



# North Central Florida Regional Planning Council



# Economic Development Strategies for North Central Florida

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**North  
Central  
Florida  
Regional  
Planning  
Council**



June 12, 2015

# Economic Development

- ❑ Overview:
    - ❑ Economic Development District
    - ❑ Rural Area of Opportunity
    - ❑ 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

## 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)



# 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

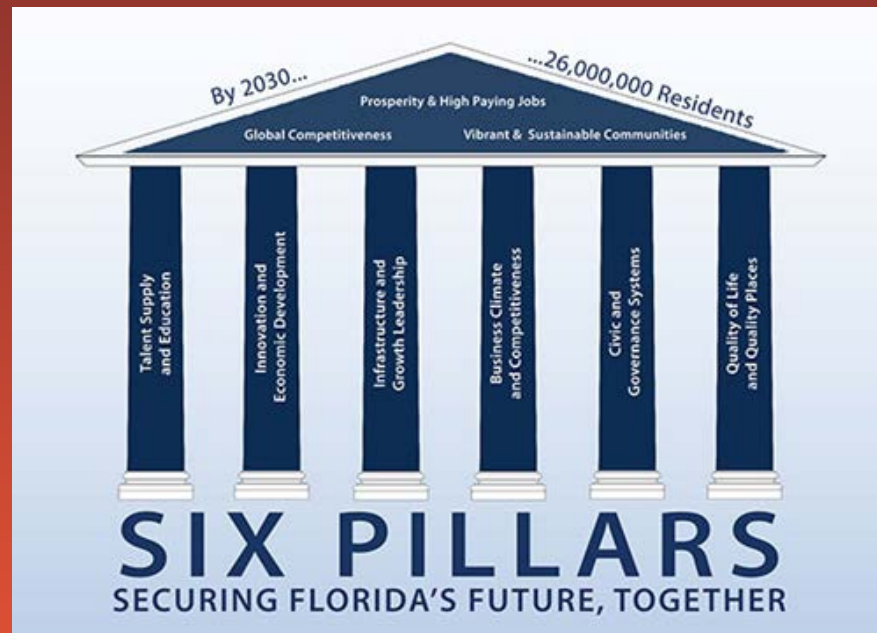


# Economic Development

- ❑ 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



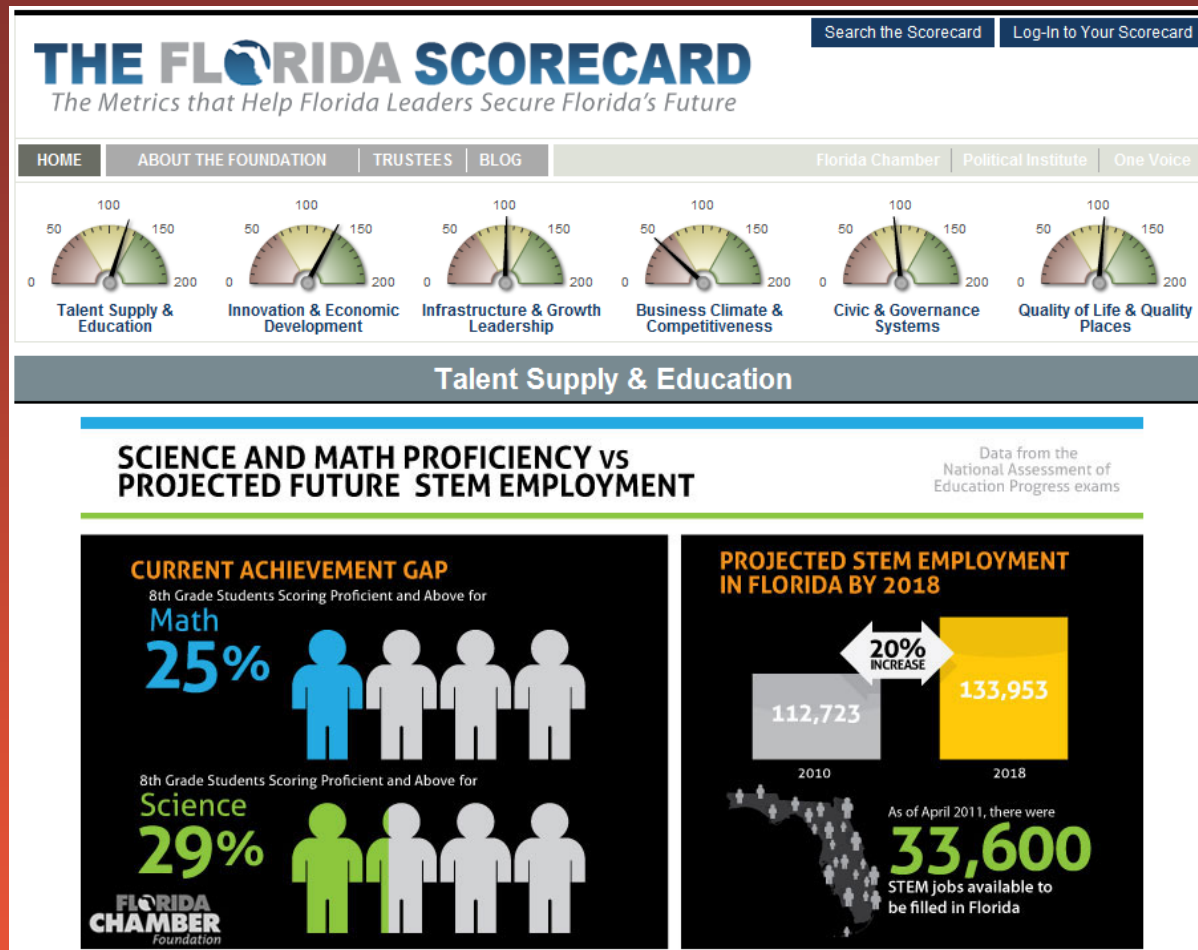
# Economic Development

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





