RESILIENT GROWTH
A YEAR LIKE NO OTHER



TEAMVOLUSIA
GREATER DAYTONA REGION
ECONOMIC DEVELOPMENT CORPORATION

2020
ANNUAL
REPORT

Letter From The President & Chair

Full speed ahead ...

With 2020 squarely in the rearview mirror, Team Volusia Economic Development Corporation (TVEDC) marches into the new year with determination borne of respect for what the nation has endured and an optimistic outlook for continued economic development success. While 2020 was anything but routine, our work did continue thanks to highly leveraged use of technology and laser-sharp focus on relationships and promising projects.

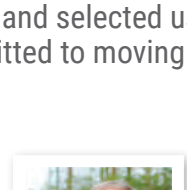
Once the pandemic had the nation (world) in its grip and our building – the International Motorsports Center – was closed as a safety precaution, our staff transitioned seamlessly, working from home via the internet, telephone and video conferencing, courier or whatever was necessary. Since key trade shows were canceled, so was our ambitious travel schedule. Accordingly, we were able to maintain – and in many cases enhance – relationships with economic development practitioners, collaborative partners, site selectors, commercial Realtors®, Enterprise Florida Inc., Space Florida, and others. We affected an immediate budget review to restrict spending to essential line items. We communicated regularly with current and prospective investors and employers to offer assistance as they dealt with the pandemic.

Since economic development is a forward-looking pursuit, most companies maintained forward momentum. Companies we have successfully welcomed to Volusia County planned for commencement of operations. Companies considering a move to Volusia County continued performing their due diligence and formulating plans for relocation or expansion to our community.

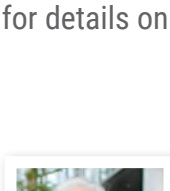
We were pleased to see so many of our investors renew their investment in Team Volusia, underscoring the importance of strategic economic development in Volusia County. We also welcomed new investors to the organization, which broadens our base of private sector participation and brings fresh ideas to the forefront.

We held our annual election of officers, saluting those who have served so faithfully and welcoming newly elected leaders to comprise our Executive Committee. We also welcome our new Volusia County Council members to the tent and look forward to working with them, their colleagues, and our entire Legislative Delegation in attracting more target companies to our community.

The bottom line is that despite a challenging year, we are on or ahead of goals outlined in our Strategy for Success master plan including capital investment, generation of new jobs, and increase in corresponding payroll. With global conditions showing signs of improvement, we continue to raise the visibility of Volusia County, showcasing assets and resources that are so appealing to prospective employers. We do so through strategic outreach activities, innovative digital marketing initiatives, our comprehensive website, targeted social and professional media and selected use of email communications. Read on for details on all these factors and more. We are committed to moving full speed ahead.



Keith A. Norden, CEcD
President & CEO



Dr. Charles "Chuck" Duva
2019 & 2020 Chair

Measuring Success

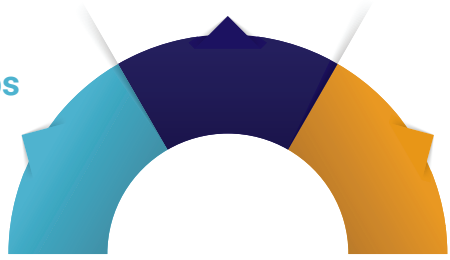
TOTAL ECONOMIC IMPACT

$209,438,146

Annual Metrics

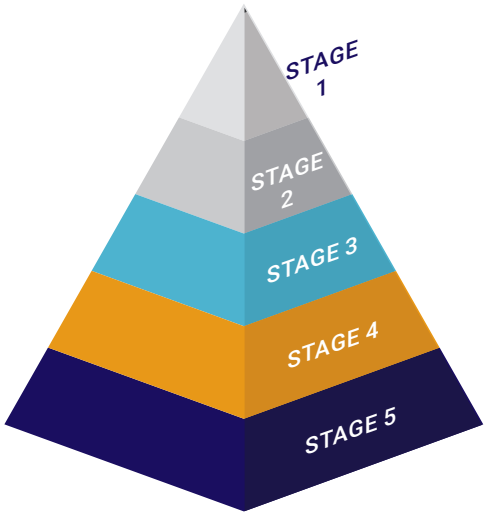
Capital Investment
$154,000,000

Announced Jobs
385



Payroll
$18,625,000

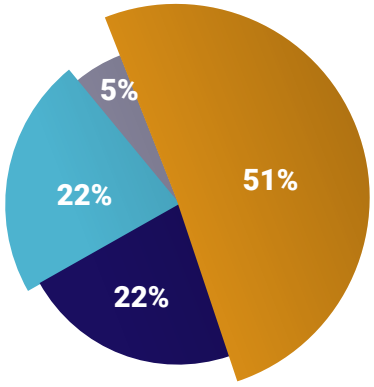
2020 Active Projects



- Initial Inquiry 36
- Initial Site Visit 8
- Additional Visits 8
- Project Negotiations 4
- Project Established 6

