

# *Volusia County, Florida*





Volusia County Council and County Manager, left to right: Jack Hayman, District 3; Jim Dinneen, County Manager; Andy Kelly, District 1; Patricia Northey, District 5; Frank Bruno, Chair; Joie Alexander, Vice-chair, at-large; Carl Persis, District 4; and Art Giles, District 2.

The local economy is changing. The economic boom we have experienced the past several years has been slowing in our region. The impacts of this market slowdown can have a number of positive or negative influences on how we grow and how we invest limited resources.

Annually, our Department of Economic Development drafts a "summary of the area's economy." This first hand data, history and recognition of what is happening in our economy is key to marketing our area to create new business opportunities and attract new capital investment and jobs.

This information is used to forecast trends in our marketplace. Employment, housing and construction activity data, allow us to forecast impending strengths and weaknesses affecting our economy.

This data is compared to other information, such as population migratory

trends, employment wages, government entitlements and school enrollment, which is collected annually. This data enables us to understand and gage the economic health of the county. This information also helps in the public sector budgeting process and is for many in the private sector an opportunity to make adjustments to business marketing and investment strategies.

This type of data also is used by many business-based publications to rank our area nationally in a variety of categories that help define our economy and region, and to attract future development.

We hope you find this information valuable.

Handwritten signature of Frank T. Bruno Jr. in blue ink.

Frank T. Bruno Jr.  
Volusia County Chair

**Volusia County** in 2007 attracted thousands of new residents and millions of tourists. The county's economy continues to remain diversified and to attract the attention of leading national publications and study groups.

Although Volusia County's economy slowed somewhat during 2007, largely due to the pullback in the housing construction market, it remained relatively strong with moderate growth. While most economic indicators continued to post gains over 2006, those gains reflected the overall slowdown throughout Central Florida.

The moderate cooling in the Volusia County economy is not a reversal in the overall economic health of the community. Rather it is an adjustment to the rapid growth during 2004 and 2005. Personal income and the area's gross metropolitan product output continued to post positive gains while employment continued to diversify across the board away from the traditional perception of a community dominated by the hospitality and retail sectors.

The Volusia County marketing area encompasses the Deltona-Daytona Beach-Ormond Beach Metropolitan Statistical Area (MSA). Annually, the local MSA has attracted the attention of several national business publications that rank an estimated 393 MSAs nationwide for performance in housing, employment and other economic trends.

According to Forbes magazine's Special Report (April 5, 2007), the Deltona-Daytona Beach-Ormond Beach Metropolitan Statistical Area (MSA) is ranked number 66 in the nation in the cost of doing business. The Forbes index is based on the cost of labor, energy, taxes, and office space. In comparison, the cost of doing business in Volusia County is a third of that of New York City and less than half of Miami. Miami ranks 150; New York City ranks the highest at 200.

In addition to ranking Volusia County as 66th best performing MSA in the nation relative to the cost of doing business, the publication gives the county high marks for income growth, job growth and net migration. Rankings for these categories in Forbes Best Places list Volusia County as 57th in the nation among its Best Places for Business and Careers.

Volusia County also was recognized by INC. magazine as a leading community in which to do business. Volusia County moved up in the publication's annual ranking of the nation's best midsize markets for doing business.



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Best Places  
rankings list  
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The Deltona-Daytona Beach-Ormond Beach Metropolitan Statistical Area was rated the fifth highest among 393 MSAs nationally as a hot spot for job growth. This is up from seventh best in INC's 2006 survey. INC's rankings are based on an annual analysis of job growth data supplied by the U.S. Bureau of Labor Statistics.

## **Population and resident migration trends**

In 2007, Volusia County's population grew 1 percent for a total of 508,014 residents. This compared to the county's 2 percent population growth in 2006. Early population indicators projected a 2.2 percent increase for 2008. Those estimates have been adjusted to reflect a more moderate growth rate of 1.9 percent projection.

Population increases continue to be influenced by the in-migration of new residents. In 2007, the county became home to up to 30,000 new residents. As in previous years, just over 20 percent of these new residents were Floridians relocating from the greater Orlando metropolitan market. However, while Floridians remain an important influence on the local population, an estimated 45 percent of all new residents in Volusia County came from communities outside of Florida.

