



On the Economic Scene



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

June 22, 2015

ONLINE VERSION AT FLORIDABUSINESS.ORG

OPEN HOUSE FOR I-4 PROJECT VENDORS -- The Florida Department of Transportation (FDOT) will be looking for materials, vendors, and road and bridge construction, and support services related to the major planned upgrade of Interstate 4. In preparation for the I-4 upgrade, FDOT will hold an open house June 23 from 5 - 6 p.m. at Daytona State College main campus, building 110, room 112. For reservations email Katie Widdison at: kwiddison@ghyabi.com.

UCF INCUBATORS RECEIVE INTERNATIONAL DESIGNATION -- The University of Central Florida (UCF) business incubation program has been designated as a Soft Landings International Incubator by the National Business Incubation Association. The UCF business incubation program has seven facilities, including one at Daytona Beach International Airport, and is the first incubation network in Florida to receive the Soft Landings International Incubator designation.

AGRISCIENCE, COMMUNICATIONS ACADEMY FOCUSES ON GLOBAL SOLUTIONS -- The Agriscience Education and Communications Career Academy at Pine Ridge High School provides students skills to help provide solutions to global issues such as feeding and clothing population groups, managing natural resources, and protecting the environment. For information email Cera Hoffman-Troy at: cjhoffman@volusiak12.fl.us.

PUBLIC MEETING FOR CORRIDOR MASTER MANAGEMENT PLAN -- The Florida Department of Transportation will present the U.S. 92 - ISB master management plan study, and the potential improvements that will be recommended in a meeting July 28. The meeting will be at main campus of Daytona State College, building 110, room 112 from 5:30 - 7 p.m.

PUBLIX LEADS FLORIDA IN BRAND VALUE -- According to Brand Finance, a global brand valuation and strategy consultancy, Florida ranked 18th in 2015 in total brand value in the U.S. The largest brand in the state is Publix, followed by Royal Caribbean International, and CSX. Tourism, retail, and logistics sectors account for 52 percent of the total brand value in Florida. Overall, 16 Florida brands made Brand Finance's U.S. 500, and the total brand value of Florida brands for the year was \$32 billion, approximately 1 percent of the U.S. 500 brand total of \$2.6 trillion.

WORKSHOP ON FINANCIAL ASPECTS OF A BUSINESS -- The local SCORE chapter and UCF/Volusia County business incubator are presenting a free workshop on the financial aspects of a business. The workshop is for people starting a small business or anyone with an existing business who would like help in understanding the financial basics of a successful small business. The session is June 25 from 6 - 8 p.m. at the business incubator at Daytona Beach International Airport. To register go to: score87.org or call 386-255-6889.

PROGRAMS ON EXPORTING TO CUBA -- The Bureau of Industry has scheduled monthly programs to field questions concerning the Cuba rule published January 16. Programs are scheduled at 2 p.m. July 7, August 11 and September 8. For information go online to: bis.doc.gov/index.php/policy-guidance/country-guidance/sanctioned-destinations/cuba.

DAYTONA STATE TO OFFER QUICKBOOKS CLASSES -- The Small Business Development Center at Daytona State College is offering a Quickbooks course. The course will cover setting up a company, forms, lists, registers, inventory, invoices, payments, bank accounts, asset, liability and equity accounts, reports and graphics, tracking and paying sales tax, payroll, and job costing. The class meets for five consecutive Wednesdays starting July 1 from 6 - 9 p.m. at Daytona State College. For information call 386-506-4723.

ECONOMIC TERMS DEFINED -- FastCoExist.com defines a collaborative economy as an economic system of decentralized networks and marketplaces that unlocks the value of underused assets by matching needs and haves, in ways that bypass middlemen. A sharing economy is a system based on sharing underused assets or services, for free or for a fee, directly from individuals. Collaborative consumption is the re-invention of traditional market behaviors -- renting, lending, swapping, sharing, bartering, gifting -- through technology on a scale not possible before the internet.

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.