

The Economic Scene



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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November 24, 2020

BUSINESS NEWS

MARK YOUR CALENDAR: SMALL BUSINESS SATURDAY IS NOVEMBER 28

This Saturday, November 28 is [Small Business Saturday](#) – a day to celebrate and support small businesses and all they do for our community. According to the 2019 Small Business Saturday Consumer Insights Survey, 70% of U.S. consumers are aware of Small Business Saturday. We know that small businesses need our support now more than ever. Join the Small Business Administration and organizations across the country by shopping at a local small business in your community.

VOLUSIA COUNTY AND SPARTON TEAM UP TO HELP THE ECONOMY AND THE ENVIRONMENT

Operating out of its vast manufacturing facility in DeLeon Springs, [Sparton](#) has been a good neighbor, a good corporate citizen and one of Volusia County's largest private-industry employers for more than 50 years. For Sparton and the local community, being socially responsible takes on added significance given the company's close proximity to a delicate watershed that includes the natural spring at DeLeon Springs State Park about a mile away. And that's why Sparton's recent overhaul of its onsite wastewater disposal system to a more environmentally-friendly treatment plant was cause for celebration. And it all happened with the help of a grant from the county – an investment in Sparton, the local economy and the protection of precious water resources. [Watch the full video.](#)

ECONOMIC REPORTS - Available on FloridaBusiness.org

THIRD QUARTER "Q BOOK" ECONOMIC REPORT

Did you know Volusia County Economic Development creates a quarterly report with the most recent economic indicators and trends that impact our county's economy? The 2020 third quarter report includes updates on current labor market conditions for Volusia County and municipalities, distribution of CARES act funds via the ReLaunch Volusia grant program for brick-and-mortar, home-based and non-profit businesses, Payroll Protection Program loans issued in Volusia County, and commercial and residential new construction building permit trends. [Check out the 3Q-2020 Q Book.](#)

LATEST FLORIDA & METRO FORECAST REPORT

The University of Central Florida's Institute for Economic Forecasting has released its latest *Florida & Metro Forecast* as of November 2020. The forecast is a comprehensive, quarterly review of the Florida economy and 12 metropolitan areas including Deltona-Daytona Beach-Ormond Beach. Forecast highlights include Real Gross State Product, payroll job growth, labor force growth, industry sector outlook, housing, real personal income growth and retail sales. [Read the full Florida & Metro Forecast report.](#)

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

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, nearly 2,700 grants have been awarded totaling \$8.14 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, nearly 500 grants have been awarded totaling \$718,500. [Review the grant criteria details and apply online.](#) *If you have previously received funds from this grant program, a second application will be denied.*

WEBINARS, FORUMS AND SEMINARS

FREE SCORE WEBINAR: THE FIVE STEP MARKETING STRATEGY DURING A PANDEMIC

Score will present a [free one-hour webinar](#) at 1 p.m. on Dec. 8 titled *The Five Step Marketing Strategy During a Pandemic*. Certified SCORE Mentor and Marketing Chair Cheri Bales will show you how to tackle five marketing steps: define marketing goal, determine target audience, plan approach, craft the message, and evaluate results. Bales will give you some tools to look at marketing in a whole new, manageable way in today's pandemic times.

TEST YOUR (TURKEY) KNOWLEDGE

THANKSGIVING DAY FUN FACTS

From the number of turkey towns and cranberry counties, each year, the [U.S. Census Bureau generates interesting Thanksgiving Day Fun Facts](#) which can be used as student-friendly handouts in the classroom. Did you know the six largest turkey producing states account for 69% of all turkeys produced in the United States? In order from most to least: Minnesota, Arkansas, North Carolina, Indiana, Virginia and Missouri.

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