

# City of Deerfield Beach Citywide Economic Development Strategy



Deerfield Beach  

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Florida

**FIU**

Metropolitan  
Center

# Purpose of the Study

To create a Citywide Economic Development Strategic Plan that will contain goals, objectives and benchmarks that measure the City's progress; roles and responsibilities; and implementation strategies.

The Plan will help the City direct efforts and resources toward a clearly defined vision for its future.

# 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 Beach's Unique Competitive Advantages



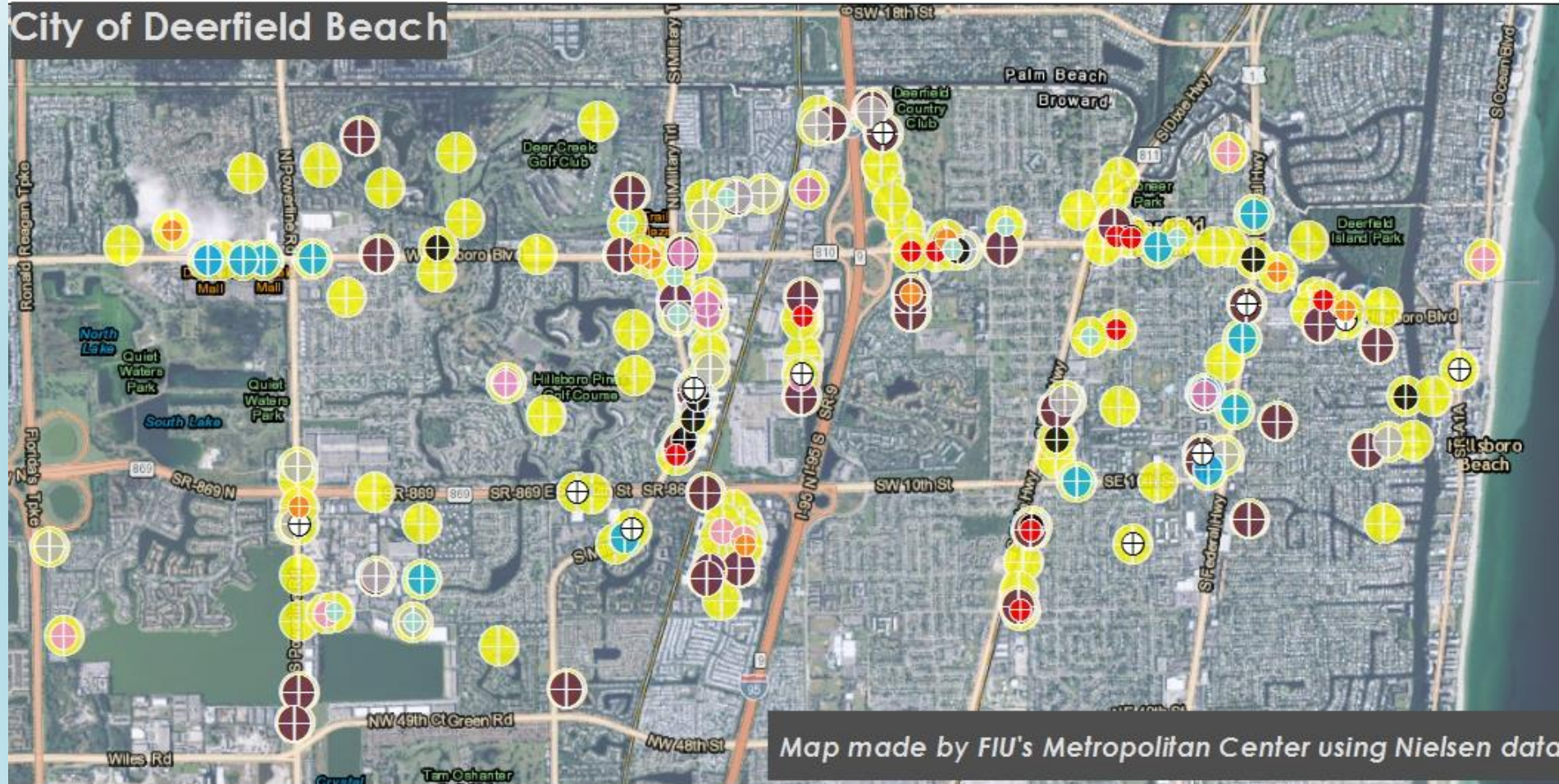
- Central, Strategic Location
- Transportation Access
- Land Availability – 355 available acres supporting up to 43,000 new jobs
- A Significant, Interconnected and Diversified Local Economy – a \$19.3 B Local Economy Connected to Parent Firms Earning over \$8.9 Trillion
- Significant Labor Force with 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

