



Volusia County
Economic Development
Fourth Quarter 2016 Update:
February 3, 2017

Introduction by County Chair, Ed Kelley

The Volusia County Council is pleased to present the most recent economic indicators that impact our county. We trust this information will be of value to you in your day-to-day business planning.

Economic Development is a "team sport" in Volusia County. It is essential that public and private sectors work arm in arm as we seek to promote economic prosperity in our community.

Since the first quarter of 2008, the county's Economic Development Division has hosted an economic update breakfast that we call our "Q" meetings. As we all work together to achieve our economic objectives, it's essential that we understand the economic indicators that influence our decisions.

The purpose of the "Q" briefings is to share this information with business leaders and decision-makers to enhance awareness of important economic facts.

The "Q" meetings are also an opportunity to network, share ideas, and build relationships.

The Economic Development Division has other economic data that is available to you. Please do not hesitate to seek our assistance.

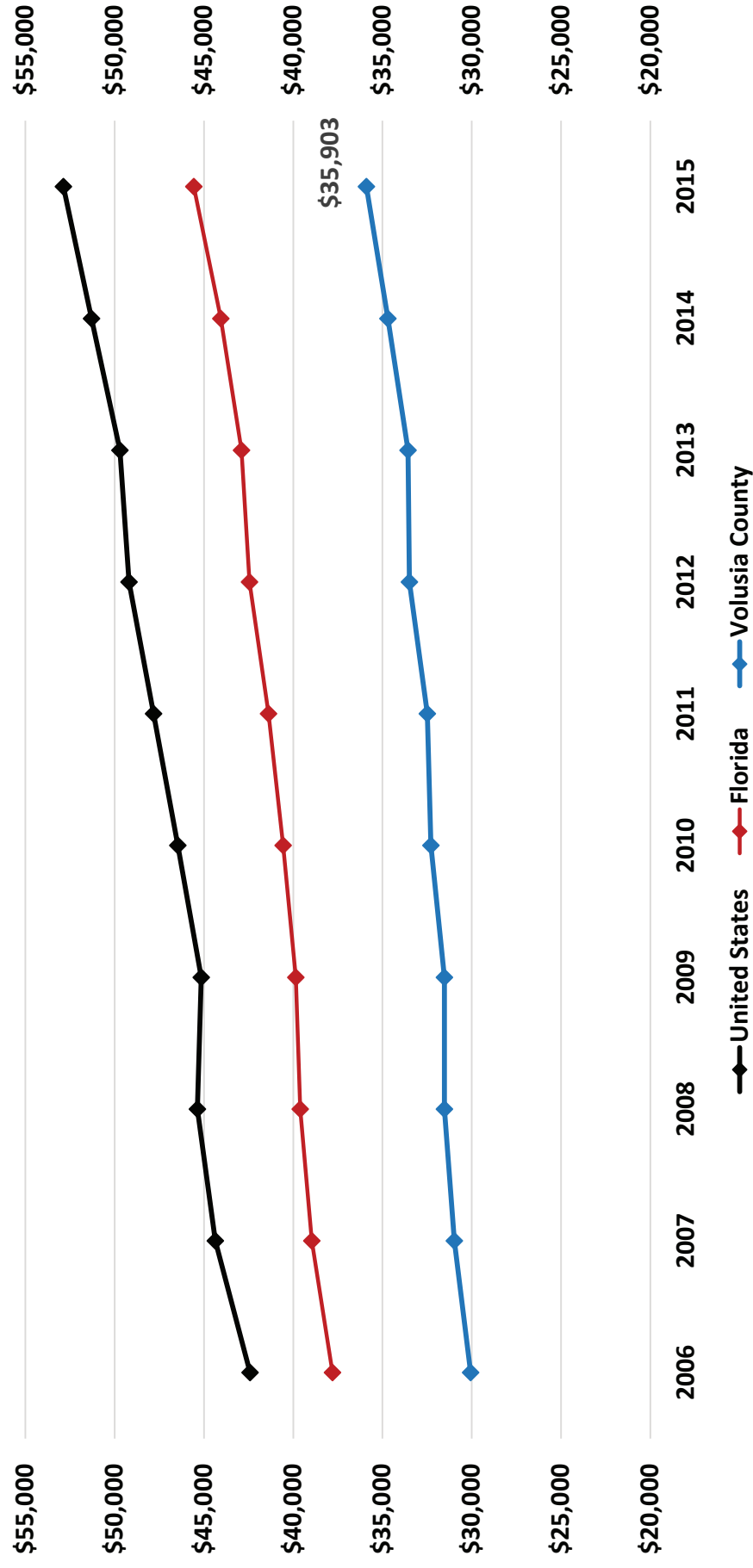
We welcome your input and participation in today's "Q" briefing.



Ed Kelley

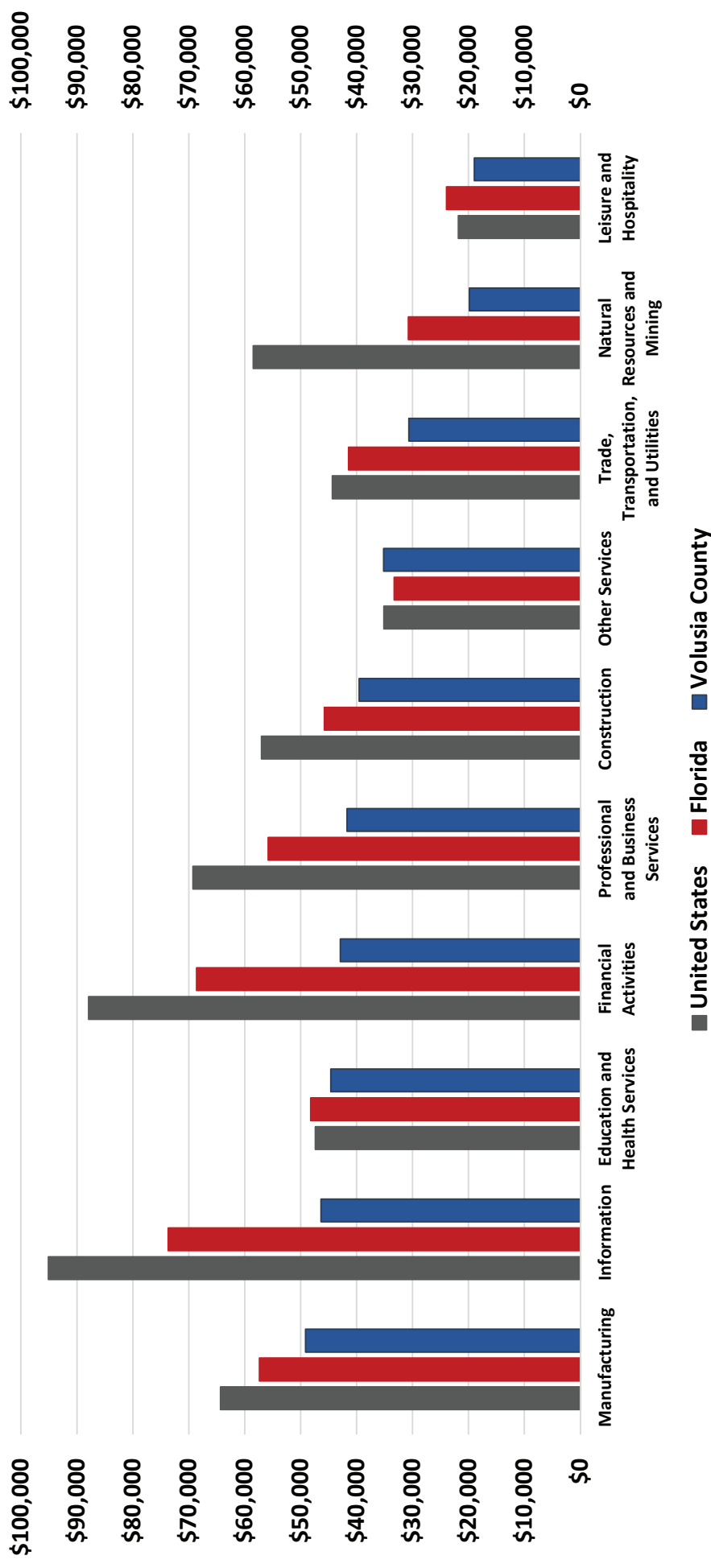
Ed Kelley and members of the Volusia County Council

Private Industry Annual Average Wage Trends



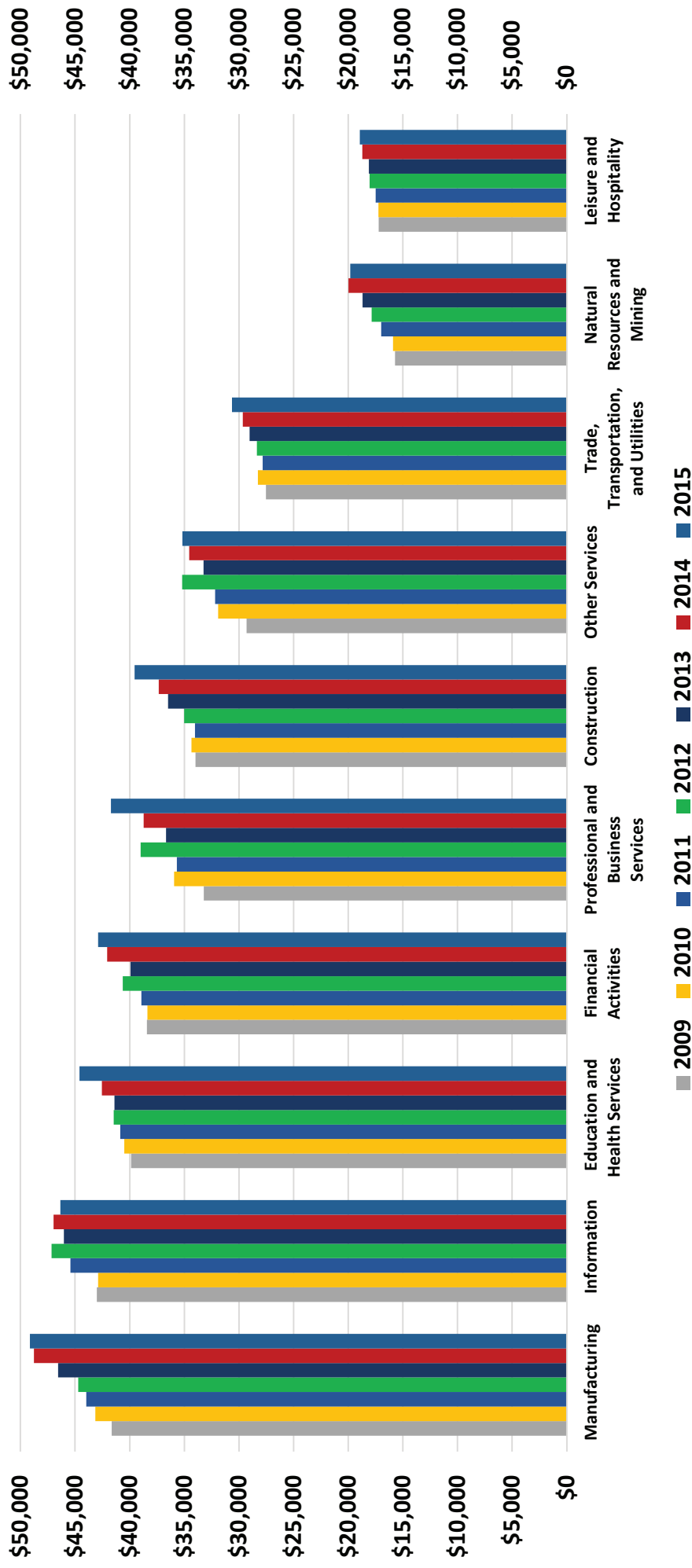
Source: Florida Department of Economic Opportunity, Quarterly Census of Employment and Wages, Released October 2016

