



On the Economic Scene



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

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[ONLINE VERSION AT FLORIDABUSINESS.ORG](https://www.floridabusiness.org)

VOLUSIA COUNTY UF/IFAS EXTENSION TO HOST GREEN INDUSTRIES WORKSHOP – The Green Industries workshop is designed to provide training in Best Management Practices (BMPs) for those working in the lawn, landscape, pest control or municipal ground areas. The BMPs focus on reducing non-point source pollution resulting from fertilization or pesticide application. The workshop will be held from 8 a.m. to 3:30 p.m. Feb. 14 at the UF/IFAS Extension Auditorium in DeLand. [Registration is required via this link.](#)

U.S. POPULATION GROWTH CONTINUES TO SLOW – New Census estimates show that U.S. population growth continues to slow. Drops in natural population and net international migration have resulted in the gradual slowdown over the past decade. The U.S. population, now estimated at 328.2 million, has slowed every year since 2015, when the population increased 0.73% relative to the previous year. Population change at the national level does not necessarily reflect what is happening in states and regions. Over a quarter of the nation's population lived in just three states in 2019: California, Texas and Florida, of which Texas added the most people (367,000), followed by Florida (233,000). [Read the full America Counts report here.](#)

FLORIDA MINIMUM WAGE INCREASE AS OF JAN. 1, 2020 – Florida business owners are reminded that the [Florida minimum wage increase takes effect on Jan. 1, 2020](#) to \$8.56 per hour (an increase of 1.12%). Florida law requires the Department of Economic Opportunity to calculate a minimum wage rate each year. The [annual calculation](#) is based on the percentage increase in the federal Consumer Price Index for Urban Wage Earners and Clerical Workers in the South Region for the 12-month period prior to Sept. 1, 2018. In 2004, Florida voters approved a constitutional amendment that increases the minimum wage each year based on inflation.

STAY INFORMED ON AFFORDABLE HOUSING – The National Association of Home Builders (NAHB) has published a “Creating Housing for All” brochure and webpage with links to various resources through compiled research on state and local policies and incentives that are being used to help make housing more affordable in communities across the country. Key strategies for achieving affordability goals are spotlighted as a blueprint for collaboration including planning, zoning and subdivision requirements, cost waivers and reductions, incentives and partnerships. [Access to the NAHB brochure and resources can be via this link.](#)

SCORE WEBINAR: TAKING YOUR BUSINESS GLOBAL IN THE DIGITAL AGE – Developing a global mindset is essential for your business success. In this highly energetic webinar to be held at 1 p.m. Jan. 23, Laurel Delaney, a global small business expert, will demonstrate how to create a roadmap and an export experience that will take your business global. You will learn why rethinking exporting can help you grow your business, how to get your business export ready, tips for leveraging technology, ways to attract customers, find free resources and more. [Registration and further details are available on Score's web page.](#)

LOOKING AHEAD – 2020 WORKPLACE TRENDS – With the unemployment rate never higher than 4% for any month, 2019 proved a banner year for job seekers. And though economists warn of a possible economic downturn within the next two years, American employers at the moment are scrambling to fill the 7.4 million open jobs. What does the workforce currently look like and what may lie ahead? [Here's a peek at 2020 workplace trends](#): remote work continues to grow, fast-growing occupations include health care and renewable energy, increasing employee benefits, and developing the relationship between humans and robots, to name a few.

COLLEGE CONSENSUS RANKS BEST ONLINE INFORMATION TECHNOLOGY MBAs – College Consensus, a unique college ratings website that aggregates publisher rankings and student reviews, has published a guide to the [Best Online Information Technology MBA Programs for 2020](#). Computer and information technology are becoming an increasingly crucial part of all types of business. The U.S. Bureau of Labor Statistics recently reported that career employment opportunities for computer and information systems managers will grow upwards of 11% in the next decade.

FEDERAL RESERVE LIKELY TO PAUSE RATES 2020 – The Federal Reserve (Fed) announced no change in interest rates at the Federal Open Market Committee Meeting (FOMC) under chairman Jerome Powell. The benchmark federal funds rate, thus, remained unchanged at 1.5-1.75%. The rate was reduced to this level by a quarter-point cut in October 2019, the third time this year, to counter the adverse impact of trade conflict and a global downturn. Earlier, the central bank had slashed rates in July and September. [A pause on rate at the current level throughout 2020 was signaled at the FOMC meeting](#), supported by the strengthening economy, optimism on reaching the inflation target and impressive labor-market gains.

DAB OFFERING TSA PRE[®] SCREENING PROGRAM – Daytona Beach International Airport (DAB) invites passengers to enroll in the popular TSA Pre[®] expedited screening program from January 13 to 24. The event will be held on the main floor of the DAB terminal in the baggage claim area. [Online pre-enrollment is required to participate in this local event.](#) The application process will be completed on site, and the fee can be paid only by credit card, money order, company check or certified/cashier's check.

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