



**CENTRAL FLORIDA**  
DEVELOPMENT COUNCIL

Polk County's  
Economic Development  
Partnership

# FLORIDA *within* REACH

2017-18 ANNUAL REPORT

REGIONAL ACCESS



**9 MILLION PEOPLE**  
WITHIN 100 MILES



**2 INTERNATIONAL AIRPORTS**  
WITHIN 60 MILES



**3 DEEPWATER SEAPORTS**  
WITHIN 75 MILES



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



**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

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2017-18

**BOARD OF DIRECTORS**



**CHAIR**

Larry Madrid  
*Madrid Engineering Group*



**SECRETARY/TREASURER**

Major General Jake Pumbo, USAF (Ret.)  
*Two Blue Aces*



**EDUCATION CHAIR**

Naomi Boyer  
*Polk State College*



**INVESTOR RELATIONS CHAIR**

Matthew Johnson  
*JSK Consulting*



**COMPETITIVENESS AND ADVOCACY CHAIR**

Greg Littleton  
*Citizens Bank & Trust*



**VICE-CHAIR**

Todd Dantzler  
*Saunders, Ralston, Dantzler Realty*



**COUNTY MANAGER DESIGNEE**

Bud Strang  
*Six/Ten, LLC*



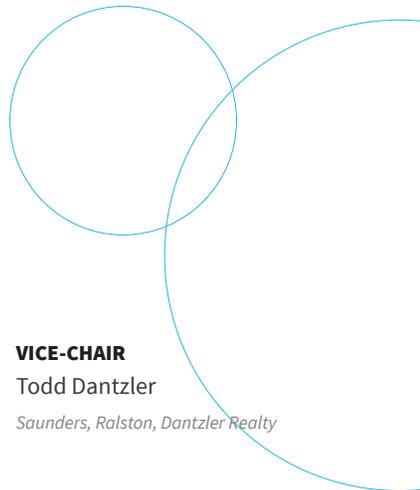
**COMMUNITY STAKEHOLDERS CHAIR**

Amy Palmer  
*City of Auburndale*



**BOARD DIRECTOR**

Leonard Mass  
*Drummond Company, Inc.*



COUNTY PARTNER



SOUTHEASTERN UNIVERSITY

INNOVATOR



CONNECTOR



MUNICIPAL PARTNERS



**HPP FRESH FLORIDA** made many visits to Polk County over a two-year period while fleshing out plans for their high-pressure pasteurization facility. With a capital investment of more than \$9 million, HPP Fresh Florida now occupies a renovated 20,000 sf plant in **Bartow** that utilizes highly specialized processing equipment to keep food and beverage products fresh for a longer period of time. And because it only uses pressurized, pure cold water in the process, the nutrient value, texture and taste remain uncompromised. HPP Fresh Florida is creating 40 new full-time jobs at their Bartow facility.

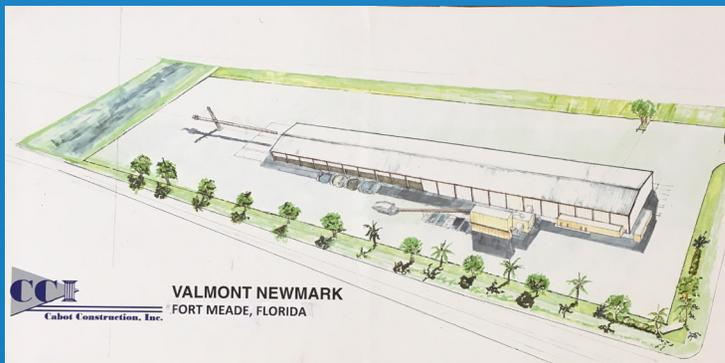
Economic development partners on the project included Enterprise Florida, the Polk County Board of County Commissioners, the City of Bartow and the Bartow EDC.

In 1930, a single **PUBLIX** storefront located in Winter Haven, Florida set the stage for what has now turned into 1,198 stores in seven states including 749 stores within Florida. To support this continued growth, Publix Super Markets announced plans to expand its corporate headquarters in **Lakeland** by adding a 190,000 sf building that will house an additional 700 associates. Governor Rick Scott made the announcement at a special ceremony in late September. Publix expects the total capital investment for this expansion to exceed \$40 million.

Economic development partners on the project included Enterprise Florida, the Polk County Board of County Commissioners, the City of Lakeland and the Lakeland EDC.

