



North Central Florida Regional Planning Council



Economic Development



**North
Central
Florida
Regional
Planning
Council**

Bryan Thomas
Economic Development
Program Director

Economic Development

- Overview:
 - Economic Development District
 - Visit Natural North Florida
- (Original Florida Tourism Task Force)

Economic Development

- 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



Economic Development

■ Economic Development Districts Duties

- Appoint Strategy Committee
- Make Strategy available for public review and comment
- Submit Strategy to U.S. Economic Development Administration
- Obtain approval of Strategy from U.S. Economic Development Administration
- Submit Strategy performance report annually to U.S. Economic Development Administration
- Update Strategy at least every five years or earlier due to changed circumstances

Economic Development

- Strategy Development and Content
 - Strategy Committee is the entity responsible for developing, revising, or replacing the Comprehensive Economic Development Strategy
 - Strategy must represent the main economic interests of the region, and must include private sector representatives as a majority of its membership

Economic Development

■ Strategy Committee Composition

- Private Sector
- Public officials
- Community leaders
- Representatives of workforce development boards
- Representatives of institutions of higher education
- Minority and labor groups
- Private individuals

Economic Development

- Economic Development Conditions of Region
 - Economy
 - Population
 - Geography
 - Workforce
 - Transportation
 - Environment

Economic Development

- Analysis of Strengths, Weaknesses, Opportunities and Threats
 - Coordination with other related plans and strategies
 - Identification of projected economic development investments
 - Identification and analysis of economic clusters

Economic Development

- Goals and Objectives
 - Address economic problems
 - Capitalize on resources

Economic Development

■ Plan of Action

- Promote economic development
- Foster transportation access
- Enhance and protect environment
- Maximize workforce development
- Promote use of technology
- Balance economic development environmental quality
- Secure funding and resources

Economic Development

- Comprehensive Economic Development 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

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

Strategy Required for Funding from U.S. Economic Development Administration

- 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

Economic Development

■ Recent 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

■ Priority Projects:

- Rural Area of Critical Economic Concern - Catalyst Sites development
- Promoting sustainable, tourism based economic development through "Visit Natural North Florida"
- Healthcare and Life Science professionals
- Regional business incubators and research parks
- Multi-modal infrastructure improvements

