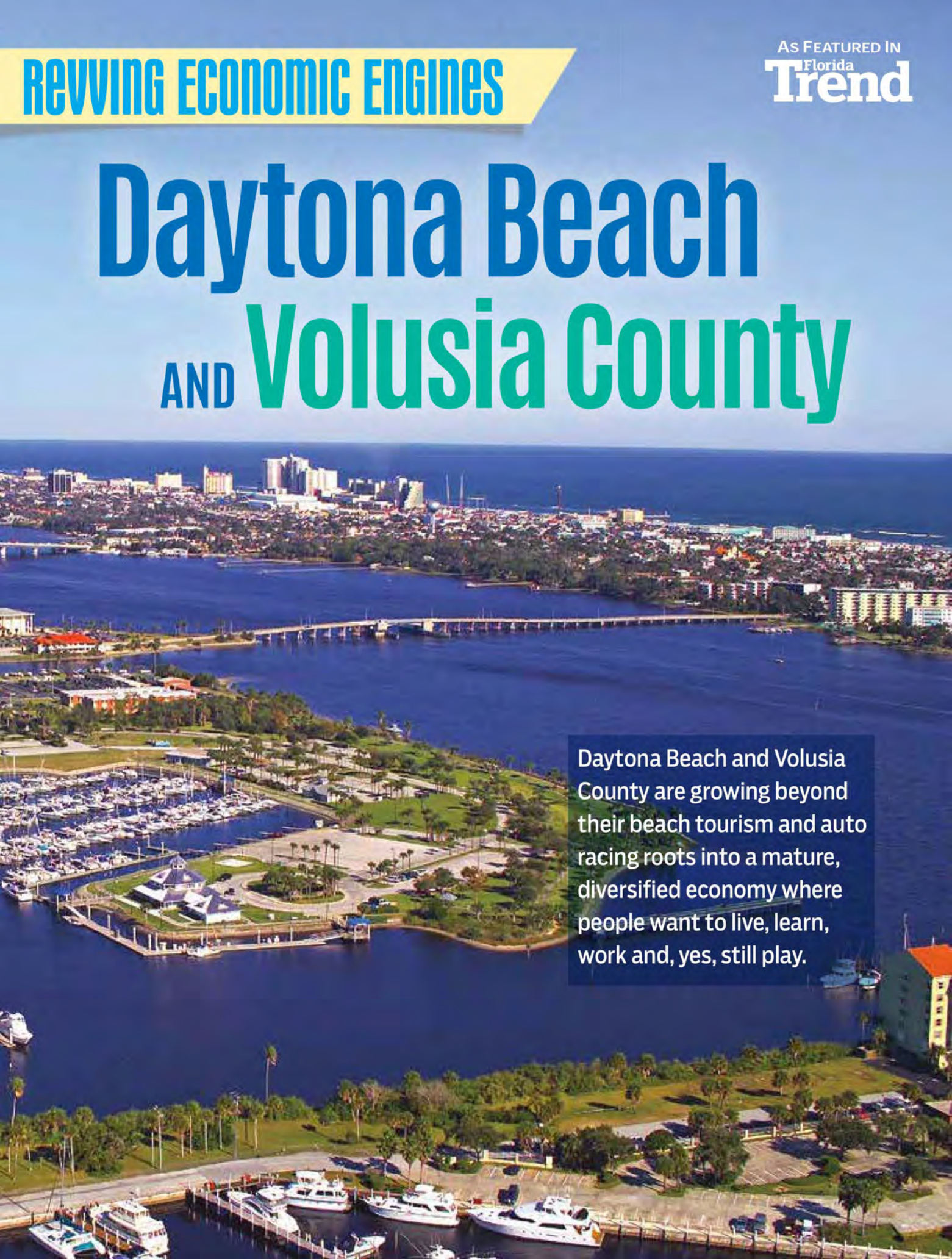


REVVING ECONOMIC ENGINES

AS FEATURED IN
Florida
Trend

Daytona Beach AND Volusia County

An aerial photograph of Daytona Beach and Volusia County, Florida. The image shows a large body of water (the Intracoastal Waterway) in the foreground, with a long bridge crossing it. In the background, the city of Daytona Beach is visible, featuring a dense urban area with various buildings and a large marina filled with boats. The foreground also shows a large parking lot and some greenery.

Daytona Beach and Volusia County are growing beyond their beach tourism and auto racing roots into a mature, diversified economy where people want to live, learn, work and, yes, still play.

#1

Most Improved
MSA

2016 Best Performing Cities Report

#3

Best City to
Live In

Town & Country magazine / Trulia

Top 3

Hottest
U.S. Real Estate
Market

Coastal Living magazine

Top 10

Best Places to
Live in the U.S.

Town & Country magazine / Trulia

Top 25

Fastest Growing
Communities

U.S. Census Bureau

People are talking about Daytona Beach. And what they're saying is all good.

By Eleanore Osborne

To toot your own horn might be considered a transgression.

So Daytona Beach and Volusia County will let others do the bragging for them. Because what others are saying is all good: for business, for quality of life, for the future.

Daytona Beach now ranks No. 7 nationally as the most popular place for people to move, according to *U.S. News & World Report* — up from No. 8 a few months ago.

Part of the popularity is location, of course: on the Atlantic Ocean, with easy access for business and leisure in three directions via I-4 and I-95. Volusia County, with a comfortable urban/country vibe, puts Orlando and Jacksonville in easy reach, but without the traffic and higher prices.

U.S. News & World Report says: "Daytona Beach's growth from net migration between 2012 and 2016 nearly hit 9%. The coastal metro area attracts plenty of tourists to NASCAR races and local beaches, but plenty of those visitors also appear happy enough to make the place their next home."

Accolades are also coming in from other sources: Realtor.com ranks the Volusia-Flagler County area No. 8 in its report: "Next Urban Powerhouses" and No. 4 in its "America's Top 10 Housing Markets to Watch."

The Hard Rock Hotel opened recently, and ONE DAYTONA, the entertainment/shopping/lodging complex, is nearing completion of its first phase across from Daytona International Speedway. And recently, Chicago-based 55Places.com ranked Latitude Margaritaville the nation's "Most Popular Active Adult Community" for 2018.

These and other accolades affirm and inspire the area's economic development organizations, which collaborate to help prospective businesses with expansion or relocation plans. Team Volusia Economic Development Corporation is a unique public/private partnership that travels the world in search of prospective companies while marketing the region. The Volusia County Economic Development Division works with existing Volusia County businesses considering expansion. The CEO Business Alliance is privately funded by a select group of business and community leaders leveraging targeted initiatives for new and expanding industry.

"Collaboration is the key to our success. It is contributing to a broad spectrum of companies eyeing Volusia County as a site for expansion or relocation."

~ Keith A. Norden, CECd, President & CEO
Team Volusia Economic Development Corp.

Volusia County at a Glance



As a central location that offers charm, character and a wealth of economic benefits, Volusia County is a top spot for business expansion.

Cities Daytona Beach / Daytona Beach Shores
DeBary / DeLand / Deltona / Edgewater
Holly Hill / Lake Helen / New Smyrna Beach
Oak Hill / Orange City / Ormond Beach / Pierson
Ponce Inlet / Port Orange / South Daytona

Population 538,000+

Size 1,432 Square Miles

Miles of Beaches 47

Oceanfront Cities 5

Airports Daytona Beach International
DeLand Municipal
Massey Ranch Airpark
New Smyrna Beach Municipal
Ormond Beach Municipal

Railroads CSX / FEC / FDOT-SunRail

Seaports PORT CANAVERAL (Canaveral Port Authority)
JAXPORT (Jacksonville Port Authority)

Highways I-95 / I-4 / US 17 / US-1 / SR40 / SR44

Volusia County is about an hour's drive southwest to Walt Disney World, or southeast to the Kennedy Space Center.

