



# Deltona Quarterly Report



**TEAMVOLUSIA**  
GREATER DAYTONA REGION  
ECONOMIC DEVELOPMENT CORPORATION



**December 14, 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**

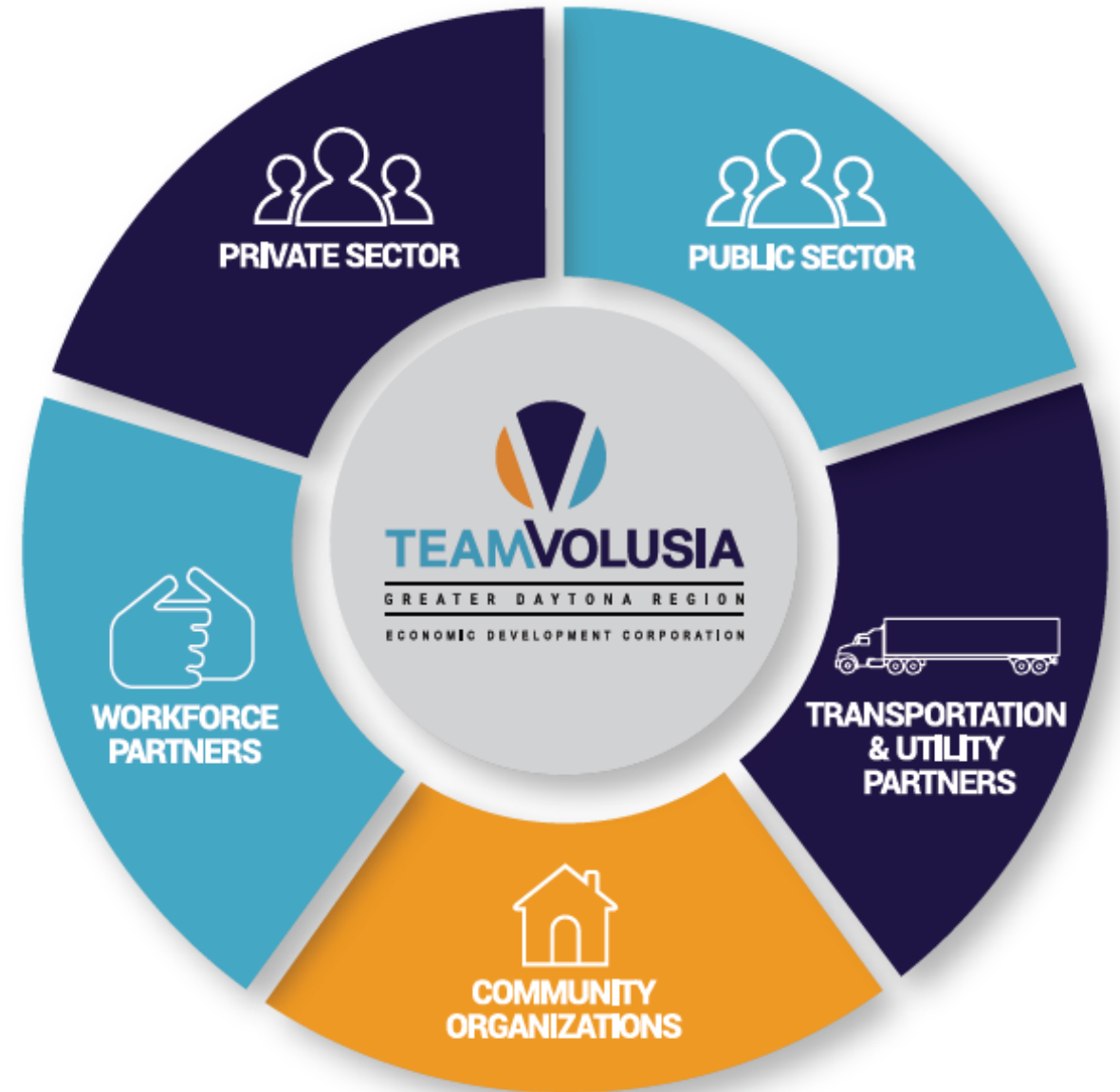
**6 Colleges/Universities**

**Multiple Utilities**

**Non-Profit/Government Partners**

**80 Private Sector Partners**

**Approx. 100 Investors**

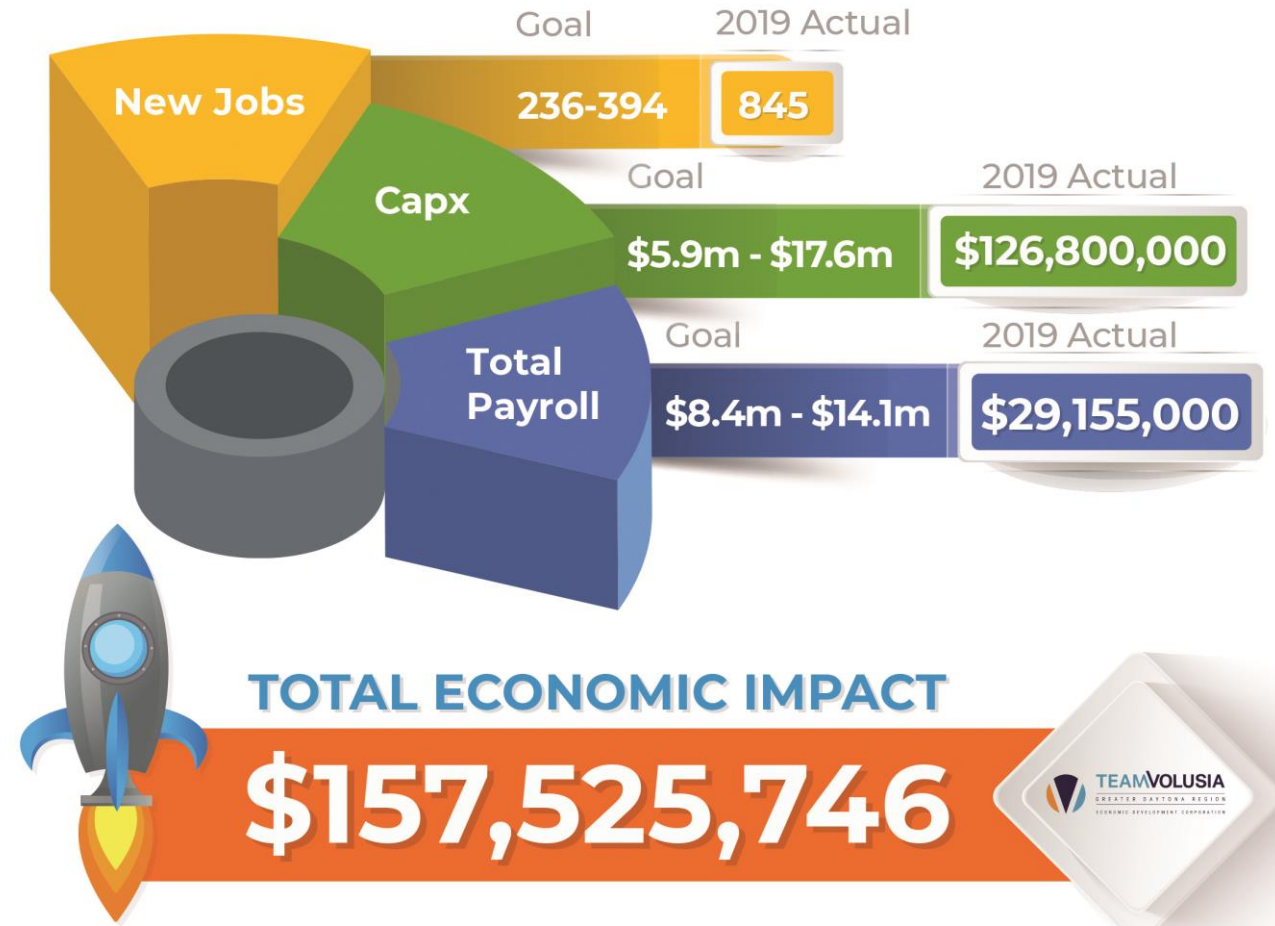


# 2019 Announcements

**FUTUREFOODS**  
OUMPH! PAOW!



**SMART BAKING COMPANY**™



# 5 Year Metrics

		Metrics/Actions	2015 Actuals	2016 Actuals	2017 Actuals	2018 Actuals	2019 Actuals	5 Year Total
ACTIONS		Outreach	28	31	31	28	29	147
		Proposals	30	29	37	34	32	162
		Site Visits	16	58	51	46	25	196
		Marketing Packages	50	71	64	69	65	319
		Pearranged Meetings	40	49	56	62	60	267
RESULTS		Project Wins	4	5	7	3	7	26
		Job Creation	536	275	1,303	135	845	3,094
		Payroll	\$19.3M	\$11.1M	\$46.7M	\$5.1M	\$29.1 M	\$111.3M
		Capital Investment	\$3.6M	\$38.4M	\$55.2M	\$12.1M	\$126.8M	\$236.1M





# 2020 Activities

# Vision 2020 & Proposed 2021

**1. Complete Strategy for Success Items\***

**2. Focus on Aviation and Aerospace Industry\***

**3. *Onshoring & Manufacturing*\*\***

**4. Initiate 3-Year Strategy for 2021-2023\***

\*Approved by Executive Committee as 2020 Strategy for TVEDC

\*\*Pending Approval by Executive Committee and Board

# Investor Development Update

01

Added Additional Committee Members



02

Contacted Current Investors



03

Started Planning Investor Events



04

Enhancing Investor Stories



## VOLUSIA BUSINESS RESOURCES COVID-19 CENTER

Our Business Partners



### Find Help For Your Business

These federal, state, county, local, chambers of commerce and general resources are available to support businesses during the COVID-19 crisis. Learn more about how these programs can assist your business as well as how to access the resources.



