

# ECONOMIC DEVELOPMENT

July 2011

# *Current Economic Issues*

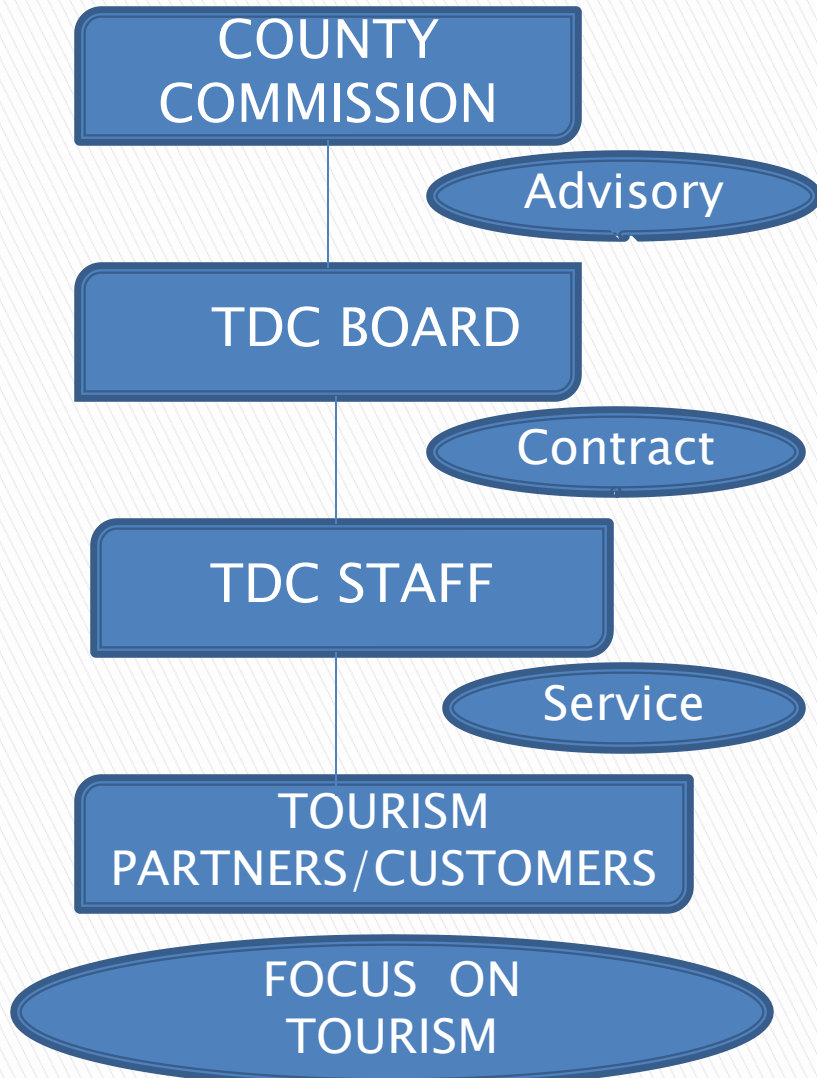
- ▶ Public perception / loss in confidence in Enterprise Flagler.
- ▶ Diversity of ideas about economic development.
- ▶ Summit still looming.
- ▶ Palm Coast funding uncertain or being withdrawn.
- ▶ 2<sup>nd</sup> highest unemployment rate in State.
- ▶ Economic development needs still exist.

