

AUTOMATED MESSAGE:

The webinar will begin shortly, please remain on the line.

The broadcast is now starting. All attendees are in listening only mode.

SPEAKER:

Hello and welcome to day five, the last day of Volusia Business Resources VBR week the pros presentation for the I'm Katrina Friel, the specialist with Volusia County. Your host for today's broadcast.

KATRINA FRIEL:

-- Allow me to start with some tips to help you get the most from this broadcast. Please expand your control panel to be able to interact during the presentation. Audiences muted during this broadcast. Please make sure your computer audio is on to hear the presentations.

Closed captioning is provided. Please check the handout section of your control panel for the access link.

If you would like to ask a question, please open up the question section of your control panel and type your questions therefore they will be read at the end of the last presentation if we have time.

if your questions are not answered during the time allowed at the end of the broadcast, or if we don't have enough time at the end of the broadcast, please email those questions likely to VBR@volusia.org and we will respond.

Now that the housekeeping has been completed. Let me introduce our first center to you.

Brad Harris is the Volusia County business manager, and he is going to explain the development and the mission of VBR.

BRAD HARRIS:

THANK you Katrina. Welcome and thank you for joining us today as we continue to celebrate Volusia Business Resources week.

I have the privilege of kicking off today's session, the last of a series held this week to introduce you to the business servicing organizations found under the Volusia Business Resources banner.

Today's session, we will hear from business associations, advertising agencies, mentoring groups, and our career (indiscernible) office. Each of these organizations devote their energy to support our local entrepreneurs and businesses.

I trust you have been able to join us for some of the previous sessions, but if not let me address two questions that some of you may have.

The first question, what is Volusia Business Resources? Or VBR as you will hear us refer.

We hope the answer for that question will become evident, at least in part as the session continues. But to get you started, let me mention four facets of VBR you probably should know.

First VBR is a brand, and it is a branch that will help elevate and expand awareness of the many helpful businesses, resources and activities that are available to you locally for second, VBR is a copper hands of business assistance website. You can find innovation and guidance to face the challenges in the days ahead. We will learn more about that shortly.

VBR is also a UNITY white partnership that extortion develops new programs and resources, all to help innovators, entrepreneurs and small businesses.

Finally, PBR is what I call a listening (indiscernible). It is where the voice of small businesses are heard. It is where that voice is then consolidated and then brought to a group to be acted upon benefit of our whole community. So that is VBR.

Second question is how did VBR start? Will it started with candid conversation with a small number of businesses and some business servicing organizations. And by 2021, those conversations had grown into and led to the countywide business survey.

Then with the survey input in hand, and affiliation of community partners joined together to begin addressing the needs that were raised in that survey.

In short, VBR started by giving unfiltered communications from a large number of businesses into the hands of the local business servicing organization, like those you will be today.

So much has been established because for the good response that 2021 survey. And it is our hope that with the distribution of the 2022 survey that began this week, you will take time to respond to that and help us once again hear your voice.

If you would like to see the summary of the 2021 survey, and perhaps see what the result of that have been so far, you could see that@volusiabusinessresources.com, go to the new Stephanie will find it under that page.

So that is our brief introduction for the letters that begin our journey and I will turn it back over to Katrina.

KATRINA FRIEL:

Thank you so much for that Brad. That opening was perfect. Its been perfect all weekend it is perfect today.

What we would now like to do is share the Volusia Business Resources website with you. With that

being said let me go ahead and start the video.

(Video Plays)

SPEAKER:

Will come to Volusia Business Resources.com, one-stop portal to help entrepreneurs and business owners navigate the resources needed to help them (indiscernible) their success.

Once you have opened your browser, type Volusia Business Resources.com in the URL address bar.

When you first open the site, you will be presented with an option to provide feedback throughout survey. The survey will be updated with new questions regularly. Response to the survey helps us develop programs. It is unnecessary you take the survey to access the site, but we would appreciate it if you did.

Let's check the about tab to learn about what VBR does, and how we do it.

You can access the resource navigator, the resource calendar, and the business guide by clicking on the title of each on this page or by scrolling back up to the navigation bar.

The resource navigator allows you, the user, to sort applicable resources housed in the resource directory based on your company's stage of growth, and by area of need. This streamlines your search process by not overwhelming you with results that you are not looking for. The navigator does that for you.

For example, if your business is in a growth phase of development, and you have expanded beyond your current web brand, you might be looking for (indiscernible) workforce, and a new larger facility.

Once you hit the submit button, you will be presented with resources that can help you with your needs, and contact information.

If you click on any of the resources on the resource card, you will be taken to a list of resource to provide that service.

(Indiscernible) can go directly to the resource directory and search for subject title.

Let's take a look at the resource calendar.

The resource calendars lists events, classes and webinars that provide opportunities for you to further expand your business knowledge and to network your business. Many of the programs you find on the calendar hour free, but not all are.

To use the calendar, simply click on the selected event category button, and the calendar will sort by the subject you are looking for.

The calendar offers multiple view options: by month, by way, by day, by calendar view, or by list view.

