



Economic Development Cross-Departmental Team

Strategic Planning & Performance Management
November 2022

Moving from Outstanding to Excellent!



Economic Development Cross-Departmental Team Members



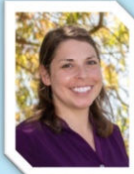
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Palm Beach County Profile

- Population: 1,497,987
- Median single-family home sales price: \$620,000
 - Costs almost 7 times median income
- Median Household Income: \$90,300
- Unemployment rate: 2.6%*
- 34,449 job openings vs. 20,428 unemployed*
- Poverty Rate: 12.0%

* Data reflected as of September 2022



Palm Beach County Profile

Top 5 Industries by Employment Growth

Data represents the number of people employed + increase year over year (2021-2022)

1. Leisure/Hospitality	+11,100 jobs	92,100
2. Education/Health Services	+7,100 jobs	109,700
3. Trade/Transportation/Utilities	+4,500 jobs	121,300
4. Other Services	+4,500 jobs	35,000
5. Manufacturing	+1,100 jobs	21,500



Number of Small Businesses (25 or less employees) = **61,557** businesses in PBC or **93.5%**



Strategic Priority

Economic Development

"To promote economic revitalization by driving the creation of employment opportunities while reducing disparities and improving quality of life for everyone."

Economic Development Goals:

1. A stable, diversified, and resilient economic base that maximizes jobs for County residents and capitalizes on emerging industries.
2. Growing the Tourism and Hospitality Industry by driving room nights and their associated economic impact.
3. Promote Entrepreneurial Opportunities.
4. Revitalize Communities to Support Economic Development.
5. Support and Promote a Viable and Diverse Agricultural Industry.
6. Enhance and Expand Opportunities for Paid and Unpaid Student and Apprentice Programs.





Goal 1: A Stable, Diversified, and Resilient Economic Base That Maximizes Jobs for County Residents and Capitalizes on Emerging Industries

Housing and Economic Development

From 2017 – 2021:

- Every **\$1** of county investment was leveraged by **\$11.44** in private investment, resulting in creation/retention of **14,262 jobs** and **\$820M** of Economic Impact.
 - This includes programs managed directly by the Housing and Economic Development Department (HED) and also with HED's contract partners.
- Businesses increased by **9,745** to **65,811**, an increase of **17.4%**.

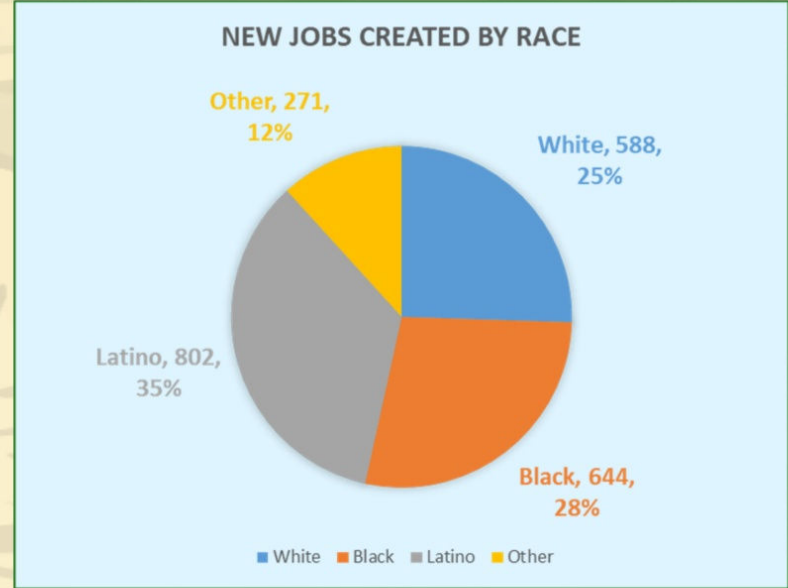
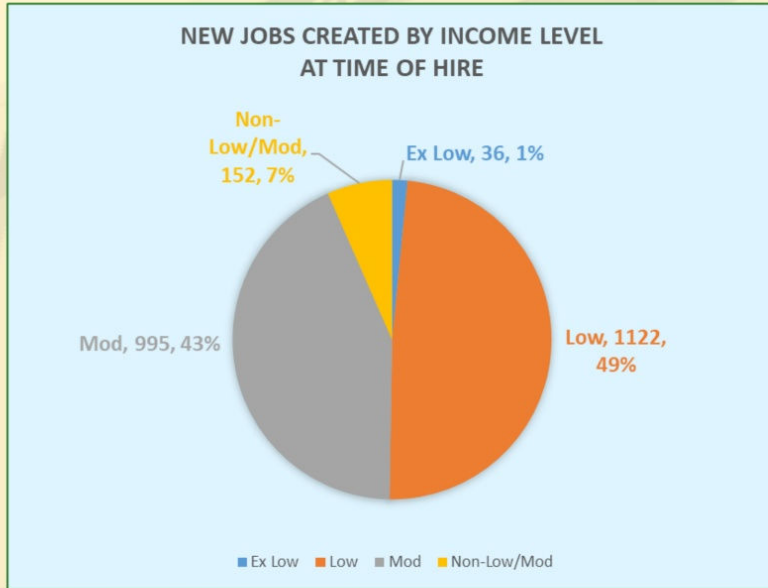


