

Q1

Volusia County
Economic Development
First Quarter 2017 Update:
May 5, 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.

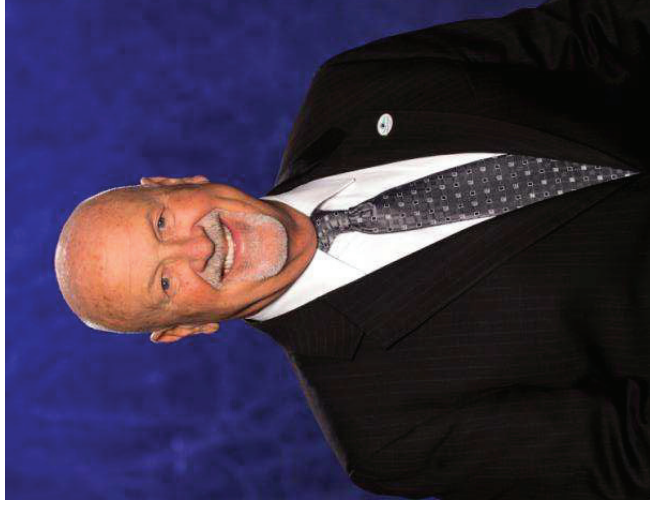
Since the first quarter of 2008, the county’s Economic Development Division has hosted an economic update breakfast that we call our “Q” meetings. As we all work together to achieve our economic objectives, it’s essential that we understand the economic indicators that influence our decisions.

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.

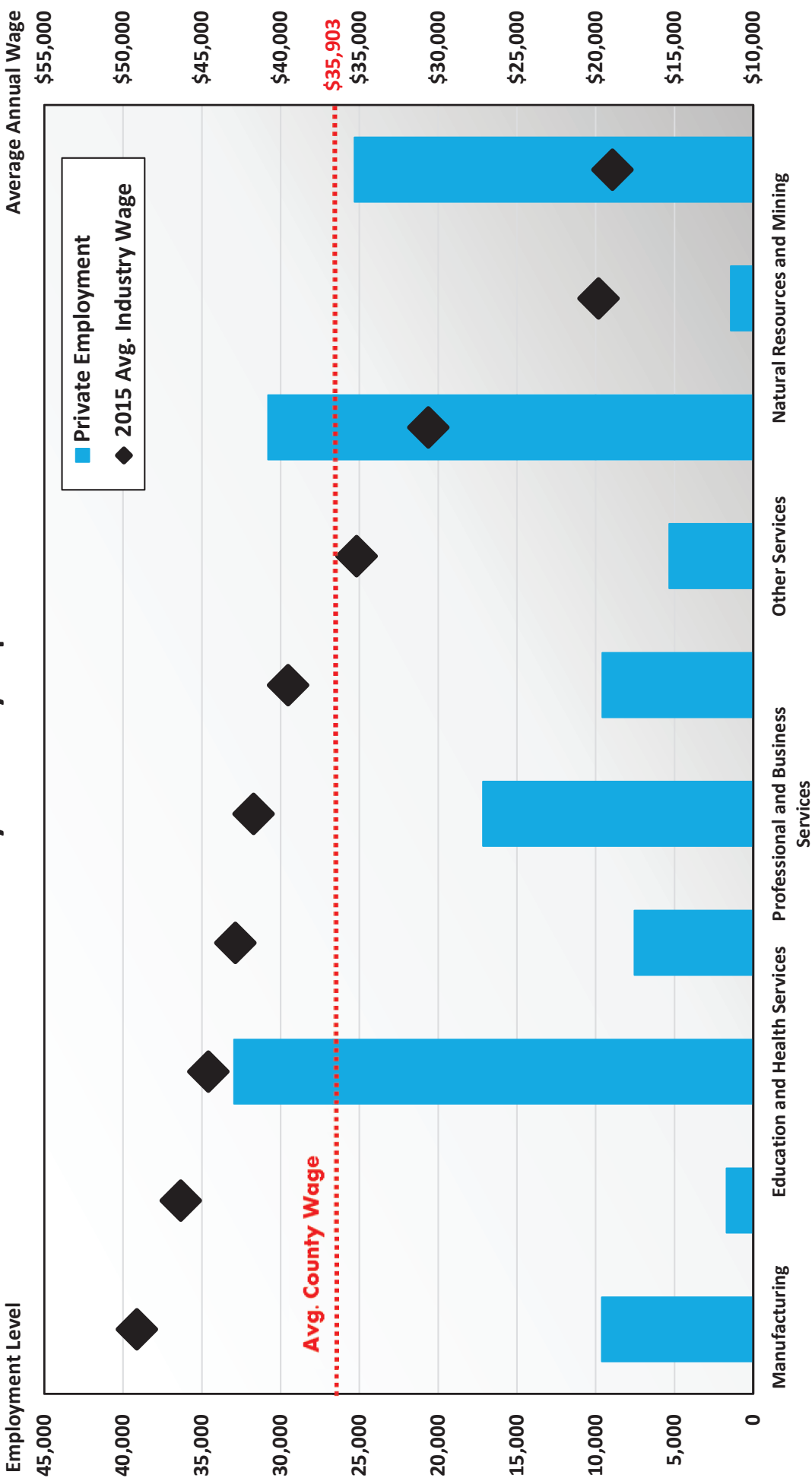
We welcome your input and participation in today’s “Q” briefing.



A handwritten signature in blue ink that reads "Ed Kelley". The signature is written in a cursive, flowing style.

Ed Kelley and members of the Volusia County Council

Volusia County Private Employment and Average Annual Wage by Industry Super Sector



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

Quarterly Labor Statistics (Not Seasonally Adjusted)

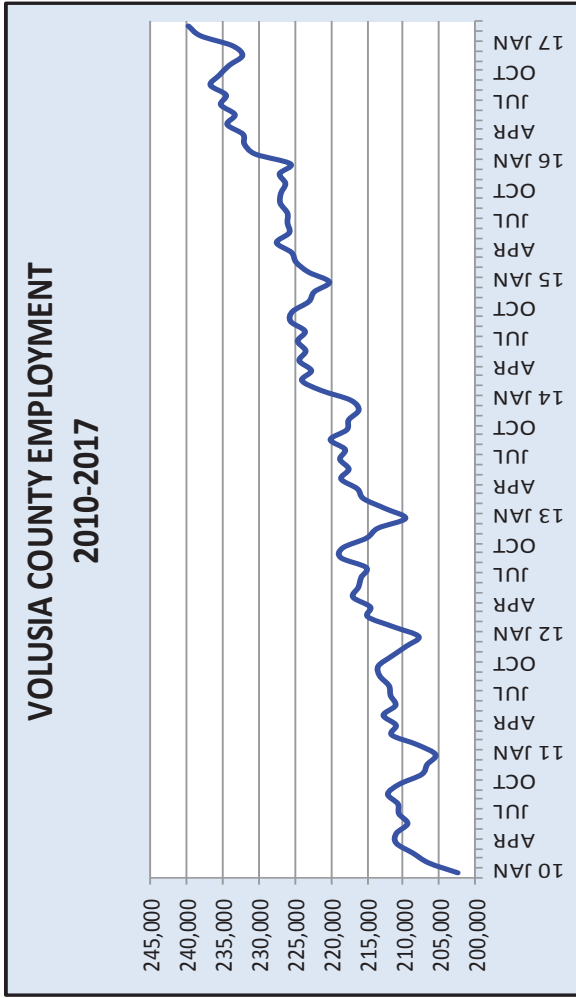
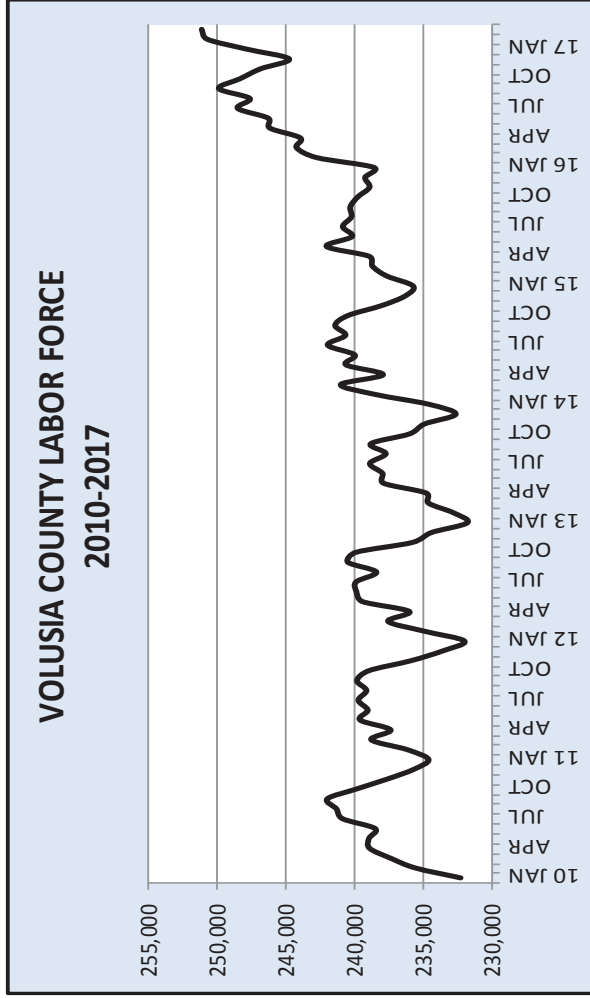
Labor Force			
	1Q'17	1Q'16	Net Change
Volusia County	249,887	241,512	8,375
Florida	10,036,000	9,728,667	307,333
USA	159,356,667	158,160,000	1,196,667
			% Change
			3.5%
			3.2%
			0.8%

Unemployment			
	1Q'17	1Q'16	Net Change
Volusia County	12,657	12,266	391
Florida	476,333	471,333	5,000
USA	7,773,333	8,214,667	-441,333
			% Change
			3.2%
			1.1%
			-5.4%

