

BUILDING BRIDGES FOR ECONOMIC DEVELOPMENT



***Lake County Commission Workshop
January 12, 2010***

BUILDING BRIDGES FOR ECONOMIC DEVELOPMENT



SHELLY WEIDENHAMER

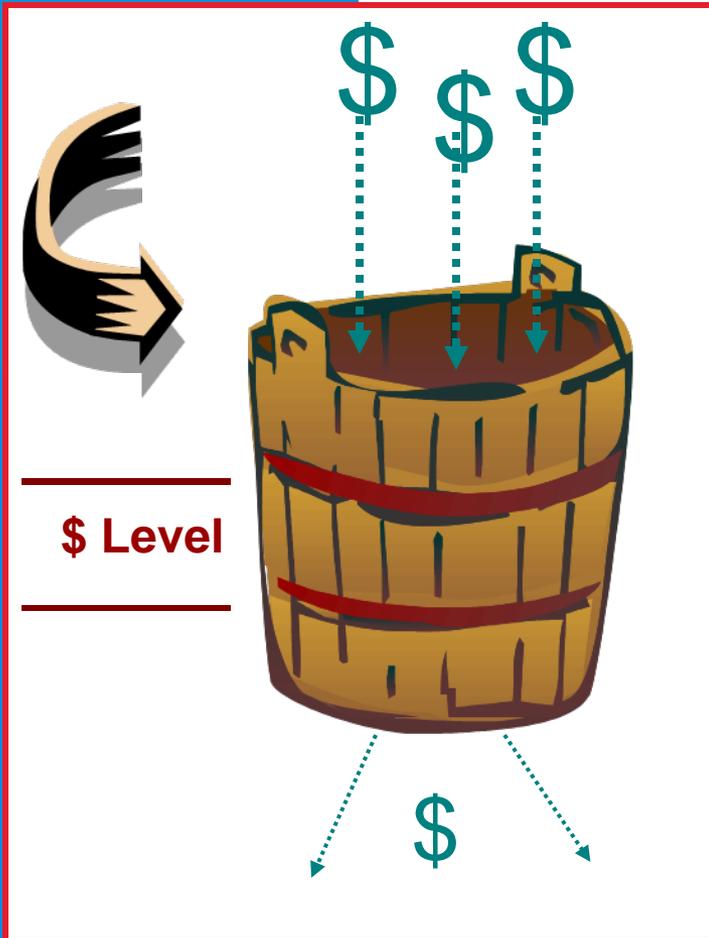
What is Economic Development?

Economic Development is a

process for building *wealth*

within a community.

Economic Development Overview



Build Wealth

- Increase the money flow
- Import more than export

Attract Exporting Industries

- Not dependent on local economy
- Sales bring in “new” money
- Economic-base jobs

Local Retail and Services

- Depend on local economy
- Spin money
- Non-economic-base jobs

Economic Development Overview



- A shared understanding of our region's current economic condition
- Consensus on an action plan to achieve economic sustainability
- Creation of a self-sustaining program to ensure consistent, high-value delivery of economic development

Economic Development Overview



Education & Training
Employment Assistance
Employee and Employer



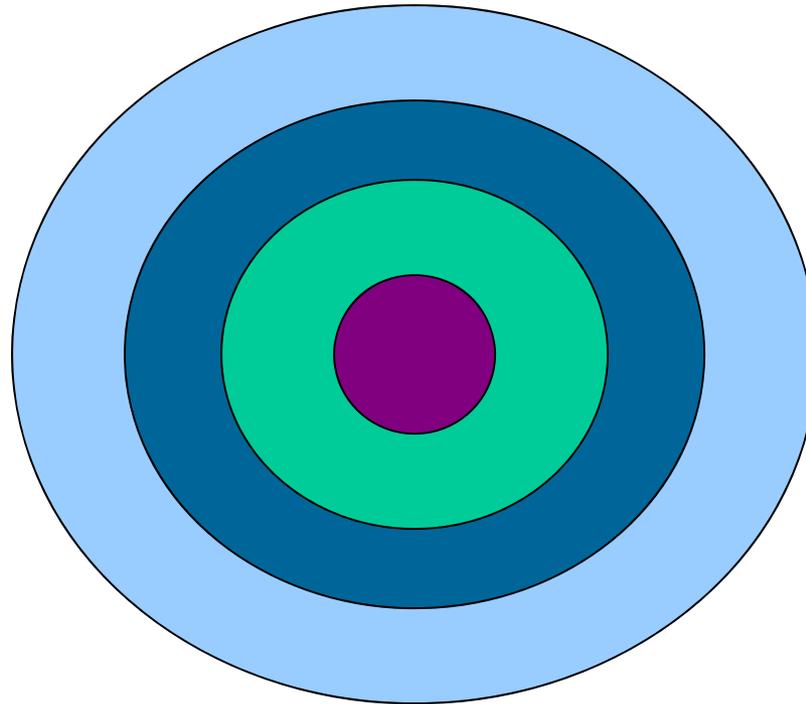
Business Attraction
Business Retention
Business Expansion
**Entrepreneurial
Development**