Private Industry Annual Average Wage Comparison



Source: Florida Department of Economic Opportunity, Quarterly Census of Employment and Wages, Released October 2016

Volusia County Private Industry Annual Average Wage Trends



Source: Florida Department of Economic Opportunity, Quarterly Census of Employment and Wages, Released October 2016

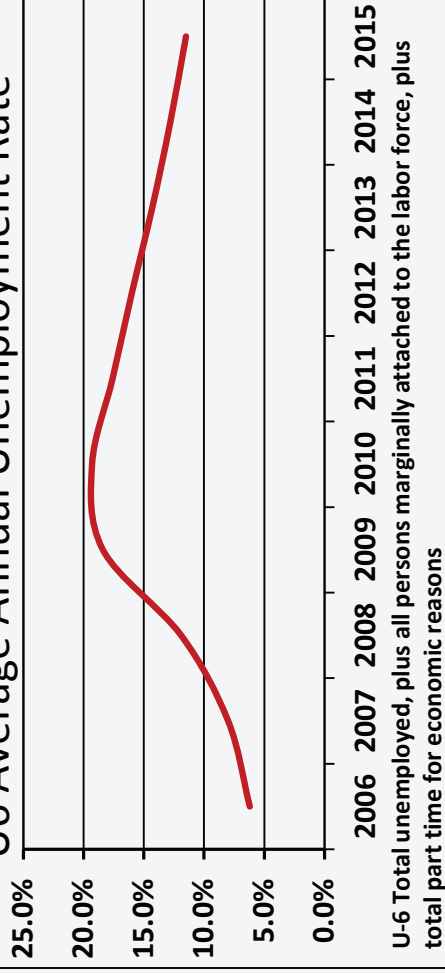
Fourth Quarter 2016 Labor Statistics (Not Seasonally Adjusted)

Labor Force				
	4 th Qtr 2016	4 th Qtr 2015	Net Change	% Change
Volusia County	248,130	239,245	8,884	3.7
Florida	9,901,333	9,696,000	205,333	2.1
US	159,400,667	157,299,333	2,101,333	1.3

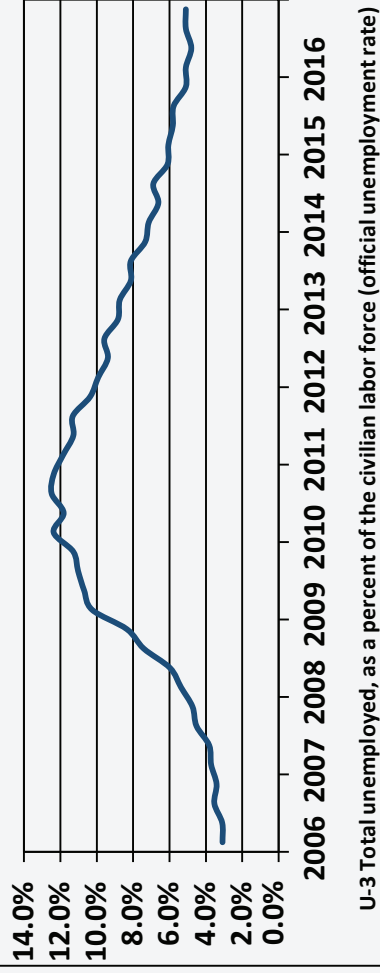
Unemployment				
	4 th Qtr 2016	4 th Qtr 2015	Net Change	% Change
Volusia County	12,654	12,383	271	2.2
Florida	477,333	480,000	-2,667	-0.6
US	7,227,667	7,570,667	-343,000	-4.5

Unemployment Rate		
	4 th Qtr 2016	4 th Qtr 2015
Volusia County	5.1	5.2
Florida	4.8	4.9
US	4.5	4.8

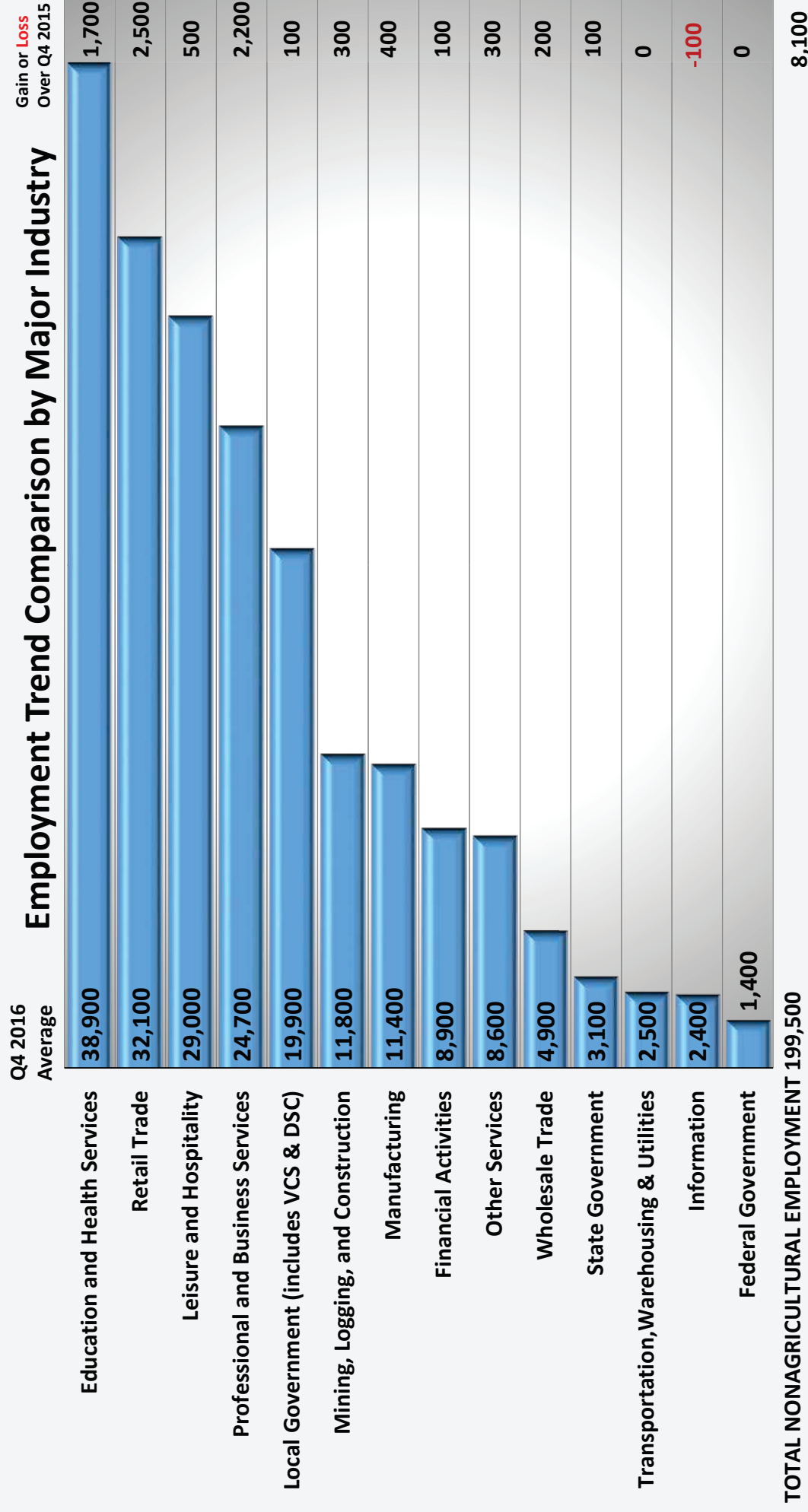
State of Florida U6 Average Annual Unemployment Rate



Volusia County U3 Unemployment Rate by Quarter



Source: Florida Department of Economic Opportunity (DEO), Local Area Unemployment Statistics Program (LAUS)



Source: Florida Department of Economic Opportunity (DEO), Current Employment Statistics (CES) Deltona-Daytona Beach-Ormond Beach MSA

Volusia County					Daytona Beach					DeLand				
4th QTR 2016	OCT	NOV	DEC	Average	4th QTR 2016	OCT	NOV	DEC	Average	4th QTR 2016	OCT	NOV	DEC	Average
Labor Force	248,914	248,202	247,273	248,130	Labor Force	30,352	30,274	30,215	30,280	Labor Force	13,210	13,176	13,108	13,165
Employment	236,195	235,327	234,905	235,476	Employment	28,501	28,396	28,345	28,414	Employment	12,494	12,448	12,426	12,456
Unemployment	12,719	12,875	12,368	12,654	Unemployment	1,851	1,878	1,870	1,866	Unemployment	716	728	682	709
% Unemployed	5.1	5.2	5	5.1	% Unemployed	6.1	6.2	6.2	6.2	% Unemployed	5.4	5.5	5.2	5.4
4th QTR 2015	OCT	NOV	DEC	Average	4th QTR 2015	OCT	NOV	DEC	Average	4th QTR 2015	OCT	NOV	DEC	Average
Labor Force	239,719	238,846	239,171	239,245	Labor Force	29,206	29,127	29,123	29,152	Labor Force	12,709	12,691	12,667	12,689
Employment	227,013	226,386	227,189	226,863	Employment	27,393	27,317	27,414	27,375	Employment	12,009	11,976	12,018	12,001
Unemployment	12,706	12,460	11,982	12,383	Unemployment	1,813	1,810	1,709	1,777	Unemployment	700	715	649	688
% Unemployed	5.3	5.2	5	5.2	% Unemployed	6.2	6.2	5.9	6.1	% Unemployed	5.5	5.6	5.1	5.4

