



Economic Development

# Quarterly

An official publication of the Volusia County Economic Development Division

Second Quarter 2018

## *Security First Insurance Breaks Ground on New HQ Building*



Security First Insurance Company Board of Directors turn some dirt at the site of the company's new corporate headquarters building at Ormond Crossings. From Left to Right: Craig Howie, Werner Kruck, Melissa Burt DeVriese, Dom Adesso, Locke Burt, Harry Bleiwise, Chuck Bleiwise, Susan Bleiwise-Greenfield, Jerry Goldberg, Clive Becker-Jones

---

## Security First Insurance Breaks Ground on New Headquarters



*Security First Insurance officials broke ground for its new corporate headquarters building in March.*

Security First Insurance Company has broken ground on the site of its new 133,000 square foot corporate headquarters. The building will sit on 48 acres in Ormond Crossings, a large, mixed-use development. The campus will include employee-centric features ranging from collaboration areas to an in-house dining facility, yoga studio, fitness center and outdoor walking trail.

Headquartered in Ormond Beach, Security First Insurance is built on more than 100 years of history and experience in the insurance industry. The company has an acute understanding of Floridians' vulnerability to natural catastrophe. Company founder Locke Burt was serving in the Florida Senate in 1992 when Hurricane Andrew made landfall. It was one of the worst natural disasters in U.S. history, leaving behind more than \$26 billion in insured losses and a crippled insurance industry. Burt wanted better for the state and its residents and created Security First Insurance. The company now serves policyholders living across the state.

The family run, privately-held company is creating a larger space to return its current workforce of more than 300 employees to a functional and aesthetically pleasing space under one roof. Currently employees are spread across four sites in Ormond Beach and Holly Hill. The new building will also allow for ease of reconfiguration to accommodate the addition of up to 250 new jobs over the next five years.

According to Melissa Burt DeVriese, Chief Administrative Officer & Chief Legal Counsel, the company is not a traditional homeowner's insurance provider.

"We consider ourselves a data-driven, technology company focused on transforming the insurance experience and exceeding our customers' expectations, she said. "Our employees embrace the edge that technology gives us, and they're the reason we've grown to become the second largest home insurance company in the state. This commitment is also the reason we've been able to hire more than 100 new employees in 2017 alone. Our new building will allow us to continue to expand our family of employees and allow us to collaborate under one roof, right here in our hometown."

Melissa Burt DeVriese is spearheading the development of the new facility and has sought employee input throughout the process to gain an understanding of how teams collaborate, and to gauge workplace preferences unique to each functional area. Many of the features selected for the new headquarters were based on

their feedback, and the company will continue to collaborate with its employees as the new building takes shape.

Security First Insurance is currently hiring for a variety of positions, including graphic designer, marketing automation specialist, business analyst and claims examiner. Insurance expertise is not a requirement for many positions, and the company aims to recruit professionals who embrace change and are driven by innovation.

To learn more about the career opportunities available please visit [www.securityfirstflorida.com/about-security-first-insurance/career-opportunities](http://www.securityfirstflorida.com/about-security-first-insurance/career-opportunities)

### **About Security First Insurance**

Security First Insurance has been assigned a Financial Stability Rating® (FSR) of A, Exceptional, from Demotech, Inc. and is strongly committed to improving Florida's homeowners insurance market and initiatives that support and protect residents and communities of the Sunshine State.

---



---

## *Short taxiway extension is long on potential*

### *Embry-Riddle Aeronautical University gains access to DAB*



*The extension of Taxiway Sierra at DAB provides direct access to Embry-Riddle Aeronautical University's Research Park and Eagle Flight Research Center.*

Most people who fly only notice the taxiways while looking out the windows during take offs and landings. But Taxiway Sierra at Daytona Beach International Airport (DAB) will soon get a lot more attention. It serves Runway 7R/25L, a 3195', east-west runway parallel to the main 10,500' runway and serves mostly general aviation traffic. The taxiway may be the "short" runway on the field, but its importance is about to increase exponentially.

Through a unique arrangement with Embry-Riddle Aeronautical University, a tenant of DAB, the taxiway is being extended to provide direct access to the university's Research Park and Eagle Flight Research Center. The center is engaged in research related to integration of electric and hybrid propulsion systems in manned and unmanned aircraft. This is viewed by industry observers as potentially vital in the quest to reduce aircraft noise, a major factor in virtually all segments of aviation.

