



RIVERWALK

P O R T O R A N G E

A UNIQUE 11.4± ACRE WATERFRONT MIXED-USE DEVELOPMENT SITE

OFFERING MEMORANDUM • PORT ORANGE, FLORIDA



Riverwalk Park

Tiki Docks Port Orange

ATLANTIC OCEAN

Halifax River

Port Orange Causeway Park

SUBJECT PROPERTY

S. Ridgewood Ave. | AADT 24,500

Dunlawton Ave. | AADT 31,000

Colliers

Accelerating success.

Colliers

S. Ridgewood Ave. | AADT 24,500



Dunlawton Ave. | AADT 31,000



RIVERWALK

P O R T O R A N D

A UNIQUE 11.4± ACRE WATERFRONT
MIXED-USE DEVELOPMENT

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JK
G E

ERFRONT
IT SITE

Halifax River



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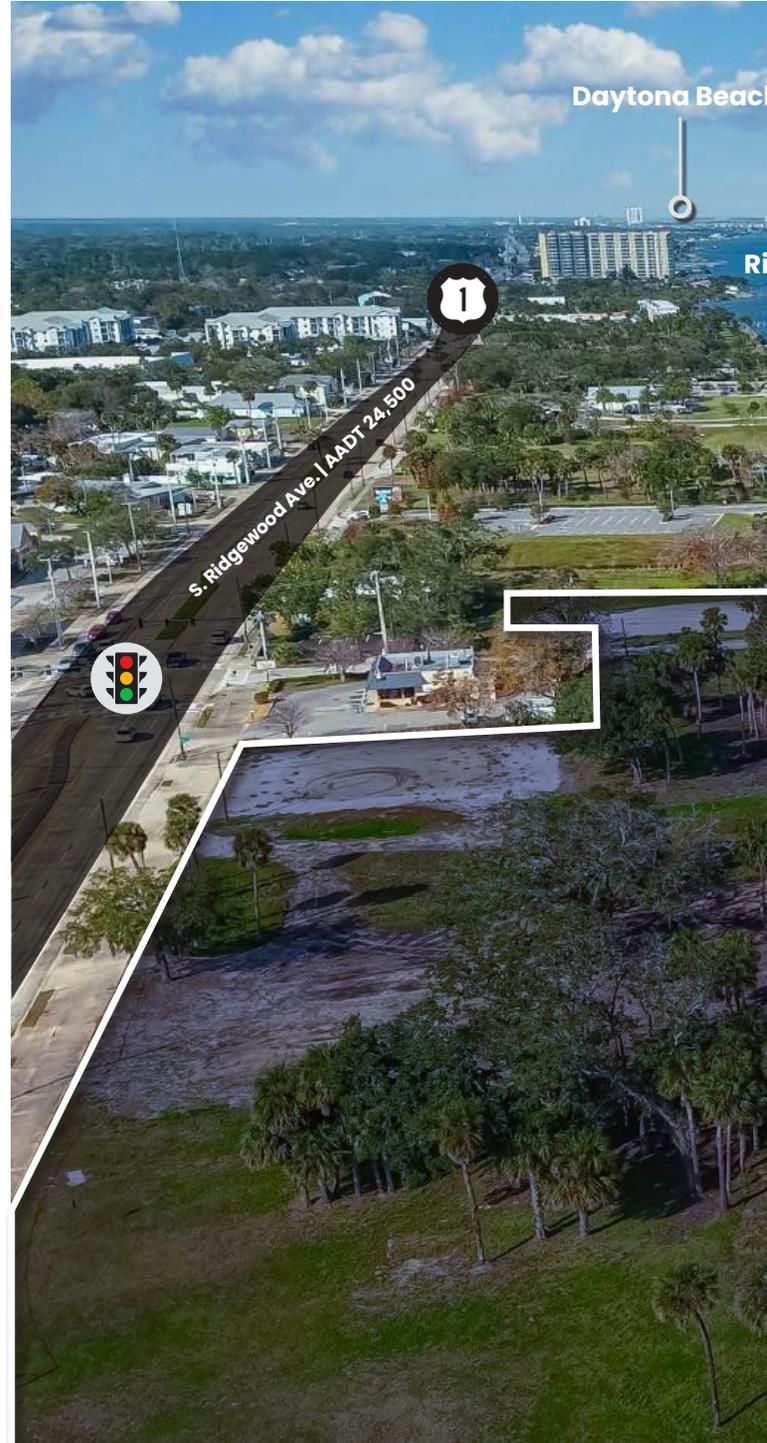
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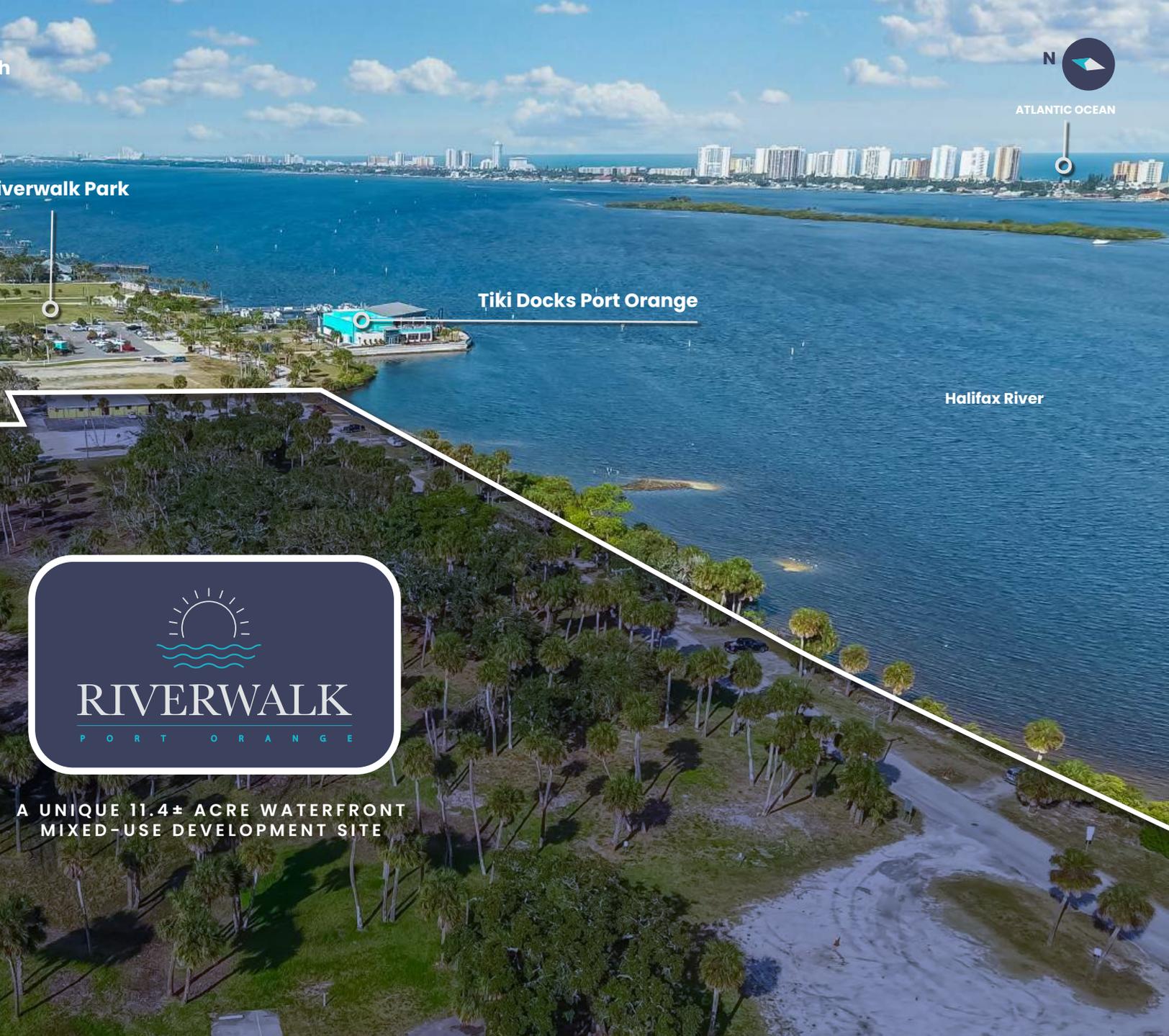
EXECUTIVE SUMMARY

