



# On the Economic Scene Make it Volusia

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

May 27, 2019

ONLINE VERSION AT [FLORIDABUSINESS.ORG](http://FLORIDABUSINESS.ORG)

**MEMORIAL DAY OBSERVED** – This year, Memorial Day is observed on May 27. It is believed the origin of Memorial Day dates back to the mid-19th century as a somber day of remembrance. In 1966, Congress and then President Lyndon Johnson declared Waterloo, New York, the “birthplace” of Memorial Day. In December 2000, Congress passed and the President signed into law the National Moment of Remembrance Act, which encourages all Americans to pause wherever they are at 3 p.m. local time for a minute of silence to remember and honor those who have died in service to the nation.

**ACADEMY OF ENTERTAINMENT AND SPORTS MARKETING** – This academy at New Smyrna Beach High School develops a solid foundation of marketing, financial and business skills through the use of hands-on activities and a project-based curriculum. Students gain print media skills through the use of Adobe Creative Suites software (Photoshop, Illustrator, Premiere and InDesign) and in producing entertainment and sports papers, promotional videos and media guides. For additional program information, contact Academy Director Denise Johns at [dcjohns@volusia.k12.fl.us](mailto:dcjohns@volusia.k12.fl.us).

**JUNE 8 HURRICANE EXPO** – The June 1 start of the Atlantic hurricane season is a timely reminder for business owners to review business continuity/disaster planning checklists, maps and other emergency resources. Attending the upcoming Hurricane Expo is a great way to become informed and to update business resiliency plans. The expo will include information on both home and small business preparedness. It will be hosted by Volusia County Emergency Management, Volusia Community Organizations Active in Disasters (COAD) and the Volusia Hispanic Chamber of Commerce. The event will take place from 10 a.m. to 2 p.m. Saturday, June 8, in the Hester and Daugharty Buildings at the Volusia County Fairgrounds, 3100 E. New York Ave., DeLand. The free event will include dozens of exhibits, speaking presentations and giveaways of safety-related items. For event information and details on sponsorships or vendor tables, contact COAD Co-Chair Frank Bruno at [coadvolusia@gmail.com](mailto:coadvolusia@gmail.com) or 386-341-2021.

**SMALL BUSINESS REGULATORY ENFORCEMENT FAIRNESS ACT (SBREFA)** – What is the SBREFA? The SBREFA was created in 1996 to ensure that small business and small business entities that are experiencing unfair regulatory enforcement actions by federal agencies have a means to comment about such actions. The SBREFA gives small businesses a voice as they go through the regulatory compliance and enforcement process with a higher-level review of the agency’s regulatory decisions. In addition, Congress established the Office of the National Ombudsman (<https://www.sba.gov/ombudsman>) as part of the SBREFA. This office is an advocate for small businesses receiving unfair regulatory actions by federal agencies such as repetitive audits, investigations or excessive fines. To learn more, visit <https://tinyurl.com/y33wuyt7> or contact Virgil Kimball at [vkimball@volusia.org](mailto:vkimball@volusia.org).

**THE SKILLS GAP AND FUTURE OF WORK IN MANUFACTURING** – Deloitte Development, LLC, and The Manufacturing Institute have been tracking the skills gap and the future of work in the U.S. manufacturing industry for the past 17 years. Their fourth report, released in 2018, titled The Manufacturing Institute Skills Gap and Future of Work, found the gap increasing and impeding industry growth. Surveyed manufacturing executives highlighted the role of technology in the skills needed for the industry. There are a number of skill sets that could increase significantly in the coming three years due to the influx of automation and advanced technologies. Those skill sets are technology/computer skills, digital skills, programming skills for robots/automation, working with tools and technology, and critical thinking skills. On the positive side, the report further found that approximately 67% of surveyed manufacturers expect a positive impact of connected work tools on personal work productivity. Manufacturers fully expect connected work tools usage to increase over the next three to five years. At 77%, online collaboration platforms had the highest expected impact, followed by work-based social media (68%), instant messaging (61%), text (60%) and social messaging apps (46%).

**FLORIDA CITRUS PRODUCTION DOWN IN LATEST ESTIMATE** – The Florida Department of Citrus reports that orange and grapefruit production totals have decreased, according to U.S. Department of Agriculture’s (USDA) May 2019 crop forecast. The USDA report projects Florida orange production for the 2018-19 season at 72.4 million boxes, a 4.1 million box decrease from the previous month. Grapefruit production decreased 320,000 boxes to 4.58 million boxes. The numbers remain an increase from the previous season, devastated by Hurricane Irma, when production dropped to 45.05 million boxes of oranges and 3.88 million boxes of grapefruit.

**ONLINE INTELLECTUAL PROPERTY PROTECTION INFORMATION** – Interest and business activity in entrepreneurship is an active and growing sector of the Central Florida economy. With that growth comes an increasing need for information on intellectual property protections. But where does an entrepreneur, small business owner or inventor go to get the basics on patents, trademarks, copyrights and other protections? One great place to start is the process overview website of the U.S. Patent Office at <https://tinyurl.com/yd6tsh5p>. This online resource offers a step-by-step information guide that answers all the basic questions.

**NEWS ITEMS WANTED!** – Please send your business news items to Joanne Magley, Volusia County Community Information director, at [jmagley@volusia.org](mailto:jmagley@volusia.org). If you wish to be removed from this weekly broadcast, please let us know.