

PALM BEACH COUNTY
BOARD OF COUNTY COMMISSIONERS

AGENDA ITEM SUMMARY

| | | | |
|---------------|------------------|------------------------------------|---|
| Meeting Date: | November 7, 2017 | <input type="checkbox"/> Consent | <input checked="" type="checkbox"/> Regular |
| | | <input type="checkbox"/> Ordinance | <input type="checkbox"/> Public Hearing |

| | |
|-------------|---|
| Department: | Department of Housing and Economic Sustainability |
|-------------|---|

I. EXECUTIVE BRIEF

Motion and Title: Staff recommends motion to: approve Amendment No. 1 to the Agreement (R2016-1422) with the Business Development Board of Palm Beach County, Inc. (BDB) to amend the Scope of Services.

Summary: On September 27, 2016, the Board of County Commissioners (BCC) entered into an Agreement (R2016-1422) with the BDB to provide business recruitment, expansion, and retention services and general marketing for Palm Beach County. The Agreement period is from October 1, 2016 through September 20, 2021 and is in the second year of its five (5) year term.

The public/private partnership between the County and the BDB works towards creating a stable and diverse economic climate throughout Palm Beach County. The Agreement's Scope of Services is reviewed annually and revised as appropriate to capitalize on changes within the Palm Beach County economy and business community. Amendment No. 1 to the Agreement revises the Scope of Services to lower job creation and retention requirements in response to the elimination of the State's Quick Action Closing Fund incentive program. In addition, the revised Scope of Services places additional emphasis on Glades-focused business recruitment, expansion, and retention. The revised Scope of Services also replaces an annual Economic Development Forum with an event focused on entrepreneurs and adds meetings with the Academic Leaders Council to better connect private companies creating jobs in Palm Beach County with the School District of Palm Beach County as well as public and private colleges and universities within the County. The revised Scope of Services is provided as an attachment to this Agenda Item. These are County Ad Valorem funds. Countywide (JB)

Background and Justification: Since 1982, the BCC has partially funded activities of the Business Development Board of Palm Beach County, Inc. that provide for economic and business development activities.

Attachment(s):

1. Amendment No. 1 to the Agreement with the Business Development Board of Palm Beach County, Inc.
2. Revised Scope of Services

Recommended By: _____

Department Director

10/30/17
Date

Approved By: _____

Assistant County Administrator

11/16/17
Date

II. FISCAL IMPACT ANALYSIS

A. Five Year Summary of Fiscal Impact:

| Fiscal Years | 2018 | 2019 | 2020 | 2021 | 2022 |
|------------------------|------|------|------|------|------|
| Grant Expenditures | | | | | |
| Operating Costs | | | | | |
| External Revenues | | | | | |
| Program Income | | | | | |
| In-Kind Match (County) | | | | | |
| NET FISCAL IMPACT | | | | | |

| | | | | | |
|--|--|--|--|--|--|
| # ADDITIONAL FTE POSITIONS (Cumulative) | | | | | |
|--|--|--|--|--|--|

Is Item Included In Current Budget? Yes X No
Budget Account No.:

Fund 1539 Dept 143 Unit 7158 Object 8201 Program Code/Period N/A

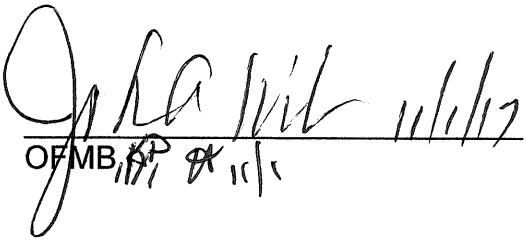
B. Recommended Sources of Funds/Summary of Fiscal Impact:

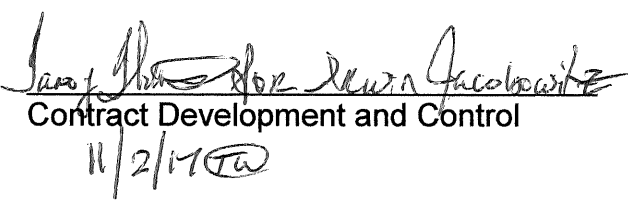
No additional fiscal impact is associated with this item.

C. Departmental Fiscal Review: 
Beverley Reid, Fiscal Manager I

III. REVIEW COMMENTS

A. OFMB Fiscal and/or Contract Development and Control Comments:

 11/1/17
OFMB, ~~SP~~ # 11/1/17

 11/2/17 TW
Contract Development and Control

B. Legal Sufficiency:

 11/6/17
Assistant County Attorney

C. Other Department Review:

Department Director

AMENDMENT NO. 1
TO THE AGREEMENT WITH
THE BUSINESS DEVELOPMENT BOARD OF PALM BEACH COUNTY, INC.

THIS AMENDMENT NO. 1, entered into this _____ day of _____, 20____, by and between Palm Beach County, hereinafter referred to as the COUNTY, a political subdivision of the State of Florida and the Business Development Board of Palm Beach County, Inc., a not-for-profit Florida Corporation, herein after referred to as the BOARD, whose **Federal Tax Identification Number is 59-2169828**.

WITNESSETH

WHEREAS, the parties entered into a Contract (R2016-1422) on September 27, 2016 (the "Agreement" or "Contract") under which the BOARD is to provide general marketing and business recruitment, expansion, and retention activities; and

WHEREAS, the parties desire to amend the Agreement to modify the COUNTY'S representative and amend the Scope of Services for FY 2017-18;

NOW, THEREFORE, in consideration of the promises and mutual covenants herein contained, the parties hereby amend the Agreement as follows:

1. The foregoing recitals are true and correct and incorporated herein by reference. All defined terms as used in this Amendment No. 1 shall have the same meaning and effect as in the Agreement.
2. The Scope of Services as set forth in the Agreement is revised to modify program services, attached on Exhibit "A" to Amendment No. 1.
3. **Article 1 – Services** is hereby modified to read as follows:

Article 1 – Services

The BOARD'S responsibility under this Contract is to provide professional economic development services in the areas of business recruitment, retention, and expansion and to promote the general business and industrial interests of the COUNTY as more specifically set forth in the Scope of Work detailed in Exhibit "A" to Amendment No. 1.

