Daytona Beach

Oceanfront Courtyard by Marriott and Oceanfront SpringHill Suites by Marriott

as Dual Brand Hotels

39 South Ocean Avenue Daytona Beach, Florida

www.avista.com

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Courtyard by Marriott

Marriott's largest brand by distribution, Courtyard® has a legacy of impressive performance that includes consistent delivery of high returns and solid RevPAR to owners. Courtyard owners also benefit from Marriott's robust demand generation engine that drives top-line revenue while maximizing bottom-line savings.

Courtyard has long led the industry when it comes to meeting the needs of the modern business traveler. Since breaking into the market 30 years ago as a brand built for business, Courtyard has continuously evolved, pushing the boundaries of design, style and service in the upscale category.

Courtyard has introduced game-changing amenities like The Bistro — a leading fast casual restaurant — as well as guest insight-driven innovations like the GoBoard® and collaborative lobby spaces. With a new, more flexible prototype that fits a wide range of site needs and the largest global rooms pipeline in the Marriott portfolio, Courtyard is poised to deliver owners even greater success in the future.

Brand Highlights

- With over 1,100 hotels and locations in all 50 U.S. states and over 45 countries and a robust pipeline of nearly 290 hotels (49% of which are outside the U.S. and Canada).
- Largest brand in Marriott's portfolio based on number of hotels
- The 12th largest hotel brand in the world based on rooms
- Marriott Rewards® Member Paid Nights represent 55% of total Courtyard Nights
- Marriott's channels generate 64.1% of Courtyard's reservations

Franchise Hotel Performance (2017 FDD)

Occupancy: 72.9%

Average Daily Rate: $137.64

RevPAR: $100.33

Average RevPAR Index: 109.7

Distribution (Q1 2017) Units / Rooms

U.S. and Canada Open: 994 / 139,326

U.S. and Canada Pipeline: 149 / 20,108

International Open: 1,142 / 169,406

International Pipeline: 287 / 49,965

Springhill Suites

Guests love SpringHill Suites by Marriott, the largest all-suites style brand, for its refreshing and stylish take on the travel experience. Works seven days a week, with remarkable occupancies/rates both weekday and weekend, delivering year over year RevPAR growth. A flexible proto-model & décor package that fits any market, affording developers operationally efficient options, with F&B programming. Dominates and ranks among one of the highest brands with consumers, supported by JD Power award-winning service and nationally-recognized marketing campaigns. Franchisee satisfaction is high given its lower cost to build and remarkable returns.

With an unwavering focus on profitability, our unmatched scale and global reach create revenue and cost synergies that drive economic returns for our owners. Each Marriott branded hotel is supported by a powerful global distribution platform and innovative sales and marketing programming focused on delivering high-value guests while state of art technology, global negotiating power, shared services and the most experienced teams in the industry help drive efficiencies.

Franchise Hotel Performance

- Average occupancy 75.1%
- Average daily rate $121.25
- Average revpar $91.01
- Average revpar index 109.5
- Marriott channel contribution 69.5%
- Marriott rewards penetration 53.4%

Courtyard Hotel Overview

Courtyard by Marriott at Daytona beach is a proposed 134-room hotel to be located at 39 South Ocean Avenue, Daytona Beach, Volusia County, Florida. This Courtyard hotel site is approximately +/- 93,931 square feet from total dual brand hotel building gross area of 406, 853 square feet.

Exterior

- Arrival experience includes an optional porte-cochere and enhanced lighting.
- Modern exterior offers color and material options adaptable to your location.

Lobby

- The newly designed lobby lounge focuses on an elevated evening experience with special seating options to work or relax.
- The Bistro, provides guests the opportunity to expand their horizons through fresh, seasonal menu items for breakfast and dinner, signature crafted cocktails, and wine tasting opportunities.
- An extension of the lobby, the Bistro Terrace, features a community fire pit and upgraded outdoor seating area.
- The GoBoard, an innovative touch screen display, pushes brand & hotel content to guests and provides access to curated local recommendations.
- The 24/7 Market offers “grab and go” options, creating additional revenue opportunities for the property.
- The décor package, CYnergy, provides a more flexible set of color palette options for the lobby and creates cohesiveness with the guest room décor.

Guest Rooms

- The smartly designed room features a luggage drop, tech drop to charge and store your electronics, a hospitality cabinet, movable workspace and outlets where most needed. Guests also enjoy the LoungeAround™ sofa which offers a modern way of working and relaxing.
- Other guest room amenities include a 42” inch flat-panel television, in-room refrigerator and an optional microwave.
- The spacious, upgraded bathroom features an integrated walk-in shower.
- The décor package, CYnergy, features tone-on-tone décor with subtle color accents to differentiate the relaxation areas from the rejuvenation areas.

Other Amenities

- Expansive, redesigned fitness experience: 1,000 square feet of appropriate space for cardio, stretching and strength activities.
- Optional indoor or outdoor pool.
- Scalable meeting space options to meet the demands of your market.

Springhill Suites Hotel Overview

Springhill Suites by Marriott at Daytona Beach is a proposed 138-room hotel to be located at 39 South Ocean Avenue, Daytona Beach, Volusia County, Florida. This Springhill Suites hotel site is approximately +/- 104,020 square feet from total dual brand hotel building gross area of 406, 853 square feet.

Lobby

- The enhanced lobby design maximizes space for efficiency and functionality and features select west elm® items
- The Palettes décor, a neutral palette with two lobby accent color schemes—Renew and Alive, reflects the brand personality and offers operational sustainability.
- The SpringHill Suites S-Canvas, an interactive digital art wall, features brand curated artwork with moving elements and brand/hotel information designed to activate the lobby space and create engagement with guests.
- The 24/7 Market with “grab and go” options creates additional revenue opportunities for the property, offering elevated F&B curated selections including craft beer and wines.
- An optional bar plan is available to enhance the evening experience with detailed bar programming to help drive profitability.
- Hot complimentary breakfast with a variety of protiens, fresh fruit and healthy options, available daily.
- A dedicated business center is equipped with internet-enabled computer stations allowing guests to work at any time of the day.

Guest Suite

- Spacious suites allow separate living and sleeping areas and feature custom designed items through the west elm® partnership. A sleep sofa with trundle and accent pillow offer additional space equivalent to a king size bed surface area.
  Other items include an ottoman with tray, floor lamp, desk lamp and task chair.
- The newly designed case goods with rustic mocca fir wood laminate, exposed metal frames and a durable, powder coat finish on table/counter-tops, provide a clean, modern look and an ease for operational maintenance.
- A new headboard design features two wall vinyl options—Onyx and Twilight.
- Suites are technically functional with USB ports strategically built-in throughout.
- Flexible options are offered for the built-in dry bar and closet.
- The spa-like, spacious one-compartment bathroom features a walk-in shower. A two-compartment bath is optional.

Other Amenities

- A larger fitness center with over 600+ square foot offers a variety of fitness equipment.
- Outdoor spaces featuring a fire pit and pool, offer places to connect and relax.
- Scalable meeting space options to meet the demands of your market.

