

2023 ANNUAL REPORT



TEAMVOLUSIA

GREATER DAYTONA REGION

ECONOMIC DEVELOPMENT CORPORATION

LETTER FROM TVEDC PRESIDENT AND CHAIR

Reflecting on 2023, Team Volusia's commitment to our mission – to raise the visibility of our community and recruit business from outside the area to Volusia County – has evolved and grown, benefitting from the gracious support of our public and private investors and collaboration with our dedicated community partners. Important factors in our success include the continuous evaluation and refinement of our outreach to domestic and international markets, and a keen focus on targeted industries to enhance our business community, including Aviation, Aerospace and Innovation, Manufacturing, and Logistics.

Our mission success in 2023 resulted in several new employers choosing our community, a commitment which will generate 535 new jobs and a capital investment of \$94,850,000. These new business enterprises include our fourth Amazon facility, Aura Aero, the Daytona Aquarium & Rainforest Adventure, Encompass Health, Ink Trendz, and Lobo Lures.

Our year saw key strategic initiatives and community engagements take shape, thanks to our dedicated staff, our Officers and Board of Directors. Highlights from 2023 include:

- Two additional municipalities joined Team Volusia: City of Oak Hill, Town of Ponce Inlet.
- Our Policy Task Force and Funding Task Force recommendations were approved, implementing timely updates to our policies and funding.
- Thanks in part to a Duke Energy Grant, we kicked off the process for our next 5-Year Strategic Plan, which launches in 2024.
- Phase 1 was completed in our application for International Economic Development Council Accreditation.
- TVEDC partnered with Florida Power & Light on their new talent recruitment website, WonderFL.com, with the launch of LifeinVolusiaFL.com in December. We are excited to share that VolusiaFL is the campaign's only single county microsite.



Outreach Meetings	499
Proposals	57
Site Visits	28



TOTAL ECONOMIC IMPACT

In 2023, business recruitment at the state level began a new chapter when the State of Florida shifted their approach to economic development with the introduction of FloridaCommerce and SelectFlorida. Team Volusia worked diligently to reinforce existing relationships within these state organizations as they establish themselves anew, while also further leveraging our direct outreach to site locators and corporate decision makers. Additionally, our ability to work closely with the economic development departments at our utility providers, Duke Energy and FPL, helped fuel our collaborative business recruitment channels.

Team Volusia thanks Philip Maroney, Root Organization, for his inspired leadership in 2023, as Chair of our Board of Directors. The gavel is now passed to Sans Lassiter, LTG, who will take on the role of Chair alongside a talented slate of Officers for 2024.

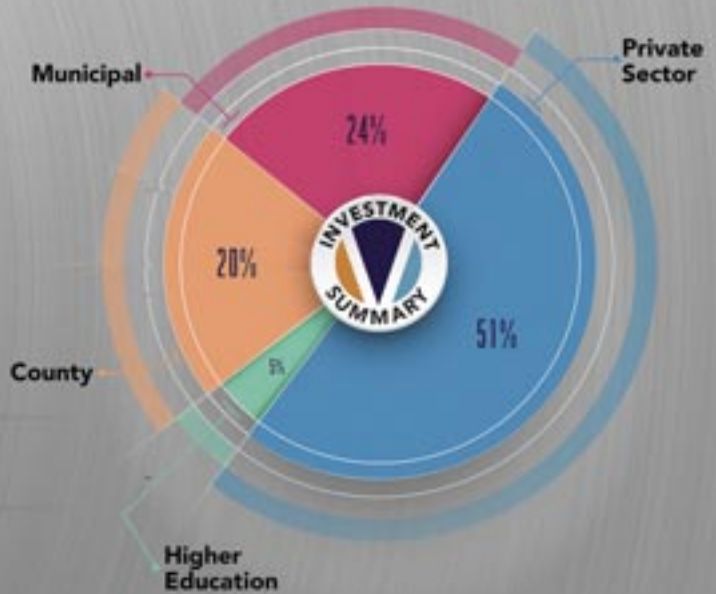
As we move forward into the new year, Team Volusia EDC is proud to represent Volusia County with prospective companies across the country and the world. We are excited to face the future with our Board of Directors, all our investors and community partners. Each of us working together to increase prosperity for the residents and businesses of Volusia County.



Keith Norden, CEcD
President and CEO



Philip Maroney
Chair



\$357,769,349

TVEDC OUTREACH

DeLand Aeroshowcase

Tywan Arrington and Harry Jorgensen attended this key regional aviation event held at the DeLand Municipal Airport.

