

# Palm Beach County Economic Development Office Quarterly Report

Implementing the Palm Beach County 21<sup>st</sup> Century Strategic Economic Development Plan

## Welcome by the EDO Director

In December, Palm Beach County's (PBC) Economic Development Office (EDO) applied for \$4 million to regenerate four commercial blocks of Avenue "A" along the canal in Belle Glade. This brings us to \$16 million in Federal Economic Development Administration (EDA) and Housing and Urban Development funds sought to implement the Economic Plan this quarter. The EDO is distributing this update of activities electronically. It will also be available for download at the EDO website ([www.pbcgov.com/edo/](http://www.pbcgov.com/edo/)). There has been significant progress on the action items this quarter from the Agriculture Enhancement Council, Business Development Board (BDB), Wireless Task Force, World Trade Center Palm Beach (WTC) and the Intracoastal Waterway Team.

Kevin Johns, AICP, Director  
PBC Economic Development Office

## Transmittal Memo from the Overall Economic Development Program (OEDP) Steering Committee

**Date:** January 31, 2008

**From:** Commissioner Addie Greene, Chair OEDP;  
Commissioner Mary McCarty, Vice Chair OEDP

**To:** Board of County Commissioners

On behalf of the OEDP Steering Committee, we are pleased to present the second Quarterly Report on progress implementing the County's Strategic Economic Development Plan, adopted on March 13, 2007.

In light of actions during the 2007 Special Sessions of the Florida Legislature addressing property taxes, the County has entered a time of budget uncertainty that will continue into 2008. We believe that the Strategic Economic Development Plan offers an excellent tool for prioritizing revenue expenditures for it is designed to encourage public private partnerships, leverage outside dollars and expand the county tax base.

The following are some highlighted projects currently being implemented. Further detail on these projects and other action items from the Plan are found within this report.

**\*Agriculture and Equestrian Industry:** The Agriculture Enhancement Council (AEC) has put forward an innovative "Venture Capital Program" for seeding bio agriculture and energy companies in the Glades. The program would "incentivize" high technology agriculture companies to grow or relocate to the western communities. The AEC is also organizing a trade mission to Lexington, Kentucky for our Wellington based horse industry to research revenue concepts in thoroughbred country.

**\*Bioscience:** The PBC Board of County Commissioners unanimously granted conceptual approval to bring Germany's Max Planck Society to Florida Atlantic University's Jupiter campus, next to Scripps Florida. The State of Florida committed \$94 million to the project to create 1,824 jobs and \$2.4 billion in labor compensation over a 20-year period. The project is estimated to generate \$5.3 billion in gross state product. With the Treasure Coast Regional Planning Council (TCRPC), BDB, Workforce Alliance, and the PBC Resource Center, EDO requested \$2 million in EDA federal dollars for the Institute.

**\*Intracoastal Waterfront:** The Waterfront Team is scheduling a major charrette this spring to master plan the 48 mile PBC Intracoastal and connecting canals. The Team is in discussions with the PBC Cultural Council and Flagler Museum to host the charrette event. In addition to the PBC Metropolitan Planning Organization (MPO) \$200,000 contract for the TCRPC to develop the Master Plan, the Florida Inland Navigation District (FIND) has committed to fund coastal cities which implement the plan. At the December meeting, committee members received presentations on four Waterfront Villages proposed from the municipalities of Jupiter, Riviera Beach, West Palm Beach and Boynton Beach.

**\* Wireless Task Force:** The pilot project for establishing broadband access to disadvantaged area kids was successfully implemented with the Pleasant City Elementary School project in West Palm Beach.

**\* Trade Missions:** The WTC hosted four inbound trade missions and the Association of Realtors has organized an April international real estate trade mission to Great Britain to help our local market.



Prepared by the Center for Urban & Environmental Solutions (CUES)

at Florida Atlantic University

### 2007 Autumn EDRI Quarterly Report:

The Economic Development Research Institute released their PBC Autumn Report in the fall of 2007. "Economic activity continues to decelerate in PBC. Moreover, a variety of economic and business indicators reveal that the slowdown has broadened and deepened. Whether PBC experiences an outright economic contraction - defined as at least two consecutive quarters of negative economic growth - or instead, an extended period of economic lethargy, remains to be seen. Regardless, 2008 is shaping up to be the most economically challenging year for PBC since 2001".

<http://www.edri.info/index.php?src=gendocs&ref=Quarterly%20Indicators&category=Network>

### 2008 Urban Land Institute Economic Outlook:

Mark Vitner, Senior Economist, Wachovia, and a frequent guest on CNN, presented his 2008 forecast to a crowd of 500 South Florida developers at the Urban Land Institute 2008 Outlook Conference at the Seminole Hard Rock Hotel on January 25. His generally upbeat forecast concluded "that recent lowering of interest rates by the Federal Reserve following *Black Monday*, and the new U.S. Economic Stimulus Package will protect the integrity of the U.S. financial system....predicts steady, but slow growth....meaning a positive outlook for 2008 for the U.S. and Florida." He forecasted phenomenal export growth and a strengthened U.S. dollar versus foreign currencies. Kenneth Simonson, Chief Economist with the Associated General Contractors of America forecasted a 2% growth with negative housing growth but positive construction in industrial, commercial, and office space development.

