



# INVESTING IN THE COMMUNITY & JOB CREATION



## Capital Projects and Job Creation (FY11 & FY12)

Over the past two years, the Board has taken strategic steps to focus resources on maintaining jobs, investing in the community, and creating local infrastructure improvements. The Board realized the current state of the economy, particularly the local construction industry, and accelerated the construction schedule for many projects utilizing existing cash reserves. These steps include committing \$107.1 million towards the following capital projects:

PROJECTS	PROJECT COSTS	JOBS CREATED
Public Safety Complex <i>(includes City and State Funding)</i>	\$45.0 million	414
Branch Libraries	\$9.4 million	87
Stormwater Improvements	\$14.0 million	129
Buck Lake Road	\$5.3 million	49
Transportation Improvements	\$33.3 million	307
<b>FY11 (Actual) &amp; FY12 (Projected)</b>	<b>\$107.1 million</b>	<b>985</b>
<b>Total Spending</b>		

Based on analysis performed by the Economic Development Council, for every \$1 million spent, 9.2 jobs are created; therefore, the job creation from the capital project investments, including the Public Safety Complex, is 985 jobs.

## FOCUS ON THE LOCAL ECONOMY

Global economic calamities have marked the last three years highlighted by the first worldwide contraction in gross domestic product (GDP) since the Great Depression. There have been numerous attempts by all levels of government to stem the economic downturn that has spurred by the collapse of the real estate and financial markets. In September, the Board reviewed all of the County's programs, initiatives, and collaboration with its economic development partners in an effort to build upon the strength of the community and enhance the County's ability to stimulate long-term, sustainable economic growth. As part of the effort, staff conducted an in-depth survey of local business owners to identify ways to stimulate job creation and improve the local economy.

Thirty specific recommendations were identified, the entire report is available at the County's website. A team of county staff and private sector representatives will be convening to develop specific actions for implementation. The following provides a brief sample of the Leon County Economic Development Action Plan approved by the Board on September 13, 2011:

- Expand the Project Manager concept being utilized at Leon County Development Support and Environmental Management to include on-site permitting assistance for business expansion.
- In a continuing effort at utilizing partnerships, renew the County's interlocal agreement and Service Plan with Workforce Plus to provide comprehensive workforce and job placement services.
- Partner with the Economic Development Council to proactively seek applicants for the Concept Plan Approval Process (Dual Track) in areas of our community targeted for economic growth (Gum Road, Tower Road, etc.)
- Continue to grow the tourism market through aggressive marketing and public relations techniques.



### Did You Know

Leon County's division of Tourism Development's marketing and public relations advertising campaigns drive over 2.3 million visitors to our community, which have a \$540 million direct economic impact in an industry that supports over 11,240 jobs.

- Review the progress of Vision 2020, a Venture Capital Fund started by Leon County, and evaluate its investment in local ventures.
- Conduct a comprehensive review of all County development regulations and determine ones that should be kept, modified or eliminated.

Additional job creation information can be found on page 36.



Eastside Branch Library Construction In Progress