

## October 2024 BRIEF

Highlights of our Team Volusia EDC activities in October.  
Thank you for subscribing!

### OUTREACH

#### Outreach Meetings in October: 73

##### FabTech

FabTech 2024 occurred at the Orange County Convention Center in Orlando. FabTech attendees varied across occupational categories that included welding, fabricating, finishing, robotics, and additive manufacturing.

##### NBAA

The NBAA Aviation Convention & Exhibition (NBAA-BACE) took place at the Las Vegas Convention Center with an aircraft display at Henderson Executive Airport. The National Business Association (NBAA) represents more than 11,000 companies and professionals and provides more than 100 products and services to the business aviation community.



SelectFlorida Booth at NBAA, L-R: Matt Chesnut, Space Florida; Tywan Arrington, TVEDC; Jojo Abreu, SelectFlorida; Harry Jorgensen, FloridaCommerce; Jack Bojinov, OEP.

##### Joint Meeting of the Southeast U.S./Japan & Japan -U.S. Southeast Associations

The 46th Annual Joint Meeting of the Southeast U.S./Japan & Japan -U.S. Southeast Associations, held in Raleigh, North Carolina, included over 500 delegates from Japan and 7 Southeastern States (Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, and Tennessee). Conference Co-Chairs were U.S. Chair, Sean Suggs, President, Toyota Battery Manufacturing, North Carolina, and Japan Chair, Masaaki Tsuya, External Advisor, Bridgestone Corporation. Notable attendees also included Dave Woodward, Executive Director, the Honorable Kazuhiro Nakai, Consul General of Japan in Miami, and Florida Secretary of Commerce J. Alex Kelly, as the Florida Delegation Leader. North Carolina Governor Roy Cooper opened with welcome remarks and the keynote address was by His Excellency Shigeo Yamada, Ambassador of Japan to the United States. Toyota was a major sponsor, and the NASCAR Hall of Fame was the location for the Opening Reception.

##### *Keith Norden is honored to serve as the longest continuous Chair of the Florida Delegation.*



Keith Norden with Jordan Jiloty, NASCAR, SEUS-Japan.

### MEDIA & COMMUNICATIONS

#### NEW PROJECT WIN ANNOUNCEMENT

On October 17, AURA AERO (“Project Lautrec”), a French manufacturer of next-generation aircraft, announced its intent to build a 500,000 square foot manufacturing and assembly plant at the Daytona Beach International Airport, with a projected capital investment of \$172.5 million, with over 1,000 jobs announced.

Team Volusia has been diligently working on Project Lautrec since January of 2023, when we received a call to attend an impromptu meeting with Aura Aero, at the Embry-Riddle Research Park. Over the past 18+ months, Aura Aero has been represented twice in our business development pipeline, with two (2) projects.

First, Project Bourget, which was announced in July at the Farnborough Air Show, when Aura Aero decided to establish a footprint at a hangar at Embry-Riddle’s expanding Research Park.

Project Lautrec, then, was the second site location project, which explored multiple states, and multiple locations in Florida, in their consideration set for their manufacturing and assembly plant.

Our energized and collaborative community was reflected at both the county and the state level with these projects. We are grateful to have been able to join forces with our incredible partners, including Volusia County, City of Daytona Beach, CEO Business Alliance, Embry-Riddle Aeronautical University, Daytona State College, Daytona Regional Chamber of Commerce, CareerSource Brevard Flagler Volusia, Space Florida, Florida Power & Light Company, and FloridaCommerce.

**Team Volusia partnered with the CEO Business Alliance and Embry-Riddle Aeronautical University to put the press release together, which AURA AERO also shared. To read the**

full announcement, please visit this link: [AURA AERO Inc. Selects Volusia County.](#)

### Team Volusia EDC Investor Renewals

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

CBC Benchmark  
City of Daytona Beach  
City of Daytona Beach Shores  
City of DeBary  
City of Deltona  
City of Edgewater  
City of Holly Hill  
City of Lake Helen  
City of New Smyrna Beach  
City of Orange City  
City of Ormond Beach  
City of Port Orange  
Cobb Cole  
Farmton Deering Park  
TD Bank  
Universal EngineeringSciences  
University of Central Florida

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

### COMMUNITY

#### TVEDC attended these community events:

Daytona Regional Chamber Annual Awards Luncheon

Ormond Beach State of the City

Port Orange South Daytona Chamber of Commerce Economic Development and Government Council Meeting

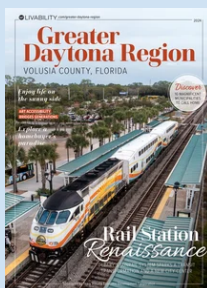
### AVAILABLE NOW! Florida Trend Nov 2024 - Volusia County Business Insert



Every 3 years, Team Volusia partners with Florida Trend to create a multi-page business insert focused entirely on the Greater Daytona Region/Volusia County. This insert is distributed to Florida Trend's 270,000 influential readers, in print & digital, and Team Volusia utilizes copies of the insert in our business recruitment efforts.

[CLICK HERE TO VIEW THE GREATER DAYTONA REGION/VOLUSIA COUNTY BUSINESS INSERT](#)

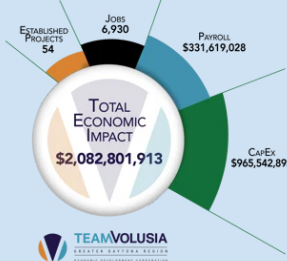
### 2024 Livability



### The Team Volusia 2023 Annual Report



### 2013 - 2023 METRICS

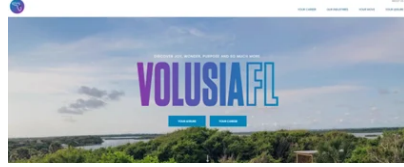


Click here for [EVOLVE News Volusia](#).

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



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