Infrastructure
Redevelopment
Planning & Policy



Economic Development Overview

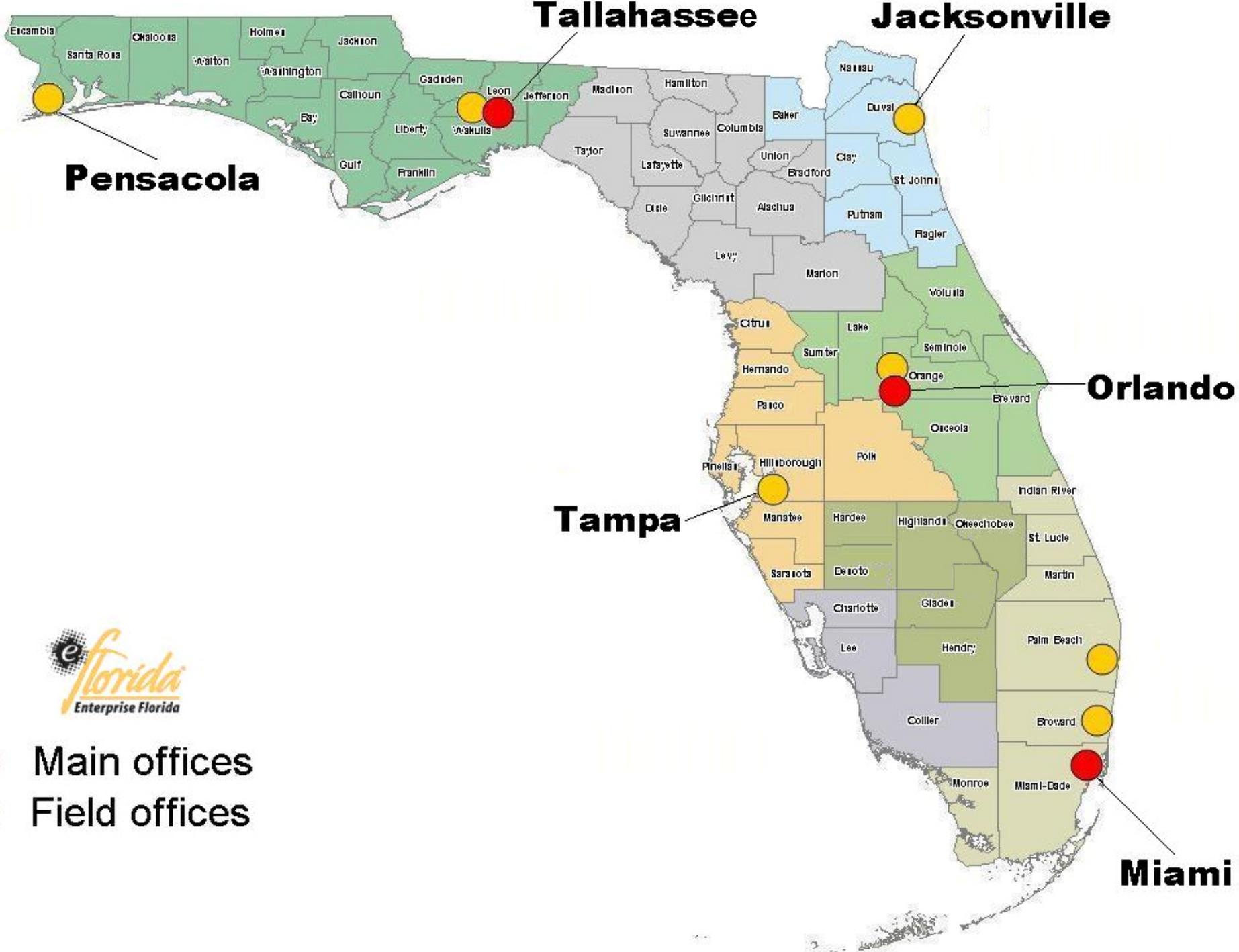


- **State**
- **Region**
- **County**
- **City**

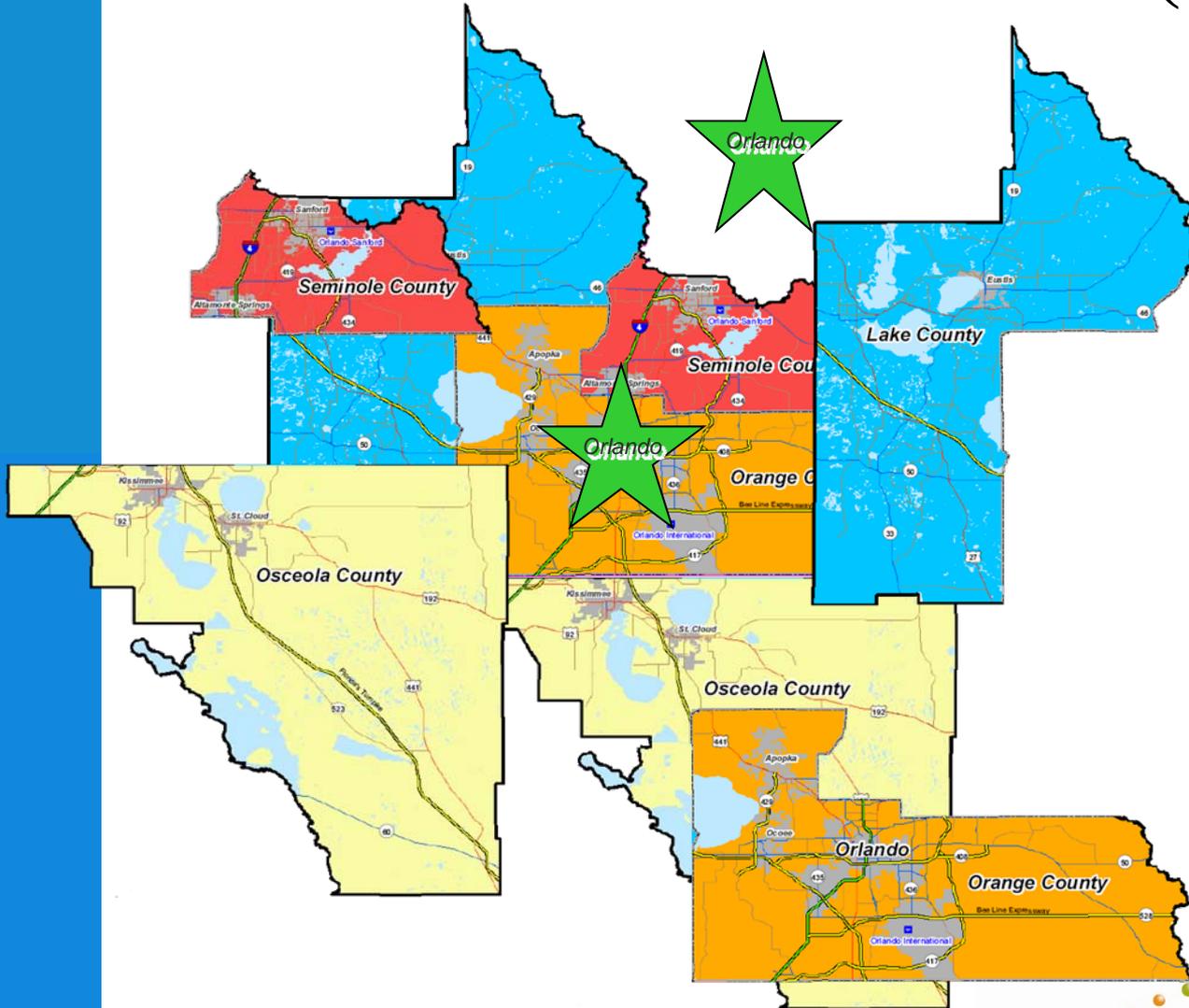
Business Attraction
Business Retention
Business Expansion

