

Economic Development Advisory Board

November 18, 2020

Members present: Valli Perrine, David Score, Steven Minkin and Andrew Bossard. Members absent: Kevin Kyle and Lillian Conrad.

There were two items on the agenda that were presented by Chris Edwards, Economic Development & CRA Director.

NSB Small Business Forum ([View presentation HERE](#))

Background: The Economic Development Director, Chris Edwards, collaborated with Visit NSB, Florida Virtual Entrepreneurship Center, and the Volusia County Economic Development Department on a presentation for NSB small business owners and partners on topics such as marketing strategies, COVID related grant funding availability, and ideas on city policies etc. The presentation was made November 6 to over 50 small business owners and partners. There were comments about the business climate, formula businesses and how the city plans to deal with the threat these businesses present to existing small businesses.

Possible post-forum plans include but are not limited to the following:

- Collaborate with area commercial realtors etc. to develop a database of available or underutilized commercial properties.
- Develop some kind of digital concierge or small business kiosk service that will supplement a strategy to assist NSB small business as those owners engage with City departments.
- Create a private-public partnership
- Encourage home grown vs. formula businesses
- Create business friendly environments
- Provide demographic and market study data
- Provide Small Business Liaison services for new and existing small business owners and business advocacy groups

Discussion centered on the need to better leverage technology in working with both new and potential entrepreneurs. Mr. Edwards also emphasized the fact that a central clearing house for demographic data was critical in executing on the findings of the report and stressed the importance in continuing to work with neighboring Edgewater and Oak Hill due to limitations on available properties in NSB.

Land Lease Development:

Background: Pursuant to the current City of New Smyrna Beach Economic Development Strategic Plan and Airport Master Plan, staff has been working with Airport management to develop a strategy for site specific land lease development. Staff recommends issuance of a Land Lease Development Request for Proposal (RFP) for the City of New Smyrna Beach Airport. Staff is working on a timeline to identify specific properties and develop a draft RFP that will be provided to the Airport Advisory Board and Economic Development Advisory Board for consideration and recommendation to the City Commission for approval.

Chris Edwards proposed that the board consider creating an RFP to lease five acres of Airport property at the corner of Industrial Park Ave and US 1. There are also several vacant properties within the Airport Industrial Park. With the afore discussed shortage of property for development, the property within the Airport represents an attractive option for growth. Target businesses would include Corporate Hangers or manufacturing related to the aeronautics industry. Mr. Edwards is committed to developing a draft of the RFP by March 1st. He also reminded the Board that December 11th is the deadline to submit applications for a Small Business Grant.

The next EDAB Meeting is scheduled for December 16th, tentatively planned for City Hall.