



Economic Development Newsletter

May, 2018

US 1 Medians to be discussed at May 9 US 1 Business Owner/Manager meeting

The US 1 Business Owners and Managers group meets on the second Tuesday of every month at 6:30 pm for one hour at Hottie Coffee, at the corner of US 1 and Mary Ave. Many meetings have a featured speaker, such as Chief Planner Jeff Gove, Police Chief Mike Coffin, or FDOT representatives.

At the next meeting on May 9 the group will discuss the development of a proposal to be presented to the City Commission to apply for an FDOT grant for landscaping selected medians on US 1. FDOT funds can be used to purchase plant materials, fertilizer, soil amendments, mulches, staking, and the cost for labor associated with the installation of the planting. FDOT grant funds cannot be used for areas that are not on the state highway system or for a list of items including design fees, construction oversight, maintenance of traffic, sod, clearing and grubbing, and landscape maintenance.

The process of applying for funds is lengthy, involving submission of a concept plan followed by a detailed construction plan prepared and sealed by a landscape architect. Recently the cities of Port Orange and Holly Hill have used the FDOT landscaping program for median improvements on US 1.

At the April 11 meeting the group reviewed a number of landscaped median examples with input from Faith Miller, the City's Director of Maintenance Operations. It was a group consensus that the landscaping to be installed should require as little maintenance as possible and should, to the greatest extent possible, allow motorists to view businesses on the opposite side of US 1. Several types of palm trees were the landscaping material that will be most heavily featured.

The US 1 Business Owners and Managers group is also working to provide individual businesses on US 1 with access to a website planner to assist owners in creating a webpage that is individualized to each business.

US 1 is the City's historic commercial corridor. The corridor was vibrant with activity geared to travelers in the past, with many gas stations, motels, and restaurants. With the opening of the interstates, US 1 has less travelers and more local traffic, and the business mix has changed. Many of the gas stations have become used car lots or auto service locations, and many buildings are distressed. However, a growing number of properties have redeveloped in recognition of the solid traffic counts (averaging about 20,000 vehicles per day) for the NSB section of US 1, and taking advantage of the potential offered by certain buildings. These redeveloped sites in recent years include:

- Major renovations at the movie theatre on South US 1
- A complete renovation of the former bank site, now the Florida Hospital Business Center, near Lytle Ave
- A complete renovation of the former Badcock Furniture store at Canal St, now known as Canal St Centre
- The redevelopment of the former Dunn lumber site, now a parking lot, at Canal St
- The redevelopment of the former Burger Chef site, now a passive park, at Canal St
- The redevelopment of the Take 5 Oil Change building at Julia St
- The new Gulfstream Glass building near Washington St
- The complete re-purposing of the former Daytona Beach Community College building as Brilliance Assisted Living.
- The demolition of a house to provide more parking at Davis Brothers Cooling and Heating, near Wayne Ave.
- The demolition of the former Smyrna Motel and the building of a new, aesthetically pleasing Dollar General store at Turnbull Bay Rd
- The development of a self-storage facility on the service property of the former Chrysler Jeep Dodge property at Industrial Park

It's been said that "Redevelopment takes place one address at a time", and it takes programs like landscaping medians to encourage redevelopment. Other programs that the City has assembled are the City Property Tax Exemption Program for qualifying businesses that make new investments in the tax base, and the Brownfield Area Designation to provide eligibility for state programs for US 1 properties if site contamination is detected. The City development review team also provides a no-charge meeting twice per month for anyone considering the lease or purchase of a commercial site, or property owners looking to market their site (other programs for business support are listed below).

City staff is also working with County staff with hopes of revising the CRA program that could make site grants available. The grant program drove the success of the revitalization of Canal St and Flagler Ave in the original CRA (1985-2015). The current CRA program effectively limits CRA expenditures to projects on the ten year Capital Improvement Program.

For further information on the US 1 Business Owners and Managers Group meetings contact Lori Ellis at Hottie Coffee: hottiecoffee@gmail.com.

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 Workshop series – the schedule is on the City website. Don't miss the June 19 session on the local economy: 6 – 8 pm at the Brannon Center.
- The “Second Wednesday Group” – this Entrepreneur and Small Business support group meets on the second Wednesday of each month at 5:30 pm at the Half-Wall Brewery, 1887 SR 44 next to the Harley Davidson store. The next meeting is Wednesday, May 9 and the speaker is Tyler LeCompte of Net Works Inc. Tyler is one of the principals at One Million Cups and Elevate Daytona, two entrepreneur support groups located in Daytona Beach that serve the entire County. Tyler will talk about his journey as an Entrepreneur.

The Second Wednesday Club is a grassroots group for entrepreneurs in the Southeast Volusia area. The goal is to support entrepreneurs in the local area and provide a place for entrepreneurs to meet and network. Local entrepreneurs are invited to attend and participate in this event. Check out the group's Facebook page: <https://www.facebook.com/Second-Wednesday-Club-of-Southeast-Volusia-2048020132078476/>. For information call 386-402-0071.

An 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) and the Small Business Development Center (website: 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) and Daytona State College (website: 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. 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.

Many Prominent Projects Are Underway!

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

Private Property Projects

- Popeye's Restaurant – being constructed 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 will be considered at the May 8 City Commission meeting. (See the 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
- 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*

- Business Planning Information available at no charge from the City: contact Tony Otte at 566-3941 or email: totte@cityofnsb.com for information on commercial and industrial properties.

- The “City Ready” 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 - 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/ or contact Joanne.Parker@Daytonastate.edu or (386) 506-4224 or
 - Daytona State College Small Business Development Center website: www.sbdcdaytona.com or contact Tracy Martin at (386) 506-4723. Former Banker Mitchell Bryant provides financial analysis services.
 - SCORE offers business training classes and individual, confidential business consulting including start-ups. For more information go to www.Score87.org
 - Volusia County Department of Economic Development: (386) 248-8048 – services include exporting assistance; www.floridabusiness.org
 - Florida Virtual Entrepreneur Center: a great website for start-ups and small business owners: www.flvec.com/Volusia; 386-310-8781.

✓ **Small Business Tools**

- **FREE ONLINE BUSINESS RESEARCH TOOL** – 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, with information about demographics, employment, housing, spending, and education. Learn more at <https://tinyurl.com/y94kmjru>. (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. Contact Tony Otte at totte@cityofnsb.com or call 566-3941.

For further information contact:

*Tony Otte, CEcD: totte@cityofnsb.com;
or call 386.566.3941*