



FLORIDA
DEPARTMENT of
ECONOMIC
OPPORTUNITY

Regional Economic Development Planning Initiatives

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

presented by:
George Kinney, AICP
East Central Florida Regional Planning Council
Shelley Lauten
myregion.org

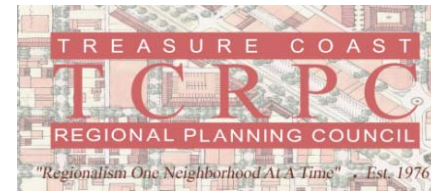


Regional Initiatives

- Comprehensive Economic Development Strategy (CEDS)
- Shelley Lauten, *myregion.org*
- i6 Challenge Grant, Dr. Tom O'Neal
- Space Coast Energy Consortium, Mike Aller



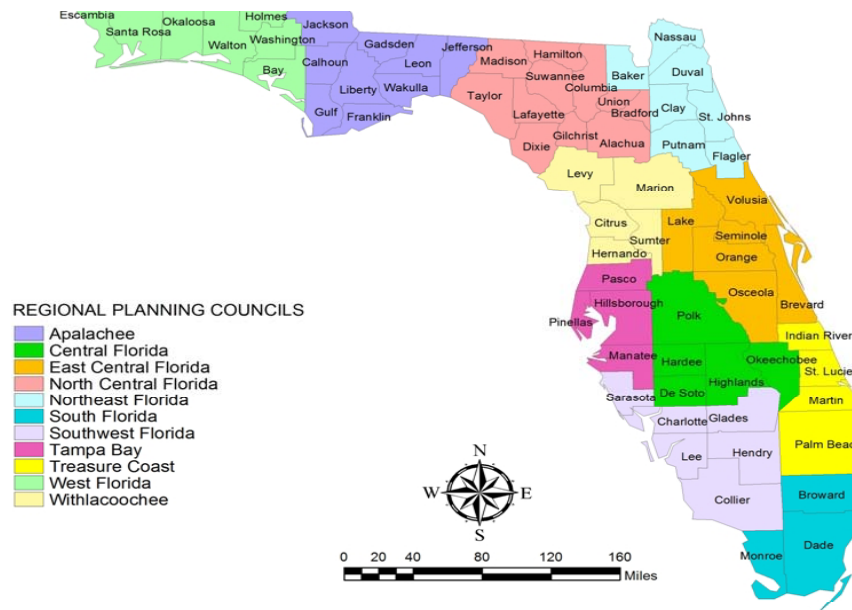
Florida's 11 Regional Planning Councils



ECONOMIC DEVELOPMENT DISTRICTS

Florida's 11 Regional Planning Councils

- Designated by U.S. Economic Development Administration 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

- 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.



East Central Florida CEDS Priority Projects

1. City of Palm Bay – Public Works Grant
 - \$2.8 million in funding
 - Harris Corporation - \$100 million facility on Palm Bay Campus
2. UCF, TRDA, UF – i6 Challenge Grant
 - **\$1,000,000** EDA funds and **\$149,487** DOE funds
3. Space Florida – Jobs & Innovation Accelerator Challenge
 - **\$2,148,198** in funding
4. City of Melbourne Airport Authority – Public Works Grant
5. Many more in the pipeline...



CEDS Committee Composition

- 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

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. Software



Statewide Alignment and Standardization

- 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





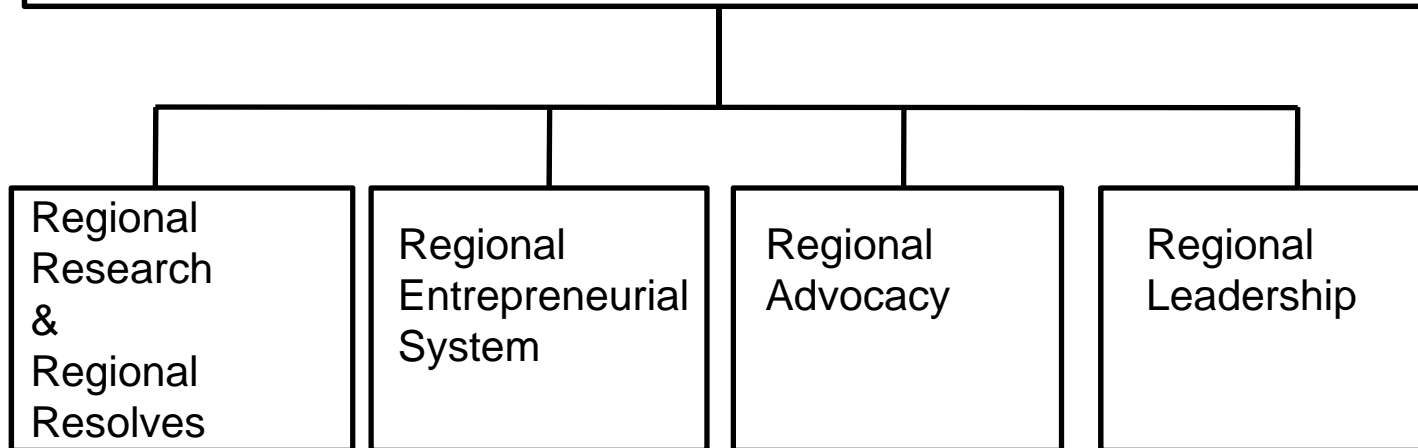
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Taking State and Regional
“Ideas to Results” ...

