



# CENTRAL FLORIDA PARTNERSHIP

## ***Advancing Our Shared Agenda*** ***Regional Priorities for the Central Florida Partnership***

Building on Central Florida's rich history in agriculture, hospitality, tourism and conventions, and realizing the diversity and richness of our region today with the addition of centers of excellence in healthcare, entrepreneurship, aerospace, and modeling, simulation & training, the *Central Florida Partnership* fashions its ongoing work around thoughtful consideration of the challenges faced by individuals, families and businesses during the current economic downturn and skyrocketing unemployment. The *Partnership's* advocacy and support of specific strategic Regional Priorities will advance our journey to economic prosperity.

**The *Central Florida Partnership* is a Regional Resource  
Where Leaders Are Better Positioned to  
*Collaborate* and *Take Decisive Action*  
to *Advance Regional Prosperity* and *Enhance Our Quality of Life***

**S c a l e : R e g i o n a l   ■   C o n t e x t : G l o b a l**

These building blocks for the 21st century guide our collective work through collaboration and cooperation with a host of partners throughout Central Florida and Florida's Super Region. As these initial building blocks move to completion, compromise or cancellation, other regional issues will be brought forward for consideration and action.

Under the direction of the *Central Florida Partnership's* Board of Directors, each Regional Priority is guided by one (or more) of its Lines of Business: Regional Entrepreneurship (*Orlando, Inc.*), Regional Leadership (*Leadership Orlando*), Regional Public Policy Advocacy (*BusinessForce*), and Regional Research & Resolves (*myregion.org*).

Additionally, so that the Board of Directors of the *Central Florida Partnership* is advantaged by input for policy-making and decision-making from all segments of the regional community, the *Partnership* has established Advisory Committees and Councils which represent specific audiences crucial to the region's vitality. These include: *Central Florida Legislative Delegation*, *Central Florida Young Professionals Advisory Council (YPAC)*, *Central Florida Congress of Regional Leaders*, and *Central Florida Roundtable for Community Based Organizations*.

In a concerted effort to educate and inform our Board Members, Volunteer Leaders, Investors and Members, the following is an update of the Regional Priorities first published in 2010 that indicates our leadership initiatives, short-term progress, and long-term potential.

## ACCOMPLISHMENTS & ACCOLADES

### **Amendment Four (“Vote No on Four”)**

In support of Florida’s long-term quality of life and economic vitality, Amendment Four was soundly defeated in the November 2010 election. Citizens for Lower Taxes and a Stronger Economy, Inc., a statewide grass roots effort, alerted Florida voters to the hazards of this extreme, costly and job-killing anti-growth measure. The *Central Florida Partnership* and its partners played a pivotal role in our region to end this dangerous threat to our statewide economy, delivering the “Vote No on 4” message throughout the region and to leadership in every Line of Business. Voters in every county in Central Florida “rejected” Amendment Four (Orange, 65%; Seminole, 67%; Lake, 65%; Brevard, 67%; Osceola, 64%; Polk, 69%; and Volusia, 64%).

### **Amway Center (Project Hometown)**

On October 10, 2010, the *Central Florida Partnership* celebrated, with the community and the region, the dedication and opening of the new Amway Center, one of three Community Venues that are part of Orlando’s Downtown revitalization known as Project Hometown. The *Central Florida Partnership* played a pivotal role in galvanizing support of a 501(c) (4) non-profit organization established primarily to harness support of three visionary downtown Community Venues to provide educational, economic, arts, sports and entertainment opportunities for everyone who calls Central Florida home with the call to “Do Them All, Do Them Now, and Do Them Right.”

### **Direct-Elected School Board Chairman**

With 61% of the vote, newly elected Orange County School Board Chair Bill Sublette credits *BusinessForce*, the political action arm of the *Central Florida Partnership* and its newly created *Coalition for Regional Excellence in Leadership*, for much of his campaign success. The idea for a direct-elected Orange County School Board Chair grew from a 2006 meeting of *BusinessForce*, a Line of Business of the *Central Florida Partnership*. This change in the landscape for educational leadership in Orange County will result in a greater accountability and vision for Orange County’s educational future.