**DHL SUPPLY CHAIN**, a division of DHL Group, announced its plans to operate IKEA's new fulfillment center in **Lakeland**. The 520,000 sf distribution facility will fulfill online orders for customers throughout the southeast. The center is expected to employ 160 and to be operational in early 2019. Polk County competed with Atlanta, Georgia for the \$8.4 million project. Incentives, labor, transportation and real estate were cited as key factors driving the decision to locate in Polk County.

Economic development partners on the project included Enterprise Florida, the Polk County Board of County Commissioners, the City of Lakeland and the Lakeland EDC.



**VALMONT UTILITY**, a business segment of Valmont Industries, is constructing a new 46,000 sf manufacturing facility approximately eight miles from their current location in Bartow. The \$14.8 million expansion, located in **Fort Meade**, will fulfill the increased demand for Valmont's concrete distribution poles. Many municipalities are replacing the older technology wooden poles for concrete poles which are much more resilient to extreme weather conditions. Polk County competed with Alabama, Georgia and Tennessee for the location of this expansion. Valmont expects to employ 50 when construction is complete at the end of 2018.

Economic development partners on the project included Enterprise Florida, the Polk County Board of County Commissioners and the City of Fort Meade.

Four of the five companies are *Fortune 500 ranked* (119, 138, 151 and 334) and all of them are *Fortune 1000 ranked* (782).



**NUCOR**, the largest steel company in the U.S., announced its plans to build a 256,000 sf micro-mill on approximately 440 acres in **Frostproof**. Polk County competed with South Carolina for the \$240 million project which will employ 250. Nucor Steel Florida stated that local and state incentives as well as logistics and the availability of skilled labor were key decision drivers for locating to Florida. Nucor is headquartered in Charlotte, North Carolina and employs more than 24,000 nationwide.

Economic development partners on the project included Enterprise Florida, the Polk County Board of County Commissioners and Duke Energy.

#### 2017-18 ECONOMIC DEVELOPMENT PROJECTS

COMPANY	INDUSTRY	TYPE	LOCATION	TOTAL JOBS	CAPEX	PARTNERS
HPP Fresh Florida	Manufacturing	New Business	Bartow	40	\$9.2M	BEDC, City of Bartow, BOCC, EFI
Alvic USA, LLC	Manufacturing	New Business	Auburndale	25	\$5M	City of Auburndale
Valmont Newmark	Manufacturing	New Business	Fort Meade	51	\$14.8M	City of Fort Meade, BOCC, EFI
DHL	Logistics/ Distribution	New Business	Lakeland	160	\$8.4M	LEDC, City of Lakeland, BOCC, EFI
Nucor Steel Florida, Inc.	Manufacturing	New Business	Frostproof	250	\$240M	BOCC, EFI, Duke Energy
Lioher	Manufacturing	New Business	Auburndale	10	\$3M	City of Auburndale
CNC Cabinetry	Logistics/ Distribution	New Business	Davenport	150	\$5M	EFI
Publix Super Markets	Business Services	Expansion	Lakeland	700	\$50M	LEDC, City of Lakeland, EFI, BOCC
<b>TOTAL</b>				<b>1,386</b>	<b>\$335.4M</b>	

