



North Central Florida Regional Planning Council



Economic Development Strategies for North Central Florida



Steven Dopp
Senior Planner

May 30, 2014

Economic Development

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

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

Comprehensive Economic Development Strategy

- Can be downloaded at:

<http://www.ncfrpc.org/publications.html>

Click on “Comprehensive Economic Development Strategy”

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

□ 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 Opportunity - 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

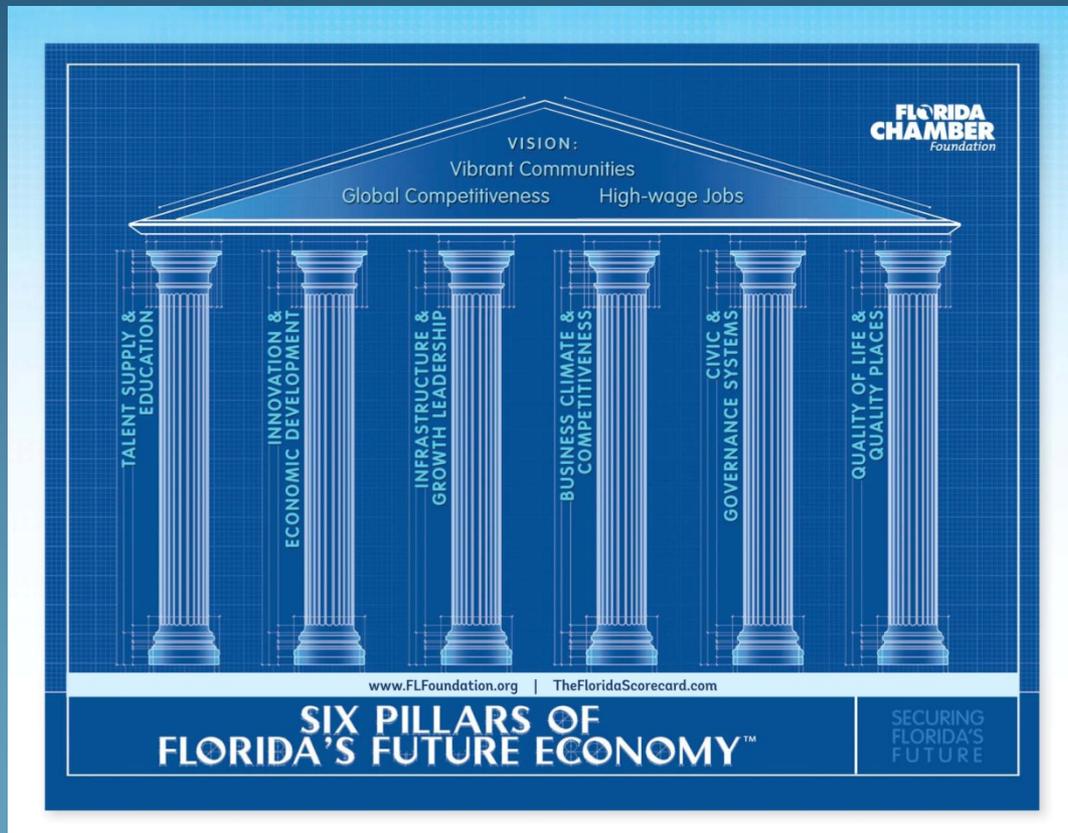
- Coordinated Comprehensive Economic Development Strategy
 - Six Pillars concept incorporated into the Comprehensive Economic Development Strategy requirements
 - All requirements listed in the Comprehensive Economic Development Strategy guidance documentation were matched with Six Pillars concepts