Enterprise Florida International Offices

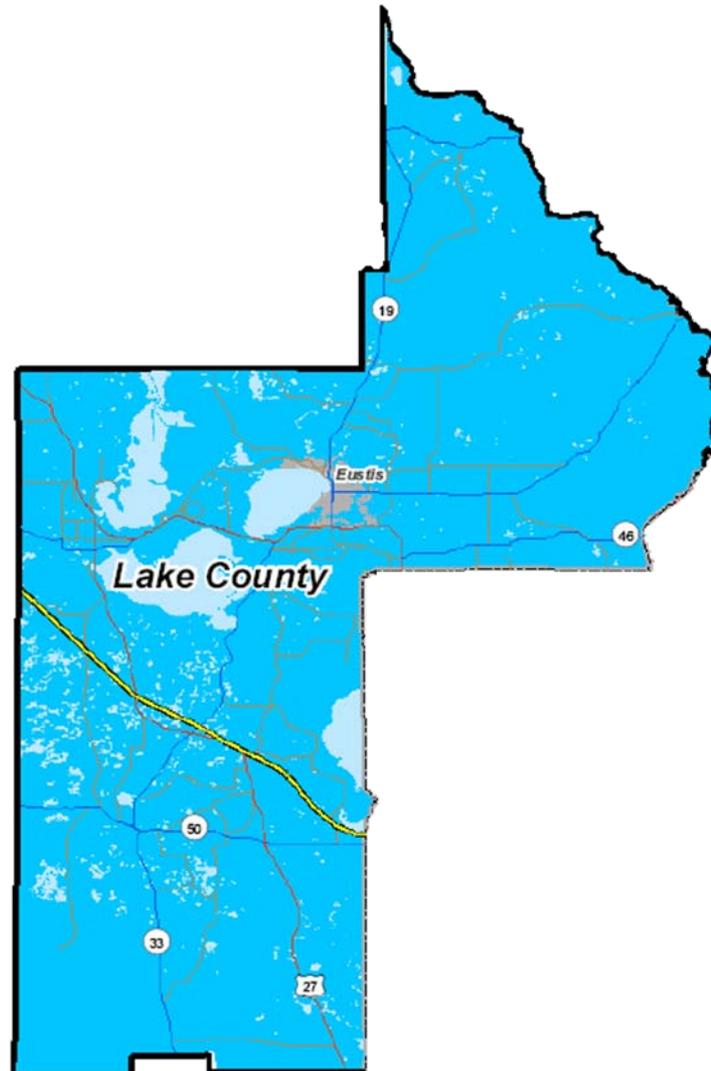




Orlando Metropolitan Statistical Area (MSA)



Lake County



Cities and Towns

- Clermont
- Eustis
- Fruitland Park
- Groveland
- Leesburg
- Mascotte
- Minneola
- Mt. Dora
- Tavares
- Umatilla

