



# Q2 REPORT FOR POLK COUNTY

*The CFDC continues to build partnerships and pathways to economic development in Polk County.*

During the second quarter of the CFDC's 2016-2017 fiscal year, the organization moved full steam ahead with active committee participation, a strategic planning Board Retreat, and targeted business development outreach. As a result of the CFDC's Board Retreat, the organization has updated the Four Pillars of the CFDC's mission to address strategic priorities as effectively as possible.

Please find a summary below of the economic development activity underway in Polk County in these four priority areas.

### The CFDC's Four Pillars are:



Promote Polk County as a Premier Business Destination



Advocate for Key Business Issues



Facilitate Global Trade



Foster Collaborative Partnerships



## Promote Polk County as a Premier Business Destination

### BUSINESS DEVELOPMENT

The CFDC's pipeline of projects continued to grow in the second quarter with a total of **twelve active projects – seven relocation and five local expansions.**

The business development team attended the Shared Services conference in Orlando and the E-Commerce and Home Delivery show in Atlanta. These events gave Polk County exposure to corporate executives working directly in two of our targeted industries – logistics and distribution, and business services.

*Florida Trend* magazine featured a 38-page Polk County community profile in its March issue that will be used as a promotional piece for highlighting the assets of Polk County. The CFDC's partnership with Enterprise Florida and its Team Florida marketing initiative provided the opportunity to be included in digital advertisements

**FLORIDA within REACH**

With its strategic central location, Polk County delivers the connectivity, competitive costs and workforce talent your business needs to thrive.

**9 MILLION people within 100 MILES**

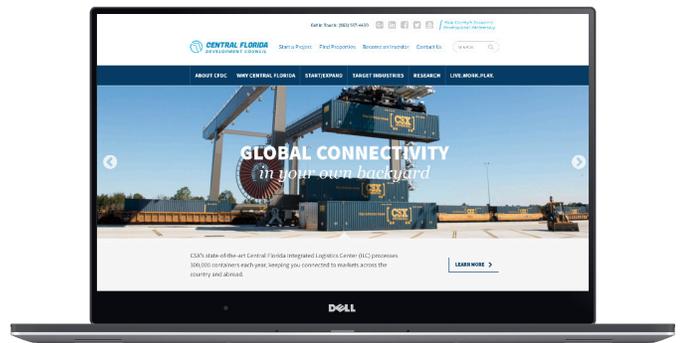
**CENTRAL FLORIDA DEVELOPMENT COUNCIL**

READY TO TURN OUR ACCESS INTO YOUR ADVANTAGE?  
Connect with us—and new opportunities—at [cfdc.org](http://cfdc.org) or (863) 937-4430.

place in publications such as Wired Magazine. The ad highlights the “Florida Within Reach” tagline and will be used in upcoming issues of site selection magazines and trade publications.

## MARKETING & COMMUNICATIONS

In Quarter 2, the CFDC worked with communication partners to finalize key elements of the organization’s refreshed website, which is scheduled to launch in early summer. Elements of the enhanced site include: a more user-friendly interface, better visibility for investor organizations and community partners, an improved internal platform to allow the CFDC to make quick changes to the website as needed, and more effective presentation of opportunities within our target industries for development.



## Advocate for Key Business Issues

### COMPETITIVENESS & ADVOCACY COMMITTEE

The CFDC’s Competitiveness & Advocacy Committee has hit the ground running with discussions on a wide range of topics that impact economic development in our community. Three key items were primary focus areas for the committee in the second quarter:

#### INTERNET ACCESS ACROSS POLK COUNTY

The CFDC was approached with a request to become more actively involved in discussion of broadband and internet access to communities across Polk County. The C&A committee heard from speakers on the issue and ultimately determined that the CFDC will follow and support the efforts of the Polk Vision Broadband Team to avoid duplication of work in this area.

#### MEDICAL MARIJUANA ZONING

The CFDC was asked to gather feedback from the business community regarding the effects of the state’s new medical marijuana laws on Polk County from a zoning perspective. The CFDC will help the county determine if additional information sessions or discussions are needed to understand the perspective of the business community on this issue.

#### INDUSTRY COMPETITIVENESS BREAKFAST

The C&A Committee is re-launching the CFDC’s Industry Competitiveness Series to understand how Polk County can effectively support the competitiveness of different industries within our community. The series is kicking off on May 23rd with a breakfast discussion on the Agriculture Industry and its next steps.

### EDUCATION COMMITTEE - POLK VISION TALENT PIPELINE TEAM

The CFDC’s Education Committee (in conjunction with the Polk Vision Talent Pipeline Team) is continuing to make progress in its effort to align county-wide workforce development needs with the resources available through our K-12 and post-secondary education partners. Current focus areas for the committee include the development of a marketing piece to give K-12 students and parents information on career and college planning resources, and a community survey seeking information on internships programs currently operating across Polk County.



## Facilitate Global Trade

The CFDC’s Polk Global Trade Alliance initiative is currently gathering information on international trade needs and interests among companies in Polk County. A county-wide survey is launching May for companies in certain target industries to provide feedback on their interests in, and concerns about, pursuing international trade opportunities for their businesses. The CFDC Director for the initiative Javier Marin will use the feedback provided through the survey to develop targeted support programming that addresses the needs of our local businesses in the global trade arena.



## Foster Collaborative Partnerships

### PARTNERSHIPS WITH LOCAL COMMUNITIES

Javier Marin continues to lead the CFDC’s work with the Polk County Community and Small Business Assistance Department to help our smaller communities to prepare efficient response processes for potential development projects. Javier is also demonstrating the capability of the CFDC’s available research tools to our Investor partners to support their involvement in the economic development process across the county.

### INVESTOR PARTNERSHIPS

As of the end of Quarter 2, the CFDC has 72 Investors in a wide range of industries who are engaged in the CFDC’s committees and initiatives. We added three new Investors in Quarter 2, and 22 Investors renewed their involvement in the organization.

#### WHY DO YOU INVEST IN ECONOMIC DEVELOPMENT?

“A goal oriented and value based economic development strategy is essential to improving our social and cultural development. Prosperity comes from an increase in opportunity and growth that aligns with our community’s desires and dreams.”

**BRAD LUNZ**  
President, The Lunz Group

### In Quarter 2, the CFDC held the following meetings and events:

- January Investor Meeting at Southeastern University in Lakeland



- Co-hosted U.S.-Canada Trade Mission Lunch with Florida Polytechnic University
- Welcome Reception for NOAA’s Hurricane Hunters at Lakeland Linder Regional Airport
- Hosted the Consulate-General of Japan, Mr. Ken Okaniwa at Lakeland Linder Regional Airport
- March Investor Meeting at Polk County Tourism and Sports Marketing in Auburndale
- Coffee with the County Commissioners at Urban Oak Coffee Shop in Bartow



**ABOUT CFDC** The Central Florida Development Council is Polk County’s economic development partnership responsible for recruiting new businesses to Polk County and helping existing businesses expand.