# OUTREACH

## BUSINESS DEVELOPMENT EVENTS AND MISSIONS

Area Development  
Consultant Forum  
Indianapolis, IN

Area Development  
Consultant Forum  
St. Petersburg, FL

Brazil Foreign  
Investment Mission  
São Paulo, Brazil

Colombia Investment  
Mission  
Bogotá, Colombia

Enterprise Florida Costa  
Rica Trade Mission  
San José, Costa Rica

Enterprise Florida  
Consultant Mission  
Chicago, IL

Enterprise Florida  
Consultant Mission  
New York, NY

Enterprise Florida, Daytona  
500 Consultant Event  
Daytona Beach, FL

Enterprise Florida,  
TPC Sawgrass  
Consultant Event  
Ponte Vedra Beach, FL

Expo Cuba  
Havana, Cuba

Farnborough Air Show  
Farnborough, England

Florida Chamber  
International Days  
Tallahassee, FL

Florida International Trade  
& Cultural Expo  
Ft. Lauderdale, FL

Florida-Japan Aerospace  
& Aviation Summit  
Orlando, FL

Governor Scott's Latin  
American Summit  
Miami, FL

Industrial Asset  
Management Council's  
Fall Forum  
Philadelphia, PA

Industrial Asset  
Management Council's  
Fall Forum  
Richmond, VA

Industrial Asset  
Management Council's  
Spring Forum  
Savannah, GA

Logistics Development  
Forum  
Vail, CO

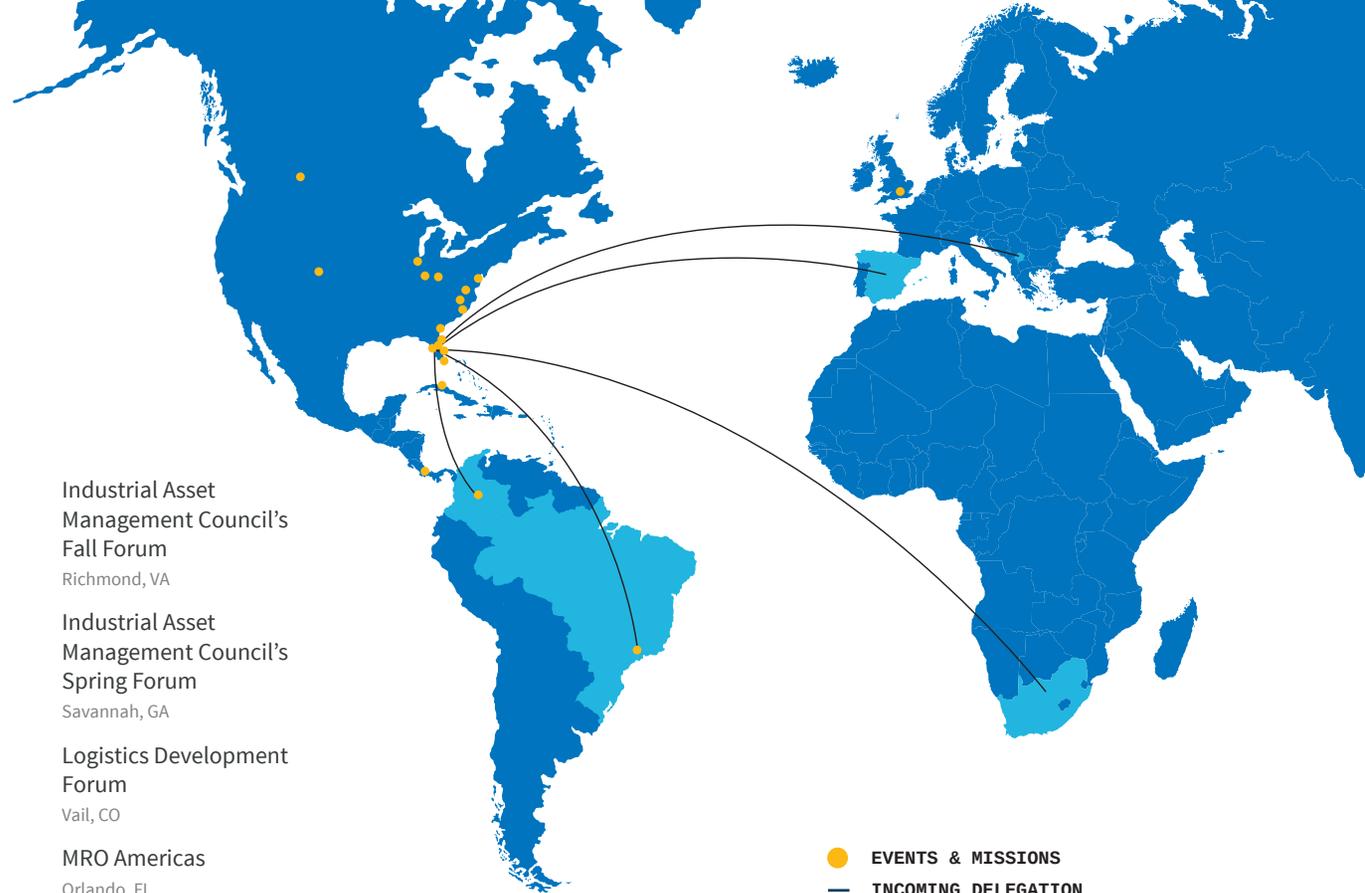
MRO Americas  
Orlando, FL

Select USA Investment  
Summit  
Washington, DC

Select USA-Canada  
Investment Mission  
Calgary, Canada

Site Selectors Guild  
Annual Conference  
Cincinnati, OH

Team Tampa Bay  
Consultant Mission  
Chicago, IL



● EVENTS & MISSIONS  
— INCOMING DELEGATION

Polk State College students have traveled with CFDC to international destinations, working collaboratively to seek economic development opportunities for Polk County and our region. Working in partnership, Polk State will remain on the cutting edge of degree programs, workforce certifications, and global opportunities, ensuring our students become highly-skilled graduates that meet Polk County's growing needs.