- Astatula
- Howey-in-the-Hills
- Lady Lake
- Montverde

Economic Development Overview



Creates diversified job market

Prevents urban sprawl

Reduces cost of services for citizens

Economic Development Overview



Provides catalyst for additional private investment

Provides communities with competitive advantage

BUILDING BRIDGES FOR ECONOMIC DEVELOPMENT



JOHN HILLENMEYER

Role of the Metro Orlando EDC

Education & Training
Employment Assistance
Employee and Employer



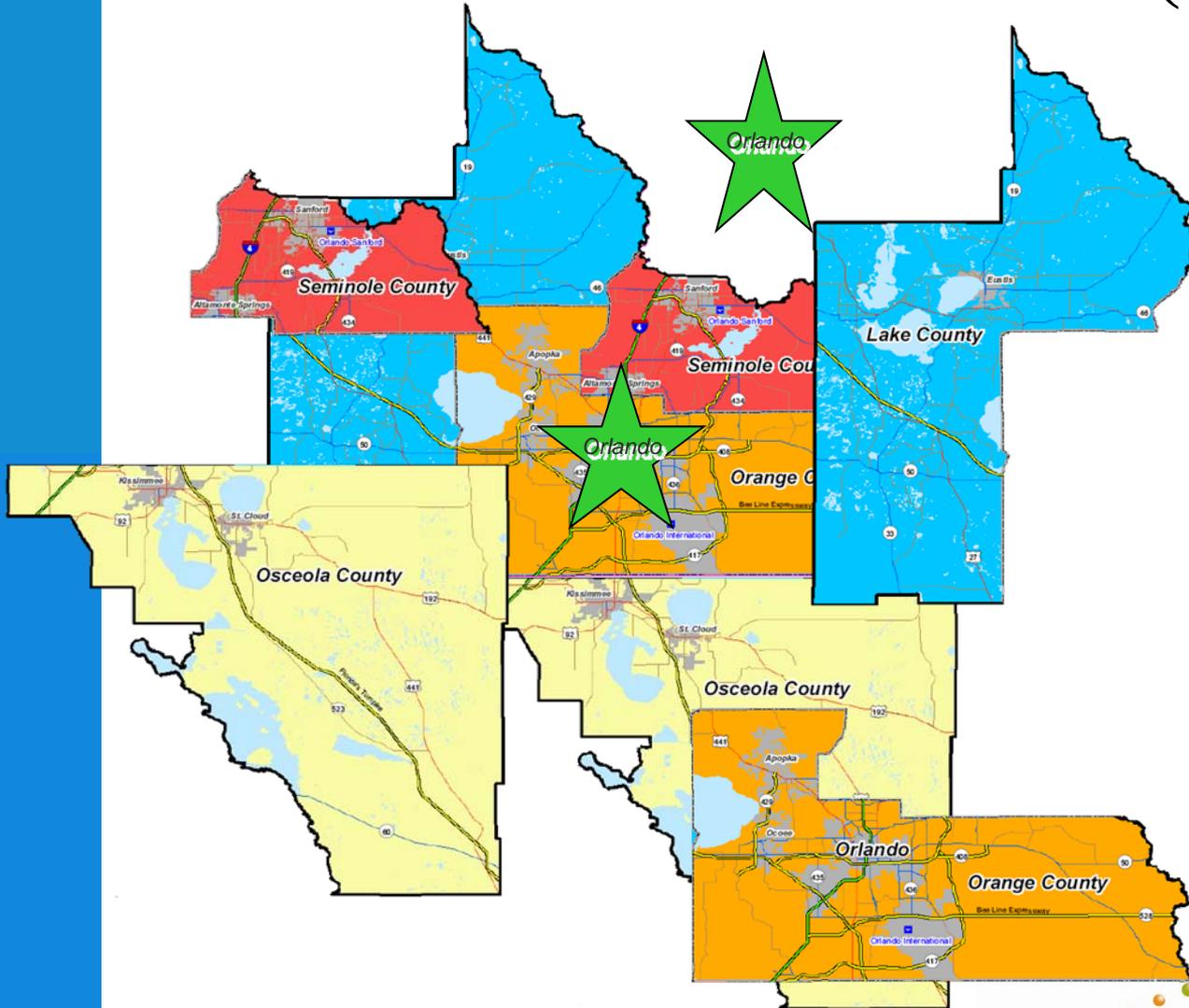
Business Attraction
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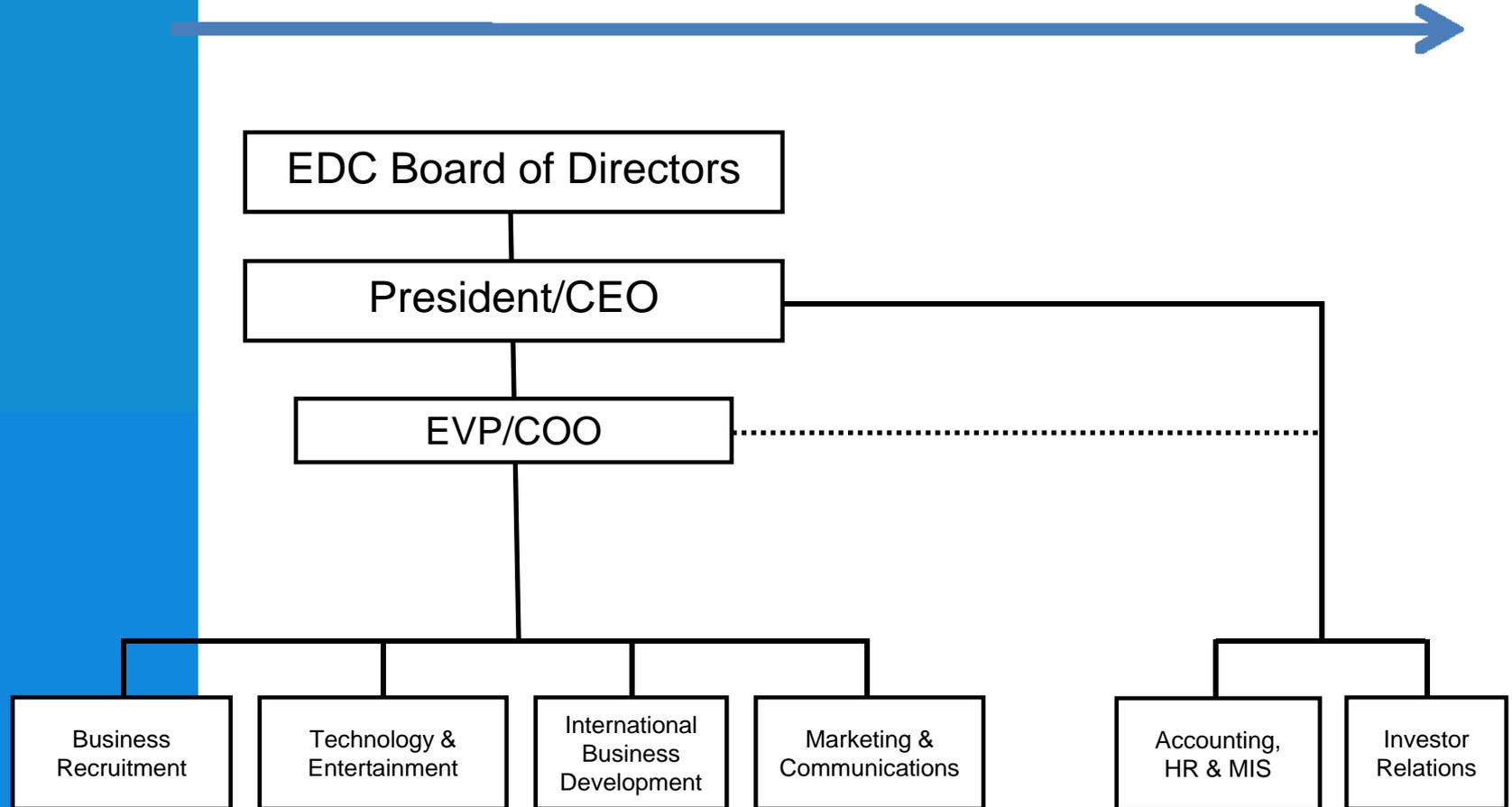
Infrastructure
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Orlando Metropolitan Statistical Area (MSA)

