



MEMORANDUM

AGENDA ITEM #VI.E

DATE: SEPTEMBER 27, 2021

TO: COUNCIL MEMBERS

FROM: STAFF

SUBJECT: COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS) UPDATE

On Monday, September 13, 2021, the South Florida Regional Planning Council officially initiated the 5-year update of the CEDS for 2022 – 2027 with an inaugural CEDS Strategy Committee Meeting convened by CEDS Committee Chair Senator Geller.

The CEDS Strategy Committee consists of many of the region’s key public, private, non-profit, educational, labor, and resiliency leaders. The CEDS Strategy Committee’s work will be supported by Council staff and additional subject matter experts and leaders from the region.

At the meeting, participants were welcomed by Chair Geller who presented the larger view of regional planning, priority setting, and collaboration to include Palm Beach County and beyond. Council staff presented an overview of the CEDS and how it integrates into federal economic development investment and how the 2022-2027 CEDS will serve to maximize economic development investment in South Florida.

Please find herewith the agenda and meeting materials including staff presentation on the CEDS, CEDS process, CARES Act Economic Disaster Recovery Strategic Plan, and Baseline Data and Summary Background Report.

Recommendation

Information Only





CEDS Strategy Committee (Invited)

The Honorable Senator Steve Geller, Chair
Mayor, Broward County

Committee Members

Steve L. Abrams, Executive Director, South Florida Regional Transportation Authority

Maria C. Alonso, President & CEO, United Way of Miami

Gretchen Beesing, LCSW, Chair, South Florida Community Development Coalition; CEO, Catalyst Miami

Honorable Joseph Corradino, President, Miami-Dade League of Cities; Mayor, Village of Pinecrest Nelson

Nelson Fernandez, Executive Vice President, ANF Group, Inc.

Michael Finney, President & CEO, The Beacon Council

Lynn Goldman, Community Relations Coordinator, Broward Technical Colleges

Oliver Gross, President, New Urban Development

Jonathan Guevarra, Ph.D., President, College of the Florida Keys

Gregory A. Haile, J.D., President, Broward College

George Hanbury, Ph.D., President & CEO, Nova Southeastern University

Carol Hylton, President / CEO, Career Source Broward

Alan B. Levan, Chairman & CEO, BBX Capital Corporation

Ana Carolina Cohelho Maran, Ph.D., District Resiliency Officer, South Florida Water Management District

Pablo G. Ortiz, Ed.D., Vice President & Vice Provost, Biscayne Bay Campus, Florida International University

Madeline Pumariega, President, Miami-Dade College

Daniel Reynolds, President, Broward County AFL / CIO

Matthew Rocco, President, South Florida Manufacturing Association

Mark Rosenberg, Ph.D., President, Florida International University / Life Sciences South Florida

Juliet M. Roulhac, Chair, Broward Workshop; Director, Corporate External Affairs, Florida Power & Light

Daniel Samess, M.S., CEO, Greater Marathon Chamber of Commerce

Newton Sanon, President & CEO, OIC South Florida

Jared Smith, Chair, South Florida Hospital Association; Chairman & CEO, Broward Health Coral Springs

Bob Swindell, President & CEO, Greater Fort Lauderdale Alliance

TJ Villamil, Senior Vice President – Intl Trade & Business Development, Enterprise Florida

John Wensveen, Ph.D., Chief Innovation Officer, Nova Southeastern University; Executive Director,

Alan B. Levan | NSU Broward Center of Innovation

The Honorable Vice Mayor Beverly Williams, City of Lauderdale Lakes; President, Broward League of Cities



DRAFT AGENDA

South Florida Comprehensive Economic Development (CEDS) Strategy Committee Kickoff Meeting

MONDAY, SEPTEMBER 13, 2021

South Florida Regional Planning Council
1 Oakwood Boulevard, Suite 250
Hollywood, FL 33020
Phone: 954-924-3653

Meeting will begin at 10:00 a.m.

THIS WILL BE A PHYSICAL / VIRTUAL MEETING

Please join my meeting from your computer, tablet or smartphone.

<https://global.gotomeeting.com/join/412983541>

You can also dial in using your phone.

United States (Toll Free): 1 866 899 4679

United States: +1 (571) 317-3116

Access Code: 412-983-541

I. Meeting Objectives

- A. Understand how the CEDS integrates into federal economic development investment in the region, and how the 2022-2027 SFRPC CEDS will serve as an important vehicle for maximizing economic development investments in South Florida.
- B. Define Strategy Committee's Roles and Relationships
- C. Present baseline data and summary background report
- D. Discuss upcoming SWOT Survey
- E. Adopt program of work and understand next steps



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1 Oakwood Boulevard, Suite 250, Hollywood, Florida 33020
954-924-3653 Phone, 954-924-3654 FAX
www.sfrationalcouncil.org; sfadmin@sfrpc.com

II. Public Comment

III. Welcome and Introductions

- A. The Honorable Steve Geller, Chair, South Florida CEDS Strategy Committee, State Senator & Mayor, Broward County
- B. Mark Cassidy, SFRPC Economic Development and Research Manager
- C. Eralda Agolli, SFRPC CARES Act Economic Disaster Recovery Coordinator

IV. Regional Strategic Planning Efforts

- A. South Florida Economic Development District and Regional Coordination
- B. What is a Comprehensive Economic Development Strategy (CEDS)?
- C. Current SFRPC 2017-2022 CEDS Overview
- D. Best Practices