### Federal Resources

Included below are a portion of the economic relief package of programs and funding resources as part of the Federal Coronavirus Aid, Relief, and Economic Security (CARES) Act for small businesses, non-profits and individuals. This section will be updated as new information becomes available.



**TEAMVOLUSIA**  
GREATER DAYTONA REGION  
ECONOMIC DEVELOPMENT CORPORATION



# Business Development Action Plan Update

## Project Management

Currently TVEDC has over 80 projects in the pipeline and 15 of those are stage 3-4

## Revised Marketing Focus

The new environment reinforces the need to address our approach online in key areas



## Revised Outreach Strategy

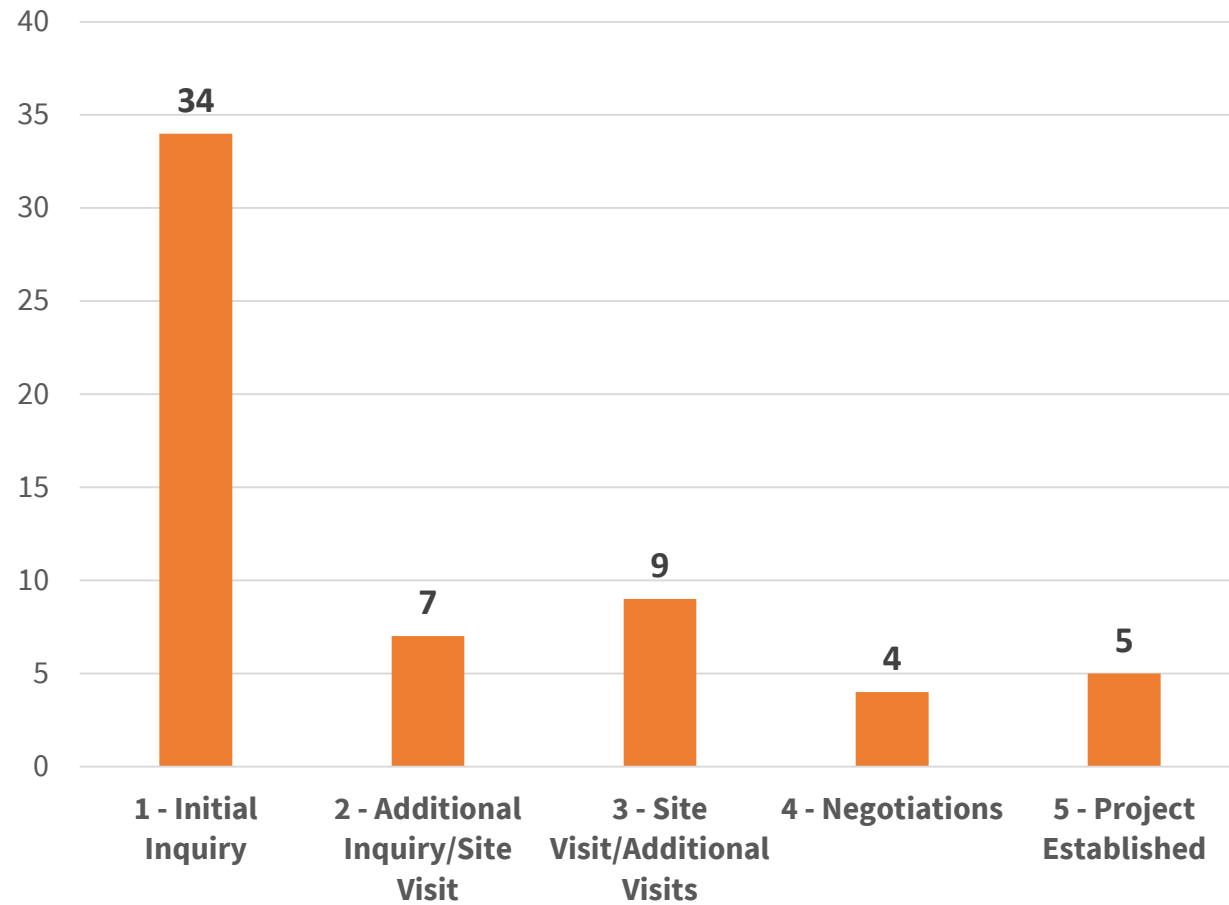
While 10 events have been completed in 2020 we have to reevaluate the remaining 20 events

