

# Elevate Northeast Florida Economic Development Strategy



Go to [www.ElevateNEFL.com](http://www.ElevateNEFL.com) to learn more and take the survey!

The purpose of **Elevate Northeast Florida** is to continue the region's positive economic and job growth, and enhance Northeast Florida's brand in the U.S. and internationally. **Elevate Northeast Florida** will focus the economic development efforts of key stakeholders into areas that provide the greatest opportunity for Northeast Florida, and build on past economic development efforts.

## Elevate Northeast Florida Goals

Avalanche Consulting and the Council for Adult & Experiential Learning (CAEL) were engaged to facilitate the Elevate Northeast Florida Strategy. The purpose of Strategy is to achieve:

- **Economic growth:** Elevate NEFL will lead to increased economic growth in the region by identifying and capitalizing on regional and county-specific assets.
- **Talent development:** Elevate NEFL will lead to a more competitive talent pool and increased employment by connecting residents to jobs, especially in target industries.
- **Brand recognition:** Elevate NEFL will result in a marketing and branding campaign that raises awareness of the region's assets to U.S. and international audiences.
- **Global competitiveness:** Elevate NEFL will lead to enhanced global competitiveness by focusing on strategic investments across the region.

## Planning Process

1

- Launch project website and regional survey
- Regional and county economic assessment and demographic analysis
- Community benchmarking
- Regional SWOT

2

- Industry cluster & sub-cluster analysis
- County level analysis, targets, and top opportunities
- Target opportunity profiles

3

- Regional & county workforce overview
- Analyze global drivers
- Employment evaluation
- Workforce plan

4

- Best practices review & analysis
- Marketing messages for sub-clusters
- Implementation plan
- Product improvement plan
- Funding opportunity plan

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## Consulting Team



[Avalanche Consulting](#)'s mission and passion is to help communities become more vibrant and prosperous. The firm is a leading national consultancy specializing in strategic planning, workforce analyses, and customized research for economic and workforce development organizations.



[The Council for Adult and Experiential Learning \(CAEL\)](#) is a national, non-profit organization whose mission is to expand learning opportunities for adults. CAEL works to remove policy and organizational barriers to learning opportunities, identifies and disseminates effective practices, and delivers value-added services.

## Funding Partners



## Take the Elevate NEFL Survey!

Everyone in the region is invited to share their opinion on NEFL's future. Visit [www.ElevateNEFL.com](http://www.ElevateNEFL.com) and click on the survey link.



## Get Involved

For any questions related to this Strategy or to get involved, please contact:

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