

SOUTH FLORIDA REGIONAL PLANNING COUNCIL



Comprehensive Economic Development Strategy

SOUTH FLORIDA ECONOMIC DEVELOPMENT DISTRICT ESTABLISHED 1994

Comprehensive Economic Development Strategy for South Florida, 2022-2027 Strategy Committee Meeting #2

MARK CASSIDY

ECONOMIC DEVELOPMENT AND RESEARCH MANAGER

DECEMBER 6, 2021



Welcome



The Honorable Steve Geller

Chair, South Florida CEDS Strategy Committee

State Senator & Mayor, Broward County

Welcome



Gregory Vaday, AICP

Economic Development Representative, U.S. Department of
Commerce, Economic Development Administration

Atlanta Regional Office

Supporting Economic Development in Florida

South Florida CEDS Strategy Meeting

December 6, 2021



E•D•A

U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

Getting America Back to Work!

EDA Investment Programs

EDA works directly with communities to build capacity for economic development through a number of Investment Programs, including:



Economic Adjustment



Planning



Public Works



Local Technical Assistance



University Centers



Trade Adjustment
Assistance for Firms



Research & National Technical Assistance



Build to Scale (B2S)

EDA Programs: <https://www.eda.gov/programs/eda-programs/>

Funding Opportunities: <https://www.eda.gov/funding-opportunities/>

Eligible Applicants



- State, county, city or other political subdivision of a State
- District Organizations (Economic Development Districts)
- Indian Tribes
- Colleges and Universities
- Non-profit organizations*

*Requires local government support

EDA Investment Programs

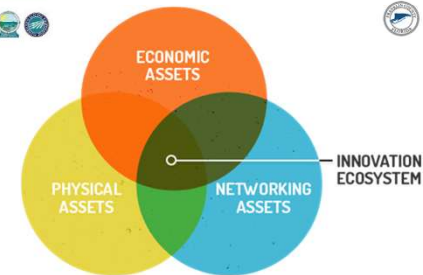
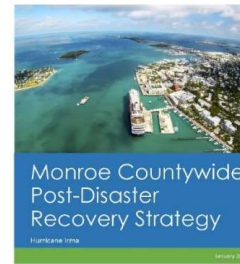
Under EDA's Public Works and Economic Adjustment Assistance programs, eligible **public** projects could include but are not limited to:

Construction

- Infrastructure improvements
- Specialized facilities (R & D/Technology)
- Business incubators
- Workforce training facilities
- Airport/Port facilities
- Industrial Parks

Non-Construction

- Feasibility studies
- Disaster recovery strategies
- Target industry studies
- Revolving loan funds
- Supply chain analysis



Investment Priorities

Through its competitive grant process, EDA evaluates all project applications to determine the extent to which they:

- Align with EDA's **investment priorities**;
- Create or retain high-quality jobs;
- Leverage public and private resources;
- Demonstrate the ability to start the project quickly and use funds quickly and effectively; and
- Provide a clear scope of work and specific measurable outcomes.

Investment Priorities

1. Equity: Economic development planning or implementation projects that advance equity across America through investments that directly benefit 1) one or more traditionally underserved populations, including but not limited to women, Black, Latino, and Indigenous and Native American persons, Asian Americans, and Pacific Islanders or 2) underserved communities within geographies that have been systemically and/or systematically denied a full opportunity to participate in aspects of economic prosperity such as Tribal Lands, Persistent Poverty Counties, and rural areas with demonstrated, historical underservice.

2. Recovery & Resilience: Economic development planning or implementation projects that build economic resilience to and long-term recovery from economic shocks, like those experienced by coal and power plant communities, or other communities impacted by the decline of an important industry or a natural disaster, that may benefit from economic diversification-focused resilience.

3. Workforce Development: Economic development planning or implementation projects that support workforce education and skills training activities directly connected to the hiring and skills needs of the business community and that result in well-paying, quality jobs.

4. Manufacturing: Economic development planning or implementation projects that encourage job creation, business expansion, technology and capital upgrades, and productivity growth in manufacturing, including efforts that contribute to the competitiveness and growth of domestic suppliers or to the domestic production of innovative, high-value products and production technologies.

5. Technology-Based Economic Development: Economic development planning or implementation projects that foster regional knowledge ecosystems that support entrepreneurs and startups, including the commercialization of new technologies, that are creating technology-driven businesses and high-skilled, well-paying jobs of the future.

