

ADVISORY BOARD ANNUAL REPORT

TO: Mayor and City Commissioners

FROM: Economic Development Board (EDB)

CHAIR: Susan Meister

VICE CHAIR: Chris Ziadie

REPORTING TERM: June 2022- May 2023

DATE: May 10, 2023

MISSION STATEMENT: To encourage economic development, prosperity and viability by promoting the highest level of assistance and services to the businesses and residents of the City of Pembroke Pines.

General Business

Monthly liaison reports have been a part of the Economic Development Board (EDB) meetings to inform members relevant to economic activity occurring throughout the city. Planning and Economic Development staff, as liaisons to the EDB briefs the Board on current and upcoming cultural, social, development and businesses activities coming to the City. During the district reports, Board members discuss topics of business and/or community interest for their district or organization. Our monthly meetings have been held in the 2nd floor of the Frank Gallery giving board members access to the art displays that being displayed in our community.

Key Actions

In the past year the EDB has held 7 meetings, the Board along with staff created a meetings calendar for the entire year. The Board did not meet in July (Summer Recess), September (Budget Meetings), November (Art Festival) and February (Taste of Pines), so that Board members could attend important community events.

During Board meetings, the focus was related to the master planning documents being created by the city and their consultants. EDB members discussed the update to the City's Economic Strategic Plan (EDSP) and creation of the City's Transportation Master Plan. In addition, EDB members were encouraged to participate in the business survey created by the EDSP consultant, Redevelopment Management Associates (RMA) and participated in the survey documents for the transportation master plan created by Metric Engineering.

The City's EDSP consultant, RMA, also presented preliminary research data to the Board. One of the datasets, known as tapestry segmentation (attached) showed the various groups within the City of Pembroke Pines limits and how each group influences our economy. The descriptions of Pembroke Pines largest segments: Work Day Drive, The Elders, Bright Young Professionals, Urban Edge Families and Home Improvement provided an interesting insight and perspective into the residents of our community and their interests.

Conclusions

The Economic Development Strategic Plan (EDSP) has served as a roadmap for the EDB since its adoption in 2014, providing a focus on specific ideas, goals and objectives and finding creative ways to achieve them through discussions, research and staff guidance. It is the EDBs hope that EDSP 2.0 will provide similar guidance over the next 10 years and the Board looks forward to the adoption of the plan. The EDB also supports the creation/adoption of the other master planning documents: Green Plan, Transportation Master Plan, Parks and Recreation Master Plan and Art Master Plan as they will provide a much-needed, resident supported direction over the coming years. The Board looks forward to working with the other City advisory boards and encourages the scheduling of a joint advisory board workshop to discuss these informative planning documents.

We hope you, the City Commission, continue to support our efforts, recommendations and community. We are excited about the future of our City. Thank you for your service and thank you for allowing us to serve this great community.

Attachments:

A. Attendance Log June 2022- May 2023

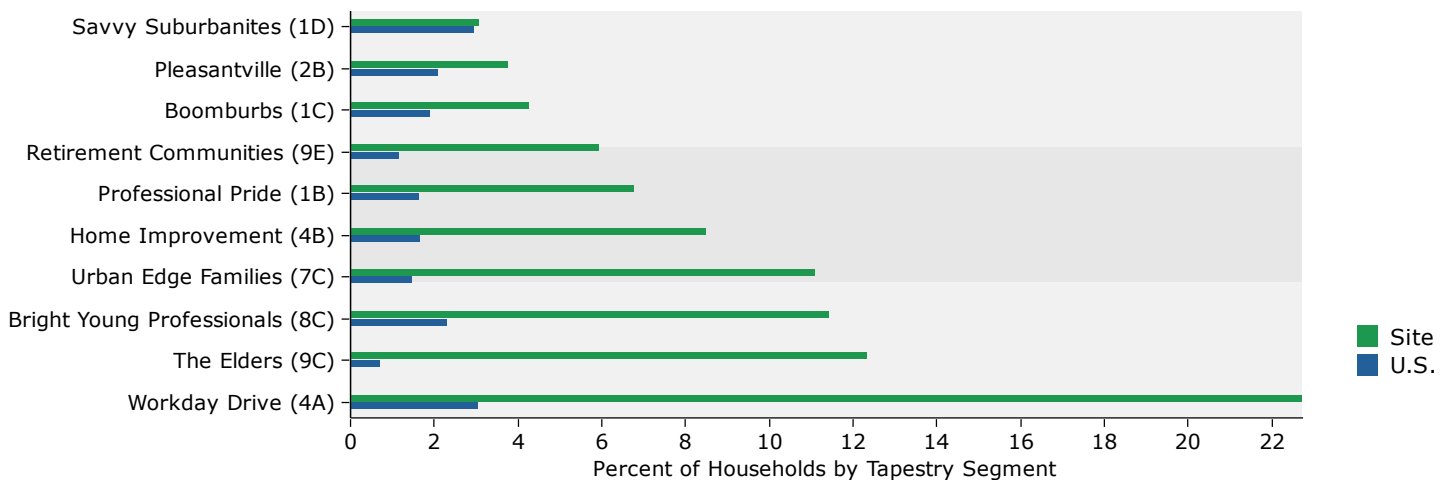
B. ESRI Tapestry Segmentation Area Profile

