



**JOINT MEETING:  
ECONOMIC DEVELOPMENT ADVISORY BOARD  
AND  
NEIGHBORHOOD COUNCIL**

**AGENDA  
WEDNESDAY, FEBRUARY 24, 2016, 6:00 P.M.  
CITY COMMISSION CHAMBERS  
CITY HALL**

1. **Call to Order**
2. **Roll Call**
3. **Consent Agenda** – None
4. **Presentation:**
  - a. Redevelopment in New Smyrna Beach: 2010-2016
5. **Public Participation**
6. **Old Business**
7. **New Business**
  - a. Review of the draft Economic Development Plan Update
  - b. Review of the EDAB By-Laws and Goals
  - c. Review of the NHC By-Laws and Goals
  - d. Open Group discussion on collaboration efforts for 2016
  - e. Conclusion
8. **Board Member Comments**

## **9. Attachments**

- a. Board Members: Economic Development Advisory Board; and Neighborhood Council
- b. Pages from the City website: Economic Development Advisory Board; and Neighborhood Council
- c. Economic Development Newsletter, February

## **10. Adjournment**

Pursuant to *Florida Statutes* 286.0150, if an individual decides to appeal any decision made by the Economic Development Advisory Board with respect to any matter considered at this meeting, a record of the proceedings will be required and the individual will need to ensure that a verbatim transcript of the proceedings is made, which record includes the testimony and evidence upon which the appeal is based. Such person must provide a method for recording the proceedings. In accordance with the Americans with Disabilities Act, persons needing assistance to participate in any of these proceedings should contact the Community Redevelopment Office in person or by mail at 210 Sams Avenue, New Smyrna Beach, Florida 32168, (386) 424-2265, prior to the meeting.



# City of New Smyrna Beach

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February 18, 2016

MEMBERS OF THE NEIGHBORHOOD COUNCIL AND ECONOMIC DEVELOPMENT  
ADVISORY BOARD New Smyrna Beach, Florida

THIS SHALL SERVE AS YOUR OFFICIAL NOTIFICATION of the joint meeting of the  
NEIGHBORHOOD COUNCIL AND ECONOMIC DEVELOPMENT ADVISORY BOARD  
on **Wednesday, February 24, 2016 at 6:00 P.M.**, at the **City Commission Chambers**,  
210 Sams Avenue, New Smyrna Beach, Florida, for consideration of the following:

ROLL CALL

PUBLIC PARTICIPATION

OLD BUSINESS

NEW BUSINESS

- A. Review of the 2016 Economic Development Plan
- B. Overview of the New CRA
- C. Review of the EDAB By-Laws and Goals
- D. Review of the NHC By-Laws and Goals
- E. Discussion on EDAB/NHC collaboration efforts for 2016

COMMENTS OR STATEMENTS BY MEMBERS OF THE BOARD

REPORTS AND COMMUNICATIONS BY THE STAFF

ADJOURNMENT

Respectfully,

Steven E. Bapp  
FOR  
Peggy Gautreaux Rivers, Ed. D.  
Chair

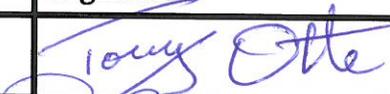
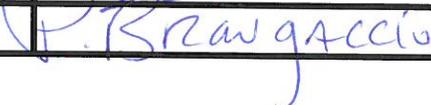
cc: Mayor and City Commissioners  
City Manager  
City Clerk  
City Attorney  
Planning Manager  
Members of the Press

Pursuant to Florida Statutes 286.01015, if an individual decides to appeal any decision made by the Neighborhood Council with respect to any matter considered at this meeting, a record of the proceedings will be required and the individual will need to ensure that a verbatim transcript of the proceedings is made, which record includes the testimony and evidence upon which the appeal is based. Such person must provide a method for recording the proceedings.

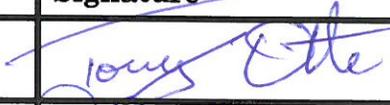
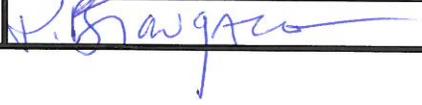
In accordance with the Americans With Disabilities Act, persons needing assistance to participate in any of these proceedings should contact the Board Secretary listed below prior to the meeting:

Ursula Moccia, Administrative Specialist II  
City of New Smyrna Beach  
210 Sams Avenue  
New Smyrna Beach, FL 32168  
(386) 424-2132

## EDAB AGENDA ITEM SUMMARY

<b>Department Making Request:</b> EDAB Staff		
<b>Meeting Date:</b> February 24, 2016		
<b>Action Item Title:</b> Presentation: Redevelopment in New Smyrna Beach, 2010-2016		
<b>Agenda Section:</b> Consent_____ Public Hearing_____ Special Items__x__		
<b>Summary Explanation and Background</b>  <p>CRA/Economic Development staff will present a slide show focusing on commercial redevelopment in the City of New Smyrna Beach from 2010 to the present. This slide show was presented to the Surfcoast Chapter of the Florida Planning and Zoning Association on January 22. The presentation appears on their website: <a href="http://www.fpzasurfcoast.org/events.html">http://www.fpzasurfcoast.org/events.html</a>.</p>		
<b>Recommended Action/Motion:</b> N/A, information		
<b>Funding Analysis:</b> Budgeted_____ If not budgeted, recommend funding account: x N/A, information		
<b>Exhibits Attached:</b> None		
<b>Reviewed By:</b>	<b>Name</b>	<b>Signature</b>
CRA/Economic Development Director	Tony Otte	
City Manager	Pam Brangaccio	

## EDAB AGENDA ITEM SUMMARY

<b>Department Making Request:</b> EDAB Staff		
<b>Meeting Date:</b> February 24, 2016		
<b>Action Item Title:</b> Review of the Economic Development Plan Update		
<b>Agenda Section:</b> Consent _____ Public Hearing _____ Special Items <u>  x  </u>		
<b>Summary Explanation and Background</b>  <p>On April 13, 2010 Mayor Adam Barringer presented the City's first Economic Development Plan at a City Commission meeting. Many of the goals in that plan have been achieved, and the Economic Development Advisory Board has recently prepared an Update of the Plan. The Economic Development Plan Update is scheduled for review by the City Commission at the March 8 meeting. A copy of the agenda cover page and the Plan Update are attached.</p>		
<b>Recommended Action/Motion:</b> N/A, information		
<b>Funding Analysis:</b> Budgeted _____ If not budgeted, recommend funding account: x N/A, information		
<b>Exhibits Attached:</b> <p style="text-align: center;">1. Agenda item, March 8 City Commission Meeting: Economic Development Plan Update</p>		
<b>Reviewed By:</b>	<b>Name</b>	<b>Signature</b>
CRA/Economic Development Director	Tony Otte	
City Manager	Pam Brangaccio	



### **Agenda Item Details**

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Meeting	Mar 08, 2016 - City Commission Regular Meeting
Category	8. ADMINISTRATIVE ITEMS/NEW BUSINESS
Subject	A. Economic Development Plan Update
Access	Public
Type	Action
Preferred Date	Feb 23, 2016
Absolute Date	Mar 08, 2016
Fiscal Impact	No
Budgeted	No
Budget Source	Any items within the plan requiring expenditures from the City, would come back to the City Commission first for inclusion in future budgets.
Recommended Action	The Economic Development Plan Update is recommended for approval.
Goals	<p>Strategic Issue No. 5 - Foster economic development and maintain New Smyrna Beach's identity.</p> <p>Strategic Issue No. 6 - Develop an attractive business climate for companies with high-wage jobs.</p> <p>Strategic Issue No. 3 - In 2039 US 1 shall be a viable, aesthetically pleasing, revitalized, mixed use corridor that serves as an economic engine of the City.</p>

### **Public Content**

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Department Making Request: CRA/Economic Development

Summary Explanation and Background: The City's Economic Development Plan was presented to the City Commission in 2010 and many of the goals have been achieved, including:

- Stimulate the development of hotel and convention facilities
- Develop a list/calendar of events (now available on the NSBWaterfrontLoop.com)
- Market vacant Riverfront property (e.g. AOB)
- Downtown Revitalization Plan (former CRA Master Plan goals for revitalization of Canal St. and Flagler Ave.)
- Create an Arts Overlay District
- Improve Signage (installation of wayfinding signage)
- Open, transparent permitting
- Identify land for future annexation; work with the County Council on an Annexation agreement (Inter-service boundary agreement in place)
- Evaluate and take action on a full-time Airport Manager (Airport Manager position is full-time)

. The Economic Development Advisory Board has prepared an Update for the plan covering the next five years (Plan Update and Attachments are copied below). The Plan Update is presented in three sections:

- Who We Are
- Vision: Enhancing who we are and envisioning where we want to be; and
- Action Plan: How do we get there

The Plan Update identifies target industries as follows:

- Aviation and Aerospace
- Creative Class, including High Tech
- Light Industry, including Manufacturing
- Medical
- Professional, including Corporate Headquarters
- Recreation

(Note: an attachment in the Plan compares these target industries to those for the City of Edgewater, Team Volusia, Metro-Orlando, and Enterprise Florida. The 2010 Economic Development Plan did not identify target industries.)

The Action Strategies follow the goals set by the City Commission for Economic Development:

1. Develop an Economic Development Plan for the I-95 Interchange to support future business park development

- a. a description of the interchange plan

2. Redevelop US 1

- a. Comp Plan and Code Review to identify and resolve barriers to US 1 property development  
 b. Working with property owners to seek innovative uses  
 c. Improve the appearance of buildings and properties on US 1  
 d. Plan for FEC property development  
 e. Designate the US 1 corridor as a brownfield  
 f. Focus on Opportunity Sites  
 g. Recruit a grocery store

3. Attract Aviation Businesses to the Airport

- a. Prepare a report for available property  
 b. Market Airport property  
 c. Prepare a report for property not currently available due to development constraints

4. Attract Businesses with higher Wage Jobs on SR 44 and the Western Corridor

- a. Adopt a brand and tag line for marketing the City as a great place to do business  
 b. Adoption of a SR 44 Corridor Review Plan  
 c. Provision of water and sewer utilities on SR 44  
 d. Providing real-time traffic reporting and additional parking capacity for faster access to beachside during high traffic volumes

5. Crete New and Retain Current Jobs

- a. Economic Gardening through a Business Retention and Expansion Program  
 b. Re-use of certain Canal St properties  
 c. Evaluate opportunities for creative class businesses and prepare a marketing outreach, particularly for Canal St and US 1  
 d. Sustain and strengthen partnerships  
 e. Set a joint meeting each year with the EDABs of Edgewater and Oak Hill  
 f. Maximize the use of the new Civic Center  
 g. Implement a trolley system  
 h. Market the City to attract businesses  
 i. Use the Business Tax Receipt mailout to alert business owners of services available  
 j. Form a non-profit, small business lending organization  
 k. The EDAB will make annual recommendations to the City Commission regarding needed transportation improvements  
 l. Retain the Bert Fish Medical Center with the development of a medical village  
 m. Implement design guidelines to ensure that the New Smyrna Beach sense of place is not negatively impacted by existing building improvements or by new building construction.

A schedule is provided for the achievement of each strategy.

The Plan Update and its attachments contain many datapoints and a detailed Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis carefully prepared by the EDAB.

The introduction to the Plan Update contains this paragraph, which sets the tone for this document and its strategies:

"The City of New Smyrna Beach is in the enviable position of having a number of highly desirable assets that have brought positive national and international recognition. The stated intent of this Economic Development Plan Update is to build on these assets to create a better future for the local economy, better than what would naturally evolve in the absence of the plan. This 'better future' does not seek to change New Smyrna Beach into something different, but to introduce some projects to enhance what is now in place to reach our goals. The implementation of the plan will be carefully monitored by the Economic Development Advisory Board, with periodic reports to the City Commission. The plan will be evaluated at least annually, beginning in November 2016, and adjustments will be made to ensure the plan's continued relevance. The annually adjusted plan will be the Economic Development Department's Annual Program Work."

The Plan Update was reviewed by the EDAB and recommended for approval by the City Commission at the January 20, 2016 meeting. (A copy of the Plan Update and the various attachments are provided below.) There were a number of residents present at the meeting who made comments on the plan. A copy of the draft minutes are attached.

In addition, the EDAB has two upcoming joint meetings, one with the City of Edgewater Economic Advisory Board, and one with the NSB Neighborhood Council.

Funding Analysis: The adoption of the Economic Development Plan, in and of itself, does not obligate the City to specific expenditures. Any expenditures required for the implementation of the Plan Update would require separate City Commission approval.

[Economic Development Plan Update Final Draft Feb 2016.doc \(439 KB\)](#)      [Attachments sheet.doc \(23 KB\)](#)

[population projection, taxpayers, employers.pdf \(1,231 KB\)](#)

[ANALYSIS OF BUSINESS TAX RECEIPTS.doc \(27 KB\)](#)      [city county LQ for top sectors.xls \(28 KB\)](#)

[8.25.15City Comparison Spreadsheet.xls \(22 KB\)](#)

[Economic Development Goals and Timeframes spreadsheet.xls \(25 KB\)](#)      [Minutes 1-20-16.doc \(80 KB\)](#)

[Target Industry Comparison schedule.doc \(32 KB\)](#)

## **Administrative Content**

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## **Executive Content**

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# Final Draft

(Includes comments from the January 20, 2016  
Economic Development Advisory Board Meeting)

## City of New Smyrna Beach

### Economic Development

### Plan Update

# 2015

## Table of Contents

- Introduction
- Who we are
  - Current Economic Conditions
  - SWOT Analysis
- Vision: Enhancing who we are and envisioning where we want to be
  - Vision Statements
    - Review of Opportunity Areas including I-95/SR 44 area
- Action Plan: How do we get there
- Conclusion
- Attachments

## **Introduction**

The City's first Economic Development Plan is often referred to as the "100 Day Plan". In November, 2009 newly elected Mayor Adam Barringer stated that he would present an Economic Development Plan within 100 days. The Plan was developed by a committee working with the Chamber of Commerce – at that time there was no Economic Development Advisory Board or City staff position for Economic Development Director. The Plan was formally presented to the City Commission by Mayor Adam Barringer on April 13, 2010.

The Introduction to the Plan quotes the Vision Statement that was adopted by the City Commission in December, 2009:

**"We will build an attractive City that offers 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."**

On April 13, 2010 when the Economic Development Plan was presented to the City Commission, the nation was in the throes of "the Great Recession". During such time the problems faced by the City were much different than in 2015: perhaps most noticeable were the underutilized properties and vacancy rates in the historic "downtown areas":

- Flagler Ave area – the beachside historic downtown had more than 9 underutilized properties, and these 9 properties have all been renovated with new tenants (Gnarley Surf Bar, the NE and NW corners of Flagler and Peninsula

Avenues, two new restaurants immediately west of the hotel, the hotel property, the Inn on Avenue, Pat Collado's office, the Barracuda's Restaurant); and

- Canal St Area – the mainland historic downtown area had 17 vacancies in the summer of 2011, and a vacant lot on a prominent corner where a retail store building had burned down in 2008 and had been demolished. Today there are only a few vacancies including newly renovated spaces in the former Tru-Gas Building on N. Orange.

One of the plan's recommendations was to create an Economic Development Advisory Board, and the City Commission unanimously approved Resolution 18-10 that established the Board on April 27, 2010. The City Commission made appointments and the new Board held its first meeting in the Coronado Civic Center on June 29, 2010.

The Economic Development Advisory Board was the starting or processing point for many city actions related to economic development, including:

- Changing the City's approach to the operation of the Sports Complex, which now hosts many tournaments and events;
- The Tax Exemption Program approved by the voters in November, 2014;
- The suspension of non-residential impact fees during the recession;
- Recommendations made to the City Commission regarding economic development including Team Volusia agreements, support for Spaceport development, a welcome sign for mariners, as well as the review of items for the development of the US 1 CRA

On March 22, 2014 the City held a day-long public forum to formulate a vision for New Smyrna Beach for the next 25 years. The forum was entitled "Charting Our Course" and it attracted over 100 citizens, who discussed topics suggested by more than 550 citizens who filled out surveys. The results of this effort recommended that the City focus its efforts on the following:

- **The Indian River Lagoon**
- **Parks and open spaces**
- **The Redevelopment of U.S. 1**
- **A historical preservation vision**
- **The development character on S.R. 44**
- **Economic development/job creation and retention**

It was noted that the Indian River Lagoon brings many economic benefits to the City. With that notation, more than half of the items directly address economic development topics.

