



FLORIDA  
DEPARTMENT *of*  
ECONOMIC  
OPPORTUNITY

# Regional Economic Development Planning Initiatives

*presented to*  
**Florida Department of Economic Opportunity  
Strategic Plan Regional Stakeholder Forum**

*presented by*  
**Shannon Brett  
Program Manager  
Central Florida Regional Planning Council**



# Regional Initiatives

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- Comprehensive Economic Development Strategy
- Heartland 2060
- Sustainable Communities Grant
- Building Blocks for the Heartland

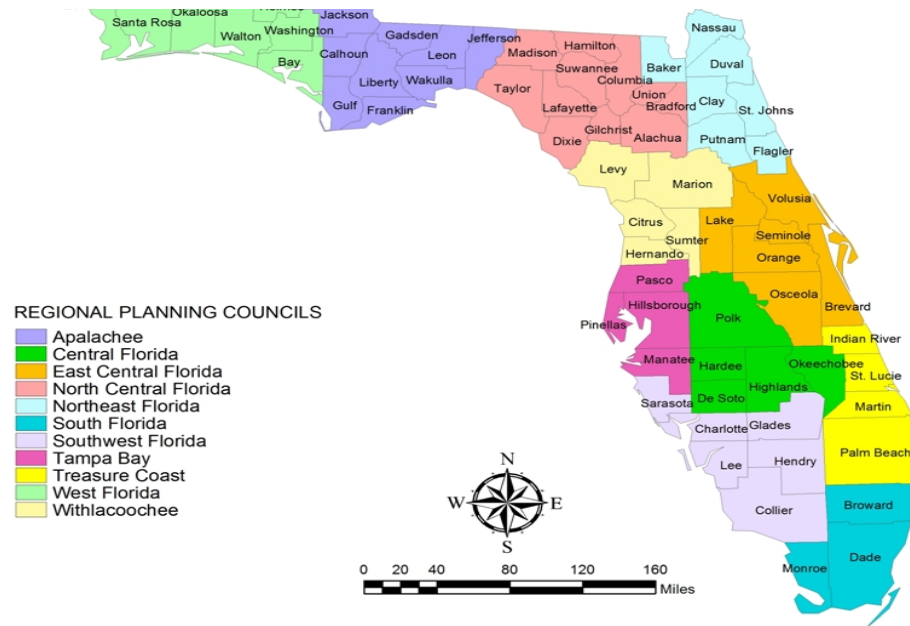
# Florida's 11 Regional Planning Councils



# ECONOMIC DEVELOPMENT DISTRICTS

## Florida's 11 Regional Planning Councils

- Designated by U.S. Economic Development Administration (EDA) as Economic Development Districts.
- Charged by EDA to develop and adopt a Comprehensive Economic Development Strategy (CEDS) through a CEDS Committee.



# Comprehensive Economic Development Strategy = CEDS PLAN

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- Analyzes regional economy, guides regional goals & objectives, identifies investment priorities and funding sources.
- Creates a road map to economic diversity through private sector investment and job creation.
- Serves as vehicle to justify and draw down federal funds to support economic development.

# CEDS Committee Composition

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- Business Leaders (Majority)
- Public Officials
- Workforce Development Boards
- Institutions of Higher Education
- Minority and Labor Groups
- Private Individuals

# Role of Regional Planning Councils in Economic Development

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Regional Planning Councils Complement and Support Local Economic Development Efforts Through:

- Developing and Implementing the CEDS.
- Providing Grant Writing and Technical Assistance to Local Governments.
- Providing Economic Analyses Using Regional Economic Modeling, Inc. (REMI) Software.



# Statewide Alignment and Standardization

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- Coordination among District Strategies
- Common Language and Template for all 11 Economic Development Regions
- Uniform Framework – Six Pillars of Florida's Future Economy™
- Common Data Sets and Measures
- Alignment with DEO's Statewide Five-Year Economic Development Strategic Plan



# Central Florida Economic Development District Priority Projects in CEDS

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- South Central RACEC Catalyst Project
- Sebring Airport Runway Extension
- Alternative Fuels
- Incubator Projects
- Green Buildings/Products
- Polk Corporate College
- Florida Institute for Neurological Rehabilitation



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# Heartland 2060

*presented to*  
**Florida Department of Economic Opportunity  
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*presented by*  
**Pat Steed  
Executive Director  
Central Florida Regional Planning Council**





heartland2060

## Creating a Long Term Vision for the “No Coast”!



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# 2010 Population Heartland 2060 Region

