



TEAMVOLUSIA

GREATER DAYTONA REGION
ECONOMIC DEVELOPMENT CORPORATION



RECRUITMENT • INVESTMENT • STRATEGY • ELEVATE

2018 ANNUAL REPORT

A remarkable year.

At Team Volusia EDC, we recruit new business. We encourage capital investment. We follow a carefully developed strategy. And in the process, we elevate the community. In short, our community is on the RISE.

Just look at 2018, an amazing year for economic development by any standard. The good news is that while some of this activity was related to Team Volusia, much of it was organic, which is to say several projects have taken flight from within their respective corporate structures, or through the efforts of one of our partner organizations. This means Volusia County has evolved to a point at which it has developed many assets and attributes that appeal to corporate executives and site selectors hunting for communities that can best accommodate relocation or expansion.

Building on the momentum of some extraordinary projects completed in recent years, the pace quickened in 2018 and suddenly there is news of importance emanating from every corner of the Greater Daytona Region. Southeast Volusia County manufacturers are expanding. And, the region is growing closer and closer to the aviation and aerospace industries. This may well play an important role in America's increasingly dynamic space program. In West Volusia County, we have seen a significant increase in capital investment in DeLand and neighboring communities, telegraphing confidence in these communities. In East Volusia County, the size and scope of projects already underway are nothing short of breathtaking.

As for Team Volusia EDC results, read on. We exceeded our three-year goal in all three critical categories: capital investment, new jobs and payroll. Many advances were made in our work with key organizations. Strong relationships were developed, which will help us continue to compete against other communities throughout Florida and across the nation.

Team Volusia EDC continues to raise the visibility of Volusia County throughout the world through a variety of outreach activities and innovative digital marketing strategies, including the launch of a new website, social media and email marketing. In short, the road ahead is paved with today's vision of tomorrow's challenges. What we do in the present is an investment in the success we want to achieve in the future.



Dwight DuRant, P.E.
Chairman



Keith A. Norden, CEcD
President & CEO

Dwight DuRant, P.E.

Keith A. Norden, CEcD

New 2018 Projects

Each year, Team Volusia EDC works directly with prospective companies and/or site selectors interested in the Greater Daytona Region as a location for expansion or relocation. Prospective companies that have been identified as a good fit for Volusia County comprise our “pipeline”. The pipeline includes dozens of such companies classified as Stage 1 prospects. Vetting and negotiation refine the list of Stage 1 prospects to a few Stage 5, or prospects that have made a commitment to Volusia County. In 2018, three such companies became Stage 5 prospects. Each has committed to – or has already commenced – operations in Volusia County. They include:



Lucky's Supermarkets

Lucky's is an iconic brand in the fiercely competitive supermarket arena. We have been working with this prospect since 2016. It will occupy the Ormond Beach site of the former Food Lion store. Capital investment is \$10 million, with an annual payroll of \$2.5 million. Lucky's will bring 100 new jobs to the community with an average annual wage of \$25,000.



Forte Frozen Foods

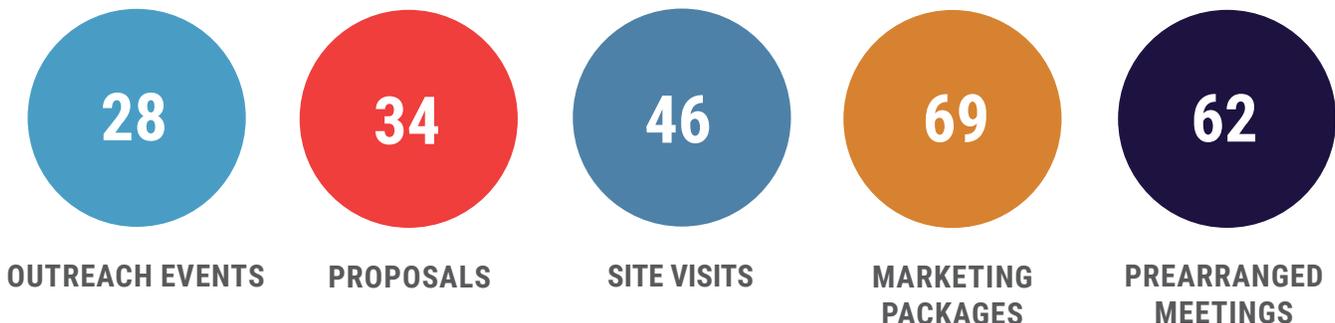
Due to the amazing growth taking place throughout the area, Forte Frozen Foods began exploring a new location in Volusia County in early 2018 and ultimately chose a site in Ormond Beach. Initial investment plans call for 15 new jobs and \$540,000 in payroll to the area with \$600,000 in capital investment.