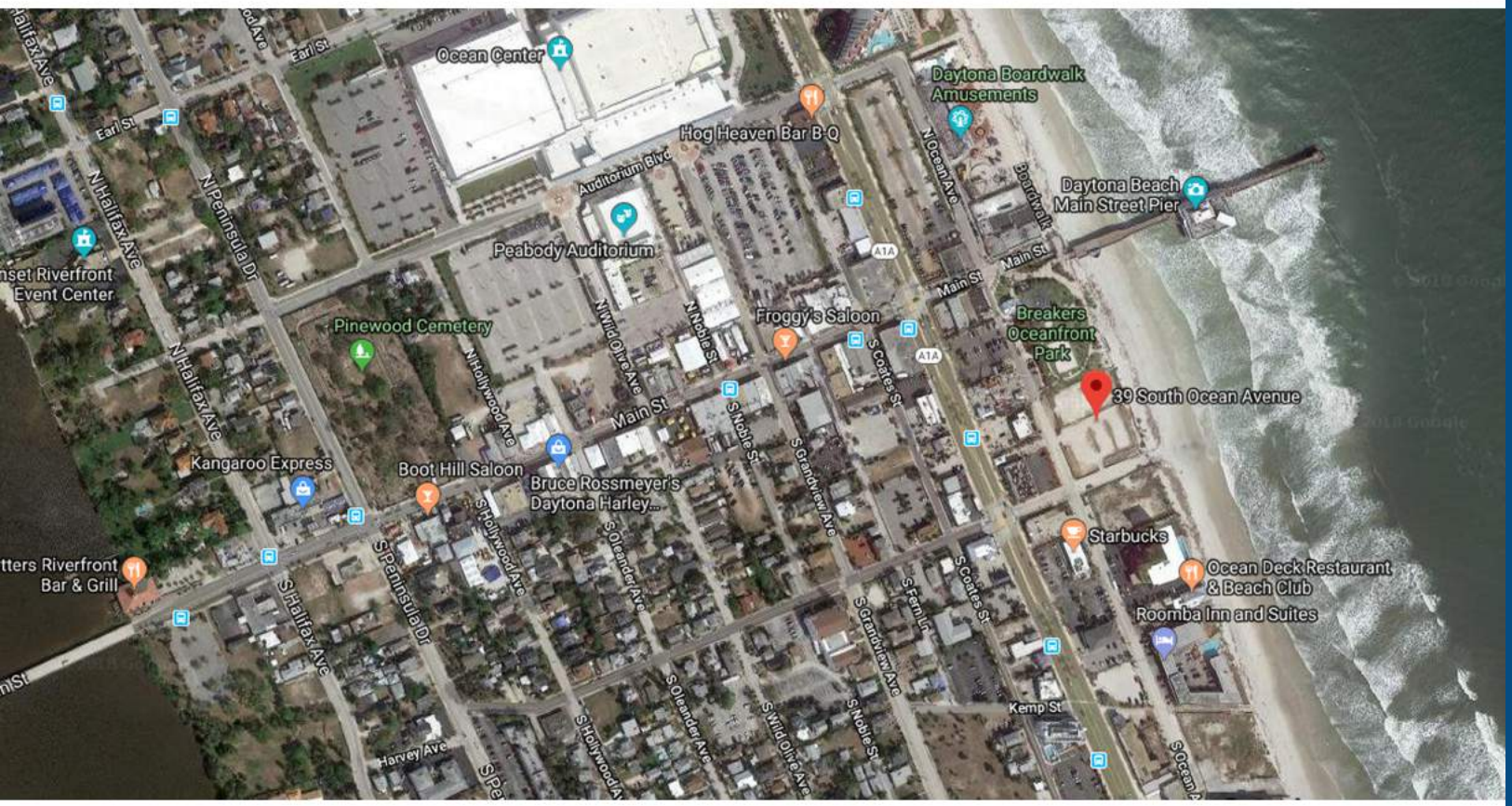
Location Overview

DAYTONA BEACH COURTYARD HOTEL

FLOOR	GUEST ROOM						ROOM TOTAL
	KING	K ADA	K SUITE	QQ	QQ ADA	QQ SUITE	
PH							0
11	7	0	1	13	1	1	23
10	7	0	1	13	1	1	23
9	7	0	1	13	1	1	23
8	4	0	1	10	1	1	17
7	4	0	1	10	1	1	17
6	4	0	1	10	1	1	17
5	3	0	0	9	1	1	14
TOTAL	36	0	6	78	7	7	134
TOTAL	42			92			
PERCENTAGE	31.34%			68.66%			

DAYTONA BEACH SPRINGHILL SUITES HOTEL

FLOOR	GUEST ROOM						ROOM TOTAL
	KING	K ADA	K SUITE	QQ	QQ ADA	QQ SUITE	
PH							0
11	4	2	0	13	1	0	20
10	4	2	0	13	1	0	20
9	4	2	0	13	1	0	20
8	4	2	0	13	1	0	20
7	4	2	0	13	1	0	20
6	4	2	0	13	1	0	20
5	4	0	0	13	1	0	18
TOTAL	28	12	0	91	7	0	138
TOTAL	40			98			
PERCENTAGE	28.99%			71.01%			