On December 12, 2014 the City Commission formulated goals for 2015. The list included specific economic development goals, as follows:

- 1. Develop and Economic Development Plan for I-95 Interchange to support future business park development**
- 2. Redevelop US 1**
- 3. Attract Aviation Businesses to the Airport**
- 4. Attract Businesses with Higher Wage Jobs on SR 44 and the Western Corridor**
- 5. Create New and Retain Current Jobs**

This Economic Development Plan Update is intended to serve as the “action plan” for the implementation of the goals listed above. The preparation of the Plan follows the preparation and adoption of the US 1 CRA Master Plan and the phase out of the original 1985 CRA.

In 2015 the EDAB focused on completing an update, which is intended to keep the plan a dynamic and useful guide for action. The Plan Update is organized into sections:

- Who we are
  - Current Economic Conditions
  - SWOT Analysis
- Vision: Enhancing who we are and envisioning where we want to be
  - Vision Statements
    - Review of Opportunity Areas including I-95/SR 44 area
- Action Plan: How do we get there
- Conclusion

The City of New Smyrna Beach is in the enviable position of having a number of highly desirable assets that have brought positive national and international recognition. The stated intent of this Economic Development Plan Update is to build on these assets to create a better future for the local economy, better than what would naturally evolve in the absence of the plan. This “better future” does not seek to change New Smyrna Beach into something different, but to introduce some projects to enhance what is now in place to reach our goals. The implementation of the plan will be carefully monitored by the Economic Development Advisory Board, with periodic reports to the City Commission. The plan will be evaluated at least annually, beginning in November 2016, and adjustments will be made to ensure the plan’s continued relevance. The annually adjusted plan will be the Economic Development Department’s Annual Program of Work.

## Who We Are

New Smyrna Beach is a beach community, an ocean-front destination. Residents and visitors alike value the quiet, quaint atmosphere of New Smyrna Beach. The City has been recognized internationally as an outstanding surfing location - as well as having excellent backwater and offshore fishing, golf, cultural events, and pedestrian-friendly historic areas filled with eclectic shops, art galleries, and restaurants. A short list of these recognitions includes:

- One of the Top Ten Spots to Hang Ten by Outside magazine, 2014
- One of ten best beach towns in Florida by SmarterTravel.com, 2014
- One of the Coolest Surf Towns, by Travel + Leisure Magazine, 2013
- One of the World's Top Twenty Surf Towns, by National Geographic Magazine, 2012
- One of arts towns included in the book, The 100 Best Small Art Towns in America: Where to Discover Creative Communities, Fresh Air, and Affordable Living, by John Villani, 1998.
- Named multiple times as the favorite beach by the readers of the Orlando Sentinel

A vision of where the City of New Smyrna Beach wants to be must be reasonably grounded in the foundation of what the City is today, with an identification of the City's competitors and a focus on what distinguishes the City from its competition.

"What the City is today" can be described in terms of many different indices, and is presented here in comparison to six other cities in the County: Edgewater, Port Orange, Ormond Beach, Deland, Daytona Beach, and Deltona (see attached schedule):

- The 2010 US Census Count for the City of New Smyrna Beach was 22,464, the fifth largest of the 16 cities in the County. The Bureau of Economic and Business Research at the University of Florida estimates that the 2014 estimate is 23,834, a 6% growth rate. New Smyrna Beach has consistently been one of the leaders in Volusia County for the number of building permits issued over the past several years.
- Tax base with the highest percentage of residential values
- The highest median value of owner-occupied homes
- Second highest annual average household income
- Second highest percentage of Bachelor's degrees

- Fourth highest for the number of available commercial/industrial sites listed on Volusiasites.com

#### Specific comparisons to other cities: Tax Base

- New Smyrna Beach has the third highest percentage of residential property share in its city tax roll among the 16 cities in Volusia County, at 83%. For the County as a whole using 2013 numbers, the residential property share is 72.6%. (This information is available on the Volusia County Property Appraiser's website: <http://vcpa.vcgov.org/charts2015.html>)
- Despite being known for its commercial locations, NSB is 5<sup>th</sup> lowest in commercial property value share among the 16 cities in Volusia County at 10%. For the county as a whole the number is 9.3%
- Of the 13 Volusia County cities that have industrial properties, New Smyrna Beach is tied with Oak Hill for having the lowest city tax roll share for industrial properties, at 1%.
- In Land Uses per the City's Comprehensive plan and using 2010 data, Commercial Land use is at 5.6% of total land use; industrial is at .7%

## SWOT Analysis

The City's Economic Development Advisory Board completed a SWOT Analysis (listing Strengths, Weaknesses, Opportunities, and Threats) as follows:

### STRENGTHS:

1. TOOLS that are in place: Tax Incentives and Brownfield designation, CRA
2. Water Sports – help the surfing industry thrive here, utilize full potential of marinas and all water access: large yacht docking & access, fishing, scuba, boat tours, Surf Museum, Marine Discovery Center, positive international recognition
3. NSB Inlet and access to the sea – potential for many hi-tech and environmental companies that need the access - Develop wave energy production etc.
4. AIRPORT: utilize to its fullest potential, combine lots or look for larger inventory, connect and open up Airway "Circle". (Note: Florida is number 2 among states for aviation.)
5. People want to be near the beach, or boat docks to bring their company here
6. Excellent education system – with excellent Sports Complex to be marketed further, close proximity to DSC, Embry Riddle, Bethune Cookman, UCF
7. Health Care District – Florida Hospital and Bert Fish working out agreements, assisted living center being built on SR44 and a new ALF proposed on US 1
8. Utilize FEC property (now for sale) – approximately 180 acres designated as Industrial Mixed Use on the City's future land use map, right downtown – perfect for professional offices and light manufacturing, develop train station for passenger service, connects to Edgewater Industrial Park at 10<sup>th</sup> St., could feed into the hospital district and Canal St.
9. Health Care District – Florida Hospital and Bert Fish working out agreements, assisted living center being built on SR44
10. Utilize FEC property (now for sale) – hundreds of acres zoned industrial, right downtown – perfect for professional offices and light manufacturing, develop train station for passenger service, connects to Edgewater Industrial Park at 10<sup>th</sup> St., could feed into the hospital district and Canal St.
11. Undeveloped land available west side of I-95 - 1,500 acre parcel (Snowden family) with parcels perfect for R&D high-tech companies, other property at 44 and I-95 also residential
12. City "Ready" program for interested expanding or incoming businesses
13. Cultural Icons: ACA, The Hub, Little Theater, Artist's Workshop
14. Tourism is maintaining itself – City doesn't need to market any further, we have growing momentum that is maintained by Team Volusia, SVAA and the Chamber
15. Many want to relocate to NSB for quality of life and start a business near where they live
16. Assets include the beach and the Canaveral National Seashore

17. The County-funded Tourism Study found that New Smyrna Beach attracts tourists who typically have higher incomes than tourists in Daytona Beach.

#### WEAKNESSES:

1. Reliance on Tourism - Build up other sectors: look at what INVENTORY we have, polish our product to attract – and DEFINE OUR VISION for what types of businesses we are looking for – Light manufacturing, office park etc. with higher paying job opportunities
2. Limited shovel-ready land
3. Infrastructure on SR 44 and US 1 – need to collaborate with UC to improve or install utilities to encourage business locations there
4. Parking Shortage & road systems:
  - a. failing with traffic problems from beachgoers – 111,000 last year just at the Flagler ramp. Police presence is very limited and DUI is common. It will eventually drive people from NSB if something isn't done. In addition, at times high tide closes the Flagler Ave beach ramp.
  - b. Poor traffic circulation at times on SR 44, Canal St, the North Causeway, and Flagler Ave
5. Short supply of “affordable” housing for first-time home buyers (not Section 8).
6. Lack of crosswalks in developing areas
7. Lack of Class A office space
8. Labor Pool: a lack of trained workers for manufacturing

#### OPPORTUNITIES:

1. Redevelopment of US 1 through the US 1 CRA
2. Capitalize on our core strengths (above)
  - a. The Cultural Arts industry in the City is a key opportunity for growth.
  - b. utilize available land at I-95 and 44
  - c. develop Airport industrial area
  - d. attracting water sport companies, attract hi-tech environmental sea-use companies
    3. Recruit R&D and health care related companies – (growing with aging population)
    4. Health care center and expansion with Bert Fish/ Florida Hospital purchase
    5. New Civic Center to host events and conferences, with company meeting rooms - this offers more exposure for the City.
    6. Research small, quality manufacturing companies looking to move here from other areas
    7. The Cultural Arts industry in the City is a key opportunity for growth.
    8. Marina and large slip development near downtown
    9. Opportunity for collaboration with Volusia County and the Florida Department of Transportation to resolve traffic access problems.

10. Bed and breakfast and hotels to utilize for conferences, oceanfront/riverfront, downtown
11. Branding: the City should enhance its sense of place through Branding;
12. Geosams Capital LLC announced on September 25 that their US Corporate Office would be re-locating to New Smyrna Beach. This is a key marketing opportunity to market the City as a location for corporate offices due to the availability of land to be developed at the I-95/SR 44 interchange and the outstanding quality of life.

#### THREATS:

1. Having the look and feel of a place with a large traffic artery, which threatens the New Smyrna Beach sense of place and branding efforts
2. Need room to grow for industry; Edgewater and DeLand and neighboring cities are our big competition
3. Inconsistent relationship with Volusia County for cooperation with parking and traffic problems
4. No funds available for grants now to lure incoming businesses
5. Limited State/County funding for local projects – City Manager has been aggressive in looking, but maybe we can hire someone to lobby for us in Tallahassee
6. Lack of central sewer service on portions of SR 44.
7. Hospital may re-locate.

With these strengths and opportunities, and mindful of our weaknesses and threats, the City will move forward to accomplish its vision by building on its strengths and capitalizing on its opportunities.

The City of New Smyrna Beach is unique. It is an internationally acclaimed surfing location, one of the oldest cities in Florida, and a center for the arts as the home of the Atlantic Center for the Arts and numerous art galleries. These features have produced a high quality of life with a tourism driven economy, and the highest income tourist group (as identified in the Volusia County Tourism Study dated February, 2013). However, the City Commission is seeking balance – more high wage jobs to offset the wages for the majority of wages in the tourism industry.

Through the identification of target industries for existing business expansion, and new business attraction; and a five year Action Plan, there is the expectation that this goal will be achieved.

#### City Economic Drivers

One important way to view the local economy is to analyze the City's workforce. Typically this is done by comparing the proportions of various sectors of the workforce

of the City with those same proportions for a larger group to which the City belongs, such as the County or the state. For example, if the proportion of health-care workers is higher in the City total workforce than the proportion of health-care workers in the County's total workforce, then healthcare is deemed to be a strong component of the City workforce and a candidate for expansion. This analysis provides a basis for selecting target industries – targets for City efforts to assist with business expansions, and the attraction of supporting businesses or new businesses in that sector.

#### Employment (workforce) Data

The latest employment data has been provided by Career Source Flagler Volusia for the 32168 and 32169 zip codes. This data indicates that in 2013 there were 10,122 jobs in New Smyrna Beach. The description of the job and the percentage of the total are as follows:

Retail Trade	20
Health Care	16
Accommodation	14
Construction	10
Other services	8
Administrative	7
Government	5
Real Estate	4
Professional	4
Finance	3
Arts, Entertainment	2
Manufacturing	2
Transportation	2
Wholesale Trade	1
Crop and Animal	1
Information	1
Educational Services	1

(please see complete table in appendix)

Regarding specific jobs, the 25 jobs with the highest number of employees in New Smyrna Beach are:

Waiters and Waitresses	434
Retail Salespersons	499
Cashiers	481
Secretaries	307
Registered Nurses	304
Building Cleaning	211
Cooks	216
Fast Food	220
First-Line Supervisors	185

Stock Clerks	195
Grounds Maintenance	148
Office Clerks	163
Nursing, Psychiatric	155
Laborers	147
Customer Service	163
Driver Sales Workers	131
Maintenance	119
Miscellaneous	124
Receptionists	117
Supervisors of Food	95
Bookkeeping	104
Real Estate Brokers	83
Dishwashers	81
Construction Labor	78
Health practitioners	87

It is noteworthy that the top three job categories are Waiters and Waitresses, Retail salespersons, and cashiers, a reflection of the hospitality and retail based economy.

Typically, the identification of target industries begins with the calculation of a “location quotient”, which compares the concentration of different industry sectors in an area to the concentration of those same industry sectors in a larger reference group; in this case it would be appropriate to compare the city concentrations to the county. This calculation appears on an attached schedule, and the industry sectors with higher (than the County as a whole) concentrations in the City, as measured by employment, are as follows:

- Retail Trade – reflecting the high number of business licenses for retail noted below;
- Health Care and Social Assistance - the presence of the Bert Fish Medical Center, the Florida Hospital medical offices, and numerous physicians’ offices;
- Accommodation and Food Services, and Retail Trade – reflections of the impact of the tourism industry;
- Real Estate and Rental and Leasing – many beachside condos are rented to tourists, and the City has high property values which may account for the significant presence of real estate employment;
- Administrative and Support and Waste Management and Remediation Services – this concentration reflects the location of a recycling businesses and a waste management company
- Construction – reflecting the number of construction-related companies
- Finance and Insurance – reflecting the banks and insurance offices in the City
- Transportation and Warehousing – this may be a reflection of employment at car dealers, boat dealers, and the FEC rail yard

- Other Services (except Public Administration) reflecting service businesses in general in the City

The presence of those sectors listed above is measured by employment. Looking at the number of individual businesses with business tax receipts, the industry sectors with over 100 listings are as follows:

1. Professional and Business: 424 licenses
2. Retail: 314 licenses
3. Accommodations: 1 – 5 Rentals: 378 licenses
4. Subcontractors: 172 licenses
5. Restaurant: 143 licenses

This data is also reflected in the list of the City's "Principal Employers" (please see the list in the attachments). The top five are:

Bert Fish Medical Center:	680
Volusia County Public Schools:	335
Publix Supermarkets (2 locations):	301
City of New Smyrna Beach:	223
Wal Mart	215
New Smyrna Beach Utilities Commission	173
Ocean View Nursing & Rehab Center	170
McDonald's (3 locations)	146
Winn Dixie Stores, Inc.	143
Home Depot	120

Of the top ten employers, the industry sectors represented are:

- Retail 4
- Health 2
- Education 1
- Government 1
- Utilities 1
- Restaurant 1

For the purposes of this Economic Development Plan Update, the calculation of location quotients reveals what is already well – known: that New Smyrna Beach has a well-established concentration of tourism/hospitality and retail businesses, as well as medical due to the presence of the Bert Fish Medical Center and numerous physicians' offices. The direction the plan is taking is to focus on selected aspects of the local economy for expansion. These selected sectors are believed to:

- Be the best fit for the available land assets
- Be the best fit within the context of existing industry;
- Have the best potential for providing higher wage jobs

## **VISION: ENHANCING WHO WE ARE**

At the June 17, 2015 meeting, the EDAB emphasized the importance and continuing relevance of the Vision statement adopted by the City Commission in December, 2009, which is listed above.

In order to fulfill the mandate for higher paying jobs, the following areas offer the best chance for meeting that goal:

- Facilitate the expansion of “creative class” and high-tech jobs
- Facilitate the expansion and location of companies with jobs related to light manufacturing and aviation

### Target Industry Overview

Below are the target industry selections for several different organizations:

Enterprise Florida – responsible for marketing Florida to attract new businesses

- Cleantech – solar, biofuels, fuel cells, etc
- Life Sciences – biotechnology, medical device manufacturing, pharmaceuticals, health care
- Information Technology – photonics/optics, digital media, software and computer systems, design, computers and microelectronics, telecommunications
- Aviation/Aerospace
- Homeland Security/Defense
- Financial and Professional Services
- Manufacturing
- Corporate Headquarters

Metro Orlando Economic Development Commission – the lead economic development marketing organization in the Orlando Metropolitan Area (consisting of Orange, Osceola, Seminole, and Lake County) has the following target industries:

- Business Services
- Advanced Technologies
- Aviation, Aerospace, and Defense
- Film & Digital Media
- Life Sciences & Healthcare

Team Volusia is the public/private organization that is tasked with business recruitment. New Smyrna Beach is a member of Team Volusia. Team Volusia’s Target Industries are:

- Aviation & Aerospace
- Headquarters/ Research & Development

- Manufacturing

The 2010 Economic Development Plan for the City did not identify target industries, and described the need for that task as follows:

**Objective 5.2. Develop a list of targeted industries or specific business classifications that would be appropriate for the aforementioned areas.**

Strategy 5.2.A. Survey existing businesses and the industrial community to create a cluster analysis of business classifications that would serve as the initial target list for recruitment.

Strategy 5.2.B. Prioritize targeted list, based on current economic factors, availability of desired resources, workforce and incentives. Work with the Volusia County Economic Development Department on direct mailers and lists for recruitment.

