



ECONOMIC DEVELOPMENT NEWSLETTER ***March 2016***

✓ Working to Improve the US 1 Business Climate

One of the “opportunity sites” for City Economic Development staff is US 1, the historic commercial corridor for New Smyrna Beach. Recent efforts include the following:

- Discussing listed commercial properties with realtors. All three new car dealerships have active listings, and staff has provided ideas for possible future users. Staff is now preparing a direct mail to potential users, such as RV sales, boat sales, and office uses for companies with aviation assets that desire to be close to a regional airport. In addition to the car dealerships, a motel and a former automotive service showroom are now available, as well as the former ABC store.
- Representatives of the eight cities in Volusia County that contain the US 1 thoroughfare have formed a group that sponsors events on US 1. The events are intended to bring new shoppers, restaurant patrons, and customers to US 1 businesses. There were two events in 2015: a scavenger hunt in the spring, and a restaurant event in support of the program “Food Brings Hope” (serving needy students) in the fall. The group is now planning a second scavenger hunt for April, with a target of 5 participating businesses in each city.
- The Economic Development Plan Update has a section devoted to improving the business climate on US 1. Projects include:
 - Designating the corridor as a Brownfield, which may make certain properties eligible for state brownfield program benefits; and reduces the eligibility requirements for the city’s tax exemption program;
 - Reviewing the corridor and making recommendations for revising the Comprehensive Plan and Land Development Code to ease current development requirements; suggesting innovative uses for existing properties to include senior housing and student housing; and exploring opportunities to attract and encourage “creative class” businesses; and
 - Exploring the feasibility of a pedestrian overpass in the Canal St area.

Two of the Update’s recommendations are already in the works: the Assisted Living Facility at the former Daytona Beach Community College is helping to address the need for senior housing while adaptively re-using an existing building; and the opening of the Save-A-Lot grocery store at 720 S Dixie Freeway, in the former Ace Hardware space

across US 1 from the former ABC store. The ribbon cutting is Thursday, March 10, at 8 am.

The Volusia County Council shares the focus on US 1, requiring that for the first ten years of the new Community Redevelopment Agency (CRA), the projects will be in the US 1 corridor or in the Historic Westside. The City of Edgewater also has a new CRA, which also covers the northern portion of US 1 starting at 10th St.

✓ *City Commission to review Economic Development Plan Update*

The City Commission will review the City's Economic Development Plan Update at the upcoming City Commission meeting on Tuesday, March 8. Please go to the City's website to review the draft Update - cityofnsb.com - and click on the agenda for the March 8 City Commission meeting.

✓ *The New Smyrna Beach and Edgewater Economic Development Boards will meet March 16*

The Economic Development Advisory Boards of New Smyrna Beach and Edgewater will meet at Edgewater City Hall on Wednesday, March 16, at 6 pm. Topics for discussion will include joint marketing efforts and areas of support.

Both cities have recently had economic development planning activities, with many topics of mutual interest.

✓ *Many Prominent Projects Are Underway!*

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

Private Property Projects

- Save-a-Lot Grocery: to open on Thursday, March 10, at 8 am in the former Ace Hardware space at 720 S Dixie Freeway, across US 1 from the former ABC store.
- Gypsy Fresh Grill and Coffee House: 515 N Dixie Freeway, is now open.
- Finger Lickin BBQ and Wings: the restaurant is finishing renovations of the building at 218 N. Orange and should be open soon (corner of N Orange and Washington).
- Tabby House, townhouses across Julia St from City Hall: site work underway.
- Brilliance Assisted Living Center (former Daytona State Community College Building) on US 1 at Wayne Ave: construction underway.
- Riverwalk Condos, NW area of North Causeway: construction continues on the first building, six stories, 36 units.
- Concordis Assisted Living Facility, construction underway for this two story assisted living and memory treatment facility with 115 beds at the NE corner of SR 44 and Myrtle.
- Development at Colony Park Rd, NE corner with SR 44, across from Murphy Gas Station: Construction continues on an office building; and construction is underway on the Aldi Grocery store on the corner.

