



Economic Development

# Quarterly

An official publication of the Volusia County Economic Development Division

Fourth Quarter 2019

---

## *Security First Insurance Taking up Residence in Landmark HQ*



*New Headquarters Building for Security First Insurance*

---

---

## *Security First Insurance Taking up Residence in Landmark HQ*



*Landscaping and finishing touches are on the punch list as Security First Insurance employees begin to move into the company's new headquarters building at Ormond Crossings.*

Security First Insurance begins the complex process of moving its people to the company's new landmark headquarters this month, just over two years since company officials bought land in Ormond Crossings Commerce Center for the project. The process of moving 400 employees plus a call center from four other locations will take several weeks.

The building is an instant landmark for the City of Ormond Beach and for Ormond Crossings in particular. It is built on 13 acres of a 48-acre parcel, leaving plenty of room for future growth. It's a striking four-story structure with soaring architectural features. The 133,000-square-foot facility includes many amenities that employees ranked high on their wish lists during the company's planning process: generous conference space, a large dining area, yoga studio, well-equipped fitness center, locker room with showers, and an outdoor walking trail.

"We're excited at the growth of Security First Insurance and appreciative of the company's commitment to the city," said Brian Rademacher, director of economic development for Ormond Beach. "The company is growing its workforce, providing high-paying jobs and drawing attention to Ormond Crossings as an employment center. It is fitting that the first business to locate there is a local, family-owned company with roots in Ormond Beach."

The city is supporting the project with incentives based on the creation of new jobs. Similarly, the state and Volusia County Government are backing the project with incentives from the Qualified Target Industry Tax Refund Program (QTI), which requires specified employment benchmarks.

Ormond Crossings was introduced conceptually in 2004 under the guidance of the city's then economic director Joe Mannarino, who worked with the land owner, city manager,

*continued on next page*

---

---

*...continued from previous page*

city commissioners and commercial brokers to design a plan and vision for the project.

Still, despite Security First Insurance's roots in Ormond Beach, it was not a given that the company would select the city as the site of its new headquarters building.

"Our evaluation of sites that would best serve the company and its customers included locations in other parts of Florida and the south, too," said Melissa DeVriese, chief operations officer of the company and manager of the headquarters' design and construction project. "In the end, we were thrilled to find a site in Ormond Crossings that met our specific criteria, especially given our family's history here."

Company founder Locke Burt, DeVriese's father, served in the Florida Senate and has been a business and civic leader here for decades. His parents also lived here and were highly engaged in business and civic affairs as they built their careers in the insurance profession.

It was during Senator Burt's tenure in Tallahassee that Hurricane Andrew hit Florida with devastating force in 1992, leaving behind more than \$26 billion in insured losses and a crippled insurance industry. This eventually caused major insurance carriers to exit the market, leaving Floridians with few options for coverage. Burt and his colleagues recognized the need and filled the void by establish-

ing Security First Insurance. It is the second-largest insurer of homes in Florida and still on a growth trajectory.

While the company already employs 400-plus people, it is still hiring and has about 50 openings.

"Our workforce is driven by applied technology and growth, and we have been fortunate to experience steady growth throughout our history," said DeVriese. "Of course, this is also a factor in the need to bring everyone together in one headquarters complex. It makes for a more stable, committed and motivated workforce and brings certain efficiencies to bear versus having everyone spread out over four separate locations."



---

## *Kingspan Insulated Panels, World-Class Building Products Made in DeLand*



*Kingspan Insulated Building Panels North America is headquartered in DeLand.*

It has only been six years since Kingspan Insulated Panels selected DeLand as the site of its North American Headquarters. Today, the company occupies a handsome complex and has a workforce of 158. Its products are in use throughout Florida and North America.

Kingspan Insulated Panels North America is a business unit of Kingspan, a global company operating in more than 60 countries with more than 100 manufacturing facilities. The company produces and markets three groups of products at its facilities in the United States and Canada: insulated metal wall and roof panel systems for commercial/industrial construction, insulated architectural panel and façade systems for design-driven projects, and controlled environment

panels and doors for cold storage and climate-controlled warehousing.

In addition to its commitment to quality and innovation, the company is on the leading edge of the sustainability movement, offering best-of-class products produced in state-of-the-art, eco-friendly facilities.

Kingspan debuted its QuadCore Technology at the 2018 AIA Conference on Architecture. Company officials say it is the most

technologically advanced metal panel insulation, delivering performance that far exceeds that of conventional insulation cores. "QuadCore Technology represents a huge leap forward for the creation of buildings that deliver leading-edge thermal performance, are resilient, safer in the event of a fire, healthy for occupants and still cost-effective," said Brent Trenga, director of building technology for Kingspan.

