



Economic Development Cross-Departmental Team

Strategic Planning & Performance Management
January 30, 2024

Moving from Outstanding to Excellent!





Economic Development Cross-Departmental Team

Strategic Planning & Performance Management

January 30, 2024

Moving from Outstanding to Excellent!



Sherry Howard
Housing and
Economic Dev.



Paul Connell
Parks & Recreation



Ebony Bruton
Water Utilities



Chrystal Mathews
Office of Community
Revitalization



Javatis Midget
Fire Rescue



Megan Houston
Office of Resilience



Andrew Gamboa
Airports



Kenisha James
Office of Equal
Business Opportunity



Rebecca Schnirman
Parks & Recreation



Vannette
Youyoute
Tourist Dev.
Council



Yrinea Del Bosque
Community Services



Leilani Yan
Human Resources



Ronald Rice
Cooperative Extension



Emanuel Perry
Tourist Dev. Council



Natalie Diaz
Rodriguez
Community
Services



Allen Grey
Office of Equal
Business Opp.



Keith Clinkscale
Division of Strategic
Planning and
Performance Mgt.



Ike Powell
Youth Services



Joan
Hutchinson
Tourist Dev.
Council



Marcela Millett
Division of Strategic
Planning and
Performance Mgt.



Alan Chin Lee
Housing and
Economic Dev.



Bryan Davis
Planning, Zoning
and Building



Economic Development

Palm Beach County Profile

Top 5 Sectors by Employment Growth

| | | |
|-----------------------------------|-------------|---------|
| 1. Leisure/Hospitality | +3,800 jobs | 90,300 |
| 2. Trade/Transportation/Utilities | +3,200 jobs | 125,000 |
| 3. Education/Health Services | +2,600 jobs | 109,700 |
| 4. Government | +2,200 jobs | 65,300 |
| 5. Manufacturing | +400 jobs | 21,400 |





Economic Development

Palm Beach County Profile

| Business Trends 2019-2022 | 2019 | 2022 | Net Change | Percent Change |
|---|---------|---------|------------|----------------|
| Total Number of Businesses | 59,140 | 68,481 | 9,341 | 13.64% |
| Total Number of Employees | 628,894 | 654,338 | 25,444 | 3.89% |
| Number of Businesses with 25 or less Employees | 54,874 | 64,036 | 9,162 | 14.31% |
| Number of Businesses with 5 or less Employees | 43,189 | 51,699 | 8,510 | 16.46% |

2022 Top 3 Sectors for businesses with 25 or less employees

- Professional, Scientific, and Technical Services
- Health Care and Social Assistance
- Construction

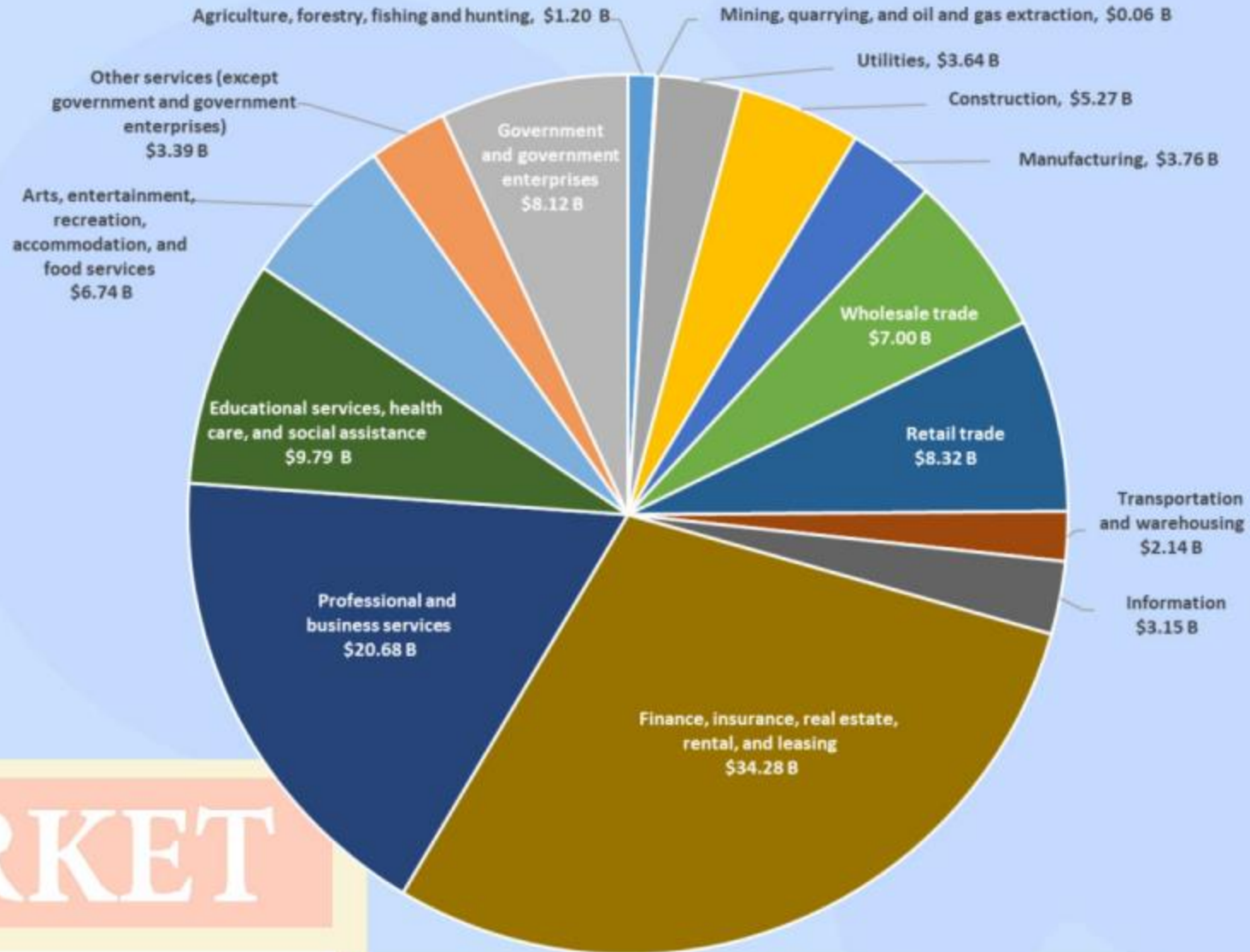
2022 Top 3 Sectors for businesses with 5 or less employees

