

Nassau County 2030 Comprehensive Plan **Economic Development Element (ED)** **Goals, Objectives and Policies**

Goal: Create and implement an economic development strategy focused on the retention, expansion, and relocation of high wage jobs and targeted businesses. Diversify the County's tax and employment base and lessen the tax burden for existing residents and businesses while preserving a sense of community and the County's environmental assets.

OBJECTIVE ED.01

Leadership

Establish a coordinated approach by local government and public/private partnerships that provides a unified perspective and single point of contact for economic development in Nassau County.

Policy ED.01.01

The County shall maintain its public-private partnership with NCEDB in order to provide a vehicle for technical and financial assistance in support of a unified economic development strategy.

Policy ED.01.02

The County shall continue to coordinate with and support the Nassau County Economic Development Board (NCEDB) in the pursuit of a coordinated and unified countywide economic development strategy.

Policy ED.01.03

Nassau County will enhance opportunities to leverage local economic development dollars by partnering with regional and state organizations.

OBJECTIVE ED.02

Attraction, Retention and Expansion of Targeted Businesses

Develop and maintain strategies to attract targeted businesses and industry clusters and promote the retention and expansion of targeted businesses.

Policy ED.02.01

The County Commission, in coordination with the NCEDB, may authorize the use of financial or other incentives to qualified targeted businesses locating to or expanding in Nassau County.

OBJECTIVE ED.03

Support of Existing Businesses

Develop and maintain strategies that support and promote the expansion of existing businesses within Nassau County, including small businesses.

Policy ED.03.01

The County shall, through its own purchasing decisions and other actions where appropriate, promote local retail purchases and supply chains between existing local companies within Nassau County.

OBJECTIVE ED.04

Promoting Tourism

Strengthen the economy of Nassau County by expanding visitor demand and promoting year-round tourism

Policy ED.04.01

Focus on high-value tourist development to attract the most economically advantageous market segments.

OBJECTIVE ED.05

Land Use and Infrastructure Expansion

Protect existing land designated for employment-generating uses, whether vacant or developed, from encroachment of incompatible uses and promote development within designated Economic Development Opportunity Areas (EDOAs).

Policy ED.05.01

The County shall prioritize the retention of land in EDOA's suitable for employment-generating uses. The County shall recognize this priority during the review of plan amendments, rezoning and conditional use requests, site plan reviews and permitting processes.

Policy ED.05.02

The County shall encourage and support urban development patterns that create a functional mix of residential uses (including qualified workforce housing), supporting civic and commercial uses, and employment opportunities in close proximity that will effectively reduce the number of county residents commuting outside of the county for employment.

Policy ED.05.03

The County may seek cooperative agreements with municipal governments, regional utility providers, landowners and developers to provide central water and wastewater facilities for areas within designated Economic Development Opportunity Areas (EDOAs).

OBJECTIVE ED.06

Global Logistics and Related Infrastructure

Promote faster, more efficient, and more secure movement of goods into, from, and through the region by establishing one or more intermodal logistics centers within Nassau County.

Policy ED.06.01

The County shall coordinate with landowners and service providers of all modes transportation, state and regional agencies, and other local governments to promote the creation of a regional multi-modal transportation system that allows for the quick and efficient movement of people and freight within and out of the region. This shall include needed improvements to roads over which truck traffic must travel to and from port-related facilities.

Policy ED.06.02

The County, in conjunction with the Ocean, Highway and Port Authority (OHPA), shall work with the North Florida TPO, the Florida Department of Transportation, and other state and regional agencies to secure adequate funding.

OBJECTIVE ED.07

Workforce Development and Retention

Develop and maintain a strategy to provide training for and retention of a qualified workforce to support targeted industries; and to better prepare local students for future careers relating to employment in target industries.

Policy ED.07.01

The County supports strong partnerships with the University of North Florida (UNF), Florida State College at Jacksonville (FSCJ) and other colleges and universities in northeast Florida to prepare post-secondary students for future careers in target industries.

Policy ED.07.02

The County supports K-12, post-secondary, and workforce training programs offered through the Florida State College at Jacksonville (FSCJ) and the Nassau County School Board to enhance the competitiveness of the County's resident workforce.

Policy ED.07.03

The County supports the efforts of the NCEDB to coordinate with Workforce Florida Inc., Florida State College at Jacksonville (FSCJ) and the Nassau County School Board to obtain and administer grant funding that is available to help train the local workforce in order to retain and attract businesses that create new high-quality jobs.

Policy ED.07.04

In order to strengthen the connectivity between, and integration of business with education, the County supports the cooperative efforts of the NCEDB, Florida State College at Jacksonville (FSCJ) and the Nassau County School Board to encourage and develop strategies by which business representatives can work in partnership with the local schools and post-secondary education programs to ensure that those programs will effectively meet the employment needs of the businesses.