

National Search for

President & CEO

**Team Volusia Economic Development
Corporation**



**METRO DAYTONA and Volusia County –
We attract more than fast cars.**

In light of the Volusia County government's decision to fully partner with the Team Volusia Economic Development Corporation (formerly the Metro Daytona-Volusia County Economic Development Corporation), we are proud to re-announce this listing for the position of President and CEO.

Volusia County's full participation in the Team Volusia EDC will make our efforts to continue developing Volusia County's economy more collaborative, more competitive, and ultimately more successful.

We are continuing to accept applications for the Team Volusia President and CEO position until July 31st, 2010. Interviews with our Executive Committee will occur in August, and a candidate will be chosen in September.

THE METRO DAYTONA YOU KNOW...

Vacationers have been flocking to the Metro Daytona area for more than a century for its warm weather, oceanfront and beautiful geography. The area is known internationally as the "World's Most Famous Beach" and the "World Center of Racing."

But these images often overshadow Metro Daytona's growing role as a center for business, education, cultural and entertainment activities for north-central, coastal Florida.

THE METRO DAYTONA YOU MAY NOT KNOW is officially located in the Deltona, Daytona Beach, Ormond Beach MSA located in northeastern Florida; bounded on the west by the St. Johns River and on the east by the Atlantic Ocean; lowland area, with many lakes and lagoons, including Mosquito Lagoon. Covers a land area of 1,103.20 square miles, and is located in the Eastern Time Zone. The county government was organized in 1854. County seat is DeLand.

Volusia County offers a positive business climate and profitable development opportunities for investors, manufacturers, and businesses. Together with a skilled work force, expansion/relocation incentives and a development-friendly regulatory atmosphere, Volusia County focus is on improving the quality of life and providing jobs for an increasing population.

Our Central Florida address includes the famous sands and surf of Daytona Beach and is within minutes of metropolitan Orlando. As the eastern end of the Florida High Tech Corridor, we offer a growing, skilled workforce of more than 300,000 workers.

The Metro Daytona-Volusia County area is not only the Speed Capital of the world but also is on the rise as one of the most desirable areas in the United States for **advanced technology and training**. Why? With both an ideal business climate AND incredible leisure environment, there is no shortage of people who want to live and work in the region.

Metro Daytona-Volusia County is a modern region on the rise with a population of over 500,000; its business base grows and diversifies as area officials increasingly focus economic development initiatives on expanding industries including **Aviation, Medicine, Hospitality, and High Tech/Emerging Technologies**.

Volusia County and Metro Daytona represent 16 cities within a geographical area the size of Rhode Island and a population of just over half a million people. More than 375 companies make up the area's manufacturing base alone including numerous medical-related industries.

The Metro Daytona-Volusia County region is home to many industrial and high tech companies such as Spartan Electronics, Gambro, Boston Whaler, Tyco Kendall, Raydon Corporation, Pharmax and AO Precision just to name a few.

The County's make-up is extremely diversified which causes us celebration. It ranges from urban areas, eco-friendly areas, and industrial areas to high technology areas and everything in-between.

A \$31 million **Advanced Technology Center** in Volusia County offers specialized courses for software and information technology, machining, and an entrepreneurial center.

The Metro's best known center, Daytona Beach, is home to a revitalized downtown, a 500-slip marina, an international airport and a wide spectrum of business advantages. The area is home to the world famous Daytona International Speedway, a brand new NASCAR Corporate Headquarters, Ladies Professional Golf Association the United States Tennis Association, Florida Section. Fifteen other cities across the County offer numerous lifestyle advantages.

The region ranks **among the lowest cost-of-living markets in the nation**. Each year, the area ranks below the national average when measuring the relative price levels for consumer goods and services in participating areas.

Metro Daytona-Volusia County is home to seven great institutions of higher learning, Embry-Riddle Aeronautical University, Daytona State College, Bethune-Cookman University, Stetson University, Kaiser University, Palmer Chiropractic and the University of Central Florida (Volusia campus).

The Volusia County School District became **Florida's first** --and one of the nation's largest -- charter school districts for the purpose of **significantly advancing student achievement**. The area's fast-growing school district has an enrollment of more than 63,000 students. The district is the tenth largest in the state and among the 50 largest school districts in the nation.

Florida has a **highly favorable tax climate** that translates to profitable business. Florida's tax benefits for businesses include no corporate income tax on limited partnerships, no corporate income tax on subchapter S-corporations, no property tax on business inventories, and no state personal income tax guaranteed by constitutional provision.