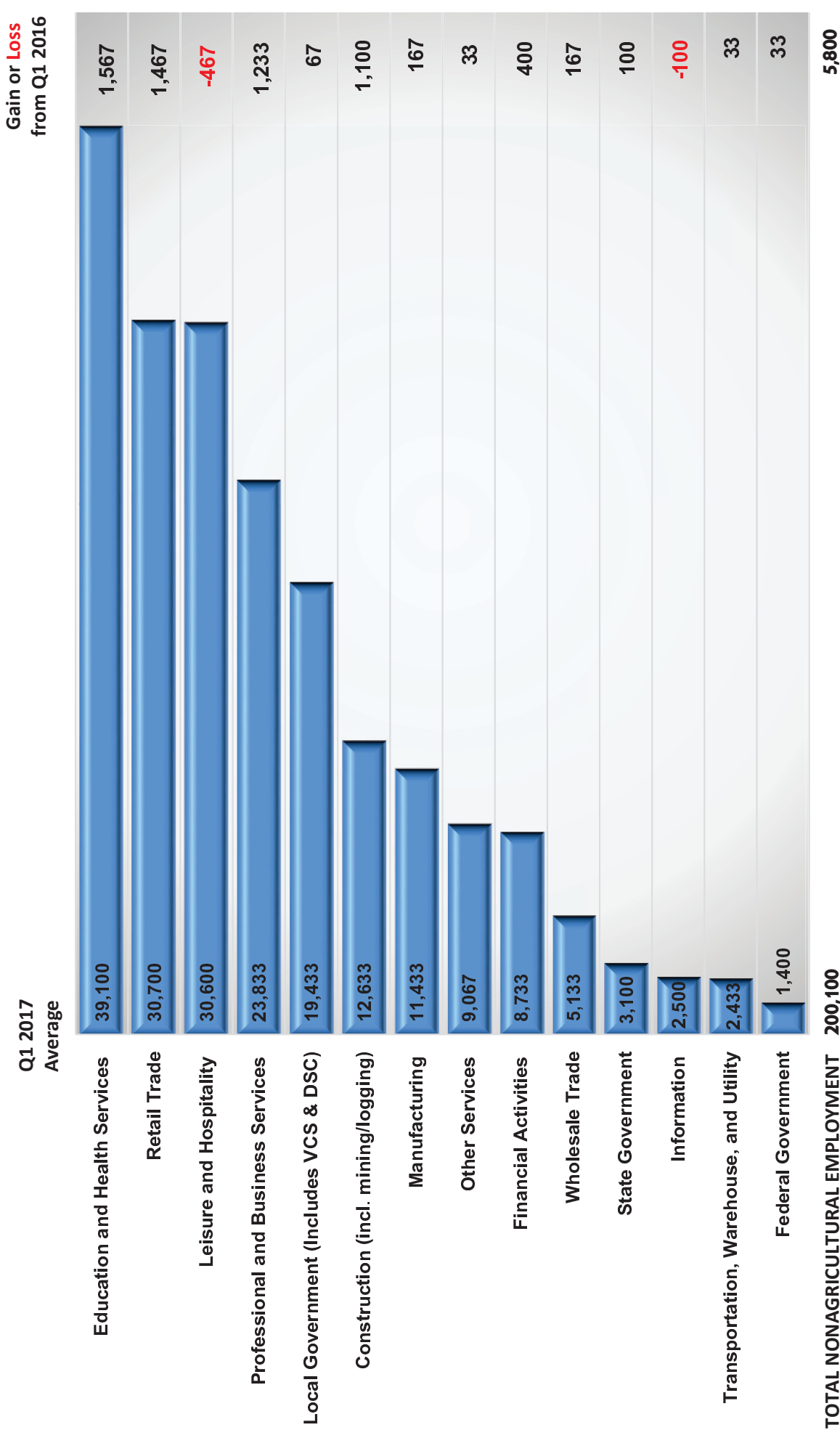
Unemployment Rate		
	1Q'17	1Q'16
Volusia County	5.1%	5.1%
Florida	4.7%	4.8%
USA	4.9%	5.2%

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

Monthly Labor Trends (Not Seasonally Adjusted)



Employment Trend Comparison by Major Industry



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

County & Municipal Employment

Volusia County					Daytona Beach					DeLand				
<u>1Q 2017</u>	JAN	FEB	MAR	Avg.	<u>1Q 2017</u>	JAN	FEB	MAR	Avg.	<u>1Q 2017</u>	JAN	FEB	MAR	Avg.
Labor Force	247,835	250,708	251,118	249,887	Labor Force	30,521	30,779	30,808	30,703	Labor Force	13,328	13,487	13,508	13,441
Employment	233,736	238,128	239,826	237,230	Employment	28,397	28,931	29,137	28,822	Employment	12,533	12,768	12,859	12,720
Unemployed	14,099	12,580	11,292	12,657	Unemployed	2,124	1,848	1,671	1,881	Unemployed	795	719	649	721
% Unemployed	5.7%	5.0%	4.5%	5.1%	% Unemployed	7.0%	6.0%	5.4%	6.1%	% Unemployed	6.0%	5.3%	4.8%	5.4%
<u>1Q 2016</u>	JAN	FEB	MAR	Avg.	<u>1Q 2016</u>	JAN	FEB	MAR	Avg.	<u>1Q 2016</u>	JAN	FEB	MAR	Avg.
Labor Force	238,513	242,702	244,180	241,798	Labor Force	29,257	29,718	29,879	29,618	Labor Force	12,887	13,085	13,158	13,043
Employment	225,685	230,585	232,054	229,441	Employment	27,419	28,015	28,193	27,876	Employment	12,101	12,364	12,443	12,303
Unemployed	13,815	12,828	12,117	12,357	Unemployed	1,838	1,703	1,686	1,742	Unemployed	786	721	715	741
% Unemployed	5.4%	5.0%	5.0%	5.1%	% Unemployed	5.7%	5.6%	5.7%	5.9%	% Unemployed	6.1%	5.5%	5.4%	5.7%

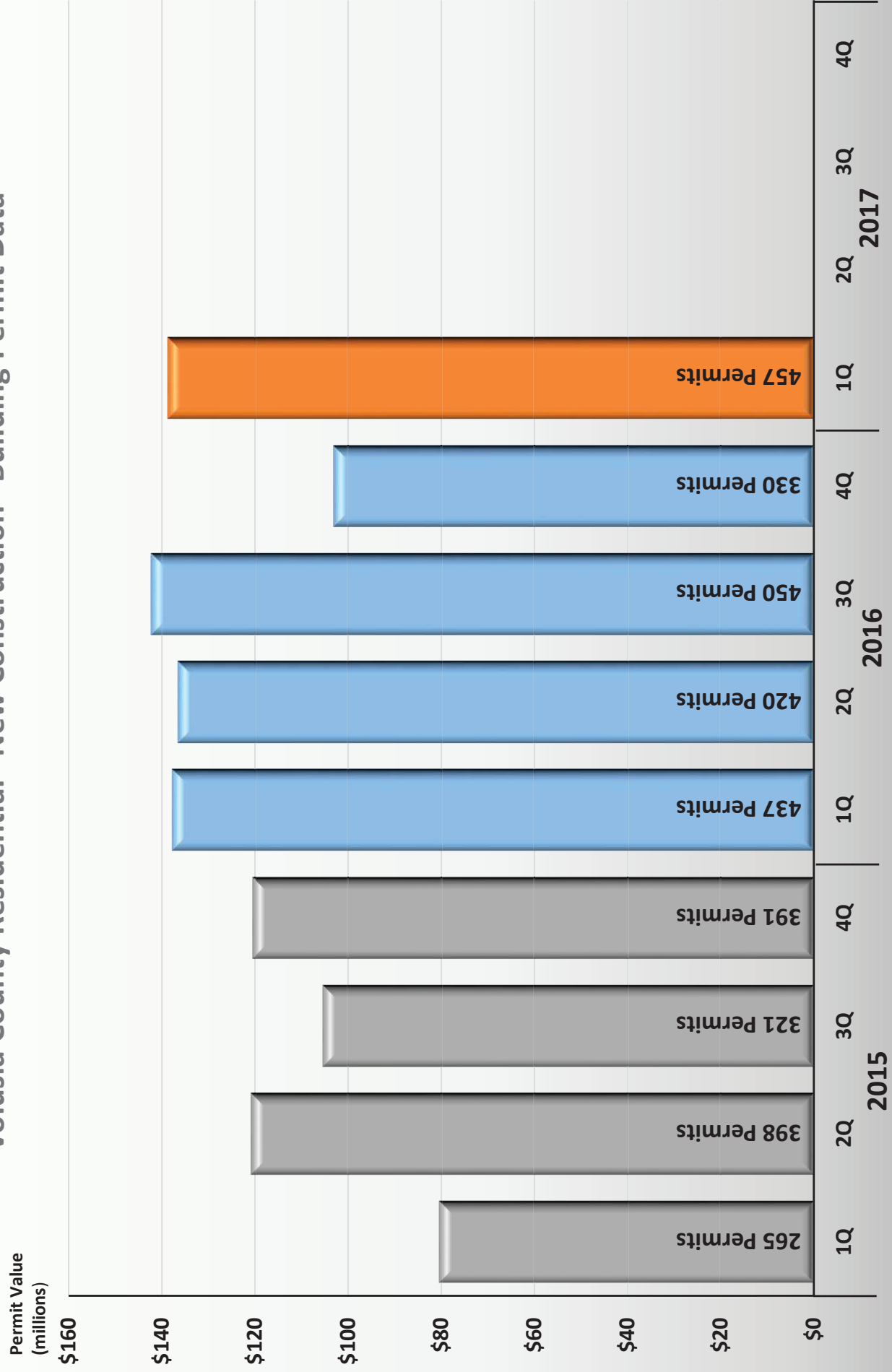
Source: Florida Department of Economic Opportunity (DEO). Local Area Unemployment Statistics (LAUS)

County & Municipal Employment

Deltona					Ormond Beach					Port Orange				
<u>1Q 2017</u>	JAN	FEB	MAR	Avg.	<u>1Q 2017</u>	JAN	FEB	MAR	Avg.	<u>1Q 2017</u>	JAN	FEB	MAR	Avg.
Labor Force	43,825	44,428	44,511	44,255	Labor Force	19,353	19,544	19,599	19,499	Labor Force	30,566	30,944	30,968	30,826
Employment	41,361	42,138	42,438	41,979	Employment	18,292	18,635	18,768	18,565	Employment	29,010	29,555	29,765	29,443
Unemployed	2,464	2,290	2,073	2,276	Unemployed	1,061	909	831	934	Unemployed	1,556	1,389	1,203	1,383
% Unemployed	5.6%	5.2%	4.7%	5.1%	% Unemployed	5.5%	4.7%	4.2%	4.8%	% Unemployed	5.1%	4.5%	3.9%	4.5%
<u>1Q 2016</u>	JAN	FEB	MAR	Avg.	<u>1Q 2016</u>	JAN	FEB	MAR	Avg.	<u>1Q 2016</u>	JAN	FEB	MAR	Avg.
Labor Force	42,304	43,048	43,261	42,871	Labor Force	18,619	18,886	19,028	18,844	Labor Force	29,468	30,009	30,165	29,881
Employment	39,936	40,803	41,063	40,601	Employment	17,662	18,045	18,160	17,956	Employment	28,010	28,618	28,801	28,476
Unemployed	2,368	2,245	2,198	2,270	Unemployed	957	841	868	889	Unemployed	1,458	1,391	1,364	1,404
% Unemployed	5.6%	5.2%	5.1%	5.3%	% Unemployed	5.1%	4.5%	4.6%	4.7%	% Unemployed	4.9%	4.6%	4.5%	4.7%

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

Volusia County Residential “New Construction” Building Permit Data



Source: City and County offices reporting only new construction permits.