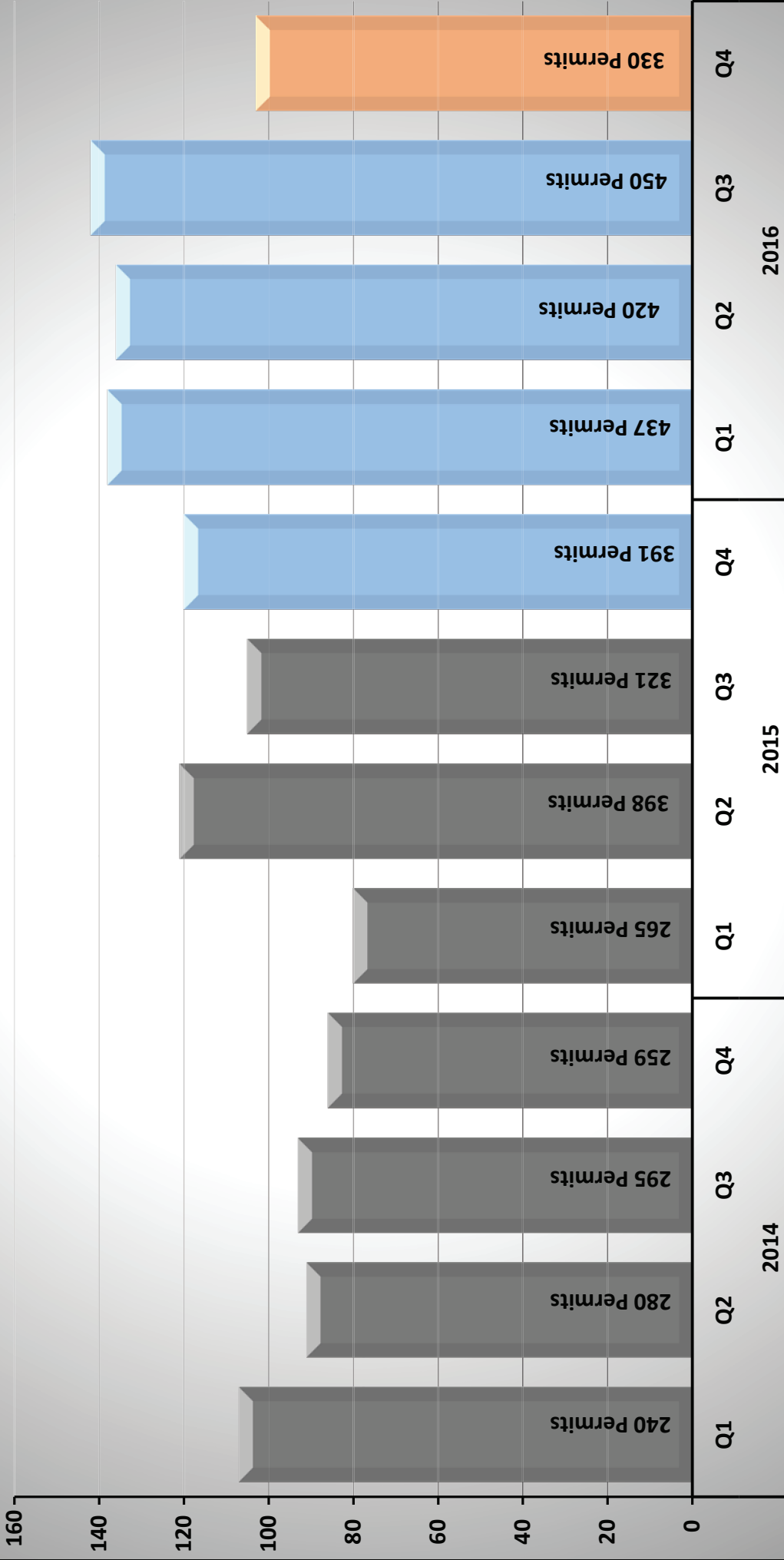
Source: Florida Department of Economic Opportunity (DEO), Local Area Unemployment Statistics (LAUS)

Deltona					Ormond Beach					Port Orange				
4th QTR 2016	OCT	NOV	DEC	Average	4th QTR 2016	OCT	NOV	DEC	Average	4th QTR 2016	OCT	NOV	DEC	Average
Labor Force	44,085	43,957	43,823	43,955	Labor Force	18,895	18,892	18,837	18,875	Labor Force	30,733	30,607	30,496	30,612
Employment	41,886	41,732	41,657	41,758	Employment	17,988	17,922	17,890	17,933	Employment	29,351	29,243	29,191	29,262
Unemployment	2,199	2,225	2,166	2,197	Unemployment	907	970	947	941	Unemployment	1,382	1,364	1,305	1,350
% Unemployed	5.0	5.1	4.9	5.0	% Unemployed	4.8	5.1	5.0	5.0	% Unemployed	4.5	4.5	4.3	4.4
4th QTR 2015	OCT	NOV	DEC	Average	4th QTR 2015	OCT	NOV	DEC	Average	4th QTR 2015	OCT	NOV	DEC	Average
Labor Force	42,544	42,416	42,497	42,486	Labor Force	18,149	18,076	18,129	18,118	Labor Force	29,499	29,394	29,526	29,473
Employment	40,257	40,146	40,288	40,230	Employment	17,289	17,241	17,303	17,278	Employment	28,210	28,132	28,232	28,191
Unemployment	2,287	2,270	2,209	2,255	Unemployment	860	835	826	840	Unemployment	1,289	1,262	1,294	1,282
% Unemployed	5.4	5.4	5.2	5.3	% Unemployed	4.7	4.6	4.6	4.6	% Unemployed	4.4	4.3	4.4	4.4

Source: Florida Department of Economic Opportunity (DEO), Local Area Unemployment Statistics (LAUS)

Volusia County Residential Permit Data by Quarter

Value of Permit \$ Millions



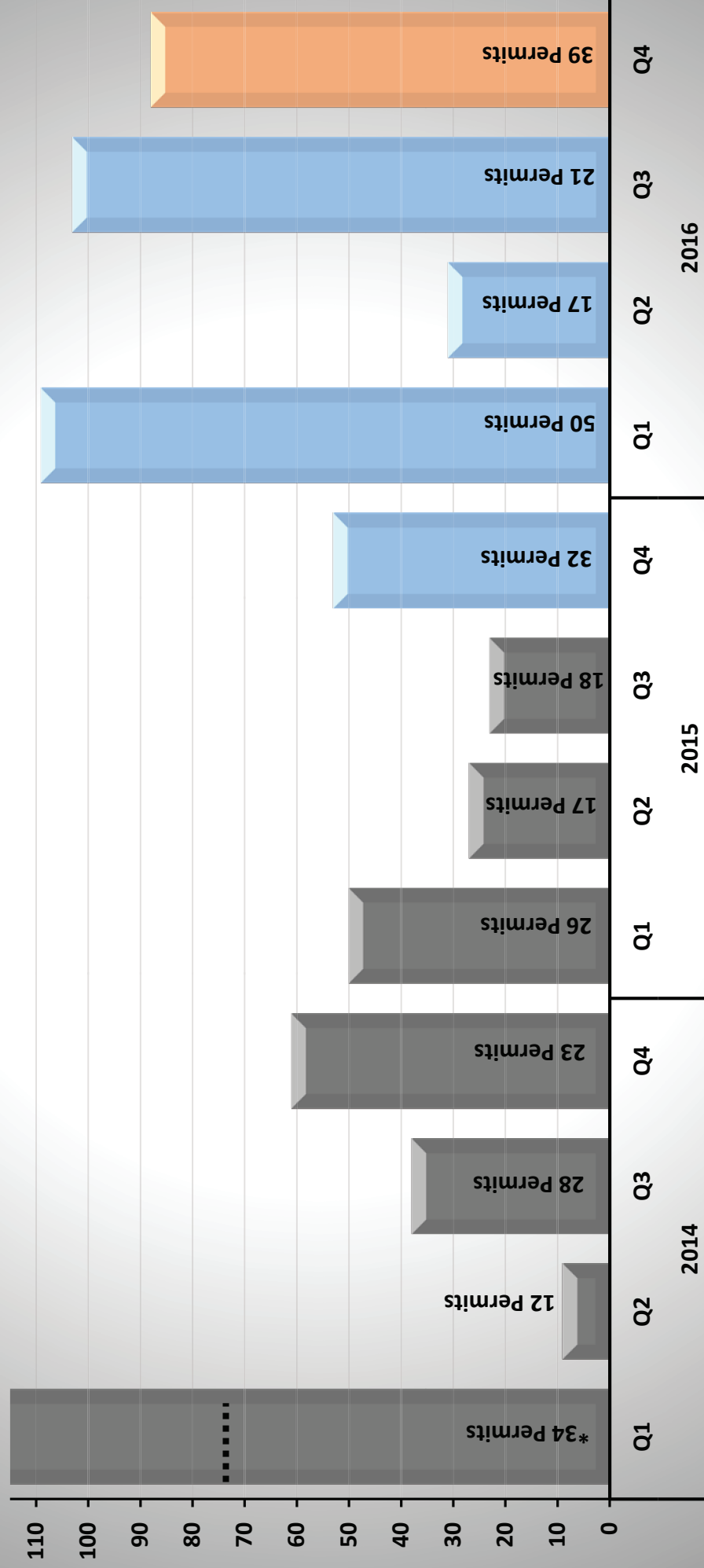
Source: Cities and County Permit offices reporting new construction activity

Volusia County Residential Permit Data										
	4th Qtr 2015		1st Qtr 2016		2nd Qtr 2016		3rd Qtr 2016		4th Qtr 2016	
	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value
DeLand	94	\$30,578,626	96	\$29,265,003	116	\$38,709,509	94	\$30,709,013	70	\$23,081,726
New Smyrna Beach	50	\$16,848,930	74	\$25,095,938	84	\$25,677,361	95	\$31,573,536	66	\$22,391,906
Unincorporated	67	\$20,171,337	97	\$27,559,707	59	\$18,402,853	82	\$25,182,038	73	\$20,929,147
Port Orange	32	\$10,087,004	26	\$8,932,964	13	\$5,009,349	10	\$3,293,661	34	\$10,922,226
Ormond Beach	43	\$16,735,156	34	\$12,380,754	35	\$10,963,711	50	\$16,028,547	31	\$9,075,164
Deltona	15	\$6,000,885	15	\$5,258,174	30	\$14,126,127	40	\$12,081,148	26	\$7,396,822
DeBary	7	\$2,266,091	20	\$7,874,789	14	\$5,626,973	12	\$3,925,542	9	\$3,916,612
Daytona Beach	62	\$13,377,156	38	\$11,014,023	47	\$10,221,053	43	\$11,987,323	11	\$3,628,408
Edgewater	17	\$3,557,862	20	\$4,247,580	8	\$1,546,766	8	\$1,048,615	8	\$1,206,333
Orange City	2	\$529,132	1	\$250,719	2	\$1,147,256	9	\$4,891,716	2	\$576,000
Ponce Inlet	0		9	\$4,680,637	5	\$3,441,264	2	\$1,090,000	0	
Oak Hill	2	\$303,575	5	\$834,725	2	\$311,935	3	\$454,616	0	
Holly Hill	0		1	\$100,000	0		2	\$105,000	0	
Daytona Beach Shores	0		0		1	\$285,000	0		0	
Lake Helen	0		1	\$304,262	4	\$1,025,227	0		0	
Pierson	0		0		0		0		0	
South Daytona	0		0		0		0		0	
Totals for Quarter	391	\$120,455,754	437	\$137,799,275	420	\$136,494,384	450	\$142,370,755	330	\$103,124,344

