



PALM BEACH NORTH  
CHAMBER OF COMMERCE

# PALM BEACH NORTH REGIONAL STRATEGIC PLAN 2026-2030



February 2026

Dear Colleagues,

For more than a decade, the communities of Palm Beach North (PBN) have worked together to strengthen and diversify our economy, maintain a high quality of life, and improve our regional resilience. In 2023, the Palm Beach North Chamber of Commerce updated its Strategic Plan for the first time, laying out a vision for coordination and collaboration to build a more prosperous region.

Since then, we have seen rapid technological advancement in artificial intelligence, robotics, quantum computing, and other areas that create opportunities in a wide array of sectors, from financial services to life sciences to advanced manufacturing. At the same time, changing global attitudes towards international trade and the lessons of the post-pandemic supply chain disruptions have changed the landscape for conducting business. While the PBN region has continued to grow, welcoming new residents, new jobs, and new businesses, we are starting to see how these rapid changes demand new action to ensure that opportunities are pursued and risks are mitigated.

We face these rapid changes with resolve. Collaboration across the 11 municipalities in our region, between public and private sector partners, has enabled Palm Beach North to become Florida's Prosperity Coast, and this spirit of cooperation will carry us forward. We stand on a record of accomplishment, from diversifying our regional economy's footprint to bringing public and private sector partners together to develop strategies for improving resilience across Palm Beach County.



Now, we are proud to launch a five-year Regional Strategic Plan. In this Plan, we reaffirm our shared purpose to ensure Palm Beach North is Florida's Prosperity Coast®. To achieve the shared purpose, we must build on our record of collaboration and commit to working together to advance strategies and deliver actions under our four Strategic Imperatives: Prosperous Economy, High Quality of Life, Resilient & Connected Region, and Regional Leadership.

We commit to work toward the shared purpose described in the Regional Strategic Plan and to work with our communities to build and deliver a shared vision. We invite you to continue to join us in this journey and build a stronger, more prosperous Palm Beach North.

Traci Rollins  
*Chair of Board and Strategic Plan Task Force*

Noel Martinez  
*Palm Beach North Chamber President & CEO*

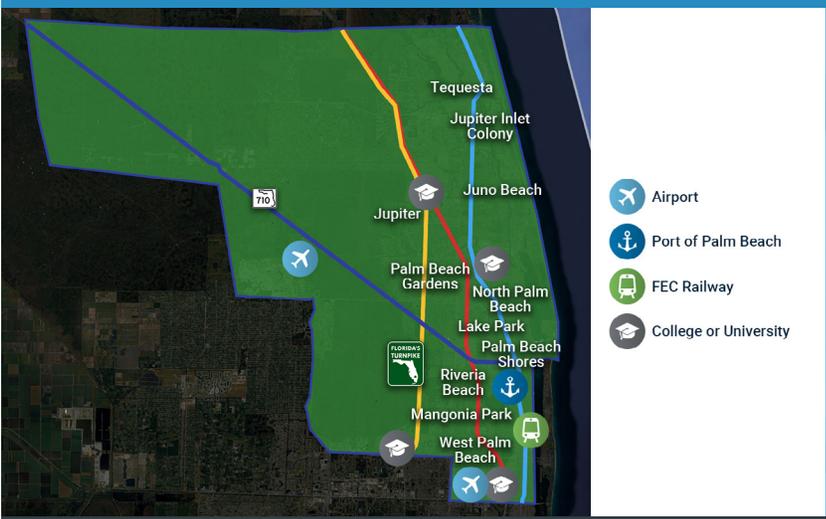
# Introduction: WHO ARE WE?

From the global stage to the local level, leadership defines our region. The United States leads the world, Florida leads the nation, Palm Beach County leads the state, and Palm Beach North leads the county as its northern region. From the natural beauty of beaches and trails in our backyards to the art galleries and event spaces that thrill and delight us, Palm Beach North offers a high quality of life both outdoors and indoors. From the high-quality schools that educate our children to the businesses and research centers with global footprints that allow us to attract talent and investment and drive innovation, Palm Beach North is at the forefront of a changing world.

Palm Beach North is one of the most vibrant and distinctive locations to live, learn, work, and play in the Sunshine State. The 11 unique municipalities of the region make up Florida’s Prosperity Coast™.

**“Palm Beach County will become the most important county in the country.”**  
*Stephen Ross, Related Companies Chairman*

The 11 communities and unincorporated areas in our region are home to an estimated 352,000 residents and employ more than 154,000 as of 2024, representing 21 percent of the County’s population and 22 percent of its jobs. Our economy is diversified in several high-growth sectors, including healthcare, life sciences, advanced manufacturing, financial services, quantum computing, and aviation/aeronautics. Numerous higher education institutions, including Palm Beach State College, Florida Atlantic University, and Palm Beach Atlantic University, have campuses in the region that drive research and innovation. We enjoy an extensive multimodal transportation system, including Interstate 95, Florida’s Turnpike, two major rail corridors, the Port of Palm Beach, Palm Beach International Airport, and North County General Aviation Airport.



Map data: Google, Data SIO, NOAA, U.S. Navy, NGA, GEBCO, Airbus, Vexcel Imaging US, Inc., Landsat / Copernicus.

