



# Southwest Florida Regional Planning Council

[www.swfrpc.org](http://www.swfrpc.org)

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## Comprehensive Economic Development Strategy (CEDS) Committee Meeting



MEETING NOTICE

**Vision Statement:**

*Southwest Florida will attract, retain, and create quality business to diversify its economic base, while protecting the natural and cultural environments, to promote economic stability, greater job and educational opportunities, and higher income for its residents.*

**September 22, 2011 at 10:00am**

**Second Floor Conference Room**

Conference Call/Webex Meeting

<https://suncom.webex.com/suncom/j.php?J=599076168>

Dial In-Number: (888) 808-6959

Conference Code: 2550232

- 1 Welcome and Introductions
- 2 Minutes of July 29, 2011
- 3 Comprehensive Economic Development Strategy Annual Update
- 4 Discussion of the 2012 Meeting Schedule; Monthly, Bi-Monthly, Quarterly
- 5 Vital Project Updates
  - a) Sustainable Communities Planning Grant Update – Jennifer Pellechio, SWFRPC
  - b) Broadband Florida Planning Grant Update - Jennifer Pellechio, SWFRPC
  - c) Brownfield's Coalition Grant Update - John Gibbons, SWFRPC
- 6 CEDS Rewrite – Jennifer Pellechio, SWFRPC
- 7 Other Business
- 8 CEDS Committee Comment
- 9 Public Comment
- 10 Next Meeting, TBD
- 11 Adjournment

**Project Portal Website:**

<http://www.swflregionalvision.com/>

# COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY COMMITTEE WEBEX/MEETING JULY 29, 2011

## Attendees

Gary Jackson, FGCU  
Warren Baucom, Lee County EDC  
Marvin Collins, City of Fort Myers  
Allan Lane, City of North Port  
Rod Casto, University of South Florida  
Frank Mambuca, USMetro  
Deborah Forester, Charlotte County  
Jennifer Pellechio, SWFRPC  
Nichole Gwinnett, SWFRPC  
John Gibbons, SWFRPC  
David Hutchinson, SWFRPC

## **Welcome and Introductions**

Ms. Pellechio called the meeting to order at 1:10 p.m. and introductions were made.

## **Meeting Minutes**

**Dr. Jackson moved and Mr. Baucom seconded to approve the minutes of March 24, 2011. The motion carried unanimously.**

## **Item #3(a) – Project 4 – Principals of Sustainability (Brownfields Program) – Mr. John Gibbons**

Mr. Gibbons of staff gave a verbal presentation on the status of the Brownfields Coalition Assessment Grant. He announced that the next Brownfields meeting is scheduled for August 29<sup>th</sup> at 10:00 a.m. at the SWFRPC.

Dr. Jackson asked Mr. Gibbons if there are any matching funds required with the grant. Mr. Gibbons replied no.

Ms. Forester asked Mr. Gibbons if he knows, if the RPC is awarded the grant, how the funds are going to be allocated throughout the jurisdictions. Are there interlocal agreements from each of the MPOs to ensure that each county will receive the same amount of funds? Mr. Gibbons explained that the grant funds would be allocated to those jurisdictions along the US 41 Corridor. It would be left up to the Brownfield Committee to make those recommendations.

Mr. Collins stated that there needs to be a rational process for the allocation of funds and to also balance it with jurisdictional consideration. His concern is not to get funded because it is based solely on dividing on proportionality.

Ms. Forester stated that she doesn't want to delay the discussion and will wait until the Brownfield meeting on the 29<sup>th</sup>; however, if Charlotte County decided to go along with the Coalition grant, they would like to have some assurance that there would be an Interlocal agreement with the SWFRPC.

Mr. Gibbons stated that he feels that there would be at least 1-2 sites within each county.

Mr. Collins stated that he doesn't feel that it should solely be based on per capita, but it should be based on identified need.

### **Item #3b – Project 5 – Regional Innovation Network (Broadband Planning Project) – Jennifer Pellechio**

Ms. Pellechio gave a presentation on the Broadband Planning Project.

Mr. Hutchinson stated that there has been interest from the health sector because it helps makes their move into visual records more feasible. Also, the universities are heavily involved.

Mr. Mambuca stated that he would like to offer his services.

### **Item #4 – Economic Development District (EDD) Annual Award – Scope of Work**

Ms. Pellechio stated that everyone was aware that the Council did receive the award; however, we were placed on a continuing resolution and we were funded for only short period of time. She announced that the continuing resolution has been lifted and now everything has come through for the three year grant project.

### **Item #5a – Updated Membership List**

Ms. Pellechio explained that staff of the SWFRPC has been working with her to update the membership list and also create the various committees related to economic development.

### **Item #5b – Draft Bylaws**

Ms. Pellechio explained that both she and Ms. Gwinnett have been doing research on the bylaws and came to the conclusion that the bylaws were not necessary. She didn't want to restrict the committee in any way that they wouldn't be able to function, i.e. participation rate. She then referred to EDA's CEDS requirement which was used to form the CEDS Committee and it is also used to develop the CEDS.

### **Item #5c – Updated Appointments/Membership**

Ms. Pellechio explained that the current membership lists 36 members and there is also an interested individuals group. The private representatives need to be 51% of the committee, which we have on the membership.

Ms. Pellechio explained that there are still updates being done to the website.

### **Item #6a – Mid-Term Action Plan Report – Due by July 31<sup>st</sup>**

Ms. Pellechio explained that each of vital projects have key people identified and those people are the ones that normally provide the data that get inputted into the report. She noted that she writes what has been done as the Council to help facilitate or advance any of the projects within the CEDS.

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**Item #6b – CEDS Annual Update Process – Due by September 30<sup>th</sup>**

Ms. Pellechio gave an overview of the update process. She noted that this is the last year for the CEDS five- year plan. After this is submitted to EDA, we will be forming several task groups with the Council’s new Regional Visioning Committee to establish a new CEDS document which will be due the following year.

**Item #8 - Other Business**

Ms. Pellechio announced at the Council’s Regional Visioning Committee will be holding their first meeting on Thursday, August 18<sup>th</sup> at 1:00 p.m.

Ms. Pellechio reviewed the Chambers’ Six Pillars.

**Item #9 - Member Comments**

No comments were made at this time.

**Item #10 - Public Comments**

There were no comments made at this time.

**Item #11 - Adjournment**

The next meeting has been scheduled for Thursday, September 22nd at 10:00 a.m.

The meeting was adjourned at 2:02 p.m.

## **COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS) ANNUAL UPDATE**

As an Economic Development District designated in 1992 by the U.S. Department of Commerce, from the Economic Development Administration (EDA), the Southwest Florida Regional Planning Council is required to submit a Comprehensive Economic Development Strategy (CEDS) for the District. The CEDS serves as a guide or blueprint for economic development activities to be undertaken in a particular area. EDA requires a CEDS from any area that is requesting EDA funding for a project. As a result, the submission of the District CEDS by SWFRPC removes the burden of creating a CEDS by each city or county that elects to apply for EDA funding.

The CEDS includes background information on the District, as well as an action plan describing the focus of future economic development activities. The background information for the CEDS includes an analysis of the region. The CEDS blueprint was developed by the Regional Planning Council's Economic Development Strategy Committee. The attached document is the Annual Report SWFRPC must submit to EDA to describe the progress made under each of the projects described in the CEDS.

The following timeline for the CEDS Annual Update document will be the following:

- Quarterly 2011 the Strategy Committee provides comments to the draft document.
- August 22, 2011 through September 29, 2011 will be the public comment period. A web portal to assist with the revision efforts for the region can be accessed by this link: <http://www.swflregionalvision.com/CEDS.html>
- September 16, 2011 forwarded to the Southwest Florida Regional Planning Council for approval.
- September 22, 2011 the Strategy Committee approved the draft document
- September 30, 2010 the final document will be forward to Economic Development Administration (EDA).

**RECOMMENDED ACTION:** Review the attached document and authorize staff to submit it to the Economic Development Administration once the 30-day comment period is over and all changes are incorporated. Submittal of this document will be September 30th.

