



Wellington • Royal Palm Beach • Greenacres • Loxahatchee Groves • The Acreage/Loxahatchee

**SOUTHEAST FLORIDA
REGIONAL PARTNERSHIP**

PROJECT IDEA SUBMITTAL

The Palms West Chamber of Commerce, Inc., A CONSORTIUM MEMBER, is a dynamic not-for-profit membership organization proudly representing business and residential interests with investment in our service area. To put our setting into perspective, the "central western communities" formed suburban growth patterns shortly after the conclusion of World War II. As in so many other areas, not only in South Florida, but in the Nation as a whole, there was a "build it and they will come" mentality. Our communities quickly became rather traditional bedroom ones, with ever-longer commuting patterns.

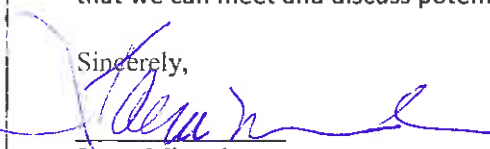
Given today's realities, self-sustainability is nothing less than absolutely critical. Our service area is a very rich region with a supply of virgin land ready for development. Also found in relative abundance is a significant inventory of land and buildings ready for redevelopment.

There is a strong supply of available housing within communities eager for responsible growth over the next 50 years. Our vision focuses clearly upon strong, sustainable places in which to live, work, learn and play. Though the subject of this Grant is clearly regional (a seven county geography), the interdependence here is what causes the strength to bind, mature and be viable for future as well as present generations.

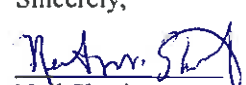
We believe that we bring many benefits to other study partners. First of all, we truly know and appreciate our region. Well developed relationships and demonstrated accomplishments mean that we can ramp up quickly. If a pilot demonstration project were to be considered within the overall scope, we are ideally suited for that role as well as for a longer-range engagement. Our strengths are especially significant in the practices of Economic Development, Transportation, Land Use Planning and Consensus-Building.

Hopefully, this brief preface will attract your interest. We eagerly anticipate hearing from you so that we can meet and discuss potential opportunities for a successful partnership effort.

Sincerely,


Jaene Miranda
CEO, Palms West
Chamber of Commerce

Sincerely,


Neil Shpritz
Director of Economic Development,
Palms West Chamber of Commerce

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The WEInetwork, LLC
- Dennis Wilkowski
JJ Muggs Stadium Grill
- Alan Zangen
Alan S. Zangen, P.A.

Located in the heart of Palm Beach County, the Palms West Chamber of Commerce serves a diverse geography comprising 155 square miles. In physical terms, the area extends westward from the City of Greenacres to 20 Mile Bend through the Central Western Communities of The County. The City of Greenacres, the Village of Wellington, the Village of Royal Palm Beach and the Town of Loxahatchee Groves are all participating fully and enthusiastically in this effort (along with Palm Beach County, which governs significant unincorporated areas under its jurisdiction). According to the U.S. Census Bureau, its 2010 data confirmed a resident population in excess of 200,000 persons. The Regional Economic Development Initiative being planned and marketed for the entire geography is being designed by this partnership of public entities, private sector organizations and not-for-profit organizations.

Our commitment to leading the way in connecting businesses and communities inspired the creation of the Economic Development Task Force. The objectives of this Task Force are to promote the expansion and retention of our existing businesses while fostering an environment that attracts new business to our region. Put simply, the vision of the Task Force for the future of the Central Western Communities is to help create a community in which we can all **LIVE, LEARN, WORK AND PLAY!** Recognizing that the region has changed markedly over the past twenty years and is no longer just a bedroom community, this Initiative has been created to create **REAL ECONOMIC STIMULUS AND SELF-SUSTAINABILITY FOR THE CENTRAL WESTERN COMMUNITIES OF PALM BEACH COUNTY, FLORIDA.**

Creating “Regional Plans for Sustainable Development” demands fostering stronger and more sustainable communities that connect housing to jobs. In order to better understand who we serve and how well we serve, we need to know where we stand today and what needs to be done to improve our **quality of life** as we create a better future for us and for the generations to come.

The fundamental question that we seek to answer with this proposal can be divided into three parts:

- (1) How is the current transportation infrastructure supporting the connection between housing and jobs;
- (2) Where are the current and proposed jobs/businesses located in relation to each other and our communities;
- 3) How is our community going to look at “build-out”?

