



**Enterprise Florida**

[www.eflorida.com](http://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, Inc. (EFI)

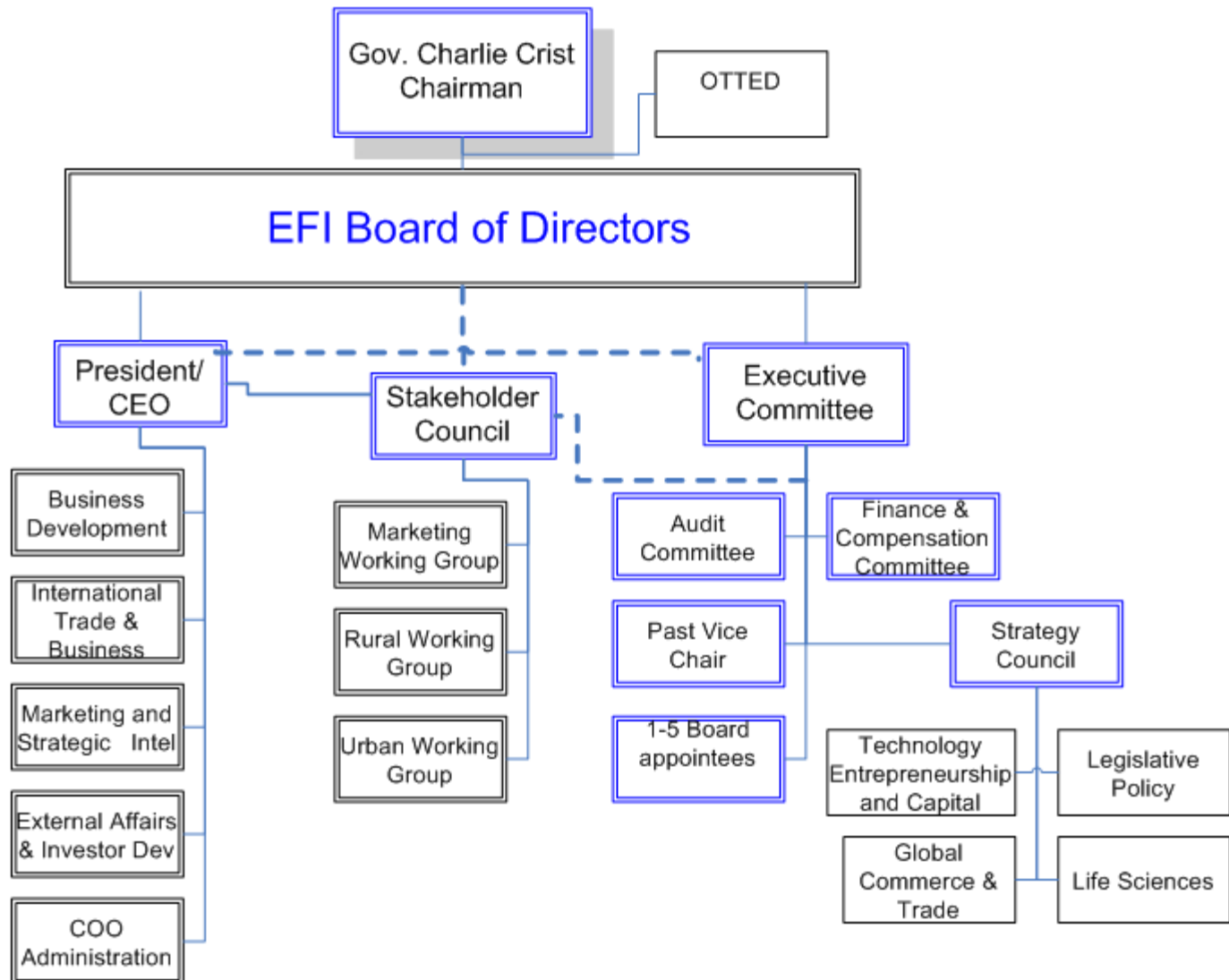
- Florida's **principal economic development organization**
- **Public-private partnership**. Not-for-profit 501(c)(3)
- **Replaced** the Dept of Commerce in 1996
- **Chairman is Governor Crist**

# About Enterprise Florida, Inc. (EFI)

## Key activities:

- Creating **high wage jobs**
- Global **branding** of Florida as a business location
- Promoting Florida **exports**
- Inbound **investment**, foreign (FDI) and domestic
- **Increasing economic opportunities** for Florida's citizens
- Coordinating **Florida's Strategic Plan**: *"Roadmap to Florida's Future"*

