

Florida's Bright Spot

Discover

Deltona

F L O R I D A

**A Community and Site Selection Guide**



## LOCATION

The City of Deltona is the connecting hub for Orlando, Daytona Beach, Space Coast, and the fastest growing community in the nation, Flagler County. Located on 46 square miles, situated along Interstate-4, the Central Florida’s High Tech Corridor, Deltona is supplied with an abundance of access networks through a network of Interstate highways, railroads and nearby port facilities. Within a 45 minute drive, there are three international airports: Daytona Beach International, Orlando Sanford International and Orlando International. As the southernmost City within Volusia County, statistically Deltona is included within the Daytona, Deltona Consolidated Statistical Area (CSA), however the City of Deltona is the economic engine for both the Metro Orlando and Daytona Beach markets.

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**Economic Development Mission Statement** - *The City of Deltona must actively promote collaboration between public and private sectors to ensure the economic health and well-being of the City. The preservation and expansion of the community’s economic base should be a prime objective. The future development of the community depends on enhancing local economic development efforts directed towards these objectives.*

## OVERVIEW

While southwest Volusia County's history began thousands of years before Florida became the nation's 27th state in 1845, the area between Orange City and DeBary was mostly a wide-open and sleepy expanse of Florida's interior—until 1962.

That's when the Mackle brothers bought 17,203 acres, named the area Deltona and filed plans to offer 35,143 lots for sale. At the moment the Mackle brothers stuck a for sale sign in Deltona, the population was 180. By 1970, the census indicated a population of 4,868. In 1980, it was 15,710 and in 1990 the population exceeded 50,000.

Today, with 86,540 residents, Deltona is the most populated City in Volusia County. Since incorporation in 1995, City and community leaders have embarked on an initiative to bolster Deltona's economy through a regional economic development campaign.

On November 5, 2007, the City Commission approved its first Five Year Strategic Economic Development Plan. The plan identifies preliminary objectives and strategies to be implemented in order to better facilitate economic development within the City.

The City is backing up its marketing efforts with the kind of investment that will appeal to economic development prospects, specifically providing sites that are ready to accommodate commercial enterprises. Foremost among these efforts is the area known as the 472 Activity Center at S.R. 472 and Interstate Four. Approximately 900 acres of this center is a designated workplace district of light industrial, retail, office and hotel use.

The City of Deltona is anxious to assist in the successful location and growth of your business. The development of your business requires a major commitment of time, energy, and capital. You will also be required to obtain a business license, and other required zoning, planning, and building permits, depending on the nature of your business. Providing you the assistance needed to enhance your business is our specialty. Begin your newest venture or expand a present one by contacting the City of Deltona Economic Development team.

## ECONOMIC ADVANTAGES

- ✘ REGIONAL LOCATION
- ✘ LARGE POPULATION
- ✘ WELL EDUCATED WORKFORCE
- ✘ EXCELLENT COMMUNITIES
- ✘ AFFORDABLE HOUSING STOCK
- ✘ LOW TAXES
- ✘ TRANSPORTATION NETWORK
- ✘ GROWTH ORIENTED GOVERNMENT
- ✘ EXCELLENT YOUNG & DIVERSE WORKFORCE
- ✘ LOWER LAND COSTS
- ✘ LOW CRIME RATE
- ✘ GREEN INFRASTRUCTURE
- ✘ EXPANSION TO GROW

- ✘ BUILDING CODES
- ✘ BUILDING PERMITS
- ✘ CERTIFICATE OF OCCUPANCY
- ✘ DEMOGRAPHICS & STATISTICS
- ✘ DEVELOPMENT ASSISTANCE
- ✘ FIRE INSPECTION
- ✘ GARBAGE/DUMPSTER SERVICE
- ✘ IMPACT FEES
- ✘ INCENTIVES
- ✘ LAND USE REGULATIONS

- ✘ LICENSES AND PERMITS
- ✘ SIGNAGE
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- ✘ SITE SELECTION ASSISTANCE
- ✘ DEVELOPMENT ASSISTANCE
- ✘ MARKET PROFILE
- ✘ PERSONAL PRESENTATIONS
- ✘ PROPERTY DATABASES

**City of Deltona  
Economic Development Office  
2345 Providence Boulevard  
Deltona, Florida 32725  
Phone (386) 878-8100  
[www.deltonameansbusiness.com](http://www.deltonameansbusiness.com)**

# TRANSPORTATION NETWORK

The main transportation network within the City is made up of a series of residential collectors, some of which function as minor arterials. Interstate-4 provides regional transportation access

## Two Seaports

- Port of Sanford (St. Johns River)
- Port Canaveral (Atlantic)

## Multiple Rail Access

- Amtrak (2 hubs)
- CSX Transportation

## Four Airports

- Orlando-Sanford International
- Daytona International
- Orlando International
- DeLand Municipal



and allows Deltona to be very accessible to the Daytona Beach and Orlando Metropolitan Areas. Deltona is approximately twenty five miles from both cities.

From a regional perspective, the US 17-92 corridor is a main hub

of commercial activity. This trend of commercial use is evident in the Cities of DeBary, DeLand and Orange City's existing land use pattern; commercial activity also occurs along Enterprise Road and Saxon Boulevard to just east of Interstate-4.

## Utility Providers

|                |  |
|----------------|--|
| Water          | The City of Deltona                          |
| Electricity    | Florida Power & Light<br>Progress Energy     |
| Gas            | Florida Public Utilities                     |
| Cable/Internet | Comcast Corporation<br>Bright House Networks |

are at a net out-migration of almost 24,000 persons according to the 2000 Census data. The majority of the employment out-migration was to Seminole and Orange Counties.

