



2016-2017 ANNUAL REPORT
Haines City Economic Development Council, Inc.

The growth within northeast Polk County has continued over the period and has provided for an increase in all three (3) publically traded sectors of the real estate market: residential, commercial, and industrial. Economic development is strongly correlated with site selection and the availability of property. The pro-business atmosphere has become contagious and has made its way throughout the County so that Haines City is not only open for business, but is prepared for economic growth promoting a pro-development, pro-jobs philosophy. Working in conjunction with city, county and state officials the EDC is holding roundtable meetings to bring awareness of the road infrastructure needed to continue to grow the industrial park in Haines City, along with management of the traffic congestion on U.S. Highway 27. The goal is to have a plan in place to implement the ongoing growth of northeast Polk.

Economic Development Organizations, City, County and State Partnerships

The Economic Development Council works aggressively with the City and the Chamber to promote Haines City as a destination, but more importantly, to foster an environment that attracts economic opportunities and attracts, retains, and seeks out new business development.

The Haines City Economic Development Council this year has provided quarterly workshop sessions to update the City Commission with valuable information on industrial and manufacturing projects in the pipeline, as well as retail, restaurant and hotel recruitment providing informational data on the demographic and gap reports that relate to the recruitment process.

The Haines City Economic Development Council meets regularly with the City Manager and the Director of Development Services on pipeline projects within the City's municipal boundaries and service areas. EDC and City staff continue to work together concerning economic development to ensure compliance and create a "pro-business" environment to spur economic growth in concert with existing local and state programs. The City and the Haines City Economic Development Council continue to work to implement a proactive and fiscally responsible Business Incentive Program.

The Haines City Economic Development Council's President, Cyndi Jantomaso hosted the Haines City's 2nd Annual Economic Summit at the Lake Eva Event Center in Haines City. The event, sponsored by the Haines City Economic Development Council, featured keynote speakers Carol Johnson, owner of Continuous Dialog, and Sean Snaith, Director of Economic Business and Administrator at University of Central Florida. This summit was well attended and praised by those who were in attendance.

The Haines City Economic Development Council has been working in partnership with the Winter Haven EDC and the Lake Wales EDC to developing a program for reciprocity with other east Polk County cities that adopt similar incentive measures so that any company looking to locate within any of the nearby cities and their utility service areas, would be treated similarly. Under this approach, the participating cities would demonstrate a team approach to economic development and their understanding that the businesses need to make their best location and market decisions, for the good of the business, not based on an incentive in one location or another. This approach will create parity among the east Polk County cities that participate. It will favor the value of the business and the jobs created rather than create competition among the cities.

County and State Appointments

The Polk County Board of County Commissioners appointed Haines City EDC President, Cyndi Jantomaso to the Northeast Polk County Roadway Advisory Committee for a two – year term, January 1, 2016 through December 31, 2018. The committee is made up of Polk County staff and includes additional participation by citizens for the purpose of advising the Board regarding the identification and prioritization of roadway infrastructure improvements in the unincorporated area of northeast Polk County, more particularly bounded on the north by Lake County, the west by the core area of the Green Swamp Area of Critical State Concern, the east by Osceola County, and the south by the northern municipal limits of the City of Haines City and the City of Davenport.

The Florida Economic Development Council Board Chairman, Larry Williams of the Beacon Council, has appointed Haines City EDC President, Cyndi Jantomaso to the FEDC Board for the 2016-17 fiscal year. The organization is devoted to the professional development of economic, workforce and community developers, educating the public and stakeholders on the value of economic development as an international practice and advocating for a strong statewide economic development plan focused on business development, marketing and international trade.

Completed Project

Through the effort of the City, and the Haines City Economic Development Council, ALDI Inc. filed plans with the City of Haines City for a 201,227-sq. ft. warehouse expansion. This will be the first of two major expansions planned for ALDI's Regional Distribution Center in Haines City. According to Brian McGee, National Warehouse Coordinator, ALDI Inc. Saxonburg Division, "We [ALDI Inc.] will create 100 new jobs over three years after the remodel is complete. Of those, 30 will meet the county guidelines for full-time over the 115% county average. The rest will average 35 hours a week, some will be over the average, some below based on requested time off, etc. and will pay an average of \$32,000 a year with full benefits available; medical, dental and vision, along with a 401k that has up to a 5% match. Our target completion date is December 1st, 2018."