Orlando 56 miles Tampa 140 miles
Jacksonville 89 miles Miami 253 miles



Re-imagined Speedway Adds Play-and- Stay Amenities

By Teresa Burney

The thrilling sound of engines revving to the red line and the 200-mph whoosh of super-charged race cars hasn't changed at the iconic Daytona International Speedway. But the stadium itself has morphed like a Transformer character into an upscale venue on steroids after a \$400-million re-imagining from July 2013 to January 2016.

The new stadium is bigger — nearly a mile long — so long that the design had to account for the seven-inch curvature of the earth over the distance. The interior space is large enough to allow social spaces in the front stretch area called "neighborhoods" each the size of a football field with sight-line design and dozens of video screens to catch the action.

Comfort for fans was a targeted improvement. More track-side suites were added, and seating in the stadium got more comfortable when some 101,500 stadium seats were outfitted with back and arm rests and super-sized cup holders.

The rebuild also added considerable bump-ups in convenience, doubling the number of restrooms and tripling the number of concessions and merchandise points of sale. And with 1,400 TV screens showing the track action, you don't miss a thing while picking up a snack.

The Speedway transformation, dubbed Daytona Rising, was an economic driver of its own, creating 6,300 jobs during construction and paying wages totaling more than \$300 million. Governments were enriched as well with \$85 million in new tax revenue during construction.

Total economic benefits continue after construction with a \$1.6 billion total economic benefit to the state each year, including \$645 million directly to the labor force. And those benefits are coming in all year long — not just for the big name races — with the Speedway hosting up to 300 events annually.



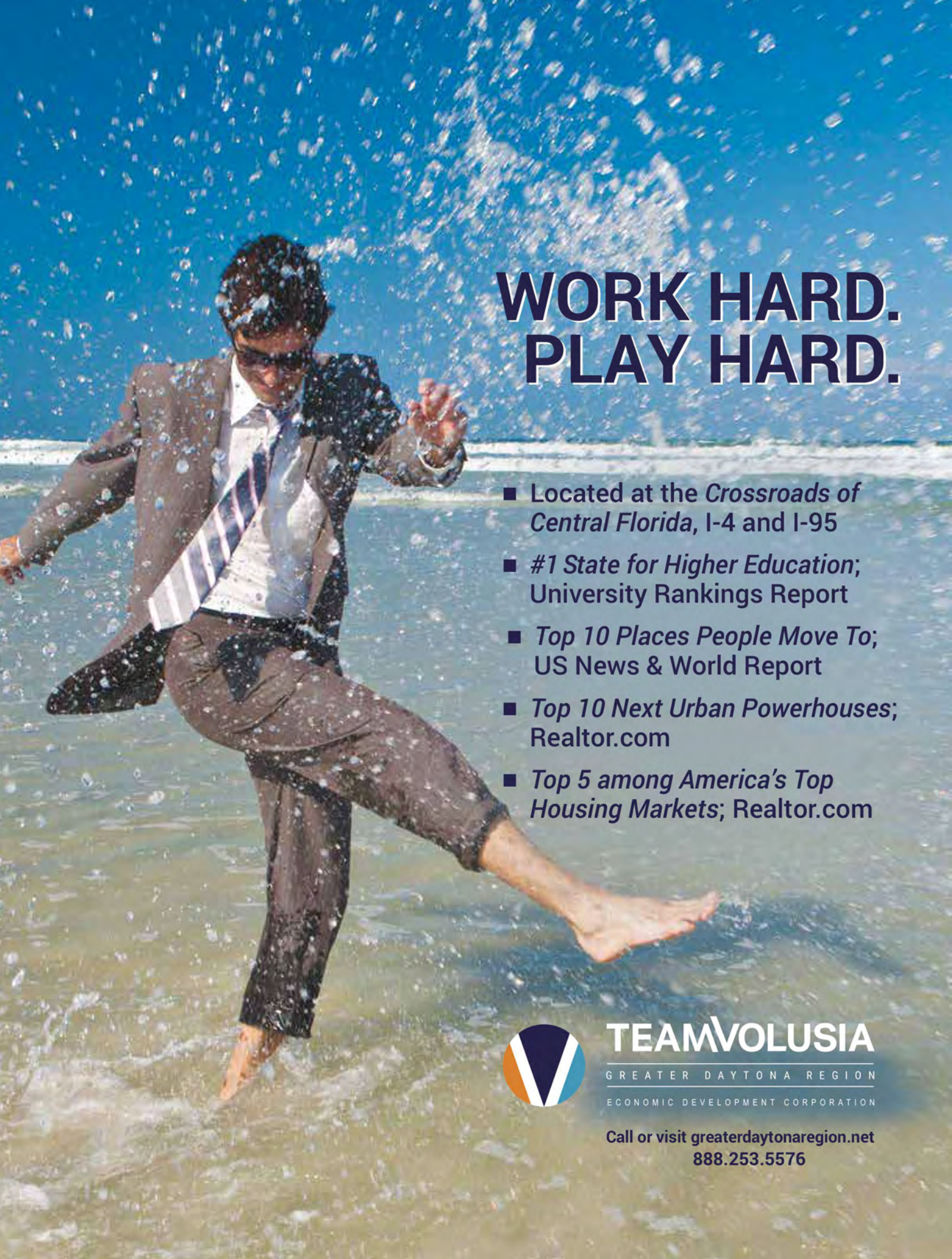
With Daytona International Speedway becoming a year-round attraction, it became clear fans needed a nearby place to stay and play. So, the owners, led by International Speedway Corporation CEO Lesa France Kennedy, built a companion complex across from International Speedway Boulevard, linked by a sky bridge, and developed ONE DAYTONA. At the 70-plus acre entertainment center, race fans can eat, shop, play, see a movie, work and stay the night at Fairfield Inn & Suites by Marriott or The Daytona, an Autograph Collection Hotel.



ONE DAYTONA

ONE DAYTONA includes 16,000 available square feet of Class-A office space for lease, and 276 multi-family residences are planned this year as well.

The Volusia Mall, just across the way from the Speedway, is also getting some redevelopment action. CBL Properties is redeveloping the Sears Auto Center at the mall to include three new dining and entertainment options: Metro Diner, Bonefish Grill and the first location in Florida for The Casual Pint Beer Market. Extra space is available for retail or service as part of the redevelopment.



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Hotel Palooza

By Teresa Burney



(top l to r)
The Shores
Resort & Spa;
Hard Rock Hotel;
Streamline Hotel
(bottom) Hilton
Daytona Beach
Oceanfront

Fun and cool accommodations have been part of Daytona Beach and Volusia County since the world discovered the packed, white sand beaches and warm climate, but recently new luxury hotels with haute décor are popping up like beach daisies.

More than \$2 billion in improvements are underway, much of it invested in hotels on and off the beach.

"We have had an amazing turnabout in quality of product for upscale guests," says Bob Davis, CEO/president of the Lodging & Hospitality Association of Volusia County.