## Business Development Infrastructure Improvements

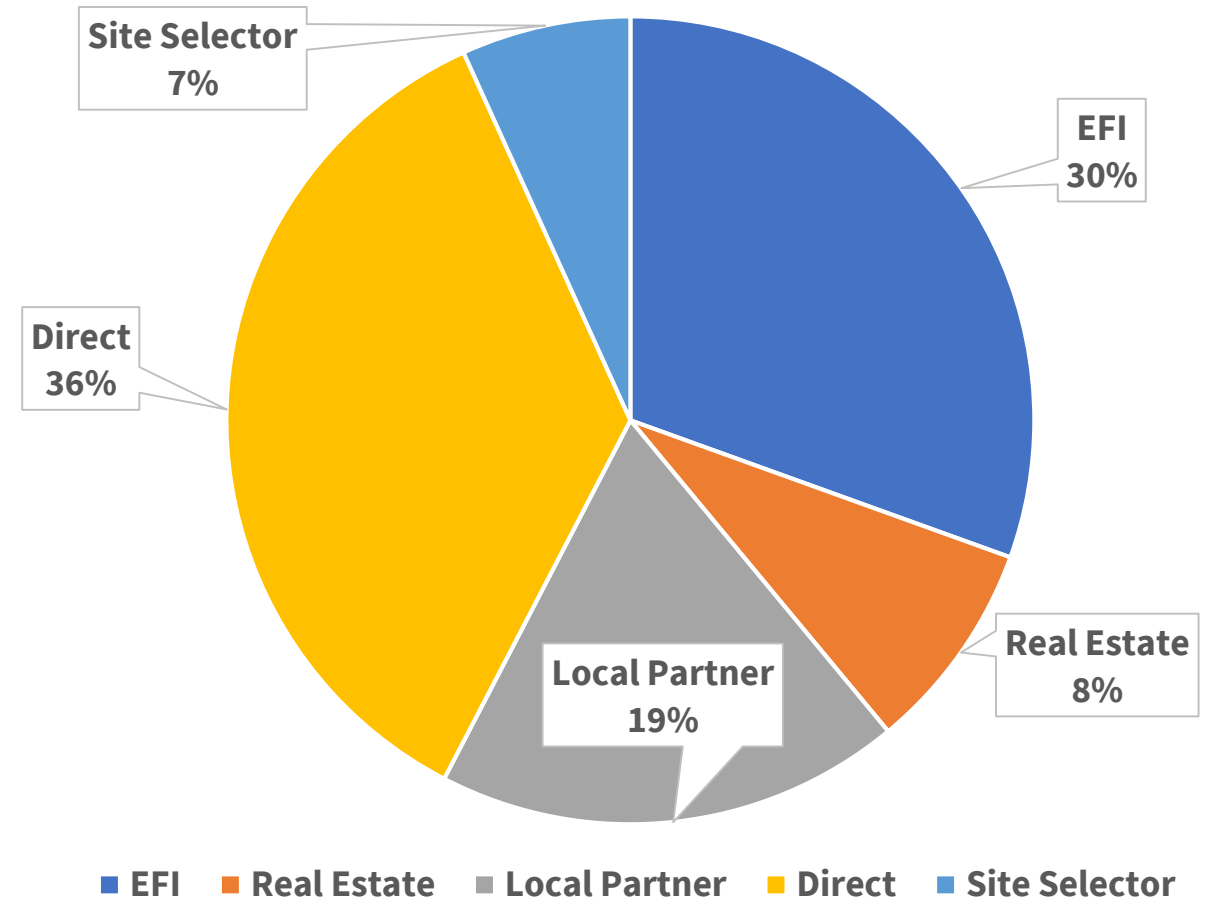
The team has explored a variety of business development tools to improve efficiency and effectiveness

