



# On the Economic Scene Make it Volusia

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

August 14, 2017

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

**DIGITAL VIDEO ACADEMY** – Student participants in the Atlantic High School Digital Video Academy have opportunities to work with producers and directors who make real television shows, movies and web series! The Digital Video Academy (DVA) energizes and enhances original thinking and creativity through the use of state-of-the-art, hands-on, HD video production. For more information, contact Academy Director Don Brunning at [dbrunnin@volusia.k12.fl.us](mailto:dbrunnin@volusia.k12.fl.us).

**CODE RED EMERGENCY NOTIFICATIONS** – Did you know you can be notified by your local emergency response team in the event of emergency situations or critical community alerts? Examples include evacuation notices, bioterrorism alerts, boil water notices and missing child reports. If you have a cellphone, unlisted landline or VoIP number, register at [www.volusia.org/emergency](http://www.volusia.org/emergency) and click on the Code Red Weather Warning logo. Call [386-258-4088](tel:386-258-4088) for more information.

**CREATING A POWERFUL, REVENUE GENERATING WEBSITE** – Volusia/Flagler SCORE will present a workshop for anyone starting a business or already in business and in need of a website from 6 to 8 p.m. Thursday, August 24, at Deltona City Hall, 2345 Providence Blvd., Deltona. Reservations are required. For registration and details, go to [www.score87.org](http://www.score87.org) or call [386-255-6889](tel:386-255-6889).

**CORPORATE CITIZENSHIP ENHANCING BUSINESS BRANDS** – According to the Boston College Center for Corporate Citizenship's 2017 State of Corporate Citizenship study, corporate citizenship programs have an important role in delivering the benefits of strong business brands and reputations. The number of executive survey respondents reporting success in enhancing reputation nearly doubled when corporate citizenship efforts were integrated into the company's overall business strategy. The top success takeaways were to authentically align company mission with community impact, meaningfully use company data to drive decision-making, and to lead with their employees as brand ambassadors when sharing corporate citizenship stories.

**BUSINESS EXPO & CAREER FAIR** – Noon to 4 p.m. Friday, Sept. 1. The Volusia Hispanic Chamber of Commerce, along with its business sponsorship partners, will hold its business expo and career fair featuring business-to-business networking, business-to-consumer exposure, and a free career fair featuring a number of local employers. This event is an opportunity to showcase your business and network with others. Also featured will be an interactive panel discussion on area job markets and opportunities highlighting local industry sectors. The expo and fair will take place at Deltona High School, 100 Wolf Pack Run, Deltona. For further information, go to [www.volusiachamber.org/vhcc-events](http://www.volusiachamber.org/vhcc-events) or call [386-626-4264](tel:386-626-4264).

**VC INVESTMENT-TO-EXIT RATIO AT RECORD HIGH** – Opting to raise more funds rather than prioritizing an exit seems to be an increasingly popular route for U.S. startups according to data from the Second Quarter (2Q) PitchBook-National Venture Capital (VC) Association Venture Monitor report. Why is this happening? Companies are choosing to stay private longer. The average time to exit has hit roughly six years through first half of 2017. The number of U.S. venture capital investments for every VC-backed exit reached a record high — landing at 11,300. For the 3,917 VC investments completed, there were just 348 exits. Median time to IPO now exceeds eight years, time to buyout is hovering around six-and-a-half years, and time to acquisition has landed at about four-and-a-half years.

**11TH ANNUAL MANUFACTURERS SHOWCASE** – There is still time to sign up for the We Make It Here! /11th Annual VMA Manufacturers Showcase on Sept. 13. Join more than 100 exhibitors and demonstrate your company's capabilities, find work and make sales, and inspire the future workforce. Don't miss the 6th Annual Robotics Competition and this year's newly added feature of on-stage speakers on such topics as cybersecurity, 3-D printing applications and digital marketing. The showcase will be held from 11 a.m. to 7 p.m. at the Embry-Riddle Aeronautical University ICI Center, 521 S. Clyde Morris Blvd., Daytona Beach.

**SEVEN SECRETS TO INCREASING YOUR SALES** – SCORE will present a free workshop from 6 to 8 p.m. Sept. 14 at Deltona City Hall, 2345 Providence Blvd., Deltona, to share seven secrets to increase your sales. Discover techniques that will increase your ability to achieve success, make extra dollars and break through any psychological impasse that blocks your goals. Reservations are required. To register, visit <https://volusiaflagler.score.org> or call [386-255-6889](tel:386-255-6889).

**FLORIDA RANKS THIRD IN HIGH-TECH EXPORTS** – According to Enterprise Florida's recently published 2016 International Business Highlights report, Florida was the third largest exporter of high-tech goods in the U.S. after Texas and California. Good shipments comprised \$12 billion in 2016, and the state's share of total U.S. high-tech exports was 5.9 percent. The leading high-tech export categories were over \$4.3 billion in communications equipment and over \$3 billion in computer equipment. To access the report, go to <http://tinyurl.com/ybz8qxph>.

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