



FLORIDA
DEPARTMENT *of*
ECONOMIC
OPPORTUNITY

One Community One Goal Targeted Industry Strategic Plan

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What is One Community One Goal? Why are we doing this?

- A community-wide effort that has rallied our top leaders from business, education, and government around one goal: creating jobs for this community's future.
- The project is the development of a Targeted Industry Strategic Plan
- Given extreme changes in the global economy and competition from cities throughout the world for new investment and job creation – a comprehensive strategic plan is needed.

Who is funding One Community One Goal?

Present Contributors

- BlueCrossBlueShield
- Dosal Family Foundation
- Greater Miami Convention and Visitors Bureau
- John S. and James L. Knight Foundation
- Miami Downtown Development Authority
- Ryder Charitable Foundation
- The Beacon Council
- The Beacon Council Economic Development Foundation
- The Miami Foundation
- The Miami Herald and El Nuevo Herald
- Wells Fargo
- World Trade Center Miami



WELLS
FARGO



← Knight Foundation



The Beacon Council



The Beacon Council
Foundation



The Miami Herald
el Nuevo Herald



MIAMI DDA
DOWNTOWN DEVELOPMENT AUTHORITY



Ryder
Charitable Foundation



DOSAL FAMILY
FOUNDATION



MIAMI
GREATER MIAMI
CONVENTION &
VISITORS BUREAU



World Trade Center Miami



FLORIDA
An Independent Licensee of the
Blue Cross and Blue Shield Association



The
Miami
Foundation
For A Greater Miami

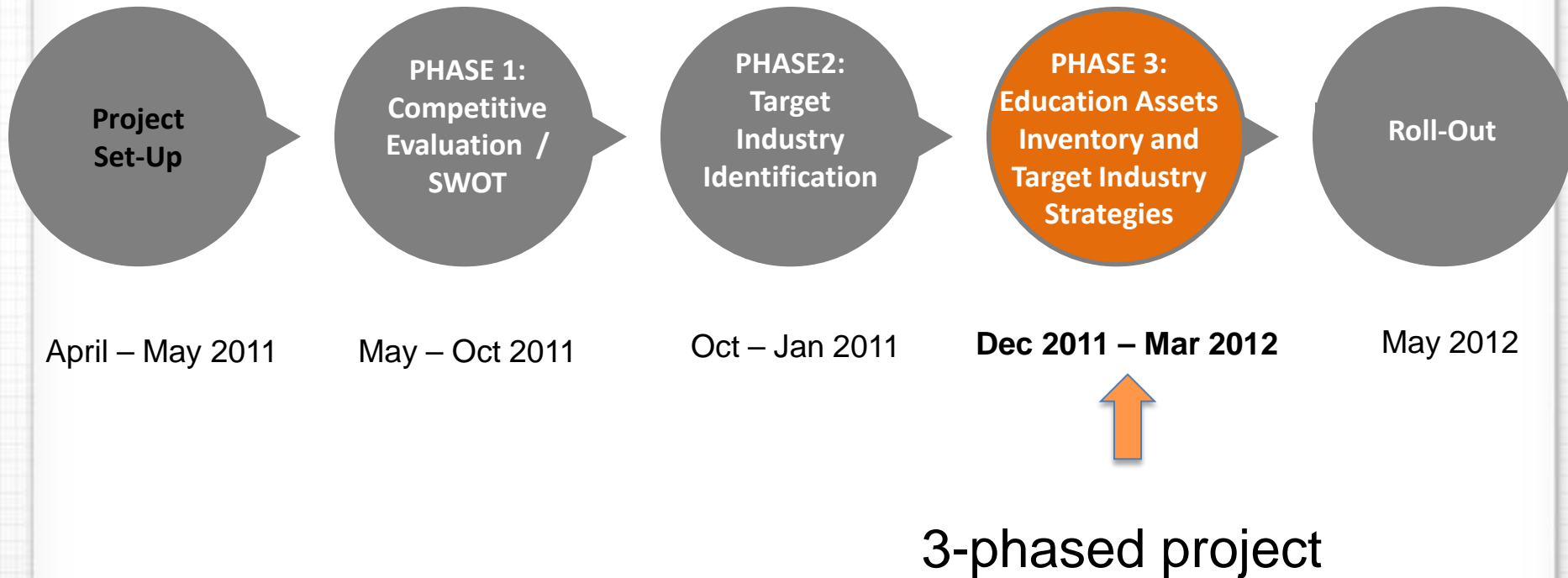
State, Regional and Local Partnerships

- 1) **Florida 2010-2015 Strategic Plan for Economic Development**
- 2) **Florida Chamber Foundation Six Pillars Plan**
- 3) **Enterprise Florida Targeted Industry Competitiveness Study**
- 4) **Florida Workforce “Florida Eight” Partner**
- 5) **Southeast Florida Regional Partnership – SFRPC**
- 6) **South Florida EDOs – Life Sciences South Florida (LSSF)**
- 7) **South Florida Workforce**
- 8) **Miami-Dade County**

What will the One Community One Goal Plan do?

