

The City of Daytona Beach

67.24 square miles

Significant statistics**

	2000	2008	2013
	census	update	forecast
population	64,112	66,362	68,355
households	28,605	29,769	30,890
families	13,842	13,930	14,034
average household size	2.06	2.04	2.03
owner-occupied households	13,538	14,424	14,601
renter-occupied households	15,067	15,345	16,289
median age	37.2	38.9	40.2
marketplace population*	389,542	478,589	542,605

Projected 2008-2013 growth rate

	area	national
population	0.59%	1.23%
households	0.74%	1.26%
families	0.15%	1.05%
owner households	0.24%	1.07%
median households income	3.1%	3.19%

Median household income: \$32,083 (2008 estimate)

Average home value: \$193,559 (2008 estimate)

Florida price level index: 94.74 (2007)

Hospitals:

Halifax Medical Center
Florida Hospital-Ormond Memorial

Elementary/secondary schools:

public: 10
private: 13

Colleges/universities:

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

* Marketplace population based upon a 25-mile radius review of consumer population, ESRI Business Information Systems 2008
** Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2008 and 2013.



CITY OF DAYTONA BEACH
Economic Development Administrator
City Hall, Room 240
Daytona Beach, Florida 32114
386/671-8120
ci.daytona-beach.fl.us



DEPARTMENT OF
ECONOMIC DEVELOPMENT

700 Catalina Drive, Suite 200
Daytona Beach, FL 32114
386/248-8048-800/554-3801
floridabusiness.org

A high performance city
Daytona Beach
Florida



Data revised:
October 2008

Location, location, location

Part of a greater metropolitan area of East Central Florida, the City of Daytona Beach is situated at the confluence of two major interstate highways that provide quick, easy access to the third largest consumer region in the United States with a population of more than 17 million. International airports in Daytona Beach and Orlando, railroad and nearby port facilities enhance Daytona Beach's efforts to provide a cost-effective and logistically important location to do business while providing an exceptional quality of life.

About Daytona Beach

Daytona Beach is the regional commercial and cultural hub of the Deltona-Daytona Beach-Ormond Beach MSA with a population of 517,520. Beautiful ocean beaches bring worldwide acclaim. More than eight million tourists a year visit the area.

Quality roads, miles of beautiful tree-lined streets through picturesque neighborhoods and street beautification programs are national models and reflect the pride of residents.

Based on the "2004 Survey of Buying Power", the Orlando/Daytona Beach/ Melbourne, Florida media market is ranked 20th in population with 3.24 million people. It is also ranked 20th in Total Effective Buying Income (EBI) with \$61.3 billion.

Open for business

Daytona Beach is a regional marketplace, giving way to a diverse group of highly successful retail businesses, manufacturing plants and associations. The city is an integral segment of the I-4 high-tech corridor with specialized industries in aerospace, automotive and manufacturing. Companies and their employees profit from a relatively low cost of living, steady economic growth and the benefits of well-planned development. Companies profit from available labor; training; an area designated as an enterprise zone; and quality public services.

Recent studies show the workforce to be educated, productive and competitive with 10 percent under-employed. Seven highly ranked colleges and universities and the acclaimed Advanced Technology Center support business needs with career advancement, workforce development and research. Education, health care and government are the area's largest employers.

Among the numerous corporate partners that call Daytona Beach home are NASCAR and International Speedway Corporation; the Ladies Professional Golf Association; LPGA International; Gambro-Renal Products (medical manufacturing); Brown & Brown, Inc. (insurance); Enrichment Industries (vocational rehabilitation/manufacturing/assembly); Crane Cam (automotive manufacturing); Advanced Ordnance (military hardware); X1R (auto lubricants); Raydon (simulators); Piedmont Plastics, Inc. (plastics manufacturing); Embry-Riddle Aeronautical University (aviation-aerospace education); Halifax Community Health Systems (hospitals/health care); and Consolidated-Tomoka Land Co. (land development).

Opportunities

Whether expanding or relocating your business, Daytona Beach provides unlimited opportunities for success. With more than 13,800 acres available for development along high-tech interstate corridors and continued growth in residential, retail business and industrial markets, Daytona Beach boasts a healthy business climate ideal for growth.

Daytona Beach provides a dynamic business environment with opportunities for the development and growth of smaller, home grown businesses and large corporate enterprises. It's a community with a talented and diverse workforce. Daytona Beach has industrial sites within an enterprise zone and sites within a foreign trade zone adjacent to Daytona Beach International Airport. A medical office park provides additional sites. Prime Interstate 4 and Interstate 95 sites are available with excellent access to road, air, rail and water transportation.

Qualified businesses may be eligible for federal, state, county and city assistance programs, incentives and opportunities, depending on the specifics of the business proposal. Daytona Beach provides a user-friendly team of planners, architects, engineers, support services and economic development personnel to review your plans. Whether expanding or relocating your business, the "High Performance City" provides unlimited opportunities for success.

