The Central Florida Development Council, Inc. (CFDC) is Polk County’s economic development partnership responsible for recruiting new businesses to Polk County and helping existing businesses expand. We focus on domestic and international business recruitment and expansion, business advocacy, facilitating collaborative partnerships and advancing strategic initiatives in Central Florida’s Polk County.

**MISSION**
Grow an economy based on high-skill, high-wage sustainable businesses

**VISION**
The vision of the CFDC is to develop an economically prosperous community that attracts and retains quality businesses with high-paying careers and educates quality talent to align with targeted industry workforce needs.

**ORGANIZATIONAL PILLARS**

**PROMOTE**
Polk County as Florida’s Best Place for Business

**ADVOCATE**
for Key Business Issues

**FACILITATE**
Collaborative Partnerships

**ADVANCE**
Strategic Initiatives

Marketing & Communications

Investor Relations & Engagement
To promote Polk County as Florida’s best place for business both domestically and internationally, CFDC’s strategy for business development includes proactive business recruitment and retention/expansion outreach. Tactics within this focus area were developed in order to achieve increased job creation and capital investment from new and existing businesses.

The plan is a multi-leveled approach to business recruitment, retention and expansion. The plan calls for expanding the dialogue with businesses, developing direct business recruitment strategies and utilizing multiplier group outreach. Site selectors are an example of a multiplier group as they connect with many companies seeking new locations and facilities.

### Goals

<table>
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<tr>
<th>Year</th>
<th>Capital Investment</th>
<th>New Jobs</th>
<th>Total Investors</th>
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</thead>
<tbody>
<tr>
<td>2018/19</td>
<td>$110M</td>
<td>1,100</td>
<td>90</td>
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<tr>
<td>2019/20</td>
<td>$115M</td>
<td>1,200</td>
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<tr>
<td>2020/21</td>
<td>$120M</td>
<td>1,300</td>
<td>110</td>
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**Deepwater Seaports**
- 3 within 75 miles

**International Airports**
- 2 within 60 miles

**Miles of Rail**
- 300+ in Polk County

**Population**
- 9 million people within 100 miles

**Other**
- 2018/19
- 2019/20
- 2020/21

**Commitment to Fiscal Responsibility - Balanced Budget**
- Host/Facilitate Continuous Engagement with 60+ Meetings and Events
Advocate for Key Business Issues

To advocate for key business issues affecting all businesses throughout Polk County.

CFDC & Polk Vision Talent Pipeline Team

Polk County’s long-term economic position is heavily dependent on the County’s ability to not only develop the talent pipeline, but also find solutions to retain talent and educate the children of incoming and relocating families.

The CFDC and Polk Vision have partnered to address critical education priorities for Polk County. Through aligning efforts, these groups can jointly unite private industry, K-12 school administration, the school board, local college and university administration, and educational support organizations.

The Talent Pipeline Team meets monthly with the objective of increasing college and career readiness, and ultimately enhancing the quality and quantity of the talent pool in Polk County.

Partners in Talent Pipeline

Competitiveness and Advocacy Committee (C&A)

In a growing competitive market, Polk County must continually evaluate its offerings, programs and legislative conditions as compared with other communities.

Examining topics and issues that may impact the competitiveness of Polk’s target industry sectors is a collaborative process among a cross-section of business and industry experts.

The C&A committee meets bi-monthly to evaluate topics and issues that may impact the competitiveness of our target industry sectors.
Collaborative partnerships are necessary for all of our initiatives to be successful. Polk County is fortunate to have experts in a variety of groups, both in the public and private sectors. Polk’s economic prosperity demands the collaboration of key economic development partners throughout the county, region, state and the globe.

Community Stakeholder Committee

The Community Stakeholder Committee meets bi-monthly to discuss relevant economic development topics for the competitiveness of the county. Members of the committee are comprised of economic development and municipal leaders from throughout Polk County.

Aviation Committee

The Aviation Committee meets bi-monthly to discuss important industry needs and aviation development opportunities for Polk County. Members of the committee include leaders from all Polk County airports, aviation industry companies and educators within the aviation sector.
Pursue a twenty-year vision to fuel economic development efforts within Polk County

Partner with the community, industry and higher education to develop the Central Florida Innovation District to include a research park along the Florida High Tech Corridor

Create a thriving ecosystem for autonomous vehicles, unmanned systems R&D and innovative technologies within Polk County

Enhance aviation infrastructure and educational opportunities within Polk County

Advocate for regional transportation artery, the Central Polk Parkway, to address critical mobility needs across all of Central Florida
Marketing and Communications

Building a consistent brand and showcasing Polk as Florida’s Best Place for Business is the messaging foundation for all of our marketing and communication efforts.

Branding Polk as “Florida Within Reach” at trade shows and conferences offers economic development opportunities to build impactful relationships with new prospects and site selectors.

We seek to maximize our possibilities in each trade show as it is a cost-effective way of branding Polk County, cultivating new prospects, developing new relationships, extending current relationships and moving projects forward.

With each trade show, where and when possible, we perform direct and indirect marketing that incorporates industry knowledge specific to the group, client and consultant visits, as well as competitive surveillance and intelligence gathering.

Current planned trade shows, conferences and missions:
- Site and Location Consultant Conferences
- Corporate Decision Maker Outreach, Various Locations
- Team Florida EFI Partnership City Missions
- SelectUSA Investment Summit
- SUN ’n FUN Aerospace Expo
- Paris / Farnborough International Airshow
- Industry Trade Shows and Events

Efforts to raise awareness of Polk County’s strengths and assets:
- “Florida Within Reach” brand position displayed in magazine/print and online destinations specific to our targeted industries, as well as key economic development publications
- Create original content highlighting Polk County success stories
- Create original video content and investor testimonials
- Send monthly e-newsletter to company contacts and community partners
- Utilize targeted marketing campaigns for social media platforms
- Participate in joint marketing with regional and state partners

Investor Relations and Engagement

The CFDC continues to grow private investors and investment at all levels through active engagement and events. Private sector involvement and investment is crucial to helping CFDC achieve its mission of growing a flourishing economy based on high-skill, high-wage sustainable businesses. In addition to contributing toward the growth and success of Polk’s economic development, investment in the CFDC reflects a company’s commitment to making Polk a premier place to do business. Investors are adding their voices to the conversation through committee participation, meetings and events. The Investor Relations Committee meets quarterly to evaluate investor engagement and involvement.
INSIGHTS | Polk County by the Numbers

- 9TH MOST POPULOUS COUNTY
- 4TH LARGEST COUNTY IN SIZE

ESTIMATED POPULATION GROWTH

- 602,095 2010 POPULATION
- 708,009 2018 POPULATION
- 899,000 2030 POPULATION

INDUSTRY SECTORS

- Agriculture & Agritechnology
- Aviation & Aerospace
- Business Services
- Entertainment, Arts & Tourism
- Life Sciences & Medical Services
- Logistics, Supply Chain & Distribution
- Manufacturing
- Research, Technology & Creative Industries

Florida Map showing Polk County as a key region.