*continued on next page*

---

*...continued from previous page*

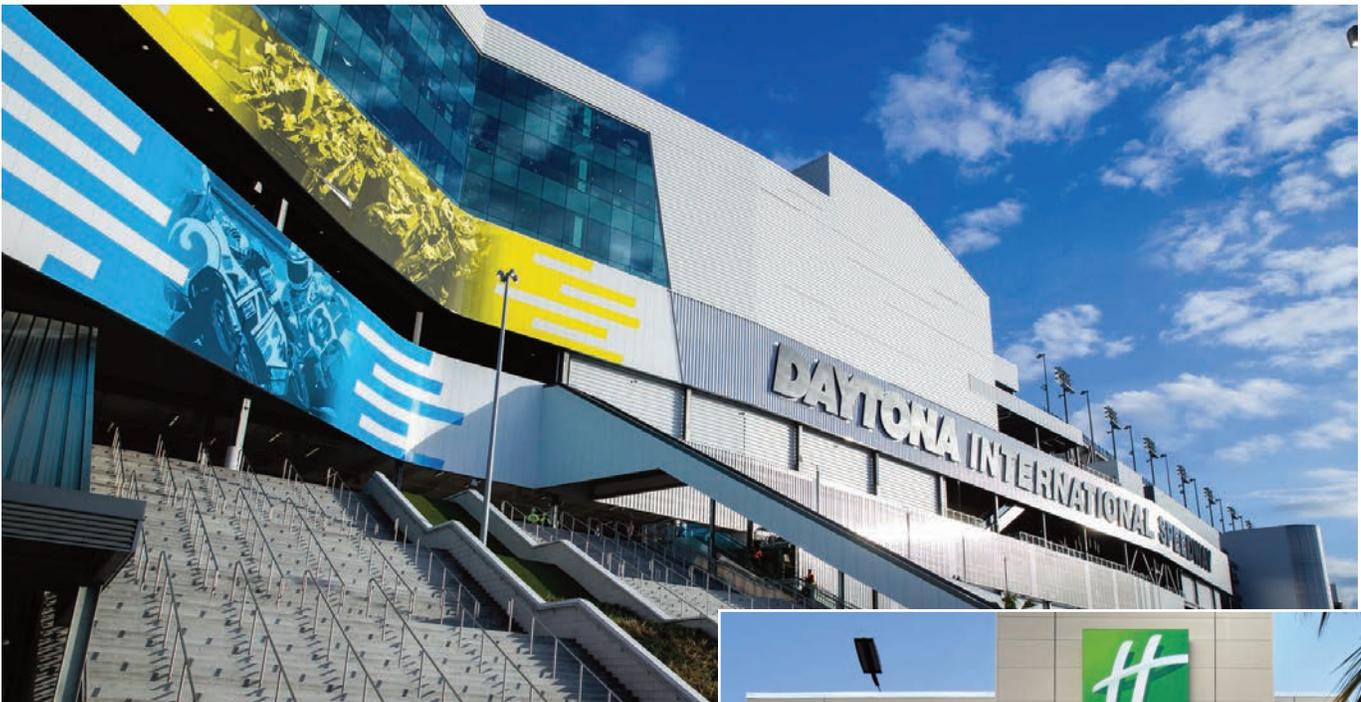
QuadCore Technology was specified for a complete rebuild of the Holiday Inn in Panama City after Hurricane Michael damaged the building last year. The Category 5 storm battered the structure so badly it knocked the building out of plumb, shredded the exterior stucco and blasted guest rooms with rain and 150 mph wind gusts.

The \$20 million reconstruction of the Holiday Inn Panama City required a quick nine-month turnaround time as the hotel needed to open by the first

of June to accommodate tourists visiting during the busy summer season.

Locally, Kingspan played a key role in the \$400 million Daytona Rising re-imagining of famed Daytona International Speedway. The company's Morin perforated single element panels make up the expanse, while the Optimo embossed and BENCHMARK Designwall 2000 embossed insulated panels provide visually appealing exterior design as well as climate controlling interior spaces for a combined total of 525,000 square feet.

Kingspan is being recognized by the building industry. Kingspan was named a winner of the Smart Energy Decisions Innovation Awards in the commercial energy efficiency technology category for its Journey to Net Zero project. And Architectural Products honored Kingspan with two additional 2018 awards, the Industry Leader Award for the company's commitment to sustainability, transparency and resiliency and its Production Innovation Award for QuadCore Technology.