The COUNTY'S representative/liaison during the performance of this Contract shall be Sherry Howard, Deputy Director, Department of Housing and Economic Sustainability, telephone number 561-233-3653, email showard@pbcgov.org.

The BOARD'S representative/liaison during the performance of this Contract shall be Kelly Smallridge, President of the Business Development Board of Palm Beach County, Inc., telephone number 561-835-1008, email ksmallridge@bdb.org or as otherwise designated by the BOARD.

4. Except as modified by this Amendment No. 1, the Agreement remains unmodified and in full force and effect, and the parties hereby ratify, confirm, and adopt the Agreement, as amended, in accordance with the terms thereof. This Amendment No. 1 is expressly contingent upon the approval of the Palm Beach County Board of County Commissioners and shall become effective only when signed by all parties and approved by the Palm Beach County Board of County Commissioners.

(The remainder of this page has been left intentionally blank)

IN WITNESS WHEREOF, the Board of County Commissioners of Palm Beach County, Florida, has made and executed this Amendment No. 1 on behalf of the COUNTY and the BOARD has hereunto set its hand and seal the day and year above written.

ATTEST:

SHARON R. BOCK
CLERK & COMPTROLLER

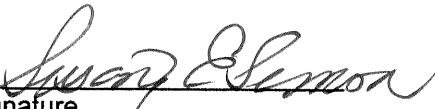
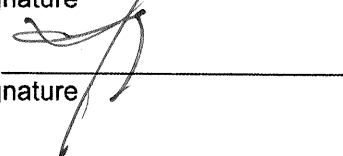
PALM BEACH COUNTY, FLORIDA,
BY ITS BOARD OF COUNTY
COMMISSIONERS


By: _____
Deputy Clerk

By: _____
Paulette Burdick, Mayor

WITNESS:

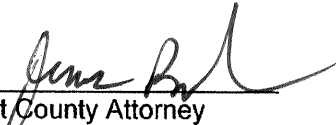
BUSINESS DEVELOPMENT BOARD
OF PALM BEACH COUNTY, INC.

By: 
Signature
By: 
Signature

By: 
President/CEO

(SEAL)
Corporation-Not-For-Profit

APPROVED AS TO FORM
AND LEGAL SUFFICIENCY:

By: 
Assistant County Attorney

APPROVED AS TO TERMS AND
CONDITIONS:


By: 
Deputy Director, Department of Housing
and Economic Sustainability

Exhibit A to Amendment No. 1
Revised Scope of Services

TASK 1: BUSINESS RECRUITMENT SERVICES

Task 1A: Business Recruitment Services for Cluster Industries

BOARD shall recruit new companies to Palm Beach County with a focus on the following clusters: (Aerospace/Aviation/Engineering, Agribusiness, Life Sciences; Clean Energy, Logistics/Distribution, Marine, Equestrian, Communications/Information Technology, Tourism/Recreation/Entertainment, and Business/Financial Services). The BOARD shall, at a minimum, provide the following services for relocation projects in the COUNTY as applicable to each project:

- Information about suitable buildings, land and office space throughout Palm Beach County inclusive of non-Business Development Board member entities
- Site tours as required
- Educate prospects and facilitate applications when applicable for incentives offered by the County, local municipalities, and the State of Florida
- Introductions to the Department of Housing and Economic Sustainability (DHES) when County incentives are desired
- Information on public/private utilities services and rates
- Information on public transportation systems
- Information on available communication/information technology systems/entities
- Information on zoning, permitting and governmental processes
- Information on demographics and labor market
- Introductions to city, county and state elected officials when requested
- Information about banking institutions, law firms, employment agencies, accounting firms and all other appropriate suppliers throughout Palm Beach County inclusive of non- Business Development Board members
- Information on cost and availability of housing
- Information on local buyers and suppliers throughout Palm Beach County inclusive of non- Business Development Board members
- Information on workforce procurement and training opportunities
- Provide detailed information to the DHES so DHES may conduct a REMI analysis on all projects required to meet Contract deliverables
- Facilitate economic development projects designed to create businesses in Palm Beach County working with the appropriate partners including but not limited to the Palm Beach County DHES, local municipalities and Enterprise Florida
- For any projects seeking incentives or assistance from the County including any County department, coordination through the DHES is required

Task 1A: Reporting Deliverables

BOARD shall provide a detailed monthly written report, to be accompanied by each invoice, which at a minimum shall include the following information, for each SECURED Cluster Industry Recruitment Project:

1. Project name
2. Project location
3. Project cluster industry
4. Number of employees
5. Average salary
6. Services provided by BOARD
7. Total incentives provided by applicable agencies
8. Total capital investment made by the company

Task 1B: Business Recruitment for Headquarter Relocations

BOARD shall recruit new corporate headquarter companies to Palm Beach County. The BOARD shall at a minimum provide the following services/information for businesses considering headquarter relocation to Palm Beach County as applicable to each project:

- Information about suitable buildings, land and office space throughout Palm Beach County inclusive of non-Business Development Board member entities
- Site tours as required
- Educate prospects and facilitate applications when applicable for incentives offered by the County, local municipalities, and the State of Florida
- Introductions to the DHES when County incentives are desired
- Information on public/private utilities services and rates
- Information on public transportation systems
- Information on available communication/information technology systems/entities
- Information on zoning, permitting and governmental processes
- Information on demographics and labor market
- Introductions to city, county and state elected officials when requested
- Information about banking institutions, law firms, employment agencies, accounting firms and all other appropriate suppliers throughout Palm Beach County inclusive of non-Business Development Board members
- Information of cost and availability of housing
- Information on local buyers and suppliers throughout Palm Beach County inclusive of non-Business Development Board members
- Introductions to CareerSource Palm Beach County when information on workforce procurement and training opportunities are desired
- Provide detailed information to the DHES so DHES may conduct a REMI analysis on all projects required to meet Contract deliverables
- For any projects seeking incentives or assistance from the County including any County Department, coordination through the DHES is required