Colliers, as exclusive adviser to the City of Port Orange, is pleased to offer the Port Orange Riverwalk; a unique 11.4 +/- acre, waterfront, mixed-use development site in Port Orange, FL on the banks of the Halifax River (Intracoastal Waterway) and at the foot of the Port Orange Causeway Bridge providing direct access to Daytona Beach Shores, and Ponce Inlet. Located within a Qualified Opportunity Zone (QOZ) at the NE corner of Ridgewood Avenue (US Highway 1) and Dunlawton Avenue aka Jimmy Buffett Memorial Highway and with 1000' linear feet of water frontage on the Halifax River, this 22-parcel assemblage presents a compelling public-private development opportunity to create a new, vibrant mixed-use destination along the Halifax River and next to one of Florida's most famous Atlantic Coast beaches.

- The site is within the Port Orange Town Center (POTC) Community Redevelopment District. Working in partnership with the Community Redevelopment Agency (CRA), the district was created in 1998 to govern 271 acres of land situated in a critical area of Eastern Port Orange which historically served as the commercial core of the City.
- The vision of the district and the CRA's primary goal with this site and others nearby is to create a signature mixed-use waterfront destination that reestablishes Port Orange's image as a premier waterfront community and become a catalyst for new growth throughout the City.
- The underlying zoning is Port Orange Riverwalk Mixed-Use (PC-R) which allows for integration of a variety of uses including commercial, retail, hotel, office, maritime, civic and high-density residential (up to 32 du/ac).
- The City maintains substantial flexibility over zoning and various soft funding mechanisms and will utilize all of its subsidies, grants or other non-repayable financial support in order to accomplish the vision to create a high-quality mixed-use project that benefits the residents of Port Orange and the developer.



US-1 (RIDGEWOOD AVENUE) COMMONWEALTH TO DUNLAWTON	US DU
21,000 ± AADT (2024)	24,5



ATLANTIC OCEAN

Riverwalk Park

Tiki Docks Port Orange

Halifax River



A UNIQUE 11.4± ACRE WATERFRONT MIXED-USE DEVELOPMENT SITE

TRAFFIC COUNTS

US-1 (RIDGEWOOD AVENUE)
DUNLAWTON TO REED CANAL

DUNLAWTON—US-1
(RIDGEWOOD AVENUE) TO SPRUCE CREEK

DUNLAWTON—US-1
(RIDGEWOOD AVENUE) TO A1A

5,500 ± AADT (2024)

28,500 ± AADT (2024)

31,000 ± AADT (2024)



EXCELLENT CONNECTIVITY

RealCOLD
Cold Chain Unhindered

BOSTON WHALER

Ormond Towne Square
LOWE'S Chick-fil'ds Publix Walmart

Security First Insurance

Advent Health Daytona Beach

FSU COLLEGE OF MEDICINE
UNIVERSITY OF FLORIDA

Atlantic Ocean

TRADER JOE'S
Sams Club POP SPROKE

Tanger Outlets Tomoka Town Center

KEISER UNIVERSITY

Halifax Health Medical Center

SYNERGY BILLING

Brown & Brown Insurance

Daytona Beach Boardwalk

Downtown Daytona Jackie Robinson Park
BCU

amazon

EMBRY-RIDDLE
Aeronautical University

amazon

Halifax River

Daytona International Speedway One Daytona

RIVERWALK
PORT ORANGE

Port Orange

Chick-fil'ds Target Total Wine

Halifax Health Port Orange

US FOODS

The Pavilion at Port Orange
Target Lowe's HomeGoods Walmart Petco Home Depot Marshalls