Hard Rock Hotel Daytona Beach opened in March, replacing the former Desert Inn, considered a premium oceanside hotel in the 1950s. The new seven-story, mid-century modern ode to rock and roll boasts panoramic views, 20,000 square feet of meeting space, three dining options, groovy glitz and rock star memorabilia.

The Daytona Beach Convention Hotel & Condominiums, a \$192-million, 501-room oceanfront addition to the convention center complex, is under construction.

A Home2 Suites by Hilton is rising east of the Speedway, and a new oceanfront four-diamond Marriott Renaissance hotel is planned just north of the Ocean Center convention center on the beach. The 44-room Streamline Hotel, a historic beachside art deco-style boutique property that hosted the meeting that launched NASCAR in 1948, reopened last year.

ONE DAYTONA, an entertainment destination across from the Speedway, has two new hotels as well, the 145-room Marriott Autograph Collection hotel named The Daytona and a 105-room Fairfield Inn & Suites by Marriott.

Other new hotels include the Residence Inn by Marriott Daytona Beach Oceanfront, Hilton Garden Inn and a boutique hotel called Chateau Mar Beach Resort. An icon on the sands of Daytona Beach Shores, The Shores Resort & Spa is enhancing its AAA Four Diamond ranking with renovations.

DeLand recently added new hotels as well. The Artisan, a 1920s-era hotel in the middle of downtown, has been renovated and often enjoys full occupancy, and a 105-room Marriott Courtyard is slated for opening this summer.

New Smyrna Beach visitors can stay at the year-old Hampton Inn that opened in 2017 or a new SpringHill Suites on the beach.

When loyal tourists return this year, they will have more dining options, including the first new beachfront restaurants on Daytona Beach in 10 years: LandShark Bar & Grill and Cocina 214, developed by Consolidated-Tomoka Land Co. And in Ponce Inlet, there's Off the Hook at Inlet Harbor.

Billions in Visitor Impact

Number of Visitors 10 Million
Total Expenditures \$6.09 Billion
Overall Employment 55,200
Payroll \$734 Million

Source: Mid-Florida Marketing and Research, 2017

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Economic Drivers

By Teresa Burney

Volusia County's economic drivers are firing on all cylinders. Its traditional hospitality and tourism sector draws people into town for more than just a beach day. Home builders are creating communities where people are excited to buy new homes. Commercial construction thrives, and manufacturing has taken off with the help of an educated workforce. Meanwhile, enhanced transportation projects improve access to markets.

Residential Construction

At the end of the Great Recession, Mori Hosseini, chairman and CEO of ICI Homes, a Volusia-based national home builder, watched as home building markets returned one by one across the state — everywhere but Volusia County. Even he held off from investing in his home turf.

Then in 2013, the owners of Daytona International Speedway decided to invest \$400 million to rebuild the Speedway and another \$120 - \$150 million on an entertainment district across the street.

At the same time, Embry-Riddle Aeronautical University's construction projects, which total some \$315 million over the past five years, were also goosing the economy.

Those key decisions sparked an investment chain in Volusia County, kick-starting home building and commercial construction, says Hosseini. "For the first time in a long time we saw activity on the beach, with the construction and recent opening of the Hard Rock Hotel Daytona."

The spark continues to grow.

After logging the strongest first quarter for new home starts since 2006, Volusia County homebuilders followed up with a fruitful April 2018 with 241 permits issued, the second most in a single month since June 2007.

"Construction is the gift that keeps on giving," says Sandy Bishop, executive director of the Volusia Building Industry Association. "Every new home generates three full-time jobs, and every new home takes a vacant piece of dirt and turns it into a little economic machine."

ICI Homes recently opened Mosaic in Daytona Beach, a 1,200-home "full life" community, selling 27 homes in the first 30 days. The company offers homebuyers a variety of choices in six communities in the area and plans to begin construction of model homes at Woodhaven, a 1,300-home community in Port Orange.

Dozens of builders and developers have large projects underway.

"One reason for a good part of this new success is we have very good government leaders in both the county and the cities."

~ Mori Hosseini, Chairman and CEO, ICI Homes



◀ **Max Daytona,** a luxury high-rise, is part of Volusia County's growing wave of residential development. Groundbreaking for the 12-story, 72-unit oceanfront condominium being developed by Bayshore Capital is expected later this year.



▲ **Latitude Margaritaville Daytona Beach,** a new concept that is redefining active adult living, is selling homes in its first phase of 378 home sites. Plans call for 3,000 homes, with the possibility for 6,900 at buildout. In November 2017, more than 300 hopeful residents camped overnight outside the sales center to place deposits on their future homes. Minto Communities USA, based in Florida since 1978, is the developer.

**New Building
Permits, 2017**

Residential \$617 Million



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◆ In Ormond Beach and Flagler County, the Ford family of DeLand plans to create a 3,000-acre development called Ormond Crossings near Destination Daytona. Plans call for nearly 3,000 residential



Security First Insurance

units adjacent to Interstate 95 and 4.2 million square feet of commercial space. Joe Mannarino, Ormond Beach's former economic development director, has described Ormond Crossings as the city's "future," with the potential to draw thousands of new residents and jobs.

◆ Security First Insurance, which recently began clearing 13 acres to make room for a four-story, 133,000-sq.-ft. headquarters building in Ormond Crossings, is kick-starting interest.

◆ In New Smyrna Beach, Geosam Capital is looking to develop at least 3,000 - 4,000 homes over the next seven or eight years.

◆ Farmton community, south of Edgewater, is planned by Miami Corporation. The vast majority of the 47,000 acres is in conservation easements, and the planned 23,100 dwelling units will be in sustainable development areas. The community is accessible by three interstate interchanges.

Commercial Construction

John Wanamaker of Coldwell Banker Commercial, a Volusia County real estate veteran, is awed by the current real estate market.

"It's the best it's been in the 30 years that I have been here," he says. "Industrial space vacancy is 1%. It's 4% in office and 5.5% in retail. Everything is being leased up."

New buildings are also going up. Brown & Brown, the sixth largest insurance brokerage in the world, is building a 10-story, \$30-million corporate headquarters in downtown Daytona Beach that will revitalize 10-plus



Brown & Brown Insurance

acres of prime real estate, provide \$35 million in new construction and land value, and generate approximately \$8.7 million in construction related wages.

Consolidated-Tomoka Land Co. (CTO), a substantial land owner in Volusia County, has been hyperactive in the last few years. After building the LPGA project in 1993, it moved on to diversify beyond homes and golf courses. It sold land to Trader Joe's for a distribution center in 2014. In 2015 CTO sold nearly 40 acres for the Tanger Outlet Centers for development of a 350,000-sq.-ft. outlet shopping center that opened in November 2016. And in 2017, CTO sold 1,586 acres to Minto Communities to develop Latitude Margaritaville.

Recently, CTO developed the first new beachfront restaurants on Daytona Beach in more than 10 years: Cocina 214 Mexican Kitchen & Bar and Land-Shark Bar & Grill.

**New Building
Permits, 2017**

Commercial \$390 Million

Manufacturing

With access to I-95 and a manufacturing-friendly environment, Volusia County has always been a good location for manufacturers — 450 and growing, according to Jayne Fifer, president/CEO, Volusia Manufacturers Association. Recently, many have expanded or announced plans to expand.

◆ Boston Whaler continues to be a large part of southeast Volusia's manufacturing sector, employing more than 900 salaried and hourly employees. The boat manufacturer's current \$42-million expansion project includes a development partnership with the city of Edgewater and the purchase and development of 60 acres north of its current site.