- Professional, Scientific, and Technical Services
- Health Care and Social Assistance
- Administrative and Support and Waste Management and Remediation Services



Economic Development

Palm Beach County Profile



MARKET



Strategic Priority

Economic Development Goals

"To promote economic revitalization by driving the creation of employment opportunities while reducing disparities and improving quality of life for everyone."

1. A stable, diversified, and resilient economic base that maximizes jobs for County residents and capitalizes on emerging industries.
2. Growing the Tourism and Hospitality Industry by driving room nights and their associated economic impact.
3. Promote Entrepreneurial Opportunities.
4. Revitalize Communities to Support Economic Development.
5. Support and Promote a Viable and Diverse Agricultural Industry.
6. Enhance and Expand Opportunities for Paid and Unpaid Student and Apprenticeship Programs.

BAKERY

HOTEL



Economic Development

Return on Investment

Housing and Economic Development

From **2021 – 2023**:

- Every **\$1** of county investment was leveraged by **\$9** in private investment, resulting in creation/retention of **15,702 jobs** and **\$670M** of Economic Impact
- Assisted **6,870** businesses during the three year period

Community Services

- Every **\$1** spent, there was a return of **\$2.18**
- Total Amount Invested: **\$633,559**; Total Clients Served: **71**

Tourist Development Council

- PBC is projecting to have 9.5 million visitors by year end, a 3% increase from 2022
- August 2023 employment at 90,300 up 4% over Last Year ; F&B at 59,400 increased 4%; Arts & Entertainment at 19,900 increased 3%; Hotels at 11,000 up 7%



Economic Development Return on Investment

Airports

- 4th Best Mid-sized Airport in the U.S. by J.D. Power
- Economic impact that supports over 32,000 jobs, resulting in over \$1.5B of payroll
- \$3.92 - the lowest CPE value compared to other South Florida, and one of the lowest in U.S. airports

Office of Equal Business Opportunity

- 486 outreach attendees
- 100 S/M/WBE Certifications
- 5 newly certified vendors participating as subs

Parks and Recreation

- Collaboration with the Sports Commission hosting 17 events that resulted in 14,512 room nights and over \$10 Million in economic Impact
- Operations supports 11,238 jobs in related employment
- Public private partnerships such as Soccer 5 have resulted in millions of dollars in capital investment and generated revenue and over \$500,000 in annual concession revenue to the County



Economic Development

Return on Investment

Office of Community Revitalization

- Over 5,000 Residents benefitted from NEAT projects Countywide

Cooperative Extension Office

USDA/NIFA indicates that for every \$1.00 spent on EFNEP programming:

- \$10.64 can potentially be saved on health care costs
- \$2.48 can be saved on food expenditures

Given the FY23 EFNEP budget was \$534,338, the ROI calculation for FY23 is:

- \$5.6 million saved on health care costs
- \$1.3 million saved on food expenditures

Apprentice Programs

- 490 student positions budgeted, 269 student positions currently filled
 - 24% categorized as professional, paraprofessional & technician
 - 76% categorized in service maintenance & clerical
- 23 Apprenticeship positions budgeted, 17 Apprenticeship positions currently filled
 - Utility Plant Operators, Building Inspectors & Examiners (Airports, WUD, PZB)



Economic Development

Return on Investment

Fire Rescue

Cadet Stats

- Average of 150 teens at any given time
- 50 – 60 new teens join each year
- Since 2016 - 42 cadets were hired by PBCFR

Youth Services Department

- 4 Predoctoral Interns; 1 Postdoctoral Fellow; 2 Doctoral Practicum Trainees; 3 Student Interns; 4 Students/Seasonal Paraprofessionals
- 130 Summer Youth Interns and jobs through BCC-funded community-based agencies



Economic Development Cross Department Team
Superstar Way



Thank You



**BACKUP INFORMATION &
ADDENDUM**

**Not presented in person during BCC
Workshop on January 30, 2024**





Economic Development Cross-Departmental Team

Strategic Planning & Performance Management
January 30, 2024

Moving from Outstanding to Excellent!



Palm Beach County Profile

- Population: 1,558,477
- Median single-family home sales price: \$400,000
- Costs 6.1 times median income
- Median Household Income: \$90,800
- Unemployment rate: 3.2%
- Poverty Rate: 11.8%

Economic Development

The amount of funds available for fiscal year 2024 is \$1.2 billion.