Task 1B: Reporting Deliverables

BOARD shall provide detailed monthly reporting, which shall be accompanied with each invoice, which at a minimum shall include the following information for each SECURED Corporate Headquarter Relocation Project:

1. Project name
2. Project location
3. Type of business
4. Number of employees
5. Average Salary per Employee
6. Services provided by BOARD
7. Total incentives provided by applicable agencies
8. Total capital investment made by the company

Task 1C: Outreach to Site Selection Consultants

BOARD shall conduct one (1) Palm Beach County Familiarization Tour for at least 8-10 national/international site consultants.

BOARD shall also perform targeted outreach to site selection consultants throughout the year marketing Palm Beach County's business environment.

Task 1C: Reporting Deliverables

1. Conduct a two (2) day Palm Beach County Familiarization Tour promoting Palm Beach County as an attractive business destination
2. Provide a detailed schedule of events for County's information prior to finalizing event
3. Provide a detailed list of site consultants invited to participate in the event
4. Conduct a survey of each participant to establish the comprehensive impact of the event
5. Prepare a final report summarizing the results from the survey within sixty (60) days of conclusion of the tour and deliver two (2) copies to the COUNTY
6. Provide information on additional outreach to site selection consultants conducted throughout the term of this contract

TASK 2: BUSINESS EXPANSION/RETENTION SERVICES

Task 2A: Business Expansion/Retention Services for Existing Palm Beach County Companies

BOARD shall assist existing Palm Beach County businesses with their business expansion/retention program to generate new jobs while retaining existing Palm Beach County based jobs. The BOARD shall at a minimum provide the following services/information for businesses considering expanding to Palm Beach County as applicable to each project:

- Information about suitable buildings, land and office space throughout Palm Beach County inclusive of non-Business Development Board members entities
- Site tours as required
- Educate prospects and facilitate applications when applicable for incentives offered by the County, local municipalities, and the State of Florida
- Information on incentives offered by the local municipalities, and the State of Florida
- Introductions to the DHES when County incentives are desired
- Information on public/private utilities services and rates
- Information on public transportation systems
- Information on available communication/information technology systems/entities
- Information on zoning, permitting and governmental processes
- Information on demographics and labor market
- Introductions to city, county and state elected officials when requested
- Information about banking institutions, law firms, employment agencies, accounting firms and all other appropriate suppliers throughout Palm Beach County inclusive of non-Business Development Board members
- Information on cost and availability of housing
- Provide detailed information to the DHES so DHES may conduct a REMI analysis on all projects required to meet Contract deliverables
- Information on local buyers and suppliers throughout Palm Beach County inclusive of non- Business Development Board members
- Introductions to CareerSource Palm Beach County when information on workforce procurement and training opportunities is desired
- Facilitate economic development projects designed to expand and retain businesses in Palm Beach County working with the appropriate partners including but not limited to the Palm Beach County DHES, local municipalities, and Enterprise Florida
- For any projects seeking incentives or assistance from the County including any County Department, coordination through the DHES is required.

Task 2A: Reporting Deliverables

BOARD shall provide a detailed monthly report, which shall accompany each monthly invoice, which at a minimum shall include the following information for each SECURED business expansion/retention project:

1. Project name
2. Project location
3. Type of business
4. Number of new employees
5. Number of retained employees
6. Average salary
7. Services provided by the Business Development Board
8. Total incentives provided by applicable agencies
9. Total capital investment made by the company when provided

Task 2B: Existing Palm Beach County Business Assistance Program

BOARD shall visit a minimum of one hundred (100) existing Cluster Industry businesses through a Business Visitation Program for the purpose of understanding and addressing

the challenges facing local businesses and communicating policies that support business sustainability.

Additionally, the BOARD shall visit the key industry clusters in the Glades Region for the purpose of understanding and addressing the challenges facing local businesses and communicating policies that support business sustainability.

Task 2B: Reporting Deliverables

BOARD shall provide a detailed monthly report, which shall accompany each invoice, which at a minimum shall include the following information for each business visited:

- 1. Business location
- 2. Cluster industry
- 3. Number of existing employees
- 4. Technical Assistance Provided

Task 2C: Outreach and Collaboration

BOARD shall initiate or participate in thirty (30) local, regional or statewide forums designed to educate, inform, strategize, and/or promote the growth of business and industry in Palm Beach County. The purpose of participation is to provide a connection point for resources and local businesses, remain informed on current industry trends and needs, and represent Palm Beach County and the business community. Board shall coordinate with other state and local agencies in order to avoid duplication and promote coordinated and consistent implementation of programs.

Examples of forums include the following:

- Local advisory boards (i.e. industry associations, economic development, educational institutions business advisory councils, etc.)
- Economic forums
- Industry-specific association events (including meetings, seminars or workshops),
- Educational workshops (business financing, grants/incentives, entrepreneurship, etc.)
- Meetings or events sponsored by other business resource partners (i.e. CareerSource Palm Beach County, Business Partners Roundtable, Chambers, Enterprise Development Corporation, etc.)

Task 2C: Reporting Deliverables

BOARD shall provide a monthly list of the events attended, including the sponsoring or coordinating entity, with a summary of the purpose and/or topic of the event.

Task 2D: Technical Assistance Services Provided to Existing PBC Companies

BOARD shall provide information and referrals to existing Palm Beach County businesses as appropriate via telephone, email, etc.

