



# Jobs and Economic Opportunities Committee

02/17/16

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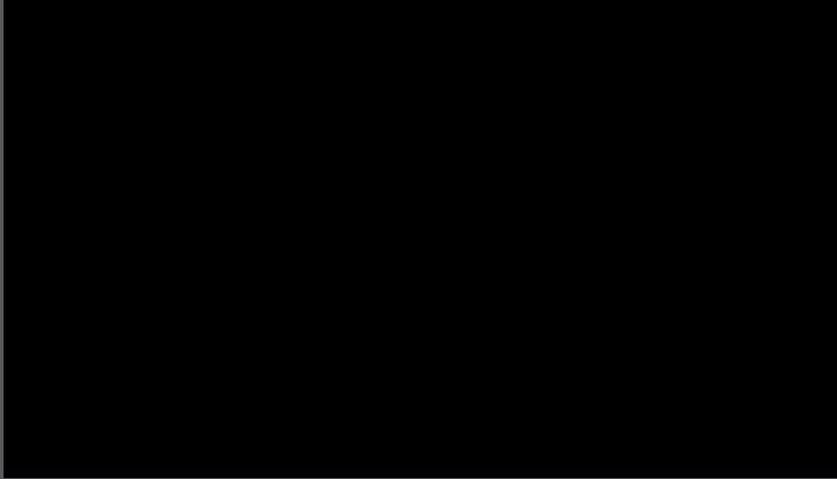
## Today's Agenda

- Economic Development – The Basics Video
- Pasco Economic Development Council Presentation
- Economic Development Plan
- New Business
- Next Meeting
- Adjourn

2



## Economic Development – The Basics Video



3



## Economic Development – The Basics Video

- Discussion

4



## Pasco Recap



### Prior to 1960:

- Historic growth along US 301 and Railroad;  
seasonal & retirees along US19

### 1960 – 70s:

- I-75 diverted growth on east; Pinellas spillover  
fueled western growth
- Pasco recognized as part of Tampa/St.  
Petersburg economic region

[www.PascoEDC.com](http://www.PascoEDC.com)

## Pasco Recap



**1980 - 2000:**

- Growth of retirees and spillover from south

**2000 - 2005:**

- Pasco becomes affordable workforce housing county for region

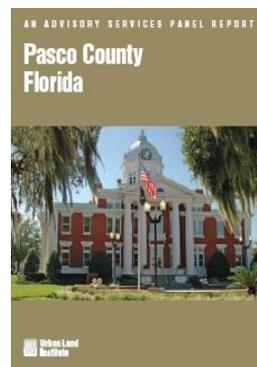
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## Pasco Recap



### 2008: ULI Panel Enters the Scene

The ULI report pulled no punches in laying out an aggressive vision for future growth and was specific in laying out actions to be taken.



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# Pasco Recap



## Pasco County responds

- **Result: a new vision to become an urban, full service community**
- **Five Sub-County Market Areas**
- **Urban Service Area on SR54/56**
- **Streamlined Permitting**
- **Subsidized Impact Fees**
- **Aggressive Job Creation Incentives**

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# Pasco Recap



## Pasco EDC Responds

- **Reorganization and New Funding Model**
- **Six Point Strategy:**
  - **Leadership**
  - **Marketing**
  - **Competitiveness (ULI)**
  - **Economic Growth**
  - **Product**
  - **Workforce**

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## Who are we?



**Pasco Economic  
Development Council, Inc.**

- **501 (c) 3 countywide non-profit**
- **Public-private partnership**

[www.PascoEDC.com](http://www.PascoEDC.com)

## What do we do?



- **Recruit businesses**
- **Serve local businesses**
- **Help start-ups**
- **Improve community competitiveness**

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## What have we accomplished?



