

SOUTH FLORIDA REGIONAL PLANNING COUNCIL



SOUTH FLORIDA ECONOMIC DEVELOPMENT DISTRICT ESTABLISHED 1994

Comprehensive Economic Development Strategy for South Florida, 2022-2027

ERALDA AGOLLI

PROGRAM MANAGER, CARES ACT ECONOMIC DISASTER RECOVERY

MARCH 14, 2022



Welcome



The Honorable Steve Geller

Chair, South Florida CEDS Strategy Committee

State Senator

Welcome



Newton Sanon
President & CEO
OIC South Florida



Welcome



Eralda Agolli, MPA

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

Timeline

What have we accomplished since the second CEDS Committee and January - February Work Group Meetings?

- Invited additional work group members
- Distributed SWOT Survey and Priority Projects Matrix for CARES Act Element
- Finalized projects to CARES Act Element Goals and Objectives
- Developed economic resilience project evaluation framework
- Prepared draft CARES element report
- Discussed CEDS Goals and Objectives

2022 Goals Timeline

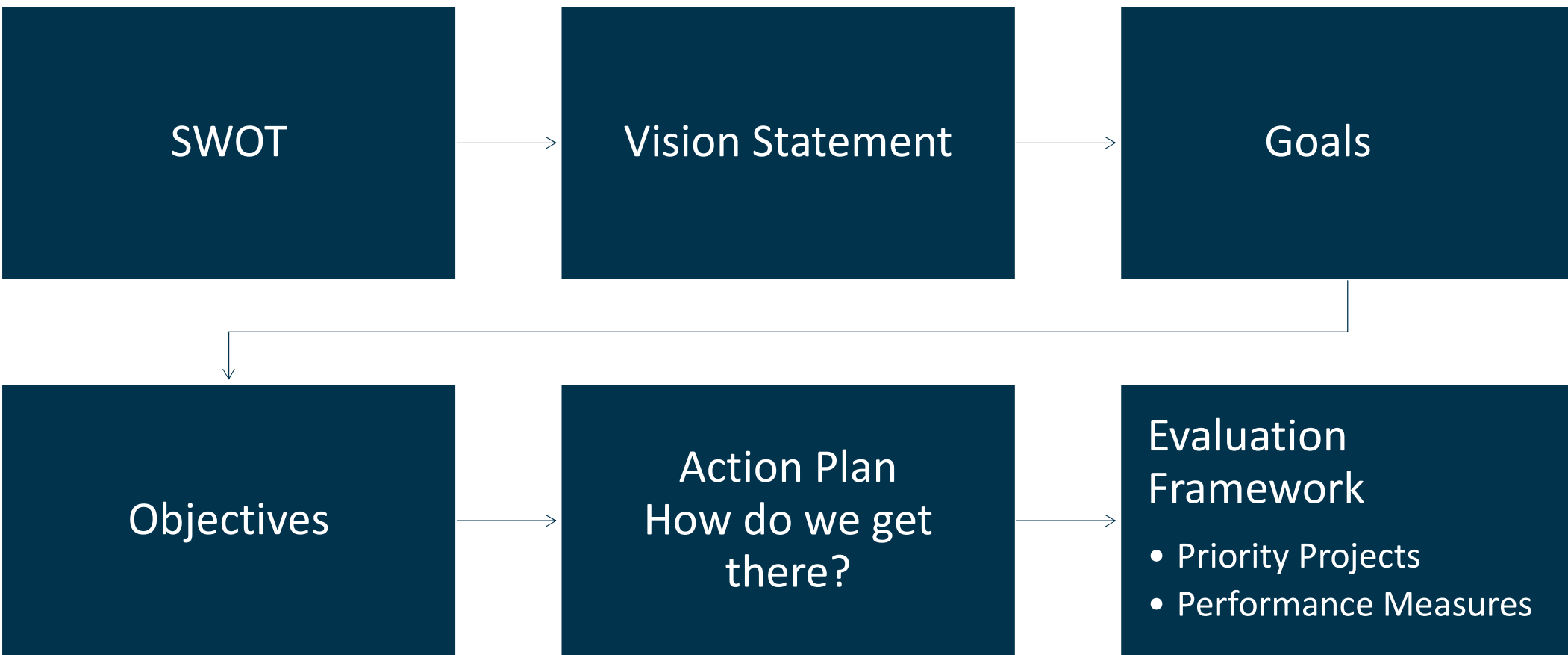
What do we need to do today?

