

ECONOMIC DEVELOPMENT

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North Central Florida

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ECONOMIC DEVELOPMENT

- **Two Primary Areas of Focus:**
 - **Economic Development District**
 - **Original Florida Tourism Task Force**



ECONOMIC DEVELOPMENT

■ U.S. Economic Development Administration

Economic Development District

- **Comprehensive Economic Development Strategy – 5-year plan**
- CEDS Committee - wide range of public & private sector leaders
- Select top 5 priority and long range projects
- Projects must be consistent with CEDS to receive grant funding from Economic Development Administration



ECONOMIC DEVELOPMENT

■ CEDS Priority Projects:

- **Rural Area of Critical Economic Concern - Catalyst Site Development**
- **Promoting Sustainable, Tourism Based Economic Development through Original Florida Tourism Task Force**
- **Healthcare and Life Science Professionals**
- **Regional Business Incubators and Research Parks**
- **Multi-modal Infrastructure Improvements**



ECONOMIC DEVELOPMENT

■ CEDS Long Range Priorities

- **Regional Energy Facilities – as the region grows there will be increasing energy needs**
- **Regional Airport Facilities – expansion of municipal and rural air parks is an important component of regional economic development**



ECONOMIC DEVELOPMENT

■ Economic Development Administration Funding:

- Construction Grants – Provide infrastructure necessary to support job growth and retention. *Must be tied to jobs-producing or jobs-saving project.*
- Planning and Technical Assistance Grants – Build local capacity for economic development projects.
- Economic Adjustment Assistance Grants – Help overcome loss of major employer, natural disaster or special needs.



ECONOMIC DEVELOPMENT

■ Current Regional Projects

- **University of Florida Innovation Hub - High-tech Business Incubator Project, Gainesville (\$8.1 Million)**
- **Santa Fe College Perry Center - Health Sciences Project, Alachua (\$1.86 Million)**
- **Suwannee County Catalyst Site – Feasibility Study Grant, Live Oak (\$275,000)**
- **Buckeye Wastewater Treatment Infrastructure Project, Perry (\$2.0 Million)**



ECONOMIC DEVELOPMENT

- **Additional Support for Economic Development Projects**
 - Regional Economic Modeling, Inc.-
Advanced economic impact modeling software used to measure:
 - Employment
 - Income
 - Population
 - Other economic variables



ECONOMIC DEVELOPMENT

■ Rural Area of Critical Economic Concern

- Regional Approach to Economic Development
- 14-County Region Spanning North Central Florida (including Baker, Jefferson, Levy & Putnam)
- Added State Development Incentives for Rural Counties



ECONOMIC DEVELOPMENT

■ Rural Area of Critical Economic Concern

- Two Large Scale “Catalyst” Sites
 - Columbia County – Building Construction Component Manufacturing & Design, Logistics & Distribution Center
 - Suwannee County – Distribution & Logistics Center, Manufacturing



THE *Original Florida* TOURISM TASK FORCE

■ In Rural Communities, Tourism *is* Economic Development

- 16-County Region Marketing
“Natural North Florida”
- Increase Tourism as a Means of
Sustainable Economic Development
- Increase Entrepreneurial Capacity of the
Hospitality Industry



REGIONAL TOURISM CONCEPT:



A Rising Tide Lifts All Boats!



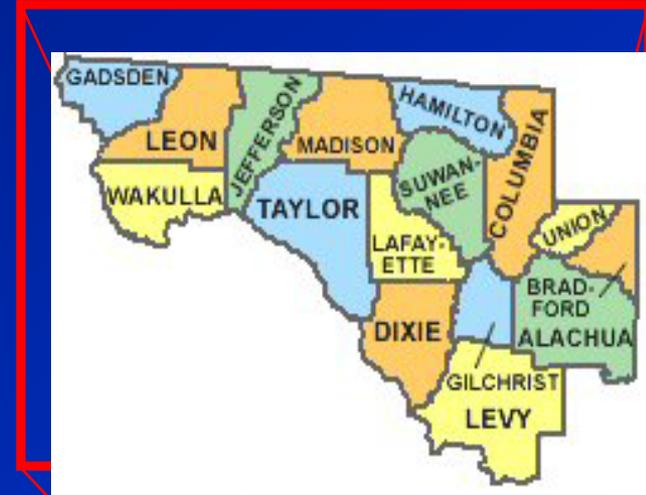
WHY *Original Florida?*

- Proven Track Record
- Relationships with Travel Industry
- Relationships that Can Shape Policy with VISIT FLORIDA
- Synergies of Event Planning
- Return on Investment:
> \$33 for each \$1 of Member Investment



