



Economic Development Strategic Plan Updates

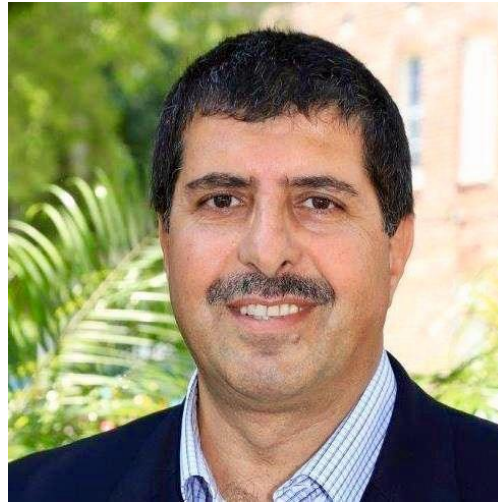
**ECONOMIC DEVELOPMENT ADVISORY BOARD
ECONOMIC DEVELOPMENT STRATEGIC PLAN WORKSHOP
THURSDAY, OCTOBER 28, 2021
BRANNON CENTER**



GREETINGS FROM OUR MAYOR & CITY COMMISSION



GREETINGS FROM OUR CITY MANAGER



Khalid Resheidat, City Manager

SPECIAL THANKS TO OUR WORKSHOP PARTNERS



Economic Development Advisory Board (EDAB) Members:
Kevin Kyle, Valli Perrine, David Score, Andrew Bossard, and Lillian Conrad