## Unleaded Gasoline Prices

|   | FLORIDA | U.S.  |
|---|---------|-------|
| Today                                       | 3.098   | 3.021 |
| Yesterday                                   | 3.089   | 3.020 |
| One Week Ago                                | 3.148   | 3.077 |
| One Month Ago                               | 3.023   | 2.996 |
| FloridaStateGasPrices.com, January 15, 2008 |         |       |

## COMMUTING PATTERNS

The commuting patterns of Volusia County employees

## IMPROVING INFRASTRUCTURE

The City of Deltona has many ongoing public works projects that will positively impact business and residents including:

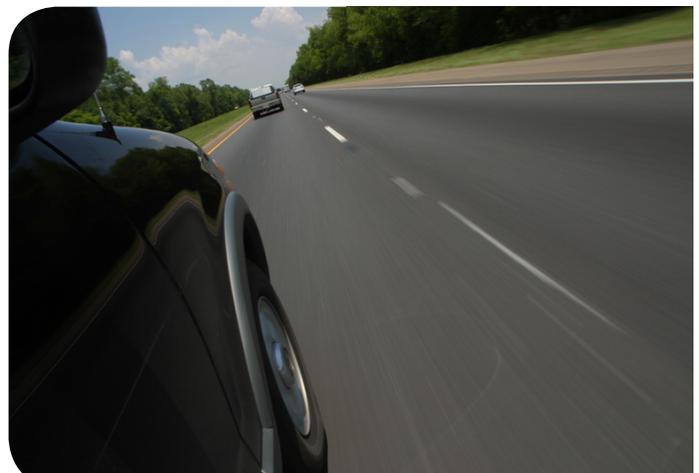
| Transportation | Deltona, Florida | U. S. |
|----------------|------------------|-------|
| Commute Time   | 36.7             | 27.4  |

| COMMUTE MODE | Deltona, Florida | U. S.  |
|--------------|------------------|--------|
| Auto (alone) | 79.99%           | 71.32% |
| Carpool      | 15.02%           | 14.52% |
| Mass Transit | 0.43%            | 2.00%  |
| Work at Home | 2.53%            | 5.46%  |

| COMMUTE TIME TO WORK         | Deltona, Florida | U. S.  |
|------------------------------|------------------|--------|
| Commute Less Than 15 min.    | 14.53%           | 28.89% |
| Commute 15 to 29 min.        | 28.55%           | 36.08% |
| Commute 30 to 44 min.        | 27.70%           | 19.35% |
| Commute 45 to 59 min.        | 14.67%           | 7.57%  |
| Commute greater than 60 min. | 14.54%           | 8.12%  |

Source: Florida Department of Transportation

- The widening of Normandy Boulevard.
- Implementation of a Traffic Calming Program to provide the residents alternative measures for calming traffic in residential neighborhoods.
- Initiate the Southwest Volusia Transportation Thoroughfare Plan with DeBary, Orange City, DeLand, Lake Helen and Volusia County.
- Completion of an Intersection Analysis of 27 select intersections within the Deltona Transportation Network to identify intersections and road segments that may need future funding for improvements (or) will identify alternative transportation solutions to plan for the future population growth in the City.



## DELTONA MSA FAST FACTS

### Income Description

| Income Description    | Total            |
|-----------------------|------------------|
| Median HUD Income     | \$50,300         |
| Total Personal Income | \$13,829,988,000 |
| Per Capita Income     | \$28,347         |

### Source

Housing & Urban Development/Fannie Mae, 2006  
The Bureau of Economic Analysis, 2005  
Bureau of Economic Analysis, 2005

The unemployment rate in the City of Deltona is 3.40%, with job growth of 1.74%. Future job growth over the next ten years is predicted to be 23.60%.

The total civilian labor force in Deltona-Daytona Beach-Ormond Beach MSA for November, 2007 was 254,388 of which 243,134 were employed and 11,254 were unemployed. The unemployment rate was 4.4 percent for the MSA.

The total number of employees located in Deltona-Daytona Beach-Ormond Beach MSA in 2nd Quarter 2007 was 167,204. The largest major industry sector was Retail Trade (44 & 45), with fifteen percent of the employment, followed by Health Care and Social Assistance with fifteen percent, and Accommodation and Food Services with eleven percent.

The County of Volusia has traditionally experienced a lag in job growth within the County as compared to its neighbors. A significant percentage of its employment base is employed in the



“Orlando Market.” However, as noted by the Milken Institute, when compared nationally, the Deltona Metropolitan Area ranked 5th in the nation for two years in a row in job growth. It is also important to note that the surrounding counties also ranked high in the Milken Ranking, including Melbourne at No. 1 and Orlando at No. 6, demonstrating the strength of the region nationally.

## SURROUNDING CITIES POPULATION GROWTH 2000-2006

| City/County       | 2006      | 2000-2006 Growth |
|-------------------|-----------|------------------|
| Deltona           | 85,485    | 15,941           |
| DeLand            | 26,536    | 5,632            |
| DeBary            | 18,620    | 3,061            |
| Orange City       | 9,416     | 2,812            |
| Volusia County    | 503,844   | 60,501           |
| Sanford           | 51,227    | 12,936           |
| Altamonte Springs | 43,054    | 1,854            |
| Seminole County   | 402,667   | 55,468           |
| Clermont          | 22,097    | 12,759           |
| Leesburg          | 18,841    | 2,885            |
| Lake County       | 276,783   | 66,256           |
| Orlando           | 224,055   | 38,104           |
| Orange County     | 1,079,524 | 183,180          |

Source: American Community Survey, US Census 2007

| Best Performing Cities                        | 2004     | 2005     |
|---|----------|----------|
| Palm Bay-Melbourne-Titusville, FL             | 0        | 1        |
| Fort Myers-Cape Coral, FL                     | 1        | 2        |
| Naples-Marco Island, FL                       | 0        | 3        |
| McAllen-Edinburg-Mission, TX                  | 0        | 4        |
| <b>Deltona-Daytona Beach-Ormond Beach, FL</b> | <b>5</b> | <b>5</b> |
| Orlando-Kissimmee, FL                         | 0        | 6        |
| Washington DC-Arlington/Alexandria, VA        | 0        | 7        |
| Fayetteville-Springdale-Rogers, AR            | 7        | 8        |
| Ft. Lauderdale-Pompano Beach-Deerfield, FL    | 9        | 9        |
| Riverside-San Bernadino-Ontario, Canada       | 8        | 10       |
| Las Vegas, NV                                 | 2        | 0        |
| Phoenix-Mesa, AZ                              | 3        | 0        |
| West Palm Beach-Boca Raton, FL                | 4        | 0        |
| Sarasota-Bradenton, FL                        | 6        | 0        |
| Monmouth-Ocean, NJ                            | 10       | 0        |