Task 2D: Reporting Deliverables

BOARD shall also provide information about referrals and connections it makes for existing companies in Palm Beach County, including:

- 1. Business industry
- 2. Number of existing employees
- 3. Business concerns/needs
- 4. Referral/connection made

TASK 3: CLUSTER INDUSTRY TASK FORCES

Task 3A: Aviation/Aerospace and Engineering Task Force

BOARD shall conduct three (3) meetings of the Aviation/Aerospace/Engineering Task Force. Specific work tasks shall include:

- Provide a detailed agenda to county staff prior to the meeting to seek additional input
- Finalize agenda and notify members of the Task Force of upcoming meetings
- Prepare meeting minutes and distribute to Task Force
- Organize one (1) Aviation/Aerospace/Engineering event to showcase the development of the cluster

Task 3A: Reporting Deliverables

BOARD shall provide updates on the activities of the Task Force in the monthly report to county staff and make recommendations for new strategic directions and policy initiatives.

Task 3B: Economic Development Stakeholders Roundtable

BOARD shall conduct four (4) meetings of the Business/Financial Services Task Force. Specific work tasks shall include:

- Provide a detailed agenda to county staff prior to the meeting to seek additional input
- Finalize agenda and notify members of the Task Force of upcoming meetings
- Prepare meeting minutes and distribute to Task Force

The BOARD will ensure that DHES is part of the Business / Financial Services Task Force.

Task 3B: Reporting Deliverables

BOARD shall provide updates on the activities of the Task Force in the monthly report to county staff and make recommendations for new strategic directions and policy initiatives.

TASK 4: MARKETING STRATEGIES

Task 4A: BDB Economic Development Website

BOARD shall make every effort to ensure that its website is innovative, user friendly and provides the best image of business in Palm Beach County. The website should be reviewed on an annual basis to determine which new tools should be added to ensure that information on relocating and expanding in Palm Beach County can be easily obtained. Continue to review and update website regularly and add enhancements as they become available and as we determine there is a more efficient way to provide information to visitors.

The BOARD will ensure there is a link to the DHES's web page from their website.

Task 4A: Reporting Deliverables

BOARD shall report on the information gathering, planning, designing, development, testing, delivery and maintenance of the Board website.

Task 4B: Shovel Ready and Megasite Palm Beach County Program

BOARD shall maintain and update its Shovel Ready and Megasite Palm Beach County program throughout the term of the Contract. BOARD shall work through the DHES to coordinate with the County's Engineering, Building and Graphic Information Systems Departments to ensure that the database contained on the website is current. BOARD shall ensure that the database is inclusive of properties owned by non-Business Development Board members.

Task 4B: Reporting Deliverables

BOARD shall provide updates on the program to County staff in the monthly report including the addition/deletion of properties, addresses, parcel sizes, zoning, etc. This will include the coordination with County's Engineering, Building and Graphic Information Systems Department.

BOARD shall provide updates on sites that have existing 100,000 s.f. buildings vacant or sites that can accommodate a new 100,000 s.f. plus newly constructed office or industrial building.

Task 4C: Advertisement of Palm Beach County's Business Environment

BOARD shall promote Palm Beach County as a positive business destination. BOARD shall utilize \$125,000 of the amount established under this Contract to promote the County as such.

Task 4C: Reporting Deliverables

BOARD shall, at a minimum, identify the media through which Palm Beach County will be promoted as a positive business destination and include updates on initiatives and activities to County staff in the monthly report. The intent of this task is to promote Palm Beach County and not BOARD. BOARD shall make a good faith effort to recognize COUNTY support for all activities made possible with funds under this Agreement.

BOARD shall create a series of industry cluster ads in for placement in publications in target markets. Ads will also be translated for use in countries identified for international outreach missions. Target languages include Spanish, German, Portuguese, and French.

BOARD will included list of publications and target markets reached in monthly report.

Task 4D: Creation of New Printed Material

BOARD shall create three (3) new printed materials that market Palm Beach County: Education, Manufacturing and Business/Financial Services. Palm Beach County's name and/or logo shall be prominently displayed on all marketing materials.

Task 4D: Reporting Deliverables

BOARD will design, write and print brochures and provide copies to DHES.

Task 4E: Microsite Enhancements

BOARD shall continue to keep micro-sites up-to-date and relevant. These sites include lifehelix.org (Life Science cluster); eship.org (Entrepreneurial resources); pbcedu.org (public and private educational resources) and hqpbcc.com (corporate headquarters).

Task 4E: Reporting Deliverables

BOARD will report on the viewership of microsites and create enhancements to existing microsites that provide a more focused presentation of the specific industries.

Task 4F: Economic Development Internally Produced Videos/Vignettes

BOARD shall design, develop and market at least 12 high quality video/vignette which focus on marketing Palm Beach County as a business destination and showcase success stories and feature new projects.

Task 4F: Reporting Deliverables

BOARD will include in monthly report the number of new videos/vignettes created which market Palm Beach County as a business destination and will provide DHES with a copy of each new video/vignette to view.

TASK 5: ENTERPRISE FLORIDA

Task 5A: Liaison Services

BOARD shall serve as the primary partner for Palm Beach County to Enterprise Florida and coordinate with the DHES in matters related to Enterprise Florida

Task 5A: Reporting Deliverables

- BOARD as the primary partner on behalf of the COUNTY shall inform DHES of leads received from Enterprise Florida
- BOARD shall submit an Annual Report for each calendar year beginning November 2017, detailing the results of the BOARD'S efforts on behalf of the COUNTY. This report will be utilized by the COUNTY to comply with the requirements of F.S. 125.045 liaison services with Enterprise Florida, to conduct market briefings to educate on PBC business assets, and participate in regional marketing initiatives with other economic development boards
- Assist the DHES with coordination for incentives when local match is required by the County with the State Department of Economic Opportunity. (DEO) For any projects seeking incentives or assistance from the County including any County department, coordination through the DHES is required.

