

**REQUEST FOR ESTABLISHMENT
OF A
DAYTONA BEACH COMMUNITY COLLEGE
SPECIAL PURPOSE CENTER
IN SOUTHWEST VOLUSIA COUNTY
TRI-CITIES AREA**

*Proposal to the State Board of Community Colleges,
the Chancellor of the Division of Community College
and the State Board of Education.*

By

Peter X. McCarthy
Vice President for Administrative Services

Daytona Beach Community College
1200 West International Speedway Blvd.
P.O. Box 2811

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Executive Summary

Purpose:

The Daytona Beach Community College (DBCC) Board of Trustees and administration, with the financial support of the Volusia County Council, the City of Deltona, the City of DeBary, the City of Orange City, the Chamber of Commerce of West Volusia and the Daytona Beach Community College Foundation, Inc. will plan, develop, and construct a Special Purpose Center on Veterans Memorial Parkway in southwest Volusia County to serve that part of Volusia County known as the Tri-Cities Area, centered between the cities of Deltona, DeBary and Orange City, approximately three miles from the interchange of Interstate 4 and State Road 472.

Need:

The Southwest Volusia County Special Purpose Center, hereafter referred to as the “Center” serves a population of 63,000 within a fifteen minute radius of the Center. This area of Volusia County is both underserved in higher-educational facilities and services, corporate training facilities and services, cultural arts facilities and services and conference/convention facilities and services. The local municipalities, county government, local Chamber and DBCC have come together to propose this joint-use, partnership effort project. The construction of the facility will be funded entirely by local effort, private contributions, corporate partnership and matching funds via the Community College Facility Enhancement Challenge Grant. DBCC will serve the partnership as fiscal agent, owner of the land (150 acres being transferred to DBCC from Volusia County) and will hold title to the facilities and contents. DBCC will be responsible for providing corporate training (technical, industrial and service) and jointly provide cultural events, exhibits and services at the Center. In addition, DBCC plans to expand both its Hospitality Management and Culinary Arts Management programs to this site, potentially in partnership with a major hotel/motel corporation to provide a site for national training of corporate staff. The growth in the area is projected to continue at its current rate of 38% over the next ten-years.

Objective:

To build a new Center that will take care of unmet corporate training, higher-educational needs and cultural needs of the local citizens and provide an adequate facility to meet the current demands of these programs and services. This facility will serve to increase the opportunities for higher education to an underserved population so they can achieve the education they need to be able to find better employment and partake in our society as productive citizens.

Implementation:

The County of Volusia is transferring to the DBCC three-quarters of a 204 acre tract of land (acquired by Volusia County in 1991 for \$2,194,500) and the Tri-Cities municipalities, Chamber and DBCC Foundation, Inc. will fund, (estimated construction cost of \$22.3 million), construct, (via DBCC and the appropriate educational facilities construction process) and transfer title of the 140,169 GSF facility to DBCC. The Center will consist of 82,389 square feet of multi-purpose, conference/convention and stage space; 9,800 square feet of cultural arts space; 27,500 of culinary/kitchen space; 17,480 square feet of educational/corporate training space and 3,000 square feet of administrative space. The plan will provide for 400-500 paved parking spaces and support facilities

**Criteria Specified To Establish a Special Purpose Center
Section 1001.02(7)(e) Florida Statutes and
STATE BOARD OF EDUCATION RULE 6A-14.0061**

Criteria “A”: The proposed Special Purpose Center is a part of and consistent with the long-range master plan of the College.

This proposal of a Special Purpose Center in the Southwest Volusia County, Tri-Cities Area is a part of and consistent with the long-range master plan of Daytona Beach Community College’s “DBCC 2007 – A Golden Opportunity” Strategic Plan . (Appendix A) The College’s master plan renews the long-time commitment to “serve communities in Volusia and Flagler Counties through Educational Centers and specialized programs” and to “identify, assess, and meet community needs to promote open access to the college.” This includes increasing learning options, including life-long learning consistent with quality education, support of area economic development initiatives, corporate training and the promotion of cultural activities and enhancements. Sixteen of the College’s Goals and Objectives are addressed by the planned programs and activities of the Center. (Goal 1. Objective a., Goal 3. Objectives b. and d., Goal 4. Objective e., Goal 5. Objectives a., c., d., e. and i., Goal 6. Objectives a., b., c., d. and f., and Goal 9. Objectives f. and g.)

