



Go Beyond...

OCEAN CENTER 2024 ANNUAL REPORT



Volusia County Government

The Ocean Center is owned and operated by Volusia County Government. Under the leadership of the Volusia County Council and George Recktenwald, the Volusia County Manger, the county oversees management of the Ocean Center.

County Council and Administration



Jeff Brower
COUNTY
CHAIR



Jake Johansson
AT-LARGE
REPRESENTATIVE



Don Dempsey
DISTRICT 1
REPRESENTATIVE



Matt Reinhart
DISTRICT 2
REPRESENTATIVE



Danny Robins
DISTRICT 3
REPRESENTATIVE



Troy Kent
VICE CHAIR/DISTRICT 4
REPRESENTATIVE



David Santiago
DISTRICT 5
REPRESENTATIVE



George Recktenwald
COUNTY
MANAGER

Dear Community and Partners

Looking back on 2024, I am immensely proud to share that this has been the Ocean Center's most successful year to date. As Volusia County's premier destination for events, culture, and economic growth, the Ocean Center set a new benchmark, hosting a record-breaking 118 events, attracting over 513,000 guests, and generating 88,000 room nights. This year's results truly underscore our critical role in the community. The direct impact on our local economy has been substantial, resulting in \$114,290,000 in economic benefit, supporting 980 jobs, and contributing \$1,861,000 in sales tax to the general fund. The success has had a meaningful impact on local business, hotels, and our tourism industry, further establishing Volusia County and Daytona Beach as a vibrant and sought-after destination.

This momentum is a testament to the dedication of the Ocean Center team and the invaluable support from the Volusia County Council and the Tourist Development Council. As we look forward to the coming year, we're eager to build on these accomplishments with plans to expand our range of public events and enhance our facilities—initiatives that will help the Ocean Center deliver even greater value to our community.

As we approach the Ocean Center's 40th anniversary, I extend my gratitude to each of you—our residents, clients, and partners—for your continued support of this cornerstone of Volusia County's success. Together, we are ensuring the Ocean Center's legacy as an industry leader that drives lasting benefits for our region.

Sincerely,



VOLUSIA COUNTY COUNCIL
DISTRICT 2 REPRESENTATIVE &
TOURIST DEVELOPMENT COUNCIL CHAIR



Matt Reinhart

VOLUSIA COUNTY COUNCIL
DISTRICT 2 REPRESENTATIVE
& TOURIST DEVELOPMENT
COUNCIL CHAIR

Tourist Development Council

The Tourist Development Council (TDC), an advisory body for the Volusia County Council, is comprised of local officials and tourism industry representatives. The TDC is charged with reviewing the expenditures of the tourist development fund.

The Tourist Development Tax (TDT), a 3% tax on lodging such as hotels and vacation rentals, is part of a broader 6% Lodging Tax in Volusia County. This tax ensures that visitors who stay overnight contribute directly to enhancing the county’s tourism infrastructure, enabling the Ocean Center to operate independently of the county’s General Fund.

In 2024, the TDT generated \$16,187,000, providing crucial funds for the Ocean Center’s operational needs and repayment of bonds issued for its construction. Thanks to the TDT, the Ocean Center boosts the local tourism economy, supports area businesses, and enriches the community by positioning Volusia County as a vibrant destination for visitors and an exceptional place to live for residents.



Volusia County
FLORIDA

2024 Tourist Development Tax Received

\$16,187,000

The Ocean Center is predominantly funded through Tourist Development Taxes, paid by those who visit Volusia County and stay in our hotels or vacation rentals.

TDC Council Members



Matt Reinhart
TDC CHAIR



Lori Campbell-Baker



Jim Berkley



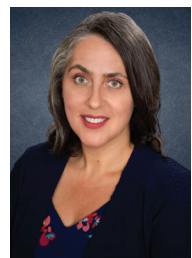
Tom Clapsaddle



Costa Magoulas



Maritza Avila-Vazquez



Monica Paris

FROM THE VOLUSIA COUNTY MANAGER

Since its opening in 1985, the Ocean Center has become a significant part of Volusia County’s cultural and economic landscape. Over the years, it has transformed into one of Florida’s most dynamic venues, hosting an impressive array of events from international touring artists to sporting competitions, conventions, and community celebrations.

