



# Deltona Quarterly Report - Q1

# Who We Are



Private

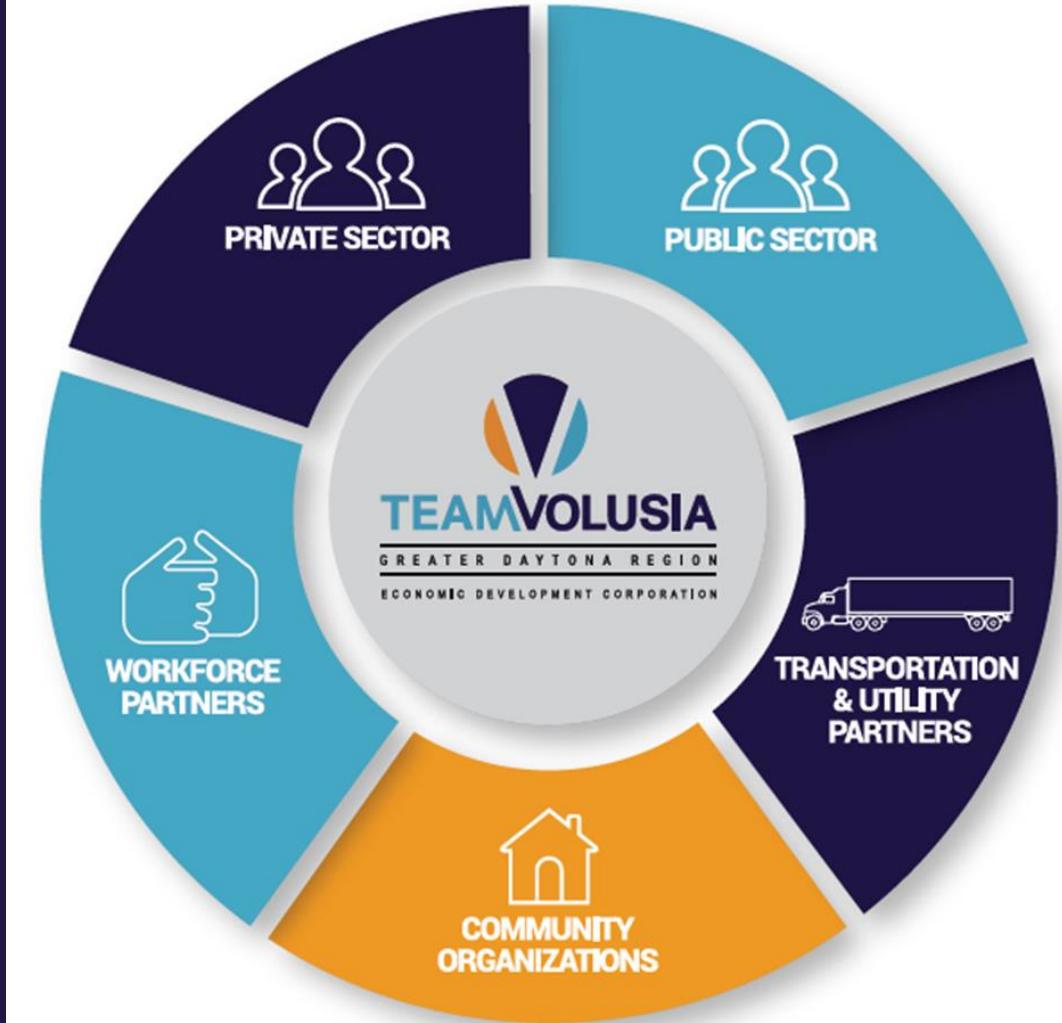


Education



Public

- 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



# A COLLABORATIVE ENVIRONMENT



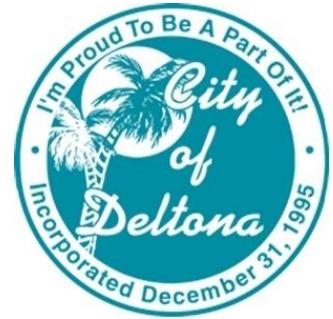
TVEDC works with 16 Municipalities in Volusia County



Volusia County Incubator powered by



UNIVERSITY OF CENTRAL FLORIDA





A wide-angle aerial photograph of a river flowing through a landscape. The river is surrounded by green trees and some industrial buildings. In the background, there is a large body of water and a bridge. The sky is filled with colorful clouds, transitioning from orange and yellow to purple and blue.

