



2022 ANNUAL REPORT



TEAMVOLUSIA

GREATER DAYTONA REGION

ECONOMIC DEVELOPMENT CORPORATION



TEAMVOLUSIA
GREATER DAYTONA REGION
ECONOMIC DEVELOPMENT CORPORATION



Keith Norden, CEcD
President and CEO



Jordan Jiloty
Chair

Successful economic development requires a continuously growing pipeline of projects. Enthusiastic expertise helps us build for the future, even when the marketplace faces unforeseen economic stresses. Looking back at 2022, Team Volusia EDC served the community by aggressively putting mission into action as we raised awareness and visibility for Volusia County. We are thankful to be able to fulfill this mission through the vital support of our investors and community partners.

New employers to Volusia County in 2022 will generate 167 jobs, with a capital investment of \$160,500,000 over the next three years. New project wins include:

- Ocellott
- Wire 3
- Space Coast Industrial Park at Parktowne
- Culture Studio
- BeStrong

Staff developments in 2022 included Tywan Arrington joining the team, as Director, Business Development, in February. We recognized Harry Jorgensen and Tracy Marino, with promotions, to Director, Business Development & Research, and Director, Marketing & Communications, respectively. And in April, the Conferment of the Order of the Rising Sun, Gold Rays with Rosette, granted by His Majesty the Emperor of Japan, was bestowed upon Keith Norden, at a ceremony at the official residence of Mr. Kazuhiro Nakai, Consul-General of Japan in Miami.

2022 Familiarization Tour

From April through December, TVEDC staff visited Deltona, South Daytona, DeBary, Edgewater, New Smyrna Beach, Holly Hill, Orange City, Daytona Beach Shores, DeLand, Port Orange, Daytona Beach, and Ormond Beach. We thank all our gracious hosts for such educational guided "windshield" tours.

44th Annual Joint Meeting of the Southeast U.S./Japan & Japan-U.S. Southeast Associations

For the first time in 16 years, Florida hosted the 44th Annual Joint Meeting of the Southeast U.S./Japan & Japan-U.S. Southeast Associations, November 16-19, in Orlando. TVEDC was proud to be a sponsor, with Keith Norden serving as the longest contiguous Chair of the Florida Delegation. Governor DeSantis served as State Host, with Conference Co-Chairs: U.S. Chair Eric Silagy, Chairman, President & CEO, FPL, and Japan Chair, Masaaki Tsuya, External Advisor, Bridgestone Corporation. The Joint Meeting delegates also enjoyed an excursion to the Daytona International Speedway, facilitated by NASCAR Executive Vice Chairperson, Lesa France Kennedy, and Managing Director of Government and Community Affairs, and TVEDC Chair, Jordan Jiloty.