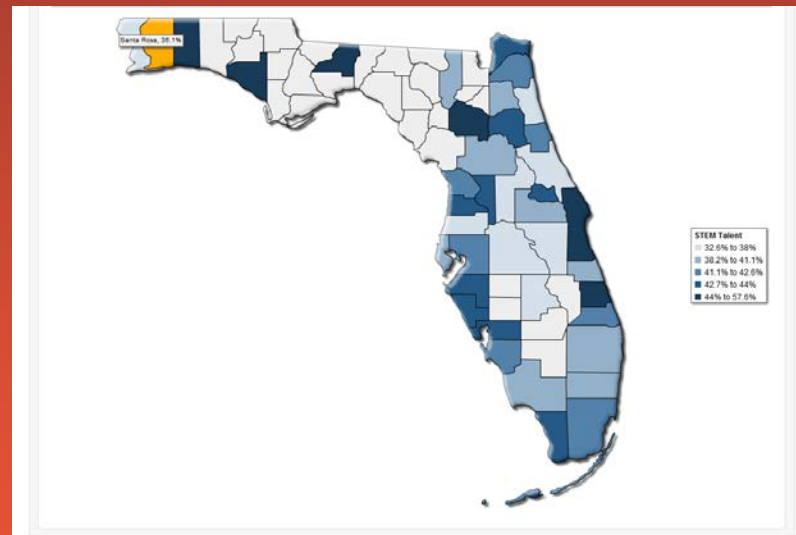
# Economic Development



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



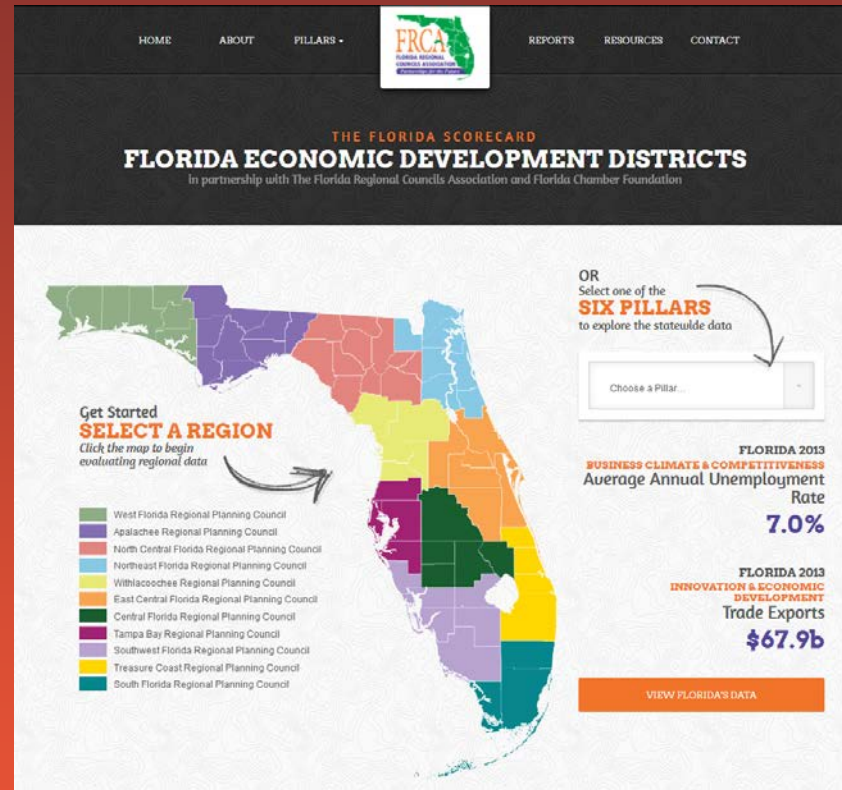
# Economic Development



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



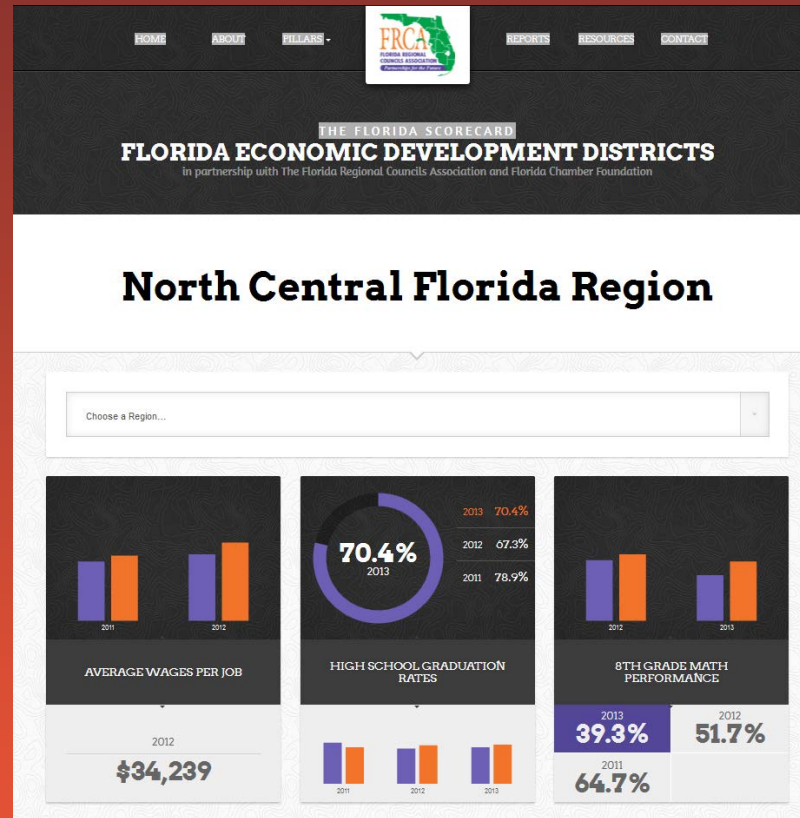
# Florida Economic Development Districts Coordinated Plan