BYLIGHT

Ponce Inlet

AdventHealth Port Orange Health Park

Downtown New Smyrna Beach

AdventHealth New Smyrna Health Park

AdventHealth New Smyrna

BOSTON WHALER

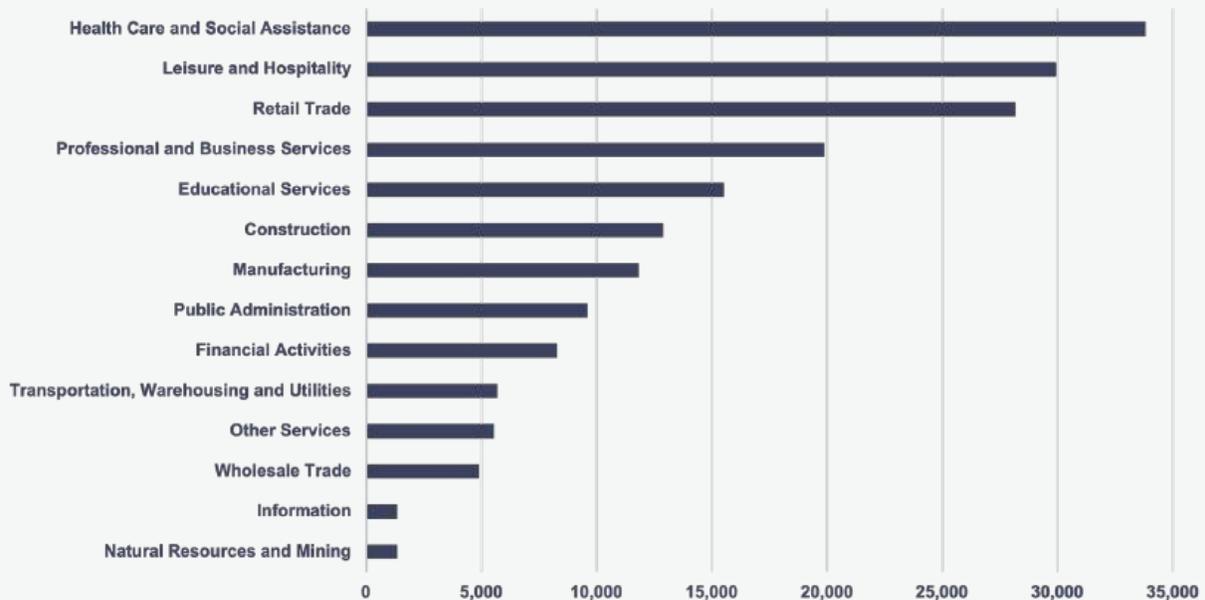
WILDWOOD

CORONADO BEACH

The Site Is Within A 20-Minute Drive To More Than 44 MSF Of Commercial Space

Company	SF	# Employees	Industry	Distance From Property (Miles)
Amazon	2,800,000	728	Manufacturing	8
Halifax Health	1,365,995	4,300	Medical	7.5
Trader Joe's	546,153	300	Manufacturing	10.5
B. Braun Medical Inc	541,761	300	Manufacturing	9.9
US Foods	399,879	300	Manufacturing	5
Brown & Brown Insurance	222,994	300	Finance & Insurance	5.7
RealCold	193,297	50	Manufacturing	18
EG Industries	181,481	300	Manufacturing	16.2
Dougherty Manufacturing	181,000	69	Manufacturing	12.5
Brunswick Boat Group	180,000	150	Manufacturing	17.8
Edgewell Personal Care	150,793	200	Manufacturing	14.8
City of Port Orange	140,781	500	Government	3.2
ABB	132,000	450	Technology	15.6
Carlton Shores NH	121,430	150	Medical	4.7
Daytona Beverages	117,709	85	Manufacturing	10.8
By Light	116,648	50	Defense/Technology	5.2
Hudson Technologies	98,292	170	Manufacturing	15.1
Ocean Design, Inc.	97,825	200	Manufacturing	10.6
Momentive Performance Materials, Inc	94,887	15	Manufacturing	7.1
WyoTech Daytona	92,416	55	Education	23.1
Fabco Metal Products	88,838	70	Manufacturing	11.4
Inspec Solutions	82,400	50	Manufacturing	9.2

Volusia County | Employment By Industry



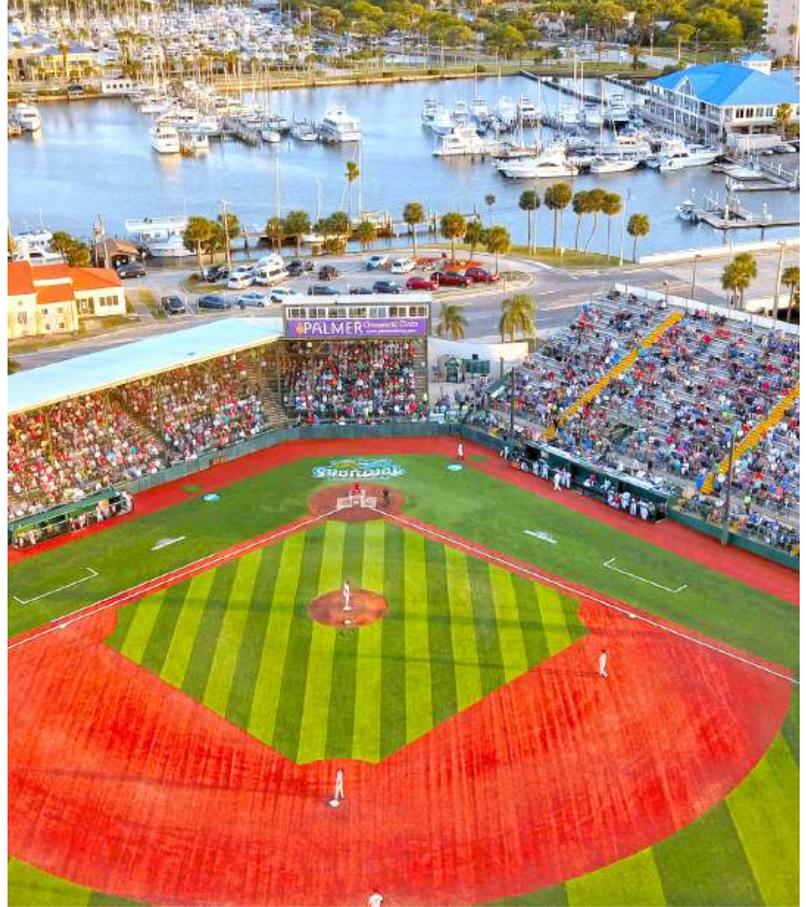
LOCATION HIGHLIGHTS

Prime Waterfront Property in the Historic City Center of Port Orange

Situated in-between Ridgewood Avenue (US Highway 1) and the Halifax River (part of Florida's Intracoastal Waterway) at Dunlawton Avenue in what was originally the commercial core of Port Orange, the site is 5 miles south of downtown Daytona Beach, 9 miles north of downtown New Smyrna Beach and offers direct access to one of the most famous beaches in the country just 1 mile east over the Port Orange Causeway Bridge.

- Just north of the property sits Port Orange's largest restaurant facility — the 18,000-square-foot Tiki Docks waterfront bar & grill, offering scenic views along the Halifax River and featuring live music weekly, making it a vibrant local destination for dining and entertainment.
- The Central Riverwalk project seamlessly integrates with City-owned, Riverwalk Park is a nearly 9 acre, pedestrian friendly public park. Built in 2015, Riverwalk Park offers a large event lawn perfect for live music concerts, farmers markets, food-truck rallies, 4th of July festivals and space shuttle watch parties. The park also features a boardwalk, fishing pier, kayak/canoe/paddle board launch, picnic pavilions, BBQ grilling areas, concession facilities, a splash pad and kids playground area.
- The site is just 5 miles south of the Daytona International Airport and the iconic Daytona International Speedway, home to two of NASCAR's premier events — the Daytona 500 in February and the Coke Zero Sugar 400 in August. These races attract hundreds of thousands of visitors annually and serve as major economic engines for the Daytona Beach MSA. The Daytona 500 alone generates an estimated \$800 million in annual economic impact and supports over 18,000 jobs in the region. The Coke Zero Sugar 400, held each August, fills a critical late-summer tourism gap, bringing in millions of dollars to Volusia County.





