



PUTNAM COUNTY COMPREHENSIVE PLAN

EXHIBIT II

ECONOMIC DEVELOPMENT ELEMENT

PUTNAM COUNTY COMPREHENSIVE PLAN

I. Economic Development Element Goals, Objectives and Policies

GOAL I.1: Putnam County shall work to develop a positive business environment by addressing economic issues that are important in facilitating the expansion of the County's tax base and economic base.

Objective I.1.1: The Putnam County Commission shall designate an Economic Development Representative/Agency.

Policy I.1.1.1: The designated economic development representative shall serve as the lead agency for coordination of County economic development activities and initiatives.

Objective I.1.2: The County will annually fund all or part of the implementation of this element through a contractual agreement with a knowledgeable designated-economic development representative. Specific responsibilities shall be set forth in such agreement to ensure compliance with this element and the Comprehensive Plan.

Policy I.1.2.1: The County or the designated economic development representative shall annually update the five-year strategic plan in order to attract appropriate business and industry. The County shall reference the updated five year strategic plan produced by the designated economic development representative to attract appropriate business and industry.

Policy I.1.2.2: The County or the designated economic development representative shall create or maintain the following with the resources available:

1. An updated inventory of available industrial sites and buildings
2. A record of available electricity, water, sewer, and natural gas capacity and its per unit cost.
3. An inventory of Putnam County labor force characteristics.
4. Demographic and statistical Putnam County data in order to distribute promotional information.

Policy I.1.2.3: The designated economic development representative shall be responsible for coordination of visits by prospective business and industry representatives and serve as the liaison with governmental agencies. Confidentiality will be maintained in accordance with law and accepted economic development practices.

Policy I.1.4.3: The County shall coordinate the expansion and enhancement of the overall transportation network with the economic development representative, the Florida Department of Transportation, and local governments to provide reasonable access to agricultural, commercial, industrial, and business locations throughout the County.

Objective I.1.3 : The County shall continue to encourage the use of innovative methods of financing for infrastructure and services, wherever possible, in order to minimize increases in the current and future tax burden.

Policy I.1.3.1 : The County and the designated economic development representative shall continue to initiate efforts and support the efforts of other agencies to obtain grant monies and other funds designed to assist local economic development initiatives to increase employment opportunities.

Policy I.1.3.2: Recognizing the current trend towards decentralization or elimination of federal financial assistance for community and economic development projects, the County and/or the designated economic development representative should support and encourage the development of public/private partnerships.

Policy I.1.3.3 : The County shall participate in the review of grant proposals and may support proposals relating to economic development.

Policy I.1.3.4 : The County shall continue to encourage the full utilization by businesses and industries of the economic development enhancement programs implemented by the Legislature for the purpose of the development and expansion of permanent job opportunities, especially for the economically disadvantaged, through enterprise zones, tax incentives, community development corporations, and other programs designed to enhance economic and employment opportunities.

Objective I.1.4: Putnam County, in coordination with the designated economic development representative, shall continue to negotiate intergovernmental agreements with County municipal governments to protect the integrity of existing municipal and county infrastructure and to promote the development of appropriate new infrastructure within planned growth areas of the County to facilitate economic development.

Policy I.1.4.1: The County shall continue to establish cooperative agreements with municipal governments to provide public water and sewer facilities for unincorporated areas of the County where economic growth is occurring.

Policy I.1.4.2: The County shall work with municipalities providing infrastructure services to unincorporated areas to encourage the expansion of water and sewer capacity beyond city limits and to review the feasibility and desirability of annexation of these areas into the servicing municipality.

Policy I.1.4.4: The economic development representative shall maintain a working relationship with railroad companies to maintain active rail lines to service existing and future business and industrial areas.

Objective I.1.5: Putnam County shall implement the objectives and policies of this Economic Development Element through appropriate techniques which include careful evaluation of proposed County actions for conformance with the policies in this Element and land use regulations. All objectives and policies within the Comprehensive Plan shall be considered when making growth management decisions.

Policy I.1.5.1: The County or the designated economic development representative will set forth guidelines for economic development for business and industrial growth matters and coordinate these with the County's Comprehensive Plan and Land Development Code. Such guidelines should be reviewed annually to ensure consistency with this plan.

Policy I.1.5.2: Ensure the allocation of an appropriate quantity of lands that are desirable for commercial and industrial purposes to serve future growth needs of the County.

Policy I.1.5.3: The County and its designated economic development representative shall monitor the Future Land Use Element of the Comprehensive Plan to ensure that appropriate quantities of land are available to support actual/projected commercial/industrial growth.

