



On the Economic Scene



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

July 25, 2016

ONLINE VERSION AT FLORIDABUSINESS.ORG

AIRPORT TRAFFIC UP 7 PERCENT IN JUNE -- Passenger traffic at Daytona Beach International Airport increased 7 percent for June in comparison with June last year. During the month, 58,169 passengers flew in or out of the county-operated airport, compared to 54,397 passengers last June. This marks the eighth consecutive month of year-over-year passenger traffic increases.

CULINARY ARTS ACADEMY -- The academy at New Smyrna Beach High School utilizes the industry-standard ProStart curriculum to teach students industry skills in the hospitality and tourism career cluster. Students in the advanced courses operate Cuda Café, a school-based restaurant that serves 100 to 150 people twice a week, and Cuda Catering, a catering service available to community organizations. Contact Academy Director Mallory Parker at maparker@volusia.k12.fl.us.

SOCIAL MEDIA MARKETING MADE SIMPLE -- SCORE will present a free seminar to help you understand what social media marketing really is and why you should use it from 6 to 8 p.m. Thursday, July 28, at Daytona State College, Daytona Beach. Reservations are required; visit www.score87.org or call 386-255-6889.

FLORIDA TAX RATE -- A new report from Florida TaxWatch looks in-depth at how Florida's tax rates and structure stacks up nationally. It provides detailed analysis on per capita state personal income tax collections; corporate income tax collections; and state tax rates on items such as cigarettes, beer, candy and soft drinks. For more information, visit <http://tinyurl.com/hftfthb>

NEW JOBS -- Last week, Gov. Rick Scott announced 1,200 jobs would be created in Florida during the Farnborough International Air Show in London. Scott said: "We have traveled across the world to share Florida's success story and encourage more businesses to move to and invest in our state. During the Farnborough International Air Show, I was proud to share this message with many leaders of the global aerospace and aviation industry. We will continue to do all we can to make Florida more competitive so we can become the global destination for jobs." Source: Department of Economic Opportunity

UNEXPECTED WAYS TO GROW YOUR BLOG SUBSCRIBER LIST -- Learn how to optimize and automate your content marketing to save time while building a truly efficient and effective content creation engine during a webinar at 2 p.m. Tuesday, July 26 (this offering is part of an ongoing free small business webinar series). During the webinar, learn how to apply principles of top growth teams to your content funnel; create an onboarding process that increases long-term subscriber retention; and run unsubscribe campaigns that yield a healthier, more engaged email list. To register, visit <https://www.score.org/live-webinars>.

FREE DISASTER PLANNING HELP AVAILABLE -- Florida MEP's Disaster Recovery service program can help business owners create a communications and emergency plan. Plan components include identification of key personnel, suppliers, processes and essential materials; asset and data safeguards; and emergency preparedness training. For information, call 321-939-4000.

100th ANNIVERSARY OF FARM CREDIT SYSTEM -- Congress established the Farm Credit system to provide a permanent and reliable source of credit for the nation's farmers and ranchers. In 1916, President Woodrow Wilson signed legislation creating the Federal Farm Loan Act. Millions of farmers, ranchers and rural residents have been helped by the national Farm Credit system over its 100 years of operations. Over time, Farm Credit's mission has expanded to provide this same reliable source of credit for agricultural cooperatives, agribusinesses, rural infrastructure providers and U.S. agriculture exports. For more information on local programs, visit <http://www.farmcreditfl.com/home.aspx>.

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.