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

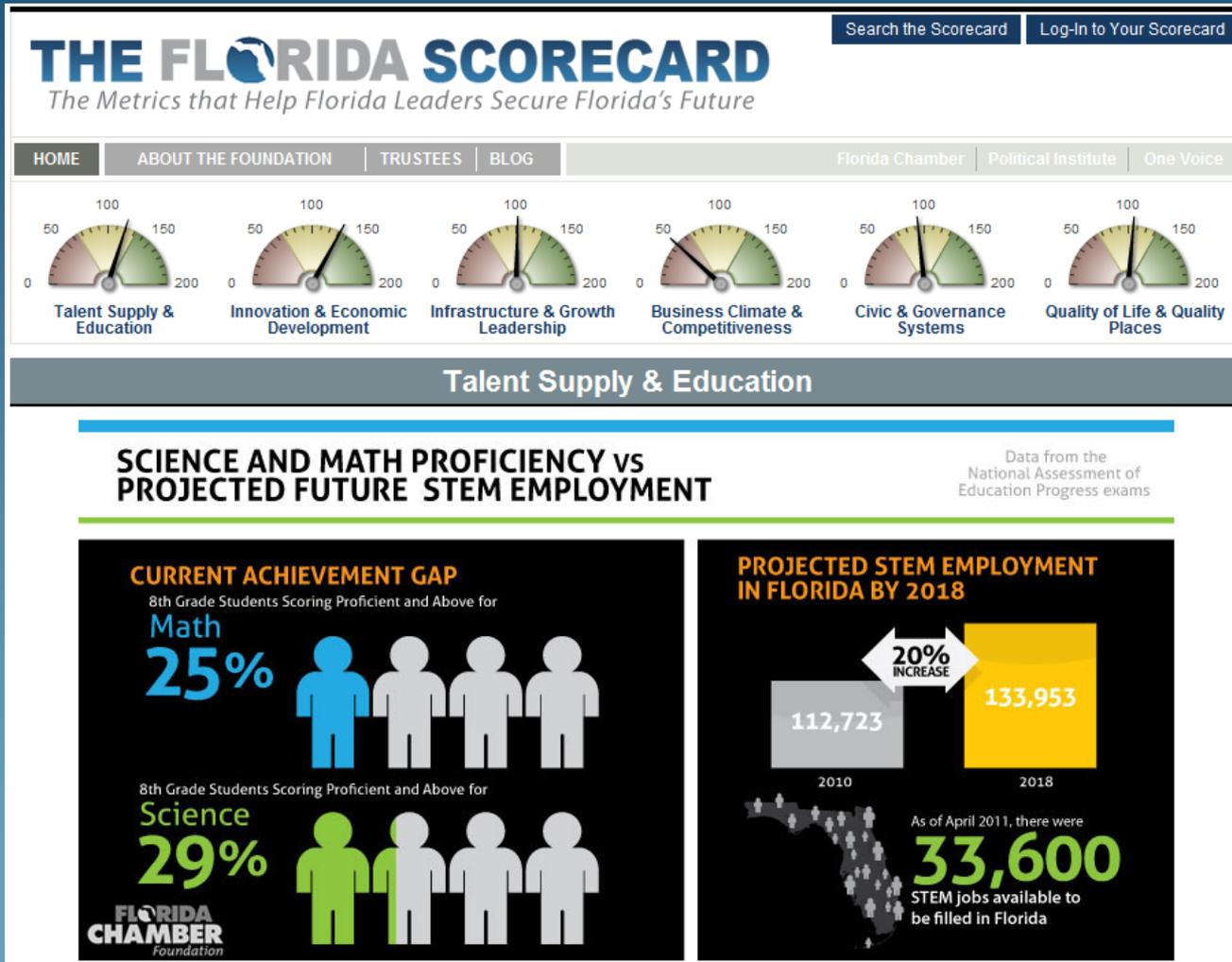


Organizing framework for Comprehensive Economic Development Strategies

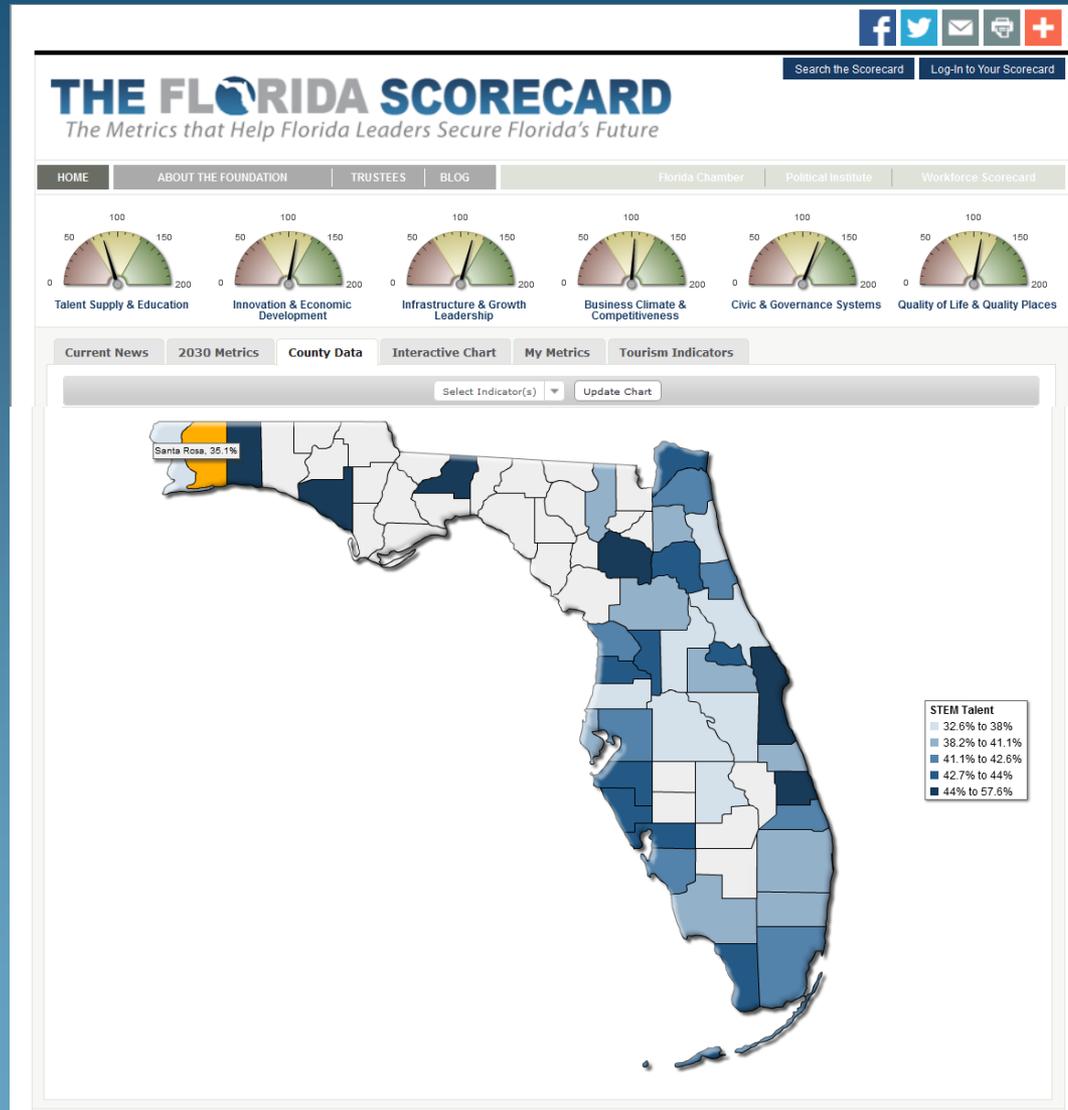
Economic Development

- ❑ 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



Economic Development



Florida Economic Development Districts Coordinated Plan

HOME ABOUT PILLARS -

FRCA
FLORIDA REGIONAL
COUNCILS ASSOCIATION
Economic Development

REPORTS RESOURCES CONTACT

THE FLORIDA SCORECARD
FLORIDA ECONOMIC DEVELOPMENT DISTRICTS
in partnership with The Florida Regional Councils Association and Florida Chamber Foundation

Get Started
SELECT A REGION
Click the map to begin
evaluating regional data

- West Florida Regional Planning Council
- Apalachee Regional Planning Council
- North Central Florida Regional Planning Council
- Northeast Florida Regional Planning Council
- Withlacoochee Regional Planning Council
- East Central Florida Regional Planning Council
- Central Florida Regional Planning Council
- Tampa Bay Regional Planning Council
- Southwest Florida Regional Planning Council
- Treasure Coast Regional Planning Council
- South Florida Regional Planning Council

OR
Select one of the
SIX PILLARS
to explore the statewide data

Choose a Pillar...

