

HERNANDO COUNTY  
COMPREHENSIVE PLAN

**CHAPTER 14:  
ECONOMIC DEVELOPMENT**

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**GOAL10.01**

**TO ENCOURAGE AND DIRECT THE ECONOMIC GROWTH OF HERNANDO COUNTY TO ACHIEVE A DIVERSIFIED AND STABLE ECONOMY WHILE PROTECTING AND CONSERVING THE NATURAL RESOURCES WHICH REPRESENT THE FOUNDATION OF THE COUNTY'S RETIREMENT, RESIDENTIAL, AGRICULTURAL, AND RECREATION AND TOURIST ORIENTED ECONOMY.**

**SUPPORTING EXISTING BUSINESSES AND RECRUITING TARGETED NEW BUSINESSES**

**OBJECTIVE 10.01A: PROMOTE ECONOMIC DEVELOPMENT BY SUPPORTING AND ASSISTING EXISTING BUSINESSES AND BY RECRUITING TARGETED NEW BUSINESSES.**

**POLICY 10.01A(1):** Hernando County will establish and maintain an entity charged with the responsibility for economic development efforts on behalf of county government. This entity may be part of county government, private, a cooperative effort of both sectors, or some other structure, as necessary, and its responsibilities shall be as designated by the Board of County Commissioners from time to time.

**POLICY 10.01A(2):** Since up to 80 percent of community economic growth is typically generated by the growth of existing businesses and the establishment of new businesses, Hernando County's Economic Development entity will have the responsibility for developing strategies to support existing businesses. Support shall consist of: communicating to identify concerns, problems, and needs; informing businesses of sources of assistance and resources; monitoring employee recruitment efforts to determine the workforce characteristics needed by local businesses; coordinating with the local workforce board; and other strategies intended to improve communications and make clear that existing businesses are valued and appreciated in Hernando County.

**POLICY 10.01A(3):** New businesses will be recruited in targeted industries to improve the diversity and thereby the stability of Hernando County's economy. Recruitment will be targeted to complement and support existing businesses, to attract new business and industry

with varied economic characteristics, and to recruit new businesses and industries which will not degrade Hernando County's environment.

**POLICY 10.01A(4):** Primary industries are vitally important to the local economy and will be monitored through the use of economic indicators required by Policy 10.01F(1). As mining decreases, the County will develop strategies to utilize its economic development efforts to recruit and retain primary industries.

### **THE NATURAL ENVIRONMENT AS AN ECONOMIC ASSET**

**OBJECTIVE 10.01B: THE QUALITY OF HERNANDO COUNTY'S ENVIRONMENT WILL BE PROTECTED AS ECONOMIC DEVELOPMENT OCCURS.**

**POLICY 10.01B(1):** The measurements from current and future air and water monitoring programs will be reviewed and evaluated for indications of degradation in environmental quality.

**POLICY 10.01B(2):** New businesses and industry shall comply with the protections for the environment incorporated into other elements of this comprehensive plan.

**OBJECTIVE 10.01C: THE CLEAN AIR AND WATER, AND THE ABUNDANT SUPPLY OF QUALITY WATER TO SUPPORT ECONOMIC GROWTH WILL BE UTILIZED AS ASSETS IN KEEPING AND RECRUITING BUSINESSES.**

**POLICY 10.01C(1):** Air and water quality measurements will be utilized in economic development efforts to keep existing businesses and attract new ones.

**POLICY 10.01C(2):** Air and water quality measurements should be published regularly to deliver the message that Hernando County is a good place to live, work, and do business.

### **WORKFORCE QUALITY AND SUPPLY**

**OBJECTIVE 10.01D: IDENTIFY THE WORKFORCE NEEDS OF EXISTING BUSINESSES AND TARGETED BUSINESSES, AND TRANSLATE THESE NEEDS INTO EFFORTS TO TRAIN AND RECRUIT QUALIFIED WORKERS.**

**POLICY 10.01D(1):** Monitor recruitment efforts of existing and targeted new businesses to determine the needs for skilled workers.

