

# FLORIDA *within* REACH

2019-2020 ANNUAL REPORT



**CENTRAL FLORIDA**  
DEVELOPMENT COUNCIL

*Polk County's  
Economic Development  
Partnership*



# BOARD OF DIRECTORS

## OUR MISSION

Grow an economy based on high-skill, high-wage sustainable businesses.

## ORGANIZATIONAL PILLARS



Promote Polk County as Florida's Best Place for Business



Advocate for Key Business Issues



Facilitate Collaborative Partnerships



Advance Strategic Initiatives



### CHAIR

General Jake Polumbo

*Two Blue Aces*



### VICE-CHAIR

Dr. Angela Garcia Falconetti

*Polk State College*



### SECRETARY/TREASURER

Bart Allen

*Peterson & Myers, P.A.*



### PAST CHAIR

Todd Dantzler

*SVN Saunders Ralston Dantzler*



### TALENT PIPELINE CHAIR

Dr. Orathai Northern

*Polk State College*



### COMMUNITY STAKEHOLDERS CHAIR

Deena Ware

*City of Winter Haven*



### COMPETITIVENESS AND ADVOCACY CHAIR

Maggie Mariucci

*Florida Polytechnic University*



### INVESTOR RELATIONS CHAIR

Pete Frantzis

*Cydeo Wealth Partners*



### AVIATION COMMITTEE CHAIR

Gene Conrad

*Lakeland Linder International Airport*



### COUNTY MANAGER DESIGNEE

Bud Strang

*Six/Ten, LLC*



### COUNTY COMMISSION DESIGNEE

Commissioner  
George Lindsey

*Polk County Board of County Commissioners*



### BOARD MEMBER

Emery Smith

*Ben Hill Griffin*



### BOARD MEMBER

Drew Wilcox

*Nucor Steel Florida*



### BOARD MEMBER

Randy Knapp

*RLK Real Estate & Development*

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COUNTY PARTNER



INNOVATOR



CONNECTOR



MUNICIPAL PARTNERS



# BETTER TOGETHER

## 2020 ANNUAL MEETING

*Despite the many challenges of 2020, the Central Florida Development Council was pleased to host a limited in-person and livestreamed annual meeting event to celebrate the many successes of the year.*

Outgoing Central Florida Development Council Chairman H.D. “Jake” Pumbo brought many skills with him when he joined the CFDC board. The retired Air Force Major General used his leadership prowess and strategic thinking skills to apply to economic development. “This year presented a unique opportunity for strategic leadership and we are fortunate Jake was in the Chairman seat. His depth of leadership experience and operational acumen were instrumental to help guide us during this difficult time,” said CFDC President and CEO Sean Malott.

**Angela Garcia Falconetti**, president of Polk State College, became **chair of the CFDC’s board of directors** following Pumbo. Her vision for the next year is clear: “To reach economic recovery and to ensure Polk prospers, together.”

“The development of a holistic vision will naturally lead to the design and delivery of game-changing initiatives — that is what we’re about at the CFDC,” Falconetti said. “Our innovative work has been laid out for us as we continue to respond to COVID-19 and shift our focus to recovery.”

“However, we must go above and beyond the challenges presented by the pandemic to propel the economic development of our region forward. We must continue to capitalize on our geographic location, strong infrastructure, the diversity of our industries and the quality of our education and workforce pipeline. We must remain focused, synchronized and unified in our efforts because, as we say at Polk State College — We are Polk, We are the Solution, and together, we are better.”

**Southern Glazer’s Wine and Spirits** won the **George W. Harris Jr. Economic Development Award for Success in Large Business**. The award, given to companies with at least 100 employees, was named for George Harris, a former CFDC chairman and president of Citrus & Chemical Bank.