Enterprise Singapore Space Tech Business Mission

Organized by SelectFlorida and Enterprise Singapore, a 14 strong delegation of innovative Singapore-based companies visited Central Florida to network with the aerospace industry ecosystem. Team Volusia's Tywan Arrington and Harry Jorgensen joined the delegation at Cape Canaveral, and then co-hosted their visit to Embry-Riddle Aeronautical University's MicaPlex, with Executive Director, Dr. Stephanie Miller.

Florida Economic Development Council Annual Meeting

Held in Orlando, Tywan Arrington, Harry Jorgensen, and Tracy Marino attended. The Annual Meeting is an educational forum with workshops, display booths, and panel discussions.

Hungarian Summit

Held in Budapest, Keith Norden joined the local delegation including Daytona Beach Mayor Henry, Jordan Jiloty, NASCAR, Carol Ann Dykes Logue, UCF Innovation Districts & Incubation Program, Dr. Rosalie Richards and Paula Hentz, Stetson University. The 500+ audience included 12 U.S. States, 7 universities, 3 former ambassadors to the U.S., and the Deputy Speaker of the Hungarian Parliament.



IAMC Spring Professionals Forum

The Industrial Asset Management Council is a relationship building association for corporate real estate executives with a focus on enhancing your network, broadening knowledge, and creating value. Tywan Arrington attended this invitation-only Forum in Biloxi, MS.

IPT Credits and Incentives Symposium Dinner Cruise

Harry Jorgensen joined other economic development partners for this SelectFlorida networking event at the annual Institute for Professionals in Taxation Credits and Incentives Symposium in Tampa.

ICSC@FLORIDA

Team Volusia hosted a booth at the International Council of Shopping Centers event in Orlando to help platform our municipalities in their retail outreach. TVEDC's Tywan Arrington was joined by Cities of DeBary, New Smyrna Beach, and South Daytona.

IEDC

Keith Norden joined leaders from across the world at the International Economic Development Council's Leadership Summit, which explored trends and strategies to grow, diversify, and retain companies in established and emerging industries. Also in 2023, Tywan Arrington attended the IEDC Annual Conference which focused on leadership development, workforce initiatives, fostering economic opportunity, and diversity.

Logistics Development Forum

The Forum focused on supply chain and site selection priorities for companies. Keith Norden held meetings with experts specializing in logistic intensive projects and attended sessions covering the importance of logistics in site selection.

MD&M West

Attended by Tywan Arrington, MD&M West, WestPack, ATX West, D&M West and Plastec West is the largest advanced manufacturing event in the U.S. featuring 1,400 suppliers and developers showcasing innovative solutions to effectively operate manufacturers. Held in Anaheim, CA, robotics, packaging, and design plastics manufacturers were represented, including Volusia County's B. Braun.

MRO Americas

One of the world's foremost events for commercial aviation maintenance, repair, and overhaul, Harry Jorgensen attended this Atlanta event and promoted Volusia County's aviation assets.

NBAA

The National Business Aviation Association held its 2023 Business Aviation Convention & Exhibition in Las Vegas, with a focus on the launch of an initiative affirming the sector's commitment to net-zero emissions by 2050. Tywan Arrington joined 800+ exhibitors during this 5-day event.



Paris Air Show

Prior to the show, the four state Aerospace Alliance (Alabama, Florida, Louisiana, Mississippi) hosted their annual invitation only event with 500+ industry leaders. The 2023 Florida Pavilion featured over 120 individuals, including Florida's Lieutenant Governor Jeanette Núñez, 16 aviation and aerospace companies, 12 economic development organizations, Space Florida, and Embry-Riddle Aeronautical University. Keith Norden held meetings with new companies and follow-up discussions with Akaer, Collins Aerospace, and Sophia Antipolis research park. During the Show, an MOU was signed between Aura Aero and Embry-Riddle. The Toulouse, France based company plans to open their first U.S. facility at the MicaPlex.



Puerto Rican Summit

Harry Jorgensen and Tracy Marino attended the Puerto Rican Summit in Orlando, which included a Women's Forum, panels, presentations, and networking. Distinguished attendees included Puerto Rican Senator, the Honorable Nitza Moran Trinidad, Senator Rick Scott, Volusia County Sheriff Chitwood, and Lourdes Leon, President, Hispanic Chamber of Central Florida.