THE *Original Florida* TOURISM TASK FORCE

- Founded in 1993 as a Result of a Study Conducted by the North Central Florida Regional Planning Council
- Market the Region as One Product to Increase Visibility and Increase Tourism Offerings
- Mission: Enhance Tourism While Preserving the Historical, Cultural and Natural Assets of North Florida



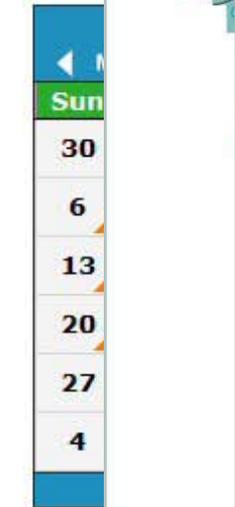
TOURISM MARKETING PROGRAM

- Press Trips
- Sales Missions
- Trade Shows
- Advertising
- Tourism Education
- Public Relations Campaign
- Website:

www.VisitNaturalNorthFlorida.com

- Calendar of Events
- Trip Planner Function
- Resource for Local Industry





Taylor County, Florida

Click these buttons to select the type of listings you are looking for:

- [Fishing, Hunting, & Marinas](#)
- [Equestrian](#)
- [Agritourism](#)
- [Shopping](#)
- [Golf](#)
- [Visitor Services](#)
- [Events & Festivals](#)
- [Lodging & Camping](#)
- [Restaurants](#)

Things to Do and Places to Stay can be found by clicking on the buttons above. Click on an area of interest and corresponding activities will appear below the map to provide more information. You may zoom in using the slider on the left side of the map. You may also switch between Satellite View and Map View by clicking the buttons in the upper-right corner of the map. Clicking on a colored icon on the map will pop up a description.

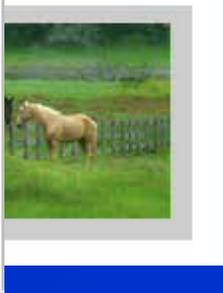
Map Of Taylor County, Florida

Other Counties:

- [Alachua County](#)
- [Bradford County](#)
- [Columbia County](#)
- [Dixie County](#)
- [Gadsden County](#)
- [Gilchrist County](#)
- [Glades County](#)
- [Hamilton County](#)
- [Jefferson County](#)
- [Lafayette County](#)
- [Leon County](#)
- [Levy County](#)
- [Madison County](#)
- [Suwannee County](#)
- [Taylor County](#)
- [Union County](#)
- [Wakulla County](#)

Lodging & Camping in Taylor County, Florida

- = Add to trip builder
- = Show on Map



PRESS FAMILIARIZATION (FAM) TOUR: "Naturally Romantic"

Writer **Michelle Harmon**
Discusses our Region in
New York Magazine.

This Regional Publicity is
Worth over \$25,000 and
is a Direct Result of an
Original Florida Press
Familiarization Tour.



Weekend Travel

Take in the Waters in Florida's Big Bend

Full of untamed rivers and freshwater springs, Florida's north country will make you forget the beach.

By [Melissa Burdick Harmon](#)

Published Feb 14, 2008

FLORIDA'S BIG BEND ONLINE »

- [1. Where to Stay](#)
- [2. Where to Eat](#)
- [3. What to Do](#)
- [4. Insider's Tip](#)
- [5. An Oddball Day](#)

1. Where to Stay

Book a cottage at [Steinhatchee Landing Resort](#) (from \$140 to \$500), one of the few luxury accommodations in the largely undeveloped Big Bend area. All 40 colorful clapboard houses come with full kitchens, grills, flat-screen TVs, and porches steps from fly fishing and pontooning on the untamed Steinhatchee River. If the deluxe Jimmy Carter House is booked (he's a regular guest), request Osprey Nest 42 for its screened-in porch and riverfront views.

