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## **ECONOMIC DEVELOPMENT ELEMENT GOALS, OBJECTIVES AND POLICIES**

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**Goal 10.1:** Support economic development in St. Lucie County as part of an overall strategy for sustainability and quality of life.

**Objective 10.1.1:** Develop and implement activities designed to improve the overall prosperity of St. Lucie County and its residents.

**Policy 10.1.1.1** - Attract investors to help diversify the industrial base, broaden the economic tax base and strengthen the job market.

**Policy 10.1.1.2** - Encourage redevelopment projects and business expansions that will promote economic development opportunities.

**Policy 10.1.1.3** – Continue to implement and improve upon fast-tracking development review for targeted industry projects in order to encourage investment.

**Policy 10.1.1.4** - Place a high priority on infill and redevelopment projects that are consistent with the smart growth policies of St. Lucie County.

**Policy 10.1.1.5** - Encourage more construction of executive housing stock that will assist in the attraction of higher paying job opportunities.

**Policy 10.1.1.6** - Continue to encourage the development of high wage, high skill, long term job creation in the County.

**Goal 10.2:** Diversify the year round economy and establish an economic and cultural climate that will allow St. Lucie County to effectively compete in the global economy.

**Objective 10.2.1:** Support efforts to diversify St. Lucie County's economy and to make the county an effective competitor.

**Policy 10.2.1.1** - Develop a comprehensive plan and customized development process for industrial businesses that will increase opportunities for business and industry to locate or expand in St. Lucie County.

**Policy 10.2.1.2** - Recruit businesses from the targeted industry sectors that will provide year-round employment opportunities.

**Policy 10.2.1.3** - Identify locations for and encourage development of economic clusters for business and industry that would benefit from being located near related industries in the area as well as for other desired contributory business users with the potential for significant employment.

**Policy 10.2.1.4** - Encourage the development of clusters of industries according to the adopted targeted industry list such as Manufacturing Facilities, Finance and Insurance, Information, Clean Energy, Professional, Scientific, and Technical Services, Management

and Distribution, and Administrative and Support Services at appropriate locations in St. Lucie County.

**Policy 10.2.1.5** - Prepare and maintain an inventory of incentives, business programs, and housing stock, and available sites to accommodate targeted industries, new businesses and business expansions in St. Lucie County.

**Policy 10.2.1.6** - Support public/private partnerships and communications and provide for an atmosphere for international trade.

**Policy 10.2.1.7** - Assist in the promotion, development and implementation of Foreign Trade Zone services in St. Lucie County. St. Lucie County shall actively assist to the maximum extent practical in the recruitment of businesses and maintain an expedited permitting process for bona fide economic development projects located within the Foreign Trade Zone, especially those within the Targeted Industry List.

**Policy 10.2.1.8** - The County shall participate in regional economic development activities including the Research Coast.

**Policy 10.2.1.9** - The County shall support green and renewable energy loan and grant programs to support development of related green businesses.

**Objective 10.2.2:** Establish procedures and tools to encourage business development and assist economic development in St. Lucie County.

**Policy 10.2.2.1** – Continue to utilize a point person for inter-agency and inter-department communication whose purpose is to facilitate the movement of targeted economic development projects through the regulatory process.

**Policy 10.2.2.2** - Continue to investigate and implement tools to assist developers and businesses in locating appropriate facilities for their needs and to provide all necessary statistical information to encourage outside investors to locate in St. Lucie County.

**Policy 10.2.2.3** - Monitor the following indicators of economic and business success in the County:

- Identify for-profit status, which cluster the business supports, salaries, number of employees, and related higher learning programs needed to support the business of new and existing businesses.
- Utilize a GIS-based system to track clustering and examining the location of related businesses.
- Recruitment of employees from local colleges and universities.
- Long term financial value of incentives.
- Jobs/housing balance.

**Objective 10.2.3:** Encourage the provision of appropriate educational opportunities, programs, and facilities to meet business and industry needs.

**Policy 10.2.3.1** - Encourage the development of more vocational programs to meet business and industry needs.

**Policy 10.2.3.2** - Encourage the cultivation of education/business partnerships to develop education and training support programs that will benefit businesses and employees.

**Policy 10.2.3.3** - Encourage education and training programs that support manufacturing high-tech, and research and development businesses and other targeted industry to locate in St. Lucie County.

**Policy 10.2.3.4** - Encourage and support research and development opportunities provided by Harbor Branch Oceanographic Institution, USDA laboratory, IFAS, Smithsonian Institution, FAU, and University of Florida, to encourage and enhance clustering of high tech industry, and to support the expansion of manufacturing, agriculture/aquaculture, marine and tourism industries in St. Lucie County.

**Policy 10.2.3.5** - Promote and identify internships, apprenticeships and training for green sector jobs through St. Lucie School District magnet programs, the colleges and universities, and green technology companies.

**Objective 10.2.4:** Assist the agency charged with the marketing and promotion of St. Lucie County in the development and implementation of marketing efforts.

**Policy 10.2.4.1** - Assist in marketing St. Lucie County as a location with opportunities for business location, relocation, or expansion, including international trade.

**Policy 10.2.4.2** - Increase cooperation between public agencies and private organizations to present a unified positive image of St. Lucie County.

**Objective 10.2.5:** The County shall, through economic development projects encourage diversification of the tax base to further support long-term investment in County quality of life.

