

# Economic Development Districts Coordinated CEDS Plan



***November 16, 2011***

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# Economic Development Districts Coordinated CEDS Plan

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# Economic Development Districts Coordinated CEDS Plan



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

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# Economic Development Districts Coordinated CEDS Plan



## Why Standardization?

- Coordination Among District Strategies
- Common Language
- Integration Into State Economic Development Strategic Plan

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## State Five-Year Jobs Creation Plan

- Department of Economic Opportunity
- Streamline Community, Workforce & Economic Development
- Attract, Expand and Create Businesses
- Measure Success

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# Economic Development Districts Coordinated CEDS Plan



Division of Strategic Business Development:  
Incorporate Regional Strategic Plans Into State's  
Five-Year Business Development Plan

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## Time Line:

- Technical Coordination Meeting December 14, 2011
- Template Complete by January 6, 2012
- Second Coordination Meeting February 1, 2012
- Final Draft Complete by March 1, 2012

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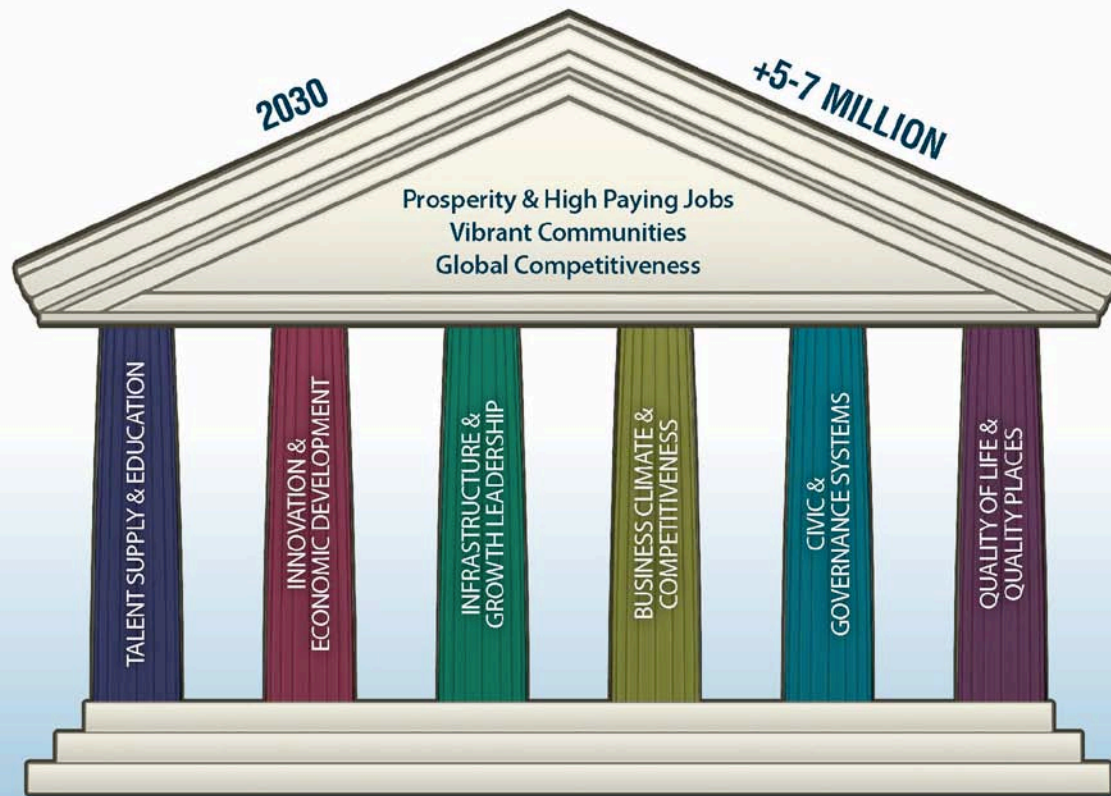
Use Florida Chamber Foundation  
“Six Pillars of Florida’s Future Economy”  
as Organizing Framework for  
Comprehensive Economic Development  
Strategies

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# 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

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## Talent Supply & Education

