

Creating Statewide Approaches to Comprehensive Economic Development Strategies

Scott R. Koons, AICP
Executive Director
North Central Florida Regional Planning Council
Gainesville, FL

**National Association of Development Organizations
Executive Director Leadership Forum
Park City, Utah**

June 9, 2012



Partnerships for the Future

Overview

- Florida Economic Development Districts Coordinated Plan
- Florida Chamber Foundation Six Pillars
- Florida Strategic Economic Development Plan
- Summary

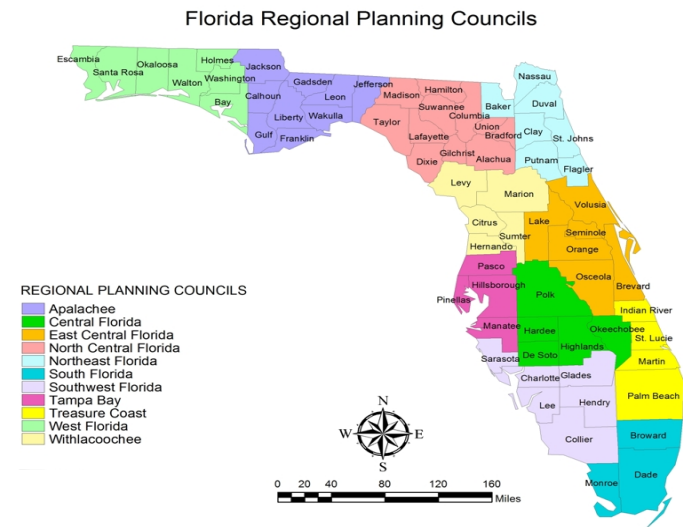


Partnerships for the Future

Economic Development Districts

Florida's 11 Regional Planning Councils

- Designated by U.S. Department of Commerce, Economic Development Administration as Economic Development Districts
- Charged to develop and adopt a Comprehensive Economic Development Strategy through a Strategy Committee



Partnerships for the Future

Florida Economic Development Districts Coordinated Plan

Why Statewide Alignment and Standardization?

- Coordination among District Strategies
- Common Data Sets and Measures
- Common Language and Template for all 11 Economic Development Districts
- Uniform Framework



Partnerships for the Future

Florida Economic Development Districts Coordinated Plan

Florida Chamber Foundation

- Six Pillars of Florida's Future Economy
- Organizing Framework for Comprehensive Economic Development Strategies



Partnerships for the Future

Florida Economic Development Districts Coordinated Plan

SIX PILLARS OF FLORIDA'S FUTURE ECONOMY



www.FLFoundation.org

FLORIDA
CHAMBER
Foundation



Partnerships for the Future

Florida Economic Development Districts Coordinated Plan

Six Pillars Indicators

- Talent Supply & Education
- Innovation & Economic Development
- Infrastructure & Growth Leadership
- Business Climate & Competitiveness
- Civic & Governance Systems
- Quality of Life & Quality Places



Partnerships for the Future

Florida Economic Development Districts Coordinated Plan

Talent Supply & Education

Considers entire life cycle:

- Early learning to pre K-20
- Workforce
- Retirement



Partnerships for the Future

Florida Economic Development Districts Coordinated Plan

Innovation & Economic Development

Considers Fundamentals Necessary to Start or Grow a Business in Florida

- Idea Creation to Commercialization
- Entrepreneurism to Economic Development
- Recruitment of Companies and Clusters
- Expansion of Existing Companies/Industries



Partnerships for the Future

Florida Economic Development Districts Coordinated Plan

Infrastructure & Growth Leadership

Accounts for Things Needed to Sustain Families, Communities and Businesses:

- Water
- Energy
- Transportation
- Conservation
- Emergency Preparedness



Partnerships for the Future

Florida Economic Development Districts Coordinated Plan

Business Climate & Competitiveness

Examines Items that Impact Businesses Ability to Grow and Compete:

- Regulation
- Cost of Doing Business
- Taxes
- Property Rights
- Insurance
- Litigiousness of State



Partnerships for the Future

Florida Economic Development Districts Coordinated Plan

Civic & Governance Systems

Considers Those Public Systems that Either Enable or Disable Progress:

- Electoral Processes
- Term Limits
- Constitutional Amendments
- Government Structures
- Courts and Municipal Systems
- Non-governmental Items
- Regional Stewardship Initiatives
- Philanthropy
- Civic Infrastructure



