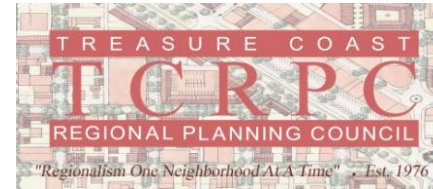


# REGIONAL COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY



presented to  
Florida Department of Economic Opportunity  
Strategic Plan Regional Stakeholder Forum

presented by  
Scott R. Koons  
Florida Regional Councils Association  
Bruce Ballister  
Apalachee RPC

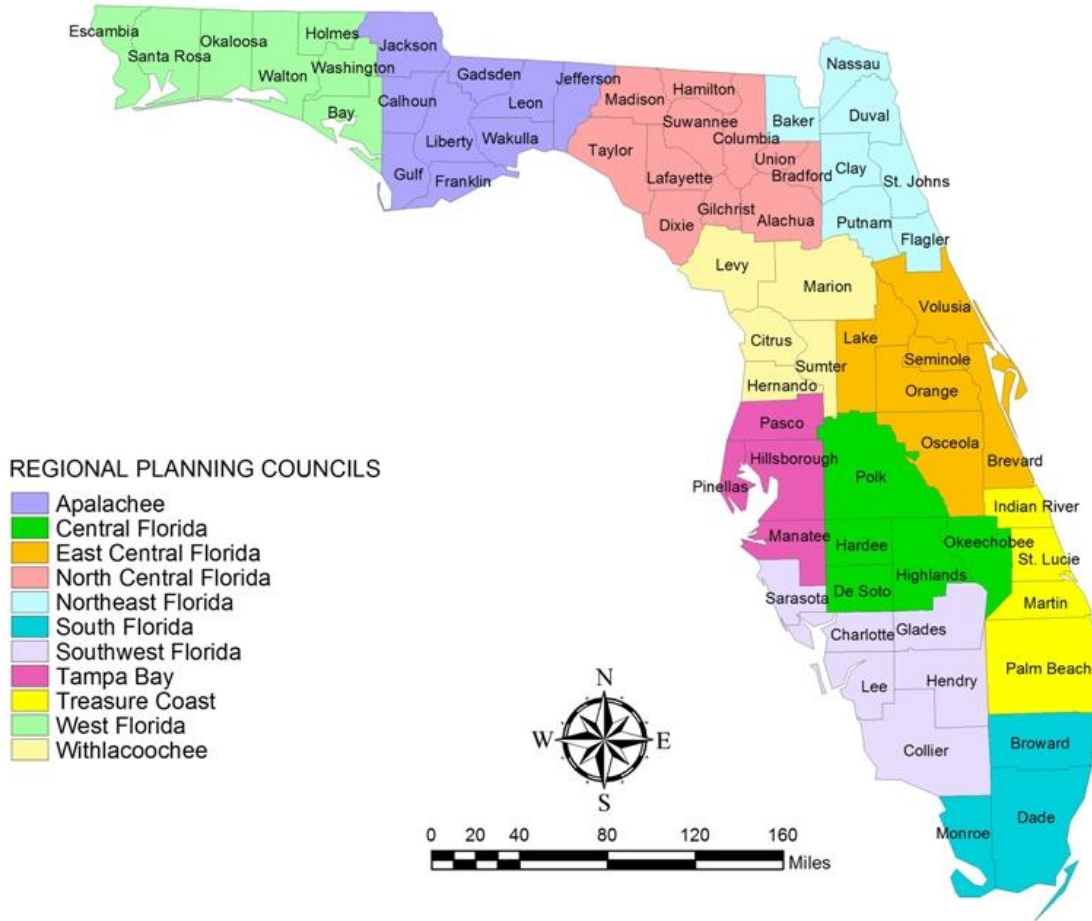
February 7, 2012





# ECONOMIC DEVELOPMENT DISTRICTS COORDINATED CEDS PLAN

## Florida Regional Planning Councils





# ECONOMIC DEVELOPMENT DISTRICTS COORDINATED CEDS PLAN

## What is a CEDS?

- Florida Planning Councils designated by U.S. Economic Development Administration as Economic Development Districts
- Planning Councils develop and adopt a Comprehensive Economic Development Strategy (CEDS) through CEDS Committee
- CEDS committee represents both private and public sector
- Strategy analyzes regional economy, guides regional goals & objectives, identifies investment priorities and funding sources
- Creates road map to economic diversity through private sector investment and job creation



# ECONOMIC DEVELOPMENT DISTRICTS COORDINATED CEDS PLAN

## **CEDS Committee Composition**

- Business Leaders (Majority)
- Public Officials
- Representatives of Workforce Development Boards
- Representatives of Institutions of Higher Education
- Minority and Labor Groups
- Private Individuals



# ECONOMIC DEVELOPMENT DISTRICTS COORDINATED CEDS PLAN

## Planning Councils Role in Economic Development

Regional Planning Councils Compliment and Support  
Local Economic Development Efforts Through:

- Development and Implementation of the CEDS
- Providing Grant Writing and Technical Assistance to Local Governments for Economic Development Projects
- Providing Economic Analysis Utilizing Regional Economic Modeling, Inc. Software



# ECONOMIC DEVELOPMENT DISTRICTS COORDINATED CEDS PLAN

## Why Standardization?

- Coordination Among District Strategies
- Common Language
- Integration Into State's Five-Year Economic Development Strategic Plan



# ECONOMIC DEVELOPMENT DISTRICTS COORDINATED CEDS PLAN

Use Florida Chamber Foundation  
“Six Pillars of Florida’s Future Economy”  
as Organizing Framework for  
Comprehensive Economic Development  
Strategies





