

Coroner's unique shop offers items to die for **PAGE 3D**



CLASSIFIEDS, PAGE 6D

Business

SECTION D

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Clayton Park



WORD ON THE STREET

Taco shop expanding downtown

The owner of a Beach Street restaurant that opened its doors in May is already planning to expand.

Corina Gomez, owner and namesake of Tia Cori's Tacos at 214 N. Beach St. in Daytona Beach, has signed a lease to take over an adjacent retail space that will double the size of her restaurant and allow her to add indoor table seating. The eatery currently only offers seating along two indoor counters and a few outdoor tables.

Gomez hopes to open the expanded portion by early February.

The restaurant has received "unbelievable acceptance from the community," said Gomez, a first-time restaurateur whose parents owned eateries in Mexico and Chicago.

Tia Cori's uses recipes Gomez said she "grew up cooking and eating" — a combination of the flavors of Guanajuato, the state in Central Mexico where she grew up, and Hidalgo, a neighboring state.

Gomez runs Tia Cori's with the help of several family members: husband Ovidio Ortiz, son Ben and daughter Yvette, her brother and sister-in-law Ben and Kelly Parra, and their son Tony. The restaurant also employs five non-family members.

By day, Gomez continues to work Monday-Friday as human resources supervisor for Command Medical Products in Ormond Beach. Kelly Parra is a nurse at Florida Hospital Memorial Medical Center.

Gomez said she and her family used personal savings to open the restaurant.

Tia Cori's refers to Gomez's nickname: Aunt Cori.

ULTIMATE MAN CAVES

The North Carolina developers of a delayed project in Daytona Beach that would offer what they described as the "ultimate man caves" expect to finally begin construction early next year.

The site of the proposed \$7.5 million, 52-unit Hyde Park Storage Suites development is along International Speedway Boulevard, just west of Interstate 95. The property is the former campus for the WyoTech motorcycle mechanics school, which moved to Destination Daytona in Ormond Beach in 2006. Cornelius, N.C.-based Legacy Pointe Properties has begun demolishing the site's existing buildings to make way for the project that was initially announced in summer 2009.

Jamie Rolewicz, co-owner of Legacy Pointe, said he and partner Kevin Mahl expect to have the permits needed to begin construction by early January.

The partners, who operate a Hyde Park Storage Suites complex in Charlotte, promote the units as places where customers not only can store motorhomes and expensive toys, such as classic cars and motorcycles, but also hang out with friends.

The climate-controlled units can accommodate couches, TVs and refrigerators. The complex also offers a clubhouse with restrooms and a furnished lounge.

The units can be purchased for \$100 a square foot or leased for \$8 a square foot per month.

Rolewicz and Mahl are frequent visitors to Daytona Beach through their other business, Champion Tire & Wheel, which transports supplies and equipment for NASCAR teams.

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SEASON'S EATINGS



News-Journal photos/PETER BAUER

Owner Phyllis Hutson carries a tray of chocolate marbled cheesecakes Monday afternoon to the cooler at Heavenly Cheesecakes in Holly Hill.

Specialty food shops bulge out of the oven at holidays

By HILARY LEHMAN
BUSINESS WRITER

In Daytona Beach, Honeybaked Ham will ship about 700 hams and turkeys for Thanksgiving. At Christmas, they'll do double the business.

Vo LaSalle Farms in DeLeon Springs will send out 3,000 gift packages of fruit between now and Christmas.

Angell and Phelps says it sends out too many food packages to count, but is sending 300 baskets to one company on Tuesday.

Some companies say making food for the holidays is a recession-proof industry, although other food-based businesses say they've been hit by reductions in corporate spending as the recession drags on.

"One thing that you can count on at holidays is people are going to buy sweets," said Phyllis Hutson, owner of Heavenly Cheesecakes in Holly Hill. "They're going to buy something special because it's a special occasion."

However, specialized food businesses can still suffer from a bad economy as consumers look for cheaper options, even though Thanksgiving and Christmas will still be their busy season, said Sean Snaith, director of the Institute for Economic Competitiveness at the University of Central Florida.

"Well, suddenly the honeybaked ham may be too much of a luxury and you may just go with the store bought hams, for example," Snaith said. "It's not something that is immune to the ups and downs of the business cycle."

Hutson said her business sells thousands of items over Thanksgiving and Christmas, all local deliveries. Those sales are split between fundraisers — she markets her cookie dough, pie and cheesecakes for schools and organizations to sell — and people buying food for the holidays.

