



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, MAY 9, 2018 – 3:45 P.M.**

January-December

<u>Board Member</u>	<u>Attendance</u>	<u>Present</u>	<u>Absent</u>
Jason Crush, Chair	P	3	1
Cary Goldberg, Vice Chair	P	2	2
Steven Buckingham	P	3	1
Keith Costello	P	2	2
Christopher “Kit” Denison	A	0	4
Mick Erlandson	P	4	0
PJ Espinal	A	1	3
Lonnie Maier	P	3	1
David Neal	A	1	3
Dustin Robinson	A	2	2
Jordan Yates	P	4	0

Staff

Michael Chen, City Liaison, Economic and Business Development Manager
Alfred Battle, Deputy Director, Department of Sustainable Development
Lutecia Florencio, Economic Development Program Aide
Jamie Opperlee, Recording Secretary, Prototype, Inc.

Communications to the City Commission

None.

I. Call to Order & Determination of Quorum

Chair Crush called the meeting to order at 3:52 p.m. It was noted a quorum was present.

II. Approval of April 11, 2018 Meeting Minutes

Motion made by Mr. Buckingham, seconded by Ms. Maier, to approve.

A correction was noted on p.1, Item II: amend to “Ms. Maier.”

In a voice vote, the **motion** passed unanimously [as amended].

Chair Crush advised that Mr. Chen has met with the newly elected Mayor to discuss the Economic Development Department, as well as the possibility of the Economic Development Advisory Board (EDAB) taking on a broader role in helping to encourage new economic interests in the City. The Chair also hopes to meet with the Mayor to seek further direction.

III. Staff Updates

Mr. Chen cautioned that according to City policy, advisory body members who miss three meetings are automatically terminated from that entity; however, policy also allows terminated members to request reinstatement.

Mr. Chen distributed a spreadsheet reflecting his recent economic development-related activities to the members. These activities include meeting with the Greater Fort Lauderdale Alliance to initiate an Economic and Community Investment (ECI) application for the consolidation and expansion of business in Fort Lauderdale. He estimated that there may be two other qualified target industry (QTI) applications addressed during his recent activity.

Ms. Maier requested additional information on Smart Cities. Mr. Chen explained that this concept involves use of evolving technologies to improve conditions and quality of life in a city environment. The Smart Cities Task Force identifies which City Departments are attempting to pursue initiatives that will result in infrastructure improvements so these Departments can collaborate. This is an internal initiative. Mr. Chen was not aware of whether or not these meetings are open to the general public.

Mr. Chen continued that there may be ways in which the Board can help to encourage new companies to come to Fort Lauderdale. He noted, however, that QTI companies are protected under privilege of confidentiality, and the City may not disclose this protected information. As there is more direction and support for economic development activity, the opportunities for the Board to act as a resource will increase.

Mr. Chen noted that the City is updating its Comprehensive Plan, which is done on a 10-year cycle. The current update will include a section on economic development, with specific information on the role this Department may play in the City's future. He has also participated in discussions regarding affordable housing, which may have an economic development aspect. Public meetings to discuss the Comprehensive Plan are ongoing. The update is expected to be complete by the year 2020.

Mr. Chen advised that the Comprehensive Plan can also be used as a tool to provide direction and a time frame for specific City accomplishments. Chair Crush suggested that a representative of the Department of Sustainable Development be invited to address the Board regarding the update process at an upcoming meeting.

Mr. Erlandson suggested that the Board members could serve as business ambassadors to companies that are considering relocation to Fort Lauderdale. Mr. Chen added that the Board may also be able to provide direction regarding conferences and industry meetings the City might attend in order to develop leads outside the specific site selection process.

Mr. Chen emphasized that all economic development activity must tie into the goals and priorities established as part of the economic development pipeline, and noted that the Greater Fort Lauderdale Alliance has done a good job addressing these goals. He advised, however, that he cannot bring a representative of another private business into City issues unless the company has specifically indicated that they want this inclusion. This is due in part to the confidentiality agreements referred to earlier, which act as shelter from the Florida Sunshine Law. Mr. Chen concluded that if he recognized an opportunity in which Board members could act as assets, he would try to facilitate this type of meeting.

IV. Presentations

- **EDAB Member presentations / discussions – opportunity to discuss EDAB Member ideas and research into programs and / or activities that might be considered for incorporation into Fort Lauderdale economic development efforts. Steve Buckingham and Jordan Yates have concepts / topics to initiate the discussion**

Mr. Buckingham recalled that the Board held a joint workshop with the City Commission in October 2017, at which they were asked to develop a set of priorities for economic development. The five approved priorities were as follows:

- Message and branding
- Expansion of Business Engagement Assistance and Mentorship (BEAMs) programs
- Incubator/accelerator/pipeline/entrepreneurship programs
- Involvement with Community Redevelopment Agencies (CRAs)
- Explore use of existing City resources to create pipelines for economic development

Mr. Buckingham explained that he has reviewed the branding of other cities for ECI purposes. He distributed a document including branding statements for other local municipalities, pointing out that many of these partner with external entities such as Chambers of Commerce to develop this branding; however, his focus was on branding and messaging for ECI. Not all municipalities have branding statements at the city level.