6. Environmentally-Sustainable Development: Economic development planning or implementation projects that help address the climate crisis including through the development and implementation of green products, processes (including green infrastructure), places, and buildings.

7. Exports & FDI: Economic development planning or implementation projects that enhance or build community assets to support growth in US exports or increased foreign direct investment.

CEDS Requirements

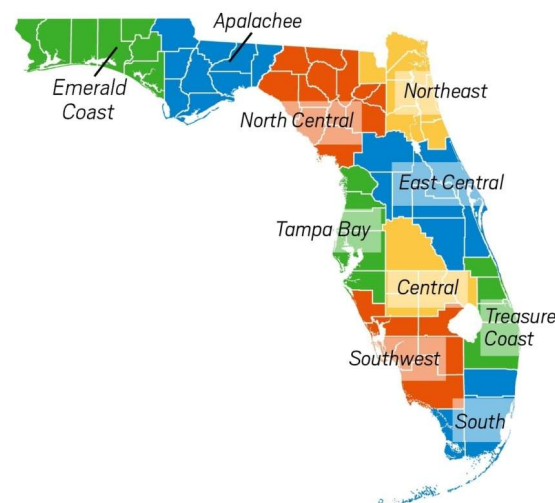
Comprehensive Economic Development Strategies

- *Each project must be consistent with the region's current approved CEDS or EDA accepted equivalent strategy.*

Each of the ten Regional Planning Councils (RPCs) is a federally-designated Economic Development District (EDD) for its particular region of Florida.

EDA looks to each RPC to:

- Prepare and maintain a CEDS
- Assist with implementation strategies identified in the CEDS
- Provide technical assistance to local governments
- Demonstrate support of funding applications to EDA



Role of EDDs

Economic Development Districts (EDDs):

- Helping grantees define eligible regions/projects
- Identifying strategic economic development opportunities/sites
- Assisting eligible applicants with project development
- Exploring funding options
- Grant development
- Capacity assistance for resiliency
- Bringing partners to the table
- Liaison with EDA





The CEDS is a Conduit for Resources to Your Region...



Getting America Back to Work!

Contact Information

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Welcome



Mark Cassidy, AICP

Economic Development & Research Manager
South Florida Regional Planning Council

Timeline

What have we done since the first CEDS Committee Meeting?

SWOT Survey You Responded

- Strengths, Weaknesses, Opportunities, Threats
- Work Groups Selected
 - ✓ Environment and Resilient Infrastructure
 - ✓ Economic Diversification
 - ✓ Mobility and Access
 - ✓ Business Attraction / Workforce Development
- Performance Measures Selected

October and November First Work Group Meetings

- Working Topic – Economic Recovery and Resiliency
- Recommend Best Practices and Strategies
- Discuss work group SWOT responses and collect feedback

Timeline

What do we need to do today and in the short term?

Today

Second CEDS Strategy Committee Meeting

- CEDS Annual Report
- Progress on CARES Act Strategic Plan
 - ✓ Present draft goals and objectives for Committee approval
 - ✓ Recommend actions and projects
- Draft SWOT Summary
- Performance Measures

