



Business Attraction / Workforce Development & Economic Diversification Work Groups

January 10, 2022

Attendees:

Ben Wesley, Senior External Affairs Manager, FPL Broward County

Daniel Samess, CEO, Greater Marathon Chamber of Commerce

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

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

Lynn Goldman, Community Relations Coordinator, Broward Technical Colleges

Matthew Schnur, Research and Innovation Manager, Fort Lauderdale DDA

Michael Finney, President & CEO, Miami-Dade Beacon Council

Michael Spring, Director, Miami-Dade Cultural Affairs

Richard “Rick” Miller, Chair, Mission Sustainment Working Group, South Florida Defense Alliance

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

Tony Ash, VP Communications, Career Source Broward

Isabel Cosio Carballo, Executive Director, SFRPC

The primary purpose of the meeting was to discuss and align projects that various organizations have planned with the CARES Act Goals and Objectives. The inclusion of priority projects in the South Florida CEDS will facilitate access to federal funding from the U.S. Department of Commerce’s Economic Development Administration and we believe, other federal agencies.

During the work group meeting, Committee members Newton Sanon and Michael Finney each gave a ten-minute overview about the skill sets businesses in Broward and Miami-Dade counties are looking for and projects they have in the pipeline, either existing or in the planning stages, that they might need funding for in the future.

Newton Sanon, OIC South Florida

Mr. Sanon gave an overview of the OIC South Florida’s history and programs. He stated that the following job openings and skill set across the country are in need (data taken from the Bureau of Labor Statistics):

- a. 4.4% in education
- b. 6.3% in retail

- c. 8.3% in healthcare
- d. 8.9% in wholesale and restaurants
- e. These sectors were the most impacted during the COVID shutdown. These sectors are all low wage paying jobs except for healthcare. As community leaders, we need to figure out a way on how to reinvent these sectors and how do we deliver the needed training.

Projects in the making:

August 17-18, 2022, Summit intended to bring together thought leaders from actionable items focusing on the middle class. A white paper will follow with actionable solutions and policies that are intended to help make sure that we build, elevate, and sustain a strong, middle class.

Michael A. Finney, Miami-Dade Beacon Council

Mr. Finney gave an overview of the Miami-Dade Beacon Council's history and programs. The Beacon Council has become much more robust, working with a lot of companies that are looking to set up satellites like Blackstone and NCI financial, ACI worldwide etc. These are high wage, high value knowledge intensive jobs that really are moving the needle on the middle-class.

Current Beacon Council Projects that need sponsorship are:

- a. *Miami Community Ventures* - focuses on job placement and retention and is a collective impact program designed to connect low income, structurally unemployed individuals to living wage jobs and career pathways. The target audience includes individuals who are public assistance recipients, returning citizens, and/or disabled, with subgroups made up of female heads of households, veterans, and youth ages 19-29.
- b. *Small Business Accelerator* – helping small businesses during the COVID shut down of 2020 in identifying a bank that could help with PPP loans, have access to capital, business development and marketing activities and back-office functions so they had all their data in the right place.
- c. *Project Opioid*: Led by the Florida Blue Foundation, was created in response to the raging opioid epidemic that claimed the lives of nearly 450,000 people across America in one decade. Since then, the opioid crisis driven by pervasive use of fentanyl, has reached unprecedented heights.
- d. *Opportunity Miami*: a new platform to help catalyze a vision for Greater Miami's economic future — and rally the community to create it. It will focus on three areas critical to Greater Miami's economic future: innovation and entrepreneurship; talent and inclusion; and sustainability and resilience. Opportunity Miami will utilize digital technology and in-person events to elevate ideas, engage the community and spotlight clear, actionable solutions. Drawing on research and reporting from around the world, Opportunity Miami's mission is to help the community make good decisions faster on issues defining our economic future. For more info visit <https://opportunity.miami/>

The Committee Members decided that they needed more time to consult with their staff in choosing projects that can/will align with the CARES goals and strategies.

NEXT STEPS

- **3rd Work Group Meeting – Monday, January 31, 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
- **4th Work Group Meeting – TBD February 2022.**
- **3rd CEDS Strategy Committee Meeting - March 2022**
 - Draft CARES Act Strategy
 - Finalize Action Plan and Evaluation Framework, formal vision statement, goals, and objectives