



On the Economic Scene



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

December 2, 2019

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

FUTURE OF MANUFACTURING WEBINAR: TRANSFORMATIONAL TECHNOLOGY & YOUR WORKFORCE – Manufacturers are implementing new technologies including artificial intelligence, advanced automation and data analytics to transform their present and future operations. While these technologies drive increased operational efficiencies and overall productivity, they also help attract new talent and provide the opportunity for workforce upskilling. This [free one-hour webinar hosted by IndustryWeek®](#), occurring at 2 p.m. Dec. 11, will explore how advanced technologies are transforming the manufacturing industry and the industry workforce.

FLORIDA STERLING COUNCIL MANUFACTURING BUSINESS EXCELLENCE AWARD – Nominations are now open for the 2020 Florida Sterling Manufacturing Business Excellence Award. This award and process have been developed through the partnership between FloridaMakes and The Florida Sterling Council. The Sterling Criteria for Performance Excellence, modeled from the evidence based National Baldrige Criteria for Performance Excellence, provides a systematic framework for helping organizations improve their return on investment and bottom line. All manufacturers with production facilities in Florida are eligible to participate, and it is not necessary for nominees to be members of any association. Any individual or organization including any industry group, supplier, customer, workforce or economic development organization, or government agency may make nominations, including self-nominations. The nomination deadline is Friday, Dec. 20. For details, [view the FloridaMakes Sterling Award web page](#).

14th ANNUAL HIGH SCHOOL SHOWCASE – The 14th Volusia County Schools Annual High School Showcase will be held from 5 to 7 p.m. Thursday, Dec. 12, at the Volusia County Fairgrounds/Tommy Lawrence Arena. Seventh and eighth grade middle school students and their parents can learn about the outstanding programs and career academies available to high school students in Volusia County Schools. The showcase can help parents explore the available offerings and become actively involved in selecting programs that match the interests, needs and abilities of their children. Applications for Career & Technical Education (for career academy programs), Cambridge/AICE and IB programs will be available at the event. For further information, [contact CTE Specialist, Dr. Kristen Pierce](#).

LIVE WEBINAR: FUN IS POWERFUL – TRANSFORM YOUR CREATIVE IDEAS INTO INNOVATION AND PROFIT – Are the constant demands of running your own business zapping your creativity? Discover how every business under the sun can derive new energy – and create new innovative possibilities – by tapping into the principles of creativity. Learn how to visualize your business strategy like a game board with universal roles, goals and rules; define what needs strengthening in your brand's storyline; and find the creative energy to realize your potential and grow your business. Robin Blakely, CEO of Creative Center of America, will demonstrate an easy-to-understand strategy that inspires creative thought, focuses creative thinking on innovation, and ultimately leads businesses to better bottom lines. SCORE will present this free, live webinar at 1 p.m. Thursday, Dec. 5. [Go to the SCORE webinar page](#) for registration and further information.

ACADEMY OF SCIENTIFIC INQUIRY AND MEDICINE – This academy at Mainland High School is designed for students with career interests in medical, environment and research fields. The divisions include human and life sciences, environmental sciences and biomedical technology. The environmental sciences division has course study in natural resources, veterinary sciences and aquaculture. By design, the biotechnology division requires completion of college level courses along with the rigors of high-level sciences and mathematics. [Contact Academy Director Dan Lundy](#).

FLORIDA RANKS NO. 2 IN BEST STATES FOR ENTREPRENEURS IN 2020 – According to a [survey conducted by SeekCapital.com](#), Florida ranks No. 2 for entrepreneurs seeking to start a new business. Florida also has the highest rate of new entrepreneurs, with 0.46% of its population starting businesses. Twenty-one factors contributed to the nationwide results including five-year growth in the working age population, business tax climate, GDP growth, venture capital deal flow, and employment statistics such as labor force participation rate and unemployment rate. The startup activity category of factors was weighted more in this entrepreneur-focused study. Startup activity criteria included the rate of entrepreneurship, the percent of entrepreneurs who started their business by choice instead of necessity, the one-year survival rate and the jobs created in the first year.

HOUSING COST BURDEN EASES FOR HOMEOWNERS BUT NOT FOR RENTERS – According to U.S. Census Bureau's [American Community Survey](#), the housing cost burden has eased for U.S. homeowners, but remained stagnant for renters in the 10 years since the 2008 recession. Households considered burdened are those that spend at least 35% of their monthly income on housing costs. There were 77.7 million owner-occupied housing units in the United States in 2018 and 43.8 million renters. There was an 8% drop in the number of burdened homeowners with mortgages, but the percentage of burdened renters was largely unchanged at a decrease of only 0.2%. [Additional information is available by clicking here](#).

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.