



Volusia County
Economic Development
Third Quarter 2017 Update:
November 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.

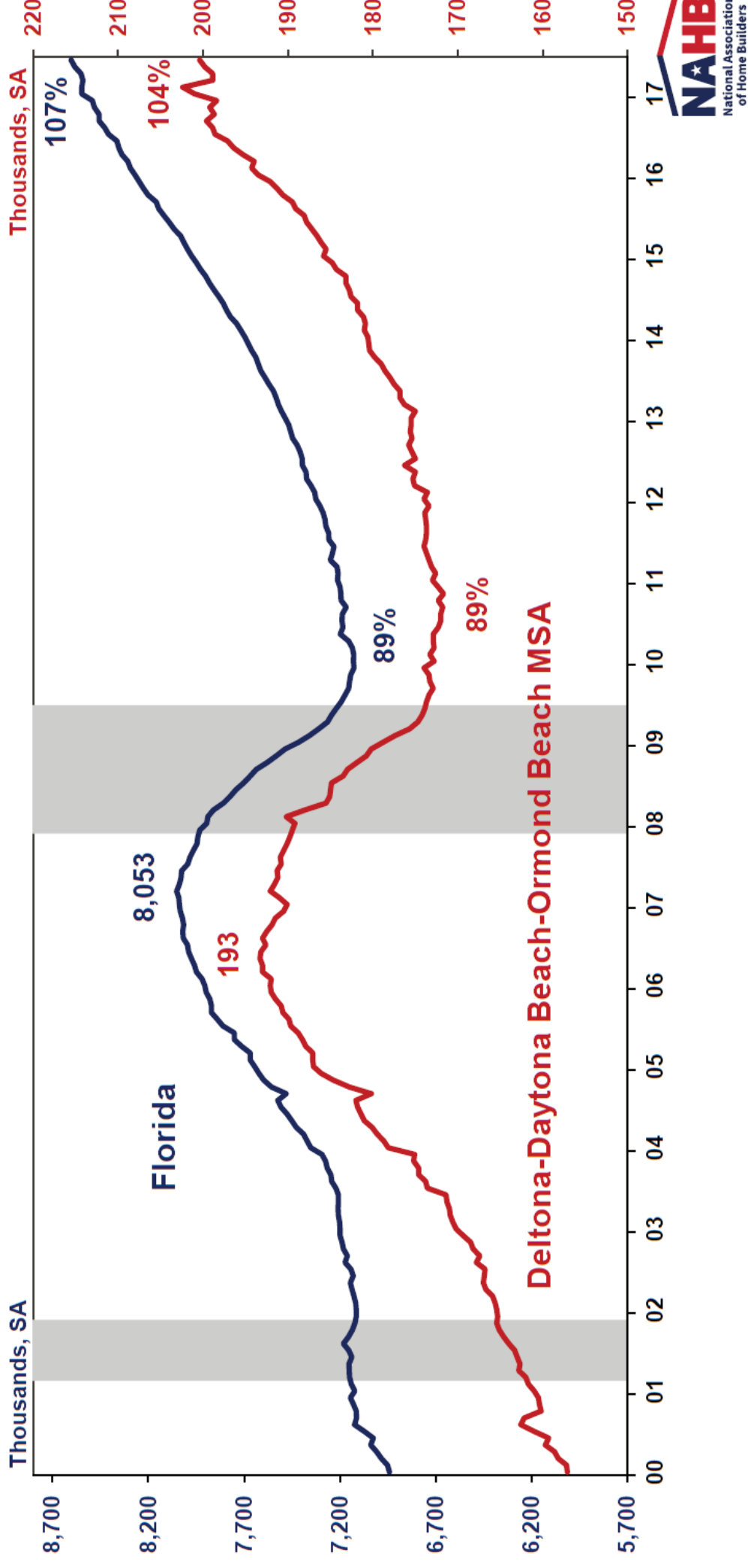


A handwritten signature in blue ink that reads "Ed Kelley". The signature is written in a cursive, flowing style.

Ed Kelley and members of the Volusia County Council

Payroll Employment

Daytona Beach MSA above pre-recession peak



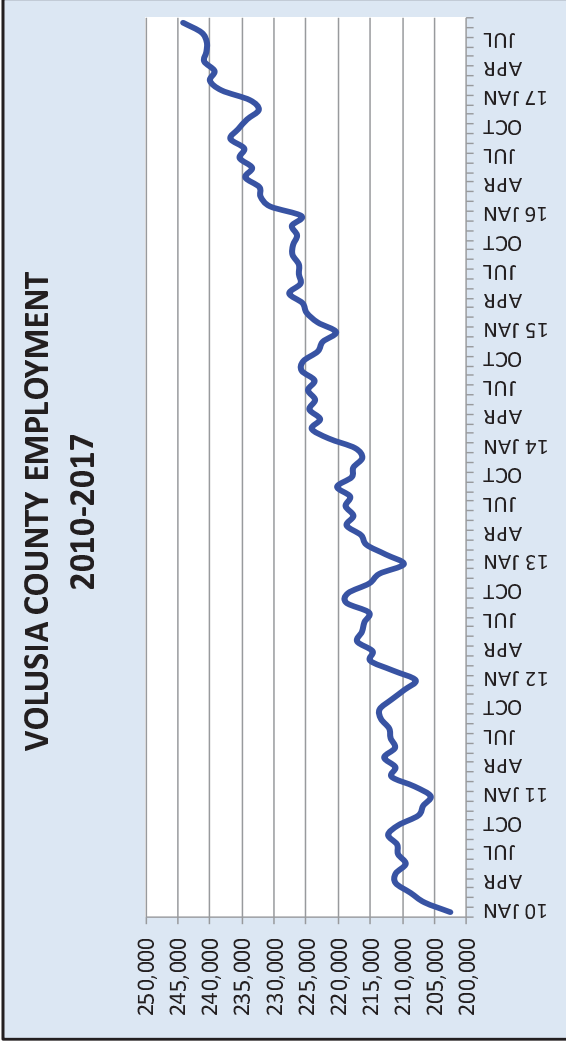
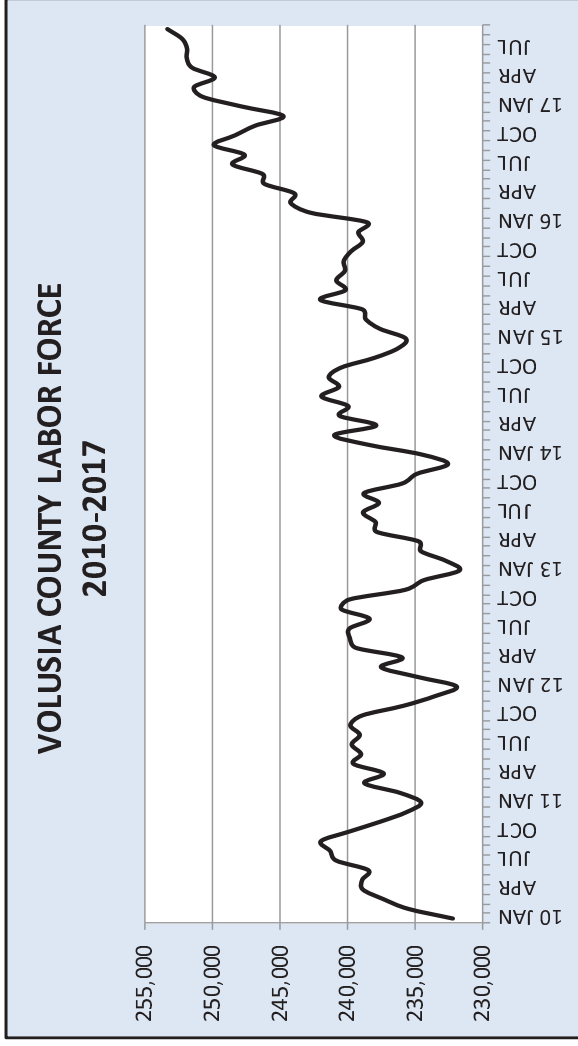
Quarterly Labor Statistics (Not Seasonally Adjusted)

Labor Force				
	3Q'17	3Q'16	Net Change	% Change
Volusia County	252,460	248,652	3,808	1.5%
Florida	10,161,667	9,898,000	263,667	2.7%
USA	161,274,333	160,047,000	1,227,333	0.8%

Unemployment				
	3Q'17	3Q'16	Net Change	% Change
Volusia County	10,512	13,082	-2,570	-19.6%
Florida	414,333	509,000	-94,667	-18.6%
USA	7,094,667	7,973,667	-879,000	-11.0%

Unemployment Rate		
	3Q'17	3Q'16
Volusia County	4.2%	5.3%
Florida	4.1%	5.1%
USA	4.4%	5.0%

Monthly Labor Trends (Not Seasonally Adjusted)

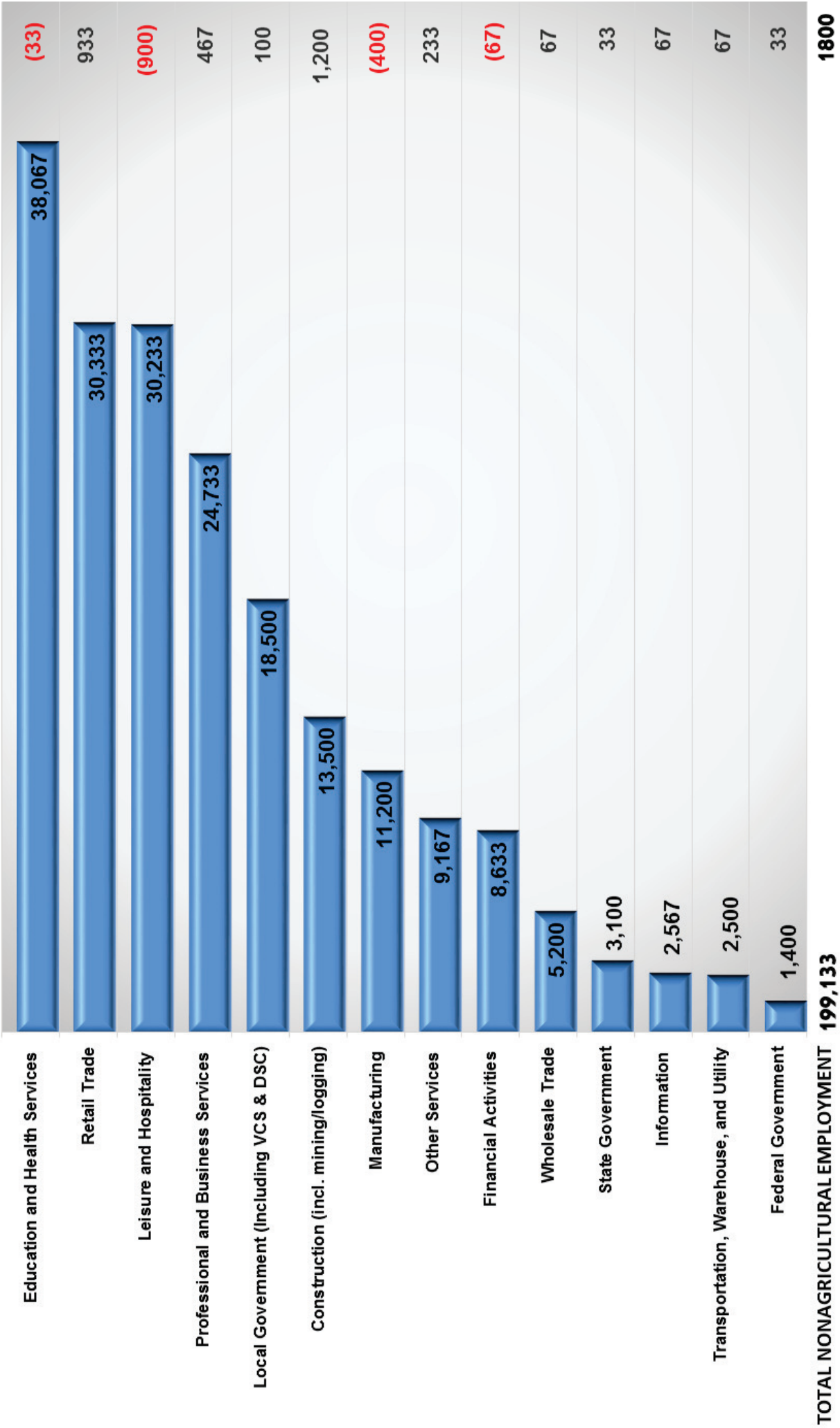


Source: Florida Department of Economic Opportunity (DEO), Local Area Unemployment Statistics (LAUS).

