



Lake County

Wellness Way

Sector Plan



Average is over

We must create value and bring something extra to the table.

Need to create sustainable “places”...not projects.

Reducing public debt & creating wealth is essential.

Purpose-driven planning & responsible investment will be the next decade of economic progress.

Initiative

What will tomorrow look like?

Strategic
Planning

A silhouette of a person with long hair, seen from the side, holding a glowing white sphere with both hands. The sphere is the source of light, creating a bright glow and casting a soft light on the person's hands. The background is a warm, orange and yellow sunset sky. The text 'Strategic Planning' is written in red on the sphere.

Initiative

What are the possibilities?

A silhouette of a person with long hair, seen from the side, holding a glowing white sphere with both hands. The sphere is bright and has the word "Vision" written on it in red. The background is a warm, orange and yellow sunset sky. The person's arms are extended forward, and the sphere is positioned between their hands.

Vision

Initiative

A silhouette of a person with long hair, seen from the side, holding a glowing white sphere with both hands. The background is a warm, orange and yellow sunset sky. The text 'Logistics with Global Gateway' is overlaid on the sphere in red.

Logistics with
Global
Gateway

Initiative

A silhouette of a person with long hair, seen from the side, holding a glowing sphere. The sphere is bright yellow and white, and contains the text 'Health & Wellness'. The background is a warm, orange and yellow gradient, suggesting a sunset or sunrise.

Health
&
Wellness

Initiative

A silhouette of a person with long hair, seen from the side, holding a glowing sphere with both hands. The sphere is bright yellow and white, and the word "Environment" is written on it in red. The background is a warm, orange and yellow sunset sky.

Environment

Initiative

A silhouette of a person with long hair, seen from the side, holding a glowing white sphere with both hands. The sphere is the source of light, creating a bright orange and yellow glow that fills the background. The person's arms are extended forward, and their hands are positioned to cradle the sphere. The overall mood is serene and hopeful.

Recreation
and
Health

Initiative



Incubation

Possible High-Impact Incubators

Not a *hunt & capture* strategy for one single user...instead,
a *cultivate & grow* approach
that capitalizes on existing assets.

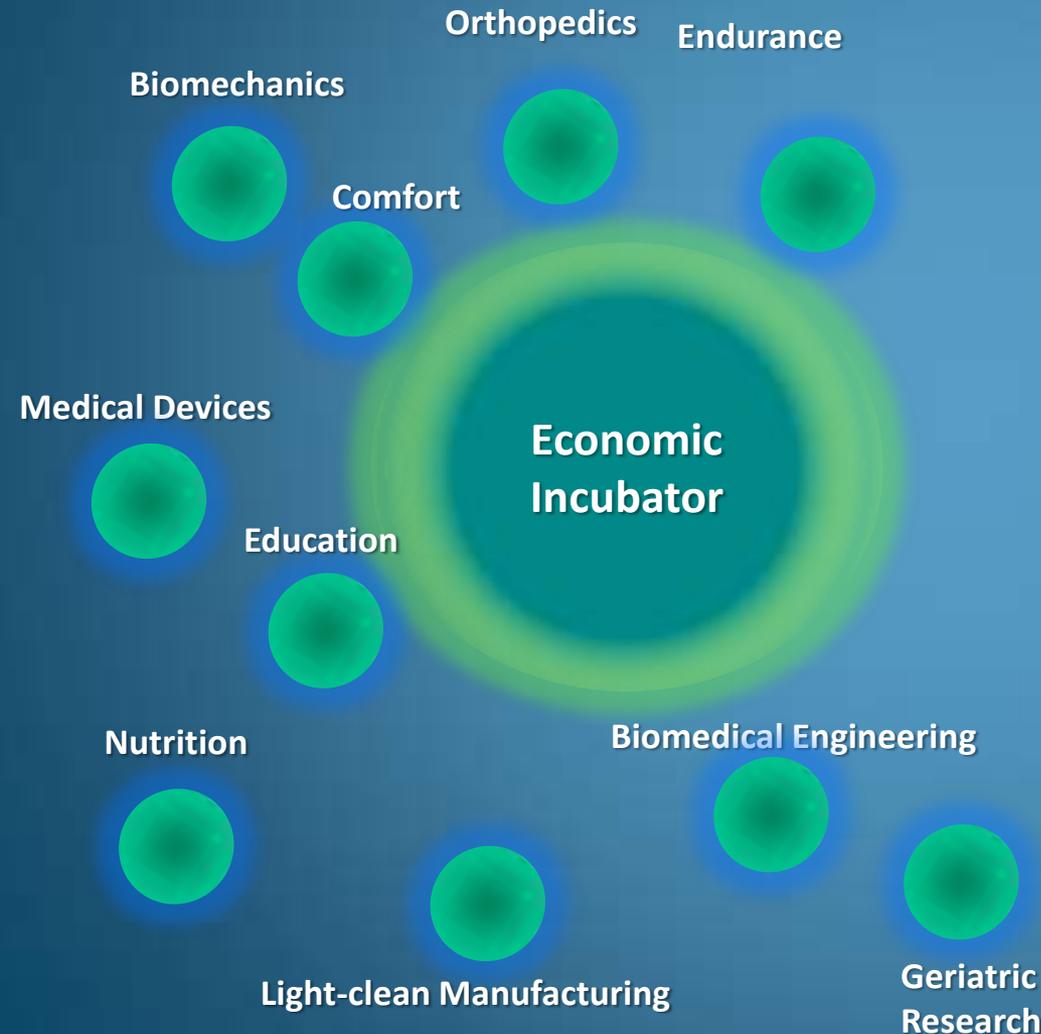
- Human Performance Science & Technology
- Ecological Research
- Agri-technology
- Smart Energy (fuel cells, smart battery/electric car, solar, biofuels)
- Transportation Logistics
- Health and Geriatric Research



