

# 2024 ANNUAL REPORT



**TEAMVOLUSIA**

G R E A T E R   D A Y T O N A   R E G I O N

E C O N O M I C   D E V E L O P M E N T   C O R P O R A T I O N

# LETTER FROM TVEDC PRESIDENT

Fueled by the gracious support of our public and private investors, Team Volusia EDC is proud to fulfill our mission to raise the visibility of our community and recruit business from outside the area to Volusia County. In 2024, Team Volusia focused successfully on our mission while also achieving two hard-earned accomplishments – being named the International Economic Development Council's 81st Accredited Economic Development Organization, out of 5,000 economic development organizations in North America (for more details, please see page 11), and launching TeamVolusia 2030, our new 5-year strategic plan.

Our mission success in 2024 saw our robust pipeline yield three notable business locations – AURA.AERO, Boeing Defense, and Vortal Sistemas. With a total economic impact of over \$1.39 billion, these project wins have announced a total of 1,431 new jobs, with a capital investment of \$208.6 million.

Thanks to our dedicated Staff, Officers and Board of Directors, additional 2024 highlights include:

- Team Volusia expanded our primary business recruitment target industries, from five to seven, based on key findings included in our new 5-year strategic plan, TeamVolusia 2030. Our seven target industries – Aviation & Aerospace, Manufacturing, Logistics & Distribution, Finance & Insurance, Life Sciences, Information Technology, and Headquarters – are our guideline for outreach efforts while always welcoming all site selection opportunities that we encounter.

- Occurring every three years, Team Volusia partnered with *Florida Trend* to create a special Volusia County/Greater Daytona Region business insert, which first printed in *Florida Trend's* November 2024 issue. Moving forward, Team Volusia has an inventory of reprints of this special section focusing on our community, which we include in our outreach efforts and site visit kits.

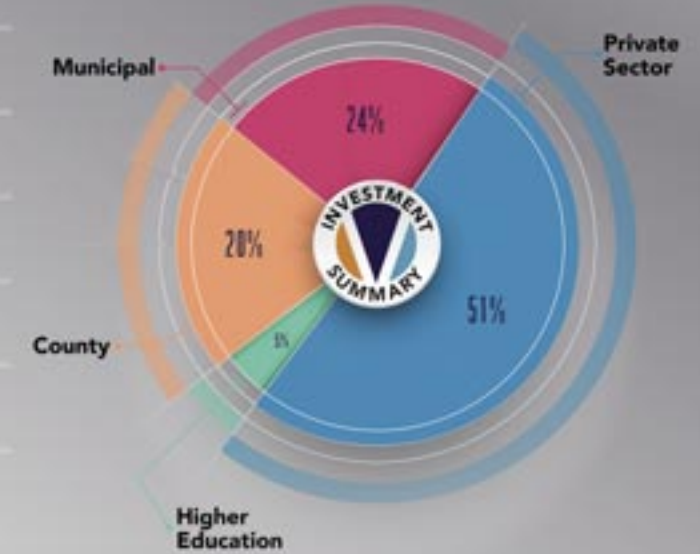
As we look to 2025, we are excited to begin the new year well positioned for continued smart growth in our business community. We renew our drive to retain and increase private sector investment, and we look forward to working with the Implementation Task Force as we continue to put TeamVolusia 2030 into action.

As always, Team Volusia EDC is grateful for the collaborative spirit, vision, and expertise that our Board of Directors, and all our outstanding investors, community partners and stakeholders, bring to our organization each year. Together, we help business shine brighter in Volusia County.



**Keith Norden, CEcD**  
President and CEO

In closing, we want to pay tribute to our Chair, R. Sans Lassiter. The success of 2024 was made that much stronger by his valued leadership. Team Volusia greatly benefitted from both his dedication to our organization, and to our community. As a founding investor in Team Volusia, Sans and LTG joined forces with us on our shared mission to further prosperity for our families, friends, and colleagues. His legacy will live on in the communities he helped shape and in the countless lives he influenced along the way.



