



# Innovation & Economic Development

Pillar Advisory Committee Web Conference  
August 30, 2017

# Housekeeping

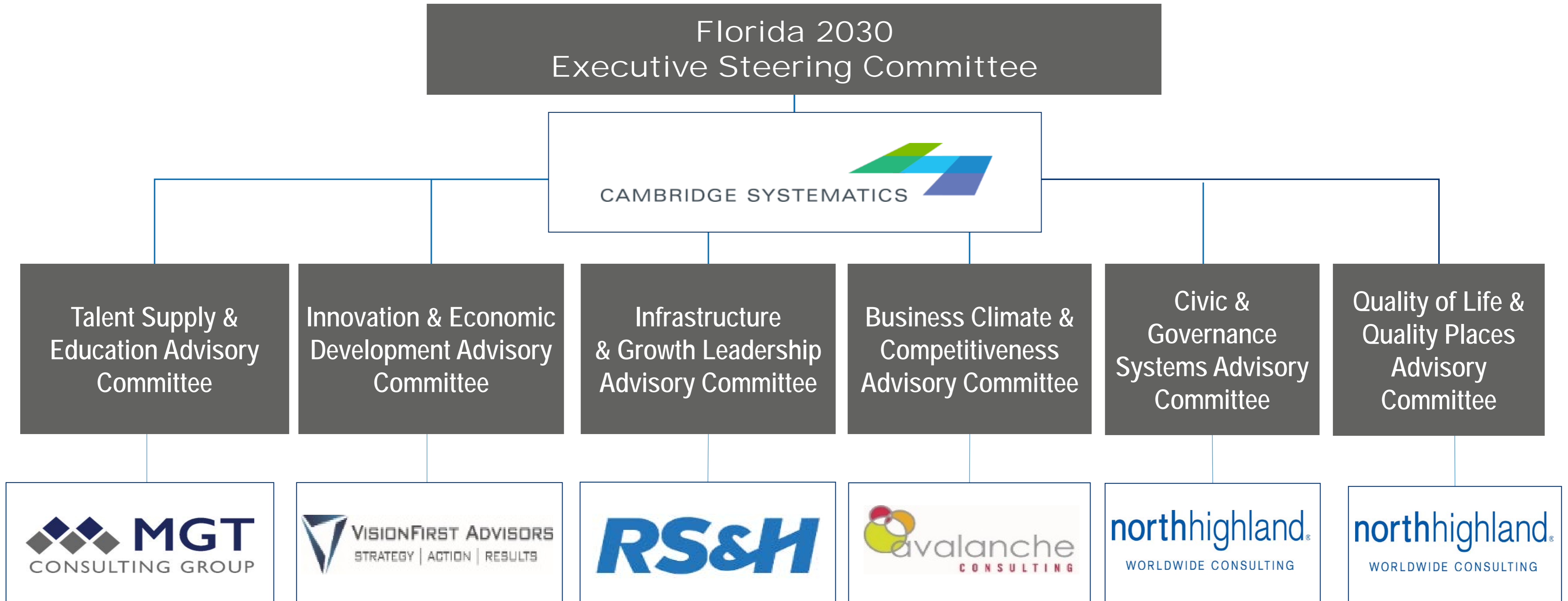
- Please do not place your line on hold
- Moderated conference lines
- To raise questions and participate
  - Through the conference call:
    - Listen for operator cues
    - Press \* 1 on your phone when prompted
    - All lines will be open during the Q&A/Discussion sections
  - Through the webinar:
    - You can type in a question directly through the webinar under the questions section.

# Today's Agenda

- Introductions
- Project update
- Draft findings and recommendations
- Discussion
- Next steps



“We must plan better for the next 6 million Floridians than we did for the last 6 million”



**GETTING INVOLVED IS EASY:**

**Contact Brandi Brown, [BBrown@FLFoundation.org](mailto:BBrown@FLFoundation.org), 850-521-1252**

# Discussion Questions

- Do you have major concerns on the proposed goals and strategies for Innovation and Economic Development for 2030?
- What are other big picture ideas should we consider as goals and strategies for 2030?
- How should we be measuring success?

# Overarching Themes

- Create an environment that welcomes capital investment and the growth of jobs that provide the greatest value to achieving a truly diverse economy.
- Increase availability of reliable and affordable high-speed internet access and connectivity across all areas of the state.
- Workforce development is the truest investment in the future of our state.

