



ECONOMIC DEVELOPMENT NEWSLETTER

May, 2016

✓ *The Half-Wall adding another location: the former Pub 44!*

The owners of The Half-Wall at 501 Canal Street are planning to open an additional location at 1889 SR 44, the former Pub 44 building. The former Pub 44 location has struggled to find success and stable ownership in the past 5 years, with the closing of the long-time Pub 44 and then two other restaurants (JJ Fins, and another restaurant named Pub 44) opening and closing.

The Pub 44 building is considered by many to be a landmark location in New Smyrna Beach. The owners of the Half-Wall are currently cleaning up the property and making minor renovations. They are looking forward to opening later this year.

✓ *New Smyrna Beach, Edgewater, and Oak Hill are exploring joint marketing!*

At the May 10 meeting the New Smyrna Beach City Commission will consider Resolution 06-16 which calls for a joint initiative to brand and market Southeast Volusia County. The City of Oak Hill has already approved the resolution, and the City of Edgewater will consider it at their June meeting.

This effort is recommended in the New Smyrna Beach Economic Development Plan Update, recently approved by the City Commission. The Update seeks to provide higher wage jobs through retention and recruitment of businesses in six target industry sectors – each of which already has a presence in New Smyrna Beach:

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

It is believed that with a brand and a marketing effort for Southeast Volusia, our efforts for recruitment will be stronger. A joint effort is likely to attract more interest from companies than the three cities individually competing with one another - and with the other cities in Volusia County and surrounding counties. Wherever a company with higher wage jobs lands in Southeast Volusia, residents in all three cities benefit from the job opportunities - and existing businesses have a chance to serve new, nearby business customers.

Regarding the aviation and aerospace sector, Kennedy Space Center is considering further use of existing launch sites by private aerospace companies such as Blue Origin and SpaceX. The Space Center also recently issued an RFP for companies to use a new, smaller pad for launching smaller satellites. Responses to that RFP came from 25 companies, and that type of activity is expected to grow.

Situated between Kennedy Space Center and Embry-Riddle Aeronautical University, the Aviation and Aerospace industry is just one example of how Southeast Volusia can pro-actively position itself to reap the benefits of a great location and workforce.

✓ *Volusia County Quarterly Report indicates continued economic progress*

The Volusia County Department of Economic Development has issued its quarterly report for the first quarter of 2016 (see the DOED website: <http://www.floridabusiness.org/news-and-data-resources/index.shtml>), with charts for residential and commercial permit data. The county-wide charts show that New Smyrna Beach is consistently among the top four in the number of residential permits, and in the top three in the number of commercial building permits (all permit data is for new construction only) over the past five quarters.

✓ *Cities, Chamber, and School Officials working to improve student opportunities for industrial certifications*

Two of the most important factors in business recruitment are available sites and a trained, available workforce. Property owners and realtors are encouraged to list sites on the Team Volusia website www.volusiasites.com (no charge); and workforce readiness is an on-going topic with school district and Daytona State College officials. DSC held the Certified Production Technician course at the NSB/Edgewater campus in January and may offer it again in June. This course provides basic training for entering the manufacturing industry and is applicable to other fields as well. Anyone interested in taking that course or other work-readiness courses can get more information from Frank Mercer at DSC: (386) 506-4461 or email MercerF@DaytonaState.edu.

✓ **Many Prominent Projects Are Underway!**

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

Private Property Projects

- Tabby House: site work is now complete and the processing and recording of the plat is underway. Closings on individual lots will follow.
- Brilliance Assisted Living Center (former Daytona State Community College Building) on US 1 at Wayne Ave: construction is well underway.
- Riverwalk Condos, NW area of North Causeway: construction continues on several buildings, including the six story condo building with 36 units.
- Concordis Assisted Living Facility: construction well 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 is upcoming.
- Spring Hill Suites hotel on the beach near Breakers: Construction is well underway. Anticipated completion: April, 2017.

City Projects

- North Causeway Beautification: Construction is underway to add trees and several medians. Completion is anticipated in the next 60 days.
- 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.

✓ **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.
- 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)