

Orange County Government Economic Development Strategy

May 7, 2024



Presentation Overview

Economic Development Strategy

- **Why Economic Development**
- **Background**
- **Existing Initiatives**
 - Partners
 - Small Business Grants Program
- **New Initiatives**
 - Business retention and expansion
 - Communications
 - Revitalization
 - Site readiness investment and incentives
- **Next Steps**
- **Film Industry & Action Item**



Why Economic Development

Economic Development seeks to improve the economic well-being and quality of life for a community by:

- Creating and /or retaining jobs**
- Facilitating the growth of the tax base**
- Diversifying the economy**



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Background

In December 2020, Orange County created an Economic Stimulus package to assist businesses recover from the pandemic, encourage entrepreneurship and provide workforce development opportunities.

We have recovered from the pandemic and now want to update our Economic Development Strategy to include revitalization of under-utilized properties, site readiness investment, retention of existing businesses and recruitment of targeted industries.



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Partners

Orlando Economic Partnership

- Recruitment/Business Development
- Promotion and Marketing to businesses and C-Suite Executives across the nation
- International Business Development
- Business Intelligence
- Metro Orlando Defense Task Force (MODTF)

National Entrepreneur Center

- Hub for small business and entrepreneurial assistance
 - Marketing
 - Programming
 - Resource Enhancements

Central Florida International Trade Office

- Foreign Direct Investment
- Import/Export
- International Trade





Partners

Cenflurence- Central Florida Cluster Initiative

- Learning Sciences & Human Performance
- Life Sciences
- Gaming, Entertainment & eSports
- Energy and Environmental Sciences





Small Business Grants Program

- **Provide funding to 17 economic development partners for services such as marketing, entrepreneurial and business start-up services**

- **Currently, invest over \$4 million a year**
 - Black Business Community Dev. Corp.
 - Black Orlando Tech
 - Rally
 - GrowFL
 - Prospera
 - National Center for Simulation
 - Rollins Center for Advanced Entrepreneurship
 - Social Employment Education Impact
 - UCF Starter Studio
 - UCF Incubator Research Park
 - UCF Economic Competitiveness
 - UCF Small Business Development Center Advisory Council
 - UCF Small Business Development Center
 - UCF Soft Landing Program
 - Venture Launch Program
 - Veterans Entrepreneur Initiative
 - Rollins College Edyth Bush Institute



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Business Retention & Expansion

Orange County is home to more than 80,000 businesses. Retaining and expanding existing businesses is critical to maintaining a thriving business community and is less costly and time intensive than recruiting new businesses.

- Create a business outreach program for existing businesses
 - Visits will help identify potential issues in the business community
 - Help existing businesses expand while providing resources needed for continued success
 - Survey businesses for feedback on market conditions
- Goal visit 50 businesses a year





Communications

Implement a communications plan to improve the promotion of Orange County to new and existing businesses

- Update Economic Development website**
- Launch e-newsletter specifically focused on communicating directly with the business community**
- Create a “Made in OCFL” campaign to highlight products made in the county**

Events & Outreach- (ongoing)

- Economic Development Summit**
- Mission Trips & Site Readiness**
- International Consular Office events**

The logo for "MADE in the USA" is displayed on a white rectangular background. The text "MADE" is in a large, bold, black sans-serif font. Below it, "in the" is in a smaller, black sans-serif font. At the bottom, "USA" is in a large, bold, black sans-serif font. To the right of each line of text is a solid red rectangular block, creating a stylized American flag effect.

MADE
in the
USA



Economic Revitalization

Orange County has under-utilized commercial properties and corridors in need of redevelopment or reinvestment to improve the economic vitality, function, and appearance of those areas

Benefits of revitalization

- Existing transportation services and roads**
- Utilities in place**
- Create jobs in existing communities**
- Smart Growth**
- Site readiness**



Revitalization- Urban Land Institute (ULI)

- Utilize the Urban Land Institute (ULI) Advisory Services Panel program to recommend ways to address land use challenges and market conditions in these underutilized areas
- Orange County could be the stakeholder sponsor and bring in an objective team of seasoned professionals to form an advisory services panel and make recommendations on revitalization efforts in specific communities and corridors
 - Analyzing the re-use potential of existing properties
 - Identifying key economic and land use issues relating to properties
 - Providing a market-based analysis of a local plan or development strategy
 - Site readiness options





Revitalization- Main Street Program

- As part of the ULI Revitalization Study the county would invite Main Street to participate in the Advisory Service Program Committee

- The Main Street program offers *marketing-based* revitalization initiatives with a practical, adaptable framework to assist with placemaking tailored to local conditions.