**The Palm Beach North (PBN) Chamber of Commerce is the leading business organization serving the Palm Beach North region. The PBN Chamber represents a diverse mix of large and small businesses. Together with additional memberships from all 11 municipalities and numerous industry, cultural, and educational organizations, the PBN Chamber ranks second among all 97 chambers in Southeast Florida for total revenue as of 2024, according to the South Florida Business Journal. The Chamber has awarded \$225,000 in educational scholarships to 97 students since 2010, and its member-driven events generated more than \$4.5 million in economic impact for Palm Beach North businesses in 2025.**

## *A Look Back:* WHAT HAVE WE ACHIEVED?

More than a decade ago, the PBN municipalities and other partners began working together under the leadership of the Palm Beach North Chamber of Commerce to create a stronger future for the region. In 2016 the region unified around a common brand identity as Palm Beach North or Florida's Prosperity Coast. In 2017, the Chamber developed its first strategic plan, focusing primarily on how the chamber can work with partner organizations to advance the region's economy and quality of life. The Plan was updated in 2022, and now in 2026, the Plan is being converted into a true regional plan to drive action among all PBN stakeholders.

In the past nine years, regional partners have come together to develop and implement a wide array of plans, programs, and initiatives designed to strengthen the regional economy, create opportunities for all, and enrich the quality of life for communities across the region. These efforts have included:

- The development of a **Resilience Action Plan** to identify regional risks from extreme weather events and to establish actions for risk mitigation, preparedness, response, and recovery.  
*(Palm Beach North Chamber of Commerce 2022).*
- The development of a **Smart & Connected Region Plan** to identify opportunities to use emerging technology to improve workforce, mobility, emergency response, and government services throughout the region.  
*(Palm Beach North Chamber of Commerce 2019).*

- The publication of a report on **Palm Beach County's New Driving Industries**, highlighting the growth and diversification of the County's economy into financial services, life sciences, and transportation and logistics.  
*(Business Development Board of Palm Beach County 2023).*
- The launch of a **Healthcare Asset Map** to help medical professionals and residents alike understand what medical services and healthcare resources are available throughout the County and where opportunity exists for further expansion.  
*(Business Development Board of Palm Beach County 2025).*
- The publication of the **Palm Beach County Housing Equity Study**, a first of its kind study in the country to assess racial and socioeconomic disparities in housing access, that studies housing demand and supply conditions to inform future housing policy development.  
*(Housing Leadership Council of Palm Beach County and Florida International University 2023).*
- The facilitation of **Securing Our Future Economic Mobility Summit: Building Pathways for Upward Mobility** to bring together public and private partners from across the county to identify cross-sector strategies to help families move out of poverty. During this event, the concept of a Countywide Master Transportation Plan was developed and momentum for conducting the Plan was built.  
*(Economic Council of Palm Beach County 2024).*

- The establishment and facilitation of an **Education & Industry Consortium** to create a space for local businesses and education partners to assess workforce needs and develop career pathways for students and job seekers.

*(CareerSource Palm Beach County 2024).*

- The release of the **Palm Beach North Logistics Initiative**, with partnership from Florida Atlantic University, the Port of Palm Beach, Palm Beach State College, and the School District of Palm Beach County, to address current and future workforce needs of Palm Beach North's logistics cluster. Coordination efforts from this Plan resulted in the development of the FAU Logistics Program.

*(Palm Beach North Chamber of Commerce 2017)*

- The development of the **"Love the Palm Beaches"** Tourism Master Plan, a multi-agency collaboration led by the Palm Beach County Tourist Development Council, to establish a 20-year master plan for tourism development across the County that balances economic vision with stakeholder interest and visitor demand.

*(Palm Beach County Tourist Development Council 2024).*

- The launch of the **"Ambition Accelerated"** national campaign led by the Florida Council of 100 to highlight Florida's Gold Coast – covering West Palm Beach to Miami – as the ideal location for CEOs, investors, and founders to build and grow their businesses.

*(Florida Council of 100 2026).*



## Florida's Prosperity Coast®: KEY MEASURES OF SUCCESS

The PBN Chamber is proud of the accomplishments of our business community and municipal partners which make Palm Beach North a great place to live, work, play, and visit. We have numerous indicators, demonstrating the success of our region; a handful are presented here.

Palm Beach North consists of 11 communities:

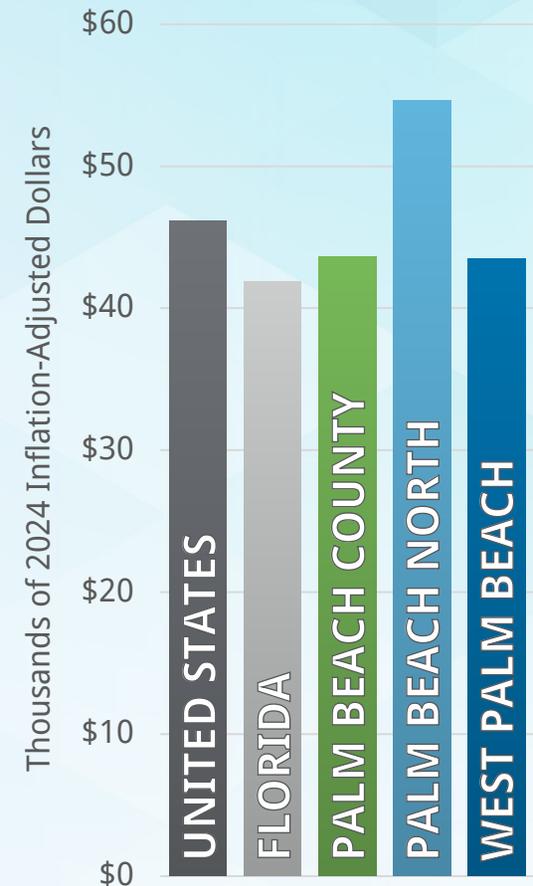
- Juno Beach
- Jupiter
- Jupiter Inlet Colony
- Lake Park
- Mangonia Park
- North Palm Beach
- Palm Beach Gardens
- Palm Beach Shores
- Riviera Beach
- Tequesta
- West Palm Beach

