



MEDIA RELEASE

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Edgewater lands Tennessee-based boat/RV dealer

Volusia County, Florida USA – A direct contact by officials of Factory Direct Marine & RV to Team Volusia Economic Development Corporation in late 2020 has resulted in the company’s selection of Edgewater for its second Florida location and eventual relocation of its headquarters from Tennessee.

After an extensive search, the company selected Edgewater as the preferred site from which to serve its customers. “The location on US1 in Edgewater is central to the I-4 High Tech Corridor and is in the heart of a growing area of Volusia County,” said Geof Hoffman, Co-owner of Factory Direct Marine & RV. “It is a key east coast location that complements our Tampa location on the west coast. We’ve now got Florida’s hottest growth markets surrounded.” In addition to Florida, the company has locations in Georgia, Indiana, Tennessee and South Carolina.

The company commenced operations in 1983 in a strip mall location with a few Gulf Stream travel trailers. Eventually boats, RVs and related camping and outdoor equipment were added, appealing to outdoor recreation markets. Its new location in Edgewater will begin serving markets this summer while additional developmental improvements are scheduled throughout 2021. Included are expanded sales and service center, company headquarters offices, a 70-acre camping village that will feature a restaurant and host special events.

“Factory Direct Marine is a dynamic and successful family enterprise that competes well in growing outdoor recreations markets,” said Samantha Bergeron, who oversees economic development for the City of Edgewater. “The company offers a one-stop shop for people who love the great outdoors with a variety of products and services. Among its brands are Coachmen, Dutchmen, Keystone, Gulf Stream and NeXus RV. Marine products range from entry-level pontoon boats to high-powered tri-toons. It’s perfect for our community and it is precisely the kind of enterprise we have targeted in our long-range economic development plans. Accordingly, early indications are that Edgewater is a perfect fit for Factory Direct Marine & RV.”

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“We are thrilled that company officials identified Edgewater in Volusia County as its preferred expansion and relocation site,” said Keith Norden, President and CEO of Team Volusia Economic Development Corporation. “We welcome Factory Direct Marine & RV as a leader in its industry and a company that is right at home in Southeast Volusia County and its growing roster of boat manufacturers including Boston Whaler.

The company projects a capital investment for its master plans at \$15 million. It expects to provide about 100 jobs over its first three years. Annual payroll is projected at \$4.5 million and the average wage at \$45,000.

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