Applicable Zone

INNOVATION ECONOMY

RELATED PILLARS

- Talent Supply & Education
- Infrastructure & Growth Leadership
- Business Climate & Competitiveness

GOAL:

*To take advantage of the expected growth of an additional six million more residents, Florida should strengthen its economy around niche industry clusters in its strong sectors such as agriculture, healthcare, tourism and energy generation.*

STRATEGIES

- With Florida’s multi-billion-dollar investment in Florida’s ports and airports coupled with the high-tech rise of additive manufacturing, the state should leverage and align its competitive positions as an epicenter of manufacturing excellence.
- Invest in manufacturing and logistics growth throughout the state, with an initial focus in rural areas along the I-10 corridor, to encourage investment, support job growth and increase Florida’s international trade and export opportunities of Florida-made products. From its market size to its access to South American and other global markets, Florida has the ability to lure and launch manufacturing firms.
- As a global leader in space exploration, position the state to take advantage of future NASA missions and continued expansion in commercial space exploration.



Applicable Zone	INNOVATION ECONOMY
RELATED PILLARS	<ul style="list-style-type: none"> <li>• Talent Supply &amp; Education</li> <li>• Infrastructure &amp; Growth Leadership</li> <li>• Business Climate &amp; Competitiveness</li> </ul>
GOAL:	<p><i>Position Florida to be a leader in innovation through superior research and development, talent development and entrepreneurial activities to enhance economic prosperity.</i></p>
STRATEGIES	<ul style="list-style-type: none"> <li>• Reimagine Florida’s sectors and workforce skills/capabilities to take advantage of next generation technology within the state’s strengths.</li> <li>• Pursue niche industries that offer strategic growth opportunities of homegrown industries that serve as a complement local and regional efforts.</li> <li>• Foster and accelerate growth and prosperity throughout the state by supporting companies/innovators of all sizes from 1099er’s to start-ups to Fortune 500 companies.</li> <li>• Support the state’s military and defense operations and strengthen Florida's stance to safeguard against BRAC.</li> </ul>

Applicable Zone	ECONOMIC DEVELOPMENT
RELATED PILLARS	<ul style="list-style-type: none"> <li>• Talent Supply &amp; Education</li> <li>• Infrastructure &amp; Growth Leadership</li> <li>• Business Climate &amp; Competitiveness</li> <li>• Quality of Life</li> </ul>
GOAL:	<p><i>Transform the economic development effort in the state to one that focuses the growth of jobs that provide greater value-add to the economy and is holistic in its practice to include community development/placemaking initiatives.</i></p>
STRATEGIES	<ul style="list-style-type: none"> <li>• Enlarge the focus and the narrative of economic development in Florida to include both business prosperity resulting in job creation to include further outcomes resulting in whole community prosperity. Update the way community economic growth and prosperity is measured.</li> <li>• In addition to traditional economic development strategies focused on business recruitment, expansion and retention, the state should pursue a new asset-based model of encouraging investment in Florida through public infrastructure and human capital development.</li> <li>• Create an economic development ecosystem that provides centralized state leadership to support regional efforts that can adjust to the assets, needs and strengths of their region. Enhance opportunities for all of Florida’s communities by encouraging growth and innovation in sectors that hold regional importance creating vibrant economies throughout the state.</li> </ul>

Applicable Zone	ECONOMIC DEVELOPMENT
RELATED PILLARS	<ul style="list-style-type: none"> <li>• Talent Supply &amp; Education</li> <li>• Infrastructure &amp; Growth Leadership</li> <li>• Business Climate &amp; Competitiveness</li> </ul>
GOAL:	<p><i>As Florida’s population grows, refine economic development practices to reduce regional economic disparity and focus investments in Florida’s foundation – improved/repurposed infrastructure and strategic workforce development focused towards tomorrow’s career opportunities.</i></p>
STRATEGIES	<ul style="list-style-type: none"> <li>• With traditional economic development practices in the state shifting, the focus should be more targeted and needs-based, creating economic prosperity that complements both regional and local priorities, agendas and long-term plans.</li> <li>• Partner with local governments in regional planning efforts so rural and coastal communities can benefit from the influx of six million new residents to the state.</li> <li>• Reduce the digital divide that between Florida’s urban, rural and coastal regions.</li> <li>• Create new education standards that redefine Florida's competitive advantage through digital literacy and expertise for K-12 students. Leading industries are beginning to recognize coding as a basic component of literacy for many of tomorrow’s jobs.</li> <li>• Expand trade and manufacturing technology programs to increase workforce capacity at the technical school and community college level with a focus to credentialing programs and apprenticeships.</li> </ul>