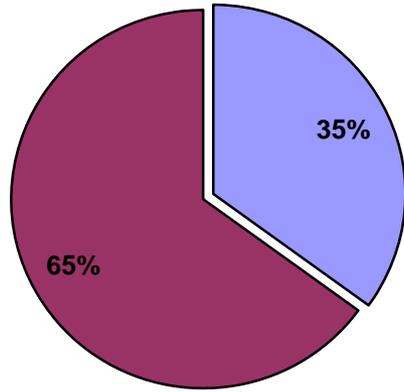


Organizational Chart



EDC Funding

Public vs. Private Funding

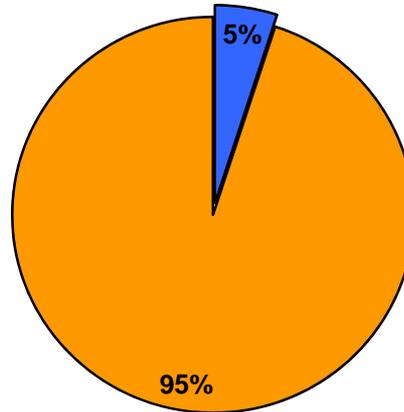


- Total Public Funding
- Total Private Funding

← 65% of the EDC's \$5.7 million annual budget comes from private sector supporters.

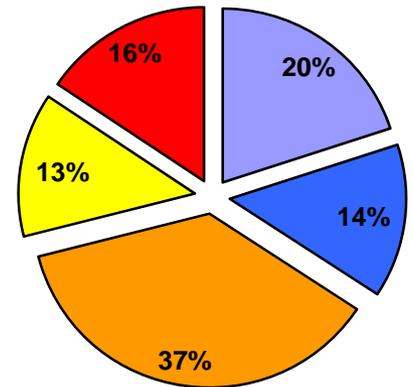
→ Less than 5% of total EDC funding comes from Lake County.

Lake County vs. Total Funding



- Lake County Funding
- Other Funding (Public & Private)

Public Funding by Jurisdiction



- City of Orlando
- Lake County
- Orange County
- Osceola County
- Seminole County

2009 Budget Comparison



Lake County Investment in Business Location Marketing

\$288,000 investment in worldwide
economic development sales and
marketing program.

Lake County Investment in Tourism Location Marketing



\$1,644,842 investment in **tourism**
advertising, majority within the state of
Florida.

BUILDING BRIDGES FOR ECONOMIC DEVELOPMENT



DR. CHUCK MOJOCK

Lake County Economic Development Strategic Plan

Purpose of the Plan

To provide guidance regarding unique opportunities and resources necessary to enhance economic vitality and diversify the tax base.

Lake County Economic Development Strategic Plan

Vision

Lake County will strengthen its position as a Central Florida business center by aggressively pursuing opportunities and building collaborative relationships with regional allies.

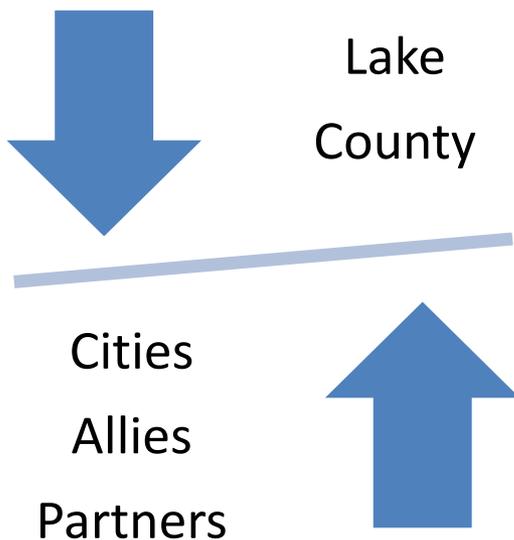
Lake County Economic Development Strategic Plan

Goal One

Create a countywide
partnership to support
economic development

Lake County Economic Development Strategic Plan

Recommendation:



Coordination
of efforts
with allies
and partners

Lake County Economic Development Strategic Plan

Economic Development Advisory Council

Chairman – Dr. Chuck Mojock
LSCC President & EDC Board Member

- Designees – League of Cities (3)
- Designees -- Chamber Alliance (3)
- Education Representation (2)
- EDC Representation (1)
- Targeted Industry Representation (6)