The county's out-migration of residents – those moving away – rose sharply to a new level of approximately 23,000, according to the latest data available from the U.S. Internal Revenue Service. This gap between the number of new individuals arriving and those leaving the county continued to create the need for new housing to support a net gain of approximately 7,000 new residents, down from the earlier levels of 8,500 and 8,800 new residents experienced over the past few years.

## **Capital investment trends in real estate**

Wealth generation through the appreciation of values of land, residential and commercial real estate softened in 2007. According to the Florida Association of Realtors and the University of Florida's Real Estate Research Center, Volusia County's average value for existing single-family homes fell by an average of 9 percent – from \$217,700 to \$197,300 per home. Statewide the average single family home resale value fell by an average of 5 percent. This new trend reverses the 7 percent increase in 2006.

However, existing condominium home sales rose by 2 percent in Volusia County, reversing a two-year trend of declining values. Condominium sales rose from an average of \$244,500 in 2006 to an average of \$249,800. Volusia County bucked the statewide trend in existing condominium sales which declined an average of 3 percent.

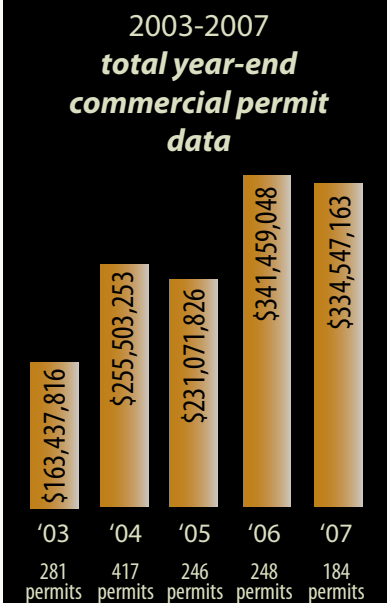
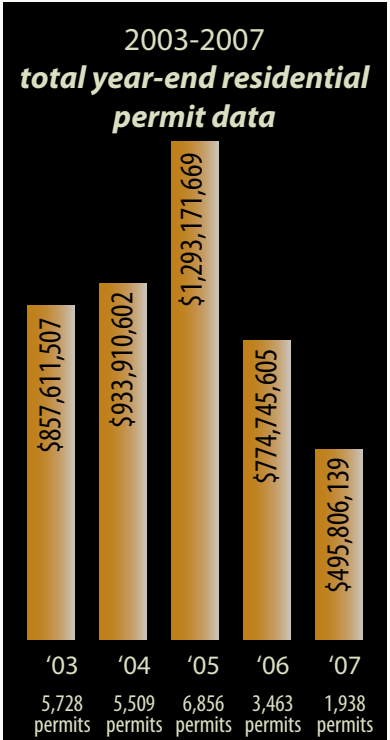
Investments in Volusia County real estate have dominated the market for the past several years. The county had experienced a steady increase in new residential home permits beginning in 2001. The residential market peaked in 2005 with an estimated 6,856 new home permits issued with a reported value of more than \$1.29 billion.

While in-migration of new residents in 2006 continued to drive the new single-family housing market, the interest on the part of investors and developers declined throughout the year. The number of new residential permits issued county wide declined from 3,463 units in 2006 to 1,938 permits issued county wide in 2007 – a drop of 41 percent as compared to the number of permits issued in 2006. The total value of new residential permits fell for the second straight year – from \$774.74 million in 2006 to \$495.80 million in 2007. This performance was significantly lower than the market’s highest level in 2005 when new residential permitting values hit \$1.29 billion.

While residential permitting softened in 2007, capital investments in new commercial projects countywide remained consistent in Volusia County. Permits for industrial and commercial projects countywide in 2007 were \$334.55 million as compared to \$341.46 million in 2006, well ahead of the \$231.07 million in 2005.

Although not at the robust level of the \$1.524 billion in 2005, the local new construction market still managed to attract \$830.35 million in new permitted values. This level of capital investment for a community with a population of just over 500,008 is still a significant generator of construction-related expenditures and employment for the local economy.