Source: Milken Institute, 2006, Strategic Planning Group, Inc. 2007

| Major Industry Group                                   | Establishments | Employees |
|--|----------------|-----------|
| Retail Trade (44 & 45)                                 | 1,882          | 25,620    |
| Health Care and Social Assistance                      | 1,073          | 25,183    |
| Accommodation and Food Services                        | 998            | 18,419    |
| Education Services                                     | 114            | 14,839    |
| Construction   | 2,555          | 13,923    |
| Manufacturing (31-33)                                  | 438            | 10,391    |
| Public Administration                                  | 99             | 10,323    |
| Administration, Support, Waste Management, Remediation | 925            | 9,626     |
| Professional, Scientific & Technical Service           | 1,460          | 6,502     |
| Other Services (except Public Admin.)                  | 1,198          | 6,124     |
| Wholesale Trade  | 626            | 4,879     |
| Finance and Insurance                                  | 744            | 4,352     |
| Arts, Entertainment, and Recreation                    | 217            | 3,918     |
| Real Estate and Rental and Leasing                     | 840            | 3,516     |
| Information  | 148            | 2,920     |
| Transportation and Warehousing (48 & 49)               | 270            | 2,791     |
| Agriculture, Forestry, Fishing & Hunting               | 145            | 2,168     |
| Management of Companies and Enterprises                | 48             | 984       |
| Utilities  | 20             | 542       |
| Unclassified establishments                            | 140            | 167       |

Source: FL Labor Market Statistics, 2nd Quarter, 2007 Census of Employment and Wages Program

## DELTONA MSA FAST FACTS - U.S. CENSUS 2000

| Class of Workers                                       | Number | Percent |
|--|--------|---------|
| Private wage and salary workers                        | 25,542 | 81.4    |
| Government workers                                     | 3,844  | 12.2    |
| Self-employed workers in own not incorporated business | 1,959  | 6.2     |
| Unpaid family workers                                  | 51     | 0.2     |

# INCENTIVES

The City of Deltona Economic Development Office serves to coordinate grant and incentive applications to State and Federal agencies on behalf of Deltona businesses. The following list of incentives identifies only the major incentive opportunities that currently exist for local businesses.

## CAPITAL INVESTMENT TAX CREDIT

Provides annual corporate income tax credits to eligible high-impact sector businesses equal to 5 percent of the eligible capital costs of a new or expanding Florida facility.

## PARTNERS IN APPLIED RESEARCH/ MATCHING GRANT PROGRAM

The Florida High Tech Corridor Council provides matching grants to companies interested in pursuing innovative research for product or technology development.

## DISADVANTAGED BUSINESS ENTERPRISE PROGRAM

This program encourages women and minority-owned businesses (minimum 51 percent owned by women, or disadvantaged, or minority group members) to do business and become a part of the County's vendor pool.

## FLORIDA ENERGY LOAN PROGRAM

The program provides low-interest loans to small businesses to purchase and install energy-efficient equipment or otherwise improve a facility's energy efficiency.

## THE HIGH IMPACT BUSINESS PERFORMANCE GRANT

This is an incentive used to attract and grow high-impact businesses in Florida. For example, a qualified high-impact business making a cumulative investment of \$100 million and creating 100 jobs may be eligible for a total grant award of \$1 million to \$2 million. A qualified company engaged in R&D that makes a cumulative investment of \$75 million and creates 75 new jobs may be eligible for a total grant award of \$2 million to \$3 million.

## SMALL BUSINESS INNOVATIVE RESEARCH GRANT ASSISTANCE

Provides matching funds to support the drafting of qualifying research grants to federal agencies.

## INTERNATIONAL "GOLD KEY" MATCHING GRANT

Encourages increased sales and exports of locally produced goods and services by providing matching grant funds to qualifying companies.

## CDBG INFRASTRUCTURE GRANTS

The Florida Department of Community Affairs administers the Community Development Block Grant (CDBG) Program. The CDBG program currently provides \$12 million to provide infrastructure funding to new or expanding businesses.

## PERFORMANCE BASED EMPLOYMENT INCENTIVES (PEI)

Provides employment incentives to companies creating new jobs. Incentives, ranging from \$1,000 to \$5,000 per new worker, can be acquired for those companies qualifying within the County's targeted industry sectors with wages in excess of 115 percent of the County's average annual wage.

## QUALIFIED DEFENSE CONTRACTOR TAX REFUND PROGRAM

The refund provides up to \$5,000 per job created or saved in Florida through conversion of defense jobs to civilian production. Also qualifying are the acquisition of a new defense contract or the consolidation of a defense contract that results in at least a 25 percent increase in Florida employment or a minimum of 80 jobs.

## QUALIFIED TARGET INDUSTRY TAX REFUND PROGRAM

This program provides tax refunds to pre-approved applicants of up to \$5,000 per new job created.

## QUICK RESPONSE TRAINING

Working with community colleges, vocational/technical centers, state universities and other institutions, the program provides start-up training tailored to a company's needs.

## SALES TAX EXEMPTION ON AIRCRAFT PARTS, REPAIR AND MAINTENANCE

Creates a sales tax exemption for replacement engines, parts and equipment used in the repair and maintenance of eligible aircraft. Also provides a sales tax exemption for the sale or lease of qualified aircraft.

## SALES TAX EXEMPTION ON MANUFACTURING MACHINERY AND EQUIPMENT

Allows for the purchase of certain manufacturing machinery and equipment to qualify for an exemption from paying the state sales/use tax.

## SALES TAX REFUND ON MANUFACTURING OR RESEARCH EQUIPMENT

Transforms an existing sales tax refund program for silicon technology machinery into a direct and recurring exemption.

## SMALL BUSINESS TECHNOLOGY GROWTH FUND

Creates a new program to provide financial assistance (loan guarantees, letters of credit) to Florida businesses with emerging technological potential and fewer than 100 employees.

## SMALL BUSINESS TECHNOLOGY TRANSFER PROGRAM

Expands funding opportunities in the federal innovation research and development arena.



The City of Deltona contained over 82,000 residents in 2005, representing a 19% growth rate since 2000. In terms of growth rate, Volusia County has shown significant growth over the last 10 years (30%). Deltona's development is dominated by the Deltona Lakes Planned Unit Development (PUD). The PUD is mainly single family residential parcels with more than 35,000 platted residential lots, of which 30,070 lots have been developed, leaving 4,930 vacant platted single family lots remaining. Commercial uses are primarily located along the main thoroughfares that include Deltona Boulevard, Providence Boulevard, Saxon Boulevard and Howland Boulevard. There is currently over 900 acres of available commercial and industrial vacant lands in Deltona. It should be noted that overall, there is less than three acres of commercial property per capita (1,000 residents) in the City.

