



FLORIDA
DEPARTMENT *of*
ECONOMIC
OPPORTUNITY

Regional Economic Development Planning Initiatives

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

presented by
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Planning Director
Tampa Bay Regional Planning Council



Regional Initiatives

- OneBay: Livable Communities
 - Consortium of Partners
- Comprehensive Economic Development Strategy
 - Tampa Bay Regional Planning Council
- Business Plan for Economic Development
 - Tampa Bay Partnership
- Large scale local economic development activities:
 - County Economic Development Councils
 - Tourist Development Councils
 - Workforce Development Boards
 - Chambers of Commerce
 - County and City Economic Development Departments
 - County and City Planning and Community Development Departments



ONE BAY

LIVABLE COMMUNITIES

FULFILLING LIFE'S POSSIBILITIES

ONE BAY
VISION 2050

www.myOneBay.com



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Diverse Coalition of Partners

ONE BAY | LIVABLE COMMUNITIES



Reality Check Tampa Bay

reality check
TAMPA BAY
Many choices. One future.



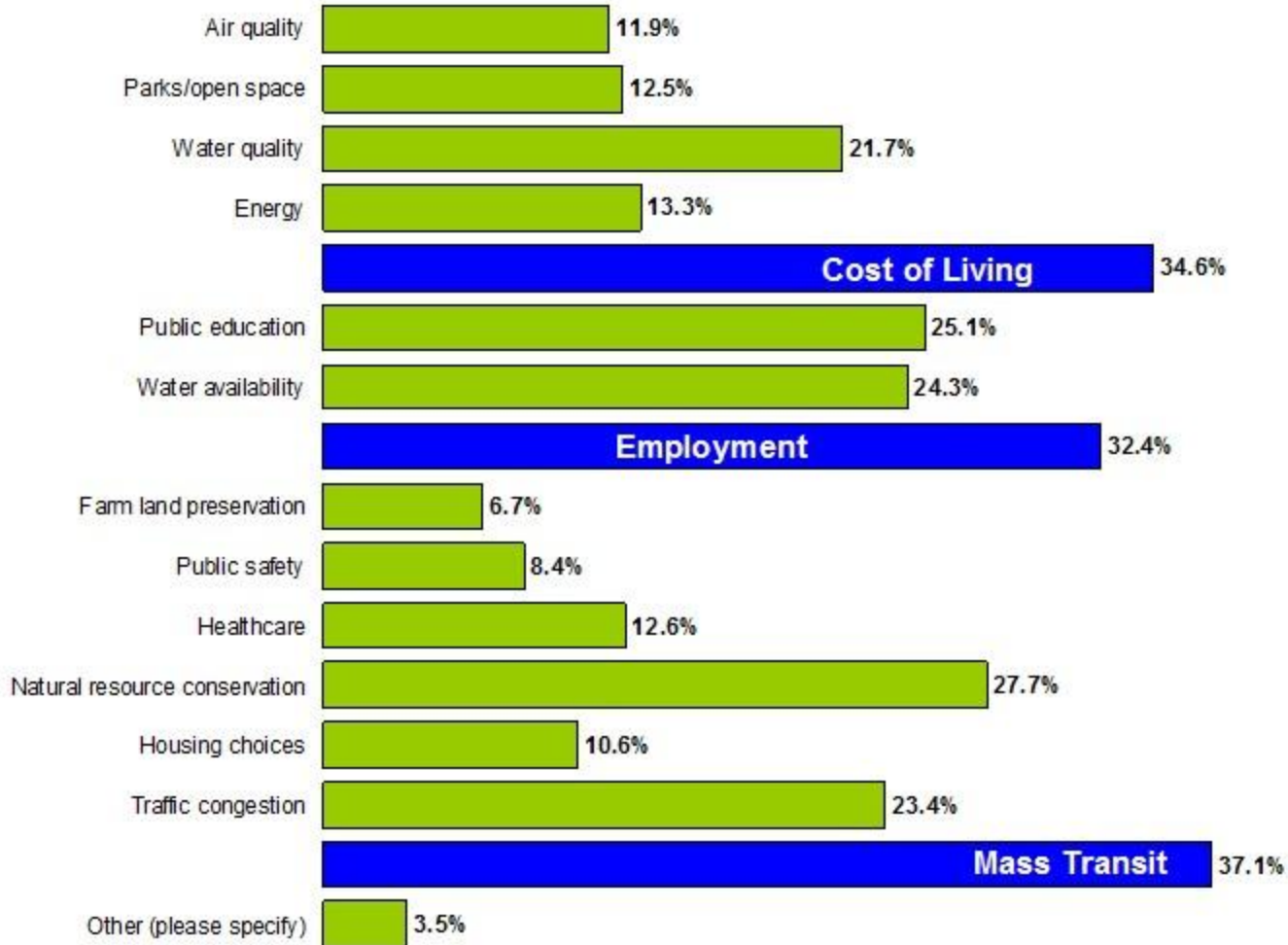
32 Tables, 318 Participants,
More than 700 attended