### **High Speed Rail for Florida**

In collaboration with the *Tampa Bay Partnership* and Connect Us – “a-statewide-grassroots-effort” designed to support High-Speed Rail for Florida – the *Central Florida Partnership* provided education and advocacy on a national demonstration model for the next generation of transportation across Florida’s Super Region from the Atlantic Ocean to the Gulf of Mexico and, potentially, the entire State of Florida. Although this effort was rejected by newly-elected Governor Rick Scott, the *Central Florida Partnership* will continue to advocate for much-needed infrastructure like mass-transit, when and where possible, to further develop the potential of our 14-county Super Region.

### **SunRail**

With the signing of the *SunRail* Full Funding Grant Agreement (FFGA) by Florida Department of Transportation Secretary Ananth Prasad and Federal Transit Administrator Peter Rogoff on July 18, 2011, Central Florida Commuter Rail is moving forward. Working with Orlando Mayor Buddy Dyer, Chairman of the Central Florida Commuter Rail Commission, elected officials, and a cadre of community partners, the *Central Florida Partnership* provided leadership, education and advocacy on *SunRail* – 61 miles of commuter rail service that will serve as the cornerstone of a regional multi-modal transportation system for Central Florida. The *Partnership’s* Lines of Business were fully engaged in the process, during which *myregion.org* conducted a community-wide effort to seek citizen input on the “naming” of *SunRail*, and was instrumental in the development of its graphic logo. The *SunRail* message continues to be an integral part of the *Leadership Orlando* curriculum. Under the direction of the Florida Department of Transportation, the 31-mile first phase of *SunRail* will serve 12 stations, linking DeBary to Orlando. Phase II will serve 5 additional stations, north to DeLand and south to Poinciana. Service is expected to begin in 2013.

## ACCOMPLISHMENTS & ACCOLADES (Continued . . . )

### **University of Central Florida College of Medicine**

As early as 2007, the *Orlando Regional Chamber of Commerce*, now *Orlando, Inc.*, a Line of Business of the *Central Florida Partnership*, championed the vision of establishing a Medical School at our "Hometown" University. At a "Joint Board of Directors Retreat" which also included the Metro Orlando Economic Development Commission and the Orlando/Orange County Convention & Visitors Bureau, the College of Medicine held a prominent place on the agenda "seeding" Dean German's idea to provide full scholarships, provided by business and community leaders, to its first class of medical students. The College welcomed its charter class of 41 students in August 2009 and recently completed construction of its campus at Lake Nona.

### **University of South Florida Polytechnic \***

On May 26, 2011, Gov. Rick Scott approved \$35 million in the 2011-2012 state budget for funding construction of the University of South Florida Polytechnic's new campus. The Southern Association of Colleges and Schools Commission on Colleges has also given the go-ahead to USF Polytechnic to welcome its first freshman class in fall 2013, with lower-level transfer students being admitted as early as spring 2012. The *Central Florida Partnership*, working with others, actively supported this effort, an important asset to the Central Florida Region. Located in Lakeland, USF Polytechnic, Florida's first and only public polytechnic, provides upper level undergraduate and graduate students with an extraordinary opportunity to experience applied learning and research in a personalized setting: small class sizes, convenient locations, innovative programs and flexible formats. Since its founding in 1988, USF Polytechnic has shared a campus with Polk State College in Lakeland. The new campus will offer the space and resources needed to expand from its current 4,229 student body to 16,000 students. The prime I-4 location also affords the university visibility along one of the nation's most traveled commercial and tourist routes, the interstate connecting Tampa and Orlando.

## ACTION

### **Aerospace Research & Development\***

Working with the Florida Chamber of Commerce, Space Florida and others, the *Central Florida Partnership* will support policies, investments and advocacy that clearly identify the State of Florida as the best location for the next generation of federal and commercial aerospace opportunities. In support of this goal, Aerospace Research & Development was the key theme for the *2011 Baker Hostetler Central Florida Partnership "Trip to Washington, D. C."* held May 11-12, 2011, bringing a message of aerospace industry support to the Central Florida Congressional Delegation.