Team Volusia Economic Development Corporation

The Team Volusia Economic Development Corporation is a new public-private partnership created to lead business development for Volusia County, Florida. This new entity will serve as the designated economic development corporation for the Metro Daytona area representing 16 municipalities and Volusia County.

The Team Volusia EDC President & CEO and staff will concentrate on:

- Business Recruitment (in partnership with a new CEO Cabinet entity)
- National Marketing & Branding
- Business Expansion
- Business Research & Intelligence
- Technology Development
- Also support Entrepreneurial Development and Workforce Initiatives

The County's targeted industries include: Aviation, Medicine, Hospitality, and High Tech/Emerging Technologies.

The Daytona Regional Chamber led the new organization's creation to coordinate countywide development among existing municipal and county economic development operations and specifically to expand current publicly-funded programs with engaged area business leadership. At least 60% of the Team Volusia EDC's nearly \$1.4 Million annual budget is expected to be generated by the private sector.

Separately, a small group of CEOs who invest at least \$100,000 annually will comprise a new CEO Cabinet, which will focus aggressively on business recruitment. This select group will exclusively invest its time and expertise to help attract more companies – focusing on a strategy to accelerate deal flow and better more competitive differentiation of Volusia County. Their work is designed to feed qualified projects to the Team Volusia EDC and will require significant collaboration between the Presidents of the two organizations.

Team Volusia EDC is a 501(c)6 corporation governed by a Board from Volusia County's private and public sectors. The President & CEO will report to the Executive Committee of the Board.

POSITION PROFILE

President & CEO Team-Volusia Economic Development Corporation

TEAM-VOLUSIA ECONOMIC DEVELOPMENT INITIATIVES

- ✚ **Business Recruitment**
- ✚ **National Marketing & Branding**
- ✚ **Business Expansion**
- ✚ **Business Research & Intelligence**
- ✚ **Technology Development**

Also supporting:

- Entrepreneurial Development
- Workforce Initiatives
- International Business Development

Focusing on these industry clusters:

- Aviation
- Medicine
- Hospitality
- High Tech/Emerging Technologies

ABOUT TEAM-VOLUSIA EDC

The region's private and public sector leadership have restructured the existing economic development delivery system to create an entirely new, unified countywide business attraction and expansion corporation with expanded funding from the business community. The Team Volusia Economic Development Corporation is the new public-private partnership created to lead business development for Volusia County, Florida, representing 16 municipalities and the county.

Team Volusia EDC is a 501(c)6 corporation and will be governed by a Board from Volusia County's private and public sectors. The President will report to the Executive Committee of the Board.

In addition, a small group of top tier private-sector leaders who invest at least \$100,000 annually will comprise a new CEO Cabinet, which will be a separate entity and will work in partnership with the new President & CEO to focus aggressively on business recruitment. This select group will exclusively invest its time and expertise to help attract more companies - focusing on accelerating deal flow and more competitive differentiation of Volusia County.

PRESIDENT & CEO OPPORTUNITY

Position Overview

The Team Volusia EDC is looking for an ambitious, successful professional to provide leadership and direction in developing, coordinating and implementing the economic development strategies for Metro Daytona/Volusia County on Florida's East Coast.

The President & CEO will direct the operations of the Team Volusia EDC and serve as the metro area's lead marketing and sales executive. The President & CEO will be responsible for unifying and amplifying current business attraction and expansion programs to expand the employment base.

The President & CEO will work cooperatively with the investors of the Team Volusia EDC and the region's public and private-sector leadership at large; and will leverage their executive expertise and resources to strengthen marketing, business attraction and business expansion initiatives.

- ✚ Reports To: Executive Committee of the Board
- ✚ Budget: \$1.2M
- ✚ Staff: 6
- ✚ Salary: A competitive compensation package, commensurate with economic development positions in comparable markets, will be offered to attract the most talented candidate.

Overall, the President & CEO will be expected to:

- Provide strategic vision and leadership to develop and implement an economic development business attraction & expansion plan for Team Volusia.
- Direct a staff of economic development professionals to attract, retain and expand the employment base.
- Play a significant leadership role within the metro's business and government communities to promote and cultivate endorsement of the value proposition of economic development and this new EDC.

Major Responsibilities Include:

>>Guide the Team Volusia EDC Board in policy development for economic development based on current/potential future economic imperatives and the economic outcomes required to substantially grow the employment base; work closely with designated stakeholders to garner support for policy adoption and coordinate ongoing implementation.

>>Develop and execute a new countywide, market-driven economic development strategic plan concentrating on business Recruitment, Marketing, and Expansion.

