



# North Central Florida Regional Planning Council



# Economic Development Strategies for North Central Florida



Bryan Thomas  
Economic Development  
Program Director

January 24, 2013

# 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

- 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

- 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

- 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 activities.
  - 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)
- North Florida Economic Development Partnership asset mapping project (\$400,000)

# Economic Development

- Priority Project Areas:
  - Rural Area of Critical Economic Concern - Catalyst Sites development
  - Promoting sustainable, tourism based economic development
  - Healthcare and Life Science professionals development
  - 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

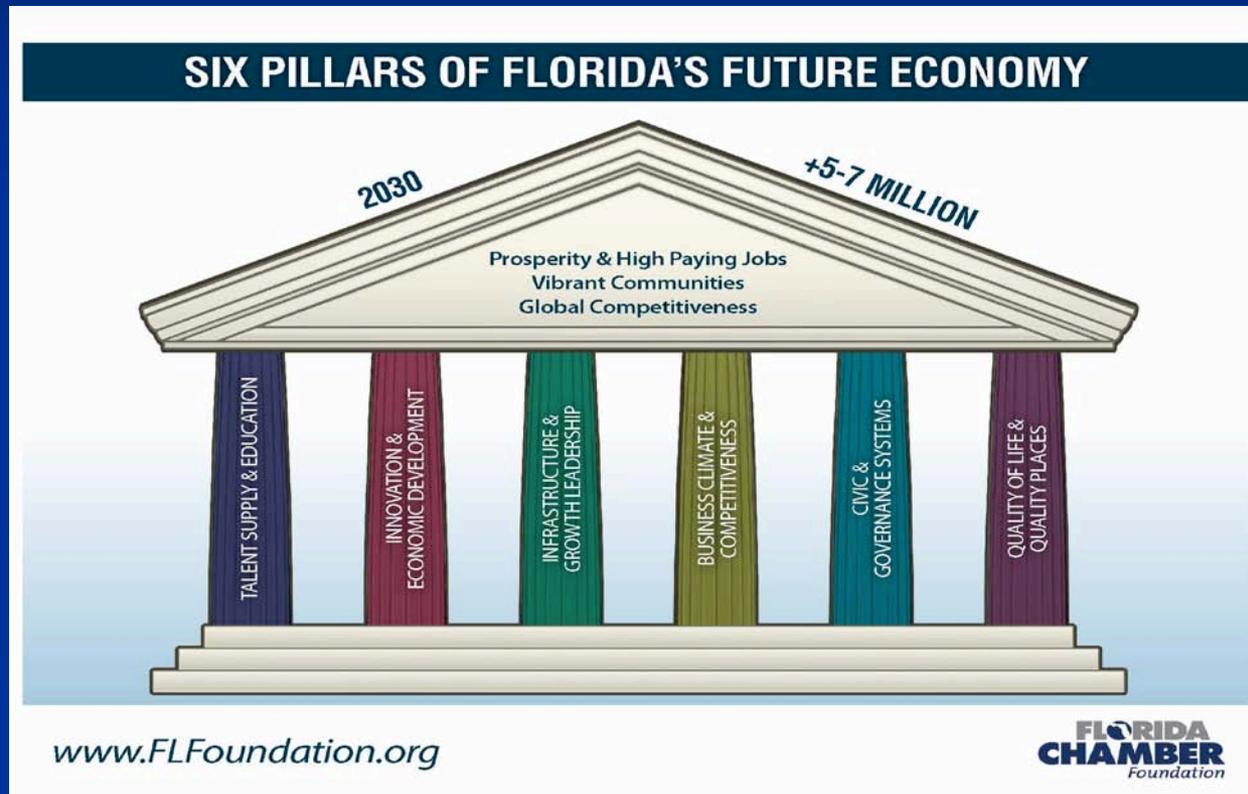
- Coordinated Comprehensive Economic Development Strategy
  - Six Pillars concept incorporated into the Comprehensive Economic Development Strategy requirements
  - All requirements listed in the Comprehensive Economic Development Strategy guidance documentation were matched with Six Pillars concepts

# 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

- Region faces emerging talent gap - growing unmet need for a highly skilled and educated workforce
- New products and services need to be developed to address environmental, medical, and transportation challenges
- Communities that are home to those breakthroughs will reap the economic rewards of leadership
- Education and training essential to future workforce

