



Economic Development

Quarterly

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Fourth Quarter 2016

BCU, SCORE host first BizFest; Pitchfest winners announced



Tony Otte, New Smyrna Beach CRA/Economic Development Director (left), was among several business leaders who offered counsel and advice at BizFest.

BCU, SCORE host first BizFest; Pitchfest winners announced



Shirley Smith, Gateway Bank Daytona Beach Financial Center Sales & Service Manager (left), offers information to a young entrepreneur.

Bethune-Cookman University and Chapter 87 of the Service Corps of Retired Executives (SCORE) recently partnered to present the inaugural BizFest, which provided information and advice to entrepreneurs.

"We are grateful to BCU and its student volunteers, the event sponsors, attendees and everyone who contributed to the success of this first-time event," said Tom Hellman, president of SCORE 87.

The keynote speaker was Heather Post, president and CEO of the Heather Post Companies; she explained the importance of acknowledgment and the difference it can make in one's life. Wendy Sellers, a managing partner with BlackRain Partners, discussed cross-generational marketing.

Michael Zaharios III, program director for the Florida High Tech Corridor Council, was the event's emcee.

Panel discussions addressed social media marketing and how to become an entrepreneur. Speakers included:

Michael Zaharios III

Nancy Tedeschi, inventor of the SnapIt Screw

Ky Ekinci, co-founder of Office Divvy

Connie Bernal, site manager for the UCF Volusia County Business Incubator

Sue Couslin, chief executive officer for EZ Marketing

Cindy Dalecki, owner of Marketing 2 Go

James Blasco, digital sales manager for the Daytona Beach News-Journal

Donna Loader, a social marketing professional with Constant Contact

Roundtable discussions addressed health care plans, free SCORE services, and financing your business.

Thirty entrepreneurs submitted entries in the accompanying Pitchfest competition. First- and second-place awards were announced during BizFest:

Student Business category: First place was awarded to Miguel Ledet of Royal Music Productions, which provides affordable music production services to local musicians. Second place went to Stella Parris of Legacy, which interviews and preserves veterans' legacies.

Emerging Business category: First place went to Byron Catroppa of Tidal Rides, a golf-cart taxi service that takes tourists and residents around Flagler Beach. Kathryn Neel of My School Tech Hub received second place; her business provides technology education for students in kindergarten through 12th grade.

Existing Business category: First place was awarded to Rob Cassata of Cogent Solar, which creates roof gutter systems with integrated solar

energy strips to provide electric power and hot water to homes. Second place went to Curtis Ceballos of DIGITZ, a payment gateway that allows consumers to use their fingerprint to conduct business transactions.

Event planning committee members were John Anderson and Debbie Lashinsky of SCORE Chapter 87, and Casandra Stroy and Roslyn O'Neal of Bethune-Cookman University.

Event producers included Brown & Brown, Florida Health Care Plans, Daytona Beach News-Journal, SunTrust, Volusia County Economic Development, Florida Hospitals, and Flagler County Economic Development.

The Volusia/Flagler SCORE Chapter is celebrating its 51st year of serving clients. Last year, volunteers provided more than 1,400 counseling services to some 775 entrepreneurs, many of whom have gone on to start businesses or improve existing businesses. The chapter also collaborates with the UCF Volusia County Business Incubator to conduct free workshops, which attracted more than 2,100 attendees last year. The chapter has received the platinum rating from the National SCORE Organization as one of the top chapters nationwide.

Dialysis service company expands

DaVita Labs breaks ground for new facility



Turning dirt at the groundbreaking were (from left) Jason Cline, VP and General Manager, DaVita Labs; Chris Cloudman, City Commissioner; Michael Pleus, City Manager; Charles Paiva, City Commissioner; Robert Apgar, Mayor; Leigh Matusick, Vice-Mayor; Jessica Davis, City Commissioner; Dr. Lorne Holland, Chief Laboratory Officer

DaVita Labs, already a major employer in Volusia County, broke ground on a new \$30 million, 160,000-square-foot facility at DeLand's Northwest Business Park near DeLand Municipal Airport. The expansion could add 100 new jobs to the company's 350-person workforce

DeLand Mayor Bob Apgar acknowledged the company's investment and workforce expansion and credited the participation of other partners supporting the expansion. Among them are Volusia County Economic Development, Team Volusia Economic Development Corp., Enterprise Florida, Duke Energy, CareerSource and the Department of Economic Opportunity.

