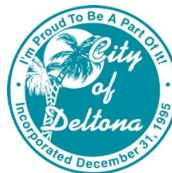




# Deltona Quarterly Report – Q3



**TEAMVOLUSIA**  
GREATER DAYTONA REGION  
ECONOMIC DEVELOPMENT CORPORATION

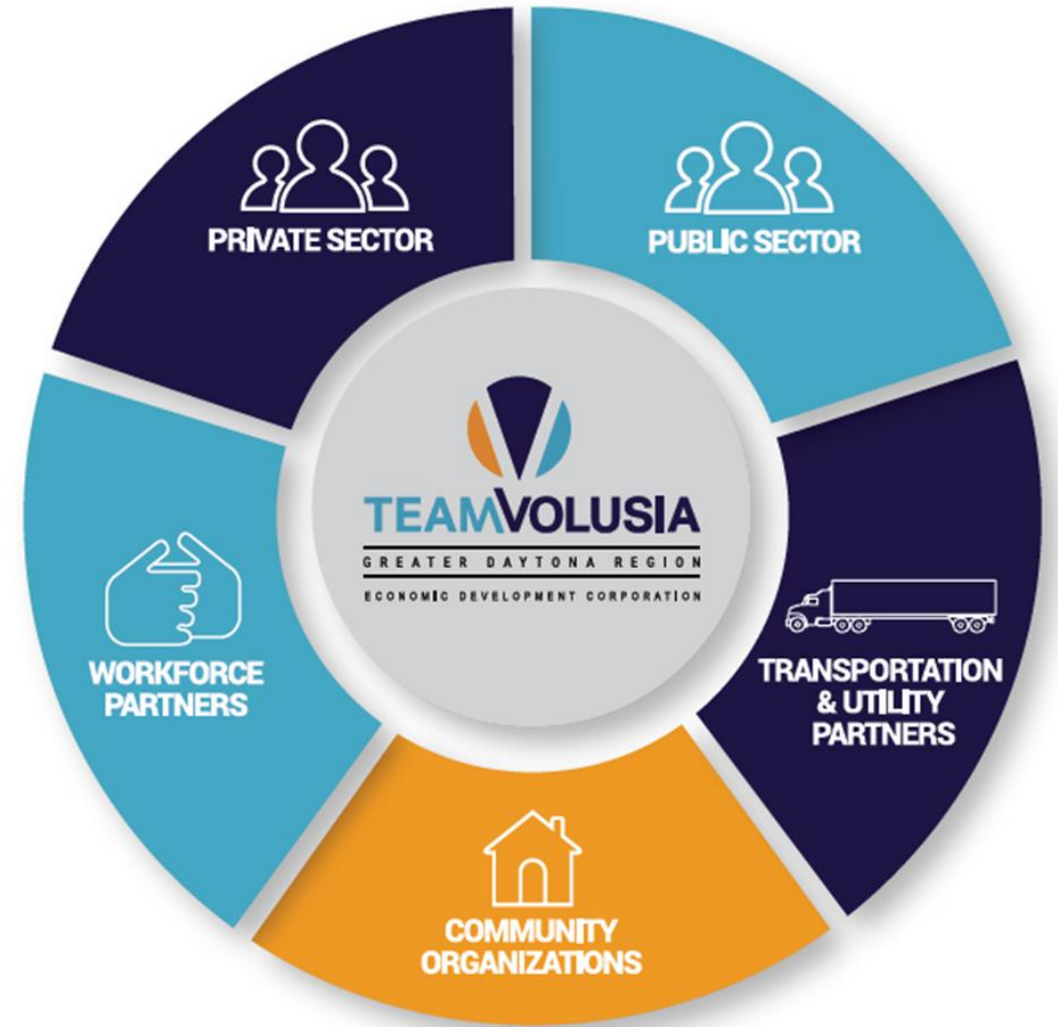


**September 11, 2024**

# Who We Are

---

- **Serve as the official P3 (Public/Private Partnership) EDO for Volusia County focused on business recruitment**
- **Incorporated in 2010 as a 501c6**
- **Represents Volusia County and 16 Municipalities**
- **80+ Private Sector Partners**
- **6 Colleges & Universities**
- **Became the 81<sup>st</sup> International Economic Development Council Accredited Economic Development Organization in 2024, a distinction held by less than 2% of nearly 5,000 EDOs in North America**