Building Elevations

East Elevation

West Elevation

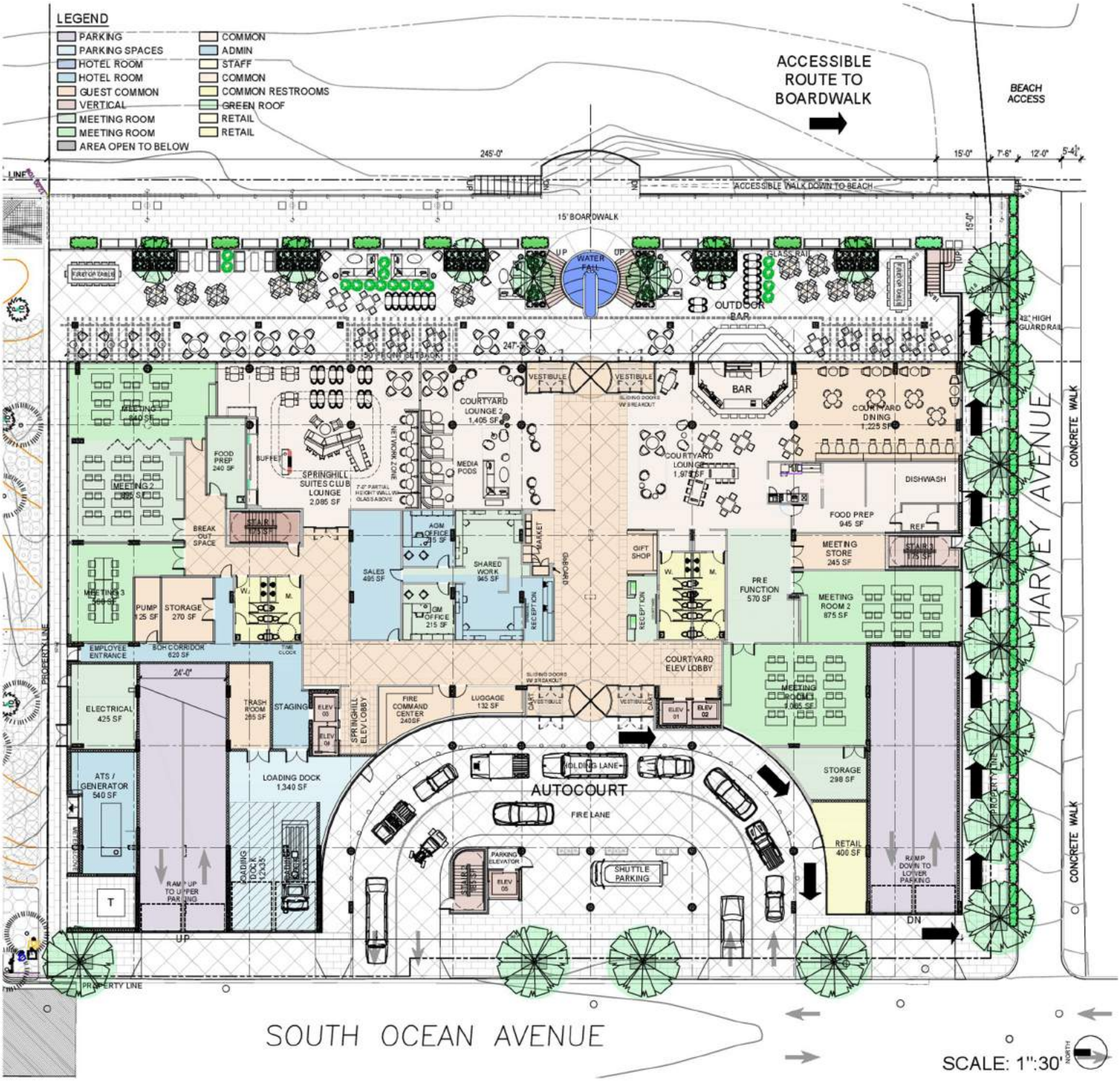
Building Elevations

South Elevation

North Elevation

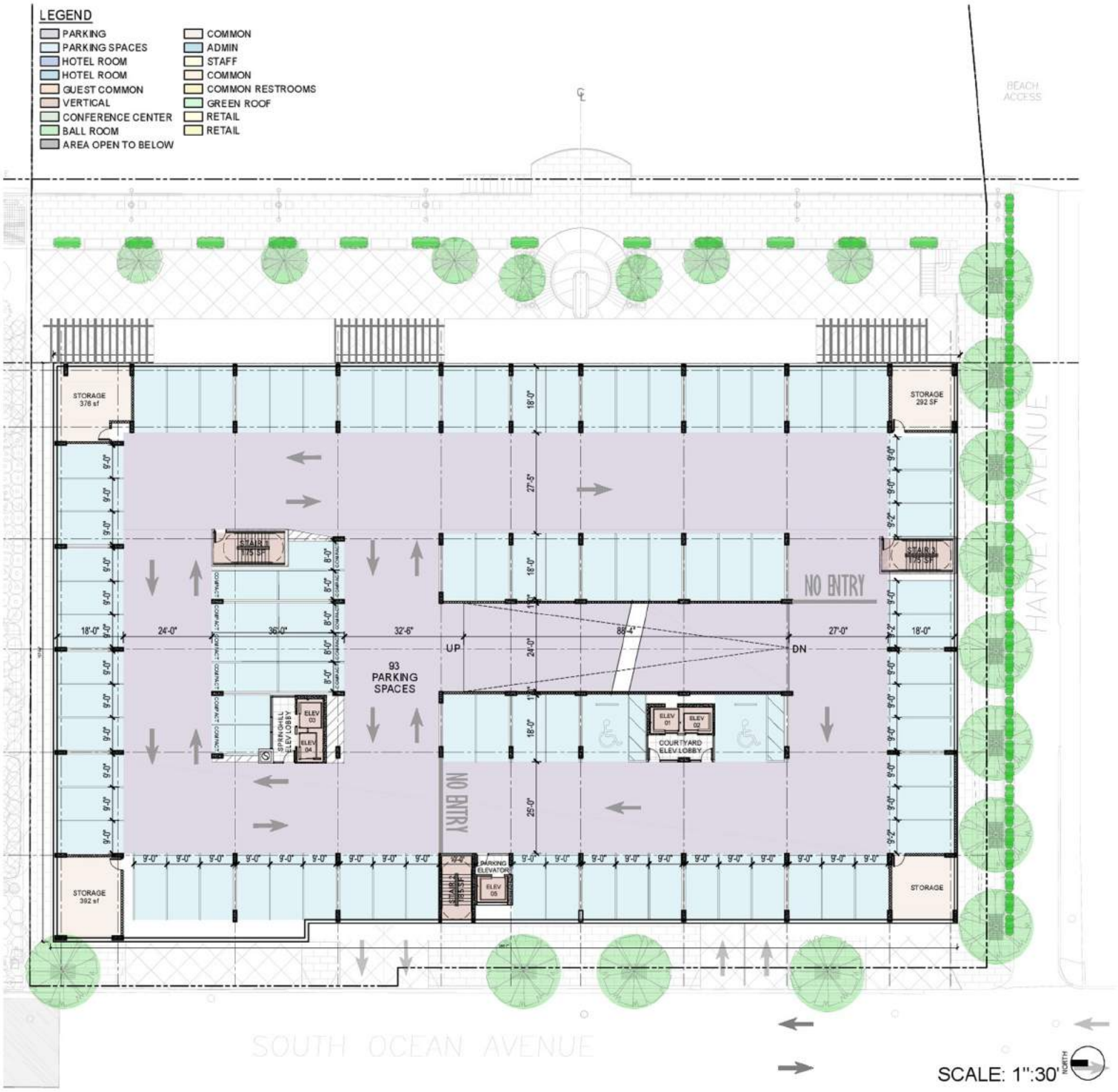
Site Plan

1st Level Plan



Site Plan

3rd & 4th Level Plan

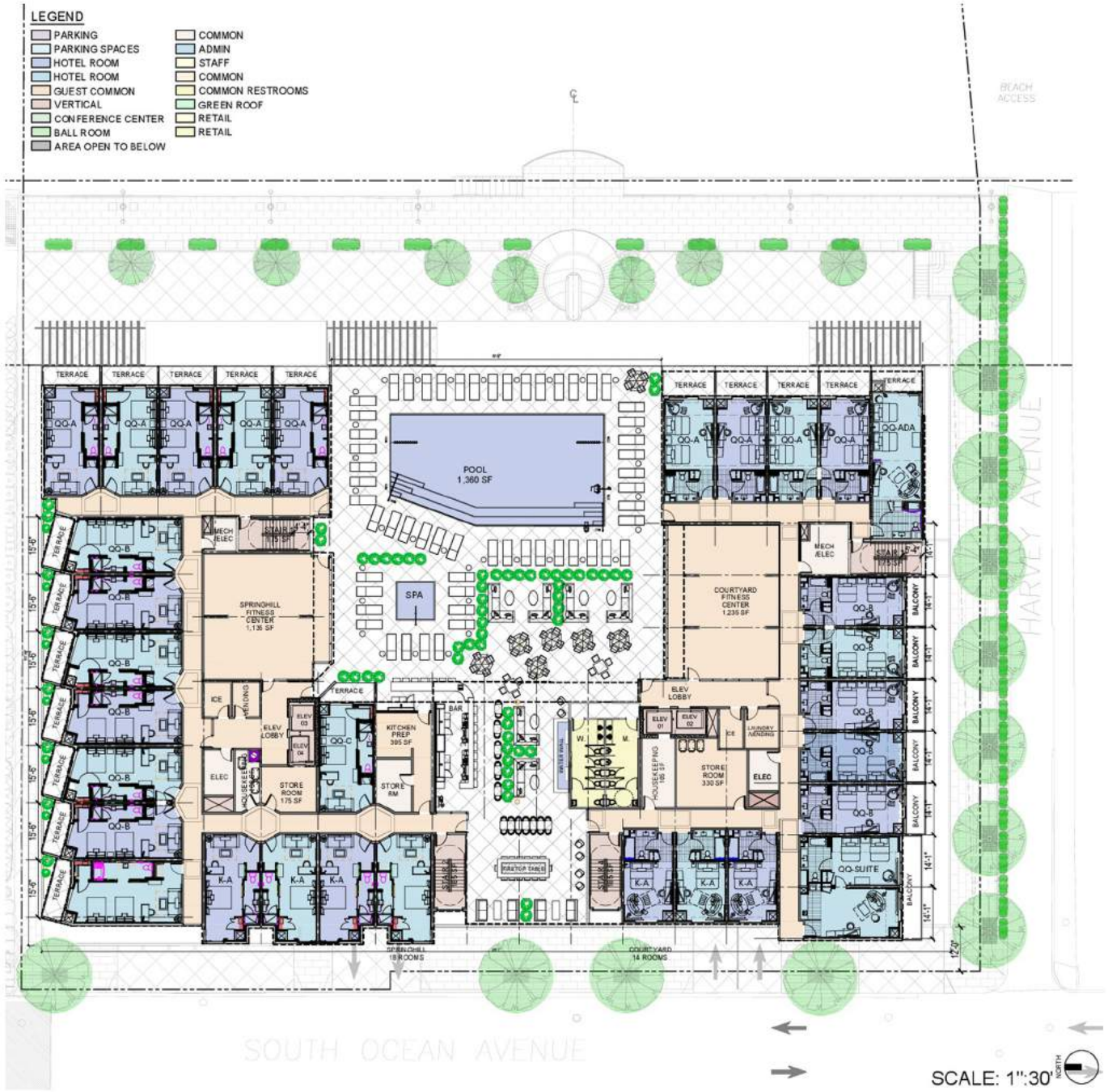


Site Plan

5th Level Plan

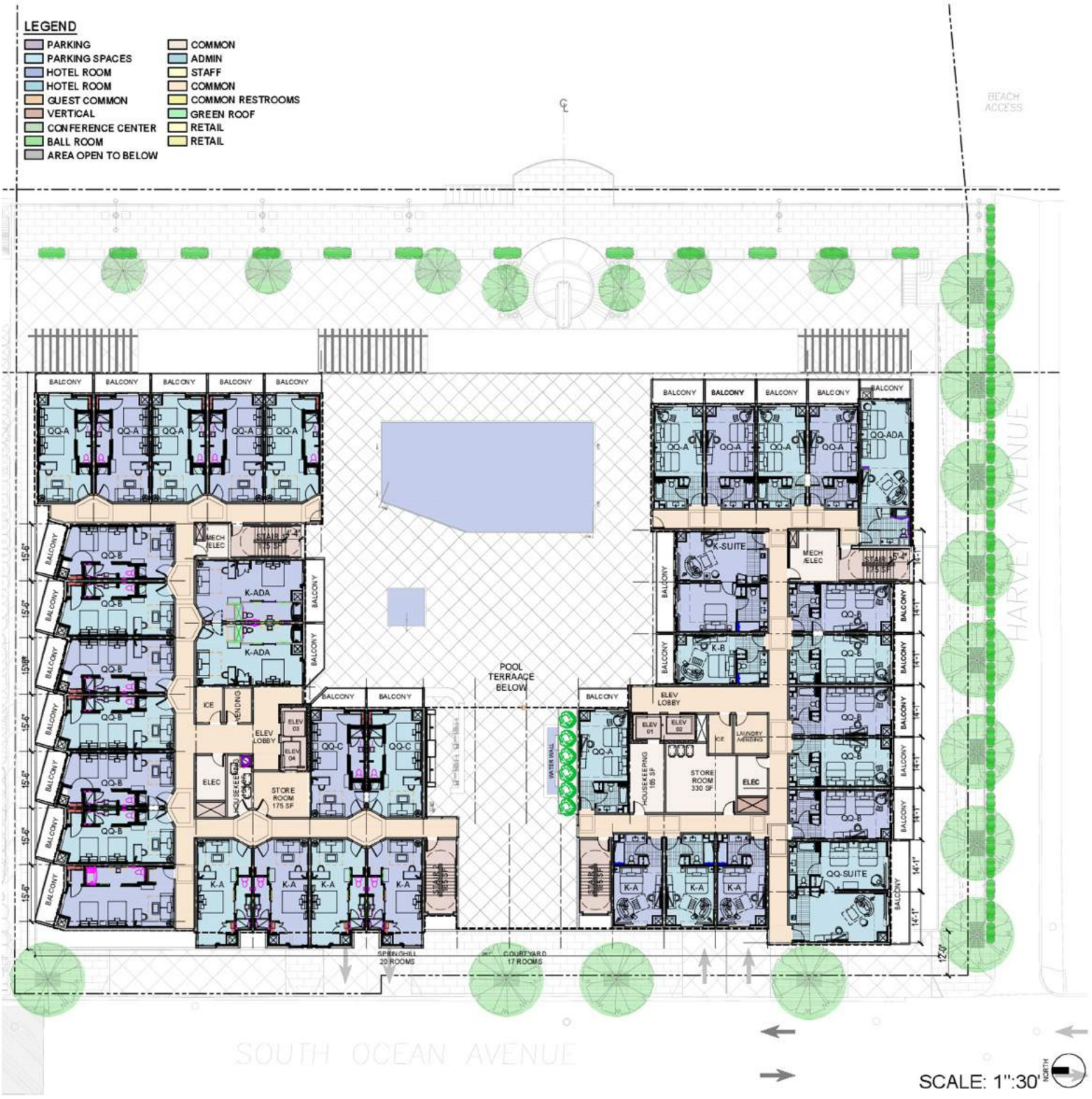
DAYTONA BEACH COURTYARD HOTEL							
FLOOR	GUEST ROOM						ROOM TOTAL
	KING	K ADA	K SUITE	QQ	QQ ADA	QQ SUITE	
PH							0
11	7	0	1	13	1	1	23
10	7	0	1	13	1	1	23
9	7	0	1	13	1	1	23
8	4	0	1	10	1	1	17
7	4	0	1	10	1	1	17
6	4	0	1	10	1	1	17
5	3	0	0	9	1	1	14
TOTAL	36	0	6	78	7	7	134
TOTAL	42			92			
PERCENTAGE	31.34%			68.66%			

DAYTONA BEACH SPRINGHILL SUITES HOTEL							
FLOOR	GUEST ROOM						ROOM TOTAL
	KING	K ADA	K SUITE	QQ	QQ ADA	QQ SUITE	
PH							0
11	4	2	0	13	1	0	20
10	4	2	0	13	1	0	20
9	4	2	0	13	1	0	20
8	4	2	0	13	1	0	20
7	4	2	0	13	1	0	20
6	4	2	0	13	1	0	20
5	4	0	0	12	1	0	17
TOTAL	28	12	0	90	7	0	137
TOTAL	40			97			
PERCENTAGE	29.20%			70.80%			



