



North Central Florida Regional Planning Council



Economic Development Strategies for North Central Florida



Bryan Thomas
Economic Development
Program Director

June 21, 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 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

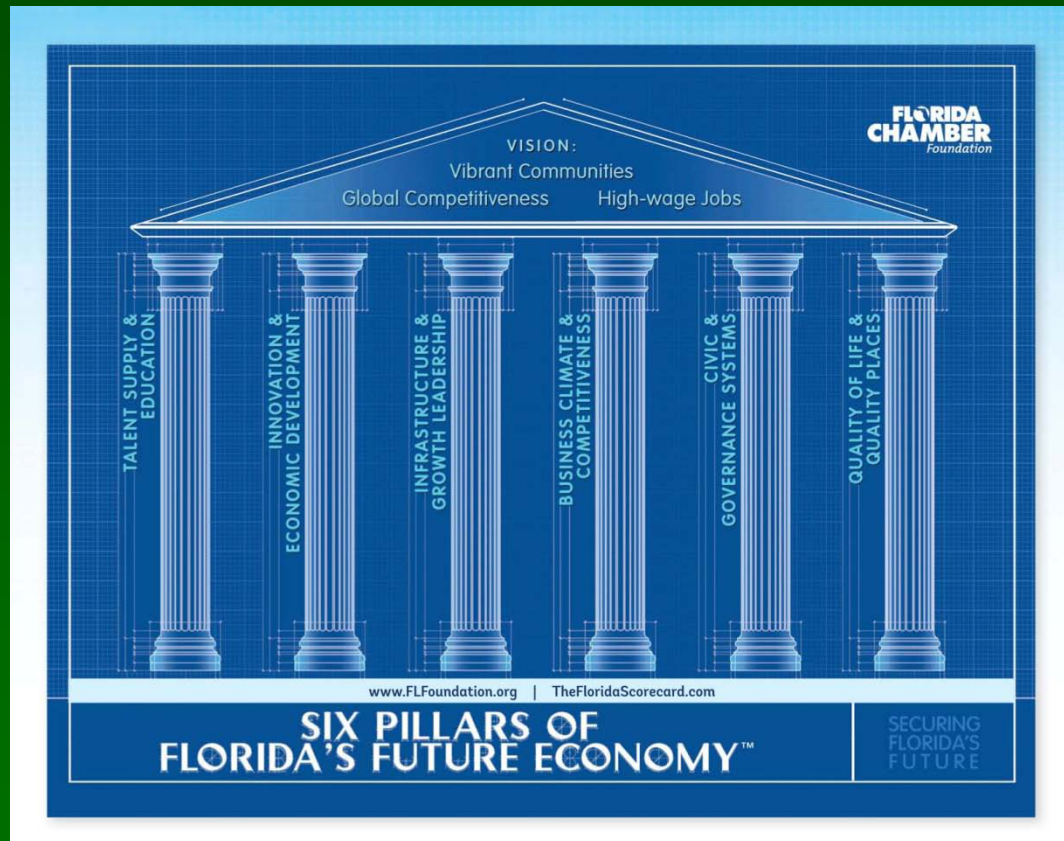
- ❑ Coordinated Comprehensive Economic Development Strategy
 - ❑ Six Pillars concept incorporated into the Comprehensive Economic Development Strategy requirements
 - ❑ All requirements listed in the Comprehensive Economic Development Strategy guidance documentation were matched with Six Pillars concepts

