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northeast florida

## Regional Forum Workshop

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February 22, 2018



avalanche



CAEL

#ElevateNEFL

@ChiefSherpa

@JAXPartnership



# Agenda



## Introductions

About Elevate NEFL

Workshop

Closing Remarks



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# Opening Remarks



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Please introduce yourself.

- Name
- Organization





Thank you!





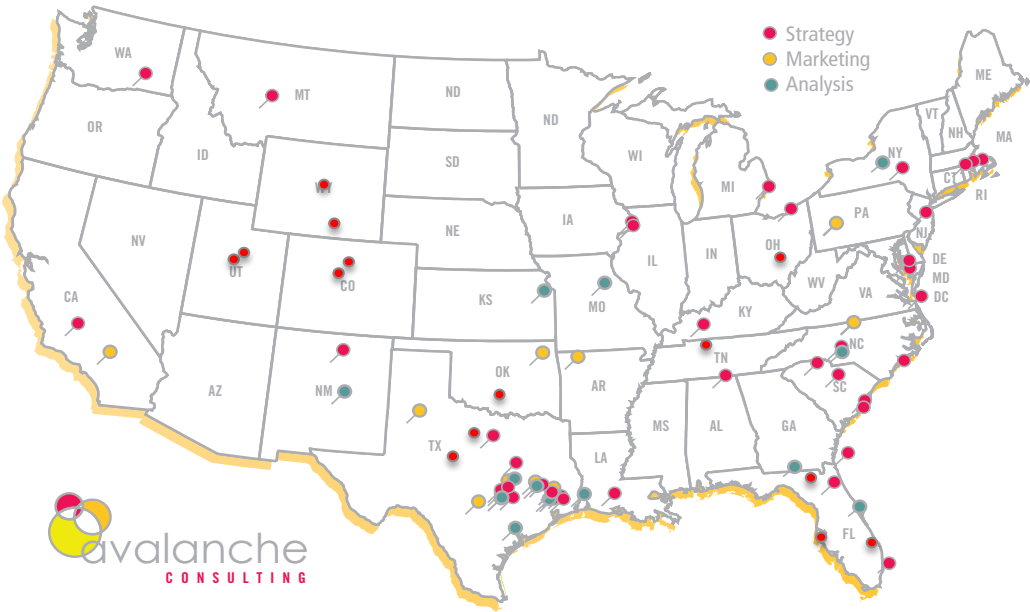
National economic development strategists  
Serving 150+ communities since 2005  
Headquartered in in Austin, TX  
85+ years of combined team experience



National non-profit specializing in lifelong learning  
700 college and university members  
Headquartered in in Chicago, IL



We are strategists for the nation's top performing economies.





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# 2012-2017

## Innovate Northeast Florida

**To catalyze job growth and talent development**

**Goals:**

- ✓ Innovative workforce
- ✓ Innovative entrepreneurial ecosystem
- ✓ Innovative location for business
- ✓ Innovative infrastructure
- ✓ Innovative brand and marketing campaign

**Industry Ecosystems**

Advanced Transportation  
Financial Services  
Health & Life Science

**Competencies**

IT  
Lean Mfg  
Military  
Regulatory Compliance

# 2018-2022

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**To elevate Northeast Florida's economy to its next level of economic growth and talent development**

**Goals, targets, and strategies will be formed over the next 8 months and will focus on:**

- ✓ Economic growth
- ✓ Talent development
- ✓ Branding and marketing
- ✓ Global competitiveness

**Elevate aspires to break down siloes and will result in a project team implementation approach.**



# Planning Process

## PROJECT SET UP

January 2018

## PHASE 1: ECONOMIC ASSESSMENT & COMMUNITY BENCHMARKING

February – May 2018  
Deliverable in June

## PHASE 2: TARGET CLUSTER VALIDATION AND UPDATE

April – June 2018  
Deliverable in July

## PHASE 3: WORKFORCE DEVELOPMENT STRATEGY

February – July 2018  
Deliverable in August

## PHASE 4: MARKETING & ECONOMIC DEVELOPMENT STRATEGY

April – July 2018  
Deliverable in September





# Elevate NEFL Website and Survey



## About Elevate Northeast Florida

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 United States 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.

The Northeast Florida Regional Council, JAXUSA Partnership, and CareerSource Northeast Florida have engaged Avalanche Consulting and the Council for Adult and Experiential Learning (CAEL) to complete **Elevate Northeast Florida**.

The strategic planning process will include the following steps:

- Assemble a regionally diverse Steering Committee consisting of public, private, education, and nonprofit leaders from Northeast Florida with the role of building the framework and facilitating the effort of the strategic plan.
- Develop an economic assessment and benchmarking analysis of the region to include extensive in-depth stakeholder engagement

- About the process
- Survey link
- Team contacts
- Economic Development 101

## Survey link:

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

## Deadline is Friday March 23



Elevate Steering Committee Kick-Off 02.22.18

# This Week

- Interviews
- Focus Groups
  - ^ ULI
  - ^ Poverty
  - ^ Entrepreneurship
  - ^ Transportation
  - ^ Newly Located Companies
  - ^ Earn Up / Talent
  - ^ JAX Chamber Policy Chairs
- Young Professionals Open House
- Elevate NEFL Steering Committee
- Regional Forum
- Jacksonville Civic Council
- Regional Economic Development Partners



