



On the Economic Scene



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

March 23, 2015

ONLINE VERSION AT FLORIDABUSINESS.ORG

PASSENGER TRAFFIC INCREASES 4 PERCENT AT DAYTONA BEACH INTERNATIONAL AIRPORT -- Passenger traffic at Daytona Beach International Airport increased 4 percent during February, 2015 compared with last February. During February, 48,202 passengers flew in and out of the county-operated airport. This compares with 46,346 travelers recorded in February, 2014. For the 12-months ending February 28, passenger traffic also increased 4 percent, from 607,024 last year to 634,168 this year. This marks the highest annual level of passenger traffic since 2008.

SMALL BUSINESSES OPTIMISTIC -- Small business owners are positive about financial conditions and the local and national economies and they plan to increase investments in business processes, technology, employee compensation and other areas, according to Capital One's latest national Spark Business Barometer. The survey found that 50 percent rate business conditions as excellent or good, while 63 percent are optimistic about their local economies. The barometer also analyzed how business owners define and measure success, and revealed the most important factors are customer satisfaction, revenue and profit. For information go to: tinyurl.com/k5g4ex.

HISPANIC CHAMBER TO HOST BUSINESS RESOURCE SHOWCASE -- The Volusia Hispanic Chamber of Commerce will host a job fair and entrepreneurship expo March 27 at 10 a.m. at the Daytona State College campus in DeLand. For information email contact@volusiachamber.org or call 386-626-4264.

WEBINAR ON EXPORT OPPORTUNITIES FOR BRAZIL AIRPORT SECTOR -- The International Trade Administration will present a webinar for U.S. exporters on the opportunities in Brazil's airport sector. The webinar is March 23 at 2 p.m. For information email Leigh Shapleigh at Volusia County Economic Development at lshapleigh@volusia.org.

NEW, IMPROVED INTELLECTUAL PROPERTY TOOL -- A new and improved intellectual property tool developed by BusinessUSA, in cooperation with the U.S. Patent and Trademark Office, is an easy guide through the steps to protect an invention or intellectual property. Go to: business.usa.gov/patent-trademark-office.

WEBINAR ON FUNDING FOR WOMEN ENTREPRENEURS -- The U.S. Small Business Administration and Fundera will present a webinar to help educate and empower women entrepreneurs on funding options available to women business owners, the pros and cons of each, and how women-owned businesses prepare a successful loan application. The webinar is March 31 at 3 p.m. To register go to: tinyurl.com/mrn7xgd.

TRAINING ON FLORIDA BUILDING CODES -- The Building Officials Association of Florida and the Florida Home Builders Association are offering training under the sponsorship of the Department of Business and Professional Regulations, Florida Building Commission. The training includes the advanced building, accessibility and energy codes. The training will be April 10 at 8 a.m. at the Piggotte Community Center, South Daytona. To register go to: learnfloridabuildingcodes.com.

WEBINAR ON SBA EXPORT LOANS -- With almost 300,000 small businesses exporting and responsible for a third of last year's record \$2.3 trillion in U.S. exports, it's a good time to consider an SBA export loan. This will be the topic of a webinar March 26 at 2 p.m. Go to: tinyurl.com/pwaqwwp.

INVISIBILITY GLASSES HELP BLOCK FACIAL RECOGNITION -- AVG Innovation Labs introduced invisibility glasses that are designed to help protect visual identity in the digital age. The glasses use a mixture of technology and specialist materials that make it difficult for cameras or other facial recognition technologies to get a clear view of a person's identity. The prototype glasses use infrared light or retro-reflective materials that reflect light back at the same angle as it arrived.

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