



ECONOMIC DEVELOPMENT UPDATE

December 16, 2025



TEAM

Economic Development Director

Economic Development Manager

Marketing Coordinator

Airport

Tourism

MISSION

The mission of the Office of Economic Development is to:

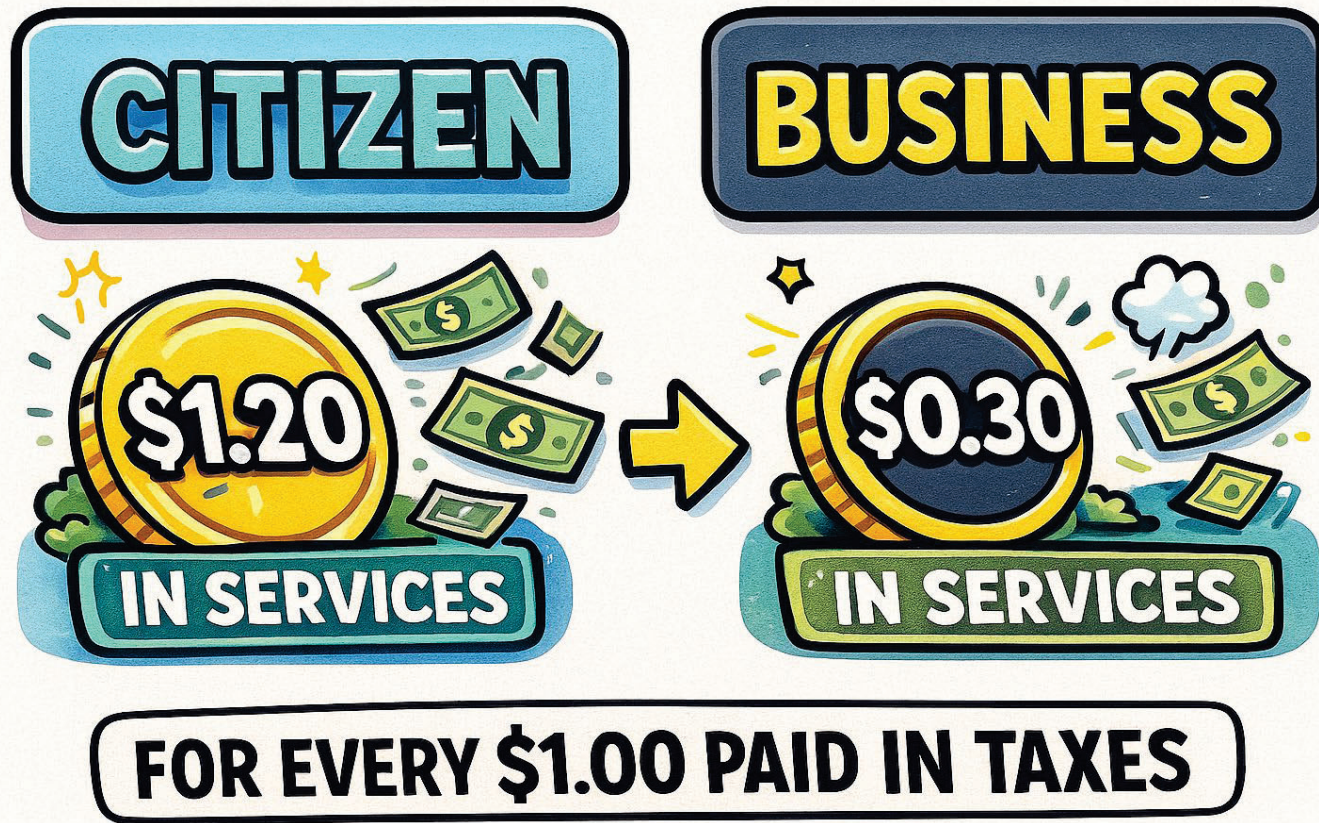
- Improve the local economy through recruitment, retention, and expansion of targeted industries
- Foster an environment where they can prosper to create meaningful jobs and investment in the County

This will be accomplished in a manner which does not degrade our high quality of life or community standards.