January and February

Work Group Meetings

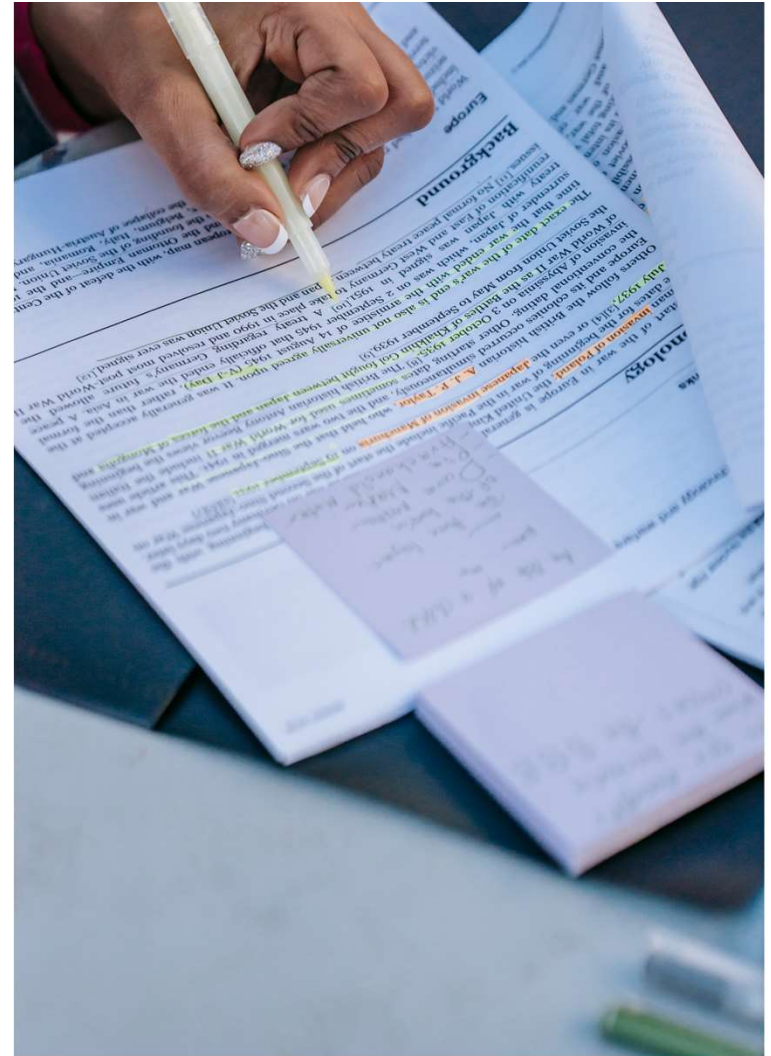
- CARES Act Strategic Action Plan and Evaluation Framework
- CEDS Goals and Objectives

CEDS 2021 Annual Report



Highlights of key changes to the regional economy

- Unemployment recovering but stalling locally, and not yet back to pre-pandemic levels
- Labor force has also been significantly impacted as many have not returned, but this trend is cooling off
- Leisure and hospitality leads increasing trend of U.S. job openings and hires, followed by other on-site industries
- Miami-Dade among highest unemployment rates and in Florida, Monroe County among lowest
- 2020 Actual census counts show that Monroe County's population was underestimated in recent years by about 10%
- Miami-Dade's population decreased slightly



COVID 19 Survey and Economic Impact Report

What are the top three issues?

- What are the top three issues reported to you by the small businesses and the community as a result of COVID-19 pandemic?
 - Loss of income/revenue/business
 - Lack of Financial Support
 - Lack of Communication/Miscommunication from the local, state and federal government



Report on Economic Development Activities and Adjustments to Strategy

In addition to preparing for the 2022-2027 CEDS Update:

- CARES Act Outreach activities
- Technical Assistance for American Rescue Plan Act funds across the region
- Revolving Loan Fund and CARES Act Revolving Loan Fund
- Comprehensive land use, transportation, and resiliency planning
- Primary adjustment to strategy – CARES Act Element



Evaluation of Action Plan and Goals





Sample Goals and Objectives



Goals

1. Enhance the resilience of the South Florida economy in the face of natural disasters and changes to the national and state economies.
2. Prepare a skilled workforce that supports the business community.
3. Support programs and strategies, that assist in the retention, expansion and the attraction of businesses.
4. Promote a high quality of life for a sustainable community (affordable housing, quality education, health care, historical and cultural facilities, tourism.)

Objectives

- a. Train government staff and disseminate information on plans and contingency actions before, during and after disasters.
- b. Invest in apprenticeship programs to enhance the workforce.
- c. Invest in small business training, incubators, and support.
- d. Consider alternatives to projects that discourage multi-modalism, accounting for all users of the system.

APPROVE ANNUAL REPORT!