# Advanced Industry Sectors

- 388 establishments and firms in the Advanced Industries Sector
- City AI Sector employs 4,178 workers - over 7 percent of the City's employment base
- Advanced Industries Employment for Florida = 3 percent
- City's Advanced Industries Sector generates over \$1.1 billion in local sales - parent companies of the local establishments generate over \$569 billion in sales worldwide.
- ***Deerfield Beach has growing potential as a leading, high-concentration Florida location for the Advanced Industries Sector***

# Top Ten Advanced Industry Businesses by Location

## City of Deerfield Beach



### Legend

- |  |   |
|--|---|
|  Management, Scientific, and Technical Consulting |  Computer Systems Design             |
|  Architecture and Engineering                     |  Data Processing and Hosting         |
|  Other Miscellaneous Manufacturing                |  Medical Equipment and Supplies      |
|  Wireless Telecommunications Carriers             |  Medical and Diagnostic Laboratories |
|  Other Telecommunications                         |  Scientific Research and Development |

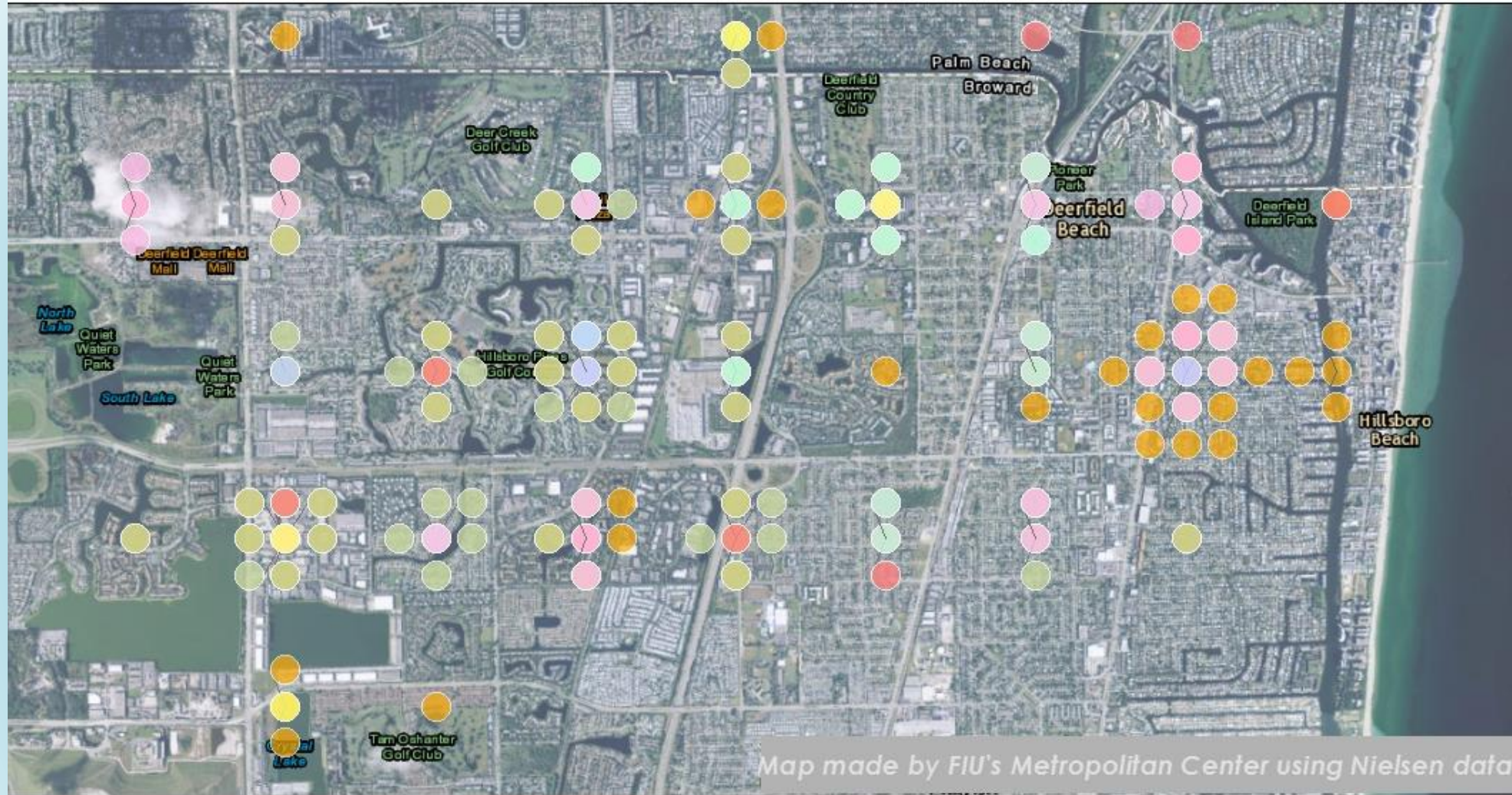
0 0.1 0.2 0.4 0.6 0.8 1 1.2 Miles



# Deerfield Beach Industry Cluster Opportunities

- The Greater Fort Lauderdale Alliance has identified seven (7) “established, strong and growing industry clusters” in Broward County
- Deerfield Beach is particularly strong in International Trade & Logistics (118 establishments/1,359 employees) and Life Sciences (27 establishments/445 employees)

# Industry Clusters in Deerfield Beach



## Legend

- Advanced Materials and High Technology Manufacturing
- Aerospace and Aviation
- Cloud Technology and Mobile Communication
- Life Sciences
- Marine
- International Trade and Logistics
- Creative Design



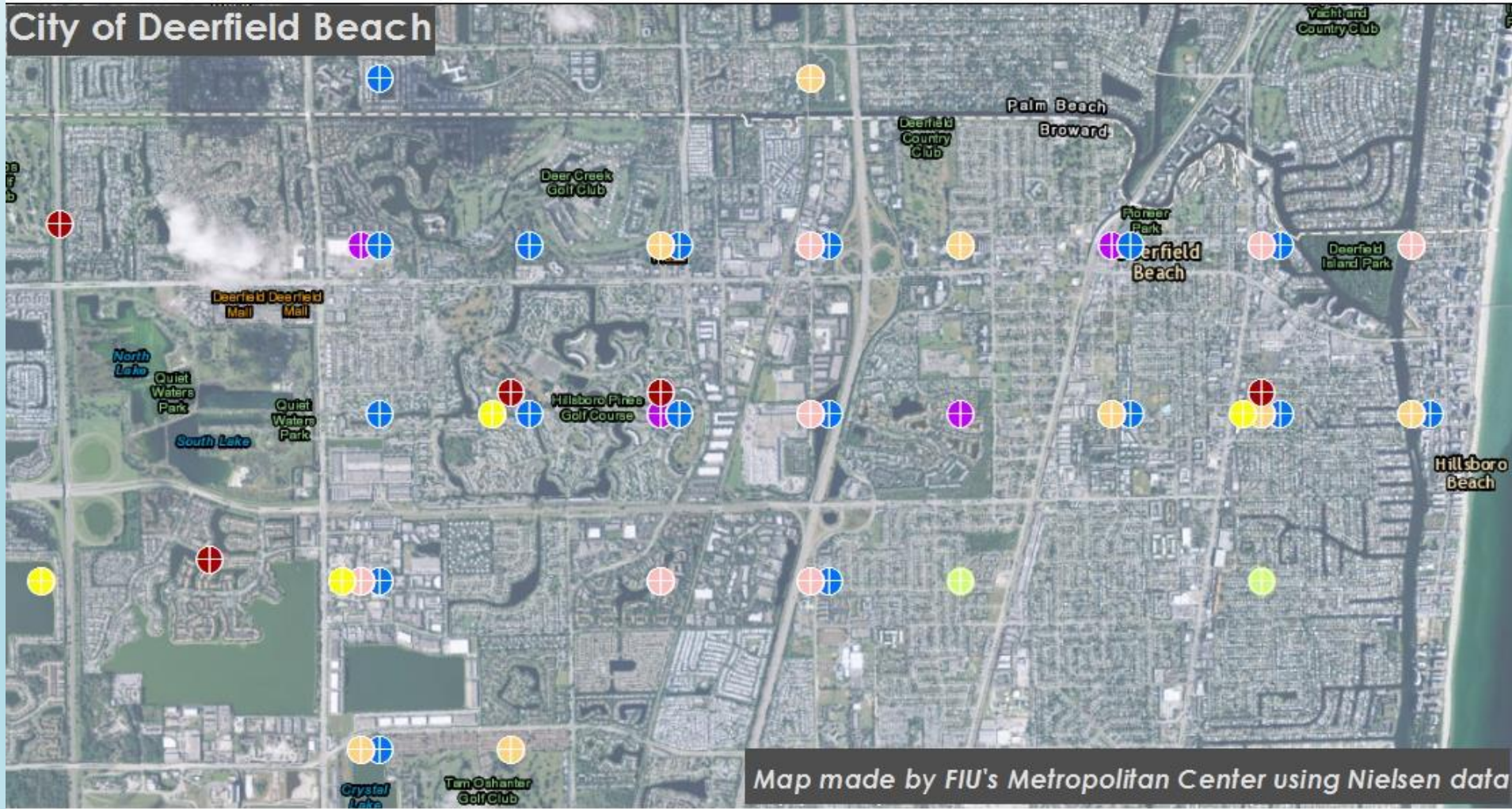
# Deerfield Beach Industry Cluster Opportunities