While Taxiway Sierra remains the property of DAB, its extension is being funded with a grant from the Florida Department of Transportation and the local share funded by Embry-Riddle. The university is also paying for the added acreage to which it will have access, a unique method of leasing known in airport management as a through-the-fence agreement.

"By providing access to Embry-Riddle's research facilities, it becomes one of only three colleges or universities with direct taxiway access to a

commercial airport that we are aware of," said Karen Feaster, deputy airport director. "The university's unique role in aviation and aerospace development underscores the importance of this addition. Direct taxiway access supports the university's research and development activities, improved security relative to the movement of aircraft and components in and out of the Eagle Flight Research Center and related logistical challenges. It also underscores DAB's unique role as a 'teaching airport' through its collaboration with Embry-Riddle."

---

## *Machining and manufacturing company settling into new facilities*



*JET HELSETH Company moved to DeLand from Seminole County. The company has provided leading-edge design, machining and manufacturing services for clients such as the United States Navy, medical and commercial customers, industrial companies and more.*

The owners of JET HELSETH MANUFACTURING, Inc. (formerly JET Machining & Design, Inc.) had planned to make the move from Seminole County to Volusia County – someday. So when their building in Seminole County sold and a couple of buildings they had been eyeing in DeLand were available, they put their relocation plans in motion.

JET HELSETH MANUFACTURING provides leading-edge design, machining and manufacturing services to customers throughout North America and Europe. The company has earned a reputation for high quality products and exceptional service and support.

"We're engaged in technologically-advanced design and manufacturing, but we are really in the relationship business," said owner Drew Helseth. "Honesty, integrity, quality and creativity provide a solid foundation for the relationships we enjoy with our customers."

Helseth and his partner Jon Thibeault have worked together since 1988. They handled projects for the United States Navy, medical and commercial manufacturing, volume electronics

packaging, aircraft parts, industrial assignments, product research and development, machine design, machining and assembly. With their technical backgrounds, Helseth, a mechanical engineer, and Thibeault, an expert in CNC automated and manual manufacturing techniques, are able to communicate effectively with customers, even on the most complex assignments.

The story of how JET HELSETH MANUFACTURING came to Volusia County goes back to about 2014, when DeLand's Director of Economic Development Steve Burley had early conversations with the principals. They had indicated an interest in relocating to Volusia County. Conversations continued on and off in the years since. "We introduced them to

Team Volusia Economic Development officials who helped perpetuate the conversations under the code name Project Compact," said Burley.

The principals toured a pair of buildings in the Patterson Industrial Park in DeLand." Once their building in Seminole County sold, they amped up their relocation plans, bought the buildings in DeLand and prepared for the move. Today, JET HELSETH MANUFACTURING occupies one of the buildings and leases the other.

"We have been very pleased with the move and our transition to the new location, said Helseth. "It will help us maintain the highest standards of quality and service to our growing customer base domestically and internationally."

---



---

## *Widening of Williamson Boulevard in Daytona Beach scheduled*



An important stretch of Williamson Boulevard in Daytona Beach is about to undergo a pair of widening projects. The segment of Williamson between LPGA Boulevard and Hand Avenue is the last remaining two lane section in the northern portion of the county. Williamson Boulevard is a vital north-south commuter corridor that provides traffic relief for I-95. The improvements will help with current traffic flows as well as an anticipated increase in volume as new developments are created along or near the major artery.

"These and most of our traffic and transportation improvement issues are needed yesterday," said Volusia County Chair Ed Kelley. "The needs are immediate and not just for future development."

The section of Williamson Boulevard from LPGA Boulevard to Strickland Range Road will be widened first. The project will convert the existing two lane road to a four lane divided boulevard that will ease traffic congestion. After a short update to

the roadway design plans, construction will begin on this segment within the year.

The funding for this project includes public and private sources. A majority of the funding for this project, approximately \$2.5 million, has been provided by private development projects in the area, which has been supplemented by \$1.96 million from a Florida Job Growth Grant from the State.

The section of Williamson Boulevard from Strickland Range Road to Hand Avenue is another important project. That segment of Williamson Boulevard also is a two-lane road and will be widened to four lanes. The county has received \$2 million from the state to acquire the last needed piece of property and is currently pursuing the additional funding necessary for construction.

---

## *Daytona Beach International Airport*

### *The sky's the limit as airport plans for the future*



*The Master Plan being created for Daytona Beach International Airport is an eighteen-month process and includes anticipated and projected needs relative to service, safety systems and more.*

**Question:** What is one of Volusia County's primary economic engines that is nearly 100 percent regulated yet is entirely self-funded?

