

Southeast Volusia Regional Economic Development Strategic Plan

A Regional Partnership Initiative
Executive Overview

NSB City Commission Workshop
12/15/2022



Created Through Broad Partnership

- Southeast Volusia Chamber of Commerce
- Southeast Volusia Manufacturing Technology Coalition
- City of Edgewater
- City of New Smyrna Beach
- City of Oak Hill
- Volusia County
- Team Volusia
- CEO Business Alliance
- East Central Florida Regional Planning Council
- Other Key Participants
 - New Smyrna Beach Utilities
 - Local Business
 - Local Residents
 - Education Providers



Extensive Development Process

Convening Key Stakeholders

- SEVMTC Commitment Resolution - 2018
- Engagement/EDA CARES Grant with ECFRPC - 2020
- SEV ED Summit 1 - May 17, 2021
- New Smyrna Beach Economic Development Workshop – October 28, 2021
- City/County Zoning and FLU mapping technical team workshop - July 12, 2022
- SEV ED Summit 2 - February 24, 2022
- Monthly SEV Chamber Economic Development Meetings
- Monthly ECFRPC meetings

Key Resources Utilized

- Mosquito Lagoon RAP – Reasonable Assurance Plan (Water Quality Infrastructure)
- Stakeholder Economic Development Plans (Cities, County, Team Volusia)
- SEVMTC Marketing Plan
- ECFRPC Collaborative Development Process

Achieved Consensus On Common Goals

The focus of this economic development initiative

- Ensure value-added higher paying jobs for today and future generations
- Expand commercial property tax base reducing the burden on local residents
- Ensure the wealth and resilient economic future of our communities
- Improve the quality of life for all

Work together in a collaborative regional approach

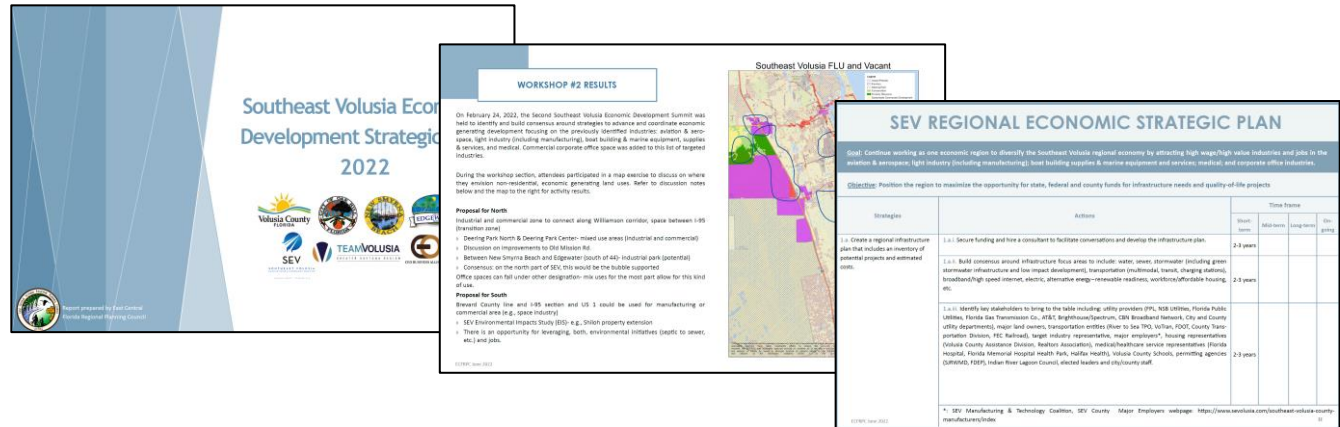
- Recognize the Southeast Volusia geographic unity
- Leverage the unique assets and competitive strengths of each city in the region
- Create jobs by facilitating the creation, expansion and diversification of targeted clean businesses and industries
- Provide a skilled and quality workforce for these diversified businesses to create community economic resilience during times of national and global economic ups and downs
- Protect the region's valuable natural resources and the region's quality of life

Position the region to compete for state and federal grant funding

- Grants for infrastructure improvements, workforce training facilities, industrial parks, business incubators and associated required planning studies