Mr. Buckingham suggested that the Board discuss possible branding slogans among themselves at subsequent meetings, or that they reach out to local partner organizations, such as the Greater Fort Lauderdale Alliance or the Chamber of Commerce, to request their help in branding on a *pro bono* basis. Mr. Chen advised that

while organizations may be interested in developing a brand, it was unlikely they would be willing to do so at no cost. He added that although there are no funds requested for branding in next year's budget, he would introduce this issue at upcoming meetings to emphasize the importance of branding in elevating the business profile of the City.

It was noted that one consistent theme associated with Fort Lauderdale has been "The Venice of America," and pointed out that the marine industry is a major economic driver within the City. The Board discussed the possibility of local businesses joining together to sponsor a reception at the annual Fort Lauderdale International Boat Show. Mr. Chen suggested that the City emphasize its economic activities in support of the marine industry, such as foreign trade zones, which include 19 marinas.

Mr. Yates addressed the pipeline initiative, stating that while it may be premature to adopt a technological approach due to capital needs, the City may be able to begin at a foundational level. He suggested that they begin by developing a business engagement pipeline with the City's channel partners, such as the Alliance and the Chamber, to develop a structural process for interacting with businesses. The pipeline priority would be establishing ECI as the primary business resource within the City and developing a functional relationship with partner agencies.

Mr. Yates continued that one goal could be having the City serve as a point of contact to engage businesses already located within Fort Lauderdale and make them aware of what the City can do for them through various programs. Mr. Chen stated that the Department's budget request includes funding that would place the City into environments that would allow ECI to initiate contact and establish a reputation for having business resources. He cautioned that it can take time to develop this connection.

Ms. Maier requested additional information on the Business First program. Mr. Costello recalled that the Greater Fort Lauderdale Chamber of Commerce reached out to various City businesses to determine if they were experiencing any issues. The businesses were not required to be Chamber members.

Mr. Goldberg asked how many businesses that reach out to the Department first visit the economic development section of the City's website. He suggested that the Board and its members be listed as a resource on the economic development page. Mr. Chen agreed that the City could advertise that it works closely with the EDAB, which represents a diverse cross-section of the City's businesses.

Mr. Yates concluded that his intent was to make it known that the City has a process to deliver solutions such as new business engagement, available resources, and marketing strategies. Mr. Goldberg spoke in favor of emphasizing the importance of the marine industry in Fort Lauderdale, which is one of the major economic drivers in the City.

V. Old Business

None.

VI. New Business

None.