## Creative Design

- 1) Architectural and engineering services
- 2) Specialized design services
- 3) Computer systems design and related services
- 4) Motion picture and video industries

# Creative Design Types of Businesses by Location

## City of Deerfield Beach



### Legend

- Red circle with cross: Graphic Design Services
- Yellow circle: Computer Systems Design Services
- Pink circle: Custom Computer Programming Services
- Orange circle: Engineering Services
- Light green circle: Motion Picture and Video Production Services
- Blue circle with cross: Interior Design Services
- Purple circle: Architectural Services

# Stakeholder Interviews

Issues and opportunities identified by interviewees:

- Job opportunity and generating new employment
- Education
- Housing
- Physical environment & community image
- Government structure and government services
- Priority development & redevelopment opportunities

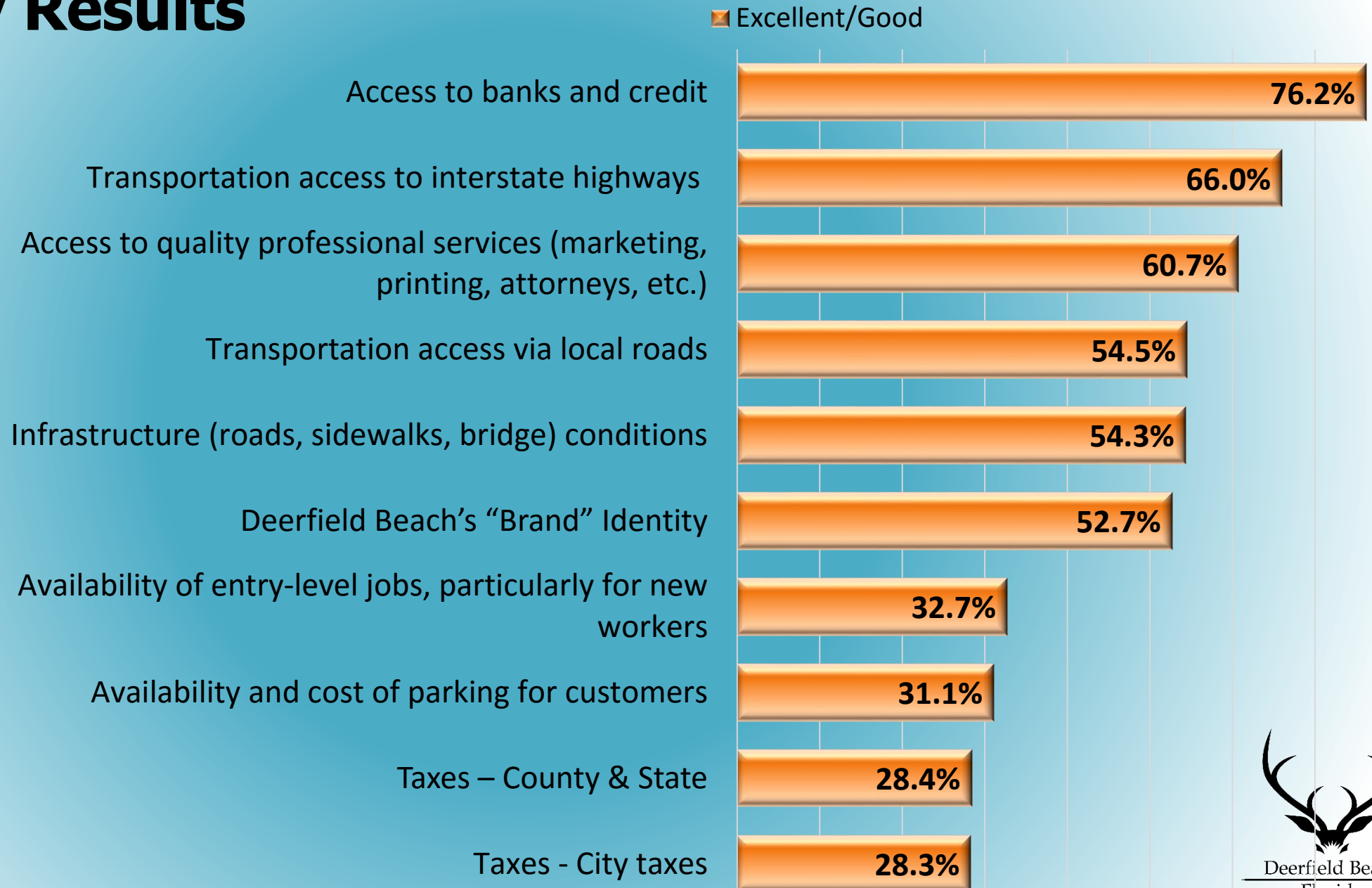
# Stakeholder Interviews

## Priority Development & Redevelopment Opportunities

- Regional collaboration on job creation, economic development and marketing
- Development of a new Town Center (Pioneer Grove)
- Redevelopment of the Central Core of the City
- Transit-Oriented Development (TOD) at Tri-Rail location
- Improve the City's Gateways
- The Cove Shopping Center – most important asset and opportunity for visibility, change of image, and spur new investment
- The Beach — make more accessible from the west along Hillsboro Boulevard
- Public Education - Vocational training and 2 year technical schools
- Develop more quality retail and restaurant establishments

