

CITY OF HOLLY HILL, FLORIDA

CITY COMMISSION

AGENDA • SEPTEMBER 22, 2015

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
John Penny

District 1 - Commissioner
Arthur J. Byrnes

District 3 - Commissioner
John F. Capers

District 2 - Commissioner
Penny Currie

District 4 - Commissioner
Elizabeth Albert

CITY MANAGER
Joseph Forte

CITY CLERK
Valerie Manning

I. CALL TO ORDER**II. FOUNTAINHEAD AT HOLLY HILL PROJECT**

1. Fountainhead at Holly Hill Project in Review
(Requested by Valerie Manning, City Clerk)

III. 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

Meeting: 09/22/15 06:00 PM
Department: City Clerk
Category: Presentation
Prepared By: Valerie Manning
Initiator: Valerie Manning
Sponsors:

PRESENTATION - WORKSHOP ITEMS (ID # 1188)

DOC ID: 1188

Fountainhead at Holly Hill Project in Review

PowerPoint presentation - Fountainhead at Holly Hill Project in Review.

The Fountainhead at Holly Hill Project in Review



Executive Summary

- Discussions began in April of 2015
- Former Holly Hill Middle School site
- The Fountainhead at Holly Hill
- 25-acre corporate campus for Synergy Billing & related companies
- 100 jobs brought to Holly Hill within 12 months
- 500 jobs brought to Holly Hill within 10 years

The parties **share** the **goals** of:

- Increasing the tax-base
- Creating jobs
- Helping the City of Holly Hill to maximize its potential



This project will bring to the City:
100 jobs within 12 months
THAT EQUALS
500 jobs within 10 years



Who is Jayson Meyer?

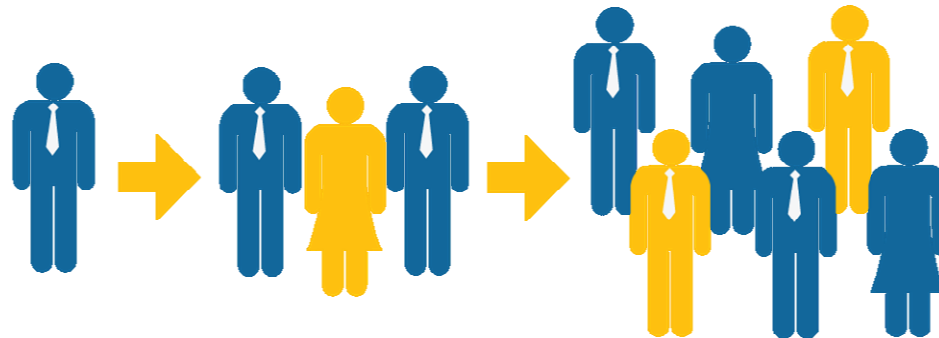


- Native of Volusia County – Committed to Volusia County
- Husband and father of four raising his family in Volusia County
- Started first company more than 16 years ago
- First office space in Holly Hill, at The Office Place
- Founded Synergy Billing in 2006
- Has resisted efforts to recruit him to other employment centers or suggestions to “offshore” jobs to other countries
- Committed to providing local jobs that pay livable wages
- Passionate advocate for the health care needs of the community



What is Synergy Billing?

- Founded in 2006 to provide revenue cycle management, provider credentialing, and training for Community Health Centers across the nation.
- 400 % growth over last three years
 - Inc. 5000 - #1071 of fastest growing companies in America
 - GrowFL – one of only 50 “Companies to Watch”
- Currently, nearly 100 jobs
- Strategic plan projects 500 jobs within 10 years
- Average pay is double minimum wage
- Six-month client waiting list
- Synergy Billing Academy – 100 students in first two years
- Current offices on LPGA car



The Fountainhead at Holly Hill

- Campus-like setting, expansive open environment
- Headquarters for Synergy Billing
- Facility for Synergy Billing Academy
- Community Health Center
- Daycare Center
- Residential component
- Employee amenities – fit



The Fountainhead at Holly Hill





Workforce Housing

- Campus housing is planned for future at The Fountainhead at Holly Hill, but is not in the immediate future.
- The housing is designed to help new graduates of the Synergy Billing Academy and to serve as a stepping stone for individuals just starting their career.
- While initial discussions centered around market-rate housing, the Developer's feasibility analysis revealed that market-rate housing is not viable in the area where the property is located.
- While the housing would be open to everyone in the community, Synergy employees and students would have the first option.

The Developer and Synergy Billing are committed to the success of the overall project. While workforce housing is an important piece, it isn't the only piece. Regardless of whether workforce housing is successful, we are committed to the City of Holly Hill.



Workforce Housing, cont.

Residents are
gainfully employed

60% to 120% of
Area Median
Income (AMI)

Median housing
costs are out of
reach of this
group: police
officers, fire
fighters, teachers,
nurses

Rental costs should
not be more than
30% of household
income

Affordability is
relationship
between income
and area housing
costs

Located in or near
employment centers
Reduces traffic
congestion,
“urban sprawl”

Improves quality of
life for residents
and families

Emphasis on
quality

Plays an important
role in growing
America's middle
class



Workforce Housing Around the Nation



Sources: Urban Land Institute, US Dept. of HUD, Natl. Housing Conference, Natl. Board of Realtors



A Bright Future for Holly Hill and for Synergy Billing

“Economic development is the process of improving the economic health of a city, region, or the state by bringing together its assets, resources, and political action into the strategy to bring wealth and prosperity to the area. The goals of our economic development program are business retention and business recruitment...Our economic development goals are in alignment with the City’s goals and reflect our local culture. They are a direct connection to the basic concerns and aspirations of our citizens.”

<https://www.hollyhillfl.org/business/economic-development-2>

We share those highest aspirations, for the citizens of the City of Holly Hill and for the people of Synergy Billing.



Thoughts, Comments, Feedback.

