

# **Redlines**

## **Economic Element**

DRAFT

**GOAL 1:** Marion County will strive to sustain and enhance the economic health of the community ~~through its role as a catalyst and coordinator of economic development activities that~~to increase and diversify the economic base, create higher paying job opportunities, support the continuation, expansion, and retention of current businesses and ~~industry~~industries, encourage the relocation of business and ~~priority industry 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 Series~~(FLUM), Land Development Code (LDC), and Zoning Map shall designate land for business and industrial activities ~~which 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 ~~which 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, ~~providing~~ 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.

~~**Policy 1.2.2:** The LDC shall ensure the compatible and complementary development of uses with screening, buffering, transitional uses and/or intensities/densities of use, and other methods which that may maximize the use of infrastructure resources consistent with the Comprehensive Plan.~~

~~**Policy 1.2.3:** The LDC shall discourage the expansion of incompatible development and identify mechanisms to reduce impacts to existing development that is are incompatible with existing or proposed development.~~

~~**Policy 1.2.4:** The LDC shall identify opportunities to provide mixed-use, complementary, and sustainable development patterns in relation to the surrounding uses to discourage single-use development patterns, especially single-use patterns, which would increase demands on local and regional infrastructure and facilities.~~

**OBJECTIVE 1.3:** The County ~~shall~~may establish processes and ~~LDCs~~regulations, as appropriate, that enable expedited review and permitting for development ~~which is found to that~~

enhances economic sustainability and growth while still providing for thorough review of all development plans.

**Policy 1.3.1:** The County Administrator, or his designee, shall continue may to identify request staff to expedite and coordinate permitting for projects to in order to encourage priority industry and business prospects to expand or relocate to the County.

**Policy 1.3.2:** The County Administrator, or his designee, shall identify and establish staff to serve as liaisons to provide direct and coordinated assistance for projects undergoing expedited review and permitting.

**OBJECTIVE 1.4:** The County, shall coordinate in coordination with the Ocala/Marion County Chamber and Economic Partnership (CEP) an economic development agency, to maintain an inventory of commercial and industrial designated lands. This list shall be made available to any member of the public, upon request, make the inventory available to the public in multiple formats (e.g., electronic, etc.), and use its development review process to monitor development activity on a continuous basis.

**Policy 1.4.1:** To identify sites suitable for targeted industries The County will coordinate with an economic development agency may to establish and maintain a land use data base as part of its development review process to monitor each of the various land use designations which that allow commercial and industrial development as identified on the FLUM which may include, but not be limited to, total acres by future land use designation, acres developed, absorption rates, and other factors determined suitable.

**Policy 1.4.2:** Growth Services Department and Office of the County Engineer shall coordinate use of the development review process to monitor and track development activity for the various land use designations which allow commercial and industrial development and provided reports to the Board of County Commissioners, other agencies (e.g., CEP, DEO, FloridaCommerce etc.) and the public as deemed appropriate.

**OBJECTIVE 1.54:** The County may grant economic development incentives to new, expanding, and/or relocating businesses in accordance with the policies under this objective.

**Policy 1.54.1:** The County shall 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 the State of Florida economic development-related offices and agencies, including, but not limited to, the Department of Economic Opportunity (DEO), FloridaCommerce, Florida Department of Transportation, and/or Enterprise Florida, Inc., (EFI) Select Florida and those agencies' qualifying programs.

**Policy 1.5.2:** For qualified development(s) and/or project(s), the County may establish:

- a) Incentives to off set application and review fees subject to the completion and performance of the qualified development;
- a) Incentives to off set impact fees and other capital charges subject to the completion and performance of the qualified development;

- ~~b) Incentives to coordinate long-term improvements with developments with suitable reimbursements to the qualified development;~~
- ~~c) Incentives to support small scale public infrastructure improvements to facilitate road access/ingress/egress, access to centralized water and/or centralized wastewater systems (e.g., Marion County Economic Development Infrastructure Grant Program);~~
- ~~d) Incentives to encourage new to Marion County jobs which that meet minimum average annual wage requirements established by the Board of County Commissioners (e.g., Marion County Economic Development Financial Incentive Grant Program).~~

~~**Policy 1.5.3:** For qualified development, the County may establish incentives to create property tax incentives/abatements/caps subject to the completion and performance of the qualified development, consistent with any applicable Florida Statutes.~~

**Policy 1.54.42:** The County may establish and/or use Tax Increment Financing (TIF) options and/or Community Redevelopment Areas (CRA), particularly for those areas ~~which~~ that provide, or are required to provide for the establishment of, qualified development, consistent with any applicable Florida Statutes.

**Policy 1.54.53:** The County may establish additional economic development tools designed to encourage private sector capital investment and new to Marion County job creation ~~using specialized programs such as, but not limited to, Enterprise Zones, Brownfields, etc., consistent with those programs' applicable regulatory requirements, particularly when such programs will support and encourage qualified development.~~

~~**Policy 1.5.6:** The County may enter into public/private partnerships to establish for the establishment of facilities and/or services which will to facilitate the expansion and/or establishment of qualified development.~~

**OBJECTIVE 1.65:** The County ~~shall~~ may target support priority industries that create higher wage jobs and diversify the economic base of the County.