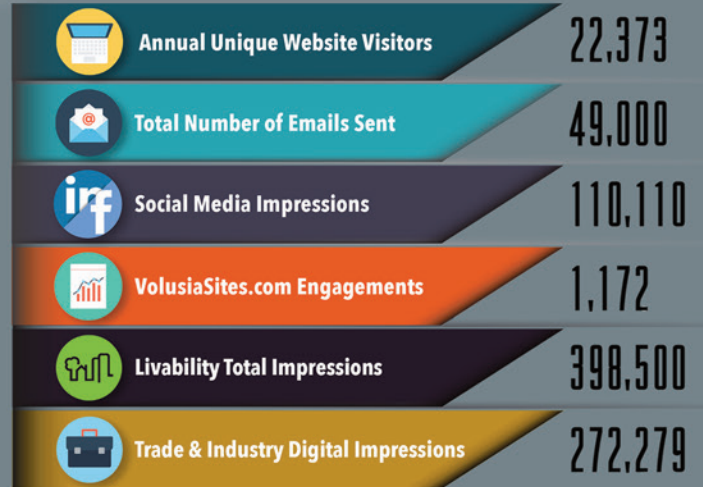
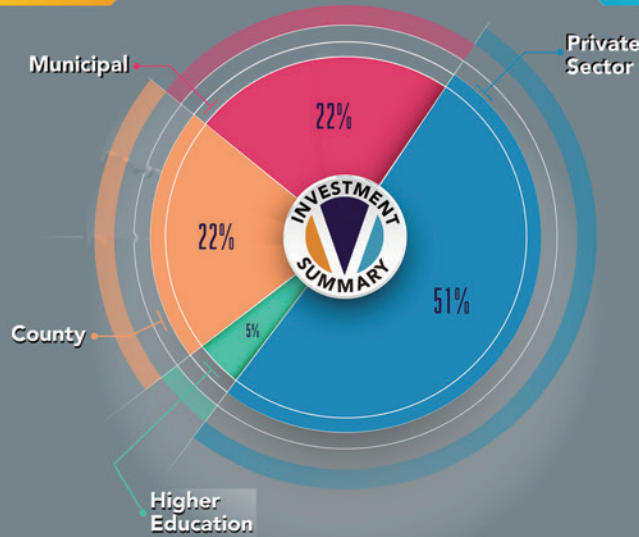
Team Volusia EDC wants to thank Jordan Jiloty for his two year tenure as Chair of our Board of Directors. The gavel is now passed to Phil Maroney, as our new Chair, who, together with our 2023 slate of Officers, begin the next chapter in our history.

In the year ahead, TVEDC will continue our targeted efforts in key industry sectors - including Aviation & Aerospace, Logistics, and Manufacturing - while fueling interest across all industries. We look forward to a bright future as, together, we raise the economic vitality of Volusia County!

LETTER FROM CHAIR & PRESIDENT

TOTAL ECONOMIC IMPACT

\$262,553,234



Outreach Meetings	311
Proposals	57
Site Visits	27

TVEDC OUTREACH

Aircraft Interiors Expo (AIX)

AIX is a global platform dedicated to exceptional passenger experiences, upcoming interior insights, and supply chain partnerships. Held in Hamburg, we collaborated with EFI Germany. Volusia, represented by TVEDC was the only Florida County in attendance.



Area Development Consultants Forum

Held in St. Petersburg, Keith Norden represented Volusia County at this annual fall forum. The program included trends influencing corporate location and economic development strategies, and networking with leading site consultants and industry experts.

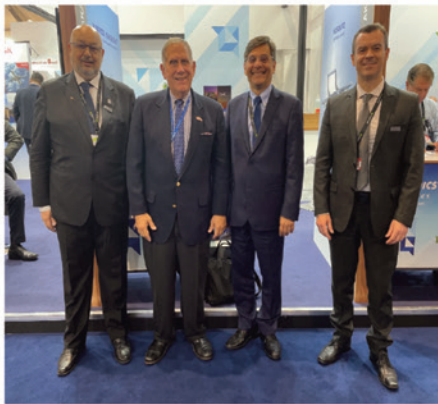
C5 Summit

Held in New York City, the C5 Summit brought together leaders, site selection professionals, and economic developers to learn about market trends, advanced real estate technology, and current policy issues.

DeLand AeroShowcase

Held at DeLand Municipal Airport, AeroShowcase 2022 continued the tradition of sport aviation in DeLand by featuring light-sport aircraft, general aviation resources, and aviation suppliers.

Farnborough International Air Show (FIA)



The FIA is a global platform for the aerospace and defense industries. Following a 3 year hiatus for the air show, TVEDC joined the statewide delegation, led by Lt. Gov. Jeanette Nunez. The Florida Pavilion included Enterprise Florida, Space Florida, Embry-Riddle Aeronautical University, and FPL.

Florida Economic Development Council

Held in St. Petersburg, TVEDC joined the 240 attendees in two days of forums on challenges and opportunities facing the future of Florida's economic development, including the talent attraction pipeline, affordable housing, trade infrastructure, and industrial site readiness.

Florida Venture Capital Conference

Held in Orlando, the Florida Venture Forum is the largest statewide support and networking organization for venture capitalists and entrepreneurs.