# Community Survey: Preliminary Results

## *Top Ten Features of the City Economy*



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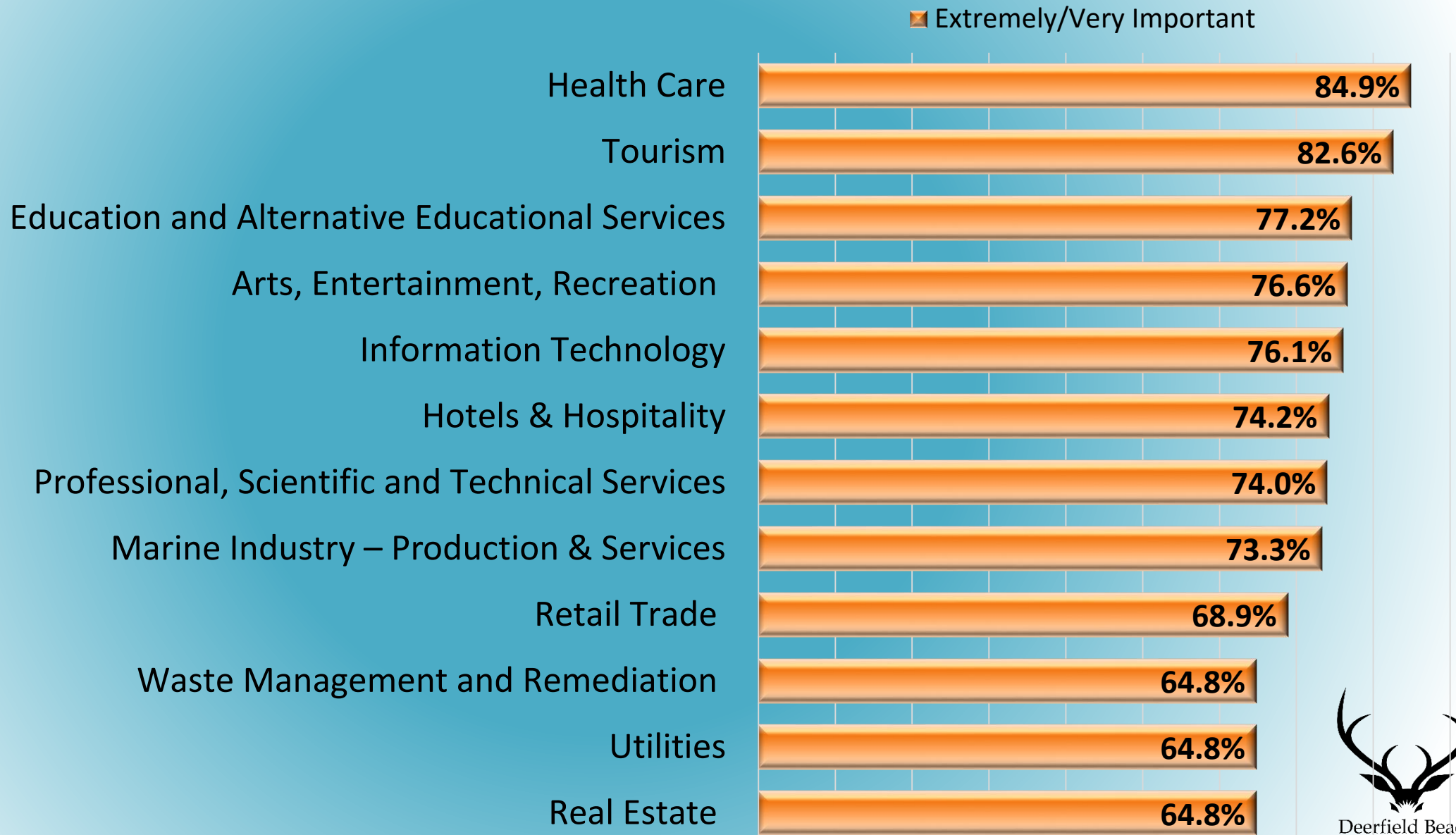
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# Community Survey: Preliminary Results

