



City of Leesburg Economic Development Task Force



What is Leesburg's Public Image?

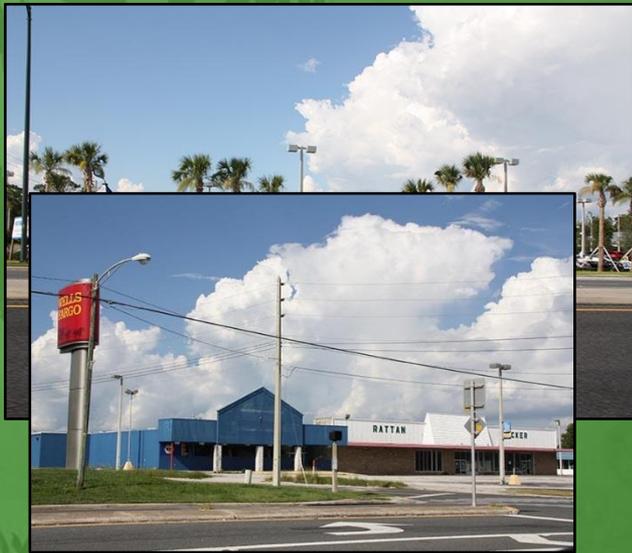
Leesburg has been a center of commerce for most of the past century. However, many feel the city has not improved much in recent years and offers little to retain residency or to attract new business.





What is Leesburg's Public Image?

Leesburg continues to attract new businesses while losing others.





How Do We View Ourselves?

Leesburg often looks to its strengths – public services, utilities, parks and recreation, central location, highways and airport – in hopes of encouraging economic development.

What we lack is a clear vision, consensus and a commitment to long-range goals.





Steps in the Right Direction

Leesburg has taken big steps with the creation of community redevelopment areas, a new enterprise business zone, highway and streetscape improvements, a business incubator and grants for improved business signs, facades and landscapes.



Steps in the Right Direction

City staff assembled an economic development task force to help establish and carry out long-term planning goals. Members researched successful economic development programs, interviewed business and development professionals and identified needed areas of improvement in Leesburg.



Steps in the Right Direction

The Task Force recommends these strategies:

- Public engagement – hold focus group and stakeholder meetings to develop a community vision for Leesburg.
- Marketing – create a funded marketing plan for Leesburg that highlights the city's assets. Target sectors such as health services, retail, business services etc.
- Master planning - identify an infrastructure/utility plan that includes public improvements to encourage private development.
- Develop sector plans that promote the character of parts of our community including a downtown medical campus, the C.R. 470 industrial and technology park, the airport/commercial/auto row area and West Leesburg. These areas will support development within Leesburg's existing CRAs.



Quality of Life

Quality of life defines our community and must be nurtured as a key part of economic development efforts.

- Community Affordability
- Health and Safety
- Education
- Infrastructure
 - A. Physical
 - B. Recreational
 - C. Social



Areas of Special Interest

While Leesburg works toward long-term planning goals, the city should focus on key areas for new business development.



Leesburg Industrial and Technology Park

Leesburg is engaged to develop 650 acres at County Road 470 and Florida's Turnpike through a strategic partnership with Duke Energy and other economic development opportunities.