Economic Development

■ Long Range Priorities

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

Economic Development

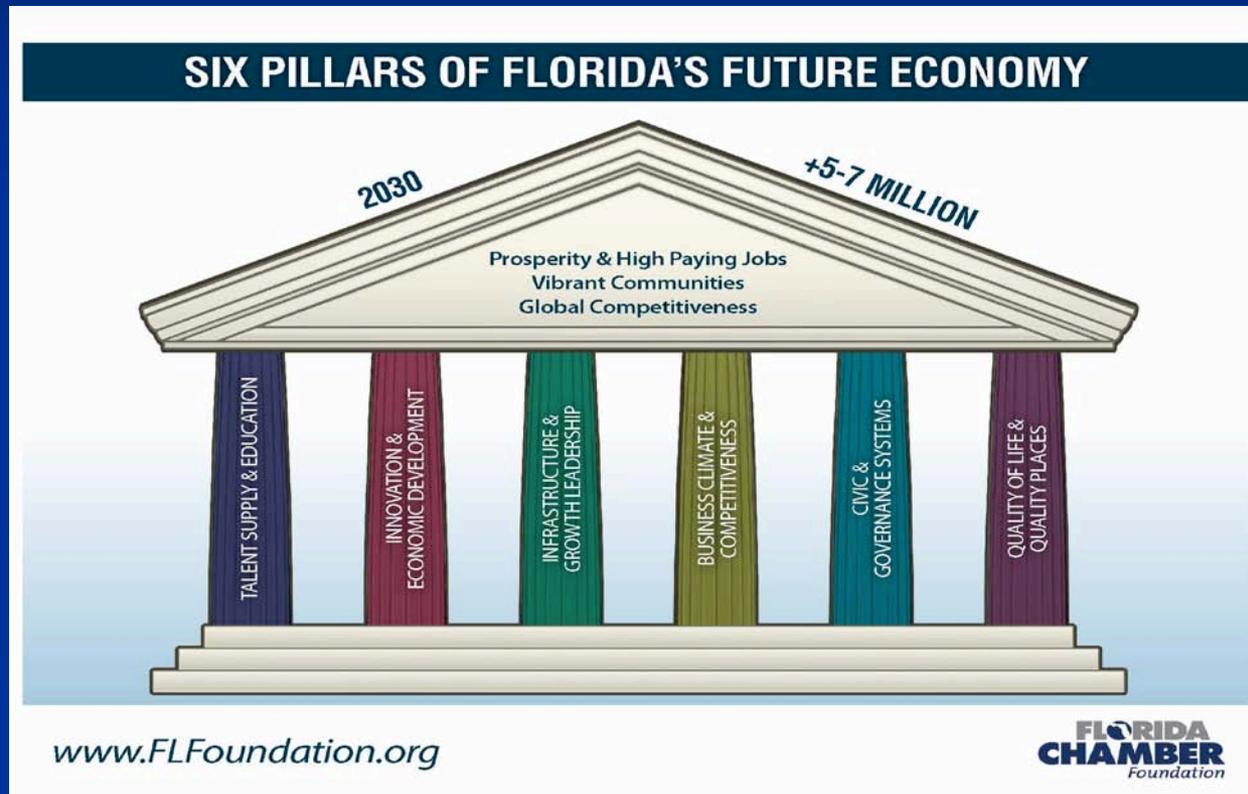
- Coordinated Comprehensive Economic Development Strategy
 - Incorporating the Six Pillars concept into the Comprehensive Economic Development Strategy requirements
 - All requirements listed in the Comprehensive Economic Development Strategy guidance documentation were matched with Six Pillars concepts

Economic Development

- 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

- Florida Chamber Foundation



- Organizing framework for Comprehensive Economic Development Strategies

Economic Development

■ Six Pillars Indicators

- Talent Supply & Education
- Innovation & Economic Development
- Infrastructure & Growth Leadership
- Business Climate & Competitiveness
- Civic & Governance Systems
- Quality of Life & Quality Places

Economic Development

- Talent Supply & Education
 - Average Annual Wage
 - High School Graduation
 - 8th Grade Math Performance

- Innovation & Economic Development
 - Gross Domestic Product
 - Bed Tax Collections
 - Trade Exports and Imports

Economic Development

- Infrastructure & Growth Leadership
 - Population Counts, Estimates and Projections
 - Annual Building Permits
 - Vehicle Miles Traveled per Lane Mile