Annual Unique Website Visitors	20,828
Total Number of Emails Sent	26,652
Social Media Impressions	104,493
VolusiaSites.com Engagements	11,000
Livability Total Impressions	210,002

Outreach Meetings	653
Proposals	57
Site Visits	24



**TOTAL ECONOMIC IMPACT**  
**\$1,391,287,474**



# TVEDC OUTREACH



Area Development Consultants Fall Forum

## Aerospace Alliance

The Aerospace Alliance (Alabama, Florida, Louisiana, Mississippi) event in Washington, DC, brings economic development officials from the four states together to host aviation & aerospace corporate decision makers. Keith Norden represented Volusia County, and has been engaged from the start of the organization.

## Aircraft Interiors Expo

The Aircraft Interiors Expo is the leading airline interiors trade fair and global marketplace (450+ exhibitors) for elevating passenger experiences. Keith Norden met with corporate decision makers and attended seminars providing updates in the Maintenance Repair and Operations (MRO) sector.

## Area Development Consultants Forum 35 & 36

Held in Virginia Beach, Keith Norden attended the 35th Consultants Spring Forum which brought together 250+ participants to learn best practices and strategies from over 20 of the nation's top site location consultants. Florida's Coral Gables hosted the 36th Area Development Fall Forum. Keith Norden represented Volusia County and met with 24 of the top U.S. site selectors to raise awareness of our community.

## Boyette Strategic Advisors ThinkIn

Keith Norden joined over 40 economic development professionals at the 4th ThinkIn, which emphasized resilience, relevance, and relationships. Presenters included Iron Mountain, Florida Power & Light, Amazon Web Services, and PepsiCo.

## FabTech

FabTech occurred at the Orange County Convention Center in Orlando. Attendees varied across occupational categories that included welding, fabricating, finishing, robotics, and additive manufacturing

## Farnborough Air Show -- 75th Anniversary

Held every two years, Keith Norden attended the Farnborough Air Show, the second largest in the world, which welcomed 100,000 visitors, 1,500 exhibitors from 60+ countries. The Florida Pavilion (largest of any U.S. state) and SelectFlorida's delegation had over 150 attendees, representing 19 Florida companies, Embry-Riddle Aeronautical University, and 12 economic development partners. The Florida delegation, led by Lt. Governor Núñez, included Secretary of Commerce Kelly, Secretary of Transportation Jared Perdue, and Space Florida President & CEO, Rob Long.



Aircraft Interiors Expo



Farnborough Air Show



Joint Meeting of the Southeast U.S./Japan & Japan-U.S. SE Associations

## Florida Economic Development Council Annual Conference

Held in Ponte Vedra Beach, TVEDC attended the Annual Conference which also marked FEDC's 60th anniversary. Sessions included Boosting Florida's Economic Competitiveness, Keeping Florida on the Map, Being Project Ready, Crafting the Perfect Pitch, AI & Economic Development from a Site Selector's Perspective, and a keynote address by J. Alex Kelly, Florida Secretary of Commerce.

## Hungarian Summit

Presented for the second time in Daytona Beach, sessions were held at Daytona State College and across the county. Keith Norden welcomed attendees to the Business Track and joined a panel titled, Discover the perks of tapping into the U.S. market through (Central) Florida. TVEDC's Tracy Marino and Debbie Robbins also attended.

## IAMC Spring & Fall Professional Forums

The Industrial Asset Management Council (IAMC) is one of the world's largest industrial and manufacturing real estate trade associations, and its biannual Forums offer learning opportunities for a diverse group of corporate real estate end users, industrial real estate service providers, and economic developers. The Spring Forum, held in South Carolina, was attended by over 500 professionals, featuring IAMC's signature knowledge-sharing sessions and presentations on integrating AI, trends in corporate site selection, and sustainable supply chains. The Fall Forum, held in Canada, hosted 400+ attendees from Europe and North America. Topics ranged from embracing AI to implementing sustainable practices. IAMC Fellow, Keith Norden, is a Charter Member from IAMC's founding in 2002.

