Promoting Community, Economy and Leadership in Rural Areas
What We Do

“We strive to create a State with distinctive communities ready to compete anywhere.”
How We Do It

• We foster competitive communities.
• We partner with other entities.
• We become a visible resource.
• We build a reputation for excellence.
Competitive community economic Florida DEO local

FLORIDA DEPARTMENT of ECONOMIC OPPORTUNITY
Objectives

• Competitive Florida will tie the programs and staff of the Community Development Division together through a coordinated effort to increase local economic competitiveness.

• Competitive Florida will foster long-term partnerships.

• Participating communities will develop the capacity to implement their vision by leveraging their unique gifts.
What is Competitive Florida?

• It is a process that helps communities develop the ability to help themselves and reduce reliance on external resources.

• It is the outcomes that increase the community’s ability to leverage their assets in order to create a competitive advantage.

• A network of vibrant communities and their partners who share successes and lessons learned.
Get to know you.

Look at your strategy.

Pick the path that works for you.

Make a commitment.

Start off with a bang.

Set benchmarks.

Something and Review

Share your success with the network.

Celebrate.

COMPETITIVE FLORIDA

Leadership

Economy

Community
What is Competitive Florida?

- It is a process that helps communities develop the ability to help themselves and reduce reliance on external resources.
- It is the outcomes that increase the community’s ability to leverage their assets in order to create a competitive advantage.
- A network of vibrant communities and their partners who share successes and lessons learned.
The Asset Approach

• The Asset Approach to community economic development focuses on the positives, not the negatives, of a community. Instead seeking to overcome the negatives of your community, an Asset Approach focuses on how a community’s unique gifts can be preserved, enhanced and leveraged to create the community’s future.

• The Asset Approach recognizes that deficits need to be addressed. However, by understanding and building on the assets that make your community unique, you can connect your unique assets to regional, national, and global opportunities.
Assets

What might a competitive community leverage:

Tangible Assets
• Environmental Assets– the natural environment
• Physical Assets - the built environment
• Financial Assets - equity and financing resources

Intangible Assets
• Human Assets - workforce, knowledge, skills, and work ethic
• Social Assets - the ability to plan and act as a collectively
• Cultural Assets - heritage, culture, and arts
• Community Assets - education, healthcare, and social services
Going Forward

Further test and expand the Competitive Florida framework

What’s Next
Promoting Community, Economy and Leadership in Rural Areas
Community and Economic Analysis

Figure 1: Sector Share of Total Employment, 2008 vs. 2013

- Agriculture, Forestry, Fishing...
- Retail Trade
- Transportation and Warehousing
- Social Assistance
- Health Care and Social Assistance
- Leisure and Hospitality
- State Government

2008
2013
Asset Mapping
Public Meetings
Action-Oriented Economic Development Plan

- Economic Analysis
- Asset Mapping
- Public Meetings
Community Celebration
Promoting Community, Economy, and Leadership in Rural Areas
Mayor Helen Miller,
Town of White Springs
Florida’s Original
Tourist Destination
Rooster’s Outfitters

Keith Knipp is a highly regarded 3rd generation bamboo rod craftsman

Mr. Knipp aka Rooster started as Studio Artist Volunteer

Rooster’s Outfitters, Old Jail in White Springs
Suwannee River Water Management District Barnett Tract approved for conveyance to Town of White Springs

Map provided by Suwannee River Water Management District
What’s Next?

• Implementing our “Catalyst” Projects – Roosters and the Eco-lodge
• Education and training
• Health care and promoting wellness
• Infrastructure
• Restoration and re-programming of historic structures
• Enhancing access / promoting natural features and resources for eco-tourism
• I -75 /CR 136 Interchange – requires tri-county, state, and federal partnership
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