



On the Economic Scene



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

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

LATEST FLORIDA & METRO FORECAST NOW AVAILABLE ON FLORIDABUSINESS.ORG – The University of Central Florida's Institute for Economic Forecasting has released its latest Florida & Metro Forecast as of December 2019. The forecast is a comprehensive, quarterly review of the Florida economy and 12 metropolitan areas including Deltona-Daytona Beach-Ormond Beach. Forecast highlights include Real Gross State Product, payroll job growth, labor force growth, industry sector outlook, housing, real personal income growth and retail sales. [Read the full Florida & Metro Forecast report.](#)

SCORE WEBINAR: TRADEMARKS & COPYRIGHT – IS YOUR BRAND PROTECTED? – Your brand is your reputation, your promise to your customers, your values and how you live by those values. Join Deborah Sweeney, a former corporate and intellectual property attorney turned entrepreneur, to learn how to protect your brand from imitators and competitors. You will learn why you need trademarks and copyrights, the process to obtain them, what type of content can be protected and more. [This free SCORE, one-hour webinar will be held at 1 p.m. Jan. 30.](#)

VOLUSIA COUNTY TO HOLD WORKSHOPS FOR PROSPECTIVE BUSINESS VENDORS – Volusia County's Purchasing and Contracts Division will hold two workshops for vendors who want to learn how to do business with county government. County representatives will demonstrate how to register as a vendor, explain how to submit bids, proposals and quotes, and discuss state and local ordinances relevant to working with the county. The workshops will be held from 5:30 to 7:30 p.m. Feb. 12 and 9 to 11 a.m. Feb. 13 in the first-floor training rooms of the Thomas C. Kelly Administration Center, 123 W. Indiana Ave., DeLand. Participants may attend either workshop. Reservations are not required. Call the Volusia County Purchasing and Contracts Division at [386-626-6623](tel:386-626-6623) for details.

2020 INDUSTRY OUTLOOK: GLOBAL AEROSPACE AND DEFENSE – In a recent industry sector report, business consulting firm Deloitte LLP offered a review of worldwide aerospace and defense industry trends. The defense sector soared in 2019 as defense budgets increased, but production-related issues, cancellations and fewer orders slowed growth in the commercial aerospace sector and the global aerospace and defense industry overall. Will things rebound in 2020? Long-term demand for commercial aircraft and innovative technologies may hold the answer. [Download the Aerospace Outlook report here.](#)

Q3/2019 DATA ON GROSS DOMESTIC PRODUCT BY STATE – Earlier this month, the Department of Commerce's Bureau of Economic Analysis released 2019 third quarter data on percent increases in Gross Domestic Product (GDP) by state. Florida was ranked 11th of 50 states with a third quarter percent increase of 2.4% in GDP over that of the second quarter. Texas topped the list with a 4% increase. Overall, the predominant industry sector contributors to GDP in all 50 states were nondurable goods manufacturing and retail trade. [Read the full GDP data release with tables.](#)

DEADLINE APPROACHING FOR BEST COMPANIES TO WORK FOR COMPETITION – The registration deadline for Florida Trend's 2020 Best Companies to Work for in Florida™ program is Jan. 24. This survey competition is a great way to find out how your company ranks in career training, leadership, job satisfaction, pay and benefits. Participation is free, but the opportunities for enhancing employee satisfaction and retention are priceless. One hundred winning companies in large, medium and small employer categories will get statewide recognition in Florida Trend's August 2020 issue. Recognized companies will receive a free benchmark summary for participating. [Click here for more details and competition timeline.](#)

SKILLS FOR SUPERVISING COURSE AT DAYTONA STATE COLLEGE – Gaining a competitive advantage in a changing economy is essential for your organization's success. Daytona State College is offering its Skills for Supervising course from 8 a.m. to 5 p.m. Feb. 12, 19 and 26 and March 4. Participants will learn valuable skills through the use of case studies, skills practice, self-assessments, group discussion and action planning. The workshops will be held at the Daytona Beach campus, 1200 W. International Speedway Blvd., Building 150, Room 305. The fee is \$495. Contact [Joanne Parker](mailto:Joanne.Parker@daytonastate.edu) or call [386-506-4224](tel:386-506-4224).

2020 BEST AND WORST STATES TO RAISE A FAMILY – Raising a healthy, stable family sometimes requires moving to a new state. For families looking to lessen the financial burden, the cost can vary drastically by state. Still, there are trade-offs as some states that are cheaper for raising a family may not rank the highest in terms of education and child care. To help with this evaluation, WalletHub compared the 50 states across 50 key indicators of family-friendliness. [To review the outcomes and list of states click here.](#)

U.S. CENSUS UNVEILS 2020 CENSUS ADVERTISING AND OUTREACH CAMPAIGN – On the eve of the nation's once-in-a-decade headcount of every person in the country, the U.S. Census Bureau is unveiling an unprecedented \$500 million public education and outreach campaign featuring more than 1,000 advertisements. The 2020 Census Integrated Communications Campaign debuted on Jan. 14 in Washington, D.C., when members of Congress and others previewed the campaign. [Read about this campaign online.](#)

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