**POLICY 10.01D(2):** Coordinate with the Hernando County School Board, Pasco-Hernando Community College, Hernando-Pasco Jobs and Education Partnership, area vocational schools, private sector, and training assistance programs to improve the match between education and training and the needs of businesses.

#### **ASSISTANCE WITH REGULATORY OBSTACLES TO ECONOMIC DEVELOPMENT**

**OBJECTIVE 10.01E: DEVELOP A MECHANISM FOR IDENTIFYING OBSTACLES TO ECONOMIC DEVELOPMENT IMPOSED BY COUNTY REGULATIONS.**

**POLICY 10.01E(1):** The Economic Development entity of Hernando County will develop a process for identifying issues where regulatory requirements are presenting problems in conflict with economic development efforts, and for providing assistance to businesses in addressing those conflicts.

#### **MONITORING AND EVALUATION PROCEDURES**

**OBJECTIVE 10.01F: MEASURE THE PERFORMANCE AND EFFECTIVENESS OF ECONOMIC DEVELOPMENT EFFORTS AND THE OBJECTIVES OF THIS ELEMENT.**

**POLICY 10.01F(1):** Hernando County shall monitor economic indicators as measurements of the effectiveness of Hernando County's Economic Development Improvement Plan and the objectives of this element.

**POLICY 10.01F(2):** The indicators shall be selected to focus monitoring on measurements of the industries, markets, groups, processes, entities, goals, policies, or other areas targeted by economic development activities, so that effectiveness of economic development efforts may be evaluated. Selection of the indicators shall include delineations of the time periods over which each is expected to become a valid measurement of the effectiveness of

economic development activities, with the understanding that economic development efforts may require significant time periods to show measurable results.

**POLICY 10.01F(3):** The economic development entity shall annually report to the Local Planning Agency regarding the status of these indicators, any changes over time, and the implications for evaluating the effectiveness of the objectives of this element. This report need not stand alone and may be combined with or incorporated into other reporting processes.

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**GOAL 10.02**

**UTILIZE ECONOMIC DEVELOPMENT TO SUPPORT PLAN OBJECTIVES**

**COORDINATION WITH OTHER PLAN ELEMENTS**

**OBJECTIVE 10.02A: TO COORDINATE ECONOMIC DEVELOPMENT ACTIVITIES TO FURTHER THE OBJECTIVES OF AFFECTED PLAN ELEMENTS.**

**POLICY 10.02A(1):** Economic development activities shall be consistent with the goals, objectives, and policies of the various elements of this comprehensive plan.

**POLICY 10.02A(2):** Fiscal impact analysis should be utilized as a tool to evaluate the short and long term fiscal impacts of economic development strategies that affect land use, infrastructure, and/or require investments of public funds.

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**GOAL 10.03****TO ENCOURAGE A WELL-ROUNDED PROGRAM OF ARTS AND CULTURAL ACTIVITIES TO ENRICH THE COMMUNITY AND DECREASE SOCIAL ILLS****CULTURE AND THE ARTS****OBJECTIVE 10.03A: PROMOTE COOPERATION BETWEEN PUBLIC AND PRIVATE SECTORS IN SUPPORTING CULTURE AND THE ARTS.**

**POLICY 10.03A(1):** The County should strongly and persistently support culture and the arts as important components of the community.

**POLICY 10.03A(2):** Culture and the arts should be encouraged, supported, and provided with incentives by the County with minimal public funding, while primary funding should come from the private sector.

**POLICY 10.03A(3):** When investing in culture, the County should support a diversity of programs to embrace all ages with the intent to reduce social ills.

**POLICY 10.03A(4):** The County should cooperate with community colleges and other educational facilities in support of culture and the arts.

**POLICY 10.03A(5):** When new facilities are planned, provisions should be considered for multiple uses including arts and cultural display areas and capabilities for accommodating outdoor performances.

**POLICY 10.03A(6):** Encourage the display of art in and around public buildings.

**POLICY 10.03A(7):** Facilities co-location (example: schools, parks, libraries, and event facilities) should be a technique used to support culture and the arts.

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End of Chapter 14