TechFit Digital Surgery

We worked in concert with the Daytona Regional Chamber of Commerce in recruiting TechFit to Volusia County. It is a Colombian company engaged in the design of leading edge medical devices and techniques. The company has commenced operations at two locations: Embry-Riddle Aeronautical University's MicaPlex and the Volusia County UCF Incubator. Initial employment calls for 15 new jobs with an average annual wage of \$60,000 and a payroll of \$900,000. Capital investment is \$1.5 million. This project has already led to a successful inbound familiarization visit by Colombian officials to Volusia County.

2018 Business Development Operational Metrics



RECRUITMENT



Recruitment & Outreach Travel Events

FAMILIARIZATION TOURS

Daytona 500 Signature Event – We welcomed 20 site selectors and other influential professionals to experience the Daytona International Speedway and the Great American Race in person.

Colombian Inbound Trade Mission – Following the decision by TechFit, the Colombian robotic surgery company, to make Daytona Beach its North American Headquarters, we welcomed Colombian business leaders for a VIP preview of Volusia County.

TARGETED INDUSTRY TRADE SHOWS

- Quebec Florida Chamber of Commerce Conference
- Maintenance/Repair/Operations Aviation Forum (MRO)
- Hannover Messe Industrial/Technology Show | Germany
- National Plastics Exposition (NPE)
- Farnborough International Airshow | United Kingdom
- International Council of Shopping Centers Exposition (ICSC)
- IBEX International Boating Exposition
- National Business Aviation Association Convention
- DeLand Light Sport Aviation Showcase
- MEDICA Medical Device Manufacturers Exposition | Germany
- International Industry Training Education Conference



Colombian Inbound Trade Mission



Farnborough International Airshow



ICSC TVEDC Exhibit



41st Annual Joint Meeting SEUS/JAPAN in Tokyo



MEDICA | Germany



Hannover Messe | Germany



2018 Top 50 Economic Developers Awards

SITE SELECTOR FORUMS

- Site Selectors Guild Forum
- FPL Powering Florida Illumination
- Southern Economic Development Council Forums
- International Asset Management Council Conferences
- Area Development Consultants Forum
- Enterprise Florida Consultant Events
- International Economic Development Council Conference
- EconomiX Economic Development Forum