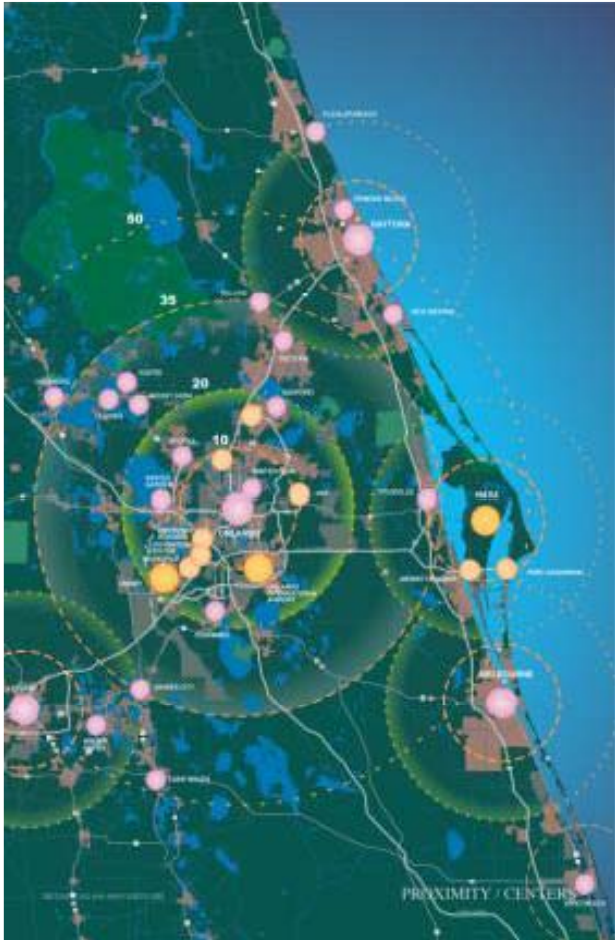


Central Florida Partnership

A regional partnership where leaders are in the best position to collaborate and take decisive action to advance prosperity and quality of life



myregion.org



Background;

- Started in 1999 to encourage **Regional Collaboration**
- Phase I began as a partnership between the Orlando Regional Chamber of Commerce and the East Central Florida Regional Planning Council
- Includes public, private and civic organizations



Key Question?