**Team Volusia Economic Development Corporation**

# **BOARD OF DIRECTORS MEETINGS**



**TEAMVOLUSIA**  
GREATER DAYTONA REGION  
ECONOMIC DEVELOPMENT CORPORATION

# December 15, 2023 – TVEDC Board Meeting

The Cici & Hyatt Brown Museum of Arts & Sciences  
Daytona Beach

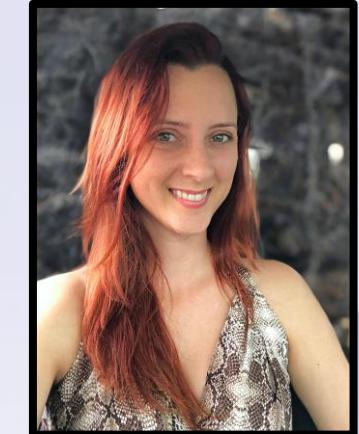
## FEATURED SPEAKERS



**Wes Hudgens**  
Lead Economic Development  
Manager, Florida Power & Light



**Kristina Cirelli**  
Volusia Young Professionals Group,  
President-Elect



## NEXT TEAM VOLUSIA EDC BOARD MEETING



➤ Friday, APRIL 19, 2024 at 9:00 a.m. at The Sanborn Activity Center, DeLand



# ANNOUNCEMENT OF NEW INVESTOR

## Ambassador Level



**MASTERMIND MUSHROOM**  
(DBA of Seed2Source Corporation)

Assigned Designee:  
**JENNIFER WAXMAN**  
CEO



# ANNOUNCEMENT OF NEW INVESTOR

## Ambassador Level



### **SALTY DOG VACATIONS**

Assigned Designee:  
**KRISTA GOODRICH**  
CEO/Director of Sales



The background of the image is a wide-angle aerial photograph of a coastal area during sunset. The sky is filled with warm, orange, and yellow hues. A large river or waterway curves through the center of the frame, with several bridges crossing it. To the right, there is a dense industrial complex with numerous buildings, tanks, and pipes. In the foreground, there are green fields and some residential or commercial buildings. The overall scene is a mix of natural beauty and human-made infrastructure.

**Team Volusia Economic Development Corporation**

# **EXECUTIVE COMMITTEE MEETING**

**March 1, 2024**



**TEAMVOLUSIA**  
GREATER DAYTONA REGION  
ECONOMIC DEVELOPMENT CORPORATION

# OVERVIEW AND ADOPTION OF STRATEGIC PLAN

## Executive Summary

**TRACY KING SHARP**

COO  
BOYETTE STRATEGIC ADVISORS



Development of the **TeamVolusia 2030** Economic Development Strategic Plan was led by the Team Volusia Economic Development Corporation working with Boyette Strategic Advisors.

## TARGET SECTORS & SUBSECTORS

						
Advanced Manufacturing	Aerospace / Aviation	Corporate / Regional HQ	Finance / Insurance	Information Technology	Life Sciences	Logistics
<ul style="list-style-type: none"><li>▪ Food &amp; Beverage Manufacturing</li><li>▪ Semiconductor &amp; Electronic Component Manufacturing</li><li>▪ Solar or Clean Energy Component Manufacturing</li></ul>	<ul style="list-style-type: none"><li>▪ Navigational and Control Instruments Manufacturing</li><li>▪ Spacecraft and Components Manufacturing</li></ul>	<ul style="list-style-type: none"><li>▪ Corporate HQ</li><li>▪ Regional HQ</li><li>▪ Professional Services</li></ul>	<ul style="list-style-type: none"><li>▪ Financial Operations</li><li>▪ Insurance Agencies</li></ul>	<ul style="list-style-type: none"><li>▪ Data Centers</li><li>▪ Software Development</li></ul>	<ul style="list-style-type: none"><li>▪ Medical Device Manufacturing</li><li>▪ Pharmaceutical Manufacturing</li><li>▪ Life Sciences R&amp;D</li></ul>	<ul style="list-style-type: none"><li>▪ Cold Storage</li><li>▪ Logistics Services</li></ul>

# Strategic Goals & Recommendations

## Continue and Expand Lead Generation Activities

- Focus lead generation efforts on identified target sectors
- Capitalize on Aerospace/Aviation Assets in Volusia County
- Enhance Corporate/Regional Headquarters Recruitment Strategy
- Promote and expand Foreign Direct Investment (FDI) activities
- Develop long-term strategy to attract newly identified target sectors and sub-sectors.

