



North Central Florida Regional Planning Council



Economic Development Strategies for North Central Florida

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**North
Central
Florida
Regional
Planning
Council**



June 24, 2016

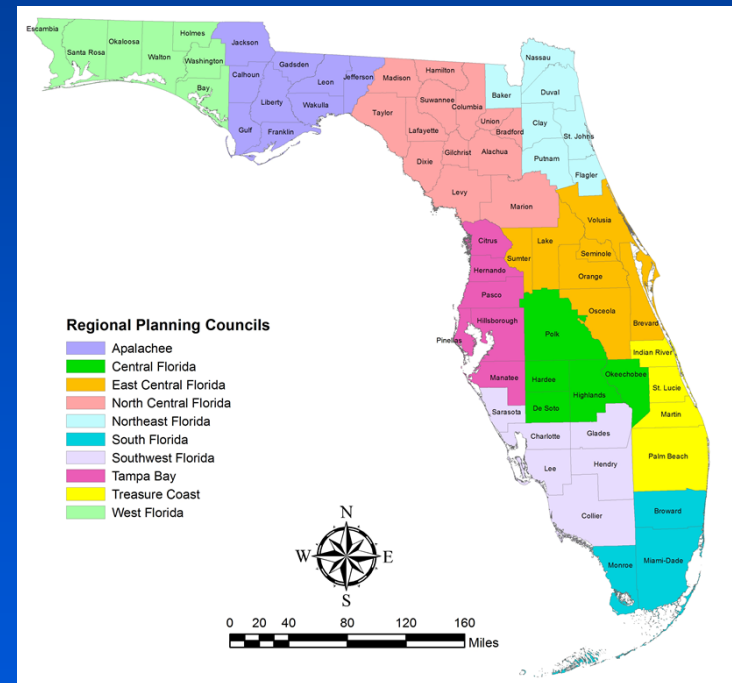
Economic Development

- ❑ 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



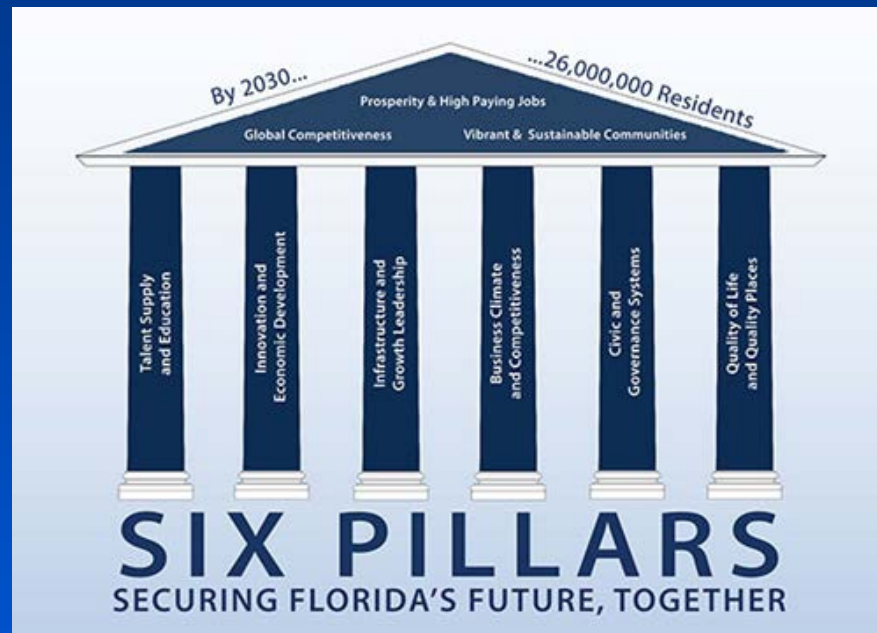
Economic Development

- ❑ 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

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



Regional Tourism Concept:

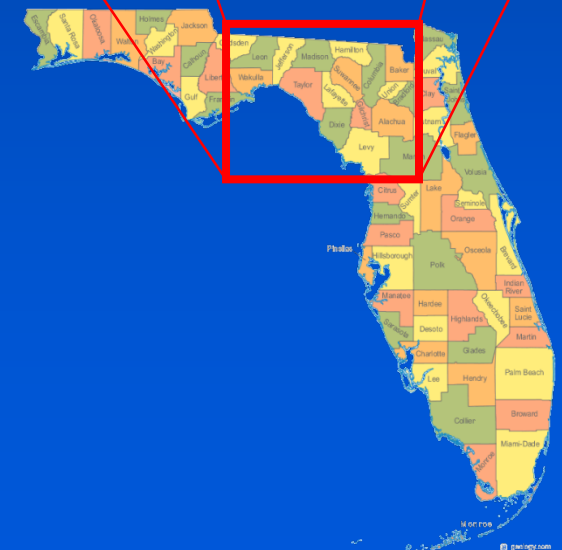
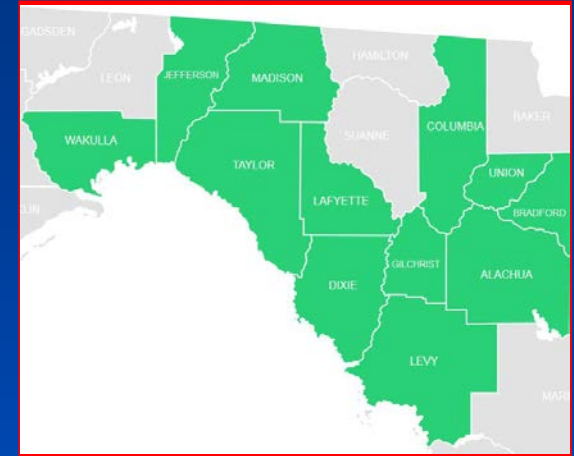


A Rising Tide Lifts All Boats!



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

Dues

❑ \$0 - \$25,000	\$1,000
❑ \$25,001 - \$50,000	\$2,000
❑ \$50,001 - \$100,000	\$3,000
❑ \$100,001 - \$400,000	\$6,000
❑ \$400,001 - \$800,000	\$8,000
❑ \$800,001 - \$1,200,000	\$11,000
❑ \$1,200,000 - \$3,000,000	\$15,000



Visit Natural North Florida

Pools the Talents and Resources of Members and Leverages Funding

❑ Task Force 2015-16 Budget:	\$434,700
❑ County 2015-16	
Co-op Regional Marketing Fees:	\$44,000
❑ County Leverage:	\$390,700

County "Leverage Ratio" is 9 to 1!



Visit Natural North Florida

Visit Natural
NORTH FLORIDA

❑ Tourism Marketing Program

- ❑ Travel Shows
- ❑ Advertising
- ❑ Market Research
- ❑ Tourism Education
- ❑ Brochure Distribution
- ❑ Social Media

❑ Website:

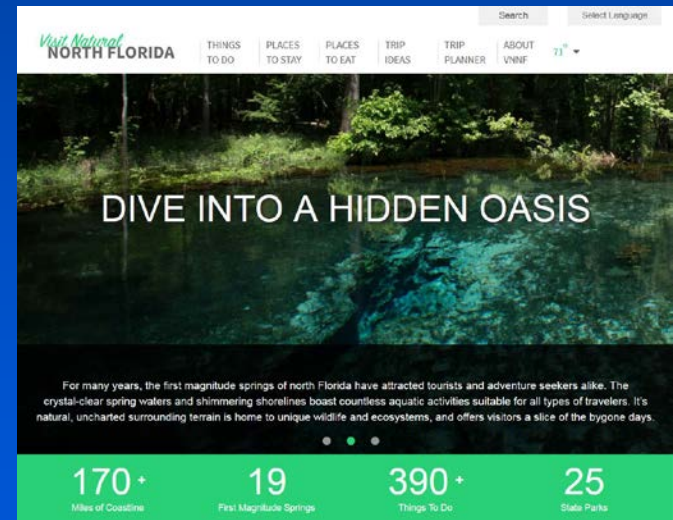
www.VisitNaturalNorthFlorida.com



Visit Natural North Florida

Website Revamp - January 2016

- ❑ Extensive redesign of Task Force website
- ❑ Responsive web design (mobile-friendly)
- ❑ Events
- ❑ Trip planner
- ❑ Multi-language support
- ❑ Blogs
- ❑ Easier back-end maintenance
- ❑ Improved analytics



Visit Natural North Florida

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Travel Shows

- In 2016, 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
- 2016 Shows:
1 In-state, 9 Out-of-state,
3 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

2015-16 Travel Show Schedule

- ❑ Detroit Camper and RV Show, Sept 30 - Oct 4, 2015
- ❑ London World Travel Market, Nov 2-5, 2015
- ❑ New York Times Travel Show, Jan 8-10, 2016
- ❑ Atlanta Boat Show, Jan 14-17, 2016
- ❑ Atlanta Camping and RV Show, Jan 29-31, 2016
- ❑ Dallas Travel and Adventure Show, Jan 30-31, 2016
- ❑ Chicago RV and Camping Show, Feb 17-21, 2016
- ❑ Toronto Outdoors Adventure Show, Feb 19-21, 2016
- ❑ ITB Berlin, March 11-13, 2016
- ❑ Canoecopia, Madison, WI, March 11-13, 2016
- ❑ Philadelphia Travel Adventure Show, March 19-20, 2016
- ❑ The Villages Travel Show, May 6, 2016



