



PORTS-TO-PLAINS

TRADE CORRIDOR ALLIANCE



Securing the Benefits of Commerce to
North America's Energy & Agricultural Heartland

“Rural Economic Development Strategies for an Urban Global Marketplace”

John A. Adams Jr. Ph.D.
President & CEO
Enterprise Florida Inc.
www.eflorida.com



EFL's mission: *“To diversify Florida’s economy and create better-paying jobs for its citizens by supporting, attracting and helping to create businesses in innovative, high-growth industries.”*

About Enterprise Florida ...

- U.S.' first **public-private** state economic development partnership
- **Thought leader** on key econ. dev. & bus. issues
- A **profit center**: ROI for Florida -- 4.96:1
 - Performance-based contract
 - Ops plan; stretch goals
 - Ernst & Young review

- **Global branding**
- **Exports promotion**
- **Inbound investment (FDI)**
- **Target-sector focus**
- **Increases economic opportunities**

ROADMAP TO FLORIDA'S FUTURE

Statewide Strategic Plan: “Roadmap to Florida’s Future”

- **Build world-class talent**
- **Ensure business climate competitiveness**
- **Promote sustainable development**
- **Invest in Florida’s innovation economy**
- **Enhance state as pre-eminent global hub**
- **Accelerate economic diversification**

Target clusters for Florida's economic growth and diversification

CLEAN ENERGY



- Solar Energy
- Biomass Energy/Biofuels
- Fuel Cells & Hydrogen
- Ocean Energy
- More than Renewables

LIFE SCIENCES



- Biotechnology
- Medical Device Manufacturing
- Pharmaceuticals
- Health Care

INFORMATION TECHNOLOGY



- Modeling, Simulation and Training (MST)
- Photonics/Optics
- Digital Media
- Software and Computer Systems Design & Integration
- Computers, Microelectronics and Precision Device
- Telecommunications