Cities listed in descending order by \$ value for the most recent quarter
Source: City and County Permit offices reporting new construction activity

Volusia County Commercial Permit Data by Quarter

Value of Permits \$ Millions



Source: Cities and County Permit offices reporting new construction activity
 *Q1 2014 includes a single \$152M permit for Daytona Beach International Speedway
 Note: Q1 & Q3 2016 numbers updated to reflect receipt of additional data

Note: Dotted lines represent permit total excluding the single permit for Daytona Beach International Speedway

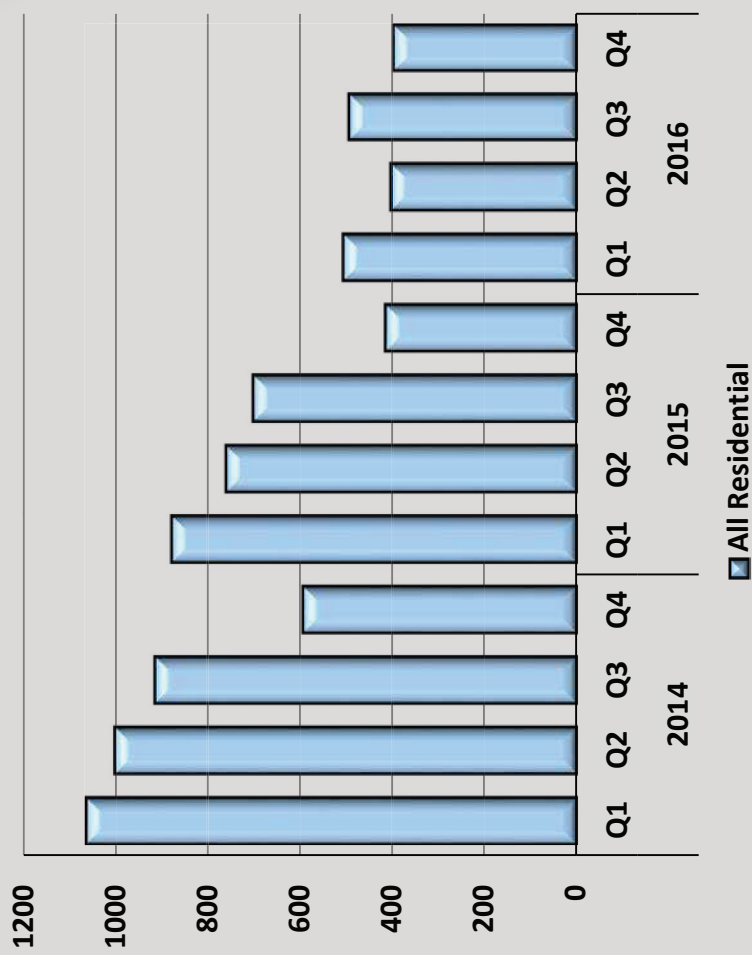
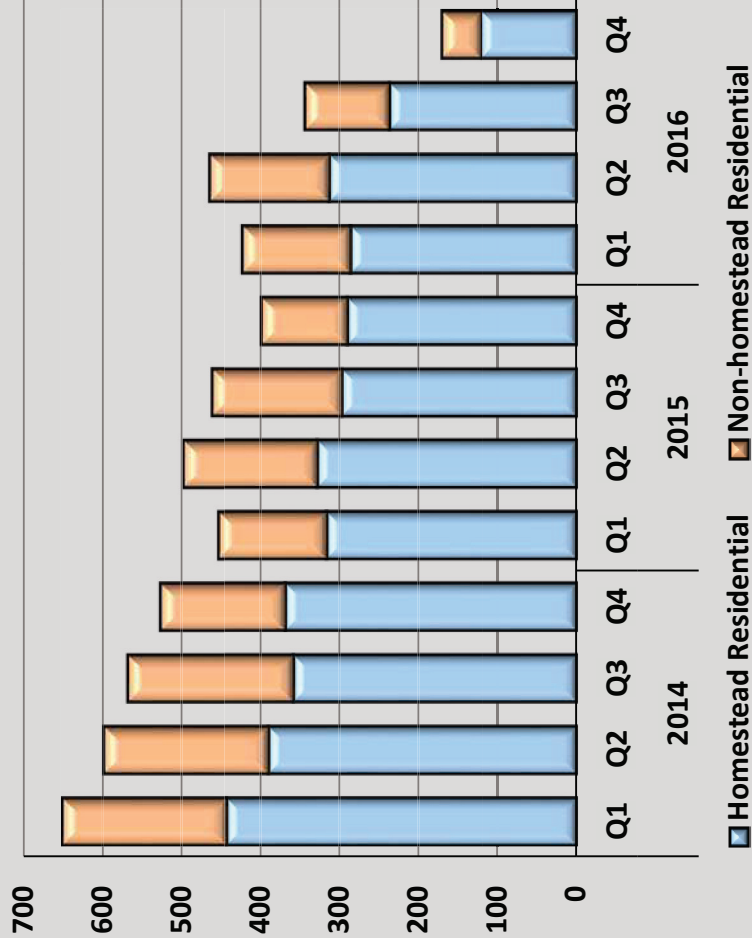
Volusia County Commercial Permit Data										
	4th Qtr 2015		1st Qtr 2016		2nd Qtr 2016		3rd Qtr 2016		4th Qtr 2016	
	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value
Port Orange	2	\$2,135,712	1	\$4,952,522	3	\$2,250,006	0		16	\$33,235,118
DeLand	2	\$6,905,473	2	\$1,202,901	2	\$5,643,000	4	\$12,074,765	3	\$23,794,489
Daytona Beach	21	\$41,728,885	36	\$70,610,940	5	\$19,371,620	5	\$69,284,280	11	\$15,931,369
New Smyrna Beach	2	\$1,275,000	1	\$10,600,000	2	\$1,575,000	4	\$5,131,279	3	\$11,295,942
Ormond Beach	0		5	\$9,126,018	0		2	\$1,277,056	1	\$1,517,106
DeBary	0		0		2	\$1,935,651	0		3	\$1,331,847
Orange City	0		1	\$2,250,000	1	\$363,854	0		1	\$678,000
Holly Hill	3	\$1,255,000	0		1	\$65,000	0		1	\$8,000
Deltona	0		1	\$1,200,000	0		3	\$9,052,299	0	
Unincorporated	1	\$50,000	1	\$218,112	1	\$112,602	1	\$5,000,000	0	
Edgewater	0		0		0		1	\$513,000	0	
Daytona Beach Shores	0		1	\$8,295,000	0		1	\$471,537	0	
Lake Helen	0		0		0		0		0	
Oak Hill	1	\$5,000	1	\$250,000	0		0		0	
Pierson	0		0		0		0		0	
South Daytona	0		0		0		0		0	
Ponce Inlet	0		0		0		0		0	
Totals for Quarter	32	\$53,355,070	50	\$108,705,493	17	\$31,316,733	21	\$102,804,216	39	\$87,791,871

Cities listed in descending order by \$ value for the most recent quarter
Source: City and County Permit offices reporting new construction activity

Number of Residential Foreclosures in Volusia County

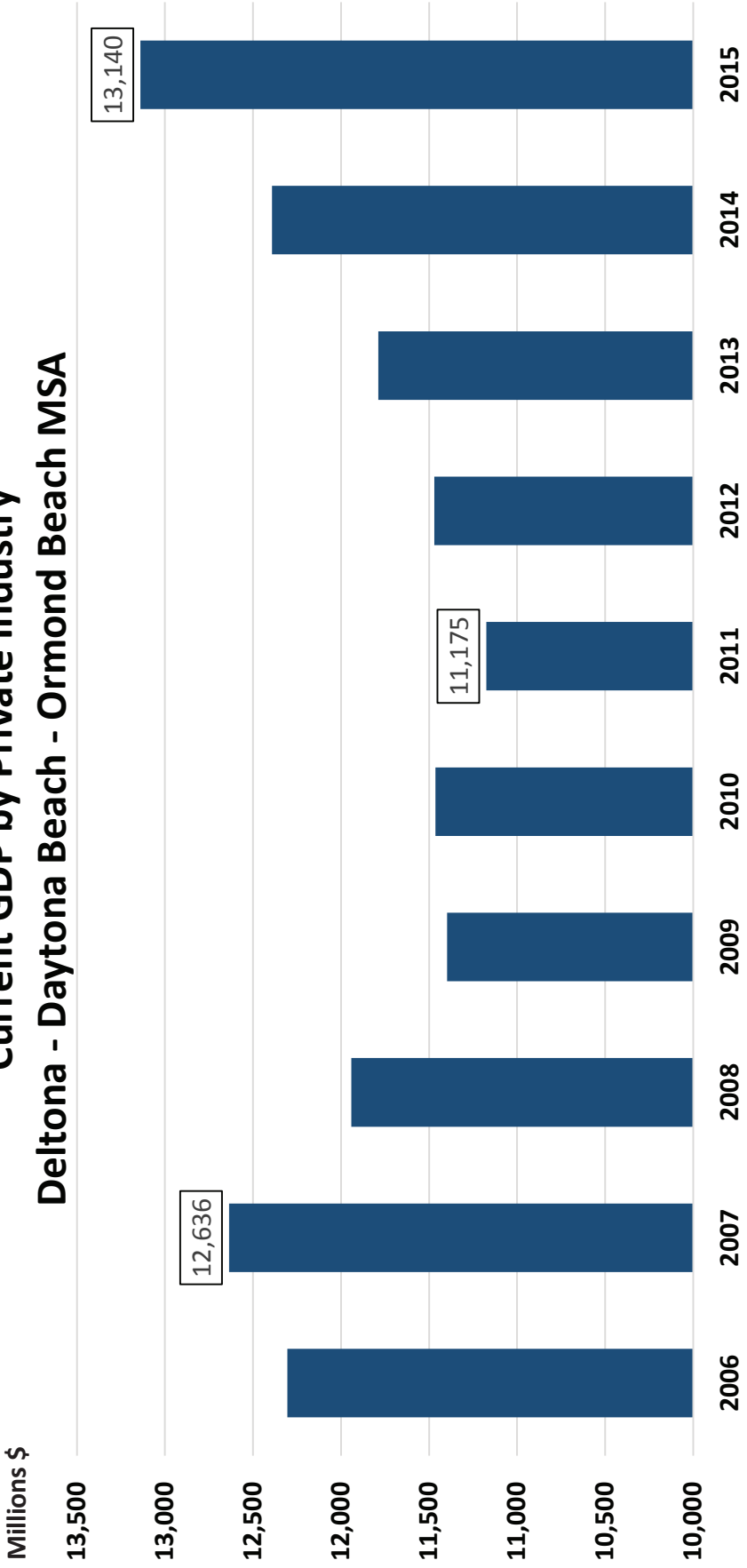
Number of Foreclosures **New Foreclosures**