Considers entire life cycle:

- Early learning to pre K-20
- Workforce
- Retirement

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## Innovation & Economic Development

Considers Fundamentals Necessary to Start or Grow a Business in Florida

- Idea Creation to Commercialization
- Entrepreneurism to Economic Development
- Recruitment of Companies and Clusters
- Expansion of Existing Companies/Industries

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## Infrastructure & Growth Leadership

Accounts for Things Needed to Sustain  
Families, Communities and Businesses:

- Water
- Energy
- Transportation
- Conservation
- Preparedness and More

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## Business Climate & Competitiveness

Examines Items that Impact a Businesses Ability to Grow and Compete:

- Regulation
- Costs Of Doing Business
- Taxes
- Property Rights
- Insurance
- Litigiousness of State

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## Civic & Governance Systems

Considers Those Public Systems that Either Enable or Disable Progress:

- Electoral Processes
- Term Limits
- Constitutional Amendments
- Government Structures
  - Courts And Municipal Systems
- Non-governmental Items
  - Regional Stewardship Initiatives
  - Philanthropy
  - Civic Infrastructure

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## Quality of Life & Quality Places

Examines Items that Make State a  
Great Place To Live, Work And Play

- Health
- Safety
- Wellness
- Diversity
- Cultural Identity
- Sense Of Place

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# Coordinated CEDS Report Draft Outline

Coordinated 2012-2017 Comprehensive  
Economic Development Strategy Report Draft  
Outline

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# Coordinated CEDS Report Draft Outline



Two Sections:

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

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# Coordinated CEDS Report Draft Outline



## Strategy Report

- A. Table of Contents
- B. Executive Summary
- C. *Background (1)*

*The CEDS must contain a background of the economic development situation of the region that paints a realistic picture of the current condition of the region. This background must include a discussion of the economy, population, geography, workforce development and use, transportation access, resources, environment, and other pertinent information.*

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## *D. CEDS Goals and Objectives (3) – Building the Pillars*

*The CEDS must contain a section setting forth goals and objectives necessary to solve the economic problems, or capitalize on the resources, of the region. Any strategic project, program, or activity identified in the CEDS should work to fulfill these goals and objectives.*

- Goals are broad, primary regional expectations.*
- Objectives are more specific than goals, clearly measurable, and stated in realistic terms considering what can be accomplished over the five (5) year time frame of the CEDS.*

# Coordinated CEDS Report Draft Outline



## *D. CEDS Goals and Objectives (3) - Building the Pillars*

### **1. Talent Supply & Education**

- a. Goal 1,
- b. Goal 2, ...
  - i. Objective 1,
  - ii. Objective 2, ...

### **2. Innovation & Economic Development**

- a. Goal 1,
- b. Goal 2, ...
  - i. Objective 1,
  - ii. Objective 2, ...

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## **3. *Infrastructure & Growth Leadership***

- a. Goal 1,
- b. Goal 2, ...
  - i. a. Objective 1,
  - ii. Objective 2, ...

## **4. *Business Climate & Competitiveness***

- a. Goal 1,
- b. Goal 2, ...
  - i. Objective 1,
  - ii. Objective 2, ...

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## **5. Civic & Governance Systems**

- a. Goal 1,
- b. Goal 2, ...
  - b. a. Objective 1,
    - i. Objective 2, ...

## **6. Quality of Life & Quality Places**

- a. Goal 1,
- b. Goal 2, ...
  - i. Objective 1,
  - ii. Objective 2, ...

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*E. CEDS Plan of Action (6) - Each Pillar Becomes a Target Area in the Plan*

*The plan of action, as described in the CEDS, implements the goals and objectives of the CEDS in a manner that –*

- 1. Maximizes effective development and use of the workforce consistent with any applicable State or local workforce investment strategy - **Talent Supply & Education***
- 2. Obtains and utilizes adequate funds and other resources - **Innovation & Economic Development***

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3. *Fosters effective transportation access, promotes the use of technology in economic development, including access to high-speed telecommunications* - **Infrastructure & Growth Leadership**
4. *Promotes economic development and opportunity* - **Business Climate & Competitiveness**
5. *Balances resources through sound management of physical development* - **Civic & Governance Systems**
6. *Enhances and protects the environment* - **Quality of Life & Quality Places**

