



CITY OF FORT LAUDERDALE

DRAFT

**ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)
MEETING MINUTES
CITY OF FORT LAUDERDALE
100 NORTH ANDREWS AVENUE
8TH FLOOR CONFERENCE ROOM
WEDNESDAY, APRIL 11, 2018 – 3:45 P.M.**

January-December

<u>Board Member</u>	<u>Attendance</u>	<u>Present</u>	<u>Absent</u>
Jason Crush, Chair	P	2	1
Cary Goldberg, Vice Chair	A	1	2
Steven Buckingham	P	2	1
Keith Costello	A	1	2
Christopher “Kit” Denison	A	0	3
Mick Erlandson	P	3	0
PJ Espinal (arr. 3:55)	P	1	2
Lonnie Maier	P	2	1
David Neal	A	1	2
Dustin Robinson	P	2	1
Jordan Yates	P	3	0

Staff

Michael Chen, City Liaison, Economic & Business Development Manager
Alfred Battle, Deputy Director, Department of Sustainable Development
Lutecia Florencio, Economic Development Program Aide
Steve Glassman, Fort Lauderdale City Commissioner
Michael Mitchel, Recording Secretary, Prototype, Inc.

Communications to the City Commission

None.

I. Call to Order & Determination of Quorum

The meeting was called to order at 3:48 p.m. It was noted a quorum was present.

II. Approval of February 14, 2018 & March 14, 2018 Meeting Minutes

Motion made by Mr. Maier, seconded by Mr. Buckingham, to approve. In a voice vote, the **motion** passed unanimously.

III. Staff Updates

IV. Presentations

A. Mike Chen – ECI Budget Review and Discussion

Mr. Chen referred the members to their information packets, pointing out that he has included a list of meetings held between the City and various businesses in the past month. The City has met with a wide variety of companies that have expressed interest in Fort Lauderdale. Two of these are QTI projects, one of which has gone before the Greater Fort Lauderdale Alliance.

Mr. Chen pointed out that the EDAB sets the foundation for everything he has discussed within the fiscal year (FY) 2019 budget. The Mayor and City Commission have requested a joint meeting to discuss the economic development priorities submitted by the Board. He characterized the pipeline priority as establishing ECI as the primary business resource for the City, including serving as the point of contact for businesses, continuing the development of functional relationships with partner agencies, and elevating the City's recognition as a business hub.

Mr. Chen reviewed the City's budget process, explaining that it is partly based on historical expenses. Other contributions consist of three obligations, which include the Museum of Discovery and Science, the Performing Arts Center, and the City's portion of QTI. He advised that when he began working in Economic and Business Development, its budget was \$683,000, based on a substantial obligation anticipated for QTI; however, roughly 30% of QTI projects listed on the budget spreadsheet were discontinued, and additional funds were released from the budget. The obligation to the Performing Arts Center is set to expire during the next budget year.

Mr. Chen stated that for any line item in the budget that is increased by more than \$1000, a budget modification must be created, including a detailed explanation and performance measures to be accomplished. All budget modifications for a division must go before the director of that Department, who sets the priority for these modifications. The ECI budget modification request has been ranked #3 in priority for the Department of Sustainable Development and will include a \$152,000 increase.

At the end of 2017, the EDAB and City Commission came to a mutual agreement regarding the priorities proposed by the Board. Mr. Chen is seeking funds for an additional individual to help manage the acceleration in economic activities, such as 24 Business Engagement Assistance and Mentorships (BEAMs) classes per year. At present, Mr. Chen is the only member of Staff authorized to manage this program. The Department needs another individual who can assist with this process and other high-profile economic development activities.

Another modification addresses professional development and training. Staff reaches out through seminars, conferences, Chamber of Commerce meetings, and other public aspects of business life. Mr. Chen explained that this requires all Staff members to be

up-to-date on economic development and related issues. This will require some fundamental training for Staff, including changes in contemporary business vocabulary and programs.