NEEDS

Rezoning and Design Standards

Evaluate Biosolid Disposal

Establish utility readiness

Certified Site Readiness

Incentives

STATUS

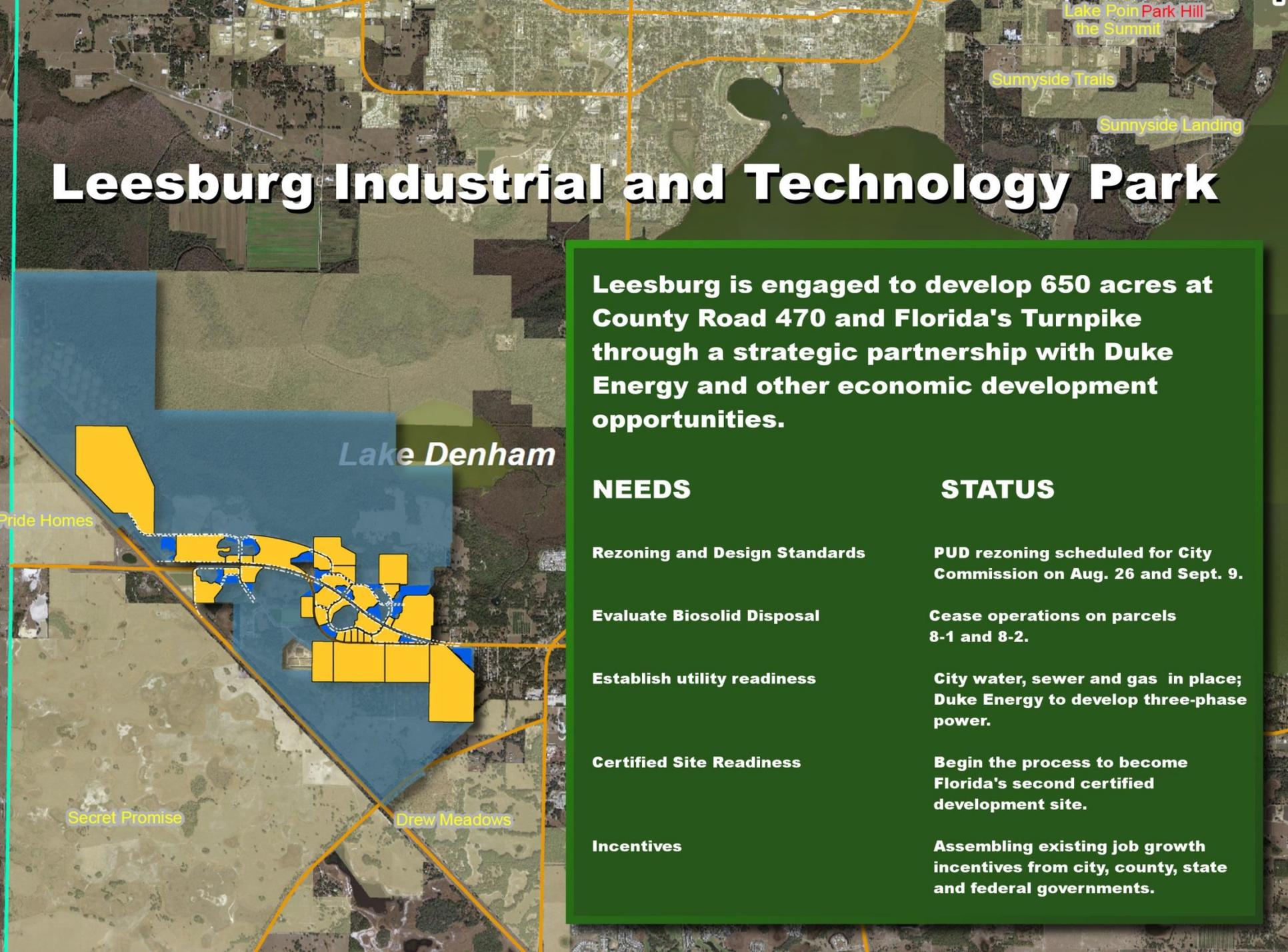
PUD rezoning scheduled for City Commission on Aug. 26 and Sept. 9.

Cease operations on parcels 8-1 and 8-2.

City water, sewer and gas in place; Duke Energy to develop three-phase power.

Begin the process to become Florida's second certified development site.

Assembling existing job growth incentives from city, county, state and federal governments.