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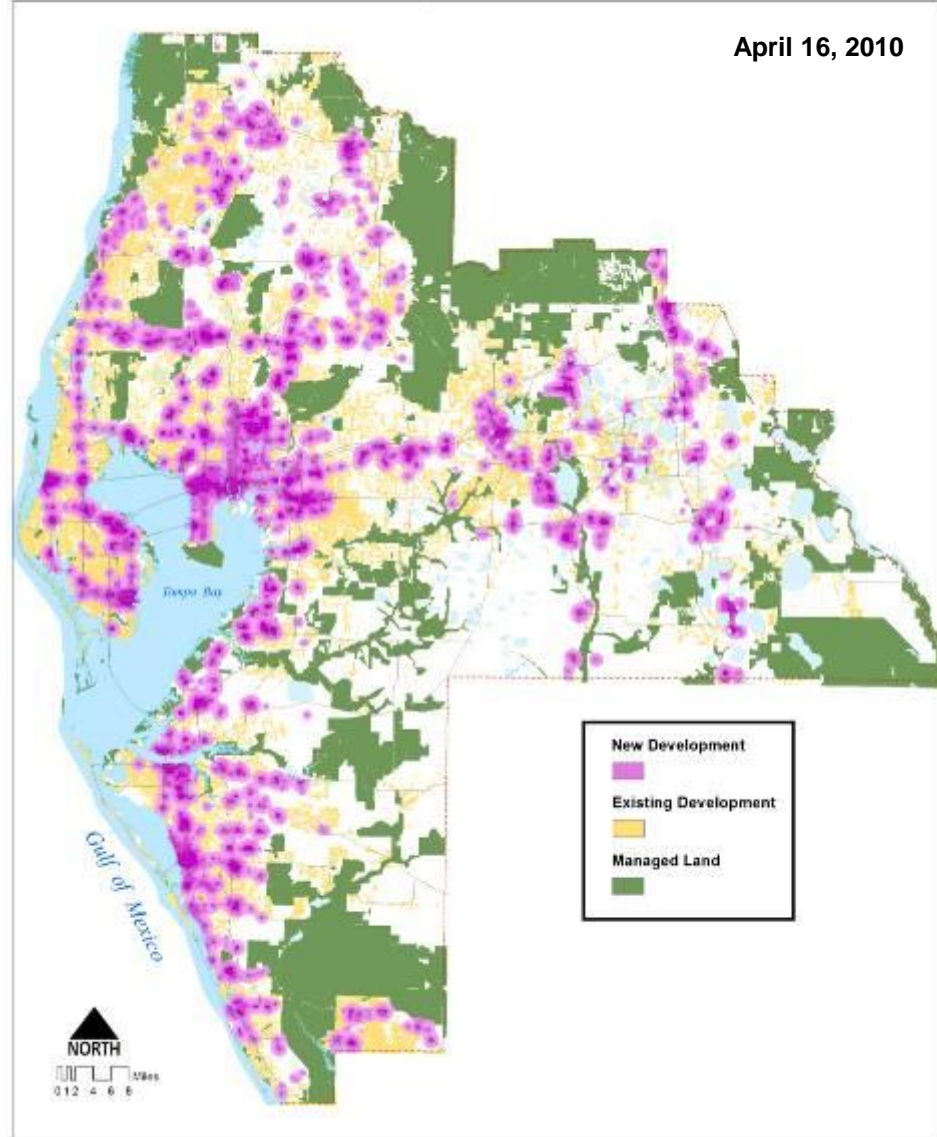
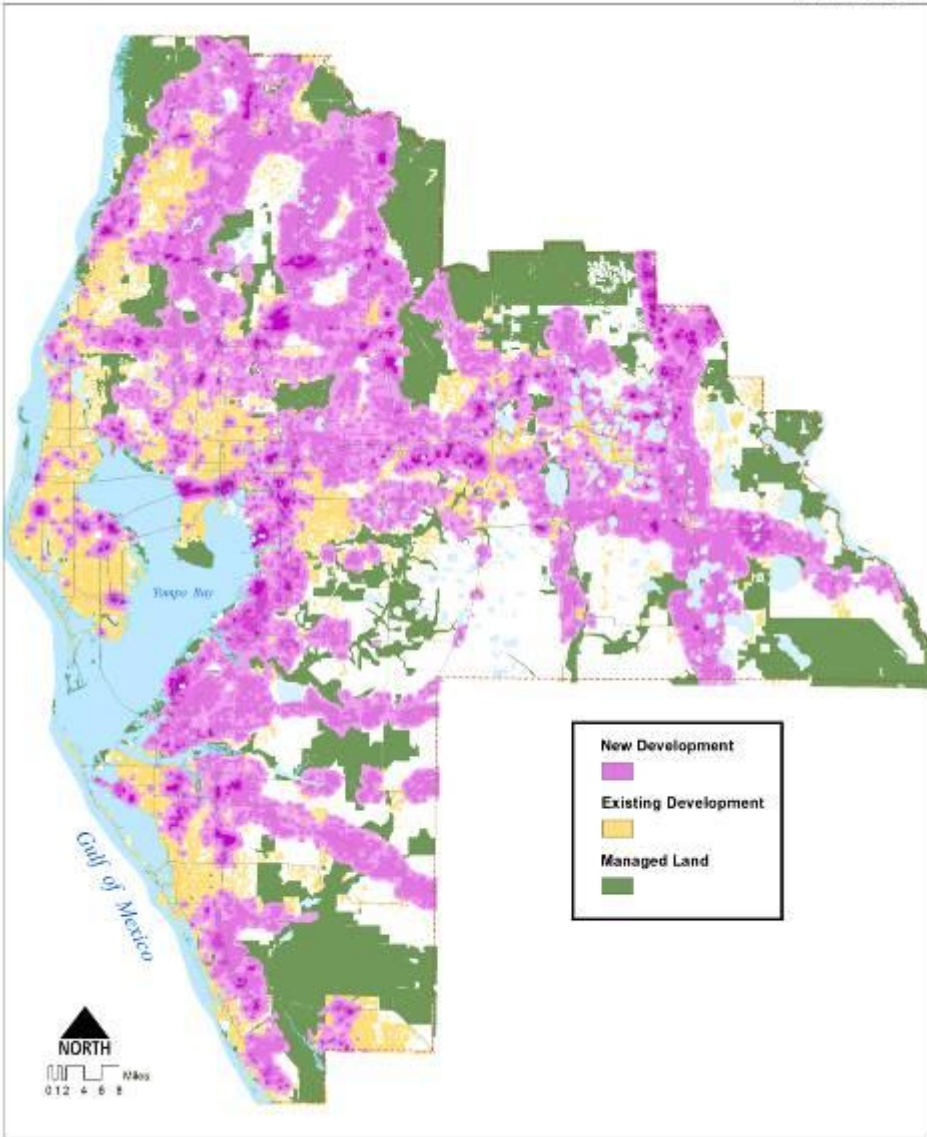