## 855,494

Source: US Census Bureau

**Polk**  
602,095

**Hardee**  
27,731

**DeSoto**  
34,862

**Highlands**  
98,786

**Okeechobee**  
39,996

**Glades**  
12,884

**Hendry**  
39,140

*Atlantic Ocean*

*Gulf of Mexico*



# Heartland 2060 Population Change

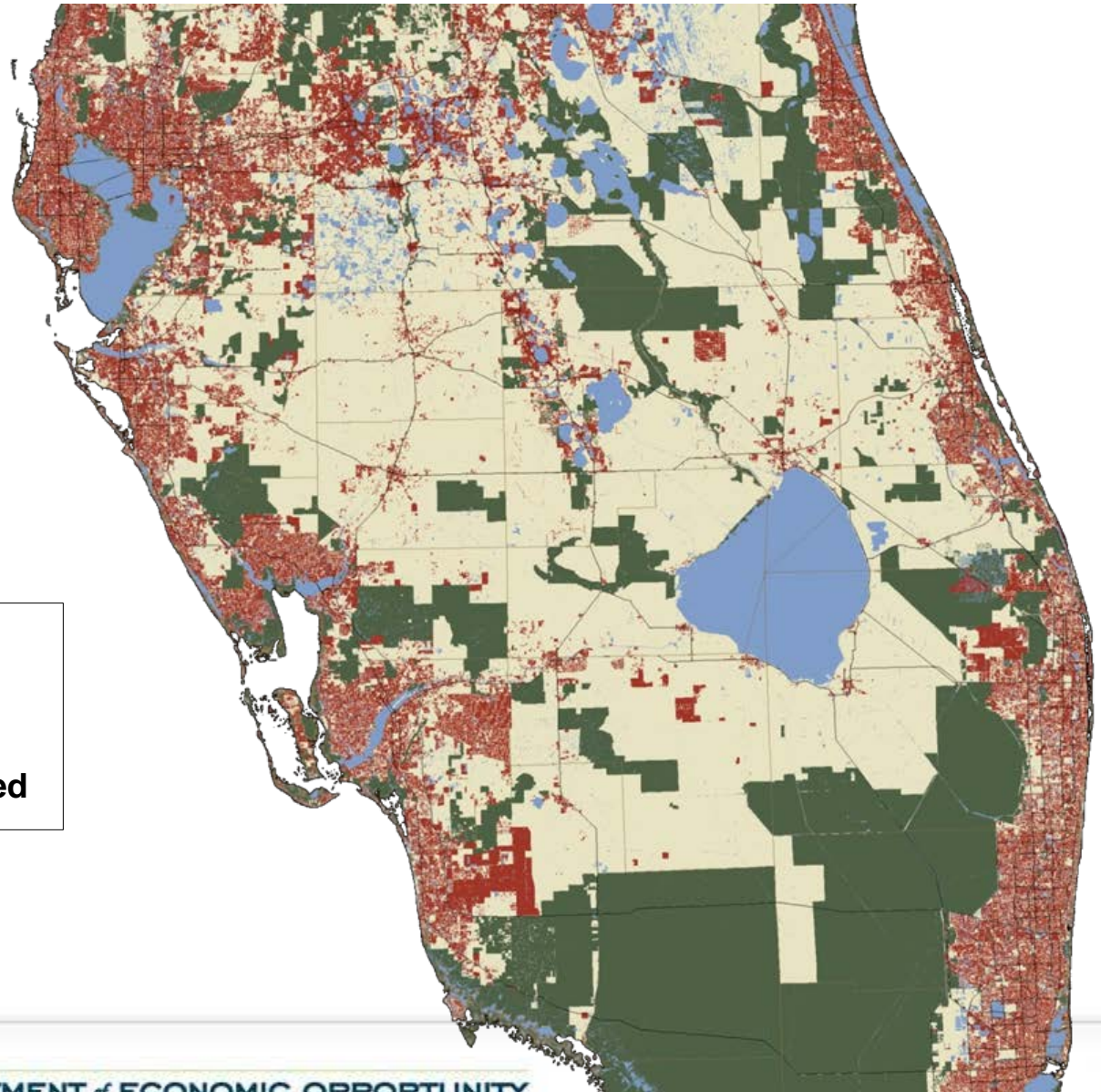
County/Area	1990	2000	% Change 1990-2000	2010	% Change 2000-2010
DeSoto	23,865	32,209	34.96%	34,862	8.24%
Hardee	19,499	26,938	38.15%	27,731	2.94%
Highlands	68,432	87,366	27.67%	98,786	13.07%
Okeechobee	29,627	35,910	21.21%	39,996	11.38%
Polk	405,382	483,924	19.37%	602,095	24.42%
<b>Five County Region</b>	<b>546,805</b>	<b>666,347</b>	<b>21.86%</b>	<b>803,470</b>	<b>20.58%</b>
Glades	7,591	10,576	39.32%	12,884	21.82%
Hendry	25,773	36,210	40.50%	39,140	8.09%
<b>Seven County Region</b>	<b>580,169</b>	<b>713,133</b>	<b>22.92%</b>	<b>855,494</b>	<b>19.96%</b>
<b>Florida</b>	<b>12,938,071</b>	<b>15,982,824</b>	<b>23.53%</b>	<b>18,801,310</b>	<b>17.63%</b>
<b>Nation</b>	<b>248,718,302</b>	<b>281,424,603</b>	<b>13.15%</b>	<b>308,745,538</b>	<b>9.71%</b>

Sources: 2009 BEBR and the 2010 Census Release at <http://2010.census.gov/2010census/data/index.php>, US Census Bureau





