

2013 CEDS Strategy Committee Meeting



August 9, 2013

1:30 to 3:30 p.m.

Luis Nieves-Ruiz , AICP

Economic Development Program Manager

Presentation Overview



- CEDS/EDD Framework
- Federal Government Priorities
- Status of Listed Projects



EDD/CEDS Framework



EDDA

Economic Development Administration

- Leads federal economic development agenda
- Promotes innovation and competitiveness
- Funds regional Economic Development Districts (EDDs) to prepare regions for growth and success



EDD/CEDS Framework



Central Florida's Economic Development District

- The ECFRPC's six counties comprise Central Florida's EDD
- Role of Central Florida's EDD
 - Provide technical assistance to local jurisdictions
 - Conduct economic impact analyses using Regional Economic Models, Inc. (REMI)
 - Prepare Comprehensive Economic Development Strategy (CEDS)



EDD/CEDS Framework



Comprehensive Economic Development Strategy

- Economic road map that guides regional economic development efforts
- Helps to diversify and strengthen the region's economy



EDD/CEDS Framework



Comprehensive Economic Development Strategy

- The CEDS reflects the uniqueness of each economic region
- Helps to build a more resilient economy
- Strategy-driven document focused on regional visioning priorities and performance outcomes
- Developed through a collaboration between the public and private sectors



EDD/CEDS Framework



CEDS Components

- Summary of Regional Conditions
- SWOT Analysis
- Strategy and Implementation Plan
- Performance Measures
- List of Projects

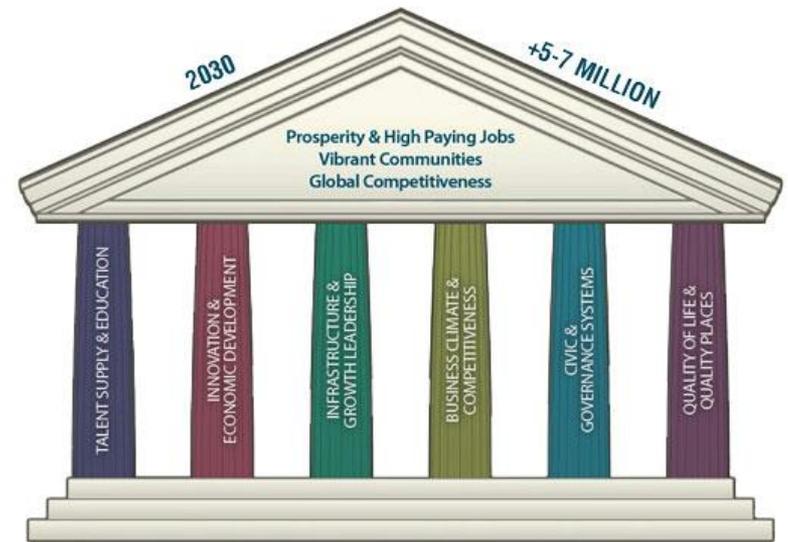


EDD/CEDS Framework



Six Pillars Indicators

1. Talent Supply & Education
2. Innovation & Economic Development
3. Infrastructure & Growth Leadership
4. Business Climate & Competitiveness
5. Civic & Governance Systems
6. Quality of Life & Quality Places



