

ROADMAP TO FLORIDA'S FUTURE

Strategic Plan for Economic Development



Sena Black
Senior Vice President
Enterprise Florida

ROADMAP TO FLORIDA'S FUTURE

Strategic Plan for Economic Development

- **Florida Statutory mandate of Enterprise Florida Board**
 - Submitted annually to Governor and Legislative Leaders
- **2 pronged approach:**
 - Broad stakeholder input -- 8 regional meetings
 - Competitiveness scorecard / comparative benchmarking
- **5 year horizon with annual “continuous improvement”**
 - About to enter 3rd Roadmap cycle
 - 1st cycle: 2004-2009
 - 2nd cycle: 2007-2012
 - Next cycle: 2010-2015

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Strategic Plan for Economic Development

2004-2009 Priority Recommendations

- Global business leadership
- Entrepreneurship, innovation and venture capital
- Education and workforce
- Business climate
- Rural stimulus strategy
- Industry retention
- Smart growth
- Economic development



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Strategic Plan for Economic Development

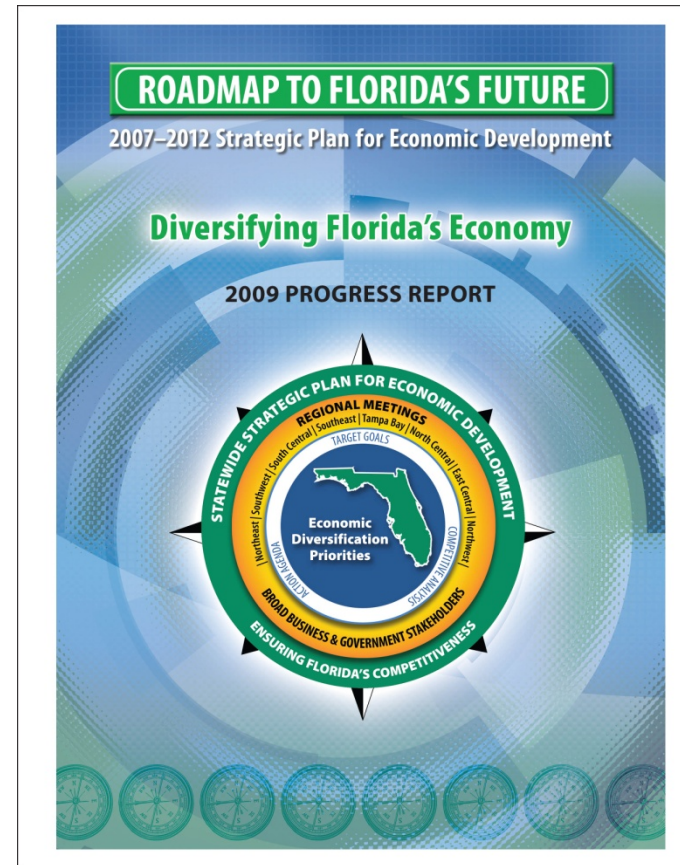
2007-2012 Priority Recommendations

- World Class Talent
- Business Climate Competitiveness
- Sustainable Development & Quality of Life
- Innovation Economy
- Pre-eminent Global Hub
- Accelerate Diversification



Annual Progress Reports

- *Implementation progress by priority*
 - *Success measures*
 - *Action agenda to address challenges*
- *Competitiveness scorecard*



Spotlight:

Smart Growth Priority

- **Growth management/land use planning**
- **Multi-modal Infrastructure**
- **Quality of life amenities**
- **Sustainable energy and water conservation**

Roadmap recommendations for multi-modal infrastructure

- **Promote mass transit**
- **Enhance multi-modal infrastructure**
 - Improve transportation-economic development linkage
 - “fast-track” transportation projects that meet vital economic competitiveness needs
 - seamless multi-modal gateways (sea, air, rail, road)
 - “inland ports”, multi-modal transportation hubs
- **Anticipate long term needs**
 - future corridors/SIS
 - Rural economic development
- **Adopt new privatization funding models**
 - Concessions, design-build solutions
- **Explore innovative transportation solutions**
 - “Intelligent transportation systems”, Small Aircraft Transportation System, Very light Jets

