



# On the Economic Scene



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

July 4, 2016

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

---

**TSA PRECHECK ENROLLMENT CENTER OPEN AT DAB** – A TSA PreCheck enrollment center is now open at Daytona Beach International Airport (DAB). PreCheck allows participating flyers to experience a more efficient airport screening process by leaving on shoes, light jackets and belts and leaving laptops and compliant liquids in carry-on bags. Passengers must pre-enroll and schedule an appointment at [www.identogo.com](http://www.identogo.com). At the appointment, passengers will need to show documentation proving identity and citizenship status. During the onsite enrollment at DAB, applicants will be fingerprinted for a background check. Visit <http://www.tsa.gov/tsa-precheck/required-documentation> for a complete list of required documents.

**EXCEPTIONAL SERVICE WORKSHOP** – Daytona State College will offer its “Achieving Success through Exceptional Service” workshop Wednesdays, July 13 and 27 and Aug. 3. The focus of this interactive, high-energy workshop is on helping businesses and organizations gain a deeper understanding of the core elements of exceptional service, and to understand why it is so critical to business success. To register, call Joanne Parker at [386-506-4224](tel:386-506-4224).

**ACADEMY OF ENTERTAINMENT AND SPORTS MARKETING** – The Academy at New Smyrna Beach High School develops a solid foundation of marketing, financial, and business skills through hands-on activities and a project based curriculum. Students gain print media skills by using Adobe Creative Suites software (Photoshop, Illustrator, Premiere, and InDesign) and by producing entertainment/sports promotional videos and media guides. For information, email Academy Director Roshunda Jenkins at [REJenkin@volusia.k12.fl.us](mailto:REJenkin@volusia.k12.fl.us).

**YOU'RE A GRAND OLD FLAG** – \$4.4 million - The dollar value of U.S. imports of American flags in 2015. The vast majority of this amount (\$4.3 million) was for U.S. flags made in China. Source: International Trade Statistics.

**EXPORTING MARKETING PLAN SERVICES** – Enterprise Florida and the Florida SBDC Network, in partnership with the U.S. Commercial Service, are excited to announce a scholarship to assist qualified Florida “new-to-export” manufacturers and service providers. Qualified recipients will receive assistance identifying overseas growth strategies through the development of a customized Export Marketing Plan. They’ll meet with a Florida SBDC International Trade Specialist who will conduct a confidential, in-depth business assessment and prepare and provide companies with a customized export marketing plan. Why export? More than 95 percent of the world’s customers are located beyond U.S. borders. For information, call [1-866-737-7232](tel:1-866-737-7232) or visit <https://fsbdc.net>.

**A GREAT BUSINESS PLAN IN SIX EASY STEPS** – SCORE will present a free seminar on why business owners need a business plan and what it should include. The seminar will be held from 6 to 8 p.m. Thursday, July 14, at Daytona State College. Reservations are required and can be made online at [www.score87.org](http://www.score87.org) or by calling [386-255-6889](tel:386-255-6889).

**TRADE SHOW GRANTS AVAILABLE** – Enterprise Florida is offering Target Sector Trade Grants to eligible small and medium-sized manufacturers and professional service providers to help them grow export sales through international trade shows. Target Sector Trade Grants are reimbursements that help offset exhibition booth expenses for trade shows in which Enterprise Florida participates, as well as other approved trade shows in identified target sectors. The grant covers 50 percent of basic turnkey booth expenses, up to \$6,000. For information, contact [pmitchell@eflorida.com](mailto:pmitchell@eflorida.com).

**THE ROCKET'S RED GLARE** – The value of fireworks imported from China in 2015 totaled \$311.7 million, representing the bulk of imported U.S. fireworks (\$324.8 million). By comparison, U.S. exports came to just \$12.7 million, with Singapore purchasing \$4.6 million, more than any other country. Source: International Trade Statistics.

**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.