



Rural Catalyst Project

Presented To

Heartland 2060

**Economic Development, Workforce & Education
Task Force**

September 24, 2008

What is the Rural Catalyst Project?

The Roadmap to Florida's Future: 2004-2009 Strategic Plan for Economic Development included implementation of an economic stimulus strategy for the 3 Rural Areas of Critical Concern (RACEC)

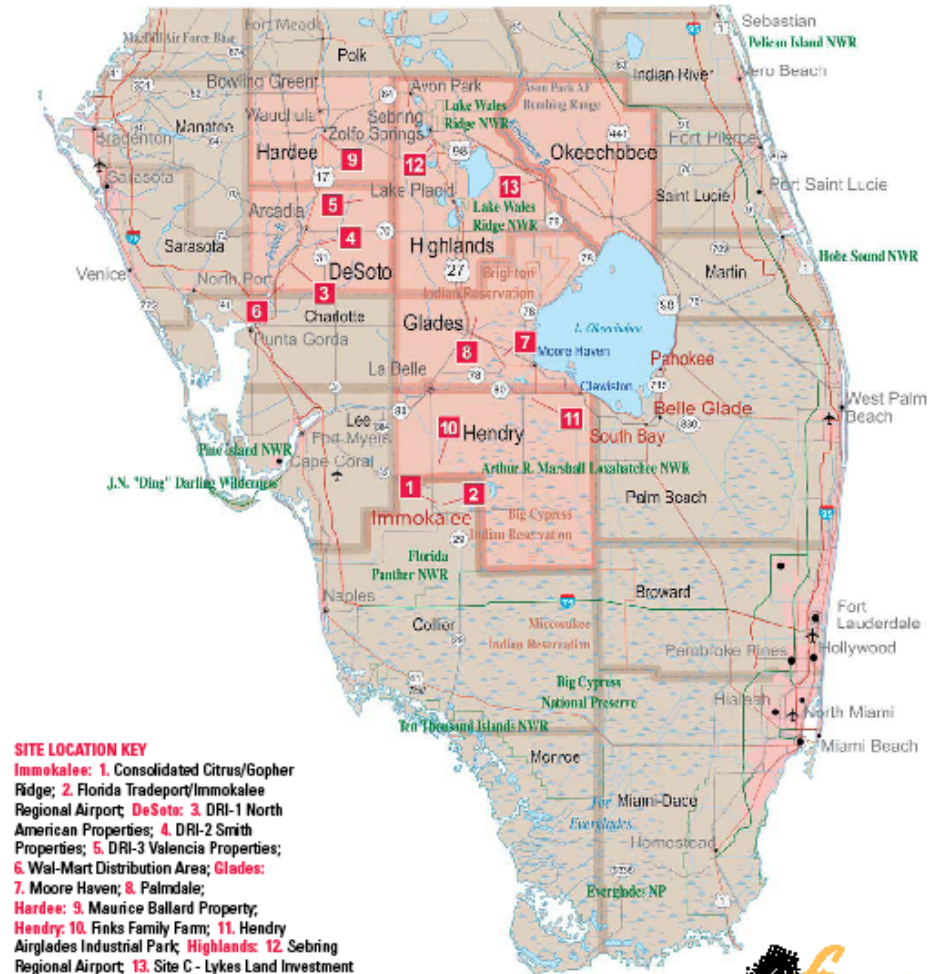
- **Regional partners submitted candidate sites**
- **Sites ranked for development potential**
- **Target industries researched and evaluated**
 - A. Healthcare and Sciences**
 - B. Building Component Design & Manufacturing**
 - C. Niche Manufacturing**
 - D. Logistics & Distribution**
 - E. Bio-fuels and Energy**

Rural Economic Development *Catalyst* Project

PROGRESS REPORT

Issue IV, May 2007

South Central RACEC Team Submits *Catalyst* Sites



SITE LOCATION KEY
Immokalee: 1. Consolidated Citrus/Gopher Ridge; 2. Florida Tradeport/Immokalee Regional Airport; **DeSoto:** 3. DRI-1 North American Properties; 4. DRI-2 Smith Properties; 5. DRI-3 Valencia Properties; 6. Wal-Mart Distribution Area; **Glades:** 7. Moore Haven; 8. Palmdale; **Hardee:** 9. Maurice Ballard Property; **Hendry:** 10. Finks Family Farm; 11. Hendry Airglades Industrial Park; **Highlands:** 12. Sebring Regional Airport; 13. Site C - Lykes Land Investment

