



On the Economic Scene



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

September 15, 2014

ONLINE VERSION AT FLORIDABUSINESS.ORG

EXPORT.GOV A GOOD SITE FOR NEW EXPORTERS – For more information on the basics of exporting, go to the website export.gov, the U.S. government's export portal. In addition, the U.S. Commercial Service offers free online market research to U.S. companies seeking to enter international markets. Its database can be sorted by country, industry, and type of market report.

NEW LOGO, NEW NAME FOR 'THE CORRIDOR' – The Florida High Tech Corridor Council recently announced plans for a long-term effort for the region to become known simply as "The Corridor." A new logo has been introduced to identify The Corridor as an entity and the region as a well-established, recognized part of the Florida business landscape.

GRANTS AVAILABLE FOR TECHNOLOGY, RESEARCH PARK DEVELOPMENT – The Economic Development Administration (EDA) has announced the availability of federal grants for the 2014 Regional Innovation Strategies Program. EDA is soliciting applications for three competitions to promote technology commercialization, science and research park development, and provide seed capital for cluster funds. The East Central Florida Regional Planning Council (ECFRPC) also is offering the potential of partnering with communities and organizations interested in applying. The application deadline is November 3. For information go to: tinyurl.com/o8937z5 or contact Luis Nieves-Ruiz, ECFRPC, at luis@ecfrpc.org.

SEMINAR ON VIDEO MARKETING – The local SCORE chapter and the Small Business Development Center (SBDC) at Daytona State College are offering a workshop on the skills needed to create videos to post on a business website, YouTube, Facebook, Twitter, LinkedIn, etc. The seminar will be September 18 from 6 - 8 p.m. at Daytona State College. For information or to register call 386-255-6889.

BUSINESS OPTIMISM INDEX SHOWS IMPROVEMENT – The most recent Small Business Optimism index of the National Federation of Independent Business rose 0.4 point to 96.1. Eight of the index's 10 components improved or showed no change based on a random sample of 598 small business owners. The index is 4 points below where it was before the start of the 2007 financial crisis and recession, but has been making progress back toward that level.

IRS ISSUES INFO ON TAX CREDIT FOR EMPLOYEE HEALTH INSURANCE – The IRS has issued a document detailing final regulations on the tax credit available to certain small employers that offer health insurance coverage to their employees. To access the document go to: tinyurl.com/kb3pewy. For information go to: tinyurl.com/mapj7ym.

FP&L, DUKE AMONG TOP UTILITIES FOR ECONOMIC DEVELOPMENT – Site Selection Magazine has published its annual Top 10 Utilities in Economic Development list which includes Florida Power & Light and Duke Energy for the companies' contributions to the state's economic development eco-system and programs. Three of the top 10 utility companies on the list are in Florida. For information, go to: siteselection.com/issues/2014/sep/top-utilities.cfm.

SBDC TO OFFER QUICKBOOKS WORKSHOPS – The Small Business Development Center (SBDC) at Daytona State College is presenting workshops on Quickbooks. The sessions will cover setting up a company, forms, lists, registers, inventory, invoices, processing payments, and more. The classes will be September 17, 24, October 1, 8 and 15 from 6 - 9 p.m. at Daytona State College. To register or for information call 386-506-4723 or email sbdc@daytonastate.edu.

PAYSCALE RANKS ROI FOR EDUCATION – PayScale Inc., one of the largest database of individual compensation data in the world, provides market salaries to employees and employers through its online tools. PayScale also uses salary data to rank hundreds of U.S. colleges and universities based on total cost and alumni earnings. To find the return on investment by school, location, and major go to: payscale.com/college-roi.

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.