

SOUTH FLORIDA REGIONAL PLANNING COUNCIL



SOUTH FLORIDA ECONOMIC DEVELOPMENT DISTRICT ESTABLISHED 1994

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

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# WHAT IS CEDS?

- SFRPC is the Region's Economic Development District (EDD)
- A five-year economic development roadmap for the Region
- Aligns with federal, state, and regional planning efforts
- Identifies locally-grown strategies to guide regional economic development
- Encourages partnerships and collaboration
- Establishes regional goals and objectives
- Develops and implements a regional plan of action
- Identifies investment priorities and funding sources





## HOW WILL THE CEDS BE USED?

- **Education**

- Engage elected officials and business leaders to help amplify the vision and provide support through actions.

- **Invest**

- Leverage greater investment in the region through data and rationale that can be used to obtain grants to fund implementation and align federal and the state's legislative agendas to collaboratively solicit funding.

- **Collaborate**

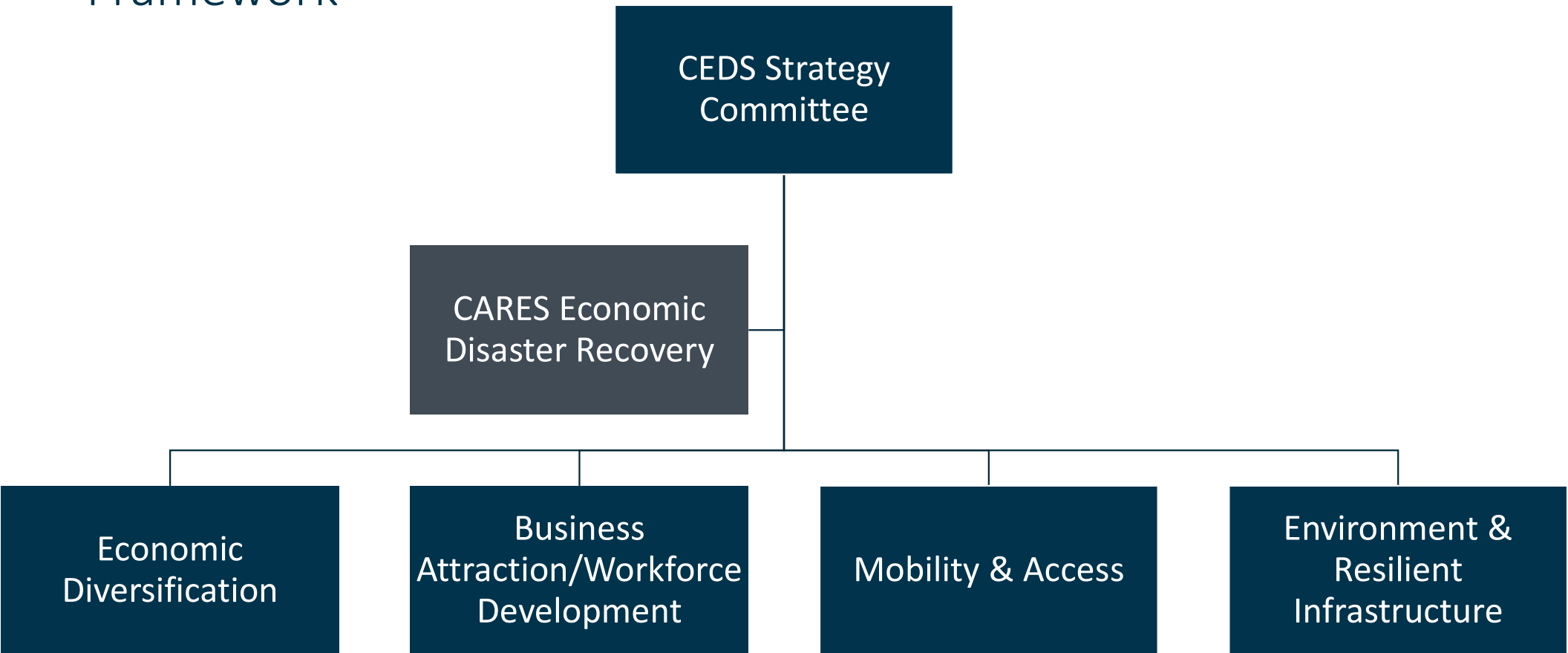
- Engage organizations and departments within jurisdictions to break down silos and leverage resources to the greatest extent possible to elevate one another's work.

# Timeline

What have we accomplished since the first CEDS Strategy Committee Meeting in September of 2021?



