



# North Central Florida Regional Planning Council



# Economic Development Strategies for North Central Florida



**North  
Central  
Florida  
Regional  
Planning  
Council**

Lauren Yeatter, AICP  
Senior Planner

September 27, 2019

# Economic Development

- ❑ Overview:
  - ❑ Economic Development District
  - ❑ Rural Area of Opportunity
  - ❑ Visit Natural North Florida  
(The Original Florida Tourism Task Force)



# Economic Development

- Designated by U.S. Department of Commerce, Economic Development Administration as Economic Development Districts
- Charged to develop and adopt a Comprehensive Economic Development Strategy



# Economic Development

## Comprehensive Economic Development Strategy

- ❑ Analyzes regional economy, guides regional goals & objectives, identifies investment priorities and funding
- ❑ Brings public/private sectors together to develop economic roadmap to diversify and strengthen economies
- ❑ Serves as vehicle to draw down federal funds



# Economic Development

- ❑ Coordinated Comprehensive Economic Development Strategy
  - ❑ Six Pillars concept incorporated into Comprehensive Economic Development Strategy
  - ❑ Comprehensive Economic Development Strategy requirements matched with Six Pillars



# Economic Development

- ❑ Six Pillars Indicators
  - ❑ Talent Supply & Education
  - ❑ Innovation & Economic Development
  - ❑ Infrastructure & Growth Leadership
  - ❑ Business Climate & Competitiveness
  - ❑ Civic & Governance Systems
  - ❑ Quality of Life & Quality Places



# Economic Development

- ❑ Targeted Industries
  - ❑ Healthcare and Life Science professionals
  - ❑ Logistics & Distribution
  - ❑ Building Component Design & Manufacturing
  - ❑ Sustainable, tourism-based economic development



# Economic Development

- Priority Project Areas
  - Rural Area of Opportunity - Catalyst Sites development
  - Regional business incubators and research parks



# Economic Development

- ❑ Rural Area of Opportunity
  - ❑ Regional approach to economic development
  - ❑ 14-county rural north central Florida region (including Baker, Jefferson and Putnam)
  - ❑ State development incentives
  - ❑ North Florida Economic Development Partnership