"We believe that today's groundbreaking reflects our commitment to our vision, our patients, and the DeLand community," said Jason Cline, vice president and general manager of DaVita Labs. "We look forward to the grand opening of our new home in 2018."

DaVita Labs is a division of DaVita Inc. (NYSE: DVA), a leading independent medical group and leading provider of kidney-care services. DaVita Labs is a diagnostic laboratory that services dialysis centers across the country. The company performs more than 52 million lab tests each year and employs more than 500 teammates in its DeLand and Fort Lauderdale facilities.

Air service is just the beginning at DBIA



Daytona Beach International Airport (DAB) is the region's preferred airport because of its convenient, stress-free and friendly experience. On the surface, it's hard to match the customer service experience DAB offers its patrons, but there is much more than meets the eye.

It's a surprise to some that DAB is a service of Volusia County Government. The facility is classified as an enterprise fund, meaning it generates its own revenue and does not rely on ad valorem tax. In fact, DAB pays Volusia County Government for any services rendered, including law enforcement, fire services and legal counsel.

DAB revenues consist of various fees, but revenues from the airlines (direct and indirect) represent only 67 percent of DAB's \$15.2 million operating budget. Among those contributing to indirect airline revenues are rental car companies, the parking management company, food and news-gift concessions.

Revenues from businesses operating outside the terminal building and leasing airport lands fund the remaining 33 percent of the budget.

DBA's footprint covers 2,900 acres, 360 acres of which are still available for lease.

Commercial hangars located on airport property (NASCAR, Brown & Brown Insurance, and others) also pay land lease fees, as do the three FBOs (fixed base operators) on airport land:

ATP Aviation, SheltAir Aviation and Yelvington Jet Aviation. Also leasing airport property are Courtyard by Marriott, Residence Inn, Homewood Suites, Houligan's Sports Grille, Outback Steakhouse and Embry-Riddle Aeronautical University.

Of course, the airport itself is abuzz with aviation-related activity. In fact, it is Florida's third busiest airport based on the number of takeoffs and landings. Commercial carriers account for about 690,000 passengers annually, and the trend continues to climb. In addition to the activity generated by Delta Air Lines, American Airlines and JetBlue Airways, a great deal of activity is logged by flight instructors and student pilots at Phoenix East Aviation and Embry-Riddle Aeronautical University.

Speaking of Embry-Riddle, DAB has a strong partnership with the university. DAB is a teaching airport, providing real-life experience in a variety of aviation management and operations for ERAU students. The airport also works with ERAU to support the Embry-Riddle Research Park, which will have access to the airport under

an agreement that will provide taxiway access to the field itself, a key benefit for tenants of the park.

Of course, airport officials are busy every day managing operations on and off the field and pursuing air service development, which is much more than working to attract new carriers.

"Air service development includes the ongoing pursuit of new carriers," said Jay Cassens, who oversees the effort. "Equally important is supporting our existing airlines every way we can. We encourage them to add daily flights and new destinations and use larger aircraft as demand grows."

"The most important thing is to continue supporting our airport by booking flights, said Rick Karl, Airport Director. "Daytona Beach International Airport is our hometown airport and we should support it as such. When passengers from Volusia, Flagler, Lake and Seminole counties use our airport, they enjoy the convenience of an extraordinarily user-friendly airport, and they strengthen the case for more flights to more destinations."

Brannon Civic Center

New community center shines in New Smyrna Beach



Replacing a 50-year old facility, the Brannon Civic Center has opened to great reviews as a new venue for a wide variety of events.

Located at 105 South Riverside Drive in New Smyrna Beach, the location provides a great setting and the contemporary design of the complex has become an instant landmark. The complex can seat more than 600 people. It includes a 7,500 square foot outdoor terrace overlooking the sparkling Indian River.

The outdoor green space on the south side of the building is perfect of receptions or for viewing outdoor concerts and performances.

The single-story Brannon Civic Center covers 13,900 square feet and includes a 6,500 grand ballroom that is adjustable in size. Additionally, it can be expanded with additional multi-use space of 1,850 square feet.

There is a large lobby for reception and pre-event functions. A catering kitchen makes food service a breeze. It is a great location for meetings and conferences as it has a state-of-the-art AV system including 4 projectors and screens. There are on-site

administrative offices with a professional staff to assist renters with their needs.

