



Deltona Quarterly Report



TEAMVOLUSIA
GREATER DAYTONA REGION
ECONOMIC DEVELOPMENT CORPORATION



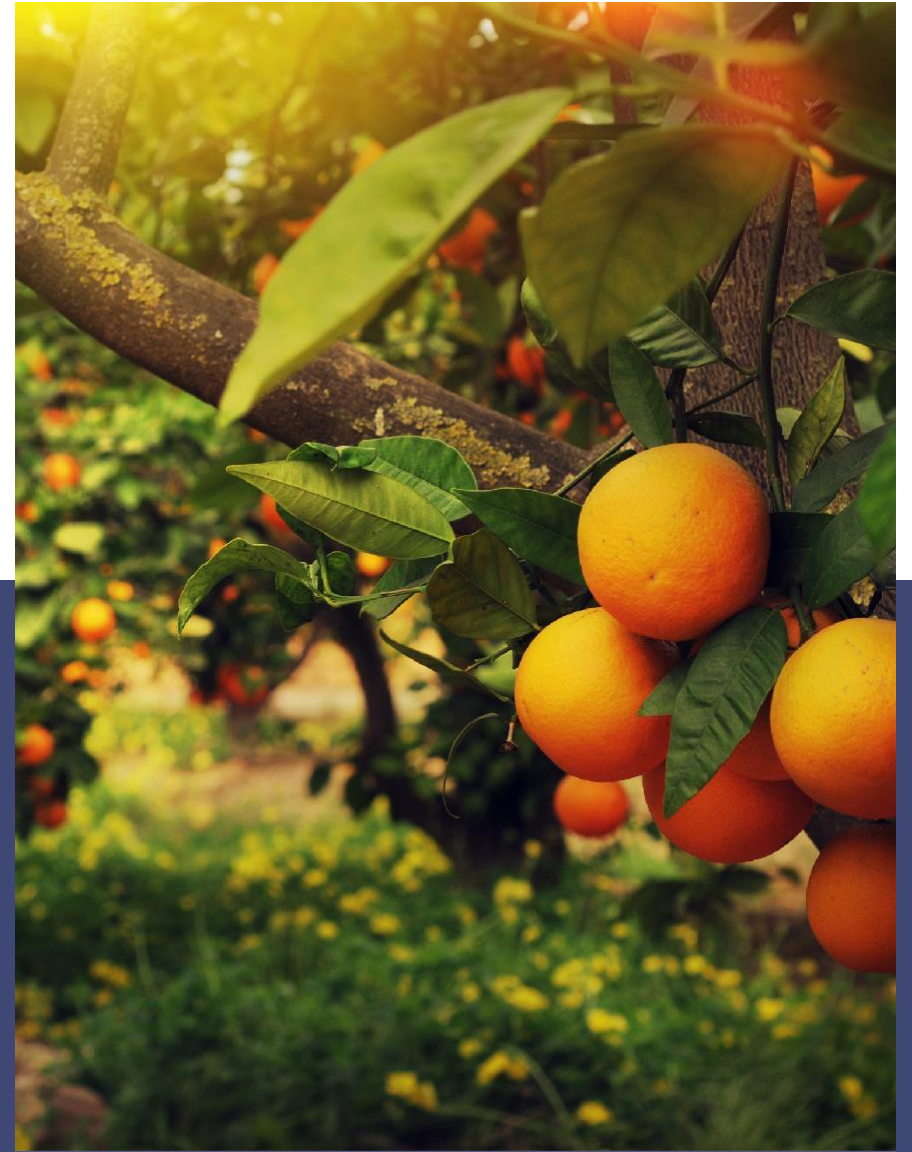
September 19, 2020

Who We Are

Leveraging Resources