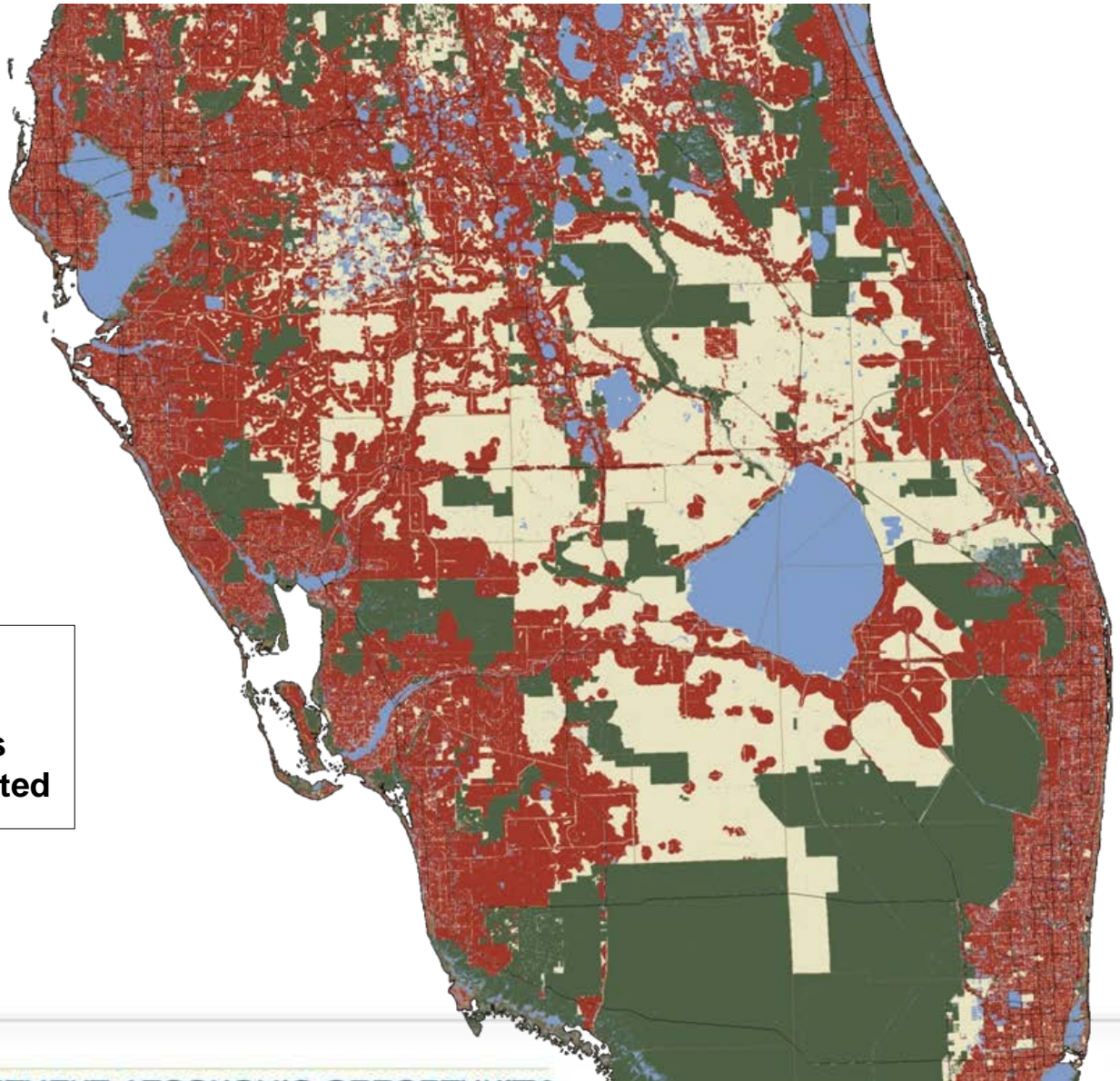
# Florida's Heartland: 2005



-  Developed Land
-  Conservation Lands Permanently Protected

# Florida's Heartland: 2060 Trend

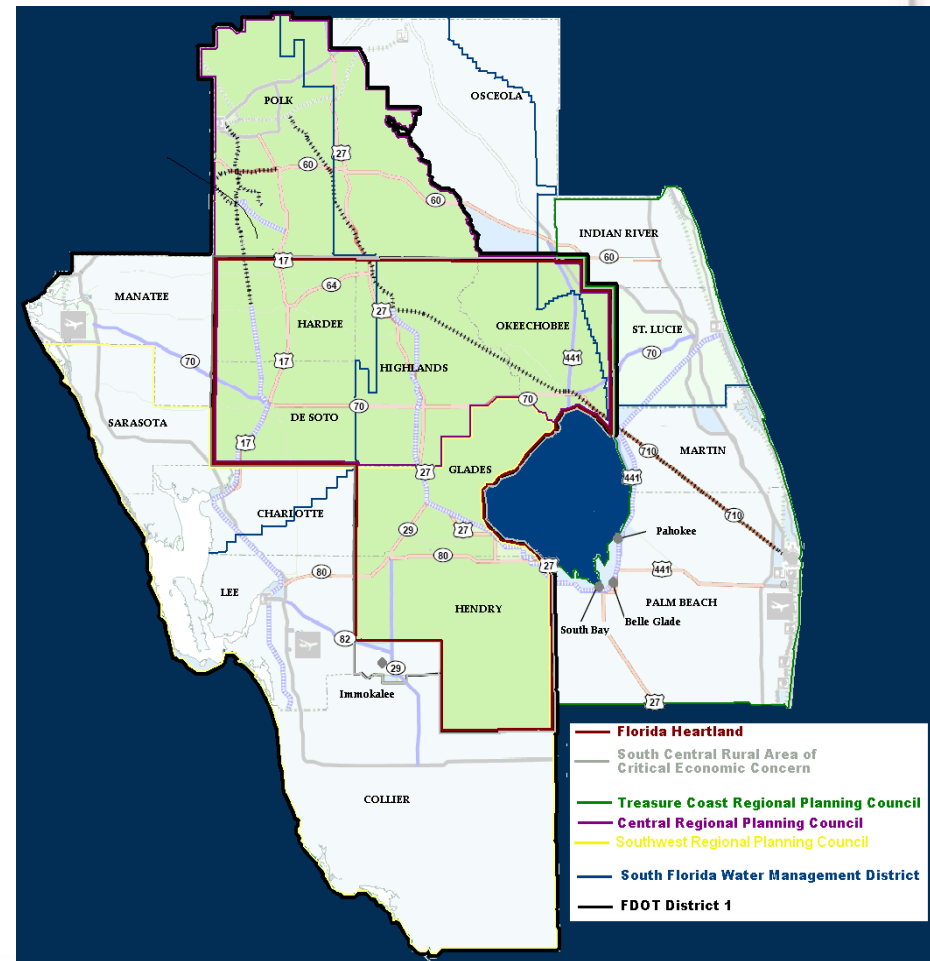
-  Developed Land
-  Conservation Lands  
Permanently Protected