Enjoy breakfast by the Koi pond at the stately [Grady House B&B](#) in High Springs (from \$100 per night). For garden views, rent the Green Room—you have a direct shot of the pond and gazebo, the best spot for eating the banana-pecan-stuffed French toast or herb-baked eggs with Gruyère cheese.

3. What to Do

Look for lost artifacts among [Micanopy's](#) highly specialized antique shops. Start at **Delectable Collectibles** (112 Main St.; 212-219-3590), which hoards more than 1,400 antique cameos. Two doors down, **O. Briskie Bookstore** (352-466-3910) offers 50,000 titles, ranging from \$1 used books to first editions from as far back as 1683. The nearby **Antique Mall Downtown** (110 NE Chokolka Blvd.; 352-466-3456) houses dealers of everything from hat pins to rare citrus-crate labels from the "Florida Label Man," some costing \$400.

"SPRINGS HOPPING" PRESS FAMILIARIZATION TOUR

Featuring:

- Springs and Rivers of North Florida
- Hosted 9 Travel Writers From Within "Drive Market"
- Writers **Lucy Tobias** and **Doc Lawrence** Have Featured the Region in Several Magazine Articles and "Blogs"



SALES MISSIONS

Atlanta-Birmingham Sales Mission

Relationship building with:

- Southern Living
- Coastal Living
- Birmingham News
- Atlanta Journal Constitution
- Chattanooga Times
- Sweet Tea Magazine
- Cottage Living
- Cooking Light



TRADE SHOWS

- In 2010, Original Florida has Reached Over 20,000 Consumers that are Interested in Visiting Attractions in North Florida
- Each County is Represented in Original Florida's Marketing Materials. Your County's Message Reaches Over 20,000 Travel Consumers Annually.



COOPERATIVE ADVERTISING

- **Original Florida “Buys Down” the Cost of Advertisements so that Each Participating County Gets a Reduced Rate for their Individual Advertisements**
- **Publications Feature Editorial Content About Our Region as a Result of Ads**



PUBLIC RELATIONS CAMPAIGN

- This Story Idea Was Sent to News Outlets in Florida and Georgia
- Jacksonville and Gainesville Ran Stories on Our “One Tank Trip” Theme

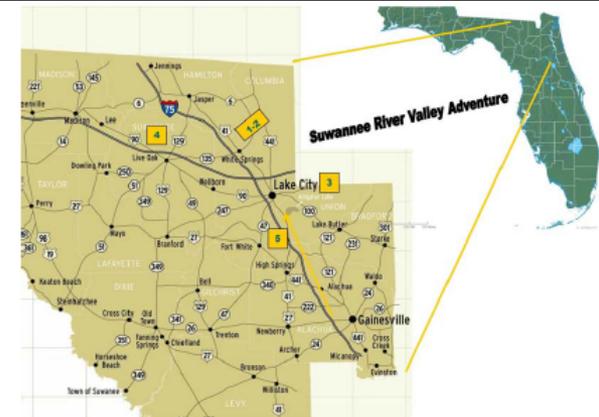
For Immediate Release
June 20, 2007
Contact Information:
Jayne Moraski, 352-955-2200 x.106
www.originalflorida.org



ONE TANK TRIPS

Want to get away from it all but never leave your own backyard? With gas and travel prices on the rise, Natural North Florida has developed a series of trips that are close by but offer a new world of experiences you are sure to enjoy.

THE SUWANNEE RIVER VALLEY: OLD FLORIDA AT ITS BEST



If the term “Old Florida” brings back memories of a simpler time when roads weren’t nearly as congested, wild flowers grew in abundance on the roadsides and nature was literally all around us, welcome to Florida’s Suwannee River Valley.

Centered at the intersection of I-75 and I-10 in North Central Florida, the Suwannee River Valley is made up of quaint communities like White Springs, Live Oak, and Lake City.