South Florida Regional Planning Council

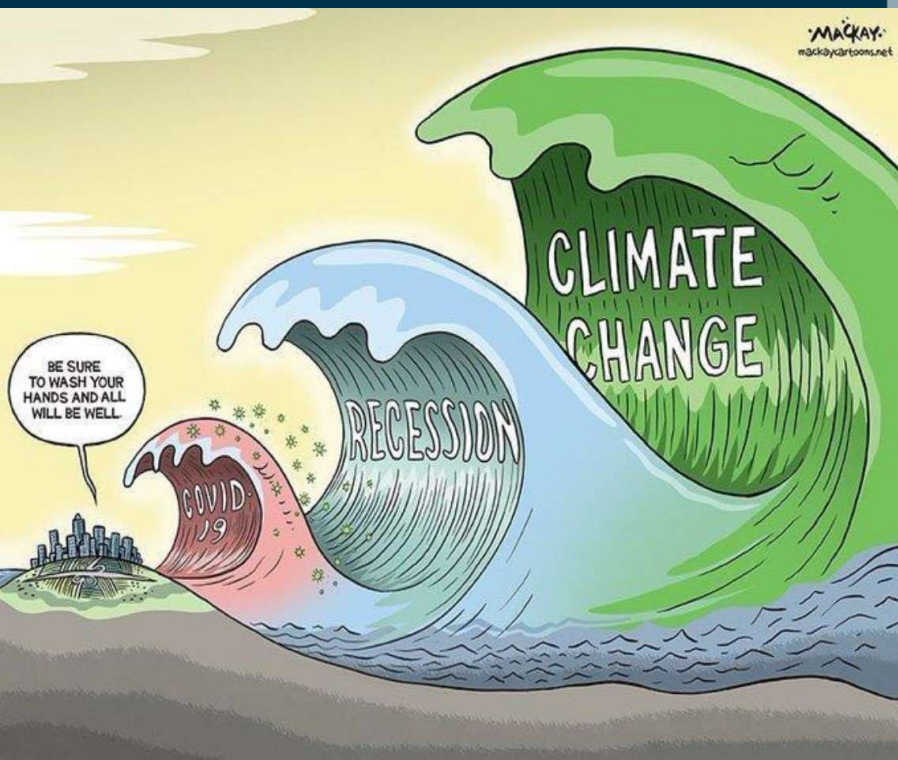
Proudly serving South Florida since 1974

CARES ACT GRANT Progress on Economic Resilience Action Plan: Goals and Objectives

ERALDA AGOLLI

PROGRAM MANAGER - ECONOMIC DISASTER RECOVERY

DECEMBER 6, 2021



Economic resilience refers to the ability of local economies to “bounce back” to normal conditions after losing function because of an uncontrollable event. Resilient economies have the capacity to quickly respond to, withstand, and recover from adverse situations such as a public health crisis or high intensity storm.

U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

Communication

Innovation & Competitiveness

CEDS Goal 1

To 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 and pandemic related risks.

Objective 1.1: Train government staff and disseminate information on plans and contingency actions before, during and after disasters.

1

Create a
Communication
Strategy/Plan
Before a Crisis

2

Maintain Open
Communication
Channels

3

Provide Timely &
Accurate
Information

4

Unify Response in
Communicating &
Designate the key
members of your Crisis
Communications
Team –and their
Backups



Workforce Development

Opportunity & Prosperity

CEDS Goal 2

To prepare a skilled workforce that supports the business community through programs and tools that address education, training, and the attraction/retention of qualified workers.

Objective 2.1: Invest in apprenticeship programs to enhance the workforce



1

Support organizations such as AmSkills or local technical colleges in identifying the program's impacts on the workforce.

2

Support existing community informed career development services aimed at individuals experiencing long-term dislocation and those who have left the workforce.

3

Provide effective workforce development supports and address barriers to quality employment for the under privileged through public-private collaboration and private sector leadership.

4

Develop accessible job placement programs & support efforts to build an equitable & inclusive environment.

Workforce Development

Opportunity & Prosperity

CEDS Goal 2 Continued

To prepare a skilled workforce that supports the business community through programs and tools that address education, training, and the attraction/retention of qualified workers.

Objective 2.2: Invest in STEM education, showing gains in total graduates in each higher education class



1

Recruit top-notch faculty to higher education institutions, market the region to relocating firms.

2

Other?

3

Other?

4

Other?

Business Attraction & Retention

Innovation & Competitiveness

CEDS Goal 3

To support programs and strategies, including international trade, which assist in the retention, expansion, and the attraction of businesses, and improve the capacity of small businesses to participate fully in South Florida's economic activities.

Objective 3.1: Invest in small business training, incubators, and support.

1

Support grant and other investment opportunities, such as CDFIs, and the development of venture capital.

2

Develop partnerships with local banks to provide low- or no-interest loans; with chambers, SCORE, SBDC, and nonprofits.

3

Engage in community outreach to catalogue existing efforts and identify opportunities for alignment.