SOUTHWEST FLORIDA REGIONAL PLANNING COUNCIL

COMPREHENSIVE ECONOMIC  
DEVELOPMENT STRATEGY  
2011 ANNUAL REPORT



SOUTHWEST FLORIDA'S ECONOMY



SERVING CHARLOTTE, COLLIER, GLADES, HENDRY, LEE AND SARASOTA COUNTIES SINCE 1973

# ECONOMIC DEVELOPMENT DISTRICT

## 2011 ANNUAL UPDATE

Planning Grants to Economic Development Districts,  
Redevelopment Areas, and Indian Tribes  
Section 301(b)  
Public Works and Economic Development Act of 1965, as amended

Award Number: #04-83-06492  
Grant Period: January 1, 2011 - December 31, 2013

THIS DOCUMENT WAS PREPARED UNDER A FINANCIAL ASSISTANCE AWARD (04-83-05874)  
FROM THE U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

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# ADJUST

## THE SOUTHWEST FLORIDA REGIONAL PLANNING COUNCIL

The Comprehensive Economic Development Strategy (CEDS) Committee is comprised of members of the Southwest Florida Regional Planning Council (Council), a multi-jurisdictional planning agency, public officials, private individuals, economic development leaders and additional stakeholders from throughout the region. The Council provides technical and planning assistance to six counties in Southwest Florida: Charlotte, Collier, Glades, Hendry, Lee, and Sarasota. The coordination functions of the Council include reviewing and maintaining local comprehensive plans, acting as a clearinghouse for federal and state agencies, and providing technical assistance. The Council also undertakes economic development, transportation, and emergency management planning activities.

The Council is organized under Section 163.01 and Chapter 186, Florida Statutes. Operating procedures consist of an Interlocal Agreement, executed in 1973 and amended in 1980, Florida Administrative Code 29I, and Chapter 120 Florida Statutes. Council membership consists of 37 people, of which 4 are non-voting ex-officio members. Two-thirds of the voting members are elected county and city officials, with the remaining voting members appointed by the Governor. All 6 counties are represented on the Council, as well as 12 of the 16 municipalities in the region.

The Council is assisted by a professional staff of 25 and a number of special purpose committees. These committees make recommendations that are presented to the Council for approval. One such committee is the Economic Development Strategy Committee.

The Council manages and maintains the on-going CEDS document and is responsible for its implementation, evaluation and updating as necessary. The Council employs a full-time staff person that directs the activities. Jennifer Pellechio focuses on the Economic Development District and various economic development projects. In addition, she is also responsible for the *Economic Views*, published monthly and revising sections of the on-going update to the Council's Strategic Regional Policy Plan (SRPP).



Southwest Florida is a diverse region located along the Gulf of Mexico. The region links together Florida's central urban corridor, western coastal communities, southern metropolitan areas, and interior agricultural lands in a patchwork of vibrant coastal cities; suburban communities, and rural farm towns.

The region faces a significant challenge in developing and executing a cohesive unified identity. The region covers such a large geographic region that each county has developed its own unique culture. Although the coastal counties have experienced greater economic development, the inland counties are being targeted for major long-range development plans in the future.

**CHANGES IN THE AREA'S POPULATION**

According to the 2010 census population estimates, the region's population has reached 1,531,724. Lee County has the largest population in the region and has experienced the largest percent change over the past 10 years at 40%. While the two inland counties, Hendry and Glades, have the lowest population share, only Hendry county experienced the lowest percent growth with 8%.

**Table 1: Population Figures**

County	2010	2000	% Change
Charlotte	159,978	141,627	13.0%
Collier	321,520	251,377	27.9%
Glades	12,884	10,576	21.8%
Hendry	39,140	36,210	8.1%
Lee	618,754	440,888	40.3%
Sarasota	379,448	325,961	16.4%
Region	1,531,724	1,206,639	26.9%

Source: BEBR - Florida Population: Census Summary 2010

**CHANGES IN THE AREA'S ECONOMY**

Southwest Florida is "ground zero" for economic problems related to unemployment and foreclosures, due to the region's high reliance on housing industry and seasonal tourism for jobs.

From June 2010 to June 2011, Glades County lost a higher percentage of jobs (0.4 percent) than any other county in the region. In June 2011, Lee County had an unemployment rate of 11.6 percent, Charlotte County at 11.1, Collier County at 11.3, Glades County at 9.4, Hendry County at 16.2 and Sarasota County at 10.8 percent, and the Southwest Florida region at a rate of 11.4 percent, which was slightly higher than the State of Florida unemployment rate of 11.1 percent. Due to the downturn in the economy, Southwest Florida has a high number of unemployed skilled, semi-skilled and unskilled laborers that must be retrained.

**Table 2: Unemployment Rate**

COUNTY (PRELIM)	JUN. 11	MAY. 11 (REVISED)	JUN. 10 (REVISED)	% CHANGE*	
				MAY. 11/ JUN. 10/	JUN. 11 JUN. 11
CHARLOTTE	11.1%	10.4%	12.4%	4.6%	-10.7%
COLLIER	11.3%	9.9%	12.2%	10.9%	-8.5%
GLADES	9.4%	8.4%	12.2%	10.1%	0.4%
HENDRY	16.2%	13.4%	16.1%	14.8%	-0.3%
LEE	11.6%	10.9%	13.0%	6.1%	-12.4%
SARASOTA	10.8%	10.4%	11.8%	4.2%	-11.7%
REGION	11.4%	10.5%	12.5%	6.8%	-10.8%
STATE	11.1%	10.5%	11.6%	5.2%	-4.5%

Note: Sum of detail may not equal totals due to rounding.

\* Calculation of percent change is by actual revised numbers.

Source: Agency for Workforce Innovation.

**LABOR FORCE, EMPLOYMENT AND UNEMPLOYMENT:** In 2009, the entire region experienced high rates of unemployment that exceeded the State level. In 2010, the Southwest Florida labor force decreased by 6,063 persons or 0.9% and unemployment in the region increased to 12.9% compared to 12.1% in 2009.

**AIRPORT PASSENGERS:** Overall, the number of regional airline passengers increased this past year. Southwest Florida International Airport experienced a 1.3% increase in the number of airline passengers and the Sarasota/Bradenton Airport reported a decrease of 0.9%. Charlotte County Airport reported an increase of 41.4%, due to additional airline services. As in the past years, passenger traffic peaked temporarily in the month of March, with more than 1,186,364 people traveling through Southwest Florida airports.

**BUILDING PERMITS:** The construction industry, which is a major sector of the Southwest Florida economy, recorded an annual increase in the number of building permits issued last year. The region experienced a 24.8% increase in the number of single-family permits issued and a 155.3% increase in the number of multi-family permits issued and overall, the total number of regional dwelling unit permits increased by 94.6% in 2010. The value of all reported residential permits increased 25.1% from \$7.6 million in 2009 to \$9.6 million in 2010 and the total value of all reported permit activity increased 18.8% from \$2.0 billion in 2009 to \$2.4 billion in 2010.

**SALES ACTIVITY:** Regional gross and taxable sales increased from 2009 to 2010. Gross sales increased 1.6%, from \$40.3 million in 2009 to \$41.0 million in 2010.

**CONSUMER PRICE INDEX** The Consumer Price Index measures the cost of items in several specific categories and is used as an indicator of the general rate of inflation through time. Between 2009 and 2010, the Consumer Price Index for all Urban Consumers, of the CPI-U, rose 1.7% from 214.5 to 218.1.



# STRATEGY COMMITTEE

## THE COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY COMMITTEE

The Economic Development Strategy Committee (EDSC), was instrumental in preparing the new Comprehensive Economic Development Strategy (CEDS) that was approved by the Regional Planning Council in September 2007. The EDSC also addressed other economic issues of regional significance and identified potential joint projects.

Between meetings, the Executive Directors of the local economic development organizations met as needed to address issues of immediate concern to the region. Through the EDSC, the Regional Planning Council assisted in clarifying any projects and support needed to address grant opportunities thought the year.

The EDSC also plays a crucial role in maximizing partnership opportunities between the community and private sector participants. One of the committee's **VITAL** projects was funded by a cash-match from several of the key players in the committee. EDSC participation is essential because they utilize diverse representation to complete hard to reach projects.

The following is a list of the current Economic Development Strategy Committee members.