- Public, non-profit, and private economic development organizations that provide services and opportunities for job seekers.
- Economic Development Council and Economic Development Agency.
- Economic Development Council and Economic Development Agency.
- Economic Development Council and Economic Development Agency.
- Economic Development Council and Economic Development Agency.
- Economic Development Council and Economic Development Agency.
- Economic Development Council and Economic Development Agency.



Economic Development Cross-Departmental Team Members



Sherry Howard
Housing and
Economic Dev.



Megan Houston
Office of Resilience



Yrinea Del Bosque
Community Services



Allen Grey
Office of Equal
Business Opp.



Aian Chin Lee
Housing and
Economic Dev.



Paul Connell
Parks & Recreation



Rebecca Schnirman
Parks & Recreation



Emanuel Perry
Tourist Dev. Council



**Joan
Hutchinson**
Tourist Dev.
Council



Ebony Bruton
Water Utilities



Andrew Gamboa
Airports



Leilani Yan
Human Resources



Keith Clinkscale
Division of Strategic
Planning and
Performance Mgt.



Bryan Davis
Planning, Zoning
and Building



Chrystal Mathews
Office of Community
Revitalization



**Vannette
Youyoute**
Tourist Dev.
Council



**Natalie Diaz
Rodriguez**
Community
Services



Marcela Millett
Division of Strategic
Planning and
Performance Mgt.



Javatis Midget
Fire Rescue



Kenisha James
Office of Equal
Business Opportunity



Ronald Rice
Cooperative Extension



Ike Powell
Youth Services



Palm Beach County Profile

- Population: 1,518,477
- Median single-family home sales price: \$600,000
 - Costs 6.1 times median income
- Median Household Income: \$98,300
- Unemployment rate: 3.3%*
- Poverty Rate: 11.6%

** Data reflected as of August 2023*



Palm Beach County Profile

Top 5 Industries by Employment Growth

| | | |
|-----------------------------------|-------------|---------|
| 1. Leisure/Hospitality | +3,800 jobs | 90,300 |
| 2. Trade/Transportation/Utilities | +3,200 jobs | 125,000 |
| 3. Education/Health Services | +2,600 jobs | 109,700 |
| 4. Government | +2,200 jobs | 65,300 |
| 5. Manufacturing | +400 jobs | 21,400 |





Palm Beach County Profile

Top 10 Occupations Gaining the Most Jobs by 2022-2030



- **8.7 percent** job growth within all industries/occupations
- Jobs requiring minimal education requirements such as secretaries, fast food cooks, tellers and other jobs, were among the top occupations estimated to experience **negative** job growth
 - Exception: restaurant servers and cooks



Palm Beach County Profile

| Business Trends 2019-2022 | 2019 | 2022 | Net Change | Percent Change |
|---|---------|---------|------------|----------------|
| Total Number of Businesses | 59,140 | 68,481 | +9,341 | 13.64% |
| Total Number of Employees | 628,894 | 654,338 | +25,444 | 3.89% |
| Number of Businesses with 25 or less Employees | 54,874 | 64,036 | +9,162 | 14.31% |
| Number of Businesses with 5 or less Employees | 43,189 | 51,699 | +8,510 | 16.46% |

2022 Top 3 Sectors for businesses with 25 or less employees

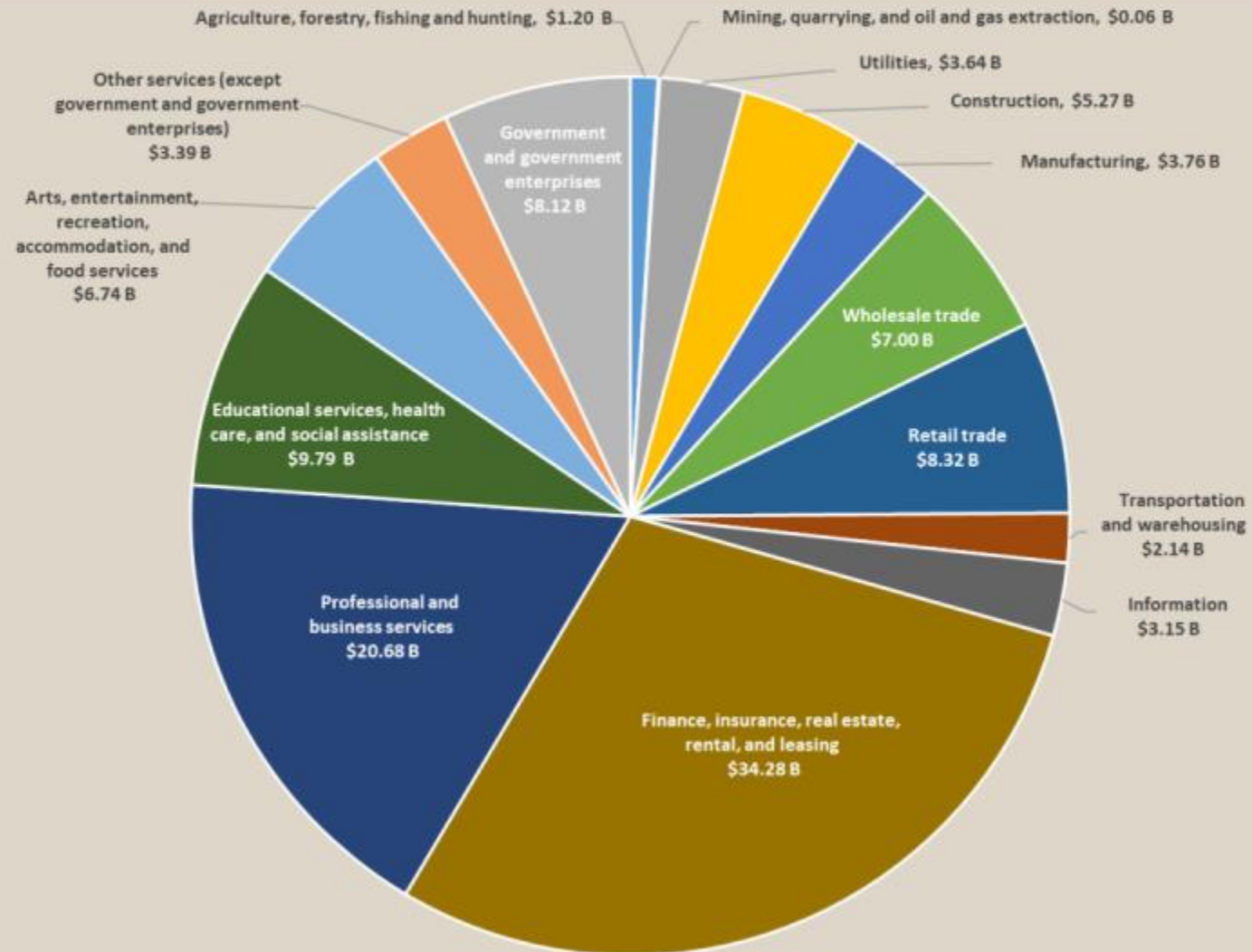
- Professional, Scientific, and Technical Services
- Health Care and Social Assistance
- Construction

