



Florida Strategic Plan for Economic Development

What's Next?

This plan establishes the strategic framework for coordinated action by statewide agencies and organizations to improve Florida's economic competitiveness and create jobs for Floridians. The plan also provides direction and support to regional and local partners as they work to strengthen Florida's economy in each region and community of the state. However, our work together is not done.

To successfully become a national model for business climate, job creation, competitiveness, and quality of life requires that we all commit to reevaluate the way we operate. Cooperation and collaboration are key to making the next five years really count. Here are just a few examples of how that will happen:

- Eleven Regional Planning Councils are aligning their strategic efforts with the *Florida Strategic Plan for Economic Development* to create one economic vision for Florida.
- Executive agencies are aligning policies, plans, and programs, including annual budget priorities, with this plan.
- State agencies are sharing business-minded perspectives and are looking for opportunities for economic growth throughout the state in alignment with this plan.
- Economic Development Liaisons, high-level representatives from executive and cabinet agencies, public-private partnerships, and other organizations are working together to create seamless customer service, streamline government processes, and improve the efficiency and effectiveness of economic development efforts.
- The Florida Department of Economic Opportunity, the Florida Department of Environmental Protection and the Florida Department of Transportation will initiate a process to develop an integrated statewide vision for addressing economic development, land use, infrastructure, environmental stewardship, talent development, and community development over a 50-year period.

We want to hear from you about how your organization is aligning with this plan. We encourage you to share proven successes and best practices with the Department of Economic Opportunity.

VISION:

Florida will have the nation's top performing economy and be recognized as the world's best place to live, learn, play, work, and do business.

GOALS:

- Lead the nation in global competitiveness as a location for business, investment, talent, innovation, and visitors.**
- Lead the nation in economic growth and prosperity.**
- Lead the nation in quality of life.**

OBJECTIVES:

- Improve and sustain employment in Florida.**
- Foster opportunities for prosperity for all Floridians.**
- Grow Florida businesses.**
- Expand Florida's global commerce.**
- Increase Florida's attractiveness to workers, residents, and visitors.**

For More Information



Florida Department of Economic Opportunity
www.floridajobs.org
850-245-7105



Enterprise Florida, Inc.
www.eflorida.com
407-956-5600



CareerSource Florida
www.careersourceflorida.com
850-921-1119



Employ Florida
www.employflorida.com

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The future for the Sunshine State is brighter than ever as the nation emerges from its most severe recession in post World War II history. Florida is located in the fastest growing part of the United States and at the crossroads of north/south and east/west trade lanes in an increasingly global economy. The state has tremendous assets: a large and diverse consumer and labor market; a tradition of imagination and invention; extensive infrastructure and natural resources; and worldwide appeal to workers, retirees, and visitors.

The *Florida Strategic Plan for Economic Development* builds on a strong partnership of public, private, and civic organizations. It defines goals, objectives, and strategies to move Florida toward its economic vision. Consistent with Florida Statute 20.60, the Plan was developed by the Florida Department of Economic Opportunity in partnership with CareerSource Florida, Enterprise Florida, Inc., and the Executive Office of the Governor, as well as input from more than 3,000 Floridians.

Cross-Cutting Strategies: This plan identifies 29 strategies for strengthening economic development in Florida, including four overarching strategies:

<p>1. Strengthen collaboration and alignment among state, regional, and local entities toward the state’s economic vision.</p>	<p>2. Develop and implement a statewide strategy to develop regional talent and innovation clusters using global best practices.</p>	<p>3. Strengthen Florida’s economic regions and connect resources across regions to build Florida as a globally competitive megaregion.</p>	<p>4. Position Florida as a global hub for trade, visitors, talent, innovation, and investment.</p>
<p>This plan will guide all of Florida, harnessing the collective power of public, private, and civic entities. More than 27 executive and cabinet level agencies have designated Economic Development Liaisons to coordinate policies and investments. The plan also can provide guidance to, and support the work, of regional and local partners.</p>	<p>Competitive economies today are characterized by geographic concentrations of interconnected businesses and skilled labor in related fields. Florida will make cluster development the centerpiece of its economic development strategy, working with each region to identify key clusters and aligning education, training, research, infrastructure, regulations, and other public policies and investments, to address each cluster’s opportunities and needs.</p>	<p>Florida’s economy functions primarily at the regional level. The state will encourage regional partnerships to identify and position regional resources for future economic opportunities. The state also will connect Florida’s economic regions together into a megaregion to provide the scale of resources needed to compete globally.</p>	<p>Florida is well positioned in the global market because of its location, diversity, and infrastructure. Trade, tourism, and investment offer great opportunity for the state’s future. The state will work strategically to prepare its businesses, workforce, and infrastructure for these global opportunities.</p>

