

SOUTH FLORIDA REGIONAL PLANNING COUNCIL



SOUTH FLORIDA ECONOMIC DEVELOPMENT DISTRICT ESTABLISHED 1994

Comprehensive Economic Development Strategy for South Florida, 2022-2027

Business Attraction/Workforce Development & Economic Diversification Work Group Meeting

MARK CASSIDY

ECONOMIC DEVELOPMENT AND RESEARCH MANAGER

ERALDA AGOLLI

PROGRAM MANAGER, CARES ACT ECONOMIC DISASTER RECOVERY

JANUARY 10, 2022

Welcome



Mark Cassidy, AICP

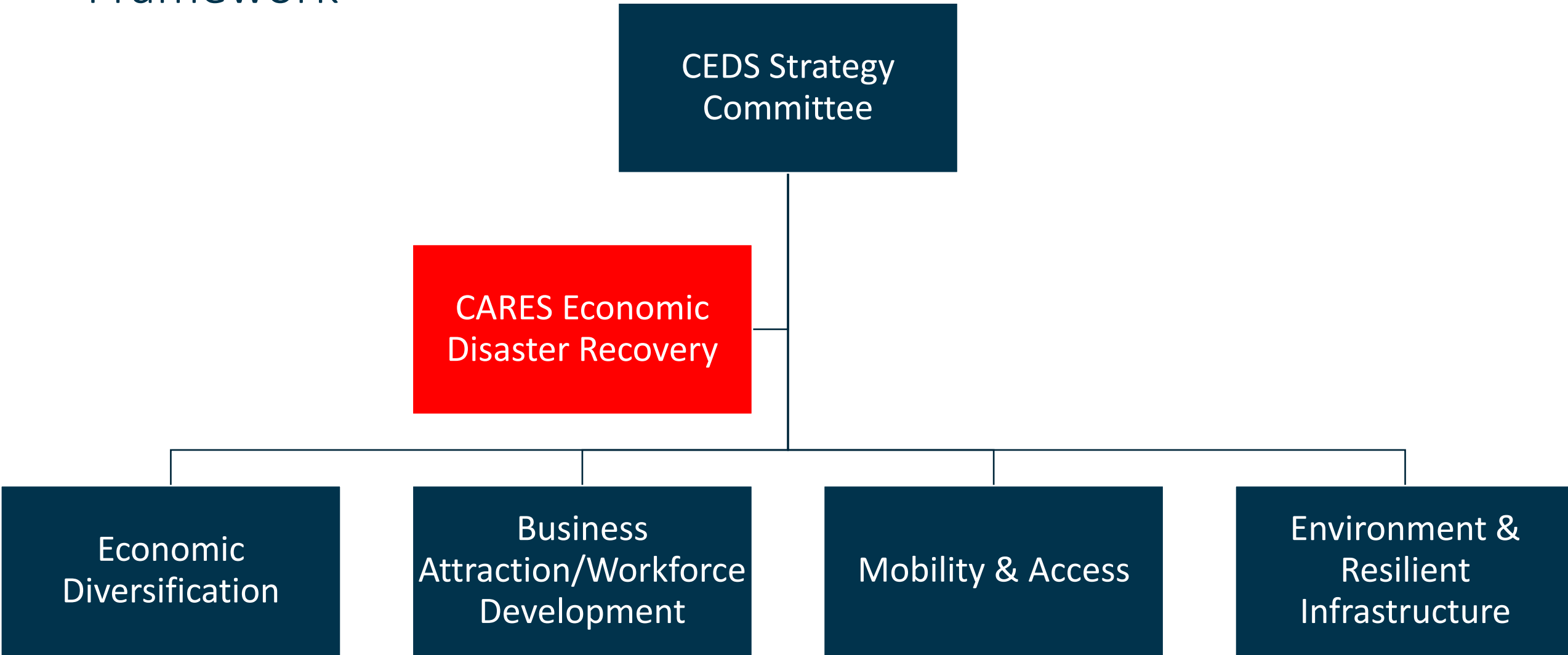
Economic Development & Research Manager
South Florida Regional Planning Council



Eralda Agolli, MPA

Program Manager
CARES Act Economic Disaster Recovery
South Florida Regional Planning Council

Framework



Work Group Designations



Business
Attraction /
Workforce
Development

Economic
Diversification

Mobility and
Access

Environment
and Resilient
Infrastructure

Timeline

What have we done since the first CEDS Committee Meeting?

