

**ECONOMIC ELEMENT
GOALS, OBJECTIVES AND POLICIES**

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Goal:

Promote the growth of a strong, stable and prosperous economy through public and private economic development initiatives that preserves and enhances a high quality of life for the residents while protecting the natural, recreational, historical and cultural resources of the County.

Objective 1 Economic Development Strategies

Develop strategies and support programs that promote a diversified economic base, create high paying jobs, enhance educational and vocational job training opportunities, support existing business and industry and encourage the relocation of new business and industry.

Economic Development Agency

Policy 1.1 The County shall designate an umbrella agency to coordinate the economic development activities in the public and private sectors. The County will support the economic development agency with adequate services and monies, subject to the availability of funds.

Marketing program

Policy 1.2 The County, through its designated economic development agency, shall

develop a marketing program which shall include:

- a. A centralized database containing a profile of local and regional demographic and workforce characteristics, and an inventory of available commercial, industrial, agricultural lands, buildings, and infrastructure;
- b. County promotional packet including a labor market survey, statistics on the wage rates, available compensation packages, training and job skill of the County;
- c. A list of targeted industries, including the identification of local business and industry expansion opportunities;
- d. An Inventory of funding sources to assist existing business and industry and to encourage the new business and industry to relocate in the County;
- e. Any other information that would be helpful to a business considering expansion or relocation.

Incentives

Policy 1.3 To attract desirable new business and industry, economic development incentives including: Industrial Development Revenue Bond (IRB.); Tax incentive; Tax Increment Financing (TIF) and; Ad valorem tax relief inducement to new business during start-up may be granted.

Policy 1.4 The County shall continue to develop and support programs to ensure that adequate infrastructure, efficient transportation networks, and a sufficient amount of land is available to meet the current and future need for existing businesses and industry.

Policy 1.5 The County shall encourage the expansion of the wholesale trade and manufacturing sectors in the County.

Objective 2 Support Educational and Job Training Programs

Broaden the range of job opportunities and the employment base through support of educational and workforce development programs and initiatives.

Policy 2.1 The County will support, through the Levy County School Board, plans to market vocational/technical education to elementary and secondary school children.

Policy 2.2 The County will encourage state officials to increase funding for all levels of education.

Objective 3 Planning and Development

Facilitate economic development through the provision of public facilities and development services, land use planning, intergovernmental coordination and cooperative efforts between the public and private sector.

Future Development

Policy 3.1 Provide adequate amounts of land for future development and expansion in suitable locations for agricultural/aquacultural, commercial and industrial land uses.

Policy 3.2 Identify and pursue State and Federal funding sources to provide and improve infrastructure in areas of growth and/or are necessary to protect the natural resources.

Policy 3.3 Direct and encourage commercial and industrial development in locations that are highly accessible and have adequate infrastructure to serve existing and future needs.

Policy 3.4 All applications for large scale comprehensive plan amendments shall contain an economic impact analysis obtained by using the Florida Department of Community Affairs (DCA) Fiscal Impact Analysis Model (FIAM).

Development Services

Policy 3.5 Develop methods to improve development services through the streamlining of planning, zoning and permitting issues and processes.

Policy 3.6 Coordinate plans review and permitting with appropriate agencies to improve the efficiency of the development review process and reduce the amount of time taken to achieve approval.

Policy 3.7 Develop and implement buffering and landscape standards through the Land Development Regulations, to promote compatibility between Commercial/Industrial uses and other land uses.

Objective 4 Protection of Rural and Environmental Quality

Encourage the development of business and industry that enhances and preserves the rural quality of life, cultural, historical and environmental resources in the County.

Policy 4.1 Preserve the rural quality of life through the coordination of land use and development plans for areas adjacent to municipalities and other Counties.

Proposed land use and development plans will be reviewed to ensure consistency with other local Comprehensive Plans, promote the efficient use of public facilities and develop compatible land use patterns.

Policy 4.2 The County will provide multiple options for agricultural, aquacultural, industrial and recreation related development through the Land Development Regulations.

Policy 4.3 The County will consider methods to increase the tax base and defray the cost of infrastructure to support growth including, but not limited to, a Tourist Development Tax Referendum.

Policy 4.4 The County shall encourage the use of innovative methods of financing infrastructure and services wherever possible in order to minimize the current and future tax burden, while providing environmentally sound infrastructure.

Resource and Cultural Based Recreational Development and Activities

Policy 4.5 Develop a plan to market recreational, historical and cultural resources at a local, regional and national level.

Policy 4.6 The County, in coordination with municipalities and Chambers of Commerce, shall encourage promotion activities for civic festivals to attract tourists.

Environmental Protection

Policy 4.7 Growth and development plans will be coordinated with appropriate regulatory and non-regulatory agencies to protect the quality of natural resources.

Policy 4.8 Promote eco-tourism through the development and improvement of public recreational opportunities and recreational initiative including, but not limited to, the Tri-County Nature Coast Greenway.