Partnerships for the Future

Florida Economic Development Districts Coordinated Plan

Quality of Life & Quality Places

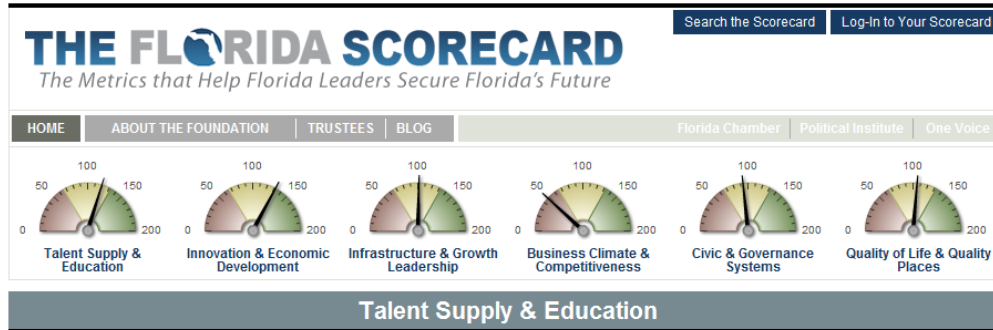
Examines Items that Make State a Great Place to Live, Work and Play

- Health
- Safety
- Wellness
- Diversity
- Cultural Identity
- Sense of Place



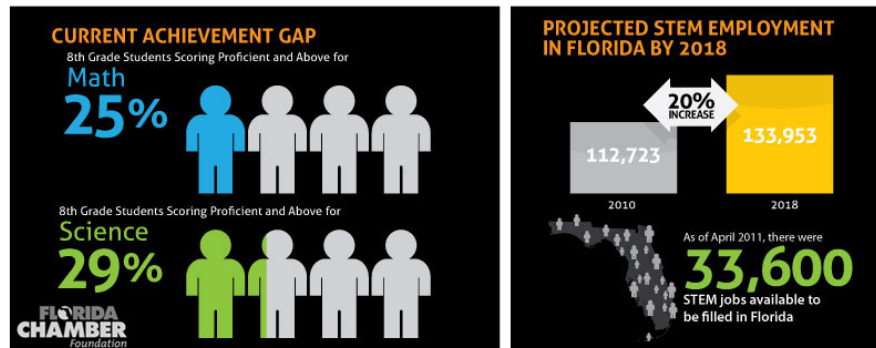
Partnerships for the Future

Florida Economic Development Districts Coordinated Plan



SCIENCE AND MATH PROFICIENCY VS PROJECTED FUTURE STEM EMPLOYMENT

Data from the
National Assessment of
Education Progress exams



Partnerships for the Future

Florida Economic Development Districts Coordinated Plan

Coordinated Comprehensive Economic Development Strategy

- Incorporating the Florida Chamber Foundation Six Pillars concept into the Comprehensive Economic Development Strategy Requirements
- All requirements listed in the Comprehensive Economic Development Strategy guidance documentation were matched with Six Pillars concepts



Partnerships for the Future

Florida Economic Development Districts Coordinated Plan – Technical Report

Talent Supply & Education

- Average Annual Wage
- High School Graduation
- 8th Grade Math Performance

Innovation & Economic Development

- Gross Domestic Product
- Bed Tax Collections
- Trade Exports and Imports



Partnerships for the Future

Florida Economic Development Districts Coordinated Plan – Technical Report

Infrastructure & Growth Leadership

- Population Counts, Estimates and Projections
- Annual Building Permits
- Vehicle Miles Traveled per Lane Mile

Business Climate & Competitiveness

- Average Annual Unemployment Rates
- Employment by Industry
- Wages by Industry



Partnerships for the Future

Florida Economic Development Districts Coordinated Plan – Technical Report

Civic & Governance Systems

- Millage Rates
- Registered Nonprofit Organizations
- Voter Participation

Quality of Life & Quality Places

- Per Capita Income
- House Purchase Price and Cost Index
- Persons Living in Poverty



Partnerships for the Future

Florida Economic Development Districts Coordinated Plan



State Five-Year Strategic Economic Development Plan

- Florida Department of Economic Opportunity
- Streamline Community, Workforce & Economic Development
- Attract, Expand and Create Businesses
- Measure Success



Partnerships for the Future

Florida Economic Development Districts Coordinated Plan

Stakeholder Forums

- 14 Regional and Targeted Forums Across State
- Over 1,000 High-Level Stakeholders from Local Government, Private Industry, Economic Development and Workforce Education
- Suggested Strategies and Tactics Added to State Priority List
- Strong Support for State/Regional Alignment and Six Pillars Framework