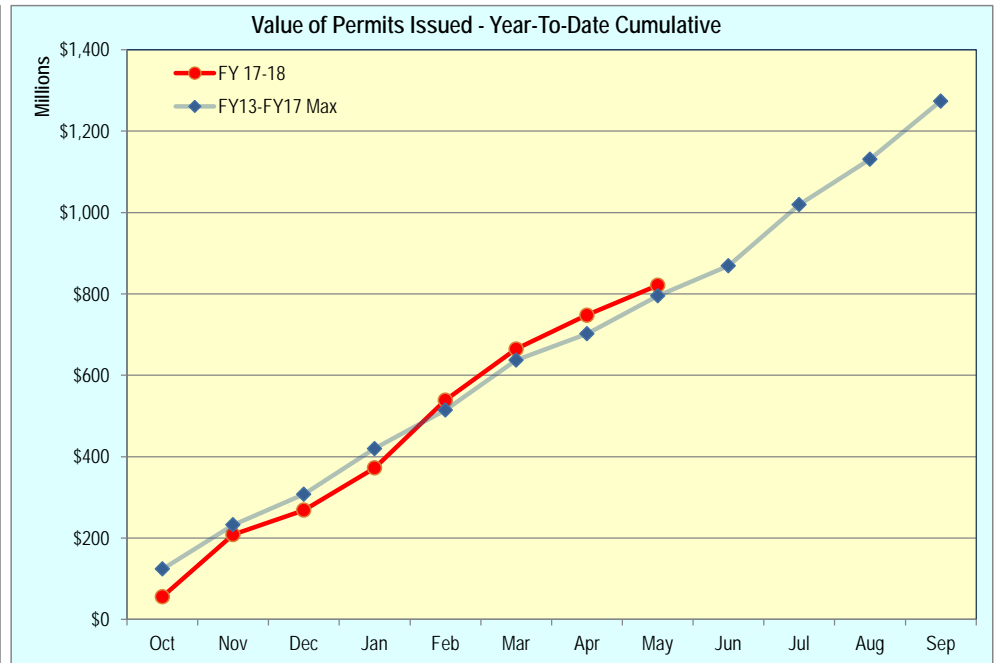
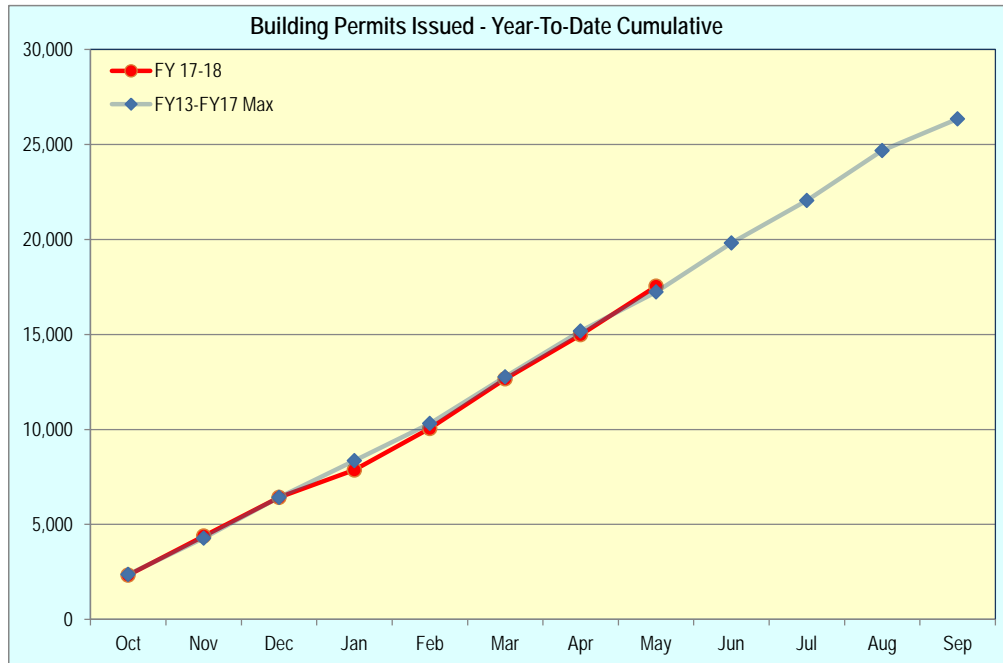
There being no further business to come before the Board at this time, the meeting was adjourned at 5:01 p.m.

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
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	2,550	-	-	-	-	17,535
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	\$73,267,651	\$0	\$0	\$0	\$0	\$821,147,347
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	17,535					
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	\$821,147,347					
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.

