Economic Development Task Force
Tuesday, March 18, 2025 at 8:30 AM

City Commission Chambers
214 Sams Avenue, New Smyrna Beach, Florida 32168

I. CALL TO ORDER

A. Roll Call

II. CONSENT AGENDA

III. PRESENTATIONS

IV. PUBLIC PARTICIPATION

V. OLD BUSINESS

V.A Review the Results from the Business Survey
None at this time

V.B Review SEV Chamber of Commerce Inter-City Tour of Abacoa and Alton in Jupiter, FL April 10, 2025
none

V.C Volusia County Innovation Challenge March 27, 2025 - Registration is Free & Required for free parking
None

VI. NEW BUSINESS

VII. BOARD MEMBER COMMENTS

VIII. REPORTS AND COMMUNICATIONS

IX. FUTURE AGENDA ITEMS

X. ADJOURNMENT

Pursuant to Florida Statutes 286.0105, if an individual decides to appeal any decision made by the board, agency or commission of the City of New Smyrna Beach with respect to any matter considered at this meeting, a record of the proceedings will be required and the individual will need to ensure that a verbatim transcript of the proceedings is made, which record includes the testimony and evidence upon which the appeal is based. Such person must provide a method for recording the proceedings.

In accordance with the Americans with Disabilities Act, persons needing assistance to participate in any of these proceedings should contact the City Clerk's office in person or by mail at 210 Sams Avenue, New Smyrna Beach, Florida 32168, (386) 410-2630, prior to the meeting.

THE CITY OF NEW SMYRNA BEACH - CRA/ECONOMIC DEVELOPMENT

REVIEW THE RESULTS FROM THE BUSINESS SURVEY

March 18, 2025

Background:

On February 28, 2025, the business survey was launched via Survey Monkey. The SEV Chamber of Commerce and each City promoted to their respective businesses using social media, direct e-mail, websites, and newsletters. The window to participate was open through March 6, 2025. The SEV Chamber also added an incentive to participate, by offering a chance to win a gift card to a local restaurant.

Findings:

Of the 3,000 + businesses in the Southeast Volusia Region, only 66 businesses responded. Of the 66 respondents:

*83% are located in New Smyrna Beach
*28.79% considered themselves Other (Personal Services, Insurance & Financial Services, Housing, Beauty, Fitness, Photography, Theater, non-profit, church / thrift store)
*21% Leisure and Hospitality
* 53.3% have 0 - 4 employees
*68% provide their goods or services here in SEV
*28% have approximate gross sales between $100,000 to $499,000
* 34% consider their business to be in the mature stage / 33% growth
*71% have a single location
*31% stated that workforce is their biggest challenge, of those, 79% expressed shortage of workforce as the greatest impact in 2024
*38% expressed business grants could support future growth plans
*48% sell from their physical storefront
*26% chose a 7 on the scale of 1 - 10 of ease to do business in the City
* 44% chose this area to open their business because they live here
* 75% chose not to be contacted

Fiscal Analysis:

N/A

Strategic Plan Item:

No

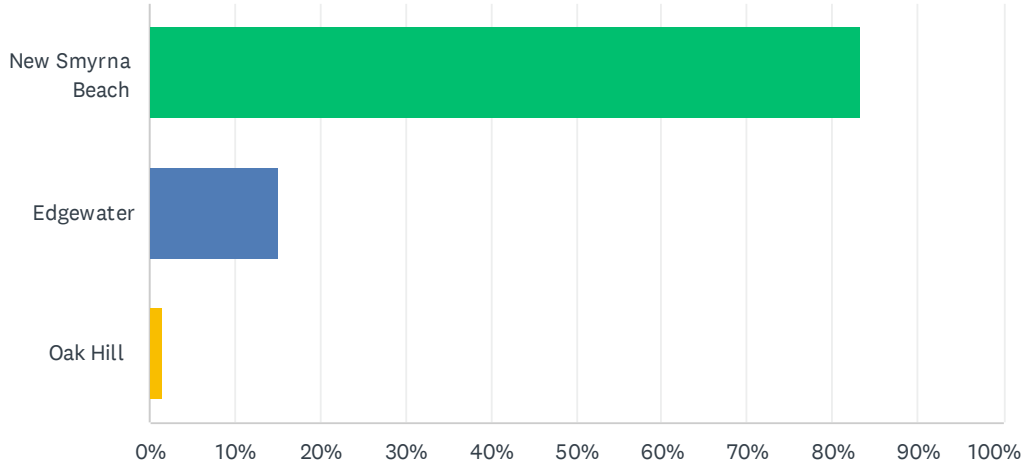
Staff Report Created By: Samantha Bergeron - CRA / Economic Development Director

Attachments:

Results Business Survey 2025.pdf

Q1 My business is located in this city.

