

**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 TEAMS: City Manager, EDA, Chamber of Commerce, TDC, PSJRA, Port Authority, Florida Great Northwest, Realtor Association of Franklin and Gulf County

Objectives and Policies	Projects/Activities
OBJECTIVE 1.5: Improve coordination and communication among local, regional and state economic development organizations to foster a more collaborative business environment and promote the assets of the City as part of the larger Northwest Florida region.	
Policy 1.5.1: Hold regular meetings and workshops with representatives from local, regional and state economic development organizations to share information, challenges and opportunities.	Schedule quarterly meetings – EDA, Chamber of Commerce, Opportunity Florida, City, County, local agencies, Florida Great Northwest, Port Authority. The Chamber will schedule meetings to be held at Gulf Coast State College.
Policy 1.5.2: Foster a positive working relationship with Gulf County government to provide a united, business-friendly introduction to the region.	Include County Administrator in quarterly meetings. Invite him to March 18th Community Workshop.
Policy 1.5.3: Explore “Supercouncil” approach to economic development.	
Policy 1.5.4: Establish an ongoing communications program to regularly share information among local, regional and state economic development organizations to reinforce the key messages and include success stories, information about the port facilities, railway service, tourism related updates, and other news that impact economic development.	Use City phone messaging system to invite people to March 18 Community Workshop. Utilize Chamber of Commerce facebook page to disseminate information and improve communication
Policy 1.5.5: Identify key LinkedIn groups specific to regional and rural economic development in Northwest Florida and monitor those groups and the discussions posted there. Contribute to discussions as an additional vehicle for sharing the City’s assets and opportunities for new businesses.	
Policy 1.5.6: Use social media programs such as facebook and twitter to share information about progress on port redevelopment plans and tourism related activities.	
Policy 1.5.7: Enhance relationships with Enterprise Florida, Inc. (EFI) project managers, Duke Energy economic development representatives and other key team members to ensure they are aware of the assets available in the community.	Julie will contact Enterprise Florida and Marina will contact Florida Great Northwest to ensure that lists of “shovel ready” sites includes the information they would need to market them on their websites

<p>Policy 1.5.8: Work cooperatively with the Tourism Development Council, the Port St Joe Redevelopment Agency, the Port Authority to develop advertising program for the City of Port St Joe that creates a level of awareness of the redevelopment plans of the Port facilities, and promotes the City as a tourist destination.</p>	<p>Include City Manager, Gulf Coast State College, Chamber of Commerce on activities promoting the City as a tourist destination.</p>
<p>Policy 1.5.9: Promote cooperation and communication among the Port of Port St Joe, the Port of Panama City and Port of Pensacola as significant assets of the Northwest Florida region.</p>	
<p>Policy 1.5.10: Support the efforts of RiverWay South Apalachicola-Choctawhatchee to promote regional tourism within the Northwest Rural Areas of Critical Economic Concern (RACEC) counties.</p>	
<p>Policy 1.5.11: Promote or encourage Port St Joe as a location for annual fishing, sports, or other tournaments or festivals that will results in weekend to weeklong visitation for participating families.</p>	<p>Beautify Port Gateway</p>
<p>Policy 1.5.12: Support development of passive and active use facilities at Highland View beaches.</p>	

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