### 21<sup>st</sup> Century Palm Beach County Strategic Economic Development Plan:

The Strategic Economic Development Plan (Plan) is designed to enhance the County's tax base by \$1 billion over the next twenty years, implementing the projects with federal, state and private dollars. A description of the projects, participants, partnerships, funding, tracking and implementation of the Plan, can be found by viewing postings and information on the PBC Economic Development Office's first Quarterly Report at the following link: [www.pbcgov.com/edo](http://www.pbcgov.com/edo).

- **Branding:** The Business Development Board (BDB) of PBC has joined with The Beacon Council of Miami-Dade and the Broward Alliance to create a single branding tool. A DVD has been developed which promotes all three counties, with the tagline *South Florida: Your Global Business Connection*. The Palm Beach Film and Television Commission announced a new branding video competition with national visibility. As a promotion associated with the Showcase of Student Films, the contest is developed to increase the positive visibility of PBC on social media sites such as YouTube, MySpace, Facebook and others. Children's videos will be developed to creatively promote PBC in a positive light, stimulating interest in the county as a tourist or business destination.

- **International and Israel:** PBC Commissioner Burt Aaronson and EDO Director Kevin Johns attended a "Familiarization Tour" with the newly appointed Consul General of Israel, Ofer Bavly. The tour focused on increasing trade opportunities between PBC and Israel. Bioscience, aerospace and aviation, homeland security and defense, and water technology were the main topics of mutual economic and business interests.

- **Global Commerce:** The PBC Board of County Commissioners (BCC) approved an agreement with the World Trade Center of Palm Beach (WTCPB) to assist PBC internationally, to help local businesses enter overseas markets, and to motivate foreign-based companies to expand/invest in the County.

The WTCPB will:

- Market PBCC export/import courses
- Provide seminars on international trade to local Chambers
- Facilitate on-line export management certifications
- Create a PBC export resource, trade and a global business leads webpage
- Provide direct assistance to companies that want to either export or import
- Conduct familiarization tours for foreign banks and non-US-based bioscience companies
- Create an International Investment Council to attract foreign investment
- Document international real estate investment
- Conduct a trade mission to solicit business for local businesses
- Assist in broadcasting international activities
- Update exporter-importer databases. (Republished permission by Boca Raton News, the flagship newspaper of the South Florida Media Group)



# Action Items Update

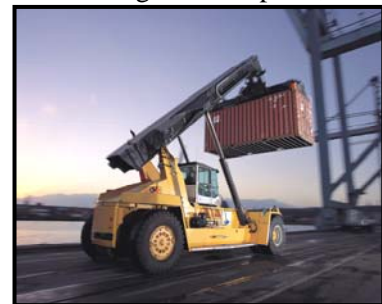
The complete Strategic Economic Development Plan can be accessed at: [www.pbcgov.com/edo/](http://www.pbcgov.com/edo/)

## Strategic Plan Action Items

**1. Significantly Increase and Preserve Land Uses for Distribution and Logistic Companies, Technology Parks, and Business Districts:** The PBC Economic Development Office (EDO) and Treasure Coast Regional Planning Council (TCRPC) are preparing to apply for \$2 million dollars from the Federal Economic Development Administration (EDA) for predevelopment costs associated with the South Florida Intermodal Logistics Facility.

**2. South Florida Intermodal Logistics Facility Feasibility Study:** The Port of Palm Beach (Port) has taken a comprehensive look at its long term growth potential. Currently, it is a landlocked facility without adequate physical expansion opportunities. Terminal size constraints are impacting its ability to attract new port business to PBC. In an attempt to address this situation, the Port developed a concept for an inland port facility in western PBC. This facility would serve the Port as a direct extension of its waterside terminal. At the Port's request, the Florida Department of Transportation (FDOT) agreed to conduct a \$200,000 study of the feasibility of an Intermodal Facility. To attract a larger share of international cargo trade this facility would be located at a centralized location in South Florida, providing a transmodal hub of port-related operations and storage facilities, with truck and rail connections to the region's seaports, and regional markets. FDOT is now completing the Phase II study which focuses on market analysis of an intermodal logistics port. The Phase II study objectives are 1) Market assessment, 2) Facility component, 3) Economic Impact Assessment and 4) Identification of investment strategies. A flash presentation on the Intermodal Logistics Facility can be found at the following link:

[www.portofpalmbeach.com/flash/PPB%20Inland%20Port%20Revision.swf](http://www.portofpalmbeach.com/flash/PPB%20Inland%20Port%20Revision.swf)



**3. Assist the Intergovernmental Plan Amendment Review Committee (IPARC) and Selected Consultants in Conducting an Industrial Lands Preservation Study:** The IPARC Industrial Lands Preservation Study was completed in January 2007 by consultants Ernest Swiger & CHS Planning and the Economic Development Research Institute (EDRI). This study provides an overview of national industrial growth management efforts, an assessment of local high-tech industrial growth potential, and specific planning tools for municipalities to use in order to encourage the preservation of industrial land as a primary employment generator.