Dr. Angela Garcia Falconetti,  
Superintendent Jaqueline Byrd and General Jake Pumbo



Newly elected CFDC Chair, Dr. Angela Garcia Falconetti and General Jake Pumbo



Garcia Falconetti and Immediate Past Chair,

General Jake Polumbo, Jason Witty representing Southern Glazer's and Dr. Angela Garcia Falconetti



Sean Malott, General Jake Polumbo, Connor Regan and Joe DiCesare representing FHS, Inc. and Dr. Angela Garcia Falconetti

**FHS** won the **Jim Brantley Economic Development Award for Success in Small Business** for companies with fewer than 100 employees. The award was renamed last year in honor of Brantley, the first director of the agency that has since been renamed the Central Florida Development Council. Both awards honor businesses based on community service, commitment to growth in business, economic stability and promotion of free enterprise. “We are fortunate to have so many high-quality companies nominated this year, and Southern Glazer’s and FHS represent growing companies in our area. Both award winners are deeply committed to helping Polk prosper. In fact, this describes all our award finalists this year,” said Sean Malott. “The awardees are selected by investor members, and well-deserving companies received awards.”

**Polk County Public Schools Superintendent Jacqueline Byrd**, who is retiring in June, was presented with the **Chairman’s Award**, sponsored by Citizens Bank & Trust and a great honor for last year’s winner, Greg Littleton. Outgoing Chair Jake Polumbo said Byrd’s work is “improving the economic prosperity of Polk County,” citing increasing the graduation rate to an unprecedented 81%, improving the district’s grade and gaining district accreditation, among others. That’s been achieved by things like teaching students to be “self-directed in setting priorities and choosing ethical actions.”

“This happens because of great leadership and dedication,” Polumbo said, recognizing Byrd for her “role as a key and essential person in our school district. Since her appointment, she has worked closely with the school board and administration to successfully institute a strategic plan to raise academic achievement.”

“I’m deeply honored to have received the Central Florida Development Council’s Chairman’s Award,” Byrd said. “Together, the school district and CFDC strive every day to both prepare students for their future careers and build a workforce that will attract employers to our area. Both organizations have the same vision for Polk County’s future: prosperity and opportunity. It has been my pleasure to work closely with the CFDC during my time as superintendent.”

CFDC Board of Directors



# JOB CREATION & INVESTMENT

## REGIONAL ACCESS

 **10** MILLION PEOPLE  
WITHIN 100 MILES

 **3** INTERNATIONAL AIRPORTS  
WITHIN 60 MILES

 **3** DEEPWATER SEAPORTS  
WITHIN 75 MILES

 **300+** MILES OF RAIL  
IN POLK COUNTY



Digital rendering of Florida Can Manu

### Florida Can Manufacturing

Florida Can Manufacturing is building a 300,000+ square foot state-of-the-art advanced manufacturing facility in Winter Haven. They will manufacture 1.5 billion food-grade aluminum cans in Phase I. Future phases could see expanded capacity of up to 6 billion cans annually. The initial \$123.5 million capital investment will create 160 jobs upon opening in summer 2021.

*“Florida Can Manufacturing’s selection of Winter Haven is an important signal to the market that Winter Haven has significant industrial capacity in manufacturing due to market access, available industrial land, transportation infrastructure and skilled workforce. These attributes combine to create an investment and production opportunity with mutual benefits for industrial companies and the community.”*

**Bruce Lyon, President, Winter Haven Economic Development Council**



Construction of Peace River Citrus Products in Bartow as of January 2021.



At their Frostproof facility, DPI manufactures equipment for dispensing beverages.

manufacturing's Winter Haven facility.

### **Peace River Citrus Products**

A 10-year pact with Coca-Cola North America, owners of the Minute Maid juice brand, created the need for Peace River Citrus Products to expand its current footprint in Bartow by 320,000 square feet. Once the facility is up and running, every Minute Maid orange juice product sold at any McDonald's in the U.S. and Canada will come from Bartow. The expansion brings 175 new high paying jobs to Bartow and Polk County when it begins

production in early 2021. The company's capital investment for the project is \$98 million.

*"The Peace River Citrus project is a great win for Bartow and all of Polk County. It proves when all parties including the CFDC, City of Bartow and the Polk County Board of County Commissioners work together, our community will thrive."*

**Rob Clancey, President, Bartow Economic Development Council**

### **Dispenser Packaging, Inc. (DPI)**

Dispenser Packaging, Inc. (DPI) has patented a new, more sanitary dispensing technology that is being utilized on plastic juice dispensing containers that are being produced in Frostproof, Florida. DPI has signed a 5-1/2-year lease on 55,000 square feet of Ben Hill Griffin space on S. Scenic Highway. As production grows, DPI plans to build their own facility on S. Scenic Highway which, with

future expansions, could eventually grow up to 500,000 square feet DPI currently employs 16 and is expected to employ 90 within the next few years.