The third segment of the modification uses software which was used to construct the City's economic development web page. Mr. Chen explained that this program is sold in terms of specific tools, which would constitute a \$10,000/year package for Fort Lauderdale. The company builds the page on the City's website, populates its content, and offers a standardized data package for participating cities that identifies industry clusters and prospective competition. The company maintains this data on the page, using United States Census and Bureau of Labor statistics and updating them on a regular basis. Information is provided on the web page in a clear and simple format, using infographics, data tables, and other tools.

Mr. Chen continued that another modification to the budget is a request to attend more conferences with an appropriate level of support. He cited the example of the Florida International Trade and Cultural Expo (FITCE), which is an initiative dedicated to raising the profile of Broward County as an international business hub. Fort Lauderdale did not participate in this event in 2017 because it was not budgeted.

Mr. Chen emphasized the role of other economic development-based organizations, including the Greater Fort Lauderdale Alliance and Greater Fort Lauderdale Chamber of Commerce; however, he pointed out that the City Commission may not be fully aware of what these organizations accomplish individually or collectively with the City. He also advised that they may not show up readily under internet searches by prospective site selectors. The budget modification would allow the City to participate in more events that are specifically relevant to economic development, and to do so at a level appropriate for the stature of Fort Lauderdale.

When a budget modification request is submitted, it must include benchmarks to measure performance. Mr. Chen stated that he has met with the City's performance analysis group to develop these benchmarks. He added that for the past two years, he has served as the initial point of contact for at least two of the QTI secured by the City each year. Over this time the City has brought in approximately eight to ten QTI projects, which has been recognized as more than any other city in the state of Florida.

Mr. Chen advised that for the current year, the QTI budget is non-discretionary. As this outreach becomes more successful, it will build the next year's budget. QTI contracts in the current year are generating obligations, including job creation, for future years. He felt these measurements should be included in the benchmarks, as to do otherwise would deny the City's role in this economic impact. Other measurements take into account the performance of the BEAMs program and the quality and number of collaborative partners, such as the Small Business Administration and the Small Business Development Center. The Greater Fort Lauderdale Chamber of Commerce

will serve as the host venue for all BEAMs classes. Total costs for individuals who complete the BEAMs classes come to approximately \$30.

Fort Lauderdale City Commissioner Steve Glassman briefly addressed the meeting and introduced Commission District 2 Assistant Pratima Raju.

Mr. Chen advised that he has invited the Mayor and Commissioners to drop in on BEAMs classes. The invitation extends to Board members as well.

The FY 2019 budget is currently in process and must be submitted to the City Commission by July 1, 2018. The full City budget must be formally adopted by September 30, 2018. The Economic Development Department will receive indicators throughout the process regarding whether or not their budget modification has been approved.

Mr. Chen also emphasized the involvement between the City's Community Redevelopment Agencies (CRAs), which have little impact on the budget but provide advantages in bringing prospective businesses to the City.

Mr. Erlandson asked how BEAMs classes are attended. Mr. Chen replied that the first series of classes was attended by representatives of 57 companies, some of whom attended more than one class. There were 26 graduates who completed the required classes in their programs. The spring 2018 series has served representatives of 20 companies through four classes. Exit surveys of the program have shown very favorable results for most classes. The intent of BEAMs is to ensure individuals with good business ideas understand how they can be more successful at their businesses.

Mr. Robinson asked if there are classes that address how contractors can do business with the City. Mr. Chen explained that when the City hires contractors, it specifies standards for materials and other considerations that must be met. He recommended reaching out to the Public Works Department to learn how standards will be expressed in a request for proposal (RFP). Chair Crush emphasized the importance of reaching out to the City's Procurement Department for additional information.

Mr. Buckingham asked how the current budget request compares to similar requests by other Florida cities. Mr. Chen replied that instead of comparing budgets, he structured the request in terms of the priorities and objectives put forth by the Board, identifying types of activities, materials, and other efforts that would move the City toward achieving these objectives. He also focused on how to more effectively identify Fort Lauderdale as an available business resource.

