

NSB | OCTOBER 2023

IN THE LOOP



City of New Smyrna Beach (NSB) Economic Development Newsletter



Economic Development Spotlight

Disaster Preparedness for Businesses

Hurricane season officially started June 1, and ends November 30. Planning ahead for a disaster can save business owners thousands of dollars in lost revenue due to structural damage, content damage, interruption of operations and employee displacement. Did you know that 40% of affected businesses never reopen their doors post-disaster? We encourage all business owners to prepare their business for the season with the Volusia Prepares Business Program Checklist.

To access the checklist, please click the link below:

<https://www.floridabusiness.org/media-center/blog-and-economic-scene/hurricane-preparedness-for-business.stml>



For additional preparedness resources, please click the Disaster Planning Toolkit link below:

<https://floridadisaster.biz/DisasterPlanningToolkit>



OVERVIEW:

- Economic Development Spotlight
- CRA Projects
- Private Commercial Development Projects
- CRA and Economic Development Incentives
- Local Business Resources
- Meeting/Event Information

DO YOU WANT TO BE IN THE LOOP?

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

NEED ECONOMIC DEVELOPMENT-RELATED ASSISTANCE?

Visit the City of New Smyrna Community Redevelopment Agency (CRA) and Economic Development webpages to learn more.

<https://www.cityofnsb.com/500/Business>



NEW SMYRNA BEACH
COMMUNITY REDEVELOPMENT AGENCY

Economic Development Spotlight Cont.

City of New Smyrna Beach Economic Development Task Force (EDTF) Holds Initial Meeting :



From left to right, Task Force member Richard Chambers, CRA/Economic Development Director Chris Edwards, and Task Force members Thomas Bien, Charlie Tagman, John Joaquin, and Jesus Romero.

On Wednesday, September 27th, the Economic Development Task Force (EDTF) held an initial meeting. The EDTF received presentations from Team Volusia Economic Development Corporation (TVEDC), Southeast Volusia Manufacturing & Technology Coalition, Inc. (SEVMTC), and the CRA/Economic Development Director.

The meeting started with TVEDC Research and Business Development Directors **Tywan Arrington** and **Harry Jorgenson** providing an overview of TVEDC business recruitment processes and activities for the County and New Smyrna Beach.

Bliss Jamison, President of SEVTMC provided an overview of SEVMTC economic development marketing and workforce development initiatives. She also provided an example of the process to land Onyx development to Edgewater with plans to develop approximately 1 million square feet of industrial facilities in Edgewater's Parktowne.

Chris Edwards provided an overview of the NSB Action Strategies that correspond with the Southeast Volusia Regional Economic Development Strategic Plan, Economic Development Incentives, and an initial idea for a pilot "Live Where You Work Program"

The City's Economic Development Strategic Plan top priorities for Fiscal Year (FY) 23-24 (10-1-23 to 9-30-24) include:

1. **Diversify the Tax Base** by encouraging more Commercial/Industrial Development activities.
2. **Enhance Infrastructure** (inclusive of roads, utilities, telecommunications etc.)
3. **Ensure a quality Labor Pool** by working with local employers and workforce development partners such as CareerSource, Daytona State College, and Volusia County Schools.

Next steps: The EDTF plans to meet again on Wednesday, October 25th at 5:30pm in the City Commission Chambers (located at 214 Sams Avenue). The agenda will focus discussion on the City's Action Strategies that correlate to the Southeast Volusia Regional Economic Development Strategic Plan.

Additionally, an EDTF Chair and Vice Chair will also be selected by the group and staff will begin working with the EDTF to refine the action strategies and schedule associated EDTF tasks for FY 23/24.

