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## 2017-18 ANNUAL REPORT

### Nature Coast Business Development Council, Inc. of Levy County

The Nature Coast Business Development Council is a 501(c)(3) public charity designated as the lead economic development agency for Levy County, Fla. It contracts annually with the Board of County Commissioners for services provided.

It has a yearly Memorandum of Understanding prepared to perform services for CareerSource Citrus Levy Marion, and raises private funds through its investment team that go toward program implementation and services.

Revenue is as follows:

<u>REVENUE SOURCE</u>	<u>AMOUNT</u>
Levy BOCC	\$59,975
CareerSource	\$10,000
Private funds	\$600

Operating expenses for the organization are as follows:

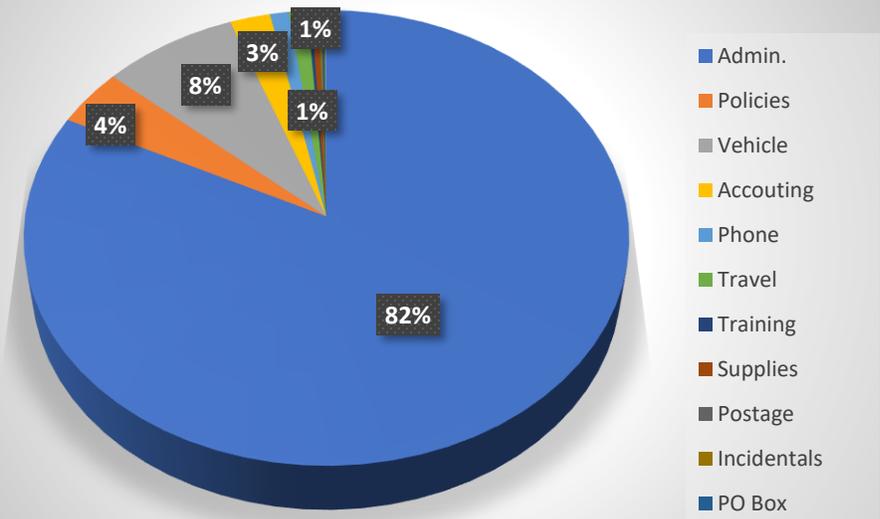
<u>OPERATING EXPENSES</u>	<u>LINE ITEMS</u>	<u>EXPENDITURES</u>
Administrative = \$63,195	<ul style="list-style-type: none"> <li>• Salary &amp; taxes</li> <li>• Accounting</li> <li>• Insurance</li> <li>• Vehicle; travel</li> <li>• Education and training</li> <li>• Other expenses</li> </ul>	<ul style="list-style-type: none"> <li>• \$52,000</li> <li>• \$1,500</li> <li>• \$2,585</li> <li>• \$5,725</li> <li>• \$150</li> <li>• \$1,235</li> </ul>
Marketing = \$20,210	<ul style="list-style-type: none"> <li>• Business spotlight videos; web site</li> <li>• Business assistance</li> </ul>	<ul style="list-style-type: none"> <li>• \$5,500</li> <li>• \$1,000</li> </ul>

Marketing expenses (continued)	<ul style="list-style-type: none"> <li>• FVEC web portal for entrepreneurs</li> <li>• Business grants</li> <li>• Inglis whitewater grant</li> <li>• E-newsletter service</li> <li>• Credit card processing</li> <li>• Goal setting retreat</li> <li>• E-commerce</li> </ul>	<ul style="list-style-type: none"> <li>• \$2,500</li> <li>• \$1,000</li> <li>• \$10,000</li> <li>• \$400</li> <li>• \$240</li> <li>• \$340</li> <li>• \$230</li> </ul>
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### HISTORICAL EXPENSES & FUNDING LEVELS



### EXPENDITURES BREAKDOWN



The NCBDG provides a variety of services for targeted and existing industry, including site selection, evaluation and readiness, a Business Alliance, marketing through a monthly newsletter, social media, website and business directory, Business Retention and Expansion surveys, business plan review, networking and professional development opportunities, grant writing and more.

Currently, the organization is staffed by an Executive Director. The following is a summary of assistance provided for this reporting period.

<b>Business Assistance</b>	<b>NUMBER</b>
Active projects	11
Leads	9
Business Alliance meetings	0
Disaster response	0
Business Retention and Expansion	3
Site selection proposals	2
Financial assistance	0
CareerSource referrals	3
Business incentives applicants	0 (3 pending in new fiscal year)
<b>CAPITAL INVESTMENT</b>	
Total investment	\$600,000
Foreign investment	\$0
Net jobs created	100

### **EXECUTIVE SUMMARY:**

The organization continued a push to increase marketing and business outreach, including through regular business spotlight videos, a newly redesigned e-newsletter that is now run through an email marketing program, a Business Retention and Expansion schedule and other initiatives.

A noticeable increase in leads that has steadily occurred the last several years continued this reporting period, with several entering site section discussions. Two targeted industry projects comprising dozens of high wage jobs and millions in capital investment were working toward contracts, with incentives packages in the formulation stage at the end of the fiscal year.

Noteworthy accomplishments included:

- Relocation of a power equipment wholesale distributor from South Florida to Bronson, with four retained jobs and at least three proposed. A business spotlight video of the company netted close to 1,000 views.
- The certification of the Executive Director as an Economic Gardening program specialist
- Helped secure grant for a proposed whitewater kaying venue in the Town of Inglis
- Completed a Request For information (RFI) and helped coordinate a site visit and compile data for a subsequent presentation of a 5,400 acre site through Duke Site Readiness program
- Developed a hops growing plan for Nova Global Farms in Bronson
- Continued redevelopment of web site to include more site section-related content

- Received proposals for planned business incubator concept, as well as began research of an apprenticeship/vocational academy
- Secured support through CareerSource for four (quarterly) Business Alliance meetings in FY218-19.
- Conducted annual goal setting session in September where the following objectives were agreed upon by the Board of Directors:
  1. Targeted industry readiness; site prep and due diligence consideration, whitewater venue, BRE visits
  2. Community outreach; Business Alliance with quarterly presentations & workshops, investment program, ambassador program
  3. Marketing campaign; web site/videos, social and traditional media