# Economic Development

## ■ Innovation & Economic Development

- Innovation an integral part of businesses throughout region
- Competitiveness and prosperity in the 21st Century will be based on technology, knowledge and innovation
- Transforming the existing business base is the key to retention and expansion

# Economic Development

## ■ Infrastructure & Growth Leadership

- Transportation, communications and land use are fundamental to the creation and maintenance of a vibrant economy
- Distressed infrastructure, if not addressed, can undermine the region's economic health
- Failure to provide high-speed communications infrastructure can deter local investments by high-tech industries
- Smart and timely investments in strategies tied to infrastructure needs will yield a shared economic prosperity

# Economic Development

## ■ Business Climate & Competitiveness

- Owners and executives make location decisions by evaluating attractiveness based on business climate of the region
- Florida ranks highly in measures of business climate, but poorly in measures of high business costs
- Evaluating and monitoring competitiveness of region relative to other locations is critical
- Policy decisions that affect competitiveness of the region are key to developing a business-friendly climate

# Economic Development

## ■ Civic & Governance Systems

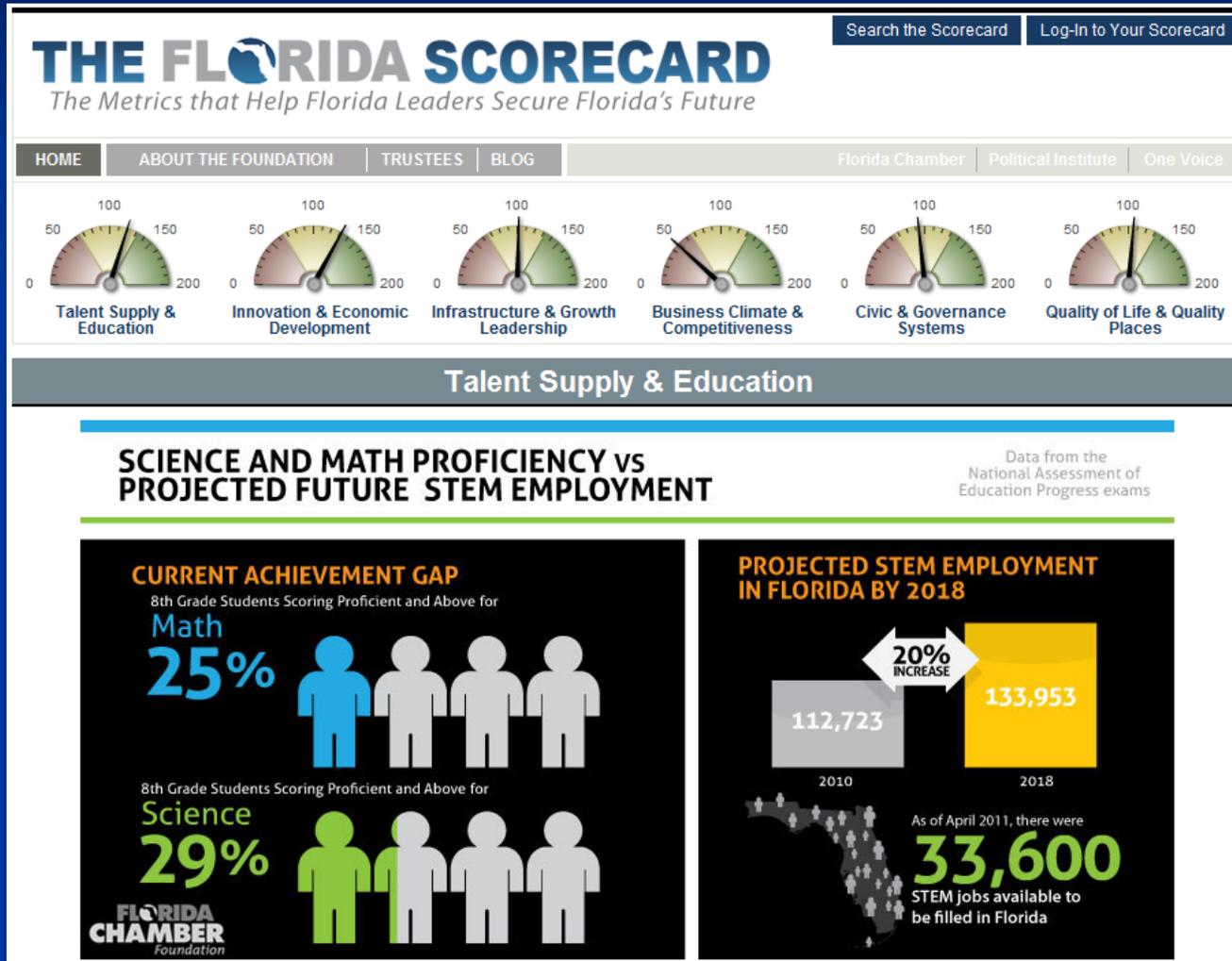
- Free markets need structures in place to deliver services and to set rules that organize business and society
- Public needs vehicles to engage in, influence, and change the way society works
- These include things such as constitutional integrity, ethics and elections, redundancy and government spending

