

CLEAN
Economic Element

GOAL 1: Marion County will strive to sustain and enhance the economic health of the community to increase and diversify the economic base, create higher paying job opportunities, support the continuation, expansion, and retention of current businesses and industries, encourage the relocation of business and priority industries to and within Marion County, and provide a positive business environment which will allow the residents of Marion County to prosper.

OBJECTIVE 1.1: Marion County's Comprehensive Plan, Future Land Use Map (FLUM), Land Development Code (LDC), and Zoning Map shall designate land for business and industrial activities that maintain and promote economic diversity and development in the County.

Policy 1.1.1: The Comprehensive Plan, FLUM, Zoning Map, and LDC shall designate lands for business and industrial uses in sufficient quantities to provide goods, services, and employment opportunities for the County.

Policy 1.1.2: The FLUM shall designate lands for business and industrial uses in a manner that enhances and supports a sustainable and compatible mix of uses within Marion County.

OBJECTIVE 1.2: The County's Comprehensive Plan and Land Development Code (LDC) shall provide for a variety of commercial and industrial uses including, but not limited to, mechanisms to address the compatibility of uses and the provision of mixed-use development opportunities.

Policy 1.2.1: The LDC shall establish allowable uses in zoning districts tailored to different types and intensities of commercial and industrial activity (i.e., neighborhood or regional commercial activities, business parks, warehousing districts, manufacturing centers, etc.) consistent with the Comprehensive Plan.

OBJECTIVE 1.3: The County may establish processes and regulations, as appropriate, that enable expedited review and permitting for development that enhances economic sustainability and growth while still providing for thorough review of all development plans.

Policy 1.3.1: The County Administrator or designee may request staff to expedite and coordinate permitting for projects to encourage priority industry and business prospects to expand or relocate to the County.

OBJECTIVE 1.4: The County may grant economic development incentives to new, expanding, and/or relocating businesses in accordance with the policies under this objective.

Policy 1.4.1: The County may establish a process/program to identify development(s) and/or project(s) qualified to obtain economic development incentives. The process/program may further be coordinated with local economic development agencies and State of Florida economic development-related offices and agencies and those agencies' qualifying programs.

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Policy 1.4.2: The County may establish and/or use Tax Increment Financing (TIF) options and/or Community Redevelopment Areas (CRA), particularly for those areas that provide, or are required to provide for the establishment of, qualified development, consistent with any applicable Florida Statutes.

Policy 1.4.3: The County may establish additional economic development tools designed to encourage private sector capital investment and new to Marion County job creation.

OBJECTIVE 1.5: The County may support priority industries that create higher wage jobs and diversify the economic base of the County.

Policy 1.5.1: The County may identify and maintain a priority industries strategy and prepare, implement, and maintain a coordinated marketing plan to attract businesses that fit the identified markets.

Policy 1.5.2: The County may also partner with and/or designate one or more entities to facilitate achieving priority industries, such as, but not limited to, the Ocala/Marion Chamber & Economic Partnership (CEP).

OBJECTIVE 1.6: The County may utilize public/private partnerships to help stimulate the economic growth of the County.

Policy 1.6.1: The County may use public/private partnerships with local, state, and federal economic development-related agencies and organizations to prepare proposals to companies that will bring/create new to Marion County jobs, high-quality development and increased tax base, whose business is compatible with the overall market desires of the County.

Policy 1.6.2: The County may use public/private partnerships with local, state, and federal economic development-related agencies and organizations to market the County to businesses and industries that are consistent with a priority industries strategy and are compatible to the overall market desires of the County.

Policy 1.6.3: The County will encourage public/private partnerships that maximize participation by multiple partners, particularly partnerships that leverage investment and diversify the distribution of responsibilities (e.g., funding, staffing, etc.) among the partners.

Policy 1.6.4: The County will encourage public/private partnerships that minimize additional costs and maximize return on investment for the County.

OBJECTIVE 1.7: The County shall encourage the expansion and establishment of existing and new education institutions, particularly within and in proximity to the County.

Policy 1.7.1: The County may encourage and support the expansion and establishment of secondary educational facilities and job training opportunities focusing on high-quality education and programs.

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Policy 1.7.2: The County may encourage and support establishing job training and professional development partnerships with local employers and educational institutions.

Policy 1.7.3: The County shall encourage and support lifelong learning and education opportunities from early childhood through senior citizens.

Policy 1.7.4: The County shall encourage the expansion of existing State Universities and Colleges, other colleges, and vocational and technical schools through permanent physical facilities and/or remote campus opportunities.

OBJECTIVE 1.8: The County may support and encourage obtaining goods and services from local Marion County sources in support of the local economy and reducing dependence upon non-local sources.

Policy 1.8.1: The County may implement policies and procedures to identify local goods and services providers for use by the County in a "Buy Local" effort.

Policy 1.8.2: The County may encourage public/private partnerships that identify local goods and services providers for use by County business, industry, and citizens in a "Buy Local" effort.

OBJECTIVE 1.9: The County shall recognize and support Agritourism as an opportunity to facilitate rural economic development and to protect and promote the equestrian/agricultural industry.

Policy 1.9.1 The County may coordinate with local agricultural and economic development groups to promote Agritourism opportunities and to support economic development.

Policy 1.9.2 The County should consider opportunities to update the LDC to acknowledge Agritourism rights for agricultural uses and to allow for development of supporting uses.