



COSCDA Program Managers Training Conference

Model Economic Revitalization and Mitigation Activities

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Presentation Overview



Economic Development/
Revitalization



Hometown
Revitalization
Program (HRP)



Workforce Recovery
Training Program (WRTP)
Section 3 Implications



Lessons Learned

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Introduction

In collaboration with our partners, FloridaCommerce assists the Governor in advancing Florida's economy by championing the state's economic development vision and by administering state and federal programs and initiatives to help visitors, citizens, businesses, and communities.

Division Areas of Focus:

- Workforce Development
- Economic Development
- Community Development
- International Commerce

Governor's Recurring Themes:

- Workforce Readiness – talent development and recruitment, veteran talent, STEM-focused, supply vs. demand, emerging demand, etc.
- Infrastructure Readiness – road, rail, intermodals, seaports, airports, spaceports, military bases, pad-ready sites, water, sewer, electric, broadband, etc.
- Financial Readiness – credit rating, low costs and regulatory hurdles of doing business, access to capital, proximity or pathway to customers, etc.
- Quality of Life – great schools, low crime, water quality and supply, beautiful communities, etc.

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Introduction

FloridaCommerce's Division of Community Development (DCD), supports communities before, following disasters by addressing unmet community, long-term recovery needs for housing, infrastructure, economic development.

Governor-designated state authority is responsible for administering funding for United States Department of Housing and Urban Development (HUD):

- Community Development Block Grant (CDBG)
- Community Development Block Grant-Disaster Recovery (CDBG-DR)
- Community Development Block Grant-Mitigation (CDBG-MIT) funds awarded to the state.

More than \$4.8 billion in HUD funding (CDBG, CDBG-DR and CDBG-MIT).

Program Areas:

- Small Cities (CDBG)
- Infrastructure Repair and Hardening (CDBG-DR/MIT)
- Hometown Revitalization (CDBG-DR)
- Workforce Training (CDBG-DR)
- Workforce Housing (CDBG-DR)
- Voluntary Home Buyout (CDBG-DR)
- Hazard Mitigation Match (CDBG-DR)
- Housing Repair/Replacement (CDBG-DR)
- General Planning (CDBG-MIT)
- Critical Facility Hardening (CDBG-MIT)

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Economic Development/Revitalization

- All CDBG, CDBG-DR, CDBG-MIT funding is essential to Economic Development/Revitalization.
 - Critical infrastructure: backbone of business recruitment and retention.
 - Examples: Roads, Potable Water, Wastewater and Stormwater Conveyance
 - Infrastructure is 2nd most important factor for economic growth, development.
- Investments into infrastructure of communities, whether impacted by disaster or not, are directly attributable to overall Economic Development and Revitalization health of a community.



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Economic Development/Revitalization, Cont'd.

Example of Infrastructure Investment Benefit

- Town of Alford, Florida: \$13,879,500
- Since Hurricane Michael (2018), town had been unable to rebuild due to easement requirements for septic systems.
 - Existing businesses: unable to reopen.
 - New businesses: unable to open.
 - Workforce diminished due to inability to reconstruct homes.
- Solution: Converting the entire town from septic to sewer services.
 - Allows for residents to return home.
 - Business to return to operation.
 - Generate economic growth, and
 - Create new employment opportunities.



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Economic Development/Revitalization, Cont'd.

Specialized Economic Development/Revitalization Efforts

- **Rebuild Florida Hometown Revitalization Program (HRP)**
 - Designed to support recovery of economic activity in commercial areas of impacted towns and cities.
 - Facilitates return and recovery of businesses, jobs and provision of goods, services to communities.
- **Rebuild Florida Workforce Recovery Training Program (WRTP)**
 - Designed to provide funding opportunities for local workforce development boards, educational institutions and technical centers located in communities most impacted by disaster to train new workers in needed construction trades.



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Hometown Revitalization Program (HRP)

Eligible Disasters

- Hurricane Michael (2018)
\$58.9M
- Hurricane Sally (2020)
\$15.9M

Eligible National Objective

- Benefit Low- to Moderate- Income (LMI) Residents
- Urgent Need
- Elimination of Slum and Blight

Eligible Activities

- Public facility improvements, including streetscapes, lighting, sidewalks and other physical improvements to commercial areas.
- Acquisition, demolition, site preparation or rehabilitation of unit of local government commercial structures.
- Assistance to small businesses for rehabilitation, physical improvements to their places of business.
- Façade improvements to private or public structures in commercial area.



