



Economic Development Newsletter

April, 2019

Spotlight on three of the great, no-charge resources for small businesses!

New Smyrna Beach is well-known as a community that is supportive of small, independent businesses – just look at our line-up of local restaurants!

We are also blessed to have a number of no-charge resources that support our local business community, including our chapter of SCORE; the Small Business Development Center at Daytona State; and CareerSource Flagler/Volusia.

This article will spotlight three more no-charge, small business resources that are relatively new:

- “The Second Wednesday Club” – this is the group for anyone in Southeast Volusia who wants to start a business or who owns a small business. The group meets every second Wednesday of the month at the Half-Wall Restaurant & Brewery, 1889 SR 44 next to the Harley Davidson store, at 5:30 pm. There are no reservations needed – attendees order off the menu and pay for their order. Each meeting features an entrepreneur who tells the story of their small business journey. The next meeting is:
 - Wednesday, April 10 at 5:30 pm at the Half-Wall Restaurant & Brewery, 1889 SR 44. The speaker will be Jodi Hinkle of Her Quest, a strategic, promotional network of independent female owned businesses, collaborating to provide Progressive, Personal Transformation Services for Women. For more information go to www.herquest.net.
- The US 1 Business Development Group – This is a gathering of New Smyrna Beach US 1 business owners and managers who meet on the second Thursday

of every month at Hottie Coffee, US 1 & Mary Ave, at 6:30 pm. There are no reservations needed for the meeting. Speakers at every meeting discuss with participants various topics pertinent to the operation of businesses on the US 1 corridor. The next meeting will be:

- Thursday, April 11, at 6:30 pm at Hottie Coffee, US 1 & Mary Ave. The speaker will be Arielle VanEck of Seaside Cryotherapy and Oxygen Bar, which just opened at 648 North Dixie Freeway (US 1) near Wayne Ave. For more information go to <https://www.seasidecryotherapy.com/>.
- The Florida Virtual Entrepreneur Center – Since the City of New Smyrna Beach is a member, small business owners can have a profile on this statewide website, no charge! At present there are 24 New Smyrna Beach Entrepreneurs with profiles on the site, which is great for networking and for sales! The website also features resources, news, and helpful articles. Contact: www.flvec.com/Volusia; or call 386-310-8781.

City's Business Outreach Program Starts This Month!

Mayor Russ Owen has initiated a program to enhance the City's services to businesses. Chamber President Krissy Chalk will bring chamber support as well.

The program includes a series of monthly meetings to provide business owners with important information on available resources for business planning. The program will also research key questions with local business owners about their experience in the City, as well as interview business leaders in targeted industries.

The meetings will be held at the City's NEW Live Oak Cultural Center, 1050 Live Oak St adjacent to the City Gym and the County Library Branch at 3rd and US 1. The meetings will begin at 5:30 pm. The schedule for the monthly workshops has been **revised** as follows:

1. Thursday, April 25: Tourism/Hospitality/Art (Speakers: Debbie Meihls, NSB Visitor's Bureau, and Sally Mackay, one of the founders of The HUB on Canal).
2. Monday, May 6: Canal St area
3. Thursday, June 27: Beachside area (Flagler, Third, A1A)
4. Wednesday, July 24: US 1
5. Thursday, August 22: SR 44
6. Thursday, September 26: Airport, Manufacturing, Technology
7. Wednesday, October 23: Start-ups and Small Business

See you April 25 at the first meeting!

City staff begins planning for CRA review with Volusia County Council

The City's Community Redevelopment Agency (CRA) operates with property tax dollars contributed by both the City and the County based on the growth in the tax base for the CRA area. However, this current CRA is much different than the City's previous CRA that ended in 2015.

The current CRA is effectively prohibited from awarding private property grants – the main tool used by the previous CRA to revitalize Canal St and Flagler Ave. While the County's Delegation of Authority resolution for the current CRA states that façade/property improvement grants can be awarded, such awards can only be made using City contributed funds... and those funds are already required by the resolution to match the County dollars. The County dollars, per the County resolution, cannot be used for such grants. This "match" requirement effectively eliminates the possibility of providing much needed grants for private property improvements in the CRA area.

Most of the private property grants provided in the previous CRA required that the improvement work be completed, inspected, and paid for by the owner, in compliance with the approved grant amount, before the CRA would reimburse the property owner for half of the expenditure. Some larger improvement projects were granted allowing "progress payments" as each phase of the work was completed, inspected, and paid for by the property owner.

In both the Canal St and Flagler Ave areas, these funds acted as "seed money", with the CRA contributed funds towards improvements encouraging other area property owners to improve their properties with private funds. For example, in the Canal St area, the building sites for Ricky's Canteen on Magnolia, the Wellness businesses in the former Tru-Gas building on N Orange, and the Posh Pineapple's store and expanded store received no CRA funding. The same can be said for the Flagler Tavern building expansion, the Springhill Suites hotel, the Crow's Nest, and the Jewelry of Joy building in the Flagler Ave area – none of the buildings named above received a CRA grant.