Issues (3) MOST IMPORTANT for FUTURE of Tampa Bay region?



One Bay Scenario

April 16, 2010



ONE BAY Vision: Recommendations

Support environmentally sustainable growth, protection of water resources, and energy conservation.



Encourage compact and mixed-use development.



Create jobs through sustainable economic development practices and fostering quality communities.



Promote transit and transit-oriented development.



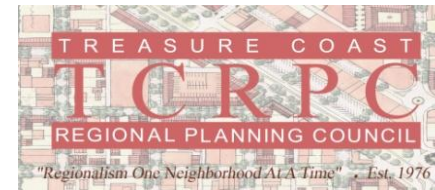
Support increased diversity in housing options for families and individuals.



Encourage preservation of open space and agricultural land.



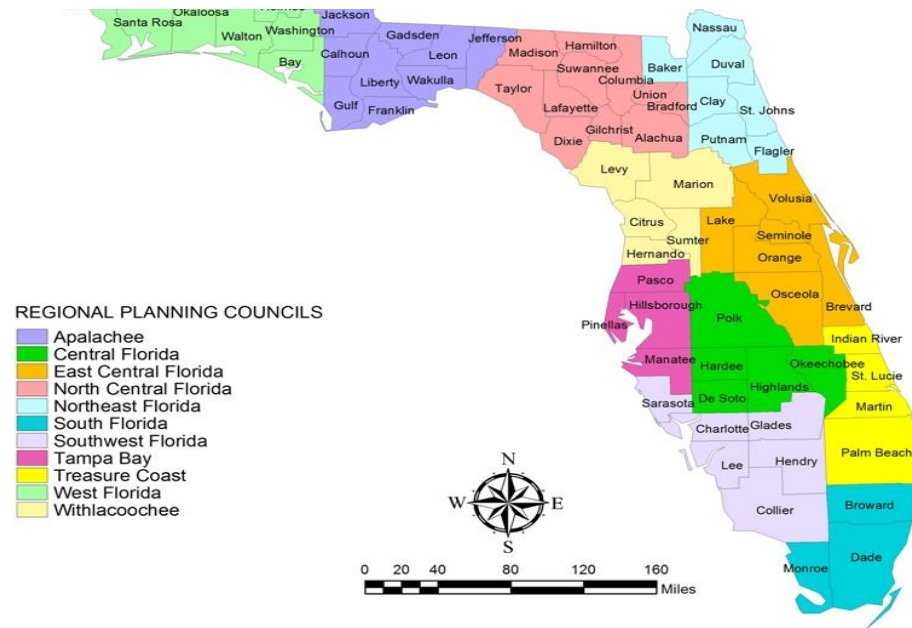
Florida's 11 Regional Planning Councils



ECONOMIC DEVELOPMENT DISTRICTS

Florida's 11 Regional Planning Councils

- Designated by U.S. Economic Development Administration as Economic Development Districts.
- Charged by EDA to develop and adopt a Comprehensive Economic Development Strategy (CEDS) through a CEDS Committee.



Comprehensive Economic Development Strategy = CEDS PLAN

- Analyzes regional economy, guides regional goals & objectives, identifies investment priorities and funding sources.
- Creates a road map to economic diversity through private sector investment and job creation.
- Serves as vehicle to justify and draw down federal funds.



CEDS Committee Composition

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



Role of Regional Planning Councils in Economic Development

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

- Developing and Implementing the CEDS.
- Providing Technical Assistance to Local Governments.
- Providing Economic Analyses Using Regional Economic Models, Inc. (REMI) Software.