2022 Top 3 Sectors for businesses with 5 or less employees

- Professional, Scientific, and Technical Services
- Health Care and Social Assistance
- Administrative and Support and Waste Management and Remediation Services



Palm Beach County Profile





Strategic Priority

Economic Development

"To promote economic revitalization by driving the creation of employment opportunities while reducing disparities and improving quality of life for everyone."

Economic Development Goals:

1. A stable, diversified, and resilient economic base that maximizes jobs for County residents and capitalizes on emerging industries.
2. Growing the Tourism and Hospitality Industry by driving room nights and their associated economic impact.
3. Promote Entrepreneurial Opportunities.
4. Revitalize Communities to Support Economic Development.
5. Support and Promote a Viable and Diverse Agricultural Industry.
6. Enhance and Expand Opportunities for Paid and Unpaid Student and Apprentice Programs.



HOUSING

BAKERY

HOTEL



Goal 1: A Stable, Diversified, and Resilient Economic Base That Maximizes Jobs for County Residents and Capitalizes on Emerging Industries

Housing and Economic Development

From 2021 – 2023:

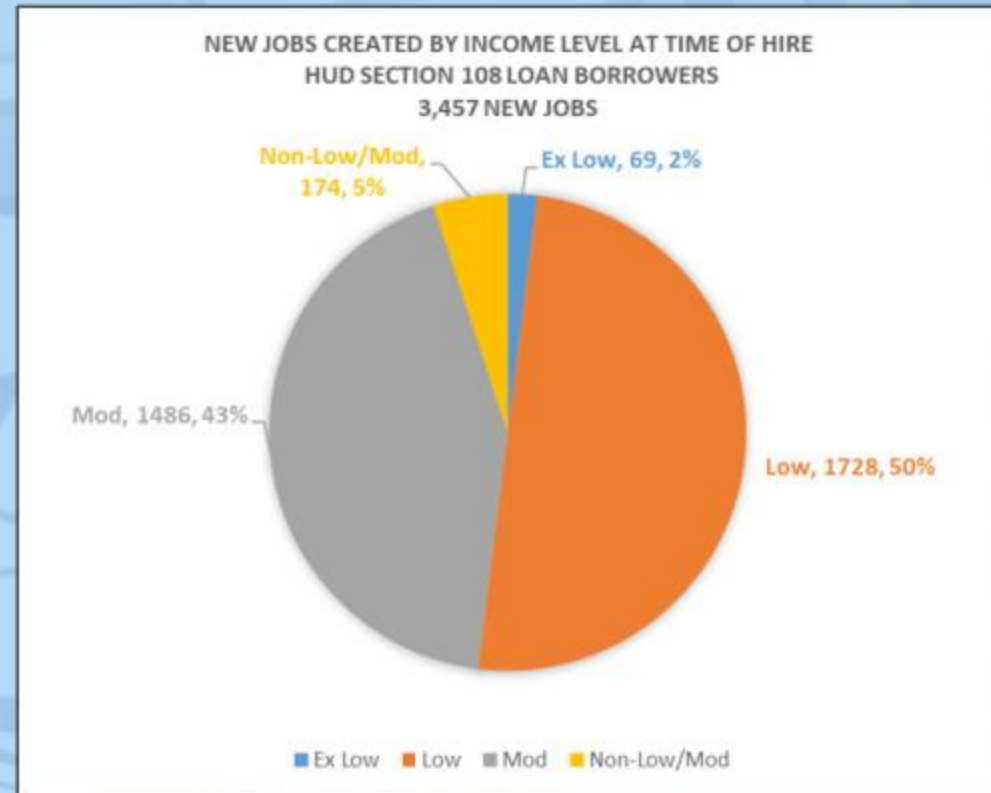
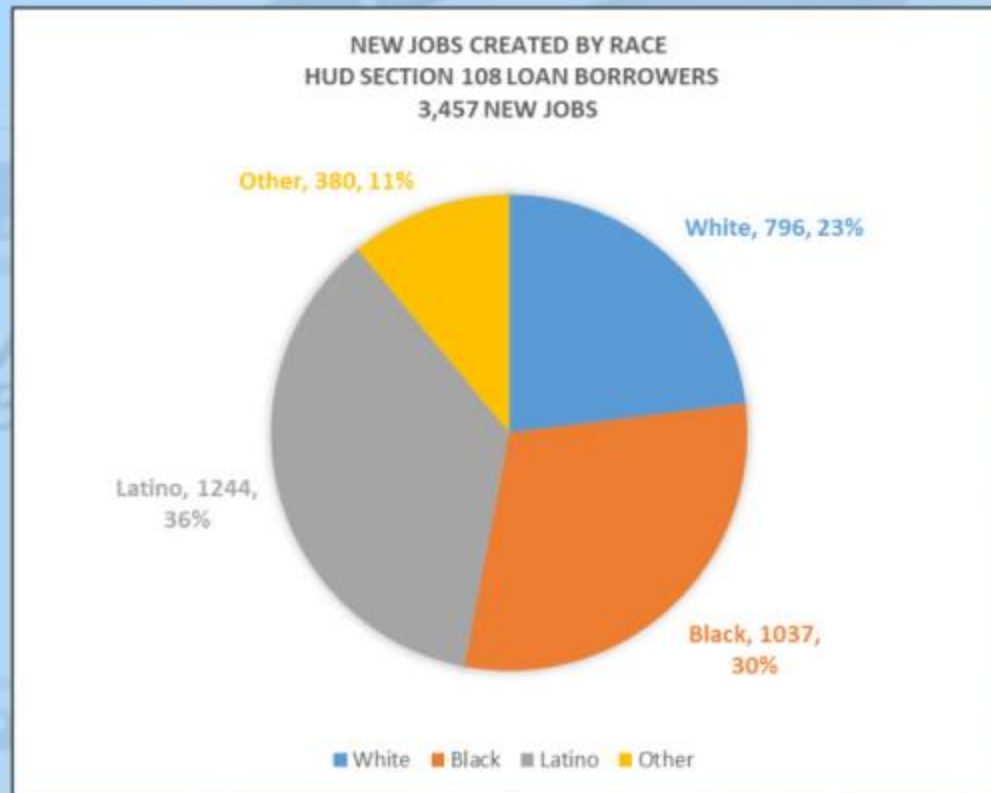
- Every **\$1** of county investment was leveraged by **\$9** in private investment, resulting in creation/retention of **15,702 jobs** and **\$670M** of Economic Impact.
- This includes programs managed directly by the Housing and Economic Development Department (HED) and also with HED's contract partners.
- Assisted **6,870** during the three year period.





Goal 1: A Stable, Diversified, and Resilient Economic Base That Maximizes Jobs for County Residents and Capitalizes on Emerging Industries

HUD Section 108 Loan Program-3,457 New Jobs





Economic Development

