



Economic Development Newsletter

February, 2019

Southeast Volusia Works to Attract Aerospace

A core Economic Development goal in New Smyrna Beach and all of Volusia County is to facilitate the creation of high wage jobs. One potential avenue for such job growth is next door to Southeast Volusia: the growth of private aerospace companies centered around Cape Canaveral and Kennedy Space Center in our neighbor to the South, Brevard County.

Aerospace companies are renting the launch pads at Cape Canaveral for commercial use, such as satellite launches. Two such companies have located in Space Florida's commerce park: Exploration Park at Kennedy Space Center.

The Southeast Volusia team (the cities of New Smyrna Beach, Edgewater, and the Southeast Volusia Chamber of Commerce, with assistance from Team Volusia) has already released a website to market our area with a target industry audience in aerospace (www.sevolusia.com). In addition, a consultant recently hired by the Volusia County Council is preparing a report on the major product and service needs of these aerospace companies – needs that existing or future Southeast Volusia companies could fill.

Background

The agency leading the state's growth in aerospace as a world leader is Space Florida, which was established by the state legislature in 2006 as an independent special district and a subdivision of the state. Director Frank DiBello has said that "Cape Canaveral Space Port will be the busiest space port in the world" (12/28/16 Florida Trend) and wants to see Cape Canaveral evolve as an independent spaceport authority. This new model of operation would have a reduced dependence on NASA appropriated funds and would transition from the past of serving one customer to serving many customers -

a more airport-like operation. Like a seaport or airport, Space Florida has the ability to go into the bond market and seek lenders to raise money to develop infrastructure.

Kennedy Space Center hosts Exploration Park, a 299 acre mixed-use and technology commerce park developed by Space Florida and NASA. One prominent aerospace firm located there is Blue Origin, founded by Amazon founder and CEO Jeff Bezos. Blue Origin built a \$205 million, 750,000 square foot rocket manufacturing plant on a 139 acre site in the park. This is the first such plant of its kind in the Florida space coast area which historically has assembled and launched rockets built elsewhere. The firm is expected to start launching its fully reusable New Glenn rocket from Launch Complex 36 at Cape Canaveral Air Force Station in 2020.

Southeast Volusia's Opportunity

Both Team Volusia and the CEO Business Alliance worked to promote a site in Oak Hill which Blue Origin considered before selecting their location in Exploration Park. In addition, The Sauer Group facility in Oak Hill built a structural steel gantry for a Cape launch pad three years ago. These activities are a signal that Southeast Volusia can serve the needs of aerospace companies using the launch pads at the Cape.

The cities of New Smyrna Beach, Edgewater, and Oak Hill, with the Southeast Volusia Chamber of Commerce are working to attract aerospace business – both for the location of new companies and for our existing companies to do business with aerospace companies located near Kennedy Space Center. Team Volusia is assisting the Southeast Volusia group.

This effort started in 2016 when the City Commissions in all three cities approved resolutions to partner and market Southeast Volusia to attract manufacturing, technology, and value added business that would create high paying jobs. Southeast Volusia is well-positioned to attract aerospace companies and serve their supply needs with our proximity to Kennedy Space Center, and with our available sites and future employees graduating from area schools – including New Smyrna Beach High School with its engineering academy, and the five colleges/universities within a two hour drive that have engineering programs (Daytona State, Embry-Riddle, UCF, FIT, and UF).

In addition, more recently the Volusia County Council approved a grant agreement with the Florida Department of Economic Opportunity to bring in a consultant to:

1. Evaluate the commercial space industry 's growth potential in the County;
2. Define the major product and service needs of the aerospace industry; and
3. Provide business profiles for representative companies either active or likely entering the industry's supply chain.

The consultant's findings will be presented in a public meeting. The grant provides reimbursement to the County for up to \$45,000 for the study.

The three Southeast Volusia cities, the Chamber, Team Volusia, and Volusia County are working to develop our future participation in the aerospace industry!

Business Bits

- Porta Products designs and manufactures products for the marine industry, and has also been recognized in the Volusia County Economic Quarterly for hosting a co-working space in its 32,000 sq foot facility near the New Smyrna Beach Municipal Airport. The article is available here:
www.floridabusiness.org/economic-reports/quarterly.stml
- The space occupied by Gallery One Twenty on Canal St has been leased by The HUB and is now the Fine Photography Gallery at The HUB on Canal. There are four photographers who regularly display there: David Coleman, Joe and Mary Jean Campenellie, and Troy McClenathan. The current featured exhibit is work by Rick McAllister. Gallery One Twenty has moved around the corner to Jane's Gallery at 199 Downing St and is expected to open in the next few weeks.
- The City of New Smyrna Beach is running a "banner" sponsorship program, in conjunction with the youth sports affiliates: Southeast Volusia Babe Ruth, Southeast Volusia Soccer Club, and Pop Warner. This donation will be used toward long-term and short-term goals of the sport complex and the youth sports affiliates to make the fields and grounds better for all the boys and girls that utilize the fields to play and learn teamwork, sportsmanship, character, and fair play. For more information call David Ray at 386-424-2271 or email dray@cityofnsb.com.