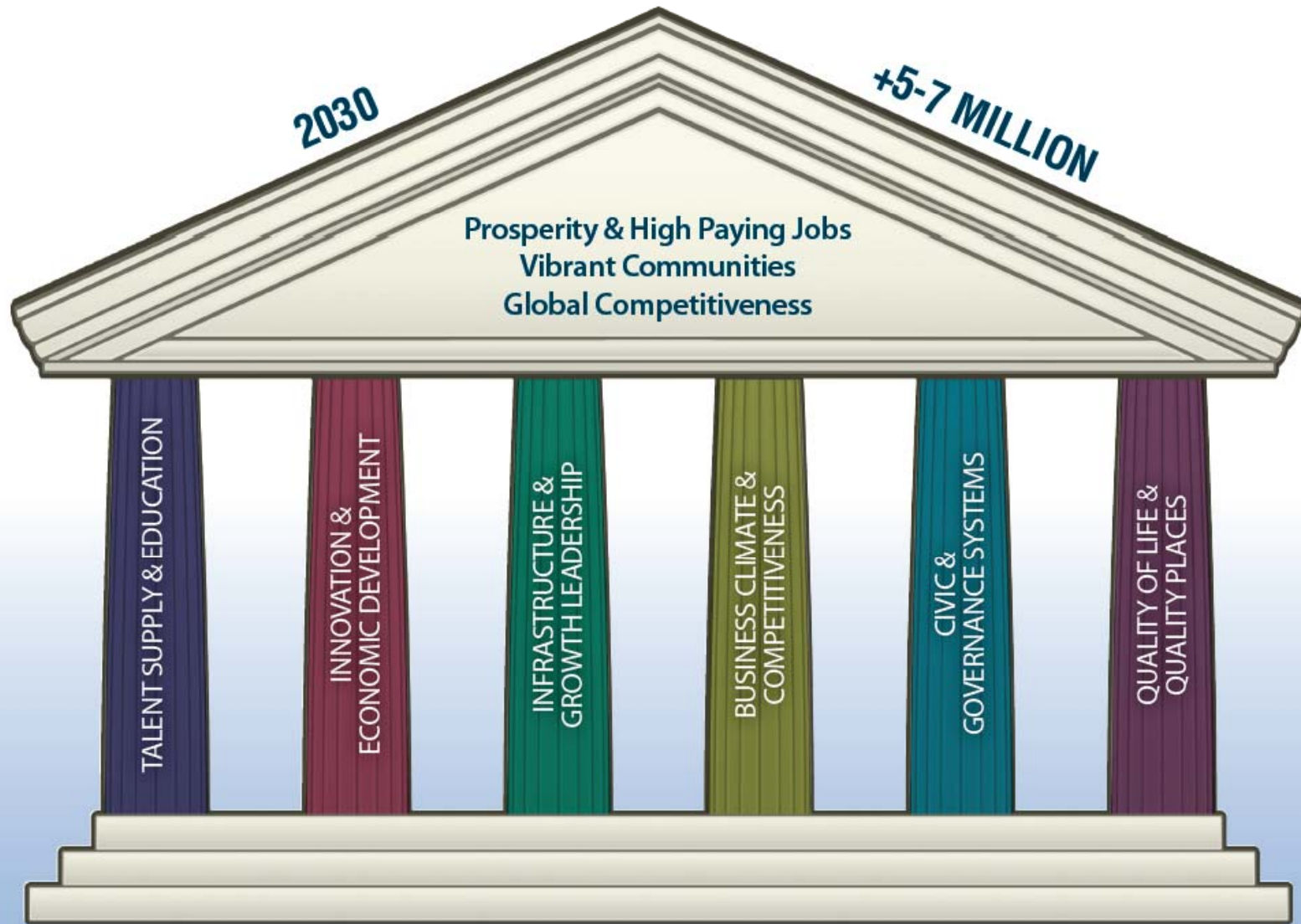
How Can Central Florida Compete in the Global Economy and Maintain a High Standard Quality of Life?



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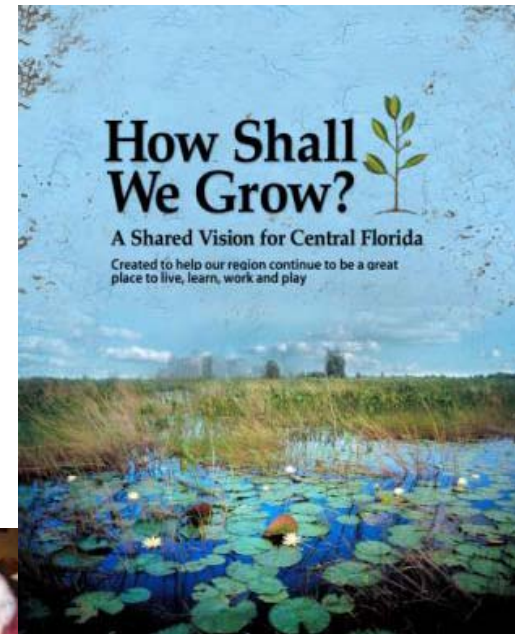
SIX PILLARS OF FLORIDA'S FUTURE ECONOMY



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Infrastructure and Growth Leadership

- From 2005-2007, engaged nearly 20,000 citizens
- Project of 10 Regional Organizations
- Formed Congress of Regional Leaders
- Over 70% of cities and counties have adapted local plans.



“How Shall We Grow?”

Central Florida Regional Growth Vision for 2050

Trend

Vision



Other Regional Initiatives



Medical City
*Innovation and
Economic Dev*



“Open For Business”
Business Climate



SunRail
*Infrastructure
and Growth
Leadership*



Central FL
Regional
Water Strategy
Quality of Life





How Will We Build a Prosperous and Livable Region?

A REGIONAL GATHERING
Moving "Ideas to Results"

Hosted by the Central Florida Partnership

March 20 & 21, 2012
Mission Inn Resort & Club



CENTRAL FLORIDA
PARTNERSHIP

How Will We Build a Prosperous and Livable Region?