EDD/CEDS Framework



FLORIDA
DEPARTMENT *of*
ECONOMIC
OPPORTUNITY

State Five-Year Strategic Economic Development Plan

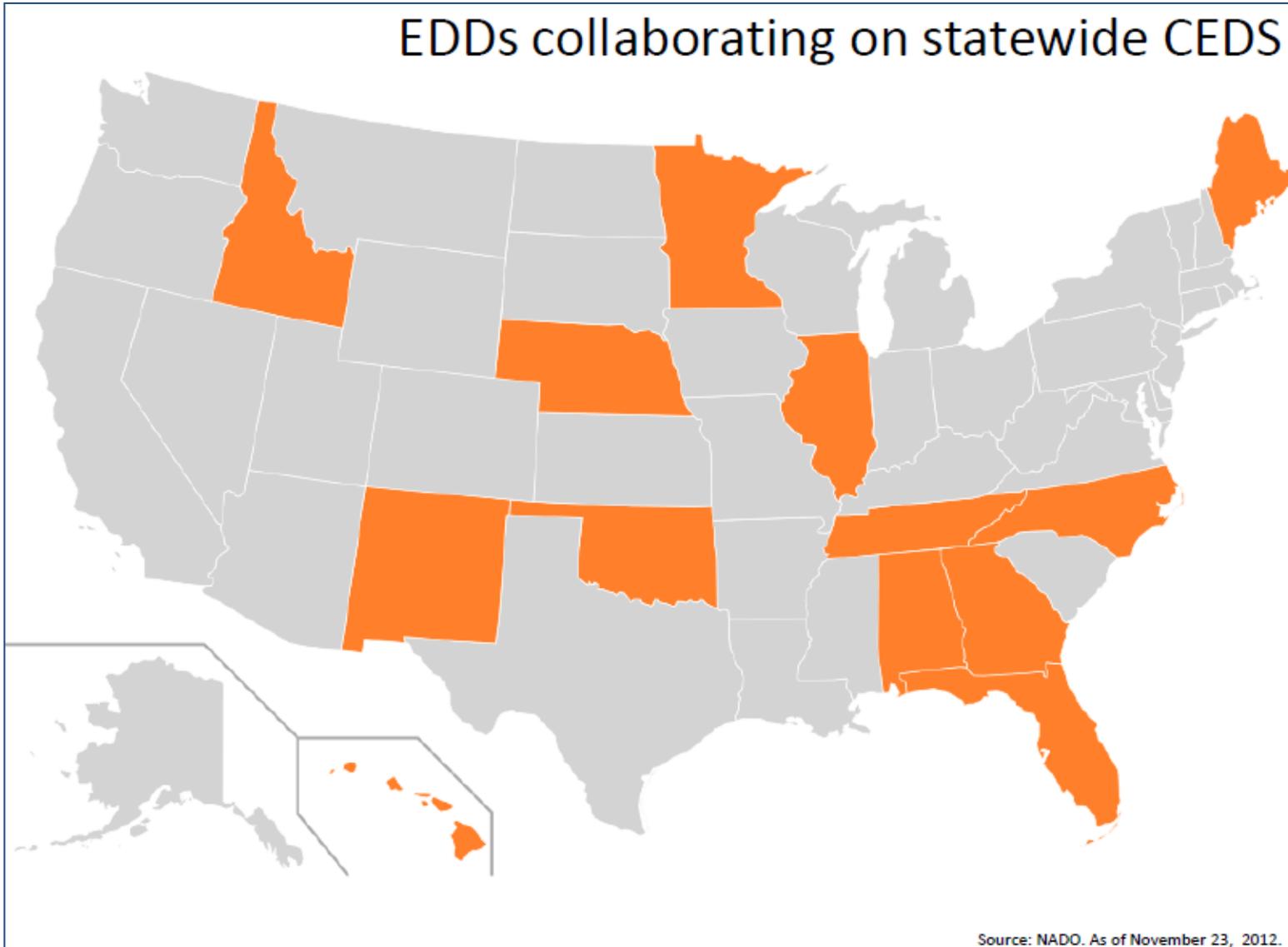
- Florida Department of Economic Opportunity
- Streamline Community, Workforce & Economic Development
- Attract, Expand and Create Businesses
- Measure Success



EDD/CEDS Framework



EDDs collaborating on statewide CEDS



Source: NADO. As of November 23, 2012.

EDD/CEDS Framework



Central Florida's 2011 Funded Projects

Harris Corporation Expansion Infrastructure Improvements

- Recipient of the City of Palm Bay
- \$2.8 million
- July 20, 2011



EDD/CEDS Framework



Central Florida's 2011 Funded Projects

Brevard County Commercial Energy Efficiency Financing Program

- Recipient: Space Coast Energy Consortium
- \$219,000 Economic Adjustment Program
- October 31, 2011



EDD/CEDS Framework



Central Florida's 2011 Funded Projects

Network of Proof Centers

- Recipient: UCF, UF & Technological Research and Development Authority
 - i6 Challenge Grant
 - \$1 million EDA & \$149,487 DOE
 - October 31, 2011