Target Industries for New Smyrna Beach Retention, Expansion, and Recruitment

- Aviation and Aerospace
- Creative Class, including High Tech
- Light Industry, including Manufacturing
- Medical
- Professional Office, including Corporate Headquarters (Note: A public announcement was made on September 25 that Geosam Capital - owners of Venetian Bay and the 900 acre, undeveloped property in the NE quadrant of I-95/SR 44 - is moving its US Corporate Headquarters to New Smyrna Beach with 15 employees.
- Recreation

## Redevelopment of US 1

Redevelopment of US 1 is one of the focal points of the first ten years of the new "US 1 CRA. US 1 has immediate challenges and opportunities:

- Two of the three new car dealers have moved from US 1 to SR 44, and the third new car dealer has recently announced plans to move to SR 44 and has listed the dealership property on US 1 for sale. A fourth new car dealer was forced to change to boat sales and used cars when Suzuki stopped selling new cars in the US.
- The movie theatre on S US 1 had closed, but a new theatre operator has renovated the building and the theatre has re-opened.
- Several large properties on US 1 that were for sale have recently been purchased:
  - the FEC property South of Canal St, west of US 1, has been purchased by the Silvestri Group.
  - the former Daytona Beach Community College building S of Wayne, E of US 1, with the new owner planning an Assisted Living Center;
  - the former collision center building W of US 1 and S of the airport area is now the scooter store that was located in leased property at US 1 and Faulkner Ave.
- Several prominent properties on US 1 are now for sale or lease:
  - the former ABC Fine Wine and Spirits store on S US 1;
  - the vacant Chevrolet dealership across from the Airport; and
  - the Chrysler-Jeep-Dodge dealership (still in use) at the SW corner of US 1 and Industrial Park Rd.
- At one time there was a grocery store on US 1 (in a now vacant building that most recently housed the ABC Fine Wine and Spirits location, which moved to SR 44.) At this time there is no grocery (defined as a store offering fresh produce) on US 1. The closest grocery stores are on SR 44 beachside and on SR 44 w of Old Mission/Wallace Rd. A Sav-a-Lot franchisee was looking at a vacant store on S US 1.

The US 1 Master Plan and Capital Improvements Plan includes funds for “Economic Development and Business Location Support”, as well as “Streetscape and Pedestrian Safety Improvements.” A possible target for CRA property acquisition could be the small, deteriorating motels on US 1.

### Canal St Area

The identification of “the creative class” is usually credited to work by Richard Florida, who has written several books concerning the shift in the American economy to creative and knowledge based jobs. The author lists the factors that attract creative class individuals and the jobs they bring, and there are several areas in the City of New Smyrna Beach that fit this description, with perhaps the most prominent being Canal St. At the present time Canal St is best known for its recent redevelopment with new restaurants and shops in a historic commercial, walkable setting. Canal St presently hosts several enterprises that fit the description of creative class and knowledge based businesses, including the following:

- Shok Idea Group – whose website lists the company’s product as “branding and media strategies”. Curiously, this company moved to Canal St from Flagler Ave two years ago. The company is located on the second floor of the new building owned by Richard Rosedale at the SE corner of Canal and S Orange.
- Weatherflow – this office of a larger corporation provides weather related information to clients, including clients who need data on wind activity. Richard Rosedale approached staff about four years ago asking for staff assistance in attracting this company to a second floor location on Canal St near N. Orange. The company representative explained that they were looking for a location where his employees could leave work and enter an area filled with walkable shops and restaurants, and energized by patrons and pedestrians. The company had been located in a building on W Canal St and was considering the E Canal location or space on the second floor at the Port Orange Pavilion. City staff gathered and provided information on both sites, and the company chose Canal St.
- Architect Jay Pendergast
- Anderson Dixon, Engineers
- The HUB on Canal – an arts consortium with studios and gallery space with art for sale;
- My Creative Space – providing a studio for non-artists to create artistic works;

- NSB Brewery – a micro-brewery.

Quoting the 2010 CRA Master Plan Update, “Residential and Employment must return to the downtown to re-establish proximate, sustainable purchasing power to support retail.” The City recently closed on the White Challis development property, and it is hoped that will encourage more infill residential development. The Canal St area has some vacant office spaces (including the former Tru-Gas building on N Orange and the former Image Today building on Julia) that can be marketed for these types of uses.

The recent City Commission decision to move forward with the demolition of the Brannon Center and the construction of the new Civic Center provides more opportunities for economic development in the hospitality sector as well as bringing more people to visit the City. Many visitors eventually become residents, and business owners may bring their companies with them. The new Civic Center has the potential to attract business meetings from out of town groups that would look first to the Canal St area for accommodations.

Another potential opportunity is the presence of Volusia County buildings in the Canal St area, on Riverside Drive from Canal St North to Julia St. The future of these two buildings was a topic of discussion by the Economic Development Advisory Board on September 18, 2013, and it was reported that some Volusia County officials would be open to “starting the conversation” about the future of the county office building at the NW corner of Canal St and Riverside Drive. On the other side of the driveway entrance to the parking lot is another county building, the courthouse serving the area. There has been no substantive discussion on this topic since the subject was reviewed at the 2013 EDAB meeting cited above.

South of the Canal St area is the “medical district”, the location of Bert Fish Medical Center (referred to here as “the hospital”). Quoting from the 2010 CRA Master Plan Update, “The Hospital is an important community service and employment base that should be supported in its future growth plans and actively engaged by the community to create a healthcare area.” The hospital is the largest employer in the City with over 600 employees. The hospital is an independent entity that is currently in partnership negotiations with Florida Hospital. (Note: Florida Hospital has opened a 32,000 sq ft medical office facility last year on SR 44 at I-95. The facility is a distinctive, aesthetically pleasing building that makes a dramatic, positive statement for visitors entering the City on SR 44.) The outcome of the negotiations need to be followed closely for potential opportunities and impacts for the local economy.

### I-95 and SR 44 area

This area is an “Activity Center” on the Future Land Use Map and as development proposals come forward sites will be rezoned to Planned Unit Development. The area is bordered to the west by Hughes Road/Hunting Camp Road (over 1 mile west of Airport Road, Venetian Bay), which is the western border of the City limits and the starting point for the Samsula area plan (which maintains the rural character of the Samsula area).

This area has some distinct advantages over the I-95 exits immediately to the north and south:

- The exit to the north, the Port Orange exit, is largely developed.
- The exit to the south in Edgewater is at the intersection of CR 442, which dead ends just west of the exit. There is relatively little development in this area, and it may be a good candidate for distribution centers or other developments related to trucking.

By contrast, the intersecting road at the New Smyrna Beach exit – SR 44 – is a cross-state highway connecting Crystal River and the Gulf to New Smyrna Beach and the Atlantic Ocean. It is also the route taken for beachgoers from Orlando coming off I-4 further west. FDOT studies show that on weekends traffic counts can increase 40%. Average daily traffic counts on SR 44 vary by location, with some counts near the Old Mission/Wallace intersection further east at 26,500.

Each quadrant of this intersection will be viewed separately:

- Northwest – this area has the Wal-Mart store and 9 out parcels, as well as a gas station for sale and the 800 acres of property owned by the Utilities Commission, City of New Smyrna Beach (UC). The out-parcels are owned by the Regency Co in Jacksonville and are being prominently marketed at events such as the International Council of Shopping Centers annual conference held in Orlando in August. The UC property was discussed at the May 21, 2014 meeting of the EDAB and was presented as having significant wetland areas on the site, perhaps over 50 %.
- Northeast – this area has two parcels:
  - One land-locked parcel that is in the city limits owned by Sheldon Rubin. This parcel is adjacent to I-95 north of SR 44 and was part

of a larger parcel at one time. There is a PUD in place for that parcel.

- A 900 acre parcel that occupies most of this quadrant was recently purchased by Geosam Corporation, a Canadian firm that purchased the golf course and undeveloped properties in the Venetian Bay over a year ago. Geosam representatives have prepared an annexation request for second reading in December, 2015. The project is bringing over the approved Volusia County residential and commercial uses.
- Southeast - this area has a commercial subdivision and a vacant property
  - There is a commercial subdivision with eight lots closest to the Interstate. Before the recession there was interest from a hotel developer for a site in this subdivision, but that interest evaporated with the recession. More recently, Florida hospital built a 36,000 sq foot, aesthetically pleasing medical office building on the corner which provides a strong, positive impression to travelers entering the City as to the economic vitality of the City. It links well with the gateway feature immediately to the west which notifies travelers that they are in the City of New Smyrna Beach. Together these landmarks are significant “place-making” features.
  - Adjacent (to the east) of the eight-lot subdivision is a large tract in the city limits that is zoned A-1 for agricultural uses. There have been no inquiries on this site and no plans by the present owner to change from agriculture uses.
- Southwest – this property has been actively listed for sale for several years. The family that owns the property has assembled adjoining properties to extend their ownership to the area of the traffic signal installed by Wal-Mart several years ago. The property is zoned PUD, with the general intention of having typical interchange type businesses fronting SR 44 including a gas station and fast food restaurants, and light industrial further south from the frontage lots.

The entire 180 acre property is for sale, and the owners are also working to develop at least the first phase of the property and have had interest expressed by both fast food and gas station firms. The property's location

on the South side of the road makes for convenient in and out turning movements for beachgoers from Orlando coming to SR 44 from I-4 to the west.

The possibility of having light industrial and corporate office locations in this area was discussed with several resource persons, including staff members of Team Volusia and the Department of Economic Development at Volusia County, as well as several career commercial realtors. Several persons mentioned that corporate office locations were doubtful, as New Smyrna Beach is not a primary location for corporate offices.

Another person mentioned that it would be easier to identify what uses are not wanted at this interchange – including distribution centers and other high traffic generators – and combine this with a form-based approach to regulate the size and appearance of buildings. The uses allowed would be more open, with regulations prohibiting the outside storage of raw materials or finished goods.

### Airport

The Airport is a strong contributor to the economy of the City and Southeast Volusia. The Airport area includes the Airport Industrial park as well as the industrial areas nearby on Turnbull Bay Rd and Tionia Rd; and restaurants nearby. The Florida Department of Transportation website has a table listing the annual economic impact of general aviation airports, and the following information is provided for area general aviation airports:

Airport	Total Employment	Total Payroll	Total Output
• New Smyrna Beach	887	\$26,942,000	\$100,426,000
• DeLand	2,613	\$68,482,000	\$243,097,000
• Ormond Beach	518	\$17,830,000	\$51,929,000
• Flagler County Airport	613	\$17,766,000	\$61,125,000
• Pierson	4	\$96,000	\$324,000

The airport has several undeveloped lots and areas along US 1 that are available for development. A consultant has been hired (Phil Jufko of Michael Baker International) to update The Airport Master Plan, and the update will include the development of

additional lots in the Airport Industrial Park. The plan update is scheduled to be completed in the fourth quarter of 2016.

#### Development on SR 44

There is a great deal of interest in commercial development on SR 44 between I-95 and Myrtle Ave. In the past 10 years there has been significant development, with the opening of Home Depot, Murphy Gas Station, Dunkin Donuts, ABC Fine Wine and Spirits, the purchase and lease up of the Plaza 44 property, and the Florida Hospital Medical Office mentioned above. There are also challenges, with the closing and continued vacancy of the K-Mart store and the continued vacancy of the other spaces in the center where the Outback Restaurant is located. The Outback plaza location was recently listed with a local commercial broker and is actively being marketed.

It is anticipated that SR 44 will continue to be an area of great interest for commercial development. Recently the property at the SE corner of Glencoe and SR 44 was re-zoned, Phase I being a gas station, with other uses planned. This area – from Glencoe on the west to an area past the ABC store on the east – has had difficulty developing due to a lack of readily available central sewer service. The City Commission has addressed this difficulty by approved a municipal assessment district in the area and taking the first step of hiring an engineering firm to design the central sewer infrastructure. The engineer's schedule calls for completing the design work and receiving permits by the end of the 2015 calendar year. The Utilities Commission has inserted the project in their FY 15-16 budget for 100% reimbursement through the assessment district.

The City limits to the West on SR 44 extends to Hughes Rd. At that point the unincorporated area begins and is part of the Samsula Local Plan, which extends to west beyond CR 415 (please see attached map). The Samsula Local Plan provides strict land use controls in the Samsula area.

#### Economic Development in the Historic Westside

The Historic Westside at one time had many business locations, but most of these are now gone. It is anticipated that the expanded Alonzo "Babe" James Community Center will provide area caterers with more opportunities for catering events. There has been some inquiries in properties on Dimmick, between Washing and Julia, which is zoned

Mixed Use, for remodeling an existing building to house a restaurant. Residential remains the primary land use for the Historic Westside.

### The Beach

The main attraction for our tourism-driven economy is the Beach! In addition to enjoying the beach, and surfing and fishing, we have other beach amenities as well, including Smyrna Dunes Park to the north and the Canaveral Seashore to the South. One new hotel opened on Flagler Ave in December of 2012, and the City Commission has approved the zoning for a new beachside hotel in September, 2105.

## **ACTION STRATEGIES**

The following action strategies are recommended to implement the City Commission’s goals for Economic Development:

### **In General:**

- In order to implement Economic Development goals contained in the 25 year vision (“Charting Our Course”) goals, the City Commission’s 2015 goals, as well as the Economic Development goals contained in the US 1 CRA Master Plan, there needs to be continued funding for an Economic Development Director to work with the Economic Development Advisory Board and City staff.
- This section lists economic development goal statements and action steps that are SMART: specific, measurable, aggressive and attainable, results-oriented, and timely. The “results-oriented” approach differentiates between the activities, outputs, and efforts; and the desired outcome of the efforts that will indicate that the goal has been successfully achieved.

### **1. Develop an Economic Development Plan for I-95 Interchange to support future business park development**

<b>Tasks</b>	<b>Agency*</b>
<p>a. Prepare a Detailed Plan for the development of the I-95/SR44 Interchange that includes:</p> <ul style="list-style-type: none"> <li>• a technical evaluation of the site (including available infrastructure),</li> <li>• a marketing evaluation of the site (including workforce, availability of business services, and access to transportation); and</li> <li>• recommendations for land uses and target industries.</li> </ul> <p>Strategies to include working with property representatives, City and Utilities Commission staff, Team Volusia, and County DOED; evaluating development in other emerging cities/areas such as the Lake Nona development for formulating recommendations for land uses; and contacting</p>	<b>CityEcDev</b>

developers from those cities/areas to consider NSB. Report will follow the format of the McCallum Sweeny report on the Deltona Activity Center (included in the appendix).

Anticipated Outcome: Private development of at least one Business Park by 2019, with at least six targeted businesses located there employing at least 60 people by 2025.

Report Deadline: December 31, 2016.

