



CITY OF FORT LAUDERDALE

APPROVED
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 Ms. 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.]

CITY OF FORT LAUDERDALE



ECONOMIC & COMMUNITY INVESTMENT DIVISION

FY 2019 Proposed ECI Budget



ECONOMIC & COMMUNITY INVESTMENT DIVISION (ECI)

Priorities – How we got here

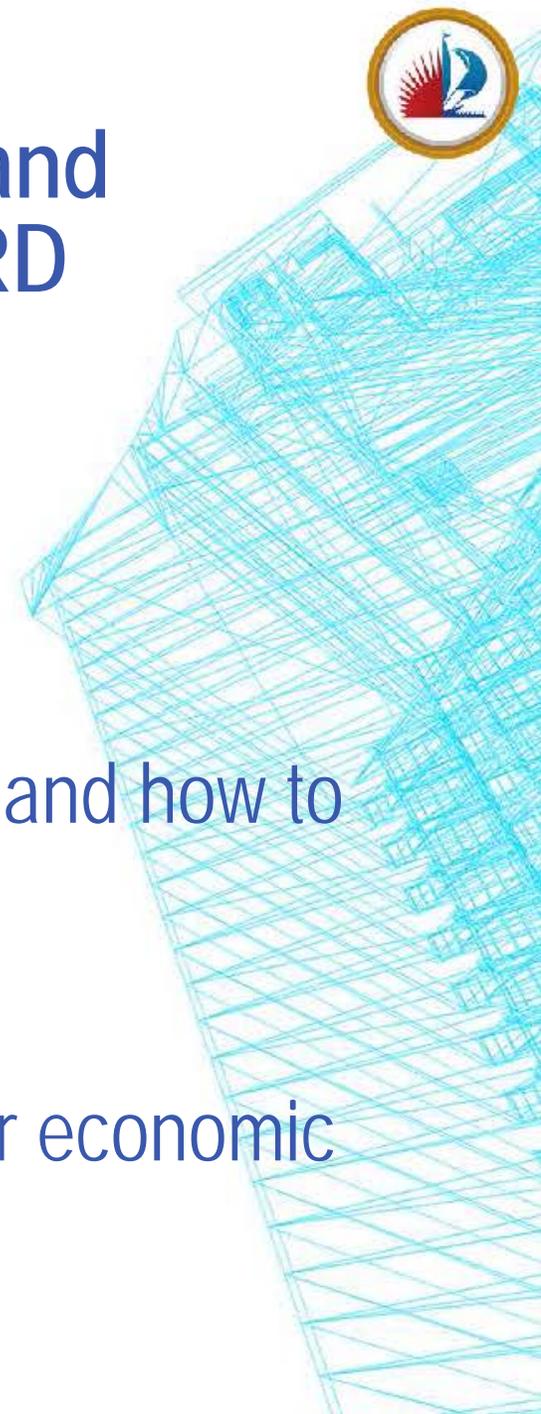
- October 9, 2017: Economic Development Advisory Board (EDAB) and City Commission (CC) have a joint meeting – CC directs EDAB to establish priorities for ECI
- November 8, 2017: EDAB discuss and by unanimous voice vote establish 5 priorities for the ECI
- November 21, 2017: the CC discuss EDAB priorities and agreed to, "Wholeheartedly endorse all 5 priorities"
- Mayor/Commission has requested a follow up joint meeting – date TBD



CITY of FORT LAUDERDALE CITY COMMISSION and the ECONOMIC DEVELOPMENT ADVISORY BOARD

Mutually Approved Priorities For ECI

1. Message and branding
2. Expansion of BEAMS program
3. Incubator/accelerator/pipeline/entrepreneurship programs, and how to do business with in the City/business readiness training
4. Involvement with CRAs
5. Explore using existing City resources to create pipelines for economic development





ECI OBJECTIVES

#5: Pipeline for economic development – definition?

