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
Initiative

What are the possibilities?

Vision
Logistics with Global Gateway Initiative
Initiative

Environment
Initiative

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 renowned 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

National Training Center
Clermont, FL

Physiological Testing
Oxford Brookes U.K.

Clinical Practices

Performance Lab
Univ. Salford U.K.

Lake County Florida
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

Alternative Irrigation

“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
Incubator Synergies

- Health and Human Performance Incubator
- Ecological Incubator
- Agri-technology Incubator
- Health Related
How do we *connect* the dots?
Anticipating the Future

Local-Regional-Global Economic Initiative

South Lake Economy

Health and Fitness

Ecological

Agritech

Horizons West

West Orange Economy

Human Performance

Connectivity

Alternative Energy

Distribution and Logistics

Manufacturing
The Path to Success

West Orange South Lake Transportation & Economic Development Task Force

2011
ADOPT VISION

2012
IDENTIFY FUNDING SOURCES

2013
DEVELOP THE SECTOR PLAN

2014
SECURE FUNDING & R.O.W.
BUILD INFRA-STRUCTURE
INITIATE INCUBATORS
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

- HOSPITAL 600
- OFFICE SPACE 5,000,000
- COLLEGE CAMPUS 4,000
- HOUSING UNITS 24,500
- PUBLIC SCHOOLS 5,500
- COMMERCIAL & WAREHOUSE 1,600,000
- RECREATION & PARKS 100,000
- HOTELS & MEETING SPACE 1,400

ECONOMIC BENEFITS

2012-2030

TOTAL BENEFITS $1,963,616,598

- SALES TAXES $557,421,833
- PROPERTY TAXES $1,005,295,729
- IMPACT & OTHER FEES $400,899,037
- $6,802,000,000 INVESTED 27,500 JOBS

BENEFICIARIES

- STATE OF FLORIDA $494,748,273
- ORANGE COUNTY GOVERNMENT $960,679,599
- ORANGE COUNTY PUBLIC SCHOOLS $449,656,599
- OTHER AGENCIES $58,532,127

$6,802,000,000 INVESTED 27,500 JOBS
Combined

DEVELOPMENT PROGRAM

- HOSPITAL
  - 1,200
- OFFICE SPACE
  - 9,000,000
- COLLEGE CAMPUS
  - 5,000
- HOUSING UNITS
  - 29,500
- PUBLIC SCHOOLS
  - 8,500
- COMMERCIAL & WAREHOUSE
  - 8,700,000
- RECREATION & PARKS
  - 400,000
- HOTELS & MEETING SPACE
  - 2,400

ECONOMIC BENEFITS 2012-2030

- TOTAL BENEFITS
  - $2,506,505,069
- SALES TAXES
  - $794,236,593
- PROPERTY TAXES
  - $1,230,875,440
- IMPACT & OTHER FEES
  - $481,393,037
- $8,842,000,000 INVESTED
  - 50,900 JOBS

BENEFICIARIES

- STATE OF FLORIDA
  - $704,936,835
- LAKE COUNTY & ORANGE COUNTY GOVERNMENTS
  - $1,160,710,415
- LAKE COUNTY & ORANGE COUNTY PUBLIC SCHOOLS
  - $563,265,409
- OTHER AGENCIES
  - $77,592,410

$1,160,710,415

$2,506,505,069

$794,236,593

$1,230,875,440

$481,393,037

$8,842,000,000 INVESTED

50,900 JOBS
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)