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Team Volusia EDC Strategy for Success

Strategies to advance economic prosperity in Volusia County and guide Team Volusia EDC

- Volusia County and its 16 cities have the opportunity to build on its past successes and influence future business investment decisions to create job opportunities for its residents. The Strategy for Success is meant to guide and direct the organization's efforts and resources over a three-year period.
- The privately funded plan includes bold strategies for achieving Volusia County's potential as a premier business address.
- The plan encompasses all of Volusia County comprising sixteen cities, most of which are investors of the organization itself.
- More than 200 private-sector and public-sector individuals participated in the planning process.
- The consultants conducted an in-depth competitive area assessment and benchmark analysis to compare how Volusia County ranks as a business location to other communities inside and outside the state of Florida.
- The results produced recommendations in five strategic focus areas including business recruitment, marketing/communications, entrepreneurship/innovation, workforce/talent and organizational services and delivery.
- The strategy will be implemented in partnership with a host of other agencies, organizations and individuals
- TVEDC is seeking additional funding to fulfill its role in implementing the Strategy for Success.



TEAMVOLUSIA

GREATER DAYTONA REGION
ECONOMIC DEVELOPMENT CORPORATION



Key Recommendations

BUSINESS ATTRACTION AND RECRUITMENT

- Conduct land price comparison study
- Identify marketable sites/buildings that meet targeted sector needs
- Identify property near I-4 and/or I-95 for distribution/logistics parks
- Explore potential use of Virtual Spec Building software
- Assist with development of county and city incentives policies
- Assist with development of incentives targeted to developers
- Evaluate and improve county and city permitting processes
- Continue to partner with Embry-Riddle to identify aviation opportunities
- Develop strategy focused on opportunities in the motorsports industry
- Partner with other large existing companies on supplier opportunities
- Develop company target lists
- Evaluate industry events related to targeted sectors
- Establish a corporate headquarters visitation program
- Support continued development of corporate image for airport

MARKETING/COMMUNICATIONS

- Build upon the Greater Daytona brand
- Launch campaign focused on Greater Daytona as a "place for business"
- Highlight world-class organizations and companies in the county
- Develop marketing messages for targeted sectors
- Increase social media efforts focused on role/successes of Team Volusia
- Identify unique assets for the different geographic areas of the county

WORKFORCE/TALENT

- Update Skills Gap Analysis focused on targeted sectors
- Develop Talent Retention and Recruitment Program
- Create an Educational Council

ENTREPRENEURSHIP/INNOVATION

- Understand and embrace the entrepreneurial ecosystem of the county
- Embrace Innovate Daytona
- Explore creation of Volusia Velocity
- Promote entrepreneurial successes
- Explore incentives targeted to entrepreneurs/startups
- Understand angel and venture capital market in the region
- Support creation of an angel investment fund
- Include an entrepreneurial section on the Team Volusia website
- Pursue entrepreneurial education in local high schools

ORGANIZATIONAL SERVICES AND DELIVERY

- Coordinate entrepreneurial activities in the county
- Increase involvement with workforce/talent retention and recruitment
- Review and redefine the mission of Team Volusia
- Develop MOU among key economic development groups in the county
- Ensure the Team Volusia Board of Directors continues to be strong
- Evaluate Team Volusia staffing resources
- Explore additional funding resources for Team Volusia
- Rebrand the Practitioners Council as the Collaboration Council
- Continue regional involvement



Key Industries



Aviation & Aerospace



Entrepreneurship and Innovation



Advanced Manufacturing



Headquarters



Customer Support Centers



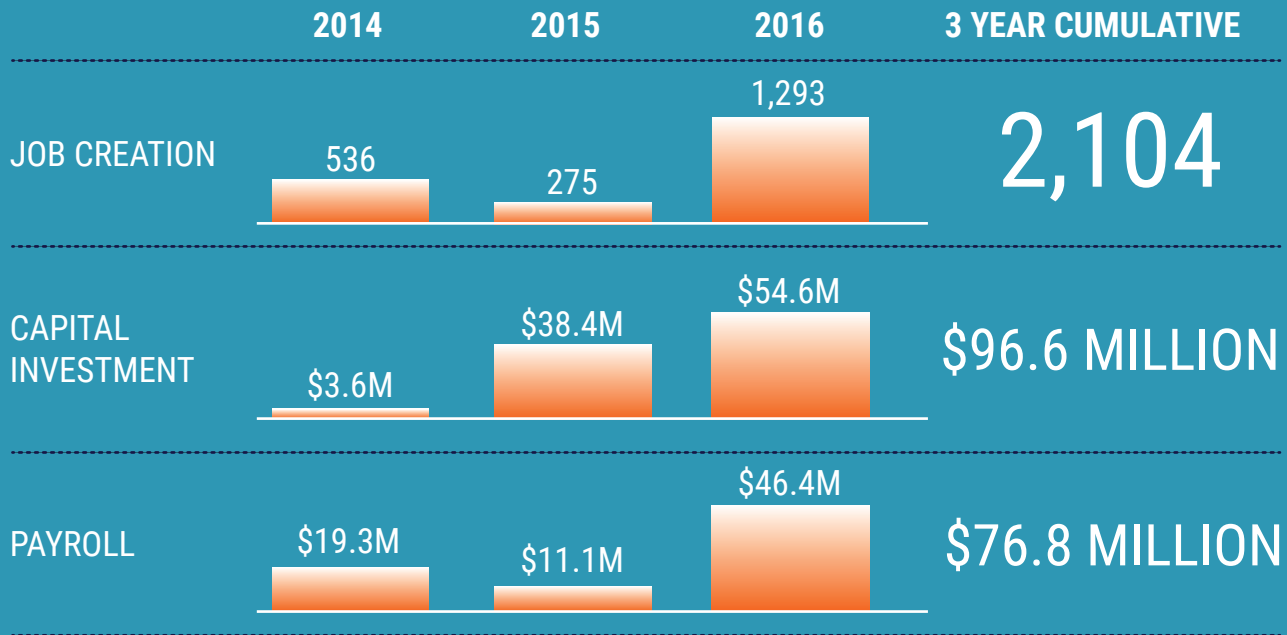
Motion Picture and Video Production



Logistics and Distribution



Professional Services





TEAM VOLUSIA ECONOMIC DEVELOPMENT CORPORATION

Team Volusia Economic Development Corporation is a public/private economic development organization representing the 16 cities within Volusia County, FL. Our strategic location within the central Florida corridor and the greater Daytona region is adjacent to the metro Orlando, Jacksonville and Kennedy Space Center markets and is easily accessible via I-95 and I-4. Our community offers a competitive cost of living, seven colleges and universities to find talent, significant development opportunities and a strong local economy. Team Volusia EDC clients typically include high impact businesses both domestic and international, as well as the site selection consultants that commonly represent these companies

Team Volusia's location assistance services are free and confidential.

SERVICES

- SITE SELECTION ASSISTANCE
- PROJECT ASSISTANCE
- MARKET RESEARCH
- LOCAL BUYER AND SUPPLIER INFORMATION
- LOCAL RESOURCE INTRODUCTIONS
- GOVERNMENT RELATIONS ASSISTANCE

GET IN CONTACT

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