4

Support minority and women-owned small businesses.



Affordable Housing & Mobility & Access

Vitality & Sustainability



CEDS Goal 4

To promote a high quality of life and ensure a sustainable community offering an array of affordable housing, transportation, quality education and health care systems, historical and cultural facilities, tourist attractions and beaches, special events, festivals, and sports.

Objective 4.1: Everyone in the region is able to access jobs, goods, and services close to their homes via affordable transportation options, with shorter commutes and fewer transfers.

1

Enable the production of affordable housing near employment centers and transit nodes.

2

Expand digital access to enable remote work and learning.

3

Provide access to affordable, safe, and accessible transportation options.

4

Increase funding for affordable housing development.

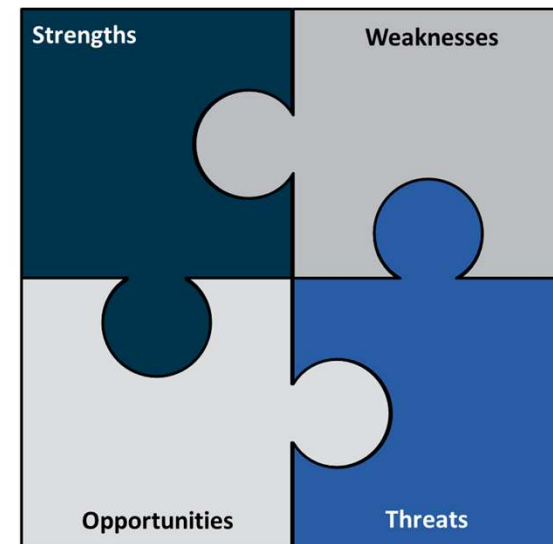
The background of the slide is a dark blue-tinted photograph of a person in an audience, seen from behind, with their right arm raised. The person is wearing a light-colored t-shirt. The overall scene suggests a Q&A session or a public meeting.

