

**COLLIER COUNTY
GROWTH MANAGEMENT PLAN**

ECONOMIC ELEMENT

Prepared by
Collier County Planning and Zoning Department
Comprehensive Planning Section

Prepared for
COLLIER COUNTY BOARD OF COUNTY COMMISSIONERS
December, 2003

**AMENDMENTS TO COLLIER COUNTY GROWTH MANAGEMENT PLAN
ECONOMIC ELEMENT**

<u>SYMBOL</u>	<u>DATE AMENDED</u>	<u>ORDINANCE NO.</u>
(I)	January 25, 2007	2007-22 **
(II)	October 14, 2008	2008-59
(III)	January 8, 2013	2013-16 ***

The parenthesized Roman numeral symbols enumerated above appear throughout this Element and provide informational citations to adopted documents recorded in the Official Records of Collier County, as required by Florida law. These symbols are for informational purposes only, meant to mark entries amended after the 2003 adoption of the full Element and typically found in the margins of this document, but are not themselves adopted.

* Indicates adopted portions.

** Based on 2004 Evaluation and Appraisal Report (EAR).

*** Based on 2011 Evaluation and Appraisal Report (EAR).

(I) **I. INTRODUCTION**

The purpose of this Element is to serve as a set of guidelines to assess the impacts of growth management decisions on the County's economic vitality. The Element also addresses certain requirements of the Southwest Florida Strategic Regional Plan regarding economic issues.

It must be noted that the Economic Element only encourages, and does not mandate, that the County consider economic matters in relation to its overall planning and growth management strategy, as reflected in the other Elements of this Growth Management Plan (GMP). In considering whether to adopt changes or modifications to the GMP or the Land Development Code, the Board of County Commissioners must weigh the relative importance of many factors, of which economic impacts are not always the most significant.

The Economic Element contains a single Goal and six (6) Objective Areas. These Objective Areas are:

1. The Conservation and Enhancement of Natural, Cultural & Social Resources.
2. Expanding and Enhancing the Tourism Industry.
3. New and Existing Industries.
4. Nonprofit and Civic Organizations & Local Groups/Programs.
5. Expansion and Development of Educational Facilities and Programs.
6. Development Regulations.

(I) = Plan Amendment by Ordinance No. 2007-22 on January 25, 2007

**GOAL, OBJECTIVES AND POLICIES
ECONOMIC ELEMENT**

- (I) **GOAL:**
COLLIER COUNTY WILL ACHIEVE AND MAINTAIN A DIVERSIFIED AND STABLE ECONOMY BY PROVIDING A POSITIVE BUSINESS CLIMATE THAT ASSURES MAXIMUM EMPLOYMENT OPPORTUNITIES WHILE MAINTAINING A HIGH QUALITY OF LIFE.

- (I)(III) **OBJECTIVE 1:** (The Conservation and Enhancement of Natural, Cultural and Social Resources)
Collier County will encourage the conservation and enhancement of those natural, cultural, and social resources that are integral to maintaining and expanding that portion of the County's economy which largely relies on seasonal residents and short-term visitors and retired residents, particularly the recreation, hospitality and tourism industries, in order to place the County in an advantageous position to retain and expand these and other similar or related businesses.

- (I) **Policy 1.1:**
Collier County will encourage the development of diverse cultural facilities through public, private, or public/private partnerships that meet the needs of the residents and visitors of the County.

- (I)(III) **Policy 1.2:**
Collier County will support the opportunity for development and establishment of hospitals, nursing homes and additional medical related research and manufacturing facilities in order to promote a continuum of care to enhance the quality of life throughout the County.

- (I) **Policy 1.3:**
Collier County will support a health care system that addresses the needs of both business and the work force.

- (I) **Policy 1.4:**
Collier County will cooperate with state entities and other social service providers to encourage the establishment of programs and facilities that assist the elderly population of the County.

- (I) **Policy 1.5:**
Collier County will work with the sheriff, fire districts, municipalities, and other appropriate entities to provide a strong public safety program capable of protecting the citizens of the County and their property.

- (I) **Policy 1.6:**
Collier County will support recycling programs in the County to protect natural resources, conserve energy, prolong the useful life of landfills, and maintain a positive public image.

- (I) **Policy 1.7:**
Collier County will support the protection of the environment that sustains the commercial fishing and tourist industries by opposing the leasing of off-shore tracts for the purpose of oil exploration and drilling. The County will oppose off-shore oil drilling in the region south of Latitude 27 degrees north to the state waters north of the Florida Keys and west to Longitude 86 degrees west.