Incubation – planting a seed to nurture a specific objective

Possibilities ?

Human Performance Science & Industry



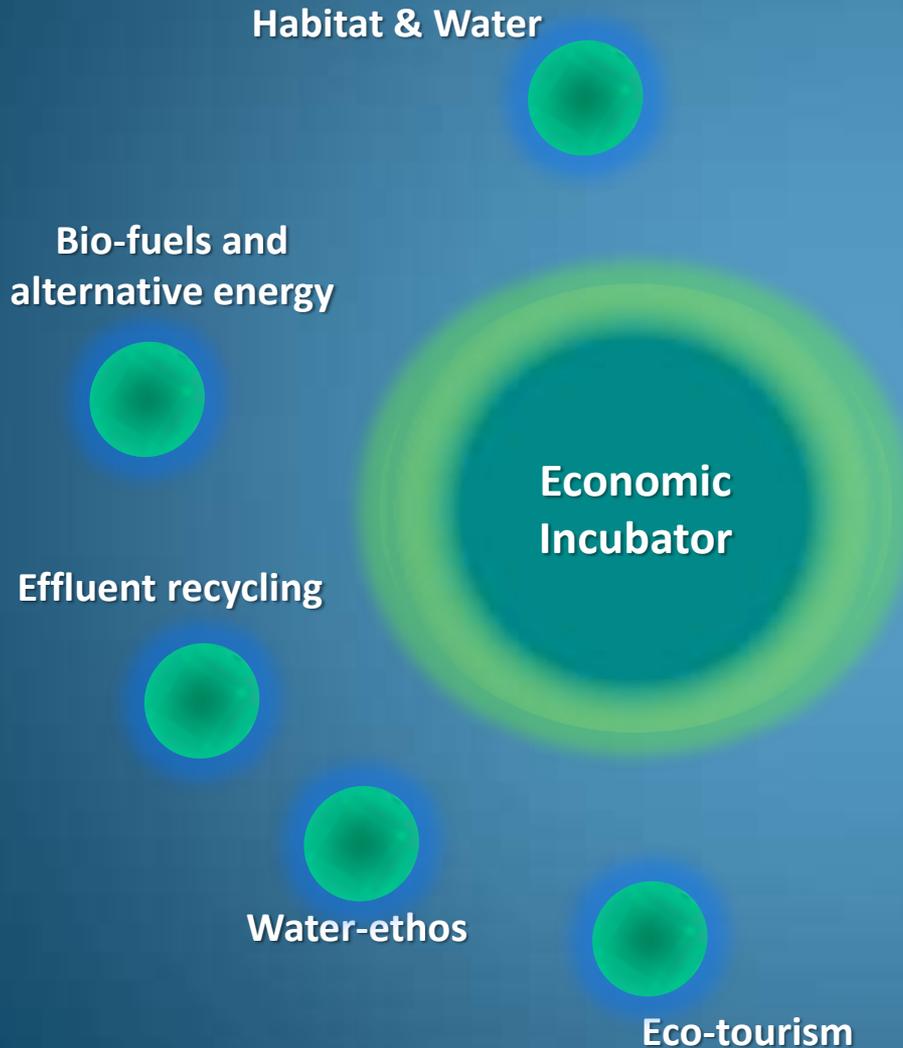
Idea Statement

- Builds on Lake County's South Lake Hospital, National Training Center, Lake Louisa State Park and demographics.
- National Training Center is a premier year-round human performance elite athlete training facility for track and field, swimming and triathlons.
- South Lake Hospital is home to nationally renown orthopedics who specialize in sports medicine. Creates an environment for commercial investment in business & related industry for human performance, sports and health related industries.

Human Performance Science & Industry



Ecological Research Incubator



Idea Statement

- Design, build, operate an Ecology Research Institute to produce, market & sell bulk applications to relevant ecological markets, i.e., ecological plastic from organic waste.
- Function as the seed enterprise for an integrated peer-to-peer ecological research & business institute.
- Relationships to national and international research organizations for greater sharing of knowledge.