# Regional Governance & Planning Institutions

- The Heartland region's boundaries are defined for purposes of this visioning effort based on several factors:
  - Economic—Current-Historic- Future
  - Political—Share elected officials
  - Environmental—Key resources
  - Social—Cultural heritage
- Many different jurisdictional boundaries, but common shared and self-identified regional identity





heartland2060

## Leadership Team

(2008: Formation)

Approximately 60 government, business, and community members who have participated in the Heartland 2060 initiative since its inception and will continue to participate in the process throughout its duration

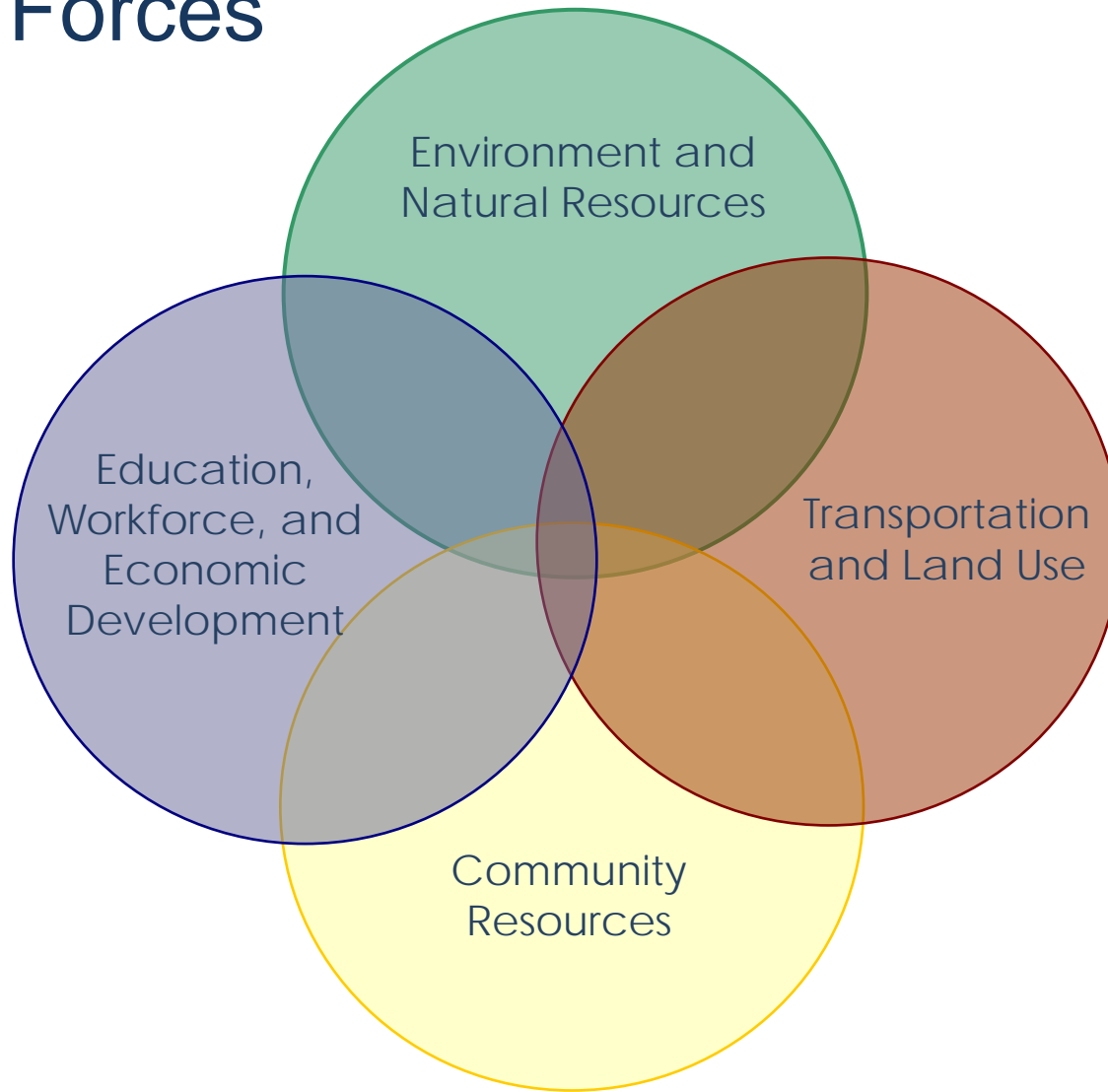
# Core Values

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1. Stewardship of Natural Resources
2. Our Water Resources
3. Respect for Agriculture
4. Our Communities
5. Future for Our Children
6. Sustainable Growth