## ECONOMIC COMPARISON BASED ON POPULATIONS

| 2007 Rank | 2005 Rank | MSA Population | 200 Largest Metros             | 5-yr Job Growth 2001-2006 |           | 1-yr Job Growth 2005-2006 |           | 5-yr Wages & Salaries Growth 2000-2005 |           |
|-----------|-----------|----------------|--------------------------------|---------------------------|-----------|---------------------------|-----------|--|-----------|
| 99        | 120       | 525.00         | Harrisburg-Carlisle, PA        | 99.70                     | 113       | 99.88                     | 103       | 102.38                                 | 95        |
| 163       | 110       | 523.00         | Augusta-Richmond County, GA-SC | 100.61                    | 101       | 97.86                     | 190       | 101.67                                 | 105       |
| 157       | 42        | 514.00         | Portland-Biddeford, ME         | 98.85                     | 128       | 98.86                     | 157       | 105.08                                 | 73        |
| 115       | 47        | 512.00         | Modesto, CA                    | 103.16                    | 68        | 98.45                     | 180       | 113.04                                 | 23        |
| 42        | 39        | 498.00         | Ogden-Clearfield, UT           | 106.95                    | 34        | 101.79                    | 27        | 107.45                                 | 56        |
| <b>30</b> | <b>5</b>  | <b>497.00</b>  | <b>Deltona, FL</b>             | <b>112.99</b>             | <b>14</b> | <b>100.59</b>             | <b>58</b> | <b>116.81</b>                          | <b>12</b> |
| 111       | 112       | 497.00         | Chattanooga, TN-GA             | 100.55                    | 103       | 100.05                    | 93        | 98.03                                  | 139       |
| 161       | 102       | 494.00         | Lancaster, PA                  | 100.77                    | 100       | 98.74                     | 163       | 101.26                                 | 109       |
| 8         | 23        | 474.00         | Provo-Orem, UT                 | 111.36                    | 19        | 103.51                    | 4         | 104.44                                 | 76        |
| 118       | 107       | 467.00         | Santa Rosa-Petaluma, CA        | 96.64                     | 158       | 99.76                     | 113       | 95.25                                  | 164       |
| 74        | 106       | 464.00         | Durham, NC                     | 101.00                    | 95        | 101.47                    | 34        | 95.49                                  | 160       |
| 128       | 117       | 457.00         | Winston-Salem, NC              | 99.55                     | 116       | 100.14                    | 86        | 95.73                                  | 155       |
| 200       | 197       | 454.00         | Lansing-East Lansing, MI       | 92.87                     | 190       | 98.45                     | 179       | 91.88                                  | 182       |
| 81        | 93        | 447.00         | Spokane, WA                    | 103.68                    | 62        | 101.43                    | 36        | 98.94                                  | 130       |
| 194       | 200       | 442.00         | Flint, MI                      | 90.84                     | 193       | 96.95                     | 197       | 80.29                                  | 198       |
| 54        | 55        | 440.00         | Pensacola, FL                  | 107.61                    | 29        | 100.36                    | 70        | 106.81                                 | 61        |
| 129       | 97        | 437.00         | Lexington-Fayette, KY          | 98.64                     | 131       | 99.25                     | 140       | 100.24                                 | 113       |

Excerpt taken from Milken Institute - 2007 Best Performing Cities

Florida's minimum wage is \$6.79 per hour, effective January 1, 2008, up from \$6.67 per hour minimum wage in 2007.

The average weekly wage for Deltona-Daytona Beach-Ormond Beach MSA in the 2nd Quarter 2007 was \$619, equivalent to \$15.48 per hour or \$32,188 per year, assuming a 40 hour week worked the year around.

## BANKING (LONG TERM FINANCING)

- Banco Popular
- Bank of America
- Colonial Bank
- Cypress Coquina Bank
- East Coast Comm. Bank
- Federal Trust Bank
- Fifth Third Bank
- First Community Bank
- Florida Capital Bank
- Floridian Bank
- National City Bank
- Mainstreet Comm. Bank
- Peoples First Comm. Bank
- Pinnacle Bank
- Prosperity Bank
- Regions Bank
- Riverside Bank
- Sunshine State Comm. Bank
- SunTrust Bank
- Trustco Bank
- Wachovia Bank
- Washington Mutual Bank

**The City of Deltona's Economy is consistently ranked higher than like size Metropolitan Statistical Areas.**

## Corporate Tax Structure

- No Personal Income Tax
- 5.5% Corporate State tax rate
- No Property Tax on Business Inventories
- No Corporate income Tax on S-Corp. or Limited Partnerships

**The City of Deltona has the 2nd Lowest Tax Millage Rate of all other municipalities in Volusia County.**

Total Millage Rate: 20.75350  
Volusia County Property Appraiser, 2006

## MILKEN INSTITUTE RANKING OF DELTONA-DAYTONA BEACH-ORMOND BEACH, FL (MSA)

|                                   |        |                                |        |
|-----------------------------------|--------|--------------------------------|--------|
| 2001-2006 Job Growth              | 112.99 | 2001-2006 Relative HT GDP Rank | 43     |
| 2001-2006 Job Growth Rank         | 14     | High-Tech GDP LQ               | 0.65   |
| 2000-2005 Wages & Salaries Growth | 116.81 | High-Tech GDP LQ Rank          | 119    |
| 2000-2005 Wages & Salaries Rank   | 12     | MSA Population (thousands)     | 497.00 |
| 2001-2006 Relative HT GDP Growth  | 110.66 | Overall Index                  | 247.39 |

# NEW DEVELOPMENT OPPORTUNITIES

## STATE ROAD - 472 ACTIVITY CENTER DEVELOPMENT

### Development Description

SR 472 is the City's major economic activity center. It is part of a large Development of Regional Impact covering the four corners of the I-4/SR 472 intersection. Two Cities (Deltona, Deland) plus an unincorporated area of the County fall within its boundaries. Deltona contains the large land holdings at approximately 900 acres.

