



On the Economic Scene



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

March 6, 2017

ONLINE VERSION AT FLORIDABUSINESS.ORG

ACADEMY OF TECHNOLOGY -- The Academy of Technology at T. Dewitt Taylor High School establishes meaningful connections between digital video production/drama classroom content, performing arts, and real world experiences. The goal of the academy is to engage students in authentic experiences, which allow them to apply the knowledge, skills, and strategies to a broad range of educational and career choices. For more information contact Academy Director Jessica Dubberly at jdubber@volusia.k12.fl.us.

CREATE A BUSINESS GENERATING WEBSITE -- SCORE and the UCF Incubator will present a free workshop at 6 p.m. March 23, at Daytona State College, UCF Building 150, as part of their continuing series of workshops designed to assist small businesses. This workshop is for anyone starting a business or already in business and thinking about having a website. Registration is required and can be made by calling [386-255-6889](tel:386-255-6889) or online at <http://tinyurl.com/j6w853e>.

FLORIDA HOME SALES -- According to housing data recently released by Florida Realtors, the state's housing market reported more closed sales, higher median prices, increased pending sales and more new listings in January. Sales of single-family homes statewide totaled 16,779 last month, up 5.2 percent from January 2016. The statewide median sales price for single-family existing homes in January 2017 was \$220,000, up 10.1 percent from the previous year, according to data from Florida Realtors research department in partnership with local Realtor boards/associations.

TRADE SHOW FOR MEDICAL EQUIPMENT -- FIME 2017 is a trade exhibition for medical equipment products, services and technologies and will be held this year at the Orange County Convention Center in Orlando. FIME showcases everything from hospital equipment to medical disposable products, nursing care, diagnostic tools, equipment for emergency rooms, electro-medical devices, medical services and more. Enterprise Florida, Inc. has secured space for a Florida pavilion and individual turnkey booths are being offered for Florida companies to exhibit within the pavilion. For more information, contact Virgil Kimball at [386/248-8048](tel:386/248-8048).

FOREST SERVICE APP -- The new mobile app, FLBurnTools, was developed by Florida Commissioner of Agriculture Adam H. Putnam and the Florida Forest Service to inform the public about drought, wildfire danger and wildfire activity. The app gives users interactive fire maps, wildfire information, burning authorization requests, smoke dispersion models, spot weather forecasts and drought information. It's available in both Apple's App Store and on Google Play.

STEM EMPLOYMENT RISING -- According to a recent Bureau of Labor Statistics report, employment in STEM occupations grew by 10.5 percent, or 817,260 jobs, between May 2009 and May 2015, compared to only 5.2 percent net growth in non-STEM occupations. Computer occupations and engineers had the highest job gains with computer occupations rising from 3.2 million to nearly 3.9 million. Engineer employment went from nearly 1.5 million to more than 1.6 million. However, some STEM occupations lost jobs. In 2009, there were nearly 478,000 jobs in STEM-related sales occupations, compared with approximately 406,000 in 2015. For more information, go to <http://tinyurl.com/gpup92c>.

NEW HARRIS POLL -- The Harris Poll Reputation Quotient (RQ), which identifies movement, trends and insights in a changing corporate reputation landscape, reveals reputation ratings for the 100 most visible companies in the U.S., as perceived by the general public. The RQ measures companies' reputation strength based on the perceptions of more than 23,000 Americans across six corporate reputation dimensions. The summary report can be found at www.theharrispoll.com/reputation-quotient/.

HISPANIC ENTREPRENEUR OPTIMISM -- According to a new study by Bank of America, Hispanic small business owners across the country are significantly more optimistic about revenue goals and hiring plans in 2017 than their non-Hispanic counterparts. The study of 1,000 small business owners found that 71 percent of Hispanic entrepreneurs — the fastest-growing segment of the small business sector — expect their revenues to increase in 2017. That's 20 percentage points higher than that of non-Hispanic respondents — 51 percent.

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.