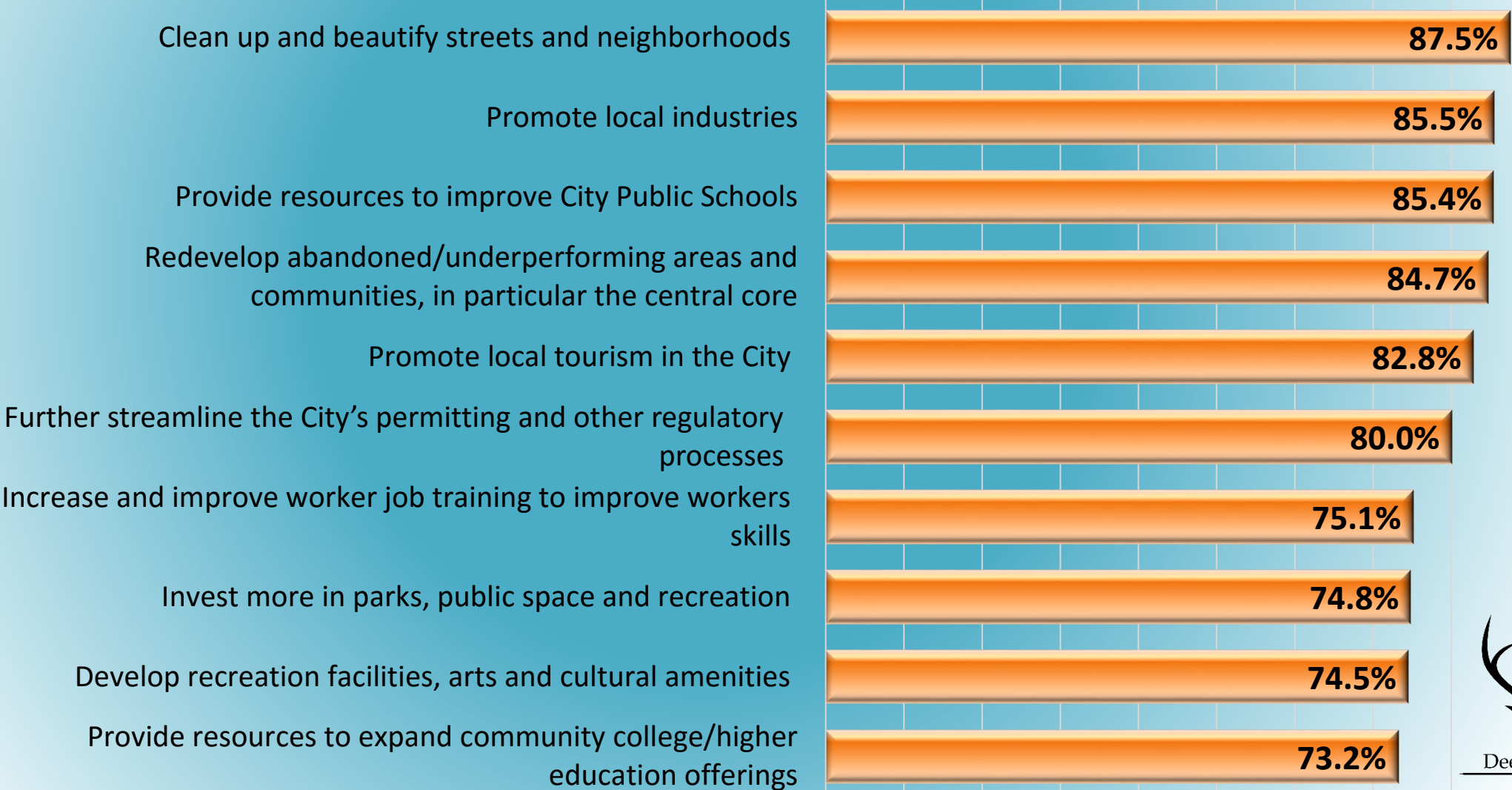
## Importance of the Creation of New Jobs in the Following Industries?



# Community Survey: Preliminary Results

## How important each economic development strategy is to creating jobs