
Regional Economic Development Planning Initiatives

Scott Koons

presented to

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

presented by

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

March 2, 2012



Regional Initiatives

- Comprehensive Economic Development Strategy
- Heart of Florida
- Innovation Gainesville
- North Florida Economic Development Partnership



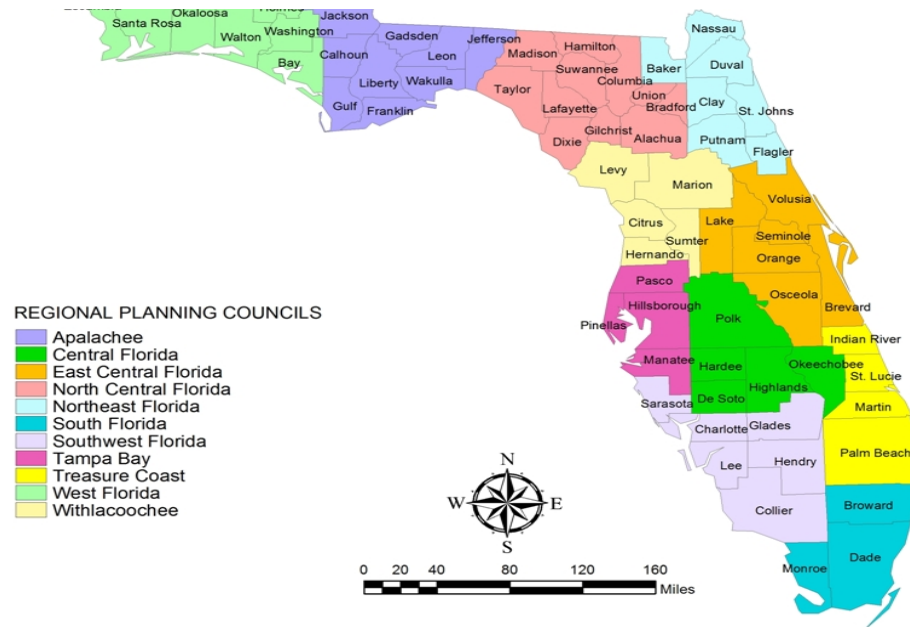
Florida's 11 Regional Planning Councils



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 through a Strategy 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.



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



North Central Florida Economic Development District

Comprehensive Economic Development Strategy Committee Members:

- Harvey Campbell Lake City/Columbia County Tourist Development Council
- Dennis Cason Suwannee County Development Authority
- Allen Cherry Madison County Development Council
- Brent Christensen Gainesville Council For Economic Outreach
- Chris Coleman East Gainesville Corp./Falcon Financial Group
- Thomas Collett TDC Entertainment
- Dennille Folsom Columbia County/Lake City Chamber of Commerce
- Scott Frederick Taylor County Development Authority
- Dr. Paul Hutchins Santa Fe College
- Angela Pate Florida Works
- Jesse Quillen Columbia County Economic Development
- Susan Ramsey Hamilton County Industrial Development Authority
- Sheryl Rehberg North Florida Workforce Development Board



Withlacoochee

Economic Development District

Comprehensive Economic Development Strategy Committee Members:

- Jaye Baillie Ocala/Marion County Chamber of Commerce
- Andrew Cripps Sumter County Chamber of Commerce
- Rick Michael Marion County Office of Economic & Small Business Development
- Summer Best Florida Thoroughbred Breeders and Owners Association
- Bob Hawkins College of Central Florida
- Mike McHugh Hernando County Office of Business Development
- John Mitten Hernando County Chamber of Commerce
- Marc Mondell City of Ocala Municipal Development Office
- Pete Tesch Ocala/Marion County Economic Development Corporation
- Amy Mangan Progress Energy Florida, Inc.