Q&A

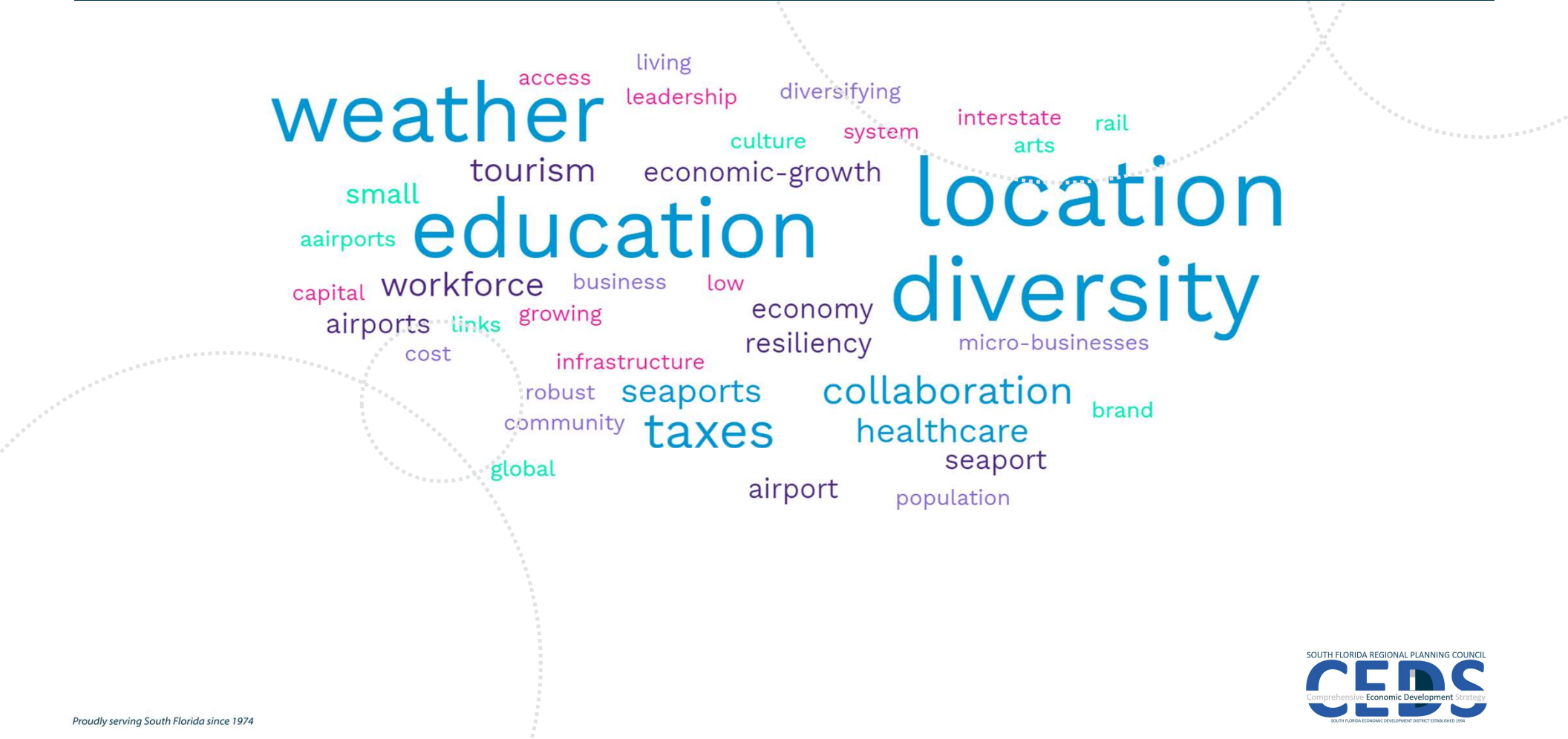
Other
Comments/Feedback

Comprehensive Economic Development Strategy for South Florida, 2022-2027

SWOT Analysis



STRENGTHS



WEAKNESSES



OPPORTUNITIES



A word cloud of economic development opportunities. The words are arranged in a circular pattern, with some words appearing larger than others. The colors of the words include blue, green, purple, and pink. The words are: increase, safe, tourism, small-businesses, keeping, business-relocation, talent, industry, region, green-industries, collaboration, transportation, innovation, energy-jobs, water, apprenticeships, education, wage, major, home, corporate, economic-diversification, airports-seaports, health-system, workforce, living, improve-education, sfl, eco-tourism, levels, brain, housing, employers, attract, cost, investment-technology, entrepreneurship, resiliency-leader, keep, arts-community, investment-marine, staying, miami, capitalize, incubators, compared, drain, offices.

