



On the Economic Scene



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

May 2, 2016

ONLINE VERSION AT FLORIDABUSINESS.ORG

QUARTERLY ECONOMIC BRIEFING -- The next quarterly economic development briefing from the Volusia County Economic Development's Division is scheduled for 7:45 a.m. Friday, May 6, in the Dennis R. McGee Room on the second floor of Daytona Beach International Airport. Ms. Patricia Boswell, MPH, Administrator, Florida Department of Health in Volusia County, will be the featured speaker. For more information call [386-248-8048](tel:386-248-8048).

WOMEN-OWNED BUSINESSES -- The sixth annual State of Women-Owned Businesses Report shows more than 1,000 women-owned businesses are formed each day. The number of women-owned firms is growing at a rate five times faster than the national average according to the 2016 State of Women-Owned Businesses Report, commissioned by American Express OPEN. The sixth annual report, which is based on historical and current U.S. Census Bureau and Gross Domestic Product data, found that between 2007 and 2016, the number of women-owned firms rose by 42 percent with women starting 1,072 (net) new businesses per day. To review the full report, visit <http://about.americanexpress.com/news/docs/2016x/2016SWOB.pdf>.

EXPORT TO MEXICO -- Tremendous opportunities exist for Florida companies interested in increasing their footprint in Latin America. Small and mid-sized Florida manufacturers and professional service providers may qualify for a Gold Key Grant, which will offset the matchmaking registration fee for the first company representative. For more information contact Ilona Vega with Enterprise Florida at [305-808-3582](tel:305-808-3582) or ivega@enterpriseflorida.com.

SBDC COURSE -- The Disciplines of Marketing training course will be offered at Daytona State College May 18 and 19. Learn your target for marketing, identify the money-maker for your organization and learn how to translate these into strong relationships and fierce customer loyalty. To register call [386-506-4723](tel:386-506-4723) or email sbdc@daytonastate.edu.

HOMEOWNERSHIP -- The latest Zillow Housing Confidence Index (ZHCI) has determined that 65 percent of millennials believe owning a residential property is crucial to achieving the American dream, the highest among age-ranked demographics. In addition, 64 percent of respondents age 65 and older responded the same. The ZHCI is based upon response data collected from the U.S. Housing Confidence Survey and includes a demographic breakdown.

FINANCE OPTIONS FOR HOME-BASED BUSINESS -- A free SCORE sponsored workshop is being offered for anyone who is in a home-based business or thinking about starting a home based business and needs financial funding. The workshop will be Thursday, May 5 from 6 to 8 p.m. at Daytona State College. To register visit www.score87.org or call [386-255-6889](tel:386-255-6889).

NFIP FEE INCREASES -- Florida Insurance Commissioner Kevin M. McCarty has alerted consumers to new changes to the National Flood Insurance Program (NFIP) including price and fee increases for all policies and the elimination of certain subsidies for certain lapsed and reinstated Pre-Flood Insurance Rate Map (Pre-FIRM) policies. On average, Floridians with policies on pre-FIRM primary residences could see individual policy increases between 15 and 18 percent with certain policies seeing an increase of 25 percent. It's been reported that the NFIP has 5.1 million policies with roughly one-third of those in Florida. For more information, visit <http://www.flair.com/PressReleases/viewmediarelease.aspx?id=2153>.

RETIREMENT INDEX -- The LPL Research Retirement Index ranks states on attractiveness for pre-retirees. This index looks specifically at 45 to 64-year-olds and assesses strengths and weaknesses of pre-retiree desirability on a state level rather than city or regional level. States are evaluated on six key factors, each with its own supporting metrics, to evaluate overall desirability for retirement. To learn more visit http://lpl-research.com/~rss/Thought_Leadership/TL_Retirement_Index.pdf

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.