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Hometown Revitalization Program (HRP), Cont'd.



Common Project Types

- Streetscapes, lighting, sidewalks, other physical improvements to commercial areas.
- Physical improvements to businesses.
- Façade improvements and hardening of business envelopes.
- Removal of dilapidated, vacant commercial structures, creation of park space.

Benefits

- Improved business traffic.
- Job creation and retention.
- Happy Families = Happy Workforce.



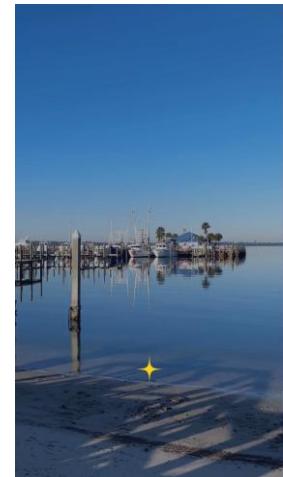
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Hometown Revitalization Program (HRP), Cont'd.

Benefits to Rural Communities

- More than \$26.8 million in funding awarded to rural, fiscally-constrained communities impacted by Hurricane Michael.
- Provides direct benefits to businesses, workforces, consumers in 13 fiscally-vulnerable communities.
- When impacted by disaster, program eliminates further degradation of business structures into conditions of slum, blight.
- Removes blighted structures from creating further risk to public health and safety.



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Workforce Recovery Training Program (WRTP)

Eligible Disasters

- Hurricane Irma (2017)
- Hurricane Michael (2018)
- Hurricane Sally (2020)

Eligible National Objective

- Benefit to Low- to Moderate-Income (LMI) Residents
- Urgent Need

Eligible Construction Training Activities

- Roofing
- Masonry
- Carpentry
- Concrete finishing
- Plumbing
- HVAC
- Electricity
- Heavy Equipment Operations
- Flooring Installation
- Window Installation
- Plastering
- Welding
- Commercial Driver's Licensing (CDL)



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Workforce Recovery Training Program (WRTP), Cont'd.



Storm Tie-Back

- Storm Tie-Back is addressed during the Unmet Needs Assessment utilized to create our State of Florida Action Plan.
 - Our Assessment provides documentation on disaster impacts to businesses and workforce.
 - When jobs are lost in one business sector, opportunity arises allowing for training in another business sector.
 - Labor shortages in construction trades is commonly identified as an unmet need, which is essential for community recovery from a disaster.

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Workforce Recovery Training Program (WRTP)

Return on Investment

- 10 Participating Institutions
 - Trade Schools (2-Year)
 - Workforce Boards
 - 4-Year Institutions
 - Local School Board Technical Programs
- Nearly \$20 million in program investments has resulted in nearly 1,000 students gaining employment upon program completion.



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Workforce Recovery Training Program (WRTP), Cont'd.



Section 3 Implications

- Many enrolled students are Low- to Moderate-Income Individuals:
 - Receiving training in construction trades presents opportunity to assist in other project types to meet Section 3 requirements.
 - Most LMI students will meet Section 3 Labor Requirements.
- We connect our WRTP institutions with municipalities to host job fairs.
- Success: Jobs are created and Section 3 requirements are met - a win-win scenario.



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Workforce Recovery Training Program (WRTP), Cont'd.

Success Stories

- **Chipola College –**
 - 100 students earned 194 professional certifications to take into the workforce.
 - Advanced Welding Program can earn the highest industry certification,
 - One such student was recruited, is now employed as advance welder at a nuclear power facility.
- **Florida International University (FIU) –**
 - FIU supported training opportunities for their traditionally underserved communities.
 - Many enrollees had limited transportation options for travel to/from campus for classes - FIU took the classes to them.
 - As a result of their successes, FIU was able to expand, continue their program into other nontraditional classroom settings.
 - Offers Workforce Construction Trades Programs in local correctional facilities



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Lessons Learned

- While Unmet Needs Assessment is valuable tool when determining which programs to run, public engagement is almost more important than data tables.
- Regarding HRP projects, engage businesses and business owners early in the process.
 - Fully explain the program.
 - Fully explain program requirements.
 - Clearly define program goals and objectives.



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Questions

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Thank You

If you have questions or comments about this presentation, please contact me.



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