Michael Zaharios, Zaharios Enterprises LLC
Workshop Facilitator



SEV

SOUTHEAST VOLUSIA
MANUFACTURING & TECHNOLOGY COALITION
VOLUSIA COUNTY, FLORIDA USA

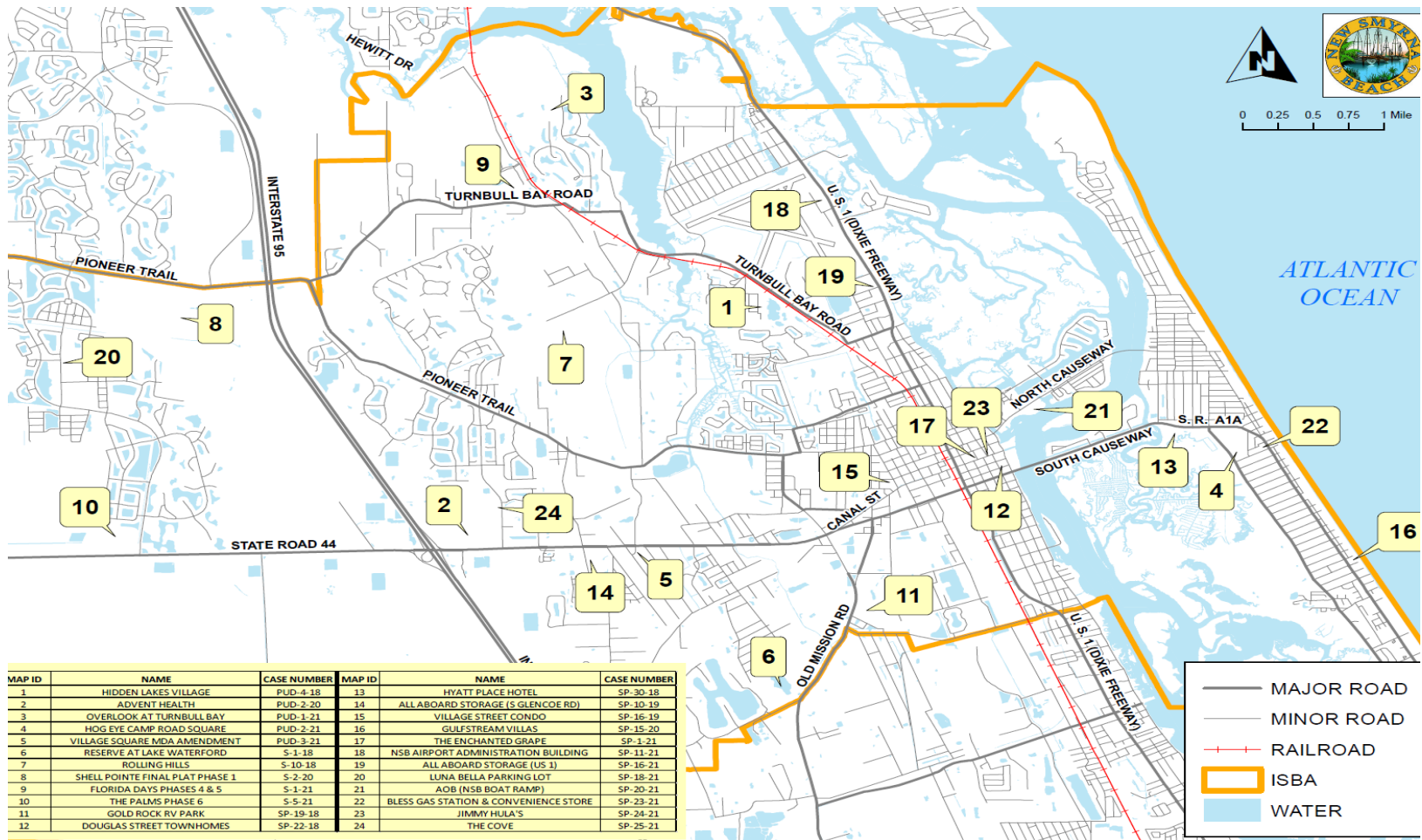


VISION STATEMENT FROM 2009...