The new Brannon Civic Center is energy efficient and has been designed in accordance with current Leadership in Energy and Environmental Design (LEED) requirements.

The total estimated cost for this project was \$5.7 million, funded by the 2013 Capital Improvement Note.

The building was dedicated and the ceremonial ribbon cut on August 23, 2016 while the City of New Smyrna Beach hosted over 300 people in the new facility with refreshments from

the venue's select catering companies: Brian's Bar-B-Q, Riverside Catering and River City Catering.

Civic Center Manager Heather Paternoster said "This is the perfect location for any event, you can't beat the view and the amenities and versatility of the facility are impressive. We are currently accepting bookings and already have had quite a few events including seminars, meetings, a concert and a women's health expo. We are getting inquiries every day and already booking into 2017."

Here we grow again

CO2Meter honored by Florida Economic Gardening Institute



Ray & Irene Hicks, CO2Meter, Inc.

CO2Meter, a maker of gas detection products, has been honored among firms cited on the Florida Economic Gardening Institute's 2016 Florida Companies to Watch list. This is the third year in a row that a Volusia County business has been among the list of 50 firms, selected from a field of more than 500.

Previous Volusia companies to make the Florida Companies to Watch list include Daytona Beach-based Synergy Billing (2015), DeBary-based QuantumFlo (2014) and Daytona Beach-based Crane Cams (2012). Palm Coast's Coastal Cloud was so honored in 2015.

Joshua Pringle, CO2Meter's vice president of business development, commented on the honor, saying: "It's gratifying to have the vetting process deem us worthy of notice. It validates our processes and how we run our business."

Florida Economic Gardening Institute was established by the Florida Legislature to help companies employing six to 150 people and generating annual revenues between \$750,000 and \$100 million.

"These standout companies are all led by entrepreneurs and have demonstrated their capacity and intent to grow," stated Tom O'Neal, the institute's executive director. "They also have critical intellectual property or a niche position that gives them a competitive edge in their markets."

CO2Meter CEO Irene Hicks, a former international mining company executive, and her husband, Ray Hicks, an entrepreneur and technology expert, started developing gas detection devices in their Ormond Beach garage before forming the company 11 years ago. They moved to Florida in 2011 and set up operations in Ormond Beach. The company now employs 12 people and wrapped up its last fiscal year with a 30 percent jump in revenues. The company's products, which are sold domestically and internationally have residential and commercial applications.

Volusia Farm Bureau supports Volusia County Agriculture



While most people know Volusia County is the home of agricultural enterprises, most of us are unaware of how big the agricultural footprint is in our community.

For example, nearly one of five jobs in Volusia County is related to agriculture. That's 40,856 agriculture-related jobs, driving a 12.7 percent contribution to Volusia County's Gross Regional Product. Viewed another way, that contribution totals \$1.74 billion.

Local farmers can work together through the Farm Bureau to gain valuable knowledge about their industry. The Farm Bureau also helps farmers communicate with today's health conscious consumers through various meetings with industry experts.

In local government issues, in Tallahassee and in Washington, D.C., the Farm Bureau tackles legislation that affects local farmers. It helps outline local agricultural issues to elected government officials. Accordingly, the organization keeps members informed of important legislative decisions as they come up.

Besides working for the local agriculture producers, the Farm Bureau focuses on supporting the next generation of farmers. It offers mini-grants to agriculture educators in the school system and scholarships to college-bound students. Representatives of the Farm Bureau volunteer their time to read to elementary school students in the annual statewide Agricultural Literacy Day program.

On Wednesdays, the Farm Bureau organizes and directs the Wednesday Farmers Market at the Volusia County Fairgrounds. The largest and possibly oldest market in Volusia County is

filled with vendors selling locally grown produce. Locals and tourists alike enjoy shopping the fresh selection at better-than-grocery-store prices.

The Farm Bureau works in cooperation with the Florida Farm Bureau, which is the statewide voice of Florida agriculture. It also works in harmony with the University of Florida/Volusia County Extension, which partners with communities to provide quality, relevant education and research-based expertise to foster healthy people, environments and economies.