and generating economic development opportunities for Deerfield Beach.

Extremely/ Very Important



# Community Survey: Preliminary Results

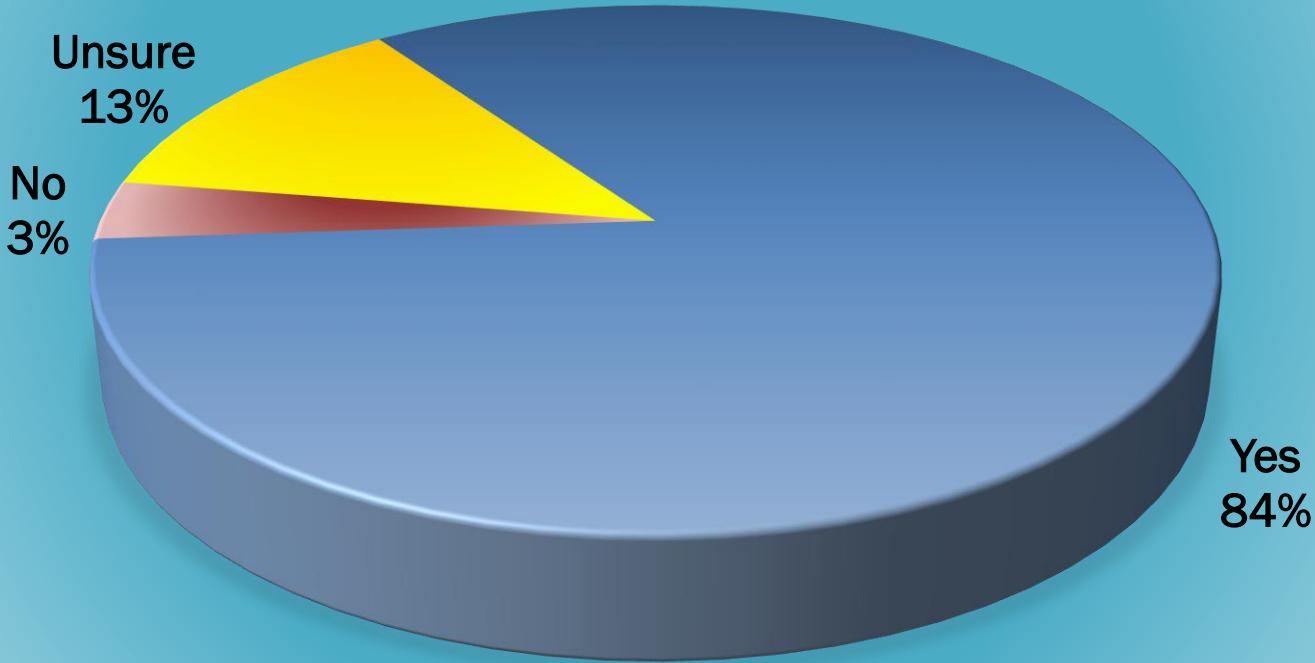
## Priority Economic Development Projects