COMMITTEE MEMBER	AFFILIATION
Mr. Brian Goguen	Private Sector Reps
Ms. Kate Gooderham	Private Sector Reps
Mr. Mitch Hutchcraft	Private Sector Reps
Ms. Alexis Crespo	Private Sector Reps
Ms. Anne Merrill	Private Sector Reps
Mr. Doug Gyure	Private Sector Reps
Ms. Beth Mayberry	Private Sector Reps
Mr. Brian Rist	Private Sector Reps
Mr. Mark Schlehr	Private Sector Reps
Mr. Robert Mulhere	Private Sector Reps
Ms. Janis Fawn	Private Sector Reps
Mr. Russ Weyer	Private Sector Reps
Mr. Frank Mambuca	Private Sector Reps
Mr. Tom Danahy	Private Sector Reps
Mr. Rock Aboujaoude	Private Sector Reps
Mr. Bert Hamilton	Private Sector Reps
Ms. Gina Reynolds	Community Leaders
Mr. Tom Patton	Community Leaders
Mr. Mark Huey	Community Leaders
Ms. Joan McGill	Community Leaders
Mr. Gregg Gillman	Community leaders
Ms. Debrah Forester	Community Leaders
Ms. Tracy Whirls	Community Leaders
Mr. Gary Quill	Community Leaders
Mr. Jim Moore	Community Leaders
Ms. Ruth Buchanan	Community Leaders
Dr. David C. Kakkuri	Institutions of Education
Mr. Dan Regelski	Institutions of Education
Mr. Rod Casto	Institutions of Education
Dr. Gary Jackson	Institutions of Education
Mr. Jim Wall	Workforce Development Board
Hon. Kenneth (Butch) Jones	Public Officials
Ms. Andrea Messina	Public Officials

# REPORT

## STATUS REPORT (Technical Components)

There have been changes to the technical components of the EDA-approved CEDS for this annual report update. Therefore, this report has been made available for public review for 30 days prior to the submission to EDA. See the SWFRPC's Project Portal website [www.swflregionalvision.com/CEDS.html](http://www.swflregionalvision.com/CEDS.html) or the SWFRPC's Latest News section on our homepage [www.swfrpc.org](http://www.swfrpc.org), for further details. Also

## PERFORMANCE OF THE CEDS

To date, the CEDS has been instrumental in achieving the overall goals of the Council.

The Project Section of this document include descriptions of **VITAL** projects identified in the 2007 CEDS document. The Southwest Florida Regional Planning Council (SWFRPC), and its Economic Development Strategy Committee currently participates and plans to initiate approved projects within the next two years. The following Section, which is entitled Strategic Project Update, includes a brief description of each project's current status.

## ACTIVITIES FOR THE UPCOMING YEAR

The Economic Development Program will continue and expand the number of projects and programs that is currently underway. Using the same development strategy, the Council will focus on four areas: 1) Staffing the Comprehensive Economic Development Strategy Committee (Committee) and its Executive Committee (Subcommittee); 2)

assisting with project development; 3) identifying projects for financial assistance; and 4) providing technical assistance.

The Committee will remain an important forum for discussing and addressing issues of regional significance in a coordinated, timely manner. Membership on the Committee, as well as its subcommittees, will be open to any interested organization. Council staff will coordinate quarterly meetings of the Committee during 2011-2012. The Subcommittee will also meet on an as-needed basis.

In addition, the Council will expand the SWFRPC website to include more information based on the needs of the Committee. The Council has already taken great strides in making historical information on the local economy more readily available to the public, through its office and through its website [www.swfrpc.org](http://www.swfrpc.org).

The Council will continue to identify projects for funding by EDA and other agencies.

The Council will continue to work with communities in the region to assist them with their projects. Council staff will participate on task forces to address specific issues by gathering information for grant applications and by helping build support for projects as necessary. The committee continues to share information and to collaborate on new opportunities as they arise.

# STRATEGIC PROJECT UPDATE

## PROJECT 1 - FHREDI/SOUTH CENTRAL RACEC RURAL CATALYST PROJECT

The RACEC Team has identified the following top five sites: (1) Sebring Regional Airport in Highlands County; (2) Airglades Airport & Industrial Park in Hendry County; (3) Wal Mart Distribution area in DeSoto County; (4) Palmdale site in Glades County; and (5) Florida Tradeport in Collier County. The team has further identified the target industries to be: (a) Healthcare and Sciences; (b) Building Component Design and Manufacturing; (c) Niche Manufacturing; (d) Logistics and Distribution; and (e) Bio-Fuels and Energy. The target industry chosen for Site "1" is Healthcare and Sciences.

The Rural Catalyst Project is currently on track with permitting nearing completion. The infrastructure funding strategy needed for the project is underway along with a marketing campaign with the key focus on each of the industries associated with the project. The result and activities are expected to provide a shovel-ready development site that will attract major (targeted) industries that will produce a catalyst effect within the region, producing higher wage jobs and related benefits.

## PROJECT 2 - REGIONAL INCUBATOR NETWORK

The regional incubator network project reached a major milestone with the completion of the Southwest Florida Regional Business Incubator Planning Study, in August 2009. The 220 page study is a comprehensive regional study

and available on the SWFRPC's website ([www.swfrpc.org](http://www.swfrpc.org)).

The study is a key foundation for additional project steps that include regional coordination of entrepreneurial assistance efforts. These efforts include work to improve the educational factors, development of a regional consulting and mentoring network, and the provision of a regional business incubator network. The Regional Business Incubator Network Study will also benefit from a related CEDS project that is intended to expand broadband capacity to the region.

There are numerous new incubator and entrepreneurial initiatives active in the Southwest Florida Region. The Immokalee CRA has worked with Collier County to obtain \$300,000 in funding to begin the process of developing an incubator. The City of North Port in Sarasota County is working with the State College of Florida to complete an assesment work plan feasibility for the development of an incubator. The City of North Port offers an annual Entrepreneurial Academy that lasts eight weeks and helps potential new entrepreneurs learn best business practices and how to develop a business plan. The Florida Gulf Coast University Innovation-Hub Research Park, located in Lee County near the University, is currently under development and has begun planning for an incubator to be located in it's research park. The Economic Development Corporation of Sarasota County and the Economic Development Council of the Mana

**PROJECT 2 - REGIONAL INCUBATOR NETWORK (Continued)**

tee Chamber of Commerce has issued a request for proposals for consulting services to establish a South Tampa Bay Innovation Center (business incubator) for Sarasota and Manatee Counties. The economic development committee meets quarterly to discuss regional efforts to integrate and enhance entrepreneurship and incubator development.

**PROJECT 3 - AIRPORT ECONOMIC PROJECTS**

Charlotte County:

- Extension Utilities & Road

Ongoing - Council staff continues to assist Charlotte County Airport Authority in the development of this project. New road with utilities to serve proposed distribution facility is completed. Piper Road South is under construction. Piper Road North needs additional funding for construction.

Collier County:

- Immokalee Master Plan
- Air Traffic Control Tower
- Apron/Ramp Extension
- Rehabilitation of Runway
- Rehabilitate Runway Lights
- Construct Runway Extension

Ongoing - Council staff continues to assist the Collier County Airport Authority in the development of these projects.

Hendry County:

- Access Road Improvement (Airglades)
- Status for Airglades: The access road im-

provement has not been completed. Hendry County just recently completed runway drainage improvements and is in the process of constructing the storm water management system for the airport and the industrial park, which will be located at Airglades. Hendry County has divided the industrial park into phases and individual components in order to move the project forward due to the lack of available funds. Any planned road improvements or new access roads to the airport are part of the industrial park improvements.

- Construct Terminal Building (Labelle Airport)
- Status for Labelle: Currently receiving bids “which came back below what was expected” for the west side development at the airport. Ground breaking should occur around the first of the year, if not sooner. The project consists of a taxi way addition, improved lighting and some stormwater management facilities modifications.

Ongoing - Council staff continues to assist Hendry County in the development of these projects.

Sarasota County:

- Airport Master Plan Update
- Airport Land Use Consensus Plan
- Airport Master Drainage Plan
- Design and Construct Road and Utilities
- Demolish Circus Arena Building

Ongoing - Staff continues to assist the Venice Municipal Airport Authority in the development of these projects.