TOTAL: 62

Investment Summary



- Private Sector
- Municipal
- County
- Higher Education

Business Development Operational Metrics

Operational Metrics	Goal	2020 Actual
Outreach	26	15
Proposals	12	50
Site Visits	15	20
Marketing Packages	50	75
Preset Meetings	36	90
Film Permit Applications	N/A	2

Strategy for Success

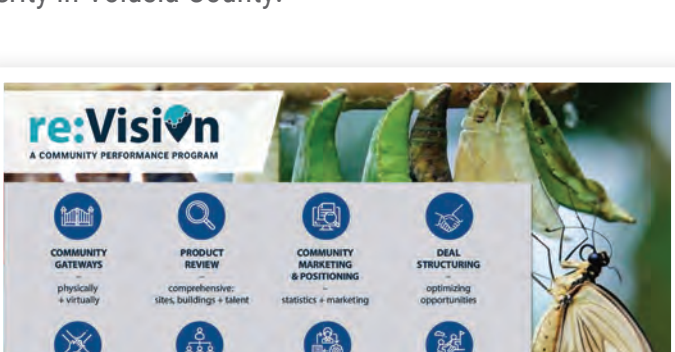
2018 TO 2020

TEAM VOLUSIA EDC'S THREE-YEAR STRATEGY FOR SUCCESS

Team Volusia's program of work continues to be guided by carefully crafted strategies. We followed the action steps and recommendations which were implemented after the Strategy for Success was adopted in 2017. The privately funded plan included bold strategies which were identified to achieve Volusia County's potential as a premier business address. More than 200 private sector and public sector individuals participated in the process. The results produced recommendations in five strategic focus areas including business recruitment; marketing and communications; entrepreneurship and innovation; workforce and talent; and organizational services and delivery. Team Volusia staff worked closely with our private sector and public sector leaders on the implementation and completion of key projects identified in the Strategy for Success. As the three-year strategy came to an end in 2020, special thanks go to Boyette Strategic Advisors for their meticulous work in providing Team Volusia EDC the strategies to advance economic prosperity in Volusia County.

COMMUNITY COMPETITIVE ASSESSMENT

VisionFirst Advisors, an economic development and site selection firm, was retained by Team Volusia EDC to facilitate a competitive assessment of the county's overall economic development efforts and provide strategic recommendations. The assessment was designed to provide short-term, action-based items that can be accomplished to strengthen the collaborative performance and improve the county's overall competitiveness. Ultimately, the strategies outlined within the re:Vision document are meant to enhance the community's position for economy building and job creation, which will be even more important as communities and the nation begin to recover and reopen from the COVID-19 pandemic.



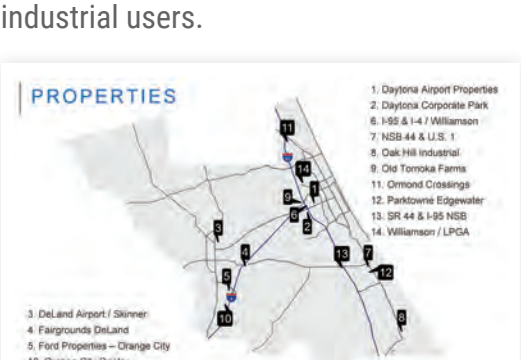


DAYTONA REGIONAL CHAMBER OF COMMERCE'S INAUGURAL J. HYATT BROWN ENTERPRISE AWARD RECIPIENT

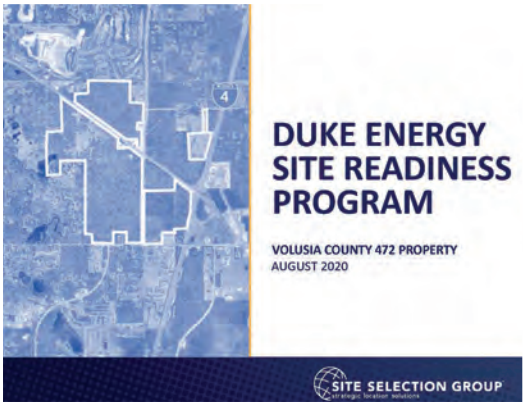
Team Volusia was honored with the Daytona Regional Chamber's coveted J. Hyatt Brown Enterprise Award. Adding to the honor is the fact that this was the inaugural edition of the award, and it was presented at the Chamber's 100th Anniversary Annual meeting on January 30, 2020.