The final draft of the White Paper was recently completed. The purpose is to explain why industrial land is necessary to a strong local economy. In addition to providing jobs, industrial uses also generate a higher tax base while needing fewer services than residential uses, i.e. higher revenue and lower cost of services. The document includes a Toolkit of policies and planning tools to preserve and create more industrial land, for local officials.

**4. Develop a Resilient and Sustainable Economy by Implementing the Post Disaster Redevelopment Plan:**

Office Depot, IBM, BDB, EDO, the Town of Palm Beach and other leading partners created a private sector strategy to assist businesses to rebound from disasters and storms effects, and return to profitability. The project lead is Butch Truesdale, PBC Emergency Management. The County adopted the comprehensive Post Disaster Redevelopment Plan during this past quarter. The Plan focuses on recommendations that help businesses after disasters. For example it recommends creating a direct telephone and electronic response for businesses seeking information on power, transportation, and finance. Separating business inquiries from residential responses will speed recovery and improve business decision making. One component is business to business team work on wireless and broadband connectivity. Office Depot locations will provide one such service, wireless communication sites. Restoring computer communication to those who have lost telecommunications is essential to critical decision making and to long-term recovery, reconstruction and economic redevelopment. This strategy also preserves the business tax base of the economy. The public private partnership was formed to pool the resources and capabilities of a network of partner organizations to conceive, develop and implement a range of pre and post event business initiatives. The Partnership has met regularly to create partner networks to implement the initiatives.



PBC's Post Disaster Redevelopment Plan is serving as a model for the development of both State and Federal post disaster plans with an action oriented economic vitality component.

The plan can be accessed from the PBC EDO website at: [http://www.co.palm-beach.fl.us/edo/strategieconomicplan/reports\\_studies.htm](http://www.co.palm-beach.fl.us/edo/strategieconomicplan/reports_studies.htm)

**5. Collaborate on a Wireless Broadband Infrastructure:**

A new name and logo was created by the Wireless Task Force: *Broadband 2*. The Task Force was formed to advance technology and economic development in the County broadband infrastructure. Broadband 2 is headed by Commissioner Mary McCarty and includes a recently expanded team of: PBC Information System Service, the County Administrator, Sheriffs Office, EDO, PBC School District, Florida Atlantic University, Palm Beach Education Commission, Palm Beach Community College and the South Florida Water Management District. This quarter the Task Force deployed a unique pilot project at the Pleasant City Elementary School that provides free computers and wireless connectivity to disadvantaged students. The installation of Wi-Fi in the Pleasant City and Dunbar areas was completed in December, and an expansion is proposed for Riviera Beach in 2008.



**6. Work to Secure Permanent Showground's and Provide Supporting Infrastructure for the Equestrian Industry in Palm Beach County:**

Agreements were reached guaranteeing that the National Horse Show and the Winter Equestrian Festival will remain in Wellington for the immediate future. The Agreement over Stadium Jumping's licenses in Wellington was months in the making and ended a long, tenacious battle which threatened the Village's equestrian industry. As part of the Agreement, all of Stadium Jumping's Wellington licenses for horse show dates issued by the U.S. Equestrian Federation have been transferred into a new subsidiary named Equestrian Show Holdings, LLC.

The shows will remain on the Palm Beach Polo Equestrian Club grounds. Stadium Jumping's Winter Equestrian Festival and National Horse Shows are important competitions, both nationally and internationally. As a follow up to the negotiations, the PBC Agriculture Enhancement Council is convening a trade mission to Lexington Kentucky in the summer of 2008 to bring together interested equestrian parties to investigate options for revenues generation and other issues facing the equestrian community.



**7. Support the On-going Work of the Lake Okeechobee Regional Economic (LORE) Alliance of PBC:** All Glades municipalities, Chambers of Commerce, Palm Beach Community College, Workforce Alliance, sugar companies, and local stakeholder organizations appointed board membership to the regional economic development entity, the LORE Alliance of PBC. This regional economic organization is up and running.

In August 2007, PBC Assistant County Administrator, Shannon LaRocque-Baas, was elected to the LORE board to facilitate development planning. The first project underway is a \$200,000 business grants and loan program to renovate one dozen highly visible retail properties at key intersections in Pahokee, South Bay and Belle Glade. The Facade Improvement Program is



expected to be presented to interested property owners in the near future. LORE is represented on the Intermodal Logistics Facility Task Force and the Belle Glade Boat Locks Committee. A design firm has been selected to develop the new "Lock" that will provide inland marinas and canal served boats an entrance into Lake Okeechobee. The two projects are expected to add significant value to the cities commercial and residential tax base.