Return on Investment (ROI)

Community Services

Family Self-Sufficiency Program (FSSP)



Kenneth Williams completed CDL training and obtained employment at \$31.50, through the FSSP program, hosted by the Community Services Department Community Action Program.

**ROI 2023:
218%**



For every dollar spent, there was a return of \$2.18 (based on a \$8,923 investment per household).

Total Amount Invested:

\$633,559!!!

Total Clients Served:

71

Vocational Training



CDL HHA Entrepreneur PCT Forklift EKG Phlebotomy

Average Change in Income





Goal 2: Growing the Tourism & Hospitality Industry by Driving Room Nights & Their Associated Economic Impact

Tourist Development Council

Fiscal Year 2023

Business Travel, Groups, and Meetings continue to gain momentum as they are set to outpace our Record 2022 levels of activity.

VISION

Palm Beach County will be a globally recognized destination that all visitors will want to experience because of its culture, lifestyle, and amenities.



FY2023 Convention Center Rental Revenue



FYTD23 Rental Revenue of **\$5,321,244** is 13% higher than Last Year's **\$4,693,237** F&B Sales of **\$2,240,601** is 76% over Last Year's **\$1,275,181**.



Goal 2: Growing the Tourism & Hospitality Industry by Driving Room Nights & Their Associated Economic Impact

Tourism Strategies:

- Tourism Master Plan
- Destination Development
 - 2nd Headquarter Hotel
 - Convention Center Expansion
 - Diversification of Attractions
- Sustainable Tourism
- Cultural & Heritage Preservation
- Market Research & Analysis



- Tourist Experience Enhancement
- Effective Marketing & Promotion
- Collaboration & Partnerships
- Community Outreach & Involvement
- Increase air traffic through Palm Beach International Airport to Palm Beach County
- Diversity, Equity, Inclusion, & Accessibility
- ThePalmBeaches.tv