In order to address these fundamental issues, we are proposing to create a **dynamic computer-generated map** that will connect data from Transportation, Economic Development and Land Use Planning sources.

TRANSPORTATION

---**Existing Conditions.** How many vehicles use our area streets and highways on a daily basis? How many additional vehicles could these streets and highways accommodate? What are the origins and destinations of these vehicles in the morning and afternoon traffic flows? Are our streets and highways more congested today than they were 10 years ago; 5 years ago? Have directional traffic flows changed patterns over the same time periods?

---**Future Conditions.** What levels of traffic congestion should we reasonably anticipate in our region in 2035 (the latest projections from the Palm Beach County Metropolitan Planning Organization). Of course, our intent is to look out even further as new data become available for analysis.

ECONOMIC DEVELOPMENT

---**Existing Assessment Task.** Report on geography of regional economic clusters obtained through analysis derived from small area data sources. Determine types of new/expanded businesses needed to support regional business community. Identify targets of opportunity when assessing gaps in economic infrastructure and measuring needs for expanding opportunities.

---**Future Assessment Task.** Analyze and develop areas of opportunity for attracting new and expanding private, public and not-for-profit sector employers. Define appropriate target industries for the Central Western Communities of Palm Beach County.

LAND USE

---**Existing Inventory.** Based upon multiple data sources, we shall produce a comprehensive inventory of currently existing uses in our service area. The inventory will include relevant data measurements, e.g., number and occupancy characteristics of dwelling units, square footage of professional office space and occupancy characteristics, types of business usage in the office market.

---**Approved Projects.** A comprehensive inventory, listing and presenting a graphic “portrait” locating residential and non-residential projects already approved but not yet fully built or occupied.

---**Future Prospects.** Questions to be answered include the types of businesses and industry clusters that we might reasonably anticipate locating and expanding in our regional geography over time. We would then determine likely interactions and impacts upon our existing and approved projects and uses.

NEXT CRITICAL STEPS

---**Regional Economic Development Marketing Plan.** Prepare and test regional economic development marketing plan based upon creating “quality jobs”; building and developing economic clusters as tools for ongoing sustainability; analyze and promote transportation solutions and energy-efficient practices and investment to optimize efficient east-west commuting patterns.

---**Geographic Information System (GIS).** This major project will link data from the Transportation, Economic Development and Land Use categories. The System will enable us to better understand who we are, and, more importantly, will become the backbone of a smartly-planned, sustainable, diverse community!

IN CONTEXT

---21ST Century Realities. Considerable attention will be required for analyses of climate changes and energy alternatives affecting our region. Long range planning calls for extensive research. Since our economic geography includes a range of interests not often found in an area our size, a myriad of opportunities for an effort brings optimism for producing results that will make a profound difference. After all, our service area includes even a major agricultural sector; high-technology research, development and manufacturing; lower-level assembly; even a world-class in place and growing equestrian presence; a major medical cluster; and, a growing number of educational institutions and facilities. Once again, we highlight the opportunity here for a pilot demonstration effort using this geography to serve as an example on a small area basis as to possibilities going forward on the major seven county study area. Much could be learned and gained by this approach!

We are extremely fortunate in having a strong cadre of committed leaders from the private, public and not-for profit sectors joining forces toward the success of this endeavor. The broadly-based leadership group is determined to make profound differences on behalf of our communities.

Though the formation and adoption of the regional framework may take the better part of three years, the time frame under consideration is intended to have a 50-year lifespan. Under our concept, a key objective is to complete the transformation of the Central Western Communities from a “bedroom community” setting to a far more unified sustainable community with business and housing centers being created and commuting times significantly lessened amidst an atmosphere of greater economic opportunity. Needless to say, lifestyle characteristics would undergo a major restructuring.

We emphasize regularly in our presentations that this is not a “simple” economic development project for which we would seek out a single employer or cluster of employers. Indeed, assuming success, our area will undergo significant new and existing employment growth and expansion—occurring through new development and redevelopment—throughout the Central Western Communities of Palm Beach County.

This initiative has already proven to be a vehicle with great promise to deliver substantive results in an environment of regional cooperation and unity of purpose. We are confident that whatever name is eventually adopted for marketing purposes will be identified as a new standard of success!

Comments and questions are welcomed; we promise prompt, serious consideration and response.