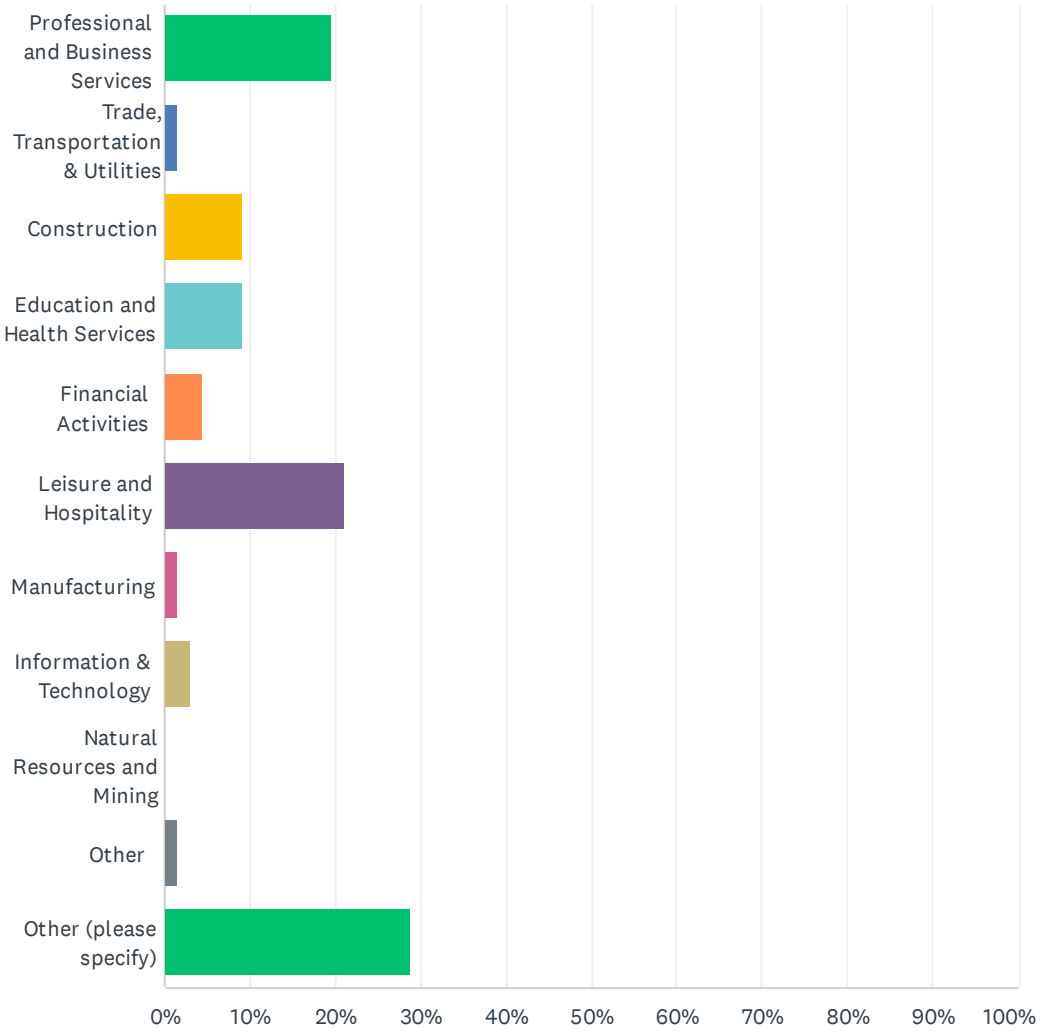
Answered: 66 Skipped: 0



ANSWER CHOICES	RESPONSES	
New Smyrna Beach	83.33%	55
Edgewater	15.15%	10
Oak Hill	1.52%	1
TOTAL		66

Q2 What industry category is your business? Select the one that best fits your industry.

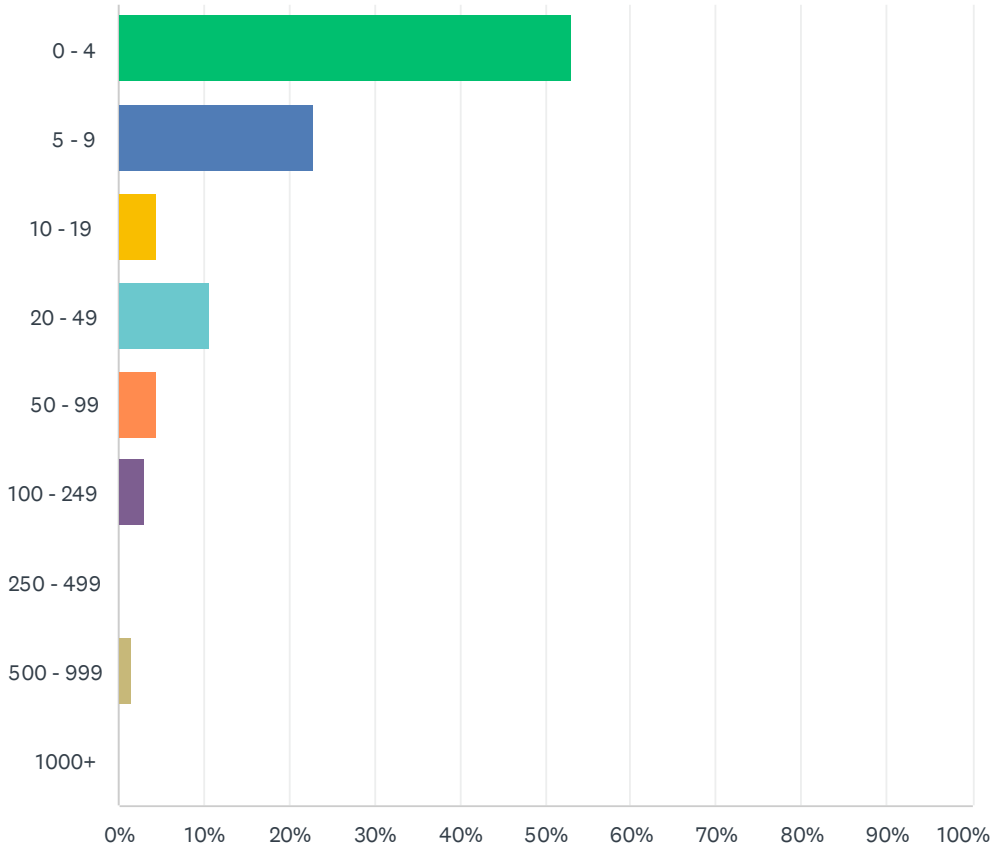
Answered: 66 Skipped: 0



ANSWER CHOICES	RESPONSES	
Professional and Business Services	19.70%	13
Trade, Transportation & Utilities	1.52%	1
Construction	9.09%	6
Education and Health Services	9.09%	6
Financial Activities	4.55%	3
Leisure and Hospitality	21.21%	14
Manufacturing	1.52%	1
Information & Technology	3.03%	2
Natural Resources and Mining	0.00%	0
Other	1.52%	1
Other (please specify)	28.79%	19
TOTAL		66

Q3 How many employees are currently on your payroll in Southeast Volusia?