Visit Natural North Florida

2015-16 Out-of-State Travel Show Statistics

Item	Amount
Total Attendance	546,434
Florida State Parks Guides	4,650
Florida State Transportation/Road Maps	5,850
North Central Florida Rural Area of Opportunity Brochures	11,250
Other Regional Brochures	5,514
Emails Collected	1,599
USB Press Kits	187
Meetings with Media, Trade Professionals	232



Visit Natural North Florida

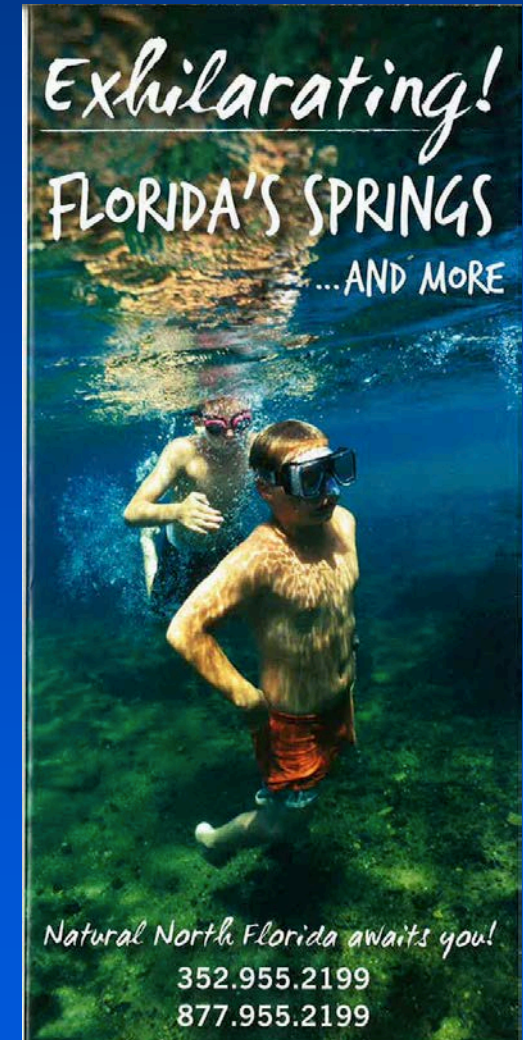
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Brochures

"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. Highway 19
- Florida Welcome Centers
- Florida AAA Offices
- County Information Centers
- Travel Shows



Visit Natural North Florida

Cooperative Advertising: Undiscovered Florida

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

The collage consists of ten promotional cards for Visit Natural North Florida, arranged in a grid. Each card features a different natural or cultural attraction and includes contact information.

- Discover a Nature Filled Get-Away**: Birding, Hiking, Paddling, Sunsets, Boat Tours, Restaurants, Shops. Levy County has what you're looking for. www.VisitLevy.com
- A Great little Getaway**: Discover our natural and cultural treasures in Gainesville, a great little getaway. VisitGainesville.com 352.374.5260
- Madison County, Florida**: Our Attraction is Only Natural. History. Culture. Beauty. www.MADISONFL.ORG 850-973-2788
- Taylor County has what you want...**: Experience Florida the way it used to be. Taylor County has miles of wild, untouched coastline, the best inshore and offshore fishing, scalloping, boating, canoeing, kayaking and hunting experience you will find anywhere! TaylorCountyChamber.com 1-866-584-5366
- Add a stop in Gainesville**: Explore art, nature and history. Gather a lifetime of memories! www.VisitGainesville.com
- Unplug and unwind in the heart of Florida's Hidden Coast**: Acres of Birding & Biking Trails. Miles of Fresh & Salt Water Trails. Enjoy great fishing, boating & scalloping on 100 miles of coastline where the Suwannee & Steinhatchee Rivers meet the Gulf of Mexico. VisitDixie.com