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Goal 1: A Stable, Diversified, and Resilient Economic Base That Maximizes Jobs for County Residents and Capitalizes on Emerging Industries

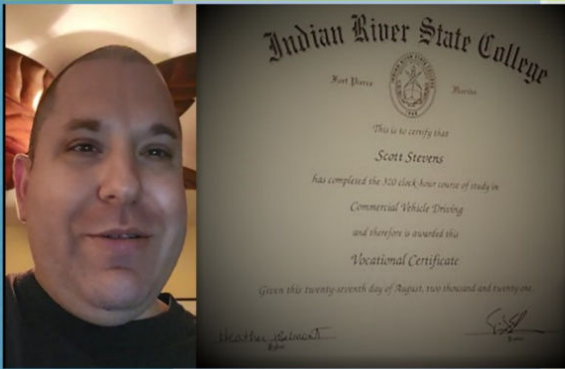
HUD Section 108 Loan Program-2,305 New Jobs





Economic Development Return on Investment (ROI)

Community Services Department Family Self-Sufficiency Program (FSSP)



Scott Stevens completed CDL training and obtained employment at \$32.50/hr, through the FSSP program, hosted by the Community Services Department.

ROI 2022: 62%



Average \$ Spent on 1 Family:
\$4,131.00/year

Total Amount Invested:
\$619,000!!!

Total Clients Served:
247

Vocational Training Categories



Average Change in Income



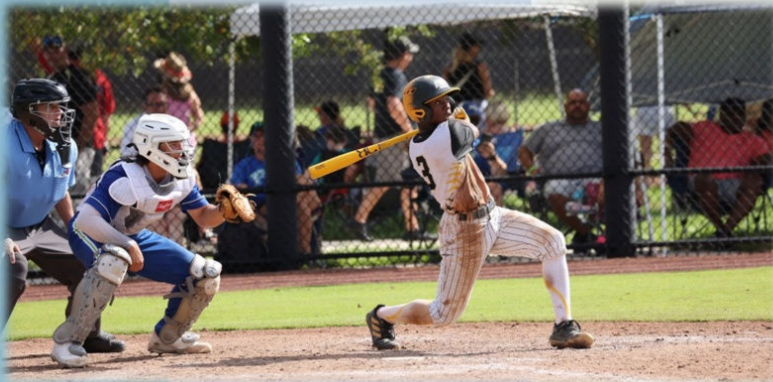
Average Income at enrollment of FSSP; Average Income at completion of FSSP



Goal 2: Growing the Tourism & Hospitality Industry by Driving Room Nights & Their Associated Economic Impact

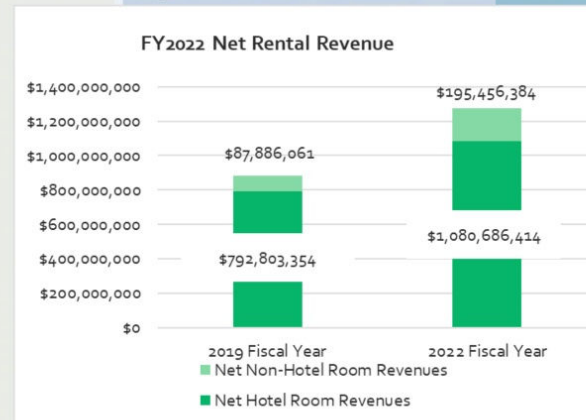
Tourist Development Council

Fiscal Year 2022 Results



The Leisure & Travel Industry has shown a strong recovery with record Bed Tax Collections for September through May as the Palm Beaches “Open Spaces and Quiet Places” welcomes both Drive Market and Air Travelers.