# 2020 Business Development Projects Activity

## Projects by Stage

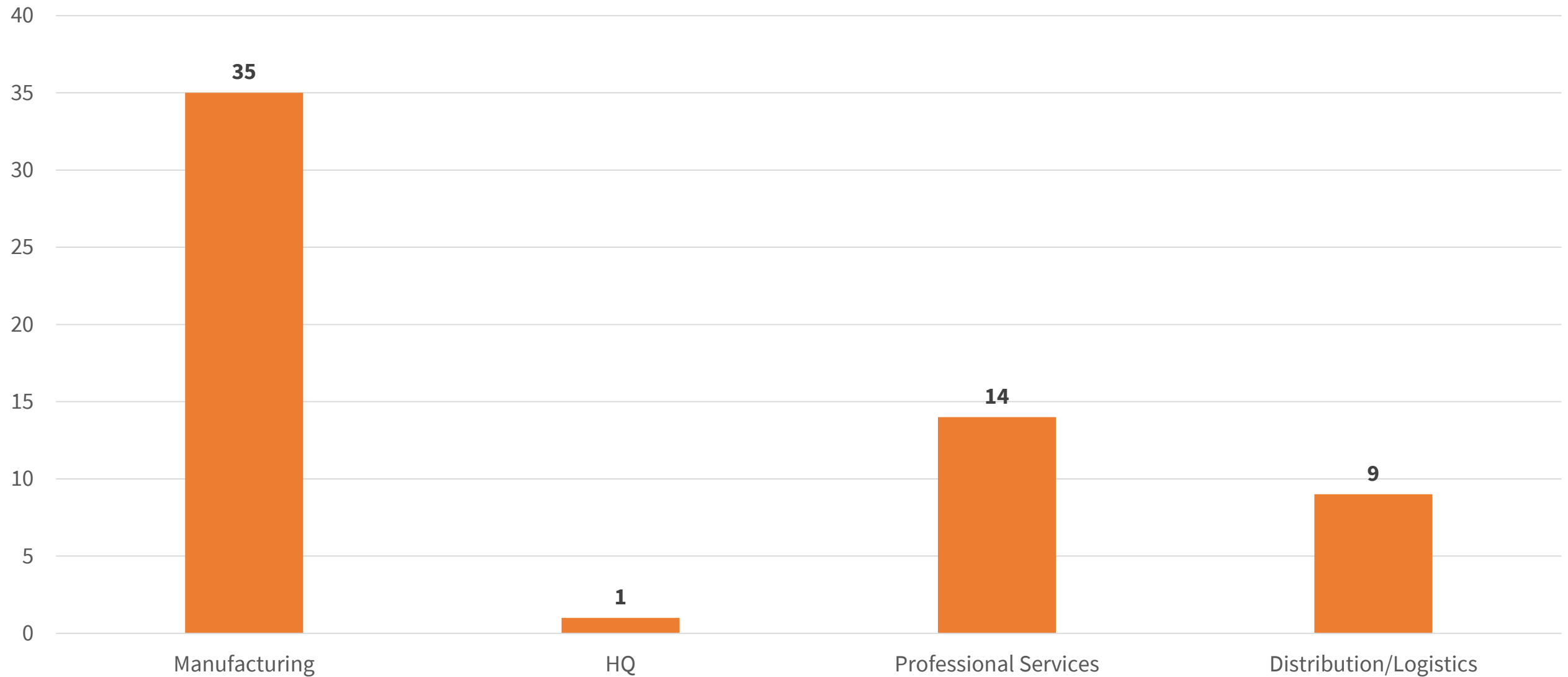


## Projects by Source



# 2020 Business Development Projects Activity

Projects by Type





# 2020 Announced Projects



Indiana based indoor carting facility (Daytona Beach)  
Investment: 20 jobs, \$1m Capx



UK based aerospace manufacturer (Daytona Beach + TBD)  
Investment: 55 jobs, \$8m Capx



Sunglass and apparel manufacturer (New Smyrna Beach)  
Investment: 20 jobs, \$3m Capx



130k sf outpatient facility (Daytona beach)  
Investment: 150 jobs, \$125m Capx



SC based landscape design and maintenance company (Daytona Beach)  
Investment: 40 jobs, \$2m Capx

