

# REGIONAL PERSPECTIVES

A Quarterly Publication of the North Central Florida Regional Planning Council  
Winter 2001



Theme of this edition: *Economic Development*

## **EXPORTS OF THE ORIGINAL FLORIDA REGION**

Utilizing a grant from **Enterprise Florida** along with support from the **North Central Florida Regional Planning Council** and some money of its own, the **North Central Florida Economic Development Partnership (Partnership)** began promoting products of *The Original Florida* region overseas. During the year ending September 30, 2000, the **Partnership** exposed 78 new-to-exporting companies in its 11-county region to the opportunities provided by foreign markets. Also, during the Spring Semesters of 1999 and 2000, working with the **University of Florida**, the **Partnership** provided funding for eight companies to participate in the **IB 2000 Graduate Program** (see accompanying article). The **IB 2000 Program** intro-

*(Continued on Page 2)*



*SMI Joist Home Office,  
Starke, Florida*

## **UNIVERSITY OF FLORIDA IB 2000 GRADUATE PROGRAM**

For the past two years, students in the traditional 2-year MBA program have been able to learn the intricacies involved in exporting through a unique, innovative approach to the development of critical international business skills called the **IB 2000 Graduate Program**. Six students begin the program in the Spring Semester by taking a 4-credit course that teaches a broad spectrum of export operations through role-playing, simulations and case studies.

The students then identify companies in **North Central Florida** who can benefit from exporting and recruit five companies per year to participate in the program. The companies, who must pay \$4,000 each to participate in the program, work closely with the students to assess their readiness to export and to develop an export strategy. Utilizing a grant from **Enterprise Florida** along with support from the **North Central Florida Regional Planning Council**, the **North Central Florida Economic Development Partnership** provided funding for eight companies to participate in the **IB 2000 Graduate Programs**.

By the end of the semester, the students prepare a "memorandum of understanding" for each of the five companies detailing what the students are expected to do on behalf of the companies (and the concurrent re-

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duced the companies into markets in six foreign countries.

Although it is too early yet to to measure the results of this effort, preliminary numbers break out as follows: **17 distributor/agent agreements were executed; 12 new or retained jobs were created, including the hiring of 2 WAGES participants; and \$600,000 documented sales occurred with another \$2 million projected in the near future.**

Area companies responsible for the above results are: **Hidden Coast Shellfish Producers Association, Inc. (70 owner-operated companies); High Tech Products International Corporation; S. M. I. Joist; Sighline, Inc.; Atkins Technical, Inc.; GPE, Inc.; and Neuro Dimension, Inc.**

The **Partnership** and some area company representatives accompanied **Governor Jeb Bush** and **Enterprise Florida** to Team Florida Trade Missions to Mexico and Brazil during the past two years. The Mexico Mission focused on the **Partnership's** effort to expose the Mexican market to the products of **The Original Florida**. The Brazil Mission focused on promoting **The Original Florida** region as a place for Brazilian investments.

## BIKE MAPS

With grant money from the **Florida Department of Transportation**, the **North Central Florida Regional Planning Council** developed and printed four on-road bicycle maps for **The Original Florida** region.

These maps cover: **Alachua/Bradford/Union, Columbia/Hamilton/Suwannee,**



**Dixie/Levy/Gilchrist, and Madison/Lafayette/Taylor.** To obtain your copy(ies), contact the **Council** at **352/955-2200** or **Email: ncfrpc@ncfrpc.org.**

responsibilities of the companies) to implement the strategic plan. The value to each company is estimated at \$60,000 were they to purchase similar services from a professional export marketing consultant.

During the Summer session, the students go abroad to three countries in teams of two to implement the strategic export plan. In the 1999 Summer session, **IB 2000** teams went to **Barcelona, Spain, Mexico City, Mexico, and Tsing Tao, China** to develop contacts for the companies. In the 2000 Summer session, the teams went to **Tel Aviv, Israel, London, England, and Beijing, China** to represent their client companies.

Upon return, the students prepare company reports of their efforts and visit with each company for debriefing. As an indicator that the companies find the reports to be valuable, two of the five companies in 1999 asked to participate again in 2000.