Number of Sales **Sale of Foreclosed Properties**



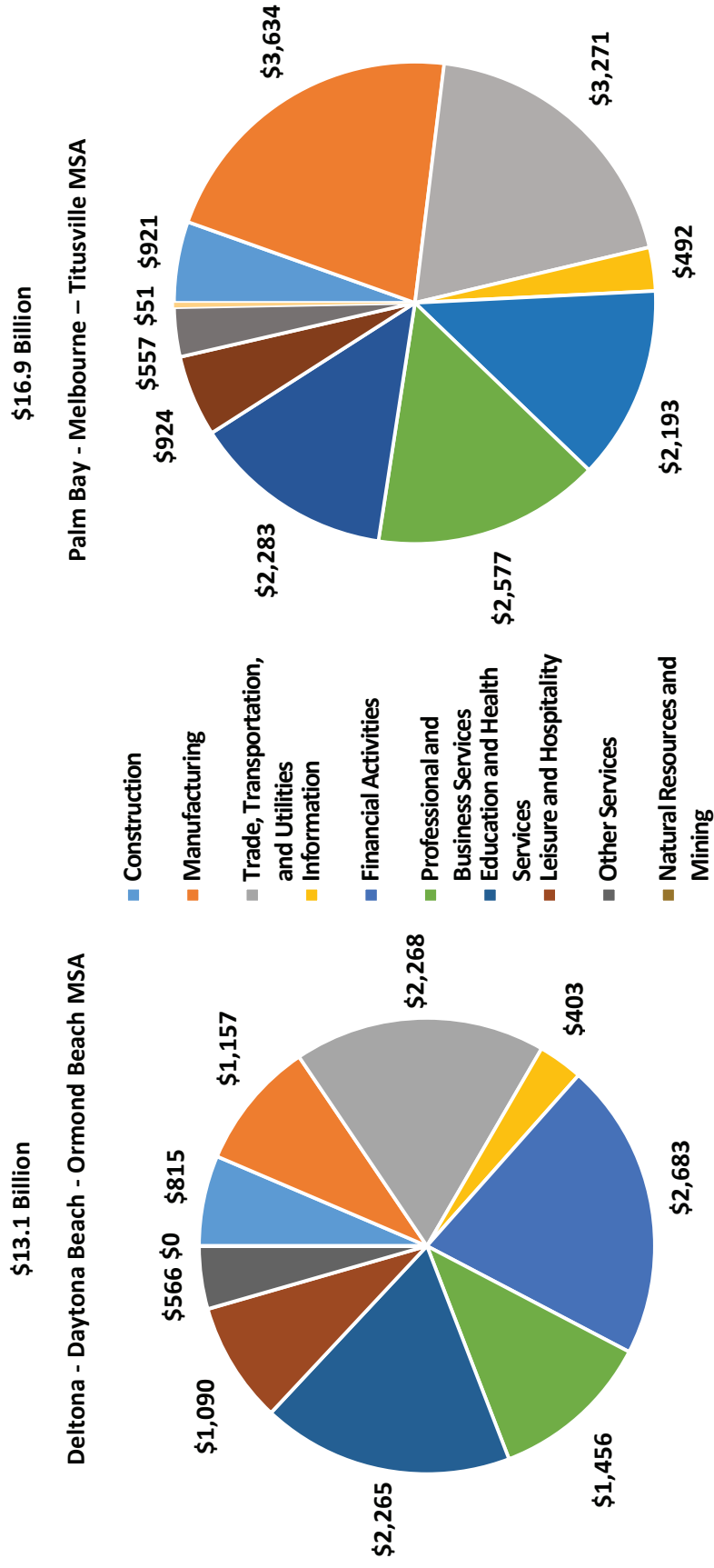
Source: Volusia County Clerk of the Circuit Court, Civil Court Operations

Current GDP by Private Industry
Deltona - Daytona Beach - Ormond Beach MSA



Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Released September 2016

Current GDP by Private Industry



Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Released September 2016
 Note: For our MSA, BEA data does not disaggregate amounts for natural resources, mining, transportation, and utilities subsectors but they are included in the total.

Comparison of GDP and County Characteristics

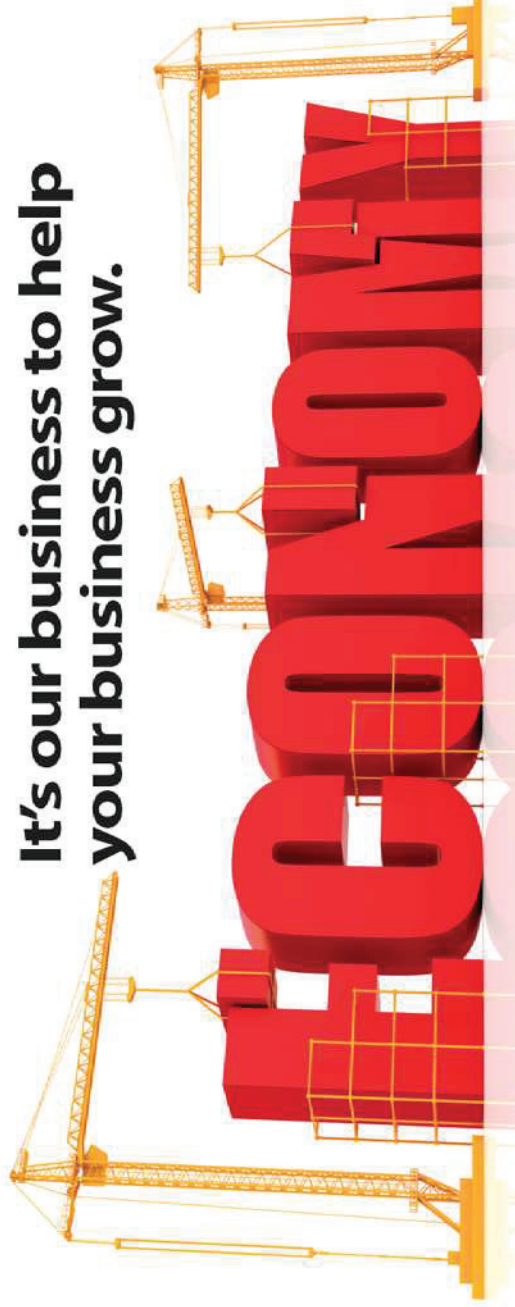
Industry Sector	Volusia GDP in \$ Millions	Brevard GDP in \$Millions
Construction	\$815	\$921
Manufacturing	\$1,157	\$3,634
Trade, Transportation, and Utilities	\$2,268	\$3,271
Information	\$403	\$492
Financial Activities	\$2,683	\$2,193
Professional and Business Services	\$1,456	\$2,577
Education and Health Services	\$2,265	\$2,283
Leisure and Hospitality	\$1,090	\$924
Other Services	\$566	\$557
Natural Resources and Mining	Not published	\$51

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis

Census Quick Facts	Volusia	Brevard
Population	517,887	568,088
Housing Units	256,967	273,096
Median household income	\$41,117	\$48,925
Per Capita income in past 12 months	\$24,026	\$27,571
Population per square mile	449.2	535.0
Land Area in square miles	1,101.03	1,015.66
Seaport	No	Yes
Spaceport	No	Yes
Regional Airport	Yes	Yes

Source: U.S. Census Bureau, Quick Facts

It's our business to help your business grow.



The Volusia County Economic Development Division 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, and
- supply chain issues.

The division specializes in assisting manufacturing and knowledge-based companies with high growth potential who 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 cities and chambers of commerce to promote the growth of new jobs in their communities.

Call our office or visit our web site at **floridabusiness.org** for detailed information about available services.

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Daytona Beach International Airport, 700 Catalina Drive, Suite 200, Daytona Beach, Florida 32114
386.248.8048 or 800.554.3801 **floridabusiness.org**



Economic Development

Quarterly

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First Quarter 2017

Services to begin in 2017

*Collaboration drives creation of Hope Place
to serve homeless children and their families*

HOPE  PLACE



Services to begin in 2017

Collaboration drives creation of Hope Place to serve homeless children and their families

It's not often that a civic problem is addressed, and re-purposes an aging building and brings useful resources to a neighborhood. But such is the case with *Hope Place*, a family center being created to serve homeless students, children and their families. *Hope Place* will pump new life into a long-closed school complex that has been relegated to use for storage and overflow office space.



"*Hope Place* is a 55,000-square foot assistance center that will serve 170 to 200 individuals (35 families plus 32 unaccompanied youth) when construction is completed," according to architect Bill Chapin. It will serve homeless children and their families, but not single homeless adults. Residents will undergo drug screening and criminal background checks before being granted residency.

While *Hope Place* is not a single solution to the complex issue of homelessness in Volusia County, it addresses the compelling conditions faced by homeless students and families with children. It is estimated there are more than 2,300 students in Volusia County schools who are homeless, which imposes a terrible burden of uncertainty and hunger upon them.

Hope Place is the result of a shared vision of Volusia County Government, Halifax Urban Ministries (HUM) and local business executive and philanthropist Forough Hosseini. She has had a life-long passion for children's well-being, which led her to create Food Brings Hope, a non-profit organization dedicated to helping families with children who experience hunger due to homelessness, poverty or other factors.

Working with educators, government officials, builders, architects, bankers, lawyers and other professionals (all volunteers), *Hope Place* is well on its way to opening in 2017. It will feature a safe and comfortable residential campus complete with life services to lift the burden of homelessness from students and homeless families with children, helping them thrive and

achieve independence. Also, it will feature a neighborhood recreation area on the exterior grounds that will be open to *Hope Place* residents as well as residents of the neighborhood. "Like everyone, the fact that so many of our children are going to school with no home to come from or to return to is a heart-wrenching condition that cannot be tolerated in a community like ours," Hosseini said. "Fortunately, this is a widely held opinion among many of our community leaders."

Hope Place was deeded by Volusia County Government to Halifax Urban Ministries (HUM), which has a long resume of community service and dealing with the complexities of homelessness at all levels. Renovation of the campus has been enabled through a grant from Volusia County Government.

At the last meeting of community leaders who are collaborating to make *Hope Place* a reality, the news was all good. Architectural plans have been drawn and refined. Building materials are being purchased at below-market prices, with many of them being donated.

