



Economic Development

Quarterly

An official publication of the Volusia County Economic Development Division

NYC in a NY minute



**JetBlue service begins January 7.
Daytona Beach International Airport to JFK New York everyday.**

Program aims to take
firms to next level

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Meet airport's new business
development director

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New home permits on
pace for strong year

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ECONOMIC DEVELOPMENT 101

'Volusia's Best' seeks to take companies to a higher level

By Rob Ehrhardt
Director, Volusia County Economic Development Division

The primary focus of the county's Economic Development Division relates to business expansion and, when necessary, business retention. It is a privilege to build trust-based relationships with Volusia County businesses that have expressed a desire for growth, and to assist them in business planning efforts or overcoming obstacles to business growth.

Two years ago that focus, in collaboration with the Small Business Development Center (SBDC) at Daytona State College, led to the implementation



Rob Ehrhardt

of the CEO XChange program. The Volusia County Council has provided annual funding for this program. Today there are two groups of 10-12 CEOs from noncompeting companies. These CEO participants have provided testimonials that affirm the program's effectiveness in developing individual business leadership skills and business accountability within their respective peer group.

The CEO XChange program and the collaboration with the SBDC has matured, and has identified other skill development needs for leaders in the business community. In response, a group of proven programs has been assembled and organized under the tagline "7 keys to business growth" using the acronym S-E-R-V-I-C-E. Each letter represent one of the seven keys: Systems, Engaged employees, Relationship

building, Vision and leadership, Information technology, Capital management and Employee expectations.

Collectively, the seven keys to business growth are being marketed as an initiative known as "Volusia's Best". Local companies will be recommended by Volusia economic development practitioners, SBDC consultants, chambers of commerce or other eco-system partners based on:

- Participant must be the owner, chief executive, president or senior officer of a company based in Volusia County;
- The company must generate \$1 million or more in annual revenue;
- The company must employ 10-99 employees and be based in Volusia County;
- The company must have a growth goal;

■ The program participant must commit to consistent program attendance (minimum 80 percent of scheduled activities);

■ The participant must maintain confidentiality with respect to fellow participants.

This initiative relies upon an increased commitment of funding from the county as the presenting sponsor and financial contributions from other community partners. The initiative also leverages the workforce training expertise of Daytona State College and the CareerSource Flagler Volusia workforce development team.

Volusia's Best will provide a proven mechanism for business growth, and demonstrates the ongoing commitment each partner has to our business community and to local economic health.

Welcome to Economic Development Quarterly

Welcome to Economic Development Quarterly, a publication brought to you by the Volusia County Economic Development Division. This publication is being produced for people who have an interest in the area's business, economic development and real estate market.

Our goal is to use this publication as an economic development tool, to keep you informed and to provide information and statistics that have meaning to your business. This publication is owned by Volusia County Government and is produced and sold by the Volusia/Flagler Business Report through contract. Content is solely the responsibility of the Volusia County Economic Development Division.

We're interested in your comments and story ideas. Please contact David Byron, Community Services Department director, 386-943-7029, or by e-mail at dbryon@volusia.org. If you'd like to become an advertiser, please contact Debbie Keesee at the Volusia/Flagler Business Report at 386-681-2500.

The Economic Development Quarterly is produced and mailed quarterly to a minimum of 10,000 area businesses by the Volusia County Economic Development Division. It is offered free to readers, including real estate professionals, leaders of business, industry, education, government and selected organizations. If you are interested in receiving this publication, please contact the Volusia/Flagler Business Report at 386-681-2500.

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Comments and story ideas?

Contact David Byron at 386-943-7029 or dbryon@volusia.org.



CEO XChange is an executive roundtable program serving chief executives and business owners in Central Florida. Designed specifically for second stage companies, CEO XChange offers a confidential setting for groups of 12-15 top executives from non-competing businesses to discuss vital business issues, opportunities and trends among a group of peers.

There are qualifications to participate and a new group is forming now.

For more information, call 386.506.4723 and mention Promo Code FSBDC12



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COVER STORY

New York City in a New York minute...

Daytona Beach International readies for JetBlue flights

Preparations are well underway at Daytona Beach International Airport for the start of direct service to New York City by JetBlue. The New York-based carrier begins daily flights January 7 between Daytona Beach and JFK International Airport. Ticket sales began in August (go to: jetblue.com).

New York City is a very strong market of origin for visitors to the Daytona Beach area, according to surveys by Mid-Florida Marketing & Research, which has been following area tourism trends for many years. JetBlue has a reputation in the travel industry for low fares and exceptional customer service. "Flying in and out of Daytona Beach saves a great deal of time and could not be more convenient," said Evelyn Fine, Mid-Florida Marketing & Research president and a frequent business flyer.