Partnerships for the Future



Developing Florida's 5-Year Strategic Direction – INITIAL REVIEW DRAFT #1 (5/15/2012)
 Statewide Strategic Plan Core Components At-A-Glance

“First Round” Statements and Strategies for the Five-Year Statewide Strategic Plan for Economic Development – 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, work, and do business.
- Goals**
- 🌐 Lead the nation in global competitiveness as a location for business, investment, talent, innovation, and visitors.
 - 🌐 Become the nation’s top performing economy.
 - 🌐 Lead the nation in quality of life.
- Objectives**
- 🌐 Create more jobs.
 - 🌐 Get Floridians back to work.
 - 🌐 Foster opportunities for prosperity.
 - 🌐 Grow businesses.
 - 🌐 Expand global commerce.
 - 🌐 Increase the competitiveness of Florida’s regions.

Cross Cutting Strategies
<ul style="list-style-type: none"> 🌐 Improve collaboration and alignment among state, regional, and local entities toward the state’s economic vision. 🌐 Develop and implement a statewide strategy to develop regional industry clusters using global best practices. 🌐 Position Florida as a global hub for trade, visitors, talent, innovation, and investment. 🌐 Connect economic development, talent, infrastructure, partnerships, and other resources across regions to build Florida as a globally competitive megaregion.

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 Florida’s current and future talent supply chain and meet employer needs. 2. Develop an integrated pre-K through career education system to prepare students for work. 3. Position Florida as a leader in science, technology, engineering, and mathematics (STEM) research, education, and market-relevant technical skills. 4. Expand access to education and training programs for talent in rural and urban distressed markets.	5. Strengthen Florida’s leadership in expanding and emerging industry clusters and help transition established clusters to serve new markets. 6. Grow, sustain, and integrate efforts related to R&D, technology commercialization, and seed capital to create, nurture, and expand innovation businesses. 7. Expand the number of Florida businesses selling goods and services internationally and diversify the markets they serve. 8. Brand and market Florida as the best state for business.	9. Modernize Florida’s transportation, telecommunications, energy, and water systems to meet future demand and respond to changing business needs. 10. Improve coordination of economic development, land use, infrastructure, water, energy, natural resources, workforce, and community development decision-making and investments at the statewide and regional levels. 11. Develop and maintain multimodal, interconnected trade and transportation systems to support a prosperous, globally competitive economy. 12. Develop and maintain a cutting-edge telecommunications infrastructure. 13. Ensure the future supply and quality of water to meet Florida’s economic and quality of life goals. 14. Develop and maintain diverse, reliable, and cost effective energy sources and systems to meet Florida’s economic and environmental goals.	15. Renovate permitting, development, and other regulatory processes to meet changing business needs and provide a predictable legal and regulatory environment. 16. Ensure state and local agencies provide collaborative, seamless, consistent, and timely customer service to businesses. 17. Reduce barriers to small business and entrepreneurial growth. 18. Develop a government revenue structure that encourages business growth and development.	19. Support and sustain regional partnerships to accomplish Florida’s economic and quality of life goals. 20. Invest in strategic statewide and regional economic development priorities.	21. Create and sustain vibrant, healthy communities that attract workers, businesses, residents, and visitors. 22. Ensure future growth plans and development decisions sustain Florida’s environment and enhance Florida’s quality of life. 23. Promote, develop, and leverage Florida’s natural and cultural assets in a sustainable manner.

Florida Economic Development Districts Coordinated Plan

Statewide Alignment and Standardization

- **Alignment** with Florida Chamber Foundation's Six Pillars of Florida's Future Economy
- **Alignment** with Regional Economic Development Districts Comprehensive Economic Development Strategies
- **Alignment** with State's Five-Year Economic Development Strategic Plan



Partnerships for the Future

Florida Economic Development Districts Coordinated Plan

Summary

- Standard Format, Language & Data Sets
- Organizing Framework – Six Pillars
- Strategy and Technical Reports
- Coordination with State Five-Year Strategic Economic Development Plan
- Coordination with Florida Chamber Foundation Economic Development Plan



Partnerships for the Future

Contact Information

Scott R. Koons, AICP, Executive Director
North Central Florida Regional Planning Council
koons@ncfrpc.org
352.955.2200



Partnerships for the Future