



Q1 18/19 REPORT FOR POLK COUNTY

*Building partnerships and pathways for
economic development in Polk County.*

The CFDC's Organizational Pillars:



Promote Polk County as
Florida's Best Place for Business



Advocate for Key Business
Issues



Facilitate Collaborative
Partnerships



SUCCESS IN LARGE BUSINESS
CenterState Bank

Kicking off the new fiscal year, the CFDC hosted their Annual Meeting in October, awarding the prestigious George Harris, Jr. Economic Development Awards and electing the 2018-2019 Board of Directors. Congratulations to Peterson & Myers, P.A. for being honored with the Success in Small Business Award and CenterState Bank for their honor in receiving the Success in Large Business award.

The evening also welcomed **Rowdy Gaines** back to his hometown of Winter Haven as the **keynote speaker**.

Congratulations to the 2018/19 Board of Directors elected by the investor membership.



SUCCESS IN SMALL BUSINESS
Peterson & Myers, P.A.

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SRD Realty

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BOARD DIRECTOR

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BOARD DIRECTOR

Greg Littleton
Citizens Bank & Trust

BOARD DIRECTOR

Matthew Johnson
JSK Consulting

2018 CFDC ANNUAL MEETING

**CHAMPIONING
PROGRESS**

A special thank you to our sponsors of this year's annual meeting.

PLATINUM SPONSOR

USA Water Ski & Wake Sports Foundation

GOLD SPONSORS

Citizens Bank & Trust (Bar Host)

Clifton Larson Allen

Drummond Co. – Grasslands Golf & Country Club

Florida High Tech Corridor

Polk State College

Saddle Creek Logistics Services

CBC Saunders Ralston Dantzler

Six/Ten, LLC

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BRONZE SPONSORS

JSK Consulting

Keiser University

Madrid Engineering

Polk County Farm Bureau

Wauchula State Bank



Promote Polk County as Florida's Best Place for Business

In the first quarter, the CFDC announced two projects. **United Parcel Service (UPS)** has leased a 207,700 s.f. facility located at Logistics Park in Davenport to sort and move incoming and outgoing packages using new, state-of-the-art, modernized conveyer equipment. Capital investment for the project is \$11.8 million. UPS has committed to hiring 25 new employees at a wage exceeding Polk County's average annual wage. Partnering with the CFDC on this project were the Polk County BoCC and Enterprise Florida.

Digital Architecture (Digarc) made the decision to expand its Lakeland location and will move into 25,000 s.f. of new office space on Pipkin Road this year. Digarc develops and provides curriculum management, catalog and student engagement software for higher education institutions in the US and Canada. As a result of this local expansion, local jobs will be retained and 33 new, high-wage IT jobs will be created. Digarc's average annual wage exceeds \$60,000. Atlanta, GA was being considered as an alternate location for this project. The Lakeland EDC partnered with the CFDC, Polk County BoCC and Enterprise Florida.

Enterprise Florida hosted a Team Florida dinner for site selectors at the **IAMC Fall Conference** in Philadelphia. The CFDC attended both the conference and the dinner where we were able to tout the benefits of doing business in Polk County. Additionally, the CFDC attended the **Area Development's Fall Forum** in Miami Beach where we were joined by our Haines City economic development partner, Cyndi Jantamaso. The two-day event offered excellent networking opportunities with more than a dozen site selectors and business decision makers from all around the country.



Partnering with Duke Energy and the Polk County Tourism and Sports Marketing team, the CFDC held its first ever Polk County preview event at Comerica Park in Detroit – home of the Detroit Tigers. The event provided an opportunity to host and thank Detroit companies who recognize the significance of the long-standing relationship between Lakeland (Polk County) and Detroit. Guests included representatives from Nucor’s Detroit area office, Newmark Knight Frank, Albert Kahn Architects, Howard & Howard, Campio Partners and Deloitte.

INTERNATIONAL BUSINESS DEVELOPMENT

In November, CFDC, the Lakeland Chamber of Commerce and the Greater Winter Haven Chamber of Commerce co-hosted **Polk Goes Global IV** at Lakeland Linder International Airport. “Polk County is perfectly situated in the middle of the state — with access to ports, highways and two airports — to take advantage of international trade,” said Corey Skeates, president of the Lakeland chamber. Keynote Bill Lane, executive director of Trade for America, stated “Central Florida is one of the most important trade communities in the world, and it’s in a unique position to benefit from ongoing conversations on the topic.”



Advocate for Key Business Issues

The CFDC Competitiveness & Advocacy Committee and the Polk County Manufacturing and Supply Chain Alliance joined forces to highlight Polk County’s manufacturing industry and identify future training needs. Attendees listened to four industry experts discuss the state of manufacturing and why Polk County has a competitive advantage. Last year, manufacturing produced an estimated \$2.8 billion in gross domestic product in Polk County, about 15 percent of the total GDP in the county. Panelists included **Ed Baranski**, director of operations at Givaudan Flavors, **Howard Drake**, director of Polk State College Corporate College, **Steve Wasko**, general manager of MaxPak and **Drew Wilcox**, vice president and general manager of Nucor Steel Florida.





Facilitate Collaborative Partnerships

The CFDC joined Orlando area leaders in a mission to Pittsburgh to learn how the Steel City is transforming into a model of innovation for artificial intelligence, autonomous vehicle research, public transit and venture philanthropy. The group toured Carnegie Mellon University, Google and other Pittsburgh technology hubs to learn how we can translate their success to the Central Florida area.