V. CARES ACT South Florida Economic Disaster Recovery Strategic Plan

VI. Define Strategy Committee Roles and Relationships

- A. Focus Areas
- B. Working Groups

VII. Baseline Data and Summary Background Report

VIII. SWOT Analysis Survey

IX. Next Steps

- A. Expected Upcoming Quarterly Meetings
 - December, 2021
 - March, 2022
 - June, 2022
 - September, 2022

X. Public Comment

Pursuant to the provisions of the Americans with Disabilities Act, any person requiring special accommodations to participate in this hearing is asked to advise the Agency at least 5 days before the hearing by contacting the South Florida Regional Planning Council at one of the following: (1) One Oakwood Boulevard, Suite 250, Hollywood, Florida 33020; (2) Phone 954-924-3653; (3) Fax 954-924-3654; or (4) sfadmin@sfrpc.com. If you are hearing or speech impaired, please contact the Agency using the Florida Relay Service, 1 (800) 955-8771 (TTY/VCO), 1 (800) 955-8770 (Voice), 1 (800) 955-8773 (Spanish).

Agenda packets for upcoming CEDS Committee meetings will be available at the Council's website, <https://sfrpc.org/portfolio-items/economic-dev-district-edd/>

If you would like to be added to the e-mail list to receive the link to the agenda, please e-mail the Council at sfadmin@sfrpc.com.

Comprehensive Economic Development Strategy for South Florida, 2022-2027

Strategy Committee Inaugural Meeting
September 13th, 2021



Opening Remarks



The Honorable Steve Geller, Chair, South Florida CEDS Strategy Committee
State Senator & Mayor, Broward County

- CEDS is the region's economic development blueprint
 - Updated every 5 years
- Guided by regional leaders to maximize impact
- ***Organized set of priority projects ready when large funding opportunities come out***

Welcome



Mark Cassidy, AICP
Economic Development & Research Manager
South Florida Regional Planning Council

Today's Objectives

- Understand CEDS
- Define Strategy Committee's Roles and Relationships
- Present baseline data and summary background report
- Discuss upcoming SWOT Survey
- Adopt program of work

Regional Strategic Planning Efforts

- South Florida Economic Development District
- What is a CEDS?
- Current SF CEDS and best practices
- CARES ACT South Florida Economic Disaster Recovery Strategic Plan



South Florida EDD and CEDS

- SFRPC is the Region's Economic Development District (EDD)
- CEDS is a five-year economic development roadmap for the Region
 - Align with federal, state, and regional planning efforts
- SFRPC Manages the 5-year update of the CEDS
 - Next update September 2022
 - Ideas led by strategy committee



What does *CEDS* do?

- Past, present, future of regional economy
- Establish regional goals and objectives
- Develop a regional plan of action
- Identify priority projects and funding sources
- Performance Metrics

SFRPC 2017-2022 CEDS



“to be the leading international community and commerce gateway, welcoming the world to Florida, the nation’s top performing economy. It will be recognized as one of the world’s best places to live, visit, learn, work and conduct business.”

Example Goal and Objective

- Innovation and Competitiveness
 - Goal
 - Enhance the resilience of the South Florida economy in the face of natural disasters and changes to the national and state economies through increased awareness and preparation by businesses for environmental risks.
 - Objective
 - Support organizations that increase international trade, achieve a positive trade balance with partners
 - Provide technical assistance to organizations such as MIA, FLL, Key West Airport and Port Miami, Port Everglades, Port Miami.

Strong Example

2020

EAST CENTRAL FLORIDA CEDS

TOWARDS A RESILIENT REGION

Brevard
Lake
Marion
Orange
Osceola
Seminole
Sumter
Volusia

This report was prepared by the East Central Florida Regional Planning Council under Award # EDA20ATL3020018 from the U.S. Economic Development Administration, U.S. Department of Commerce.

- Outline priority projects and potential funding sources outlines
- Avoid lengthiness
- Make connections to EDA Investment Priorities

EDA Investment Priorities

-  **Equity**
-  **Recovery & Resilience**
-  **Workforce Development**
-  **Manufacturing**
-  **Technology-Based Economic Development**
-  **Environmentally-Sustainable Development**
-  **Exports & Foreign Direct Investment**

CEDS Required Components

- Summary Economic Background and Framework
- SWOT Analysis
- Strategic Direction/Action Plan
 - Strategic Direction: Vision Statement and Goals/Objectives
 - Action Plan: Implementation
- Evaluation Framework: Performance measures
- Economic Resilience:
 - Specific section or integrate throughout
 - 2022 CARES Act Economic Disaster Recovery Strategic Plan Element*

CARES Act South Florida Economic Disaster Recovery Strategic Plan



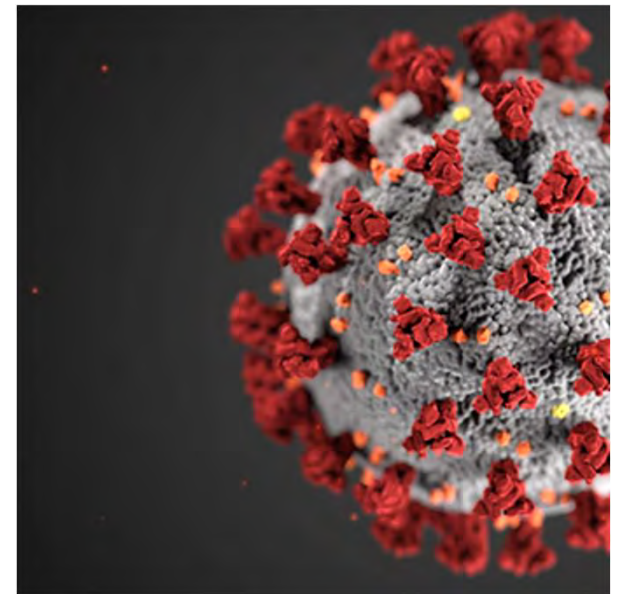
Eralda Agolli, MPA

CARES Act Economic Disaster
Recovery Coordinator
South Florida Regional
Planning Council

