

Draft ECONOMIC ELEMENT GOALS, OBJECTIVES & POLICIES

July 21, 2005 Draft

GOAL ECO 1

Lake County shall create an economic environment that will enhance the prosperity and quality of life for all of its citizens. Lake County shall promote balanced and orderly economic prosperity that will provide increased economic opportunity while reducing dependence on any one employment sector.

OBJECTIVE ECO 1.1: DIVERSIFIED AND STABLE ECONOMY

Policy ECO 1.1-1 Lake County shall create a desirable business environment that attracts and retains business by: 1) fostering an attitude that welcomes new and expanding industries; 2) providing necessary infrastructure on an on-going and timely basis for future business locations; 3) streamlining regulations and the review processes; 4) maintaining competitive tax and fee structures; 5) making business incentives available; and 6) supporting employee training and education programs.

Policy ECO 1.1-2 Lake County shall create a desirable quality of life that attracts and retains business through the protection of natural resources, promotion of excellence in education and the expansion of recreational and cultural activities.

Policy ECO 1.1-3 Lake County shall anticipate, foster and encourage an economic development program which serves the needs of existing businesses, actively markets Lake County, and continues to participate in regional economic development efforts.

OBJECTIVE ECO 1.1-2: MAKE KNOWN THE BENEFITS OF LAKE COUNTY

Lake County shall promote public and private sector partnerships that fortify and expand the County's presence in the actively growing Central Florida regional business community

Policy ECO 1.1-2-1 Strengthen Regional Presence

The County shall continue to support the Central Florida regional economy and utilize the strength of the Orlando brand name worldwide. The County shall increase its presence in the region by promoting its own unique image and identity.

Policy ECO 1.1-2-2 Image and Identity

In partnership with the businesses community, chambers of commerce, municipalities, and other interested parties key stakeholders, the County will embark on maintain a marketing program that continues to by 2008 that will expand Lake County's presence in the Orlando Regional business community. Metro Orlando statistical area.

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OBJECTIVE ECO 1.23: RETAIN AND EXPAND EXISTING BUSINESSES

Lake County shall develop incentive and assistance programs which are designed to encourage the retention and expansion of the county's existing businesses and industries.

Policy ECO 1.23-1 Retention of Existing Businesses

To every extent possible, Lake County will ensure that programs, assistance, and incentives which are available to new businesses will be made available to existing business as well. ~~On an ongoing basis the County will evaluate the programs and incentives available to newly established businesses in Lake County to assure that, to every extent possible, similar programs are made available to existing businesses.~~

Policy ECO 1.23-2 Business Expansion

The County's Growth Management Department, in partnership with the municipalities, business community, chambers of commerce, and other key stakeholders will prepare ~~an~~ on an ongoing ~~annual~~ basis a county-wide map that identifies parcels that have the potential (based upon future land use, transportation network, and availability of services) to be used for the ~~expansion~~ ~~and~~ the relocation of new businesses and/or the expansion of existing businesses.

Policy ECO 1.23.3 Effects of Fees, ~~and~~ Taxation ~~es~~ and Regulations

~~On an ongoing basis, the Industrial Development Authority (IDA) shall have studies conducted to determine~~ As needed, the Department of Economic Development and Tourism will present to the Industrial Development Authority an evaluation of the effect of increased fees and/or taxes and regulations on business attraction and retention. The IDA will make recommendations to the Board of County Commissioners based on its findings.

OBJECTIVE ECO 1.34: RECRUIT NEW BUSINESSES AND INDUSTRIES

Lake County shall partner with ~~local and regional~~ the business community, chambers of commerce, municipalities, the Metro Orlando ~~Regional~~ Economic Development Commission ~~Corporation~~, the Lake County Industrial Development Authority ~~Board~~, and other ~~interested parties~~ key stakeholders in efforts to identify and recruit high wage ~~targeted~~ industries while ~~and~~ promoting sound, balanced, diversified and sustainable ~~economy~~ ~~ie development~~ in the County.

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Policy ECO 1.34.1 Prospect Identification

~~By 2008~~ Lake County will ~~implement~~ continue to initiate an aggressive a marketing program ~~that will increase the list which identifies~~ of active prospects ~~by 20% per year~~.

Policy ECO 1.34-2 Target Industries and Occupations

Lake County will partner with the business community, chambers of commerce, municipalities and other key stakeholders ~~County business leaders, the Metro Orlando Economic Development Commission, and other interested parties~~ to focus on identifying and attracting industries that will provide a higher than average wage and which will strengthen the economic base of the County.

OBJECTIVE 1-45: ECONOMIC DEVELOPMENT STRATEGIES

Lake County is committed to developing a business and living environment that promotes economic ~~growth~~ prosperity and opportunity ~~stability today and tomorrow~~. ~~Therefore, The~~ County will continue to engage in strategic planning to develop strategies, policies, and incentives that will allow it to remain competitive ~~in a dynamic economic environment~~.

Policy ECO 1.45-1 Direction and Focus

The ~~Economic Development Coordinator's Office~~ Department of Economic Development and Tourism shall continually evaluate the appropriateness of economic development goals, objectives and policies. The ~~Economic Development Coordinator's Office~~ Department shall periodically review and evaluate its economic development activities. ~~update the Economic Development Business Plan, as part of the ongoing evaluation of economic development activities~~. The County shall use the best available information, along with input from the business community, chambers of commerce, municipalities and other key stakeholders, ~~to guide~~ in the preparation of new economic development objectives and policies and recommend revisions to the Comprehensive Plan as needed.

