



## **ECONOMIC DEVELOPMENT NEWSLETTER** ***December, 2016***

### **✓ *WaWa to open on December 15!***

The WaWa store that has been developed at 1780 SR 44 near Old Mission Road will open at 8 am on Thursday, December 15. The Grand Opening Celebration will begin at 10 am with the official ribbon cutting. The store will employ 40 full-time and part-time associates and was constructed at an estimated cost of \$5 million.

This commercial area has come a long way in the past few years. Randy and Sheri McHenry purchased the mostly vacant multiple storefront property on the east side of the New Wawa several years ago and made numerous building improvements. The improved center is now called Plaza 44, which is fully leased with tenants that include C's Waffles and a bookstore, Books by the Beach.

### **✓ *Hotel Developers Provide Progress Report***

The new Springhill Suites by Marriott beachfront hotel was the subject of a public meeting by the developers (Randy and Sheri McHenry, and Ron Flick) on November 30. Informational items from the meeting include:

- Interior work is expected to start in January
- Landscaping will begin at the end of March
- The hotel is scheduled to open in May.

Hotel features include 114 rooms, pool, hardieboard siding, a below grade garage with drains and pumps to prevent flooding, a large business meeting room and two smaller business meeting rooms, a significant presence for the arts, and a glass wall to the east with a view of the ocean at the entry level. It was noted that the hotel market is not saturated here, and since Marriott has its own strong following, it is not expected to take business away from other hotels.

### **✓ *Maker Community Group Meet-up!***

Today many cities are striving to diversify their local economies, often through supporting entrepreneurial efforts and attracting "creative class" businesses. One sign of a community that is supportive of such efforts is the presence of a "maker space".

The New Smyrna Beach Economic Development Strategic Plan recognizes that New Smyrna Beach is just such a supportive place. Always recognized for our "cool beach

vibe”, the amazing art scene, the great independent restaurants and eclectic retail, and our historic buildings with small business spaces, the entrepreneurial spirit is already here – so it’s no surprise that a “maker space” has opened! Makerspaces have been described as:

“... community centers with tools. Makerspaces combine manufacturing equipment, community, and education for the purposes of enabling community members to design, prototype and create manufactured works that wouldn’t be possible to create with the resources available to individuals working alone. These spaces can take the form of loosely-organized individuals sharing space and tools, for-profit companies, non-profit corporations, organizations affiliated with or hosted within schools, universities or libraries, and more. All are united in the purpose of providing access to equipment, community, and education, and all are unique in exactly how they are arranged to fit the purposes of the community they serve.

Makerspaces represent the democratization of design, engineering, fabrication and education. They are a fairly new phenomenon, but are beginning to produce projects with significant national impacts.” (from [www.makerspace.com](http://www.makerspace.com))

The maker community meet-up will be held on Thursday, December 15, at 7 pm at the maker space building: 504 Downing St, behind Canal Street Centre. Parking is available in the municipal lot on S Orange St at Downing.

### ***Other Important Dates for December***

- Mind Body Soul – Grand Opening Event: Saturday, December 10, 3 – 7 pm, 821 Canal St, featuring music and food. Information at [www.MindBodySoulNSB.com](http://www.MindBodySoulNSB.com) or [www.facebook.com/mindbodysoulnsb](https://www.facebook.com/mindbodysoulnsb)
- Presentation by Frank DiBello, President, Space Florida: Tuesday, December 13, 11:30 – 1 pm, Embry-Riddle Aeronautical University, 600 S. Clyde Morris Blvd, Daytona Beach; for reservations go to [www.daytonachamber.com](http://www.daytonachamber.com)

### ***✓ Many Prominent Projects Are Underway!***

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

#### **Private Property Projects**

- Chrysler Jeep Dodge Dealership on SR 44 at Glencoe (NW corner) – site work has begun.
- Brilliance Assisted Living Center (former Daytona State Community College Building) on US 1 at Wayne Ave: construction is well underway.
- Riverwalk Condos, NW area of North Causeway: construction continues on several buildings, including the six story condo building with 36 units.
- Concordis Assisted Living Facility: construction is well underway for this two story assisted living and memory treatment facility with 115 beds at the NE corner of SR 44 and Myrtle.
- Spring Hill Suites by Marriott hotel on the beach (near Breakers): Construction is well underway – 114 rooms. Anticipated completion: May, 2017.

- Tabby House: the first four houses in the 17 lot Tabby House development adjacent to City Hall are under construction.
- Auto Zone, SR 44 and Walker Dr, now under construction.

### **City Projects**

- New Parking Lot N of City Hall: demolition of existing buildings is complete. The “weeping mortar building” will be scheduled for renovation.
- SR 44 Sewer line (assessment project): the Utilities Commission has approved a construction contract.
- Paving of Railroad Ave: Bids are due January 4.
- Brannon Center: this “signature” New Smyrna Beach facility is now available for rent! For rental information call Heather Paternoster at 410-2885 or go to: <http://www.cityofnsb.com/126/Rental-Facilities>

### **✓ *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 20 minutes and provide a wealth of useful information for business site planning. The meetings are scheduled on the first and third Wednesday morning of each month beginning at 8:30 am. Please call Tony Otte CRA/Economic Development Director, (386) 566-3941.
  - For information concerning commercial and industrial properties: demographic data identifying potential customers, traffic counts, and city-related questions, call Tony Otte at (386) 566-3941.
- Detailed commercial property information: this information is now available on the City website, [cityofnsb.com](http://cityofnsb.com).
- Assistance with hiring employees: Career Source Flagler Volusia, 329 Bill France Blvd, Daytona Beach. (386) 323-7001
- Training offered at Daytona State College:
  - DSC training website: [www.daytonastate.edu/cbi/](http://www.daytonastate.edu/cbi/) or contact [Joanne.Parker@Daytonastate.edu](mailto:Joanne.Parker@Daytonastate.edu) or (386) 506-4224 or
  - Small Business Development Center website: [www.sbdccdaytona.com](http://www.sbdccdaytona.com) or contact Tracy Martin at (386) 506-4723.
- Training offered by SCORE: Score offers many NO CHARGE business training classes on a variety of subjects. For more information go to [www.Score87.org](http://www.Score87.org)
- NO CHARGE Business Assistance – Expansion for Existing Business
  - Volusia County Department of Economic Development: (386) 248-8048 – services include exporting assistance; [www.floridabusiness.org](http://www.floridabusiness.org)
  - Small Business Development Center at Daytona State College: (386) 506-4723 – services include preparation of business plans, assistance in seeking loans, business consulting; [www.sbdccdaytona.com](http://www.sbdccdaytona.com)

- NO CHARGE Business Assistance – Entrepreneurs
  - SCORE: (386) 255-6889 – including preparation of business plans.
  - Florida Virtual Entrepreneur Center: [www.flvec.com/Volusia](http://www.flvec.com/Volusia); 386-310-8781.
  - SE Volusia Entrepreneur Networking Group: the first event on August 30 was a grand success! Next event: October 27!
- 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 at (386) 566-3941.
- For prominent Commercial/Industrial properties for sale or lease, please go to [Volusiasites.com](http://Volusiasites.com) and click on New Smyrna Beach.

*If you would like to receive this newsletter every month, or for further information, contact:*

*Tony Otte: [totte@cityofnsb.com](mailto:totte@cityofnsb.com); or call 386.566.3941 (office/cell)*