

## March 2025 BRIEF

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

### OUTREACH

**Outreach Meetings in March: 74**  
**Visits in March: 3**

#### **IAMC Spring Professional Forum**

The Industrial Asset Management Council is a leading industrial and manufacturing real estate trade association with biannual Forums offering learning opportunities for a diverse group of corporate real estate end users, industrial real estate service providers, and economic developers. Keith Norden attended the IAMC 2025 Spring Forum held in Sacramento, CA, with 300+ real estate professionals from North America and Europe. Keith is an IAMC Fellow, actively involved since its inception in 2002. At the Forum, SelectFlorida held an invitation-only event for 40 key corporate RE executives and site selectors hosted by economic developers and utility providers from across the state. Several existing and potential clients attended the SelectFlorida event which provided a great opportunity to raise visibility for Volusia County.

#### **Pro Mat**

Biannually held at McCormick Place in Chicago, leading experts, manufacturers, and key decision makers showcase innovative technologies intelligent automation solutions and forward thinking concepts. 1,200 manufacturers across three floors with over 50,000 manufacturers and supply change buyers in attendance.

#### **Site Selectors Guild Pre-Event**

Over 50 of the nation's top site selectors attended the Site Selectors Guild Pre-Event, held in Orlando. Keith Norden and Frank Jones represented Volusia County along with other economic development corporations (EDCs) from across Central Florida. Discussions centered on the unique strengths, business climate, and growth potential of various regions. Attendees explored factors influencing corporate relocation and expansion, including workforce availability, infrastructure, and incentives, with presentations from site selectors and EDCs, offering insights into Florida's competitive advantages, emerging industry trends, and strategic opportunities for future economic growth.

#### **Synapse Summit**

Tywan Arrington and Frank Jones attended the Synapse Summit at Tampa's Raymond James Stadium, which brought together 2,000 entrepreneurs, industry leaders, and innovators to showcase Florida's burgeoning innovation ecosystem. This year's summit featured dynamic tracks focusing on technology and innovation, cybersecurity, national security, healthcare, health sciences, biotech, sustainability, and fintech. Highlights included the unveiling of AI-powered firearm detection systems by ZeroEyes and AccelEye, addressing public safety concerns, and discussions on flood prevention technologies. By fostering connections amongst thought leaders and innovators, Synapse Summit 2025 reinforced Florida's position as a hub for technological advancement and collaborative problem-solving.



Photos: ProMat 2025. IAMC Spring Professionals Forum: (L-R), Matt Lowell, Ryan, Keith Norden, TVEDC, Tim Johns, FloridaCommerce.

**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

**TEAM VOLUSIA 2025 ANNUAL MEETING**

Thank you to everyone who attended our 2025 Annual Meeting on March 13 at the Mori Hosseini Center, Daytona State College.

Special thanks to our Venue Sponsor, Daytona State College, and our Presenting Sponsor, AdventHealth, and all our Sponsors!



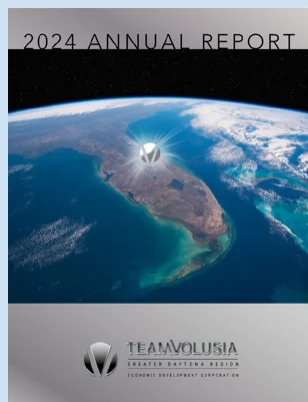
Thank you to our featured presenters:

**Paul A. Sohl, Rear Admiral USN (ret), CEO, Florida High Tech Corridor, and Dr. Matt Swanson, Interim President, SelectFlorida & COO, FloridaCommerce.**

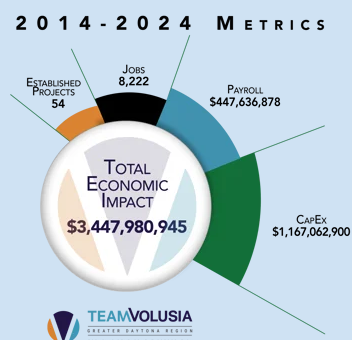
And finally, from all of us at Team Volusia -- Keith, Jen, Debbie, Tracy, Frank and Tywan -  
 - thank you for making our 2025 Annual Meeting another wonderful success!



To view all the Annual Meeting photos, please visit our website by clicking [HERE](#).



**The Team Volusia 2024 Annual Report**



## COMMUNITY

### **TVEDC attended these community events:**

DeBary Citizens Academy -- Team Volusia was happy to be a featured presenter.

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

Volusia Innovation Challenge

Volusia League of Cities

## Team Volusia EDC Investor Renewals

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

**Coastal Ventures Real Estate  
Coldwell Banker Commercial AI Group  
Daytona Beach Area Association of Realtors  
Embry-Riddle Aeronautical University  
Florida Power & Light  
Halifax Health  
ICI Homes  
Mastermind Mushrooms  
SEEFRIED  
Synergy Billing  
Wire 3**

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

## Florida Trend 2024 Volusia County Business Insert

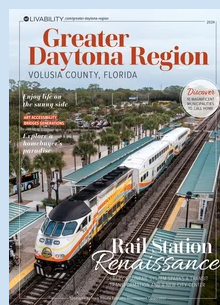


Team Volusia partnered with Florida Trend to create a multi-page business insert focused entirely on the Greater Daytona Region/Volusia County.

*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](#)

### 2024 Livability



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

Click here to read "At the Intersection of Growth and Success" in **Evolve magazine**, featuring an interview with our President & CEO, Keith Norden.



**Please like and follow us on social media.**



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