

Florida Strategic Plan for Economic Development



presented to

**Tampa Bay Regional Planning
Council**

presented by

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The Statewide Development Effort

Organizational Framework

Six Pillars of Florida's Future Economy™
developed by the Florida Chamber Foundation

Basis for Development

Research on Best Practices, Review of CEDS plans, Input from 3,000+ Stakeholders (Private, Public, State, Region, Local ...)

The *Strategic Plan* aligns with concurrent planning efforts

**Florida Chamber Foundation's 20-year plan,
Regional Comprehensive Economic Development Strategies (CEDS),
5-year plans, Other State plans, etc.**

The Strategic Plan for Economic Development

Vision

Florida will have the nation's top performing economy and be recognized as the world's best place to live, learn, play, work, and do business.

3 Goals – Lead the Nation in:

- **Global competitiveness as a location for business, investment, talent, innovation, and visitors.**
- **Economic growth and prosperity.**
- **Quality of life.**

Planning Opportunities

All 29 Strategies:

- Support the public and private economic development work of the state, regions, and local entities.
- Depend on private and public partnerships across Florida to be successful.
- Align with state, regional, and local efforts both private and public.

The Regional Planning Efforts

The Strategic Plan is intended to be a plan for all of Florida.

- It provides a planning framework, but does not replace individual plans.
- It emphasizes collaborative action.
- It is intended to guide polices and planning.
- It contains measureable objectives.

Florida Regional Councils Association

- Alignment among regional and state strategies, data, and measures
- Uniform framework, template, and language

5 Statewide Economic Development Objectives

-  **Improve employment.**
-  **Foster opportunities for prosperity.**
-  **Grow Florida businesses.**
-  **Expand global commerce.**
-  **Increase Florida's attractiveness to workers, residents, and visitors.**

Strategic Plan Organization

Four Cross Cutting Strategies 1-4

Six Pillars of Florida's Future Economy™

Talent Supply and Education	Innovation and Economic Development	Infrastructure and Growth Leadership	Business Climate and Competitiveness	Civic and Governance Systems	Quality of Life and Quality Places
Strategies 5-8	Strategies 9-12	Strategies 13-17	Strategies 18-23	Strategies 24-26	Strategies 27-29

Four Statewide Cross-Cutting Strategies

- 🌐 **Strengthen Collaboration & Alignment.**
- 🌐 **Develop Talent and Innovation Clusters.**
- 🌐 **Build Florida as a Globally Competitive Megaregion.**
- 🌐 **Position Florida as a Global Hub.**
- 🌐 **Strategic Plan Best Practice:**
 - *Connecting for Global Competitiveness*



Partial List of Program Examples from the Tampa Bay region

- **Regional Business Plan for Tampa Bay**
- **Tampa Bay Cluster and Workforce Competency Study**
- **Connecting for Global Competitiveness study**
- **Broadband Florida**
- **Energy Resiliency Strategy**
- **Economic Analysis of the Tampa Bay Estuary**
- **Energy Assurance Strategy**
- **Pinellas County Medical Manufacturing Economic Analysis**
- **Westshore Economic Profile**
- **Tampa Bay Region CEDS**
- **Economic Analysis Program**
- **Disaster Resiliency Strategy**



Talent Supply and Education Pillar

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

4 Statewide Strategies

- **Focus on skilled labor & retaining talent.**
- **High-caliber graduates & career paths.**
- **Market-relevant technical skills (STEM).**
- **Expanded access for distressed markets.**

Talent Supply and Education Pillar

Examples:

- **Tampa Bay Cluster and Workforce Competency Study**
- **The Pinellas County Medical Manufacturing Economic Analysis**

Innovation and Economic Development Pillar

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

4 Statewide Strategies

- **Strengthen Florida's leadership in talent and innovation clusters.**
- **Support research, development, and commercialization of technology and ideas.**
- **Expand the number of Florida businesses into diversified global markets.**
- **Support and market Florida's business brand.**

Innovation and Economic Development Pillar

Examples:

- **Tampa Bay Cluster and Workforce Competency Study**
- **The Pinellas County Medical Manufacturing Economic Analysis**

Strategic Plan Best Practice:

- **Regional Business Plan for Tampa Bay**



Infrastructure and Growth Leadership Pillar

Modernize Florida's infrastructure and growth decisions to support a competitive economy and high quality of life.