SITE READINESS PROGRAM

One major recommendation for TVEDC from the Strategy for Success was to take a more proactive approach to site development opportunities. TVEDC partnered with the Duke Energy Site Readiness program in 2019 and aimed to identify, assess, improve and increase the awareness of industrial sites. Quest Site Solutions the TVEDC Real Estate Task Force analyzed and prioritized 14 properties, at least 50 acres, regarding their suitability for industrial users.

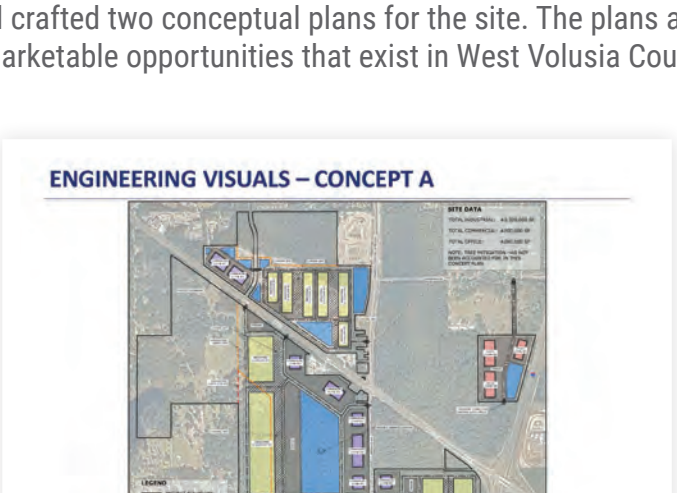


In 2020, Duke Energy partnered with TVEDC, to further its analysis on one of the previous sites, a combined 640 acres just west of I-4 and SR 472. Duke Energy's consulting partners, Site Selection Group and Ardurra brought together landowners, utilities, workforce experts, planning and development professionals from Volusia County, Orange City and the City of DeLand. With the help of TVEDC, Site Selection Group collected extensive data on the community, workforce, physical site characteristics, utilities and planning and zoning regulations.



Site Selection Group delivered a report highlighting the strengths and weaknesses and outlined a strategic development plan to make the site more competitive for specific target industries. Additionally, Ardurra's planning and engineering team analyzed the developability and crafted two conceptual plans for the site. The plans align the community vision for the area and illustrate the marketable opportunities that exist in West Volusia County to market to prospects.

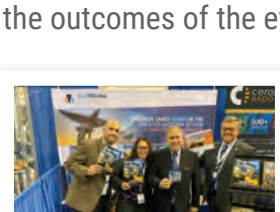




Duke Energy and Team Volusia Receive Sustainability Award by the Florida Planning & Zoning Association – Surfcoast Chapter for the 2020 Site Readiness Program

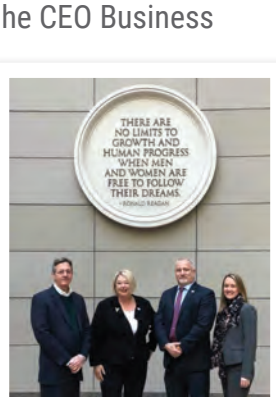
2020 Outreach: Adapting to Change

TVEDC had an aggressive outreach program scheduled for 2020 and unfortunately due to COVID-19, many of the in-person conferences and trade shows were postponed and subsequently cancelled. As the world became more accustomed to working remotely, several of the outreach events went virtual. Overall, TVEDC is very pleased with the outcomes of the events that were attended and looks forward to in-person events in 2021.



44TH INTERNATIONAL CONFERENCE AND EXPO ON ADVANCED CERAMICS AND COMPOSITES (ICACC 2020) – DAYTONA BEACH

TVEDC partnered with Volusia County Economic Development and the CEO Business Alliance to host an exhibit and private reception in January 2020.