Chair Crush suggested that comparison with other cities can be part of the upcoming discussion between the Board and the City Commission. Mr. Buckingham explained that it is important to determine if other cities of similar size are significantly outspending Fort Lauderdale with regard to economic development. Ms. Maier agreed, noting the portion

of the budget that is earmarked for the Performing Arts Center, the Museum of Discovery and Science, or other organizations the City provides with local matching funds. Mr. Chen noted that these line items should be more appropriately titled to reflect that they represent commitments to other organizations.

Mr. Buckingham recalled that at a previous meeting, he had volunteered to look at the economic development branding and messaging employed by other cities, and was prepared to share this information at a future meeting. It was decided that this would be included on the next meeting Agenda.

V. Old Business

None.

VI. New Business

A. Joint Meeting Request – Mayor Trantalis and City Commission / Economic Development Advisory Board Members

Mr. Chen concluded that no date has been set thus far for the joint meeting between the Commission and the Board.

There being no further business to come before the Board at this time, the meeting was adjourned at 4:55 p.m.

Any written public comments made 48 hours prior to the meeting regarding items discussed during the proceedings have been attached hereto.

[Minutes prepared by K. McGuire, Prototype, Inc.]

**Economic Development Advisory Board
FY 2018 (YTD) Building Permit Activity**

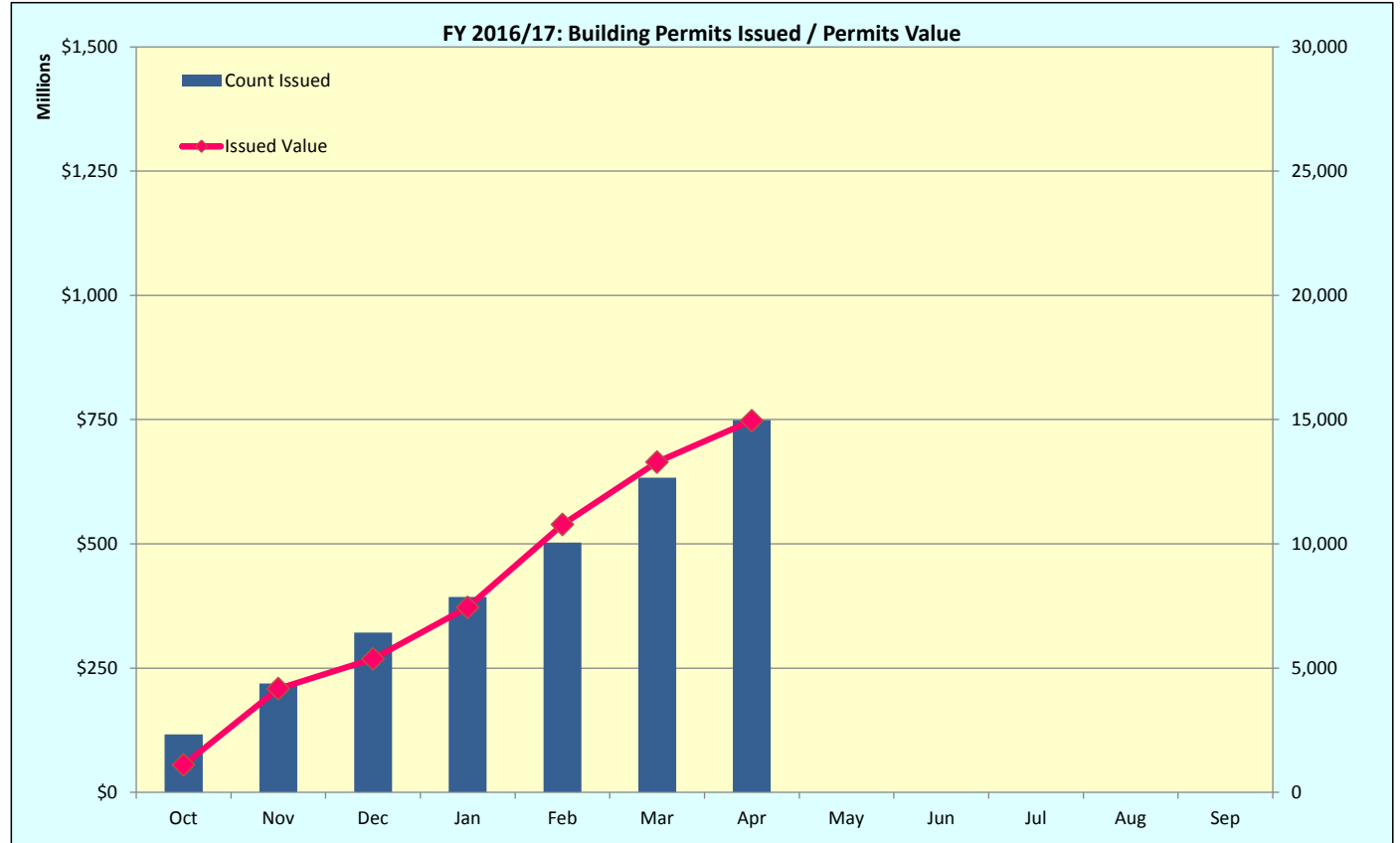
Month	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Year-To-Date
Count Issued	2,335	2,050	2,043	1,436	2,187	2,610	2,324						14,985
Value	\$55,661,618	\$152,958,665	\$59,740,113	\$104,002,784	\$166,456,881	\$125,893,691	\$83,165,944						\$747,879,696
Cumulative													
Count Issued	2,335	4,385	6,428	7,864	10,051	12,661	14,985						
Value	\$55,661,618	\$208,620,283	\$268,360,396	\$372,363,180	\$538,820,061	\$664,713,752	\$747,879,696						