**Total = 285 Jobs, \$139m Capx**

# 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:

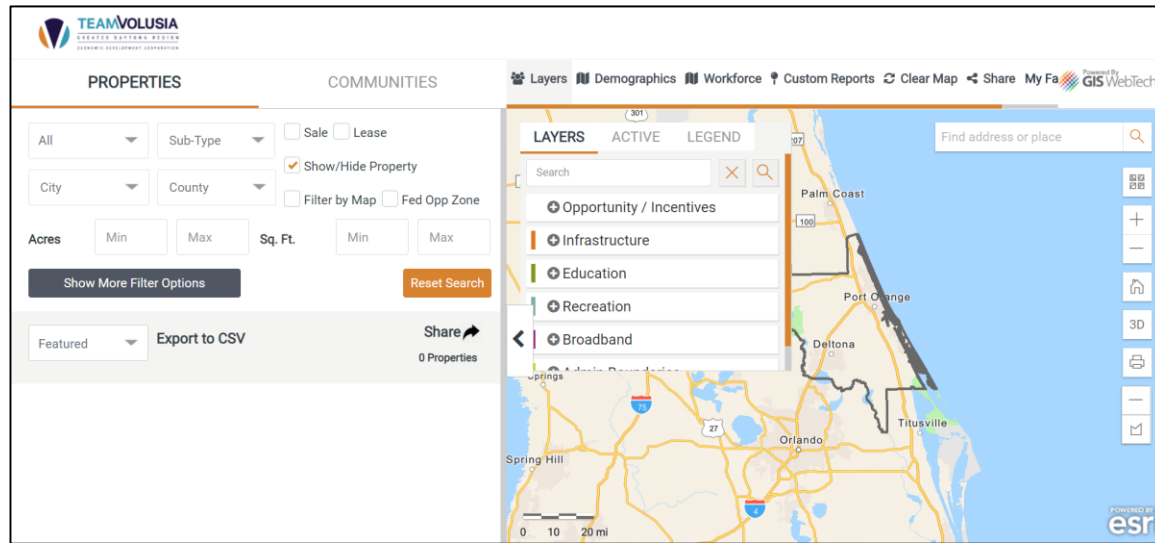


- August 24-28, 2020
- 5 Day Event Focused on the Manufacturing and Distribution Sectors
- Customized Company Interviews
- 52 Appointments (Chris and Heather)
- Partnership with both FPL and Duke Energy
- 6 NDA's sent to companies interested in learning more about Volusia County
- Many other great contacts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

# Internal Operation Update



**VolusiaSites.com update – 90% complete**



**Internal CRM database – 90% complete**



# Revised Marketing Focus

## Updated Print Materials

- Industry Brochures
- Proposals
- Property Brochures

## Electronic Marketing Updates

- Website
- Newsletters
- E-Mail Campaign
- Social Media

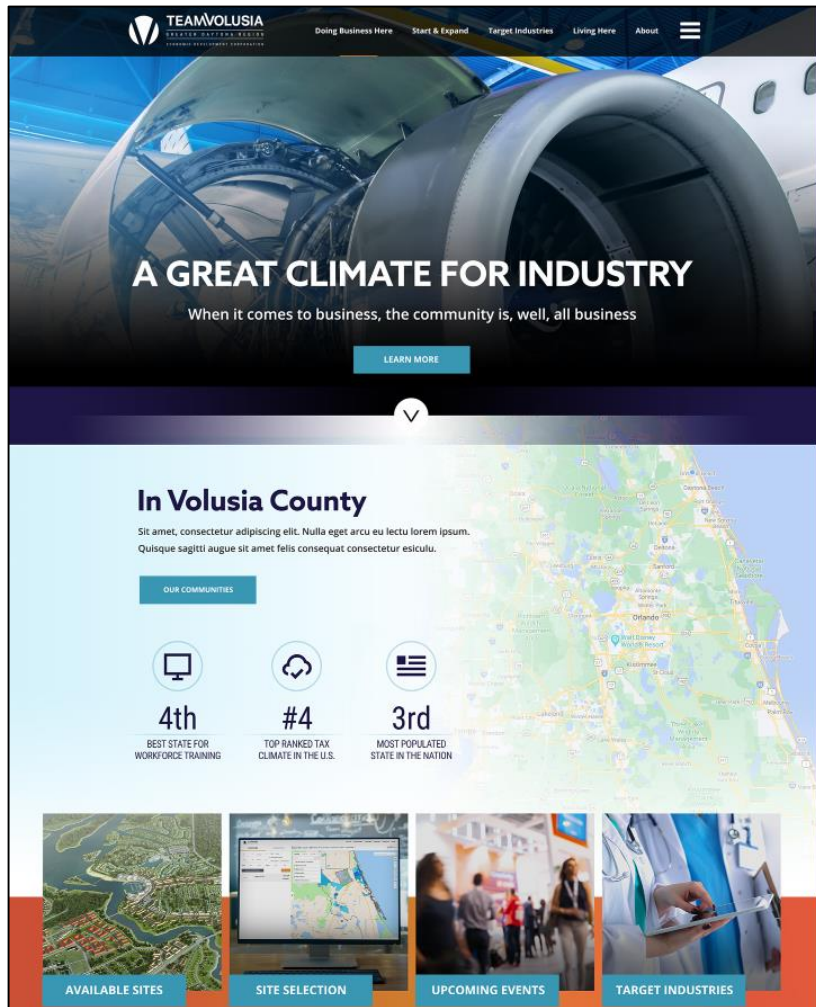
## Special Projects

- COVID Website
- Livability Media
- Evolve Publication
- FL Trend
- Trade and Industry

## Enhanced Reporting

- Salesforce - In Progress

# Marketing Update



November Issue

Investor Video – December




Trade and Industry Media – December Publication

# Marketing Update

**Team Volusia Economic Development Corporation**  
485 followers  
1mo •

SEAMAX Aircraft, a Brazilian Aircraft Manufacturer, announces this month the launch of the company assembly operations in the USA. Team Volusia Economic Development Corporation was instrumental in assisting SeaMax with its ...see more



39 • 3 Comments

Thanks for posting... I think this is... Do you think... Thanks f >

Like Comment

Organic impressions: 1,536 Impressions Show stats

**Team Volusia EDC**  
453 Tweets

**Team Volusia EDC** @TeamVolusiaEDC · Aug 31  
It has been less than a year since the news that a more than one million square foot Amazon fulfillment center would locate in the City of Deltona in west Volusia County. Currently, Amazon is hiring for its fulfillment center with over 500 jobs. Read more: [bit.ly/2YSzPAz](https://bit.ly/2YSzPAz)




