

ECONOMIC DEVELOPMENT ELEMENT



GOAL 9.

THE CITY SHALL EXPAND THE ECONOMIC BASE BY PROMOTING A DIVERSIFIED ECONOMY THAT REFLECTS THE CITY'S GEOGRAPHIC LOCATION, TRANSPORTATION, PUBLIC FACILITIES, AND NATURAL RESOURCES.

GREEN COVE
Springs



OBJECTIVE 9.1. DEVELOP ECONOMIC DEVELOPMENT STRATEGY

The City shall develop an economic development strategy for the City.

Policy 9.1.1. Develop a list of community assets including "shovel ready" sites and existing commercial/industrial properties.

Policy 9.1.2. Utilize the city's website for economic development education, outreach and attraction efforts.

Policy 9.1.3. Promote a business-friendly environment throughout the City.

Policy 9.1.4. Coordinate infrastructure and Capital Improvement (CI) projects with economic development initiatives for seamless integration of major projects.

Policy 9.1.5. Seek opportunities to coordinate through JAXUSA and Clay County Economic Development Corporation (EDC) for grants and funding opportunities; from agencies such as the Economic Development Administration

(EDA) and USDA Rural Development Economic Development Initiatives.

Policy 9.1.6. Continue collaboration through the Clay County EDC and the Clay County Chamber of Commerce with Florida Chamber of Commerce and Enterprise Florida Inc for sector strategy development, regional incentive updates and statewide attraction and site selection programs

Policy 9.1.7. Continue to coordinate efforts with Northeast Florida Regional Planning Council Comprehensive Economic Development Strategy (CEDS).

Policy 9.1.8. Engage and cultivate First Coast Manufacturing Association to develop global competitive presence and international industry investment.



OBJECTIVE 9.2. ENHANCE CONNECTIVITY

The City shall enhance connectivity and transportation projects to attract commercial/industrial business and create jobs.

Policy 9.2.1. Support JAXPort Foreign Trade Zone No. 64.

Policy 9.2.2. Continue to support ClayPort/Reynolds Park and Clay County EDC to market the port, consistent with the Mixed-Use Reynolds Park (MURP) policies included in the Future Land Use Element.

Policy 9.2.3. Explore opportunities to partner with Regional Entities for Tier 2 and Tier 3 Industrial/Commercial development.

Policy 9.2.4. Collaborate with the North Florida Transportation Planning Organization (TPO) for potential funding and support programs.

OBJECTIVE 9.3. GREEN COVE SPRINGS REDEVELOPMENT PLAN

Implement key elements of the Green Cove Springs Downtown Master Plan. The Plan includes an activation plan to incorporate the Riverfront, Spring Park, Walnut Street, and the Historical Triangle as a destination.

Policy 9.3.1. Engage the community through outreach efforts to work with City officials and staff on a community-wide Action Plan.

Policy 9.3.2. Develop an eco-tourism/historical focus as a key component of City's Downtown Master Plan.

Policy 9.3.3. A component of the Downtown Master Plan shall focus on an inventory of existing facilities and future potential activities and facilities to enhance the Riverfront as a key component of the Downtown Master Plan. Identify brand identity, marketing strategy, wayfinding, and development strategy in conjunction with Clay County Tourism

Department.

Policy 9.3.4. Design and protect river and environmental resources to support commerce and eco-tourism industry.

Policy 9.3.5. Continue to maintain exceptional recreational facilities along the river including Spring Park and parks throughout the City.

Policy 9.3.6. Encourage cooperative programs with Clay County Tourism, Tourism Development Council, Clay County Chamber of Commerce to market and promote Green Cove Springs as a tourist destination.



OBJECTIVE 9.4. PROMOTE QUALITY OF LIFE

The City shall promote and market quality of life amenities like parks, cultural arts, Riverfront assets and historic charm.

Policy 9.4.1. Incorporate the Green Cove Springs Downtown Master Plan, included in Objective 1.6, to include utilizing open space, parks, trails and historic elements of the City.

Policy 9.4.2. Celebrate history and culture of the Green Cove Springs "story" to attract visitors, establish destination brand and promote local businesses.

Policy 9.4.3. Develop a historic preservation program with an emphasis on renovating streets, lighting, historic buildings and the "story" of the City.

Policy 9.4.4. Explore creating a Main Street Program to collaborate with the Green Cove Springs Redevelopment Plan and other City initiatives.

Policy 9.4.5. Partner with the St. Johns River State College, the University of North Florida (UNF) and arts organizations to create a Public Art Program for the City.

Policy 9.4.6. Explore creating a Business

Improvement District (BID) as a revenue option for the projects in the Green Cove Springs Redevelopment Plan.

Policy 9.4.7. Explore creating a Community Redevelopment Area (CRA) for the downtown area to provide an ongoing funding source for infrastructure and other needed improvements.

Policy 9.4.8. Explore creating incentive programs in the Downtown area to encourage investment and re-investment for targeted businesses to the built environment to deal with build out costs, such as but not limited to:

- a) Façade Improvement Grants
- b) Commercial Redevelopment Grants
- c) Commercial New Construction Grants

Policy 9.4.9. Explore opportunities to attract new businesses by offering incentives in partnership with the Qualified Targeted Industries Tax Refund Programs offered by the State of Florida.



OBJECTIVE 9.5. COLLABORATE WITH STATE, REGIONAL, LOCAL PARTNERS

The City shall collaborate economic development efforts with state, regional and local partners to foster a system of enhanced communication and partnerships within the Northeast Florida region.

Policy 9.5.1. Continue to participate in regular meetings and workshops with representatives from local, regional and state economic development organizations to share information, challenges and trends.

Policy 9.5.2. Achieve a working relationship through a partnership with the Clay County Economic Development Corporation (EDC) and JAXUSA to provide a unified message throughout the region for a direct and indirect voice for economic development.

Policy 9.5.3. Remain involved and coordinate efforts with local, county, state, and federal agencies like Enterprise Florida, Inc (EFI), Clay County Economic Development Council (EDC)

and Economic Development Administration (EDA) to ensure accurate and relevant information.

Policy 9.5.4. Engage St. Johns River State College, UNF, Career Source, The Career and Technical Education (CTE) Department of the Clay County School Board, Clay County Builders Council, Smart North Florida, the Small Business Development Council (SBDC) and JAXPORT to enhance partnerships.

Policy 9.5.5. In collaboration with the Clay County Chamber, promote the initiatives set forth in the Florida Chamber of Commerce's Florida 2030 Blueprint or subsequent iterations.