Business Travel, Groups, and Meetings continue to gain momentum as they are set to outpace our Record 2019 levels of activity.



FYTD 2022 Hotel Net Sales increased 36% over 2019, Non-Hotel Sales 122% higher than FYTD 2019

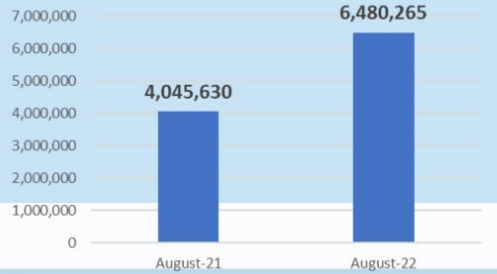


Goal 2: Growing the Tourism & Hospitality Industry by Driving Room Nights & Their Associated Economic Impact

History of Bed Tax Collections



PBI Passengers 12-Month Rolling Total



August 2022 Passengers Through PBI is up 60% over Previous 12 Month Rolling Actuals

Leisure & Hospitality Jobs



August 2022 at 92,300 up 13% over Last Year; F&B at 62,200 increased 14%; Arts & Entertainment at 19,900 up 11%; Hotels at 10,200 up 13%





Economic Development Return on Investment

Airports

\$5.64B
annually

Economic Impact of Palm Beach International Airport (PBI)
Florida Department of Transportation (FDOT)

**5th
Best**

- Airport in Conde Nast Travelers 2022 Readers' Choice Awards
- Domestic Airport in Travel & Leisure Magazine's 2022 World's Best Awards.

\$30-40K
(2017)

Local Economic Impact Per Operation (Commercial & General Aviation)

\$4.48

Cost per Enplaned Passenger (CPE)
FY23

PBI has one of the lowest CPE values compared to other South Florida & U.S. airports

Investment in air service development, marketing, infrastructure development and improvements makes PBI a premier aviation facility, while keeping costs low for airlines and customers.



Getting the Word Out About PBI

Expedia Ad Campaigns

Social Media Ads

#FLYLOCAL



Getting the Word Out About PBI: Partnerships

Palm Beach
School for
Autism, Avelo &
TSA



Discover The
Palm Beaches



Cultural Council



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Goal 3: Promote Entrepreneurial Opportunities

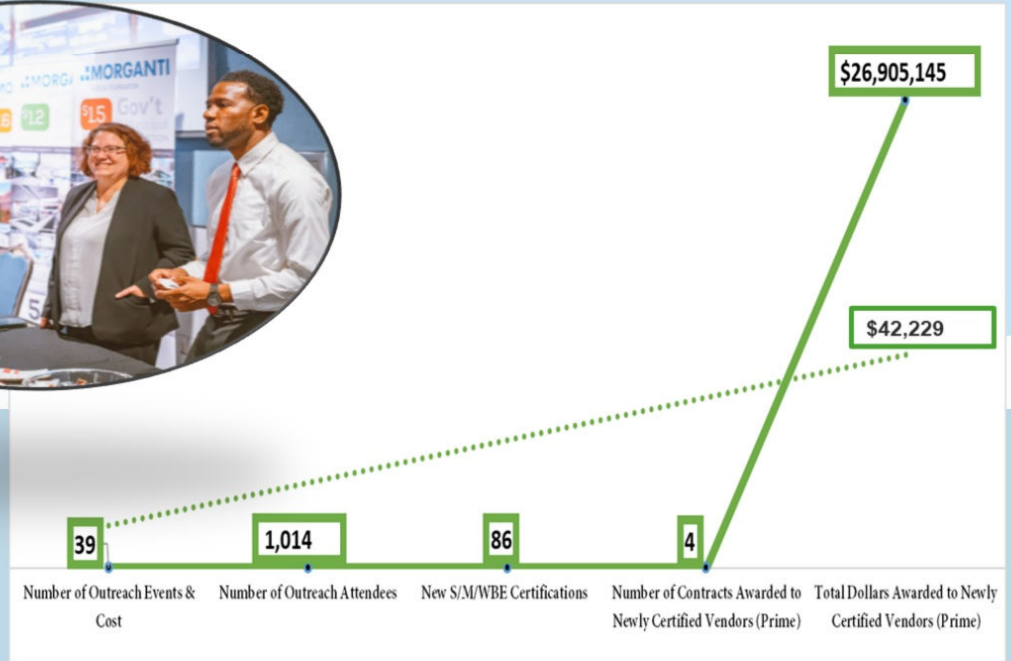
In order to determine our true ROI, the Office of Equal Business Opportunity (OEBO) takes into consideration the following factors:

- Initial Investment
- Number of outreach events held
- Number of participants in attendance
- Number of vendor registrations and applications for certification processed as a result of the outreach event
- Number of contracts awarded
- Dollars awarded to S/M/WBE Primes

OEBO's focus is on certified vendors and their journey through the procurement process and continued business with Palm Beach County.



Economic Development Return on Investment

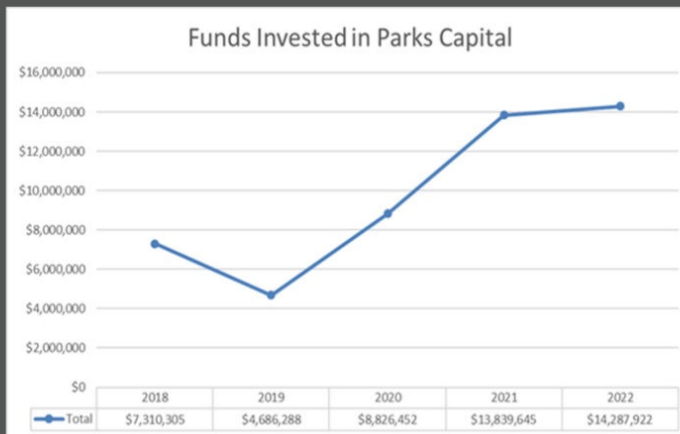




Goal 4: Revitalize Communities to Support Economic Development

Parks and Recreation and Office of Community Revitalization

- Metrics**
- Number of Countywide Community Revitalization Team (CCRT) areas with a park within ¼ mile
 - Funds Invested in Parks Capital Projects
 - Number of improvement projects completed in CCRT areas
 - Number of Neighborhood Revitalization Grants Awarded through the NEAT Grants Program



Funds Invested in Neighborhood Improvements in CCRT Areas From 2018 – 2022

- Invested **\$887,000** in the installation and 20-years operation and maintenance of **155** streetlights in the Homes at Lawrence, Limestone Creek, San Castle and Watergate Estates CCRT areas.
- Invested over **\$150,000** in the installation of **38** speed humps in the Plantation, San Castle and Cannongate-Southwoods CCRT areas.
- Invested **\$1,453,000** in the construction of neighborhood park improvements in the Belvedere Estates, Cabana Colony, Canal Point, Kenwood Estates, Lake Worth West, Limestone Creek, and the San Castle CCRT areas.
- Awarded **\$646,500** in NEAT grant funding for the completion of **79** neighborhood improvement projects in various CCRT areas.



Economic Development Return on Investment

Canyon District Park: Phase 1



A 36-acre park featuring three lighted multipurpose athletic fields, a fitness trail, group picnic shelters, restroom and concession building, maintenance facility and parking for 251 vehicles. Cost \$11M

\$6.3 MILLION

IN INCREMENTAL PROPERTY VALUES

\$39,688

IN ENVIRONMENTAL SAVINGS

\$108,663

IN INCREMENTAL TAX REVENUE

206 JOBS

IN RELATED EMPLOYMENT

\$154.1 MILLION

IN ANNUAL HEALTH CARE COST SAVINGS

1,000 YOUTH

IN OUT-OF-SCHOOL PROGRAMMING



Economic Development Return on Investment

Glades Pioneer Park OBC/CDBG Improvements Phase II



The Orange Bowl Committee selected Glades Pioneer Park as a recipient of a \$1.5 million matching grant in 2018. Phase 1, which was completed in December, 2019 consisted of the construction of a synthetic turf athletic field. Phase II, which was completed in August, 2022 involved the construction of a neighborhood center/restroom building.