**Answer:** Daytona Beach International Airport (DAB).

Most of us are familiar with DAB, but few among us know:

- DAB is a service of Volusia County Government
- DAB is an Enterprise Fund, meaning it pays its own way
- DAB has a local total economic impact of \$1.1 billion
- DAB operates under the tenets of a comprehensive master plan

All this comes to mind because DAB is in the early stages of updating its Master Plan as required by the Federal Aviation Administration. More than a document, it is a comprehensive process that charts and evaluates

virtually every aspect of a commercial airport's services and operations, according to Karen Feaster, deputy director of DAB.

Feaster is a certified member of the American Association of Airport Executives and is certified in airport operations by the organization.

"The process of producing an updated Master Plan is an eighteen-month undertaking calling for precise information, including mapping of all assets on the field, anticipated needs, market projections, changes to the footprint and more," said Feaster. "The volume of work to produce the

update requires an all hands on deck approach led by the support of airport management consultant, Kimley-Horn & Associates, Inc., which enables us to produce accurate responses that not only fulfill requirements for a successful Master Plan, but will serve as our management blueprint for years to come."

The \$1.8 million cost of such an undertaking is staggering relative to DAB's budget. However, DAB's share of the tab is just 5 percent of that figure, with FDOT picking up 5 percent of the cost and the FAA covering 90 percent.

*Continued on next page*

---



---

# *The sky's the limit as airport plans for the future*

*...continued from previous page*

The last update to the Master Plan was in 2003. To say that there have been many changes and improvements at DAB since then would be an understatement. Included are numerous changes to taxiway configurations and ground support systems including: lighting; the addition of a second instrument landing system; demolition of several structures; new buildings erected by tenants including Embry-Riddle Aeronautical University (ERAU), Houligan's Sports Grille, and Outback Steakhouse; construction of the Brown & Brown corporate hangar; and much more.

The Master Plan update anticipates demand for more gates in the terminal building, whether to build a parking garage in the future, water removal in problem areas, wildlife control, maintenance needs, interior and exterior renovations, security systems, aviation services, changes at ERAU and Daytona International Speedway and more.

"Items needed to meet future demand must be anticipated in the Master Plan update," said Feaster. "To be eligible for grant funding, it needs to be included in the plan. This is why we must be precise in our analysis and mapping of current assets as well as projections for future needs.

While the Master Plan is being updated, the current facilities at DAB are being upgraded. Renovation plans are in development, construction is expected to start by 2019 and it is anticipated that the terminal building will have a fresh, new look by the end of 2020.

All this contributes to DAB continuing to win high marks from passengers for ease-of use and convenience as compared to neighboring international airports. Those affirmations are underscored by impressive load factors and passenger counts. The percentage of filled seats has reached 88 percent, a figure that is well-received among DAB's carriers, Delta Air Lines, American Airlines and

JetBlue Airways. As for passenger count, DAB is on track to meet or exceed last year's tally of 720,000 total passengers, a statistic that resonates with prospective carriers considering adding DAB to their routes.

Daytona Beach International Airport was established in 1930, with the current airport terminal constructed in 1992. The 2000-acre facility has served commercial airline traffic for most of this period, although during World War II the property operated as a Naval Air Station for pilot training. The airfield is served by a full time Federal Aviation Administration operated Air Traffic Control Tower.

At nearly 400,000 landings and take-offs per year, DAB is the 25th busiest towered airport in the United States! Much of that air traffic is generated by local flight schools, the largest being ERAU. With growing passenger counts and continued interest in the aeronautical field, DAB is committed to providing the services necessary to secure soaring success.

---

---

## Access road provides major economic development boost for DeLand Airport Business Park



*DaVita Labs signed the first ground lease of the northwest section of the DeLand Municipal Airport Business Park and is sparking interest among prospective tenants.*



It was nearly ten years ago when the DeLand Airport added roads, water and sewer to the northwest section of the DeLand Municipal Airport Business Park. It did so in hopes of attracting new companies to the park. But as the recession began to take hold, those improvements sat fallow behind a locked gate waiting for the economy to turn around.

Fast forward to today, with vitality returning to the market, the first ground lease of the northwest sector of the industrial park was signed, sparking interest in the area among prospective tenants.

DaVita Labs secured the first ground lease and its formidable physical plant is turning heads. The company's new 160,000 square foot campus has helped DaVita consolidate its footprint as it continues to move all of its functions out of other buildings at the DeLand Airport Business Park to the new complex.