Recruitment - Commercial, Retail and Downtown Haines City

The EDC's focus on growing the City's financial base was mainly in the recruitment of manufacturing, industry and distribution centers. In addition, the EDC will continue to work with City staff, Mark Bennett, Deputy Director of Development Services and the CRA Manager in the recruitment of commercial and retail in Haines City. The EDC will continue to assist the City on the Florida Economic Development Growth Grant and the Brownfield Grant, also.

A new Hardee's Restaurant is under construction on U.S. Highway 27 in front of the Publix Shopping Center across from the Heart of Florida Hospital. This project included two phases with the first including 1,150 sq. ft. of dining area with a total of 3,000 sq. ft. Phase two includes an additional 1,500 sq. ft. to be used for outdoor seating. The developer on the project is Jack Kemp with Phase Three Star, LLC located in Odessa, Florida.

Culver's Restaurant recruited by the Haines City EDC. The City Development Services Department reported they received an application for a site plan approval for Culver's Restaurant. The proposed 4,506 square foot restaurant will be located near the US 27 and Bates Road intersection in front of Lowes. Plans show 102 inside seats, 24 outside seats, 60 parking spaces, and a drive-through window. Construction is expected to commence soon after City approvals are obtained.

Marketing the City of Haines City and N.E. Polk County

To create a truly sustainable business environment, the EDC has partnered with Duke Energy, participating in the Duke Energy Site Readiness Program. This year the Haines City Economic Development Council sponsored a roundtable discussion which included representatives from the Central Florida Development Council, Saunders Real Estate, and Florida Public Utilities, wherein City staff met with site selection consultants retained by Duke Energy to discuss the Lorenz property. Recently annexed by the City, the Lorenz property comprises 110 acres, is located south of the ALDI warehouse facility, east of Detour Road, and is zoned as Industrial Park. After discussing the various infrastructure, environmental, and other site-related concerns related to possible industrial development of the property, the meeting concluded with a visit to the site.

The Haines City Economic Development Council subsequently sponsored a luncheon with Duke Energy, site selectors, utilities, City and County Staff, brokers, developers and the EDC Board of Directors at Lake Eva where Duke Energy's consulting team presented the completed site readiness evaluation report for the Lorenz property. Duke Energy and the Haines City EDC will now begin marketing the Lorenz Property to potential users. By this occurring, the City of Haines City will benefit by having a Fortune 500 company promoting property within the City Limits.

Haines City EDC Advertising Investments for 2016-2017: Haines City Chamber of Commerce; GoRail; Lakeland Ledger; Tampa Tribune; Central Florida Economic Development Council; Florida Economic Development Council; Four Corners Chamber of Commerce; CREW Orlando; Florida Chamber of Commerce; International Council of Shopping Centers, Florida Economic Development Council, International Economic Development Council, Trade & Industry Magazine.

Haines City EDC Community Involvement, Sponsorships and Memberships for 2016-2017: Haines City Chamber Board of Director – Sponsor of the Chamber Annual Banquet and Political Pig Roast; Polk County Board of County Commission – Commission Meetings; Central Florida Development Council General Investor; Polk State Corporate College Advisory Board; Polk Vision; Orlando Leadership; ICSC; FEDC; IEDC; MSCA/Polk; Polk Global Trade Alliance Advisory Board.

We are so appreciative of our investors: **City of Haines City, Polk County Board of County Commissioners, Heart of Florida Medical Center, Polk State College, CenterState Bank, Sofidel America, Envisors a Division of Pennoni, Edwards Construction, Duke Energy, Crown Linen, Florida Public Utilities, ALDI Corporation.** It takes a team to be successful and the continued support as everyone works together is very much appreciated.

We are looking forward to another exceptional year.



Ann Barnhart, Chairwoman (2016-2018)



Beth Evans, Vice Chairwoman (2016-2018)

Haines City Economic Development Council, Inc.
135 North Sixth Street, Suite H
Haines City, Florida 33844
www.hainescityedc.com
863.422.2525