Site Plan

6-8th Level Plan

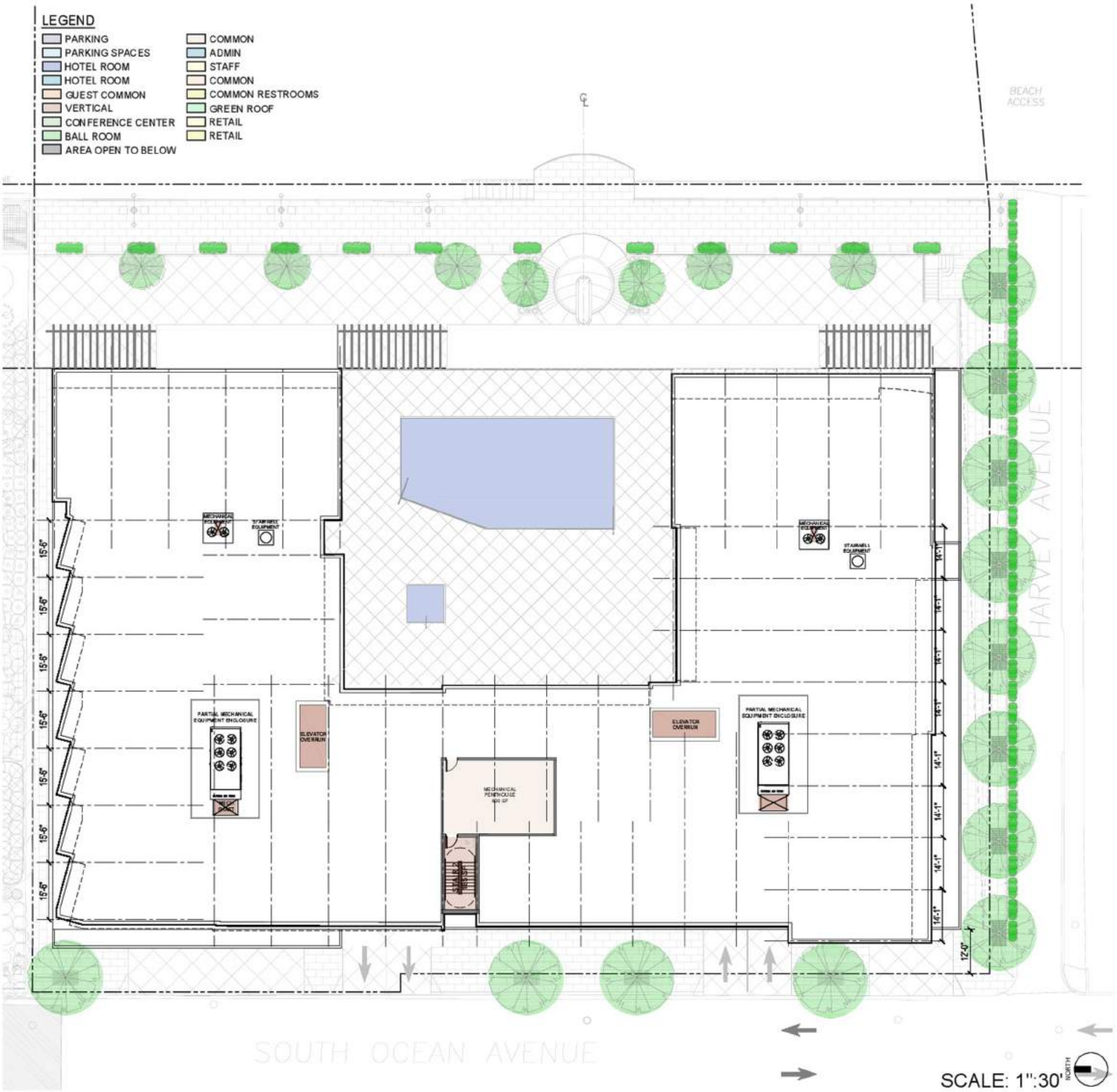


Site Plan

9-11th Level Plan

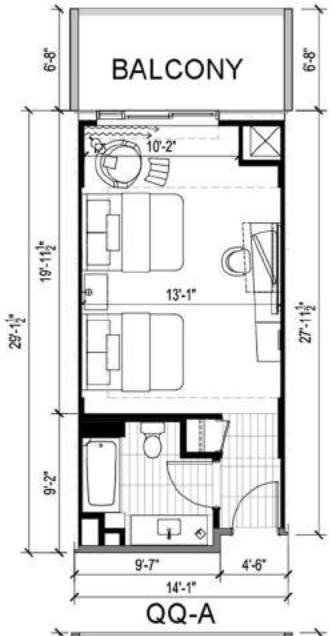
Site Plan

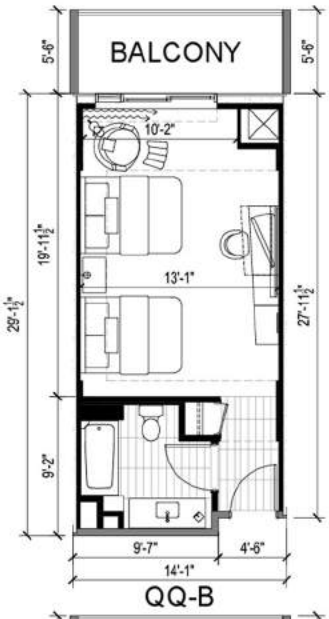
Penthouse Level Plan

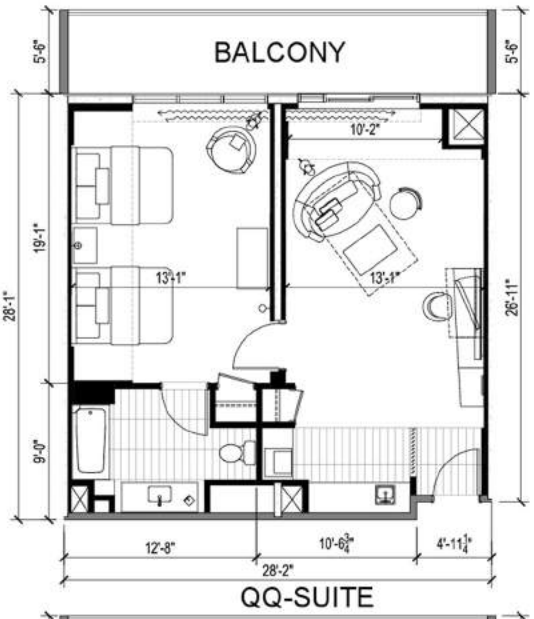


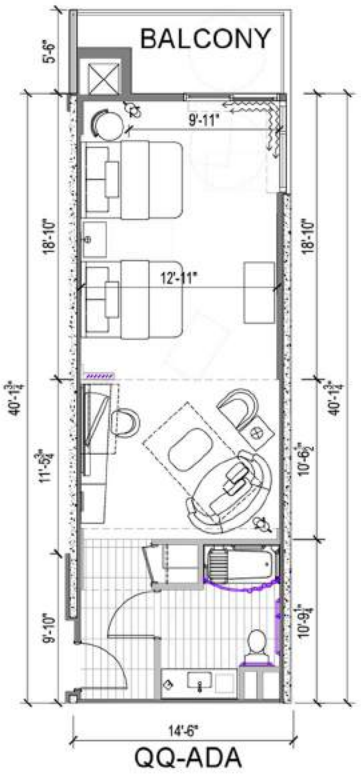
Site Plan

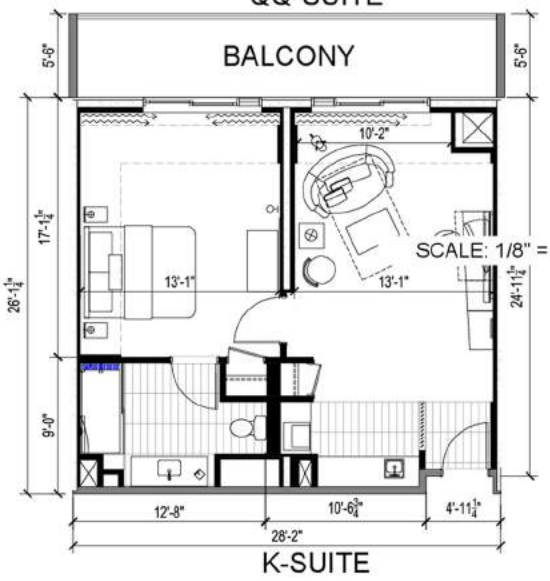
Typical Courtyard Rooms











SCALE: 1/8" = 1'-0"

DOUBLE QUEEN ROOM
360 SQUARE FEET

DOUBLE QUEEN SUITE
720 SQUARE FEET

KING ROOM
320 SQUARE FEET

KING SUITE
640 SQUARE FEET

SCALE: 1/8" = 1'-0"

Site Plan

Typical Springhill Suites Rooms

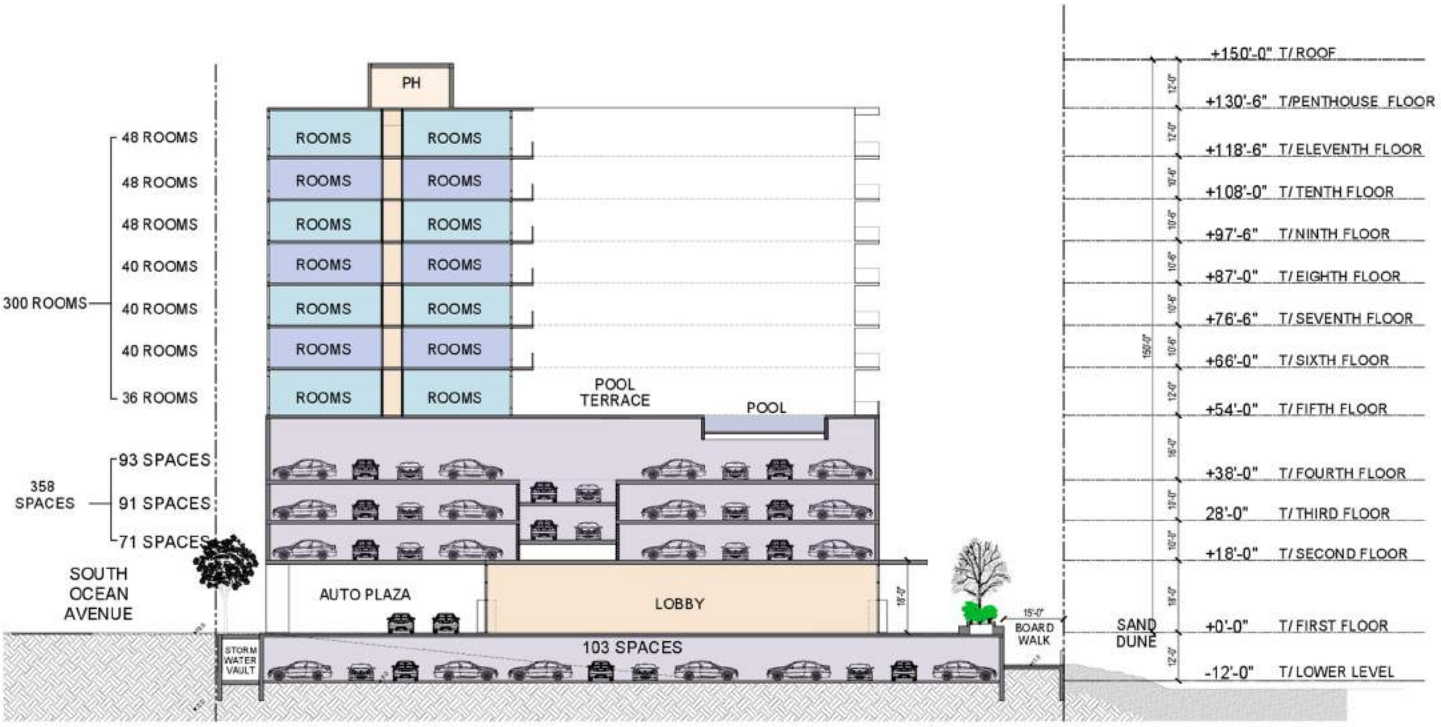
DOUBLE QUEEN ROOM
415 SQUARE FEET

KING ROOM
350 SQUARE FEET

SCALE: 1/8"=1'-0"

Site Plan

Building Section



SCALE: 1":30'

Aerial View

Aerial View From SW Corner

Aerial View From SE Corner

Aerial View

Aerial View From NE Corner

Aerial View From NW Corner

Ground Level View

Ground Level View From SW Corner

Ground Level View From SE Corner

Ground Level View From NE Corner

Ground Level View From NW Corner

Ground Level View

Ground Level View at Beach Side of Boardwalk And Harvey Avenue

View of Beach side entry to Hotel From Boardwalk With Monumental Stair And Cascading Waterfall

View of Combined Hotel Drop off Entry off Ocean Ave.

View of Combined Hotel Covered Entry off Ocean Ave.

Ground Level View

View of Ground Floor Terrace And Outdoor Bar

View of Ground Floor Outdoor Terrace

5th Level View

View of 5th Floor Hotel Outdoor Pool Deck

View of 5th Floor Hotel Outdoor Terrace Seating and Water Feature

View of 5th Floor Hotel Pool Deck and 4 Story Opening

View of 5th Floor Hotel Outdoor Terrace Bar

Courtyard Brand Background

- Courtyard brand introduced in 1983
- Competes in the Upper Moderate tier
- +/- 1000 hotels worldwide (+/-105 international) in over 38 countries

Tier/Category: Upper Moderate / Select Service

Brand Positioning : Refreshing Business

- Courtyard is designed for the business traveler who's driven by success, but also enjoys the break from routine that travel offers.
- Courtyard is the smart, dynamic hotel that helps me make the most of my time on the road, so that I can make the most of me.
- Brand Pillars: Smart - Comfortably productive rooms, multi-purpose public areas that invite & enable enjoyment.
- Energizing - Stimulating public areas, intuitive design with unexpected details, the right mix of services help guests maintain balance and thrive during their stay.
- Choices - Formerly "lost time" is filled, however the guest chooses: with a workout, drink, nap. Time is never wasted, unless the guest wants it to be. Guests have control over how to work and relax on their own terms.

