TREASURE COAST REGIONAL PLANNING COUNCIL

MEMORANDUM

AGENDA ITEM 4B24

To: Council Members

From: Staff

Date: December 6, 2019

Subject: Annual Update to the Comprehensive Economic Development Strategy Plan

Background

In 1999, the Treasure Coast Regional Planning Council became an Economic Development District (EDD). Under this designation, Council receives annual funding from the U.S. Economic Development Administration (EDA) to undertake various planning activities to promote economic development within the region. As a requirement of being an EDD, a Comprehensive Economic Development Strategy (CEDS) Committee was formed. The CEDS Committee and Council staff provide technical assistance to local governments and support for funding applications that promote implementation of the CEDS Plan.

The CEDS Plan, which is a requirement of being an EDD, provides an overview of relevant data about the Region and a listing of the strengths, weaknesses, opportunities, and threats related to the economy. It provides a Vision, Objectives, and Actions that seek to leverage identified strengths, fix identified weaknesses, seize available opportunities, and mitigate against perceived threats. It serves as a framework for community leaders and governments in the Region to set coordinated economic development goals and common priorities for investment and action for creating a prosperous and resilient economy and enhancing the quality of life for the residents of the entire Region. The current CEDS is for 2018-2023 and is the result of a year-long process that engaged stakeholders first through a summit that focused on trends and issues relevant to the Treasure Coast Region, and continued with a series of meetings with the CEDS Committee to develop a vision, objectives, and actions from the information that was gathered at the summit.

Each year Council staff is required to provide an update to the U.S. EDA on the progress of implementing the CEDS Plan for the region. At its September 16th and November 12th meetings, CEDS Committee members discussed possible modifications to the Action Plan contained in the CEDS Plan. This section contains the Objectives and Actions for the plan that were developed during the 2016-2017 update of the CEDS plan. At the direction of the Committee, staff has developed a strikeout and underline version of the Action Plan based on the Committee’s discussion (attached).
Recommendation

Council should approve the amendments to the Comprehensive Economic Development Strategy Plan for 2018-2023 as developed and proposed by the Comprehensive Economic Development Strategy Committee.

Council Action – December 13, 2019

Commissioner Smith from Martin County moved approval of the staff recommendation. Vice Mayor Weinroth from Palm Beach County seconded the motion, which carried unanimously.

Attachment
Proposed Modifications to the CEDS Action Plan

1. Talent Supply & Education
   Objective: Provide the best Pre-K to 12 and vocational high school programs in the State of Florida.

   **Action 1:** Provide a modern vocationally-centered high school in each county in the Region.

   **Action 2:** Connect schools and industry through school counselor, *teacher*, and student field trips to industry and industry visits to schools.

   **Action 3:** Supplement existing career programs with electives allowing students to survey career choices.

   **Action 4:** Teach comportment, honesty, thoroughness, and ethics in school.

   **Action 5:** Provide widely available pre-school education programs to ensure children begin school ready to learn.

   **Action 6:** Conduct a regional education summit to assess the need for a new four-year accredited university in the northern portion of the Region.

   **Action 7:** Address identified skills gaps for existing and emerging industries through high school, state college, and university programs, such as expanded apprenticeship and pre-apprenticeship programs.

   **Action 8:** Teach a full semester life skills and wealth-building course in high school.

2. Innovation & Economic Development
   Objective: Promote innovation and competitiveness, preparing the region for growth and success in the worldwide economy.

   **Action 1:** Host a significant event tied to one of the Region’s strengths (Summer Olympics, major boat race, air race, amateur rocket competition, etc.)

   **Action 2:** Establish Continue to promote and grow Aerospace, Agriculture, Energy, Hospitality, Logistics, Marine, and Medical as key industries.

   **Action 3:** Attract a major manufacturer (Medical/Bio-Science, Automotive, Aerospace, Marine, Energy, etc.).

   **Action 4:** Support commercialization and entrepreneurship startups in cooperation with colleges and universities in the Region.
3. Infrastructure & Growth Leadership
Objective: Build and maintain a man-made and natural network of infrastructure which supports sustainable growth and economic diversity while maintaining a high quality of life.

Action 1: Extend commuter rail service along the entire east coast of the Region.

Action 2: Provide central water and sewer service to all preferred development sites, infill locations, and CRA’s.

Action 3: Construct an alternative freight rail corridor connecting major ports in South Florida to Central Florida.

Action 4: Complete repairs to the Herbert Hoover Dike around Lake Okeechobee.

Action 5: Meet all Comprehensive Everglades Restoration Plan milestones.

Action 6: Construct and maintain the Region’s fiber optic network to be competitive and attractive to educational institutions and industry worldwide.

4. Business Climate & Competitiveness
Objective: Create a business climate supportive of existing industries and welcoming of new ones.

Action 1: Establish a business navigator/ombudsman/concierge at each local government.

Action 2: Provide forbearance on license fees and local business tax receipts for the first year of each new business.

Action 3: Encourage communication, collaboration, and partnerships between the public and private sectors.

5. Civic & Governance Systems
Objective: Establish a regional network of cooperative, collaborative, and committed local governments with a consensus vision arrived at through broad and effective public engagement.

Action 1: Hold an annual joint County Commission / School Board / Municipality meeting in each county of the Region.

Action 2: Provide citizen academies and leadership programs at the regional, county, and municipal level to educate constituencies about government processes, including economic development.

Action 3: Require robust civics education in school, including local government involvement.

Action 4: Provide leadership development opportunities for youth.
6. Quality of Life & Quality Places
   Objective: Preserve and enhance the quality of life.

   **Action 1:** Convert existing septic systems to central sewer.

   **Action 2:** Meet all Comprehensive Everglades Restoration Plan milestones.

   **Action 3:** Protect and restore the Indian River Lagoon, Lake Worth Lagoon, and the Region’s nearshore Atlantic coastal reef systems.

   **Action 4:** Create an Arts and Culture District in each city.

   **Action 5:** Complete the bike/traill system through Region.

   **Action 6:** Re-evaluate regulatory plans to see if they are delivering desired results.

7. Economic Resiliency
   Objective: Establish a diverse regional economy with financially sound local governments able to withstand, prevent, and quickly recover from major disrutptions to its underlying economic base and effectively deal with natural and manmade disasters.

   **Action 1:** Increase the share of the economy that is not tourism or home construction related.

   **Action 2:** Support industries where the Region’s unique attributes are compelling.

   **Action 3:** Complete work underway on Everglades restoration and repair of the Herbert Hoover Dike.

   **Action 4:** Identify diverse revenue sources for government which are tied to trailing, leading and current economic activity.

   **Action 5:** Ensure local government reserves meet Government Finance Officers Association recommendations.

   **Action 6:** Ensure local government reserves are adequate to operate and begin recovery from a disaster without immediate outside resources.

   **Action 7:** Ensure fair and equitable treatment under Federal Flood Insurance Program.

   **Action 8:** Ensure capital expenditures/investments of government and the private sector consider the effect of sea level rise related to design, location, and resiliency.

   **Action 9:** Create local government and private sector resilience, adaptation, and business continuity plans that will result in faster recovery from interruptions from future events.