Dr. Angela Garcia Falconetti  
President, Polk State College

Brazil                      South Africa  
Colombia                Spain  
Kosovo



## AVIATION

### INDUSTRY HIGHLIGHT

*Polk County, Florida is primed for soaring aviation growth.*

From blue skies to busy regional airports to education, Polk County and Central Florida have everything needed to ensure aviation remains an important part of our economy. To highlight the opportunities ahead for aviation, business and community leaders gathered at the Central Florida Aviation Industry Breakfast.

“It’s a very critical aspect of what we are and who we are,” says Javier Marin, director of business development and global trade for the Central Florida Development Council.

Aviation and aerospace are growing industries, says H.D. “Jake” Polumbo Jr., a retired Air Force major general and partner in Two Blue Aces. He cites several reasons: “There’s a significant world-wide shortage of pilots in both the commercial sector and in the military. Because of that, any region of the U.S. — and particularly those regions with good airports and flying weather — will likely benefit from this huge demand if they are smart in the development of their programs and airports.”

A recent study by Boeing shows a need for 790,000 more pilots in the next 20 years.

Central Florida already has “95 percent of the solution to these problems in place,” with its weather, airports and programs like the Central Florida Aerospace Academy, he says. “Not to mention terrific maintenance training, and logistics support and expertise, so there’s another reason for us to be optimistic.”

Eric Crump, director of the aerospace program at Polk State College, says Polk County’s aviation history started before World War II. “Our community was an important contributor to the effort to train pilots and maintenance technicians. Our aviation history and industry contribution are beyond doubt. Today, we are the home to SUN ‘n FUN, the second-largest aviation event in North America.”

The county and region’s focus on aviation is enhanced by the identities of each of the four airports within Polk County: Bartow Municipal Airport, Lakeland Linder International Airport, Lake Wales Municipal Airport and Winter Haven Gilbert Airport.

Together, the airports contributed \$590 million to the local economy, according to a new FDOT economic impact report. With numbers like that, it’s clear to see why

aviation is critical to the Central Florida and Polk County region.

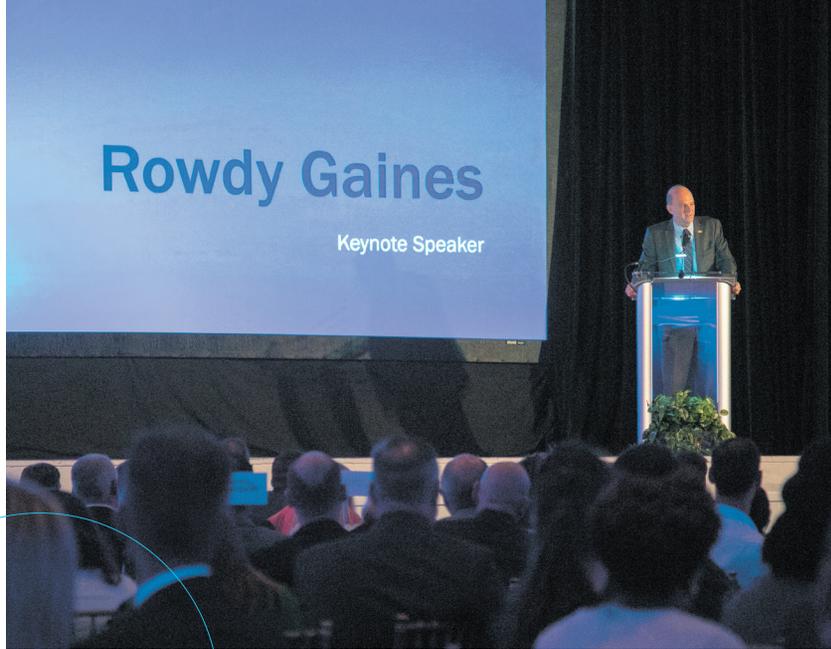
Within Polk, there are 275 students studying aviation at the Central Florida Aerospace Academy in Lakeland and additional 250 in the Polk State aerospace program. Add to that Southeastern University’s recent announcement to begin an aviation program.