To view the TVEDC, SEVMTC, and Staff presentations, please click the city's YouTube link below:

https://www.youtube.com/watch?v=07eAHY_Rbqg

For more information about the Economic Development Task Force, please contact Chris Edwards, Director of CRA/Economic Development for the City of New Smyrna Beach

Office/Mobile: (386) 279-2497
Email: cedwards@cityofnsb.com



City of New Smyrna Beach Acknowledges October as “Manufacturing Month”:



From left to right, Volusia Manufacturers Association (VMA) Chair & By Light General Manager Cory McAndrew, CRA/Economic Development Director Chris Edwards, Zone 2 City Commissioner Lisa Martin, VMA Director of Education Jayne Fifer, VMA CEO Jessica Lovatt, Team Volusia Economic Development Corporation President & CEO Keith Norden, Southeast Volusia Manufacturing & Technology Coalition President Bliss Jamison, Zone 1 Commissioner Valli Perrine, Vice Mayor and Zone 4 Commissioner Randy Hartman, Zone 3 Commissioner Jason McGuirk, and Mayor Fred Cleveland. This photo was taken on 9-26-23 at a regular City Commission Meeting.

October 6, 2023, has been designated as National Manufacturing Day. The Volusia Manufacturers Association (VMA) will kick-off the month with “We Make It Here!” Day and will continue events throughout the month, as an effective way to expand knowledge about the value manufacturing brings to Volusia County and New Smyrna Beach’s economy and to showcase the high-skilled high paid jobs needed in the industry.

Volusia County Area Manufacturing Events:

- On **October 14, 9-2pm** VMA will present the fourth annual **Robot Brawl**, a collaboration of students and manufacturers building robots together at Jackie Robinson Stadium, 110 E. Orange Avenue, Daytona Beach. **For more information visit:** https://vmaonline.com/upcoming_events
- On **October 19, 10am-6pm** CareerSource Flagler/Volusia will host an interactive career showcase for local high school students at Embry Riddle Aeronautical University’s Mori Hosseini Student Union Event Center. **For more information visit:** <https://www.eventbrite.com/e/career-showcase-tickets-669494043707?aff=oddtcreator>

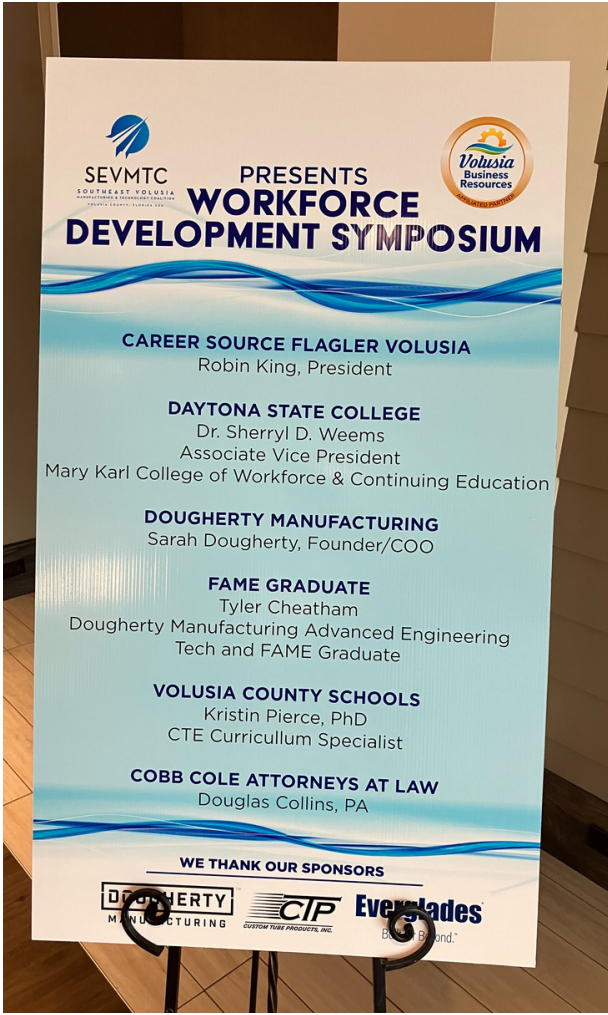
The City of New Smyrna Beach sends a special **“THANK YOU”** to all **NSB Manufacturing companies** who contribute to a stronger and more diverse New Smyrna Beach, and regional economy!

