



## **Economic Development Newsletter**

January, 2019

### **January brings two important events to an evolving Canal St**

January in New Smyrna Beach features many great events, including two of the area's signature events:

- The Southeast Volusia Chamber of Commerce's Home and Business Expo: Saturday, January 19, 10 am – 4 pm, on Canal St. Applications for booths and pricing are available on the Chamber's website: [www.sevchamber.com](http://www.sevchamber.com). Applications are due Friday, January 11. For more information contact David LeBlanc at 386.428.2449 or email [dleblanc@sevchamber.com](mailto:dleblanc@sevchamber.com).
- The Atlantic Center for the Arts' Images: A Festival of the Arts: Friday, January 25 (1-5 pm), Saturday, January 26 (9 am – 5 pm), and Sunday, January 27 10 am – 4 pm). For further information visit [www.imagesartfestival.org](http://www.imagesartfestival.org).

Each of these major events draws large crowds to the Canal Street area and provides local business owners an opportunity to attract new customers. The thousands of attendees are further evidence of the evolving success that has come to Canal St in the past few years.

The Canal St area's recent success is in stark contrast to the situation in 2011, when there were 17 storefront vacancies – over 25% of the stores in the five blocks between Riverside Drive and US 1. Since then the Canal St area has evolved into a vibrant, historic, walkable commercial district with art galleries, shops, and restaurants. The HUB on Canal and the restaurants are examples of destinations that draw customers to Canal St.

Recently there have been some significant commercial activities on Canal St. Overall, the trend is very positive for maximizing the available space with businesses that are a good fit for the street while providing investments in the City's tax base. These activities include:

- The anticipated opening of Jane's Art Center, on the Northeast corner of Magnolia and Downing near Ricky's Canteen and The HUB, in the next 30 days;
- The purchase by the Posh Pineapple, 330 Canal St, of the adjacent former antiques store, providing room for expansion;
- The continuing revitalization of the former movie theatre on the Northeast corner of Canal and Orange. A specialized fitness center is planning to move into the first floor vacant space, and only 2 of the 11 office spaces in the new upstairs area are available for lease (this space and the two spaces mentioned below are being leased by property owner Richard Rosedale: (386) 956-0668).
- The owner of the former Stugel's/Half-Wall space at the Northwest corner of Canal and Orange St is interviewing a number of established restaurants who want the space for a second location. The space features 164 seats, a full liquor bar, and a private parking lot at the back of the building.
- The same owner has 2,400 sq ft of office space on the second floor of the building adjacent to Stugel's that can be divided, again with a private parking lot at the back of the building. This space was vacated by a long-standing tech company tenant that outgrew the space and moved to the Micaplex business incubator on the campus of Embry-Riddle Aeronautical University.
- Continued construction on the Tabby House development, bringing new residential units to the Canal St area. Of the 17 lots, ten are currently completed or under construction.
- The Bamboo Trading Company is moving into the former bridal store at 421 Canal St.

Canal St and several of its side streets are moving ahead with positive commercial activity. We're looking forward to a bright and promising 2019!

## **Reminder: Minimum Wages have gone up!**

In case you missed it, effective January 1 the minimum wage in Florida is \$8.46 per hour. For tipped employees, the minimum wage is \$5.44 per hour. For more information go to the Florida Department of Economic Opportunity website: [www.floridajobs.org](http://www.floridajobs.org) and type in "minimum wage" in the search box.

## **Latest Metro Economic Forecast now available at floridabusiness.org**

The University of Central Florida Institute for Economic Competitiveness has released its latest Economic Forecast for our Metro area (labeled Deltona-Daytona-Ormond and covering Volusia and Flagler Counties) with insights and projections for gross domestic product, consumer spending, investment, exports, housing and more through year 2021. Go to <https://tinyurl.com/ybq8n779> and begin on page 30.

### **New Smyrna Beach Receives Awards!**

Over the past few years New Smyrna Beach has received numerous awards and recognitions, including National Geographic's designation of NSB being one of the top 20 surf towns in the world! More recent awards include:

- Selected as a "Top 5 Surf Spot in America" by Guest Reservation, an independent travel network.
- Selected as "Best Beach" in a News 6 poll.
- For the 42<sup>nd</sup> year in a row, the City has been awarded a Certificate of Achievement for Excellence in Financial Reporting from the Government Finance Officers Association.
- The City Planning Department was awarded the 2018 Sustainability Award for a Resilience and Flood Hazard Planning Initiative by the Florida Planning & Zoning Association, Surfcoast Chapter.
- City employees were recognized for collecting more food – 11,346 lbs. – for the Second Harvest Annual Food Drive than any other city in Volusia County.
- Individual City employee recognitions:
  - Donna M. Gray-Banks, Community Resource Coordinator, was awarded the Florida Brownfields Association Environmental Justice Pioneer Award.
  - Nancy Maddox, Leisure Services Director, was awarded the Tippen Davidson Award for the Arts by the Volusia County Cultural Alliance.