Acreage: 1,824 acre

Zoning: Mixed Use

### Ideal Use

- 5.7 million square feet of Warehouse/Industrial
- 4.4 million square feet of Office
- 1.8 million square feet of Retail
- 266 hotel rooms

### At A Glance

- DRI in place (existing zoning and land use)
- Mixed use development
- Good location and access to I-4
- Many rooftops to support retail
- Size threshold to support the local approval of a CRA/CDD/SAD



## EXISTING DEVELOPMENT OPPORTUNITIES

### STATE ROAD - 415 & HOWLAND BOULEVARD DEVELOPMENT - EXISTING DEVELOPMENT OPPORTUNITIES

#### Development Description

The SR 415/Howland Boulevard area is a fast growing region on the eastern side of Deltona that is popular for residents commuting into the northeastern suburbs of metro Orlando. This market is currently served with retailers such as a Wal-Mart Supercenter. There are parcels still available for retailers seeking ready-made sites near a high traffic, big box retailer

#### At A Glance

- Available Land
- Growth corridor
- Emerging Access to Orlando
- Existing access to Airport
- Future Greenway expansion through 415 to I-95 near Edgewater



### DELTONA BOULEVARD & SAXON BOULEVARD - REDEVELOPMENT OPPORTUNITIES

#### Development Description

Deltona Boulevard has historically been the commercial gateway into the City of Deltona. Seen as an aging but vital area of the community, City leaders are currently reviewing architectural plans to revitalize infrastructure to this important commercial center of the City now designated as a CRA.

#### At A Glance

- Existing inventory
- Considered traditional Main Street
- Abundance of Small Businesses
- Seasonal events held in the area
- Public support for improvements
- Roof tops
- New Residential & some commercial
- Art/Cultural center
- Some available lands
- Post Office
- Sheriff's Substation
- Gateway to the City



#### **The Retail Community - At A Glance**

- **Total amount of retail space is between 1,090,320 to 1,157,760 square feet**
- **Grocery stores occupy 35% (388,900 sqft) of retail space**
- **Current Retail vacancy rate 4.4 percent**
- **Deltona retail demand will increase approx. 59,500 sf by 2012 or as much as 90,400 sf by 2017**

# GOVERNMENT AT WORK

The City of Deltona Economic Development Office supports development and redevelopment in the City. In an aggressive attempt to strengthen our community, the City approved the Five Year Strategic Economic Development Plan. It seeks to promote collaboration between public and private sectors to ensure the economic health and well-being of the City, with the preservation and expansion of the community's economic base as a prime objective.

Objectives include maintaining an overall economic development plan; exploring the use of economic incentives to assist in the recruitment of business and industry; developing an industrial park for business recruitment; developing partnerships to establish economic centers; developing marketing tools for business recruitment including ecotourism; establishing a reputation for support of economic development; and ensuring cooperation among municipalities, state and federal agencies for economic development projects in the City and in the region.

The City has established a partnership with the County of Volusia, the Chamber of Commerce and other business leaders and organizations to attract the following industries:

## REGIONAL TARGET INDUSTRIES



- Agri-Technology
- Aviation/Aerospace/Avionic Product Manufacturers
- Automotive Manufacturing
- Computer Software/Hardware
- Communications
- Customer Service & IT Technology Industries
- Digital Media
- Energy and alternative fuels
- Financial services technology (Fi-Tech)
- Green/Sustainable Industries
- Homeland security/defense
- Information Technology
- Laser Technology
- Life science/biotechnology
- Marine/Recreational Product Manufacturers
- Medical Product Manufacturers
- Medical Labs and Technology
- Optics and photonics
- Photonics
- Research Development/Testing
- Simulation, Modeling and Training

In order to meet the upcoming challenges of major new business growth and economic direction, the City of Deltona Economic Development office offers the following services:

## ECONOMIC DEVELOPMENT SERVICES



### Ombudsman Services

City staff works with businesses to fast track construction permits and other City services.



### Incentive Strategy Management

The Economic Development staff works with businesses to identify and obtain needed financial incentives from various agencies including the State and Federal agencies.



### Job and Training Coordination

The Economic Development staff assists businesses in locating qualified staff by working with various agencies. In addition, the Economic Development staff will work with local educational institutions to develop effective training programs.



### Commercial/Industrial Site Inventory

The staff maintains an inventory of commercial and industrial land and existing buildings. The database includes information on zoning; land and building costs; and availability of utilities.



## GOVERNMENT WORKING FOR OUR SENIORS

The Senior Job Bank is a web site devoted to helping workers over 50 find employment. The Senior Job Bank offers an easy, effective and free method for senior citizens to find occasional, part-time, flexible, temporary and even full-time jobs.

Economic Development resources abound throughout the Metro Deltona - Orlando - Daytona community and as your ombudsmen, the City of Deltona Economic Development team is the nexus that can convert these resources into opportunities for your business. Below is a sample of the many partners and resources we have at our disposal to assist your business.

### THE ADVANCED TECHNOLOGY CENTER

This Entrepreneurial Center provides interim office space for targeted start-up technology-based companies and those companies transitioning to our community. A variety of on-site services are provided to assist with normal developmental needs.

### THE FLORIDA HIGH TECH CORRIDOR

The Florida High Tech Corridor (FHTC) was established by the Legislature in 1996 to attract, retain and grow high tech industry and to help develop the workforce to support those industries in the 21 county service areas of the University of Central Florida (UCF) and the University of South Florida (USF).

The City of Deltona is strategically located along the I-4 corridor between the cities of Orlando and Daytona Beach, and with 900 acres along I-4 ready for development, it is poised to be a partner in strengthening education and recruitment of companies seeking high skill level workers.

### BIOFLORIDA

A non-profit bioscience organization working for and with companies and individuals ranging from Fortune 1000 corporations to small start-up companies. The association focuses on initiatives that positively influence the growth of the life science industry, including capital formation, public policy, workforce development, and scientific discovery and development.

### THE BUSINESS DEVELOPMENT PARTNERSHIP

A private sector organization leading in the effort to recruit and service companies wishing to locate or expand their business in the Daytona Beach/Halifax Area.

### THE DISNEY ENTREPRENEUR CENTER

A community collaboration with the University of Central Florida, the U.S. Small Business Administration, and the Walt Disney World Company. It provides easy access to industry connections, business counseling and relevant business training.