Rolex 24 at DAYTONA



Team Volusia held a special familiarization event at the Rolex24, welcoming site selectors, consultants, and other decision makers, to showcase Volusia County as a business location, and the Speedway as an iconic destination. TVEDC recognizes and thanks Duke Energy for the grant they provided in support of this event.

Satellite

Since 1981, Satellite has been a key conference connecting satellite and space, military, government, investment, transportation, telecom/wireless, and commercial markets to facilitate the conversations and collaborations that fuel greater opportunities. Tywan Arrington attended the Washington, D.C. event.

SelectUSA Brazil Roadshow

Keith Norden and Harry Jorgensen attended the SelectUSA 2023 Brazil Roadshow hosted by the US Dept of Commerce and the International Trade Administration. TVEDC was 1 of 4 economic development organizations, and the only in-person Florida representative, at this foreign direct investment event. TVEDC held dozens of meetings with enterprises interested in learning about Volusia County as a destination for Brazilian companies.



Commercial Service representatives, for a Volusia County showcase featuring visits to DBIA, Embry-Riddle Aeronautical University's MicaPlex, DSC's Advanced Technology Center, and a Workforce and Community Discussion luncheon at One Daytona.

SelectUSA Delegate Visit: Aviation/Aerospace Track
TVEDC hosted the SelectUSA Delegate Visit, which included several companies and United States

SelectUSA Investment Summit 2023

Held in National Harbor, Maryland, Tywan Arrington joined over 4,900 attendees, from 83 international markets, and 55 states and territories.

Site Selectors Guild Annual Conference

Keith Norden was selected to participate in the Site Selectors Guild Annual Conference, San Antonio, TX. The only association of the world's foremost professional site selection consultants, Guild members provide location strategy to corporations across the globe, for every industry sector and location.

SEUS Japan

The Japan-U.S. Southeast Association and the Southeast U.S./Japan Association's 45th Annual Joint Meeting was held in Tokyo. Japan Chairman Mr. Masaaki Tsuya, Immediate Past Chairman and CEO, and current External Advisor to Bridgestone Corporation, and SEUS Chairman Mr. Eric Silagy, retired Chairman, President, and CEO of FP&L, presided over the meeting of 300+ delegates, with a keynote address by His Excellency Rahm Emanuel, U.S. Ambassador to Japan. The Florida Delegation was led by Florida Secretary of State Cord Byrd. Florida Delegation Chair since 2014, Keith Norden held meetings, and assisted senior leadership from Florida Commerce and Select Florida, which organized an International Business Development Mission including meetings with Hatachi and Mitsubishi Heavy Industries, and a Select Florida Seminar highlighting aviation/aerospace.

The Southern Economic Development Council represents a 17 state region. The Annual Conference included 27 sessions with 55 acclaimed speakers and site location consultants. Keith Norden also attended the SEDC Meet the Consultants in Atlanta with 300 in attendance, and over 60 presenters including 25 site location consultants who discussed trends. Actively involved with SEDC for 30+ years, Keith has served on its Board and Executive Committee, most recently as Southeast Regional Director.

SpaceCom

A collective mission by Canaveral Council of Technical Societies and NASA-Kennedy Space Center, the SpaceCom/49th Space Congress attracted thousands of space professionals for a comprehensive program and expo, providing a forum for government and commercial companies to work together to advance the science of space exploration. The Team Volusia booth, hosted by Keith Norden, Tywan Arrington, Harry Jorgensen and Debbie Robbins, platformed Volusia County industries, education, and economic development partners.

Space Symposium

The world's largest gathering of commercial, military and government figures in space technology, the Symposium drew 14,000+ attendees from 40+ countries and included 230 exhibits and 260 featured speakers. Keith Norden attended alongside Space Florida, FP&L, and Embry-Riddle Aeronautical University.

Sun N Fun

Tywan Arrington and Harry Jorgensen joined thousands of aviation businesses and enthusiasts at one of the world's largest airshows, the Sun 'n Fun Aerospace Expo in Lakeland, FL.

Synapse

Harry Jorgensen attended the Synapse Summit, Florida's premier gathering of innovators, entrepreneurs, and support services to celebrate the state's innovation and technology ecosystem.

Team Florida Consultants Missions

In 2023 Team Volusia attended several Team Florida sponsored events, including in New York, and at Cape Canaveral.