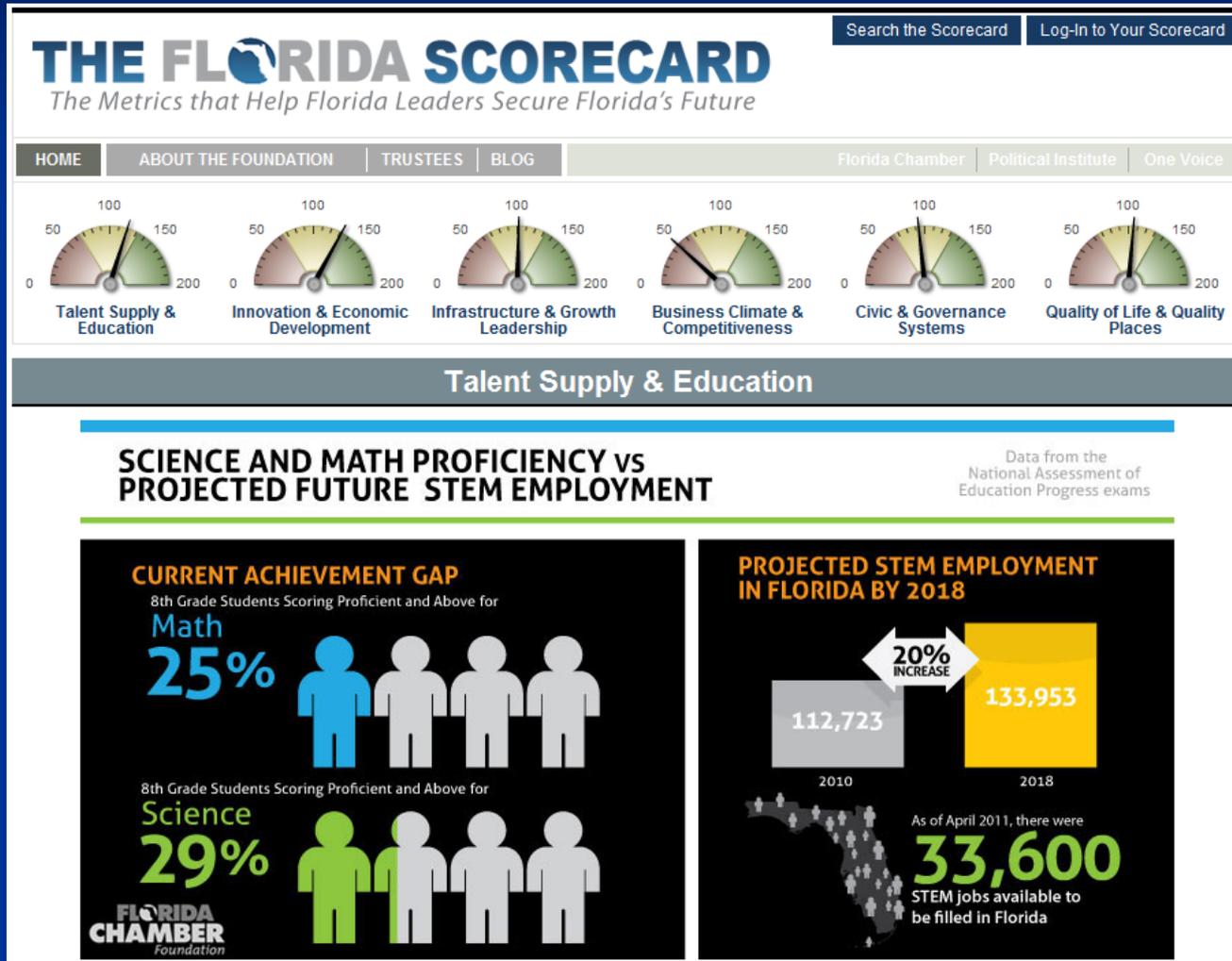
- Business Climate & Competitiveness
 - Average Annual Unemployment Rates
 - Employment by Industry
 - Wages by Industry

Economic Development

- Civic & Governance Systems
 - Millage Rates
 - Registered Nonprofit Organizations
 - Voter Participation

- Quality of Life & Quality Places
 - Per Capita Income
 - House Purchase Price and Cost Index
 - Persons Living in Poverty

Economic Development



Economic Development



- State Five-Year Strategic Economic Development Plan
 - Florida Department of Economic Opportunity
 - Streamline community, workforce & economic development
 - Attract, expand and create businesses
 - Measure success

Economic Development

■ Stakeholder Forums

- 14 regional and targeted forums across state
- Over 1,000 high-level stakeholders from local government, private industry, economic development and workforce education
- Suggested strategies and tactics added to state priority list
- Strong support for state/regional alignment and Six Pillars framework

“First Round” Statements and Strategies for the Five-Year Statewide Strategic Plan for Economic Development – At-A-Glance

- Vision** 🌐 Florida will have the nation's top performing economy and be recognized as the world's best place to live, learn, work, and do business.
- Goals**
- 🌐 Lead the nation in global competitiveness as a location for business, investment, talent, innovation, and visitors.
 - 🌐 Become the nation's top performing economy.
 - 🌐 Lead the nation in quality of life.
- Objectives**
- 🌐 Create more jobs.
 - 🌐 Get Floridians back to work.
 - 🌐 Foster opportunities for prosperity.
 - 🌐 Grow businesses.
 - 🌐 Expand global commerce.
 - 🌐 Increase the competitiveness of Florida's regions.