"We have had a vision for this section of the park for years," said Steve

Burley, economic development manager for DeLand. "Having those improvements in place – water, sewer, power, fiber and the road through the park itself – has put us in a great position to establish meaningful dialogue with companies interested in relocating or expanding to our community."

A major boost to the continued development of the Airport Business Park occurred with the recent funding approval for construction of a connector road from the North West Park to Highway 11. Aside from its economic development benefits, the new road will relieve some of the commuter pressure

currently on International Speedway Boulevard (U.S. 92), and the very busy intersection of routes 17 and 92. This access road to Highway 11 is being made possible thanks to right-of-way being provided by Greenway Management, the landowner of the property adjacent to the North West Business Park.

"As for a back entrance to the industrial park, we have been chasing this rabbit for years," said Burley. "Having it provides an alternative ingress and egress to this area of the business park and will serve all of the businesses in the city's business park well."

---



---

# *CareerSource Flagler Volusia is the regional workforce board for the Deltona-Daytona Beach-Ormond Beach Metropolitan Statistical Area – what does that mean?*

*By* **ROBIN KING**  
*President & CEO*  
*CareerSource Flagler Volusia*

Led by a majority private business board with community stakeholders, CareerSourceFV invests in the development of our workforce while assisting existing and new businesses with their recruiting, hiring and training needs. CareerSourceFV has three Career Centers in Flagler and Volusia counties. In Volusia, you will find us in Daytona Beach and Orange City. In Flagler, we are in Palm Coast and at a multitude of sites provided by our partner organizations.



*Robin King*

To provide more accessibility to services for our remote job seeker, CareerSourceFV built an online training hub. Traffic on that hub has doubled to more than 400 users per month. I invite you to visit our website at [www.careersourcefv.com](http://www.careersourcefv.com) and look at our interactive workshops.

The overarching goal of CareerSourceFV is to increase the prosperity of workers and businesses. To reach this goal, CareerSourceFV serves as a facilitator for a multitude of job seekers who are in transition (20,779 individuals last year). A few examples of these transitions include:

- Young adults transitioning into their first jobs, learning soft skills through work experience while earning their GED and gaining financial literacy.
- Veterans transitioning back to civilian life

- Older workers and others who had left the labor force and find themselves transitioning back to work and in need of assistance reskilling their marketability.
- Dislocated workers are those individuals who find themselves mid-career unable to continue in their field as they transition into their next career.
- Employed workers upskilling based upon their employer's need to transition to their next position.

CareerSourceFV enjoys strong partnerships with local educational entities, helping broker information and needs from businesses to the schools, ensuring relevant credentials and qualifications of our workforce to meet local demand. Accordingly,

CareerSourceFV focuses on industry sectors that are aligned with local economic development.

However, regardless of industry sector, CareerSourceFV aids businesses with an extensive menu of recruiting, hiring and training services. In the event of a contraction, CareerSourceFV will assist affected workers in their transition to subsequent opportunities. We have a successful track record of matching top applicants to specific business needs, from entry level to experienced workers.

Volusia County and its 16 municipalities are preparing to make the necessary transitions to a more diverse economic base, which will lead to new careers. CareerSourceFV is poised to help our workforce and business community as they evolve.