AVIATION / AEROSPACE



- Aviation
- Aerospace

HOMELAND SECURITY / DEFENSE



- Homeland Security
- Defense

FINANCIAL / PROFESSIONAL SERVICES



- Financial/Professional Services

MANUFACTURING



- Manufacturing

EMERGING TECHNOLOGIES



- Materials Science
- Nanotechnology
- Marine Science



ROADMAP TO FLORIDA'S FUTURE

2010-2015 Strategic Plan for Economic Development

Looking to the Future: Developing Florida's Next 5-Year Plan

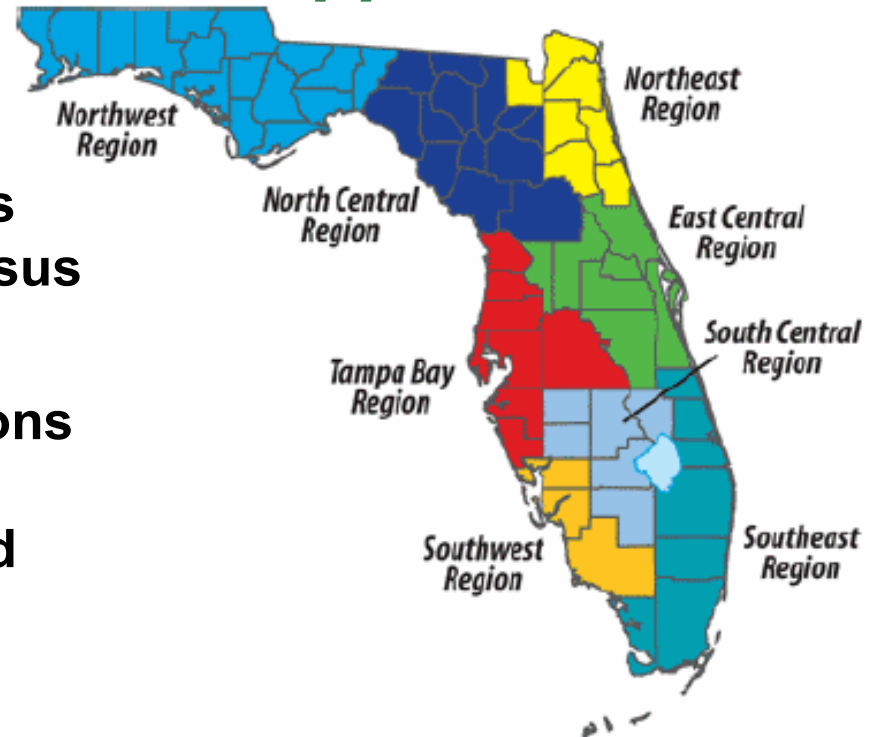
Broad-based grassroots approach

Regional Forums: June/July 2009

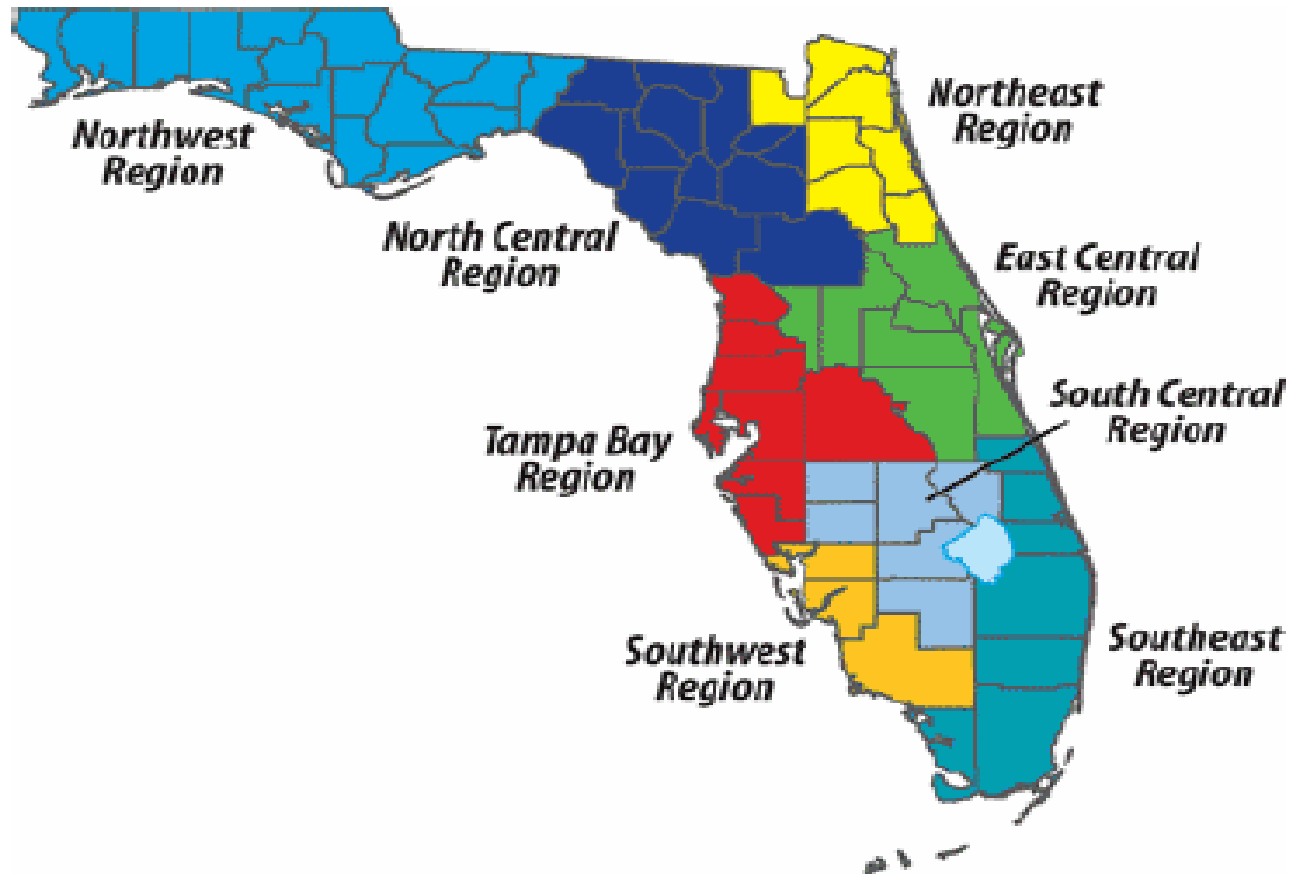
- Identify regional issues/priorities
- Coordinate and develop consensus