Boston Whaler

◆ B. Braun Medical is planning a \$100-million, 54,000-sq.-ft. expansion to the former Gambro Plant it purchased, bringing in at least 175 new jobs — average annual salary near \$42,000 — to Daytona Beach, tripling the company's workforce. The company is also moving into a newly constructed 400,000-sq.-ft. distribution center.

◆ DaVita Labs, a diagnostic laboratory that works with dialysis organizations and physician practices to serve nearly 200,000 patients annually, is investing \$30 million to build a new medical lab in the DeLand Municipal Airport's Northwest Business Park.

Other Volusia-based manufacturers include: Raydon, virtual training environments; Teledyne Marine, technology solutions for marine applications; Microflex and Microflex Automotive, disposable gloves and flexible metal hoses; Germfree Laboratories, modular containment labs; Daugherty Manufacturing, custom manufacturing; Hudson Technologies, deep drawn metals; BBK Performance, specialty auto parts; SeaMax Aviation, recreational aircraft; and Kingspan, commercial insulated metal roof and wall panel systems.



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Transportation

Daytona Beach International Airport is clocking increases in traffic as passengers discover the ease of flying into and out of the smaller airport that boasts service by three big carriers. American Airlines, Delta Air Lines and JetBlue Airways offer service to more than 90 destinations and daily nonstop service to New York City, Atlanta and Charlotte.

For the 12 months ending April 30, 2018, passenger traffic at DAB increased 4% with 730,341 total passengers traveling through the facility.

"It's wonderful to see our local market respond to increases in flight activity and capacity. It truly displays the continued demand-growth for the friendly, stress-free experience we provide at Daytona Beach International," says Airport Director Rick Karl.

The steadily increasing traffic at DAB comes at a time when other airports in its class are experiencing flat or decreased traffic. Local and regional user-loyalty and preference over Orlando and Jacksonville airports play their part in the increase.



Daytona Beach International Airport

Airport renovation plans are in development; construction is expected to start by 2019. The terminal building is expected to get a makeover with a fresh look by the end of 2020.

Daytona Beach International Airport recently built a runway extension to its Taxiway Sierra allowing direct access to Embry-Riddle Aeronautical University's Research Park and Eagle Flight Research Center, a tenant at the airport studying reduction of aircraft noise.



▲ **SeaMax Aviation** executives were among the numerous exhibitors that took part in the annual DeLand Sport Aviation Showcase that features the rapidly growing niche of sport aviation. At DeLand Municipal, Sport Aviation Village is the world center for parachute design and manufacturing for civilians and the military. More than two dozen companies employ 600 workers at the airport. Pictured are Shalom Confessor de Aguiar do Amaral, director of International Business Development/USA, and his wife, Bruna Gratz do Amaral, SeaMax Aviation's senior administrative and operations manager.

Logistics

When David Slick of Command Medical Products moved his company from Ohio to Volusia County in 1986, he was a little worried the freight costs to deliver the medical devices his 130 employees manufacture in Ormond Beach would be non-competitive.

"In reality, it amounted to pennies," says Slick, adding he never second guessed the decision again.

"We also have a major factory in Central America, and we can get products from here to there in a little less than a week. It's very easy and cost effective."

Transportation improvements to keep residents and businesses moving are ongoing across the region.

The Florida Department of Transportation spent \$460 million for infrastructure in Volusia County from 2013 to 2017. In their upcoming 2018-2023 work cycle, FDOT plans to spend another \$206 million. Ongoing projects such as the I-95 interchange

improvement, which is widening the highway from four to six lanes, continue to move forward. That project is expected to be completed in 2019.

The Tom Staed Veterans Memorial Bridge across the Halifax River will be the first bridge in Florida with a concrete archway design. The \$38-million project, replacing a drawbridge, will provide fishing piers and 28 scenic overlooks that depict past military conflicts to honor local veterans. The bridge is expected to be completed by 2019.

Volusia County Exports: \$323 Million

The value of exports from the Deltona-Daytona Beach-Ormond Beach MSA has grown more than 20% from pre-recession levels.



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Two Great Medical Centers and Top Doctors on Call 24/7

By Eleanore Osborne



"Every dime we make is re-invested into the health of our citizens, and we are extremely proud and honored to be here for our community."

~ Jeff Feasel, President and CEO, Halifax Health

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In Daytona Beach and Volusia County you've got it all: two top medical centers that can provide the care you expect for yourself, your family, your friends.

"People can be certain they will receive good health care here," says Jeff Feasel, Halifax Health president and CEO. He oversees a community health care system with 678 licensed beds and more than 500 physicians

on its medical staff, representing 46 medical specialties.

Feasel is enthusiastic about the hospital's recent purchase of the GE Revolution CT Scanner, the only one in Central Florida, "which enhances our ability and speed to image, diagnose and prescribe treatment when seconds count," he says. It sets Halifax Health apart in Central Florida, he says, as do services such as inpatient behavioral health, trauma surgery and the capabilities of the emergency room, one of the largest ERs in the Southeastern U.S.

"We were recently named the top hospital in the country for delivering babies at 39 weeks or more, which is safer for mothers and their babies. We were also named the top hospital in the state, and second in the nation, for the lowest readmission rates for hip and knee procedures." Another high mark: recognition by The Joint Commission for quality of service.

"We need to be more open and global about the excellence this community provides."

*~ Ed Noseworthy, CEO
Florida Hospital Memorial Medical Center*



Founded by the state legislature, Halifax District Hospital opened its doors with 125 beds in 1928, became a convalescent facility during World War II and a community hospital once again in 1947. Later renamed Halifax Health, as a public, non-profit hospital, it provides more uncompensated care than all other hospitals in Volusia County combined, Feasel says, and last year received more than 2,000 requests from other hospitals to transfer their patients to Halifax for care.

"We are owned by the people of the community and are the community's greatest asset. Every dime we make is reinvested into the health of our citizens, and we are extremely proud and honored to be here for our community."

It's All Good for Patients: A Competitive Health Care Landscape

"Anyone who is coming into this community to live, work and play is going to have their medical needs well taken care of," says Ed Noseworthy, CEO, Florida Hospital Memorial Medical Center.

"In addition to community care, Florida Hospital provides higher level tertiary and quaternary care, such as heart, lung and kidney transplants," he says. "If we cannot do it here, we have a premier center in Orlando. A lot of hospitals do not have the infrastructure to provide that. With a sister hospital, we can get you there, get it done and bring you back."

A member of the Adventist Health System, Florida Hospital has five hospital emergency departments and five Centra Care urgent care





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locations in Volusia County offering patients a network of 220 employed providers and more than 1,000 medical staff physicians of all specialties.

A list of awards and accolades includes the 2012

Governor's Sterling Award, the highest award an organization in Florida can receive for performance excellence, says Noseworthy. In addition, Florida Hospital has received an "A" rating on patient safety from The Leapfrog Group; was recog-

nized by The Joint Commission as a top performer on key quality measures; and won the Reader's Choice Award for "Best Hospital" published by the *Daytona Beach News-Journal*.

"We have two strong hospitals in this community

that provide high level care," says Noseworthy, "both striving to be their best. We need to be more open and global about the excellence this community provides."

Another health care organization with deep roots in the community is Florida Health Care Plans, headquartered in Holly Hill. FHCP is the oldest HMO in east central Florida and one of the oldest in the U.S. with more than 42 years in business and 92,000-plus members. The company offers educational wellness programs and participates actively in programs with the Council on Aging, PACE Center for Girls, United Way, Volusia County Education Foundation and the Volusia Literary Council.

