

# Cape Coral Economic Development Strategic Plan Kick-Off Meeting – August 17, 2023 1:00 PM



## CAPE CORAL ECONOMIC DEVELOPMENT STRATEGIC PLAN KICK-OFF MEETING TABLE NOTES

August 17, 2023 City Hall Room 220 1:00 PM

Max Forgey AICP\*

**Sharon Woodberry** convened meeting.

**Michael Ilczyszyn**, Interim City Manager: Excited about project. CC is soon to be Florida's fifth largest city by population.

**Bruce Hoch**, DCG Corplan: Introduced team, including **Max Forgey** in attendance or on video conference: City is pushing ahead. BH did sector plan project for [unincorporated] North Fort Myers in 2017, so has familiarity with the area. Growth in Cape Coral has been phenomenal. You will have a built out population of 425-450 K based upon current entitlements. That is a city with the same population as Tampa and Tulsa; we have already surpassed Salt Lake City, which is not a small town. Demographics—older median age than most communities. The SWF draw—golf, boating, and delightful weather much of the year. There are environmental issues that can't be sugarcoated. BH's family started FANTUS Corp that did corporate site selection. Also an architect and planner. Has taken one company out of CC because they couldn't find the appropriate skills in the workforce. There are some young workers now. Environmental risks exist. Attended Resilient Lee Task Force today. Ready to move on; you should be proud of what you have achieved so far [Hurricane Ian recovery.] There's a social service dependency. Why CRA will or won't move forward. Visited area last night. Issues are interdependent. We may look for new town centers and we will require economic impact analysis. Our MSA, the old SMSA, now has 800,000 pop. Find the roadblocks and decide how to move forward. Have identified a 12-step process. **Alan Parter** (on monitor) from Key West is our tourism expert. **Rob DeRocker** in the red hat is our PR person. I was on TV this morning, will be on NBC affiliate tomorrow at 11:00. Melissa. Everything has to be implementable; public engagement is essential. Going to C of C meeting tonight. We've been listening carefully to the video of the ULI panel report. Not in complete agreement, and have participated in four of them myself, but they always raise some great points.

**Max Forgey**: It was a pleasure in the late '80s to be on the staff that wrote the first comprehensive plan for CC that included a Future Land Use Map, the ancestor of the ones that are on the wall in this room. CC is my home, and I intend to stay here. As we continue to grow, it's great to see the new leadership that can bring the city into a community of 425K. It's an honor to be a part of this team and I look forward to working with all of you.

**Perseides Z**: The first FLUM was very visionary. It even showed an airport on the north edge of the city.

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**MF:** That was my old boss, Jay Aronstein's idea [1987/88]. When I was drawing the first draft with colored pencils, he told me to illustrate an airport and a community college on the fringe, just to get people thinking about the infrastructure that would be needed for a big city. Cape Coral has a robust planning tradition and our dual water system and reverse osmosis plant were on the vanguard of municipal services in their day. People flew in from Saudi Arabia to tour the RO plant.

**Tom Slaughter:** The platted lands experience. Keeping up with the game plan.

**Alan Pater:** Parter International. 30+ years' experience. Marketing, organizational structure. Tourism isn't separate from ED.

**John D-H:** 30 years in Key West. We've been unsuccessful in workforce housing. Do you need to repurpose land? Looking for options.

**Rob:** Apocalyptic if done poorly.

**BH:** Let's talk about project agenda:

- We'll have a working website, updated daily. Bookmark it.
- List of stakeholders.
- Progress updates, video conferencing.
- Won't be available to public for a while.
- Schedule—July 17<sup>th</sup> notice to proceed, but today is the real start date.
- In Broward County, we rented Conference Center for the final presentation. 800 attended. Would like to do that here.
- Re-examine local industry. Are vo tech and comm college meeting their workforce needs.
- Hurricane has provided an opportunity to rebuild. Where did our workforce come from?
- Survey—BH working on it next week.
- We'll need everybody's help.
- **Know the roadblocks.**
- NEXT YEAR—regular video conferences.
- About week 18—Business Roundtable.
- Week 50—PUBLIC PRESENTATION. Want this to be a public event.
- Marketing component is important. Do LinkedIn.
- Need involvement from hospitals, vo tech, faith communities, for example.
- Outcome of ULI review.
- Labor force growing, but not in ideal way.
- Young worker shortage.
- E vs. P

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- Manufacturing and tourism. Money from outside.
- Infrastructure, schools wont keep up unless we get the right industries.
- Res + Comm tax base.
- P/P partnerships.
- Development costs [as tool for channeling growth—the \$33K nut for sewers.
- Offset? Captive insurance industry.
- We haven't created a city (yet).
- ULI report. What did you like, and not?

**SW:** Shock of how quickly buildout is coming. As soon as 11 to 18 years.

**Chad Boyko:** We will need buy-in from elected officials.

**BH:** Looking at ED literature. 191 hospital beds is not enough. May need 1000.

**SW:** Lee Memorial definitely.

**BH:** Today's workforce says "listen to us." One person I spoke to [Ralf Brookes] said that CC has a small business entrepreneurial spirit. 28% of workers today are "hybrid." I'm working from home myself. Prescott Valley AZ example. You may have to build a civic center, a regional park, or a river cruise. Possibly a Cape Harbor water taxi. Wayfinding in all four quadrants—Cape Coral is an easy place to get lost. Multimodal 78/Pine Island Road.

**BH:** Review committee. Video conference whenever possible. Public Works, Finance, Planning separately. Budget on-line. Capital improvement—Bill Corbin. How do you feel about a Chief Resiliency Officer? That was what ULI suggested. Everything will have a capital cost. Timelines. Incentives. Will explore CRA-TIF. Gut feeling—could be improved. *{MF aside—Will give you a brief explanation of Lee County's 20/20 environmental land acquisition program, which is well funded, but has had trouble finding environmentally sensitive land in CC because it is so heavily platted. This may be an opportunity to shop for options.}*

Do we want to be an urban environment?

- Louisville KY example
- South Dakota—credit card industry/ medical education.
- Institutions
- Homelessness
- Water in general
- GEICO regional center in Winter Haven
- Best things we've seen nationally
- Stakeholder group must have Health Care Representative
- Don't want to reinvent the wheel

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- 10 QUESTIONS TOP!
- Academical Village