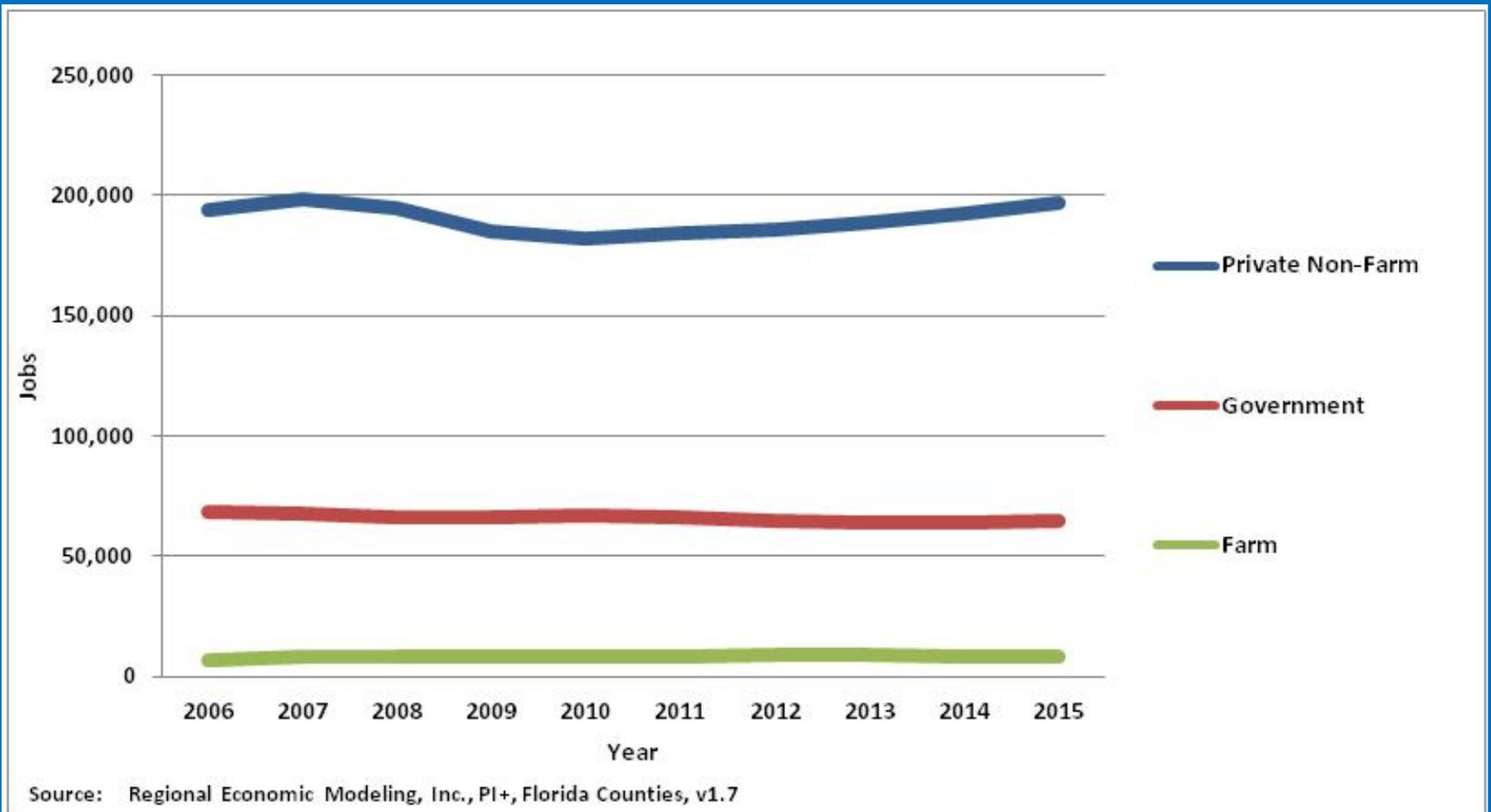
# Economic Development

## Rural Area of Opportunity

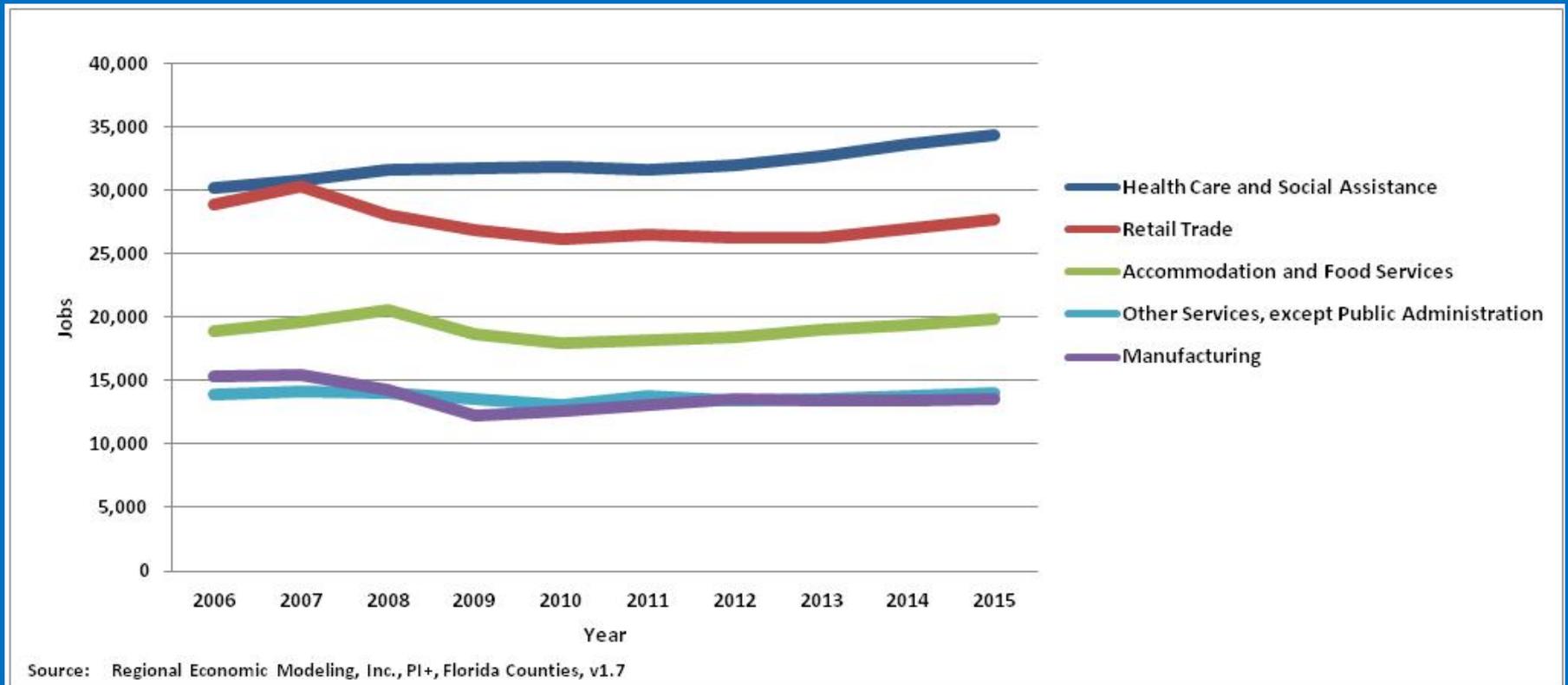
- Two Large Scale “Catalyst” Sites
  - Columbia County – Target Industries:  
Building Construction Component Manufacturing,  
Logistics & Distribution Center
  - Suwannee County – Target Industries:  
Manufacturing,  
Logistics & Distribution Center



# North Central Florida Jobs by Sector 2006 - 2015



# North Central Florida Jobs Selected Industries, 2006 - 2015



# Economic Development

## Economic Impact Analysis for Specific Projects: Regional Economic Modeling, Inc. (REMI)

- ❑ Econometric Regional Model
