Economic Development Newsletter

November 2019

You are Cordially Invited!

The Economic Development Advisory Board is scheduled to complete the Economic Development Strategic Plan Update on November 20!

The Economic Development Advisory Board will meet on Wednesday, November 20, at 6 pm in the City Commission Chambers with the primary agenda item of reviewing the final draft of the City's Economic Development Strategic Plan Update for 2020. The plan contains:

- the results of monthly meetings with business owners from April thru October, attended by 122 unique business representatives. The meetings were hosted jointly by the City and the Southeast Volusia Chamber of Commerce to hear speakers and respond to questions such as how the City and the Chamber can have a positive impact.
- The results of interviews with over 15 business owners representing all six industry sectors targeted for expansion and attraction (aviation/aerospace; creative class; manufacturing; medical; professional; recreation).
- An update of the 2016 plan's three sections:
    - Who We Are
    - Vision: An Enhancement of Who We Are
    - The Action Plan

At the October 16 meeting the Economic Development Advisory Board directed that the Action Plan be organized to clearly indicate which actions would be taken by the Economic Development Advisory Board and staff, and which are recommendations for action by others. For example, a key recommendation is to have City Planning staff develop and bring forward a new "overlay" zoning district for US 1 which will allow, as a permitted use, a broader variety of business types including craft and artisan food and beverage manufacturing, food processing, and the production of personal care products, all of which would typically be considered light manufacturing; however, the growing awareness of New Smyrna Beach as an exceptional location for food, beverage, and recreation experiences is attracting interest from those business types - and US 1 locations need to be positioned to quickly take full advantage. The current zoning and land development regulations for US 1 need to be addressed now to facilitate the improvements sought by these and other current market interests.

This change in US 1 land development regulations – and the revision of the County's resolution for the Community Redevelopment Agency (CRA) to facilitate private property improvement grants – together provide the best path toward the long-awaited redevelopment of US 1.
Another recommendation in the Plan is to prioritize City Economic Development efforts on strengthening small businesses - by connecting small businesses to the resources available to help them grow (see the last page of this newsletter), assisting in navigating the permitting system, helping business start-ups, encouraging sustainable business practices, and exploring the concept of "franchise – free zones". Small, independent businesses are the heartbeat of the City's business community and one of the City's "signatures" - things that positively distinguish New Smyrna Beach.
You are cordially invited to attend this important meeting and help shape the plans for the City's future Economic Development. The final plan is scheduled to be presented to the City Commission on December 10.

Announcements!

- Watch for the announcement of the opening of The General Public House at the corner of Canal St and N Orange Ave. The General Public House is a successful Winter Springs restaurant that will be opening a second location in the space formerly occupied by the Half-Wall. The restaurant's website (www.generalpublichouse.com) notes that "The General Public House has established itself as one of Central Florida's top farm to table restaurants focused on providing exceptional southern cuisine made with local Florida ingredients."

- Congratulations to Big Joe's Subs on Canal St at US 1 for their expansion that doubles the size of the restaurant! The restaurant has expanded into the adjacent store space and is open five days a week 10- 6, and Saturdays 10-4.

- The Second Wednesday Club: **Lou Paris, Assistant Director of Stetson University's Prince Entrepreneurship Program will be the featured speaker at the next meeting**: Wednesday, November 13, 5:30 pm, at the Half-Wall Brewery, 1887 SR 44 next to the Harley Davidson store. The Second Wednesday Club is a small business owner and start-up meet-up held the Second Wednesday of each month (except December). Order off the menu & pay for your order. No reservations required! Check out the group's Facebook page: https://www.facebook.com/Second-Wednesday-Club-of-Southeast-Volusia-2048020132078476/. Contact: Jim Long at 386-402-0071.

Private Property Projects

- The Posh Pineapple at 330 Canal St is expanding! Renovation is now underway.

- Riverwalk Condos, NW area of North Causeway: construction continues on several buildings. One of the units was featured in the most recent Parade of Homes.

- Canal Street Pavilion: the former movie theatre space on the NE corner of Canal and Orange has been renovated. Owner Dick Rosedale has one office space upstairs still available for lease: 956-0668.

- New Commercial Building at 701 E Third at Saxon (east bound side of street): two units left to lease for professional office, retail, or restaurant: 690-1636.

- Blue Ocean Dermatology is constructing two professional office buildings at the NE corner of W Canal and Duss St.

- Beacon Apartments at SR 44 and Glencoe Rd (SW corner): Development with 253 apartments, now under construction.

