

2025
ANNUAL
REPORT

15
YEARS



TEAMVOLUSIA

G R E A T E R D A Y T O N A R E G I O N

E C O N O M I C D E V E L O P M E N T C O R P O R A T I O N

LETTER FROM TVEDC CHAIR & PRESIDENT

Economic development is about striving to enhance the quality of life for the people who live and work in a community. Job opportunities help sustain households and support professional growth. Economic development is a team effort, with relationships in our business community at the heart of what makes Volusia County shine. Team Volusia EDC is proud to fulfill our mission to raise economic vitality in our region.

Our mission success in 2025 saw our active pipeline yield six notable business locations – Amazon, BIK Boom Trucks, Exalt Health, Incertec, Phemotron Systems, and Sprouts Farmers Market. With a total economic impact of over \$423 million, these project wins have announced a total of 610 new jobs, with a capital investment of \$175 million.

Notably, in 2025, Volusia County celebrated three exciting ribbon cuttings, for Amazon, AURA AERO and Boeing Daytona Beach. We are so happy to help bring these companies to Volusia County, as we value and recognize their positions on the forefront of industries like service, logistics, technology and advancement. For more details, please see page 11.

One additional highlight from our Chair, Randy Dye, is to celebrate the fact that at the Florida Economic Development Annual Meeting in 2025, for the first time ever an economic development professional from Volusia County was recognized as FEDC's Economic Developer of the Year! Keith Norden received this great honor for his lifetime achievement in the economic development arena. On behalf of the Board of Directors and staff, we congratulate Keith and we are so proud to see this distinction come to Volusia County and TVEDC!

And finally, as we reflect on 2025, and the past 15 years, Team Volusia has had the privilege to work with the best and the brightest in our community, as we fulfill our role to identify, oversee and facilitate business recruitment in Volusia County. We are proud to serve as a convener and collaborator, alongside our Board of Directors, and working with all of our outstanding investors, community partners and stakeholders. Together, we help business shine brighter!



Keith Norden, CEcD, MEDP
President and CEO



Randy Dye
Chair

15
YEARS



TOTAL ECONOMIC IMPACT

\$ 4 2 3 , 7 1 9 , 6 8 7

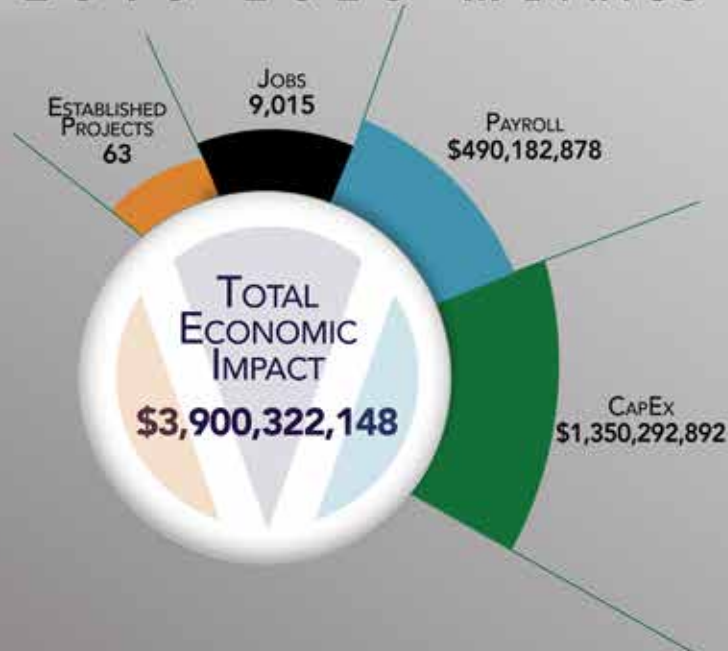


Outreach Meetings	802
Proposals	45
Site Visits	31



Annual Unique Website Visitors	16,972
Total Number of Emails Sent	20,022
Social Media Impressions	63,880
VolusiaSites.com Engagements	8,917
Livability Total Impressions	287,000

2010 - 2025 METRICS



T V E D C O U T R E A C H



AEDL Program



America's Food & Beverage Show



FEDC Annual Conference

AEDL Program

Keith Norden earned his Master of Economic Development Practitioner Certification through the Advanced Economic Development Leadership Program, Kansas City, MO, which was attended by 40 U.S. economic development professionals. Partner universities (University of Southern Mississippi, University of New Mexico, Texas Christian University, Valdosta State University) developed the curriculum with practitioners, business leaders, and site consultants presenting job creation strategies.