Task 5B: Marketing Partnership with Enterprise Florida

BOARD shall participate in a marketing partnership program called "Team Florida" created by Enterprise Florida to allow for greater outreach to business decision makers and influencers (site selectors/others) in key markets through an integrated television, print, digital and social media campaign to compete for their business locations/expansion.

Task 5B: Reporting Deliverables

BOARD shall invest in a \$25,000 marketing partnership with "Team Florida" and participate in the regularly scheduled discussions to help design the message for how Florida is marketed as a business state.

TASK 6: JOB CREATION

BOARD shall create 1,600 new/retained jobs in Palm Beach County.

Task 6A: Reporting Deliverables

BOARD shall provide a monthly report of job creation to include:

1. Number of jobs created
2. Cluster in which jobs are created
3. Company associated with job creation
4. Type of assistance provided

TASK 7: PRIVATE FUNDING

In addition to funds received from the county, BOARD shall raise private funds in the amount of \$1,431,470 to financially support the delivery of economic development programs.

Task 7: Reporting Deliverables

BOARD shall report the amount of private funds raised on a monthly basis.

TASK 8: PUBLIC ECONOMIC DEVELOPMENT PRESENTATIONS

BOARD shall accept invitations to speak at city, county and state forums where there is an opportunity to promote economic development activities in Palm Beach County or to inform a key stakeholder group on the types of companies looking to relocate or expand. DHES will be advised of such meetings in order to attend and/or assess whether they will jointly represent the COUNTY at such forums.

Task 8: Reporting Deliverables

BOARD shall participate in twenty (20) forums throughout the year whereby it is serving as the keynote speaker or as part of a panel to promote economic development in Palm Beach County.

TASK 9: DOMESTIC AND INTERNATIONAL MISSIONS

BOARD shall participate in domestic/international outreach missions with Enterprise Florida as well as trade shows to gain visibility with key targeted industry clusters as well as site selection consultants.

Task 9: Reporting Deliverables

BOARD will participate in ten (10) domestic/international outreach missions, trade shows and site selection consultant gatherings aimed at promoting the economy of Palm Beach County to companies that could have an interest in relocating to the area.

TASK 10: ECONOMIC DEVELOPMENT IN THE GLADES

BOARD shall continue to provide a dedicated full-time BDB staff member to the Glades for the purpose of recruitment, retention and expansion of companies to the Glades Region of Palm Beach County. DHES should be invited to all prospect meetings for businesses interested in expanding or relocating to the Glades region.

Additionally, the BOARD shall meet with the municipalities in the Glades Region to determine their industry needs and recruit to the current needs. Industries / business types desired in the Glades Region include but are not limited to the following:

- Agricultural related businesses
- Tourism related businesses
- Marina related businesses
- Medical related businesses
- Sports related businesses
- Hotels and restaurants

Task 10: Reporting Deliverables

BOARD shall report monthly on all prospect activity, creation and retention of jobs, programs and marketing materials created to enhance the competitiveness of the Glades Region.

TASK 11: ANNUAL ENTREPRENEUR EVENT

BOARD shall organize one Annual Entrepreneur event designed to bring small businesses and entrepreneurs together and connect them to countywide resources available.

Task 11: Reporting Deliverables

BOARD shall organize and produce one (1) Annual Entrepreneur Event.

TASK 12: LIFE SCIENCE INDUSTRY ACTION PLAN

BOARD shall execute elements of the Palm Beach County Life Science Industry Action Plan that arose out of the 2016 Palm Beach County Industry Study. Such elements shall include four (4) meetings of the Life Science Advisory Council, and two (2) additional meetings or events that involve the larger community of Palm Beach County life science stakeholders.

Task 12: Reporting Deliverables

BOARD shall provide updates on the direction provided by the Life Science Advisory Council, and report on the activity that is carried out to accomplish the actions steps in the plan.

TASK 13: ACADEMIC LEADERS COUNCIL

BOARD shall coordinate two (2) meetings of the Academic Leaders Council in addition in order to connect the public/private universities and school district to private companies creating jobs. The Council shall have representation from DHES in attendance at the meetings.

Task 13: Reporting Deliverables

BOARD shall provide overviews of meetings held as well as connections facilitated by the BDB.

Revised Scope of Services

TASK 1: BUSINESS RECRUITMENT SERVICES

Task 1A: Business Recruitment Services for Cluster Industries

BOARD shall recruit new companies to Palm Beach County with a focus on the following clusters: (Aerospace/Aviation/Engineering, Agribusiness, Life Sciences; Clean Energy, Logistics/Distribution, Marine, Equestrian, Communications/Information Technology, Tourism/Recreation/Entertainment, and Business/Financial Services). The BOARD shall, at a minimum, provide the following services for relocation projects in the COUNTY as applicable to each project:

- Information about suitable buildings, land and office space throughout Palm Beach County inclusive of non-Business Development Board member entities
- Site tours as required
- Educate prospects and facilitate applications when applicable for incentives offered by the County, local municipalities, and the State of Florida
- Introductions to the Department of Housing and Economic Sustainability (DHES) when County incentives are desired
- Information on public/private utilities services and rates
- Information on public transportation systems
- Information on available communication/information technology systems/entities
- Information on zoning, permitting and governmental processes
- Information on demographics and labor market
- Introductions to city, county and state elected officials when requested
- Information about banking institutions, law firms, employment agencies, accounting firms and all other appropriate suppliers throughout Palm Beach County inclusive of non- Business Development Board members
- Information on cost and availability of housing
- Information on local buyers and suppliers throughout Palm Beach County inclusive of non- Business Development Board members
- Information on workforce procurement and training opportunities
- Provide detailed information to the DHES so DHES may conduct a REMI analysis on all projects required to meet Contract deliverables
- Facilitate economic development projects designed to create businesses in Palm Beach County working with the appropriate partners including but not limited to the Palm Beach County DHES, local municipalities and Enterprise Florida
- For any projects seeking incentives or assistance from the County including any County department, coordination through the DHES is required