# ECONOMIC DEVELOPMENT DISTRICTS COORDINATED CEDS PLAN

## SIX PILLARS OF FLORIDA'S FUTURE ECONOMY



[www.FLFoundation.org](http://www.FLFoundation.org)

**FLORIDA  
CHAMBER**  
Foundation







# ECONOMIC DEVELOPMENT DISTRICTS COORDINATED CEDS PLAN

## **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 DISTRICTS COORDINATED CEDS PLAN

## Coordinated CEDS Report

- Standard Format
- Common Data Sets
- Uniform Framework for Strategies



# ECONOMIC DEVELOPMENT DISTRICTS COORDINATED CEDS PLAN

## Coordinated CEDS Report

Two Sections:

- Strategy Report:  
Economic Development Strategy
- Technical Report:  
Supporting Analysis & Documentation



# ECONOMIC DEVELOPMENT DISTRICTS COORDINATED CEDS PLAN

## **Six Pillars Indicators**

### 1. Talent Supply & Education

- a. Average Annual Wage
- b. High School Graduation Rate
- c. 8th Grade Math Performance

### 2. Innovation & Economic Development

- a. Gross Domestic Product
- b. Bed Tax Collections
- c. Trade Exports and Imports



# ECONOMIC DEVELOPMENT DISTRICTS COORDINATED CEDS PLAN

## **Six Pillars Measures (Continued)**

### **3. Infrastructure and Growth Leadership**

- a. Population Counts, Estimates and Projections
- b. Annual Building Permits
- c. Vehicle Miles Traveled per Lane Mile

### **4. Business Climate and Competitiveness**

- a. Average Annual Unemployment Rate
- b. Employment by Industry
- c. Wages by Industry



# ECONOMIC DEVELOPMENT DISTRICTS COORDINATED CEDS PLAN

## **Six Pillars Measures (Continued)**

### 5. Civic and Governance Systems

- a. Millage Rates
- b. Registered Nonprofit Organizations
- c. Voter Participation

### 6. Quality of Life and Places

- a. Per Capita Income
- b. House Purchase Price and Cost Index
- c. Persons Living in Poverty



# ECONOMIC DEVELOPMENT DISTRICTS COORDINATED CEDS PLAN

## Summary

- Standard Format Across 11 Regions
- Common Language & Data Sets
- Organizing Framework – Six Pillars
- Strategy and Technical Reports
- Allignment with the Florida Statewide Economic Development Plan





# ECONOMIC DEVELOPMENT DISTRICTS COORDINATED CEDS PLAN

## Apalachee CEDS Committee:

1. Vicki Montford Apalachicola  
***Wakulla Bank***
2. Mark Curenton  
***Franklin County Planning***
3. Henry Grant  
***Gadsden Economic***
4. Tommy Pitts  
***Port Authority of Port Saint Joe***
5. Paul Donfro  
***ARPC Governor's Appointee***
6. Julie Conley  
***Jefferson County EDC***
7. Kara Palmer Smith  
***Tallahassee/Leon EDC***
8. Joe Brown  
***Private Sector Business***
9. Pam Portwood  
***Wakulla County Grants Coordinator***
10. Vicky Davis  
***Calhoun County School Board***
11. David Butler  
***Camp Gordon Johnson Association***
12. Charles Chapman  
***Gadsden County Public Works***
13. Bobby Pickels  
***Gulf County Chamber of Commerce***
14. Bill Stanton  
***Jackson County Development Council***
15. Paul Michael  
***Perferred Investors, Inc.***
16. John Chapin  
***Tallahassee Community College***
17. Davis Stoutamire  
***Liberty County Commission***
18. Timothy Barden  
***Wakulla County Coordinator***



# ECONOMIC DEVELOPMENT DISTRICTS COORDINATED CEDS PLAN

## Apalachee Regional Planning Council's Priority Projects:

*Per Adopted 2009 Update*

1. REDI Catalyst Site – Calhoun Co Airport Ind. Park
2. Apalachicola Seafood Industrial Park
3. Port St Joe Deepwater Port Facility
4. Certification of a Mega Site
5. Career Training Academy
6. Development of Additional Tourist Destinations & Capacity
7. Gulf County / Port St. Joe Advanced Medical Facilities
8. Alternative Fuel Processing Facility
9. Jackson County / Sawmill Expansion – Rex II



# ECONOMIC DEVELOPMENT DISTRICTS COORDINATED CEDS PLAN

## Apalachee Regional Planning Council's Priority Projects:

1. REDI Catalyst Site – Calhoun Co Airport Ind. Park *(Adopted 2009)*  
*Innovation & Economic Development*
2. Apalachicola Seafood Industrial Park\*  
*Infrastructure & Growth Leadership*
3. Port St Joe Deepwater Port Facility  
*Infrastructure & Growth Leadership*
4. Certification of a Mega Site  
*Innovation & Economic Development*
5. Career Training Academy  
*Talent Supply and Education*
6. Alternative Fuel Processing Facility  
*Business Climate & Competitiveness*
7. Gulf County / Port St. Joe Medical Facilities\*  
*Quality of Life & Quality Places*
8. Jackson County / Sawmill Expansion – Rex II\*\*  
*Infrastructure & Growth Leadership*



# ECONOMIC DEVELOPMENT DISTRICTS COORDINATED CEDS PLAN

Apalachee Regional Planning Council

Priority Projects - Pillars Needed:

- **New project** – Civic & Governance Systems
- **Replacement** – Quality of Life & Quality Places



# ECONOMIC DEVELOPMENT DISTRICTS COORDINATED CEDS PLAN

Questions?

**Bruce Ballister**

Apalachee Regional Planning Council

850-488-6211 ext. 100 /  
bruce.ballister@thearpc.org