



Economic Development Newsletter

January, 2020

Welcome 2020!

The New Year holds great promise for events, projects, and plans that will continue to enhance our image and reputation as a very special place: one that offers exceptional amenities and economic opportunities along with the highly sought and often elusive quality described as “small town feel”. These are some of the elements that positively distinguish us from other places and foreshadows our continued success in building our brand:

- Sustainability
 - At the December 10 meeting the City Commission voted unanimously to approve moving forward with developing a sustainability management plan for the City. It is anticipated that another agenda item will be forthcoming at a January Commission meeting to review a proposal for a two day training seminar to develop a citywide sustainability management plan.
- Enhancing our foodie paradise
 - A few years ago a long-time tech worker who now owns her own business told me that places with a foodie reputation attract tech industry workers – in addition to everybody else. Enhancing our foodie paradise reputation is an important building block in our brand. We are becoming known as a “foodie paradise”, with an article in Dine Magazine (<https://www.dinemagazine.com/new-smyrna-beach-foodies-paradise/>) calling us “Florida’s Foodie Destination”.
 - The General Public House is now open on Canal St and with other restaurants has created an evening economy in our mainland downtown.

A new restaurant, Riptides, is anticipated in 2020 on Third Ave near Dunkin Donuts.

- Intensifying our entrepreneurial spirit
 - We are also known for our small, independent businesses, and expanding those businesses is one key to the health of our local economy. This year new efforts are anticipated to help our small businesses grow – by broadcasting our business assistance resources in new ways, and establishing a “small business desk” at the City to provide or broker specific services. (Please see some of our business assistance resources listed below.)
 - It is anticipated that a maker space location will be announced, which would provide a collaborative work space for making, learning, exploring, and sharing - using a variety of tools and equipment including 3D printers, cnc machines, soldering irons, and even sewing machines. Makerspaces foster entrepreneurship and have been used as incubators and accelerators for business startups.
 - There may be one or more co-work spaces established, where independently working individuals or small business owners share office space and common lounge areas, with wi-fi and separately rented conference rooms as needed.
- Anticipated projects
 - SR 44: A Tractor Supply store is under construction at SR 44 and Corbin Park Rd. Other projects anticipated for SR 44/Third Ave include:
 - Third Ave: Hyatt Place Hotel in the space where the closed commercial center is located, behind Dunkin Donuts
 - Third Ave: Starbucks, at the site of the former NSB Sea Shack.
 - SR 44 near I-95: a number of announcements are expected in this area. Signage has been posted for a Holiday Inn Express Hotel and a Florida Roadhouse Restaurant on the property across from Walmart. The Utilities Commission discussed possible uses for their Western Utility Complex at a recent workshop, and further reports are in process.
- Opportunities
 - The aerospace activity at Kennedy Space Center offers a huge opportunity for all of Southeast Volusia. The Southeast Volusia Manufacturing and Technology Coalition is working to attract aerospace companies moving to this region to locate here; and to grow our existing

businesses by serving aerospace companies. Check out these websites and reports for more information:

- Southeast Volusia Manufacturing and Technology Coalition website: www.sevolusia.org
- Florida Spaceport System Plan: https://www.spaceflorida.gov/wp-content/uploads/2018/12/FSSP18_FINAL__03-06-2018__Low-Res.pdf
- Volusia County Commercial Space Supply Chain Characterization Report: contact Tony Otte for a copy: totte@cityofnsb.com

In general, here's a quick look at what forecasters are saying:

- Hank Fishkind: Florida's Economic Outlook for 2020 Good but not Great <https://www.wmfe.org/fishkind-conversations-floridas-economic-outlook-for-2020-good-but-not-great/141916>
- Sean Snaith: Florida's economy passes its annual check-up with flying colors – but with a minor condition... a housing shortage and a transportation network deficit... The Deltona–Daytona–Ormond Beach Metropolitan Statistical Area (MSA) is expected to show mixed levels of growth in the economic indicators measured in this forecast relative to the other MSAs studied... The average annual wage will be the second lowest of the studied areas at \$47,300... Unemployment will average 3.5 percent. The Deltona MSA will experience the most growth in the Construction and Mining sector, with an average growth rate of 3.4 percent annually... The Professional & Business Services sector follows with an average annual growth rate of 2.6 percent. https://business.ucf.edu/wp-content/uploads/sites/4/2020/01/UCF_FLMetro_Forecast-December2019-WEB.pdf
- Kiplinger: Florida has the nation's highest rate of in-migration, and its economic growth is underpinned by strong population growth. Florida is one of only seven states without a state income tax. The Orlando area will see the hottest growth along with the Atlantic coast of Palm Bay to Titusville... with satellite and rocket manufacturing, and commercial satellite-launching facilities.

The New Year will also see the implementation of the recently adopted Economic Development Plan Update, which will be posted on the City's website later this month.

We have good momentum and the forecasts are positive for our area – a great outlook for 2020!

Announcements!

