



# Q3 20/21 REPORT FOR POLK COUNTY

*Building partnerships and pathways for  
economic development in Polk County.*

ORGANIZATIONAL PILLARS



Promote Polk County as  
Florida's Best Place for Business



Advocate for Key Business  
Issues



Facilitate Collaborative  
Partnerships



Advance Strategic Initiatives



## PROMOTE POLK COUNTY AS FLORIDA'S BEST PLACE FOR BUSINESS

Project and lead activity remained strong during the third quarter as the CFDC opened 16 new projects. Ten of the projects represent businesses that would be new to Polk County and six represent existing company expansions. The sectors include advanced manufacturing (13), aviation and aerospace (1), business services (1) and research, technology and creative industries (1).

In June, staff promoted Polk County as Florida's Best Place for Business by attending the **Industrial Asset Management Council's (IAMC) Spring Forum** in Fort Worth, TX and **Area Development's Forum** in Richmond, VA. IAMC is considered one of the premier conferences to meet with national site selection consultants and industry executives. Approximately 350 were in attendance at the 2-1/2 day conference. Area Development's 29th Consultants Forum, which is attended by national site selectors and economic development professionals, is a two-day conference that drew approximately 125 attendees.



## ADVOCATE FOR KEY BUSINESS ISSUES

The workplace is rapidly evolving and for most organizations, work will never look the same as it did before COVID-19. Organizations around the globe are determining what their workplaces of the future will look like in the new normal and there is a vast spectrum of approaches being considered from 100% virtual, to 100% in the office, to countless hybrid variations of both virtual and in-person.

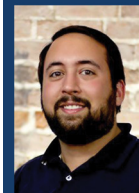
This quarter, CFDC partnered with Emily Rogers, of Emily Rogers Consulting and Coaching to launch a **Quarterly Leadership Roundtable**. In the first series Emily spoke with community leaders Alex Nikdel (CNP), Dr. Angela Garcia Falconetti (Polk State College) and Brad Lunz (The Lunz Group) about how the past year of change and the transition has helped their organizations emerge stronger, better, and in a unique position to grow in the post-pandemic economy.

Continuing to assist business build enhanced resiliency, the CFDC offered two more workshops within the **Minority and Small Business Resiliency Workshop series**. Topics highlighted in April in May were dealing with emergencies, disasters and business growth & expansion.

### QUARTERLY LEADERSHIP ROUNDTABLE

with

EMILY ROGERS  
CONSULTING + COACHING



ALEX NIKDEL



DR. ANGELA GARCIA  
FALCONETTI



BRAD LUNZ



**CENTRAL FLORIDA**  
DEVELOPMENT COUNCIL

Polk County's  
Economic Development  
Partnership



## FACILITATE COLLABORATIVE PARTNERSHIPS

The CFDC held our **April Board and Investor Meetings** at the beautiful Adams Estate in Lake Alfred. Originally built as a private residence, Adams Estate is now open to the public for weddings, receptions, social events and corporate events & functions. During the investor meeting, members received an update on recent projects and welcomed new investors.

The CFDC was pleased to host the **June Investor Meeting** at the newly opened Nucor Steel Florida. Nucor, the largest steel company in the U.S., has built a 256,000-square-foot micro-mill on approximately 440 acres in Frostproof.

With a focus on Global Talent and International Education, **Polk Goes Global VI** highlighted the significance of global education to companies recruiting talent by spotlighting Polk County graduates who are now involved with international business. Additionally, information was shared about Polk State College's collaboration with Instituto Tecnológico de Mérida. This year's event featured keynote speaker Sandra Campbell of the Tampa Bay Export Assistance Center and the following panelists:

- Dr. Charles Shieh, Webber International University
- Kimberly Simpson, Polk State College
- Dr. Michael Weber, Florida Southern College
- Joshua M. Burgin, European Academy of Diplomacy – Germany
- David Shuff, MTU Maintenance – Germany
- Jamie Burgin, Abiomed – Germany
- Dr. Alejandro Espinosa, Instituto Tecnológico de Mérida
- Dr. Herb Nold, Polk State College



## ADVANCE STRATEGIC INITIATIVES

This quarter strategic marketing of Polk County's growing ecosystem for technology employment continued through enhanced targeting techniques that highlighted company successes within the County. The latest business development mailer was sent to a targeted group of site selectors from across the nation. An email showcasing company successes was sent to targeted list of technology employers and companies outside of Florida that may fit within the CFID vision. Companies included represent health sciences, advanced manufacturing, autonomous vehicle technologists and aviation & aerospace industries.