(III) = Plan Amendment by Ordinance No. 2013-16 on January 8, 2013

- (I) **Policy 1.8:**
Collier County will encourage the preservation of sensitive natural resources, including beaches, wetlands, estuaries, clean air and water, historic resources, scenic vistas and other unique natural resources.
- (I) **Policy 1.9:**
Collier County, in response to the current and projected needs of its residents, will encourage a diverse mix of housing types, sizes, prices, and rents.
- (I)(III) **OBJECTIVE 2: (Expanding and Enhancing the Hospitality and Tourism Industry)**
Collier County will support programs that are designed to expand and enhance the tourism industry.
- (I) **Policy 2.1:**
Collier County will continue to support the area's domestic and international tourism programs to ensure continuation and expansion of the tourism industry.
- (I) **Policy 2.2:**
Collier County will continue to support the local tourism industry and work with the community to position the County as a friendly and hospitable visitor destination.
- (I) **Policy 2.3:**
Collier County will support appropriate entities toward positioning the County as a major aviation international port of entry.
- (I) **Policy 2.4:**
Collier County will support the research efforts of appropriate entities to accurately measure the economic impact of tourism and provide information for planning, marketing and management of tourism for both the private and public sectors.
- (I) **Policy 2.5:**
Collier County will support the development of ecotourism in the County.
- (I) **OBJECTIVE 3: (New and Existing Industries)**
Collier County will support programs which are designed to promote and encourage the recruitment of new industry as well as the expansion and retention of existing industries in order to diversify the County's economic base.
- (I) **Policy 3.1:**
Collier County will support efforts to formulate an economic development plan to assist local organizations in fostering the expansion and diversification of the County's economic base.
- (I) **Policy 3.2:**
Collier County, in support of appropriate entities, will support a coordinated local, regional, national, and international marketing program that will identify and attract industrial, commercial, and office space users.

(III) = Plan Amendment by Ordinance No. 2013-16 on January 8, 2013

- (I)(III) **Policy 3.3:**
Collier County will prepare an annual report on the progress of economic development and diversification, in the County, specifically as it relates to achieving the objectives set forth in the five-year economic development plan referenced in Policy 3.1.
- (I) **Policy 3.4:**
Collier County will support a marketing program to actively pursue and encourage businesses to relocate to the County.
- (I) **Policy 3.5:**
Collier County will study the economic incentives utilized by various Florida cities and counties that may also be utilized by Collier County to place it in a competitive position to attract new businesses.
- (I) **Policy 3.6:**
Collier County, in coordination with appropriate entities, will support the expansion of international banking and finance industry to better accommodate the needs of international visitors to the area and that of local firms engaged in global markets.
- (I) **Policy 3.7:**
Collier County will support the location of business and industry in the Foreign Trade Zone located at the Immokalee Airport.
- (I)(III) **Policy 3.8:**
Collier County, in coordination with appropriate entities, will continue programs that encourage and assist in the location of new companies that build on, but not limited to the traditional economic base of Tourism, Retail Trade, Construction and the growing areas of Health and Life Sciences and Computer Software and Services.
- (I)(III) **Policy 3.9:**
Collier County will support the protection and promotion of its existing water port developments.
- (I)(III) **Policy 3.10:**
Collier County will actively pursue State and Federal funding for transportation improvements to the local, regional, state, and national highway system in the County.
- (I)(III) **Policy 3.11:**
Collier County, in coordination with other appropriate entities, will support the establishment and retention of small businesses throughout the County.
- (I)(II)(III) **Policy 3.12:**
Collier County will continue to support programs designed to ensure the availability of the infrastructure needed for advanced telecommunications and high technology.
- (I)(III) **Policy 3.13:**
Collier County has adopted and shall maintain an impact fee deferral program for owner-occupied, single-family homes constructed within the Immokalee Enterprise Zone. The purpose of this program is to encourage the retention of a permanent resident population of homeowners within the Immokalee Community.

(III) = Plan Amendment by Ordinance No. 2013-16 on January 8, 2013

- (I)(III) **Policy 3.14:**
Collier County will encourage agriculture industry programs to maintain or improve its economic viability, provide necessary support and promote Collier County produce.
- (III) **Policy 3.15:**
Collier County will obtain and monitor the County's unemployment rate from the United States Department of Labor.
- (I)(III) **OBJECTIVE 4: (Nonprofit and Civic Organizations and Local Groups/Programs)**
Recognizing the significant economic and social benefits and the overall quality of place attributable in large part to the vast array of nonprofit organizations, civic and community associations, and other local groups and programs in Collier County and in the southwest Florida region, the County, where appropriate, will support the community involvement efforts and economic development goals of such organizations, associations, groups and programs.
- (I)(III) **Policy 4.1:**
Collier County may support the economic development initiatives of regional nonprofit organizations, goals and efforts of countywide organizations and efforts of localized organizations.
- (I) **OBJECTIVE 5: (Expansion and Development of Educational Facilities and Programs)**
Collier County will encourage the expansion and development of educational facilities and programs that complement economic development and diversification.
- (I) **Policy 5.1:**
Collier County will continue to coordinate with and assist the Collier County School Board in the orderly and rational expansion of educational facilities that enhance economic growth and a desired quality of life.
- (I) **Policy 5.2:**
Collier County will promote the development of programs and facilities at institutions of higher learning, including business and commerce, health services, technologies, and education careers.
- (I) **Policy 5.3:**
Collier County will encourage institutions of higher learning to develop cooperative and integrated curriculums that enhance and increase the productivity of the local work force and attract industries and skilled workers.
- (I) **OBJECTIVE 6: (Development Regulations)**
Collier County will maintain a system of development regulations that will promote the accomplishment of the goals, objectives, and policies of this Element.
- (I) **Policy 6.1:**
Collier County will periodically review its land development regulations for consistency with the Collier County Growth Management Plan to promote the accomplishment of the goals, objectives and policies of this Element.

(III) = Plan Amendment by Ordinance No. 2013-16 on January 8, 2013