C. Sample of Monthly Project/Buildout Status

Top Twenty Tapestry

Rank	Tapestry Segment	2022 Households		2022 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Workday Drive (4A)	22.7%	22.7%	3.1%	3.1%	745
2	The Elders (9C)	12.4%	35.1%	0.7%	3.8%	1,699
3	Bright Young Professionals (8C)	11.5%	46.6%	2.3%	6.1%	496
4	Urban Edge Families (7C)	11.1%	57.7%	1.5%	7.6%	734
5	Home Improvement (4B)	8.5%	66.2%	1.7%	9.3%	503
Subtotal		66.2%		9.3%		
6	Professional Pride (1B)	6.8%	73.0%	1.6%	10.9%	413
7	Retirement Communities (9E)	6.0%	79.0%	1.2%	12.1%	502
8	Boomburbs (1C)	4.3%	83.2%	1.9%	14.0%	224
9	Pleasantville (2B)	3.8%	87.1%	2.1%	16.2%	179
10	Savvy Suburbanites (1D)	3.1%	90.2%	3.0%	19.1%	105
Subtotal		24.0%		9.8%		
11	Up and Coming Families (7A)	1.8%	91.9%	2.8%	21.9%	64
12	Urban Villages (7B)	1.6%	93.5%	1.0%	23.0%	150
13	Senior Escapes (9D)	1.5%	95.0%	0.9%	23.9%	166
14	Social Security Set (9F)	1.5%	96.5%	0.8%	24.7%	177
15	Young and Restless (11B)	1.4%	97.9%	1.8%	26.5%	79
Subtotal		7.8%		7.3%		
16	Metro Fusion (11C)	1.3%	99.2%	1.5%	27.9%	90
17	Down the Road (10D)	0.8%	100.0%	1.2%	29.1%	72
Subtotal		2.1%		2.7%		
Total		100.0%		29.1%		344