## ICSC@Florida

Team Volusia's booth at ICSC in Orlando included representatives from the Cities of DeBary, Ormond Beach, and South Daytona. The International Council of Shopping Centers attendees include shopping centers, malls, mixed-use centers, and street-level storefronts.

## IEDC

Keith Norden attended the International Economic Development Council Leadership Summit, in Arizona. More than 300 economic development leaders from Canada, Mexico and the U.S. discussed best practices and fostered international partnerships. Topics focused on building economic development ecosystems in communities around the world for future generations.

## IMTS

Tywan Arrington attended the International Manufacturing Technology Show, the largest trade show in the Western Hemisphere. Held in Chicago, 89,020 innovators and drivers of manufacturing and technology attended.



FEDC Annual Conference



ICSC@Florida



National Business Aviation Association Convention & Exhibition

## Joint Meeting of the Southeast U.S./

### Japan & Japan-U.S. Southeast Associations

Florida Delegation Chair, Keith Norden, attended the 46th Annual Joint Meeting of the Southeast U.S./Japan & Japan-U.S. Southeast Associations, held in North Carolina, which included delegates from Japan and 7 Southeastern States (Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, and Tennessee). Conference Co-Chairs were U.S. Chair, Sean Suggs, President, Toyota Battery Manufacturing, and Japan Chair, Masaaki Tsuya, External Advisor, Bridgestone Corporation. Notable attendees included Dave Woodward, Executive Director, the Honorable Kazuhiro Nakai, Consul General of Japan in Miami, and Secretary of Commerce Kelly, as the Florida Delegation Leader. NC Governor Roy Cooper welcomed over 500 delegates, with a keynote address by His Excellency Shigeo Yamada, Ambassador of Japan to the U.S.

## MRO Americas

Tywan Arrington attended the Aviation Maintenance, Repair, and Overhaul (MRO) Americas conference. MRO is the largest gathering of the aviation maintenance community globally and provides domestic and international exhibitions with suppliers representing all levels of the airline supply chain.

## National Business Aviation Association Convention & Exhibition

The NBAA Convention, held at the Las Vegas Convention Center with an aircraft display at Henderson Executive Airport, represented more than 11,000 companies and professionals and provided more than 100 products and services to the business aviation community.

## Puerto Rican Summit

Orlando's Puerto Rican Summit featured panels, presentations, and networking. Distinguished attendees included Senator Rick Scott, US Representative Darren Soto, and US Department of Labor Assistant Secretary Jose Javier Rodriguez.

## SATELLITE Conference & Exhibition

Held in Washington, D.C., SATELLITE is one of the largest annual gatherings of the satellite and space industry, connecting 400+ exhibitors and attendees across diverse sectors including aviation, defense, maritime, telecommunications, and health care.

## SEDC Annual Conference

The Southern Economic Development Council, an organization made up of 17 states, held its annual conference in Savannah, GA, highlighting insightful information for practitioners in economic development.

## SelectFlorida International Leadership Mission to Italy

Keith Norden was honored to be invited to attend the SelectFlorida International Trade and Business Development Mission to Italy, led by Governor Ron DeSantis, which provided opportunities to meet with top level Italian government and business leaders in key tracks including trade, foreign direct investment (FDI), universities, ports, and space, targeting high-growth industries such as marine, aviation and aerospace, life sciences, and manufacturing. Mission representatives included high-ranking state officials, Chief Financial Officer Patronis, Secretary Kelly, Secretary Weida, Secretary Perdue, Secretary Byrd, along with prominent Florida companies, universities, hospitals, Space Florida, Florida ports and select economic development organizations. Volusia County representatives included Keith and Rodney Cruise, SVP & COO, Embry-Riddle Aeronautical University.

## SelectUSA Brazil Roadshow

Hosted by the U.S. Dept of Commerce, International Trade Administration, and SelectUSA, and held in São Paulo, TVEDC joined a select group of economic development organizations for a program that included a site visit of Embraer, one of the largest international investors in Florida, a reception hosted by the U.S. Consul General, a conference at the American Chamber of Commerce for Brazil, and prearranged one-on-one meetings with vetted Brazilian companies interested in locating in the U.S.