*"We are thrilled that Dispenser Packaging, Inc. has chosen Frostproof as its new home and are excited to see what the future brings for them."*

**Nicole McDowell, Frostproof City Manager/City Clerk**

# FISCAL YEAR IMPACT



**1,650**  
NEW & RETAINED JOBS



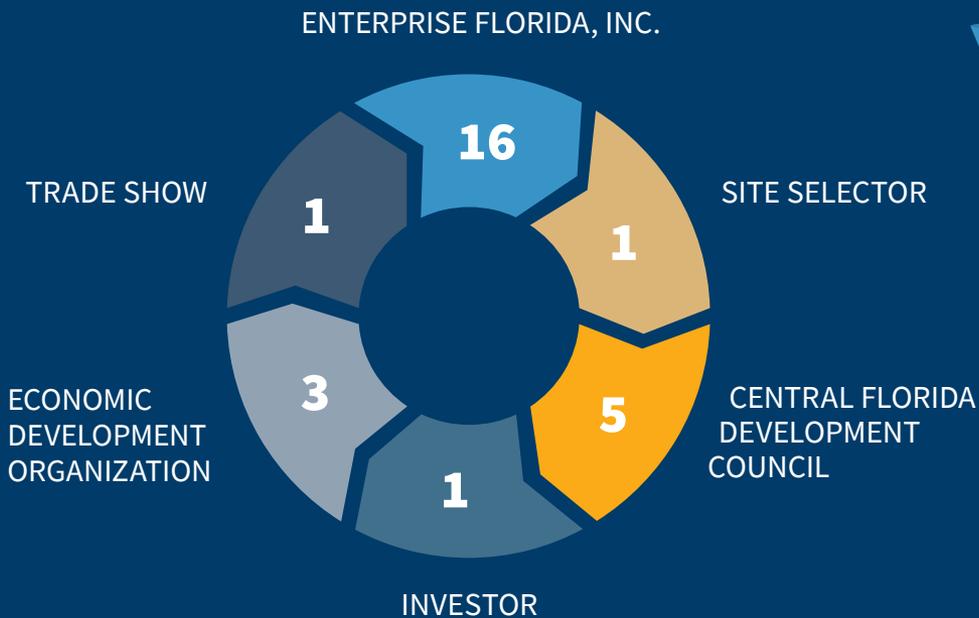
**\$75.9 M**  
NEW PAYROLL



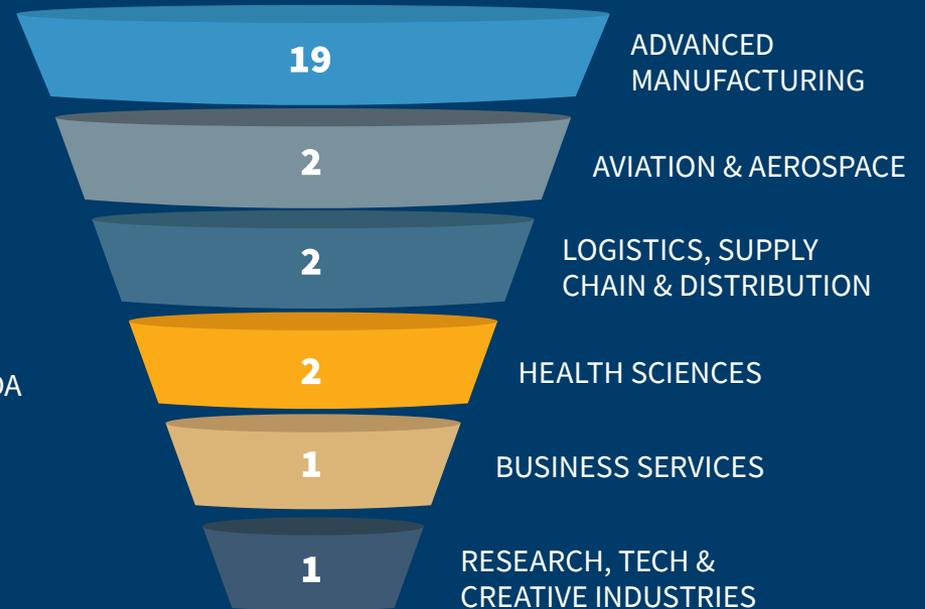
**\$365 M**  
NEW CAPITAL INVESTMENT

## BUSINESS LEADS

### BY SOURCE



### BY INDUSTRY



# 2019-2020

## ECONOMIC DEVELOPMENT PROJECTS

COMPANY	LOCATION	INDUSTRY	TYPE	NEW JOBS	RETAINED JOBS	CAPEX	SQ FT	PARTNERS
Farmer Jon's Popcorn Partners	Lakeland	Manufacturing	New Business	25		\$3M	7,280	Lakeland EDC, City of Lakeland, The Ruthvens, EFI
Dispenser Packaging Inc.	Frostproof	Manufacturing	Existing	90		\$12M	14,000	Polk County BOCC, EFI
Florida Can Manufacturing	Winter Haven	Manufacturing	New Business	160		\$123.5M	400,000	Winter Haven EDC, City of Winter Haven, Polk County BOCC, EFI
Peace River Citrus Products	Bartow	Manufacturing	Existing	175		\$96M	324,000	Bartow EDC, City of Bartow, Polk County BOCC, EFI,
Pamlico Air	Lake Wales	Manufacturing	New Business	200		\$10M	119,881	Lake Wales EDC
Amazon.com	Auburndale	Logistics/ Distribution	Existing	500		\$70M	1,000,000	City of Auburndale
Summit Consulting	Lakeland	Business Services	Existing		500	\$50M	150,000	Lakeland EDC
<b>TOTAL</b>				<b>1,150</b>	<b>500</b>	<b>\$365.3M</b>	<b>2,015,161</b>	
<b>TOTAL JOBS</b>				<b>1,650</b>				

# ADVANCING STRATEGIC INITIATIVES



*Expand the local ecosystem for high skill and high wage technology employment emphasizing health sciences, advanced manufacturing, autonomous vehicles and aviation & aerospace.*

