



On the Economic Scene



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

February 3, 2020

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

VOLUSIA COUNTY QUARTERLY ECONOMIC BRIEFING THIS FRIDAY, FEB. 7 – The fiscal fourth Quarter 2019 economic development briefing presented by the Volusia County Economic Development Division will be held at 7:45 a.m. Friday, Feb. 7, in the Dennis R. McGee Room at Daytona Beach International Airport. With continued low unemployment rates, our businesses need trained workers now more than ever. This quarter's briefing will feature Rachel Rutledge, career and technical education coordinator for Volusia County Schools, who will present an update on their training program's comprehensive response to the needs of local business and industry. Reservations are not required. For information, call 386-248-8048.

DAB CELL PHONE LOT NOW OPEN – Daytona Beach International Airport (DAB) has opened its new cell phone and observation parking lot with more than 70 paved parking spaces, new landscaping and park-style benches. Residents and visitors can comfortably enjoy views of airfield take-offs and landings while waiting for incoming flights. The lot is located on the west side of Midway Avenue, south of the intersection with Richard Petty Boulevard and just a short distance from the DAB main entrance. Did you know that when you use DAB instead of another airport you are supporting the \$2.1 billion economic impact the airport provides to Volusia County? "Skip the trip before the trip" and follow @flydaytonafirst on Facebook and @FlyDAB on Twitter for the latest on air service and other aviation related information.

LEARN HOW TO EXPORT – Are you looking to grow your business through exporting? With support from the U.S. Commercial Service (USCS), small, medium, and large businesses all have an amazing opportunity to expand their sales internationally. The USCS, the export promotion arm of the U.S. Department of Commerce's International Trade Administration, can demonstrate how your business can grow through exporting. For details, [view the series of exporting tools and resources to get started.](#)

SCORE WEBINAR: DEVELOPING YOUR OVERALL MARKETING STRATEGY – Every business is different and what works for one may not work for another. To be successful, your marketing must be true to your business and your customers. This webinar, presented by Deluxe Corporation Senior Marketing Program Specialist Deb Steiger, will give you the tools needed to quickly and effectively create your ideal marketing strategy. Participants will learn how to define business goals, understand how to identify target audiences, attract customers and identify customer problems. [This free one-hour webinar will be held at 1 p.m. Feb. 20.](#)

FLORIDA'S UNEMPLOYMENT RATE REACHES RECORD LOW – Florida's unemployment rate dropped to a record low of 3.0% in December 2019. Additionally, the labor force continued to increase with 220,000 Floridians entering the workforce over the year. Florida businesses created 198,200 private-sector jobs and the state's annual private-sector job growth rate of 2.5% continues to outpace the national job growth rate of 1.5%. More information is available by going to the [December 2019 employment data.](#)

WEBINAR: INFRASTRUCTURE SECTOR BUSINESS OPPORTUNITIES IN COLUMBIA – Colombia, South America is becoming one of the region's most attractive destinations for international exporters and investors. In this webinar, hosted by the U.S. Department of Commerce International Trade Administration, learn from experts about upcoming business opportunities, the latest regulatory developments, and the tools and resources to support your company's market entry to Colombia. The webinar will be held at 11 a.m. Feb. 18. The cost is \$5. For details, [review the program description](#) or contact [Laura Krishnan](#) or [Camilo Gonzalez.](#)

EMERGING TRENDS AS MILLENNIALS ENTER MANUFACTURING MANAGEMENT – Millennials have overtaken baby boomers as America's largest generation and they are a growing segment of the nation's management workforce. In consideration of this generational influence, Forbes.com recently reported on trends that look to impact the manufacturing industry's markets, technologies and products as millennials take charge. The identified trends are: ubiquitous, instant connectivity and real-time collaboration; enhanced productivity and efficiency without compromising safety or quality; mobile devices everywhere on the front lines; sustainability and purpose as work motivation; and, consumer choice explosion for products and careers. [Read more on each trend.](#)

WEIGH IN WITH COMMENTS ON VOLUSIA-FLAGLER TRANSPORTATION PROJECTS – The River to Sea Transportation Planning Organization is seeking the public's input on CONNECT 2045, its long-range transportation plan for federal and state highway expenditures. The area is expected to get approximately \$1.8 billion for local transportation projects, resiliency and technology. The River to Sea Transportation Planning Organization (TPO) has created an [input survey, available through March 27.](#) For more, [visit the TPO website.](#)

FLORIDA RANKS AMONG BEST STATES FOR FEMALE ENTREPRENEURS – Florida is among the 10 best states for female entrepreneurs. With its 11-spot rise, Florida lands as the sixth best start for female entrepreneurs. Colorado, California, Washington, New York and Texas ranked higher. Fitsmallbusiness.com's report can be found [here.](#)

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.