The VBR team continues to develop and expand our list of business guides. These guides provide step-by-step instructions on different subjects important to business owners while trying to establish promoted businesses.

If you haven't found what you're looking for on the website, you can always contact us directly. You will find links to the contact page and the survey throughout the site.

If you would like to receive the most recent economic developers, there is an option for you to add your contact information to our mailing list.

Thank you for taking the time to learn more about the VBR website. The VBR team continues to develop new programs. Please don't forget to sign up for the newsletter to learn more.

KATRINA FRIEL:

Sorry about that everyone. I had some technical difficulties right there. I lost my script and things happen, so here we are against we are back with I hope everyone got some really good information on how to use the site and everything that is there.

Next up I would like to present a dear friend, and somebody I have known since I have gotten into economic development. Just looking forward to this recitation. This is the president and CEO resource Flagler Volusia, and she has some critical information for businesses, business owners and employees. Thank you Robin King.

Robin can you unmute yourself? You were self muted.

ROBIN KING:

Thank you. After all the work you have done to teach us how to do this correctly, and yet we still go "huh?"

So hopefully you can see the CareerSource Flagler Volusia, proud partner of the VBR brand. I'm just delighted with this momentum that you have moved forward with collecting all of the resources that are available for community, and packaging it so it's easier to find. I think all of us suffer from the best-kept secret issue, right? So just really delighted to be here.

So again, my name is Robin King, I'm I am president and CEO of CareerSource Flagler Volusia Volusia for the we are your workforce abutment board. We provide services for three career centers. One in Daytona Beach, one (indiscernible) coast and one orange city. Was a supportive network of career links that provide committee-based organizations, (indiscernible) organizations what the two county area.

The workforce board is made up of 24 member's, majority of whom are private business that reflect

our targeted industry sectors. Of the board members include community stakeholder such as education and economic firms, in fact if you listened in on some of these (indiscernible) this week you have heard some of the board member is already.

Just a reminder, I will always looking for interested forces to come to the table to help us how to best do best what we receive into a committee.

Our overarching goal is prosperity for all. To meet that goal be serve to customers. Jobseekers and businesses. Today I'm going to really touch on some of our services and opportunities for engagement.

We see challenges today unlike anything we've ever seen before for Lucia County unemployment rate of 208%.

... So we have more people working Volusia County than ever before. But there is still approximately 6600 job openings right now that are going unfilled.

The services that CareerSource Flagler Volusia offers focuses on agreement, hiring and developing talent. If you scan the QR code here, it would take you to a rise platform that would show you a great detail of the services that we offer.

We currently invest up to \$30,000 per company, per year. To help offset the cost of new hires, it costs money when you hire new people for the training. And to help businesses invest in their only non-deprecating asset, their employees.

You listen through this week, the presentations you would've heard some local colleges and university talking about educational opportunities they have for your boys. So while we don't do training directly, we would help you pay for the training. It's a match. We do up to 50%.

That includes all the job-training, employed worker training, and partnerships. We have learned a lot the last couple years on the project, but we, our sponsor of a friendship with her own cabinet, so we really see how to navigate that and help with other businesses (indiscernible).

One of the strategic goals of our Board of Directors is strategic and accurate business intelligence. Which means that we must be in continuous communication with the business immunity.

Because this is what they wanted on conversation, alliance 4 was created. We meet every six months. The Alliance 4,... Business, economic allotment and education. Both secondary and post editor. We are all in the room at the same time sharing best practices and what has worked for other businesses. It is how we have come to the conversation of being employer of choice, by learning for businesses who have called them subside.

That QR Code that was on the previous slide, there is a link in there as well. Where you can click, this is the website (indiscernible) 02.

Here is my contact information, as well as the direct line to our business services. So please reach out with any questions and happy to share how we might create solutions for you. Thank you.

KATRINA FRIEL:

Vicki Robin. I just want to let the audience know that all of these presentations are going to be hosted on Volusia business Resources.com. You can go there if there is something committed in the presentation, for example Robin mentioned the QR Code. You can go back and find it on Volusia Business Resources.com.

My next presented is Bliss Jamison, president of the Southeast illusion many factoring into my collection and... She also serves with the Volusia County industrial authority, the city of Edgewater economic alumna, the Southeast Volusia Chamber of Commerce directors,... What doesn't this woman do, really?

Without being said, I want to welcome Bliss Jamison.

BLISS JAMISON:

Good afternoon. Trying to get all these little messages to me off my screen. There we go.

Good afternoon. It is my pleasure, to introduce Southeast Volusia Manufacturing technology coalition.

Together we have collaborated with the cities of New Smyrna Beach, Edgewater and tobacco. The cities are truly dependent on one another, and together they form one economic community.

We are big on relationships and partners. And you see some of our partners listed here.

We came together to brand, market and promote Southeast Volusia as a (indiscernible) place for manifesting technology and value added industries.

Together we work with public-private partnerships as one economic regent to create higher-paying jobs, promoting the area for economic availment. And tourism. We have produced videos to promote the Southeast Volusia region to prospective businesses, and connector businesses to the space industry opportunities.