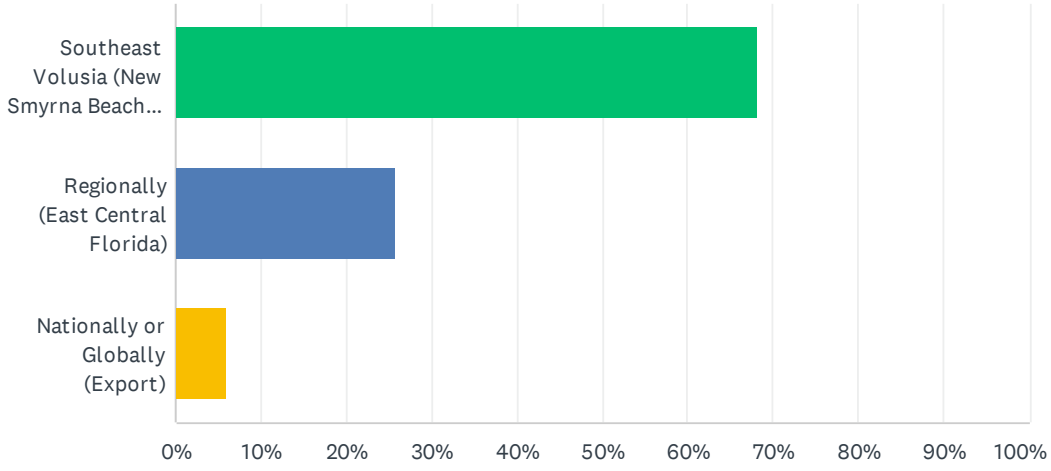
Answered: 66 Skipped: 0



ANSWER CHOICES	RESPONSES	
0 - 4	53.03%	35
5 - 9	22.73%	15
10 - 19	4.55%	3
20 - 49	10.61%	7
50 - 99	4.55%	3
100 - 249	3.03%	2
250 - 499	0.00%	0
500 - 999	1.52%	1
1000+	0.00%	0
TOTAL		66

Q4 Where do you provide your products / services to your customers?

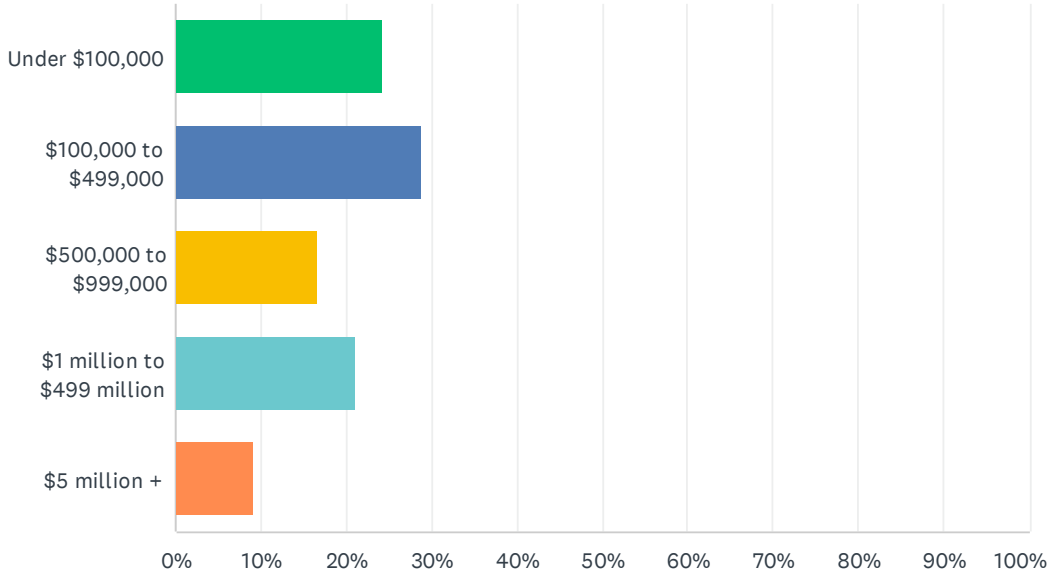
Answered: 66 Skipped: 0



ANSWER CHOICES	RESPONSES	
Southeast Volusia (New Smyrna Beach / Edgewater / Oak Hill)	68.18%	45
Regionally (East Central Florida)	25.76%	17
Nationally or Globally (Export)	6.06%	4
TOTAL		66

Q5 In general, what is your approximate Annual Gross Sales?

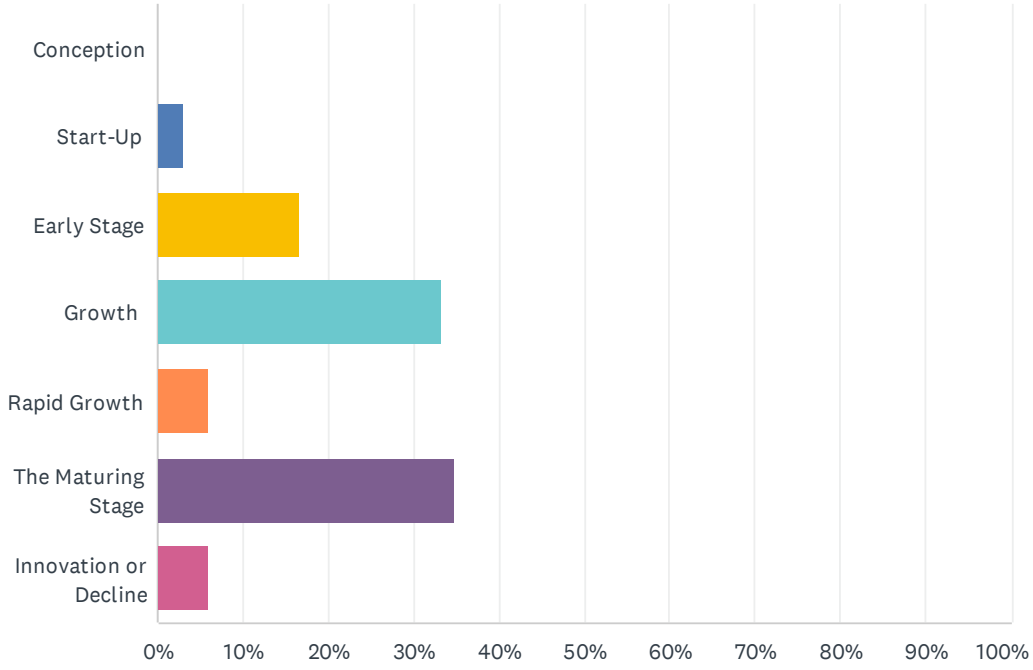
Answered: 66 Skipped: 0



ANSWER CHOICES	RESPONSES	
Under $100,000	24.24%	16
$100,000 to $499,000	28.79%	19
$500,000 to $999,000	16.67%	11
$1 million to $499 million	21.21%	14
$5 million +	9.09%	6
TOTAL		66

Q6 At what stage is your business in the business life cycle?