## Continue to Evolve Communications/Marketing Activities

- Continue to strengthen partner communications and relationships
- Educate related to the importance of economic development
- Continue to enhance the business brand of Volusia County and its municipalities
- Improve existing marketing tools

## Collaborate to Address Economic Development Challenges Countywide

- Encourage collaborative efforts countywide
- Understand current product (sites and buildings) situation and plan for future
- Engage with partners on talent recruitment initiatives
- Support workforce housing development
- Support development of competitive local incentives
- Advocate for transportation improvements

## Work with Partners to Support a Vibrant Startup Ecosystem

- Bring partners together to explore development of the entrepreneurial ecosystem
- Establish relationships with and support incubator companies

## Ensure Future Sustainability of Team Volusia

- Explore new funding options for the organization long-term
- Show value to investors



# ANNOUNCEMENT OF NEW INVESTOR

## Ambassador Level

**PARADIGM DEVELOPMENT  
PARTNERS**

Assigned Designee:

**RICK FRIEDMAN**

Vice President & Treasurer



**PARADIGM**



# VISION 2023 – Report Card

- Increase Marketing Nationally & Internationally → 
- Continue Focusing on Aviation, Aerospace and Innovation; along with a Deeper Focus on Manufacturing/Logistics → 
- Initiate a 5-Year Strategy for CY 2024 – 2029 → 
- Complete Phase I and II – AEDO Accreditation
  - Phase I – Complete → 
  - Phase II – In Progress – IEDC Accreditation Committee Site Visit held February 20 & 21, 2024. Awaiting final decision/report in April/May of 2024.
- Increase Private Sector Investment → **Continuous Effort**
- Finalize Proposed Public & Private Sector Funding Adjustments → 

# VISION 2024

- Collaborate with Florida Trend Magazine to Facilitate the Greater Daytona Region/Volusia County Insert for November 2024 Issue
- Continue to Diversify Outreach to Domestic and International Markets
- Adopt Boyette Strategic Advisors (BSA) 5-Year Strategic Plan and Create an Implementation Task Force
- Validate TVEDC's Targeted Industry Sectors as Outlined in BSA Strategic Plan
- AEDO Accreditation – Complete Phase II & Become Accredited
- Promote Talent Recruitment through FPL's WonderFL Campaign and the Launch of LifeinVolusiaFL.com
- Develop and Reinforce Existing Relationships with FloridaCommerce and SelectFlorida
- Retain and Increase Private Sector Investment

The background of the image is a wide-angle aerial photograph of a river system and industrial area during sunset. The sky is filled with warm, orange, and yellow hues. In the foreground, a multi-lane highway runs along the river, with several bridges crossing it. To the right, there is a large industrial complex with numerous buildings, tanks, and pipes. The river curves through the landscape, with green trees and vegetation on the banks. The overall scene is a blend of natural beauty and human-made infrastructure.

**Team Volusia Economic Development Corporation**

# **2024 ANNUAL MEETING**



**TEAMVOLUSIA**  
GREATER DAYTONA REGION  
ECONOMIC DEVELOPMENT CORPORATION

# TVEDC 2024 Annual Meeting



**DATE HELD: Thursday, March 7, 2024**

**Venue:**

Daytona State College, The Mori Hosseini Center

**Featured Presentation:**

Boyette Strategic Advisors presentation of Team Volusia 2030 a 5-Year Economic Development Strategic Plan

**Keynote Presentation:**

TJ Villamil, President Business Development, FloridaCommerce; & President of International Commerce, SelectFlorida



