

**Draft ECONOMIC ELEMENT
GOALS, OBJECTIVES & POLICIES**

July 21, 2005 Draft

OBJECTIVE ECO 1.3: RECRUIT NEW BUSINESSES AND INDUSTRIES

Lake County shall partner with local and regional chambers of commerce, the Orlando Regional Economic Development Corporation, the Lake County Industrial Development Board, and other interested parties in efforts to identify and recruit targeted industries and promote sound, sustainable economic development in the County.

Policy ECO 1.3.1 Prospect Identification

By 2008 Lake County will implement a marketing program that will increase the list of active prospects by 20% per year.

Policy ECO 1.3-2 Target Industries and Occupations

Lake County will partner with 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 which will strengthen the economic base of the County.

Policy ECO 1.3-3 Special Task Force on Economic Development

Lake County shall establish a Special Task Force on Economic Development to identify target industries and recommend a specific implementation plan that will attract, recruit, and retain high-wage jobs and revenue-generating industry and business opportunities for Lake County. This Task Force shall be comprised of professionals in the public and private sector representing growth areas of the county with a diversity of corporate and institutional expertise. The Task Force shall consult with economists, regional planners, and county and municipality governments to explore partnership opportunities, potential enterprise incubator projects, and where appropriate consider incentives to attract high-end business and employment opportunities. Target industries to be evaluated include but are not limited to: office and financial services, light manufacturing, high technology, telecommunication, distribution, health care services, research, higher education, and tourism.