Since FY1995/96:

- Helped 568 companies
  - Create 11,078 jobs
  - Invest \$1.408 billion
  - Fill 8.7 million square feet

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## New Opportunities



FY2014/2015

- 14 PROJECTS
- \$118.3 MILLION INVESTMENT
- 481,000 SQUARE FEET OCCUPIED
- 889 NEW JOBS
- \$21.6 MILLION ANNUAL PAYROLL

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# Entrepreneurship and Business Growth



- Pasco Enterprise Network
- SMARTstart Business Incubators
- CO.STARTERS Business Development
- CEO Round Tables/SPARC Business Framework
- Pasco Microloan

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## Pasco Enterprise Network



Coordinated assistance to small businesses and entrepreneurs, registering 1,100 individuals since 2010

**2014/2015 - 466 Entrepreneurs Served**

- 240 - SCORE
- 68 - SMARTstart
- 64 – PEDC
- 77 – Pasco Libraries
- 17 - Others

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## SMARTstart Business Incubators



County-wide program of business incubation facilities providing an array of business support resources and services

- **Current Members**
  - 7 – Dade City
  - 7 – New Port Richey
- **98 - Total jobs created since inception**

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## CO.STARTERS Business Development



Co. Starters - 10-week program for entrepreneurs to examine business assumptions and turn ideas into action and develop a validated business model

- **8 – Current Class**
- **2 Classes completed**
  - 23 graduates
  - October and January

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# CEO Round Tables/SPARC Business Framework



Create a network of CEO's through the Roundtable model and implement the SPARC Framework within each.

- 2 Roundtables Operating – 20 members
- Recruit 3 Roundtables for 2015/2016

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## Pasco Microloan



Since January 2012 we have funded 25 loans totaling \$678,800 and creating 127 jobs

**\$488,000 – Raised**

**Goals 2015/2016**

- Increase donations \$200,000
- Approve 10 new loans
- Create 50 new jobs

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## What's Next



- **Recruit businesses**
  - **Integrated Branding/Marketing**
    - **Tourism, Economic Development, Workforce, Residents, Stakeholders**
  - **International Promotion**
    - **Exporting, Foreign Direct Investment, Cultural Awareness**

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## What's Next



- **Help start-ups, local businesses**
  - **SMARTstart Incubation/Acceleration**
  - **Capital Access**
  - **Entrepreneurial Ecosystem**
  - **Business Leadership Networking**

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## What's Next



- **Improve community competitiveness**
  - Site Development
  - Spec Buildings
  - Redevelopment (land assembly)

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## Pasco Sweet Spot



- **Pasco 100% committed to be a regional employment center**
  - Sophisticated enough to have an expansive vision
  - Large enough to have resources to achieve it
  - Small enough to have leaders who can work together

[www.PascoEDC.com](http://www.PascoEDC.com)



# Questions?

[www.PascoEDC.com](http://www.PascoEDC.com)



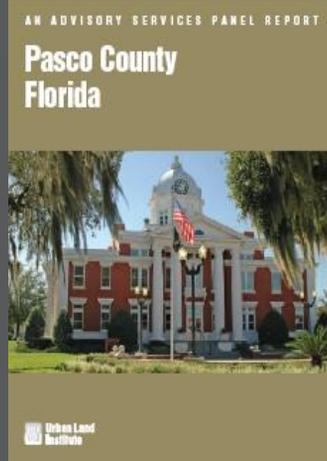
## Pasco County Economic Development Plan

- **Overview:**
  - **Historical Information**
  - **Goals Overview**
  - **Connections**

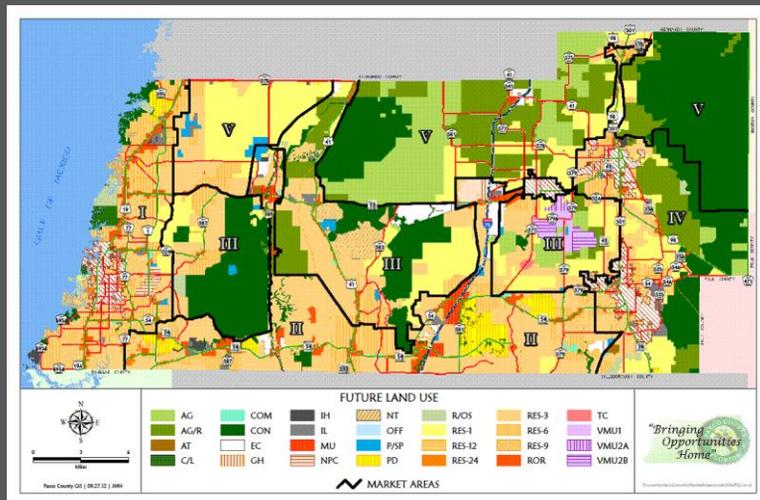


# History – ULI Panel

2008 - The ULI report pulled no punches in laying out an aggressive vision for future growth and was specific in laying out actions to be taken.