Cross Cutting Strategies

- 🌐 Improve collaboration and alignment among state, regional, and local entities toward the state's economic vision.
- 🌐 Develop and implement a statewide strategy to develop regional industry clusters using global best practices.
- 🌐 Position Florida as a global hub for trade, visitors, talent, innovation, and investment.
- 🌐 Connect economic development, talent, infrastructure, partnerships, and other resources across regions to build Florida as a globally competitive megaregion.

Area-Specific Strategies

Talent Supply & Education	Innovation & Economic Development	Infrastructure & Growth Leadership	Business Climate & Competitiveness	Civic & Governance Systems	Quality of Life & Quality Places
<p>1. Connect and align education and workforce development programs to develop Florida's current and future talent supply chain and meet employer needs.</p> <p>2. Develop an integrated pre-K through career education system to prepare students for work.</p> <p>3. Position Florida as a leader in science, technology, engineering, and mathematics (STEM) research, education, and market-relevant technical skills.</p> <p>4. Expand access to education and training programs for talent in rural and urban distressed markets.</p>	<p>5. Strengthen Florida's leadership in expanding and emerging industry clusters and help transition established clusters to serve new markets.</p> <p>6. Grow, sustain, and integrate efforts related to R&D, technology commercialization, and seed capital to create, nurture, and expand innovation businesses.</p> <p>7. Expand the number of Florida businesses selling goods and services internationally and diversify the markets they serve.</p> <p>8. Brand and market Florida as the best state for business.</p>	<p>9. Modernize Florida's transportation, telecommunications, energy, and water systems to meet future demand and respond to changing business needs.</p> <p>10. Improve coordination of economic development, land use, infrastructure, water, energy, natural resources, workforce, and community development decision-making and investments at the statewide and regional levels.</p> <p>11. Develop and maintain multimodal, interconnected trade and transportation systems to support a prosperous, globally competitive economy.</p> <p>12. Develop and maintain a cutting-edge telecommunications infrastructure.</p> <p>13. Ensure the future supply and quality of water to meet Florida's economic and quality of life goals.</p> <p>14. Develop and maintain diverse, reliable, and cost effective energy sources and systems to meet Florida's economic and environmental goals.</p>	<p>15. Renovate permitting, development, and other regulatory processes to meet changing business needs and provide a predictable legal and regulatory environment.</p> <p>16. Ensure state and local agencies provide collaborative, seamless, consistent, and timely customer service to businesses.</p> <p>17. Reduce barriers to small business and entrepreneurial growth.</p> <p>18. Develop a government revenue structure that encourages business growth and development.</p>	<p>19. Support and sustain regional partnerships to accomplish Florida's economic and quality of life goals.</p> <p>20. Invest in strategic statewide and regional economic development priorities.</p>	<p>21. Create and sustain vibrant, healthy communities that attract workers, businesses, residents, and visitors.</p> <p>22. Ensure future growth plans and development decisions sustain Florida's environment and enhance Florida's quality of life.</p> <p>23. Promote, develop, and leverage Florida's natural and cultural assets in a sustainable manner.</p>

Economic Development

- 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

Economic Development

Additional Support for Economic Development Projects: Regional Economic Modeling, Inc.

- Econometric Regional Model
 - Dynamic modeling tool
 - National data calibrated for region
 - Economic and demographic analysis and forecasting
 - System-wide effects for short- and long-range time horizons
 - Hypothetical or actual projects

Economic Development

- Input Variables
 - Industry sector
 - Capital investment for building and equipment
 - Number of jobs
 - Average wage

Economic Development

■ Output Variables

- Population
- Secondary jobs multiplier
- Income
- Ad valorem property taxes

Economic Development

- Rural Area of Critical Economic Concern
 - Regional approach to economic development
 - 14-county region spanning rural north central Florida (including Baker, Jefferson, Levy & Putnam)
 - Added state development incentives for rural counties