Teamwork key to economic development in Volusia County

By *KEITH NORDEN, CEcD,*
President & CEO, Team Volusia Economic Development Corporation



Keith Norden, CEcD,

Economic Development is often referred to as a team sport. Volusia County has leveraged three organizations, with support from various community and statewide organizations, to be key drivers of the economic development activities within the county. These organizations strive to create a successful economic development ecosystem that incorporates public and private investment to ensure continued success in recruiting, retaining and developing businesses of all sizes.

Team Volusia Economic Development Corp. is a public-private partnership among Volusia County, 13 municipalities, five universities and 83 private sector investors. It's tasked with business recruitment for the entire county. The recruitment activities are based on specific target business sectors that complement Volusia County's available workforce and location.

The Volusia County Department of Economic Development is tasked with existing business retention and

expansion activities, which work with existing and start-up businesses to help with issues impeding expansion of business, retention or recruitment of employees, and access to markets or capital. Other activities include incubator support, data collection and reporting, product development, and collaboration with community stakeholders.

The CEO Business Alliance is a not-for-profit private organization with the sole mission to stimulate new job

creation and capital investment in Volusia County. The alliance works to recruit new business to the area, assist local business growth and retention, and support initiatives that enhance economic development efforts. Alliance members, who fund the organization, are CEOs and chairs of successful Volusia County private-sector companies. As business executives, members understand the challenges of maintaining a thriving enterprise.

Masters of Disaster

Preparation, assigned responsibility helped manage Hurricane Matthew



Volusia County Emergency Operations Center

While Hurricane Matthew took a heavy toll on Volusia County, most agree it could have been much, much worse. Mercifully, the eye of the hurricane remained 30 to 35 miles offshore, which may have prevented a virtual flattening of Volusia County's heavily populated east coast.

Another factor in our favor was extensive disaster planning and training, which has been ongoing since the hurricanes of 2004. Nowhere is this more evident than in Volusia County's Emergency Operations Center (EOC), a state-of-the-art command center that was activated before the storm arrived and remained in service for days afterward.

The Emergency Operations Center is on Tiger Bay Road in Daytona Beach. It's a 43,000-square-foot complex that houses the county's emergency operations and Sheriff's Communications Center, which includes the countywide emergency dispatch function. It was built in 2013 and is designed to withstand 180 mph winds and an EF3 tornado, according to Jim Judge, Volusia County's emergency management director.

Key disaster response officials convene in the EOC to make the strategic decisions necessary to protect the public during emergencies, which include hurricanes. They include the Volusia County chair, County manager, and the emergency management director, utility officials, representatives of the county's 16 municipalities, and dozens of other designated individuals. They convene in this facility to make the strategic decisions necessary to protect the public during emergencies, which include hurricanes.

This facilitates a centralized response as well as recovery decisions, plans and operational activities to maximize the efficiency, quality and quantity of resources.

Keeping the public informed during a disaster is a major responsibility of Volusia County Emergency Manage-

ment. A Citizens Information Center and a Media Center provide accurate and timely information to the public during emergency operations. Through an agreement with Volusia County, radio stations WNDB 1150AM/WHOG 95.7FM radio and television station WDSC TV-15 are Volusia County's official emergency management information stations. WNDB has a broadcast outlet at the EOC, and WDSC enhances the county's ability to provide critical public safety information with a direct, live television connection. Access to the Emergency Alert System allows emergency messages and warnings to be sent to area radio and television stations for immediate rebroadcast to the public.

It all adds up to teamwork and a shared commitment among public and private sector leadership to public safety and a timely recovery.

*Team Volusia Economic Development Corporation
TVEDC strengthens bonds with Japanese business and government.*



John Watret, Ph.D., (Chancellor, Embry-Riddle Aeronautical University Worldwide Campus) and a host of business leaders from Japan and the United States discuss trade and partnership opportunities at the Tokyo seminars.

A seminar in Tokyo last month focused doing business with Florida, specifically aviation and aerospace potential. The event preceded the 39th Annual Joint Meeting of the Japan/U.S. Southeast Association and the Southeast U.S./Japan Association. This year's joint meeting included 30 key business, economic development, government leaders from Florida, and a total of some 250 participants from Japan and the Southeastern member states, according to Team Volusia CEO Keith Norden, who also chairs the Florida Delegation of the Southeast U.S. Japan Association. Norden has been engaged with that organization for more than 20 years.

"These meetings are crucial to our interests in developing partnerships with the Japanese," said Norden. "Relationships are crucial to forging business relationships in this arena and these events are important forums for relationship building."