*Kingspan panels were part of the Daytona Rising re-imagining of famed Daytona International Speedway.*

*Kingspan panels with QuadCore Technology were specified for a complete rebuild of the Holiday Inn in Panama City after Hurricane Michael damaged the building.*



---

*DeBary plant readies for Smart Baking manufacturing  
Collaboration Leads Smart Baking Company to Select Volusia County*



*Smart Baking Company's product lines include low-carb, gluten-free Smartcakes® and Smartbuns® made from fresh, natural, non-GMO ingredients.*

Smart Baking Company LLC is a rising star in "smart nutrition" and is in the process of transforming a 50,000-square-foot building in DeBary into the company's third manufacturing plant. The effort to bring Smart Baking Company to Volusia County was led by commercial Realtor® John Wanamaker of Coldwell Banker Commercial AI Group. From the beginning, Wanamaker worked closely with DeBary Economic Development Director Roger Van Auker, Duke Energy, CareerSource Flagler Volusia and Team Volusia Economic Development Corporation (TVEDC). Wanamaker also serves on the board of TVEDC.

Smart Baking Company is a market leader in the creation of gluten-free, no carbohydrate, no starch, sugar-free, high protein products including Smartcakes and Smartbuns. Smart Baking was founded by the Heuvel family, a Dutch family that moved to the United States in 2002 and became restaurateurs. They recognized the challenge of choosing between food cravings and fitness goals, so they decided to turn to science for solutions. Several years of research resulted in a proprietary blend of oat fiber, corn fiber and flax, and its leading-edge pharmaceutical process.

"Our products are produced with formulations, not recipes," said Harvey Heuvel, company founder and CEO. "It's an entirely different process from other commercial bakeries, and it produces entirely different products."

The company currently employs about 85 people; with the addition of the DeBary plant, the workforce will increase by 30 to 40 in the near future and up to 100 employees over the next three years. The company is investing more than \$1 million initially in renovations to its new location.

Smart Baking Company products are widely distributed via the internet.

"We have a particularly strong following among diabetics and those who are particular about ingredients in their food products," said Heuvel. "We are also in 1,000 grocery and health-food stores. Our products have very high satisfaction ratings and are known for great taste. We are excited to expand our capabilities with our new location in Volusia County shortly after the first of the year."

The City of DeBary is helping move things along by expediting the permitting process. "We're assisting in several areas to ensure no delays in permitting, inspections and the long list of requirements that must be met in order to commence operations," said Van Auker. "We continue to work with our partners throughout this process."

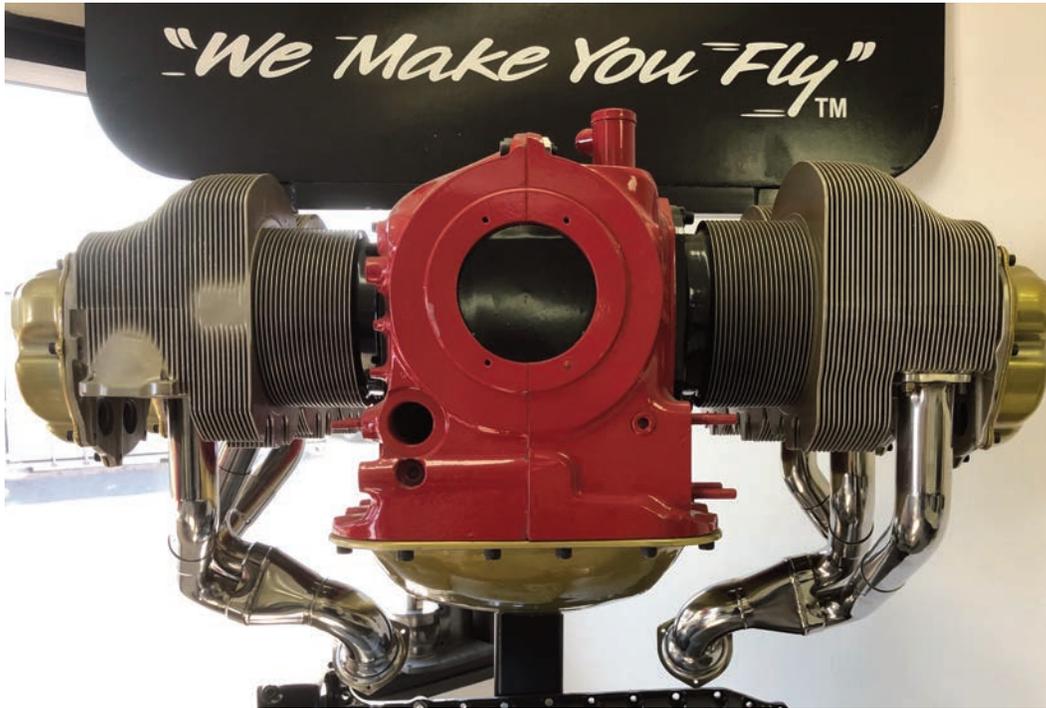
From Team Volusia's perspective, the Smart Baking Company is a big win for DeBary and Volusia County.