Economic Development

- North Florida Economic Development Partnership
 - The Council serves on Board of Directors
 - Current Projects:
 - Rural Broadband Expansion - \$30 Million U.S. Department of Commerce grant to provide "Middle Mile" network throughout region
 - Economic Development Asset Inventory - \$400,000 grant to provide comprehensive inventory of all economic development assets throughout region

Economic Development

- Rural Areas of Critical Economic Concern
 - Two Large Scale “Catalyst” Sites
 - Columbia County – Target Industries: Building Construction Component Manufacturing & Design, Logistics & Distribution Center
 - Suwannee County – Target Industries: Distribution & Logistics Center, Manufacturing

Visit Natural North Florida

In Rural Communities, Tourism *is* Economic Development

- The Original Florida Tourism Task Force
 - 10-County region marketing “Natural North Florida”
 - Increase tourism as a means of sustainable economic development
 - Increase entrepreneurial capacity of the hospitality industry

Visit Natural North Florida

Regional Tourism Concept:



A Rising Tide Lifts All Boats!

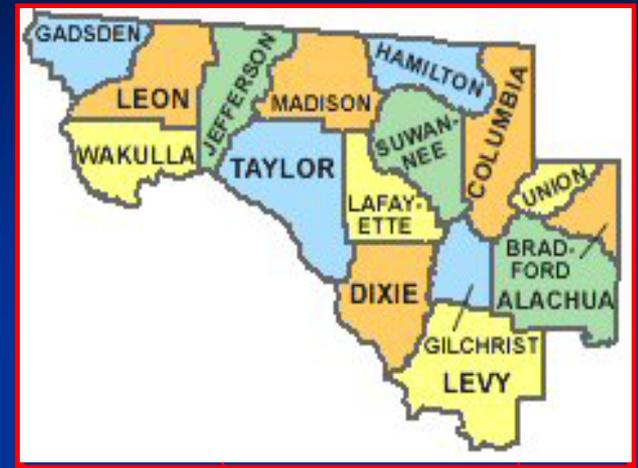
Visit Natural North Florida

- Why Natural North Florida?
 - Proven track record
 - Relationships that can shape policy with VISIT FLORIDA
 - Synergies of event planning
 - Solid return on Investment



Visit Natural North Florida

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



Visit Natural North Florida

■ Tourism Marketing Program

- Press Familiarization Tours
- Sales Missions
- Trade Shows
- Advertising
- Tourism Education
- Public Relations Campaigns
- Websites:

www.VisitNaturalNorthFlorida.com

- Calendar of Events
- Trip Planner Function
- Travel Bloggers

www.fnnf.org

- Fish Natural North Florida – Fishing Resources Website





Click on the calendar for dates you want to

trip builder.

Chiefland Watermelon Festival

Chiefland, FL
Phone:
[Chiefland Watermelon Festival](#)

The annual Chiefland Watermelon Festival is held biggest event of the year in Chiefland. Come out fun filled events including: a parade, auction, see Watermelon Queen contest.

By NaturalNorthFlorida.com on May 11th, 2011

No Comments

For a Mix of Relaxed and Action-Packed, Think Jellystone

Category: Events and Activities, Outdoors and Nature, Tags: cabins, camping with kids, jellystone, jellystone campground, madison



Jellystone's waterslide is just one of the resort's family-friendly attractions.

We had them at "waterslide."

My son and his best friend are squarely in the tween set now, as they're starting middle school in the fall. Suddenly, it's not that cool to play on playgrounds, watch cartoons or do the kind of kid stuff I happily enjoyed until I was at least 13. Or 16. Or maybe 21.

Nevertheless, when we arrived at Yogi Bear's Jellystone Park Camp-Resort in Madison, all traces of teen pretension disappeared in an all-out race to throw themselves down the waterslide, goof around at mini-golf, splash in the lake and pool and even enter the bubble-blowing contest, working their bubble gum with laser intensity in an effort to win.

Jellystone is that kind of place — where kids can forget about Facebook and hairstyles for a while and just enjoy being kids.