# A Collaborative Environment

TVEDC works with 16 Municipalities in Volusia County



Volusia County Incubator powered by

 **Business Incubation Program**

UNIVERSITY OF CENTRAL FLORIDA

# TVEDC Private Sector Investors



**Team Volusia Economic Development Corporation**

# **BOARD OF DIRECTORS MEETING**



**TEAMVOLUSIA**

GREATER DAYTONA REGION

ECONOMIC DEVELOPMENT CORPORATION

# AUGUST 16, 2024 - TVEDC BOARD MEETING

## WORKFORCE TRAINING:

### DAYTONA STATE COLLEGE IN FOCUS



**DAYTONA**  
STATE COLLEGE

#### **DR. SHERRYL WEEMS**

ASSOCIATE VICE PRESIDENT, MARY KARL  
COLLEGE OF WORKFORCE AND CONTINUING  
EDUCATION, DAYTONA STATE COLLEGE



*Guest Speaker*



# AUGUST 16, 2024 - TVEDC BOARD MEETING

## EMPOWERING LOCAL BUSINESSES:

### NEW INITIATIVES by VCED for GROWTH AND SUCCESS

**LOU PARIS**

DIRECTOR, VOLUSIA COUNTY DIVISION  
OF ECONOMIC DEVELOPMENT



*Guest Speaker*



# APPROVAL OF NEW AMBASSADOR LEVEL INVESTORS

## **WEST VOLUSIA ASSOCIATION OF REALTORS**

Assigned Designee:  
**RYAN TUCHOLSKI**  
CEO

## **PROJECT SELF**

Assigned Designee:  
**ROBIN KING**  
President



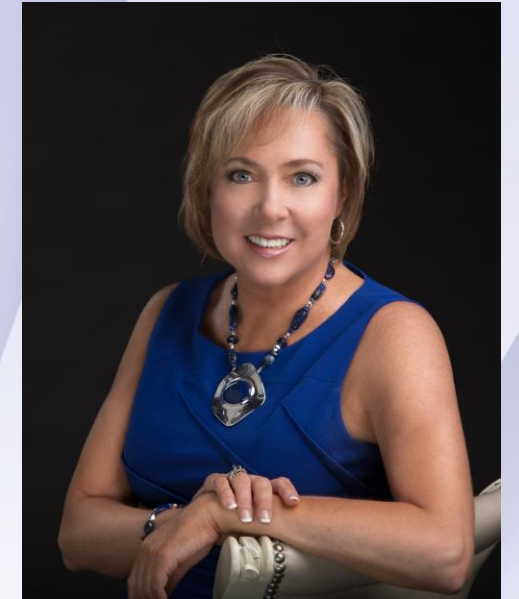


# APPROVAL OF NEW BOARD OF DIRECTORS LEVEL INVESTOR



**CAREERSOURCE BREVARD  
FLAGLER VOLUSIA**

Assigned Designee:  
**MARCI MURPHY**  
Executive Director



# INTRODUCTION OF NEWLY ASSIGNED BOARD DESIGNEE

## FOUNDATION RISK PARTNERS

Assigned Designee:

**KIM MCBEE**

SVP, Specialty Lines Sales Leader



# IEDC ACCREDITATION UPDATE



On Thursday, May 16, IEDC President & CEO Nathan Ohle presented Team Volusia EDC with a plaque commemorating our newly achieved status as an IEDC **Accredited Economic Development Organization**. Designated as the 81st accredited EDO, we join a select group, accomplishing what only **2%** of the 5,000 economic development organizations in North America have achieved.

