



# On the Economic Scene



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

Jan. 9, 2017

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

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**TEST FLIGHT BOOTCAMP AT EMBRY RIDDLE** -- The Embry-Riddle Aeronautical University Center for Entrepreneurship is kicking off 2017 with Test Flight Bootcamp – Launching Your Startup. You will learn the customer discovery process and how to craft your venture's value proposition in this intensive four-session boot camp. The fee is \$89 per team/company. Participation includes the Business Model Generation and Value Proposition Design books and all other materials needed for the boot camp. The start date is Jan. 27 at the Embry-Riddle Daytona Beach campus. For more information, go to [www.testflightbootcamp.com](http://www.testflightbootcamp.com), call [386-226-6388](tel:386-226-6388) or email [stephanie.a.miller@erau.edu](mailto:stephanie.a.miller@erau.edu).

**FLORIDA 2030 BLUEPRINT** -- By 2030, 6 million more residents will call Florida home and 2 million more jobs will be needed. To prepare for this continued growth and ensure Florida remains successful, the Florida Chamber Foundation is leading an effort to write the blueprint for Florida's future – Florida 2030. This two-year research program will stimulate strategic thinking about Florida's future and engage business and community leaders in identifying key trends and the factors that can drive their regional economy. Visit [www.flchamber.com/florida-2030](http://www.flchamber.com/florida-2030) to learn more.

**ATLANTIC HIGH SCHOOL ACADEMY OF LAW AND GOVERNMENT** -- This academy focuses on careers in the areas of law, government and public service. It provides information and intern experiences for high school students who aspire to be lawyers, politicians, police officers, forensic scientists, crime lab technicians, and other related occupations. For more information, contact Academy Director Jeremy Ossler at [jossler@volusia.k12.fl.us](mailto:jossler@volusia.k12.fl.us).

**METROPLEX INITIATIVE** -- The Daytona Beach International Airport team recently hosted a working session with the Florida Metroplex. Metroplex is a key initiative in the FAA's Next Generation Air Transportation System (NextGen) program that is designed to transform the air traffic control system from a ground-based technology system to a satellite based technology system, improving overall efficiency. This effort will ultimately enhance the way aircraft navigate the area's complex airspace to improve airport access and increase flight route efficiency by optimizing airspace and procedures.

**MEDICAL MARIJUANA SUMMIT** -- With the passage of Amendment 2 in November, Florida local governments are now considering the impact of medical cannabis. The Florida Association of Counties invites cities, counties and constitutional officers to join an in-depth discussion on Feb. 4 about the amendment's ramifications and what local governments can expect going forward. The summit will be held at the Embassy Suites South in Kissimmee. Non-government registrations are encouraged. For details, contact Kelli Williams at [850-922-4300](tel:850-922-4300) or [kwilliams@fl-counties.com](mailto:kwilliams@fl-counties.com).

**ACHIEVING MEETING EFFICIENCY AND PRODUCTIVITY** -- Are your business meetings lengthy and unproductive? Does parliamentary procedure seem complicated and frustrating? If so, this Jan. 12 training session at Daytona State College is for you. It also can benefit elected and appointed officials, homeowner association board members, and anyone interested in participating in effective meetings. To register, call [386-506-4224](tel:386-506-4224) or e-mail [joanne.parker@daytonastate.edu](mailto:joanne.parker@daytonastate.edu).

**ONLINE SHOPPING FORECAST** -- According to BI Intelligence, U.S. consumers are forecast to spend \$385 billion online in 2016; that number is predicted to grow to \$632 billion in 2020. The number of online shoppers has risen by nearly 20 million from 2015 to 2016. These 224 million added shoppers are spending more. The total spent online grew from \$61 billion in the first quarter of 2015 to \$68 billion in Q1 2016. These customers are also shopping more frequently as online transactions rose by 115 million from 2015 to 2016.

**FLORIDA POPULATION GROWING FAST** -- Florida posted the nation's fourth-fastest pace of population growth from mid-2015 to mid-2016, according to the U.S. Census Bureau. The state's 1.8 percent growth rate trailed just Utah, Nevada and Idaho as compared to sixth since the 2010 census. Texas had the largest change, adding 432,957 residents, followed by Florida's gain of 367,525 people over the past year.

**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.