



## **ECONOMIC DEVELOPMENT NEWSLETTER**

July, 2017

### ***✓ SEVMI working on branding***

The cities of New Smyrna Beach, Edgewater, and Oak Hill, and the Southeast Volusia Chamber of Commerce are working together to prepare a joint marketing plan for Southeast Volusia – The Southeast Volusia Marketing Initiative (SEVMI). This effort is in collaboration with Team Volusia staff who recently completed a marketing plan, working with a national consultant. One of the target industries for marketing and recruitment to Southeast Volusia is aviation and aerospace companies, and this sector is projected to grow quickly with the use of Kennedy Space Center launch pads by private companies. Our existing composite companies could also realize great benefits from that growth! Other target industry sectors include medical, green technologies, “creative class” businesses, recreation equipment and supplies, light industry, and boat building.

At the June 21 meeting the Economic Development Advisory Board reviewed several “tag lines” that are intended to drive our “brand,” representing our character and appealing to our target audience. The tag lines reviewed at the meeting included the following:

- Southeast Volusia: Where Quality Business meets Quality of Life
- Southeast Volusia: Daytona’s Gateway to the Universe
- The Composites Capital of Central Florida
- Southeast Volusia: Beaches, Boats... and ROCKETS! – coupled with an icon of a surfboard flying to the moon.

Your comments in this discussion are welcomed! Please send me an email with your comments or suggestions: [totte@cityofnsb.com](mailto:totte@cityofnsb.com).

### ***✓ City Commission approves ordinance that includes new requirements for using abandoned buildings***

Ordinance 43-17 goes into effect on October 1 and includes a number of changes to the City’s Land Development Regulations affecting commercial properties. One such change is that commercial properties that are no longer in use (defined as a non-renewed Business Tax Receipt, or disconnected utilities, or vacant) for six months or

more must comply with the current Land Development Regulations before a new permitted use can be approved – including landscaping requirements.

The ordinance also includes new minimum property maintenance standards. These standards are intended to keep commercial properties – especially vacant properties – from falling into disrepair.

A thorough review of Ordinance 43-17 will be provided in an upcoming special edition of this newsletter.

## *Please mark your calendars for these important meetings!*

- **SR 44/Mission Rd/Wallace Rd/Canal Street Alternative Intersection Design meeting**: Tuesday, July 11, 5 – 7 pm, City Commission Chambers, City Hall, 210 Sams Ave (use south entrance on Julia St side) - to solicit feedback on a study of this intersection. For further information visit the River To Sea Transportation Planning Organization website: [www.r2ctpo.org](http://www.r2ctpo.org)
- **Free Business Workshop from SCORE: “Financial Basics of Your Business - Budgeting to Reporting”**: Thursday, July 13, 6-8 pm, Daytona State College, 1200 W International Speedway Blvd, UCF Building 150 (near White St), Room 100. Register at [www.score87.org](http://www.score87.org) For further information call Bobbi Stanton at 386-255-6889
- **Southeast Volusia Entrepreneur Group**: Thursday, July 20, 5:30 pm at the French Quarter Grille, 124 Canal St next to The HUB. The speaker will be Christine Harris, a part-owner of the French Quarter Grille and the owner of Premiere Model Management, a long-time business on Canal St. Christine will share her experience as a business owner and the story of the restaurant start-up. All small business owners, and anyone interested in starting a small business are cordially invited!
- **US 1 Business Development Group**: Thursday, July 27, 6:30 pm, at Hottie Coffee, NW corner of US 1 and Mary Ave. The speaker will be Jeff Gove, Chief Planner for the City to discuss the recent ordinance to take effect October 1 regarding commercial property maintenance standards (see article above) and to receive input on efforts to facilitate the development of shallow lots on US 1.
- **City of New Smyrna Beach Economic Development Advisory Board meeting**: Wednesday, August 16, 6 pm, City Commission Chambers, City Hall

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

There continues to be progress for a number of prominent projects, including:

### **Private Property Projects**

- **The New Smyrna Beach Brewing Company** is now open at their new location: 143 Canal St. This location is much larger – a 900 sq ft taproom - than the previous location on Sams Ave, and features red brick walls, the silver brewing tanks, and additional sidewalk seating. The new location is open seven days a week: Monday – Thursday: 3-10; Friday & Saturday: 1-11; and Sunday: 1-8. Congratulations to brewer and owner Chris Coyle!
- **Off the Wall Art and Wine Gallery** at 109 N Causeway is now open: Wednesday – Saturday: 10-7; Sunday: 12-5; and Monday – Tuesday: hours to be determined. This gallery features art and unique home décor items. Watch for announcements for their one month event to be held July 22. Congratulations to owner Corinne Arkerson!
- **Former Barracuda's site** on Buenos Aires: Construction is well-underway for a new restaurant, The Crow's Nest Bar and Grille: 7,600 sq feet with a covered second floor patio. Anticipated completion: Fall, 2017.
- **The space next to the HUB** on Canal St is being renovated for the opening of The French Quarter Grille. Anticipated completion: July. This will be the site of the next Southeast Volusia Entrepreneur Group meeting on July 20 (see article above).
- **Chrysler Jeep Dodge Dealership** on SR 44 at Glencoe (NW corner) – construction now well underway with an anticipated October – November opening.
- **Riverwalk Condos**, NW area of North Causeway: construction continues on several buildings. The six story condo building with 36 units was featured in this year's Parade of Homes.
- **Spring Hill Suites by Marriott hotel on the beach (near Breakers)**: Construction is well underway – 114 rooms. Anticipated completion: August.
- **Half-Wall on SR 44**: The former Pub 44 building now undergoing major renovations – anticipated opening is July - August.
- **Canal Street Pavilion**: the former movie theatre space in the building at Canal and N Orange is being renovated and will be called Canal Street Pavilion. Owner Dick Rosedale has 4,000 sq feet downstairs and has created another 4,000 sq feet with a new second floor. This unused space will have new life in a prime location upon completion.