Paddle boats, putt-putt and planned activities add to the fun of just hanging out in your cabin, tent or RV or enjoying a picnic lunch at the lake. When you want to relax and hold down part of the sandy beach, you can. When the kids are restless and looking for excitement, there's always something going on, as evidenced by the schedule below.

Yogi Bear's Jellystone Park/Camp Resort	
Activity Schedule	
9:00	Stone Cars
10:00	Cartoons
11:00	Sack Races
12:00	Movie
1:00	Candy Bar Bingo
2:00	Choc. eating contest
3:00	Bubble Gum Blowing
4:00	Pool Diving contest
5:00	Waterslide closes
6:00	Karaoke
7:00	Scavenger Hunt
8:00	Movie
9:00	Stone Cars
10:00	Quiet Time

Pages

- > About Visit Natural North Florida and The Original Florida Tourism Task Force

Recent Posts

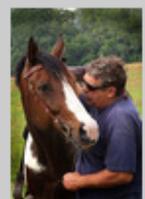
- > Heaven Scent: Rose's Botanicals Soap Factory and Gift Shop
- > Keaton Beach Hot Dog Stand: Much More Than Dogs!
- > There's still time to sign up for the 2011 Doug Johnson Reeling For Kids Tournament at Steinhatchee
- > Cofrin Nature Park: Get Outside in Gainesville
- > Gainesville's Dragonfly Lands "Excitement" Cocktail in National Contest

Categories

- > About Our Bloggers
- > Events and Activities
- > Fishing and Boating
- > Outdoors and Nature
- > Uncategorized

Tags

alachua county big bend Biking boating Botany canoeing Capt. Tommy Thompson cedar key dams day trips Ecology Family Fun festivals fishing fishing forecasts florida florida museum of natural history



■ Social Media: Facebook

facebook Search

Visit Natural North Florida
Non-Profit Organization · Gainesville, Florida · Edit Info

What's on your mind?

Visit Natural North Florida
What's Happening This Weekend - May 28, 2011
All American Car Show
A salute to veterans. Hosted by the Busted Knuckles Car Club. Show runs from 9 a.m. to 3 p.m. at the Tyler Creek Business Community.
Contact Russ at 352-221-0500 or Dan at 352-535-5906 for more information.

Visit Natural North Florida
What's Happening This Weekend - May 28, 2011
HISTORIC MONTICELLO GHOST TOURS!
Join the Big Bend Ghost Trackers on their award winning 90-minute ghost tour to some of the most haunted locations in historic downtown Monticello, known as the most haunted small town in the U.S.
For more information go to www.historicmonticelloghosttours.com/Events.html.

74 people like this

Visit Wakulla
Pure Water Wilderness
Visit Tallahassee
Visit Gainesville and Alachua County Visitor
Madison County (FL) Chamber of Commerce & Industry

Subscribe via RSS
Share

■ Mobile Web

www.naturalnorthflorida.com/mobile/index.cfm?

Visit Natural North Florida

Main Menu

- Introduction Video YouTube
- Things To Do
- Events Calendar
- Photo Album
- Find us on Facebook
- Other Options

Home

Visit Natural North Florida

"Fish Natural North Florida" Press Familiarization Tours

Featuring:

- Coastal and Inland Communities of Natural North Florida
- Hosted 5 Fishing/Travel Writers From Within Southeast "Drive Market"
- Writers Have Featured the Region in Several Magazine Articles and "Blogs"



Post Press Tour Results:

Examiner.com

STEINHATCHEE | April 1, 2012

Big Bend redfishing's Atlanta connection - Steinhatchee, Florida



Jimmy Jacobs

Atlanta Outdoor Travel Examiner



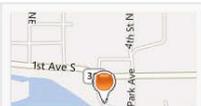
<http://www.examiner.com/outdoor-travel-in-atlantabig-bend-redfishing-s-atlanta-connection-steinhatchee-florida-photo>

Bryan Thomas shows off a nice redfish taken at Steinhatchee in March. Credits: Jimmy Jacobs



<http://www.examiner.com/outdoor-travel-in-atlantabig-bend-redfishing-s-atlanta-connection-steinhatchee-florida-photo>

Slideshow: Big Bend redfishing's Atlanta connection
<http://www.examiner.com/outdoor-travel-in-atlantabig-bend-redfishing-s-atlanta-connection-picture>



Dean Fowler is a native of when he attended Emory Atlanta real estate market

But a career change took Steinhatchee, Florida. It's Sunshine State's Gulf coast

At the mouth of the Steinhatchee shallow and filled with recreational fishing opportunities plentiful in the region.