## 2. Redevelop US 1

Tasks	Agency*
<p>a. Comp Plan and Code Review for Older US 1 Commercial Properties: The owners of lots fronting on US 1 have expressed concerns for the difficulty of developing and expanding commercial buildings. A request will be made to the Planning Department Staff review the Comprehensive Plan and Land Development Code and prepare a report that identifies problems in regards to developing lots fronting US 1, including a comparison of other cities on US 1 and their land development codes in regard to US 1. The report will make recommendations for addressing the problems, and reference the solutions used in other cities on US 1. At least two public meetings will be held and property owners would be noticed. Revisions to consider will include increased landscape material in reduced setbacks (including the front setback), procedures to increase the feasibility for lot assemblage. This review will recognize the importance of landscaping in maintaining the New Smyrna Beach sense of place. Following the report, an ordinance adopting recommended changes will be presented. If adopted, Economic Development staff will alert US 1 property owners via mail and/or flyers to the changes and offer to provide staff assistance in preparing for redevelopment.</p> <p>Desired Outcome: Redevelopment on US 1. At least two landowners will complete redevelopment efforts in the year following the revision to the Land Development code.</p> <p>Report Deadline: December, 2016. Code Revision Deadline: December, 2017. Outcome Deadline: December, 2018.</p>	<p><b>Planning Dept.</b></p>
<p>b. Economic Development staff will work with the owners of tired, deteriorated selected properties to seek innovative uses with consideration for senior housing. A report will be issued on this effort.</p> <p>Anticipated Outcome: Private re-development of at least one commercial property by 2018.</p> <p>Report Deadline: December 31, 2016.</p>	<p><b>CityEcDev</b></p>
<p>c. Utilize funds from the New US 1 CRA to improve the appearance of buildings and properties on US 1. Staff will prepare a CRA program description and submit it to the CRA and City</p>	<p><b>CityEcDev</b></p>

<p>Commission for approval. If approved, staff will publicize the availability of the program through a press release and will contact the owners of the buildings with the greatest need to explain the problem.</p> <p>Anticipated Outcome: Façade improvements to at least six commercial buildings by December, 2018.</p> <p>Program to be submitted to the CRA by June, 2016.</p>	
<p>d. Prepare a Detailed Plan for the development of the FEC property that includes:</p> <ul style="list-style-type: none"> <li>• a technical evaluation of the site (including available infrastructure),</li> <li>• a marketing evaluation of the site (including workforce, availability of business services, and access to transportation); and</li> <li>• recommendations for land uses and target industries.</li> </ul> <p>Strategies to include working with property representatives, City and Utilities Commission staff, Team Volusia, and County DOED; evaluating development in other emerging cities/areas such as the Lake Nona development for formulating recommendations for land uses; and contacting developers from those cities/areas to consider NSB. Report will follow the format of the McCallum Sweeny report on the Deltona Activity Center (included in the appendix).</p> <p>Anticipated Outcome: Private development of at least one Business Park by 2019, with at least six targeted businesses located there employing at least 60 people by 2025.</p> <p>Report Deadline: December 31, 2016.</p>	<b>CityEcDev</b>
<p>e. Designation of a brownfield area to encourage redevelopment through the tax exemption program: Voters in November 2014 approved the City property tax exemption program. The program provides property tax exemptions for commercial and industrial property improvements that meet eligibility criteria. There are reduced criteria for properties located in</p>	<b>CityEcDev</b>

<p>a City-designated brownfield area.</p> <p>Staff will prepare and process the designation of properties in the area of US 1 including property in the US 1 CRA as a City-designated brownfield. Through the reduced eligibility requirements for properties in a designated brownfield area for the property tax exemption program, it is anticipated that use of the tax exemption program will be encouraged and properties will be redeveloped.</p> <p>Anticipated Outcome: At least one property will utilize the tax exemption program as a result of the new brownfield designation.</p> <p>Deadline: the new brownfield designation will be approved by December, 2016, and the tax exemption program will utilized by a business by December, 2018.</p>	
<p>f. Focus on Opportunity Sites: Identify properties that represent major opportunities – such as the former Daytona Beach Community College building, Chevrolet dealership, and the FEC property. Major capital investment and/or new tenants for these properties, especially the former DBCC building, is likely to encourage redevelopment of adjacent properties (which was the case on Canal St: once the three largest vacant buildings were filled, adjacent vacant properties filled up as well). It is recommended that City staff approach the owners of the opportunity sites and offer to assist in providing information to prospective buyers or tenants, and discuss what types of businesses would be best suited for the property. Other assistance, such as CRA grant funds, brownfield funds (if the property is in a designated brownfield), and tax exemption availability will be explored with each property owner (eligibility depending on the number of jobs created and meeting other criteria)</p> <p>Anticipated Outcome: At least one identified Opportunity Site to be redeveloped by December 31, 2019</p> <p>Report on prospective Opportunity sites to be submitted to the EDAB by June, 2016; and the CRA in the following month.</p>	<p><b>CityEcDev</b></p>
<p>g. Recruit a grocery store to the US 1 area. Presently there is no grocery store in the US 1 area. CRA staff has attended the International Council of Shopping Center and discussed available sites with Aldi (who has announced plans to open a store at SR 44</p>	<p><b>City EcDev</b></p>

& Colony Park Rd) and Save-a-Lot (Since work began on the Plan Update, Save-a-Lot has begun renovating a former hardware store near the Library on US 1). Staff will identify a list of grocers and will begin a marketing campaign to inform the grocers of available sites on US 1.

Anticipated Outcome: a grocery will open for business on US 1.

Deadlines: the grocer list will be developed in June, 2016 and information on available sites will be gathered in July and sent to grocers in August, with follow-up monthly for six months.

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h. Explore the feasibility of a pedestrian overpass near Canal St City staff will explore the feasibility of a pedestrian overpass across US 1, providing a connection between the Historic Westside and the Canal St area.

Anticipated Outcome: a pedestrian overpass similar to those in Lake Mary to be constructed across US 1.

Deadline: The overpass to be constructed by 2026.

### 3. Attract Aviation Businesses to the Airport

Tasks	Agency*
<p>a. Prepare a detailed report following the format of the McCallum Sweeney report in the appendix for property available at the Airport for commercial/service or industrial development that is preferably aviation/aerospace related. The report will be in compliance with the Airport Master Plan or, when available, the updated Airport Master Plan. (Note: this report will include all sites appropriate for light industry including sites outside the Airport area.)</p> <p>Anticipated Outcome: at least one lot will be developed for a business at the Airport.</p> <p>Deadlines: the report will be due June 30, 2016, and the new business will received a building permit or will move in by December 31, 2017.</p>	<p><b>CityEcDev</b></p>
<p>b. Airport Marketing</p> <p>Economic development staff will meet in the first month of each calendar year quarter to with the Airport Manager to select aviation-related manufacturing and spaceport-related companies that will be sent airport marketing material.</p> <p>Anticipated outcome: at least one aviation-business will be recruited to open at the Airport by December, 2018.</p> <p>Deadlines: a quarterly report on marketing efforts will be presented to the EDAB and the Airport Advisory Board.</p>	<p><b>CityEcDev</b></p>

<p>c. At the conclusion of the Airport Master Plan Update in 2016, the Economic Development Director will work with the Airport Manager, the City Engineer, and Utilities Commission staff to prepare a report to identify those lots that are not currently available but could be made available for commercial/service or industrial businesses at the airport. The report will include several optional lot configurations and cost estimates for the construction of infrastructure (including paved streets, water, sewer, electric, re-use, and gas utilities, and common/shared stormwater facilities). The report will also make recommendations concerning any non-airport industrial park-related facilities that are currently located on property that could be made available for commercial/service or industrial businesses.</p> <p>Anticipated Outcome: At least one lot previously unavailable for business use will be made available by December 31, 2018.</p> <p>Deadline: The report will be complete by June 30, 2016. Property will be developed by December 31, 2017. A least one new business will locate on a newly available lot by December 31, 2018.</p> <p>Funding: Substantial costs will be incurred in the design and construction of utilities and streets. Achievement depends on the acquisition of funds. It is anticipated that potential funding sources include FDOT, FAA, EDA, and City funds.</p>	<p><b>CityEcDev</b></p>
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**4. Attract Businesses with Higher Wage Jobs on SR 44 and the Western Corridor**

Tasks	Agency*
<p>a. The City needs to adopt a brand and tag line that can be used in marketing the City has a great place to do business. The historic areas of the City are part of the NSB Waterfront Loop and have been successfully marketed. The City needs to hire an advertising firm to prepare a brand and tag line that captures the City's "cool vibe" while acknowledging that the City is a place where businesses – especially small independent businesses - thrive. The NSB Waterfront Loop was a suggestion from the consultant who prepared the Wayfinding signage system for the City.</p> <p>Anticipated Outcome: a consultant will be hired and a new brand and tag line will be adopted by the City Commission.</p> <p>Deadline: The City Commission will be asked to consider this request by April 30, 2016. A consultant will be hired by September 30, 2016. The new brand and tag line will be presented to the City Commission for adoption by March 31, 2017.</p> <p>Funding: Achievement depends on the acquisition of funds. It is anticipated that the potential funding source would be the City General Fund.</p>	<p><b>CityEcDev</b></p>
<p>b. The City needs to prepare and adopt a corridor plan for SR 44. A proposal for a SR 44 Corridor Review Plan to be done in house by Planning Department staff will be presented to the City Commission to outline current Land Development Code requirements and make recommendations as to Code revisions. The report will seek to balance the need for buffering and landscaping with the needs of businesses that wish to locate there. At least two public meetings will be held and property owners would be noticed. Revisions to consider will include increased landscape material in reduced setbacks (including the front setback) or increased setbacks with reduced landscaping as well as the requirements by the Utilities Commission for additional utility setbacks. This review will recognize the importance of landscaping in maintaining the New Smyrna Beach sense of place. Following the report, an ordinance adopting recommended changes will be presented. If adopted,</p>	<p><b>City Planning Staff</b></p>

<p>Economic Development staff will alert SR 44 property owners via mail and/or flyers to the changes and offer to provide staff assistance in preparing for redevelopment.</p> <p>Desired Outcome: Future development on SR 44 would be in compliance with new guidelines that would not require numerous variances and would provide an aesthetically pleasing property improvement. At least one new development would be in place by the deadline below.</p> <p>Report Deadline: December, 2016. Code Revision Deadline: December, 2017.</p> <p>Outcome Deadline: a new development in compliance with the new guidelines by December, 2018.</p>	
<p>c. Flexible solutions need to be found to address the lack of central water and sewer service on portions of SR 44, with the City working with the Utilities Commission. The City had addressed this need in the area from Hidden Pines to Glencoe on the south side of SR 44, with a municipal assessment district and easements provided by 17 benefitting property owners.</p> <p>Economic Development Staff, working with Planning Department and Utilities Commission staff, will prepare a report to identify those areas of the City with vacant commercial land that are potential building sites that are not readily served with City water and sewer utilities. The report will make recommendations for addressing the lack of services, and prioritize the areas to be addressed. At least two public meetings will be held and property owners would be noticed.</p> <p>Desired Outcome: The areas on SR 44 with the highest potential for near term non-residential development will be served with City water, sewer, and electric utilities with the deadlines set below. At least one landowner will complete site development efforts in the year following the provision of utilities.</p> <p>Report Deadline: June, 2016. Acquisition of Easements: June, 2017. Design of Facilities Deadline: December, 2018. Construction of Facilities Deadline: December, 2019. Outcome Deadline: December, 2020</p>	<p><b>CityEcDev City Engineering</b></p>

<p>Funding: Achievement depends on the availability of funds for the construction of services. It is anticipated that the potential funding source would be the creation of an assessment district by the City Commission, or funding by the Utilities Commission.</p> <p>Note: it is acknowledged that the design of utility services will require the acquisition of utility easements from property owners. For the provision of City sewer service on SR 44 between Hidden Pines Blvd and Glencoe Rd, easements were needed from 17 property owners, which took two years to acquire. One year is provided above for easement acquisition.</p>	
<p>d. Provide Real-time traffic reporting and Additional Parking Capacity to provide faster access to beachside during times of high-traffic volumes.</p> <p>There is an existing County app to provide motorists with real-time traffic information, the feasibility of directing motorists to use an alternative route during the highest traffic volume periods, (such as turning off SR 44 onto Glencoe, to Pioneer Trail, to W Canal, to US 1, to Washington), and for use of shuttles for special events with parking in the Canal St area and possibly at the Marine Discovery Center.</p> <p>In addition, the use of the Votran Flex-bus service needs to be considered to determine if the existing service would be suitable, especially for visitors staying on A1A to visit events on Flagler Ave.</p> <p>Desired Outcome: Backups on SR 44 during high traffic volume periods are eliminated and event-goers can use an app to know where parking is available; if not available in the Flagler Ave area, event-goers will be guided to convenient parking and ride a shuttle. The shuttle experience will be a pleasant and positive experience, a fun part of the event experience.</p> <p>Report Deadline: June, 2016. App and shuttle (hired vendor) availability: June, 2017.</p>	<p><b>CityEcDev</b></p>

**5. Create New and Retain Current Jobs**

<p>a. Economic Gardening through a Business Retention and Expansion (BR&amp;E) Program: An EDAB sub-committee will prepare a report for the organization and implementation of an NSB Business Retention and Expansion Program. It is anticipated that the program will be a joint effort of the City, Chamber, and SCORE, utilizing volunteers to call on businesses throughout the year to obtain information on the City’s business climate and what the City and its partners can do to improve the business climate, as well as assisting individual businesses with expansion or assisting businesses that are struggling. Businesses that are at risk of leaving will also be identified and efforts to retain the business will be implemented. A quarterly report on Program efforts will be provided to the EDAB and City Administration.</p> <p>Desired Outcome: Small business owners and large business managers will have regular contact with City and Chamber representatives and be aware of available assistance for expansion.</p> <p>Strategy start: June, 2016. Report Deadline: January, 2017. Program implementation: June, 2017.</p>	<p><b>CityEcDev</b></p>
<p>b. Re-use of certain Canal St properties: Explore with Volusia County the feasibility of re-locating their offices from the current locations in the Canal St area in order to make those locations available for new, private development that would complement the Canal St business district. The chair of the EDAB would lead this effort, working with the Volusia County Council District 3 Council member. A report would be prepared by the CRA/Economic Development Director with recommendations for new locations for the Volusia County facilities.</p> <p>This re-use effort would also include the AT&amp;T building.</p> <p>Desired Outcome: The Volusia County offices and courthouse annex would be housed in new, more efficient, and conveniently located facilities. The buildings that housed those facilities would be demolished and proposals would be solicited for private development. A developer would be selected and a building would be constructed that complements the Canal St business mix such as a hotel or mixed use building with retail or restaurant on the first floor, professional office on the second floor, and</p>	<p><b>CityEcDev</b></p>

<p>residential on the third and fourth floors.</p> <p>Strategy start: April, 2016. Report Deadline: January, 2017. Outcome Deadline: December, 2022.</p>	
<p>c. Evaluate opportunities for the “creative class” and create a marketing outreach particularly for the Canal St. and the US 1 area. The CRA/Economic Development Director will form an ad hoc “Creative Class Committee” potentially consisting of representatives from Atlantic Center for the Arts, the Hub on Canal, and “Creative Class” business representatives and formulate a strategy to attract and sustain creative class businesses in New Smyrna Beach. At a minimum the City website will include a page with information to address the needs of creative class businesses and have a list of leasable spaces that are typically of interest to creative class businesses or links to such websites. Similar information will also be included on the City’s Facebook page. The group will meet at least quarterly.</p> <p>Strategy start: May, 2016. Page on City website and information on Facebook: January, 2017.</p>	<b>CityEcDev</b>
<p>d. Sustain and strengthen partnerships with Partnership groups, as follows:</p> <ul style="list-style-type: none"> <li>• Team Volusia – City participation in the Practitioners’ meetings and Executive Committee meetings</li> <li>• Volusia County DOED – City staff attendance at the quarterly meetings and a monthly conference (in-person or phone discussion to ensure coordination of efforts)</li> <li>• Southeast Volusia Chamber of Commerce – City staff attendance and reporting at the monthly economic development meetings and a monthly conference</li> <li>• Bert Fish Medical Center – quarterly conference with CEO</li> <li>• SCORE – quarterly conference</li> <li>• Daytona State College Small Business Development Center – quarterly conference</li> <li>• CEO Business Alliance quarterly conference</li> <li>• Embry-Riddle Aeronautical University</li> </ul> <p>Strategy Start: March, 2016</p>	<b>CityEcDev</b>

<p>Outcome: Each agency will be familiar with the City's Economic Development program of work.</p>	
<p>e. Set a joint meeting for the first quarter of 2016, and the first quarter of each year thereafter with the Economic Development Boards of Edgewater and Oak Hill; engage with those cities for shared opportunities. Topics for discussion shall include the availability of workforce training at the Daytona State College branch campus on Tenth St; and the filling of manufacturing job vacancies and programs at NSB High School to alert students to such opportunities. An on-going example of a shared opportunity is the annual business summit held in November, which in its fourth year is being held for the first time (2015) in Edgewater. The summit is open to all business representatives in Southeast Volusia.</p> <p>Strategy start: First meeting to be held in the first quarter of 2016 Outcome: identify and implement programs that would have a greater impact if conducted as a group under the heading of Southeast Volusia.</p>	<p><b>CityEcDev</b></p>
<p>f. Work to maximize the use of the civic center on Riverside Dr. for business conferences. The new center will accommodate 600 occupants. This will be accomplished by:</p> <ol style="list-style-type: none"> <li>1. prominently listing the availability of the new civic center space on the city webpage including a link to the SVAA for a listing of accommodations.</li> <li>2. Sending information on the availability to business groups around the County</li> <li>3. Becoming a partner with the Daytona Area Visitors and Convention Bureau and providing notice of the availability of the space, since the Ocean Center needs the availability of smaller venues in the County for booking so as not to book meetings that will not fully utilize the space available at the Ocean Center.</li> </ol> <p>Strategy Start: April, 2016 Outcome: The new civic center will host six business bookings in the first year.</p>	<p><b>CityEcDev</b></p>
<p>g. A trolley system. In 2017 a "Loop" trolley will be evaluated by the City. The report will consider grant sources, an operational partnership with Votran, and potential routes. At least one potential route for a trolley could be a connection between Flagler Ave and the Canal St area via the North Causeway; or a full loop, connecting Third St and West Canal and the Historic</p>	<p><b>CityEcDev</b></p>

