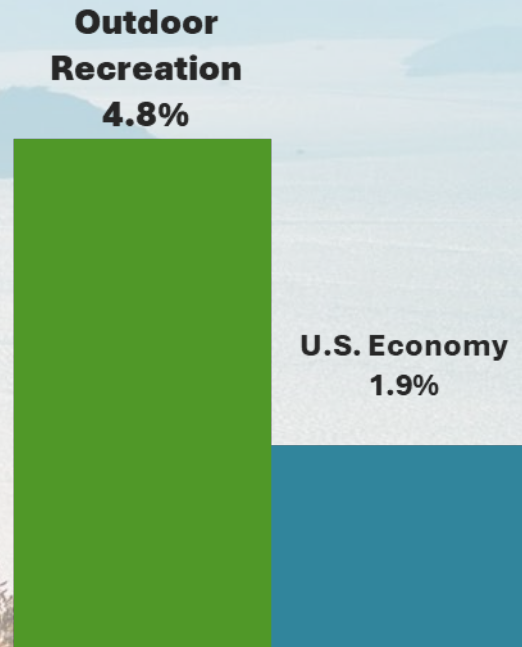


Volusia County  
Economic Development  
3rd Quarter 2024 Update:  
November 2024

# National Outdoor Recreation Economy

## Growth in Outdoor Recreation GDP Compared with U.S. Economy, 2022



## Outdoor Recreation GDP in Perspective

Outdoor Recreation, 2.2% (\$469B)



Food and Beverage Mfg.,  
1.4% (\$307B)

Motor Vehicles,  
Trailers, Parts Mfg.,  
0.9% (\$200B)

Air Transportation,  
0.7% (\$155B)

Performing Arts/  
Spectator Sports,  
0.7% (\$149B)

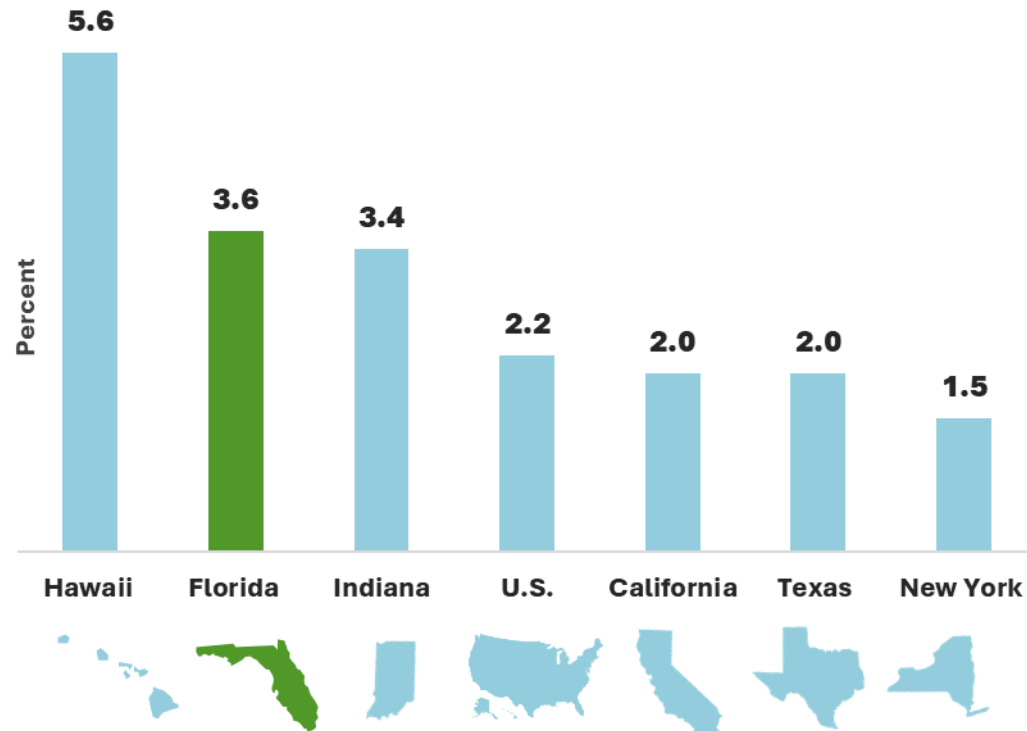
OUTDOOR  
RECREATION  
EMPLOYS

4.9M



# Florida Outdoor Recreation Economy

## Outdoor Recreation GDP Contribution Comparisons by State, 2022



FLORIDA  
OUTDOOR  
RECREATION  
RANKS **7<sup>TH</sup>**  
IN U.S.



# Florida Outdoor Recreation Economy

Florida Outdoor  
Recreation GDP

CONTRIBUTES  
**\$52B**  
TO STATE GDP

State Average  
Annual  
Outdoor  
Expenditure  
Per Resident

**\$1,351**  
ANNUALLY

## Top Outdoor Activities Contributing to GDP

Travel & Tourism	\$20.1	
Amusement parks / water parks	\$5.8	
Boating / fishing	\$4.4	
Multi-use apparel & accessories	\$4.2	
Gov't expenditures	\$2.7	
RVing	\$2.3	
Game areas (incl. golf & tennis)	\$2.2	

Value in billions



Multi-use apparel and accessories includes items such as backpacks and bug spray that cannot be linked to a specific activity.