  - ❑ Dynamic modeling tool
  - ❑ National data calibrated for region
  - ❑ Economic and demographic analysis and forecasting
  - ❑ System-wide effects for short- and long-range periods
  - ❑ Hypothetical or actual projects



# Economic Development

- ❑ Project Input Variables
  - ❑ Industry sector
  - ❑ Capital investment for building and equipment
  - ❑ Number of jobs
  - ❑ Average wage



# Economic Development

- ❑ Output
  - ❑ Population
  - ❑ Indirect and induced jobs
  - ❑ Income
  - ❑ Ad valorem property taxes



# Visit Natural North Florida

## Regional Tourism:

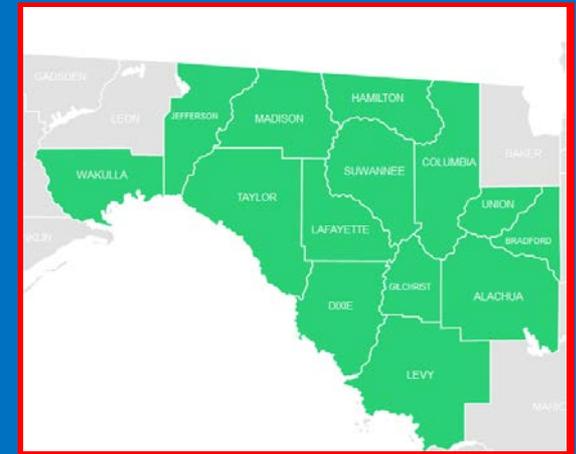


A Rising Tide Lifts All Boats!