<p>Westside with Canal St and Flagler Ave. Parking lots and pick-up points could be arranged along the route. There have been experiments in the past few years with CRA-funded shuttle vans during certain Flagler Ave events. CRA staff believes that when the shuttle parking/pick-up points on the North Causeway are well-identified with on-site signage, as well as advance publicity on shuttle availability, the use of the shuttle vans is increased. CRA staff has conducted a preliminary inquiry on the subject of trolley systems in historic areas, and the results indicate that in many cases the trolley is operated by the public transit provider in that area. It is CRA staff's understanding that at one time there was a trolley system operated by VOTRAN on A1A between Ormond Beach and Daytona Beach, with a portion of the funding coming from the Advertising Authority in that area. This and other options need to be explored to determine if a trolley system can be established and funded (see attachment on trolleys).</p> <p>Strategy Start: June, 2017  Report Deadline: June, 2018  Outcome: A trolley system will be implemented in 2020, depended on funding.  Funding: FDOT grant for capital costs, funding from the City and participating businesses for operational costs. It is anticipated that a contractor (e.g. Votran) would operate the trolleys.</p>	
<p>h. On-going marketing of the City to attract the attention of business owners: the City webpage and Facebook page will market the City as an internationally recognized surf location and a "work where you play" location. Add data content to the economic development page on the City website and all social media used by the City; and follow-up these efforts with monitoring analytics on the viewing of the information to be reported monthly. Data to be added includes a user-friendly map that users can point and click on specific commercial and industrial properties for further information.</p> <p>Strategy Start: March, 2016  Outcome: At least one new business location as a result of the marketing.</p>	<p><b>CityEcDev</b></p>

<p>i. Every year use the Business Tax Receipt mailout to alert business owners to available services and opportunities available at no charge through the City (including the City Ready program, tax exemption program, information that can assist with business planning such as the number and average income of households near a business location, traffic counts, etc.)</p> <p>Strategy Start: on-going Outcome: An increase in the utilization of the City Ready program for existing businesses.</p>	<p><b>CityEcDev</b></p>
<p>j. Formation of a non-profit, small business lending organization for business start-ups and existing business expansions to provide loans of up to \$15,000 to approved businesses in the City. The organizations would be funded through a consortium of established lenders and private donations. A member of the EDAB and representatives of participating lending institutions would sit as the loan committee.</p> <p>Strategy Start: August, 2106, with meetings with every lender in the City to gauge interest in the program. Program implementation: June, 2017 Outcome: At least one loan made in 2018.</p>	
<p>k. Annual recommendations to the City Commission for needed transportation improvements. The EDAB will set a meeting each year to make recommendations to the City Commission on plans and schedules being considered by the River to Sea Transportation Planning Organization. One topic of review could be the extension of Williamson from Pioneer Trail to SR 44. This review will be tied to the annual concurrency report prepared by the City Planning Department.</p> <p>Strategy Start: the first such meeting will be held in 2106 and scheduled to coincide with comment periods for TPO plans. Desired Outcome: The EDAB makes recommendations on all major transportation planning in the City, and the recommendations are implemented.</p>	

I. Development of a Medical Village at Bert Fish Medical Center.

For several years Bert Fish Medical Center has been working on an acquisition agreement with a larger hospital system. The possibility of a move from the current location is noted as a threat in the SWOT analysis above, and retention is critical since the Bert Fish Medical Center is the largest employer in the City with over 600 employees. The 2010 CRA Master Plan recommended the implementation of a “medical village” with improved connections to Canal St. These plans were not implemented due to the on-going negotiations at the hospital.

A group of City representatives needs to have a series of meetings with the new hospital administration to see how the City can help the hospital plan for its future at its current location. There are new opportunities to be reviewed, including the decommissioning of the Smith St electrical generation plant, and the recent purchase and new ownership of the FEC property to the west of US 1.

Strategy Start: City representatives immediately send a letter requesting a meeting with Florida Hospital representatives as soon as possible.

Desired Outcome: Renovation and Expansion of the existing hospital building as one component of a “medical village”, to include plans for additional physicians’ offices, other medical offices, and housing for hospital employees, with enhanced, walkable connections to Canal St.

m. Adoption of a City Business Incentive Program. The City of Ormond Beach utilizes a City Economic Development Incentive Program under Florida Statute 166.021 (8) (a)-(d) which gives authority for cities to create economic development programs. As evidenced in a recent agreement between the City and a company recruited to the Ormond Beach industrial park from New York state, the program has three elements:

- A payment per job created, much like the state Qualified Target Industry program. In the subject agreement the payment is \$1,000 per job created. A portion of the job creation payment satisfies the 20% match required for the state QTI program, which is usually paid by Volusia County. The County is not a party to the subject agreement.
- A payment to reimburse a portion of capital investment made by the company, including equipment and building improvements. In the subject agreement, it is based on a ratio of \$12.83 reimbursed for every \$1,000 of eligible investment by the company.
- A reimbursement of city property taxes paid over 5 years for building improvements and capital investment.

The City of Ormond Beach has had significant success with this program. It is funded with General Fund \$\$ and with the proceeds of lot sales in their industrial park.

Strategy Start: begin development in June, 2016

Adoption: September, 2016

Outcome: A business taking advantage of the program by September, 2017.

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n. Design guidelines: The City needs to have design guidelines, more stringent in the historic areas and less stringent in the other areas, to ensure that the New Smyrna Beach sense of place is not negatively impacted by existing building improvements or by new building construction. A proposal for the preparation of design guidelines will be presented to the City Commission. The proposal would update the existing design guidelines that have

been used to review past CRA grant applications in the Flagler Ave and Canal St areas. At least two public meetings will be held and property owners would be noticed. Following the report, an ordinance adopting the recommended design guidelines will be presented. City staff will alert property owners via advertisements and by other means to the changes. (Note: there were several occasions where the plan for a proposed building improvement as part of a CRA grant had to be revised to comply with the design guidelines.)

Desired Outcome: Future development in the historic areas , following adoption of the design guidelines, would be in compliance with new guidelines

Report Deadline: December, 2016.

Code Revision Deadline: December, 2017.

Outcome Deadline: a new development in compliance with the new guidelines following the December, 2017 adoption.

## Conclusion

This Economic Development Plan Update is intended to include aggressive but attainable goals, grounded in economic reality and our city's enviable assets. The process of economic development is basically the attraction of investment dollars, and the feasibility of making the investment is evaluated in five categories:

- Land – is there suitable land available?
- Labor – is there an available workforce?
- Capital – will I be able to obtain capital for the business venture?
- Markets – are markets available for my business venture? And
- Regulation – how difficult (including the degree of uncertainty) and time-consuming is it to get my business open?

Quick answers to these five categories:

- Land - for light industry and business parks, as noted in the Plan Update, is limited. The Plan focuses on developing the available sites as quickly as possible.
- Labor – The Plan directs staff to continue working with other partners to accelerate awareness of job opportunities in our area, particularly among non-college bound high school students.
- Capital – There are many established lenders in the City as well as resource agencies such as SCORE and the Small Business Development Center at Daytona State College that provide advice on obtaining capital. In addition, the Plan makes a recommendation that is intended to provide another source of Capital.
- Markets – The Plan has a section on implementing Business Retention and Expansion Program, which includes efforts intended to increase awareness of potential markets.
- Regulation – The 2010 Economic Development Plan spoke to the need to improve the City's building permitting process, this goal has been accomplished by the City through partnership with the Volusia Builders' Association.

The majority of businesses in the City are small businesses... and small businesses play a significant role in the national economy. Forbes Magazine contributor Rebecca O. Bagley said (5.12.12) that small businesses have a big impact – “We often hear that small businesses are the engines of job creation in the United States. Their value and the role they play in our economy is sometimes underestimated because, they are in fact, small. But the truth is there’s nothing small about the impact they have on our economy... there are between 25 million and 27 million small businesses in the U.S. that account for 60 to 80 percent of all U.S. jobs.’

The future is bright and promising for the City of New Smyrna Beach!

## **Attachments**

- Target Industry Comparison
- Population Projections
- Principal Employers
- Principal Property Taxpayers
- Analysis of Business Tax Receipts: 2015
- Location Quotients
- City Comparison Spreadsheet
- Goal Accomplishments Schedule

# POPULATION PROJECTIONS

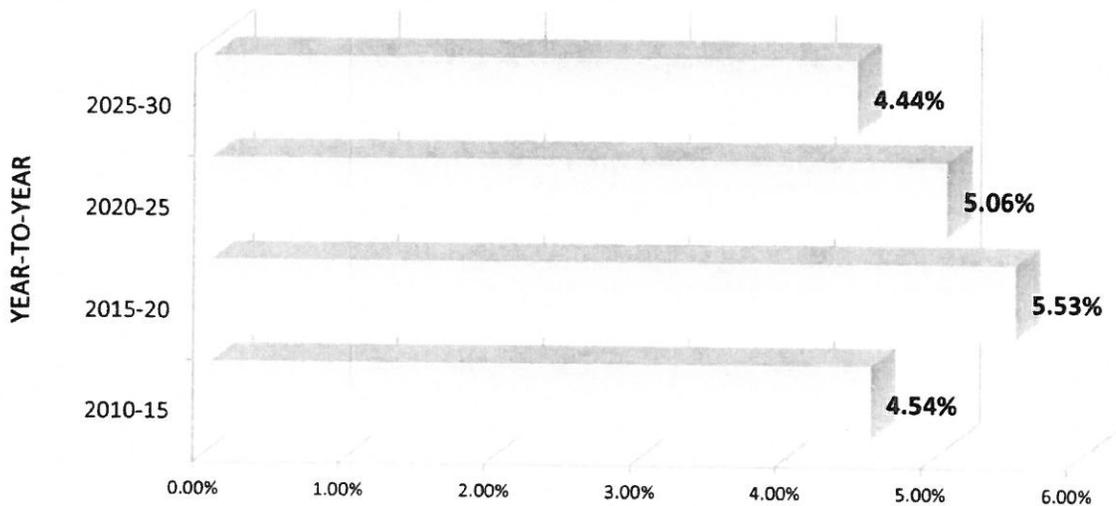
Volusia County, FL

MSA: Deltona-Daytona Beach-Ormond Beach, FL



Place	2010	2015	2020	2025	2030
Volusia County	506,494	529,501	558,803	587,101	613,196
Daytona Beach	64,859	65,443	66,500	67,400	68,062
Daytona Beach Shores	5,539	6,253	7,080	7,905	8,705
DeBary	18,962	21,450	24,351	27,252	30,064
DeLand	27,300	30,012	33,205	36,342	39,318
Deltona	84,759	92,663	101,993	111,185	119,921
Edgewater	21,403	22,686	24,246	25,752	27,133
Holly Hill	12,809	13,151	13,621	14,054	14,432
Lake Helen	2,868	2,956	3,073	3,182	3,275
New Smyrna Beach	23,479	25,011	26,872	28,665	30,319
Oak Hill	2,010	2,290	2,612	2,931	3,243
Orange City	10,319	11,750	13,443	15,097	16,688
Ormond Beach	40,822	43,076	45,871	48,540	50,968
Pierson	2,667	2,937	3,264	3,588	3,897
Ponce Inlet	3,296	3,668	4,105	4,533	4,948
Port Orange	57,018	62,088	68,086	73,967	79,523
South Daytona	13,466	13,653	13,947	14,210	14,420
UNINCORPORATED	114,841	110,329	106,440	102,397	98,169

**Projected Percent Change  
Volusia County**



Source: The University of Florida Bureau of Economic & Business Research; Prepared by [The Shimberg Center for Housing Studies](#)  
 2010 data is reflective of U.S. Census Decennial  
 Full methodology [here](#).

BUSINESS SHINES BRIGHTER HERE

One Daytona Blvd., Suite 240 | Daytona Beach, FL 32114 | PHONE: 386.265.6332 | [www.teamvolusiaack.com](http://www.teamvolusiaack.com)

**City of New Smyrna Beach, Florida  
Principal Employers, Current and Nine Years Ago  
Table 15**

Employer	September 30, 2014			September 30, 2005		
	Total Employees	Rank	Percent to Total City Employment	Total Employees	Rank	Percent to Total City Employment
BFMC Community Medical Center	680	1	4.50%	n/a	-	n/a
Volusia County Public Schools	335	2	2.22%	n/a	-	n/a
Publix Supermarkets	301	3	1.99%	n/a	-	n/a
City of New Smyrna Beach	223	5	1.48%	n/a	-	n/a
Wal Mart	215	4	1.42%	n/a	-	n/a
New Smyrna Beach Utilities Commission	173	6	1.15%	n/a	-	n/a
Ocean View Nursing & Rehab Center	170	7	1.13%	n/a	-	n/a
McDonald's	146	8	0.97%	n/a	-	n/a
Winn Dixie Stores, Inc.	143	9	0.95%	n/a	-	n/a
Home Depot	120	10	0.79%	n/a	-	n/a
Pizza Hut/KFC/Taco Bell	111	11	0.73%	n/a	-	n/a
Outriggers Tiki Bar	85	12	0.56%	n/a	-	n/a
Daytona Beach State College	80	13	0.53%	n/a	-	n/a
Beall's Inc	79	14	0.52%	n/a	-	n/a
Lexus Carson	76	15	0.50%	n/a	-	n/a
Sugar Mill Country Club	75	T16	0.50%	n/a	-	n/a
Bonefish Grill/Outback/Carrabbas	75	T16	0.50%	n/a	-	n/a
Grille at Riverview	72	17	0.48%	n/a	-	n/a
Mullinax Ford-Mercury	69	18	0.46%			
JB Fish Camp	68	19	0.45%			
<b>Total</b>	<b>3,296</b>		<b>21.82%</b>			

Estimated Total Number of Employees in the City of New Smyrna Beach

15,105

Source: Infogroup Employer Database 2014 ed. 1

n/a - No known source for employment data for prior period exists.

**City of New Smyrna Beach, Florida**  
**Principal Property Taxpayers, Current and Nine Years Ago**  
**Table 7**

Taxpayer	September 30, 2014			September 30, 2005		
	(2013 Tax Roll) Assessed Taxable Value	Rank	Percent to Total Assessed Taxable Value	(2004 Tax Roll) Assessed Taxable Value	Rank	Percent to Total Assessed Taxable Value
Wal-Mart Stores East, LP	\$ 13,156,252	1	0.52%			
Coconut Palms Condo Association	11,262,104	2	0.45%			
Cathy S Truett Trust	9,275,902	3	0.37%			
Lyme Stone Ranch Investors LTD	8,510,929	4	0.34%			
Islander Beach Club Condo Association	8,060,804	5	0.32%	13,345,176	2	0.60%
Bellsouth Telecommunication, Inc.	7,388,380	6	0.29%	10,816,429	3	0.49%
Coconut Palms II Condo Association	7,183,223	7	0.29%			
Home Depot USA INC	6,691,696	8	0.27%			
MMR Holdings LLC	6,248,255	9	0.25%	10,478,866	4	0.47%
I.R.T. Property Co.	5,813,141	10	0.23%	7,120,641	7	0.32%
Ocean Development Group, Inc.				28,930,570	1	1.31%
Islander Beach Resorts				13,345,176	2	0.60%
Samuel R. Sutton, Trustee				8,540,781	5	0.39%
Dudley Properties LLC				7,795,000	6	0.35%
811 Development Corporation				6,980,264	8	0.32%
Venetian Bay of NSB LLC				6,187,630	9	0.28%
Innkeepers Motor Lodge Inc				6,016,053	10	0.27%
<b>Total</b>	<b>\$ 70,434,434</b>		<b>2.80%</b>	<b>\$ 119,556,586</b>		<b>5.41%</b>

Source: Volusia County, Florida, Property Appraiser.