KATRINA FRIEL:

Sorry to interrupt, we cannot see your presentation as representing it. I pulled it up on my screen, if you want to just tell me next light and I can go ahead and go through it. Or we can go ahead and make you the panelist. Underneath sharing, click that show screen. There we are.

BLISS JAMISON:

You see me now?

KATRINA FRIEL:

Yes ma'am.

BLISS JAMISON:

You see my screen?

KATRINA FRIEL:

Yes ma'am.

BLISS JAMISON:

I apologize for the technical difficulty. So you have heard me talking already right?

KATRINA FRIEL:

Yes we have.

BLISS JAMISON:

So where was I?

So we organized work for symposiums to help workforce businesses connect with education opportunities and customize workforce training programs.

We organize job fairs and collaboration with career source. And we are working now on a career fair for students and parents to explore educational opportunities, dual enrollment opportunities, and certification programs.

Last year we put on the future of space symposium. What it means for jobs, the economy and (indiscernible) featuring space Florida. And we worked to connect our businesses with the educational partners to create a stronger workforce, and to create the workforce pipeline for the future.

We have worked together with our local governments to create the opportunity, the commercial space opportunity overlay for our districts to create an easier permitting process.

We are always promoting our location in the technical order. We have the benefit of having the lagoon and our close proximity to the Cape. And Southeast Volusia is also home to the largest continuous industrial corridor in the county. And that is Park Avenue.

Engine Park Avenue, if you have not heard, we are going to be having 1,000,000 ft.² of industrial space phased, being built in phases over the next couple of years. They will be beginning construction and coming out of the ground and 380,000 ft.² of industrial square pace Perspex. Over those industries looking to be close to the Cape, we are going to have that space available.

Here are some of our advertisements that reach beyond our borders to businesses and the supply chain looking to relocate here in the tech order.

We also advertise in Florida trend, of course livability magazine, and site selection magazine.

In all of these publications, while focusing on our geographic location, we also emphasize the quality of life. We have a quality of life second to none. So entrepreneurs and startups, this is a great place to be able to recreate into your basis.

We utilize social media campaign's on Facebook and LinkedIn. And then we have our monthly loose letter and the blue yonder block. We are always looking to build relationships and work with our partners. I already mentioned career source, but we, in all of our publications, we work very closely with the Southeast Volusia had authority, and Debbie Neils. She has been a great asset.

Together we are stronger. Southeast Volusia is one economic region. As is that we are stronger together, and believe in partnerships and collaboration as the way to celebrate our area. And I thank you for your time.

KATRINA FRIEL:

Thank you S that was wonderful.

I would like to welcome our next panelist, cochairperson four score chapter 87, Adrienne Barker. Adrian are you there?

ADRIENNE BARKER:

I am here and I hope it's all good.

Hi everyone, I am really proud to be the cochair for SCORE. I've been involved for SCORE for over five years, and by the way we are all volunteers. I just want to be clear, I am a volunteer at my culture could not be with us today, but that is she less like it was amazing.

So moving along, next.

I want to make sure you know what SCORE is about, because we are so proud to be in this community. And the reality is, not every community is lucky enough to have a SCORE office. Next.

So SCORE actually is just hitting roughly about 59 years old. Hey it's about the same age as me, I am 60, that's amazing!

So score has been around and what we really want to do is help businesses grow. That is clearly our mission. So we are here for you, and we just want to make sure that small business communities receive our work that we do, which I'm going to share as we move along. So next slide.

So everyone asks what does SCORE do? We provide the free business advice and mentoring. I just want to let you know, actually the last two months, we had about 75 mentoring requests. And that is was about 20 volunteer members. So what you can see, we are working hard and volunteering to making sure we are taking care of our clients who can come from all walks of life was a dream to open up the business.

We also offer business training, we are so proud to be part of Volusia Business Resources, and actually every client that comes to us we immediately share the resources of the website. So very important.

We also have amazing workshops, templates, you want a business plan tablet, come to the SCORE website. We have it for you. Next.

So we are actually about 11,000 volunteers now. So we are really proud of it. But only about 30% are women. So we are always looking for volunteers. I just shared that we have so many mentoring requests, but not a lot of phone years. So we really need, and let me just tell you a little about volunteering.

I grew up in the promotional products industry, so I can mentoring that industry. I know it well. We have some mentors that actually know e-commerce and drop shipping. We have mentors that understand the commercial real estate business like every mentor that we have has almost like a handful of knowledge that they can offer. But we also have something called the subject matter experts. So maybe you absolutely know everything there is about Facebook ads, we would love to have you join our team, do we worship, and help us to teach our clients about what you know.

How are we funded? Well first of all I want to take a minute to say thank you to trust for the grant. I want to say thank you for the city of Ormond Beach. We have facilitated with, and actually will get to me, Alex (Unknown Name). We have facilitated the cloth and fast-track program three times for the city of Ormond Beach. We are really appreciative of that. We have other connections that of course, with Volusia County economic vomit. So we receive some funding there, which is amazing. And we're so grateful. Then of course federally score national receives a very large grant, and that gets trickle down to each office. So we are to distribute it through the chapters. Next.