For the figures in this section, West Palm Beach is reported separately due to its larger population (representing more than 38% of the region). The PBN region, as reported in these figures, therefore consists of the 10 smaller communities and unincorporated areas.



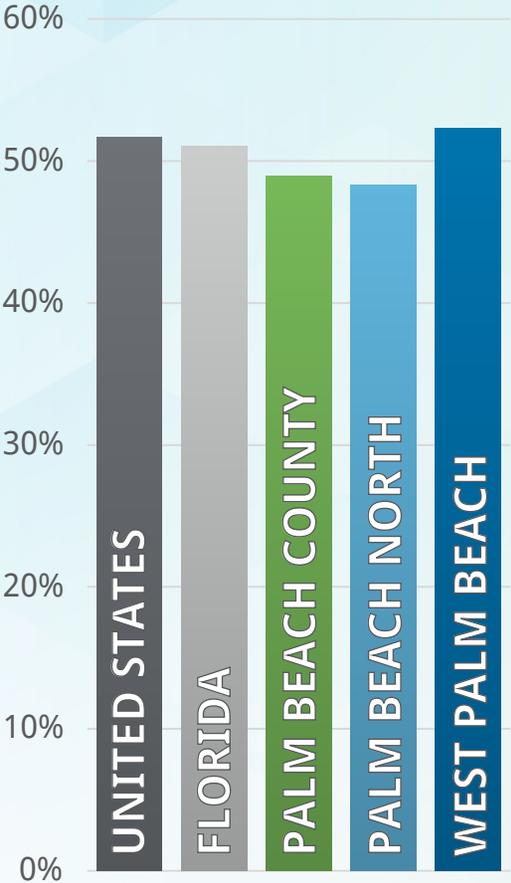
**MEDIAN HOUSEHOLD INCOME, 2024**

Source: U.S. Census Bureau, American Community Survey, 2024.



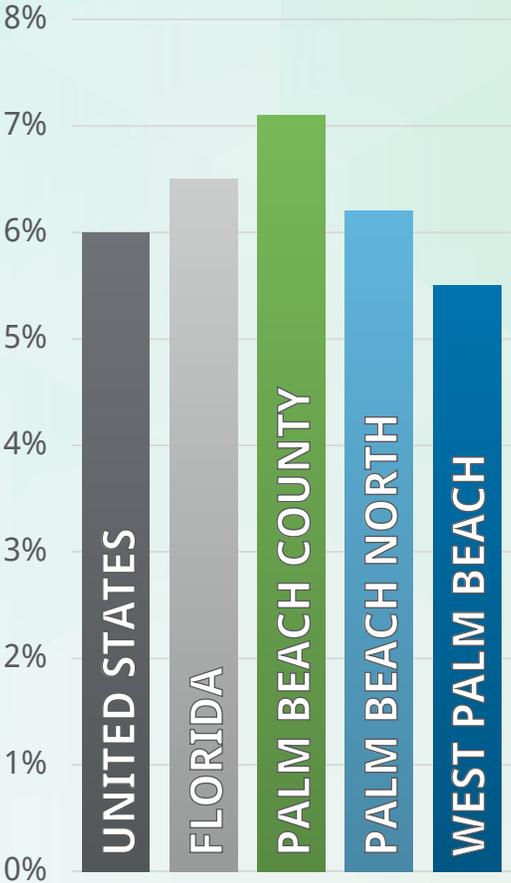
**MEDIAN EARNINGS PER FULL-TIME WORKER, 2024**

Source: U.S. Census Bureau, American Community Survey, 2024.



**PERCENTAGE OF POPULATION IN PRIME WORKING AGE (25-64), 2024**

Source: U.S. Census Bureau, American Community Survey, 2024.



**PERCENTAGE OF WORKERS WHO ARE SELF-EMPLOYED, 2024**

Source: U.S. Census Bureau, American Community Survey, 2024.



**PERCENTAGE WITH A BACHELOR'S DEGREE OR HIGHER (AGES 25+), 2024**

Source: U.S. Census Bureau, American Community Survey, 2024.



## *A Look Ahead:* WHERE ARE WE GOING?

To build on its robust growth and strong accomplishments, the Palm Beach North Chamber Board of Directors initiated an update to the Strategic Plan beginning in July 2025. Working with regional partners, the Chamber established the 2026 Palm Beach North Regional Strategic Plan as a decision-making framework to guide the entire Palm Beach North region. The updated Plan defines a set of three strategic imperatives for regional execution by a wide range of partners and fully supported by the PBN Chamber's regional leadership. The updated Plan uses a five-year window through 2030 to encourage longer-term planning and capacity building and to align with the Florida Chamber of Commerce Foundation's Florida 2030 Blueprint, which serves as a statewide strategic plan.