- The National Main Street Four Point™ approach is
 - Economic Vitality
 - Design
 - Promotion
 - Organization





Revitalization- Categorization & Prioritization

- Bring in ULI & Main Street to help determine where each corridor best fits
 - Prioritize projects and corridors
 - Develop a plan and next steps for BCC approval

Redevelopment
Redesign or rebuild

Reinvestment
Beautification & Façade
Grants

Main Street District
Marketing & Promotion



Revitalization

- **Potential sites and corridors to be evaluated**
 - Bithlo (District 5)
 - Goldenrod (District 5)
 - Lockhart-Rose Avenue (District 2)
 - Orange Blossom Trail (District 6)
 - Pine Castle (District 3)
 - Pine Hills- West Colonial (District 6)
 - Semoran- Azalea Park (District 3)
 - Taft (District 3)
 - Tildenville (District 1)
 - Union Park (District 4)



Site Readiness Investment & Incentives

- **Targeted Industries**
- **Targeted locations**
- **Diversify Economy**
- **Bring new high wage jobs including skilled labor**
- **Attract and encourage Innovation**



Site Readiness Investment & Incentives

Top 5 Factors Impacting the Site Selection Industry in 2024

Factors	Respondents %
Workforce Availability	76%
Utilities/ Infrastructure	74%
Availability of Development Ready Sites	60%
Supply Chain Risk & Mitigation	47%
Geopolitical Risk	40%

Source: Development Counsellors International and Site Selectors Guild



Site Readiness Investment & Incentives

- Orange County's tax incentive program sunset at the end of 2022. Below is a chart comparing Orange County with its competitors.

	Orange County	Osceola County	Seminole County	City of Orlando
Ad-Valorem Tax	X	✓	X	✓
Equipment Refund	X	✓	✓	X
Expedited Permitting	X	✓	X	✓
Fees Waiver	X	✓	✓	✓
Job Growth Incentive	X	✓	✓	✓



Site Readiness Investment & Incentives

- **Recommendation-** To better compete in recruiting new businesses, Orange County should consider creating incentives programs to help in the recruitment of high-wage jobs in targeted industries and specific areas of the county

Short- Term (Summer/Fall 2024)

- Explore creating a job creation initiative- tax rebate program
 - New jobs paying over \$75,000
 - Minimum new capital investment of \$50 million
 - Targeted Industries
 - Targeted locations

Long- Term (2025) Site Readiness Investment Program

- Site Readiness Investment Program
 - Speed to market for investors
 - Plan for growth in targeted areas
 - Utilize research from OEP
 - Utilize information from ULI Study & Main Street Program



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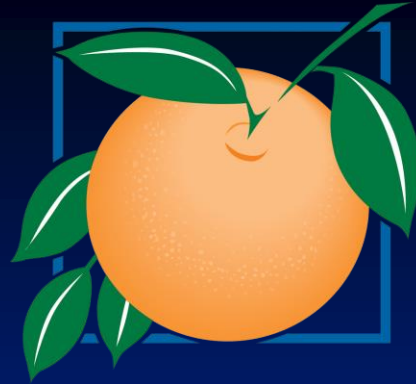
Next Steps

2024

- Retention Visits- Customer Relationship Management software: \$50,000
- Communications-Website & E-Newsletter: \$75,000
- Filling existing Economic Development Coordinator position
- Site Readiness and Incentives: (will come back to BCC with more details)

FY 2024/2025

- Urban Land Institute Advisory Services Panel: \$100,000-\$125,000 (will come back to BCC)
- Main Street Program evaluation & recommendations (will come back to BCC)
 - National vs. State Main Street Program: \$150,000
 - Locations and seed money for Main Street District established: \$50,000 each location
 - Additional staffing
 - Plan (Return on Investment, Goals & Boards)
- Reallocate existing funding from the Orlando Economic Partnership Branding agreement to fund ULI & Main Street Initiative and site readiness program.