- WaWa, planned for the area in front of the former K Mart store at SR 44 and Old Mission/Wallace Rd: plans are in review.
- Spring Hill Suites hotel on the beach near Breakers: plans are in review.

City Projects

- North Causeway Beautification: Construction is underway to add trees and several medians. Scheduled completion: Late Spring
- New Civic Center: Construction is well-underway. Scheduled completion: Late 2016.
- SR 44 Sewer line (assessment project): Design is complete; project to be managed by the Utilities Commission.

✓ **News Briefs**

- Job Fair: The job fair held at Daytona State College on 10 St in cooperation with New Smyrna Beach High School was attended by over 120 job seekers, visiting 25 local employers seeking to fill jobs. Thanks to Daytona State and NSB High School!
- City Department Move: the Planning, Building, Engineering, and Code Enforcement Departments have moved to 2650 N Dixie Freeway – the corner of US 1 and North St - about one-third of a mile north of the Airport.

✓ **Business Resources**

- Business Planning Information available at no charge:
 - The “City Ready” service provides a meeting at no charge with City and Utilities Commission staff members to discuss how to maximize the use of a commercial building and/or property. Such meetings normally take less than 30 minutes and provide a wealth of useful information for business planning. The meetings are now scheduled on the first and third Wednesday morning of each month beginning at 9 am. Please call Tony Otte CRA/Economic Development Director, (386) 566-3941 (cell phone).
 - For information concerning commercial and industrial properties, demographic data identifying potential customers, traffic counts, and city-related questions: call Tony Otte, CRA/Economic Development Director, (386) 566-3941 (cell phone).
- Assistance with hiring employees: Career Source Flagler Volusia, 329 Bill France Blvd, Daytona Beach. (386) 323-7001
- Training Opportunities:
 - Training offered at Daytona State College:
 - Check out the DSC training website: <https://www.daytonastate.edu/cbi/> or contact Joanne.Parker@Daytonastate.edu or (386) 506-4224. Upcoming classes include:
 - Microsoft Visio, Monday, March 28, 8 – 5, \$195
 - Microsoft One Note, Wednesday, March 30, 8 – 5, \$195
 - Adobe Acrobat Pro DC, Thursday, March 31, 8 – 5, \$225

- Training offered by SCORE
 - Score offers many NO CHARGE business training classes on a variety of subjects. For more information go to Score87.org or [in-fo@Score87.org](mailto:info@Score87.org).
 - Two SCORE classes upcoming at DSC, 1200 international Speedway Blvd in Daytona Beach, UCF Bldg 150, Room 100; call Bobbi at (386) 255-6889 for further information:
 - Thursday, March 17, 6 – 8 pm: Creating a Powerful, Business Generating Website
 - Tuesday, March 29, 6 – 8 pm: Providing Outstanding Service Can Improve Your Profitability
- NO CHARGE Business Assistance – Expansion for Existing Business
 - Volusia County Department of Economic Development: (386) 248-8048 – services include exporting assistance
 - Small Business Development Center at Daytona State College: (386) 506-4723 – services include preparation of business plans, assistance in seeking loans, business consulting.
- NO CHARGE Business Assistance – Entrepreneurs
 - SCORE: (386) 255-6889 – including preparation of business plans.
- City Property Tax Exemption for expanding businesses: In November 2014 voters approved a Tax Exemption program that provides expanding businesses that meet program criteria with abatements of City property taxes. If your business is in the expansion mode please call Tony Otte (contact information below) for further information.
- Assistance with Environmental Site Assessments: 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, mold, 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 please contact: Ms. Donna Banks:
dbanks@cityofnsb.com or (386) 314-4849.

- For prominent Commercial/Industrial properties for sale or lease, please go to Volusiasites.com and click on New Smyrna Beach. Sites can be added to this list by contacting Tony Otte (contact information below).

*For further information contact Tony Otte: totte@cityofnsb.com;
 or call 386.566.3941 (office/cell)*