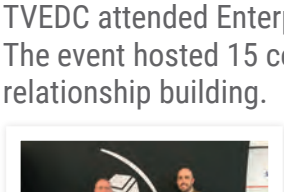


THE 23RD ANNUAL FAA COMMERCIAL SPACE TRANSPORTATION CONFERENCE – WASHINGTON, DC

TVEDC along with representatives from Volusia County Government and Space Florida attended this event in January 2020. The conference featured a mixture of industry expert panelists, speakers, and networking covering many issues within the commercial space industry.

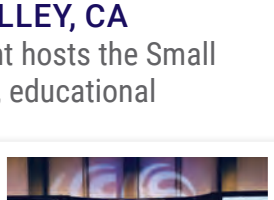
TEAM FLORIDA IN MARKET - WASHINGTON, DC

TVEDC attended Enterprise Florida's Team Florida Partnership event in January 2020. The event hosted 15 companies and site location consultants for networking and relationship building.



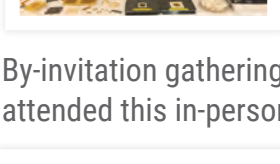
THE 34TH ANNUAL SMALL SAT SYMPOSIUM - SILICON VALLEY, CA

TVEDC attended the Symposium in-person in February 2020. The event hosts the Small Sat business community from all over the world providing networking, educational sessions, and an introduction to new technologies.



SITESELECTORSGUILDSPRINGMEETING–ATLANTA,GA

By-invitation gathering of site selectors and economic development professionals. TVEDC attended this in-person event in March 2020.



TEAM FLORIDA - SIGNATURE EVENT – ORLANDO, FL

TVEDC attended Enterprise Florida's Team Florida Partnership Signature Event at Disney World. The event hosted 13 consultants for an exclusive 2-day relationship building event in March 2020.

39TH ANNUAL SATELLITE CONFERENCE- WASHINGTON, DC

TVEDC attended the 39th annual conference in March of 2020 as the world was facing the COVID-19 pandemic. Due to travel restrictions limiting show attendance and the rapidly spreading virus, show administration closed the show early. This conference is considered the largest and most important global connectivity technology event of the year.



INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL (IEDC) LEADERSHIP CONFERENCE (IN-PERSON)
IEDC ANNUAL CONFERENCE (VIRTUAL)

IEDC is the world's largest professional organization for economic development practitioners. TVEDC attended the IEDC Leadership Conference in-person in February 2020 and the Annual Conference virtually in October 2020.

SEDC ANNUAL CONFERENCE (VIRTUAL)
SEDC BOARD RETREAT AND BOARD MEETING (IN-PERSON)

The annual forum is designed to exchange best practice programs and industry updates among southern economic development professionals. The conference also introduces key site location consultants to economic development professionals from across a 17-state region and beyond. Keith Norden is the Florida Director and Board member. TVEDC attended the annual conference virtually in August 2020 and the Board Retreat in-person in November 2020.

IMPACT FORUM

IMPACT is invitation-only for manufacturing and R&D executives. TVEDC, along with representatives from FP&L and Duke Energy, attended this weeklong, virtual event. The team met with 52 companies in the manufacturing and logistics industries.

BUSINESS FACILITIES LIVEXCHANGE

Business Facilities LiveXchange brings together executives at growing companies, leading site consultants and economic developers for 2 days of site selection education and networking. TVEDC and a representative from Duke Energy attended this virtual event in October 2020. The team met with 15 companies during this 3-day event.

MID-AMERICAN TRADE SUMMIT

The Summit's fast-paced, high-touch format provides exporters, trade assistance providers and educators with direct access to high-level networking and shared-learning opportunities designed to guide export expansion. TVEDC attended the event virtually in November 2020.

NATIONAL BUSINESS AVIATION ASSOCIATION (NBAA) BUSINESS AVIATION CONVENTION & EXHIBITION

Ranked as one of the largest business aviation shows, the event was held virtually in December 2020. TVEDC met with 8 companies.



2020 Project Announcements

Amid the pandemic, the team worked diligently to affect positive business recruitment decisions, by whatever means possible. The business climate has likely changed forever, with many decisions on hold or redirected. However, project activity did not slow and despite a global pandemic, TVEDC announced the following job creating opportunities in 2020.