Americas Food & Beverage Show

With 750 exhibitors from 25+ countries, the Americas Food and Beverage Show, Miami Beach, was a first time event for Team Volusia. Our booth was staffed by Frank Jones and Tracy Marino, who were joined on site by Josh McEnany, City of South Daytona.

Area Development Consultants Spring Forum

Over 250 participants at the Spring Forum, Savannah, GA, discussed best practices with the nation's top site selection consultants. Keith Norden shared new project locations and developments in Volusia County.

Area Development Consultants Fall Forum

The Fall Forum, Fort Lauderdale, hosted 200 economic development professionals who attended sessions on trends and strategies led by 24 key site selectors and corporate RE advisors. Keith Norden represented Volusia County, alongside attendees from SelectFlorida and Florida Power & Light.

Aviation Interiors Expo (AIX)

Keith Norden met with U.S. and European corporate decision makers at the world's leading cabin interiors expo. At AIX, 450 international exhibitors showcased sustainable cabin solutions, adaptive seating, and the latest in-flight entertainment and connectivity advancements.

Economix

With Consultant Connect and SelectFlorida hosting for the first time in Central Florida, Economix is a global annual conference that brings together site selection consultants and economic development professionals. Frank Jones and Monty Fletcher attended for Volusia County.

FEDC Annual Meeting

Frank Jones, Tracy Marino and Keith Norden, who serves as the East Central Florida Regional Director, attended the Florida Economic Development Council Annual Meeting. At the meeting, Keith received the Eunice Sullivan Economic Development Professional of the Year, the first time someone from Volusia County has received this outstanding recognition!

IAMC Spring Professional Forum

The Industrial Asset Management Council brings together corporate real estate end users and industrial service providers, and economic developers. The Spring Forum in Sacramento, CA, hosted 300+ attendees from North America and Europe. Keith Norden, an IAMC Fellow, involved since its 2002 inception, also attended the SelectFlorida invitation-only event for 40 key executives and site selectors.

ICSC@FLORIDA

Frank Jones hosted the TVEDC booth at the Florida International Council of Shopping Centers expo, Orlando, with 4,000 retailers, developers, brokers, service providers, and investors. Joining Frank were John Cox, City of Deltona, Josh McEnany, City of South Daytona, Brian Radamacher, City of Ormond Beach, and Frank Molnar, Lifestyle Group, Oceans Commercial Realty.

IEDC Leadership Summit

Keith Norden attended the International Economic Development Council Leadership Summit, Washington, D.C., which held sessions in Higher Ed's Role in Economic Development, Global Competitiveness, Strategies During Labor Market Shifts, and Attracting FDI. Involved with IEDC throughout his career, Keith is on the IEDCAEDO Review Board, appointed after TVEDC received accreditation in 2024 as the 81st Accredited Economic Development Organization in North America.

IEDC Annual Conference

The International Economic Development Council held its annual meeting in Detroit, MI. Frank Jones attended sessions which included new AI tools, studies of successful communities such as Starship, Texas, and a keynote from Governor Whitmer on the success of public-private partnerships in bringing Detroit into the 21st century.

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

The 47th Annual Joint Meeting, Tokyo, Japan, included 400 delegates from Japan and 7 Southeastern U.S. States. Keith Norden, the longest continuous serving Chair of the Florida Delegation, witnessed the Florida Realtors MOU Signing Ceremony with the Japan-America Real Estate Coalition, and participated in the SelectFlorida Business Seminar. Secretary of State Cord Byrd led the 51 member Florida delegation, with Secretary of Commerce J. Alex Kelly, Dr. Matt Swanson, SelectFlorida President, and Dave Woodward, Florida SEUS/Japan Association Executive Director. Also attending, The Honorable Junya Nakano, Consul General of Japan in Miami and His Excellency Shigeo Yamada, Ambassador of Japan to the United States.