## PROJECT 4 - CLIMATE PROSPERITY STRATEGY

A review of actual accomplishments of the CEDS Action Plan during the period is on going. The SWFRPC has been and will continue to actively establish cooperative relationships with: Local governments; Non-governmental organizations (NGOs); Academia; Chambers of commerce; Workforce development offices; and Private businesses. Meetings that introduced the project to the regional community have been held and ongoing collaboration continues through the Energy and Climate Committee established by the SWFRPC.

The Council has joined the U.S. Environmental Protection Agency's "Energy Star Partner" program and was recently recognized with an award from the National Association of Development Organizations (NADO) for being the first governmental agency in Southwest Florida to have a LEED-accredited planner on staff.

The SWFRPC Energy & Climate Committee has met several times and established a goal: "Reduce the Region's per capita carbon-based energy consumption over the next five years by using energy efficiencies, conservation, and alternative and renewable energy sources."

They also initially identified three top priority projects: Conservation, Solar Thermal Heating, and Legislation.

Most recently, the SWFRPC staff has continued their efforts to engage economic development stakeholders in order to identify any addition-

al priority projects approved by the Energy & Climate Committee. The Committee approved the development of a Communications Plan as an additional strategic element of the Climate Prosperity Project for Southwest Florida.

A presentation relating the need for a communications plan was developed by a private sector stakeholder and funding is being sought to develop and implement a communications plan for the Climate Prosperity Project in the CEDS. It is the communications plan provide information concerning the SWFRPC's Climate Prosperity Project's activities, to expand the Climate Prosperity Project governance structure beyond the existing structure of the SWFRPC, and to identify the SWFRPC's existing Energy and Climate Committee with regional public/private partnerships that will coordinate government and private sector Sustainability Coordinators, Energy and Climate Task Forces , Green Technologists and interested parties.

Regional, Sustainable and Relevant: Those are the words that are often heard when discussing the Council's commitment to the people of Southwest Florida. Many folks across the region want to be involved in a program that will allow the integration of energy ideas and ultimately lead to an implementation of a Regional Sustainable Plan.

The SWFRPC proposes leading an effort to study planning issues of regional importance, seek public input, and provide recommendations to enable sustainable growth in the region.

The SWFRPC's Regional Sustainable Planning Program consists of a consortium of units of government, non-profit organizations, and allied public and private sector partners that seek to develop a regional plan.

The Council intends to continue to introduce people, both in the public and private sectors, the visioning process that allows citizens in all communities the opportunity to visualize and formalize their concept of a well-planned, viable lifelong community.

In order to develop a comprehensive sustainability plan that can be used to guide a region's energy, health, food, transportation, housing, development, and other investment decisions over a period of decades, it is necessary to not only bring all of the key governmental entities to the table, but also educational institutions and non-profit organizations, which can provide a non-governmental perspective on regional needs. An important role for the consortium will be to ensure that all key factors in a region are engaged in the process of developing the plan and to provide assurance that the plans will be implemented.

Through this process, the consortium will craft a set of standards to guide future policy and develop a set of metrics to monitor land use, community design, and health issues, including climate change, energy use, and regional food planning.

## **PROJECT 5 - REGIONAL INNOVATION NETWORK (BROADBAND)**

The Southwest Florida Regional Planning Council (SWFRPC) has entered into a collaborative effort with Tampa Bay Regional Planning Council (TBRPC), and the Central Florida Regional Planning Council (CFRPC). The Florida Broadband Planning Project is a two-year project that will develop a structured, comprehensive process for a regional broadband plan, particularly for areas that have been traditionally underserved. The plan will develop and implement regional planning process, toolkits and training that can be integrated into the current work of the RPCs to assist regions to develop broadband plans. The project will inventory and document local broadband assets and broadband demand through an inclusive process that draws residents and institutional actors to develop a comprehensive regional plan.

TBRPC will administer the project through an agreement with the State of Florida Department of Management Services (DMS). Total funding for the two-year Florida Broadband Planning Project is \$990,000 with additional matching funds of \$247,500. The project began on July 1, 2011 and ends on June 30, 2013.

Florida DMS administers the State's broadband development programs, with funding provided by the National Telecommunications and Information Administration's Broadband Technology Opportunities Program. The project is ongoing

**PROJECT 5 - REGIONAL INNOVATION NETWORK (BROADBAND) (Continued)**

and continues to provide essential research and baseline information to citizens, anchor institutions, business and universities.

The DMS has established a Broadband Programs Office (BPO) to manage projects funded through the supplemental award. The BPO through the funded projects would manage the implementation of the following broadband projects;

- Library Technology Assessments
- Local/Regional Broadband Planning
- Broadband Grant Team Support
- Broadband Data and Mapping
- Broadband E-Rate Team Support

The outcomes of these projects will inform and enable Florida's leaders and institutions responsible to address broadband challenges and future opportunities. DMS will collaborate with the Department of State, Division of Libraries

and Florida's Regional Planning Councils to implement these projects.

Broadband Florida's goal, as led by the BPO's strategies, is to provide Florida with a unified vision and planning framework to stimulate sustainable investment in broadband infrastructure, adoption, literacy, computer ownership, access and participation in the digital economy.

**REGIONAL GRANT EFFORTS:**

During 2010-1011, the SWFRPC grant team worked diligently to submit grant applications to EDA for the region. The grant team continues to work together in order to find potential funding sources for similar projects. Below is a description of EDA and EDA related projects submitted.

SWFRPC GRANTS SUBMITTED (EDA & EDA Related)								
Name of Project	Funded	CEDS Vital Project	Funding Source	Total Request	Inkind or Match	Total value of project	Submitted/Awarded	Jobs Created/Retained
Southwest Florida: Sustainable Practices for the 21st Century	No	Project 4	Community Foundation Grant	\$19,000	\$6,550	\$25,550	05/06/2011	N/A
SWF Brownfields Program	No	Project 4	EPA	\$200,000	\$200,000	\$200,000	10/15/2010	N/A
Universtiy of South Florida - Mote Aquaculture Park Facility.	Yes	Project 2 & 4	EDA	\$1,000,000	\$1,000,000	\$1,000,000	09/2010	7 spinoff - 50 annually
LeeSar Regional Service Center	No	Project 2 & 4	EDA	\$995,900	\$24,912,100	\$25,908,000	05/2010	317.8
Renewable Energy & Research Diamond - Alico Road Sewer Line Project	Pending	Project 2 & 4	EDA	\$1,000,000	\$25,000,000	\$26,000,000	08/2011	TBD
Local.Regional Broadband Planning Project (Partnership with TBRPC & CFRPC)	Yes	Project 5	DMS	\$308,800 SWFRPC	\$79,200 SWFRPC	\$990,000	07/01/2011	3

# VITAL PROJECTS

## PROJECT 1 - FHREDI/SOUTH CENTRAL RACEC RURAL CATALYST PROJECT

Program/Project*	Location	Cost	Anticipated Start Date
Sebring Regional Airport	Highlands County	TBD	TBD
Hendry Airglades Industrial Park**	Hendry County	TBD	TBD
Wal-Mart Distribution Area	DeSoto County	TBD	TBD
Palmdale**	Glades County	TBD	TBD
Florida Tradeport / Immokalee Regional Airport**	Collier County	TBD	TBD

\* These are the top 5 sites. An additional 8 sites are still eligible.

\*\* These sites are located within Southwest Florida

### Strategic Findings Addressed

- Population Growth
- Roads/Bridges
- Job Training/Labor Market
- Industrial Parks

(The above strategic findings definitions can be referenced in the full version of the CEDS document 2007-2012 edition.)

### Outcome

- Estimated number of jobs created or retained.
- Estimated amount of private sector investment generated.
- Estimated amount of public sector investment generated.
- Identify funding sources such as state, local, EDA.

### Goals and Objectives

Over the next five years, the main goals are to enhance regional catalyst sites for marketability and working together with the Central Florida Regional Planning Council as a partnership.

- Work with economic development staff and site managers to plan additional site improvements.
- Sharing of all target industry assessments rolled out in August and September RACEC Sessions.
- Go to market in November and December.
- Narrowing and clarifying a list of site "filters."
- Identifying the best date and time for future REDI Sessions.