Target Guest: Optimistic Achiever

The Courtyard guests is all about balance, without the need to trade-off productivity. They want more choices, the ability to relax and escape from their room and a more upscale product and service experience that is modern and sophisticated.

Competitive Highlights

Open (US and Canada)	890	546	190	113	684	57	686
Open (Global)	995	590	197	180	1193	80	689
Pipeline (US and Canada)	160	107	48	13	87	28	186
Pipeline (Global)	98	204	105	77	221	61	190

Source: Smith Travel Research Comprehensive Pipeline, March 2014. Growth defined as Planning, Final Planning, In Construction Pipeline data is for new build only and does not include conversions.

Springhill Suits Brand Background

- Springhill Suites brand introduced in 1997
- Competes in the upscale tier
- +/- 393 hotels in U.S. & CANADA, (+/-179 in pipeline)

Tier/Category: Upper Upscale

Brand Positioning: Refreshing, Stylist

- The largest upper moderate all suites brand that delivers an amazing guest experience with a focus on Space, Design and Service.
- The brand consistently ranks among the top Marriott brands in guest satisfaction, and has won numerous J.D. Power awards for service. Owners and franchisees love SpringHill Suites® too, with a development model presenting options to ease new-build costs, nationally recognized marketing campaigns driving demand, and an optimized operating model delivering remarkable returns.
- Fusing form and function and wrapping it all in attractive, modern décor, SpringHill Suites offers little extras such as craft beer and wines in the Market and fitness and wellness options attuned to evolving guest needs.
- The lobby and guest suite feature proprietary west elm® furniture in an industry-leading partnership and deliver a highly differentiated experience that solidifies the brand's leadership in the upper-moderate tier.
- SpringHill Suites delivers strong year over year RevPAR growth with remarkable occupancies/rates on both weekdays and weekends. With a robust pipeline, this differentiated product is well received by owners, large REITS and investment firms with continued growth in both urban and suburban markets.

Target Guest: Smarter Traveler

SpringHill Suites by Marriott is considered as the largest all-suites style hotel brand in the upscale tier that offers industry leading service to enthusiastic travelers.

Why Daytona Beach

From crowds to calmness, sum soaking to sunsets, participating in tons of activities to just relaxing on the beach the Daytona Beach is the stealing the whole show. The 23 miles of world-famous Daytona Beach is capturing the attention of the visitors with the investment of $2 billion in various development areas like hotel, attraction, dining and shopping industries.

The main attractions of the Daytona Beach are:-

- Known as Festival Capital of Florida, Daytona Beach defines the fun and celebrations for visitors with tons of heart-warming experiences.
- ONE DAYTONA is the ultimate world-class entertainment destination which offers you International Speedway with dining, retail and entertainment, and residency.
- Hard Rock Hotel Daytona Beach which owns the 200 oceanfront rooms.
- Daytona Beach Convention Hotel and Condominium, the 501-room oceanfront complex is taking the shape with an investment of $203 million.
- The restaurants like Landshark Grille, Cocina 214 and Off the Hook at Inlet Harbor are setting the new culinary goals.

About the Daytona Beach Area

The 23 miles of world-famous white-sand beaches offer the perfect beach base camp along with tones of activities and thrilling adventures. The place introduces visitors to the eight distinct communities, civilizations, cuisines and cultures. Daytona Beach is home to Daytona International Speedway, the 'World Center of Racing and famous for events like Bike Week, Biketoberfest, the Rolex 24 At DAYTONA and the DAYTONA 500.

Here you can explore heritage through the Daytona Beach's famed LPGA and NASCAR. Ranked as #1 in Travel Channel's 2017 "Top 10 Attractions in Florida, and one of Trip Advisor's 2016 "10 Most Affordable Beach Vacations on Florida's East Coast" and "25 Most Popular Summer Vacation Rental Spots in the US.", the place does offer another level of hospitality and best accommodations.

The surfing and swimming through the 23 miles of world-famous beaches made the place selected as a Best Florida Attraction and Best Spring Family Beach Break Destination in the Top 10 Best Readers' Choice travel award contests sponsored by USA TODAY. The Daytona Beach is all about adventures, activities, beach bash, art, culture, golf, music, and races of and for the life!

City Overview

Warm and Merry Weather

Daytona Beach has the distinction of enjoying nearly 230 days of sunny weather throughout the year. It is the warmest during July and coldest in the month of January. However, the warm and sunny weather ensures you enjoy comfortable weather throughout the year without feeling too hot or too cold. So, if you are looking to escape the heat of the south and cold of the north, Daytona Beach is the perfect destination to buy your dream home.

Arts, Culture & History

Explore the history through the Cici and Hyatt Brown Museum of Art spread over the area of 26,000 square foot. Another famous one is Museum of Arts and Sciences which is home to the largest private collection of Florida oil and watercolor paintings in the world. Make your way to Ponce Inlet Lighthouse to know the rich history of the place.

Follow the path of the educator and civil rights activist Mary McLeod Bethune through the tour of her former home. Enjoy the theatre performance or international symphony concert at Peabody Auditorium or movies show at Cinematique or just enjoy the tunes of live music in the air of Daytona Beach.

'Festival Capital of Florida' - Fabulous Food and Fun

Daytona Beach celebrates everything from arts and culinary to classic cars to motorcycles and life too! The place knows the definition of celebration and defines it through the events like Halifax Art Festival, Celtic Festival, Oyster Festival, Greek Festival, DeLand Festival of the Arts, Images: A Festival of the Arts, Fiesta Italiana, Granada Grand Festival of the Arts, Riverfest Seafood Festival and the annual Daytona Turkey Run car show. The year-round perfect weather makes it festival capital. The place is also famous for 3 days music festival at Daytona International Speedway over the Memorial Day Holiday.

World's Only Motorsports Stadium

The Daytona International Speedway got transferred into world's only motorsports stadium in 2016 with the investment of the $400 million. Known as the World Center of Racing,' the place owes you the world-class amenities and luxurious experiences. The stadium owns features like three concourse levels spanning the front stretch; five expanded fan entrances called 'injectors'; 11 football filed sized social areas dubbed as 'neighborhoods,' with open sightlines and more than dozens of video screens to capture the on-track action; 60 luxury trackside suites with patios; 17 elevators and 40 escalators in the grandstand; along with 101,500 new 20"-21" grandstand seats having relaxing backs and armrests. It's one of five largest solar installations of the city due to having more than 7,000 solar panels. The place is not just the host of races it also hosts events and festivals now.

Biketoberfest

Biketoberfest is the festival held to celebrate the love for the bikes of motorcycle enthusiast. The rally is converted into the festival as the number of participants increased to more than 100000. The rally goes through the venues like Daytona International Speedway, Main Street, Destination Daytona, Beach Street, Midtown, New Smyrna Beach and DeLand. Other fun things include motorcycle shows and rallies, live music, scenic rides along A1A along with historic roadways, racing and vendors selling the new motorcycles techs.

Motorsports Hall of Fame of America

You can make your way to the Motorsports Hall of Fame of America through the Daytona International Speedway tours. The must visit place introduce you with the stunning form of motorsports: Stock Cars, Sports Cars, Open-Wheel, Motorcycles, Drag Racing, Land Speed Records, Powerboating and Aviation.

Spread over 10,000 square foot , the hall is home to sculpted images of 230 inductees of the Hall of fame and much more along with the exclusive vehicles and sights for those who don't like races much.

Go All Out at High-Speed Attractions

The Daytona Beach introduces you to the new level of adventures. Make your way to Sky Zone Trampoline Park and Hangar 15 Extreme Air Sports to try out your trampoline skills. You can also try out the go-karts at Daytona Lagoon or simply enjoy the race car with NASCAR Racing Experience and run around the world famous 2.5-mile Daytona International Speedway. The Motorsports Hall of Fame of America will introduce you to the memory and achievements of the legends of motorsports. Visit the Daytona Lagoon, to enjoy the brand new two water slides this summer – a 54-foot-high mat racer slide and a thrilling Pendulum tube slide. The beach is perfect family fun place due to its features like mini golf, go-karts, arcade, indoor ropes course and much more.