**8. Support the Bioscience Strategic Plan:** Scripps Florida is well underway with the construction of their new 364,000 square feet permanent facilities located on the Jupiter Campus of Florida Atlantic University. These facilities, which consist of a Biomedical Research Building, Administration and Advanced Technology Building and Drug Discovery Building, are scheduled for completion in the summer of 2008.

The PBC BCC unanimously granted conceptual approval to bring Germany's Max Planck Society to the FAU Campus in Jupiter. The County is now negotiating an agreement to pay \$86.9 million over 10 years, plus lease 6 acres of land for a 100,000-square-foot facility. The research institution will build a bio-imaging center next to Scripps Florida with state and county job-growth incentive dollars. The proposal received the approval of the Governor, which will provide a matching sum of \$94 million in state dollars to the Max Planck initiative.

Palm Beach Community College held its grand opening of the new \$15 million state-of-the-art BioScience Technology Complex on its Palm Beach Gardens Campus. Their newly created Math & Science Institute is an academically rigorous program designed for students with a keen interest in pursuing degrees in math, engineering, or the biotechnical and environmental sciences. The goal of the Institute is to establish a year-round program for gifted math, science and biotechnology students. Additionally, the County and the Lester Family have begun to draft a development proposal for Phase 2 of Scripps' campus, which will be located across the street on 70 acres within the Briger Tract also in Palm Beach Gardens.



Left: Governor Charlie Crist in front of the Scripps Florida building, Right: Harry Orf, PhD., VP of Scientific Operations welcomes PBC Commissioner Karen Marcus and Governor Crist to Scripps Florida campus (November 27, 2007)

**9. Support the PBC Overall Economic Development Program (OEDP) Steering Committee’s Alternative Energy Task Force:** The Task Force, headed by Paul Skyers, Director of the PBC Resource Center and Selva Sevendran, Environmental Director PBC Health Department, brought together experts from across South Florida. The Task Force is in the process of completing its’ first year study. The recommendations for year one will form the basis for expansion in 2008 – 2010 of a committee to address the need for a comprehensive system of alternative energy, development of ethanol facilities, building technology and architectural strategies, an energy industry cluster and encouraging green and smart development that reduces costs and dependency on oil and gas resources.

Some initial recommendations include:

**(1) Provide visibility/encourage a business environment that supports the growth of the emerging alternative energy uses within the region: *energy generation and energy storage/infrastructure.*** **(2) Support the growth of new alternative energy products & services within the region: *energy efficiency.*** **(3) Create a PBC Alternative Energy Development Council whose mission it will be to:** Increase public awareness of Alternative Energy products & services (web site, Public Service Announcements, EXPOs, etc.). Increase public awareness of Green Building processes, products & services. Provide Business Development services to emerging green & alternative energy companies. Enhance the County’s resilience in dealing with catastrophic occurrences (hurricanes, etc) and their impact on access to energy. Create a specific baseline for county-wide energy conservation (include energy profiles, scorecards, performance indicators, etc.). Identify energy savings opportunities & establish focus areas. Co-host a Mega Green Expo each year in the fall. Build the “Best of Everything” brand in alternative energy & conservation. Provide technical assistance services to emerging green & alternative energy companies (market penetration/creation, elimination of market barriers, and access to capital). Support the US Green Building Council & Public Services Commission’s efforts in rulemaking and building code modifications. Support a certification processes for energy contractors and home performance contractors, Position PBC as one of the leading exporters of green technologies. **(4) Support the growth in alternative energy curricula at the local colleges (FAU, PBA, and PBCC).** **(5) Launch a public initiative to retrofit all public buildings into demonstration sites for “green” technology.**



Energy for Life Pavilion at the WPB Home and Garden Fall Show highlighted green products and held mini-seminars

10. **Conduct and Evaluate the Study on the Urban Redevelopment Area (URA):** This URA area is the older north south highway corridor that bisects central PBC, and is populated with strip shopping centers. The new zoning has been drafted and is under review for approval. In May 2006, the PBC BCC contracted with TCRPC to develop an URA study and corridor master plan. The intent was to forge a vision for urban redevelopment in central PBC, to identify obstacles and opportunities concerning redevelopment, and to provide recommendations and priorities to "promote infill and redevelopment" in the area.

A key recommendation from the TCRPC report is the "performance-based" Transportation Concurrence Exception Area (TCEA) that rewards projects that are consistent with the study. The URA Master Plan was approved 11/26/07 and there will be a BCC adoption hearing for the Master Plan and BCC initiation of Comprehensive Plan Amendment. Phase 4 is also underway with planning staff drafting and implementation of Form-Based Code for URA priority corridors and will continue through much of 2008. TCRPC continues to provide peer review and assistance.



