



On the Economic Scene



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

March 27, 2017

ONLINE VERSION AT FLORIDABUSINESS.ORG

CAMPUS SCIENTIFIC AWARD -- Campus Scientific, a former UCF Incubator client now based in Daytona Beach, has won the silver award for NACHA Best Innovation in Automated Clearing House at the Innovator Awards dinner, the closing ceremony of Innovation Project 2017. A panel of judges and PYMNTS.com readers selected the winners for each of the 15 categories from hundreds of submissions. The awards honored new and seasoned payments executives and Campus Scientific came in behind Bank of America Merrill Lynch but ahead of Fiserv.

COMMUNICATION ACADEMY -- The Academy at DeLand High School provides students with rigorous, hands-on experiences to prepare them for careers in the information technology industry. Through web design, digital design, digital video production and journalism program pathways, students are engaged in comprehensive, real world projects, have opportunities to participate in program-specific internships and are provided with industry certification opportunities. To learn more, email Academy Director Vickie Perri at vlperri@volusia.k12.fl.us.

EARLY STAGE CAPITAL CONFERENCE & COMPETITION -- The Florida Venture Forum is calling for outstanding private Florida companies to apply to present at the 2017 Florida Early Stage Capital Conference in Orlando May 19. Eligible companies can compete for up to \$150,000 in cash prizes provided by Space Florida. The Florida Venture Forum is the state's premier organization focused on assisting entrepreneurs of emerging companies as they develop businesses and raise capital. The application deadline is April 18. For more information, visit <http://tinyurl.com/zy8r24j> or email info@floridaventureforum.org.

MAXIMIZING COMPANY VALUE WEBINAR -- GrowFI will present the one-hour webinar "Identifying, Maximizing and Harvesting Value in Privately Held Companies" at 9 a.m. March 30. Chris White, CEO of Traction in Florida and Chuck Owston, Managing Director of Florida Capital Advisors, will highlight the core areas of focus to position companies for growth or transfer. For more information and to register, visit www.growfl.com/webinars.

SMALL BUSINESS LOAN ACTIVITY -- According to PayNet, the percentage of Florida's small businesses defaulting on existing loans has improved, despite rising default rates in 10 of the 18 major industries in the state, based upon data published in January. The PayNet Small Business Default Index for Florida stood at 2.42 percent compared to the national SBDFI level of 1.84 percent. Also, the PayNet Small Business Lending Index for Florida dropped 0.6 percent from the previous month's level and was 16.7 percent below this month's national SBLI level.

SBIR/STTR PROPOSAL WORKSHOPS -- Learn how to prepare a winning proposal for your business during two all-day workshops April 26 and 27 at the Daytona Beach UCF Incubator. The workshops provide an extensive overview of two federal programs, Small Business Technology Transfer (STTR) and Small Business Innovation Research (SBIR) program, as well as an in-depth discussion on how to develop a competitive phase one and phase two proposal. The workshops will review important commercialization aspects and provide valuable resources and sample proposals. For more information, call Ricardo Garcia at 407-823-2346 or email Ricardo.Garcia@ucf.edu.

ATTRACT CUSTOMERS THROUGH VIDEO MARKETING -- SCORE will present the free seminar "How to Use Video Marketing to Attract Customers" from 6 to 8 p.m. April 13 at Daytona State College Campus-UCF Bldg. 150, Rm. 100. Reservations are required and can be made by calling 386-255-6889 or online at www.score87.org.

CONSUMER SENTIMENT -- After three months of positive gains, consumer sentiment among Floridians fell 3.3 points in February to 94 according to the latest University of Florida consumer survey. Florida's pattern is similar to consumer sentiment at the national level, which also dropped 2.2 points in February to 96.3 from January's record 98.5 according to the University of Michigan's consumer's survey. Floridians' perceptions of their personal financial situation now as compared with a year ago ticked up six-tenths of a point this month, from 87.7 to 88.3.

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.