Employment Trend Comparison by Major Industry

Q3 2017
Average

Gain or Loss
from Q3 2016



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>3Q 2017</u>	JUL	AUG	SEP	Avg.	<u>3Q 2017</u>	JUL	AUG	SEP	Avg.	<u>3Q 2017</u>	JUL	AUG	SEP	Avg.
Labor Force	251,854	252,221	253,305	252,460	Labor Force	30,935	30,983	31,104	31,007	Labor Force	13,582	13,568	13,632	13,594
Employment	240,445	241,274	244,124	241,948	Employment	29,212	29,313	29,659	29,395	Employment	12,893	12,937	13,090	12,973
Unemployed	11,409	10,947	9,181	10,512	Unemployed	1,723	1,670	1,445	1,613	Unemployed	689	631	542	621
% Unemployed	4.5%	4.3%	3.6%	4.2%	% Unemployed	5.6%	5.4%	4.6%	5.2%	% Unemployed	5.1%	4.7%	4.0%	4.6%

<u>3Q 2016</u>	JUL	AUG	SEP	Avg.	<u>3Q 2016</u>	JUL	AUG	SEP	Avg.	<u>3Q 2016</u>	JUL	AUG	SEP	Avg.
Labor Force	248,490	247,600	249,866	248,652	Labor Force	30,732	30,585	30,820	30,712	Labor Force	13,404	13,348	13,499	13,417
Employment	235,323	234,619	236,767	235,570	Employment	28,590	28,505	28,766	28,620	Employment	12,618	12,580	12,695	12,631
Unemployed	13,167	12,981	13,099	13,082	Unemployed	2,142	2,080	2,054	2,092	Unemployed	786	768	804	786
% Unemployed	5.3%	5.2%	5.2%	5.3%	% Unemployed	6.8%	6.7%	6.4%	6.8%	% Unemployed	5.9%	5.8%	6.0%	5.9%

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

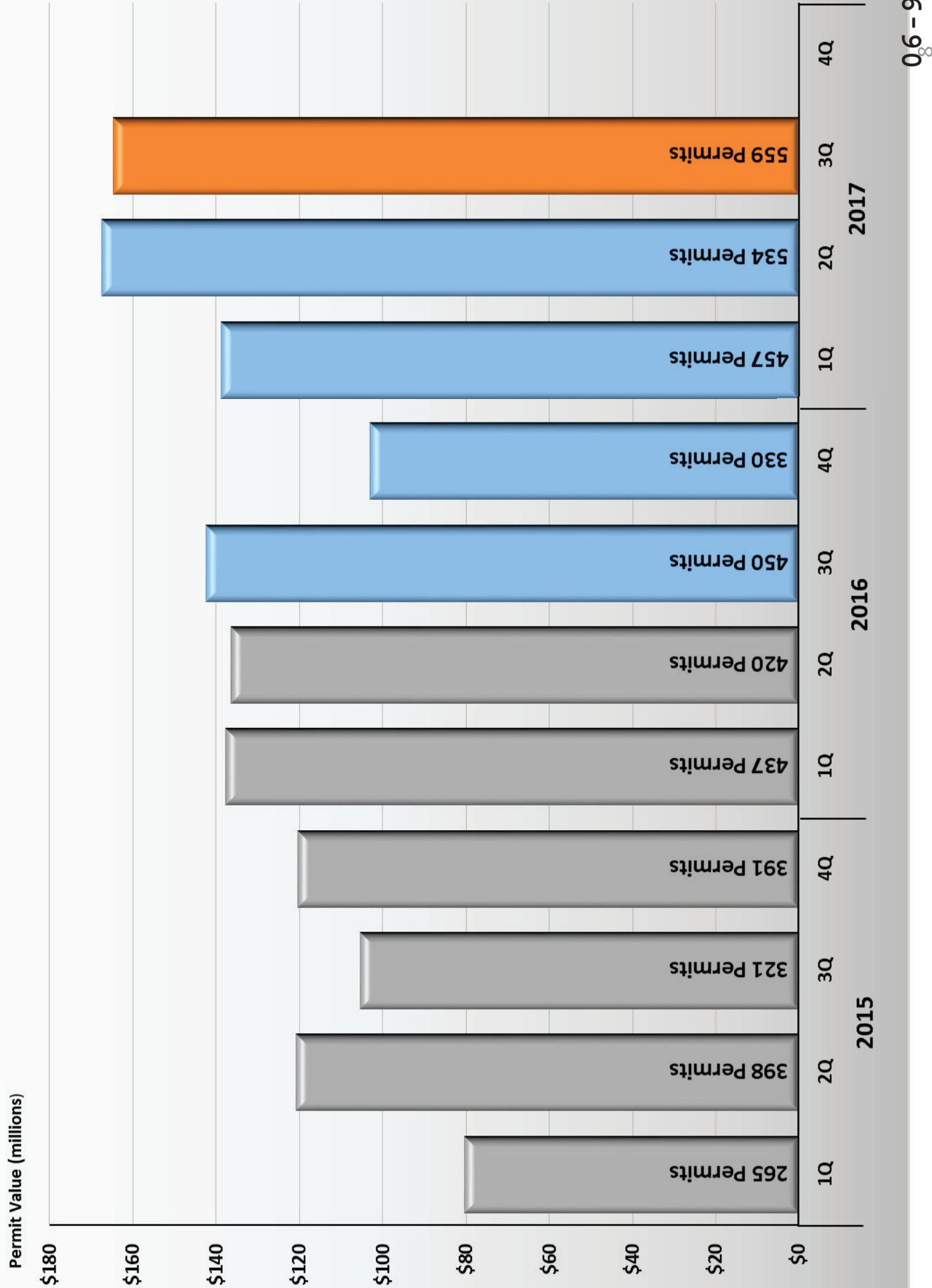
County & Municipal Employment

Deltona					Ormond Beach					Port Orange				
<u>3Q 2017</u>	JUL	AUG	SEP	Avg.	<u>3Q 2017</u>	JUL	AUG	SEP	Avg.	<u>3Q 2017</u>	JUL	AUG	SEP	Avg.
Labor Force	44,770	44,724	44,860	44,785	Labor Force	19,652	19,705	19,794	19,717	Labor Force	31,089	31,140	31,313	31,181
Employment	42,548	42,695	43,199	42,814	Employment	18,817	18,882	19,105	18,935	Employment	29,842	29,945	30,299	30,029
Unemployed	2,222	2,029	1,661	1,971	Unemployed	835	823	689	782	Unemployed	1,247	1,195	1,014	1,152
% Unemployed	5.0%	4.5%	3.7%	4.4%	% Unemployed	4.2%	4.2%	3.5%	4.0%	% Unemployed	4.0%	3.8%	3.2%	3.7%

<u>3Q 2016</u>	JUL	AUG	SEP	Avg.	<u>3Q 2016</u>	JUL	AUG	SEP	Avg.	<u>3Q 2016</u>	JUL	AUG	SEP	Avg.
Labor Force	44,008	43,885	44,227	44,040	Labor Force	19,371	19,342	19,513	19,409	Labor Force	30,635	30,496	30,835	30,655
Employment	41,642	41,517	41,897	41,685	Employment	18,416	18,361	18,529	18,435	Employment	29,207	29,119	29,386	29,237
Unemployed	2,366	2,368	2,330	2,355	Unemployed	955	981	984	973	Unemployed	1,428	1,377	1,449	1,418
% Unemployed	5.4%	5.4%	5.3%	5.3%	% Unemployed	4.9%	5.1%	5.0%	5.0%	% Unemployed	4.7%	4.5%	4.7%	4.6%

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

Volusia County Residential "New Construction" Building Permit Data



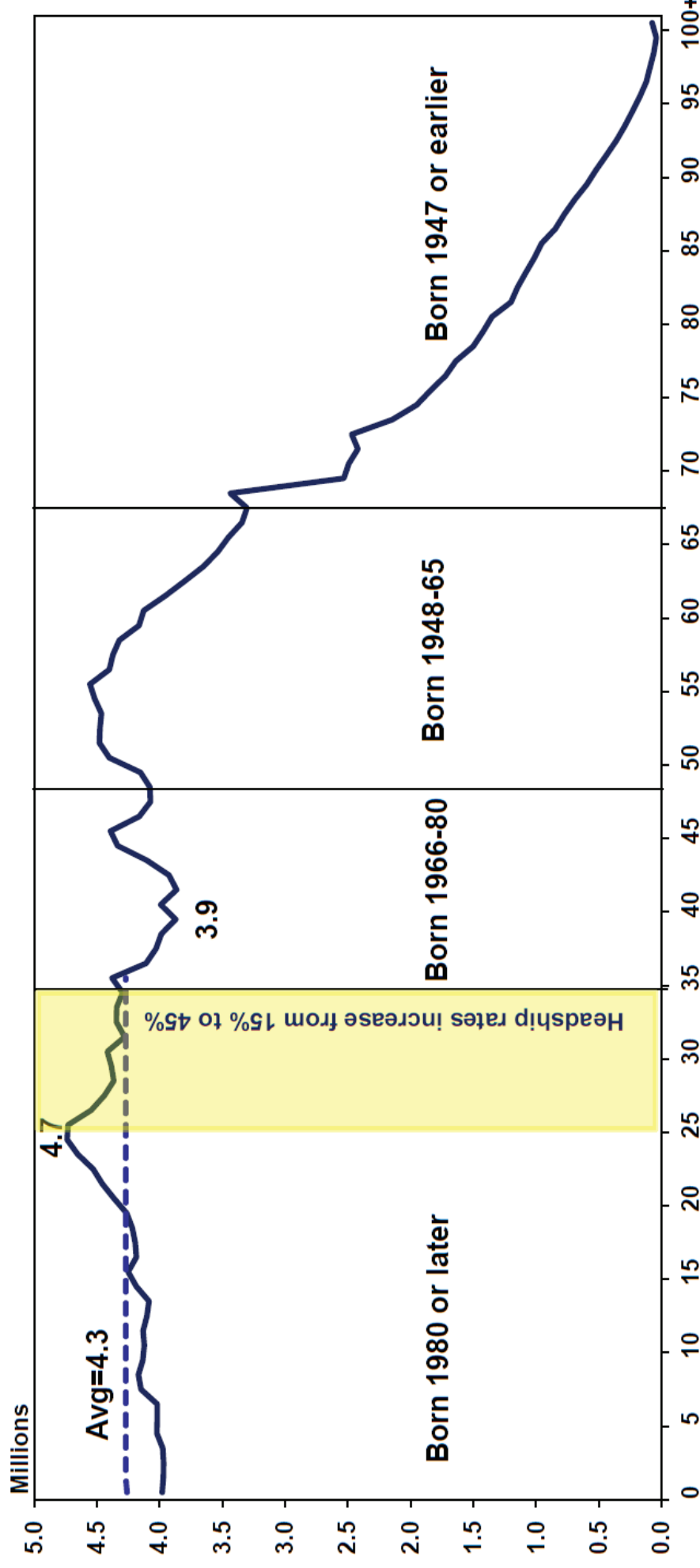
Volusia County Residential "New Construction" Building Permit Data