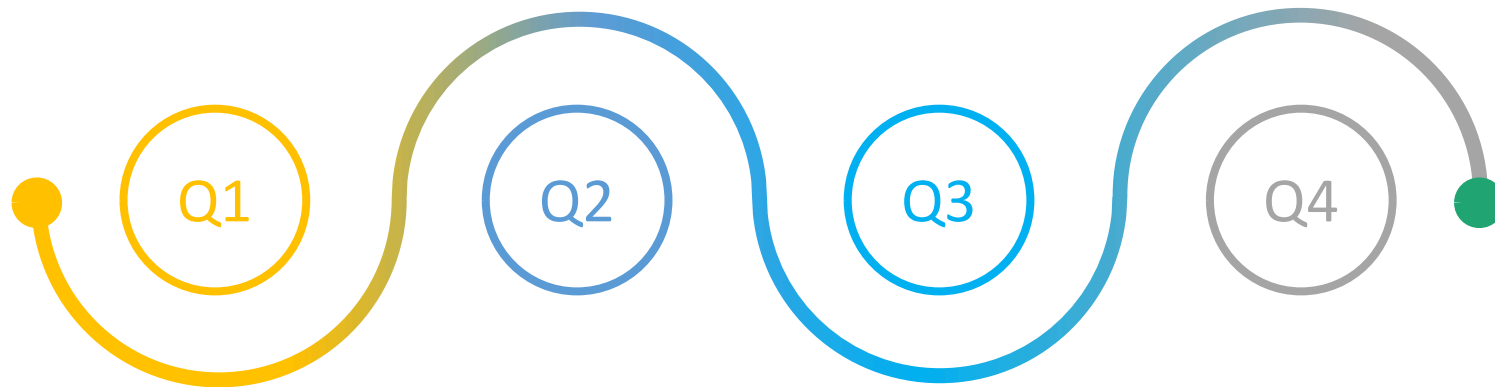
CARES ACT Scope of Work

August 2020 – June 2022

- The SFRPC was recently awarded funding from the U.S. Economic Development Administration (EDA) to support economic resilience efforts across the region directly related to the coronavirus pandemic.
- This funding will enable the SFRPC to augment and focus staff resources, towards priorities related to coronavirus response, recovery, and long-term planning over the next two years.



Grant Roadmap



JULY 20 – SEP. 20

- Hired EDRC September 2020.

OCT. 20-DEC. 20

- Assessed region's COVID-19 Impact via survey establishing top 3 issues.
- Developed list of available funding sources and grants at specific agencies.
- Initiated coordination efforts of an Economic Resilience committee to help guide future recovery efforts.

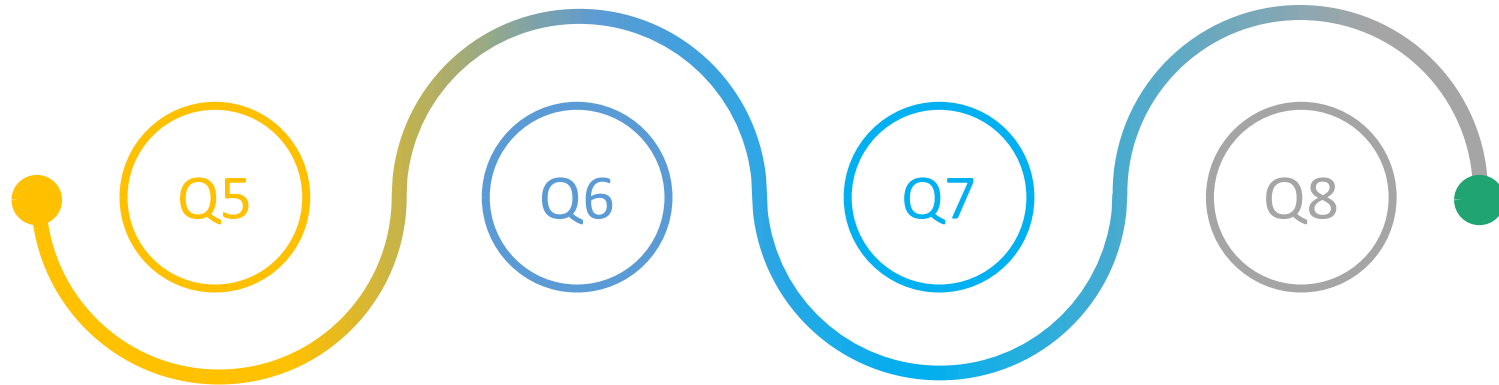
JAN.21- MARCH 21

- Supported Local Governments and Community Partners through outreach and personal phone calls.
- Hosted informational webinar on council's work and EDA priorities.

APRIL 21 – JUNE 21

- Continued community outreach and RLF CARES Act loan promotion.
- Hosted educational webinars. Conducted data research/assessment of economic impact resulting from COVID-19 (SFRPC/TBRPC Report)

Grant Roadmap



JULY 21-SEP. 21

- Identified regional partners and establish & convene Ec. Resilience committee.
- Utilize group to develop Long Term Economic Resilience Plan.