Statewide Alignment and Standardization

- Coordination among District Strategies
- Common Language and Template for all 11 Economic Development Regions
- Uniform Framework – Six Pillars of Florida's Future Economy™
- Common Data Sets and Measures
- Alignment with DEO's Statewide Five-Year Economic Development Strategic Plan



Tampa Bay CEDS Overview

- TBRPC is a funded Economic Development District (EDD)
 - Economic Development Administration (EDA) provides half of the funding
 - TBRPC funds the other half
 - Tampa Bay has been a funded EDD since 2003
- Advantages for Local Govts
 - Extra 5% funding bonus available
 - No CEDS Requirement



CEDS Themes

- Themes were created through the Strategic Findings and the S.W.O.T.
 - Infrastructure
 - Workforce
 - Business Continuity
 - Economic Analysis

(2007)



Selected CEDS Goals

- **Goal 2:**
 - To support programs and strategies which assist in the retention and expansion of existing businesses.

- **Goal 4:**
 - To promote the retention and continued improvement of existing partnerships, and the creation of new partnerships to meet Tampa Bay's economic challenges.

- **Goal 6:**
 - To encourage programs/tools that attract a qualified workforce to the region.



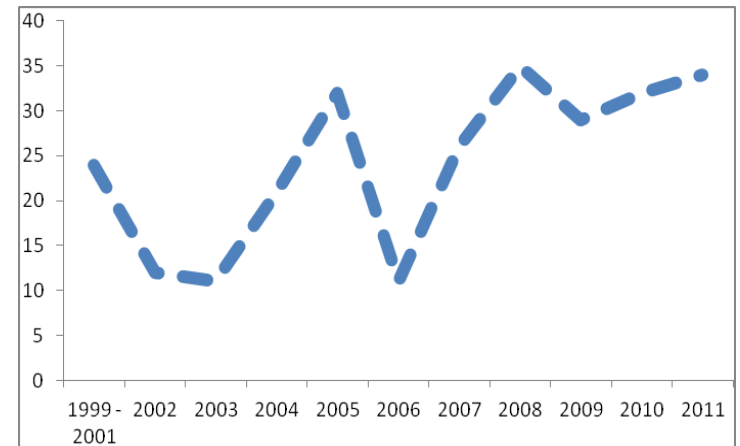
Selected CEDS Goals

- Goal 7:
 - To plan, fund, build and maintain a superior network of public facilities, ensuring homeland security and public safety issues are addressed, and raise awareness of infrastructure and land use issues as they relate to economic development.
- Goal 11:
 - To educate business on continuity and recovery plans to address workforce retention and ensure access to loan and other assistance programs.
- Goal 12:
 - To encourage a regional perspective on transit, highway, seaport, airport, rail, and multi-use trail planning and development.



Economic Analysis

- Economic Analysis Program
 - Supported by EDA, TBRPC, TBP, Fees
- Econometric Models
 - REMI, Implan, CFAPT, Fiscal
- Activity
- Projects
 - TBARTA, Trop, Deuce
 - Pasco Manufacturing Survey



Vital Projects Criteria

1. Project exhibits intergovernmental cooperation and coordination on development
2. Project addresses regional issues, such as affordable housing, trained workforce, small business assistance and financial tools for economic development
3. Project addresses problems with the current highway and/or mass transit system
4. Project provides improvements to the region's infrastructure that have a positive impact on the regional economy
5. Project supports quality of life issues related to open space, "greenfields", and recreational and cultural facilities
6. Project supports job creation/retention that benefits the unemployed and underemployed.
7. Project provides workforce development assistance, including skill training and supportive services, i.e. child care, transportation, English-as-a-second language, etc.
8. Project broadens skills for incumbent workers and provides new skills or entrepreneurial training for laid off workers.
9. Project targets assistance to those areas in the region most in need.
10. Project creates jobs at living wage salaries.



Funded Projects

- Tampa Port - REK Pier
2009
- HCC – Workforce Training
Campus – 2009
- Disaster Resiliency Study – 2010
- Energy Strategy – 2012
- Targeted Industry and Workforce
Competency Study – '09 – '11





Tampa Bay Targeted Industry and Workforce Competency Study

A Regional Business Plan For
Economic Development in the
Tampa Bay Region



Why a Regional Approach?

**Build Regional
Reputation
and
Brand**

**Leverage
Resources**

**Cooperate
to
Compete**



Overview of Plan Concepts

Project Components:

Industry Cluster Analysis

Workforce Analysis

Project Outputs:

- Target Sector Identification
- Strategy Development



What Was Done?



- ✓ Detailed industry and workforce data analysis
- ✓ Interviews with over 120 stakeholders
- ✓ Review of national/global industry trends
- ✓ Survey of over 100 companies on workforce issues
- ✓ Inventory of post-secondary educational programs
- ✓ 7 focus groups with industry & workforce stakeholders
- ✓ Case studies of 4 competitor regions

A Regional Business Plan for Economic Development in the Tampa Bay Region

GOALS

- ✓ Successful and “export-focused” companies
- ✓ More jobs and better jobs
- ✓ Economic diversification
- ✓ Regional collaboration