ECI will become the “go to” business resource within the City of Fort Lauderdale. These resources will include, but not be limited to:

- Connecting our businesses with financial and/or development resources
- Continuing the development of functional working relationships with our partner economic development agencies
- Elevating the City 's recognition as a business hub
- Conducting data/market analyses, and
- Providing “state of the economy” presentations to trade and investor groups

ECI FY2019 BASE BUDGET



	FY 2016 Actual	FY 2017 Actual	FY 2018 Adopted	FY 2019 Request
AD/MARKETING	\$8,533	\$15,377	\$15,500	\$15,500
CLERICAL SERVICES	\$2,441	\$1,415	\$2,500	\$2,500
COSTS / FEES / PERMITS	\$181	\$306	\$120	\$500
FOOD SERVICES	\$445	\$1,143	\$2,000	\$2,000
PRIZES & AWARDS	\$0	\$0	\$0	\$550
BLDG REP MATERIALS	\$0	\$80	\$0	\$0
BLDG REP & MAINT	\$0	\$0	\$0	\$0
ELECTRICITY	\$1,236	\$1,251	\$0	\$0
POSTAGE	\$0	\$0	\$0	\$100
TELEPHONE/ CABLE TV	\$0	\$433	\$578	\$2,600
WATER/SEW/STORM	\$777	\$1,155	\$0	\$0
DATA PROC SUPPLIES	\$616	\$2,814	\$5,000	\$5,000
OFFICE EQUIP < \$50	\$7,590	\$666	\$500	\$500
OFFICE SUPPLIES	\$2,076	\$2,603	\$3,500	\$3,500
OTHER SUPPLIES	\$4,154	\$117	\$1,000	\$2,000
CERTIFICATION TRAINING	\$5,936	\$4,991	\$3,000	\$3,000
CONFERENCES / TRAVEL	\$4,605	\$11,062	\$4,000	\$4,000
MEETINGS	\$1,129	\$3,123	\$1,000	\$1,000
MEMBERSHIPS / DUES	\$9,785	\$8,475	\$11,030	\$15,900
OTHER CONTRIBUTION	\$683,817	\$778,098	\$850,940	\$430,840
SERVCHG-INFO SYS	\$0	\$0	\$45,099	\$45,099
SERVCHG-PRINT SHOP	\$3,334	\$4,716	\$4,000	\$4,000
EMP PROCEEDINGS	\$533	\$2,226	\$412	\$412
GENERAL LIABILITY	\$1,598	\$2,463	\$1,362	\$1,362
OTHER INS CHARGES	\$0	\$0	\$1,416	\$1,416
PUB OFFICIALS LIAB	\$419	\$368	\$392	\$392
Totals	\$739,205	\$842,882	\$953,349	\$542,171

Base Budget Derived From:

- Historical expenditures
- Known obligations
- City/department practices



ECI FY2019 BUDGET MODIFICATION REQUEST

Budget Modification Request

Budget Modification Line Item	Line Item Cost	Initiative Cost
ED Representative		\$91,489
Permanent Salaries	\$62,873	
Social Sec / Medicare	\$4,810	
Pension - Deferred Comp	\$5,659	
Health Insurance	\$10,784	
Certification/Training	\$1,500	
Office Software	\$775	
Furniture	\$2,500	
Cisco Phone	\$355	
Monitor	\$400	
Laptop	\$1,833	
Locallintel Software		\$10,000
Conferences		\$3,000
Marketing		\$38,200
Manager/Program Aides Training		\$10,000
Total Expenditure		\$152,689

- Required for line item increase of +\$1,000
- Requires detailed explanation, performance measures (benchmarks), and connection to City Strategic Plan
- All items “lumped” as 1 request
- Entire Modification Request must be prioritized by department director – ECI #3 within DSD



ECI FY2019 BUDGET MODIFICATION 1

Approval of 1 full-time Economic Development Representative - \$91,489
Target Priorities: BEAMs, Business Training, CRAs and ED Pipeline

