



Economic Development

Quarterly

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A tip of the hat to Stetson University as success drives expansion



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The richly traditional campus of Stetson University has sustained a growing faculty and student population. But to keep up with this growth, the university has embarked on an ambitious construction program. New construction is popping up across campus, including the Marshall and Vera Lea Rinker Welcome Center, which held its topping out ceremony in April.

"In many ways this beautiful new building will become the heartbeat of the university," said Stetson University President Dr. Wendy Libby. "This is where we will meet prospective students, parents, visiting dignitaries, corporate recruiters, returning alumni, and of course, members of the community. It will be a place where everyone will experience a warm welcome and the traditions that make Stetson University a special place."

Construction on the three-story, 28,000-square-foot welcome center began 10 months ago and is expected to be complete this fall. It is just one of several projects underway.

The Hollis Family Student Success Center on the second floor of the DuPont-Ball Library and is now open. This facility centralizes academic support, accommodates tutoring, coaching, time management and testing skills development, as well as the Writing Center and Innovation Station.

Another major undertaking is the expansion and renovation of the Carlton Union Building. The 57,000-

square-foot building is being expanded to nearly 80,000 square feet and will feature a new roof, plumbing, heating, air conditioning, lighting and electrical systems. The new configuration includes retail space, the campus bookstore, a convenience store, post office and copy center. The student dining area is being expanded and enhanced, including a patio dining area. The expansion includes space for the Student Government Association, clubs and organizations, multi-purpose space, a student radio station, staff offices, Center for Community Engagement, Diversity and Inclusion, and Student Development and Campus Vibrancy. Also, the Stetson Room is being renovated. The project is being managed in phases with the final phase scheduled to be complete in 2018.

On the university's 10-acre tract of land at Lake Beresford, plans call for creation of the Sandra Stetson Aquatic Center. Sandra Stetson's \$6 million gift will build a water research facility and provide a home for the university's women's and men's crew teams. In addition, a botanical garden of native

Florida plants will grace the new, leading-edge facility. It will become a destination for eco-tourists as well as a place for public recreation. The site will be designed for human-powered watercraft on the lake.

Sandra Stetson, a great-granddaughter of Stetson University's namesake, John B. Stetson, has long supported garden, wetland and environmental efforts. Also, she has underwritten a partnership between Stetson and the Naples Botanical Gardens so Stetson students can engage with professional botanists, researchers and educators there through summer internships.

These and other projects keep the adrenaline flowing at Stetson University, according to President Libby.

"We want our campus to project a contagious energy that welcomes all while providing an extraordinary environment for learning and discovery," she said.

Current expansion projects provide a good barometer of the excitement to be experienced on the Stetson campus.

About Stetson University

Stetson University's full-time student enrollment, as of the beginning of the current academic year, was 3,084. Founded in 1883, Stetson is the oldest private university in Central Florida, providing a transforming education in the liberal arts tradition. Stetson stresses academic excellence and community-engaged learning, and consistently earns high marks in national rankings. Stetson encourages its students to go beyond success to significance in their lives, the lives of others and their communities.

Artifacts, salvage from historic building contribute to preservation

The Gould Building in downtown DeLand was demolished earlier this year to make way for a new \$5 million, 104-room Courtyard by Marriott. But before it was removed, a contractor conducted a salvage operation, reclaiming artifacts and reusable materials. Mark Shuttleworth, of Florida Victorian Architectural Antiques, began harvesting materials from the historic structure in December.



"The Gould Building on North Woodland Boulevard was one of DeLand's oldest buildings," said Shuttleworth. "It dates back to the late 1800s as the First Christian Church and had magnificent materials for any number of commercial and residential applications."

Shuttleworth's firm harvested wood flooring that was cut from trees that were more than 200 years old when installed. The treasure trove included antique kiln-fired red brick, heart pine rough-cut beams, and decorative tin ceiling and roofing tiles from the original construction of the historic church building. Also reclaimed was a series of decorative arches that had been hand carved in the 19th century.