## Florida Outdoor Recreation Employment by Industries

**Retail trade** 127,319

**Arts, entertainment, and recreation** 120,542

**Accommodation and food services** 101,396

**All other private industries** 72,917

**Government** 21,475

**Manufacturing** 16,648

**Finance, insurance, real estate,  
rental, and leasing** 5,555

FLORIDA  
OUTDOOR  
RECREATION  
EMPLOYS  
**465,853**



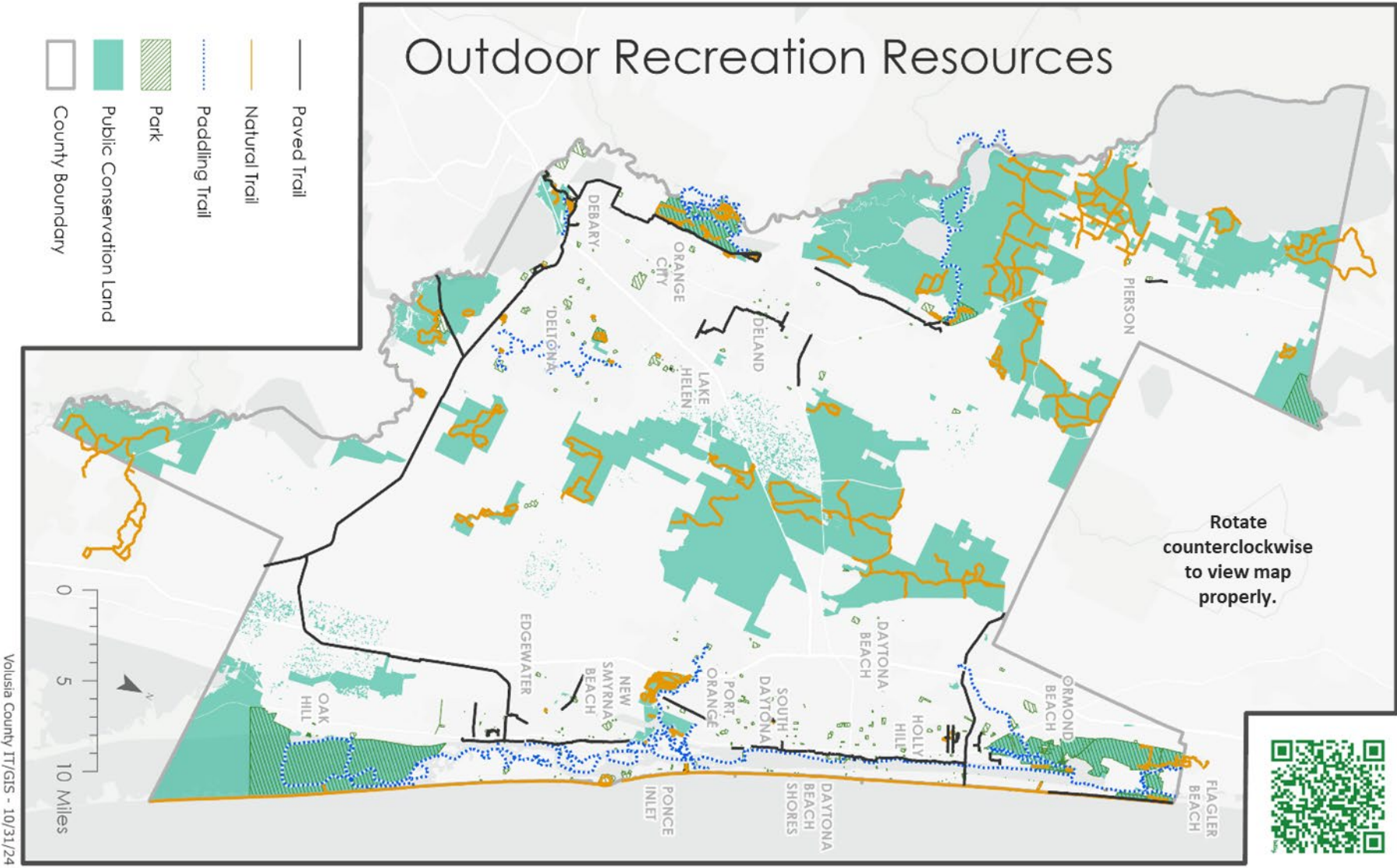
# Volusia County Outdoor Recreation Activity Spending



## Resident & Visitor Spending



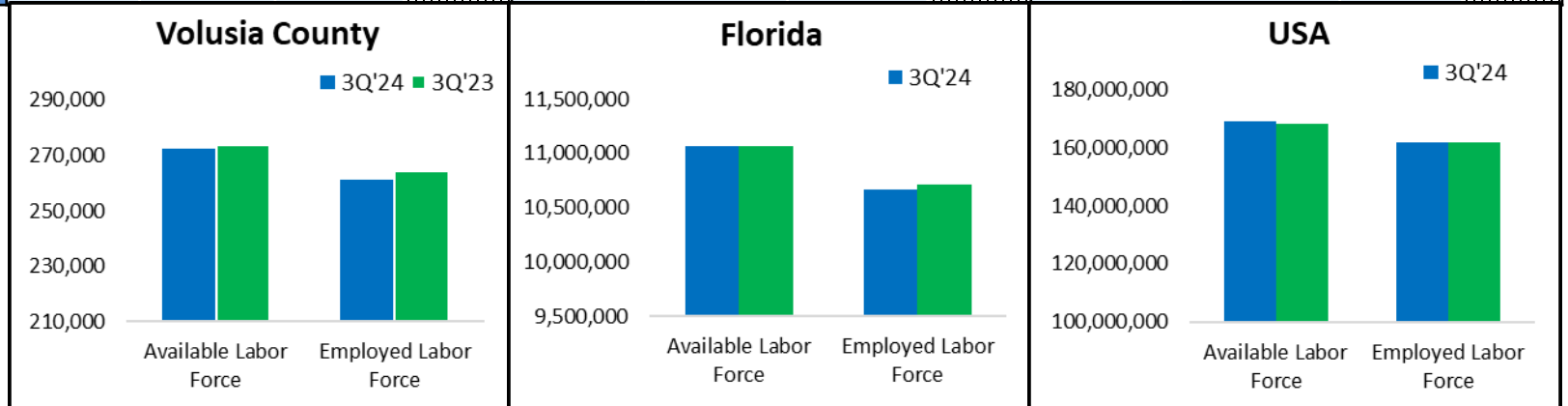
# Volusia County Outdoor Recreation Resources Map



View the Interactive Map with this QR Code.

