



# ***Economic Development Newsletter***

***April, 2018***

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

There are many Economic Development-related activities in the City that business owners, managers, and entrepreneurs would find beneficial. These activities include:

- Coastal Community Resiliency – This year-long monthly workshop series has a different topic every month (except July, and ending in November). Citizens ask questions at each meeting, and answers to questions are provided on <http://www.cityofnsb.com/1186/Resources>, a special section of the City website. All meetings are held at the Brannon Center from 6 – 8 pm, and the next meeting is April 17 on Social Equity – with topics including affordable housing, services to the homeless, and workforce development. Looking ahead, the May 15 meeting will focus on Public Safety, and the June 19 meeting will focus on the local economy. The complete schedule of meetings is on the City website: [www.cityofnsb.com](http://www.cityofnsb.com).
- **Special Meetings** - On May 1 the City Commission will meet with the Planning and Zoning Commission at 6 pm at the Brannon Center. This special joint meeting will carry forward topics for implementation from the March 20 Coastal Community Resiliency workshop on Growth and Development, for ensuring quality development.
- **City Economic Development Advisory Board** – This City board typically meets on the third Wednesday of each month at 6 pm in the City Commission Chambers at City Hall. The board will soon begin updating the City's Economic Development Strategic Plan, which can be found on the City's website on the Economic Development Page. The plan is a

working document for building industry sectors already in the City that provide higher wage jobs – including medical, manufacturing, aviation, and technology. The next meeting will be May 16 (no meeting in April).

- “Second Wednesday Group” – this Entrepreneur and Small Business support group meets on the second Wednesday of each month at 5:30 pm. For the last few months the group has been meeting at the Half Wall Brewery, 1887 SR 44 next to the Harley Davidson store.

Another important element of our Economic Development strategy is for New Smyrna Beach to be known as a place that is supportive of entrepreneurial efforts. Successful entrepreneurs tend to stay where they started, and their efforts – especially in technology businesses – have the potential to offer higher wage jobs. New Smyrna Beach is known for our outstanding quality of life, our eclectic mix of independent restaurants and shops, and our many small businesses; therefore, we should be the perfect place for residents to start or expand their businesses, and for Entrepreneurs who want to move here and start a business.

These efforts have foundational support, with both our local SCORE chapter (website: [www.volusiaflagler.score.org](http://www.volusiaflagler.score.org)) and the Small Business Development Center (website: [www.sbdccdaytona.com](http://www.sbdccdaytona.com)) providing no-charge business consulting services; with information provided by City staff (call 566-3941) at no-charge pre-application meetings regarding vacant commercial buildings and sites; and additional services from the Southeast Volusia Chamber of Commerce (website: [www.sevchamber.com](http://www.sevchamber.com)) and Daytona State College (website: [www.daytonastate.edu](http://www.daytonastate.edu)).

The City of New Smyrna Beach also belongs to the Florida Virtual Entrepreneur Center – this membership enables entrepreneurs in the City to have a profile (at no cost) on the Center’s website: [www.FLVEC.com](http://www.FLVEC.com). Having a profile can lead to valuable networking with entrepreneurs around the state, as well as sales! There are already 11 New Smyrna Beach entrepreneurs with profiles on the FLVEC website. For further information contact Michael Zaharios at [michael.zaharios@flvec.com](mailto:michael.zaharios@flvec.com).

### **Small Business Tools**

- **FREE ONLINE BUSINESS RESEARCH TOOL** – The U.S. Census Bureau now provides anyone planning or starting a new business with easy access to information about potential customers and

industry concentrations within a chosen location. The interactive Census Business Builder: Small Business Edition (CBB:SBE) cloud-based tool 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. CBB:SBE users will find information about demographics, employment, housing, spending, education and much more on this versatile data product. Learn more at <https://tinyurl.com/y94kmjru>. (this information from the *Volusia County Economic Scene*)

- ***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 – no charge. Contact Tony Otte at [totte@cityofnsb.com](mailto:totte@cityofnsb.com) or call 566-3941.

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

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

### **Private Property Projects**

- Popeye's Restaurant – under construction next to McDonald's in front of Walmart, on SR 44.
- 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 application for PUD rezoning for this project was recommended for approval at the March 5 Planning and Zoning Board meeting. The application will now move forward to the City Commission (see the [www.cityofnsb.com](http://www.cityofnsb.com) website for Commission agendas).

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

- City Gym, behind the Library on US 1: the roof and the gym floor were heavily damaged by recent hurricanes, and repair work is underway. Anticipated completion: within 60 days.

- Live Oak Cultural Center, 1000 Live Oak St, adjacent to the City Gym: This new 5,000 sq ft building is now under construction. Anticipated completion: next Winter.
- Holland Park: Construction on this new park is underway. Facilities will include a picnic area, rest rooms, and 44 parking spaces with vehicle access from Otter Blvd, near Colony Park Rd. Holland Park will be the trailhead facility for the adjacent trail.
- 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.
- 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)
- 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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***call 386.566.3941***