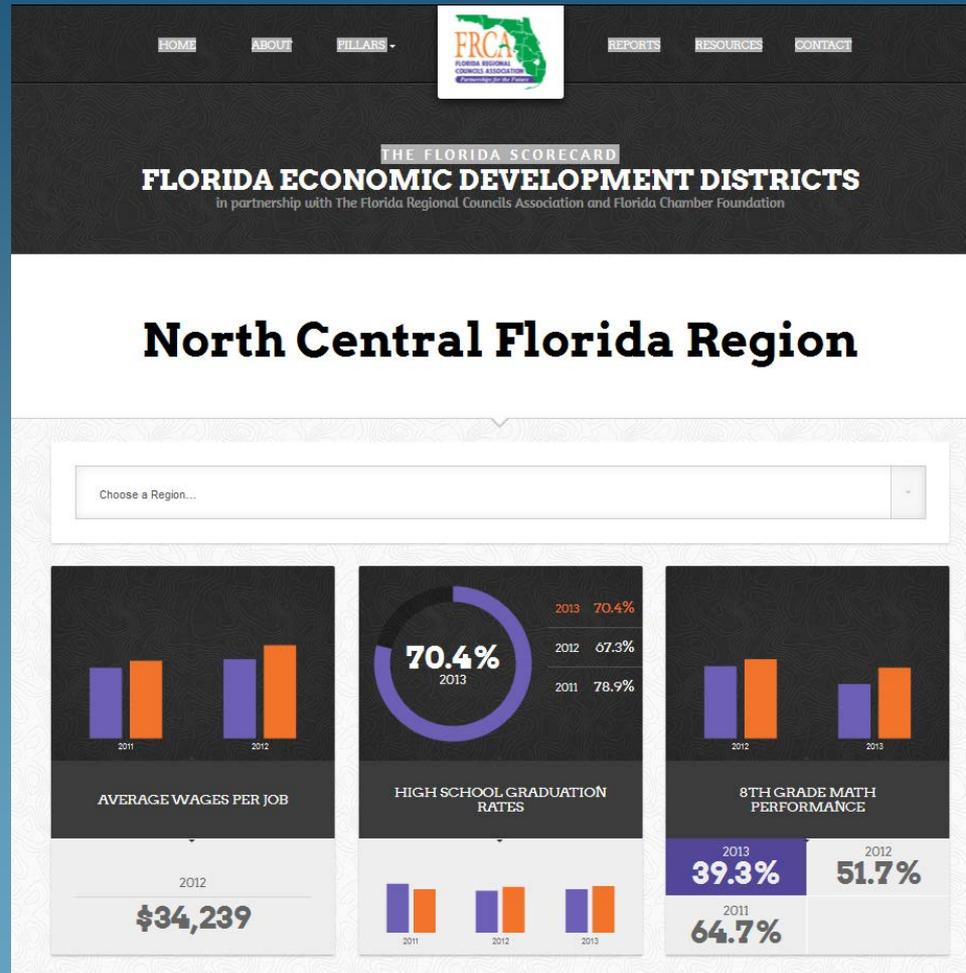
FLORIDA 2013
BUSINESS CLIMATE & COMPETITIVENESS
Average Annual Unemployment
Rate
7.0%

FLORIDA 2013
**INNOVATION & ECONOMIC
DEVELOPMENT**
Trade Exports
\$67.9b

VIEW FLORIDA'S DATA



Florida Economic Development Districts Coordinated Plan



Florida Economic Development Districts Coordinated Plan

Coordinated Comprehensive Economic Development Strategy

- Incorporating the Florida Chamber Foundation 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

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 Opportunity
 - ❑ 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
 - ❑ North Florida Economic Development Partnership
 - ❑ Council sits on Board of Directors

Economic Development

Rural Area of Opportunity

- 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!