Polk County's strong education programs within each of these industries offers a robust talent pipeline. In addition, the ability to develop rapid response training programs for employers uniquely positions the county for success. Currently, aviation industry leaders from throughout the county are gathering on a quarterly basis to discuss talent and asset needs as well as future sector growth. Understanding the environment surrounding autonomous system and mobility innovation remains critical as we advance the Polk County based asset SunTrax.

CENTRAL FLORIDA INNOVATION DISTRICT ECONOMIC IMPACT (BY 2040)

**\$5.2 B**  
TOTAL ECONOMIC IMPACT

**32,000**  
JOBS

*Improve Polk's competitiveness in the state through partnerships to create the Central Florida Innovation District and a research park.*

The vision of a high-tech park surrounding Florida Polytechnic University has long been championed by community leaders. An economic impact study found if developed as planned, the 3,000-acre Central Florida Innovation District (CFID) may provide \$5.2 billion in economic impact and 32,000 jobs in the next 20 years. This exceeds the \$2.4 billion and 20,600 jobs expected without such a district, according to a study by Jim Farrell, Ph.D., CFA, an associate professor of finance and economics at Florida Southern College.

**INDUSTRY CATALYSTS**

ADVANCED  
MANUFACTURING



MOBILITY  
& INNOVATION



INFORMATION SCIENCES  
& ENGINEERING



HEALTH SCIENCES &  
TECHNOLOGY



*Advance critical transportation infrastructure to meet the evolving mobility needs of Polk businesses and citizens.*

Advancing transportation infrastructure like the Central Polk Parkway and the Southwest Central Florida Connector along with innovative mobility options will ensure Polk's continued competitiveness in industry attraction and expansion.