## SelectUSA Investment Summit

Tywan Arrington attended the SelectUSA Investment Summit. It was the largest Summit to date with over 5,000 attendees, 1,000 plus economic development organizations, 2,500 international delegates, and 700+ tech participants networking on key industry topics.

## Site Selectors Guild Annual Conference

The Site Selectors Guild is the only association of the world's foremost site selection consultants. Tywan Arrington attended the Annual Conference which featured knowledge sharing and an interactive exchange of ideas between Guild members, economic developers, and investment promotion professionals, from around the world.

## SpaceCom/50th Space Congress

Held in Orlando, SpaceCom attracted thousands of space professionals for a program led by experts and a comprehensive expo showcasing solution providers. Team Volusia hosted the Volusia County booth and was joined by practitioners from New Smyrna Beach, Ormond Beach, Oak Hill, and the Volusia County Division of Economic Development.

## SYNAPSE

TVEDC attended the Synapse Summit in Tampa, where Florida's top innovators connect, catalyze, and create. Programming included presentations, panels, and networking with enterprise executives, venture capitalists, startup founders, and innovation ecosystem partners.

# TVEDC OFFICERS



**R. Sans Lassiter**  
LTG  
Chair

**Randy Dye**  
Daytona Dodge Chrysler  
Jeep Ram/Maserati Alfa  
Romeo of Daytona Beach  
First Vice Chair

**David Weis**  
AdventHealth  
Second Vice Chair



## 2ND ROW

**M. Jayson Meyer**  
Synergy Billing  
Secretary

**Joyce Shanahan**  
City of Ormond Beach  
Treasurer

**Michael Pleus**  
City of DeLand  
Municipal Representative



## THIRD ROW

**John Ferguson**  
Cobb Cole  
Legal Counsel

**Philip Maroney**  
Root Organization  
Immediate Past Chair

**George Recktenwald**  
Volusia County Florida  
County Manager



Team Volusia EDC Investors

## Executive

Advent Health, David Weis  
City of Daytona Beach, Deric Feacher  
City of DeLand, Michael Pleus  
City of Deltona, Dori Howington  
City of Edgewater, Jeffrey Thurman  
City of New Smyrna Beach, Kevin Cowper  
City of Ormond Beach, Joyce Shanahan  
City of Port Orange, Wayne Clark  
Daytona Dodge Chrysler Jeep Ram/  
Maserati Alfa Romeo of Daytona Beach, Randy Dye  
Florida Health Care Plans, Adam Dunn  
NASCAR, Jordan Jiloty  
Volusia County, George Recktenwald

## Board of Directors

Avalon Park Group, Stephanie Lerret  
B. Braun Medical, Jason Parker  
Boulevard Tire Center, Earl Colvard  
CareerSource Brevard Flagler Volusia, Marci Murphy  
Charter Communications, Alex Redkin  
City of DeBary, Phyllis Butlien  
City of Orange City (Volusia City/County), Dale Arrington  
City of South Daytona, Josh McEnany  
Cobb Cole, P.A., John Ferguson  
Coldwell Banker Comm. Al Group (At-Large - SW Volusia), John Wanamaker  
Council on Aging (At-Large - SE Volusia), Eveline Kraljic  
Daytona Beach Area Association of Realtors, Leah Selig  
Daytona Regional Chamber of Commerce, Nancy Keefer  
Daytona State College, Dr. Tom LoBasso  
DeLand & Greater West Volusia Chamber of Commerce  
(At-Large-NW Volusia), Janet Knauff  
Duke Energy, Alexandra Sanchez  
Embry-Riddle Aeronautical University, Tyler Sirois  
Fairwinds Credit Union, Tanya Boggs  
Farmton Deering Park, LLC, David Fuechtman  
Florida Power & Light, Linda Webster-Dubea  
Ford Properties, Lisa Ford Williams  
Foundation Risk Partners, Kim McBee  
Giles Electric (At-Large - Halifax), Brad Giles  
Halifax Health, Shawn Remington  
Hazen Construction, Chad Hazen  
ICI Homes, Nellie Lupoli  
Keiser University, W. Ben Sedrine  
Kingspan, Alswinn Kieboom  
LTG (Lassiter Transportation Group), R. Sans Lassiter  
Olivari & Associates, CPA's & Consultants, John Olivari  
Practitioners Council, Samantha Bergeron  
Root Organization, Philip Maroney  
Stetson University, Melanie Laboy  
Synergy Billing, Jayson Meyer  
Truist Bank, Robert Ludlow  
University of Central Florida, Fred Kittinger, Jr.  
Volusia County, Danny Robins  
Volusia County Chamber Alliance, Stephanie Ford  
VyStar Credit Union, Ashley Bigg  
Zev Cohen & Associates, Dwight DuRant