# 4 Task Forces



# Education, Workforce, and Economic Development:

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## Key Issues:

- Economic Diversification
- Infrastructure to Support a Diversified Economy
- Early Learning, K-16 and Lifelong Education



# Education, Workforce, and Economic Development:

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## Economic Diversification

### Key Issues:

- Business retention and attraction
- Opportunities for youth
- Meeting future industry skills needs
- Mix of employment opportunities



# Education, Workforce and Economic Development

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## Infrastructure to Support a Diversified Economy

### Key Issues:

- Utilities (Including Broadband)
- Transportation
- Energy Infrastructure
- Business Climate





# Education, Workforce and Economic Development

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## Early Learning, K-16 and Lifelong Education

### Key Issues:

- Opportunities for Children of the Heartland to Learn and Work Locally
- Improve Low Graduation and Achievement Rates
- Expand Access to Adult Education, Alternative Learning, and Lifelong Improvement

Creating a 2060 Workforce



# Transportation and Land Use: Key Issues

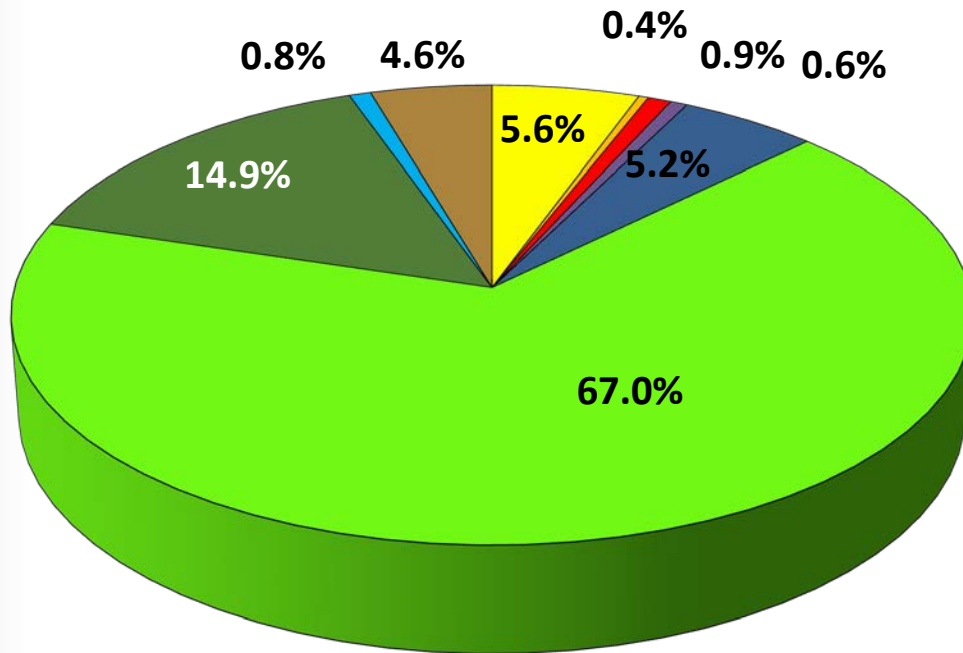
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- Transportation and Land Use to Support Economic Development
- Integrating Transportation and Land Use with Natural Resources Planning
- Ensuring Multi-Modal Connectivity
- Enhancing and Creating Sustainable Communities