- 2 BEAMs Academy series each year:
 - ✓ 24 classes per year – registrations, faculty coordination, venue set up, materials,
 - ✓ Currently, only the Manager has the authority to oversee a program by job description
- ECI is:
 - ✓ Attending more conferences
 - ✓ Attending more business functions
 - ✓ Conducting more "BRAVO" visitations, and
 - ✓ Providing more trade/investor presentations



ECI FY2019 BUDGET MODIFICATION 2

Professional Development Training - \$10,000

Target Priorities: Messaging, BEAMs, Incubator Programs and ED Pipeline

- Equip ECI staff with knowledge required to appropriately represent the City
 - ✓ All ECI staff are front line participants at events, conferences, meetings,
 - ✓ Required for interaction with the businesses and business leaders
 - ✓ Potential Staff Programs: FRA (FRA-RA), Start-Up/Incubator Certifications, Technical Writing (FIU), Public Speaking/Presentation Skills (FIU), Intermediate Microsoft Excel, Local Economic Development Tools & Techniques (FIU), Introduction to Economic Development (IEDC)
 - ✓ Potential Manager Programs: Oklahoma University – Economic Development Institute, 117 hours total required for graduation, 45 hours completed



ECI FY2019 BUDGET MODIFICATION 3

LocalIntel Software (8 Tools) - \$10,000 Target Priorities: ED Pipeline

- Designed for site selectors, business investors, and businesses
- Online economic development tools
 - ✓ Helps them ask the right questions
 - ✓ Analyze the data correctly
 - ✓ Make better business decisions
 - ✓ Create new jobs for your community
- **LocalIntel is working with the ED Departments of :**
 - ✓ 60 municipalities and counties across North America
 - ✓ Seattle, New Orleans, Indianapolis, Calgary, Edmonton,