Today

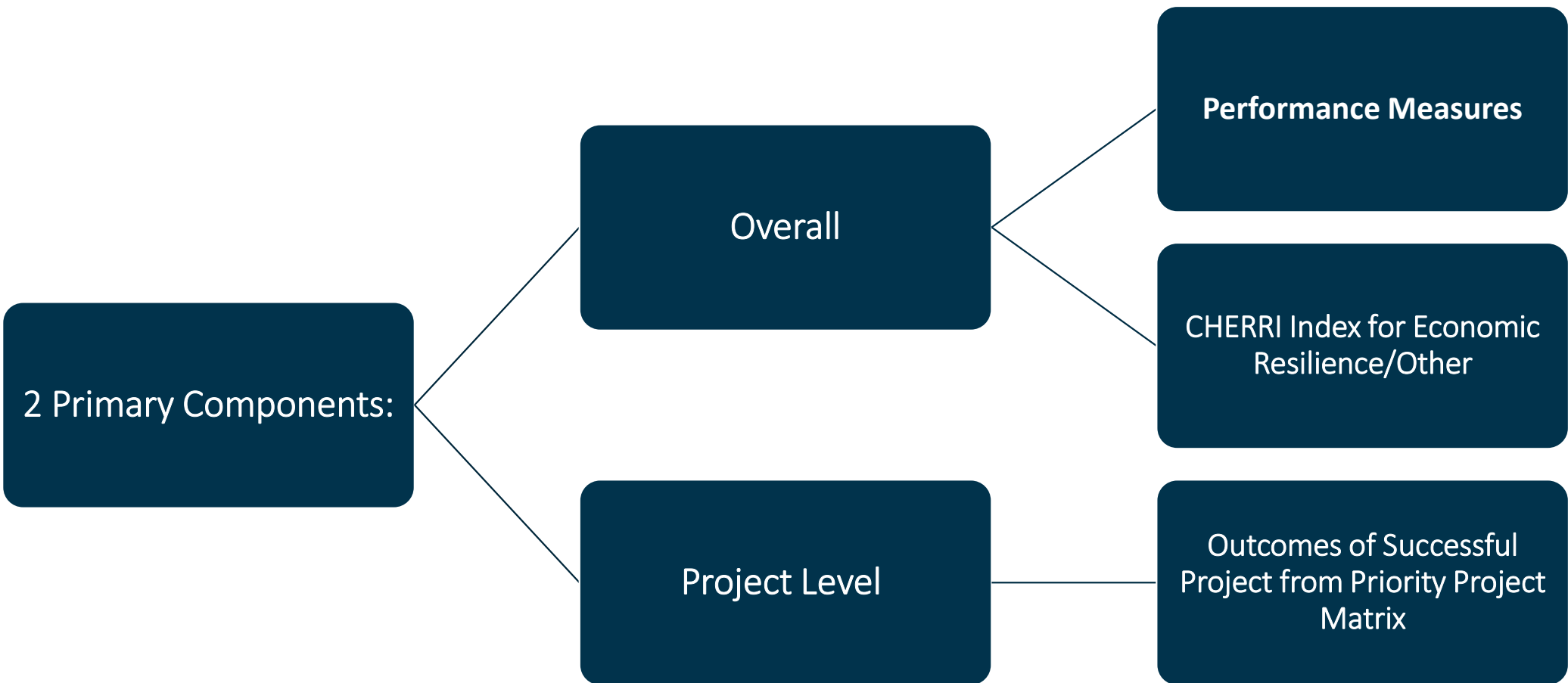
3rd CEDS Strategy Committee Meeting

- ✓ Finalize CEDS Action Plan, formal vision statement, and goals and objectives
- ✓ Present draft CARES Act Element

CEDS Strategic Direction & Action Plan



Evaluation Framework



| STRENGTHS | WEAKNESSES | OPPORTUNITIES | THREATS |
|---------------------------|--------------------------------|-----------------------------------|--------------------------------|
| Airports & Seaports | Climate Change/Sea Level Rise | Airports & Seaports | Leadership/Politics |
| Location | Affordable Housing | Apprenticeships | Lack of Regional Collaboration |
| Tourism | Lack of Skilled Workforce | Regional Collaboration | Natural Disasters |
| Diversity | Lack of Leadership | Economic Diversification | Sea Level Rise |
| Education | Lack of Regional Collaboration | Green Industries | Lack of Skilled Workforce |
| Weather | High Living Costs | Entrepreneurship | Housing |
| Taxes | Lack of Transportation/Transit | Investment in Emerging Industries | Transportation |
| Arts and Culture | Low Wages | Workforce Development | Water |
| Growing Access to Capital | Inequity/Racial Equity | Improvement of Education System | High Living Costs |
| Healthcare System | Water Quality | Leader in Resiliency Initiatives | Competition |
| Small Business Community | Lack of Investment | Small Businesses | Insurance |
| Economic Growth | Education | Eco -Tourism | Low Wages |



Develop South Florida's CEDS Vision Statement

CURRENT

“To be the leading international community and commerce gateway, welcoming the world to Florida, the nation’s top performing economy. It will be recognized as one of the world’s best places to live, visit, learn, work and conduct business.”