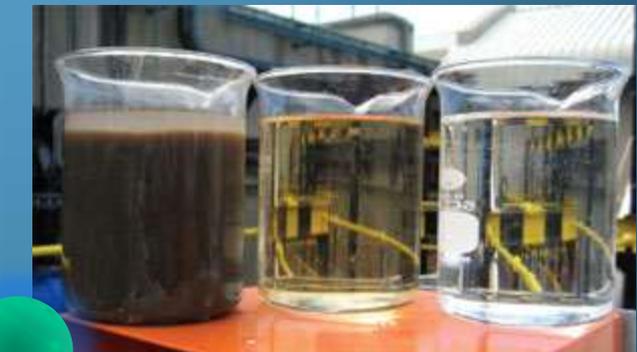
Ecological Research Incubator



Ecological plastic from organic waste

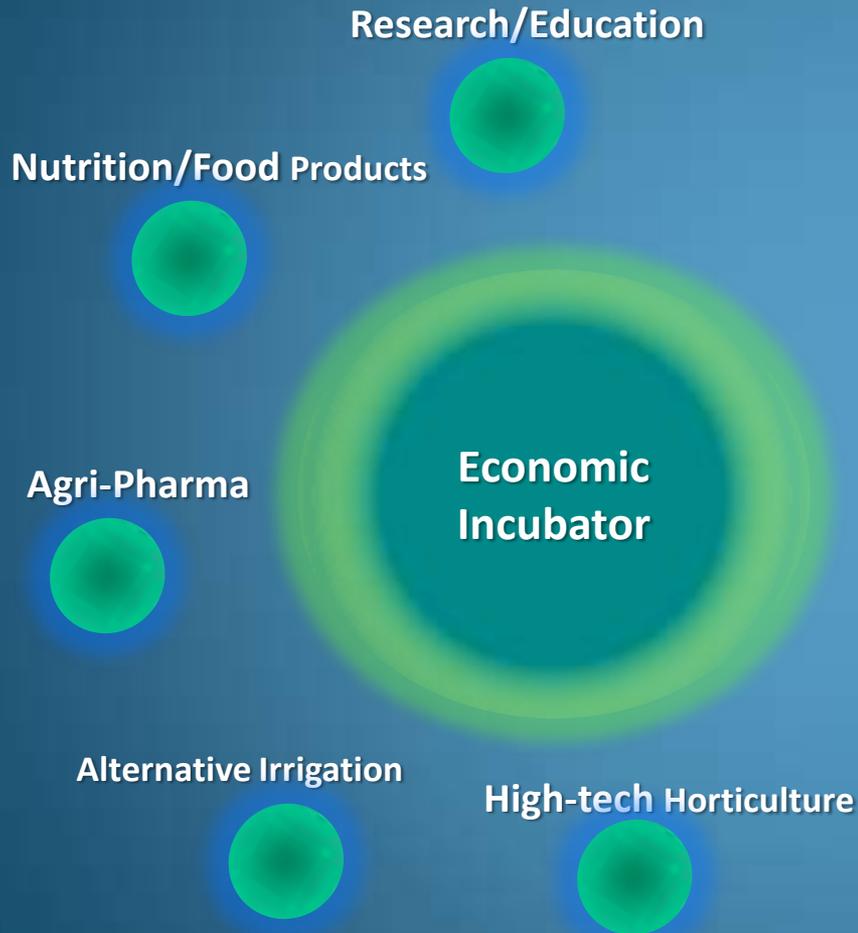


Sand & water filters for reclaimed wastewater for agriculture and irrigation



Progressive cleaning of effluent into quality reusable water

Agri-technology Incubator



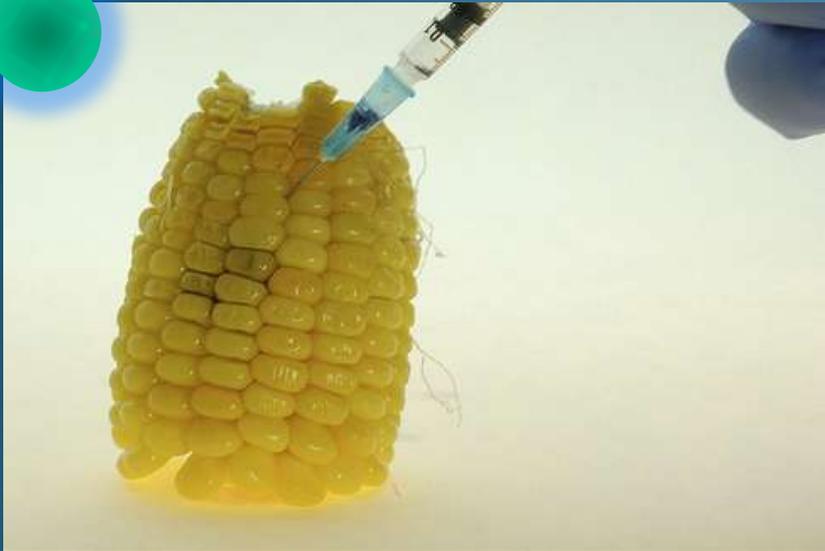
Idea Statement

- Florida \$35B net sales / 336,000 job creation
- Plant life sciences “mirror” human life sciences