5 Statewide Strategies

- **Coordinate decision-making and investments.**
- **Develop and maintain trade and transportation systems.**
- **Develop and maintain the telecommunications infrastructure.**
- **Ensure the supply and quality of Florida's water resources.**
- **Develop and maintain energy sources and systems.**

Infrastructure and Growth Leadership Pillar

Examples:

- **Tampa Bay Regional Planning Council's Broadband Florida planning initiative**
- **Energy Resiliency Strategy**
- **Energy Assurance Strategy**
- **Comprehensive Economic Development Strategy**
- **Disaster Resiliency Strategy**
- **Tampa Bay Regional Domestic Security Task Force**

Business Climate and Competitiveness Pillar

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

6 Statewide Strategies

- **Revise regulatory processes to meet changing needs.**
- **Provide customer focused services.**
- **Reduce barriers to businesses and entrepreneurial growth.**
- **Expand opportunities for access to capital for businesses.**
- **Work with industry to assure competitive insurance rates.**
- **Develop a government revenue structure that encourages growth.**

Business Climate and Competitiveness Pillar

From the Tampa Bay RPC 2013-2017 CEDS:

Goal 3: “To improve the capacity of small businesses, disadvantaged businesses, and businesses within distressed and redeveloping communities to participate fully in Tampa Bay's economic activities.

Examples:

- **Comprehensive Economic Development Strategy**
- **Economic Analysis Program**
- **Westshore Economic Profile**

Civic and Governance Systems Pillar

Create strong partnerships to meet economic development goals.

3 Statewide Strategies

- **Support and sustain statewide and regional partnerships to accomplish Florida's economic and quality-of-life goals.**
- **Improve government efficiency and effectiveness.**
- **Invest in strategic statewide and regional economic development priorities.**

Civic and Governance Systems Pillar

Examples:

- **Comprehensive Economic Development Strategy**
- **Economic Analysis Program**

Strategic Plan Best Practice:

- ***Connecting for Global Competitiveness***
- **Regional Business Plan for Tampa Bay**

Quality of Life and Quality Places Pillar

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

3 Statewide Strategies

- **Sustain vibrant, safe, and healthy communities.**
- **Ensure communities and environmental supports in economic development decisions.**
- **Protect and market natural and cultural assets.**

Quality of Life and Quality Places Pillar

Examples:

- **Economic Analysis of the Tampa Bay Estuary**
- **Westshore Economic Profile**
- **Disaster Resiliency Strategy**

Strategic Plan Best Practice:

- **The Pinellas Trail**



Moving Forward

Alignment and Implementation

- Regional Planning Councils
- Economic Development Liaisons

Measurement and Accountability

- *Plan Appendix*- implementation performance monitoring
- Agency alignment in budget requests and planning
- Outreach and performance analysis

RPC Measurements

Tactics and Metrics for Regional Planning Councils

Tactics	Metrics
Administer revolving loan fund programs.	A.1. Number of jobs created through revolving loan funds. A.2. Number of jobs retained through revolving loan funds.
Write grants to support economic development projects and expand local economies.	B.1. Number of grants written in partnership with local governments or economic development organizations.
Conduct economic impact analyses to measure the economic and fiscal impacts of project development or policy initiatives.	C.1. Number of economic impact analyses completed on behalf of local governments or economic development organizations.
Provide technical assistance to local governments.	D.1. Number of technical assistance activities undertaken to coordinate decision-making and investments for economic development, land use, transportation, infrastructure, housing, water, energy, natural resources, workforce, and community development at the local level.
Build partnerships with local and regional economic development organizations and workforce boards and engage in regional collaborative activities.	E.1. Number of activities undertaken to implement one or more strategies in the Florida Strategic Plan for Economic Development. E.2. Number of activities undertaken to implement one or more elements of the Strategic Regional Policy Plan.
Update the Comprehensive Economic Development Strategies using the Six Pillars as an organizing framework.	F.1. Number of Comprehensive Economic Development Strategies evaluated or amended for alignment with the Florida Strategic Plan for Economic Development.

Thank You!

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