- Revitalization efforts, including the \$30 Million upgrade to historic Jackie Robinson Baseball Stadium, are breathing new life into downtown Daytona Beach, generating significant economic impact by attracting investment, businesses, and residents. A central project, the 22-acre Riverfront Esplanade, has transformed the city's waterfront into a major gathering space and botanical garden, spurring a resurgence in the area. The appeal of this public space, coupled with new mixed-use and apartment projects, is increasing foot traffic along historic Beach Street with its dynamic mix of art galleries, shopping boutiques, coffee shops, casual and fine dining restaurants.



LOCATION HIGHLIGHTS

STRONG MARKET FUNDAMENTALS

Anchored by strong employment in healthcare, leisure & hospitality, and business & professional services sectors, the Daytona Beach MSA currently maintains an unemployment rate of 4.0% (Bureau of Labor Statistics, July 2025) which is 20 basis points below the national average. The local economy thrives on tourism, drawing millions of visitors annually (4.5 Million in 2024) with its “World’s Most Famous Beach” reputation and premier motorsports events. A 2024 analysis reported that visitors to Volusia County contributed an impressive \$5.5 billion in economic impact, primarily through tourism and related spending. This influx of visitors supports tens of thousands of jobs in the hospitality and lodging sector, while also generating millions in tax revenue for the county and this fun Florida beach town vibe is what made Daytona Beach the #7 ‘Best Places to Live in Florida’ by U.S. News & World Report 2023-2024.

- **Market Rankings:** Port Orange is rated an “A-” market by Niche.com bolstered by excellent nightlife, public schools, weather, outdoor activities, low commute times, cost of living and being good for families. Niche also ranked the larger Volusia County as the #30 ‘Best County to Retire in America’ in 2025.
- **Development Pipeline:** Volusia County has absorbed an average of 1,899 new apartment units annually since 2021, with just over 2,000 units scheduled to deliver this year. However, as development headwinds persist, annual supply is projected to average closer to 1,100 units over the next three years. Within a 6-mile radius of the subject property, only one multifamily development is currently under construction, totaling 296 units — slated for delivery next year. Notably, none of these projects are located on waterfront sites.
- With multifamily supply on the decline and demand remaining elevated, the Volusia County market is projected to remain at a healthy market occupancy level at just below its 5-year historic average of 95.5% with annual rent growth projected to average 3.8% over the next 3 years.
- Abundant retail, shopping, casual dining and employment centers are all within a 5-mile drive from the site.



DEMAND DRIVERS

Proximate to Major Employers & Demand Drivers

- Located near the heart of Volusia County, Port Orange and Daytona beach offers strategic access to major regional employers including Halifax Health, AdventHealth Daytona Beach, Brown & Brown Insurance Headquarters, and Embry-riddle Aeronautical University. The Area benefits from strong healthcare, education, industrial, and insurance sectors that drive consistent employment and housing demand.
- Within a five-mile radius of central Daytona Beach and Port Orange, there is a significant concentration of industrial, retail, and office space supporting employers such as NASCAR, Amazon, Harley-Davidson, and Daytona State College. This diverse economic base contributes to a stable workforce and sustained residential growth.



ATTRACTIONS & THINGS TO DO



1

DAYTONA INTERNATIONAL SPEEDWAY

Home to the famed Daytona 500 the most prestigious race in NASCAR, the Daytona International Speedway is one of the most iconic motorsports venues in the world with a 2.5-mile, high speed oval allowing cars to regularly reach speeds over 200 MPH.



2

VOLUSIA COUNTY BEACHES

“The World’s Most Famous Beach,” Daytona Beach stretches for 23 miles with soft sand and gentle surf. New Smyrna Beach to the south offers another 17 miles of white sandy beaches as well as world-class surfing and historic Flagler Avenue which is a walkable boulevard of shops, restaurants, galleries and lively nightlife.



3

DAYTONA BEACH BOARDWALK & PIER

Stroll along the Daytona Beach Boardwalk and Pier extending 1,000 feet into the Atlantic Ocean, a classic American beach town with oceanfront views, modern retail and dining options. Thrill-seekers can take on the Slingshot and Vomatron, offering heart-racing thrills.



7

CYPRESS HEAD GOLF COURSE

Cypress Head Golf Club, located in Port Orange, was recently ranked #20 on GolfPass’s list of the Top 25 public golf courses in Florida. Known for its pristine course conditions and welcoming layout, Cypress Head is the only course in Volusia County to earn this distinction, making it a standout destination for both seasoned golfers and newcomers alike.



8

BEACH STREET SHOPPING AND ENTERTAINMENT

Discover the Riverfront Shops of Daytona Beach, a collection of locally owner businesses offering everything from antiques, books, a chocolate factory, art galleries, cinematique theater, Jackie Robinson Ballpark, cigar club, and riverfront marina.



9

NEW SMYRNA BEACH

Known for its laid-back charm and vibrant coastal lifestyle, New Smyrna Beach offers 17 miles of white sandy shoreline and is home to Flagler Avenue and Canal Street, two historic corridors lined with locally owned shops, restaurants, art galleries, and nightlife. These walkable districts serve as cultural anchors for the city and attract both residents and tourists year-round.



PONCE DE LEON LIGHTHOUSE

Step back in history with the Ponce de Leon Inlet Lighthouse, completed in 1887 standing at 175 feet tall and designated a National Historic Landmark, it's the tallest lighthouse in Florida and one of the most iconic in the United States.



BIKE WEEK

Daytona Bike Week is an annual 10-day motorcycle rally held in Daytona Beach, typically in the first full week of March. It's one of the largest and longest-running motorcycle events in the United States, drawing hundreds of thousands of attendees and a variety of activities, including motorcycle racing, concerts, bike shows, vendor displays, and street festivals.



LPGA INTERNATIONAL GOLF COURSE

Enjoy two, 18-hole world-class championship golf courses designed by Arthur Hills and Rees Jones situated on 652-acres of rolling fairways, strategic bunkers, and natural wetlands. LPGA International is known for its modern design and tournament-level difficulty and has been rated 4-Stars by Golf Digest.