Target Sectors for the Tampa Bay Region

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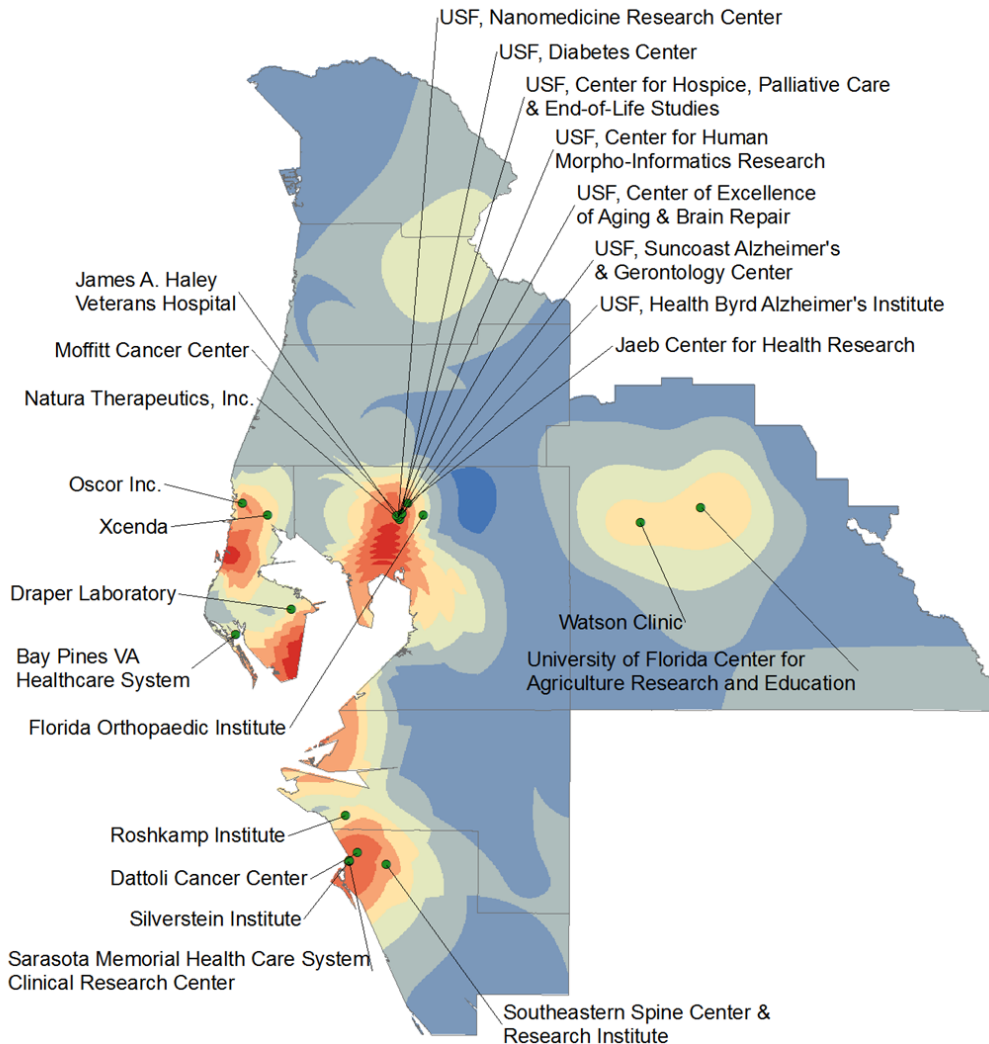


June 2011

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Applied Medicine & Human Performance



Goal:

Become a recognized center of excellence for specific, targeted areas of biomedical research, clinical trials, medical manufacturing, and health.

Key Niches:

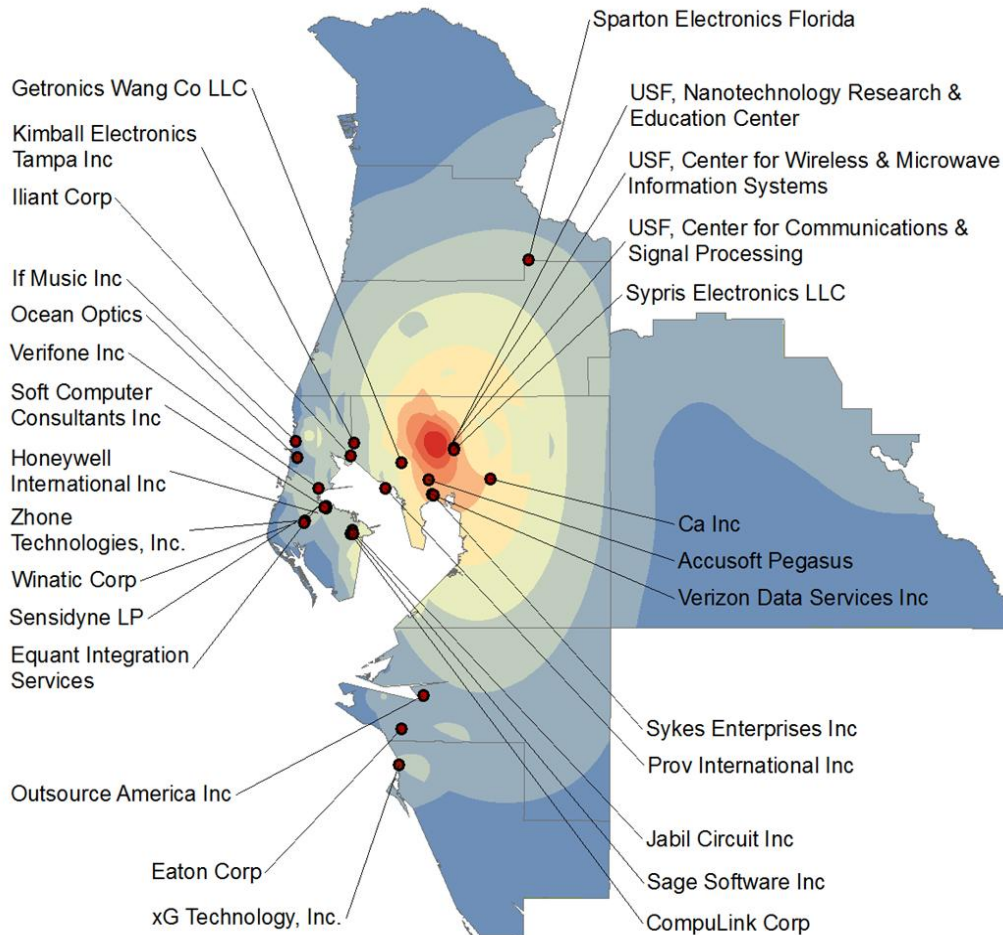
- Senior Health & Wellness
- Human Performance
- Clinical Trials & Destination Medicine
- Medical Instruments & Devices
- Health IT & Bioinformatics