- Tremendous potential impact development of “healthful” food products
- Directly connected to products consumed by those who participate in human performance

Agri-technology Incubator



Bio-genetics



Nutrient-farming



Agri-pharma



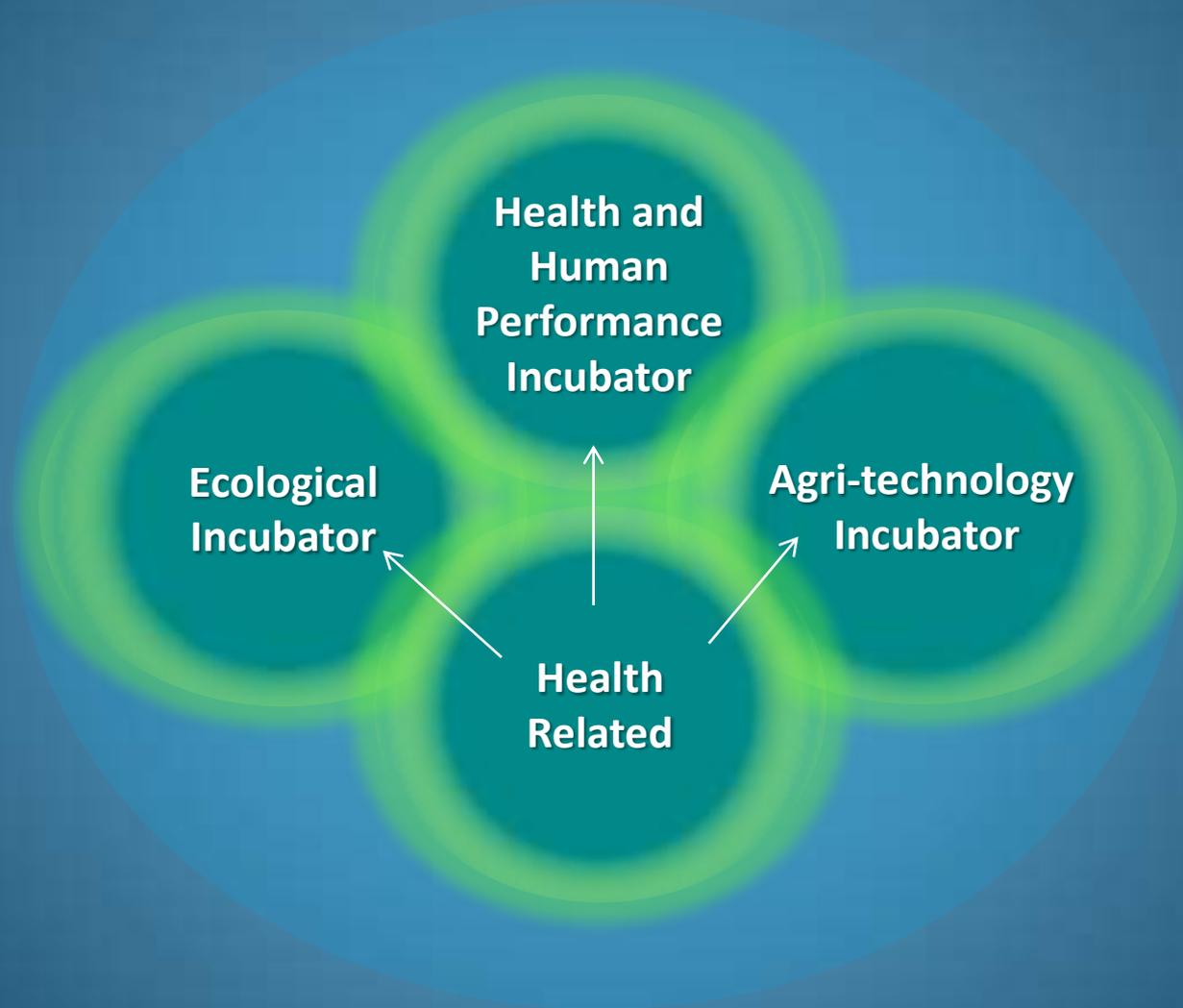
"By genetically engineering tobacco and lettuce plants, we've created vaccines for malaria, cholera, anthrax and the plague as a cheap alternative to injectable vaccines. You grow the plants and then convert them into orally administered capsules."