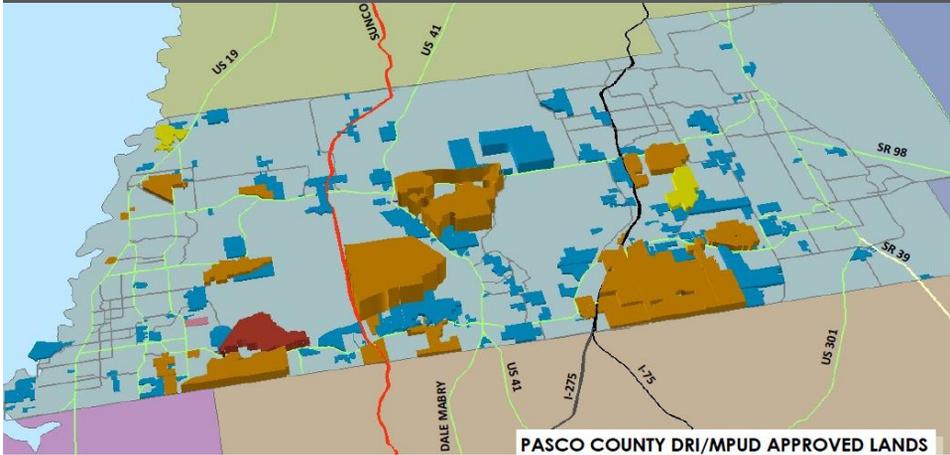


# Market Areas

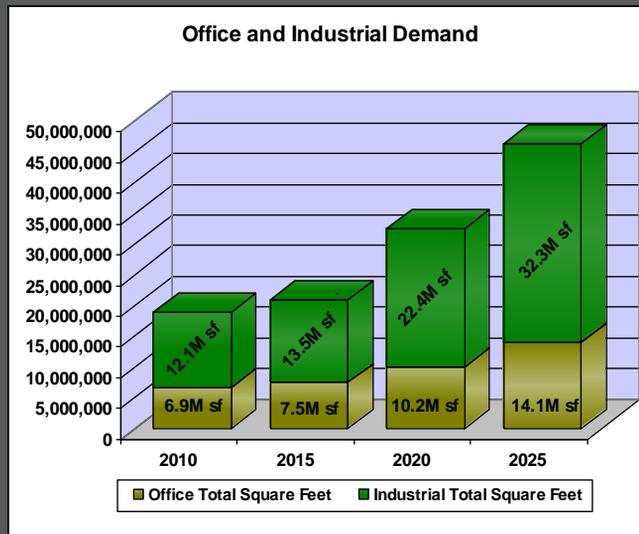




Commercial	21.1 Million
Office	12.6 Million
Industrial	3.5 Million
Hotel Rooms	2,600
Single Family	117,000 DU
Multifamily	130,000 DU



## Office and Industrial Demand



## Jobs - Where We Want to Be

<b>Population</b> 722,400	<b>Jobs/Pop</b> 39.1%	<b>Jobs/Pop</b> 45.3%	<b>Jobs/Pop</b> 51.6%
<b>Jobs Needed</b>	<b>282,500</b>	<b>327,200</b>	<b>372,800</b>