# Economic Development

## ■ Quality of Life & Quality Places

- The concept of “place” is an integral component of prosperity
- Unlike previous generations of workers, “Creative Class” workers choose a location to live, then find a job in that location
- Future economy depends upon the robustness of our culture and those things that make us healthy, safe, comfortable, secure and involved

# Economic Development



# Economic Development



- State Five-Year Strategic Economic Development Plan
  - Florida Department of Economic Opportunity
  - Streamline community, workforce and 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



# Florida Strategic Plan for Economic Development

## July 2012 – June 2017 (V19.0, [www.floridajobs.org/FL5yrPlan](http://www.floridajobs.org/FL5yrPlan))

### 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, play, work and do business.
- Goals** ○ Lead the nation in global competitiveness as a location for business, investment, talent, innovation and visitors.  
 ○ Lead the nation in economic growth and prosperity.  
 ○ Lead the nation in quality of life.
- Objectives** ○ Improve employment in Florida.    ○ Foster opportunities for prosperity.    ○ Grow businesses.  
 ○ Expand global commerce.                    ○ Increase Florida's attractiveness to workers, residents and visitors.

#### Cross-Cutting Strategies

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

#### Area-Specific Strategies

Talent Supply & Education	Innovation & Economic Development	Infrastructure & Growth Leadership	Business Climate & Competitiveness	Civic & Governance Systems	Quality of Life & Quality Places
<p>5. Align education and workforce development programs to foster employment opportunities and develop and retain talented workers with the skills to meet current and future employer needs.</p> <p>6. Develop an integrated pre-K through career education system to prepare students for becoming successful workers or entrepreneurs.</p> <p>7. Lead the nation in science, technology, engineering, and mathematics (STEM) research, education and market-relevant technical skills.</p> <p>8. Expand access to education and training programs for talent in distressed markets.</p>	<p>9. Strengthen Florida's leadership in expanding and emerging talent and innovation clusters and help transition established clusters to serve new markets.</p> <p>10. Grow, sustain, and integrate efforts related to research and development, technology transfer and commercialization, and capital to create, nurture and expand innovation businesses.</p> <p>11. Expand the number of Florida businesses selling goods and services internationally and diversify the markets they serve.</p> <p>12. Brand and consistently market Florida as the best state for business.</p>	<p>13. Coordinate decision making and investments for economic development, land use, transportation, infrastructure, housing, water, energy, natural resources, workforce and community development at the statewide, regional and local levels.</p> <p>14. Develop and maintain multimodal, interconnected trade and transportation systems to support a prosperous, globally competitive economy.</p> <p>15. Develop and maintain a cutting-edge telecommunications infrastructure.</p> <p>16. Ensure the future supply and quality of water to meet Florida's economic and quality of life goals.</p> <p>17. Develop and maintain diverse, reliable, and cost effective energy sources and systems to meet Florida's economic and environmental goals.</p>	<p>18. Renovate permitting, development, and other regulatory processes to meet changing business needs and provide a predictable legal and regulatory environment.</p> <p>19. Ensure state, regional and local agencies provide collaborative, seamless, consistent and timely customer service to businesses and workers.</p> <p>20. Reduce barriers to small/minority business and entrepreneurial growth.</p> <p>21. Expand opportunities for access to capital for businesses throughout their life cycle.</p> <p>22. Work with industry to ensure property and health insurance rates are competitive with other large states.</p> <p>23. Develop a government revenue structure that encourages business growth and development.</p>	<p>24. Support and sustain statewide and regional partnerships to accomplish Florida's economic and quality of life goals.</p> <p>25. Improve the efficiency and effectiveness of government agencies at all levels.</p> <p>26. Invest in strategic statewide and regional economic development priorities.</p>	<p>27. Create and sustain vibrant, safe and healthy communities that attract workers, businesses, residents and visitors.</p> <p>28. Ensure Florida's environment and quality of life are sustained and enhanced by future growth plans and development decisions.</p> <p>29. Promote, develop, protect and leverage Florida's natural, art 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 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