"Of course, we are always pleased to welcome businesses such as Smart Baking Company to our community," said Dr. Charles Duva, chairman of TVEDC. "But when such companies are growing based on leading-edge technologies, that is extra special for all concerned. And expansion underscores the power of collaboration of private and public sector economic development offices."

---

---

## Acquisition Helping Power Flow Systems Reach New Heights



Power Flow Leading Edge 6-cylinder Cessna 180 exhaust

An aviation systems company that has enjoyed a 20-year run of success as a manufacturer in Daytona Beach is now expanding its reach with the acquisition of production assets of another company from Alaska. Power Flow Systems is well known for its design, manufacture and installation of robust, high-performance exhaust systems for general aviation aircraft. It recently acquired the assets of Leading Edge Exhaust, LLC, an Alaska-based firm that had served additional markets with its own systems.

The acquisition led to Power Flow Systems moving to larger quarters on Fentress Boulevard. The new location triples the company's space to approximately 6,000 square feet. The firm employs 11 people and expects to add three more in the coming months. Power Flow planned and is executing the expansion to ensure that customers continue to receive excellent service while the company assimilates the Leading Edge Exhaust product line.

"We have earned a reputation for enhancing performance among aircraft pilots and owners," said company president Darren Tilman. "When compared to the cost of an engine replacement, our systems are far less expensive and far easier to install, improving the bottom line and reducing the time an aircraft is grounded. The exhaust system is designed to require no modifications

to the engine, and installations are often completed within a day."

Thousands of Power Flow Systems products are in use worldwide. The company sells to individual aircraft owners and fleet owners either directly or through its dealer network. In addition, its products have been added as standard equipment on two Diamond aircraft models that are built in Canada. The product is an improved exhaust system that allows engines to "breathe" better and improves efficiency by harnessing cylinder pressure and timing. This improves the engine's power output allowing for shorter takeoff, improved climb and increasing top speeds by up to seven knots. The improved efficiency allows the pilot to go the same speeds while saving up to 20% in fuel, resulting in longer range and better economy.

Power Flow Systems products are FAA approved for use in many popular general aviation aircraft including models by Piper, Cessna, Diamond, Grumman, Mooney, Beechcraft, Robinson, Mariner, Alpha/Beta helicopters and Glastar/Sportsman experimental aircraft. The Leading Edge product line adds exhaust manifold systems for larger six-cylinder Cessna models Cessna 180-210 and Piper Super Cubs to the catalog.

"This is an exciting time to work in the aviation professions, particularly in Volusia County, which has a special relationship with aviation and aerospace, said Tilman. "For our part, we are pleased to help pilots and aircraft owners improve efficiencies and generate more power with easily installed systems that don't break the bank."

---

---

## *Daytona Beach International Airport has Big Impact on Volusia County's Economy*



*Daytona Beach International Airport is a service of Volusia County Government and is an Enterprise Fund, meaning it generates its own revenue and does not rely upon ad valorem taxes.*

The airport that serves the World's Most Famous Beach also serves up a big economic impact for the county – \$2.1 billion in economic impact for the region annually. That figure comes from the Florida Department of Transportation (FDOT).

To reach the figure, FDOT took into consideration both direct and indirect economic impacts in four primary categories (on-airport activity, visitor spending, industry reliance and military spending), as well as a carefully crafted multiplier to properly measure the recirculation and multiplication of funds through the economy. This means the figure not only considers the dollars generated from flights in and out of Daytona Beach International Airport (DAB), but also dollars spent throughout the community by visitors, originating as

airport passenger traffic. Another important factor taken into account is payroll tied to employment centers based on the airfield. The impact of Embry-Riddle Aeronautical University was also included in the calculation.

"A critical, yet sometimes unknown, aspect of the economic impact our airport provides to our community extends beyond air service," said Airport Director Rick Karl. "While the airport's primary goal is to serve the traveling public, it also generates a tremendous amount of local economic activity through the airport-owned

properties. Our airfield properties provide essential access and support for several aviation service facilities, corporate hangars and several renowned flight training schools."

The 2019 figure has almost doubled since the last survey in 2014, which reported DAB's economic impact at \$1.1 billion.

While a service of Volusia County Government, DAB is an enterprise fund, which means it generates its own revenue and does not use tax dollars to fund operations. Revenues

*continued on next page*

---

---

...continued from previous page



come from airlines, concessions and rental car companies and rent from tenants including Embry-Riddle Aeronautical University, Houligan's Sports Grille, Outback Steakhouse, corporate hangars, airport hotels and more.

Today, DAB is undergoing major construction and renovation projects. In May 2018, the airport began a two-year project to rehabilitate several taxiways. The \$35 million project – 90% funded by the FAA, 5% by FDOT and 5% by DAB – involves the rehabilitation of asphalt pavements on Taxiway November and portions of Taxiways Alpha and Papa.