	3rd Qtr 2016		4th Qtr 2016		1st Qtr 2017		2nd Qtr 2017		3rd Qtr 2017	
	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value
Daytona Beach	43	\$11,987,323	11	\$3,628,408	8	\$2,568,673	8	\$2,456,426	45	\$11,207,804
Daytona Beach Shores	0		0		0		1	\$1,483,000	0	\$0
DeBary	12	\$3,925,542	9	\$3,916,612	21	\$7,854,747	34	\$13,501,722	15	\$6,110,683
DeLand	94	\$30,709,013	70	\$23,081,726	88	\$29,637,887	78	\$24,407,180	137	\$40,885,326
Deltona	40	\$12,081,148	26	\$7,396,822	47	\$12,504,121	42	\$11,846,520	49	\$12,352,044
Edgewater	8	\$1,048,615	8	\$1,206,333	11	\$1,694,135	18	\$3,359,825	15	\$2,179,940
Holly Hill	2	\$105,000	0		0		2	\$371,000	0	\$0
Lake Helen	0		0		1	\$291,508	1	\$370,000	2	\$730,306
New Smyrna Beach	95	\$31,573,536	66	\$22,391,906	76	\$26,328,749	100	\$38,120,938	81	\$26,842,172
Oak Hill	3	\$454,616	0		2	\$333,950	3	\$385,990	6	\$1,108,070
Orange City	9	\$4,891,716	2	\$576,000	17	\$5,046,000	5	\$1,456,000	1	\$259,000
Ormond Beach	50	\$16,028,547	31	\$9,075,164	47	\$15,484,238	47	\$15,890,978	42	\$12,207,434
Pierson	0		0		0		0	\$0	0	\$0
Ponce Inlet	2	\$1,090,000	0		1	\$298,000	3	\$1,355,259	4	\$3,539,000
Port Orange	10	\$3,293,661	34	\$10,922,226	64	\$15,309,945	60	\$18,547,392	51	\$16,724,794
South Daytona	0		0		0		0	\$0	1	\$342,572
Unincorporated	82	\$25,182,038	73	\$20,929,147	74	\$21,383,927	132	\$33,804,581	110	\$30,161,733
Totals for Quarter	450	\$142,370,755	330	\$103,124,344	457	\$138,735,880	534	\$167,356,811	559	\$164,650,878

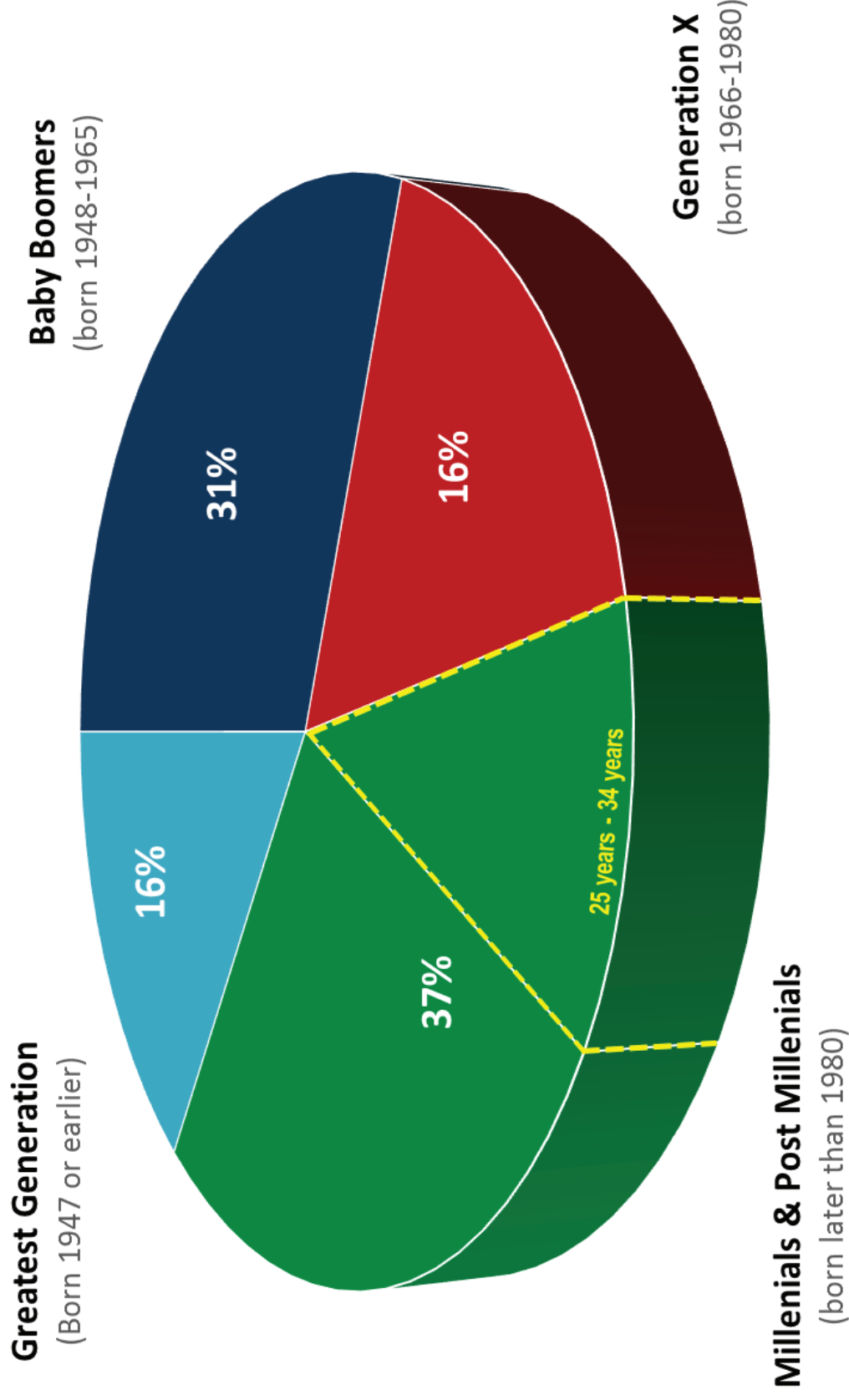
Source: City and County permit offices reporting new construction activity.



Rising Population Entering Housing Demand Years

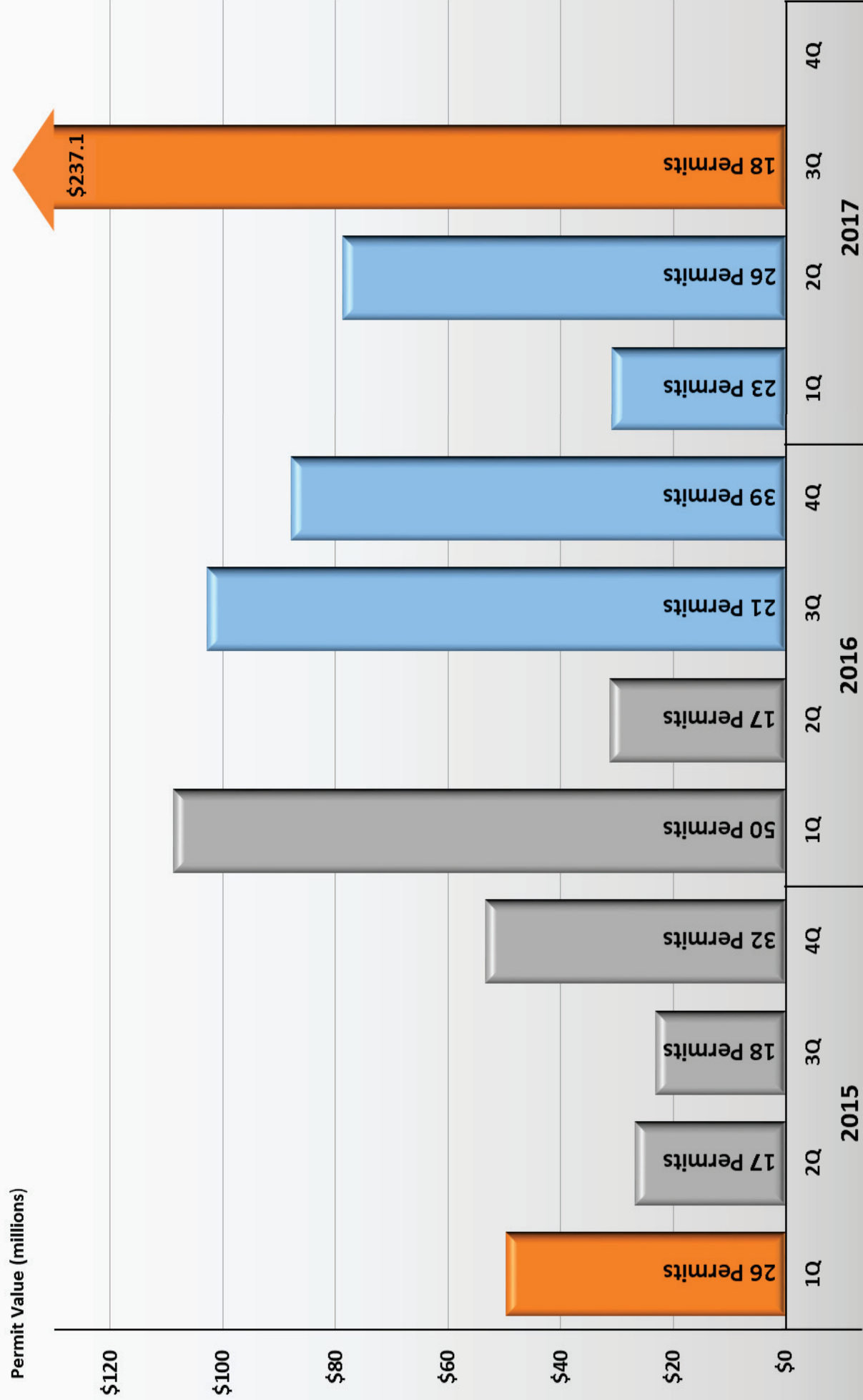


Volusia County Population by Generation



Source: US Census Bureau, 2016 American Community Survey - 1yr estimate.

