



# On the Economic Scene



A weekly economic development briefing from the Volusia County Department of Economic Development

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ONLINE VERSION AT [FLORIDABUSINESS.ORG](http://FLORIDABUSINESS.ORG)

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**PRE-REGISTRATION PORTAL FOR TRADER JOE'S JOB RECRUITMENT** – CareerSource Flagler/Volusia has created a pre-registration portal for job seekers wishing to attend a recruitment event for the Trader Joe's distribution center scheduled to open in Daytona Beach later this year. The company is seeking to fill up to 400 positions. The recruitment event will be March 28 from 9 a.m. - 3 p.m. at the Daytona Beach Career Center, 359 Bill France Blvd., Daytona Beach. For information go to: [careersourcefv.com/distribution-center-recruitment-event/](http://careersourcefv.com/distribution-center-recruitment-event/).

**UNIQUE FOOD, BEVERAGE EXPERIENCE A GROWING TOURISM SEGMENT** -- The Ontario Culinary Tourism Alliance, a food and beverage tourism nonprofit, defines food tourism as an experience in which one learns about, appreciates, and/or consumes food and drink that reflects local, regional or national cuisine, heritage and culture. According to the 2013 American Culinary Traveler Report, the percentage of Americans who travel to learn about and enjoy unique dining experiences grew from 40 percent to 51 percent between 2006 and 2013. In 2012, it was estimated that tourism expenditures on food in the U.S. topped \$201 billion, nearly a quarter of all travel income. This makes food service the highest category of travel spending, according to the University of Florida report: A flash of culinary tourism.

**WORKSHOP ON PRODUCTIVITY** – The Center for Business and Industry at Daytona State College is offering a workshop on people and productivity. The workshop is participative, fast moving and combines short instruction periods, group exercises, experience-sharing and role playing. The workshop will be April 2, 9, 23 and 30 from 8 a.m. - 4:30 p.m. at Daytona State College. To register call Joanne at 386-506-4224 or email [ParkerJ@daytonastate.edu](mailto:ParkerJ@daytonastate.edu).

**DESPITE ONLINE GROWTH, MOST CUSTOMERS STILL VISIT THEIR LOCAL BANKS** -- A Federal Deposit Insurance Corporation (FDIC) study shows that brick-and-mortar banking offices continue to be the primary means through which FDIC-insured institutions deliver financial services to their customers, despite the increased use of online and mobile banking. As of June 2014, there were 94,725 FDIC-insured banking offices, a decline of just 4.8 percent from the high of 99,550 offices in 2009.

**SEMINAR ON SOCIAL MEDIA MARKETING** --The local SCORE chapter is sponsoring a social media marketing seminar March 5 from 6 - 8 p.m. at the UCF Business Incubator at Daytona Beach International Airport. For information, email SCORE at [info@score87.org](mailto:info@score87.org) or call 386-255-6889.

**SKILLSUSA STUDENT TEAM TO COMPETE IN WORLDSKILLS COMPETITION** -- SkillsUSA , formerly the Vocational Industrial Clubs of America, will send a team to the 43rd WorldSkills Competition in Brazil in August. SkillsUSA is a national organization that serves teachers and students preparing for technical/service careers. For information on SkillsUSA resources for student advisors and the WorldSkills team, go to: <http://skillsusa.org>.

**CREDIT CARD DEBT CLIMBS** -- Credit card debt for Americans has increased to the highest level in nearly five years, according to the latest National Consumer Credit Trends report. Credit card use, the percent of credit limit used, increased by less than 1 percent compared to the same time last year and remains down nearly 16 percent from the peak in early 2010. Total consumer credit card debt rose to \$642 billion in December, a nearly 6 percent jump from December 2013

**DAYTONA STATE TO OFFER CNC CLASS** -- Daytona State College is offering an eight-week accelerated training program on the basics of CNC machine tools. The class starts April 13. To register call 386-506-4224 or email [ParkerJ@DaytonaState.edu](mailto:ParkerJ@DaytonaState.edu).

**UNEMPLOYMENT APPLICATIONS FALL** -- The number of Americans seeking unemployment benefits continues to fall. The Labor Department reports the four-week average of applications fell to a 15-week low of 289,750. Applications have been near or below 300,000 since September 2014 and the average has dropped 16 percent in the past year.

**NEWS ITEMS WANTED!** – Please send your business news items to Dave Byron, Volusia County Community Services Department Director, at [dbyron@volusia.org](mailto:dbyron@volusia.org). If you wish to be removed from this weekly broadcast, please let us know.