# ACTION PLAN

## PROJECT 1 - FHREDI/Catalyst

This section illustrates the implementation steps to be taken, the lead parties involved in the grant, and the timeline that will help develop the Vital Projects identified previously in the Strategic Projects section of the CEDS.

Project	Tasks	Lead Organization	Project Cost	Projected Date
<i>FHREDI/Catalyst</i>	Catalyst Site Short List	<b>Karl Blisce</b> <i>Office of Tourism, Trade, and Economic Development</i>	N/A	April - May 2007
<i>FHREDI/Catalyst</i>	RACEC Session IV Site SWOT Analysis	Phone: (850) 922-8743 <a href="mailto:Karl.blisce@myflorida.com">Karl.blisce@myflorida.com</a>	N/A	May - June 2007
<i>FHREDI/Catalyst</i>	Site Institutes - Gap Response	<b>Bridget Merrill</b> <i>Enterprise Florida, Inc.</i>	N/A	April - July 2007
<i>FHREDI/Catalyst</i>	Memorandum of Agreement	Phone: (850) 922-8655 <a href="mailto:bmerrill@myflorida.com">bmerrill@myflorida.com</a>	TBD	September - October 2007
<i>FHREDI/Catalyst</i>	Go-to-market	<b>Gina Reynolds</b> <i>Executive Director - FHREDI</i>	TBD	November - December 2007
		Phone: (863) 385-4900 <a href="mailto:greynolds_fhredi@heartland-workforce.org">greynolds_fhredi@heartland-workforce.org</a>		

- Enhance the regional website to include the inventory of buildings and properties available, workforce updates, and education availability along with providing partner links.
- Continue to work with Enterprise Florida and OTTED to promote catalyst project marketing.

# VITAL PROJECTS

## PROJECT 2 - REGIONAL ENTREPRENEURSHIP AND INCUBATOR NETWORK

Program/Project	Location	Project Cost	Anticipated Start Date
Regional Business Incubator Planning Study	Southwest Florida Region	\$60,000	Completed August 2009
Develop or Enhance College and University Entrepreneurial Centers	Regional Colleges and Universities	TBD	Ongoing
Coordinate and Enhance Regional Entrepreneurial Educational programs	Southwest Florida Region	TBD	TBD
Assist Communities with Incubator Development Plans and Regional Coordination	Southwest Florida Region	TBD	TBD
Develop a Regional Entrepreneurial Assistance and Coordination Program Targeted at High-Wage and Technology-based Companies	Southwest Florida Region	TBD	TBD

### Strategic Findings Addressed

- Labor Market
- Education
- Workforce Participation Rate
- Clusters

(The above strategic findings definitions can be referenced in the full version of the CEDS document 2007-2012 edition.)

### Outcome

- Estimated number of jobs created or retained.
- Estimated amount of private sector investment generated.
- Estimated amount of public sector investment generated.
- Identify funding sources such as state, local, EDA.
- Development of Entrepreneurship Programs at secondary and higher education levels in the region.
- Coordination of educational and support activities for entrepreneurship and incubator activities.

### Goals and Objectives

The Center for Leadership and Innovation (CLI) in the Lutgert College of Business at Florida Gulf Coast University, will be a key resource for education, training, communication and research to support the network. The CLI will also develop relationships with regional businesses, current incubator projects, and venture capitalists. The first project will be a feasibility study for incubators in the region. The study will update the current status of incubator projects in the region, assess the need for additional incubator development and make recommendations to the Council.

- Networking and recruiting partners and sponsors for the center. These stakeholders, both public and private, are key to the future success.
- Land use zoning and developing a shared vision are equally important as developing policies and procedures to operate under a sound business model.
- Securing financial support. Approximately ½ of funding must come from matching dollars. Partnership agreements and community support from public and private organizations and businesses is critical.
- Develop a strategic vision and focus that is shared by all stakeholders.

# ACTION PLAN

## PROJECT 2 - Regional Incubator Network

This section illustrates the implementation steps to be taken, the lead parties and the timeline that will help develop the Vital Projects identified previously in the Strategic Projects section of the CEDS.

Project	Project Tasks	Lead Organization	Project Cost	Projected Date
<i>Regional Incubator Network</i>	Project Pre-Planning, Identifying Partners	<b>Dr. David Kakkuri</b> <i>Florida Gulf Coast University</i> Phone: (239) 590-7303 <a href="mailto:dkakkuri@fgcu.edu">dkakkuri@fgcu.edu</a>	TBD	2007-2008
<i>Regional Incubator Network</i>	Coordinate Meeting Times and Schedules with all Partners		TBD	2007-2008
<i>Regional Incubator Network</i>	Establish Plan for Feasibility Study	<b>Rod Casto, Ph.D.</b> <i>University of South Florida</i> Phone: (813) 974-1082 <a href="mailto:rcasto@research.usf.edu">rcasto@research.usf.edu</a>	TBD	2008-2009
<i>Regional Incubator Network</i>	Conduct & Develop Feasibility Study		TBD	2009-2010
<i>Regional Entrepreneurship and Incubator Network</i>	Form a Regional Education Entrepreneurship Council that is a public-private partnership.	<b>Dan Regelski</b> <i>Small Business Development Center</i> Phone: 239-225-4216 <a href="mailto:dregelsk@fgcu.edu">dregelsk@fgcu.edu</a>	TBD	2011-2012
<i>Regional Entrepreneurship and Incubator Network</i>	Develop a targeted entrepreneurial economic development assistance program		TBD	2012-2014

- The estimated cost for capital development of a 50,000 square foot facility is \$4.5 million. Funding for the capital development of the project would include an EDA grant and matching funds.
- If counties decide to do a virtual incubator the cost may be substantially less.
- By implementing several incubators in the region, the cost may be substantially lower by developing a master plan.

# VITAL PROJECTS

## PROJECT 3 - AIRPORT ECONOMIC PROJECTS

Program/Project	Location	Project Cost	Anticipated Start Date
Immokalee Master Plan Immokalee Regional Airport/Tradeport Corporate Hangars, T-Hangers Air Traffic Control Tower Apron/Ramp Extension Rehabilitation of Runway Rehabilitate Runway Lights Runway Extension	Collier County	\$150,000  \$3 million \$1 million \$3 million \$2 million \$9 million	5 year Master Plan Update
Airport master Plan Update Airport Land Use Consensus Plan Airport Master Drainage Plan Design and Construct Road and Utilities Demolish Circus Arena Building	Sarasota County (Venice)	\$351,000 \$250,000 \$180,000 \$3.2 million \$1.2 million	TBD
New Road Extension Utilities and Road Piper Road North	Charlotte County	\$1.1 million TBD	Completed TBD
Access Road Improvements T-Hangars Rehab Runway 13/31 Rehab Runway Lighting (Labelle Airport) Acquire Land for North RPZ Apron/Ramp Expansion Airport Layout Plan Update Construct Terminal Building	Hendry County (Airglades)	\$1.3 million \$750,000 \$2 million \$500,000 \$2.2 million \$900,000 \$120,000 \$2.3 million	5 Year Master Plan Work Program

### Strategic Findings Addressed

- Ports
- Labor Market

(The above strategic findings definitions can be referenced in the full version of the CEDS document 2007-2012 edition.)

### Outcome

- Estimated number of jobs created or retained.
- Estimated amount of private sector investment generated.
- Estimated amount of public sector investment generated.
- Identify funding sources such as state, local, EDA.

### Goals and Objectives

1. Find the funding. Position the Projects, i.e. Complete Master Plans, design infrastructure, obtain permitting, secure local matching funds, so that when funding becomes available, the projects are ready to go.
2. Create the Infrastructure. Create the necessary infrastructure for roads, highways, airports, and railroads in order to accommodate future growth and attract quality and diverse industry.
3. Develop a Master Freight Mobility Plan for the region that will enhance the efficient movement of freight in the region, utilizing all transportation modes available.
4. Train the People. Provide the facilities, transportation and training to the local labor force to create a viable, productive, skilled labor force.
5. Market the area.