Visit Natural North Florida

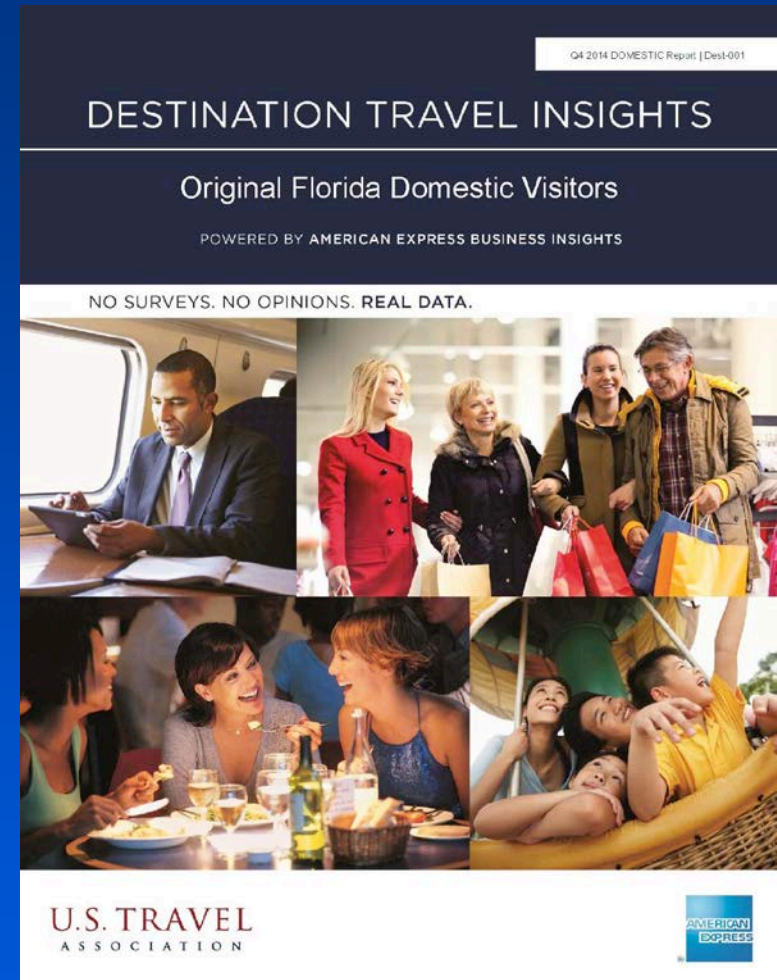
Undiscovered Florida Advertisement

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



Market Research

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



Google Analytics



Website Usage by Top Ten Countries, 2011-2015

1. United States
2. Canada
3. United Kingdom
4. Brazil
5. Germany
6. India
7. France
8. Philippines
9. Italy
10. Netherlands



VISITFLORIDA.COM

This project received financial assistance from VISIT FLORIDA®

Google Analytics



Website Usage by Top 10 States, 2011-2015

1. Florida
2. Georgia
3. New York
4. California
5. Texas
6. North Carolina
7. Alabama
8. Tennessee
9. Maryland
10. Illinois



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Google Analytics



Website Usage by Top 10 Out-of-State Metro Areas, 2011-2015

1. Atlanta, GA
2. New York, NY
3. Washington, DC
4. Los Angeles, CA
5. Chicago, IL
6. Albany, GA
7. Charlotte, NC
8. Nashville, TN
9. Denver, CO
10. Philadelphia, PA



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Member Education

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



Results

Bed Tax Revenues, FY 13-14 and 14-15

County	Fiscal Year 2014	Fiscal Year 2015	Difference	Percentage Change
Alachua	\$3,904,498	\$4,225,711	\$321,212	8.2%
Baker	\$29,421	\$32,510	\$3,089	10.5%
Bradford	\$89,297	\$100,026	\$10,729	12.0%
Columbia	\$913,440	\$987,326	\$73,885	8.1%
Dixie	\$23,879	\$29,751	\$5,872	24.6%
Gilchrist	\$29,461	\$39,898	\$10,436	35.4%
Hamilton	\$30,462	\$30,296	-\$166	-0.5%
Jefferson	\$30,473	\$30,205	-\$268	-0.9%
Lafayette	\$0	\$0	\$0	0.0%
Levy	\$169,100	\$189,174	\$20,075	11.9%
Madison	\$102,347	\$115,272	\$12,924	12.6%
Putnam	\$278,685	\$312,944	\$34,259	12.3%
Suwannee	\$193,133	\$219,495	\$26,362	13.6%
Taylor	\$231,205	\$229,088	-\$2,117	-0.9%
Union	\$0	\$0	\$0	0.0%
Wakulla	\$112,838	\$139,948	\$27,110	24.0%
Total	\$6,138,239	\$6,681,642	\$543,403	8.9%
w/o Alachua County	\$2,233,741	\$2,455,932	\$222,191	9.9%
State	\$662,536,505	\$746,013,814	\$83,477,309	12.6%

Source: Florida Department of Revenue, accessed April 28, 2016



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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