SI Karting (Project Formula)



Speedway Indoor Karting (SIK), an Indianapolis-based technology company pioneering the sport of indoor kart racing, has established a 46,000 square-foot state-of-the-art kart racing complex in Volusia County. The facility features an indoor 16-turn road course with multiple elevation changes and a slick track oval to give guests a full racing experience. SI Karting Daytona is the first facility of its kind in North America to utilize CRG electric technology. TVEDC worked in partnership with the City of Daytona Beach, the Daytona Regional Chamber of Commerce, and SI Karting leadership for over a year before landing at their new location.

- **Investment: $1 Million**
- **Announced Jobs: 20**
- **Payroll: $900,000**
- **Location: Daytona Beach**

Printech (Project Flower)

Printech Circuit Laboratories Limited (PCL), a printed circuit board manufacturing business based near Chelmsford, Essex, UK, has selected Volusia County to establish a US HQ and manufacturing facility. PCL has been providing bespoke solutions to the Space, Defense, Aerospace, Microwave Comms and Motor Racing sectors since 1980. TVEDC met Printech at Satellite 2019 and assisted with their site location to Volusia County.

- **Investment: $8 Million**
- **Announced Jobs: 55**
- **Payroll: $2,475,000**
- **Location: ERAU MicaPlex – Daytona Beach**

Bajio (Project Flats)

Bajío™ has established a local HQ in SE Volusia and will bring a new exciting next generation brand of premium performance sunglasses for fishing enthusiasts to market. TVEDC had the opportunity to work senior leadership and the local real estate team on locating in New Smyrna Beach.

- **Investment: $3 Million**
- **Announced Jobs: 20**
- **Payroll: $900,000**
- **Location: New Smyrna Beach**

VA Health Clinic (Project Support VA)

The new Veterans Affairs outpatient medical center will be constructed on a 78-acre site in Daytona Beach, off Williamson Boulevard and directly south of Daytona State College's Advanced Technology College. The new 106,826 square foot clinic will be a one-stop center for veterans in the area providing services such as primary care, mental health, specialty services, and support services including radiology and lab work. TVEDC worked with interested developers and provided site information. In addition, as the site search narrowed, TVEDC provided information to the VA.

- **Investment: $125 Million**
- **Announced Jobs: 150**
- **Payroll: $8,250,000**
- **Location: Daytona Beach**

The Greenery (Project Greenhouse)

The Greenery Inc, based in Charleston SC, has established a Daytona Beach facility focused on serving the needs the community's growing residential and commercial markets. The company specializes in landscape contracting and comprehensive landscape design and maintenance programs for commercial and residential clients. TVEDC helped the company assess the local market as an expansion opportunity and assisted with the real estate search.

- **Investment: $2 Million**
- **Announced Jobs: 40**
- **Payroll: $1,600,000**
- **Location: Daytona Beach**

Factory Direct Marine (Project Relax)

Factory Direct Marine and RV, a leader in the boat and recreation vehicle retail market is opening a new retail operation and its corporate headquarters in Volusia County. The new facility will offer over 100 products, significant facility and office upgrades, and event space on over 75 acres. TVEDC worked with the company senior leadership and city staff on locating the new operation.

- **Investment: $15 Million**
- **Announced Jobs: 100**
- **Payroll: $4,500,000**
- **Location: Edgewater**



TriDestined Studios

In January 2020, TriDestined Studios visited Volusia County to film for *Carl Weber's The Family Business*. TVEDC, as the Volusia County Council appointed Film Office, provided the TriDestined team assistance with locating filming locations. Several locations across Volusia County were selected and many TVEDC partners were engaged in assisting with the multi-day production. Check out Season 2 of *Carl Weber's The Family Business* streaming now on BET+.

Moving Forward: *Virtually*

Marketing and content development became increasingly more important in 2020 to highlight Volusia County as a business destination. TVEDC took time to improve upon the existing toolkit and pave the way for new and exciting opportunities going forward.

TVEDC continued to partner with the Daytona Regional Chamber of Commerce and other local partners, to produce *EVOLVE* Magazine. The content is focused on highlighting the local business community, which TVEDC uses to promote the area as a business destination to recruit new companies.

TVEDC renewed its partnership with Livability Media to produce the second edition of the Greater Daytona Region/ Volusia County Livability, a talent recruitment publication showcasing Volusia County's extraordinary quality of life. Access the digital magazine at: https://livability.com/fl/daytona-beach.

