



Immokalee CRA Redevelopment Plan Update **FOCUS GROUP**

**ECONOMIC DEVELOPMENT &
COMMUNITY FACILITIES**

APRIL 27, 2021

6:00 P.M.

JOHNSON
ENGINEERING

Agenda

HYBRID MEETING & HOW TO PARTICIPATE

ECONOMIC DEVELOPMENT COMMUNITY GOALS

COMMUNITY GOALS

NEXT STEPS

Technical Help

For sound or display issues contact Collier Staff

Monica Acosta

Email: Monica.Acosta@colliercountyfl.gov.

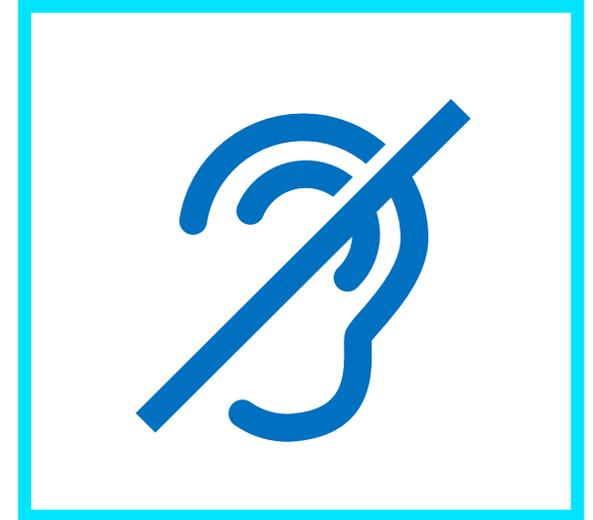
Phone: 239-867-0025

Hybrid Meeting

Social Distancing

Zoom and in-person

Virtual attendees are in 'Listen Only' mode



Participating on Zoom

Online Participants have TWO OPTIONS.

Type your question in the Q&A section. The moderator will read aloud during the discussion session.



Use the **Raise Hand** feature. You will be able to unmute and speak when you are recognized during the discussion session.

Vision Statement

Immokalee is a family-oriented community that supports a healthy lifestyle. It is attractive, environmentally sustainable and offers a full range of housing, recreation, and educational opportunities to meet all residents' needs. Immokalee has a safe, well-connected network to walk and bicycle about town, as well as a roadway network needed to support the transport of goods and services. Business and job opportunities flourish in trade and distribution, agri-business, and ecotourism.

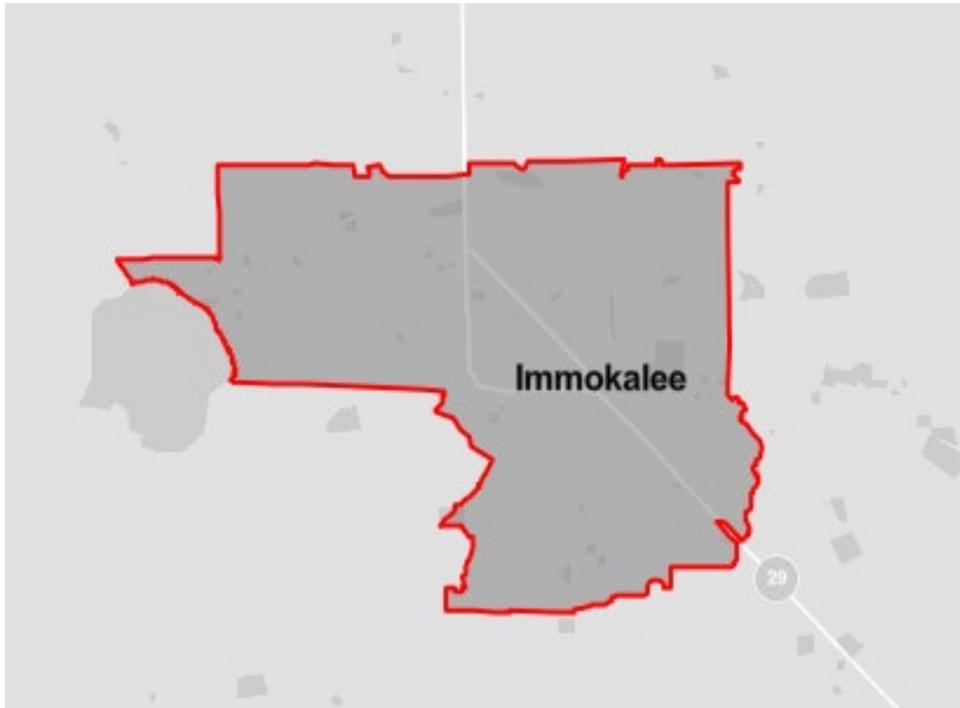
Immokalee Area Master Plan - 2019



Immokalee CRA Baseline Data

Population

Geography	
Population per Square Mile	1,064
Land Area in Square Miles	22.7



Age and Sex	
Persons under 5 years	8.3%
Persons under 18 years	32.3%
Persons 18 to 64 years	60.2%
Persons 65 years and over	7.5%
Female	52.7%
Male	47.3%

