



On the Economic Scene Make it Volusia

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

January 8, 2018

ONLINE VERSION AT FLORIDABUSINESS.ORG

ACADEMY OF LAW AND GOVERNMENT – The Academy of Law and Government at Atlantic High School focuses on careers in the areas of law, government and public service. It provides information and intern experiences for students who aspire to be lawyers, politicians, police officers, forensic scientists, crime lab technicians, and other law and government related professionals. For more information, contact Academy Director Jeremy Ossler at jossler@volusia.k12.fl.us.

2018 FLORIDA MINIMUM WAGE – Florida law requires the Florida Department of Economic Opportunity to calculate a minimum wage rate each year. The annual calculation is based on the percentage increase in the federal Consumer Price Index for Urban Wage Earners and Clerical Workers in the south region for the 12-month period prior to Sept. 1, 2017. The 2018 Florida minimum wage is \$8.25 per hour, effective January 1, 2018. Further, employers must pay tipped employees a direct wage that is calculated as equal to the minimum wage (\$8.25) minus the 2003 tip credit (\$3.02), or a direct hourly wage of \$5.23 as of January 1, 2018. To review the wage calculations, visit <https://tinyurl.com/ycastrwt>.

FINANCIAL BASICS OF YOUR BUSINESS: BUDGETING TO REPORTING – Part of developing a great business plan that will lead you to a successful business model and company begins with your company's capability to maintain and grow. By itself, planning ahead with working capital is not enough to build and sustain a business. Workshop 1 of this two-part series will provide an understanding of your company's fiscal health to identify where you excel and where you need to improve. Workshop 1 will be from 6 to 8 p.m. Thursday, Jan. 25, at Daytona State College, UCF Building 150, Room 100, in Daytona Beach. Reservations are required. For more information, call 386-255-6889 or visit <https://volusiaflagler.score.org/>.

DO NOT CALL REGISTRY DATA BOOK ISSUED – The Federal Trade Commission has issued the National Do Not Call Registry Data Book for Fiscal Year 2017. Now in its ninth year of publication, the Data Book contains a wealth of information about the Registry for FY 2017 (from Oct. 1, 2016, to Sept. 30, 2017). The Data Book provides more information on robocall complaints and new information about the types of calls consumers reported to the FTC. It also includes a complete state-by-state analysis. This year the FTC has developed a mini site on its website to make the information in the Data Book more accessible, such as providing a webpage for each state. To read the full report or to learn more about the National Do Not Call Registry, go to <https://tinyurl.com/ybvoh25d>.

BUSINESS TRENDS TO LOOK FOR IN 2018 – As reported at workzone.com, there are several significant business marketplace trends to look for in 2018. One is the expansion of artificial intelligence (AI) powered software in business operations and data management tasked with increasing efficiency and productivity. When combined with automation and robotics driven by AI, traditional jobs are seen as continuing to face an uncertain future. Another is the shift in customer preferences from traditional quality-driven brand loyalties to a growing customer preference for buying into a company's shared vision or set of community values. For more on these trends, go to <https://www.workzone.com/blog/business-trends-2018/>.

ELEVATE DAYTONA – Elevate Daytona Beach will host its next event from 5 to 8 p.m. Thursday, Jan. 18, at the News-Journal Center in downtown Daytona Beach. Speaker slots, sponsorship opportunities and general admission tickets are available. For more details, visit www.ElevateDaytonaBeach.com.

2018 SPACEPORT ROCKET LAUNCHES – As reported in Florida Today, Florida could see up to three dozen launches at Cape Canaveral Spaceport in 2018 if schedules hold. Government and commercial payload missions are scheduled to launch on SpaceX and United Launch Alliance rockets. Planned missions for SpaceX would be launched using the Falcon 9 or Falcon Heavy rockets. Launches by the United Launch Alliance for the Department of Defense, NOAA, the Air Force and NASA would use the Atlas V rocket. A calendar of anticipated launches and space events can be found at <https://www.space.com/32286-space-calendar.html>.

VOLUSIA COUNTY QUARTERLY ECONOMIC BRIEFING – Save the date! The next quarterly economic development briefing from the Volusia County Economic Development Division will be at 7:45 a.m. Friday, Feb. 9, in the Dennis R. McGee Room at Daytona Beach International Airport. For more information, call 386-248-8048.

IDEAS FOR NEW SMALL BUSINESSES – Thinking about starting a business in 2018? Last month, personal finance website thebalance.com offered its selections for the best small-business ideas based on current trends in business and demographics. Among them were virtual reality applications, skilled trades, software engineering and development, children's services, home renovations, senior care services, food trucks, and facility support services. To access the article, go to <https://tinyurl.com/y9hdtcbc>.

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