## Partners

Amazon.com Services LLC  
City of Holly Hill  
Intracoastal Bank  
RUSH Marine & RUSH Construction  
Security First  
Teledyne Marine  
VeeCor Property Management

## Ambassadors

AJAX Building Company, LLC  
AVCON, Inc.  
Bank of America  
Brent Millikan & Co., P.A. (BMC)  
CBC Benchmark  
City of Lake Helen  
City of Daytona Beach Shores  
City of Oak Hill  
Coastal Venture Real Estate  
DLR Group  
Dredging & Marine Consultants, LLC  
ECS Florida, LLC  
EM Pros  
James Moore Certified Public Accountants  
Keller Williams Realty  
Lamar Outdoor Advertising  
Lifestyle Group at Oceans Luxury Realty  
Mainstreet Community Bank of Florida  
Mastermind Mushrooms (DBA Seed2Source Corp)  
Paradigm Development Partners  
Project SELF  
Salty Dog Vacations  
Seacoast Bank  
Seefried Industrial Properties  
SE Volusia Manufacturing and Technology Coalition  
SouthState Bank  
TD Bank  
The Daytona, Autograph Collection  
Town of Ponce Inlet  
United Way of Volusia-Flagler Counties, Inc.  
Universal Engineering Sciences  
Vann Data Services, Inc.  
Vision HR, Inc.  
Wharton-Smith, Inc.  
Wholesale Lighting  
Wire 3, LLC  
Zgraph, Inc

# IN MEMORIAM

In January of 2025, Team Volusia EDC lost an outstanding leader with the passing of our 2024 Chair, R. Sans Lassiter.

Founder of Lassiter Transportation Group, Sans Lassiter was one of the most respected traffic engineers in Florida. For over 45 years, Sans dedicated his career to shaping the communities we live and work in.

LTG was a founding investor in Team Volusia, and Sans served our organization in multiple roles, including seven years as the Chair of our Investor Development & Relations Committee, as Vice Chair in 2023, and as Chair of our Board of Directors, in 2024.

Sans was a dedicated mentor, a trusted advisor, and a true friend to so many. He was deeply involved in organizations that helped shape responsible development and economic growth.

Above all, Sans was a family man. He was married to his wonderful wife for 49 years, a devoted father to two children and four grandchildren. He found joy in riding his motorcycles, hunting, boating, fishing, camping, and most of all, spending time with his family.

Team Volusia honors the legacy of Sans Lassiter, knowing it will live on in the hearts of everyone whose lives he made better, including ours.

# TVEDC INVESTORS

# TVEDC 2024 PROJECT WINS



**AURA AERO** Starting in 2023, Team Volusia began working with French designer and manufacturer of next-generation aircraft, AURA AERO, launching discussions into what would ultimately be the successful establishment of two (2) projects in our community. The first project win took place when AURA AERO decided to locate a 10,000 sq. ft. hangar facility at the Research Park at Embry-Riddle Aeronautical University. Afterwards, in the final months of 2023, a second project was initiated with a nation-wide search to establish a U.S. headquarters and manufacturing facility for the company. In 2024, Volusia County was chosen as the future home of AURA AERO's 500,000 square-foot manufacturing and assembly plant and U.S. headquarters, at the Daytona Beach International Airport. The facility will meet the needs of the American market, and will create more than 1,000 high-paying jobs in the region, with a capital investment of \$172.6 million.