The PBN Chamber appointed a 19-member steering committee to guide the strategic planning process, representing a mix of business, government, civic, and academic organizations. The strategic planning process included:

- A **review of external trends and forecasts**, including demographic, technological, and economic changes shaping the future of the Palm Beach North region.
- A **half-day strategic planning workshop** with active participation from more than 40 Chamber members and regional stakeholders from a wide array of public and private sector entities, ranging from health sciences and manufacturing to higher education and regional planning.
- A **review of best practices and emerging ideas**, including a two-day benchmarking trip, brought together over a dozen Palm Beach North community and business leaders to meet with peers across key industries including chambers of commerce, workforce development, economic partnerships, healthcare, higher education, and transportation. The visit surfaced fresh ideas, best practices, and potential partnerships that had not previously been explored, offering valuable insights to help drive continued progress in Palm Beach North.



These sources of input identified strengths, weaknesses, opportunities, and challenges facing the Palm Beach North region and helped to refine and update the priorities and actions for the PBN Chamber and its regional partners and stakeholders to pursue over the next five years.

The strategic planning process called attention to trend and uncertainties that have emerged as critical issues in recent years with far-ranging implications for the Palm Beach North region. These include:

- **Artificial intelligence, robotics, and other emerging technologies** that are likely to change the workforce skills and abilities that will be in high demand in the near future
- **Challenges regarding the availability and readiness of developable land** for large-scale, multi-purpose developments across the Palm Beach North region.
- **Community health needs**, ranging from feelings of isolation and disconnectedness among residents to the identification and treatment of intensive mental health issues among young people.
- **Heavier traffic** due to higher growth and development, leading to a greater need for more multimodal options for residents, workers, and visitors across the Palm Beach North region.
- **Increasing cost of living pressures**, including housing and childcare, that threaten the Palm Beach North region’s ability to attract new residents and business from both inside and outside of Florida.

In developing strategies and actions to respond to these new emphasis areas, it is critical for the PBN Chamber and its regional partners and stakeholders to maintain flexibility in our strategic thinking as we move forward. This Plan has been designed to adapt to these trends and to other trends as they may emerge in the years to ahead.

## Shared Purpose and Strategic Imperatives

The Regional Strategic Plan reaffirms the shared purpose: foster a partnership of private, public, education, and civic organizations working together to ensure Palm Beach North is Florida’s Prosperity Coast®.

This purpose will be achieved through focusing on three strategic imperatives, all supported by the Palm Beach North Chamber of Commerce’s regional leadership, forming a decision-making framework to guide the PBN Region.



**“From a business perspective, a unified regional Strategic Plan provides clarity and predictability. Employers depend on strong infrastructure, a skilled workforce, and a region that understands what it takes to compete.”**

*Clint Lowe, Engineering Chief of Staff, Carrier*

# Strategic Imperative: Prosperous Economy



Sustaining and growing a prosperous economy that can compete regionally, nationally, and globally has been the highest priority for the PBN region during the past three years. Supply chain restructuring, rapid technological advancement, and new

investment from the public and private sectors have created opportunities for numerous industries, including artificial intelligence and quantum computing, financial services, life sciences, aerospace, and aviation. And while Palm Beach North’s geography and infrastructure confer numerous competitive advantages for businesses, it is essential to ensure that we are preparing our workforce and our communities to accommodate **greater and more diversified economic growth**.

We must **plan for the jobs of today as well as the jobs of tomorrow**, including those that will be needed to employ and serve the more than 85,000 additional residents that the region’s incorporated communities are expected to add by 2035, including more than 25,000 for West Palm Beach alone. We must acknowledge potential **significant changes to the nature of work**, as artificial intelligence, robotics, and other technologies may rapidly change the sorts of skills and abilities that workers need to compete in the 21<sup>st</sup> century while unlocking new productivity benefits.

These emerging technologies are also expected to create new jobs and demand for new investment in a wide array of fields, leading to new opportunities in which our region can lead. Additional growth in remote and hybrid work are making it easier for people to **work from anywhere** and therefore **select where to live based on the quality of life**. This trend creates new opportunities for PBN to compete for talent across a wide array of sectors.

## Palm Beach North Target Sectors

- Aerospace and aviation
- Artificial Intelligence
- Business and financial services
- Financial Services
- Healthcare
- Logistics
- Life sciences
- Manufacturing
- Marine industry and tourism
- Performing arts and culture
- Quantum Computing

To ensure that we are positioned for growth, we must **strengthen our workforce pipelines** to be resilient to disruptive technologies, **encourage small business establishment and maturation**, and **pursue site development plans** that combine commercial spaces, business incubators, residential housing, and recreation facilities as work-live-play communities. These strategies demand close coordination across industries and between the public and private sectors to design supportive policy, move sites into the pipeline for development, and share research and best practices on the next generation of workforce readiness.

