



ECONOMIC DEVELOPMENT NEWSLETTER **July 2014**

New Smyrna Beach makes another National Surfing List!

National media outlets continue to take notice of New Smyrna Beach! The latest recognition comes from an article in the on-line edition of Outside, an outdoors and adventure-lifestyle magazine. The article lists New Smyrna Beach as one of the “Top Ten Spots to Hang Ten.”

The June 26 edition of The Daytona Beach News-Journal reported that the article summarized New Smyrna Beach’s standout surfing atmosphere as follows:

“The renovation of New Smyrna’s historic Canal (Street) and Flagler (Avenue) has created a pedestrian friendly area filled with bars, galleries, restaurants, and shops. And the empty 24 miles of beaches at the Canaveral National Seashore lie right next door... The waters are warm, and you’ll find plenty of peaks to spread the crowds.”

The timing of the article is good, as a new museum dedicated to surfing is about to open at 424 Canal Street above the Thai Mango Restaurant. The New Smyrna Beach Museum of East Coast Surfing has a website – www.nsbmuseumofeastcoastsurfing.com which is expected to announce the grand opening in the near future.

This most recent recognition follows three others from national media in the last two years:

- One of the World’s Top Twenty Surf Towns, by National Geographic Magazine in 2012
- One of the Coolest Surf Towns, by Travel + Leisure Magazine in 2013
- Named by SmarterTravel.com as one of ten best beach towns in Florida in 2014.

Moving Forward: Tax Abatement, US 1 CRA Application

At the May regular meetings, the New Smyrna Beach City Commission approved two items with the potential for substantial, favorable economic impact. Below is an update on these two items:

- Tax Abatement – Ordinance 37-14 calls for a question to be placed on the November 4, 2014 General Election ballot, asking voters to allow the City Commission to grant City property tax abatements for new and expanding businesses that meet certain conditions. A number of conditions are included in state law, and additional eligibility conditions can be added in a separate ordinance to be approved by the City Commission. It is anticipated that the additional eligibility conditions will be discussed at the City’s Economic Development Advisory Board meeting on June 16, and by the City Commission at a workshop in August.
- US 1 CRA Application - The City Commission approved a Resolution at the May 13 meeting, requesting the Volusia County Council to grant authority for the establishment of a new Community Redevelopment Agency (CRA). The City’s present CRA expires in 2015, and the proposed CRA area (as noted below) is centered by US 1. The proposed CRA is critical to economic development and redevelopment in this distressed area of the City, where property values dropped further from 2008 to 2012 than the decrease experienced city-wide: a 25% reduction city-wide v. 33% in the proposed CRA district.

The City received a letter in late June from Volusia County staff with questions on the City’s request for the delegation of authority to create the US 1 CRA. The City staff responded to the letter on July 3. Once the County staff is ready to move forward, the request will be placed on an agenda for the Volusia County Council.

The area of the proposed CRA includes:

- Portions of the North Causeway
- The Canal St area and the area around the Bert Fish Medical Center
- The FEC property, a large portion of which is now for sale, west of US 1 and south of Canal St;
- All of the Historic Westside area that is in the City Limits
- Areas adjacent to US 1, from the Airport to the boundary with the City of Edgewater; and
- The New Smyrna Beach Municipal Airport, the Airport Industrial Park, the Swoope site (east of US 1), and the Tionia Rd area west of the Airport.

The Master Plan and The Finding of Necessity for the proposed CRA are on the City website (cityofnsb.com) as an attachment to the April 8 Special City Commission meeting agenda.

Progress continues on projects on Canal St and SR 44

A number of projects are either recently completed or are underway in the historic commercial areas of the NSB Waterfront LOOP, the area that is popular with visitors to New Smyrna Beach. Projects include:

Canal Street

- The Galley has opened at 417 Canal Street, featuring kitchen accessories and a variety of olive oils and balsamic vinegars.
- Yellow Dog Eats Kitchen and Bar has opened at 147 Canal Street in the former Maloney’s location. This is the second location of the restaurant, but the first in Volusia County.

- The Half Wall Beer House is under construction at 501 Canal Street. The restaurant will feature 200 World beers and 70 craft draft beers, as well as a “World Sports Viewing Center” with 27 Ultra HD televisions.
- The Cork Screw Bar and Grill is under construction in the former Pennysaver building at 237/239 Canal Street. When the construction is completed the building will be at full occupancy.
- The former Tru-Gas Building at 115 N. Orange Street (near Canal Street) is undergoing a major renovation for the leasing of commercial spaces for retail or professional offices.

On State Road 44, the Florida Hospital building at I-95 is nearing completion. The building makes a strong statement as a gateway to the City.

Important Notes

- The cities of New Smyrna Beach, Edgewater, and Oak Hill have jointly been awarded a US EPA grant to provide environmental site assessments, free of charge, for approved sites. The Phase 1 and Phase 2 assessments are performed to identify contaminants including soil and groundwater pollutants, asbestos, lead paint; and in some cases grant funds may be used for the removal of underground storage tanks. For information on how to apply for grant services please contact: Ms. Donna Banks: dbanks@cityofnsb.com or call (386) 314-4849.
- 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, SCORE, and Career Source Flagler Volusia. The Volusia County Department of Economic Development is also a source of information for preparing for or increasing the exporting of products.

- 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. (As noted above, the June meeting will be on June 25.) Meeting agendas are posted on the City’s website, cityofnsb.com.

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