Florida State University College of Medicine adds to the county's health care profile by providing third- and fourth-year clinical training through affiliations with local physicians, ambulatory care facilities and hospitals. At FSU's Regional Medical School Campus-Daytona Beach, clerkship directors coordinate student rotations in family medicine, internal medicine, pediatrics, surgery, obstetrics-gynecology, psychiatry, geriatrics and emergency medicine.



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▲ **FSU College of Medicine** graduate Tina Tso, M.D. (left) did her residency training at Halifax Medical Center and is now a practicing family physician with Florida Health Care Plans in Daytona Beach.

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A Great Partnership: Higher Ed and the Community

By Eleanor Osborne

LARGEST AREA COLLEGES AND UNIVERSITIES	Enrollment
Daytona State College	13,970*
Embry-Riddle Aeronautical University	12,811**
Stetson University	4,270
Bethune-Cookman University	3,755
University of Central Florida – Consortium Institution Daytona State College	896
Palmer College of Chiropractic – Florida Campus	780
Keiser University – Daytona Beach	458
Florida State University College of Medicine – Daytona Beach	40

* FTE

** U.S. total enrollment

Synergy. You can see it, you can feel it: the connection between students with their backpacks, and business leaders with their visions for the future. Throughout Volusia County, higher education is at the forefront of growth, providing the home-grown talent, innovation and drive that progressive businesses demand.

Case in Point: Embry-Riddle Aeronautical University

ERAU, the self-referenced “Harvard of the South,” is in the midst of one of the most significant transformations in the school’s 90-year history, says P. Barry Butler, president. “We are fast becoming an important national presence, not just in aviation and aerospace, but in the sphere of applied research and innovation.” In the past five years, ERAU has invested more than \$315 million in building infrastructure in Daytona Beach, at the school’s flagship campus.

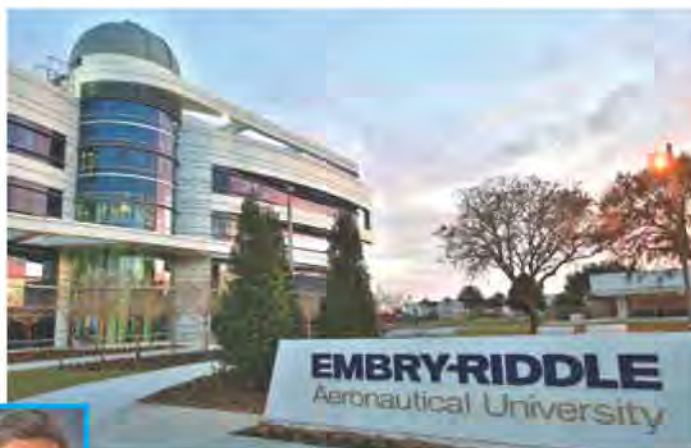
“We are generating trailblazing research in aviation and aerospace engineering, from the design and development of a smart, personal flying vehicle to pushing the limits of unmanned aircraft systems and robotics,” Butler says. Expanding research encompasses efforts in the fields of medical human factors, astronomy and space physics, autonomous vehicles, spaceflight operations and cybersecurity.

Rodney Cruise, ERAU’s senior vice president for administration, amplified those thoughts. “Businesses are coming to Daytona Beach because of the unique skills at Embry-Riddle, which help their businesses grow in helpful, thoughtful ways.”

The Daytona Beach area is its own recruiter, Cruise says. “Students and businesses alike are attracted by the area, the lifestyle, the community.” Interesting, well-paying jobs complete the picture.



ERAU Flight Simulator



“Embry-Riddle is fast becoming an important national presence, not just in aviation and aerospace, but in the sphere of applied research and innovation.”

~ P. Barry Butler, President, Embry-Riddle Aeronautical University



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"Stetson University continues to move toward realization of its strategic plan and a vision that raises its position as a generator of thought leadership, economic prosperity and talent while supporting distinctive programs that meet student and employer demand."

~ Wendy Libby, President
Stetson University

Small Town, Big Presence: Stetson University

It's mostly traditional brick outside, with mullioned windows and stately columns, but behind those walls, Stetson University, founded in 1883, is anything but old-school.

Wendy Libby, president, describes a strategic plan that generates leadership in thought, economic prosperity and talent. At the same time, the school's vision supports programs that meet both student and employer demand. The curriculum is always on the cutting edge, she says, and enrollment last fall was up 50% since 2009.

A private university located in DeLand, just west of Daytona Beach, Stetson consistently ranks high in *U.S. News & World Report's* list of Best Regional Universities, recently moving up to tie for the fifth spot. The university also ranks high with residents, who value the liveliness and intellectual excitement that Stetson brings through its classes, lectures,

music, art and theater programs. A city official credits a recent population spurt of 1,000 largely to Stetson. Alumni love Stetson, too, adding to an endowment that has reached more than \$208 million and sparked a recent gift of \$18 million from a single donor.

Enrollment is up, and so is the budget. For the 2018-2019 fiscal year, the school's budget includes more than \$11.7 million in capital improvements and expenditures for the university's campuses in DeLand and at its College of Law in Gulfport. "We are completing work this year on the multimillion dollar Sandra Stetson Aquatic Center, home to the Institute for Water and Environmental Resilience, and an outstanding facility for rowing and visiting teams," Libby says.

"Most importantly, we are planning toward impactful utilization of the \$18-million gift Hyatt and Cici Brown made toward expanding our science and health programs and facilities," Libby says. "Hyatt Brown has rightly called this an investment in West Volusia and our academic leadership."

At the Heart of Daytona Beach: Daytona State College

No smokestacks here, no blast furnaces either, but tucked away along the rivers and among the longleaf pines, Volusia County is home to more than 450 manufacturing companies, some of them leaders internationally. Helping to supply these companies with well-trained, reliable workers and recent graduates with rewarding jobs is one of the missions of Daytona State College.

Last year, DSC served a total of 26,000 students, says Tom LoBasso, president. Through its Advanced Technology College, qualified junior and senior high school students are offered free dual-enrollment at DSC, learning specific trades that are key contributors to the workforce. Dual-enrollment is also offered in other areas. "This year, 108 students got an AA degree before they graduated from high school," says LoBasso. "Talk about a benefit to families — the savings they have experienced."



Among others, DSC offers bachelor's programs in education and nursing, both of which have a direct impact on the community, with graduates of the School of Nursing filling positions at area medical facilities and as teachers at local schools. For the past two years, the Volusia County Teacher of the Year was a DSC graduate.

"The college has been instrumental in several businesses relocating here," LoBasso adds.



"This is an exciting place to work, fulfilling our mission to our local community and students."

~ Tom LoBasso, President
Daytona State College

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DSC was involved in recruiting Techfit, a Colombian company that searched the U.S. before choosing Daytona Beach and becoming part of the research park at Embry-Riddle Aeronautical University. "We talked to them, gave them a tour. We have machining and brand new 3D printers, and that really impressed them. We had a positive impact on their decision-making. They are going to connect with our program."

The college boasts several other unique programs and facilities: database technology for billing and coding and the Southeast Museum of Photography, which attracts students from across the country.