The main terminal is currently undergoing renovations, its first makeover since it opened in October 1992. The renovation will give it a more modern

look and add amenities to accommodate the present-day needs of both air travelers and airlines.

"So much has changed since the early '90s," said Airport Deputy Director Karen Feaster, who began working at the airport a few months before the current terminal opened. "Today, all of us depend on technology, especially when we travel, with things such as charging stations and USB ports."

Planned new amenities include electronic signage and reader boards, new terminal seating that will include cellphone/tablet charging stations, new flooring and escalators, a water feature, new ticket counters, a room for mothers of infants and young children, a new business center, and information technology infrastructure

at the ticket counters and arrival/departure gates.

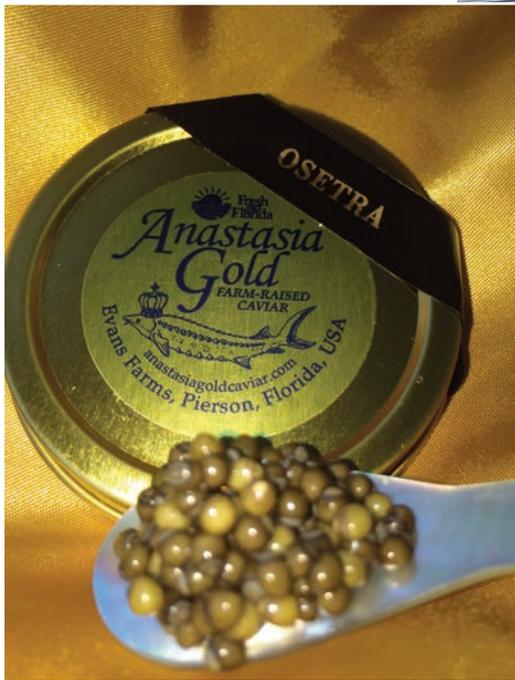
The new IT infrastructure will allow the airport to integrate a new airline to essentially plug in and go as opposed to a couple of months to get everything connected.

"We are one of the few smaller airports in the country that has steadily increased passenger traffic over the last ten years, with an 81% increase during that time," said Karl. "We serve more than 700,000 passengers annually, and we have to stay competitive to attract additional flights and destinations. These renovations will enhance the overall experience of our traveling public. We are thankful for the community support and look forward to continued growth in years to come."

---

---

## Evans Farms Develops “Gold” Aquaculture in West Volusia



A sampling of the Anastasia Gold line of farm-raised caviar from Evans Farms in Pierson.



Owner Todd Evans lifts a sturgeon from the Evans Farms' 30-foot grow-out tank.

Anastasia Gold Caviar is the featured product line of Evans Farms, a 100-acre fish farm in Pierson. It was 1982 when Marilyn and Gene Evans became pioneers in Florida's aquaculture industry.

For over a century, the Evans family has operated their Pierson farm. By the 1990s, they were acquiring Sturgeon from European rivers and the Caspian Sea, as well as eggs to spawn. The Evans Farm is one of the only American producers of premium farm-raised sturgeon caviar. It is home to the nation's first farm-raised Russian sturgeon and one of the few commercial sturgeon farming operations in the Western Hemisphere.

The species of sturgeon produced are Ossetra, Siberian and Sevruga. Ossetra are among the most prized (and expensive) in the world. They weigh between 50 and 400 pounds and can live 50 years. Siberian sturgeon mature in five to six years and produce a medium grain caviar, dark brown to black in color and presenting a great, concentrated caviar flavor.

While Russians learned to spawn sturgeon back in the 1950s, they never took the fish past the fingerling stage. The Evans Farms was one of the first complete sturgeon aquaculture operations in the United States. Its research and development resulted in the company being able to bring to the world a true, premium caviar.