\$24,750

IN INCREMENTAL PROPERTY VALUES

\$49,000

IN ENVIRONMENTAL SAVINGS

\$430

IN INCREMENTAL TAX REVENUE

206 JOBS

IN RELATED EMPLOYMENT

\$29.5 MILLION

IN ANNUAL HEALTH CARE COST SAVINGS

2,500 YOUTH

IN OUT-OF-SCHOOL PROGRAMMING

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Economic Development Return on Investment

Neighborhood Engagement & Transformation (NEAT) Grants Program



- BCC Investment \$150,000
- Total Project Cost \$300,000
- Return On Investment

Over 5,000 Residents benefitted from NEAT projects



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Goal 5: Support and Promote a Viable and Diverse Agricultural Industry

Cooperative Extension Office

Research studies indicate that for every \$1.00 spent on EFNEP programming, \$10.64 can potentially be saved on health care costs, and \$2.48 can be saved on food expenditures. Given the FY22 EFNEP budget was \$484,030, the ROI calculation for FY22 is:



\$5.2 million saved on health care costs.

$$(\$10.64 \times \$484,030 = \$5,150,079)$$

\$1.2 million saved on food expenditures.

$$(\$2.48 \times \$484,030 = \$1,200,394)$$





Goal 6: Enhance & Expand Opportunities for Paid and Unpaid Student and Apprenticeship Programs to Meet Local Needs

Metrics:

- 488 student positions budgeted
- 282 student positions currently filled 22% categorized as professional, paraprofessional & technician
- 78% categorized in service maintenance & clerical
- 17 Apprenticeship positions budgeted
- 9 Apprenticeship positions currently filled include Utility Plant Operators, Building Inspectors & Examiners (WUD, PZB)

Environmental Resources Management Interns



Parks & Recreation Intern



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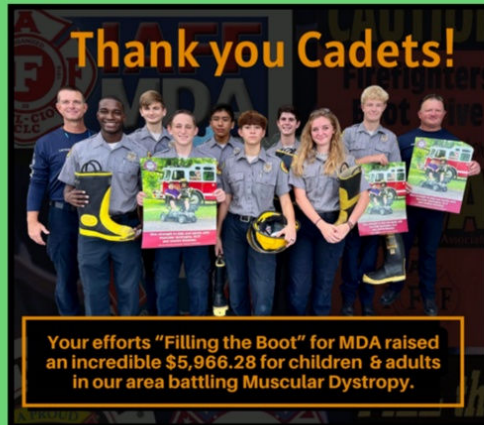


Goal 6: Enhance & Expand Opportunities for Paid and Unpaid Student and Apprenticeship Programs to Meet Local Needs

Fire Rescue

Ways The Cadets Help The Community

- Volunteer at various charitable functions
- Participate in ride time with current professional firefighters
- Participate in competitions
- Attend weekly training meetings
- Make lifelong friends and go on group outings



Cadet Stats

- Average of 150 teens at any given time
- 50 – 60 new teens join each year
- Since 2016 - 42 cadets were hired by PBCFR





Goal 6: Enhance & Expand Opportunities for Paid and Unpaid Student and Apprenticeship Programs to Meet Local Needs

Palm Beach Lakes Fire Academy's First Graduating Class

In 2018, Palm Beach Lakes Community High School accepted their first class of ninth graders into their new Fire Academy program.

- First graduating class in May 2022
- Partnerships with Palm Beach State College
- School District of PBC
- Education Foundation of PBC
- JP Morgan Chase & Co.
- PBC Fire Rescue
- Riviera Beach Fire Rescue
- West Palm Beach Fire Rescue

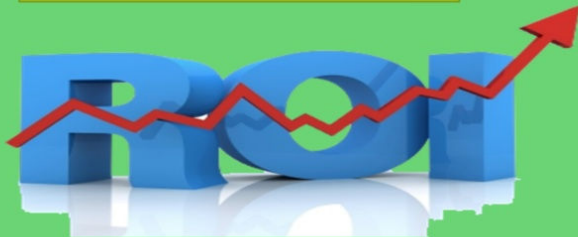




Goal 6: Enhance & Expand Opportunities for Paid and Unpaid Student and Apprentices Programs to Meet Local Needs

Sound Bites from Youth Services Department Students and Interns

Key skills developed & how students benefited



Youth Services Students and Interns (2022)

4 Predoctoral Interns

2 Postdoctoral Fellows

1 Doctoral Practicum Trainee

3 Student Interns

4 Summer Camp Student Clerical

171 Summer Youth Interns and jobs through funded community based agencies



Next Steps

- Continue to develop and refine strategies to address the County's goals for Economic Development based on the changing climate.
- Continue to evaluate metric outcomes to determine effectiveness of strategies.
- Modify strategies to address negative outcomes.
- Explore methods to quantify ROI for County programs and expenditures.



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