The effort to recruit JetBlue dates back many years, according to Jay Cassens, director of business development for Daytona Beach International Airport. Cassens recently succeeded Steve Cooke, who retired as the airport's business development director in August after years of spearheading the effort to land the JetBlue deal.

"The time is right," said Cassens. "Our community is vibrant and all indicators are this will be a successful destination for JetBlue." Cassens came to Daytona Beach International Airport from Orlando International Airport. He is familiar with JetBlue operations and its success in business and consumer markets (see Jay Cassen's guest column in this edition of Economic Development Quarterly for an overview of the airline industry).

"JetBlue is a welcome addition to our service," said Rick Karl, Volusia County Government's director of aviation and economic resources. "And of course, we are fortunate to continue to have outstanding service from Delta Air Lines and American Airlines. So, with Delta offering daily nonstops to Atlanta, American offering daily nonstops to Charlotte, and JetBlue offering daily nonstops to New York City, we



JetBlue Airways is set to begin daily nonstop service between Daytona Beach and New York City on Jan. 7, 2016.

have three major hubs covered with direct flights – and connecting service to practically anywhere else in the world."

To ensure a successful launch to Jetblue service, the community is delivering an extensive array of support that includes funding to JetBlue for marketing in the New York City area. This effort is funded by the Daytona Beach Area Convention & Visitors Bureau, the West Volusia Tourism Advertising Authority, the Southeast Volusia Tourism Advertising Authority and Daytona Beach International Airport (Volusia County Council). In addition, an advertising blitz funded by Daytona Beach International Airport is underway in east central Florida to introduce the service to area travelers who may have a connection to New York City. Also, the Daytona Chamber and the local business community have committed to a JetBlue travel bank that guarantees business flights between Daytona Beach and New York.

"These and other considerations contributed to an overwhelming response by the community to encourage JetBlue to add our airport to its system," said Karl. "JetBlue officials were duly impressed and are very enthusiastic about Volusia County. The airport looks forward to a long and growing business relationship with Jetblue."



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Airport success requires adapting to the new airline business model

By Jay Cassens

Business Development Director,
Daytona Beach International Airport

Since 2009, there has been a 55 percent increase in passenger traffic at Daytona Beach International Airport. This growth has not come without its challenges. Daytona Beach and other airports have felt the effects of mergers and acquisitions within the airline industry. A successful air service expansion strategy requires an understanding of, and adjustment to, a new operating model in the U.S. airline industry.

Not long ago there were the big seven major air carriers in the United States – American, Continental, Delta, Northwest, TWA, United and USAir. AirTran was also a major player. Today, Southwest is now part of a “big four” that includes United, American and Delta. These four carriers now account for 87 percent of all air travel within the United States.

When airlines merge, they decrease capacity throughout their network in a strategy to

become leaner with a focus on the most profitable routes and cities. Operating an airline station at any airport is expensive. The airlines’ strategy today is not about becoming bigger, it’s about becoming more efficient.

Over the past 10 years there have been several mergers that have resulted in seat capacity cuts across the board – Delta-Northwest, United-Continental, Southwest-AirTran, and most recently US Airways and American. These mergers create less competition at airports and allow airlines more flexibility on ticket prices. Ultimately, the result is fewer city pairs, reduced flight schedules and fewer options for the consumer. The days of half empty flights are gone. According to the Department of Transportation, in 2002 the airlines’ domestic load factor averaged 70 percent per flight. Today that number is 84 percent. The airlines’ net income in 2004 was a negative \$5.6 billion. Today, the airlines’ net income worldwide is \$29.3 billion and \$5.5 billion for U.S. carriers.

These industry changes create turmoil and require adjustment for airports of all sizes. The smaller communities were hit the hardest when airlines strived to become

more efficient and cut back. If you were a traveling passenger or airport in a smaller community, it meant less air service, fewer daily flights and fewer destinations to choose from, smaller aircraft, and higher ticket prices. In 2001, Continental Airlines ceased operations in Daytona Beach, and in 2009 AirTran left as a direct result of cutbacks and mergers within the industry.

So how does an airport regain the air service it once had or expand air service?

One key is keeping costs low for existing carriers. Air carriers will not continue service unless they’re making a profit. Airports, such as ours, look to make small, obtainable strides with existing air service capacity. The goal is to convince our existing carriers to increase frequency of current city pairs and to offer larger aircraft to meet the demand. We pride ourselves on convenience and superior customer service. We’re always trying to improve our product by adding conveniences such as TSA Pre-Check, free short-term parking for JetBlue customers (initial six months of service), having a business center and offering free WiFi. We mail items to our customers that did not clear TSA security.

