

*Down the Road: Lake County is creating a new online artist registry, which contains contact information and assist event organizers in locating artists, musicians and cultural venues to meet their needs.*

*TARGET RICH — Lake County's new strategic economic development plan identifies industry sectors, such as agritech, that the Department of Economic Growth & Redevelopment is working to attract to the area.*

## Friendly Environment

### *Attractive Setting*

Lake County adopted a new economic strategic plan that outlines a roadmap to diversify its economy and tax base. The set of strategies includes an implementation plan to guide efforts of the Department of Economic Growth & Redevelopment and sets goals and initiatives to spur economic development, such as diversify the tax base through innovation, industry attraction and business development.

In addition, the plan identifies target industry sectors that Lake County should try to attract, including:

- Health & Wellness
- Cleantech
- Agritech
- Business Services
- Arts, Recreation & Leisure

### **Sage Advice**

*Use both sides of paper.  
Once you print something and no longer need it, flip the paper over and use the other side.*

*examples of their work. The registry was designed to*

*To view the artist registry, log on to [www.lakecountyfl.gov](http://www.lakecountyfl.gov), keyword: artist.*

### Striking Scenery

The Department of Tourism & Business Relations illustrated the abundance of adventures in Lake County through a new 52-page Lake County Vacation Guide. The guide features informative articles, suggested day trips and comprehensive listings of accommodations, restaurants, annual events and attractions. In addition, Lake County's graphical prowess was decorated with its first-ever Savvy Award from the City-County Communications and Marketing Association (3CMA) for the 2006 Annual Report. The Office of Information Outreach designed the annual report, which also won a Red Baron Media Award from the Florida Festivals and Events Association.

### Sweeping Landscape

The Department of Growth Management's review process was greatly streamlined, helping new development projects unravel the red tape with a fast and consolidated system. The Building Services Division unveiled a new online payment feature for permits. The County Web site ([www.lakecountyfl.gov](http://www.lakecountyfl.gov)) allows users to access, apply and search for permits. Previously, to finish the permitting process, an applicant needed to visit the Lake County Administration Building to make a payment. An applicant can now log back into the e-permitting system and make a payment with a MasterCard or Visa.