

# The City of South Daytona

5.03 square miles

## Significant statistics\*\*

	2000	2008	2013
	census	update	forecast
population	13,177	13,484	13,908
households	5,851	6,002	6,205
families	3,603	3,557	3,591
average household size	2.24	2.24	2.23
owner-occupied households	3,874	4,033	4,109
renter-occupied households	1,977	1,969	2,097
median age	39.6	42.2	43.7
marketplace population*	416,425	491,166	539,071

## Projected 2008-2013 growth rate

	area	national
population	0.62%	1.23%
households	0.67%	1.26%
families	0.19%	1.05%
owner households	0.37%	1.07%
median households income	4.27%	3.19%

**Median household income:** \$40,298 (2008 estimate)

**Average home value:** \$183,838 (2008 estimate)

**Florida price level index:** 94.74 (2007)

### Hospitals:

Halifax Medical Center  
Florida Hospital-Ormond Memorial

### Elementary/secondary schools:

public: 1  
private: 1

### Colleges/universities:

Advanced Technology Center  
Bethune-Cookman College  
Daytona State College  
Embry-Riddle Aeronautical University  
Keiser College  
Palmer College of Chiropractic Florida  
Stetson University  
University of Central Florida

\* Marketplace population based upon a 25-mile radius review of consumer population, ESRI Business Information Systems 2008

\*\* Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2008 and 2013.



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*Commitment to excellence*  
**South Daytona**  
*Florida*



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## Location, location, location

Part of a greater metropolitan area of East Central Florida, the City of South Daytona is near the confluence of two major interstate highways that provide quick, easy access to the third largest consumer region in the United States with a population of more than 17 million. International airports in Daytona Beach and Orlando, and railroad and nearby port facilities enhance South Daytona's efforts to provide a cost effective and logistically important location to do business while providing an exceptional quality of life.

## About South Daytona

South Daytona is a small, primarily residential community bordering the Halifax River and only minutes away from the world-acclaimed Atlantic Ocean beaches that attract more than eight million tourists a year. Well kept residential areas, excellent schools, beautiful public parks and recreational opportunities, abundant shopping and dining choices, excellent civic services/facilities, and a responsive city government provide a superior quality of life for residents to live, work, and play.



## Open for business

South Daytona prides itself on being business friendly. It is a mecca for small and prosperous businesses, including hundreds of home occupations. City staff work closely with businesses, large and small, to expedite permitting. The U.S. 1 and Nova Road corridors are attractive business locations and provide easy access to Interstates 4 and 95.

Recent studies show the workforce to be educated, productive and competitive with 10 percent under-employed. Seven highly ranked colleges and universities and the acclaimed Advanced Technology Center support business needs with career advancement, workforce development and research. Education, health care and government are the area's largest employers.

Among the numerous corporate partners that call South Daytona home are CSR Rinker (concrete products); Premier Bathrooms regional headquarters (British tub manufacturer); International Academy (cosmetology school); National Association for Public Safety Communications Officers; Coastal Designs (resin coatings); John's Appliance City (retail); Giles Electric (contractor); Volusia Construction; and Votran (public transit).

## Opportunities

South Daytona provides a dynamic business and community environment with opportunities for commercial business and light industrial enterprises. The city's location and access to transportation arteries make South Daytona a desirable business location. It's a community with a talented and diverse workforce. The city began a U.S. corridor redevelopment district in 1997 and has been successful in attracting new businesses and assisting with signage/landscape grants to upgrade appearance. Sites are available for light industrial use. Two business parks offer additional opportunities. Qualified businesses may be eligible for federal, state, county and city assistance programs, incentives and opportunities, depending on the specifics of the business proposal. Companies and their employees profit from a relatively low cost of living, steady economic growth and the benefits of well-planned development. South Daytona provides unlimited opportunities for success.