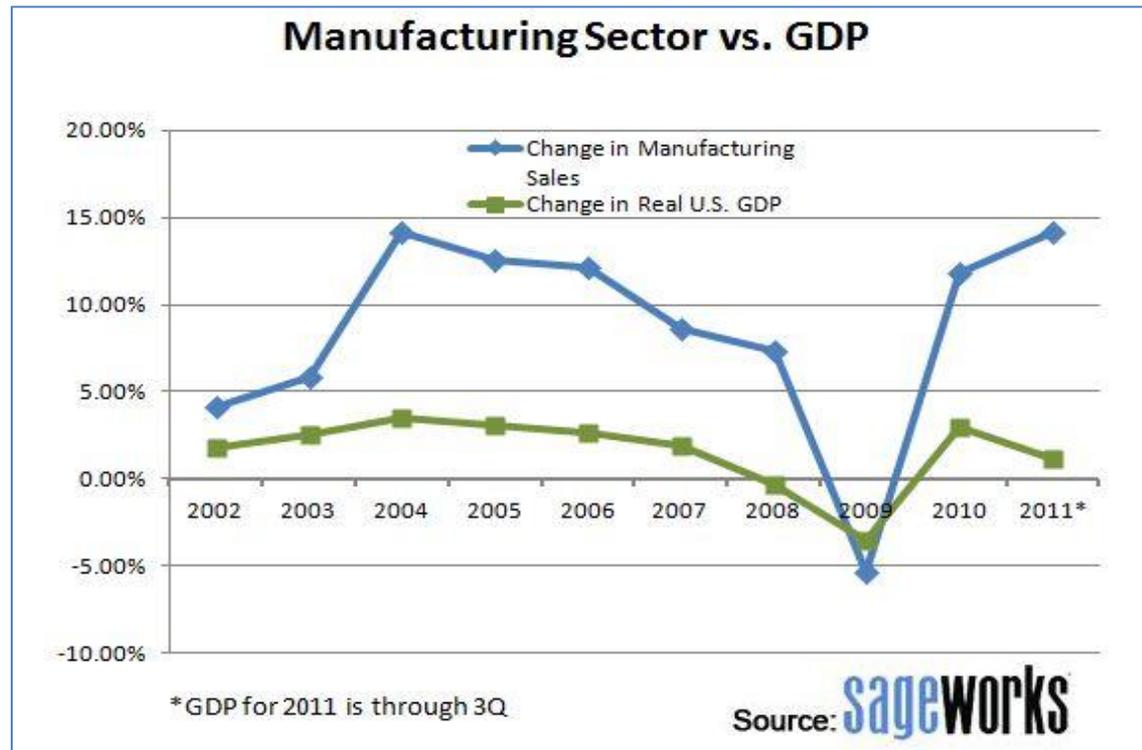


Federal Government Priorities



Manufacturing

- One of the growing sectors in the national economy
- Driver of exports
- EDA is focusing on advanced manufacturing



Federal Government Priorities



State Manufacturing Legislation

H.B 7007 Temporary Sales and Use Tax Exemption for purchase of certain machinery and equipment