### GOVERNMENT WORKING FOR OUR YOUTH

Florida Next is a dynamic, interactive web site that is a companion to the highly regarded publication distributed each year to high school students throughout Florida. Both the magazine and the web site provide students with essential tools for evaluating their higher education options after high school -- from community colleges and universities to trade and technical schools.

### ENTERPRISE FLORIDA INC. (EFI)

Focuses on a wide range of industry sectors assisting companies confidentially with their expansion and location plans by providing site selection services, demographic information, incentive information, trade leads and coordination with a network of economic development partners.

### THE FLORIDA MANUFACTURING EXTENSION PARTNERSHIP (MEP)

Leverages a vast array of public and private resources and services linked through the U.S. Department of Commerce National Institute of Standards and Technology (NIST), with the common goal to strengthen the global competitiveness of manufacturers.

### THE VIRTUAL ENTREPRENEUR CENTER WEB SITE

Developed by the Higher Education Consortium (consisting of Bethune-Cookman University, Daytona Beach College, Embry-Riddle Aeronautical University, Stetson University, and University of Central Florida) provides access to information which will aid business and industry in other areas that may be interested in relocating to this area, as well as those in the local community that may be interested in expanding their business.

### VOLUSIA COUNTY DEPARTMENT OF ECONOMIC DEVELOPMENT

The County's arm for supporting economic development programs that provides professional and targeted resources to direct and stimulate a greater long-term diversification of the local economy.

### WORKFORCE DEVELOPMENT BOARD CENTER FOR BUSINESS EXCELLENCE

A Florida private non-profit organization serving the workforce development and planning needs for the two-county region of Volusia and Flagler.

**Forbe's Magazine  
Rated the City of Deltona  
Among the Best Cities for  
Career and Business**



# THE DELTONA LIVING EXPERIENCE - QUALITY OF LIFE

The destination for quality living is Deltona. From City sponsored forums implementing quality of life standards and a sense of community to the successful coordination of annual City-wide special events including the 4th of July Fireworks Extravaganza, Volunteer Appreciation Reception, Relay for Life, Halloween Spooktacular and so much more.

| Climate                       | Deltona, Florida | United States |
|-------------------------------|------------------|---------------|
| Rainfall (in.)                | 54.8             | 36.6          |
| Snowfall (in.)                | 0                | 25.2          |
| Precipitation Days            | 117              | 101           |
| Sunny Days                    | 227              | 205           |
| Avg. July High                | 92               | 86.5          |
| Avg. Jan. Low                 | 47.8             | 20.8          |
| Comfort Index (higher=better) | 25               | 44            |
| UV Index                      | 6.4              | 4.3           |
| Elevation ft.                 | 16               | 1,062         |

## EDUCATION

Deltona boasts an educated population with over 25% of residents with some college and over 21% of residents having college degrees. The City has over 12 pre-secondary institutions operated by the Volusia County School System with a total enrollment of over 17,400 students, with nine neighboring Colleges and Universities. Deltona's schools are consistently competing against the nation's top public schools, luring many industries to the region due to the ongoing development of a superior skilled labor force throughout pre and post education.

## SCHOOL ACCOUNTABILITY REPORT

| Public Schools           | Grade |
|--------------------------|-------|
| DELTONA HIGH             | C     |
| DELTONA LAKES ELEMENTARY | A     |
| DELTONA MIDDLE           | B     |
| DISCOVERY ELEMENTARY     | A     |
| FOREST LAKE ELEMENTARY   | B     |
| FRIENDSHIP ELEMENTARY    | A     |
| GALAXY MIDDLE            | C     |
| HERITAGE MIDDLE          | A     |
| SPIRIT ELEMENTARY        | A     |
| SUNRISE ELEMENTARY       | B     |
| TIMBERCREST ELEMENTARY   | A     |

Source: 2007, Florida Department of Education

The Volusia School district ranks 17th in the nation for the number of teachers who achieved National Board Certification in 2007. The district boasts over 300 teachers and administrators who have earned this distinction, one of the highest honors to be bestowed upon the teaching profession.

## CITY TO CITY COMPARISON

| Education              | Provo, Utah | Deltona, Florida | U. S.   |
|------------------------|-------------|------------------|---------|
| School Expend.         | \$4,911     | \$5,161          | \$6,058 |
| Pupil/Teacher Ratio    | 20          | 18               | 15.9    |
| Students per Librarian | 685         | 763              | 907     |
| Students per Counselor | 896         | 380              | 546     |
| High School Graduates  | 89.35%      | 82.52%           | 79.62%  |

Sperling, 2007

**No Floridian lives more than 50 miles from an institution of post secondary learning.**



### Colleges and Universities

Daytona Beach College (DBC), Deltona Center Campus, is located at the City of Deltona's Municipal Complex. The Deltona Campus is the result of the College recognizing a lack of access to quality post secondary education and advanced training in the rapidly growing Deltona area, situated in the midst of the Florida High-Tech Corridor. A variety of DBC's business and industry training programs, as well as technology disciplines are housed at the Deltona facility. The first building features 42,000 square feet of space, including classrooms, computer labs, an incubator and administrative offices.

### Neighboring Institutions

- Advanced Technology Center
- Bethune-Cookman University
- Palmer College of Chiropractic
  - Keiser College
  - Stetson University
- University of Central Florida
- Embry-Riddle Aeronautical University

## FUNDING HIGHER EDUCATION

The City of Deltona provides a well renowned City Scholarship Program that assists students in the Deltona community to pursue higher education. In partnership, the State of Florida, has put in place strategic initiatives such the 21st Century Technology, Research, and Scholarship Enhancement Act. The Act provides \$100 million in funding to Centers of Excellence at public universities, a World Class Scholars Program, university research, and construction of new science and engineering facilities.