While the number of construction permits issued for 2007 were down, the number of workers employed within the construction industry remained nearly unchanged at 14,600 – down .07 percent or 100 jobs over 2006.



## 2002-2007 Volusia County trends in employment by major industry classification

	2002			2003			2004			2005		
	actual	change '01-'02	percent change '01-'02	actual	change '02-'03	percent change '02-'03	actual	change '03-'04	percent change '03-'04	actual	change '04-'05	percent change '04-'05
-construction .....	9,600	800	9.1	10,500	900	9.4	11,900	1,400	13.3	13,800	1,900	16.0
-manufacturing .....	9,600	-700	-6.8	9,400	-200	-2.1	9,800	400	4.3	10,200	400	4.1
-wholesale trade .....	4,700	300	6.8	4,600	-100	-2.1	4,700	100	2.2	4,800	100	2.1
-retail trade .....	23,600	-300	-1.3	24,300	700	3.0	25,000	700	2.9	26,000	1,000	4.0
-transportation, warehousing, utilities ....	2,600	-100	-3.7	2,500	-100	-3.8	2,200	-300	-12.0	2,300	100	4.5
-information/publishing/broadcast .....	3,000	-400	-11.8	2,800	-200	-6.7	2,800	0	0.0	2,700	-100	-3.6
-financial activities .....	6,400	-200	-3.0	6,500	100	1.6	7,000	500	7.7	7,300	300	4.3
-professional and business services .....	16,400	600	3.8	17,400	1,000	6.1	19,100	1,700	9.8	20,600	1,500	7.9
-education, health services.....	28,200	2,000	7.6	30,100	1,900	6.7	30,700	600	2.0	30,500	-200	-0.7
-leisure and hospitality.....	19,600	200	1.0	20,000	400	2.0	21,000	1,000	5.0	21,700	700	3.3
-government-federal.....	1,400	100	7.7	1,400	0	0.0	1,400	0	0.0	1,400	0	0.0
-government-state.....	3,300	-200	-5.7	3,200	-100	-3.0	3,200	0	0.0	3,200	0	0.0
-government-local .....	17,300	400	2.4	17,400	100	0.6	17,900	500	2.9	18,600	700	3.9
-total non-agricultural employment.....	153,100	2,800	1.9	158,000	4,900	3.2	164,800	6,800	4.3	171,200	6,400	3.9

	2006			2007			2002-2007 comparison	
	actual	change '05-'06	percent change '05-'06	actual	change '06-'07	percent change '06-'07	actual	percent change '02-'07
-construction .....	14,700	900	6.5	14,600	-100	-0.7	5,000	52.1
-manufacturing .....	10,600	400	3.9	10,600	0	0.0	1,000	10.4
-wholesale trade .....	5,000	200	4.2	5,100	100	2.0	400	8.5
-retail trade .....	25,800	-200	-0.8	25,600	-200	-0.8	2,000	8.5
-transportation, warehousing, utilities ...	2,200	-100	-4.3	2,200	0	0.0	-400	-15.4
-information .....	2,900	200	7.4	3,000	100	3.4	0	0
-financial activities .....	7,800	500	6.8	7,700	-100	-1.3	1,300	20.3
-professional and business services .....	21,100	500	2.4	21,500	400	1.9	5,100	31.1
-education, health services.....	31,200	700	2.3	32,300	1,100	3.5	4,100	14.5
-leisure and hospitality.....	21,500	-200	-0.9	21,200	-300	-1.4	1,600	8.2
-government-federal.....	1,400	0	0.0	1,400	0	0.0	0	0.0
-government-state.....	3,200	0	0.0	3,200	0	0.0	-100	-3.0
-government-local .....	19,600	1,000	5.4	20,000	400	2.0	2,700	15.6
-total non-agricultural employment.....	175,500	4,300	2.5	177,000	1,500	0.9	23,900	15.6

However, the softer market indicated by the level of 2007 permits is expected to carry over well into 2008 and is expected to cause the number of layoffs in the construction trades and related retail areas to increase significantly. This decline will be a direct result of the pullback in the overall residential and commercial markets along with the slowdown in capital projects being awarded by local and state government. Construction employment accounts for approximately 8 percent of the county's employed workforce.

