North Central Florida Regional Planning Council
Economic Development Strategies for North Central Florida

North Central Florida Regional Planning Council

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September 27, 2019
Economic Development

- Overview:
  - Economic Development District
  - Rural Area of Opportunity
  - Visit Natural North Florida
    (The 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
Economic Development

Comprehensive Economic Development Strategy

- Analyzes regional economy, guides regional goals & objectives, identifies investment priorities and funding
- Brings public/private sectors together to develop economic roadmap to diversify and strengthen economies
- Serves as vehicle to draw down federal funds
Economic Development

- Coordinated Comprehensive Economic Development Strategy
  - Six Pillars concept incorporated into Comprehensive Economic Development Strategy
  - Comprehensive Economic Development Strategy requirements matched with Six Pillars
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

- Targeted Industries
  - Healthcare and Life Science professionals
  - Logistics & Distribution
  - Building Component Design & Manufacturing
  - Sustainable, tourism-based economic development
Economic Development

- Priority Project Areas
  - Rural Area of Opportunity - Catalyst Sites development
  - Regional business incubators and research parks
Economic Development

- Rural Area of Opportunity
  - Regional approach to economic development
  - 14-county rural north central Florida region (including Baker, Jefferson and Putnam)
  - State development incentives
  - North Florida Economic Development Partnership
Economic Development

Rural Area of Opportunity

- Two Large Scale “Catalyst” Sites
  - Columbia County - Target Industries: Building Construction Component Manufacturing, Logistics & Distribution Center
  - Suwannee County - Target Industries: Manufacturing, Logistics & Distribution Center
North Central Florida Jobs by Sector
2006 - 2015

Source: Regional Economic Modeling, Inc., PI+, Florida Counties, v1.7
North Central Florida Jobs
Selected Industries, 2006 - 2015

Source: Regional Economic Modeling, Inc., PI+, Florida Counties, v1.7
Economic Development

Economic Impact Analysis for Specific 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 periods
  - 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
  - Population
  - Indirect and induced jobs
  - Income
  - Ad valorem property taxes
Visit Natural North Florida

Regional Tourism:

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 region as one destination to increase visibility and tourism offerings
- Mission: Enhance tourism while preserving historical, cultural and natural assets
Visit Natural North Florida

Membership Structure

- 14 Member Counties
- 1 Task Force member per County
- + 1 Member if County has a Tourist Development Council
- + 1 Member if County population greater than 50,000

- Members appointed by each County
Visit Natural North Florida

Dues Based on First Two Pennies of County Bed Tax Revenues

<table>
<thead>
<tr>
<th>Annual 2-Penny Bed Tax Revenues</th>
<th>Dues</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0 - $25,000</td>
<td>$1,000</td>
</tr>
<tr>
<td>$25,001 - $50,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>$50,001 - $100,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>$100,001 - $225,000</td>
<td>$4,000</td>
</tr>
<tr>
<td>$225,001 - $400,000</td>
<td>$6,000</td>
</tr>
<tr>
<td>$400,001 - $800,000</td>
<td>$8,000</td>
</tr>
<tr>
<td>$800,001 - $1,200,000</td>
<td>$11,000</td>
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<tr>
<td>$1,200,001 - $3,000,000</td>
<td>$15,000</td>
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</tbody>
</table>
Visit Natural North Florida

Pools Talents and Resources of Members and Leverages Funding

- Task Force 2018-19 Budget: $361,100
- County 2018-19 Co-op Regional Marketing Fees: $53,000
- County Leverage: $308,100

*County “Leverage Ratio” Exceeds 6 to 1!*
Visit Natural North Florida

- Tourism Marketing Program
  - Travel Shows
  - Advertising
  - eNewsletter
  - Market Research
  - Member Education
  - Website
Visit Natural North Florida

Website

- Website redesign
- Mobile-friendly
- Town & County landing pages
- Things to Do landing pages
- Videos
- Trip planner
- Multi-language
- Travel bloggers
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

- Florida Welcome Centers
- I-75, Florida & Georgia
- I-10, Florida
- U.S. Highway 19
- Florida American Automobile Association Offices
- County Tourism Information Centers
- Travel Shows
Visit Natural North Florida

Quarterly Electronic Newsletter

- Circulation approximately 6,800
- Email addresses obtained at travel shows, website & print advertisements
Visit Natural North Florida

Undiscovered Florida Co-op Advertisement

- Distributed by Smithsonian Magazine and at VISIT FLORIDA Welcome Centers
Visit Natural North Florida

Digital Advertising Campaign - 2018

Florida Target Audience | Impressions
---|---
Bicycling | 4,123,323
Hiking and Camping | 98,678
Canoeing and Kayaking | 2,317,772

Total Impressions = 21,079,159
Visit Natural North Florida

Market Research

Information on top feeder markets

- Google Analytics
- VisaVue, Domestic & International
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Member Education

- Scholarships to Task Force members and employees of member counties
- Southeast Tourism Society Marketing College
Visit Natural North Florida

Where are Our Top Markets?