Airlines won’t increase service unless the community fills the existing seats offered, and the community won’t fill the seats if they don’t enjoy the airport experience. Obviously we seek to capitalize on our market strengths, such as the overwhelming demand for direct service to New York. We seek to make the most of opportunities when they present themselves such as our community-based \$750,000 marketing for the direct service to JFK International Airport that JetBlue begins January 7.

JetBlue is a huge win for the airport but you don’t get to where you want to be without understanding the airline industry landscape as it is today, the past that shaped it, and a realistic understanding that airline business models have evolved. Airlines have limited resources and serving a new city is a costly investment. It takes a lot of convincing, money, and most importantly, community support, for an airline to make a financially sound economic decision to increase or add air service to a community.

We are looking forward to welcoming JetBlue this January. It’s essential the community support this direct service to New York City.



Jay Cassens

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Left to right: Hollis Inglett, JR., Ryan Scott, Barbara Bohan, Richard Brown, Hollis Inglett, III

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Daytona Beach Half Marathon gains regional, national recognition

Volusia County Government and Daytona International Speedway are working together to organize and host the Daytona Beach Half Marathon Sunday, February 7, two weeks prior to the 58th annual DAYTONA 500 and two weeks before every DAYTONA 500 thereafter.

Registration opened in July and already hundreds are registered for the half marathon, the two-person half marathon relay, or the 3.1 mile (5K) race scheduled for that day. Advertising promoting the event locally and among regional and national media has begun and is expected to trigger a surge in registrations, which are expected to exceed 2,000.

Sponsored by Florida Hospital and Brown and Brown Insurance, the Daytona Beach Half Marathon features a unique course that takes runners from the flat portion of the track at Daytona International Speedway to International Speedway Boulevard, east over the high-rise International Speedway Bridge to the beach and back to the start/finish line at Daytona International Speedway.

"This is no ordinary half marathon course," said Jim Dinneen, Volusia County Manager and a longtime marathon enthusiast. "I've run some of the great races in the United States, and none can match the uniqueness of our course that includes the Speedway and the World's Most Famous Beach." He added that marathons and half marathons are wholesome events that often involve family members. He believes that to be true for this event and that it holds great potential for tourism and economic development.

The organizers are committed to making this a premier running event and have invested a great deal of thought and effort into everything from sponsor recognition to finisher medals, an exhibition and dinner the day before the race, a breakfast following the race and more.

"We believe this will become a popular destination race and an event that will become one of the biggest events of the winter," said Dinneen. "With all there is to see and do in Volusia County, with the race starting and finishing at famed Daytona International Speedway, and with the course including running on the beach itself, the event has great appeal. Participation could increase exponentially over the next few years and we could see the field grow to



This is a medal for the Daytona Beach Half-Marathon event planned for Feb. 7, 2016.



A runner celebrates crossing the finish last at the last Daytona Beach Half-Marathon event.

10,000 runners or many more."

Daytona International Speedway President Joie Chitwood III agreed. "We are excited to partner with Volusia County to host the Daytona Beach Half Marathon," he said. "The World Center of Racing will provide a unique setting for the start and finish of the race and runners will have the special opportunity to pound the same pavement that will be used by the stars of NASCAR in the DAYTONA 500 just two weeks later."

The county has hired Running Zone, a well-established race management company in Cocoa Beach, to administer the race. A countywide planning committee composed of the county's tourism advertising authorities, chambers of commerce, cities, local businesses, the county and running enthusiasts is assisting with race planning. Local sponsorship has been gratifying, which enables organizers to invest in elevating the event to the premier status for which it surely will become known.

For more information and registration, go online to: daytonabeachhalf.com.

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Home permits climb; commercial projects steady

Residential construction in Volusia County continues to outpace last year. Countywide, builders pulled 321 home construction permits in the third quarter, an 8.8 percent increase compared with the same quarter a year ago, according to data compiled by the Volusia County Economic Development Division from the county and city building permit offices. The county does not include permits issued for renovation and expansion projects in its data.

While that's down from the post-recession high of 398 residential permits issued in the second quarter of this year, the most since 2007, residential permit activity so far this year is up 6.6 percent compared with the first three quarters of 2014.

Commercial construction permit activity in the third quarter surpassed the previous quarter, but is down year-over-year.

Residential

Jake Hickson, vice president of Hickson Construction in New Smyrna Beach, said he isn't surprised new home construction activity is up compared with last year based on his sales and what he sees in the marketplace.

"Those numbers don't surprise me," he said. "The third quarter is traditionally our strongest. Lots of deals were closed over the summer. Lower interest rates are keeping people aggressive. The fear of interest rates rising has people buying now."

Through the first nine months of 2015,

homebuilders have been issued 984 residential construction permits, compared with 923 issued countywide through the first three quarters of last year.