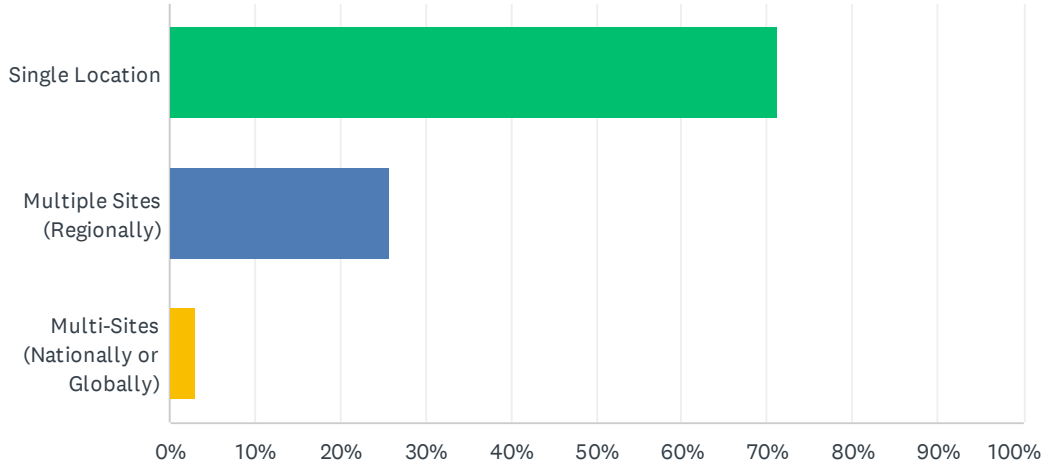
Answered: 66 Skipped: 0



ANSWER CHOICES	RESPONSES	
Conception	0.00%	0
Start-Up	3.03%	2
Early Stage	16.67%	11
Growth	33.33%	22
Rapid Growth	6.06%	4
The Maturing Stage	34.85%	23
Innovation or Decline	6.06%	4
TOTAL		66

Q7 Regarding location, which best describes your business?

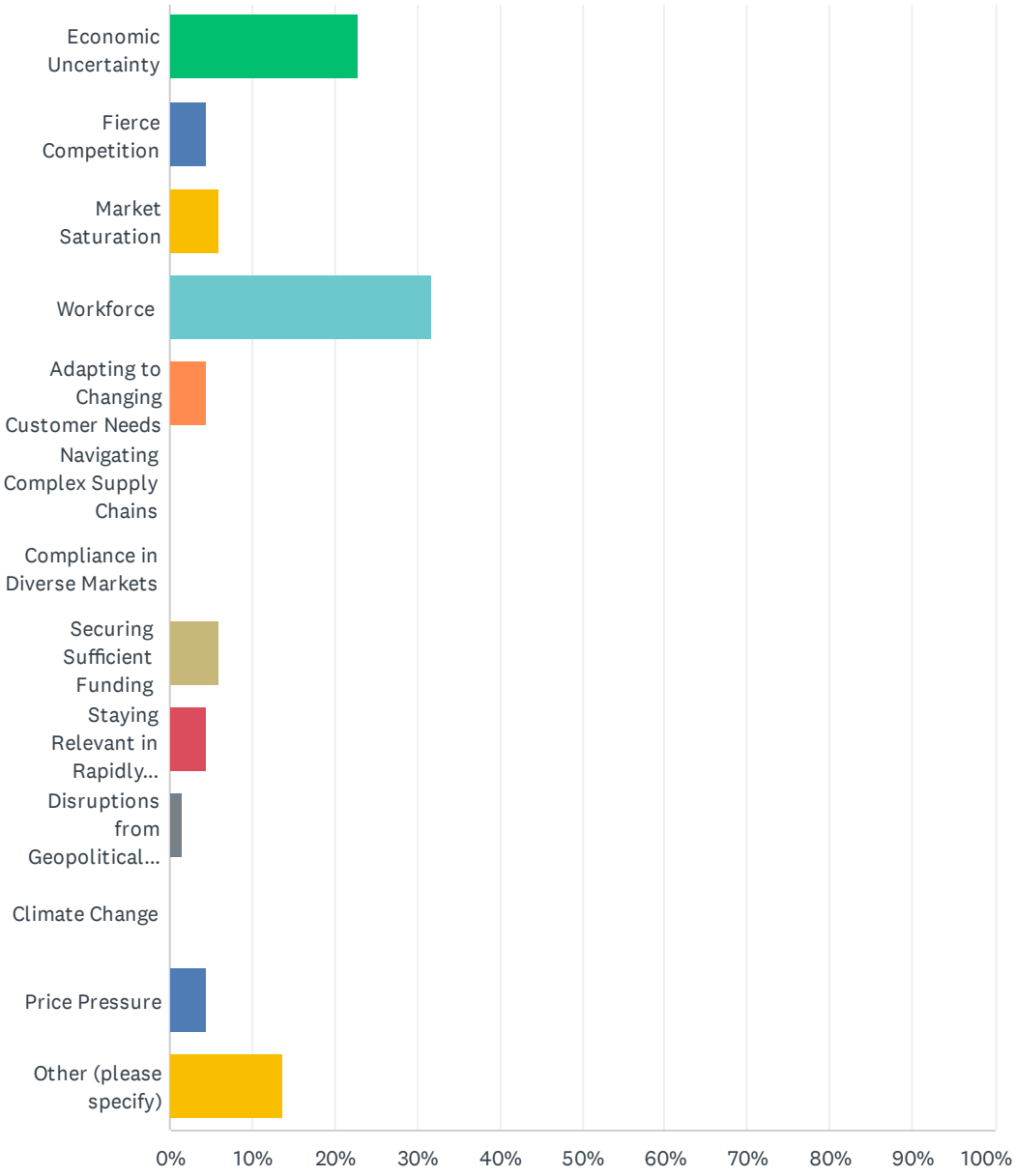
Answered: 66 Skipped: 0



ANSWER CHOICES	RESPONSES	
Single Location	71.21%	47
Multiple Sites (Regionally)	25.76%	17
Multi-Sites (Nationally or Globally)	3.03%	2
TOTAL		66

Q8 What are the primary challenges you face in expanding your business operations? Select the top 3 that best describe your challenges.