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

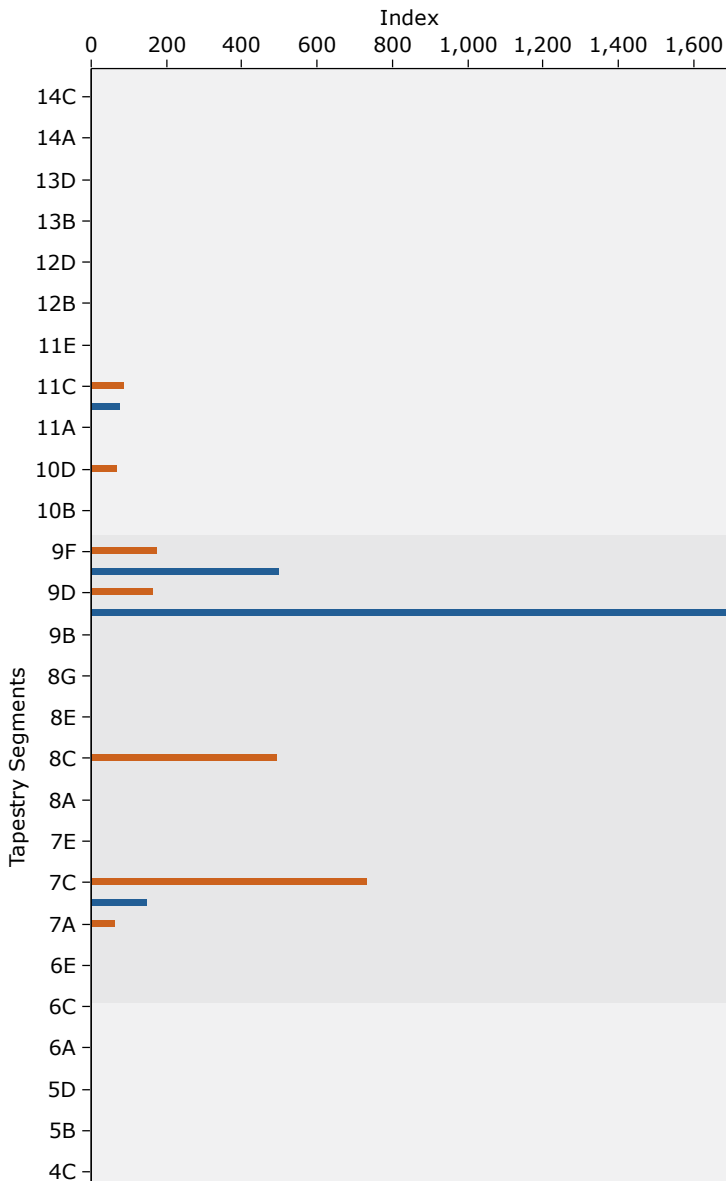


Tapestry Segmentation Area Profile

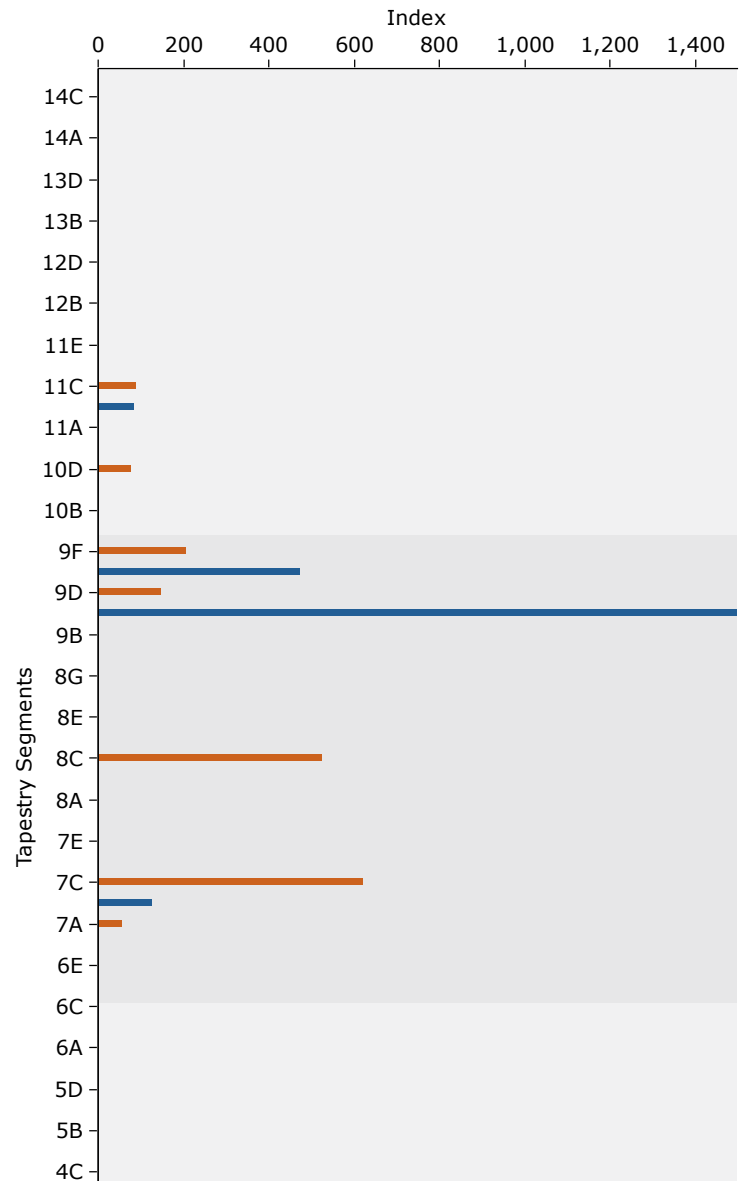
Pembroke Pines City, FL
Pembroke Pines City, FL (1255775)
Geography: Place

Prepared by Esri

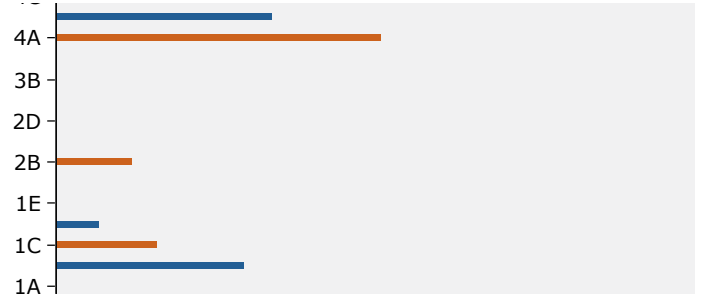
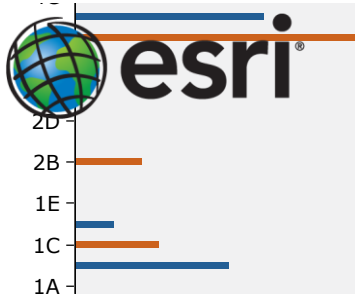
2022 Tapestry Indexes by Households