Concentration of Research Activity

2008 – 2009 Scientific Publications (SCI-E) and US Patent Grants (USPTO)



High-Tech Electronics & Instruments



Concentration of Research Activity
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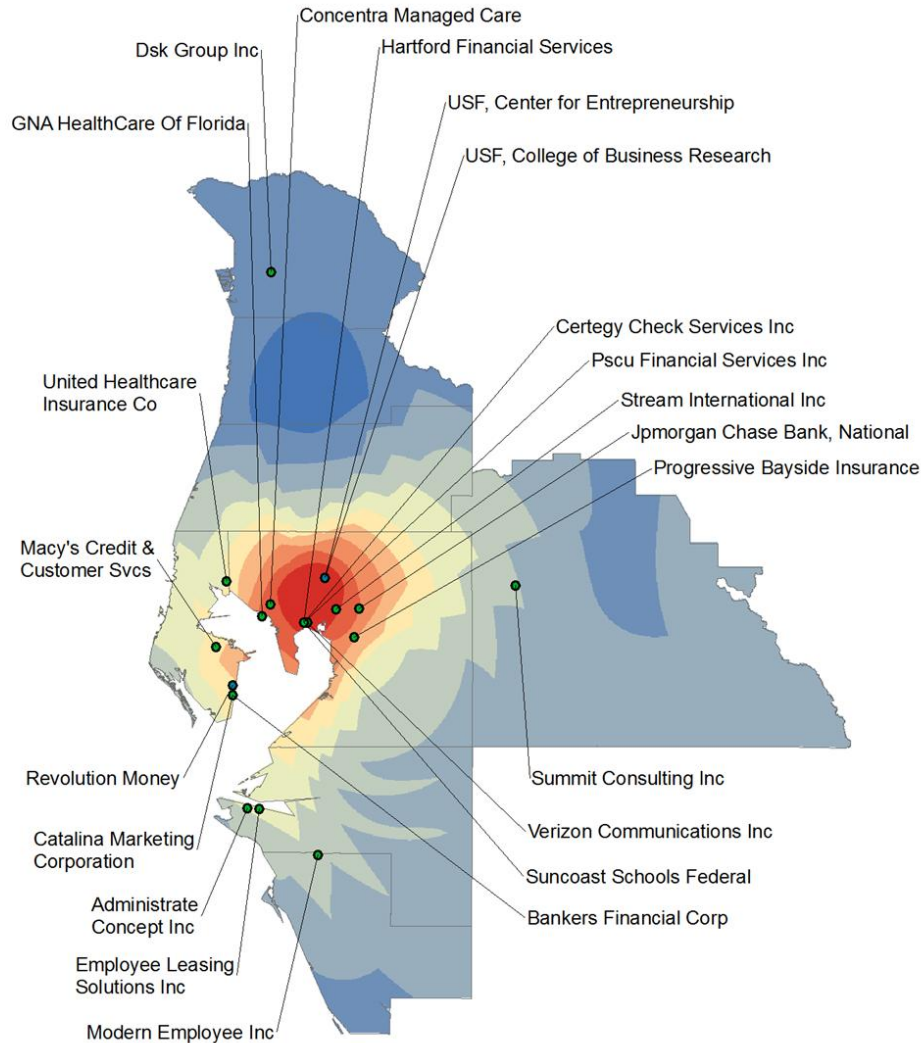
Goal:

Build world-class capabilities in research, design, & manufacturing of high-tech electronics & instruments serving several end-user industries.

Key Niches:

- Defense/Aerospace Electronics
- Marine Instruments, Sensors, Remote Monitors, & Optics
- Medical Instruments & Devices

Business, Financial, & Data Services



Goal:

Develop high-tech, sophisticated infrastructure and capabilities to manage large volumes of transactional data with a wide range of cross-cutting applications.