# *Base Options*

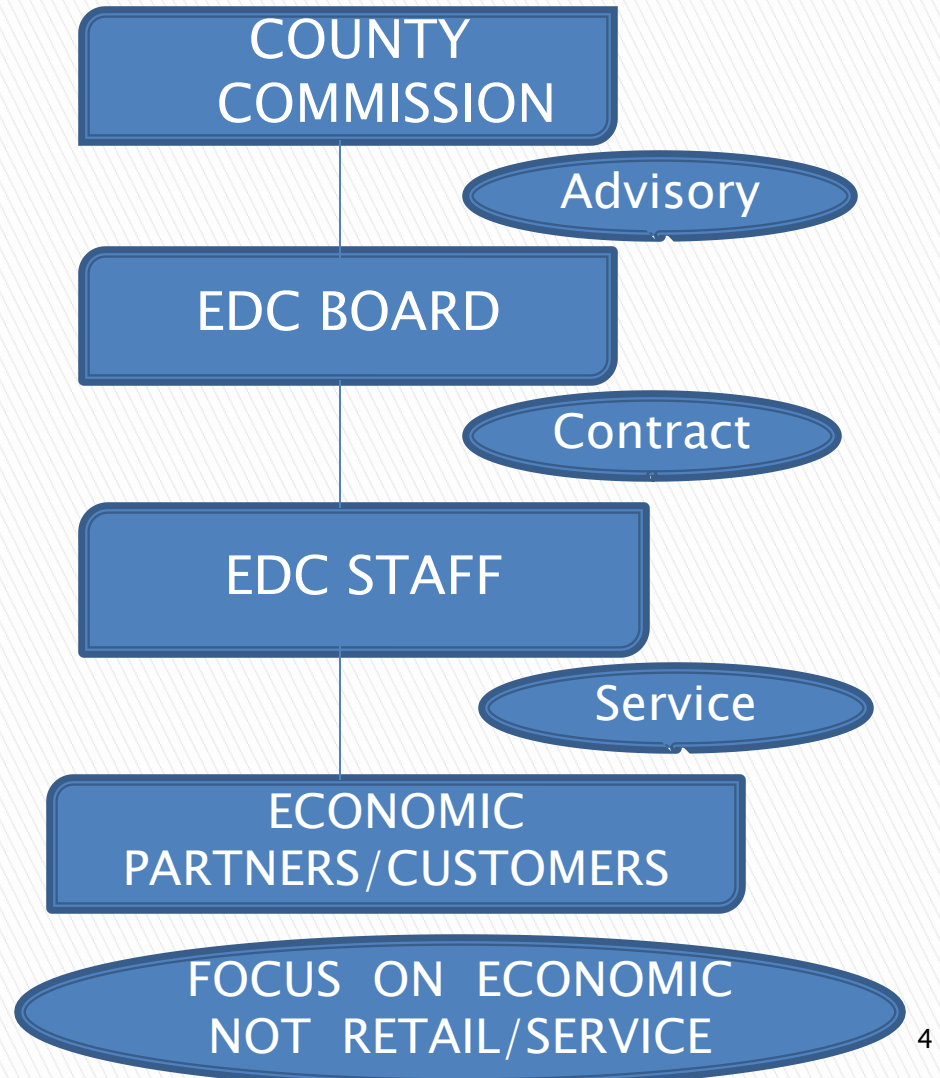
- ▶ Option 1: Maintain Enterprise Flagler status quo.
- ▶ Option 2: Retool Enterprise Flagler (new name, new board, same funding, same structure).
- ▶ Option 3: Dissolve Enterprise Flagler and begin new organization (modeled after TDC) with new funding.

# Organizational Structure

## Current TDC Board



## Proposed EDC Board



# *Board Structure*

## Current TDC Board

- ▶ Tourism focused.
- ▶ Recommending body.
- ▶ 9 members.
- ▶ Chaired by County Commissioner.

## Proposed EDC Board

- ▶ Industry/high tech/ag producer focused.
- ▶ Recommending body.
- ▶ 9 members.
- ▶ Chaired by County Commissioner.

# *Board Structure*

## Current TDC Board

- ▶ 3 local government representatives (County, Palm Coast, Flagler Beach); appointed by local government.
- ▶ 6 specific private sector representatives (tourism, hoteliers).

