



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

QUARTERLY ECONOMIC BRIEFING – The next quarterly economic development briefing from the Volusia County Economic Development Division is scheduled for 7:45 a.m. Friday, Feb. 3, in the Dennis R. McGee Room on the second floor of Daytona Beach International Airport. Patty Rippey, redevelopment director for the City of South Daytona, will be the featured speaker. For more information, call 386-248-8048.

ACADEMY OF COMMUNICATIONS AND MULTI-MEDIA TECHNOLOGY – This Mainland High School academy offers a comprehensive and integrated approach to preparing students for careers in the print, web, broadcast communication and technology career cluster. Tracks include digital video, digital multimedia design, networking and web design. This academy is affiliated with the Cisco Networking Academy. For more information, go to www.mainlandhighschool.org.

CREATING A POWERFUL, REVENUE GENERATING WEBSITE – SCORE will present a free seminar, “Creating a Powerful, Revenue Generating Website,” from 6 to 8 p.m. Thursday, Feb. 2, at Deltona City Hall, 2345 Providence Blvd., Deltona. Reservations are required. Register at www.score87.org or call 386-255-6889.

2017 ECONOMIC FUTURE – Spurred by rising job growth and home construction, Florida’s economy is expected to continue to grow at a faster pace than the national forecast for the next four years, according to the latest report from University of Central Florida economist Sean Snaith. To learn more, go to: <http://tinyurl.com/jbo5cq6>.

RISING CONSUMER CONFIDENCE – Consumer confidence in Florida is surging to some of its highest levels since the Great Recession. The monthly University of Florida consumer survey released in December measured confidence at 97.2, which is nearly seven points higher than it was in November. It’s the highest level since March 2015 and the second highest mark since February 2004. The lowest index possible is a two, and the highest is 150. For more information, visit <http://tinyurl.com/jcoxfe3>.

U.S. CONFERENCE OF MAYORS – A recent survey conducted by the U.S. Conference of Mayors concluded that tourism and hospitality ranks a close second to the health care industry as the single largest sector in their local economies. Of the respondents, 20 percent said tourism and hospitality is the largest, and nearly three-quarters said the industry contributes more than 10 percent to their local economy overall. The survey was sent to 800 active members; data was collected from more than 100 mayors between July and December 2016.

COMPLYING WITH EXPORT CONTROLS – To be successful, exporting commercial goods requires compliance with the Export Administration Regulations (EAR). The U.S. Commercial Service and the NCW Florida District Export Council will hold a two-day seminar to explain how to achieve that compliance. U.S. Commercial Service professional counseling staff will present an in-depth examination of the EAR on Feb. 14 and 15 at the DoubleTree by Hilton Hotel Orlando Airport, 5555 Hazeltine National Drive, Orlando. This program is designed for those who need a comprehensive understanding of their obligations under the EAR. For more information or questions on the topics to be covered, call the U.S. Commercial Service at 202-482-6031.

DATA CENTER TRENDS TO WATCH – The demand for smart data center solutions is expected to increase in 2017 according to a recent trends-to-watch market report from professional services firm Jones, Lang, LaSalle. The report noted several important trend signals. Domestically, data center energy costs are going down and capacity enhancements are needed to handle anticipated growth in the Internet of Things. Data center operators are trying to respond to these demands with more facilities offering faster and more flexible options. Mergers and acquisitions surged in 2016, and movement to the cloud is increasing in hub markets. Finally, wholesale pricing is expanding and investor demands for data center REITs is expected to continue.

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.