Develop South Florida's CEDS Vision Statement

SUGGESTED

“Increase regional prosperity by building economic resilience, fostering equitable job creation, increasing local collaboration, and building a more diversified economy and a connected vibrant region.”

Business Attraction & Workforce Development

CEDS Goal 1

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 1.1: Invest in small business training and incubators

Objective 1.2: Support efforts by higher education institutions and others by providing technical support and support grant opportunities and the development of venture capital.



CHALLENGES /
STRATEGIES?

Business Attraction & Workforce Development



CEDS Goal 2

To support complementary data collection and dissemination efforts among local jurisdictions, combining data on available “ready” sites and workforce characteristics. Encourage the development of a complete “ecosystem” of workforce training throughout the region.

Objective 2.1: Need New Objective

CHALLENGES /
STRATEGIES?

A tablet computer is shown with a word cloud on its screen. The central and largest words are 'COMPETITIVE' in blue and 'ADVANTAGE' in red. Other prominent words include 'MARKETING', 'INNOVATION', 'FINANCE', 'BUSINESS', 'SUCCESS', 'ADVERTISING', 'RISK', 'COMMERCE', 'DEVELOPMENT', 'RELATIONSHIP', 'CUSTOMER', 'ANALYSIS', 'MANAGEMENT', 'SALES', 'GROWTH', 'CONTROL', 'FUTURE', 'TRADE', 'BRAND', 'PLAN', 'STRATEGY', 'OPPORTUNITY', 'MARKET', 'INVESTMENT', 'PROFIT', 'DEAL', 'SERVICE', 'INDUSTRY', 'INNOVATION', 'MARKETING', 'BUSINESS', 'SUCCESS', 'ADVERTISING', 'RISK', 'COMMERCE', 'DEVELOPMENT', 'RELATIONSHIP', 'CUSTOMER', 'ANALYSIS', 'MANAGEMENT', 'SALES', 'GROWTH', 'CONTROL', 'FUTURE', 'TRADE', 'BRAND', 'PLAN', 'STRATEGY', 'OPPORTUNITY', 'MARKET', 'INVESTMENT', 'PROFIT', 'DEAL', 'SERVICE', 'INDUSTRY', 'INNOVATION'. The tablet is placed on a desk with various business-related items: a cup of coffee on a saucer, a clock, a Venn diagram with circles labeled 'Cost', 'Quality', and 'Price', a line graph, and a document with the word 'Development' and a pyramid diagram.

To support the development of a diversified economy by expanding the quantity and quality of job opportunities.

Objective 3.1: Invest in STEM education, showing gains in total graduates in each higher education class.

Objective 3.2: Recruit top-notch faculty to higher education institutions, market the region to relocating firms.

CHALLENGES / STRATEGIES?

ALL Focus Areas



CEDS Goal 4

To promote the retention and continued improvement of existing partnerships (intergovernmental, public-private, interagency, etc.), and the creation of new partnerships to meet South Florida's economic challenges.

Objective 4.1: Strengthen partnerships with existing regional organizations, look for opportunities for joint projects.

Objective 4.2: Host regional roundtables around topics of mutual interest.

Objective 4.3: Encourage widespread use of design charrettes and other venues for public input into project development.

CHALLENGES /
STRATEGIES?

Mobility & Access

CEDS Goal 5

To ensure that there is a superior network of public infrastructure with supportive land use regulations to maintain the region as a competitive location for targeted industries and to provide for public safety and homeland security.

Objective 5.1: Invest in public infrastructure and retain industrial and developable parcels.

Objective 5.2: Conduct regional land use inventories.



CHALLENGES /
STRATEGIES?

Mobility & Access

CEDS Goal 6

To promote a regional perspective on multi-modal transportation system for people, goods, and services that includes transit, highway, seaport, airport, rail, broadband, and multi-use trail planning and development.

Objective 6.1: Consider alternatives to projects that discourage multi-modalism, accounting for all users of the system.

Objective 6.2: Maintain informational programs, update data and prepare studies to update future information.



CHALLENGES /
STRATEGIES?

Environment & Resilient Infrastructure



CEDS Goal 7

To promote the sustainable use of the natural resources especially water resources and green building through sound economic development activities consistent with environmental management goals.