### **Innovation and Entrepreneurship**

A vibrant entrepreneurial ecosystem is key to generating jobs and thriving businesses. Comprised of funding sources, resource providers, entrepreneurial specialists/business services, sources of innovation, advocates, talent, educators and others, Central Florida's interconnected, well-coordinated ecosystem is a vehicle for identifying and recommending solutions to critical issues and ongoing dialogue with entrepreneurs and other stakeholders. Because Innovation and Entrepreneurship are critical to maximizing the economic potential for the region, Orlando, Inc., is focused on enhancing a rate of sustainable business growth and job creation through the following programs and initiatives: Business Innovation Series, ExecConnect CEO Forum, Entrepreneurs Academy, Orlando Technology Forum, The B.I.G.\* Summit, The B.I.G.\* Award and an entrepreneur-centric legislative agenda. Orlando, Inc., is committed to "connecting entrepreneurs to success."

## ACTION (Continued . . . )

### **Canaveral Port Authority\* (Florida Ports Council)**

Working with the Florida Chamber of Commerce, Floridians for Better Transportation (FBT), the Florida Ports Council, Canaveral Port Authority, and others, the *Central Florida Partnership* will work to improve Florida's Ports so as to better position the State of Florida as a Global Leader in trade and tourism. With the completion of the Panama Canal Expansion in 2015, there is great urgency in moving this matter forward now, since port infrastructure improvements yield a \$7 return in economic activity for each \$1 of investment.

### **Project Hometown**

In addition to the Amway Center which opened in 2010 as the first of three Community Venues that are part of Project Hometown, the construction of the new Dr. Phillips Center for the Performing Arts and the renovation of the Florida Citrus Bowl Stadium remain a priority for our region. In February 2011, Orange County and the City of Orlando agreed on the establishment of a new nonprofit corporation — the Community Construction Corporation — to manage construction of the Dr. Phillips Center for the Performing Arts and to address oversight, management and contracts. Groundbreaking was held on June 23, 2011, and construction is under way. The *Central Florida Partnership* is committed to the completion of each of these projects and will work in support of this continued effort.

### **Wekiva Parkway**

On May 25, 2011, the Orlando-Orange County Expressway Authority and the Florida Department of Transportation formally announced FDOT, through Florida's Turnpike Enterprise, has offered a meaningful partnership toward making the Wekiva Parkway a reality, with the goal of starting construction in late 2012. This hallmark road project completes the much needed beltway around the Metropolitan Orlando area. The Wekiva Parkway is a 27-mile road through Lake, Orange and Seminole counties; it will weave through one of the state's natural treasures, the Wekiva River Basin; it is designated an Outstanding Florida Water, a National Wild and Scenic River and a Florida Aquatic Preserve. Environmentalists praise the planning process for including the preservation of 9,000 acres of environmentally sensitive land, as well as extensive wildlife bridging to enhance habitat connectivity and reduce animals harmed by vehicles. The *Central Florida Partnership*, through its *Central Florida Transportation Corridors Task Force*, has, and will continue to, work with the Orlando-Orange County Expressway Authority, Florida Department of Transportation, and others to seek a balance between the interests of the public, the environment and the transportation needs of Central Florida; with the intent to minimize impacts to the environment, homes and businesses; while also developing a transportation system that meets the region's growing needs.

## RESEARCH & RESOLVES

### **Connecting for Global Competitiveness: Florida's Super Region\***

It is forecasted that by 2050 Tampa Bay and Central Florida will become a single economic super region and Florida's dominant economic driver. With 7.2 million residents and \$284 billion in gross regional product, the coast-to-coast super-region is already the seventh most populous region, and the tenth largest economy, in the United States. The future success of this super-region requires better connectivity for workers, visitors, and freight. Connectivity to markets worldwide is also required, building on the success of the super-region's seven commercial service airports, three deepwater seaports, two major intermodal freight terminals, and the world-leading spaceport at Cape Canaveral.

