

12-5-19



December 4, 2019

Attn: Steven Gustafson, State Trade and  
Rapid Response Coordinator  
REACT Program  
MSC 229  
107 E. Madison Street  
Tallahassee, FL 32399-4137  
[WARNnotices@deo.myflorida.com](mailto:WARNnotices@deo.myflorida.com)

Mayor Derrick Henry  
301 S. Ridgewood Ave.  
Daytona Beach, FL 32114  
E-mail: [henryderrick@codb.us](mailto:henryderrick@codb.us)

County Chair Ed Kelley  
Administration Center  
123 W. Indiana Ave.  
DeLand, FL 32720-4612  
E-mail: [ekelley@volusia.org](mailto:ekelley@volusia.org)

Dear Sir/Madam:

Costa Del Mar, Inc. (the Company) maintains facilities in Daytona Beach, Florida. Changing business needs require us to close our operations at 2361, 2381 and 2252 Mason Avenue, Daytona Beach FL, 32117, except for certain sales and marketing functions. Therefore, we are providing you with this notice in accordance with requirements of the Federal Worker Adjustment and Retraining Notification Act (WARN).

The Company currently plans to close these operations by September 30, 2020. We provided affected employees greater than sixty days notice on December 4, 2019, with the estimated first date of separation being February 7, 2020 and with terminations expected to continue through September 30, 2020.

There are 295 employees who will be affected by these facility closings. There are no applicable bumping rights. The action planned is permanent.

The information contained in this letter is based on the best information available to the Company at this time. As permitted by 20 C.F.R. § 639.7(f), the Company maintains other information required by 20 C.F.R. § 639.7(e) on site and readily accessible.

For further information or to review the material required by 20 C.F.R. §639.7(e), please contact Kathryn Rismiller at 386.274.4000, ext. 101.

Very truly yours,

A handwritten signature in black ink, appearing to read "Anastasia Martin".

Anastasia Martin  
Director of People & Culture



As explained in the December 4, 2019 notification letter, we anticipate that the job titles and the number of employees listed below will be affected by the closure of the facilities located 2361, 2281 and 2252 Mason Avenue:

Phase 1: Job Position Eliminations Scheduled to Occur During a 14-Day Period Commencing on February 7, 2020.

<b>Job Title/Position</b>	<b># of Employees</b>
Accounts Payable Coordinator	1
Accounts Payable Specialist	1
Assembler	8
Assistant Marketing Manager, Retail	1
Associate Manufacturing Engineer	1
Collaborative Planning Manager	1
Credit Clerk	3
Financial Planning and Analysis Manager	1
Graphic Designer	1
Help Desk Coordinator	1
Human Resources Coordinator	1
Lab Tech	11
Lab Tech - 2nd Shift	5
Legal Counsel	1
Materials Handler	1
Network Systems Administrator	1
Operations Data Analyst	1
Plano Lab Lead	2
Plano Lab Lead - 2nd Shift	2
Plano Lab Training Coordinator	1
Product Development Coordinator	2
Product Development Manager	1
Product Manager	1
Project Manager, In Store Experience	1
Quality Control Inspector	1
Quality Engineer Supervisor	1
Retail Marketing Coordinator	1
Rx Lab Tech	2
Salesforce Systems Manager	1
Senior Marketing Manager	1
Social Media Specialist	1
Sr. IT Mrg - Finance & Operations Application	1
Sr. Manager, Retail Marketing	1
Supervisor	1
Intern	2

Phase 2: Job Position Eliminations Scheduled to Occur During a 14-Day Period Commencing on February 28, 2020.

<b>Job Title/Position</b>	<b># of Employees</b>
Repair Technician Rx	1
Rx Lab Lead	1
Rx Lab Tech	4

Phase 3: Job Position Eliminations Scheduled to Occur During a 14-Day Period Commencing on March 31, 2020.