NOTE: The data that comprise the totals in this summary is constantly being updated. Therefore, these total do not necessarily match the total from the monthly data.

FY 2018 YTD Permits Issued by Trade		
Trade	Issued	Value
Building	6,793	\$408,192,227
Electrical	3,257	\$47,199,720
Engineering	583	\$2,713,415
Flood	10	\$364,992
Landscaping	326	\$1,988,706
Mechanical	1,816	\$29,119,225
Plumbing	2,770	\$41,900,930
Permit by Affidavit	7	\$141,643,343
Grand Total	15562	\$673,122,558

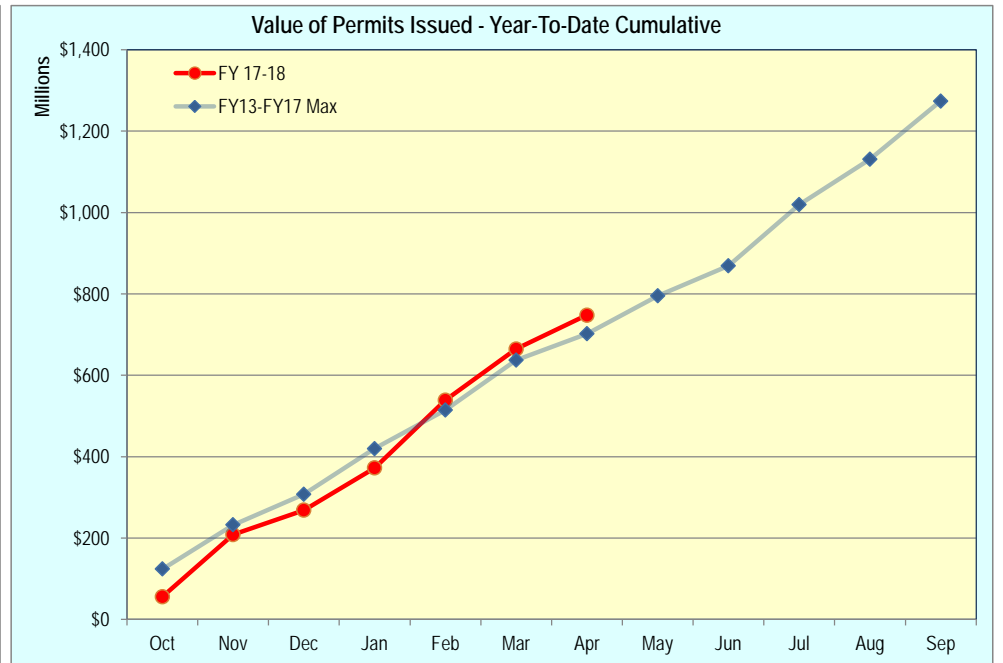
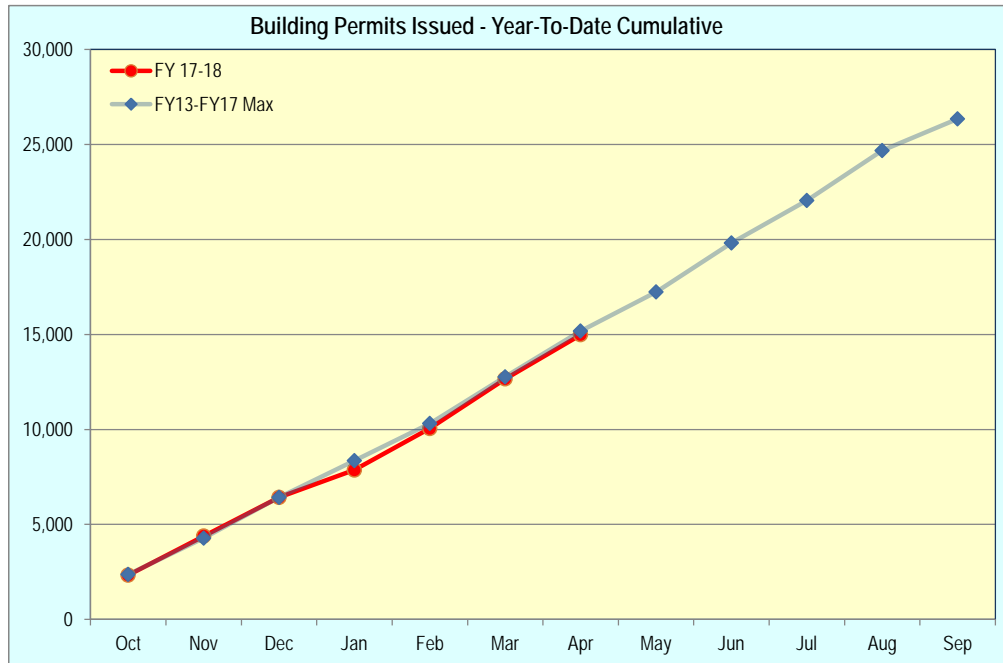
Peak Building Permit Activity: FY05/06
 Applications: 35,681
 Permits Issued: 31,870
 Permit Value: \$1,446,456,647

NOTE: Hurricane Wilma hit in Oct of 2005. This caused an abnormally high volume of permit applications and permits issued.