## RESEARCH & RESOLVES (Continued . . .)

### **Connecting for Global Competitiveness: Florida's Super Region\* (Continued . . .)**

The *Central Florida Partnership* and the *Tampa Bay Partnership*, working through *myregion.org*, contracted with the University of Pennsylvania (PennDesign), to demonstrate the potential advantages of coast-to-coast connectivity and to develop a "Super Regional Strategy" for transportation and land use, economic and workforce development, environmental sustainability and quality of life issues. This 14-county effort is being advanced with support from Progress Energy, Workforce Central Florida, University of Central Florida Metropolitan Center for Regional Studies, Florida High Tech Corridor Council, Central Florida Development Council, and in partnership with over 70 business, transportation and land use organizations from Tampa Bay to Central Florida.

### **Developing a Regional Water Strategy for Central Florida**

Ensuring a sustainable and cost effective water supply as our population grows is important to every business and every citizen. The Development of a Regional Water Strategy for Central Florida is an 18-month project, being advanced by the *Central Florida Partnership* through *myregion.org*, with ULI Central Florida, the St. Johns' River, Southwest Florida and South Florida Water Management Districts, Florida Department of Environmental Protection and University of Central Florida Metropolitan Center for Regional Studies. The project focuses on regional solutions to address the value, accessibility and affordability of this most important natural asset. Traditionally relied upon, our primary source of potable water may not be adequate to meet future needs, given projected growth of the Central Florida Region to almost 7 million residents by 2050.

### **Open for Business: The Central Florida Coalition for Growth and Prosperity**

A Coalition of Central Florida business associations has been established to address the region's economic recovery. Focused first on identifying economic and regulatory barriers, this broad-based Coalition represents more than 10,000 leaders in virtually every business sector of the eight-county Central Florida region. The Coalition's Organizing Committee includes *Associated Builders & Contractors*, *Central Florida Partnership*, *Home Builders Association of Metro Orlando*, *Metro Orlando Economic Development Commission*, *Orlando Regional REALTOR Association*, and *WORKFORCE CENTRAL FLORIDA*, working with others to ensure widespread input and agreement on how to remove barriers to economic prosperity and growth. Open for Business is a "natural fit" with The Florida Eight initiative, a statewide plan established by Workforce Florida, Inc., calling for the formation of Eight (8) Regional Business Teams (RBTs) to coordinate the creation, launch and management of region-based, state-connected strategy and action to drive job and business retention. The East Central RBT is led by the *Central Florida Partnership* and Project Management is under the direction of *myregion.org*, a Line of Business of the *Central Florida Partnership*.

### **STEM (Science, Technology, Engineering & Math)**

In June 2009, Workforce Florida and Enterprise Florida announced plans to create a statewide council to strengthen the **Science, Technology, Engineering and Math (STEM)** skills of Florida's students as a way to address the increasing demand from jobs requiring strong foundations in these areas. The business-led **STEMflorida** Council, funded by a \$580,000 grant from Workforce Florida, will connect business, education, workforce, and economic development leaders to identify opportunities to build and measure the state's supply of workers with skills and knowledge in these fields to support innovation in existing and emerging industries. As part of the focus on Business Innovation and Growth by *Orlando, Inc.*, the *Central Florida Partnership* will work with the region's universities and community colleges, and the Central Florida School Boards Coalition to encourage business leaders to take a greater stake and leadership role in efforts to develop a high-skilled, high-wage, high-value workforce of tomorrow.

## **AWARENESS & SUPPORT**

### **Hospitality, Tourism & Conventions**

Building upon the rich history of the hospitality industry as a foundational piece of the Central Florida economy, and Orlando's recent announcement as the first U.S. city to reach 50 million visitors, the *Central Florida Partnership* maintains long-term relationships and continues to advance the missions of the *Central Florida Hotel & Lodging Association*, *Visit Orlando* and other convention and visitors bureaus throughout the seven-county region. This was especially true with the ground-breaking agreement to expand the use of Tourist Development Taxes (TDTs) to support the advancement of Project Hometown, the downtown revitalization project that includes the Amway Center, Dr. Phillips Center for the Performing Arts, and Florida Citrus Bowl.