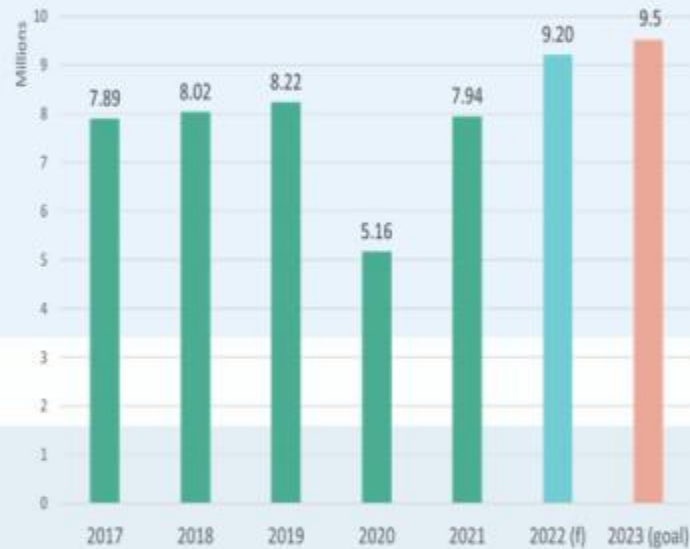


Goal 2: Growing the Tourism & Hospitality Industry by Driving Room Nights & Their Associated Economic Impact

History of Bed Tax Collections



PBC Visitation



Leisure & Hospitality



Palm Beach County is projecting to have **9.5 million visitors** by year end. That's 3% increase from prior year 2022. Thanks to the increase in hotel & non-hotel (Airbnb/ VRBO) bookings.

August 2023 employment at **90,300** up 4% over Last Year; F&B at **59,400** increased 4%; Arts & Entertainment at **19,900** increased 3%; Hotels at **11,000** up 7%





Economic Development Return on Investment

Airports

\$4.6B
annually

Economic Impact of Palm Beach International Airport (PBI)
Florida Department of Transportation (FDOT)

**4th
Best**

- Mid-sized Airport in the U.S. by J.D. Power
- 8th Best Domestic Airport in Travel & Leisure Magazine's 2023 World's Best Awards

**Over
32,000
jobs**

PBI has an economic impact that supports over 32,000 jobs, resulting in \$1.5B in payroll

\$3.92

Cost per Enplaned Passenger (CPE)
FY24

PBI continues to have the lowest CPE value compared to other South Florida, and one of the lowest in U.S. airports

Investment in air service development, marketing, infrastructure development and improvements makes PBI a premier aviation facility, while keeping costs low for airlines and customers.





Getting the Word Out About PBI



Expedia Ad Campaigns

Social Media Ads

#FLYLOCAL

PBI

Fly nonstop to sand, salt, and sunshine.

Visit The Palm Beaches

PBI

Chicago Nonstop from South Florida's favorite airport

Book now

#nyPBI

PBI Palm Beach International Airport (PBI)

Sponsored

With 40 daily flights, fly from Palm Beach International Airport to New York City and enjoy the sights, sounds, and more!

VISIT NEW YORK #FLYPBI

DIRECT FLIGHTS
LONG ISLAND
WESTCHESTER
ALL MAJOR AIRPORTS

PBIA.ORG
Get ready to take on the Big Apple!

Book Today

1 comment 2 shares 46 views

Like Comment Share

PBI flypbi

Sponsored

VISIT NEW YORK #FLYPBI

DIRECT FLIGHTS
LONG ISLAND
WESTCHESTER
ALL MAJOR AIRPORTS

Book Today

328 views

flypbi With 40 daily flights, fly from Palm Beach International Airport to New York City and enjoy the sights, sounds, and more!

Get to your gate faster.

Only 15 Minutes To Your Gate From Here

FLY PBI.

Palm Beach THE PALM BEACHES

PBI

CLEAR CHANNEL



Getting the Word Out About PBI: Partnerships



Careers in Aviation
Day & Drill

Discover The
Palm Beaches - FAC

TV – LAX





Goal 3: Promote Entrepreneurial Opportunities

In order to determine our true ROI, the Office of Equal Business Opportunity (OEBO) takes into consideration the following factors:

- Initial Investment
- Number of outreach events held
- Number of participants in attendance
- Number of vendor registrations and applications for certification processed as a result of the outreach event
- Number of contracts awarded
- Dollars awarded to S/M/WBE Primes



OEBO's focus is on certified vendors and their journey through the procurement process and continued business with Palm Beach County.



Economic Development Return on Investment



Successful Outcome





Goal 3: Promote Entrepreneurial Opportunities

Opportunities in Parks and Recreation

PALM BEACH CHALLENGE **27TH ANNUAL**



*College and
International Edition*



The Palm Beaches Spartan 2023



Goal 3: Promote Entrepreneurial Opportunities

Opportunities in Parks and Recreation

Okeehellee BMX Gold Cup Weekend



Soccer 5 John Prince Park

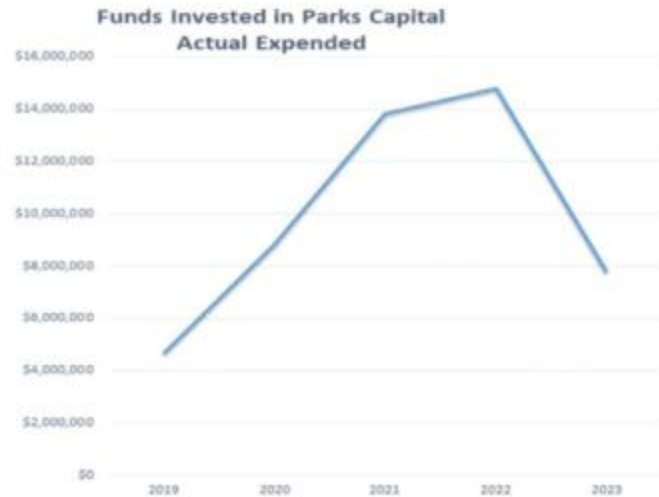


Goal 4: Revitalize Communities to Support Economic Development

Parks and Recreation and Office of Community Revitalization

- Metrics**
- Number of CCRT areas with a park within ¼ mile
 - Number of Community Improvement Projects in Countywide Community Revitalization Team (CCRT) areas
 - Funds Invested in Parks Capital Projects
 - Number of CCRT areas with multiple deficiencies