# THE DELTONA LIVING EXPERIENCE - QUALITY OF LIFE



## TOP 30 CENTRAL FLORIDA ATTRACTIONS

- Arabian Nights Dinner Show
- Busch Gardens
- Capone's Dinner & Show
- Cirque du Soleil
- Cypress Gardens Adventure Park
- Beaches of Daytona
- Daytona 500 Experience
- Discovery Cove
- Fantasy of Flight
- Gatorland
- Green Meadows Petting Farm
- Jungle Adventures
- Kennedy Space Center
- Medieval Times
- Orlando Science Center
- Pirates Dinner Adventure
- Ripley's Believe It or Not!
- Sea World
- Silver Springs & Wild Waters
- Skull Kingdom
- SkyCoaster & G-Force Drag Race
- SkyVenture
- Sleuth's Mystery Dinner Theatre
- St. Johns River Eco-Tours
- Universal Studios
- Islands of Adventure
- Walt Disney World
- Weeki Wachee Springs Water Park
- Wet'n Wild
- Wonderworks

## YOUR NEIGHBORS

Deltona like most of Florida is comprised of relatively new residents. Based on Census estimates, only 30% of the City's residents were born in Florida; while 9% were born outside the United States. The 2007 Deltona, FL, population is 86,540. There are 2,351 people per square mile (population density).

The median age is 32.4. The US median is 37.6. Fifty-nine percent of people in Deltona, are married. 10.72% are divorced.

In 2005 there were approximately 31,000 households in Deltona. The average household size was 2.8 people.

23.24% of the people in Deltona, FL, claim hispanic ethnicity (meaning 76.76% are non-hispanic). 79.54% of people are white, 9.42% are black, 1.08% are asian, 0.37% are native american, and 9.37% claim 'Other'.

Families made up 74 percent of the households in Deltona. This figure includes both married-couple families (58 percent) and other families (16 percent).

## HOUSING

The median home value in Deltona, FL, is \$209,500. Home appreciation is -3.93% over the last year. The median age of Deltona, FL, real estate is 18 years.

Owner occupancy makes up 88.06% of the Deltona, FL, population. 5.74% of houses and apartments in Deltona, are unoccupied (vacancy rate).



| LEISURE AND CULTURE                         | CITY STATISTICS |
|---|-----------------|
| Movie theaters (within 15 miles)            | 9               |
| Restaurants (within 15 miles)               | 605             |
| Bars (within 15 miles)                      | 51              |
| Public golf courses (within 30 miles)       | 72              |
| Libraries (within 15 miles)                 | 8               |
| Museums accredited by AAM (within 30 miles) | 4               |

| HEALTH                                       | CITY STAT |
|--|-----------|
| Hospitals (within 30 miles)                  | 70        |
| Doctors' offices                             | 491       |
| Body mass index (avg. for residents)         | 27        |
| Cancer mortality (per 100,000, age-adjusted) | 268.1     |
| Cardiac mortality (per 100,000)              | 351.3     |

Source: 2008 Cable News Network



## LOW CRIME RATE

The City of Deltona, violent crime, on a scale from 1 (low crime) to 10, is 4. Violent crime is composed of four offenses: murder and nonnegligent manslaughter, forcible rape, robbery, and aggravated assault. The US average is 3.

The City of Deltona, property crime, on a scale from 1 (low) to 10, is 4. Property crime includes the offenses of burglary, larceny-theft, motor vehicle theft, and arson. The object of the theft-type offenses is the taking of money or property, but there is no force or threat of force against the victims. The US average is 3.

# DEMOGRAPHICS AT A GLANCE

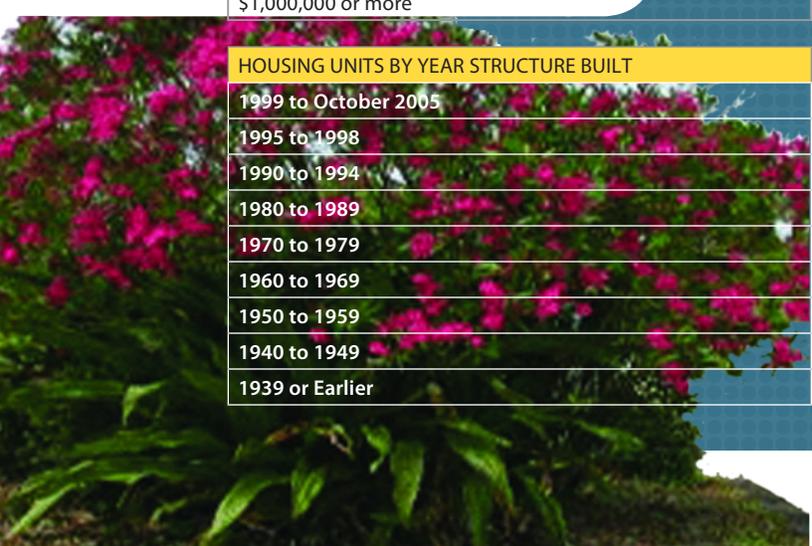
| Cost of Living | Deltona, Florida | United States |
|----------------|------------------|---------------|
| Overall        | 87               | 100           |
| Food           | 102              | 100           |
| Health         | 106              | 100           |
| Housing        | 65               | 100           |
| Utilities      | 102              | 100           |
| Transportation | 103              | 100           |
| Miscellaneous  | 94               | 100           |

| Economy           | Deltona, Florida | United States |
|-------------------|------------------|---------------|
| Unemployment Rate | 3.40%            | 4.60%         |
| Recent Job Growth | 1.74%            | 1.40%         |
| Future Job Growth | 23.60%           | 11.90%        |
| Sales Taxes       | 6.50%            | 6.00%         |
| Income Taxes      | 0.00%            | 5.02%         |
| Income per Cap.   | \$28,347         | \$24,020      |
| Household Income  | \$50,300         | \$44,684      |

| Housing           | Deltona, Florida | United States |
|-------------------|------------------|---------------|
| Median Home Age   | 18               | 27            |
| Median Home Cost  | \$209,500        | \$217,200     |
| Home Appreciation | -3.93%           | 9.80%         |
| Homes Owned       | 81.81%           | 64.07%        |
| Housing Vacant    | 5.74%            | 14.48%        |
| Homes Rented      | 11.94%           | 21.45%        |
| Property Tax Rate | \$13.97          | \$13.28       |