- Project 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 rural north central Florida region (including Baker, Jefferson, Levy and Putnam)
  - Added state development incentives for rural counties

# Economic Development

- North Florida Economic Development Partnership
  - 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  
U.S. Economic Development Administration grant to provide comprehensive inventory of 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

- Total Travel Spending: \$525,960,000
  - Total Travel Generated Payroll: \$106,090,000
  - Total Travel Generated Employment: 6,200
  - Total Travel Generated State Tax Receipts: \$26,080,000
  - Total Travel Generated Local Tax Receipts: \$13,140,000
- Travel Generated Tax Relief Per Household: \$228**



10-County Natural North Florida Region, 2010 Data  
Source: U.S. Travel Association



# Visit Natural North Florida

## The Original Florida Tourism Task Force

- 10-County region marketing “Natural North Florida”
- Increase tourism as a means of economic development
- Increase entrepreneurial capacity of hospitality industry



## Regional Tourism Concept:



A Rising Tide Lifts All Boats!

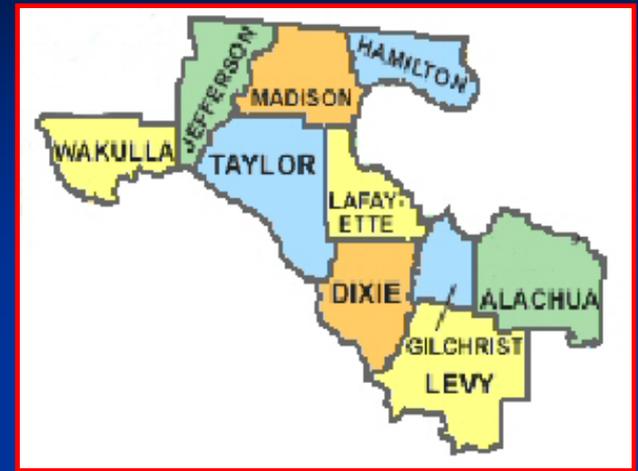
# Visit Natural North Florida

- 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
- Travel Shows
- Advertising
- Tourism Education
- Public Relations Campaigns
- Websites:

[www.VisitNaturalNorthFlorida.com](http://www.VisitNaturalNorthFlorida.com)

- Calendar of Events
- Attraction Listings
- Travel Bloggers

[www.fnnf.org](http://www.fnnf.org)

- Fish Natural North Florida – Fishing Resources Website





# ■ Social Media: Facebook

facebook Search for people, places and things Visit Natural North Florida Home

Admin Panel Edit Page Build Audience Help Show Create Page

Now  
October  
2012  
Joined Facebook

Visit Natural North Florida  
278 likes · 5 talking about this · 17 were here

Add Your Place Tools  
2009 NW 67th Place, Gainesville, FL  
(877) 955-2199  
Add Your Hours

About Photos Likes Map Events

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What's on your mind?

Visit Natural North Florida shared a link  
October 15

The Alachua County Fair starts Friday, October 19th!  
<http://bit.ly/R0Ntc1>

Alachua County Fair  
bit.ly

Check out <http://alachua.com/fair.com/>  
Welcome to the All New 2011 Alachua County Fair. Carnival Rides, Games, Shows, and much more!

Like Comment Share

61 people saw this post

Visit Natural North Florida shared a link via Black Dog Bar & Tables.  
October 12

Next weekend is the Annual Cedar Key Seafood Festival! Will you be there?

Cedar Key Florida Chamber of Commerce - On Florida's Nature Coast  
[cedarkey.org](http://cedarkey.org)

Welcome to our island, a place where time stands still and allows you to enjoy the unique qualities of our coastal environment. Cedar Key

Like Comment Share

Tamara Boreman and Sharon Yeago like this.