“There will be tremendous shortages in virtually all areas of the aviation industry, including pilots, electronics technicians, mechanics, airport personnel, air traffic controllers, etc. We are offering students in Polk County an opportunity to take advantage of these openings and reap the benefits of a rewarding career in aviation,” says Keith Smith, CFAA director.

With key infrastructure assets, strong aviation business presence, robust training and education programs, **Polk County is primed for soaring aviation growth.**

# ANNUAL MEETING

CHAMPIONING PROGRESS



CenterState Bank and Peterson & Myers, P.A., exemplify the attributes George Harris exhibited during his tenure in Polk County. The two businesses won the Central Florida Development Council's top awards at its 2018 annual meeting held at Nora Mayo Hall in Winter Haven. The evening also welcomed **Rowdy Gaines** back to his hometown of Winter Haven, as the **keynote speaker** of the event.

Sean Malott, President of the CFDC, stated that, "CenterState Bank and Peterson & Myers are perfect recipients of the awards this year. Both contribute so much to Polk County and to economic prosperity in the area. It was tough competition as we had so many great nominees this year."

Founded in 1989 by a group of bankers,

**CenterState Bank** won in the **Success in Large Business** category (more than 100 employees). Based in Winter Haven the bank started growing almost immediately, expanding its community-focused bank model. Although it has clients nationwide through its correspondent banking division, it focuses mostly on local branches in 33 counties in Florida and Georgia, offering traditional services.

The Harris award comes just three months after Forbes honored CenterState by naming it the top bank in Florida on its first "Best-in-State Banks" listing.

Focusing on local markets, emphasizing long-term growth, providing top-notch customer service, building lifelong banking relationships, and faith and family

are the core values that make CenterState so successful. Dale Dreyer, EVP/Regional President of Central Florida Region shared with attendees, "we are proud to be in Polk County and making decisions for our business here locally."

**Peterson & Myers** won in the **Success in Small Business** category (fewer than 100 employees). Founded in 1948, the law firm adheres to the same qualities that make businesses successful: a commitment to clients, a commitment to the community, a commitment to excellence in the practice of law. Although it also has clients nationwide, Peterson & Myers tends to the needs of those in Polk County, with specialties in everything from wills, estates and health care to litigation, corporate law, real estate and more.

David Miller, Shareholder, accepted the award on behalf of the firm stating, “We are grateful for this honor and appreciate the work of all of the nominees. Our county is growing and Peterson & Myers, P.A. is proud to do business in Polk.”

During the event, **Todd Dantzler** was voted in as the **new board chairman**, ending Larry Madrid’s year as chair. Dantzler, a county commissioner, has served on the CFDC’s executive committee for six years.

“It’s a very exciting time after being in the doldrums for so long,” Dantzler said. “We are finally seeing businesses expand. It’s really enjoyable to have a lot of good, quality projects to work on.”

Dantzler said he wants to be strategic and tactical. “I want to engage investor members more than we have in the past. We have a very talented group of investors who are dedicated to the advancement and improvement of Polk County in the economic sense.”

We have a very talented group of investors who are dedicated to the advancement and improvement of Polk County in the economic sense.

Todd Dantzler  
Board Chairman



# INSIGHTS

## **POLK COUNTY AT A GLANCE**

PREPARED BY  
Jim Farrell PH.D., CFA  
*Florida Southern College*

Polk County saw significant private sector employment growth over the last four years, adding nearly 20,000 jobs (11.7 percent growth) during the period. This is particularly strong when compared to the national growth of 8.5 percent. Wages have also improved overall, with 12.5 percent growth to an average weekly wage of \$818. This is roughly in line with the growth of wages nationally. Polk County's labor force was 302,828 as of October 2018, an increase of 9,049 people, or 3.1 percent from the prior year.

Employment conditions continue to improve with the unemployment rate falling to 3.4 percent as of October with employment in each industry up or even year-over-year as of September. The largest gains continue to come from Mining, Logging and Construction as construction activity contributing the bulk of the gains. Additional gains have come from Professional and Business Services, Manufacturing, Trade, and Leisure and Hospitality.