| OWNER-OCCUPIED HOUSING UNITS BY VALUE | Deltona, Florida | United States |
|---------------------------------------|------------------|---------------|
| Less Than \$20,000                    | 0.22%            | 3.01%         |
| \$20,000 to \$39,999                  | 0.34%            | 4.37%         |
| \$40,000 to \$59,999                  | 1.53%            | 5.74%         |
| \$60,000 to \$79,999                  | 6.32%            | 7.07%         |
| \$80,000 to \$99,999                  | 13.16%           | 8.41%         |
| \$100,000 to \$149,999                | 51.08%           | 19.74%        |
| \$150,000 to \$199,999                | 18.86%           | 14.06%        |
| \$200,000 to \$299,999                | 7.00%            | 16.59%        |
| \$300,000 to \$399,999                | 1.05%            | 8.21%         |
| \$400,000 to \$499,999                | 0.21%            | 4.53%         |
| \$500,000 to \$749,999                | 0.09%            | 4.75%         |
| \$1,000,000 or more                   | 0.11%            | 1.86%         |

| HOUSING UNITS BY YEAR STRUCTURE BUILT | Deltona, Florida | United States |
|---------------------------------------|------------------|---------------|
| 1999 to October 2005                  | 14.77%           | 10.15%        |
| 1995 to 1998                          | 8.42%            | 6.69%         |
| 1990 to 1994                          | 13.59%           | 6.70%         |
| 1980 to 1989                          | 41.01%           | 14.75%        |
| 1970 to 1979                          | 14.48%           | 17.11%        |
| 1960 to 1969                          | 6.63%            | 12.78%        |
| 1950 to 1959                          | 0.60%            | 11.64%        |
| 1940 to 1949                          | 0.25%            | 6.64%         |
| 1939 or Earlier                       | 0.26%            | 13.55%        |



| ESTIMATED HOUSEHOLDS BY HOUSEHOLD INCOME | Deltona, Florida | United States |
|--|------------------|---------------|
| Income between 15K and 25K               | 20.73%           | 24.85%        |
| Income between 25K and 35K               | 14.54%           | 11.46%        |
| Income between 35K and 50K               | 21.84%           | 15.84%        |
| Income between 50K and 75K               | 23.85%           | 19.28%        |
| Income between 75K and 100K              | 10.61%           | 11.53%        |
| Income between 100K and 150K             | 6.52%            | 10.70%        |
| Income between 150K and 250K             | 1.53%            | 4.43%         |
| Income between 250K and 500K             | 0.34%            | 1.31%         |
| Income greater than 500K                 | 0.04%            | 0.61%         |

| POPULATION BY OCCUPATION                        | Deltona, Florida | United States |
|---|------------------|---------------|
| Management, Business, and Financial Operations  | 10.65%           | 13.61%        |
| Professional and Related Occupations            | 16.02%           | 20.24%        |
| Service   | 16.02%           | 14.75%        |
| Sales and Office                                | 31.11%           | 26.74%        |
| Farming, Fishing, and Forestry                  | 0.10%            | 0.74%         |
| Construction, Extraction, and Maintenance       | 13.82%           | 9.48%         |
| Production, Transportation, and Material Moving | 12.28%           | 14.44%        |

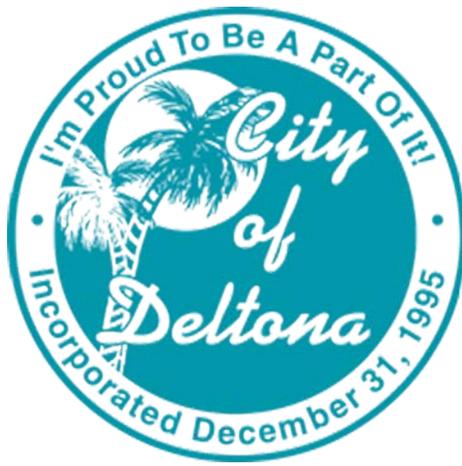
| Health                         | Deltona, Florida | United States |
|--------------------------------|------------------|---------------|
| EPA Superfund Sites (100=best) | 90               | 71            |
| Physicians per Cap.            | 175.6            | 169.7         |

| Religion          | Deltona, Florida | United States |
|-------------------|------------------|---------------|
| Percent Religious | 37.45%           | 50.03%        |
| Catholic          | 15.21%           | 21.92%        |
| Protestant        | 16.04%           | 19.12%        |
| LDS               | 0.48%            | 1.57%         |
| Baptist           | 7.05%            | 8.16%         |
| Episcopalian      | 1.24%            | 8.12%         |
| Pentacostal       | 2.04%            | 1.89%         |
| Lutheran          | 1.09%            | 2.81%         |
| Methodist         | 3.18%            | 3.84%         |
| Presbyterian      | 1.44%            | 1.33%         |
| Other Christian   | 3.81%            | 4.66%         |
| Jewish            | 1.74%            | 2.16%         |
| Eastern           | 0.03%            | 0.05%         |
| Islam             | 0.14%            | 0.54%         |

| Voting                   | Deltona, Florida | United States |
|--------------------------|------------------|---------------|
| Democrat                 | 50.458%          | 48.590%       |
| Republican               | 48.888%          | 51.070%       |
| Independent Other        | 0.000%           | 0.066%        |
| Independent Liberal      | 0.451%           | 0.475%        |
| Independent Conservative | 0.203%           | 0.447%        |

Sperling's Best Places, October 2007

Sources of data and other content original research and analysis provided by Business Development Laboratories, Inc., Sperling's BestPlaces / Fast Forward, Inc. U.S. Census Bureau American- Community Survey, Current Population Survey, Educational Testing Service and ACT, Inc., National Center for Education Statistics, Federal Bureau of Investigation, Uniform Crime Reports National Climatic Data Center, National Oceanic and Atmospheric Administration, National Hurricane Center, U.S. Geologic Service, Bureau of Labor Statistics - Consumer Price Index, Consumer Expenditure Survey Medicare and the U.S. Department of Health and Human Services, Department of Energy, Federal Travel Directory, Freddie Mac -Conventional Home Price Mortgage Index, Office of Housing Economic Oversight, National Association of Realtors, National Association of Home Builders, State Association of Realtors, Environmental Protection Agency, American Medical Association, Centers for Disease Control and Prevention (CDC) - Compressed Mortality Database - Centers for Disease Control and Prevention (CDC) - BRFSS (Behavioral Risk Factor Centers for Disease Control and Prevention (CDC) - CDC Wonder Fatality database, Federal Aviation Administration Federal Transit Administration, Federal Highway Administration, Amtrak, National Park Service.



## **YOUR ONE STOP BUSINESS CONNECTION**

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