



On the Economic Scene



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

November 25, 2019

[ONLINE VERSION AT FLORIDABUSINESS.ORG](http://FLORIDABUSINESS.ORG)

FIBERGLASS FABRICATION BOOT CAMP – Daytona State College is offering a winter session of its Fiberglass Fabrication Boot Camp from 6 a.m. to 4 p.m. Dec. 13, 14, 20 and 21 at the college's Fiberglass Fabrication Lab, 1601 Tionia Road, New Smyrna Beach. The 40-hour boot camp is the result of a unique local industry partnership with Boston Whaler, Dougherty Manufacturing, EdgeWater Power Boats, Everglades Boats, industry associations and suppliers. Participants will be introduced to fiberglass manufacturing, including manufacturing processes, safety, tools and equipment, lamination, and final part finish and inspection. The cost is \$595; assistance with paying the fee may be available for eligible participants through CareerSource Flagler/Volusia. For more information and registration, [contact Joanne Parker](#) or call [386-506-4224](tel:386-506-4224). [Learn more about this partnership program in Today's Workforce.](#)

DID YOU MISS THE LATEST VOLUSIA COUNTY QUARTERLY ECONOMIC BRIEFING? – These free quarterly community briefings, known as “Q” meetings, present the most recent economic indicators and trends that impact our county's economy. The 2019 third quarter briefing included updates on current labor market conditions for Volusia County and municipalities, education completions, and commercial and residential new construction building permit trends. Current housing market analysis charts were also included for apartment rents and vacancy rates as well as homeownership rates. [Check out the 3Q-2019 Q Book update on Floridabusiness.org.](#)

NATIONAL SMALL BUSINESS SATURDAY – Nov. 30 is Small Business Saturday – a day to celebrate and support small businesses and all they do for our community. Join the U.S. Small Business Administration (SBA) and organizations across the country in supporting our local economy by shopping at a small business. Founded by American Express in 2010 and officially cosponsored by the SBA since 2015, Small Business Saturday has become an important part of how many small businesses launch their busiest shopping season. The [SBA Initiatives website](#) has more details on Small Business Saturday including how to obtain free marketing materials for small business owners.

VOLUSIA COUNTY BUSINESS INCUBATOR CLIENT SHOWCASE – The Volusia County Business Incubator Powered by the UCF Business Incubation Program will host a client showcase from 4 to 7 p.m. Monday, Dec. 2, in its facility at Daytona Beach International Airport, 601 Innovation Way, Daytona Beach. The free showcase will introduce more than a dozen early-stage companies and include presentations for the Entrepreneur and Graduate of the Year awards. Volusia County Government, in partnership with the UCF Business Incubation Program, opened the Volusia County facility in 2011. The incubator works to create jobs and develop the community's next great companies. For more information, [contact Connie Garzon-Bernal](#), associate director and site manager, or call [386-872-3100](tel:386-872-3100).

HEALTH SERVICES ACADEMY – The academy at Deltona High School prepares students for careers in health care. Through strong partnerships with AdventHealth and the local health care community, students participate in intensive medical preparation combined with career-related and core academics. Academy students take part in a unique learning environment that prepares them for direct entry and/or post-secondary preparation in this growing industry. The numerous Volusia County Schools career academy programs provide industry sector focused preparation and student engagement. Students gain early career knowledge, skill development and workplace exposure. Business owners are encouraged to consider the advantages of participating with career academies. For more on this academy, [contact Academy Director Brandy Meadows](#).

2020 INDUSTRIAL INVESTMENT OUTLOOK – U.S. industrial investment is expected to continue at a steady pace into 2020, although headwinds created by tariffs and a slowing economy are beginning to strengthen, according to the third annual Industrial Investor Sentiment Report from Real Capital Markets and the Society of Industrial and Office Realtors. The current economic expansion has brought record-setting leasing, construction and investment activity to many markets across the country. Businesses continue to refine their supply chain strategies to expand operations, reach customers more quickly, tap into new e-commerce opportunities, and improve overall efficiencies. [Read the full report here.](#)

GENERATION Z SUSTAINABLE CONSUMERS GO DIGITAL – The era of the activist consumer has long since arrived, and the signals of this growing movement are evident. The activism of Generation Z consumers puts them in a unique position to effect actual change at the business level. [According to survey and profile data from Nielsen.com](#), U.S. Generation Z adult consumers (ages 18-24) who identify as sustainability conscious spend 10% more time than their peers viewing news and information sites and apps on their digital devices. Generation Z adult consumers clock more than six hours daily with their digital devices – almost 20 minutes more than their non-sustainability conscious Generation Z peers. For brand owners, content creators and publishers, reflecting the challenges of the world can resonate with Gen Z consumers' drive to make a positive impact. It can be key to building consumer loyalty with an increasingly on-the-move segment.

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