Lake County Economic Development Strategic Plan

Economic Development
Advisory Council

Target Sector Representatives

Health & Wellness

Agritech

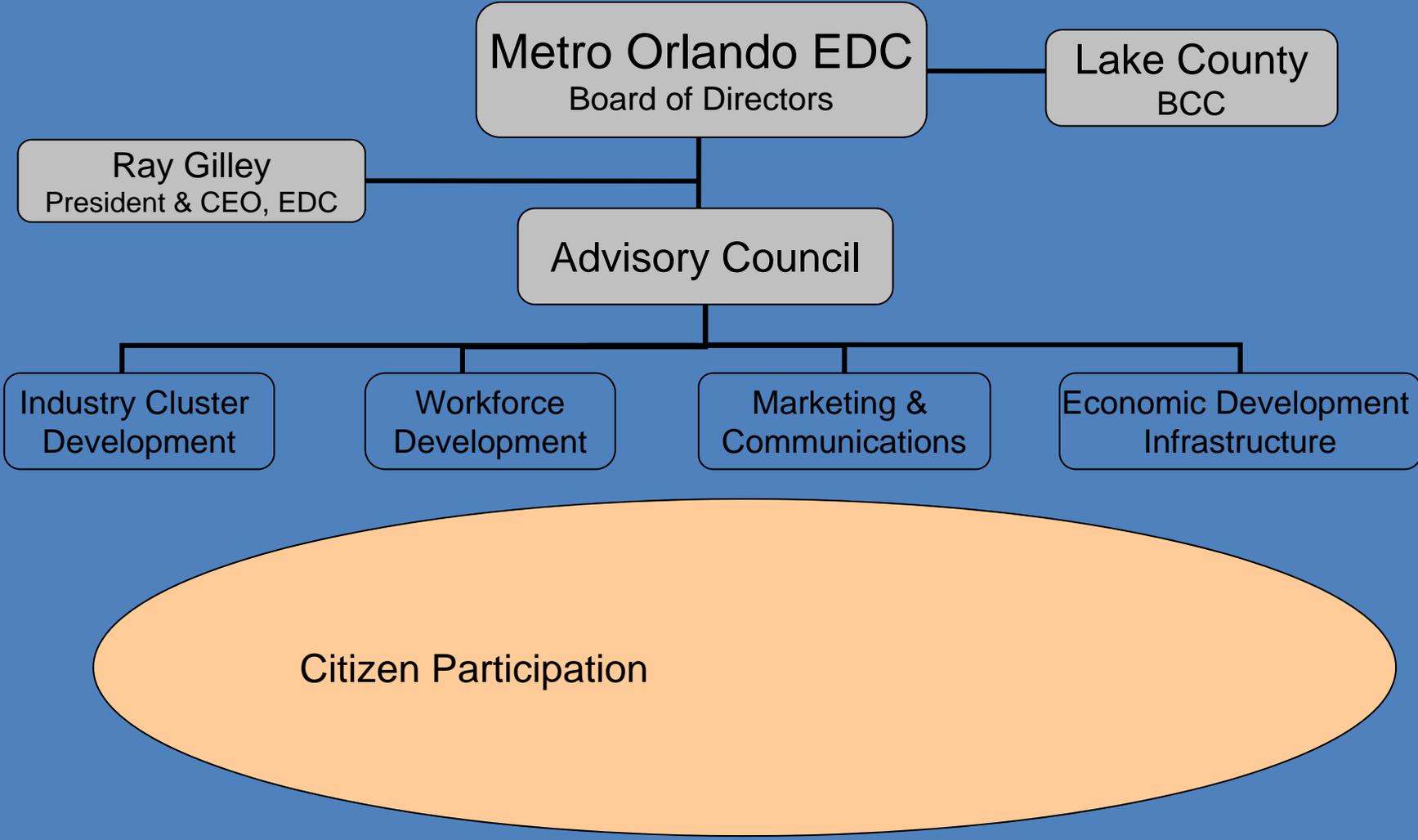
Arts

Recreation

Business Services

Clean Technology

LAKE COUNTY ECONOMIC DEVELOPMENT ADVISORY COUNCIL



Lake County Economic Development Strategic Plan

Infrastructure Committee

- Sites
- Infrastructure
- Local Policies

Industry Cluster Committee

- Existing Industries
- Emerging Industries
- Tools for Implementation

Lake County Economic Development Strategic Plan

Workforce Dev. Committee

- Education
- Entrepreneurial Programs
- Workforce Training

Marketing Committee

- Internal Market
- External Market
- Work of Committees & Advisory Council

Lake County Economic Development Strategic Plan

Accomplishments

Participation from approximately 90 community leaders.

Approximately 49 meetings have been held.

19 Presentations to civic organizations.

BUILDING BRIDGES FOR ECONOMIC DEVELOPMENT



SHELLY WEIDENHAMER

Lake County Economic Development Strategic Plan



Goal Two: Diversify the tax base through innovation, industry attraction and business development.

Goal Three: Enhance and promote quality of place.

Goal Four: Develop, retrain and attract talent

Lake County Economic Development Strategic Plan

- **Economic Development Advisory Council**
 - Changed from County implemented to Metro Orlando EDC implementation
 - Work of committees aligns with the Goals of the Strategic Plan
 - Is ahead of schedule on a number of the strategies

Lake County Economic Development Strategic Plan



- **BCC Requests**
 - Infrastructure Committee Recommendations
 - Industry Cluster Committee Recommendations on EEBG

Lake County Economic Development Strategic Plan

Committee Results

Data gathering and analysis



GREENFORCE FLORIDA

ALTERNATIVE ENERGY
WORKFORCE PROFILE

JANUARY 2009



Lake County Economic Development Strategic Plan



Committee Results Industry Consortia

LAKE COUNTY, FLORIDA
**NATIONAL CENTER
FOR AGRITECH**



PLANT RESEARCH ■ CLONING ■ BIOFUELS

HEALTH & WELLNESS

Lake County Economic Development Strategic Plan

> **preferr** <



Metro Orlando Economic Development Commission, Lake-Sumter Community College, Lake County and Visions@work join hands to provide hi-tech solution for healthcare providers in Lake County.



bridging the care gap. together.



LS
MS

LAKE-SUMTER MEDICAL SOCIETY

JEOPARDY!

