

Innovate Northeast Florida

Targeting Jobs and Talent for the Future

Within this flyer you will find information about Northeast Florida's new economic development initiative, Innovate Northeast Florida. The 9-month planning process will align economic development and workforce development activities around a single strategy aimed at stimulating economic growth and prosperity across our region.



The strategies resulting from the study will lead to our region's most targeted economic development initiative yet. It will rally leaders from business, education and government in support of a focused set of industry sectors whose investment in Northeast Florida will spark economic growth across all seven counties. As a result, we will further advance as a global destination for business.

We want to hear from you! To ensure that Innovate Northeast Florida represents the vision of all residents of our region, we encourage you to voice your opinion on our future economy by participating in a brief online survey. Go to www.innovatenortheastflorida.com to get started. **The deadline for completing the survey is October 1, 2011. Please visit this website regularly for project news and reports.**

About the Strategy

JAXUSA Partnership, formerly known as the Cornerstone Regional Development Partnership, and the Northeast Florida Regional Council have taken the lead role in the Innovate Northeast Florida strategic planning process. The JAXUSA Partnership and Regional Council have engaged a team of national consultants to help facilitate strategy, including Avalanche Consulting, McCallum Sweeney Consulting, the Council for Adult and Experiential Learning and Infinity Global Solutions.

The Innovate Northeast Florida strategy will take nine months to complete and will result in three in-depth reports:

- SWOT Analysis – providing a detailed evaluation of our region's competitive strengths and areas for improvement
- Target Sub-Cluster Definition Report – containing detailed profiles of each target cluster and sub-cluster
- Target Implementation Plans – recommending specific community development, workforce development, business development and marketing actions for each target audience, including a timeline, budget and metrics

The strategic planning process began in July 2011. The strategy will be finalized in March 2012 and presented to the public in April 2012.

JAXUSA Partnership is a regional economic development partnership comprised of almost 200 top private sector investors in Northeast Florida in partnership with the Jacksonville Regional Chamber of Commerce, JEDC, JEA, JAXPORT, JAA, JTA, WorkSource and the regional county partners – Baker, Clay, Duval, Flagler, Nassau, Putnam and St. Johns counties. JAXUSA'S purpose is to facilitate the creation and retention of quality jobs and significant capital investment, resulting in a higher standard of living and better quality of life in Northeast Florida.

Northeast Florida Regional Council

(NEFRC) is a dynamic network of local governance, serving seven counties – Baker, Clay, Duval, Flagler, Putnam, Nassau and St. Johns – and their 27

municipalities. NEFRC's organization provides visionary leadership and coordination between counties and governmental agencies to preserve and enhance the quality of Northeast Florida's natural, man-made, economic and social environment.



Innovate Northeast Florida

Targeting Jobs and Talent for the Future

The Survey

JAXUSA Partnership and the Northeast Florida Regional Council invite all residents and businesses of the seven county Northeast Florida region to participate in a survey to share their opinions about the future of our economy.

Go to www.innovatenortheastflorida.com to take the survey.

The survey will take approximately 10 minutes. In addition, business managers and owners are invited to also answer a short set of questions related to business climate. The business survey follows the resident survey and will take another 5-10 minutes to complete.

All survey responses will be aggregated and held in strict confidentiality. The consulting team is the only entity that will view responses. No individual surveys will be shared with any parties outside of the consulting team.

The survey deadline is October 1, 2011.

A summary of the survey results will be posted on the project website in November 2011.



Process

THE STRATEGIC PLANNING PROCESS INVOLVES THREE STEPS.

STEP 1: Competitive Assessment

A thorough evaluation of Northeast Florida's competitive position will reveal its assets or core selling points as well as issues that currently hinder economic growth. The assessment balances in-depth economic analysis with public input received through interviews, focus groups and surveys. A Competitive Assessment Report will be delivered at the completion of Step 1.

STEP 2: Target Sub-Cluster Definition

Step 2 will identify target clusters that will be the future economic drivers for Northeast Florida. A series of analytical tools, such as cluster and shift share analysis, will be utilized to understand opportunities within the region's current industry base as well as emerging sectors that could expand and thrive in the future. A refined list of target clusters and sub-sectors will be recommended as the focus of future economic development and workforce development initiatives. Step 2 will conclude with a Target Sub-Cluster Definition Report.

STEP 3: Implementation Plans

During Step 3, an action plan will be created for each target cluster that informs JAXUSA and its stakeholders of steps to take to prepare for and grow each target cluster. Recommendations will address workforce development, community development and marketing. Step 3 will also generate an implementation calendar, task assignments and performance metrics.

Project Funding

Funding for Innovate Northeast Florida was provided by these generous organizations:



Consultants



Specialists in economic research, target cluster analysis, and workforce and economic development strategies. Based in Austin, Texas, Avalanche's principals have a combined 30+ years of experience crafting plans, creating jobs and investments for communities across North America and Europe.



A national site selection firm that assists national and international corporations with evaluating expansion and relocation opportunities. MSC uses a dynamic and open process, coupled with the latest geographic information system (GIS) technology to assist our clients with selecting the optimal location for their facilities.



A national non-profit organization based in Chicago that creates and manages effective learning strategies through partnerships with employers, higher education, the public sector and labor. CAEL works to remove organizational barriers to learning, streamline career and education pathways, and align workforce development activities around the needs of economic development target audiences.



Brings together the people, the institutions and the financing that build the future. From creating public/private partnerships and consulting on economic development issues to building governmental relationships, IGS has the proven expertise to achieve objectives to the benefit of all parties involved. IGS is headquartered in Jacksonville, Florida.