# FEATURED PRESENTATION



**DEL BOYETTE**

President & CEO  
Boyette Strategic Advisors



**TRACY KING SHARP**

COO  
Boyette Strategic Advisors





# TEAM VOLUSIA 2030

*An Economic Development Strategic Plan*

BUSINESS SHINES BRIGHTER HERE



# KEYNOTE PRESENTATION

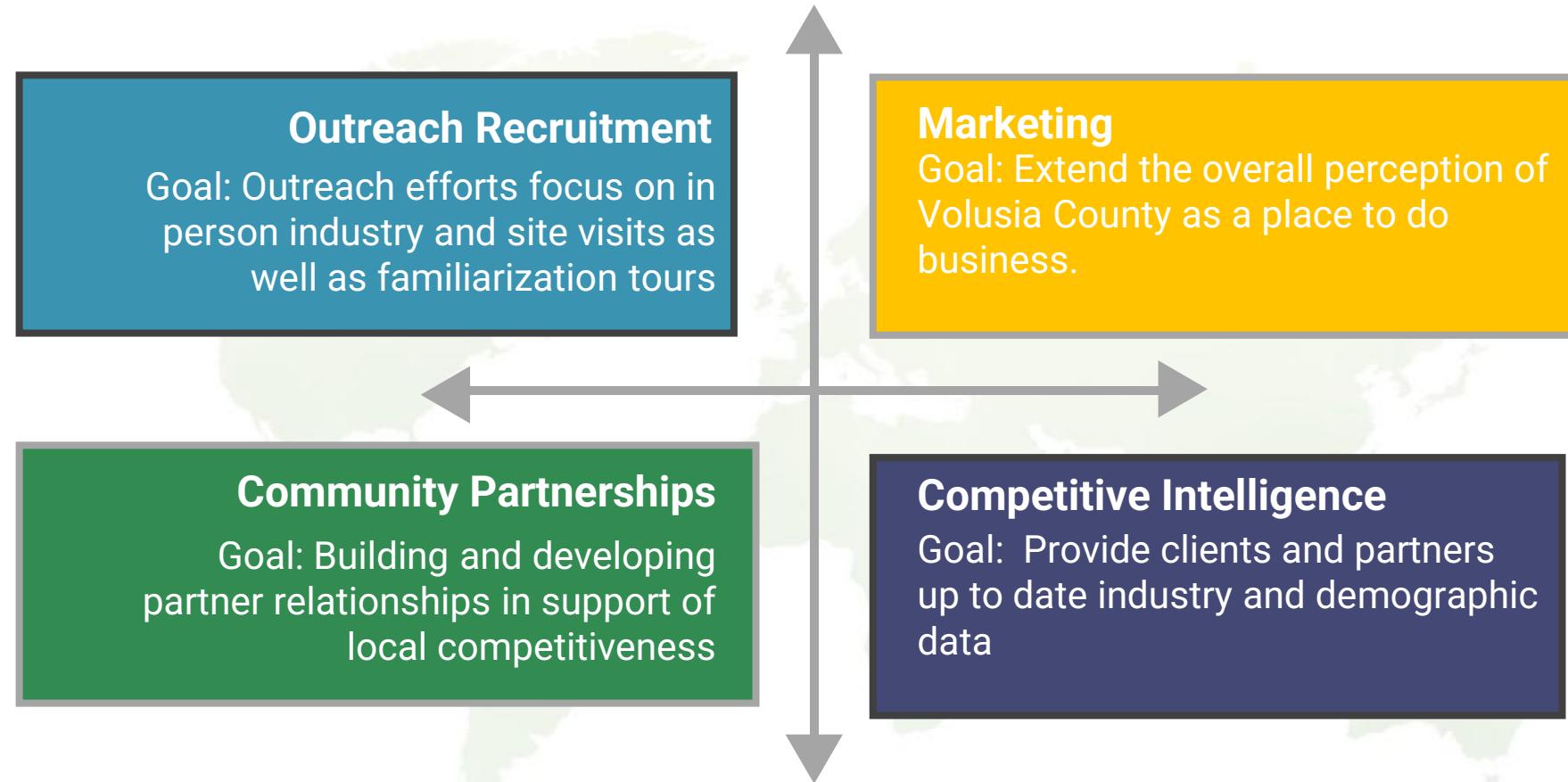
**TJ VILLAMIL**

President of Business Development  
FloridaCommerce &  
President of International  
Commerce SelectFlorida, Inc.