### **City/County/State Projects**

- **New Parking Lot N of City Hall**: demolition of existing buildings is complete. The “weeping mortar building” will be scheduled for renovation with partial funding from County Echo funds. The renovated building will house the City Commission Chambers and the Planning, Engineering, and Building departments which will move into the renovated building from their current location at 2650 US 1. In addition, the History Museum will also have a display in the building.
- **SR 44 Sewer line (assessment project)**: Construction is well underway on a sewer line on the South side of SR 44, between Hidden Pines Blvd and Glencoe Road. This Utilities Commission assessment project is scheduled to be completed in October, with the line being placed in easements obtained by the City from 17 property owners who will be served by the new line.
- **Landscaping near I-95 at SR 44**: The Florida Department of Transportation has programed funds to replace the landscaping that had to be removed at the SR 44 interchange during the widening of I-95. The landscape replacement work will be

initiated when the widening work on I-95 is completed, which is scheduled for July, 2018.

- US 1 work from Julia St to Andrews St: FDOT anticipates this work to begin in approximately two years, making intersection improvements at Canal St to add turn lanes and to install new drainage structures.
- Brannon Civic Center: this “signature” New Smyrna Beach facility is now available for rent! For rental information call Lisa Tomkins, Civic Center Manager, at 410-2880 or go to: <http://www.cityofnsb.com/126/Rental-Facilities>

## ✓ **Business Resources**

- Business Planning Information available at no charge:
  - The “City Ready” service provides a meeting at no charge with City and Utilities Commission staff members to discuss how to maximize the use of a commercial building and/or property. Such meetings normally take less than 20 minutes and provide a wealth of useful information for business site planning. The meetings are scheduled on the first and third Wednesday morning of each month beginning at 8:30 am. Please call Tony Otte, (386) 566-3941.
  - For information concerning commercial and industrial properties: demographic data identifying potential customers, traffic counts, and city-related questions, call Tony Otte at (386) 566-3941.
- Detailed commercial property information: this information is now available on the City website, [www.cityofnsb.com](http://www.cityofnsb.com) under City Government, Economic Development page.
- Assistance with hiring employees: Career Source Flagler Volusia, 329 Bill France Blvd, Daytona Beach. (386) 323-7001
- Training offered at Daytona State College:
  - DSC training website: [www.daytonastate.edu/cbi/](http://www.daytonastate.edu/cbi/) or contact [Joanne.Parker@Daytonastate.edu](mailto:Joanne.Parker@Daytonastate.edu) or (386) 506-4224 or
  - Small Business Development Center website: [www.sbdcdaytona.com](http://www.sbdcdaytona.com) or contact Tracy Martin at (386) 506-4723.
- Training offered by SCORE: Score offers many NO CHARGE business training classes on a variety of subjects. For more information go to [www.Score87.org](http://www.Score87.org)
- NO CHARGE Business Assistance – Expansion for Existing Business
  - Volusia County Department of Economic Development: (386) 248-8048 – services include exporting assistance; [www.floridabusiness.org](http://www.floridabusiness.org)

- Small Business Development Center at Daytona State College: (386) 506-4723 – services include preparation of business plans, assistance in seeking loans, business consulting; [www.sbdccdaytona.com](http://www.sbdccdaytona.com). Mitchell Bryant is a former banker who provides business owners with a financial analysis.
- NO CHARGE Business Assistance – Entrepreneurs
  - SCORE: (386) 255-6889 – including preparation of business plans.
  - Florida Virtual Entrepreneur Center: [www.flvec.com/Volusia](http://www.flvec.com/Volusia); 386-310-8781.
  - SE Volusia Entrepreneur Networking Group: see article above – the next event is July 20 at 5:30 pm at the French Quarter Grille, 124 Canal St.
- 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. The first city property tax exemption agreement was recently approved for TAF USA LLC, a manufacturing firm that is moving to the Airport Industrial Park. If your business is in a state “targeted industry” sector and in the expansion mode please call Tony Otte at (386) 566-3941.
- For prominent Commercial/Industrial properties for sale or lease, please go to [Volusiasites.com](http://Volusiasites.com) and click on New Smyrna Beach.

*If you would like to receive this newsletter every month, contact:  
Tony Otte, CEcD: [totte@cityofnsb.com](mailto:totte@cityofnsb.com); or call  
386.566.3941(cell)*