- CEDS Strategy Committee responded to survey
 - SWOT
 - Performance Measures
 - Work Groups Selected
- Feedback gathered on CARES and CEDS
- CARES Act Strategic Plan Goals & Objectives Approved
- CEDS Annual Report Approved
- Invite additional work group members

2022 Goals Timeline

- ✓ Work Group Meetings – January 10 and 31, 2022
 - ✓ Identify specific projects for the CARES ACT program
 - ✓ Develop economic resiliency project evaluation framework
 - ✓ Identify CEDS Goals and Objectives, discuss evaluation plan and framework
 - ✓ Additional work group meeting in February TBD
- ✓ 3rd CEDS Strategy Committee Meeting
March 6, 2022
 - ✓ Present draft CARES Act Element
 - ✓ Finalize CEDS Action Plan, formal vision statement, goals, and objectives

2022 Goals Timeline

- ✓ 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



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 – CARES ACT ECONOMIC DISASTER RECOVERY

JANUARY 10, 2022

“

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

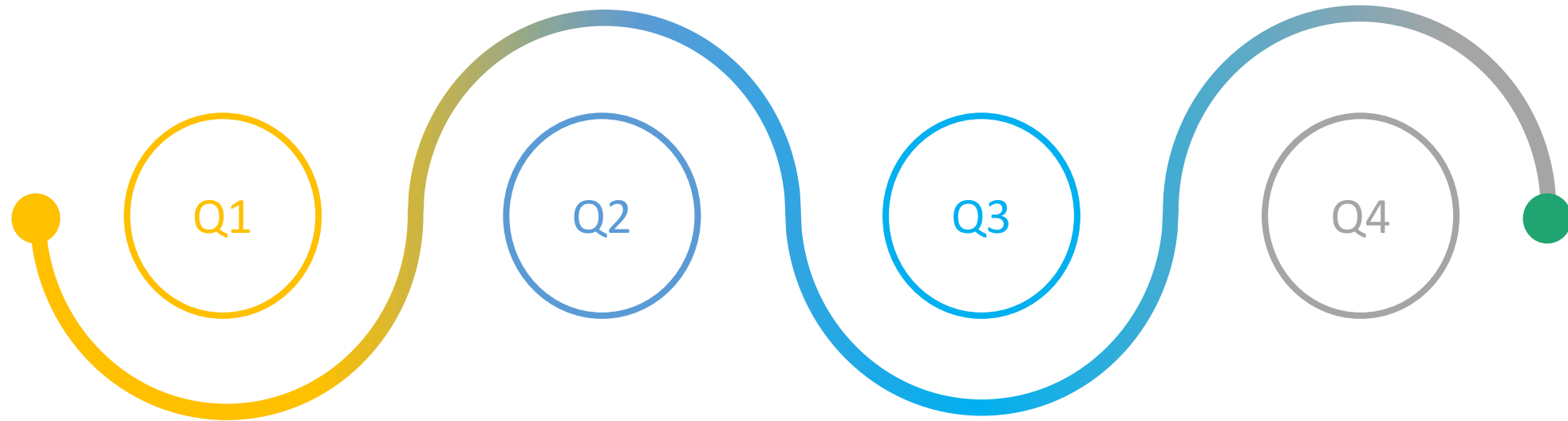


CARES ACT Scope of Work

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

Scope of Work
Submittal;
Hiring of 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.

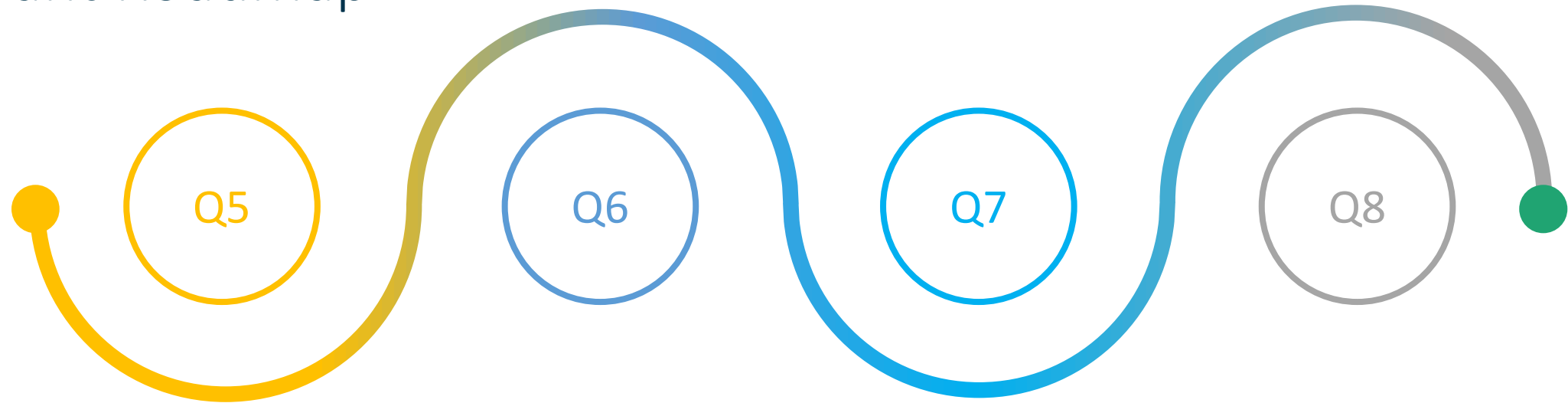
JAN.21- MARCH 21

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 established & convened 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/long-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.

