

CHARLOTTE - COLLIER - GLADES - HENDRY - LEE - SARASOTA

COMPREHENSIVE
ECONOMIC
DEVELOPMENT
STRATEGY

PLAN 2012-2017



SWFRPC

*Plan
Protect
Improve*

Southwest Florida Regional Planning Council
Economic Development District Since 1992



**STRATEGY
REPORT**

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E. Disaster and Economic Recovery and Resiliency

INTRODUCTION

Since its designation as an Economic Development District (EDD) in 1992, the Council has worked to promote economic development in the six-county region that it serves. The District provides the link between federal and state programs, and the local level where development actually occurs.

Each of the six counties within SWFRPC region has completed their own Federal Emergency Management Agency (FEMA) approved Hazard Mitigation Plan. These plans are updated once every five years, and they identify goals and strategies to reduce the impacts of future hazards. When requested, SWFRPC works with its county emergency managers to keep each plan updated and assists its communities with hazard mitigation project applications. SWFRPC will continue to provide education and awareness about the economic impacts of disasters, recovery, best practices, and develop action steps that work towards community economic resiliency.

ABOUT THE SWFRPC

The Southwest Florida Regional Planning Council (SWFRPC or "Council") was created by an interlocal agreement between Charlotte, Collier, Glades, Hendry, Lee and Sarasota Counties in 1973. In accordance with Florida Statutes, the agency is directed by a 36 member Council, composed of 25 county commissioners and municipal elected officials, 7 gubernatorial appointees from all counties within the region, and four ex-officio (non-voting) gubernatorial appointees representing the Florida Department of Transportation, the Florida Department of Environmental Protection, and water management districts.

WHAT IS ECONOMIC RESILIENCE?

Regional economic prosperity is linked to the District's ability to withstand, prevent, or quickly recover from major disruptions to its underlying economic base; or, its economic resilience. The context of economic development, economic resilience becomes inclusive of three primary attributes: the ability to recover quickly from a shock, the ability to withstand a shock, and the ability to avoid the shock altogether. Establishing economic resilience in a local or regional economy requires the ability to anticipate risk, evaluate how that risk can impact key economic assets, and build a responsive capacity. <http://www.eda.gov/ceds/content/economic-resilience.htm>)

Human-made or natural disasters affecting the District may be short-term events such as forest fires and the resulting floods, or long-term situations such as drought and climate change. The

recent national recession is an example of an economic disaster that is affecting the District as shown by declining population, labor force, jobs, and wealth. Primary effects of these events are disruptions to the base regional economy, community and natural environment.

PRE-DISASTER PREPAREDNESS

State and Local Plans

- 1) State of Florida Emergency Operations Plan**
- 2) Local Emergency Operations Plan**
- 3) County Emergency Managers**

SWFRPC works with and encourages its member communities to implement the following disaster assistance strategies:

- Engage in disaster preparedness and mitigation planning;
- Assess the community's risks and vulnerabilities;
- Inventory and organize local community recovery resources;
- Engage in operations continuity planning;
- Ensure resources are available for the elderly and those with special needs;
- Identify shelters;
- Identify recovery partners and the type of assistance and resources they can provide;
- Identify what recovery activities will take place immediately, short-term, intermediate, and long-term;
- Develop and disseminate a community evacuation plan;
- Establish a communication chain; and
- Engage the community. Take advantage of opportunities to communicate the process and protocols to follow in the event of a disaster and what recovery efforts will be undertaken.

POST-DISASTER PLANNING AND IMPLEMENTATION

Typically when a disaster event occurs, local officials, state emergency management personnel, and FEMA personnel will conduct a damage assessment to determine what damages and costs have been incurred due to a disaster event. FEMA personnel will use the collected damage information to make a disaster eligibility recommendation to the President of United States as to whether or not a Presidential Disaster Declaration should be declared. Insurance companies will also send out claims representatives and personnel to assess and determine insured private losses as well.

In the event of a natural or man-made disaster event occurring in the region, SWFRPC, when requested, will be available to assist counties, communities as well as coordinate with state, federal, and other agencies to:

- Develop and/or implement a recovery timeline;
- Implement a recovery plan (long-term recovery);
- Utilize a post-disaster window of opportunity;
- Prioritize redevelopment focus;
- Assist with historic preservation and restoration;
- Reduce disaster vulnerability through land use and development regulations;
- Address post-disaster redevelopment planning for various types of infrastructure and public facilities; and
- Assist communities with improved and alternate projects.