### **Opportunities to Learn, Participate, and Network**

- The "Second Wednesday Club" – this Entrepreneur and Small Business meet-up is held on the Second Wednesday of each month (except December) at 5:30 pm at the Half-Wall Brewery, 1887 SR 44 next to the Harley Davidson store. Order off the menu & pay for your order. No reservations required! Check out the

group's Facebook page: <https://www.facebook.com/Second-Wednesday-Club-of-Southeast-Volusia-2048020132078476/>. For further information call Jim Long at 386-402-0071. The next gathering is Wednesday, January 9 and the speaker is Cathy Rose Rader, the author of a 180 page hardbound photography book to be published in 2019: "Living The Dream, New Smyrna Beach, FL". (Additional information is available at [www.NSBLivingTheDream.com](http://www.NSBLivingTheDream.com))

- US 1 Business Development Group – US 1 area business owners and managers meet every second Thursday (except December) at 6:30 pm at Hottie Coffee, US 1 & Mary Ave. The next meeting is Thursday, January 10. The speaker is Rick Tauscher, SunCoast Roofing to discuss his plans for the company's recently purchased former Chevrolet dealership building across from the airport. For further information contact Lori Ellis: [hottiecoffee@gmail.com](mailto:hottiecoffee@gmail.com).
- The Southeast Volusia Chamber of Commerce – the Chamber is a source of information on what's happening in the business community of Southeast Volusia and provides many valuable opportunities for networking such as Business After Hours, Luncheons, Coffee Connections, and special events. Chamber members can also participate in business expo events to showcase their business, as well as have access to business seminars and training. For more information contact: Sue Williams: 428-2449; email [SWilliams@sevchamber.com](mailto:SWilliams@sevchamber.com); website: [www.sevchamber.com](http://www.sevchamber.com)
- Innovate Daytona – this 501(c)(3) group's mission is to build a sustainable culture of innovation and entrepreneurship in Volusia County, with the books Startup Communities and The Rainforest: The Secret to Building the Next Silicon Valley serving as the group's "playbook" for achieving their mission. This group provides a number of valuable opportunities for entrepreneurs across Volusia County, including:
  - One Million Cups – a weekly entrepreneur networking event held every Wednesday morning from 9 – 10 am at the Cinematique Theatre, 242 S Beach St, Daytona Beach. One entrepreneur each week tells their story.
  - Elevate Daytona Beach - an evening of "ted talks" on interesting personal and professional subjects across Volusia County. The next event will be held on January 17 at the News Journal Center, 221 North Beach St. Doors open at 5 pm. More information is available on the group's website: <https://innovatedaytona.com>, and on [www.1MMCDB.com](http://www.1MMCDB.com).

## **Announcements & Prominent Projects Underway!**

### **Announcements**

- Coming Soon! Fantastic Signs, 111 N Ridgewood in Edgewater is moving to 1005 N Dixie Freeway/US 1 in New Smyrna Beach to better serve their

customers! The firm has hired an additional person and is making building improvements at their new location. The firm offers free delivery in the NSB/Edgewater area.

- Coming Soon! Posh Pineapple Expansion! See the article above.
- Tractor Supply store at the SE corner of SR 44 and Corbin Park Rd. Zoning approved at the August 14 City Commission meeting.
- Hyatt Place Hotel in the former Outback Plaza across from Norwood's on Third Ave. Zoning was approved last year at the November 28 City Commission meeting. Construction plans are being finalized.

### **Private Property Projects**

- Publix Expansion underway! The \$20 million expansion of the Publix store at 1930 SR 44 is under construction and includes parking lot improvements.
- 2341 SR 44, west of Mullinax Ford – a retail and office building is under construction.
- Riverwalk Condos, NW area of North Causeway: construction continues on several buildings. The first six story condo building with 36 units was featured in last year's Parade of Homes.
- Canal Street Pavilion: the former movie theatre space in the building on the NE corner of Canal and N Orange has been renovated and is now 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. Eight office spaces are leased, with several available; and restaurant space for lease: 956-0668.
- New Commercial Building at 1890 SR 44 (at the east end of Publix Plaza), 8,800 sq ft under construction, now leasing: 689-2026.
- New Commercial Building at 701 E Third at Saxon (east bound side of street): two units left to lease for professional office, retail, or restaurant: 690-1636.
- New Art Gallery on Magnolia at Downing: Construction is underway; estimated completion is in the first quarter of 2019. See the article above.