# Next Visit: April 10-13

- County Site Visits
  - ^ Baker
  - ^ Clay
  - ^ Duval
  - ^ Flagler
  - ^ Nassau
  - ^ Putnam
  - ^ St. Johns
- Elevate NEFL Steering Committee
- Regional Workforce Partners





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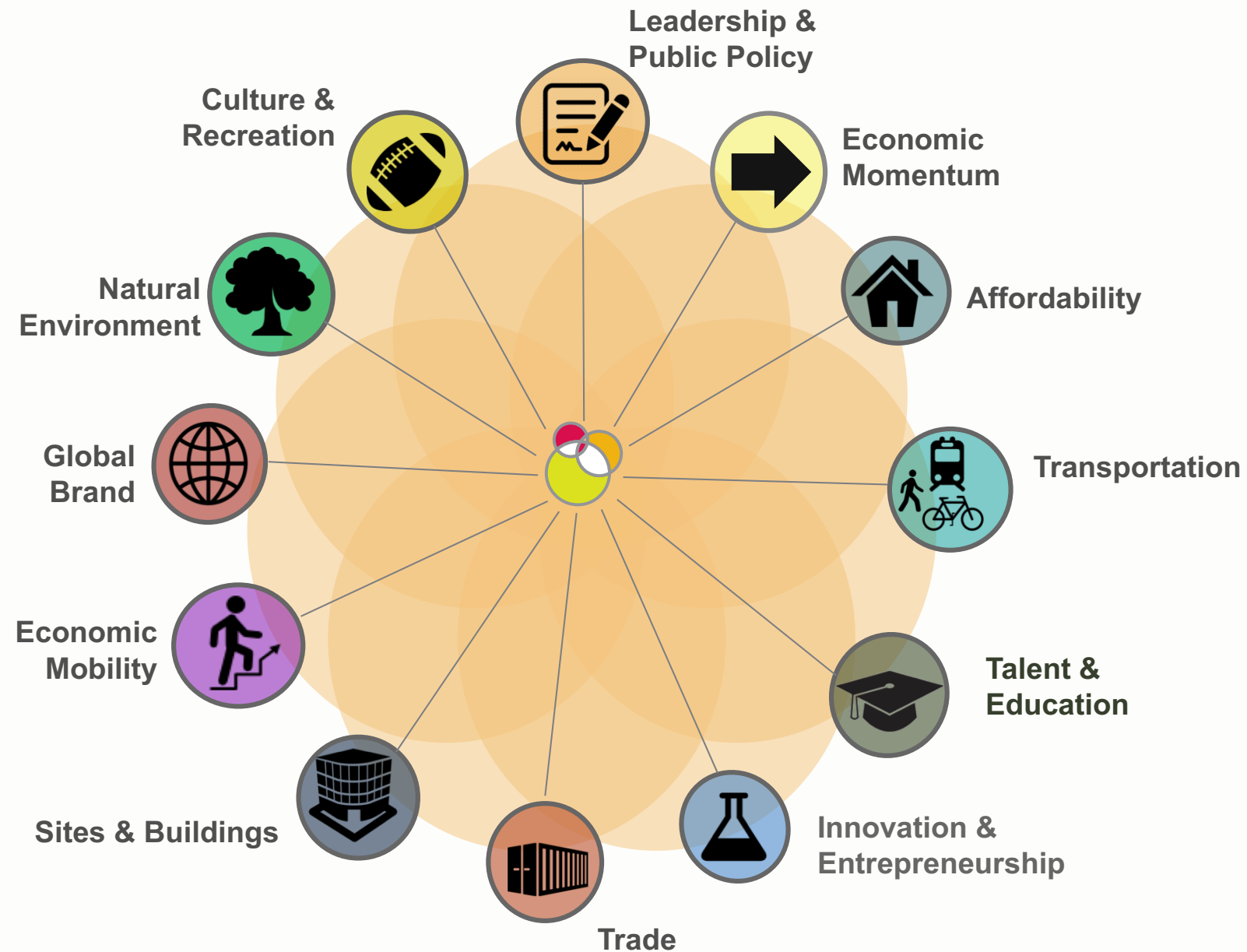
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**Today,  
competitive  
economic  
development  
is holistic,  
always  
considering  
connectivity  
of regional  
dynamics.**

















# Let's explore NEFL's competitive dynamics.

Take a few minutes to answer the worksheet questions on your own.

- What are our region's 1-2 top challenges within each dynamic?
- How do these dynamics directly relate to each other?
- Of the topics on the wheel, which one should be the top priority of the Elevate NEFL Strategy?

Please write your answers on your worksheet.



# Let's explore NEFL's competitive dynamics.

Now, discuss your answers as a group.

- Designate a scribe to document ideas.
- Reach consensus on the top answer to each question.
- Combine your thoughts into a single worksheet.
- When you're finished, write "SCRIBE" on the group worksheet.
- Share ideas with the consultants when they visit your table.

Turn in your worksheets.



What “ah-ha’s” emerged from the exercise?



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# Next Steps

- Promote the Elevate NEFL survey! ([www.ElevateNEFL.com](http://www.ElevateNEFL.com))
- Continue Phase 1 Economic Assessment & Community Benchmarking
- Prepare for April 10-13 workshops and county visits





# Closing Remarks



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