The quarterly average so far this year is 328. This exceeds last year's quarterly average of 295 permits and the 317 quarterly average in 2013. If 287 or more residential permits are issued the remainder of this year, the annual total will exceed the 1,270 residential permits issued in 2013, the most in a year since the start of the Great Recession.

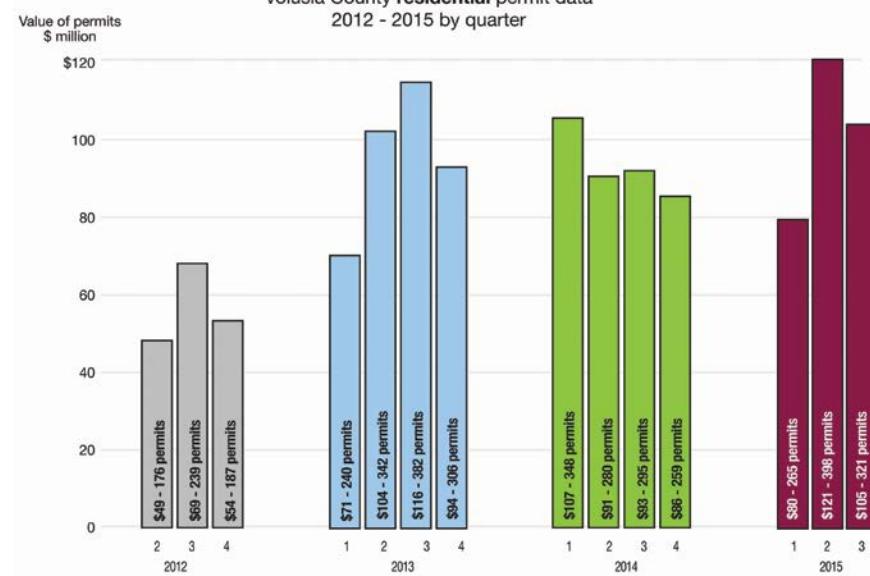
The average value of residential permits issued this year also is ahead of last year. The construction value of the 321 residential permits issued in the third quarter was \$105 million, an average of \$327,102 per permit. The 295 residential permits issued in the third quarter a year ago was \$93 million, an average of \$315,254.

"These are all positive signs," said Rob Ehrhardt, Volusia County's economic development director. "As a homeowner, I'm glad to see it."

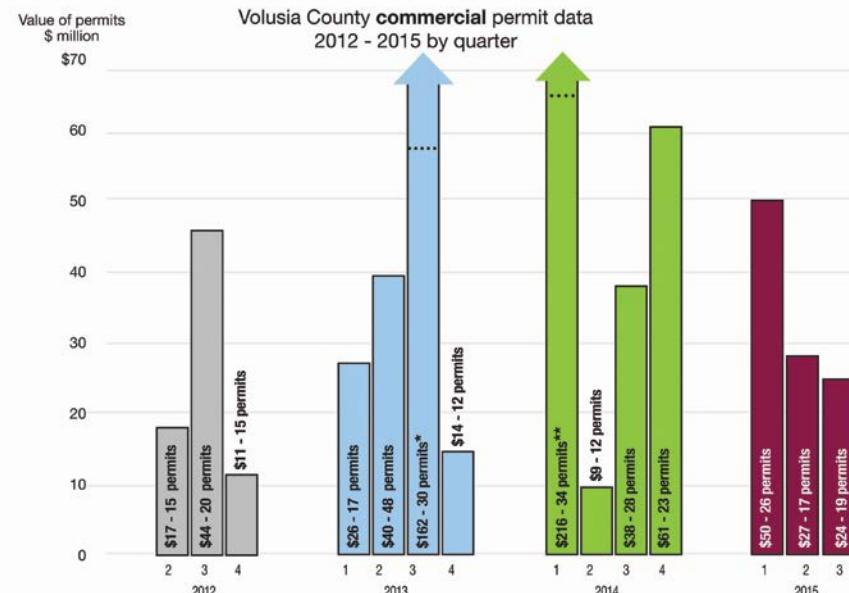
DeLand again led all jurisdictions in the number of residential building permits with 77 issued in the third quarter. The estimated construction value of those permits exceeds \$25 million.

New Smyrna Beach was second with 51 home permits issued with a construction value of \$17.5 million. Volusia County issued 49 residential permits for the unincorporated county area with an estimated construction value of \$17.5 million.

"People feel good about the economy and they are able to sell their houses up north and move here," said Paul



Source: Cities and county permit offices reporting new construction activity.



Source: Cities and county permit offices reporting new construction activity.

* Q3 2013 includes single \$105m permit for Daytona International Speedway.

** Q1 2014 includes single \$152m permit for Daytona International Speedway.

Note: Dotted lines represent permit total excluding single permit for Daytona International Speedway.