- Serves 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 Cities



The Local Team

13 Cities

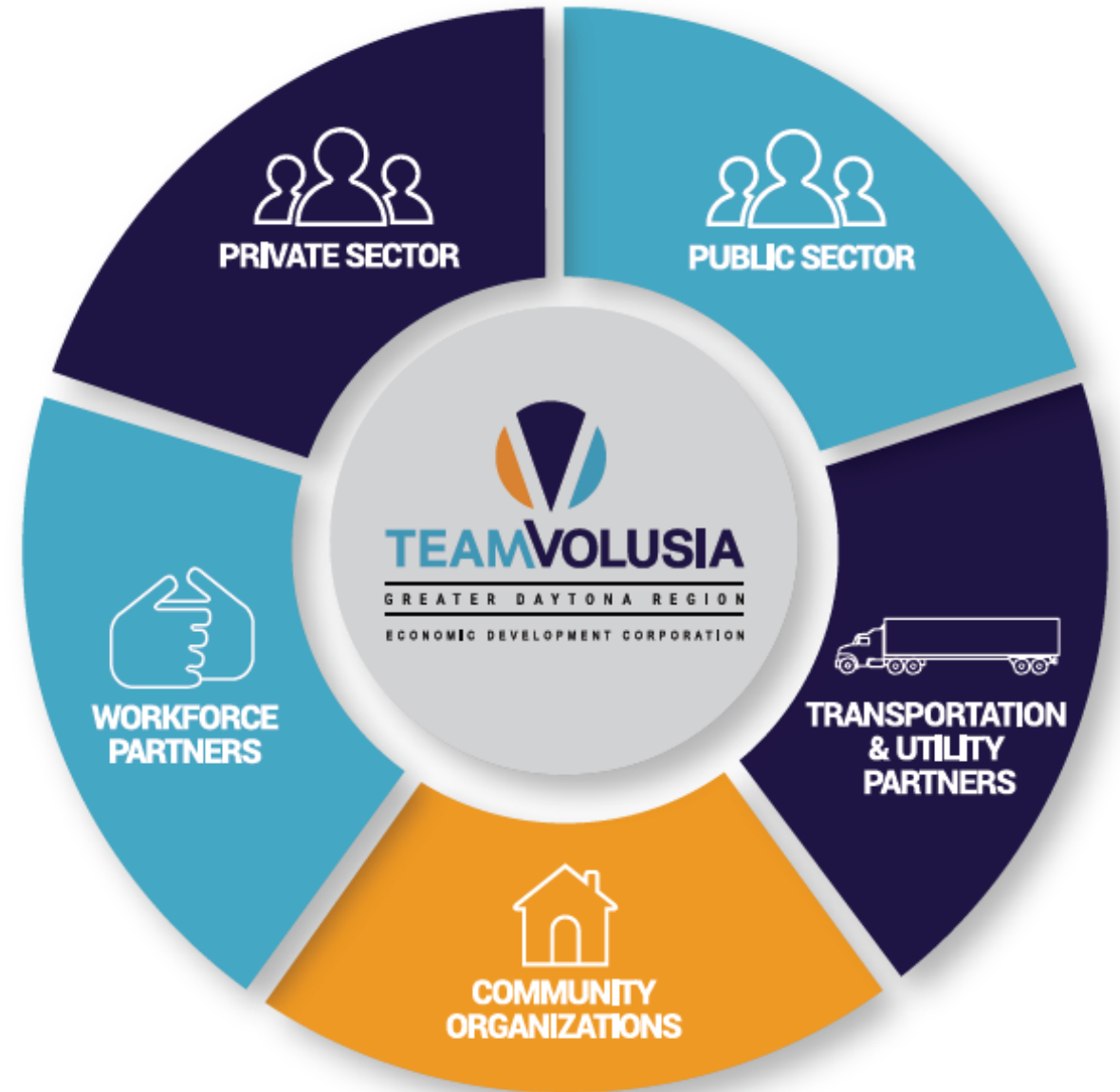
6 Colleges/Universities

Multiple Utilities

Non-Profit/Government Partners

80 Private Sector Partners

Approx. 100 Investors



