

New 24-page slide presentation



# Economic Development Incentives



# Objectives

- Overview of current economic development incentives
- Present ten options for revisions
- Seek Board direction to proceed with Resolution



# Current Economic Development Incentives

- Job Creation Grant
- Inclusive Jobs Bonus
- SWD Job Creation Grant
- SWD Inclusive Jobs Bonus
- SWD Local Jobs Bonus
- Transportation Impact Fee
- SWD Transportation Impact Fee
- SWD Facility Investment Fee
- SWD Permit Fee
- Special District TIF
- Rapid Response
- Project Scoping
- Ad Valorem Tax Exemption



# Local Incentive Comparison

## Manatee

Rapid Response and Scoping  
FIF & ATSIFI  
Job Grants  
Ad Valorem Tax Exemption  
Impact Fee Reimbursements  
Permit Fee Reimbursement  
TIF District Incentives

## Sarasota

Rapid Permitting  
Mobility Fee Mitigation  
Hiring & Training  
Incentives  
Ad Valorem Tax Exemption

## Hillsborough

Permit and Impact Fee Program  
Demolition Program  
Infrastructure Assistance  
Brownfield Remediation  
Building Exterior & Interior Improvement  
Catalyst Project Program  
High Wage Job Creation  
Small Business Façade Program  
Permit Facilitation for Competitive Sites



# Statutory & Regulatory Considerations

- Adopted State incentive program; clear performance guidelines with limited flexibility
- Ad Valorem Tax Exemption - strict performance metrics guided by statute; requires an Ordinance for County adoption and each project approval
- Job Grants difficult to administer; problematic and discontinued in other areas
- TIF Funding allows targeted, local reinvestment



# Strengths

1. Parrish Area Improvement District
2. Southwest County Improvement District
3. Port Manatee Encouragement Zone

- Development of affordable housing
- Demolishing or decontaminating soil
- Soft cost expenses such as surveys and planning
- Streetscape improvements
- Façade improvements to private properties
- Public space enhancements
- Public infrastructure that supports redevelopment
- Site preparation and redevelopment projects



# Opportunities

- Streamline and modernize incentives by consolidating funding tools
- Leverage Sea Port as a key trade asset and utilize the Foreign Trade Zone
- Strengthen community partnerships to align efforts



# Challenges

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Outdated

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Duplicative

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Complex

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Utilization

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Ineffective

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Inefficient

# Emerging Needs

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Workforce & Talent

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Speed & Simplicity

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Compliance & Accountability

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Sites & Infrastructure

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Affordable Housing

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Responsible Growth



# 10 New Incentive Options



# 1. Redevelopment Assistance Program

Support small business growth by improving facades, awnings, signage, landscaping and sidewalks - addressing blight and storm damage.



## 2. Placemaking Opportunity Program

Support efforts to enhance community character, activate public spaces, and strengthen the local economy.



### 3. Business Improvement Program

Provide mentorship support for existing businesses and entrepreneurs to help them grow/scale/train and create new job opportunities



## 4. Opportunity Zone Redevelopment Program

Support redevelopment, mixed-use and affordable housing projects by encouraging investment in underserved areas



## 5. Special District TIF

Maximize funding by identifying impactful projects which support infill redevelopment



## 6. Revise Impact Fee Reductions

- Developments adhering to preferred wetland setbacks
- Community Benefit projects: affordable housing, childcare, etc.
- Reinvestment in urban core: support infill and efficient growth patterns



## 7. Job Creation Grant

- Focus on small business support (large scale Ad Valorem)
- Remove district-specific incentives and job creation minimum
- Require jobs be held by Manatee County residents
- Adjust the per job award amount



## 8. Economic Development Ad Valorem Tax Exemption

- Existing Ordinance expires in 2029
- Large investments should be applying for Ad Valorem
- Reserve Job Creation grants for small businesses
- Remove layering of incentives of EDI & Ad Valorem



## 9. Expand Apprenticeship Programs

Currently in development:

- Upskill Manatee
- Maritime Apprenticeship Program



## 10. Affordable Housing Ad Valorem Tax Exemption

Expand on current F.S.196.1978 - Enact F.S.196.1979 which allows local support of smaller projects