Items from the recovery effort will be sold at Shuttleworth's studios and warehouses at 112 W. Georgia Ave., DeLand.

Florida Victorian has already sold hundreds of square feet of pine distressed sub-flooring for exterior wall panels at P.J.'s Sea Shack Restaurant in New Smyrna Beach. Decorative tin roof shingles and cypress sub-flooring made a unique

exterior for "Neighbors Taqueria" at Cafe DaVinci in DeLand. Tin ceiling panels have been reinstalled in a barn-to-home conversion in Lake Helen, and heart pine chamfered staircase posts from the church are planned for restoring the 1912 Bank building also in Lake Helen. Thirteen-inch heart pine beams have been sawn into stair treads for historic preservation projects by Len Weeks Construction in St. Augustine. The Ponce DeLeon Inlet Lighthouse has acquired hundreds of feet of floor joists, sub-flooring and red brick for use in restoration projects.

The cost of the recovery effort is substantial, coming in at about \$35,000. It may take more than a year to sell the items, which could net \$50,000 or more.

"Gathering and distributing materials of historic significance is not for the impatient entrepreneur," said Shuttleworth. "The only thing fast about this business is 'racing bulldozers,' the process of reclaiming items, which often is driven by demolition and construction deadlines. And while great patience is required to locate buyers, it is gratifying to know these

materials will enjoy new life while keeping our history alive."

Shuttleworth's Florida Victorian Architectural Antiques, celebrating 35 years, offers reclaimed artifacts and sought-after building materials such as bricks, wood flooring, windows, doors, accents and more. It's a favorite among builders, architects and interior designers, as well as people engaged in renovations.

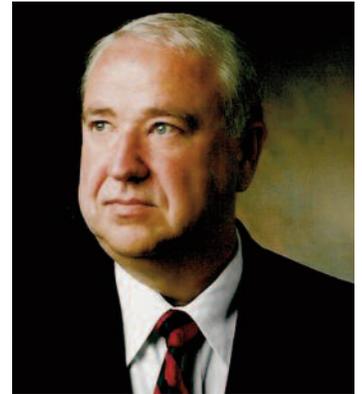
In addition to his interest in history and repurposing materials, Shuttleworth has a long record of civic involvement, having served on the Volusia County Historic Preservation Board and as film commissioner through the West Volusia Film Authority. He was a Lake Helen city commissioner for 15 years and mayor for eight years. Shuttleworth currently serves on the SunRail to DeLand Task Force of the MainStreet DeLand Association.

Florida Victorian can be contacted at 386-734-9300 or Mark@FloridaVictorian.com.

Expansion, versatility fuels Ocean Center economic impact

By DON POOR, Director, Ocean Center

The original Ocean Center opened in 1985 with an arena seating 9,300 patrons, an 11,000-square-foot ballroom, and 11 meeting rooms. In February 2009 the Volusia County Council and the community celebrated an \$82 million expansion that added a 93,000-square-foot exhibit hall and increased the number of meeting rooms to 32. The expanded facility now totals over 500,000 square feet of world-class convention and entertainment space. The facility is highly versatile and is capable of handling events from 10 to 20,000 attendees.



During the last fiscal year we held 21 conventions and trade shows including Mary Kay, the International Conference and Exposition on Advanced Ceramics and Composites, Star's Edge International Avatar Wizard Course, Clinical Virology Symposium, and New Spring Youth Conference, to name a few. One of our larger market segments is competitive arts. This category includes events such as East Coast Cheer, State Cheer and Dance, National American Miss Open Call,

Showbiz National Talent Dance Competition, and Ace Gymnastics.

The Ocean Center also facilitates a number of consumer shows such as the Daytona Beach News-Journal Home Show, Spring Break Nationals and the Reptile Breeders Expo; community events including 14 high school and college graduations, business-after-hours meetings, and the Volusia County Sheriff's Crime Scene Seminar; along with family and sporting events, dinner functions, and an occasional concert.