Fowler eventually relocated to **Steinhatchee Landing**, which is just five minutes from downtown and has all the amenities and even has a

The Landing has 39 cottages, Victorian, Florida Cracker-style buildings are blended into the landscape and impact on the landscape.

If you don't have a boat, <http://riverhavenmarina.com> for bait and tackle needs.

Another option is to hire a Capt. Steve Kroll of **Pepperfish** works out of River Haven Marina and is a hotspots.

If you don't want to be on a boat and cooked seafood, the end of the day head to **Big Bend** Steinhatchee waterfront. It's been a tourist since 1969, and

Group: season opens early in Gulf - 04/08/2012 | MiamiHerald.com

The Miami Herald

Posted on Sun, Apr. 08, 2012

Grouper season opens early in Gulf

By SUSAN COCKING
scocking@miamiherald.com



Susan Cocking / Miami Herald Staff

(L to R) Captain Blake Gardner, Mark Mitchell and Terry Gibson with a nice sea trout Gibson caught in Apalachee Bay near Panama.

Recreational grouper season in Florida until May 1. But anglers willing to travel, some including a special on the Big Bend region.

April 1 marked the opening of grouper season — for yellowfin, yellowmouth and grouper through Jan. 1. The beginning of a regional grouper season in state waters in four counties — Jefferson and Taylor, Bay and Indian Pass — and all waterways including those in Dixie

The Florida Fish and Wildlife Conservation Commission adopted the measure at its February meeting aiming to balance recreational fishing in a densely populated area of the Gulf Coast with the need to conserve overfished for years, resulting in seasonal and area closures.

Anglers may take two gags per person per day with a minimum size of 14 inches fishing over rocks or hard bottom using live pinfish or pilchards, or croaker, lizardfish, blue runner or sand perch.

But the early recreational gag season is not the only reason to fish in the Gulf. There are plenty of redfish, sea trout and other species to target for

A recent half-day trip on Apalachee Bay near Panama yielded sea trout and Berkley Gulp baits on jig heads and popping corks in patchy sand-bar

Fishing near the Pepperfish Keys south of Steinhatchee the next day released a couple dozen redfish up to 28 inches. Interestingly, five-inch garish colors such as "electric chicken" on 1/16-ounce jigs worked a treat. Captain Steve Kroll and his party. The reds were schooling around a deep on both incoming and outgoing tides. Kroll had to idle and drift while he anchored and his customers began casting, the bite went on for a

"Springtime reds are much more bunched up," Kroll said. "That can't

PHOTO CENTER | FAVORITES

FLORIDA FISHING CAPITAL OF THE WORLD

Type your search term here **FIND** FISHING CITIES

Select an Insider < **BOATING & FISHING** | WELCOME CENTER | OFF THE BEATEN PATH | FAMILY

Boating & Fishing Insider Terry Gibson

Boating and fishing are Gibson family traditions, and I'm the lucky beneficiary of three generations of Florida outdoor expertise. My experience at fishing publications, including "Saltwater Fly Fishing," "Florida Sportsman" and "Outdoor Life," showed me fishing, diving and boating around world. But few places rival Florida for diverse salt and freshwater opportunities. Let me guide you through the Sunshine State's gorgeous and productive waters.