Questions?



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Film Industry & Action Item

The film industry helps to attract creative talent, promote local businesses and showcase Orange County's to the world and create jobs. Our unique attributes make Orange County a logical location for film production.



Film Industry & Action Item

- Explore establishing a film incentive program to attract creative talent, promote local businesses and showcase Orange County's unique assets

- Statewide competitors with film incentive offices & programs
 - Broward County
 - Duval County
 - Hillsborough County
 - Miami-Dade County
 - Palm Beach County
 - Pinellas County



Film Industry & Action Item



Florida Film Incentives

FLORIDA ENTERTAINMENT INDUSTRY SALES TAX EXEMPTION- Any qualified production company may be eligible for a sales-and-use tax exemption on certain production related purchases in Florida. To be exempt from Florida's sales tax at the point of sale, the production company must apply for a certificate of exemption. More info at FilmInFlorida.com.

1. DUVAL COUNTY (Jacksonville)

The Jacksonville Film & Television Job and Business Creation Program is a performance-based program structured to attract high wage unique film and television productions opportunities to Jacksonville that will hire area professionals and purchase goods and services from local businesses. The 3-tier program utilizes a sliding scale based on the total qualified expenditures. The program is based upon meeting minimum thresholds on qualified expenditures (\$75K, \$400K, \$1M) and hiring of Duval County residents and first come-first serve priority. More info at FilmJax.com.

2. PINELLAS COUNTY (St. Petersburg / Clearwater)

Film St. Pete Clearwater's Business Development Marketing Program pays 10% - 30% on qualified local expenditures, above- and below-the-line, occurring within Pinellas County and its 24 municipalities. Productions are evaluated based on size of the budget, local spend, and marketing value to the county. More info at Filmspc.com.

3. HILLSBOROUGH COUNTY (Tampa)

Hillsborough County offers a marketing grant of up to 10% (payout capped at \$150K per project) based on the assessed marketing value of projects filming in the Tampa Bay area. All applications are processed on a "first come-first served" basis, and are subject to available funding. Approved projects must film within the same fiscal year as the approved application. The program runs from Oct 1st - Sept 30th. More info at FilmTampaBay.com or contact Tyler Martinolich at tmartinolich@visittampabay.com.

4. PALM BEACH COUNTY (Boca Raton, Jupiter, West Palm Beach)

The goal of the Palm Beach County Film and Television Commission's Sponsorship & Development Program to cultivate, and sponsor shows that further develop the expansive library of original content specific to tourism in The Palm Beaches. Shows considered for sponsorship funding are required to have distribution outside The Palm Beaches marketplace, reaching the homes of potential visitors. More info at pbfilm.com or at admin@pbfilm.com or call 561-233-1000.

5. BROWARD COUNTY (Greater Fort Lauderdale, 31 cities)

The County has incentive Programs which are performance-based rebate programs and are based on Broward County-centric criteria. Each project's eligibility will be determined on a case-by-case basis. Broward County has (6) different incentive programs with minimum spend requirements ranging from \$400K to \$5M. Incentive amounts range from \$175K to \$2.5M. There is also an additional "Emerging Filmmaker" Grant for smaller budgets. Total Incentive allocation is \$12M annually, to be reviewed each fiscal year. More info at 954-357-8788 or e-mail: SLighterman@FilmLauderdale.org or CHandreoni@FilmLauderdale.org or visit FilmLauderdale.org.