Economic Development Spotlight Cont.

Southeast Volusia September 2023 Workforce Symposium Video Now Available Online:

On September 13th, the City of NSB, in partnership with SEVMTC and Volusia County Economic Development, hosted a Workforce Symposium Event at the Brannon Center to engage discussion from area workforce development experts on the workforce educational and legal issues. The symposium included presentations from Robin King, President of CareerSource Flagler/Volusia, Dr. Sherryl Weems Associate Vice President Daytona State College Mary Karl College of Workforce & Continuing Education, Sarah Dougherty, Founder/COO Dougherty Manufacturing, FAME Graduate, Dr. Kristin Pierce, Volusia County Schools CTE Curriculum Specialist, and Douglas Collins, PA at Cobb Cole Attorneys at Law

To access a video of the symposium, please visit: <https://www.youtube.com/watch?v=nrXUMOGxsm8>



CRA Projects: Affordable Housing

Senior Affordable Housing Development NOW UNDER CONSTRUCTION in the Historic Westside Neighborhood:

The City of NSB continues its partnership with the New Smyrna Beach Housing Authority to provide affordable housing in NSB. The Greenlawn Manor Senior Housing Development Project is now under construction. Once construction is complete, the project will include 80 housing units and amenities such as offices, community rooms etc. Project funding was made possible by a U.S. Housing and Urban Development (US HUD) 9 % Low Income Housing Tax Credit Award.

On October 26, 2021 the City Commission approved a \$425,625 CRA Housing Grant to fund Greenlawn Manor infrastructure, demolition, and site work costs. The affordable housing construction costs are approximately \$23 million.

Click the link below to access the 2/4/22 groundbreaking ceremony YouTube video:

<https://youtu.be/oEOpvEzNzJI>

Construction schedule update:

- Expected completion by January 2024



Greenlawn Manor Apartments
9/20/23



Greenlawn Manor Senior Affordable Housing Development
Progress as of 9/20/23. Construction is expected to be complete by winter of 2023.

Multifamily Affordable Housing Development Plans in the Historic Westside Neighborhood:

On August 22, 2023, the CRA Board/City Commission approved a City of New Smyrna Beach Community Redevelopment Agency \$460,000 Grant to the New Smyrna Beach Housing Authority for a Westside Phase II Multifamily Housing Development Project submittal to the Florida Housing Finance Corporation 9% Low-Income Housing Tax Credit (LIHTC) Program. n.

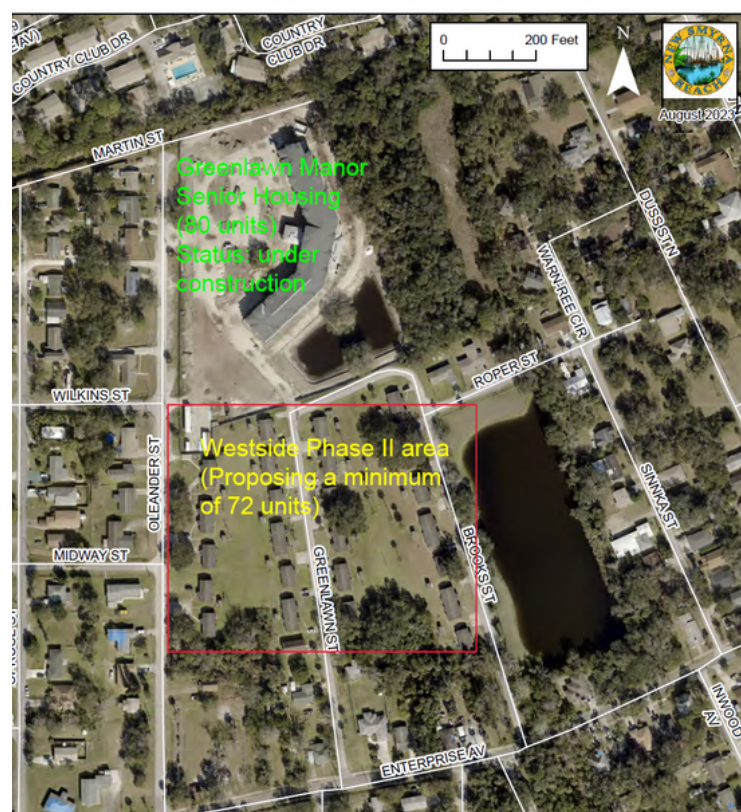
How Does LIHTC Work?