In 2020, TVEDC partnered with Trade an Industry Development, a leader in the corporate communication industry, to develop a comprehensive marketing strategy for print and digital marketing. The publication was selected to ensure maximum engagement between Team Volusia and very focused audiences including Site Selection Consultants, Corporate Real Estate Executives, and C-Level Executives.



Due to the changing business environment an additional emphasis was placed on electronic and virtual marketing. TVEDC took the latter half of 2020 to evaluate and upgrade its virtual presence online with a website refresh project. The new website uses the latest design trends to improve functionality focusing on more engagement, social media and news updates and improved resource connectivity. GIS WebTech was selected as the new vendor to provide access to real estate opportunities through VolusiaSites.com. Finally, TVEDC has recently begun a storytelling video initiative with plans to develop a series of videos geared towards a variety of focused groups.



Digital Marketing Summary

Annual Unique Website Visitors (teamvolusia.com):	Total Number of Emails Sent:	Social Media Impressions:	VolusiaSites.com Engagement:
26,417 (25% Increase YOY)	**41,392**	**120,000**	**1,200 Users*** **Estimated for 2020 due to change in provider*

Celebrating Victories

TVEDC is proud to highlight the victories from the past several years. The following companies have established in Volusia County and continue to promote job creation in a diverse set of industries within our community.

Future Foods established in Ormond Beach in 2019 and quickly started building and equipment upgrades for the new facility. Today, the company has a high-tech food manufacturing business producing its signature PAOW! product to customers around the world.

The Deltona Fulfillment Center and Daytona Beach Last Mile Delivery Center continue to grow as demand rises within Volusia County eclipsing the early estimates concerning job creation with nearly 1000 employees.

Schultz Engineered Products continues to grow in Edgewater relocating operation from its NJ facility to Volusia County manufacturing fuel handling and testing equipment for clients worldwide.

After making the 2019 relocation announcement moving their headquarters and manufacturing operation to DeBary the Smart Baking Company has completed interior renovations and has begun operations hiring 50 employees.

Seamax spent 2 years establishing a North American operation at the ERAU MicaPlex and developing a new US customer base. In late 2020 company moved into a larger space at the ERAU Research Park and now manufacturers light sport amphibious aircraft for North American customers from their Daytona Beach location.

TTec, an international leader within the customer experience and management industry, quickly established a regional office in Volusia County adding 600 employees. In 2020 the company announced 340 additional employees.

Arralis established its first US operation in 2019 with an initial office in the ERAU MicaPlex. In 2020 the company moved into its new manufacturing location in Daytona Beach and currently is adding to its local workforce producing wave technologies for the aerospace, satellite and defense industries.

Team Volusia met with the VyStar corporate team in early 2016 as they considered Volusia County as a possible expansion market. Since that time the company has opened 5 branches throughout the community.

Techfit established their Volusia County location to manage the North American customers. Today the company continues to grow within the ERAU MicaPlex and now manufactures custom surgical implants for physicians in North and South America.

Team Volusia EDC Investors



Leading the Way

2020 TEAM VOLUSIA OFFICERS AND INVESTORS

Charles Duva, M.D.
DuvaSawko
Chair



Jordan Jiloty
NASCAR
Vice Chair



John Olivari, CPA
Treasurer



George Recktenwald
County Manager



Dwight DuRant
Zev Cohen
Immediate Past Chair



John Ferguson
Esquire, Cobb Cole
Legal Counsel





TVEDC Investors with cast from Carl Weber's The Family Business.



2020 Annual Meeting Dinner - The Mori Hosseini Center



TVEDC Hybrid Board Meeting - August 28 at The Center at Deltona



TVEDC Investors at 2020 Annual Meeting; Rodney Cruise, Bob Huth, Dr. Linda Bradley, Dr. Tom LoBasso

2020 Team Volusia Investors

EXECUTIVE COMMITTEE

Advent Health, David Ottati
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, Khalid Resheidat
City or Ormond Beach, Joyce Shanahan
City of Port Orange, Jake Johansson
DuvaSawko, Charles Duva, M.D.
Florida Health Care Plans, Dave Schandel
Halifax Health, Rafael Ramirez
NASCAR, Jordan Jiloty
Olivari & Associates, CPA's & Consultants, John Olivari
Teledyne Marine, Mike Read
Volusia County, George Recktenwald
VyStar Credit Union, Ashley Bigg

