



On the Economic Scene Make it Volusia

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

August 7, 2017

ONLINE VERSION AT FLORIDABUSINESS.ORG

ACADEMY OF ENTERTAINMENT AND SPORTS MARKETING – The Academy at New Smyrna Beach High School develops a solid foundation of marketing, financial and business skills through the use of hands-on activities and a project-based curriculum. Students gain print media skills through the use of Adobe Creative Suites software (Photoshop, Illustrator, Premier and InDesign) and in producing entertainment and sports papers, promotional videos and media guides. Contact Academy Director Roshunda Jenkins at REJenkin@volusia.k12.fl.us.

TROPICAL STORM SEASON PEAK – August starts the peak period for hurricane season. The best time to make sure your business is prepared for a storm or evacuation is before a storm approaches Florida. Visit Volusia County Emergency Management's website at www.Volusia.org/emergency for disaster planning checklists, maps, and links to other emergency resources. For further preparedness assistance, visit www.redcross.org.

BEST EMPLOYERS – Florida Trend recently partnered with the Best Companies Group for a ninth annual survey of firms to identify Florida's 100 best employers. The survey involved an assessment of company policies, practices and demographics. A questionnaire was completed anonymously by employees of each firm. Any firm with at least 15 employees in Florida could participate at no cost. The results were awarded in the large, mid-sized and small categories. Security First Managers in Ormond Beach was recognized as a best employer in the mid-sized category.

COUNTY JAIL HOSTS CAREER FAIR AUG. 19 – Men and women interested in a career in public protection have an opportunity to join Volusia County's Division of Corrections. The division will host a career fair at 8 a.m. Saturday, Aug. 19, at the Volusia County Branch Jail, 1300 Red John Drive, Daytona Beach. Attendees will meet with staff, tour the facility, and learn about benefits and job responsibilities. Participants can also fill out an application and begin the prescreening process. The event is for officer trainees, but positions are also open for booking technicians, supervisors, experienced corrections officers, and part-time and intermittent officers. For more information about the job fair and careers in corrections, contact Molly Hudson at mhudson@volusia.org or 386-736-5951.

CUSTOMER SERVICE, GOING BEYOND THE BASICS – Volusia/Flagler SCORE will present a new workshop in which attendees will learn the essence and importance of an organization's focus on excellence when it comes to customer service. The workshop will be from 6 to 8 p.m. Thursday, Aug. 17, at Daytona State College – UCF building 150, room 100, Daytona Beach. Reservations are required. Register at www.score87.org. For more information, contact SCORE at 386-255-6889.

MEDICA 2017 – The premiere global life sciences/medical trade show known as MEDICA 2017 is scheduled for Nov. 13 to 16, in Düsseldorf, Germany. Last year's show attracted 130,000 visitors from nearly 120 countries; 40 percent were from countries other than Germany, and 45 exhibiting companies were from Florida. Many of Florida's top medical companies will promote their goods and services from the Florida Pavilion for the 23rd consecutive year. Individual booths are being offered to Florida companies to co-exhibit within the pavilion. Target Sector Trade Show Grants are available to help offset exhibition costs. To learn more, contact Virgil Kimball at Vkimball@volusia.org or 386-248-8048, option 2.

FLORIDA'S GOT TECH TALENT – CBRE Research's "2017 Scoring Tech Talent" report sheds light on the Sunshine State's emerging innovation economy. The CBRE report applies 13 metrics to rank the 50 largest tech markets according to their competitive advantages and appeal to tech employers and tech talent. Five Florida metros appear in the top 11 spots for fastest five-year growth rates (2011 to 2016) among the small tech talent markets; they are Tampa, Orlando, Fort Lauderdale, Miami and Jacksonville. To view the full report, visit <http://www.cbre.us/research-and-reports/Scoring-Tech-Talent-2017>.

WALMART OPEN CALL – Retailer Walmart recently hosted its 4th annual "Made in the USA" Open Call event aimed at delivering on a commitment to purchase \$250 billion in products made, sourced or grown in the United States by 2023. In addition to product pitch meetings with Walmart buyers, the event included an update from company leadership on progress toward the company's goal of supporting U.S. manufacturing and insights on Walmart shoppers. To watch a replay of the event, visit <https://www.youtube.com/watch?v=Mly5Vv1VnsQ>.

REAL ESTATE SURVEY FINDS EXPECTATIONS OF STABILITY -- National real estate advisory firm RCLCO shared outcomes from its Mid-Year 2017 Real Estate Market Sentiment Survey. Respondents are feeling slightly less optimistic than they were six months ago, but most still see continued stability in market conditions for the near- to mid-term. Two-thirds (65 percent) of respondents believe the next U.S. real estate market downturn will not begin until at least 2019, and current sentiment is higher than it was a year ago. Respondents predict maturing but stable conditions to continue for at least the next year for most real estate product types.

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