The LIHTC Program is a federal government program that provides for-profit and nonprofit organizations with a dollar-for-dollar reduction in federal tax liability in exchange for providing equity financing for the new construction of low and very low-income rental housing units. The tax credits are allocated by the federal government to state agencies such as the Florida Housing Finance Corporation through a competitive process. A housing credit allocation to a development can be used for 10 consecutive years once the development is placed in service and is designed to subsidize 70 percent (the 9 percent tax credit) of the low-income unit costs in a development.

The Westside Phase II application presents a plan to construct a new multifamily housing development project consisting of (3) three-story buildings with (24) units per building for a minimum total of 72 housing units and a clubhouse for recreational and other resident activities at 500 Brooks St. The project is expected to cost approximately \$27.6 million. CRA funds would be utilized for development cost such as: development fees, hard and soft cost etc. If the project proceeds as proposed, an August 2023 Economic Impact Analysis report reveals an approximate \$87.7 million-dollar economic impact to New Smyrna Beach.

For more information, please email Chris Edwards at cedwards@cityofnsb.com

500 BROOKS STREET MAP-WESTSIDE PHASE II



Westside Phase II Aerial Map

US 1/SR 44 Median Improvements Almost Complete:

Medians in New Smyrna Beach have never looked better thanks to an ongoing project, paid for in part by a \$387,269 FDOT grant, to beautify S.R. 44 and U.S. 1 with Silver Buttonwoods, Japanese Blueberry Trees, Crape Myrtles, Japanese Privets, and Medjool Date Palms. Now 90% finished and on track to be completed by Oct. 7, the landscape and irrigation improvements will span S.R. 44 from Sugar Mill Drive to Hidden Pines Boulevard and U.S. 1 from Industrial Park Avenue to 10th Street. The CRA contributed **\$200,000** for improvements along the US 1 corridor.



9-6-23, newly planted Medjool Date Palm in the median of US 1.

Housing Authority Live Oak Housing Property selected by ULI Real Estate Diversity Initiative Program for CASE STUDY PROJECT:



Last year, the Housing Authority lost 40 units of public housing units near the Julia and Washington St area due to impacts of Hurricane Ian. The units are pictured in the aerial map below.



Currently, the Urban Land Institute (ULI) Central Florida Real Estate Diversity Initiative (REDI) Program is collaborating with the CRA/Economic Development Director to conduct a NSB redevelopment case study project for their 3rd annual cohort. The cohort is focusing on the Live Oak Housing properties that are located in the Historic Westside. The program will help cohort participants learn more about what it takes to put together a successful development plan through a combination of curriculum and case study work.

At the conclusion of the three-month program in November 2023, the cohort team will produce a development plan, pro-forma, and marketing plan that the CRA and community partners can use for redevelopment strategies.

City/County/State Projects

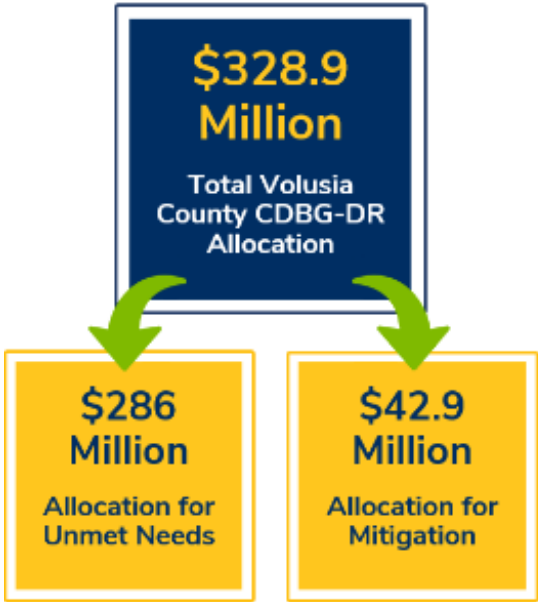
Volusia County Community Development Block Grant- Disaster Recovery:



Volusia County Government has been awarded \$328.9 million in Community Development Block Grant-Disaster Recovery (CDBG-DR) funds from the U.S. Department of Housing and Urban Development to spearhead a comprehensive and enduring recovery initiative called Transform386. Following the significant damage caused by Hurricane Ian, this funding will be instrumental in facilitating the county’s long-term restoration and revitalization.

Update: On 10/3/23, the County Council approved the Action Plan and Budget Allocation. As a result, the Action Plan is being submitted and reviewed by HUD. An update on HUD’s review should be available by January 2024.

For action plan updates: please click the link below <https://www.transform386.org/allocation-action-plan.shtml#actiontimeline>



Palm Street Sidewalk Project:

The City of New Smyrna Beach, through the funding assistance of the City's Community Development Block Grant Program and Community Redevelopment Agency is working on a plan to issue an Invitation to Bid on the construction of a new sidewalk along Palm Street (pictured below) . The Palm St. segment will include the length of Palm (Ronnoc Lane to the north and Mary Avenue to the south). The scope of work entails constructing a sidewalk along Palm Street for approximately 1004 feet. Once completed, the project aims to provide a safer pedestrian option for individuals and families.


Update: A notice to proceed on the project will be sent to the contractor by the end of September 2023. The City’s Maintenance Operations will begin preliminary work on the project the week of **September 5th**. The project is expected to be complete by the 3rd week in October 2023. The project is expected to be complete by the 3rd week in **October 2023**. The project is expected to be complete by the 3rd week in October 2023.

For more information, please contact: Irma Terry at 314-4849 or email: iterry@cityofnsb.com



Palm Street Sidewalk Location Map as of 9-5-23

FDOT Receiving Public Input on SR 44 Intersection Improvements:

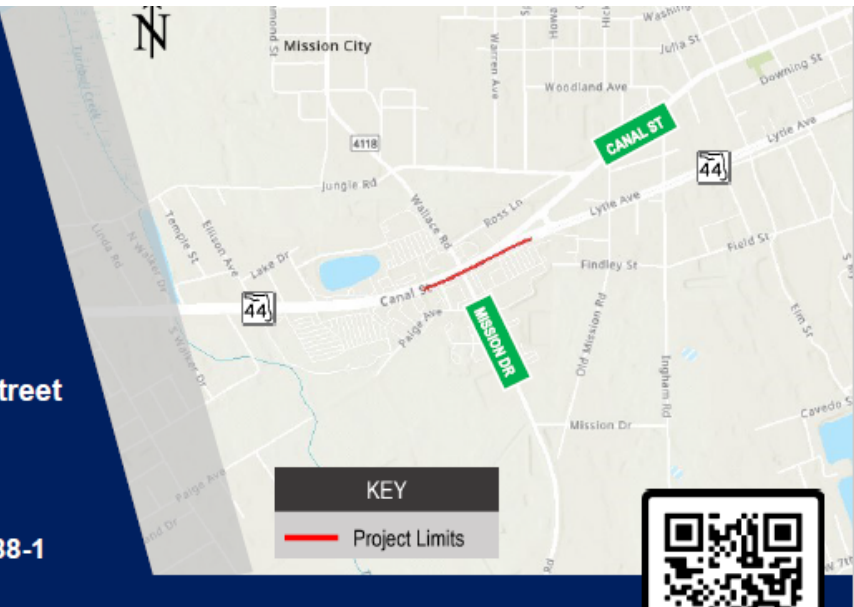


S.R. 44 Intersection Improvements

From west of Coates Drive to east of Canal Street

Volusia County

Financial Project Identification (FPID) No.: 449788-1



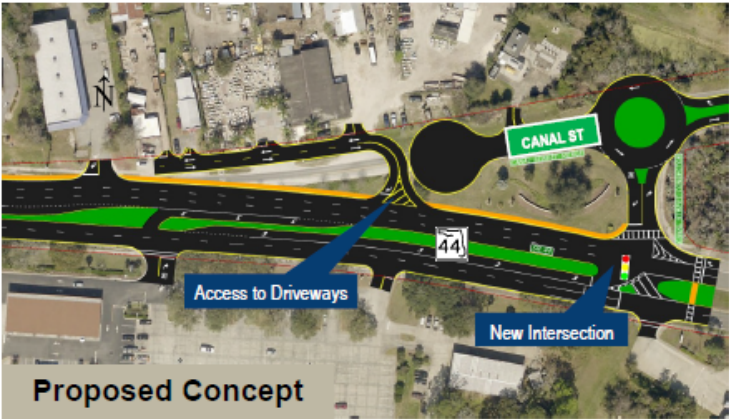
Project Description

The Florida Department of Transportation (FDOT) is planning improvements along State Road (S.R.) 44 from west of Coates Drive to east of Canal Street in New Smyrna Beach. The project was developed from a 2016 study evaluating traffic operations and safety on S.R. 44 near the Canal Street merge with westbound S.R. 44 and at the Mission Drive/Wallace Road Intersection.

The configuration and spacing between the merge point for Canal Street and the Mission Drive intersection causes traffic to back up during peak travel times. The project team is considering various design alternatives and has been coordinating with local stakeholders to find the best option.

The preferred alternative shown in the graphic above would relocate the intersection for Canal Street farther east on S.R. 44. The new intersection will have a directional median to allow eastbound S.R. 44 traffic to turn left onto Canal Street. Traffic from Canal Street will have to turn right and then make a U-turn to head east. A second intersection to the west would provide access to four properties, and an emergency signal will be placed for the fire station.

The Department is still evaluating concepts. FDOT will review community feedback about the preferred concept and other ideas before determining which concept to advance in design.



Project Status and Estimated Costs*

Design:	Ongoing - completion early 2025	TBD
Right of Way:	Within existing	—
Construction:	Unfunded	TBD

*subject to change

Contact:

Todd Alexander, P.E.
FDOT Project Manager
386-943-5558
Todd.Alexander@dot.state.fl.us

NSB CRA Commercial Facade/Property Improvement Grant Programs:

CRA Commercial Facade/Property Improvement (CFPI) Grants- Inquire and Apply Today:

The City of NSB Community Redevelopment Agency (CRA), in partnership with Volusia County, is accepting applications for (3) CRA Commercial Facade/Property Improvement Grants (EXTERIOR ONLY):

- **Adaptive Reuse Opportunity Grant** (up to \$250,000/ per approved applicant)
- **Small Scale Commercial Facade/Property Improvement Grant** (up to \$20,000 per approved applicant)
- **Large Scale Commercial Facade/Property Improvement Grant** (up to \$100,000 per approved applicant)

For more grant program details, please click on the link below:

[U.S. 1 CRA Grant Program Details | New Smyrna Beach, FL - Official Website \(cityofnsb.com\)](#)

To learn if your property is eligible for grant consideration, please enter the property address in the CRA Grants Targeted Area Interactive Map:

<https://nsb.maps.arcgis.com/apps/webappviewer/index.html?id=6c26906020484c68b2f60b7f2c53ad53>

To learn about the CRA and other programs, please click the link below:

<https://www.cityofnsb.com/1286/Community-Redevelopment>



The following images depict (2) examples of CRA funded and completed Commercial Facade/Property Improvement projects over the past 2 years in New Smyrna Beach. The projects included improvements such as: exterior only painting, facade, and monument signage enhancements.