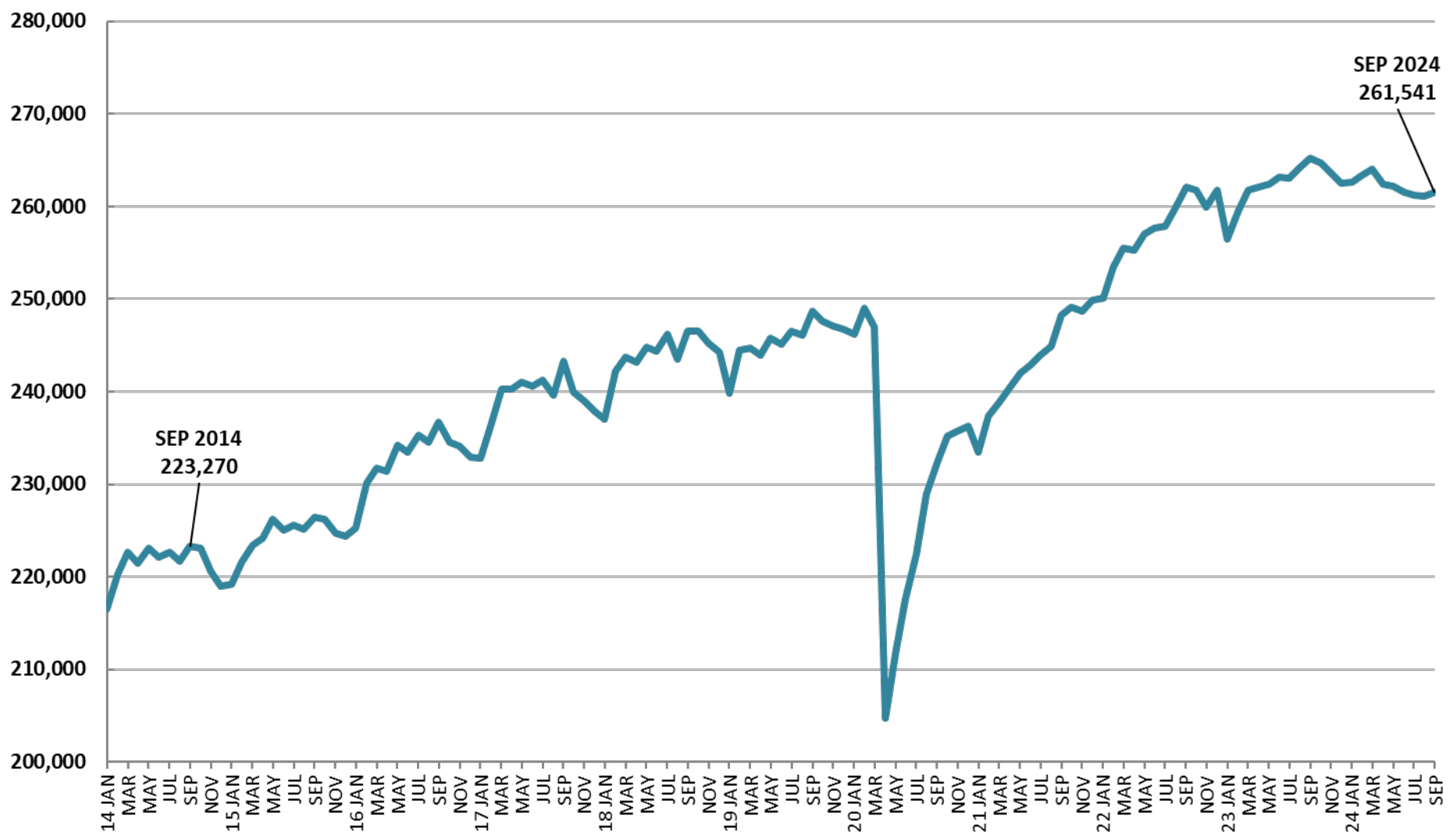
# Volusia County, Florida & U.S.A. Quarterly Labor Statistics

	Volusia County				Florida				USA			
Labor Statistics	3Q'24	3Q'23	Net Change	% Change	3Q'24	3Q'23	Net Change	% Change	3Q'24	3Q'23	Net Change	% Change
Available Labor Force	272,258	273,819	-1,561	-0.6%	11,064,333	11,065,333	-1,000	0.0%	169,018,333	168,040,333	978,000	0.6%
Employed Labor Force	261,285	264,190	-2,904	-1.1%	10,662,333	10,714,000	-51,667	-0.5%	161,810,667	161,692,667	118,000	0.1%
Unemployed Labor Force	10,973	9,629	1,343	12.2%	402,000	351,333	50,667	12.6%	7,208,000	6,348,000	860,000	11.9%
Unemployment Rate	4.0%	3.5%	-0.5%		3.6%	3.2%	-0.5%		4.3%	3.8%	-0.5%	