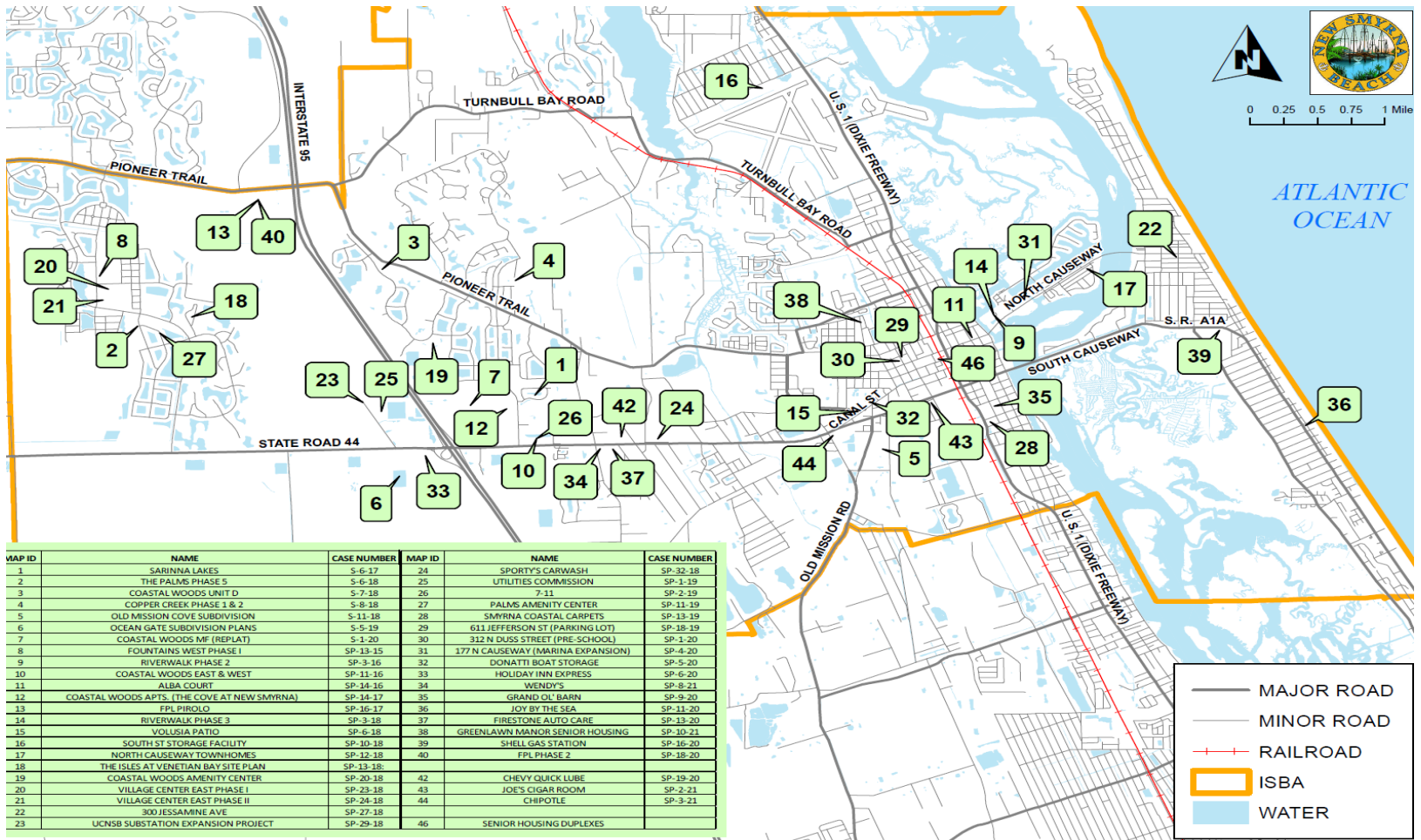


- “We will build an attractive City that offers unique exceptional opportunities for her citizens and lifestyles that embrace an enhanced quality of life. Our walking-friendly City with her beautiful waterways will engender diverse recreational and economic opportunities for people of all ages. Job opportunities will abound throughout our industrial centers and downtown areas. Beautifully landscaped corridors with attractive signage will refine our city with a well maintained road system and a transportation network, including train and air transportation.
- Our City will boast of sustainable business corridors and office parks. We will possess a hospital district and be a hub for educational enhancement through our schools and colleges. Through our diligence our city will grow and be a place in which people want to live.
- Our partnerships with educational institutions, governmental entities, community and cultural groups will further be a testament to being responsive to citizens’ needs and proactive in making our vision a reality”

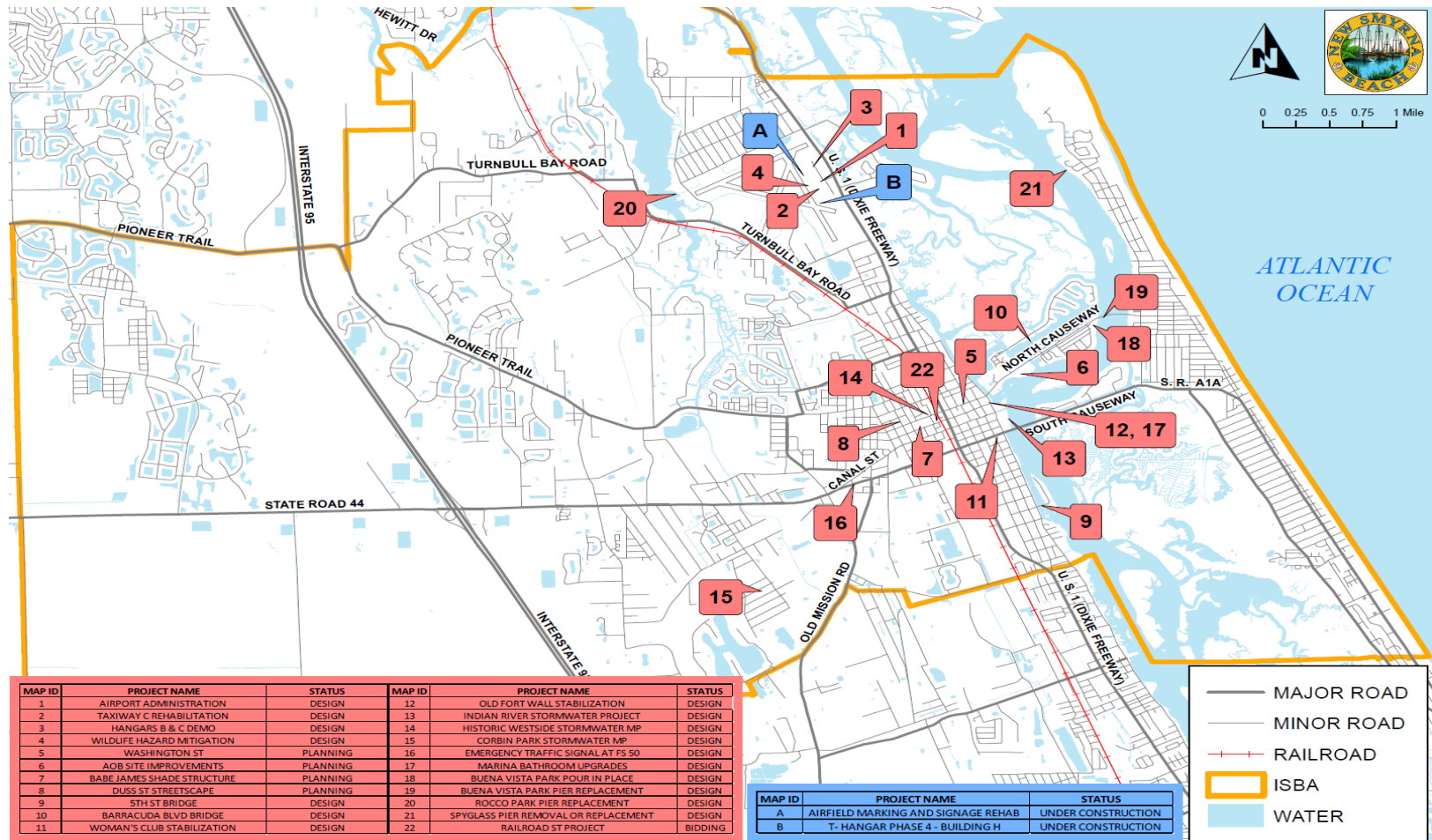
DEVELOPMENT PROGRESS TODAY....



