



FLORIDA
DEPARTMENT *of*
ECONOMIC
OPPORTUNITY

Planning for Economic Opportunity

A Presentation to the Tampa Bay
Regional Planning Council

Pinellas Park, Florida

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The Statewide Planning Effort

- 🌐 **Statutory Charge to DEO** – §20.60, FS
- 🌐 **Steering Committee** – EOG, EFI, WFI, & DEO
- 🌐 **Organizational Framework** using the Six Pillars of Florida's Future Economy™ by the Florida Chamber Foundation
- 🌐 **Alignment** with concurrent planning efforts – Florida Chamber Foundation's 20-year plan, Regional **Comprehensive Economic Development Strategies** / 5-year plans, etc.

The Process—Stakeholder Input

November 2011 – July 2012

- 🌐 **Researched** best practices, existing statewide and regional plans, and planning efforts
- 🌐 **Listened** to 2,700+ stakeholders
(through July)
- 🌐 **Participated in 48 forums, listening sessions, briefings, etc.** *including*
 - 5 statewide – 1 rural hosted by Opportunity Florida, 2 small & minority business hosted by Florida Chamber of Commerce and the Department of Management Services, & 1 hosted by Collaborative Labs (St. Petersburg College)
 - 10 regional – hosted by the Regional Planning Councils
 - 5 regional – international hosted by the Florida Chamber of Commerce

The Strategic Plan for Economic Development

- 🌐 **Vision** – Top performing economy and best place to live, play, learn, work, and do business
- 🌐 **3 Goals** – Global competitiveness, top economy, and quality of life
- 🌐 **5 Objectives** – jobs, employment, prosperity, business growth, global commerce, and regional competitiveness
- 🌐 **29 Strategies**

Four Cross-Cutting Strategies

Collaboration & Alignment

Among state agencies
State, regional and local

Talent and Innovation Clusters

Talent and supply chain best practices

Florida → Globally Competitive Megaregion

Connect economic development, talent, infrastructure, partnerships, etc.

Global Hub

Trade, visitors, talent, innovation & investment

Talent Supply and Education

Lead the nation in market-related student performance and workforce skills

4 Strategies

- focus on skilled labor
- high-caliber graduates & career paths
- market-relevant technical skills
- expand access for distressed markets

Local Examples

- Hillsborough Community College Auto Mechanics Classroom and Laboratory
- Tampa Bay's Industry Cluster and Workforce Skills Study

Innovation and Economic Development

Diversify Florida's economy and position for growth in national and global markets

4 Strategies

- talent and innovation clusters
- research, development, entrepreneurial
- diversify global markets
- Florida's business brand

Local Example

- Regional Business Plan for Tampa Bay

Infrastructure and Growth Leadership

Modernize Florida's infrastructure to support competitive business and a high quality of life

5 Strategies

- Development coordination at all levels
- Trade and transportation
- Telecommunications infrastructure
- Water
- Energy

Local Example

- OneBay Vision and Implementation

Business Climate and Competitiveness

Provide the nation's leading business climate and customer-focused business support services

6 Strategies

- regulatory processes reform
- customer focused services
- small/minority business targeted support
- access to capital
- competitive insurance rates
- revenue structure

Local Example

Manatee County Rapid Response Team

Civic and Governance Systems

Create strong partnerships to meet economic development goals

3 Strategies

- strategic partnerships
- government efficiency
- strategic investments

Local Example

St. Petersburg College EpiCenter



Quality of Life and Quality Places

Provide the nation's leading communities of choice to live, learn, work and play

3 Strategies

- Communities of choice
- Communities and environmental supports in economic development decisions
- Protect and market environment and cultural assets

Local Example

Pinellas Trail in Dunedin



Next Steps – Alignment Opportunities

- 🌐 **Publish in November 2012**
- 🌐 **Develop tactical and business plans for implementation**
- 🌐 **Note – All Strategies:**
 - 🌐 **Support** the economic development work (**CEDS**) of the regions
 - 🌐 **Depend** on the partnership of Florida regions to be successful
 - 🌐 **Align** with state, regional and local efforts



Thank You! Questions?



www.floridajobs.org/FL5yrPlan

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