Four State Aerospace Alliance Event

Alabama, Florida, Louisiana, and Mississippi make up the Aerospace Alliance, which TVEDC has engaged with from the start. Keith Norden represented Volusia County at this event at the Florida House in Washington, D.C.

Hungarian Summit

TVEDC sponsored the inaugural Hungarian Summit, held in Daytona Beach, which focused on building bridges between Americans, Hungarian-Americans, and Hungarians across varied business opportunities.

IAMC Spring & Fall Forums

The Industrial Asset Management Council is the leading trade association for corporate real estate executives with an industrial portfolio. Membership is limited to corporate end users, service providers and economic development organizations. Keith Norden, an IAMC Fellow, is a Charter Member, active since IAMC's founding in 2002. Held in Fort Lauderdale, the Spring Forum's 425+ participants focused on training and knowledge sharing across relocation and expansion opportunities.

The Fall Forum, in Detroit, celebrated its 20th anniversary, with 400+ professionals attending. Team Florida hosted an invite-only reception at the Ford House. As Chair of the Board of Managers for Team Florida, Keith helped welcome the 20 site consultants and corporate RE executives.

International Manufacturing Technology Show

Knowing we have over 500 manufacturers in Volusia County, TVEDC attended this Chicago show alongside Enterprise Florida and Team Florida members. IMTS included hundreds of industry-leading exhibitors and nearly 80,000 attendees.



MRO Americas

Held in Dallas, 800+ solution providers exhibited at the largest MRO (Maintenance, Repair & Overhaul) event in the world. TVEDC joined Team Florida to market our strategic assets for the aviation and aerospace industries.

National Business Aviation Association (NBAA)-BACE

TVEDC exhibited alongside Enterprise Florida at the sold out NBAA Business Aviation Convention & Exhibition (NBAA-BACE) at the Orange County Convention Center & Orlando Executive Airport. NBAA connects the aviation industry, business leaders, owners, operators, governmental officials, manufacturers, and personnel.

Satellite Conference & Exhibition

Team Volusia EDC attended this Washington, D.C. forum with companies including Volusia County's own Arralis, and networked with professionals in the commercial satellite and space technology markets.

SCOPE/IMPACT Summits

Held in Dallas, TVEDC met with dozens of industry leading businesses seeking to expand their manufacturing and distribution operations.

Select USA Investment Summit

Achieving its largest ever participation, 3,600 attendees from 70 international markets and 51 U.S. states and territories attended. Topics impacting the Foreign Direct Investment (FDI) community that were discussed included investment in underserved communities, broadband infrastructure, Building a Better America – Investment in Infrastructure, and The Future of High-Tech Industries.

Site Selectors Guild (SSG) Annual Meeting

With their annual meeting held in San Diego, the SSG includes the world's foremost professional site selection consultants. Members are peer-nominated, vetted, and must demonstrate a significant amount of location and strategic advisory experience.

44th Annual Joint Meeting Southeast U.S. and Japan-U.S. Southeast Associations

TVEDC sponsored the 44th Annual Joint Meeting of the Southeast U.S./Japan & Japan-U.S. Southeast Associations which took place in Florida for the first time in 16 years. Held in Orlando, Keith Norden served as the longest contiguous Chair of the Florida Delegation. Governor DeSantis was State Host, with Conference Co-Chairs: U.S. Chair, Eric Silage, Chairman, President & CEO, FPL, and Japan Chair, Masaaki Tsuya, External Advisor, Bridgestone Corporation.



Southern Economic Development Council Annual Conference

Keith Norden serves as the Southern Economic Development Council (SEDC) Southeast Regional Director and Florida Director. The SEDC represents 17 states and is the oldest economic development organization, formed 76 years ago. Keith attended the Annual Conference in San Antonio, and the SEDC Planning Conference, in Birmingham.

Space Foundation Symposium

Founded in 1983, and held in Colorado Springs, the Space Foundation Symposium is the world's premier organization to inspire, educate, connect, and advocate for the global space community.