<b>Job Title/Position</b>	<b># of Employees</b>
Allocations & Materials Coordinator	1
Assembler	2
Assembler 2nd Shift	5
Brand and Product Manager	1
Buyer	1
Consumer Care Representative	21
Consumer Care Support Analyst	1
Digital Merchandiser Manager	1
Director of Customer Experience & Consumer Care	1
EDI Lead	1
e-Mail Manager	1
Financial Planning and Analysis Manager	1
Front End Web Developer	1
Inventory Control Clerk	3
Inventory Control Clerk 2nd Shift	3
Lab Tech - 2nd Shift	1
Materials Manager	1
Production Artist	1
Receiving Clerk	3
Receiving Clerk Lead	1
Scale Lead	1
Senior E-Commerce Manager	1
Shipping Clerk	22
Shipping Clerk 2nd Shift	9
Shipping Lead	1
Shipping Lead -2nd Shift	1
Supervisor	4
Supervisor in Training	1

Technical Development Project Manager	1
Trade Show Processing Clerk	1
Web Sales Coordinator	3

Phase 4: Job Position Eliminations Scheduled to Occur During a 14-Day Period Commencing on April 30, 2020.

<b>Job Title/Position</b>	<b># of Employees</b>
Consumer Care Representative	11
Consumer Care Support Manager	1
Consumer Care Technician I	6
Consumer Care Technician II	3
Consumer Care Technician III	4
Director of Industrial Engineering	1
Inventory Control Clerk	2
Inventory Manager	1
Inventory Staging Clerk	2
Mail Clerk	1
Production Planning Assistant Manager	1
Project Manager	1
Purchasing Planner	1
Repair & Returns Analyst	1
Repair Technician I	1
Repair Technician II	1
Repair Technician III	1
Repair Technician Rx	2
Repairs Manager	1
Returns Clerk I	4
Returns Clerk II	2
Returns Clerk III	2
Returns Lead	1
Rx Lab Supervisor	1
Rx Lab Tech	3
Shipping Clerk	4
Supervisor	3
WMS Administrator	1
Vice President of e-Commerce	1
Vice President of Marketing	1
Vice President Int'l Sales & Bus. Development	1
Human Resources Manager	1

Phase 5: Job Position Eliminations Scheduled to Occur During a 14-Day Period Commencing on May 31, 2020.

<b>Job Title/Position</b>	<b># of Employees</b>
Credit Clerk	1
Credit Manager	2
Financial Reporting Analyst	1
Help Desk Coordinator	1
Senior Accountant	1
Senior Business Systems Analyst	1
Senior Manager of Innovation	1
Sr. Manager Systems Analyst	1
Technology Services Manager	1
WMS Coordinator	1
Sr. Vice President of Finance & Administration	1

Phase 6: Job Position Eliminations Scheduled to Occur During a 14-Day Period Commencing on June 30, 2020.

<b>Job Title/Position</b>	<b># of Employees</b>
Customer Service Coordinator Lead	1
Customer Service Manager	1
Director of Global Travel Retail	1
Director of Operations	1
International Marketing Manager	1
International Sales Coordinator	1
Maintenance Technician	1
Marketing Coordinator	1
Marketing Manager-Lifestyle	1
New Account & Display Coordinator	1
Operations Manager	1
Optician	1
Retail Mkt Sales Coordinator - Native	1
Rx Lab Manager	1
Sales Administrator	3
Sales Coordinator - Plano	6
Sales Coordinator - RX	8
Sales Coordinator Lead - Plano	1
Sales Coordinator Lead - Rx	1
Sales Operations Manager	1
Sales Operations Supervisor	1
Sales Technology Specialist	1
Senior Sales Administrator	2
Supervisor	1
Talent & Development Manager	1

Phase 7: Job Position Eliminations Scheduled to Occur During a 14-Day Period Commencing on July 31, 2020.

<b>Job Title/Position</b>	<b># of Employees</b>
Executive Administrative Assistant	1
Maintenance Technician	1
Receptionist	1
Vice President of Operations	1

Phase 8: Job Position Eliminations Scheduled to Occur During a 14-Day Period Commencing on September 30, 2020.

<b>Job Title/Position</b>	<b># of Employees</b>
Asset Protection & Safety Manager	1
Product Development Manager	1
Product Manager - Apparel & Accessories	1
Vice President of Product Development	1
Director of People & Culture	1

\*Eligible for transfer but will terminate on this date if employee does not accept transfer.