

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**

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PROGRAM MANAGER, CARES ACT ECONOMIC DISASTER RECOVERY

**JANUARY 10, 2022**

# Welcome



**Mark Cassidy, AICP**

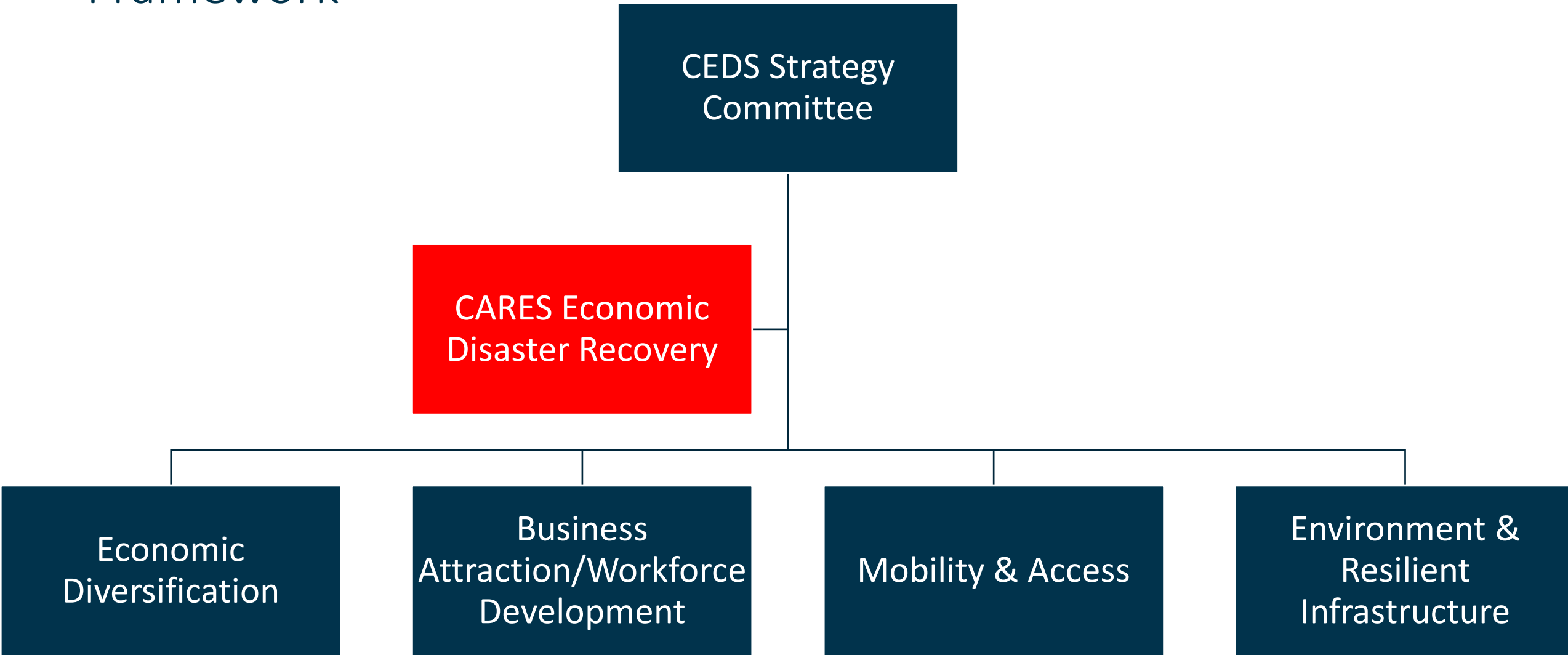
Economic Development & Research Manager  
South Florida Regional Planning Council



**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
- ✓ 3<sup>rd</sup> 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
- ✓ 4<sup>th</sup> 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*

A detailed, 3D-rendered image of a virus particle, likely representing the COVID-19 virus, serves as the background for the lower half of the slide. It shows a blue, textured spherical core surrounded by numerous red, spiky surface proteins.