And as you can see, we just actually had a regional meeting. It was so much fun to be in Jacksonville. Catherine Walton is an amazing woman, we got to be with her. And just like any organization. We talked about best practice and how we can make sure we are serving our clients as best as we can. Next.

Soever goals are very simple, and I have to share that we are very lucky to have Volusia Business Resources, because one of the goals of SCORE is immediately, when a client reaches out to us. That we know what our local resources are.

Many communities don't have a Volusia Business Resources, they may have to create it. Score number from the beginning we have been part of VBR because we recognize the importance that we need to get this information out to our clients.

So we have what is called one score. That means we all work on the best practices together. And there may be times you may be looking at agricultural mentoring that you need. We may not have someone here, but we have an Ohio mentor that can help.

So we go under that One SCORE and Bella, we use fantastic platform that keeps us all engaged and know where we are. And this allows us to expand our services into areas that may not have an office like we have.

And I do want to say, Tony Flores is our DEI champ, he is amazing. He is out of the Flagler area, but he works very hard for Volusia County. If you don't know Tony Perez you're missing out. Next.

I know (indiscernible) already spoke a bit about the one score, it makes sense you have everything together? Because it would be just a mess if we were all on the same plate. Next.

So our website is called, please take a minute. Actually SCORE.org. Or you can just Google SCORE Volusia Flagler, it will pop up. It is a wealth of information.

Actually we have chat, so sometimes you can chat with someone. If you go in and have this burning question, go into score.org and the chat is open. Immediately you can ask the question. We also have so many workshops, and I know if you are on our mailing list. I apologize that we do send out a loss of emails regarding all of our workshops, but we do that for you because there may be one you may not think you even know but then it comes through. Actually I need to know about Google.

Thank you, our startup roadmap is what we are known for. If you know anyone looking to start a business, please ask them if they contact score yet. Next.

So we have the tablets, the tools, the workshop. We are here for you. But we do need volunteers to help too. And you know what, the volunteers get a lot out of it. You can actually volunteer for one or two hours a month. So we are not going to tie you up with time. So let us know if you can help us, we are here. And we are funded by the SBA, they give us a lot of great information. If you need any connections, please let us know, we're happy to make that.

Really quickly I would just go through this so you can see in 2021. We will move quickly. Next.

78 new businesses started. Right here and Volusia County! Next.

30 score mentors are serving the community right now. Of course we have the snowbirds coming in and out, so does fluctuate. But we are doing good. 275, you see it, services provided. We are here for you, we are doing it. Mentoring session and also committed events just like this.

So here's a break down of who we serve. Please join the score team. Or learn from us, we are here to help you to make sure your business is on the right path.

Thank you so much. I appreciate this time. This is our beautiful looking mentors that we have. And I will never be able to say thank you enough to Volusia Business Resources and all the partners that we collaborate with. It is such a wonderful group, so get involved.

I'm Adrienne and I am finished. Thank you so much.

KATRINA FRIEL:

You can also find the link to SCORE on Volusia Business Resources.com, and I'm just going to say with that presentation. She shoots she scores! Alright, OK. I need a laugh track.

Presenting on behalf of the African American club, I'm sorry, the average American entrepreneurs Association is the distinguished founder and CEO. Mr. Leslie Giscombe. The floor is yours.

LESLIE GISCOMBE:

Thank you Leslie, let me share my screen.

KATRINA FRIEL:

I think you need to turn on your WebCam as well Leslie.

LESLIE GISCOMBE:

How was that?

Great. First of all, welcome, welcome everyone. Happy Friday. My name is Leslie's come, founder and CEO of the African American occupiers Association. It is a pleasure to be a part of VBR I must say. The whole entire VBR team.

Let me share my mission with you. The AAEA was formed...

KATRINA FRIEL:

Sorry we can't see your screen.

LESLIE GISCOMBE:

I'm not ready to share my screen yet.

KATRINA FRIEL:

Sorry.

LESLIE GISCOMBE:

AAEA was formed great economic moment throughout partnerships with the underserved African American and minority communities through education, mentoring, workshops, group economics and micro-financing opportunities.

Our vision, the African American entrepreneurs Association, AAEA is a nonprofit that works for its members and partners connecting a wide range of organizations that provide capital and services to assist underserved entrepreneurs in creating and expanding their businesses. I will share my screen right now. Hold on.

OK, I clicked shared screen and it's not sharing. Katrina countries share screen there is an option, a

little drop-down. That allows you to pick... Were it says show screen under control panel.

LESLIE GISCOMBE:

I see it. And it was a sure screen.

KATRINA FRIEL:

Pick the screen you want. You may want to close out your browser. To be able to see.

LESLIE GISCOMBE:

Hold on. My screen, it's on uploaded videos.

It says it ticked off, it's already ticked off. Let me see. No, that didn't happen.

KATRINA FRIEL:

What I can do is bring up the website on my screen, and we can share it for my screen if you like. I can also load your presentation from mine. Let

STUDENT:

No, because I have something else pulled up from my browser and also my website. So that's what I need to share my screen.