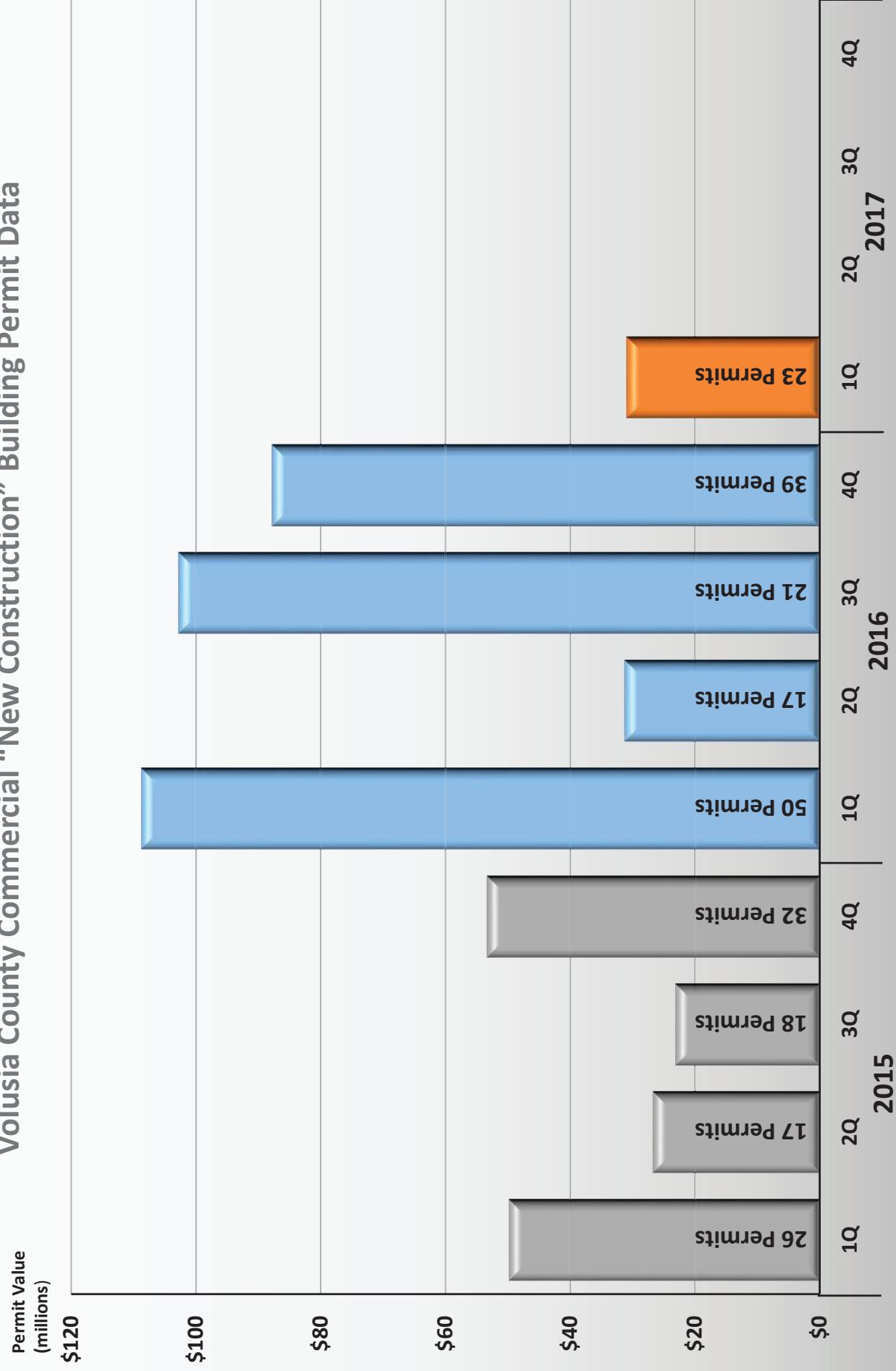
Volusia County Residential “New Construction” Building Permit Data

	1st Qtr 2016		2nd Qtr 2016		3rd Qtr 2016		4th Qtr 2016		1st Qtr 2017	
	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value
Daytona Beach	38	\$11,014,023	47	\$10,221,053	43	\$11,987,323	11	\$3,628,408	8	\$2,568,673
Daytona Beach Shores	0		1	\$285,000	0		0		0	\$0
DeBary	20	\$7,874,789	14	\$5,626,973	12	\$3,925,542	9	\$3,916,612	21	\$7,854,747
DeLand	96	\$29,265,003	116	\$38,709,509	94	\$30,709,013	70	\$23,081,726	88	\$29,637,887
Deltona	15	\$5,258,174	30	\$14,126,127	40	\$12,081,148	26	\$7,396,822	47	\$12,504,121
Edgewater	20	\$4,247,580	8	\$1,546,766	8	\$1,048,615	8	\$1,206,333	11	\$1,694,135
Holly Hill	1	\$100,000	0		2	\$105,000	0		0	\$0
Lake Helen	1	\$304,262	4	\$1,025,227	0		0		1	\$291,508
New Smyrna Beach	74	\$25,095,938	84	\$25,677,361	95	\$31,573,536	66	\$22,391,906	76	\$26,328,749
Oak Hill	5	\$834,725	2	\$311,935	3	\$454,616	0		2	\$333,950
Orange City	1	\$250,719	2	\$1,147,256	9	\$4,891,716	2	\$576,000	17	\$5,046,000
Ormond Beach	34	\$12,380,754	35	\$10,963,711	50	\$16,028,547	31	\$9,075,164	47	\$15,484,238
Pierson	0		0		0		0		0	\$0
Ponce Inlet	9	\$4,680,637	5	\$3,441,264	2	\$1,090,000	0		1	\$298,000
Port Orange	26	\$8,932,964	13	\$5,009,349	10	\$3,293,661	34	\$10,922,226	64	\$15,309,945
South Daytona	0		0		0		0		0	\$0
Unincorporated	97	\$27,559,707	59	\$18,402,853	82	\$25,182,038	73	\$20,929,147	74	\$21,383,927
Totals for Quarter	437	\$137,799,275	420	\$136,494,384	450	\$142,370,755	330	\$103,124,344	457	\$138,735,880

Source: City and County offices reporting only new construction permits.

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Volusia County Commercial "New Construction" Building Permit Data



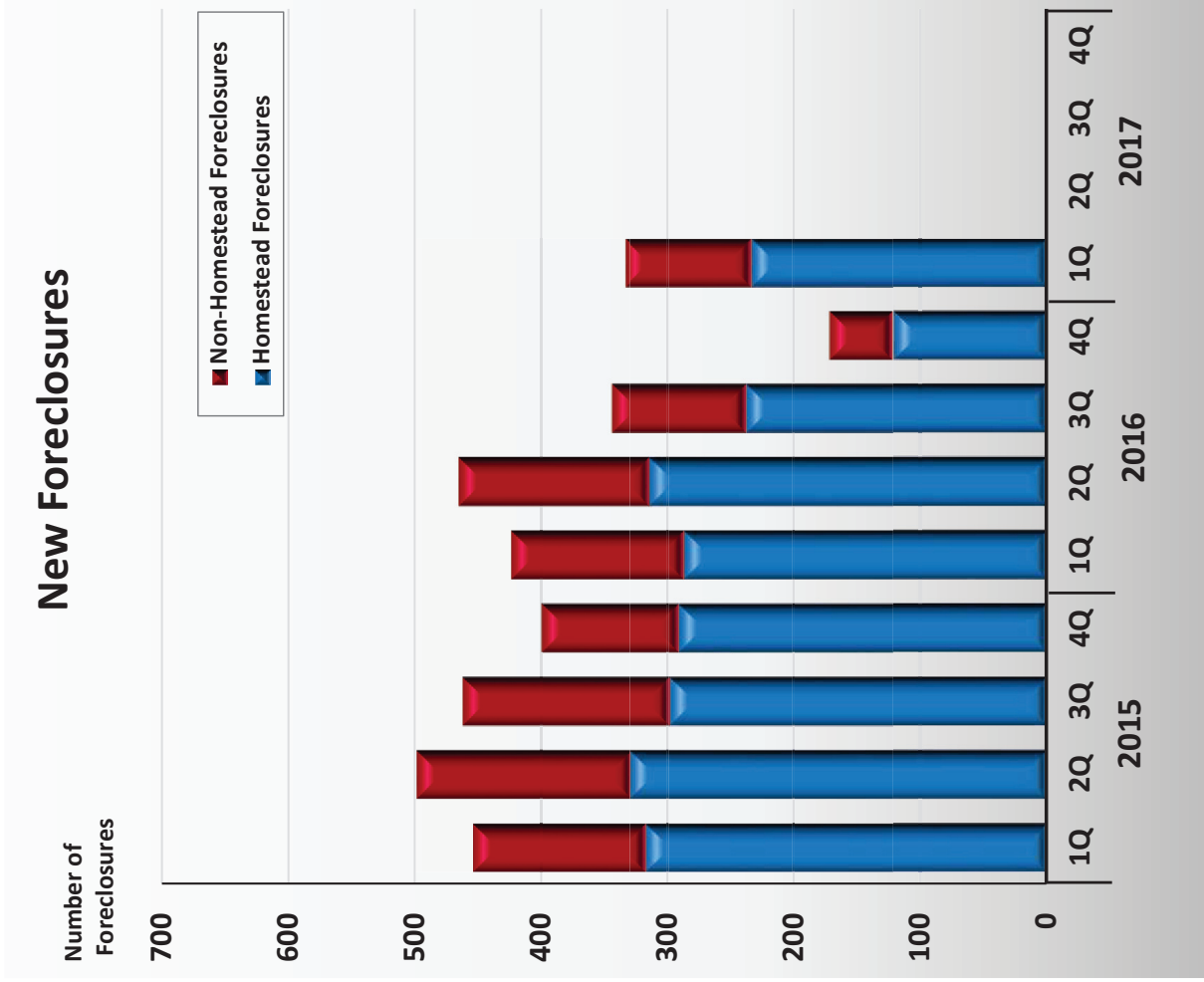
Source: City and County offices reporting only new construction permits.