OCT. 21 – DEC. 21

- Work with the Committee to develop Long-Term Economic Resilience Plan that supports economic diversification, job creation, capital investment, and workforce development and opportunities.
- Draft due **March 2022**. **Final report due to EDA June 2022**. Continue outreach through educational webinars.

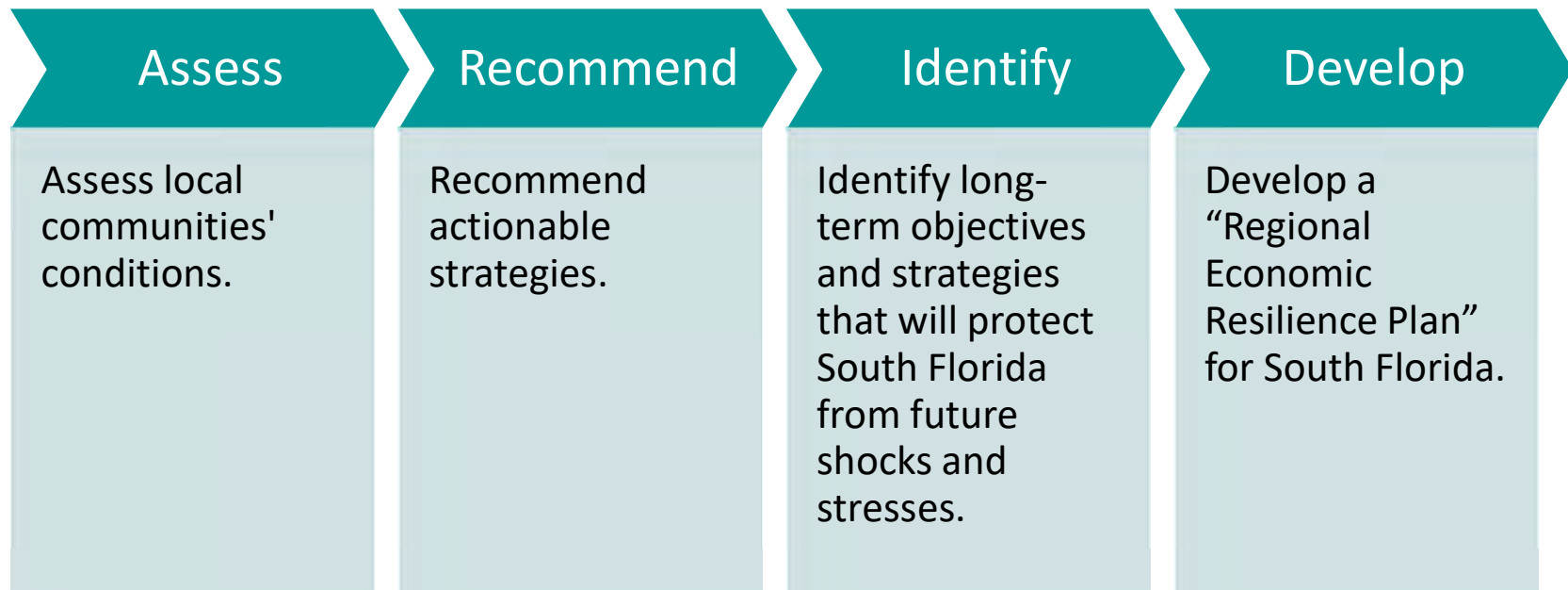
JAN. 22 – MARCH 22

- Work on draft report. Report to include actionable strategies that will assist member governments and communities in meeting short-term economic recovery objectives relating to the coronavirus pandemic.
- Provide performance measures for future similar events.

APRIL 22 – JUNE 22

- Finalize and submit report.
- Present recommendations to EDOs.

CARES Committee Role





Roles and Relationships

- Process led by SFRPC staff
- Ideas from Executive Strategy Committee
 - Devise Vision, Action and Implementation Plan
 - Identify projects that address the unique economic development needs of the region
- Working Groups – volunteer or designate
- Focus Areas