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Commercial building permits issued in Volusia County third quarter 2015

Ranked by total value of projects

Area	July permits	August permits	September permits	Total permits	Total Value
Unincorporated	1	0	1	2	\$10,730,625
New Smyrna Beach	1	2	1	4	6,131,396
Port Orange	2	2	2	6	2,702,574
Deltona	0	1	0	1	1,116,157
Orange City	1	0	0	1	912,433
Holly Hill	0	1	1	2	875,552
DeBary	2	0	0	2	839,087
DeLand	0	1	0	1	678,398
Daltona Beach	0	0	0	0	-
Daltona Beach Shores	0	0	0	0	-
Edgewater	0	0	0	0	-
Lake Helen	0	0	0	0	-
Oak Hill	0	0	0	0	-
Ormond Beach	0	0	0	0	-
Pierson	0	0	0	0	-
Ponce Inlet	0	0	0	0	-
South Daytona	0	0	0	0	-
	7	7	5	19	\$23,986,222

Cities listed in descending order by \$ value for the most recent quarter
Source: Cities and county permit offices reporting new construction activity.

Residential building permits issued in Volusia County third quarter 2015

Ranked by total value of projects

Area	July permits	August permits	September permits	Total permits	Total Value
DeLand	31	18	28	77	\$25,261,022
Unincorporated	20	17	12	49	17,472,765
New Smyrna Beach	23	12	16	51	17,472,017
Port Orange	18	20	3	41	13,549,986
Ormond Beach	4	6	14	24	8,730,225
Daltona Beach	20	0	9	29	8,171,198
DeBary	4	5	6	15	4,935,635
Edgewater	9	7	4	20	4,449,412
Deltona	3	0	9	12	4,462,403
Ponce Inlet	1	0	0	1	368,000
Lake Helen	0	1	0	1	302,737
Holly Hill	1	0	0	1	200,000
Daltona Beach Shores	0	0	0	0	-
Oak Hill	0	0	0	0	-
Orange City	0	0	0	0	-
Pierson	0	0	0	0	-
South Daytona	0	0	0	0	-
	134	86	101	321	\$105,420,400

Cities listed in descending order by \$ value for the most recent quarter
Source: Cities and county permit offices reporting new construction activity

Rechichar, owner of Platinum Building and Remodeling, Port Orange. “We’re also seeing more locals, about 30 percent of our business, moving up into new homes and not just retirees moving here.”

Commercial

Countywide there were 19

commercial construction permits issued in the third quarter with a combined construction value of \$24 million.

The number of commercial permits is down 32 percent from the 28 issued in the third quarter last year, but is up slightly compared with the second quarter this year when 17 permits were issued.

“Yes, commercial activity has slowed in the past several months, but there is no consensus as to why,” Ehrhardt said. “Some reasons I hear are that people are making more careful business decisions and there are several large projects looming here that reflect that. I believe we still have a strong value proposition here.”

The six commercial permits issued during the quarter in Port Orange led all jurisdictions. Those permits had an estimated construction value of \$2.7 million. New Smyrna Beach issued four commercial permits with an estimated construction value of more than \$6 million. Volusia County, DeBary and Holly Hill each issued two commercial construction permits during the third quarter.

The most expensive permit in the third quarter, \$10.7 million, was issued by Volusia County for the 20th and final building in the beachside Oceanwalk Condominiums complex just south of the New Smyrna Beach city limit. The building has 33 units.

New Smyrna Beach also issued a \$4.9 million permit for the start of construction on the 84-unit Messina Luxury Apartment Homes being built in the Venetian Bay community.

Deltona issued the other commercial construction permit that exceeded \$1 million — a \$1.1 million permit to Iglesia Misionera Eslabon De Dios Inc. to complete the construction of a church that another religious organization started several years ago.

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More growth for Frontier Communications

Frontier Communications didn't go far for its expansion.

The Fortune 500 company selected DeLand as the site for a new business unit and the 400 new jobs it expects to create as part of a \$2.5-million expansion.

"Frontier has approached its 10th year in business in Florida and we owe that in large part to our partners from the state, the county and the local community," said Kelly Morgan, senior vice president and general manager of Frontier Secure, a service of Frontier Communications.

"Florida offers the talent we depend on to drive our 100 percent U.S.-based operations with the right technical capabilities. This expansion will provide us the additional capacity we need to service our growing strategic partnership business."



Frontier Communications Solutions' facility in DeLand.

Frontier Communications has existing operations in DeLand and most recently completed an expansion begun in 2014 that added 180 jobs. Its new business unit will add 32,000 square feet and with the additional new jobs

Frontier will have a workforce of 1,500 in DeLand.

