



# Florida Strategic Plan for Economic Development

## July 2012 – June 2017 (V19.0, [www.floridajobs.org/FL5yrPlan](http://www.floridajobs.org/FL5yrPlan))

### At-A-Glance

- Vision** ○ Florida will have the nation's top performing economy and be recognized as the world's best place to live, learn, play, work and do business.
- Goals**
- Lead the nation in global competitiveness as a location for business, investment, talent, innovation and visitors.
  - Lead the nation in economic growth and prosperity.
  - Lead the nation in quality of life.
- Objectives**
- Improve employment in Florida.
  - Expand global commerce.
  - Foster opportunities for prosperity.
  - Increase Florida's attractiveness to workers, residents and visitors.
  - Grow businesses.

| Cross-Cutting Strategies   |  |   |  |  |   |
|--|--|---|--|--|---|
| <ol style="list-style-type: none"> <li>1. Strengthen collaboration and alignment among state, regional and local entities toward the state's economic vision.</li> <li>2. Develop and implement a statewide strategy to develop regional talent and innovation clusters using global best practices.</li> <li>3. Connect economic development, talent, infrastructure, housing, partnerships and other resources within and across regions to build Florida as a globally competitive megaregion.</li> <li>4. Position Florida as a global hub for trade, visitors, talent, innovation and investment.</li> </ol>                            |  |   |  |  |   |
| Area-Specific Strategies   |  |   |  |  |   |
| Talent Supply & Education  | Innovation & Economic Development  | Infrastructure & Growth Leadership  | Business Climate & Competitiveness   | Civic & Governance Systems   | Quality of Life & Quality Places  |
| <ol style="list-style-type: none"> <li>5. Align education and workforce development programs to foster employment opportunities and develop and retain talented workers with the skills to meet current and future employer needs.</li> <li>6. Develop an integrated pre-K through career education system to prepare students for becoming successful workers or entrepreneurs.</li> <li>7. Lead the nation in science, technology, engineering, and mathematics (STEM) research, education and market-relevant technical skills.</li> <li>8. Expand access to education and training programs for talent in distressed markets.</li> </ol> | <ol style="list-style-type: none"> <li>9. Strengthen Florida's leadership in expanding and emerging talent and innovation clusters and help transition established clusters to serve new markets.</li> <li>10. Grow, sustain, and integrate efforts related to research and development, technology transfer and commercialization, and capital to create, nurture and expand innovation businesses.</li> <li>11. Expand the number of Florida businesses selling goods and services internationally and diversify the markets they serve.</li> <li>12. Brand and consistently market Florida as the best state for business.</li> </ol> | <ol style="list-style-type: none"> <li>13. Coordinate decision making and investments for economic development, land use, transportation, infrastructure, housing, water, energy, natural resources, workforce and community development at the statewide, regional and local levels.</li> <li>14. Develop and maintain multimodal, interconnected trade and transportation systems to support a prosperous, globally competitive economy.</li> <li>15. Develop and maintain a cutting-edge telecommunications infrastructure.</li> <li>16. Ensure the future supply and quality of water to meet Florida's economic and quality of life goals.</li> <li>17. Develop and maintain diverse, reliable, and cost effective energy sources and systems to meet Florida's economic and environmental goals.</li> </ol> | <ol style="list-style-type: none"> <li>18. Renovate permitting, development, and other regulatory processes to meet changing business needs and provide a predictable legal and regulatory environment.</li> <li>19. Ensure state, regional and local agencies provide collaborative, seamless, consistent and timely customer service to businesses and workers.</li> <li>20. Reduce barriers to small/minority business and entrepreneurial growth.</li> <li>21. Expand opportunities for access to capital for businesses throughout their life cycle.</li> <li>22. Work with industry to ensure property and health insurance rates are competitive with other large states.</li> <li>23. Develop a government revenue structure that encourages business growth and development.</li> </ol> | <ol style="list-style-type: none"> <li>24. Support and sustain statewide and regional partnerships to accomplish Florida's economic and quality of life goals.</li> <li>25. Improve the efficiency and effectiveness of government agencies at all levels.</li> <li>26. Invest in strategic statewide and regional economic development priorities.</li> </ol> | <ol style="list-style-type: none"> <li>27. Create and sustain vibrant, safe and healthy communities that attract workers, businesses, residents and visitors.</li> <li>28. Ensure Florida's environment and quality of life are sustained and enhanced by future growth plans and development decisions.</li> <li>29. Promote, develop, protect and leverage Florida's natural, art and cultural assets in a sustainable manner.</li> </ol> |