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



# Florida Economic Development Districts Coordinated Plan



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



# 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

## Regional Tourism Concept:

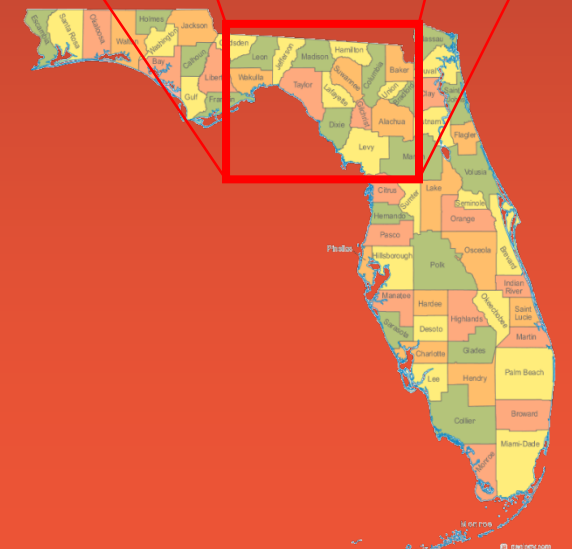
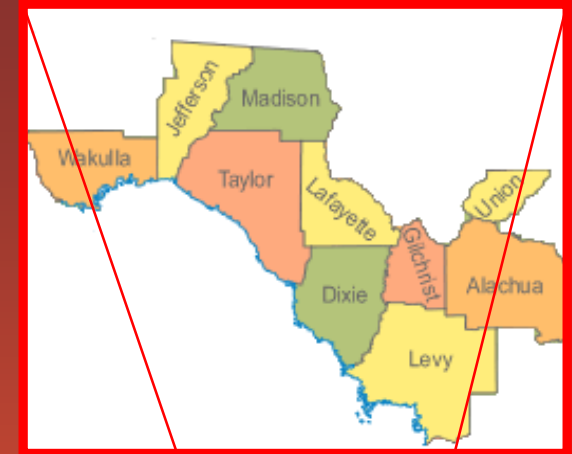


## A Rising Tide Lifts All Boats!



# 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

## Dues Based on First Two Pennies of County Bed Tax Revenues

### Annual 2-Penny Bed Tax Revenues

<u>Annual 2-Penny Bed Tax Revenues</u>	<u>Dues</u>
❑ \$0	\$1,000
❑ \$1 - \$40,000	\$2,000
❑ \$40,001 - \$200,000	\$4,000
❑ \$200,001 - \$500,000	\$8,000
❑ \$500,001 +	\$12,000





# Visit Natural North Florida

## □ Tourism Marketing Program

- Travel Shows
- Advertising
- Market Research
- Tourism Education
- Websites:

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

- Calendar of Events
- Attractions Listings
- Travel Bloggers

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

- Fish Natural North Florida – Fishing Resources Website



# Visit Natural North Florida



## Travel Shows

- In 2015, 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
- 2015 Shows:  
3 in-state, 6 out-of-state,  
1 International



# Visit Natural North Florida



## Why Travel Shows?

- Drive consumers to websites
- Informs consumers of a wide variety products of which they previously had no knowledge
- Places collateral in interested consumers hands for later vacation planning and collects emails for marketing
- Allows direct interaction with, and provides expert advise to, potential consumers
- Obtain firm bookings

"50 percent of my new customers come from travel shows."  
Susie Page, Owner, Suwannee River Rendezvous RV Park





# Visit Natural North Florida



## 2015 Travel Show Schedule

- Atlanta Boat Show, January 15 -18
- New York Times Travel Show, January 23 - 25
- Chicago RV and Camping Show, February 18 - 22
- Jacksonville RV Show, February 25 - March 1
- Tampa Outdoors Expo & Boat Show, February 27 - March 1
- ITB Berlin, March 3 - 8
- Washington, DC, Travel Expo, March 6 - 7
- Canoecopia, Madison, WI, March 11-15
- Philadelphia Travel Adventure Expo, March 21 - 22
- The Villages Travel Show, March 25



# Visit Natural North Florida



## 2015 Out-of-State Travel Show Statistics

Item	Amount
Total Attendance	305,626
Florida Pocket Ranger Downloads at Table	162
Florida State Parks Guides	3,050
Florida State Transportation/Road Maps	4,725
Springs and More Regional Brochure	950
North Central Florida Rural Area of Opportunity Brochures	4,550
Emails Collected	1,148
USB Flash Cards	28
Business Cards	500
Natural North Florida Travel Bags	3,248