Business Development Action Plan Update



Project Activity

Industries With the Most Project Activity



67% Biotech and Life Sciences



51% Advanced Manufacturing



47% Food and Beverage Processing

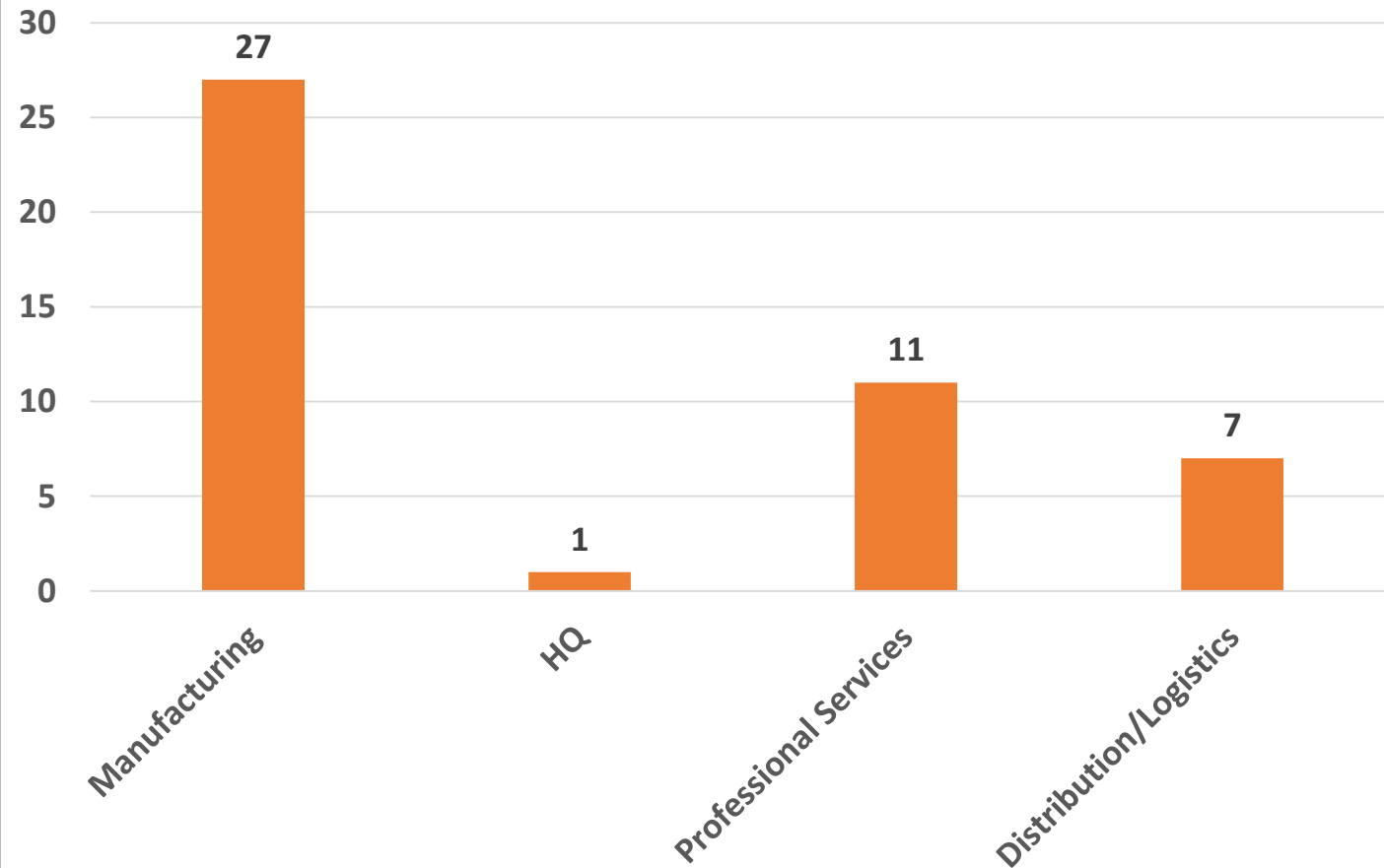


44% Transportation and Logistics



31% Software and IT

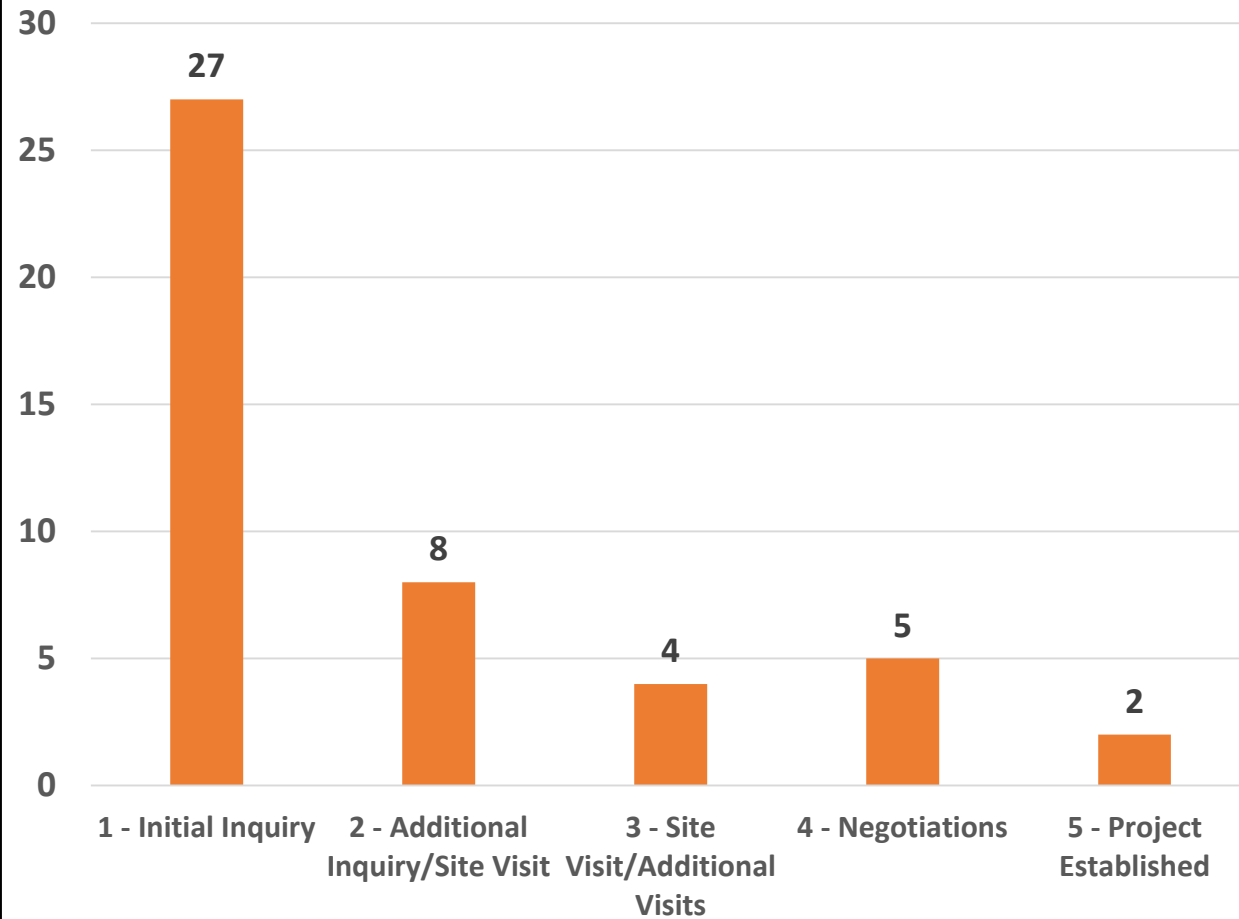
Projects by Type



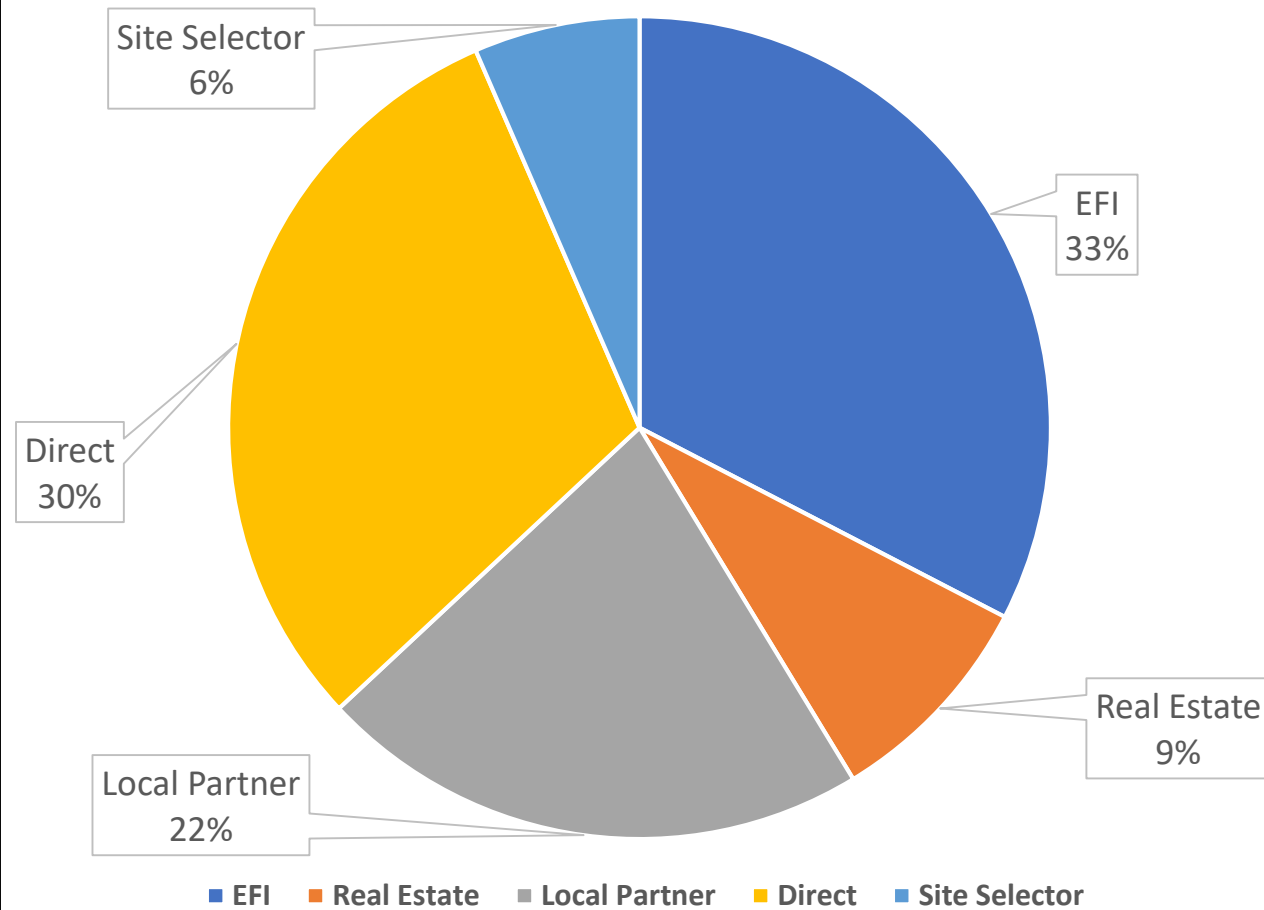
46 New Projects in 2020
36 Since March 2020