KATRINA FRIEL:

If you click the tab, what are you looking for on your screen right now?

LESLIE GISCOMBE:

I am and where it says show screen.

KATRINA FRIEL:

On your browser, what are you looking to show? One of those tabs? Which tab?

LESLIE GISCOMBE:

Can you see it now?

KATRINA FRIEL:

We can.

LESLIE GISCOMBE:

Good. Can I proceed?

KATRINA FRIEL:

You're all set.

LESLIE GISCOMBE:

Let me share data with you folks. 19% of all employer-based businesses. For some reason this is not,

and trying to get something that's interfering...

I'm sorry, 19% of all employer-based businesses were female lead. But 36.1% of black-owned businesses were headed by women. You're comparing women-owned businesses to all racial categories, black non-Hispanic women have the highest percentage ownership competing with men in the racial category.

Look at data during black business month shows that black Americans own 2.2% of the nations 6 million businesses with employees. That's a problem.

This was a report in Harvard business review May 2021. Black women are more likely to start businesses than white men.

Next slide. Most notably the report shows blackened visuals are twice as likely as white individuals to have entrepreneurial intentions. 20% versus 10%. And he really twice as likely to start businesses. 26% versus 14%, however black entrepreneurs are half as likely to be running mature businesses. 5% versus 10%. And report higher business closures. 6% versus 4%, and white entrepreneurs.

The GMD global afterburner monitor report showed that TA, total entrepreneurial activity rate for women was 16.6%. During that TA rate for men of 18.3%. Meaning that there are about eight women entrepreneurs for every 10 men entrepreneurs.

And that was report taking from Babson College entrepreneurship.

Another report states that the global ultra partnership monitor released in July 2016 found black business owners are creating businesses at a higher rate than their white counterparts. And other minorities.

The highest TA total entrepreneurial activity rate were among African-Americans, then whites, Latinos, the nations.

Places to lend support. This is the area where one of the things that we as AAEA focus on, and that is places to lend support, because of the problems within the African American entrepreneurs segment is seen and increasing educational opportunities for minority entrepreneurs, skill developed, networking building, and of course access to capital.

One of our success stories I must say in Volusia County's Tail Café. From the flea market this family started the business, (indiscernible) business just from the flea market as it states here. We market to building owners, Omar and Camille Golder Brown closed in October 2022 on the next growth phase on the kale café and juice bar for Daytona Beach.

We want to graduate and for the purchase. The AAEA was very instrumental in supporting them, helping them with access to capital, working with SBA, also eventually closing on this property. So we are all excited for them.

One of the things about the African-American interpreters Association, can you still see my screen Katrina?

KATRINA FRIEL:

We can. Wesley mac great. One of the things we do here at the African-American entrepreneurs Association, three of our core segments of our mission is in advocate, educate and connect.

Throughout the year we have workshops on a monthly basis. We initially started with them locally, in person, they eventually morphed into virtual workshops. We have a successful program we just are difficult access to capital. And we utilize professionals all throughout the United States. They are involved in our access to capital where (indiscernible) presentations on a monthly basis. We are now taking a break and will be starting back up in the spring and fall of 2023.

We are also partnered with SBA. We have a sound agreement with the SBA. So they do a number of workshops for us throughout the year. And they already trauma to support and help.

Some of our partners. Let me show you here. Go back to our... Screen and I will show you a few of our partners that we are delighted to share along this journey with us.

There we go. Doesn't want to behave for some reason. There we go.

A couple of our partners. We want to think University of Florida College of business, or producing program. That is been one of our initial partner, also five-star credit union, TD Bank which is given a grant. Advent health. He does state college which was very helpful in supporting the location for us to initially start workshops. Here in the Volusia County area. We also want to thank cell state bank, Bank of America. Round and round insurance. And first committee Bank of Alabama, which is one of our first making partners outside of the state of Florida which we are now developing a chapter.

We also have a resource page. I don't know why this is going so slow today. We have a resource page which will link you to all of the resources. Some of the certified development companies that we refer our members, which is basically, we call them CDFI's. Micro-lending organizations.

Also links to sun biz. We also work with our members with developing business plans, marketing plans. I will go back to her main page here.

Another big thing we also are, you can receive our latest events. You just go on our event page and pick up our event page. We are also membership driven. So you can join, become a member.

The other thing that's important is we have consultations, just click on the link where it says scheduling appointment.

We are just delighted to be a part of the Volusia County family resources. We have been here since 2020. I think we have served based on our annual snapshot, we have served over 40 businesses

locally. And these are majority, minority businesses. We don't deserve miry businesses, just so people know. Because a lot of, we have had a lot of questions where, are we only helping were only support African Americans or minority businesses? And the answer is no. We are very inclusive. But our mission and focus is that underserved community that sometimes or always left out when it comes to economic the moment.

One of the things I like about VBR is VBR has created a platform that is very inclusive. All of the resources throughout the Volusia County area and collaborating and helping build this county when it comes to entrepreneurship.