**FLORIDA  
COMMERCE**  
**SELECT  
FLORIDA**

# TEAM VOLUSIA EDC ACTIVITIES



# SERVICES PROVIDED TO PROSPECTS

**Site Selection Assistance**

**Project Assistance**

**Local Buyer & Supplier Information**

**Market Research**

**Local Resource Introductions**

**Government Relations**

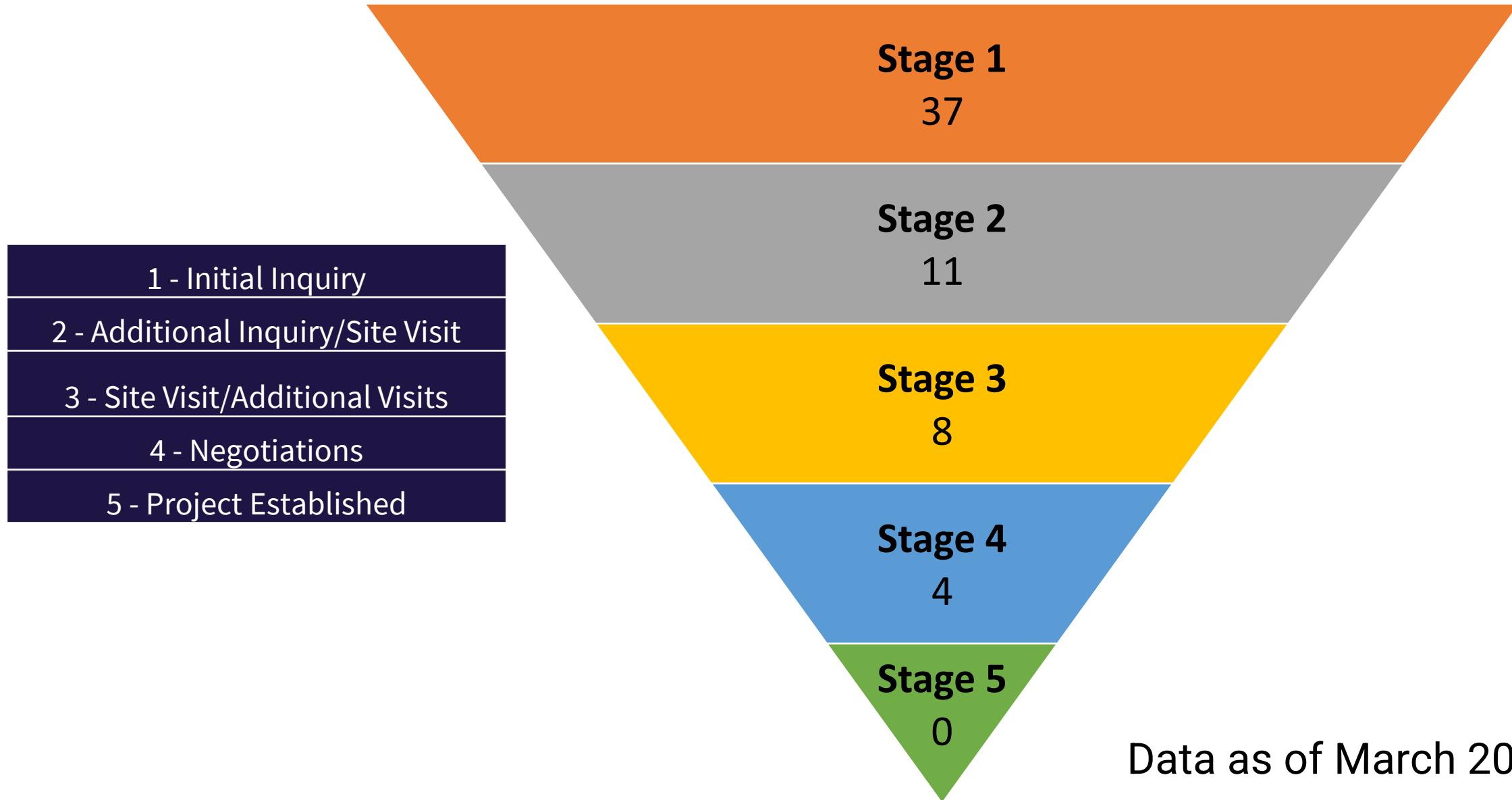




TOTAL ECONOMIC IMPACT ➤

**\$357,769,349**

# 2024 PROJECT SALES FUNNEL



# 2023 OUTREACH ACTIVITY



Rolex 24 Consultant  
FAM Event  
January  
Daytona Beach, FL



2023 IEDC Leadership  
Summit  
January  
Tucson, AZ



FPL Powering FL:  
Illuminations  
February  
Palm Coast, FL



2023 SelectUSA Brazil  
Roadshow  
February  
Sao Paulo, Brazil



MD&M West Medical  
Device Trade Show  
February  
Anaheim, CA



2023 Synapse Summit  
February  
Tampa, FL



SpaceCom 2023  
Commercial Space Conference  
February  
Orlando, FL



2023 FL Companies  
to Watch Awards  
February  
Orlando, FL



Satellite 2023  
Conference  
March  
Washington, DC



Site Selectors Guild –  
Spring 2023  
March  
San Antonio, TX



2023 Sun N Fun  
Airshow  
March-April  
Lakeland, FL



IAMC Spring Forum  
2023  
April  
Biloxi, MS



2023 Central FL  
Signature Event  
April  
Orlando, FL



2023 Space  
Symposium  
April  
Colorado Springs, CO



MRO Americas

2023

April  
Atlanta, GA



SelectUSA Summit  
2023  
May  
National Harbor, MD



SEDC Consultants  
Event  
May  
Atlanta, GA



2023 Florida Economic  
Development Conference  
May  
Orlando, FL



2023 NYC  
Consultants Mission  
May  
New York, NY



Hungarian Summit Mission  