This past year, we focused on revitalizing the arena by expanding our lineup of community-focused events and live performances. We hosted 14 major events, welcoming entertainers like Katt Williams, Bert Kreischer, Pablo Cruise, Big Boi, and Yung Joc, along with thrilling shows such as Monster Trucks, the Harlem Globetrotters, motocross, bull riding, and Celebrate Volusia. These performances brought excitement and variety to our community and made the Ocean Center a destination for audiences of all kinds. In 2025, we look forward to hosting additional national artists in our entertainment lineup, beginning with comedian Jeff Dunham in January.

Our 2024 annual report highlights an extraordinary year of growth, making this our best performance year ever. The Ocean Center excelled in every way, driven by our prime location and top-tier facilities that continue to make us a vibrant hub for guests, clients, and performers. The milestones achieved in 2024 showcase the full potential of our dedication to delivering exceptional experiences and impact.

Thank you for being part of the Ocean Center’s ongoing success. We look forward to building on this legacy together, ensuring the Ocean Center remains an essential part of Volusia County’s future.

Sincerely,



COUNTY MANAGER
VOLUSIA COUNTY



George Recktenwald
COUNTY MANAGER
VOLUSIA COUNTY



FROM THE OCEAN CENTER GENERAL MANAGER

What an incredible year it has been!

At the Ocean Center, our mission is clear: Go Beyond the boundaries of hospitality with innovative approaches that ensure our clients feel valued, inspire our employees, and strengthen the community we proudly serve. In line with a reimagined mission, the Ocean Center team crafted a strategic plan that centers around four key pillars: fostering a culture of service excellence, enhancing our role as a community asset, ensuring financial stability, and prioritizing facility renewal. These pillars guide our commitment to continuous improvement and position us to deliver greater value to the residents and visitors of Volusia County. In 2024, we saw that mission come to life with remarkable growth, creativity, and record-breaking achievements.



Lynn Andrews Flanders
GENERAL MANAGER
OCEAN CENTER

This past year, we hosted a dynamic array of events—from national sports tournaments to large-scale trade shows—while passionately returning to our entertainment roots by welcoming recognized musical artists, comedians, and family-friendly events. This resurgence reflects our unwavering commitment to delivering world-class service and facilities, with diverse entertainment options that cater to every member of our community. Through focusing on engaging community-centric gatherings we further establish the Ocean Center as a treasured asset and a driving force for economic growth across Volusia County and the entire state of Florida.



Looking ahead to 2025, we are thrilled to celebrate a major milestone – our 40th anniversary. As we embark on this journey, our focus remains on fostering growth, embracing innovation, and enhancing the experiences we offer to our community, partners, guests, and clients. We deeply appreciate the trust and support you have shown us this year and look forward to continuing our success together.

Thank you for being part of an extraordinary year. We are ready to Go Beyond!

Sincerely,

A handwritten signature in black ink that reads "Lynn Flanders".

GENERAL MANAGER
LYNN FLANDERS

Going Beyond... Strategic Pillars

In alignment with our mission to Go Beyond, the Ocean Center is guided by four strategic pillars that drive our commitment to excellence, community impact, financial resilience, and facility enhancement. These pillars serve as the foundation for our initiatives and resource allocation, ensuring that we remain a vital asset to Volusia County.

Commitment to Excellence

To cultivate a high standard of service and performance, we prioritize investments in staff training and development. By equipping our team with advanced skills and fostering a culture of continuous improvement and innovation, we aim to elevate the quality of our operations and enhance guest experiences. Our commitment to excellence permeates every aspect of the Ocean Center, setting us apart as a premier venue.

