

**CITY OF PORT ST JOE
ACTION PLAN**

GOAL 1: Create and retain jobs while maintaining and improving the quality of life in the community.

LEADING TEAM: City Manager, Gulf County EDA, PSJRA, Duke Energy, Opportunity Florida, TDC, Tim Nelson, City Major, Christy Mcelroy

Objectives and Policies	Proposed Projects/Activities
<p>OBJECTIVE 1.1: Expand economic base by promoting a diversified economy that takes full advantage of the City’s strategic location, natural resources, public facilities and infrastructure.</p>	
<p>Policy 1.1.1: The City may designate an Economic Development Representative/Agency to serve as the lead agency for implementing this Element and the coordination of City economic development activities and initiatives.</p>	<p>EDA will provide monthly update to City Commission on ongoing activities, inquiries received, etc. Bring the representatives from the development community to meetings for economic development and marketing.</p>
<p>Policy 1.1.2: Develop a complete list of assets of the community, including “shovel ready” sites for development and existing vacancies of suitable commercial/industrial properties.</p>	<p>Update EDA lists of sites. Add other properties adjacent to the City to the list of sites Include in the list storefronts in Reid Avenue Question about including in the list properties not in the market Check FLUM designation and Zoning category of properties in the list Research template of information of properties available at the Enterprise Florida and Florida Great Northwest websites Shovel ready projects for focus that would tie back to strong ROI are the boat ramp and pier project as well the continuation of replacement of water distribution system. Water is a valuable asset and resource that many are not using to the full capacity due to color and taste. Local markets sell a high volume of bottled water which is revenue not captured by the city due to that loss of utilization. Not to mention all those plastic bottles with no real recycling program. If we get water right, there is opportunity to create a new customer base in our community by less bottled water sold in store more used out of the tap and in our two neighbors in the other counties. Short term and long term water is a key ingredient for a community of our size and a high quality asset that is worth more then any other commodity.</p>
<p>Policy 1.1.3: Enhance the City’s website presence to include the following: complete list of assets of the community; an invitation an incentives to attract new businesses; clear description of local incentives such as State Enterprise Zone, Ad Valorem Tax Abatement, Expedited Permitting and perhaps a certified industrial and/or commercial site; and links to websites of local, regional and economic development organizations.</p>	
<p>Policy 1.1.4: Educate elected officials and community leaders on what is needed to promote healthy</p>	<p>Explore opportunity for elected officials to attend North Florida Economic Development Academy, May 1-2</p>

<p>economic development; help them to understand the role they can play in promoting the community as a business location and motivate them to give economic development issues the highest possible priority.</p>	<p>and 15-16 in Palatka, Florida Conduct Disaster Resilience Community Self Assessment (Capacity to reach and maintain an acceptable level of functioning after a disaster) Create Post Disaster Recovery Plan</p>
<p>Policy 1.1.5: Conduct an annual Economic Development Summit in the City with local and regional business leaders and elected officials to seek their ideas and get the community involved in the economic development process and focused on the goal to create and retain jobs.</p>	
<p>Policy 1.1.6: Seek designation as a pilot community in the new Competitive Florida Partnership program developed by the Department of Economic Opportunity.</p>	
<p>Policy 1.1.7: Work with Duke Energy Business Development Team to market “shovel ready” sites to business prospects.</p>	
<p>Policy 1.1.8: Explore and seek opportunities with the Rural and Economic Development Initiative (REDI) and the USDA Rural Development Economic Development Initiatives.</p>	
<p>Policy 1.1.9: Coordinate with the Florida Chamber of Commerce to explore funding and technical assistance opportunities for economic development in the City.</p>	
<p>Policy 1.1.10: Work with the Florida Chamber or the Apalachee Regional Planning Council to become a participating ‘Six Pillars’ Community.</p>	
<p>Policy 1.1.11: Coordinate with the Apalachee Regional Planning Council on its updates to the Apalachee Region Comprehensive Economic Development Strategy, (CEDS).</p>	
<p>Policy 1.1.12: Maintain working partner relationship with the Joe Company in its efforts to develop its holdings along the freshwater canal.</p>	
<p>Policy 1.1.13: Coordinate with Florida’s Great Northwest Inc, to market the City and the Port of Port St Joe as part of the region as a globally competitive location for business and to work with regional partners to recruit new jobs and investment through Northwest Florida.</p>	

	<p>Set up something in town that attracts the “open-to-new-ideas” oriented people who already live here. They need a comfortable place to network etc. Out of that we may get some start-up ideas going and then could approach local finance people for some venture capitol.</p>

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