2020 Business Development Projects

Projects by Stage



Projects by Source



Outreach 2020 Style

While traditional outreach has changed for the remainder of the year Team Volusia has maintained a proactive approach with some of our regional partners. 2 Notable events include:



- August 24-28, 2020
- 5 Day Event Focused on the Manufacturing and Distribution Sectors
- Customized Company Interviews
- 52 Appointments (Chris and Heather)
- Partnership with both FPL and Duke Energy
- 6 NDA's sent to companies interested in learning more about Volusia County
- Many other great contacts made



- September 28-30, 2020
- 2 Day Event Focused on a broad range of sectors.
- Customized Company Interviews
- 15 Appointments (Chris and Heather)
- Funded by a Duke Energy Foundation Grant

Revised Marketing Focus

Updated Print Materials

- Industry Brochures (*In Development*)
- Proposals (*In Development*)
- Property Brochures (*In Development*)

Electronic Marketing Updates

- Website (*In Development*)
- Newsletters (*Complete*)
- E-Mail Campaign (*Complete*)
- Social Media (*Complete*)

Special Projects

- COVID Website (*Complete*)
- Livability Media (*In Development*)
- Evolve Publication (*In Development*)
- Trade and Industry (*In Development*)
- Video (*In Development*)



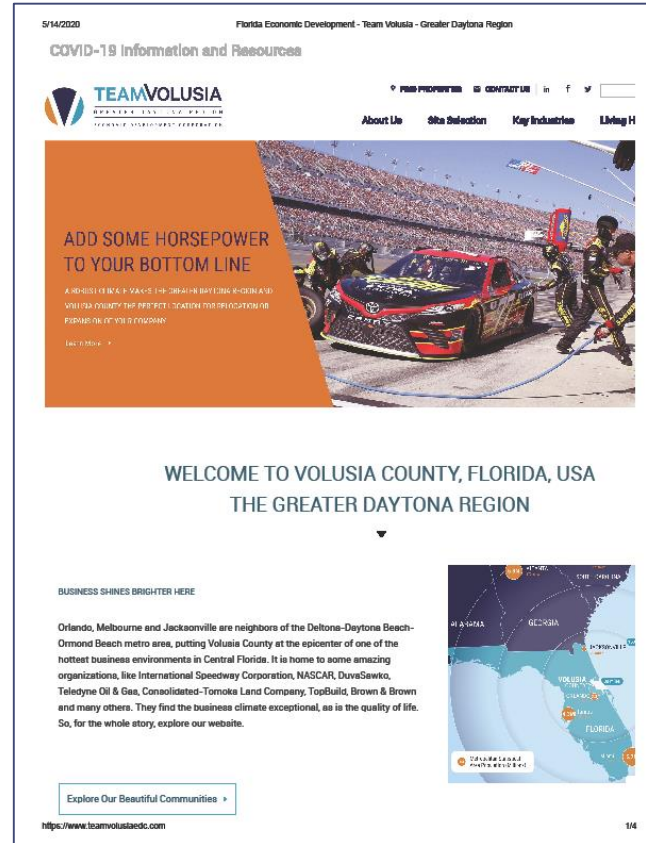
TRADE & INDUSTRY
DEVELOPMENT™



Marketing Updates



Website Refresh – In Progress



Livability 2020 – In Progress



Talent Attraction - Livability 2020-2021

Explore Greater Daytona

Home to more than 547,000 residents, the Greater Daytona Region features distant communities that appeal to all different lifestyles.

