



May 6, 2019

ONLINE VERSION AT FLORIDABUSINESS.ORG

VOLUSIA COUNTY QUARTERLY ECONOMIC BRIEFING COMING MAY 10 – Don't miss the next quarterly economic development briefing from the Volusia County Economic Development Division at 7:45 a.m. Friday, May 10, in the Dennis R. McGee Room at Daytona Beach International Airport. These free quarterly community briefings, known as "Q" meetings, present the most recent economic indicators that impact our county. The featured speaker at the next "Q" meeting will be Michael Cooney, director of international trade and development at Enterprise Florida. Reservations are not required. For more information, call 386-248-8048.

SBDC PRESENTS GOVERNMENT CONTRACTING OVERVIEW SEMINAR – On Friday, May 10, the Florida SBDC at Daytona State College, in partnership with the Florida Procurement Technical Assistance Center at UCF, will present a free "Government Contracting: Overview" seminar from 9 to 11 a.m. Federal, state and local government procurement is the largest target market in the world. The question is usually not "Does the government buy what you are selling?" It is more "Can you be competitive enough and relentless enough to position your business to win government contracts?" The seminar is designed for established small business owners with some commercial momentum who are curious about government contracting, as well as for business owners who may already be involved, which can be a helpful marketing research tool. The seminar will be held at Daytona State College, 1200 W. International Speedway Blvd., Building 150, Room 305, Daytona Beach. To register, contact Tracy Martin at 386-506-4723.

FREE CARIBBEAN BUSINESS CONFERENCE WEBINAR – Small businesses can improve their success and increase growth and resiliency by selling products globally. To that end, the U.S. Commercial Service will present a free webinar on business opportunities in the Caribbean at 3 p.m. May 9. The focus markets include the Bahamas, Barbados and the Eastern Caribbean, Dominican Republic, Haiti, Jamaica, and Trinidad and Tobago. High priority sectors include energy, aviation, safety and security, design and construction, ICT, transportation, and health care. The webinar will cover such topics as the overall market opportunity and business environment, the best markets for your product, specific infrastructure and government procurement opportunities, and how to get U.S. government support and financing for projects. Participants will also receive information on U.S. government resources to find agents, partners and distributors. You can register at <http://tiny.cc/mfkk5y> and contact Javier.Suarez@trade.gov for further information.

ENVIRONMENTAL TECHNOLOGY ACADEMY – This academy at University High School is designed to teach students how to solve a variety of traditional agriscience problems using a scientific approach to prepare them for careers as laboratory technicians. For details, contact Academy Director Kenneth Hartless at kahartle@volusia.k12.fl.us. The many Volusia County Schools career academy programs provide industry sector focused preparation and student engagement. Academy students gain early career knowledge, skill development and workplace exposure. Business owners are encouraged to consider participating with career academies.

BEST SMALL CITIES TO START A SMALL BUSINESS IN 2019 – Several East Central Florida cities were identified in a recent 300-city review by go.Verizon.com to determine the best small cities to start a small business in 2019. To qualify as small, the city population had to fall between 50,000 and 75,000 persons along with other measured data factors including higher education, travel time to work, average cumulative income per capita, broadband access, loans per capita, and tax-friendliness to business. Leading the way for Florida in the top 10 were Sarasota, Coral Gables and Doral, which were respectively ranked second, third and fifth after Logan, Utah, which garnered the top spot. Five local cities also placed in the final top 50 small cities including two from Volusia County. Port Orange and Daytona Beach were ranked 23rd and 28th respectively, followed by Kissimmee (37), Sanford (47) and Apopka (50).

PROJECT SUNRISE ECONOMIC ROADMAP – The Florida Council of 100 has released a report, Project Sunrise, laying out an economic road map for the Sunshine State. The report offers more than 20 policy options and 90 initiatives to help get that done, with each of them contributing to six broad goals: human capital, strategic repositioning, economic development organizations, public investment, innovation and R&D, and health. As reported, the key takeaway of the Project Sunrise report is that Florida needs to focus on improving in tradable sectors that can be easily exported to other states. The full report is accessible at <https://www.fc100.org/>.

ATTAINABLE HOUSING: CHALLENGES, PERCEPTIONS AND SOLUTIONS – The ULI Terwilliger Center and RCLCO recently conducted a survey of ULI members to ask what the biggest challenges are to delivering attainable housing and what they perceive the solutions to be. The survey defined attainable housing as for-sale housing serving moderate-income working families. The biggest challenges to bringing more of such housing to market were cost of capital, a lack of building efficiencies, availability of buyer financing, and cost of materials. The majority of survey participants believed attainable housing price points represent between 20% and 60% of market demand. A related RCLCO consumer preference survey revealed that the majority of buyers, regardless of income, want to be in a convenient location near a mix of housing, shops and businesses, and have expectations regarding amenities and finishes.

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.