# Visit Natural North Florida

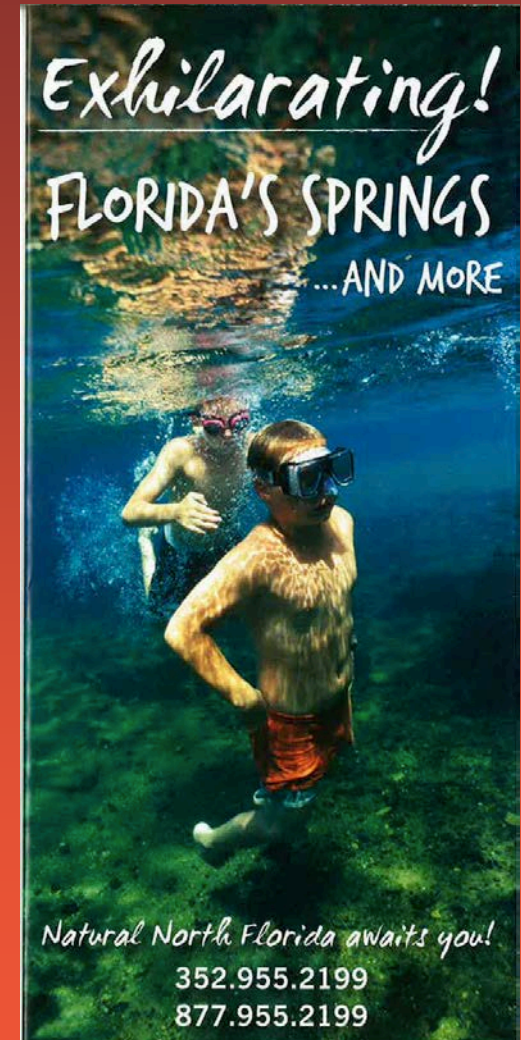


## Brochures

"34 Percent of Visitors to Florida Welcome Centers Modify Their Travel Plans Based on Information Received at Florida Welcome Centers." VISIT FLORIDA

## Brochure Distribution

- I-75, Florida & Georgia
- I-10, Florida
- U.S. Hwy 19
- Florida Welcome Centers
- Florida AAA Offices
- Member TDC Information Centers
- Travel Shows



## Cooperative Advertising: Undiscovered Florida

- ❑ Distributed by Smithsonian Magazine and at Visit Florida Welcome Centers



# Visit Natural North Florida

## Undiscovered Florida Advertisement

- Distributed to 1,000,000 Smithsonian subscribers, 250,000 of which have reader service cards
- Savings of \$1,345 per participant
- 881 reader service inquiries distributed to members in 2014







# Visit Natural North Florida

## Florida Pocket Ranger Banner Advertisement

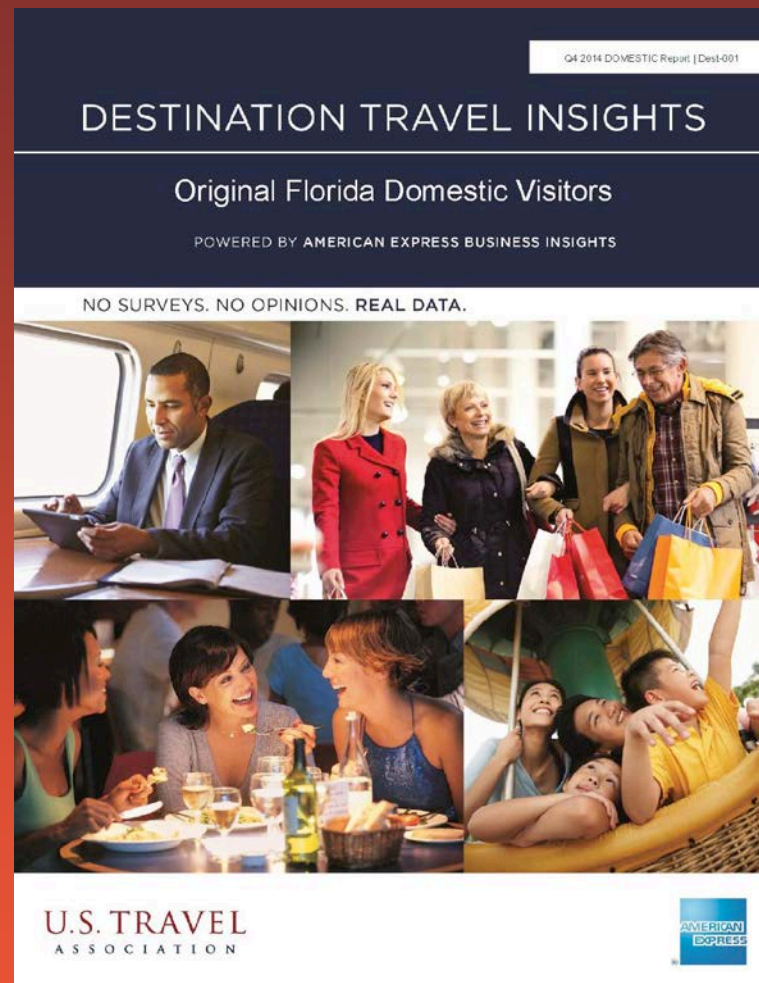


- 12-Month Advertisement
- Appears at bottom of Florida Parks Region 2 as well as Biking and Fishing Activities
- Links to [www.vnnf.org](http://www.vnnf.org) website
- 401,880 Impressions, 1,253 Clicks - 1st Quarter 2015



