

# GUIDE TO INVESTMENT



**TEAMVOLUSIA**

GREATER DAYTONA REGION

ECONOMIC DEVELOPMENT CORPORATION



## WHO WE ARE

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

TVEDC is a public/private not-for-profit corporation, founded in late 2010 and designated by the state of Florida and the Volusia County Council as Volusia County's official economic development organization. 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 and other resource partners to achieve county-wide economic development goals for Volusia County.

TVEDC's program and services are partially funded through a contract with the Volusia County Council and many of the municipalities located within the county. Additional funds are raised from private industry through membership dues and revenues from special events, services and publications. Today, the organization continues to grow and help strengthen the economic prosperity for the region.



## **WELCOME TO THE TEAM**

As an organization that represents both the public and private sectors, TVEDC brings together more than 100 community and business leaders who can help advance economic prosperity in Volusia County.

Our members represent a broad range of organizations that share a common vision of growth for their communities. Volusia County's economic development and marketing successes are a direct result of the financial contributions, collaborative input and innovative vision of TVEDC members. Working together we have created a successful public-private partnership.

We work in collaboration with these and other entities:

County and Municipal Governments  
Top Private Employers  
K-12 Schools  
Colleges and Universities

Workforce Organizations  
Utility Providers  
Trade Organizations  
Chambers of Commerce

Hospitals  
Business Support Organizations  
Foundations and Non-Profits  
Financial Institutions



BUSINESS  
RECRUITMENT



MARKETING  
COMMUNICATIONS



ENTREPRENEURSHIP  
AND INNOVATION



WORKFORCE  
DEVELOPMENT AND  
TALENT RETENTION

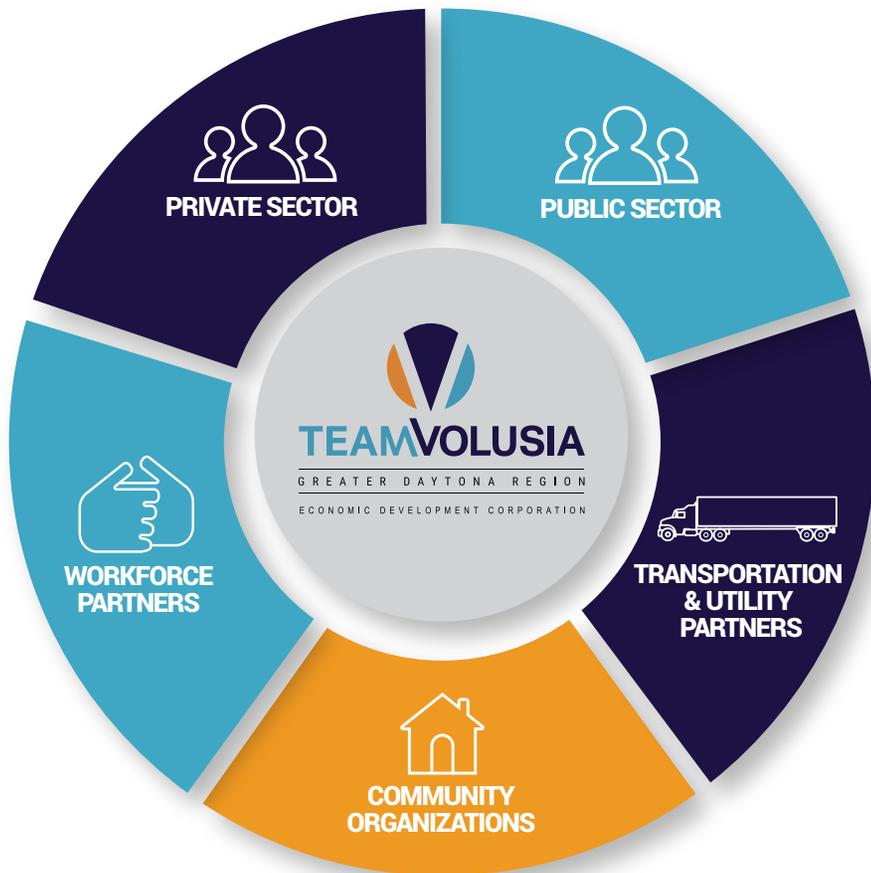


ORGANIZATIONAL  
SERVICES AND  
DELIVERY

## STRATEGY

The goal of TVEDC's Strategy for Success is to identify the community's competitive advantages and develop a plan to help guide the organization over a three-year period. As a more competitive community, new job opportunities will become available for Volusia County residents. The plan includes collaboration with all partner organizations. It was developed following research, planning and consultation with more than 200 local leaders. Strategies include:

- Strategic business recruitment
- Integrated marketing communications
- Facilitation of entrepreneurship and innovation
- Workforce development and talent retention
- Organizational services and delivery



## IN COLLABORATION...

As our name implies, we are a team. In addition to our organization, which is committed to attracting new companies to relocate or expand in Volusia County, we work in concert with other economic development organizations. These include local governments, colleges and universities, and other partner organizations that leverage their investments and their contacts to seek new employers to the area.