## ANALYSIS OF BUSINESS TAX RECEIPTS: 2015

1. Accommodations 1-5 Rentals	1-378	378
2. Adult Entertainment	379	1
3. Advertisers/Airplane	380	1
4. Advertising/print	381-385	5
5. Agents or Agencies	386-394	9
6. Airplane Services	395-399	5
7. Aquariums	400	1
8. Athletic Clubs	401-409	9
9. Automobile Transport – Taxi	410-412	3
10. Automotive Sales	413-431	19
11. Bakeries Retail	432-437	6
12. Barbershop 1-4 Chairs	438-431	?
13. Beach Concessions	432-447	16
14. Beauty Shop less than 12 chairs	448-504`	57
15. Bicycle/scooter/golf cart sales	505	1
16. Bicycles/scooters for rent	506-507	2
17. Billiards	508	1
18. Boat Charter/Fishing	509-516	8
19. Boat rentals non-power	517-519	3
20. Boat rental powered	520	1
21. Boat sales and service	521-528	8
22. Boat Storage per space	529-532	4
23. Boats Ferry.sightseeing	533-535	3

24. Boatyards for storage	536	1
25. Bowling Alley	537-538	2
26. Brokers	539-553	15
27. Car washes and or auto	554-562	9
28. Coin-operated machines	563-578	16
29. Concrete plants	579	1
30. Contractors state licenses	580-671	92
31. Conversion Record	672	1
32. Dancing School/instruction	673-677	5
33. Dealers secondhand	678-681	4
34. Delivery Service each vehicle	682-684	3
35. Dry cleaning	685-688	4
36. Dry cleaning pick-up station	689-690	2
37. Each concrete truck	691	1
38. Exterminators	692-695	4
39. Financial company	696-717	22
40. Funeral homes	718-722	5
41. Garage/storage/parking	723-725	3
42. Garbage hauling/profit	726	1
43. Gold and silver dealers	727-728	2
44. Golf Courses	729-	1
45. House and pool cleaners		68
46. Lawn Service		43

47. Manufacturers	29
48. Professional & Business	424
49. Merchant Retail less than \$300,000 stock	
50. Contractor State Licensed	
51. Subcontractors	
52. Beauty Shop 1-4 chairs/beds	
53. Merchant Retail less than \$75,000 stock	
54. Automotive Sales	
55. Merchant Retail less than \$5,000 stock	
56. Machine & Repair: 3 employees or less	
57. Accommodations 31-40 Rentals	
58. Real Estate Agent	45
59. Refuse	5
60. Rental Car	3
61. Restaurant	143
62. Retail	314
63. Service stations	23
64. Storage warehouses	10
65. Subcontractors	172
66. Tattoo	1
67. Phone	1
68. Theatre	1
69. Trailer Park	3

70. Travel	8
71. Truck rental	2
72. House sitting/pet	5
73. Wrecker	1

NAI CS	Description	2015 Jobs	2010 - 2013 Change	Current Total Earnings	County Jobs	% of city	% of county	Loc. Quotient
			Insf. Data	Insf. Data				
11	Crop and Animal Production	91	(12)	\$19,943	1,741	0.0091	0.01	
21	Mining, Quarrying, and Oil and Gas Extraction	<10		Insf. Data	19			
22	Utilities	<10		Insf. Data	272		0.002	
23	Construction	809	82	\$43,424	9,367	0.081	0.056	1.44
31	Manufacturing	247	(52)	\$63,518	9,495	0.025	0.056	0.45
42	Wholesale Trade	134	(27)	\$50,130	3,982	0.013	0.024	0.54
44	Retail Trade	2,128	13	\$30,237	24,442	0.214	0.145	1.47
48	Transportation and Warehousing	176	20	\$44,756	1,841	0.017	0.011	1.54
51	Information	34	(3)	\$43,786	1,719	0.003	0.01	0.3
52	Finance and Insurance	290	(201)	\$63,662	4,434	0.03	0.027	1.11
53	Real Estate and Rental and Leasing	384	74	\$36,499	3,645	0.039	0.022	1.77
54	Professional, Scientific, and Technical Services	387	23	\$53,100	7,253	0.039	0.044	0.886
55	Management of Companies and Enterprises	0	0	\$0	1,085		0.007	
56	Administrative and Support and Waste Management	631	35	\$35,850	9,900	0.064	0.059	1.08
61	Educational Services	19	(15)	\$36,442	5,958	0.002	0.358	0.055
62	Health Care and Social Assistance	1,689	15	\$60,142	28,241	0.17	0.169	1.01
71	Arts, Entertainment, and Recreation	190	29	\$27,120	3,600	0.019	0.022	0.864

72	Accommodation and Food Services	1,530	141	\$19,804	20,559	0.154	0.123	1.25
81	Other Services (except Public Administration)	705	62	\$39,863	7,579	0.071	0.045	1.57
90	Government	485	(65)	\$67,680	21,456	0.049	0.129	0.38
99	Unclassified Industry	<10	Insf. Data	Insf. Data	33			
		9,936	118	\$41,075	166,621			
	H figures from attached schedule							
	K City v. County Location Quotient: relative concentration of city v. county employment by industry sector							

City	Population	Tax Base % Non-Res	Household Income	High School + Bachelor Deg+	Commute to Work min	Available sites	Median Value Owner Occupied	Retail sales per capita
New Smyrna Beach	23,230	83%	\$50,000	91.3%/29.1	25.8 /74	\$212,100	\$19,857	
Edgewater	20,938		\$45,379	90.8%/16.4%	26.9 /63	\$131,900	\$5,750	
Port Orange	57,203		\$45,696	89.8%/23.5%	22.1 /78	\$147,000	\$9,460	
Ormond Beach	38,661		\$50,022	93.6%/30.8%	21.5 /123	\$168,800	\$13,731	
Deland	28,237		\$37,744	87.2%/23.3%	24.7 /153	\$152,500	\$25,181	
Daytona Beach	62,316		\$27,762	84.9%/19.2%	19.3 /253	\$121,100	\$28,168	
Deltona	86,290		\$47,049	85.5%/15.1%	32 /64	\$122,400	\$3,490	
NSB Ranking (from highest to lowest)	Fifth	First	Second	Second/Second	Third	Fourth	Highest	Third

B: 2013 Estimate Census Bureau

C: Property Appraiser

D: 2013 Estimate Census Bureau

E: 2013 Estimate Census Bureau

F: US Census Bureau

G. Volusiasites.com and Loopnet.com

H. US Census Bureau: Median Value,

Owner-Occupied Units, 2009-2013

I. US Census Bureau, Manufacturers Shipments, 2007

J. US Census, Retail Sales, 2007

K. US Census, Retail Sales per Capital, 2007

Prepare a detailed Plan for the development of the I-95/SR 44 interchange  
Comp Plan and Code Review for US 1 Commercial Properties - Planning Department  
Work with owners of deteriorated properties on US 1 for re-development - Ec Dev staff  
Improve appearance of buildings on US 1 with CRA funds - Ec Dev staff  
Work with the new property owner on a Detailed Plan for the development of the FEC property Ec Dev staff  
Designate the US 1 Corridor as a Brownfield  
Focus on Opportunity sites for re-development throughout the CRA  
Look at the feasibility of a grocery store for US 1  
Prepare a detailed report of property available at the Airport  
Market available properties at the Airport, market for sale or lease to nearby businesses wishing to expand, and other businesses  
Expand the Airport Industrial Park through the Airport Master Plan Update  
Develop and adopt a brand and tag line  
Prepare and adopt Design Guidelines for commercial districts - City Planning Department  
Prepare a report with recommendations regarding City water and sewer availability on SR 44  
Develop and implement a Business Retention and Expansion Program  
Explore re-use of certain Canal St properties  
Evaluate opportunities for the Creative Class industries  
Sustain and strengthen partnerships with Volusia County, SEV cities, and Economic Development partners  
Meet annually with Chamber and Economic Development Boards of Edgewater  
Maximize the use of the new civic center  
Explore funding for a trolley system for the LOOP  
On-going marketing utilizing the City webpage (with added content in year 1) and Facebook  
Utilize the Business Tax Receipt mailout every year to alert business owners and managers of available services  
Formation of a business micro-loan lending consortium  
Annual recommendations for major transportation planning  
Creation of a "medical village" at Bert Fish Medical Center  
Support the continued MDC redevelopment of the old high school site  
Review the Current City Business Incentive Program annually and incorporate the voter approved tax exemption incentive



1 *DRAFT*  
2 ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING  
3 MINUTES  
4 JANUARY 20, 2016  
5

6 The Economic Development Advisory Board held a regular meeting on Wednesday,  
7 January 20, 2016 at the City Commission Chambers, 210 Sams Avenue, New Smyrna  
8 Beach, Florida. Vice-Mayor Reiker called the meeting to order at 6:03 p.m.  
9

10 The following members were present:

11  
12 Vice-Mayor Reiker  
13 Paul Mayer  
14 Lilian Conrad  
15 Michael Kolody  
16 Chase Herbig  
17 Walter Davis  
18

19 Ulrike Rehn was absent. Also present were CRA/Economic Development Director Tony  
20 Otte and Recording Secretary Tammy Dickerson and members of the public.  
21

22 **Consent Agenda –**

23  
24 **Lilian Conrad made a motion to approve the minutes as amended of the regular**  
25 **meeting held December 16, 2015; seconded by Paul Mayer. Motion passed**  
26 **unanimously, 5-0.**  
27

28 **Presentation:** None  
29

30 **No Public Participation**

31  
32 **Old Business**

33  
34 A. Recommendation of the Final Draft Plan to the City Commission  
35

36 Mr. Otte discussed the process of the final draft plan. He then discussed the comments  
37 he received from the public.  
38

39 Jim Russell comments below:  
40

- 41 1. 5 year plan
- 42 2. Attract businesses with high-paying (over \$50,000/year) jobs  
43

44 Goal: 150 new jobs per year for 5 years

45 Location: New Class A buildings in new High Tech-Research-Light  
46 Manufacturing Business Park in land owned by Utilities Commission  
47

48 How to do it: Hire a proven recruiter

ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING  
JANUARY 20, 2016  
MINUTES

- 1
- 2 3. Revitalize US1 and west side with new CRA
- 3 4. Retain and Expand Downtown Medical Campus
- 4 5. Move Volusia County Courthouse and other offices to new campus on south side
- 5 of SR44 just east of I-95. Develop the land around the Chamber building with a
- 6 boutique, hotel, restaurants, ships store / provisioner, shops and three small
- 7 county offices.

8

9 Tami Messina comments below:

10

11 I'm all for growth and development, but as a business owner and accommodations

12 owner I think we should be trying to find ways to drive weekday business to NSB. We

13 can all fill our rooms on the weekends, but our challenge is trying to find business during

14 the week as we sit empty much of the time. I'd like to see the city focus on building

15 meeting space and a venue for concerts like St. Augustine. We don't really need more

16 accommodations until we fill up the business's that already exist.

17

18 Sally Mackay comments below:

- 19
- 20 1) Move the Utilities Commission and its customer service to the UC owned 800 acres
  - 21 on SR44 (a very small satellite office for bill paying and customer service could be
  - 22 opened on in K-Mart Plaza (see #4) or on Canal Street or US1)
  - 23 2) A Marriott Renaissance brand or other hotel goes into the Utility Commission
  - 24 building - all the infrastructure is there plus the hotel would be perfectly placed for
  - 25 visitors to the Brannon Convention Center. (David Swentor told me there was interest
  - 26 from Marriott for such a project back in 2008 and the economy is way better now)
  - 27 3) Simultaneously, a three level parking lot is erected in Utility parking lot for the hotel
  - 28 guests and to alleviate the parking problems on Canal St. (which will only get
  - 29 worse once the Brannon Convention Center opens...it would be a shame to lose
  - 30 convention business because of inadequate parking)
  - 31 4) The county offices and court-house move from north side of east Canal St and
  - 32 Riverside to the currently vacant K-Mart building on SR44 which has ample exposure,
  - 33 easy access, and plenty of parking.
  - 34 5) The currently under-utilized, high value land under the county offices on the north
  - 35 side of east Canal St and Riverside goes back on tax-rolls allowing for retail
  - 36 stores/restaurants above street level parking plus 2 story apartments with stunning
  - 37 views of the harbor and river, and loft apartments above. All high-end real-estate.
  - 38 6) ATT be given incentives to move from the building on the south-side of east Canal
  - 39 St. - another valuable piece of real-estate. ( I understand that all the technology inside is
  - 40 digital and very compact and could be housed literally anywhere in the world - according
  - 41 to Jeff Jackson, Bellsouth and ATT supervisor).
  - 42

43 Ms. Conrad stated that the neighborhood visioning plan shows there is property in the

44 downtown area that is underutilized in the Canal Street area so Ms. Mackay's

45 comments are consistent with the neighborhood visioning plan.

ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING  
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1 Mr. Mayer stated that he likes the comment of Ms. Messina about an outside venue  
2 such as an amphitheater. He stated that we need to build an outside amphitheater for  
3 concerts either on the AOB or the Fish and Wildlife property.

4  
5 Ms. Conrad stated that would be a compliment for the new Brannon Center.

6  
7 Mr. Kolody stated that his concern would be moving the government offices from the  
8 downtown area as some of those employees use the downtown businesses. He stated  
9 that unless there is a plan in place on how to revitalize the area with taking them out he  
10 would hold off on that for a while. He stated that perhaps the county could redevelop  
11 their offices to be a more useful building and include some retail in them.

12  
13 Vice-Mayor Reiker stated that she wasn't sure if moving the county buildings was the  
14 best idea because it brings a lot of residents to the area. There would definitely have to  
15 be a good plan on something that would still bring the people to the area.

16  
17 Mr. Herbig stated that he thinks it's important to keep the government offices in the  
18 downtown area instead of spreading out.

19  
20 Mr. Mayer stated that he thought the properties were extremely valuable especially  
21 across the street from the new Brannon Center such as a hotel and many other things.

22  
23 Vice-Mayor Reiker stated that it may happen sooner than later and asked Mr. Otte is  
24 there a way to fold this in to the 5-year plan.

25  
26 Mr. Otte stated that he could do that.

27  
28 Ms. Conrad stated that it's definitely important to use the property for its highest and  
29 best use.

30  
31 Vice-Mayor Reiker stated that the Commission had discussed putting an amphitheater  
32 on the AOB site but then the Marine Discovery Center discussed moving along with that  
33 project which would be great in her opinion because they have parking on their  
34 property.

35  
36 Mr. Otte stated that he would put that in the plan also.

37  
38 Mr. Mayer asked if there was any movement on the Smith Street site.

39

ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING  
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1 Mr. Otte stated that there was a discussion at the UC Commission and City Commission  
2 joint meeting. He stated that there is movement on decommissioning the site and will  
3 hear more on that at the next meeting.

4  
5 Mr. Mayer stated that would give us a block for more medical.

6  
7 Mr. Otte stated that there has been discussion on using that for parking and then  
8 existing parking could be used for medical.

9  
10 Rick Hawes, 809 Silk Oak Court, stated his name then addressed the Board. He stated  
11 that the new civic center is definitely a jewel for the downtown area. He stated that  
12 maybe there are measures we could be taking now for that downtown area.

13  
14 Mr. Otte stated that could look in to a traffic count for the downtown area.

15  
16 Jay Pendergast, 5900 South Atlantic Avenue, stated his name then addressed the  
17 Board. He stated that he read the plan and feels it needs to be tightened up some  
18 before it goes to the City Commission. He stated that he didn't agree with doing studies  
19 on privately owned properties with the city being financially strained. He stated that he  
20 thinks city staff shouldn't be wasting their time to write proposals for what should occur  
21 on a privately owned piece of property. He stated that the city should be looking at their  
22 own property including the property west of I-95. He also stated that on page 32 it's  
23 discussing high wages and then it discusses design guidelines and feels that it should  
24 be moved or replaced. He stated that the design guidelines belong in the land  
25 development code that's really where it tells you how to design and build a building. He  
26 stated that there is going to be an amphitheater on the Marine Discovery Center in the  
27 next couple of years.

28  
29 Vince Snowden, 2103 Ocean Drive, stated his name then addressed the Board. He  
30 stated that he was one of the owners at the southwest quadrant at I-95 and SR44. He  
31 stated that he would like it corrected in the plan as the owner being the O'Reilly  
32 property. He stated that 180 acres is owned by the Snowden's and the other property is  
33 the O'Reilly property. He stated that his family is trying to develop on the property what  
34 the demand is and they have an exciting project proposed for the property. He stated  
35 that they had some exclusive rights that they had to clear up and they are hoping to  
36 present to the Board next week some of the exciting proposal that they have. He stated  
37 that in the past the City Commission mentioned they would only allow large big box  
38 development in the southwest quadrant which made him invest heavily in buying out the  
39 other property owners to move forward with the project. He stated that a lot of the  
40 things that are in this plan are exactly what they are trying to do on this property. He

ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING  
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1 stated that this activity center was created because we have a 4-lane highway and soon  
2 to be 6-lane interstate. He stated that there are no successful office parks from  
3 Jacksonville to Ft Lauderdale on the interstate. He stated that an office park is not the  
4 best use for this property. He stated that what they are working on will relieve the traffic  
5 problem when the beach ramps are closed. He stated that they hoped to have a  
6 thriving development.

7  
8 Vice-Mayor Reiker stated that she will make sure he is able to meet with the new  
9 Planning Director and start that relationship and discuss the proposed project.

10  
11 Sally Gillespie, 610 North Peninsula Avenue, stated her name then addressed the  
12 Board. She stated that she was representing the group New Smyrna Beach Coalition  
13 for density limits and a petition signed by 700 residents to keep the small town charm in  
14 the core of our city. She stated that the coalition likes the new plan but their main  
15 concern is to protect one of the economic drivers and that is the small town character of  
16 the city. She stated that small town character area that we need to protect is  
17 beachside, Coronado Island and the historic districts. She stated that we need to be  
18 careful when we develop hotels and multi-family in this core area. She stated that we  
19 shouldn't build an above average height hotel or multi-family building in this area - it  
20 should be built to scale. She stated that in the city's future land use regulations we  
21 have guidelines that are special and specific to this core so we encourage development  
22 of hotels that are a boutique hotel that are built to the scale of the neighborhood.