**Policy 1.65.1:** The County ~~shall~~ may identify and maintain a ~~target~~ priority industries strategy and prepare, implement, and maintain a coordinated marketing plan to attract businesses that fit the identified markets.

**Policy 1.65.2:** ~~t~~ The County may also partner with and/or designate one or more entities ~~for this effort~~ to facilitate achieving priority industries, such as, but not limited to, the Ocala/Marion Chamber & Economic Partnership (CEP).

**OBJECTIVE 1.76:** The County may utilize public/private partnerships to help stimulate the economic growth of the County.

**Policy 1.676.21:** 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 ~~of~~ development and increased tax base, whose business is compatible ~~to~~ with the overall market desires of the County.

**Policy 1.6.376.2:** 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 which is that are consistent with the County's a targeted priority industries strategy and are compatible to the overall market desires of the County.

**Policy 1.6.476.3:** The County will encourage public/private partnerships which that maximize participation by multiple partners, particularly partnerships which maximize that leverage investment and diversify the distribution of responsibilities (e.g., funding, staffing, etc.) among the partners.

**Policy 1.6.576.4:** The County will encourage public/private partnerships which 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 shall may encourage and support the expansion and establishment of opportunities for secondary educational facilities and job training opportunities focusing on high-quality education facilities and programs.

**Policy 1.7.2:** The County shall 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, vocational and technical schools via and vocational and technical schools through permanent physical facilities and/or remote campus opportunities.

**OBJECTIVE 1.8:** ~~Marion County shall coordinate the provision of infrastructure necessary to support, enhance, and promote economic development opportunities.~~

**Policy 1.8.1:** ~~The County shall facilitate economic development that, on balance, provides positive net revenue for the County from sources including, but not limited to, property ad valorem taxes, tangible/intangible personal property taxes, sales taxes, and utility service revenues.~~

**Policy 1.8.2:** ~~The County shall utilize regional, state, and federal resources to assist in meeting community infrastructure needs associated with economic development to the greatest extent possible.~~

**Policy 1.8.3:** ~~The County shall encourage the development of entrepreneurial small business incubation programs by encouraging public and private partnerships and by leveraging funding and business leadership opportunities.~~

**Policy 1.8.4:** ~~The County shall encourage the development of an outdoor eco-tourism entrepreneurship program to strengthen the business opportunities for supporting the growth of~~

~~venues to support, maintain, and enhance the County's reputation as an outdoor adventure destination.~~

~~**OBJECTIVE 1.9:** The County shall provide and support consistent, fair, and timely government regulations (e.g., Florida Statutes, Florida Administrative Code, Marion County Code, Marion County Land Development Code LDC), etc.) that are flexible, responsive, and effective.~~

~~**Policy 1.9.1:** The County shall maintain a LDC which that provides predictable and cost-effective regulations to all parties to the greatest extent practicable.~~

~~**Policy 1.9.2:** The County shall continually solicit community and stakeholder input on the development/developing, permitting, and licensing processes to identify and implement relevant improvements to improve quality and customer service goals.~~

~~**Policy 1.9.3:** The County shall strive to create and implement opportunities to better communicate with constituents and stakeholders through all forms of media and the internet/web.~~

**OBJECTIVE 1.10118:** The County ~~shall~~ 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 1.10118.1:** The County ~~shall~~ may implement policies and procedures to identify local goods and services providers for use by the County in a "Buy Local" effort.

**Policy 1.10118.2:** The County ~~shall~~ may encourage public/private partnerships ~~which~~ 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.

~~**OBJECTIVE 1.11:** The County shall encourage and facilitate infill and redevelopment opportunities through the use of incentives and specialized development strategies.~~

~~**Policy 1.11.1:** The County shall encourage and support the consolidation of consolidating substandard, insufficient, and/or inefficient properties to achieve unified infill development and/or redevelopment when practicable.~~



~~**Policy 1.11.2:** The County shall encourage and support the use of off-site lands to meet the infrastructure needs (e.g., stormwater management, etc.) for infill and/or redevelopment when practicable and consistent with the surrounding uses.~~

~~**Policy 1.11.3:** The County shall encourage and support the expansion of central potable water and sanitary sewer infrastructure to accommodate infill and redevelopment when practicable.~~

~~**OBJECTIVE 1.12:** Marion County shall establish annual and long-term (e.g., 5- and/or 10-year) industry recruitment and job creation goals and milestones to address the success of economic development initiatives; as part of this process the County may establish and adopt an Economic Development Plan.~~

~~**Policy 1.12.1:** The Goals and milestones established shall address, at a minimum, the following on a total and industry-by-industry basis:~~

- ~~a) New to Marion County job creation;~~
- ~~a) Job retention and expansion among existing local businesses;~~
- ~~b) Job diversification and improvements in employment skill levels;~~
- ~~c) Employment growth by industry sector;~~
- ~~d) Salary growth and diversification;~~
- ~~e) Increases in overall ad valorem revenues; and~~
- ~~f) Attraction of public and private sector capital investment.~~

~~**Policy 1.12.2:** The County shall annually review the effectiveness of economic development partnerships and initiatives in achieving the established goals and milestones.~~

~~**Policy 1.12.3:** The County shall use the annual review of the economic development partnerships and initiatives to evaluate their performance and identify those to be established, amended, and/or discontinued.~~