---

---

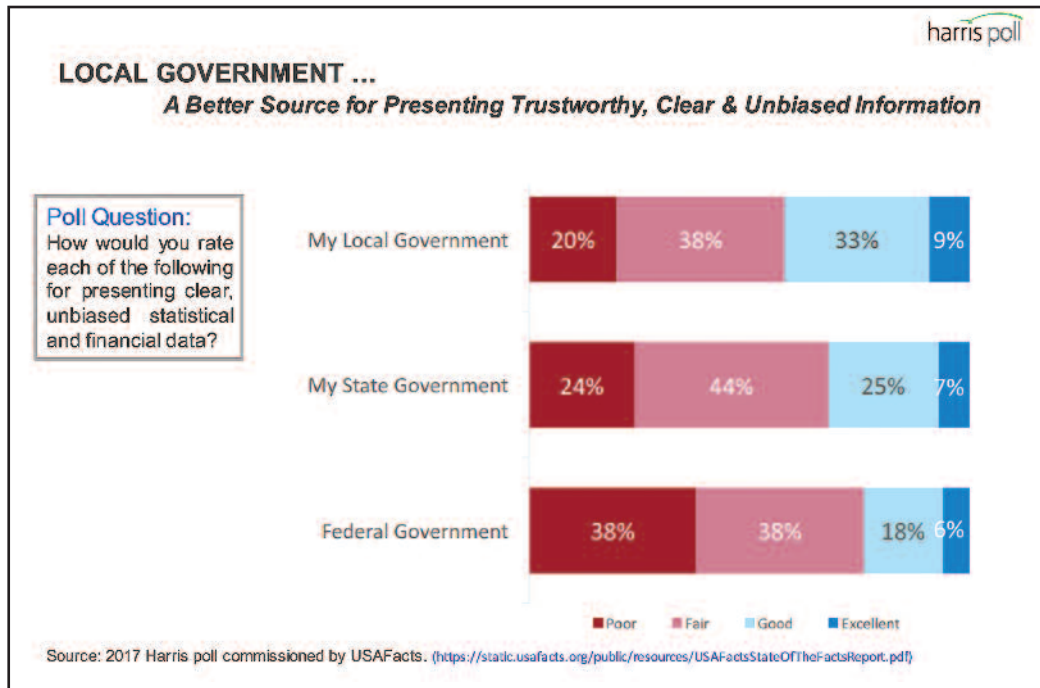
## *Economic development 101*

### *The Importance of Relevant Data: Basis for Good Decisions*

by BRAD HARRIS

Business Manager

Volusia County Economic Development Division



Aldous Huxley once said “there are things known and there are things unknown, and in between are the doors of perception.” Through those doors is where most modern day marketers choose to play, counting on the adage “perception is reality.” However, in the realm of economic development, perception must be displaced by fact-based knowledge. Community leaders, business owners and site selectors all expect to see information and data that is accurate, timely and relevant to their need before infrastructure, expansion or relocation decisions can be made. It is the role of economic development organizations (EDOs) to find, configure and present relevant data for their communities.

With the extensive data sets now being produced by government and private sector organizations, there is no lack of information available regarding demographics, commerce and employment. And, with the proliferation of sophisticated data analysis tools and