# BUSINESS RESILIENCY

**\$19,401,000**

in funding granted to local Polk businesses

**5,874**

small businesses (fewer than 50 employees) across Polk County received funding

## POLK CARES BUSINESS RELIEF GRANT

During the coronavirus (COVID-19) emergency, the Central Florida Development Council worked diligently to provide updated, reliable information to all our stakeholders in Polk County, including businesses, government leaders, municipal economic development organizations and the community at large. Polk's resiliency during these unprecedented times continues and the support offered to businesses through the Board of County Commissioners Polk CARES program demonstrated the "business friendly" approach of the County. The CFDC was pleased to support the county and business applicants throughout the process. Applications from 7,329 local Polk County businesses were processed and over \$19.4 M in funding was granted.

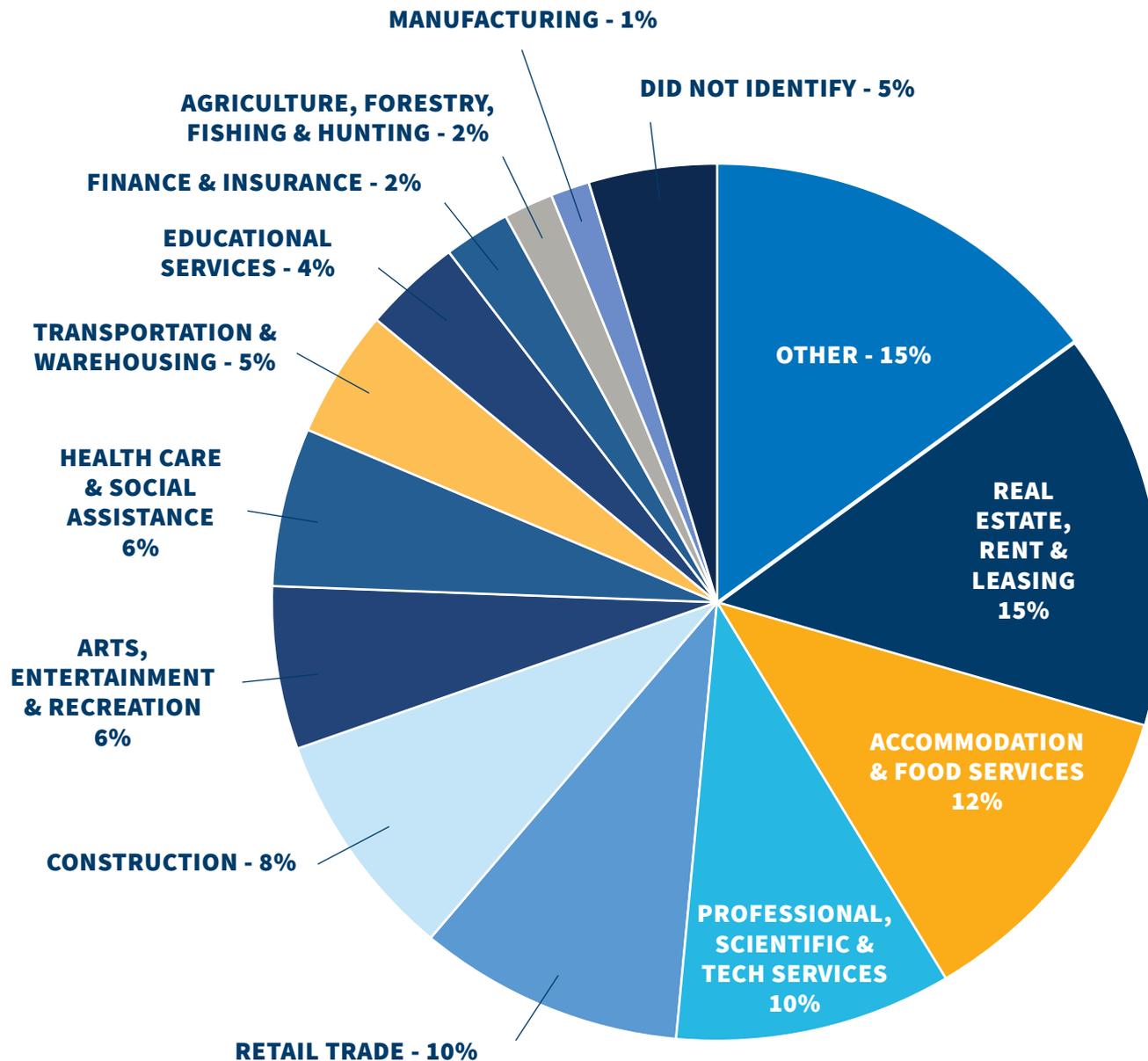


Grant Submissions by Demographic  
As of October 2020



*The Polk Cares Business Relief Grant provided funds for over 5,000 local businesses.*

Grant Submissions by Industry  
As of October 2020



Polk County was a hotbed of activity before all this started and it's our job, mission and responsibility to continue to build upon the solid foundation that still exists. Because Polk County had a diversified economy before the pandemic hit, we know our future will shine brightly again. We will not let the deviation paralyze us. Indeed, it's time to move from dealing with the pandemic to recovery and beyond – without jeopardizing anyone's health.”

- Sean Malott  
President, CFDC



# INSIGHTS

## POLK COUNTY

### AT A GLANCE

PREPARED BY

**Jim Farrell** PH.D., CFA

*Florida Southern College*

The economic fallout from COVID-19 and its related shutdown drove the unemployment rate in Polk County to 17.6% by May. Since then, employment conditions in Polk County have improved with the unemployment rate at 6.7% as of December. While most industries were impacted in some way, leisure and hospitality and education and health services were the most impacted. Polk County's Labor force was approximately 308,560 as of December 2020. Unlike a typical recession, where many workers become discouraged and leave the labor force, the additional federal aid for these unemployment incentivized workers to remain, or even join, in the labor force as unemployed to receive benefits.

