



On the Economic \$cene



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

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ONLINE VERSION AT FLORIDABUSINESS.ORG

ENVIRONMENTAL TECHNOLOGY CAREER ACADEMY -- The Environmental Technology Career Academy at University High School is designed to teach students to solve a variety of traditional agriscience problems using a scientific approach to prepare them for careers such as agriscience laboratory technicians. For more information, contact Academy Director Kenneth Hartless at kahartle@volusia.k12.fl.us.

PREPARE YOUR BUSINESS FOR HURRICANE SEASON -- The Atlantic hurricane season begins June 1, and businesses and their employees should be prepared. Business owners are encouraged to make a plan before the season starts. The Small Business Administration has resources for developing a plan to protect employees, lessen a disaster's financial impact, and re-open businesses quickly. For more information, visit <https://tinyurl.com/mv3xt37>.

DIGITAL MARKETING TRENDS 2017 -- If your customers are using smartphones, this workshop is for you. Learn the best ways to take advantage of all digital marketing has to offer during a free SCORE workshop from 6 to 8 p.m. May 18 at Daytona State College, UCF Building 150. Reservations are required and can be made online at score87.org or by calling 386-255-6889.

ECONOMIC IMPACT OF HOSPITALS -- According to University of Florida economists, the state's 317 non-federal hospitals were responsible for \$128 billion in contributions to the 2015 state economy. The hospital industry led to the creation of 901,674 jobs--full and part time--taking into account the multiplier effect, which includes the indirect impact of creating other medical-related jobs. The analysis was done for the Florida Hospital Association.

GROCERY E-COMMERCE FUELING RETAIL GROWTH -- For retailers and manufacturers, understanding how to resonate with digital marketplace consumers is vital to success. According to a recent Nielsen Insight report, e-commerce represents a small, but growing portion of fast-moving consumer goods sales. E-commerce represented an average of 8.1 percent of total U.S. retail sales through the first three quarters of 2016. The pace of growth is increasing, and Nielsen projects grocery e-commerce will grow at a combined average growth rate of 12.2 percent through 2020. For more information, visit <http://tinyurl.com/mbrptmn>.

HOW TO START YOUR OWN BUSINESS IN FLORIDA -- Are you ready to open your own business or wondering what it takes to get started? This free SCORE workshop can help kick-start your business by providing an overview of legal structures, financial viability, marketing, pricing and business plans. The workshop will be from 6 to 8 p.m. Thursday, May 25, at Daytona State College, UCF Building 150. Reservations are required and can be made online at score87.org or by calling 386-255-6889.

CENTRAL FLORIDA "FOODPRENEURS" -- According to a recent article in the Orlando Sentinel, Central Florida food-business owners and industry insiders say there isn't enough local help to get food entrepreneurs or "foodpreneurs" from concept to business. In response, some groups are stepping up to help. The University of Florida is hosting workshops and a social media event aimed at food entrepreneurs. Other groups are sharing entrepreneurial success stories and discussing how certain industries, like the food industry, work. Learn more at <http://tinyurl.com/mu774h8>.

THE FIVE DISCIPLINES OF MARKETING -- SBDC is offering a full-day small business course designed to master the basics of marketing theory May 18. Participants will learn how to position themselves on the marketing triangle, accurately determine their price point, discover their target market, and draft an effective marketing plan. Small businesses will walk away with valuable market research to immediately put into action. Call 386-506-4723 for more information and to register.

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.