



20 N. Swinton Avenue  
Delray Beach, FL 33444

Agenda Item # *MD*  
March 9, 2017

~ CRA BOARD SUMMARY ~

ECONOMIC DEVELOPMENT REPORT  
February 2017

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Attached for your review is the Economic Development Report for the month of February 2017.

**Recommended Action:**

Receive and File

**Submitted By:** Joan K. Goodrich, Economic Development Director

Attachments

*file*



# Office of Economic Development

## Activity-Status Update to the CRA Board

February 2017



### Business Grants Assistance

The Office of Economic Development (OED) conducted a Business Grants Workshop on Monday, February 13, 2017 for four local businesses-property owners. Additionally, the team continues to work with several grant prospects and grant recipients. To date, two CRA business grants have been awarded totaling \$27,849 for signage and site development assistance.

### Business Attraction-Expansion-Retention Activity in February 2017

New Leads – Partner Referrals:	1
New Prospect Files Opened:	6
G.E.A.R. Visits:	2 – Bogani & Robes and Nature’s Way Café ( <i>permanently closed 2/20/17</i> )
CoStar Reports Issued:	22
Total Active Prospects:	40 prospects with a potential impact of 134 new jobs, 63 retained jobs, 200,000 square feet of commercial, office and industrial space and more than \$3.99 million in capital investment.

### G.E.A.R. Team and Business Retention Strategy

The G.E.A.R. Team - comprised of representatives from the City, CRA, DBMC, DDA and Small Business Development Center - met on February 2, 2017 to discuss business retention-expansion trends, updates on “at-risk” businesses (defined as those Delray Beach businesses who have indicated they might be looking to relocate out of Delray Beach and/or to close), brainstorm responses to the changing needs of local businesses and next steps on business retention strategies. Currently, there are more than 20 local businesses being assisted and tracked by the G.E.A.R. team. The next G.E.A.R. team meeting is slated for Thursday, May 4, 2017, 9:00 a.m. in the ESD Training Room.



### 2017 Delray Beach Open Ticket Holder Survey

OED implemented a ticket holder survey in the final few days of the 2017 Delray Beach Open seeking to better understand the local impact of the tournament and to collect ideas from event goers on how to improve their onsite experience. While only 47 ticket holders completed surveys at the City/CRA booth, OED plans to ask the tournament promoter to also distribute the survey in March 2017. Initial results indicate more than 50% of those surveyed live in South Florida, more than 57% have attended the event in the past (on average at least 6 years) with only 19% staying in a hotel (Boca Raton, Jupiter, Miami Beach). Additionally, 42% of those surveyed had plans to shop downtown while 85% of the respondents planned to eat downtown before.

### Community-Partnership Outreach

OED attended and participated in the following meetings and events in February 2017: Always Delray Steering Committee; Chamber Board, Economic Development and Government Affairs; CRA Board, DBMC Board; Delray Beach Open Strike Team and Booth Representatives; One-on-One Meetings with Mayor Cary Glickstein, Vice Mayor Jordana Jarjura and Deputy Vice Mayor Mitch Katz; Realtors Commercial Alliance Presentation; The Set Vision-Neighborhood Plan Team; WARC Economic Development and Board; and YPAD Board.

*The mission of the Delray Beach Office of Economic Development is to inspire and drive the growth of a diverse, vibrant entrepreneurial economy for all.*

February 28, 2017