CEDS Goals and Objectives - Building the Pillars - Resiliency

1. TALENT SUPPLY & EDUCATION

Goal 1.3: Enhance the quality and quantity of Southwest Florida workforce.

- a. **SWOT Finding:** Southwest Florida's demographics suggest future workforce availability is a concern.

Trend Analysis: The age distribution of Southwest Florida's population is generally older than the U.S., presenting a potential challenge for future workforce availability. Only one county in the SWF region (Hendry) has a median age lower than the national population. Median age in Southwest Florida's other counties ranges from eight to twenty years older than U.S. median. The early-mid career population (age 25-44) in SWF is 19.6% of the region's total population, compared to 26.5% for the U.S. population. In 1999, Southwest Florida's age 25-44 cohort accounted for 25.3% of the region's total population. Southwest Florida's age 25-44 population has shown signs of growth lately, but still remains below where it was before the 2008 recession.

SMART Goal #1: Achieve average annual population growth rate of at least 2.0% (1990s level) in the age 25-44 cohort between 2015 and 2020.

SMART Goal #2: Achieve average annual labor force growth rate of at least 3.0% during 2015-2020 (historical average leading up to 2008 recession was 3.4%).

- b. **SWOT Finding:** High unemployment is undermining workforce competitiveness in some parts of the Southwest Florida Region.

Trend Analysis: There are nearly 40,000 unemployed people in Southwest Florida (May 2015). While the region's overall unemployment rate of 5.3% is comparable to state and U.S. rates, it varies considerably within the Southwest Florida Region. Three counties in Southwest Florida have unemployment rates that are well above state and national levels, including Charlotte (6.0%), Glades (6.8%), and Hendry (8.6%). Re-employment through education and skill development would provide a significant boost to labor availability in Southwest Florida.

SMART Goal #1: Every county in Southwest Florida will have an unemployment rate that is lower than the U.S. unemployment rate by 2020.

Objective 1.3.1: Assess transportation options that provide access to workforce housing in close proximity to employment centers. Convene housing, transportation, and economic development providers to elevate current needs and future opportunities.

2. INNOVATION & ECONOMIC DEVELOPMENT

Goal 2.6 Diversify the Southwest Florida Economy

- c. **SWOT Finding:** Southwest Florida economy is too reliant on Hospitality and Tourism.

Trend Analysis: Hospitality and Tourism is 19.9% of total traded cluster employment in Southwest Florida, compared to 11.4% for statewide economy. Historical average for Southwest Florida is 17.4% (1998-2013). You want tourism to grow, but not as a share of total traded economy.

SMART Goal #1: Grow non-tourism export base at a rate fast enough to reduce share of Hospitality & Tourism from current 19.9% of total traded cluster employment in Southwest Florida to the region's historical average of 17.4% by 2020.

- d. **SWOT Finding:** Southwest Florida has a competitive advantage in Medical Devices.

Trend Analysis: Employment in the Medical Devices cluster has nearly tripled in SWF since 2007, growing from 474 jobs to more than 1,400 jobs. During that time Southwest Florida has increased its share of total state employment in the

Medical Devices cluster from three percent to nine percent. While that pace of growth in Southwest Florida is unlikely to be sustainable, the Southwest Florida Region should strive for job growth in Medical Devices at a fast enough pace to continue diversifying the regional economy, reducing reliance on tourism.

SMART Goal #2: Achieve average annual employment growth of five percent in the Medical Devices cluster between 2015 and 2020.

Objective 2.6.1: Create a Medical Devices cluster intermediary organization.

IMPORTANT PROJECTS

Table 11: Important Projects – Resiliency	
Project	Program
TALENT SUPPLY & EDUCATION	
Workforce housing implementation plan	Regional Education and Training Focus
Innovation & Economic Development	
Conduct a Medical Manufacturing supply chain and capital access study with Tampa Bay.	Regional Entrepreneurial Support
Explore partnering with South FL and Tampa Bay, creating a medical manufacturing corridor.	Regional Entrepreneurial Support