*Team Volusia EDC is Proud to Join these other Prominent Accredited Economic Development Organizations:*



# 2024 OUTREACH ACTIVITY



SpaceCom 2024  
Commercial Space  
Conference  
January  
Orlando, FL



2024 IEDC  
Leadership Summit  
February  
Phoenix, AZ



2024 SelectUSA Brazil  
Roadshow  
February  
Sao Paulo, Brazil



FPL Powering FL:  
Illuminations  
February  
Palm Coast, FL



2024 Synapse Summit  
February  
Tampa, FL



Satellite 2024  
Conference  
March  
Washington, DC



Site Selectors Guild  
Annual Conference 2024  
April  
San Antonio, TX



IAMC Spring Forum  
2024  
April  
Greenville, SC



MRO Americas  
2024  
April  
Chicago, IL



2024 Florida Economic  
Development Conference  
April  
Ponte Vedra Beach, FL



SEDC Consultants  
Event  
April/May  
Atlanta, GA



Puerto Rican  
Summit XIII  
May  
Orlando, FL



Hungarian Summit 2024  
May  
Daytona Beach, FL



Aircraft Interiors Expo  
2024  
May  
Hamburg, Germany



Area Development Spring  
Forum  
June  
Virginia Beach, VA



SelectUSA Summit  
2024  
June  
National Harbor, MD



Farnborough  
Airshow  
July  
Farnborough, UK



SEDC Annual  
Meeting  
July  
Savannah, GA



ICSC Florida  
2024  
Upcoming - August  
Orlando, FL



International Manufacturing  
Tech Show 2024  
Upcoming - September  
Chicago, IL



IAMC Fall Forum  
2024  
Upcoming - September  
Quebec City, QC



IEDC Annual  
Conference 2024  
Upcoming - September  
Denver, CO



C5 Summit  
2024  
Upcoming - September  
Hollywood, FL



Site Selectors Guild  
Fall Forum 2024  
Upcoming - September  
Detroit, MI



2024 Women in  
Economic Development  
Forum  
Upcoming - October  
Las Vegas, NV



2024 NBAA Convention &  
Exhibition  
Upcoming - October  
Las Vegas, NV



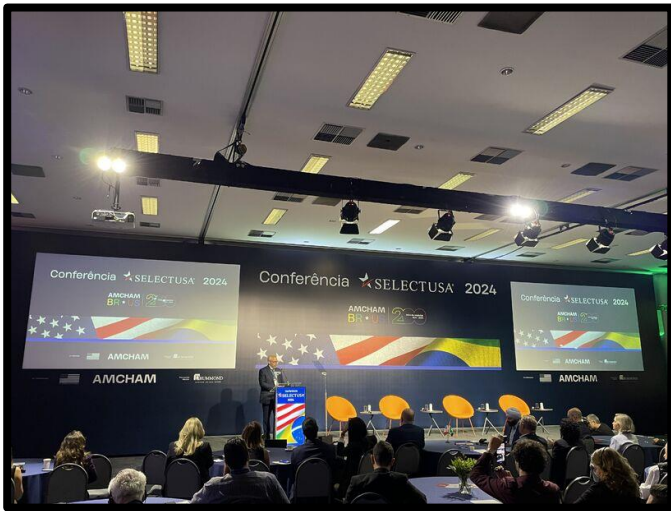
SEUS/Japan  
46<sup>th</sup> Annual Joint Meeting  
Upcoming - October  
Charlotte, NC



