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INTRODUCTION

DEFINITIONS

GOAL ECON 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 1.0 DIVERSIFIED AND STABLE ECONOMY

1.1 Create a desirable business environment

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.

1.2 Create a desirable quality of life

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.

1.3 Encourage economic development program

Lake County shall anticipate, foster and encourage an economic development program that serves the needs of existing businesses, actively markets Lake County, and continues to participate in regional economic development efforts.

OBJECTIVE 2.0 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

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.

2.2 Image and Identity

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

OBJECTIVE 3.0 RETAIN AND EXPAND EXISTING BUSINESSES

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

3.1 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.

3.2 Business Expansion

The County's Growth Management Department, in partnership with the municipalities, business community, chambers of commerce, and other key stakeholders will prepare on an ongoing 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 the relocation of new businesses and/or the expansion of existing businesses.

3.3 Effects of Fees, Taxes and Regulations

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 4.0 RECRUIT NEW BUSINESSES AND INDUSTRIES

Lake County shall partner with the business community, chambers of commerce, municipalities, the Metro Orlando Economic Development Commission, the Lake County Industrial Development Authority, and other key stakeholders in efforts to identify and recruit high wage industries while promoting balanced, diversified and sustainable economy in the County.

4.1 Prospect Identification

Lake County will initiate an aggressive marketing program which identifies active prospects..

4.2 Target Industries and Occupations

Lake County will partner with the business community, chambers of commerce, municipalities and other key stakeholders 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 5.0 ECONOMIC DEVELOPMENT STRATEGIES

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

5.1 Direction and Focus

The Department of Economic Development and Tourism shall continually evaluate the appropriateness of economic development goals, objectives and policies. The Department shall periodically review and evaluate its 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, in the preparation of new economic development objectives and policies and recommend revisions to the Comprehensive Plan as needed.

OBJECTIVE 6.0 PERMITTING PROCESS

6.1 One-Stop Permitting Process

The County Department of Growth Management will implement and improve the *One-Stop Permitting Process* in keeping with section 288.1093 and section 403.973 Florida Statutes.

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- 6.1.1 The County will establish a one-stop permitting system to lower development costs and reduce the gap between project review and construction.
- 6.1.2 The County will create a One-Stop Permitting system that not only allows citizens to complete the development approval process in one physical location but also allows the initiation and completion (to the extent possible) of their transactions via the internet.

OBJECTIVE 7.0 ENHANCE AND ENCOURAGE A SUSTAINABLE AGRICULTURE INDUSTRY

Lake County shall develop and maintain programs designed to enhance opportunities for sustainable agricultural pursuits.

7.1 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.

7.2 Value of Agriculture

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

7.3 Clearinghouse of Agricultural Information

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

OBJECTIVE 8.0 ALLOCATE ADEQUATE ACREAGE FOR FUTURE ECONOMIC NEEDS

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

8.1 Business-friendly Land Use Allocations

Lake County 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 the county's economic 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.

OBJECTIVE 9.0 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 employment centers.

9.1 Target Areas

The County will partner with 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 economic employment centers that serve as focal points for business development and expansion. These centers will have access to the regional highway systems; a variety of housing opportunities and price ranges; and locations which are situated in areas with the capacity to handle higher intensity commercial and industrial development.

OBJECTIVE 10.0 ENSURE NECESSARY INFRASTRUCTURE TO FACILITATE ECONOMIC PROSPERITY

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

10.1 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.

10.2 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.

10.3 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.

OBJECTIVE 11.0 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.

11.1 Advanced Educational Opportunities

The County will actively seek and support advanced educational opportunities by working with Lake Sumter Community College, the University of Central Florida, Lake Technical Center and other educational providers to expand the technical training and college level offerings made available to the residents of Lake County. The County will also seek and support programs that increase accessibility to educational opportunities at all grade levels (inclusive of pre-K through 12th grade) for residents in all areas of the County.

OBJECTIVE 12.0 SUPPORT TOURISM

12.1 Actively Promote Lake County

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

12.2 Eco-Tourism

The County will continue to promote eco-tourism businesses and opportunities.

12.3 Tourist Development Tax

The County will continue to use the Tourist Development Tax to promote tourism in Lake County.