DEVELOPMENT PROGRESS TODAY....



CAPITAL PROJECTS PROGRESS TODAY....



NSB BY THE NUMBERS



- One of the cities in the county with the highest percentage of its tax base in residential values (some commercial/industrial diversification recommended)
- The fourth median value of owner-occupied homes (2020 data)
- Fourth highest annual average households income (2020 data)
- Second highest percentage of Bachelor's degrees (2020 data)
- Fourth highest for the number of available commercial/industrial sites listed on volusiasites.com
- Of all Volusia cities, NSB is at 0.8% with the lowest city tax roll share for industrial properties.
- Per the Comprehensive Plan, Future Land Use Element, the total commercial land use is at 2.48% of total land use and industrial land use totals 2.70%

NSB BY THE NUMBERS

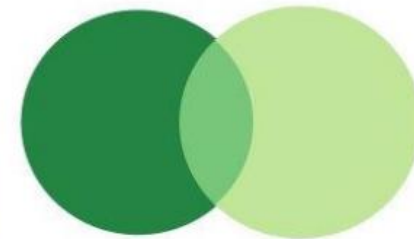
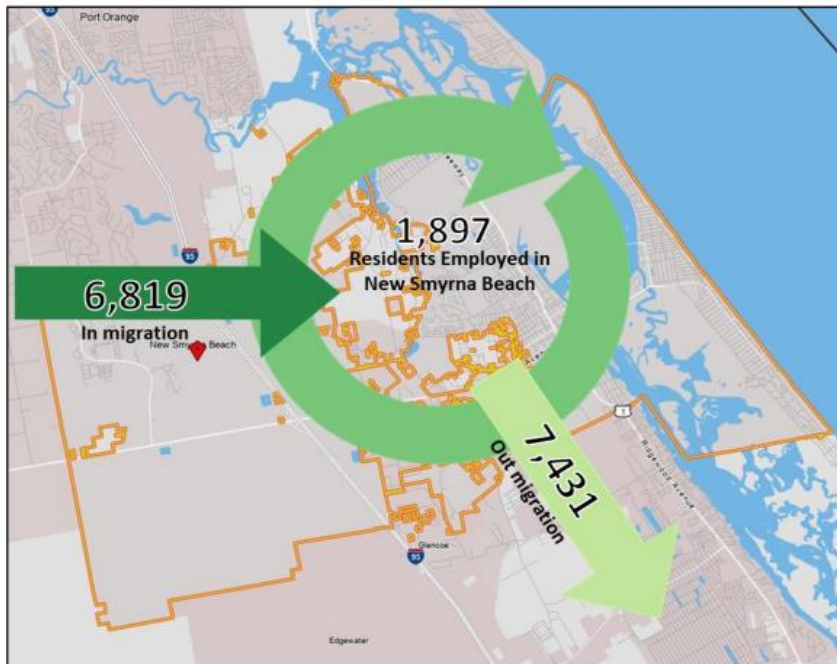