# Volusia County Employment Trend 2014-2024



Source: Florida Commerce, Local Area Unemployment Statistics (LAUS) program

# Municipal Employment Quarterly Y-o-Y

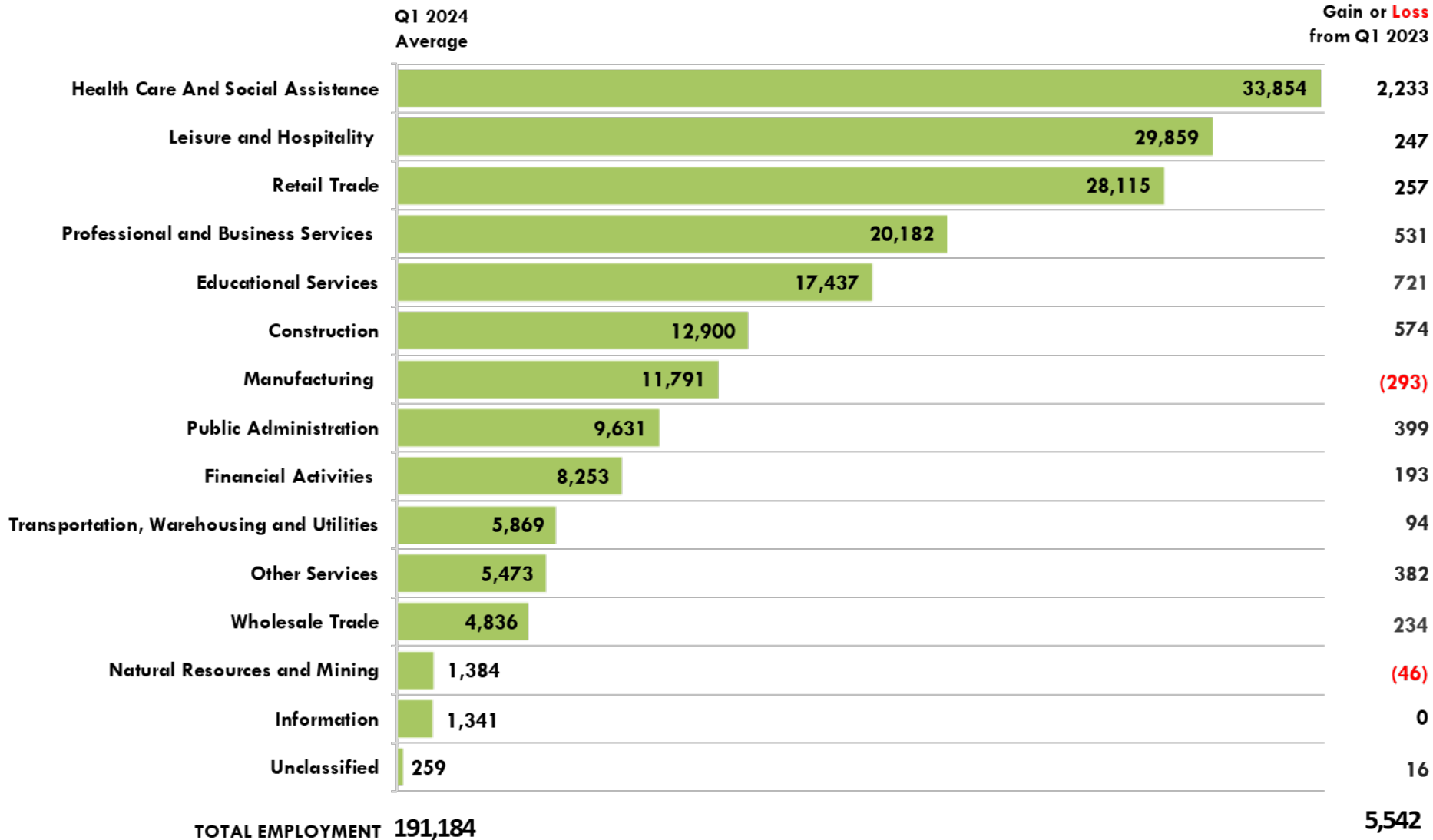
Daytona Beach					Deland					Deltona				
<u>3Q 2024</u>	JUL	AUG	SEP	Avg.	<u>3Q 2024</u>	JUL	AUG	SEP	Avg.	<u>3Q 2024</u>	JUL	AUG	SEP	Avg.
Labor Force	33,409	33,413	33,365	33,396	Labor Force	16,116	16,126	16,111	16,118	Labor Force	47,591	47,451	47,374	47,472
Employment	31,715	31,704	31,756	31,725	Employment	15,410	15,405	15,430	15,415	Employment	45,445	45,429	45,504	45,459
Unemployed	1,694	1,709	1,609	1,671	Unemployed	706	721	681	703	Unemployed	2,146	2,022	1,870	2,013
% Unemployed	5.1%	5.1%	4.8%	5.0%	% Unemployed	4.4%	4.5%	4.2%	4.4%	% Unemployed	4.5%	4.3%	3.9%	4.2%
<u>3Q 2023</u>	JUL	AUG	SEP	Avg.	<u>3Q 2023</u>	JUL	AUG	SEP	Avg.	<u>3Q 2023</u>	JUL	AUG	SEP	Avg.
Labor Force	33,386	33,548	33,570	33,501	Labor Force	16,172	16,273	16,259	16,235	Labor Force	47,504	47,771	47,821	47,699
Employment	31,943	32,083	32,206	32,077	Employment	15,521	15,589	15,649	15,586	Employment	45,773	45,973	46,149	45,965
Unemployed	1,443	1,465	1,364	1,424	Unemployed	651	684	610	648	Unemployed	1,731	1,798	1,672	1,734
% Unemployed	4.3%	4.4%	4.1%	4.3%	% Unemployed	4.0%	4.2%	3.8%	4.0%	% Unemployed	3.6%	3.8%	3.5%	3.6%

