



MAYOR'S STIMULUS
TASK FORCE RECOMMENDATION

Economic Quarterly

NOVEMBER 2011 - JANUARY 2012



PARTNERSHIPS PRODUCE SUCCESS



When I was first elected as Mayor, I adopted the theme “TEAM,” which stands for Together Everyone Achieves More. This theme has resonated through the last two years I have served this great City. My immediate partner is the City Commission, who has worked shoulder to shoulder with me to bring successes into the City of Pompano Beach. It is an honor to share some exciting highlights of what is happening in the City.

One of our most valuable partners is City Manager Dennis Beach. He is a blessing to this City and has provided the Commission the latitude to make the best decisions possible for our community. His guidance, expertise and preparation, have helped the Commission maximize each dollar the City spends, so we can operate with a lean budget and continue to provide the services we are accustomed to. Together, we have planned a \$212,818,466 bud-

get, which leaves \$16,000,000 in unrestricted reserves, so our government can continue to operate in the event of an emergency. We are quite fortunate and proud to announce the City is debt free. As other cities struggle, the City of Pompano Beach collects the 10th lowest taxes in the County, which means 86% of our residents will not see an increase in taxes this year.

Almost two years ago, I realized the need to take immediate action to stimulate activity in Pompano Beach. To help guide the City during these hard economic times, I established the Mayor’s Stimulus Task Force, which was a collaboration between the City’s community and economic partners. With the cooperation of City staff and the Economic Development Council (EDC), it gives me pleasure to say that in less than two years, we have accomplished 90% of our goals. Some examples of our successes include expediting high priority capital projects such as the redevelopment of the Municipal Golf Course, George Brummer Park, and Fire Station 11. We have collected a wealth of business data, which can be accessed through the Click2Gov link on the City’s Business Tax Receipt (BTR) webpage. The Click2Gov system also allows our businesses to renew their BTR’s online. To help our residents, businesses and development community, we have hired four building permit expeditors, who are available to guide our community through the permitting process. These individuals will also assist to process building permits electronically through the City’s new E-Plan Program.

We continuously work with our partners to create a clear and cohesive vision for the City’s future. This began with the Tourism Committee and continues as we make strides to revitalize our corridors. This month, the City will be implementing a long term goal of the Mayor’s Stimulus Task Force: to conduct visioning stud-

ies for the City’s major corridors. The City posted a Request for Letters of Intent to conduct visioning studies for all of the major transportation corridors. This will include an economic analysis and recommendations, conceptual renderings, implementation strategies and public outreach.

The Community Redevelopment Agency (CRA) has been one of our hardest working partners in economic development. Under the leadership of the firm RMA, the CRA is demonstrating unprecedented levels of activity. The CRA has aggressively worked to improve the streetscapes on Atlantic Boulevard and is currently underway to improve the facades and parking lot of Harbor Village. The monthly East Village Uncorked event will continue to bring businesses and residents together. The Uncorked event and weekly Green Market provide venues for fun, commerce and an enhanced sense of community. Other programs such as the Micro Loan Program, facade improvement grants, industrial recruitment efforts, and business incubator program all work to enhance economic vitality in the City of Pompano Beach.

I am excited to serve this City and to be part of the progress that is unfolding daily. On behalf of the entire City Commission, I would like to extend Florida’s Warmest Welcome to our residents, visitors and business community. Each quarter, I will use this newsletter to continue reporting on the successes and activity that is happening daily in this great City of Pompano Beach.

Letters for Economic EXPANSION

The Mayor’s Stimulus Task Force recommended several strategies to stimulate the City’s economy. Each recommendation was grouped into one of seven general categories, including “Planning Initiatives”.

October was National Community Planning Month and, in conjunction with this event, the City is issuing a Request for Letters of Interest (RLI) to create a redevelopment strategy for properties along the City’s major roadways including A1A, Federal Highway, Dixie Highway, Andrews Avenue, Powerline Road, Atlantic Boulevard, Dr. Martin Luther King Jr./Hammondville Boulevard, Copans Road and Sample Road. The first corridor to be studied will be the segment of East Atlantic Boulevard between the NW CRA and the East CRA. The remaining roadways will be assigned based on funding availability and priorities set by the City.

The first objective for each corridor study is to create an economic development strategy for the affected area. The strategy will focus on strengthening the existing economic base, identifying opportunities to attract new business clusters and associated job growth, and creating an overall economic vision for the corridor. The strategy will also consider the actions and activities to support the recommended economic growth, including land use and zoning regulations, and infrastructure needs. Based on the outcome of the strategy, the firms will prepare plans for the corridor. Issues such as improved transit and pedestrian access, installation of public art, and creating a sense of place will be shown graphically on these plans.