**“A prosperous Palm Beach North is one where businesses can innovate, expand, and attract talent because the region is aligned.”**

*Michele Jacobs, CEO,  
Economic Council of Palm Beach County*



FIVE-YEAR OUTCOMES	STRATEGIES	ACTIONS
<ul style="list-style-type: none"> <li>Expanded number of employees with high-quality, industry-relevant credentials</li> <li>Above-average job growth in target industry clusters (compared to Florida)</li> </ul>	<ul style="list-style-type: none"> <li>Build more robust workforce pipelines and multi-purpose sites for target clusters, including life sciences, logistics, AI, aerospace / aviation, and manufacturing</li> <li>Evaluate and prepare for disruptive changes in the workforce</li> </ul>	<ul style="list-style-type: none"> <li>Facilitate discussions with relevant industries to better understand workforce gaps and recruitment/retention challenges</li> <li>Understand impacts of emerging technologies, such as AI, on economic development, workforce needs, and business operations</li> </ul>
<ul style="list-style-type: none"> <li>More supportive business ecosystem for small business development</li> </ul>	<ul style="list-style-type: none"> <li>Expand small business programming for accessing capital, encouraging growth and longevity, mentoring, and other supportive services</li> </ul>	<ul style="list-style-type: none"> <li>Expand programs for local small business grants</li> <li>Promote Palm Beach North as a visitor destination and incubator hub for arts, culture, and entertainment</li> </ul>
<ul style="list-style-type: none"> <li>Expanded supply of sites ready for economic development, including innovative multi-purpose locations</li> </ul>	<ul style="list-style-type: none"> <li>Work with municipalities and Palm Beach County to identify and conduct early planning for greenfield and brownfield development sites</li> <li>Expand use of Opportunity Zones and Foreign Trade Zones to improve multi-purpose development efforts</li> <li>Establish and sustain pathways to economic opportunities for all Palm Beach North municipalities</li> </ul>	<ul style="list-style-type: none"> <li>Expand existing Opportunity Zone designations to connect with critical infrastructure</li> <li>Expand use of Foreign Trade Zones in long-range planning efforts and grant opportunities</li> </ul>

## Regional Competitiveness Indicators for Prosperous Economy

**2019-2024:** Growth driven by Education and Health Services, Professional and Business Services, and Construction

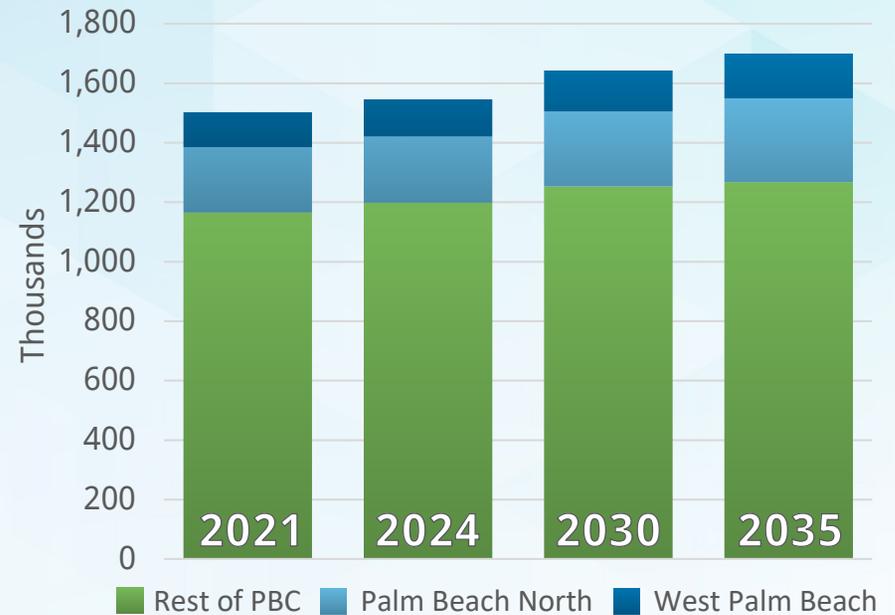
**2024-2032:** Projected growth driven by Professional and Business Services, Finance, and Trade, Transportation & Logistics

Between 2024 and 2035, Palm Beach North and West Palm Beach are forecasted to grow by more than 19% compared to less than 6% for the rest of Palm Beach County



**TOTAL EMPLOYMENT:**  
2019, 2024, AND 2032

Source: United States Bureau of Labor Statistics, 2024 and FloridaCommerce 2024.



**PALM BEACH COUNTY PROJECTED POPULATION GROWTH:** 2021 - 2035

Source: University of Florida Bureau of Economic and Business Research, 2024.

## Strategic Imperative: High Quality of Life



Part of what makes the Palm Beach North region so special – and so attractive to businesses, residents, and visitors – is **the rich array of amenities and landmarks, both natural and manmade**, that are widely accessible. Although each community within the

region has its own unique set of features that gives it a special appeal, when taken together, the Palm Beach North region becomes an excellent place not only to work, but to live, learn, explore, and play at all stages of life.

Maintaining this quality of life requires action from the public and private sectors across all 11 municipalities and our unincorporated areas to **address challenges of affordability and accessibility**. Our region’s growth gives us the resources to make sound investments, but it requires us to **make sure that growth does not displace our essential workforce**: our teachers, nurses, first responders, and front-line workers in the service and healthcare industries. A rising cost of living, most notably affecting affordable and accessible housing, is a national challenge. However, there are tools at our disposal to fight that challenge regionally, from policy reform and streamlining permitting processes to improving access to credit.