There have been four cities with County approved resolutions for new CRAs in recent years. The three most recent CRA resolutions – for Deltona, Edgewater, and New Smyrna Beach – are similar in requiring the match of City funds to County funds as described above, which effectively prohibits private property grants. The first such resolution approved by the County Council in recent years, for the City of Orange City, does not contain the match requirement.

City staff was recently told that this issue could be discussed with the County Council during the five year review of City CRA expenditures, which will be scheduled later this calendar year. There will be additional information provided as it becomes available.

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. The store is scheduled to open in June.
- Riverwalk Condos, NW area of North Causeway: construction continues on several buildings. One of the units was featured in the recent 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!
- Blue Ocean Dermatology is constructing two professional office buildings at the NE corner of W Canal and Duss St.
- Apartments at SR 44 and Glencoe Rd (SW corner): Site work has begun.

City/County/State Projects

- The “Weeping Mortar Building” North of City Hall: The renovation bids will be opened soon. 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: now under construction; completion scheduled for summer, 2020.
- 5th St. Bridge Replacement in coordination with FDOT: in design.
- Swoope Boat Ramp Parking Expansion: will add 42 truck-boat trailer parking spaces; scheduled to open in the next 30 days.
- Alonzo “Babe” James Community Center Splash Pad: in design.
- Tennis/Pickleball Courts in Pettis Park: The pickleball courts and the renovated tennis court are now open.
- 27th St Park Improvements: now under construction. Includes an ADA all-inclusive playground with shade structures, and new drainage structures. Anticipated completion in July.
- Mooring Fields in Intra-Coastal Waterway: conceptual planning for south of the South Causeway with grant funding.
- Women’s Club: conceptual planning for improvements with grant funding.
- Old Fort Park Wall: conceptual planning for improvements with grant funding.
- Public Parking lot to serve Pettis Park and the Black Heritage Museum: Property at the SE corner of Duss and Jefferson Streets has been purchased by the City’s CRA for the planned construction of a public parking lot.
- Affordable Housing: a duplex is being constructed at the NE corner of Julia and Dimmick Streets by the New Smyrna Beach Housing Authority, in partnership with the City’s CRA.
- Brannon Civic Center: this “signature” New Smyrna Beach facility, “Central Florida’s Premier Event Venue” is available to rent for your event, meeting, or seminar! For rental information call Shonna Green, Center Manager, at 410-2880

or go to <http://www.cityofnsb.com/126/Rental-Facilities>. The website includes room capacities and rates.

ONE DOZEN NO – CHARGE BUSINESS RESOURCES FOR YOU!

- The “Second Wednesday Club” – Entrepreneur meet-up held 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/>. Contact: Jim Long at 386-402-0071.
- 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.
- SCORE offers business training classes and individual, confidential business consulting including start-ups. Contact: Lillian Conrad CPA: 409-7881; Website: www.volusiaflaglerscore.org.
- Daytona State College Small Business Development Center: services for established businesses including financial analysis and planning by a former banker. Website: www.sbdcdaytona.com or call (386) 506-4723.
- New Smyrna Beach Visitor’s Bureau offers web listings for tourism industry partners on the Visitor’s Bureau website; restaurants with a Facebook page should forward automatically to the Bureau’s “Eat” section. Contact Holly Blount: holly@visitnsbfla.com.
- Business Planning and Development Information available from the City: includes resident data in 1-3-5 mile rings from a store location; traffic counts; site analysis for expansion. Contact Tony Otte: 566-3941 or totte@cityofnsb.com.
- The Southeast Volusia Chamber of Commerce: provides many valuable opportunities for training, networking, and special events. Contact: Sue Williams: 428-2449, SWilliams@sevchamber.com; www.sevchamber.com
- Volusia County Department of Economic Development: services include exporting assistance. (386) 248-8048; www.floridabusiness.org
- Innovate Daytona: this 501(c)(3) group serves all of Volusia County with activities including the weekly One Million Cups in Daytona. Website: www.1MMCDB.com.
- Daytona State College: free seminars. Website: www.daytonastate.edu/cbi/ Contact Joanne.Parker@Daytonastate.edu or (386) 506-4224
- Online Business Research Tool: users can create customizable report content with information about demographics, employment, housing, spending, and education. Learn more at <https://tinyurl.com/y94kmjru>
- Assistance with hiring employees: Career Source Flagler Volusia: (386) 323-7001, website: www.careersourcefv.com/

- For more information: Contact Tony Otte CEcD: 566-3941; totte@cityofnsb.com