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



Environmental & Resilient Infrastructure

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 other related entities 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



Business Attraction & 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 and work base learning experience programs to enhance the workforce.

Objective 2.2: Invest in existing educational credentials and career pathways that align with industry needs, certificate training, and post-secondary education, showing gains in total graduates in each higher education class.

1

Support qualified community based organizations or local state and technical colleges in identifying the program's impacts on the workforce.

2

Support existing community informed career development services aimed at returning citizens and individuals experiencing long-term dislocation in the hospitality, tourism and healthcare fields.

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.

5

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



Economic Diversification

Innovation & Competitiveness

CEDS Goal 3

To support international trade assets such as airports, seaports and programs and strategies, which assist in economic diversification, creation of high paying jobs, 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, incentives, and identify opportunities for alignment.

4

Support minority and women-owned small businesses.

5

Promote an entrepreneurial culture that fosters new business opportunities offering higher paying jobs.



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: Create a connected vibrant region that is supported by a robust multimodal mobility network.

1

Support a well-connected multi-modal freight system that leverages localized delivery methods alongside strong intermodal connections between the trucking system and air, rail, and marine shipping methods.

2

Support placemaking investments in diverse communities throughout the region to meet the needs of residents. Placemaking fosters public gathering in open accessible areas such as public parks or private retail and restaurants.

3

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

4

Ensure that the transportation network, including public transit, supports the emergency needs of the region, including evacuation or public health.