The meetings followed a productive February meeting in Volusia County, at which Ken Okinawa, Consul General of Japan in Miami, met with

officials of Daytona Beach International Airport and Embry-Riddle Aeronautical University, Volusia County Manager Jim Dinneen and Daytona Beach Mayor Derrick Henry.

The business seminar in Japan was organized by the Japanese External Trade Organization, which had more than 90 Japanese companies in attendance. It included presentations

by Team Volusia's Keith Norden; Dr. John Watret, Chancellor of Embry Riddle Aeronautical University Worldwide; officials of Enterprise Florida, Florida Power & Light, Space Florida, Florida's Space Coast; and other leaders of government, education and commerce. General Okinawa offered closing remarks.

According to Enterprise Florida, Inc., Florida is home to some 200 Japanese companies that employ approximately 26,000 Floridians.

Economic development 101

The relationship between data and economic development

By *KIMBERLY ANDERSON*
Special Projects Coordinator,
Volusia County Economic Development Division



Kimberly Anderson

Most business people agree that economic development is a contact sport. However, before contact is made, economic development is a numbers game. That is because site selectors and corporate relocation executives often pre-qualify a community by analyzing its numbers. Relocation executives are most interested in the current health of the local economy and future trends. For this and other reasons, Volusia County Economic Development monitors our vital statistics on a continuing basis. Doing so increases the probability of making that all-important first cut.

While we collect data from several government agencies in dozens of categories, the key metrics to determining the health of the local economy are Gross Domestic Product (GDP), employment, unemployment, labor force, industry growth trends, exports, education attainment and population characteristics.

GDP, a common metric used as a barometer of economic health, is the monetary value of all finished goods and services within the county for a given year. Labor force size, employment and unemployment monthly data portray the size and

robustness of the local workforce. Industry employment trends indicate which business sectors are growing or shrinking. In addition to labor force data, export data trends also serve as an indicator of economic productivity. All goods and services produced and not consumed within the United States are considered an export. Tracking export data is crucial because as exports grow, the economy benefits due to the addition of higher paying jobs. Population characteristics are important to businesses because they provide the opportunity to understand local

consumers, features of the workforce, age, educational attainment and generation composition. Understanding the demographic makeup of the community is critical in defining and segmenting markets.

Volusia County Economic Development provides data and information on these statistics. Recently updated data is accessible on our website at www.floridabusiness.org. Call Kim Anderson at 386-248-8048 if you have any questions.

Q3 permit numbers, value fuel the local economy

While we recover from Hurricane Matthew and anticipate the end of a bruising presidential election campaign, a look in the rear-view mirror reveals a healthy third quarter relative to residential and commercial permits for new construction.

Long a barometer of the local economy, both residential and commercial permits increased in number and value in the Q3 2016 compared to Q3 2015.

"Clearly, commercial activity has picked up after years of stagnation," said Paul Viscomi, a principal of Viscomi Construction. "It's a combination of pent-up demand for new construction associated with new projects as well as expansion and improvement associated with existing commercial enterprises."

Quantifying his assessment, a year-over-year comparison of third quarter activity shows 22 commercial permits pulled in Q3 of this year versus 18 Q3 permits issued in 2015. While this represents a 22% increase in the number of permits, the difference

in dollar value of the permits is a dramatic 348%. The value of Q3 2016 permits is \$103,273,007, compared to about \$23,073,789 for the same period in 2015.