Task 1A: Reporting Deliverables

BOARD shall provide a detailed monthly written report, to be accompanied by each invoice, which at a minimum shall include the following information, for each SECURED Cluster Industry Recruitment Project:

1. Project name
2. Project location
3. Project cluster industry
4. Number of employees
5. Average salary
6. Services provided by BOARD
7. Total incentives provided by applicable agencies
8. Total capital investment made by the company

Task 1B: Business Recruitment for Headquarter Relocations

BOARD shall recruit new corporate headquarter companies to Palm Beach County. The BOARD shall at a minimum provide the following services/information for businesses considering headquarter relocation to Palm Beach County as applicable to each project:

- Information about suitable buildings, land and office space throughout Palm Beach County inclusive of non-Business Development Board member entities
- Site tours as required
- Educate prospects and facilitate applications when applicable for incentives offered by the County, local municipalities, and the State of Florida
- Introductions to the DHES when County incentives are desired
- Information on public/private utilities services and rates
- Information on public transportation systems
- Information on available communication/information technology systems/entities
- Information on zoning, permitting and governmental processes
- Information on demographics and labor market
- Introductions to city, county and state elected officials when requested
- Information about banking institutions, law firms, employment agencies, accounting firms and all other appropriate suppliers throughout Palm Beach County inclusive of non-Business Development Board members
- Information of cost and availability of housing
- Information on local buyers and suppliers throughout Palm Beach County inclusive of non-Business Development Board members
- Introductions to CareerSource Palm Beach County when information on workforce procurement and training opportunities are desired
- Provide detailed information to the DHES so DHES may conduct a REMI analysis on all projects required to meet Contract deliverables
- For any projects seeking incentives or assistance from the County including any County Department, coordination through the DHES is required

Task 1B: Reporting Deliverables

BOARD shall provide detailed monthly reporting, which shall be accompanied with each invoice, which at a minimum shall include the following information for each SECURED Corporate Headquarter Relocation Project:

1. Project name
2. Project location
3. Type of business
4. Number of employees
5. Average Salary per Employee
6. Services provided by BOARD
7. Total incentives provided by applicable agencies
8. Total capital investment made by the company

Task 1C: Outreach to Site Selection Consultants

BOARD shall conduct one (1) Palm Beach County Familiarization Tour for at least 8-10 national/international site consultants.

BOARD shall also perform targeted outreach to site selection consultants throughout the year marketing Palm Beach County's business environment.

Task 1C: Reporting Deliverables

1. Conduct a two (2) day Palm Beach County Familiarization Tour promoting Palm Beach County as an attractive business destination
2. Provide a detailed schedule of events for County's information prior to finalizing event
3. Provide a detailed list of site consultants invited to participate in the event
4. Conduct a survey of each participant to establish the comprehensive impact of the event
5. Prepare a final report summarizing the results from the survey within sixty (60) days of conclusion of the tour and deliver two (2) copies to the COUNTY
6. Provide information on additional outreach to site selection consultants conducted throughout the term of this contract

TASK 2: BUSINESS EXPANSION/RETENTION SERVICES

Task 2A: Business Expansion/Retention Services for Existing Palm Beach County Companies

BOARD shall assist existing Palm Beach County businesses with their business expansion/retention program to generate new jobs while retaining existing Palm Beach County based jobs. The BOARD shall at a minimum provide the following services/information for businesses considering expanding to Palm Beach County as applicable to each project:

- Information about suitable buildings, land and office space throughout Palm Beach County inclusive of non-Business Development Board members entities
- Site tours as required
- Educate prospects and facilitate applications when applicable for incentives offered by the County, local municipalities, and the State of Florida
- Information on incentives offered by the local municipalities, and the State of Florida
- Introductions to the DHES when County incentives are desired
- Information on public/private utilities services and rates
- Information on public transportation systems
- Information on available communication/information technology systems/entities
- Information on zoning, permitting and governmental processes
- Information on demographics and labor market
- Introductions to city, county and state elected officials when requested
- Information about banking institutions, law firms, employment agencies, accounting firms and all other appropriate suppliers throughout Palm Beach County inclusive of non-Business Development Board members
- Information on cost and availability of housing
- Provide detailed information to the DHES so DHES may conduct a REMI analysis on all projects required to meet Contract deliverables
- Information on local buyers and suppliers throughout Palm Beach County inclusive of non- Business Development Board members
- Introductions to CareerSource Palm Beach County when information on workforce procurement and training opportunities is desired
- Facilitate economic development projects designed to expand and retain businesses in Palm Beach County working with the appropriate partners including but not limited to the Palm Beach County DHES, local municipalities, and Enterprise Florida
- For any projects seeking incentives or assistance from the County including any County Department, coordination through the DHES is required.

Task 2A: Reporting Deliverables

BOARD shall provide a detailed monthly report, which shall accompany each monthly invoice, which at a minimum shall include the following information for each SECURED business expansion/retention project:

1. Project name
2. Project location
3. Type of business
4. Number of new employees
5. Number of retained employees
6. Average salary
7. Services provided by the Business Development Board
8. Total incentives provided by applicable agencies
9. Total capital investment made by the company when provided

Task 2B: Existing Palm Beach County Business Assistance Program

BOARD shall visit a minimum of one hundred (100) existing Cluster Industry businesses through a Business Visitation Program for the purpose of understanding and addressing

the challenges facing local businesses and communicating policies that support business sustainability.

Additionally, the BOARD shall visit the key industry clusters in the Glades Region for the purpose of understanding and addressing the challenges facing local businesses and communicating policies that support business sustainability.