Applicable Zones	ENTREPRENEURSHIP/CAPITAL & VENTURE FUNDS
RELATED PILLARS	<ul style="list-style-type: none"> <li>• Talent Supply &amp; Education</li> <li>• Infrastructure &amp; Growth Leadership</li> <li>• Business Climate &amp; Competitiveness</li> </ul>
GOAL:	<p><i>Create entrepreneurial ecosystem that increases business formation and overall community prosperity. Ensure that business formation efforts are focused throughout the state rather than just Florida’s city-states.</i></p>
STRATEGIES	<ul style="list-style-type: none"> <li>• Increase the number of high-growth entrepreneurial companies (per OECD’s measures) in Florida’s strongest industries of agriculture, aerospace, aviation and defense, financial services, healthcare and life sciences, tourism, global trade and logistics.</li> <li>• Creation of a statewide network of all entrepreneurs/investors with a suite of services designed to prepare for initial growth opportunities. The State should be an advocate or facilitator of capital and opportunity.</li> <li>• Expand the understanding of entrepreneurs to include the “gig economy” and creative endeavors. Integrate the arts and the creative economy into economic development initiatives.</li> </ul>

Applicable Zone	RESEARCH & DEVELOPMENT
RELATED PILLARS	<ul style="list-style-type: none"> <li>• Talent Supply &amp; Education</li> <li>• Infrastructure &amp; Growth Leadership</li> <li>• Business Climate &amp; Competitiveness</li> </ul>
GOAL:	<p><i>Pioneer next generation capabilities by utilizing world-class research and development assets in Florida’s universities with greater business investment to enhance commercialization opportunities in Florida’s strongest industry sectors.</i></p>
STRATEGIES	<ul style="list-style-type: none"> <li>• Create superclusters of university research in key industry sectors such as aviation and aerospace, agriculture, logistics, additive manufacturing and environmental sustainability to not only strengthen the economy but to keep the state’s best and brightest in Florida.</li> <li>• Ensure innovations in Florida’s universities and institutes stay in Florida by increasing commercialization through licensing, increased research and discovery, reducing commercialization barriers and increasing access to capital.</li> <li>• Create a welcoming environment for leaders in new technology, innovation and research from other states to locate and grow in Florida.</li> </ul>

Applicable Zone	TRADE & INTERNATIONAL
RELATED PILLARS	<ul style="list-style-type: none"> <li>• Talent Supply &amp; Education</li> <li>• Infrastructure &amp; Growth Leadership</li> <li>• Business Climate &amp; Competitiveness</li> </ul>
GOAL 6:	<p><b><i>Grow a value-added economy for the state by increasing state exports and market access utilizing Florida’s quinta-modal logistics robust highway, rail, air, port and space systems.</i></b></p>
STRATEGIES	<ul style="list-style-type: none"> <li>• Each of the state’s entrepreneurial and business formation programs should contain components addressing international trade and exports to increase the pipeline of Florida goods and merchandise as well as introducing the businesses to foreign markets for suppliers of materials and products as well. The import of other goods is a necessary step for long-term growth.</li> <li>• Create a strategy that promotes exports of Florida products from all regions and builds off the assets and strengths of the local economy.</li> </ul>

# Discussion Questions

- Do you have major concerns on the proposed goals and strategies for Innovation and Economic Development for 2030?
- What are other big picture ideas should we consider as goals and strategies for 2030?
- How should we be measuring success?