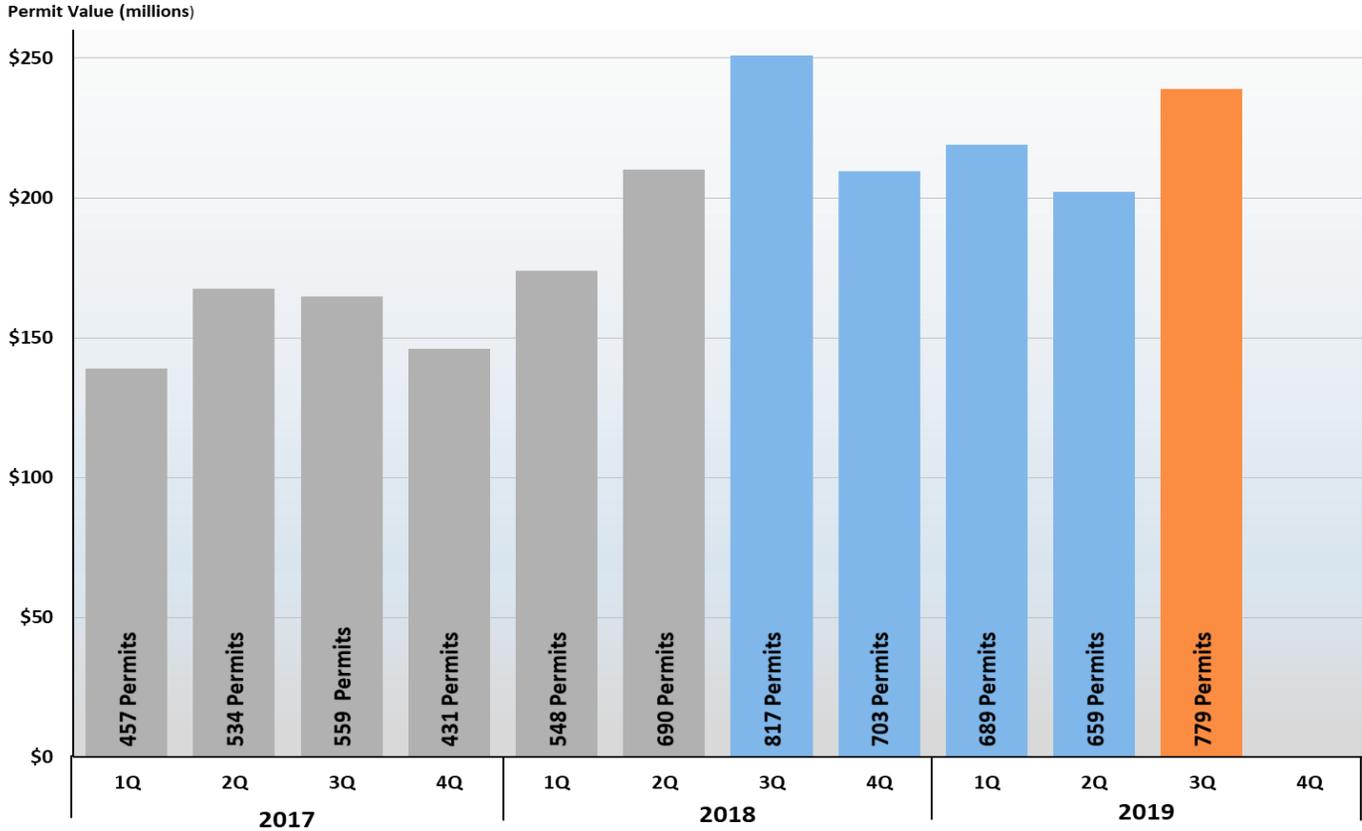
"We love living and working in Volusia County," said Evans. "We participate in the Volusia County Farm Tour each year, and visitors are amazed to see our operation and the quality of product we produce right here in Volusia County. The Farm Tour is a great opportunity for our neighbors to see our enterprise since we generally are not open to the public. Onsite sales and tours are by appointment only."

Evans Farms Anastasia Gold Caviar is featured in the *Fresh from Florida* program, which showcases high quality Florida foods. The line of premium caviars has also been featured on Emeril Lagasse's *Emeril's Florida* television program and *The Other Florida* television program.

Don't expect to find Anastasia Gold Caviar in your local market. It is sold primarily over the internet. The caviar is not often featured in area restaurants due to the precise procedures necessary in handling and preparing the products, procedures not conducive to the fast pace of commercial kitchens. Still, a loyal following and caviar aficionados find Anastasia Gold Caviars year round, but particularly during the holidays. They just need to know where to look: Volusia County, Florida!