The consulting teams interested in submitting proposals for the project must prepare a scope of work and project approach, as well as present their experience in providing these types of services in other cities. The scope of this work will be phased to match Commission priorities and funding availability. The RLI has been posted on our website and the opening will be December 6th. Please visit the Purchasing Department’s webpage for details at mypompanobeach.org.

INDUSTRIAL Recruitment

Pompano Beach partnership launches industrial campaign for job creation.

In an effort to create jobs and stabilize the local economy, a team of economic development operators is moving to promote the City's available industrial properties. With "Florida's Warmest Welcome" as the core message, the campaign will tout the City's industrial area as a prime place to conduct business in South Florida with easy access to the rest of the world.

Advertisements will be placed in targeted publications in key strategic areas. Concurrently, an internal campaign with City staff will begin in order to make staff aware of the importance of their work in offering a 'warm welcome' to those doing business in the City. A key component of the City's recent branding efforts is that you need to 'be your brand.'

The City's industrial areas have a variety of zoning districts including General and Special districts along with Office Industrial Park and Planned Commercial/social Industrial districts, which allow for flexibility in developments. The districts offer a wide variety of allowable uses from office to warehouse to manufacturing to distribution.

Key elements of the Pompano Beach submarket that will be used in the new campaign include: (1) transportation links with access to both I-95 and Florida's Turnpike, along with both the FEC and CSX rail lines; (2) proximity to major international ports, both air and sea; (3) a central South Florida location; (4) access to labor pool; and (5) proximity to executive housing.

The partners in the City's economic development team include the City of Pompano Beach, the Greater Pompano Beach Chamber of Commerce, the Community Redevelopment Agency (Redevelopment Management Associates), the Business Resource Center (IED, International Enterprise Development) and the Pompano Beach Economic Development Council.

In 2009, the City hired Lambert Advisory to conduct an Economic Development Strategies study. It determined Industrial/Warehouse as one of the three targeted markets that will define the City's economic development strategy moving forward. A Daily Business Review article (May 16, 2011) supported the functionality of the concept when it identified the Pompano Beach submarket as the strongest industrial market in Broward County.

The Lambert report states "Pompano Beach is home to one of the largest submarkets in Broward County, with more than 30 million square feet of space and will continue to serve as a critical component to job creation and economic stabilization. The Pompano Beach submarket represents nearly a quarter of the County's total industrial/ warehouse/ distribution inventory of 133 million square feet."

The submarket contains a total inventory of 32.59 million square feet of industrial space with an 11% vacancy rate. This means that 3.6 million square feet of space is available.

The Lambert report gave some historical perspective and then offered various strategies. "As recently as 12 to 18 months ago, Pompano Beach's industrial market provided strong economic support to the City, supporting more than 32,000 jobs in the City. From 2005 to 2008, occupancy rates within the submarket remained at (or at times above) 95 percent. Then, with the global economic downturn that had started in early 2008 ...by mid-year 2009, the sector's occupancy rate declined to 89 percent. Therefore, with vacancy rates climbing nearly 10 percentage points during the past 12 to 18 months, an estimated 3,000 plus/minus industrial sector jobs have been lost in the City."

Three thousand jobs are significant to any city's



Bankers and Brokers Event. From left: Shawn Benyo - Vice President, Private Banker, Bank United; Kim Briesemeister - Co-Executive CRA Director and Horacio Danovich - CRA Engineer.

economy. "It is important to point to the importance the industrial market has on the Pompano Beach economy, and as it relates to economic development, first, arrest declining conditions and second, ensure that the sector is poised for solid growth when economic conditions being to turnaround." The industrial campaign is an effort to do just that.

The objective of the campaign is to position the City to fill its vacancies by getting the word out about available properties. Creating an inventory of properties is a key component of the effort and an ongoing process. After the City's recent branding effort, the economic development team wants to maintain momentum and utilize the new logo and brand in a marketing campaign for the industrial area.

The Lambert report also advised "...there are industrial/ distribution businesses, operators and/or supporting services based in the City that may be instrumental in creating and promoting marketing initiatives among themselves; however, a more targeted/centralized networking outlet is required to facilitate interaction." Therefore, in order to stimulate communication between the key sectors of industrial development, the City's economic development team recently hosted a Banker/ Broker networking event at the Isle Casino. At the event, Mayor Fisher introduced the economic development team, discussed the importance of partnerships and extended "Florida's Warmest Welcome" to our newest partners in the banker and broker communities.