Opportunities to Learn, Participate, and Network

- Panel Discussion: Aligning Economic Development and Transportation Projects, featuring Representative Tom Leek, John Crossman, the Secretary of FDOT District 5, and the VP of Government Affairs for Virgin/Brightline (the train company operating in South Florida and planning service to Jacksonville through Volusia County): Monday, February 25, 3:30-5:30 pm at Embry-Riddle's Henderson Welcome Center. No charge to attend but RSVPs are required – go to the Daytona Chamber's webpage and click on Chamber Events, and click on this event for the register button.
- The "Second Wednesday Club" – this Entrepreneur and Small Business meet-up is held on the Second Wednesday of each month (except December) at 5:30 pm at the Half-Wall Brewery, 1887 SR 44 next to the Harley Davidson store. The next gathering is Wednesday, February 13 and the speaker will be Jeffrey Lawrence of B' On Time Concierge. Order off the menu & pay for your order. No reservations required! Check out the group's Facebook page:

<https://www.facebook.com/Second-Wednesday-Club-of-Southeast-Volusia-2048020132078476/>. For further information call Jim Long at 386-402-0071.

- US 1 area business owners and managers will meet this month on Thursday, February 21 at 6:30 pm at Hottie Coffee, US 1 & Mary Ave. (Please note the change in date – normally the meetings are on the second Thursday, which this month is Valentine’s Day.) For further information contact Lori Ellis: hottiecoffee@gmail.com.
- The Southeast Volusia Chamber of Commerce – the Chamber is a source of information on what’s happening in the business community of Southeast Volusia and provides many valuable opportunities for networking such as Business After Hours, Luncheons, Coffee Connections, and special events. Chamber members can also participate in business expo events to showcase their business, as well as have access to business seminars and training. For more information contact: Sue Williams: 428-2449; email SWilliams@sevchamber.com; website: www.sevchamber.com
- City of New Smyrna Beach Economic Development Advisory Board – the Board will meet on Wednesday, February 20 at 6 pm in the City Commission Chambers in City Hall, 210 Sams Ave. Agendas are posted on the City website, www.cityofnsb.com.
- Innovate Daytona – this 501(c)(3) group’s mission is to build a sustainable culture of innovation and entrepreneurship in Volusia County, with the books Startup Communities and The Rainforest: The Secret to Building the Next Silicon Valley serving as the group’s “playbook” for achieving their mission. This group provides a number of valuable opportunities for entrepreneurs across Volusia County, including:
 - One Million Cups – a weekly entrepreneur networking event held every Wednesday morning from 9 – 10 am at the Cinematique Theatre, 242 S Beach St, Daytona Beach. One entrepreneur each week tells their story.
 - Elevate Daytona Beach - an evening of “ted talks” on interesting personal and professional subjects across Volusia County. More information is available on the group’s website: <https://innovatedaytona.com>, and on www.1MMCDB.com.

Announcements & Prominent Projects Underway!

Announcements

- Now Open! Punch Fitness is a boxing and kickboxing fitness studio located at 433 Canal St, on the first floor of the former movie theatre building on the NE

corner of Canal and Orange. Visit their Facebook page at <https://www.facebook.com/punchfitnessnsb/>

- Coming Soon! The Posh Pineapple at 330 Canal St is expanding! Renovation work is now underway.
- A Tractor Supply store is being planned for the SE corner of SR 44 and Corbin Park Rd. Zoning was approved at the August 14 City Commission meeting.
- A Hyatt Place Hotel is being planned in the former Outback Plaza across from Norwood's on Third Ave. Zoning was approved at the November 28 City Commission meeting. Construction plans are being finalized.

Private Property Projects

- Publix Expansion underway! The \$20 million expansion of the Publix store at 1930 SR 44 is under construction and includes parking lot improvements.
- 2341 SR 44, west of Mullinax Ford – a new retail and office building is nearly complete.
- Riverwalk Condos, NW area of North Causeway: construction continues on several buildings. The first six story condo building with 36 units was featured in a previous Parade of Homes.
- Canal Street Pavilion: the former movie theatre space in the building on the NE corner of Canal and Orange has been renovated and is now called Canal Street Pavilion. Owner Dick Rosedale has several office spaces upstairs still available for lease: 956-0668.
- New Commercial Building at 1890 SR 44 (at the east end of Publix Plaza), 8,800 sq ft under construction, now leasing: 689-2026.
- New Commercial Building at 701 E Third at Saxon (east bound side of street): two units left to lease for professional office, retail, or restaurant: 690-1636.
- Jane's Gallery on Magnolia at Downing: Construction is underway; estimated completion is in the first quarter of 2019. See the article above.