Dr. Henry Daniell, UCF Pegasus Professor and
Director of the Daniell Lab for Molecular
Biotechnology Research

Alternative Irrigation



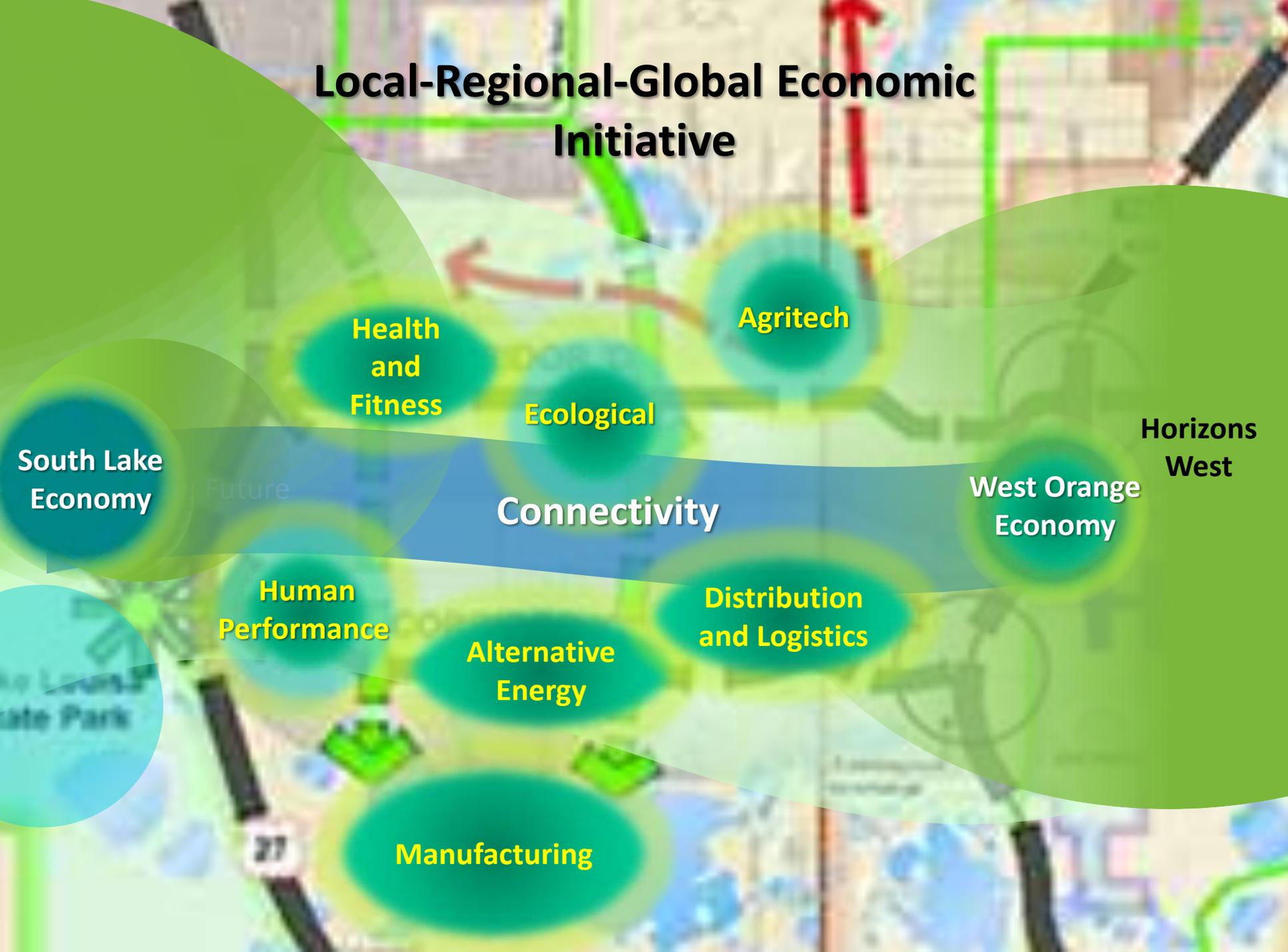
Incubator Synergies





How do we *connect* the dots?