# Visit Natural North Florida

- ❑ Founded in 1993 as a result of a study conducted by the North Central Florida Regional Planning Council
- ❑ Market region as one destination to increase visibility and tourism offerings
- ❑ Mission: Enhance tourism while preserving historical, cultural and natural assets



# Visit Natural North Florida

## Membership Structure

- ❑ 14 Member Counties
- ❑ 1 Task Force member per County
- ❑ + 1 Member if County has a Tourist Development Council
- ❑ + 1 Member if County population greater than 50,000
  
- ❑ Members appointed by each County



# Visit Natural North Florida

## Dues Based on First Two Pennies of County Bed Tax Revenues

<u>Annual 2-Penny Bed Tax Revenues</u>	<u>Dues</u>
❑ \$0 - \$25,000	\$1,000
❑ \$25,001 - \$50,000	\$2,000
❑ \$50,001 - \$100,000	\$3,000
❑ \$100,001 - \$225,000	\$4,000
❑ \$225,001 - \$400,000	\$6,000
❑ \$400,001 - \$800,000	\$8,000
❑ \$800,001 - \$1,200,000	\$11,000
❑ \$1,200,000 - \$3,000,000	\$15,000



# Visit Natural North Florida

## Pools Talents and Resources of Members and Leverages Funding

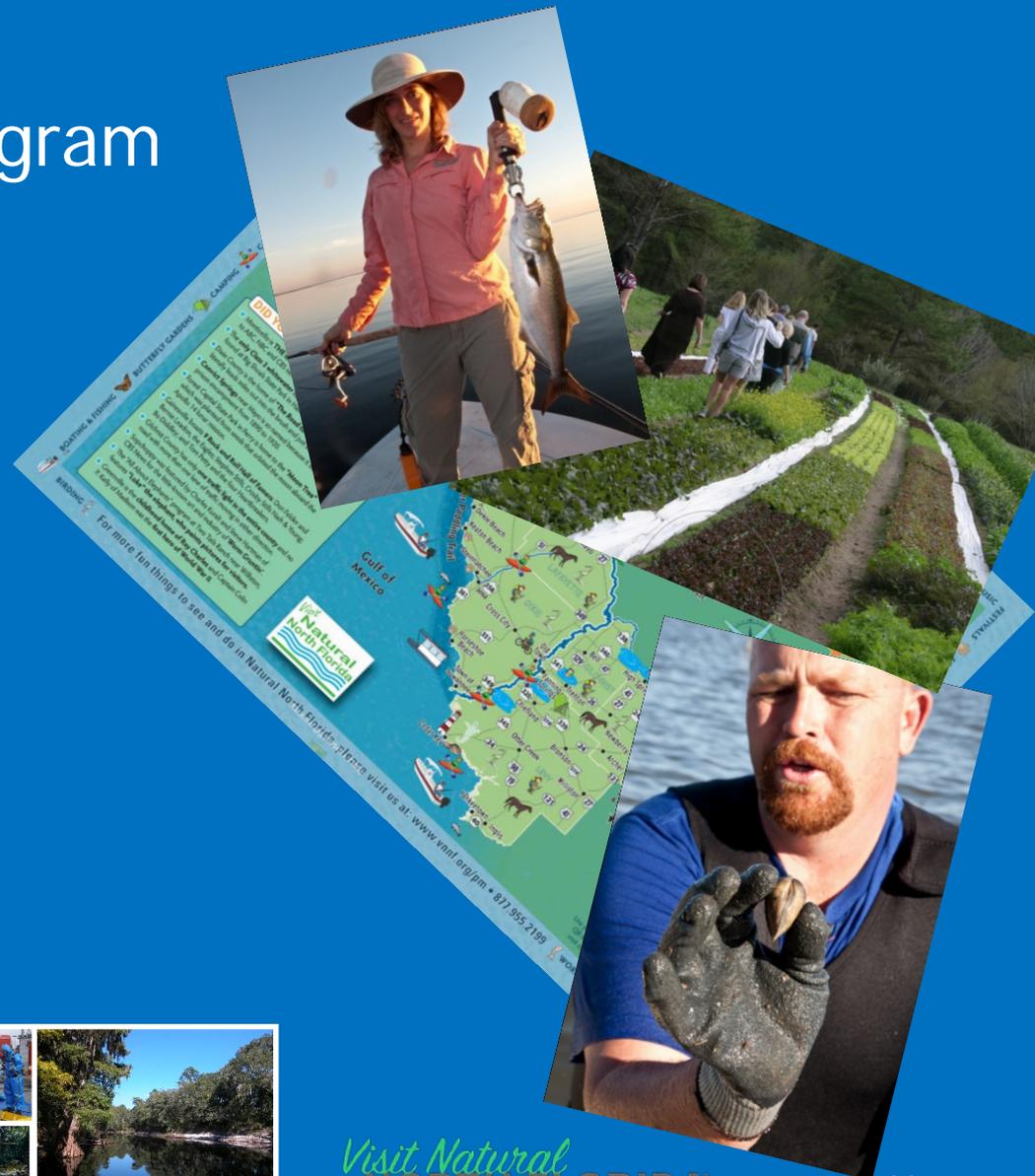
- ❑ Task Force 2018-19 Budget: \$361,100
- ❑ County 2018-19  
Co-op Regional Marketing Fees: \$53,000
- ❑ County Leverage: \$308,100