data management providers, there are many paths that can be followed to configure and deliver information. But, the real challenge for EDOs is to ensure that the information presented is relevant and timely.

So what is relevant and timely information? It is current data, aligned with customer needs and refreshed on a regular basis. Data that is “relevant” is aligned with community strategic plans, client

checklists or recent industry surveys (such as Site Selector CEO surveys). It can also be aligned with expectations developed in meetings with local stakeholders (such as chambers of commerce and municipal governments), local businesses and interested investors. Data considered “timely” is current and reflects the proper context for an imminent decision. For example, graduation data offered by most EDOs is nearly two years old and limited to students from public institutions only. As a result, it may not accurately characterize a community’s current workforce potential.

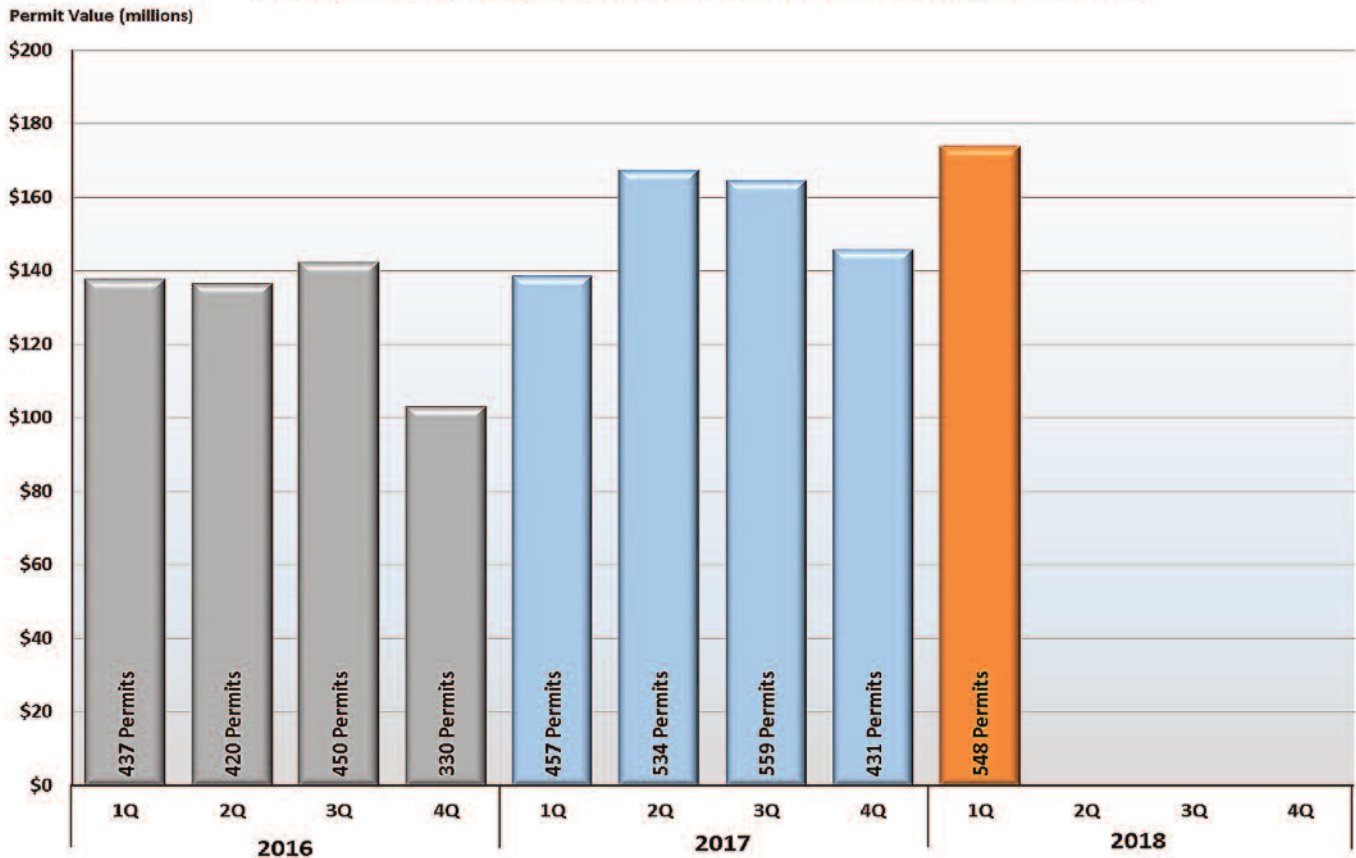
To improve the relevance of economic information, EDOs should compile a list of known customer expectations and define the data sets that would