Write a comment...

39 people saw this post

See Your Ad Here

Win \$200 and Gator goodies! Submit your photo welcoming Mizzou to Gainesville this weekend!

Like This Page

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

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## "Fish Natural North Florida" Press Familiarization Tours

### Featuring:

- Coastal and inland communities of Natural North Florida
- Hosted 5 fishing/travel writers from Southeast "drive market"
- Writers have featured 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

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



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 fishing in Florida until May 1. But willing to travel, some including a special one Big Bend region.

April 1 marked the opening miles from shore — for yellowfin, yellowmouth grouper through Jan. 3 beginning of a regional in state waters in four Jefferson and Taylor. In Bay and Indian Pass — County — and all water including those in Dixie

The Florida Fish and Wildlife adopted the measure at its February meeting aiming to balance recreationally 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 fishing over rocks or hard bottom using live pinfish or pilchards, or cut lizardfish, blue runner or sand perch.

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

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

Fishing near the Pepperfish Keys south of Steinhatchee the next day released a couple dozen redfish up to 28 inches. Interestingly, five-inches garish colors such as "electric chicken" on 1/16-ounce jigs worked a local captain Steve Kroll and his party. The redds were schooling around a rocky deep on both incoming and outgoing tides. Kroll had to idle and drift around a bit to locate them, but when he anchored and his customers began casting, the bite went on for about two hours.

FLORIDA FISHING OUTPOST

Type your search term here

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Boating & Fishing with Terry Gibson

Boating and fishing are Gibson for three generations of Florida outdoor publications, including "Saltwater Life," showed me fishing, diving a Florida for diverse salt and freshwater Sunshine State's gorgeous and peaceful Florida Paddling Trail.

Dozens of natural springs feed the river throughout its length, and many of these become mecca for weekend and holiday crowds with all manner of floats, tubes, and other watercraft. The younger folks also can be seen jumping from overhanging trees and docks in these areas. Most of the river, however, is a quiet, scenic float trip, which can be greatly enhanced by hiring the services of Lars Anderson of Adventure Outpost by calling: 386-454-0611 or visiting:

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### Angling with a Boat

April 23, 2012

Related Tags: Boating, Fishing, Outdoors &



58 LAKESIDE

August 2012

## Discovering the natural beauty and lifestyle of forgotten Florida



Bill Vanderford  
Travel Editor

MORE INFO:  
770-289-1543  
JFish51@aol.com  
www.fishinglanier.com

www.adventureoutpost.net

Fast flowing black water meandering through tall stands of ancient cypress trees has a soothing effect on all who paddle or float the gorgeous Santa Fe River in North Florida. Add to that otters, turtles, wading birds, ducks, ospreys, turkeys, unique geology, Naked Ed, the historical town of High Springs, and you have one of the most picturesque and unusual rivers in Florida.

This special waterway that has its beginning in the Santa Fe Lakes at the northeast corner of Alachua County continues down through the Santa Fe Swamp until it goes underground for nearly three miles near the O'Leno State Park. When it emerges again, the Santa Fe River is usually 75 to 100 feet wide in most places, and because of its natural beauty, has been designated as part of the Florida Paddling Trail.

Dozens of natural springs feed the river throughout its length, and many of these become mecca for weekend and holiday crowds with all manner of floats, tubes, and other watercraft. The younger folks also can be seen jumping from overhanging trees and docks in these areas. Most of the river, however, is a quiet, scenic float trip, which can be greatly enhanced by hiring the services of Lars Anderson of Adventure Outpost by calling: 386-454-0611 or visiting:

Lars can also show you the spring at Lily and introduce you to Naked Ed ... if he's home. No trip to the Santa Fe would be complete without a visit to see Ed who is famous along the river and has lived in his little hut for nearly 20 years ... mostly without clothes. He is a very nice person, however, and will slip on a tiny loincloth when visitors appear. The locals have even named a beer after him!