6. MIAMI-DADE COUNTY (Miami)

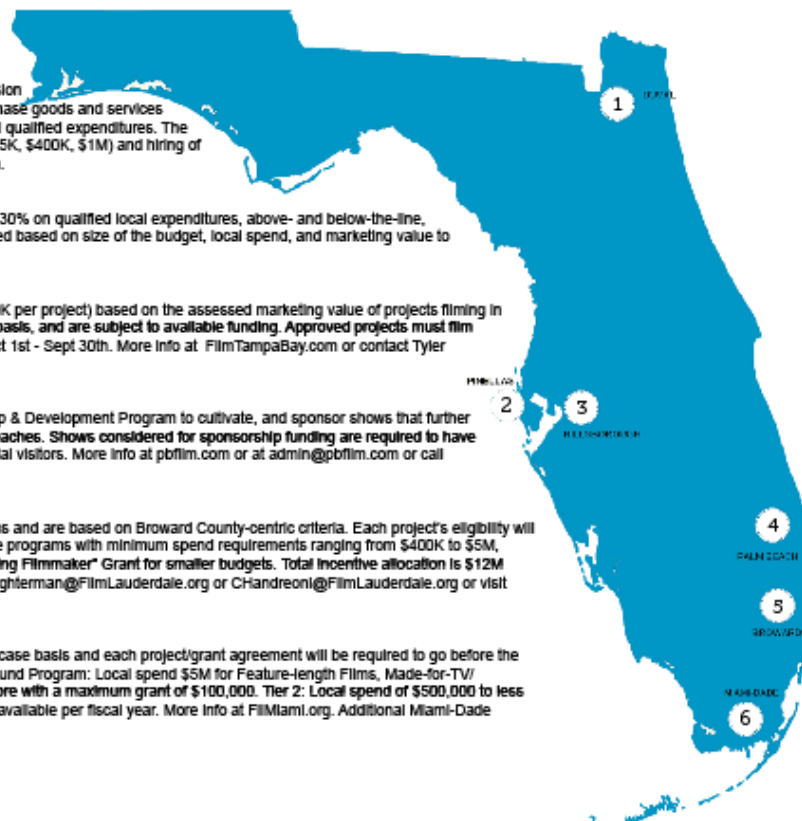
(3) Performance-based grant programs, eligibility will be determined on a case-by-case basis and each project/grant agreement will be required to go before the Board of County Commissioners (BCC) for individual approval. High Impact Film Fund Program: Local spend \$5M for Feature-length Films, Made-for-TV/ Streaming Movies or TV/Streaming series. Tier 1: Local spend of \$1,000,000 or more with a maximum grant of \$100,000. Tier 2: Local spend of \$500,000 to less than \$1,000,000 with a maximum grant of \$50,000. Up to \$10M in recurring funds available per fiscal year. More info at FilmMiami.org. Additional Miami-Dade County programs below are stackable.

City of Miami Beach

\$10,000 grants with only \$25,000 local spend required. More info at FilmMiami.org.

Miami Beach Visitor and Convention Authority

Only available to scripted feature films, scripted television shows, documentaries, short films, tv or streaming service pilot or series, but excluding, commercials, music videos, and all reality and reality-based programming. The applications will be reviewed by the MBVCA and verified by the City of Miami Beach Film and Print Office throughout the fiscal year. More info at miami-beach.vca.com.





Film Industry & Action Item

- **Form an Orange County Working Group with subject matter experts**
 - Orange County
 - Disney
 - Film Florida
 - Full Sail
 - Orlando Economic Partnership
 - Valencia College
 - Visit Orlando
 - Universal
 - University of Central Florida
- **Working Group would evaluate opportunities and make recommendations on how to proceed. Who manages the program, required staffing, annual cost of operations, incentives to be offered, cost of incentives, total cost per year and partners.**





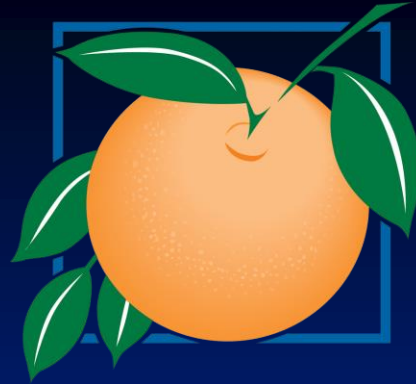
Film Industry & Action Item

- **Commissioner Bonilla Film Report**



Film Industry & Action Item

- **Board of County Commission (BCC) Approval of Film Incentive Working Group to include subject matter experts to provide recommendations to the BCC whether to establish a film program to determine purpose, costs, management/staffing, incentive program and tasks including permits and incentive management.**



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