SpaceCom Orlando

Held in Florida for the first time, the TVEDC booth was in partnership with Embry-Riddle Aeronautical University, and next to local company, Arralis. TVEDC met with 24+ companies during this 2-day global commercial space sector exhibition.

SPIE – Defense & Commercial Sensing

TVEDC attended the International Society for Optics and Photonics Defense + Commercial Sensing Exhibition, in Orlando, with over 200 companies and organizations exhibiting cutting edge products.

Sun N Fun Air Show

Held in Lakeland, TVEDC participated along with Volusia County employers, local partners, and nearly 200,000 aviation enthusiasts from around the world.

Synapse Orlando

Synapse Orlando is Central Florida's marquee annual event focused on innovation, engaging diverse industries from health to higher ed; tech to tourism.

Synapse Summit Tampa

Industry exhibitors in fields like finance, interactive technology, and sustainability gathered for a showcase of Florida's innovation ecosystem.

Team Florida Marketing Partnership Events

TVEDC is a Team Florida founding member, and in 2022-23, Keith Norden was elected Chair of the Board of Managers. An Enterprise Florida initiative, each year we attend events across the country, representing Volusia County to consultants, and in appointments with prospects. In 2022, TVEDC attended partnership events in prime markets including Chicago, Atlanta, Dallas, Miami.

2022 OFFICERS



Jordan Jiloty
NASCAR
Chair



Phil Maroney
Root Organization
Vice Chair



Joyce Shanahan
City of Ormond Beach
Secretary



John Olivari, CPA
Olivari & Associates
Treasurer



John Ferguson, Esquire
Cobb Cole
Legal Counsel



Charles Duva, M.D.
Ventra Health
Immediate Past Chair



Dwight DuRant
Zev Cohen
Past Chair



George Rectenwald
County Manager
Volusia County Florida



TEAM VOLUSIA EDC INVESTORS



2022 INVESTORS

EXECUTIVE COMMITTEE

AdventHealth, Ed Noseworthy
City of Daytona Beach, Deric Feacher
City of DeLand, Michael Pleus
City of Deltona, Heidi Herzberg
City of Edgewater, Jonah Powers
City of New Smyrna Beach, Khalid Resheidat
City of Ormond Beach, Joyce Shanahan
City of Port Orange, Wayne Clark
Daytona Dodge Chrysler Jeep Ram/Maserati Alfa Romeo of Daytona Beach, Randy Dye
Florida Health Care Plans, Dave Schandel
NASCAR, Jordan Jiloty
Olivari & Associates, CPA's & Consultants, John Olivari
Teledyne Marine, Mike Read
VeeCoor Property Management, Patrick Opalewski
Ventra Health, Charles Duva, M.D.
Volusia County, George Recktenwald

BOARD OF DIRECTORS

Avalon Park Group, Stephanie Lerret
B. Braun Medical, Jason Parker
Bethune-Cookman University, Dr. Hiram Powell
Boulevard Tire Center, Earl Colvard
CareerSource Flagler Volusia, Robin King
Charter Communications, Christopher Bailey
City of DeBary, Phyllis Butlien
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. AI Group (At-Large - SW Volusia), John Wanamaker
Council on Aging (At-Large - SE Volusia), Eveline Kraljic
Daytona Beach Area Association of Realtors, Mark Dougherty
Daytona Regional Chamber of Commerce, Nancy Keefer
Daytona State College, Dr. Tom LoBasso
DeLand Area Chamber of Commerce (At-Large-NW Volusia), Janet Knauff
Duke Energy, Elizabeth Godwin
Embry-Riddle Aeronautical University, Rodney Cruise
Fairwinds Credit Union, Tanya Boggs
Farmton Deering Park, LLC, David Fuechtman
Florida Power & Light, Linda Webster-Dubea
Ford Properties, Lisa Ford Williams
Foundation Risk Partners, Alan Florez
Giles Electric (At-Large - Halifax), Brad Giles
Halifax Health, Rafael Ramirez
Hazen Construction, Chad Hazen
ICI Homes, Nellie Lupoli
Keiser University, David Champlin
Kingspan, Alswinn Kieboom
Lohman Enterprises, Nancy Lohman
LTG, Inc., Sans Lassiter
Practitioners Council, Nick Conte
R & R Industries, Guy Beasley
Root Organization, Phil Maroney
Stetson University, Robert Huth
Synergy Billing, Jayson Meyer
Truist Bank, Robert Ludlow
University of Central Florida, Maritza Martinez-Guerrero
Volusia County, Jeff Brower
Volusia County Chamber Alliance, Debbie Cotton
VyStar Credit Union, Ashley Bigg
Zev Cohen & Associates, Dwight DuRant

