



On the Economic Scene



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

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ONLINE VERSION AT FLORIDABUSINESS.ORG

HOLIDAY SHOPPING -- Thanks to the strength of the state's economy and increased confidence among consumers, the upcoming shopping season looks very bright for Florida's retailers. The Florida Retail Federation is predicting that Sunshine State retailers will see a 4 percent increase in sales, which is expected to outpace the national average of 3.5 or less percent. Consumers are expected to spend an average of \$935 on gifts. Total spending is expected to increase to more than \$655 billion, up from \$630 billion last year, thanks to the continued growth and spending of millennials.

PERSONAL INCOME -- Overall personal income in Florida grew 3.6 percent to \$44,429 in 2015. Volusia County ranks 29th in the state with a per capita personal income of \$37,802, an increase of 3.4 percent. Florida's wealthiest county is Collier with a per capita personal income of \$78,473. Personal income increased on average 4.7 percent in 2015 in the metropolitan portion of the United States and 2.7 percent in the non-metropolitan portion. Personal income includes all income received as a laborer, from owning a home or unincorporated business, from owning financial assets, and from government and business in the form of transfer receipts like Social Security. Nationally, income grew in 2,552 counties, fell in 548, and was unchanged in 13.

CREATING A POWERFUL, REVENUE-GENERATING WEBSITE -- SCORE will present a free seminar on "Creating a Powerful, Revenue-Generating Website" from 6 to 8 p.m. Thursday, Dec. 8, at the Daytona State College campus - UCF building 150, room 100. Reservations are required; visit www.score87.org or call [386-255-6889](tel:386-255-6889).

NATIONAL SMALL BUSINESS WEEK AWARDS -- The 2017 National Small Business Week is April 30 to May 6. Are you a small business owner with an amazing success story to tell? If so, submit your nomination for the National Small Business Week Awards. Nominations must be mailed or hand-delivered to the nearest SBA office by 3 p.m. Jan. 10. Award guidelines and nomination forms can be found at www.sba.gov/nsbw/awards.

ENTERPRISE FLORIDA TRADE MISSION TO SOUTH AFRICA -- Enterprise Florida, which is committed to developing trade ties and fostering commercial engagement between Florida and African nations, is sponsoring a trade mission to Johannesburg, Durban and Cape Town Feb. 24 to March 4. With a population of 54 million, South Africa's consumer market offers tremendous opportunities within its borders for Florida companies. Geographically, Florida is the closest U.S. state to South Africa. The country's location also serves as a gateway to the rest of the continent with a market of 1 billion people. To learn how you can participate, contact Joseph Bell with Enterprise Florida at 305-808-3670 or jbelle@enterpriseflorida.com.

VOLUSIA COUNTY HIGH SCHOOL SHOWCASE -- The 11th annual High School Showcase will take place from 5 to 7 p.m. Tuesday, Dec. 8, at the Volusia County Fairgrounds. The event will introduce seventh and eighth grade students and their parents to the outstanding programs and academies available in Volusia County Schools. School representatives and academy students will be on hand to highlight their programs and answer questions. There are 34 career academies integrated into five high schools in west Volusia and five in east Volusia with more than 3,000 high school students enrolled. More than 2,000 students and their families attended last year's showcase. For event details, call Dr. Kristin Pierce at [386-734-7190](tel:386-734-7190), ext. 20642.

HIRE HEROES USA -- Hire Heroes USA helps veterans find jobs at the rate of more than 100 veterans hired every week. Hire Heroes USA trains veterans in self-marketing and supports their career search process until they find good jobs with great companies. This involves a personal approach in which each veteran receives dedicated assistance from a highly trained veteran transition specialist to help them effectively communicate their military experience in civilian terminology. To learn more, visit www.hireheroesusa.org.

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.