# 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.

## 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.

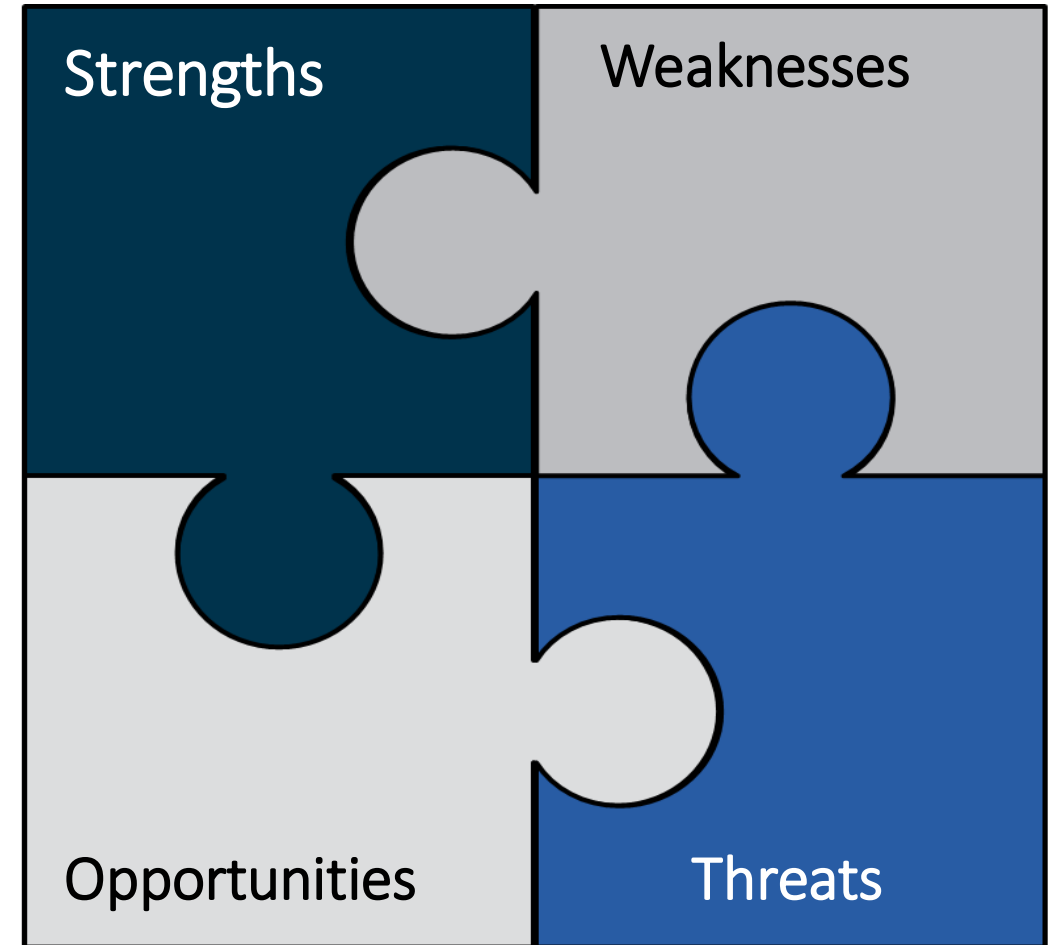


The background is a blue-tinted photograph of a person from behind, raising their right hand in a classroom or meeting setting. Other people are visible in the background, also seated.

# Q&A

Other  
Comments/Feedback

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



# Sample of Suggested Performance Measures

## Work Groups

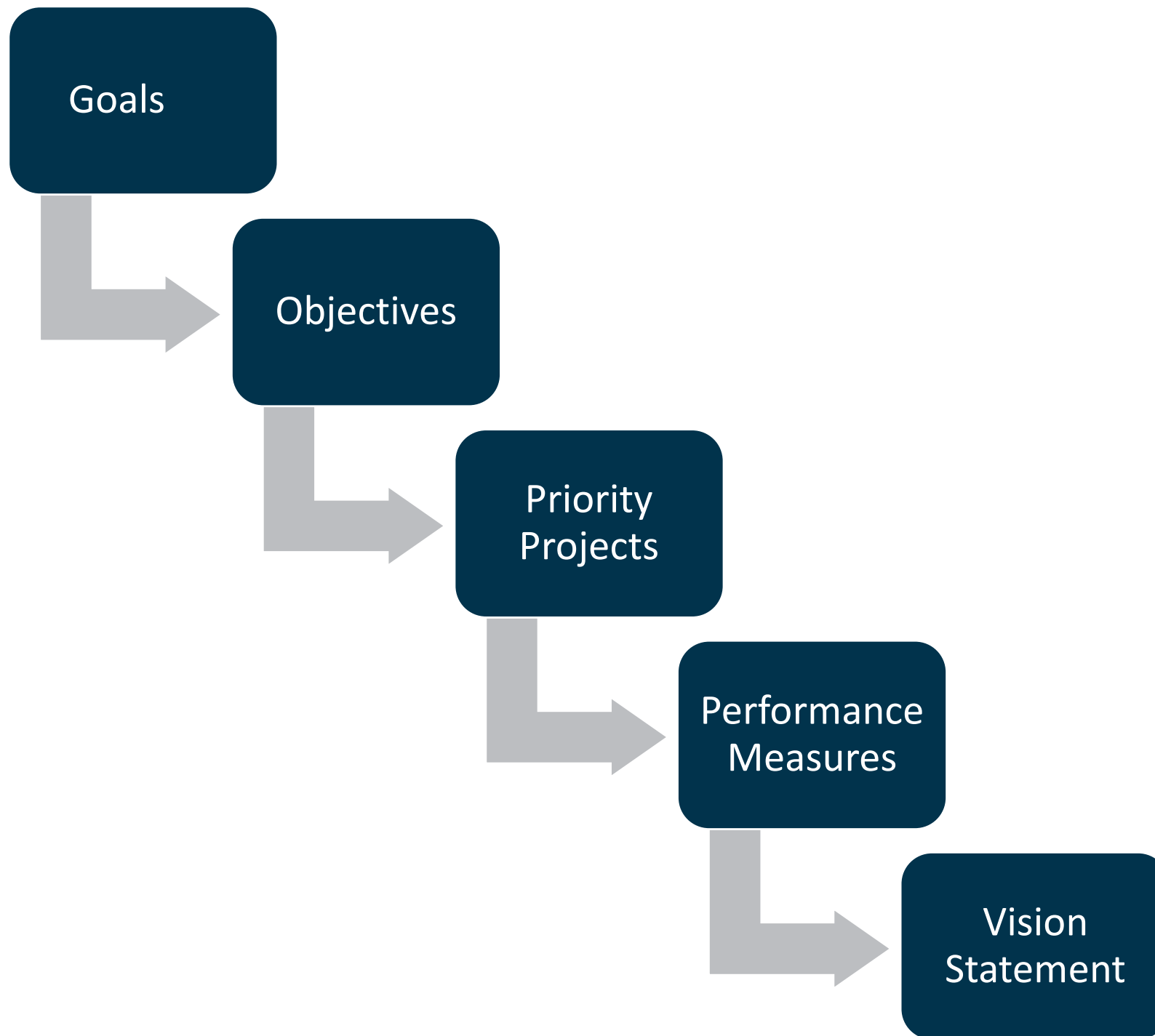
## Performance Measures

### 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



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# Contact us

South Florida Regional  
Planning Council

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