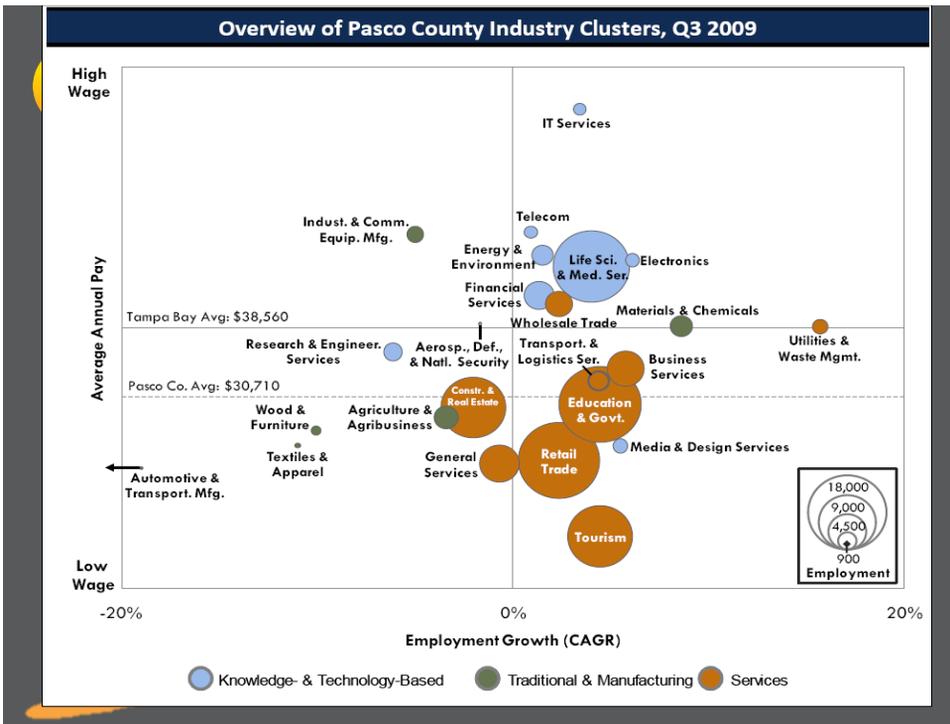
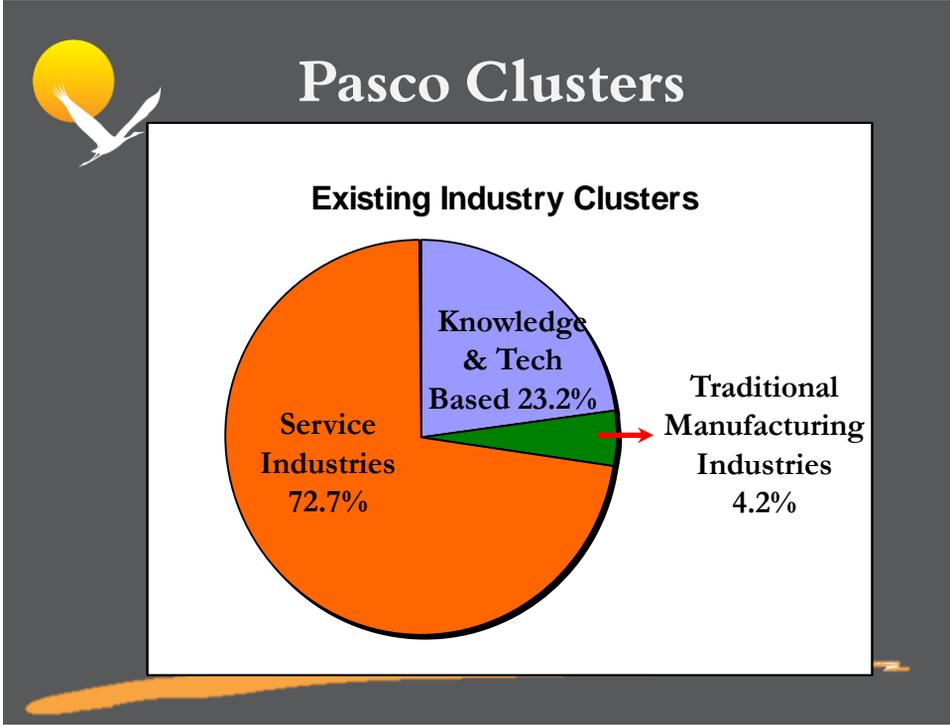
**To Reach 45.3% Jobs to  
Population Ratio, Pasco Needs to  
Add Nearly 158,000 Jobs by 2025  
from Current Base of 169,000**