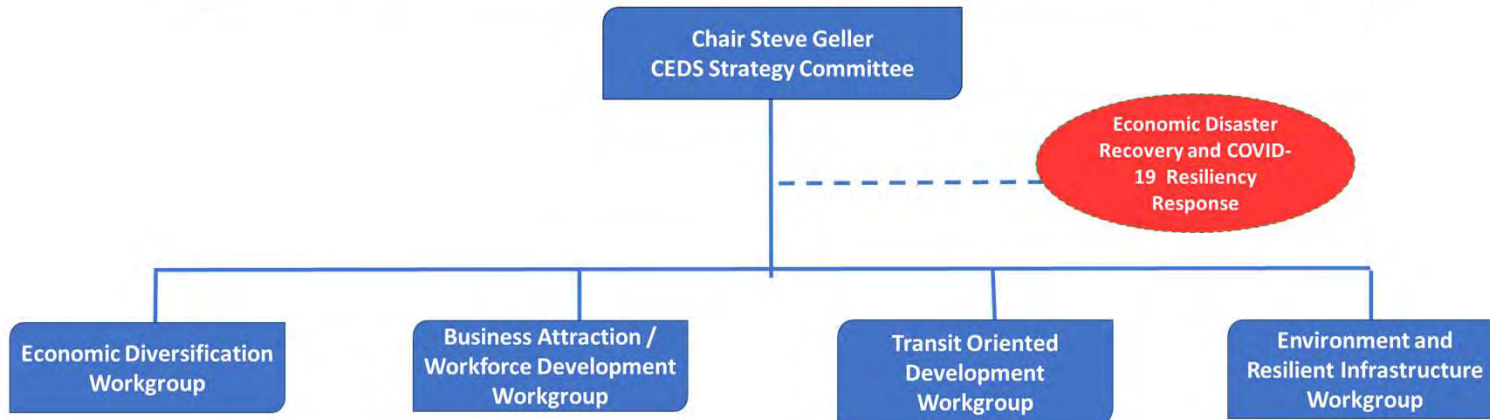
Work Group Framework



2022-2027 DRAFT CEDS
Framework

**FOCUS ON REGIONAL TRENDS,
ISSUES, SYSTEMS, CONNECTIONS,
AND GAPS**

**Goals: Regional Economic Growth & Resiliency / Enhanced Access to Opportunity / Disaster
Prevention & Recovery / Affordability**



**FOCUS ON REGIONAL TRENDS,
 ISSUES, SYSTEMS, CONNECTIONS,
 AND GAPS**

Goals: Regional Economic Growth & Resiliency / Enhanced Access to Opportunity / Disaster Prevention & Recovery / Affordability

**Chair Steve Geller
 CEDS Strategy Committee**

**Economic Disaster
 Recovery and COVID-
 19 Resiliency
 Response**

**Economic Diversification
 Workgroup**

**Business Attraction /
 Workforce Development
 Workgroup**

**Transit Oriented
 Development
 Workgroup**

**Environment and
 Resilient Infrastructure
 Workgroup**

**Traditional and Emerging Industries
 Creating an Innovation Economy**

**Workforce
 Development -
 Education**

**Business
 Friendly
 Environment**

Connectivity and Access

Resiliency

- Agriculture / Aquaculture
- Arts & Culture
- Construction & Real Estate
- Defense
- Freight & Logistics
- Health Care
- Hospitality / Tourism

- Life Sciences
- Innovation & Technology
- Manufacturing
- Marine Industry / Fisheries
- Marine Research
- Eco Tourism
- Professional Services

- Trade / Vocational
- Colleges
- Universities
- Community Organizations

- Growing Middle Class
- Healthy / Safe Communities
- Expedited Permitting

- Broadband
- Mobility
- Land Use / Connectivity
- Multimodal Network
- Opportunity Zones

- Affordable Living
- Housing
- Transportation
- Insurance
- Utilities
- Child Care
- Health Care
- Food
- Education

- Water / Wastewater
- Flooding
- Energy / Alt Fuel
- Natural Environment
- Urban Environment

Work Group Meetings

- Each work group meets once in between Strategy Committee Meetings
- 1st or 3rd Thursday of the month proposed (approximately 2 hours)
- Discuss current activities and desired outcomes for each topic
- Topics:
 1. CARES Act
 2. Focus Areas and Action Plan *
 3. Projects and Funding Sources *
 4. Finalize

* May be longer due to level of work.

Meetings and Topics

- CEDS Strategy Committee Meetings
 - December 2021
 - SWOT, Performance Measures, CARES Act
 - March 2022
 - Vision statement, Action Plan, goals and objectives
 - Draft CARES Act Element
 - June 2022
 - Projects and Funding Sources
 - Approve CARES Act Element
 - September 2022
 - Approve Final CEDS

Baseline Data and Summary Background Report



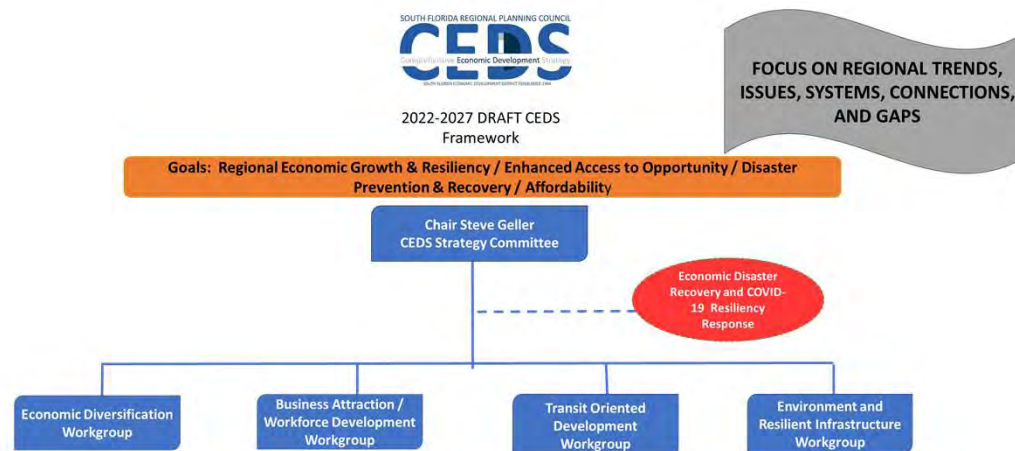
State of the Region

- Baseline demographic and economic information
 - Population, income, employment
- Additional Supporting
 - Innovation Index
 - ALICE Index
 - Local Skills Gap Surveys
 - Maps of Current and Future Infrastructure



State of the Region

- Organize by Focus Areas:
 - Economic Disaster Recovery and COVID-19 Resiliency Response
 - Economic Diversification
 - Business Attraction / Workforce Development
 - Transit-Oriented Development
 - Environment and Resilient Infrastructure