www.eflorida.com/roadmap

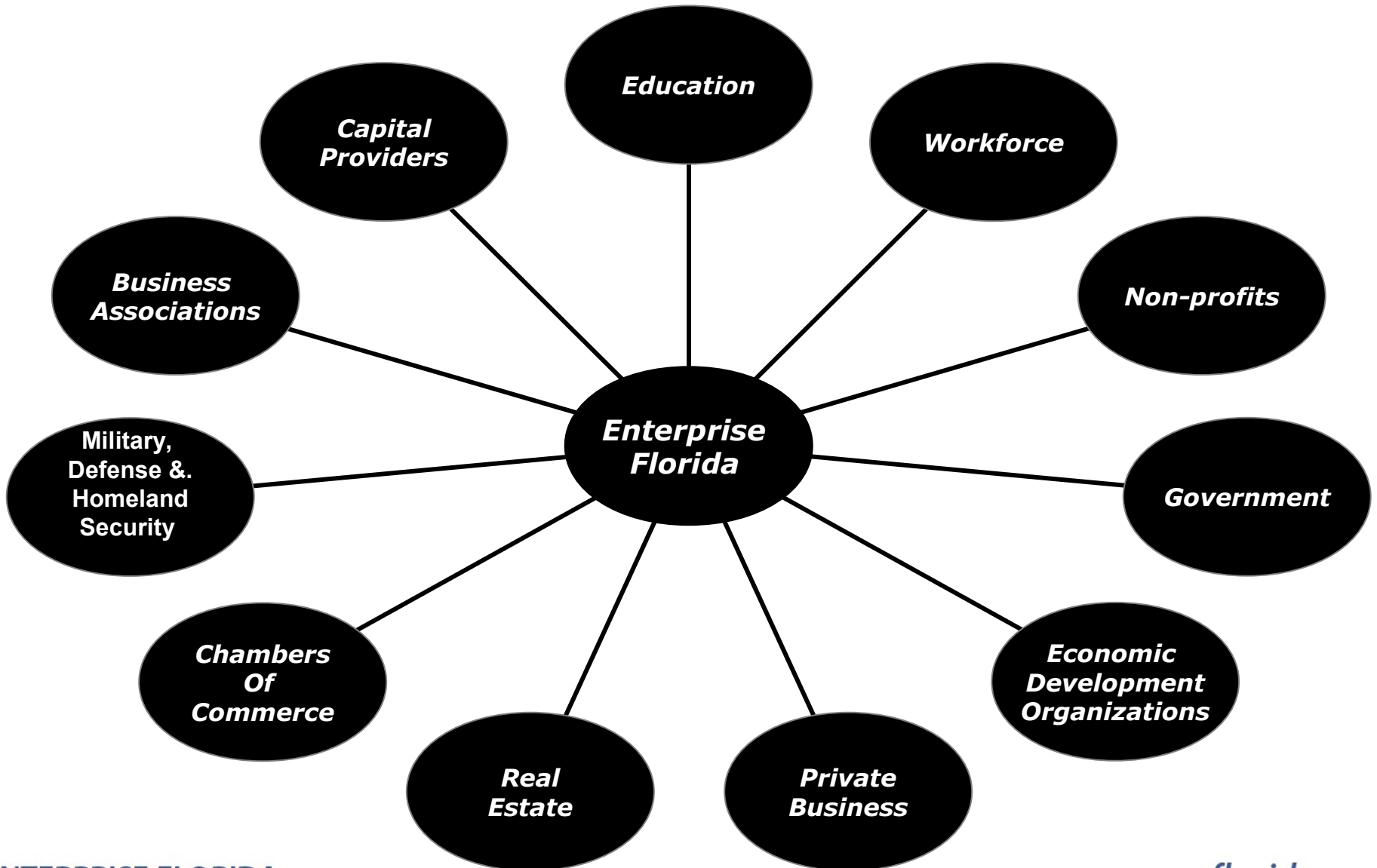
- Information portal: dates, locations
- On-line survey for broad input
- Regional meeting summaries and discussion board