Volusia County Commercial "New Construction" Building Permit Data



Note: 3Q 2017 includes \$204.9 million for Daytona Beach Convention Hotel at 500 N. Atlantic Ave.

Volusia County Commercial "New Construction" Building Permit Data

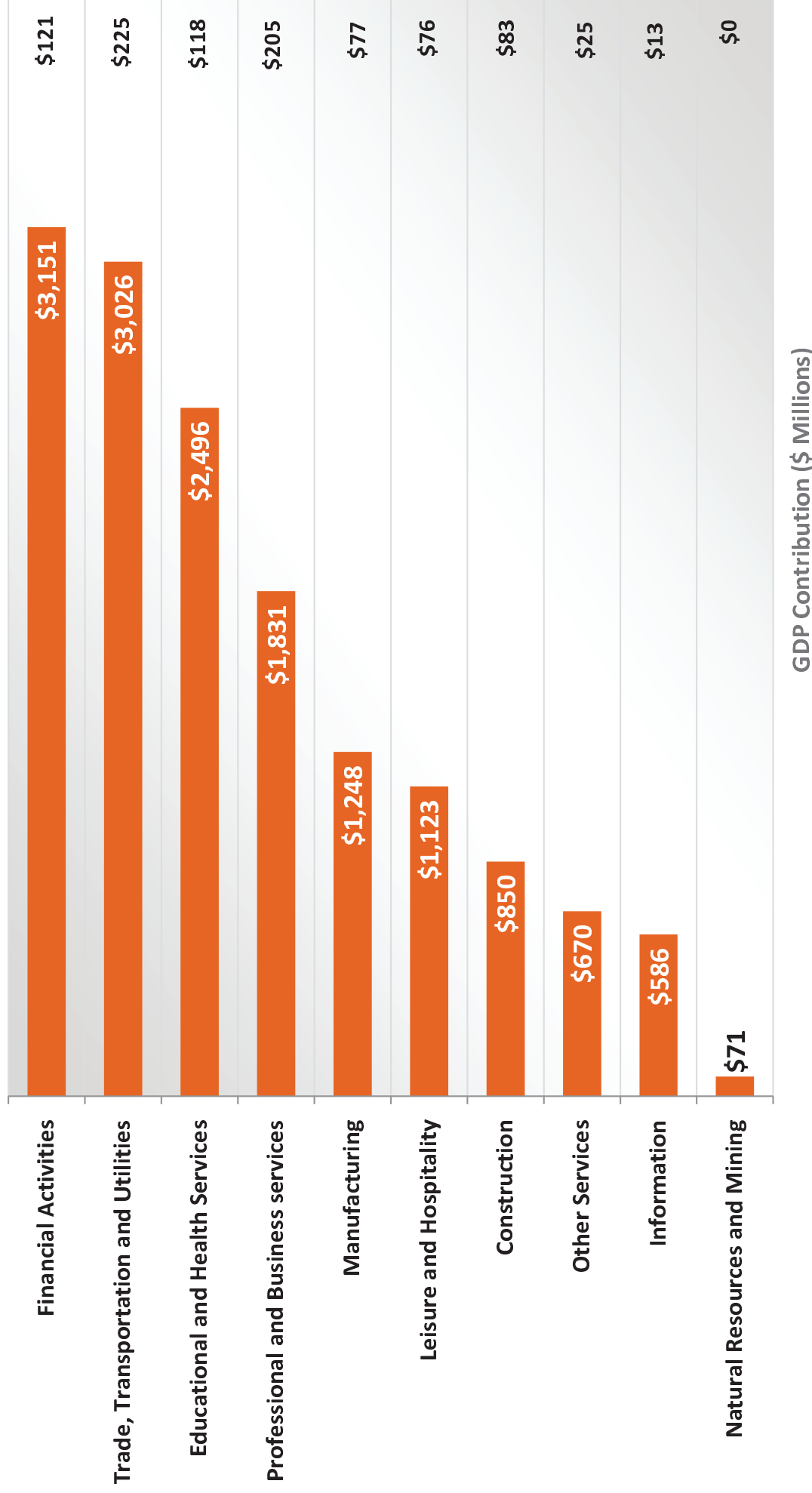
	3rd Qtr 2016		4th Qtr 2016		1st Qtr 2017		2nd Qtr 2017		3rd Qtr 2017	
	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value
Daytona Beach	5	\$69,284,280	11	\$15,931,369	8	\$3,757,023	11	\$47,777,355	5	\$218,479,495
Daytona Beach Shores	1	\$471,537	0		0		2	\$13,486,344	1	\$319,716
DeBary	0		3	\$1,331,847	0		1	\$200,000	1	\$412,000
DeLand	4	\$12,074,765	3	\$23,794,489	5	\$8,986,634	2	\$3,217,079	1	\$65,000
Deltona	3	\$9,052,299	0		1	\$12,633,572	0	\$0	1	\$2,070,000
Edgewater	1	\$513,000	0		0		0	\$0	1	\$850,000
Holly Hill	0		1	\$8,000	1	\$17,500	1	\$30,000	2	\$420,000
Lake Helen	0		0		0		0	\$0	0	\$0
New Smyrna Beach	4	\$5,131,279	3	\$11,295,942	0		1	\$1,084,844	2	\$585,005
Oak Hill	0		0		0		0	\$0	0	\$0
Orange City	0		1	\$678,000	2	\$2,614,000	1	\$2,855,000	2	\$9,911,000
Ormond Beach	2	\$1,277,056	1	\$1,517,106	1	\$630,000	2	\$2,487,947	0	\$0
Pierson	0		0		0		0	\$0	0	\$0
Ponce Inlet	0		0		0		0	\$0	0	\$0
Port Orange	0		16	\$33,235,118	4	\$2,267,165	0	\$0	1	\$1,550,000
South Daytona	0		0		0		0	\$0	0	\$0
Unincorporated	1	\$5,000,000	0		1	\$10,000	5	\$7,624,234	1	\$2,442,000
Totals for Quarter	21	\$102,804,216	39	\$87,791,871	23	\$30,915,894	26	\$78,762,803	18	\$237,104,216

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

2016 GDP Contribution by Private Industry Super Sector

Deltona-Daytona Beach-Ormond Beach MSA

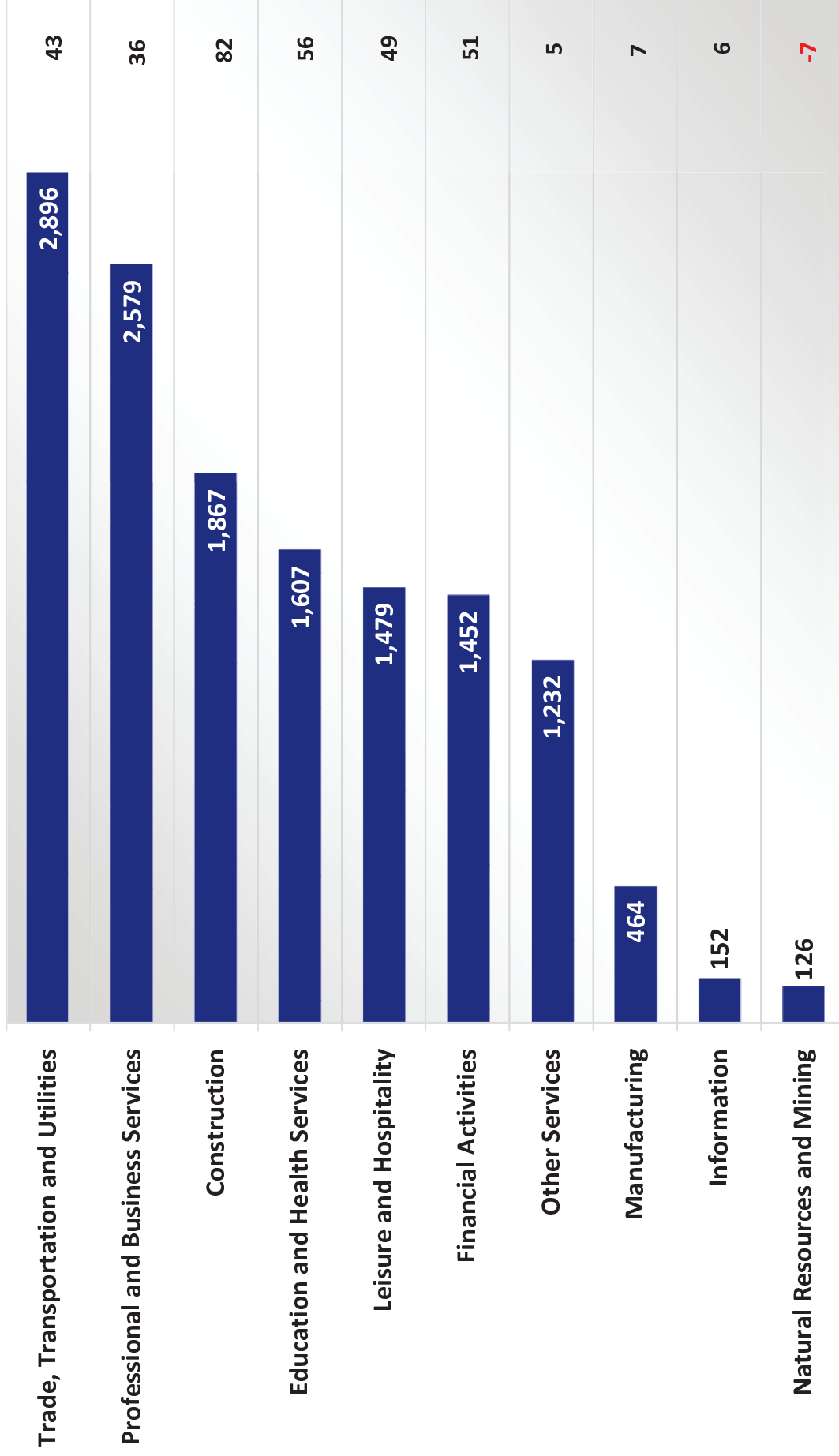
Gain or **Loss** from 2015
(\$ millions)