LOCALINTEL SOFTWARE



Review the
BUSINESS CLIMATE

statistics, taxes, incentives, trends



Discover
INDUSTRY TRENDS

research, performance



Research your
CUSTOMERS

demographics, location, number



Analyze your
COMPETITION

location, size, employees



Uncover local
OPPORTUNITIES

growth areas, development activity



Identify
ZONING CONTROLS

residential, commercial, industrial



Examine the
ENVIRONMENT

flooding, contours, sensitive areas



Evaluate the
WORKFORCE

occupation, education, location



Identify
COMMUNITY FACILITIES

education, health, emergency



Identify
TRANSPORTATION

traffic, transit, parking



Locate
UTILITIES

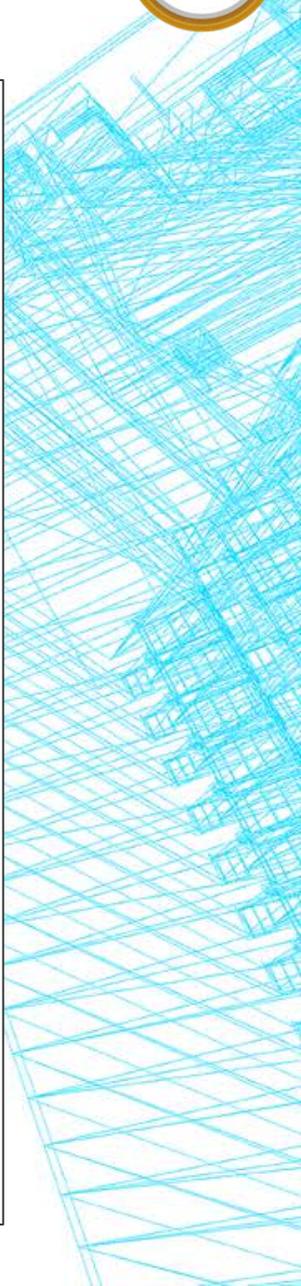
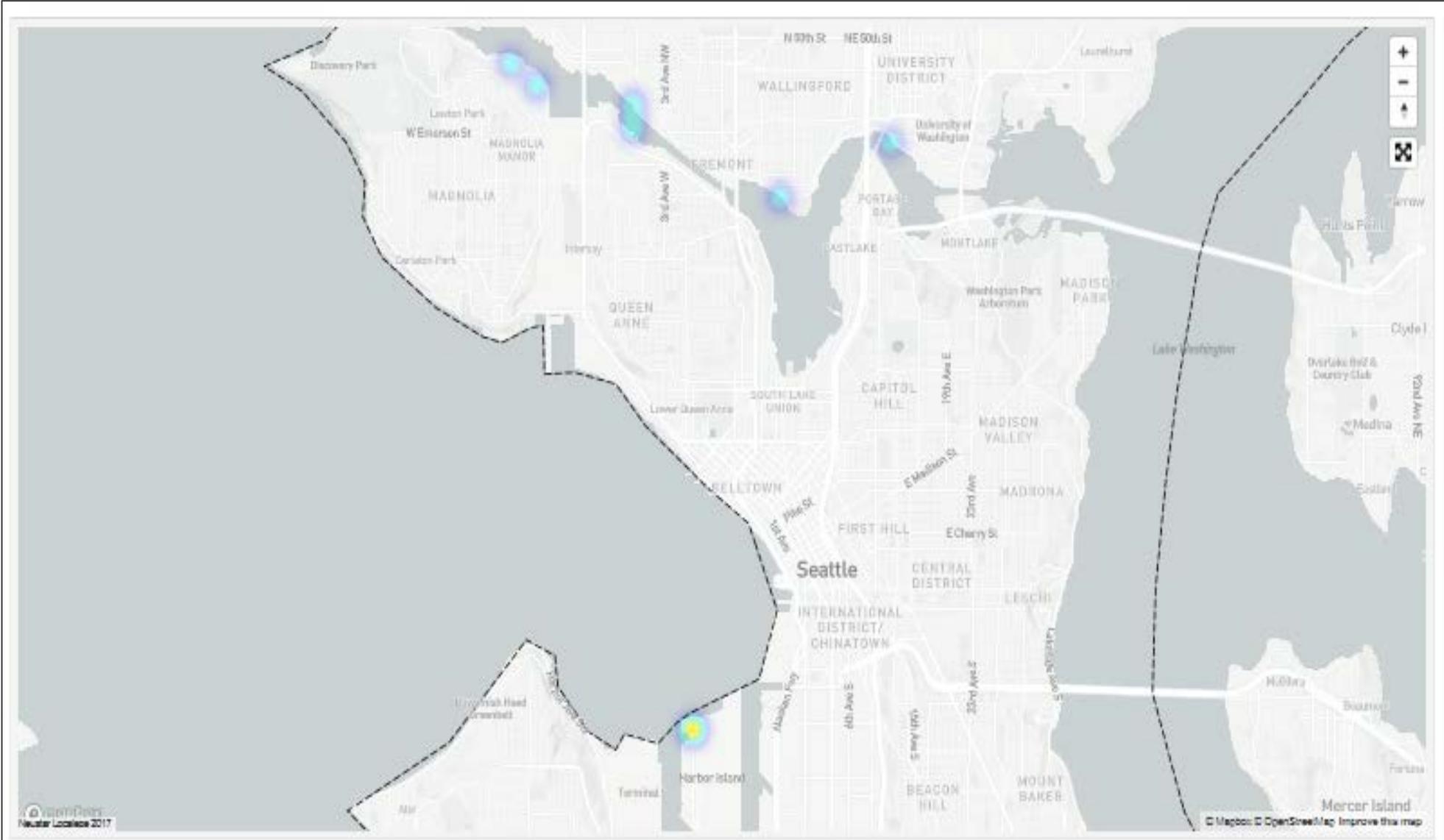
water, waste, drainage