Local-Regional-Global Economic Initiative



Health and Fitness

Agritech

Ecological

South Lake Economy

Horizons West

West Orange Economy

Connectivity

Human Performance

Distribution and Logistics

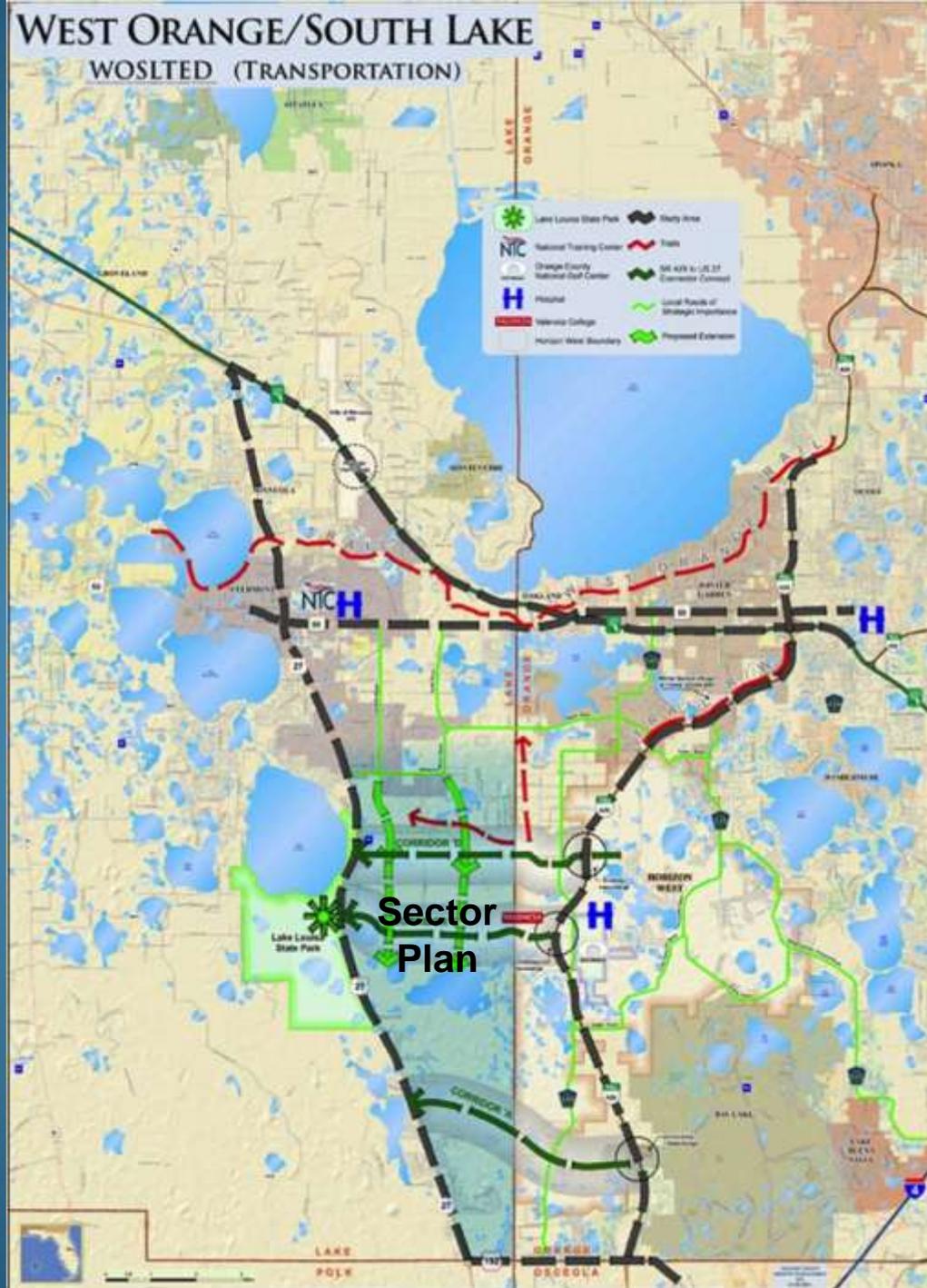
Alternative Energy

Manufacturing

27

WEST ORANGE/SOUTH LAKE

WOSLTED (TRANSPORTATION)



Sector Plan

The Path to Success





Lake County

DEVELOPMENT PROGRAM

- HOSPITAL
600
- OFFICE SPACE
2,000,000
- COLLEGE CAMPUS
1,000
- HOUSING UNITS
5,000
- PUBLIC SCHOOLS
3,000
- COMMERCIAL & WAREHOUSE
3,500,000
- RECREATION & PARKS
300,000
- HOTELS & MEETING SPACE
1,000

ECONOMIC BENEFITS

2012-2030

TOTAL BENEFITS \$542,888,471

- SALES TAXES
\$236,814,760
- PROPERTY TAXES
\$225,579,711
- IMPACT & OTHER FEES
\$80,494,000
- \$2,040,000,000 INVESTED**
23,400 JOBS

BENEFICIARIES

- STATE OF FLORIDA
\$210,188,562
- LAKE COUNTY GOVERNMENTS
\$200,030,816
- LAKE COUNTY PUBLIC SCHOOLS
\$113,608,810
- OTHER AGENCIES
\$19,060,283