Polk County saw significant private sector employment growth from Q1 2016 through Q1 2020, adding over 24,000 jobs (13.1% growth) during the period. This is particularly strong when compared to the national growth of 6.3%. The difference in growth between the nation and county accounts for more than 12,700 jobs locally. Wages have also improved overall, with 16.9% growth to an average weekly wage of \$873. This, however, was outpaced by the growth of wages nationally by 1.2%.

#### POPULATION



Polk County continues to outpace the state and nation in population growth, growing 20.4% as compared to 14.2% and 6.3% for the state and nation, respectively. Within the larger cities (populations greater than 5,000), growth is being led by Auburndale, Davenport, Haines City, Lake Alfred, and Winter Haven, with all between 23.7% and 29.8% population growth over the nine-year period, except Davenport which has grown by 106.1%. The above-average population growth in Polk County, particularly the eastern part, should continue to provide a solid foundation for growth and development.

#### AGE



The county's age distribution reflects a larger portion of younger people (22.0% under 18) than the state (19.7%) and a larger population of older people (20.4% 65 and over) than the nation (16.5%). Both Florida (20.9%) and Polk County have older populations and they are getting older, with the portion of population 65 or older increasing from the 2010 census (18.0% and 17.3% for Polk County and Florida, respectively).

#### HOUSEHOLD



Polk County continues to have higher than average homeowner occupancy (68.5%, 65.0% and 63.8% for the county, state, and nation, respectively) and lower than average costs for both homeowners and renters. Polk County has also seen meaningful growth in taxable property values, with total value increasing from \$36.7B in 2019 to \$40.0B in 2020, with over \$1.1B of that attributable to new construction. While the largest dollar value growth comes from Lakeland, the largest percentage comes from Davenport (32.16%) and Fort Meade (20.77%). Davenport has now had growth greater than 20% taxable property growth for several years.