2024 Space Tech Expo  
Europe  
Upcoming - November  
Bremen, Germany



Area Development  
Winter Forum  
Upcoming - December  
Coral Gables, FL



**2024 SelectUSA  
Brazil Roadshow**

**February  
Sao Paulo, Brazil**



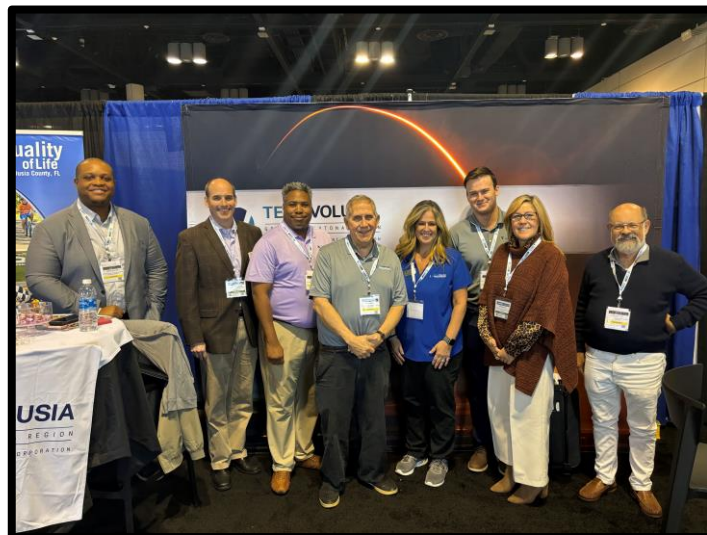
**International Council of  
Shopping Centers**

**August 25-27  
Orlando, FL**



**SpaceCom 2024 Commercial Space  
Conference**

- **5 Local Municipal Practitioners** participated
- Hosted state and utility economic developers at booth
- **Over 30** meetings with companies



**Familiarization tour with  
Florida Secretary of Commerce,  
J. Alex Kelly**



**2024 OUTREACH HIGHLIGHTS**



CONSULTANTS  
**FORUM 35**  
BEST PRACTICES FOR ECONOMIC DEVELOPERS  
Area Development Spring  
Forum  
June 10 -12  
Virginia Beach, VA

**2024**  
June 23 - 26  
SELECTUSA INVESTMENT SUMMIT  
SelectUSA Summit  
2024  
June 23-26  
National Harbor, MD



 **SEDC** | Southern Economic  
Development Council  
CONNECT · DEVELOP · GROW  
SEDC Consultants  
Event  
July 28-30  
Savannah, GA