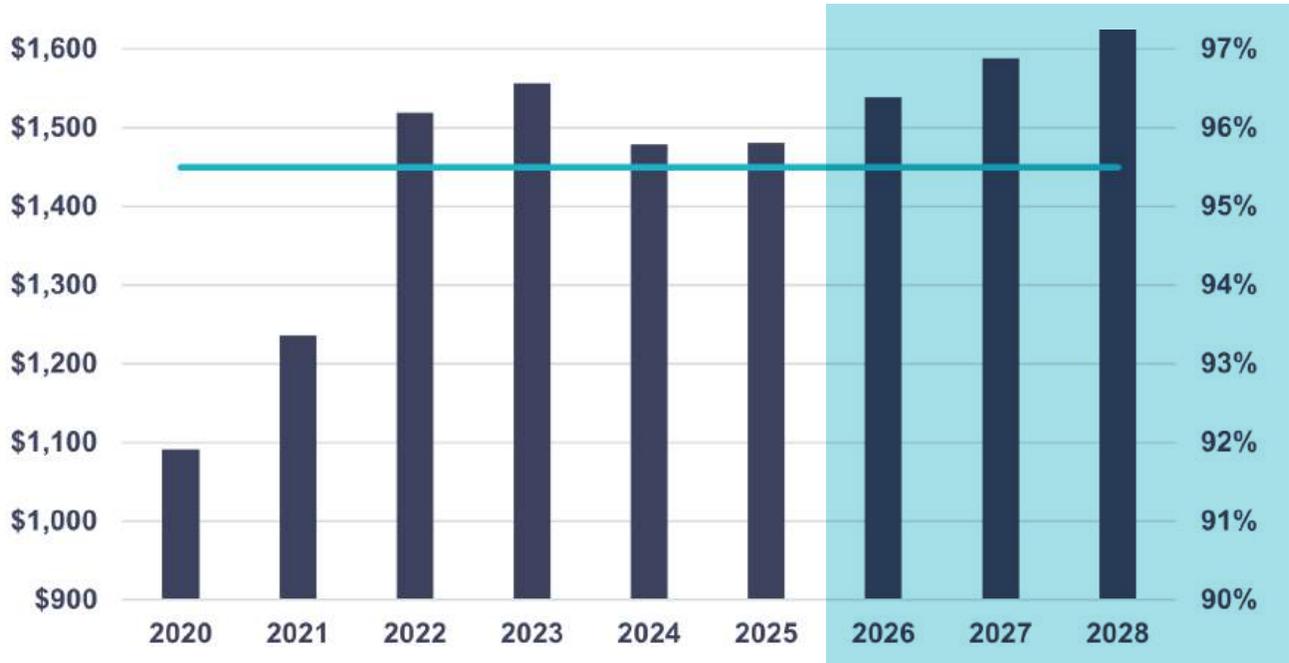


KEY LOCATIONS MAP

1. Daytona International Speedway
2. Volusia County Beaches
3. Daytona Beach Boardwalk & Pier
4. Ponce de Leon Lighthouse
5. Bike Week
6. LPGA International Golf Course
7. Cypress Head Golf Course
8. Beach Street Shopping & Entertainment
9. New Smyrna Beach

INVESTMENT HIGHLIGHTS

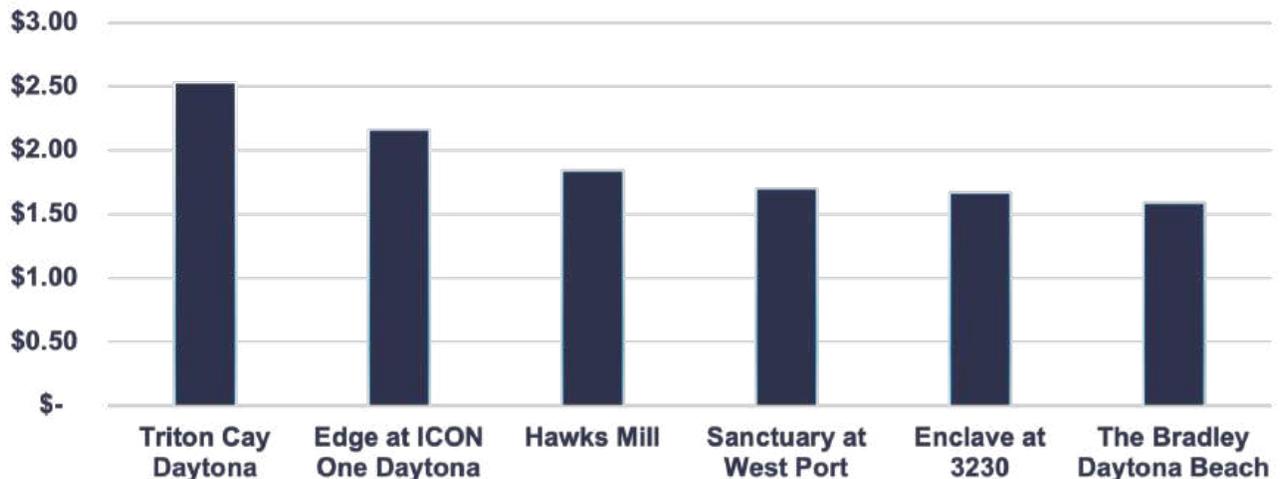
Submarket Occupancy is stable at 95% with Average 3-Yr Rent Growth Projected at 3.7%



Source: RealPage

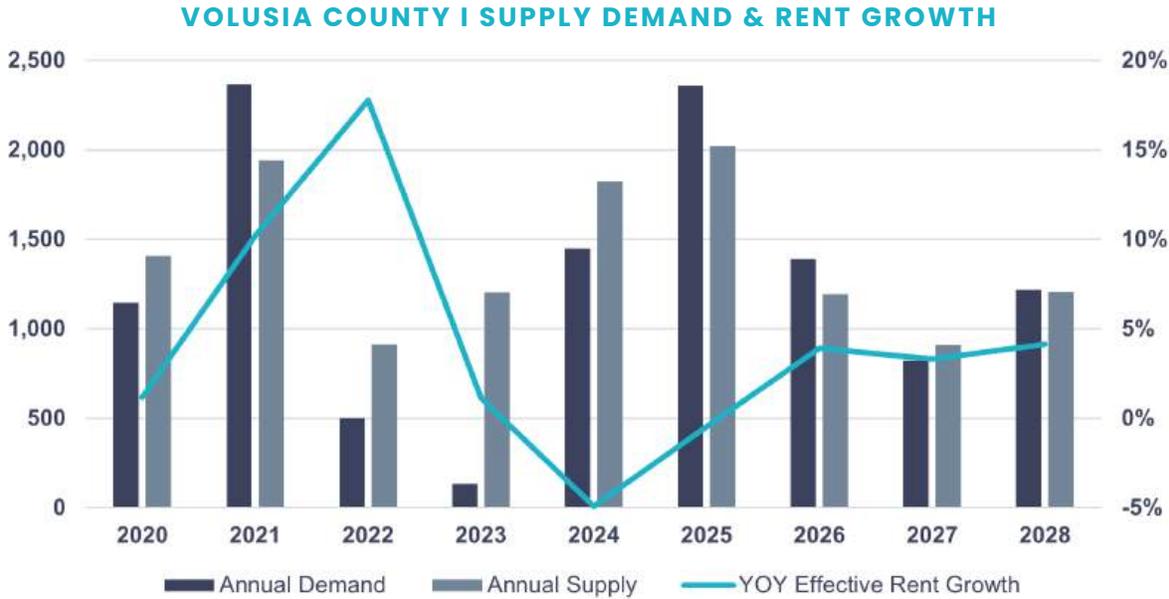
Positioned Near the Top of the Competitive Set

- The multifamily component of the Port Orange Riverwalk will be considered ‘Best in Class’ within the Port Orange submarket given its waterfront location and positioning within a dynamic retail and entertainment destination.
- Triton Cay on Daytona Beach is the most comparable asset in the region and commands a significant market premium over its competitors.