Shopping and Travel Go Together

Daytona Beach gives you the shopping goals. The place is home to the unique markets and boutiques though you can find out Exceptional flea and farmers markets here. Tanger Outlets, the open-air center is home to the more than 75 international brands and designer outlets. Other shopping heavens are at ONE DAYTONA and Volusia Mall which will provide you with fine entertainment along with great indoor experiences. Tomoka Town Center is yet to be opened in 2018. Some more shopping places include Ormond Beach, New Smyrna Beach and DeLand which provides shopping alternatives like eclectic, new boutiques and eateries.

City Overview

Accommodations

The oceanfront Hard Rock Hotel Daytona Beach and Delta by Marriott Daytona Beach own 200 and 133 rooms respectively. The Hilton Daytona Beach Oceanfront Resort having 744 rooms got the renovation of $25 million recently. The ONE DAYTONA garbs the limelight with two hotels one is 105-room Fairfield Inn & Suites Daytona Beach Speedway/Airport opened in January, and another one is 145-room Marriott Autograph Collection hotel called The DAYTONA yet under construction. The Home2 Suites by Hilton and 4-Diamond Marriott Renaissance hotels are just taking place to entertain the guests. The historic beachside art deco-style boutique property Streamline Hotel is famous for hosting a meeting that launched NASCAR. The newly added hotels on the lists are Residence Inn by Marriott Daytona Beach Oceanfront, Hilton Garden Inn and the boutique Chateau Mar Beach Resort which is ready to reset the hospitality standards.

New Restaurants, Culinary Treasures and Brews Abound

The Daytona Beach offers you classic culinary scenes varying from family fares to fine dining. The place introduces you the cuisine treasure through the beaten-path eateries and independent restaurants. Here, you can explore two dozen local breweries, taste rooms and tap houses with the ocean views. The places like Daytona Beach Ale Trail and The Copper Bottom Craft Distillery are famous for the food arts and craft beers.

Perfect Beach Base Camp

Nowadays, the Daytona Beach is easy to access due to Direct flights and interstate conveyances. There are plenty of flights available along with the Non-stop flights from New York City (JetBlue), Atlanta (Delta) and Charlotte (American Airlines) which is ready to offer beautiful journey.

Tee up a Perfect Golf Getaway

This rising golf destination is home to more than two dozen courses for both the serious players and weekend warriors. Being ranked as the top 15 places to play golf in the U.S., the visitors can enjoy golf playing at LPGA International, home course of the LPGA and Symetra tours – or on more than 25 other fine courses by paying the affordable fees.

Colleges Universities within Volusia County

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

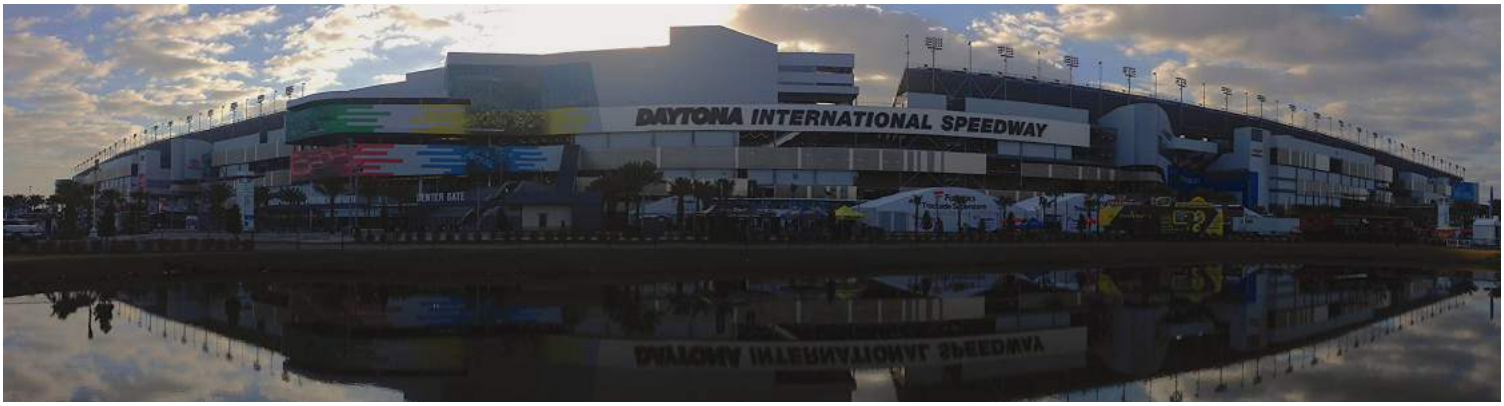
Source - U.S. Bureau of the Census, 2000 Census of Population & Housing, ESRI forecasts for 2010-2015

Source - Florida Price Level Index - BEBR Economic Analysis Program University of Florida

Source - Tanner Williams Group. Inc dba; Schools K-12 wmv. schoolsk-12.com

Resources

- Daytona Beach Convention Center Hotel Feasibility Analysis
- MACDeLand.com
- Discoverdeland.org
- www.mainstreetdeland.org
- www.visitwestvolusia.com
- Deland Area Chamber of Commerce - www.delandchamber.org
- Stetson University- www.stetson.edu
- Team Volusia - www.teamvolusiaedc.com
- Volusia County
- DeLand Downtown Community Redevelopment Agency
- Annual Report FY 2011-2012 Wikipedia.org/wiki/DeLand,_Florida



Volusia map and population projections

Volusia County demographics

Volusia County, Florida is bordered on the west by the historic St. Johns River, and by the Atlantic Ocean to the east. Roughly the size of Rhode Island, Volusia County is about 50 miles north-east of Orlando, 60 miles north of the Kennedy Space Center, and 90 miles south of Jacksonville. DeLand is the picturesque county seat of Volusia, and Daytona Beach is one of its best known cities.

Volusia has 16 cities: Daytona Beach, Daytona Beach Shores, DeBary, DeLand, Deltona, Edgewater, Holly Hill, Lake Helen, New Smyrna Beach, Oak Hill, Orange City, Ormond Beach, Pierson, Ponce Inlet, Port Orange and South Daytona.

For comprehensive information about Volusia County, visit volusia.org.
For specific information and data about economic development, visit floridabusiness.org.

Volusia County population

497,145

State of Florida population

19,074,434

Population and projected population growth, 2015 through 2040

	2015	2020	2025	2030	2035	2040
Volusia County	507,700	530,500	550,500	567,200	580,900	592,700
Florida	19,750,600	21,141,300	22,434,000	23,601,100	24,639,500	25,583,200

Source: University of Florida, Bureau of Economic and Business Research (BEBR), "Florida Population Studies ", Bulletin 165, March 2013"

Demographic and income data: Volusia County

Summary	2010	2014	2019
population	494,593	502,340	515,219
households	208,236	211,712	217,377
families	130,386	131,435	134,060
average household size	2.31	2.31	2.31
owner-occupied housing units	150,443	145,120	148,049
renter-occupied housing units	57,793	66,592	69,328
median age	45.3	46.3	47.5

Trends by percent: 2014-2019 annual rate

	Volusia	Florida	U.S.
population	0.51 %	1.06 %	0.73 %
households	0.53 %	1.06 %	0.75 %
families	0.40 %	0.95 %	0.66 %
owner-occupied housing units	0.40 %	0.93 %	0.69 %
median household income	3.74 %	3.16 %	2.74 %

Income 2014-2019

median household income	$41,769	$50,184
average household income	$56,792	$64,433
per capita income	$24,232	$27,458