# Comprehensive Economic Development Strategy (CEDS) for the North Central Florida Regional Planning Council (2013 -2017)



October 2012 - September 2017

## Vision

- North central Florida will become the leading rural region within Florida by creating a business environment that is a viable alternative to the urban areas of Florida. The region will be recognized as one of the best places to live, learn, work and do business in the state and nation.

## Goals

- Enhance the region's competitiveness as a location for business, investment, talent, innovation and tourism.
- Expand north central Florida's intermodal transportation and communication systems to enhance the region's economic growth and prosperity.
- Promote the region as a unique tourism destination, while preserving and enhancing the region's natural environment and quality of life.

## Objectives

- Improve employment opportunities in North Central Florida.
- Foster opportunities for prosperity.
- Grow local businesses.
- Expand global commerce.
- Increase north central Florida's attractiveness to employers, workers, residents and visitors.

## Cross-Cutting Strategies

- Strengthen collaboration and alignment among north central Florida's public, private and non-profit entities toward a shared economic vision.
- Develop regional talent and innovation clusters using global best practices.
- Position north central Florida as a globally competitive region by integrating economic development, infrastructure and other resources in support of regional economic development initiatives.
- Diversify the regional economy by expanding existing industry clusters and supporting emerging innovation clusters.

## Area-Specific Strategies

| Talent Supply & Education   | Innovation & Economic Development   | Infrastructure & Growth Leadership  | Business Climate & Competitiveness  | Civic & Governance Systems  | Quality of Life & Quality Places  |
|---|---|---|---|---|---|
| 1. Connect and align education and workforce development programs to develop the region's current and future talent supply chain and meet employer needs.   | 3. Grow, sustain and integrate efforts related to research and development, technology commercialization, and seed capital to create, nurture and expand regional innovation businesses.  | 7. Modernize the region's transportation, telecommunications, energy, water and wastewater systems to meet future demand and respond to changing business needs.  | 9. Streamline permitting, development and other regulatory processes at the local level to meet changing business needs and provide a predictable legal and regulatory environment in the region. | 12. Support and sustain regional partnerships to accomplish the region's economic and quality of life goals.  | 13. Ensure future growth and development decisions maintain a balance between sustaining the region's environment and enhancing the region's economy and quality of life.   |
| 1.a. Expand options for high school students to become industry certified while still in high school, as an alternative to college path.  | 3.a. Support development of the Innovation Square research and development park in Gainesville, and the integration of the University of Florida's research enterprise and commercialization programs into the fabric of the Innovation Square project through the Florida Innovation Hub at the University of Florida. | 7.a. Support the development of diverse, reliable and cost effective energy sources and systems to meet the region's economic and environmental goals.  | 9.a. Reduce barriers to small business and entrepreneurial growth.  | 12.a. Utilize the North Florida Economic Development Partnership's Economic Development Academy as a vehicle to provide a functional understanding of economic development concepts to local elected officials. | 13.a. Create and sustain vibrant, healthy communities that attract workers, businesses, residents and visitors to the region.   |
| 1.b. Integrate education, training and workforce development to develop a strong supply chain.  | 3.b. Support the development of existing and new business incubators/accelerators throughout the region.  | 7.b. Ensure the future supply and quality of water to meet the region's economic and quality of life goals by encouraging the use of the groundwater resources of the region in a sustainable manner and by strengthening local control of area surface and groundwater systems and supplies. | 9.b. Develop a government revenue structure that encourages business growth and development.  | 12.b. Work with the Florida Association of Counties and the Florida League of Cities to add economic development information to their curriculums for newly elected officials.                                  | 13.b. Promote and incentivize local government in the development of vibrant city centers.  |