City/County/State Projects

- City Gym, behind the Library on US 1: the roof and the gym floor are nearly complete; the former office space is being renovated for recreation programming.
- Live Oak Cultural Center, 1050 Live Oak St, adjacent to the City Gym: This new 5,000 sq ft building has now been completed. Ribbon Cutting is on February 14 at 10:00 am.
- The "Weeping Mortar Building" North of City Hall: Following renovation this building will house the City Commission Chambers, and the Planning, Engineering, and Building departments which will move from their current location at 2650 US 1.
- FDOT study for a pedestrian path in the area of the US 1 corridor, from SR 44 to Daytona Beach: this FDOT study is being conducted by the Scalar Consulting Group: 561.429.5065. Additional information is at www.sjr2c.org/home

- FDOT project on US 1, from Julia to Andrews with significant work at the Canal St intersection: FDOT officials have scheduled construction to begin late in the first quarter of 2019.
- 5th St. Bridge Replacement in coordination with FDOT: an engineering firm has been selected to design the project.
- 27th St Park Improvements: Construction to begin soon.
- Swoope Boat Ramp Parking Expansion: will add 42 truck-boat trailer parking spaces.
- Babe James Splash Pad, east of the building: design work is scheduled to begin soon.
- Tennis/Pickleball Court in Pettis Park: Construction is scheduled to be completed late next month.
- Brannon Civic Center: this “signature” New Smyrna Beach facility is now available to provide an outstanding venue for your event! For rental information call Shonna Green, Center Manager, at 410-2880 or go to <http://www.cityofnsb.com/126/Rental-Facilities>

Business Resources

- The New Smyrna Beach Visitor’s Bureau offers web listings for tourism industry partners. Accommodators and attractions can get a free listing on the Visitor’s Bureau website; restaurants with a Facebook page should forward automatically to the Bureau’s “Eat” section. Contact the Bureau’s marketing coordinator, Danielle Sempritt: danielle@visitnsbfla.com
- Business Planning Information available at no charge from the City: contact Tony Otte at 566-3941 or email: totte@cityofnsb.com for information on commercial and industrial properties.
 - The “Commercial Pre-Application” service provides a meeting at no charge with Development Review Team members to discuss how to maximize the use of a commercial building and/or property.
 - City Property Tax Exemption for up to 5 years for expanding businesses that meet program criteria.
 - For prominent commercial or industrial properties for sale or lease please go to www.Volusiasites.com - click on “more filters” and “select a city”, and select New Smyrna Beach. To have your property listed please contact Tony Otte.
- Assistance with hiring employees: Career Source Flagler Volusia, 329 Bill France Blvd, Daytona Beach: (386) 323-7001
- Training and business consulting offered at No charge:
 - Daytona State College training website: www.daytonastate.edu/cbi/ or contact Joanne.Parker@Daytonastate.edu or (386) 506-4224

- Daytona State College Small Business Development Center website: www.sbdcdaytona.com or contact Tracy Martin at (386) 506-4723. Former Banker Maggie Incandela provides financial analysis services.
- SCORE offers business training classes and individual, confidential business consulting including start-ups. For more information go to www.Volusiaflaglerscore.org
- Volusia County Department of Economic Development: (386) 248-8048 – services include exporting assistance: www.floridabusiness.org
- Florida Virtual Entrepreneur Center: a valuable website for start-ups and small business owners. The City of New Smyrna Beach is a FLVEC member, so entrepreneurs within the City can have a profile posted on the FLVEC website, no charge. Contact: www.flvec.com/Volusia; or call 386-310-8781.

Business Tools

- **FREE ONLINE BUSINESS RESEARCH TOOL** – The interactive Census Business Builder: Small Business Edition (CBB:SBE) is a cloud-based tool that combines industry and demographic census data with an ArcGIS mapping platform to allow users to create customizable and dynamic report content down to the local geographic level, with information about demographics, employment, housing, spending, and education. Learn more at <https://tinyurl.com/y94kmjru>
- **Demographic Data for customer research in 1-3-5 mile rings, and drive-times** - The City is a member of Team Volusia, which provides a variety of data for specific addresses. Contact Tony Otte at totte@cityofnsb.com or call 566-3941.

For more information:

Tony Otte, CEcD: totte@cityofnsb.com; or 566-3941