Economix



National Business Aviation Association



Paris Air Show



SEDC Site Selection Summit

Logistics Development Forum

Keith Norden held meetings with site selectors and consultants at the Forum, which focused on how the supply chain is critical for promoting strategic and logistical advantages during the site selection process.

MD&M West

Team Volusia attended MD&M West, Anaheim, CA, which is a collaborative event connecting industry sectors such as MedTech, Automation, Design & Manufacturing, and Plastics. The event included 1,700 exhibitors, and 13,500 attendees, representing 52 countries.

MRO Americas

Team Volusia attended MRO Americas, Atlanta, GA, which hosted 17,000+ attendees, over 1,000 exhibitors, and representatives from 93 countries. MRO featured suppliers, service providers, and aviation industry regulators.

NBAA

The National Business Aviation Association held its annual convention, Las Vegas, NV, with Frank Jones attending as Team Volusia co-exhibited with SelectFlorida. The conference welcomed 800 exhibitors and 20,000 aviation professionals.

Paris Air Show

Keith Norden attended the 55th Paris Air Show which had 2,400 exhibitors from 48 countries, 400 official delegations, and 141,000 attendees. The largest of any state, the Florida Pavilion with SelectFlorida's 180 person delegation featured 15 Florida-based companies, Space Florida, UCF, Embry-Riddle Aeronautical University, and 27 economic development partners. Governor DeSantis led the delegation, with Secretary of Commerce J. Alex Kelly, Secretary of Transportation Jared Perdue, and Secretary of State Cord Byrd. Also during that week: the Aerospace Alliance (Alabama, Florida, Louisiana, Mississippi) special event for 400 industry leaders, the SelectFlorida Activation Event and Networking Reception, and a Florida Business Seminar.

Pro Mat

Pro Mat, Chicago, IL, featured leading experts, manufacturers, and decision makers showcasing innovative tech, intelligent automation, and forward-thinking concepts. Attendees included 1,200 manufacturers with over 50,000 manufacturing and supply chain buyers.

SelectFlorida Quarterly Board Meeting

Keith Norden attended SelectFlorida's quarterly meeting, Tampa Bay, with Florida Secretary of Commerce J. Alex Kelly, SelectFlorida President Matt Swanson and Jason Mahon, Florida Commerce Deputy Secretary for Economic Development and Chief Manufacturing Officer. Keith represented Volusia County at the Economic Development Advisory Council meeting.

SelectUSA Investment Summit

Representing 100 international markets, 5,000 attendees from 54 U.S. States and territories, Team Volusia attended with 1,100 economic developers, and 2,700 international delegates. SelectUSA is a federal program focused on job-creating business investments and the impact of economic development on the economy.

Site Selectors Guild Pre-Event

Over 50 top site selectors attended the Site Selectors Guild Pre-Event, Orlando. Keith Norden and Frank Jones represented for Volusia County. Discussions centered on unique strengths, business climate, and growth potential of various regions. Presentations offered insights into Florida's competitive advantages, emerging trends, and strategic growth opportunities.

Site Selectors Guild Fall Forum

The Site Selectors Guild is the only association of the world's foremost site selection consultants. Members are peer-nominated, vetted, and demonstrate a significant amount of experience. Keith Norden attended the Forum, Indianapolis, IN, exchanging ideas with 30 Guild site selectors from the U.S. and abroad.

SEDC Annual Conference

The Southern Economic Development Council Conference, Oklahoma City, OK, welcomed 500 attendees, with 70 presenters sharing their insights. Keith Norden represented Volusia County, joined by Jeff Brown, City of Daytona Beach. Keith serves as Florida's Director on the SEDC Board.