- **Identify strengths and challenges of Miami-Dade County's economy**
- **Identify and refine Target Industries for future economic development efforts**
- **Identify education and training requirements**
- **Provide an economic development marketing plan of action that will create new jobs and investment in those industries and across the economy**

Process



Stakeholder Input To-Date

5,000 Participants:

- 4,133 OCOG survey responses
- New Leaders meetings
- GMCC Goals Conference workshop
 - 100+ participants
- Life sciences sector survey
- 4 Steering Committee meetings
- OCOG Entrepreneurship + Innovation Session
 - 50+ participants

Stakeholder Input To-Date

- 40+ Personal Interviews
- 7 Target industry focus groups
 - Aviation / Aerospace
 - Banking / Professional Services
 - Design / Creative / Fashion - Lifestyle
 - IT / Telecommunications
 - Life Sciences (survey)
 - Logistics / Trade
 - Tourism / Hospitality

Education Partnerships

- From the launch of OCOG, the education community has been involved in every step of the way. Development of Report #2 (Target Industries) and Report #3 (Education Assets Inventory) have been on parallel tracks.
- The recommended Target Industries were selected as a result of an analysis of Miami-Dade County's present education infrastructure and training programs.

OCOOG Survey Results

To better serve your business, Miami-Dade County needs to increase education and training of individuals with the following skill sets: *Top Responses*

All Companies



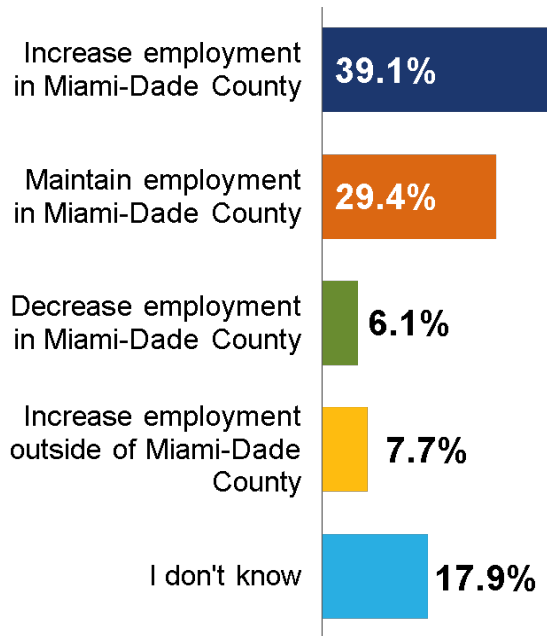
250+ Employee Companies



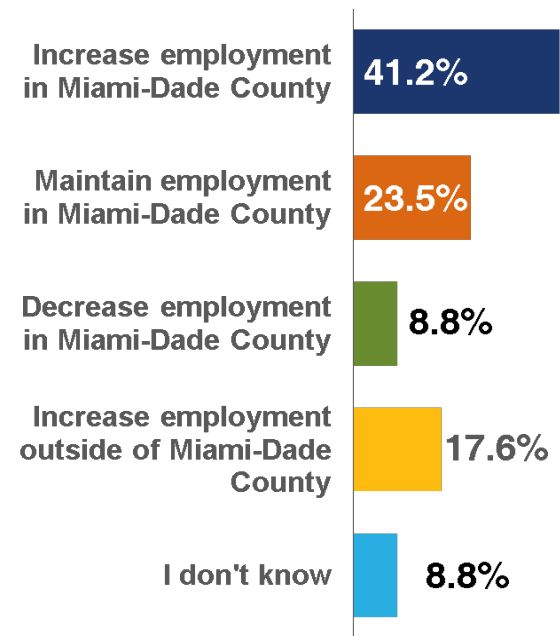
OCOOG Survey Results

In the next five years, my business expects to:

All Companies



250+ Employee Companies

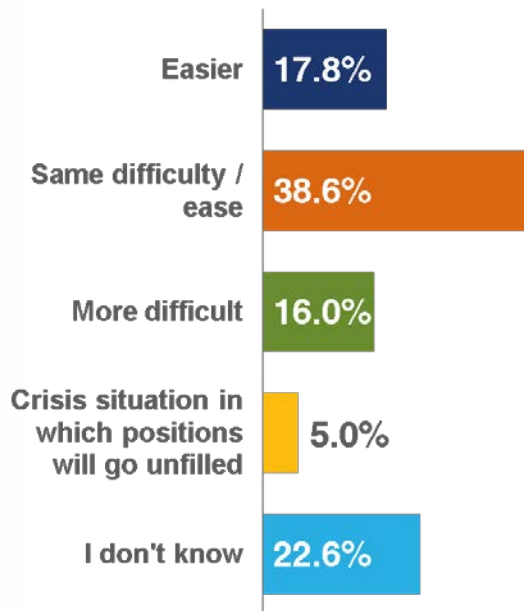


Business owner and manager responses only

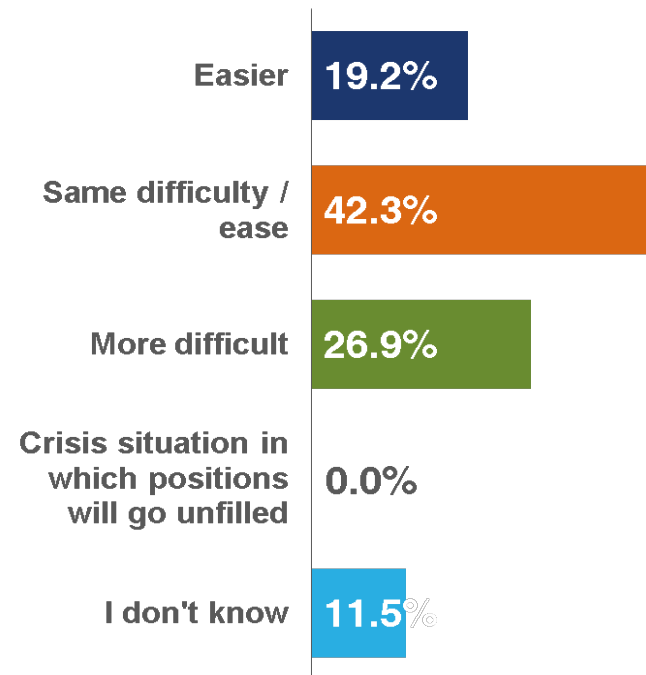
OCOOG Survey Results

Compared to the past five years, I predict that my company's ability to fill job vacancies in the next five years will be:

All Companies



250+ Employee Companies



Business owner and manager responses only

Target Selection Factors

What is happening with industry clusters in the region?
Cluster Concentration, Shift Share, and Forecasted Growth

What assets are platforms for industry growth?
Competitive Assessment and Educational Programs

What do residents and industry leaders want in the future?
Surveys, Interviews and Focus Groups