North Central Florida Priority Projects

Adopted September 2007

1. Enterprise Florida/Rural Economic Development Initiative Catalyst Sites
2. Original Florida Tourism Task Force
3. Healthcare and Life Science Professionals
4. Regional Business Incubators and Research Parks
5. Multi-modal Infrastructure Improvements



Withlacoochee Priority Projects

Adopted September 2007

1. College of Central Florida Campus Expansion - Levy County
2. Ameris Health Systems, Inc. Hospital - Chiefland
3. Develop Rail Serviced Industrial Parcel - Hernando County
4. Ocala Business Park at Ocala International Airport - Marion County
5. Magna Commerce Park Project - Marion County



Withlacoochee Priority Projects

Per Adopted September 2007 (Continued)

6. McGinley Commerce Park Project -
Marion County
7. Siemens Heart of Florida Business Technology
Campus - Marion County
8. Williston Solar Plant & Williston Airport Industrial
Park - Levy County
9. Florida Crossroads Industrial Activity Center -
Sumter County



Heart of Florida Regional Coalition

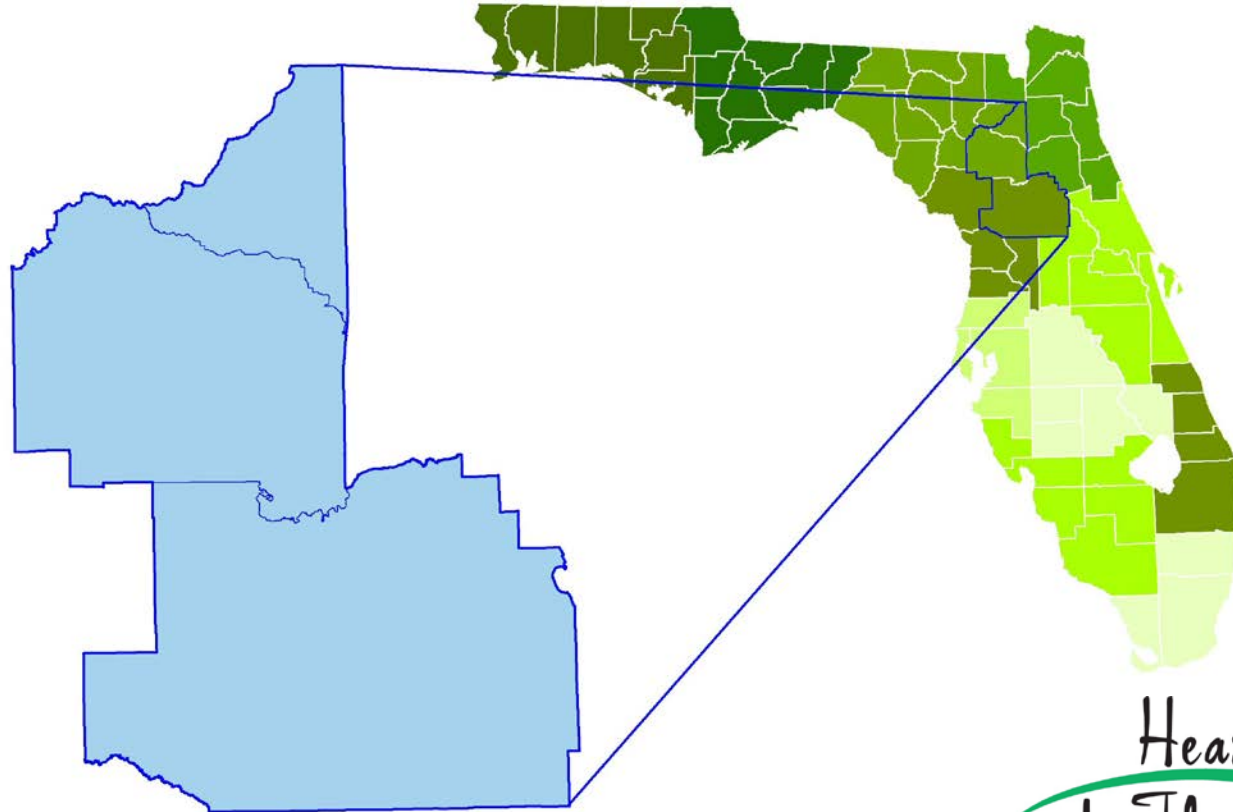


Heart of Florida Regional Coalition

Alachua

Bradford

Marion



Heart of Florida Regional Coalition

- Initiative of Colleges, Chambers of Commerce and Local Governments
- Promotes regional collaboration among Alachua, Bradford & Marion and contiguous counties



Heart of Florida Regional Coalition

- Strategic Focus Areas:
 - Economic Development
 - Legislative Advocacy
 - Marketing/Branding
 - Regional Transportation
 - Regional Water
 - Arts, Culture & Recreation