## Clusters

- **Geographic concentrations of interconnected companies and institutions**
- **Enhances collective efficiencies, productivity, ability to innovate**







## Critical Issues – SWOT Analysis Themes

- Education
  - Workforce
  - Image
  - Quality Jobs
  - Quality of Life
- 



## Plan Development Principals

- Unified Approach
  - Retention, Attraction,  
Expansion
  - INVESTMENT
- 



## How Do We Accomplish Our Goals?



## Vision

Pasco will develop and implement an award-winning transformational model for planned urbanism, place making, redevelopment, and the integration of natural and built environments.



**Pasco will tell the story of its aspirations and achievements in a bold and creative way that draws positive regional, national, and international acclaim.**

## **GOAL ONE: TELL THE PASCO STORY**



### **Goal 1: Tell the Pasco Story**

- **The “New Pasco: Room to Grow in Tampa Bay”**
  - 5 Market Area Narratives
  - Harbors, Gateway Crossings, Midlands, Highlands, Countryside
- **Engage and connect community leaders with the brand message so they, in turn, believe it, live it, and communicate it.**



The West Market Area will be re-branded as a marine life nature preserve and boater's paradise. The intent of this goal is to tell how the Pasco Gulf Coast is being transformed into a Marine Paradise and develop a public relations platform to create community identity by providing for an enhanced image and brand that represents individual community visions yet presents a unified brand for the market area.

## Goal 1 The Harbors



Pasco will tell the story of Gateway Crossings' aspirations and achievements in a bold and creative way that draws positive regional, national, and international acclaim. Pasco will tell how visionary Pasco leadership is knitting a new urban tapestry in Tampa Bay.

## Goal 1 Gateway Crossings

Pasco will use its resources and authority to become one of the most competitive business environments in the Southeast United States. This goal addresses strategic issues related to government regulations, permitting, and infrastructure at key sites. These objectives will form the nucleus of the County's future employment base with support by public-private partnerships including utility companies, real estate developers, railroads, ports, and telecom providers.

## GOAL 2: ENCOURAGE CONTINUED POSITIVE GROWTH



## Goal 2: Encourage Continued Positive Growth

- Expand use of ULI Panel with other departments
- 5 Super Employment Zones
- Local Government Institute
- Sub Area Planning
- Increase Revenues



- Create Communication, Arts, & Technology (CAT) School
- Support & Provide Space for Medical & Medical Research Industry

## The Harbors Goal 4



- Research and Training Centers
- Create Business Accelerator Cooperative & Hub

## Gateway Crossings Goal 4

Pasco County will relentlessly pursue new partnerships and alliances to create a robust, connected entrepreneurial culture. The County has a need to expand and diversify its tax base through the growth of existing businesses, and attraction of value-added and target industries. This goal addresses the current lack of inventory of industrial, office and shovel ready sites. By 2025 Pasco could absorb an additional 7.2 million square feet of office space, and an additional 20.3 million square feet of industrial space.

### COUNTY-WIDE GOAL 3: GROW BUSINESSES



### GOAL 3: GROW BUSINESSES

- Invest in Incubator & Accelerator Work Spaces
- Regional Leader – Increase Number of Office, Industrial, & Pad Ready Sites
- Create Inventory Certified and Job Ready Sites
- Create Comprehensive Tourism Strategic Plan



- Intensify and Retrofit Obsolete Spaces
- Targeted Incentive Programs
- Recruit & Grow Environmentally Conscious Businesses

## The Harbors Goal 3



- Focus on High-Rise Office & Technology Based Entrepreneurship

## Gateway Crossings Goal 3

Pasco County will educate, train, and attract a top-notch work force to support its employment base and propel targeted economic sectors. According to the US Department of Labor, the workforce development field faces a vastly changed national labor market in which millions of employees have been dislocated from their jobs in traditional industries and need new skills to compete for jobs in the labor market. This goal addresses the strategic issues raised concerning the need to broaden the County's workforce skills and promote linkages to the region's higher education facilities and employers.