CRA Small Scale CFPI Grantee: SSE & Associates, Inc. 569 Canal St.-Before Improvements (2022)



CRA Small Scale CFPI Grantee: SSE & Associates, Inc. 569 Canal St.-After Improvements (2022)



CRA Small Scale CFPI Grantee: JARS Holdings New Smyrna, Inc. 646 N Dixie -Before Improvements (2021)



CRA Small-Scale CFPI Grantee: JARS Holding New Smyrna, Inc. 646 N Dixie Fwy- After Improvements (2021)

NSB Economic Development Incentives

Site Availability Search: City staff will assist business prospects in finding a site that addresses all the firm's needs.

Southeast Volusia Manufacturing & Technology Coalition (SVMTC): A partnership with the Southeast Volusia Chamber of Commerce, the Cities of New Smyrna Beach, Edgewater and Oak Hill to recruit aerospace, aviation, manufacturing, and technology based industry related businesses that create more value-added job opportunities in Southeast Volusia. www.sevolusia.com

Expedited Permitting: The City's Planning Director and the City's Building Official have received high marks for working with developers and contractors to conduct reviews and issue permits in the shortest amount of time possible. We know that the most helpful incentive we can provide is a short amount of time for permitting in order to get the business up and running as quickly as possible!

City Property Tax Exemption: Per Florida Statute 196.1995, this City property tax exemption program (adopted by City Ordinance 73-14) is designed for businesses creating jobs. The program has many requirements and tax exemptions must be approved on a case by case basis by the City Commission.



The tax exemption is only eligible for "...up to 100 percent of the assessed value of improvements to real property made by or for the use of a new business and of all tangible personal property of such new business, or up to 100 percent of the assessed value of all added improvement to real property made to facilitate the expansion of an existing business and of the new increase in all tangible personal property acquired to facilitate such expansion of an existing business..." The exemption does not apply to land or existing buildings. The CRA/Economic Development Director will help eligible businesses apply for the exemption.

County and State Programs: The CRA/Economic Development Director can coordinate applications for Economic Development Incentives through City of NSB partnerships with Team Volusia EDC, Volusia County Economic Development, Southeast Volusia Manufacturing and Technology Coalition, Inc. and Enterprise Florida.

Referrals to Business Resource Agencies: The City of NSB partners with a number of business resource agencies that offer a variety of services at no charge. These services include employee recruitment and screening, business planning, determining the best financing options, and access to grant funds.

Business Planning Information: In addition to incentives, the CRA/Economic Development Director can provide business planning information including the latest traffic counts for arterial roads in the city limits, as well as "ring data" – demographic data for households within 1-3-5 mile rings from a certain commercial address.

NSB Economic Development Incentive: Brownfield Grant Program

Southeast Volusia Corridor Improvement Coalition



BROWNFIELDS ASSESSMENT PROGRAM



TRANSFORM THE PAST.

BUILD THE FUTURE.

U.S. EPA Brownfield Program- Now Available in Southeast Volusia-SEV (i.e. Cities of New Smyrna Beach, Edgewater, and Oak Hill)

EPA awarded the SEV Cities a \$600,000 Brownfields Assessment Coalition Grant. Community-wide grant funds will be used to conduct 32 Phase I and 10 Phase II environmental site assessments and prepare 10 cleanup plans. Grant funds also will be used to prepare reuse plans and conduct community engagement activities. Assessment activities will focus on the Southeast Volusia County Corridor along US 1.

EPA's Brownfield Program empowers states, communities, and other stakeholders to work together to prevent, assess, safely clean up, and sustainably reuse brownfields. A brownfield site is real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant.

Stantec (formerly Cardno) is the consultant firm that SVCIC is working with to implement the program. The City of New Smyrna Beach is the lead contact for the program.

