Regional Initiatives

• Comprehensive Economic Development Strategy
• Heartland 2060
• Sustainable Communities Grant
• Building Blocks for the Heartland
Florida’s 11 Regional Planning Councils

- ARPC
- CFRPC
- North Central Florida Regional Planning Council
- Northeast Florida Regional Council
- Tampa Bay Regional Planning Council
- TCRPC
- South Florida Regional Planning Council
- SWFRPC
- West Florida Regional Planning Council
- Withlacoochee Regional Planning Council
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

- 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

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

- 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

- South Central RACEC Catalyst Project
- Sebring Airport Runway Extension
- Alternative Fuels
- Incubator Projects
- Green Buildings/Products
- Polk Corporate College
- Florida Institute for Neurological Rehabilitation
Creating a Long Term Vision for the “No Coast”!
2010 Population
Heartland 2060 Region

855,494

Source: US Census Bureau
## Heartland 2060 Population Change

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

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
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.
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

- Environment and Natural Resources
- Transportation and Land Use
- Education, Workforce, and Economic Development
- Community Resources
Key Issues:

• Economic Diversification

• Infrastructure to Support a Diversified Economy

• Early Learning, K-16 and Lifelong Education
Education, Workforce, and Economic Development:

Economic Diversification

**Key Issues:**

- Business retention and attraction
- Opportunities for youth
- Meeting future industry skills needs
- Mix of employment opportunities
Infrastructure to Support a Diversified Economy

**Key Issues:**

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

• 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: 14.9%
- Multi-Family: 5.6%
- Commercial: 67.0%
- Industrial: 0.8%
- Institutional: 4.6%
- Agriculture: 5.2%
- Conservation: 0.4%
- Mixed-Use: 0.9%
- Mining: 0.6%

FLORIDA DEPARTMENT OF ECONOMIC OPPORTUNITY
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

- 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.

<table>
<thead>
<tr>
<th></th>
<th>2002</th>
<th>2008</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Farms</td>
<td>7769</td>
<td>7113</td>
<td>-8%</td>
</tr>
<tr>
<td>Land in Farms</td>
<td>3,290,699</td>
<td>2,771,389</td>
<td>-16%</td>
</tr>
<tr>
<td>Average Size of Farm</td>
<td>4,990</td>
<td>4,172</td>
<td>-16%</td>
</tr>
</tbody>
</table>

Source: USDA, Survey of Agriculture, 2008
Community Resources: Key Issues

- Healthcare
  - Creating a Healthy Community

- Cultural Resources
  - Sharing with Future Generations
Community Resources: Enhancing character, expanding opportunities, ensuring livelihoods
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
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

Florida Eight

Six Pillars

Comprehensive Economic Development Strategy

Heartland 2060 Vision
Questions?

www.cfrpc.org

www.Heartland2060.com

(www.Heartland2060.org)