The economic development team provided guests with pertinent information about the City and key programs that may help close some deals. The guests were given packets of information on the City's Northwest CRA, the Enterprise Zone, a HUBZone and Urban Job Tax Credit area. The packet included maps and



Bankers and Brokers Event. From left: Rick Green - President/CEO Greater Pompano Beach Chamber of Commerce and Chris Metzger - SIOR Ececutive Director, Industrial Brokerage Services, Cushman Wakefield.

program materials, including incentives available to local companies and properties that qualify.

In the game of industrial development, the brokers bring the deals, the bankers bring the financing and the City is the playing field. The bankers and brokers were both pleased with the event and the materials provided. Information is power; these bankers and brokers are now empowered by having easily accessible information specific to Pompano Beach. Feedback from the event was positive, but the economic development team understands that there is still much work to be done.

The Lambert report stated the reality of the situation, "One of the long term challenges to community and economic development in Pompano Beach is that even during the peak of the economic cycle earlier this decade there continued to be a disconnect between the fact that one of the principal employment nodes in the South Florida region is interspersed in an area with some of the region's highest rates of poverty."

Thinking positively regarding the situation and the advantage Pompano Beach has, the report continued, "...unlike retail or personal services, wholesale trade and manufacturing jobs consistently produce wages at or above the overall median wage in the region... jobs in these industries are the 'good jobs' low and moderate income communities and their advocates often seek." The economic development team believes promoting the industrial area will lead to more jobs, especially in the neighborhoods that need them most.

FEDERAL FLOOD INSURANCE PROGRAM

DIGITAL FLOOD INSURANCE RATE MAPS (DFIRM) DELIVERED FOR REVIEW AND ADOPTION PROCESS

The Federal Emergency Management Agency (FEMA) has prepared the first comprehensive review of flood zones for Pompano Beach and throughout Broward County in over 14 years, using a new “vertical datum,” that enables consistent comparisons of land and water elevations across the nation.

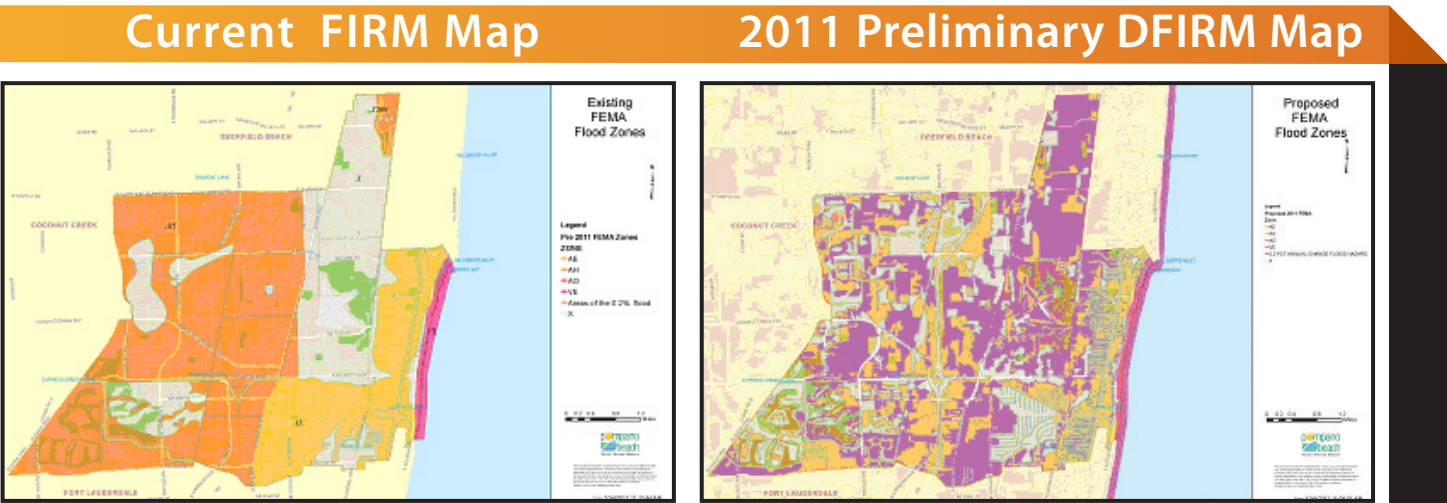
The updated flood maps will become effective after a series of public open houses and an appeal and adoption process. Updated flood maps should be adopted by December 2012 and will then be used for:

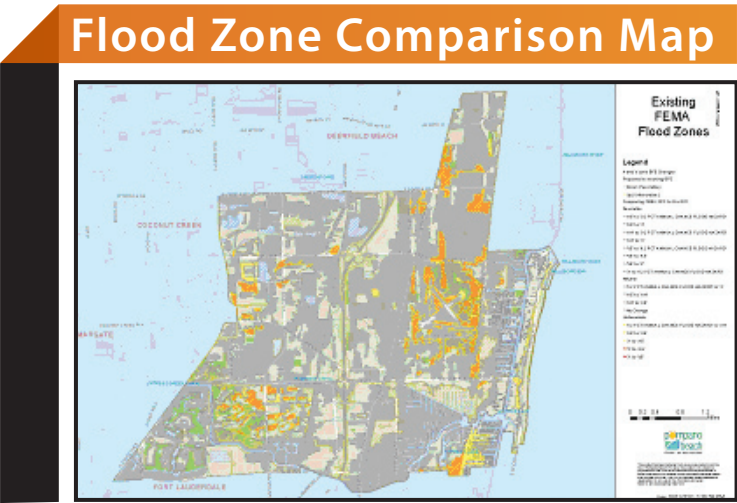
- Determining flood insurance purchase requirements,
- Determining flood insurance rates,
- Establishing minimum finished floor elevations for new construction and substantial improvements to existing structures.

By adopting the new flood maps, the City of Pompano Beach is assured that FEMA will offer assistance during emergencies and provide flood insurance coverage for County and City residents.

The current FIRM map and the proposed DFIRM map are shown below, followed by a map comparing the the changes in the flood zones. The areas shaded in gray on the comparison map are properties that have had a favorable change. The areas shaded in color on the comparison map are properties that have had a negative change. As shown, a larger amount of the City has a favorable change and could see a reduction in their flood insurance premiums.

The colored areas may now be designated as flood zones but were previously not within a flood zone so flood insurance was not required for a federally backed mortgage loan or they may be in an area with a higher base flood elevation (BFE) then designated by the current maps. This means that major improvements to existing buildings will have to be built with the finished floor at the new, higher flood elevation and new development in the area will be built at higher elevation than existing development. It also means that flood insurance premiums may go up and some properties that weren’t required to have flood insurance will now be required to purchase a policy by their mortgage lender.





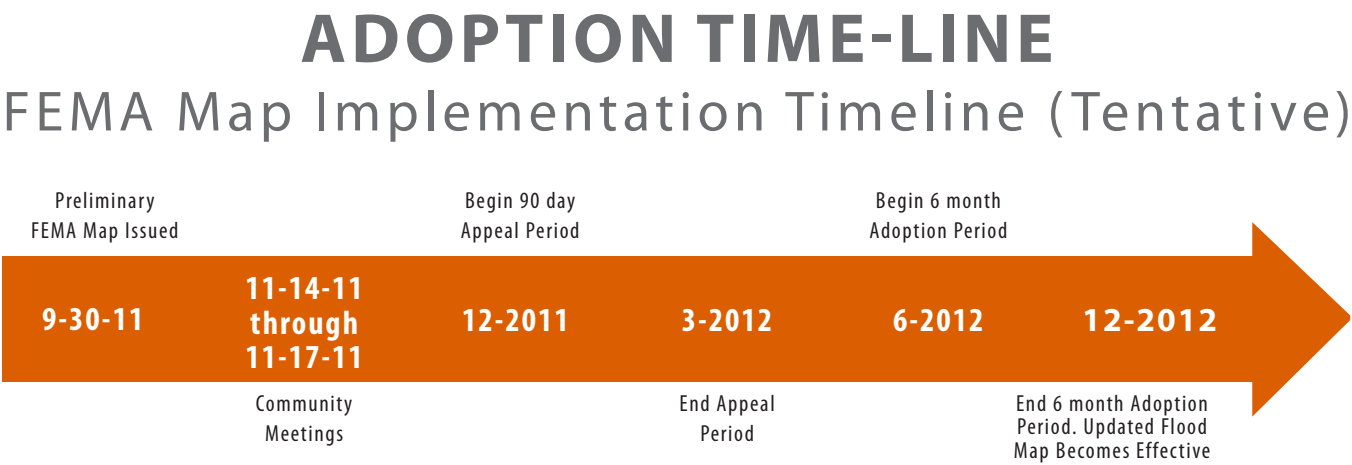
Many property owners checked their status under the new maps during a series of public open houses held in November.