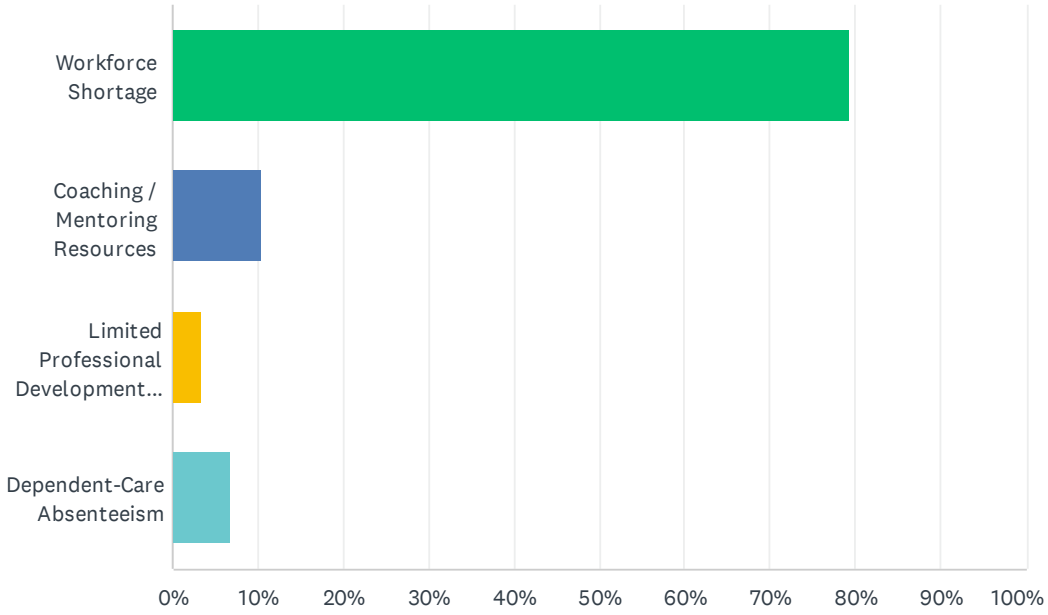
Answered: 66 Skipped: 0



ANSWER CHOICES	RESPONSES	
Economic Uncertainty	22.73%	15
Fierce Competition	4.55%	3
Market Saturation	6.06%	4
Workforce	31.82%	21
Adapting to Changing Customer Needs	4.55%	3
Navigating Complex Supply Chains	0.00%	0
Compliance in Diverse Markets	0.00%	0
Securing Sufficient Funding	6.06%	4
Staying Relevant in Rapidly Evolving Technological Landscape	4.55%	3
Disruptions from Geopolitical Factors	1.52%	1
Climate Change	0.00%	0
Price Pressure	4.55%	3
Other (please specify)	13.64%	9
TOTAL		66

Q9 If you selected Workforce above, which challenges had the greatest impact in 2024?

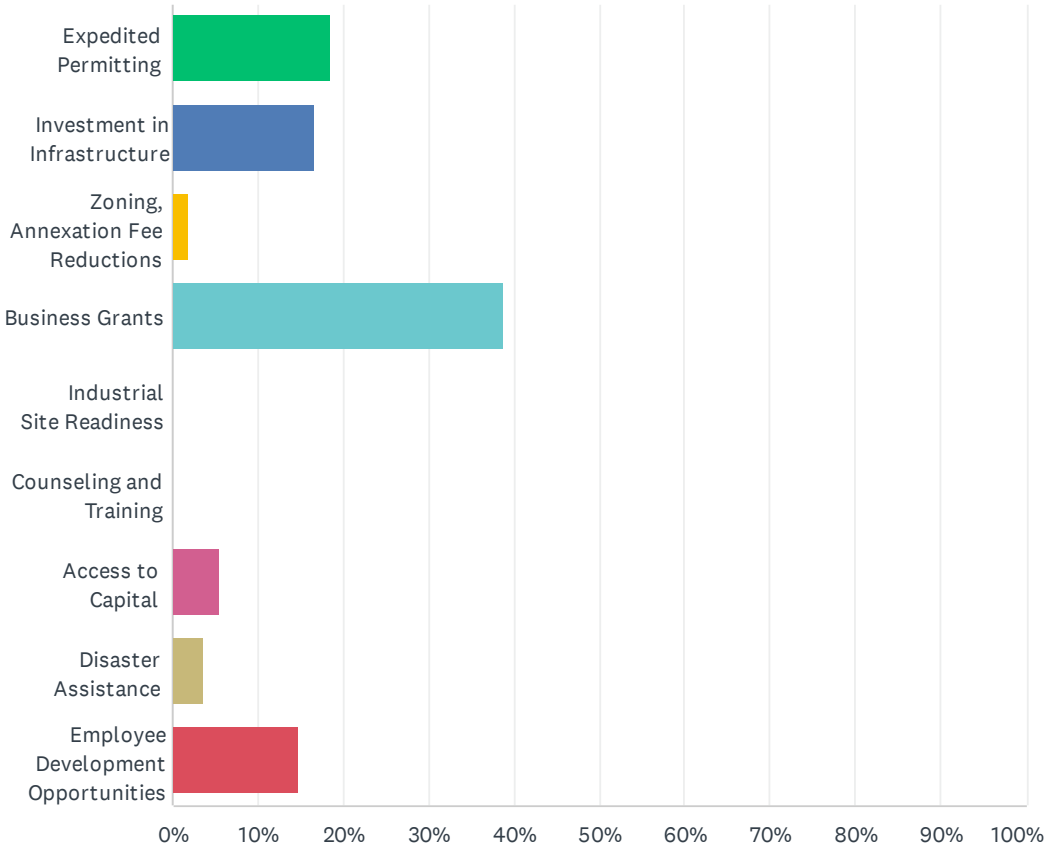
Answered: 29 Skipped: 37



ANSWER CHOICES	RESPONSES	
Workforce Shortage	79.31%	23
Coaching / Mentoring Resources	10.34%	3
Limited Professional Development Programs	3.45%	1
Dependent-Care Absenteeism	6.90%	2
TOTAL		29

Q10 What government incentives or programs could support your future growth plans?