## Proposed EDC Board

- ▶ 4 local government representatives (County, Palm Coast, Bunnell, Flagler Beach); appointed by local government. \*Contingent on per capita funding provided.
- ▶ 5 specific private sector representatives (i.e., manufacturing, workforce, high tech, agriculture, former CEO, finance, marketing).

# *Board Structure*

## Current TDC Board

- ▶ Private representatives appointed by BOCC.
- ▶ Public body/meetings.
- ▶ Staffing function contracted with Chamber.

## Proposed EDC Board

- ▶ Private representatives appointed by BOCC.
- ▶ Public body/meetings (confidentially per F.S.).
- ▶ Staffing function contracted with Chamber.

# *EDC Staffing Plan*

CHAMBER PRESIDENT

VP of ECONOMIC  
DEVELOPMENT

ECONOMIC  
COORDINATOR

SALES & MARKETING



# *Funding*

- ▶ TDC – Currently funded at approximately \$1.3M with 3 full-time positions and \$700,000+ in advertising.
- ▶ EDC – Currently funded at approximately \$260,000 with 2 full-time positions and \$5,000 in advertising.

# *Funding Level 1*

## *Proposed Investment/Resources*

### *\$410K +/-*

- ▶ Increased staffing levels (3 staff members).
- ▶ Some marketing.
- ▶ Limited incentives (ad hoc).
- ▶ Limited summit implementation.
- ▶ Some success expected (3 years = 250 primary jobs; 350 secondary jobs; 600 total).
- ▶ Funding participation expected:
  - \$1 per capita from Cities.
  - County/private remainder.

# *Funding Level II*

## *Additional Investment Resources*

### *\$600K +/-*

- ▶ Increased staffing levels (4 dedicated staff members).
- ▶ Increased marketing.
- ▶ More summit implementation.
- ▶ Limited incentives (ad hoc).
- ▶ Slightly increased success expected (3 years = 500 primary jobs; 750 secondary jobs; 1,250 total).
- ▶ Funding participation expected:
  - \$2 per capita from participating Cities.
  - County/private remainder.

# *Funding Level III*

## *Optimal Investment Resources*

### *\$1.3M*

- ▶ Optimal staffing level (4 dedicated staff members).
- ▶ Robust marketing plan (\$200K).
- ▶ Fund Countywide Business Assistance Center.
- ▶ Establish incentive reserve (\$2M).
- ▶ Full summit implementation.
- ▶ Success expected (3 years = 750 primary jobs; 1,250 secondary jobs; total 2,000 jobs).
- ▶ Funding participation expected:
  - All parties contribute ½ cent sales tax revenue (total \$4.075M).

# *Transparency & Accountability*

- ▶ Information distribution:
  - Posted on the Chamber website.
  - Sent to stakeholders.
  - Open public meetings (excluding lead protection per F.S.).
  
- ▶ Information to be Shared:
  - Quarterly reports.
  - Accomplishments.
  - Financials.
  - Board meeting minutes.
  - In-person quarterly reports to government partners.
  - Press releases as needed.

# *Other Items*

- ▶ Three-year plan commitment.
- ▶ Potential start date October 1<sup>st</sup>.

# Expenses

Personnel Expenses	\$ 240,000.00
Membership/Organization Expense	\$ 24,000.00
Operating Expenses	\$ 76,000.00
Marketing Expenses	\$ 70,000.00
Total Expenses	\$ 410,000.00

# Budget Recommendations for Marketing

Orlando Trade Shows	\$ 2,000.00
Data/Lead Generation	\$ 6,000.00
EFlorida International Missions	\$ 8,000.00
EFlorida Site Selector Events	\$ 6,000.00
EFlorida Trade Shows	\$ 6,000.00
Targeted Regional Sales Missions	\$ 15,000.00
Trade Show Representation	\$ 5,000.00
Marketing Materials	\$ 12,000.00
FAM Tours/Event hosting	\$ 10,000.00
<b>Total</b>	<b>\$ 70,000.00</b>