



ECONOMIC DEVELOPMENT



SJC
2050
COMPREHENSIVE PLAN

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J. ECONOMIC ELEMENT

Goal J.1.

St. John’s County shall enhance the prosperity of its citizens through pursuit of community economic development opportunities leading to an expansion and diversification of the County’s employment and tax base.

Objective J.1.1. Retain and Facilitate the Expansion of High Growth Businesses in St. Johns County

Policies

- J.1.1.1. The County shall invest resources to support a robust Business Retention and Expansion Outreach (BRE) program.
- J.1.1.2. The County shall collaborate with local partners to celebrate existing businesses in St. Johns County.
- J.1.1.3. The County shall adopt technological solutions to better support small businesses.
- J.1.1.4. The County shall support private businesses with climate mitigation and resiliency planning

Objective J.1.2. Attract More High Growth Businesses to St. Johns County

Policies

- J.1.2.1. The County shall create a network of St. Johns County Ambassadors.
- J.1.2.2. The County shall develop a comprehensive marketing and public relations toolkit.
- J.1.2.3. The County shall activate and promote development ready land and available office and industrial space across St. Johns County to include the Northeast Regional Airport.
- J.1.2.4. The County shall align infrastructure investments with economic development priorities and in pursuit of growth and expansion in target industries.
- J.1.2.5. The County shall encourage recruitment of businesses and industries to enhance the County's economic base. Emphasis will be placed on attracting businesses that create new high-wage opportunities for the citizens of St. Johns County.
- J.1.2.6. The County recognizes Business and Commerce Parks, Mixed Use Areas, and Industrial areas as economic assets to the community. The County shall place importance on large and small businesses that locate or expand within these areas.
- J.1.2.7. Recognizing the importance of manufacturing as a key component of the County's economic development strategy and workforce diversification goals, the County shall explore the designation of manufacturing zones in appropriate locations with access to transportation and infrastructure and consider the use of targeted incentives to support high-wage job creation.
- J.1.2.8. The County shall continue to work with the Chamber of Commerce, Economic Development Council, Industrial Development Authority, and other organizations to locate appropriate economic development uses in areas with adequate infrastructure.

***Objective J.1.3. Facilitate and Support More Startup and Entrepreneurial Activity
Across St. Johns County***

Policies

- J.1.3.1. The County shall formalize an entrepreneurship and innovation ecosystem across St. Johns County.
- J.1.3.2. The County shall maintain a list of available angel investments and venture capital networks across the region in order to communicate and map capital resources.
- J.1.3.3. The County shall consider facilitating a startup incubator or accelerator program that could serve various market segments including technology or local food.

Objective J.1.4. Cultivate a healthy workforce pipeline to meet the needs of current and future employers in St. Johns County

Policies

- J.1.4.1. The County shall facilitate a more coordinated workforce, education, and training ecosystem in SJC.
- J.1.4.2. The County shall collaborate with appropriate public and private partners to create work-based learning programs.
- J.1.4.3. The County shall collaborate with local school districts to implement youth employment and career exploration programs.

Objective J.1.5. Build community economic development capacity internal to the County organization and in coordination with partners.

Policies

- J.1.5.1. The County shall work with the St. John’s County Chamber of Commerce to establish a vital and vibrant partnership that will further the economic development goals and objectives for the County.
- J.1.5.2. The County shall work in coordination with the St. John’s County Industrial Development Authority to further its manufacturing economy expansion and attraction mission.
- J.1.5.3. The County shall ensure that limited resources are leveraged to further the economic development goal and objectives of St. John’s County.
- J.1.5.4. The County shall seek out research based or funding resources outside of the community when necessary to enhance the economic development portfolio of St. John’s County.
- J.1.5.5. The County shall review its purchasing policies to provide maximum opportunity for increased participation by local and small businesses.
- J.1.5.6. St. Johns County shall initiate efforts and support efforts of other agencies to obtain grant monies (e.g. Community Development Block Grants) and other funds designed to assist local economic development projects.
- J.1.5.7. St. Johns County shall support and participate in, when appropriate, the efforts of the Northeast Florida Regional Council in the implementation of the Regional Comprehensive Economic Development Strategy (CEDS).