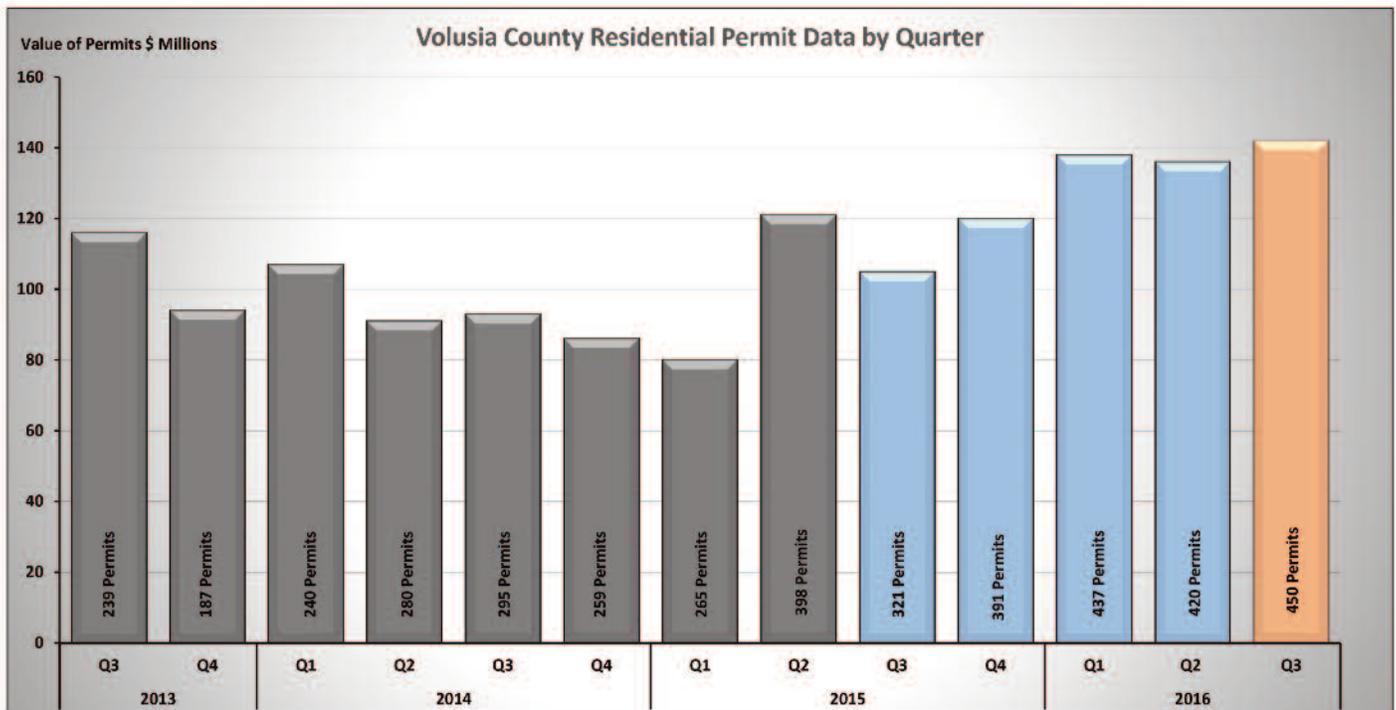
Leading the way in commercial permit value for Q3 2016 is Daytona Beach with \$69,284,280 in commercial permits. DeLand reports commercial permit value \$12,534,556 and Deltona permit value totaled \$9,052,299.

On the residential side, increases are less dramatic, but no less important, according to Sandy Bishop, Executive Director of the Volusia Building Industry Association. "I concur that pent-up demand contributes to the current demand, said Bishop. "Add population increases to the mix and the kind of housing new residents

prefer and the result is an uptick in permits for new residential construction."

Q3 2016 residential construction permits hit the 450 mark, compared to 321 for the same period last year, a 40% increase. Those 450 permits represent \$142,370,755 in value compared to the \$105,420,400 value of the 321 permits issued in Q3 2015, a 36% increase.

Economic observers often note that activity breeds activity. Whether it's residential or commercial construction, roadwork, bridges or anything else, it all adds up to new product and the economic vitality that goes with it.