"We continue to see job growth and diversification in Florida's economy," said Bill Johnson, president and CEO of Enterprise Florida, the state's business

development organization. "We thank Frontier Communications for its continued commitment to Florida."

Robin King, president and CEO of CareerSource Flagler/Volusia offered a local perspective on Frontier's growth. "I am pleased to see that Frontier's investments in these fields have contributed to its growth. CareerSource Flagler/Volusia has been engaged with Frontier in its employee recruitment, hiring and development efforts since 2005. As it expands with this new business unit, our partnership will strengthen."

John Wannemaker, chair of Team Volusia Economic Development Corporation, also welcomed news of the expansion. "Team Volusia is excited to have this new business unit here in Volusia County. It also was a great opportunity to work with Jones Lang

Lasalle, a leading site selection firm, the site selection consultant for the project."

Frontier Communications is one of the nation's largest providers of communication services focused on rural America. Its call center in DeLand established operations in 2006 as one of a handful of selected facilities in the country responsible for providing customer service for millions of clients. The DeLand operation is an inbound sales and customer service call center for land-line phone service, internet, satellite television and software security programs, F-Secure related services, which are core services of Frontier Communications nationally. Frontier Communications Corporation (NASDAQ: FTR) is an S&P 500 company and is among America's largest corporations.

Two Volusia County firms recognized for exceptional growth

The 34th annual edition of the Inc. 5,000 list of America's fastest growing private companies includes two Volusia County businesses.

DBK Inc., DeBary, and Synergy Billing, Holly Hill, were ranked the 687th and 1,071st fastest-growing companies based on percentage revenue growth over three years. In addition, Synergy Billing is being recognized by the Florida Economic Gardening Institute as a Top 50 Second Stage company on its GrowFL list.

Synergy Billing provides revenue cycle management to a special niche in the health care industry known as Federally Qualified Health Centers (FQHCs). These centers act as a safety net for the nation's most vulnerable populations. Synergy Billing provides clients with medical billing,



The staff at DBK Construction & Service Solutions stand in front of the offices for their company in DeBary.

we are meeting the needs of our clients and providing a great workplace for our employees."

Synergy Billing's inclusion on the GrowFL list is also an affirmation for Meyer and his colleagues. Synergy Billing was the only awardee in Volusia County this year and joins past Volusia County honorees, Quantum-Flo Inc. and Crane Cams.

GrowFL provides strategies, resources and support, including strategic research and peer-to-peer CEO mentoring and leadership development to second stage Florida companies. It was created by the Florida Legislature in 2009 and is certified by the National Center for Economic Gardening through the Edward Lowe Foundation. More information is online at: growfl.com.

DBK Inc. is a DeBary-based enterprise. It is a full-service commercial and residential construction and service company with operations in several states.

Its inclusion on the Inc. 5,000 list places the organization among the nation's top 15 percent fastest growing companies.

DBK registered 658 percent growth and revenue of \$16.8 million in 2014. The company added 36 jobs, to bring its workforce to 61. Started by Damon Kruid in his garage in 2007, this is the first year the company has been on the list.

Kruid puts a premium on quality and professionalism and is deeply committed to his workers. Kruid has employee appreciation days, complete with water slides, food and music; Thanksgiving dinners for employees and their families; a chili cook-off for employees every February; and an employee-of-the-month program.

The Inc. 5,000 rankings are based on revenue growth between 2011 and 2014. It includes U.S.-based, privately held, for-profit, independent companies. For more information go online to: inc.com/5000.

credentialing and extensive training on a variety of topics. The company helps its clients achieve collection rates of more than 90 percent, substantially higher than average, which is below 75 percent. The company's revenues have increased more than 400 percent

since 2012 and its workforce has doubled to 94 over the past year.

"To learn we are among the top 21 percent of the fastest growing private companies in the United States is very gratifying," said Jayson Meyer, Synergy Billing's CEO and founder. "This validates

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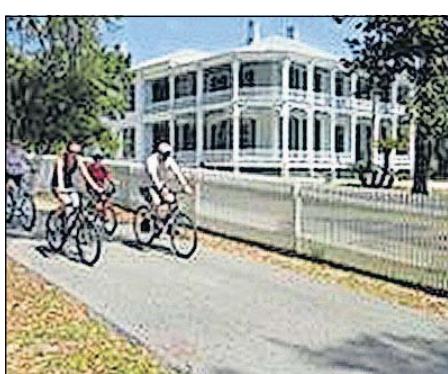
County moving forward with 20-mile addition to trail network

Volusia County has some of the most beautiful parks and trails in the southeastern United States. More than 1 million people visit Volusia parks and trails each year. And soon, there will be more trails to enjoy.