Race and Hispanic Origin	
White Alone	71.6%
African American Alone	21.4 %
American Indian	1.3%
Asian Alone	0.3%
Two or More Races	1.5%
Hispanic	72.1%
White alone, not Hispanic	5%

Population

Family & Living Arrangements	
Households	5,985
Persons per Household	4.32
Living in same house 1 year ago	80.8%
Language other than English Spoken at Home	80.0%

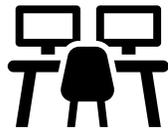


Housing Units	
Owner-Occupied Housing	37.8%
Median Value Owner-Occupied	\$121,200
Median Monthly Owner Mortgage Cost	\$978
Median Gross Rent	\$798

Population

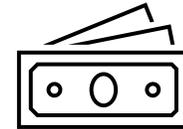
Labor Force

Percent of Population 16 years and older in Labor Force	68.2%
Female Percent of Population 16 years and older in Labor Force	57.4%



Income & Poverty

Median Household Income	\$30,885
Per capita Income	\$12,149
Persons in Poverty	37.4%



Computer & Internet Use

Household with a Computer	76%
Households with Broadband	54.9%

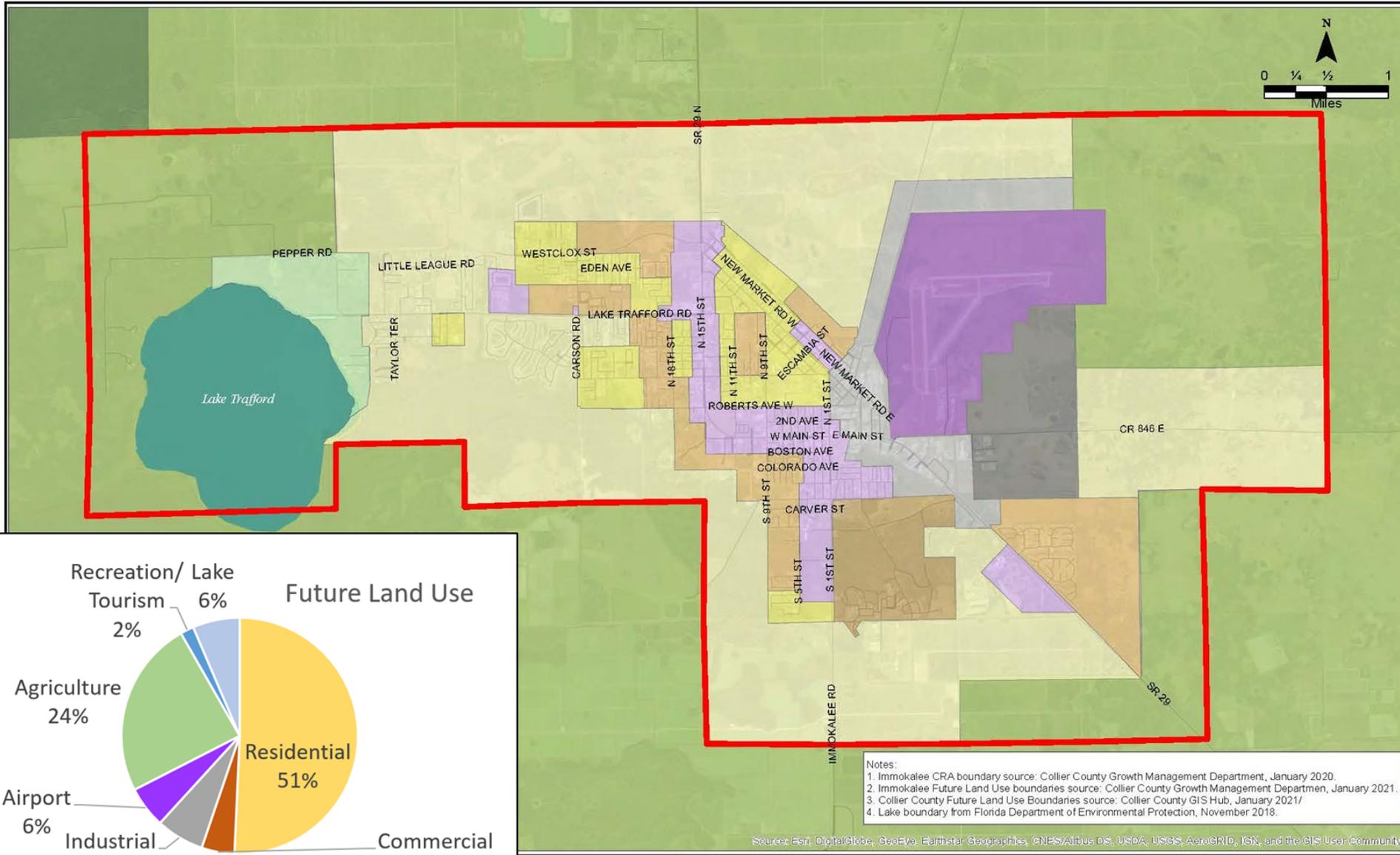
Education

High School grad or Higher	40.1%
Bachelor's degree or Higher	5.2%

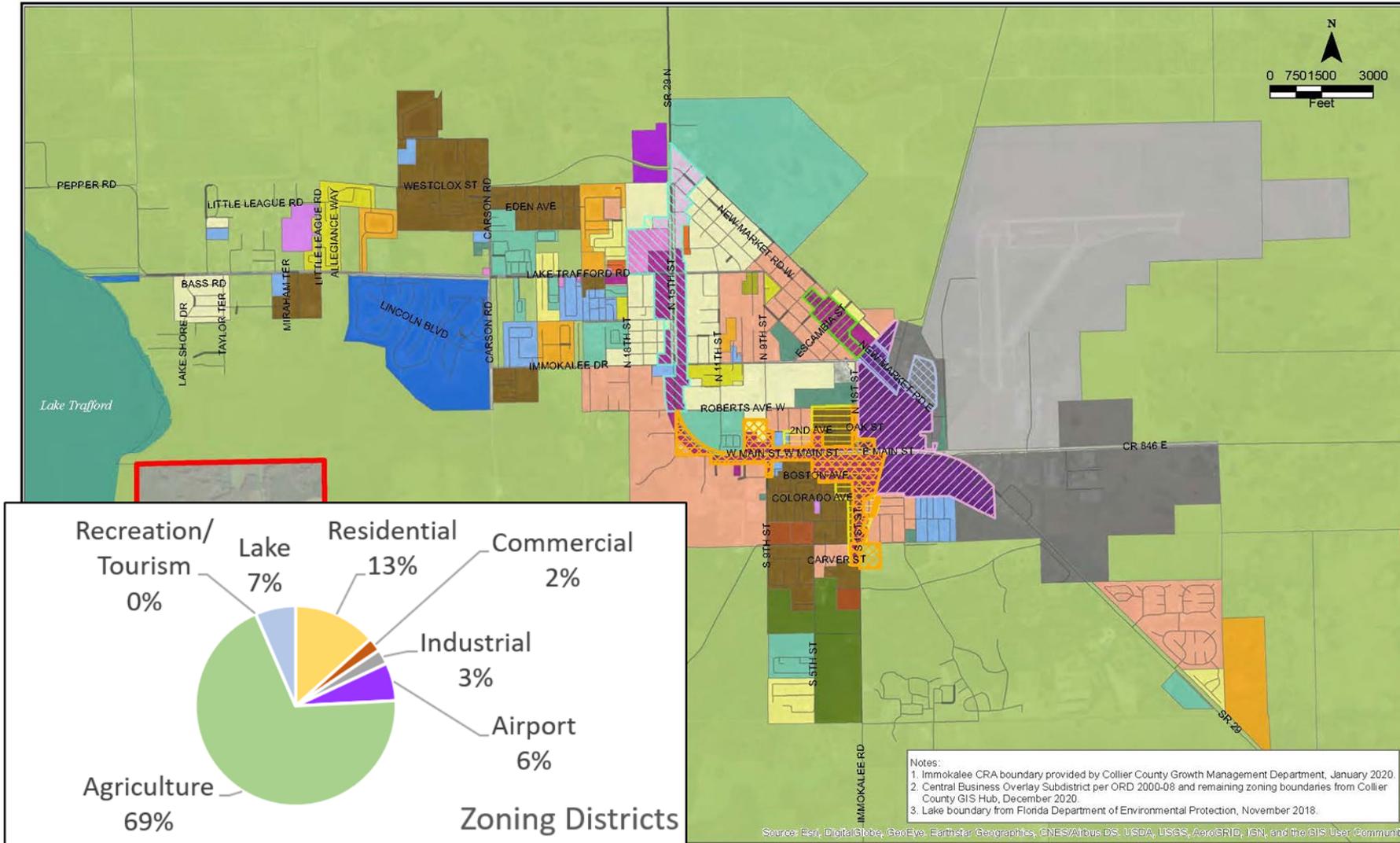


Immokalee CRA Economic Development

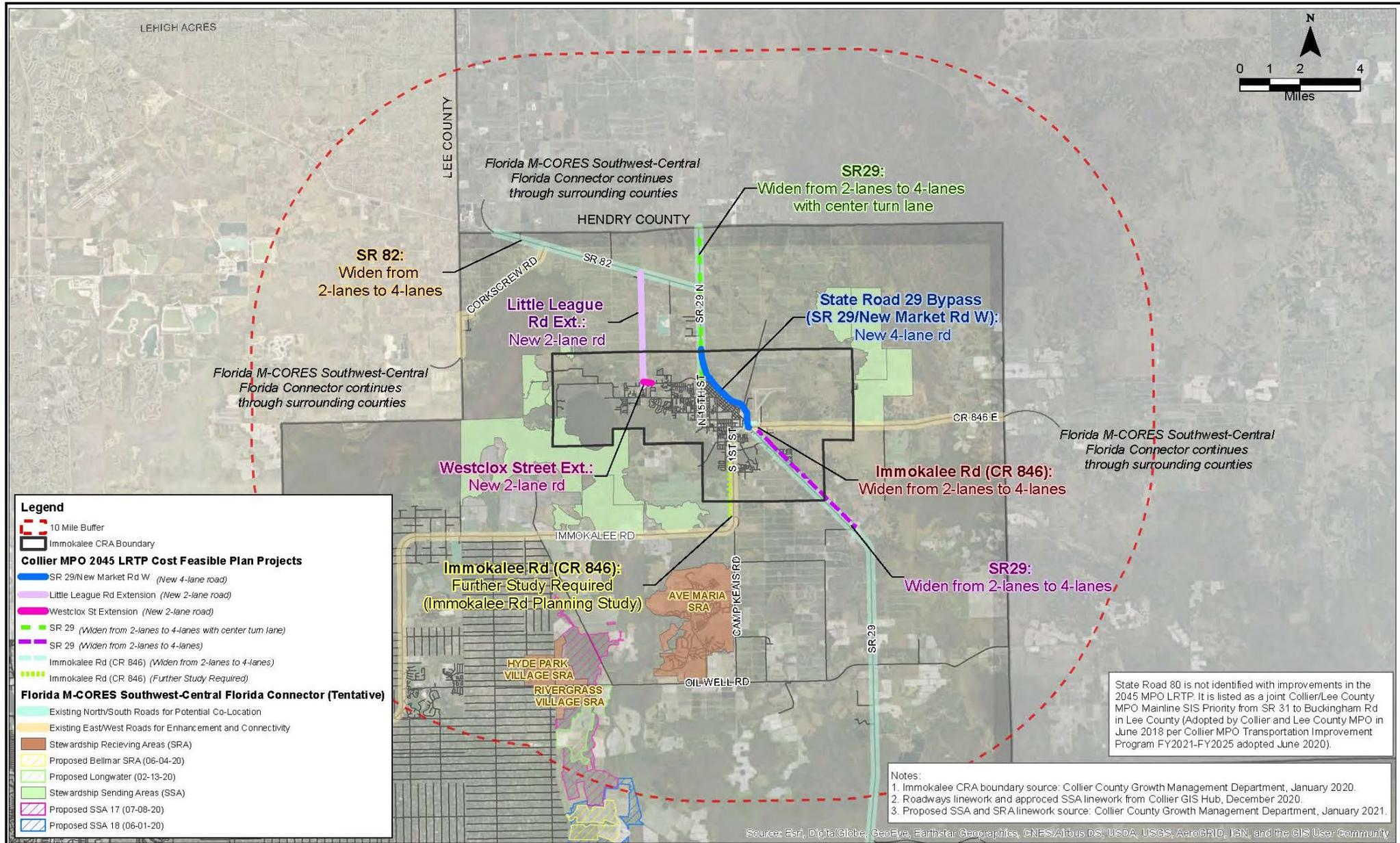
Current Land Use Map



