



ECONOMIC DEVELOPMENT UPDATE

January 24, 2023

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.



TEAM

Economic Development Director

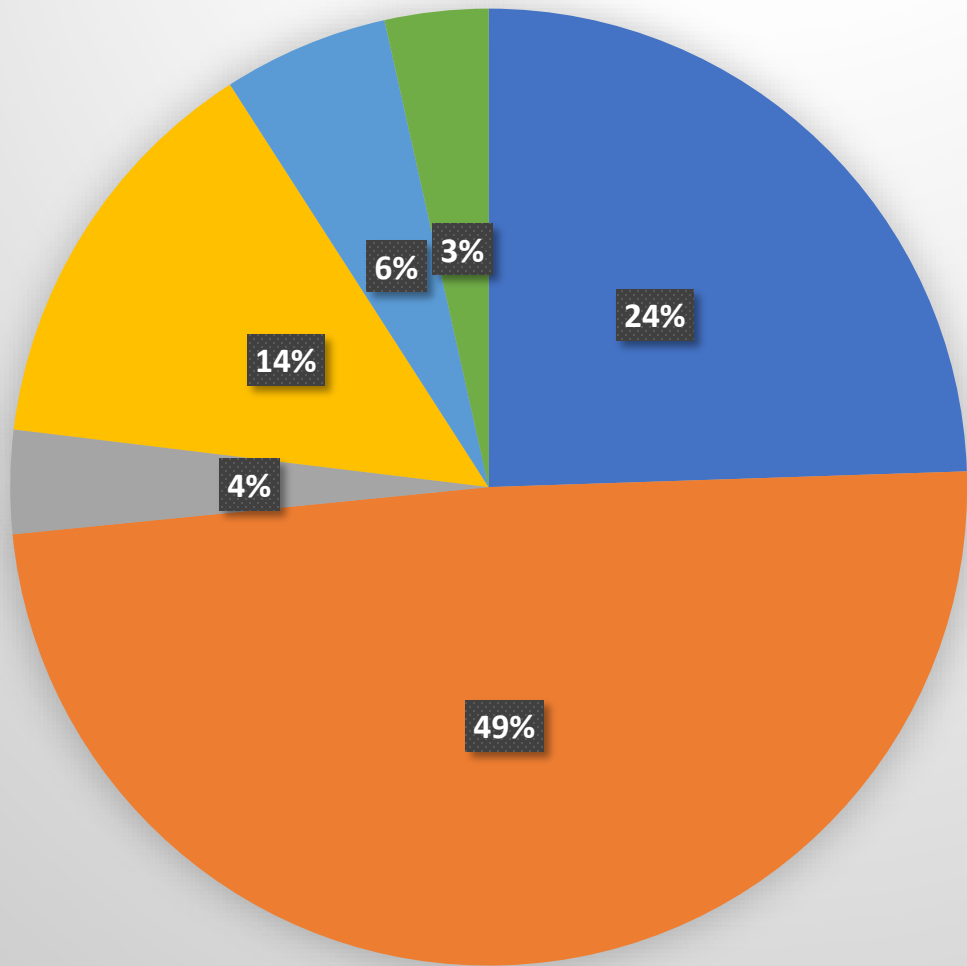
Business Retention Manager

Marketing Coordinator

Airport

Tourism

ECONOMIC DEVELOPMENT ACTIVITIES



- Business Recruitment
- Business Retention & Expansion
- Entrepreneurship
- Marketing & Promotion
- Community Programs
- Other

The image features a central white diamond shape on a light gray background. The diamond is outlined by a thin white border. In the four corners of the image, there are overlapping geometric shapes in yellow and blue. The top-left and bottom-right corners have yellow shapes, while the top-right and bottom-left corners have blue shapes. The text "Spotlight 2022" is centered within the white diamond.

Spotlight 2022



Barrette Outdoor Living

175,000sf 150 new jobs \$20+M Capital Investment
Opening 3Q23

SR 50 & Kettering Road

Statewide Logistics Center

Brooksville, Florida

Statewide Logistics Center is located on 143 acres just east of I-75 on State Road 50 and Kettering Road. Statewide Logistics Center has the ability to accommodate tenants from 500,000 - 2,200,000 Square Feet in a single building.