Excellent Demand And Effective Rent Growth In The Submarket

- Since 2021, developers have delivered over 5,883 new units across Volusia County with another 2,023 units expected to deliver this year.
- Rent growth bottomed in 2024 and is now recovering to a projected 3.9% YOY growth rate in 2026 as new supply continues to get absorbed.



Volusia County was one of the largest beneficiaries of Covid era net migration

Record new supply caused rent growth to turn negative in 2024

One of the top growth markets in the US, Volusia County rent growth is projected to accelerate in future years



THE MARKET



\$276M

In Transactions Since
2023

94.7%

Annual Occupancy
Rate

2,195

Recent Deliveries
and Units U/C

DEMAND WILL FAR EXCEED SUPPLY WITHIN TWO YEARS

- Within a 6-mile radius there is only one property under construction totaling 296 units which is far less than the underlying demand in the submarket.
- There is only one project under construction: 400 Beach is 7 stories with water views scheduled to deliver in 2026.
- Only seven properties have been completed since 2020 within 6-miles of the property including ICON One Daytona: Edge, Enclave at 3230, Mira Crystal Lake, The Atlantic, Hawks Mill, Springs at Port Orange, and Pointe Grand Daytona.



◆ New Supply Since 2020 | 1,899 Units | 7 Properties

◎ Under Construction | 296 Units | 1 Property

1

Properties Under Construction:

1,899

New Supply Since 2020

296

Units Under Construction

20,647

Total Inventory in Port Orange & Daytona Beach

10.6%

New Supply Expansion

Halifax River

Experiential Retail/Entertainment Parcel



S. Ridgewood A



High-Density Multifamily

Dunlawton Ave. | AADT 31,000

ve. | AADT 24,500



1,000 linear feet of Waterfront Property

ALTERNATIVE CONCEPT PLAN



SOUTH RIDGEWOOD AVENUE

HERBERT ST.

HOTEL 14,700 SF

TERRACE RETAIL 8,000 SF

TERRACE RETAIL 9,500 SF

TERRACE RETAIL 9,500 SF

MULTIFAMILY 422 UNITS + GARAGE

HALIFAX DR.

DUNLAWTON AVENUE

HALIFAX DRIVE





DESIRABLE DEMOGRAPHICS

(WITHIN A 15 MINUTE DRIVE TIME)

4.1%

*Population Growth
2025 to 2030*

\$79,696

*Avg. Annual
Household Income*

11.6%

*Income Growth
2025 to 2030*

\$340,102

Median Home Value

20.5%

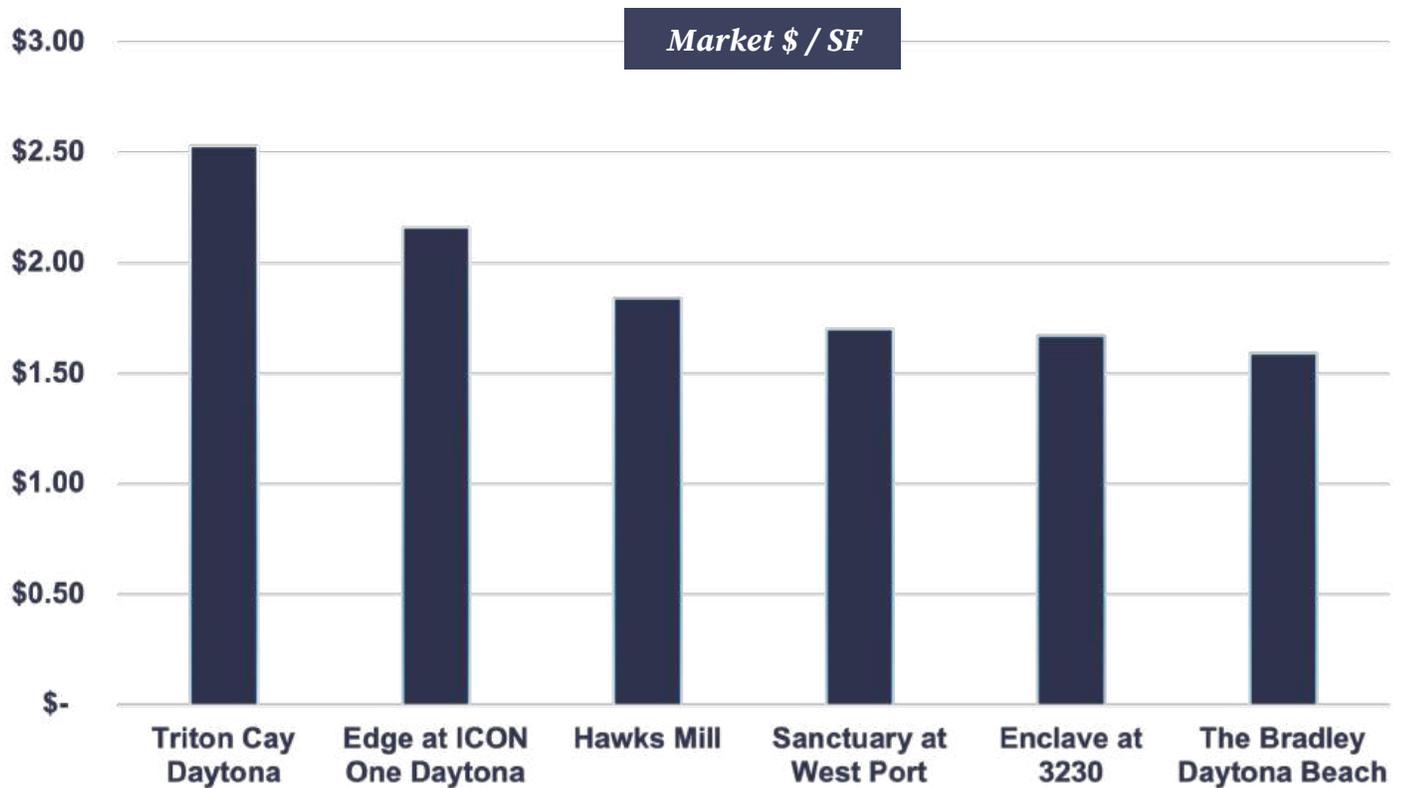
*Median Home Value
Growth 2025 to 2030*

49.5

Median Age

RENT COMPARABLES

Property	Units	Year Built	Occupancy	Avg SF	Mkt \$/Unit	Mkt \$/SF
Triton Cay Daytona	251	2025	40.0%	906	\$2,292	\$2.53
Edge at ICON One Daytona	129	2025	Lease-Up	832	\$1,795	\$2.16
Hawks Mill	360	2024	81.4%	1034	\$1,900	\$1.84
Sanctuary at West Port	360	2018	93.9%	997	\$1,695	\$1.70
Enclave at 3230	256	2021	91.1%	1032	\$1,724	\$1.67
The Bradley Daytona Beach	300	2025	Lease-Up	876	\$1,716	\$1.59