1. Specifically, Recruitment must be conducted through direct outreach to senior-level location decision makers in both the corporate community and site selection arena, including company executives, corporate real estate directors, site selection consultants, commercial real estate brokers/developers, and other key contacts.

2. To support these core initiatives, the President & CEO also must address technology development and business data & intelligence development:
3. Technology Development must be incorporated as a focused area of importance within the overall economic development plan to help accelerate the region's transition from traditional to knowledge-based industries.
4. Business Intelligence research, collection and analysis capacity must be increased to support and improve lead generation, prospecting, location proposals, and to conduct comparative location analysis against peer and best-in-class markets, specifically those with the same or similar industry targets.
5. The President & CEO also will be responsible for directing programs in support of Entrepreneurial Development, Workforce Development and International Business Development.

>>Direct economic development staff in identifying and performing the highest-payoff activities to achieve designated goals, and in developing metrics to measure individual and program performance to assure creativity, dynamism, expertise, responsiveness and accountability.

>>Coordinate with and involve the Daytona Regional Chamber and other area chambers, as appropriate, to carry out the Team Volusia EDC strategic plan, including senior Chamber leadership (staff and volunteers), Chamber investors, and Chamber partners; provide regular reports on the initiatives and successes of the Team Volusia EDC to Chamber leadership for inclusion in communications to general Chamber investors.

>>Facilitate and maximize key economic development partnerships, to address economic obstacles and opportunities, among City, County, Regional and State officials and organizations.

>>Develop fundraising strategies and secure financial commitments for Team Volusia EDC economic initiatives.

Conduct a comprehensive investor relations program to attract private sector investors to the Team Volusia EDC; assure they are engaged in planning economic development strategies; provide relevant and meaningful opportunities to participate in executing relevant initiatives and tactics; and regularly report on EDC initiatives and achievements.

Core Competencies

Minimum Qualifications

- Undergraduate degree; advanced degree preferred
- Minimum of 10 years of leadership experience in economic development or related field such as marketing, real estate, business or corporate sales involving deal development and closing

- Proven track record of success in planning, structuring and directing successful economic development initiatives, or similar business development initiatives, as evidenced by a portfolio of major programs and projects, publicized achievements and professional/industry awards
- Established relationships with site selection consultants, corporate real estate executives, and other third-party decision makers
- Domestic and international business attraction or development experience or comparable experience working with domestic/international businesses, associations and partnerships
- Experience managing professional-level staff, developing budgets, and performing related financial, reporting and administrative management duties.
- Success in developing creative fundraising strategies and securing commitments

Required Candidate Attributes

- Outstanding sales skills
- Excels at strategic planning/execution of high-impact business recruiting, marketing and expansion programs
- Demonstrates an executive mindset and presents an executive presence, defined as the ability to operate within the ranks of C-level executives to leverage breakthrough program successes
- Exudes a quarterback approach to leadership — in developing consensus for initiatives, optimizing staff talent, generating and closing deals, and earning the confidence of investors and partners
- Is driven, not satisfied with status quo, has an appetite to sell and improve, a sense of urgency to get things done
- Demonstrates technical competency in all arenas of domestic/international business development
- Sees accountability to private and public sector investors as an opportunity to be leveraged, not an annoyance to be managed
- Politically astute with a high priority on the value of community leadership
- Budgeting, fundraising, finance skills
- Unquestionable integrity, credibility, leadership ethics, and sense of fair play

- Understands and supports the concept and value of maximizing collaboration and trust among stakeholders and respects different lead roles among ED partners comprising the overall ED delivery team
- Inspiring, empowering and engaging superior interpersonal skills

SELECTION PROCESS

KMK Consulting will evaluate candidates and select those who are most qualified to participate in the next phase of the selection process. Please submit to the email address below with “Team Volusia EDC” as the subject line:

- Resume
- Introductory letter (limit to one page) listing your most relevant qualifications for this position.

ExecutiveSearch@kmkconsulting.com

Executive Search Manager:

Bradford P. Meacham
KMK Consulting
513.639.3839

All submissions are confidential as follows: We will not share your information with the Team Volusia EDC unless you are selected by our firm’s review team for advanced consideration; if so, we will notify you before releasing any materials to a confidential selection committee of the Team Volusia EDC.

KMK Consulting is a national consulting firm focusing on improving community prosperity through building high-performance economic development organizations and facilitating business relocations and expansions. Our team of advisors, strategists and development specialists works primarily with economic development partnerships and growing business enterprises.