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

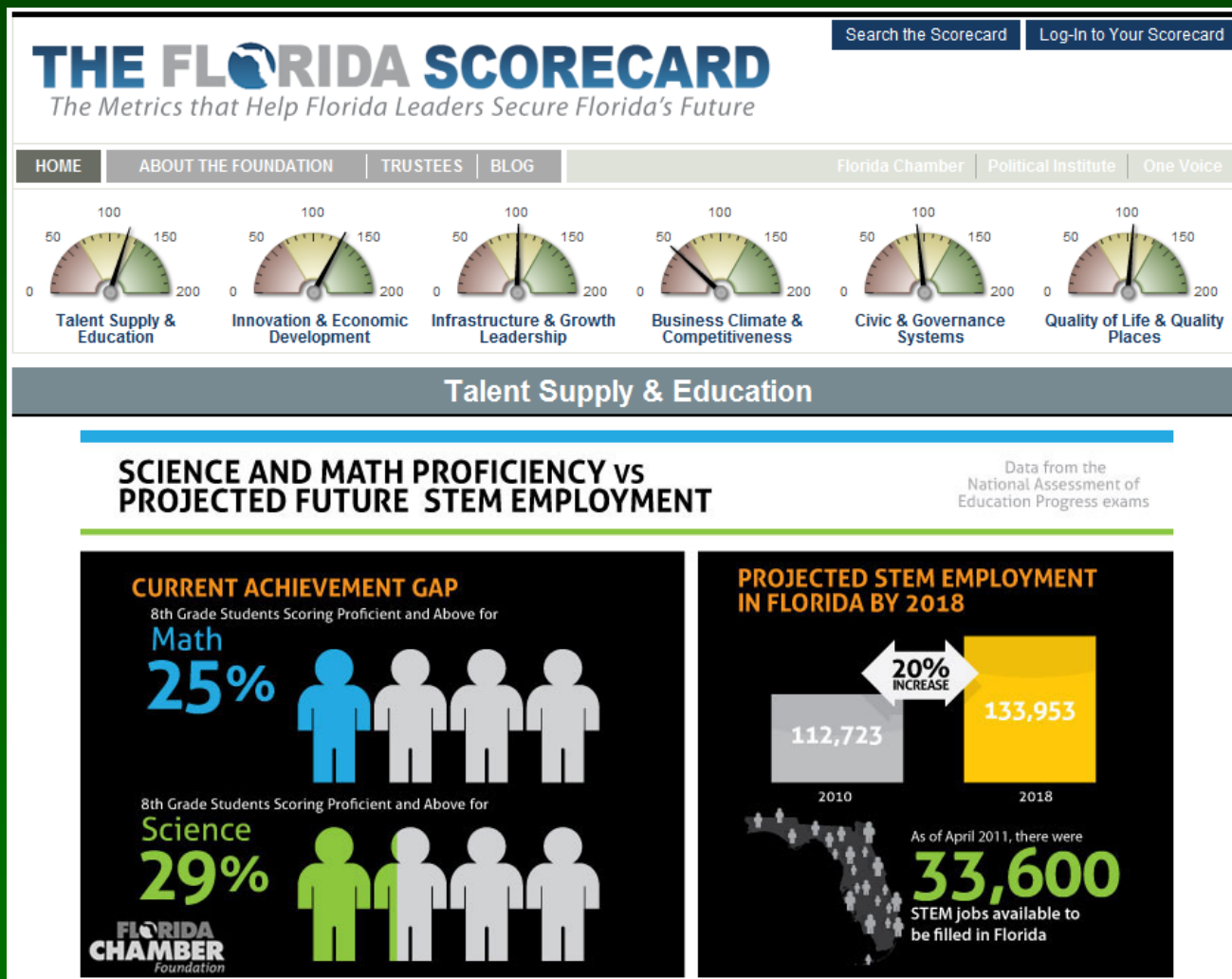
- ❑ Free markets need structures in place to deliver services and to set rules that organize business and society
- ❑ Public needs vehicles to engage in, influence, and change the way society works
- ❑ These include things such as constitutional integrity, ethics and elections, redundancy and government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

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. (REMI)

- ❑ 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

Visit Natural North Florida

Regional Tourism Concept:



A Rising Tide Lifts All Boats!

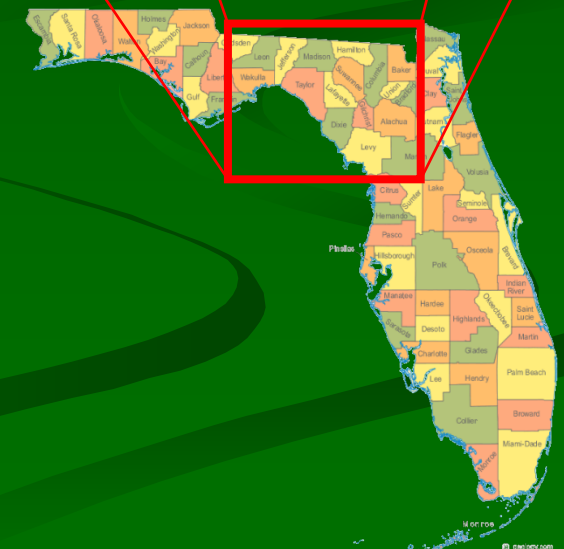
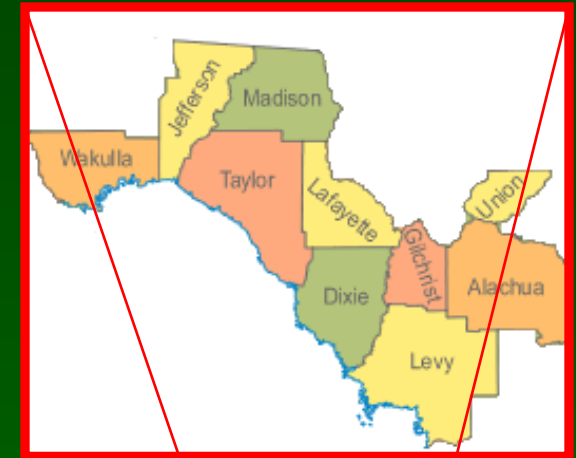
Visit Natural North Florida