THREATS





Lack of Affordable Housing

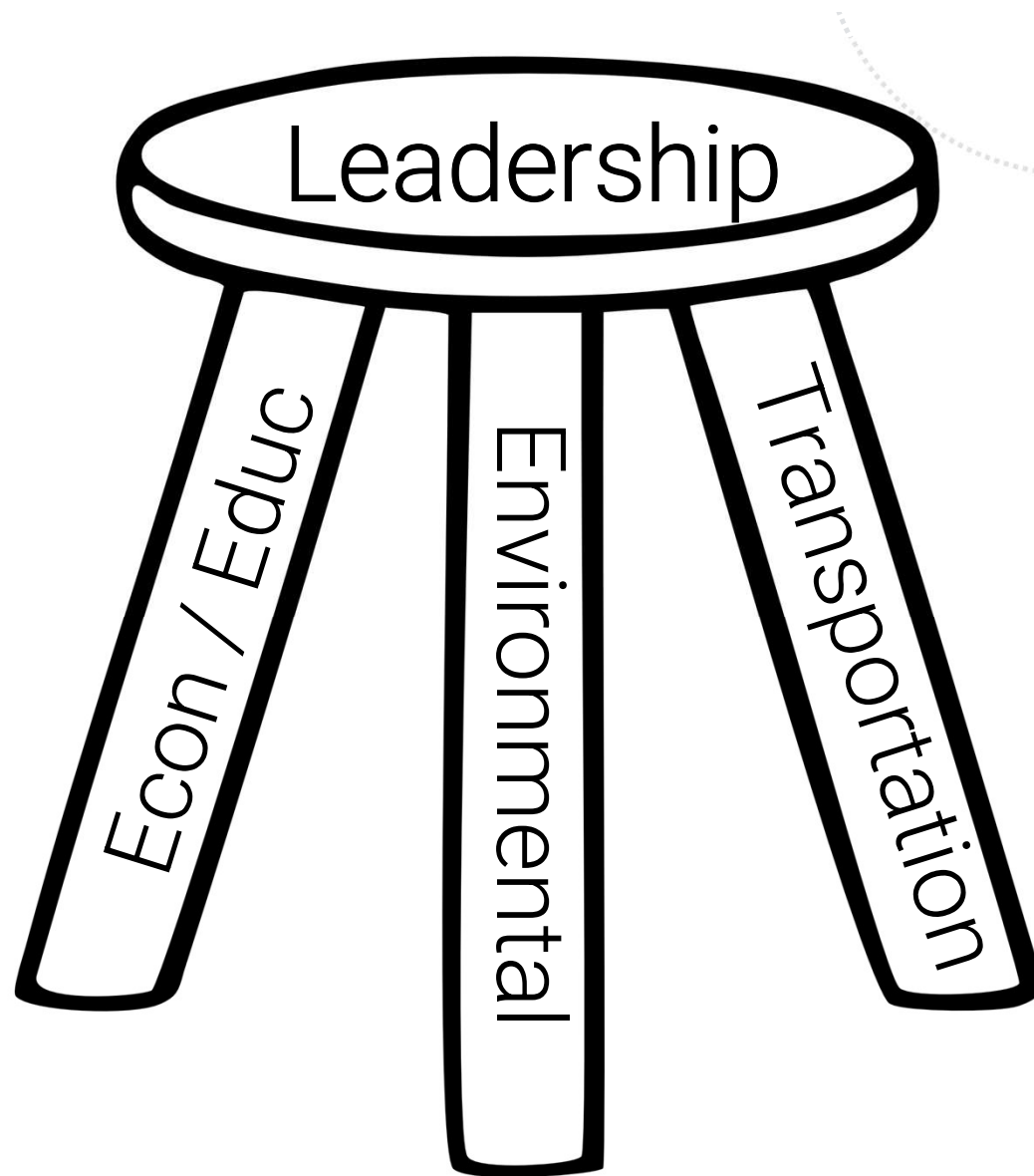


Climate



Transportation Options

Commonly Repeated Themes



Bringing it all together

- Secure primary asset – environment
- Leverage universities to promote high skilled workers while simultaneously improving transit so we are more competitive in attracting high-wage companies instead of falling victim to brain drain
 - Prioritize training a workforce to support green / environmental solutions industries
- Improve coordination between state and local governments to efforts align instead of clash



Survey Responses - Performance Measures

Work Groups

Performance Measures

Economic Diversification	Trade Imports and Exports	Innovation Index	Gross Domestic Product	Population Counts, Estimates and Projections
Business Attraction / Workforce Development	Real Personal Per Capita Income	Relative Housing Price	Trade Imports and Exports	High School Graduation Rates
Mobility and Access	High School Graduation Rates	Employment by Sector or Occupation	Population Counts, Estimates and Projections	Percent of Persons Living in Poverty
Environment and Resilient Infrastructure	Location Quotients	Annual Building Permits	Relative Housing Price	Innovation Index

Survey Responses – Additional Performance Measures

Work Groups

Performance Measures

Business Attraction / Workforce Development

- Percent of high school students to attain a post secondary credential by zip code.
- # of New Businesses, Hotel Occupancy Rate, TSA Airport Check-ins
- Breakthrough ideation, new technologies, talent skills pipeline, company formation, job creation, scaling of early-stage and young companies.

Environment and Resilient Infrastructure

- Base flood elevation, sea level rise / rainfall / climate scenarios, land occupation / building footprint

Next Year's Goals Timeline

- ✓ 2nd Work Group Meetings – January 2022 (February - TBD)
 - ✓ Identify specific projects to recover economy and become more resilient to future shocks
 - ✓ Identify CEDS Goals and Objectives, discuss evaluation plan and framework
 - ✓ Develop economic resiliency project evaluation framework
- ✓ 3rd CEDS Strategy Committee Meeting
March 2022
 - ✓ Present draft CARES Act Element
 - ✓ Finalize CEDS Action Plan, formal vision statement, goals, and objectives

Next Year's Goals Timeline

- ✓ 3rd Work Group Meetings – April and May 2022 (TBD)
 - ✓ Final comments on CARES Act Element and post for public comment
 - ✓ CEDS Priority projects and evaluation framework
- ✓ 4th CEDS Strategy Committee Meeting - June 2022
 - ✓ Present final CARES Act Element
 - ✓ Finalize CEDS Priority Projects and Evaluation Framework

Contact us

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