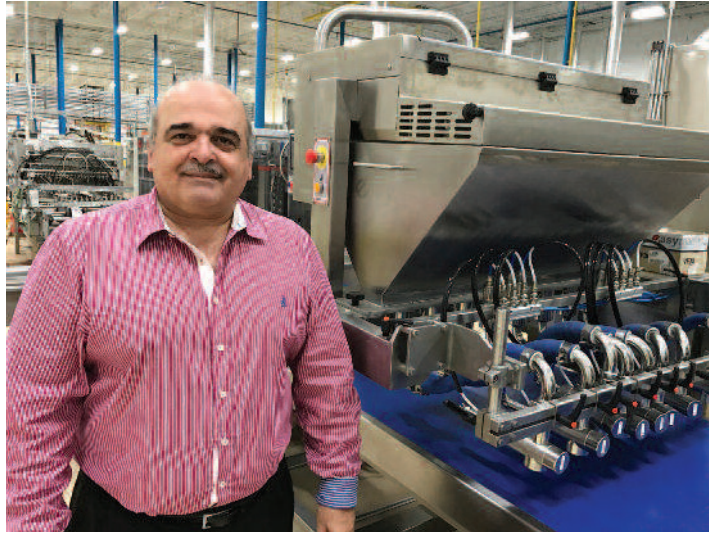
And savings resulting from donated materials are being used to fund an endowment that will help fund operations. The permitting is in place. Volusia County Government, Volusia County School District and the City of Daytona Beach are providing leadership and city officials are fast-tracking vital decisions to keep the project on track. City governments are scheduling hearings on funding to provide for operating costs of *Hope Place* and plans for operations are well underway.

"Halifax Urban Ministries is a faith based, nonprofit organization that has served the community since 1981," said Mark Geallis, Executive Director of HUM. "Almost all of its funding is through financial donations by the local community. Ninety-four percent of each dollar funds services including homeless prevention and assistance services throughout Volusia County. Halifax Urban Ministries has three service centers and also provides services at 14 partner locations. HUM provides programs and services with an emphasis on restoring dignity and providing practical skills and resources to help the homeless help themselves."

The *Hope Place* Building Committee is overseeing design and construction to ensure the project fulfills the vision guiding the project. Among the volunteer members of the building committee are Hosseini (Senior Vice President of ICI Homes), who chairs the group; Ted Serbousek of Ritchey Motors; Sandy Bishop of Volusia Building Industry Association; commercial builder Ronnie Bledsoe; Embry-Riddle Aeronautical University administrator Rodney Cruise; attorney Andy Hagan; developer Paul Holub; Nellie Kargar and Lenny Sanclemente of ICI Homes; and, retired business executive William Turner.

County Manager Jim Dinneen says *Hope Place* is a great example of a well thought out plan and business and government leaders addressing the need to assist homeless children and their families. "All communities have a homeless population, but part of the way we are judged as a community is by our commitment to care for one another," said Dinneen.

Blue Coast Bakers to begin operations soon



What once was a cavernous, mostly empty 198,000 square foot facility has been transformed to a state-of-the-art commercial bakery expected to be in operation soon. Blue Coast Bakers, on North Highway US 1 in Ormond Beach, will be receiving the last of its equipment next month and anticipates a soft launch of its operations as early as March.

In 2015, the company announced that it would be establishing a commercial bakery and that it would be located at the former site of CP Foods. The project represents a capital investment of about \$12 million. Since that time, substantial changes to the configuration of the complex have been made to accommodate commercial baking and packaging. "It has been a long process," said Kambiz Zarrabi, the principal director of the company. "But we are taking whatever time is necessary to ensure our systems are in place and we have qualified people to support the operation."

CareerSource Flagler/Volusia has held several career fairs to help Blue Coast

Bakers find qualified people. Zarrabi reports there will be 60 to 70 people on staff by the time soft operations begin and that he will grow the staff monthly as qualified candidates are identified. He still has openings for assemblers, maintenance/welders, mixers, packers, sanitation workers and warehouse personnel. He anticipates a workforce of up to 150 within a year or so.

As a commercial bakery, Blue Coast Bakers produces large quantities of muffins, cookies, scones, croissants, quiches, coffee cakes, etc. His customers include airlines, hotels, convenience stores, supermarkets and coffee houses. Blue Coast Bakers has its own sales staff and also works

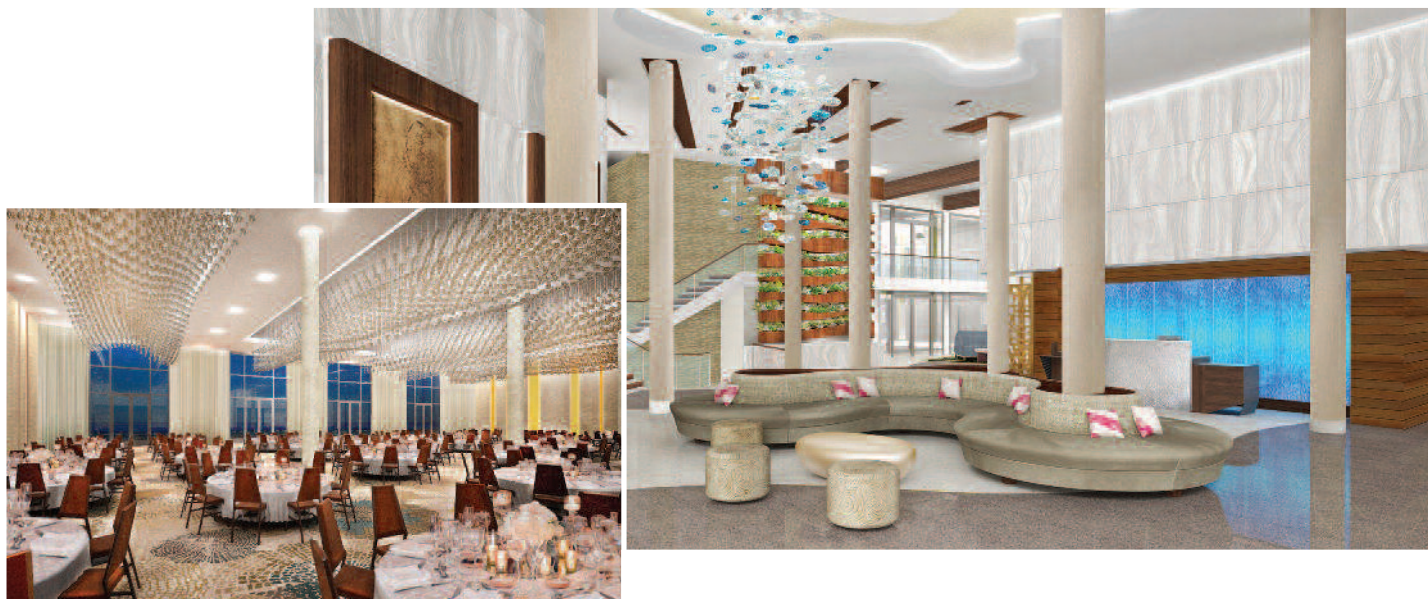
with brokers to sell its products.

The impetus for Blue Coast Bakers selecting Volusia County came from a Team Volusia EDC direct mail campaign created for the organization by Benedict Advertising. The campaign targeted prospects in other areas whose business model aligns with Volusia County's target industry specifications.

Zarrabi moved here from the Washington DC area, where he owned Federal Bakers USA before selling the company in 2012. The company anticipates commencement of service to a major new client in April and hopes to be fully operational this summer.

New oceanfront convention hotel

Westin Daytona Beach Resort & Spa on target for 2017 Grand Opening



With all the buzz about the creation of a new oceanfront convention hotel, people are eager for information about the progress and the anticipated completion date for the high-end property.

"We're on schedule at this point and anticipate opening in mid-2017," said Kevin Hines, General Manager of the new hotel. "We're working hard to ensure the hotel adds to and enhances the Daytona Beach experience, whether guests are here for vacation, meetings or conventions."

The project is commanding a budget of \$40 million and when commences operation, the staff is expected to number 150 to 175.

The Westin Daytona Beach Resort & Spa will feature 20,000 square feet of convention space and 200 guest rooms designed to the high standards of the Westin flag and its developer, Summit Hospitality Management Group. "We see Daytona Beach as a jewel that has to be experienced to be fully appreciated," said Abbas Abdulhussein, chief executive officer of the Summit organization. "Through marketing and providing a

memorable guest experience we hope to add to the appeal of Daytona Beach."

As a Westin property the new hotel offers an abundance of features including a full-service spa with services offered indoors and outdoors – taking full advantage of the oceanfront location. On the ground floor there will be a full service restaurant and a unique courtyard suites area featuring fourteen rooms around a private courtyard. This will appeal to guests attending meetings, family reunions and other groups. A rooftop lounge will offer

brehtaking views of the ocean.

Unique to Westin properties, the hotel will offer a Kids Club, with an array of popular indoor and outdoor children's activities, including a splash pad and other water features.

The project is being created at the site of an existing oceanfront property. "While we took the building down to its bones, it is truly new construction in every sense," said Hines. "You would have to x-ray the place to find any trace of the former hotel."

Passenger traffic hits 20-year high Daytona Beach International Airport logs year of growth and advances

Daytona Beach International Airport (DAB) continues its upward trajectory relative to passenger load factors, revenues and more. With strong numbers and ongoing efforts to attract more carriers, DAB officials eye 2017 with optimism for the future.



2016 began on a high note with the commencement of non-stop service by JetBlue Airways to New York City's JFK International Airport. The popular airline added DAB to its route map citing its strong potential and its residents' affinity for New York City. Local officials were particularly gratified with the news given that DAB is the smallest market among JetBlue destinations.

Combined with the addition of JetBlue, demand for air travel nationwide and the recent approval of DAB's new Air Service Incentive Program by the Volusia County Council, the future looks bright for the airport in 2017. The Air Service Incentive Program is an aggressive invitation to new air carriers and existing carriers to start up new service at DAB. The package in some cases can be valued at more than one million dollars for a carrier to begin new non-stop service.

"The approval of the incentive package shows airlines that county government leadership and the local community are serious about expanding service, and we are willing to share some of the risk of starting new service," said Jay Cassens Director of Business Development for Daytona Beach International Airport. "It is one of the most robust incentive packages offered by any airport in the US. And if we are able to attract another carrier, the Volusia County Council has already put the apparatus in place to fund a fast-start marketing effort as part of

the incentive package."

In 2016, more than 707,657 arriving and departing passengers used DAB, a 12.78 percent increase over 2015. And with larger airplanes in service and the addition of JetBlue to the lineup of carriers, seat capacity increased year-over-year by 14.9 percent. Overall load factor levels reached 88 percent for 2016, a strong number by any standard.

Volusia County Government's pro-business posture combined with solid numbers among DAB's three carriers, Delta Air Lines, American Airlines and JetBlue Airways has not gone unnoticed in the industry, according to Cassens. "When we have meetings with potential carriers, they know we come to the table with a solid track record and a commitment for all carriers serving DAB to succeed," he said.

Other indicators at DAB underscore its solid performance in 2016.

While DAB is a service of Volusia County Government, the airport is designated as an enterprise fund, meaning it does not use tax dollars for operations. DAB must generate its own funding, which it does through numerous revenue streams.

Of course, there are landing and facility fees from the airlines. Other revenues come from commercial prop

erty leases for establishments such as Outback Steakhouse and Houlihan's Sports Grille, both of which are on DAB property.

