

CITY OF HOLLY HILL, FLORIDA

CITY COMMISSION

AGENDA • JUNE 23, 2020

City Commission Chamber

Work Session

6:00 PM

CITY HALL
1065 RIDGEWOOD AVENUE
HOLLY HILL, FL 32117

City Clerk's office: (386) 248-9441 - Fax: (386) 248-9448



City Commission Chamber
City Hall
1065 Ridgewood Avenue
Holly Hill, FL 32117

CITY COMMISSION MEMBERS

Mayor
Chris Via

District 1 - Commissioner
John Penny

District 3 - Commissioner
John C. Danio

District 2 - Commissioner
Penny Currie

District 4 - Commissioner
Roy Johnson

CITY MANAGER
Joseph Forte

CITY CLERK
Valerie Manning

1. CALL TO ORDER

- a. Roll Call

2. FOUNTAINHEAD PROJECT UPDATE

- 1. Fountainhead Project Update

(Requested by Valerie Manning, City Clerk)

3. ADJOURNMENT

Website Address – www.hollyhillfl.org (City Clerk)

NOTICE – If any person decides to appeal any decision of the City Commission at this meeting, he/she will need a record of the proceedings and, for that purpose, he/she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. The City does not prepare or provide such a record.



For special accommodations, please notify the City Clerk's Office at least 72 hours in advance. (386) 248-9441



Help for the hearing impaired is available through the Assistive Listening System. Receivers can be obtained from the City Clerk's Office.

In accordance with the Americans with Disabilities Act (ADA), persons needing a special accommodation to participate in the Commission proceedings should contact the City Clerk's Office no later than three (3) days prior to the proceedings.



City Commission

1065 Ridgewood Ave
Holly Hill, FL 32117

SCHEDULED

WORKSHOP DISCUSSION (ID # 2939)

2.1

Meeting: 06/23/20 06:00 PM
Department: City Clerk
Category: Workshop Item
Prepared By: Valerie Manning
Initiator: Valerie Manning
Sponsors:
DOC ID: 2939

Fountainhead Project Update



DRAFT - UPDATE

June 23, 2020

Fountainhead at Holly Hill ...at the one-year mark

It's been a busy year at Synergy Billing, LLC, a rapidly growing company that provides billing and electronic claims processing for Federally Qualified Health Centers (FQHCs) throughout the nation. After years of planning, the company moved its headquarters to Holly Hill and on June 12th held a celebration for their first anniversary at The Fountainhead, its new corporate campus.

INSERT PICTURES



Public / Private Partnership

The CRA exists, in part, to eliminate blight, revitalize communities, enhance design and provide for affordable housing. The partnership between the City and Fountainhead addresses all of these components and has used creative, performance based financial incentives as a catalyst to its success.

The City's 5-year effort to re-purpose was challenging and the cost of maintaining was increasing

A blighted site needed a major fixfor CRA....for communityfor neighborhood



Blight to Bright...

Shuttered Holly Hill Middle School
reimagined as

State of the art corporate campus

a dynamic growing company



Public / Private Partnership

All incentives are performance based
Fountainhead only receives back money it has invested
Extensive standards to enhance the neighborhood
....\$5,000,000 initial investment
....150% of landscape requirement
....Public elements





IMPACT

- New/improved standards for development in Holly Hill
- 500+ jobs for Holly Hill at full build out / Economic impact projected at **\$65,000,000** (Volusia Economic Development)
- Catalyst for other businesses – expansion / relocate to Holly Hill



Current State

90% of building square footage complete (Exhibit C)

100% of site work done

100% move-in

Ready for sign-off on Phase 1



Expansion

Phase 1 wrapping up, sets the stage for Phase 2

Joint Venture with City & Brokers for other businesses with purchase of 1 and 3

Fountainhead infrastructure in place to accelerate “move-in” possibilities

A catalyst to
economic
development
in Holly Hill



The Not Too Distant Future

- ...park-like setting
- ...collaboration areas
- ...Tikki bar & restaurant
- ...Federally Qualified Health Center
- ...residential apartments
- ...business tenants
- ...capital investment
- ...increased land value



Momentum

Spent \$6,000,000, not \$5,000,000
...+20%

Ready to buy Parcels 1 and 3
...bringing more than Synergy Billing to Fountainhead
Will spend more money on
Phase 2 with discretion, based on market opportunity



Momentum

Jayson & Fountainhead are now proven entities
....Synergy Billing is headquartered in Holly Hill
....Fountainhead is established



THE
FOUNTAINHEAD

On the Horizon

Issue Phase I Certificate of Occupancy

Amendment to Development Agreement for updated site plan

Amendment to Development Agreement / accommodate tenant occupancy

Close sale on Parcels 1 and 3





In the spirit of our public/private partnership...
we're making a little history in

Holly Hill



In the spirit of our public/private partnership...
we're making a little history in