SEDC Site Selection Summit

The 17 state Southern Economic Development Council is the oldest U.S. economic development organization, representing the world's third-largest equivalent economy with an estimated population of 155 million. Governor Brian Kemp welcomed Keith Norden and over 450 attendees in Atlanta, GA, kicking off 11 sessions led by 40 top site selectors. An active member for 30+ years, Keith serves on the SEDC Board.

Space Tech Expo USA

Space Tech Expo, Long Beach, CA, featured two conferences: Space Industry and Space Technology. With over 3,900 attendees and 305 exhibitors, Team Volusia was on site with attendees representing 31 countries and 6 continents.

SPACECOM

SpaceCom, in collaboration with the 51st Space Congress, co-located with the Space Mobility Conference and GSA Spaceport Summit, Orlando. The theme was "Where Integration Ignites Innovation." The event featured companies from satellite, tech, and space industry service providers. Team Volusia hosted a booth on site, inviting Volusia County practitioners to join us.

Synapse Summit

The Synapse Summit brought together 2,000 entrepreneurs, industry leaders, and innovators to showcase Florida's burgeoning innovation ecosystem. The summit featured tracks on technology and innovation, cybersecurity, national security, health sciences, biotech, sustainability, and fintech.

T V E D C O F F I C E R S



Randy Dye
Daytona Dodge Chrysler Jeep
Ram/Maserati Alfa Romeo of
Daytona Beach
Chair



David Weis
AdventHealth
First Vice Chair



Dr. Tom LoBasso
Daytona State College
Second Vice Chair



Joyce Shanahan
City of Ormond Beach
Treasurer



M. Jayson Meyer
Synergy Billing
Secretary



Michael Pleus
City of DeLand
Municipal Representative



John Ferguson
Cobb Cole
Legal Counsel



George Recktenwald
Volusia County
County Manager



Team Volusia EDC Investors

TVEDC 2025 INVESTORS

Executive

AdventHealth, David Weis
 City of Daytona Beach, Deric Feacher
 City of DeLand, Michael Pleus
 City of Deltona, Commissioner Dori Howington
 City of Edgewater, Joseph Mahoney
 City of New Smyrna Beach, Kevin Cowper
 City of Ormond Beach, Joyce Shanahan
 City of Port Orange, Robin Fenwick
 Daytona Dodge Chrysler Jeep Ram/Maserati Alfa Romeo of DB, Randy Dye
 Florida Health Care Plans, Adam Dunn
 NASCAR, Jordan Jiloty
 Volusia County, George Recktenwald