## **Employment and the infusion of personal income**

Volusia County's workforce grew 2 percent in 2007 as compared to 3.1 percent in 2006. The county's workforce has grown 15.2 percent over the past five years as compared to 14.1 percent for Florida and is well outpacing the national trend of 5.7 percent. The county's workforce grew in 2007 to 252,999 available workers as compared to 248,026 a year earlier.

Local employment growth slowed to 3,090 new jobs, down from the robust growth level of 8,320 new jobs added to the county's economy in 2006. Average annual wages rose to \$31,200—up over the past five years by 17.3 percent.

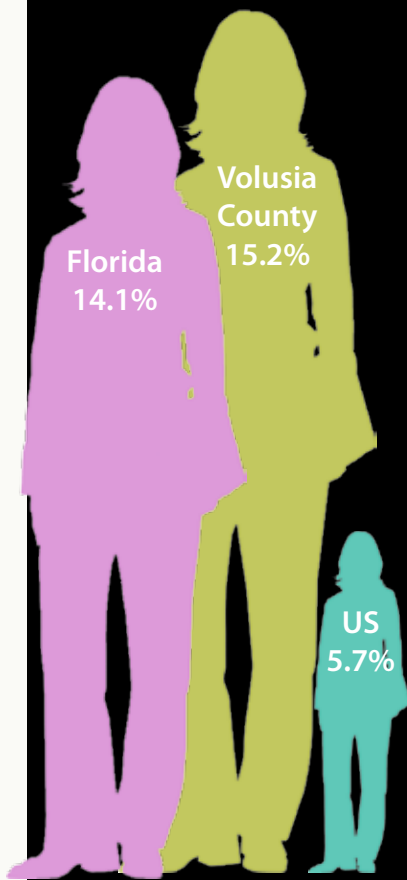
Influencing much of the county's economic engine is the annual personal income that grew to 6.8 percent in 2007 producing an infusion of \$15.8 billion into the local market. This trend should continue into 2008 with 6.6 percent growth projected.

The county's workforce of 252,999 generated \$5.9 billion in wages and salaries with the amount of personal income generated from nonwaged sources of interest, royalties and other investment vehicles topping \$9.9 billion in new capital.

New arriving residents had higher annual income levels than those leaving the community. As an influencing group, new arrivals to the county represent greater influence in financial buying power than those they are replacing. Increased in-migration supports the growth and need for commercial and professional services and stimulates continued job opportunities within the market.



## 5 year growth – total area workforce



synopsis: 2002-2007

While job growth in business and professional services, healthcare and the service sector continue to influence the creation of new jobs within the Volusia economy, work is being done by the county's economic development efforts to continue to diversify the workforce and mitigate the number of workers that are commuting outside the immediate market for work. However, Volusia continues to be increasingly influenced by its geographical location within the central Florida metropolitan market and rapidly is becoming part of and influenced by the growth of the greater metro Orlando MSA.

Nearly 22 percent of the county's new residents over the past five years have relocated to Volusia County as the result of the residential and commercial growth in the more urbanized Seminole and Orange counties, located to the southwest. Clearly Volusia County has become more integrated as part of a regional metropolitan economy and is now impacted by the economic trends of the region and less impacted by its own strengths and weaknesses.

According to the Volusia County Department of Economic Development, about 55,000 Volusia County residents commute to jobs in surrounding counties. Many of these individuals moved to Volusia County as a result of the competitive cost values of the Volusia County housing market while maintaining jobs near their former residence. These individuals comprise the bulk of the county's daily commuters.

## Workforce trends and U.S. Government entitlements

Employment trends continued to rise in 2007 as Volusia County increased its overall average workforce from 248,026 in 2006 to 252,999 for 2007, according to the LAUS Report issued by the Florida Agency for Workforce Innovation. While the number of new jobs in Volusia County slowed in 2007, more than 35,000 new jobs have been added to the county's economy during the past five years.