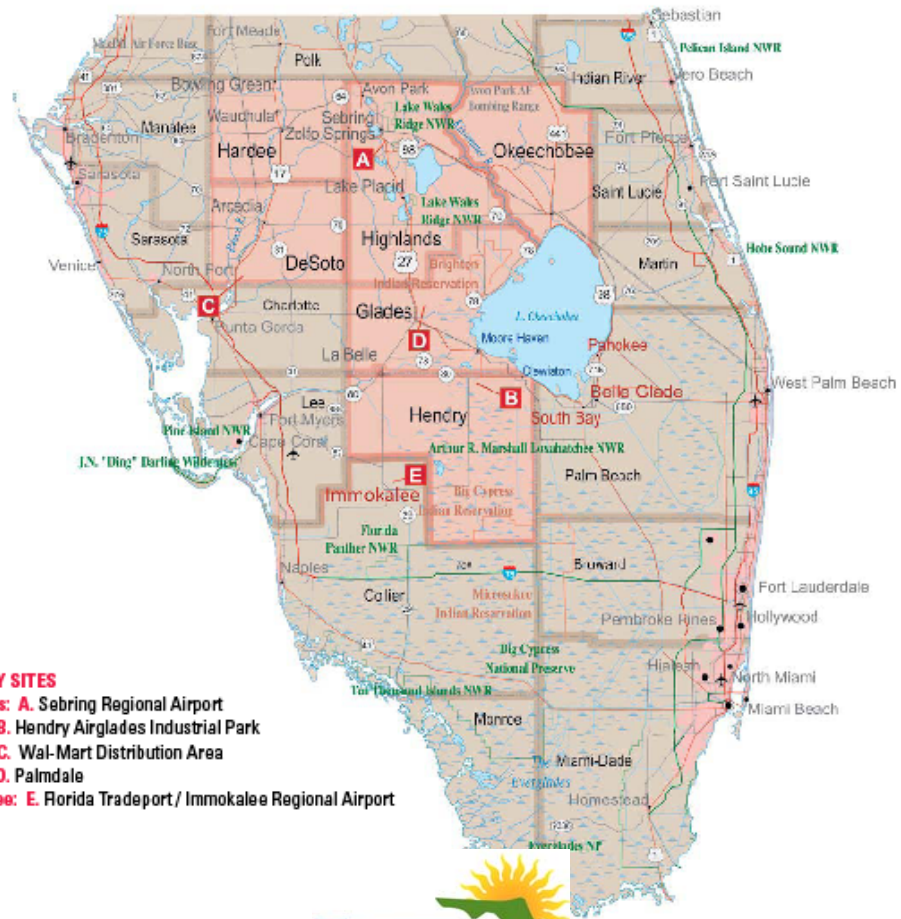
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DESOTO, GLADES, HARDEE, HENDRY, HIGHLANDS, AND OKEECHOBEE COUNTIES; AND THE COMMUNITIES OF IMMOKALEE (COLLIER COUNTY), AND SOUTH BAY, PAHOKEE, AND BELLE GLADE (PALM BEACH COUNTY)



South Central RACEC



- PRIORITY SITES**
Highlands: A. Sebring Regional Airport
Hendry: B. Hendry Airglades Industrial Park
DeSoto: C. Wal-Mart Distribution Area
Glades: D. Palmdale
Immokalee: E. Florida Tradeport / Immokalee Regional Airport

FHREDI
 Florida's Heartland Rural
 Economic Development Initiative, Inc.

For more information on the
South Central RACEC Catalyst
 Project contact:
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Rural Strategic Marketing Website:
<http://www.eflora.com/strategicplan/ruralse.asp?sectionid=25>



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Priority Site A = Sebring Regional Airport (Highlands County)

“Healthcare and Sciences” as target industry

- **Memorandums of Agreement have been entered into by all of the regional partners**
- **Ad valorem tax revenue sharing built in = benefit for entire region**
- **Meeting October 20, 2008 1pm in Sebring to revisit key components of target industry selection for future uses**

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Results as of today:

- 1. Priority Site & Industry chosen**
- 2. Region now has 13 sites for identified development potential**
- 3. Better opportunity for clustering within region**
- 4. Greater opportunity to attract a “catalyst” type industry**

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Next steps:

- 1. Preliminary Design & Engineering (6/09)**
- 2. Infrastructure Funding Strategy (8/09)**
- 3. Infrastructure Construction (5/10)**
- 4. Develop Marketing Campaign (9/09)**
- 5. Conduct Marketing Campaign (3/10)**