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OBJECTIVE ECO 1.56: ENHANCE AND ENCOURAGE A SUSTAINABLE AGRICULTURE INDUSTRY

Lake County shall develop and maintain programs which are designed to enhance ~~the~~ opportunities for sustainable agricultural pursuits. ~~so that Lake County may preserve its rural character.~~

Policy ECO 1.56-1 Agricultural Advisory Committee

The County, in partnership with the Board of County Commissioners Agricultural Advisory Committee, will research and make recommendations on programs and incentives that will help maintain viable the agricultural businesses. ~~within appropriate areas of the County.~~

Policy ECO 1.56-2 Value of Agriculture

The County, in partnership with the agricultural industries, will promote the economic value of agriculture through education and marketing endeavors.

Policy ECO 1.56-3 Clearinghouse of Agricultural Information

The County, in partnership with the ~~Economic Development Coordinator,~~ Cooperative Extension Service, will provide a clearinghouse of information and resources to businesses in the agricultural field to help sustain the industry.

OBJECTIVE ECO 1.67: ALLOCATE ADEQUATE ACREAGE FOR FUTURE ECONOMIC NEEDS

Lake County shall identify future land use needs and ensure that adequate ~~residential,~~ commercial, and industrial acreage is available for development.

Policy ECO 1.67-1 Business-friendly Land Use Allocations

Lake County ~~realizes there exists is a need to~~ will foster and encourage the creation of additional business and commerce throughout the County. Therefore, in order to provide the necessary acreage infrastructure and intensities to grow sustain the county's economic engine-prosperity, Growth Management staff will, in partnership with recommendations from the Department of Economic Development and Tourism, the business community, chambers of commerce, municipalities and other key stakeholders, define within the Future Land Use Element and map adequate areas for the creation and expansion of high-wage businesses and industries within Lake County.

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OBJECTIVE ECO 1.78: INTENSITY IN PLANNED DEVELOPMENT AREAS

The County shall evaluate and monitor the need for higher intensity in targeted development areas to assure that targeted industries and occupations are able to develop the targeted areas as economic ~~growth~~ ~~employment~~ centers.

Policy ECO 1.78-1 Target Areas

The County will partner with ~~local municipal leaders~~ the business community, chambers of commerce, municipalities, and other key stakeholders, as well as local and regional economic development organizations in its efforts to identify ~~target areas throughout the county.~~ ~~Target areas~~ economic employment centers that serve as focal points for business development and expansion. ~~, and have (or will have):~~ These centers will have access to the regional highway systems; a variety of housing opportunities and price ranges; and locations which are situated in ~~an~~ areas with the capacity to handle higher intensity ~~planned~~ commercial and industrial development.

OBJECTIVE ECO 1.89: ENSURE NECESSARY INFRASTRUCTURE TO FACILITATE ECONOMIC ~~DEVELOPMENT~~ PROSPERITY

Lake County shall provide the infrastructure on an on-going and timely basis in preparation for ~~to facilitate~~ planned economic development.

Policy ECO 1.89-1 Transportation Network

The County will assure that the Transportation Element, the MPO Long Range Transportation Plan, and the Capital Improvement Program harmoniously focus and address the transportation needs of our existing and future business community.

Policy ECO 1.89-2 Utility Services

As the County has chosen not to provide utilities for the citizens and businesses of the county and is dependent on municipal and private enterprises for these services, by 2008 the County shall have in place a contingency plan to address the strategies and options which would be available should one of these utility providers fail to meet its obligations to the citizens and businesses of Lake County.

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Policy ECO 1.89-3 Libraries, Parks and Trails

Generally referred to as *quality of life indicators*, the libraries, parks and trails (both wooded and blueways) must be maintained and expanded to ensure our current and future residents will continue to enjoy these amenities that add to the character of Lake County.

~~Policy ECO 1.8-4 Foster Strong Neighborhood Organizations~~

~~Neighborhood organizations are the building blocks for strong communities. The County shall continue its efforts to maintain and expand the communication channels with these groups as a way of disseminating information and reaching consensus on future policy decisions. The County shall continue to support and sponsor the community building efforts of the Community Enhancement Working Group.~~

OBJECTIVE ECO 1.910: WORKFORCE DEVELOPMENT

Lake County recognizes the crucial role an educated and trained workforce plays in the retention and recruitment of business and industry. Therefore, in partnership with public and private enterprise, the County will endeavor to bring advanced educational opportunities to the residents of Lake County.

Policy ECO 1.910-1 Advanced Educational Opportunities

The County will actively seek and support advanced educational opportunities by working with the Lake Sumter Community College, University of Central Florida, Lake Tech Center and other educational providers to expand the technical training and college level offerings and to increase accessibility to educational opportunities for residents in all areas of the County. ~~for its residents and by 2008 have a plan in place to add to the existing technical and college level course work now made available at the campuses of Lake Sumter Community College and its partner, the University of Central Florida.~~

OBJECTIVE ECO 1.101: SUPPORT TOURISM

Policy ECO 1.101-1 Actively Promote Lake County

The County will actively promote itself as a prime destination for tourism activities in Central Florida as well as and support the tourism industry in the regionCounty.

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Policy ECO 1.101-2 Eco-Tourism

The County will continue to promote eco-tourism businesses and opportunities. ~~while balancing the need to protect the natural beauty found in the County.~~

Policy ECO 1.101-3 Tourist Development Tax

The County will continue to use the Tourist Development Tax to ~~provide advertising and infrastructure to~~ promote tourism in Lake County. ~~and by 2008 will coordinate and hold an Annual Tourist Development Convention.~~