



On the Economic Scene



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

February 12, 2018

ONLINE VERSION AT FLORIDABUSINESS.ORG

NEW LOOK AND NEW FEATURES ON FLORIDABUSINESS.ORG – Volusia County’s Division of Economic Development has updated and added new features to its website. The new scrolling headline feature allows home page visitors to scan the week’s Economic Scene topics in just seconds. Updated menus and links make navigation easier on any device, and the expanded content provides quicker access to resources, partner organizations and meaningful local economic data. Explore what’s new today by going to www.floridabusiness.org.

HEALTHCARE ACADEMY – The HealthCare Academy at Pine Ridge High School provides training for students interested in careers in athletic training and advanced sciences, first responder, or fire rescue services. Students are rigorously prepared through core and career classes and technical education classes; they complete projects that span both areas. To learn more, email Academy Director Renae Lee at RALee1@volusia.k12.fl.us.

VOLUSIA COUNTY BUSINESS INCUBATOR CAREER FAIR – The Volusia County Business Incubator powered by the UCF Business Incubation Program will hold a career fair from 8 a.m. to 5 p.m. Monday, Feb. 26, at its offices at Daytona Beach International Airport, 601 Innovation Way, Daytona Beach. The incubator is looking for developers, technology students and highly motivated people to work with some of the fastest growing start-ups in Volusia County. Candidates should bring copies of their resume and portfolio. For more information, call 386-872-3100.

SERVICE PROVIDER TRADE MISSION TO BRAZIL – Enterprise Florida (EFI) is organizing a first-time trade mission dedicated exclusively to service providers when it visits São Paulo, Brazil, from June 23 to 27. To join the mission, a company must submit information about its services to EFI, which will send the information to the U.S. Commercial Services’ Brazil office, where it will be decided whether the company’s services are a good fit for the market. Service providers that EFI encourages to join the mission are those offering telecommunications services, marketing and advertising, insurance, environmental services, financial services, logistics, and transportation services. Slots are still available, and the deadline for companies to register is the end of April. For more information, contact Virgil Kimball at Vkimball@volusia.org or 386-248-8048.

BUILDING AND CONSTRUCTION SHORT-TERM COURSE OFFERINGS – With building and construction among the hottest industries in the region for growth in the foreseeable future, Daytona State College (DSC) is ramping up its training initiatives with a variety of short-term course offerings designed to build a job-ready workforce. The first series of courses starts in late spring at the college’s New Smyrna Beach-Edgewater campus. The college plans to offer the courses at other locations in the future. The courses, which will be taught by DSC faculty, are approved by Career Source Flagler/Volusia, meaning there is financial assistance and job placement assistance available for qualified students. For program details, contact Career Source at 386-561-9750 or Training@CareerSourceFV.com. For information on specific courses, contact Frank Mercer at 386-506-4461 or Frank.Mercer@DaytonaState.edu.

GOOGLE MY BUSINESS AND GOOGLE ADWORDS WORKSHOPS – SCORE is offering two workshops as part of its social media technology series. With Session V, learn how Google My Business lets you post updates to showcase what’s new, respond to reviews to build loyalty, and add photos to highlight what makes your business special. Session VI, Google AdWords: 5 Common Mistakes, will cover the basics and best practices of Adwords; the instructor will also discuss the most common mistakes and how to avoid them. The workshops will be held Thursday, March 1, at Daytona State College, UCF Building 150, Room 100, Daytona Beach. Session V starts at 6 p.m., and Session VI starts at 7 p.m. For more information, call 386-255-6889 or email info@score87.org. To register for the workshops, visit <https://volusiaflagler.score.org/>.

NEW MARKET TAX CREDIT PROGRAM BUSINESS FUNDING – By way of the federal New Markets Tax Credits (NMTC) program, Advantage Capital has announced its 2018 allocation of \$40 million for deployment in Florida to loan money to businesses located in underserved communities — especially those in eligible low-income communities that might need funding from \$1 to \$5 million. The national program helps economically distressed communities attract private investment capital by providing investors with a federal tax credit. NMTC program information is available at <https://tinyurl.com/y875934j>. For more information on Advantage Capital, contact Eric Durham at 706-750-5982 or edunham@advantagecap.com.

COSTLIEST HURRICANES – According to the National Oceanic and Atmospheric Administration (NOAA), the three big hurricanes of 2017 — Harvey, Irma and Maria — are now three of the five costliest hurricanes in U.S. history. Katrina in 2015 remains the costliest hurricane on record at \$160 billion, and Superstorm Sandy in 2012 rounds out the top five. In all, 2017’s hurricanes caused more than one-quarter trillion dollars in insured and uninsured losses, making it the costliest hurricane season in U.S. history.

NEWS ITEMS WANTED! – Please send your business news items to Joanne Magley, Volusia County Community Information director, at jmagley@volusia.org. If you wish to be removed from this weekly broadcast, please let us know.