23  
24 Sally Mackay, 714 Faulkner Street, stated her name then addressed the Board. She  
25 stated that she wanted to correct her remarks about the AT&T building on Canal Street.  
26 She stated that she has since found out that it's not that easy to vacate the building as  
27 she thought. She stated that there is copper piping under the ground of the building and  
28 therefore that would make it very difficult to move the people out of that building. She  
29 stated that the Renaissance Hotels will take an existing building such as the Utilities  
30 Commission building on Canal Street and renovate it in to a hotel. She stated that the  
31 building is under-used. She stated that we need a hotel that will be bringing in  
32 conventions to the new civic center. She stated that AOB site future hotel will be  
33 utilized by people on boats using our harbor and river. She stated that we have a  
34 parking issue and we could use the back land of the UC for multi-level parking. She  
35 asked if there was anything in the plan on how we cross US1. She stated that  
36 somehow we need to get people safely across US1 from West to East Canal Street.

37  
38 Mike Funaro, 4608 Van Kleeck Drive, stated his name then addressed the Board. He  
39 stated that the primary reason for economic development is increasing the commercial

ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING  
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1 tax base. He stated that we need to create a Monday thru Thursday environment and  
2 convention people want a full service hotel.

3  
4 Jim Russell, 3371 Tuscano Avenue, stated his name and then addressed the Board.  
5 He stated that he agreed with moving the UC elsewhere and save the building, and  
6 build a parking garage that has retail or office space on the first floor behind the  
7 building. He stated that there are successful office parks along the highways. He  
8 stated that he thought the city should support or establish small retail office areas in the  
9 west side neighborhood. He stated that the city should consider moving the UC out  
10 west of I-95 and leave a small customer service building downtown and also encourage  
11 Volusia County to move also and leave a small customer department downtown. He  
12 stated that in the future he looks to see a multi-government service facility west of I-95.  
13 He stated that not only could we include the county but also federal and state offices  
14 also. He stated that if we can't move the AT&T building maybe we could build a  
15 boutique hotel on top of it.

16  
17 Mike Lopez, 1816 Beacon Street, stated his name and then addressed the Board. He  
18 stated that what is being planned for the 180 acres on the SW quadrant of I-95 is a  
19 mixed used development that caters to everyone's desires. He stated that we don't  
20 have the population for an office park. He stated that they are planning a hotel  
21 convention center with an entertainment center on this property. He stated that they  
22 have a plan that will meet all requirements.

23  
24 Mr. Kolody stated that we have 3 areas that the Economic Development Advisory Board  
25 wants to work on and they are the I-95 interchange area, US1 redevelopment and the  
26 airport. He stated that we aren't recommending any drastic changes to Canal Street,  
27 Flagler Avenue or the older NSB style - we like what we have right now. He stated that  
28 he doesn't want NSB to build into separate areas meaning the old and the new. He  
29 stated that he would like to tie the two areas together.

30  
31 Mr. Herbig stated that we are also looking at a surf museum across from the  
32 amphitheater.

33  
34 Ms. Conrad stated that she appreciated the public comments and glad to hear the  
35 comments are on the same page as the Board.

36  
37 Mr. Mayer stated that he was happy to receive all the comments from the public.

38  
39 Mr. Davis thanked everyone for their support and great input from the public.

ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING  
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1 Mr. Otte stated that he would recommend moving design guidelines to the  
2 redevelopment US1 section or the last section which is a general section. He stated  
3 that he would also like to add a pedestrian US1 overpass it's a very important point  
4 made by Ms. MacKay.

5  
6 Vice-Mayor Reiker stated that when the FDOT puts in the extra turn lane in by the Dunn  
7 Lumber it was her understanding that was when we were going to do something about  
8 the crosswalks on US1 so maybe we could phase that in. She stated that as far as the  
9 design guidelines she understands that is an LDR issue the reason we were putting it in  
10 the plan was to preserve what we have.

11  
12 **Paul Mayer made a motion to approve the plan with discussed changes to be**  
13 **made, seconded by Michael Kolody. Motion passed unanimously. 5-0.**

14  
15 **New Business:**

16  
17 A. Initial discussion of the designation of the US 1 corridor as a brownfield

18  
19 Mr. Otte stated that the tax exemption program is more of an incentive if a business is in  
20 a brownfield area. He stated that he would like to start exploring the designation of US1  
21 and come back with a map showing what to include or not to include that would be  
22 another incentive for US1 businesses.

23  
24 **Michael Kolody made a motion for Mr. Otte to start this process, seconded by**  
25 **Paul Mayer. Motion passed unanimously on roll call vote, 5-0.**

26  
27 **Board Member Comments**

28  
29 The Board members agreed the Economic Plan was a great plan and thanked Mr. Otte  
30 for his hard work on the plan.

31  
32 **Reports & Communications**

33  
34 A. January, 2016 Planning & Development Activity Report

35  
36 B. December Economic Development Newsletter

37  
38 C. Report from Team Volusia consultant for Target Industries

ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING  
JANUARY 20, 2016  
MINUTES

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**Future Agenda Items**

- A. Regular meeting moved to February 24: Joint meeting with Neighborhood Advisory Council

Mr. Otte stated that the Neighborhood Advisory Council requested to meet with the Economic Advisory Board.

Ms. Conrad asked what the agenda would be on.

Mr. Otte stated that the general topic was the placement of business with residential.

- B. March 16: Meeting at Edgewater City Hall with the Edgewater EDAB

Vice-Mayor Reiker stated that they really want to meet with the Board. She stated that we can share ideas with each other and maybe something they can do that we can't do here.

- C. Business employee training opportunities

Mr. Otte stated that there are needs for companies in NSB and Edgewater. He stated that when he went to the meeting at Daytona State College there were only 5 people that showed up for the orientation. He stated that there is hope that CareerSource Flagler-Volusia could offer scholarships or some of the business owners could help with the cost.

Mr. Otte stated that there is going to be a job fair on March 3 at Daytona State College, and high school seniors will attend.

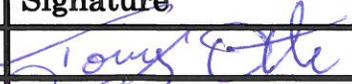
**Adjournment**

With there being no further business, the meeting was adjourned at 6:50 p.m.

## TARGET INDUSTRY COMPARISON

<b>New Smyrna Beach</b>	<b>Edgewater</b>	<b>Team Volusia</b>	<b>Metro-Orlando</b>	<b>State (Enterprise FL)</b>
Aviation & Aerospace	Boat building and Marine Equipment, Supplies, and Services	Aerospace Manufacturing	Business Services	Cleantech: solar, biofuels, fuel cells, etc.
Creative Class	Recreational Equipment, Supplies, and Services	Computer & Electronic Manufacturing	Advanced Technologies	Life Sciences: Biotechnology, medical device mfg, pharmaceuticals, health care
Light Industry	Commercial and Industrial Products and Services	Machine Manufacturing	Aviation, Aerospace & Defense	Information Technology: photonics/optics, digital media, software and computer systems design, computers and microelectronics, telecommunications
Medical	Green Industries and Technologies	Medical Equipment & Supplies	Film & Digital Media	Aviation/Aerospace
Professional	Entertainment, Recreation, and Leisure Services	Professional. & Business Services.	Life Sciences & Healthcare	Homeland Security/Defense
Recreation	Aviation and Aerospace Equipment, Supplies, Service, and Technologies	Emerging Technologies (including Aerospace R & D		Financial and Professional Services
		Distribution & Warehouse		Manufacturing
		Film Production		Corporate Headquarters

## EDAB AGENDA ITEM SUMMARY

<b>Department Making Request:</b> EDAB Staff		
<b>Meeting Date:</b> February 24, 2016		
<b>Action Item Title:</b> Review of EDAB Bylaws, and Goals		
<b>Agenda Section:</b> Consent _____ Public Hearing _____ Special Items <u>  x  </u>		
<p><b>Summary Explanation and Background</b>            On April 13, 2010 Mayor Adam Barringer presented the City's first Economic Development Plan at a City Commission meeting. One of the plan's recommendations was to create an Economic Development Advisory Board, and the Board was created by the City Commission with the approval of Resolution 18-10 on April 27, 2010. (A copy of the resolution is attached.)</p> <p>Section 6 of Resolution 10-18 provides the Duties of the Board:            "Duties. The Economic Development Advisory Board is charged with making recommendations to the City Commission and City Manager regarding the implementation and funding of the City's Economic Development Plan, fostering economic development within the City, and performing such other duties and assignments as requested by the City Commission or City Manager."</p> <p>The Goals for the Board for 2016 are listed in the Economic Development Plan Update (attached in this agenda packet) and these goals include:</p> <ul style="list-style-type: none"> <li>• Prepare a detailed plan for the development of the I-95/SR 44 interchange</li> <li>• Comp Plan and Code Review for US 1 Commercial Properties – Planning Department</li> <li>• Work with owners of deteriorated properties on US 1 for re-development</li> <li>• Designate the US 1 Corridor as a Brownfield</li> <li>• Prepare a detailed report of properties available at the airport</li> <li>• Creation of a medical village at Bert Fish Medical Center</li> </ul>		
<b>Recommended Action/Motion:</b> N/A, information only		
<b>Funding Analysis:</b> Budgeted _____ If not budgeted, recommend funding account: x N/A, information only		
<p><b>Exhibits Attached:</b></p> <ol style="list-style-type: none"> <li>1. Resolution 18-10, creating the Economic Development Advisory Board</li> <li>2. Resolution 10-14, Amending Resolution 18-10 (regarding members)</li> <li>3. Resolution 10-15, Amending Resolution 18-10 (regarding members)</li> </ol>		
<b>Reviewed By:</b>	<b>Name</b>	<b>Signature</b>
CRA Director	Tony Otte	
City Manager	Pam Brangaccio	



37 staff member for appointment by the City Commission as a non-voting  
38 Board member. The Mayor will chair the Advisory Board as a non-  
39 voting member of the Board serving ex officio.

40 **SECTION 4:** The seven members of the Economic Development  
41 Advisory Board serve four year staggered terms at the pleasure of  
42 the City Commission and may be removed from the Economic  
43 Development Advisory Board by the City Commission with or without  
44 cause. If the position of a member becomes vacant for any reason,  
45 the City Commission shall appoint another qualified person to serve  
46 the unexpired term of the vacated position. The Economic  
47 Development Advisory Board shall work with the City Manager or the  
48 City Manager's designee.

49 **SECTION 5:** Qualifications of members. Wherever possible the  
50 City Commission shall appoint members to the Economic Development  
51 Advisory Board who have demonstrated expertise, training, education  
52 or experience in operating a business, tourism, finance, real  
53 estate development, or another related field. City employees and  
54 members of other City advisory boards may not serve as members of  
55 the Economic Development Advisory Board.

56 **SECTION 6:** Duties. The Economic Development Advisory Board is  
57 charged with making recommendations to the City Commission and City  
58 Manager regarding the implementation and funding of the City's  
59 Economic Development Plan, fostering economic development within  
60 the City, and performing such other duties and assignments as  
61 requested by the City Commission or City Manager.

62 **SECTION 7:** The Economic Development Advisory Board will meet at  
63 least once per month. All meetings shall be open to the public and  
64 minutes shall be kept as provided by state law.

65 **SECTION 8:** *Conflicting Resolutions.* That all resolutions or  
66 parts thereof that are in conflict with this resolution are hereby  
67 rescinded and repealed.

68 **SECTION 9:** *Effective Date.* That this resolution shall take  
69 effect immediately upon its adoption.

The Within and Foregoing Resolution No. 18-10 as introduced and read before the City Commission of the City of New Smyrna Beach, Florida, at its Regular Meeting held at City Hall in said City on April 27, 2010. Motion was made by Commissioner Reiker, and seconded by Commissioner Grasty, that said Resolution be adopted.

A roll-call vote of the City Commission on said motion to adopt the Resolution resulted as follows:

MAYOR ADAM BARRINGER	Yes
VICE MAYOR LYNNE PLASKETT	Yes
COMMISSIONER JUDY REIKER	Yes
COMMISSIONER J. S. GRASTY	Yes
COMMISSIONER JAMES W. HATHAWAY	Yes

Whereupon, the Mayor of the City of New Smyrna Beach, Florida, has hereunto set his official signature, duly attested by the City Clerk, and has caused the Official Seal of said City to be hereunto affixed for the purpose of authenticity and as is required by law.

  
(OFFICIAL SEAL)  
  
As City Clerk of the  
City of New Smyrna Beach,  
Florida

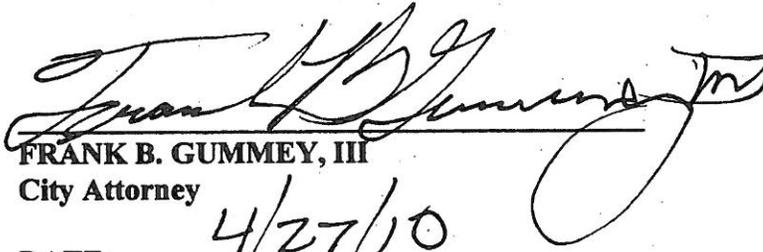
  
As Mayor of the City of New  
Smyrna Beach, Florida

RESOLUTION NO. 18-10

70

APPROVED AS TO FORM AND CORRECTNESS:

71



72

FRANK B. GUMMEY, III

73

City Attorney

74

DATE: 4/27/10

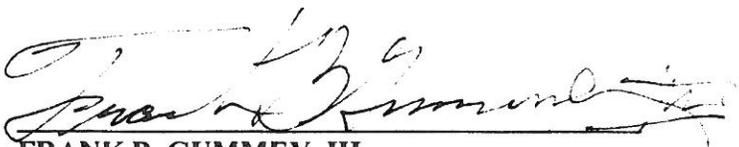


36 appointment by the City Commission to serve as a Board  
37 member ex officio. ~~The Volusia County Economic~~  
38 ~~Development Department shall nominate a staff member for~~  
39 ~~appointment by the City Commission as a Board member.~~  
40 The Mayor will chair the Advisory Board as the seventh  
41 member of the Board serving ex officio.

42 **SECTION 2:** *Conflicting Resolutions.* That all resolutions or  
43 parts thereof that are in conflict with this resolution are hereby  
44 rescinded and repealed.

45 **SECTION 3:** *Effective Date.* That this resolution shall take  
46 effect immediately upon its adoption.

47 **APPROVED AS TO FORM AND CORRECTNESS:**

48 

49 **FRANK B. GUMMEY, III**  
50 **City Attorney**

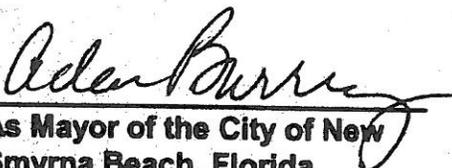
51 **DATE:** 2/25/14

The Within and Foregoing Resolution No. 10-14 as introduced and read before the City Commission of the City of New Smyrna Beach, Florida, at its Regular Meeting held at City Hall in said City on March 11, 2014. Motion was made by Commissioner Jones, and seconded by Vice Mayor McGuirk, that said Resolution be adopted.

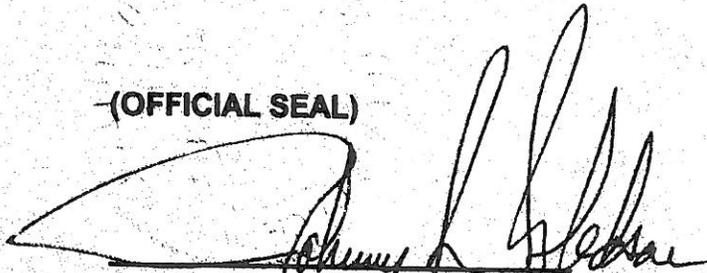
A roll-call vote of the City Commission on said motion to adopt the Resolution resulted as follows:

MAYOR ADAM BARRINGER	Yes
VICE MAYOR JASON MCGUIRK	Yes
COMMISSIONER JUDY REIKER	Yes
COMMISSIONER JACK GRASTY	Yes
COMMISSIONER KIRK JONES	Yes

Whereupon, the Mayor of the City of New Smyrna Beach, Florida, has hereunto set his official signature, duly attested by the City Clerk, and has caused the Official Seal of said City to be hereunto affixed for the purpose of authenticity and as is required by law.

  
As Mayor of the City of New  
Smyrna Beach, Florida

(OFFICIAL SEAL)

  
As City Clerk of the  
City of New Smyrna Beach,  
Florida

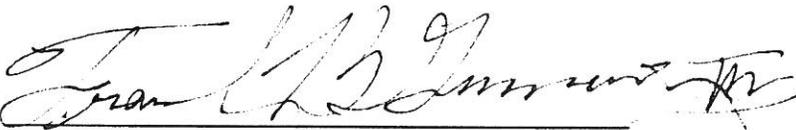


35 officio. The seventh member of the Board shall be a  
36 member of the City Commission appointed by the City  
37 Commission to serve ex officio as a non-voting member  
38 and serve as the chair ~~The Mayor will chair the~~  
39 ~~Advisory Board as the seventh member of the Board~~  
40 ~~serving ex officio.~~

41 **SECTION 2:** *Conflicting Resolutions.* That all resolutions or  
42 parts thereof that are in conflict with this resolution are hereby  
43 rescinded and repealed.