29 Regional Organizations, asking key questions:

- What investments will we make in our residents?
- How will we reduce poverty?
- What long term infrastructure investments should we be making?
- How we will build a 21st Century Regional Economy?
How can we better communicate to each other and with the world?
- What “civic infrastructure” is needed to accomplish our goals?
- What are the responsibilities of our businesses, civic



SIX STEPS TO CIVIC INNOVATION

1

**ID & Define
the Civic
Issue**

Including:

Why?

*Who are
Stakeholders?*

*Who will need
to implement?*

2

Research

*Reality vs.
Perception:*

*What's
working &
What's not*

*What are the
Metrics?*

*What needs
to change?*

*What are
current &
future trends
to be
considered?*

3

**Convene
Stakeholders
& Leaders**

*Reach
consensus on
the problem
statement and
research
findings*

4

**Engage the
Community**

*Seek non-
traditional,
non-monetary
solutions.*

*How can we
solve the
problem given
the current
realities &
constraints?*

5

**Develop and
Implement
an Action
Plan**

Who?

How?

When?

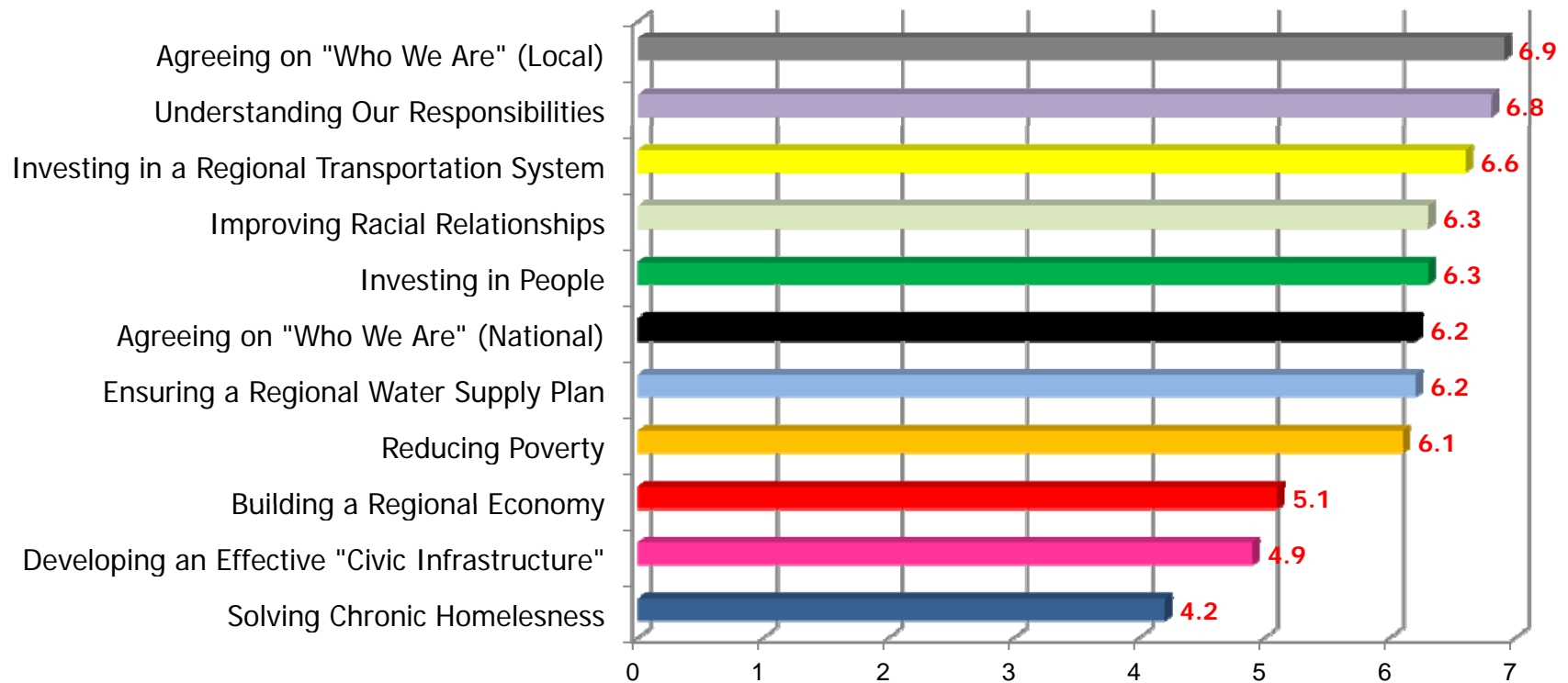
*What does
success look
like?*

6

**Monitor &
Communicate
Progress**

Regional Issues Analysis

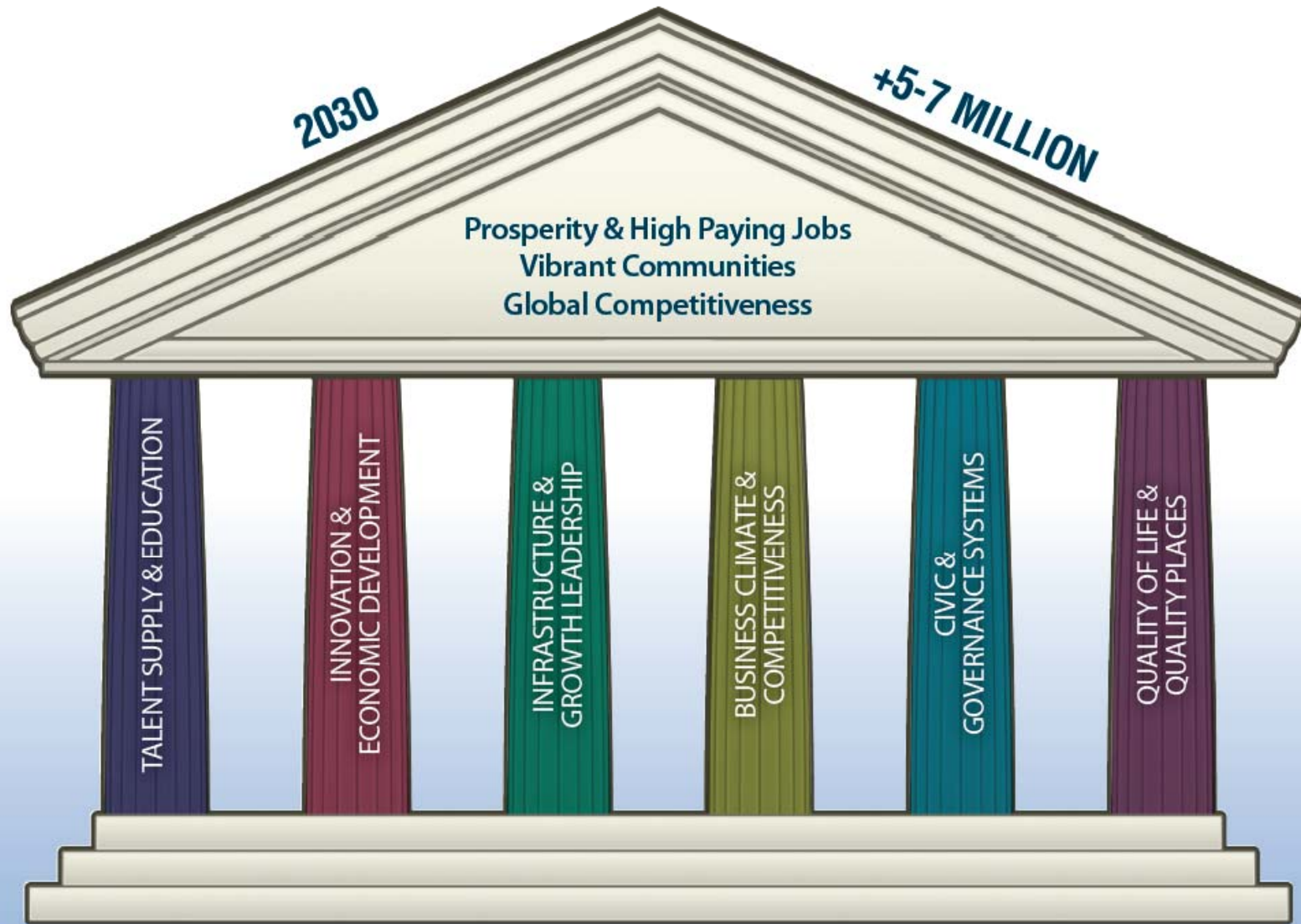
Which Regional Issue Has Greatest *Impact* on Others?



Impact Ranking Scale: 0-9



SIX PILLARS OF FLORIDA'S FUTURE ECONOMY



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Questions?

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U.S. EDA i6 Challenge Grant

Dr. Thomas O'Neal

University of Central Florida
Associate VP for Research &
Commercialization





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Space Coast Energy Consortium

Mike Aller

Executive Director