# Questions or Comments?

Brandi Brown

Florida Chamber Foundation

[bbrown@flfoundation.org](mailto:bbrown@flfoundation.org)

850-521-1252

Nancy Blum-Heintz

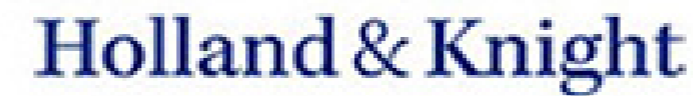
VisionFirst Advisors

[Nancy.Heintz@VisionFirstAdvisors.com](mailto:Nancy.Heintz@VisionFirstAdvisors.com)



# Special Thanks to Our Florida 2030 Partners

## PILLAR LEADERSHIP PARTNERS



## SUSTAINING PILLAR PARTNERS



## ANNUAL PILLAR PARTNERS





Innovation and Economic Development Pillar Advisory Committee Meeting

September 27, 2017 @ 4:00-5:00

JW Marriott Orlando Grande Lakes

# Future of Florida Forum

## September 27-29, 2017

**6 Pillars**

**3 Years**

**10,000+ Floridians**

**1 Plan**

**Florida2030.org**

**FLORIDA 2030 STRATEGY DEVELOPMENT - DRAFT**  
**INNOVATION & ECONOMIC DEVELOPMENT**

August 24, 2017

In order for Florida to truly become a global pacesetter as it relates to innovation and being prepared for 2030, the state must come together with one voice and move in one strategic direction based on innovation and diversification. It must look beyond city-states, beyond rural, urban and coastal divides, beyond even regions. Within each of the zones under the Innovation and Economic Diversification Pillar three cross-cutting factors are foundational to Florida’s success:

- The need to create an environment that welcomes capital investment and the growth of jobs that provide the greatest value to achieving a truly diverse economy.
- The increased availability of reliable and affordable high-speed internet access and connectivity across all areas of the state. Internet serves as today’s primary communications tool and is a core part of business infrastructure.
- Workforce development is the truest investment in the future of our state. Workforce is part of the state’s economic development product and serves as a cross-cutting goal across all zones.

Applicable Zone	Innovation Economy
RELATED PILLARS	<ul style="list-style-type: none"> <li>• Talent Supply &amp; Education</li> <li>• Infrastructure &amp; Growth Leadership</li> <li>• Business Climate &amp; Competitiveness</li> </ul>
<b>GOAL 1:</b>	<b><i>Position Florida to be a leader in innovation through superior research and development, talent development and entrepreneurial activities to enhance economic prosperity.</i></b>
STRATEGIES	<ul style="list-style-type: none"> <li>• Reimagine Florida’s targeted industry clusters to take advantage of next generation technology within the state’s strengths.</li> <li>• Pursue niche industries that offer strategic growth opportunities complementing local and regional efforts.</li> <li>• Accelerate growth and prosperity throughout the state by supporting companies of all sizes from start-up to Fortune 500 headquarters.</li> </ul>

Applicable Zone	Innovation Economy
RELATED PILLARS	<ul style="list-style-type: none"> <li>• Talent Supply &amp; Education</li> <li>• Infrastructure &amp; Growth Leadership</li> <li>• Business Climate &amp; Competitiveness</li> </ul>
<b>GOAL 2:</b>	<p><b><i>To take advantage of the expected growth of an additional six million more residents, Florida should strengthen its economy around niche industry clusters in its strong sectors such as agriculture, healthcare, tourism and energy generation.</i></b></p>
STRATEGIES	<ul style="list-style-type: none"> <li>• With Florida’s multi-billion-dollar investment in Florida’s ports and the high-tech rise of additive manufacturing, the state should improve its competitive positions as an epi-center of manufacturing excellence.</li> <li>• Invest in manufacturing and logistics growth throughout the state, particularly in rural areas along the I-10 corridor, to encourage investment, support job growth and increase Florida’s international trade and export opportunities of Florida-made products. From its market size to its access to South American markets, Florida has the ability to lure and launch manufacturing firms.</li> <li>• As a global leader in space exploration, position the state to take advantage of future NASA missions and continued expansion in commercial space exploration.</li> </ul>

DRAFT

Applicable Zone	Research & Development
RELATED PILLARS	<ul style="list-style-type: none"> <li>• Talent Supply &amp; Education</li> <li>• Infrastructure &amp; Growth Leadership</li> <li>• Business Climate &amp; Competitiveness</li> </ul>
<b>GOAL 3:</b>	<p><b><i>Pioneer next generation capabilities by leveraging world-class research and development assets in Florida's universities with greater business investment to enhance commercialization opportunities in Florida's strongest industry sectors.</i></b></p>
STRATEGIES	<ul style="list-style-type: none"> <li>• Create superclusters of university research in key industry sectors such as aviation and aerospace, agriculture, logistics, additive manufacturing and environmental sustainability.</li> <li>• Ensure innovations in Florida's universities stay in Florida by increasing commercialization through licensing, increased research and discovery, reducing commercialization barriers and increasing access to capital.</li> </ul>

