



ECONOMIC DEVELOPMENT NEWSLETTER FEBRUARY, 2014

✓ Two New Smyrna Beach Businesses Receive National Recognition!

➤ Mangrove Bay Design & Art Tile of New Smyrna Beach has received the Best of Houzz 2014 Award from Houzz, the leading platform for home remodeling and design. The artisan centered creative design firm lead by Jennifer Kerr-Marsch was chosen by the more than 16 million monthly users that comprise the Houzz community. A Houzz representative said, "We're delighted to recognize Mangrove Bay Design & Art Tile, Jennifer Kerr-Marsch among our "Best of" professionals for customer satisfaction as judged by our community of homeowners and design enthusiasts who are actively remodeling and decorating their homes."

➤ Black Dolphin Inn on Riverside Drive was recently selected by the travel website TripAdvisor.com for their 2014 Travelers' Choice award. This hotel was one of only two in Volusia County and 144 properties in the US to win the award. TripAdvisor makes their selections based on customer reviews and opinions, and less than 1% of the 748,000 hotels rated on TripAdvisor win the annual award.

This award brings more national recognition to New Smyrna Beach, which has been named:

- One of the World's Top Twenty Surf Towns, by National Geographic Magazine in 2012; and
- One of the Coolest Surf Towns, by Travel + Leisure Magazine, in 2013

Congratulations to Mangrove Bay Design & Art Tile of New Smyrna Beach, and the Black Dolphin Inn!

✓ Q4 Report lists New Smyrna Beach as number 1 in commercial construction value for Volusia County

The Q4 report distributed February 7 by the Volusia County Department for Economic Development indicates that the City of New Smyrna Beach had the highest construction value for commercial building permits for the fourth quarter of 2013 for jurisdictions in Volusia County! The project driving the City to first place is Florida Hospital's 32,000 square foot, two story medical office building now under construction at I-95 and SR 44.

- ✓ Momentum for commercial improvements continues beyond the CRA dollars for Canal St and Flagler Ave areas

What a difference a few years makes! In 2010 the Canal Street area, New Smyrna Beach's historic mainland downtown, had many vacant stores and a vacant lot at a prominent corner. The three largest commercial spaces on the street were vacant – with the most prominent space, an entire former furniture store at the corner of US 1, having been vacant for over 5 years.

On Flagler Ave there were a number of properties that were underutilized, including two abandoned historic buildings and a large vacant lot.

Fast forward to 2014: Both streets have been transformed with projects that received assistance from Volusia County and the City through the Community Redevelopment Agency. The funding assistance aided in the construction of a new hotel on Flagler Ave and a new building on Canal St, and the renovation of many other buildings.

There are no more CRA funds for such projects, but those improvements sparked a momentum for commercial building improvements that continues with private dollars. New projects that are 100% privately funded include:

Canal St

- The Cork Screw Bar and Grill is now under construction in the former Pennysaver building. The building shell and parking area received a CRA grant, but building out the only vacant space remaining in the building is privately funded. This will complete the occupancy of the building and add another restaurant to the Canal St area.
- The former Tru-Gas Building at 115 N. Orange St (near Canal St) is undergoing a major renovation for the leasing of commercial spaces for retail or professional offices.
- Businesses in buildings that have recent, privately funded renovations include:

Canal St

- All State Insurance office (building improvements, existing business)
- The Canal St Creamery (new business, major building renovation)
- 12 Oaks Home Décor (existing business moved to a new location, major building renovation)
- The New Smyrna Beach Brewing Company (new business)
- The Posh Pineapple (new business)

Flagler Ave

- New Building behind Nejma's Boutique
- Restaurant under construction next to the Hampton Inn

These projects have an estimated construction value of over \$800,000.

- ✓ The City Commission has suspended City Police, Fire, and Transportation Impact Fees for non-residential projects that receive a building permit before July 1, 2014 and complete the project (and receive a Certificate of Occupancy) before July 1, 2015. For further information please contact Tony Otte, CRA/Economic Development Director, at the email address or phone number below.
- ✓ The “City Ready” service provides an on-site meeting at no charge with key City staff members to discuss how a potential lessee or buyer, or a 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.

In addition, City staff can arrange meetings or obtain information from the City’s partner economic development resource agencies, including Team Volusia, the CEO Business Alliance, the Volusia County Economic Development Department, the Small Business Development Center at Daytona State College, and Career Source Flagler Volusia.

- ✓ 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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