# Municipal Employment Quarterly Y-o-Y

New Smyrna Beach					Ormond Beach					Port Orange				
<u>3Q 2024</u>	JUL	AUG	SEP	Avg.	<u>3Q 2024</u>	JUL	AUG	SEP	Avg.	<u>3Q 2024</u>	JUL	AUG	SEP	Avg.
Labor Force	13,087	13,076	13,120	13,094	Labor Force	21,077	21,026	21,113	21,072	Labor Force	33,906	33,810	33,869	33,862
Employment	12,575	12,571	12,592	12,579	Employment	20,268	20,260	20,294	20,274	Employment	32,677	32,665	32,719	32,687
Unemployed	512	505	528	515	Unemployed	809	766	819	798	Unemployed	1,229	1,145	1,150	1,175
% Unemployed	3.9%	3.9%	4.0%	3.9%	% Unemployed	3.8%	3.6%	3.9%	3.8%	% Unemployed	3.6%	3.4%	3.4%	3.5%
<u>3Q 2023</u>	JUL	AUG	SEP	Avg.	<u>3Q 2023</u>	JUL	AUG	SEP	Avg.	<u>3Q 2023</u>	JUL	AUG	SEP	Avg.
Labor Force	13,130	13,219	13,265	13,205	Labor Force	21,050	21,179	21,292	21,174	Labor Force	33,923	34,128	34,204	34,085
Employment	12,666	12,721	12,770	12,719	Employment	20,413	20,503	20,581	20,499	Employment	32,912	33,056	33,183	33,050
Unemployed	464	498	495	486	Unemployed	637	676	711	675	Unemployed	1,011	1,072	1,021	1,035
% Unemployed	3.5%	3.8%	3.7%	3.7%	% Unemployed	3.0%	3.2%	3.3%	3.2%	% Unemployed	3.0%	3.1%	3.0%	3.0%



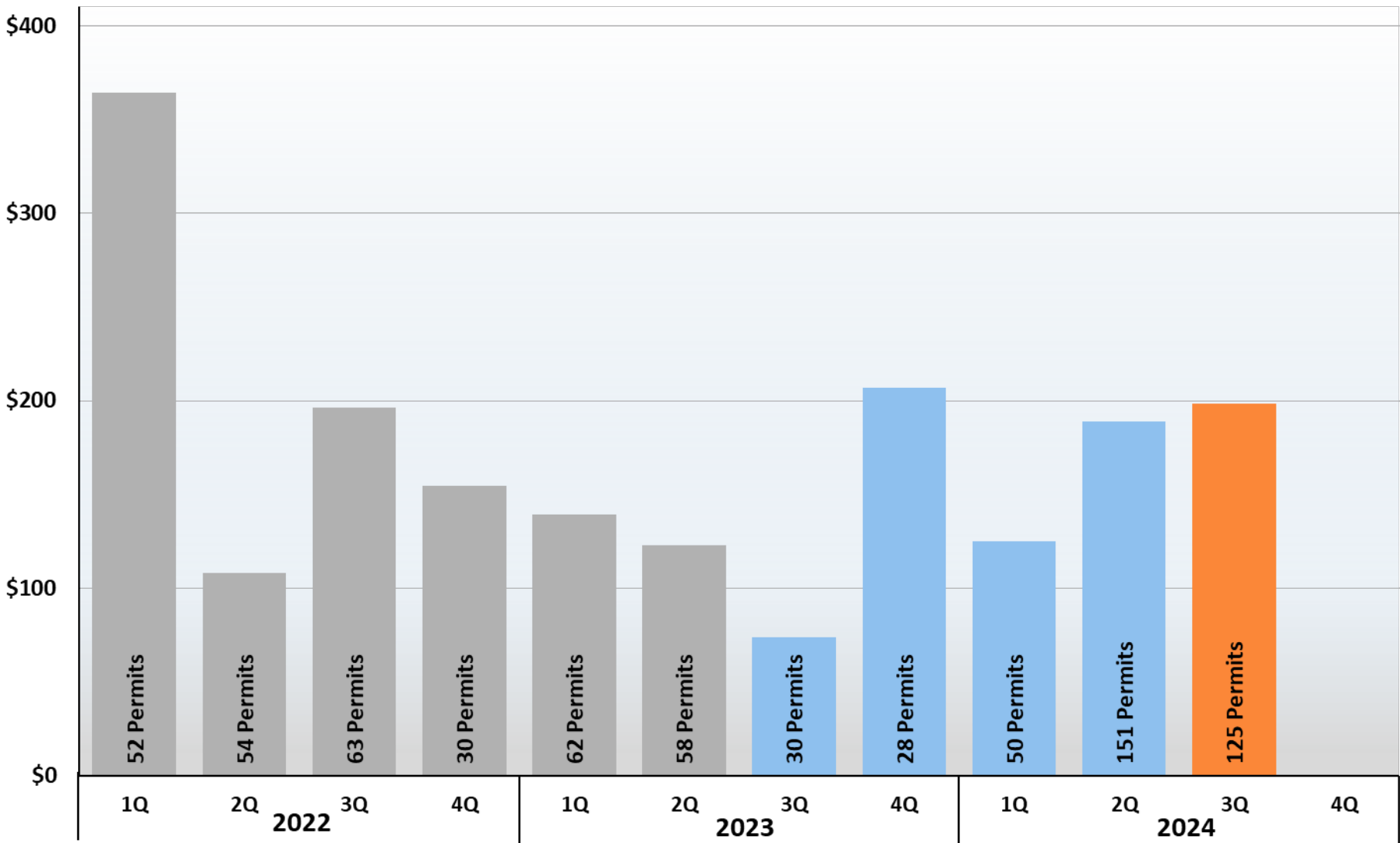
# Employment by Major Industry



# Volusia County Commercial New Construction Building Permits



Permit Value (millions)



**Note:** 1Q2022 includes \$228 million for Amazon at 2519 Bellevue Ave, Daytona Beach  
**Source:** City and County permit offices reporting new construction activity.