If you missed the open house, you are encouraged to request your new flood zone information right now by emailing floodzoneinfo@copbfl.com

Broward County has an interactive map on their website where property owners can type in their address and find out their new flood zone. The map is accessible at the following link: www.broward.org/Regulation/Engineering/FloodZoneMaps/Pages/Default.aspx

If you are unable to access the County’s interactive map, or you have a question regarding your new flood zone, please call the City of the City of Pompano Beach Engineering Division at 954.786.4144 or call the Development Services Department at 954.786.5554. Be sure to leave your address if you get voicemail. Or, if you prefer e-mail, please contact the city at floodzoneinfo@copbfl.com. Please make sure to include your street address in your e-mail.

The time-line for the adoption of the new DFIRM is shown below.



DID YOU KNOW?

The South Florida Business Journal ranked two Pompano Beach companies in its Top 50 Fastest Growing Companies (ranked by 2009-2010 revenue growth percentage). #22 Precision Metal Industries-precision sheet metal fabrication and precision machining manufacturer - 52.46% and #35 Anthony’s Coal Fired Pizza - Italian restaurant concept - 38.81%.

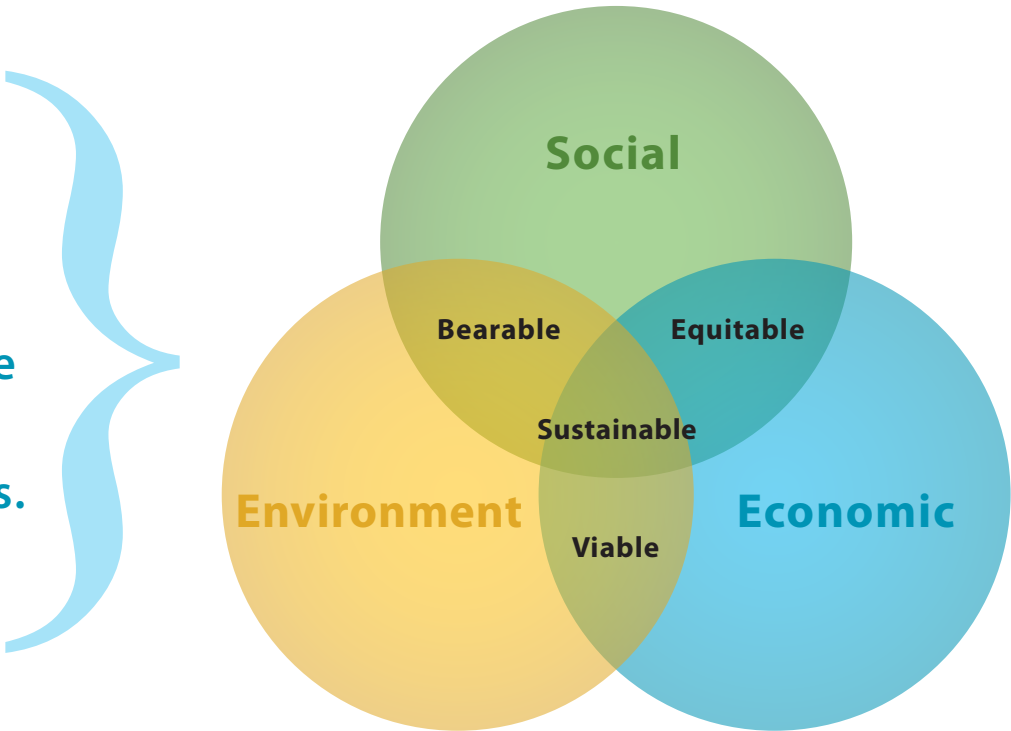


Spotlight on Sustainability

POWER GREEN ENERGY - WASTE TO ENERGY PLANT COMING TO THE CITY OF POMPANO BEACH

Sustainable development is a pattern of resource use, that aims to meet human needs while preserving the environment so that these needs can be met not only in the present, but also for generations to come (sometimes taught as ELF-Environment, Local people, Future). The technology associated with the Power Green Energy process fully meets the definition of sustainable development, using an input material that would otherwise be landfilled and producing two end products that humans need, electricity and a natural, safe, nonchemical fertilizer to assist in feeding future generations.