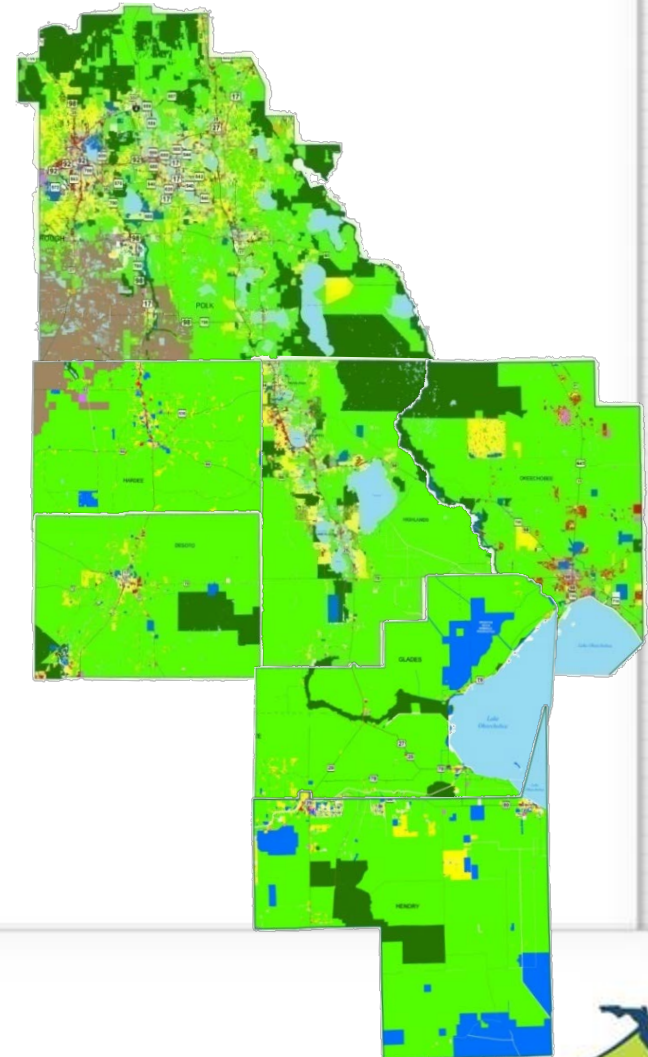


# Transportation, Land Use and Natural Resources : Regional Systems Planning Efforts

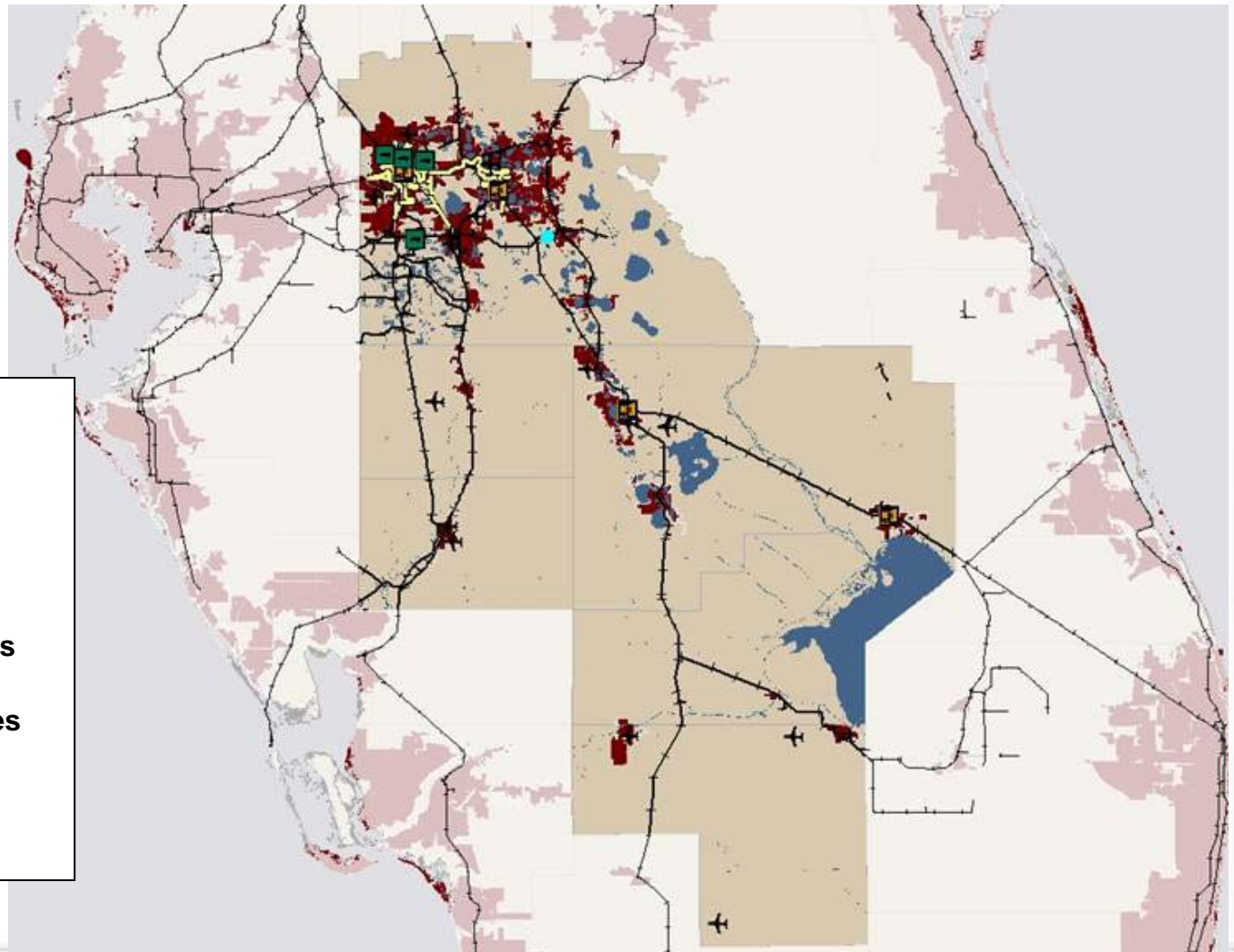
## Existing Land Uses









- |               |               |             |
|---------------|---------------|-------------|
| Single Family | Multi-Family  | Commercial  |
| Industrial    | Institutional | Agriculture |
| Conservation  | Mixed-Use     | Mining      |



