona Beach operates under the Commissioner-Manager form of government. In addition to the City Manager and City Attorney, Daytona Beach has two Deputy City Managers, Assistant City Manager, Police Chief, Fire Chief and Economic and Redevelopment, Finance, Human Resources, Public Works and Utilities directors. The city has approximately 1,000 employees.

Policy-making and legislative authority are vested in the City Commission consisting of the mayor, elected citywide, and six commissioners elected by district. The Mayor and City Commission are elected on a non-partisan basis to four-year terms. The City Commission is responsible for, among other things, setting policy, passing ordinances and resolutions, adopting the budget, appointing committee and board members, and hiring the City Manager and City Attorney. The City Manager is responsible for carrying out the policies and directives of the City Commission, overseeing the day-to-day operations of the city and appointing various department managers.

The city is empowered to levy a property tax on real and personal property located within the city and provides general government, public safety, transportation, economic environment and culture and recreation services to its residents. To provide these services, the city operates nine enterprise activities: a water and sewer system, a solid waste system, a stormwater system, a marina with office plaza, a municipal golf course, a tennis center, special event and cultural venues (theater, oceanfront bandshell and amphitheater), municipal and minor league baseball stadiums and pier operations.

To effectively manage its financial resources, the city prepares and adopts an annual operating budget and a five-year capital program that encompasses all funds as necessary. The budget process starts each January with a strategic planning session with the City Commission and management. Later, the operating department managers submit their requests to the City Manager, who then reviews these requests and, considering available revenue sources, prepares the proposed budget which is submitted to the Commission by July 15 of each year.

The city of Daytona Beach is an Equal Opportunity Employer

Resumes/applications in Florida become a matter of public record upon receipt.
About The Position

The city of Daytona Beach encourages economic development by retaining and facilitating the expansion of existing businesses, attracting new viable businesses to the area and fostering the development of complementary business clusters. The city is enjoying unprecedented economic growth and is seeking an experienced Economic and Redevelopment Director to take advantage of the momentum and continue to generate smart and diverse economic development opportunities.

The Economic and Redevelopment Director, reporting directly to the City Manager, has the responsibility of leading the economic, neighborhood/community development and redevelopment for the city by implementing, monitoring and evaluating programs and administering all applicable incentives and grants. The director will perform a broad range of assignments involving business retention and attraction to promote the growth of the city’s economic base. The director will be responsible for coordinating economic and business incentive packages and assisting in the recruitment, retention and expansion of businesses throughout the entire city.

Economic incentive tools include, but are not limited to, Brownfield, local financial support and property tax abatement program. Key partnerships include the County of Volusia, Team Volusia Economic Development Corporation, CEO Business Alliance, Enterprise Florida and the State Office of Tourism Trade and Economic Development.

Essential duties of the Economic and Redevelopment Director include the following, but are not limited to:

- Evaluates proposals containing incentives to help broaden the city’s tax base, generate or attract new capital, to increase business activity, produce employment and diversify the city’s economic base.

- Assists in the development review of city projects, to include incentives, grants, zoning, conditional use, special use, appearance standards, site plans, subdivision and planned requests. Prepares all applicable board agendas and reports relevant to functions under charge.

- Oversees required citizen participation and serves as staff liaison to several boards/committees, including the Economic Development Board and others as assigned by the City Manager.

- Coordinates and makes presentations at public hearings including City Commission meetings.

- Implements procedures and techniques for gathering city’s necessary planning data for implementing the economic development policy objectives.

- Represents the city to various groups, agencies, state and federal government as requested.

- Assigns, supervises and coordinates tasks and work program activities for professional, technical and clerical staff; provides policy direction and manages work processes and schedules.

- Meets with development professionals, developers and the public regarding economic development proposals, thus serving in a key liaison role; participates in organizations, forums and taskforces for the purpose of presenting or discussing city developments or planning strategies and programs.

This position will also oversee activities focused on neighborhood stabilization and development services to preserve and grow sustainable living environments and decent living conditions in communities throughout the city. Responsibilities include administrative, planning, leadership, coordination, monitoring, compliance and reporting for neighborhood/community development and related programs. The position will also oversee various staff positions administering and delivering the neighborhood/community development services. Knowledge of Community Redevelopment Agency (CRA), Community Development Block Grant (CDBG), Home Investment Partnership grant (HOME) and the State Housing Initiative Partnership Program (SHIP) is essential to administering and delivering neighborhood/community development services in the city.
Community Redevelopment

The city’s Community Redevelopment activities will fall under the Economic and Redevelopment Director’s leadership. There are five Redevelopment Areas within the city. The boundaries of each Redevelopment Area were established based on a Finding of Blight Study and described in a Community Redevelopment Plan approved by the City Commission, which serves as the Community Redevelopment Agency (CRA). The CRA meets at least quarterly and can call special meetings and workshops as needed. The Community Redevelopment Plan describes the redevelopment goals, policies and objectives for each area and what projects and programs will be used to revitalize the Areas. Revenue collected from growth in property values within each area is used to reinvest in programs and projects within the same boundaries. The Redevelopment Areas are Ballough Road, Downtown, Main Street, Midtown and South Atlantic.

Three Redevelopment Boards have a primary responsibility to review and approve certain site plans and advise the Planning Board and City Commission on requests including rezoning and special use requests. The boards are:

• Beachside Redevelopment Board
• Downtown Redevelopment Board
• Midtown Redevelopment Board

The Ideal Candidate

Education
Bachelor’s degree in Business or related field

Work Experience
Five to 10 years of progressively responsible experience in economic development programs and/or downtown redevelopment programs for a municipality. A master’s degree may substitute for a portion of the required experience. Must have working knowledge of how to use marketing activities to support and enhance economic development, development of marketing and tourism strategies and be well versed in oral, digital and written communications.

Desired Attributes

• Comprehensive knowledge of principles and practices of administering and directing a comprehensive economic development program for a public or similar governmental institution including grants and incentives administration, design review, and project management.

• Comprehensive knowledge of laws, ordinances, standards and regulations pertaining to the essential duties and responsibilities of the position.

• Thorough knowledge of terminology and related professional languages used within the department as such pertain to work responsibilities.

• Knows how to initiate, build and maintain cooperative and effective relationships with intra- and interdepartmental personnel, as well as any external entities with which the position interacts.

• Enthusiastic, self-starting work approach.
• Strong leadership skills.

Compensation

The salary range for the Economic and Redevelopment Director is $97,786.56 to $169,824.60. The city will offer a competitive salary commensurate with experience and qualifications. The city offers a comprehensive benefits package that includes health insurance, paid holidays, personal leave and membership in the Florida Retirement System in the Senior Management Class.

How to apply

Visit the city’s online Career Portal and complete the application. The position is open until filled. For more information, call (386) 671-8210 or email humanresources@cob.us.

*Position announced Sept. 8, 2021