Task 2B: Reporting Deliverables

BOARD shall provide a detailed monthly report, which shall accompany each invoice, which at a minimum shall include the following information for each business visited:

- 1. Business location
- 2. Cluster industry
- 3. Number of existing employees
- 4. Technical Assistance Provided

Task 2C: Outreach and Collaboration

BOARD shall initiate or participate in thirty (30) local, regional or statewide forums designed to educate, inform, strategize, and/or promote the growth of business and industry in Palm Beach County. The purpose of participation is to provide a connection point for resources and local businesses, remain informed on current industry trends and needs, and represent Palm Beach County and the business community. Board shall coordinate with other state and local agencies in order to avoid duplication and promote coordinated and consistent implementation of programs.

Examples of forums include the following:

- Local advisory boards (i.e. industry associations, economic development, educational institutions business advisory councils, etc.)
- Economic forums
- Industry-specific association events (including meetings, seminars or workshops),
- Educational workshops (business financing, grants/incentives, entrepreneurship, etc.)
- Meetings or events sponsored by other business resource partners (i.e. CareerSource Palm Beach County, Business Partners Roundtable, Chambers, Enterprise Development Corporation, etc.)

Task 2C: Reporting Deliverables

BOARD shall provide a monthly list of the events attended, including the sponsoring or coordinating entity, with a summary of the purpose and/or topic of the event.

Task 2D: Technical Assistance Services Provided to Existing PBC Companies

BOARD shall provide information and referrals to existing Palm Beach County businesses as appropriate via telephone, email, etc.

Task 2D: Reporting Deliverables

BOARD shall also provide information about referrals and connections it makes for existing companies in Palm Beach County, including:

- 1. Business industry
- 2. Number of existing employees
- 3. Business concerns/needs
- 4. Referral/connection made

TASK 3: CLUSTER INDUSTRY TASK FORCES

Task 3A: Aviation/Aerospace and Engineering Task Force

BOARD shall conduct three (3) meetings of the Aviation/Aerospace/Engineering Task Force. Specific work tasks shall include:

- Provide a detailed agenda to county staff prior to the meeting to seek additional input
- Finalize agenda and notify members of the Task Force of upcoming meetings
- Prepare meeting minutes and distribute to Task Force
- Organize one (1) Aviation/Aerospace/Engineering event to showcase the development of the cluster

Task 3A: Reporting Deliverables

BOARD shall provide updates on the activities of the Task Force in the monthly report to county staff and make recommendations for new strategic directions and policy initiatives.

Task 3B: Economic Development Stakeholders Roundtable

BOARD shall conduct four (4) meetings of the Business/Financial Services Task Force. Specific work tasks shall include:

- Provide a detailed agenda to county staff prior to the meeting to seek additional input
- Finalize agenda and notify members of the Task Force of upcoming meetings
- Prepare meeting minutes and distribute to Task Force

The BOARD will ensure that DHES is part of the Business / Financial Services Task Force.

Task 3B: Reporting Deliverables

BOARD shall provide updates on the activities of the Task Force in the monthly report to county staff and make recommendations for new strategic directions and policy initiatives.

TASK 4: MARKETING STRATEGIES

Task 4A: BDB Economic Development Website

BOARD shall make every effort to ensure that its website is innovative, user friendly and provides the best image of business in Palm Beach County. The website should be reviewed on an annual basis to determine which new tools should be added to ensure that information on relocating and expanding in Palm Beach County can be easily obtained. Continue to review and update website regularly and add enhancements as they become available and as we determine there is a more efficient way to provide information to visitors.

The BOARD will ensure there is a link to the DHES's web page from their website.

Task 4A: Reporting Deliverables

BOARD shall report on the information gathering, planning, designing, development, testing, delivery and maintenance of the Board website.

Task 4B: Shovel Ready and Megasite Palm Beach County Program

BOARD shall maintain and update its Shovel Ready and Megasite Palm Beach County program throughout the term of the Contract. BOARD shall work through the DHES to coordinate with the County's Engineering, Building and Graphic Information Systems Departments to ensure that the database contained on the website is current. BOARD shall ensure that the database is inclusive of properties owned by non-Business Development Board members.

Task 4B: Reporting Deliverables

BOARD shall provide updates on the program to County staff in the monthly report including the addition/deletion of properties, addresses, parcel sizes, zoning, etc. This will include the coordination with County's Engineering, Building and Graphic Information Systems Department.

BOARD shall provide updates on sites that have existing 100,000 s.f. buildings vacant or sites that can accommodate a new 100,000 s.f. plus newly constructed office or industrial building.

Task 4C: Advertisement of Palm Beach County's Business Environment

BOARD shall promote Palm Beach County as a positive business destination. BOARD shall utilize \$125,000 of the amount established under this Contract to promote the County as such.

Task 4C: Reporting Deliverables

BOARD shall, at a minimum, identify the media through which Palm Beach County will be promoted as a positive business destination and include updates on initiatives and activities to County staff in the monthly report. The intent of this task is to promote Palm Beach County and not BOARD. BOARD shall make a good faith effort to recognize COUNTY support for all activities made possible with funds under this Agreement.

BOARD shall create a series of industry cluster ads in for placement in publications in target markets. Ads will also be translated for use in countries identified for international outreach missions. Target languages include Spanish, German, Portuguese, and French.

BOARD will included list of publications and target markets reached in monthly report.

Task 4D: Creation of New Printed Material

BOARD shall create three (3) new printed materials that market Palm Beach County: Education, Manufacturing and Business/Financial Services. Palm Beach County's name and/or logo shall be prominently displayed on all marketing materials.

Task 4D: Reporting Deliverables

BOARD will design, write and print brochures and provide copies to DHES.