Board

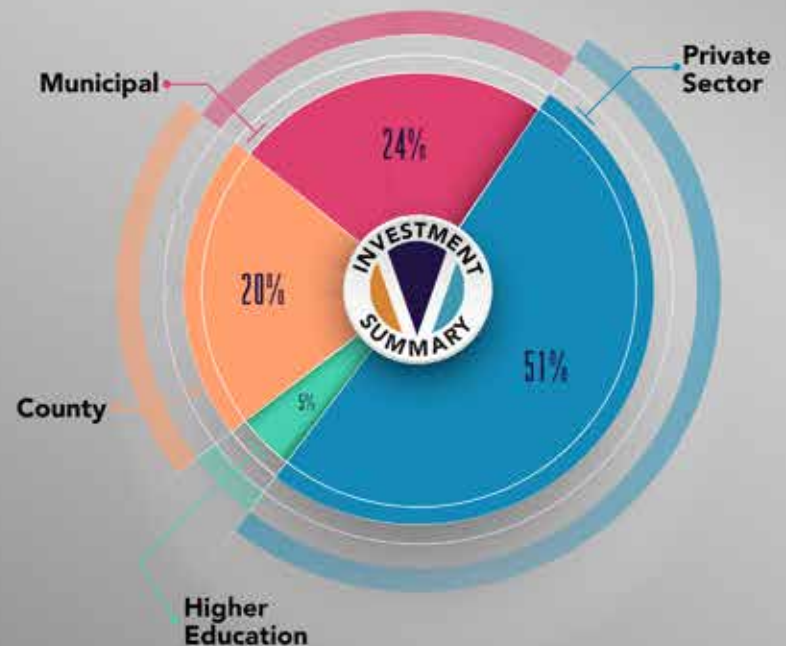
Avalon Park Group, Stephanie Lerret
 Bank of America, Juan Amo
 Bethune Cookman University, Dr. Albert Mosley
 Boulevard Tire Center, Earl Colvard
 City of DeBary, Phyllis Butlien
 City of Orange City (Volusia City/County), Christine Davis
 Cobb Cole, P.A., John Ferguson
 Coldwell Banker Comm. AI Group (At-Large - SW Volusia), John Wanamaker
 Council on Aging (At-Large - SE Volusia), Eveline Kraljic
 Daytona Beach Area Association of Realtors, Leah Selig
 Daytona Regional Chamber of Commerce, Nancy Keefer
 Daytona State College, Dr. Tom LoBasso
 DeLand & Greater West Volusia Chamber of Commerce (At-Large-NW Volusia), Janet Knauff
 Duke Energy, Alexandra Sanchez
 Embry-Riddle Aeronautical University, Tyler Sirois
 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, Kim McBee
 Giles Electric (At-Large - Halifax), Brad Giles
 Halifax Health, Shawn Remington
 Hazen Construction, Chad Hazen
 ICI Homes, Nellie Lupoli
 Keiser University, Ashley Neff
 Kingspan, Alswinn Kieboom
 Lohman Enterprises, Nancy Lohman
 ITG (Lassiter Transportation Group), Gil Ramirez
 Olivari & Associates, CPA's & Consultants, John Olivari
 Practitioners Council, Samantha Bergeron
 Root Organization, Robert Campbell
 Spectrum, Alex Redkin
 Stetson University, Krista Bofill
 Synergy Billing, M. Jayson Meyer
 Truist Bank, Robert Ludlow
 University of Central Florida, Fred Kittinger, Jr.
 Volusia County, Danny Robins
 Volusia County Chamber Alliance, Stephanie Ford
 Zev Cohen & Associates, Dwight DuRant

Partner

Amazon.com Services LLC
 City of Holly Hill
 City of South Daytona
 Intracoastal Bank
 RUSH Marine & RUSH Construction
 Security First
 Teledyne Marine
 VeeCor Property Management

Ambassador

AVCON, Inc.
 B. Braun Medical, Inc.
 CareerSource Brevard Flagler Volusia
 CBC Benchmark
 City of Lake Helen
 City of Daytona Beach Shores
 City of Oak Hill
 DLR Group
 Dredging & Marine Consultants, LLC
 ECS Florida, LLC
 EM Pros
 James Moore Certified Public Accountants
 Keller Williams Realty
 Lamar Outdoor Advertising
 Lifestyle Group at Oceans Luxury Realty
 Mainstreet Community Bank of Florida
 Paradigm Development Partners
 Salty Dog Vacations
 Seacoast Bank
 SE Volusia Manufacturing and Technology Coalition
 SouthState Bank
 TD Bank
 The Daytona, Autograph Collection
 Town of Ponce Inlet
 United Way of Volusia-Flagler Counties, Inc.
 Universal Engineering Sciences
 Valor Real Estate Development
 Vann Data Services, Inc.
 Vision HR, Inc.
 West Volusia Association of Realtors
 Wharton-Smith, Inc.
 Wholesale Lighting
 Wire 3, LLC
 Zgraph, Inc.





PROJECT WINS

amazon

Building upon their successful investment in our community, Amazon will be expanding to open its fifth location in our county with its newest hybrid model fulfillment center. The facility will deliver goods within 5 hours or less with sub-same day delivery. This newest facility will provide at least 100 new jobs, with a capital investment of \$20 million.