---

## Volusia County Residential “New Construction” Building Permits



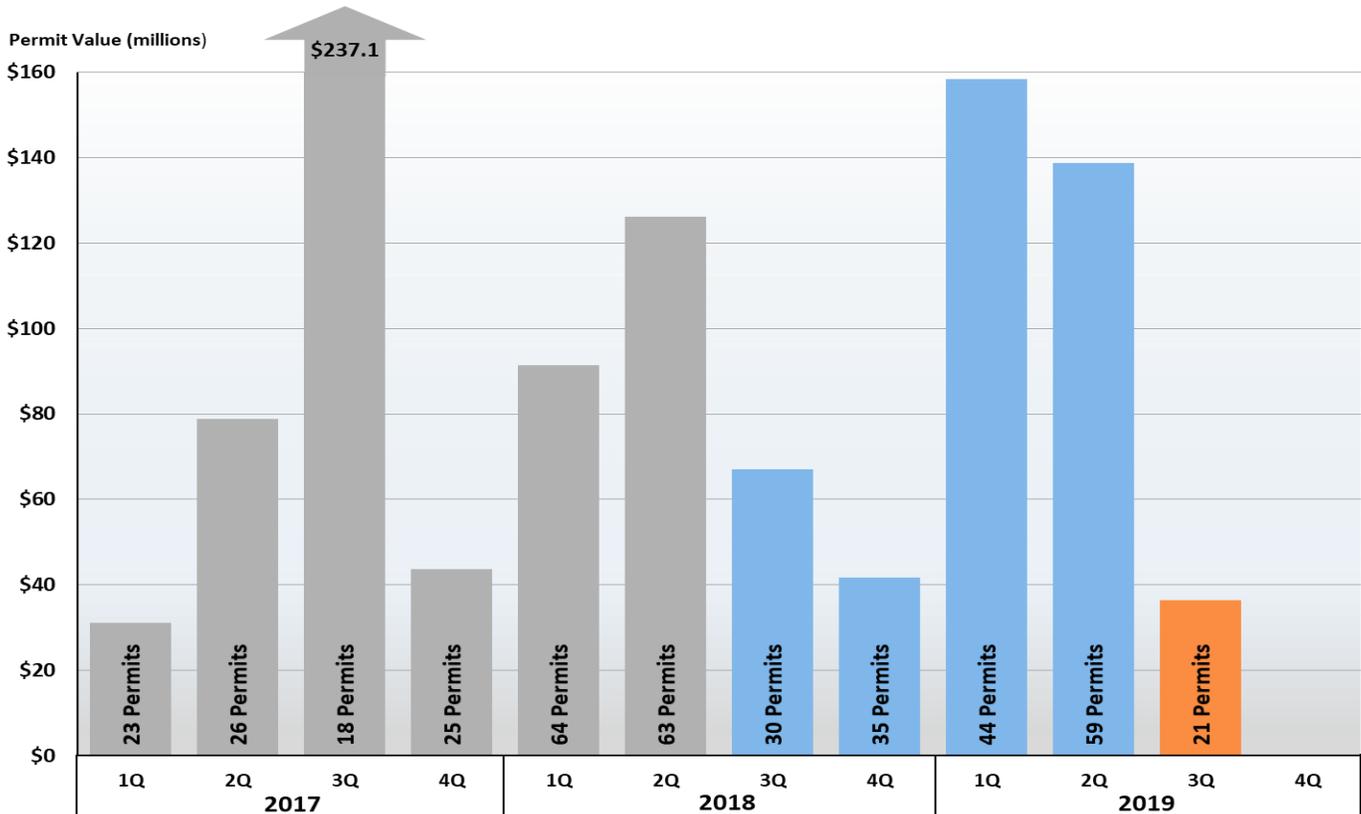
Source: City and County permit offices reporting new construction activity.

## Volusia County Residential “New Construction” Building Permits

MUNICIPALITIES	3Q 2018 Permits	3Q 2018 \$ Value	4Q 2018 Permits	4Q 2018 \$ Value	1Q 2019 Permits	1Q 2019 \$ Value	2Q 2019 Permits	2Q 2019 \$ Value	3Q 2019 Permits	3Q 2019 \$ Value
Daytona Beach	169	\$55,992,197	154	\$47,976,335	188	\$63,766,029	68	\$22,281,595	108	\$34,680,733
Daytona Beach Shores	0	\$0	0	\$0	1	\$212,000	0	\$0	0	\$0
DeBary	47	\$15,546,525	35	\$13,102,152	25	\$11,689,869	69	\$23,696,848	38	\$10,795,791
DeLand	147	\$39,841,012	99	\$28,323,779	67	\$19,242,296	129	\$36,711,326	119	\$35,413,075
Deltona	67	\$19,118,173	87	\$22,921,862	85	\$22,495,683	100	\$26,357,084	150	\$39,186,678
Edgewater	10	\$1,792,738	7	\$913,600	18	\$2,914,000	7	\$1,402,000	4	\$765,000
Holly Hill	0	\$0	33	\$4,483,490	2	\$267,000	0	\$0	1	\$125,000
Lake Helen	5	\$1,351,619	7	\$2,629,875	8	\$2,641,509	1	\$327,970	6	\$1,731,068
New Smyrna Beach	119	\$39,651,792	118	\$39,470,387	134	\$44,835,819	97	\$37,401,928	187	\$59,238,996
Oak Hill	4	\$830,770	5	\$786,110	3	\$535,095	5	\$1,139,650	2	\$230,685
Orange City	11	\$3,006,247	23	\$4,674,817	9	\$2,536,824	27	\$4,498,102	45	\$13,210,250
Ormond Beach	18	\$6,232,651	9	\$3,333,605	15	\$4,634,144	9	\$2,401,429	6	\$3,963,344
Pierson	1	\$146,641	0	\$0	0	\$0	2	\$459,458	1	\$80,000
Ponce Inlet	7	\$3,610,817	1	\$283,979	2	\$703,133	2	\$1,556,371	4	\$1,258,699
Port Orange	109	\$32,233,528	59	\$18,514,999	24	\$8,805,845	51	\$16,699,433	25	\$9,895,919
South Daytona	0	\$0	0	\$0	1	\$370,782	1	\$175,741	0	\$0
Unincorporated	103	\$31,522,822	66	\$21,952,011	107	\$33,335,651	91	\$26,879,413	83	\$28,128,794
<b>Totals for Quarter</b>	<b>817</b>	<b>\$250,877,531</b>	<b>703</b>	<b>\$209,367,001</b>	<b>689</b>	<b>\$218,985,679</b>	<b>659</b>	<b>\$201,988,348</b>	<b>779</b>	<b>\$238,704,032</b>