2022 Tapestry Indexes by Total Population 18+



REINVENTING YOUR CITY



1. Affluent Estates	8,994	14.2%	145	22,426	16.2%	150
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	4,310	6.8%	413	11,195	8.1%	443
Boomburbs (1C)	2,719	4.3%	224	6,613	4.8%	236
Savvy Suburbanites (1D)	1,965	3.1%	105	4,618	3.3%	103
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	2,415	3.8%	68	6,014	4.3%	74
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	2,415	3.8%	179	6,014	4.3%	181
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	19,813	31.2%	401	47,114	34.1%	419
Workday Drive (4A)	14,420	22.7%	745	34,360	24.8%	764
Home Improvement (4B)	5,393	8.5%	503	12,754	9.2%	507
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Sprouting Explorers	9,159	14.4%	95	19,457	14.1%	168
Up and Coming Families (7A)	1,123	1.8%	64	2,355	1.7%	58
Urban Villages (7B)	992	1.6%	150	2,498	1.8%	130
Urban Edge Families (7C)	7,044	11.1%	734	14,604	10.6%	621
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

October 26, 2022



Tapestry Segmentation Area Profile

Pembroke Pines City, FL
Pembroke Pines City, FL (1255775)
Geography: Place

Prepared by Esri

Tapestry LifeMode Groups	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	63,407	100.0%		138,281	100.0%	
8. Middle Ground	7,262	11.5%	105	15,271	11.0%	109
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals	7,262	11.5%	496	15,271	11.0%	527
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	13,515	21.3%	370	23,408	16.9%	328
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	7,849	12.4%	1,699	12,722	9.2%	1,500
Senior Escapes (9D)	941	1.5%	166	1,754	1.3%	151
Retirement Communities (9E)	3,788	6.0%	502	6,906	5.0%	474
Social Security Set (9F)	937	1.5%	177	2,026	1.5%	208
10. Rustic Outposts	529	0.8%	11	1,256	0.9%	11
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	529	0.8%	72	1,256	0.9%	78
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	1,720	2.7%	43	3,335	2.4%	44
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	892	1.4%	79	1,706	1.2%	86
Metro Fusion (11C)	828	1.3%	90	1,629	1.2%	89
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Tapestry Urbanization	2022 Households			2022 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	63,407	100.0%		138,281	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	16,126	25.4%	104	34,002	24.6%	141
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	992	1.6%	150	2,498	1.8%	130
Urban Edge Families (7C)	7,044	11.1%	734	14,604	10.6%	621
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	7,262	11.5%	496	15,271	11.0%	527
Metro Fusion (11C)	828	1.3%	90	1,629	1.2%	89
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	5,617	8.9%	49	10,638	7.7%	46
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
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Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Total:	63,407	100.0%		138,281	100.0%	
4. Suburban Periphery	40,194	63.4%	198	90,631	65.5%	196
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	4,310	6.8%	413	11,195	8.1%	443
Boomburbs (1C)	2,719	4.3%	224	6,613	4.8%	236
Savvy Suburbanites (1D)	1,965	3.1%	105	4,618	3.3%	103
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
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Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	14,420	22.7%	745	34,360	24.8%	764
Home Improvement (4B)	5,393	8.5%	503	12,754	9.2%	507
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	1,123	1.8%	64	2,355	1.7%	58
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
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The Elders (9C)	7,849	12.4%	1,699	12,722	9.2%	1,500
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	1,470	2.3%	25	3,010	2.2%	24
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	941	1.5%	166	1,754	1.3%	151
Down the Road (10D)	529	0.8%	72	1,256	0.9%	78
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Pembroke Pines Tapestry Segmentation Findings

- **Workday Drive (22.7%)**

Workday Drive is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

- **The Elders (12.4%)**

With a median age of 72.3 years, this is Tapestry Segmentation's oldest market. The Elders residents favor communities designed for senior or assisted living, primarily in warmer climates with seasonal populations. Most of these householders are homeowners, although their housing varies from mobile homes to single family residences to high rise apartments. These seniors are informed, independent, and involved. This is a smaller market.

- **Bright Young Professionals (11.5%)**

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. More than one out of three householders are under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.

- **Urban Edge Families (11.1%)**

Located throughout the South and West, most *Urban Edge Families* residents own their own homes, primarily single-family housing—out of the city, where housing is more affordable. Median household income is slightly below average (Index 91). The majority of households include younger married-couple families with children and, frequently, grandparents. Many residents are foreign born. Spending is focused more on the members of the household than the home. Entertainment includes multiple televisions, movie rentals, and video games at home or visits to theme parks and zoos. This market is connected and adept at accessing what they want from the internet.

- **Home Improvement (8.5%)**

Married-couple families occupy well over half of these suburban households. Most *Home Improvement* residences are single-family homes that are owned by owner occupied, with only one-fifth of the households occupied by renters. Education and diversity levels are similar to the US as a whole. These families spend a lot of time on the go and therefore tend to eat out regularly. When at home, weekends are consumed with home improvement and remodeling projects.