



On the Economic Scene



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

April 20, 2015

ONLINE VERSION AT FLORIDABUSINESS.ORG

VOLUSIA COUNTY TO HOST QUARTERLY ECONOMIC BRIEFING -- Volusia County Economic Development's next quarterly briefing on the local economy is May 8 in the Volusia Room on the second floor of Daytona Beach International Airport. Seating is limited. For reservations call 386-248-8048.

SEMINAR TO COVER HOW BEST TO EXHIBIT AT INTERNATIONAL TRADE SHOWS -- Enterprise Florida will host a seminar on how to be successful when exhibiting at an international trade show. The session will cover best practices from professionals with over 25 years of experience. The session is April 29 from 9 - 10:30 a.m. at Enterprise Florida's headquarters in Orlando. For registration information email kjenkins@enterpriseflorida.com or call 407-956-5694.

INCUBATOR TO SHOWCASE CLIENTS, LAUNCH A BUSINESS -- The UCF business incubation program is launching and introducing DetailsFlowers.com with an event that's an opportunity to meet incubator clients and hear keynote speaker Richard Licursi. The event is April 21 from 8 a.m. - 12:30 p.m. at the Volusia County incubator at 601 Innovation Way, Daytona Beach International Airport. For reservations email shirley.klein@ucf.edu or call 286-872-3100.

APRIL IS FINANCIAL CAPABILITY MONTH -- According to a 2014 Intuit study, more than 40 percent of U.S. small businesses consider themselves not financially literate, but 81 percent report handling their own business finances. April is National Financial Capability Month, so small businesses and aspiring entrepreneurs can brush up on their financial literacy skills by going online to: sba.gov/blogs/april-national-financial-capability-month.

OUTDOOR RECREATION MAJOR PART OF FLORIDA TOURISM -- The Florida Department of Environmental Protection estimates that outdoor recreation brings in \$38.3 billion in direct consumer spending and supports nearly 330,000 jobs. Florida's multi-use trails, state parks, and conservation lands are a huge component of the state's tourism-based economy. For example, more than 27.1 million people visited Florida's state parks in fiscal year 2014-15.

SMALL FIRMS REPORT FEDERAL TAXES AN ADMINISTRATIVE BURDEN -- The National Small Business Association's 2015 Small Business Taxation Survey shows growing administrative burdens from the U.S. tax code. One third of small firms report spending in excess of 80 hours per year and more than 25 percent say they spend at least \$10,000 annually on the administration of federal taxes, and a majority of small business owners say federal taxes significantly influence decisions they make. The survey was conducted in March 2015. For more go to: nsba.biz/?p=9514.

COUNTY TO OFFER CYBER SECURITY COURSE -- Volusia County Emergency Management will host a two-day, nontechnical course on the impact of cyber events. The course will cover what's needed to detect, prevent, and respond to a cyber security incident. Participants will explore how county emergency management and the community would plan for and manage information and resources needed to respond to a cyber event. For information and to register go to: trac.floridadisaster.org/trac/EventDetailPublic.aspx?ID=1792&mode=ModeEdit&LookupName=eventsearchpublic.

CHOOSING RIGHT NAME AN IMPORTANT BUSINESS STEP -- Choosing the right name for a business is important. The name should reflect the brand identity, and should be registered and protected. The name also should be web-ready and domain registered. For more go to: help.business.usa.gov/link/portal/30027/30030/Article/730/Choose-Your-Business-Name.

SBDC TO OFFER QUICKBOOKS WORKSHOP -- The Small Business Development Center (SBDC) at Daytona State College is offering a workshop on Quickbooks. The session will cover set up, forms, lists, registers, inventory, invoices, reports, and how to track and pay sales tax. This is a five-week workshop from 6 - 9 p.m. starting April 28. For information call 386-506-4723 or email sbdc@daytonastate.edu.

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.