



On the Economic Scene Make it Volusia

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

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ONLINE VERSION AT FLORIDABUSINESS.ORG

EXPORT GUIDE -- Enterprise Florida has launched the 2016 Florida Export Guide. This magazine-style publication focuses on helping Florida companies connect with global markets through exporting. The guide provides Florida small and medium-sized businesses with key resources for exporting, including a directory of contacts, websites, best practices and other helpful information. Copies are available at U.S. export assistance centers and select small business development centers. A digital version is available at <http://florida.think.global/feg2016/feg16/index.html>.

SPORTING GOODS REPORT -- The 2016 edition of the National Sporting Goods Association (NSGA) Sporting Good Market report shows consumer retail dollar sales of sporting goods equipment, athletic footwear and apparel increased 4 percent in 2015. Dollar sales increased by 5 percent for athletic footwear, while apparel and equipment both increased by 3 percent compared to 2014. The footwear category experienced largest dollar gains in the walking shoe, gym/fashion sneaker, and running/jogging shoe segments while the equipment category benefited from the continued growth of the fitness segment. To learn more, visit <https://www.nsga.org/news/publications/nsga-scoreboard/sporting-goods-grows-in-2015/>.

COMMUNICATIONS AND ARTS IN PERFORMANCE ACADEMY -- The mission of this Academy at Atlantic High School is to inspire and enrich student creativity through innovative and integrated communications and performing arts curriculum. The career focus in the technical and performance aspects of television, film and theater connects students to arts and communications-related careers. For information, email Academy Director Jeremy Blackwell at jnblackw@volusia.k12.fl.us

HOW TO SELECT THE RIGHT BUSINESS OR FRANCHISE -- This SCORE workshop from 6 to 8 p.m. June 23 at Daytona State College will provide tools to help determine whether you are a candidate for starting your own new business or if you should purchase a franchise. Register at www.score87.org or call [386-255-6889](tel:386-255-6889).

OBESITY IN THE U.S. -- The rate of obesity in the United States continues to increase, according to the latest report from the Centers for Disease Control and Prevention. The new report contains data from the 2015 survey, which included more than 100,000 people and shows that 30.4 percent of Americans age 20 and older said they were obese, up from 29.9 percent in 2014. This continues a trend that has been going on since the mid-1990s when researchers began using the current survey and only 19.4 percent of Americans said they were obese. The National Health Interview Survey has been conducted since 1957 asking Americans 18 years and older about their health and the health of family members.

POWER INDEX -- The latest "Middle Market Power Index" by American Express and Dun & Bradstreet found that while the total number of commercially active firms has declined since 2011, the number of middle market firms has doubled. Middle market firms, defined as those with annual revenue between \$10 million and \$1 billion, now contribute \$9.3 trillion to the U.S. economy and account for more than half of total national job growth. While these firms make up less than one percent of U.S. businesses, they contribute one in four dollars (26%) and employ one in four workers (27%) in the private sector. To review a summary of the report, visit <http://about.americanexpress.com/news/pr/2016/middle-market-companies-fuel-growth.aspx>.

FLORIDA BANKS -- The state's 154 banks and thrifts earned a combined \$315 million in the first quarter, up 33.5 percent from 2015, according to data released by the Federal Deposit Insurance Corp. Total loans and leases hit \$126.1 billion in the quarter, up by \$8.4 billion, or 7 percent, from 2015. Nationwide, the 6,122 banks earned \$39.1 billion despite higher net operating revenue. Just over 61 percent of banks nationally reported higher profits, and only 5 percent of banks were unprofitable. In Florida, 72 banks have been shuttered since 2008.

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.