REGIONALISM: A Florida economic development strategy



Economic Development Partners



Global trade – Rural and Urban Focus

FAST FACTS ...

- **40,000 Florida companies export**
- **16.5% of U.S. exports**
- **Nearly 1.3 million jobs in Florida depend on international business. (Roughly one of six jobs in 2008)**
- **\$115 billion in foreign trade**
- **#3 high-tech exporter in U.S.**
- **Gateway to the Americas: The Panama Connection**

Florida Ports



Florida's Seaports "Gateway to the World"

Each of Florida's ports make a different contribution to the statewide seaport community. Click on any of the links to explore the diversity that is the seaport community.

Florida Intermodal

- **Strategic Intermodal System (SIS) Strategic Plan**
- **Rail System Plan – 3000 miles**
- **Seaport System Plan – 14 ports**
- **Aviation Planning – 21 Commercial & 71 General**
- **Highway Regional Infrastructure**
- **One Space Port – “The Cape”**

Key Florida Business Advantages

- Favorable business **climate**, including:
 - ensure stable **regulatory** framework
 - maintain highly **competitive** business costs and tax structure, and
 - available **incentives**
- Highly-skilled, multilingual workforce, with customized training programs
- Strong research and technology base

Regionalism – A RACEC Example ...

RACEC = **R**ural **A**reas of **C**ritical
Economic **C**oncern

Rural Economic Development Catalyst Project (a.k.a. “Rural Catalyst”)

- Targets tomorrow’s growth industries to
the create high value jobs, capital investment
and an economic benefit for each rural area.

Regionalism – Rural Catalyst *cont'd ...*

- Employs an **innovative approach** to rural economic development
- Analyzes regions' **economic attributes** (education levels, infrastructure, occupational traits relevant to potential target industries, etc.)
- Joins communities to **improve the future** of rural Florida. Jointly, they can change how they're viewed and improve local skill set.

Rural Regionalism–The 3 RACECs

(1) Northwest RACEC and (2) North Central RACEC






















- **Target industry: Logistics and Distribution.**
(Inventory management; data processing; intermodal coordination; cutting-edge technologies.)

