



ECONOMIC DEVELOPMENT NEWSLETTER ***April, 2016***

✓ Florida Hospital New Smyrna is here!

The City's largest employer, Bert Fish Medical Center, has finalized its agreement with Florida Hospital and the name of the facility now changes to Florida Hospital New Smyrna. The website for the new Florida Hospital is <https://www.floridahospital.com/new-smyrna/our-location/florida-hospital-new-smyrna>.

✓ City Commission Approves the Economic Development Plan Update!

At the March 22 meeting the City Commission approved an Update of the City's Economic Development Plan. The Update will soon be posted on the City's website, cityofnsb.com.

The original plan was presented to the City Commission in 2010 by then Mayor Adam Barringer. The 2010 plan proposed a number of projects, many of which have now been completed, including:

- Stimulate the development of hotel and convention facilities (the Hampton Inn & Suites on Flagler Ave, and the construction of a beachfront hotel near the Flagler Ave beach ramp; and the construction of a large civic center in Riverside Park)
- Develop a list/calendar of events (now available on the NSBWaterfront-Loop.com)
- Market the vacant Riverfront property (negotiations are underway for the sale and development of the AOB property, 160 N Causeway)
- Downtown revitalization plan (CRA Master Plan Update; successful revitalization of Flagler Ave and Canal St)
- Create an Arts Overlay District (now in place)
- Improve signage ("Wayfinding signage" system now in place)
- Open, transparent permitting (now in place)
- Identify land for future annexation and work with the County Council on an Annexation Agreement (Agreement now in place)
- Evaluate and take action on a full-time Airport Manager position (full-time Airport Manager position now in place).

The City's Economic Development Advisory Board has worked to develop the Plan Update for many months during their monthly public meetings. The Update identifies target industries as:

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

The objectives of the plan follow goals set by the City Commission:

1. Develop an Economic Development Plan for the 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

The purpose of the plan is stated as follows:

"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."

✓ Continued Progress on US 1:

Former Chevrolet Dealership is leased!

Realtor Brian Adair reported last week that a lease was being negotiated to bring a large used car dealership to the former Chevrolet dealership across from the airport on US 1. Signage on the property now indicates that the lease is in place.

The former Chevrolet dealership moved to SR 44, as did the former Ford dealership that was located just south on US 1. The last new car dealership location, the Chrysler/Jeep/Dodge is also for sale, with plans to move to SR 44 as well; however, the

leasing of the former Chevrolet dealership property and the re-construction of the former Daytona Beach Community College building at Wayne Ave are signs of progress. US 1 is one of the focal points of the new Economic Development Plan Update, approved by the City Commission on March 22.

✓ **Many Prominent Projects Are Underway!**

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

Private Property Projects

- Tabby House, townhouses across Julia St from City Hall: site work is substantially complete. New townhouse units will be next!
- Brilliance Assisted Living Center (former Daytona State Community College Building) on US 1 at Wayne Ave: construction underway.
- Riverwalk Condos, NW area of North Causeway: construction continues on the first building, six stories, 36 units.
- Concordis Assisted Living Facility, construction 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 an office building; and construction continues 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: It is anticipated that a Groundbreaking ceremony will be held later this month.
- Spring Hill Suites hotel on the beach near Breakers: Construction has started on the site. Anticipated completion: April, 2017.

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**

- Health Fair and Senior Summit, April 19, Alonzo “Babe” James Community Center: Vendor space may still be available. Call Donna Banks at 314-4849 or email dbanks@cityofnsb.com.
- Environmental Justice Conference, April 20, 9 am – noon, Alonzo “Babe” James Community Center. Learn how the environment affects health. For further information go to www.cityofnsb.com.
- Job Fair at New Smyrna Beach High School, April 22: Interested employers can contact Tara Shea at 386-314-1915 or email kshea@volusia.k12.fl.us

✓ **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 30 minutes and provide a wealth of useful information for business planning. The meetings are now scheduled on the first and third Wednesday morning of each month beginning at 9 am. 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:
 - Check out the DSC training website: <https://www.daytonastate.edu/cbi/> or contact Joanne.Parker@Daytonastate.edu or (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 or info@Score87.org.
- 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 or (386) 314-4849.

- For prominent Commercial/Industrial properties for sale or lease, please go to 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;
or call 386.566.3941 (office/cell)*