PARTNER INVESTORS

Amazon.com Services LLC
City of Holly Hill
Intracoastal Bank
New Smyrna Chrysler Jeep Dodge/New Smyrna Chevrolet
RUSH Marine & RUSH Construction
Security First

AMBASSADOR INVESTORS

AJAX Building Company, LLC
AVCON, Inc.
Bank of America
Brent Millikan & Co., P.A. (BMC)
City of Lake Helen
City of Daytona Beach Shores
Coastal Cloud
Coastal Ventures Real Estate
Daytona Beach & Orange City Racing & Card Club
DLR Group
Dredging & Marine Consultants, LLC
ECS Florida, LLC
Fairfield Inn & Suites by Marriott
Gilbane Building Company
Hard Rock Hotel
James Moore Certified Public Accountants
Keller Williams Realty
Lamar Outdoor Advertising
MKSK
Palmer College of Chiropractic
Pinnacle Signature Group, Inc.
Realty Pros Assured
SchenkelShultz Architecture
Seefried Properties
SouthState Bank
SVN Alliance Commercial Real Estate Advisors
TD Bank
The Daytona, Autograph Collection
Town of Pierson
United Way of Volusia-Flagler Counties, Inc.
Universal Engineering Sciences
Vann Data Services, Inc.
Vision HR, Inc.
Wharton-Smith, Inc.
Wholesale Lighting
Wire 3, LLC
Zgraph, Inc.

FRIEND INVESTORS

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



2022 PROJECT WINS





2

3

1 OCELLOTT

Founded in 2015 in Brazil, Ocellott is an electronic engineering company serving the defense, aerospace, and testing and measurement markets. Committed to enabling the safe transition to an electrified and connected world, Ocellott chose Embry-Riddle Aeronautical University's Research Park as its first U.S. location. Ocellott's 3-year growth plan includes 20 new jobs, with an average salary of \$51,400, and a total annual payroll of \$1.02MM.

2 wire 3

Wire 3 Holdings, Inc., an all-fiber, 10 Gigabit Internet Service Provider, has a planned investment of over \$100MM in the digital infrastructure of Volusia County. Already serving their first customers in New Smyrna Beach, Wire 3 plans to create 40 jobs within the next 2 years with an average wage of \$80K. Wire 3 has announced plans to expand to Holly Hill, Port Orange, Edgewater, South Daytona, and Ormond Beach.

3 **SPACE COAST** INDUSTRIAL PARK AT PARKTOWNE

Developed by Onicx Group and Aries Capital, the Space Coast Industrial Park at Parktowne is a multi-phased project catering to the high demand for industrial facilities in Volusia County. Sparked by the robust growth of the aviation and aerospace industry along Florida's Space Coast, the facility will create a total of 1 million-square-feet of Class A warehouse space. With an estimated \$50MM in capital expenditure in Phase 1, this Edgewater project is slated to break ground in 1Q2023.

4

Culture Studio, a full-package merchandise company that powers the music and entertainment industry in retail, tour, and e-commerce sales, established their first production facility in the Southeast, in support of the company's goal to deliver 2-day ground shipping anywhere in the U.S. Now with locations in both Chicago and Volusia County, Culture Studio has a Daytona Beach staff of 40 and growing, with a competitive pay range from \$16-\$21 per hour.