*AURA AERO U.S. headquarters and manufacturing facility announcement, held at Brown & Brown Insurance HQ. (L-R): Katie Hogan, Florida Power & Light, Harry Jorgensen, FloridaCommerce, Tywan Arrington, Team Volusia EDC, Antoine Blin, AURA AERO, Keith Norden, Team Volusia EDC, Drew McEwen, AURA AERO, Jérémy Caussade, AURA AERO.*

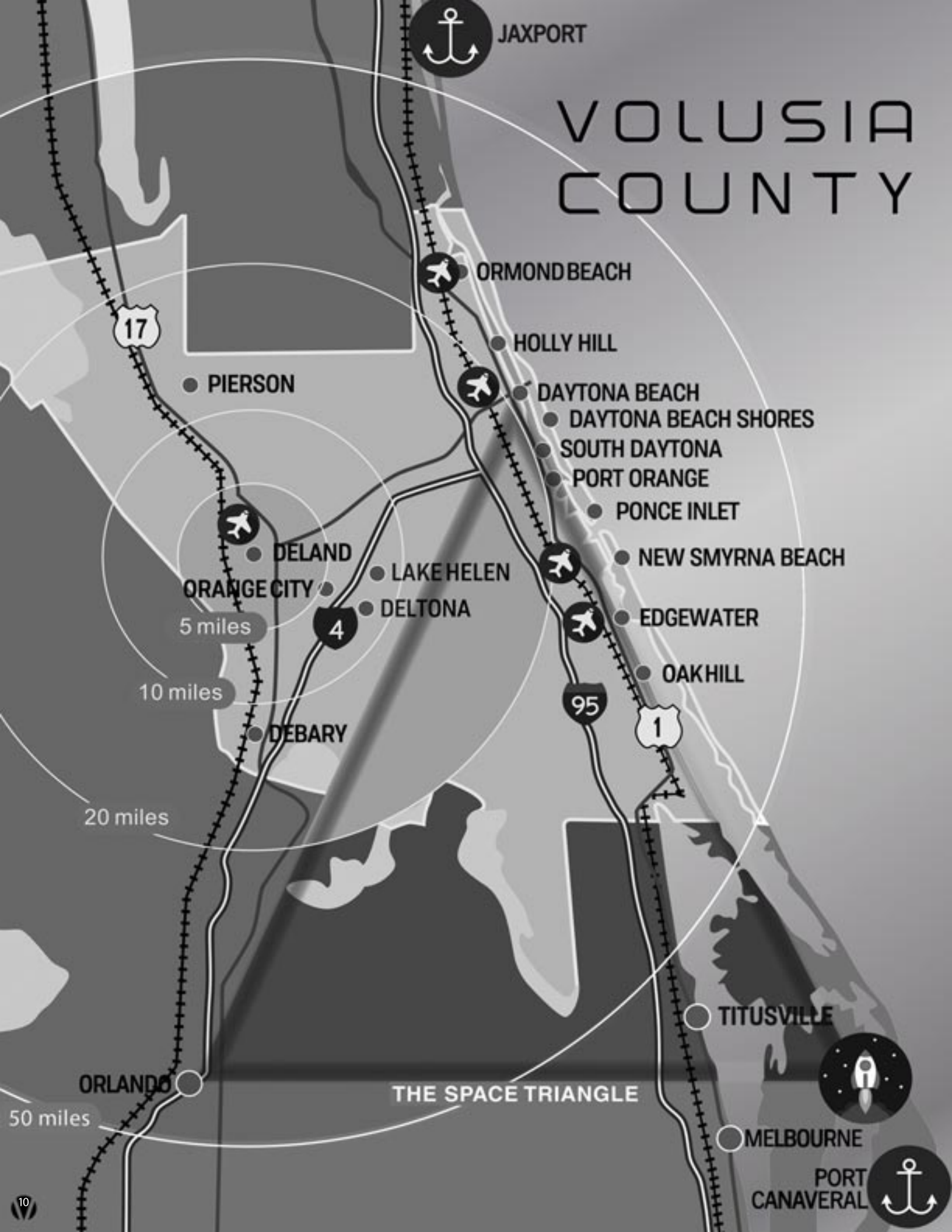


**Boeing Defense** With a projected 400 new jobs and a capital expenditure of \$36 million, Boeing will locate a new engineering facility within the Cici & Hyatt Brown Center for Aerospace Technology at Embry-Riddle Aeronautical University. Initial plans for the location include engineering work for military aircraft programs and advanced technology capabilities.



