

Initiative 6: Strengthening urban and rural community resources and economic development.

Challenges are abundant in Florida's rural and urban areas. Florida Extension's Community Resource Development (CRD) program seeks to engage and empower communities to bring about change through economic development, capacity building, public policy education, and civic engagement.

Economic conditions have increased attention on unemployment, underemployment, job loss, business loss, stagnant incomes, and other associated economic impacts throughout the state. Even in strong economic times, these issues are at the top of concerns expressed by Floridians. 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.

Population growth has slowed in Florida during the last few years. Census data reveal that about 50% of the population resides in unincorporated areas and not in cities or towns. Long-term projections indicate that growth will again resume in Florida and, over the next several decades, millions of residents may be added to the state's population. Therefore, issues such as land use and growth and the interface between rural/urban and incorporated/unincorporated areas and climate change will continue to challenge citizens, local governments, and communities. Florida Extension programs will focus on teaching alternative strategies that can be used to address these issues and to build leadership in our communities to direct developments.

Florida Extension must be among the leaders in helping counties and communities engage citizens in determining their communities' strengths, challenges, opportunities, and vision that will lead to increased community vitality. This program will continue to educate not just local elected decision makers about their duties, roles, responsibilities, and how to make public policy choices, but all who wish to engage in the process of community building. Expanding partnerships with statewide organizations that represent elected officials on policy alternatives will be critical to the success of this program.

See matrix on next page for details about the three priority work groups under this initiative.

HPI 6. Support urban and rural community resources and economic development		Programs/Resources	
Administrative Team:	Leadership Team:	Existing	Needed
<ul style="list-style-type: none"> • Pierce Jones • Charlie Vavrina (Admin Liaison) • Elizabeth Bolton • Joan Dusky 	<p>Leadership Team: Susan Kelly, Mike Spranger, Mickie Swisher, Anna Prizzia, , Rod Clouser, Jon Dain, Randy Cantrell, Danielle Treadwell, Kathleen Ruppert, Mary Campbell, Van Linkous, David Dinkins, Eleanor Foerste</p>		
<p>1. Economic development and entrepreneurship: Improve economic vitality of Florida’s communities by working with community members in assessments, strategic planning and business and entrepreneurial support.</p>	<p>Priority Work Group One: Susan Kelly, Jim Fletcher, Linda Seals, Elizabeth Bolton, Alan Hodges, Shawn Steed, Roy Beckford, Mickie Swisher, Taylor Stein, Kelly Monaghan</p>	<p>Annie’s Project; Beginning Farmer Program; Economic Impact Analysis; Eco-tourism; Center for Sustainable and Organic Food Systems</p>	<p>Business Expansion and Retention; Downtown Revitalization; Tourism; Entrepreneur -Friendly Communities; Entrepreneurial Coaching; Rural Broadband Initiative; E-Commerce; Fostering Community Food Systems; Food For Profit</p>
<p>2. Community capacity building: Strengthen individuals and communities by promoting adoption of lasting behavioral choices and changes benefitting environmental, financial, and social resilience through the use of knowledge, discussion, leadership development, and problem solving as related to individual and community issues and social concerns.</p>	<p>Priority Work Group Two: Kathleen Ruppert, Mike Spranger, Jon Dain, Joy Hazell, Marina D’Abreau, Nicole Walker, Shannon McGhee, Mark Clark, Paul Monaghan, JP Gellermann, John Linhoss, Will Sheftall, Ramona Madhosingh-Hectgor, Eleanor Foerste, Maia McGuire, David Griffis, Hanna Carter, Nicole Steadman, Randy Cantrell, David Dinkins, Craig Miller</p>	<p>Sustainable Floridians; Community Matters; Planning Post-9J5; NRLI; Wedgewood Leadership Institute; County Water Programs; Eco-Friendly Development; PIE Center; Envision Alachua; Build Green & Profit</p>	<p>Housing & Resources for Community Decision-Making; Community Capacity Building Tools Basics; Community Asset Mapping</p>
<p>3. Public Policy Education. Improve responsible decision-making and policy establishment among elected officials, staff and interested publics. Educate elected officials about duties, roles, and responsibilities, and how to make public choices. Inform citizenry about public policy issues. Expand partnerships with statewide organizations that represent elected officials on policy alternatives.</p>	<p>Priority Work Group Three: Charlie Vavrina, Rod Clouser, Tom Ankersen, Van Linkous, Steve Seibert, Gene Boles</p>	<p>New Board of County Commissioners Training; Public Policy Analysis; Gateway District Programs; Center for Governmental Responsibility</p>	<p>Place-making; Local Government Extension Training; Democracy Promotion</p>