"And we would put our culinary arts program up against anyone in the country. We are the only one in the region with a micro-brewing lab," LoBasso says. Add to that the News-Journal Center, a performing arts complex on the Halifax River, "and a music production technology program with state of the art studios that mirror what you would find in Nashville," says

LoBasso. Want to learn how to make eyeglasses? Okay, there's that, too. Or, how about an AS degree in TV production? Students get hands-on experience at WDSC-TV, an independent broadcasting station, located on campus. "Their resumes are off the chart when they graduate," LoBasso says.



The News-Journal Center

The University of Central Florida also has a presence on the Daytona Beach campus, where students can participate in the "Direct Connect" program. Study for two years at DSC, with joint advisers from UCF, and enter UCF with full junior status.



Bethune-Cookman University

Bethune-Cookman University and Other Important Players

Since 1943, Bethune-Cookman University, a historically black private university, has graduated more than 13,200 students. Traditionally, the university has maintained intercollegiate athletic programs and instrumental and choral groups that have achieved national recognition.

National Statuary Hall in Washington, D.C., will soon include a statue of the university's founder, civil rights leader and educator Mary McLeod Bethune. The university's board of trustees has launched a nationwide campaign to raise funds for the statue. It will be one of only two statue positions granted to Florida.

Keiser University and Palmer College of Chiropractic give area students still more choices in the higher education options available locally.

K-12 Makes the Grade

Volusia County's public school system is the state's 13th largest school district (63,000-plus students) and one of the largest employers in the county with approximately 7,300 employees. More than half of the district's employees are skilled teachers, all of whom are state-certified. Approximately 42% of instructional staff hold master's, educational specialist or doctoral degrees.



▲ **Burns Science and Technology Charter School** in Oak Hill is one of eight charter schools in Volusia County.



◀ **At Coronado Beach Elementary in New Smyrna Beach**, students work with Legos WeDo 2.0 software on a project to create a way to move water that would have real-world applications.

A photograph of two smiling professionals, a man and a woman, standing side-by-side. The man is on the left, wearing a dark blue suit, white shirt, and a striped tie. The woman is on the right, wearing a black blazer over a red top and a red necklace. The background is a blurred office setting.

James Alvarado
Business Service Representative

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Halifax Art Festival

Counting Visitors by the Millions

By Teresa Burney

Some 10 million tourists visited Volusia County in 2017, with half staying in hotels and motels, spending some \$6.09 billion and putting 3,450 people to work in the lodging industry alone. Overall, tourism generated employment of 55,200 with a payroll exceeding \$734 million. Tourists paid 40% of the county's sales tax, according to Evelyn Fine, president of Mid-Florida Marketing & Research.

Most Volusia visitors are no strangers to the area. In 2017, more than 90% were repeat visitors reporting high levels of satisfaction.

Every season is tourist season in Daytona Beach/Volusia County. The former spring break icon has transitioned into a four-season destination that's earned the "Festival Capital of Florida" moniker.

It's easy to see why. Volusia County is home to more than 60 art, music and one-of-a-kind pop culture festivals; with some of the most well established events in the state on the festival calendar like the Greek Festival, Turkey Run and the Halifax Art Festival, it's an impressive line-up with a flair for everything from culture and cuisine to motorsports and music. The environment, art, history and endless outdoor pursuits are enjoyed side by side in gatherings large and small.



◀ **The Ocean Center**, Volusia County's meeting, convention and entertainment complex, has undergone a renovation that doubled its size while enhancing cutting-edge technology and hospitality comforts. Amenities include 200,000 square feet of flexible exhibit space, a 42,000-sq.-ft. arena, 93,000-sq.-ft. exhibit hall and a 14,000-sq.-ft. ballroom with state-of-the-art sound and lighting, award-winning catering and food service in an eco-friendly environment.



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Beyond the Obvious ... Quality of Life Includes Great People

By Eleanore Osborne

To evaluate Volusia County's quality of life, you'll want to consider its natural, economic, social and cultural offerings. And then, residents say, look beyond all that to the really important stuff: the essential character of the people.

Most people here agree on the big-picture quality of life elements. In Volusia County and Daytona Beach, a depth and breadth of choice is evident in every area, from music and art, to recreation and sports, from dining to shopping; and you don't have to be over-burdened with money to enjoy many of these things. Housing is affordable, traffic is light, most attractions are reasonably priced (many are free), and getting out and doing things is easy.



"This is an unparalleled area for a high quality of life."

— John Albright
President & CEO
Consolidated-Tomoka Land Co.

John Albright, president and CEO of Consolidated-Tomoka Land Co., says Daytona Beach has all the backbone elements of a small city and many other advantages you might not expect to find, such as direct flights on large planes to Charlotte,

New York and Atlanta, easy access to major interstates, universities offering continuing education, and two large hospital systems.

"In addition, there are miles of beach-front that you can access easily, and an environment that provides people with all kinds of recreational opportunities," Albright says. "We have unique assets available to those living and doing business here."

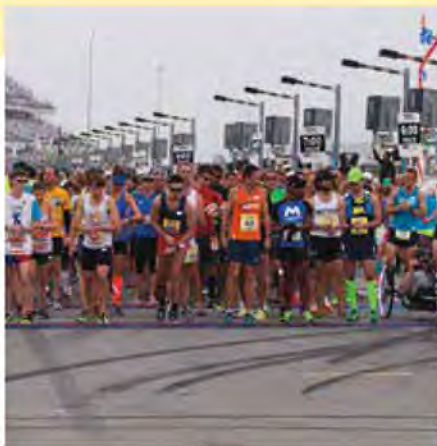
Music would be at the top of many people's quality of life list. Think of Daytona Beach music and you think of the Allman Brothers, and lately, of Florida Georgia Line and Brian Kelley, or Kaleb Lee of "The Voice." Music is in the city's DNA, with great tribute bands playing free concerts all summer long at the historic Bandshell on the beach, at Jackie Robinson Ballpark, at Bruce Rossmeyer's Destination Daytona where Harley lovers gather, and at Victory Circle at ONE DAYTONA.



Clubs, restaurants and museums, too, are alive with music throughout the year, as are festivals celebrating everything from kites to classic cars to cats. In fact, there are more celebrations and festivals than weeks in the year. For international music stars, it's the Hard Rock Hotel, the Peabody Auditorium, Ocean Center and the Country 500 Music Festival.

Classical music is alive here, too. "The Daytona Beach Symphony Society has brought classical and modern music, dance and opera to the Daytona Beach area since 1952," says Shirley Okhovatian, board member and past president of the Daytona Beach Symphony Society. Outreach programs offer young people, seniors, and those with special needs a way to experience these world-class performances.

◀ **Bird-watchers** find this a perfect place to fill in the blanks on their life-list of birds. On the beach, at sea, in the mangroves, on Hontoon Island State Park, at Lake Woodruff National Wildlife Refuge and in the northern sector of Canaveral National Seashore, binoculars are a must.



Athletes and sport fans enjoy a wide variety of amateur and pro options.

Golf Digest named Daytona Beach one of the top 15 places for golf in the country, with great weather year-round and a choice of championship private and public courses. The Ladies Professional Golf Association chose this as its international headquarters.

In June, football fans saw the 2018 Super Regional Combine at Daytona Beach Municipal Stadium and also watched the Stetson Hatters knock it out of the park in DeLand as they advanced to the NCAA Super Regionals. Fans of minor league baseball catch the Daytona Tortugas, the Class A-Advanced affiliate of the Cincinnati Reds, at Jackie Robinson Ballpark.