Sustainable development is at the confluence of its three constituent parts.



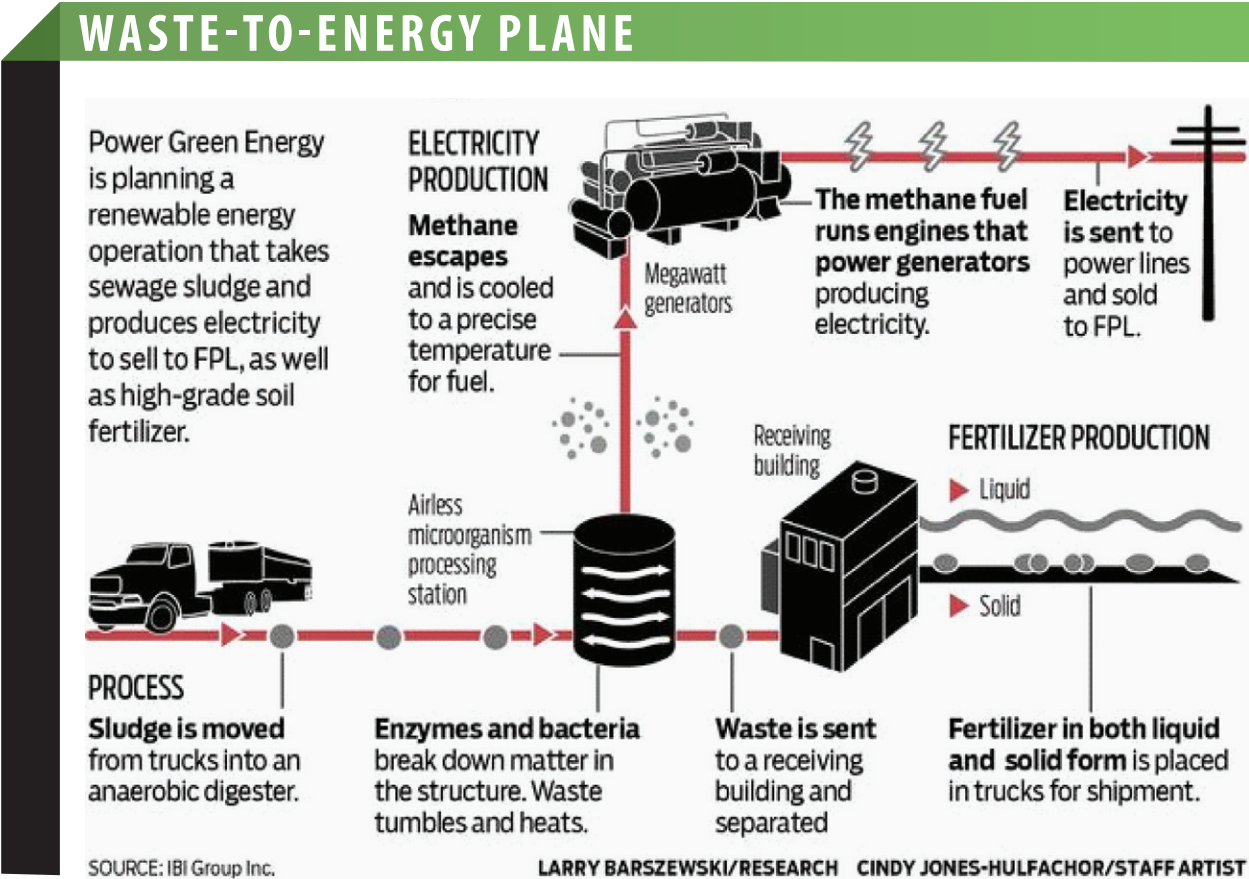
The Power Green Energy project, to be located at 1750 North Powerline Road, consists of innovative and proprietary technology based on the use of digesters to transform Class B sludge material (an end product of human waste processing) into electricity and a high grade natural fertilizer used in agricultural production.

The odorless process of digesting the input material generates methane within the fully enclosed digesters. The methane is collected within the digesters and is used to fuel on-site generators that produce electricity. That electricity is fed back into the FPL power grid along Powerline Road as “Green Power”.

The site is approximately 5 acres, and is currently in use as a vehicle towing/transportation facility. The installation of the new digesters will allow the existing business to remain in operation and simultaneously support the proposed use.