Photo above right: PBC Planning staff are in the process of putting the Military Trail corridor on paper at a scale of approx. 1" = 40' denoting all rights of way, existing buildings, water/drainage, easements, existing approvals and will later be adding in the TCRPC Plan/concepts.

11. **Create a Public Private Partnership with the League of Cities, Florida Inland Navigation District (FIND), PBC EDO, PBC Metropolitan Planning Organization (MPO) and the Environmental Resource Center to Develop an Intracoastal Waterfront Transportation and Economic Master Plan:** This exciting waterfront master planning initiative is modeled on case studies from the Thames Gateway of London, the North Sea Canal System, and the Puget Sound Seattle Intracoastal Land Development Plan. PBC has an opportunity to capitalize on its meandering Intracoastal Waterway by creating a global economic strategy that builds on its unique environmental assets.



Kim Delaney Ph.D., of the TCRPC presented an overview of the elements necessary for the waterfront economic master plan at a recent Overall Economic Development Program meeting. This project is a partnership with the League of Cities, the PBC MPO who is funding the Development Plan (\$200,000) and FIND, who will assist the cities in funding the implementation. Active participants include the MPO, Marine Association, Business

Development Board, Convention and Tourism Board, ERM, EDO and the Coastal Cities of Jupiter, West Palm Beach, Riviera Beach, and Boynton Beach. All of the cities are engaged in development of major marine villages. The connectivity of these marine villages with water and land based transportation is a key element of the overall development scheme.

The plan will map types of systems already existing on the Intracoastal and that can be developed along the PBC waterfront. Public access is a major issue for the plan. Only ten percent of PBC residents own a boat. Greenways/bike paths/recreational areas will have consistent signage for public access. The MPO has a broad focus to include transportation on

and along the Intracoastal. The goal is to synchronize all waterfront development planning into a thoughtful and marketable entity equivalent to the Left Bank of Paris, Thames, Singapore Gardens and other global peers. The master planning process will be open to the public. A complete detail of various visual systems, drawings & plans, will be prepared, and a policy framework will be established to implement the strategy. This 21<sup>st</sup> Century project will generate increased revenues and tourism for the municipalities and PBC, taking care to maximize environmental sustainability. There will be easy design features to maintain public access to waterways and a strategy to tie funding to those improvements. TCRPC will also be conducting a public charrette in April 2008.

12. **Implement a County-wide Canals Eco-tourism Regional Program:** The TCRPC and the PBC EDO are applying for \$2 million dollars from the Federal Economic Development Administration to begin work on pilot projects for inland marinas. The project will encompass review of the canals' potential for limited marina and mixed use commercial development. Case studies being evaluated include the historic New York Canal Development Authority restoration of major canal systems, and the North Sea Canal System, both successful models for the canals that run through the Glades communities connecting regionally to adjacent counties and coastal cities. EDA funds will be used for pro forma development design and engineering on identified nodes of development, bridges and utility structures. The project will begin to create inland marinas, regenerate rural downtowns, create eco-tourism trail systems and connect to the Lake Okeechobee Scenic Trail on the Herbert Hoover Dike. Recently, the TCRPC completed its draft of the Comprehensive Economic Development Strategy Plan and the pre-application for Federal funds is complete. In December, 2007 EDO applied for \$4 million in federal funds to revitalize four commercial blocks of downtown Belle Glade adjacent to the Canal. The project is called Avenue "A."



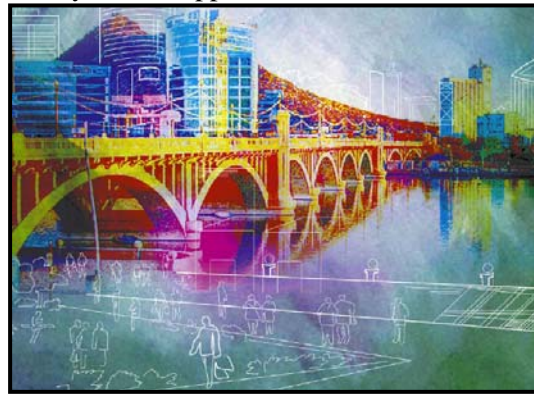
13. **Develop a Business Plan for the Life Science Cluster Based Upon Scripps as an Anchor – Utilize this as a Model for Other Industry Groups.** The Life Science Strategic Steering Group was formed in October 2006 as a result of the growing interest in the life science industry in Palm Beach County. The Business Development Board recognized the need to consult leaders in industry, academia, research and government to assess the quality of the life science community in this county, and recommend ways to achieve a viable, competitive, sustainable, and desirable life science cluster in Palm Beach County.