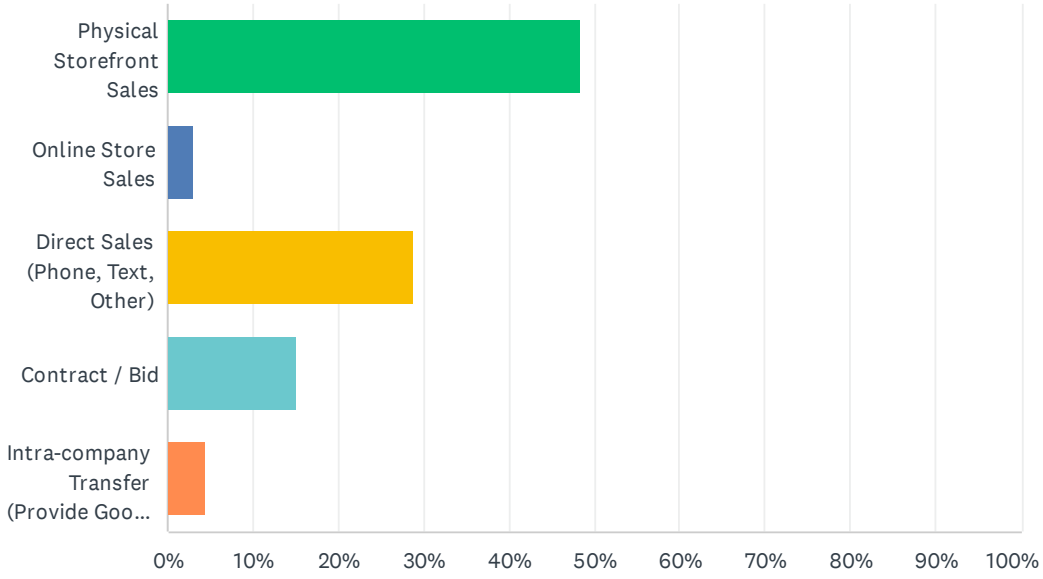
Answered: 54 Skipped: 12



ANSWER CHOICES	RESPONSES	
Expedited Permitting	18.52%	10
Investment in Infrastructure	16.67%	9
Zoning, Annexation Fee Reductions	1.85%	1
Business Grants	38.89%	21
Industrial Site Readiness	0.00%	0
Counseling and Training	0.00%	0
Access to Capital	5.56%	3
Disaster Assistance	3.70%	2
Employee Development Opportunities	14.81%	8
TOTAL		54

Q11 What is your primary revenue channel?

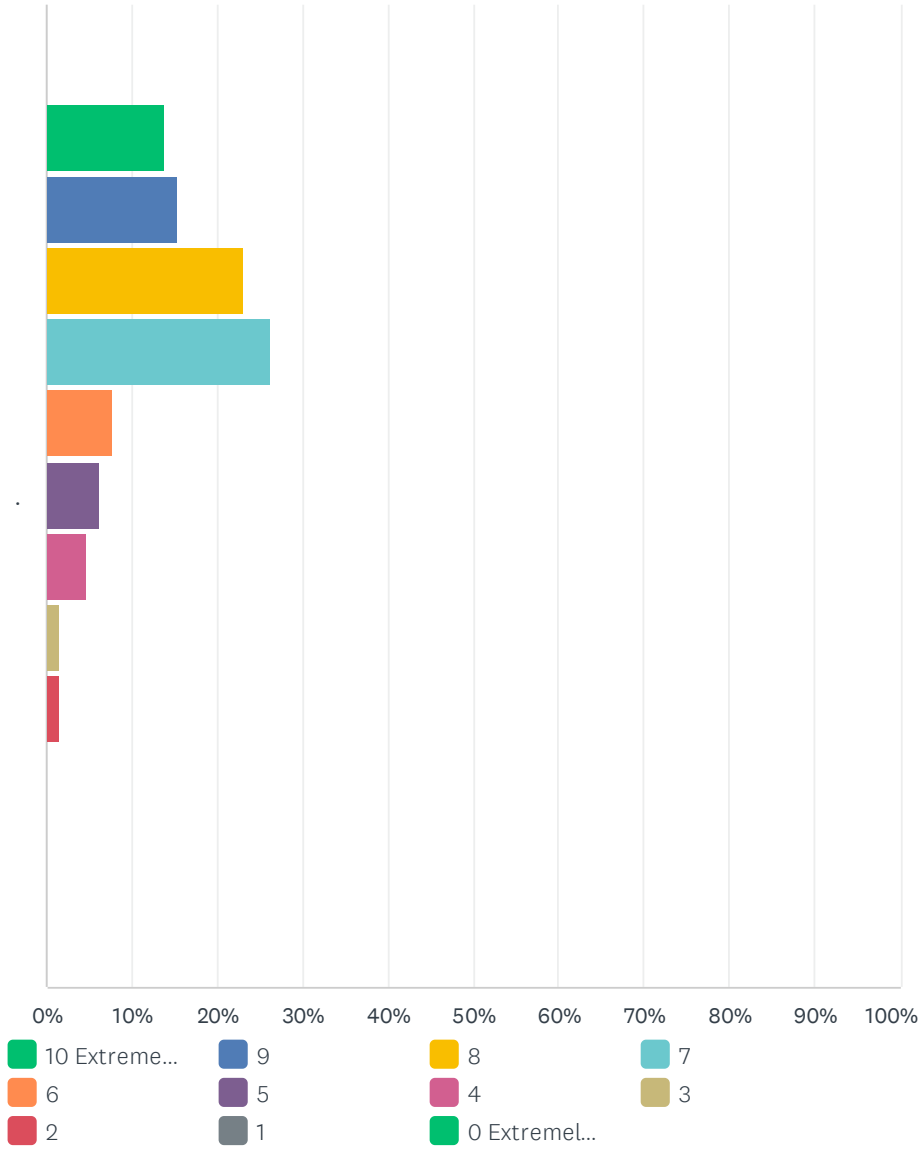
Answered: 66 Skipped: 0



ANSWER CHOICES	RESPONSES	
Physical Storefront Sales	48.48%	32
Online Store Sales	3.03%	2
Direct Sales (Phone, Text, Other)	28.79%	19
Contract / Bid	15.15%	10
Intra-company Transfer (Provide Goods / Services to Sister Facility / Group)	4.55%	3
TOTAL		66

Q12 Using any number from 0 to 10, where 0 is extremely difficult and 10 is extremely easy, what number would you use to rate how easy it is for you to do business in your City?