Find
ADDITIONAL RESOURCES

further assistance, contacts

LOCALINTEL SOFTWARE





ECI FY2019 BUDGET MODIFICATION 4

Conferences / Marketing - \$41,200

Target Priorities: Messaging, BEAMs, Incubator Programs, and ED Pipeline

- Attend and support partner agency/regional partner programs
 - ✓ GFL Chamber, GFL Alliance, Broward & Beyond, Economic Engine Conference, FITCE, Ft Lauderdale Boat Show
- Appropriately represent the City at trade conferences
 - ✓ IEDC, ULI, USGBC, APA, Realtors Association
- Develop/print/distribute materials that promote Ft Lauderdale as the heart of a robust, high-growth region - the geographic center of the MSA
 - ✓ Demographic data, retail data, workforce data, economic climate, real estate trends, leisure and tourism opportunities, City's quality of life

ECI FY2019 BUDGET MODIFICATION BENCHMARKS



ECI worked with the City's Performance Analysis Group to establish benchmarks to track the effectiveness of our Budget Modification request

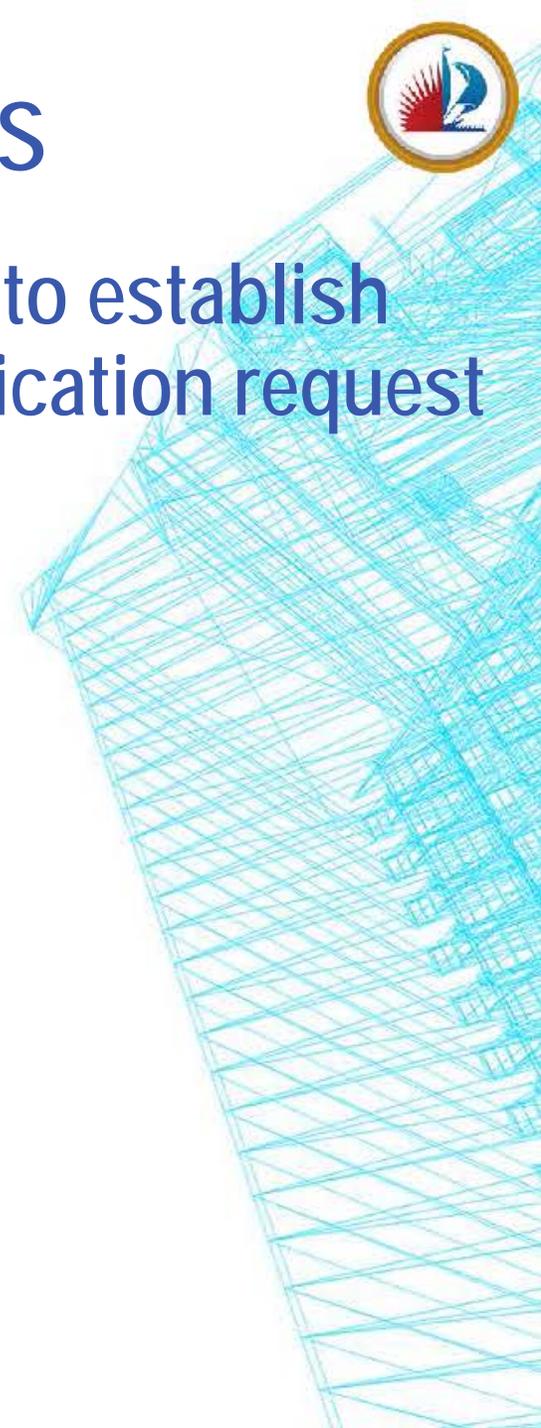
➤ QTI contracts

- ✓ QTI jobs created
- ✓ QTI capital investment
- ✓ City funding contributions to QTI
- ✓ State funding contributions to QTI and the City of Ft Lauderdale

➤ BEAMs

- ✓ Classes conducted
- ✓ Number of students / graduates

➤ Number of ECI business visitations / business consultations





FY 2019 PROPOSED ECI BUDGET

Questions