**BE IN GOOD COMPANY**  
in Central Florida

Polk County has seen an influx of high-skill, high-wage jobs.

recent projects had the following  
**COMMUNITY IMPACT:**

- 5,137 TOTAL PROJECT JOBS
- NEARLY \$1 BILLION IN CAPITAL INVESTMENT
- 4,844,011 SQUARE FEET

Find your success in Polk County, Florida!

Reach out today for a confidential project consultation

**JENNIFER TAYLOR** Vice President of Business Development (863) 237-5603 jennifer@cfdc.org

**ALEX PRICE** Business Development Associate (863) 237-4492 alex@cfdc.org

**JAVIER MARIN** Senior Director of Business Resiliency & Global Trade (863) 237-5597 javier@cfdc.org

**CENTRAL FLORIDA DEVELOPMENT COUNCIL** cfdc.org | (836) 937-4430

**RECENT PROJECT HIGHLIGHTS**

**PUBLIX**  
LAKELAND, FL  
190,000 S.F.  
\$50 Million Cap-X  
700 New Jobs

**PAMLICOAIR**  
LAKE WALES, FL  
120,000 S.F.  
\$10 Million Cap-X  
200 New Jobs

**DPI PACKAGING**  
FROSTPROOF, FL  
15,000 S.F. (Temp)  
\$12.5 Million Cap-X  
90 New Jobs

**FLORIDA CARIPIAN DISTILLERS**  
WINTER HAVEN, FL  
400,000 S.F.  
\$125.5 Million Cap-X  
150 New Jobs

**NUCOR**  
FROSTPROOF, FL  
256,000 S.F.  
\$240 Million Cap-X  
250 New Jobs

**summit**  
LAKELAND, FL  
135,000 S.F.  
\$50 Million Cap-X  
500 Retained Jobs

**amazonair**  
LAKELAND, FL  
285,000 S.F.  
\$100 Million Cap-X  
1,000 New Jobs

**amazon**  
AUBURNDALE, FL  
1,000,000 S.F.  
\$70 Million Cap-X  
500 New Jobs

**CARVANA**  
HAINES CITY, FL  
200,000 S.F.  
\$48 Million Cap-X  
435 New Jobs

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# POLK COUNTY ECONOMIC UPDATE

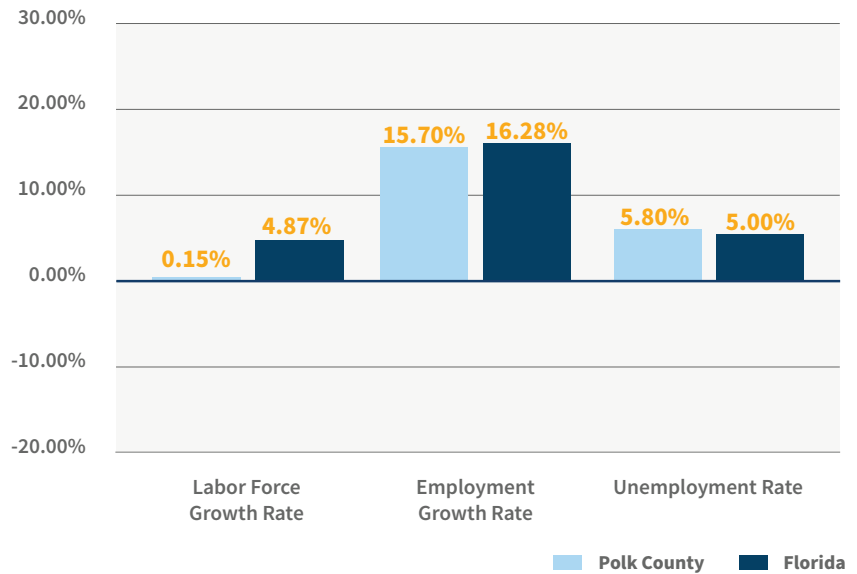
Prepared by Jim Farrell, Ph.D., CFA,  
Florida Southern College



While the unemployment rate remained higher than pre-pandemic levels at both the state and local level, job growth improved considerably this quarter. May 2021 reflects the reopening and beginning of the return to some normalcy in the labor markets.