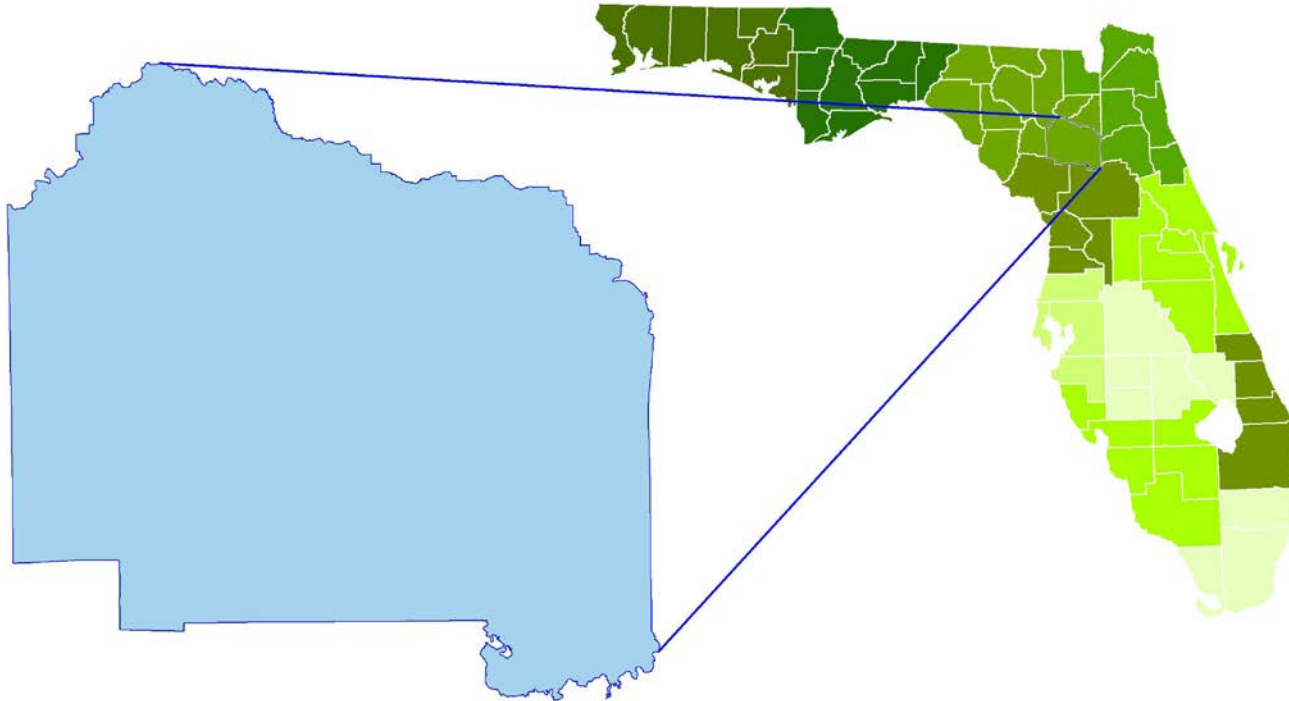


Innovation Gainesville



Innovation Gainesville

Alachua



Innovation Gainesville

- Collaborative effort to prepare the Greater Gainesville area to compete in the global innovation economy
- Plan to grow and recruit companies that build on community's existing strengths



Innovation Gainesville

University of Florida

- Member of American Association of Universities
- 50,000+ student body
- \$562 million in research funding
- Ranked 4th nationally in business spin-offs from technology transfer
- \$52 million in income from technology transfer



Innovation Gainesville

Business Incubators

- 1987 - Progress Center Park
- 1995 - Biotechnology Development Institute
- 2001 - Gainesville Technology Enterprise Center
- 2009 - Santa Fe College Center for Emerging Technologies
- 2011 - Florida Innovation Hub at UF - \$8.2 million EDA grant



Innovation Gainesville



Biotechnology Development Institute - 1995

- 35,000 sq ft, 19 labs & 13 offices
- 31 companies
- \$42M equity investment
- \$15M grant awards
- 680+ jobs created



Gainesville Technology Enterprise Center - 2001

- 30,000 sq ft, 3 labs & 15 offices
- 17 companies
- \$2M EDA grant
- \$255M economic impact
- 280+ jobs created



Innovation Gainesville



Santa Fe College Center for Emerging Technologies - 2009

- 27,000 sq ft office space, laboratories, conference rooms and classrooms
- \$2M community investment
- \$7.2M private investment
- 120 bio-tech jobs per year



