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

conditions include job and business loss, stagnant incomes, under - unemployment Florida lags behind the rest of the country in	PIE Staff NRLI Staff PREC Staff Faculty Time	Create a planning Committee to provide leadership to EDE efforts Review existing curricula and develop educational tool	Have a functioning EDE Leadership Work Group Existing programs promoted and/or revised to include		Knowledge Increased knowledge, skills, and confidence of extension faculty that lead to increased local	Actions Increased degrees of engagement of local business owners and entrepreneurs in in economic	Conditions Established economic leadership within local communities
economic I conditions include job and business I loss, stagnant incomes, under - I unemployment Florida lags behind the rest of the country in	NRLI Staff PREC Staff Faculty	Committee to provide leadership to EDE efforts Review existing curricula and develop educational tool	EDE Leadership Work Group Existing programs promoted and/or revised to include		knowledge, skills, and confidence of extension faculty that lead to	of engagement of local business owners and entrepreneurs in	economic leadership within local communities
lost in the recent recessionIRecovery process is dampened by changing industry demands, leading to a workforceIwithout new skillsINew industry development and workforce training has a major role inI	Money Research Base Materials Equipment Facilities Technology Partners Leveraged Resources	kits (workshop, factsheets, power points, webinars, videos) Select faculty from each District and state specialists who will focus on EDE activities Develop assessment tools to measure effectiveness of training Evaluate program	 EDE activities State specialists identified to support each EDE program In-Service training on business retention, expansion and beginning farmers held for extension faculty Assessment tools available for evaluation of programs Trained agents conduct EDE programs Regular planned evaluation of EDE extension program 		economic development and entrepreneurship activities Employers and entrepreneurs participate in extension-led programs that address local economic development problems Communities begin to request extension assistance on economic development issues.	In economic leadership activities Increased capacity building skills among citizens that can be utilized in the workforce Employers, officials and entrepreneurs employ strategies that increase profitability and improve the economic condition of their business or community Increased partnerships and collaborations across/among extension faculty, local agencies and business sector	Stable and sustainable businesses in loc communities Stable workforce Thriving inter- agency groups organizations, an businesses in loc communities
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- Extension can play leadership role in addressing local problems
 Training will lead to more competent faculty to address issues

- Partners and staff may change over time that affect training/delivery
 Competent faculty to address issues

Short-Term Outcomes (Capacity & Capability)	Short-Term Indicators			
 Organizational & institutional collaboration and support Private sector support by food producers and vendors Community mobilization 	 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			
 Alternative venues for food purchases Increased food purchases at alternative venues Financially sustainable venues that generate economic growth 	 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			
 Decreased food insecurity Reduced health risks Increased farm income Increased jobs 	 Percentage of food insecure population Number of food related businesses Number of food related jobs Incidence of childhood obesity Farm sales within the community 			