- ❑ Why Natural North Florida?
 - ❑ Proven 20-year 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

- ❑ Calendar of Events
- ❑ Attraction Listings
- ❑ Travel Bloggers

www.fnnf.org

- ❑ Fish Natural North Florida – Fishing Resources Website



Natural NORTH FLORIDA

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By NaturalNorthFlorida.com on January 7th, 2013

No Comments

Don't Miss The 2013 Steinhatchee Fiddler Crab Festival! February 15, 16 & 17

Category: Events and Activities, Food and Dining, Tags: fiddler crab festival, steinhatchee

Pages

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

Recent Posts

- › Don't Have a Boat? Try Shoreline Fishing.
- › Updated Information, Steinhatchee "Lots Of Spots" Fishing Tournament, 2/16/13
- › Steinhatchee Fishing Events, 2013
- › Steinhatchee Crab Jam—February 15, 16 & 17
- › Don't Miss The 2013 Steinhatchee Fiddler Crab Festival! February 15, 16 & 17

Categories

- › About Our Bloggers
- › Events and Activities
- › Fish Species
- › Fishing and Boating
- › Food and Dining
- › Outdoors and Nature
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59th Annual Chiefland

23 SE 2nd Avenue
Chiefland, FL 32626

Phone:

59th Annual Chiefland Watermelon

The annual Chiefland Watermelon the year. Come out and enjoy delicious and Watermelon Queen pageant, everyone!

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- Hoggetow
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- Suwannee
- Florida Sta
- Santa Fe
- Suwannee
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- Old Florida
- Southern
- Down Hon
- Chiefland
- Jefferson
- Pickin' In
- Hidden Co
- Central Fl
- Annual Pic
- Cedar Key
- Florida Fo
- Gainesvill
- Southern

2013 Steinhatchee Fiddler Crab Festival
Home of the Swamp Water Cook-off
It's all about da' crab!
Taylor County Chamber of Commerce
Steinhatchee River Chamber of Commerce
February 15, 16 & 17, 2013
Steinhatchee, Florida
Parade-Local Seafood-Arts & Crafts- Fiddler Crab Races-Cook-Off
Live Music-Fishing Tournament-Concert/Block Party
For More Information: www.steinhatcheeriverchamber.org (850) 371-0966

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Visit Natural North Florida
394 likes · 13 talking about this · 18 were here

Tourist Information
2009 NW 67th Place, Gainesville, FL
(877) 955-2199
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What have you been up to?

Visit Natural North Florida shared a link.
June 13 near Gainesville, FL

Check out our latest destination video about Natural North Florida. We think you'll like it!

Visit Natural North Florida
Visit Natural North Florida today!

Like Comment Share 1

Coldwell Banker M.M. Parrish Realtors, Helen Koehler, Linda Boone Smith and 3 others like this.

Write a comment...

128 people saw this post Boost Post

Visit Natural North Florida shared a link.
May 26 near Gainesville, FL

Check out our favorite ice cream shops in Natural North Florida! Where's your favorite place for a sweet treat?