Toronto-based boom truck assembly and repair company, BIK Boom Trucks, is currently in construction on their first site in Port Orange, with plans already in place to expand to a second parcel just to the north. Originating in 2022 with discussions on workforce, infrastructure, and other topics to facilitate the development of these two sites, BIK Boom Trucks will be bringing 50 new jobs to the area.

exalt health

INPATIENT REHABILITATION HOSPITAL

TVEDC began working with the site consultant for Exalt Rehabilitation in December of 2022, when we identified a suitable parcel, which was followed by convening a group of local partners, including the Daytona Regional Chamber, to assist with their expansion into our area, in early 2023. Locating in Daytona Beach, Exalt will be hiring 100 new employees, with a capital expenditure of \$25 million.





INCERTEC FLORIDA

Minnesota-based metal finishing company, Incertec, is relocating from Titusville to Edgewater, to establish a location that will be the largest metal finishing company in the country, in support of multiple aerospace businesses. Team Volusia worked closely with Incertec and our county partners to best prepare the infrastructure at the site, to support their needs. Incertec will be hiring 160 people and will have an estimated capital expenditure of \$16 million.



Phemotron Systems Corp. is an aerospace technology company developing advanced AI-powered CubeSat platforms. In 2025, Phemotron made history as the first African American space startup and the only Florida-based company to win first place at the international 9th Annual Space startup Entrepreneur Pitch Competition in Washington, DC. Initially locating in the Volusia Innovation Hub, as Phemotron Systems advances toward commercialization, company projections include generating approximately \$50–100 million in capital investment, and the creation of 30–100 new jobs over time.

SPROUTS FARMERS MARKET

Team Volusia met with Sprouts Farmers Market in December of 2024 to discuss their latest expansion into the southeast region of the United States. Our engagement with Sprouts included identifying sites and discussing demographics. Their decision to open their first location in Volusia County, in Daytona Beach, will create 100 new jobs, with a capital investment of nearly \$8 million.



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



5 miles

10 miles

DEBARY

20 miles

ORLANDO

50 miles

THE SPACE TRIANGLE

TITUSVILLE

MELBOURNE

PORT CANAVERAL



TVEDC UPDATES

Notably, in 2025, Volusia County celebrated three exciting ribbon cuttings for companies on the forefront of industries like service, logistics, technology and advancement.

Amazon opened their 2.43 million-square-foot Robotics Fulfillment Center in Daytona Beach in 2025, initially bringing 1,000 new jobs. "With the Daytona Beach International Airport, the Daytona International Speedway, and now Amazon, we have collaborated with key partners in our region to create one of the most economically impactful 5-square-mile areas anywhere in Florida - and we are proud to have it right here in the City of Daytona Beach and Volusia County," Keith Norden, president & CEO, Team Volusia EDC.



Amazon Ribbon Cutting

The AURA AERO ribbon cutting was held for their 11,000 sq. ft facility, at the Embry-Riddle Research Park, which will serve as their U.S. headquarters and first production site, hosting the North American delivery and customer support center for the INTEGRAL program and lay the groundwork for the company's hybrid-electric ERA aircraft. This is the first of two new locations for the company in Volusia County, stemming from a relationship Team Volusia started with AURA AERO in 2023. Projected to break ground in late 2026 or early 2027, the second project will be a 500,000 sq. ft. manufacturing and assembly plant and U.S. headquarters, at the Daytona Beach International Airport, which will create more than 1,000 high-paying jobs.



AURA AERO Ribbon Cutting

Boeing Daytona Beach cut the ribbon on their new engineering center at the Embry-Riddle Aeronautical University Research Park, a project leaders say will bring hundreds of high-paying jobs and a major economic boost to Volusia County. The 65,000-square-foot facility, located inside the Cici and Hyatt Brown Center for Aerospace Technology, will support Boeing's Defense, Space and Security programs. Company officials announced about 400 new technical and engineering jobs are expected to come with the opening.



Boeing Daytona Beach Ribbon Cutting, Cici & Hyatt Brown Center for Aerospace Technology, Embry-Riddle Research Park

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A B O U T U S

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 funding is raised from the private sector and institutions of higher learning. Today, the organization continues to grow and help strengthen the economic prosperity of the region.



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Tracy Marino, Director, Marketing & Communications

Debbie Robbins, Executive Assistant & Office Coordinator

Jen Boggs, Bookkeeper