AROUND THE SUNSHINE STATE

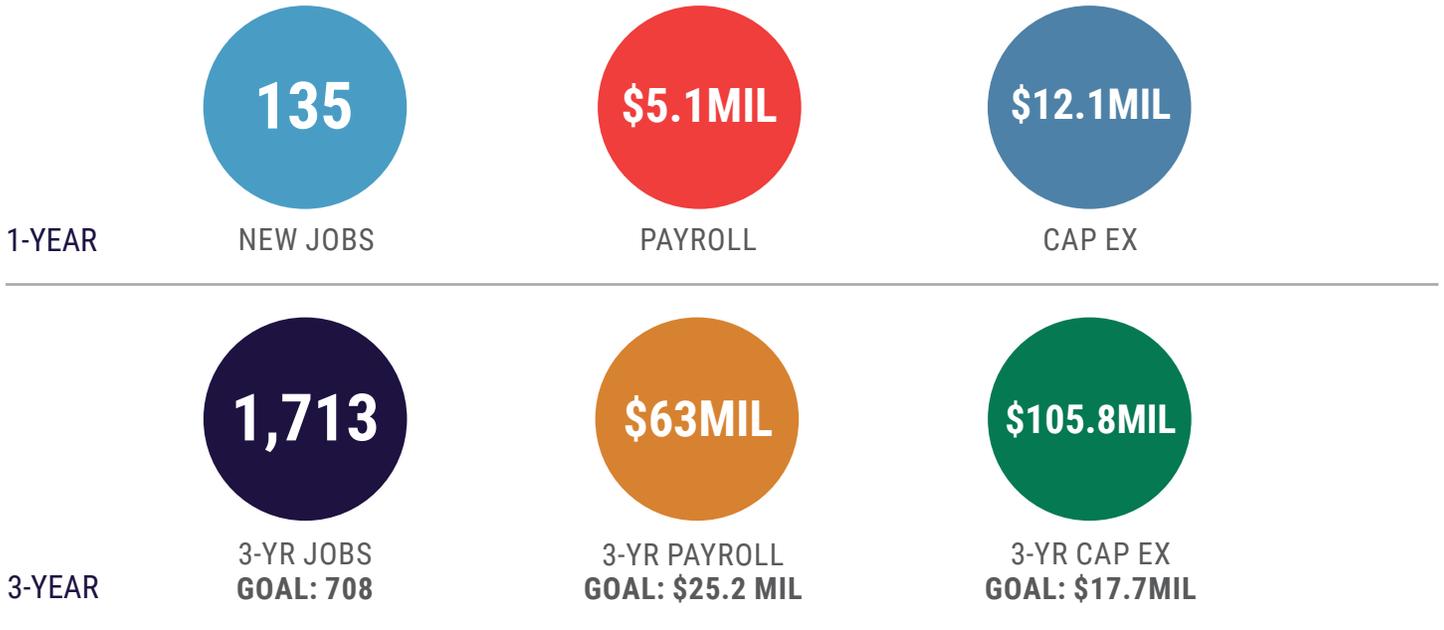
- Enterprise Florida Board & Stakeholders meetings
- Florida Economic Development Council Annual Meeting
- CareerSource Florida & Florida Chamber Forum



Enterprise Florida Board Meeting

Team Volusia By The Numbers

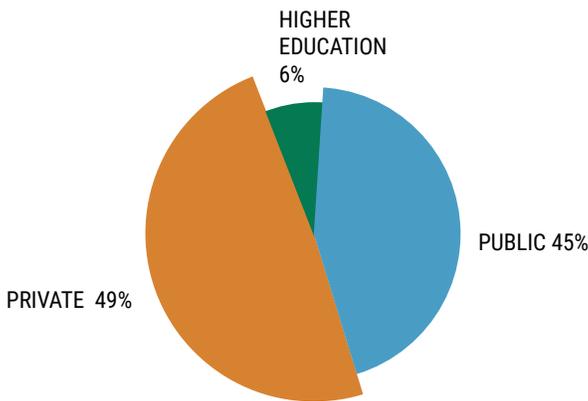
Analysis of Team Volusia EDC's work product over the three-year period 2016-2017-2018 indicates the organization, in collaboration with its partners and powered by its dynamic Board of Directors, has exceeded its goals in three critical areas.



