

PALM BEACH COUNTY  
BOARD OF COUNTY COMMISSIONERS

Agenda Item #:

3A-7

AGENDA ITEM SUMMARY

Meeting Date: 10/03/2006

Consent  
 Workshop

Regular  
 Public Hearing

Submitted By: Economic Development Office

**I. EXECUTIVE BRIEF**

**Staff recommends motion to:** Receive and File the First Quarterly Report on the Economic Development Office Strategic Economic Plan updates.

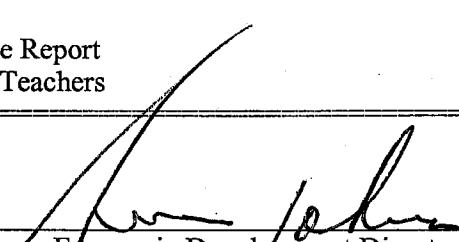
**Summary:** At the May 23, 2006 BCC Workshop, staff was directed to present quarterly reports regarding the Strategic Economic Plan. *Countywide (DW)*

**Background and Policy Issues:** On November 10-11, 2005 the Board of County Commissioners convened the *21<sup>st</sup> Century: 2005 Palm Beach County Economic Summit*. The purpose of the Summit was to update the 1994 Strategic Economic Plan to reflect 2005 growth and development conditions, and to formulate strategies to address the changing conditions. The Economic Summit culminated a one year visioning process in which staff, consultants, the OEDP, business leaders and volunteers evaluated existing economic conditions in the County. Simultaneously to the evaluation of existing conditions, extensive research was conducted on national and international "best practices" and case studies of economic development in water front communities near major metropolitan areas. Complementary cluster industry comparisons were also conducted. SWOT (strengths, weaknesses, opportunities, threats) analyses were then utilized to evaluate all information and to prioritize recommendations to the Board of County Commission. On May 23, 2006, a vision, work plan and action items for the Strategic Economic Plan were developed and approved by the Board of County Commissioners.

**Attachments:**

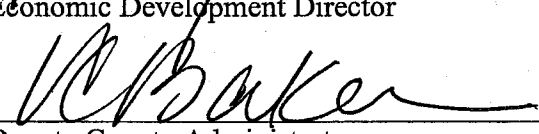
1. First Quarterly Report
2. Work Plan
3. Broadband WIFI: Task Force Report
4. Letters to Math and Science Teachers

Recommended By:

  
Economic Development Director

9/24/06  
Date

Approved By:

  
Deputy County Administrator

Date

**I. FISCAL IMPACT ANALYSIS**

**A. Five Year Summary of Fiscal Impact:**

<b>Fiscal Years</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
Capital Expenditures	_____	_____	_____	_____	_____
Operating Costs	_____	_____	_____	_____	_____
Operating Revenues	_____	_____	_____	_____	_____
Program Income (PBC)	_____	_____	_____	_____	_____
In-Kind Match (PBC)	_____	_____	_____	_____	_____
<b>NET FISCAL IMPACT</b>	_____	_____	_____	_____	_____
# ADDITIONAL FTE POSITIONS (Cumulative)	_____	_____	_____	_____	_____

Is Item Included In Current Budget? Yes \_\_\_\_\_ No \_\_\_\_\_  
 Budget Account No: Fund \_\_\_\_\_ Department \_\_\_\_\_ Unit \_\_\_\_\_ Object \_\_\_\_\_  
 Program Code \_\_\_\_\_

**B. Recommended Sources of Funds/Summary of Fiscal Impact:** *N/A*

**C. Departmental Fiscal Review:** *[Signature]* *9/13/06*

**III. REVIEW COMMENTS**

**A. OFMB Fiscal and/or Contract Administration Comments:**

*[Signature]* *9-27-06*  
 OFMB  
*[Signature]* *9/27/06*  
*[Signature]* *9-28-06*  
*[Signature]* *9/27/06*  
 Contract Administration  
*[Signature]* *9/28/06*

**B. Legal Sufficiency:**

*[Signature]* *9-28-06*  
 Assistant County Attorney

**C. Other Department Review:**

*[Signature]*  
 Department Director

This summary is not to be used as a basis for payment.