# Enterprise Florida Governance





# Florida's Regions ... and EFI Locations





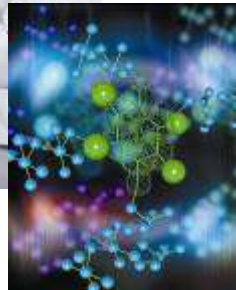
# Enterprise Florida International Offices

★ = Full Service Office (7)

○ = Liaison Office (5)

# Florida's Targeted Industries:

- Life Sciences
- Information Technology
- Aviation / Aerospace / Space
- Homeland Security / Defense
- Financial / Professional Services
- Manufacturing
- Clean Energy
- Emerging Technologies





# Definition of Economic Development:

The effort of a community to improve its local economy by facilitating the creation of well-paying employment opportunities from new and existing businesses thereby improving the community's;

- Financial Base
- Quality of Life
- Workforce

# County tax base increase benefits:

- Creates jobs
- Improves schools
- Infrastructure
- Parks & Recreation



# **# 1 Key to Success: PARTNERSHIPS**

**CRA's and Economic  
Development Organizations**



# Partnership Example: Santa Rosa County

## Economic Development Organization: Team Santa Rosa

- AppRiver Company expansion in Santa Rosa County
- One of the largest software security service providers in the world
- **City of Gulf Breeze CRA** funding \$5 million parking garage to assist with expansion
- Team Santa Rosa assisted CRA to secure \$895,000 in state grants
- Parking garage will be city-owned and operated and paid for with government grants, economic development grants or the city's community redevelopment agency budget.
- Expansion plans include:
  - New state-of-the-art headquarters
  - Economy will be impacted by \$9.2 million (2007 dollars)
  - 80 direct jobs and 33 indirect jobs



# Partnership Example: Sarasota County

## Economic Development Organization: EDC of Sarasota County

- EDC Director serves on **two CRA Advisory Board's**
  - Provides a forum EDC to be knowledgeable about projects and opportunities that exist within the CRA's
  - Provides a forum for city personnel to be knowledgeable about resources available through the EDC
- EDC includes CRA manager on job creation projects and keeps them informed of progress
- Develops strong working relationship with City/CRA when working projects inside and outside of CRA
- Partnership displays a united front to existing and incoming businesses

# Partnership Example: Pinellas County

## Economic Development Organization: EDC of Pinellas County

- EDC provides CRA's with annual data profiles of their communities
- CRA gives EDC redevelopment project updates to get assistance with filling space
- EDC conducted familiarization tours in the CRA areas
- EDC posts CRA web links on web site
- EDC includes incentives from specific CRA's on their web site
- EDC understands CRA goals in order to know types of businesses to recruit
- EDC promotes CRA retail opportunities at trade shows  
(Example: ICSC - International Council of Shopping Centers)

# Partnership Example: Palm Beach County

## **Economic Development Organization: Business Development Board of Palm Beach County**

- Collaborates with Palm Beach CRA on available property inventories
- Collaborates with CRA on assessing Federal stimulus funds and how to disseminate information to residents and businesses in the County
- EDC and CRA meet regularly to share incentives and attraction strategies
- EDC invited CRA for joint presentations to relocation/expansion companies in Lake Worth and West Palm Beach

# Partnership Example: Lake County

**Economic Development Organization: Lake County EDC & Metro Orlando EDC**

## **Suggestions for CRA's:**

- Provide the EDC with incentives specific to your CRA (i.e. Historic Preservation, façade grants etc.)
- Provide the EDC information your economic assets/drivers of the CRA (i.e. hospitals, major employers, airports, etc)
- Provide the EDC with press releases on note worthy innovative companies or stories
- Provide EDC with active list of office and industrial space along with available land
- Utilize your EDC as public speakers on Economic Development education (i.e. “What is Economic Development and Why it is so Important?”)
- Access the EDC research and demographics on your CRA
- Offer to the EDC a tour of the City/CRA to familiarize them with your assets
- Utilize your Workforce Board and EDC to develop training programs for local businesses and underemployed



# Locate the Economic Development organization in your County:

[www.eflorida.com/floridasregions](http://www.eflorida.com/floridasregions)





**FLORIDA. INNOVATION HUB OF THE AMERICAS.®**