The three top priorities for this group were as follows: 1. Map the existing industry resources in the county by analyzing and assessing the current community of life science organizations in Palm Beach County. 2. Identify the types of organizations that should be recruited to Palm Beach County, and establish criteria for measuring the economic impact of prospect organizations. 3. Recommend strategies for funding incentives for potential recruits.

The BDB released the Life Science Strategic Steering Group Report, which can be accessed from the EDO website: [www.pbcgov.com/edo/strategieconomicplan/](http://www.pbcgov.com/edo/strategieconomicplan/)

14. **Promote and Facilitate the Life Science Wet Lab Incubator.** Alexandria Real Estate Equities is scheduled to open a 40,000 square foot wet lab incubator in Jupiter. This large, state of the art facility will house life science commercial vendors and spin offs anticipated from the rapidly expanding Scripps program. In addition, Enterprise Development Corporation of South Florida, a high tech business incubator associated with Florida Atlantic University and the State of Florida, recently opened 4,500 square feet of wet lab space in Lake Park as a new component the life science cluster.

15. **Integrate Public Art Funding and Project Development into County Capital Improvement Projects.** PBC Cultural Council recently participated in the Americans for Arts Economic Impact Study of the non-profit arts and culture industry. It revealed that the nonprofit arts and culture are a \$209 million industry in PBC. The Cultural Council is moving forward with the Agriculture Enhancement Council on plans to review existing “Shade and Landscape Ordinances” in PBC. The purpose is to help the \$400 million Landscape Industry address drought, tourism, and storm issues. Historically, PBC supports culture and arts as an important component of its eco tourism economy. PBC’s Public Art program received \$1.5 million in “start-up” funding from voter-approved Cultural and Recreation Facilities Bonds in 1999 and 2002. The Public Art program continues to create public art that complements public buildings, parks, and plazas; creates a sense of place; enhances community identity; improves the design quality of public infrastructure; and contributes to the missions of the County departments where projects are sited.



16. **Establish Policies that Support Regional Cooperation: Current Action Item Projects with a Regional Scope are as Follows:** There has been regional cooperation on ten fronts in the past quarter. For the EDO, this has included the submittal of the TCRPC Comprehensive Economic Development Plan and 12 projects for Federal funding. In other projects, polices are emerging on the Everglades Agricultural Area master plan development, Lake Okeechobee Scenic Trail Tourism Enhancement Master Plan 2005 implementation, Junior Achievement, South Florida Regional Transportation Authority (SFRTA) and the Palm Beach, Broward and Miami-Dade Counties MPO's collaboration, South Florida Water Management District Canal Revitalization Program implementation, State Road 710 collaboration with Martin County, the League of Cities, Florida Inland Navigation District, PBC EDO, PBC MPO and the Environmental Resource Center Intracoastal Waterfront Transportation and Economic Master Plan, and lastly the South Florida East Coast Corridor Transit Analysis Study.

17. **Implement the Outcomes of the Ongoing Western Communities Visioning Sessions:** EDO is currently implementing three recommendations of the award winning Glades Business Plan (International Economic Development Council Award 2002); the creation of a regional economic development entity (LORE), construction of the LOST trail eco tourism gateways and trailheads into the municipal downtowns from the Lake Okeechobee frontage (\$1.9 Million), and development of a Public Market to increase the revenues of small farming growers in the Glades (\$85,000). LORE itself is currently reviewing about 56 studies, plans, charrettes, visions, etc., generated over the past several years, for relevance to current conditions and possibilities for future action. A project in the formative stage, supported by

the PBC Convention and Visitors Bureau and the Sports Commission, is a four-year series of adventure races which will be held quarterly and include all of the communities bordering the lake in PBC. It is anticipated that these events will attract interest in the area, promote the resources of the lake, and improve the image of the Glades. LORE participated in the planning of the Lake Okeechobee Decision Makers Forum which was held on January 17th 2008, at the Dolly Hand Cultural Arts Center in Belle Glade.

**18. Encourage Cooperation and Collaboration of Scripps and other Biotech Companies with PBC's Community Organizations to Ensure a Public Education Component:** Florida Atlantic University (FAU) has recently developed a tentative arrangement with the Max Planck Research Institute to give FAU priority when it comes to academic and scientific partnerships. This tentative academic and research agreement includes provisions for joint faculty and student recruitment, joint seminars, training of FAU students by Planck scientists and a formal framework for collaborative research.