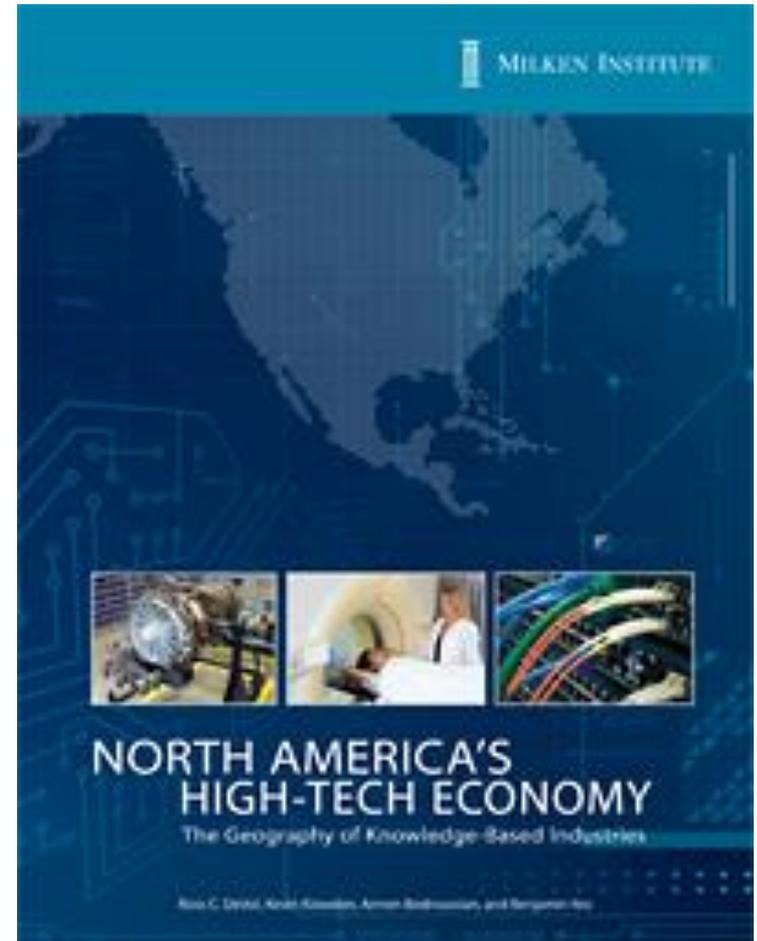
Federal Government Priorities



Central Florida Manufacturing

- High-Tech Jobs Ranking
 - Orlando MSA 43rd
 - Palm Bay MSA 48th
- Regional Strengths
 - Commercial and Service Industry
 - Machinery
 - Semi Conductor and Electronic Components

Source: Milken Institute, 2009



Federal Government Priorities



Central Florida Manufacturing

- Palm Bay MSA ranked 10th in average annual earnings
- MSA by specialization:
 - Deltona MSA: Planes, Trains, Automobiles, Ships
 - Orlando MSA: Non Specialized
 - Palm Bay MSA: Information Technology

Source: Locating American Manufacturing, 2012



Federal Government Priorities



Manufacturing in Central Florida

Q. What about Modeling, Simulation & Training?

A. Does not have its own NAICS Code, but is comprised of multiple industries



Federal Government Priorities



Manufacturing's Challenge

Q: How do we tell Central Florida's story better?

A: Build on what you have, not starting from what you don't have



Federal Government Priorities



Economic Development Strategy

- EDA believes that regions are the source of national economic competitiveness
- Regions specialize in specific products & services, which are traded to other regions
- Export industries drive economic development



Federal Government Priorities



Economic Agglomeration

- Spatial concentrations of economic activity
- Firms agglomerate to increase their competitiveness
- Colocation/proximity benefits a firms access to capital, labor, and technologies