### **Level One Trauma Center**

A trauma center is not an emergency department, but a state-accredited hospital facility capable of highly specialized treatment for the most critical injuries. In Central Florida, this care can only be received at Orlando Regional Medical Center (ORMC). In 2005, ORMC had 4,200 trauma patients, making Central Florida's only Level One Trauma Center one of the busiest trauma centers in the state, featuring a multi-disciplinary team of board certified doctors, nurses and technicians ready to treat the most severely injured patients during the "Golden Hour" when treatment means life or death. The *Central Florida Partnership*, working with Orlando Health, Florida Hospital and the Adventist Health System, Florida's Blood Centers of Central Florida, Inc., the county health departments, and others, will advocate and encourage the Florida Legislature to address funding needs to support the region's only Level One Trauma Center. Private tours of the Trauma Center are an essential part of the *Leadership Orlando* curriculum, a strategic Line of Business for the *Central Florida Partnership*.

### **Medical City at Lake Nona**

With the development of the Medical City at Lake Nona well underway, the *Central Florida Partnership*, continues to work with the University of Central Florida, the Sanford-Burnham Institute for Medical Research, Nemours, Veterans Administration Medical Center, M. D. Anderson Cancer Research Center, the University of Florida Research and Academic Center at Lake Nona and future entities located at the Medical City to educate the region on the economic impact of these facilities and advocate Central Florida as a world leader in medical excellence. Since 2008, Medical City has been an important curriculum component of *Leadership Orlando*, a Line of Business of the *Central Florida Partnership*.

### **Modeling, Simulation & Training (MS&T)**

Working with a comprehensive list of community partners that includes education, government, military, technology and public/private organizations, the *Central Florida Partnership* advanced support of Modeling, Simulation & Training to the Central Florida Congressional Delegation during the 2010 *Central Florida Partnership "Trip to Washington, D.C.,"* June 23 & 24, 2010, and will continue to provide advocacy for this industry sector whose epicenter is located at the Central Florida Research Park. Briefings on this important sector of our economy are also included as part of the curriculum in *Leadership Orlando*, a Line of Business of the *Central Florida Partnership*.

## AWARENESS & SUPPORT (Continued . . . )

### University-Affiliated Research Parks

Acknowledging the successful track records of university-affiliated research parks and the history of collaborative partnership models between the public, private and civic sectors in our region, the Central Florida Partnership pledges to build awareness and provide advocacy in support of the Florida Tech Research Park in Brevard County and the Embry-Riddle Research Park and Integrated Airport Project in Volusia County. Both projects are under development in close proximity to Central Florida's High Tech Corridor (Tampa to Orlando) and the Central Florida Research Park at the University of Central Florida. The long-term benefit to Central Florida's high tech cluster, which not only includes the epicenter of Modeling, Simulation & Training in Orlando, but also research and development in healthcare, aerospace, and technology, will provide a conduit for ideas, talent and capital that will advance business innovation and growth in Florida's Super Region.

\*Advanced as a joint initiative of the *Central Florida Partnership*, *Tampa Bay Partnership*, Bay Area Legislative Delegation (BALD) and Central Florida Legislative Delegation.

**Special Note:** All Regional Priorities are designed to support one or more of the six (6) Economic Drivers for "Florida's New Economy" (Talent & Education, Innovation & Economic Development, Infrastructure & Growth Leadership, Business Climate & Competitiveness, Civic & Government Systems and Quality of Life). In addition, special consideration should be given to Central Florida's eight (8) Economic Centers (Central, East Central, North Central, Northeast, Northwest, South Central, Southeast and Southwest), as being advanced by *myregion.org*.



The *Central Florida Partnership* is a collaborative of business and civic leaders committed to procuring a better tomorrow for Central Florida's seven counties - Brevard, Lake, Orange, Osceola, Polk, Seminole and Volusia. We are thoughtful leaders united by a single, guiding principle - that we have both the power and the responsibility to make change happen. Working together, through four "Lines of Business" - *Orlando, Inc* (Regional Entrepreneurship), *BusinessForce* (Regional Public Policy Advocacy), *myregion.org* (Regional Research & Resolves) and *Leadership Orlando* (Regional Leadership) - the *Central Florida Partnership* is moving "Ideas to Results."