June  
Budapest, Hungary



Puerto Rican Summit XII  
June  
Orlando, FL



Paris Air Show  
June  
Le Bourget, France



Logistics Development Forum  
July  
Beaver Creek, CO



SEDC Annual  
Conference  
August  
Williamsburg, VA



ICSC Florida  
August  
Orlando, FL



SEUSJapan  
45th Annual Joint Meeting  
October  
Tokyo, Japan



2023 Business Aviation  
Convention & Exhibition  
October  
Las Vegas, NV



SelectFlorida Credits &  
Incentive Consultants Mission  
November  
Tampa, FL

# OUTREACH PLANNED FOR 2024

## AVIATION, AEROSPACE AND INNOVATION OUTREACH SCHEDULE

EVENT	DATES
SpaceCom – <i>Orlando, FL (Exhibit)</i>	Jan 30 – Feb 1
Synapse Summit – <i>Tampa, FL</i>	Feb 28
Satellite Conference – <i>Washington, D.C.</i>	Mar 18 - 21
Space Symposium – <i>Colorado Springs, CO</i>	Apr 8 - 11
MRO Americas – <i>Chicago, IL</i>	Apr 18 - 20
Space Tech Expo USA – <i>Long Beach, CA</i>	May 14 - 15
Aviation Interiors Show – <i>Hamburg, Germany</i>	May 28 - 30
Farnborough Airshow – <i>Farnborough, UK</i>	July 22 - 26
NBAA – <i>Las Vegas, NV (Exhibit)</i>	Oct 22 - 24
Space Tech Expo Europe – <i>Bremen, Germany</i>	Nov 19 - 21
Aerospace Alliance – <i>Washington, D.C.</i>	TBD

## MANUFACTURING OUTREACH SCHEDULE

EVENT	DATES
MD&M West – <i>Anaheim, CA</i>	Feb 6 – 8
BioFlorida Annual Conference – <i>Tampa, FL</i>	Feb 23
Logistics Development Forum – <i>Beaver Creek, CO</i>	Jul 29 – 31
International Manufacturing Tech Show (IMTS) – <i>Chicago, IL</i>	Sep 9 – 14
ICSC – <i>Orlando, FL (Exhibit)</i>	TBD
Food Manufacturing (Show TBD) – <i>TBD</i>	TBD