What defines a high quality of life changes over time. As a region, we must **make sure that support systems are in place from early childhood, to entering the workforce and starting a family, to retiring in comfort**.

Accessible and affordable resources and amenities for young children, from childcare centers to safe and accessible parks, are particularly critical – research has shown that investment in early child development yields numerous benefits later in life, ranging from higher test scores to better health and wellness outcomes. Increased access to mental health services, preventive medicine resources, and affordable health insurance is also essential to helping our residents thrive.

**“Quality of life – things like housing, health, childcare, and community – is directly tied to economic success. If people can’t live well here, businesses can’t grow here.”**

*Commissioner Maria Marino,  
Former Mayor, Palm Beach County*

Contributing to and maintaining the regional quality of life necessitates **carefully planning growth to ensure development does not outpace what our communities can sustain**. Before Palm Beach North had its world-class research institutions and cutting-edge industrial parks, it had its greenspace, lakes, and a vibrant shoreline. These natural amenities continue to draw visitors from around the world and entice people to settle down in the area, and they must be preserved for generations to come.



## FIVE-YEAR OUTCOMES

- Better health and wellness for all Palm Beach North residents
- Sustainable growth that balances quality of life with population, visitor, and economic growth
- More affordable cost of living
- Expanded supply of affordable and attainable housing for essential workers

## STRATEGIES

- Improve services for physical, mental, and community health
- Strengthen community resources for raising children in Palm Beach North, including childcare, schools, libraries, parks, and other amenities
- Maintain the quality and accessibility of natural resources in the Palm Beach North region
- Work with public and private sector partners to encourage neighborhood amenities and green spaces, and increase affordable and attainable housing and services, through pro-development and pro-expansion policies, expedited permitting and access to capital

## ACTIONS

- Support efforts to reduce stigmas associated with mental health issues and treatment
- Encourage investment in and development of mental health facilities and resources
- Expand resources and programming to address food insecurity
- Market Palm Beach North as the best place in Florida to start a career, raise a family and vacation
- Advocate for investment in childcare and Pre-K services
- Advocate for land conservation and water management initiatives
- Establish innovative partnerships to provide attainable housing, including live / learn / work communities



### Regional Competitiveness Indicators for High Quality of Life



**KINDERGARTEN READINESS (AS SHARE OF TEST-TAKING POPULATION), 2019-2024**

Source: Florida Department of Education, 2024.



**Palm Beach County graduation rates have increased five percentage points over the past four years.**  
*Source: Palm Beach County School District, 2024.*



**Over 42% of Palm Beach North households spend more than 30% of their income on housing.**  
*Source: U.S. Census Bureau, American Community Survey, 2024.*



## Strategic Imperative: Resilient & Connected Region



As Palm Beach North has continued to experience robust growth and development, careful planning and management of our infrastructure is necessary to ensure that our transportation, energy, and broadband systems have sufficient

capacity to accommodate growth and that our land use planning systems support safe and efficient access throughout the Palm Beach North region. This effort requires a **multimodal approach that leverages all our assets to strengthen the economy and facilitate movement**, from maintaining safe and reliable highways to ensuring our public transit providers and alternative transportation systems offer connection throughout the region to investing in capacity at our two airports and the Port of Palm Beach to support a growing population and economy.

This approach is accomplished by creating both county-wide and region-specific plans, including **a regional mobility investment strategy for advancing and completing multi-jurisdictional projects with regional impact**. At the same time, the region must coordinate on policies, plans, and partnerships that move towards a long-term vision of versatile and varied options. This approach can leverage the existing public transportation and rail options of PalmTran, Tri-Rail, and Brightline while pursuing strategic investments in active transportation, microtransit, and autonomous vehicles. Collaboration should occur between municipalities, the County, transit providers, and the Palm Beach Metropolitan Planning Organization.

Resilience and connectivity are also essential to guard against negative risks, not just the challenges of growth. There is **urgent need to prepare for and respond to a wide array of disruptive events that may occur more frequently and have more significant impacts**. From natural disasters, such as hurricanes and floods, to man-made disasters, like cybersecurity attacks and terrorism, there are many risks that threaten the Palm Beach North community, its businesses, and its residents.