# Affordable Housing Ordinance to expand Ad Valorem Tax Exemption

F.S.196.1979 | Municipal Affordable Housing Property Exemption

<b>Category</b>	<b>Current (Live Local Act)</b>	<b>Proposed County Approach</b>
<b>Unit Size &amp; Scale</b>	Favors larger projects (70+ units)	Allow smaller projects (50+ units)
<b>Affordability</b>	Higher AMI thresholds	Target deeper affordability ( $\leq 30\%$ AMI)
<b>Duration</b>	Up to ~20 years	Shorter term (5–10 years) for flexibility
<b>Exemption Structure</b>	Typically full exemption	Tiered / partial exemptions based on units or AMI
<b>Location</b>	Limited by site eligibility criteria	Expand to rural, historic, and low-density areas

# Evolving Incentive Strategy

Incentives should drive what matters most = align incentives with community priorities

Shift from paying for jobs model to investing in focus area outcomes:

- Affordable Housing Options
- Workforce Training Expansion
- Infrastructure Improvements
- Diversify Employment Opportunities
- Small Business Support



## Summary

- Incentives have not been revised since 2020
- Process align with Opportunity Zone designations
- Ten potential revisions presented
- Staff will gather feedback to present as Resolution



# Feedback & Discussion



# Economic Development Incentives Proposed Revisions

Complete 24-page slide presentation was revised/replaced

# Objectives

- Overview of current economic development incentives
- Present ten options for revisions
- Gather feedback for staff to present a Resolution

Complete 24-page slide presentation was revised/replaced

# Current Economic Development Incentives

- Job Creation Grant
- Inclusive Jobs Bonus
- SWD Job Creation Grant
- SWD Inclusive Jobs Bonus
- SWD Local Jobs Bonus
  
- Transportation Impact Fee Incentive
- SWD Transportation Impact Fee Incentive
- SWD Facility Investment Fee Refund
- SWD Permit Fee Refund
  
- Special District Tax Increment Financing
- Rapid Response & Project Scoping
- Ad Valorem Tax Exemption

Complete 24-page slide presentation was revised/replaced

# Local Incentive Comparison



## Manatee

- Rapid Response and Scoping
- FIF & ATSIFI
- Job Grants
- Ad Valorem Tax Exemption
- Impact Fee Reimbursements
- Permit Fee Reimbursement
- PF District Incentives



## Sarasota

- Rapid Permitting
- Mobility Fee Mitigation
- Hiring & Training Incentives
- Ad Valorem Tax Exemption



## Hillsborough

- Permit and Impact Fee Program
- Demolition Program
- Infrastructure Assistance
- Brownfield Remediation
- Building Exterior & Interior Improvement
- Catalyst Project Program
- High Wage Job Creation
- Small Business Façade Program
- Permit Facilitation for Competitive Sites

Complete 24-page slide presentation was revised/replaced

# Statutory & Regulatory Considerations

- Manatee County adopted the FL state incentive program with clear performance guidelines with limited flexibility.
- Ad Valorem Tax Exemption - strict performance metrics guided by FL statute; requires an Ordinance for County adoption and each project approval.
- Job Creation Grants - difficult to manage and monitor; has been problematic and discontinued in other areas based upon State audit findings.
- TIF Funding allows targeted, local reinvestment

Complete 24-page slide presentation was revised/replaced

# Strenghts

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- Parrish Area Improvement District – Scheduled sunset on 9/30/25
- Southwest County Improvement District – Renewed in 2021
- Port Manatee Encouragement Zone – Extended to 2054
  
- Development of affordable housing
- Demolishing or decontaminating soil
- Soft cost expenses such as surveys and planning
- Streetscape improvements
- Façade improvements to private properties
- Public space enhancements (parks, plazas, wayfinding)
- Public infrastructure that supports redevelopment
- Site preparation and redevelopment projects

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# Opportunities

Streamline	Streamline and modernize incentive options
Maximize	Maximize Sea Port Manatee's economic impact
Leverage	Leverage and strengthen community partnerships

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# Challenges

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Outdated

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Duplicative

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Complex

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Utilization

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Ineffective

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Inefficient

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# Emerging Needs

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Workforce & Talent

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Speed & Simplicity

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Compliance & Accountability

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Sites & Infrastructure

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Housing & Competitiveness

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Inclusive & Resilient Growth

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# Proposed New Incentives

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# #1

- **Redevelopment Assistance Program**
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- Support small business growth by improving facades and sidewalks; addressing blight and storm damage.