The project will provide the opportunity for local wastewater treatment plants to divert the Class B sludge material generated at their facilities to the Power Green Energy site rather than trucking this material, in some cases as far away as Clewiston, for disposal in a landfill. The Power Green Energy project will save trucking costs, wear and tear on the state’s public roadways, reduce the greenhouse gas emissions associated with long distance trucking, and lengthen the life of existing landfills that are currently burying the Class B sludge. The Power Green Energy project will reduce the number of vehicle hours on the road, provide an all natural, nonchemical fertilizer for local food production, and provide an innovative local business to support our local economy and create local jobs. The project also includes a lushly landscaped buffer area along Powerline Road that will turn this quiet and odorless use into a beautification project for this portion of Powerline Road.

The image below graphically describes the process to be implemented at the Power Green Energy facility.



The rezoning of the property at 1750 North Powerline road to I-1/PCD to allow for this innovative use was approved on October 25, 2011. The Applicant intends to complete the construction review and approval process and have at least 5% of the project built by the end of the year. The 5% milestone will qualify the project to apply for Federal Green Energy grant funds of up to \$1 million.

NEW JOBS = FPL DISCOUNT

Florida Power & Light offers discounted rates to job creators.

In July, the state’s Public Service Commission approved an FPL program that will discount electricity rates for businesses that create jobs and expand their energy use. If a company generates ten new jobs and expands its energy use by 350 kilowatts before June 1, 2013 (or 25 jobs after that date), they are eligible to receive discounts of up to 25% of their electric bill.

For businesses that meet the increased demand threshold, discounts will be 20% in the first year, 15% in the second, 10% in the third and 5% in the fourth. Businesses that meet the increased threshold and add jobs in an industrial space that’s been vacant for at least six months will receive the 25% discount in the first year and the discounts will be spread over five years instead of four.

One of the program’s objectives was to create an identity for FPL Economic Development and a portal into FPL for external economic development requests and assistance. FPL’s PoweringFlorida.com will be modeled on interactive utility web sites from other states which feature a host of local information and services for prospective businesses.

In 2010, FPL and other Next Era Energy companies employed 11,000 Floridians. FPL also collected and/or paid more than \$900 million in franchise fees, gross receipts taxes and property taxes for state and local governments.

For more information, contact Isabel Hebert, External Affairs Manager via email Isabel.C.Hebert@FPL.com or by phone 954.321.2189.

BTR ACTIVITY

Business Tax Receipt Shows Activity in Pompano Beach

The Mayor’s Stimulus Task Force and the Lambert Report recommended the City convert the City’s Business Tax Receipt (BTR) database into a useable form that provides a snapshot of business activity in the City. Development Services staff began collecting business data including the two-digit NAICS (North American Industrial Classification System) code, zoning district, CRA district, number of employees and square footage the business occupies.

This data was collected for the first time in fiscal year 2010-2011. As City staff progresses with data collection efforts, we look forward to bringing you other listings and products from the database.

TOP EMPLOYERS IN POMPANO

Companies in the City of Pompano Beach with 100+ Employees
All the information has been provided by applicants during the 2011 renewal period.

Employer	NAICS Code	No. of Employees	Square Footage
1. City of Pompano Beach	92 – Government	1,134	NA
2. PPI, Inc. (Isle Capri Casino & Harness Track)	71 – Entertainment	1,100	NA
3. Broward County Correctional	92 – Government	700	NA
4. Wal-Mart (3 locations)	44 - Retail Trade	687	NA
5. Publix Supermarket (4 locations)	72 - Food Services	655	40,000 (avg)
6. Aetna RX Home Delivery LLC	44 - Retail Trade	490	114,000
7. Point Blank Body Armour	31 – Manufacturing	400	100,000
8. Associated Grocers of Florida	42 - Wholesale Trade	300	780,000
9. Pompano Masonry Corp	23 – Construction	300	62,000
10. Fresh Point Produce/Dairy	42 - Wholesale Trade	284	193,650
11. Latite Roofing & Sheet Metal	23 – Construction	250	NA
12. John Knox Village	62 - Health Care	238	NA
13. McDonalds (6 locations)	72 - Food Services	237	3,600 (avg)
14. Cash4Gold	44 - Retail Trade	220	39,500
15. 1 800 PetMeds	44 - Retail Trade	220	62,800
16. Costco	44 - Retail Trade	207	134,024
17. Palm Aire Country Club (2 locations)	72 - Accn. & Food Services	205	NA
18. Florida Linen Services	81 - Fabrics & Linen	200	42,000
19. Gold Coast Beverage Distributors	42 - Wholesale Trade	200	287,429