Policy I.1.5.4: The County and its designated economic development representative shall cooperatively promote the provision and maintenance of sufficient public infrastructure to serve the growth needs of new and expanding business and industry.

Policy I.1.5.5: Putnam County shall implement the objectives and policies of this Economic Development Element through appropriate techniques which include careful evaluation of proposed County actions for conformance with the policies in this Element and land use regulations. All objectives and policies within the Comprehensive Plan shall be considered when making growth management decisions.

GOAL I.2: To create and maintain a diversified and stable economic environment that will support and enhance the standard of living of all citizens, and be compatible with the growth management and environmental goals of the County.

Objective I.2.1: All existing business and industry are recognized as vital to the County's economy and the expansion of existing business and industry is an integral component in the diversification of the economic base. The County and the designated economic development representative shall promote the expansion of existing business and industry.

Policy I.2.1.1: The County and its designated economic development representative shall continue to encourage expansion of existing business and industry and/or development of new business and industry in appropriate locations within designated areas as feasible and applicable, in order to maximize the use of existing public services and infrastructure.

Policy I.2.1.2: The County, through its economic development representative, shall encourage the location of business and industry in areas designated for future infrastructure improvements in the County's Infrastructure Element and Capital Improvements Program.

Policy I.2.1.3: Putnam County shall provide opportunity for expansion of existing business and industry and the location of new business and industry by taking action to improve public service and coordination components that increase the County's competitive position in the marketplace. These improvements include transportation resources, labor supply, available land and buildings, business support services, local government cooperation and the quantity and quality of educational, recreational, and community services.

Policy I.2.1.4: The County shall ensure that the Future Land Use Element provides for ample agricultural, commercial, and industrial land uses to allow for a viable economy.

Policy I.2.1.5: The County, with its designated economic development representative, shall encourage clustering of major commercial and industrial activities in locations that:

- a. are in close proximity to principle arterials;
- b. have access to utilities (water, sewer, electricity, natural gas, telephone) or allow for provision of these utilities;
- c. have on-site rail facilities, when appropriate;
- d. have access to mass transit routes;
- e. minimize impacts to the natural environment and adjacent land uses;
- f. have access to barge port facilities, when appropriate.

Objective I.2.2: The County, in coordination with and through its designated economic development representative, shall provide and promote programs that are designed to expand and enhance the diversity of the County's economic base.

Policy I.2.2.1: The County shall support the expansion of the Economic Development Program being directed by its designated economic development representative, as applicable and appropriate, to fulfill the needs of targeted business and industry.

Policy I.2.2.2: The County shall promote economic diversity and growth by creating an environment which encourages entrepreneurs to engage in business and industrial activities, and also encourages the continuance of a vital agricultural industry. Programs fostered by local organizations and institutions to teach entrepreneurship skills to interested students and residents shall be an integral part of the economic diversity strategy.

Policy I.2.2.3: The designated economic development representative shall continue programs that assist existing business and industry in expansion efforts.

Policy I.2.2.4: The designated economic development representative shall continue programs that encourage and assist in the location of new business and industry that build on the economic base.

Policy I.2.2.5: The County and its designated economic development representative shall continue to implement a strategy to provide financial or other incentives to assist in the expansion of business and industry.

Policy I.2.2.6: The County Planning and Development Services Department and the designated economic development representative shall elicit feedback from organizations representing the commercial, industrial and agricultural industries in Putnam County to enhance economic diversity.

Policy I.2.2.7: The County shall continue a program of economic diversification to mitigate the impact of any significant economic downturns of existing business and industry.

Objective I.2.3: The County economy will be diversified through growth in commercial/industrial and business sectors serving tourists, seasonal residents, and retired persons. Putnam County will work actively to provide a diversified and desirable environment necessary to attract and retain the commercial/industrial and serving tourists, seasonal residents, and retired persons while maintaining a high standard of living. To attract businesses serving tourist, seasonal residents, and retired persons, the public services and County characteristics that will be supported include an exemplary public education system; moderate local tax rates; adequate utilities, improved transportation infrastructure; consistently enforced land use regulations, quality parks and recreation facilities; quality health care; environmental resources; and effective public safety.

Policy I.2.3.1: The County shall vigorously pursue State and Federal grant funds that may be applicable to recreational and infrastructure improvements as well as other activities that enhance the County's competitive position in attracting new business and industry.

Objective I.2.4: The County shall, through consistent implementation of its Land Development Code, protect its environmental resources and shall seek to maintain and improve its recreational resources in order to provide an attractive environment for businesses and industry and their employees.

Policy I.2.4.1: The County will ensure that the types of new and expanding business and industry in Putnam County will contribute to maintaining a clean environment by meeting all applicable local, state and federal guidelines.