# LEADERSHIP PERSPECTIVES



"The Daytona Tortugas organization is pleased to bring the energy of Minor League Baseball to the community's economic development process and supports Team Volusia."

– Ryan Keur, President, Daytona Tortugas Minor League Baseball Team

"Team Volusia is our countywide economic development public/private partnership. It generates collaboration resulting in a unified approach to potential employers."

– Jim Dinneen, Volusia County Manager



"The importance of economic development cannot be overstated. NASCAR and International Speedway Corporation remain actively engaged in the process through engagement with Team Volusia."

– Jordan Jiloty, Director of Public and Government Affairs, NASCAR



"The unity and energy behind Team Volusia not only energizes the community but telegraphs vitality to economic development prospects."

– Mike Read, President, Teledyne Marine



"That Team Volusia embraces the involvement of our schools, colleges and universities in the economic development process sends a strong message that our community puts a premium on education."

– Linda Bradley, Ph.D., Assistant Vice President, Campus Director, University of Central Florida



"Volusia County is one of the most diverse counties in the country and that diversity requires coordination to maximize the effectiveness of the entire county when it comes to coordinated economic development. Team Volusia leads that coordination effort."

– John Ferguson, Shareholder, Cobb Cole PA



"The growing business community is presenting Volusia County as a great corporate address. We support Team Volusia as it brings this message to the world."

– Wendy Myers, M.D., President & CEO, Florida Health Care Plans



"Innovation and entrepreneurship are taking hold in Volusia County. Team Volusia and our entire economic development eco-system are fostering these remarkable advances."

Nellie Kargar, Vice President of Strategic Initiatives, ICI Homes

"Boston Whaler products designed and manufactured in Volusia County are enjoyed by boaters around the world, helping brand the community as the home of superior quality and ingenuity. We support Team Volusia as it brings the community brand to the world."

– Nick Stickler, President, Boston Whaler



"The potential of Volusia County is rapidly becoming known in executive circles and capital markets, leading to more and more industrial leaders establishing presence here. We invest in Team Volusia to help bring that message to the business world."

– Charles Duva, M.D., President & CEO, DuvaSawko

"Our organization was so impressed as an economic development prospect, the first thing we did after expanding to Volusia County was to join the economic development team."

– Ashley Bigg, Regional Vice President, VyStar Credit Union



"Volusia County has a great lifestyle and a thriving business community. We are thrilled that more and more investors are joining Team Volusia and allowing us to reach out nationally and globally to tell our story."

– Dwight DuRant, P.E., President, Zev Cohen & Associates, Inc.

"From a government perspective, I see the Volusia County area turning heads as a preferred business community. I am pleased to support Team Volusia as it takes this message across the state, across the nation and around the world."

– Heidi Herzberg, Deltona City Commissioner





## TVEDC VALUE

The power of a public-private partnership revolves around the development of common goals through a variety of vantage points and the leveraging of resources to achieve those goals. While TVEDC hopes to help bring prosperity for all within Volusia County, the group does focus on providing value to its members in three distinct areas.

### **COMPETE – BUSINESS DEVELOPMENT**

TVEDC helps drive countywide business development activity thru business outreach, participating in industry events, partnering with state and regional partners and conducting familiarization tours. TVEDC also works collaboratively with a variety of partners to address strategic initiatives in an effort to compete at the highest level possible.

### **CONNECT – NETWORKING OPPORTUNITIES**

TVEDC organizes a variety of networking opportunities thru special events and committees to help investors network with each other as well as prospective employers who may be considering relocation to Volusia County.

### **MARKET - COUNTYWIDE MARKETING**

TVEDC focuses on introducing Volusia County to the business world by highlighting our regional assets, our communities and our private sector partners.



## GET INVOLVED

When there is work to be done, Team Volusia investors roll up their sleeves. Many serve on one or more working committees, which support the organization and its three-year strategic plan. Their work not only reflects the experience of the local business community, it allows the professional staff to maximize its recruitment efforts. Current working committees include:

Officers  
Executive Committee  
Board of Directors  
By-Laws Committee  
Investor Relations Committee

Compensation Committee  
Entrepreneurship and Innovation Committee  
Marketing Task Force  
Nominating Committee

Practitioners Council  
Strategic Plan Task Force  
Real Estate Advisory Committee  
Workforce and Education Committee



# MAKE AN INVESTMENT WHOSE ROI WILL BENEFIT THE ENTIRE COMMUNITY.

You are invited to join the growing ranks of businesses and organizations that make Team Volusia Economic Development Corporation a key player in the competitive economic development arena. Your investment will add horsepower to TVEDC and you will enjoy the opportunity to work with other investors on a wide variety of projects and initiatives. Contact TVEDC today for more information.



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