



2016/2017

# Q1 REPORT

Economic Development Activity

**FLORIDA** *within* **REACH**

  
**CENTRAL FLORIDA**  
DEVELOPMENT COUNCIL

# Q1 REPORT FOR POLK COUNTY

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

During the first quarter of the CFDC’s 2016-2017 fiscal year, the organization revamped its staffing structure, unveiled a new committee program and kicked off the Polk Global Trade Alliance initiative. The CFDC has also streamlined its key focus areas to concentrate activity under Four Pillars of Success: Business Development, Access to Capital, Advocacy and International Trade.

Under its updated Vision Statement: The CFDC is helping develop a community of prosperity where every citizen has the opportunity to earn a higher-level wage.

Please find a summary below of the economic development activity underway in Polk County in the areas of Business Development, Access to Capital, Advocacy, International Trade and Operations.

## Business Development

Below is a summary of the CFDC’s Business Development project activity:

COMPANY	INDUSTRY	TYPE	LOCATION	JOBS	CAPEX	FACILITY	SOURCE
Project Amazing	Manufacturing	Expansion	Mulberry	25	\$6.4M+	15,000 SF	CFDC
Confidential	Office	Expansion	Lakeland	700	\$28M+	160,000 SF	LEDC
Project ICE	Logistics	New	Haines City	200	\$85M+	550,000 SF	CFDC
Project Mobile	Recreation	New	Open	50	\$8M+	100,000 SF	PCTSM
Project Rover	Logistics	New	Lakeland	600	\$14M	600,000 SF	EFI

## Access to Capital

The Access to Capital pillar highlights the CFDC’s focus on connecting businesses to the resources they need to meet their goals for growth and expansion. The CFDC is incorporating the Access to Capital pillar into its programming through the continued development of the GAP (Growth and Prosper) Fund program. Currently, the details of the GAP Fund program are being organized for presentation to the Polk County Board of County Commissioners.

## Advocacy

The CFDC incorporated the Advocacy pillar into its new Competitiveness & Advocacy Committee, which held its first meeting in December of 2016. The CFDC is regularly approached with issues related to business development in the community, and this new committee allows the CFDC's membership to review those topics and determine the appropriateness of CFDC action in each case.

Education continues to be a critical component of economic development success in Polk County, and the

CFDC's Education Committee offers an opportunity to organize county-wide efforts to advocate for and support our local education system. The Education Committee meets in conjunction with Polk Vision to coordinate efforts across the county, and the group includes representatives from industry clusters, higher education, and K-12 programs in Polk County.



Javier Marin joined the team in December to lead the Polk Global Trade Alliance.

## International Trade

The CFDC's international trade efforts are now being organized under the Polk Global Trade Alliance initiative. Javier Marin joined the team in December to lead the Polk GTA and coordinate the CFDC's efforts to attract foreign direct investment and assist local businesses with their export goals.

Initially, the Polk GTA is coordinating efforts with our regional and community partners and identifying opportunities to support our local businesses in specific aspects of the export process. In Quarter 1, the Polk GTA held a seminar on international trade opportunities for community banks and coordinated a presentation on opportunities within Foreign Trade Zone #79 in conjunction with Port Tampa Bay.

## Operations – Small Community Development and Research

Javier Marin is also at the helm of the CFDC's efforts to support Polk County's smaller communities in their preparation for development projects. In coordination with the team at Polk County's Community and Small Business Assistance Department, Javier is undertaking an outreach program to assist communities across the county with their organization and research needs.

## Operations – Marketing and Communications

As the CFDC shifts its strategy to focus on Business Development, Access to Capital, Advocacy and International Trade, the organization's Marketing and Communications strategy will be working to enhance and promote each of those pillars externally and within our local community. In Quarter 1, the CFDC began to develop a plan for an enhanced website that highlights our key industries, educational opportunities and other Polk County strengths. The revised website format will allow for more timely content updates and is expected to launch in April of 2017.

The CFDC is also organizing a communication plan to maximize resources in promoting Polk County as a destination to live, work and play. During Quarter 1, the CFDC worked with Florida Trend magazine to support the publication's development of a Polk County feature article to be included in Florida Trend's March issue. Additional media opportunities are being reviewed to maximize return on investment.



## Operations – Investor Relations

As of the end of Quarter 1, the CFDC had 70 Investors in a wide range of industries who are engaged in the CFDC's committees and initiatives. We added four new Investors in Quarter 1, and 10 Investors renewed their involvement in the organization. At our 2016 Annual Banquet in October, we presented the George Harris, Jr. Award for Economic Development Success in Small Business to Broadway Real Estate Services. LEGOLAND® Florida Resort received the George Harris, Jr. Award for Economic Development Success in Large Business.

To continue to ensure that the CFDC's Investor programming adds value and enhances the CFDC experience, the Investor Relations Committee has transitioned to a quarterly coffee conversation for Investors to review programming and benefits and offer feedback.

### In Quarter 1, the CFDC held the following meetings and events:

- Annual Banquet with approximately 300 attendees at the Lake Eva Event Center in Haines City
- November Board Meeting at the Polk County Farm Bureau in Bartow
- November Investor Meeting at the Polk County Farm Bureau in Bartow
- Holiday Party at LEGOLAND® Florida Resort in Winter Haven
- December Board Meeting hosted by Citrus Connection at the Lakeland City Hall