Our economic impact on the community last year was nearly \$92 million, accounting for 1,118 full-time jobs and resulting in an 18-to-1 return on investment.

As you can see, the Ocean Center is fulfilling its mission to generate economic impact for the community, improve the quality of life, operate efficiently and provide a positive experience

Florida – The Future is Here

New marketing campaign touts “Boundless” Opportunities for Business

Enterprise Florida Inc. (EFI), the principal economic development organization for the state, has launched a new global branding initiative. The new branding campaign, Florida – The Future is Here, targets national and international business decision makers, site consultants and existing Florida business leaders and residents.

The new identity serves as a call to action to business leaders interested in starting, growing or relocating their businesses in Florida. Also, it is intended to instill a sense of pride in what the state offers to existing business owners and residents.

Citing Florida’s strength as a host for business and industry, the campaign encourages people to see Florida in a more realistic way through stories and imagery that debunk preconceived views. The campaign presents Florida as optimistic, innovative, original and imaginative with world-class infrastructure, global access and a highly educated workforce. This reinforces Florida as a place for growth and inspiration, demonstrating that the future is now and the future is in Florida.

“Florida is the best state in the nation to do business,” said Bill Johnson, Florida Secretary of Commerce and president and chief executive officer of EFI. “The state has a great business story, and this campaign will allow us to tell that story in a way Florida never has. We are excited to share the state’s competitive advantages and let business leaders and decision makers around the world know that the future of business is in Florida.”

To tell the Florida story, EFI has launched the brand’s first creative campaign – “Boundless” – setting the overarching theme that Florida is home to the resources and attitudes that businesses need to flourish.

Through imagery of Florida’s key assets, the campaign presents opportunities. Other campaign design elements reflect boundless optimism, potential, freedom and possibility.

The branding effort was developed by Jacksonville-based St. John & Partners. The \$10 million advertising campaign was introduced to audiences in Florida, nationally and internationally through an integrated marketing and public relations platform. The launch package is accompanied by a new microsite, FloridaTheFutureisHere.com, with brand details and campaign creative and multimedia components, as well as storytelling, public relations, social media and special event elements.



Let the good times roll

Houligan's to open fifth sports grille at DBIA

The successful Houligan's Sports Grille family of restaurants takes a leap forward this spring with the opening of its fifth location at the red-hot corner of International Speedway Boulevard (ISB) and Corsair Way at Daytona Beach International Airport. Service may begin at the end of the month, depending on hiring and training.



"This is an extraordinary location that has hosted popular restaurants that have done well over the years," said Tim Curtis, who along with his business partner, Gale Lemerand, own Houligan's. "The rapid evolution of ISB, improvements at neighboring Volusia Mall and the completion of the spectacular Daytona Rising project at the Speedway make this extraordinary location well-suited for the Houligan's brand."

The design will deliver a premier facility," said Lemerand. "It is being constructed under the watchful eye of ML Underwood Construction and Steve Curtis of Charles Wayne Construction Services.

The new Houligan's becomes the largest restaurant in all of Volusia County with 13,000 square feet and two stories. It is a \$4 million investment by its owners and is located on leased property of the Daytona Beach International Airport land. The new restaurant anticipates a workforce of 200 or more. A thirty-year lease governs the arrangement between the owners and Volusia County Government, according to Jay Cassens, Business Development Director for the airport, which is a Volusia County Government property. "We welcome Houligan's to the DAB neighborhood and see it as an enhancement to the offerings that are certain to be well-received by residents and visitors alike," said Cassens.

Houligan's is located on the former site of Olive Garden, which has since moved to an ISB parcel at the western end of Volusia Mall property. Immediately west of Houligan's is Outback Steakhouse, which is located on the former site of Cancun Lagoon.

Houligan's original restaurant was opened in 1990 in Ormond Beach and remains a popular location. As for expansion plans, the partners suggest that another restaurant or two could open next year. Meanwhile, the partners assess the opportunity of bringing the Houligan's brand to ISB as a high water mark.