Volusia County Commercial “New Construction” Building Permit Data

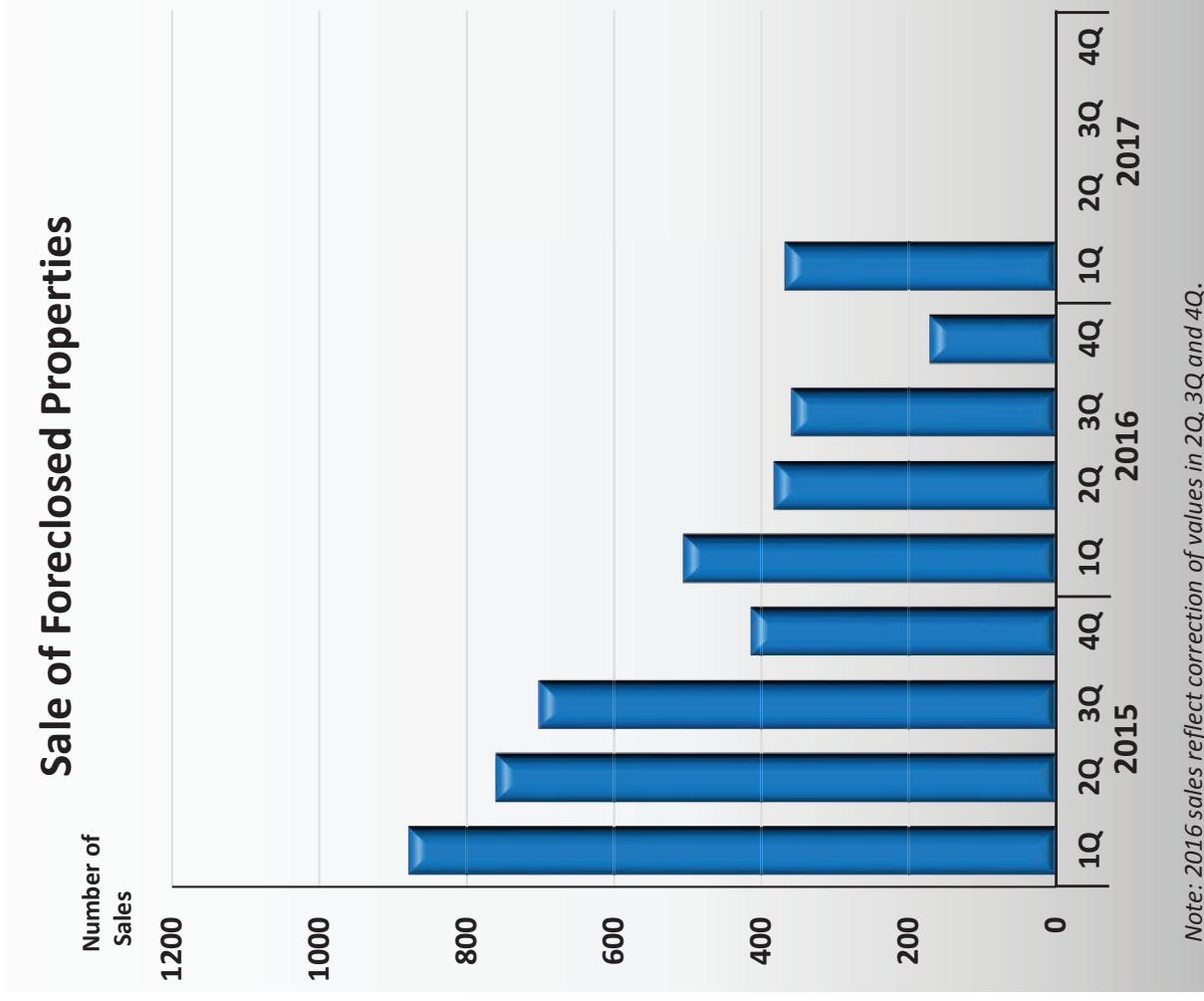
	1st Qtr 2016		2nd Qtr 2016		3rd Qtr 2016		4th Qtr 2016		1st Qtr 2017	
	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value
Daytona Beach	36	\$70,610,940	5	\$19,371,620	5	\$69,284,280	11	\$15,931,369	8	\$3,757,023
Daytona Beach Shores	1	\$8,295,000	0		1	\$471,537	0		0	\$0
DeBary	0		2	\$1,935,651	0		3	\$1,331,847	0	\$0
DeLand	2	\$1,202,901	2	\$5,643,000	4	\$12,074,765	3	\$23,794,489	5	\$8,986,634
Deltona	1	\$1,200,000	0		3	\$9,052,299	0		1	\$12,633,572
Edgewater	0		0		1	\$513,000	0		0	\$0
Holly Hill	0		1	\$65,000	0		1	\$8,000	1	\$17,500
Lake Helen	0		0		0		0		0	\$0
New Smyrna Beach	1	\$10,600,000	2	\$1,575,000	4	\$5,131,279	3	\$11,295,942	0	\$0
Oak Hill	1	\$250,000	0		0		0		0	\$0
Orange City	1	\$2,250,000	1	\$363,854	0		1	\$678,000	2	\$2,614,000
Ormond Beach	5	\$9,126,018	0		2	\$1,277,056	1	\$1,517,106	1	\$630,000
Pierson	0		0		0		0		0	\$0
Ponce Inlet	0		0		0		0		0	\$0
Port Orange	1	\$4,952,522	3	\$2,250,006	0		16	\$33,235,118	4	\$2,267,165
South Daytona	0		0		0		0		0	\$0
Unincorporated	1	\$218,112	1	\$112,602	1	\$5,000,000	0		1	\$10,000
Totals for Quarter	50	\$108,705,493	17	\$31,316,733	21	\$102,804,216	39	\$87,791,871	23	\$30,915,894

Source: City and County offices reporting only new construction permits.

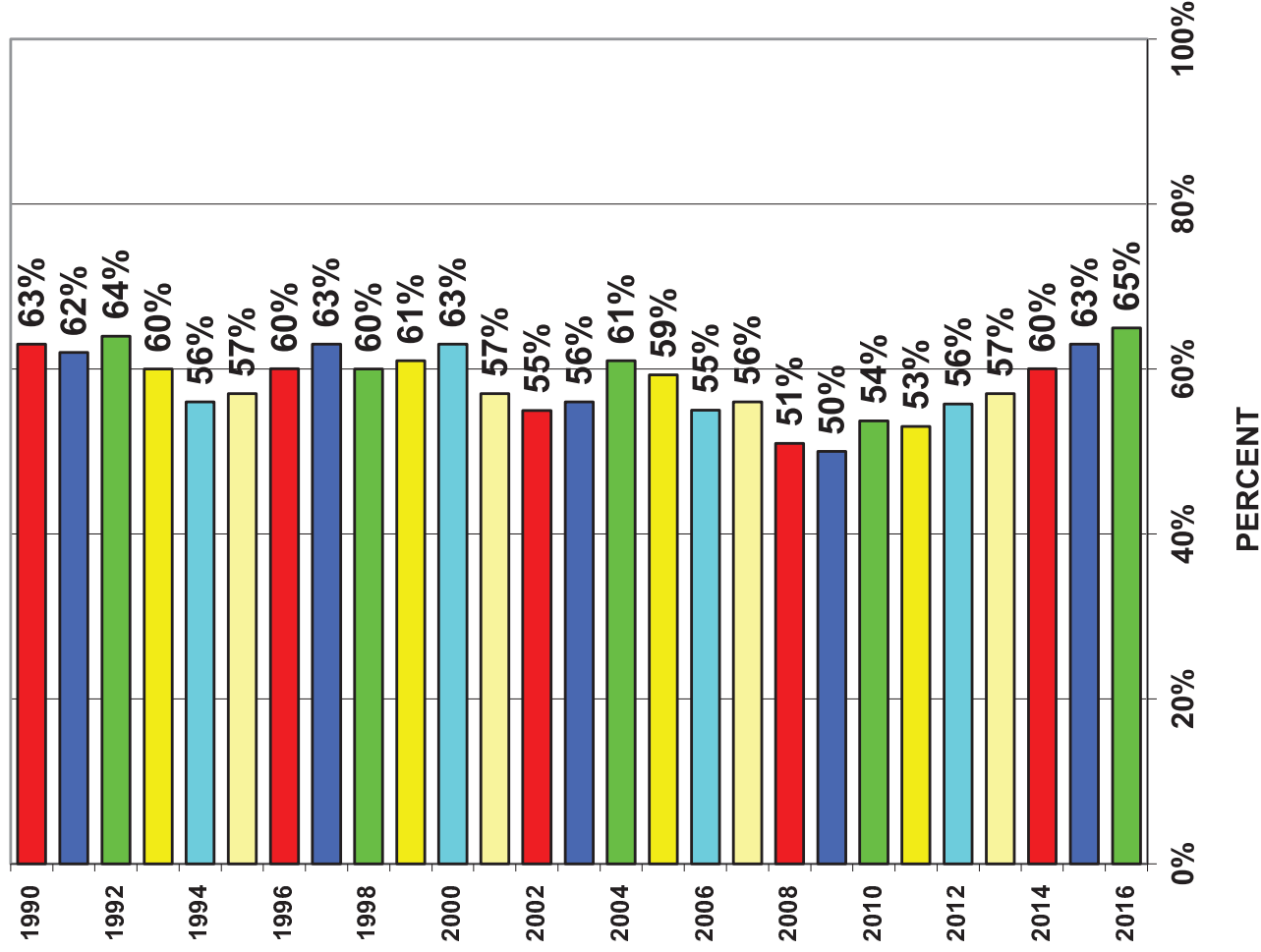
Number of Residential Foreclosures in Volusia County