# Volusia County Commercial New Construction Building Permits

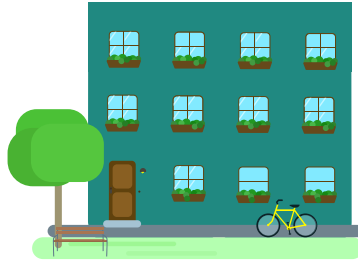
MUNICIPALITIES	3Q 2023 Permits	3Q 2023 \$ Value	4Q 2023 Permits	4Q 2023 \$ Value	1Q 2024 Permits	1Q 2024 \$ Value	2Q 2024 Permits	2Q 2024 \$ Value	3Q 2024 Permits	3Q 2024 \$ Value
Daytona Beach	8	\$23,421,881	5	\$91,968,109	8	\$22,070,005	40	\$134,338,326	16	\$101,846,128
Daytona Beach Shores	1	\$215,000	0	\$0	0	\$0	0	\$0	0	\$0
DeBary	0	\$0	0	\$0	2	\$1,778,000	1	\$109,000	0	\$0
DeLand	1	\$1,375,084	5	\$12,076,768	23	\$32,221,057	49	\$21,065,331	72	\$24,216,892
Deltona	2	\$1,805,874	2	\$8,985,116	2	\$1,351,516	2	\$1,268,513	0	\$0
Edgewater	1	\$1,800,000	3	\$3,870,526	3	\$1,839,000	52	\$15,600,204	20	\$6,645,570
Holly Hill	0	\$0	1	\$3,375,700	2	\$1,237,586	1	\$10,000,000	3	\$11,070,000
Lake Helen	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
New Smyrna Beach	3	\$25,596,675	3	\$42,688,532	0	\$0	1	\$600,000	1	\$98,850
Oak Hill	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Orange City	0	\$0	0	\$0	0	\$0	2	\$2,297,197	0	\$0
Ormond Beach	2	\$1,540,000	4	\$23,061,542	1	\$34,000,000	2	\$1,813,006	1	\$1,600,000
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	11	\$17,306,474	4	\$20,250,838	7	\$16,302,411	1	\$1,360,000	8	\$21,384,144
South Daytona	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Unincorporated	1	\$409,450	1	\$242,312	2	\$14,200,302	0	\$0	4	\$31,108,000
<b>Totals for Quarter</b>	<b>30</b>	<b>\$73,470,438</b>	<b>28</b>	<b>\$206,519,443</b>	<b>50</b>	<b>\$124,999,877</b>	<b>151</b>	<b>\$188,451,577</b>	<b>125</b>	<b>\$197,969,584</b>

