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# Regional Economic Development Planning Initiatives

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

**March 27, 2012**



**FLORIDA DEPARTMENT *of* ECONOMIC OPPORTUNITY**



# Florida's 11 Regional Planning Councils



# Florida Regional Councils Association

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## Partnerships for the Future

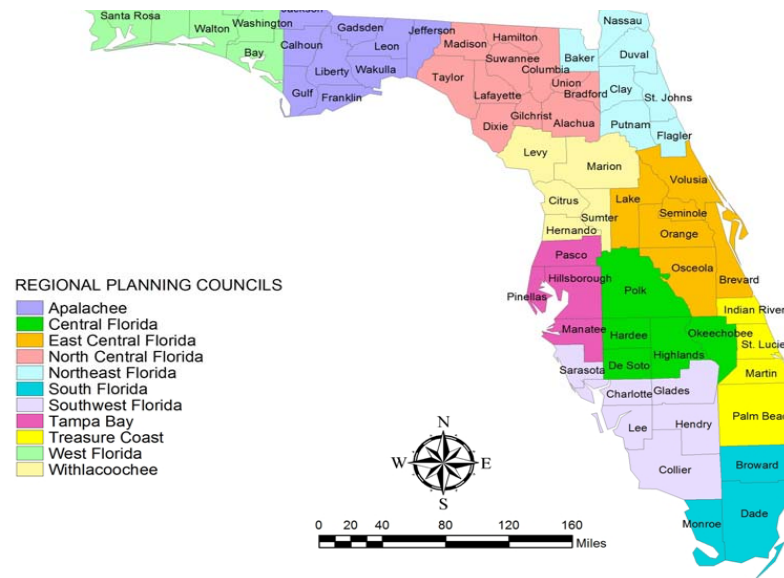
- Strengthen Florida's regional planning councils
- Partners with government and business community to enhance regional economic prosperity
- Improves consistency and quality of regional planning programs adding value to state, regional and local initiatives



# 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



# Florida's Regional Planning Councils

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## Organization

- Association of local governments
- 2/3 local elected officials
- 1/3 gubernatorial appointees



# Florida's Regional Planning Councils

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## Portfolio

- Economic development planning
- Emergency preparedness
- Homeland security training
- Transportation planning
- Regional strategies
- Geographic information systems mapping
- Local government services



# Role of Regional Planning Councils in Economic Development

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## Regional Planning Councils Complement and Support Local Economic Development Efforts

- Developing and Implementing the Comprehensive Economic Development Strategy
- Providing Grant Writing and Technical Assistance to Local Governments
- Providing Economic Analyses Using Regional Economic Modeling, Inc. Software



# Comprehensive Economic Development Strategy = CEDS PLAN

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## Strategy

- Analyzes regional economy, guides regional goals & objectives, identifies investment priorities and funding sources
- Brings public/private sectors together to develop economic roadmap to diversify and strengthen regional economies
- Serves as vehicle to justify and draw down federal funds





# Comprehensive Economic Development Strategy

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## Strategy Required for U.S. Economic Development Administration Investment Funding

- U.S. Economic Development Administration investments in Florida, 2003 - 2010:
  - \$66 million invested
  - 60 projects
  - 13,700 jobs created/retained
  - \$1 billion in private capital investment



# Regional Economic Development Planning Initiatives

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## Strategy Committee Composition

- Private sector (Majority)
- Public officials
- Community leaders
- Representatives of workforce development boards
- Representatives of institutions of higher education
- Minority and labor groups
- Private individuals



# Regional Economic Development Planning Initiatives

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## 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



# Economic Development Districts Comprehensive Economic Development Strategy

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## 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



# Regional Economic Development Planning Initiatives

## SIX PILLARS OF FLORIDA'S FUTURE ECONOMY



# Regional Economic Development Planning Initiatives

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## Summary

- Support local economic development organizations
- Comprehensive Economic Development Strategy
- Grant writing and administration assistance
- Economic impact analysis



# West Florida Comprehensive Economic Development Strategy Committee

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## Comprehensive Economic Development Strategy Committee Members:

- Randy Butler Blue Water Development
- Ted Everett Washington County Chamber of Commerce
- Raymond Greer Wilson Miller
- Dr. Rick Harper UWF Haas Business Center
- Jim Harris Coastal Bank and Trust
- Cliff Krut Gulf Power Company
- Scott Luth Pensacola Bay Area Chamber of Commerce
- Dawn Moliterno Walton County Tourism Development Council
- Shannon Ogletree Team Santa Rosa
- Joel Paul Tri-Community Council
- Scarlett Phaneuf Walton County Economic Development Alliance
- Kay Rasmussen Okaloosa County Economic Development Council
- Roger Register TBE Group
- Larry Sassano Okaloosa County Economic Development Council
- Janet Watermeir Bay County Economic Development Alliance



# Regional Economic Development Planning Initiatives

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## West Florida Priority Strategies

- Bay County/FSU Research Park
- West Bay Target Industry Training Facility and Pilot High Technology Training Program
- Intermodal Distribution Center
- Florida Lambda Rail
- Santa Rosa County/Industrial Park Infrastructure Improvements
- Escambia County/Technology Incubator
- Escambia County/Phase Two-Heritage Oaks Commerce Park
- City of Pensacola/Community Maritime Park
- City of Pensacola/Small Business Incubator
- Bio Mass Fuel Plants
- Pharmaceutical Graduate School in Crestview
- Health Information Technology Infrastructure





# Questions?

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