Unemployment rates reversed downward trends and began to increase gradually throughout 2007 as the market adjusted to a general slowdown in the regional economy. Volusia County's 3.9 percent average unemployment

rate remained on par with the State of Florida's average of 3.8 percent and well below the U.S. national average of 4.6 percent for the same period.

While unemployment rose moderately during 2007, the size of the workforce grew by 2 percent. This growth was influenced by the continued in-migration of new workers and their spouses and by firsttime entrants into the workforce. The number of new jobs created within the market grew by 1.3 percent as compared to 3.6 percent the previous year. The Volusia County economy added 3,090 new jobs, less than half of the 8,320 jobs added during 2006.

Approximately 21.1 percent of Volusia County's population is 65 or over. This population is the primary recipient of federal entitlement payments generated from the U.S. Social Security Administration. Overall, Social Security benefits paid to Volusia County residents topped \$1.47 billion in 2007. According the Social Security Administration, more than 117,363 Volusia County residents received benefits in 2007, up 4.2 percent over the previous year.

## **Volusia County's gross metro product (GMP)**

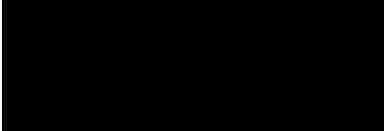
The overall Gross Metro Product (GMP) for Volusia County's economy increased in 2007 from \$13.4 billion in 2006 to \$13.8 billion. Although this increase accounted for an additional infusion of \$400 million to the local economy, it grew at a slower pace than the \$709.9 million increase generated the previous year. The GMP is an annual measurement of the total economic output and sale of goods and services provided within the Metropolitan Statistical Area (MSA) that comprises all of Volusia County and its 16 cities.

A GMP of \$13.8 billion represents a significant circulation of new capital resources in an economy populated by just over 508,000 residents. Local consumer confidence and a continued in-migration of an estimated 30,000 new residents, new capital investments for new construction exceeding \$830 billion and the steady growth of professional and health care services continued to drive much of the county's economy.

Volusia County's manufacturing sector maintained a steady and stable position within the local economy, contrary to the decline in Florida. Volusia

Approximately 21.1 percent of Volusia County's population is aged 65 or over.





County's manufacturing sector has grown by 10.4 percent over the past five years as compared to a 4.3 percent loss statewide and an 8 percent loss nationwide.



The number of manufacturers in the county increased to 435 in 2007 and accounted for a large portion of the county's GMP. Manufacturing provides the second highest of all average wages within the county and generates a higher rate of circulation of economic impact than any other business sector in the local economy.

Volusia County's manufacturing sector generated an average annual wage of \$39,135 in 2007—well above the county's average annual wages of \$31,200 for all workers.

## **Economic development-related impacts**

The Volusia County economy added 3,090 new jobs in 2007. This moderate growth in new jobs is less than half of the 8,320 jobs added in 2006. The majority of the employment growth came in the health care sector with an estimated 1,100 new positions. This was followed by the business and professional services sector with 400. Gains in new employment were offset by losses in the construction, retail, financial services and leisure and hospitality sectors.

The majority of economic development work in 2007 was dedicated to the retention of existing employment. Other states continued to pressure local manufacturers to consider relocating local employment and production activities.

Driven by the acquisition of two new boat manufacturing companies, Brunswick Corporation's Saltwater Boat Group announced just before the first of the year the consolidation of the company's divisional headquarters to Edgewater. This consolidation includes the management, engineering/design and sales personnel from the division's seven manufacturing companies. The move is expected to increase Brunswick's local presence by 65 additional professional positions.



Edgewater Power Boats, located in Edgewater, underwent a series of relocation reviews in 2007 influenced by the aggressive marketing efforts of North and South Carolina. Through a series of local initiatives, the county's economic development team was able to deliver economic incentives including employment performance funding and low-interest tax-exempt financing from the county's Industrial Development Authority to combat the incentives offered by North Carolina. In late 2007, the company committed to remaining and expanding within the community, thus retaining a total of 100 jobs with the plan to expand their employment by 50 percent over the next three years. The retention of Edgewater's production facility will generate an additional \$6 million in capital construction to accommodate the company's expansion.