20. Kar Go Service Center	31 – Manufacturing	200.	NA
21. Rolling Frito Lay Sales	42 - Wholesale Trade	191.	34,202
22. Fed Ex Ground Package System	48 -Transportation & Warehousing . .	189.	200,000
23. Precast Specialties	31 – Manufacturing	185.	NA
24. Pride A/C & Appliance	23- Construction.	165.	12,175
25. Bayview Loan Servicing	52 - Finance & Insurance	162.	40,000
26. Everest University	61 - Educational Services	159.	53,140
27. Micro Pneumatic Logic	31 – Manufacturing	150.	NA
28. Service America Enterprise	23 – Construction	150.	20,000
29. Sun City Produce	42 - Wholesale Trade	150.	20,359
30. Sun International Produce.	42 - Wholesale Trade	150.	NA
31. Lowe’s Home Centers.	44 - Retail Trade	143.	115,928
32. ACT Janitorial Services.	56 - Waste Mgmt/Remediation Svs	140.	2,700
33. Land N Sea Distributing	42 - Wholesale Trade	136.	80,000
34. Southern Specialties	11 – Agriculture	132.	70,000
35. Dometic Environmental Corporation . .	31 – Manufacturing	130.	70,000
36. K D Construction of Florida	23 – Construction	130.	10,000
37. United Sheet Metal Company.	31 – Manufacturing	126.	62,700
38. Home Depot	44 - Retail Trade	125.	NA
39. Sheehan Pontiac GMC	44 - Retail Trade	125.	NA
40. Bennett Auto Supply	44 - Retail Trade	122.	89,000
41. Lou Bachrodt Chevrolet	44 - Retail Trade	120.	NA
42. Ameipath South Florida.	62 - Health Care	115.	18,620
43. Mercedes Benz of Pompano	44 - Retail Trade	115.	143,174
44. Florida’s Best Window and Door.	31 – Manufacturing	110.	85,000
45. AA Advance Air.	23 – Construction	105.	20,000
46. The Martin Brower Co.	42 - Wholesale Trade	105.	65,000
47. Pompano Honda	44 - Retail Trade	102.	7,000
48. Custom Precision Technologies	31- Manufacturing	100.	NA
49. Lindstrom A/C & Plumbing	23 – Construction	100.	20,000
50. Muvico Pompano 18	71 – Entertainment.	100.	74,500
51. Nanak’s Landscaping	56 - Landscaping Services	100.	5,215
52. One Hope	81 - Social Services	100.	NA
53. Vutec Corporation	31 – Manufacturing	100.	65,000

** All the information has been provided by the applicants during the 2011 BTR renewal period.. City staff has omitted/ revised some data that was clearly incorrect. Data entry error is another possibility for any misinformation that is provided.*

LARGEST COMPANIES IN POMPANO

The June 2011 issue of Florida Trend ranked the 350-biggest companies in Florida. The companies were ranked according to their revenue, and were split between public and private companies. Eight Pompano Beach companies appeared on the list- four private and four public companies.

The 150-largest Public Companies:

#75 - Pet Med Express *(#76 in 2010)*

Description:Pet medications distribution
Employees: 227
Revenue:\$238.3 million, +86%
Profit: +\$26 million

#134 - Forward Industries *(#139 in 2010)*

Description:Electronic products
Employees:32
Revenue:\$19 million, +8.9%
Loss: -\$1.7 million

#136 - Onstream Media *(NR in 2010)*

Description:Film and media
Employees: 100
Revenue:\$16.7 million, -1.4%
Loss: -\$9.3 million

#142 - Imperial Industries *(#147 in 2010)*

Description:Building materials distribution
Employees:25
Revenue:\$8.2 million, -4.7%
Loss: -\$1.2 million

The 200-biggest Private Companies:

#37 - Associated Grocers *(#37 in 2010)*

Description: Wholesale food distribution
Employees: 450
Revenue:\$650 million, +/-0%

#45 - Gold Coast Beverage Distributors *(#42 in 2010)*

Description:Beer and wine distributors
Employees: 900
Revenue: \$545 million, -0.9%

#154 - GreenBullion Financial Services *(#153 in 2010)*

Description: .. Gold buying & consumer marketing
Employees:46
Revenue:\$117 million, +1.7%

#185 – Current Builders *(#173 in 2010)*

Description: Construction management
Employees: 280
Revenue: \$82.5 million, -4%