**FIRST QUARTERLY REPORT  
21<sup>ST</sup> CENTURY STRATEGIC ECONOMIC PLAN**

Date: September 19, 2006

Presented to: Palm Beach County Board of County Commissioners

Prepared by: Kevin Johns, AICP, Economic Development Director  
Economic Development Office

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Through the Overall Economic Development Program (OEDP) Committee, Chairpersons of the Steering Committee Mission Areas, stakeholders, business volunteers and County staff, the following progress is reported on the Work Plan for the Strategic Economic Plan update.

**Short Term Action Items**

The following action items recommended by the BCC at the May 23<sup>rd</sup> Workshop are shown and progress on these action items is described as follows:

- 1. PBC Energy Commission:** A model Commission was developed and vetted by the BDB, Florida Power and Light, and FAU. The proposed Energy Commission follows approval of the newly formed State of Florida Energy Commission. Palm Beach County proposes to be the lead county in Florida to implement the state initiative. The Energy Commission members will be appointed by the Board of County Commission under the proposal.
- 2. PBC Broadband WIFI:** The task force (Steve Bordelon ISS, Michael Corbett iCoast, Jody Gleason, Executive Director of the Education Commission and, volunteer Dale Gregory) has evaluated the amount of existing county fiber optic infrastructure, examined public needs in the areas of safety and education, and begun to look at government cost savings with a unified system of broadband. The task force has examined research from five case studies, including Boston and Silicon Valley for potential applicability to Palm Beach County. The task force is comparing costs of expanding the broadband availability countywide, or alternatively to cities, or to low income residents (the Digital Divide), as well as options for private sector investments. The range of costs is \$250,000 to \$500,000.
- 3. Math & Science Teacher Education:** A request for corporate financial participation in development of a Math & Science Endowment fund raising initiative was prepared and mailed to 5 major Palm Beach County companies under the BCC Chairman's signature.
- 4. Housing Condo Conversions:** The County has officially initiated the Community Land Trust and continues to engage home builders to reduce the conversion of apartments to condos. Market forces have slowed the conversion progress. The Palm Beach County Planning Department is gathering new data on condo conversions which will be presented to the BCC at the next quarterly report.

**Kick off Projects**

- 1. Inland Port, Industry, Glades Area:**
  - a) Inland Port: EDO discussions with the Port of Palm Beach indicate the requested FDOT "Inland Port" Feasibility Study has been approved. The feasibility study will evaluate regional economics of the Inland Port concept, and its potential role as a South Florida cargo hub with the Port of Miami, Port Everglades and Port of Palm Beach. The scope of work will include an investigation of cargo transportation needs on a South Florida multi modal basis (surface, air and water logistics). The feasibility study will take six-months and is due December 2006. A follow up meeting with the Port of Palm Beach was held with the OEDP on September 7, 2006 at 3:30pm on the 12<sup>th</sup> Floor Thomas McEaddy Conference Room.
  - b) Industrial Preservation: iParc/EDRI concluded the RFP process in coordination with the BDB and Palm Beach County by interviewing three consultants (August 28, 2006). The Philadelphia based Ernest Swiger Consulting is being recommended. The scope includes two deliverables: 1) Document land use trends, survey stakeholder feedback (on challenges of preserving industrial land), conduct a fiscal impact analysis of industrial vs. other land uses (using ratio of taxes to service costs), and identify key factors to be considered when situating employment centers; and 2), a Land Management Toolkit which would identify successful policies, model ordinances, and include training via two workshops for local governments and stakeholders. EDRI and iParc are in attendance to present their findings.

c) Glades area economic activity:

Canal Revitalization: Participating government agencies, including EDO, SFWMD, ERM, PBC Parks Department, MPO, and FDOT are coordinating Glades activities on urban segments of the major arterials and canals of the Glades to facilitate economic development and eco tourism into the downtown commercial areas. Funding from the Florida Department of Environment Protection (\$1 million) is in place to complete the LOST trail infrastructure and to construct downtown trail gateways at three locations;

Glades Business Alliance: The Glades municipalities, Chambers of Commerce, Palm Beach Community College, Workforce Alliance, Sugar Companies and local stakeholder organizations have appointed board membership to the new regional economic development entity. The non profit architecture firm is being formed with university architecture affiliations for the purpose of designing pro forma development packages to fast track economic and community regeneration projects.