And looking to the future, some day residents and visitors might be able to traverse Florida along a 250-mile trail from St. Petersburg through Volusia County to Titusville, something trail planners in Brevard County also are working on. Known as the Coast-to-Coast Connector, the trail also is part of the 260-mile St. Johns River-to-Sea Loop through Volusia, Flagler, Brevard, Flagler, Putnam and St. Johns counties. It also is part of the planned East Coast Greenway, which will stretch some 3,000 miles from Key West to Maine.

But for now, Volusia County is busy adding another 20 miles to its trail system in southern Volusia County. This was made possible last spring when Volusia County accepted federal grants totaling \$13.9 million to pay for the design and construction. The funds will pay for new sections of the East Central Regional Rail Trail, a 51-mile run between Enterprise, Titusville and Edgewater. The addition to this trail will connect Osteen to Edgewater and include a trail reaching to the Volusia-Brevard county line. Construction could be complete in 2018.

A grant of \$6.5 million from the Florida Department of Transportation will provide for a segment of trail between Gobbler's Lodge and Maytown Spur



roads. And the trail segment from Cow Creek Road to Brevard County is funded with \$1 million of Volusia ECHO program funds.

The effort to enhance the network of trails has been ongoing and is being accomplished in sections. Earlier this year, a trail bridge over State Road 415 in Osteen opened, a \$2.2-million endeavor. Gerry Brinton, Volusia County's director of engineering and construction, said the

overpass is at the eastern end of a trail that extends across Deltona and Enterprise to Interstate 4, through DeBary to the county's Gemini Springs and Lake Monroe parks. Another 2.6-mile trail segment extending east from State Road 415 to Guise Road is nearing completion at a cost of \$1.1 million.

In west Volusia County, a 2.4-mile segment of the Spring-to-Spring Trail is under construction in the Orange City

area. This \$3.1-million project begins at W. French Avenue and extends south through Blue Spring State Park, bridges over the SunRail tracks and ends at Detroit Terrace at the north border of DeBary.

Efforts are underway to find an alignment that will link the Edgewater trail section with New Smyrna Beach and on to Flagler Avenue, which will make Volusia County a clear entrance point for the Coast to Coast Connector. Deb Denys, Volusia County Council member, explained that adding a bike trail spur to link Flagler Avenue in New Smyrna Beach to the beach itself is an important step in advancing the area's reputation for trails and parks.

The trails network in Volusia County is widely used by residents and visitors. It has grown to 23 miles that are in service and another 13 miles that are under construction, according to Brinton. In addition, funding is in place for another 25.5 miles and an additional 9.5 miles are not funded. A trail bridge over State Road 442 in Edgewater also was completed recently at a cost of \$2.6 million. On either side of this trail bridge construction is nearly complete on a 3.8-mile segment beginning at Dale Avenue in Edgewater and extending west and south to just south of the new S.R. 442 trail bridge.

"Our system of trails is gaining recognition as an essential asset to our ecotourism profile and is being used by residents and visitors who enjoy trail journeys and being close to nature," said Denys.

Scene and noted...

News and notes from recent editions of *On the Economic Scene*, the Monday morning newsletter of Volusia County Economic Development

On the Economic Scene is Volusia County Economic Development's popular newsletter that is faxed every Monday and then posted on-line. The one-page communication features timely briefs on economic development-related subjects. The newsletter reaches more than 2,000 people every week. If you would like to receive it, contact Volusia County Economic Development at 386-248-8048. Here are a few briefs that appeared in recent

editions. If you have news you would like to share, please send to Dave Byron, Volusia County Community Services Department director, 123 W. Indiana Ave., DeLand, FL 32720-4612, or by e-mail at: dbryon@volusia.org.

SCORE SEEKING VOLUNTEERS — The local SCORE chapter is looking for volunteers to provide confidential business mentoring by leading seminars and workshops that help small business owners become more

successful. SCORE provides subject matter expertise by industries and professional skills. For information go online to: score87.org.

FREE GOVERNMENT CONTRACTING CLASSES

ONLINE — The federal government buys nearly \$100 billion worth of goods and services from small businesses each year. The U.S. Small Business Administration (SBA) has created free online self-paced contracting courses on government

contracting. Go online to: sba.gov/gcclassroom.

DIRECTORY LISTS CONSULATES,

BI-NATIONAL CHAMBERS, SISTER CITIES — Enterprise Florida Inc.'s 2015 directory of Florida consulates, bi-national chambers of commerce and sister cities in Florida is available. The directory provides country-specific contacts. For the directory go online to: enterpriseflorida.com/international/.

New life for DeLand's iconic Putnam Hotel

The Putnam Hotel, in the center of neighborly DeLand, is about to make a leap from its 19th century origins to the 21st century marketplace. Summit Hospitality Management Group purchased the property last year and is considering its options to bring it back to life – and is doing so mindful of the building's history.