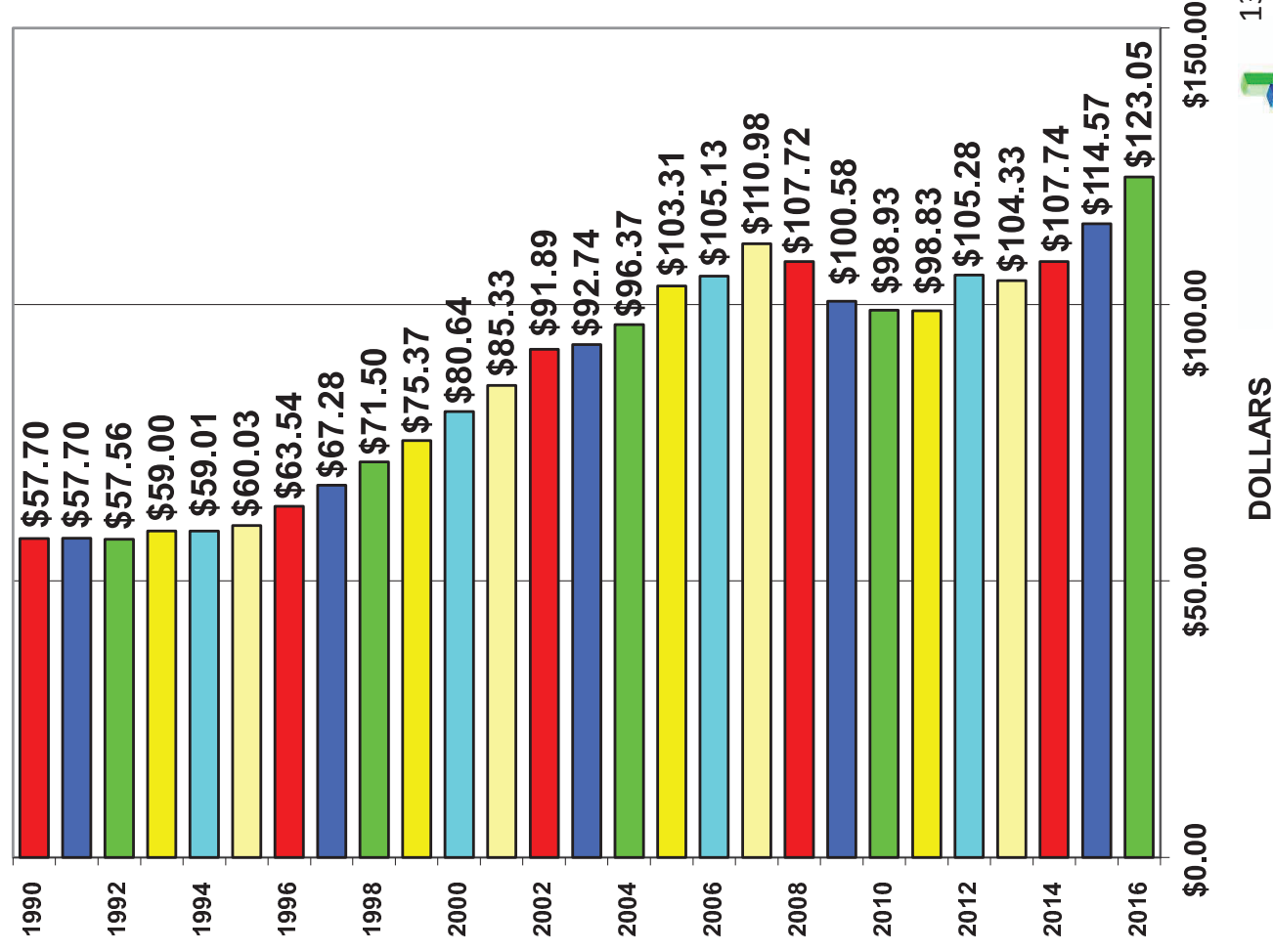
Source: Volusia County Clerk of the Circuit Court, Civil Court Operations

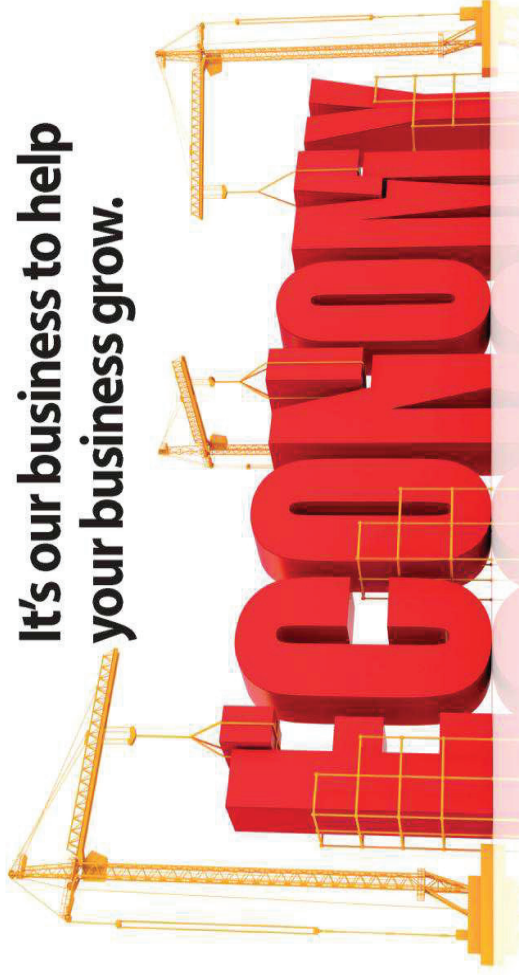


VOLUSIA HOTEL/LODGING ANNUAL OCCUPANCY 1990 - 2016



VOLUSIA HOTEL/LODGING ANNUAL AVERAGE DAILY RATE 1990 - 2016





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.

Report published quarterly by Volusia County Economic Development Division
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386.248.8048 or 800.554.3801 **floridabusiness.org**



Economic Development

Quarterly

An official publication of the Volusia County Economic Development Division

Second Quarter 2017

*Embry-Riddle soars
Butler takes command at
Embry-Riddle Aeronautical University*



Embry-Riddle soars Butler takes command at Embry-Riddle Aeronautical University

The wild blue yonder over Embry-Riddle Aeronautical University got a little bluer in the first quarter as the university welcomed its sixth president on March 13, then cut the ribbon for a major addition to its Daytona Beach campus just 10 days later.

Dr. P. Barry Butler assumed his duties as president of Embry-Riddle Aeronautical University after receiving the unanimous vote of Embry-Riddle's Presidential Search Committee. He comes to ERAU following a long career at the University of Iowa, where he served as provost. One of his first official duties at Embry-Riddle was welcoming community, university and industry leaders to a ribbon cutting marking the completion of the John Mica Engineering and Aerospace Innovation Complex.

"These are exciting times in aviation and aerospace, and Embry-Riddle will continue to play a pivotal role in their advancement," said Dr. Butler. "I am honored to have joined such a renowned institution and look forward to building upon its outstanding global reputation. Clearly, there is synergy between Embry-Riddle's resources and the demand for technology and innovation in the aviation and aerospace industries," he said.

The \$21 million John Mica Engineering and Aerospace Innovation Complex was an extraordinary visual aid illustrating Dr. Butler's comments. The first building in the complex, nicknamed MicaPlex, features 10,000 square feet of flexible space for offices and tenants, mixed-use areas

and leading-edge laboratories. The stunning architecture projects an air of innovation, and that aligns with the mission of the complex. It will be occupied by individuals and organizations that play a key role in the advancement of technology. MicaPlex will have 50,000 square feet at build-out.

"We dreamed about this many years ago," said Mori Hosseini, chairman of ERAU's Board of Trustees. "Through the vision, hard work and dedication of so many, it is now a reality, and to say the sky is the limit of its potential would be an understatement."

Dr. Butler added that the complex supports the university's quest to expand its research work and that it will also enhance retention of its masters and Ph.D. graduates. He cited the potential for the complex to become a global powerhouse and a significant contributor to local and regional economic development.

The potential cited by Dr. Butler is grounded in a career of experience in such matters. During his 33-year tenure at the University of Iowa, he was deeply involved in various mechanical engineering programs and curricula. Under his leadership, the university experienced record growth in its College of Engineering,



external research funding, private support for faculty development, program initiatives, facility improvements and student scholarships. He also established a center for technical communication, a critical element to the advancement of technology. As provost, Dr. Butler presided over 100 academic programs, the university's 11 colleges, continuing education, its library and art museum, and a general education budget exceeding \$700 million.

"We are fortunate to have Dr. Butler leading ERAU and that he comes to the presidency with the 100 percent endorsement of everyone involved on the Presidential Search Committee," said Hosseini, who chaired the committee. The committee included trustees, faculty, staff, student representatives, and delegates from the university's Daytona Beach, Prescott and Worldwide campuses.

Embry-Riddle Aeronautical University serves more than 31,000 students across two residential campuses, 125 Worldwide locations and through online curricula. It is consistently ranked highly by U.S. News & World Report, including having been ranked No. 1 among non-doctoral schools, which it was until the introduction of its doctoral programs.

Short story, long

Daytona Beach International Airport gets high marks for real-world commercial airliner in-flight emergency



On a perfect Daytona 500 weekend in Daytona Beach, NASCAR fans filled the town and stock car drivers were getting ready for the Great American Race to be held the very next day. But 30,000 feet above it all, there was trouble brewing as an Air Berlin Airbus 330-300 approached our airspace en route from Germany to Mexico: smoke in the cockpit.