# FARNBOROUGH INTERNATIONAL

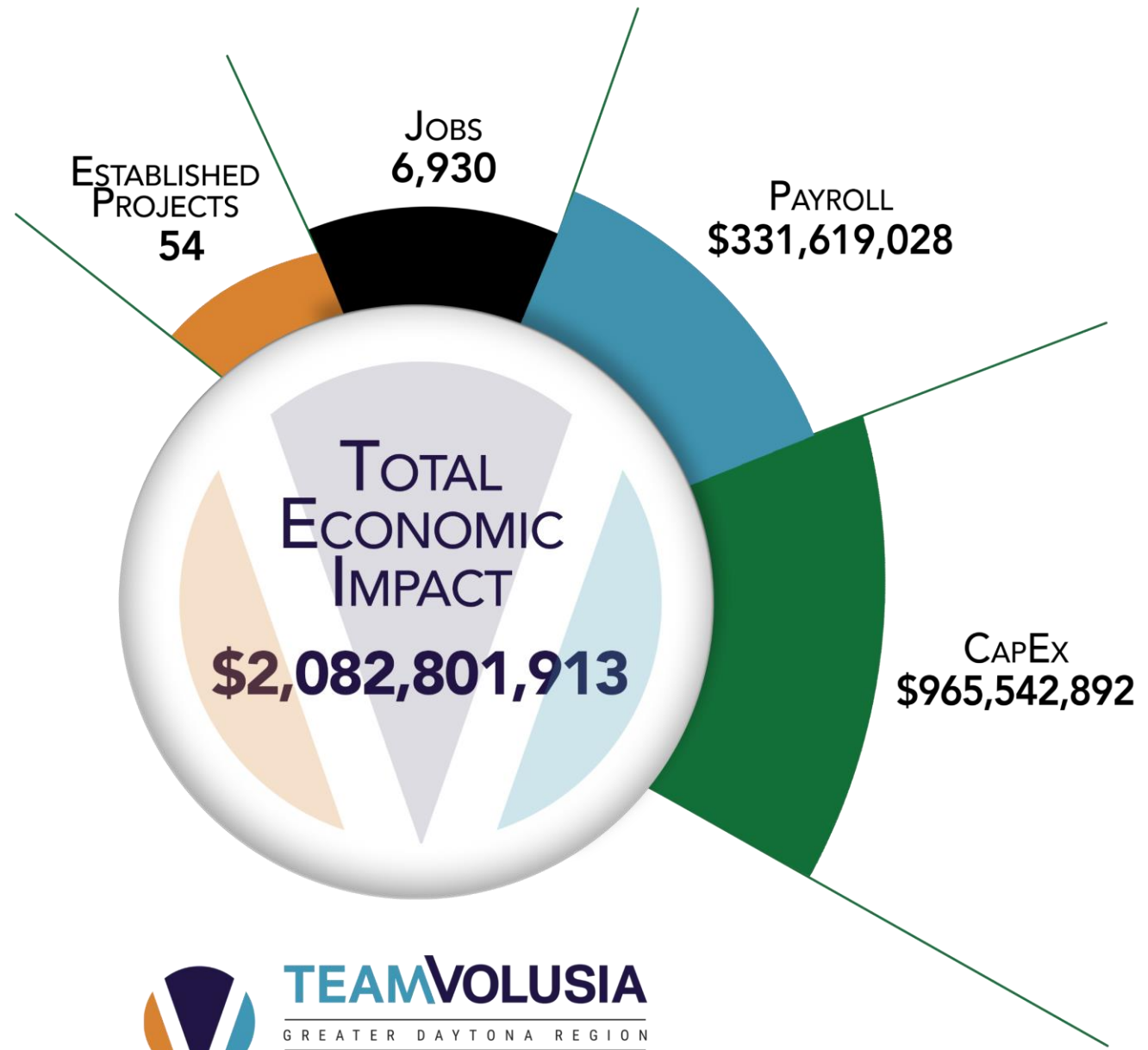


<b>Category</b>	<b>Total</b>
<b>Outreach Meetings (face-to-face)</b>	<b>260</b>
<b>New Investors</b>	<b>3</b>
<b>Outreach Events</b>	<b>16</b>
<b>Community Events</b>	<b>25</b>
<b>Site Visits</b>	<b>12</b>





# 2013 - 2023 METRICS



**TEAMVOLUSIA**  
GREATER DAYTONA REGION  
ECONOMIC DEVELOPMENT CORPORATION

# TEAMVOLUSIA 2030

*An Economic Development Strategic Plan*

BUSINESS SHINES BRIGHTER HERE

## Strategic Plan UPDATE

- March 1, 2024 – TVEDC Executive Committee Adopted Plan and New Target Sectors

- Q2 2024 – Implementation Task Force Selection
- Q3 2024 – Implementation Task Force to Begin Meeting