Objective 7.1: Maintain best practices regarding the natural environment and its interactions with the built environment

Objective 7.2: Maintain ongoing monitoring programs and prepare studies that shed light on ongoing activities on regional natural resources.

CHALLENGES /
STRATEGIES?

Environment & Resilient Infrastructure



CEDS Goal 8

Continue to engage with local, state, and federal entities to advance regional adaptive capacity through climate change and sea-level rise planning initiatives, including the use of funding prioritization tools, vulnerability assessment trainings, and inter-agency and inter-governmental coordination.

Objective 8.1: Need New Objective

CHALLENGES /
STRATEGIES?

Quality of Life



CEDS Goal 9

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

Objective 9.1: Need New Objective

CHALLENGES /
STRATEGIES?

Next Steps

- ✓ 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

Next Steps

- ✓ 4th CEDS Strategy Committee Meeting - June 6, 2022
 - ✓ Present final CARES ACT Element
 - ✓ Approve CEDS Vision, Action Plan and Evaluation Framework
- ✓ 5th CEDS Strategy Committee Meeting - September 2022
 - ✓ Approve final CEDS report



South Florida Regional Planning Council

Proudly serving South Florida since 1974

CARES ACT GRANT DRAFT Economic Resilience Plan

MARCH 14, 2022

CARES ACT

Phase 1

- Established Context; Data Collection
 - Survey
 - COVID-19 Economic Impact Report
 - Outreach Webinars

Phase 2

- Established CEDS Strategy Committee
- Selected Focus Group Areas
 - Economic Diversification & Business Attraction/Workforce Development
 - Mobility & Access & Environment & Resilient Infrastructure

Phase 3

- Committee Meetings
- Set Goals, Objectives, and Strategies
- Requested Priority Projects
- Set the Evaluation Framework
 - Argonne & FEMA County High-level Economic Recovery & Resilience Index (CHERRI)
 - Outcomes of Successful Projects

Phase 4

- Review final comments
- Post for public comment
- Begin implementation process
 - Community Outreach
 - Presentations to local communities
 - Additional Technical Assistance Activities as needed

CARES Evaluation Framework Performance Measure 1

- County High-Level Economic Recovery and Resilience Index (CHERRI)
- COVID-19 vulnerability specific metric
- Argonne and FEMA



| Location | Overall Community Risk Index |
|----------------------------|------------------------------|
| Broward County, Florida | 43% |
| Miami-Dade County, Florida | 27% |
| Monroe County, Florida | 62% |
| U.S. Average | 57% |

CARES Evaluation Framework Performance Measure 2

Project Alignment Examples

| CEDS CARES Objective | Project Name | Organization | Outcomes of Successful Project |
|--|------------------------------|---|---|
| 1.1 Train government staff and other related entities and disseminate information on plans and contingency actions before, during, and after disasters. | Cybersecurity Training Range | Alan B. Levan NSU Broward Center of Innovation | Establishment of the most powerful cybersecurity training range in the southeast U.S.A. Added resource capable of being an Emergency or Security Operations Center supporting disasters (pre, during, post event) and improving communications. |
| 2.1 Invest in apprenticeship and work base learning experience programs to enhance the workforce. | Workforce Academy | OIC South Florida | Elevate skills attainment to command higher wages for family sustaining employment and fulfill workforce gap for the business sector. |

CARES Evaluation Framework Performance Measure 2 Continued

Project Alignment Examples

| CEDS CARES Objective | Project Name | Organization | Outcomes of Successful Project |
|---|--|--|---|
| 3.1 Invest in small business training, incubators, and support. | Smart Cities Artificial Intelligence (AI) Labs | Levan Center NSU | Establishment of the first AI Smart Cities Lab in the southeast region; Homegrown talent skills pipeline leading to retaining of such talent in South Florida; New company formation; Attraction of new industries and companies. |
| 4.1 Create a connected vibrant region that is supported by a robust multimodal mobility network. | Flagler Village Complete Streets Improvements | Fort Lauderdale Downtown Development Authority | Provide multimodal connectivity to the Brightline Station to a future regional commuter rail system with Downtown Fort Lauderdale and Flagler Village at the geographic center. |



CONCLUSION

- Develop a much-needed talent skills pipeline
- Support residents of low-wealth communities
- Invest in innovative new business models and technologies
- Provide multimodal connectivity and create an interconnected system that is easily accessed for all residents.
- The more able government and stakeholder organizations are to share essential information, the quicker the region can respond in times of crisis.



Q&A

Comments/Feedback

Contact us

South Florida Regional
Planning Council

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