

## **SECTION VI – INTRODUCTION AND SCOPE OF SERVICES**

### **1. Introduction**

- a. The City of Deerfield Beach is seeking a qualified person or firm to contract for consulting services to conduct a process to create a citywide Economic Development Strategic Plan. The Plan will contain goals, objectives and benchmarks that measure the City's progress; roles and responsibilities; and implementation strategies. The Plan will help the City direct efforts and resources toward a clearly defined vision for its future. The planning process and final document will provide 5 and 10 year horizons.
- b. The City of Deerfield Beach is a South Florida coastal community of 78,000 residents located in northern Broward County. The City is midway between Fort Lauderdale and West Palm Beach and is neighbored by Boca Raton, Coral Springs and Pompano Beach. This 16.3 square mile community has a \$5.3 billion tax base. With only 5% vacant land, the City is largely built-out and in need of redevelopment strategies to grow the local economy. The City is home to a diverse residential, commercial and industrial population.
- c. With economic conditions starting to accelerate, the City wants to position itself to where it can take full advantage of the economic recovery. This involves not only expanding the tax base, but increasing job growth by actively reaching out to potential businesses, local or otherwise, that may want to expand their operations in Deerfield Beach.

### **2. Scope of Services**

The successful proposer will be able to:

- a. Gather and analyze information to become familiar with the City of Deerfield Beach including demographic and socioeconomic data, labor force statistics, and other key demographic and economic indicators.
- b. Prepare key demographic trends and forecasts, social factors, economic factors and financial indicators for inclusion in the strategic plan including a market segmentation analysis of the City's retail/commercial and industrial sectors.
- c. Conduct a SWOT analysis and use the results to identify ways to strategically position the City to maximize opportunities and set priorities as the basis for the economic development strategy.
- d. Identify what makes Deerfield Beach unique and steps the City can take to preserve, nurture and market its special features.
- e. Establish performance measures (benchmarks) that measure the City's progress during implementation of the Plan.
- f. Develop and initiate a public involvement program that engages representatives from all walks of life in the community in the planning process and incorporate this input into the Plan. One on one interviews with key stakeholders is anticipated as part of this task.
- g. Identify the means by which the consultant or individual will work with City officials, staff and key community leaders and civic groups to identify and prioritize economic development goals and objectives and proposed activities and programs.
- h. Review and inventory availability and effectiveness of local, state and federal resources and programs.
- i. Review policies, procedures, ordinances and codes that affect economic development and growth and recommend policy, process or procedural changes.
- j. Conduct a leakage analysis.

- k. Identify the City's economic development potential and describe ways to grow and diversify the local economy
- l. Create recommendations for future growth policy for the City including industrial and workforce development.
- m. Assess, analyze and provide recommendations for existing and future partnerships within City government and among external local, county, regional and state organizations.
- n. Develop an implementation plan and budget for Plan recommendations.
- o. Provide the City with the following deliverables:
  - i. Project Summary Brochure – a one page description of the project to be used for marketing and education.
  - ii. Presentation of plan recommendations to stakeholders
  - iii. The Plan in both hard and electronic formats that includes goals, objectives, action steps, and an implementation timeline