Example State of the Region

- Data from 2020 Annual Report and Update
- Demonstrate example of summary background data for Economic Disaster Recovery and COVID-19 Resiliency Response

2020 CEDS Annual Report and Update

- EDA requests a CEDS Amendment from time to time
 - Additional data or other information
- Most recent update - 2020
 - SLR projections
 - Economic Data
 - COVID-19 Impacts
 - Opportunity Zones

Updated Economic Data

- GDP growth Pre-COVID
- Steady reduction in unemployment until COVID-19
- ALICE Index + Poverty improved regionally but still lagging

Geography	ALICE	Poverty	Below ALICE Threshold
Broward	37%	13%	50%
Miami-Dade	37%	17%	54%
Monroe	29%	8%	37%
State – FL	33%	13%	46%

Source: United Way 2020 ALICE Report

South Florida Region Unemployment 2019-2020



Source: Bureau of Labor Statistics

Job Loss by Industry

Percentage Job Loss in Largest Industries September 2019-2020

Industry	Broward	Miami-Dade
Leisure and Hospitality	-28.7%	-20.9%
Retail Trade	-2.7%	-4.5%
Education and Health Services	-6.6%	-5.7%
Professional and Business Services	-5.5%	-3.8%
Transportation, trade, and utilities	-3.8%	-4.4%

Source: Bureau of Labor Statistics

Forecasted Economic Impacts

Used REMI to forecast based on May 2020 data:

Forecasted Economic Indicators % Change from 2019 - 2020			
Category	Employment	GDP	Disposable Income
Broward	-9.1%	-6.2%	-1.8%
Miami-Dade	-8.6%	-5.8%	-1.3%
Monroe	-11.8%	-8.5%	-7.0%
South Florida	-9.0%	-6.0%	-2.0%
State of Florida	-7.7%	-4.8%	-1.8%
U.S	-5.7%	-2.7%	-1.2%

Source: SFRPC analysis using Policy Insight Plus from Regional Economic Models, Inc.

South Florida 2021 COVID-19 Economic Impact Report

Table 5: Summary of Employment Loss in 2020 (REMI)

Category	Units	Counties							
		Broward		Miami-Dade		Monroe		Total	
Total Employment*	Individual (Jobs)	-102,928	-8%	-150,530	-8%	-9,123	-15%	-262,581	-8%
Labor Force*	Individual (Jobs)	-8,310	-1%	-13,413	-1%	-1,726	-4%	-23,449	-1%
Gross Domestic Product	Millions of Current Dollars	-\$5,666	-5%	-\$8,574	-5%	-\$702	-12%	-\$14,922	-5%
Personal Income	Millions of Current Dollars	\$2,892	3%	\$4,990	3%	-\$310	-4%	\$7,573	3%

Source: TBRPC REMI PI+ (2021) *Currency Figures in current \$

South Florida 2021 COVID-19 Economic Impact Report

Table 6: Summary of Employment Recovery in 2021 (REMI)

Source: TBRPC REMI PI+ (2020) *Currency Figures in current \$

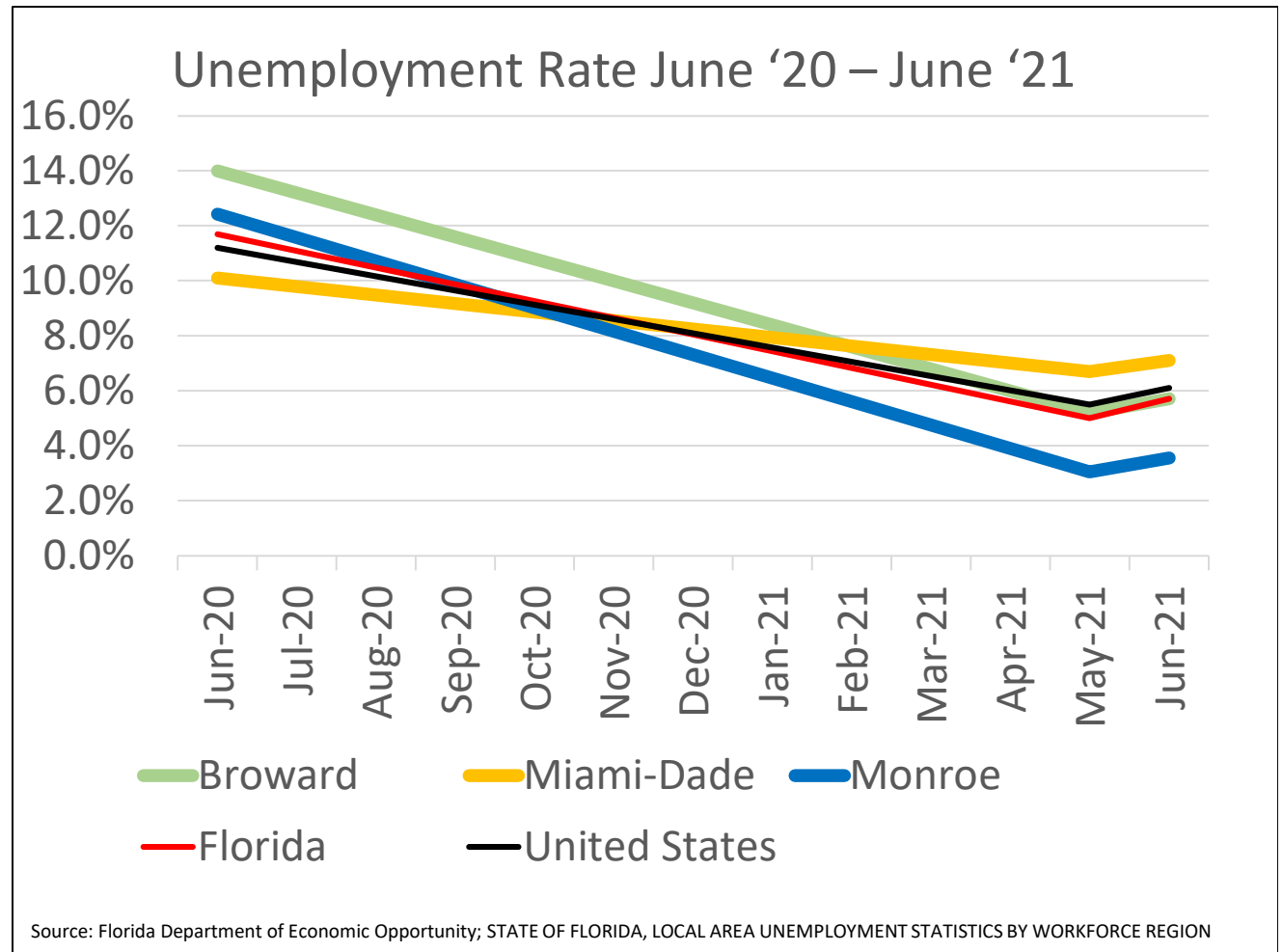
*The number of people in the labor force, i.e., employed or seeking work; calculated with participation rates by