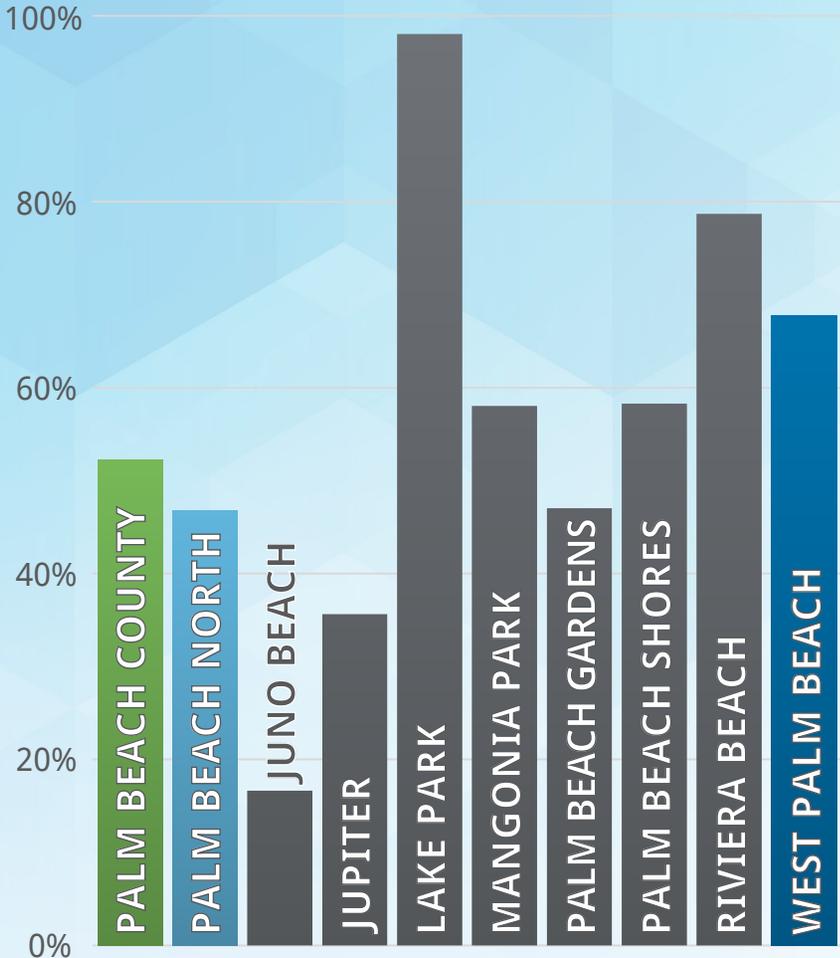
Responding to these threats requires action from public and private entities alike. **Continuity of operations plans for businesses and municipal vulnerability assessment and investment strategies for public entities** are critical tools to ensure that, if and when disruption happens, its impacts are mitigated and a return to normal operations is swift and efficient. **Resilience efforts must target our transportation, energy, and telecommunication systems** to ensure functionality can be maintained across all infrastructure systems. We stand ready to support these efforts with technical assistance and facilitation services to identify priorities, shape investment strategies, and build long-term recovery plans.



FIVE-YEAR OUTCOMES	STRATEGIES	ACTIONS
<ul style="list-style-type: none"> <li>• More options for travel within and between Palm Beach North communities, and between Palm Beach North and the rest of Florida</li> <li>• More economic centers with multimodal access to jobs and services</li> </ul>	<ul style="list-style-type: none"> <li>• Support development of a more connected, multimodal transportation system in Palm Beach North</li> </ul>	<ul style="list-style-type: none"> <li>• Support completion and implementation of Countywide Transportation Master Plan</li> <li>• Develop mobility hub plans to support future regional and interregional passenger rail service expansion</li> <li>• Connect municipalities to technical and financial support available through the Palm Beach Metropolitan Planning Organization, Florida DOT, and other partners</li> <li>• Advocate for express bus service, higher-frequency service, and first-mile/last-mile transit solutions to build toward high-capacity transit corridors</li> <li>• Advance land use planning and policy changes to build toward mobility hubs, transit-oriented development, and future rail stations</li> <li>• Develop a Palm Beach North mobility investment strategy, including sustainable funding for operations and potential applications for federal discretionary grants such as the federal Regional Infrastructure Accelerator program</li> </ul>
<ul style="list-style-type: none"> <li>• Increased growth and competitiveness of Palm Beach county airports and the Port of Palm Beach as economic drivers</li> </ul>	<ul style="list-style-type: none"> <li>• Support expansion of direct flights to Palm Beach International and general aviation activities at North County Airport</li> <li>• Support continued growth of cargo and passenger activity at the Port of Palm Beach, including efficient intermodal connections</li> </ul>	<ul style="list-style-type: none"> <li>• Promote PBI and North County Airport for business travel</li> <li>• Increase cargo and cruise market growth at the Port of Palm Beach</li> </ul>
<ul style="list-style-type: none"> <li>• Enhanced preparation for and more rapid return to normal from extreme weather events and other major disruptions</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage all Palm Beach North businesses to develop Continuity of Operations plans</li> </ul>	<ul style="list-style-type: none"> <li>• Expand technical assistance for developing business continuity plans</li> <li>• Complete municipal vulnerability assessments and integrate findings into capital plans</li> </ul>



# Regional Competitiveness Indicators for Resilient & Connected Region



**PERCENTAGE OF WORKFORCE WITHIN 0.5-MILE OF TRANSIT SERVICE, 2023**

Source: Center for Neighborhood Technology AllTransit Metrics, 2023.



**Heat-related emergency calls to Palm Beach County Fire Rescue doubled between July 2022 and July 2023. Increased risk of heat-related illness and injury increases the need for air conditioning and publicly-available cooling centers, which puts more stress on the energy grid.**



**Since 2000, average 5-year rainfall volumes in West Palm Beach have increased from 60 inches to nearly 69 inches. Heavier rainfall brings with it a higher risk of flooding, disrupting transportation systems and increasing costs for homeowners.**

*Source: National Oceanic and Atmospheric Administration. Florida State University.*

## Strategic Imperative: Regional Leadership



The PBN Chamber is proud to drive the discussion forward for shaping the growth and development of the region. We celebrate the broad network of public and private partners with whom we regularly engage to support new growth for our

businesses, build new programs, cultivate new leaders, and advocate for new policy. In the past three years, **the Chamber has made significant progress on expanding programming and resources for small and local businesses, planning and facilitating premier community events, and speaking on our region's priority issues** with local, regional, and state elected officials. We are proud of the partnerships we have forged and strengthened with the county and municipal governments, colleges and universities, women and minority-owned business organizations, small business associations, government agencies, and key regional partners.