Current Zoning Map



Regional Connections



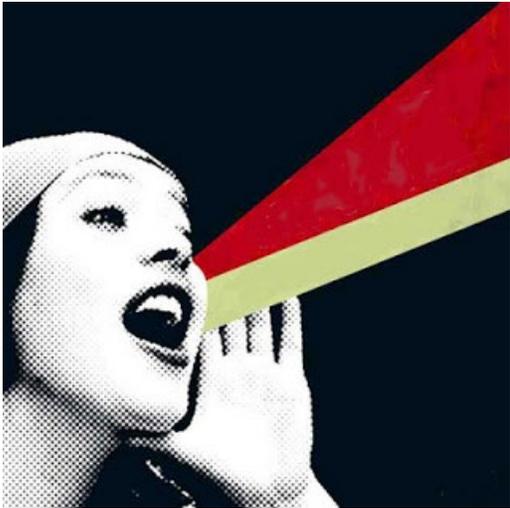
What we've heard...

On February 16, we began a weekly online survey with a variety of questions to solicit public input on a variety of topics. We hope you will take a few minutes of your time to participate. The input gathered from the survey will be shared with the public. Over the next few months, there will be various public outreach events to gather additional input and comments on proposed changes.

The CRA has an online survey to gather your feedback on goals and issues to address in the Redevelopment Plan Update

Survey is available:

<https://immokaleecra.com/>



What we've heard...

Economic Development

- 66 Surveys as of 4.26.21
- 68% consider Main Street as the “center” of Immokalee
- 85% have shopped, dined, or received services at a business on **Main Street** within the last 12 months
- 86% are small business owners (1 to 9 employees)
- 64% of respondents are interested in training or higher education opportunities
- Biggest barriers for training & education:
 - Day/time of available classes (40%)
 - Tuition costs (35%)

What we've heard...

Economic Development – 2020 FHERO Assessment