The flight crew reacted swiftly and set their instruments for an emergency landing at the nearest airport that could handle the large international aircraft. That airport was Daytona Beach International Airport (DAB). Anxious passengers became riveted to what was happening as the crew set up the aircraft for an expedited descent and unscheduled landing. Fortunately, the aircraft landed without incident, although the sight of fire trucks and other emergency vehicles flanking the runway only underscored passenger anxiety.

The Air Berlin jet landed safely, the best of all outcomes. But the challenges for the 275- plus passengers, crew and staff of DAB were just beginning.

Ordinarily, international passengers remain onboard the aircraft until customs agents arrive to process them. But because this had been an emergency landing, the passengers deplaned immediately. This put them in the terminal building...and in limbo.

Given the fact that this was the day before the Daytona 500, there were no hotel rooms available, no rooms for the weary passengers to relax while waiting for another jet to get them to their destination. It turned out that the no-vacancy signs did not matter. Even though customs agents were summoned to DAB to "receive" the impromptu visitors, passengers were compelled to remain at DAB. Since they were not bound for any

U.S. destination, they were not carrying the proper documentation to enter the United States. So, while they were able to step outside and walk around, they had to remain at the airport, while the DAB brass and staff worked diligently to arrange for rescue flight.

"This was a sudden and dynamic situation that thrust the DAB team into emergency mode in the blink of an eye," said Rick Karl, DAB's director.

DAB was operating that weekend with a beefier staff than normal, due to the Daytona 500. The staff is well-rehearsed in emergency operations, which prepared them well for the situation, although there were plenty of twists and turns along the way.

continued on next page

Daytona Beach International Airport emergency...continued from previous page



Volusia County's Emergency Management Division connected the airport with the American Red Cross to help with resources to make the passengers comfortable, including several meals, blankets, and stuffed animals for the children.

Finally, word came that an American Airlines jet would depart Philadelphia for DAB to provide the rescue flight to Mexico. But after repeated delays, that departure from Philly was canceled.

Adding to the challenges was the fact that DAB, which does not have equipment to handle large international aircraft like the Airbus 330-300, was not able to unload the passengers' luggage from the Air Berlin jet.

Meanwhile, DAB staff rounded up pizza, sandwiches, coffee, water and snacks from Publix and other local establishments to provide some comfort for the stranded international passengers. DAB's director of air service development, Jay Cassens, made a couple of trips to buy diapers and other baby supplies for infant passengers and raided his SUV of his

own child's toys to keep toddler passengers entertained. As the hours clicked by, efforts to communicate with Air Berlin and American Airlines were ratcheted up in an effort to get some news – any news – about a replacement flight.

At about 5 a.m. Sunday morning, DAB officials got word that an American Airlines rescue jet would depart Philadelphia at 7:30 a.m., bound for DAB. Again, delays to that schedule eroded passenger optimism. But as the sun came up, confirmation was received that the replacement jet was on its way and would land at DAB at 12:30 p.m. to provide a rescue flight to Cancun.

The American Airlines jet landed at DAB, and after being serviced for continuation of the flight to Cancun, the weary but relieved passengers boarded for the rescue flight to get them to their destination. The only hitch was that their baggage was still sealed on the Air Berlin jet. However, once the Air Berlin jet was cleared to fly, it took off for Cancun so the passengers' baggage could catch up to them.

"I could not be more proud of how our folks responded and remained on duty to serve these passengers for what turned out to be an extended period of time," said Karl. "Their training and preparation, backed by their professionalism not only represented DAB well, but also Volusia County Government and for that matter, the United States of America."

"The staff on duty that weekend never flinched and never wavered from doing anything and everything to make these passengers comfortable while they waited – and they waited patiently – for the successful end to their ordeal," said Cassens.

"Not only did our staff-on-duty distinguish themselves, our team members who were not on duty were calling in and standing by and eager to help. It was a challenging weekend, to be sure, but gratifying in many ways, not the least of which was the gratitude shown by the passengers and crew for the efforts to accommodate them throughout their ordeal."

DaVita Labs' \$30 million expansion adds to growing presence in West Volusia County



From left to right: Mayor Bob Apgar, former commissioner Charles Paiva, Vice Mayor Leigh Matusick, Commissioner Jessica Davis, Commissioner Christopher Cloudman.

DaVita Labs' expansion will accommodate continued growth of the company's facilities in DeLand. The most recent expansion got underway in September with groundbreaking on a new \$30 million facility.

The company currently occupies 137,000 square feet of space in a five-building complex in DeLand. The new medical lab, which will be about 160,000 square feet, will be in the DeLand Municipal Airport's Northwest Business Park.

"DaVita Labs already has a workforce of about 350 including many engaged in leading-edge health care technology," said Steve Burley, DeLand economic development manager. "This expansion and increasing demand for dialysis services will lead to increased employment in coming years."

DaVita Labs is a diagnostic laboratory servicing dialysis organizations and physician practices. It is a division of DaVita Kidney Care, a leading provider of kidney care in the United States that delivers dialysis services

to patients with chronic kidney disease and end-stage renal disease.

The laboratories feature the latest in renal-specific methodology and technology for delivering quality test results. The DaVita Labs clinical laboratory team is led by experienced scientists and pathologists and receives formal guidance from top nephrologists in the industry. DaVita serves nearly 200,000 patients annually at its DeLand complex.

"DaVita's vision is to create the greatest health care community the world has ever seen," said Jason Cline, vice president and general manager of DaVita Labs. "This expansion underscores our commitment to that vision, our patients, and the DeLand community."

Partnerships with Enterprise Florida, Volusia County Government, the City of DeLand, CareerSource Flagler/Volusia and the Florida Department of Economic Opportunity and Duke Energy made the project possible.

"It's gratifying to see a growing company like DaVita expand here in Volusia County," said Rob Ehrhardt, director of Volusia County's Economic Development Division. "This is a welcome investment by a nationally recognized brand, and one that provides not only job opportunities to our community, but underscores the fact that Volusia County is 'open for business.'"

TopBuild celebrates national headquarters in Daytona Beach



TopBuild CEO Jerry Volas leads the ribbon cutting brigade following his welcoming remarks.

It's hard to beat a happy ending, followed by a bright future. But that was the prevailing mood last month, as officials of TopBuild and area dignitaries gathered to celebrate the completion of the company's new national headquarters in Daytona Beach.

TopBuild is the leading purchaser, installer and distributor of insulation products to the United States construction industry. The company leverages a nationwide footprint to gain economies of scale and serve local markets with outstanding products, competitive pricing and relentless customer service.

The company reported \$1.74 billion in sales last year. It employs 224 people locally and 8,000 nationally. The two primary corporate entities making up TopBuild are TruTeam, which is the leading installer of residential insulation; and Service Partners, which distributes insulation and other building products.

TopBuild was spun off from Masco Corp. in 2015 and listed on the New York Stock Exchange on July 1, 2015 (NYSE symbol: BLD). Significant growth caused the need for a new, larger headquarters building. But that kind of decision raises serious discussions as to the best location in which to create the new HQ. There were plenty of cities that rolled out

the welcome mat and opened their checkbooks to lure TopBuild.

After exhaustive analysis of location options, company officials elected to remain in Volusia and build its national headquarters in Daytona Beach.

"We are very pleased with the progress the company has made and very optimistic about the future as the national economic recovery fuels the housing industry," said Jerry Volas, TopBuild's chief executive officer. "We are fortunate to have an exceptional team of people, and we are thrilled to have created this beautiful new building to serve as our national headquarters."

The building, at 475 N. Williamson Blvd. in Daytona Beach, offers 67,000 square feet. Many local resources were tapped to create the new building, including General Contractor TG Glass & Associates.

"In addition to a great design and all the features of this new building are 63 windows, which is 63 more than

we had at our prior location, so we are all grateful for that," Volas quipped before inviting his team and his guests inside for a slice of cake that replicated the building design.

Several dignitaries offered comments. Among them were Daytona Regional Chamber President & CEO Nancy Keefer, Volusia County Chair Ed Kelley, Daytona Beach City Commissioner Ruth Trager, CEO Business Alliance President Dr. Kent Sharples, Daytona Regional Chamber Chair Eric Peburn, and Commercial Realtor Dick McNerney. All expressed gratitude for TopBuild's decision to remain in Volusia County. Comments also cited TopBuild's 224-member workforce, the above-average payroll, and the role of the Fisher Family in the sale of the property to TopBuild. There also were several comments embracing the relationships that helped make the project a reality, including the Volusia County Economic Development Division, CEO Business Alliance, the Daytona Regional Chamber, Enterprise Florida, and several key individuals and organizations.

“Seven traits of amazing volunteers”

by JOHN S. ANDERSON

Certified Mentor

Chair, SCORE Chapter 87 Serving Volusia and Flagler Counties



John S. Anderson

SCORE – the Service Corps of Retired Executives – is known for its mentors’ business expertise and their volunteer service to entrepreneurs and owners of established companies and organizations.

That spirit of volunteerism is a point of pride among SCORE mentors, just as it is among other volunteers who give selflessly to thousands of organizations throughout the nation and around the world.

Understanding the impact of volunteers’ contributions on our communities is to analyze statistics, including hours served and the value of volunteer time. Volunteers are special not only because of the time they contribute, but also the tremendous value of their innumerable talents. Estimates suggest 60 million individuals in the United States contribute more than 8 billion hours of volunteer service plus economic values exceeding \$160 billion each year.

SCORE is a national organization formed by the Small Business Administration in 1964. Its dedicated volunteers mentor business owners and entrepreneurs. As the current chair of SCORE Chapter 87, and a certified mentor, I work with a dedicated team of retired business

professionals who serve Volusia and Flagler counties. I have a deep appreciation and respect for the experience and talents of my fellow SCORE members and what their service means to local businesses. To better understand why SCORE volunteers do what they do, I often refer to the writings of Michael Lindenmayer of Forbes magazine. His “Seven Traits of Amazing Volunteers” defines the common denominators of dedicated volunteers.

RESULTS DRIVEN: Want their causes to generate major positive impact.

PASSIONATE PROFESSIONALISM: Mix that professionalism with passion and the result is impressive.

SENSE OF COMMUNITY: Understand the benefit to their communities, work with leadership to pinpoint, cultivate and realize highly value added partnerships.

MAKE NO EXCUSES: Stick to their commitments and have a zero-flake factor. If they say they will contribute

something specific, they do their absolute best to make it happen. They are problem solvers and tinkers, and they persist until they find a way forward.

