



Agenda Item #7.C.  
April 12, 2018

20 N. Swinton Avenue  
Delray Beach, FL 33444

~ CRA BOARD SUMMARY ~

**TO:** CRA Board of Commissioners  
**FROM:** Joan Goodrich, Economic Development Director  
**THROUGH:** Jeff Costello, CRA Executive Director  
**DATE:** April 12, 2018  
**RE:** Economic Development Monthly Report, March 2018

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**Recommended Action:**

Receive and File

**Background:**

Attached for your review is the Economic Development Report for the month of March 2018.

**CRA Attorney Review:**

N/A

**Finance Review:**

N/A

**Funding Source/Financial Impact:**

N/A

**Timing of Request:**

N/A



# Office of Economic Development

## Monthly Report

*March 2018*



### Business Climate & Competitiveness

The Office of Economic Development (OED) submitted documentation to Palm Beach County on Delray Beach Census Tract 68.01 (I-95 to Swinton Avenue, Atlantic Avenue south to Linton Boulevard and known mostly as “The Set”) recommending it to be considered by the State of Florida as one of its selected census tracts for designation as a **Federal Qualified Opportunity Zone**. If designated, additional tax benefits and incentives could be awarded for eligible projects developed in this key area of Delray Beach including commercial businesses and housing rental developments. The State of Florida has until April 21, 2018 to make its final recommendations to the U.S. Treasury.

### Business Development *(Business Start-Up-Attraction-Expansion-Retention Activities in March 2018)*

New Leads – Partner Referrals:	6 (3 inbound; 3 outbound)
New Prospect Files Opened:	4
G.E.A.R. Visits:	3 - Bulldog Fencing, Fully Promoted, Papa’s Tapas
CoStar Reports Issued:	13
Business Funding Assistance Pipeline:	9
Total Active Prospects:	67 prospects-developers seeking locations in the CRA District and City with a potential impact of 196 new jobs, the retention of 433 jobs, the absorption/creation of 527,022 sq. ft. of commercial/office/industrial space with more than \$53 million in capital investment.

### Special Project – Economic Element

OED and the City’s Long-Range Planning Team continued drafting the new proposed **Economic Element** to the City’s 20-Year Comprehensive Plan focused on eight (8) key goal areas including: 1) Talent & Human Capital; 2) Industry Clusters; 3) Inclusive Entrepreneurship; 4) Equity & Economic Inclusion; 5) Business Climate & Competitiveness; 6) Economic Placemaking; 7) Economic Leadership & Partnerships; and 6) Community Life. The Economic Element writing team will also conduct two working sessions with Delray Beach’s economic development partners and is expected to complete its work in June 2018.

### Fostering Talent

In March 2018, a sublease was executed by the Delray Beach CRA and CareerSource Palm Beach County to permit Manpower to join the team at **Career Cottage at 186 NW 5 Avenue** and help job seekers find good jobs. Manpower conducted its first Open House at Career Cottage on March 27 and welcomed more than 33 job seekers. Several of the attending job candidates are expected to be hired by Manpower’s employer clients. Career Cottage is open daily from Monday – Friday, 8:00 a.m. – 5:00 p.m., encourages walk-ins and offers computers, printers and internet access for area job seekers. Questions? Call 561.727.3399.



## Growing Our Own

The Florida Small Business Development Center @ FAU launched its new “Building a Smarter Small Business” Seminar Series @ Inc. Pad - Delray Beach’s new small business center situated on the 2<sup>nd</sup> floor of the Delray Beach Public Library – in March 2018. To reserve a seat at an upcoming free seminar, visit [delraylibrary.org/sbdc](http://delraylibrary.org/sbdc).

### 2018 “Building a Smarter Small Business” Seminar Series @ Inc. Pad – Delray Beach Public Library

Introduction to Cash Flow Management	Tuesday, April 10	5:30 – 7:00 p.m.
Being A Leader	Tuesday, April 24	6:00 – 7:30 p.m.
Launching A Small Business	Tuesday, May 8	5:30 – 6:30 p.m.
Key Elements of Business Planning	Tuesday, May 22	6:00 – 7:30 p.m.
Introduction to Cash Flow Management	Tuesday, June 5	10:00 – 11:30 a.m.
How to Be Certified as a Disadvantaged, Minority or Woman-Owned Business	Tuesday, July 10	5:00 – 6:00 p.m.

## Telling the Story

OED is pleased to announce Healthier Delray Beach is joining as a new **We ♥ Small Biz** strategic partner and the campaign is turning “Green” for our month-long celebration in May 2018. May is also Mental Awareness Month (and its campaign color is green) so it made great sense to collaborate and put a spotlight on the importance of good mental health to our local small business owners, entrepreneurs and executives driving our small business centric economy. Visit [weheartsmallbiz.org](http://weheartsmallbiz.org) for information on all the upcoming small business meetings, promotions, events, activities, seminars, workshops and conferences occurring in May (and early June). Also, remember to tout your favorite local small businesses through the hashtag #SmallBizDelray.



## Community and Partnership Activities

OED attended and participated in the following meetings and events in March 2018: Career Cottage Team, Chamber CEO Interviews, City Commission, CRA Board, DDA Visitor Center Opening, Economic Element Team, G.E.A.R. Visits - Bulldog Fencing, Fully Promoted, Papa’s Tapas, Healthier Delray Partnership, IEDC Neighborhood Decay – From Blight to Bright Webinar, Livability-Placemaking Team, Racial Equity Institute Workshop (Day 1), The Set Branding, WARC Board, WARC Economic Development Committee and YPAD.