Sweets and Treats in Natural North Florida!
travel.naturalnorthflorida.com

There really is no place hotter in Florida than the North Florida region, particularly inland where the sea breezes have long

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Coldwell Banker M.M. Parrish Realtors
Great new video from Visit Natural North Florida! What is you...
Monday at 9:50am

Levy County Visitors Bureau
https://www.facebook.com/photo.php?fbid=491250874278928...
June 14 at 12:54pm

Doreen Bauer
CONTACT: TRIPADVISOR PR TEAM media@tripadvisor...
June 4 at 1:25pm

Levy County Visitors Bureau
An upcoming event that's definitely new for Levy County! Friday...
May 24 at 8:25am

Bryan Thomas
Recently my wonderful wife and I spent our 10th anniversary...
May 22 at 5:08pm

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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 Southeast “drive market”
- ❑ Writers have featured region in several magazine articles and “blogs”



Post Press Tour Results:

Page 1 of 4

Examiner.com

STEINHATCHEE | April 1, 2012

Big Bend redfishing's Atlanta connection - Steinhatchee, Florida

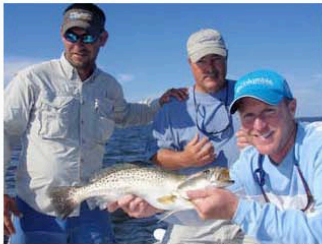
Grouper season opens early in Gulf - 04/08/2012 | MiamiHerald.com

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

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

The Florida Fish and Wildlife Commission adopted the measure at its February meeting aiming to balance recreational fishing with the 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 for redfish, sea trout or other species to target for fishing over rocks or hard bottom using live pinfish or pilchards, or cut bait, blue runner or sand perch.

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

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-inch garish colors such as "electric chicken" on 1/16-ounce jigs worked a lot. Captain Steve Kroll and his party. The reds were schooling around a rocky point 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 CA

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Boating & Fishing with Terry Gibson

Boating and fishing are Gibson family traditions. Three generations of Florida outdoor publications, including "Saltwater Life," showed me fishing, diving and boating for diverse salt and freshwater fishing. Sunshine State's gorgeous and peaceful waterways are a must-see.

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Angling with a Boat

April 23, 2012

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58 LAKESIDE

Discovering the natural beauty and lifestyle of forgotten Florida



Bill Vanderford
Travel Editor

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www.adventureoutpost.net

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.

Old plantations, historic homes, and natural beauty are synonymous with the forgotten town of Monticello in North Florida's Panhandle. This area contains much of the more than 100,000 acres of forest, swamp, lakes, and rivers known as the Flat Woods. As far back as the time of the Paleo Indians, men have hunted, trapped, and fished in this prehistoric environment.

In my visit to the Flat Woods, I was fortunate enough to be guided by local outdoorsman and TV host of the "Outdoorsman's Table," Charlie Ward and his brother David. We also had the opportunity to catch bass and observe natural beauty in one of the pristine lakes near Monticello.



PHOTOS BY BILL VANDERFORD

Enjoying Hart Springs, top. Catching bass in the river, bottom.

cello leads sojourners to the Aver-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.aver-clarke.com.

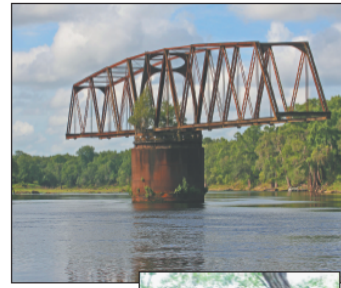
For those seeking a more rustic experience in a fabulous natural setting, I would suggest a stay at Suwannee River Rendezvous Resort and Campground www.suwanneeriverrendezvous.com at Convict Springs along the upper Suwannee River. This old stop along the river has been completely revitalized and will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

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

See Travel, page 63



PHOTOS BY BILL VANDERFORD

Old bridge on the Suwannee River, top.

Naked Ed's hut, right.



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

- ❑ 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





Visit Natural North Florida

Cooperative Advertising

Example:

VISIT FLORIDA Travel Map

- ❑ Distributed to over one million visitors each year



Visit Natural North Florida

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



Red Drum



Gulf Flounder



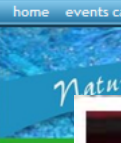
Grouper



Black Sea Bass



Popular Saltwater Varieties



Natural North Florida

Things to Do in North Florida

Map Of North Florida



Boat Ram

Show on

Alachua Fl



Dixie Flort

home events calendar activities trails photos news/media visitor guide travel blog about us



Spotted Sunfish



Largemouth Bass



Brown Bullhead



Bluegill



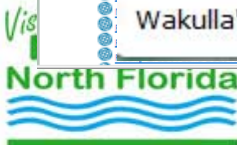
Black Crappie



Popular Freshwater Varieties



Wakulla's Bob Portwood catches BEAUTIFUL Red Drum



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FLORIDA DEPARTMENT OF ECONOMIC OPPORTUNITY

RURAL ECONOMIC DEVELOPMENT INITIATIVE

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**Natural
North Florida**



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**Natural
North Florida**



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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



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