

# The Economic Scene



*A weekly economic development briefing from Volusia County Economic Development*

Online version available at [FloridaBusiness.org](https://FloridaBusiness.org)

COVID-19 Business Resources Center: [VolusiaBusinessResources.com](https://VolusiaBusinessResources.com)

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## January 5, 2021

### WEBINARS, FORUMS AND SEMINARS

#### **FREE SCORE WEBINAR: 2021'S HOTTEST BUSINESSES, MARKETS & TRENDS**

Join this [timely webinar at 1 p.m. Jan. 7](#) where you'll learn about the small business ideas and industries that are breaking through and reaching consumers. Learn about America's changing demographics, attitudes and consumer behaviors, and how your small business can best adapt and address them. Topics will include the industry that's soaring right now and how small retailers can take advantage, how restaurants can transform their operations, which consumer behaviors have shifted and how you can reach those customers, how COVID-19 has created entrepreneurial opportunities, and how to pivot your small business to address changing consumer demands.

### BUSINESS NEWS

#### **TOP BUSINESS TRENDS FOR 2021**

According to the Small Business Administration (SBA), leveraging these [four emerging business trends](#) could give your business an edge in the New Year: 1) Businesses will continue to prioritize e-commerce, 2) alternative payment options will proliferate, 3) remote work will persist, and 4) businesses that offer virtual services will continue to be in high demand. For further insights on how you can incorporate these trends into your small business plans for 2021, connect with your [local SBA resource partner](#) for expert, tailored advice.

### WORKFORCE TRAINING

#### **DAYTONA STATE COLLEGE TO HAVE UPSKILL NOW INFORMATION SESSION**

Did you lose your job or are you furloughed due to the Coronavirus pandemic? If so, take advantage of Daytona State College's high-value, low-cost (or no-cost to those who qualify) training to get you back on track and into a good paying job. The [information session will be held from 3 to 4:30 p.m. Friday, Jan. 15](#). Eligibility requirements include: unemployed or underemployed, furloughed (or expected), resident of Flagler or Volusia, U.S. citizen or permanent resident, and 18 or older. Seating is limited and registration is required. Call 386-506-3621 or email [upskill@daytonastate.edu](mailto:upskill@daytonastate.edu). Employers interested in connecting with program completers should fill out a [questionnaire](#).

### SURVEY SAYS

#### **RESULTS OF WORK-FROM-HOME SURVEY**

The [National Institute for Occupational Safety and Health recently highlighted the Work-from-Home Survey conducted by the Center for Intelligent Environments](#) (CENTIENTS). CENTIENTS assessed the impacts on health and productivity of

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working from home, specifically focusing on office workers. The final sample consisted of 988 respondents. Results indicated that the average level of physical and mental well-being decreased in comparison with that before working from home, including decreased overall physical activity and increased overall intake of food. While working from home increased flexibility and control over the temporal and spatial contexts of work, it also created challenges of setting and maintaining boundaries between work and home.

## COVID-19 FUNDING PROGRAM UPDATES

### ***WAS YOUR COVID-19 ECONOMIC INJURY DISASTER LOAN DECLINED?***

Businesses whose COVID-19 Economic Injury Disaster Loans were declined can request reconsideration within six months of the date of the decline letter. Include your application number and information required to overcome the reason for decline. You can send this information to [pdcrecons@sba.gov](mailto:pdcrecons@sba.gov) or mail to the U.S. Small Business Administration Disaster Assistance Processing and Disbursement Center, 14925 Kingsport Road, Fort Worth, TX 76155.

## ECONOMIC REPORTS

### ***WORLD ECONOMIC FORUM'S FUTURE OF JOBS REPORT 2020***

The World Economic Forum's [The Future of Jobs 2020 report](#) has found that the COVID-19 pandemic-induced lockdowns and related global recession have caused the labor market to change faster than expected. The research indicates that what used to be considered the "future of work" has already arrived. Skills gaps continue to be high as in-demand skills across jobs change in the next five years. The window of opportunity to reskill and upskill workers has become shorter in the newly constrained labor market. This is the defining moment for companies and employees to identify what necessary actions will be needed to succeed in the changing landscape.

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