Currently, Scripps Florida has established the following programs: Introduction to Science, Science Saturday, Scripps Florida Biotechnology Tour, What is DNA? Lecture, and the Careers in Biotechnology Lecture. Scripps is also committed to participating as a proactive contributor working for the betterment of its local communities. Scripps Florida started its Education and Outreach Program to promote bioscience education and awareness throughout the State of Florida by advocating career opportunities in the biosciences for middle and high school students and undergraduates, assisting middle and high school teachers with bioscience education initiatives and, for the public in general, fostering an understanding of the basic ties that exist between biomedical research and human health. More information can be found at the following link: [www.scripps.edu/florida/communityoutreach/](http://www.scripps.edu/florida/communityoutreach/)

**19. Emphasize Teaching PBC School Children the World's Largest Languages:** The International Spanish Academy (ISA) at John I Leonard High School joins the existing very successful dual language programs within the school district in providing PBC students with opportunities to both develop proficiency in more than one language and develop the understanding of another culture. Schools within the ISA have a formal relationship with the Ministry of Education and Culture in Madrid, Spain. ISA students are taught by international teachers with an emphasis on community learning groups and conversation. Students who graduate from the ISA and meet the requirements of this rigorous curriculum have the opportunity to receive a diploma certificate from Spain as well as Florida. In addition to the ISA at John I Leonard, there are similar programs at Okeehelie Middle and New Horizons Elementary schools. A pilot project in Chinese languages is now underway as well.



**20. Purchase Land for Workforce Housing:** Housing initiatives continue to be pursued. PBC purchased seven acres of land west of Lake Worth where 35 homes can be built. The land will be offered to developers free, as long as they sell all the homes in the \$164,000 to \$304,000 range. A lottery will soon be held enabling five families to purchase homes from the County at below market prices. Cities within the County have followed suit. The City of Delray Beach has a workforce housing program similar to the County's, and Boca Raton and

Jupiter have been helping developers locate workforce housing units close to existing employment centers, enabling many workers to walk to work. In Pahokee, the city is arranging grants and low-interest loans to help a developer build 149 new homes near downtown. Priced as low as \$140,000, the project will replace homes lost to hurricanes and help revitalize the community.

The County donated 6 ½ acres of land to PBC Habitat for Humanity to build Habitat Village at Kennedy Estates in Jupiter. Groundbreaking occurred in January 2008 and once construction wraps up, there will be 27 single-family homes available for those in low- and very low-income brackets who have struggled to set aside money for a down payment. PBC also provided over \$3 million to help subsidize the Auburn Development Group's Villages of Delray, a mixed-use, mixed-income development that will include 400 workforce housing residences geared toward "essential workers" such as teachers, firefighters and city employees.

21. **Explore Options of Linkage and Luxury Home Fees:** The County is currently exploring the possibility of a luxury home fee or a commercial business fee to help pay for workforce housing. Commissioners approved spending \$160,000 to hire an impact fee consultant and a Colorado-based firm to study whether these fees would work. The consultant is recommending an increase in impact fees to the BCC.

22. **Assist the MPO and Cities with the Economic Development Component of Office Space, Jobs Created and Revenues Generated at Transit-Oriented-Developments (TOD) and Create Guidelines for TODs along the Florida East Coast Railway:** The PBC MPO has been assisting the downtown West Palm Beach multi-partner TOD by funding studies and guidelines. The MPO has contracted with TCRPC to study land use along the FEC corridor and is also looking at guidelines for TODs in Jupiter and Palm Beach Gardens.



23. **Conduct Central Palm Beach County Transportation Corridor Study:** The study has been completed and recommendations were recently made for PBC east-west rapid-transit bus service on Okeechobee and Southern Boulevards with possible expansion to Forest Hill Boulevard. Financial projections take the project more than three to five years out.

24. **Support the Collaboration between the South Florida Regional Transportation Authority (SFRTA) and the Three MPO's (Palm Beach, Broward and Miami-Dade Counties) and their Identified Long-Range Regional Transportation Plans:** SFRTA is near completion of their regional plan. The three MPOs are developing long-range regional transportation plans into the year 2035. The regional plans must be completed by December 2009 and are in various stages of completion. Miami-Dade MPO has hired a consultant, Broward MPO is finalizing their scope and PBC MPO has begun writing their scope of services.

25. **Assist with Eco Tourism Strategies of the Coastal Cities:** The Intracoastal cities are currently participating in the development of the new Intracoastal Master Plan which anticipates four new hotels constructed among the proposed marine villages of Jupiter, Riviera Beach, West Palm and Boynton Beach. Boynton Beach's CRA received \$2 million dollars from PBC to preserve their working waterfront. They have spent \$4.7 million to purchase 80% of a marina. An eight-member interagency steering committee overseeing this project

met for the first time in August 2007. The committee held a public session in the fall with stakeholders to look at comparable waterway development plans and to discuss possible problems, such as pollution, wildlife habitat and public access. The planning council also plans to hold a weeklong policy and design charrette with the hope of developing the master plan by late spring. In addition, the TCRPC has completed its draft of the Comprehensive Economic Development Strategy Plan which is linked to federal economic development dollars. Identified in the plan is a \$2.5 million EDA pilot project for a sea going public ferry system that will boost eco tourism in PBC coastal cities.