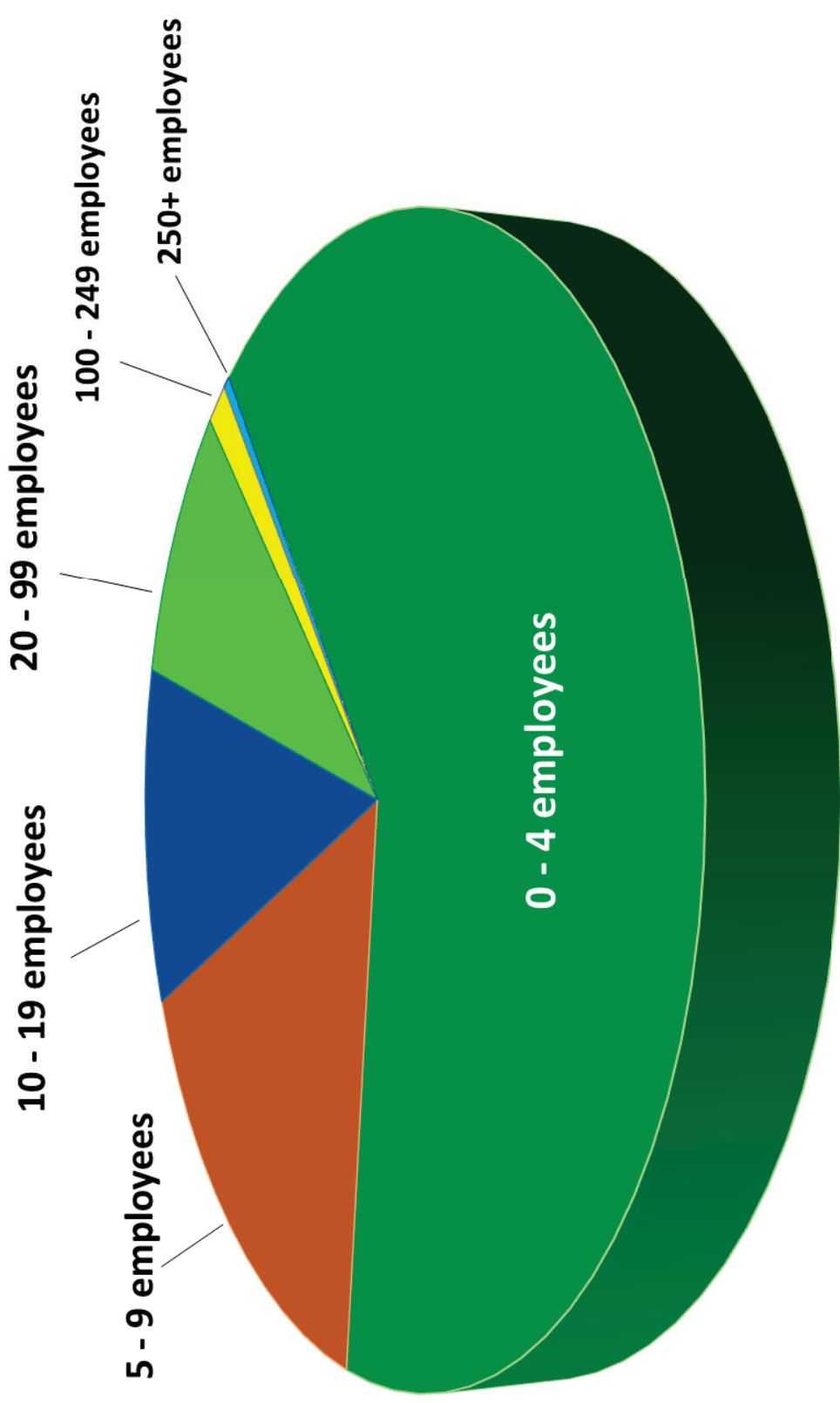
Source: US Bureau of Economic Analysis (BEA), updated 9/20/17

Establishments by Private Industry Super Sector

Gain or **loss** from
2015



Volusia County Establishments by Number of Employees



Percent of Volusia County employers with **less than 20** employees **89%**
Percent of Volusia County employers with **less than 10** employees **79%**

Economic Impact of 50 Winning Companies



1,929 full-time
equivalent employees in 2016



64 percent increase in
total annual revenue in
2016 compared to 2015



49 percent increase in 2016 total
employment compared to 2015



\$333 million in
total annual
revenue in 2016



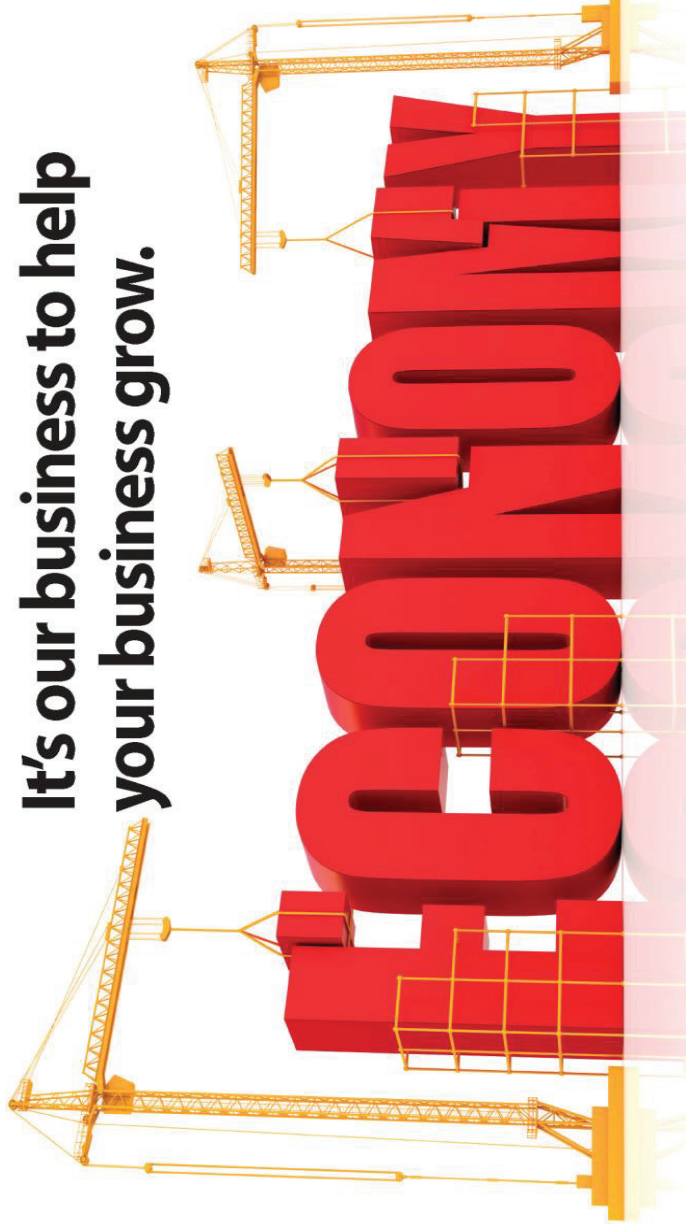
686 net new jobs projected for 2017

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GROWFL
TAKING SUCCESSFUL COMPANIES TO THE NEXT LEVEL

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
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

An official publication of the Volusia County Economic Development Division

Fourth Quarter 2017

Miracle on Beach Street

*Brown & Brown announces plans for
\$30 million Daytona Beach headquarters*



Miracle on Beach Street

Brown & Brown announces plans for \$30 million Daytona Beach headquarters

Speculation began swirling throughout the area in late August when an invitation to attend a Brown & Brown gathering for a special announcement landed in the emails of community and business leaders. The NYSE company (BRO) regularly announces mergers, senior staff additions and other news. But few of the invited guests were prepared for company president Powell Brown's announcement that Brown & Brown intended to build a 10-story, \$30 million corporate headquarters campus in downtown Daytona Beach.

Brown & Brown has a long history in Daytona Beach, having been founded in a small office there in 1939 by Adrian Brown, father of current company Chairman J. Hyatt Brown, under whose leadership the company became the nation's 6th largest insurance brokerage company and 6th largest in the world.

At the special announcement, company officials cited an aggressive growth strategy that requires visionary infrastructure investments to support further success.

"Today, we have 8,600 teammates and the company is well on its way toward a \$2 billion immediate revenue goal," said J. Hyatt Brown. "We have secured an option to buy 10.5 acres on Beach Street in downtown Daytona Beach, and we are excited to announce our intent to relocate and expand our corporate office and operating presence on a new campus in Daytona Beach. This new campus will expand our presence in Florida by creating 600 high-paying jobs over the next five years. We look forward to completing negotiations and delivering on this important investment for our teammates and corporate shareholders and serving our customers into the next generation."



Courtesy of The News-Journal - photo by Jim Tiller.

Daytona Beach was not an uncontested choice for Brown & Brown's headquarters.

"To ensure we made the best choice for our customers and our stockholders, we conducted an exhaustive search and analyzed various cities as potential locations for our headquarters," said Powell Brown. "The bottom line is that Daytona Beach, Volusia County and the State of Florida did an exceptional job of making the case for our decision. We look forward to completing the negotiations to make our multi-million-dollar investment a reality."

Preliminary plans call for construction of a 10-story building with 175,000 to 200,000 square feet on the former site of the Lloyd Buick/Cadillac and Massey car dealerships on Beach Street. The new campus will be home to Brown & Brown's corporate operations; the Daytona Beach office of Brown & Brown of Florida Inc.; and Public Risk Insurance Agency, a wholly owned subsidiary of Brown & Brown Inc.

Subject to the necessary approvals, the company is committed to building a state-of-the-art facility that will provide an engaging and collaborative work environment for its teammates and be a point of pride in the

Daytona Beach and Volusia County community.

Specifically, the project will contribute these and other benefits to the community:

- Revitalize 10-plus acres of prime downtown real estate that has lain fallow since the relocation of Massey Motors and Lloyd Buick/Cadillac.
- Provide \$35 million in new construction and land value.
- Generate approximately \$8.7 million in construction-related wages.
- Create at least 600 new jobs in Volusia County.
- Provide average annual salaries of over \$41,300.

J. Hyatt Brown put the decision to select Daytona Beach as the location of Brown & Brown's new headquarters campus in perspective. "Someone asked me, 'Why is the home of Brown & Brown in Daytona Beach?' I answered with the question, 'Why is the home office of Walmart in Bentonville, Arkansas?' The answer is because it is a center of cultural intellectualism. That's true there. And it's true here. And so we're part of the movement to climb the economic and educational hill....and to add a little Brown-&-Brown-ese. Baby, you ain't seen nothin' yet!"

Daytona Beach International Airport

Airport improvements and enhancements scheduled



Daytona Beach International Airport (DAB) already gets high marks for its ease of use, convenient parking, rapid baggage handling and, of course, daily nonstop service to Atlanta, Charlotte and New York City.

But as Airport Director Rick Karl is quick to point out, "If we want to continue to be a favorite among travelers, we need to continue to make improvements in key areas."

That thought is behind an ambitious list of improvements and enhancements scheduled for DAB, whose terminal just marked 25 years since its original construction. Some work will be immediately apparent to travelers. Other improvements and enhancements are "backstage." Among them:

- A comprehensive airport master plan study is being conducted to assess short-, medium- and long-term plans to meet future aviation demand, in accordance with Federal Aviation Administration (FAA) requirements.
- A new 13,000-square-foot aircraft rescue and firefighting facility is under construction and scheduled to open later this year. It replaces the current facility, which was built in the 1970s.
- Taxiway November rehabilitation is a priority and includes modification to its geometry to meet current FAA design criteria, pavement, LED lighting, storm water structures, lighting controls and airfield signage.
- Terminal restrooms renovation will include epoxy flooring and new lighting fixtures to provide a more contemporary and corporate feel.
- The passenger terminal is slated for new interiors, with the continued focus on convenience. It will provide a more modern feel while maintaining the world-class customer service experience for which DAB is known.

customer service experience for which DAB is known.