For more information, please contact Irma Terry, Community Resource Coordinator, at (386) 314-4849 or email: iterry@cityofnsb.com



[Brownfield Program Website:](#)

Please Click the Link Below

**[Southeast Volusia Corridor Improvement Coalition |
New Smyrna Beach, FL - Official Website
\(\[cityofnsb.com\]\(http://cityofnsb.com\)\)](#)**

Local Business Resources

HOW TO START YOUR BUSINESS IN NSB
YOUTUBE VIDEO LINK BELOW:

<https://youtu.be/LGVz9izKAgY>



City of New Smyrna Beach: Free NSB Ready pre-application meetings with the City's development review team; 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: Christopher Edwards (contact info below).

SCORE: This organization of certified mentor volunteers offers FREE business training workshops & individual confidential business mentoring. Contact: Lillian Conrad, SE Volusia Liaison and Certified Mentor at (386) 409-7881 or Email: lillian.conrad@scorevolunteer.org
Website: volusiaflagler.score.org

Second Wednesday Club:

A networking club for local small business founders, entrepreneurs, and professionals. Meets monthly at 5:30pm, Second Wednesdays at Half Wall Restaurant, 1889 SR 44
For more information contact Kelly Laub at victoriameetingcenter@gmail.com

The Southeast Volusia Chamber of Commerce:

Provides many valuable opportunities for training, networking, and special events.
Contact: Stephanie Ford, 428-2449, sford@sevchamber.com;
www.sevchamber.com

The City of New Smyrna Beach Economic Development Dept. is an Affiliated Partner with Volusia Business Resources (VBR). To get more information about VBR, please use your mobile device and scan the QR Code below or Click the link below to visit: volusiabusinessresources.com



New Smyrna Beach Visitor's Bureau: The bureau is the tourism marketing office. It's also known as the Destination Management Organization for Southeast Volusia. Businesses in the hospitality industry or tourism focused businesses that serve visitors are automatically partners and can take advantage of some great opportunities.

- Free listing in our annual destination guide that is printed and is our fulfillment piece for all Visit Florida Welcome Centers, as well as requests by potential visitors from any of our advertising and marketing initiatives.
- Free listing on www.visitnsbfl.com
- Free opportunity to place your flyer, rack card, coupons, or information for the visitor in our Visitor Center located at 2238 State Road 44, NSB, FL 32168. We also have a virtual visitor center that these would be uploaded to as well.
- Free opportunity to host a travel writer from major publications, influencers and bloggers. Your chance to provide an in-kind meal, golf, attraction ticket or any other opportunity that we would add to their itinerary while they are in town. Most opportunities provide the ability to get free press from the journalist.
- Free social media mentions – add the hashtag #LoveNSB and if we can, we will repost your photo or have it feed into our website Instagram feed.

Business Events

SEVMTC will host a Membership and Volunteer Appreciation Social on October 17th from 4:30-7:00pm at Hidden Lakes Golf Club, New Smyrna Beach.

One or more City Commissioners May Be Present



SEVMTC
SOUTHEAST VOLUSIA
MANUFACTURING & TECHNOLOGY COALITION
VOLUSIA COUNTY, FLORIDA USA

**SEVMTC & Its Board Members Cordially Invite You to Attend
A Private Membership & Volunteer Appreciation Social**

**Tuesday
October 17, 2023
4:30 - 7:00 p.m.**

**Hidden Lakes Golf Club
35 Fairgreen Ave.
New Smyrna Beach, FL 32168**

Appetizers, Cocktails, Conversation & Short Presentation

**R.S.V.P. by October 9th to Bliss Jamison
Bliss@SEVMTC.com or (386) 427-3100**

NSB Did You Know?

Southeast Volusia (i.e. Cities of New Smyrna Beach, Edgewater, and Oak Hill) is located in the threshold of what is known as Florida's High-Tech Corridor and just north of Kennedy Space Center and the Space Coast. For more information, please visit www.sevolusia.com



City of NSB CRA/Economic Development Contact Information:

Christopher (Chris) Edwards, MBA
CRA/Economic Development Director
Email: cedwards@cityofnsb.com
Office/Mobile: 386-279-2497
www.cityofnsb.com

"I look forward to meeting your Economic Development and CRA needs"