

FLORIDA 2011 RURAL SUMMIT

*Florida's Rural Economic Development
Future in the New Economy*

St Augustine
February 16 - 18



Why Attend?

Florida's Statewide Rural Economic Development Summit is back! The 2011 Summit theme is ***Florida's Rural Economic Development Future in the New Economy*** and will focus on the economic development challenges and opportunities facing rural Florida communities in today's technology driven, knowledge-based economy. The Summit will provide a diverse range of high-quality, interactive educational sessions, opportunities to participate in hands-on demonstrations, and invaluable information exchange and networking opportunities. Summit sessions will focus on innovative and best practices, and are designed to provide a combination of substantive information presentations, written materials and web-based

links to enable take-home value, and practical, real-world case study examples of Florida communities. Planned sessions include the Power of Regional Partnerships; Capital Project Investment and Financing; Florida's Rural Economic Development Toolkit and How It Stacks Up with the Competition; and Using E-Commerce/E-Business Practices to Expand Your Business into National and International Markets, along with many others. Don't miss this great opportunity to learn about innovative approaches and resources that may be available to your economic development efforts, and develop contacts and relationships that can help your community! Registration deadline is Friday, February 10, 2011.

Florida's Rural Economic Development Future in the New Economy

AGENDA *at a glance*

Wednesday, February 16, 2011

5:30-7:00 p.m. Conference Welcome Reception

Thursday, February 17, 2011

7:30-8:30 a.m. Registration/Continental Breakfast

8:30-10:00 a.m. General Session: The New Economy:
Challenges and Opportunities for Economic
Development in Rural Florida

10:00-10:30 a.m. Break

10:30 12:00 p.m. Concurrent Sessions

Community Stakeholder Visioning,
Planning, and Economic Gardening:
Building a Solid Foundation to Grow and
Sustain Your Local/Regional Economy

Maximizing the Strategic Partnership
Between Workforce Florida and Local/
Regional Economic Development

12:00-1:00 p.m. Lunch

1:00-2:30 p.m. Concurrent Sessions

The Power of Regional Partnerships:
Leveraging Resources to Develop Creative
Infrastructure Solutions, Gain Exposure to
Business Prospects, and Generate and
Provide Access to Critical Data and
Information

Florida's Rural Economic Toolkit: How
Florida Stacks Up and Competes

2:30-3:00 p.m. Break

Thursday, February 17, 2011

3:00-4:30 p.m. Concurrent Sessions

Is Your Community Ready for Opportunity to
Come Knocking: Best Practices in Prospect
Recruitment and Packaging Project Incentives

The Power of Technology and Innovation:
Using E Commerce/E-Business to Expand
Your Community and Businesses Exposure
from Local to National and International
Markets

5:30-7:00 p.m. Networking Reception

Friday, February 18, 2011

7:30-8:30 a.m. Continental Breakfast

8:30-10:00 a.m. Concurrent Sessions

Innovative Capital Project Investment and
Financing: Emerging Options in an Era of
Frozen Lending

The Emergence of the Creative Sector:
Emphasizing History, Culture, and Natural
Resource Assets to Grow and Sustain Your
Local Economy

10:00-10:30 a.m. Break

10:30-11:30 a.m. Closing General Session

*Hands-on demonstrations of GIS Zoom Prospector and web-based Workforce
Florida Data Systems will be available at scheduled times throughout the Summit.*



Florida's Rural Economic Development Future in the New Economy

Who Should Attend?

The Summit is intentionally designed to attract and facilitate interaction, learning, and information exchange among a diverse group of stakeholders in Florida's rural economic development future. These stakeholders include:

- State and local officials, elected and appointed
- Public and private sector economic development professionals and practitioners
- Federal, state and local economic development agencies
- State, regional, and local Chambers and EDC executives
- Current and prospective business/industry owners and entrepreneurs
- Site selection and development professionals
- Financial institution executives
- Planning, engineering, and legal professionals involved in economic development projects



Hotel Reservations

In order to receive the Rural Summit Conference Rate, you must reserve your room by **January 26, 2011**. For hotel reservations, please use the information listed below.

The Renaissance Resort At World Golf Village 1-800-266-9432

Group Name : NFEDP Rural Summit

Room Rate

\$109 Standard \$159 One Bedroom Suite

Reservation Deadline: January 26, 2011

Summit Registration

The registration fee is \$95 per attendee, and includes conference materials, handouts, two networking receptions, two continental breakfasts, one luncheon, and session refreshment breaks. **To register, please fax the completed form below to 850-487-0041.** Payment may follow in the mail.

REGISTER TODAY: Summit Registration Deadline is Friday, February 10, 2011

Name _____ Title _____

Affiliation _____

Address _____

City _____ ST _____ ZIP _____

Telephone _____

Email _____

Payment Enclosed \$ _____ Check # _____

Payment to follow (signature) _____

Please make checks payable to:
North Florida Economic
Development Partnership.

Credit Cards VISA, MasterCard, or Discover: enter information below, or call Christy Shell at 850-487-4184, Florida Institute of Government Event Coordinator and staff liaison for the North Florida Economic Development Partnership.

VISA MasterCard Discover Exp. Date _____ 3-digit code _____

Name on Card _____

Credit card Number _____

Registration is also available online: [2011 Florida Rural Economic Development Summit](#)

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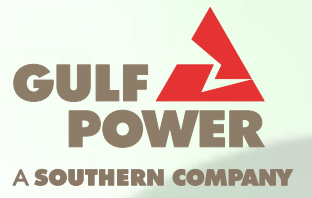
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