Source: City and County permit offices reporting new construction activity.

## Volusia County Commercial “New Construction” Building Permits



Note: 3Q 2017 includes \$202.9 million for Daytona Beach Convention Hotel at 500 N. Atlantic Ave.

Source: City and County permit offices reporting new construction activity.

## Volusia County Commercial “New Construction” Building Permits

MUNICIPALITIES	3Q 2018 Permits	3Q 2018 \$ Value	4Q 2018 Permits	4Q 2018 \$ Value	1Q 2019 Permits	1Q 2019 \$ Value	2Q 2019 Permits	2Q 2019 \$ Value	3Q 2019 Permits	3Q 2019 \$ Value
Daytona Beach	3	\$5,442,464	16	\$28,935,357	17	\$117,061,018	5	\$13,727,530	2	\$1,275,400
Daytona Beach Shores	0	\$0	0	\$0	0	\$0	1	\$1,494,876	0	\$0
DeBary	1	\$23,209,061	0	\$0	0	\$0	0	\$0	0	\$0
DeLand	10	\$16,385,644	2	\$387,616	2	\$17,200,713	2	\$1,543,120	3	\$2,468,516
Deltona	0	\$0	2	\$1,738,000	2	\$7,319,281	1	\$4,760,000	5	\$9,397,747
Edgewater	3	\$1,121,348	1	\$850,000	0	\$0	0	\$0	0	\$0
Holly Hill	2	\$300,000	0	\$0	0	\$0	0	\$0	1	\$850,000
Lake Helen	4	\$2,000,000	0	\$0	0	\$0	0	\$0	0	\$0
New Smyrna Beach	3	\$6,138,521	0	\$0	4	\$5,880,000	19	\$32,887,016	0	\$0
Oak Hill	0	\$0	0	\$0	1	\$1,900,000	0	\$0	0	\$0
Orange City	2	\$2,547,058	1	\$903,969	0	\$0	2	\$54,943,455	0	\$0
Ormond Beach	1	\$9,206,251	8	\$3,655,385	11	\$7,060,961	19	\$5,177,334	1	\$2,900,000
Pierson	0	\$0	0	\$0	2	\$300,800	0	\$0	0	\$0
Ponce Inlet	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Port Orange	1	\$508,530	4	\$2,193,304	1	\$341,600	0	\$0	1	\$993,288
South Daytona	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Unincorporated	0	\$0	1	\$2,900,000	4	\$1,305,097	10	\$24,101,666	8	\$18,360,718
<b>Totals for Quarter</b>	<b>30</b>	<b>\$66,858,877</b>	<b>35</b>	<b>\$41,563,631</b>	<b>44</b>	<b>\$158,369,470</b>	<b>59</b>	<b>\$138,634,997</b>	<b>21</b>	<b>\$36,245,669</b>

Source: City and County permit offices reporting new construction activity.

---

## On the Economic Scene Goes Digital



*On the Economic Scene*, the popular weekly rapid-read newsletter of the Volusia County Economic Development Division, is now distributed exclusively by email. The e-publication is also posted at <http://www.floridabusiness.org/economic-reports/scene.shtml>.

If you wish to be added to the *On the Economic Scene* distribution list, send your email address to [doed@volusia.org](mailto:doed@volusia.org) with your request.

*Volusia County Economic Development Quarterly* is a publication of Volusia County Government and is produced by the Volusia County Economic Development Division. It is dedicated to 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 Marketing Director Joanne Magley at 386 822 5062 or [jmagley@volusia.org](mailto:jmagley@volusia.org). For more information about economic development in Volusia County, visit [floridabusiness.org](http://floridabusiness.org).