CONSTANT CHAMPIONS: Amazing volunteers have no off switch. They always find a way to spread the word.

ENERGIZERS: They are the original energy drink. You feel amped when collaborating with these folks.

IT’S A MATCH: Amazing volunteers think less about what they can get from the experience of volunteering and more about what they can contribute.

These traits are reflected in the 45 local SCORE volunteers who offer mentoring services to local business owners free of charge. So, the next time you are seeking ways to improve your current business model or new business plan, call SCORE Chapter 87 for assistance. To learn more, visit www.score87.org.

Halifax Health offers emergency care in Deltona



Halifax Health is preparing to celebrate the completion of its freestanding emergency department in Deltona, a welcome addition to health care resources in Volusia County's largest city, with approximately 90,000 residents.

"This is great news for Deltona," said Jerry Mayes, Deltona's economic development manager. Mayes has worked for years to bring health care providers to the city, and the completion of the Halifax Health facility is a major step toward that goal.

Halifax Health broke ground on the project nearly a year ago, announcing that the project represents the first phase of a complex that can handle increased capacity. The first phase will cover 15,000 square feet with 12 beds.

"We anticipate demand will increase so rapidly that there will be an early need to expand, said Halifax Health CEO Jeff Feasel at the groundbreaking event. Halifax Health subsidiary HH Holdings LLC bought 31 acres anticipating the possibility of building a new hospital. The site is near the intersection of Interstate 4 and Howland Boulevard.

Halifax Health Emergency Department of Deltona provides the greater Four Townes area of west Volusia County with 24-hour expert emergency care provided by board-certified

physicians, as well as care for a wide range of injuries and sicknesses including high fever, broken bones, heart attack and stroke. The facility's experienced doctors, nurses and staff are trained to deliver care in emergency situations.

The facility is open seven days a week and offers a full-service imaging center, immediate care for specified illnesses and conditions, digital access to medical records for consistency and safety and follow-up care resources.

New life for the birthplace of stock car racing

Streamline Hotel makeover nearly complete



History will soon come alive at the Streamline Hotel, an iconic small Daytona Beach Hotel that is the birthplace of stock car racing. The property has undergone a total makeover, and the new owner is anticipating welcoming guests beginning this summer.

In 1947, Bill France Sr. met with friends, stock car racing drivers and racing enthusiasts at the Streamline Hotel on Route A1A. It was then and there that they harnessed their dreams and created the National Association for Stock Car Auto Racing (NASCAR). The moment is preserved in the minds of millions of NASCAR fans today. And the Streamline Hotel will help perpetuate that memory for generations to come.

The Streamline Hotel is located near the original beach racing course and just a short drive from famed Daytona International Speedway, which replaced that course in 1959 – and recently completed a spectacular \$400 million “reimagining” project to become the world’s first motorsports stadium.

Local entrepreneur Eddie Hennessey bought the aging property in 2014 at the suggestion of his friend and area real estate professional Dino Dodani of Keller Williams Realty. The two toured the aging structure in 2013, and Hennessey purchased the property with an eye on preserving its history and restoring it to its former glory.

“The property will re-open this year as a 44-room boutique hotel that celebrates the 1940s era and NASCAR history,” said Hennessey. “Daytona Beach is a special place, and we hope that the return of the Streamline will help make it even more special.”

“The project included meticulous attention to detail in capturing and preserving history,” said Shannon May, general manager. “The guest-rooms will be well appointed with many touches reminiscent of the 1940s. At the same time, the new hotel is loaded with 21st century amenities and creature comforts,” she said.

The newly restored Streamline Hotel will feature a unique rooftop bar, the Sky Lounge, where Big Bill France and his colleagues met 70 years ago. The hotel restaurant, Olivier’s Hideaway, is on the ground floor.

Streamline officials say they look forward to working with the Daytona Beach Area Convention & Visitors Bureau on special promotions once the property is up and running.

Accordingly, CVB officials welcome the addition of the historically significant property to the local lineup of hotels and expect that the historic appeal will resonate with more than just motorsports fans.

In October 2014, the project was featured on *Hotel Impossible*, a popular Travel Channel television program that features unique and ambitious hotel projects. Its host, Anthony Melchiorri, a race fan, history fan and hotel fan, experienced an instant fascination for the project,

“This building is an icon. It’s a rock star. If it were a person, it would be a rock star.” Melchiorri said.

A grand opening date has not been set, but officials anticipate a soft opening this summer, to be followed by a grand opening shortly thereafter.

“We’re excited and cannot wait to cut the ribbon, but it is important that we not welcome our first guest until every detail is properly completed and our staff is properly trained,” said Hennessey.

Details will be posted soon at streamlinehotel.com.

What can you do with a half cent?

New elementary school on tap for Pierson



In 2014, Volusia County voters approved a 15-year extension of the half-cent sales tax that originally had been voter-approved in 2001. The first school to be replaced with the new funding is Pierson Elementary School. Excitement is building as the construction begins on the \$18 million school due to open in August 2018.

"This will be a 21st century learning environment in every sense of the concept," said Saralee Morrissey, director of planning for Volusia County Schools. "By that I mean the design will be focused on personalized learning, technology and digital instruction, with flexible learning spaces. The design also takes into account the increased needs for safety and security with controlled single points of access, a less open campus, card readers and cameras."

Another safety feature is impact-resistant glass, and the buildings are rated for 155 mph winds.

Practically speaking, the design will include collaborative learning spaces in addition to traditional classrooms. Technology features and equipment will be designed on a 1:1 ratio in each classroom, meaning all students can participate in technology-based learning activities at the same time.

The 90,000-square-foot school will feature 36 classrooms on two levels, art and music suites, a media center,

and a cafeteria in a separate building. The new Pierson Elementary School was designed by BRPH Architects & Engineers. Welbro Building Corp. is the contractor.

In addition to exciting design features and the prospect of having an all-new school, the absence of something also is eagerly anticipated – portable classrooms.

Over the years the number of portable classrooms on the Pierson Elementary School campus has grown to 26. "Portable City" is where about 200 of the school's 580 preK thru 5th grade students meet for instruction. Having all students in new, state-of-the-art classrooms and other learning environments is something students, teachers and parents look forward to.

A significant design element pays tribute to the community's fern industry, which defines the region, with artistic and geometric references to ferns gracing the front of the complex to greet students, teachers, parents and visitors.

"It is a fitting tribute to the Pierson area fern industry and Volusia County agriculture in general," said Rob Ehrhardt, director of the Volusia County Economic Development Division. "Agriculture is a major economic driver with 229,000 acres on 1,114 farms in our communities, generating an impact of \$781 million."

The half-cent sales tax extension that is funding the replacement school in Pierson took effect in January and is expected to raise \$38 million in its first year. The project list includes five new or replacement schools, security enhancements in all schools and buses, enhancements to athletic facilities at all high schools, and more renovations to other schools.

A citizens' project oversight committee has been meeting monthly since May 2016 and will provide its first annual report in September. Regular reports to the School Board and the community will be offered throughout the program, which runs through 2031.

Economic development 101

The importance of value proposition in your business

By *GEORGE TEWARI, Director*
Small Business Development Center at DSC



George Tewari

Value proposition is the heart and soul of business, but many firms, whether start-ups or mature businesses, do not have a strong value proposition. Entrepreneurs tend to give too much credence to the “idea” they have and run with it as opposed to exploring how this idea would actually perform in the market.

This raises an interesting question: “What is a value proposition?”

Value proposition is solving a problem that, is an unmet need of the customer. It is your unique strength, which is better and differentiated from other businesses and your competitors. It adds value to the customers.

A value proposition is a promise of value to be delivered. It’s the primary reason a prospect should buy from you. According to CXL Institute, a value proposition outlines a statement that:

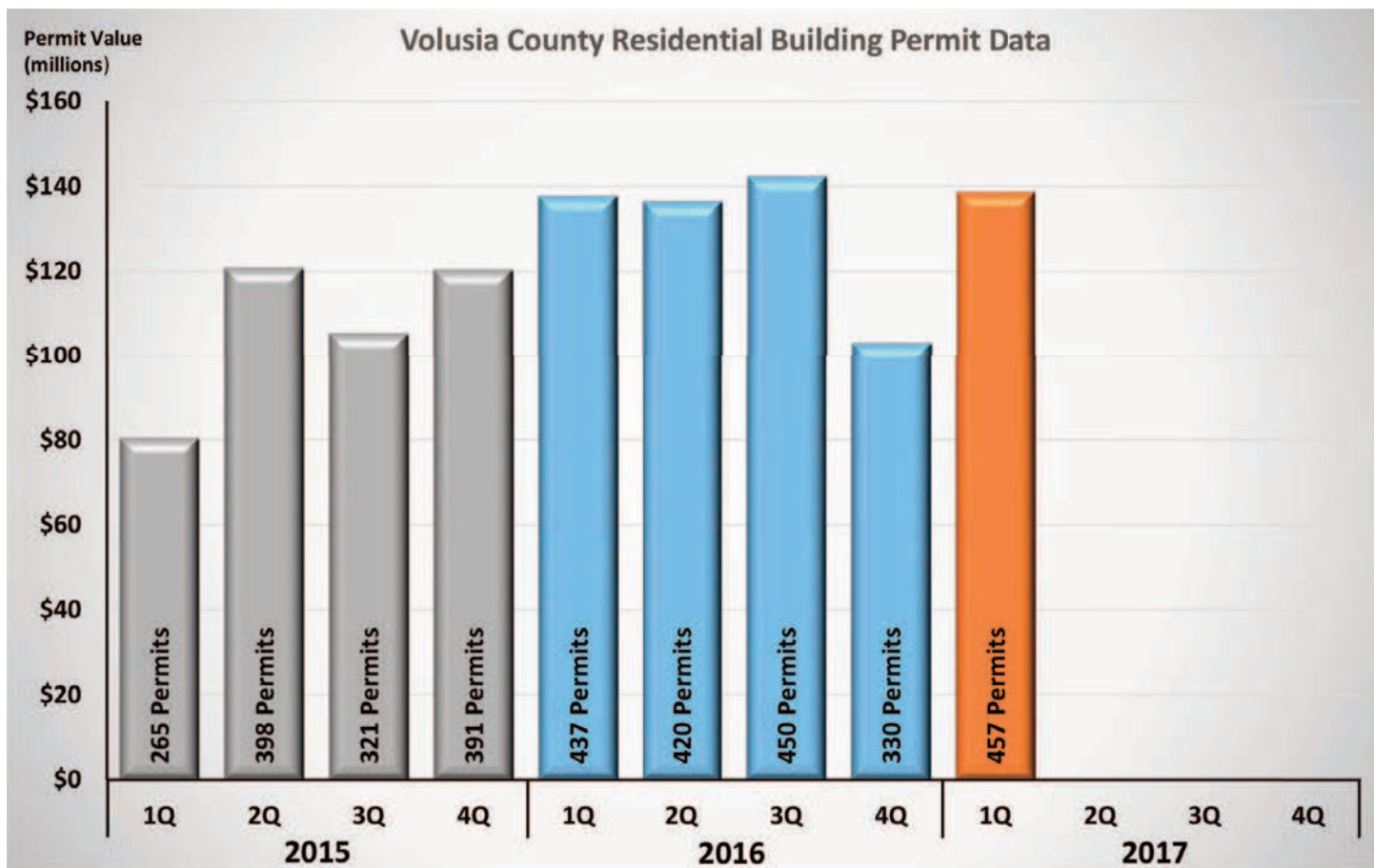
- explains how your product solves customers’ problems or improves their situation (relevancy);
- delivers specific benefits (quantified value); and

- tells the ideal customers why they should buy from you and not from the competition (unique differentiation).