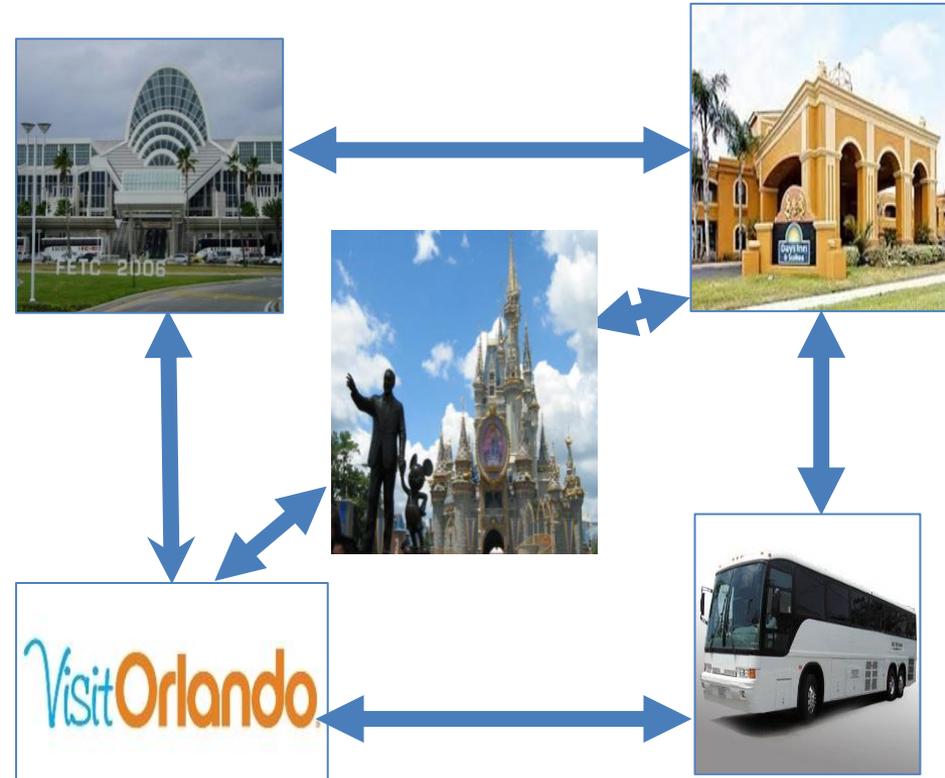


Federal Government Priorities



What is an industry cluster?

- A cluster is an agglomeration of **interconnected** companies whose goods and services are traded outside the region
- Clusters are defined by linkages between:
 - Producers
 - Suppliers
 - Service Providers
 - Associated Institutions