In the spring of 2007, efforts to attract additional manufacturing employment to the southwest area of the county were successful with the recruitment of Nelson LLC, a manufacturer of modular classroom facilities. The company has selected a site in DeBary to construct up to 120,000 square feet of production space. The company is expected to be in operation by 2009 bringing with it up to 200 manufacturing jobs and a new capital investment in excess of \$8 million.

Growth of manufacturing in Volusia County has encouraged several expansion projects that are resulting in nearly \$50 million in new construction to accommodate the demand for additional space. Developments in Daytona Beach, Ormond Beach, DeLand and DeBary recently have been completed or are under way to provide additional manufacturing capacity.

Manufacturing employment, which accounts for more than \$403 million in local wages, also was impacted in 2007 by a renewed round of federal military contracts. U.S. Navy contracts with Sparton Electronics, DeLeon Springs, a U.S. Marines contract with parachute maker Complete Parachutes Solutions, DeLand, and government contracts for marine patrol craft from Boston Whaler's Commercial and Government Products Division in Edgewater led the way.

Raydon Corporation's military simulation products exceeded \$25 million in sales to the government with 2008 projections estimated at levels beyond \$30 million. Acquisition of Ocean Design Inc., Daytona Beach by Teledyne Inc. will strengthen the role of Volusia County manufacturers in supplying critical procurement needs for the United States Government.

**BRUNSWICK  
CORPORATIONS  
SALTWATER  
BOAT GROUP**

**EDGEWATER  
POWER BOATS**

**NELSON LLC**

**DAYTONA  
BEACH,  
ORMOND  
BEACH,  
DELAND,  
DEBARY**

**SPARTON  
ELECTRONICS**

**COMPLETE  
PARACHUTES  
SOLUTIONS**

**BOSTON WHALER  
COMMERCIAL  
AND  
GOVERNMENT  
PRODUCTS  
DIVISION**

**RAYDON  
CORPORATION**

**ODI/TELEDYNE**



## Emphasis on future employment centers

The Volusia County Council has continued to emphasise the importance of future employment centers throughout the county. Construction was completed in 2006 on the DeLand Crossings Industrial Park along I-4 near the S.R. 44 interchange. Designed to accommodate up to 300,000 square feet of manufacturing space and expected to generate a capital investment in excess of \$35 million, DeLand Crossings saw the first of several planned industrial projects break ground in 2007.

The County's economic development team continues to lead development plans for the construction of additional industrial acreage and supporting infrastructure through financial partnerships with area cities. During the summer of 2007, the City of Ormond Beach began the construction of new industrial properties within the city's Airport Industrial Park. Similarly, engineering and permitting additional industrial acreage was continued by the cities of DeLand, Daytona Beach, Port Orange and others to support the countywide effort to create future permitted "shovel ready" sites, facilitating the growth of manufacturing and technology within the community.

The county's aggressive economic development initiative is leveraging local government resources to maximize the community's ability to provide developed and fully permitted sites for future employers. This strategic move by the County Council has improved the community's ability to secure competitive projects resulting in hundreds of millions of dollars in new capital investment and tax base as well as a growing number of higher skilled and higher waged jobs.

While residential construction was further curtailed in 2007, commercial and industrial permitting and construction continued to attract new capital investments at levels in excess of \$335.5 million.

Work continued in 2007 for planning and designing the future use of nearly 2,000 acres that comprise the lands associated with the Daytona Beach International Airport. Among the more advanced projects, the Airport Corporate Center has been entitled for the future development of up to 312,000 square feet of manufacturing technology based facilities along with 296,000 square feet of technology based offices capable of supporting more than 2,000 new jobs. This project alone is expected to attract up to \$100 million in new tax base.

Just to the west of Daytona Beach International Airport, the County Council approved construction of a 130-acre industrial park known as the Tomoka Industrial Park. A \$2.4 million construction contract was approved by the County Council in August to build the first of two phases of this project that is expected to provide up 1,000,000 square feet of additional industrial space in future years.