Embry-Riddle begins site prep for lab



Embry-Riddle Aeronautical University has begun site work at the location of its aerodynamics laboratory at the Embry-Riddle Research Park. The building will be named the John Mica Engineering and Aerospace Innovation Complex, or the MicaPlex, honoring United States Congressman John Mica, a longtime supporter of the University. This image is a concept rendering of the MicaPlex.

New Smyrna Beach adds beachfront park



The City of New Smyrna Beach has broken ground on Marianne Clancy Park, a new beachfront park at 901 S. Atlantic Ave.

The two-acre park will offer direct access to the beach, 70 parking spots, covered pavilions, restrooms and a shower. Creation of the park will cost \$845,000 and is funded by the city with the help of a Volusia County ECHO grant of \$335,000. The county will lease the land to the city for beachfront park development; this agreement includes a 40-year term with options for extension for an additional 20 years.

"This is yet another example of great collaboration between city and county governments," said Volusia County Council Member Deb Denys, who attended the groundbreaking in March.

The park not only honors an individual but a family that has been actively engaged in continuous support of charitable fundraising for local causes. City officials had asked residents to submit names for the

park, with the selected name having been submitted by Mike Martin. The park is expected to be in service by the end of the year. The project rendering shown here is available online at:
www.cityofNSB.com/new-beach-park.

For more information contact Michelle Updike, New Smyrna Beach capital projects manager, at 386-424-2207.

Economic development 101

By *ROB EHRHARDT*

Volusia County Economic Development Director



I'm often asked about the business expansion role in our economic development ecosystem and the contribution of those efforts to our local economy. Here is a recent example that exemplifies the kind of outcomes that can be achieved from a partner-focused approach.

Quality Enclosures, a Florida-based company that manufactures tempered glass shower enclosures, operates a 20,000-square-foot manufacturing facility in the Eastport Business Center, Port Orange. The local facility operates two working shifts with more than 50 employees.

Quality Enclosures also has facilities in Georgia and Tennessee to support the growth of its products in the eastern United States. In mid-2015 the company's leadership decided to add a second tempering facility in Port Orange. The new facility is designed to support the company's

goal to broaden its product line with additional types of glass shower doors that are tempered in house.

When Volusia County's Economic Development team met with the company's leadership team to understand its hiring strategy, the owner expressed interest in learning more about Volusia County Schools' career academies and the county-funded CEO XChange program. We learned that the newly acquired facility needed significant electrical service modifications and upgrades to handle the newly purchased manufacturing equipment, so we worked with our

partners at the City of Port Orange and with company management to facilitate the various permitting processes.

The second facility is now operational and the company has hired 13 new employees, with more to follow as work volume increases.

Collaboration among the partners hastened expansion of this company by removing a potential barrier to growth resulting in higher output, more jobs and enhanced economic vitality.

First-quarter permit activity marks economic gains in Volusia County

The local economy continues to show signs of strengthening with several indicators reinforcing that trend. Leading the way is a notable increase in commercial and residential construction permits for the first quarter of 2016 as compared to Q4 of 2015.

Commercial permits improved from 32 in Q4 of 2015 to 48 in Q1 of 2016, a 50 percent increase. A one-year look-back also shows an increase over Q1 of 2015 (26 residential permits) of 85 percent. Commercial new construction permits for the quarter totaled \$107.5 million, with Daytona Beach ranked highest among Volusia County cities at more than \$70 million.

"The numbers are encouraging," said Nancy Keefer, president and CEO of the Daytona Regional Chamber. "The economy is getting its legs back and as a result, some businesses are willing to make construction decisions that may have been on the shelf for several years. We are very optimistic over recent activity."

Countywide, contributors included \$33.4 million permitted for two projects at Embry-Riddle Aeronautical University, \$10.6 million permitted for a new Springhill Suites in New Smyrna Beach, \$8.3 million for a multi-family dwelling unit in Daytona Beach Shores, and \$6.8 million for TopBuild's new corporate headquarters building in Daytona Beach.