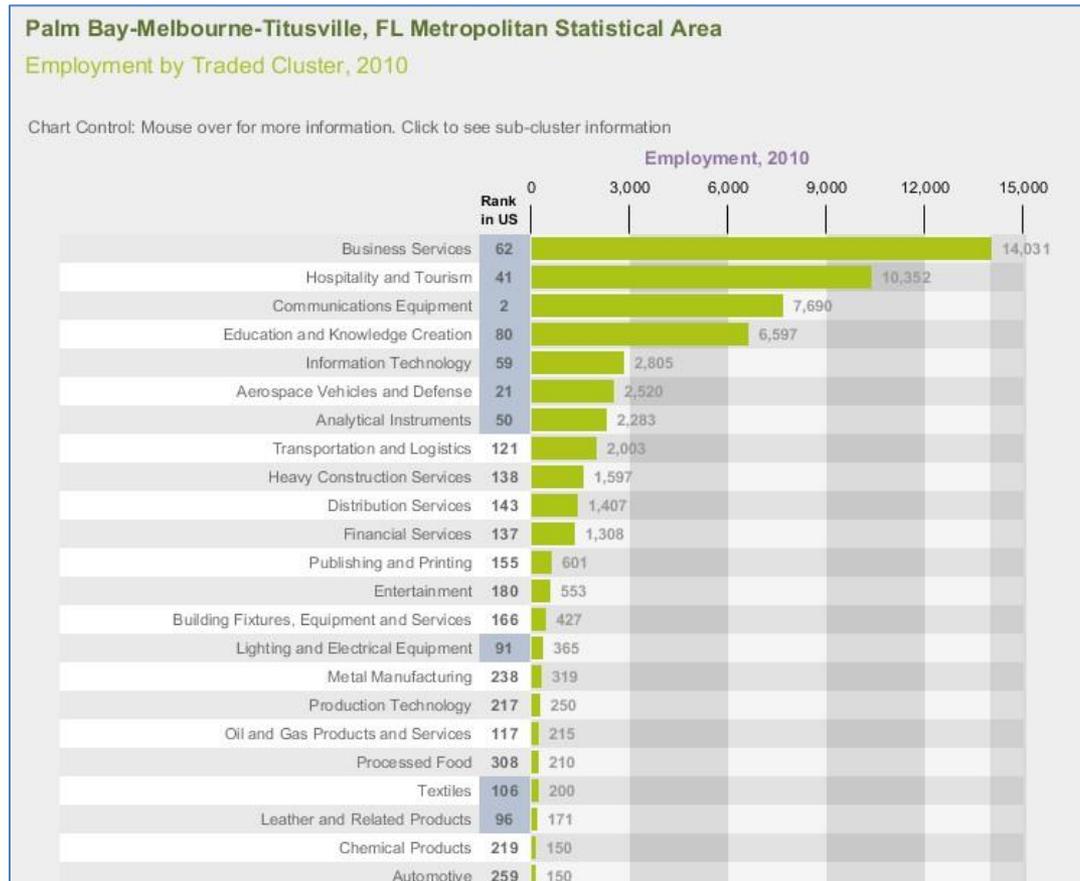


Federal Government Priorities



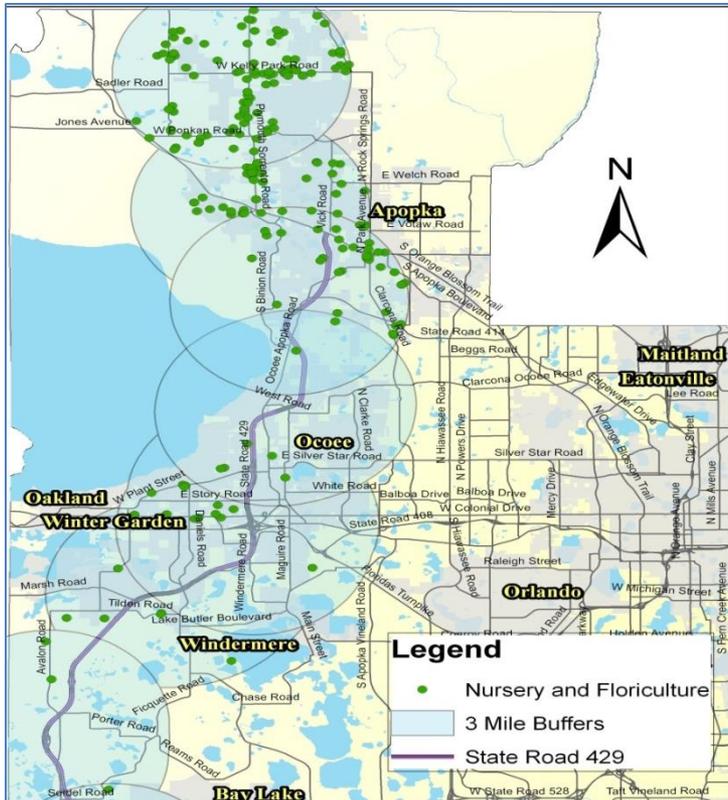
EDA Cluster Mapping Project

EDA supports a cluster strategy to make economic regions more competitive and resilient



click image

Federal Government Priorities



click image

Local Economic Analysis Example

- S.R. 429 Corridor Economic Study (S.R. 429 Working Group)
- Locate business agglomerations along the State Road 429 Corridor



Federal Government Priorities



Local Economic Analysis Example

- Space Coast's Asset Mapping Project
- Developed by Space Energy Consortium

Asset Map: Florida's Energy Ecosystem [click image](#)
(Space Coast Energy Consortium)

Federal Government Priorities



East Central Florida Cluster Study

- One of 2012 Listed Projects
- Tell Central Florida's story by measuring:
 1. Economic Competitiveness - REMI
 2. Economic Specialization- Bureau of Labor Statistics
Location Quotient Calculator
 3. Connections- REMI/Infogroup/Focus Groups



Federal Government Priorities



EDA on Collaboration

- Linking, leveraging, and aligning economic, workforce, and education strategies and resources
- Focus on engagement strategies: market research, GIS, supply chain analysis, and workforce training



Federal Government Priorities



Public Private Partnerships

- Promote cooperation between institutions in coastal and inland counties
- Use economic cluster study to find significant industries in the region
- Create working/focus groups by industry



Federal Government Priorities



Examples of Regional Collaboration Projects

- 2011 Sustainable Communities Regional Planning Grant
 - Transit as an Economic Catalyst: Planning for Sustainable and Inclusive Growth Around East Central Florida's SunRail Stations
- Regional Consortium of 26 Partners
- Leverage the region's infrastructure investments
- Strengthen individual community planning efforts through regional collaboration



Federal Government Priorities



Investing in Manufacturing Communities Partnership (IMCP)