Strength - Available Workforce

- Labor Participation 70.7%

Challenge – Education and Training

- 8.8% Associate Degree or Higher
- Poverty Level – 42.4%
- Outsiders perception of the area

What we've heard...

Economic Development – 2020 FHERO Assessment

- Economic Development =
 - Diversification of jobs that offer living wages and benefits
 - More career path opportunities for employees and young people
 - Connecting the community to maximize its resources
 - Stronger Tax Base to grow the community
 - Recruitment of new businesses of all sizes and industries

What we've heard...

Economic Development – 2020 FHERO Assessment

What does success look like in 5 years =

- Diversified economy
- Growing Tax Base that alleviates infrastructure challenges
- A trained workforce and robust talent pipeline
- Jobs with a strong career path and strong wages
- Recognition of Immokalee's uniqueness within the County

Florida Heartland – FHERO Member

FLORIDA'S HEARTLAND
A BUSINESS LOCATION AT THE CENTER OF EVERYTHING

DeSoto | Glades | Hardee | Hendry | Highlands | Immokalee | Okeechobee

BUSINESS OPPORTUNITIES in Immokalee

Immokalee is Collier County's agricultural center and one of the most vital suppliers of the nation's winter fresh fruits and vegetables. Some of the leading agribusinesses in the nation are located in Immokalee, while small and midsize farms along with the local food movement provide additional opportunities for value-added agricultural products.

Immokalee at a Glance
Eastern Collier County
Area: 23.3 square miles

In addition, there is great access to food and agricultural brainpower with the University of Florida Institute of Food and Agricultural Sciences Research Center and IFAS Extension, located in Immokalee.

Other business assets include Immokalee Regional Airport. This county-owned general aviation airport is situated on 1,333 acres of land 35 miles northeast of Naples and less than 10 miles from the growing town and University of Ave Maria. The airport has abundant shovel-ready land available for development, including a 400-acre industrial park with a 60-acre Foreign Trade Zone (FTZ) and Federal Opportunity Zone designation.

Immokalee Technical College (ITECH) offers career and technical education programs, including upscale training for employers who need to fill skilled positions. ITECH programs include accounting, cybersecurity and health care.

