



ECONOMIC DEVELOPMENT NEWSLETTER December, 2013

✓ News Journal Article Recognizes New Restaurants

The lead story in the December 1 edition of the News Journal Business Section proclaimed, "Restaurant Surge: 12 New Smyrna eateries open in 2013". One of the latest to open is the Outriggers Tiki Bar & Grille, located in the New Smyrna Harbor Marina development at 248 North Causeway. There are three more restaurants planning to open in the Flagler Ave area. On Third Ave, Norwood's has announced plans for a dramatic renovation of the front entryway, and The Garlic has expanded. Further west on SR 44, a Firehouse Subs franchise has opened in a portion of the former Wal-Mart space. These openings provide more evidence of the growth in tourism, which has been the cornerstone of the local economy since the early 1900's.

✓ Travel + Leisure Magazine names New Smyrna Beach one of the "World's Coolest Surfing Towns"!

The November issue of Travel + Leisure magazine listed 15 locations as the "World's Coolest Surfing Towns", and New Smyrna Beach was the only town listed on the east coast of the US! This recognition follows National Geographic magazine's naming of New Smyrna Beach as one of the world's 20 top surf towns in 2012.

✓ The City of New Smyrna Beach Wins Two Awards!

- The Florida Redevelopment Association awarded the City of New Smyrna Beach Community Redevelopment Agency the Roy F. Kenzie Award for Marketing and Communications for 2013. The award recognizes the creation and marketing of the NSB Waterfront Loop, which combines the commercial areas of Flagler Ave, Canal St, and Third Ave as one area for shopping, dining, and attending events.
- The Surfcoast FPZA has selected the Flagler Ave Hampton Inn as the recipient of an award in the category of Public/Private Partnerships. The Hampton Inn project was incentivized through a negotiated agreement using CRA funds. The Hampton opened on December 20, 2012.

✓ Four Proposals Received for the AOB site

Four development proposals have been received in response to a Request for Proposals issued for City-owned property (4.4 acres, known as the Administrative Office Building or AOB site) at 160 Causeway, fronting the Intra-Coastal Waterway. The proposals were reviewed by a staff committee at a public meeting and representatives of the two finalists will make presentations to the City Commission on December 10.

✓ Commercial/Industrial building activity continues to be strong.

New Smyrna Beach is one of only four cities in Volusia County that has had “new construction” commercial building permits issued for every quarter since the third quarter of 2011. Commercial/Industrial projects currently under construction or renovation include:

- Mullinax Ford and a “quick lube” type facility have opened on SR 44 just east of Colony Park Drive.
- The Canal St Creamery, 323 Canal St, is finishing renovations to convert the building from a professional office to a coffee/bakery/ice cream shop. It is anticipated that the shop will open in the next three weeks.
- Renovation of spaces in the Canal St Center continues. TUI, a store for personalized printed items, is planning to move into the space at the SE corner of US 1 and Canal St.
- The Florida Hospital Medical Office Building in the SE quadrant of I-95/SR 44 is now under construction. A two story, 32,000 square foot building will be constructed on the 20.33 acre site.
- At the former Wal-Mart building, 1998 SR 44, Vision Fitness 24 is now open. It shares the renovated building with the recently opened Firehouse Subs, Big Lots, and Beall’s Department Store. There are additional spaces available.
- New Smyrna Beach Harbor Marina, 248 North Causeway, mixed use development includes 21 detached single family sites, with six under construction. The restaurant, fishing store, dock and boat storage are now open.
- Two restaurants are being planned for the 200 block of Flagler Ave, and a sandwich shop is planned for Cooper St just south of Flagler Ave.
- Renovations are underway at 320 Third Ave for a paddleboard business.
- Nejma’s Boutique at 319 Flagler Ave is constructing a 1,634 sq foot expansion.
- City projects:
 - A new parking lot to serve the Canal St Historic District, at the NW corner of US 1 and Canal St is now under construction and scheduled for completion within 45 days.
 - The City’s new Fire Station, SR 44 at W Canal St., is now under construction.
 - A new boat ramp is under construction east of US 1 and the municipal airport, at the intersection of US 1 and South St.

✓ Projects in the planning stages include

- Alba Court, 113 Washington, Senior Housing
- Extension of Colony Park Rd., from SR 44 North to Otter Blvd and Pioneer Trail.
- Landscaping the SW corner of US 1 and Canal St through a lease proposed with the Flagler Development Group.

- The City of New Smyrna Beach is preparing an application to the Volusia County Council for a new Community Redevelopment Agency (CRA) district. The City's current CRA sunsets in May, 2015. It is anticipated that the application to the Volusia County Council will be submitted in 2014.
- The cities of New Smyrna Beach, Edgewater, and Oak Hill have been awarded a US EPA Brownfield grant. Each city will be allocated \$200,000 to pay for approved applications for Phase I and Phase II environmental site assessments. The City of Edgewater is administering the grant.
- ✓ The "City Ready" service provides an on-site meeting at no charge with key City staff members (Economic Development Director, the Building Official, and a member of the Planning Department) to discuss how a potential buyer or property owner can maximize the use of a commercial building and/or property. Such meetings normally take less than one hour and provide a wealth of useful information for business planning.
- ✓ For prominent Commercial/Industrial properties for sale or lease, please go to Volusiasites.com and click on New Smyrna Beach.
- ✓ The New Smyrna Beach Economic Development Advisory Board typically meets on the third Wednesday of every month in the City Commission Chambers at City Hall at 6 pm. Meeting agendas are posted on the City's website, cityofnsb.com.

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