- 1** **Downtown White Springs** - Our journey begins in the tranquil community of White Springs, located approximately an hour and a half north of Gainesville on US 41. You can start out the night before and stay in one of the bed and breakfasts downtown. Or you can get an early start and prepare for a hearty home cooking breakfast in downtown White Springs at the Suwannee River Diner. While you’re eating, be sure to enjoy the mural of the Suwannee River that surrounds you on the walls of the diner. The mural

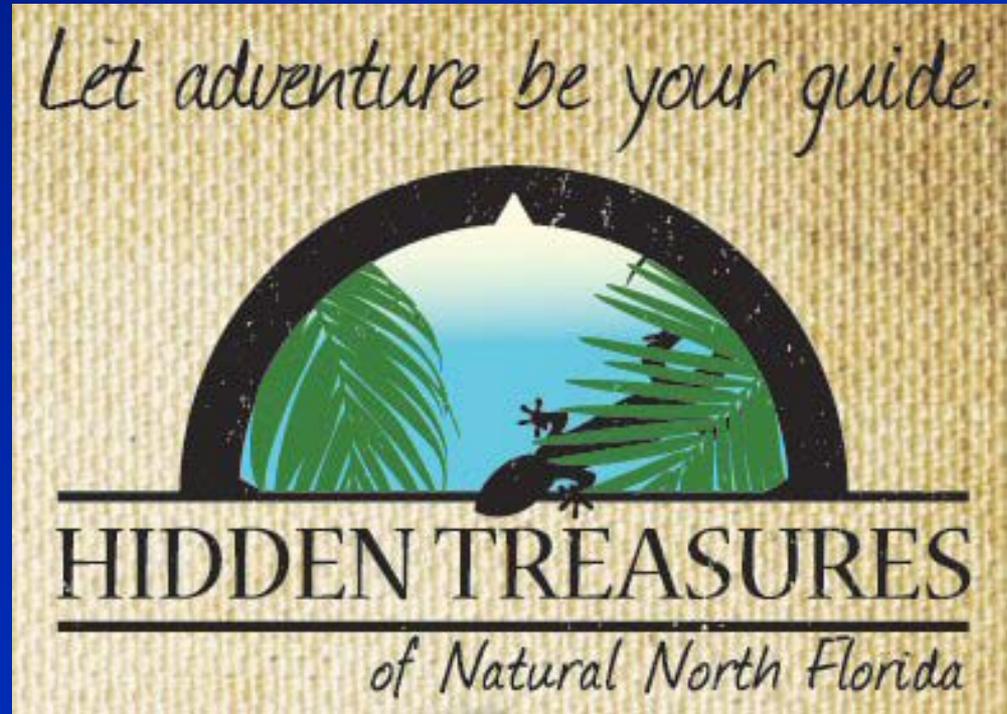


PUBLIC RELATIONS CAMPAIGN:

Hidden Treasures

of Natural North Florida

- **First Geocaching Campaign, April 2006**
- **Finalist for Prestigious **Flagler Award** from VISIT FLORIDA in 2007**
- **Draws Hundreds of Geocaching Groups to the Region**



RETURN ON INVESTMENT (2009)

Advertising Equivalency	\$1,500,000
Trade Show Attendance/Brochure Distribution	\$10,000
Direct Ads and Co-op Opportunities	\$10,800
FAM Trips	\$6,000
Bacon's Media Directories	\$1,600
Clipping Service for Region	\$7,800
Other Marketing Intangibles	\$34,000
(Includes: VISIT FLORIDA Grants, Trade Show Leads, Travel Writer Relationships, Proactive Press Release Campaign, Brochure Distribution, Website, Research/Conversion Study)	
Staff Expenses & Overhead	\$48,000
Total:	\$1,618,200

**For Each \$1 of Member Dues,
Average Return on Investment is > \$33**



NEXT STEPS

- **Your County Makes a Small Investment That Provides Big Returns. *There is Added Value in Both Sub-Regional Alliances and the Larger Umbrella Group of The Original Florida.***
- **This Will Allow for Better Opportunities for Regional Grants, Continuity of Marketing Message Through FAMs, Travel Writers and Media Relations.**
- **Monthly Meetings Spark Creative Solutions to Local Problems and Cross-Promotion of Area Events. Active Participation by Your County is Encouraged, and Maximizes the Return on Your Investment.**



The Original Florida Tourism
Task Force

Visit

Natural
North Florida