- Top NSB Employers (Largest to Smallest in Employee Size)
 - Advent Health (Industry- Healthcare)
 - Publix (Industry- Retail/Grocery)
 - City of NSB (Industry- Government)
 - Walmart (Industry- Retail)
 - Home Depot (Industry- Retail)
 - NSB High School (Industry- Education)
 - Ocean View (Industry- Healthcare/Nursing Home)
 - Norwoods (Industry – Food/Beverage)
 - Winn-Dixie (Industry- Retail/Grocery)
 - Sugar Mill (Industry- Golf Course)

NSB -BY THE NUMBERS



EMPLOYMENT INFLOW / OUTFLOW – NEW SMYRNA BEACH, FL



6,819 - Employed in Selection Area, Live Outside
 7,431 - Live in Selection Area, Employed Outside
 1,897 - Employed and Live in Selection Area

2018 Inflow/Outflow Job Counts (All Jobs)	Count
Employed in New Smyrna Beach	8,716
Employed in New Smyrna Beach but Living Outside	6,819
Employed and Living in New Smyrna Beach	1,897
Living in New Smyrna Beach	9,328
Living in New Smyrna Beach but Employed Outside	7,431
Living and Employed in New Smyrna Beach	1,897
Net Inflow/Outflow for New Smyrna Beach	(612)

Source: US Census On-the-Map Program – 2018 LODS Statistics

NSB -BY THE NUMBERS



CITY OF NEW SMYRNA BEACH

THE AMOUNT OF TOURISM DOLLARS GENERATED.

From majestic parks to oceanside beaches and sports tourism destinations, visitors are attracted to Florida's natural resources and spend money on food, travel, and lodging during their stay, bringing new dollars and tax receipts into the region.

\$29.6 MILLION

ANNUAL SPENDING GENERATED THROUGH RECREATION AND/OR EVENTS



The estimated direct economic impact of Florida state parks is \$3 billion, generating \$205 million in increased sales tax revenue.*

PURPOSE OF PLAN



- To serve as the “action plan” for the implementation of the Vision Statement and other items within the plan
- (3) Basic Sections of Plan:
- **Who we are**
 - NSB is an arts oriented, historic, beach community – a ocean front destination
 - Based on perception and data
- **Vision: Enhancing who we are and envisioning where we want to be**
- **Action Plan: How do we get there?**

ACTION PLAN UPDATES



- Action Plan Strategy # 1
 - Revise the Volusia County Delegation of Authority Resolution (Resolution # 2014-164) for the CRA and the Capital Improvements Plan
 - **Update: Volusia County Council approved amendment to Resolution 2014-164 through Resolution # 2020-161 at a regular County Council meeting on September 29, 2020**
 - **Approval now allows for private property grants (exterior only capital improvements)**
- Action Plan Strategy # 2
 - Redevelop (3) locations on US 1- principally following the provision of new tools for redevelopment through the US 1 Overlay district and CRA funding authorization for private property grants.
 - Update # 1: In the Spring of 2021, the CRA Board and City Commission approved the implementation of (3) new CRA Commercial Facade/Property Improvement Grant Programs:
 - Adaptive Re-Use Opportunity Grant with a total budget of \$250,000 (no cap)
 - Small Scale Commercial Facade/Property Improvement with a total budget of \$100,000 (up to \$25,000/applicant)
 - Large Scale Commercial Facade/Property Improvement with a total Budget of \$4000,000 (up to \$100,000/applicant)
 - **Grant applications for the CRA Board/City Commission are in progress**



NEW SMYRNA BEACH
COMMUNITY REDEVELOPMENT AGENCY

ACTION PLAN UPDATES



Action Plan Strategy # 2 (Continued)