Key Niches:

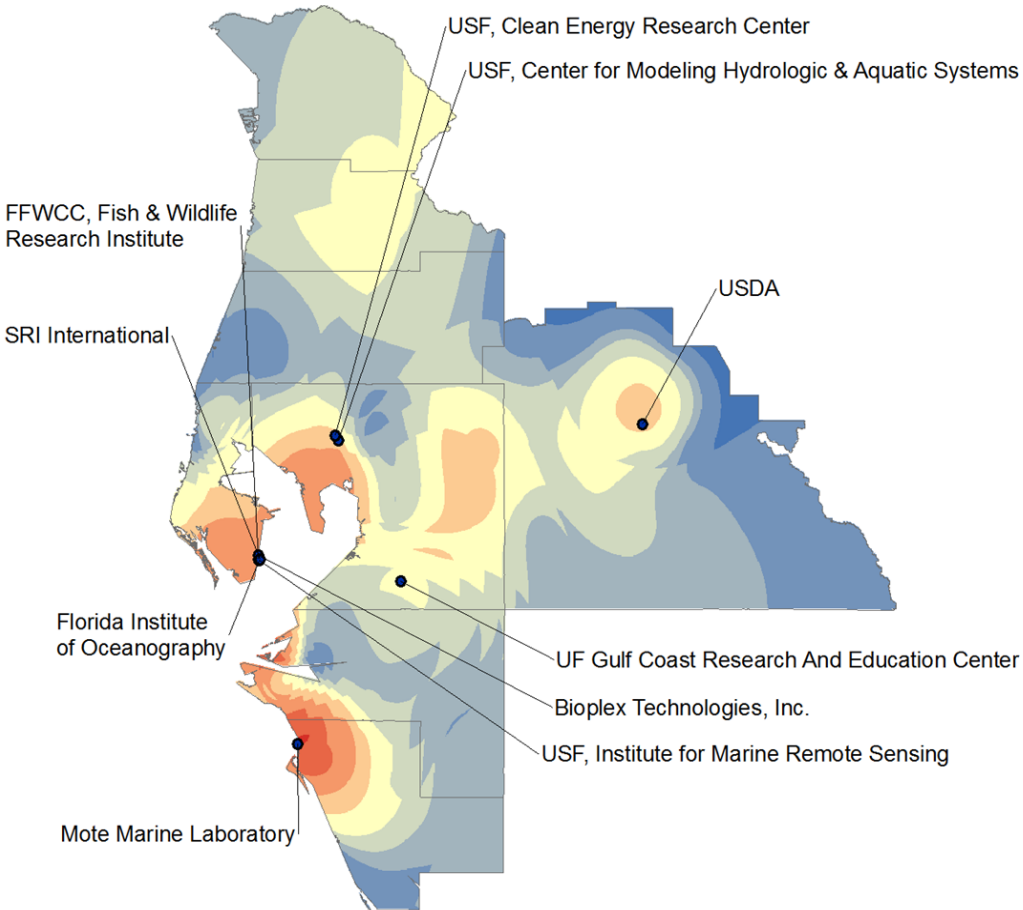
- BPO & Shared Services
- Financial Transactions Processing
- Data Centers, Disaster Recovery, & Data Management
- Health IT & Bioinformatics

Concentration of Research Activity

2008 – 2009 Scientific Publications (SCI-E) and US Patent Grants (USPTO)



Marine & Environmental Activities



Concentration of Research Activity
2008 – 2009 Scientific Publications (SCI-E) and
US Patent Grants (USPTO)



Goal:

Build a global reputation and pursue commercial potential in marine sciences, and leverage local advantages for environmental advancement.

Key Niches:

- Aquaculture
- Biofuels/Algae
- Energy Efficiency & Conservation
- Marine Instruments, Sensors, Remote Monitors, & Optics

