



# On the Economic Scene



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

October 26, 2015

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

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**DAYTONA BEACH INTERNATIONAL AIRPORT TRAFFIC DOWN 6 PERCENT IN SEPTEMBER** -- Passenger traffic at Daytona Beach International Airport declined 6 percent in September. During the month 43,728 passengers flew in or out of the county-operated airport compared to 46,393 passengers last September. For the 12 months ending September 30, passenger traffic at Daytona Beach International Airport is down slightly year over year – from 632,095 for the prior 12 months to 622,294 for the last 12 months. During September, Delta Air Lines and American Airlines had an average passenger load factor of 95 percent of the seats filled. More seat capacity is expected beginning this month.

**MANUFACTURER SUMMIT SET FOR WEST PALM BEACH** -- The Manufacturer Association annual summit and marketplace is November 4 - 5 in West Palm Beach. Go online to: [mafmg.com/events/event\\_details.asp?id=637979](http://mafmg.com/events/event_details.asp?id=637979).

**WORKSHOP ON CREATING A POWERFUL BUSINESS WEBSITE** -- The local SCORE chapter and the UCF incubator at Daytona Beach International Airport will present a free workshop on setting up a successful business website. The workshop is October 29 from 6 - 8 p.m. at Daytona Beach State College. To register call 386-255-6889 or email [info@score87.org](mailto:info@score87.org).

**PAYCHECKS FOR PATRIOTS HIRING EVENT NOVEMBER 10 - 12** -- CareerSource Flagler | Volusia will host the 2015 Paychecks for Patriots (P4P) hiring event November 10 - 12. The event is focused on veterans and will be at the CareerSource location in Orange City, 846 Saxon Blvd. Volusia County employers are invited to participate. To help veterans prepare for this hiring fair CareerSource will hold a resume lab November 10 from 9 a.m. - noon. To register, email Kenneth Torres at [kennethtorres@careersourcefv.com](mailto:kennethtorres@careersourcefv.com).

**WORKSHOP ON PUMPOLOGY** -- Daytona State College, in partnership with Thompson Pump, Port Orange, will host a one-day workshop November 5 that combines six courses approved by the Florida Board of Professional Engineers. For information and reservations call Joanne Parker at 386-506-4224 or email [parkerj@DaytonaState.edu](mailto:parkerj@DaytonaState.edu).

**HALLOWEEN SPENDING JUST SHY OF \$7 BILLION** -- More than 157 million Americans plan to celebrate Halloween this year, according to the National Retail Federation. Spending on Halloween is expected to reach \$6.9 billion, down from \$7.4 billion in 2014 and \$8 billion in 2012. Halloween spending includes \$2.5 billion on costumes, \$2.1 billion on candy, and \$1.9 billion on decorations. The average person celebrating will spend \$74.34, compared with \$77.52 last year.

**TRUCKER SHORTAGE GROWS** -- The American Trucking Association (ATA) reports there will be a shortage of nearly 50,000 truckers in the United States by the end of this year. This is an increase from a shortage of 30,000 drivers two years ago, and 20,000 drivers a decade ago. Trucker compensation has been going up 8 - 12 percent a year. The median annual wage for a private fleet truck driver is \$73,000 and the median annual salary for all truck drivers is around \$40,000.

**MORE SENIORS TURNING TO SOCIAL MEDIA** -- Social media use among people 65 and older has more than tripled in five years, according to a new Pew Research Center analysis. The study found that 35 percent in that demographic go on social media regularly, up from 11 percent in 2010. It's estimated that 65 percent of American adults use social networking sites, up from 7 percent in 2005. For information go online to: [pewinternet.org](http://pewinternet.org).

**DAYTONA BEACH AGENCY SELECTED FOR JAGUARS FOUNDATION AWARD** -- The Jacksonville Jaguars and the Ed Block Courage Award Foundation have chosen Neighbor To Family for a Jaguars/Ed Block Courage House award. A Courage House is a facility or program that provides support and care for abused children and their families in 25 communities with an NFL team. Neighbor To Family, which specializes in keeping siblings together, is headquartered in Daytona Beach with offices in Jacksonville.

**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.