- Redevelop (3) locations on US I- principally following the provision of new tools for redevelopment through the US I Overlay district and CRA funding authorization for private property grants.
- Update # 1: Staff is working with (5) new businesses that are looking to relocate to US I
 - Retail, restaurant type businesses
- Update # 2: Working to ensure Volusia Sites is updated and reflects opportunities on US I and the Historic Westside
- Update # 3: Staff is collaborating with Development Services on the US I Median Improvement Project. The CRA has allocated \$200,000 toward the project's implementation. Staff anticipates the project starting over the during FY 21/22
- Update # 4: Staff will explore a potential US I Corridor Plan and update to its current Redevelopment Plan.



ACTION PLAN UPDATES



Action Plan Strategy # 3

- Assist in the establishment of three existing in-city business expansions, new business start-ups, or new business locations.
- Update # 1: Staff is working with at least (10) businesses that are working on business expansion project plans.
- Update # 2: Staff worked with Team Volusia Economic Development Corporation to recruit Bajio, a sunglass manufacturer (located off Tionia Road)
- Update # 3: Staff works with the City's New Business/Hotline Coordinator and Business Tax Specialist in Development Services on providing assistance to local existing and starting businesses.
 - Growing interest in establishing mobile businesses (i.e. food, equipment rentals)
- Update # 4: Staff re-designed the city's Economic Development Newsletter
 - Since the issuance of the new re-design in January 2021, new newsletters subscribers has increased by almost 11%. Also, staff is working on a plan to increase subscribership and communications with all active NSB Businesses

NSB | MARCH 2021

IN THE LOOP



City of New Smyrna Beach (NSB) | Economic Development Newsletter



OVERVIEW:

- Economic Development Spotlight
- City/County/State Projects
- Private Commercial Development Projects
- Economic Development Incentives
- Local Business Resources
- Community Information

Economic Development Spotlight

Daytona State College Center for Business & Industry

Offers Skills for Supervising Course

What if you could equip your supervisors to do the work it take to make your company successful? Daytona State College is offering high value, low cost training to empower your company's supervisors.

When: Orientation- March 29, 9-10 AM
Class: April 1-May 20 (eight consecutive Thursdays)
Where: Online

To register and pay online, go to www.TheCBI.com if you are a corporate/government customer and need to arrange billing, please contact info@thebrannoncenter.com

DO YOU WANT TO BE IN THE LOOP?

Email: info@thebrannoncenter.com with your business name and email to join our email subscription list!

MEET IN NSB

Looking to rent a facility for your event, meeting, or seminar? The Brannon Center is your place! Rates are now 50% OFF!!!

Contact Shonita Green, Center Manager at 410-2800 or go to <https://thebrannoncenter.com/venue/>

ACTION PLAN UPDATES



- Action Plan Strategy # 4
 - Increase the number of businesses utilizing sustainability practices and enhance the City's reputation as a resilient, sustainable community
 - Update # 1: city continuing to collaborate with Visit NSB
 - Update # 2: Need to integrate resilience into city economic development plans that address:
 - Plan for vulnerabilities (i.e. Hurricanes, Sea Level Rise, Development, Salt Water Intrusion) Source: Resilient NSB Report- Florida Coastal Management Grant
- Action Plan Strategy # 5
 - Attract new businesses- at least one in our target industry sectors, including short-term schools offering certifications including cooking schools and the arts.
 - Update # 1: This strategy has been achieved, with the recruitment of Bajio, in partnership with Team Volusia Economic Development Corporation (EDC)
 - Update # 2: Staff continues to work on this business recruitment based strategy in partnership with Team Volusia EDC, SEV Manufacturing and Technology Coalition, Visit NSB, Volusia County Economic Development etc.

