



Business Attraction / Workforce Development Work Group

October 18, 2021

Attendees:

Lynn Goldman, Community Relations Coordinator, Broward Technical Colleges

Oliver Gross, President, New Urban Development

Newton Sanon, President & CEO, OIC of South Florida

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

Dan Reynolds, CEO, Greater Marathon Chamber of Commerce

TJ Villamil, Intl Trade & Business Development, Enterprise Florida

Isabel Cosio Carballo, Executive Director, SFRPC

The Work Group met via GoToMeeting and in the Council's office. The primary purpose of the meeting was to discuss the economic recovery resiliency program, best practices, strategies, goals, and objectives, and to give an overview of the SWOT survey answers.

During the work group meeting, a policy discussion was held with Committee members to develop a holistic understanding of the issues based on data and other information. As subject matter experts, the Committee members were asked what issues or challenges should be included in the Economic Resiliency Plan of the CARES Act grant. According to all in attendance, the following are the most pressing issues for our region:

CARES Act:

1. Affordable Housing

- a. Dan Reynolds stated that homebuyers are increasingly being priced out of the market and the same goes for the rental market. The Committee Members agreed. The plan should show the gap between stagnant wages and increasing living costs in the region.

2. Transportation

- a. Lynn Goldman stated that we need to show how transportation, housing, and cost of living are related and what we can do to help residents.

3. Workforce Development

- a. Lynn Goldman stated businesses need to collaborate with technical training schools not only for tech jobs, but healthcare and other sectors. It is important for all to learn more

about ongoing engagement efforts from the business community. What are the skills they need the workforce trained for?

- b. Dan Reynolds will share information on available apprenticeship programs and maritime officers' programs in South Florida.
- c. To get a better understanding on what workforce development programs are needed, Newton Sanon requested that staff provide a comprehensive mapping/asset inventory of all economic development opportunities and projects in the region. Everyone agreed that this would be very useful information. The report will include:
 - 1. Emerging trends and jobs in South Florida
 - 2. Assessment of skill sets needed
 - 3. Mid-tier jobs analysis

4. Achieve New Business Attraction and/or retain existing businesses

- i. Utilize the Florida weather as an advantage for new business attraction.
- ii. Develop and/or further market new business incentives.

The Committee Members decided the outcomes to include in the plan need to outline where does the South Florida region want to be in 10-15 years and include actions on how to accomplish the goals, and strategies recommended.

To get a better idea on how to tie the equity portion of the plan, Council Staff will provide an Opportunity Zones assessment.

Mark Cassidy presented the CEDS – SWOT Analysis results from the work group members survey answers. The following were identified:

- I. **Strengths:**
 - a. Location, weather, and diversity
 - i. EDO collaboration, workforce development
 - ii. Broad small business community
 - iii. Education
- II. **Weaknesses:**
 - a. Cost of Living
 - i. Housing affordability
 - ii. Transportation
 - iii. Low wages
 - b. Leadership – government dysconnectivity
- III. **Opportunities:**
 - a. Collaboration between workforce development, major industries, economic development, and government. Coordinate efforts.
 - b. Airport/seaport integration
 - c. Green industry
 - d. Access to capital
 - e. Tax Environment
- IV. **Threats:**
 - a. Cost of Living

- b. Housing
- c. Leadership
- d. Wage Gap
- e. Resiliency/Sea Level Rise

NEXT STEPS

- **2nd CEDS Strategy Committee Meeting – Monday, December 6, 2021, at 10:00am**
 - Finalize SWOT Analysis and Performance Measures
 - Working topic – CARES Act Strategic Plan Goals and Objectives
- **2nd Work Group Meeting – Monday, January 10, 2022, at 10:00am**
 - 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**
 - Draft CARES Act Strategy
 - Finalize Action Plan and Evaluation Framework, formal vision statement, goals, and objectives