Career Pathways for the Tampa Bay Region

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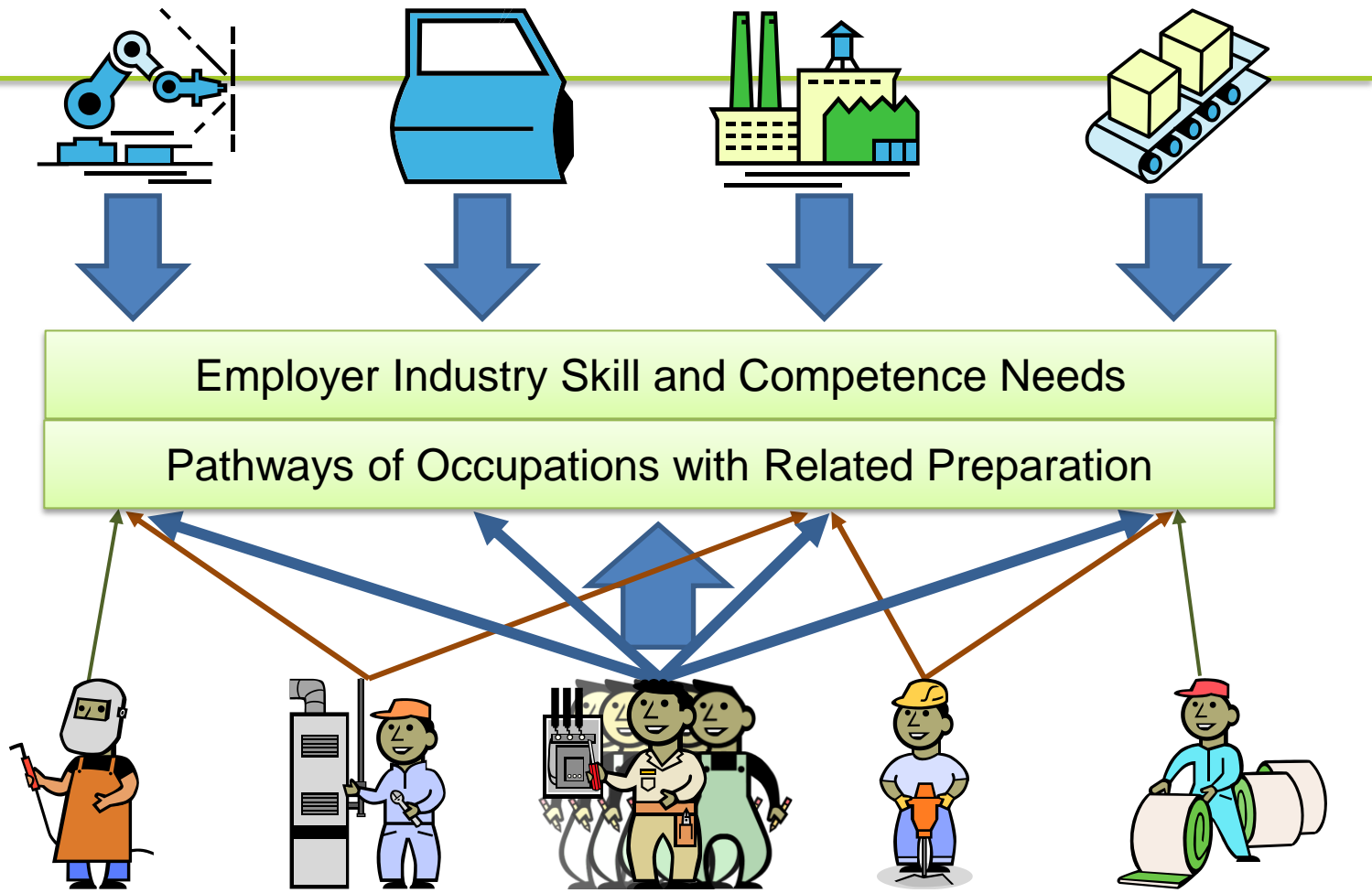


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Career Pathways



Foundational Pathways	Pivotal Pathways	Transformational Pathways
<ul style="list-style-type: none">• Business Financial Management & Accounting• Management• Plant and Agricultural Systems• Professional Sales & Marketing• Therapeutic Services	<ul style="list-style-type: none">• Business Analysis• Engineering & Technology• Logistics & Inventory Control• Manufacturing Production Process Development• Science & Mathematics	<ul style="list-style-type: none">• Biotechnology R&D• Diagnostic Services• Financial & Investment Planning• Health Informatics• Human Resources• Information Support & Services• Network Systems (IT)• Programming & Software Development



Overview of Workforce Structure

Career Pathway	Relevant Target Sectors				Approximate Grads in the Tampa Bay Region, 2005-2009
	Health & Human Performance	Marine & Environmental Activities	High-Tech Electronics & Instruments	Business, Financial, & Data Services	
Biotechnology R&D	✓	✓			5,800
Business Analysis	✓	✓	✓	✓	18,000
Business Financial Mgt. & Accounting	✓	✓	✓	✓	1,200
Diagnostic Services	✓		✓		3,000
Engineering & Technology		✓	✓		5,200
Health Informatics	✓			✓	1,800
Human Resources	✓	✓	✓	✓	1,100
Information Support & Services	✓		✓	✓	2,100
Logistics Planning, Mgt. & Inventory Control			✓	✓	1,100
Management	✓	✓	✓	✓	3,000
Mfg. Production Process Development		✓	✓		600
Network Systems (IT)				✓	3,300
Plant Systems		✓			400
Professional Sales & Marketing	✓	✓	✓	✓	3,100
Programming & Software Development			✓	✓	500
Science & Mathematics	✓	✓	✓		4,700
Therapeutic Services	✓				17,000



Workforce Development System

	Role	Strengths	Sample occupations
Four-year colleges & universities	Develop new curricula for emerging jobs & skills	<ul style="list-style-type: none"> Flexibility in programs Research capability 	CEOs/Managers Financial managers Researchers Engineers Business analysts
State & community colleges	Professional & vocational training for technical & service-oriented jobs	<ul style="list-style-type: none"> Broader access Technical instruction Specialized technical skills 	Production workers Health care workers Administrators Bookkeepers Technical support
Vocational technical institutes	Vocational training for entry-level, skilled positions	<ul style="list-style-type: none"> Responsive & customized training General, broadly-applicable skills 	Production workers Administrators Customer service reps Technicians
For-profit universities and colleges	Provide added capacity and supply capital-intensive training programs	<ul style="list-style-type: none"> Agile Access to capital Expandable 	All of the above
Other institutions and programs	Specialized training for specific industries	<ul style="list-style-type: none"> Focused Access to capital 	Technicians Surgical residents



Questions?

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