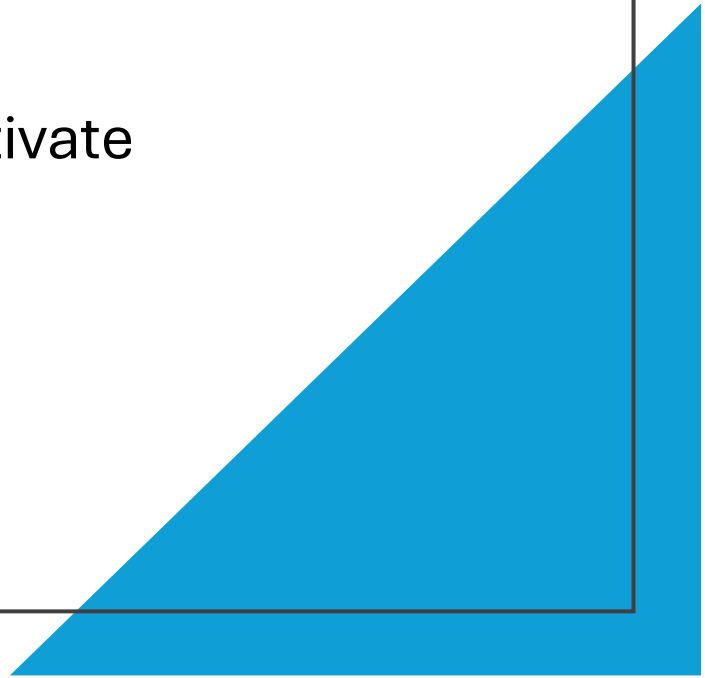
Complete 24-page side presentation was revised/replaced



# #2

- **Placemaking Opportunity Program**
- Support efforts to enhance community character, activate public spaces, and strengthen the local economy.

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# #3

- **Business Improvement Program**
- Provide mentorship support for existing businesses and entrepreneurs to help them grow/scale/train and create new job opportunities

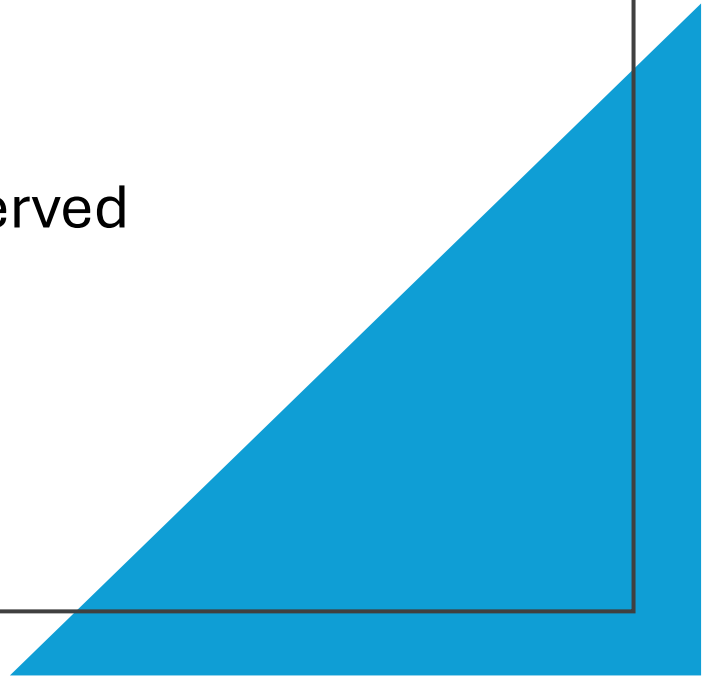
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# #4

- **Opportunity Zone Redevelopment Program**
- Support redevelopment, mixed-use and affordable housing projects by encouraging investment in underserved areas

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# #5

- **Special District TIF**
- Identify impactful projects to support infill redevelopment

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# #6

- **Revise Impact Fee Reductions**

- Developments adhering to preferred wetland setbacks
- Community Benefit projects such as affordable housing and childcare
- Reinvestment in the urban core to support compact, efficient growth patterns

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# #7

- **Job Creation Grant**

- Focus on small business support
- Remove district-specific incentives and job creation minimum
- Require full-time jobs be held by Manatee County residents
- Adjust the per job award amount to \$3000

