



## **Economic Development Newsletter**

March, 2019

### ***City and Chamber work to enhance Business Services efforts!***

The foundation of Economic Development is providing services to existing businesses – to help them expand and capitalize on opportunities. The services provided are often in the form of data for business planning, as well as information on existing resources and available sites and spaces for expansion.

Mayor Russ Owen has initiated a program to enhance the City's services to businesses and has asked for Chamber President Chrissy Chalk to bring chamber support as well. The program will:

- Provide business owners with important information on available resources for business planning; and
- Will conduct research on key questions about their experience in the City, including:
  - Why did you choose NSB?
  - How can the City & Chamber have a positive impact?
  - Any plans to expand in the next 5 years?
  - Biggest opportunities/challenges/pain point?
  - Any thought of leaving in the next 5 years? If so, why?
  - If you could change one thing about NSB...

Individual interviews will be held with a selected number of business owners in each of the City's six target industries identified in the City's Economic Development Plan:

- Aviation & Aerospace
- Creative Class
- Light Industry
- Medical
- Professional
- Recreation

In addition to individual interviews, a series of industry sector/area-specific workshops will be held to provide useful information and engage business owners. The monthly workshops will be held at the Live Oak Cultural Center at 5:30 pm as follows:

1. Thursday, April 25: Tourism/Hospitality/Art
2. Thursday, May 23: Canal St area
3. Thursday, June 27: Beachside area (Flagler, Third, A1A)
4. Thursday, July 25: US 1
5. Thursday, August 22: SR 44
6. Thursday, September 26: Airport, Manufacturing, Technology
7. Thursday, October 24: Start-ups and Small Business

More information on this initiative to follow!

## ***US 1 PROJECT STARTS UP!***

The Florida Department of Transportation has announced that this long awaited project will begin this month and be completed in the summer of 2020. The project area includes US 1 between Julia St and Smith St., and from Orange to Dimmick St.

Specific improvements include resurfacing, widening, curb and gutter, drainage improvements, sidewalk, signalization, lighting, and water and sewer work. In addition, a second left turn lane onto westbound Canal St, and a new right turn lane from southbound US 1 to westbound Canal St will be created. A new merge lane will be constructed on westbound Canal St from US 1 to just east of Dimmick St, and designated bike lanes will be created along US 1. Additionally, Andrews St will be converted to a one-way roadway heading eastbound from US 1 to the first driveway. The CRA has paid for upgrades to FDOT standard facilities in the Canal St area.

This project will require nighttime land closures that are permitted as follows:

- US 1: 7:30 pm – 7 am
- Canal St west of US 1: 8 pm – 7 am
- Canal St east of US 1: 10 pm – 5 am

Temporary road closures with detours are permitted as follows:

- Lytle Ave at US 1 ramps: Midnight Friday to 5 am Monday (long weekend only)

- E/W Canal St: 10 pm – 5 am (limited to nighttime on weekdays).

Much of the work at the beginning of the project will not require lane closures as the contractor will be working on the west side of US 1 behind barrier walls. All lanes of US 1 will remain open, but they will be shifted very slightly to the east and will be a bit narrower. Electronic message boards will be used to alert drivers of lane closures and detours.

This project will also require sidewalk closures and creation of temporary pedestrian access routes. Signs will be used to guide and direct bicyclists and pedestrians around the work area.

For further information please contact:

Carolyn Fitzwilliam, public information coordinator

386-740-3566

[carolyn.fitzwilliam@dot.state.fl.us](mailto:carolyn.fitzwilliam@dot.state.fl.us)

In addition, project updates can be sent directly to your email address! Please send an email request to Carolyn's email address above and you will be added to the distribution list.

## ***City Commission to Hold Special Meeting on Transportation***

The City Commission will hold a Special Meeting on Transportation: Tuesday, March 19 5:30 pm, in the City Commission Chambers.

The agenda for the meeting is listed in the City website, [www.cityofnsb.com](http://www.cityofnsb.com). Agenda items include:

- An overview of transportation in the City including funding sources and current initiatives
- A presentation from a River to Sea Transportation Planning Organization representative
- A presentation from a Florida Department of Transportation representative
- A review of the NSB trolley proposal, and status
- A presentation on the City's Transportation Impact Fee Study

## ***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](http://www.floridabusiness.org/economic-reports/quarterly.stml)
- The space formerly occupied by Gallery One Twenty on Canal St has been leased-out 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.

### ***Opportunities to Learn, Participate, and Network***

- 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. 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 meet on the Second Thursday of each month at 6:30 pm at Hottie Coffee, US 1 & Mary Ave. No reservations required, and refreshments are served! For further information contact Lori Ellis: [hottiecoffee@gmail.com](mailto: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](mailto:SWilliams@sevchamber.com); website: [www.sevchamber.com](http://www.sevchamber.com)
- City of New Smyrna Beach Economic Development Advisory Board – Agendas are posted on the City website, [www.cityofnsb.com](http://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](http://www.1MMCDB.com).

## **Announcements & Prominent Projects Underway!**

### **Announcements**

- Coming Soon! The space formerly occupied by the French Quarter Restaurant near the HUB on Canal St is undergoing renovation to open as The Local Pearl oyster shoppe.
- 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.
- Mattress One and Hammock Gardens Dental Care is now open in the new building next to Mullinax Ford on SR 44.
- 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.
- 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 now being finalized!
- A new professional office building is under construction at the NE corner of W Canal and Duss.

### **City/County/State Projects**

- Live Oak Cultural Center, 1050 Live Oak St, and the adjacent City Gym, are both now open!
- 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](http://www.sjr2c.org/home)
- FDOT project on US 1, from Julia to Andrews with significant work at the Canal St intersection: see the article above.
- 5<sup>th</sup> St. Bridge Replacement in coordination with FDOT: an engineering firm has been selected to design the project.
- 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 Courts in Pettis Park: The pickleball court and the renovated tennis court are both now open.
- 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](mailto:danielle@visitnsbfla.com)
- Business Planning Information available at no charge from the City: contact Tony Otte at 566-3941 or email: [totte@cityofnsb.com](mailto: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](http://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/](http://www.daytonastate.edu/cbi/) or contact [Joanne.Parker@Daytonastate.edu](mailto:Joanne.Parker@Daytonastate.edu) or (386) 506-4224
  - Daytona State College Small Business Development Center website: [www.sbdcdaytona.com](http://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](http://www.Volusiaflaglerscore.org)
  - Volusia County Department of Economic Development: (386) 248-8048 – services include exporting assistance: [www.floridabusiness.org](http://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](http://www.flvec.com/Volusia); or call 386-310-8781.

## **Business Tools**

- ***FREE ONLINE BUSINESS RESEARCH TOOL*** – This tool allows 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](mailto:totte@cityofnsb.com) or call 566-3941.

**For more information:**

**Tony Otte, CEcD: [totte@cityofnsb.com](mailto:totte@cityofnsb.com); or 566-3941**