Area-Specific Strategies: The plan also includes 25 area-specific strategies, organized using the framework of the Florida Chamber Foundation’s Six Pillars of Florida’s Future Economy™.

<p>Talent Supply and Education Leading the nation in student performance and market-relevant workforce skills</p>	<p>Innovation and Economic Development Diversifying Florida’s economy and expanding national and global markets</p>	<p>Infrastructure and Growth Leadership Modernizing Florida’s infrastructure and growth decisions to support a competitive economy and high quality of life</p>	<p>Business Climate and Competitiveness Developing the nation’s leading business climate and customer-focused support services</p>	<p>Civic and Governance Systems Creating strong partnerships to meet Florida’s economic development goals</p>	<p>Quality of Life and Quality Places Providing the nation’s leading communities of choice to live, learn, work, and play</p>
<p>5. Align education and workforce development programs to foster employment opportunities and to develop and retain talented workers with the skills to meet current and future employer needs.</p> <p>6. Develop an integrated pre-K through career education system to prepare students for becoming successful workers or entrepreneurs.</p> <p>7. Lead the nation in STEM (science, technology, engineering, and mathematics) research, education, and market-relevant technical skills.</p> <p>8. Expand access to education and training programs for talent in distressed markets.</p>	<p>9. Strengthen Florida’s leadership in expanding and emerging talent and innovation clusters and help transition established clusters to serve new markets.</p> <p>10. Grow, sustain, and integrate efforts related to research and development, technology transfer and commercialization, and capital to create, nurture, and expand innovation businesses.</p> <p>11. Expand the number of Florida businesses selling goods and services internationally, and help diversify the markets they serve.</p> <p>12. Brand and consistently market Florida as the best state for business.</p>	<p>13. Coordinate decision-making and investments for economic development, land use, transportation, infrastructure, housing, water, energy, natural resources, workforce, and community development at the statewide, regional, and local levels.</p> <p>14. Develop and maintain multimodal, interconnected trade and transportation systems to support a prosperous and globally competitive economy.</p> <p>15. Develop and maintain a cutting-edge telecommunications infrastructure.</p> <p>16. Ensure the future supply and quality of water to meet Florida’s economic and quality of life goals.</p> <p>17. Develop and maintain diverse, reliable, and cost effective energy sources and systems to meet Florida’s economic and environmental goals.</p>	<p>18. Revise permitting, development, and other regulatory processes to meet changing business needs and to provide a predictable legal and regulatory environment.</p> <p>19. Ensure state, regional, and local agencies provide collaborative, seamless, consistent, and timely customer service to businesses and workers.</p> <p>20. Reduce barriers to small/minority business and entrepreneurial growth.</p> <p>21. Expand opportunities for access to capital for businesses throughout their life-cycle.</p> <p>22. Work with industry to ensure property and health insurance rates are competitive with other large states.</p> <p>23. Develop a government revenue structure that encourages business growth and development.</p>	<p>24. Support and sustain statewide and regional partnerships to accomplish Florida’s economic and quality of life goals.</p> <p>25. Improve the efficiency and effectiveness of government agencies at all levels.</p> <p>26. Invest in strategic statewide and regional economic development priorities.</p>	<p>27. Create and sustain vibrant, safe, and healthy communities that attract workers, residents, businesses, and visitors.</p> <p>28. Ensure Florida’s environment and quality of life are sustained and enhanced by future growth plans and development decisions.</p> <p>29. Promote, develop, protect, and leverage Florida’s natural, art, and cultural assets in a sustainable manner.</p>