ACTION PLAN UPDATES



- Action Plan Strategy # 6
 - Facilitate site development for future commercial and industrial location for at least one site
 - Update # 1: City is selling 2650 and 2700 N. Dixie Freeway for \$1.1M to Coastal Claims
 - Update # 2: City continuing to explore other surplus properties for potential sale and/or lease
 - Update # 3: City will continue to explore public/private partnerships to further facilitate commercial and industrial where feasible
- Action Plan Strategy # 7
 - Work with Airport staff to support efforts to extend Runway 11-29 as called for in the Airport Master Plan and to maintain the current 5,000 foot length of Runway 7-25, as well as supporting the implementation of the other items in the Airport Master Plan
 - Update # 1: Staff is working with Airport management on this strategy.
 - Update # 2 : Staff is working with Airport Management, FAA, FDOT, Team Volusia etc. on a plan to issue a Land Lease Development Request for Proposal (RFP) during November, 2021 for selected Airport vacant properties in the Southeast Quadrant.

ACTION PLAN UPDATES



- Action Plan Strategy # 8
 - Increase the number of affordable housing units and improve existing units (either by rehabilitation or demolition and new construction)
 - Update # 1: The City has provided a letter of support for a new Housing Authority Initiative “Move to Work Program”
 - Update # 2: The CRA is providing local funding support of \$425,625 toward the Phase I of the NSB Housing Authority’s Greenlawn Manor Senior Housing Development Project
 - (Florida Housing Finance Corporation Low-Income Housing Tax Credit Program)
 - Update # 3: The CRA funded Phase 2 development an affordable housing duplex off Dimmick St. (at over \$80,000)



ACTION PLAN UPDATES



- Action Plan Strategy # 8
 - Increase the number of affordable housing units and improve existing units (either by rehabilitation or demolition and new construction)
 - Update # 1: The City has provided a letter of support for a new Housing Authority Initiative “Move to Work Program”
 - Update # 2: The CRA has committed \$425,625 toward the Phase I of the NSB Housing Authority’s Greenlawn Senior Housing Project
- Action Plan Strategy # 9
 - Work with the SEV Manufacturing and Technology Coalition to promote Marketing Plan
 - Update # 1: As a member of the SEVMTC committee, staff has produced marketing material to promote to various target industries
 - Target industries include:
 - Aviation and Aerospace
 - Creative Class, including High Tech
 - Light Industry, including Manufacturing
 - Medical
 - Professional Office, including Corporate Headquarters
 - Recreation



SOUTHEAST VOLUSIA
MANUFACTURING & TECHNOLOGY COALITION

VOLUSIA COUNTY, FLORIDA USA

ACTION PLAN UPDATES



- Action Plan Strategy # 10
 - With the Planning Department, support the Farmer's Market
 - Update # 1: City continues to support the Farmer's Market Initiative
- Action Plan Strategy #11
 - Continue to seek funding for Brownfield Assessment Grant Funding
 - Update # 1: The entire NSB CRA has been designated a Brownfield Area.
 - Update #2: The city as part of the Southeast Volusia Corridor Coalition (NSB, Edgewater, and Oak Hill) received a \$600,000 Brownfield Grant
 - Working to identify a professional consultant to assist with the 3 year implementation of the program

Economic Resilience Integration



- Incorporate Resilience Planning (FEMA)
 - Identify which industries are growing and declining
 - Facilitate an environment or ecosystem of support for entrepreneurs
 - Promote industries that align with our community's strengths
 - Develop actionable strategies that identify pre and post disaster actions and responsibilities
 - Align strategies with resources, responsible agencies, and suggested timelines
 - Develop an implementation timeline
 - Examples of resilience planning projects (partnerships are key!)
 - Small Business Preparedness, Business Continuity Planning Strategies
 - Hurricane Resilient Workforce Housing
 - Revolving Loan Fund



REGIONAL ACTIVITY HIGHLIGHTS

- Job Fair at Daytona State College in June 2021 (over 30 SEV employers)
- SEVMTC featured in Florida Trend and Livability Magazine in 2021
- May 17, 2021, NSB, Edgewater, and Oak Hill held a Regional Economic Development Summit
- SEVMTC hosts Space Florida at Brannon on November 9th from 9:30-12pm
- World of Economic Development Finance
- Regional Economic Development Strategic Plan

NSB, Edgewater, Oak Hill Resolutions to collaborate on Regional Economic Development Strategy

- Commercial Space Industry Opportunity Overlay
 - Terran Orbital -\$300M investment with 2,000 jobs at avg. salary of \$84K
 - SEV Supply Chain Opportunities
- Follow Up Regional Economic Development Summit (Tentative schedule: January 2022)