DeLand

POPULATION ► 33,532

Home to Stetson University and satellite campuses of Daytona State College and Florida Technical College, DeLand is a robust arts community with cultural attractions like the Museum of Art-DeLand, Athens Theatre and DeLand Naval Air Station Museum. The annual DeLand Fall Festival of the Arts, which takes place the weekend before Thanksgiving, draws 175 juried artists who showcase their works, including paint, glass, sculpture, jewelry, leather, photography, printmaking, wood and ceramics. The area is also known as the "skydiving capital of the world." General aviation pilots are served by DeLand Municipal Airport. The Downtown DeLand Historic District features several 19th-century buildings along the city's Woodland Boulevard. The Volusia County Fairgrounds are also in DeLand.



DeLand Farmers Market at the DeLand Farmers Market



DeBary

POPULATION ► 21,118

Located on the north shore of the St. Johns River, DeBary is noted for its friendliness and hometown atmosphere. DeBary features nine city parks, three county parks and thousands of oak trees that attract many bird species. Residents have direct access to Interstate 4 and U.S. Highway 17/92. One of the city's signature attractions is DeBary Hall Historic Site, a hunting lodge built in 1871 that served as the winter home of Frederick DeBary, the first settler in the region. The home, placed on the National Register of Historic Places in 1972, is open to the public for tours.



Daytona Beach

POPULATION ► 68,866

Daytona Beach is the principal city along Florida's Pan Coast. The city is known for its 23 miles of beach with handpacked sand that allows motorists to drive on it. Daytona Beach is home to the headquarters of NASCAR and the Ladies Professional Golf Association. The famed Daytona 500 auto race, which is held in February, takes place at Daytona International Speedway. A \$15 million gift from a local foundation is financing a major upgrade of Riverfront Park in downtown Daytona.

Edgewater

POPULATION ► 22,669

Nicknamed "The Hospitality City," tourism is a key driver of the Edgewater economy. Living up to its name, Edgewater is located along the Indian River. The 22.5-square-mile community includes 442 acres designated as parkland. A recent \$3.5 million upgrade of Whistle Stop Park includes a new splash pad, skate park and dog park as well as new basketball, tennis, volleyball and tennis courts. Hikers and bikers have access to several trails running through the region.

Daytona Beach Shores

POPULATION ► 4,541

Daytona Beach Shores was incorporated in 1960, and today, it is a resort and retirement community built on tourism and the service industry. Just 5.5 miles long, more than 80% of residents live in high-rise condominiums along the Atlantic Ocean. The city's main highway is State Road A1A/Atlantic Avenue. Amenities include a number of upscale restaurants, seven public parks and a dog park.

DO YOU KNOW?

Greater Daytona has added more than 50,000 residents since 2010?

Deltona

POPULATION ► 91,951

The most populated city in Volusia County is Deltona, where residents enjoy life on the northern shore of Lake Monroe along the St. Johns River. The community is largely residential with a range of affordable housing options. The community features more than 300 lakes and 19 parks covering 200 acres. Satellite campuses of Belknap University and Daytona State College accommodate students, and the city attracts many events at The Center at Deltona, located off I-4.



Pierson

POPULATION ► 1,890

Billed as the "Fertile Capital of the World," Pierson is a town that relies heavily on agriculture. Fruits from Pierson are exported worldwide for use in various floral arrangements. Livability amenities include Pierson Community Center, Lake Pierson Municipal Park, Nixon Park and Washington Avenue Park. The town owns and operates one of the few grass-strip airports in the nation - Pierson Municipal Airport.

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Livability: Find Your Best Place To Live



A message from the future ... from Southeast Volusia.
Florida's wild blue yonder.



Welcome to a very special corner of the world - a great place to live, work and play. Not only is Southeast Volusia closely aligned with neighboring Daytona Beach and Orlando, but it is even closer to Florida's legendary Space Coast. In fact, Volusia County anchors Central Florida's High Tech Corridor. Technology is right at home in Southeast Volusia, and Southeast Volusia is right at home in aviation, aerospace and other tech-driven industries. In fact, over the past two years, capital investment by companies new to the area or expanding in Southeast Volusia has exceeded \$200 million. So, if your company belongs in the future, it belongs in New Smyrna Beach, Oak Hill or Edgewater ... where the yonder is a little bluer.



SEV
SOUTHEAST VOLUSIA COUNTY
FLORIDA
USA

Reserve your company's launch date to space ...

Visit Southeast Volusia Today!

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HIGH EXPECTATIONS



A rendering of the remodeled Daytona Beach International Airport

Daytona Beach International Airport embarks on a major upgrade
By Kevin Litwin

The 16-city Greater Daytona Region is at the epicenter of one of the most booming business environments in central Florida.