- Rewards communities that demonstrate best practices in attracting and expanding manufacturing and increasing exports
- Emphasizes public-private partnerships and higher education collaboration



Status of Listed Projects



CEDS Projects

- Sequestration will create problems with EDA funding
- Competitive CEDS projects should be:
 - Regional in scope
 - Fundable by EDA
 - Implementable
- ECF CEDS should be streamlined to include fewer projects ranked by priority (revisit Vital Projects List)



Status of Listed Projects



I. Talent Supply & Education

Create, connect, and align education and workforce development programs and initiatives to grow and retain the region's talent supply chain to meet employer needs

Projects

- East Central Florida EDD Industry Cluster/Workforce Competency Analysis
- Kissimmee Gateway Airport's Aerospace/Aviation School Partnership
- Aerospace Industry Transition Program



Status of Listed Projects



II. Innovation & Economic Development

Grow innovative industry clusters such as advanced manufacturing, modeling, simulation & training, and life sciences, and enhance communications infrastructure to position the region for future economic prosperity



Status of Listed Projects



II. Innovation & Economic Development Projects

- GrowFL Economic Gardening Program
- Regional Incubator Initiative
 - Tech Studio Ventures
 - St. Cloud Incubator
 - Entrepreneurial Launch Pad
- Florida UAV/UAS Test Range
- On-Site Production of Hydrogen at Kennedy Space Center
- High Efficiency Turbine Research
- Enabling Infrastructure in the East Central Florida Region



Status of Listed Projects



III. Infrastructure & Growth Leadership

Improve connectivity of all transportation systems to integrate economic development, talent, infrastructure, partnerships, and other resources across East Central Florida



Status of Listed Projects



III. Infrastructure & Growth Leadership Projects

- International Space Life Sciences Flight Hub
- Biofuels/Biomass-Processing Facility/Refinery
- The am-cor FERROFACILITY
- Inland Port and Advanced



Status of Listed Projects



III. Infrastructure & Growth Leadership Projects

- Florida Energy and Aerospace Technology Park
- U.S 192 Bus Rapid Transit/Internal Transit Circulator
- Osceola Parkway Extension into Lake Nona
- Extending NG Pipeline to Spaceport Commerce Park
- North Side Cargo Backup Area
- Patrick Air Force Base Drawbridge
- Biofuel Infrastructure for Crushing & Storage
- Multi Fuel Station

Status of Listed Projects



IV. Business Climate & Competitiveness

Expand opportunities for businesses to access capital throughout their life cycles, and reduce barriers to small business and entrepreneurial growth

Projects

- Energy Efficiency: PACE
- Alternate Fuel Vehicle and Refueling/Charging Infrastructure Loan Program



Status of Listed Projects



V. Civic & Governance Systems

Foster and strengthen regional partnerships to achieve the region's economic and quality of life goals.

Projects

- Superconductivity & Cryogenics Research Alliance
- Spaceport Infrastructure Refurbishment for Commercial Operations
- Center for Advancement of Science in Space
- MaxWest System



Status of Listed Projects



VI. Quality of Life & Quality Places

Implement the East Central Florida 2060 Plan (Strategic Regional Policy Plan) to build and enhance vibrant health communities that attract workers, businesses, residents, and visitors to the region.

Projects

- Life Science Triangle
- Creative Village
- Cove Welcome Center



Next Steps



CEDS Process

- 2013 CEDS Comment Period (August 23- September 23)
- CEDS Governing Board Resolution (September 18)
- Submit 2013 CEDS to EDA (September 27)



Next Steps



2014 CEDS Process

- New contract with EDA 2014
- Prospective CEDS document changes
 - Make data part of the document narrative
 - Create more of a live document
 - Showcase successful businesses
 - Build an interactive CEDS website



2013 CEDS Strategy Committee Meeting

Thank you for your participation!

Please submit comments to:

Luis Nieves-Ruiz , AICP
Economic Development Program Manager
luis@ecfrpc.org
(407) 262-7772 ext. 308

To view the CEDS Document, please visit:

<http://www.ecfrpc.org/Document-Library/Economic-Development/Regional-Economic-Development/2011-CEDS-Update.aspx>