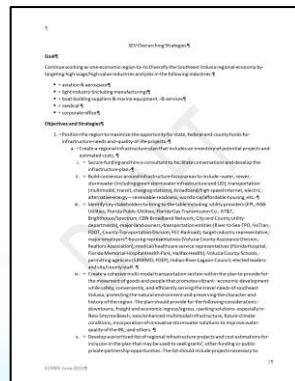
Deliverables Included With The Plan

Published
Comprehensive 34
Page Plan Document



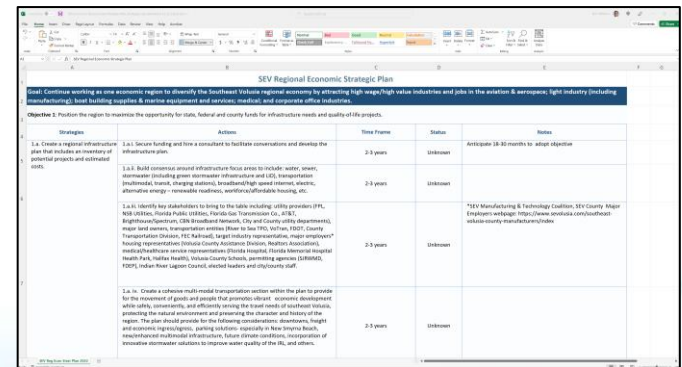
Includes plan narrative
in outline format

- Framework
- Working document
- Can evolve over time



Program
Management
Excel Spreadsheet

- Work Plan
- Track Progress
- Strategies
- Detailed Actions
- Time Frames
- Progress Status
- Notes



NSB Workshop 12/15/2022



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Plan Regional Analysis Topics

- SEV's demographic and occupational characteristics
- Employment profile
- Industry competitiveness
- Economic clusters
- Challenges and opportunities.
- Establishes regional goals
- Five key objectives, and a series of respective strategies and actions for:
 - Preparing for opportunities
 - Pivoting from threats
 - Addressing weaknesses
 - Reinforcing strengths

Organized Around 5 Key Objectives

1. **Regional infrastructure** planning
2. Re-envision geographic corridors/areas to focus on economic generating land-uses (non-residential) and examine **zoning and land-uses** to determine potential for more innovative approaches, beyond mixed use, to facilitate mix of uses including light industrial/commercial/office and residential
3. **Education and workforce** development opportunities
4. Action plans for ongoing **collaboration**
5. Initiatives to elevate the region's **resilience** and ability to **recover** from state, national and global economic events

Wide Recognition For This Collaboration



Dr. Kent Sharples – CEO Business Alliance

“The efforts of this unique collaboration are empowering the Volusia County economic development community with a consistent Southeast Volusia vision enabling us to improve our opportunity to bring high paying jobs to the region.”

1. Recognition from the local Economic Development Community
2. Highlighted in the local newspaper business section
3. Plan received national award nomination

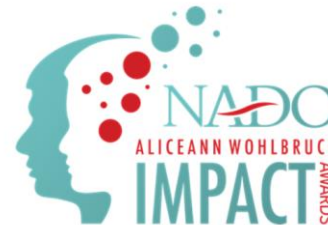
Ready to launch: As space industry grows, officials see opportunities for Volusia County



Clayton Park

The Daytona Beach News-Journal

Published 9:46 p.m. ET Nov. 14, 2021



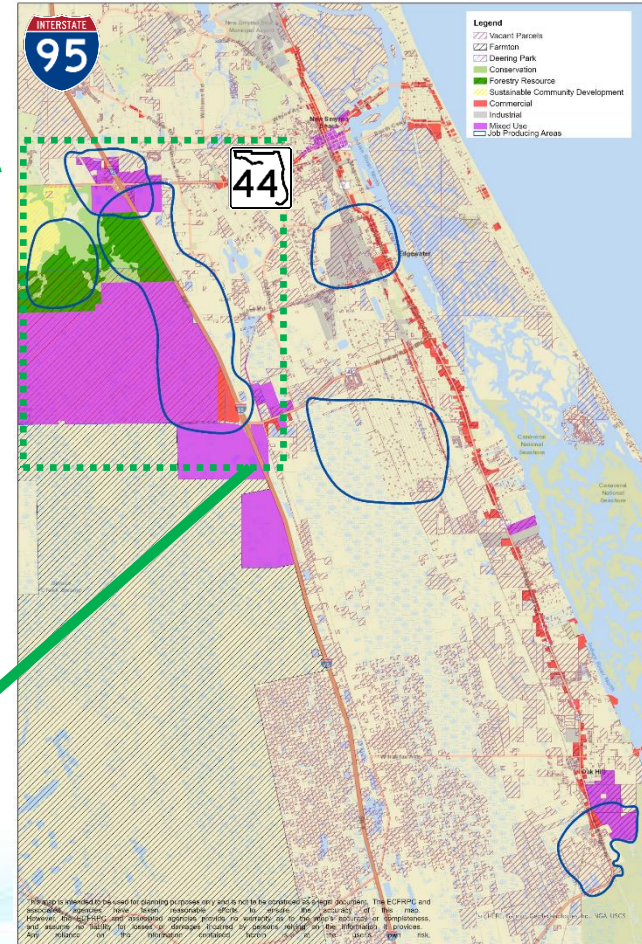
Congratulations! Your organization has received a 2022 NADO Aliceann Wohlbruck Impact Award!