The region connects to the world via a highly developed transportation system that includes an international airport, five general aviation airports and one fly-in facility.

Daytona Beach International Airport

(DBA) is one of the nation's most user-friendly airports, serving some 750,000 passengers annually. A Florida Department of Transportation survey found the airport generated an economic

impact of more than \$2.1 billion in fiscal 2019, which is a \$1 billion increase from five years earlier.

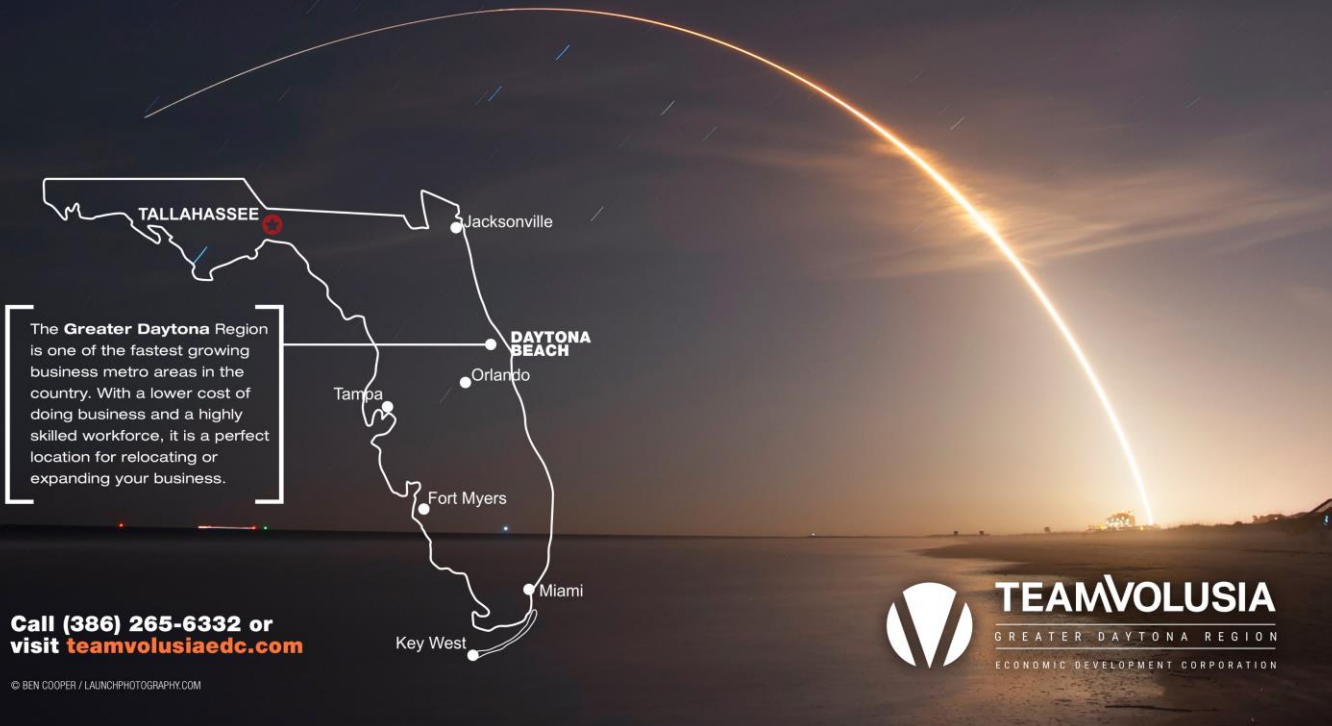
The airport today offers direct service to Charlotte and New York City via American Airlines, to Atlanta via Delta Air Lines and seasonal flights to Toronto via Sunwing Airlines.

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<https://livability.com/greater-daytona-region>

International Impressions

BUSINESS TAKES FLIGHT IN THE GREATER DAYTONA REGION



The **Greater Daytona Region** is one of the fastest growing business metro areas in the country. With a lower cost of doing business and a highly skilled workforce, it is a perfect location for relocating or expanding your business.

