



Plan would convert former Holly Hill school into 'Google East' office park

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HOLLY HILL - The former school property on Center Street just north of LPGA Boulevard may appear nondescript, but Jayson Meyer sees in it a golden opportunity.

The owner of Daytona Beach-based Synergy Billing envisions turning the 25-acre former Holly Hill Middle School property into a "Google East"-style office park, similar to those in Silicon Valley.

His proposed park would include a headquarters complex for his growing company as well as a medical billing school, a community health clinic, a daycare center, a fitness center, a business incubator and possibly even a restaurant and apartments for employees and their families.

"The concept is a live-work-play-type thing," Meyer said.

The name for the proposed multi-building park is The Fountainhead at Holly Hill.

"A fountainhead is where a stream starts," said company spokeswoman Jeannette Duerr.

"Jayson's vision is for it to become a wellspring for a river of prosperity into Holly Hill."

Since founding Synergy Billing in 2006, the company has grown from a three-person operation to 85 today, more than double what it employed a year ago. Revenues have grown 400 percent over the past three years. Meyer said he expects his company's workforce to exceed 100 by year's end.

The company, which provides medical billing services to nonprofit community health centers throughout the country, has relocated twice since its founding and is running out of room at

the nearly 10,000-square-foot office space it leases in the Tomoka Commerce Center at 1410 LPGA Blvd.

While Meyer could solve his company's immediate need for extra room on a short-term basis by simply leasing a bigger office space, he said he would like to find a permanent home for Synergy Billing, which he said he plans to grow to 500 employees by the end of 2020.

"We're really ready to plant some roots in the community," Meyer said.

Meyer said he is interested in buying the city-owned former school property and immediately begin renovating the two existing buildings: a former media center that would become the new home of the Synergy Billing Academy and a gymnasium that would become office space.

Meyer said he has dubbed the initial development "Phase Zero because we needed the space yesterday."

Meyer said his goal is to move his company into the existing buildings by the end of 2016, with plans to immediately begin construction of an adjacent 70,000-square-foot class A office building that would become the permanent headquarters for Synergy Billing.

Ormond Beach architect Ben Butera has been hired to design the project, which is still in the early planning stage.