# ACTION PLAN

## PROJECT 3 - Airport Economic Projects (CHARLOTTE COUNTY)

This section illustrates the implementation steps to be taken, the lead parties and the timeline that will help develop the Vital Projects identified previously in the Strategic Projects section of the CEDS.

Project	Lead Organization	Project Cost	Projected Date
Extension Utilities & Road	<p><b>Gary Quill</b>  <i>Charlotte County Airport Authority</i>                      Phone: 941-639-1101  <a href="mailto:gary@flypgd.com">gary@flypgd.com</a></p>	TBD	2007-2008

## Airport Economic Projects (COLLIER COUNTY)

Project	Lead Organization/ Justification	Project Cost	Projected Date
Immokalee Master Plan	<p><b>Chris Curry</b>  <i>Executive Director, Collier County Florida                      Tradeport/Airport Authority</i>                      Phone: 239-642-7878 Ext.35  <a href="mailto:ChrisCurry@colliergov.net">ChrisCurry@colliergov.net</a></p>	\$150,000 FAA: 142,500 FDOT: 3750.00 LOCAL: 3750.00 EDA: N/A	2007-2008
Air Traffic Control Tower	<p>An ATC tower is needed to provide safe operations and attract corporate users required to operate only at airports with towers. Towers also attract student pilots and other training levels.</p>	\$3 Million FAA: 2,850,000 FDOT: 75,000 LOCAL: 75,000 EDA: 2,850,000	2008
Apron/Ramp Extention	<p>The airport is already beyond its aircraft parking capacity, the development of Ave Marie has attracted larger corporate jets on a continuous basis and forced relocation of smaller aircraft to park on the grass.</p>	\$1 Million FAA: 950,000 FDOT: 25,000 Local: 25,000 EDA: TBD	2008-2009
Rehabilitation of Runway	<p>The runway is over 50 years old, the more use it receive, the more wear and tear, the pavement is in poor condition and can become a safety and capacity issue.</p>	\$3 Million FAA: 2,850,000 FDOT: 75,000 LOCAL: 75,000 EDA: TBD	2009-2010
Rehabilitate Runway Lights	<p>Lighting is very important for complete use during the night. The lighting is very old and has intermittent failure which causes scheduled aircraft arrivals to be diverted and is a safety concern.</p>	\$2 Million FAA: 1,900,000 FDOT: 50,000 LOCAL: 50,000 EDA: TBD	2008
Construct Runway Extension	<p>A runway extension allows for up to 98% of the corporate and general aviation fleet to land and takeoff at Immokalee, this is a necessity for attracting certain new industry and other users.</p>	\$9 Million EDA: 9,000,000	2011-2012

# ACTION PLAN

## Airport Economic Projects (HENDRY COUNTY)

Project	Lead Organization	Project Cost	Projected Date
(Airglades) Access Road Improvements	<b>Thomas Vaughan</b> <i>LaBelle/Airglades Airports</i> Phone: 863-675-1568 <a href="mailto:tvaughan@hendryfla.net">tvaughan@hendryfla.net</a>	\$1.3 Million FAA: 300,000 FDOT: 311,530 LOCAL: 688,470 EDA: TBD	2007-2008
(Airglades) T Hangars		\$750,000 FAA: FDOT: 600,000 LOCAL: 150,000 EDA: TBD	2009
(Airglades) Rehab Runway 13/31		\$2 Million FAA: 1,859,550 FDOT: 70,225 LOCAL: 70,225 EDA: TBD	2010-2011
(Airglades) Rehab Runway Lighting		\$500,000 FAA: 484,400 FDOT: 7,800 LOCAL: 7,800 EDA: TBD	2012
(LaBelle Airport) Acquire Land for North RPZ		\$2.2 Million FAA: DOT: 1,800,000 LOCAL: 400,000 EDA: TBD	2009-2010
(LaBelle Airport) Apron/Ramp Expansion		\$900,000 FAA: 500,000 FDOT: 388,000 LOCAL: 12,000 EDA: TBD	2012
(LaBelle Airport) Airport Layout Plan Update		\$120,000 FAA: FDOT: 96,000 LOCAL: 24,000 EDA: TBD	2011
(LaBelle Airport) Construct Ter- minal Building		\$2.3 Million FAA: FDOT: 1,800,000 LOCAL: 500,000 EDA: TBD	2008-2012

# ACTION PLAN

## Airport Economic Projects (SARASOTA COUNTY)

Venice Municipal Airport Economic Development Projects	Lead Organization	Project Cost	Projected Date
Airport master Plan Update	<b>Christopher Rozansky, CM</b> <i>Airport Administrator,</i> <i>Venice Municipal Airport</i> Phone: 941-486-2711 <a href="mailto:crozansky@ci.venice.fl.us">crozansky@ci.venice.fl.us</a>	\$351,000	2007-2008
Airport Land Use Consensus Plan		\$250,000	TBD
Airport Master Drainage Plan		\$180,000	TBD
Design and Construct Road and Utilities		\$3.2 million	TBD
Demolish Circus Arena Building		\$1.2 million	TBD

# VITAL PROJECTS

## PROJECT 4 - PRINCIPALS OF SUSTAINABILITY (Formally Climate Prosperity Strategy)

Principals of Sustainability have become more important as we become more aware of the economic and environmental benefits of business and development initiatives. The current economic crisis presents an opportunity to integrate Principals of Sustainability with various economic development proposals.

Program/Project	Location	Project Cost	Anticipated Start Date
Investments in infrastructure	Southwest Florida Region	TBD	TBD
Workforce Training Programs		TBD	TBD
Environmentally sustainable industrial center		TBD	TBD
Sustainable food system planning		TBD	TBD
Sustainable redevelopment/development practices/lifelong communities		TBD	TBD
Energy & Transportation		TBD	TBD
Brownfields		TBD	TBD

### Strategic Findings Addressed

- Unemployment
- Electricity
- Roads & Bridges
- Water
- Wastewater
- Ports
- Industrial parks

(The above strategic findings definitions can be referenced in the full version of the CEDS document 2007-2012 edition.)

### Outcome

- Sustainable jobs and profits.
- Environmentally skilled workforce.
- Improved energy efficiency; therefore, savings and reduced greenhouse gas emissions.
- Sustainable businesses and household practices.
- Environmentally conscious businesses and households.
- Improved quality of life.

### Goals and Objectives

It is critical, particularly during this economic downturn, to envision an environmentally and economically sustainable region. The following are the goals and objectives of this project:

- Educate Southwest Floridians on the economic and environmental benefits of investments in green technologies and infrastructure.
- Attract and retain a cluster of environmentally sustainable and economically efficient businesses.
- Garner the long term economic and environmental benefits of climate prosperity.
- Increase the earning potential.
- Develop energy efficient regional transportation systems for the movement of goods and people.

# ACTION PLAN

## PROJECT 4 - PRINCIPALS OF SUSTAINABILITY

This section illustrates the implementation steps to be taken, the lead parties and the timeline that will help develop the Vital Projects identified previously in the Strategic Projects section of the CEDS.

Project	Project Tasks	Lead Organization	Project Cost	Projected Date
Investments in infrastructure	Research Identify sustainable technology investment areas	<b>David Hutchinson</b> Southwest Florida Regional Planning Council Phone: (239) 338-2550 <a href="mailto:kheatherington@swfrpc.org">kheatherington@swfrpc.org</a>	TBD	2010-2012
Workforce Training Programs	Workshops to introduce/ educate on Principals of Sustainability		TBD	
Environmentally sustainable industrial center	Research/Planning		TBD	
Sustainable food system planning	Research/Planning		TBD	
Energy & Transportation	Analysis of a regional inter-modal system		TBD	
Brownfields	Establish a stakeholders committee for grant coordination. For coordination and program information: <a href="http://www.dep.state.fl.us/waste/categories/brownfields/default.htm">http://www.dep.state.fl.us/waste/categories/brownfields/default.htm</a>	<b>John Gibbons</b> Southwest Florida Regional Planning Council Phone: (239) 338-2550 <a href="mailto:jgibbons@swfrpc.org">jgibbons@swfrpc.org</a>  <b>Jennifer Pellechio</b> Southwest Florida Regional Planning Council Phone: (239) 338-2550 <a href="mailto:jpellechio@swfrpc.org">jpellechio@swfrpc.org</a>	TBD	

# VITAL PROJECTS

## PROJECT 5 - REGIONAL INNOVATION NETWORK (BROADBAND)

Today, the U.S. ranks 15th behind Japan, Korea, Denmark, Czech Republic and other countries that have a higher percentage of fiber optic connections. Countries like India and China have leveraged their high speed broadband to advance to first world status. Further, high tech jobs pay almost 70% more than the average pay according to the American Electronics Association. In today's innovation economy, a highly educated, highly connected workforce is more important than ever.