**Policy 10.2.5.1** - The County shall encourage appropriate investments that result in beneficial property values for non-residential and residential properties.

**Policy 10.2.5.2** - The County shall support economic development activities that encourage growth in non-residential development resulting in the creation of long term commercial and industrial targeted industry jobs together with comprehensive increases in assessed valuations and ad valorem tax receipts for non-residential development.

**Goal 10.3:** Support the expansion of agricultural activities, and maintain a sufficient agricultural land base to increase the sustainability, expansion, and diversification of agricultural activities throughout St. Lucie County.

**Objective 10.3.1:** Increase and diversify the agricultural economic base.

**Policy 10.3.1.1** – Encourage the development of specialty foods, farmers market products, and food processing industries to increase and diversify the agricultural economic base.

**Policy 10.3.1.2** - Encourage, maintain, and expand industries, such as the aquaculture industry, to increase and diversify the agricultural economic base.

**Policy 10.3.1.3** - Encourage and support agricultural and aquaculture research and education programs and development activities.

**Policy 10.3.1.4** - Support the development and production of biofuels and related clean energy technology activities in the County.

**Policy 10.3.1.5** - Continue to establish grant opportunities for the sustainable re-use of agriculture land. Find a means of achieving continued bone fide agriculture operations through innovative land use alternatives such as transfer of development rights and cultivation of alternative energy forms.

**Goal 10.4:** Maintain and expand the tourism sector of St. Lucie County's economy.

**Objective 10.4.1:** Maintain and improve existing features that contribute to the attraction of tourists.

**Policy 10.4.1.1** - Protect St. Lucie County's natural resources and countryside to ensure their continued existence for the benefit and enjoyment of future residents and visitors.

**Policy 10.4.1.2** - Protect and reuse St. Lucie County's historic sites and buildings to preserve its heritage, promote economic development, enhance quality of life, and add to the tourist experience.

**Policy 10.4.1.3** - Support local initiatives to preserve St. Lucie County's art, architecture, natural and cultural heritage.

**Policy 10.4.1.4** - Promote the expansion of eco-tourism and encouraging existing and new hotels to participate in the Florida Green Lodging Program.

**Objective 10.4.2:** Initiate marketing efforts and seek new opportunities to promote tourism.

**Policy 10.4.2.1** - Market St. Lucie County as a vacation destination with uncrowded beaches, multiple outdoor recreation and natural resources, historic sites, NY Mets Spring Training, golf, cultural activities and a variety of ongoing cultural and culinary events.

**Policy 10.4.2.2** - Promote cooperative efforts between public agencies and private organizations to present a unified positive image of St. Lucie County.

**Policy 10.4.2.3** - Develop ecotourism opportunities to help extend the tourist season in St. Lucie County, help sustain large areas of open space, preserve natural habitat, discourage sprawling, low density development, and broaden the economic base.

**Policy 10.4.2.4** - Promote and market entertainment and sports activities in St. Lucie County domestically and internationally to increase the County's sports tourism market.

**Policy 10.4.2.5** - Encourage and strengthen the role of sports activities in economic development by attracting and soliciting amateur and professional regional multi-sports events.

**Policy 10.4.2.6** - Encourage and strengthen the role of the arts in economic development by attracting and accommodating amateur and professional arts events and businesses

throughout the county.

**Policy 10.4.2.7** - The County shall, in cooperation with Visit Florida and its own visitor tracking efforts and data collection monitor the origination of domestic and international tourists to determine in which areas marketing should be focused.

**Policy 10.4.2.8** - Pursue international partnerships that promote cultural exchanges and encourage international visitors to stay and play in St. Lucie County.

**Goal 10.5:** Encourage patterns of development that are less costly to provide with public services and facilities, and encourage the redevelopment and revitalization of older residential, industrial, and commercial areas.

**Objective 10.5.1:** Promote patterns of development that allow public services and facilities to be provided more cost-effectively.

**Policy 10.5.1.1** - Encourage the use of compact, mixed-use development.

**Policy 10.5.1.2** - Coordinate land use planning and the provision of public facilities.

**Policy 10.5.1.3** - Continue to provide expedited review of development applications for economic development projects.

**Policy 10.5.1.4** - Establish a streamlined conceptual site plan approval process for industrial development using the Florida Manufacturing Competitiveness Act as a model.

**Policy 10.5.1.5** - Develop and utilize appropriate business incentive programs that will attract outside businesses and assist in the retention and expansion of existing businesses.

**Goal 10.6:** Improve infrastructure linkages throughout St. Lucie County.

**Objective 10.6.1:** Encourage and support improved infrastructure linkages between business centers, educational facilities, and residents.

**Policy 10.6.1.1** - Improve transportation opportunities throughout St. Lucie County in order to provide improved access to industry and commercial locations for other businesses and the labor force, and provide easier access to educational facilities.

**Policy 10.6.1.2** - Improve and expand the water and sewer system to allow for adequate capacity for future economic growth.

**Policy 10.6.1.3** - Expand the water and sewer system to encompass all industrial and commercial land use areas located within the urban service area and utilize grant funds when available.

**Policy 10.6.1.4** - Encourage and improve the use of the Treasure Coast International Airport as a first class general aviation facility, to improve safety for existing and new flight training facilities, to improve access for business and industry, to improve access for residents, and to encourage outside investors to locate in the area.

**Policy 10.6.1.5** - Through implementation of the Airport Master Plan, promote the expansion of commercial aviation service.