**Vortal Sistemas** A Brazilian software company developing integrated business management software for a range of sectors, but especially clients in the construction and concrete industries is making its U.S. soft landing at the UCF Volusia County Business Incubator. In 2023, Vortal Sistemas was a member of the SelectUSA delegation visit to Volusia County. Follow up meetings with TVEDC occurred during the 2024 SelectUSA Road Show, in São Paulo.





# VOLUSIA COUNTY

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**2 DEEPWATER SEAPORTS**

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The Northern Gateway to  
**FLORIDA'S SPACE TRIANGLE**

1 hour from Kennedy Space Center, Blue Origin, and SpaceX facilities

# TEAM VOLUSIA EDC RECOGNIZED AS BEST IN CLASS BY THE IEDC

In 2024, the International Economic Development Council (IEDC) certified Team Volusia EDC for the first time as an Accredited Economic Development Organization (AEDO), a recognition that only 81 economic development organizations have achieved, meaning less than 2% of the 5,000 EDOs in North America can claim this honor.



"Team Volusia EDC displays the professionalism, commitment, and technical expertise that is deserving of this honor," said IEDC President and CEO Nathan Ohle, who visited Volusia County on May 16, 2024, to personally present the certification at a special ceremony.

The AEDO program is a comprehensive peer review process that measures economic development organizations against commonly held standards in the profession. The program consists of two phases: a documentation review and an onsite visit. Each phase is designed to evaluate information about the structure, organization, funding, programs, and staff of the candidate economic development organization.

Earning the AEDO accreditation tells the community and prospects that Team Volusia EDC has attained a measure of excellence assuring that their trust is well-placed, and their business is in good hands.



"We are honored to be recognized by the International Economic Development Council as one of the very best economic development organizations in North America. The AEDO review committee was especially impressed by the high level of collaboration and engagement across our community. I am so proud of our hard-working staff, and I applaud our dedicated Board of Directors and investors, who join forces with us every year to support strong business recruitment in Volusia County," said Keith Norden, CEcD, President and CEO. "I want to thank all of our community partners who added their expert perspectives during the intensive 2-day site visit which was an important part of our successful accreditation."



# ABOUT US

Team Volusia Economic Development Corporation (TVEDC), through tremendous commitment and partnerships, works on strategic economic development activities and business recruitment initiatives for Volusia County, Florida.

Team Volusia EDC is a public/private not-for-profit corporation founded in late 2010 whose primary mission is to market and recruit business from outside the area to Volusia County. An autonomous entity, the organization is a valuable part of the economic development delivery system and works in partnership with state and county agencies, municipalities, chambers of commerce and other resource partners to achieve countywide economic development goals for Volusia County.

Team Volusia EDC's programs and services are partially funded through contracts with Volusia County and many of the municipalities located within the county. Additional funds are raised from private sector companies and organizations. Today, the organization continues to grow and help strengthen the economic prosperity of the region.



PROUD FOUNDING INVESTOR IN TEAM VOLUSIA EDC



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 /TVEDC  /COMPANY/TVEDC/

**Keith Norden**, CEcD, President & CEO

**Tywan Arrington**, Director, Business Development

**Frank Jones**, Manager, Business Development & Research

**Tracy Marino**, Director, Marketing & Communications

**Debbie Robbins**, Executive Assistant & Office Coordinator

**Jen Boggs**, Bookkeeper



**TEAMVOLUSIA**  
GREATER DAYTONA REGION  
ECONOMIC DEVELOPMENT CORPORATION