Program/Project	Location	Project Cost	Anticipated Start Date
Needs Assessment	Southwest Florida Region	TBD	TBD
Connectivity/Recovery		TBD	TBD
Asset Inventory		TBD	TBD
Broadband Adoption Plan		TBD	TBD
Education		TBD	TBD

### Strategic Findings Addressed

- Broadband Telecommunication
- Unemployment
- Education

(The above strategic findings definitions can be referenced in the full version of the CEDS document 2007-2012 edition.)

### Outcome

- Small business development - For competitive advantage and sustainability.
- Medical – Electronic Medical Records, Promote Records Sharing, Healthcare Delivery (such as MRI's transmitted in real time to physicians).
- Business: High speed infrastructure that will support business development and sustainability in the global marketplace.
- Research – Support Emerging Biotech Sector, Join National Research Initiatives.
- Education – Distance Learning K-12, College, University.
- Digital Divide – Provide Work at Home Job Opportunities, Access to Education.

### Goals and Objectives

- To establish networking with partners and sponsors to develop the strategies necessary to create the project plans, costs and action items to reach the desired outcomes.
- To assess network connectivity needs from all areas listed above.
- To identify business opportunities if higher network speeds are provided.
- To identify current assets, e.g. existing network connectivity capacity, existing locations, existing hardware and software used, for all areas listed above.
- To create a repository with all collected information.
- To create a broadband adoption plan, specifying areas for adoption and benefits to be achieved, based on existing models throughout the country.
- To create an educational process directed to inform general population, as well as companies and government entities about the broadband effort and the benefits of adopting a higher network connectivity to internet.

# ACTION PLAN

## PROJECT 5 - REGIONAL INNOVATION NETWORK (BROADBAND)

This section illustrates the implementation steps to be taken, the lead parties, and the timeline that will help develop the Vital Projects identified previously in the Strategic Projects section of the CEDS.

Project	Project Tasks	Lead Organization	Project Cost	Projected Date
Needs Assessment	TBD	<p><b>Christine A. Ross, IOM, MBA</b>  <i>President &amp; CEO</i>                      Bonita Springs Chamber of Commerce                      25071 Chamber of Commerce Dr.                      Bonita Springs, Florida 34135  <a href="http://www.BonitaSpringsChamber.com">www.BonitaSpringsChamber.com</a></p> <p><b>Jennifer Pellechio</b>  <i>Southwest Florida</i>                      Regional Planning Council                      Phone: (239) 338-2550  <a href="mailto:jpellechio@swfrpc.org">jpellechio@swfrpc.org</a></p>	TBD	TBD
Connectivity/Recovery	TBD		TBD	TBD
Asset Inventory	TBD		TBD	TBD
Broadband Adoption Plan	TBD		TBD	TBD
Education	TBD		TBD	TBD

# VITAL PROJECTS

## PROJECT 6 - CLUSTER DEVELOPMENT

Clusters offer a new way to think about economies and economic development; new roles for business, government and institutions; and new ways to structure the business-government or business-institution relationship. The Health and Life Sciences Regional Cluster (RIC) in Southwest Florida includes patient services, manufacturing, and research. Life sciences are a key cluster in the region with an average employment of more than 26,462. The 2006 average annual wage for life sciences is \$53,455 and there were 2,179 establishments identified in this region's cluster. In Collier County, for example, the life science service cluster includes 10,097 employees, 729 establishments, and an average annual wage of \$55,936. There are 22 establishments and 276 employees identified working in the medical equipment and supplies manufacturing industry.

Program/Project	Location	Project Cost	Anticipated Start Date
Health & Life Sciences Clusters	Southwest Florida Region	TBD	TBD
Green Technologies/Alternative Energy		TBD	TBD
Marine Sciences		TBD	TBD
High Technology		TBD	TBD

### Strategic Findings Addressed

- Unemployment
- Clusters
- Workforce Participation Rate
- Job Training/Labor Market
- Education

(The above strategic findings definitions can be referenced in the full version of the CEDS document 2007-2012 edition.)

### Outcome

- Supply-chain development, market intelligence, incubator services, attraction of foreign direct investment, management training, joint R&D projects, marketing of the region, and setting technical standards.
- Provide high wage jobs.
- Increase research and development.

### Goals and Objectives

- Create a strategy to identify target companies for expansion and/or relocation to the region.
- Create a strong workforce through training programs/degrees with partnering with colleges and universities.

# ACTION PLAN

## PROJECT 6 - CLUSTER DEVELOPMENT

Project	Project Tasks	Lead Organization	Project Cost	Projected Date
Health & Life Science Cluster Development	Identify Recruitment Strategy	<p><b>Debrah Forester</b>  <i>Charlotte County EDC</i>                      Phone: (941) 627-3023 Debrah.  <a href="mailto:Forester@charlottefl.com">Forester@charlottefl.com</a></p>	TBD	TBD
Health & Life Science Cluster Development	Workforce training and partnering with Colleges and Universities		TBD	TBD
Health & Life Science Cluster Development	Leadership Council		TBD	TBD
Green Technology/Alternative Energy	Annual Energy Conference		TBD	Annually
Marine Sciences	TBD		TBD	TBD
High Technology	TBD		TBD	TBD

# PERFORMANCE MEASURES

- PROJECT 1 – FHREDI/SOUTH CENTRAL RACEC RURAL CATALYST PROJECT
- PROJECT 2 - REGIONAL INCUBATOR NETWORK
- PROJECT 3 – AIRPORT ECONOMIC PROJECTS
- PROJECT 4 - PRINCIPALS OF SUSTAINABILITY
- PROJECT 5 - REGIONAL INNOVATION NETWORK (BROADBAND)
- PROJECT 6 - CLUSTER DEVELOPMENT

Financial Support						
Project #	Private sector investment	Public sector investment	EDA funding	State funding	Local funding	Per Capita income
1 - Regional	N/A	N/A	N/A	N/A	N/A	N/A
2 - Regional	\$1,000,000	TBD	\$1,000,000	TBD	TBD	TBD
3 - Collier	N/A	N/A	N/A	N/A	N/A	N/A
3 - Sarasota	N/A	N/A	N/A	N/A	N/A	N/A
3 - Charlotte	N/A	N/A	N/A	N/A	N/A	N/A
3 - Hendry	N/A	N/A	N/A	N/A	N/A	N/A
4 - Regional	N/A	N/A	N/A	N/A	N/A	N/A
5 - Regional	TBD	\$79,200	TBD	\$308,800	TBD	TBD
6 - Regional						

Development						
Project #	Business innovation	# of businesses assisted with incubator	Venture Capital	Infrastructure research & development	Educating public and private communities	Job creation
1 - Regional	N/A	N/A	N/A	N/A	N/A	TBD
2 - Regional	Yes	N/A	N/A	N/A	Yes	7 spinoff - 50 annually
3 - Collier	N/A	N/A	N/A	N/A	N/A	TBD
3 - Sarasota	N/A	N/A	N/A	N/A	N/A	TBD
3 - Charlotte	N/A	N/A	N/A	N/A	N/A	TBD
3 - Hendry	N/A	N/A	N/A	N/A	N/A	TBD
4 - Regional	N/A	N/A	N/A	N/A	N/A	TBD
5 - Regional	Yes	N/A	N/A	Yes	Yes	3
6 - Regional	N/A	N/A	N/A	N/A	N/A	N/A

Infrastructure			
Project #	Transportation infrastructure	Research & development	Establish Industrial Parks
1 - Regional	N/A	N/A	N/A
2 - Regional	N/A	N/A	N/A
3 - Collier	N/A	N/A	N/A
3 - Sarasota	N/A	N/A	N/A
3 - Charlotte	N/A	N/A	N/A
3 - Hendry	N/A	N/A	N/A
4 - Regional	N/A	N/A	N/A
5 - Regional	N/A	N/A	N/A
6 - Regional	N/A	N/A	N/A



# Southwest Florida Regional Planning Council

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## 2012 Meeting Schedule - Draft

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*The Southwest Florida Regional Planning Council, unless noted otherwise will host all meetings below by web conferencing (WebEX) and conference call s. For updated information on the Committee's meeting schedule and subcommittee meetings, please visit the website at [www.swfrpc.org](http://www.swfrpc.org).*

### **Comprehensive Economic Development Strategy (CEDS) Committee – 2:00 p.m.**

The Southwest Florida Economic Development Strategy Committee meets on a quarterly schedule, on the 4<sup>th</sup> Thursday of the designated month at 2:00pm.

