

Broward County: 2012 Six Pillars Community Strategic Plan

PILLAR: Business Climate and Competitiveness (Risk Management, Taxation, Legal Reform, Regulation, Property Rights)

2030 VISION

I. Prosperity and High Paying Jobs

II. Vibrant Communities

III. Global Competitiveness

GOAL 1: REDUCE COST OF DOING BUSINESS

Strategy 1.1: Reduce taxes as a percentage of GDP and reduce costs to remain competitive with comparable counties nationwide to keep cumulative tax rate and cost of doing business low, predictable and competitive

Tactics:

- T1: Utilize forecasting and comparative data to illustrate county tax burden(s)
- T2: Increase transparency of tax issues (e.g., list ad valorem tax rates on public database)
- T3: Create comparison of the full tax environment (ad-valorem, utilities, communications, gas, sales, etc.) between Broward County municipalities as well as between counties and states
- T4: Create policies to reduce future costs and pension obligations
- T5: Maintain “open” processes; county / muni transparency—clear apples to apples tax rate publishing
- T6: Reduce fees to businesses (i.e., permitting, licensing, inspection) and eliminate redundant fees that are charged at the city, county and state levels
- T7: Require all governments that make financial decisions impacting more than one year to provide an actuarial report for long term impacts
- T8: Reduce transferring burdens from state to local government through unfunded mandates
- T9: Reduce insurance and utility costs to businesses by improving efficiencies and eliminating redundancies
- T10: Reduce transportation inefficiencies to reduce business costs (i.e., more mass transit)
- T11: Promote regionalism and cooperation and consolidation of government services where efficiencies can be gained

Metrics:

- M1: Tax burden measures and rankings
- M2: Ad valorem rates from other Florida counties
- M3: The Tax Foundation’s State Business Tax Climate Index
- M4: Overall business cost rankings
- M5: Unemployment rate
- M6: Building permits
- M7: Retail activity
- M8: Corporate giving (charitable contributions)

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- M9: Number of business starts
M10: Number of business closings

Recommended Advocates:

Broward County Government, Broward County/City Managers Association, Broward County Office of Economic and Small Business Development, Broward League of Cities, Florida Tax Watch, local Chambers of Commerce, local municipalities, Greater Fort Lauderdale Alliance, The Broward Workshop, Florida Chamber Foundation

Strategy 1.2: Continue tort reform and reduce lawsuits and legal costs

Tactics:

- T12: Support Florida Chamber, Florida Justice Reform Institute and other organizations' efforts
- T13: Develop or adopt consistent measure for litigation as contributor to cost of doing business
- T14: Reduce healthcare and insurance fraud by lobbying for more federal and state resources to combat fraud
- T15: Establish a healthcare and insurance fraud task force to make recommendations to reduce fraud
- T16: Educate the public on judges and the judicial system to ensure more fair and consistent awards

Metrics:

- M11: Annual number of law suits filed
M12: Amount of median awards
M13: Annual Florida ranking of litigiousness

Recommended Advocates:

Business community, Florida Chamber of Commerce, Florida Justice Reform Institute, law firms

GOAL 2: STREAMLINE REGULATION, PERMITTING AND ENFORCEMENT WHILE PROVIDING BUSINESSES WITH A SET OF UNIFORM AND PREDICTABLE REGULATORY POLICIES TO REDUCE PROCESSING TIME

Strategy 2.1: Provide businesses with a set of uniform regulatory policies

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Tactics:

- T17. Establish checklist of information regarding permitting requirements in Broward County and each of its cities so companies know what is required, especially for small businesses
- T18. Expand the Greater Fort Lauderdale Alliance's Platinum Cities excellence in permitting process to include expansions and relocations for all industries (not just targeted industries)
- T19. Remove and prevent unnecessary or burdensome regulatory barriers and ensure regulatory consistency across all units of the governments including the state, Broward County and its municipalities (i.e., local and county governments review all ordinances that govern business establishment and operation, and eliminate unnecessary ordinances)
- T20. Use streamlined permit processing as a model for future projects (i.e. develop uniform countywide standards, forms and simple filing to be utilized by all jurisdictions)
- T21. Identify national best practices related to permitting and other key practices including national research by the Alliance and a prepare a white paper on permitting excellence
- T22. Establish a central depository for feedback from companies in Broward County who have completed the permitting process
- T23. Expand campaign to promote the business friendly permitting policies in Broward County and its municipalities using social media and business card type handouts

Metrics:

- M14: Number of jurisdictions with expedited and electronic permitting
- M15: Number of Alliance platinum cities
- M16: Greater Fort Lauderdale Alliance business perception survey feedback for business friendliness and timeliness

Recommended Advocates:

Broward County Government, Broward County/City Managers Association, Broward League of Cities, builders associations, commercial real estate brokers, Community Redevelopment Agencies (CRAs), Greater Fort Lauderdale Alliance, International Council of Shopping Centers, land use attorneys and planners, local Chambers of Commerce, local municipalities, state building officials, NAIOP, ULI Southeast Florida/Caribbean

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Strategy 2.2: Increase flow of communication between government and private businesses to ensure processes are streamlined and clearly defined

Tactics:

- T24. Establish a Regulatory Climate Task Force to convene periodic regulatory summits of top local business, government and institutional representatives
- T25. Formalize a process through the Regulatory Climate Task Force for ongoing communication between government and private/non-profit leadership to ensure that new processes are pursued and re-worked (if necessary) to ensure long-term benefit; present findings and suggestions at League of Cities, City Managers' Association, professional and trade groups
- T26. Market new county and city processes to companies and corporate relocation professionals as examples of the county's commitment to become a best-in-class community; use testimonials about best practices in promotional materials
- T27. Recognize excellence of jurisdictions that adopt strategies; use public forums to recognize governments which adopt best practices

Metrics:

M17: Regulatory Climate Task Force established

Recommended Advocates:

Broward County Government, Broward League of Cities, building/planning associations, Greater Fort Lauderdale Alliance, local municipalities

GOAL 3: LEADERSHIP OF GROWTH IN TARGETED INDUSTRIES

Strategy 3.1: Leverage intellectual capital to transition to a knowledge-based economy

Tactics:

- T28. Re-evaluate target industries every five years to account for emerging industries
- T29. Determine what degrees, certifications and skills are needed to support the knowledge-based economy and identify post-secondary institutions that can meet those needs
- T30. Maintain/increase research & development funding for technology related programs at universities and colleges
- T31. Identify and support opportunities for technology transfer

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- T32. Encourage comprehensive incubator programs affiliated with universities, like the one at the Research Park at Florida Atlantic University
- T33. Incentivize Small Business Development Centers to address needs of technology entrepreneurs

Metrics:

- M18: Development of workforce/education asset map
- M19: Number of incubator programs
- M20: Number of business starts
- M21: Number of business closings

Recommended Advocates:

Broward County Government, business community, Greater Fort Lauderdale Alliance, Enterprise Development Corporation of South Florida (EDC), industry leaders, local Chambers of Commerce, local colleges and universities, Small Business Development Centers

Strategy 3.2: Leverage the intermodal transportation network to improve manufacturing capabilities

Tactics:

- T34. Increase priority of manufacturing capabilities within the intermodal network
- T35. Provide greater accessibility and connectivity between existing intermodal hubs and networks
- T36. Expand the use of rail as a means of highlighting Florida's status as a port of entry for international products
- T37. Inventory available industrial property (land, buildings, greyfields, etc.)
- T38. Inventory existing port structures and capabilities to accommodate future shifts in global logistics (e.g., widening of the Panama Canal)
- T39. Include existing businesses and manufacturers in developing intermodal infrastructure plans
- T40. Lower freight costs by encouraging companies to consolidate their shipments with other companies
- T41. Consider lowering the requirements to increase access to the transportation networks for smaller businesses

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- T42. Encourage the acceptance of mass transit
- T43. Promote the establishment of new transportation routes (i.e., light rail, express bus from Miramar to Fort Lauderdale which has WiFi, less stops, is affordable and uses the HOV lanes for a shorter ride)

Metrics:

- M22: Number of manufacturing jobs
- M23: Diversity of manufacturing companies

Recommended Advocates:

Broward County Government, Broward County Transit, Broward Metropolitan Planning Organization (MPO), business community, Greater Fort Lauderdale Alliance, local airports, local Chambers of Commerce, NAIOP, Port Everglades, South Florida Manufacturers Association, South Florida Regional Transportation Authority (SFRTA)

Strategy 3.3: Develop a support system that helps businesses find access to capital

Tactics:

- T44. Provide updated information to companies regarding where they can find access to capital
- T45. Continue to keep the Greater Fort Lauderdale Alliance's "Access to Capital" web section updated with the latest news and information regarding access to capital
- T46. Conduct county-wide meetings for local businesses to learn about access to capital and funding requirements and availability
- T47. Establish and hold exclusive access to capital events featuring top VIPs and celebrity CEOs

Metrics:

- M24: Number of visits to Alliance "Access to Capital" website section
- M25: Number of public meetings held regarding access to capital
- M26: Number of business starts
- M27: Number of business closings

Recommended Advocates:

Broward County Office of Economic and Small Business Development, financial institutions and other lenders, Greater Fort Lauderdale Alliance, local Chambers of Commerce, local municipalities, Small Business Administration