# Framework



# CEDS STRATEGY COMMITTEE MEMBERS

**The Honorable Senator Steve Geller**, Chair,  
Commissioner, Broward County

**Steve Abrams**, Executive Director, South Florida  
Regional Transportation Authority

**Gretchen Beesing**, Chair, South Florida Community  
Development Coalition; CEO, Catalyst Miami

**Kareen Boutros**, Executive Director, Broward  
Workshop

The Honorable **Joseph Corradino**, President,  
Miami-Dade League of Cities

**Nelson Fernandez**, Executive Vice President, A & F  
Construction

**Lynn Goldman**, Community Relations Coordinator,  
Broward Technical Colleges

**Oliver Gross**, President, New Urban Development

**Jonathan Guevarra**, Ph.D., President, College of  
the Florida Keys

**Greg Haile**, J.D., President, Broward College

**George Hanbury**, Ph.D., President & CEO, Nova  
Southeastern University

**Carol Hylton**, President / CEO, Career Source Broward

**Pablo Ortiz**, Ed.D. Vice President and Vice Provost, Regional and  
World Locations, Florida International University

**Madeline Pumariega**, President, Miami-Dade College

**Dan Reynolds**, President, Broward County AFL / CIO

**Matthew Rocco**, President, South Florida Manufacturing  
Association

**Daniel Samess**, CEO, Greater Marathon Chamber of Commerce

**Newton Sanon**, President & CEO, OIC South Florida

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

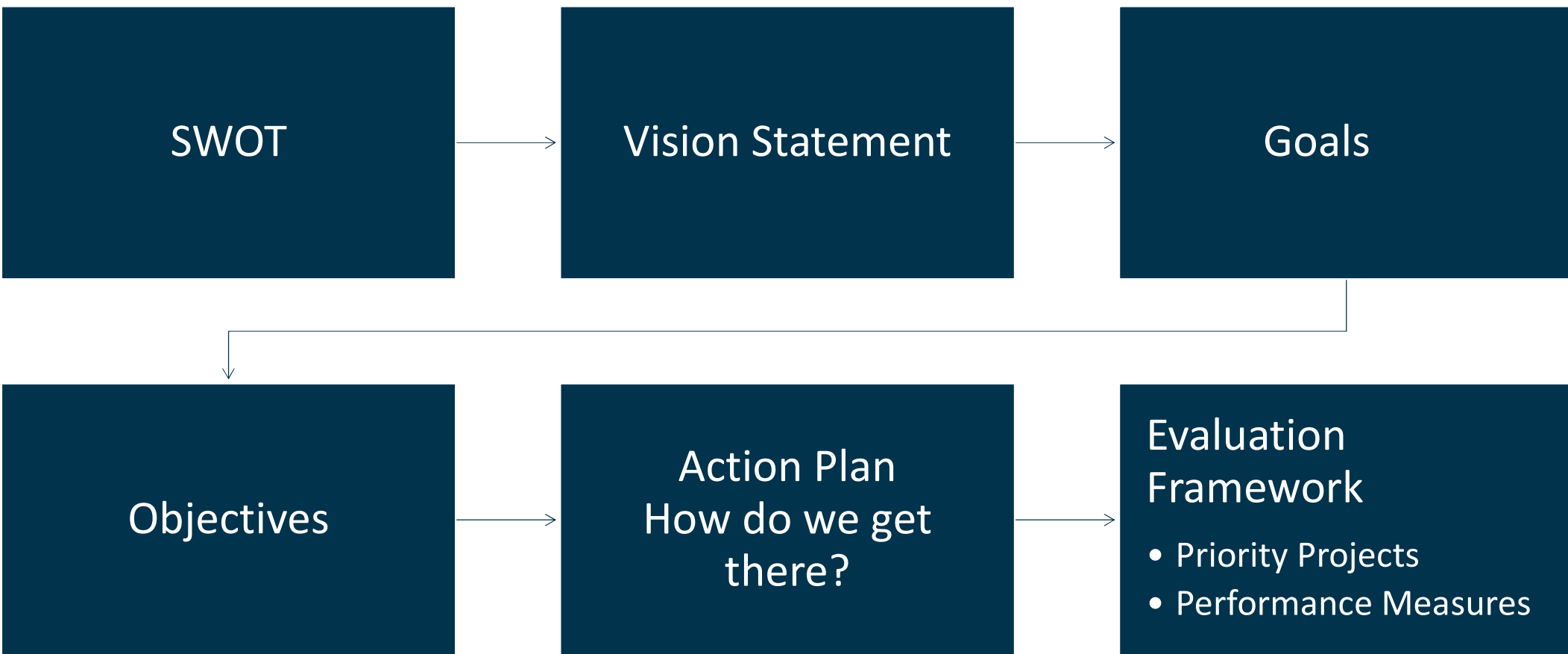
**Bob Swindell**, President & CEO, Greater Fort Lauderdale Alliance

**William D. Talbert III**, CDME, Interim President & CEO, Miami-  
Dade Beacon Council

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

**John Wensveen**, Ph.D., Chief Innovation Officer & Executive  
Director, NSU Broward Center of Innovation

# CEDS Strategic Direction & Action Plan



STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Airports & Seaports	Climate Change/Sea Level Rise	Airports & Seaports	Government and Organizational Capacity
Location	Lack of 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 Qualified 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	K - 12 Education	Eco -Tourism	Low Wages





## CEDS Vision Statement

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



## CEDS VISION & EDA INVESTMENT PRIORITIES

- **Economic Resilience**

- Economic resilience depends on the ability of businesses and communities to adapt to changing conditions in order to withstand and quickly recover from disruptive events.

