

June 2024 BRIEF

Highlights of our Team Volusia EDC activities in June plus a 1H2024 Update.
Thank you for subscribing!

From the President's Desk

Keith Norden, CEcD
President & CEO



Recruitment and marketing for our community are fueled by teamwork, expertise and enthusiasm. Team Volusia EDC is honored to serve Volusia County by focusing our time and talents on national and international outreach efforts.

In reflecting on the **First Half of 2024**, I am proud to highlight a few happenings from the first six months of the year.

In March, at our sold out Annual Meeting, we were excited to share our **new 5-year Strategic Plan, TeamVolusia 2030**, created in collaboration with Boyette Strategic Advisors.

In May, the International Economic Development Council (IEDC) recognized Team Volusia EDC as the **81st Accredited Economic Development Organization (AEDO)**. This is the first time that TVEDC has earned this professional honor, an accomplishment that only 2% of the 5,000 economic development organizations in North America have achieved!

Let me also highlight a few metrics from 1H2024:

- TVEDC had a total of **260 economic development outreach meetings**.
- **2 new TVEDC investors** joined our organization.
- We attended **16 Outreach Events & 25 Community Events**.
- TVEDC hosted **12 Site Visits** in the first half of the year, welcoming these prospective companies and showcasing Volusia County.

Our pipeline of projects continues to be strong. Thank you for your support and your dedication to our community. As always, teamwork fuels our collective success!

OUTREACH

Outreach Meetings in June: 64
Site Visits in June: 3

Area Development Consultants Forum 35

Held in Virginia Beach, the 35th Consultants Forum brought together more than 250 participants, from throughout the U.S., to learn best practices and effective strategies from over 20 of the nation's top site location consultants. The program facilitated networking amongst economic development leaders with discussions on current programs and opportunities important in the profession. Keith Norden represented Team Volusia and has been a regular participant at the Area Development Consultant Forums, which began in 2006.

Boyette Strategic Advisors ThinkIN

ThinkIN brings industry specialists together to present economic development and real estate platforms and experiences. Keith Norden joined more than 40 economic development professionals at the 4th ThinkIN program curated by Boyette Strategic Advisors, in Boston, which emphasized resilience, relevance, and relationships. Presenters included Sarah Abrams, Senior Vice President, Global Real Estate, Iron Mountain; Pam Rauch, Vice President, External Affairs and Economic Development, Florida Power & Light Company; Susanne Seiting, Director of AI/ML, Amazon Web Services; and Erica Wagner, Senior Vice President, PepsiCo.

SelectUSA Investment Summit

Tywan Arrington, Director of Business Development, attended SelectUSA 2024 Investment Summit on behalf of Team Volusia EDC. It was the largest to date with over 5,000 attendees, 1,000 plus economic development organizations, 2,500 international delegates, and 700 plus tech participants in-person networking on key industry topics.



Keith Norden with Brian Corde, Managing Partner, Atlas Insight, LLC, at Area Development Consultants Forum 35



Southern Economic Development Council (SEDC) booth at SelectUSA

Team Volusia Board of Directors Meeting, June 7



Team Volusia EDC held a Board of Directors Meeting on Friday, June 7, at Embry-Riddle Aeronautical University. Our featured speakers were Dr. Stephanie Miller, Executive Director, Technology Transfer and Research Park Initiatives, ERAU, and Matt Chesnut, VP Business & Economic Development, Space Florida.

The Board approved the [Southeast Volusia Manufacturing and Technology Coalition](#) as a new investor at Ambassador Level, with Assigned Designee, E. Bliss Jamison, President.

Our agenda also included updates from our President & CEO, Keith Norden, project and marketing updates from Tywan Arrington, Harry Jorgensen, and Tracy Marino, and comments from our Chair, R. Sans Lassiter (LTG).

Team Volusia EDC Investor Renewals

Much gratitude to the following organizations for renewing their investment in TVEDC!

Bank of America
Daytona Beach Area Association of Realtors
RUSH Marine/RUSH Construction
Truist
VeeCor

We thank all our investors for their dedication to economic vitality in Volusia County!

COMMUNITY

In June, TVEDC attended these community events:

Cenflurence -- Central Florida Cluster Initiative Quarterly Meet-Up at MicaPlex

4th Annual Southeast Volusia Regional Economic Summit

Volusia Chamber Alliance Mega Mixer

Volusia County Association of Responsible Development (VCARD) Real Estate Values Forum

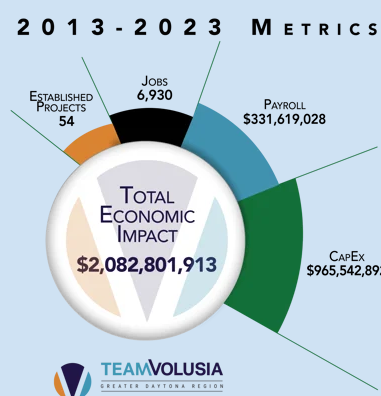
Florida Trend Volusia County NOVEMBER Business Insert Development



Every 3 years, Team Volusia partners with Florida Trend to create a special multi-page business insert that focuses entirely on Volusia County, for distribution in the November issue.

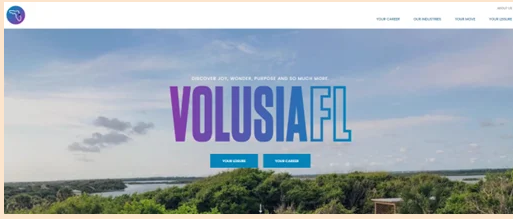
This week, we co-hosted three very well received listening sessions between Florida Trend and local leaders. A more detailed follow-up from the writer is next, as the insert is further developed and Team Volusia will continue to engage with Florida Trend until finalized, and an excellent new marketing and recruitment communicated is distributed to Florida Trends 270,000 influential readers, in print, with digital distribution as well.

TVEDC 10-Year Metrics



Talent Recruitment -- Life in VolusiaFL

Life in VolusiaFL, part of FPL's WonderFL.com campaign, connects professionals to jobs in Volusia County while promoting our region's quality of life and growing industries.



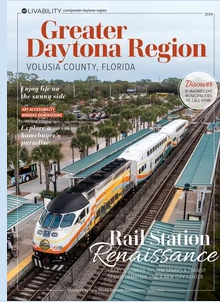
You can visit VolusiaFL by clicking [HERE](#).

COMMUNICATIONS

Team Volusia EDC Recognized as Best In Class by the International Economic Development Council To view our press release, please click [HERE](#).



[2024 Livability Greater Daytona Region-Volusia County, Florida](#)



[The Team Volusia 2023 Annual Report](#)



EVOLVE

Click here for the [EVOLVE News Volusia](#).

Click here to read "[At the Intersection of Growth and Success](#)" in **Evolve magazine**, featuring an interview with Keith Norden.



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