satisfy those expectations. They should conduct research to find purveyors of the desired data, making sure to qualify each source. If data is not readily available, then EDOs should partner with trade associations, education institutions or local governments to acquire it. With relevant data now in hand, “refresh” procedures should be established, tables and reports configured and information presented to customers.

EDOs understand that accurate and accessible economic data is necessary for community growth but those building greater relevance into their data have laid a stronger foundation for customer service and good decisions.



### Volusia County Residential "New Construction" Building Permit Data

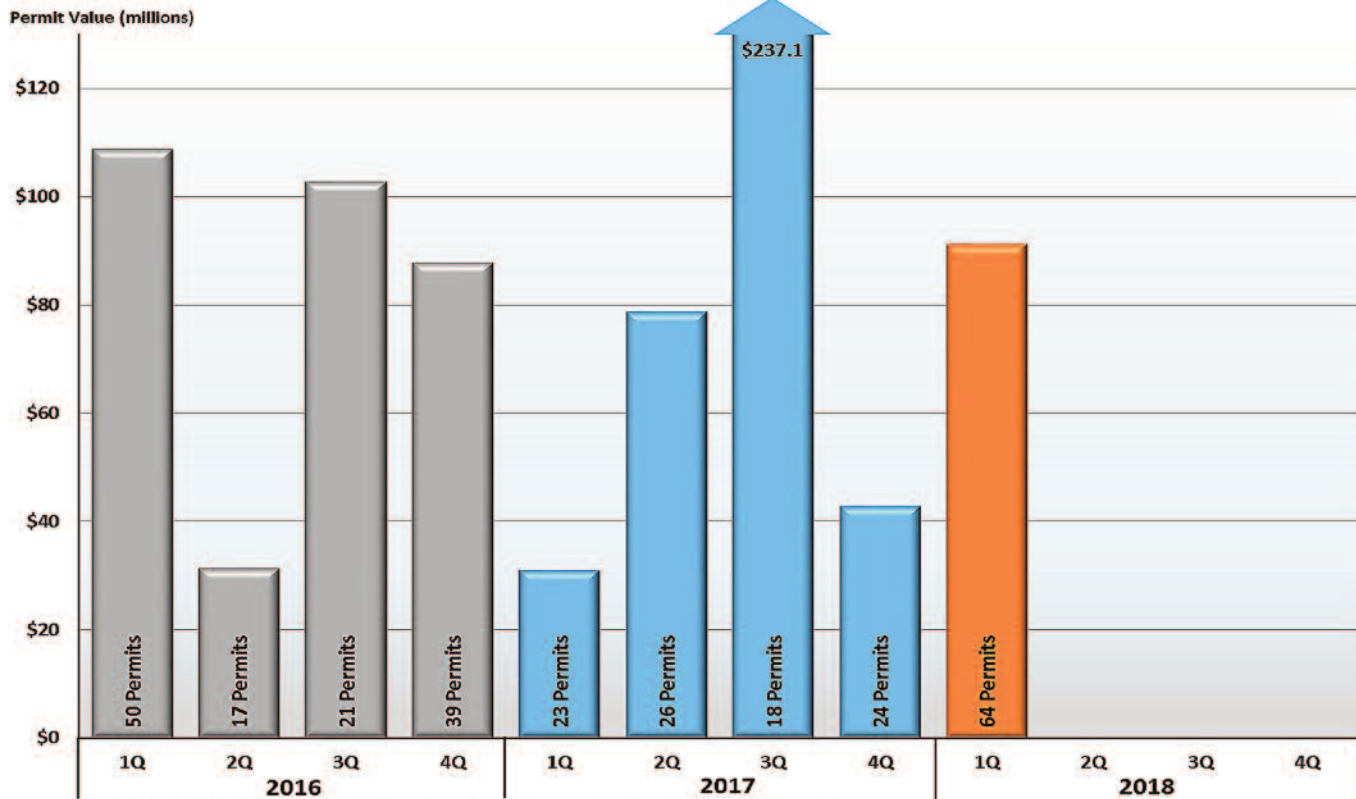


### Volusia County Residential "New Construction" Building Permit Data

	1st Qtr 2017		2nd Qtr 2017		3rd Qtr 2017		4th Qtr 2017		1st Qtr 2018	
	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value
Daytona Beach	8	\$2,568,673	8	\$2,456,426	45	\$11,207,804	15	\$4,614,312	143	\$43,848,874
Daytona Beach Shores	0	\$0	1	\$1,483,000	0	\$0	0	\$0	0	\$0
DeBary	21	\$7,854,747	34	\$13,501,722	15	\$6,110,683	28	\$10,674,180	24	\$8,882,986
DeLand	88	\$29,637,887	78	\$24,407,180	137	\$40,885,326	110	\$37,989,235	87	\$25,861,638
Deltona	47	\$12,504,121	42	\$11,846,520	49	\$12,352,044	17	\$4,267,561	34	\$8,464,978
Edgewater	11	\$1,694,135	18	\$3,359,825	15	\$2,179,940	10	\$4,251,672	2	\$185,000
Holly Hill	0	\$0	2	\$371,000	0	\$0	0	\$0	0	\$0
Lake Helen	1	\$291,508	1	\$370,000	2	\$730,306	1	\$198,000	2	\$648,000
New Smyrna Beach	76	\$26,328,749	100	\$38,120,938	81	\$26,842,172	100	\$35,430,218	68	\$23,481,775
Oak Hill	2	\$333,950	3	\$385,990	6	\$1,108,070	9	\$1,819,828	2	\$495,568
Orange City	17	\$5,046,000	5	\$1,456,000	1	\$259,000	6	\$1,704,418	11	\$3,174,781
Ormond Beach	47	\$15,484,238	47	\$15,890,978	42	\$12,207,434	22	\$7,376,496	23	\$8,364,306
Pierson	0	\$0	0	\$0	0	\$0	0	\$0	1	\$270,280
Ponce Inlet	1	\$298,000	3	\$1,355,259	4	\$3,539,000	1	\$388,125	5	\$3,562,900
Port Orange	64	\$15,309,945	60	\$18,547,392	51	\$16,724,794	43	\$13,741,590	49	\$16,656,800
South Daytona	0	\$0	0	\$0	1	\$342,572	0	\$0	0	\$0
Unincorporated	74	\$21,383,927	132	\$33,804,581	110	\$30,161,733	69	\$23,413,712	97	\$29,933,584
Totals for Quarter	457	\$138,735,880	534	\$167,356,811	559	\$164,650,878	431	\$145,869,347	548	\$173,831,471