Tel: 813.928.0394

www.crdpt.com

4488 W Boy Scout Blvd, Suite 250, Tampa, FL 33629



Building 100
968,016 SF
1,807' x 536'

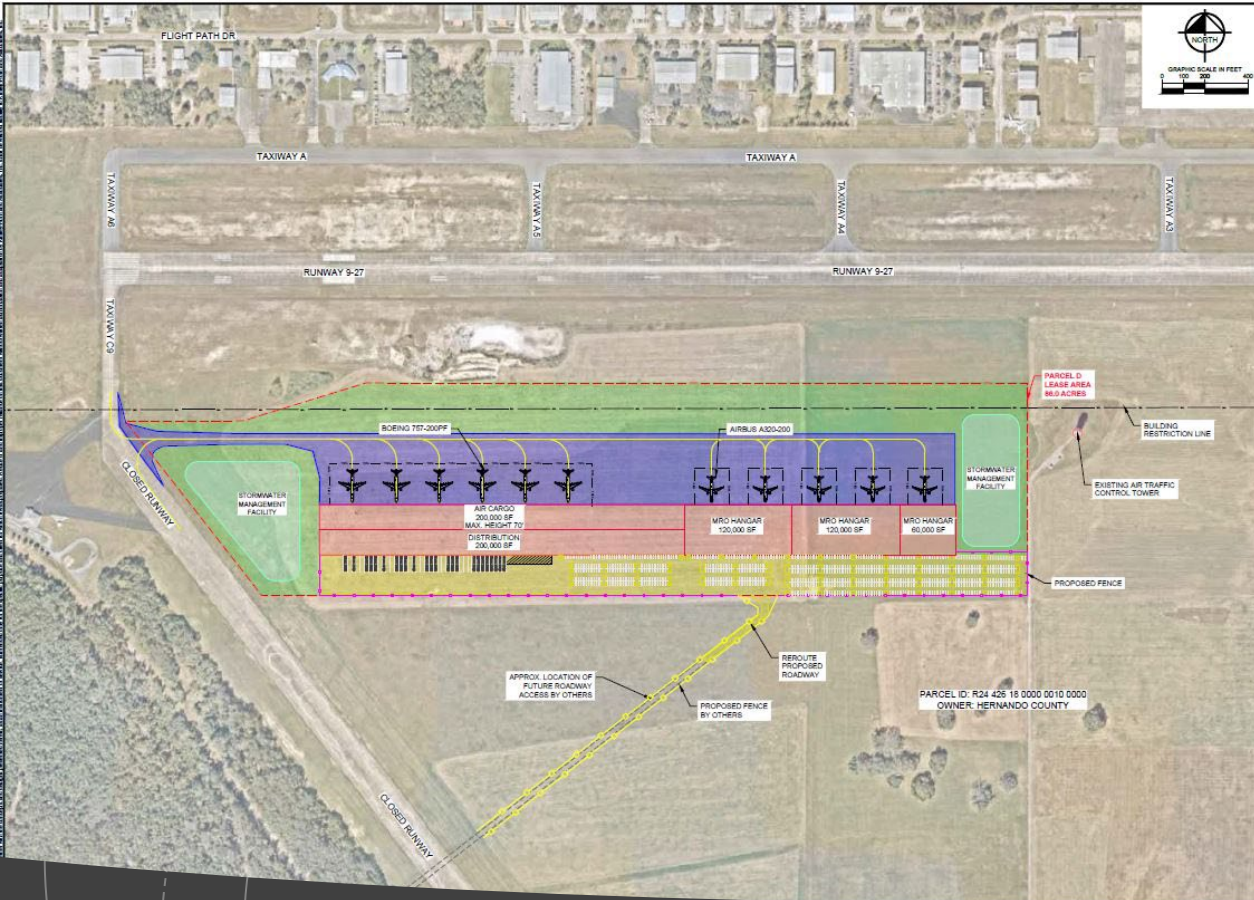
Building 200
502,768 SF
938' x 536'

Building 300
641,592 SF
1,197' x 536'

*Developer can accommodate multi and single tenants up to 2.2 million square feet, build-to-suit.

Concept Aerial Plan





Burrell Aviation Brooksville

- 86 acres
- 700,000sf
- 500+ new jobs
- \$75M Capital Investment

Village Core

A Walkable Village nestled within three distinct golf experiences is anchored on each end by amenity hubs.