Task 4E: Microsite Enhancements

BOARD shall continue to keep micro-sites up-to-date and relevant. These sites include lifehelix.org (Life Science cluster); eship.org (Entrepreneurial resources); pbcedu.org (public and private educational resources) and hqpbc.com (corporate headquarters).

Task 4E: Reporting Deliverables

BOARD will report on the viewership of microsites and create enhancements to existing microsites that provide a more focused presentation of the specific industries.

Task 4F: Economic Development Internally Produced Videos/Vignettes

BOARD shall design, develop and market at least 12 high quality video/vignette which focus on marketing Palm Beach County as a business destination and showcase success stories and feature new projects.

Task 4F: Reporting Deliverables

BOARD will include in monthly report the number of new videos/vignettes created which market Palm Beach County as a business destination and will provide DHES with a copy of each new video/vignette to view.

TASK 5: ENTERPRISE FLORIDA

Task 5A: Liaison Services

BOARD shall serve as the primary partner for Palm Beach County to Enterprise Florida and coordinate with the DHES in matters related to Enterprise Florida

Task 5A: Reporting Deliverables

- BOARD as the primary partner on behalf of the COUNTY shall inform DHES of leads received from Enterprise Florida
- BOARD shall submit an Annual Report for each calendar year beginning November 2017, detailing the results of the BOARD'S efforts on behalf of the COUNTY. This report will be utilized by the COUNTY to comply with the requirements of F.S. 125.045 liaison services with Enterprise Florida, to conduct market briefings to educate on PBC business assets, and participate in regional marketing initiatives with other economic development boards
- Assist the DHES with coordination for incentives when local match is required by the County with the State Department of Economic Opportunity. (DEO) For any projects seeking incentives or assistance from the County including any County department, coordination through the DHES is required.

Task 5B: Marketing Partnership with Enterprise Florida

BOARD shall participate in a marketing partnership program called "Team Florida" created by Enterprise Florida to allow for greater outreach to business decision makers and influencers (site selectors/others) in key markets through an integrated television, print, digital and social media campaign to compete for their business locations/expansion.

Task 5B: Reporting Deliverables

BOARD shall invest in a \$25,000 marketing partnership with "Team Florida" and participate in the regularly scheduled discussions to help design the message for how Florida is marketed as a business state.

TASK 6: JOB CREATION

BOARD shall create 1,600 new/retained jobs in Palm Beach County.

Task 6A: Reporting Deliverables

BOARD shall provide a monthly report of job creation to include:

1. Number of jobs created
2. Cluster in which jobs are created
3. Company associated with job creation
4. Type of assistance provided

TASK 7: PRIVATE FUNDING

In addition to funds received from the county, BOARD shall raise private funds in the amount of \$1,431,470 to financially support the delivery of economic development programs.

Task 7: Reporting Deliverables

BOARD shall report the amount of private funds raised on a monthly basis.

TASK 8: PUBLIC ECONOMIC DEVELOPMENT PRESENTATIONS

BOARD shall accept invitations to speak at city, county and state forums where there is an opportunity to promote economic development activities in Palm Beach County or to inform a key stakeholder group on the types of companies looking to relocate or expand. DHES will be advised of such meetings in order to attend and/or assess whether they will jointly represent the COUNTY at such forums.

Task 8: Reporting Deliverables

BOARD shall participate in twenty (20) forums throughout the year whereby it is serving as the keynote speaker or as part of a panel to promote economic development in Palm Beach County.

TASK 9: DOMESTIC AND INTERNATIONAL MISSIONS

BOARD shall participate in domestic/international outreach missions with Enterprise Florida as well as trade shows to gain visibility with key targeted industry clusters as well as site selection consultants.

Task 9: Reporting Deliverables

BOARD will participate in ten (10) domestic/international outreach missions, trade shows and site selection consultant gatherings aimed at promoting the economy of Palm Beach County to companies that could have an interest in relocating to the area.

TASK 10: ECONOMIC DEVELOPMENT IN THE GLADES

BOARD shall continue to provide a dedicated full-time BDB staff member to the Glades for the purpose of recruitment, retention and expansion of companies to the Glades Region of Palm Beach County. DHES should be invited to all prospect meetings for businesses interested in expanding or relocating to the Glades region.

Additionally, the BOARD shall meet with the municipalities in the Glades Region to determine their industry needs and recruit to the current needs. Industries / business types desired in the Glades Region include but are not limited to the following:

- Agricultural related businesses
- Tourism related businesses
- Marina related businesses
- Medical related businesses
- Sports related businesses
- Hotels and restaurants

Task 10: Reporting Deliverables

BOARD shall report monthly on all prospect activity, creation and retention of jobs, programs and marketing materials created to enhance the competitiveness of the Glades Region.

TASK 11: ANNUAL ENTREPRENEUR EVENT

BOARD shall organize one Annual Entrepreneur event designed to bring small businesses and entrepreneurs together and connect them to countywide resources available.

Task 11: Reporting Deliverables

BOARD shall organize and produce one (1) Annual Entrepreneur Event.

TASK 12: LIFE SCIENCE INDUSTRY ACTION PLAN

BOARD shall execute elements of the Palm Beach County Life Science Industry Action Plan that arose out of the 2016 Palm Beach County Industry Study. Such elements shall include four (4) meetings of the Life Science Advisory Council, and two (2) additional meetings or events that involve the larger community of Palm Beach County life science stakeholders.

Task 12: Reporting Deliverables

BOARD shall provide updates on the direction provided by the Life Science Advisory Council, and report on the activity that is carried out to accomplish the actions steps in the plan.

TASK 13: ACADEMIC LEADERS COUNCIL

BOARD shall coordinate two (2) meetings of the Academic Leaders Council in addition in order to connect the public/private universities and school district to private companies creating jobs. The Council shall have representation from DHES in attendance at the meetings.

Task 13: Reporting Deliverables

BOARD shall provide overviews of meetings held as well as connections facilitated by the BDB.