| BFY | Actual Expense |
|--------------------|---------------------|
| 2019 | \$4,686,288 |
| 2020 | \$8,826,452 |
| 2021 | \$13,839,645 |
| 2022 | \$14,785,627 |
| 2023 | \$7,809,667 |
| Grand Total | \$49,947,680 |



Funds Invested in Neighborhood Improvements in CCRT Areas From 2018 – 2023

- Invested **\$887,000** in the installation and 20-years operation and maintenance of **155** streetlights in the Homes at Lawrence, Limestone Creek, San Castle and Watergate Estates CCRT areas. Partnered with FPL to convert 490 street lights to LED within 18 CCRT areas in 2023.
- Invested over **\$296,400** in the installation of **40** speed humps in the Plantation, San Castle and Cannongate-Southwoods and Country Club Acres CCRT areas.
- Invested **\$1,453,000** in the construction of neighborhood park improvements in the Belvedere Estates, Cabana Colony, Canal Point, Kenwood Estates, Lake Worth West, Limestone Creek, and the San Castle CCRT areas.
- Awarded **\$744,500** in NEAT grant funding for the completion of **89** neighborhood improvement projects in various CCRT areas.

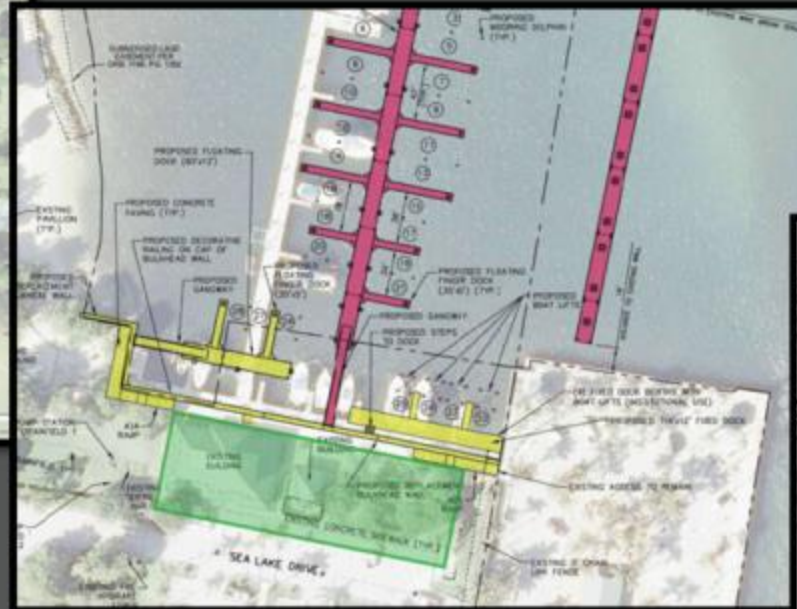


Goal 4: Revitalize Communities to Support Economic Development

Planned Park Facilities

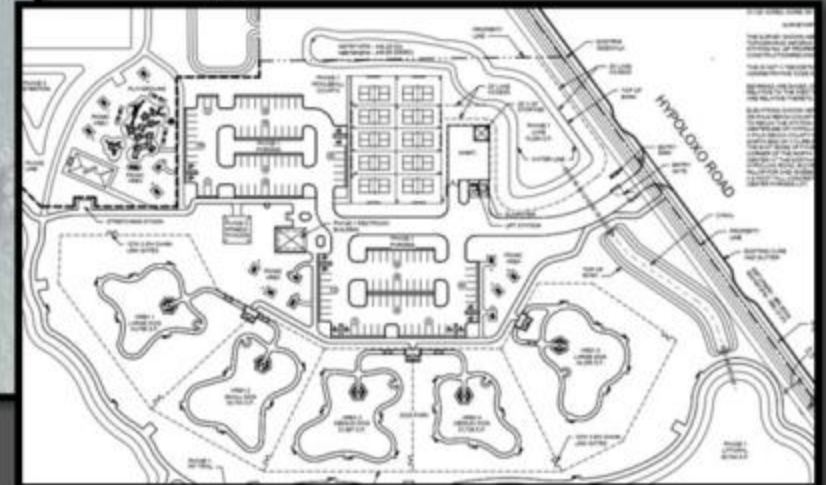


Gramercy Park



Ocean Inlet Park

Villages of Windsor Park





Economic Development Return on Investment

Neighborhood Engagement & Transformation (NEAT) Grants Program



- FY23 3 ` BCC Investment \$98,000
- Total Project Cost \$200,000
- Return On Investment

Over 5,000 Residents benefitted from NEAT projects Countywide.





Goal 5: Support and Promote a Viable and Diverse Agricultural Industry

Cooperative Extension Office

USDA/NIFA indicates that for every \$1.00 spent on EFNEP programming:

- \$10.64 can potentially be saved on health care costs;
- \$2.48 can be saved on food expenditures.