*The CEDS must also contain a section that discusses the methodology for cooperating and integrating the CEDS with a State's economic development priorities.*

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## *F. Strategic Projects, Programs and Activities (5) - Priority Projects Under Each Pillar*

*The CEDS must contain a section which identifies regional projects, programs and activities designed to implement the Goals and Objectives of the CEDS. This section should identify and describe:*

### *Suggested Projects:*

- All suggested projects, programs and activities and the projected number of jobs to be created as a result.*
- Lead organizations responsibilities for execution of the projects.*

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## Vital Projects:

*A prioritization of vital projects, programs, and activities that address the region's greatest needs or that will best enhance the region's competitiveness, including sources of funding for past and potential future investments. These can be overarching "themes" for regional economic development success and is expected to include components. Funding sources should not be limited to EDA programs.*

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## *Vital Projects:*

1. Talent Supply & Education
2. Innovation & Economic Development
3. Infrastructure & Growth Leadership
4. Business Climate & Competitiveness
5. Civic & Governance Systems
6. Quality of Life & Quality Places

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North Central Florida Regional Planning Council  
Priority Projects:

1. Rural Economic Development Initiative Catalyst Sites
2. Original Florida Tourism Task Force
3. Healthcare and Life Science Professionals
4. Regional Business Incubators and Research Parks
5. Multi-modal Infrastructure Improvements

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# Coordinated CEDS Report Draft Outline



North Central Florida Regional Planning Council

Priority Projects: Corresponding Pillars

1. Rural Economic Development Initiative Catalyst Sites:  
***Innovation & Economic Development***
2. Original Florida Tourism Task Force:  
***Quality of Life & Quality Places***
3. Healthcare and Life Science Professionals:  
***Talent Supply and Education***
4. Regional Business Incubators and Research Parks:  
***Innovation & Economic Development***
5. Multi-modal Infrastructure Improvements:  
***Infrastructure & Growth Leadership***

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North Central Florida Regional Planning Council  
Priority Projects/Pillars Needed:

**Business Climate & Competitiveness**

**Civic & Governance Systems**

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## Technical Report

### *G. Analysis of Economic Development Problems and Opportunities (2) - Filtered Through the Lens of the Six Pillars*

*The CEDS must include an in-depth analysis of the economic development problems and opportunities that identifies strengths and weaknesses in the regional makeup of human and economic assets, and problems and opportunities posed by external and internal forces affecting the regional economy. This analysis must:*

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- *Incorporate relevant material from other government-sponsored or supported plans and demonstrate consistency with applicable State and local workforce investment strategies.*
- *Identify past, present, and projected future economic development investments in the region.*
- *Identify and analyze economic clusters within the region.*

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## *H. Performance Measures (7) - Six Pillars Indicators*

*The CEDS must contain a section that lists the performance measures used to evaluate the Planning Organization's successful development and implementation of the CEDS, including but not limited to the:*

- Number of jobs created after implementation of the CEDS;*
- Number and types of investments undertaken in the region;*
- Number of jobs retained in the region;*
- Amount of private sector investment in the region after implementation of the CEDS; and*
- Changes in the economic environment of the region.*

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*These are not meant to be the only performance measures for the CEDS. Most Planning Organizations developing a CEDS will benefit from developing additional quantitative and qualitative measures that will allow them to evaluate progress toward achieving the goals identified as important in their regions.*

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## *I. Community and Private Sector Participation (4) - The Six Pillars Caucus System and CEDS Development*

*The CEDS must include a section discussing the relationship between the community in general and the private sector in the development and implementation of the CEDS. Public and private sector partnerships are critical to the implementation of the CEDS.*

The members of the CEDS Committee and Regional Planning Council will perform the policy guidance function of a Six Pillars Caucus.

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# Economic Development Districts Coordinated CEDS Plan



## Summary

- Standard Format, Language & Data Sets
- Organizing Framework – Six Pillars
- Strategy and Technical Reports

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