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

- City Gym, behind the Library on US 1: the roof and the gym floor are nearly complete; the former office space is being renovated for recreation programming.
- Live Oak Cultural Center, 1050 Live Oak St, adjacent to the City Gym: This new 5,000 sq ft building is now under construction. Anticipated completion later this month or next month.
- The "Weeping Mortar Building" North of City Hall: Following renovation this building will house the City Commission Chambers, and the Planning, Engineering, and Building departments which will move from their current location at 2650 US 1.
- FDOT study for a pedestrian path in the area of the US 1 corridor, from SR 44 to Daytona Beach: this FDOT study is being conducted by the Scalar Consulting Group: 561.429.5065. Additional information is at [www.sjr2c.org/home](http://www.sjr2c.org/home)

- FDOT project on US 1, from Julia to Andrews with significant work at the Canal St intersection: FDOT officials have scheduled construction to begin late in the first quarter of 2019.
- 5<sup>th</sup> St. Bridge Replacement in coordination with FDOT: an engineering firm has been selected to design the project.
- 27<sup>th</sup> St Park Improvements: in design.
- New Gazebo in Riverside Park: This project is complete.
- Swoope Boat Ramp Parking Expansion: will add 42 truck-boat trailer parking spaces.
- Babe James Splash Pad, east of the building: design work is scheduled to begin soon.
- Tennis/Pickleball Court in Pettis Park: Construction is scheduled to be completed late next month.
- Brannon Civic Center: this “signature” New Smyrna Beach facility is now available to provide an outstanding venue for your event! For rental information call the Center Manager, at 410-2880 or go to <http://www.cityofnsb.com/126/Rental-Facilities>

### ***Business Resources***

- The New Smyrna Beach Visitor’s Bureau offers web listings for tourism industry partners. Accommodators and attractions can get a free listing on the Visitor’s Bureau website; restaurants with a Facebook page should feed automatically to the Bureau’s “Eat” section. Contact the Bureau’s marketing coordinator, Danielle Semprcott at [danielle@visitnsbfla.com](mailto:danielle@visitnsbfla.com)
- Business Planning Information available at no charge from the City: contact Tony Otte at 566-3941 or email: [totte@cityofnsb.com](mailto:totte@cityofnsb.com) for information on commercial and industrial properties.
  - The “Commercial Pre-Application” service provides a meeting at no charge with Development Review Team members to discuss how to maximize the use of a commercial building and/or property.
  - City Property Tax Exemption for up to 5 years for expanding businesses that meet program criteria.
  - For prominent commercial or industrial properties for sale or lease please go to [www.Volusiasites.com](http://www.Volusiasites.com) - click on “more filters” and “select a city”, and select New Smyrna Beach. To have your property listed please contact Tony Otte.
- Assistance with hiring employees: Career Source Flagler Volusia, 329 Bill France Blvd, Daytona Beach: (386) 323-7001
- Training and business consulting offered at No charge:
  - Daytona State College 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

- Daytona State College Small Business Development Center website: [www.sbdcdaytona.com](http://www.sbdcdaytona.com) or contact Tracy Martin at (386) 506-4723. Former Banker Maggie Incandela provides financial analysis services.
- SCORE offers business training classes and individual, confidential business consulting including start-ups. For more information go to [www.Volusiaflaglerscore.org](http://www.Volusiaflaglerscore.org)
- Volusia County Department of Economic Development: (386) 248-8048 – services include exporting assistance: [www.floridabusiness.org](http://www.floridabusiness.org)
- Florida Virtual Entrepreneur Center: a valuable website for start-ups and small business owners. The City of New Smyrna Beach is a FLVEC member, so entrepreneurs within the City can have a profile posted on the FLVEC website, no charge. Contact: [www.flvec.com/Volusia](http://www.flvec.com/Volusia); or call 386-310-8781.

### **Business Tools**

- **FREE ONLINE BUSINESS RESEARCH TOOL** – The interactive Census Business Builder: Small Business Edition (CBB:SBE) is a cloud-based tool that combines industry and demographic census data with an ArcGIS mapping platform to allow users to create customizable and dynamic report content down to the local geographic level, with information about demographics, employment, housing, spending, and education. Learn more at <https://tinyurl.com/y94kmjru>
- **Demographic Data for customer research in 1-3-5 mile rings, and drive-times** - The City is a member of Team Volusia, which provides a variety of data for specific addresses. Contact Tony Otte at [totte@cityofnsb.com](mailto:totte@cityofnsb.com) or call 566-3941.

**For more information:**

**Tony Otte, CEcD: [totte@cityofnsb.com](mailto:totte@cityofnsb.com); or 566-3941**