



A weekly economic development briefing from Volusia County Economic Development

Online version available at FloridaBusiness.org

COVID-19 Business Resources Center: VolusiaBusinessResources.com

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WEBINARS, FORUMS AND SEMINARS

DEVELOP YOUR EXPORT GROWTH PLAN AT VIRTUAL EXPORTECH 2021

Business owners can join the MD-DC District Export Council and the U.S. Commercial Service for [ExporTech™ 2021](#) to be held on Tuesdays and Fridays from January through February 2021 via two-hour virtual sessions. ExporTech 2021 can help your company go-to-market by providing support and sources of funding. The program will offer a unique combination of innovative group sessions and individualized coaching to assist you in developing a peer-reviewed export growth plan within 8-10 weeks. The program fee is \$990 and the registration deadline is Dec. 18.

FREE SCORE WEBINAR: GOOGLE ANALYTICS 101

SCORE will present a [free one-hour webinar](#) at 1 p.m. on Nov. 17 on the basics of Google Analytics. This free online tool can help improve your online business by understanding essential data. Business owners can use Google Analytics to understand how customers are experiencing their websites and where those experiences can be improved. Data analytics expert Mo Hossain will walk registrants through the steps of how to set up Google Analytics so you can start getting data from your own website.

BUSINESS NEWS

IRS ANNOUNCES DEADLINE FOR CARES ACT PAYMENT FILINGS

Last March's CARES Act economic relief package provided \$1,200 payments to millions of Americans. If you did not already file a 2019 tax return, receive a payment or register for one, then you should file by Nov. 21 using the [Non-Filers: Enter Payment Info Here](#) to register. For details, see [Topic B: Requesting My Economic Impact Payment](#). Additionally, Social Security, Railroad Retirement and Department of Veteran Affairs' benefit recipients who already received a \$1,200 payment have until Nov. 21 to [register for a payment for their spouse or qualifying child](#).

TOP EIGHT TIPS TO HELP YOUR SMALL BUSINESS SURVIVE THE CORONAVIRUS PANDEMIC

[Nolo.com](#) has compiled a [top eight coronavirus business survival tips list](#). While a lot is unknown about the future of the virus and the economy, there are steps you can take to adapt your business to the current reality. The key steps involve reducing unnecessary expenses and discovering new ways to increase your revenue while keeping your employees, customers, and community safe.

NEWS ITEMS WANTED! – Please send your business news items to [Heather Edwards](#).

CDC UPDATES GUIDANCE ON RETURN TO WORK

On October 21, the Centers for Disease Control and Prevention (CDC) [updated its guidance](#) on what constitutes “close contact” with a person who has tested positive for COVID-19 for purposes of isolation. “Close contact” had been within six feet for a 15-minute period. It has now been revised to be within six feet for a total of 15 minutes over a 24-hour period, which expands what may qualify.

FUNDING PROGRAMS AND UPDATES

SMALL BUSINESS REOPENING GRANTS STILL AVAILABLE

Qualifying businesses with a physical, brick-and-mortar location in a commercial or industrial space in Volusia County may be eligible to receive a **one-time** Reopening Grant Program grant to help them recover from negative financial consequences resulting from the COVID-19 pandemic. Since the grant program’s inception, more than 2,600 grants have been awarded totaling \$8.07 million. [Brick-and-mortar businesses should review the grant criteria and apply online.](#)

*Please note this is a **one-time** grant. If you have previously received funds from this grant program, a second application will be denied.*

HOME-BASED BUSINESS GRANTS STILL AVAILABLE

Qualifying home-based businesses located in Volusia County may be eligible to receive a **one-time** grant to help them recover from negative financial consequences resulting from the COVID-19 pandemic and relaunch their Volusia County business. Funds are still available. Since the grant program’s inception, more than 400 grants have been awarded totaling \$669,000. [Review the complete list of grant criteria details and apply online.](#) *Please note this is a **one-time** grant. If you have previously received funds from this grant program, a second application will be denied.*

SBA ACHIEVES HISTORIC SMALL BUSINESS LENDING FOR FY20

The U.S. Small Business Administration (SBA) has announced [historical results for FY20 loan data](#) concerning assistance provided through its loan programs and the CARES Act. Loans guaranteed through traditional SBA lending programs exceeded \$28 billion. However, enactment of the CARES Act dramatically increased loan volume. In FY20, the Paycheck Protection Program provided an additional 5.2 million loans worth more than \$525 billion. The Economic Injury Disaster Loan (EIDL) Program added 3.6 million small business loans valued at \$191 billion, plus an additional 5.7 million EIDL Advances worth \$20 billion.

SURVEY SAYS

REALTOR SURVEY REFLECTS PANDEMIC’S CONTINUING IMPACT

The National Association of Realtors (NAR) *Commercial Real Estate Trends & Outlook Report* discusses trends in the small commercial market or transactions that are typically less than \$2.5 million. This report uses data from [NAR’s 2020 Q3 Commercial Real Estate Quarterly Market Survey](#). The survey results indicate the pandemic’s continuing impact on transaction volume and on commercial business practices. In the office sector, 62% of respondents reported an increase in companies moving to smaller offices and 54% reported an increase in missed/late/partial rent payment for office, retail, and industrial space.

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