Professional Medical / Office Campus

GREATER LEESBURG CRA

DOWNTOWN

LRMC

PROPOSED
MEDICAL/
COMMERCIAL/
RESIDENTIAL



AIRPORT / AUTO / COMMERCIAL ZONE

U.S. HIGHWAYS 27/441 CRA

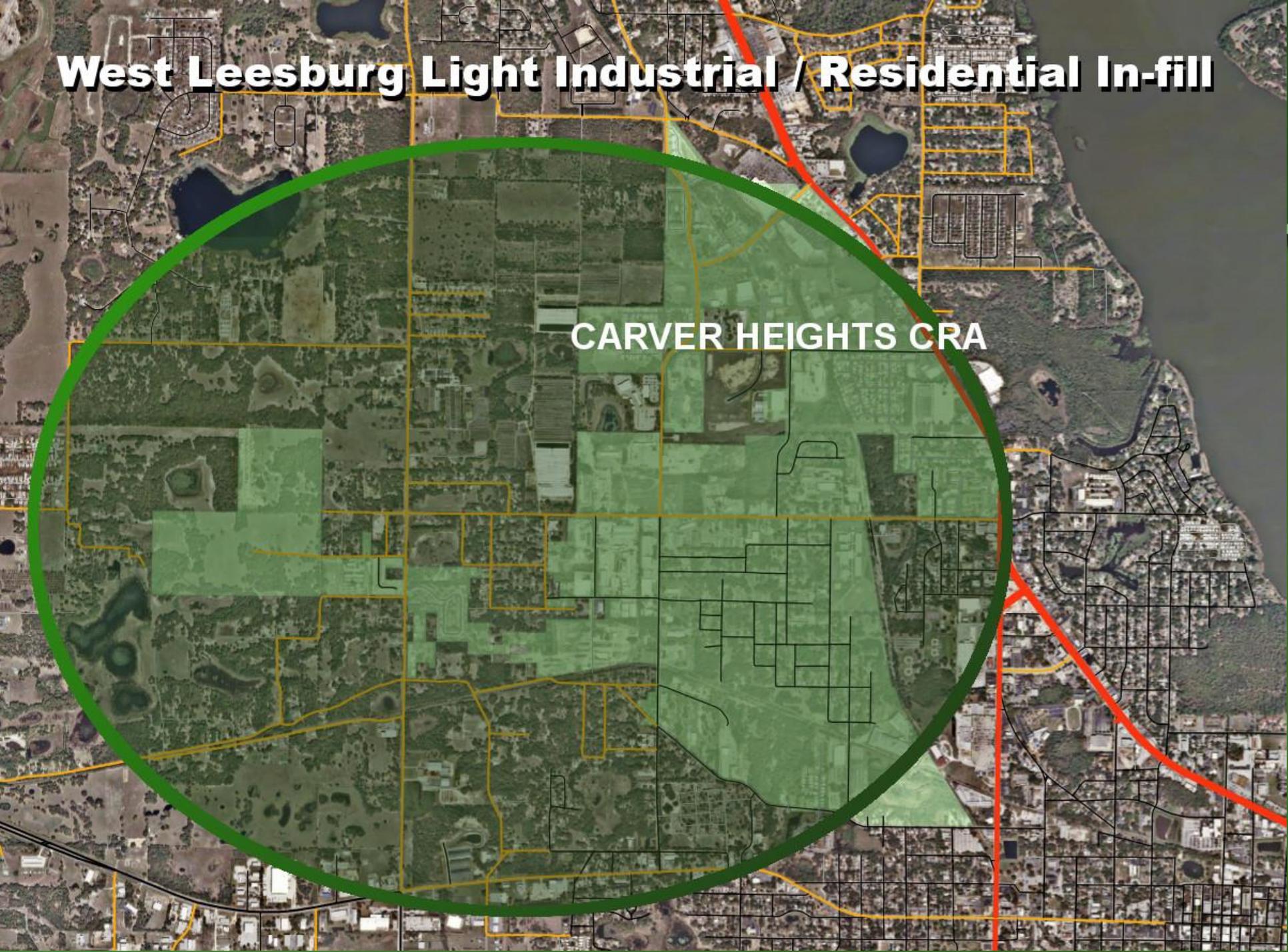
AUTO ROW

**LEESBURG
INTERNATIONAL
AIRPORT**



West Leesburg Light Industrial / Residential In-fill

CARVER HEIGHTS CRA



Next Steps for Leesburg

Establishing a firm economic development plan begins with city leadership that embraces the vision, encourages public support and commits to important steps for making the plan successful:

1. Work closely with city staff and public representatives to develop economic development strategies.
2. Hold stakeholder meetings to engage a cross section of business and civic representatives to provide input, develop consensus and support long-term economic goals. Separate public forums will allow large groups of residents to provide input.

Next Steps for Leesburg

Establishing a firm economic development plan begins with city leadership that embraces the vision, encourages public support and commits to important steps for making the plan successful:

3. Commit funding for plan development, city branding and marketing efforts.
4. Move forward with rezoning and site certification for Leesburg's industrial and technology center on County Road 470.

Next Steps for Leesburg

Establishing a firm economic development plan begins with city leadership that embraces the vision, encourages public support and commits to important steps for making the plan successful:

5. City Commission to work with consultant to develop strong policies supporting economic development master planning.
6. Adopt Leesburg's new economic development goals .

Thank You