- Clubhouse
 - Restaurant & Lounge
 - Tavern Bar & Game Room
 - Pro Shop & Locker Rooms
 - Club Accommodations
- The Village
 - Casual, Outdoor Dining
 - Fitness & Game Deck
 - Spa & Therapy Gardens
 - Bowling & Pool Bar
 - Specialty Retail
 - Racquet Sports

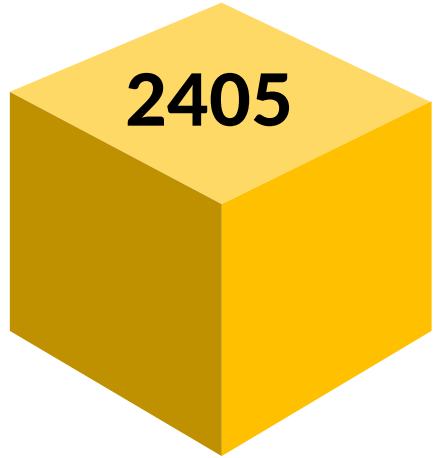


- 600-acre Golf Resort & Planned Community
- 233,000sf – Phase 1
- ~150 cottages and private lots
- ~700 jobs at full buildout
- \$100+M Capital Investment

CURRENT PROJECT ACTIVITY

35 active projects

19 new/16 expansion

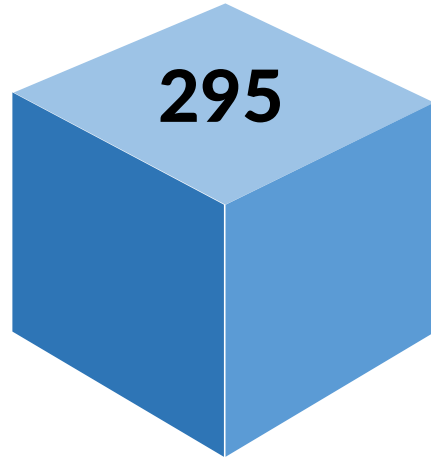


2405



New Jobs

Airport – 25
County – 6
I-75 - 4

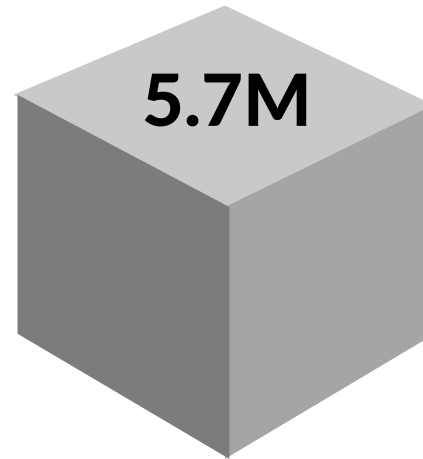


295



Retained Jobs

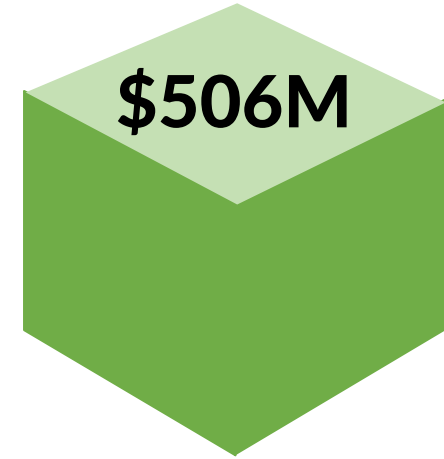
Manufacturing - 13
Logistics - 5
Aviation - 13
Spec/Investment - 1
Other - 3



5.7M



Square Feet



\$506M



Capital Investment

RECENT MARKETING ACTIVITIES

- Hernando Insider - Quarterly Newsletter
- NBAA Orlando Tradeshow
- Site Consultant Visits
 - In County/Events
- Print & Online Advertising
 - Trade & Industry Development
 - Business Facilities
- [Zoom Prospector](#)
- Food Truck Friday



PLANNED MARKETING ACTIVITIES

- Business Facilities LiveXChange
- MRO Americas
- Logistics Development Forum
- NBAA
- Food & Beverage Industry
- Launch Existing Industry Retention Program
- Vertical Market Lead Generation
- Website enhancements/updates

ON THE HORIZON

Infrastructure ready sites – Airport & County

Workforce Training Programs

Remaining relevant and competitive

Expediency

Explore other markets – e.g., sports tourism

Funding