Follow @insidelfishing

What's New... Blogs | Q&As | Articles | Latest Updates | Videos

Angling with a Bow

April 23, 2012

Related Tags: Boating, Fishing, Outdoors & Nature, Adventure



Subscribe

Insider Recon

Click the map icons to see



Visit Natural North Florida

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



Feature article in Southern Living –
Advertising Equivalency of over \$85,000

Visit Natural North Florida

■ Travel Shows

- In 2012, Visit Natural North Florida has reached thousands of consumers that are interested in visiting Natural North Florida
- Each county is represented in Visit Natural North Florida's marketing materials. Your county's message reaches thousands of travel consumers annually



Visit Natural North Florida

Cooperative Advertising

■ Example:

VISIT FLORIDA TRAVEL MAP

- Distributed to over one million visitors each year

Visit Natural North Florida

Need a Break?
Immerse yourself...
In our majestic rivers
sparkling springs
and vast wilderness
www.PureWaterWilderness.com • 352-463-3467

Map Out Your Next Adventure
Levy County
her gulf islands
& Cedar Key
1-877-387-5673
visitnaturecoast.com/map11

Come Share Our Good Nature
Taylor County
Steinhatchee to Perry... Naturally
www.TaylorFlorida.com

Deal and Discover
Explore the Old Florida Heritage Highway, a National Scenic Byway, with a Free* Call Phone Tour. Visit Payne Prairie, Micoogy and Cross Creek to experience the history and beauty of the area. Visit the web site for locations and guides.
www.gainesvillecalltours.com

See what happens in Gainesville when its not Gameday!
www.VisitGainesville.com 866-778-5002

An Abundance of Natural Beauty is our Main Attraction.
Explore the Springs, Rivers, and Unspoiled Coastlines
that make up Natural North Florida.
visitnaturalnorthflorida.com/map

Visit Natural North Florida

Public Relations Campaign:

- Natural North Florida Fishing Trail:
 - Fishing is Big Business in Florida, Bringing over \$1 Billion/Year From Out of State Anglers
 - Establish Key Fishing Locations in Each County
 - Develop Marketing Materials That Highlight the Region's Numerous Fishing Opportunities

Public Relations Campaign:



Red Drum



Spanish Mackerel



Spotted Sea Trout



Tarpon



Suwannee Bass



Spotted Sunfish



Largemouth Bass

Fish Natural North Florida!

Popular Saltwater Varieties



Gulf Flounder



Grouper



Black Sea Bass



240 miles from Atlanta
210 miles from Pensacola
95 miles from Jacksonville
114 miles from Orlando and 132 miles from Tampa

Suwannee River Wilderness Trail: White Springs to the Gulf

Big Bend Saltwater Paddling Trail

Gulf of Mexico

Popular Freshwater Varieties



Brown Bullhead



Bluegill



Black Crappie

Fish Tales

You can find the most up-to-date information on licensing and regulations at the following sites:

Fishing License Information:
www.myfwc.com/license/recreational

Saltwater Regulations:
www.myfwc.com/fishing/saltwater/regulations

Freshwater Regulations:
www.myfwc.com/fishing/freshwater/regulations

Florida Fishing Capital of the World:
www.fishingcapital.com

Natural North Florida Fishing Facts:

- Natural North Florida is home to a unique species of largemouth bass, the Suwannee Bass.
- Natural North Florida's Gulf Coast is one of the few places in the U.S. where Bay Scallops may be harvested recreationally.
- Natural North Florida has one of the longest stretches of natural, undeveloped coastline in the U.S.




Partial funding for this project was provided by the Florida Department of Economic Opportunity.

For detailed fishing information, please visit us at: www.fnnf.org/map

Natural North Florida Promotes Safe and Sustainable Fishing Practices • Map Not Intended for Navigational Purposes

Visit

**Natural
North Florida**



VisitNaturalNorthFlorida.com

Fish

**Natural
North Florida**



fnnf.org

Summary

- Economic Development
 - Comprehensive Economic Development Strategy
 - Econometric modeling
- Visit Natural North Florida
 - Regional tourism promotional organization
 - Branding "Natural North Florida" as alternative Florida destination

Bryan Thomas
Economic Development Program Director
352.955.2200, ext. 106
thomas@ncfrpc.org

VisitNaturalNorthFlorida.com
fnnf.org

