

# The Economic Scene



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

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

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

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## November 10, 2020

### COVID-19 FUNDING PROGRAMS AND UPDATES

#### **DEADLINE TO APPLY FOR SMALL BUSINESS REOPENING GRANTS IS DEC. 11**

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. The application deadline has been set for Dec. 11. 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.](#) *If you have previously received funds from this grant program, a second application will be denied.*

#### **DEADLINE TO APPLY FOR HOME-BASED BUSINESS GRANTS IS DEC. 11**

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. The application deadline has been set for Dec. 11. Since the grant program's inception, more than 400 grants have been awarded totaling \$669,000. [Review the grant criteria details and apply online.](#) *If you have previously received funds from this grant program, a second application will be denied.*

#### **PAYCHECK PROTECTION PROGRAM "NEXT STEPS" WEBINAR**

The U.S. Small Business Administration, in consultation with the Department of the Treasury, published a revised, borrower-friendly Paycheck Protection Program loan forgiveness application implementing the PPP Flexibility Act. Join the South Florida District Office as it explores the next steps in the PPP process. The webinar will be held from 1 to 2 p.m. Nov. 18. [Registration is required on Eventbrite.](#)

### BUSINESS NEWS

#### **VOLUSIA BUSINESS RESOURCES IS NOW ON FACEBOOK**

Whether you are a business owner, entrepreneur, stakeholder or a resident of the Volusia County community, our new Facebook page will provide resources, insights and information helpful to the overall economic growth of Volusia County. [Like and Follow us today.](#)

#### **TOP THREE SMALL BUSINESS HOLIDAY MARKETING TIPS**

With Black Friday, Small Business Saturday and Cyber Monday kicking off the holiday shopping season in November, now is a good time for small businesses to boost sales. This year, 60% of consumers plan to do half or more of their

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

winter holiday shopping at local retailers. Capitalize on this growth opportunity by [using these U.S. Small Business Administration marketing strategies this holiday season.](#)

## ENTREPRENEUR RESOURCES

### **DAYMOND JOHN, SHARK TANK STAR WILL BE THE L. GALE LEMERAND ENTREPRENEURIAL FEATURED SPEAKER**

Uber entrepreneur Daymond John, CEO star on *The Shark Tank* will be the featured speaker for the L. Gale Lemerand Entrepreneurial Speaker Series. John is Founder and CEO of FUBU as well as Presidential Ambassador for Global Entrepreneurship. The free event will take place at 9:15 a.m. on Thursday Nov. 19. [Registration is required.](#)

### **LAUNCH YOUR STARTUP WITH TESTFLIGHT BOOT CAMP**

Are you looking to launch a startup? During this intensive, five-session bootcamp, you will identify and understand your customers, build confidence in your offering and the problem you are solving, and learn how to effectively communicate your value proposition. The bootcamp will be conducted in virtual sessions on the Microsoft Teams platform on Jan. 24 and Feb. 5, 12, 19 and 26. The creator of the bootcamp, StarterStudio, is a not-for-profit 501(c)3 superhub for education, accelerator programs, funding, mentoring and collaborative workspaces. [Find details and register to secure your seat.](#)

## TOURS AND TRAILS

### **39<sup>th</sup> ANNUAL VOLUSIA COUNTY FARM TOUR SET FOR NOV. 20**

Specialty crops from soil to sea will be highlighted during *Volusia County's 39th Annual Farm Tour*. The agricultural industry creates jobs, feeds families and pumps more than \$780 million into the local economy. This year's event will spotlight eight of the more than 1,500 farms in Volusia County. Farms will open their doors for visitors to learn more about their industry from **9 a.m. to noon Nov. 20**. The tour is sponsored jointly by the University of Florida/Volusia County Extension and the Volusia County Farm Bureau. [Find complete details on featured farms and locations.](#)

### **WEST VOLUSIA TOURISM ADVERTISING AUTHORITY INTRODUCES "COOLCRAFT BEVERAGE TRAIL"**

It's time to hit the trail and find beverages as "cool" as their destination! In cooperation with several local partners, the West Volusia Tourism Advertising Authority will kick off the "CoolCraft Beverage Trail" starting Nov. 27. Visitors will hit the trail for the best "crafts" around ... and it's not just about the beer. With meads, smoothies, teas, coffees and brews, you can tour and taste all the "trail" destinations have to offer. [Plan your craft beverage tour now.](#)

## WORKFORCE EDUCATION

### **INTRODUCING 'GET THERE FLORIDA' WORKFORCE EDUCATION INITIATIVE**

Gov. Ron DeSantis and the Florida Department of Education announced the launch of [Get There Florida, a new workforce education initiative](#) aimed at raising awareness of short-term, but high-value, career and technical education programs. The initiative highlights the key benefits of rapid credentialing programs available to Floridians at the 28 Florida College System institutions and the 48 technical colleges and centers across Florida. Programs include advanced manufacturing, transportation and logistics, health care, and information technology.

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