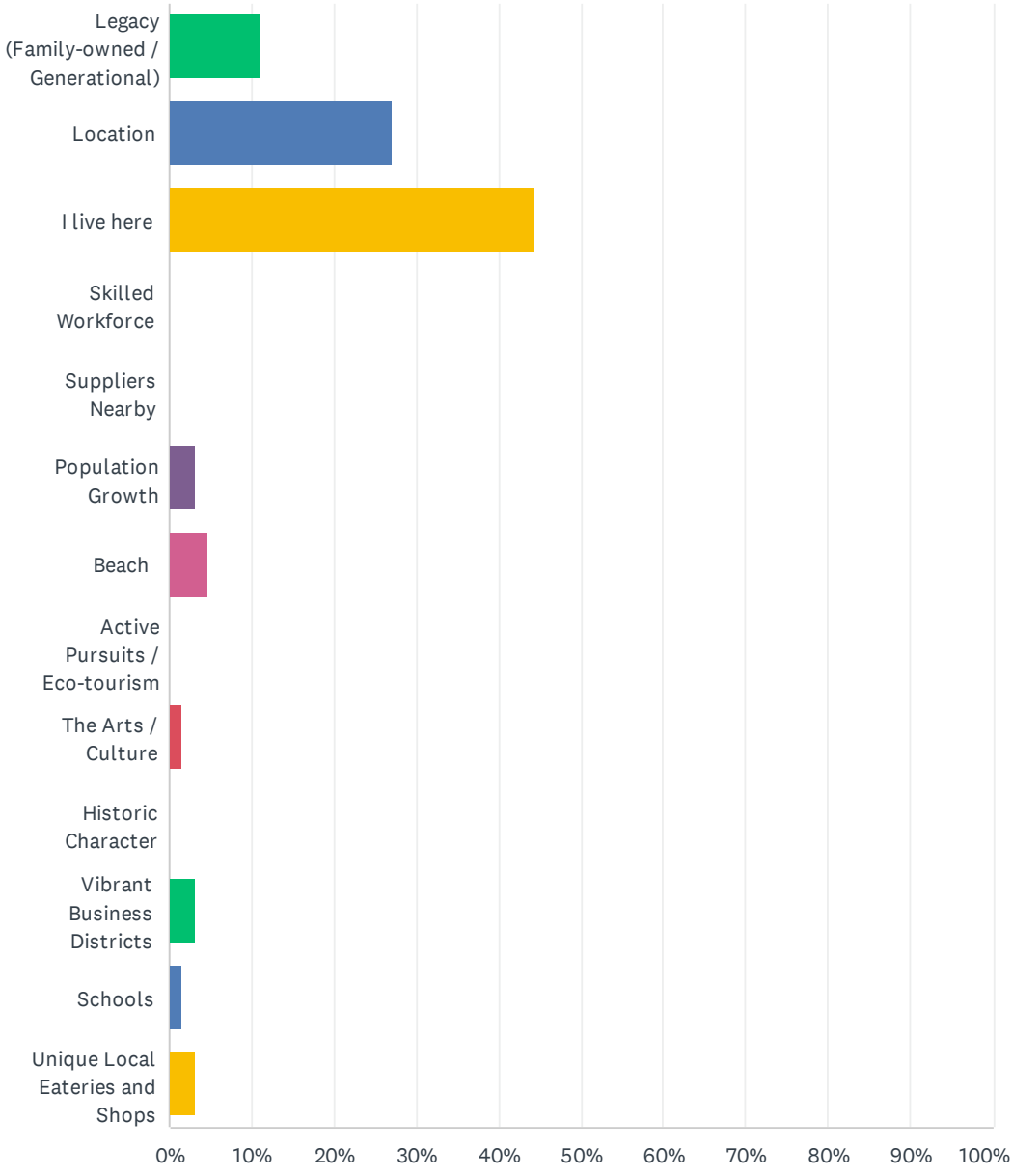
Answered: 65 Skipped: 1



	10 EXTREMELY EASY	9	8	7	6	5	4	3	2	1	0 EXTREMELY DIFFICULT	TOTAL
.	13.85% 9	15.38% 10	23.08% 15	26.15% 17	7.69% 5	6.15% 4	4.62% 3	1.54% 1	1.54% 1	0.00% 0	0.00% 0	6

Q13 Why did you choose this area for your business location?

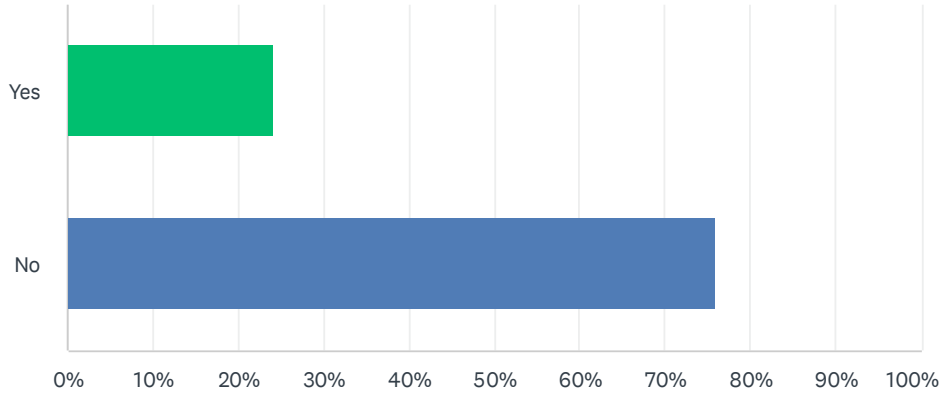
Answered: 63 Skipped: 3



ANSWER CHOICES	RESPONSES	
Legacy (Family-owned / Generational)	11.11%	7
Location	26.98%	17
I live here	44.44%	28
Skilled Workforce	0.00%	0
Suppliers Nearby	0.00%	0
Population Growth	3.17%	2
Beach	4.76%	3
Active Pursuits / Eco-tourism	0.00%	0
The Arts / Culture	1.59%	1
Historic Character	0.00%	0
Vibrant Business Districts	3.17%	2
Schools	1.59%	1
Unique Local Eateries and Shops	3.17%	2
TOTAL		63

Q14 Would you like to be contacted directly for further information sharing? If so, please provide contact information and we will set up an appointment.

