



October 5, 2020

[Online Version at FloridaBusiness.org](https://www.floridabusiness.org)

COVID-19 Business Resource Center: [VolusiaBusinessResources.com](https://www.volusiabusinessresources.com)

SMALL BUSINESS REOPENING GRANTS STILL AVAILABLE – Qualifying businesses with a physical, brick-and-mortar location in a commercial or industrial space in Volusia County may be eligible to receive a **one-time** Reopening Grant Program grant of \$3,000 if they have 25 or fewer employees, or \$5,000 if they have 26 to 50 employees. The grant is made available to help small businesses recover from negative financial consequences resulting from the COVID-19 pandemic. Since the grant program's inception, more than 2,800 grants have been awarded totaling \$7.1 million. Funds are still available. [Brick-and-mortar businesses should review the grant criteria and apply online](#). *Please note this is a **one-time** grant. If you have previously received funds from this grant program, a second application will be denied.*

HOME-BASED BUSINESS GRANTS STILL AVAILABLE – Qualifying home-based businesses located in Volusia County may be eligible to receive a **one-time** grant of \$1,500 if they have up to 50 employees to help them recover from negative financial consequences resulting from the COVID-19 pandemic and relaunch their Volusia County business. [Review the complete list of grant criteria details and apply online](#). *Please note this is a **one-time** grant. If you have previously received funds from this grant program, a second application will be denied.*

AMERICAN AIRLINES ADDS DAILY NONSTOP FLIGHTS TO DALLAS AND PHILADELPHIA FROM DAB – American Airlines announced it will add two new seasonal service routes servicing Daytona Beach International Airport (DAB): Dallas/Fort Worth (DFW) and Philadelphia (PHL). Both flights will be daily morning service scheduled to begin in December and run through April and offer connections to the many destinations served by American's Dallas-Fort Worth and Philadelphia hubs. Passengers will be able to select business and economy class seats. While the new service offerings provide more options for area residents, it may also help boost tourism in the Daytona Beach area and highlight the importance of regional airports like DAB. For more information, [read the full release](#) or contact Marketing & Customer Experience Director [Joanne Magley](#) at 386-561-7185.

FREE SCORE WEBINAR: HOW TO EXPLAIN YOUR PRODUCTS AND SERVICES WITH INFOGRAPHICS – SCORE will present a live webinar called *How to Explain Your Products and Services with Infographics* at 1 p.m. Oct. 8. How well you communicate information about your products and services can make or break your potential sales with customers. In today's noisy world of information overload and short attention spans, infographics are a quick and easy way to explain the details about your products and services engagingly. This webinar, presented by product expert Dinah Ramirez with Easel.ly, will provide you with basic formats and strategies for tackling an infographic's writing and development. A successful infographic has the power to inform your customers of what they need to know and move forward with a purchase. [Further information and registration details can be accessed online](#).

WHAT IS WORRYING NORTH AMERICA'S MAJOR CFOs? – Many CFOs have spent months setting – and resetting – their priorities and expectations. In Deloitte's latest [CFO Signals™](#) survey on Q3 2020, just 37% of respondents reported that they expect to achieve 95% or more of the revenue they originally budgeted for 2020. Moreover, 25% say they will not reach or exceed pre-crisis operating levels until Q1 2022 or later. Among the 155 respondents, who represent many of North America's largest and most influential companies, top concerns included new waves of infections, more shutdowns, and the possibility of a longer-term recession. Those insights inform [a list of factors fanning CFO restlessness](#) at a time when flux seems here to stay. Individually, each concern signifies an area that demands finance leadership; combined, they illustrate just how the pandemic has changed the day-to-day finance operations at many organizations.

ERAU'S LAUNCH YOUR VENTURE WINNERS ANNOUNCED – The Embry-Riddle Research Park and the Center for Entrepreneurship have announced the winners of the [2020 Launch Your Venture Competition](#). Finalists competed for \$18,000 in total prize money and in-kind services to help them launch their ventures. The competing teams were university student-led startups with revolutionary ideas that could change the future of the aviation, aerospace and engineering industries. Each team presented its pitch virtually to a panel of judges representing investors, industry and the military. First place was awarded to NovApproach Spine from the University of Florida. Second place went to Pistachio of Embry-Riddle Aeronautical University, and AERLOGS of Florida Atlantic University took third place.

GOV. DESANTIS AND FLORIDA DEO RECOGNIZE LOCAL WORKFORCE DEVELOPMENT BOARDS – Gov. Ron DeSantis announced three local workforce development boards are being recognized with Veterans' Performance Incentive Awards for their diligent work providing employment and training opportunities to thousands of veterans throughout Florida. This year's top performers include CareerSource Central Florida, [CareerSource Flagler Volusia](#) and CareerSource Capital Region. The Jobs for Veterans State Grant provides performance incentive awards to recognize local workforce development boards that provide excellent employment services to veterans. Read more about [Veterans Employment Program services](#).

NEWS ITEMS WANTED! – Please send your business news items to [Heather Edwards](#). If you wish to be removed from this weekly broadcast, please let us know.