



# On the Economic Scene



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

September 30, 2019

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

**FIBERGLASS FABRICATION BOOT CAMP** — Daytona State College is offering its Fiberglass Fabrication Boot Camp from 6 a.m. to 4 p.m. Oct. 18, 19, 25 and 26 at the college's Fiberglass Fabrication Lab, 1601 Tionia Road, New Smyrna Beach. The 40-hour boot camp is the result of a unique local industry partnership with Boston Whaler, Dougherty Manufacturing, EdgeWater Power Boats and Everglades Boats. Participants will be introduced to fiberglass manufacturing, including manufacturing processes, safety, tools and equipment, lamination, and final part finish and inspection. The cost is \$595, and assistance with paying the fee may be available for eligible participants through CareerSource Flagler/Volusia. For more information and registration, contact [Joanne Parker](#) or call [386-506-4224](tel:386-506-4224).

**EUROPEAN EXPORT CONCIERGE SERVICE** — Enterprise Florida (EFI) has just launched the new [European Export Concierge Service](#) to help Florida companies with market entry and expansion in Austria, Belgium, France, Germany, Ireland, Italy, Luxemburg, the Netherlands, Portugal, Spain, Switzerland and the U.K. The Export Concierge Service provides a number of options – from customized market research to business matchmaking and appointment-setting with prospective partners and distributors – all delivered by EFI's foreign office network in Europe. For more information about the new European Export Concierge Service, contact your local [Enterprise Florida Trade Manager](#).

**VMA FIRST ANNUAL ROBOT BRAWL** — Local manufacturers will team up with kids to build the “baddest” robots in the First Annual VMA Robot Brawl from 10 a.m. to 3 p.m. Oct. 5 at Jackie Robinson Ballpark in Daytona Beach. The event will include a Bot Fight competition as well as a demonstration from the Volusia County Sheriff's Office Bomb Squad. It will also feature one of the Air One helicopters from the VCSO special aviation unit. [Event tickets and details can be found on the VMA website](#).

**LIVE SCORE WEBINAR ON SELLING OR CLOSING A BUSINESS** — This free one-hour webinar will address the Top Four Considerations When Selling or Closing a Business. Selling or closing a business is a unique time for business owners. It could mean a big payout and significant transition for the business owner, employees and customers. In this webinar, MyCorporation CEO Deborah Sweeney will present key legal and business considerations when selling your business. Factors to be covered include evaluating whether your business is in good standing, the protection level of intellectual property, valuation of customer base and whether outstanding debt can be paid. The webinar will be held at 1 p.m. Oct. 3. To register, [go to SCORE for more information](#).

**ACADEMY OF GAMING AND SIMULATION** — The academy at Atlantic High School explores the video game industry and the skills needed to become successful in this highly competitive industry. Working with the latest technologies, students encounter the fast-paced world of computer games, 2D, 3D and animation. The academy also includes the design and development of game concepts and assets. For more information, [contact Academy Director, Rick Bowrosen](#).

**VOLUSIA COUNTY MEDIAN HOUSEHOLD INCOME INCREASES IN 2018** — The most recent U.S. Census data release reports median household income for the United States and 14 states increased significantly in 2018 from the previous year. Median household income data reports the point where half the households make more and half make less. The 2018 [American Community Survey \(ACS\)](#) shows that median household income rose between 2017 and 2018 for 10 of the 25 most populous metropolitan areas. Florida's median household income rose 2.8% to \$55,462. Our further research shows that [Volusia County's median household income was \\$50,361](#), an increase of 6.1% as compared to [\\$46,901 in 2017](#).

**HOW STARTUPS CAN MAKE THE MOST OF THEIR MARKETING BUDGET** — While there's no magic formula to marketing for businesses just starting out, there are some easy, high-impact tactics to consider. Start-up companies might not have a lot of time and money to spend on an expensive marketing campaign, but there are approaches that can give the peace of mind needed to grow a successful business. [Startups.com reports](#) that some of these strategies include considering the true costs of marketing, using social media ads to target ideal customers, leveraging social media groups, advertising strategically online, and perhaps hiring an external marketing team.

**COMMERCIAL/MULTIFAMILY BORROWING INCREASED IN SECOND QUARTER** — Commercial and multifamily mortgage loan originations were 10% higher in the second quarter compared to a year ago and rose 29% from the first quarter of 2019, according to the Mortgage Bankers Association's (MBA) Quarterly Survey of Commercial/Multifamily Mortgage Bankers Originations. A rise in originations for health care, office, industrial and multifamily properties led the overall second quarter increase in commercial/multifamily lending volumes when compared to the second quarter of 2018. [Further information is available at the MBA website](#).

**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.