A value proposition can be more effectively designed by utilizing a value proposition canvas, which is essentially an equation of three key ingredients. First, the entrepreneur needs to understand the customers by creating a customer profile through analyzing customer jobs, their pains and their gains. This is followed by a value map, which clarifies the products and services offered to the customer, their pain relievers and gain creators. Finally a fit is made when a match is achieved between the customer profile and the value map.

These principles can apply to small businesses in Volusia County. It has been estimated that 90 percent of local establishments are categorized as “small businesses” having fewer than 20 employees. For these firms, it is especially important to identify the unmet needs of the customers and provide products and services those customers value.

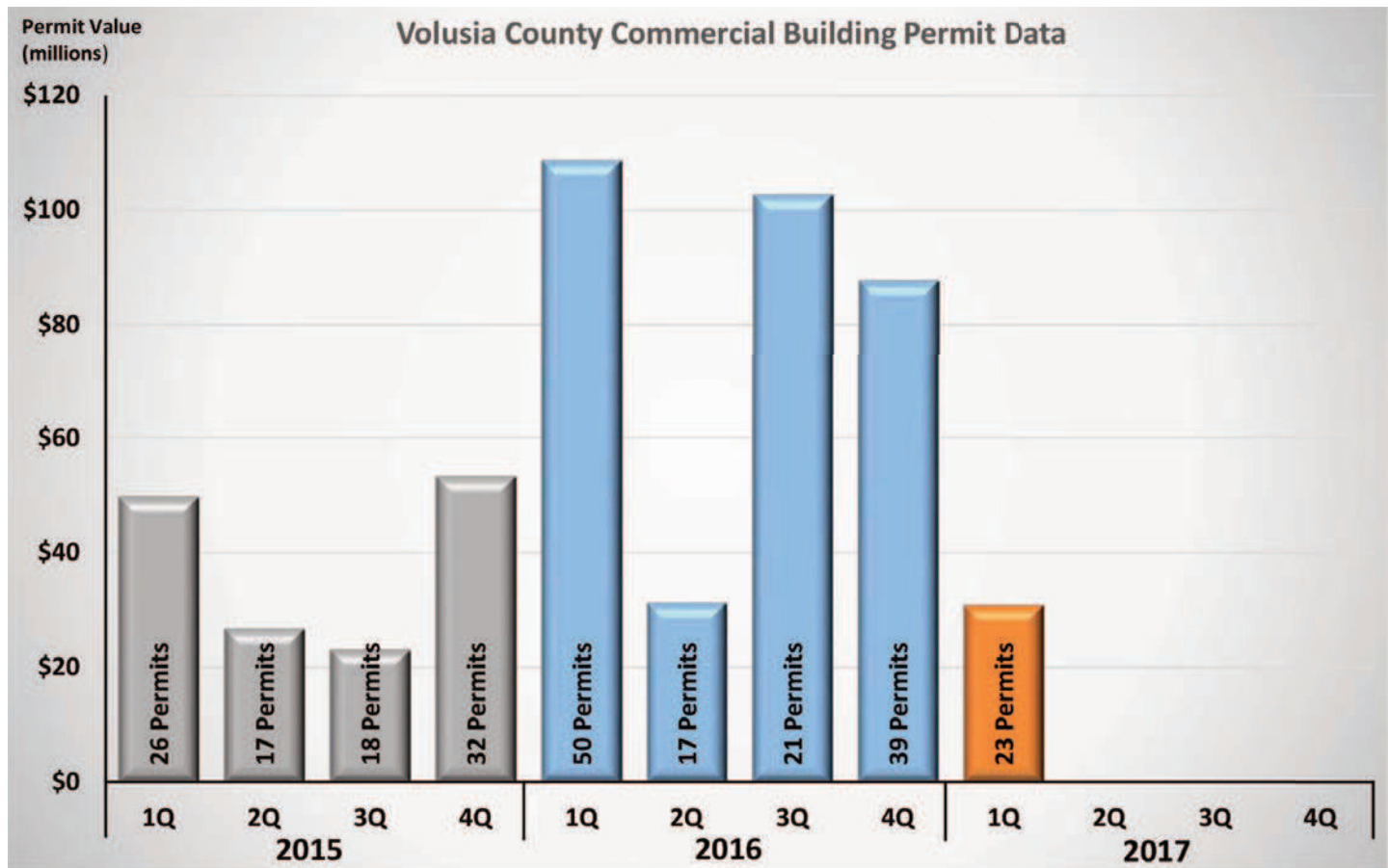
If a business owner does not have a value proposition, chances of achieving goals for growth can be reduced significantly. The Small Business Development Center at Daytona State College stands ready to assist local businesses in reviewing or developing their value proposition.



Volusia County Residential Permit Data

	1st Qtr 2016		2nd Qtr 2016		3rd Qtr 2016		4th Qtr 2016		1st Qtr 2017	
	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value
Daytona Beach	38	\$11,014,023	47	\$10,221,053	43	\$11,987,323	11	\$3,628,408	8	\$2,568,673
Daytona Beach Shores	0		1	\$285,000	0		0		0	\$0
DeBary	20	\$7,874,789	14	\$5,626,973	12	\$3,925,542	9	\$3,916,612	21	\$7,854,747
DeLand	96	\$29,265,003	116	\$38,709,509	94	\$30,709,013	70	\$23,081,726	88	\$29,637,887
Deltona	15	\$5,258,174	30	\$14,126,127	40	\$12,081,148	26	\$7,396,822	47	\$12,504,121
Edgewater	20	\$4,247,580	8	\$1,546,766	8	\$1,048,615	8	\$1,206,333	11	\$1,694,135
Holly Hill	1	\$100,000	0		2	\$105,000	0		0	\$0
Lake Helen	1	\$304,262	4	\$1,025,227	0		0		1	\$291,508
New Smyrna Beach	74	\$25,095,938	84	\$25,677,361	95	\$31,573,536	66	\$22,391,906	76	\$26,328,749
Oak Hill	5	\$834,725	2	\$311,935	3	\$454,616	0		2	\$333,950
Orange City	1	\$250,719	2	\$1,147,256	9	\$4,891,716	2	\$576,000	17	\$5,046,000
Ormond Beach	34	\$12,380,754	35	\$10,963,711	50	\$16,028,547	31	\$9,075,164	47	\$15,484,238
Pierson	0		0		0		0		0	\$0
Ponce Inlet	9	\$4,680,637	5	\$3,441,264	2	\$1,090,000	0		1	\$298,000
Port Orange	26	\$8,932,964	13	\$5,009,349	10	\$3,293,661	34	\$10,922,226	64	\$15,309,945
South Daytona	0		0		0		0		0	\$0
Unincorporated	97	\$27,559,707	59	\$18,402,853	82	\$25,182,038	73	\$20,929,147	74	\$21,383,927
Totals for Quarter	437	\$137,799,275	420	\$136,494,384	450	\$142,370,755	330	\$103,124,344	457	\$138,735,880

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



Volusia County Commercial Permit Data

	1st Qtr 2016		2nd Qtr 2016		3rd Qtr 2016		4th Qtr 2016		1st Qtr 2017	
	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value
Daytona Beach	36	\$70,610,940	5	\$19,371,620	5	\$69,284,280	11	\$15,931,369	8	\$3,757,023
Daytona Beach Shores	1	\$8,295,000	0		1	\$471,537	0		0	\$0
DeBary	0		2	\$1,935,651	0		3	\$1,331,847	0	\$0
DeLand	2	\$1,202,901	2	\$5,643,000	4	\$12,074,765	3	\$23,794,489	5	\$8,986,634
Deltona	1	\$1,200,000	0		3	\$9,052,299	0		1	\$12,633,572
Edgewater	0		0		1	\$513,000	0		0	\$0
Holly Hill	0		1	\$65,000	0		1	\$8,000	1	\$17,500
Lake Helen	0		0		0		0		0	\$0
New Smyrna Beach	1	\$10,600,000	2	\$1,575,000	4	\$5,131,279	3	\$11,295,942	0	\$0
Oak Hill	1	\$250,000	0		0		0		0	\$0
Orange City	1	\$2,250,000	1	\$363,854	0		1	\$678,000	2	\$2,614,000
Ormond Beach	5	\$9,126,018	0		2	\$1,277,056	1	\$1,517,106	1	\$630,000
Pierson	0		0		0		0		0	\$0
Ponce Inlet	0		0		0		0		0	\$0
Port Orange	1	\$4,952,522	3	\$2,250,006	0		16	\$33,235,118	4	\$2,267,165
South Daytona	0		0		0		0		0	\$0
Unincorporated	1	\$218,112	1	\$112,602	1	\$5,000,000	0		1	\$10,000
Totals for Quarter	50	\$108,705,493	17	\$31,316,733	21	\$102,804,216	39	\$87,791,871	23	\$30,915,894

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 386-238-4761.

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.