Broaden and diversify tax base; relieve the burden on residents


Provide a better overall quality of life





Priorities

Business Recruitment, Retention & Expansion

- Align objectives in accordance with newly adopted Strategic Plan
 - Site Ready Locations
 - Recurring Funding Options
 - Business & Training Incubator
 - Workforce Development
 - Refine, as needed, targeted industry incentive programs
- 



Targeted Industries



Targeted Industries Update

- Aviation & Aerospace
- Manufacturing
- Life Sciences
- Energy & Security
- Transportation, Logistics
- Financial Services
- Information Technology
- Corporate Headquarters
- Military & Defense
- Tourism Centric Investments

RECRUITMENT & MARKETING ACTIVITIES

- SelectFlorida Partner Program
- NBAA, MRO Americas (2025/2026)
- Logistics Development Forum (2025/2026)
- Business Facilities LiveXChange (2025/2026)
- Print & Online Advertising
- Zoom Prospector
- Update website for Economic Development & Airport (2026)
- Hernando Insider - Quarterly Newsletter
- Food Truck Friday



CURRENT PROJECT ACTIVITY

29 active projects

15 new/17 expansion

2225

415

4.8M

\$957M

New Jobs

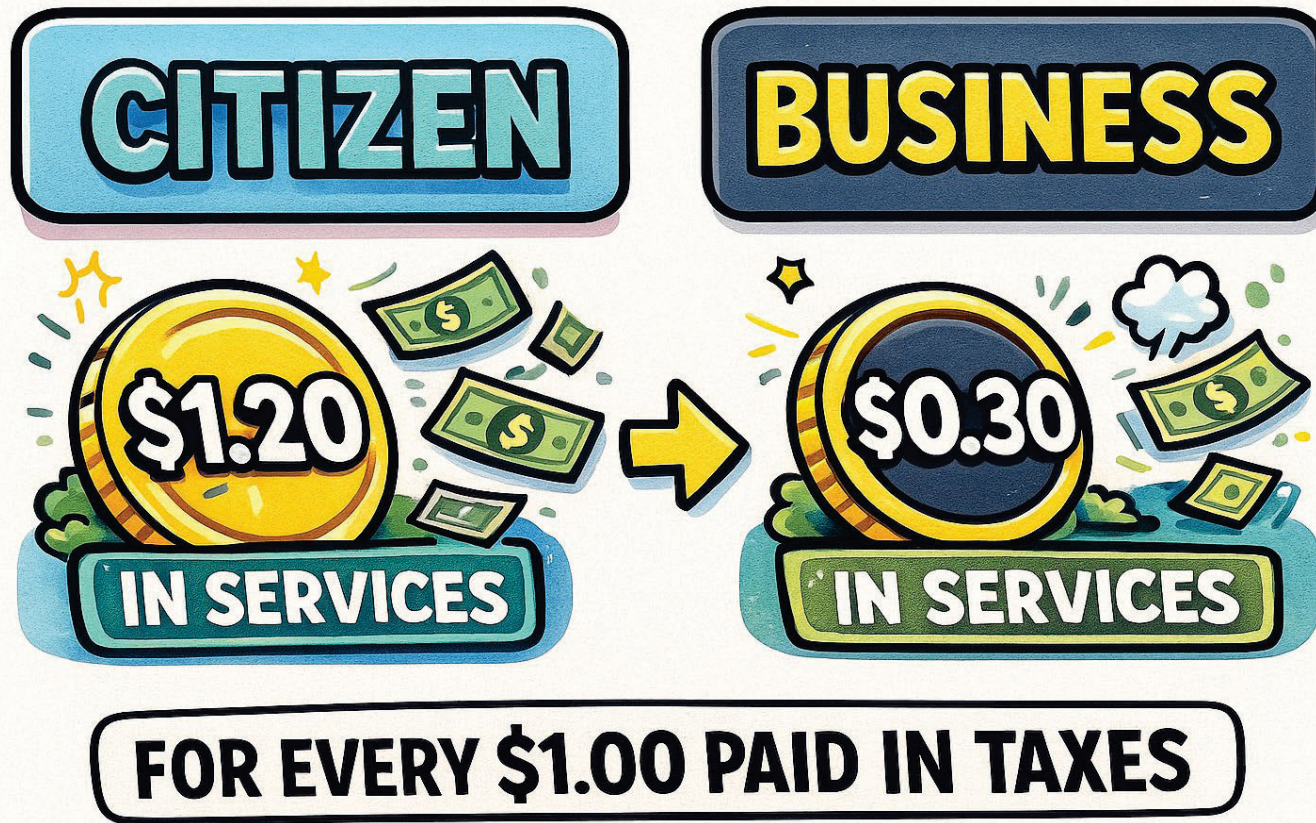
Retained Jobs

Square Feet

Capital Investment

Airport – 17
County – 8
I-75 - 4

Manufacturing - 11
Logistics - 5
Aviation - 7
Spec/Investment - 1
Other -5



Source: TaxFoundation.org, May 2019