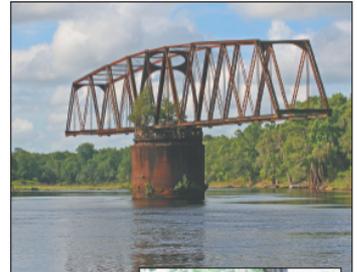
The Santa Fe River runs through the old town of High Springs which is home to the B&B voted the best in Florida and one of the top 15 in the nation. This unique lodging place is the Grady House B&B owned and operated by Lucie and Paul Regensdorf. Staying with them is much more than having a place for the night and something to eat



in the morning ... it is a total experience! Lucie is both an excellent hostess and chef and has put her personal touch on every inch of the decor throughout this classy inn. Observant visitors can spend hours looking throughout this immaculate property. Something is always available to drink or nibble while enjoying the subtle details of the house, maybe sitting in the jasmine covered gazebo listening to the waterfalls, then watching the colorful koi in the water garden. The topper, however, is Lucie's tantalizing breakfast that will challenge your taste buds to the limit. People are drawn from all over the globe to spend a night in this fabulous location, so reservations are needed. To make these, contact the Grady House by email at: info@gradyhouse.com or call: 386-454-2206.



PHOTOS BY BILL VANDERFORD  
Enjoying Hart Springs, top. Catching bass in the river, bottom.



PHOTOS BY BILL VANDERFORD

Old bridge on the Suwannee River, top.

Naked Ed's hut, right.



cello leads sojourners to the Avera-Clarke House that was built in 1890 by Judge Thomas Clarke who fought in the Battle of Atlanta during the War Between the States. His son, S.D. Clarke, who became a judge and later president of the Florida Senate, was the last Clarke to inhabit the house. Many historical photos and artifacts can be viewed in and around this unique inn. For more information, check www.averaclearke.com.

For those seeking a more rustic experience in a fabulous natural setting, I would suggest a stay at Suwannee River Rendezvous Resort and Campground www.suwanneeriverrendezvous.com at Convict Springs along the upper Suwannee River. This old stop along the river has been completely revitalized and will soon become one of the best places in Florida for RVs and campers thanks to the efforts of pristine lakes near Monticello.

Historical logging in Monticello leads sojourners to the Avera-Clarke House that was built in 1890 by Judge Thomas Clarke who fought in the Battle of Atlanta during the War Between the States. His son, S.D. Clarke, who became a judge and later president of the Florida Senate, was the last Clarke to inhabit the house. Many historical photos and artifacts can be viewed in and around this unique inn. For more information, check www.averaclearke.com.

Page. In fact, the food from Grandma Susie's Cookin' Shack is already keeping visitors coming back for more!

The historical Convict Spring and the gorgeous and fertile Suwannee River are a major draw to this place. The spring, named in the early 1900s as a camp for chain gang prisoners working on road projects in the area, is fed from an underground cave system connected to the Florida aquifer. The water in the spring is always crystal clear and flows at a constant temperature of 70.5 degrees throughout the year. Though the underground passages in the spring are very narrow, experienced divers have explored them all.

The Suwannee River in this area is quite scenic and offers great kayaking and canoeing as well as good fishing. Wildlife is abundant, and this is one of the best parts of the river to see the

# 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

## ■ Travel Shows

- Each year, Visit Natural North Florida reaches thousands of consumers that are interested in visiting Natural North Florida
- Each county is represented in Visit Natural North Florida's marketing materials



## 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  
 VISIT NOW!  
 FLORIDA'S PURE WATER 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

## Public Relations Campaign:

- "Fish Natural North Florida"
  - Fishing is Big Business in Florida, generating over \$1 Billion/year from out of state anglers
  - Highlight key fishing locations in each county
  - Develop marketing materials that highlight fishing opportunities throughout region



Natural Nc

Click these b

Things to Do ar  
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Map Of Natu



Boat Ram

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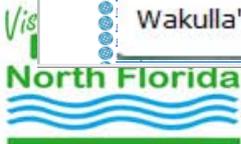
Alachua Fl



Dixie Flori



Wakulla's Bob Portwood catches BEAUTIFUL Red Drum



*Visit*

# Natural North Florida



[VisitNaturalNorthFlorida.com](http://VisitNaturalNorthFlorida.com)

*Fish*

# Natural North Florida



[fnnf.org](http://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

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[VisitNaturalNorthFlorida.com](http://VisitNaturalNorthFlorida.com)

[fnnf.org](http://fnnf.org)