Whatever the watersport, it's here, with a choice of the Atlantic Ocean, the Intracoastal Waterway and inland lakes and rivers. Boats of all kinds and sizes are offered for rent at marinas, fish camps and most parks, letting residents discover the many unique ecosystems of Volusia. Offshore, scuba dive among artificial reefs, explore sunken wrecks, or charter a fishing boat and land that sailfish. For a land-based water experience, there's the Marine Science Center in Ponce Inlet, where everybody loves the stingray touch pool.

City, state and national parks are tucked into unexpected spaces: some as primitive as when the Timucuan Indians lived here. Some with historical oak trees

(top l to r) Bandshell; Andy Romano Park; Daytona Beach Half Marathon; paddleboarding on Ponce Inlet (bottom l to r) LPGA International; Daytona Beach; Ponce Inlet Lighthouse; Jackie Robinson Ballpark; motorcycle rally

reminiscent of Civil War boat works, others with remnants of Seminole Indian wars, sugar mill plantations and indigo farms to explore. Gemini Springs, Blue Spring or DeLeon Springs, where you can make your own pancakes from stone-ground flour at a tabletop grill in a historic mill. In Tomoka State Park, shelter in a hammock of live oaks, see a 40-foot shell midden created by long-ago Indian inhabitants, and see the 45-foot statue of Chief Tomokie, created by the late artist Fred Dana March.



How much do Volusians value the environment?

Enough that voters approved passage of the ECHO property tax in 2000 to support Educational, Cultural, Historical and Outdoor programs. "Every corner of the county has been positively impacted by this program," says Pat Northey, former Volusia County Council chair. To date, the grant program has awarded \$76 million for more than 190 projects, including Jackie Robinson Ballpark, beachside parks such as Andy Romano and Smyrna Dunes, a dog park in Ormond Beach, Athens Theatre in DeLand, the Ponce Inlet Lighthouse and DeBary's Gateway Center for the Arts.



(l to r) The Casements; Brown Museum of Art; Stetson Mansion; Downtown DeLand Main Street

Art — natural and man-made —

is an integral part of life here, with the Museum of Arts & Sciences, Daytona Beach, the primary art, science and history museum in Central Florida. The Root and Brown families, long-time Volusia residents, have played significant roles in supporting the museum through the years. The Root Family Museum, within MOAS, features restored railroad and antique cars and the largest collection in Florida of Coca-Cola memorabilia. New on the MOAS campus is the Cici and Hyatt Brown Museum of Art, with the world's largest collection of Florida-based art.

The Ormond Memorial Art Museum, the Casements, former winter home of John D. Rockefeller, and many others offer not only art but historical perspectives. The Mary McLeod Bethune home, the Halifax Historical Museum, and the Ponce Inlet Lighthouse and Museum are only a few of dozens. Head west to the Museum of Art — DeLand, and to DeBary to see historic DeBary Hall.

Many people who could live anywhere choose to live here. “My husband, Mori, and I moved to Volusia County to attend Embry-Riddle Aeronautical University,” says Forough Hosseini, chair of the board of trustees, Daytona State College. Mori is chairman and CEO of ICI Homes. “We elected to build our lives here because of all that Volusia County has to offer. We valued that our community is home to many colleges and universities. Our cultural scene is as worthy as that found in many larger cities,” she says. “This jewel of a community is wrapped in beautiful, clean sandy beaches and fresh air. Where else could we have moved and be blessed by such qualities?”

Treasures South and North

As enthusiastic as Daytonans are about their town, they aren't alone. Get on the road west to DeLand or south to New Smyrna Beach, and you will find two places with distinct personalities and happy residents.

New Smyrna Beach is often described as quaint and laid-back, a quieter place known for the Canal Street Historic District, local restaurants such as JB's Fish Camp and the Grille at Riverview. What truly sets it apart, however, is the art scene, comprised of the Atlantic Center for the Arts, which offers residency programs to well-known artists in every discipline, and a breathtaking complex offering public performances and exhibits. Complementing ACA are Harris House, The Hub on Canal and the Arts on Douglas galleries, with new

exhibits on the first Saturday of the month, and a reception known for its wine, local shrimp and spirited atmosphere.

DeLand, to the west, is the Volusia County seat and home to Stetson University, where lectures and concerts are offered in beautiful Elizabeth Hall, named for the wife of famed hat maker John B. Stetson, an early school benefactor. Their home, the Stetson Mansion, built in 1886, is open for tours.

Downtown DeLand is an award-winning Main Street community, dotted with owner-run specialty stores, galleries, antique shops and charming oddities such as Chess Park. It's the site of classic car shows, art shows and performances in the nearby Athens Theatre, a 1922 jewel of Italian Renaissance architecture.



What is the character of Daytona Beach?

The tale of **Brownie the Town Dog** may give you an idea. Brownie, a stray, lived downtown from 1939 until 1954. He had no owner, and was loved by the whole city. He lived in a custom dog house, had a bank account at Florida Bank & Trust, and liked to eat steak and ice cream. He is at rest in Daytona's Riverfront Park, a plaque marking his place. In June of this year, a bronze statue was added, because people still remember and still care. That's Daytona Beach.

Venture beyond DeLand

to the Cassadaga Spiritualist Camp, where believers and the simply curious are welcome. Blue Spring State Park is a manatee refuge, and the Pioneer Settlement for the Creative Arts, a living history destination. Byways, cruises on the St. Johns River and treks through the Big Scrub sand pine forest are favorite ways locals enjoy the outdoors.

Easy business and day trips to all parts of Florida are another advantage of Volusia's central location. St. Augustine, just a hop away, takes you back to 1565, the year of its founding. Set out on foot over cobblestone streets into Old Town, or take the sightseeing trolley, and visit dozens of historic sites, such as the Ponce de Leon Fountain of Youth.

South of Volusia, the Space Coast envelops the Merritt Island National Wildlife Refuge and the southern end of Canaveral National Seashore, for prime bird watching. Nearby is the John F. Kennedy Space Center at Cape Canaveral, where space exploration, past and present, comes alive. Theme parks are close by too — Walt Disney World, Universal Studios, Legoland, Sea World Florida and many others. All in your Volusia backyard.

"Our area, I love it. I would not want to live anywhere else."

— Glenn Ritchey,
CEO Business Alliance



A Strategy of Success: Innovation, Cooperation

By Eleanore Osborne

Residents of Volusia/Daytona Beach are eager to let others know about the place they call home: its assets and charms, and why they wouldn't live anywhere else, even though they could. It's the mantra of several organizations devoted to economic development, one of which is Team Volusia.

"This is an especially exciting time," says Keith A. Norden, president and CEO of the Team Volusia group. "The variety of companies and organizations that are eyeing Volusia County as a location for expansion or relocation is contributing to a veritable renaissance — economically, demographically and culturally," he says and names a few recent standouts:



"This is an especially exciting time in Volusia County."

— Keith A. Norden, CEC, D.
President & CEO, Team Volusia
Economic Development Corp.



Daytona International Speedway
Motorsports Stadium



Tanger Outlet Mall



B. Braun Medical

- ◆ More than a billion dollars in new investment in just the past two years that has resulted in Volusia County welcoming the world's first motorsports stadium in Daytona International Speedway
- ◆ Major new retail destinations in ONE DAYTONA and Tanger Outlet Mall
- ◆ Medical manufacturing, distribution and laboratory services in B. Braun Medical, DaVita Labs, Command Medical Products and Germfree Laboratories
- ◆ Aviation manufacturing by SeaMax Aviation
- ◆ Corporate headquarters projects by Brown & Brown Insurance and Security First Insurance

Some were driven by the private sector. Some became reality with the help of one or more organizations. "All are high impact, and all add vitality to Volusia County's economy," Norden says.

