

# Monthly TVEDC/Deltona Activity Update – July 2016

## ✓ Business Outreach Activity Updates

This section lists the latest specific outreach activities conducted by TVEDC staff. Typical events include participation in economic development conferences, site selector events, industry specific events, and a number of other specific activities designed to uncover possible projects that may locate within Volusia County. In all cases TVEDC represents Deltona and all communities within the county in a way not possible for most cities.

- Area Development Consultants Forum – St Louis, Mo. (Chris Wimsatt)
- Select USA Trade Show – Washington DC (Keith Norden)
- Enterprise Florida Consultant Mission – New York City, NY (Matt Chesnut)
- Coke Zero 400 Consultant Familiarization Event – Volusia County, FL (All TVEDC Staff)
- Farnborough Air Show – Farnborough, England (Keith Norden)
- Enterprise Florida Consultant Mission – Atlanta, Ga. (Chris Wimsatt)

## ✓ Business Development Updates

This section provides general insight with regard to overall business development activity currently in process with TVEDC.

- TVEDC currently has 97 total active projects/leads within the business development pipeline
- TVEDC has worked on 114 total projects/leads thru July 2016. This represents a significant increase compared to years passed which had 41 (2015) and 41 (2016) at the same point of each respective year.
- TVEDC has announced 3 new projects to Volusia County in 2016 with a number of others nearing the end of their decision making process.
- TVEDC has met or is on pass to meet all 2016 goals with regard to job creation, capital investment, payroll, outreach events, proposals, site visits, marketing packages, and prearranged meeting with consultants/clients

## ✓ Special Project Updates

This section provides insight as to notable projects TVEDC has recently undertaken in 2016 in order to improve overall county/organizational competitiveness.

- TVEDC is currently in the process of updating its organizational strategic plan with the expected completion date of Oct 2016.
- TVEDC will begin a completely new marketing initiative in August 2016
- TVEDC recently implemented a number of new software applications to improve effectiveness including the Xceligent real estate program and a new business development CRM program

## ✓ Deltona Specific Notes

This section provides various notes concerning TVEDC's interaction with the City of Deltona.

- TVEDC currently has 7 projects that are considering the City of Deltona for a possible future location
- TVEDC staff and City of Deltona staff are currently working collaboratively on a number of projects to better position the City of Deltona for future development including the flex themed business accelerator, marketing and branding partnership, incentive development, and redevelopment/site preparation strategy.
- TVEDC recently lead an interested client on a windshield bus tour that included a number of Deltona sites.
- TVEDC held a meeting during the Coke Zero 400 in west Volusia allowing all communities including Deltona a chance to personally connect with multiple site selectors while selling their community. Additionally, the invited guests for the event participated in a windshield site tour of the Deltona area.
- TVEDC has led the creation of 2 unique reports to better assist the City of Deltona economic development efforts including a Highest and Best Use Analysis on 30 parcels within Deltona as well as a Deltona specific Target Industry Analysis. The documents were created at no charge to Deltona.
- TVEDC attended the Halifax Health groundbreaking.
- At this point of 2016, TVEDC staff has worked with the City of Deltona staff more than any other community within Volusia County including phone conversations and meetings.