I think there is a fine line between economic development and entrepreneurship. Very fine line. The more inclusive we are the better environment we create and better community for all of our members and all of the segments that reside throughout Volusia County area.

So I want to thank VBR for a great job.

KATRINA FRIEL:

Thank you so much. Once again, African-American Entrepreneurs Association. You can find it@aae.com.

Next up is Jessica Levitt. Jessica is the president and CEO of VMA.

JESSICA LOVATT:

Hi everybody, super excited to be here today. Thank you so very much for having me. I would love to share our logo with you, but I cannot figure out, aha. Found the button. Did not find the button. To share my screen.

KATRINA FRIEL:

We could see it.

JESSICA LOVATT:

How about now? I'm especially talented at really messing up all kinds of Takashi. So sorry about that.

First off I want to give you a bit of information on the VMA. We are a company who is 42 years strong. We're founded in 1980 by manufacturers for manufacturers.

We have a 7030 split, what that means is 70% of our members are manufacturers in 3% or service partners. People that can help our manufacturers be better.

The three things would like to focus on at VMA are education, relevance and growth. The most dynamic so far this year has been education. We are in the process of an awareness campaign, making everywhere aware of how many manufacturers we actually have between Volusia and Flagler counties.

It's fantastic. There's over 450 that are here.

The majority of her manufacturers do have under 20 employees, so they are just a group of people who are working really hard to get their products out. I am sure we have all heard of companies like B Braun (?) that make bags that IV fluids going directly into your system. And germ-free that makes the clean rooms for those, those companies are getting larger. Of course we have our that is both mifepristone and South County. They have a large workforce working for them, and they are still Looking for more people.

If you know anyone who needs a job, please contact VMA job board, because we have a lot of listings there as well.

We have three major events we do every year to just keep our membership really engaged, and the community engaged with what VMA is and what we do.

We have our golf tournament that funds our education programs. We have given almost \$400,000 in the past 13 years that we have been doing our golf tournament. Directly to Volusia Flagler County schools.

Whether it be direct money to teachers, or to college kids needing scholarships.

We have developed our fame program, the Federation for advanced many factoring education. Which you saw the logo a couple of presenters ago. So we are excited that Bliss is a part of that as well.

The fame program was started because we need a talent pipeline more now than we ever have in the past.

With the first person to use, Robin King with career source, who this has been her life mission ever since I have known her.

Was manufacturing, it is a very specific skill set that we are looking for, especially with how advanced our manufacturers are becoming these days. So it is not something that we all remember, the I Love Lucy skit where she and Ethel were picking up the chocolates and shoving them in their mouth because they couldn't figure out how to get there.

Some of our manufacturers do still have conveyor belts, most of them are run by robots now.

So with the advancement we have seen in the past 30 years, it is something that requires a specific type of education.

So we started two years ago in 2020, which was a very special year to start anything. The Fame program.

This program matches students and grown adults were looking for career change. They work from manufacturer three days a week and go to school for Daytona State two days a week. At the end of

five semesters, the graduate with an advanced manufacturing technician degree, which is fantastic. And the skills in this program that are taught launch these people into the stratosphere where their careers can grow.

This has been a tried-and-true program from Toyota. They started about 25 years ago. And now one of their graduate is actually running the plant where she initially started. So that just goes to show exactly how quickly you can grow in those careers.

We have our robot brawl every year. We just finished in October. We had 12 schools that competed and got to take all money to build robots. So people can cheer them on and actually see them get really excited about building things.

Next program we have is our rewards banquet where you actually get to see the best and brightest celebrated in manufacturing and our service partners. Soulfully you are available to come to that on December 1. We would love to see you there, and that's like a one night where it shows you everything we are really doing really really well.

KATRINA FRIEL:

-- First I would like to say we are running over a little bit. If you can stay after 1 o'clock that would be fantastic to stop we have former presenters, we have a couple presentations that ran over.

With that being said, this man is very dynamic. I love to hear him talk. Watching percent.

This is representing One Million Cups, personal real estate professional coach, Alex Szingh.

ALEX SZINGH:

hello there. Oh my goodness, we definitely ran over time. I am a very fussy person when it comes to time management so I will cut mine short.

Can you pull up my presentation? Because you were going to run my slides.

I guess you don't have representation up, it's fine.

Let me just talk about One Million Cups, I have been involved in One Million Cups for over five years. I am one of the organizers, also presenter. I presented to multiple locations.

And here's the thing, just stay on the sly. We are going to bother with the other slides because I just want to really drive this information home.

Purpose of One Million Cups is to educate, inspire, and connect entrepreneurs nationwide with other entrepreneurs and make their businesses known and open to a lot of people out there. Because we really, we run the sessions every Wednesday morning at 9 AM. It's basically on Facebook live, so you

can see it. We also recorded so you can see it later.

Right now there is 123 immunities across the country that happens every Wednesday morning was a 21,000 afterburners that have been involved in it. And over One Million Cups of coffee. Thousands and thousands of presentations. I personally have presented at 11 different locations.