Residential permits also arced upward, booking 437 permits in Q1 of 2016, compared to 391 in Q4 of 2015, a 12 percent increase. The increase is even greater, (64 percent)

when compared to Q1 of 2015. Residential new construction permits for the quarter totaled \$138 million.

"We expected a good start to the year for several reasons," said Sandy Bishop, executive director of the Volusia Building Industry Association. "The economy continues to gain strength. First-time homebuyers are getting jobs and looking at new homes. Many buyers have recuperated from a past foreclosure. With reasonable explanation of extenuating circumstances, recovery from foreclosure can allow for a new home purchase after three years. And we still may be chipping away at pent-up demand that accrued during the past several years."

Residential new construction permitting activity was highest in DeLand for the fourth consecutive quarter with projects valued at more than \$29 million.

"Positive permit activity is a harbinger of our improving economy," said Rob Ehrhardt, Volusia County's economic development director.

"These indicators translate nicely when viewed in terms of value," he said, noting that the combined value of commercial and residential new construction permit activity for Q1 2016 exceeds \$245 million. "That's nearly a quarter billion dollars in

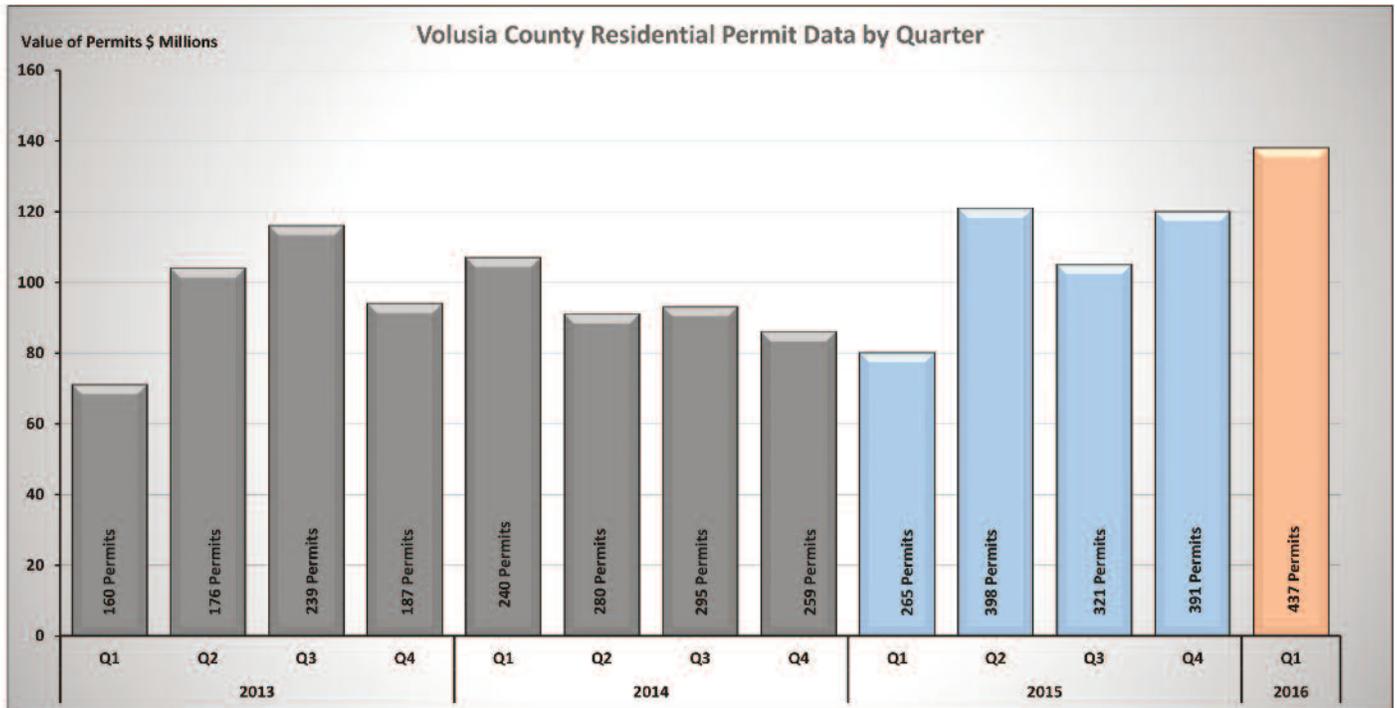
economic activity on the books, which is a considerable catalyst to the future vitality of the Volusia County economy."