DAB is on 2,900 acres and serves more than 700,000 passengers annually. Carriers include Delta Air Lines, American Airlines and JetBlue Airways with more than 50 commercial flights per week.

DAB also is home to the Center for Innovation and Technology, and the Volusia County Business Incubator powered by the University of Central Florida Incubation Program. Other tenants include NASCAR Aviation, three fixed-base operators, four hotels and two restaurants. These tenants and other profit centers generate revenues that sustain the airport, which is a service of Volusia County Government.

Emergency Operations Center

Managing emergencies in Volusia County



At times there were more than 300 people coordinating hundreds of tasks relative to preparing for the hurricane, monitoring the storm from start to finish, and putting myriad plans into action to help people and businesses recover from the storm.

"This is a remarkable facility in so many ways," added Volusia County Chair Ed Kelley. "More than the logistical strategies and the technology, the most impressive thing is that these dedicated people left their homes and businesses to help protect everyone else."

Volusia County Manager Jim Dinneen is the designated head of government operations during activation. This activation was a Level 1, meaning it was a full-scale activation during which the EOC was operational 24

hours a day. Dinneen and others were at the EOC around the clock for several days.

"Most people are unaware of this extraordinary command center and the fact that such a large contingent of people is on duty throughout the storm," said Volusia County Emergency Management Director Jim Judge.

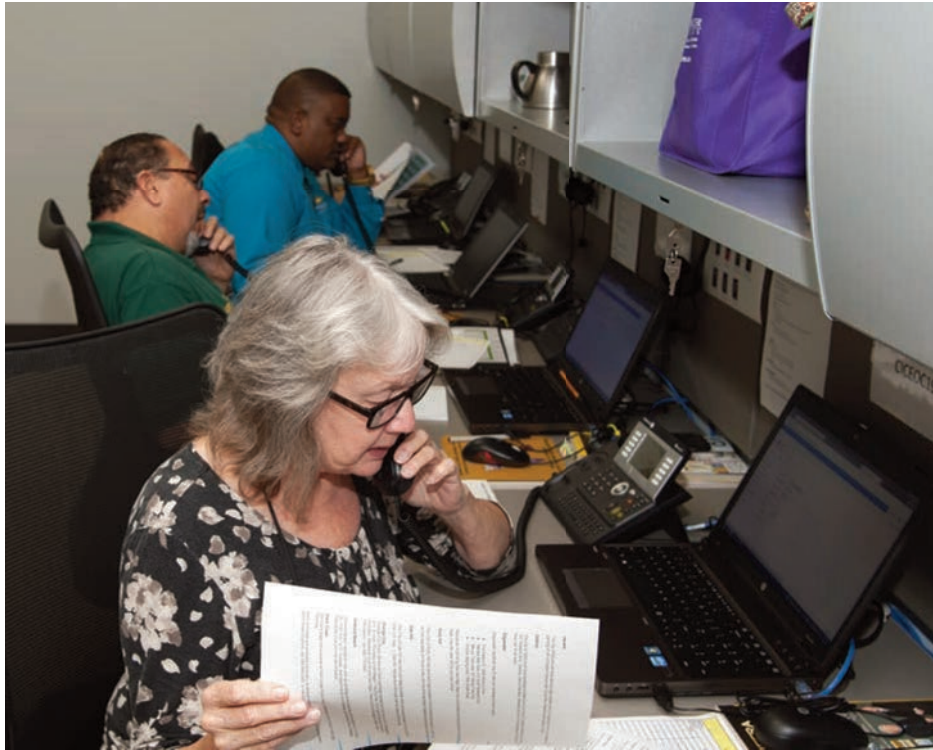
The EOC is a 43,000-square-foot, state-of-the-art compound located between Daytona Beach and DeLand on Tiger Bay Road. It houses the

county's emergency operations and countywide 911 dispatch functions.

As a state-of-the-art complex, the EOC was engineered with high-speed optical circuits, a voice-over-internet protocol telephone system, the latest 911 dispatch radio consoles, a Wi-Fi network, satellite weather reporting and communications, and an 800 MHz radio coverage. It also features back-up generators, a helipad, ham radio center, and bunk rooms for emergency workers.

Continued on next page

Managing emergencies in Volusia County...continued from previous page



Departments and agencies with similar resources and responsibilities are grouped under 20 emergency support functions (ESFs), which represent these critical areas:

- ESF 1 – Transportation
- ESF 2 – Communications
- ESF 3 – Public works and engineering
- ESF 4 – Firefighting
- ESF 5 – Information and planning
- ESF 6 – Mass care
- ESF 7 – Resource support
- ESF 8 – Health and medical services
- ESF 9 – Urban search and rescue
- ESF 10 – Hazardous materials
- ESF 11 – Food and water
- ESF 12 – Energy
- ESF 13 – Military support
- ESF 14 – Public information
- ESF 15 – Volunteers and donations

ESF 16 – Law enforcement and security

ESF 17 – Animal protection

ESF 18 – Business and industry

ESF 19 – Damage assessment

ESF 20 – Persons with special needs

Volusia County uses the emergency support function organizational structure to facilitate coordination among agencies, neighboring counties, FEMA and the state. While many areas of the EOC are dedicated to various disaster management activities, the 4,000-square-foot operations room is its command center, in which key people assigned to various ESF seats monitor the disaster at hand.

Each of the ESFs played a key role before, during and after the storm. For example, media briefings were coordinated by ESF 14 and Volusia County Community Information Director Joanne Magley. The briefings were presented regularly in a dedicated media room to keep residents informed.

Volusia County Community Services is the lead agency for ESF 15, which manages volunteer support and donations. Within this function, Community Organizations Active in Disaster (COAD) plays a key role in helping people and businesses recover from the storm. Former Volusia County Chair Frank Bruno, who oversees COAD, reported that more than a dozen AmeriCorps team members from Washington state traveled to Volusia County and worked under the direction of COAD, providing tarping, chainsaw work, de-mucking and other tasks. They were here until Oct. 18, when they traveled to Puerto Rico to provide assistance in the devastating wake of Hurricane Maria.

The Volusia County Emergency Operations Center has been activated 62 times since 1993, including eight full-scale activations. The largest and longest-running event managed by the EOC was triggered by the multiple hurricanes of 2004, which required a 44-day activation.

Economic Development = expansion and recruitment

Strong business means higher quality of life

by JIM DINNEEN
County Manager, Volusia County Government



Jim Dinneen

The Volusia County Councils past and present have made Economic Development a priority for Volusia County Government. That's because economic development means progress and general improvement in living standards, and those two things are vital in order to keep Volusia County a desirable place to live, work and play.

At the county government level, we have an Economic Development Division with a mission to help local businesses to grow and prosper. We have a public/private partnership with Team Volusia, the recruitment agency for the county. In addition, the county works closely with all of the cities and their Economic Development offices to collaborate on projects and provide any needed assistance.

Through the leadership of the county councils, our county government has planned economic development that will improve all aspects of living and working here, by dedicating a small portion of the overall budget specifically to assist in the development of projects big and small. This is done by providing a local match to state incentives, based on job creation, and infrastructure assistance for things like roads, sidewalks, sewer and traffic lights.

Below is a listing of companies that received local financial support for QTI Tax Refund applications during FY2016-17 approved by the Volusia

County Council. Numbers 1 – 6 support an expansion of an existing Volusia County business and 7 -9 support recruitment projects by Team Volusia.

1. Advanced Manufacturing & Power Systems (DeLand) - 12 jobs / LFS of \$7200 / \$36,000 total
2. Magnolia River Services (Orange City) - 17 jobs / LFS of \$13,600 / \$68,000 total
3. Security First Managers (Ormond Beach) - 165 jobs / LFS of \$198,000 / \$990,000 total
4. Boston Whaler (Edgewater) - 125 jobs / LFS of \$40,000 / \$625,000 total
5. B.Braun Medical/D.C. (Daytona Beach) - 30 jobs / LFS of \$18,000 / \$90,000 total
6. 3D Material Technologies (Daytona Beach) - 30 jobs / LFS of \$36,000 / \$180,000 total
7. Jet Machining and Design (DeLand) - 17 jobs / LFS of \$17,000 / \$85,000 total

8. Teletch Healthcare (Daytona Beach) - 60 jobs / LFS of \$36,000 / \$180,000 total
9. Seamax LLC (Daytona Beach) - 80 jobs / LFS of \$48,000 / \$240,000 total

In total, these businesses provided 536 jobs to Volusia County, with a local funding support of \$413,800. It is important to remember the QTI Tax Refund program is a performance-based inducement, and that County funds are not expended until the Florida Department of Economic Opportunity has determined the company is in compliance with the requirements of this job creation incentive program.

Providing local financial support to companies that meet employment and salary benchmarks is an important use of county funds, because a strong business community is directly related to a higher quality of life for our residents.

Security First Insurance to build in Ormond Crossings



Security First Insurance Company officials have been laser-focused on serving their customers in the aftermath of Hurricane Irma. But that hasn't stalled progress toward creation of the growing company's new corporate headquarters in Volusia County.

Plans have been years in the making, but the project has gone into overdrive in recent months. In April of this year, Security First publicly announced that it had chosen a location in Ormond Beach to build its new corporate headquarters.

The project calls for investing nearly \$30M in the design and construction of a 133,000 square foot office building in Ormond Crossings, the ambitious 6,000-acre mixed-use development project described as "the future of Ormond Beach" by the city's Director of Economic Development, Joe Mannarino. "This is the first project for the Ormond Crossings development, which is very exciting and has the potential to generate interest in the development's 575 acre commerce park," he added.

Security First Insurance employs 265 full-time, permanent employees and has been adding to that figure consistently as the company grows. It anticipates a workforce of about 350 when the company occupies its new headquarters building in 2019. The building is designed to accommodate 600 to 700 employees.

Ormond Crossings was conceived by the Ormond Beach City Commission in 2002 and it took over 15 years to plan and receive multijurisdictional permits. The development of the multiuse project was slowed by the past recession and divestiture of

Allete's real estate holdings in Florida. Ormond Crossings got new life in September 2016 when the land was sold by Tomoka Holdings LLC, a subsidiary of Allete Inc., of Minnesota, to Ford Properties, a Volusia County-based company.

Security First closed on the purchase of the 48-acre site from Ford Properties on Sept. 14, clearing the way for completion and occupancy in 2019.

"The Security First Insurance project is a catalyst for things to come," said Lisa Ford Williams of Ford Properties. "It's a game changer for Volusia County."

Adding to the momentum is the support of the City of Ormond Beach, Volusia County and the State of Florida, all of which have provided performance-based incentives.

"Of course, incentives are contingent on our company fulfilling its pledge to create 285 new jobs over five years, jobs that pay an average of \$61,000 per year," said Melissa Burt DeVriese, the company's chief administrative officer and general counsel. "Approval of these incentives was an important factor in locating our headquarters in Ormond Crossings.

Permitting, engineering and survey work must finish before construction can begin. But plans for the building are moving forward under the direc-

tion of Zyscovich Architects, which has offices in Winter Park and Miami; and Zev Cohen & Associates of Ormond Beach. Plans call for a contemporary building in a campus-like setting. It is being designed to Miami-Dade hurricane construction codes to handle sustained winds of 165 mph. The building will include many amenities for employees, including a gym, walking trail, dining room, meeting and collaboration rooms, a large training room, and plenty of natural light.