1 2



**Team Volusia Economic Development Corporation**  
December 5 at 2:30 PM •

SpaceX is scheduled to launch a Falcon 9 Block 5 rocket tomorrow as part of the Dragon CRS-2 SpX-21 mission. This resupply mission takes off at 11:17 AM EST! Learn more about how you can view the launch here: <https://www.spacelaunchschedule.com/launch-details.php...>



SPACELAUNCHSCHEDULE.COM

**SpaceX launch of a Falcon 9 Block 5 | Dragon CRS-2 SpX-21** Learn More

15 3 Shares

Like Comment Share

See All



# Talent Attraction - Livability 2020-2021

**GREATER DAYTONA REGION VOLUSIA COUNTY**  
2020  
LIVABILITY.COM/greater-daytona-region

**AFFORDABILITY, OPPORTUNITY MAKE FOR A WINNING COMBO**

**Beaches**  
yes, but there's more to the outdoors

**Magnetic ATTRACTION**  
The region adds new residents - and jobs

## Livability: Find Your Best Place To Live

### Port Orange

**POPULATION** ▶ 64,252

Once a city known for its citrus, farming, lumber, oystering and ranching, Port Orange has a variety of upscale housing options and expanding subdivisions. A highly regarded education network includes the 600+ student Palmer College of Chiropractic. For 34 consecutive years, the city has received the Tree City USA award from the National Arbor Day Foundation. The River District on Port Orange's east side includes Riverwalk Park, which features a playground, splash park and picnic facilities. The north side of the park features a kayak/canoe launch, a trail and an over-water boatwalk and trailhead.



The Hills Cycling Group recently celebrated its 10th anniversary in Port Orange.

### Holly Hill

**POPULATION** ▶ 12,316

On the west bank of the Halifax River, Holly Hill is the corporate address for one of the state's largest health insurers, Florida Health Care Plans, which has made its headquarters there for more than 30 years. The 4.2 square-mile community boasts ample holly hedges, magnolias, palms and majestic oak trees as well as 15 parks.

### Orange City

**POPULATION** ▶ 11,804

Named for its thousands of acres of orange groves, Orange City is a growing community and has welcomed an average of 100 new business license holders annually over the past five years. Conveniently situated at I-4 and State Road 472, the community was recently named a Monarch City for its efforts to preserve and grow the region's dwindling monarch butterfly population. Orange City has seven sites on the National Register of Historic Places, including Orange City Town Hall.

### Ormond Beach

**POPULATION** ▶ 43,475

With its trademark white sand, Ormond Beach is a popular destination along the Atlantic Ocean in Volusia County. Bordered by the Tomoka River to the west and the Atlantic to the east, Ormond Beach offers a wealth of water-related recreation opportunities. Many visitors camp at Tomoka State Park. Other popular attractions include Ormond Beach Memorial Art Museum & Gardens and Ormond Beach Performing Arts Center as well as the historic downtown district along Granada Boulevard that offers unique local retail and restaurants.

### Lake Helen

**POPULATION** ▶ 2,814

Lake Helen is located off I-4. Nicknamed the "Gem of Florida" for its tree-lined streets, historic architecture and small-town character. The city's namesake Lake Helen spans 26 acres and is great for swimming, sailing, fishing and boating (jet boats, rowboats and boats with trolling motors only). Lake Helen can be accessed at Royal Park, which includes a pavilion with picnic amenities, a small bandstand and a boat ramp. The popular 20-acre Lake Moxy includes a partially covered dock and boat launch.

### South Daytona

**POPULATION** ▶ 13,054

South Daytona is an upscale residential city bordering the Halifax River and only minutes from Atlantic Ocean beaches. Residents have access to numerous parks, excellent schools, many independent restaurants and well-landscaped neighborhoods. Abundant shopping options throughout the community include Sunshower Park Mall, Riverfront Veterans Memorial Park offers a newly renovated public boat launch ramp, state-of-the-art kayak launch and fishing pier.

### Ponce Inlet

**POPULATION** ▶ 3,282

Located between the Halifax River and Atlantic Ocean, Ponce Inlet is visited by more than 80,000 people annually. The famed Ponce de Leon Inlet Lighthouse, the second-tallest lighthouse in the nation, lets visitors climb its steps to view the Florida coastline. Ponce Inlet also has several marinas and the Marine Science Center, with exhibits that include a hand-picked whale skull, freshwater turtles and stingray touch pool.