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



# Q3 Sector Highlights - New Commercial Construction

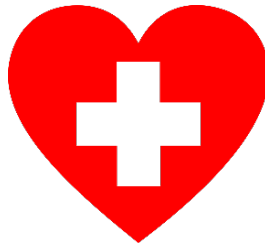
Multi-Family  
**\$101.3M**



Retail/Storage/  
Other Services  
**\$55.9M**



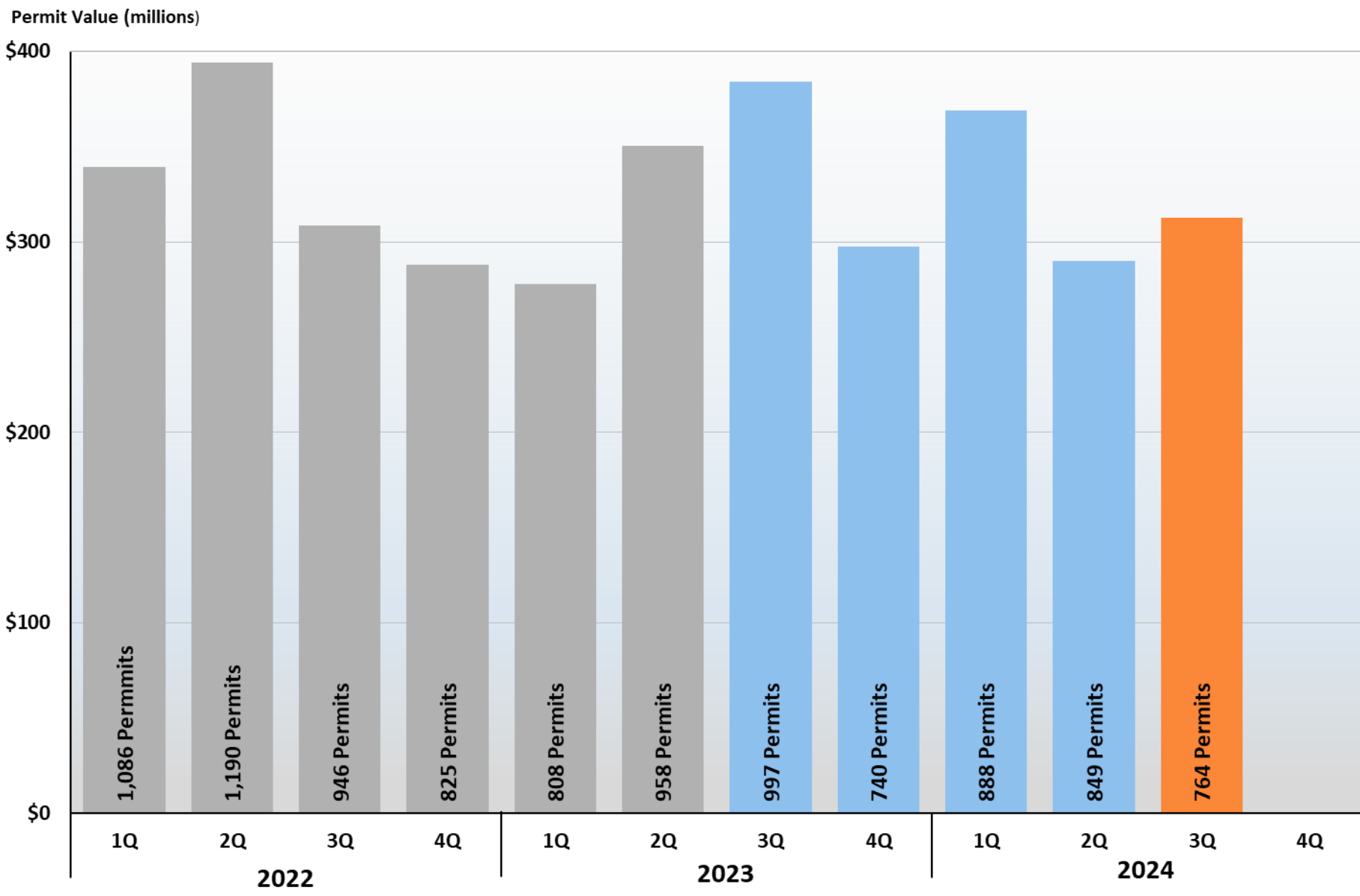
Healthcare  
**\$11.5M**



Leisure &  
Hospitality  
**\$3.6M**



# Volusia County Residential New Construction Building Permits



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

# Volusia County Residential New Construction Building Permits

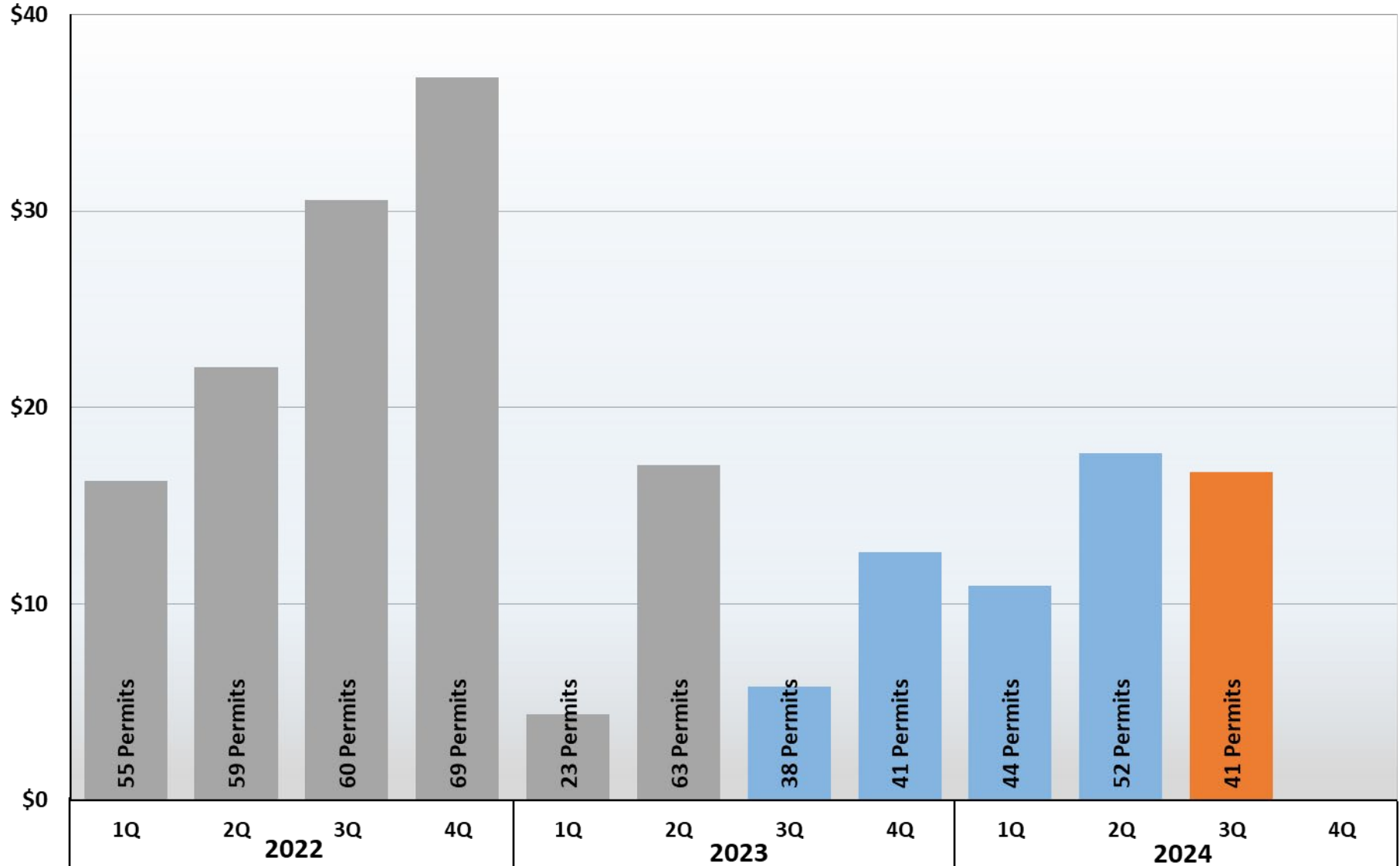
MUNICIPALITIES	3Q 2023 Permits	3Q 2023 \$ Value	4Q 2023 Permits	4Q 2023 \$ Value	1Q 2024 Permits	1Q 2024 \$ Value	2Q 2024 Permits	2Q 2024 \$ Value	3Q 2024 Permits	3Q 2024 \$ Value
Daytona Beach	256	\$108,804,667	178	\$73,720,138	356	\$155,345,891	227	\$92,842,229	196	\$76,366,070
Daytona Beach Shores	1	\$543,115	0	\$0	1	\$599,400	1	\$840,000	0	\$0
DeBary	52	\$25,075,239	32	\$12,973,335	25	\$10,663,928	18	\$8,793,590	70	\$31,321,241
DeLand	177	\$47,987,091	135	\$45,188,243	105	\$39,591,757	222	\$41,613,631	141	\$58,190,859
Deltona	116	\$46,254,598	116	\$49,252,370	32	\$13,867,320	40	\$17,108,927	56	\$24,893,661
Edgewater	106	\$44,846,078	49	\$21,604,607	86	\$30,272,526	66	\$30,218,865	40	\$18,198,389
Holly Hill	0	\$0	0	\$0	4	\$710,325	35	\$3,871,400	26	\$3,004,440
Lake Helen	1	\$365,547	2	\$686,317	3	\$1,062,043	4	\$1,116,034	3	\$1,527,541
New Smyrna Beach	36	\$10,053,806	66	\$15,513,443	48	\$16,447,420	24	\$5,184,109	31	\$8,868,051
Oak Hill	3	\$677,985	3	\$1,079,220	2	\$518,455	6	\$1,547,140	2	\$497,180
Orange City	34	\$11,432,000	26	\$9,218,915	32	\$11,730,246	6	\$1,886,172	16	\$5,431,785
Ormond Beach	4	\$2,116,853	10	\$4,924,352	39	\$16,591,072	35	\$14,792,949	38	\$14,606,608
Pierson	0	\$0	0	\$0	1	\$425,000	0	\$0	0	\$0
Ponce Inlet	1	\$454,630	4	\$6,233,595	4	\$3,297,000	1	\$500,000	0	\$0
Port Orange	24	\$10,948,051	23	\$12,580,252	27	\$14,892,985	33	\$14,766,910	21	\$12,237,361
South Daytona	1	\$233,000	1	\$390,000	17	\$2,051,335	8	\$825,000	9	\$1,880,101
Unincorporated	185	\$74,141,999	95	\$43,731,675	106	\$50,957,201	123	\$54,091,518	115	\$55,294,556
Totals for Quarter	997	\$383,934,659	740	\$297,096,461	888	\$369,023,904	849	\$289,998,475	764	\$312,317,843

