



April 2, 2018

ONLINE VERSION AT FLORIDABUSINESS.ORG

PROJECT MANAGEMENT ESSENTIALS SEMINAR – The Volusia's Best Program at Daytona State College will present an important business seminar from 8 a.m. to noon Tuesday, April 24, and Thursday, April 26, at Daytona State College, 1200 W. International Speedway Blvd., Building 150, Room 305, Daytona Beach. Project Management Essentials for the Unofficial Project Manager will address how to complete projects on time, on budget, and with the highest quality. Participants will learn how to instill the entire team with project management abilities and engagement perspectives that consistently support successful project completion. The fee is \$95 for Volusia's Best participants and \$195 for others. Reservations are required; contact Joanne Parker at 386-506-4224 or Joanne.Parker@DaytonaState.edu.

SPORTS SCIENCE ACADEMY – The academy at Mainland High School provides a path for athletic training, sports administration, sports marketing and fitness physiology. Students work with existing athletic teams, wellness program faculty and the athletic department to gain hands-on sports science experience. For more information, contact Suzanne Gibson at sgibson@volusia.k12.fl.us.

SERVICE EXPORT MISSION TO SAO PAULO, BRAZIL – Enterprise Florida (EFI) is hosting the first-ever Service Export Mission to Sao Paulo, Brazil, from June 23 to 27, 2018. Brazil is the largest economy in Latin America and the eighth largest economy in the world. It is ranked as the United States' 10th largest export market and Florida's largest trade partner. The U.S. Commercial Service will schedule one-on-one appointments with pre-screened companies in Sao Paulo through its Gold Key Service for Florida participants on this mission. The Gold Key Service fee is \$1,300 per company. Small- and medium-sized Florida companies may qualify for EFI-sponsored reimbursement of this fee. The Gold Key registration deadline is Friday, April 27. For more information, contact Carlos Guerra or Joseph Bell at cguerra@enterpriseflorida.com or jbell@enterpriseflorida.com.

SOCIAL MEDIA TECH WORKSHOP: SESSION 7 – GOOGLE ANALYTICS – This session in SCORE's Social Media Technology Series covers Google Analytics, which is one of the best analytics tools for websites. If you've ever wondered how your website is performing online, this session will tell you what you want to know regarding your site's traffic, rankings, consumers and much more. The workshop will be held from 6 to 8 p.m. Thursday, April 5, at Daytona State College, 1200 W. International Speedway Blvd., UCF Building 150, Room 101, Daytona Beach. To register, visit <https://tinyurl.com/yadqj2qb> or call 386-255-6889.

2018 TAXPAYER SURVEY -- WalletHub has released its 2018 Taxpayer Survey and its yearly Tax Rates by State report. WalletHub's Taxpayer Survey features a wide range of facts about people's opinions on tax preparation, the IRS and more, while the Tax Rate by State report compares the cost of the average person's various obligations in the 50 states and the District of Columbia. Florida ranked ninth in Overall Effective State and Local Tax Rate (1=Lowest; 25=Avg.), first in Income Tax, 27th in Real-Estate Tax, first in Vehicle Property Tax, and 44th in Sales and Excise Taxes. To review these reports, visit <https://tinyurl.com/gvozh2> for the 2018 Taxpayer Survey and <https://tinyurl.com/h6lo3xk> for the Tax Rates by State report.

FREE TOUR OF THE ADVANCED TECHNOLOGY COLLEGE – Technology is changing the world. It's also changing education, and today, many jobs require technology training. That's why Daytona State College's Advanced Technology College (ATC) was created. The ATC provides local residents with advanced technological training that meets the current and future needs of area industry. A free tour will be offered from 9 to 10 a.m. April 18 at the ATC, 1770 Technology Blvd., Daytona Beach. Participants will see the machinery, meet the teachers, and learn about the training programs and the coming additive and advanced manufacturing programs. Register online at <http://vmaonline.com/events/178/tour-advanced/>.

CONSUMER SPENDING AND BIG BOX RETAIL – ARM Insight has released a detailed consumer spending data report that provides a deep dive into key competitive trends and uncovers important regional and demographic buyer behavior. Nationwide, Amazon continues to gain considerable ground on Walmart and has increased its share from just over one-third to nearly half. However, in Florida and Texas, Walmart still enjoys more than 60 percent share of spending among millennials and has maintained far more stable market share over the past three years. To learn more, go to <https://tinyurl.com/y6wzsp37>.

MANUFACTURING PROJECTS – Site Selection Group, a leading location advisory and economic incentives firm, researched site selection trends for manufacturing projects in the past quarter. More than 1,000 manufacturing projects were announced in the past three months. The average number of jobs created per project was 117 employees, with a median of 40. The average capital investment per project announcement was approximately \$75 million, but the median was much lower at roughly \$5.5 million. For additional information, visit <https://tinyurl.com/y7j9djrj>.

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.