



On the Economic Scene



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

Feb. 6, 2017

ONLINE VERSION AT FLORIDABUSINESS.ORG

ACADEMY OF VETERINARY SCIENCE -- The Academy of Veterinary Science at New Smyrna Beach High School prepares students for careers in agriscience, horticulture, veterinary assisting and aquaculture. Through the school farm and area marine environments, students can connect with local projects in agricultural sciences. For further information, email Academy Director Jaime Davis at jmdavis1@volusia.k12.fl.us.

BUSINESS PROFITABILITY SEMINAR -- SCORE will present a free seminar titled "Path to Profitability--First Know Your Financial Basics" from 6 to 8 p.m. Thursday, Feb. 16, at Daytona State College. Registration is required. To register, visit www.score87.org or call 386-255-6889.

HOW TO START YOUR OWN BUSINESS IN FLORIDA -- SCORE will present a free workshop from 6 to 8 p.m. Tuesday, Feb. 28, on "How to Start Your Own Business in Florida." It will be held at Deltona City Hall, 2345 Providence Blvd. Reservations are required and can be made online at www.score87.org or by calling 386-255-6889.

SMARTPHONE DATA USAGE -- The intensity of smartphone Wi-Fi data usage can vary by age group. This is according to information in a recent Nielson Insights report that examined Android user data patterns for the month of August 2016. At 14,115 uploaded/downloaded megabytes (MBs), 18-24 year olds led all age groups - a total nearly triple that of those over 65 (4,826). In second place were 25-34 year olds (11,176 MBs) followed by those 35-44 (9,290 MBs). The data also showed that all age groups favored Wi-Fi usage over cellular data plan usage by a ratio of at least 3:1. To access the report, go to <http://tinyurl.com/zo4p7qf>.

BULLISH ON INDUSTRIAL REAL ESTATE -- In a recent forecast survey by Southeast Real Estate Business, respondents named industrial real estate as one the top investment products in 2017. Survey participants anticipate a high volume of industrial sales this year because the product type is positioned to benefit from online shopping, supply chain efficiencies and development-friendly metros in the region. The survey also made note of favorable market conditions and pointed to evidence of high demand, rent growth and strong development activity.

MOVING IN AMERICA DECREASES -- The percentage of Americans moving over a one-year period fell to an all-time low of 11.2 percent in 2016, according to tables released last November by the Census Bureau. Among those who moved, 42.2 percent said they moved for a housing-related reason, such as wanting a new or better home or apartment. Others said their reasons were family-related (27.4 percent) or employment-related (20.2 percent). Regionally, the South saw the greatest number of people moving out (901,000), but also had the largest inflow (940,000).

VALENTINE'S DAY BY THE NUMBERS -- The 2015 estimated values of U.S. chocolate and non-chocolate confectionery product shipments by manufacturing establishments were \$16 billion and \$10.1 billion, respectively. Similarly, the estimated value of jewelry and silverware product shipments was \$6.7 billion. For more information, visit www.census.gov/newsroom/facts-for-features/2017/cb17-ff02.html.

LODGING & HOSPITALITY ASSOCIATION MEETING -- The next meeting of the Lodging & Hospitality Association of Volusia County will be at 9 a.m. Feb. 8. In response to rising attendance, the location has been moved to the Daytona Beach Kennel Club and Poker Room. For more information and to RSVP, call President/CEO Bob Davis, at 386-299-0771.

GROW YOUR BUSINESS USING "REFERENCEUSA" -- Want to identify new sales prospects or get up-to-date information about your target market? If so, an upcoming free SBA webinar from 6:30 – 7:30 p.m., Feb. 9, is for you. "Start, Manage & Grow Your Business Using 'ReferenceUSA'" will teach participants how to access this research and reference tool and gather competitive business intelligence. To register, visit <http://tinyurl.com/zkt5hux>.

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.