**2. International Business**

EDO and the World Trade Center Palm Beach are working with Palm Beach Community College to develop a continuing education, trade import and export curriculum for Palm Beach County’s 28,000 businesses, and Palm Beach County students. Distance Learning and on site curriculum is being planned. The initial curriculum will consist of three offerings ranging from preparing to import, legal preparation, export business issues, and finance (attracting finance, and security of financing).

**3. Branding**

The Film & Television Commission, TDC, BDB, League of Cities and the Economic Development Office are in discussion for a *cluster businesses oriented modification* of the Best of Everything tourism marketing strategy. The purpose is to target knowledge based businesses.

**4. Public Private Partnership with League of Cities**

EDO is seeking a partnership with the League of Cities regarding the recently formed coastal cities component of the League of Cities. In cooperation with the Florida Inland Navigation District, EDO is investigating a potential collaboration on Intracoastal Waterway Economic Development Master Planning. A focus group meeting is scheduled to be held September 26, 2006 with David Roach (FIND), Randy Whitfield (MPO), Jim Murley (FAU), Paul Davis (PBC), and EDO.

**SUMMARY**

Consistent progress is being made on all facets of public and private recommendations identified at the 2005 Economic Summit. The Work Plan is on schedule and, short term action items requested by the BCC May 23<sup>rd</sup> 2006 for inclusion in the Strategic Economic Plan update are underway and progress is being made.

**Status of Accomplishment**

FAU and EDO Milestones	Scheduled Deadline	Status of Accomplishment
BCC Workshop	May 2006	Accomplished
Complete Review of Best Practices & Economic Plans	July 2006	Accomplished
Preliminary Plan Distributed to BCC	October 2006	
Public Presentation on Channel 20	November 2006	
Present Final Draft of Economic Plan to BCC	January 2007	
OEDP Meetings	June 1, 2006	Accomplished
	Sept. 7, 2006	Accomplished
	Oct. 5, 2006	
	Dec. 7, 2006	
Steering Committee Meetings	June 29, 2006	Accomplished

**PALM BEACH COUNTY  
STRATEGIC ECONOMIC WORK PLAN  
Approved by County Commissioners on May 23, 2006**

**EDO and FAU milestones**

May 2006	June 2006	July 2006	August 2006	September 2006	October 2006	November 2006	December 2006	January 2007
BCC Workshop		Complete Review Best Practices & Economic Plans			Preliminary Plan Distributed to BCC	Public Presentation on Channel 20		Present Final Draft Economic Plan to BCC
On-going OEDP public meetings								
On-going Steering Committee Meetings								

**Potential Projects**

**Agribusiness, Equestrian and Food**

- Equestrian Commission, Equestrian Strategic Plan, Bio Angel investment fund, Private horse industry facility like Lexington

**Smart Growth and Transportation**

- Central County Multi Modal Hub, Cargo Airport with Port and Rail Link to Glades, Mixed use dev. around Lake Okeechobee, Network of Transit Oriented Villages along railroad tracks, Industrial Flex Space System

**Total Education**

- "Business program" on Culture of Business for school systems, Marketing of student academies to more clusters, Establish formal University Research Alliance

**Quality of Place**

- Review county and city landscape architecture zoning requirements to bolster beauty and storm resilience, Prepare Streetscape test case, Plant 10,000 Champion Trees on Public Land, Create botanical gardens, Seed Art Colonies in old buildings in the Glades Cities, Increase public private funding drive for art and culture

**Housing**

- Review and update of the existing Granny Flats ordinance, Develop community land trust, Draft Exclusionary Zoning Ordinance, Review air rights development on government parking lots,
- Develop workforce housing comprehensive plan, Recommend actions on TDR with Township style Master Planned Communities clustered around Lake Okeechobee

**Industries of the Mind**

- Review of business incentive programs, brand Palm Beach County industries, Review University Research Alliance partnerships, Fast track preservation and expansion of industrial land use, Recruit a National Medical Clinic to combine with Scripps, Develop a wet lab incubator