Community Impact

As a hub of cultural and civic engagement, the Ocean Center plays an active role in strengthening ties with our community. Through strategic resource allocation for outreach programs, partnerships with local organizations, and inclusive events, we create opportunities for engagement and foster a sense of civic

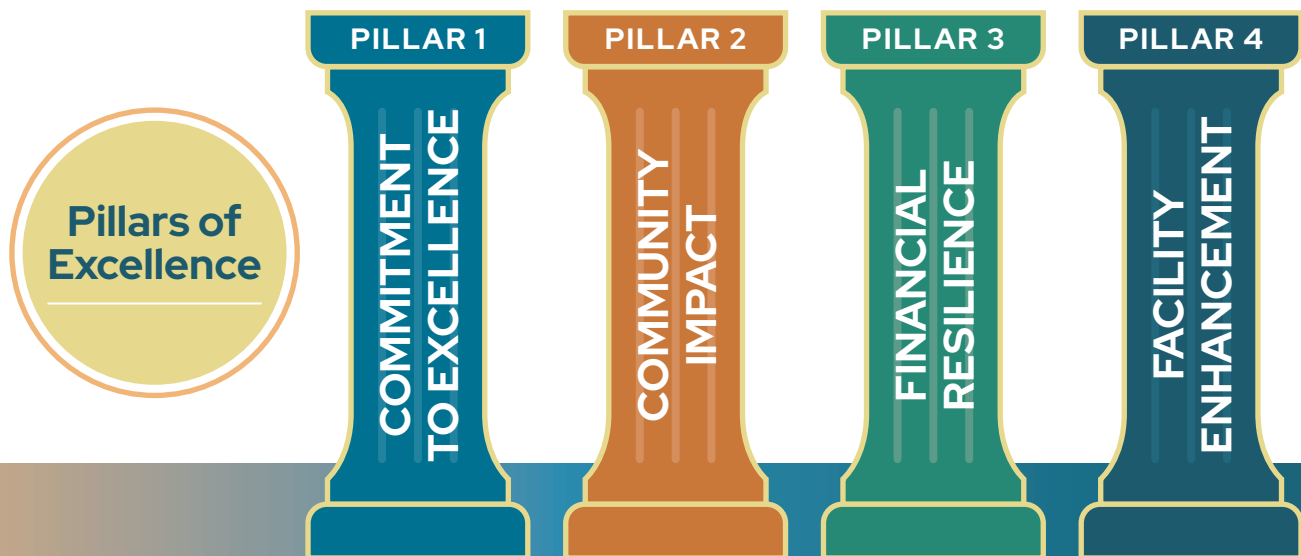
pride. This past year, we reintroduced ticketed community entertainment events, making the Ocean Center more accessible and enjoyable for residents and visitors alike. These initiatives not only enrich our community but also underscore the Ocean Center's economic impact on Volusia County.

Financial Resilience

To support the long-term financial health of the Ocean Center, we are implementing revenue diversification strategies that strengthen our fiscal resilience. By optimizing our revenue streams, we aim to ensure a sustainable future, allowing us to invest in our facilities and community-focused programs with confidence.

Facility Enhancement

A premier venue requires premier facilities. In collaboration with the Volusia County Facilities Department, we have earmarked funds for facility upgrades and infrastructure improvements. These enhancements will maintain our competitive edge, attract high-profile events, and enrich the experience for all who visit the Ocean Center. By modernizing our spaces, we affirm our dedication to excellence and position ourselves for continued success.



Going Beyond... Economic Impact

TOTAL EVENTS
118



Total Attendance

513,000
(+16% over 2023)

Hotel Nights Occupied

88,000
(+17% over 2023)



Repeat Clients **79%**

New Clients **21%**



Earned Revenue

\$11.5M
(+20% over 2023)

Average Per Capita

\$22.41
(+9% over 2023)



Food & Beverage Income

\$4.51M
(+33% over 2023)

