



On the Economic \$cene



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

Dec. 26, 2016

ONLINE VERSION AT FLORIDABUSINESS.ORG

FLORIDA PORTS REPORT -- The Florida Seaport Transportation and Economic Development Council has released its report on Statewide Economic Impacts of Florida Seaports. The total economic value of marine cargo and vessel activity at Florida seaports is estimated at nearly \$117.6 billion, or 13.3 percent of Florida's gross domestic product. Visit <http://static.flaports.org/EconomicImpactsOfFloridaSeaports.pdf> to access the full report.

VENTURE CAPITAL IMPACT -- A new study by researchers at Florida Atlantic University, York University and the University of Hong Kong concludes that venture capital significantly boosts entrepreneurship and helps startup businesses grow. The study published in the Journal of International Financial Markets, Institutions and Money showed there was a strong causal link between higher levels of venture-capital investment and startup growth rates in employment, payroll and number of firms. The study analyzed small business data compiled by the U.S. Census Bureau.

TALENT MAPPING -- CareerSource Flagler-Volusia has created a report that shows available talent for select occupations in the health care, manufacturing, business and professional services, and construction industry sectors. The report is a snapshot of open cases in the Employ Florida Marketplace. The Talent Mapping report will be available at www.careersourcefv.com in January. Requests for talent mapping data may be directed to Nancy Mills at [386-323-7081](tel:386-323-7081).

MOBILE WALLET USAGE -- In its second-quarter 2016 study on mobile wallet usage, Nielsen reports 28 percent of consumers use mobile payments at a grocery store or supermarket once a week, and 22 percent use them at cafés, quick-service restaurants and gas stations. Using a mobile phone app, consumers communicate with digital payment terminals and transmit information from credit cards, debit cards and store coupons. Business owners and consumers appreciate their increased ability to reduce fraud and decrease payment time.

GRADUATE DEGREES -- Marshall Criser III, chancellor of Florida's state university system, recently reported on the production of master's degrees, research doctorates and professional degrees across the 12 state universities. The number of graduate degrees increased from 22,136 degrees in the 2012-13 academic year to 22,654 degrees in 2014-15, an increase of less than 2.5 percent. Medical degrees rose by 39 percent to 581 while law degrees dropped 13 percent to 864 in that time frame. Overall, Florida's graduate degree production was third in the nation in 2014, but less than half of Texas's 45,529 and behind California's 34,866 degrees.

AMERICA'S SUBURBS -- In a recently released report, real estate advisory firm RCLCO and the Urban Land Institute analyzed the country's suburbs and found that America remains largely a suburban nation. In the 50 largest (and most urbanized) metropolitan areas, suburbs account for 79 percent of the population, 78 percent of households, and 32 percent of the land area. From 2000 to 2015, suburban areas accounted for 91 percent of population growth and 84 percent of household growth in these top 50 metro areas. For more information, go to <http://tinyurl.com/hgg4cyr>.

JAXPORT'S NEW 100-GAUGE CRANES -- JAXPORT's new state-of-the-art 100-gauge cranes have begun operations at the newly rebuilt Berth 35 at the Blount Island Marine Terminal. Each of the three cranes can lift up to 65 tons and reach 22 containers across a ship's deck, significantly broadening the port's cargo-handling abilities. These electric cranes are equipped to service the wider, post-Panamax vessels currently calling on JAXPORT through the expanded Panama and Suez canals. For additional information, go to <http://tinyurl.com/hlve4lr>.

\$55.7 BILLION IN MONTHLY SALES -- This is the estimated value of retail sales by electronic shopping and mail-order houses in December 2015. It is the highest total for any month last year. Source: [U.S. Census Bureau, Monthly Retail Trade Survey](#).

TRIMMING THE CHRISTMAS TREE -- A nine-month total of \$1.1 billion is the value of U.S. imports of Christmas tree ornaments from China between January and September 2016. This is from a recent check of international trade statistics from the U.S. Census Bureau. China led the way with 92 percent of the total tree ornament imports.



On the Economic Scene



Make it Volusia

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

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.