5 **BESTRONG**



Founded in 2007 in Hungary, BeStrong has manufactured and installed over 1,600 sport and fitness parks across 15 countries. Committed to strengthening communities through creating safe, accessible recreation areas, BeStrong also provides training programs. Consultation with the Hungarian Honorary Consul of Central Florida led BeStrong to consider Volusia County and ultimately establish their first U.S. facility in Port Orange. BeStrong plans to hire 20+ employees, with a projected capital expenditure of \$5MM.



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ECONOMIC DEVELOPMENT CORPORATION



VOLUSIA COUNTY



JAXPORT



ORMONDBEACH



HOLLY HILL



DAYTONA BEACH

DAYTONA BEACH SHORES

SOUTH DAYTONA

PORT ORANGE

PONCE INLET



NEW SMYRNA BEACH



EDGEWATER

OAKHILL



PIERSON

DELAND

ORANGE CITY

LAKE HELEN

DELTONA



DEBARY

5 miles

10 miles

20 miles

ORLANDO

50 miles

THE SPACE TRIANGLE

TITUSVILLE



MELBOURNE

PORT CANAVERAL



COMMUNITY UPDATES

At the Intersection of
I-95 AND I-4

*Two of Florida's most
critical transportation corridors*

1½ Hour proximity to
2 DEEPWATER SEAPORTS

JAXPORT and Port Canaveral

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AIRPORTS** *including*

Daytona Beach International Airport

Served by TWO Major

FREIGHT RAIL OPERATORS

CSX & Florida East Coast Railway

The Northern Gateway to

FLORIDA'S SPACE TRIANGLE

*1 hour from Kennedy Space Center,
Blue Origin, and SpaceX facilities*



Amazon, included in our 2021 Annual Report and announced in January 2022, has made great progress on construction for their new building in Daytona Beach. With a capital investment of \$200MM, this new location follows the successful establishment of the Amazon fulfillment center in Deltona.



B. Braun held a ribbon cutting ceremony on August 17, 2022, to celebrate the further expansion of their Daytona Beach plant. Building their total capital investment to approximately \$400MM. B. Braun is creating another 100 jobs, adding to the 500 jobs already established here.



Buc-ee's saw record crowds in 2022. The Daytona Beach location had the highest foot traffic totals of any of the chain's locations during a 12-month period, according to data analytics firm Placer.ai. The megastore had 5.4 million visitors during the 2022 calendar year with an average "dwell time" of 30 minutes.



ABOUT US

Team Volusia Economic Development Corporation (TVEDC), through tremendous commitment and partnerships, works on strategic economic development activities and business recruitment initiatives for 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 of commerce and other resource partners to achieve countywide economic development goals for Volusia County.

Team Volusia EDC's programs 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 of the region.



TEAMVOLUSIA
GREATER DAYTONA REGION
ECONOMIC DEVELOPMENT CORPORATION

FHCP.COM

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Affordable
Plans.**

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FAMILIES
EMPLOYERS
MEDICARE



**Florida
Health Care
Plans®**



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you've come to the right place.



Daytona Beach and Deltona
Area's #1 Hospital



Highest Ranked Care in Daytona Beach
By Centers for Medicare & Medicaid Services

Trust. Confidence. Reassurance.

All have grown in importance over the past year, particularly when it comes to your health. For the highest standard in care in Volusia County, there is one place. The right place. AdventHealth.

AdventHealthDaytonaBeach.com

23-AHDB-00626



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We work with local partners to tap into new talent pipelines, upskill current employees, and customized support to *fuel* your business.

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Tywan Arrington, Director, Business Development
Harry Jorgensen, Director, Business Development & Research
Tracy Marino, Director, Marketing & Communications
Debbie Robbins, Executive Assistant & Office Coordinator
Jen Boggs, Bookkeeper

CONNECT