Going Beyond... Economic Impact



TDT Collected

\$16,187,000

Total Spending Created

\$114,290,000

VOLUSIA COUNTY



Total Spending Created

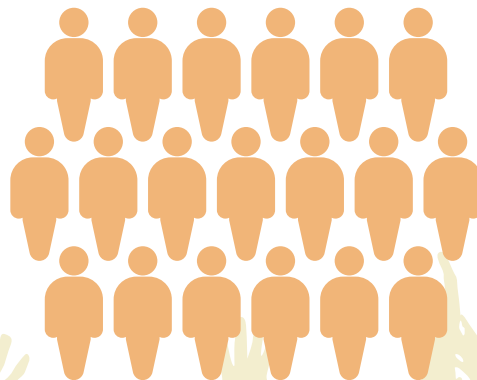
\$148,327,000

STATE

Jobs Supported

980

VOLUSIA COUNTY



Jobs Supported

1,075

STATE

Sales Tax Generated

\$1,861,000

VOLUSIA COUNTY



Sales Tax Generated

\$6,281,000

STATE

Going Beyond... Community Impact

In 2024, the Ocean Center welcomed over 513,000 attendees across 118 events, offering unforgettable experiences for locals and visitors. From high-energy sports tournaments to renowned live entertainers, each event showcases our mission to Go Beyond by delivering diverse programming and outstanding service that enrich the community and boost the local economy. With a strong return to ticketed events and live entertainment, the Ocean Center continues to be a vibrant hub for engagement, providing a positive impact that resonates throughout Volusia County.

A snapshot of our events captures the essence of our commitment: a dynamic venue dedicated to elevating Volusia County while driving tourism and economic growth across the region.



Entertainment Events

- AMA Arenacross Championship
- 8 Seconds of Glory
- College Basketball Invitational
- Harlem Globetrotters
- 90s Con
- Bert Kreischer's Fully Loaded Tour
- Jurassic Quest Dinosaur Show
- Hot Wheels Monster Truck Live Glow Party
- O-Town
- Pablo Cruise
- Big Boi, Muni Long, Yung Joc
- Andrea Del Principe
- Katt Williams
- Celebrate Volusia

Trade Shows, Expos & Meetings

- Passion Camp
- Inside Out
- Aquashella
- Florida Hardware Expo
- Sports Field Management Association
- International Advanced Ceramics and Composites Conference and Expo
- USCC Annual Compost Conference
- CEO Gaming Championships
- Daytona Beach Boat Show
- National Reptile Breeders Expo
- Wizards, Witches and the Weird
- Quilt Show

Family & Community Events

- Embry-Riddle Aeronautical University Graduation
- Volusia County High School Graduations
- Flagler County High School Graduations
- Margarita Ball
- Fur Ball Gala
- Sweetheart Ball
- Lincoln Republican Dinner
- Best of Best 2024

Sports

- Florida Federation of Colorguards Circuit Championships
- NCA/NDA College National Cheerleaders Championship
- National High School Drill Team Championships
- USA Gymnastics Development National Championships
- National Archery in Schools
- AAU Gymnastics National Championships
- Sunshine Slam
- Florida Volleyball Festival
- NIKE Daytona Beach 100 Volleyball Tournament
- Regional Dance America National Festival 2024
- JVC FC Power League Volleyball Championships
- Daytona Duel: Fencing Competition
- College Basketball Invitational



Going Beyond... Commitment to Excellence

Our Mission in Action

Our dedication to excellence shines through every event we host, from local gatherings to large national and international conventions. By providing exceptional service and hospitality, we enhance the experience of each attendee and contribute to the region's economic growth. The Ocean Center is a catalyst for tourism, job creation, and community development. We're proud to create meaningful experiences that resonate with clients, uplift our team, and positively impact Daytona Beach and Volusia County.

Our Center

A versatile, world-class venue offering over 200,000 square feet of space just 400 feet from the Atlantic Ocean.

GO BEYOND... CLIENTS, CULTURE, COMMUNITY

At the Ocean Center, we commit to **Go Beyond** the boundaries of hospitality with innovative approaches that ensure our clients feel valued, inspire our employees, and enhance the community we serve.

ARENA

42K SQ. FT.

Seating for 8,000 guests

EXHIBIT HALL

93K SQ. FT.

Flexible space for over 500 booths

MEETING ROOMS

32K SQ. FT.

32 breakout rooms, executive boardroom, and VIP suite providing flexibility and comfort for events of all sizes

BALLROOM

14K SQ. FT.

Upscale banquet seating for 800

Our History

Since opening in 1985, the Ocean Center has been a vital gathering place for Daytona Beach and beyond. With 60,000 square feet of space, an arena, and 18 breakout rooms, it quickly established itself as a regional hub for meetings and community events.