The new Security First Insurance headquarters building will be visible from Interstate 95 near U.S. 1.

"This project is more than an affirmation of our community as a great host for business and industry," said Ormond Beach Mayor Bill Partington. "It will make an impressive statement at Volusia County's northernmost major port of entry along Interstate 95."

Security First Insurance was formed in 2005 by former Florida State Senator Locke Burt and his business partner, Harry Bleiwise. The company has grown to be the second largest Florida homeowners insurance company in the state by policy count. It currently operates from a five-story, 25,000-square-foot office building in Ormond Beach and rental space in Holly Hill and Daytona Beach.

Sykes Enterprises pleased with DeLand acquisition



Sykes Enterprises, a NASDAQ company (SYKE) established itself in Volusia County earlier this year following its acquisition of a Frontier Communications customer support center in DeLand. Frontier is also a NASDAQ company (FTR) and continues to operate in their other DeLand facility.

"Sykes acquired the facility that had been known locally as Frontier South," said City of DeLand Economic Development Manager Steve Burley. "Operations continue along the same lines as under the Frontier banner. The Sykes people have been good corporate citizens and are very supportive of the community, just as Frontier Communications has, and continues to be."

The facility Sykes Enterprises acquired is a customer support operation accepting inbound calls from customers seeking technical support or requesting additional services. The DeLand center, which has a workforce of about 800, does outsourced work for Intuit.

"We are delighted to be in Volusia County, and we are very pleased with our DeLand center," said Jenna Nelson, Sykes executive vice president for human resources. "Our team

members are perpetuating ironclad commitment to customer service, and this bodes well for growth potential at this center."

With a workforce of more than 500, Frontier Communications still owns and operates its center at 1588 N. Woodland Blvd. Donna Loffert, Frontier's vice president of shared services, said the sale of Frontier South was part of the company's Secure Strategic Partnership Services unit. The company employs hundreds of people and remains a major employer in DeLand.

Frontier Communications is a leader in providing communications services to urban, suburban and rural communities in 29 states. The corporation offers a variety of services to residential customers over its fiber-optic and copper networks, including video, high-speed internet, advanced voice and Frontier Secure® digital protec-

tion solutions. Frontier Business offers communications solutions to small, medium and enterprise businesses.

This year marks Sykes' 40th anniversary. Sykes is a digital marketing and customer service global outsourcer, providing customer-engagement services to Global 2000 companies. With global headquarters in Tampa, Sykes' sophisticated solutions satisfy the needs of major companies around the world, primarily in the retail, communications, financial services, technology and health care industries. The company provides services through multiple communication channels encompassing phone, email, web, chat, social media and digital self-service. The company's interest in Volusia County dates back to 2012 when it was in communications with the Team Volusia Economic Development Corp. under the code name Project Ringtone.

TeleTech up and running in Daytona Beach



Earlier this year, TopBuild (BLD), an NYSE company located in Daytona Beach, vacated its temporary offices north of the Volusia Mall and cut the ribbon on its new corporate headquarters on Bill France Boulevard. In very short order, TeleTech (TTEC), another NYSE company, scooped up the former TopBuild space, completed a total makeover of the space within 90 days, and set up shop with hundreds of employees.

For over 35 years, TeleTech has been a trusted customer experience and contact center partner for the world's leading brands.

The decision to establish an office in Volusia County began with a recommendation from the company's senior management of talent acquisition, Erica Garver.

"We were researching potential Florida locations and determined that Volusia County would definitely be a good location for TeleTech," she said. "The county already had a large number of licensed insurance agents for us to draw from, something that was particularly interesting to us."

In August, the company welcomed community leaders to a lively ribbon

cutting and grand opening. It's been full speed ahead ever since.

TeleTech commenced operations with more than 400 workers but has plans to hire another 600 including customer care associates and licensed life, health and annuity insurance agents. The Daytona Beach office also plans to employ 100 management professionals, jobs that pay more than \$41,000 annually, in the future.

Michael Wellman, the company's chief people officer, added that employees also enjoy competitive benefits and career advancement opportunities.

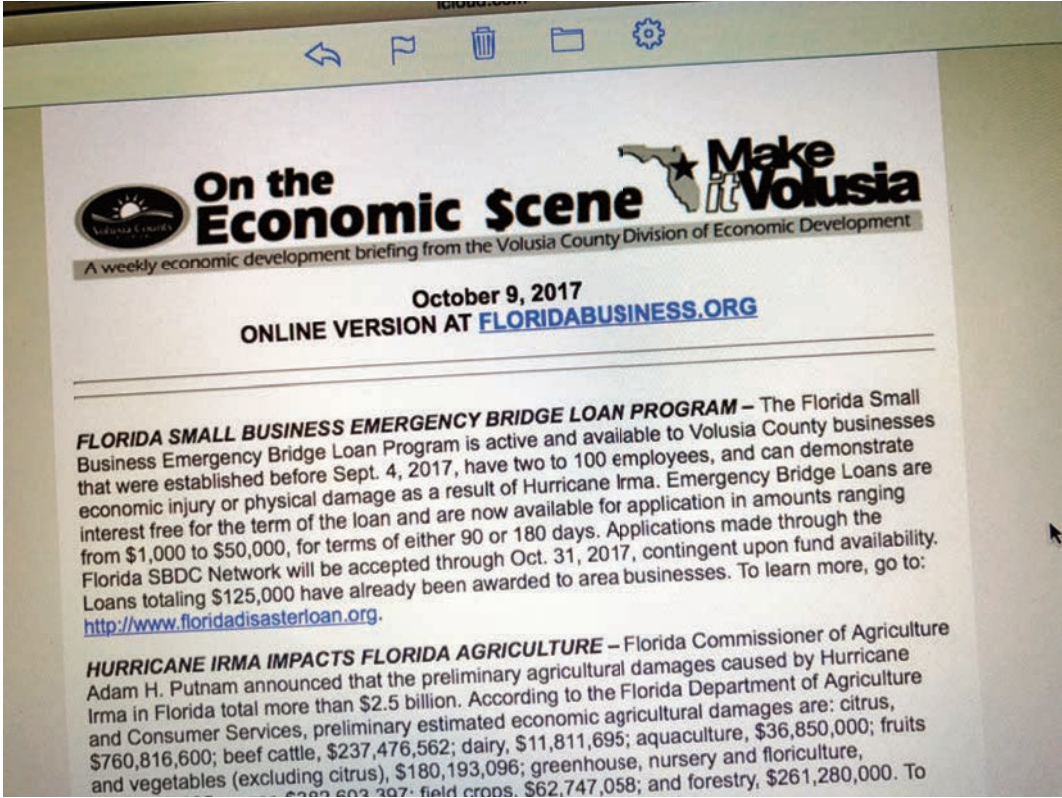
The company is building its team by promoting career opportunities through advertising and local job fairs

at its offices, Daytona State College and CareerSource locations.

"The college and CareerSource have been great partners in our efforts to build out team," said Garver.

The company even placed a kiosk at neighboring Volusia Mall, which is staffed by a recruiter on weekday evenings and weekends.

As mobility and digitization continue to change the ways customers connect with companies, impressing them has never been so complicated. TeleTech team members work to connect with customers in a positive manner, resulting in happy customers on the phone and happy clients who experience increased revenue and profitability as a result of customer satisfaction.



On the Economic Scene, the popular weekly rapid-read newsletter from the Volusia County Division of Economic Development, is now available via email. The publication is still distributed via fax and is posted at www.floridabusiness.org/news-and-data-resources.

If you are currently receiving On the Economic Scene by fax and prefer to receive it by email, or if you wish to be added to the distribution list, send your email address to doed@volusia.org with your request.

Economic development 101

Business continuity planning

by ROB EHRHARDT

Director, Volusia County Economic Development Division



Rob Ehrhardt

Recent efforts in Volusia County to recover from the impacts of Hurricane Irma serve as a poignant reminder that business owners, especially small business owners, can benefit significantly from doing business continuity planning before a potential disaster.

According to Investopedia, "Business continuity planning involves defining potential risks, determining how those risks will affect operations, implementing safeguards and procedures designed to mitigate those risks, testing those procedures to ensure that they work, and periodically reviewing the process to make sure that it is up to date."

The opportunity to commit time and possibly financial resources to this planning effort may not rank high on the list of things to do that small-business owners face on a daily basis. But statistics suggest that one in four small businesses that close due to a disaster will never reopen, according to the Insurance Institute for Business & Home Safety (IBHS). Business continuity planning addresses in advance those issues that hinder success following an unexpected disaster, such as severe tropical weather. Fortunately, online resources exist to help those with little to no experience in disaster planning.

The U.S. Small Business Administration (SBA) partners with Agility Recovery Solutions to provide advice

to business owners on how to prepare. The website www.preparemy-business.org offers easy-to-use education and planning resources, in addition to suggestions for testing a continuity plan. Other resources include free sample emergency plans, business preparedness checklists and templates.

The SBA has also partnered with the American Red Cross to make businesses aware of the Red Cross Ready Rating Program, accessible at www.readyrating.org. This self-guided program is designed to help businesses, schools and other organizations conduct an initial ReadyGo baseline assessment or the more in-depth ReadyAdvance assessment, which leads to the development of a customized emergency action plan using downloadable templates.