**International Finance**

- Support Study of PBIA owned land adjacent to airports as possible technology/office/industrial parks for security and trade; Assist the Port of Palm Beach/PBCC with joint priorities including multi modal surface transportation for cargo / trucking and potential fit with the Glades; Review peer international communities marketing plans; Establish a Palm Beach County Global Marketing Program; Establish an International Banking District; Establish a Consular Core; Establish Protocol Officer point of contact at Palm Beach County or fund independently

**Kick-off Projects**

**The Glades** – inland port, waterfront (canal and lake) revitalization, arts & culture program, new infrastructure & housing

**International business strategies**

**Branding**

**Private Public Partnerships** with the cities (League of Cities taking the lead)

# REPORT

## Task Force Report on Internet Access, Technology, Content and Application Assets in the Palm Beaches

- Economic development opportunities
  - Opportunities to enhance efficiency & effectiveness of government
  - Summary of relevant initiatives in major U.S. markets
    - Boston
    - Miami Beach
    - Philadelphia
    - Portland, Oregon
    - San Francisco
    - Silicon Valley
- 

Prepared by: The Palm Beach County Technology Task Force

Revised: September, 2006

**TASK FORCE REPORT ON INTERNET ACCESS, TECHNOLOGY,  
CONTENT & APPLICATION ASSETS IN THE PALM BEACHES**

**ECONOMIC DEVELOPMENT OPPORTUNITIES**

<ul style="list-style-type: none"> <li>• Brand the region as a location with world-class digital infrastructure that facilitates learning, innovation, commerce &amp; industry achievement of sustainable competitive advantage</li> <li>• Provide business with critical infrastructure necessary to compete in the global, knowledge-based economy</li> <li>• Facilitate continuous development of a highly skilled workforce</li> <li>• Facilitate creation of home-based businesses &amp; employment by stimulating entrepreneurs to develop &amp; provide new applications &amp; services</li> <li>• Enhance opportunities to improve mobile worker productivity</li> </ul>	<ul style="list-style-type: none"> <li>• Provide easy access to public information about local government, schools, medical facilities, higher education, nonprofit organizations, community events, and entertainment venues</li> <li>• Enhance the attractiveness (rider access to the Internet, real-time arrival &amp; departure information) and efficiency of public transportation</li> <li>• Enhance competition in the provision of broadband Internet access, content, &amp; applications</li> <li>• Enhance the experience of leisure &amp; business visitors to the region</li> <li>• Promote creation of employment opportunities</li> </ul>
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**TASK FORCE REPORT ON INTERNET ACCESS, TECHNOLOGY,  
CONTENT & APPLICATION ASSETS IN THE PALM BEACHES**

**OPPORTUNITIES TO ENHANCE EFFICIENCY  
& EFFECTIVENESS OF GOVERNMENT**

<p><b><u>Public Safety:</u></b></p> <ul style="list-style-type: none"> <li>• “Harden” critical information &amp; communications infrastructure assets to maximize availability during times of disaster</li> <li>• Enhance communications &amp; interoperability between public safety agencies</li> <li>• Enhance responsiveness in emergency situations through real-time communications of reports &amp; records to fire, police, and medical personnel in the field (hazardous materials databases, building diagram, full records, photos and video clips)</li> </ul>	<p><b><u>Administrative Services:</u></b></p> <ul style="list-style-type: none"> <li>• Achieve cost synergies through collaborative initiatives to streamline telecommunication network infrastructure, software licensing, &amp; information technology by leveraging government agency purchasing power</li> <li>• Streamline &amp; enhance the interaction between government, residents &amp; the business community</li> <li>• Enhance field worker productivity (on-site access to records, video clips for inspection, permitting, &amp; compliance; processing of work orders; responsiveness; and fuel conservation)</li> </ul>	<p><b><u>Potential Applications</u></b></p> <ul style="list-style-type: none"> <li>• Remote meter reading</li> <li>• Fleet management</li> <li>• Traffic enforcement</li> <li>• Field worker productivity (buildings, health, social workers, emergency teams, event coordinators)</li> <li>• Dash cameras that report information back to agency headquarters</li> <li>• Real-time mobile access to law enforcement databases</li> <li>• Link cameras to law enforcement at high crime locations &amp; Homeland Security “locations of interest”</li> <li>• Water &amp; flood control</li> <li>• Global Position Service</li> <li>• Visitor bureau</li> </ul>
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