

## MISSION

To stimulate balanced and diversified growth

## VISION

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

## VALUES

### INTEGRITY

Do the right thing

### INNOVATION

Deliver creative solutions

### ACCOUNTABILITY

Achieve results

### COLLABORATION

Work together

### LEADERSHIP

Initiate positive action/change

# START MOVE GROW

Your business here.



PASCO EDC  
NORTH TAMPA BAY, FLORIDA

For over 30 years the Pasco Economic Development Council (Pasco EDC) has been the Official Economic Development Organization for Pasco County. Pasco EDC is dedicated to the growth and prosperity of Pasco County by utilizing innovative strategies to create a sustainable and diversified economy.

Pasco EDC is a private, non-profit organization that promotes county-wide economic development and continues to be a strong partnership funded by corporate and public investors focused on the economic vitality of Pasco County.

Pasco EDC is committed to creating positive growth to make Pasco County a great place to live, work, and play.



PASCO EDC  
NORTH TAMPA BAY, FLORIDA

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2019-2021  
STRATEGIC  
PLAN

# WIN 2.0

# LEADERSHIP

**1**  
GOAL

Lead the collaboration of key constituencies to ensure we facilitate smart, balanced growth policies.

## 1.1 Policy Improvement Process

Identify issues impacting growth which can be addressed and resolved on an ongoing basis including transportation, infrastructure, and land use.

## 1.2 Community Engagement

- Staff participation in non-profit organizations to share their expertise.
- Increase participation on Task Forces based on expertise.

## 1.3 Educate and Inform Policy Makers

Establish a legislative agenda of our priorities for the business community and communicate them to our key elected officials and our key stakeholders so they can be supported during the legislative session.

## 1.4 Stakeholder Engagement and Participation

Retain and sustain participation of influencers (Board and Investors).

## 1.5 Subject Matter Experts

Become recognized as experts in smart and balanced economic growth.

“ We greatly appreciate the genuine hospitality and support that officials from both Pasco County and the State of Florida provided to us in our search process. ”

- Brian McNeill

President and CEO of TouchPoint, Inc.

# MARKET PASCO

**2**  
GOAL

Promote opportunities for growth in Pasco County.

## 2.1 Digital Media Presence

Build an online presence to share detailed, relevant information, and success stories to businesses seeking to start, move, or grow in Pasco County, and boost opportunities for lead generation.

## 2.2 Public Relations

Promote Pasco County and Pasco EDC utilizing public relations efforts, face-to-face engagements, and success stories to show the county as a place to live, work, and play.

## 2.3 Paid Advertising

Place advertising in specific markets to generate leads from business executives and site selection consultants showing Pasco County as the most attractive and competitive place to do business in Florida.

# TALENT & WORKFORCE

**4**  
GOAL

Utilize our partnerships to continue the alignment of training and skills required by target industries.

## 4.1 Business Participation in Training Programs

Increase local business participation in worker training programs.

## 4.2 Workforce Pipeline

Encourage companies to hire local.

## 4.3 Training Programs to Meet Business Needs

Share data and industry trends with partners to ensure workforce program alignment with business needs. Identify training gaps.

## 4.4 Collaborative Partnerships

Increase partnerships to promote cross-utilization of community resources.

# PASCO'S PRODUCT

**3**  
GOAL

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

## 3.1 Site Availability

Ensure Pasco County has an adequate number of office and industrial sites for future development.

## 3.2 Building Availability

Advocate for policies and programs that encourage investment in new and existing inventory.

START  
MOVE  
GROW

Your business here.

# BUSINESS GROWTH

**5**  
GOAL

Create and enhance innovative programs which influence the location, expansion, retention and creation of businesses for a diverse economy.

## 5.1 Target Industries List

Maintain relevant understanding of Pasco County industry mix.

## 5.2 New Business Recruitment

Attract domestic and global targeted business.

## 5.3 Local Business Growth and Expansion

- Identify growth opportunities for local businesses
- Export Opportunities
- Trade Missions

## 5.4 Stimulate Entrepreneurship

Provide entrepreneurs with access to workspace, funding, guidance, education and collaboration.