Concessions and parking also generate revenue for DAB, as do rental car companies. Collectively, revenues from tenants, concessions, rental car companies and parking totaled more than \$24 million in 2016, an increase of 15% compared to 2015.

"The success of the airport's passenger traffic growth is directly attributed to the community support during our efforts to recruit JetBlue over the past five years," said County Manager Jim Dinneen. "Our focus on relationships and economic development efforts really paid off in 2016. Credit goes to the Volusia County Council for its continued support of our airport, specifically approving the Air Service Incentive Program, and to our business partners and the local community for using and supporting our hometown airport."

Airport Director Rick Karl concurred. "We have made a lot of progress in the last year and it was great to see our passenger numbers hit a 20-year high, eclipsing the banner year of 1997. We are encouraged for 2017, but it is very important that the community continues to support the new JetBlue service. For any future, expanded service, we must continue to demonstrate a demand for existing service to and from Daytona Beach International Airport."

Deltona, Daytona Beach Shores

Planned facilities designed to build sense of community



An oft-quoted report by the Urban Land Institute proclaims that public gathering places have a direct, positive impact on human health. "A well-designed public and semi-public realm can foster social interaction, and good programming can draw people out of their homes and into their community," according to the ULI report titled "Ten principles for building healthy places."

Those and other considerations are behind two Volusia County cities' quest to create community centers. Both Daytona Beach Shores and Deltona have plans to build community centers to enhance their cities and bring people together.

City officials in Daytona Beach Shores have announced its new community center will be built on the former site of the Oceans Racquet Club.

"The new facility will offer more than 16,000-square feet, which includes first floor space to house a new Daytona Beach Shores City Hall, a community room and a public display area," said City Manager Michael Booker. "The second floor will feature flex-space in the form of a large room that can be configured into smaller

sizes for small gatherings. It will be available on a rental basis and may be used for the city's expanding recreation needs. The second floor design also features a catering kitchen and ample storage space."

Groundbreaking for the new \$6.8 million community center is slated for this month. Construction is expected to be complete by February 2018.

Deltona has broken ground on its community center and anticipates a grand opening in December. "The Center at Deltona" is a true multi-function community center, according to the city's economic development manager Jerry Mayes. "It will feature about 30,000 square-feet with seating for up to 700 people in the 7,500

square-foot banquet hall," said Mayes. "We designed a senior center to be embedded in the complex. An adjacent event lawn will also add to the ambiance of the center, which is being created at an estimated cost of \$9 million." The event lawn will have pass-through doors to a pre-function space and banquet hall. The venues can be used for community events, public gatherings, weddings and more. Decorative landscaping will be used to enhance the setting and there is also potential for a community garden.

The addition of community centers in these cities will underscore the welcome that each community projects to new and current residents and employers.

Volusia County hosts vocational college

Northwest Lineman College establishes easternmost campus



The City of Edgewater is taking higher education to new heights, having been selected as the fourth campus of Northwest Lineman College (NLC), an Idaho-based specialized educational organization that trains utility linemen.

The new campus is called Northwest Lineman Center and is located at Parktowne Industrial Center in Edgewater. Additionally, a 17-acre site at the west end of Pullman Road was cleared for a training yard, complete with utility poles, lines and equipment.

"This is an important project for our community in so many ways," said Samantha Bishop, economic development coordinator for the City of Edgewater and 2017 practitioner's council chair for Team Volusia Economic Development Corporation. "The very mission of Northwest Lineman Center is to provide the technical skills for students who will help the utility industry fill so many vacant jobs. And already the center is proving to be an active and engaged corporate citizen."

Northwest Lineman College is the nation's leading school that produces superbly trained linemen for U.S. utilities. Since 1993, Northwest Lineman College has trained more than 20,000 pre-apprentice, apprentice and journeyman linemen

now working for hundreds of power companies in all 50 states. In addition to the new campus, the organization has campuses in Idaho, California and Texas and is accredited by the Accrediting Commission of Career Schools and Colleges.

According to Aaron Howell, CEO of Northwest Lineman College, "tens of thousands of critically important utility linemen and related positions will be retiring in the near future. "The electrical industry will need top notch power professionals and Northwest Lineman College will provide those professionals." Starting salary for lineman jobs can be up to \$70,000 per year.

"Edgewater is a great place for Northwest Lineman College's fourth

campus," said Howell. "The officials in Edgewater are great. We are grateful to Mayor Michael Ignasiak, Edgewater City Council, City Manager Tracey Barlow and Economic Development Coordinator Samantha Bishop. We appreciate the efforts of J. Hyatt Brown, Kent Sharples and Mary Garvin of the CEO Business Alliance as well as Dick McNerney and the late Gerry Glass. The excellent work of these individuals led to the decision to locate in Volusia County and the city of Edgewater. They believed in, and fully embraced, the business objectives of Northwest Lineman College."

For more information, visit lineman.edu or call 888-546-3967 or 888-linework.

2017 Emerging trends in Real Estate

by PEDRO LEON

Business Manager / Business Assistance

Volusia County Economic Development Division



Pedro Leon

Recently, the Urban Land institute (ULI) released its 2017 Emerging Trends in Real Estate report (<http://uli.org/wp-content/uploads/ULI-Documents/ET17.pdf>). The report presented investment and development outlooks for 78 identified markets with growth above the national average and our community was one of ten selected Florida markets. ULI received survey responses from more than 1,500 real estate industry experts and interviewed 500 real estate professionals from around the United States, each offering their views on major metropolitan markets and smaller market areas.

In describing our market, the ULI report acknowledged positive trends including the following:

- population growth more than three times the national average,
- increases in the number of residents over 65
- a growing health services sector
- a rise in residential and commercial construction

Local market perspective concurred as evidenced elsewhere in the report where our economy was viewed as improving (Page 60, ranked 18 of 78).

Locals also rated our community as improving in the level of public and private investment (Page 59, ranked 28 of 78). Overall, the respondents viewed the "Deltona/Daytona Beach" market as ranking comparatively low for overall investment and development (Page 35, ranked 76 of 78) and home building prospects (Page 36, ranked 78 of 78) so there is clearly more work to do in creating awareness of Volusia County and our strong value proposition.

This nationally recognized publication and its readers have taken notice of the investment opportunities that are available in our area. The Volusia

County Division of Economic Development will continue to promote this good news through our web site, www.floridabusiness.org, community presentations and publications, and by interacting with community partners. We will continue to collaborate, coordinate and communicate our economic development efforts to positively influence a 'flood' tide of growth in our community. We encourage you to help in this effort by sharing your successes and your local community's opportunities with investors around the southeast region and the United States.

Magnolia River Services

Regional headquarters in Volusia County to accommodate engineering firm growth



There's no place like home. That is the theme-song at Magnolia River Services, a growing national engineering firm with an office in DeBary. Recent growth has led to a new office location in Orange City.

"Of course we want to see our employers succeed, and growth is a byproduct of success," said Rob Ehrhardt, director of the Volusia County Economic Development Division. "And when a company's growth opens the door to relocation, we do everything we can to keep that company here at home in Volusia County. Keeping Magnolia River Services here is a prime example of retention."

Magnolia River is an Alabama-based engineering firm with an office in DeBary. The company's growth as part of the economic vitality of the region has led to the decision to establish a regional headquarters. Virgil Kimball, with the county's Economic Development Division, worked with officials of DeBary and Orange City, and John Wanamaker at Coldwell BankerCommercial AI Group, to meet Magnolia River Services' needs locally and avoid the

potential departure of the firm to a location outside Volusia County. As a professional services firm, Magnolia River ranks high among industries targeted for recruitment and retention.

"Magnolia River Services is the trusted provider of engineering, inspection and GIS solutions for utility infrastructure and operations," said Kimberly T. Hoff, president and chairman of the board of the firm, which she founded in 2000. Hoff originally launched Magnolia River Services as a small service provider to natural gas utilities. In the 15 years since inception, the company has grown to encompass clients in defense, government, homeland security, risk and emergency management industries.

The new regional headquarters will be at 242 Treemonte Drive in Orange City. The move will create up to 17 new jobs with an average annual salary of \$52,055, substantially above

Volusia County's average annual wage of \$34,696. The appeal of east central Florida as a corporate address, and approval for Florida's Qualified Target Industry Tax Refund program were influential in the company's decision to remain in Volusia County. Magnolia River Services may qualify for \$68,000 in incentives, 20 percent or \$13,600, which would be paid by Volusia County once certain benchmarks are achieved.

"Part of Magnolia River's growth plan is to recognize key markets and establish fully supported offices to help clients with an unparalleled level of service at these focus sites," said Hoff. "We are dedicated to making a difference one relationship at a time, and Volusia County is an excellent location from which to serve our growing clientele in Florida and the Southeast."

Economic development 101

Eight essential steps to closing the deal

*By SAMANTHA BISHOP, Economic Development Coordinator,
City of Edgewater and 2017 Practitioner's Council Chair
for Team Volusia Economic Development Corporation*

Closing an economic development deal can require hundreds of decisions. But a commitment by all collaborators to the first 10 steps can ease – or even shorten – the road to success.

In Volusia County we have been blessed with some great successes. I am especially proud that the City of Edgewater has played a key role in some of them. A case in point is the Northwest Lineman College Project. Recruiting this outstanding organization to the City of Edgewater was the result of collaboration, time, patience, organizational skills, good communications and follow-through.

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This successful project teaches us that the following steps were followed and contributed to the creation of a Northwest Lineman College campus in Edgewater. Accordingly, for all projects, these steps should be the most strictly

followed along the critical path from initial contact to a final decision to chose Volusia County as a site for expansion or relocation.

- First, always answer your telephone and always return calls promptly.
- Keep an open mind on every project.
- Be creative and willing to think outside the box to find ways to overcome obstacles.
- Know your community inside out and know who to call for assistance.
- Work and communicate well with all city departments to ensure nothing is missed.
- Consider weekly meetings or teleconferences as part of the due-diligence process.