In looking at this record of success, we recognize where there is more work to be done. A prosperous economy, a high quality of life, and a resilient and connected region can be achieved only through collaboration among private, public, academic, and civic sectors. **A shared regional vision for Palm Beach North is a foundational step to align efforts across all parties** and identify opportunities for more effective collaboration and partnership. This common understanding also will lay the groundwork for long-term planning with partnerships that can launch and sustain multi-year efforts. The regional vision must also **align with state initiatives**, including the **Florida Chamber of Commerce's Florida 2030 Blueprint**, to ensure that Palm Beach North can leverage state resources and contribute to a strong state business climate.

Long-term planning brings the need to not only build resources, but develop the people who will manage them and will shape the discussion. The PBN Chamber is **thinking strategically about the candidate recruitment and leadership development pipelines that exist for all levels of government** and how they can be strengthened and broadened to encourage multiple generations from all communities to step forward. We want to create opportunities for everyone to contribute to the shared regional vision and build something greater than all our individual efforts ever could.

Shaping the future also requires the PBN Chamber to **cultivate policy as well as people**. As part of this shared vision planning, the PBN Chamber is making a careful assessment of our operations, communications, and advocacy efforts, and we are looking at ways to elevate the reach and clarity of our messaging. This effort will include dedicated advocacy campaigns for complex issues, like property taxes and municipal budgeting, as well as strategic leveraging of our unique brand identity with a rebranded Political Action Committee (PAC).

**“Alignment and measurement give us momentum — and momentum is what turns vision into sustained economic success.”**

*Kelly Smallridge, CEO,  
Business Development Board of Palm Beach County*

## FIVE-YEAR OUTCOMES

- Shared vision for the future of Palm Beach North
- Expanded and unified regional leadership across multiple generations
- Stronger advocacy in support of the regional vision and Regional Strategic Plan

## STRATEGIES

- Develop a shared long-term regional vision for Palm Beach North that builds on and extends this Regional Strategic Plan
- Track progress toward the regional vision and Regional Strategic Plan implementation
- Establish and expand candidate recruitment pipelines for local, regional, state, and federal elected officials
- Strengthen existing and emerging leadership development programs
- Expand on Palm Beach North's brand identity to emphasize unique attributes and amenities of the region

## ACTIONS

- Develop an approach for a long-term regional vision and identify resources for vision development and implementation
- Launch annual regional competitiveness report and annual state of the region event
- Coordinate with municipalities, Palm Beach County, and other partners to conduct additional benchmarking trips
- Establish a college leadership program
- Establish local Florida Institute for Political Leadership
- Rebrand PAC
- Expand public education campaigns on municipal budgets and property taxes





## *What's Next:* LAUNCHING IMPLEMENTATION

The Palm Beach North Regional Strategic Plan is intended to guide the programs and activities of public and private entities over the next five years. For each strategic imperative, the PBN Chamber will work with regional partners to establish working groups to build out the strategies and deliver on the actions. The Strategic Plan Steering Committee will play a critical role to guide implementation and assist working groups with their activities, providing technical assistance as well as accountability for implementation.

To initiate Strategic Plan implementation, each strategic imperative working group will:

- **Refine identified actions and progress indicators** for each strategy.
- **Encourage lead organizations to execute specific actions** with support from key partners and stakeholders.
- **Build action plans** that establish timelines, milestones, resources, and dependencies for execution.
- **Report regularly on strategic imperative progress** to the full Steering Committee and the PBN Chamber Board, as well as the broader PBN community.

- **Review, revise, and update action items** as necessary throughout the lifecycle of the Strategic Plan as action items are achieved and/or as the region's needs change.
- **Coordinate with the PBN Chamber on an ongoing basis** for marketing, branding, communication, and other strategic support to leverage and promote the Chamber's role as a convener, catalyst, and champion for the Palm Beach North region and its partners.

The action items outlined in the Regional Strategic Plan will therefore need to be fluid and responsive to ongoing evolution in the needs and priorities for our region and its businesses, residents, and visitors. Regular assessment of progress and ongoing engagement among stakeholders with the issues and opportunities at hand will be necessary to ensure that the Regional Strategic Plan keeps pace with a rapidly changing world.

As part of this roll-out in support of implementation, the PBN Chamber is working with the Economic Development Council of Palm Beach County, the Business Development Board of Palm Beach County, and CareerSource Palm Beach County to build a Regional Competitiveness Report. This Report will assess the performance of numerous metrics related to the economy, education, health and wellness, transportation, and housing affordability.



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### **PALM BEACH NORTH REGIONAL STRATEGIC PLAN STEERING COMMITTEE**

- **Traci Rollins**, Gunster (Chair)
- **Chip Armstrong**, The Armstrong Group at the Keyes Company
- **Mike Bauer**, Roger Dean Chevrolet Stadium
- **Ryan Britton**, Florida Atlantic University
- **Timothy Burke**, Burke Consulting
- **Laura Curran**, First Citizens Bank
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PALM BEACH NORTH  
CHAMBER OF COMMERCE