



## **Establishing in Daytona Beach earlier this year, Culture Studio poised to expand operations**

*Builds upon successful impact on the apparel printing industry*

**Daytona Beach, Florida – December 28, 2022** Culture Studio is a full-package merchandise company that powers the music and entertainment industry in retail, tour, and e-commerce sales. In a fast-paced and quickly changing industry, Culture Studio puts their clients at the forefront of every decision and investment they make, to enhance and streamline the client experience. Established in 2008, Culture Studio has been producing incredible products with new-generation energy that infuses their mission.

“The idea was to establish a youth-driven company that would exceed the apparel printing industry standards in technical practices, production management, customer service, and company ethics. Production has grown both in size and capability, utilizing state-of-the-art equipment, production management, and technology,” said CEO Rich Santo.

One of the company’s goals is to deliver 2-day ground shipping anywhere in the U.S. to match the demand for quick turnarounds in the touring industry. To achieve this, Culture Studio purchased a production factory in Daytona Beach, to supplement their existing operations in Chicago. An ideal location within the Southeast, exciting growth, optimal weather conditions, and proximity to print and labor talent were all deciding factors in Culture Studio choosing a facility in Volusia County.

“Our business development leads have several sources, including our national and international outreach activities, and referrals from our economic development partners. Culture Studio approached us earlier this year via the Florida Power & Light Office of Economic Development. We were able to guide them towards the purchase of a 75,000 square foot building in Daytona Beach, establishing their first production facility in the Southeast,” said Keith Norden, CEcD, President & CEO, Team Volusia EDC.

“Culture Studio is a great example of the economic growth happening across all industries in Volusia County,” said Pam Rauch, vice president of economic development and external affairs for Florida Power & Light Company. “The region has long been known as a top vacation destination and the birthplace of NASCAR, and the growth of companies like Culture Studio highlight how diverse Volusia County’s economy has become. We are happy to have worked with Team Volusia on this important project and congratulate everyone involved for their work in bringing these jobs to the community.”

Culture Studio currently employs 40 individuals at their Daytona Beach facility and projects to be hiring anywhere from 25-35 new team members in the near future as they bring in new machinery and expand operations. They have competitive pay ranges-- production roles range anywhere from \$16-\$21 per hour, as well as great benefits and opportunities for career growth.



“I am grateful for Culture Studio’s investment in our community. It demonstrates a true commitment to their growth, innovation and to the city of Daytona Beach. We have an eager workforce who will fill the jobs this expansion will bring,” said Daytona Beach Mayor Derrick L. Henry.

“With the I-4 corridor’s central location coupled with our local creative talent, Culture Studio’s choice of Volusia County is ideal,” said County Manager George Recktenwald. “They’ll be able to enhance their production capacity with the right workforce, and at the same time optimize their nationwide distribution capabilities with our unique southern location to align with their 2-day shipping goals.”

###

#### **About Team Volusia Economic Development Corporation (Team Volusia EDC)**

Team Volusia EDC is a public/private not-for-profit corporation founded in 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 of commerce and other resource partners to achieve economic development goals for Volusia County.

#### **About Culture Studio**

Culture Studio is a decorated merchandise and technology company with a strong niche in the music industry. We are on a mission to build the largest, most efficient merchandise company. In 2022 we focused on expanding our network and building our proprietary technology, and we plan to continue to grow in these areas in 2023. We have invested heavily in our proprietary technology, which keeps us ahead of the pack in a complicated, custom business.

For more information contact:

Keith Norden, CEcD., President and CEO  
Team Volusia EDC  
[knorden@tvedc.com](mailto:knorden@tvedc.com), 386.265.6332

Tracy Marino, Director of Marketing and Communications  
Team Volusia EDC  
[tmarino@tvedc.com](mailto:tmarino@tvedc.com), 386.265.6332