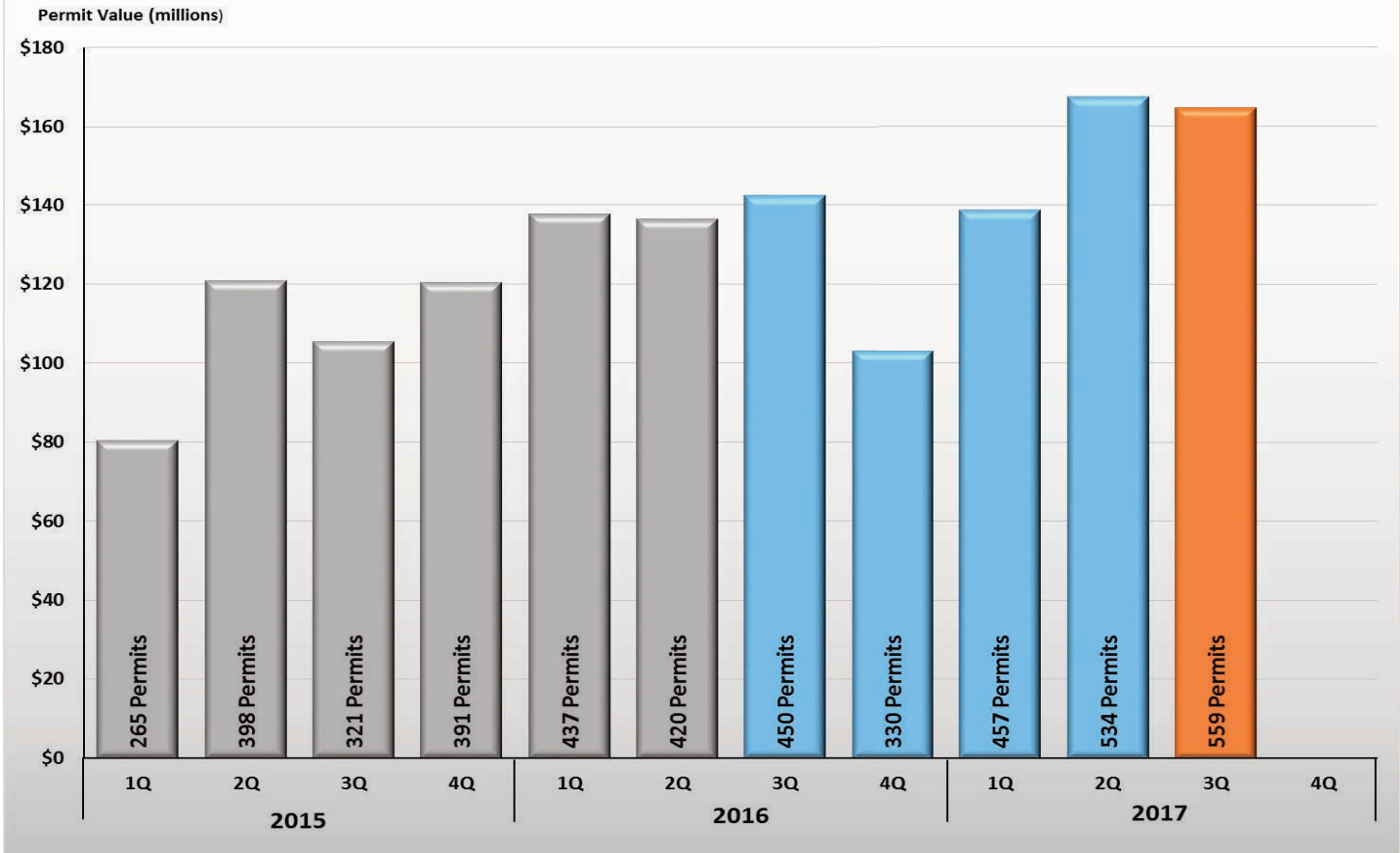
Another easy-to-use resource is the Open For Business-EZ (OFB-EZ) business continuity tool provided by the IBHS. Individual forms are available at <http://disastersafety.org/ibhs-business-protection/ofb-ez-business-continuity/> to prepare or review information on topics such as risks,

operations, employees, customers, suppliers, vendors, finances and information technology. Once completed, plan maintenance is straightforward and should be repeated at regular intervals.

Industry associations and most chambers of commerce typically offer forums in the spring or early summer of each year to increase awareness of disaster planning. Local companies should also consult their insurance providers to determine the types of resources that may be available to them.

Volusia County has been affected by two Category One hurricanes within 12 months. Anecdotal evidence following each event suggests that some local businesses impacted by Hurricane Matthew or Irma were well prepared and therefore recovered quickly, while other firms were not as well prepared. In either case, companies now have an opportunity to learn from these experiences and improve their recovery time through increased business continuity planning using one or more of these resources.

Volusia County Residential "New Construction" Building Permit Data



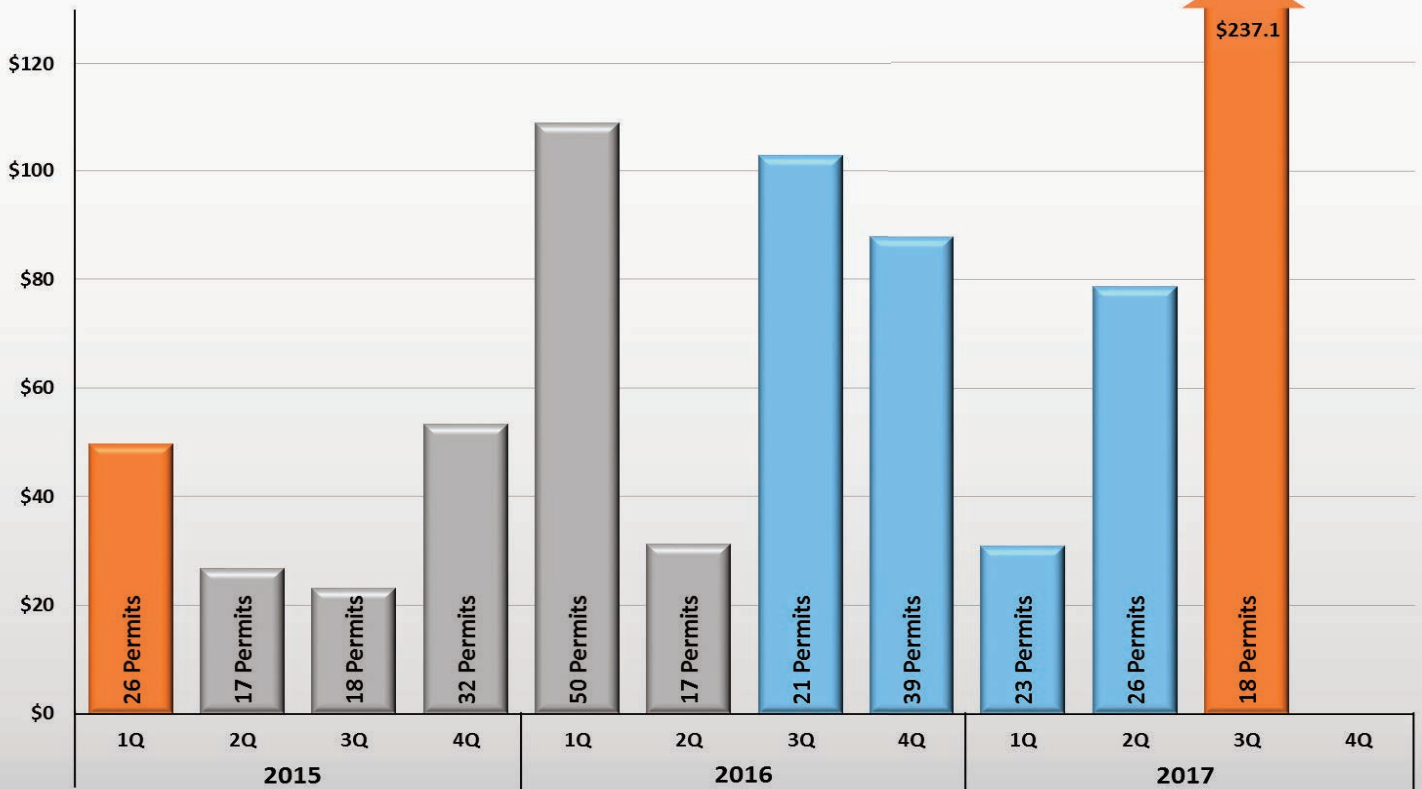
Volusia County Residential "New Construction" Building Permit Data

	3rd Qtr 2016		4th Qtr 2016		1st Qtr 2017		2nd Qtr 2017		3rd Qtr 2017	
	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value
Daytona Beach	43	\$11,987,323	11	\$3,628,408	8	\$2,568,673	8	\$2,456,426	45	\$11,207,804
Daytona Beach Shores	0		0		0		1	\$1,483,000	0	\$0
DeBary	12	\$3,925,542	9	\$3,916,612	21	\$7,854,747	34	\$13,501,722	15	\$6,110,683
DeLand	94	\$30,709,013	70	\$23,081,726	88	\$29,637,887	78	\$24,407,180	137	\$40,885,326
Deltona	40	\$12,081,148	26	\$7,396,822	47	\$12,504,121	42	\$11,846,520	49	\$12,352,044
Edgewater	8	\$1,048,615	8	\$1,206,333	11	\$1,694,135	18	\$3,359,825	15	\$2,179,940
Holly Hill	2	\$105,000	0		0		2	\$371,000	0	\$0
Lake Helen	0		0		1	\$291,508	1	\$370,000	2	\$730,306
New Smyrna Beach	95	\$31,573,536	66	\$22,391,906	76	\$26,328,749	100	\$38,120,938	81	\$26,842,172
Oak Hill	3	\$454,616	0		2	\$333,950	3	\$385,990	6	\$1,108,070
Orange City	9	\$4,891,716	2	\$576,000	17	\$5,046,000	5	\$1,456,000	1	\$259,000
Ormond Beach	50	\$16,028,547	31	\$9,075,164	47	\$15,484,238	47	\$15,890,978	42	\$12,207,434
Pierson	0		0		0		0	\$0	0	\$0
Ponce Inlet	2	\$1,090,000	0		1	\$298,000	3	\$1,355,259	4	\$3,539,000
Port Orange	10	\$3,293,661	34	\$10,922,226	64	\$15,309,945	60	\$18,547,392	51	\$16,724,794
South Daytona	0		0		0		0	\$0	1	\$342,572
Unincorporated	82	\$25,182,038	73	\$20,929,147	74	\$21,383,927	132	\$33,804,581	110	\$30,161,733
Totals for Quarter	450	\$142,370,755	330	\$103,124,344	457	\$138,735,880	534	\$167,356,811	559	\$164,650,878

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

Volusia County Commercial "New Construction" Building Permit Data

Permit Value (millions)



Note: 3Q 2017 includes \$204.9 million for Daytona Beach Convention Hotel at 500 N. Atlantic Ave.

Volusia County Commercial "New Construction" Building Permit Data

	3rd Qtr 2016		4th Qtr 2016		1st Qtr 2017		2nd Qtr 2017		3rd Qtr 2017	
	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value	Permits	\$ Value
Daytona Beach	5	\$69,284,280	11	\$15,931,369	8	\$3,757,023	11	\$47,777,355	5	\$218,479,495
Daytona Beach Shores	1	\$471,537	0		0		2	\$13,486,344	1	\$319,716
DeBary	0		3	\$1,331,847	0		1	\$200,000	1	\$412,000
DeLand	4	\$12,074,765	3	\$23,794,489	5	\$8,986,634	2	\$3,217,079	1	\$65,000
Deltona	3	\$9,052,299	0		1	\$12,633,572	0	\$0	1	\$2,070,000
Edgewater	1	\$513,000	0		0		0	\$0	1	\$850,000
Holly Hill	0		1	\$8,000	1	\$17,500	1	\$30,000	2	\$420,000
Lake Helen	0		0		0		0	\$0	0	\$0
New Smyrna Beach	4	\$5,131,279	3	\$11,295,942	0		1	\$1,084,844	2	\$585,005
Oak Hill	0		0		0		0	\$0	0	\$0
Orange City	0		1	\$678,000	2	\$2,614,000	1	\$2,855,000	2	\$9,911,000
Ormond Beach	2	\$1,277,056	1	\$1,517,106	1	\$630,000	2	\$2,487,947	0	\$0
Pierson	0		0		0		0	\$0	0	\$0
Ponce Inlet	0		0		0		0	\$0	0	\$0
Port Orange	0		16	\$33,235,118	4	\$2,267,165	0	\$0	1	\$1,550,000
South Daytona	0		0		0		0	\$0	0	\$0
Unincorporated	1	\$5,000,000	0		1	\$10,000	5	\$7,624,234	1	\$2,442,000
Totals for Quarter	21	\$102,804,216	39	\$87,791,871	23	\$30,915,894	26	\$78,762,803	18	\$237,104,216

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.



