

Elevate Northeast Florida Economic Development Strategy



Go to www.ElevateNEFL.com to learn more and take the survey!

The purpose of **Elevate Northeast Florida** is to continue the region's positive economic and job growth, and enhance Northeast Florida's brand in the U.S. and internationally. **Elevate Northeast Florida** will focus the economic development efforts of key stakeholders into areas that provide the greatest opportunity for Northeast Florida, and build on past economic development efforts.

Elevate Northeast Florida Goals

Avalanche Consulting and the Council for Adult & Experiential Learning (CAEL) were engaged to facilitate the Elevate Northeast Florida Strategy. The purpose of Strategy is to achieve:

- **Economic growth:** Elevate NEFL will lead to increased economic growth in the region by identifying and capitalizing on regional and county-specific assets.
- **Talent development:** Elevate NEFL will lead to a more competitive talent pool and increased employment by connecting residents to jobs, especially in target industries.
- **Brand recognition:** Elevate NEFL will result in a marketing and branding campaign that raises awareness of the region's assets to U.S. and international audiences.
- **Global competitiveness:** Elevate NEFL will lead to enhanced global competitiveness by focusing on strategic investments across the region.

Planning Process

1

- Launch project website and regional survey
- Regional and county economic assessment and demographic analysis
- Community benchmarking
- Regional SWOT

2

- Industry cluster & sub-cluster analysis
- County level analysis, targets, and top opportunities
- Target opportunity profiles

3

- Regional & county workforce overview
- Analyze global drivers
- Employment evaluation
- Workforce plan

4

- Best practices review & analysis
- Marketing messages for sub-clusters
- Implementation plan
- Product improvement plan
- Funding opportunity plan

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Elevate NEFL Co-Chairs

Darnell Smith, Market President, Florida Blue

Anna Lebesch, VP of Workforce Development, St. Johns River State College

Consulting Team



[Avalanche Consulting](#)'s mission and passion is to help communities become more vibrant and prosperous. The firm is a leading national consultancy specializing in strategic planning, workforce analyses, and customized research for economic and workforce development organizations.



[The Council for Adult and Experiential Learning \(CAEL\)](#) is a national, non-profit organization whose mission is to expand learning opportunities for adults. CAEL works to remove policy and organizational barriers to learning opportunities, identifies and disseminates effective practices, and delivers value-added services.

Funding Partners



Take the Elevate NEFL Survey!

Everyone in the region is invited to share their opinion on NEFL's future. Visit www.ElevateNEFL.com and click on the survey link.

Get Involved

For any questions related to this Strategy or to get involved, please contact:

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