

Economic Development Recovery Needs Assessment of Bay County, FL

International Economic Development Council
Washington, DC



International Economic Development Council (IEDC)

- Organization for the economic development profession:
 - Over 4,400 members worldwide
 - Professional development resources
 - Customized research
 - Technical assistance
 - Member services
- Under the leadership of IEDC and NADO, reports will be prepared with input from, among others, federal agencies.



Who We Are

NIC - Economic Solutions Team

- Members include:
 - US Department of Commerce
 - US Department of Agriculture
 - US Small Business Administration
 - US Department of Homeland Security
 - US Department of Housing and Urban Development
 - US Department of Labor

National Incident Command Economic Solutions Team

- Focus on short and intermediate term solutions to mitigate impacts
- Provide expert advice to the NIC on issues of economic development and jobs
- Work closely with the Executive Office of the President
- Make program and initiative recommendations
- Inform the Mabus framework

Assessment and Evaluation Team Objective

- Provide an economic recovery needs assessment
- Focus on the economic recovery needs of the community
- Help identify short- and intermediate-term strategies and resources for recovery

Notable Quotes

Expressed During the Meetings

- “Oil spill hit and the phones stopped ringing.... momentum was going gang busters and then it was all of a sudden like a hurricane hit.”
- “Compound effect... Tyndall Base loss of 800 jobs because F-15 missions closed down, Sallie Mae call center closed down.... all these things don’t mean much on their own, but effects are exacerbated with the spill.”
- “The original thought was that 2010 was going to be our break-out year: new airport, strong projections for tourism. We were going to have a super-sonic year; second quarter was setting up to be one of the best in a long time... then the oil spill hit.”

Notable Quotes

Expressed During the Meetings

- “Our job is to get people to understand what kind of a gem we have down here – the First Lady said it was a national treasure.”
- “Reservation window has been reduced so much that we don’t know till Thursday whether folks are coming or not... used to be a week or two of lead time.”
- “Prior to the spill our focus was on growing high wage, high skill jobs – now it’s every job and every kind of business.”
- “The fishermen and Louisiana need [claim funds] worse so we (Bay County businesses) might not get paid.”

Notable Quotes

Expressed During the Meetings

- “Florida can’t compete with BP having prime-time commercials about how beaches are being cleaned up; commercials that run counter to our messages that the beaches ARE clean.”
- “Corps of Engineers dredging is scheduled to come up in the fall. Now BP is balking on funding to bring up pylons from the hardened boom project they funded to prevent oil from coming in.”
- “Website still isn’t up for the claims process.”
(<http://gulfcoastclaimsfacility.com/>)

Notable Quotes

Expressed During the Meetings

- “Auto dealers aren’t selling as many cars... Art galleries are great for tourism, but they’re suffering too.”
- “There’s a ‘Check’s in the mail’ type of attitude from BP No rhyme or reason to who gets paid or how much they get paid.”
- “If not for the oil spill, Bay County would have had the best year... ever.”
- “It is high season and we are already going through financial reserves.”

Observations

- Airport development led momentum for, and excitement about, 2010 season being the best ever
- County's tourism industry is dependent on a strong summer season
- High level of collaboration and cooperation among municipalities, businesses, educational institutions and economic development organizations
- Two major industries:
 - Tourism
 - Military

Observations (cont.)

- Businesses need short-term relief now to help them weather the downturn
- Tourism industry heavily impacted
- Perceived impact on beaches does not mesh with reality
- Strong drive to diversify the industry base
- Recognition within tourism industry for diversification – sporting tournaments, special events, etc.
- New airport expands reach beyond drive market
- Awareness of viable key industries and opportunities
- Enviably high level of integration at all levels of education

Your Issues of Concern

- Fishery issues
- Insufficient infrastructure to support business recruitment and entrepreneurial development
- Unemployment rate
- Significant time required from permit application to getting a shovel in the ground
- Inadequate utilities, services and transportation infrastructure

Your Issues of Concern (cont.)

- Financial impacts concerning loss of tax base for city, school districts, state, county and economic development
- Ensuring long term retention of military test range
- Job training and retraining resources for displaced and dislocated workers
- Access to capital – Financial institutions, angel networks, large corporate development
- No current financial resources for enhanced, long-term tourism marketing campaign

Economic Anchors

- Tourism/Hospitality
- Military/Gov't Contracts
- Education (K-12, GCCC, FSU-PC)
- Aerospace/Aviation
- Fishing (recreational and commercial)



Ripple Effect of Impact on Tourism

Impacted
tourism
industry affects
ancillary
businesses

Retail

Small Business

Hotel/Hospitality

State & Local Gov't

Higher Unemployment

Community Service



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Short Term Strategies Bay Should Take Into Consideration

Expand Entrepreneurship Development

Develop a program supported by local institutions and other grant opportunities to enhance entrepreneurship skills, assist with technology transfer and increase access to capital

Retain and Expand Existing Businesses

Work with state and regional economic development institutions, chambers of commerce, SBDCs, venture accelerators, etc. to retain and expand local businesses

Engage Community

Establish/enhance community-based counseling services to assist local businesses and individuals for on-going claims process



Short Term Strategies Bay Should Take Into Consideration

Enhance “Shoulder Season” Marketing Plan for Tourism

**Integrate Tourism and Business Attraction Marketing
Strategies**

Work Cooperatively to Develop Brand for Florida Seafood

Apply for Special Zone Designations

**Explore National and Regional Foundations & Other Funding
Opportunities**

Explore Additional Workforce Training Grants



Next Steps

- Economic Solutions Team (EST) will be briefed immediately following to develop findings and help identify public and private support needed
- Finalize draft report
 - EST review
 - County input
 - IEDC finalization
- Collaborate to implement, working with public and private partners

Conclusions

- We heard you:
 - Your brand is important
 - You want to protect your environment
- We will follow up with your community, as part of the larger framework for coordinated recovery region-wide.