Here's the thing, what I want to do is invite you. If you own a business, as a matter of fact everything a person that is been on the session I've been listening to, you should come out and present at One Million Cups. We are looking for presenters. We are looking for people with businesses, auto burners that starting up a business or expanding their business. Her want to grow their business.

And what they're looking for is to showcase the business, and at the same time get some feedback from other entrepreneurs that can help you with your business.

So every Wednesday morning, 9 AM at the...

... To be a present, a million cups Daytona Beach. There is an application for mother. You can apply and present your business. What I would like you to do is invite you to go on the website, now you don't have to be professional speaker printer. You don't have to be an individual that says, "oh my gosh my presentation isn't that great. I'm worried about it."

We love everybody, we are very inclusive. We don't care where you come from. We don't care about your background. Your religion, your color. Whatever your background is, whether you speak right English were not as good like me.

And what we want is re-looking for afterburners. We want to support you, help you, and we want to help you grow your business.

So this is a really great venue I discovered five years ago. It's put on by the Kauffman foundation. The Kauffman foundation is a nonprofit organization and it's a phenomenal event.

So that's my presentation. I want you to come out. 9 AM Wednesday morning, every week we do this, or watch it online on Facebook. And be involved, we would love to have you there. Present your business OK.

So that is my story, I'm sticking to it. Boy I really did it under four minutes. I just want you to know that because everybody says I talk too much, well there you go.

KATRINA FRIEL:

Alex, I wish you had more time because I love to watch you present. I have watched you present a couple times to speak at One Million Cups, but I won't talk so much because that takes up time too.

So let's welcome what Volusia Everett Housing Authority, executive, Georgia Turner. Hello Georgia!

GEORGIA TURNER:

Finally here! (Laughs).

Alright, trying to figure how to do this, figure out where view everyone. View who is talking. Can you see the present patient?

KATRINA FRIEL:

We can, click from the beginning on the left-hand side at the top.

GEORGIA TURNER:

_To talk, I'm Georgia Turner and I am one of three organizations that promote tourism in the area. I'm going to let Lori tell you a little about how we get our funding, but the big thing I want to tell you about how you can work with tourism offices is all about partnerships that we promote.

First of all VBR, and very very excited about it. But we also have a year-round partnership with visit Florida. With Halifax area advertising authority. The southeast Falluja advertising authority. All of our chambers of commerce. All of the universities here in the area.

And guess what I want to say more than anything Katrina is if people are looking for information about tourism in the area, everything from vacation guides to the roles to whatever you need in our area. That we are the people to talk to you about it.

I told someone this morning, (indiscernible) partner day. If we don't know how to find somebody we will find out how to find somebody.

We are very well connected with the tourism industry, everything from trails to state parks to places to eat and drink and be merry. That is just what we do in our business. I think people sometimes don't receive tourism as a business, but it definitely is.

So I want to keep it short and sweet because I know we are running out of time. I would really love for my other two colleagues to talk along with me.

So that's really all I have to say. Our organization is visit West Volusia. www.visitwestvolusia.com.. Go take a look, see how we can help you and we would be glad to help you in any way.

Did that work?

KATRINA FRIEL:

That worked perfectly.

Next presentation, we are going to welcome Halifax area advertising authority and executive director, Lori Campbell Baker.

LORI CAMPBELL BAKER:

OK. And I am on muted. Thank you. So I want to kind of mirror what Georgia said in terms of using the three convention bureaus as resources.

The resources for visitors, but also resources for resident.

Reminder to all within Volusia County, we have three different taxing authority. If you are asking yourself, who is paying for tourism marketing? It's not you. It's not (indiscernible). It's the visitors. And who is paying for the ocean center? Paying down the bonds on that? Again it is the visitors by way of taxes. Bed taxes is what we call them, but we run on the convention develop a tax, which is a 3% tax on overnight stays. And an additional 3% then goes to the ocean center. And that is called the tourism deponent tax, so it's a great system. The better we do, the better and more money we have to promote this great community.

I too am going to keep it supershort. We have an 11 member board, and departments that are uniquely designed to exceed in group sales, and marketing, communication, we even have visitor centers at destination Daytona and at the Speedway.

Keep going Katrina, thanks.

There we go. Our mission is really all about economic deponent and that is why we work so well with Regina, Helga and the entire team an economic moment. We are all about pumping money into this community and making ourselves and our businesses stronger.

Great, this is the three destinations, but just know we all work so closely together. And it is a great partnership.

We just talked a little about funding, and I know this presentation will be available to everyone. So I will go through that again.

As an economic impact, we are all about jobs, putting workers to work. Putting our residents to work.

And their impact is huge, and this is Debbie rows, this is Georgia Turner, this is the Halifax series. \$5.5 billion in visitor exposures. Just last year alone.

These are some of the jobs we put out there, and of course we like everyone else are looking for employees but we also make a lot of positions available to our community members.

Good deal. And last year my .9 million visitors, if you are asking yourself while, do we need that many people in the area? I will remind everyone about half of those visitors, about half of those 10 million visitors stayed with you and me. Friends and family, and this is why I say to everyone, used to convention and visitors Bureau that you have as a resource. So whether you are hosting clients in the area, were friends, family, log on to our various websites to find out all the cool things to say and do. You will be like the insider.