Key Sites For High Paying Jobs

- Brannon Center Summit February 4, 2022
- Key clean industrial/commercial sites for growth identified - broad participation and consensus
- West New Smyrna Beach a key strategic area

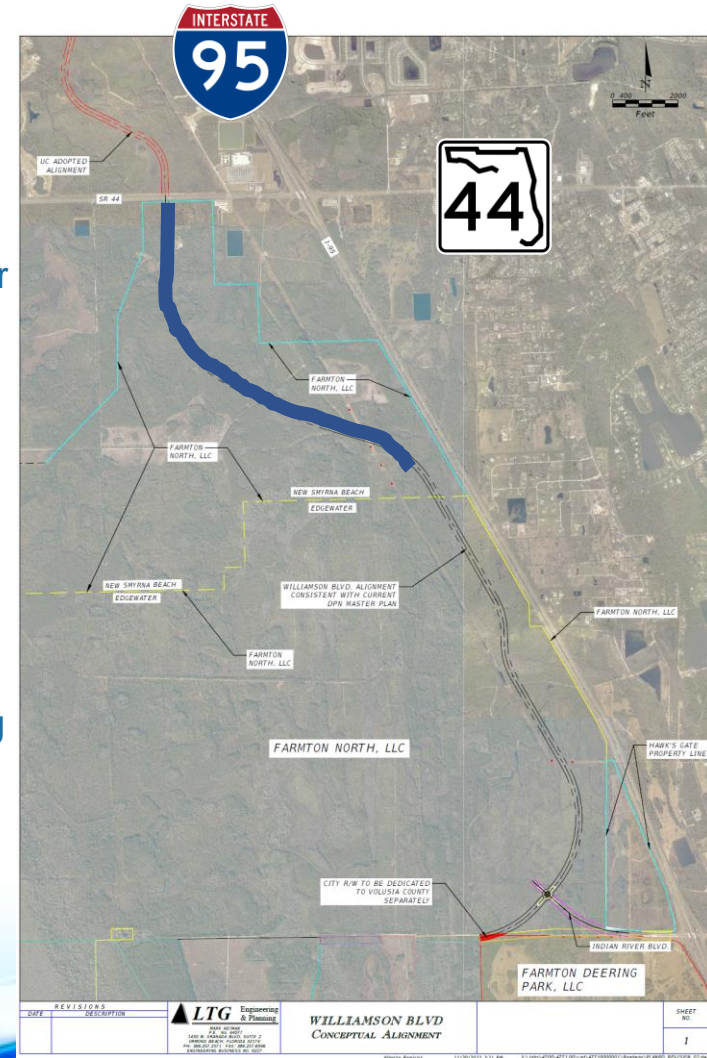


Southeast Volusia FLU and Vacant



South Williamson Blvd Extension

- Right of Way Agreement for the extension of Williamson Boulevard south of SR 44 to Indian River Boulevard.
- **Approved by County Council 11/15/2022**
- Prioritize utilities infrastructure along this corridor to give New Smyrna Beach strategic clean industrial/commercial sites to grow
 - Transportation/Roads
 - Stormwater Plan
 - Power
 - Water
 - Sewer
- Work with landowners to create pad-ready clean industrial/commercial sites
- Position Southeast Volusia to attract high-paying commercial space supply chain jobs



Next Steps

- All 3 SEV Cities **passed** resolutions to accept this plan
- Cities directed staff to:
 - Commit time and effort to **continue to work on this collaborative initiative**
 - Commit to **engage and align** appropriate individual economic development activities with this regional initiative
 - Commit to help **revise** this working/ongoing regional plan as local initiatives evolve
- Cities empowered **SEV Chamber of Commerce** as a key facilitator/convener of this initiative going forward
- **Prioritize West New Smyrna Beach Williamson Corridor** for clean industrial/commercial zoning and infrastructure development to bring high-paying jobs

Southeast Volusia Regional Economic Development Strategic Plan

Thank You