(3) South Central RACEC

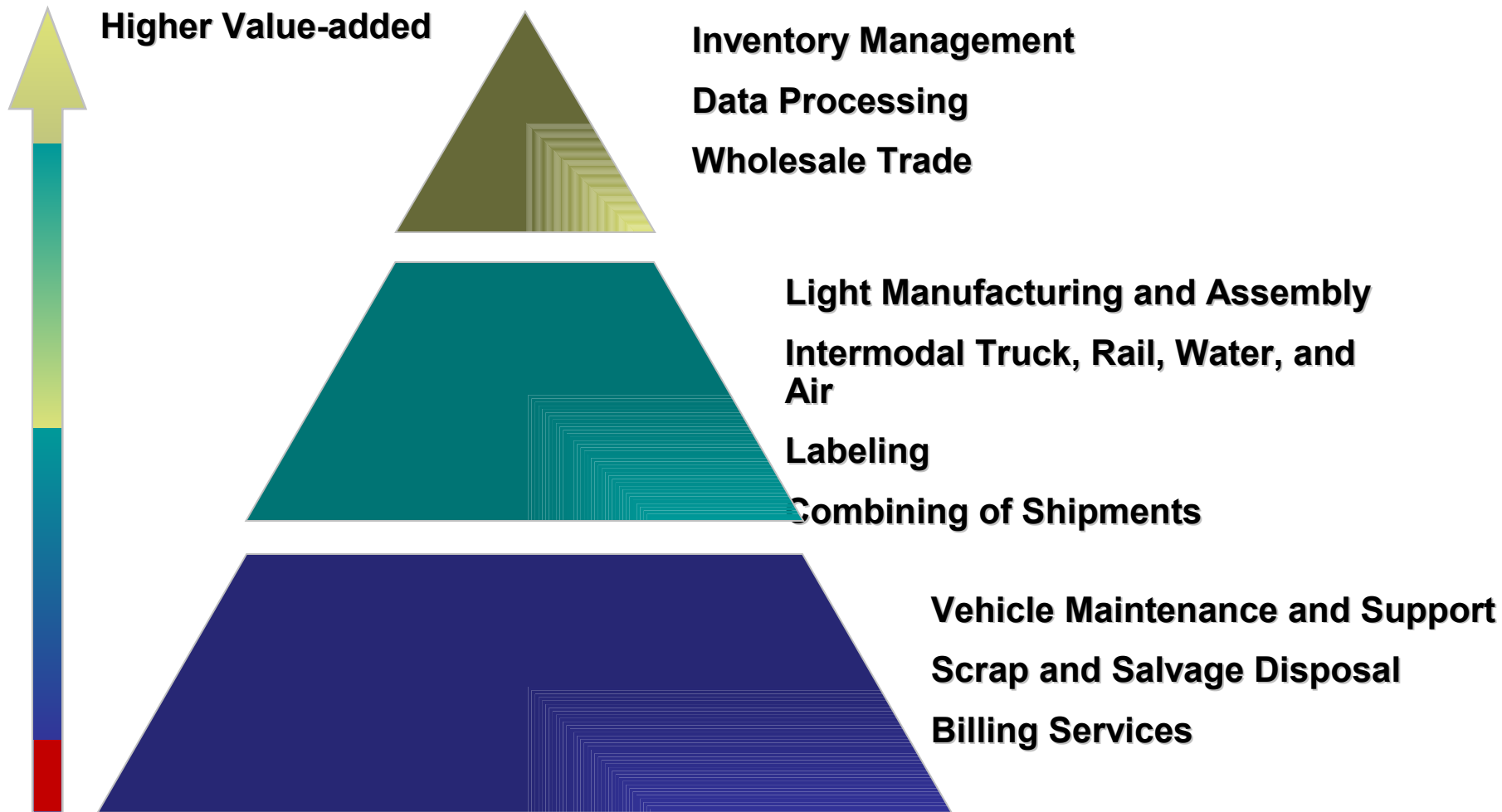
- **Target industry: Healthcare and Sciences.**
(Medical equipment; pharmaceuticals; medical research; specialized healthcare services.)

How We Identified Target Industries

North Central Region

Industry	Gaining Position	National Growth	Filling Gap	Regional Metro Target	EFI Target	Stakeholders
Logistics and Distribution						
Building Component Design and Manufacturing						
Aviation Services and Products						
Bio-Fuels and Energy						
Healthcare Services and Products						

Levy County: Logistics and Distribution Industry Characteristics



SITE SELECTION

FACTORS

1. Highway accessibility
2. Labor costs
3. Occupancy and construction costs
4. Tax exemptions
5. Energy availability and costs
6. Availability of skilled labor
7. State and local incentives
8. Corporate tax rate
9. Low union profile
10. Available land

Future Challenges

Trend	Implication
More people and jobs	Growth in travel demand in all modes
Economic regions	Need for better interregional connectivity and closer coordination of regional transportation and growth plans
Service and innovation economy	Increasing demand for business travel and high-value, time-sensitive freight shipments
Global economic leader	Need for efficient, reliable interstate and international flows of visitors and goods



diversifying florida's economy