- January 26, 2011
- March 22, 2011
- June 21, 2011
- September 20, 2011

### **Comprehensive Economic Development Strategy (CEDS) - Rewrite Task Force**

- TBD

Visit the web portal for ongoing development of this revision.

<http://www.swflregionalvision.com/CEDS.html>

### **SWFLA Innovation Network/Local Broadband Advisory Committee**

- TBD

Visit the web portal for ongoing development of this revision.

<http://www.swflregionalvision.com/BB.html>

### **Brownfields Advisory Committee – 10:00 a.m.**

The Southwest Florida Brownfields Advisory Committee meets on a quarterly schedule, on the 4<sup>th</sup> Monday of the designated month at 10:00am.

- February 27, 2011
- April 23, 2011
- July 23, 2011
- October 22, 2011



# Southwest Florida Regional Planning Council

[www.swfrpc.org](http://www.swfrpc.org)

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## HUD Sustainable Communities Regional Planning Grant 2011 – Fact Sheet

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### **Purpose of the Program**

To support metropolitan and multijurisdictional planning efforts that integrate housing, land use, economic and workforce development, transportation, infrastructure plans empower jurisdictions to consider the interdependent challenges of economic growth and revitalization, social equity, access to opportunity, public health, and environmental impact simultaneously.

### **Region**

The Sustainable Communities grant funding will enable the region to build upon planning efforts that have currently been undertaken independently within the region to establish an innovative new approach to envisioning Southwest Florida's future through a Regional Plan for Sustainable Development (RPSD). The three coastal counties (Charlotte, Collier & Lee) will be the primary focus while including Glades, Hendry and Sarasota as supporting counties.

### **Consortium Partners**

See attached membership chart

### **Funding Categories**

The SWFRPC is applying for Category 1; Sarasota County is applying for Category 2 with the Tampa Bay RPC as the lead. Glades and Hendry counties were awarded Category 1 in cooperation with the Central Florida Regional Planning Council last year, therefore not eligible for this FY 2011 application.

Category 1 –Regional Plans for Sustainable Development

Category 2 - Detailed Execution Plans and Programs

### **Requesting Grant Funds**

HUD has designated approximately \$70 million

The pre-application request was \$3,000,000, required match can be provided as either cash or in-kind services

- 20% match (required) = 0 points
- More than 20% up to 35% match = 1 point
- More than 35% up to 50% = 2 points
- More than 50% = 3 points

All proposals will be ranked and awarded by total score. The score is derived from the point system.

### **Timeframe**

August 25, 2011, Submitted Pre-application to HUD

September 6, 2011, Invitation to apply for full application

September 23, 2011, Letters of Commitment and Support are due

October 6, 2011, Full application deadline

Period of Performance, 36 months

## **SWFRPC Resolution #2011-04**

### **A Resolution in Support of the Southwest Florida Regional Planning Council's U.S. Department of Housing and Urban Development's FY 2011 Sustainable Communities Regional Planning Grant Application**

**WHEREAS**, in accordance to the Southwest Florida Regional Planning Council's (COUNCIL) Interlocal Agreement the continuing "Comprehensive State Planning" process of the Florida Statutes includes, but is not limited to the following areas of Regional and Local Development and concern: Economic Development, Natural Resources Development, Social Development, Transportation Development and Public and Industrial Safety;

**WHEREAS**, the Strategic Regional Policy Plan (SRPP) of the COUNCIL provides a long range guide for the physical, economic, and social development of the region. The overall purpose of the SRPP is to steer the region toward a more healthy and sustainable future. The SRPP is not merely a plan for the COUNCIL; it is a plan for the region and all those who are active participants in shaping its future;

**WHEREAS**, the Comprehensive Economic Development Strategy (CEDS) of the COUNCIL brings together the public and private sectors for the creation of an economic roadmap to diversify and strengthen regional economies. The COUNCIL supports the Comprehensive Economic Development Strategy (CEDS) Committee, which includes representatives from the Region and was established to address the area's economic problems and challenges from a regional perspective;

**WHEREAS**, The Sustainable Communities Regional Planning Grant Program supports metropolitan and multijurisdictional planning efforts that integrate housing, land use, economic and workforce development, transportation, and infrastructure investments in a manner that empowers jurisdictions to consider the interdependent challenges of: (1) economic competitiveness and revitalization; (2) social equity, inclusion, and access to opportunity; (3) energy use and climate change; and (4) public health and environmental impact;

**WHEREAS**, the Regional Plan for Sustainable Development (RPSD) will address affordable housing, economic development, transportation, education, workforce development, energy systems, water infrastructure, and environmental quality and visioning;

**WHEREAS**, COUNCIL has formed a consortium comprised of local, regional, non-profits, foundations, educational institutions, Metropolitan Planning Organizations (MPOs) and supporting partners; and

**WHEREAS**, this grant, upon award, will require the Consortium members to cooperatively carry out the program in the approved grant application, and must authorize one member (lead applicant – the COUNCIL) to act in the representative capacity with HUD on behalf of all members of the Consortium and assume administrative responsibility for ensuring that the Consortium’s program is carried out in compliance with all HUD requirements.

**NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL:**

The COUNCIL supports applying for the 2011 HUD Sustainable Communities Regional Planning Grant, encourages all of its members to support and participate in the grant and upon award will perform all duties and responsibilities required as the lead applicant.

**PASSED AND ADOPTED** by the Council this 15th day of September, 2011.

SOUTHWEST FLORIDA REGIONAL PLANNING COUNCIL



Karson Turner, Chair

ATTEST:



Liz Donley, Interim Executive Director



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## EPA Brownfields Coalition Assessment Grant 2011 – Fact Sheet

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### **Purpose of Grant Program**

The EPA Brownfields Coalition Assessment Grant is being sought to facilitate a mechanism to evaluate and inventory contaminated properties in Southwest Florida complicated by the presence or potential presence of hazardous substances, pollutants or contaminants.

### **Program Benefits**

Cleaning up brownfields and reinvesting in these properties increases local tax bases, facilitates job growth, utilizes existing infrastructures, encourages additional investment within the region, and can create and preserve open space. This concept is a unique approach to improving the local economy and protecting the environment.

### **Proposed Project location**

The US 41 Corridor will be the focus area for the grant program. The project will extend each side of the US 41 Corridor for 1 mile but is not limited to the focus area. The project will allow sites to be assessed along the US 41 Corridor from the Sarasota/Charlotte County line to the Collier/Broward County line.

### **What are Assessment Coalitions?**

Three (3) or more eligible entities such as local units of governments and quasi-governmental entities; regional councils; redevelopment agencies and government entities created by the state legislature can apply for the grant.

### **Southwest Florida Brownfields Partnership**

The SWFRPC will serve as the Lead Coalition Member with other local entities serving on the Southwest Florida Brownfields Committee as partners. **Coalition members are not eligible to apply for individual Community-wide or Site-specific Assessment grants in the year they apply as part of a coalition.**

### **EPA Grant Amount**

\$1,000,000

**Local Matching Funds Required?**

None Required

**Brownfields Project Timeline**

September 2011: Secure all necessary local funding for grant preparation

September 2011: Letters of Commitment are due for grant preparation/partnership

Mid September 2011: Anticipated Grant release

September/November 2011: Letters of Support are due

Grant Submittal: TBD

**Period of Performance**

24-36 Months