The Groundwork Has Been Laid

"It is not a coincidence that new and expanding industries remark on the quality of our workforce training and education system, along with the welcoming attitude of public and private sector individuals," says Nancy P. Keefer, president & CEO, Daytona Regional Chamber of Commerce.

"The community synergy and collaboration they experience has been a major factor in their decisions to move or expand their business in Volusia County. High rankings in national polls signal that our region is a great place to work, live and visit," says Keefer.

Attracting Techfit Digital Surgery is a prime example of the collaborative synergy Norden and Keefer describe.

That spirit of cooperation among the leading economic development organizations influenced Colombian manufacturing company Sampedro's decision to bring its Techfit Digital Surgery to Volusia County, to further innovation efforts and serve as a base for international expansion.

Sampedro was attracted by the partnerships between government, private and academic institutions, says Embry-Riddle President P. Barry



Butler, and will be joining the University of Central Florida Business incubator's soft-landing program, which is specifically designed for foreign companies that want to launch a startup in the United States.

Team Volusia EDC and the Daytona Regional Chamber were lead agencies on this project. Collaboration is common on such opportunities, including participation with Embry-Riddle Aeronautical University, Daytona State College, cities and a supportive business community.

Others involved in recruiting Techfit weigh in, too. "The Chamber is proud to have been a part of the process ... illustrating the true power of community collaboration," says Skip Lilly, chairman of the board for the Daytona Regional Chamber. The cooperation of development partners is important in attracting innovative and emerging companies, he says.

CareerSource Flagler Volusia is another part of the picture, providing recruitment-related services and

"Volusia County is the Goldilocks county for us. Everything is just right. Everything is in place for us to thrive."

~ Mauricio Toro, Chief Technology Officer, Sampedro (creator of Techfit Digital Surgery)



"It is not a coincidence that new and expanding industries

remark on the quality of our workforce training and education system."

~ Nancy P. Keefer, President & CEO, Daytona Regional Chamber of Commerce

training opportunities to businesses and job seekers alike. Complementing this are vibrant insurance and financial institutions, banks and credit unions, such as VyStar and Space Coast, providing a full menu of business products and services.

"We urge businesses to take a look at our community for future development and relocation," says Glenn Ritchey, president of Jon Hall Automotive Group and former mayor of the city of Daytona Beach. "This is a wonderful place to live and work. We have a good workforce, and we are making good strides in attracting industries that are providing meaningful jobs for our graduates, jobs that will enable them to come back to their home area."

Incubating Breakthrough Technologies

Aerosapien Technologies, DHI Innovative Technologies and Koralis Entertainment are just three of the companies making good use of facilities at the Volusia County Business Incubator.

Part of the University of Central Florida's Business Incubation Program, the 9,600-sq.-ft. facility at Daytona Beach International Airport features Class A office space, flexible leases, a spacious training room with SMART Board technology, conference rooms and shared office equipment, kitchen and reception area. Since opening in 2011, the incubator has assisted 86 companies that created or retained 315 jobs in the area.



Aerosapien is working to develop technological breakthroughs in greener design for aviation and affordable access to space research, while DHIIT is developing mid-air expandable aerial vehicles and near complete autonomous systems and vehicles. Koralis is engaged in developing products and services for the growing global eSports industry, creating online tournaments with accompanying broadcasts across multiple platforms.

LARGEST AREA EMPLOYERS

	Number of Employees
Florida Hospital Volusia/Flagler	5,510
Halifax Health	3,197
Florida Health Care Plans	877
Sykes Communication	800
International Speedway Corp. (NYSE: ISCA)	760
Boston Whaler (NYSE: BC)	750
Medtronic	525
Teledyne Oil and Gas (NYSE: TDY)	525
Frontier Communications	500
DME Marketing	500
US Foods Inc.	500
Sparton Electronics (NYSE: SPA)	460
World Class Distribution	450
Brown & Brown (NYSE: BRO)	309
Metra Electronics Corp.	301
Blue Coast Bakers	300
DaVita Labs	300
NASCAR	280

Source: Team Volusia EDC

Whether retail, tourism or manufacturing, the future looks bright.

Volusia County Economic Development Division headed by Rob Ehrhardt; Volusia County Aviation & Economic Resources Department headed by Rick Karl; and CEO Business Alliance headed by President Dr. Kent Sharples, are all pulling together with Team Volusia Economic Development Corporation, headed by Keith Norden.



To learn more about business opportunities in Volusia County, contact:

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People to Know

Volusia County's talent crosses all spectrums. Leaders in business, government, education and non-profits together help lead the county into prosperity for all. Here are some key people to know.

John Albright

President/CEO
Consolidated-Tomoka Land Co.



Robert F. Apgar

Mayor, City of
DeLand;
Chair, Roundtable
of Volusia County
Elected Officials



Lori Campbell Baker

Executive Director
Daytona Beach
Area CVB

Manoj Bhoola

President & COO, Elite Hospitality



Ashley Bigg

Regional Vice
President
VyStar Credit Union



Derrick Henry

Mayor, City of
Daytona Beach

Jeff Boerger

Vice President Corporate
Development, International
Speedway Corp.



Michael Booker

City Manager
Daytona Beach
Shores



Linda Bradley

Campus Director
University of
Central Florida
Daytona Beach

Pam Brangaccio

City Manager
City of New Smyrna Beach



Powell Brown

President & CEO
Brown & Brown
Insurance



Donald O. Burnette

Mayor
City of Port Orange

P. Barry Butler

President, Embry-Riddle
Aeronautical University

David Champlin

Campus President
Keiser University

Hyatt and Cici Brown

Philanthropists
Chairman, Brown &
Brown Insurance



Jim Chisholm

City Manager
City of Daytona Beach

Rodney Cruise

Senior Vice President
Embry-Riddle Aeronautical
University

Luckey Dunn, M.D.

Regional Campus Dean, Florida
State University Medical School



Dwight DuRant

President
Zev Cohen &
Associates; Chair,
Team Volusia



Rob Ehrhardt

Economic
Development
Director
Volusia County

Jeff Feasel

CEO, Halifax Health

Joe Forte

City Manager
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Brian France

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City Manager, City of Port Orange



Rick Karl

Director of Aviation
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International Airport

Nancy Keefer

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County Council



When it's critical

We are here. 24 hours a day, 7 days a week.

At Halifax Health, you have access to a higher level of care due to our trauma center designation. Whether you have a critical condition or something less serious, you will still receive the highest level of care 24 hours a day, 7 days a week. As a matter of fact, more than 2,000 times last year other area hospitals requested patient transfers for the care only Halifax Health could provide. We are always here for you.



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CareerSource
Flagler Volusia

Wendy Libby

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Charles Lichtigman

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Charles Wayne Properties



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Executive Vice
General Secretary,
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Brown & Brown
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Tom LoBasso

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CEO & President
Florida Health Care Plans

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Ed Noseworthy
CEO, Florida Hospital
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Bill Offill
Publisher, *Daytona Beach
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Tony Otte
Economic Development Director
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Mike Panaggio
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Lesa France Kennedy
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Michael Pleus
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Don Poor
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Brian Rademacher
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Preston Root
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