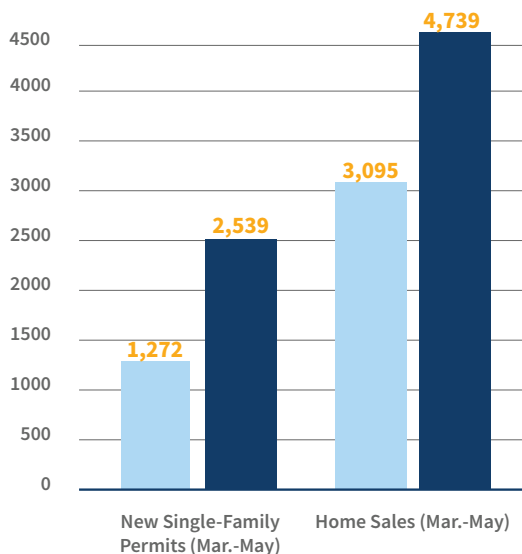
As of May, the unemployment rate remained similar to February, with the county and state rates at 5.8% and 5.0%, respectively. For now, they appear to be leveling-off at rates slightly above normal. The ending of enhanced unemployment benefits at the state level may have some impact at pushing some workers back into employment, but it may take some time before the more complicated labor market impacts from COVID are sorted out. Polk County labor force growth tapered off year-over-year, but this has more to do with the impacts of COVID during 2020 than true growth in the area as the two-year growth rate has averaged 4% per year.

## LABOR MARKET STATISTICS (MAY 2021)

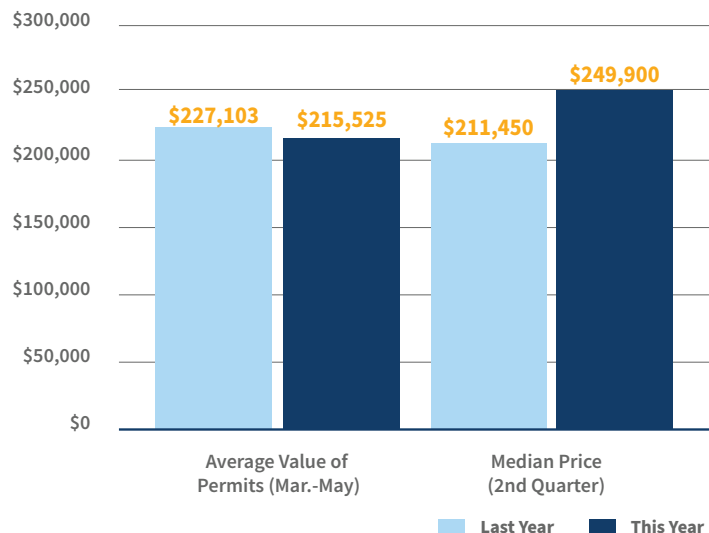


From March through May 2021, according to My Florida Regional MLS, home sales were up 53.1%, while the median sales price was up 18.2%, year-over-year. According to the Census, new single-family permit requests increased 99.6% while the average value of each permit decreased by 5.1% year-over-year. In addition to the single-family home permits, the Census reported 964 multi-family permits between September and November. The data through May reflects the significant recovery in housing and jump in sales prices of existing homes, but also the continued effort of adding affordable and multi-family housing to the county. The count of single-family building permits over the last 12 months is the most since 2005.

## HOUSING VOLUME



## HOUSING VALUE



### *In Quarter 3, CFDC held the following events:*

- April Investor Meeting at Adams Estate
- June Investor Meeting at Nucor Steel Florida
- Polk Goes Global VI
- Hosted in-person site selection visits
- Met with Mexican Consulate to discuss trade opportunities between Central Florida and Yucatan Peninsula.

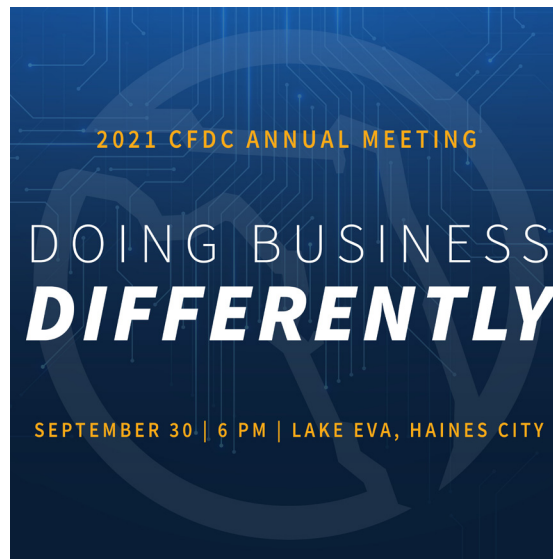
### *Welcome New Investors*



**Golder Associates**, a member of WSP, is a global firm that provides engineering and design services to clients in the transportation & infrastructure, property & buildings, environment, power & energy, resources and industry sectors. Originally founded in Ontario Canada in 1960, Golder now has locations across the world, locally in Lakeland.



**Springer Construction** has been building and maintaining industrial, retail and commercial construction for over thirty years. Their “blueprint for success” is delivering quality construction on time and on budget while remaining highly engaged with clients throughout the process, giving detailed-oriented and personalized attention to each project.



**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.

*Connect to New Opportunities*

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