Immokalee Regional Airport

28 | Florida's Heartland

Economic Development

Immokalee Area Master Plan –

Goal – To enhance and diversify Immokalee’s Local Economy

Objective –Actively pursue, attract, and retain business enterprises

Policy: Commercial and Trade Hub

- i. Support the Immokalee CRA and other economic development entities in actively promoting and positioning Immokalee as a regional commercial and trade hub for business recruitment and expansion.
- ii. Encourage the Immokalee CRA and other economic development entities in the marketing of commercial and industrial opportunities in Immokalee.

Policy: Immokalee Regional Airport/Florida Tradeport

- i. Collier County will encourage the promotion of economic development opportunities at the airport and the surrounding commercial and industrial areas.

Economic Development

Immokalee Area Master Plan –

Objective – Create a business climate that will enhance and diversify the Immokalee area's economy and increase employment opportunities.

Policy: Pre-certified commercial/industrial sites

Policy – Home Occupations – LDC flexible standards to encourage Home Occupations -

Policy – Financial Incentives in cooperation with the CRA

Policy – Agriculture-related businesses (LDC - Increase locations)

Policy – Allow small agricultural businesses in residential zoned areas.

Economic Development

Immokalee Area Master Plan –

Objective – Promote and expand tourism, eco-tourism, entertainment, cultural opportunities

Policy: Encourage the expansion of restaurants, movie theaters, museums, and public spaces

Policy – Promote increasing tourism

Policy – Encourage the development of ecotourism focus on Lake Trafford and RT lands

Policy – Seminole Casino Immokalee – continue to work with the Seminole Tribe

Policy – Entertainment District – encourage the development of an entertainment district are near the casino that is complementary and connected to Immokalee’s existing downtown core.

Objective – Enhance and expand educational and cultural facilities and opportunities

Policy – Research and Development – seek to attract educational research facilities

Policy – Enhance the availability and variety of training programs

Economic Development

Proposed Goal:

- Direct public investment to promote business development, strengthen opportunities for job training and post-secondary education, and continue developing Immokalee Airport's role as a center for aviation and business development.



Objectives and Strategies to Reach Goal

Goal Revisions?
OPEN DISCUSSION

What we've heard...

The CRA has an online survey to gather your feedback on goals and issues to address in the Redevelopment Plan Update

Survey is available:

<https://immokaleecra.com/>



Community Facilities

Immokalee Area Master Plan –

Goal –Coordinate and provide for the continued exchange of information and cost sharing

Objective 7.2 – Pursue effective interlocal and inter-governmental coordination in order to provide a range of human services to Immokalee residents.

Policy – Regional Economic Development Initiatives

Policy – Immokalee Government Services Center

Policy – Immokalee Civic Center

Policy – Satellite/Mobile Coordination Center

Community Facilities

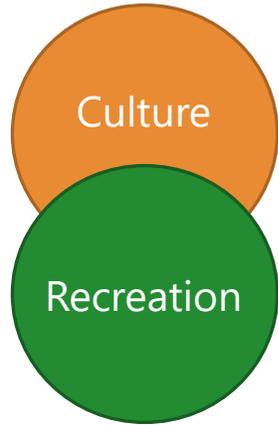
Proposed Goal:

- Encourage public investment in public realm improvements and implement regulatory standards for private development to enhance community character.

Objectives and Strategies to Reach Goal

Goal Revisions?
OPEN DISCUSSION

Next Steps – Focus Groups



April 13, 2021
@ 6:00 p.m.



April 20, 2021
@ 6:00 p.m.



April 27, 2021
@ 6:00 p.m.



May 6, 2021
@ 6:00 p.m.

Next Steps – Redevelopment Plan

Online public survey & Community Kick of Meeting

March/April 2021

NEXT 

Goal Validation Focus Group Meetings
CRA AB Workshop with Framework Maps
Develop Capital Project List for CRA funding

April/May 2021
May 2021

 **NEXT**

Redevelopment Plan Update drafting

Summer 2021

Community Review Meeting &
CRA AB endorse Draft Redevelopment Plan
Planning Commission
Board of County Commissioners adoption
Final Completion date

September 2021
Oct – Nov 2021
Dec – Jan 2022
March 31, 2022

Contacts



Debrah Forester, Bayshore And Immokalee CRA Director

Email: Debrah.Forester@CollierCountyFL.gov

Phone: 239-252-8846



Christie A. Betancourt, Immokalee CRA Operations Manager

Email: Christie.Betancourt@colliercountyfl.gov

Phone: 239-867-0028

<https://immokaleecra.com/>