**Economic Development Advisory Board
Building Permit Activity - Year To Year Comparison**

Monthly	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	YTD
Permits FY 17-18	2,335	2,050	2,043	1,436	2,187	2,610	2,324	-	-	-	-	-	14,985
Permits FY 16-17	2,029	2,050	2,198	1,933	1,831	2,554	2,074	2,567	2,572	2,244	2,622	1,485	26,159
Permits FY 15-16	2,364	1,913	2,144	1,934	1,895	2,011	2,152	1,979	2,411	2,166	2,684	2,151	25,804
Permits FY 14-15	2,320	1,720	2,165	1,928	2,182	2,454	2,404	1,969	2,359	2,352	2,282	2,207	26,342
Permits FY 13-14	2,158	1,671	1,693	1,886	1,783	2,042	2,078	2,065	2,028	2,222	1,912	2,043	23,581
Permits FY 12-13	2,002	1,736	1,538	1,703	1,835	1,806	2,025	2,176	2,037	2,170	2,106	1,961	23,095
Value FY 17-18	\$55,661,618	\$152,958,665	\$59,740,113	\$104,002,784	\$166,456,881	\$125,893,691	\$83,165,944	\$0	\$0	\$0	\$0	\$0	\$747,879,696
Value FY 16-17	\$123,921,353	\$108,563,274	\$75,270,124	\$112,116,500	\$94,746,424	\$122,726,209	\$64,674,735	\$93,242,310	\$74,129,480	\$150,244,475	\$111,698,782	\$142,682,256	\$1,274,015,922
Value FY 15-16	\$67,511,481	\$41,287,431	\$55,726,954	\$51,741,512	\$117,489,505	\$63,955,076	\$60,652,318	\$108,422,328	\$98,494,053	\$95,107,284	\$52,612,981	\$56,908,667	\$869,909,590
Value FY 14-15	\$62,631,335	\$44,325,918	\$66,895,725	\$37,769,253	\$134,708,176	\$53,122,983	\$40,303,422	\$88,610,251	\$104,410,391	\$85,687,521	\$43,890,285	\$58,245,665	\$820,600,925
Value FY 13-14	\$49,569,089	\$57,617,057	\$49,464,796	\$38,609,216	\$80,585,113	\$50,258,813	\$67,893,253	\$69,968,615	\$41,056,018	\$101,347,490	\$77,109,091	\$54,555,381	\$738,033,932
Value FY 12-13	\$64,105,571	\$24,927,111	\$28,391,730	\$33,464,148	\$62,461,815	\$80,183,245	\$103,897,484	\$46,738,678	\$33,723,657	\$76,368,660	\$58,425,186	\$43,935,429	\$656,622,714
Y-T-D Cumulative	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
Permits FY 17-18	2,335	4,385	6,428	7,864	10,051	12,661	14,985						
Permits FY 16-17	2,029	4,079	6,277	8,210	10,041	12,595	14,669	17,236	19,808	22,052	24,674	26,159	
Permits FY 15-16	2,364	4,277	6,421	8,355	10,250	12,261	14,413	16,392	18,803	20,969	23,653	25,804	
Permits FY 14-15	2,320	4,040	6,205	8,133	10,315	12,769	15,173	17,142	19,501	21,853	24,135	26,342	
Permits FY 13-14	2,158	3,829	5,522	7,408	9,191	11,233	13,311	15,376	17,404	19,626	21,538	23,581	
Permits FY 12-13	2,002	3,738	5,276	6,979	8,814	10,620	12,645	14,821	16,858	19,028	21,134	23,095	
FY13-FY17 Max	2,364	4,277	6,421	8,355	10,315	12,769	15,173	17,236	19,808	22,052	24,674	26,342	
Value FY 17-18	\$55,661,618	\$208,620,283	\$268,360,396	\$372,363,180	\$538,820,061	\$664,713,752	\$747,879,696						
Value FY 16-17	\$123,921,353	\$232,484,627	\$307,754,751	\$419,871,251	\$514,617,675	\$637,343,884	\$702,018,619	\$795,260,929	\$869,390,409	\$1,019,634,884	\$1,131,333,666	\$1,274,015,922	
Value FY 15-16	\$67,511,481	\$108,798,912	\$164,525,866	\$216,267,378	\$333,756,883	\$397,711,959	\$458,364,277	\$566,786,605	\$665,280,658	\$760,387,942	\$813,000,923	\$869,909,590	
Value FY 14-15	\$62,631,335	\$106,957,253	\$173,852,978	\$211,622,231	\$346,330,407	\$399,453,390	\$439,756,812	\$528,367,063	\$632,777,454	\$718,464,975	\$762,355,260	\$820,600,925	
Value FY 13-14	\$49,569,089	\$107,186,146	\$156,650,942	\$195,260,158	\$275,845,271	\$326,104,084	\$393,997,337	\$463,965,952	\$505,021,970	\$606,369,460	\$683,478,551	\$738,033,932	
Value FY 12-13	\$64,105,571	\$89,032,682	\$117,424,412	\$150,888,560	\$213,350,375	\$293,533,620	\$397,431,104	\$444,169,782	\$477,893,439	\$554,262,099	\$612,687,285	\$656,622,714	
FY13-FY17 Max	\$123,921,353	\$232,484,627	\$307,754,751	\$419,871,251	\$514,617,675	\$637,343,884	\$702,018,619	\$795,260,929	\$869,390,409	\$1,019,634,884	\$1,131,333,666	\$1,274,015,922	



NOTE: For the purpose of comparison, each value represented for FY13 through FY17 is the highest monthly value recorded for any given year during the period.