

Planning & Zoning Commission Meeting

May 8, 2008

**Draft Economic Development Element
Evaluation and Appraisal Report
(EAR)**

What is the big picture (goal) of the Economic Development Element?

- **Balanced and orderly economic growth**
- **Create high paying jobs**

What are we trying to determine with the EAR?

- **Is the current plan achieving the goal?**
- **Do the plan's objectives reflect the end which we want to achieve?**
- **Are Policies under each objective sufficient to achieve that objective?**
- **How does the plan need to be changed to make it better?**

Economic Development EAR

- Has been reviewed by the Economic Development Council (EDC) since 2006
- EDC review is on-going
- Has been reviewed by County staff
- Has been reviewed by Chamber of Commerce staff and a committee of the Economic Development Division of the Chamber of Commerce

Economic Development Conditions (1995-2007)

- **Population Increased**
(100,375 to 139,757)
- **Median Age Increased**
(43.8 to 47.9 years)
- **IRC Median HH Income and Per Capita Income increased**
(exceeded the State's)
- **# of Hotels Decreased**
(44 to 31)
- **Tourist Tax Revenue fluctuated**
(between \$1.3 million and \$1.5 million)

Economic Development Conditions (1995-2007)

- **Workforce Increased**
(43,208 to 61,149)
- **Unemployment Decreased**
(9.7% to 5.5%)
- **Predominance of Service Jobs Remained**
(construction, retail, health care, etc.)
- **Low Wages Remained**
(service industries)

Economic Development Conditions (1995-2007)

- **Citrus Acreage Decreased**
(66,561 to 40,191)
- **# of Citrus Packing Houses Decreased**
(20 to 12)
- **Target Industries Jobs Increased**
(9,674 to 11,188 between 2001 and 2006)

Economic Development Conditions (1995-2007)

- Overall % of Developed C/I Land Increased
(36% to 43%)
- Supply of Small Lot Industrial/Warehouse Properties Increased
- Hospital/Medical Area Development Increased
(IRMC 55% developed, SRMC 48% developed)
- Enterprise Zone Established
- Research Coast Initiative Formed

Economic Development Element Objectives and Policies

Objectives Achievement:

- 4 achieved
- 1 is not due until 2010
- 1 was not achieved
- 1 is not measurable

Policies implementation:

-Maintain, Delete, Add

EDE Objectives

Objective	Achieved	Not Achieved	Future Action
1 - Av. Annual Unemploy. Within 2% of State's	√		Revise target date
2 - Increase # of Target Industry Jobs	Not due until 2010		Anticipated it will be achieved - Revise target and target date
3 - Add. Educ. Facilities	√		Revise to emphasize job training programs
4 - Policies, Regs, and ED Incentives	√		Revise target and target date (Develop. Ready Bus. Parks)
5 - ED Coordination Mechanism Between Gov't Agencies		√	Delete - Coordination is addressed in other elements of Comp Plan
6 - Tourist Tax at least \$1.4 Million	√		Revise target and target date
7 - Enhanced Pro ED Reputation	Not measurable		Delete -Achieving other objectives will accomplish this

Recommended New Policies & Policy Changes

- **Refine the Target Industry List**
- **Facilitate the development of large lot business/technology parks**
- **Increase the County's average annual wage target to be more consistent with the state's**
- **Identify and develop new farm products to replace citrus**

Questions/Comments

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Most Important Part of any Plan

- **Goal**

Big picture

- **Objectives**

Where we want to go (targets/ends)

- **Policies**

**How to get there (actions/
strategies)**

Goal, Objective, Policy

- **Goal**: Long term end toward which programs or activities are ultimately directed.
- **Objective**: A specific, measurable intermediate end that is achievable and marks progress toward a goal.
- **Policy**: The course of action or way in which programs and activities are conducted to achieve an identified goal or objective.

Objectives Evaluation

- **Objectives** must be evaluated to determine if they have been achieved.
- **Policies** must be assessed to determine if they have been implemented.

EAR

- Local Planning Agency (PZC) must prepare the county's EAR
- To state by Dec.1, 2008
- 15 Elements and Sub-elements
- Staff working on EARs since 2006
- Reviewed by county committees based on their focus
- Will be submitted to PZC as draft and then final draft at a public hearing

EAR Components

- Conditions at the time of last major plan update
- Existing conditions
- Analysis of conditions
- Evaluation of objective achievement.
- Assessment of policy implementation.
- Identification of needed future actions