

JULY 2026 ***Brief***

Highlights for Team Volusia EDC activities in July. Thank you for subscribing!

Outreach Meetings in July: 150
Site Visits in July: 1

Leadership Mission to the U.K. incl. Farnborough Air Show & Scotland

Keith Norden was invited to join the Leadership Mission to the United Kingdom including the Farnborough Air Show and Scotland. Led by Governor Ron DeSantis, the delegation of 80 engaged in multiple activities promoting the assets of Florida to an array of decision makers.

The 2026 **Farnborough Air Show**, the second largest in the world, welcomed 100,000 trade and public visitors, 1,400 exhibitors, and representatives from over 100 countries. The Florida Pavilion was the largest of any U.S. state hosting 18 Florida-based exhibitors, including Space Florida and Embry-Riddle Aeronautical University. The Governor was joined by a distinguished state leaders including Florida Secretary of Commerce J. Alex Kelly, Florida Secretary of Transportation Jared W. Perdue, Florida Secretary of State Cord Byrd, Florida Insurance Commissioner Mike Yaworsky, Space Florida President and CEO Rob Long, University of Central Florida President Alexander Cartwright, and Embry-Riddle Aeronautical University President P. Barry Butler.

A Florida Activation Event and Networking Reception was held in London to host British companies with an interest in Florida. At the event, His Majesty's Consul General in Miami, Rufus Drabble, was honored by Florida officials on the final day of his assignment for the outstanding job of strengthening the ties between Florida and the U.K. The incoming His Majesty's Consul General in Miami, Keith Scott, was introduced and welcomed.

On the third day of the International Business Development Mission to the United Kingdom, the delegation hosted a Florida Business Seminar in Edinburgh, Scotland where Florida leadership, including Secretary of Commerce J. Alex Kelley and SelectFlorida President Matt Swanson outlined the numerous advantages of doing business in the State of Florida. The seminar provided a comprehensive overview of Florida's key sectors. The following Aerospace Panel Discussion brought together key government, higher education and industry stakeholders from both Florida and the U.K. to discuss the regions' transatlantic aerospace partnership, aerospace infrastructure, commercialization, workforce development, and innovation. An activation event and networking reception was held in Edinburgh with business leaders, governmental leadership and international partners which strengthened relationships with key Scottish stakeholders. Governor Ron DeSantis addressed the impressive group.

On the following day, industry meetings were arranged in Aberfeldy, Scotland attended by Florida Secretary of Transportation Jared W. Perdue, Florida Secretary of Commerce J. Alex Kelly, and SelectFlorida President Matt Swanson. The informative meetings showcased Florida's headquarters and primary targets.

Keith Norden is a proud member of the Board of Directors of the British American Business Council of Central Florida and was keenly interested in the successful progress of the 2023 U.K. Florida Memorandum of Understanding. The Leadership Mission to the United Kingdom led by Governor Ron DeSantis exemplified the steps of continued collaboration between the two countries.



Governor Ron DeSantis at Florida Pavilion Ribbon Cutting Ceremony at Farnborough Air Show



SelectFlorida Aerospace Panel Discussion in Edinburgh, Scotland



Delegation of Economic Development Organizations with Governor Ron DeSantis in Florida Pavilion at Farnborough Air Show

Logistics Development Forum

The Logistics Development Forum in Vail, CO, the only conference with a focus on the evolving global supply chain and how that is impacting economic development successes going forward, hosted representatives from fewer than 40 communities from across the U.S. at the 2026 Forum. The Forum addressed key components of site location decisions that are priorities for companies, which enabled economic development professionals to best hone in on strengths they could promote. Team Volusia's Monty Fletcher was the only economic development practitioner from Florida, and had the opportunity to meet one on one with over 15 site selectors and consultants, with a focus primarily on aerospace and defense industries.



The EAA & the EAS - Oshkosh, Wisconsin

Experimental Aircraft Association (EAA)

The EAA, founded in 1953 by a group of individuals who were interested in building their own airplanes, now attracts more than 700,000 visitors and 10,000 different aircraft. Wittman Regional Airport in Oshkosh, Wisconsin becomes the business airport in the world during this annual Air Venture gathering. Attended by Team Volusia's Monty Fletcher, Embry-Riddle Aeronautical University, Boeing, MT Propeller and other local Volusia County based companies were among the thousands of exhibitors at the EAA in 2026.

Electric Aircraft Symposium (EAS)

Twenty years ago, the EAS became the world's first technical conference devoted to the future of electric aviation. Since 2018, the conference has teamed with the Vertical Flight Society and AERO Friedrichshafen, Europe's largest general and business aviation exhibition, as a reciprocal event Stateside and in Germany. Over the past two decades, more than 500 visionaries and pioneers of electric aviation and Advanced Air Mobility (AAM) have participated at EAS. With 50 speakers this year, Florida's Department of Transportation provided a keynote address on Advanced Air Mobility (AAM) and vertiport infrastructure throughout the state. Team Volusia's Monty Fletcher represented economic development for Volusia County, with Daytona Beach's AURA AERO also attending.





COMMUNITY & REGION

Team Volusia Board of Directors Meeting

The Team Volusia Board of Directors meeting on July 10 was held at the Henderson Welcome Center at Embry-Riddle Aeronautical University.

Led by our Chair, Randy Dye, the agenda included:

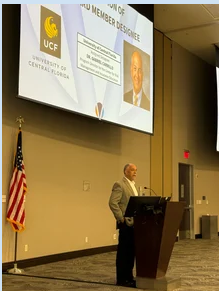
Welcome & an Embry-Riddle Aeronautical University Update, P. Barry Butler, Ph.D., President, ERAU

Presentation by Aston Martin Daytona Beach Shores Residences, Darius Wilhere, Deputy CEO, Valor Capital Real Estate

TVEDC Practitioners' Council Update, Council Chair John Cox, City of Deltona

President's Update, Keith Norden, President & CEO, TVEDC. Keith highlighted our recent activities and introduced New Board Member Designees: Dr. Gabriel Carrillo, UCF; Commissioner Davison Heriot, City of Deltona; Lorenzo Brown, AdventHealth

Thank you to everyone who joined us!



Additional Community Events

- Daytona Regional Chamber Hob Nob
- Team Volusia EDC Practitioners Council
- Volusia Young Professionals Group Leadership Lunch Series
- Volusia Young Professionals Group Third Thursdays
- West Volusia Hob Nob

TVEDC INVESTOR RENEWALS

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

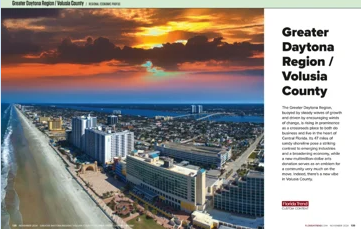
Amazon
Boulevard Tire Center
Teledyne Marine

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

COMMUNICATIONS



Click here to view our new brand video,
[Volusia County: Where Business Shines Brighter.](#)
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[CLICK HERE TO VIEW THE GREATER DAYTONA REGION/VOLUSIA COUNTY BUSINESS INSERT](#)

Click here to view the latest edition of [EVOLVE Space Coast News.](#)



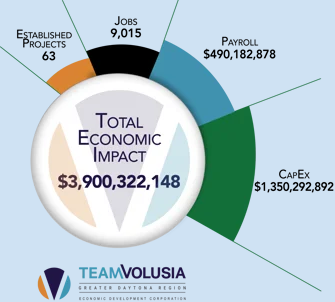
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