

Economic Development Advisory Board Meeting December 5, 2018

1. Southeast Volusia Marketing Initiative – SEVC Website going live!

The SEVC Website will be the cornerstone of the initiative to market the tri-community (NSB-Edgewater-Oakhill) as the gateway to the Space Coast. The initiative is intended to attract businesses and industries related to aviation, aerospace, and eco-tourism with a “Wild Blue Yonder” tagline. The site, as constructed, allows for ease of integration with the larger entity efforts to promote the area. The site will be managed by the SEVC Chamber as they are a neutral party.

The presentation of the final build of the website focused on the messaging and how the attributes of the area are to be presented to potential businesses. Prominent on the website are the following:

- Proximity Daytona and The Space Coast
- Transportation (Rail, Interstate Highways, Port)
- Workforce
- Way of Life (The Good Life)
- Sites

While there was considerable debate on how to present the region in a “30 Second Elevator Pitch,” the consensus was it was better to go live than strive for perfection with a project which has been in the works for three years. And given the Website will be subject to regular updates, there will be ample opportunities to tweak the message to better capture attention and draw people to read the information rich site.

To view the full Marketing Initiative Plan, click the below link:

<http://newsmyrnabeachfl.iqm2.com/Citizens/FileOpen.aspx?Type=1&ID=1101&Inline=True>

2. Economic Update from Tony Otte

The biggest update from the Economic Development Newsletter was the Sun Coast Roofing closing on the old Chevrolet dealership property on US 1. Not only will they be relocating offices from their current location at Mary Street & US 1, they will also be consolidating another regional office to NSB. Plans are also in the works to lease the old service bays to another business to be determined.

Also, Daytona State College announced that they will be providing Computer Numerical Control (CNC) training at the NSB/Edgewater Campus beginning in January. This type of training is critical for high tech manufacturing firms in the area, and other companies we are trying to attract. The plan is to offer this training to high school students at no cost as part of the NSBHS curriculum.

The December Economic Development Newsletter can be read in its entirety at the link below:

https://docs.wixstatic.com/ugd/c41648_0001dd7c84704a608bb1ebaa0998448f.pdf