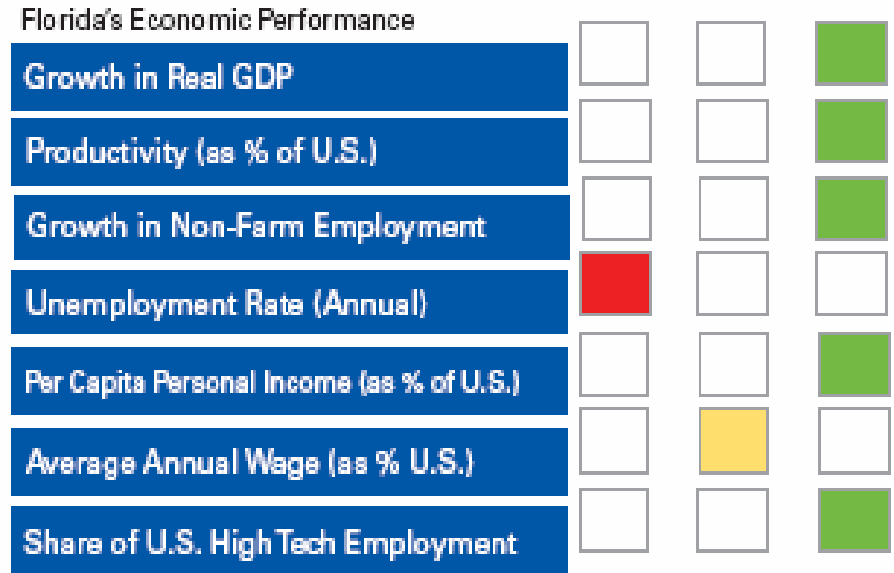
Taking Stock: Two Roadmap cycles later

Florida's **STRENGTHS** & *Challenges*

Florida's Overall Economy

Since first Roadmap, Florida has made progress in:

- **expanding GSP**
- **raising per capita personal income**
- **boosting productivity**
- **high-wage, high-value jobs**



But, current economic crisis highlights new realities -- need to accelerate growth and diversify Florida's economy in an increasing knowledge-based economy

Florida's Knowledge Economy

Florida's high tech sector is gaining market share nationally and in many ways continues to outperform the competition...

Florida's Knowledge Economy

Share of Total U.S. R&D

Employed Doctoral Scientists & Engineers per 1,000 Non-Farm Employees

Bachelor's Degrees Awarded Per 100,000 Residents Age 18-44

Share of Total U.S. Patents

Share of U.S. Venture Capital Invested



But, Florida must strive to further develop its innovation infrastructure and science and technology workforce to be a global leader in a world where talent is Job #1

Florida has enjoyed expansion of its global commercial activity – breaking trade records and posting strong growth in high tech exports...

Florida in the Global Economy



But, Florida must continue to achieve greater geographic diversification of international commerce and transition from trade gateway to global hub.



ROADMAP TO FLORIDA'S FUTURE

2010-2015 Strategic Plan for Economic Development

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

The 2010-2015 *Roadmap*

Facing new realities in Florida and the World

- **Florida at a Crossroads**
- **Global Trends**



ROADMAP TO FLORIDA'S FUTURE

2010-2015 Strategic Plan for Economic Development

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

Partnering to shape Florida's Future

- *Address changing economic realities*
 - not just downturn, but structural shifts
- *Look to the future – long term vision*
 - not stimulus focus, but longer term strategy focus
- *Align for greater leverage*
 - collaborations and big tent approach
- *Strengthen state-regional partnerships*
 - regional planning for regional/local issues



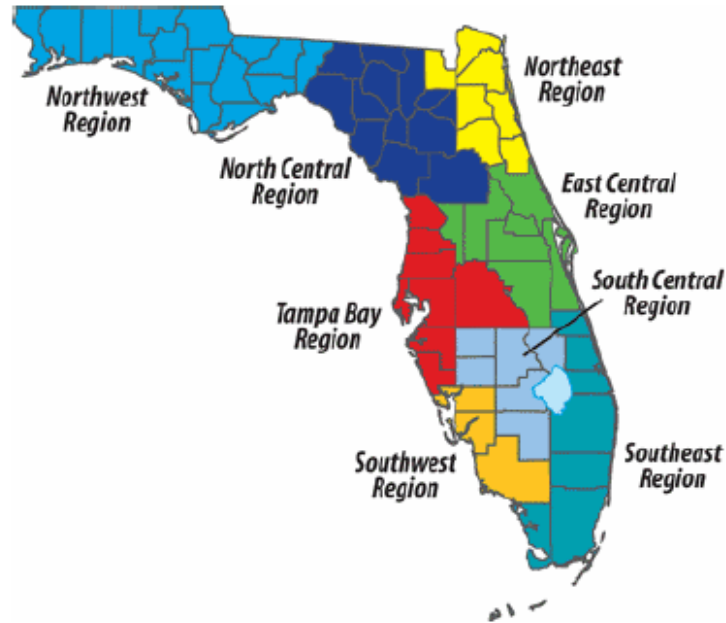
ROADMAP TO FLORIDA'S FUTURE

2010-2015 Strategic Plan for Economic Development

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

Broad-based grassroots approach

**8 Regional
Forums in
Spring-Summer
2009**





www.eflorida.com/roadmap

- Dates, locations and agendas of 8 regional forums
- Regional forum summaries and discussion board
- On-line survey of key issues
- Competitiveness scorecard
- Past Roadmap plans