2023 OFFICERS



Philip Maroney
Root Organization
Chair



R. Sans Lassiter
LTG
Vice Chair



Joyce Shanahan
City of Ormond Beach
Secretary



John Olivari, CPA
Olivari & Assoc
Treasurer



John Ferguson, Esq.
Cobb Cole
Legal Counsel



Jordan Jiloty
NASCAR
Immediate Past Chair



George Recktenwald
County Manager
Volusia County Florida



TEAM VOLUSIA EDC
2023 INVESTORS

Executive Committee

AdventHealth, David Weis
City of Daytona Beach, Deric Feacher
City of DeLand, Michael Pleus
City of Deltona, JodyLee Storozuk
City of Edgewater, Glenn Irby
City of New Smyrna Beach, Khalid Resheidat
City of Ormond Beach, Joyce Shanahan
City of Port Orange, John McKinney
Daytona Dodge Chrysler Jeep Ram/
Maserati Alfa Romeo of Daytona Beach, Randy Dye
Florida Health Care Plans, Adam Dunn
NASCAR, Jordan Jiloty
Teledyne Marine, Christopher Tuckett
Volusia County, George Recktenwald

Board of Directors

Avalon Park Group, Stephanie Lerret
B. Braun Medical, Jason Parker
Boulevard Tire Center, Earl Colvard
CareerSource Flagler Volusia, Robin King
Charter Communications, Chris Bailey
City of DeBary, Phyllis Butlien
City of Orange City (Volusia City/County), Dale Arrington
City of South Daytona, James Gillis, Jr.
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, Elizabeth Godwin
Embry-Riddle Aeronautical University, Rodney Cruise
EMPRos, Charles Duva, M.D.
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, Alan Florez
Giles Electric (At-Large – Halifax), Brad Giles
Halifax Health, Joni Hunt
Hazen Construction, Chad Hazen
ICI Homes, Nellie Lupoli
Keiser University, W. Ben Sedrine
Kingspan, Alswinn Kieboom
Lohman Enterprises, Nancy Lohman
LTG, R. Sans Lassiter
Olivari & Associates, CPA's & Consultants, John Olivari
Practitioners Council, Nancy Maddox
R & R Industries, Guy Beasley
Root Organization, Philip Maroney
Stetson University, Melanie Laboy
Synergy Billing, Jayson Meyer
Truist Bank, Robert Ludlow
University of Central Florida, Fred Kittinger, Jr.
Volusia County, Danny Robins
Volusia County Chamber Alliance, Stephanie Ford
VyStar Credit Union, Ashley Bigg
Zev Cohen & Associates, Dwight DuRant

Partner Investors

Amazon.com Services LLC
City of Holly Hill
Intracoastal Bank
New Smyrna Chrysler Jeep Dodge/New Smyrna Chevrolet
RUSH Marine & RUSH Construction
Security First
VeeCoor Property Management

Ambassador Investors

AJAX Building Company, LLC
AVCON, Inc.
Bank of America
Brent Millikan & Co., P.A. (BMC)
City of Lake Helen
City of Daytona Beach Shores
City of Oak Hill
Coastal Cloud
Coastal Venture Real Estate
Daytona Beach & Orange City Racing & Card Club
DLR Group
Dredging & Marine Consultants, LLC
ECS Florida, LLC
Fairfield Inn & Suites by Marriott
Gilbane Building Company
Hard Rock Hotel
James Moore Certified Public Accountants
Keller Williams Realty
Kolter Solutions
Lamar Outdoor Advertising
Lifestyle Group at Oceans Luxury Realty
Mainstreet Community Bank of Florida
Mastermind Mushrooms (DBA Seed2Source Corp)
MKSK
Palmer College of Chiropractic
Salty Dog Vacations
Seefried Industrial Properties
SouthState Bank
TD Bank
The Daytona, Autograph Collection
Town of Ponce Inlet
United Way of Volusia-Flagler Counties, Inc.
Universal Engineering Sciences
Vann Data Services, Inc.
Vision HR, Inc.
Wharton-Smith, Inc.
Wholesale Lighting
Wire 3, LLC
Zgraph, Inc.

Friend Investors

CBC Benchmark
Cotton Enterprises, Inc.
Massey Properties
Nova Property Management
Selby Realty, Inc.

2023 INVESTORS



1 amazon

Amazon will open a new facility in Deltona, its fourth location in Volusia County, including the last-mile delivery station in Daytona Beach, and the robotics fulfillment center under construction just south of Daytona International Speedway. Scheduled to open in 2024, it will be a pre-first mile facility that stores product before going to fulfillment centers. The interior capital investment will be more than \$30M, although with landlord improvements, the total will likely be over \$50M. The new Amazon facility will be hiring to fill 200+ full-time positions.

