



On the Economic Scene Make it Volusia

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

September 17, 2018

ONLINE VERSION AT FLORIDABUSINESS.ORG

BUSINESS EXPO & CAREER FAIR – Noon to 4 p.m. Monday, Sept. 24. The Volusia Hispanic Chamber of Commerce, along with its business sponsorship partners, will hold its 2018 Business Expo and Career Fair featuring business-to-business networking, business-to-consumer exposure, and a free career fair featuring a number of local employers. Also featured will be an interactive panel discussion on area job markets and how to find opportunities in growing local industries. The expo and fair will take place at The Center at Deltona, 1640 Dr. Martin Luther King Blvd., Deltona. For more information, go to <https://volusiachamber.org/vhcc-events> or call 386-218-4490.

SBIR/STTR PHASE I & COST PROPOSAL WORKSHOP – The UCF Business Incubation Program will offer an SBIR/STTR Phase I & Cost Proposal Workshop: Learn How To Prepare a Winning Proposal for Your Business from 8 a.m. to 5 p.m. Wednesday, Oct. 10. The workshop will be presented by Jim Greenwood of the Greenwood Consulting Group Inc. at the UCF Business Incubator - Central Florida Research Park, 3259 Progress Drive, Orlando. Small businesses engaged in research and development (R&D) may be eligible to access these government dollars through the Small Business Innovation Research (SBIR) and the Small Business Technology Transfer (STTR) programs. Known as "America's Seed Fund," the SBIR/STTR programs provide access to R&D funds to stimulate technological innovation. The program can help individuals and small businesses by providing access to grant funds to support proof of concept and prototype development. The fee is \$95 if you register by Sept. 20, or \$120 after Sept. 20. The registration fees will include materials covered, breakfast, lunch and the workshop. Attendance will include a free proposal review from Jim Greenwood, who has been a reviewer for federal agencies many times. This saves you the \$450 for Phase I Proposal review. For more information, go to www.bit.ly/SBIROrlando2018.

WEBSITE DESIGN FOR THE GLOBAL MARKETPLACE – SCORE is pleased to announce that on Thursday, Oct. 11, Jorge Arce, director and senior trade specialist with the U.S. Commercial Service (U.S. Department of Commerce), will present a two-hour seminar, Website Design in the Global Marketplace. Jorge assists U.S. companies in designing their websites to better engage with global purchasers and buyers. This highly informative workshop is not technical and is geared to company marketing/sales professionals and business developers. The workshop will be held from 6 to 8 p.m. at Daytona State College, UCF Building 150, 1200 W. International Speedway Blvd., Daytona Beach. To register, visit <https://tinyurl.com/ybj4pub7> or call 386-255-6889.

CRIMINAL JUSTICE ACADEMY – Business owners are encouraged to consider the advantages of participating with the Volusia County Schools career academies. The Criminal Justice Academy at New Smyrna Beach High School provides students with education in law enforcement including police ethics, crime lab and accident investigation procedures, defense tactics, and crime prevention. The academy also provides shadowing experiences in careers for students who aspire to be attorneys, police officers, forensic scientists, crime lab technicians, and other criminal justice related fields. For more information, contact Academy Director Denise Johns at dcjohns@volusia.k12.fl. Our career academy programs provide industry sector focused preparation and student engagement. As the workforce of tomorrow, academy students gain early career knowledge, skill development and workplace exposure.

NEW CENSUS DATA AVAILABLE – The U.S. Census Bureau has just released its 2017 American Community Survey (ACS-1) results. The ACS-1 provides a comprehensive community profile of geographic areas with populations greater than 65,000. It includes information such as age, income, education, employment, ancestry, poverty and much more. The latest information can be accessed in a data format on the American Fact Finder website, <https://tinyurl.com/kwl6l4>. If you prefer a narrative format of community information, go to the ACS page <https://tinyurl.com/y7gamxxk>. Take advantage of the easy-to-use search tools and learn more about your community today.

SAVE THE DATE: THE 2018 VMA AWARDS – Don't miss the 38th Annual VMA Awards Banquet scheduled for Thursday, Dec. 13. The VMA awards recognize the best in manufacturing and volunteer work and will showcase the companies and individuals that are doing a great job and making a difference. Currently nominated companies are already completing their application forms, which are due by Sept. 21. Details will be forthcoming as the event approaches. VMA information can be accessed at <http://vmaonline.com/>.

U.S. AD SPENDING TRENDING HIGHER – According to data compiled and forecasted by zenithmedia.com, U.S. advertising spending in 2018 on major media (TV, internet, radio, newspaper, etc.) and marketing services (sales promotion, telemarketing, etc.) will increase \$12.7 billion to \$445.7 billion from its 2017 total of \$432.9 billion. In 2017, the internet surpassed TV to become the biggest U.S. ad medium, and that trend is forecasted to continue with internet ad spending projected to reach \$78.3 billion as compared \$68.2 billion for TV.

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.