# OUTREACH PLANNED FOR 2024

## SITE SELECTORS OUTREACH SCHEDULE

EVENT	DATES
SelectUSA Brazil Roadshow – <i>Rio de Janeiro &amp; Sao Paulo, Brazil</i>	Jan 29 – Feb 6
Site Selectors Guild Annual Conference – <i>Nashville, TN</i>	Apr 3 – 5
IAMC Spring Professional Forum – <i>Greenville, SC</i>	Apr 6 – 10
SEDC Meet the Consultants Meeting – <i>Atlanta, GA</i>	Apr 30 – May 1
Area Development Consultants Forum (Spring) – <i>Virginia Beach, VA</i>	Jun 10 – 12
Select USA Investment Summit – <i>National Harbor, MD</i>	Jun 23 – 26
SEDC Annual Conference – <i>Savannah, GA</i>	Jul 28 – 30
IAMC Fall Professional Forum – <i>Quebec City, Canada</i>	Sep 14 – 18
C5 Summit – <i>Hollywood, FL</i>	Sep 17 – 19
Site Selectors Guild Fall Forum – <i>Detroit, MI</i>	Sep 23 – 25
Women in Economic Development – <i>Chicago, IL</i>	Oct 15 – 17
SEUS/Japan Joint Meeting – <i>Charlotte, NC</i>	Oct 27 – 29
Area Development Consultants Forum (Winter) – <i>Florida</i>	Dec 11 – 13
Puerto Rican Summit – <i>Florida</i>	TBD

# 2024 OUTREACH ACTIVITY – Q1 & Q2 Upcoming



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  
Upcoming - April  
San Antonio, TX



IAMC Spring Forum  
2024  
Upcoming - April  
Greenville, SC



MRO Americas  
2024  
Upcoming - April  
Chicago, IL



2024 Florida Economic  
Development Conference  
Upcoming - April  
Ponte Vedra Beach, FL



SEDC Consultants  
Event  
Upcoming - April  
Atlanta, GA



Space Tech Expo  
USA 2024  
Upcoming - May  
Long Beach, CA



Puerto Rican Summit XIII  
Upcoming - May  
Orlando, FL



Hungarian Summit 2024  
Upcoming - May  
Daytona Beach, FL



Aircraft Interiors Expo  
2024  
Upcoming - May  
Hamburg, Germany



Area Development Spring  
Forum  
Upcoming - June  
Virginia Beach, VA



SelectUSA Summit  
2024  
Upcoming - June  
National Harbor, MD

# MARKETING HIGHLIGHTS

## National Print Ad Campaign

- Trade & Industry Development (4Q22 & 1Q23)
- Site Selections Magazine (2Q23)