Call (386) 265-6332 or visit teamvolusiaedc.com

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Florida

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ENTERPRISE FLORIDA

See More Economic Development Agencies >>

Featured Agencies

Team Volusia EDC
Daytona Beach, Florida

City of Hollywood Economic Development
Hollywood, Florida

Port Tampa Bay
Tampa Bay, Florida

INDIAN RIVER COUNTY

Site Readiness Program with Quest Site Solutions and Duke Energy Completed in Q1 2020

- Minimum 50 acres
- Industrial plans
 - Zoned industrial or,
 - Desire to change zoning to industrial
 - Properties from East, West, and Southeast parts of the county



Duke Site Readiness Program

PROPOSED TARGET INDUSTRIES



LOGISTICS & DISTRIBUTION

- Continued industry growth & access to Florida
- Lower workforce competition
- Environmental and geotechnical challenges
- Increasing capex & higher skill



PROFESSIONAL SERVICES

- Overall workforce alignment
- Questions on long-term health of office market



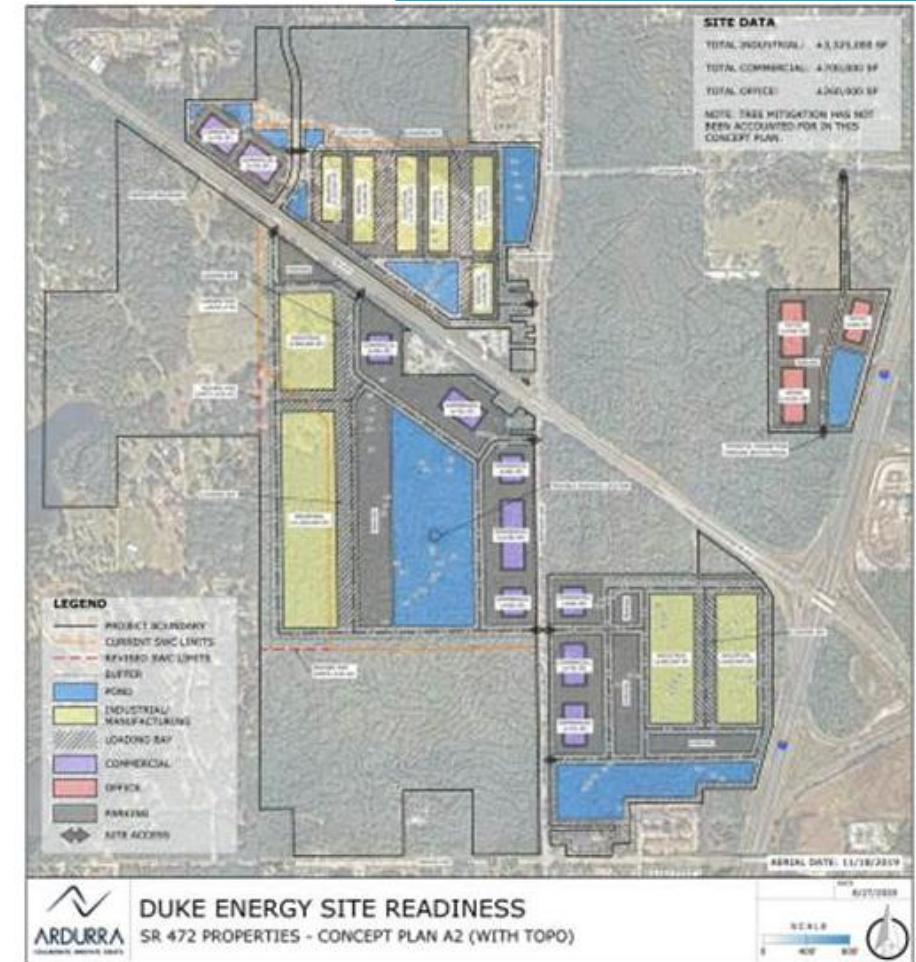
FOOD PRODUCTION

- Significant growth likely to continue long-term -> getting closer to consumers
- Wastewater constraint
- Ensuring strong production workforce



LIGHT, ADVANCED ASSEMBLY

- Long-term opportunities from re-shoring
- Engineering at UCF
- Ensuring strong production workforce



TEAMVOLUSIA
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ECONOMIC DEVELOPMENT CORPORATION



Community Competitiveness Study

re:Vision
A COMMUNITY PERFORMANCE PROGRAM

VISIONFIRST ADVISORS
STRATEGY | ACTION | RESULTS
A SUBSIDIARY OF BUTLER SNOW LLP



COMMUNITY GATEWAYS

—
physically
+ virtually



PRODUCT REVIEW

—
comprehensive:
sites, buildings + talent



COMMUNITY MARKETING & POSITIONING

—
statistics + marketing



DEAL STRUCTURING

—
optimizing
opportunities



DELTA TEAM

—
a seat
at the table



ORGANIZATIONAL STRUCTURE

—
maximizing
efficiency



RESOURCES

—
capacity
to compete



LEADERSHIP

—
expectations
+ responsibilities

Site Visit:
September 2-4