| 1.c. Support efforts by Florida Gateway College, North Florida Community College and Santa Fe College to expand education programs in healthcare related fields and create a marketing strategy to promote enrollment in health professions programs. | 4. Increase the number of regional businesses engaged in selling goods and services internationally and the diversification of the markets they serve.  | 7.c. Develop and maintain a cutting-edge telecommunications infrastructure by supporting the North Florida Broadband Authority's initiative to bring high-speed internet service to the rural areas of the region.  | 10. Ensure local government agencies provide collaborative, seamless, consistent and timely customer service to regional businesses.  | 12.c. Invest in strategic regional economic development priorities.   | 14. Promote, develop, and leverage the region's natural and cultural assets in a sustainable manner.  |
| 1. d. Support the creation of electronic medical records education and training programs utilizing a regional community adaptive health information technology model.   | 4.a. Provide educational opportunities to regional businesses interested in international trade on the advantages of exporting their goods and services.  | 7.d. Develop and maintain multimodal, interconnected trade, logistics and transportation systems to enhance freight mobility in support of a prosperous, competitive economy.   | 10.a. Work with water management districts in the region to simplify permitting process for new and expanding businesses.   |   | 14.a. Support the efforts of the Original Florida Tourism Task Force and other regional tourism marketing organizations to develop sustainable tourism-based economic development programs and increase the entrepreneurial capacity of the hospitality industry. |
| 2. Expand access to education and training programs for talent in distressed markets (e.g., rural, urban core) throughout the region.   | 5. Brand and market the north central Florida region as the best location for business.   | 7.a. Support the continued development of the Gainesville Regional Airport as part of the State's Strategic Intermodal System and promote the designation of the Lake City Municipal Airport as part of the State's Strategic Intermodal System.  | 11. Expand opportunities for access to capital for businesses throughout their life cycle.  |   | 14.b. Improve the branding and awareness of the region as a tourism destination by leveraging regional resources with VISIT FLORIDA, the State's official tourism marketing organization.   |
| 2.a. Support the creation of online and distance learning programs for students that lack other means of attaining necessary training.  | 5.a. Support the North Florida Economic Development Partnership asset mapping and geographic information system projects in the region.   | 8. Improve coordination of economic development, land use, infrastructure, water, energy, natural resource, workforce and community development decision-making and investments at the regional level.  | 11.a. Create a database of capital sources available to regional businesses.  |   | 14.c. Promote and support the state parks within the region and improve branding and awareness of the parks as a tourist destination.   |
|   | 5.b. Support the development of the Enterprise Florida/Rural Economic Development Initiative Catalyst Sites located in Columbia County and Suwannee County by pursuing funding sources for the infrastructure necessary to develop the catalyst sites to shovel ready status.   | 8.a. Improve collaboration and alignment between regional/local agencies and business leaders through a regional vision.  |   |   |   |
|   | 6. Promote the continued viability of military installations in close proximity to the region.  |   |   |   |   |
|   | 6.a. Improve collaboration between local government and military leaders to utilize best management practices that ensure successful economic partnerships.   |   |   |   |   |

## Priority Project Areas

| Talent Supply & Education   | Innovation & Economic Development  | Infrastructure & Growth Leadership  | Business Climate & Competitiveness   | Civic & Governance Systems  | Quality of Life & Quality Places                  |
|---|--|---|--|---|---|
| Support the development of educational programs to increase the labor force in the healthcare and life sciences industry. | Support the development of the catalyst sites for the North Central Florida Rural Area of Critical Economic Concern. | Support continuing improvements to multi-modal infrastructure, including highway interchanges along interstate corridors, railway corridors, airport facilities and broadband infrastructure. | Support streamlining processes at the local level to encourage new businesses to open and help existing businesses thrive. | Support programs to educate local government officials in the fundamentals of economic development. | Support regional tourism promotional initiatives. |
|   | Support the development and expansion of regional business incubators and research parks.                            |   |  |   |   |