

## July 2025 BRIEF

Highlights of our Team Volusia EDC activities plus a First Half of 2025 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 2025**, I am proud to highlight a few happenings from the first six months of the year.

In January, we were happy to welcome Frank Jones to our team, serving as Manager, Business Development & Research.

In March, at our sold out Annual Meeting, we were excited to share our [new Team Volusia brand video](#), partially funded by a grant from Duke Energy.

I'd like to also highlight [a few metrics from the first half of 2025, from January to June](#):

- TVEDC had 443 **business development outreach meetings**.
- Our team attended **15 Outreach Events & 21 Community Events**.
- TVEDC hosted **19 Site Visits** in the first half of the year, showcasing Volusia County to companies considering a location here.

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!

### FEDC 2025 Economic Development Professional of the Year



In May, at the Florida Economic Development Council's Annual Meeting, Keith Norden was named the Eunie Sullivan Economic Development Professional of the Year! This award is given in recognition of the great achievements of an outstanding economic developer from the state of Florida. This is the first time that someone from Volusia County has received this honor!

### OUTREACH

**Outreach Meetings in July: 40**  
**Site Visits in July: 3**

#### Logistics Development Forum

The Forum focused on the importance of supply chain in site selection for companies. Location-specific logistics capabilities are vital to the supply chain site selection process. Knowledge of the aspects of supply chain is critical to developing a strategy to promote logistical advantages during the selection process. Keith Norden attended informative sessions at the forum, and held meetings with site selectors and consultants specializing in logistics intensive projects.



David Hickey, Managing Director, Hickey & Associates, with Keith Norden

### Team Volusia Board of Directors Meeting, July 11



Team Volusia EDC held a Board of Directors Meeting on Friday, July 11, at Embry-Riddle Aeronautical University. Included with the business items on the meeting agenda, our featured speakers were Matt Chesnut, VP, Business & Economic Development, Space Florida, and Justine Assal, Honorary Consul of Great Britain & Northern Ireland -- Central Florida.

### Team Volusia EDC Investor Renewals

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

- Amazon**
- Boulevard Tire Center**
- DLR Group**
- ECS Florida**
- Lifestyle Group at Oceans Luxury Realty**
- Security First**
- Southeast Volusia Manufacturing & Technology Coalition**
- Truist**
- Vann Data**

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

### COMMUNITY

*In July, TVEDC attended these community events:*

- Duke Electricity 101
- Volusia League of Cities Southern Summer Dinner
- Volusia Young Professionals Group Leadership In Action Lunch



### British American Business Council of Central Florida East Coast Launch



On July 31 at Embry-Riddle Aeronautical University, the [British American Business Council of Central Florida](#) held its third and final launch in the region, with the chapter now spanning from Tampa Bay to Orlando to the East Coast. The BABC has 2 chapters in Florida -- Miami and Central Florida -- and only 22 chapters total, nationwide.

Team Volusia EDC is a member of the BABC, and our President & CEO Keith Norden serves on the Board of Directors. Team Volusia was proud to be one of the sponsors for this event.

Welcoming remarks were given by P. Barry Butler, Ph.D., President of Embry-Riddle. The event featured a panel discussion on the booming aerospace industry relationship between the United Kingdom and Florida, which was moderated by Keith Norden, with panelists:

- Rufus Drabble, His Majesty's Consul in Miami
- Edgar Campa-Palafox, CEcD, MEDP, Vice President Business Development, EDC of Florida's Space Coast
- Kasenia Moskalenko, Cluster Manager, Learning Sciences and Human Performance, Florida High Tech Corridor

Team Volusia thanks BABC Central Florida President of the Board, David Lenox with Greenspoon Marder PA, and Advisory Board Member Justine Assal MBE, Honorary Consul of Great Britain, and Northern Ireland – Central Florida, who oversaw the planning and execution of the event.

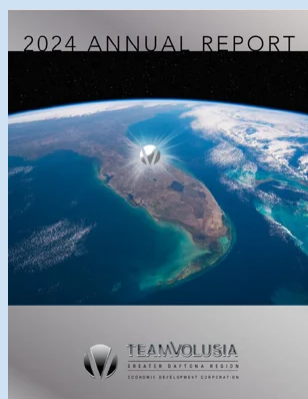
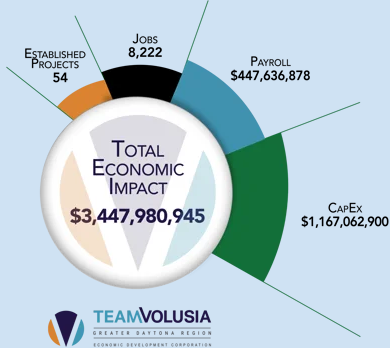


**Check out our new video: Volusia County: Where Business Shines Brighter**



**Click here to view our new brand video, [Volusia County: Where Business Shines Brighter.](#)**  
Sponsored in part by Duke Energy Foundation

**2014 - 2024 METRICS**





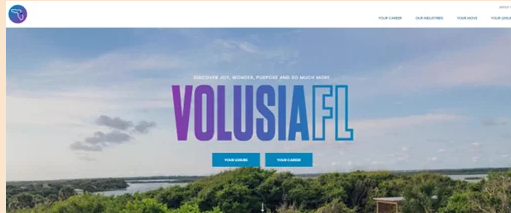
**[2025 Livability](#) is now available!**

Team Volusia is proud to sponsor Livability and the 2025 edition is the best yet!  
We have an inventory of the printed edition, so let us know if you'd like additional copies.

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

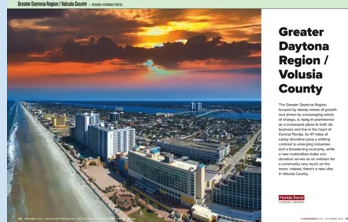
**Talent Recruitment -- Life in VolusiaFL**

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](#).

**Florida Trend 2024 Volusia County Business Insert**



Team Volusia partnered with Florida Trend to create a multi-page business insert focused entirely on the Greater Daytona Region/Volusia County.

*This special Florida Trend Volusia County business insert is created and published every 3 years.*

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



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