

FLORIDA EXTENSION INITIATIVE 6:

SUPPORTING URBAN AND RURAL COMMUNITY RESOURCES AND ECONOMIC DEVELOPMENT

ISSUE 1: ECONOMIC DEVELOPMENT AND ENTREPRENEURSHIP

SITUATION

Current economic conditions have focused increased attention on unemployment, underemployment, job loss, business loss, stagnant incomes, and other associated economic indicators throughout the state. Florida lags significantly behind the rest of the country in recovering jobs that were lost in the recession, and is experiencing a much slower rate of economic recovery compared to most states. The recovery process in Florida is further dampened by changing industry demands – industries that were thriving before the recession are struggling to recuperate, leaving a workforce seeking employment in unfamiliar industries wherein they do not possess the necessary skills.

Floridians have expressed great concern over the financial security of individuals, business enterprises, and communities in the recent long range planning process facilitated through IFAS. Even in strong economic times these issues are leading among the concerns expressed by Floridians. New industry development and workforce training can play a meaningful role in rebuilding Florida’s economy. Community Resource Development (CRD) programs help counties, cities, and individuals understand their local economies and assess the impacts of potential economic loss or development. Additionally, through the CRD program, Florida Extension can aid individuals, entrepreneurs, local governments, existing businesses, and others with training for business start-ups, retention, and/or expansion.

Current Activities: agritourism, Annie’s Project, Business Retention and Expansion (has a website but is not being done due to a retirement), economic impact analysis, Green Business Partnership, Center of Sustainable and Organic Food Systems, Beginning Farmer and Rancher Program, Small Farm Academy, Farm to School

PROGRAM OUTPUTS

- **Short-Term Outputs:**
 1. Existing curriculum is updated and finalized.
 2. An IFAS CRD listserv is developed.
 3. State specialists are sought out to support each program.
- **Medium Term Outputs:**
 1. In-service training for the Business Retention & Expansion and Beginning Farmer & Rancher programs is provided to extension faculty.
 2. A CRD technical person is employed to assist with website and materials development.
 3. The various CRD programs listed above are implemented and evaluated.
 4. Personnel as part of the “cluster hire” are identified to assist with CRD, specifically related to economic development and entrepreneurship.
- **Long-Term Outputs:**
 1. A Community Resource Development unit in IFAS is created.
 2. Impacts and return on investment of CRD programs are reported to Extension Administration.

PROGRAM OUTCOMES

- **Short-Term Outcomes:** Employers, officials and entrepreneurs participate in CRD extension programs in economic development strategies.
- **Medium-Term Outcomes:** Employers, officials and entrepreneurs employ strategies that increase profitability and improve the economic conditions of their business or community.
- **Long-Term Outcomes:** Increased growth and sustainability in economic sectors of communities.

AUDIENCE

Business owners, beginning farmers, city officials, county officials, entrepreneurs, school districts

EDUCATIONAL METHODS

Facilitation, data analysis, group learning, one-on-one consulting, citizen engagement, public official engagement, online training

RESULTS

- Increased/expanded partnerships between UF and businesses, particularly with non-traditional partners.
- Increased number of businesses started.
- Increased number of businesses in incubation.
- Business retention is monitored and evaluated.
- Increased revenue and jobs generated in communities.
- Increased number of sustainable business practice engagement by partners.