### TARGET SECTORS



Advanced  
Manufacturing



Aerospace /  
Aviation



Corporate /  
Regional HQ



Finance /  
Insurance



Information  
Technology



Life Sciences



Logistics

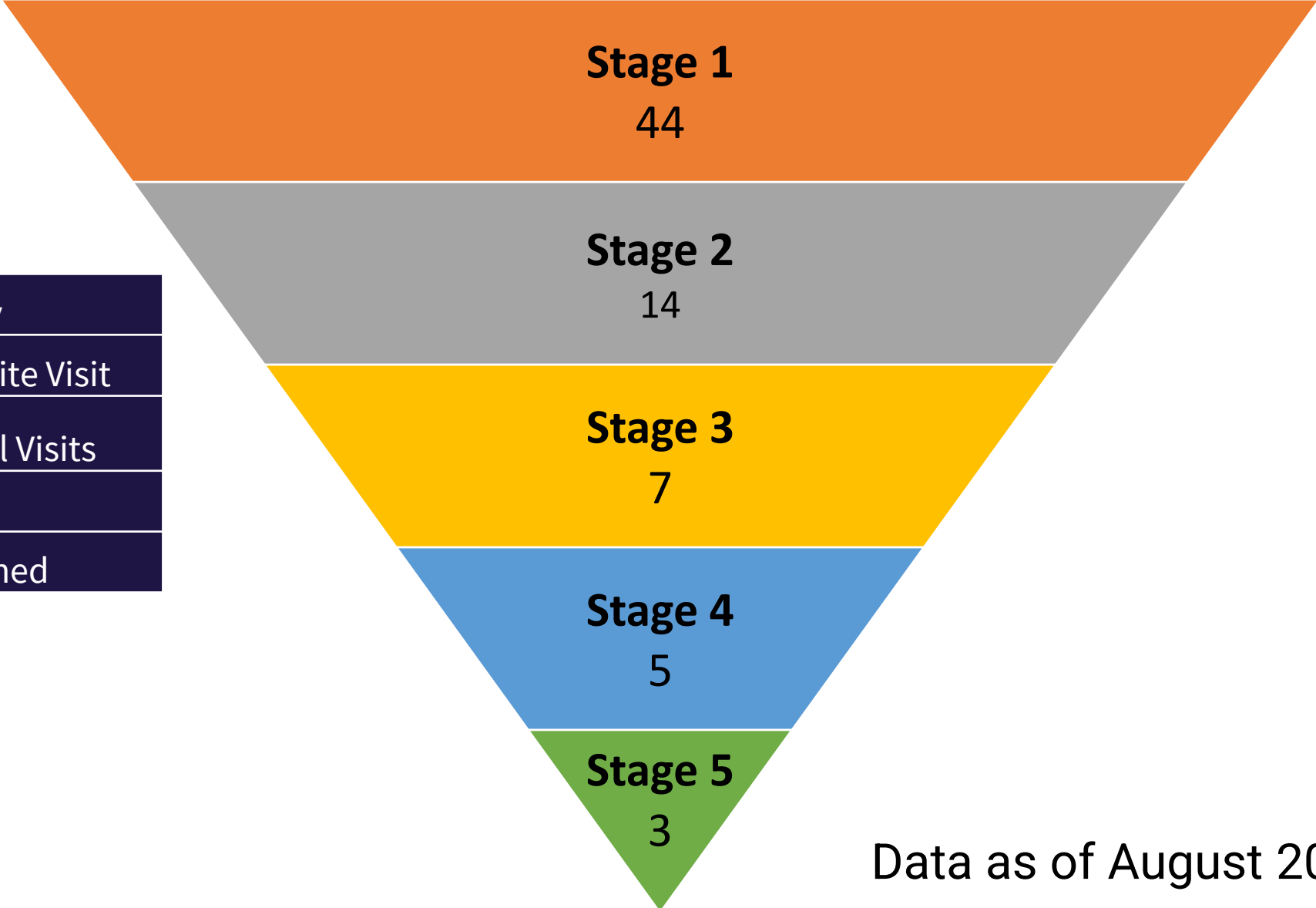
# TEAM VOLUSIA EDC PROJECT UPDATES

**TYWAN ARRINGTON**

Director, Business Development  
Team Volusia EDC



# 2024 PROJECT SALES FUNNEL



- 1 - Initial Inquiry
- 2 - Additional Inquiry/Site Visit
- 3 - Site Visit/Additional Visits
- 4 - Negotiations
- 5 - Project Established

Data as of August 2024

## Lautrec

### Stage 4

- CapX: \$200 million
- Jobs: 1,000+
- Avg Wage: \$72,000
- Aviation/Aerospace

## Mockingbird

### Stage 1

- CapX: \$250 million
- Jobs: Estimated 1,255
- Avg Wage: \$70,000
- Aviation/Aerospace

## Anchor

### Stage 1

- CapX: \$2 million
- Jobs: 15 end of Year 1
- Avg Wage: \$100,000
- Corporate/Regional HQ

## Horus

### Stage 1

- CapX: \$20 million
- Jobs: 300
- Avg Wage: \$70,000
- Aviation/Aerospace

## Thor

### Stage 1

- CapX: \$690 Million
- Jobs: 3,000
- Avg Wage: \$80,000
- Manufacturing

## Delivery

### Stage 3

- CapX: TBD
- Jobs: 20
- Avg Wage: TBD
- Advanced Manufacturing





**Announced Jobs: 441**

**Annual Payroll: \$47.6 Million**

**Capital Investment: \$38.2 Million**

**Total Economic Impact (YTD):**

**\$625,223,022**

# TEAM VOLUSIA EDC MARKETING UPDATE

**TRACY MARINO**

Director, Marketing & Communications  
Team Volusia EDC



# MARKETING

## Talent Recruitment

- Livability 2025 content outline to be finalized mid-November - Please share any story ideas incl contact information
- Named Best Community Partner for our promotion of WonderFL's LifeInVolusiaFL.com at the 2024 FPL Illuminations