## Regional Print Ads

- Evolve magazine - *Evolve June shown*

## Marketing Materials

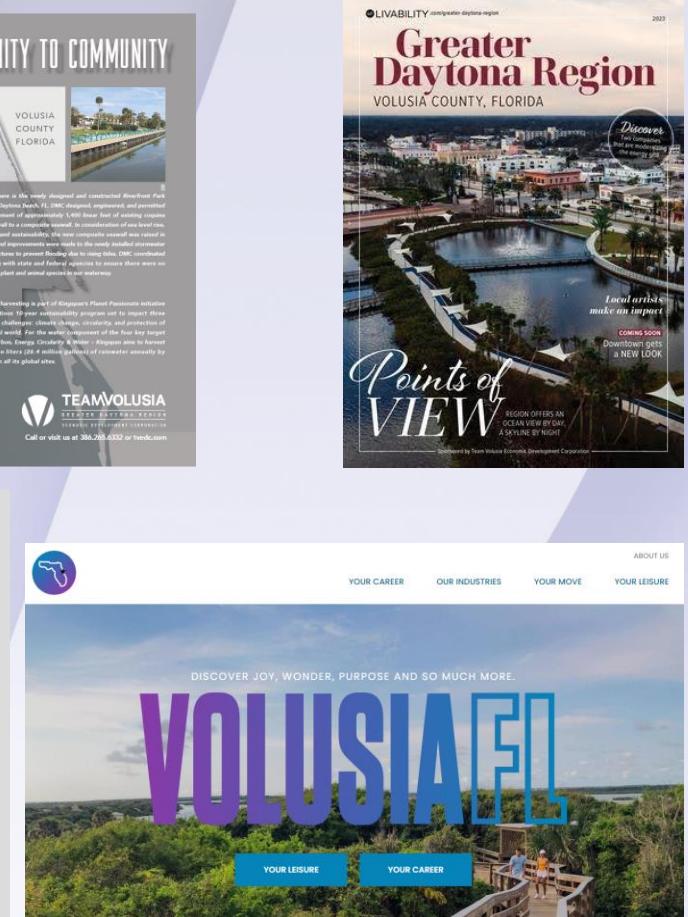
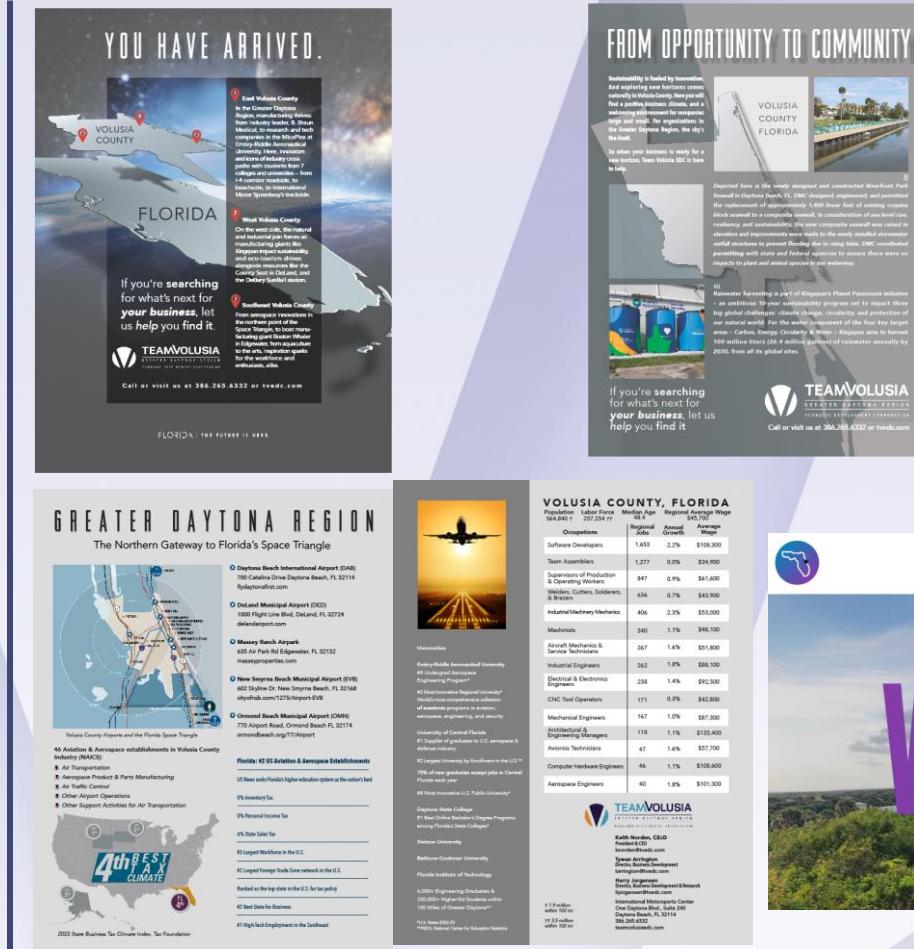
- Industry outreach flyers - Paris Air Show shown

# Social Media

- LinkedIn & Facebook

# Talent Recruitment

- Livability 2023 edition
- WonderFL talent initiative (powered by FPL) – VolusiaFL microsite as part of the campaign, launched November 15, 2023



# 2023 OUTGOING OFFICERS



**Philip Maroney, Chair**



**R. Sans Lassiter, Vice Chair**



**Joyce Shanahan, Secretary**



**John Olivari, Treasurer**



**John Ferguson, Legal Counsel**



**Jordan Jiloty,  
Immediate Past Chair**



**George Recktenwald,  
County Manager**

# 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



**Tracy Marino**  
Director, Marketing &  
Communications



**Tywan Arrington**  
Director, Business  
Development



**Debbie Robbins**  
Executive Assistant/Office  
Coordinator



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



**Jen Boggs**  
Bookkeeper

TVEDC

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 organization 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)**  
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