



Rethinking RURAL

Rural Economic Development and Tourism Summit

Florida Public Safety Institute, Havana, FL
March 14-16, 2012

Wednesday, March 14, 2012

2:00 – 5:30 p.m.

**Department of Economic Opportunity – Division of Strategic Business Development
Rural Forum for DEO's 5 Year Strategic Plan**

The plan is designed to help guide the future of Florida towards leading the nation as a location for business, investment, talent, innovation, and communities of choice for workers, residents, and visitors. Regional forums are being held throughout the state and serve as a stepping stone towards aligning existing statewide plans with local plans. This session will serve to provide the rural voice to the state's planning effort. It is of great importance that our rural areas voice their recommendations for what the state should do (or stop doing) that will assist the rural areas to create jobs and facilitate economic development.

6:00 – 8:00 p.m.

Reception at Tri-Eagle Distributing

Thursday, March 15, 2012

7:30 – 8:30 a.m.

Registration & Continental Breakfast

8:30 – 10:30 a.m.

Summit Kick-off and Welcome, Full audience session

"Rethinking Rural - Where are we now in rural counties?"

Dr. James Murdaugh, President, Tallahassee Community College

Senator Bill Montford, Minority Whip, District 6, Florida Senate

"The rural environment in Florida"

Tom Beck, Director, Division of Community Development, Department of Economic Opportunity

"The Division of Community Development at DEO is assisting rural communities with their economic development, infrastructure and community planning needs. This assistance is provided through technical assistance, grants and collaboration with other regional and state agencies."

Al Latimer, Enterprise Florida, Getting Communities Job Ready

10:30 – 10:45 a.m. Break

10:45 – 11:45 a.m. Breakout sessions

Session 1: Film Industry in Rural Areas

*Chip Chalmers, Television Director
TBA*

Session 2: Diverse Culture & Heritage Tourism Opportunities

Berkeley Young, President, Young Strategies, Inc.

Session 3: Renewable Energy

*Angela Prioleau, Energy Coordinator, USDA
Gail D. Stafford, MSW, Office of Energy, Florida Dept of Agriculture & Consumer Services
Eric Williams, Vice-President, National Solar Power*

11:45 – 1:00 Lunch / Full Session

*Kevin McGeever, Senior Editor at VISIT FLORIDA
"Working with the rural counties on developing content, providing story ideas and information on the "Florida Insider" and how to become more involved."*

1:00 – 2:15 Breakout Sessions

Session 1: Tourism as Economic Development in Rural Counties

Homer Hirt, President, RiverwaySouth Apalachicola/Choctawhatchee, Inc.

*Jerrie Lindsey, Office Director, FWC Office of Public Access and Wildlife Viewing Services
"Our state's scenic beauty and natural resources have long been a lure for tourists. Rural communities have these qualities in abundance. This presentation will focus on realizing the economic development potential of nature tourism while conserving the rural character and wildlife habitats that make these communities unique."*

Jim Wood, DEP, Office of Greenway and Trails

Session 2: Leveraging Relationships – Military & Education, STEM

*Dr. David L. Goetsch – Vice-President Emeritus at Northwest Florida State College
In Florida, the military means jobs. Military installations are instrumental in promoting economic development through active duty and civil service personnel, defense contractors and retirees. STEM also plays an important part in today's modern military. The presentation will explain the role educational institutions can play in meeting the STEM needs of the military and defense contractors.*

Brenda Crouch - FloridaLearns STEM Scholars Project Manager

FloridaLearns is a project that is working to ensure that students from Florida's small and rural districts are STEM ready.

Session 3: Competing for Projects – Prepared Communities Win

Mark Sweeney, Senior Principal, McCallum Sweeney Consulting

Mr. Sweeney has over 20 years of experience in site selection and economic development. He assists companies in identifying, evaluating and selecting the optimal location for their capital investments. Knowing is half the battle and his expertise in attracting and keeping business in your region will assist economic developers in their efforts.

2:15 – 2:30 p.m. Break

2:30 – 4:30 p.m. Free afternoon, details on activities TBA

Friday, March 16, 2012

7:30 – 8:00 a.m.

Continental Breakfast

8:00 – 9:00 a.m.

The New Rural, Where Are We and Where Are We Going?

Dale Brill, President, Florida Chamber Foundation

Adam Putnam, Agriculture Commissioner (Invited)

Randy Hanna, Chancellor, Florida College System

9:00 – 10:30

Self-sustainability & Export

TBA

Andrea Moore, Regional Manager, International Trade Development, ICT Industry Specialist, Enterprise Florida, Inc.

Michael E. Higgins, Director, Tallahassee US Export Assistance Center

"US Commercial Service export programs to assist rural firms and the programs of EXIMbank."

Pat Steed, Central Florida Regional Planning Council

"Three efforts are guiding the Building Blocks for the Future of the Heartland including Florida 8, Comprehensive Economic Development Strategy and the Heartland 2060 Vision supported by a regional sustainability plan. Visioning a future of sustainability for the Heartland of Florida involves linking Education, Workforce and Economic Development with Transportation and Infrastructure

to support it. An important part of this future involves the logistics for moving goods to and through our inland communities.”

10:30 – 10:45 Break

10:45 – 12:00 Breakout Sessions

Session 1: Florida's Economic Development Districts

“The 11 Regional Planning Councils are federally designated economic districts by the U.S. Economic Development Administration. They are engaged in regional economic development activities including updates to their Comprehensive Economic Development Strategies (CEDS) based on the Florida Chamber Foundation's Six Pillars framework as well as economic analyses on policy and investment decisions that support local economic development efforts. This is an opportunity to learn about these initiatives and how to become involved in your regions.”

Scott Koons, Executive Director, North Central Florida RPC

Pat Steed, Executive Director, Central Florida RPC

Bryan Thomas, Economic Development Program Director, North Central Florida RPC

Patrick O'Neil, Senior Planner for Economic Development, Tampa Bay RPC

Session 2: Funding Sources

Joseph M. Mueller, Business & Cooperative Program Director, USDA Rural Development
“An overview of the Rural Development financial assistance programs offered by USDA in rural areas of the state.”

Stephen Heiman, Bureau of Economic Development

“Increasing access to capital for Florida's small businesses with programs that have been designed to mitigate some of the risk that lenders assume with loans.”

Session 3: Agribusiness & Agritourism

Florida Farm Bureau, TBA

12:00 – 1:00 p.m.

Legislative Luncheon and Closing Session

Barney Bishop, Past President and CEO of Associated Industries of Florida

Invited legislators, TBA

1:00 p.m. Rural Summit Ends.

As of 2-28-12