

Narrative Outline

**The Economy of Florida:  
The Role of Cities and Regions  
in Economic Recovery and Expansion**

**Keynote Address  
League of Mayors and Business Leaders Conference**

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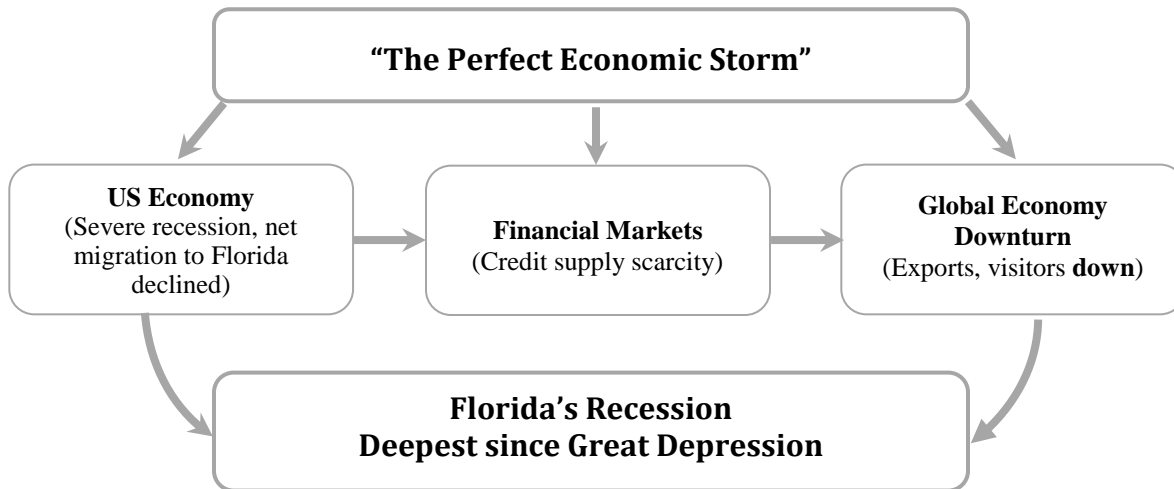
## I. Introduction

It is my pleasure to speak at this important conference of Florida Mayors of our cities, business leaders and distinguished guests. I am honored to follow in the podium Florida Senate President Haridopolos and Gray Swope, the new CEO of Enterprise Florida.

Now it is time for the economist to speak about “The Economy.....” No surprise here....I would like to review briefly with you the state of our Florida economy, present key issues from a local government perspective and offer some policy suggestions based on my twenty-plus years of experience in Economic Development of our state and regions.

## II. Economic Drivers of Florida’s Economy

The major economic drivers of Florida took a synchronized plunge in 2007. First time in our recent economic history.



## III. Recovery Phase (From 2010 to Present)

A. Economic drivers are more positive (US/Financial/Global), a moderate recovery of economic drivers impacting positively the State and its urban regions and cities

### B. Uneven Recovery in Florida

Economic structure of urban areas: Strength of ongoing recovery depends on:

1. Economic **Diversification**
  2. Global **Orientation**
  3. **Demographic Diversity**
- } Urban regions with these structural characteristics performing better than population-driven regions.

**Uneven Recovery by Sectors and Industries of Florida**

<b>Sectors/Industries Leading the Recovery</b>	<b>Sectors/Industries Lagging Recovery</b>
1. Visitor Industry (international visitors) 2. Global Business (exports/investment) 3. Professional Services 4. Health Care-Related Services 5. Private Education Services	1. Private Construction 2. Real Estate Services 3. Retail Activities 4. Public-Sector Activities 5. Agriculture

**Lessons learned:      Develop City Economic Development Strategy to diversify productive base and attract new businesses**

**IV.    The Emerging New Economy of Florida: The Role of Cities and Urban Regions as Catalysts of Economic Development**

A. Economic fundamentals of Florida are solid – positive for long-term growth of our cities and regions

1. Top Business Climate (site selectors like our cities/state)
2. Ethnically Diverse (multilingual, multicultural labor force)
3. Dynamic Cities and Urban Regions (recent rankings place Florida cities as top-growth potential)
4. Global-oriented cities and regions starting to accelerate faster than state average – Florida 14-deep water ports
5. Growth of new industries where **talent** is the key driver of economic development

<ol style="list-style-type: none"> <li>a. Life Sciences</li> <li>b. Computer/Simulations</li> <li>c. Aviation</li> <li>d. Information Technologies</li> </ol>	}	Where Florida’s economic future for cities and regions will be built. As Mayor’s do you have an economic development strategy to attract these new industries?
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6. **A Steady shift from State (Tallahassee-) driven policies to cities and urban regions as the foundations of Economic Development**

**--Top 12 urban regions: 61 percent of total Florida’s population!**

► So economically diversified urban cities and regions will increasingly play the key role in Economic Development for Florida.

**V.    A Few Perspectives on How Urban Regions/Cities can take the Lead Role to Expand Positive Fundamentals of Florida**

- A. **Leadership** of both elected and private individuals – A critical factor in Economic Development is the ability to generate consensus on a vision for long-term growth.
- Develop a comprehensive city-wide economic development strategy, reach public consensus and implement the strategy (communicate)
- B. City Mayors and officials as “**Economic Development Ambassadors**” – attracting business and expanding high-wage jobs in New 21<sup>st</sup> Century industries.
- Work closely with business/civic leaders to undertake economic development-oriented missions in the U.S. and abroad – Foreign Direct Investment (FDI) is an area of opportunity.
- C. Find dynamic and innovative ways to raise funds for **your foundations of economic development**.

#### **Foundations of Economic Development**

- 1) Education excellence and workforce development
- 2) Urban-Intra urban Transportation: Multimodal
- 3) Cultural assets and quality of services

#### **How to Fund Development of Foundation**

- 1) **Tax Base expansion (attraction of businesses – business climate expansion)**
  - 2) “**Monetize**” **Fixed Assets** to invest in the Foundations in your city.
- Inventory the buildings, land and other fixed assets
  - Develop and implement strategy to “monetize fixed assets.”
  - Start an “Economic Development Fund”

## **VI. Conclusions**

- Florida is recovering from a very deep recession. There is an uneven recovery in our state.
- Cities/urban regions that are diversified and global oriented performing better than regions with narrow economic base.
- Leadership qualities of Mayors/private officials are critical in long-term development.
- Act like a “Governor” of your “mini states” (cities and regions), the CEO setting strategic direction and “marketing” your city/region at national and global levels.