BOARD OF DIRECTORS

Avalon Park Group, Stephanie Lerret
Bethune Cookman University, Dr. E. LaBrent Chrite
Boston Whaler, Nick Stickler
Boulevard Tire Center, Earl Colvard
CareerSource Flagler Volusia, Robin King
Charter Communications, Christopher Bailey
City of DeBary, Erika Benfield
City of Orange City (Volusia City/County), Dale Arrington
City of South Daytona, James Gillis, Jr.
Cobb Cole, P.A., John Ferguson
Coldwell Banker Comm. Al Group, (At-Large – SW Volusia), John Wanamaker
Council on Aging (At-Large – SE Volusia), Sarah Gurtis
Daytona Beach Association of Realtors, Mark Dougherty
Daytona Regional Chamber of Commerce, Nancy Keefer
Daytona State College, Dr. Tom LoBasso
DeLand Area Chamber of Commerce & Orange City Alliance (At-Large–NW Volusia), Joe Hearn
Embry-Riddle Aeronautical University, Rodney Cruise
Farmton Deering Park, LLC, David Fuechtman
Florida Power & Light, Linda Webster-Dubea
Ford Properties, Lisa Ford Williams
Giles Electric (At-Large – Halifax), Brad Giles
Hazen Construction, Chad Hazen
ICI Homes, Nellie Lupoli
Keiser University, David Champlin
Lohman Enterprises, Nancy Lohman
LTG, Inc., Sans Lassiter
Practitioners Council, Jerry Mayes
Root Organization, Phil Maroney
SunTrust / BB & T, now Truist, Robert Ludlow
Stetson University, Robert Huth
University of Central Florida, Maritza Martinez-Guerrero
Volusia County, Ed Kelley
Zev Cohen & Associates, Dwight DuRant

PARTNER INVESTORS

B. Braun Medical
Bruno & Dinneen Relocation Authority
City of Holly Hill
Duke Energy
New Smyrna Chrysler Jeep Dodge/New Smyrna Chevrolet
Security First Insurance
Upham, Inc.

AMBASSADOR INVESTORS

AJAX Building Company
AVCON, Inc.
Bank of America
Brent Millikan & Co., P.A. (BMC)
CenterState Bank
City of Lake Helen
City of Daytona Beach Shores
Daytona Beach & Orange City Racing & Card Club
DLR Group
DME Delivers
Dredging & Marine Consultants, LLC
Fairfield Inn & Suites by Marriott
Fairwinds Credit Union
Foundation Risk Partners
Gilbane Building Company
Intracoastal Bank
James Moore Certified Public Accountants
Lamar Outdoor Advertising
Mike Jiloty Marketing & Advertising Consultant
Ormond Beach Chamber of Commerce
Pinnacle Signature Group, Inc.
Palmer College of Chiropractic
Portland Industrial Park/DOT Properties
Realty Pros Assured
SCALA Global Accelerator
SchenkelShultz Architecture
SVN Alliance Commercial Real Estate Advisors
TD Bank
The Daytona, Autograph Collection
The Town of Pierson
Universal Engineering Sciences
Urbanista Realty / Luxury Rentals
Vann Data Services, Inc.
Vision HR, Inc.
Volusia County Chamber Alliance
Wharton-Smith, Inc.
Zgraph, Inc.

FRIEND INVESTORS

CBC Benchmark
Cotton Enterprises, Inc.
Massey Properties
Nova Property Management
Selby Realty, Inc.

THANK YOU TO OUR ANNUAL MEETING SPONSORS

WHO WE ARE

The Team Volusia Economic Development Corporation (TVEDC), through tremendous commitment and partnerships, works on strategic economic development activities and business recruitment initiatives to Volusia County, Florida.

Team Volusia EDC is a public/private not-for-profit corporation, founded in late 2010 whose primary mission is to market and recruit business from outside the area to Volusia County. An autonomous entity, 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.

Team Volusia 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.

Keith Norden, CEcD
President & CEO

Heather Shubirg
Executive Vice President

Chris Wimsatt, CEcD, DFCP
Vice President, Business Development

Debbie Robbins
Executive Assistant/Office Coordinator

Jen Boggs
Bookkeeper

TEAMVOLUSIA
GREATER DAYTONA REGION
ECONOMIC DEVELOPMENT CORPORATION

386-267-4302
One Daytona Blvd., Suite 240
Daytona Beach, FL 32114

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