## Market Research

- American Express Destination Travel Insights, Domestic Version, 2014
- Information on top in-state and out-of-state feeder markets
- Distributed to members
- Visa Vues, International Version, 2015





# Visit Natural North Florida

## Member Education

- Scholarships to members and employees of member counties
- Southeast Tourism Society Marketing College
- Florida Governor's Conference on Tourism





# Visit Natural North Florida

## Website

[www.NaturalNorthFlorida.com](http://www.NaturalNorthFlorida.com) ([www.vnnf.org](http://www.vnnf.org))

- ❑ Features facilities, activities, events, travel blogs
- ❑ Maintained by members
- ❑ Links to Task Force fishing website ([www.fnnf.org](http://www.fnnf.org))
- ❑ Recently added county bicycle trail maps to website
- ❑ Will revamp website in 2015



# Natural NORTH FLORIDA

Google Custom Search

Search

## Annual

By NaturalNorthFl

**Don't Miss' February 1**

Category: Events

**59th**

23 SE 2nd  
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Phone:  
[59th Ann](#)

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## Category:

Regional Information	2
Alachua County	4
Dixie County	0
Gilchrist County	0
Jefferson County	1
Lafayette County	1
Levy County	1
Madison County	1
Taylor County	0
Union County	0
Wakulla County	5

## Visit Natural North Florida, Where Nature is Our Theme Park



Visit Natural North Florida, Where Nature is Our Theme Park



Things to do in Natural North Florida.

Like 0

hayride  
[Learn M](#)





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## Trails of Interest in Natural North Florida

[Bicycle Trails of Natural North Florida](#)

Printable Bicycle Trail Maps of  
Natural North Florida

Click Here



[Equestrian Trails, Facilities and Events of Natural North Florida](#)



[Four Freedoms Trail](#)

[Paddling Trails of Natural North Florida](#)



[Springs Hopping Trails of Natural North Florida](#)







## Bike Paths and Trails

\*Trail map available

- 11 Edward Ball Wakulla Springs State Park Trail
- 15 Tallahassee Saint Marks Historic Railroad State Trail
- 46 Wakulla State Forest Trail
- 54 Ochlockonee Bay Trail



# ■ Social Media: Facebook ■ Mobile Web


facebook

Search for people, places and things

Visit Natural North Florida

Admin Panel

Edit Page Build Audience Help Show



Visit Natural North Florida

457 likes · 6 talking about this · 19 were here

Update Page Info

Tourist Information

2009 NW 57th Place, Gainesville, Florida 32653

(877) 955-2199

Add Your Hours

About Photos Likes Map Events

457

Posts by Page


Status Photo / Video Offer, Event +

What have you been up to?

Visit Natural North Florida

August 27 · 1h

Visit Natural North Florida was awarded first place in the Florida Outdoor Writers Association's annual, "Excellence in Craft," award in the Corporate/Tourism Member Self Promotion category for their "Fish Natural North Florida" campaign! ... See More




Like Comment Share

Linda Langdon van Ruden, Florida Coast Coffee and 2 others like this.

Visit Natural North Florida

9 minutes ago · 1h

Visit Natural North Florida's, "Fish Natural North Florida" campaign won the Silver Flagler award for Rural Marketing at the 2013 Florida Governor's Conference on Tourism! The Flagler Awards were presented September 11th at the Loews Royal Pacific Resort at Universal Orlando.




Like Comment Share

9 people saw this post

Visit Natural North Florida

July 23 · 1h

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



Visit Natural North Florida

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

Home



# Summary

- ❑ Economic Development
  - ❑ Comprehensive Economic Development Strategy
  - ❑ Econometric modeling
- ❑ Visit Natural North Florida
  - ❑ Regional tourism promotional organization
  - ❑ Branding “Natural North Florida” as a destination



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## North Central Florida Regional Planning Council

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