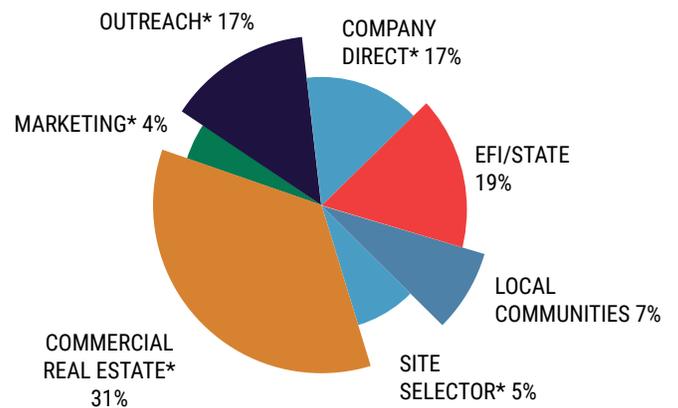
Total Economic Impact: \$23,903,380
 Three Year Impact: \$258,402,182



INVESTOR BY TYPE



PROJECT SUBMISSIONS BY SOURCE



*TVEDC LED PROJECTS, ALL OTHERS ARE TVEDC SUPPORTED PROJECTS



TVEDC Investors

These companies, organizations and individuals invest in Team Volusia Economic Development Corporation, demonstrating their support for attracting business, industry, jobs and capital investment to the area.

EXECUTIVE COMMITTEE INVESTORS

Advent Health, Ed Noseworthy
City of Daytona Beach, Jim Chisholm
City of DeLand, Michael Pleus
City of Deltona, Heidi Herzberg
City of Edgewater, Christine Power
City of New Smyrna Beach, Pam Brangaccio
City of Ormond Beach, Joyce Shanahan
City of Port Orange, Jake Johansson
DuvaSawko, Charles Duva, M.D.
Florida Health Care Plans,
Wendy Myers, M.D.
Halifax Health, Bob Williams
NASCAR / International Speedway Corporation, Jordan Jiloty
Olivari & Associates CPAs & Consultants, John Olivari
Teledyne Marine, Mike Read
Volusia County Government,
George Recktenwald
VyStar Credit Union, Ashley Bigg

BOARD INVESTORS

Bethune-Cookman University,
Hubert Grimes
Boston Whaler, Nick Stickler
Boulevard Tire Center, Earl Colvard
CareerSource Flagler Volusia, Robin King
Chamber Alliance, Debbie Connors
Charter Communications, Allison Kinney
City of DeBary, Erika Benfield
City of Orange City**, Dale Arrington
City of South Daytona, Joe Yarbrough
Cobb Cole PA, John Ferguson
Coldwell Banker Commercial AI Group*,
John Wanamaker
Council on Aging*, Sarah Gurtis
Daytona Beach Area Association of Realtors®, Mark Dougherty
Daytona Beach Racing and Card Club,
Fred Guzman
Daytona Regional Chamber of Commerce,
Nancy Keefer

Daytona State College, Dr. Tom LoBasso
Daytona Tortugas Baseball, Ryan Keur
DeLand Area Chamber of Commerce and Orange City Alliance*, Joe Hearn
Embry-Riddle Aeronautical University,
Rodney Cruise
Farnton Deering Park, LLC,
David Fuechtman
Florida Power & Light, Larry Volenec
Florida Public Utilities, Mark Thompson
Ford Properties, Lisa Ford Williams
Giles Electric*, Brad Giles
Hazen Construction, Chad Hazen
ICI Homes, Nellie Kargar
Keiser University, David Champlin
Lassiter Transportation Group,
Sans Lassiter
Practitioners Council, Roger Van Auker
Root Company, Phil Maroney
SunTrust Bank, Robert Ludlow
Stetson University, Robert Huth
University of Central Florida,
Dr. Linda Bradley
Volusia County, Ed Kelley
Zev Cohen & Associates, Dwight DuRant

PARTNER INVESTORS

City of Holly Hill
Duke Energy
New Smyrna Chrysler Jeep Dodge /
New Smyrna Beach Chevrolet
O'Connor Capital Partners
Remax Signature
Security First