DRAFT

Applicable Zone	Economic Development
RELATED PILLARS	<ul style="list-style-type: none"> <li>• Talent Supply &amp; Education</li> <li>• Infrastructure &amp; Growth Leadership</li> <li>• Business Climate &amp; Competitiveness</li> </ul>
<b>GOAL 4:</b>	<p><b><i>Transform the economic development effort in the state to one that focuses the growth of jobs that provide greater value-add to the economy and is holistic in its practice to include community development/placemaking initiatives.</i></b></p>
STRATEGIES	<ul style="list-style-type: none"> <li>• As traditional economic development in the state is no longer a viable option, the state should pursue a new asset-based model of encouraging investment in Florida through public infrastructure and human capital development.</li> <li>• Enhance opportunities for all of Florida’s communities by encouraging growth and innovation in sectors that hold regional importance creating vibrant economies throughout the state.</li> <li>• Create an economic development ecosystem that provides centralized state leadership to support regional efforts that can adjust to the assets, needs and strengths of their region.</li> </ul>

DRAFT

Applicable Zone	Economic Development
RELATED PILLARS	<ul style="list-style-type: none"> <li>• Talent Supply &amp; Education</li> <li>• Infrastructure &amp; Growth Leadership</li> <li>• Business Climate &amp; Competitiveness</li> </ul>
<b>GOAL 5:</b>	<p><b><i>Redefine economic development practices to reduce regional economic disparity and focus investments in Florida's foundation – improved/repurposed infrastructure and workforce development.</i></b></p>
STRATEGIES	<ul style="list-style-type: none"> <li>• With traditional economic development practices shifting, the focus should turn on creating economic prosperity that complements local priorities, agendas and long-term plans.</li> <li>• Partner with local governments in regional planning efforts so rural and coastal communities can benefit from the influx of six million new residents to the state.</li> <li>• Reduce the digital divide that between Florida's urban, rural and coastal regions.</li> <li>• Create new education standards that promote coding and digital literacy for K-12 students.</li> <li>• Expand trade and manufacturing technology programs to increase workforce capacity at the community college level.</li> </ul>

DRAFT



Applicable Zone	Trade & International
RELATED PILLARS	<ul style="list-style-type: none"> <li>• Talent Supply &amp; Education</li> <li>• Infrastructure &amp; Growth Leadership</li> <li>• Business Climate &amp; Competitiveness</li> </ul>
<b>GOAL 6:</b>	<p><b><i>Grow a value-added economy for the state by increasing state exports and market access utilizing Florida's quinta-modal logistics robust highway, rail, air, port and space systems.</i></b></p>
STRATEGIES	<ul style="list-style-type: none"> <li>• Each of the state's entrepreneurial and business formation programs should contain components addressing international trade and exports to increase the pipeline of Florida goods and merchandise as well as introducing the businesses to foreign markets for suppliers of materials and products as well. The import of other goods is a necessary step for long-term growth.</li> <li>• Create a strategy that promotes exports of Florida products from all regions and builds off the assets and strengths of the local economy.</li> </ul>

DRAFT

Applicable Zones	Entrepreneurship/Capital & Venture Funds
RELATED PILLARS	<ul style="list-style-type: none"> <li>• Talent Supply &amp; Education</li> <li>• Infrastructure &amp; Growth Leadership</li> <li>• Business Climate &amp; Competitiveness</li> </ul>
<b>GOAL 7:</b>	<p><b><i>Create entrepreneurial ecosystem that increases business formation. Ensure that business formation efforts are focused throughout the state rather than just Florida's city-states.</i></b></p>
STRATEGIES	<ul style="list-style-type: none"> <li>• Increase the number of high-growth entrepreneurial companies (per OECD's measures) in Florida's strongest industries of agriculture, aerospace, aviation and defense, financial services, healthcare and life sciences, tourism, trade and logistics.</li> <li>• Creation of a statewide network of all entrepreneurs/investors with a suite of services designed to prepare for initial growth opportunities. State should not be the investor of capital but rather advocate and facilitator of opportunity.</li> <li>• Integrate the arts and the creative economy into economic development initiatives.</li> </ul>

DRAFT