Florida Innovation Hub at UF - 2011

- 45,000 sq ft Office space, laboratories, conference rooms and classrooms
- Home of UF Office of Technology Licensing and Tech Connect
- \$8.2M EDA grant “Super Incubator” concept

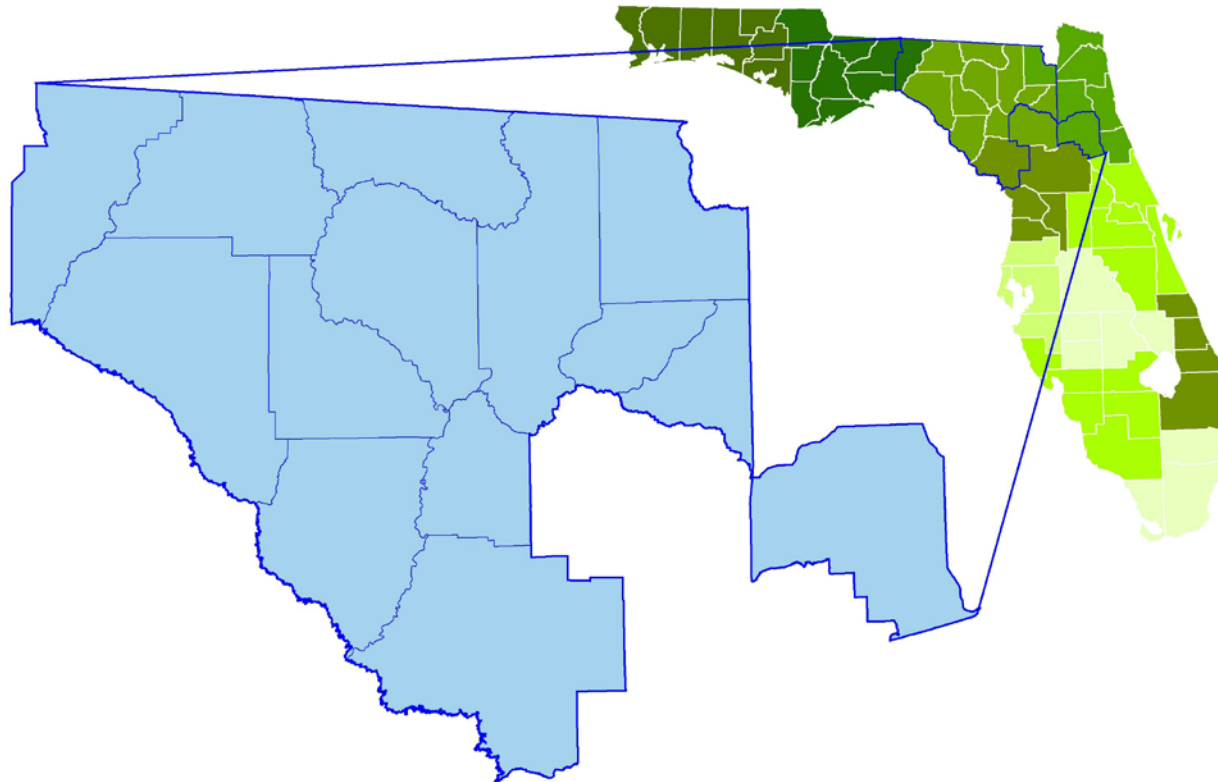


North Florida Economic Development Partnership



North Florida Economic Development Partnership

Baker
Bradford
Columbia
Dixie
Gilchrist
Hamilton
Jefferson
Lafayette
Levy
Madison
Putnam
Suwannee
Taylor
Union



NED NORTH FLORIDA
ECONOMIC DEVELOPMENT PARTNERSHIP



North Florida Economic Development Partnership

- Public/Private Partnership formed to carry out economic development programs for the North Central Florida Rural Area of Critical Concern
- 14 rural counties
- Two catalyst sites – Columbia and Suwannee Counties



North Florida Economic Development Partnership

- Major initiatives:
 - North Florida Broadband Authority
 - Zoom Prospector Geographic Information System
 - Inventory Asset and Web Site Project
 - 2011 Statewide Rural Economic Development Summit – North Florida



Questions?

Bryan Thomas
thomas@ncfrpc.org
352.955.2200

Bruce Day
bday@wrpc.cc
352.132.1315