Category	Units	Counties							
		Broward		Miami-Dade		Monroe		Total	
Total Employment	Individual (Jobs)	-79,330	-6%	-106,825	-0.1%	-8,424	-13%	-194,579	6%
Labor Force*	Individual (Jobs)	-10,978	-1%	-16,780	-0.01%	-2,492	-6%	-30,249	-1%
Gross Domestic Product	Millions of Current Dollars	-\$3,584	-3%	-\$4,629	-0.02%	-\$703	-12%	-\$8,904	-3%
Personal Income	Millions of Current Dollars	\$1,789	2%	\$4,749	0.03%	-\$419	-6%	\$6,118	2%

age cohort. Other Definitions found in Appendix.

Recent Unemployment Data

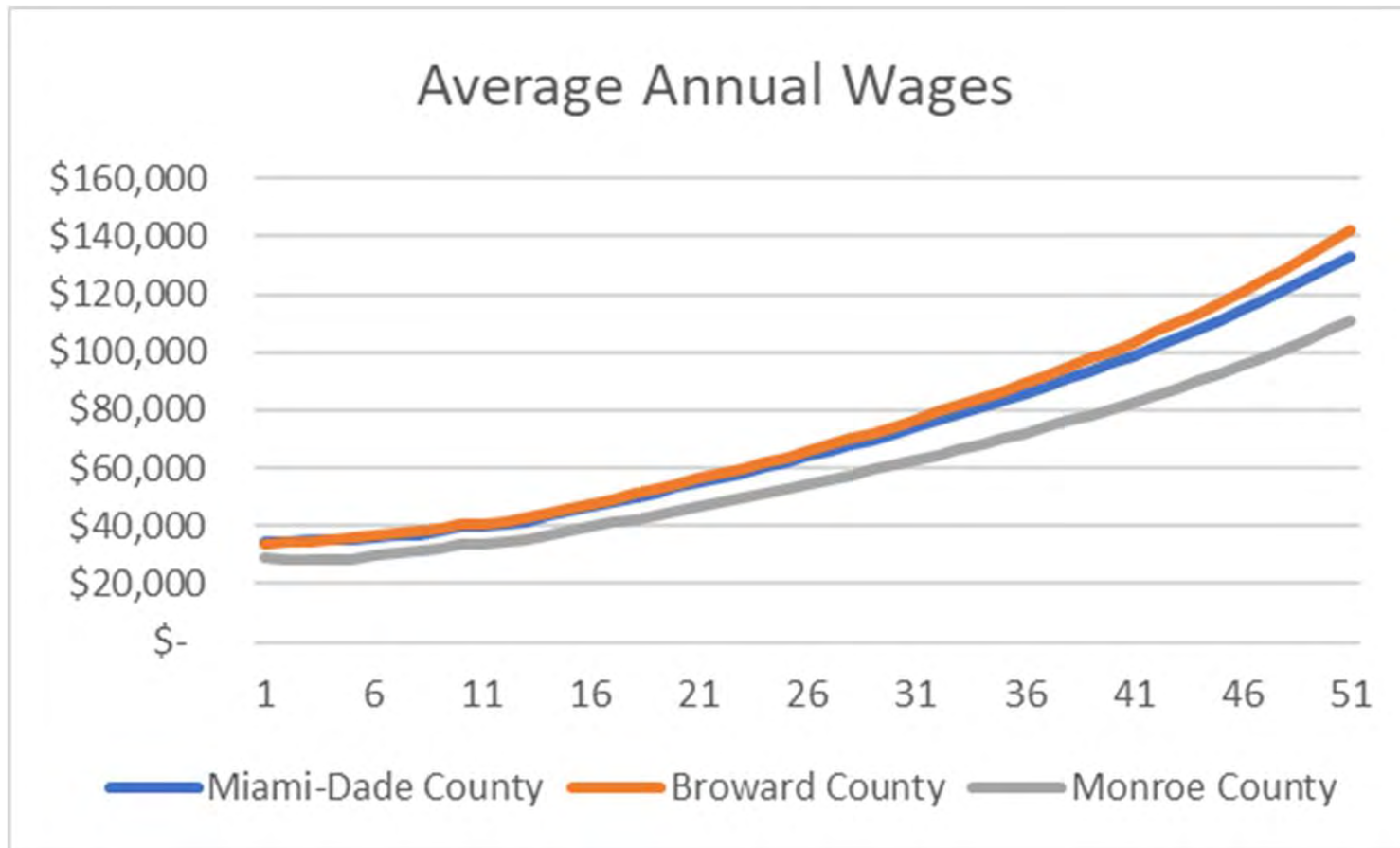
- Strong decrease over the past year
- Slight uptick recently
- Miami-Dade lagging