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2014 and 2019

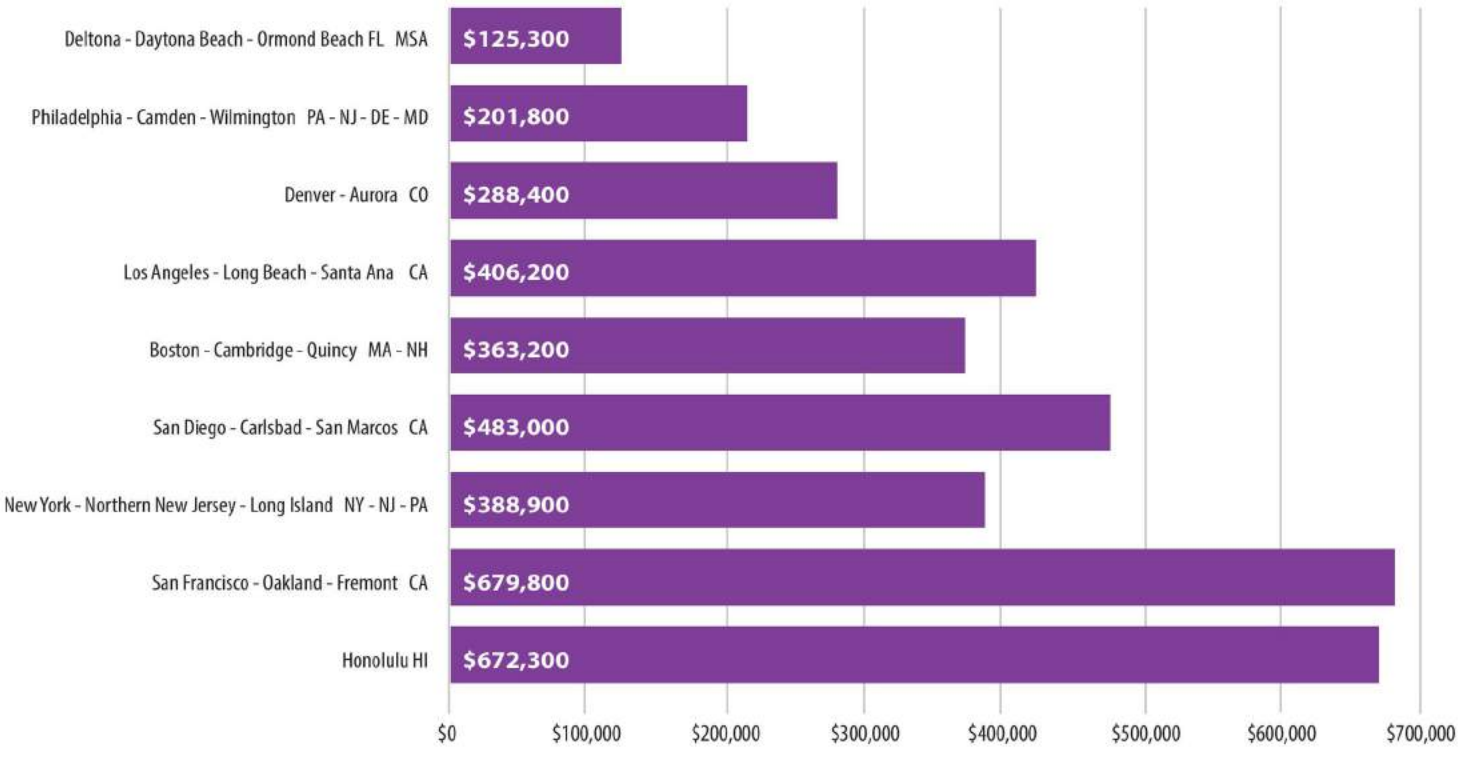
Top Volusia employers, January 2014

Business/organization	Number of employees	Type of business
Volusia County Schools	7,503	education
Halifax Health	4,709	healthcare
Volusia County Government	3,341	government
Florida Hospital - all divisions	3,256	healthcare
Publix Supermarkets, Inc.	3,029	grocery
Wal-Mart Stores, Inc.	2,275	grocery/retail
State of Florida	2,112	government
Daytona State College	1,568	education
Embry-Riddle Aeronautical University	1,423	education
U.S. Government	1,270	government

total employees 30,486

Source: Total labor force in Volusia County: 250,403 per Department of Economic Opportunity Local Area Unemployment Statistics. Note: The above list ranks the largest employers in the county by the number of workers employed. It is based on a telephone survey by Volusia County Economic Development to area businesses and organizations. Only companies responding to this survey are included on this listing.

Median single-family home sale prices, January through March, 2014



Volusia County Versus All Of Florida

Volusia County

	2010 census	2014	2019
population	494,593	502,340	515,219
households	208,236	211,712	217,377
families	130,386	131,435	134,060
average household size	2.31	2.31	2.31
owner-occupied households	150,443	145,120	148,049
renter-occupied households	57,793	66,592	69,328
median age	45.3	46.3	47.5

Source: Volusia County, web: volusia.org

Trends: 2014 - 2019 annual rate

	area	state	national
population	0.51%	1.06%	0.73%
households	0.53%	1.06%	0.75%
families	0.40%	0.95%	0.66%
owner-occupied households	0.40%	0.93%	0.69%
median household income	3.74%	3.16%	2.74%
median household income:	2014: $41,769	2019: $50,184	
average household income:	2014: $56,792	2019: $64,433	

Source - U.S. Census Bureau, census 2010 Summary File 1. Esri forecasts for 2014 and 2019
Contact: MyFlorida.com, the official portal of the State of Florida

The State of Florida

	2010 census	2014	2019
population	18,801,310	19,383,475	20,434,286
households	7,420,802	7,636,053	8,048,373
families	4,835,475	4,939,383	5,177,974
average household size	2.48	2.48	2.49
owner-occupied households	4,998,979	4,857,688	5,086,903
renter-occupied households	2,421,823	2,778,365	2,961,470
median age	40.8	41.7	42.2

Trends: 2014 - 2019 annual rate

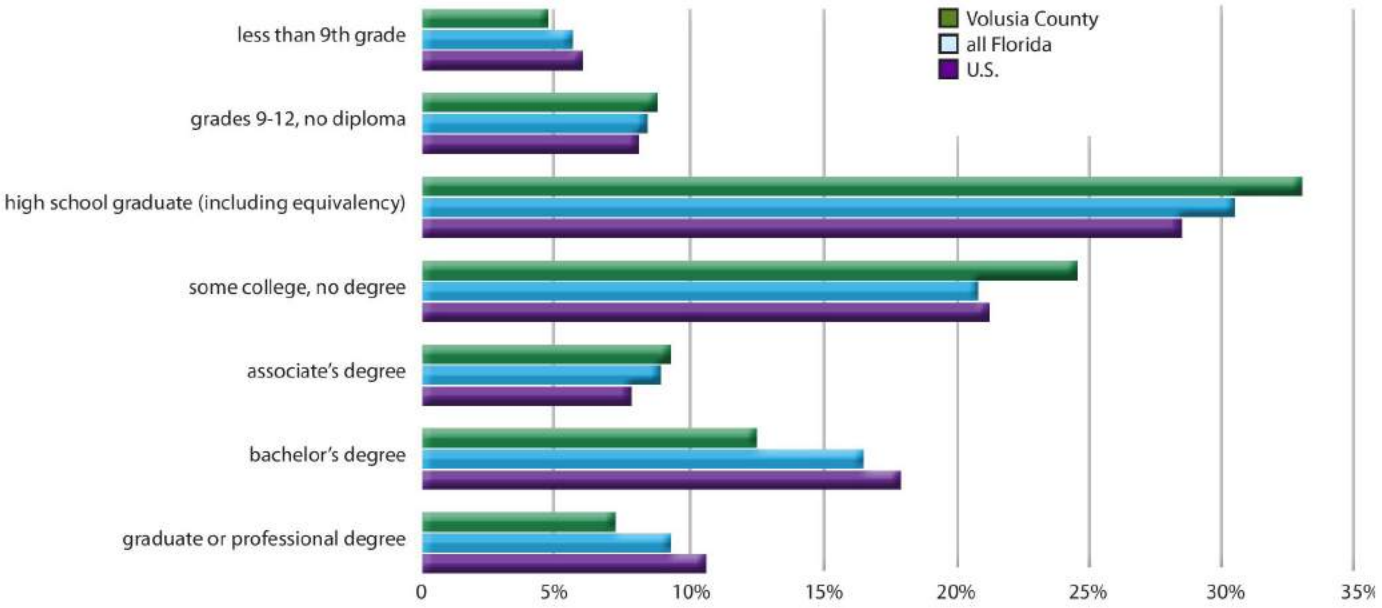
	state	national
population	1.06%	0.73%
households	1.06%	0.75%
families	0.95%	0.66%
owner-occupied households	0.93%	0.69%
median household income	3.16%	2.74%
median household income:	2014: $45,645	2019: $53,323
average household income:	2014: $65,254	2019: $74,287

Source - U.S. Census Bureau, census 2010 Summary File 1. Esri forecasts for 2014 and 2019.

Volusia County Private Sector Businesses By Industry

	industry	number of businesses
1.	retail trade	2,005
2.	construction	1,703
3.	professional, scientific and technical services	1,509
4.	health care and social assistance	1,357
5.	other services (except public administration)	1,217
6.	accommodation and food services	1,188
7.	admin. support, waste mgt., remediation services	955
8.	real estate, rental and leasing	695
9.	finance and insurance	653
10.	wholesale trade	559
11.	manufacturing	455
12.	transportation and warehousing	242
13.	arts, entertainment and recreation	231
14.	information	161
15.	educational services	140
16.	agriculture, forestry, fishing and hunting	135
17.	management of companies and enterprises	67
18.	unclassified	41
19.	utilities	18
	total	13,338

Source: Florida Department of Economic Opportunity, Labor Market Statistics Center, Quarterly Census of Employment and Wages (for 4th quarter 2013)

Volusia County Data Report

Educational attainment, population 25 years and older