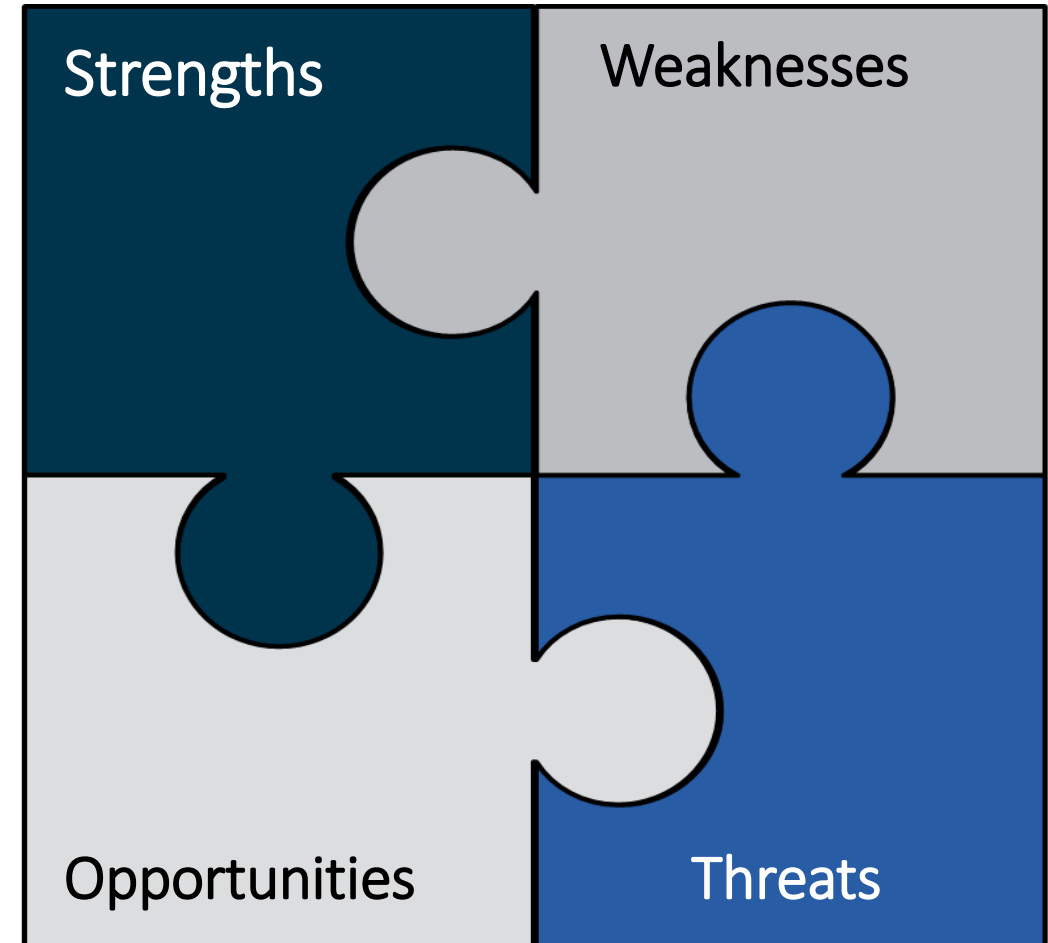


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Q&A

Other
Comments/Feedback

Comprehensive Economic Development Strategy for South Florida, 2022-2027 Survey



Sample of Suggested Performance Measures

Work Groups

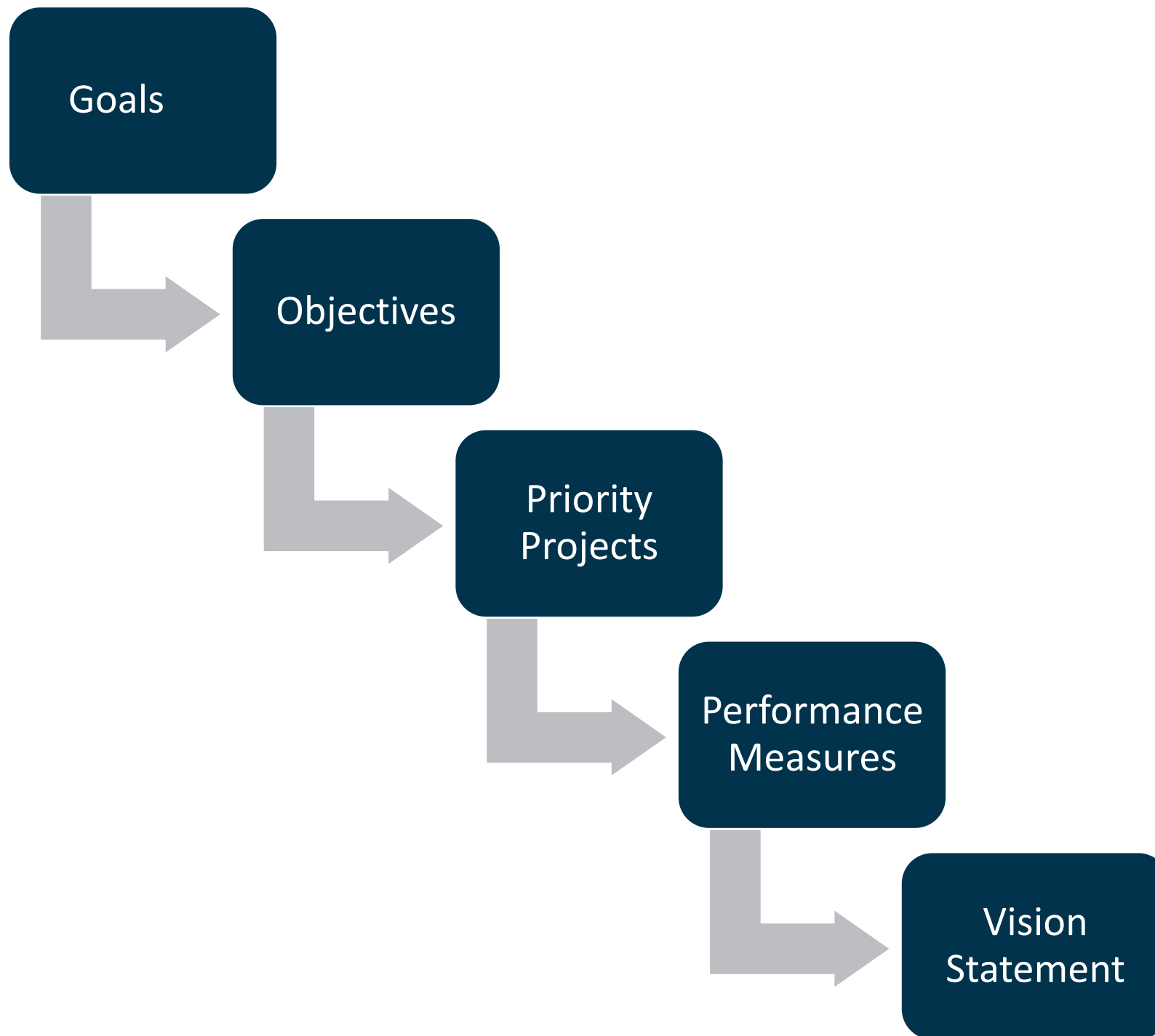
Performance Measures

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.

Environment and Resilient Infrastructure

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



Contact us

South Florida Regional
Planning Council

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