



Department Report

DATE: July 21, 2025
FROM: Dr. Philip C. Harris, D.B.A., Director, Economic Development
SUBJECT: Monthly Report – June 2025

BACKGROUND

In June 2025, the Economic Development Department advanced the City's mission to foster economic growth and community vitality through several targeted initiatives. These included the launch of the "Dine Local. Savor Greenacres" marketing campaign to spotlight and support local restaurants, the successful hosting of the City of Greenacres Job Fair to connect employers with job seekers and strengthen the local workforce, and the continued delivery of business assistance services through partnerships like Prospera USA. Additionally, the Department engaged in ongoing redevelopment and investment outreach, holding strategic meetings with prospective developers and consultants to position Greenacres for sustainable growth and revitalization. These efforts reflect the City's long-term goals, innovation, and economic resilience.

1. Dine Local. Savor Greenacres – New Marketing Initiative



The Department has launched a new social media campaign titled **"Dine Local. Savor Greenacres"** to highlight the diverse and unique dining experiences available throughout the city. This initiative is part of our ongoing efforts to promote small business visibility and support the growth of locally owned and managed restaurants.

Through this series, the City is featuring popular dishes, beverages, and behind-the-scenes stories from local eateries on its official social media platforms. The campaign aims to generate buzz among residents and visitors by spotlighting the passion, creativity, and hospitality that define Greenacres' food scene.

Our goal is to celebrate the culinary entrepreneurs who contribute to the city's vibrancy and economy, showcasing what we believe to be some of the best dining options in Palm Beach County and South Florida. Restaurants of all types and sizes, excluding national chains, are encouraged to participate.

With high-quality photography and video storytelling, "Dine Local. Savor Greenacres" will elevate community pride, drive foot traffic, and increase awareness of the hidden gems within our city. Greenacres is calling on any local restaurant with a great menu, welcoming atmosphere, and passionate team to join the campaign and be part of this citywide celebration of food and culture.

[Visit website for more details here.](#)

2. Workforce Development – City of Greenacres Job Fair

On Wednesday, June 25, 2025, the Department, in partnership with CareerSource Palm Beach County, Prospera, the Hispanic Chamber of Commerce of Palm Beach County, and the Central Palm Beach County Chamber of Commerce, successfully hosted the City of Greenacres Job Fair at the Community Center. The event ran from 10:00 AM to 1:00 PM, bringing together 28 participating employers and nearly 500 job seekers, surpassing initial expectations. The job fair served as a key element of the City's ongoing workforce development strategy and achieved the following outcomes:

- Connected employers directly with qualified job seekers
- Promoted local hiring and inclusive employment opportunities
- Increased public awareness of career pathways, training programs, and job readiness resources

The event also garnered positive media coverage, helping to amplify community engagement and public visibility. Coverage included: WPBF 25 ABC News, Glades Media 99.5 FM – LA LEY, HOT 105.1 FM, and La Primera 104.1 FM.

An Employer Survey Summary Report was completed at a post-event, with responses from 14 of the 28 employers (50% response rate) providing valuable insights. Highlights from the feedback included:

- Strong praise for the event's organization, venue, and turnout
- High satisfaction with the quality of candidates and meaningful onsite engagement
- Recommendations to host future job fairs on a quarterly or biannual basis to maintain momentum and expand hiring success

The success of the June 25th Job Fair reaffirms the City's commitment to bridging employment gaps, advancing workforce inclusion, and strengthening Greenacres' local economy through dynamic, community-driven initiatives. [See full post and more photos here!](#)

3. Business Assistance

Small Business Technical Assistance – Prospera USA

Through our partnership with Prospera USA, the Department continues to provide free one-on-one consultations to local small businesses at City Hall. In addition, a Small Business and Entrepreneur Orientation session was scheduled on June 10th in the City Hall Training Room to support aspiring entrepreneurs with startup planning and business development resources.

4. Redevelopment and Investment Outreach

The Department has actively engaged in a series of meetings and strategic presentations with prospective developers to advance key redevelopment opportunities in Greenacres. These efforts have included collaboration with Retail Strategies, the City's retail recruitment consultant, to align market data, site readiness, and investment potential with developer interests.

These engagements are part of a broader recruitment plan aimed at attracting quality redevelopment projects that support the City's goals for economic vitality, improved commercial corridors, and enhanced community amenities. Discussions have focused on underutilized sites, infill development, and the potential for mixed-use and destination retail concepts that align with the City's long-term vision. These outreach efforts signal growing interest and momentum around Greenacres as a desirable location for future investment.

5. Strategic Partnerships and International Collaboration

Sister Cities International Exploration

On June 27, 2025, the Economic Development Department, in coordination with the City Clerk's Office, held a virtual meeting with representatives from the Mexican Consulate in Miami to explore opportunities for partnership that would benefit Greenacres residents. During the meeting, the Consulate outlined four key areas of service that could be extended to support the Greenacres community:

- Consular Services & ID Support – including passports and *Matrícula Consular* issuance
- Economic Promotion – support for trade facilitation and small business development
- Cultural Outreach – programming through the Mexican Cultural Institute
- Community Assistance – resources related to legal aid, emergency preparedness, and civic education

The discussion highlighted a clear service gap in Greenacres, particularly in support for the City's Hispanic/Mexican population, one the Consulate is well-positioned to help address.

Additionally, the meeting included a dialogue with Sister Cities International, where we received enthusiastic support for pursuing a formal sister-city relationship. This effort aligns with successful models previously established by the Mexican Consulate in Miami, which integrate cultural, educational, and economic initiatives through international affiliations. This exploratory effort represents a meaningful step toward strengthening international collaboration, expanding services to residents, and enhancing Greenacres' global civic profile.
