



On the Economic Scene



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

October 28, 2019

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

VOLUSIA COUNTY FAIR AND YOUTH SHOW OPENS NOV. 7 – Founded in 1923, the Volusia County Fair offers something for everyone, and this year is no exception. The fair will run until Nov. 17 and feature live musical entertainment, the Miss Volusia County Fair Pageant, a pirate thrill show, freestyle BMX and skateboarding exhibitions, a petting zoo, livestock auctions, talent show, amusement ride midway, magic show and much more. [A complete schedule of events is available on the fairground's website.](#)

EXHIBIT AT GLOBE'S 2020 INNOVATION SHOWCASE – The international GLOBE 2020 show is a turning point in the conversation about the clean economy. Corporations, all levels of government, NGOs, international agencies, technology innovators and the finance community will meet at GLOBE to invest, learn, make deals, find solutions and get inspired. GLOBE's Innovation Showcase is the place to experience cutting-edge technology and see the future of the clean economy. GLOBE 2020 will take place at the Vancouver Convention Centre in Vancouver, British Columbia, from Feb. 10-13, 2020. There will be interactive opportunities in the Innovation Showcase including innovation challenges, start-up pitch competitions, interactive presentations, networking activities, and more. [For information and registration details, go to Globe 2020 website.](#) Early bird registration expires after Nov. 1.

LIVE WEBINAR: LASER-TARGETING YOUR AUDIENCE FOR THE BUSY SOLOPRENEUR – SCORE will present a live one-hour webinar on [Laser-Targeting Your Audience for the Busy Solopreneur](#) at 1 p.m. Oct. 31. Reaching and engaging your target audiences successfully via organic marketing has nearly disappeared. Without the bandwidth to become a social media expert and operating on a limited budget, what is a business owner supposed to do? Targeted digital advertising via platforms such as Facebook, YouTube, Instagram or LinkedIn can effectively level the playing field without breaking the bank or having a huge learning curve. In this session, digital marketer and marketing coach Dan Harris will explain how to use digital advertising campaigns effectively regardless of where your target audience is and whether you're savvy or an advertising "newbie."

JOIN THE 2020 U.S. CENSUS TEAM – The U.S. Census Bureau launched a national recruitment effort last week to hire approximately 500,000 temporary workers to help conduct the 2020 Census. Census takers will be hired to work in their communities and go door to door to collect responses from those who do not respond to the 2020 Census online, by phone or by mail. These positions offer competitive pay, flexible hours, paid training and weekly paychecks. [Pay rates for Census takers in Volusia County are \\$16 per hour.](#) The selection process for census taker positions begins in January, with paid training occurring in March and April. Census data helps determine congressional representation in the states and how billions of dollars in federal funds are distributed to states and local communities for critical public services and infrastructure, including health clinics, schools, roads and emergency services.

FLORIDA TALENT DEVELOPMENT COUNCIL – The first Florida Talent Development Council, created by the legislative act [CS/HB 7071: Workforce Education](#), will work to develop a coordinated, data-driven, statewide approach to meeting Florida's needs for a 21st century workforce that employers and educators use as part of Florida's talent supply system. The council, administered by the Florida Department of Economic Opportunity is tasked with [creating a strategic plan](#), to be delivered by Dec. 31, to ensure 60% of working-age Floridians hold a high-value postsecondary credential by 2030.

GROWTH OBSERVED IN U.S. FREELANCE ECONOMY – [Forbes.com recently reported](#) summarized insights into the economic landscape of independent workers or freelancers. The insights came from the [Freelance Economic Impact Report 2019 report](#) released by Fiverr that surveyed over 5.6 million independent skilled workers residing in the U.S. Among other outcomes, the study found faster than expected growth in the freelance workforce – especially in metropolitan areas, a significant presence of skilled freelancers offering a variety of professional and technical services, and average independent worker earnings that were similar to a traditional paycheck.

FALL 2019 COMPUTER CLASSES AT DSC – Daytona State College has announced the latest series of computer classes beginning with Excel 2016 Basic on Nov. 12. In addition, DSC is providing classes on best practices for producing ADA-compliant documents. [Details with dates for all classes are available here.](#) For information and class registration, contact [Joanne Parker](#) or call [386-506-4224](#).

ALCOHOL CONSUMPTION TREND FLATTENS – More consumers are opting for booze-free experiences in restaurants, bars and other establishments. According to a [Nielsen.com Insights report](#) on the "sober curious" movement, alcohol consumption has been relatively flat over the past year. The reported reasons for alcohol abstinence among U.S. adults 21 and over were health at 50%, followed by losing weight (28%) and price concerns (26%). Millennials were identified as driving the mindful drinking movement, as 66% were making efforts this year to reduce alcohol consumption – well above the average 47% among all U.S. consumers 21 and older. Within bars and restaurants, no and low-alcohol beer is the fifth-fastest growing beer type in the U.S. and has a total value of \$77 million. In the last year alone, retail sales of non-alcoholic beverages have posted sales growth of \$1.1 billion.

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.