



Economic Development Board

Achieving an Unparalleled Quality of Life Together

Economic Development Board Nassau County

Roles and Responsibilities



Recruit and Market New Business

- Development and Execute a Marketing Plan

Retain and Expand Existing Businesses

- BRE Program (Business Retention Expansion)

Public Relations and Communications

- Ensure local community is educated about the purpose, mission, and activities of the Economic Development Board

Sustainable Revenue Source

- Develop a multi-faceted, sustainable revenue stream for economic development and community initiatives



Economic Development Board Nassau County Small Business Development Center



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EIGHT FLAS CHIROPRACTICE: "The SBDC gave us a foundation to understand the health of a business. Jodi gave us who, what, where, when, and how on getting started." To make sure they keep their fingers on the pulse of the financial health of the business, they also went through the Profit Mastery financial management class with their SBDC consultant, giving them a leg up on understanding financial statements as well as forecasting cash and calculating break even costs.



BLISS CAKERY: "I had no idea what I needed to do to purchase a business and she ran the numbers, gave me contacts in the community, assisted with the business plan...She was a lifesaver and always super supportive, patient and honest about the pros/cons of owning a business." . Loved



CALLAHAN FEED & WESTERN WEAR: Ever since opening day, the business has been booming and it has exceeded Kim's wildest dreams. She says she is still learning the ins and outs of the business but she loves working with the staff every day and meeting the customers. Kim appreciates the help she received from the SBDC. "The SBDC helped me on my path of being able to buy the business. Jodi Henson was a major contributor to making my dream come true. She was with me every step of the way."

Economic Development Board Nassau County

Primary Structure of Business Strategy



FLORIDA
NASSAU COUNTY

GOAL ONE:

Business Retention & Expansion

BRE will be a core program of our economic development plan, designed to retain & support our existing business

- **Objective:** Establish a formal BRE Program applicable to all businesses to retain them or help them expand.
- **Strategy:** Quarterly round table discussions with industry leaders to ensure current needs are being met.

GOAL TWO:

Business Recruitment Marketing

Drive sustainable job growth by leveraging our quality of life & globally competitive business climate to attract and retain the right fit for Nassau County

- **Objective:** Engage with key contacts (*Regional & State Partners*) and site selection consultants to create awareness of growth opportunities and intensify the support for their growth.
- **Strategy:** Prepare site inventory, including assessment of readiness for all Job Opportunity Areas. Enhancing website, Social Media, Developing fresh current marketing

GOAL THREE:

Sustainable Revenue Stream

Develop a multi-faceted, sustainable revenue stream for economic development and community initiatives

- **Objective:** Execute a private investor program.
- **Strategy:** Expand Funding opportunities by creating, developing and implementing a multifaceted funding program

GOAL FOUR:

Public Relations & Communications

Establish a strong unified brand based on best practices

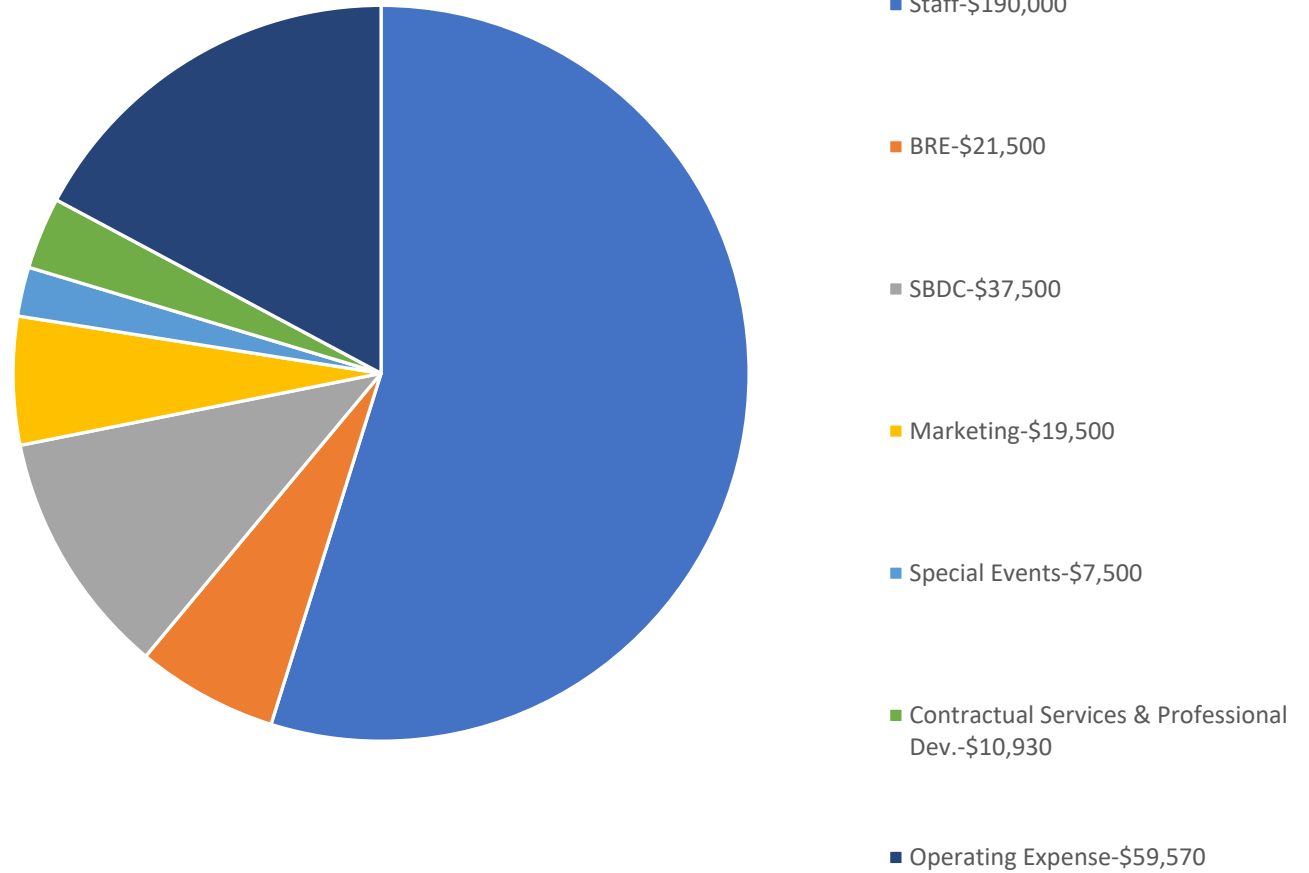
- **Objective:** Partner with local businesses & organizations to position Nassau County as regionally competitive. Communicate & educate the concept of the economic development
- **Strategy:** Quarterly direct mail pieces to community, grow investor & base & expand awareness



Economic Development Board Nassau County

Distribution of BOCC Funding

Fiscal Year 2021 - 2022





- **OVERSIGHT OF INVESTMENTS**

- The funds needed to implement these four areas will be sought from those with a vested interest in Dickinson County’s development – businesses, public entities, community leaders and stakeholders. The DKEDC Board of Directors will appoint an executive committee comprised of board members and community partners to provide oversight of invested funds and implementation.

- **ACCOUNTABILITY**

- In order to track its progress in implementing the initiatives and demonstrate tangible returns to its investors, performance-based measurements will be developed to determine achievement during the five-year investment cycle. Leaders and staff will be held accountable for the success of the plan.



Thank You
Sherri Mitchell, Interim Executive Director
NCEDB