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

### Volusia County Commercial "New Construction" Building Permit Data



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

### Volusia County Commercial "New Construction" Building Permit Data

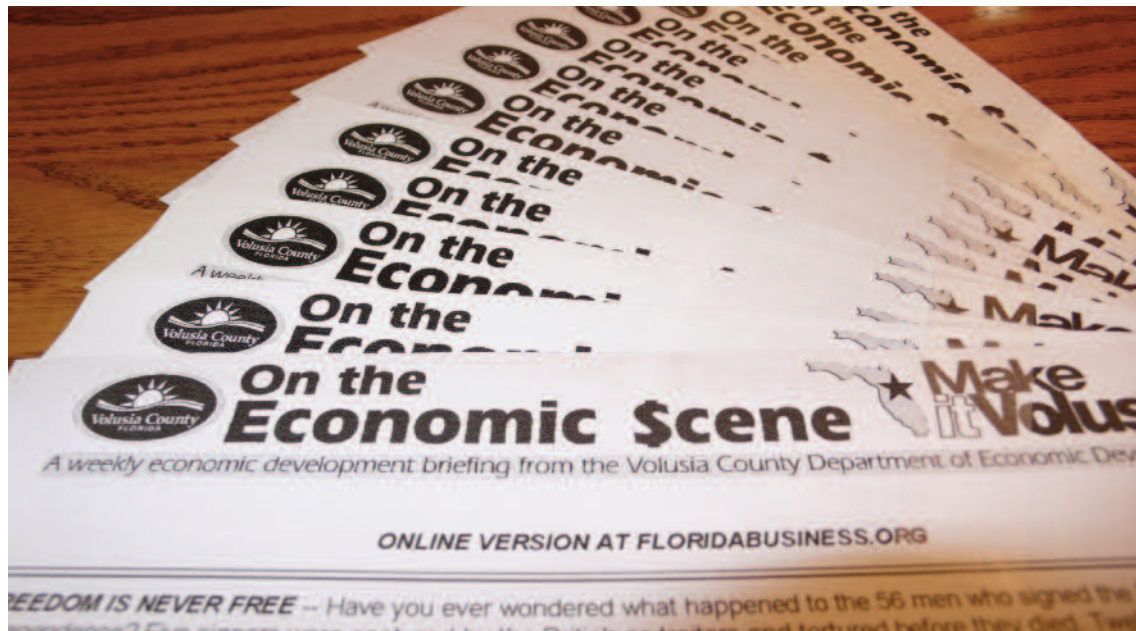
	1st Qtr 2017		2nd Qtr 2017		3rd Qtr 2017		4th Qtr 2017		1st Qtr 2018	
	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value
Daytona Beach	8	\$3,757,023	11	\$47,777,355	5	\$218,479,495	4	\$9,532,687	18	\$24,921,755
Daytona Beach Shores	0	\$0	2	\$13,486,344	1	\$319,716	0	\$0	0	\$0
DeBary	0	\$0	1	\$200,000	1	\$412,000	0	\$0	0	\$0
DeLand	5	\$8,986,634	2	\$3,217,079	1	\$65,000	0	\$0	5	\$5,388,936
Deltona	1	\$12,633,572	0	\$0	1	\$2,070,000	2	\$3,854,306	2	\$4,880,524
Edgewater	0	\$0	0	\$0	1	\$850,000	2	\$1,496,500	3	\$7,360,000
Holly Hill	1	\$17,500	1	\$30,000	2	\$420,000	1	\$6,900	1	\$350,000
Lake Helen	0	\$0	0	\$0	0	\$0	0	\$0	3	\$260,000
New Smyrna Beach	0	\$0	1	\$1,084,844	2	\$585,005	7	\$12,471,364	5	\$2,852,815
Oak Hill	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Orange City	2	\$2,614,000	1	\$2,855,000	2	\$9,911,000	1	\$1,750,000	0	\$0
Ormond Beach	1	\$630,000	2	\$2,487,947	0	\$0	3	\$5,376,195	8	\$24,842,554
Pierson	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Ponce Inlet	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Port Orange	4	\$2,267,165	0	\$0	1	\$1,550,000	1	\$993,741	1	\$950,000
South Daytona	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Unincorporated	1	\$10,000	5	\$7,624,234	1	\$2,442,000	3	\$7,386,055	18	\$19,413,395
<b>Totals for Quarter</b>	<b>23</b>	<b>\$30,915,894</b>	<b>26</b>	<b>\$78,762,803</b>	<b>18</b>	<b>\$237,104,216</b>	<b>24</b>	<b>\$42,867,748</b>	<b>64</b>	<b>\$91,219,979</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 publication had been a fax-distribution newsletter since it began publishing in 2002. In addition to email, the e-publication also is posted at <http://www.floridabusiness.org/economic-reports/scene.shtml>.

If you wish to be added to **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 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 Director Joanne Magley at 386-822-5062 or by email at [jmagley@volusia.org](mailto:jmagley@volusia.org). For more information about economic development in Volusia County visit [floridabusiness.org](http://floridabusiness.org).