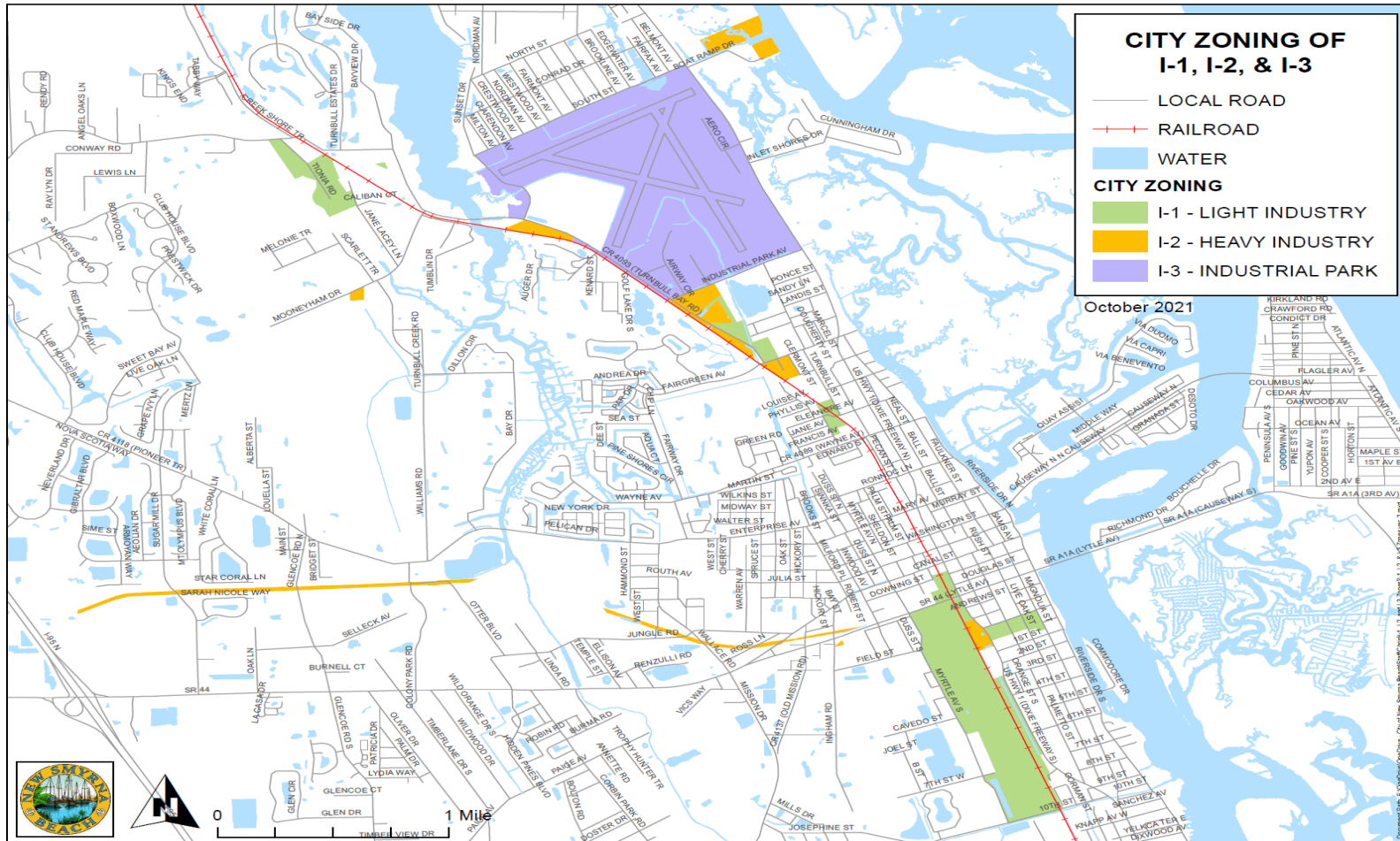


DAYTONA
STATE COLLEGE



REGIONAL ACTIVITY HIGHLIGHTS

NSB Proposed CSIOO



QUESTIONS?



THANKS FOR YOUR CONSIDERATION AND ATTENTION!

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