Answered: 62 Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes	24.19%	15
No	75.81%	47
TOTAL		62

Q15 If you would like to be entered into a drawing for a gift card to a local restaurant, please provide your name and e-mail address below.

Answered: 40 Skipped: 26

ANSWER CHOICES	RESPONSES	
Name	100.00%	40
E-mail Address	100.00%	40

THE CITY OF NEW SMYRNA BEACH - CRA/ECONOMIC DEVELOPMENT

REVIEW SEV CHAMBER OF COMMERCE INTER-CITY TOUR OF ABACOA AND ALTON IN JUPITER, FL APRIL 10, 2025

March 18, 2025

Background:

The SEV Chamber of Commerce Advocacy and Economic Development Committee is planning an inter-city tour of Abacoa and Alton in Jupiter on April 10, 2025. Ernie Cox, President of Family Lands Remembered and Josh Long, Vice President Planning & Entitlements Kolter Land Development will lead the tour in Jupiter. This is an exclusive opportunity to explore tow planned communities developed over 20 years ago in Jupiter, FL. These two areas are examples of the "Live, Work, Play" concept that is part of the City's Strategic Plan. The cost is $85 per person which covers the transportation and lunch.

Findings:

N/A

Fiscal Analysis:

N/A

Strategic Plan Item:

Yes

Staff Report Created By: Samantha Bergeron - CRA / Economic Development Director

Attachments:

SEV Chamber of Commerce Invites You to Tour Abacoa and Alton in Jupiter FL - experience an existing _live ,work, play_ development.pdf

Bergeron, Samantha

Subject: FW: SEV Chamber of Commerce Invites You to Tour Abacoa and Alton in Jupiter FL - experience an existing "live ,work, play" development

Please use this link to register: https://business.sevchamber.com/events/Details/inter-city-visit-abacoa-alton-1346706?sourceTypeId=Hub

The SEV Chamber Advocacy and Economic Development Committee is planning an Inter-City Tour of Abacoa and Alton in Jupiter, Florida on April 10, 2025. ***Transportation is provided via motorcoach from the Fire Association parking lot at 2616 Hibiscus Dr. Edgewater. Please meet there by 7:45 am to load the bus***.

Ernie Cox, President of Family Lands Remembered, and Josh Long, Vice President Planning & Entitlements Kolter Land Development, will lead the tour in Jupiter.

This is an exclusive opportunity to explore two planned communities developed over 20 years ago in Jupiter, FL. This trip offers valuable insights and key takeaways for similar projects in Southeast Volusia.

Key takeaways highlighted on this trip:

- Convenience of an active lifestyle with reduction in trip miles to shopping, dining, recreation and work
- Opportunity for diversification of non-residential tax base
- Sustainable development designed and constructed with enhanced stormwater and energy efficiency standards
- Development designed to have NO negative impact on the community or adjacent neighborhoods
- Development designed to be compatible with the community

We will have a packet with all the information for the site visit and some conversation facilitated by Deering Park on the way down.

This is a driving tour and beneficial that we all ride together on the motorcoach. We will have an opportunity to stop for lunch and tour the Alton Town Center. We have guest speakers lined up to join us for lunch and share the impact that these communities have had on Palm Beach County and the region.

We'll stop at the South Florida Gateway in Martin County for a quick tour on the way back. This is a 216-acre Industrial PUD that was developed by Kolter in 2024.

The cost per person is $85 and includes transportation & lunch.

RSVP by April 3rd (head count for lunch/catering)

Please let me know if you have any questions!

Thank you!
Stephanie

Book time to meet with me



THE CITY OF NEW SMYRNA BEACH - CRA/ECONOMIC DEVELOPMENT

VOLUSIA COUNTY INNOVATION CHALLENGE MARCH 27, 2025 - REGISTRATION IS FREE & REQUIRED FOR FREE PARKING

March 18, 2025

Background:

The Volusia Innovation Challenge offers aspiring entrepreneurs, innovators, and small business owners a chance to validate their business concepts through a pitch competition and compete for cash and in-kind prizes to launch or scale up their ventures. Watch finalists compete in front of a panel of judges for first and second place. Each finalist will pitch their business concept for 5 minutes. The Innovation Showcase allows attendees to cast their vote for the "People's Choice" award for one of the innovators exhibiting in the Innovation Showcase. Votes will be tallied, and the 2025 People's Choice winner will be announced during the awards ceremony. The event is free to attend, but you must register. PLEASE NOTE: You must register online and show your event ticket to parking attendants in the West or South Lot Parking areas to obtain free parking for the event. If you do not have your ticket, you will be responsible for any parking fees. https://2025VolusiaInnovationChallenge.eventbrite.com

Findings:

N/A

Fiscal Analysis:

N/A

Strategic Plan Item:

No

Staff Report Created By: Samantha Bergeron - CRA / Economic Development Director

Attachments:

You are Cordially Invited to the 2025 Volusia Innovation Challenge.pdf

VOLUSIA COUNTY ECONOMIC DEVELOPMENT



YOU ARE CORDIALLY INVITED TO THE

2025 Volusia Innovation Challenge

Volusia INNOVATION CHALLENGE

March 27 | 5:30 – 8:30 p.m.
Ocean Center, 101 N. Atlantic Ave., Daytona Beach.

Be part of the excitement in discovering the next generation of businesses shaping the future of Volusia County!

The Volusia Innovation Challenge offers aspiring entrepreneurs, innovators, and small business owners a chance to validate their business concepts through a pitch competition and compete for cash and in-kind prizes to launch or scale up their ventures.

Watch Finalists Compete in Front of a Panel of Judges for First and Second Place.

Each finalist will pitch their business concept for 5 minutes.





Explore the Innovation Showcase

Cast your vote for the "People's Choice" award for one of the innovators exhibiting in the Innovation Showcase.

Votes will be tallied, and the 2025 People's Choice winner will be announced during the awards ceremony.

THE EVENT IS FREE TO ATTEND BUT YOU MUST REGISTER.

PLEASE NOTE: You must register online and show your event ticket to parking attendants in the West or South Lot Parking areas to obtain free parking for the event. If you do not have your ticket, you will be responsible for any parking fees.

Get Your Ticket Today

Copy & paste this link in your browser or click the Get Tickets button above:
https://2025VolusiaInnovationChallenge.eventbrite.com

CONTACT US

Please call 386-248-8048 or e-mail vced@volusia.org