### New Smyrna Beach

**POPULATION** ▶ 27,229

A destination for outdoor recreation, New Smyrna Beach offers water sports of all kinds, including boating, fishing, sailing, scuba diving, surfing and swimming. Students can attend classes at Daytona State College, New Smyrna Beach Edgewater Campus. New Smyrna Beach has long been recognized as a top community for the arts thanks to venues such as the Atlantic Center for the Arts, Harris House, Little Theatre and a popular gallery called Arts on Douglas, which promotes the work of Florida artists. The city's airport has three active runways (the longest is 5,000 feet) with an air traffic control tower.

### Oak Hill

**POPULATION** ▶ 2,183

Once known only for citrus growing, Oak Hill today has an increasingly diverse economy. The city is along Florida's 156-mile River of Lakes Heritage Corridor and features recreational fishing opportunities as well as several clam and oyster farms. Oak Hill's Burns Science and Technology Charter School features a STEM-based, K-8 curriculum that attracts students from as far away as Orange City and Ormond Beach.

**81°**  
Average high summer temperature

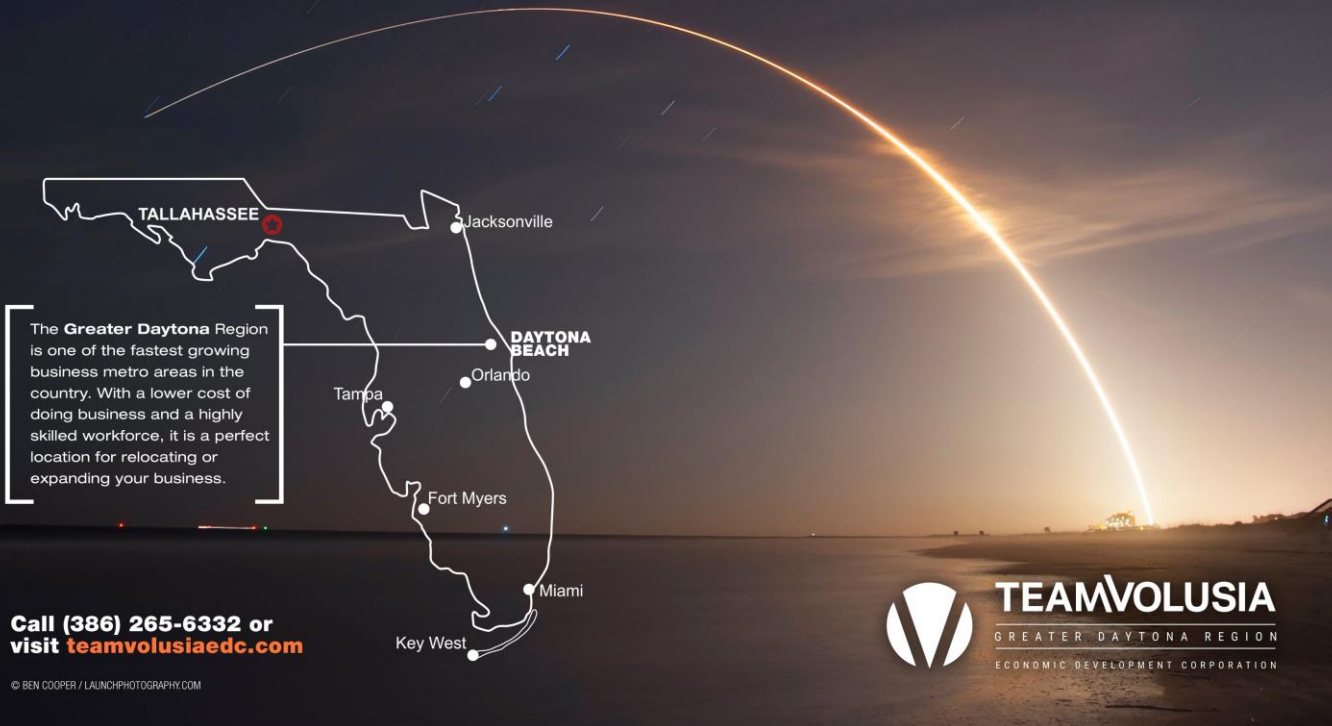
**47**  
miles of beaches

10 GREATER DAYTONA  
LIVABILITY.COM/GREATER-DAYTONA-REGION 11

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

# International Impressions

## BUSINESS TAKES FLIGHT IN THE GREATER DAYTONA REGION



TRADE & INDUSTRY  
DEVELOPMENT™

TRADE & INDUSTRY  
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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**



# Strategic Plan Special Projects



Amazon Deltona

# Special Projects - Site Readiness

## Site Readiness Program with Quest Site Solutions and Duke Energy

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





# Special Projects – Incentive Analysis

- Report designed to help local communities explore incentive options that will best suit their local strategy.
- Analyzed 21 governments at the state, county, and local levels.
- Provided best practice recommendations



# Special Projects - Community Competitiveness

**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**

# Thank You + Questions

Connect With Us!

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.



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