## Florida Trend's November 2024 edition will include the Greater Daytona Region/Volusia County business insert

- Once every 3 years, TVEDC partners with Florida Trend to develop a special business insert for our community
- Florida Trend is distributed monthly to 270K influential readers
- This will be our 4th targeted insert with Florida Trend

## Regional Advertising

- EVOLVE magazine & EVOLVE News Volusia

## Marketing Materials

- Industry outreach flyers

## Social Media

- LinkedIn & Facebook

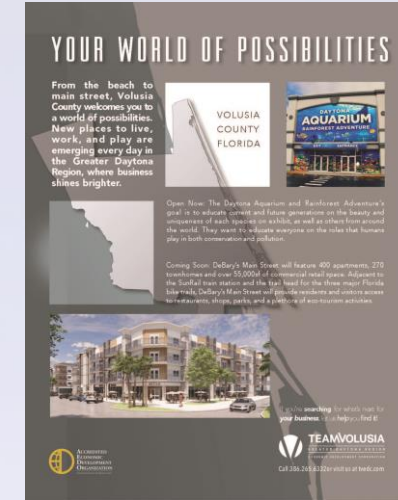
Category	Population	Median Age	Median Income	Regional Average
Population	1,229	32.2%	\$37,500	\$37,500
Median Age	32.2%	32.2%	\$37,500	\$37,500
Median Income	\$37,500	\$37,500	\$37,500	\$37,500



Livability 2024



Livability 2024 AD



Evolve June 2024 AD

## Digital Metrics 1H2024

	First Half 2024	2023	1H2024 vs 2023
Unique Website Visits	10,877	21,470	on pace
Total Website Users	6,599	5,310	24% increase
Total Emails Sent	14,868	32,213	on pace
Email Open Rate	27.65%	24.17%	14% increase
Social Media Impressions	69,162	59,570	16% increase
VolusiaSites.com Engagements	5,600	12,000	on pace

As first presented at the Volusia County Council Meeting, August 6





# 2024 OFFICERS



**R. Sans Lassiter, Chair**



**Randy Dye,  
First Vice Chair**



**David Weis,  
Second Vice Chair**



**M. Jayson Meyer, Secretary**



**Joyce Shanahan,  
Treasurer**



**Michael Pleus,  
Municipal Representative**



**John Ferguson,  
Legal Counsel**



**George Recktenwald,  
County Manager**



**Philip Maroney,  
Immediate Past Chair**



**Keith Norden, CEcD**  
President & CEO



**Tywan Arrington**  
Director, Business  
Development



**Harry Jorgensen**  
Director, Business  
Development & Research



**Tracy Marino**  
Director, Marketing &  
Communications



**Debbie Robbins**  
Executive Assistant/Office  
Coordinator



**Jen Boggs**  
Bookkeeper

**TWEDC**

**STAFF**

# Thank You

Team Volusia EDC, through tremendous commitment and partnership, works on strategic economic development activities and business recruitment initiatives to Volusia County, Florida. The organization is a valuable part of the economic development delivery system and works in partnership with state and county agencies, municipalities, chambers and other resource partners to achieve county-wide economic development goals for Volusia County. The EDC's program and services are partially funded through contracts with Volusia County and many of the municipalities located within the county. Additional funds are raised from private sector companies and organizations. Today, the organizations continues to grow and help strengthen the economic prosperity for the region.



**Team Volusia EDC**  
**One Daytona Blvd, Ste. 240**  
**Daytona Beach, FL 32114**



**Keith Norden, CEcD**  
**President & CEO**  
**386 265-6332 (Office)**  
**386-506-9542 (Cell)**



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[www.tvedc.com](http://www.tvedc.com)