*County "Leverage Ratio" Exceeds 6 to 1!*



# Visit Natural North Florida

- ❑ Tourism Marketing Program
  - ❑ Travel Shows
  - ❑ Advertising
  - ❑ eNewsletter
  - ❑ Market Research
  - ❑ Member Education
  - ❑ Website

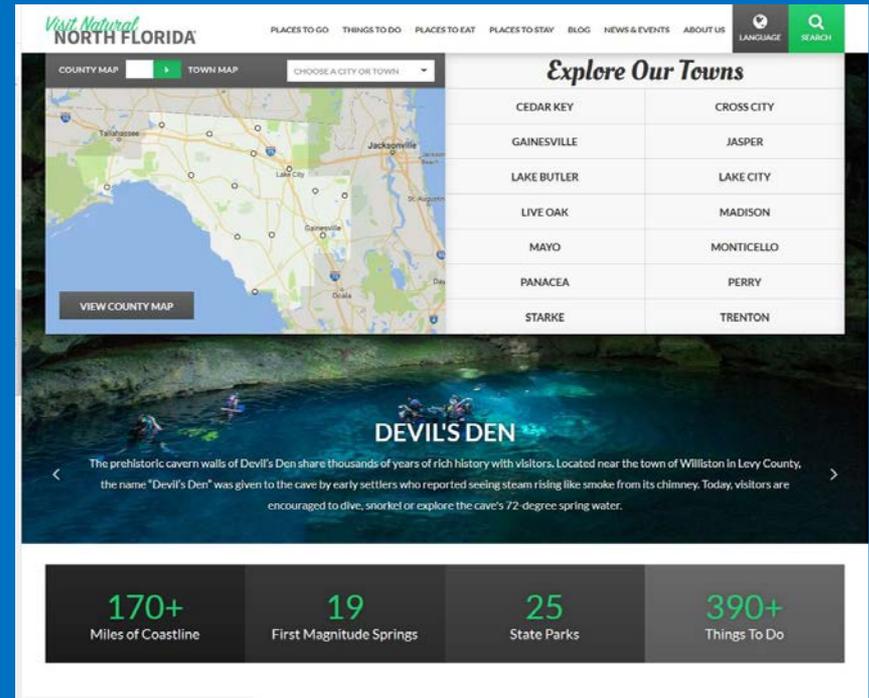


Visit Natural  
NORTH FLORIDA

# Visit Natural North Florida

## Website

- ❑ Website redesign
- ❑ Mobile-friendly
- ❑ Town & County landing pages
- ❑ Things to Do landing pages
- ❑ Videos
- ❑ Trip planner
- ❑ Multi-language
- ❑ Travel bloggers