Given the FY23 EFNEP budget was \$534,338, the ROI calculation for FY23 is:

\$5.6 million saved on health care costs.

$$(\$10.64 \times \$534,338 = \$5,685,356)$$

\$1.3 million saved on food expenditures.

$$(\$2.48 \times \$534,338 = \$1,325,158)$$





Goal 6: Enhance & Expand Opportunities for Paid and Unpaid Student and Apprenticeship Programs to Meet Local Needs

Metrics:

- 490 student positions budgeted
- 269 student positions currently filled, 24% categorized as professional, paraprofessional & technician
- 76% categorized in service maintenance & clerical
- 23 Apprenticeship positions budgeted
- 17 Apprenticeship positions currently filled, include Utility Plant Operators, Building Inspectors & Examiners (Airports, WUD, PZB)

Environmental Resources Management Interns



Parks & Recreation Intern





Goal 6: Enhance & Expand Opportunities for Paid and Unpaid Student and Apprenticeship Programs to Meet Local Needs

Fire Rescue

Ways The Cadets Help The Community

- Volunteer at various charitable functions
- Participate in ride time with current professional firefighters
- Participate in competitions
- Attend weekly training meetings
- Make lifelong friends and go on group outings



Cadet Stats

- Average of 150 teens at any given time
- 50 – 60 new teens join each year
- Since 2016 - 42 cadets were hired by PBCFR



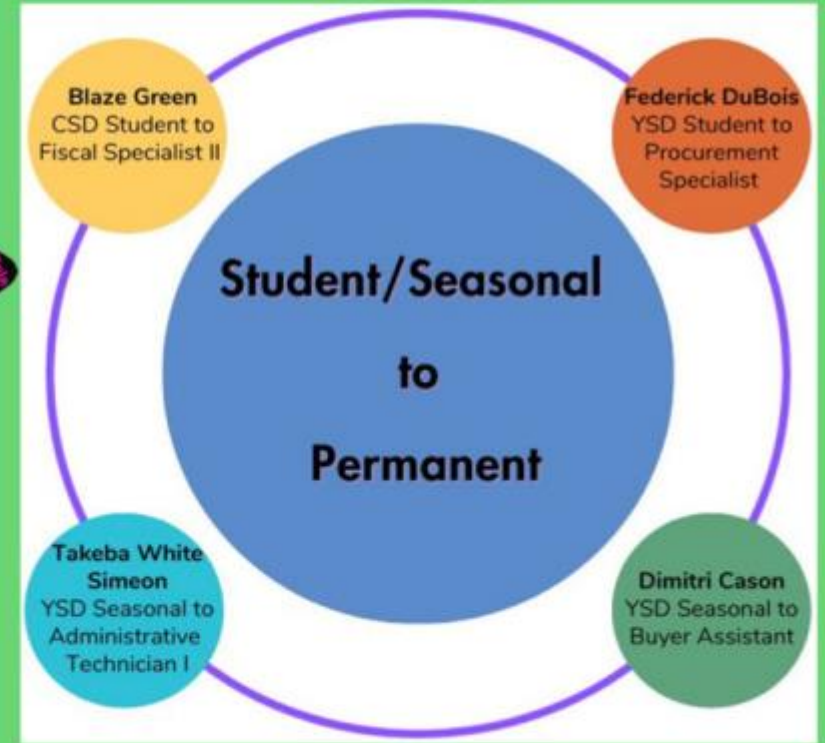


Goal 6: Enhance & Expand Opportunities for Paid and Unpaid Student and Apprentices Programs to Meet Local Needs

"Growing our Own" - Support career growth through opportunities for internships

Youth Services Department Students and Interns FY23

- 4 Predoctoral Interns
- 1 Postdoctoral Fellow
- 2 Doctoral Practicum Trainees
- 3 Student Interns
- 4 Students/Seasonal Paraprofessionals
- 130 Summer Youth Interns and jobs through BCC-funded community-based agencies





Goal 6: Enhance & Expand Opportunities for Paid and Unpaid Student and Apprenticeship Programs to Meet Local Needs

Youth Services Department – Growing Brighter Futures through Student Training Program and Internship Opportunities



**TWILA
TAYLOR**

RTFC Division Director
(former Postdoctoral Intern)



**SHAYNA
GINSBURG**

Chief of Clinical Services,
Education and Training
(former Postdoctoral Intern)



**AMANDA
TERRELL**

Chief of Residential Clinical
Services
(former Intern)



**RACHELLE
SOSU**

Psychologist
(former Postdoctoral Intern)



Goal 6: Enhance & Expand Opportunities for Paid and Unpaid Student and Apprenticeship Programs to Meet Local Needs

"Growing our Own" - Addressing continued shortage of employees, especially in the area of mental health

Behavioral Health Technicians Certification Program

- First graduating class in May 2023
- Cohort of 40 students representing 3 high schools
- Youth Services Department participated in the program development
- School District of Palm Beach County
- BeWell Palm Beach County
- United Way of Palm Beach County





Next Steps

- Continue to develop and refine strategies to address the County's goals for Economic Development based on the changing climate.
- Continue to evaluate metric outcomes to determine effectiveness of strategies.
- Modify strategies to address negative outcomes.
- Explore methods to quantify ROI for County programs and expenditures.





Thank You