- Assisted Living Facility, 115 Washington St in Canal St area on Alba Court site: 104 bed facility now under construction.

- Tabby House mixed use development between Canal St & City Hall: 11 of the 17 lots are either complete or under construction.

- A Hyatt Place Hotel is being planned in the former Outback Plaza across from Norwood's on Third Ave. Construction plans are being finalized.

- A Tractor Supply Store is being planned on SR 44 at Corbin Park Road.

City/County/State Projects

- The "Weeping Mortar Building" North of City Hall: This major renovation project is now underway and is scheduled for completion in about 12 months. The parking lot east of the building will be closed during construction. Following renovation this building will house the City Commission Chambers, and the Planning, Engineering, and Building departments which will move from their current location at 2650 US 1.

- New playground equipment at Pettis Park: Staff anticipates this project will be complete in early January.

- FDOT project on US 1, from Julia to Andrews with significant work at the Canal St intersection: now under construction; completion scheduled for summer, 2020.

- 5th St. Bridge Replacement in coordination with FDOT: in design.

- Alonzo "Babe" James Community Center Splash Pad: This project is moving forward with bidding. It is anticipated that the Splash Pad will be complete by late summer, 2020.

- Women's Club Building Improvements: in design.

- Old Fort Park Wall: design complete, bidding soon; partial grant funding approved.

- Public Parking lot to serve Pettis Park and the Black Heritage Museum: Property at the SE corner of Duss and Jefferson Streets has been purchased by the City's CRA for the planned construction of a public parking lot. The project is now in the final stages of design.

- Affordable Housing: FIRST DUPLEX COMPLETE at the corner of Julia and Dimmick Streets, a partnership with the NSB Housing Authority, Volusia County, and the City of New Smyrna Beach CRA. A second duplex is being planned.

- Brannon Civic Center: this "signature" New Smyrna Beach facility is available to rent for your event, meeting, or seminar! Call Shonna Green, Center Manager, at 410-2880 or go to http://www.cityofnsb.com/126/Rental-Facilities. The website includes room capacities and rates.

BUSINESS RESOURCES FOR YOU!

- Florida Virtual Entrepreneur Center: a valuable website for start-ups and small business owners. The City of New Smyrna Beach is a FLVEC member, so entrepreneurs within the City can have a profile posted on the FLVEC website, no charge. Contact: www.flvec.com/Volusia; or call 386-310-8781.

- City of New Smyrna Beach: free pre-application meetings with the City's development review team to help ensure compliance with the City Land Development Code and Building Codes; information on residents in 1-3-5 mile rings needed for business plan preparation; traffic counts on county and state roads, and other useful business information. Contact: Tony Otte CEcD: totte@cityofnsb.com or call 566-3941.

- SCORE offers business training classes and individual, confidential business consulting including start-ups. Contact: Lillian Conrad CPA: 409-7881; Website: www.volusiaflaglerscore.org.

- Daytona State College Small Business Development Center: offers services for established businesses. Website: www.sbdcdaytona.com or call (386) 506-4723.

- New Smyrna Beach Visitor's Bureau offers web listings for tourism industry partners on the Visitor's Bureau website; restaurants with a Facebook page should forward automatically to the Bureau's "Eat" section. Contact David Villegas david@visitnsbfla.com

- Business Planning and Development Information available from the City: includes resident data in 1-3-5 mile rings from a store location; traffic counts; site analysis for expansion. Contact Tony Otte: 566-3941 or totte@cityofnsb.com.

- The Southeast Volusia Chamber of Commerce: provides many valuable opportunities for training, networking, and special events. Contact: Sue Williams: 428-2449, SWilliams@sevchamber.com; www.sevchamber.com

- Volusia County Department of Economic Development: various business expansion services including exporting assistance. (386) 248-8048; www.floridabusiness.org

- Innovate Daytona: this 501(c)(3) group serves all of Volusia County with activities including the weekly One Million Cups in Daytona. Website: www.1MMCDB.com.

- Daytona State College: offers free business seminars. Website: www.daytonastate.edu/cbi/ Contact Joanne.Parker@Daytonastate.edu or (386) 506-4224

- Online Business Research Tool: users can create customizable report content with information about demographics, employment, housing, spending, and education. Learn more at https://tinyurl.com/y94kmjru

- Assistance with hiring employees: Career Source Flagler Volusia: (386) 323-7001, website: www.careersourcefv.com/

For further information contact Tony Otte CEcD: totte@cityofnsb.com; 566-3941

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