# Visit Natural North Florida

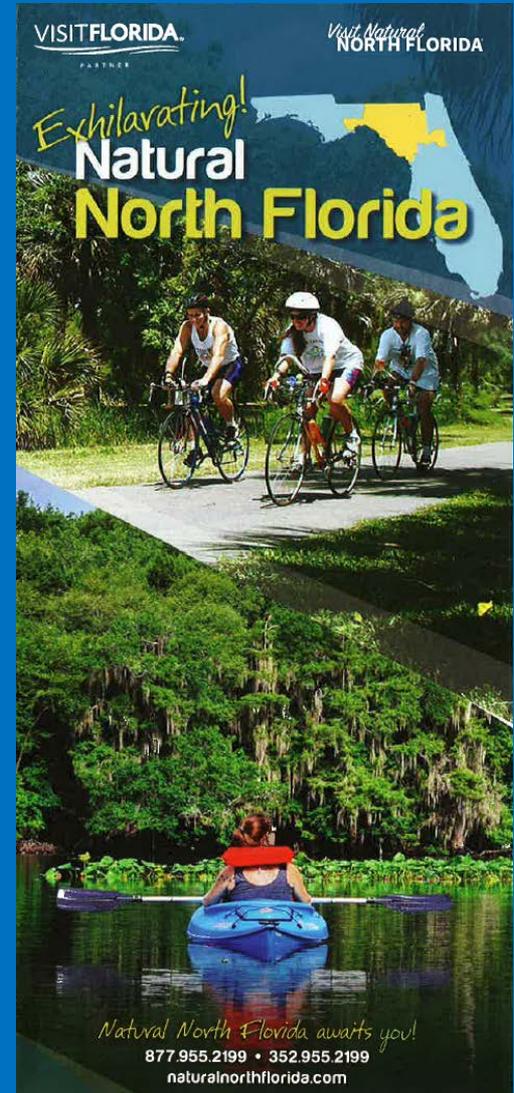
Visit Natural  
NORTH FLORIDA

## Brochures

“34 Percent of visitors to Florida Welcome Centers modify their travel plans based on information received at Florida Welcome Centers.” VISIT FLORIDA

## Brochure Distribution

- ❑ Florida Welcome Centers
- ❑ I-75, Florida & Georgia
- ❑ I-10, Florida
- ❑ U.S. Highway 19
- ❑ Florida American Automobile Association Offices
- ❑ County Tourism Information Centers
- ❑ Travel Shows



# Visit Natural North Florida

## Quarterly Electronic Newsletter

- ❑ Circulation approximately 6,800
- ❑ Email addresses obtained at travel shows, website & print advertisements

### *Visit Natural* **NORTH FLORIDA**

Experience New Adventures.  
Explore Uncharted Territories.  
Dive Into a Hidden Oasis.



Natural North Florida is home to the largest collection of freshwater springs in the world, amazing Gulf coast sunsets, world-class fishing, pristine rivers for paddling excursions and peaceful hiking trails.



# Visit Natural North Florida

## Undiscovered Florida Co-op Advertisement

- ❑ Distributed by Smithsonian Magazine and at VISIT FLORIDA Welcome Centers



# Visit Natural North Florida

## Digital Advertising Campaign - 2018

Florida Target Audience      Impressions

Bicycling      4,123,323

Hiking and Camping      98,678

Canoeing and Kayaking      2,317,772

Total Impressions = 21,079,159



# Visit Natural North Florida

## Market Research

Information on top feeder markets

- ❑ Google Analytics
- ❑ VisaVue, Domestic & International



# Visit Natural North Florida

## Member Education

- ❑ Scholarships to Task Force members and employees of member counties
- ❑ Southeast Tourism Society Marketing College



# Visit Natural North Florida

## Where are Our Top Markets?

Top Countries

Top States

Top Out-of-State Metropolitan Areas



# Google Analytics

## Visit Natural North Florida Website Usage by Top 10 Countries

1. United States
2. Canada
3. United Kingdom
4. India
5. Germany
6. South Korea
7. Netherlands
8. Philippines
9. Brazil
10. Denmark



