

Economic Development Activities: Now and What's Next

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LEGISTAR #

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Economic Development Guided by

- Grow, Retain/Expand, Attract
- City Commission Strategic Framework “Support a Strong Economy” via job diversity, entrepreneurship and small business vitality
- ED Strategic Action Plan (WE Upjohn Institute) Five Attribute Focus (Infrastructure, Business Environment, Workforce, Diversified Economy, Quality of Life)
- ED Activities (Now): Implementation of the Framework, Collaboration, Project Management
- Approximate Budget is General Fund \$200,000 in Operating; \$50,000 in Project Management/Incentives Reductions in EZ Development Fees - Substantial

Implementation via the City's Strategic Framework

- Work with partners throughout the organization to facilitate private industry development opportunities
- Work with partners throughout the organization on Citizen Centered approaches to economic development (Grow Yourself Kit, Basecamp)
- Implement research grant proposals in sync with City-UF Strategic Planning efforts
- Build a data centric approach to provision of Support a Strong Economy Initiatives
- Work with community economic development partners on inclusive approaches to these initiatives

Collaboration with ED Partners

- Joint work on incentives and regional ED efforts
- Collaboration with partners through existing committee/board structure (UF, Santa Fe-CIED, Alachua County, Chamber of Commerce, Builder's Association, Career Source, GACRAA)
- Work with non-profits seeking to build various sectors of the economy (Working Food (FY 18 Grant Expended), GEAP, CIED)
- Work with internal partners on community economic development efforts (City Job Fair, EO; EZ Energy Incentive, GRU; Planning/Building Facilitation, DOD)
- Attend 1st Step/GRU Project meetings (2-3 per week); provide follow up and take ownership stake in projects to bring them to fruition
- Field business start-up/regulatory inquiries

ED Project Management

- Managing partner GTEC facility (21 tenants, \$2.5M private investment (6-30-18))
- Reposition Enterprise Zone to strategically enhance East Gainesville prospects (Develop Robust Project Incentives)
- Manage Airport Industrial Park (Contracts, Real Estate Assets, Environmental Mediation)
- Participate in implementation of development projects involving City resources (Lot #10, Catalyst Building, Working Food, EZ Energy Efficiency Program)
- Manage City of Gainesville Micro-Credit Program

Identified Workforce Challenges

Challenges

1. Clients off Temp. Aid
2. Connecting Workers to Services
3. Recruitment, Training ^{Services}
4. Services Having children, trans
5. Lack of People - Numbers
6. Hours of Diversity \Rightarrow Available
7. Immigration Policies
8. Talent Pipeline

Challenges

9. Engage College Students - Early
10. Services - Soft Skills
11. Talent Management (Recognition of Skills)
12. Substance Abuse
13. Parental Guidance
14. Preparing for the future - Job Training
15. Retention Strategies

Challenges

16. Collaboration - Statewide
17. Government Policies - Ky.
18. Playing in to Sandboxes - Together
19. Declining Resources
20. Motivating People
21. Leadership
22. Under Employment - ##
- ~~23~~ Skill Gap / ON THE JOB TRAINING



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IEDC Conference Take-Aways

- Inclusion through development of talent pipeline as solution to tight labor market
- Holistic approach emphasizing community economic development
- Employing data in analyzing community economic development trends and positioning strategies to achieve inclusion/employment objectives
- Collaboration throughout the process with all community economic development entities

ED: What's Next?

- Work to position City to better integrate data collection/analytics into economic development priorities/activities
- Focus on building the talent development pipeline in alignment with established and growing clusters of the local economy
- Work through new partnerships (Alachua County Compact, Gainesville Housing Authority, Youth Build, startup GNV, private industry) to address the talent/workforce pipeline
- Re-position and enhance existing community economic development partnerships (CIED Management of GTEC to be reassessed in FY 19) in order to further grow and develop the local economy
- Refine outreach to entrepreneurial/small business community through Department of Doing efforts (GIY Kit enhancements, Small Business Survey, Micro-Credit)

Best Practices

- The Integral Group, LLC – Centennial Place (Holistic Community Development and Transformation not simply Transaction)
- The Greater Richmond Partnership (Deployment of Ford Next Generation Learning Framework)
- City of Columbus, Ohio (Inclusive Incentives)
- Forsyth County, Georgia (Deployment of Workforce/GIS Data for interested ED parties)
- Private firms in the economic/spatial analytics space: Chmura Economics/Analytics; Source-Link; GIS Web Tech
- Tell the story of those affected...human relationships!

Questions?