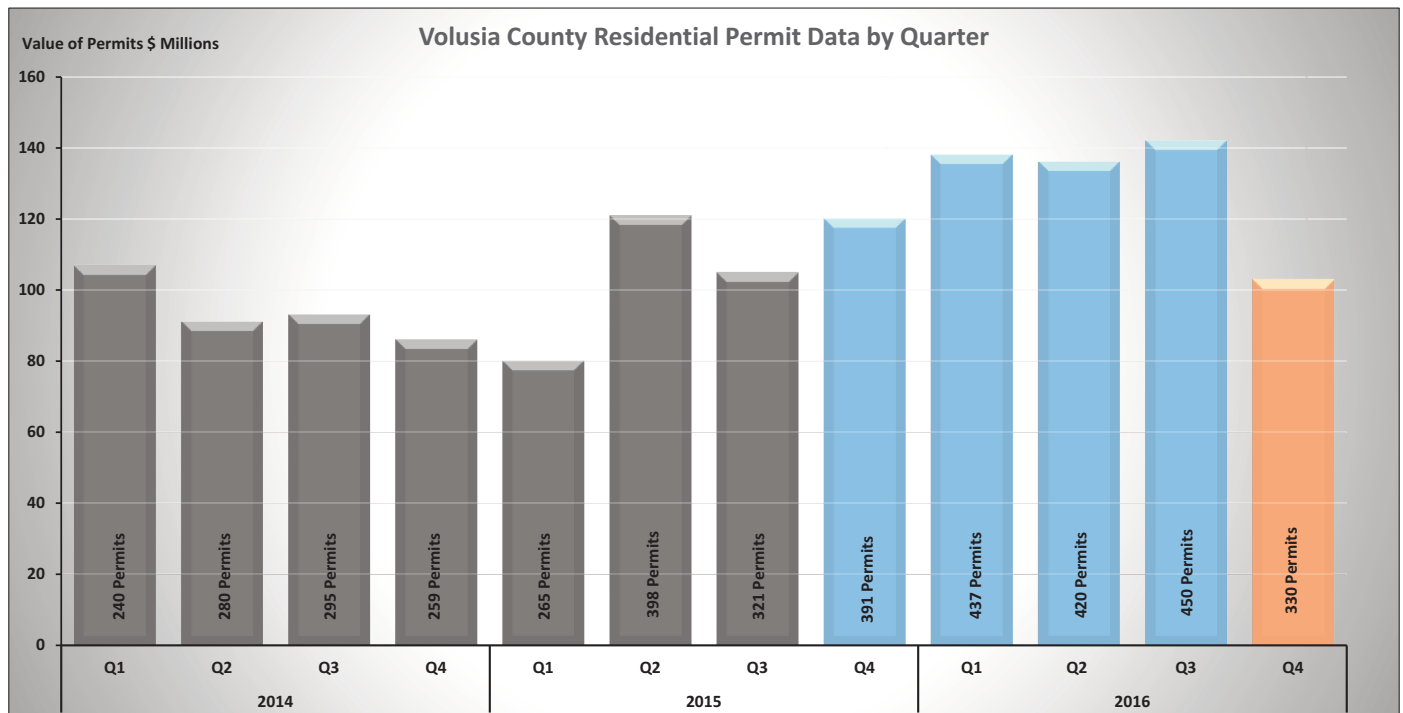
- Make sure everyone on your team is fully invested and fully accountable.
- Always follow up and always follow through, even when the news is not good.
- Keep a positive, can-do attitude and always work to get to the good news
- Exceed expectations and lead in a manner that helps your prospect stay on schedule.
- An unyielding commitment to these steps will be a catalyst to success for your city and will produce strong partnerships that will lead to continued success in the highly competitive economic development arena.

New CEO takes the reins at Enterprise Florida

Chris Hart IV is the new CEO of Enterprise Florida, the statewide economic development agency. His prior assignment was CEO of CareerSource Florida, the nonprofit workforce policy and investment board. Hart, who served two-terms as a member of the Florida House of Representatives, has a long history of service to the state in workforce and economic development. In his new role, Hart will also serve as Florida's Secretary of Commerce.



*Chris Hart IV
CEO of Enterprise Florida*

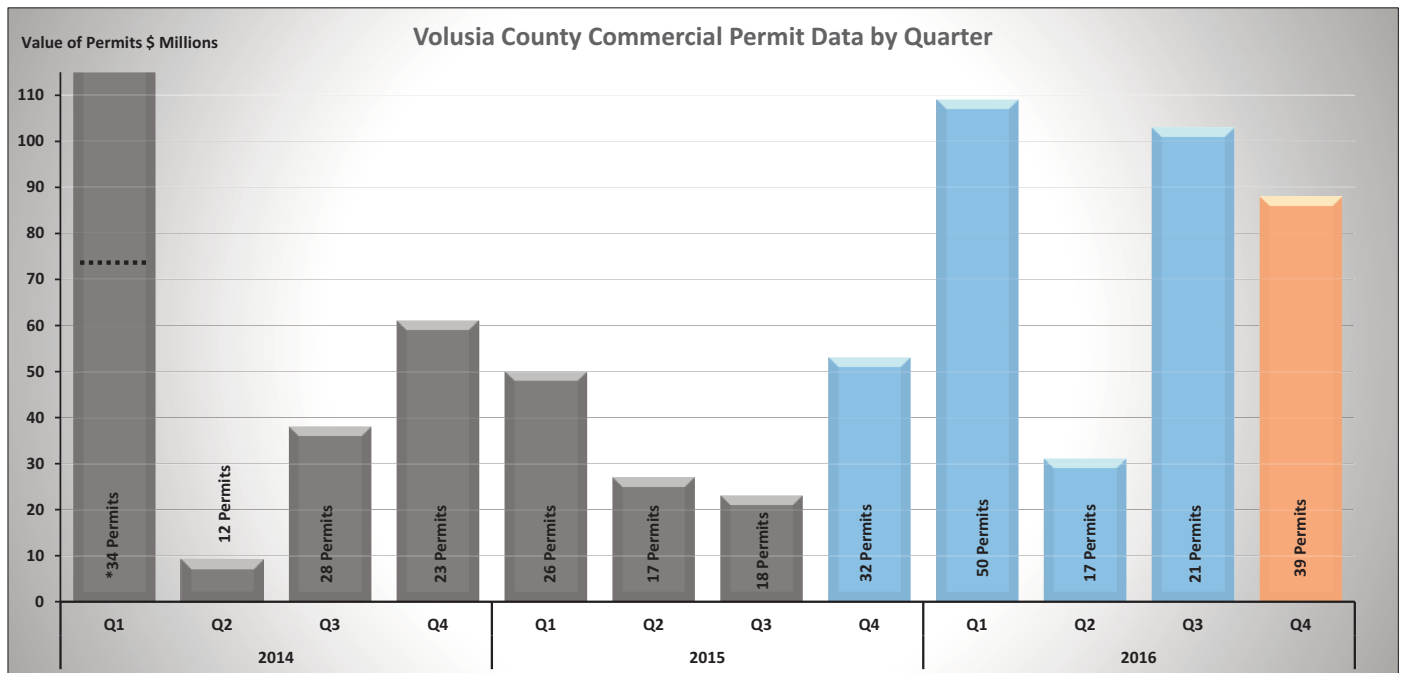


Source: Cities and County Permit offices reporting new construction activity

Volusia County Residential Permit Data										
	4th Qtr 2015		1st Qtr 2016		2nd Qtr 2016		3rd Qtr 2016		4th Qtr 2016	
	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value
DeLand	94	\$30,578,626	96	\$29,265,003	116	\$38,709,509	94	\$30,709,013	70	\$23,081,726
New Smyrna Beach	50	\$16,848,930	74	\$25,095,938	84	\$25,677,361	95	\$31,573,536	66	\$22,391,906
Unincorporated	67	\$20,171,337	97	\$27,559,707	59	\$18,402,853	82	\$25,182,038	73	\$20,929,147
Port Orange	32	\$10,087,004	26	\$8,932,964	13	\$5,009,349	10	\$3,293,661	34	\$10,922,226
Ormond Beach	43	\$16,735,156	34	\$12,380,754	35	\$10,963,711	50	\$16,028,547	31	\$9,075,164
Deltona	15	\$6,000,885	15	\$5,258,174	30	\$14,126,127	40	\$12,081,148	26	\$7,396,822
DeBary	7	\$2,266,091	20	\$7,874,789	14	\$5,626,973	12	\$3,925,542	9	\$3,916,612
Daytona Beach	62	\$13,377,156	38	\$11,014,023	47	\$10,221,053	43	\$11,987,323	11	\$3,628,408
Edgewater	17	\$3,557,862	20	\$4,247,580	8	\$1,546,766	8	\$1,048,615	8	\$1,206,333
Orange City	2	\$529,132	1	\$250,719	2	\$1,147,256	9	\$4,891,716	2	\$576,000
Ponce Inlet	0		9	\$4,680,637	5	\$3,441,264	2	\$1,090,000	0	
Oak Hill	2	\$303,575	5	\$834,725	2	\$311,935	3	\$454,616	0	
Holly Hill	0		1	\$100,000	0		2	\$105,000	0	
Daytona Beach Shores	0		0		1	\$285,000	0		0	
Lake Helen	0		1	\$304,262	4	\$1,025,227	0		0	
Pierson	0		0		0		0		0	
South Daytona	0		0		0		0		0	
Totals for Quarter	391	\$120,455,754	437	\$137,799,275	420	\$136,494,384	450	\$142,370,755	330	\$103,124,344

Cities listed in descending order by \$ value for the most recent quarter

Source: City and County Permit offices reporting new construction activity



Source: Cities and County Permit offices reporting new construction activity
 *Q1 2014 includes a single \$152M permit for Daytona Beach International Speedway
 Note: Q1 & Q3 2016 numbers updated to reflect receipt of additional data

Note: Dotted lines represent permit total excluding the single permit for Daytona Beach International Speedway

Volusia County Commercial Permit Data										
	4th Qtr 2015		1st Qtr 2016		2nd Qtr 2016		3rd Qtr 2016		4th Qtr 2016	
	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value
Port Orange	2	\$2,135,712	1	\$4,952,522	3	\$2,250,006	0		16	\$33,235,118
DeLand	2	\$6,905,473	2	\$1,202,901	2	\$5,643,000	4	\$12,074,765	3	\$23,794,489
Daytona Beach	21	\$41,728,885	36	\$70,610,940	5	\$19,371,620	5	\$69,284,280	11	\$15,931,369
New Smyrna Beach	2	\$1,275,000	1	\$10,600,000	2	\$1,575,000	4	\$5,131,279	3	\$11,295,942
Ormond Beach	0		5	\$9,126,018	0		2	\$1,277,056	1	\$1,517,106
DeBary	0		0		2	\$1,935,651	0		3	\$1,331,847
Orange City	0		1	\$2,250,000	1	\$363,854	0		1	\$678,000
Holly Hill	3	\$1,255,000	0		1	\$65,000	0		1	\$8,000
Deltona	0		1	\$1,200,000	0		3	\$9,052,299	0	
Unincorporated	1	\$50,000	1	\$218,112	1	\$112,602	1	\$5,000,000	0	
Edgewater	0		0		0		1	\$513,000	0	
Daytona Beach Shores	0		1	\$8,295,000	0		1	\$471,537	0	
Lake Helen	0		0		0		0		0	
Oak Hill	1	\$5,000	1	\$250,000	0		0		0	
Pierson	0		0		0		0		0	
South Daytona	0		0		0		0		0	
Ponce Inlet	0		0		0		0		0	
Totals for Quarter	32	\$53,355,070	50	\$108,705,493	17	\$31,316,733	21	\$102,804,216	39	\$87,791,871

Cities listed in descending order by \$ value for the most recent quarter
 Source: City 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 Director 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.