44 **SECTION 3:** *Effective Date.* That this resolution shall take  
45 effect immediately upon its adoption.

46 **APPROVED AS TO FORM AND CORRECTNESS:**

47 

48 **FRANK B. GUMMEY, III**  
49 **City Attorney**

50 **DATE:** 3/3/15

The Within and Foregoing Resolution No. 10-15 as introduced and read before the City Commission of the City of New Smyrna Beach, Florida, at its Regular Meeting held at City Hall in said City on March 10, 2015. Motion was made by Commissioner McGuirk, and seconded by Commissioner Reiker, that said Resolution be adopted.

A roll-call vote of the City Commission on said motion to adopt the Resolution resulted as follows:

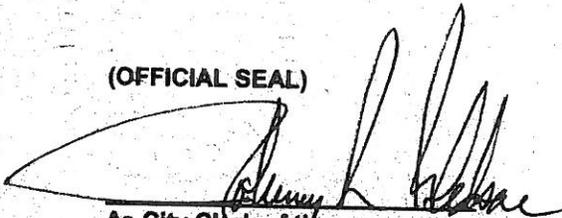
MAYOR JAMES W. HATHAWAY	Yes
VICE MAYOR KIRK JONES	Yes
COMMISSIONER JUDY REIKER	Yes
COMMISSIONER JACOB D. SACHS	Yes
COMMISSIONER JASON MCGUIRK	Yes

Whereupon, the Mayor of the City of New Smyrna Beach, Florida, has hereunto set his official signature, duly attested by the City Clerk, and has caused the Official Seal of said City to be hereunto affixed for the purpose of authenticity and as is required by law.



As Mayor of the City of New  
Smyrna Beach, Florida

(OFFICIAL SEAL)



As City Clerk of the  
City of New Smyrna Beach,  
Florida

RESOLUTION NO. 10-15

**Item D. Review of the NHC By-Laws and Goals**

RESOLUTION XX-14

A RESOLUTION OF THE CITY OF NEW SMYRNA BEACH, FLORIDA, AMENDING RESOLUTION NO. 24-13, CREATING A NEIGHBORHOOD COUNCIL; PROVIDING FOR ALLOWING A MEMBER OF THE NEIGHBORHOOD COUNCIL TO SERVE AS AN EX-OFFICIO NON-VOTING MEMBER OF THE BEACHSIDE RESIDENT TASK FORCE; PROVIDING FOR ALLOWING THE NEIGHBORHOOD COUNCIL TO APPOINTMENT SAID EX-OFFICIO MEMBER; PROVIDING FOR CONFLICTING RESOLUTION; AND PROVIDING FOR AN EFFECTIVE DATE.

*WHEREAS*, the City recognizes that its democracy is enriched by the active participation of an informed citizenry; and

*WHEREAS*, it is in the best interest of the city to strengthen neighborhood participation in city governance where such participation exists, and to encourage and support neighborhood participation in City governance where it does not yet exist; and

*WHEREAS*, a Neighborhood council would provide a structure for increased citizen participation in the governance of the City and building cooperation and improved communication between citizens and City officials; and

*WHEREAS*, Section 77, City Charter, authorizes the City Commission to appoint boards to act in an advisory capacity; and

*WHEREAS*, a Neighborhood Council would provide an arena for residents to come together, share information, and make recommendations to the City government on neighborhood or city-wide issues.

***NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF NEW SMYRNA BEACH, FLORIDA:***

**SECTION 1:**           There is hereby created a Neighborhood Council.

**SECTION 2:**           Composition. The Neighborhood Council shall consist of seven regular members. Board members shall be registered electors and serve without compensation.

**SECTION 3:**           Appointment. Members shall be appointed by the City Commission. Each City Commissioner shall nominate one regular member for appointment. Each appointee must reside in the zone represented by the Commissioner nominating the member. The Mayor shall nominate two regular members for appointment, who shall be residents of the City. The vice Mayor shall nominate one regular member for appointment, who shall reside in the zone represented by the Vice Mayor. The Vice Mayor shall also nominate one regular member for appointment, who shall be resident of the City.

**SECTION 4:** The seven members of the Neighborhood Council shall serve two year terms at the pleasure of the City Commission and may be removed from the Neighborhood Council by the City Commission with or without cause. If the position of a member becomes vacant for any reason, the City Commission shall appoint another qualified person to serve the unexpired term of the vacated position. The Neighborhood Council shall work with the City Manager or the City Manager's designee.

**SECTION 5:** Qualifications of members. Members of the Neighborhood Council shall be residents of the City of New Smyrna beach. City employees and members of other City advisory boards may not serve as members of the Neighborhood Council. However, one member of the Neighborhood Council shall be required to serve as an ex-officio non-voting member of the Beachside Resident Task Force.

**SECTION 6:** The ex-officio non-voting member of the Neighborhood Council shall serve a one-year term, beginning January 1st of each calendar year. The term of the ex-officio member following approval of this resolution by the City Commission shall commence following election by the Neighborhood Council at its next regularly scheduled meeting and shall expire on December 31, 2014. If the ex-officio position becomes vacant for any reason, the Neighborhood Council shall appoint another member to serve the unexpired term of the vacated position.

**SECTION 7:** Duties. The Neighborhood Council shall be charged with providing advisory recommendations to the City Commission, Planning and Zoning Board, Historic Preservation Commission, or any other board regarding neighborhood issue with city-wide implications; reporting on concerns and interests of the residents in the neighborhoods and in the city as a whole on a regular basis; serving as a liaison between the city and the neighborhoods to assist the City with disseminating information on development proposals, initiatives and project; working to increase citizen participation in the governance of the city; encouraging opportunities to increase neighborhood communication, interaction and problem-solving; serving in an advisory capacity on issues brought forth by the city Commission for its deliberation and recommendation; and performing such other duties and assignments as requested by the City Commission or City manager.

**SECTION 8:** The Neighborhood Council will meet at least once per quarter. All meetings shall be open to the public and minute shall be kept as provided by the Florida Open Meetings law.

**SECTION 9:** *Conflicting Resolutions.* That all resolutions or parts thereof that are in conflict with this resolution are hereby rescinded and repealed.

**SECTION 10:** *Effective Date.* That this resolution shall take effect immediately upon its adoption.

**APPROVED AS TO FORM AND CORRECTNESS:**

---

**FRANK B. GUMMEY, III**  
**City Attorney**

**DATE:** \_\_\_\_\_

## **Item D2. Discussion on the Neighborhood Council Goals for 2016**

**From January 27, 2016 NHC:**

Chairperson Rivers stated that the Board had the following two goals:

- 1. To insure the Neighborhood plans are implemented in a timely manner and to facilitate the process.**
- 2. To increase communication with the residents so the Board can report on concerns or interests in the 24 neighborhoods.**

**E. Discussion on EDAB/NHC collaboration efforts for 2016**

This item has no particular format, but is to serve as an interchange of ideas. Goal or endgame to this is to determine which critical issues can the EDAB and NHC can address together with a common purpose for 2016.

# Board Members

## Members of the Economic Development Advisory Board

- Vice-Mayor Judy Reiker, Chair (non-voting member)
- Paul Mayer, Vice-Chair
- Ulrike Rehn
- Lillian Conrad, CPA
- Chase Herbig
- Michael Kolody
- Walter Davis, Utilities Commission (non-voting member)

## Member of the Neighborhood Council

- Peggy Rivers, Ed. D, Chair
- James B. Russell, Vice-Chair
- Deborah W. Bell
- John C. Hallacy
- William Randolph (Randy) Herman
- Fannie Minson Hudson

## Economic Development Advisory Board

### Overview

On April 27, 2010 the City Commission of the City of New Smyrna Beach adopted [Resolution No. 18-10](#) hereby creating an Economic Development Advisory Board. The Board is comprised of seven members, all of whom must either be residents of the City or own a business in the City. Wherever possible the City Commission shall appoint members who have demonstrated expertise, training, education or experience in operating a business, tourism, finance, real estate development, or another related field. Economic Development Advisory Board members serve four-year staggered terms.

### Responsibilities

The Board is charged with making recommendations to the City Commission and [City Manager](#) regarding the implementation and funding of the City's Economic Development Plan, fostering economic development within the City, and performing such other duties and assignments as requested by the City Commission or City Manager.

### Meetings

- [Current Meeting Schedule](#)
- 6:00 PM
- City Commission Chamber, City Hall, 210 Sams Ave.

All meetings shall be open to the public and minutes shall be kept as provided by state law.

### Members

- Judy Reiker, City Commissioner
- Paul Mayer
- Ulrike Rehn
- Lilian Conrad
- Chase Herbig
- Michael Kolody

## Quick Links

- [Economic Development Page](#)



- Bill Hall - New Smyrna Beach Utilities Commissioner

## Agendas and Minutes

Agendas will be available prior to the meeting.

[View Most Recent Agendas](#)    [View Archived](#)

Minutes will be available upon approval by the EDAB.

[View Most Recent Minutes](#)    [View Archived](#)

## Neighborhood Council Board

### Overview

The Council is composed of seven members who must be residents of the City. The Council members serve two-year terms.

### Responsibilities

The Council provides advisory recommendations to the [City Commission](#), [Planning and Zoning Board](#), [Historic Preservation Commission](#), or any other Board regarding neighborhood issues with city-wide implications and reports on concerns and interests of the residents in the neighborhoods and in the City as a whole on a regular basis.

### Meetings

- 6 .p.m
- Quarterly
- City Hall, City Commission Chambers, 210 Sams Avenue

### Agendas & Minutes

Agendas are available prior to the meetings.

[View Most Recent Agendas](#) | [View Archived](#)

Minutes are also available following approval.

[View Most Recent Agendas](#) | [View Archived](#)

### Members

- Deborah Bell
- John C. Hallacy
- Randy Herman
- Fannie M. Hudson
- Peggy Rivers, Ed. D.
- James R. Russell





## **ECONOMIC DEVELOPMENT NEWSLETTER**

### **February, 2016**

#### **✓ US 1 Revitalization takes a big step forward!**

The revitalization of US 1 has received a major boost from Dr. Rajesh Ailani!

Dr. Ailani purchased the former Daytona Beach Community College building at 699 N Dixie Freeway (SE corner of US 1 and Wayne Ave) last August, and work is well underway to renovate the existing building on the 1.2 acre site. When the extensive renovations are complete the building will re-open as the Brilliance Assisted Living Facility. The new adult congregate living facility will feature 54 beds and various amenities including a swimming pool. Parking for the new facility will include spaces off the alley behind the building in conjunction with an easement granted by the adjacent church.

Dr. Ailani's office is also located on US 1 about one-half mile north of the Brilliance ALF site.

The revitalization of US 1 is a priority listed in the draft Economic Development Plan Update and the new US 1 CRA. Several years ago the revitalization of Canal St received a similar boost when the three largest vacant buildings were purchased or leased and put back into productive use. Once those three large buildings were filled, the vacant smaller space also filled in.

It is anticipated that the new facility will result in increased economic activity in the area, as residents and visitors will shop and dine nearby, in addition to providing approximately 25 new jobs. The renovation is also expected to encourage the redevelopment of other US 1 properties.

#### **✓ Many Prominent Projects Are Underway!**

In addition to the former Daytona Beach Community College building, there continues to be progress for a number of other prominent projects:

##### Private Property Projects

- Sav-a Lot Grocery: to be located on south US 1 in the space formerly occupied by Ace Hardware; building now being remodeled.

- Tabby House, across Julia St from City Hall: site work underway.
- Brilliance Assisted Living Center (former Daytona State Community College Building) on US 1 at Wayne Ave: as noted above, construction underway.
- Riverwalk Condos, NW area of North Causeway: construction continues on the first building, six stories, 36 units.
- Concordis Assisted Living Facility, construction is now underway for this two-story assisted living and memory treatment facility with 115 beds at the NE corner of SR 44 and Myrtle.
- Development at Colony Park Rd, NE corner with SR 44, across from Murphy Gas Station: Construction continues on the 2 office buildings; and construction underway on the Aldi Grocery store on the corner.
- WaWa, planned for the area in front of the former K Mart store at SR 44 and Old Mission/Wallace Rd: plans are in review.
- Spring Hill Suites hotel on the beach near Breakers: plans are in review.

#### City Projects

- North Causeway Beautification: Construction is underway to add trees and several medians. Scheduled completion: Late Spring
- New Civic Center: Construction is well-underway. Scheduled completion: Late 2016.
- SR 44 Sewer line (assessment project): Design is complete; project to be managed by the Utilities Commission.

### ✓ *News Briefs*

- Job Fair: Daytona State College on 10 St will host a job fair on March 3. Contact [Debra.Manning@daytonastate.edu](mailto:Debra.Manning@daytonastate.edu) or call 506-3369 for booth space to recruit employees. Seniors from NSB High School will also attend.
- Economic Development Plan Update, Final Draft: will be presented to the City Commission at a regular meeting February 23, or in March.
- New Planning & Zoning Director: Amye King started Monday, February 1. Amye will be the featured guest on WSBB 1230 AM on February 9 at 8:30 am.
- City Department Move: the Planning, Building, Engineering, and Code Enforcement Departments have moved to 2650 N Dixie Freeway – the corner of US 1 and North St - about one-third of a mile north of the Airport.

### ✓ *Business Resources*

- Business Planning Information available at no charge:
  - The "City Ready" service provides a meeting at no charge with City staff members to discuss how to maximize the use of a commercial building and/or property. Such meetings normally take less than 30 minutes and provide a wealth of useful information for business planning. Please call Tony Otte CRA/Economic Development Director, (386) 566-3941 (cell phone).

- For information concerning commercial and industrial properties, demographic data identifying potential customers, traffic counts, and city-related questions: call Tony Otte, CRA/Economic Development Director, (386) 566-3941 (cell phone).
- Assistance with hiring employees: Career Source Flagler Volusia, 329 Bill France Blvd, Daytona Beach. (386) 323-7001
- Training Opportunities:
  - Training offered at Daytona State College
    - Mechanical Systems Troubleshooting, February 23 - 26, 8am – 5 pm, DSC Advanced Technology College, 1770 Technology Blvd, Daytona Beach. \$1,520. Contact [Joanne.Parker@Daytonastate.edu](mailto:Joanne.Parker@Daytonastate.edu) or call (386) 506-4224
  - Training offered by SCORE
    - Score offers many NO CHARGE business training classes on a variety of subjects. For more information go to [Score87.org](http://Score87.org) or [info@Score87.org](mailto:info@Score87.org).
    - Two SCORE classes upcoming at DSC, 1200 international Speedway Blvd in Daytona Beach, Bldg 150, Room 100; call Bobbi at (386) 255-6889:
      - “What do you do when the bank says no?” – Thursday, February 11, 6 – 8 pm
      - “Path to Profitability: First Know Your Financial Basics” – Thursday, February 25, 6 - 8 pm.
- NO CHARGE Business Assistance – Expansion for Existing Business
  - Volusia County Department of Economic Development: (386) 248-8048 – services include exporting assistance
  - Small Business Development Center at Daytona State College: (386) 506-4723 – services include preparation of business plans, assistance in seeking loans, business consulting.
- NO CHARGE Business Assistance – Entrepreneurs
  - SCORE: (386) 255-6889 – including preparation of business plans.
- City Property Tax Exemption for expanding businesses: In November 2014 voters approved a Tax Exemption program that provides expanding businesses that meet program criteria with abatements of City property taxes. If your business is in the expansion mode please call Tony Otte (contact information below) for further information.
- Assistance with Environmental Site Assessments: The cities of New Smyrna Beach, Edgewater, and Oak Hill have jointly been awarded a US EPA grant to provide environmental site assessments, free of charge, for approved sites. The Phase 1 and Phase 2 assessments are performed to identify contaminants including soil and groundwater pollutants, mold, asbestos, lead paint; and in some cases grant funds may be used for the removal of underground storage tanks.
-

- For information on how to apply please contact: Ms. Donna Banks: [dbanks@cityofnsb.com](mailto:dbanks@cityofnsb.com) or (386) 314-4849.
- For prominent Commercial/Industrial properties for sale or lease, please go to [Volusiasites.com](http://Volusiasites.com) and click on New Smyrna Beach. Sites can be added to this list by contacting Tony Otte (contact information below).

*For further information contact Tony Otte: [totte@cityofnsb.com](mailto:totte@cityofnsb.com);  
or call 386.566.3941 (office/cell)*