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# #8

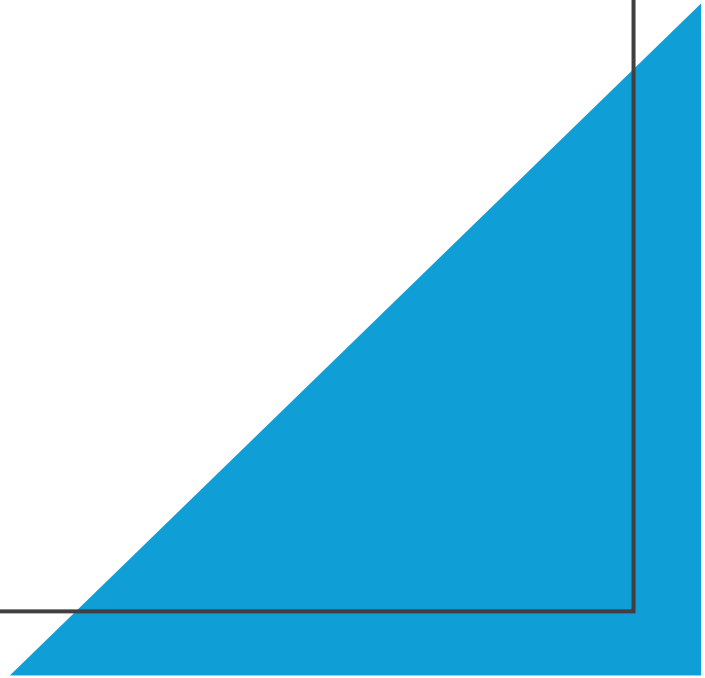
- **Economic Development Ad Valorem Tax Exemption**
- (Existing Ordinance expires in 2029)
  
- Consider renewing this cycle and creating clearer guidelines and strict thresholds).
- Large investments should be applying for Ad Valorem
- Reserve Job Creation grants for small businesses
- Remove layering of incentives

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# #9

- **Apprenticeship Programs**
- Currently in development:
  - Upskill Manatee
  - Maritime Apprenticeship Program

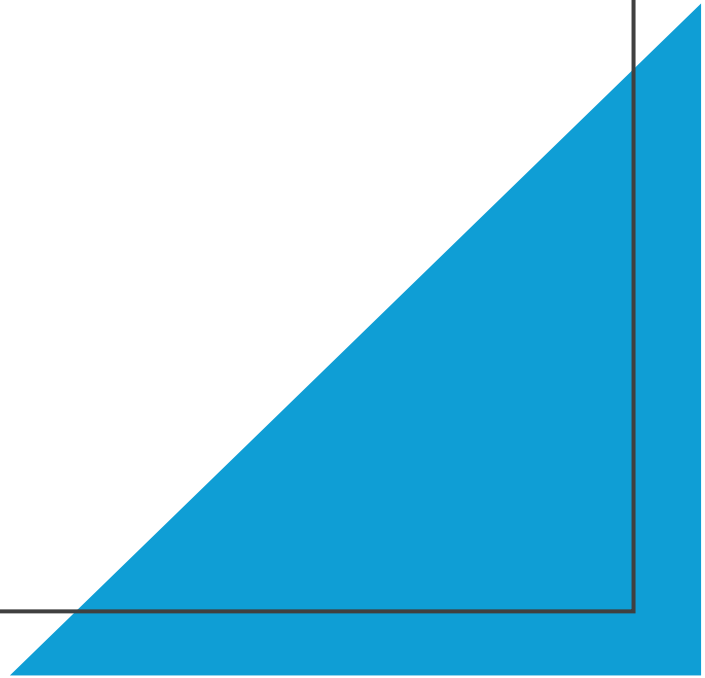
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# #10

- **Affordable Housing Ad Valorem Tax Exemption**
- Expand F.S.196.1978 to enact FS.196.1979

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# Affordable Housing Ordinance to expand Ad Valorem Tax Exemption F.S.196.1979 | Municipal Affordable Housing Property Exemption

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Category	Current (Live Local Act)	Proposed County Approach
Unit Size & Scale	Favors larger projects (70+ units)	Allow smaller projects (50+ units)
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# Evolving Incentive Strategy

Incentives should drive what matters most = align incentives with community priorities

Shift from paying for jobs to investing in focus area outcomes:

Affordable Housing

Workforce Development

Infrastructure Improvements

Quality Jobs

Long-Term Value

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# Summary

- Incentives have not been revised since 2020
- Revisions align with Opportunity Zone designations
  - Ten potential revisions presented
- Staff to gather feedback to present a Resolution

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# Discussion

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