In addition, the College’s Annual Institutional Plan 2004-2005, addresses specific, immediate Goals and Objectives that will be addressed by this project. (Goal A., D. and Objectives 4., 5., 7. and 10.) (Appendix B)

Criteria “B”: The new instructional and support services are necessary to adequately serve the community college district.

Daytona Beach Community College (DBCC) is committed to providing the highest degree of excellence academic programs and community services. The clear and continuing corporate training needs and cultural affairs in the southwest region of Volusia County is significantly addressed by the Center. This project, the culmination of an unprecedented collaboration of four public governmental entities, DBCC and its foundation, the Chamber of Commerce and most importantly the community and area business and industry, has brought together the resources, manpower and imagination of the community leaders to serve the needs of the greater community.

The Daytona Beach Community College (DBCC) Board of Trustees has approved the establishment of the Center and strongly encourages the ideals, plans and initiatives of the project. (Appendix C). Additionally, the Volusia County Council and each of the city governments of Deltona, DeBary and Orange City, have entered taken formal action and entered into a formal Inter-local Agreement to establish this partnership. (Appendix D and F).

A comprehensive Market Analysis and Project Plans were developed by the Partnership with the assistance of HuntonBrady Architects, (Appendix E), which provides the necessary justifications for the Center.

Each of the partners is committed to the project and has taken formal actions to implement this partnership.

Criteria “C”: Projected enrollments at the Special Purpose Center justify the need for this additional site.

The projected enrollments at this Special Purpose Center will be limited to corporate training and potentially post-secondary vocational and post-secondary adult vocational programs in the hospitality and culinary disciplines. Considering to proximity to Interstate 4, the I-4 Technology Corridor and median point between Daytona and the Orlando/Central Florida markets for both the high tech industry and the tourism industry, we feel that the Center will attract a myriad of businesses and individuals seeking use of the facility and the services the Center provides. (See Market Analysis, Appendix E).

The Center offers programs, courses and seminars for workers seeking continuing education credits to maintain licensure or certification, as well as for corporate CEO’s seeking performance improvement services or job-specific training for employees. Courses and services can be customized and delivered at any location. Listed below are some examples of course offerings and services.

Licensure Education for Insurance Agents

- Life, Health and Variable Annuity Agent
- General Lines Agent (Property and Casualty)

Licensure Education for Real Estate Salespersons and Brokers

- 63-Hour Introduction to Real Estate Principles and Practices Course I
- 72-Hour Real Estate Broker’s Course II

Examination Preparation for General, Building and Residential Contractors

- Contractors Exam Review
- Construction Blueprint Reading
- Estimating

Mandated Continuing Education for Licensed or Credentialed Professionals

- Life, Health and Variable Annuity Insurance Agents
- General Lines Insurance Agents
- Real Estate Salespersons
- Real Estate Brokers
- General, Building and Residential Contractors
- Tax Practitioners
- CPA's
- Continuing Legal Education (CLER)

Criteria "D": Facilities at existing campuses are substantially complete and utilized

DBCC has no existing facility in the Tri-Cities area to serve the training and conference needs of the community. While each of DBCC's campuses will continue to grow and expand as the population base expands, these same facilities are currently over-utilized and/or do not possess the structures to meet the needs of the Center.

The Center will be DBCC's first facility designed to meet the specific needs of the corporate/governmental and cultural needs of southwest Volusia County.

Criteria "E": The proposed expansion is in conjunction with the other educational agencies within the community college district and adjacent to the district.

This partnership is a model of cooperation among the educational and governmental entities in the district. The survey conducted by HuntonBrady, Architects, included Stetson University, the only institution of higher education in the immediate area who offers any related programs to those proposed at the Center. Programs offered at Seminole Community College would not be convenient to this southwest Volusia County site. Growth in the Heathrow area of Seminole Community Colleges (SCC) district should provide SCC sufficient workload in the corporate training area. SCC has been presented a requested letter of support, similar to DBCC's support of the SCC Heathrow site. (Appendix G)

Criteria "F": Alternatives to the proposed expansion.

DBCC currently conducts corporate training either on-site at the corporations location or in inadequate facilities, (a converted office building), in Daytona Beach. Neither of these solutions is appropriate, nor conducive to the expectations of the corporate clients.

EXCEPTIONS TO THE CRITERIA:

The Center fully meets the criteria established to be identified as a Special Purpose Center and no exceptions to the Criteria are apparent.

APPENDICES

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