"The Putnam Hotel is a landmark for the city," said Abbas Abdulhussein, vice president of operations for Summit Hospitality. "It has history that is very much a part of the history of the city."

In the late 1800s (before it became known as the Putnam Hotel) the property was called the Grove House. It was a small hotel surrounded by 10 acres of orange groves. It was owned by Alfred Putnam.

In the fall of 1888, the property was sold to Garner D. Gould who changed the name of the popular country retreat to the Putnam Inn and managed it until B.E. Brown became the new owner.

The Putnam Inn was known for its graciousness and warm hospitality. Guests were exceedingly loyal, returning year after year. Many would spend several months in residence there to enjoy the setting and escape the northern winter. In fact, it was the tranquil beauty of the area and the pleasant weather that attracted wealthy industrialist Henry DeLand to the area in 1876. He soon returned to establish a "city in the forest".



An earlier concept for the restoration of the Putnam Hotel.

That legacy is not lost on the Summit Hospitality team as it contemplates the best next chapter for the iconic property. Of course, there has been an evaluation of the condition of the building so the developers know what needs to be done before renovations can be scheduled. Work on the exterior will require approval from the city's historic preservation board.

In its present configuration, the six-story Putnam Hotel is a 57-room property with two wings. Local leaders are optimistic about its future, whatever the final configuration.

"This is a diamond in the rough with enormous potential that will enhance our community as a tourist destination," said Renee Tallevast, executive director of the West Volusia Tourism Advertising Authority. "I am glad a company with a reputation for restoring such buildings is at the helm."

The business community also hopes for a renaissance at the Putnam Hotel. "Downtown DeLand tends to attract projects with a progressive business model," said Nick Conte, executive director of the DeLand Area Chamber of Commerce. "With vision and TLC, this property can return to its



Literature on the old Putnam Hotel in DeLand.

former glory and become a hub of activity for residents and visitors."

Summit Hospitality Management Group owns three oceanfront hotels in Daytona Beach including the Holiday Inn Resort, a Hampton Inn, and the former Desert Inn, which will become a Weston resort after a total makeover.

While no date has been set for completion, the developers expect to begin renovations in 2016.

SCENE AND NOTED

From Page 10

HANDBOOK ANSWERS CAREER QUESTIONS

– The 2014-15 Occupational Outlook Handbook (OOH) from the U.S. Bureau of Labor Statistics covers wages, training, what workers do, where they work and more. The OOH includes many new occupational profiles and offers 10-year projections of employment. The handbook covers the vast majority of jobs comprising 334 profiles covering 580 detailed occupations. To access the information go online to: bls.gov/ooh/.

DAYTONA BEACH HALF MARATHON FEBRUARY 7

— Volusia County

Government and Daytona International Speedway are staging the Daytona Beach Half Marathon February 7. A race from the speedway to the beach and back, the half marathon includes options for a two-person relay and a 3.1 (5K). Presenting sponsors are Florida Hospital and Brown and Brown Insurance. The marathon will include top of the line shirts and medals, race themed volunteers, entertainment, and champagne breakfast. To register at the early discount price go online to: Daytonabeachhalf.com.

EMAIL MARKETING FOR HOLIDAY SALES — Email marketing is an important vehicle for reaching new and existing customers during the holidays. Businesses can use holiday email marketing

campaigns as a way to showcase new products, promotions and re-engage customers. For information go online to: entrepreneur.com/article/240115.

TRADE GRANTS AVAILABLE FOR ASIA AIR SHOW

— Enterprise Florida will lead an exhibit team from Florida aviation and aerospace companies at the Singapore Air Show February 16-21. The show is Asia's largest aerospace and defense exhibition with more than 1,000 exhibitors from 76 countries and more than 45,000 attendees. There are multiple booth options for companies to participate in the Florida pavilion. Trade grants are available to help offset exhibition cost. For information contact the Volusia County Economic Development Division at 386-248-8048.

CALL-INS ON EXPORTING TO CUBA RULE

— The U.S. Department of Commerce's Bureau of Industry has scheduled monthly call-in programs to answer questions concerning exporting to Cuba. The calls are at 2 p.m. September 8, October 13, November 10, and December 8. The number to call is 888-889-0538. The pass code is: CUBA.

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who require capital investment (i.e. corporate headquarters, research and development facilities, etc.) and are in targeted industries such as aviation and aerospace, clean tech, financial/professional services, homeland security/defense, infotech and life sciences.

The division is a partner with Volusia County's cities and chambers of commerce to promote the growth of new jobs in their communities.

Call our office or visit our web site at floridabusiness.org for detailed information about available services.



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Volusia County Economic Development Division, 700 Catalina Drive, Suite 200, Daytona Beach, FL 32114