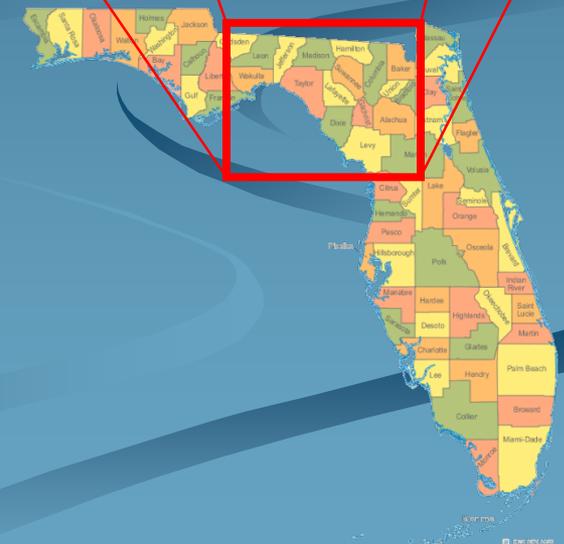
Visit Natural North Florida

- 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
- Travel Shows
- Advertising
- 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
- › Uncategorized

59th Annual Chiefland

23 SE 2nd Avenue
Chiefland, FL 32626

Phone:

[59th Annual Chiefland Watermelon](#)

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

Click each ev

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

Steinhatchee
2013 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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■ Social Media: Facebook ■ Mobile Web

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

Admin Panel Edit Page Build Audience Help Show **Ads Manager**

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

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

Photos Likes Map Events

Highlights

Status Photo / Video Offer, Event +

What have you been up to?

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

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

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

Recent Posts by Others on Visit Natural North Florida See All

Coldwell Banker M.M. Parrish Realtors
Great new videos 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 mediarelations@tripevis...
June 4 at 1:25am

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

More Posts

Likes See All

Grady House Bed & Breakfast
Hotel

Florida Museum of Natural History
History Museum

Two-Head Video
Media/News/Publishing

Southern Pines Blues & BBQ Festival
Attractions/Things To Do

Hidden Coast Paddling Festival
Community

See Your Ad Here
Check out our latest destination video about Natural North Florida. We think you'll like it...

Like This Page
Promote Your Page

www.visit-natural-north-florida.com/mobi-01/index.html

Visit Natural North Florida

Video Menu

- Introduction Video
- Things To Do
- Event 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 five 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, 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 recreationally 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 fishing over rocks or hard bottom using live pinfish or pilchards, or cut lizardfish, 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 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 lot, captain Steve Kroll and his party. The reds 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 CAM

Type your search term here

Select an Insider < BOA

Boating & Fishing with Terry Gibson

Boating and fishing are Gibson family traditions. He has three generations of Florida outdoor publications, including "Saltwater Life," showed me fishing, diving and boating in 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 can also 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:

Follow @insidethefishing

What's New... Blogs | Q&A

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

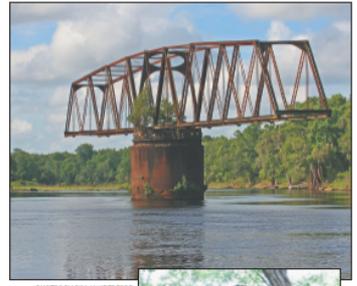
MORE INFO:
770-289-1543
Jfish51@aol.com
www.fishinglanier.com

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 loin cloth 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



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



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 new owners, Frank and Susie

Page. In fact, the food from Grandma Susie's Kitchen 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

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

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

Don't just Discover
 Explore the Old Florida Heritage Highway, a
 National Scenic Byway, with a Free* Call Phone Tour.
 Visit Paynes Prairie, Micoospy 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:

“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

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

Spotted Sunfish

Largemouth Bass

Natural NORTH FLORIDA



Popular Saltwater Varieties



Natural North Florida

Click these buttons

Things to Do in North Florida will appear below this button between Satel pop up a descr

Map Of Natu



POWERED BY Google

Boat Ram

Show on

Alachua Fl



Dixie Flor



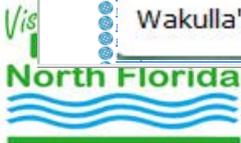
Wakulla's Bob Portwood catches BEAUTIFUL Red Drum



Popular Freshwater Varieties



FRESHWATER FISH © PULANIE RAVEN, JR.



www.VISITFLORIDA.com

FLORIDA DEPARTMENT OF ECONOMIC OPPORTUNITY

RURAL ECONOMIC DEVELOPMENT INITIATIVE

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

COLLETT

Visit

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North Florida**



VisitNaturalNorthFlorida.com

Fish

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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



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Visit NaturalNorthFlorida.com

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