# Google Analytics

## Visit Natural North Florida Website Usage by Top 10 States

1. Florida
2. Georgia
3. Texas
4. North Carolina
5. Illinois
6. Virginia
7. New York
8. Tennessee
9. Alabama
10. Michigan



# Google Analytics

## Visit Natural North Florida Website Usage by Top 10 Out-of-State Metro Areas, 2017

1. Atlanta, GA
2. New York, NY
3. Charlotte, NC
4. Washington, DC
5. Birmingham, AL
6. Houston, TX
7. Mobile, AL
8. Chicago, IL
9. Dallas-Ft. Worth, TX
10. Nashville, TN



# Visit Natural North Florida

## Why Travel Shows?

- ❑ Drives consumers to website
- ❑ Informs consumers on wide variety of products
- ❑ Places collateral in consumers hands and collects emails for marketing
- ❑ Allows direct interaction with, and provides expert advise to, potential consumers



# Visit Natural North Florida

## Travel Shows

- ❑ Each county represented in marketing materials reaching thousands of travel consumers
- ❑ Booths staffed by Task Force
- ❑ 2018-19 Shows:  
12 Out-of-state,  
5 International
- ❑ 2019-20 Shows:  
9 Out-of-state,  
1 International



# 2018-19 Travel Show Schedule

1. Georgia RV & Camper Show September 2018
2. Boot Dusseldorf January 2019
3. Atlanta Camping & RV Show January 2019
4. Nashville RV Supershow January 2019
5. New York Times Travel Show January 2019
6. London Destinations Holiday & Travel Show January- February 2019
7. Houston RV Show February 2019
8. Chicago RV & Camping Show February 2019
9. Boston Travel & Adventure Show February 2019
10. F.re.e. Messe Munich February 2019
11. Toronto Outdoor Adventure Show February 2019
12. Canoecopia March 2019
13. Philadelphia Travel & Adventure Show March 2019
14. Washington DC Travel & Adventure Show March 2019
15. Ottawa Travel & Vacation Show March 2019
16. Midwest Mountaineering Spring Expo April 2019
17. Bike Expo New York May 2019



# 2019-20 Travel Show Schedule

Atlanta Camping & RV Show	January 2020
New York Times Travel Show	January 2020
Chicago RV and Camping Show	February 2020
Houston RV Show	February 2020
Toronto Outdoor Adventure Show	February 2020
Atlanta Travel & Adventure Show	February/March 2020
Philadelphia Travel & Adventure Show	March 2020
Washington, D.C. Travel & Adventure Show	March 2020
Bike Expo New York	May 2020
Georgia RV and Camper Show	September 2020



# Results

## Bed Tax Increases FY 2014-15 through FY 2017-18

- ❑ 28.6% Statewide
- ❑ 37.5% Task Force Counties
- ❑ **52.9%** Task Force Counties, less Alachua County



# Results

## Steven Raichlen's Project FIRE on PBS, Series Two - July 2019!

- The man who reinvented world barbecue is back with another sizzling season. More projects, more fire...and definitely more easy-to-follow instructions to help you take your grilling to the next level. **Filmed in scenic Steinhatchee, the fishing mecca on Florida's Gulf Coast**, Season 2 of Project Fire brings new grills, new fuels, new dishes, and jaw-dropping new techniques...from grilling fresh flatbreads in the embers to spit-roasting whole beef shoulder over wood, along with hot iron, smoky salt slabs, upright stakes over a campfire, and of course brisket.



# Summary

- ❑ Economic Development
  - ❑ Comprehensive Economic Development Strategy
  - ❑ Econometric modeling
- ❑ Visit Natural North Florida
  - ❑ Regional tourism promotional organization
  - ❑ Branding “Natural North Florida” as a destination



Lauren Yeatter, AICP  
Senior Planner  
352.955.2200, ext. 113  
yeatter@ncfrpc.org

[www.naturalnorthflorida.com](http://www.naturalnorthflorida.com)





# North Central Florida Regional Planning Council

2009 NW 67th Place  
Gainesville, FL 32653-1603  
352.955.2200  
[www.ncfrpc.org](http://www.ncfrpc.org)

