



PASCO EDC
NORTH TAMPA BAY, FLORIDA



WIN

2017-2019 STRATEGIC PLAN

START
MOVE
GROW

Your business here.

GOAL 1

LEADERSHIP

Lead the collaboration of public and private sectors along with political leaders to ensure we use pro-business policies and practices.

1.1 Policy Improvement Processes

Apply a process by which issues impacting the business climate can be addressed and resolved on an ongoing basis.

1.2 Influencer Participation

Ensure our board reflects the entire business ecosystem and has a voice in guiding the County's business growth.

GOAL 2

MARKET PASCO

Enhance Pasco County's internal and external image.

2.1 Website Traffic

Increase opportunities to share detailed, relevant information to businesses seeking to start, move, or grow in Pasco County and boost opportunities for lead generation.

2.2 Public Relations

Build the reputation of Pasco County and Pasco EDC via third-party publication of stories/information about Pasco County.

2.3 Face-to-Face Engagements

Increase the opportunity to personally tell our story.

2.4 Success Stories, Testimonials, & White Papers

Increase the opportunity for others to share their positive Pasco stories.

2.5 Traditional Advertising

Control our message to generate leads from business executives and site selection consultants.

GOAL 3

PASCO'S PRODUCT

Lead the collaboration of public and private sectors along with political leaders to ensure we have location solutions available to target industries.

3.1 Sites Preservation

Ensure we have an adequate number of commercial, office, non-retail, and industrial sites for future development.



GOAL 4

TALENT & WORKFORCE

Develop partnerships to facilitate the alignment of training and skills required by target industries.

4.1 Business Participation in Training Programs

Improve employee job skills in targeted industries.

4.2 Local Hiring

Majority of hiring (80%) from local labor shed by 2020.

4.3 New and Enhanced Educational Programs

Help workforce training providers meet the changing needs of companies.

4.4 Formalized Partnerships

Improve understanding of the business community's workforce needs by strategic partners.

4.5 Projects Not Lost Due to Inadequate Workforce

Have a workforce ready to meet the needs of current and future competitive projects in target industries.

GOAL 5

BUSINESS GROWTH

Create innovative and effective partnerships and programs which encourage the location, expansion, retention, and creation of businesses for a diverse economy.

5.1 Target Industries List

Maintain relevant and up-to-date understanding of Pasco County's industry mix.

5.2 Attraction of Domestic & International Business

Recruit industries corresponding to our diverse industry mix.

5.3 Growth of Local Business

Support the creation and growth of local companies that correlate to our target industries.

PASCO EDC
MISSION

To stimulate balanced and diversified growth

PASCO EDC
VISION

To be known as Florida's most competitive climate for business growth

PASCO EDC
VALUES

INTEGRITY - Do the right thing

INNOVATION - Deliver creative solutions

ACCOUNTABILITY - Achieve results

COLLABORATION - Work together

LEADERSHIP - Initiate positive action/change



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