# Ensuring Multi-Modal Connectivity: Future connections, future choices



**Heartland Intermodal Connections**

-  Amtrak Stations
-  Airports
-  Intermodal Facilities
-  Public Transit Routes
-  Railway System
-  Urban Areas



# Environment and Natural Resources:

## Key Issues

- Water
- Sustainable & Viable Natural Systems
- Agriculture
- Energy & Climate Change



## Agriculture: Remains Strong

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- The Heartland contains over 3,600 farms totaling 463,043 acres— 51 percent of the state's total agricultural land
- Significant land area remains in active agricultural use

	2002	2008	Change
Number of Farms	7769	7113	-8%
Land in Farms	3,290,699	2,771,389	-16%
Average Size of Farm	4,990	4,172	-16%





# Community Resources: Key Issues

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- Healthcare
  - ✓ Creating a Healthy Community
- Cultural Resources
  - ✓ Sharing with Future Generations





# Community Resources: Enhancing character, expanding opportunities, ensuring livelihoods



Community



Recreation

Cultural Heritage

Livelihood





## Consortium Partners

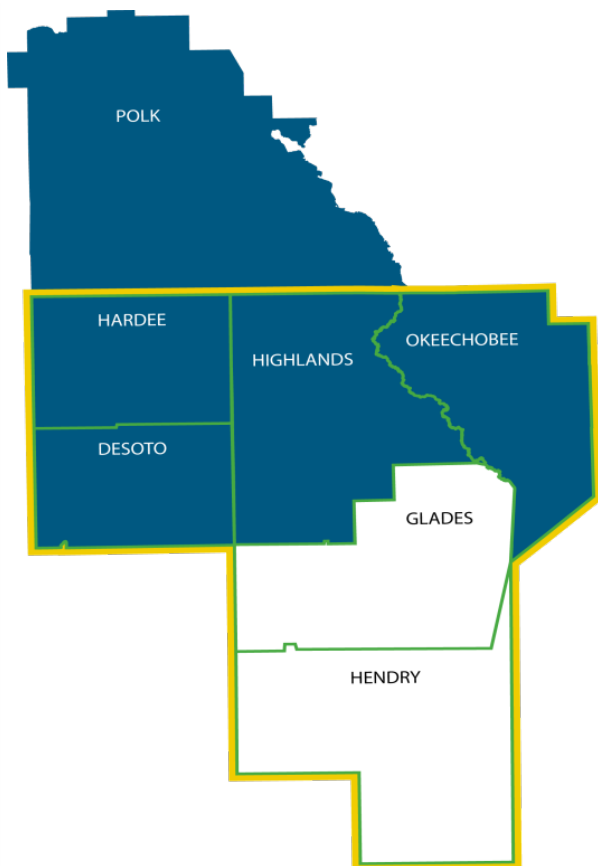
### Counties of:

- DeSoto
- Glades
- Hardee
- Hendry
- Highlands
- Okeechobee

### Partner Agencies:

- Heartland Workforce
- FHREDI
- Sebring Airport
- Archbold Biological Station
- University of Florida
- CFRPC





# HUD Regional Sustainable Communities Grant

HUD/EPA/FDOT



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## Regional Plan for Sustainable Development

- Heartland 2060 Scenario Modeling
  - Multi-Modal Transportation, Land Use, Water, Natural Resources, Energy, Air Quality
- Rural Housing Initiatives
  - GIS Inventory of Available Affordable Housing Lots
  - Methodology for Siting Affordable Housing in Rural Areas





# Regional Plan for Sustainable Development

- Energy
  - Baseline Inventory
  - Modeling with Land Use & Transportation
  - Economic Strategic Plan for Alternative Fuels
- Public Engagement
- Complete 2060 Vision for the Heartland
- Development 5 Year Strategic Action Plan





