



Economic Development Newsletter

June, 2018

Calling all Business Owners!

Come Celebrate Our Small Business Economy on June 19!

The City's monthly workshop series, Coastal Community Resiliency, continues on June 19 with a session devoted to our local economy. The workshop will be held at the Brannon Center and begins at 5:30 pm with local businesses and organizations having tables and engaging residents with discussion on what they offer to our community.

The program begins at 6 pm with a Welcome from Mayor Hathaway, followed by a brief presentation by Tony Otte on the basics of economic development and our local economy. The main event for the evening will be two panels of local business owners to discuss the City's business climate and participate in Question & Answer sessions from citizens – both in attendance and on-line through the City's You Tube Channel. The panelists are:

- Adam Barringer, So Napa Grille
- Jack Holcomb, New Smyrna Beach Chevrolet and New Smyrna Chrysler Jeep Dodge Ram
- Sally MacKay, The HUB on Canal
- Richard Rosedale, owner of multiple commercial properties, Canal St area

And

- Chris Coyle, New Smyrna Beach Brewing Company

- Lori Ellis, Hottie Coffee
- Stan Harrison, State Farm Insurance Agent
- Joe Zitzka, Airgate Aviation

The Coastal Community Resiliency workshops have been well-attended, averaging over 200 citizens per session. The purpose of the series is to provide information and gather input on a number of topics important to residents. The City's Neighborhood Council will be asked to "vet" all of the recommendations that come from the workshops.

The Tuesday, June 19 session will be a great opportunity to hear from local business leaders and give feedback!

City Commission Agenda Highlights: June 12, 6:30 pm

The City Commission typically meets in regular session on the second and fourth Tuesday at 6:30 City Hall in the Commission Chambers, on the Julia St side of the building. (Note: no regular meetings in July, and one meeting in December.) The agenda for the June 12 meeting has several items of business interest, including:

- Ordinance 26-18, Second Reading and Public Hearing regarding a new section of the Land Development Regulations pertaining to Architectural Design Standards.
- Ordinance 31-18, Second Reading and Public Hearing to establish the S.R. 44 Sanitary Sewer Assessment District (for properties served by the recently completed sewer line).
- Ordinance 35-18, First Reading and first of two public hearings of an ordinance which, if adopted, would establish a temporary moratorium on rezonings, site plan approvals, and variances relating to landscape for development of commercial property along SR 44 in the Corridor Overlay Zone (Myrtle Ave to the Western City Limits).
- Resolution 23-18, entering into a Local Funding Agreement with FDOT for intersection improvements on US 1 and Canal St and related agreements, as a part of a larger FDOT improvement project on US 1, from Mary Ave to Andrews S; and.
- Appointments to the Economic Development Advisory Board

Opportunities to Learn, Participate, and Network

Upcoming Meetings

- The Florida Department of Transportation (FDOT) has scheduled a public kickoff meeting for the I-95 at Pioneer Trail Interchange PD&E (Project Development &

Design) study, from Williamson Blvd to Turnbull Bay Road. The meeting will be held on Wednesday, June 13 from 5:30 pm to 7:30 pm at the Sugar Mill Country Club, 100 Clubhouse Circle. This meeting will be held in an informal, open-house format and is an opportunity to introduce the project and study process, present information regarding existing condition, and receive feedback.

The study will evaluate the potential impacts of the proposed I-95/Pioneer Trail interchange and assess the proposed project's impact on the social, economic, cultural, natural and physical environment.

The purpose of the proposed interchange is to relieve traffic congestion on the two adjacent interchanges North and South of the project. The project also aims to support economic development associated with existing and approved developments including three Developments of Regional Impact.

Monthly Meetings

- The "Second Wednesday Club" – this Entrepreneur and Small Business support group serving Southeast Volusia 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, June 13 and the speaker is Michael Zaharios of the Florida Virtual Entrepreneur Network. Michael is a key person for Entrepreneurs across the state to know, bringing many resources and ideas to the table. This will be a great meeting!

The goal of the Second Wednesday Club is to support entrepreneurs and small business owners in the local area and provide a place to meet and network. Local entrepreneurs and small business owners 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.

- US 1 Business Development Group – this meeting of US 1 area business owners and managers meets every second Thursday at 6:30 pm at Hottie Coffee, US 1 & Mary Ave. The next meeting is Thursday, June 14 at 6:30 pm with two discussion topics: US 1 median development; and the US 1 project from Julia to Andrews that will start construction later this year. For further information contact Lori Ellis: hottiecoffee@gmail.com

Many Prominent Projects Are Underway!

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

Private Property Projects

- 2341 SR 44, west of Mullinax Ford – approved site plan for a retail and office building.
- 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 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. Office and restaurant space for lease: 956-0668.
- Proposed Expansion for Publix (across from Harley-Davidson): this proposal was discussed last year 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 last year 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.

City/County/State Projects

- Holland Park: Ribbon-cutting for this new park is scheduled for Friday, June 15, at 9 am! 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.
- 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 45 days.
- 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: next winter.
- 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
- FDOT project on US 1, from Julia to Andrews with significant work at the Canal St intersection: this project is scheduled to start in the last quarter of this calendar year with over a year of construction time. For further information contact Tony Otte: totte@cityofnsb.com
- 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**

- A new website to help prepare for hurricane season: www.FloridaDisaster.biz features an interactive business preparedness toolkit, critical disaster updates from the State Emergency Operations Center, and a Business Damage Assessment Survey to help businesses get back up and running after an emergency. The new website is a partnership effort including two state departments: Economic Opportunity, and Emergency Management.
- 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 “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 - 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 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.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. The City of New Smyrna Beach is a FLVEC member, and

entrepreneurs within the City can have a profile posted on the FLVEC website, no charge. Contact: www.flvec.com/Volusia; or call 386-310-8781.

✓ ***Small 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 or call 566-3941.

For further information contact:

Tony Otte, CEcD: totte@cityofnsb.com;

or call 386.566.3941