

City of Deerfield Beach Citywide Economic Development Strategy



September 6, 2016

Project Process

Task 1. Economic and Competitive Advantage Analysis

Task 2. Regulatory and Resource Review

Task 3. Public Involvement and SWOT Analysis

Task 4. The Economic Development Strategic Plan

Task 5. Project Summary Brochure, Investor Solicitation and Marketing Package

Deerfield's Unique Competitive Advantages

- Central, Strategic Location
- Transportation Access
- Land Availability – 355 available acres supporting up to 43,000 new jobs
- A Significant, Interconnected and Diversified Local Economy – a \$19.3 B local Economy Connected to Parent Firms Earning over \$8.9 Trillion
- Significant Labor Force with Range of Occupations
- Growth of Key Business Service Industries to Support New Business Expansion
- Leading International Trade, Life Sciences and Creative Design Cluster Firms
- One of Florida's Leading Advanced Industry Sectors Locations
- Transformative New Development Opportunities

Proposed Economic Development Strategies

Unifying Theme: “Vibrant Coastal City – Deerfield Beach, Florida”

FIU

Metropolitan
Center



Deerfield Beach
Florida

Proposed Economic Development Strategies

Overarching Citywide Strategies:

- 1) Pioneer Grove – A Livable and Connected Downtown
- 2) Target Industry and Niche Sector
- 3) Efficient Commercial Corridors
- 4) Livable Neighborhoods

Pioneer Grove

A Livable and Connected Downtown

Highlights

- Realize the Downtown's potential as a dynamic city-center for residents, businesses, visitors and local government activity
- Create physical connections between the Downtown, the neighborhoods and the beach making walking and biking the preferred mode of transportation
- Create the mix of uses, including various housing types, and streetscape designs to also provide the framework for the physical improvements of the City's adjoining commercial corridors and neighborhoods



Target Industry and Niche Sector

Highlights

- Integrate the Citywide Economic Development Strategy with economic development efforts at the County and State levels
- Develop a City economic incentives program for target industries and niche sectors
- Develop industry-specific and cluster-based strategies that address the retention and expansion of the City's Advanced Industry Sectors and existing industry clusters
- Create new job opportunities for Deerfield Beach residents by developing intensive, industry-specific job training and education programs in target and cluster industry sectors
- Implement programs such as apprenticeships and internships for Deerfield Beach High School students that align with target industry skills to build a talent pipeline

Efficient Commercial Corridors

Highlights

- Ensure that the new development is along the City's commercial corridors is connected to the Downtown and the via pedestrian and bike paths
- Design "gateway" improvements at key commercial corridor locations including Hillsboro Boulevard, Federal Highway and Dixie Highway
- Update City's "Traffic and Circulation" and "Land Use" Elements of the Comprehensive Plan to include policies and objectives regarding connectivity, identity and mixed-use development patterns along commercial corridors

Livable Neighborhoods

Highlights

- Develop small pockets of neighborhood commercial activity placed throughout the City, specifically in predominantly residential neighborhoods where commercial services within walking distance are non-existent
- Update the City's Comprehensive Plan and the Land Development Regulations to include Smart Growth Policies
- Develop greater mix of uses and housing types in City Neighborhoods to create more lifestyle options and a more compact development pattern

EDSP Management Strategies

- Marketing Strategy
- Implementation Organizational Strategy
- Performance Metrics Strategy

Marketing Strategy

Highlights

- Create the organizational structure needed to support implementation
- Post the Citywide Economic Development Strategy on the City's and Chamber's websites
- Schedule annual event to update business and community leaders on the implementation progress
- Host an "Economic Summit" at which the strategy is unveiled to attendees
- Use the City's website as an information portal providing news and information related to economic research, successful local businesses and networking groups

Implementation Organizational Strategy

Highlights

- Create a “toolkit” of materials that Steering Committee members can use to share the Citywide Economic Development Strategy with other community and business leaders
- Create an “Economic Development Council” (EDC) that will provide the leadership role for the on-going implementation of the Citywide Economic Development Strategy
- Develop staff organization responsibilities for coordinating the implementation of the Citywide EDSP and for performing on-going economic and market research, planning and business outreach and development

Performance Metrics Strategy

Highlights

- Regularly check the progress of specific Strategies to determine whether the EDSP is being implemented in a timely and effective manner or whether further attention or modifications are required
- Effectively monitor the overall economic development performance of the City by annually evaluating key economic statistics
- Marketing campaign metrics designed to monitor the effectiveness of the marketing recommendations in the Citywide EDSP

Next Steps

- 1) Format the Economic Development Strategic Plan and Supporting Materials
- 2) Prepare Project Summary Brochure and Marketing Package