Triton Cay Daytona



The Bradley Daytona Beach



Edge at ICON One Daytona



Enclave at 3230



Riverwalk I Port Orange



5 mile



Hawks Mill



Sanctuary at West Port



RENT COMPARABLES



ENCLAVE AT 3230 MID-RISE OCCUPANCY: 91.1%				
Unit Type	Units	SF	Mkt Rent	Mkt Rent PSF
1Bdr/1Bath	104	806	\$1,571	\$1.95
2Bdr/2Bath	136	1,160	\$1,762	\$1.52
3Bdr/2Bath	16	1,409	\$2,393	\$1.70
Total/Wtd. Avg.	256	1,032	\$1,724	\$1.67



HAWKS MILL GARDEN OCCUPANCY: 81.4%				
Unit Type	Units	SF	Mkt Rent	Mkt Rent PSF
1Bdr/1Bath	96	734	\$1,597	\$2.18
1Bdr/1Bath	24	916	\$1,754	\$1.91
2Bdr/2Bath	168	1,111	\$1,918	\$1.73
3Bdr/2Bath	72	1,292	\$2,312	\$1.79
Total/Wtd. Avg.	360	1,034	\$1,900	\$1.84



SANCTUARY AT WEST PORT GARDEN OCCUPANCY: 93.9%				
Unit Type	Units	SF	Mkt Rent	Mkt Rent PSF
1Bdr/1Bath	158	743	\$1,427	\$1.92
2Bdr/2Bath	82	1,087	\$1,837	\$1.69
2Bdr/2Bath	60	1,202	\$1,909	\$1.59
3Bdr/2Bath	60	1,337	\$1,991	\$1.49
Total/Wtd. Avg.	360	997	\$1,695	\$1.70



RENT COMPARABLES



EDGE AT ICON ONE DAYTONA | MID-RISE | OCCUPANCY: "LEASE-UP"

Unit Type	Units	SF	Mkt Rent	Mkt Rent PSF
1Bdr/1Bath	97	737	\$1,627	\$2.21
1Bdr/1Bath/Den	5	1,012	\$2,043	\$2.02
2Bdr/2Bath	27	1,142	\$2,355	\$2.06
Total/Wtd. Avg.	129	832	\$1,795	\$2.16



TRITON CAY DAYTONA | MID-RISE | OCCUPANCY: 40%

Unit Type	Units	SF	Mkt Rent	Mkt Rent PSF
1Bdr/1Bath	136	701	\$2,015	\$2.87
1Bdr/1Bath	47	852	\$2,263	\$2.66
2Bdr/2Bath	36	1,219	\$2,560	\$2.10
2Bdr/2Bath	11	1,393	\$2,432	\$1.75
3Bdr/2Bath	21	1,560	\$3,620	\$2.32
Total/Wtd. Avg.	251	906	\$2,292	\$2.53



THE BRADLEY DAYTONA BEACH | GARDEN | OCCUPANCY: "LEASE-UP"

Unit Type	Units	SF	Mkt Rent	Mkt Rent PSF
1Bdr/1Bath	159	721	\$1,552	\$2.15
2Bdr/2Bath	69	921	\$1,840	\$2.00
2Bdr/2Bath	51	1,117	\$1,902	\$1.70
3Bdr/2Bath	21	1,321	\$2,103	\$1.59
Total/Wtd. Avg.	360	1,111	\$2,499	\$2.25



MARKET OVERVIEW

PORT ORANGE



#7

**BEST PLACES TO
LIVE IN FLORIDA
(ORMOND BEACH)**

U.S. NEWS & WORLD REPORT, 2025

#30

**BEST PLACES TO
LIVE IN FLORIDA
(PORT ORANGE)**

U.S. NEWS & WORLD REPORT, 2025

#31

**BEST COUNTIES FOR
RETIREES IN AMERICA
(VOLUSIA COUNTY)**

NICHE, 2025

#1

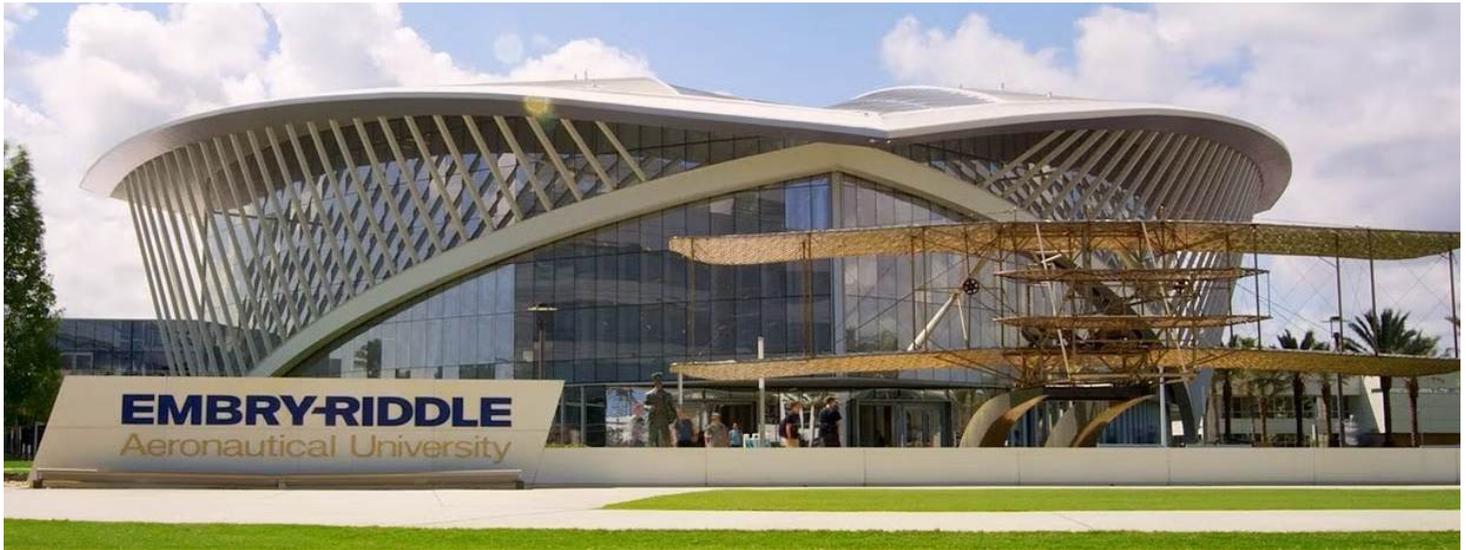
**DAB AIRPORT |
COMMERCIAL
SERVICE IN STATE**

FDOT, 2024



PORT ORANGE, FLORIDA

THE MARKET



#1

UNIVERSITY FOR AVIATION AND AEROSPACE

Education USA

EMBRY-RIDDLE AERONAUTICAL UNIVERSITY

Embry-Riddle Aeronautical University (ERAU) in Daytona Beach is a premier institution specializing in aviation, aerospace, and engineering education. Located adjacent to Daytona Beach International Airport, the 185-acre campus offers direct access to flight training facilities and is a hub for innovation in aeronautics, including a partnership with Boeing which is expected to create 400 high-paying jobs. Embry-Riddle offers a wide range of degree programs including Aeronautical Science, Aerospace Engineering, Mechanical Engineering, Cybersecurity, Business Administration, and Space Physics.