Top Countries
Top States
Top Out-of-State Metropolitan Areas
Google Analytics

Visit Natural North Florida Website Usage by Top 10 Countries

1. United States
2. Canada
3. United Kingdom
4. India
5. Germany
6. South Korea
7. Netherlands
8. Philippines
9. Brazil
10. Denmark
Google Analytics

Visit Natural North Florida Website Usage by Top 10 States

1. Florida
2. Georgia
3. Texas
4. North Carolina
5. Illinois
6. Virginia
7. New York
8. Tennessee
9. Alabama
10. Michigan
Google Analytics

Visit Natural North Florida Website Usage by Top 10 Out-of-State Metro Areas, 2017

1. Atlanta, GA
2. New York, NY
3. Charlotte, NC
4. Washington, DC
5. Birmingham, AL
6. Houston, TX
7. Mobile, AL
8. Chicago, IL
9. Dallas-Ft. Worth, TX
10. Nashville, TN
Visit Natural North Florida

Why Travel Shows?

- Drives consumers to website
- Informs consumers on wide variety of products
- Places collateral in consumers hands and collects emails for marketing
- Allows direct interaction with, and provides expert advise to, potential consumers
Visit Natural North Florida

Travel Shows

- Each county represented in marketing materials reaching thousands of travel consumers
- Booths staffed by Task Force
- 2018-19 Shows:
  - 12 Out-of-state,
  - 5 International
- 2019-20 Shows:
  - 9 Out-of-state,
  - 1 International
<table>
<thead>
<tr>
<th>Number</th>
<th>Event Name</th>
<th>Date</th>
</tr>
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<tbody>
<tr>
<td>1.</td>
<td>Georgia RV &amp; Camper Show</td>
<td>September 2018</td>
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<tr>
<td>2.</td>
<td>Boot Dusseldorf</td>
<td>January 2019</td>
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<td>3.</td>
<td>Atlanta Camping &amp; RV Show</td>
<td>January 2019</td>
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<td>4.</td>
<td>Nashville RV Supershow</td>
<td>January 2019</td>
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<td>5.</td>
<td>New York Times Travel Show</td>
<td>January 2019</td>
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<td>6.</td>
<td>London Destinations Holiday &amp; Travel Show</td>
<td>January-February 2019</td>
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<tr>
<td>7.</td>
<td>Houston RV Show</td>
<td>February 2019</td>
</tr>
<tr>
<td>8.</td>
<td>Chicago RV &amp; Camping Show</td>
<td>February 2019</td>
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<tr>
<td>9.</td>
<td>Boston Travel &amp; Adventure Show</td>
<td>February 2019</td>
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<td>10.</td>
<td>F.re.e. Messe Munich</td>
<td>February 2019</td>
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<tr>
<td>11.</td>
<td>Toronto Outdoor Adventure Show</td>
<td>February 2019</td>
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<tr>
<td>12.</td>
<td>Canoecopia</td>
<td>March 2019</td>
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<tr>
<td>13.</td>
<td>Philadelphia Travel &amp; Adventure Show</td>
<td>March 2019</td>
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<td>14.</td>
<td>Washington DC Travel &amp; Adventure Show</td>
<td>March 2019</td>
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<td>15.</td>
<td>Ottawa Travel &amp; Vacation Show</td>
<td>March 2019</td>
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<tr>
<td>16.</td>
<td>Midwest Mountaineering Spring Expo</td>
<td>April 2019</td>
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<tr>
<td>17.</td>
<td>Bike Expo New York</td>
<td>May 2019</td>
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2019-20 Travel Show Schedule

Atlanta Camping & RV Show  January 2020
New York Times Travel Show  January 2020
Chicago RV and Camping Show  February 2020
Houston RV Show  February 2020
Toronto Outdoor Adventure Show  February 2020
Atlanta Travel & Adventure Show  February/March 2020
Philadelphia Travel & Adventure Show  March 2020
Washington, D.C. Travel & Adventure Show  March 2020
Bike Expo New York  May 2020
Georgia RV and Camper Show  September 2020
Results

Bed Tax Increases
FY 2014-15 through FY 2017-18

- 28.6% Statewide
- 37.5% Task Force Counties
- **52.9%** Task Force Counties, less Alachua County
Results

Steven Raichlen's Project FIRE on PBS, Series Two - July 2019!

- The man who reinvented world barbecue is back with another sizzling season. More projects, more fire...and definitely more easy-to-follow instructions to help you take your grilling to the next level. **Filmed in scenic Steinhatchee, the fishing mecca on Florida’s Gulf Coast,** Season 2 of Project Fire brings new grills, new fuels, new dishes, and jaw-dropping new techniques...from grilling fresh flatbreads in the embers to spit-roasting whole beef shoulder over wood, along with hot iron, smoky salt slabs, upright stakes over a campfire, and of course brisket.
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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