## COUNTY-WIDE GOAL 4: GROW PASCO'S WORKFORCE



### Goal 4: Grow Pasco's Workforce

- Create Education and Workforce Development Task Force
- Aggressive Talent Attraction Campaign & Develop Innovative Environments
- Collaborative Efforts to Foster Employment Options
- Career Academy Program in All Schools
- Organize Training Coalitions and Career Training Pipelines



- Create Communication, Arts, & Technology (CAT) School
- Support & Provide Space for Medical & Medical Research Industry

## The Harbors Goal 4



- Research and Training Centers
- Create Business Accelerator Cooperative & Hub

## Gateway Crossings Goal 4

Pasco will be a regional leader in community services and facilities, education, recreation, cultural and tourism-related amenities while enhancing our environmental resources. The County possesses significant natural and man-made resources that need to be protected as well as promoted. This goal positions the County as a leader in environmental sustainability. Quality of Life includes enhanced K-12 schools, expanded Arts and Cultural venues and promoting a mix of housing product that makes the County and attractive place to Live, Work, Play and Shop.

## COUNTY-WIDE GOAL 5: ENHANCE PASCO'S QUALITY OF LIFE



### Goal 5: Enhance Pasco's Quality of Life

- Provide Environmental Protection
- Sustain Highly Skilled Workforce
- Regional Destination for Performing & Fine Arts, Sports, Special Events
- Reinforce Identity, Sense of Place, & Character of County
- Be Celebrated as One of the Best Places for Active Tourism



- Become Regional Model for Environmental Stewardship for Nature Coast
- Become the Cultural and Arts Education Center for Excellence
- Full Range Housing Opportunities, Mixed Use and TOD

## The Harbors Goal 5



- Transformational Model
- Place Making Amenities – Athletic Parks, Museums, Convention Center, Education, Housing
- Entrepreneurial Educational Opportunities

## Gateway Crossings Goal 5



# Implementation Example

- **Goal 3: Grow Businesses**

- **Objective 3.2: Pasco will be a regional leader in collaborative efforts to increase the number of office, industrial, and pad-ready sites for development opportunities.**

## Goal: Grow Businesses

**Objective 3.2: Pasco will be a regional leader in collaborative efforts to increase the number of office, industrial, and pad-ready sites for development opportunities.**

Indicator	Baseline/Benchmark, Timing	Activity (Action)	Partners (Lead in Bold)
Inventory – Pad Ready sites in varying acreages for industrial development in sizes of 25 to 250 acres for development	Number of Pad Ready Sites identified will see a 40% increase of pad ready sites by December 31, 2017	<ol style="list-style-type: none"> <li>1. Identify five land masses (one in each market area) for priority consideration of pad-ready sites</li> <li>2. Perform 5 Phase I assessments</li> <li>3. Install Utilities to bring sites to Level 1 standards</li> </ol>	<ul style="list-style-type: none"> <li>• Pasco Staff</li> <li>• PEDC</li> <li>• Land Owners</li> <li>• Architect ABCDE</li> <li>• Utility Provider ABCDE</li> </ul>



## Pasco Flexes Economic Muscle

“Hillsborough and Pinellas: Take note. A tri-county economy is starting to emerge.”

--Robert Trigaux,  
Tampa Bay Times  
(November 4, 2012)



Questions?



## New Business

- Quick Updates
  - Funds Collected to date: \$4,314,404.48
- County Initiated Projects:
- Mid-year funding Requests
  - Zephyrhills Sewer Lines
  - Marketing Program
  - PEDC New Programs
- Programmatic
  - RFPs
  - Late June groundbreaking
- Lacooshee Cleanup
- Assessment Grants



# Closing

- **Next Meeting: April 20<sup>th</sup>**
  - Site Selection Process
  - Site Readiness Program - Zephyrhills