#5

BEST REGIONAL UNIVERSITIES IN THE SOUTH

U.S. News & World Report, 2024

#1.6B+

TOTAL ECONOMIC IMPACT IN VOLUSIA COUNTY

#137M

ANNUALLY RESEARCH PARK IMPACT



SUPERIOR ACCESSIBILITY

Daytona Beach's prime position on Florida's Atlantic Coast makes it a desirable location for conducting business around the state and beyond. Within an 8-hour drive, Daytona Beach is accessible to approximately 50 million people. *Daytona Beach is just over an hour to Port Canaveral, 1.5 hours to Port Jacksonville, 35 miles from Orlando-Sanford Airport, and one hour from Orlando International Airport.*



PORT CANAVERAL



ORLANDO INTERNATIONAL AIRPORT

#1

**DAB AIRPORT
COMMERCIAL
SERVICE IN STATE**

FDOT, 2024

700k+

SERVICING 700,000+ PASSENGERS ANNUALLY

LOCATION HIGHLIGHTS

\$1.2B
IN ANNUAL CRE
TRANSACTION VOLUME

CoStar Market Analytics 2024

\$5.5B
TOURISM ECONOMIC
IMPACT

GROWING MULTIFAMILY MARKET

Volusia County is well-known as a major tourist destination and in turn multifamily apartments have grown. According to RealPage, 2,230 units delivered in the year-ending 2nd quarter 2025, a 5.1% increase in inventory. An additional 1,870 units are currently under construction. According to CoStar Sale volume totals \$147 million in 2024.



DAYTONA BEACH SHORES



VOLUSIA COUNTY'S THRIVING TOURISM ECONOMY

Nestled along Florida's Atlantic coast, Volusia County continues to shine as one of the state's premier tourist destinations, known for its blend of natural beauty, rich history, and vibrant culture. Tourism plays a critical role in the county's economy, supporting more than 39,900 jobs in the Volusia County hospitality and tourism sector. In 2024, the area welcomes over 4.5 million visitors, contributing an estimated \$5.5+ billion in economic impact. With attractions like Daytona Beach, Daytona International Speedway, Ponce de Leon Lighthouse, and New Smyrna Beach, the county continues to draw both domestic and international travelers.



- TOP LOCAL EMPLOYERS -



\$ 5.5B

Tourism Economic Impact

\$ 3.3B

Direct Visitor Spending

THE MARKET



A TOP METRO FOR WHITE COLLAR EMPLOYMENT

Volusia County's vibrant economy is home to a growing workforce of public and private companies with its favorable tax structure, highly skilled workforce and outstanding higher-education institutions. The largest private sector employees in the area are Advent Health Systems and Halifax Hospital System, large healthcare providers supporting a total of 12,800 highly skilled jobs. Company headquarters include Brown & Brown, NASCAR, Security First Insurance, Boston Whaler, and Synergy Billing.



EMPLOYEES

256,985



COMPANY HEADQUARTERS

#13



HEALTH CARE JOBS METRO WIDE JOBS

18%



AVG. HOUSEHOLD INCOME

\$94,514





DAYTONA BEACH INTERNATIONAL AIRPORT (DAB)

Daytona Beach International Airport (DAB) has an annual economic impact of \$3.2 billion and supports approximately 13,551 direct and indirect jobs. The airport handles more than 719,000 passengers annually. Five airlines, including JetBlue, American Airlines, Delta, Breeze Airways, and Avelo Airlines have direct routes to the airport. French electric plane maker Aura Aero recently announced its selection of DAB to become its U.S. headquarters and includes an aircraft assembly plant that will create 1,000 jobs with an average salary of more than \$70,000 a year.



ANNUAL
PASSENGERS

719,775



MAJOR AIRLINES

5



TOTAL JOBS
SUPPORTED

13,551



TOTAL ECONOMIC
IMPACT

\$3.2 B

THE MARKET

Strong Market Fundamentals

RealPage data indicates the effective rent growth in Volusia County market has been exceptionally strong rising 37.8% on an aggregate basis since Covid hit in Q2 of 2020. The net migration of individuals from the Northeast, Midwest, and more expensive coastal markets to more affordable “red states” like Florida is significant. This population growth is one of the factors driving up rents in the Port Orange market.

37.8%

PORT ORANGE CUMULATIVE
RENT GROWTH SINCE Q2 2020
-RealPage



	5-MINUTE DRIVE TIME	10-MINUTE DRIVE TIME	15-MINUTE DRIVE TIME	VOLUSIA COUNTY
Population Growth 2025 to 2030	7.7%	4.3%	4.1%	5.8%
2025 Avg. Annual Household Income	\$79,492	\$77,453	\$79,696	\$94,514
Income Growth 2024 to 2029	12.8%	11.5%	11.6%	12.41%
2025 Median Home Value	\$331,354	\$314,684	\$340,102	\$373,711
Median Home Value Growth 2025 to 2030	27.3%	22.1%	20.5%	20.97%
2025 Median Age	52	53.6	49.5	48.4



3.95%

FORECAST AVERAGE
MARKET RENT GROWTH
OVER NEXT 5 YEARS
-RealPage

Daytona Beach Pier

A Hub for White Collar Employment

- Volusia County is home to several large hospitals including the AdventHealth Hospital System, Halifax Hospital System, and HCA Florida Lake Monroe Hospital which employs a combined medical workforce of more than 12,800 people.
- Manufacturing, Insurance, Medical, and Business & Professional Services support large concentrations of white-collar workers in Volusia County with companies headquartered here including Brown & Brown, NASCAR, Security First Insurance, TopBuild, Brunswick Corporation (Boston Whaler), LPGA, Synergy Billing, Florida Healthcare Plans (FHCP), and ICI Homes. In addition, companies like AdventHealth, Halifax Hospital, Amazon, Embry-Riddle Aeronautical University, Stetson University, and ABB all maintain a large workforce here.

- » The **local population** within a 5-minute drive is expected to **grow 7.7%** over the next 5 years.
- » **Average household income growth** is projected to grow **12.8% by 2030 to \$89,701** within 5-minutes of the property.
- » The **median home value is \$331,354** within a 5-minute drive and is **expected to explode, growing 27.3%** in the next 5 years.



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