Lake County Edition

TEXTURE

ORLANDO'S TECHNOLOGY LANDSCAPE

VOL 6 ISSUE 2

2009



SCIENCE & TECHNOLOGY MEET HEALTH AND WELLNESS

URBAN LIVING In Downtown Orlando

SECRETS OF THE CENTRAL FLORIDA RESEARCH PARK



The Science of HEALTH & WELLNESS

By G.K. Shorman

HOME TO LEADERS IN THE FITNESS AND HEALTHCARE INDUSTRIES, ORLANDO LIES AT THE CROSSROADS OF TECHNOLOGY AND WELLNESS.

» You count calories. You watch your fat intake. You exercise all the time. You do everything you're supposed to do, everything every expert has advised... but it's not working.



Welcome to the Human Performance Lab at the Human Training Center.

Drop into the Human Performance Lab at the National Training Center (NTC) in Clermont, Florida, where average physical fitness tests can take you to the computer and tell you exactly why you can't lose those last few pounds. Or why you're having trouble with your physical. Or whether your metabolism is as fast as the terms "fast-food eating."

At the NTC, science and technology meet the world of health and wellness, in an advanced facility. The NTC is a South Lake County lab with a history as a national training center, offering fitness and wellness services. The center is part of Central Florida, which already serves as the great in the fields of science and health. Home to two of the nation's largest hospital systems and a major research center, our area also boasts a fitness that is as... and our visitors... the advantage of great outdoor activities.

The NTC, part of a 300-acre and growing health-science city in South Lake, is the only facility of its kind in the world. Half of the facility opens to the community. About 1,000 local residents

enjoy such fitness-center amenities as a gym, pool, track and restrooms, plus classes such as pilates and yoga. In the main corridor are fitness classes, fitness gear, and a smoothie shop. A light therapy and rehab area is open to one side. Out in the pool, some 200 kids participate in swim lessons and camps in the summer.

Further east, in the vicinity of college level and above, about 10,000 employees and other health men and women take a look at more college official teams on the fields. Outside the NTC, for those the need of the region, spreads across the hills of Lake County. There's a campus of Lake County Community College, the headquarters of Special Olympics Florida and Brandy Johnson Global Optimization.

The nucleus of this sports-wellness complex, however, is South Lake Hospital, part of the Orlando Health network, the 100-bed hospital strives to keep its community well, not just fitness.

» Our client was Carlo Royelle in Lake Buena Vista," says St. Orge. "Today, we do business with more than 2,000 hotels in 60 countries."

With EZTravel.com, clients have quick and easy access to 60,000 travel Web sites, including Expedia, Orbitz and Hotels.com. They also take advantage of services like the Royelle, a secure reservation system for hotel company Web sites, and GDSConnect, which delivers client inventories to more than 600,000 travel agents worldwide.

» IT'S OUR RESPONSIBILITY TO FIGURE OUT HOW TO DRIVE THE RIGHT TRAFFIC TO OUR CLIENTS' SITES AT THE RIGHT MOMENT."

Recently, EZTravel.com expanded internationally, opening an office in Sydney, Australia, where managing the hotel distribution and marketing firm. The company drove the signs of slowing down, and a new consulting regarding into other details of the hospitality industry. While St. Orge remains mum on the status of the general look at work, but would do again in a heartbeat.

newcos

Tech-savvy SOLUTIONS

By Kendall Litton Jensen

FROM HEALTHCARE TO HOSPITALITY, FOUR ORLANDO-AREA COMPANIES ARE DISCOVERING INNOVATIVE WAYS TO MEET CLIENT NEEDS.

» The Internet has redefined the way organizations do business. Web-based companies seem to pop up daily, eager to transcend physical boundaries and to capitalize on new opportunities. Coming of age in a community that supports entrepreneurship, several of these ventures are finding success right here in Central Florida.

INURSIGERTOGETHER.COM
In 2007, Wendy Holman set an opportunity to reach out to the global nursing community. With a goal of 15 years, she set out to create a platform for nurses and their loved ones. "We developed this site out of a genuine passion for nurses and their loved ones," she says. "They always take care of others, and we are here to provide services that help ease their burden."

BUILDTELLIGENCE
In today's high-tech world, a company's Internet presence is critical to its success. But with more than 100 million Web sites in operation, how does an organization stand out?
Meet Dan Brown, founder of Build Intelligence Web Solutions. His goal, he says, is to help businesses use technology to achieve their online marketing objectives.

» "It's our responsibility to figure out how to drive the right traffic to our client's site at the right moment," Kow says. "Getting an action out of a potential customer is what we're all about."

MEDIA GEARHEAD
Recent college graduate Giles Wells is already making a name for himself as a Web developer. Though his mentor advised him to go into a more traditional career, Wells decided to pursue his passion for technology. "We're growing like mad in an economy where everyone else is dying," Kow says. "It's really exciting, and there's nothing else I could ask for."

running Web sites in the world. The site averages 70,000 visits per month and already has members in more than 30 countries.
Holman says she is thrilled by the success and is excited to see the vision come to fruition.

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LAKE COUNTY, FLORIDA
A HEALTHY PRESCRIPTION FOR GROWTH



Putting imagination to work®
LAKE COUNTY METRO ORLANDO

LAKE COUNTY, FLORIDA:
FLORIDA'S NATURAL PLAYGROUND



Putting imagination to work®
ORLANDO

AGRITECHNOLOGY
A GROWING INDUSTRY



Putting imagination to work®
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LAKE COUNTY, FLORIDA
THE FACE OF BUSINESS



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STRATEGIC GLOBAL ACCESS



Putting imagination to work®
LAKE COUNTY METRO ORLANDO

CLEAN TECHNOLOGY
ADVANCING ENERGY ALTERNATIVES



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LAKE COUNTY METRO ORLANDO



Lake County Economic Development Strategic Plan



Benchmarks for success:

Business Retention & Expansion:

- Workplan: 24 Business Visits
Actual: 34 Business Visits
- Economic Gardening: 3
- Workforce Assistance: 3
- Entrepreneurial Assistance: 4
- New Lake County Advisory Council Portal

Lake County Economic Development Strategic Plan



Benchmarks for success:

Business Attraction

- Lake Web Hits 2009: 14,000
- Lake Web Hits 2008: 7,000
- EDC Web Hits 2009: 1.4 m

Lake County Economic Development Strategic Plan



Benchmarks for Success: Business Attraction

- Domestic: 3 targeted out of market visits to site selection companies in Dallas, Louisville and Atlanta.
- International: Consulate Corp
- BioFlorida

BUILDING BRIDGES FOR ECONOMIC DEVELOPMENT



RAY GILLEY

YESTERDAY



Construction
Tourism
Agriculture

TODAY



Construction
Tourism
Agriculture

TOMORROW

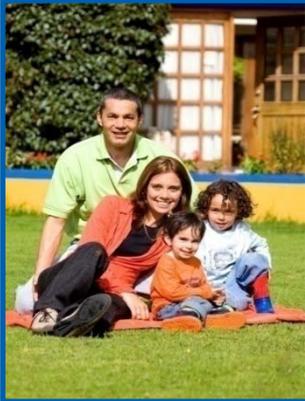


Diversified Catalysts
Global Experience
Health & Wellness
Agri-business & Research
Clean Technology

Key Objectives & Strategies



- Create a culture that will attract high wage companies



- Create an environment that supports world-class workers

What It Takes



Job Focus

Catalyst companies that can create 50-100 high wage jobs to start



Economic Development Zones

Shovel-ready land, buildings ready for interior buildout, and infrastructure needs financed by sustainable funding mechanism



Workforce

Alignment of education systems to meet workforce requirements

Examples of Catalysts Projects



**TORREY PINES INSTITUTE
FOR MOLECULAR STUDIES**



- 104,000 sq ft building opening this month in Port St. Lucie
- Conducts basic research on major medical conditions
 - Multiple Sclerosis
 - Cancer
 - Heart disease
 - Diabetes
 - AIDS

Competitive Incentive Analysis



**TORREY PINES INSTITUTE
FOR MOLECULAR STUDIES**



Industry	Biomedical Research Institute	
Land and Building	20 acres of land conveyed to company after 7 yrs. Land purchased by City of Port St. Lucie for company for approximately \$30 million for both land and building.	
Other Local Public Sector Incentives (Grants)	\$10 million - St. Lucie County \$6.5 million - Florida Atlantic University	
State of Florida Incentives	\$32 million – Florida Innovation Fund	
Community Support	Enterprise Florida Port St. Lucie City Mayor and Manager County Administrator St. Lucie County Chairman	State Representative Gayle Harrell State Senator Ken Pruitt Florida Atlantic University Harbor Branch Oceanographic Institute

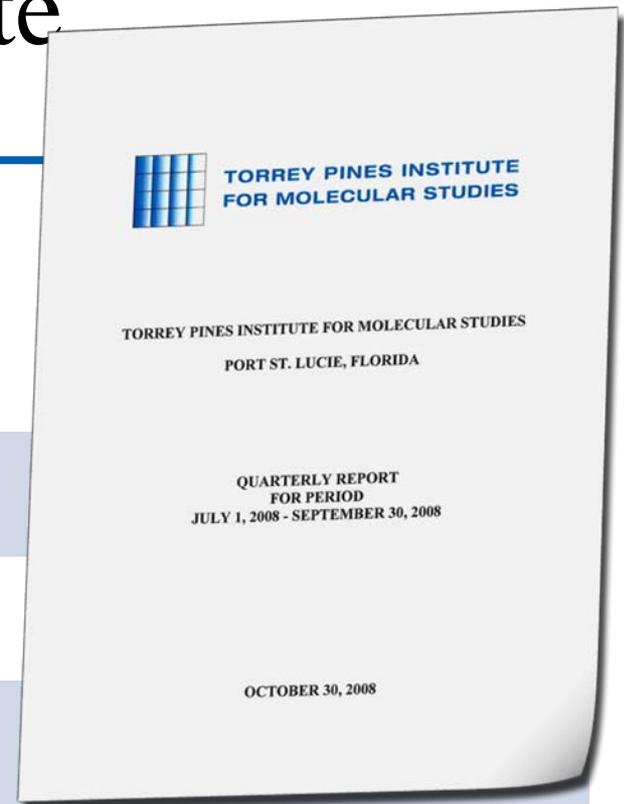
1st Quarterly Report to State

October 30, 2008

Employees (as of Sept 2008)	28
Employees (expected June 2009)	45
Average Wage	\$67,290
Direct Expenditures on Equipment & Other Tangible Items	\$545,106

Meetings Held as a Result of Locating Here

23 Scientific
14 Economic Development
47 Education / Outreach



Return on Investment



TORREY PINES INSTITUTE
FOR MOLECULAR STUDIES



- Encouraging spin-off companies and recruiting other institutions and companies to region
 - Already announced: \$100 million Mann Research Center and Oregon's Vaccine & Gene Therapy Institute
 - With 3,600 potential acres, will someday be comparable to Research Triangle Park and La Jolla
- Within 10 years, Torrey Pines facility will:
 - Employ 189 people
 - Be a major player in science, research and allied technology

Industry Cluster Focus



- Clean Technology



- Health & Wellness



- Agritechology



DESTINY CT

NEW THINKING WAY

SAME WAY BLVD

INNOVATION AVE

Next Steps

Next Steps

- Continue efforts to create consensus, creativity and collaboration in the community
- Align local economic development efforts with regional and state organizations to maximize effort
- Request that staff work with the EDC and other interested parties to implement the Catalyst initiative
- Identify funding opportunities for Catalyst projects



If we want to improve our ranking and economic vitality, we need to implement game-changing activity!

BUILDING BRIDGES FOR ECONOMIC DEVELOPMENT



DISCUSSION & PRIORITY SETTING

BUILDING BRIDGES FOR ECONOMIC DEVELOPMENT



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