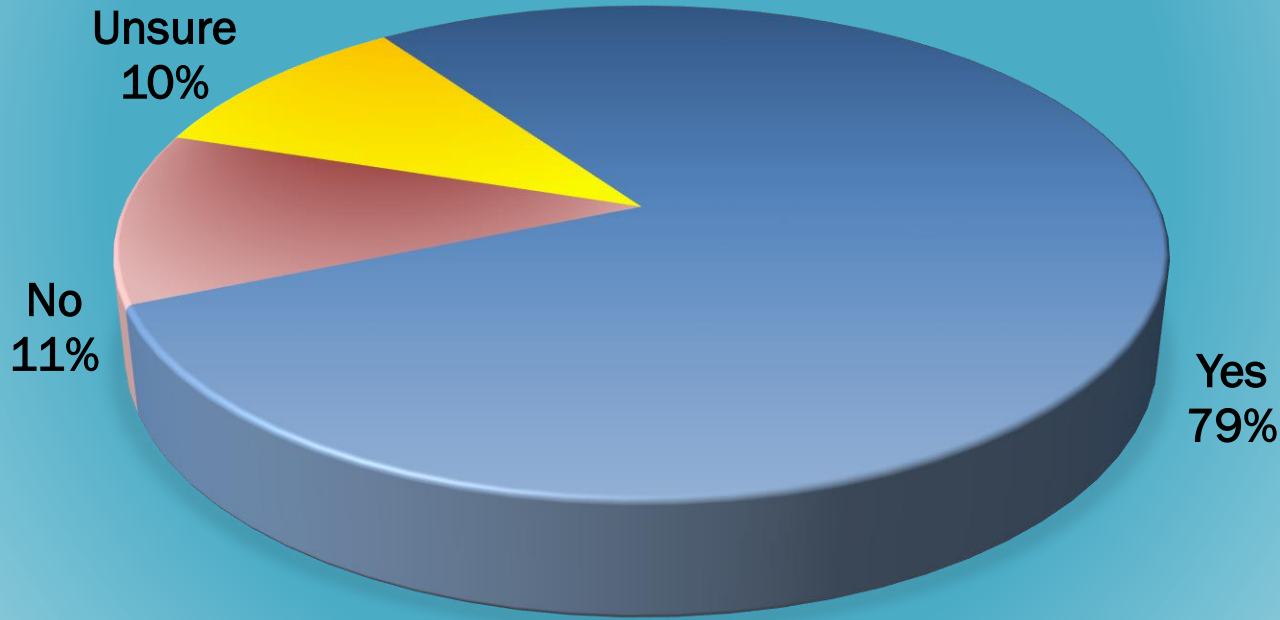
# Community Survey: Preliminary Results

DO YOU SEE YOURSELF LIVING IN DEERFIELD BEACH THREE TO FIVE YEARS FROM NOW?



# Community Survey: Preliminary Results

WOULD YOU RECOMMEND THE CITY OF DEERFIELD BEACH AS A PLACE TO LIVE AND WORK?



# Next Steps

- Finalize SWOT Summary Analysis
- Draft Economic Development Strategies
- Project Summary Brochure for Investor Solicitation and Marketing Package