# POLK BY THE NUMBERS

ALL DATA PROVIDED BY ESRI AND THE U.S. CENSUS BUREAU

POLK IS FLORIDA'S

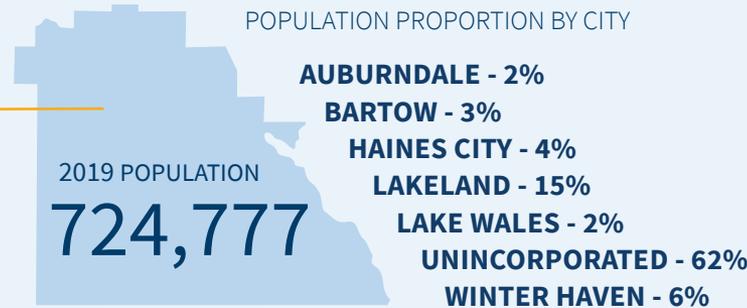
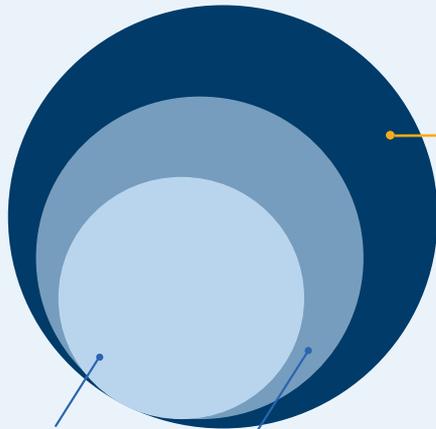
9<sup>TH</sup>

LARGEST COUNTY IN POPULATION

MEDIAN HOUSEHOLD INCOME: **\$52,510**

PER CAPITA INCOME: **\$26,136**

MEDIAN NET WORTH: **\$95,405**



POLK IS FLORIDA'S

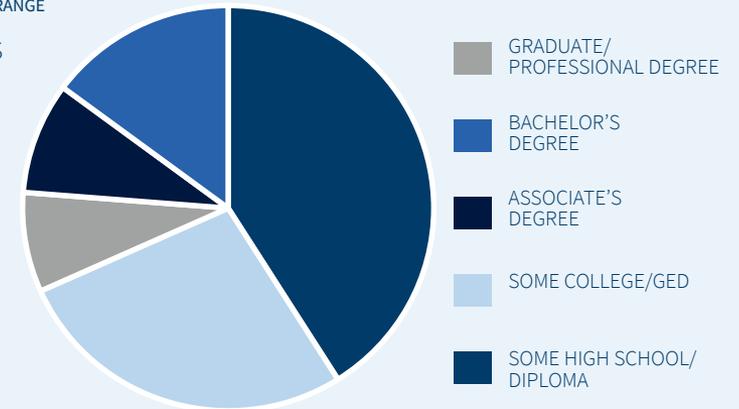
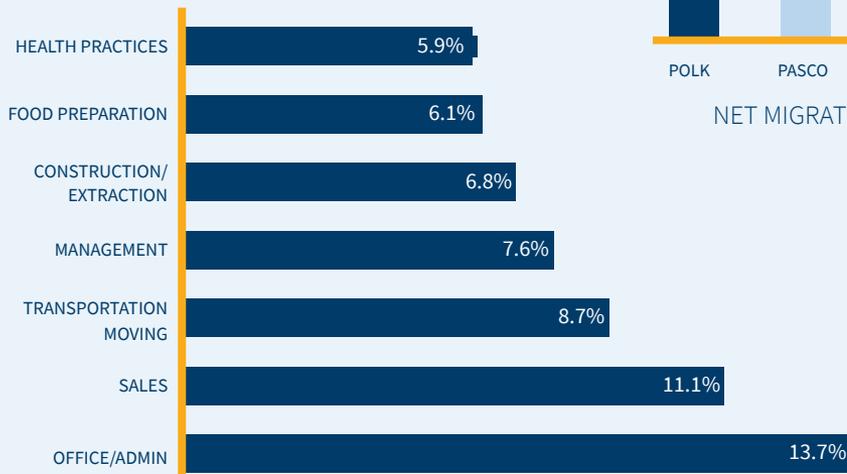
4<sup>TH</sup>

LARGEST COUNTY IN SIZE

2,011 MI<sup>2</sup>

47  
PEOPLE PER DAY MOVING TO POLK

## POLK COUNTY EMPLOYMENT DEMOGRAPHICS





**CENTRAL FLORIDA**  
DEVELOPMENT COUNCIL

*Polk County's  
Economic Development  
Partnership*



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cfdc.org