Policy I.2.4.2: The Putnam County Board of County Commissioners shall continue to provide funding as feasible and practical to foster promotion of Putnam County as a tourist destination.

Policy I.2.4.3: The County, through its designated economic development representative, will study the feasibility of establishing a destination type attraction and resort facilities to enhance its tourist appeal. The designated economic development representative shall complete essential studies and provide a report to the County Commission upon completion of the effort.

Objective I.2.5: The County will support the development and expansion of minority-owned business and industry, and assist in obtaining funds from appropriate governmental agencies for the development of these businesses.

Policy I.2.5.1: The Board of County Commissioners shall continue to ensure that the County's purchasing policies provide equal access for local and minority-owned business.

Policy I.2.5.2: The County with and through its designated economic development representative shall encourage minority-owned businesses to obtain State and Federal funds to promote the development of those businesses and industries.

GOAL I.3: To achieve a coordinated and stable economy that is compatible with growth and will provide maximum employment opportunities for all citizens in Putnam County.

Objective I.3.1: The County shall facilitate and participate in the coordination of economic development activity in Putnam County by fostering partnerships among educational institutions, financial institutions, government, the County's designated economic development representative, utility service providers, business organizations, trade associations, and others to enhance development of a positive business, living and working climate.

Policy I.3.1.1: The County shall coordinate economic development and planning efforts with its designated economic development representative and other public and private entities, as required, to share economic growth initiatives.

Policy I.3.1.2: The County, through its designated economic development representative, will develop and maintain relationships with appropriate state, federal, and local agencies involved in economic development. The resources of private site location consultants will also be utilized.

Policy I.3.1.3: The designated economic development representative shall consider non-traditional industries for recruitment.

Policy I.3.1.4: The County shall assist the efforts of its designated economic development representative to enlarge the base of industrial support services to recruit and serve major employers.

Objective I.3.2: Ensure the allocation of an appropriate quantity of lands that are desirable for commercial and industrial purposes to serve future growth needs of the County.

Policy I.3.2.1: The County and its designated economic development representative shall continue to monitor the Future Land Use Element of the Comprehensive Plan to ensure that appropriate quantities of land are available to support actual/projected commercial/industrial growth.

Policy I.3.2.2: Ensure the provision and maintenance of sufficient public infrastructure to serve the growth needs of new and expanding business and industry.

Policy I.3.2.3: The County, in consultation with its designated economic development representative, shall continue to evaluate and incorporate land use regulations into the Putnam County Land Development Code, as specified by Section 163.3202 (1) Florida Statute, to implement the adopted Comprehensive Plan and accomplish directives of the economic development element.

Objective I.3.3: Expand employment opportunities and income earning potential for County residents by ensuring that employment opportunities are available for all residents of Putnam County, with emphasis on employment for those at or near the poverty level.

Policy I.3.3.1: The County and its designated economic development representative shall encourage the location of business and industry that will utilize the existing labor force and provide competitive salaries.

Policy I.3.3.2: The designated economic development representative shall coordinate educational, vocational, and trade association technical training opportunities with the needs of new and existing employers.

Policy I.3.3.3: The County shall encourage development of employment opportunities and training that will develop and maintain a qualified and competitively compensated workforce.

Policy I.3.3.4: The designated economic development representative shall monitor underemployment in the county and assist in reducing underemployment through recruitment of targeted business and industry that will utilize and train the local labor force to be utilized as the majority of their employees.

Policy I.3.3.5: The County and its designated economic development representative shall continue to encourage efforts to attract additional Masters Degree level programs to the Putnam County Campus of SJRCC.

Policy I.3.3.6: The County and its designated economic development representative shall continue to encourage the expansion of existing and new vocational facilities and services.

Objective I.3.4: The County, through its designated economic development representative shall compile and maintain a Targeted Industries List. This list shall be reviewed and updated every five years. This list shall be made available to the public at the Putnam County Administration Office.

Policy I.3.4.1: The County with its designated economic development representative shall establish and carry out the economic development marketing plan to recruit business and industry and shall incorporate into its annual budget a reasonable sum to fund implementation of the plan. The plan shall be reviewed as prescribed in Policy I.1.2.1.

Policy I.3.4.2: The County through its designated economic development representative will continue to undertake marketing efforts that may include advertising to attract business and industry.

Policy I.3.4.3: Industries and businesses that are willing to participate in the training of skilled and unskilled workers through available local training sources should be given a high priority and encouraged to locate in Putnam County.

Policy I.3.4.4: The County shall assist the efforts of its designated economic development representative to enlarge the base of industrial support services to recruit and serve major employers.