2 AURA AERO

Preparing pilots to fly zero-emission, eco-friendly aircraft of the future is the goal of a new partnership between electric aircraft pioneer, Aura Aero, and Embry-Riddle Aeronautical University. Announced at the 2023 Paris Air Show, Aura Aero will establish an impactful footprint in Daytona Beach, at Embry-Riddle's MicaPlex, starting in 2024. This will be the company's first U.S. facility, creating about 20 jobs paying an average of \$60,000, as well as internships for student pilots.

3 DAYTONA AQUARIUM

The 55,000 sf Daytona Aquarium & Rainforest Adventure will be located at the highly visible corner of Nova Road and ISB, in Daytona Beach. Following a successful first location in Scranton, PA, founder Cliff Grosvenor is excited to expand to our community. To be completed in phases, the first phase includes a \$3.5 million capital expenditure, a projected 30-40 new jobs, and the much anticipated aquarium will feature a 100,000 gallon shark tank, 12,000 gallon stingray touch pool, salt and fresh water, and reptile, exhibits.

4 Encompass Health.

The largest U.S. owner and operator of rehabilitation hospitals, Encompass Health Corp, plans to build a 50-bed inpatient rehabilitation hospital in Daytona Beach. The hospital will complement existing acute care services in the community, with a focus on high-quality clinical outcomes and cost-effective, individualized care. With a projected initial investment of at least \$42.5M, the hospital is expected to create 98 full time equivalent positions with an average salary of \$65,000 by conclusion of the 3rd year of operations.

5 LOBO LURES inkTrendz

Jeffrey Lobo, owner of Lobo Lures and spinoff screen-print clothing company Ink Trendz, decided to relocate and move his companies from Connecticut, to Holly Hill in 2023. Lobo Lures is amongst the top 10 nationwide at making lures. Both companies, Lobo Lures and Ink Trendz, coexist in a roughly 3,000 sf building in an industrial area of Holly Hill, and have an anticipated job creation of 5 new positions.

2023



PROJECT WINS



JAXPORT

VOLUSIA COUNTY



PIERSON

ORMONDBEACH

HOLLY HILL

DAYTONA BEACH

DAYTONA BEACH SHORES

SOUTH DAYTONA

PORT ORANGE

PONCE INLET

NEW SMYRNA BEACH

EDGEWATER

OAKHILL

DELAND

LAKE HELEN

DELTONA

ORANGE CITY

DEBARY

ORLANDO

TITUSVILLE

MELBOURNE

PORT
CANAVERAL

THE SPACE TRIANGLE

5 miles

10 miles

20 miles

50 miles

TALENT RECRUITMENT UPDATES

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Raising awareness for Volusia County is key to Team Volusia's mission, and marketing for both business recruitment and talent recruitment factor into that goal. As we look forward to 2024, we are excited to share that we now have two marquee programs that support our talent recruitment efforts, Livability magazine and the Life In VolusiaFL website.



Team Volusia's sponsorship of the annual lifestyle and talent recruitment magazine, Livability, began with the 2020 edition. Team Volusia partners with Livability to create the content outline and review the copy prior to the publication being printed and distributed in June of each year.

In 2023, Florida Power & Light (FPL) created a first-of-its-kind campaign to elevate Florida's position as a top state for employment. WonderFL.com features include an interactive regional map, a cost of living calculator, and 8 regional websites with a deeper dive on local communities.

Team Volusia worked closely with FPL and their project partner, DCI, to develop our regional website, LifeInVolusiaFL.com, which launched in late 2023 and is the only regional site dedicated to one county. Life in VolusiaFL connects professionals to jobs in Volusia County while promoting our region's quality of life and growing industries.



WonderFL's Life In VolusiaFL joins our Livability magazine partnership to further enhance our efforts to communicate what it's like to live and work in Volusia County for prospective employers and their employees.

ABOUT US

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 funds are raised from private sector companies and organizations. Today, the organization continues to grow and help strengthen the economic prosperity of the region.



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At AdventHealth, whole-person care means a commitment to delivering safe, high-quality health care to our community. We are proud to be recognized as a national leader committed to safety and quality.



AdventHealth Daytona Beach has earned a prestigious five-star ranking for the third consecutive year from the Centers for Medicare and Medicaid Services.



AdventHealth Daytona Beach is recognized by *U.S. News & World Report* as the top hospital in Deltona-Daytona Beach for excelling in areas including clinical outcomes, level of nursing care and patient experience.



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