Horizon West

DEVELOPMENT PROGRAM



ECONOMIC BENEFITS

2012-2030

TOTAL BENEFITS \$1,963,616,598



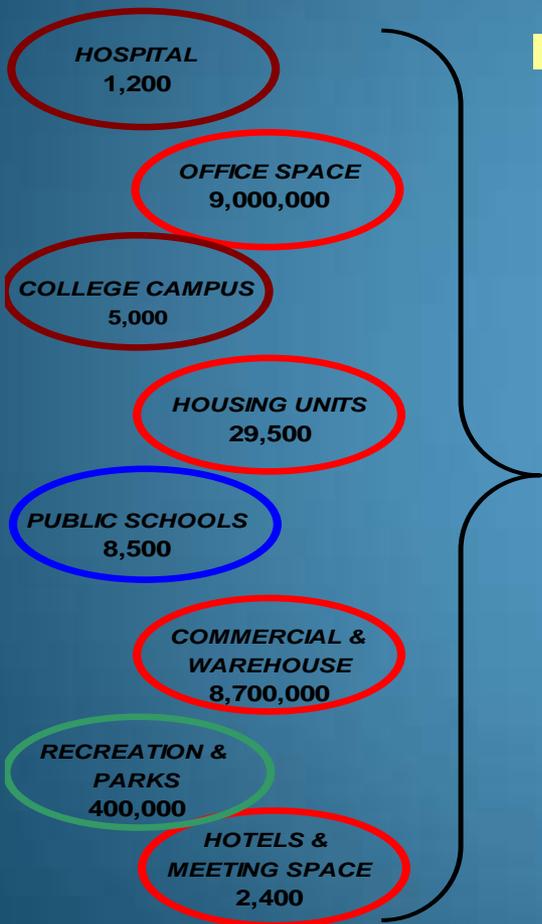
BENEFICIARIES





Combined

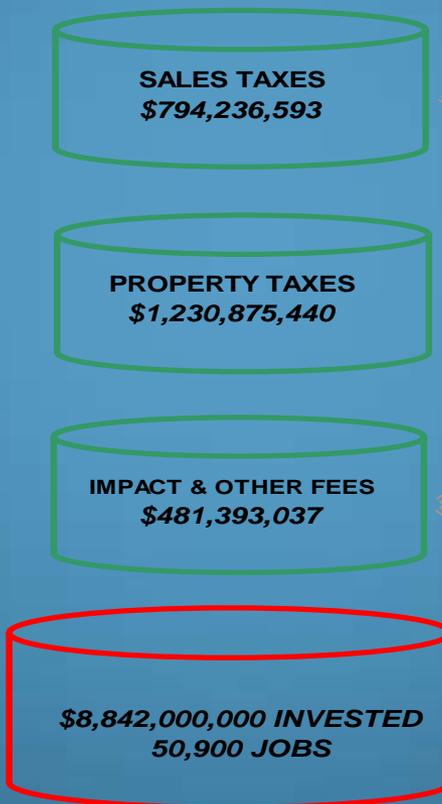
DEVELOPMENT PROGRAM



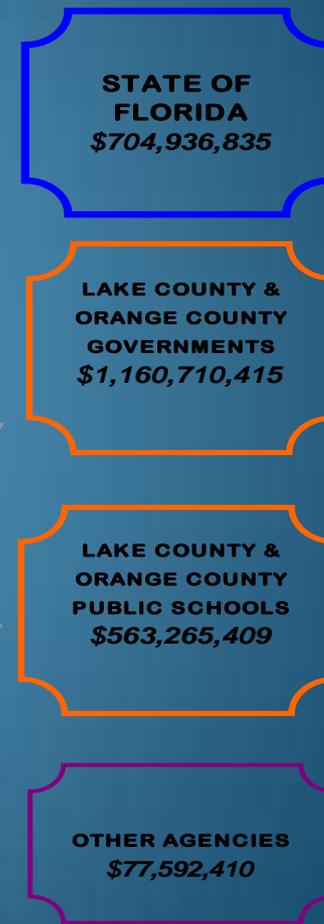
ECONOMIC BENEFITS

2012-2030

TOTAL BENEFITS \$2,506,505,069



BENEFICIARIES



Sector Plan Overview

Brian Sheehan

Overview

Prior Board Action



- **May 2011** – BCC approved Resolution 2011-70 supporting economic development in South Lake
- **October 2011** - Meetings with the Department of Economic Opportunity and Legislative Delegation
- **January 2012** - BCC approved \$50,000 contribution toward development of Sector Plan
- **February 2012** - Dept. of Economic Opportunity support received for proposed Sector Plan Study Area
- **July 2012** – Board approved funding agreement

Benefits

- Long-term planning for a large areas, protects neighborhoods & avoids sprawl
- Addresses regional issues
- Fosters innovative planning and development strategies
- Protects regionally significant resources and facilities
- Creates economic opportunity



Overview

South Lake Planning Area Map

- Roughly 16,200 acres
- **Boundary**
 - North:** State Road 50
 - South:** U.S. Highway 192
 - East:** Orange County
(Horizon West)
 - West:** U.S. Highway 27
- Encompasses three potential east-west transportation corridors



Property Owner Participation



Corporation Formed with more than 24 property owners with more than 11,000 acres to create public-private partnership and provide \$175,000 in funding

South Lake Community Planning Fund, Inc.

Board of Directors

Jerry Chicone Herb Kahlert

Chuck Piper Jim Karr

Procurement Process Sector Plan



- Pre-proposal meeting with interested planning firms
- Request for Proposals will be issued
- Experienced with Developments of Regional Impact, Comprehensive Plans and/or Sector Plans required
- Knowledge of Lake County
- Lake County reciprocal purchasing provision will be followed
- Award will be based on Best Value basis (Technical expertise and cost)

Next Steps

- Step 1:** Issuance of a Request for Proposals (RFP) once funds are placed in escrow account (December/January)
- Step 2:** Review Proposals & Select best value proposal (January 2013)
- Step 3:** BCC approves contract (February 2013)
- Step 4:** Consultant provides Wellness Way Master Plan for consideration by the BCC as Comprehensive Plan Amendment (July 2013)
- Step 5:** County adopts Detailed Specific Area Plans to implement Master Plan (2013 and beyond)



LAKE COUNTY
FLORIDA