Last year, corporate accounts cut back, she said, although Heavenly Cheesecakes still kept busy. She thinks this year is looking up for sales, but

SEE SPECIALTY, PAGE 2D

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This pumpkin cheesecake at Heavenly Cheesecakes is the business's biggest seller.

Specialty Foods

Some of the most popular food items that people order from local businesses might not be what you'd expect. Here's the businesses and their biggest seller.

- Heavenly Cheesecakes, Holly Hill: pumpkin cheesecake
- Vo LaSalle Farms, DeLeon Springs: half bushel box of navel oranges and ruby red grapefruit
- Angell and Phelps, Day-

- tona Beach: chocolate-covered potato chips
- Honeybaked Ham, Daytona Beach: whole ham
- Florida Gourmet Foods, DeLand: Island Grove mango poppy salad dressing
- Kermit's Key West Key Lime Shoppe, DeLand: chocolate-covered key lime pie on a stick

— Hilary Lehman

GETTING THE JOB DONE: BUSINESS KEYS TO SUCCESS

Shipping store getting ready for holiday rush

By TOM KNOX
BUSINESS WRITER

Scott Schamay has helped run the Shipping Depot since 1994, so he's a seasoned veteran of holiday shipping madness. He and the employees in the stores at Daytona Beach Shores and Ormond Beach use different shippers to get a reasonable shipping package for customers.

"We have the ability to do FedEx, UPS or the mail, which typically gives customers a better price because (other shippers) don't offer the same service," Schamay said. He was in the middle of training a new hire as part of the holiday rush when he talked to The Daytona Beach News-Journal about shipping during December.

What can people do to make sure their shipping gets done quickly and easily?

The two things that are most important is making sure the package is properly packed — either they pack it or we pack it well — to prevent it from damage. Addressing correctly is a big one, too. It's amazing how many people come in and have parts that are missing. We take time if customers have issues with zip code — they say, "Oh, geez, I forgot the address."

What is your busiest day before Christmas?

Usually Mondays are the busiest shipping days. The 6th, 13th and 20th, and probably this year the 20th will be the biggest day. Everyone has a tendency to go shopping on Sunday.



SCHAMAY

When is the latest people can ship and get a gift there on time?

On almost everything, if you ship Monday you can only get to about half the country if you wanted to. If they ship to the West Coast by the 15th it's the last day for ground service for any of the carriers.

Do you have to hire extra people for the holidays?

We double our staff. Well, in this economy we went from two to four. At one point we had a little bit more people on staff, but we'll go from two to five when the peak really hits. The Monday after Black Friday will be our first big shipping day. The week after Christmas tends to be a huge week in shipping. A lot of people are flying home and sending stuff back, or returns

are a real big thing. Basically that's a big week, too. We usually keep them.

What is the worst part of the job during the hectic holidays and how do you deal with it?

I think just the sheer volume, and you just get so many packages coming over the counter. It's three weeks of 14-hour days, but hopefully the good part is everybody is in a good mood and we usually get dressed in Santa hats and keep things light and happy.

Do you take a vacation immediately after the holidays to recuperate?

We do take a break, the week right after Christmas is very, very full, but right after the first of the year I take a break. It's a massive undertaking.

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COMING MONDAY



IN THE WINDOW: Display helps attract shoppers to downtown Daytona Beach.

EVENT SPOTLIGHT

PORT ORANGE-SOUTH DAYTONA
Chamber of Commerce Annual Meeting and Installation Luncheon, 11:30 a.m. Wednesday, Riverside Pavilion, 3431 Ridgewood Ave., Port Orange.
MORE, PAGE 2D

TOP PROPERTY DEALS OF THE WEEK

- No. 1.** TD Bank to OCOMP Realty LLC, South U.S. 17/92, Orange City, office building and vacant land, \$1.5 million.
- No. 2.** Guarantee Properties LP to Reiche Silliman LLP, 927 Saxon Blvd., Orange City, restaurant, \$1.243 million.
- No. 3.** Jayesh H. and Shobhaben J. Patel to Henry C. and Jane G. White, 4883 S. Atlantic Ave., Ponce Inlet, oceanfront condo, \$700,000.
- No. 4.** Prosperity Bank to City of Daytona Beach, East International Speedway Boulevard, Daytona Beach, vacant commercial, \$600,000.
- No. 5.** On Shore Development LLC to John and Elizabeth Kirby, 2801 Hill St., Unit 801, New Smyrna Beach, oceanfront condo, \$550,000.

FOR MORE DEEDS, TURN TO PAGE 5D