



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.

A large orange shape on the left side of the page, consisting of a vertical rectangle on the left and a quarter-circle on the right.

Staffing

Economic Development Director

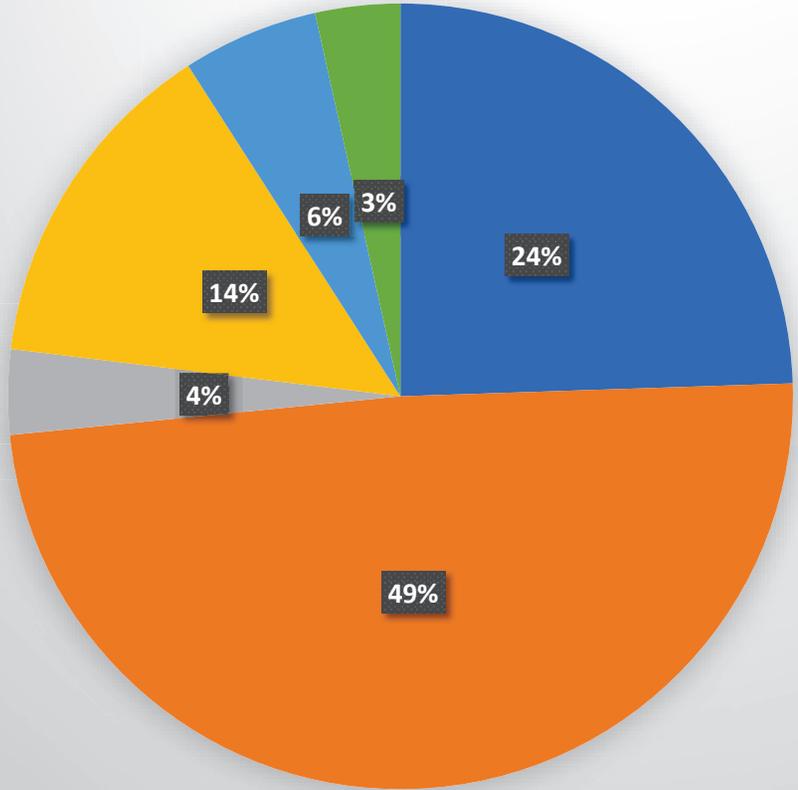
Business Retention Manager

Marketing Coordinator

Airport Staff

Tourism Staff

ECONOMIC DEVELOPMENT ACTIVITIES



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

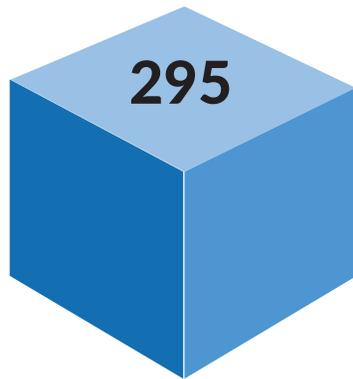
CURRENT PROJECT ACTIVITY

35 active projects
19 new/16 expansion



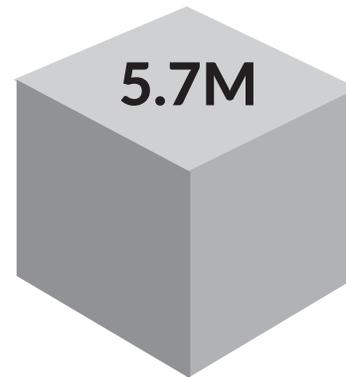
New Jobs

Airport – 25
County – 6
I-75 - 4

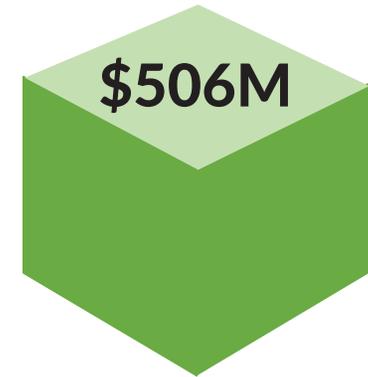


Retained Jobs

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



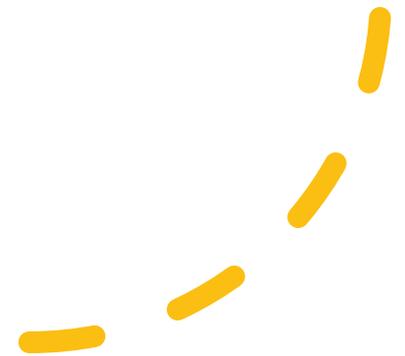
Square Feet



Capital Investment

RECENT MARKETING ACTIVITIES

- Hernando Insider - Quarterly Newsletter
- NBAA Orlando Tradeshow
- Logistics Development Forum
- Trade & Industry Development
 - Magazine Advertorial
- Business Facilities
 - Magazine Advertorial
 - Online Advertising
- Zoom Prospector
- Food Truck Friday



PLANNED MARKETING ACTIVITIES

- Business Facilities LiveXChange
- MRO Americas
- Food & Beverage Industry Consultant Conference
- Logistics Development Forum
- NBAA
- Enhance 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