Typical Performance Metrics

- HS Graduation Rates
- Eight Grade Math Performance
- Average Annual Unemployment
- Average Wage per Week
- Daily Vehicle Miles Travelled
- Gross Domestic Product
- Annual Building Permits
- Percent of Persons Living in Poverty
- Real Personal per Capita Income
- Location Quotient
- Tourism Development Tax Collections
- Employment by Industry

Average Annual Wages



Performance Metrics

- Agreed upon by CEDS Committee from suggested list from SFRPC
- Discuss next meeting - December 2021
- New EDA and NADO guidance:
 - State or Regional Scorecard
 - Core Performance Metrics
 - Wages
 - Location Quotient / Shift Share
 - Regionally Unique
 - Tourism
 - Blue Economy
 - Patents Granted





SWOT Analysis Survey

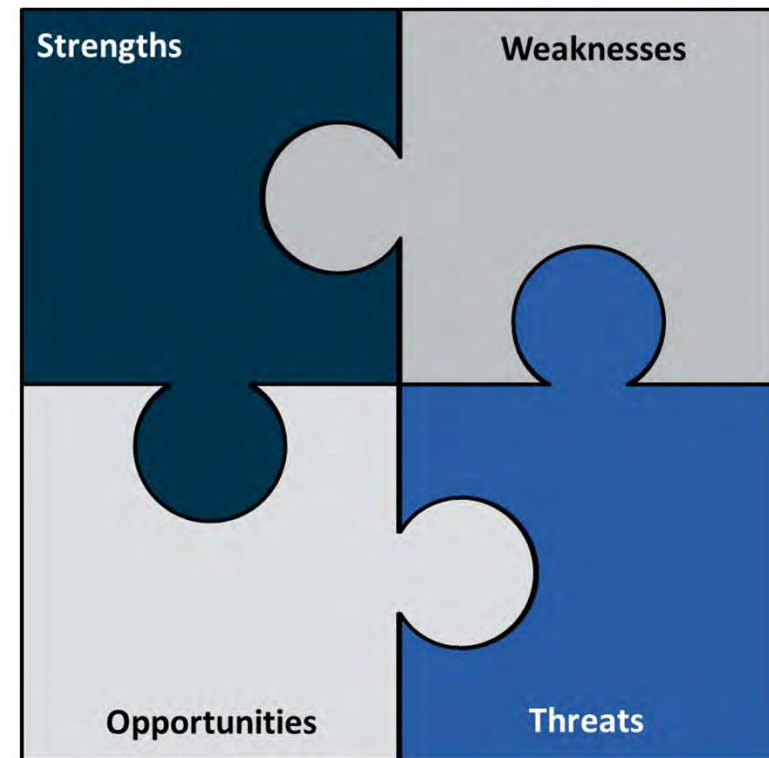
- SFRPC Staff will distribute brief questionnaire
 - Top 5 Strengths, Weaknesses, Opportunities, Threats
 - Economic Resiliency Target Priority
 - Performance Metrics
 - Select Work Group or Designate Representative
- Please respond before December Meeting
- Suggestions to include?

Summary and Next Steps

- **CEDS is an economic development blueprint that helps secure significant funding for the region**
- **SFRPC creates a network to exchange expertise and ideas**
- **Look out for SWOT Survey**
 - **Respond including join or designate work group representative**
 - **Propose performance measures**
- **Work group kickoff meetings in Oct – Nov**
 - **1st or 3rd Thursday or Friday of month?**

Next Meeting – December 2021

- **SFRPC staff presents**
 - SWOT summary report
 - List of proposed performance measures
 - Progress on CARES Act Strategic Plan
- **CEDS Committee Discussion**
 - SWOT Analysis – compile key takeaways
 - Finalize Performance Measures
 - Action Plan & Evaluation Framework



CEDS Strategy Committee Meetings

1. September 13, 2021 (Today)

- Define Strategy Committee's Roles and Relationships
- Present baseline data and summary background report
- Distribute SWOT Survey
- Adopt program of work

2. December 2021

- SWOT Analysis and Performance Measures
- Discuss Action Plan and Evaluation Framework
- Working topic – CARES Act Strategic Plan

CEDS Strategy Committee Meetings

3. March 2022

- Finalize Action Plan and Evaluation Framework, formal vision statement, goals, and objectives
- Draft CARES Act Strategy

4. June 2022

- Approve Final CARES Act Strategic Plan
- Identify potential projects and funding opportunities in Action Plan
- Present Draft 2022-2027 CEDS

5. September 2022

- Approve the 2022-2027 CEDS

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