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

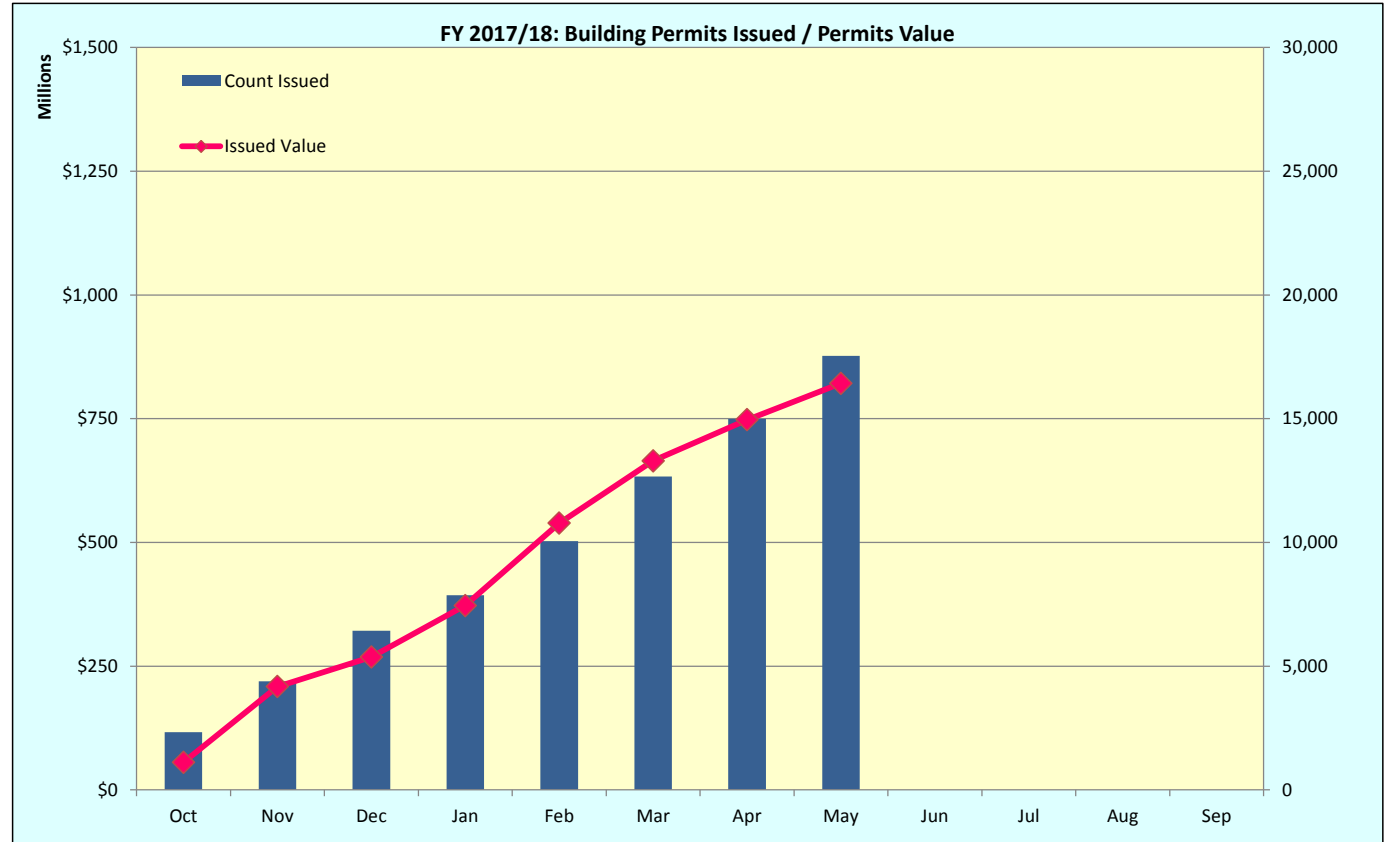
Month	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Year-To-Date
Count Issued	2,335	2,050	2,043	1,436	2,187	2,610	2,324	2,550					17,535
Value	\$55,661,618	\$152,958,665	\$59,740,113	\$104,002,784	\$166,456,881	\$125,893,691	\$83,165,944	\$73,267,651					\$821,147,347
Cumulative													
Count Issued	2,335	4,385	6,428	7,864	10,051	12,661	14,985	17,535					
Value	\$55,661,618	\$208,620,283	\$268,360,396	\$372,363,180	\$538,820,061	\$664,713,752	\$747,879,696	\$821,147,347					

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	8,010	\$516,287,077
Electrical	3,776	\$63,802,088
Engineering	671	\$3,985,287
Flood	12	\$615,102
Landscaping	385	\$2,247,096
Mechanical	2,118	\$37,052,950
Plumbing	3,293	\$51,141,047
Permit by Affidavit	11	\$156,981,343
Grand Total	18276	\$832,111,990

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.



ECI BUSINESS PIPELINE

Month: May 2018

	Industry/Organization	Subject(s) Discussed
1	Alliance BRAVO Action TEAM	
2	SUP-X	Participating as an exhibitor
3	Broward and Beyond Conference	Participated and informed attendees about ECI and the BEAMs program/classes
4	AERO Partners	Ongoing discussion regarding entrepreneurship support in the region
5	Aerospace Company	Potential Investment in Fort Lauderdale
6	Entertainment Company	Potential Investment in Fort Lauderdale
7	Marine Industries Association of South Florida, Ft. Lauderdale Executive Airport, Green Bank	Discussed potential Boat Show VIP event
8	Alliance Luncheon	Annual meeting update
9	Urban Core Committee	Broward Workshop - current topics
10	Delegation of Hainan Government Officials	Presentation to 30+ Hainan province government on the development/business opportunities in FTL
11	10th Annual Economic Engine Conference	Invited aerospace Company
12	City Accelerator Invitation	National Program - potential partnership to assist in the success of local businesses
13	Realtors-Mayors Breakfast	Participated and informed realtors about new developments in Fort Lauderdale
14	Greater Fort Lauderdale Sister Cities	Discussed budget and organization strategy
15	Business Interactive Map Company	Discussed data, marketing service
16	Broward College	Preparing for upcoming Shanghai government group presentation
17	BEAMs- Build on Success	BEAMs Academy series ended in May
18	BEAMs- Global Commerce	BEAMs Academy series starts June 7th
19	Greater Fort Lauderdale Realtors	Hosting an event in July that would better inform realtors about the city
20	Mayor/Commissioners	
21	Mayor-Consul General Turkey	Introduced them to the Fort Lauderdale Airport leadership and Port Everglades
22	Mayor-Direct General Taipei	Introduced them to the Fort Lauderdale Airport leadership-Port Everglades to come
23	Florida Economic Development Council	Attended annual conference