- Nature in Beauty Organic Beauty Boutique & Parlor is moving! Watch for the announcement later this month for the move from 426 Canal St to 314 Canal St, the 1934 bank building that for many years was the location of Toxey Whitaker Insurance. Nature in Beauty is a certified organic beauty boutique and parlor providing a Total Organic Beauty Experience. For further information contact Nature in Beauty at 576-6730 or visit their website at www.natureinbeautyorganics.com
- Revivology IV Hydration is coming to 426 Canal St! The medically licensed staff provides evaluations and a customized mix of supplements, vitamins, minerals, antioxidants, enzymes, and amino acids to dramatically improve energy, boost immune system function, decrease inflammation, and other health benefits. Watch for the upcoming announcement!
- The Crimson House at 219 N Orange (SE corner of N Orange and Washington) is a wine bar with an amazing wine selection, and an event venue space that is preparing to open this month! Check out their website at www.crimsonhousensb.com!
- The Second Wednesday Club will meet on Wednesday, January 8 at 5:30 pm at the Half-Wall Brewery, 1887 SR 44 next to the Harley Davidson store. There will be a fun presentation by serial entrepreneur and human behavior trainer Alex Szinegh. The Second Wednesday Club is a small business owner and start-up meet-up held the Second Wednesday of each month. 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.
- The branding of the Riverside Garden District and a discussion on how the City can brand commercial districts will be scheduled for the next meeting of the City's Economic Development Advisory Board to be held on Wednesday, January 15 at 6 pm in the City Commission Chambers. Contact Tony Otte: totte@cityofnsb.com.
- The Southeast Volusia Chamber of Commerce will present "Doing Business with your City" on Thursday, January 30, from 7:30-9:00 am at the Chamber office, 115 Canal St, with presentations from the cities of New Smyrna Beach, Edgewater, Oak Hill, and Port Orange. Breakfast refreshments will be provided by the City of Edgewater. For more information call 428-2449.
- SBA loan funds are available for Hurricane Dorian Disaster Assistance: Deadline to apply is August 13, 2020. Applicants may apply online using the Electronic Loan Application: www.DisasterLoan.sba.gov. Call: 1-800-659-2955.

Private Property Projects

- Hyatt Place Hotel (proposed for the property behind Dunkin Donuts on Third Ave, the site of the vacant former retail center that included most recently an Outback Restaurant, now closed) – Site Plan under review.

- Starbucks (proposed for the site of the NSB Sea Shack Restaurant on Third Ave) – Site Plan under review.
- Tractor Supply (proposed for SR44 at Corbin Park Rd, Southeast corner) – under construction.
- Riverwalk Condos, NW area of North Causeway: construction continues on several buildings. One of the units was featured in the most recent Parade of Homes.
- Canal Street Pavilion: the former movie theatre space on the NE corner of Canal and Orange has been renovated. Owner Dick Rosedale has one office space upstairs still available for lease: 956-0668.
- 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.
- Blue Ocean Dermatology is constructing two professional office buildings at the NE corner of W Canal and Duss St.
- Beacon Apartments at SR 44 and Glencoe Rd (SW corner): Development with 253 apartments, now under construction.
- Assisted Living Facility, 115 Washington St in Canal St area on Alba Court site: 104 bed facility now under construction.
- Tabby House mixed use development between Canal St & City Hall: 12 of the 17 lots are either complete or under construction.

City/County/State Projects

- The “Weeping Mortar Building” North of City Hall: This major renovation project is now underway and is scheduled for completion in about 12 months. The parking lot east of the building will be closed during construction. 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.
- New playground equipment at Pettis Park is now available for use!
- FDOT project on US 1, from Julia to Andrews with significant work at the Canal St intersection: now under construction with completion being re-scheduled for late fall, 2020.
- 5th St. Bridge Replacement in coordination with FDOT: in design.

- Alonzo “Babe” James Community Center Splash Pad: This project is moving forward with bidding. It is anticipated that the Splash Pad will be complete by late summer, 2020.
- Women’s Club Building Improvements: in design.
- Old Fort Park Wall: design complete, bidding soon; partial grant funding approved.
- 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. The project is now in the final stages of design.
- Affordable Housing: FIRST DUPLEX COMPLETE at the corner of Julia and Dimmick Streets, a partnership with the NSB Housing Authority, Volusia County, and the City of New Smyrna Beach CRA. A second duplex is being planned.
- Brannon Civic Center: this “signature” New Smyrna Beach facility is available to rent for your event, meeting, or seminar! 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.

BUSINESS RESOURCES FOR YOU!

- 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.
- City of New Smyrna Beach: free pre-application meetings with the City’s development review team; information on residents in 1-3-5 mile rings needed for business plan preparation; traffic counts on county and state roads, and other useful business information. Contact: Tony Otte CECD (contact info below).
- SCORE: business training classes & individual, confidential business consulting. Contact: Lillian Conrad CPA: 409-7881; Website: www.volusiaflaglerscore.org.
- Daytona State College Small Business Development Center: offers services for established businesses. 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 David Villegas: david@visitnsbfla.com

- The Southeast Volusia Chamber of Commerce: provides many valuable opportunities for training, networking, and special events. Contact: David M. LeBlanc, 428-2449, dleblanc@sevchamber.com; www.sevchamber.com
- Volusia County Department of Economic Development: various business expansion services, exporting help (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 further information contact
Tony Otte CEcD:
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