### **POPULATION**

Polk County continues to outpace the state and nation in population growth since the last census in 2010, growing 14.0 percent as compared to 11.6 percent and 5.5 percent for the state and nation, respectively. Within the larger cities (populations greater than 5,000), growth is being led by Auburndale, Haines City, Lake Alfred and Winter Haven, with each gaining between 18.1 percent and 18.5 percent population growth. The above-average population growth in Polk County, particularly the Eastern part, should continue to provide a solid foundation for growth and development.



### **AGE**

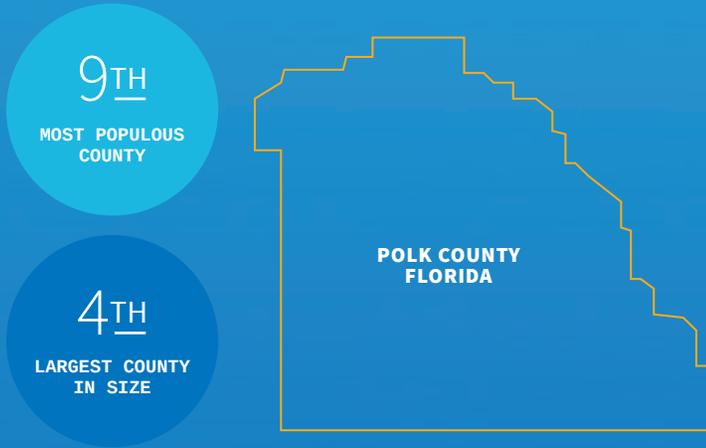
The county's age distribution reflects a larger portion of younger people (22.3 percent, under 18) than the state (20.0 percent) and a larger population of older people (20.1 percent, 65 and over) than the nation (15.6 percent). Both Florida (also 20.1 percent) and Polk County have older populations, and they are continuing to mature, with the portion of population 65 or older, up from the last census (18.0 percent and 17.3 percent for Polk County and Florida, respectively). The larger portions of younger and older people negatively impact our economy as it results in a smaller population of working age people, as reflected in the smaller labor force population (54.9 percent, 58.5 percent and 63.1 percent for the county, state and nation, respectively).



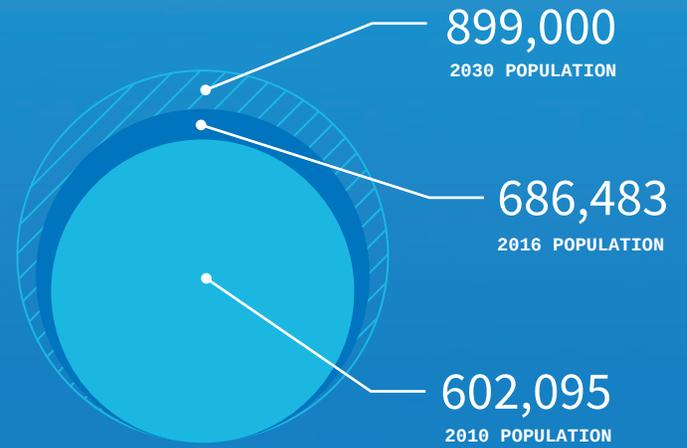
### **HOUSEHOLDS**

Polk County continues to have higher than average homeowner occupancy (68.0 percent, 64.8 percent and 63.6 percent 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 \$31.4B in 2017 to \$34.1B in 2018, with nearly \$800M of that attributable to new construction. While the largest dollar value growth comes from Lakeland, the largest percentage growth comes from Polk City (29.1 percent) and Davenport (19.9 percent).

**POLK COUNTY  
BY THE NUMBERS**



**ESTIMATED POPULATION GROWTH**



**FASTEST-GROWING INDUSTRIES**

- Professional & Business Services **+12.3%**
- Manufacturing **+7.1%**
- Trade, Transportation & Utilities **+2.4%**

**PROSPERITY INDEX**

<b>UNEMPLOYMENT</b>	3.4%	-0.9%
<b>LABOR FORCE</b>	302,828	+3.1%
<b>TAXABLE VALUE</b>	\$34.1B	+9.0%
<b>+10,127</b>	<b>JOBS YEAR-OVER-YEAR CHANGE</b>	

**MEDIAN HOUSEHOLD INCOME**





**CENTRAL FLORIDA**  
DEVELOPMENT COUNCIL

*Polk County's  
Economic Development  
Partnership*

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Lakeland, FL 33812

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