- **Equity**

- Economic development planning or implementation projects that advance equity across America through investments that directly benefit everyone no matter their race, gender, age, sexual orientation, religion, disabilities, and geographical location.

- **Collaboration –“Silo-Busting”**

- Engage organizations and departments within jurisdictions to break down silos and leverage resources to the greatest extent possible to elevate one another’s work.

- **Environmentally Sustainable**

- Economic development planning or implementation projects that help address the climate crisis including through the development and implementation of green products, green processes (including green infrastructure), green places, and green buildings.

# CEDS GOALS – ACTION PLAN

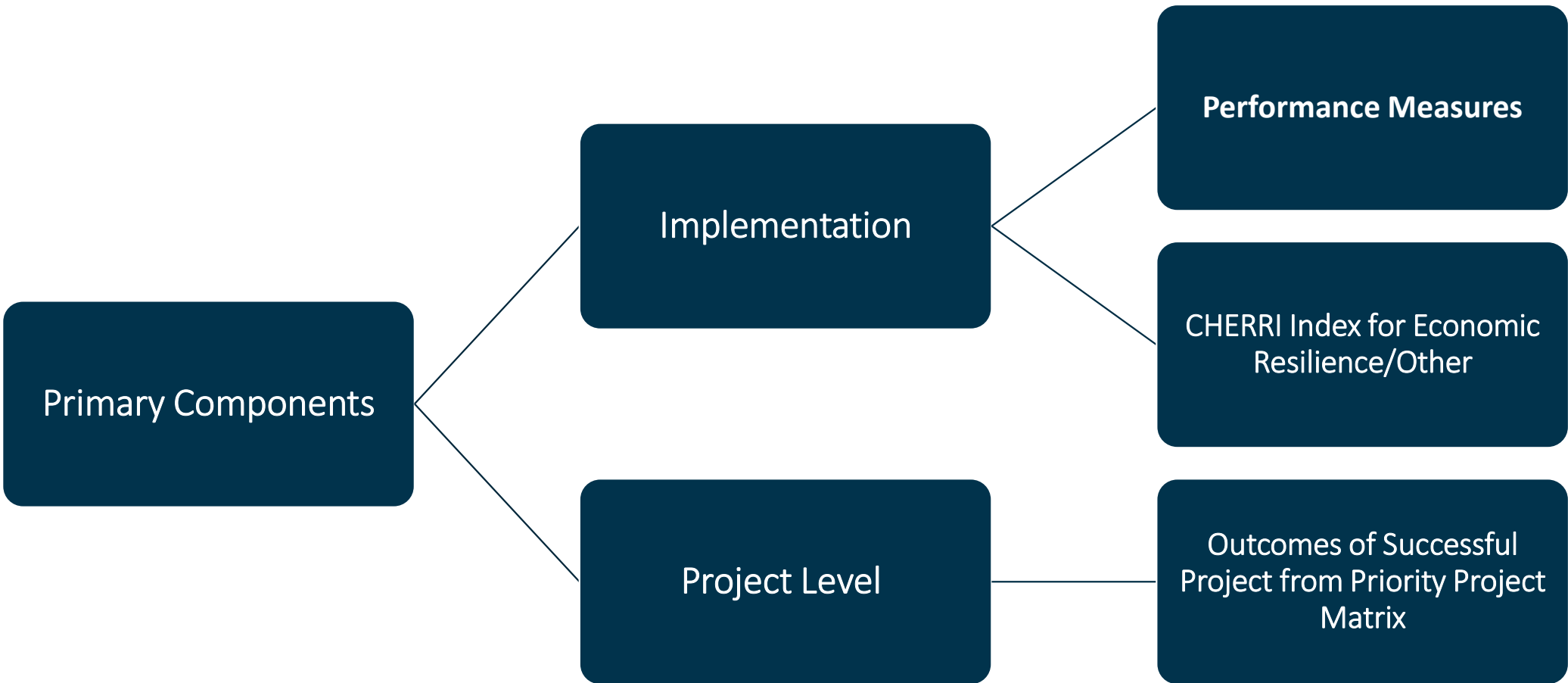
1. CULTIVATE A **COMPETITIVE ECONOMY** AND FOSTER UPWARD ECONOMIC MOBILITY

2. CREATE VIBRANT AND CONNECTED PLACES TO INCREASE THE OVERALL **QUALITY OF LIFE**

3. DESIGN, CONSTRUCT, AND MAINTAIN **RESILIENT INFRASTRUCTURE** TO SUPPORT SUSTAINABLE BUSINESS AND POPULATION GROWTH

4. 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.

# Evaluation Framework



## Next Steps

- ✓ Sixth CEDS Strategy Committee Meeting - September 12, 2022
  - ✓ Present and Approve final CEDS report
  - ✓ Submit final report to EDA by September 30, 2022