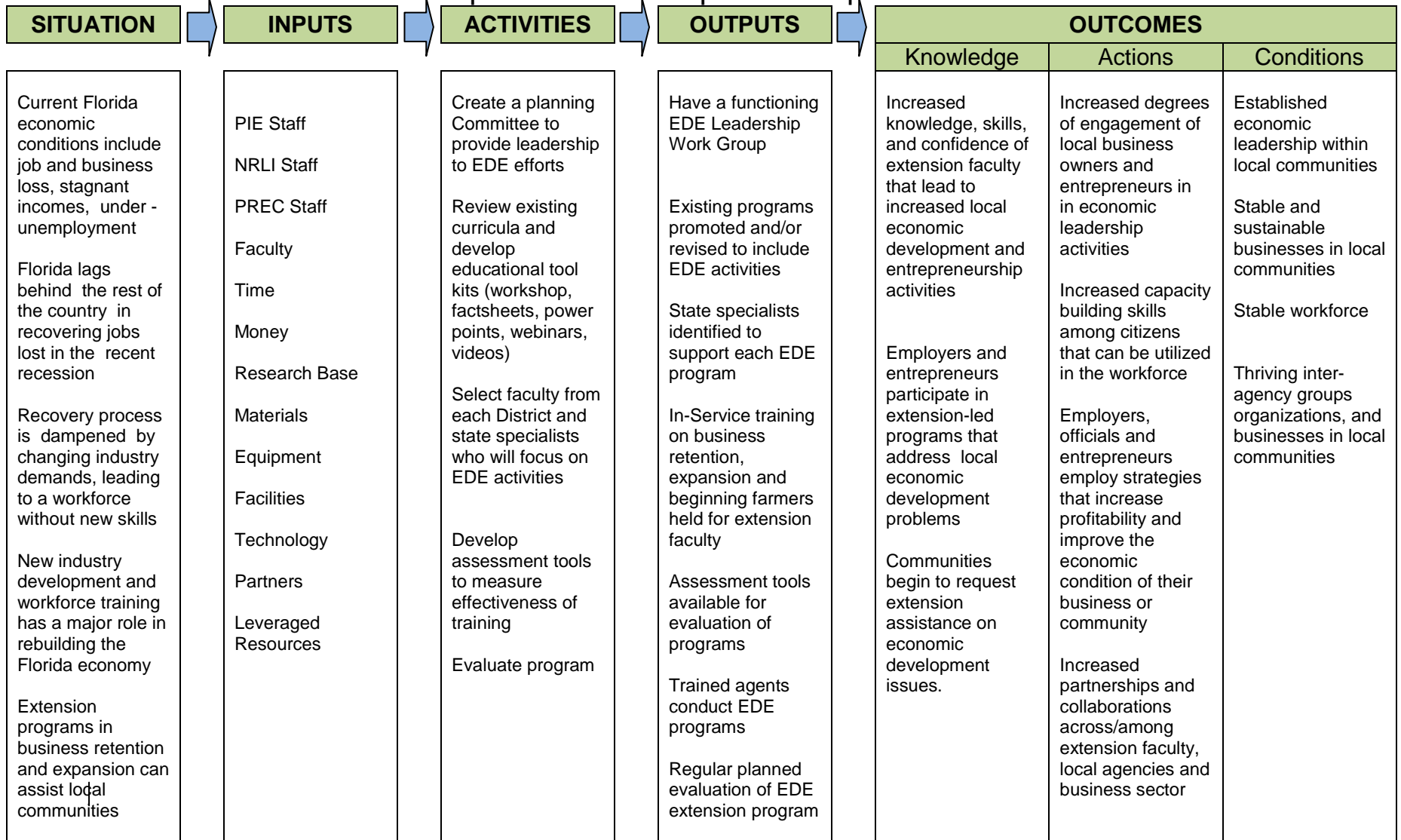
NEEDS

Funding is needed to provide training and educational materials for extension faculty, specialist support, and programmatic expenses.

SUPER ISSUES

- Financial management for individuals and enterprises. (Primary)
- Awareness and appreciation of food systems and the environment. (Secondary)

Issue Area #1: Economic Development and Entrepreneurship



ASSUMPTIONS

- Need for extension faculty training in economic development
- Florida communities will continue to deal with depressed economies
- Extension can play leadership role in addressing local problems
- Training will lead to more competent faculty to address issues

EXTERNAL FACTORS

- Florida economy. Growth/decline will lead to new complex issues
- Support for Economic Development Programs within UF structure
- Partners and staff may change over time that affect training/delivery
- Competent faculty to address issues

Short-Term Outcomes (Capacity & Capability)	Short-Term Indicators
<ul style="list-style-type: none"> • Organizational & institutional collaboration and support • Private sector support by food producers and vendors • Community mobilization 	<ul style="list-style-type: none"> • Facilitate a community food security assessment • Number of collaborative partnerships formed to address [barrier] • Develop an action plan to address [barrier] • Secure financial and human resources to implement the action plan
Intermediate Outcomes (Behavioral)	Intermediate Indicators
<ul style="list-style-type: none"> • Alternative venues for food purchases • Increased food purchases at alternative venues • Financially sustainable venues that generate economic growth 	<ul style="list-style-type: none"> • Number of alternative food venues established • Number of food purchases at alternative food venues • Money generated from food items at alternative food venues
Long-Term Outcomes (Situational)	Long-Term Indicators
<ul style="list-style-type: none"> • Decreased food insecurity • Reduced health risks • Increased farm income • Increased jobs 	<ul style="list-style-type: none"> • Percentage of food insecure population • Number of food related businesses • Number of food related jobs • Incidence of childhood obesity • Farm sales within the community