Finally for our area, Daytona Beach.com, is the resource. We had things to which every single week. That is our video. We just launched a new campaign which we showed this morning at tourism partner day. But take a look@daytonabeach.com. If you are a tourism related business, we want to host you for free on our site. Doesn't cost you a thing. It helps with the tapestry of community involvement and businesses we are putting out there to the visitors. But again use it as a resident, as a local business to know more about the area. We highly encourage that.

That's all I got. Thank you so much for letting us be a part of this.

KATRINA FRIEL:

Thank you Lori, thank you so much for that beautiful presentation.

Just so businesses know, that 9.9 million visitors that come to Volusia County, you could be reaching them. Reach out to your tourism partners to find out how to reach those visitors.

And up next is Debbie Meihls. Thank you Debbie for your patience during all of this. I have your presentation up and on the screen. You just tell me when.

DEBBIE MEIHLS:

Excellent, as you heard from Georgia and Lori, the three of us. The Three Amigos here in Volusia County and the business that we bring in, our exports we bring in with our visitors really keep the area going. If you go to the next slidable shares of different things actually and I will go fast.

One thing that really allows us to have economic impact and work with VBR is that the visitor comes in, and it starts with a visit. And that they want to come back and they want to live here. And they want to work here. And because they want to work here, then more businesses would come here. And the result is we are creating a place where people want to visit again, I did just keep cycling and cycling.

So that is how important these add authorities and these destination marketing organizations are. So we are happy to be a part of all of this and expect all this, and share our data with you.

If you go to the next slide I will talk about some of the data we can aggregate for everyone.

So we are Southeast Volusia advertising authority, also known as the New Smyrna Beach area visitor Bureau. We oversee Southeast Volusia, and that is Edgewater, New Smyrna Beach, Okello, oak steam, and port orange.

Website is visitnsfl.com. We would love to have you as a free listing on a website.

Some of the key indirectly advocate. You could say I have three years of data to show you number of visitors, room nights, the direct expenses, the total economic impact. It is amazing.

And you know they pay the sales tax year. They pay the lodging tax. Which is Lori explained, there is a TDT and CDT tax. So there is lot of a comic impact from this.

Our new data will be coming out in therapy. This is data you can get from either one of us. Next slide.

Our visitor profile, you can see that we are getting younger as the years go, in media household income is also increasing and that is all that we strive for because we know people have a little more disposable income to be able to stay longer, parked the car, walk around, do all the great things and leave the economic impact.

So again you have the slides so you can look at them at your leisure. But next life.

Length of stay, just about four and half nights. And that is a really great sign because they are leaving more of their economic disposable income behind. And you could see the ratio between airplane and car, how they get here to us.

And we also pulled, you know if they are a first time visitor. You can see that is starting to decline. Which means that we are getting repeat business. We have a huge satisfaction rate. Here in Southeast Volusia. People just love the area. I know that is true of Volusia County. So you can see the breakout, but the (indiscernible) friends and family as Lori mentioned, or getting away adjusting a hotel. And whether they plan to return. 90%. That's pretty good.

These are some of the supporting materials we have. We have our visitor guide. We have our area amount that we hand out. We have a year in review which is some of the data I showed you in the previous slide. We shall have a mobile app, social media channels, a website. There is all kinds of you literature you can access on our website. Feel free to do that.

And I want to just mention we are doing a destination milestone plan. This is something we are really proud of and are trying to make the visitor economy match with what the city's goals and strategies are in the economic evolvment goals and strategies are. For our area. And for overall. So we are working with our lists and the city of New Smyrna Beach, and Tokyo, and all of the cities. And all of our restaurant, hotel, (indiscernible), and getting an aggregate opinion. And ideas of how this area should look and feel moving forward. And the visitation, and how we can get everyone where they need to be in the area and make it all work for everyone.

And some of the things we are doing. Resident engagement, the stake holder engagement. We are doing a destination assessment. We have done workshops. And now we're into the planning and visiting stages of this. So we would be happy to share all of this one day down the road when we finish in April and it gets approved by our board.

And that will conclude my presentation. Try to go through that quickly, but if you need anything we're here for you. Please ask and we are happy to share any data that we have. Thank you.

KATRINA FRIEL:

Thank you Debbie. That was a wonderful presentation. Really valuable statistics there.

I want to thank everyone for joining us for the very first Volusia business resource week, this was the inaugural Volusia Business Resources week. Don't forget to check out Volusia Business Resources.com. To see new programs as they develop. It is been connected to valuable business resources to help your businesses start growing.

Please remember to check out the survey when you go to visit Volusia Business Resources.com. There is a pop-up with the survey, that is how we develop new programs. Brad spoke about that in the beginning of the presentation. So please take some time to take that survey.

I want to thank all of my presenters. I am humbled by just the professionalism, and all of the knowledge that was shared here.

For everyone out there, have a wonderful rest of your day. I hope everyone is kind to you.

Goodbye everyone.