

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

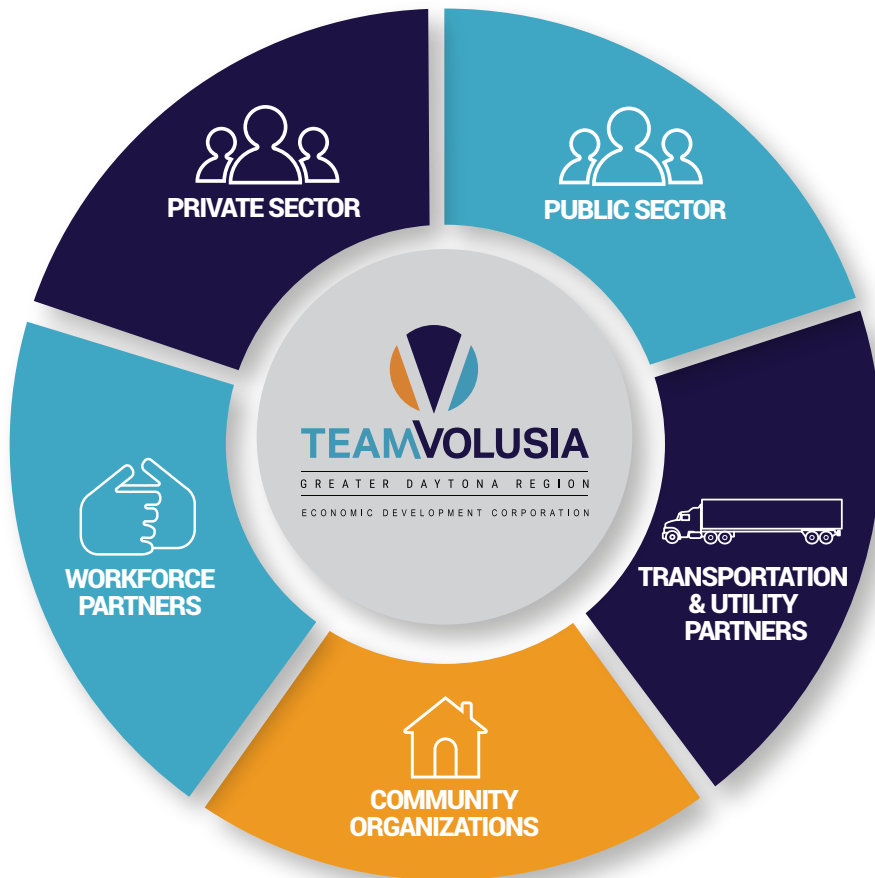


ORGANIZATIONAL
SERVICES AND
DELIVERY

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

— *Mike Read, President, Teledyne Marine*

"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*



"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.

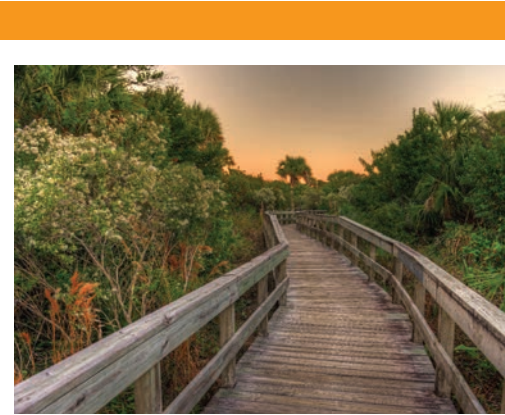
MARKET - COUNTYWIDE MARKETING

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

YOUR GUIDE TO INVESTING

INVESTOR BENEFITS

| | AMBASSADOR \$2,500 | PARTNER \$5,000 | BOARD \$10,000 | EXECUTIVE \$25,000 |
|---|-----------------------|--------------------|-------------------|-----------------------|
| Serves on TVEDC Executive Committee | | | | |
| Two complimentary tickets to the Annual Meeting and other select events | | | | |
| Company commercial video (supplied by the company) to be displayed at select events | | | | |
| CEO canvas banner 3' x 5' displayed at select special events | | | | |
| Full page spotlight of company and CEO in select marketing publications and Relocation Guide | | | | |
| Invitation to private briefings and receptions scheduled for recruitment purposes | | | | |
| Company logo/name printed on investor related collateral | | | | |
| Review, analyze and provide counsel for TVEDC | | | | |
| Provide strategic guidance for TVEDC's organizational development and market intelligence | | | | |
| Serves on TVEDC Board of Directors | | | | |
| Company logo included in selected business recruitment marketing tools | | | | |
| Enhanced investor listing in select marketing publications | | | | |
| Corporate name and logo prominently displayed on TVEDC website opening page | | | | |
| 1/3 page spotlight of company in select marketing publications | | | | |
| CEO Spotlight Sign displayed at select special events | | | | |
| Speaking opportunity at quarterly strategy events | | | | |
| Assist in developing organizational goals, metrics and performance benchmarks | | | | |
| Provide governance and fiduciary oversight | | | | |
| Opportunity to serve on the TVEDC Executive Committee | | | | |
| Logo, description and company website link in online directory | | | | |
| Personalized investor plaque | | | | |
| Company highlighted in quarterly TVEDC electronic newsletter (minimum of 1 time yearly) | | | | |
| Opportunity to attend exclusive events | | | | |
| Secondary representative | | | | |
| Opportunity in recruitment efforts | | | | |
| Opportunity to host investor and recruitment related events | | | | |
| Assist in implementing and executing specific TVEDC programs and initiatives | | | | |
| Opportunity for recognition at events and sponsorships | | | | |
| Investor plaque | | | | |
| TVEDC staff referrals to investor companies/businesses | | | | |
| Afterhours networking and sponsorship opportunities following the TVEDC board meeting | | | | |
| Invitation to key TVEDC events | | | | |
| Opportunity to advertise in TVEDC publications | | | | |
| Receive TVEDC newsletter, press release, quarterly magazine and select marketing publications | | | | |
| Eligibility to serve on a TVEDC program committee | | | | |
| Company description in the TVEDC online Investor Directory | | | | |



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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