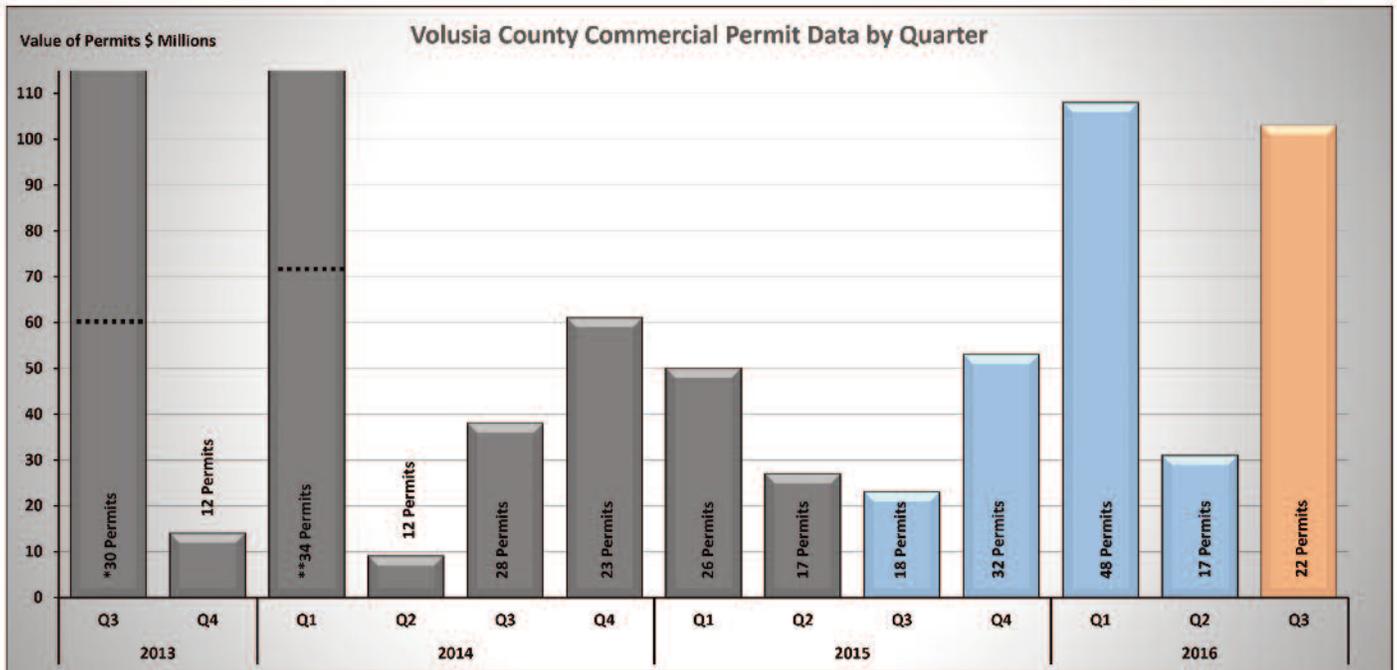
Source: Cities and County Permit offices reporting new construction activity

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Residential Building Permits Issued in Volusia County Third Quarter 2016

AREA	July	August	September	Total	
	Permits	Permits	Permits	Permits	Value
New Smyrna Beach	28	31	36	95	\$31,573,536
DeLand	16	50	28	94	\$30,709,013
Unincorporated	23	25	34	82	\$25,182,038
Ormond Beach	20	9	21	50	\$16,028,547
Deltona	9	22	9	40	\$12,081,148
Daytona Beach	24	14	5	43	\$11,987,323
Orange City	2	0	7	9	\$4,891,716
DeBary	6	2	4	12	\$3,925,542
Port Orange	1	2	7	10	\$3,293,661
Ponce Inlet	1	1	0	2	\$1,090,000
Edgewater	3	5	0	8	\$1,048,615
Oak Hill	0	0	3	3	\$454,616
Holly Hill	0	1	1	2	\$105,000
Daytona Beach Shores	0	0	0	0	
Lake Helen	0	0	0	0	
Pierson	0	0	0	0	
South Daytona	0	0	0	0	
Totals for Quarter	133	162	155	450	\$142,370,755

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 Third Quarter 2016

AREA	July	August	September	Total	
	Permits	Permits	Permits	Permits	Value
Daytona Beach	1	2	2	5	\$69,284,280
DeLand	0	3	2	5	\$12,543,556
Deltona	1	1	1	3	\$9,052,299
New Smyrna Beach	0	3	1	4	\$5,131,279
Unincorporated	0	1	0	1	\$5,000,000
Ormond Beach	1	1	0	2	\$1,277,056
Edgewater	0	1	0	1	\$513,000
Daytona Beach Shores	0	0	1	1	\$471,537
DeBary	0	0	0	0	
Holly Hill	0	0	0	0	
Lake Helen	0	0	0	0	
Oak Hill	0	0	0	0	
Orange City	0	0	0	0	
Pierson	0	0	0	0	
Port Orange	0	0	0	0	
South Daytona	0	0	0	0	
Ponce Inlet	0	0	0	0	
Totals for Quarter	3	12	7	22	\$103,273,007

Cities listed in descending order by \$ 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 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.



Volusia County
FLORIDA

ECONOMIC DEVELOPMENT