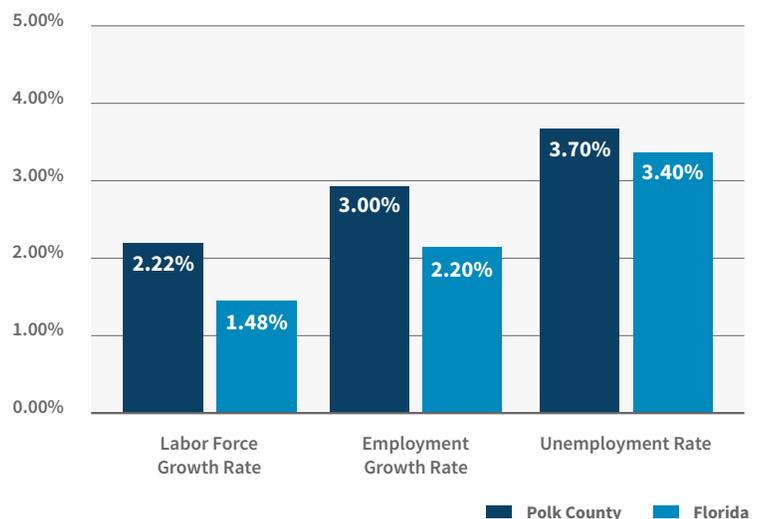


POLK COUNTY ECONOMIC UPDATE

*Prepared by Jim Farrell, Ph.D., CFA,
Florida Southern College*

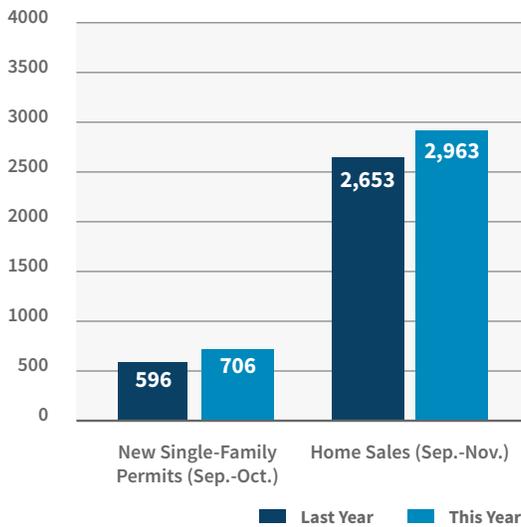
During the last quarter of 2018, the unemployment rate has ticked down a bit from August, with the county and state rates at 3.4 percent and 3.0 percent, respectively, for November. This downtick is common during the fall as seasonal employment increases with the school year. Polk County labor force (2.54 percent growth to 302,279 people) and employment levels (3.59 percent growth to 292,131 people) continue to grow faster than state. November marked strong growth, but we began to see signs of leveling at the end of the year. The incredibly low unemployment is beginning to put pressure on the labor market as we are seeing labor shortages in key industries.

LABOR MARKET STATISTICS (AUGUST 2018)

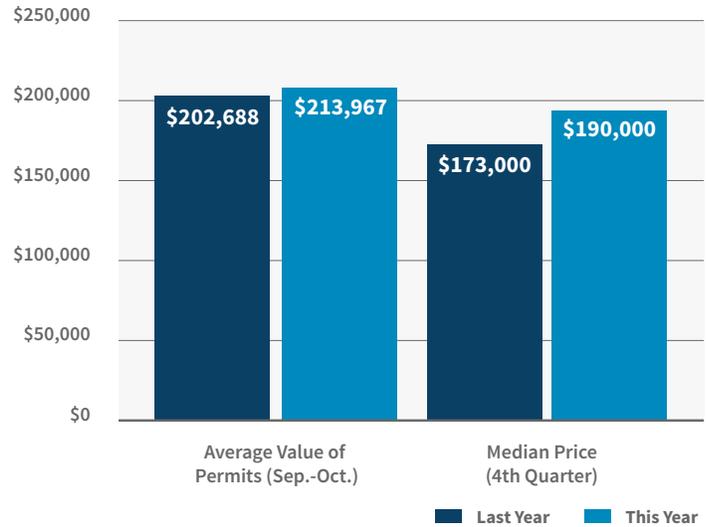


From September through November, according to My Florida Regional MLS, home sales were up 11.7 percent, after a weaker June–August, while the median sales price was up 9.8 percent, year-over-year. According to the census, new single-family permit requests increased 18.5 percent and the average value of each permit increased by 5.6 percent for September–October. Sales, permits and values were all up during the last period, but we have seen less consistency in the growth. There are national signs of slowing growth, and perhaps a bubble in pricing. While we have yet to see that locally, Polk County is expected to lag in any significant pull back. For now, the county continues to perform well in both labor and real estate markets.

HOUSING VOLUME



HOUSING VALUE



WELCOME NEW INVESTORS

INNOVATOR LEVEL

CONNECTOR LEVEL



AAA Top Quality Asphalt





In Quarter 1, the CFDC held the following meetings and events:

- October Annual Meeting
- Manufacturing Industry Breakfast
- Education & Industry Roundtables
- Polk Goes Global IV
- November Investor Meeting
- December Investor Reception



ABOUT CFDC The Central Florida Development Council is Polk County’s economic development partnership responsible for recruiting new businesses to Polk County and helping existing businesses expand.