From 1992 to 1996, the arena even served as home to local hockey teams—the Daytona Beach Sun Devils and Daytona Beach Breakers. In 2009, to meet growing demand, the Ocean Center underwent a transformative \$76 million expansion, nearly doubling its capacity with the addition of an exhibit hall and more meeting spaces, making the Ocean Center Florida's fifth-largest convention center. This expansion enabled the center to host a greater variety of events, including national trade shows, conventions, and sporting events.

Today, the Ocean Center stands as a premier destination, fostering economic development, and enriching Volusia County's cultural landscape.

Our Team

At the Ocean Center, our team is the heart of our commitment to excellence, bringing unmatched dedication and professionalism to every event. Their focus on delivering “best in class” service is evident in the positive testimonials we receive from returning clients who consistently commend our staff’s attention to detail, warmth, and reliability. This commitment not only helps retain our valued customers but also establishes the Ocean Center as a trusted, premier destination. Each team member plays an essential role in creating memorable experiences, fostering relationships, and ensuring that our guests feel valued from start to finish. Their passion and expertise drive our success and make excellence a standard, not just a goal.

“The level of service we receive from the Ocean Center, their community, coordinator, catering team, and the AV team, is incredible. I frequently hear ‘yes, we’ll figure a way to make that work for you,’ which doesn’t always happen when you’re planning conventions.”

Kelly Marcavage, Deputy Director
Spray Polyurethane Foam Alliance

“The Ocean Center is a gem. You’ve got lots of room for expos, trade shows, and breakout meetings. This makes it easy for attendees to find comfortable accommodations in a variety of price ranges. And, who doesn’t love the water? You can safely head to the beach and see the rest of what Daytona Beach offers after your meeting ends.”

Ginger Johnson, Founder, CEO, CCO
Ginger Johnson, Powered by Connection™

“The Ocean Center in Daytona Beach has a great location with easy access to hotels and a great chef. Being so close to the beach and hotel options nearby, it’s a no brainer.”

Sarah Kokernot, CEM, CMP, Director
Meetings and Events at Veterinary
Emergency and Critical Care Society



Going Beyond... The Center's Enhancements

In 2024, the Ocean Center made substantial strides in facility enhancements, investing \$2.2 million to stay at the forefront of a dynamic events landscape. Partnering with TVS for expert studies and recommendations, we focused on projects that elevate the guest experience, enhance operational efficiency, and support our long-term growth goals. These efforts are part of our strategic vision to expand our reach and continue hosting world-class events.

Completed Capital Improvements in 2024:

- Exhibit Hall Loading Dock Doors
- Garage Infrastructure Improvements
- Enhanced Audio System
- LED Lighting Installation
- Basketball Court
- Magnetometers for efficient guest entry
- Housekeeping Equipment
- HVAC Upgrades



Each of these improvements contributes to making the Ocean Center a more modern, efficient, and welcoming venue for our community and visitors. With these upgrades, we're excited to continue building our reputation as a premier destination and look forward to welcoming even more events and guests in the years ahead.

Going Beyond... The Future

Investing in the Future

As the Ocean Center approaches its 40th anniversary in 2025, we're marking this milestone with over \$40 million investment over the next four years to ensure our venue remains competitive and meets the evolving needs of clients and visitors. These capital improvement projects will modernize and enhance our facilities, allowing us to deliver top-tier service and memorable experiences well into the future.



Upcoming Capital Improvements:

- Moveable Partition Replacements
- Renovations of Restrooms, VIP Suites and Green Room, Arena Flooring, Kitchen, and Concessions
- Carpet Replacement
- Arena Seat Replacement
- Landscape Enhancements
- Interior Upgrades of Painting, Furniture, Carpet, and Artwork
- Exterior Painting of Building and Garage
- Dock Fencing to Secure Entrances
- Exterior Door Replacements
- Switchgear Upgrades
- Show Services Upgrades
- Wayfinding Signage
- Parking Lot Signage
- Garage Renovation

These planned improvements reflect our commitment to excellence and our dedication to maintaining the Ocean Center as one of Florida's premier convention and entertainment destinations. As we celebrate 40 years, we look forward to a bright future filled with enhanced guest experiences, operational excellence, and continued growth.



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