Other indicators also point upward. In 2015 an estimated 105 million visitors visited the Sunshine State, eclipsing the previous high of 98.5 million visitors. Locally, the numbers are equally encouraging, with tourists visiting Volusia County in 2015 numbering 9.5 million, a 4 percent increase over the prior year.

The tourism community's focused marketing efforts generated 2015 bed-tax revenues totaling \$9.7 million, a 12 percent increase for the year.

In addition, these efforts to bring more visitors to the area may positively impact the sale of new and existing homes as visitors experience Volusia County's great quality of life and choose to make a commitment to the area. It is also understood that these same visitors consume products and services, creating additional growth opportunities for local businesses.

In either case, those visitors are only a plane ride away from New York, Charlotte, or Atlanta direct to Daytona Beach International Airport (DAB).

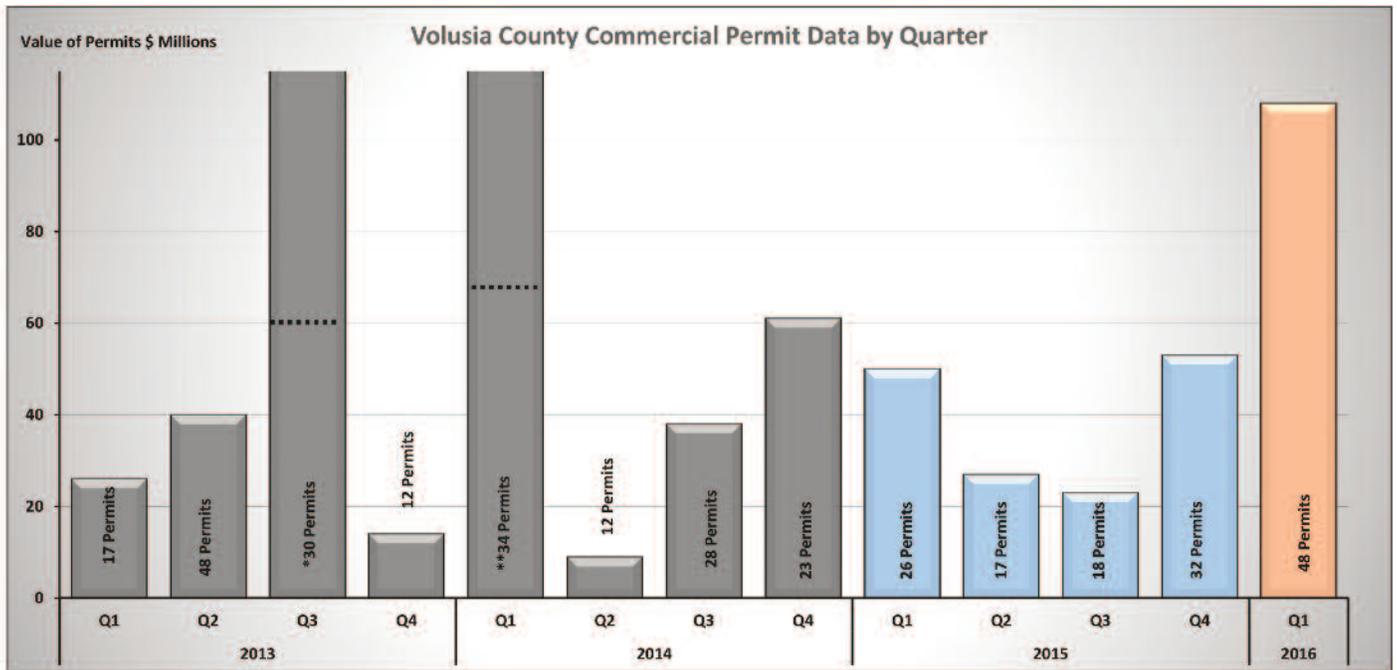


Source: Cities and County Permit offices reporting new construction activity

Residential Building Permits Issued in Volusia County First Quarter 2016

Ranked by Total Value of Projects	January	February	March	Total	
AREA	Permits	Permits	Permits	Permits	Value
DeLand	22	42	32	96	\$29,265,003
Unincorporated	33	28	36	97	\$27,559,707
New Smyrna Beach	29	20	25	74	\$25,095,938
Ormond Beach	9	12	13	34	\$12,380,754
Daytona Beach	10	5	23	38	\$11,014,023
Port Orange	9	5	12	26	\$8,932,964
DeBary	7	9	4	20	\$7,874,789
Deltona	3	5	7	15	\$5,258,174
Ponce Inlet	3	2	4	9	\$4,680,637
Edgewater	6	13	1	20	\$4,247,580
Oak Hill	1	0	4	5	\$834,725
Lake Helen	0	1	0	1	\$304,262
Orange City	0	0	1	1	\$250,719
Holly Hill	0	1	0	1	\$100,000
Daytona Beach Shores	0	0	0	0	\$0
Pierson	0	0	0	0	\$0
South Daytona	0	0	0	0	\$0
Totals for Quarter	132	143	162	437	\$137,799,275

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



Source: Cities and County Permit offices reporting new construction activity
 *Q3 2013 includes a single \$105M permit for Daytona Beach International Speedway
 **Q1 2014 includes a single \$152M permit for Daytona Beach International Speedway

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