Finalist List

Implementation Requirements

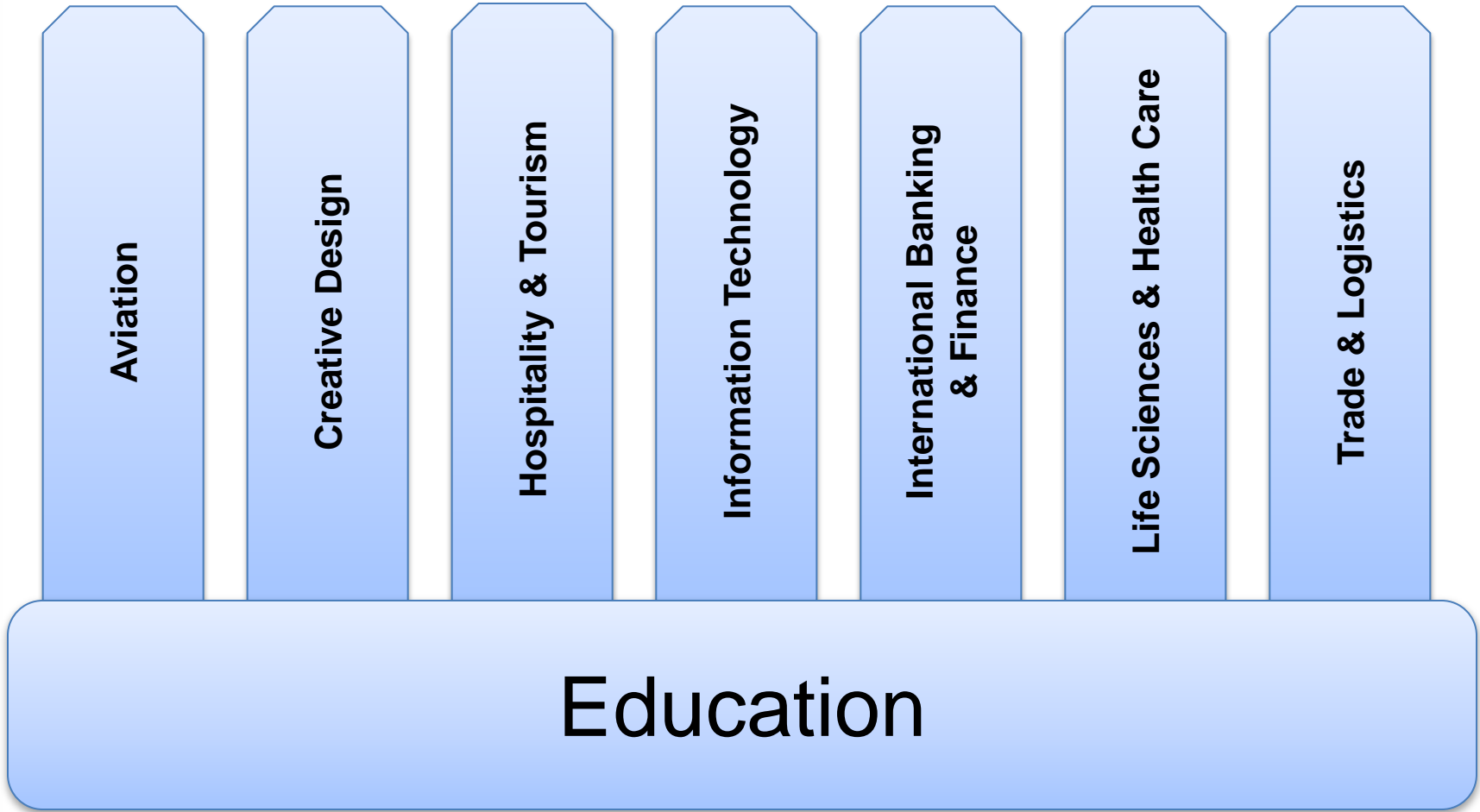
The OCOG Plan will include strategies for each of the seven Target Industries. The Plan will also include recommendations that will be organized within five areas:

- 1) Physical Infrastructure
- 2) Education and Workforce Development
- 3) Entrepreneurship and Innovation
- 4) Business Climate / Policy
- 5) Economic Development Marketing

As we receive recommendations in these areas, we are also asking and beginning to identify the proposed “owners” of the strategies as well as scheduling preliminary meetings. The proposed “owners” will be responsible for the management and implementation of the Strategic Plan Elements.



Education is the foundation of growth for all target industries.



Target Industries and Niche Sectors

Aviation	Creative Design	Hospitality & Tourism	Information Technology
<ul style="list-style-type: none"> • Aircraft Parts & MRO • Assembly & Manufacturing • Composite Shops • Flight Simulation & Training 	<ul style="list-style-type: none"> • Advertising & Marketing • Architecture & Engineering • Fashion / Lifestyle • Industrial Design • Music, Film, TV Production & Digital Content 	<ul style="list-style-type: none"> • Cruise Tourism • Cultural Arts • High Income International Tourists • Medical Tourism • Meetings, Conventions, & Conferences • Tourism IT 	<ul style="list-style-type: none"> • Back Office Support & IT • Computational Science & Health IT • Data Centers • Digital Content • Logistics IT • Mobile Applications • Simulation Technology • Tourism IT
International Banking & Finance	Life Sciences & Health Care	Trade & Logistics	
<ul style="list-style-type: none"> • International Banks • International Insurance & Wealth Management • Maritime Services & Trade Finance • Mobile Applications • Technical Customer Support & Back Office • Venture Capital & Private Equity 	<ul style="list-style-type: none"> • Agricultural Sciences • Back Office Operations • Biologics • Computational Science & Health IT • Medical Devices • Medical Tourism • Pharmaceuticals 	<ul style="list-style-type: none"> • Distribution Centers • Logistics IT • Maritime Services & Trade Finance • Perishables • Value-Added Services – Assembly & Kitting 	



One Community One Goal

For further information go to

www.onecommunityonegoal.com to access:

- Project Updates
- OCOG Competitive Assessment Report (#1)
- OCOG Target Industries Report (#2)
- Additional OCOG documents



Questions?

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