### WEB PAGES OF INTEREST

North Central Florida Regional Planning Council - <http://ncfrpc.org>

The Original Florida - <http://originalflorida.org>

North Central Florida Economic Development Partnership - <http://originalfloridabusiness.org>

North Central Florida Local Emergency Planning Committee - <http://www.ncflepc.org>

North Central Florida Areawide Development Co., Inc. - <http://adco.org>

I-75 Corridor Council - <http://www.i75floridagateway.com> or <http://www.i75project.com>

## ADCO NEWS

The U S Small Business Administration has just announced modifications to the SBA 504 Loan Program, which mark significant improvements in Certified Development Company (CDC) finance programs. The



North Central Florida Areawide Development Company, Inc. (ADCO) can now provide 504 financing in amounts up to \$1.3 million for projects meeting the SBA's Public Policy Goals, increased from \$1 million. Other projects which do not meet those goals were also increased to \$1 million from \$750,000.

An enhancement also included in the new provisions of the program is the inclusion of loans to women-owned businesses to the Public Policy Goals.

Other policy goals include business development loans to minorities and veterans, rural development, and business district revitalization.

Inquiries regarding Small Business Administration financing may be directed to **Jim Emerson at (352) 955-2199, Extension 107.**

## U.S. DEPT. OF COMMERCE ECONOMIC DEVELOPMENT ADMINISTRATION

The Economic Development Administration (EDA) was established under the Public Works and Economic Development Act of 1965, as amended in 1998, to generate jobs, help retain existing jobs, and stimulate industrial and commercial growth in economically-distressed areas of the United States. EDA assistance is available to rural areas experiencing high unemployment, low income, or other severe economic distress.

In January, 1978, the North Central Florida Regional Planning Council received its designation from EDA as the North Central Florida Economic Development District (EDD). In order to receive this designation, an initial Comprehensive Economic Development Strategy (CEDS) document for the District had to be completed and accepted by the EDA. The counties that were members of the Council and met the EDA's statistical standards for a redevelopment area were able to concur with the District CEDS in lieu of preparing their own CEDS. These counties are designated by the EDA as redevelopment areas and are eligible to receive EDA financial assistance.

Examples of programs eligible for financial assistance from EDA in the Planning Council's eleven counties are as follows: Planning Assistance for the Economic Development District; Technical Assistance for Cities and Counties; and Public Works Impact Projects for Cities and Counties.

Programs recently receiving EDA funds include: EDA assistance of \$52,000 per year for three years for Planning Assistance for the EDD; EDA assistance of \$1,710,000 for the City of Gainesville for a Public Works Impact Project; and EDA assistance of \$1,250,000 for the City of Alachua for a Public Works Impact Project.

### **NCFRPC SERVICES AVAILABLE TO LOCAL GOVERNMENTS AND BUSINESSES**

- ◆ local comprehensive plans
- ◆ land development regulations
- ◆ transportation plans
- ◆ transportation disadvantaged plans
- ◆ disaster mitigation and recovery plans
- ◆ emergency response plans
- ◆ hazardous waste verification
- ◆ CDBG grant applications
- ◆ CDBG grant administration
- ◆ FRDAP grant applications
- ◆ tourism development
- ◆ general economic development
- ◆ small business loans

## ***PUBLIC AVAILABILITY NOTICE OF HAZARDOUS MATERIALS INFORMATION***

The Emergency Planning and Community Right to Know Act of 1986, also known as Title III of the Superfund Amendments and Reauthorization Act (SARA) requires emergency planning, and emergency notification of accidental releases. The legislation also mandates that information concerning chemical inventories of certain facilities be made available to the public. Regional Planning Council provides staff to the North Central Florida Local Emergency Planning Committee which serves as a repository of Title III chemical data.

The public has access to a variety of chemical specific data and information about facilities reporting under provisions of the Act. Accordingly, pursuant to Section 324 of the Title III Act, the following information is available to the public upon request during business hours of 8:00 a.m. to 5:00 p.m., Monday through Friday.

- \* Section 302: Chemical Notification
- \* Section 304: Emergency Follow-up Notice
- \* Section 311: Materials Safety Data Sheets
- \* Section 312: Hazardous Chemical Inventory (Tier two) Form
- \* North Central Florida Regional Hazardous Materials Plan

Citizens and businesses seeking information on any of the above provisions should contact **Dwayne Mundy at 352/955-2200, ext. 108 or email: [mundy@ncfrpc.org](mailto:mundy@ncfrpc.org).**

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