# Energy Conservation + Alternative Fuels = Future Economic Opportunities



DeSoto County  
Solar Farm

Alternative Energy  
Alternative Fuel Crops



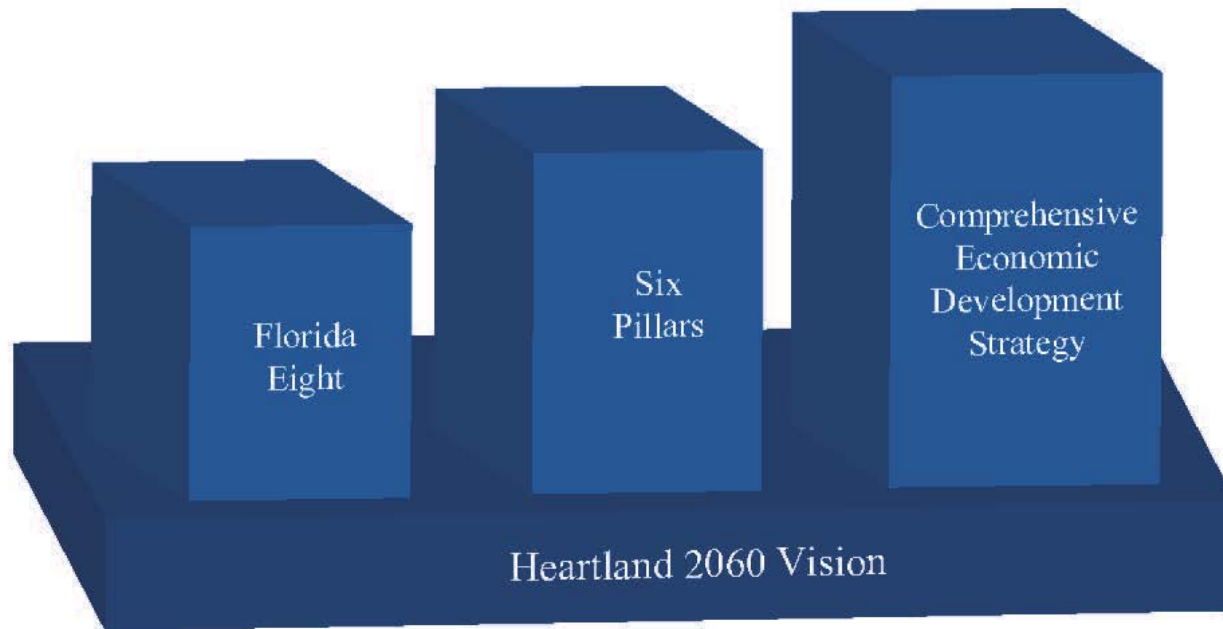
# 2011 - 2012

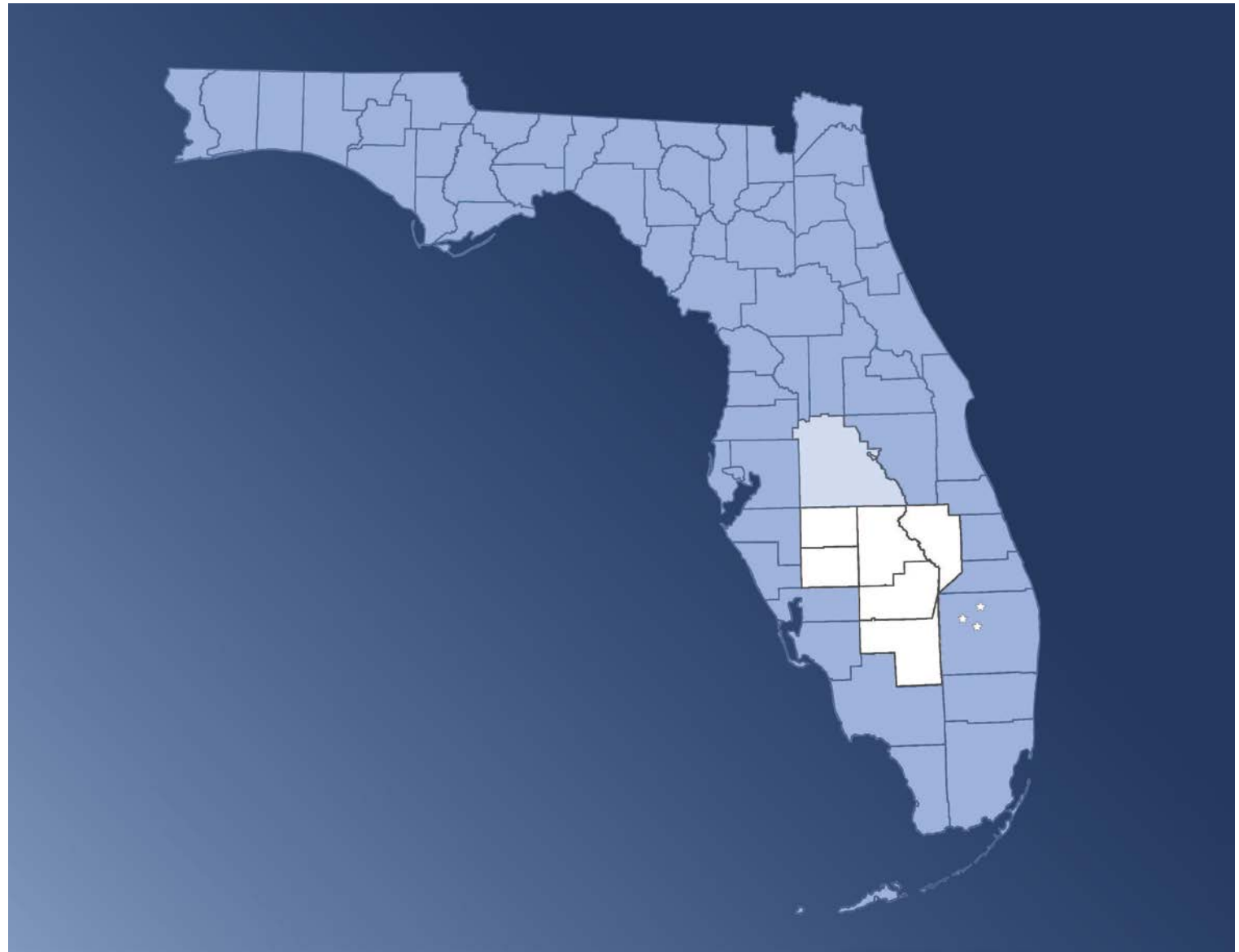
## A Year Of Economic Engagement





# BUILDING BLOCKS FOR THE FUTURE OF THE HEARTLAND





# Questions?

[www.cfrpc.org](http://www.cfrpc.org)

[www.Heartland2060.com](http://www.Heartland2060.com)

([www.Heartland2060.org](http://www.Heartland2060.org))