**26. Develop a Continuing Education, International Trade Import and Export College Level Curriculum For PBC's 28,000 Businesses:** The World Trade Center Palm Beach (WTCPB) has a curriculum in progress. Local educational international initiatives underway include a Palm Beach Community College (PBCC) continuing education, trade import and export curriculum, and Lincoln Tech and Northwood University workshops to facilitate overseas business. The WTCPB is also providing training outreach directly to local Chambers of Commerce. An International Investment Council is being formed in future consideration of attracting international banking and investment from overseas countries.

During FY 2007, the WTCPB solicited 44,000 regional business leaders regarding educational opportunities in exporting/importing and wrote and staffed three courses at PBCC for classes scheduled in Boca Raton and Lake Worth. WTCPB touched more than 100 businesses who attended the bimonthly seminars and the September program inside the event conducted by the county office of small business.

**27. Continue the World Trade Center Palm Beach (WTCPB) Coordinating Program:** As of June 2007 the WTCPB identified that the County has grown its exporters/importers doing greater than \$1M/year from 329 companies to 456 companies and 72 companies doing less than \$1M/year. Additionally, the WTCPB is working with the BDB to develop a banking/finance investment group for both foreign and domestic businesses.



Import/Export seminars have been established to increase business opportunities. Seven successful familiarization tours with 1-2 day events have taken place for seven countries. These private sector initiatives bring foreign capital into the U.S.A. Governor Crist led his first trained delegation to Brazil in November 2007.

A WTCPB committee identified five key areas to initiate data collection with regard to the creation of a future database to provide information about foreign-owned real estate in the County. It is the committee's recommendation that they meet with the OEDP to discuss the feasibility of adding data fields to the Business Tax Forms.

28. **Develop a Unified Global Marketing/Branding Strategy For PBC:** The PBC Convention and Visitors Bureau (CVB) is planning a \$175,000 effort to see whether the PBC brand, “The Best of Everything”, still resonates with visitors. The CVB plans to issue a request for proposals to find a firm willing to conduct surveys and focus groups in four areas: New York/New Jersey, Atlanta, Chicago and Tampa/St. Petersburg. The current brand will be tested, as will potential new brands developed by the firm. The bureau also will solicit opinions online. The PBC Film and Television Commissioner, Chuck Eldred, who organized earlier “branding” discussions with the League of Cities (Jamie Titcomb, Executive Director), Business Development Board (Kelly Smallridge, President) and the EDO, has coordinated meetings with the CVB new Executive Director Jorge Pesquera, to integrate multi-media marketing and branding throughout the economic clusters.

29. **Conduct a Major Agriculture/Retail Public Market Cost Benefit and Site Location Feasibility Study:** In cooperation with the Agriculture Enhancement Council, Chairman Don Rice and the Cooperative Extension Service, Art Kirstein, the EDO has contracted with a consultant to conduct a feasibility study and business plan. Further exploration of three potential 10-acre site locations is underway. Riviera Beach and West Palm Beach downtown locations are the leading candidates. The project will also assist small/ethnic growers and entrepreneurs with business related to value added food products.

30. **Secure PBC MPO Funds to Complete Design and Construction of Multi Modal Trails and Streetscaping for Lake Okeechobee Scenic Trail (LOST) Systems and Gateway Projects into the Glades Downtowns:** The PBC EDO obtained \$924,000 in MPO funds to complete design and construction of multi-modal trails and streetscaping to connect the dike-based LOST to downtown retail and eco-tourism locations. The funds were obtained on behalf of the three lake cities. One of the projects will be implemented through FDOT to assist in resurfacing improvements and to purchase decorative low-level pedestrian lighting along Highway 27 from SR 80 to the Railroad Cottage and Market Depot.



31. **Convene a Stakeholder's Public/Private Partnership to Address the Declining Natural Environment and Dwindling Public Access to Water because of Development Patterns and Practices:** The Intracoastal Waterway Master Plan is underway. Tentative plans are for a public charrette to occur in April 2008 and be located on the Intracoastal, with water taxis available for transport. Jamie Titcomb and the League of Cities are organizing a pre-event water tour of the planning components. The MPO has approved expenditure of \$200,000 in federal funds allocated to the MPO to develop an Intracoastal Waterfront Transportation and Economic Master Plan. The TCRPC, under an agreement with the MPO has assembled a team of land use, economic and demographic specialists to assist. A committee of stakeholders along the Intracoastal Waterway has been assembled and includes municipalities, PBC, the FIND, local inlet districts, the Port and similar interests. The TCRPC and the PBC EDO are applying for \$2.5 million dollars from the Federal EDA for a pilot project for a sea-going public ferry system operating out of the Port of Palm Beach to Florida coastal cities such as Jacksonville, and Miami as well as southeastern U.S. cities and the Caribbean.

**The complete Palm Beach County Strategic Economic Development Plan can be viewed and downloaded at the PBC EDO website: [www.pbcgov.com/edo/](http://www.pbcgov.com/edo/)**

