

The City of DeLand

17.11 square miles

Significant statistics**

	2000	2008	2013
census	20,904	25,478	27,262
population	8,375	10,312	11,105
households	4,634	5,851	6,167
families	2.22	2.25	2.25
average household size	4,540	6,354	6,753
owner-occupied households	3,835	3,957	4,353
renter-occupied households	37.5	40.5	42.0
median age	666,182	787,621	862,690
marketplace population*			

Projected 2008-2013 growth rate

	area	national
population	1.36%	1.23%
households	1.49%	1.26%
families	1.06%	1.05%
owner households	1.23%	1.07%
median households income	3.19%	3.19%

Median household income: \$37,622 (2008 estimate)

Average home value: \$197,512 (2008 estimate)

Florida price level index: 94.74 (2007)

Hospitals:

Florida Hospital-DeLand
Florida Hospital-Fish Memorial

Elementary/secondary schools:

public: 9
private: 8

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 DELAND
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The Athens of the South
DeLand
Florida



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Location, location, location

Situated along the high-tech corridor that serves two growing metropolitan areas—Daytona Beach and Orlando—the City of DeLand has 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, a local airport/business park complex, railroad and nearby port facilities enhance DeLand’s efforts to provide a cost-effective and logistically important location to do business while providing an exceptional quality of life.

About DeLand

DeLand was founded in 1876 by Henry DeLand while touring the St. Johns River. He and other early pioneers had a vision to build the “Athens of the South” along the lake-studded shores of the St. Johns.

DeLand excels at preserving its past, while building for the future. Interest in historic preservation includes three neighborhoods on the National Historic Register. Its main street business district received national honors as a Mainstreet USA. The solid copper dome of the historic Volusia County Courthouse and a new courthouse nearby are the centerpieces of the city. Town and gown meet on the beautiful campus of nationally ranked Stetson University, Florida’s first private university.

Open for business

DeLand is an active retail, residential and manufacturing market in the dynamic Deltona-Daytona Beach-Ormond Beach MSA. A growing industrial and commercial base combines with the renaissance of its picturesque downtown area. The DeLand airport/business park, designated as a foreign trade zone, has a diverse and growing selection of manufacturers.

Recent studies show the workforce to be educated, productive and competitive with 10 percent underemployed. 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 DeLand home are Aluma Shield (prefabricated metal buildings); Country Pure Foods (manufacture tea, fruit and vegetable juices); Sky Dive DeLand (skydiving charter); DaVita Labs (renal disease laboratory); Intellitec (defense systems); FloMet (fabricated metal products); Performance Designs (fabricated textile products); Tyco Kendall (medical products); Sunflower Carriers (trucking); Technetics Corporation (aircraft engines), Frontier Communications (telecommunications); Florida Gourmet Foods International (gourmet sauces); and American Ghiles Aircraft (aircraft).

Opportunities

Whether expanding or relocating your business, DeLand provides unlimited opportunities for success for the development and growth of smaller homegrown businesses and large corporate enterprises. It’s a community with a talented and diverse workforce. Access to road, air, rail and water transportation, DeLand Airport business sites ready for development, and a supportive city government make DeLand a preferred business location.

Qualified businesses may be eligible for federal, state, county, and city assistance programs, incentives and opportunities, depending on the specifics of the business proposal.

If you’re considering an expansion of a current business or a relocation of your operations, explore the opportunities in DeLand as your new business address.