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



# Volusia County Commercial Redevelopment Permits

Permit Value (millions)



**Note:** Only redevelopment permits valued at \$10,000 or higher are shown.

**Source:** City and County permit offices reporting redevelopment activity.

# Volusia County Commercial Redevelopment Permits

MUNICIPALITIES	3Q 2023 Permits	3Q 2023 \$ Value	4Q 2023 Permits	4Q 2023 \$ Value	1Q 2024 Permits	1Q 2024 \$ Value	2Q 2024 Permits	2Q 2024 \$ Value	3Q 2024 Permits	3Q 2024 \$ Value
Daytona Beach	2	\$593,000	2	\$537,500	5	\$1,011,488	3	\$494,500	1	\$6,401,056
Daytona Beach Shores	0	\$0	2	\$2,669,985	0	\$0	0	\$0	0	\$0
DeBary	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
DeLand	19	\$1,713,038	16	\$6,099,418	11	\$4,085,239	19	\$5,709,424	21	\$4,536,211
Deltona	0	\$0	1	\$12,000	1	\$16,800	0	\$0	3	\$351,595
Edgewater	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Holly Hill	0	\$0	1	\$55,633	0	\$0	2	\$5,090,000	0	\$0
Lake Helen	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
New Smyrna Beach	11	\$1,318,228	13	\$1,503,567	18	\$1,489,732	9	\$856,897	6	\$1,903,233
Oak Hill	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Orange City	0	\$0	0	\$0	0	\$0	1	\$876,000	0	\$0
Ormond Beach	2	\$1,403,105	6	\$1,764,000	9	\$4,339,600	9	\$2,727,062	10	\$3,514,401
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	\$741,450	0	\$0	0	\$0	8	\$1,791,748	0	\$0
South Daytona	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Unincorporated	0	\$0	0	\$0	0	\$0	1	\$150,000	0	\$0
<b>Totals for Quarter</b>	<b>38</b>	<b>\$5,768,821</b>	<b>41</b>	<b>\$12,642,103</b>	<b>44</b>	<b>\$10,942,859</b>	<b>52</b>	<b>\$17,695,631</b>	<b>41</b>	<b>\$16,706,496</b>

**Note:** Only redevelopment permits valued at \$10,000 or higher are shown.

**Source:** City and County permit offices reporting redevelopment activity.

# VOLUSIA COUNTY ECONOMIC DEVELOPMENT



## It's our business to help your business grow.

**Volusia County Economic Development** is a free resource available to businesses in Volusia County needing assistance with business planning in the areas of:

- Top line revenue growth
- Hiring and training
- Financing/loan opportunities
- Product/facility improvements
- Supply chain issues

The Division specializes in assisting manufacturing and knowledge-based companies with high growth potential that require capital investment (i.e. corporate headquarters, research and development facilities, etc.) and are in targeted industries such as aviation and aerospace, clean tech, financial/professional services, homeland security/defense, infotech, and life sciences.

The division is a partner with Volusia County's municipalities, educational institutions, chambers of commerce, and economic development stakeholders to promote the growth of new jobs in their communities.

Call our office or visit our website **FloridaBusiness.org** for detailed information about available services.

Report published quarterly by Volusia County Economic Development  
Daytona Beach International Airport, 700 Catalina Drive, Suite 200, Daytona Beach, FL 32114  
phone: 386.248.8048 or 800.554.3801  
FloridaBusiness.org

