



Economic Development Newsletter

February, 2018

These Four Locally-Based Websites offer Powerful Tools for Business Growth!

Business owners face many challenges in maintaining and growing their business. In New Smyrna Beach we are fortunate to have excellent resources available for businesses to help address challenges and realize steady growth.

This article focuses on four outstanding, locally-based business resource websites for New Smyrna Beach business owners. The highlighted websites are provided by:

- Our local SCORE chapter
- The Small Business Development Center at Daytona State College in Daytona Beach
- The Florida Virtual Entrepreneur Center, a statewide organization with offices in Daytona Beach; and
- The Volusia County Department of Economic Development, with offices in Daytona Beach.

For further information on any of the material below please call Tony Otte CEcD at 566-3941 or email totte@cityofnsb.com.

- SCORE – the local chapter website, www.SCORE87.org, has a library of articles available at no charge, any time, on a wide variety of business-specific topics:

Management	Marketing
Online Marketing	Finance & Money
Operations	Technology
Human Resources	Growth Strategies
Sales	Customer Service
Legal Issues	Startup Strategies
Financing/Loans	Business Plans
Productivity	Taxes
Innovation	Home-Based Businesses
Buying or Selling a Small Business	Getting Paid/Collections
Franchising	Personal Finance

Our local SCORE group, led by Lillian Conrad CPA, also offers no-charge, confidential business consulting and expertise from both active and retired business mentors. Training workshops are also offered regularly with sign-ups through the website.

- Small Business Development Center (SBDC) at Daytona State College – SBDC helps businesses become more successful today and meet the challenges of tomorrow. If starting a business, buying a business, growing a business, selling a business, or looking for financing, SBDC can help. The SBDC Website, <https://sbdcdaytona.com/intelligence/> has a sign-up feature for the following no - cost business intelligence tools:

Profit Cents – Smart business owners consult Profit Cents when prioritizing their change initiatives. When you know how you rank among your competitors, you know what needs to be changed. The Profit Cents tool reveals this important information in detailed areas ranging from sales per employee to how quickly inventory turns over.

Profit Mastery – Surprisingly powerful information lies hidden in your financial statements. Uncover it with this easy-to-use tool. Among its many benefits, Profit Mastery reveals how businesses can significantly increase cash in the bank without increasing sales simply by changing a few management procedures.

Psychographic Reports – precision target your marketing by locating specific customer types and understanding why they buy.

Demographic Analysis – place your new location at the epicenter of your customer base by learning the customer profile of any neighborhood and the traffic count at any given address.

Best customer analysis – Stay ahead of the curve by gaining insight into expected future trends in the customers who spend the most in any given category.

Industry Reports – Compare your business to the industry with these detailed analyses that reveal critical industry best practices that will answer such questions as: What are the key performance indicators I should manage?

The **SBDC** at Daytona State College also sponsors a variety of workshops listed on the website www.sbdcdaytona.com. Certified Business Analysts provide free and confidential counseling either face-to-face, over the telephone or by email. Former commercial banker Maggie Incandela provides financial analysis services. Contact: Tracy Martin at (386) 506-4723 or email tracy.martin@daytonastate.edu.

- Florida Virtual Entrepreneur Center: an online directory of resource agencies and events that serve entrepreneurs, organized for each stage of business development. There is also a listing of local entrepreneurs, each with a profile and a contact box for networking. Website: www.flvec.com/Volusia Contact: Michael Zaharios at (386) 310-8781 or email michael.zaharios@flvec.com.
- Volusia County Department of Economic Development: the website www.floridabusiness.org provides a listing of business resources, data, and economic reports for the County area. Department services include exporting assistance. Contact: Virgil Kimball: (386) 248-8048 or email vkimball@volusia.org.

SR 44 sewer line construction project is now complete!

The construction of a central sewer line and lift station on SR 44 serving the areas of Hidden Pines Blvd to Glencoe Rd. is now complete. This was a joint project between the City of New Smyrna Beach and the Utilities Commission. The new sewer main was constructed by the Utilities Commission thru a private contractor as an assessment project to be administered by the City. The line is located in easements provided by 17 private property owners along the route, with the lift station being located just west of Wildwood Dr.

The new line will serve a number of existing businesses in the area as well as vacant properties adjacent to the new main to be developed.

Networking; Meetings

The Second Wednesday Club: Southeast Volusia Entrepreneur Group – Entrepreneurs, please mark the second Wednesday on your monthly calendars for the Southeast Volusia Entrepreneur Group meeting. Recent speakers included Alex Kratochwill of Bmore Corny, Tiffany Yancy of East Coast Current Magazine, and Bryon White from Yaupon Brothers. The next meeting will be Wednesday, February 14 from 5:30 – 6:30 pm at The Half-Wall, 1889 SR 44. You can be included on the email list by contacting Jim Long at jim-long@cfl.rr.com. You can visit the group's Facebook page at <https://www.facebook.com/Second-Wednesday-Club-of-Southeast-Volusia-2048020132078476/>

US 1 Business Development Group – US 1 business owners and managers, please mark the second Thursday on your monthly calendars for the US 1 Business Development Group meeting. The next meeting will be Thursday, February 8, from 6:30 – 7:30 pm and the speaker is Debbie Miehl, Executive Director of the Visitor's Bureau. You may be included on the email list by contacting Lori Ellis at hottiecoffee@gmail.com.

Coastal Community Resiliency - On Tuesday January 16 the City of New Smyrna Beach held the first of a series of citizen-led series of workshops entitled Coastal Community Resiliency (CCR). The monthly workshops are held at the Brannon Center from 6 – 8 pm. to identify policies in support of a competitive, resilient and well-planned city. The next workshop is Tuesday, February 20 – Environment & Cultural Resources.

City of New Smyrna Beach Economic Development Advisory Board – typically meets the third Wednesday of each month at City Hall – check agendas at www.cityofnsb.com. Next meeting: February 21, 6 pm.

Many Prominent Projects Are Underway!

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

Private Property Projects

- Former Barracuda's site on Buenos Aires: Construction is nearly complete for a new restaurant, The Crow's Nest Bar and Grille: 7,600 sq. feet with a covered second floor patio. Anticipated completion: First quarter, 2018.

- 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 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. Office and restaurant space for lease: 956-0668.
- Proposed Expansion for Publix (across from Harley-Davidson): this proposal was discussed at the September 26 City Commission meeting – described as a \$20 million project to expand the store and re-configure the parking lot.
- Proposed Hyatt Place Hotel (in former Outback Plaza): Zoning was approved at the November 28 City Commission meeting.
- New Office Building at 1890 SR 44 (at the east end of Publix Plaza), 8,800 sq ft under construction, now leasing office space: 689-2026.
- Note on the AOB project, 160 N Causeway: the buyer has recently submitted an application for PUD rezoning in compliance with the project schedule.

City/County/State Projects

- Property North of City Hall: 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 from their current location at 2650 US 1.
- Landscaping near I-95 at SR 44: The Florida Department of Transportation has programed funds to replace the landscaping in July, 2018.
- US 1 work from Julia St to Andrews St: FDOT anticipates this work to begin in December, 2018, making intersection improvements at Canal St to add turn lanes and to install new drainage structures.
- 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
- Brannon Civic Center: this “signature” New Smyrna Beach facility is now available to provide an outstanding venue for your event! For rental information call Lisa Tomkins, Civic Center Manager, at 410-2880 or go to: <http://www.cityofnsb.com/126/Rental-Facilities>

*For further information contact:
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