



On the Economic Scene Make it Volusia

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

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ONLINE VERSION AT FLORIDABUSINESS.ORG

SPORTS SCIENCE ACADEMY – The Sports Science Academy at Mainland High School provides a path for future careers in athletic training, sports administration, sports marketing and fitness physiology. Students work with athletic teams, the athletic department, and the faculty and staff wellness program to gain hands-on sports science experience. For more information, call 386-258-4665 or visit www.mainlandhighschool.org.

HOW TO START YOUR OWN BUSINESS IN FLORIDA – Searching for help to kick-start your business? Volusia/Flagler SCORE will offer just what you need in a business-startup workshop that provides an overview of legal structures, financial viability reviews, business plans, marketing and pricing. The workshop will be held from 6 to 8 p.m. Thursday, Aug. 31, at the Daytona State College Campus, UCF Building 150, Room 100, in Daytona Beach. To register or for more details, visit www.score87.org or call 386-255-6889.

THE FLOW OF GOODS BETWEEN STATES – News website provider Axios.com recently reported on 2015 U.S. domestic freight-flow statistics and prepared an interactive map depicting the flow of all major domestic freight between states. Researchers found that nearly 16 million kilotons of domestic goods were shipped within the United States in 2015. Fossil fuels were by far the most-shipped commodity, with coal, gasoline, fuel oils and natural gas representing one-third of freight traffic. Twenty-eight percent of plastics and rubber transported in America flow out of Texas; and 39 percent of shipped pharmaceuticals originate from California, Texas, New Jersey and Pennsylvania. The source of this freight-flow data is the Oak Ridge National Laboratory's Center for Transportation Analysis, which has developed a Freight Analysis Framework data tabulation tool. To access the interactive map, go to <http://tinyurl.com/y89xwva5>.

BEST PLACES TO RETIRE – WalletHub's analysts have compared the retiree friendliness of the 150 largest American cities across 40 key metrics. The data sets evaluated ranged from cost of living to retiree taxpayer friendliness to availability of recreational activities. Florida fared well with Orlando, Tampa and Miami being ranked first, second and third overall. Newark, New Jersey, ranked 150th. Visit <https://wallethub.com/edu/best-places-to-retire/6165/> to view the complete report.

HOMEOWNERS TAP EQUITY TO START BUSINESSES – Earlier this month, the National Association of Realtors reported that home equity was used to launch 284,618 American businesses – 7.3 percent of all businesses. This information came from a newly released analysis by the U.S. Census Bureau that culled information from 2014 data. The industries that use home equity at the highest rates are accommodation and food services, other services, retail trade, and manufacturing. These industries tended to average \$50,000 to \$99,999 of funding for startup capital. For more information, go to <http://tinyurl.com/ya5zkt7m>.

STETSON TO OFFER SUSTAINABLE BUSINESS SEMINAR – On Sept. 22, Stetson University will present The Business Case for Sustainability, a seminar providing a practical, in-depth approach to sustainable business practices. Experts will prepare you to lead, manage and transform your current business into a more sustainable operation while also gaining cultural and financial buy-in. Explore the impact sustainability management has on our lives, ecosystems and bottom lines. The seminar experts have more than 80 years of combined experience with Florida ecosystems, sustainability management and green building. The seminar will be held at the Stetson University campus in DeLand. For registration information, visit <http://www.stetson.edu/business/pace/sustainability-seminar.php>.

REPETITIVE LOSS PROPERTIES IDENTIFIED – A study of flood damage in Florida by scientists at the University of California Santa Cruz and The Nature Conservancy proposes prioritizing property buyouts based on flood risk, ecological value and socioeconomic conditions. The study, published in the Journal of Ocean and Coastal Economics, focused on the problem of "repetitive loss properties" and identified lands in Florida that are potential targets with multiple benefits: reduced flood exposure, conservation benefits, and remediation of social vulnerability. The study shows the location of more than 15,000 repetitive loss properties in Florida that collectively filed more than 40,000 claims against the National Flood Insurance Program between 1978 and 2011 (over 1,200 claims per year, on average). Additional information is available at <http://cbe.miiis.edu/joce/vol4/iss1/4/>.

FLORIDA TRAILS SYSTEM UPDATING FIVE-YEAR PLAN – The Florida Office of Greenways and Trails is updating the Five-Year Plan for the Florida Greenways and Trails System and is holding open houses throughout the state. The purpose of these meetings is to receive public input on the proposed update to the Five-Year Plan and the Land and Water Opportunity and Priority Maps. A draft plan and maps will be posted on Sept. 1 at <http://www.dep.state.fl.us/mainpage/programs/gwt.htm>. A local open house is scheduled for 4 to 7 p.m. Monday, Sept. 18, at DeBary Hall Historic Site, 198 Sunrise Blvd, DeBary.

NEWS ITEMS WANTED! – Please send your business news items to Volusia County Community Information Director Joanne Magley at jmagley@volusia.org. If you wish to be removed from this weekly newsletter, please let us know.