* At Large
** Volusia City Managers Association
*** Chamber Alliance

AMBASSADOR INVESTORS

AI Group
AlphaStaff
AVCON, Inc.
Bank of America

BB&T Bank
Brent Millikan & Co. PA (BMC)
Centerstate Bank
City of Lake Helen
City of Daytona Beach Shores
Dredging & Marine Consultants, LLC
Fairfield Inn & Suites by Marriott
Gilster & Associates, LLC
Hilton Daytona Beach Oceanfront Resort
Intracoastal Bank
James Moore Certified Public Accountants
Knoll, Inc.
Lamar Outdoor Advertising
Michael J. Jiloty, Marketing Consultant
M.L. Underwood Construction
Ormond Beach Chamber of Commerce
Page Insurance Agency
Palmer College of Chiropractic
SVN Alliance Commercial Real Estate
Advisors
TD Bank
Universal Engineering Sciences
Vann Data Services, Inc.
Vision HR, Inc.
Volusia Flagler Family YMCA
Waste Pro
Wells Fargo Bank, N.A.
Wharton-Smith, Inc.
Zgraph Design & Marketing

FRIEND INVESTORS

CBC Benchmark
Cotton Enterprises
JRB of Ormond, Inc.
Massey Properties
Nova Property Management
Reames Employee Benefit Solutions
Selby Realty, Inc.

2018 Leadership



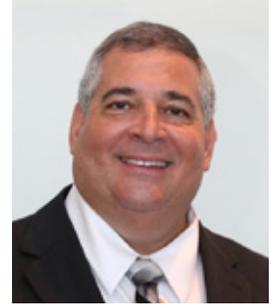
Dwight DuRant, P.E.
Chair
Zev Cohen & Associates



Charles Duva, M.D.
Vice Chair
DuvaSawko



Jordan Jiloty
Secretary
NASCAR



John Olivari, CPA
Treasurer
Olivari & Associates
CPA's & Consultants



John Ferguson
Legal Counsel
Cobb Cole PA



George Recktenwald
Interim County Manager
Volusia County Government



Lisa Ford Williams
Immediate Past Chair
Ford Properties



John Wanamaker, CCIM
Past Chair
Coldwell Banker
Commercial AI Group



2018 Team Volusia Investors

Investor Meetings & Events

Team Volusia EDC investors remain highly engaged in the organization's events. Board of Directors meetings are particularly well attended whether held at the International Motorsports Center (IMC) or elsewhere around the county. Networking and social events are considered must-attend events.



October 2018 Board Meeting at the IMC with OEP President & CEO, Tim Giuliani as guest speaker



February 2018 Board Meeting at the Center at Deltona



Shailesh Patel & Deb Denys, Volusia County Council Vice Chair, at our April 2018 Investor Recruitment Event



John Ferguson and Keith Norden with potential investors at Investor Recruitment Event in November 2018



2018 Investor Appreciation Event with the Daytona Tortugas



TVEDC Engaged Officers at Board Meeting



Both from December 11, 2018 Board Meeting at Brannon Civic Center. Mr. Laurent Morel-a-l' Huissier, Consul & Ms. Susan Harper, Consul General of Canada in Miami, with Keith Norden



TVEDC 2018 Annual Meeting at Daytona State College

TEAM VOLUSIA EDC COMMITTEES

Team Volusia is fortunate to have active committees of actively engaged investors. Among these committees are:

Executive Committee
Board of Directors
Finance and Audit Committee
By-Laws Committee
Investor Relations Committee
Real Estate Task Force

Compensation Committee
Marketing Committee
Nominating Committee
Practitioners Council
Strategic Plan Implementation Task Force

Strategy for Success Accomplishments 2018



BUSINESS ATTRACTION AND RECRUITMENT



MARKETING COMMUNICATIONS



WORKFORCE DEVELOPMENT / TALENT RETENTION



ENTREPRENEURSHIP / INNOVATION



ORGANIZATIONAL SERVICES AND DELIVERY

In 2018, we made significant progress toward achieving the goals and objectives of our Strategy for Success. Action items in process or completed include:

BUSINESS ATTRACTION AND RECRUITMENT

- ✓ Site Readiness Program – identify qualifying, marketable local sites and buildings
- ✓ Interstate Property Development – promote I-95 and I-4 parcels for distribution/logistics
- ✓ City/County Incentive Policy – commissioned a study of competitor incentives
- ✓ Embry-Riddle Aeronautical University Collaboration – R&D Partnerships
- ✓ Prospective Companies – ongoing development of company target lists
- ✓ Evaluate Industry Events – ensure representation at only high-potential events

MARKETING COMMUNICATIONS

- ✓ Branding – continue to help build the Greater Daytona Region brand
- ✓ Theme – promote the region as “a place for business”
- ✓ Custom Messaging – develop marketing messages for targeted sectors
- ✓ Social Media – continue active, targeted engagement on TVEDC’s role, successes

WORKFORCE DEVELOPMENT / TALENT RETENTION

- ✓ Workforce – work with partners to determine hard and soft skills needed by area businesses

ENTREPRENEURSHIP / INNOVATION

- ✓ Entrepreneurship – celebrate entrepreneurial successes including on TVEDC.com

ORGANIZATIONAL SERVICES AND DELIVERY

- ✓ Promote Board Membership – work to ensure TVEDC board seats are reversed
- ✓ TVEDC Staff Development – train and recruit to increase staff expertise
- ✓ Regional Partnership – continue involvement with Orlando Economic Partnership

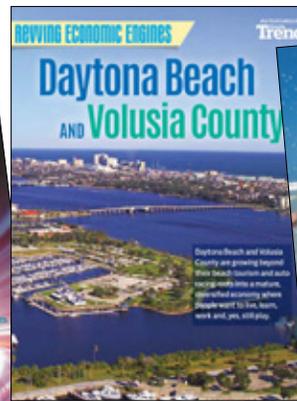
Marketing Library

We continue to add to our library of marketing materials. In 2018, we added more materials to our arsenal, including participation in a *Delta Sky Magazine* advertorial that highlighted the State of Florida and Volusia County. During the month of May, six million copies flew around the world on every Delta flight.

We sponsored an extensive section focusing on Volusia County in the August edition of *Florida Trend*, the state's leading business publication.

We renewed our sponsorship arrangement with *Evolve*, the official magazine of the Daytona Regional Chamber. We are represented on its editorial review board and we use advertising space to recognize our Board Level Investors.

Targeted advertising and other materials promote the Greater Daytona Region. Our print and online marketing add horsepower to trade shows, sales missions and one-on-one meetings.



GREATER DAYTONA REGION
VOLUSIA COUNTY RANKINGS

- 2017 **#3** Hottest Retail Market
- 2018 **MOST IMPROVED** MSA
- 2017 **TOP 25** FASTEST-GROWING METRO AREA
- 2018 **#7** Best Places People Are Moving to in 2018
- 2018 **#8** NEXT URBAN POWER HOUSES
- 2018 **#3** HOUSING MARKETS That Will Rule
- 2018 **#4** TOP Housing Market

TEAMVOLUSIA
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TEAMVOLUSIAEDC.COM | 386.364.6332

TEAMVOLUSIA
GREATER DAYTONA REGION

PUTTING YOUR BUSINESS AT THE TOP

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's a perfect location for relocating or expanding your business.

- FAST GROWTH
- LOW COST OF BUSINESS
- QUALIFIED WORKFORCE

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

GREATER DAYTONA REGION EDUCATIONAL PROGRAMS

- High School Academics:** Aerospace Technology, Agriculture, Biomedical Science, Criminal Justice, Communications, Computer Science, Digital Audio Technology, Education, Engineering Technology, Entertainment and Sports Marketing, Emergency Medical Responder, Environmental Science, Finance.
- Colleges and Universities:** Aerospace Technology, Business, Criminal Justice, Education, Engineering Technology, Health Care, Health and Wellness, Hospitality Management, Psychology, Visual and Performing Arts.
- Technical Schools:** Criminal Justice, Health Care, Homeland Security, Information Technology, Marketing, Occupational Apprenticeships.
- Professional Development:** Customizable Curriculum, Executive Training.