Creative investment partnerships between Volusia County and Consolidated Tomoka Land Development Company along the Mason Avenue extension in Daytona Beach have continued to encourage the construction of industrial space to accommodate new capital investment and improved employment opportunities. In 2007, 100,000 square feet of new production space was completed and commitments have already been made for more than 150,000 square feet of additional manufacturing facilities for 2008.

Similar private-sector partnerships were created in 2007. The County received a contribution of \$1,000,000 in land purchasing credits from the Halifax Plantation LLC to support a joint marketing effort to attract future manufactures to the company's 55-acre industrial property, located along I-95 north of the City of Ormond Beach. The Halifax Plantation Industrial Center is capable of supporting upwards of 750,000 square feet of new production space and attracting more than \$75 million in new capital investments.

The county's Industrial Development Authority reported more than \$36,000,000 in new industrial revenue bond financing in 2007 – up nearly 30 percent over 2006. By year's end an additional \$60,000,000 in bonds were being prepared to support both new industrial and qualifying medical and housing projects planned for 2008. The adjustment of interest rates during 2007 supported the improved popularity and interest in utilizing the County's industrial bond program as a cost effective alternative for project financing. Because of the value of the tax-exempt financing provided by the Authority, the County was able to retain Edgewater Power Boats, a manufacturer of commercial and recreational boats located in Edgewater. The relocation and loss of the company and its 100 manufacturing jobs to North Carolina was averted due to the use of IDA financing and other business related incentives in 2007.





## **Investments in convention and air passenger services**

Construction of Volusia County's convention facilities continued on schedule and within budget during 2007. The \$76 million capital expansion of the Ocean Center's convention and meeting facility will provide an additional 164,000 square feet of interior exhibit space and 300,000 square feet of exterior exhibit space that will reposition the Ocean Center as the fifth largest convention facility in Florida.

The expansion of the Ocean Center is the single largest public works project under way by Volusia County Government. The Ocean Center Expansion has encouraged private-sector capital investments in the immediate areas around the convention center. Several new full-service hotels and support facilities area being planned. The completion of the Ocean Center project is expected to attract several hundred million dollars in new construction and capital investments to meet the future needs of conventioners.

The county has also invested to enhance the market's ability to attract new commercial airline services to Daytona Beach International Airport. During 2007 and the opening months of 2008, the market welcomed the arrival of AirTran Airways and the return of US Airways with daily flights to Atlanta, Charlotte and New York. The county's marketing investment in new air services to Daytona Beach International Airport will strengthen the community's ability to attract a growing number of conventional venues that will complement the expansion of the county's convention facilities.

In 2007, air passenger traffic at Daytona Beach International Airport increased by 29.86 percent from 543,000 in 2006 to more than 705,000 by the end of 2007, the highest level of passenger volume since 1997. The increase in commercial air carriers to the Daytona Beach market also has enhanced the ability of business travelers to access the market. This trend should lead to increased business-related investments.

The market is home to several major "special events" including the world famous Daytona 500 and other premier racing events, two major motorcycle events and spring break venues. Annually, these events attract millions of visitors that infuse an estimated \$2 billion into the local and regional economy.

The county's biggest capital investment project in years was announced in 2007 by the International Speedway Corporation. The project referred to as

“Daytona Live” will encompass a 40-acre entertainment complex highlighted by the construction of a 200,000-square-foot corporate headquarters for International Speedway Corporation and NASCAR. This project will be surrounded by new hotels, restaurants, retail, entertainment venues and housing and will be a great addition to the community. The project will generate new capital investment of more than \$480 million.

Volusia County’s traditional and eco-tourism markets continue to gain recognition as visiting destinations. Orbitz.com has named Daytona Beach the fastest growing beach winter destination second only to Maui, Hawaii. The ranking is based on percentage growth of hotel bookings during the winter over the past three years.

Eco-tourism venues along the St. Johns River and throughout Volusia County, combined with the importance of more than 50 miles of Atlantic beach, continue to make Volusia County a diversified tourism destination. Hotel improvements and the future completion of the county’s convention facilities will strengthen the position the community will have as a tourism and business convention market destination.



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