Commercial Building Permits Issued in Volusia County First Quarter 2016

Ranked by Total Value of Projects AREA	January	February	March	Total	
	Permits	Permits	Permits	Permits	Value
Daytona Beach	0	30	6	36	\$70,610,940
New Smyrna Beach	0	0	1	1	\$10,600,000
Ormond Beach	1	2	2	5	\$9,126,018
Daytona Beach Shores	1	0	0	1	\$8,295,000
Port Orange	1	0	0	1	\$4,952,522
Orange City	0	0	1	1	\$2,250,000
Deltona	1	0	0	1	\$1,200,000
Oak Hill	0	0	1	1	\$250,000
Unincorporated	0	1	0	1	\$218,112
DeBary	0	0	0	0	\$0
DeLand	0	0	0	0	\$0
Edgewater	0	0	0	0	\$0
Holly Hill	0	0	0	0	\$0
Lake Helen	0	0	0	0	\$0
Plerson	0	0	0	0	\$0
Ponce Inlet	0	0	0	0	\$0
South Daytona	0	0	0	0	\$0
Totals for Quarter	4	33	11	48	\$107,502,592

Cities listed in descending order by 5 value for the most recent quarter
 Source: Cities and county permit offices reporting new construction activity

On the Economic Scene

Volusia County Economic Development Division publishes a useful, quick-read, one page newsletter every Monday morning, *On the Economic Scene*. It arrives by fax and is a very popular little publication. If you are not getting this publication and wish to receive it, submit your fax number to 386-248-8048, or fax it to 386-248-8037.

If you prefer to read it online, it is posted at floridabusiness.org/news-and-data-resources/index.shtml

Volusia County Economic Development Quarterly is a publication of Volusia County Government and is produced by the Volusia County Economic Development Division. It is produced for readers who have an interest in the area's business, economic development and real estate market. As an economic development tool, it is intended to provide information and statistics that have meaning to your business. To submit story ideas or offer comments, please contact Community Information Manager Joanne Magley at 386-822-5062 or by email at jmagley@volusia.org. If you want to add a name to the distribution list, email ssprague@volusia.org. For more information about economic development in Volusia County visit floridabusiness.org.



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