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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's a perfect location for relocating or expanding your business.

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MARKETING SUCCESS

2018 DIGITAL MARKETING

We are seeing an increase in digital presence for TVEDC with campaigns for the year 2018. The key message for the organization is reaching a greater amount of individuals, as evidenced in the sharp statistical increase, as well as sharing additional information about TVEDC's success and projects.

HIGHLIGHTS

New Interactive Website Launched Jan. 2018



Email Campaigns Sent Quarterly



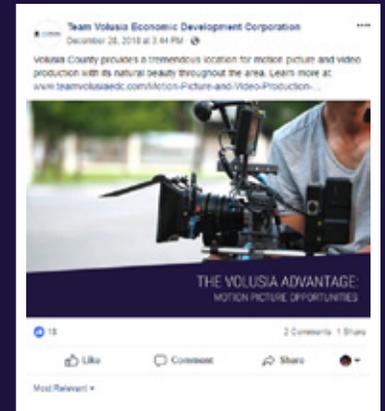
Social Media Posts On Facebook & LinkedIn



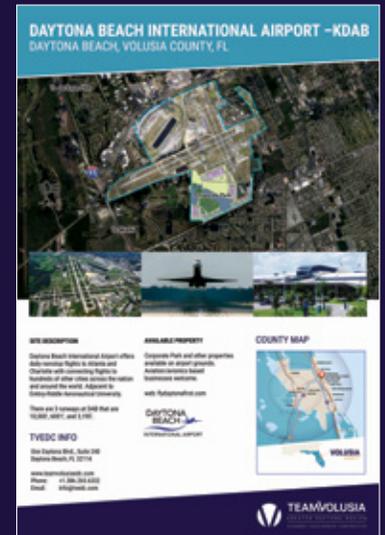
2018 TVEDC Website



Social Media Marketing



Evolve Magazine



Trade Show Exhibits



DUVA·SAWKO
EM Billing & Management Solutions

&

EMPROS
emergency medicine professionals, p.a.

**ARE PROUD
TO SUPPORT
TEAM
VOLUSIA**

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ISC
INTERNATIONAL SPEEDWAY CORPORATION

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ECONOMIC DEVELOPMENT CORPORATION

NASCAR

WE PROUDLY SUPPORT TEAM VOLUSIA

feel whole™



Family day at the beach.
#myboys #feelingwhole

Play hard. Eat clean. Love big. And start living your best life.
Because we're here to help heal what hurts, ease your mind, and lift
your spirit with the latest medical innovations and whole-person care.
It's time to take control of your health. It's time to **feel whole**.

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A Special Thank You To Our Event Sponsors

Platinum



Gold



Silver





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G R E A T E R D A Y T O N A R E G I O N

E C O N O M I C D E V E L O P M E N T C O R P O R A T I O N

Team Volusia Economic Development Corporation

Our Mission

Team Volusia Economic Development Corporation is a collaborative organization. Working with our partners, we develop strategic economic development activities and business recruitment initiatives to generate more jobs and capital investment in Volusia County.

About Team Volusia

Team Volusia is a public/private not-for-profit corporation founded in 2010. While Team Volusia is an autonomous organization, it works closely with state and county agencies, municipalities, chambers of commerce and other resource partners to achieve county-wide economic goals.

Programs and services are funded in part through a contract with Volusia County Government and many of the county's municipalities. Additional funds are raised from the private sector through membership investment dues, special event revenues and other sources. Today, Team Volusia continues to grow and help increase economic prosperity and diversification throughout Volusia County.

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Daytona Beach, Florida 32114, USA
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TVEDC.com



@TeamVolusiaEDC



facebook.com/tvedc



www.linkedin.com

Professional staff:

Keith A. Norden, CEcD,
President & CEO
Chris Wimsatt, CEcD, Vice President/
Business Development
Debbie Ott, Executive Assistant/
Office Coordinator
Deana Williams, Project Manager
Trisha Tobey, Bookkeeper