

**ACTION REQUEST -- State's Strategic Plan for Economic Development  
2010-2015 Roadmap**  
**Speak up to include arts, arts education, cultural, and historical resources!**

**TO:** Florida's Arts, Arts Education, and Cultural Constituents

**FROM:** Sherron Long, Florida Cultural Alliance

**DATE:** Tuesday, June 23, 2009

**SUBJECT: Enterprise Florida's Update to State's Strategic Economic Plan -- Roadmap  
2010-2015**

**A. History:** As many of you remember, we have been very proactive in participating in these regional forums coordinated by Enterprise Florida to develop Florida's strategic economic development plan. Two years ago, we worked extremely hard to get Enterprise Florida to reinstate many of the strong references they had in the state's strategic economic plan a number of years ago. We even provided them with one strong arts and cultural statement to include in the current version of the plan. They did not reinstate the references or include the suggested statement in the current version of the state's plan. Please refer to the attached document to review what was in the plan that was removed from the current version. Feel free to use the attached document to help you prepare your comments for Enterprise Florida's consideration for this next update of our state's economic development plan.

**B. Arts, Arts Education, and Cultural Field Input Critical:** Even though our last experience communicating with Enterprise Florida did not result in strengthening the position of the arts and cultural resources as key factors in economic diversification and development throughout our state's economic plan, they did acknowledge us as key participants in this year's planning process:

This process invites the participation of all interested Florida citizens, including:

- Businesses
- Industry Associations
- Global Commerce Community
- Education Officials
- Workforce Professionals
- Transportation Experts
- Cultural Arts Advocates
- Smart Growth Advocates
- State & Local Government Leaders
- Economic Development Professionals
- ...and many others

So, it is IMPORTANT they hear from MANY arts, arts education, and cultural professionals and others who understand the vital roles our state arts, arts education, cultural, and historical resources play in Florida's future economic and qualitative future.

**C. Four Ways to Participate in this Planning Process:**

**1. Online Survey:** I suggest you read through the survey first before you begin answering the questions. This is an easy way for everyone to respond and make sure our voices are heard from Pensacola to Key West. Here is the link to the survey:

<http://www.zoomerang.com/Survey/survey-intro.zqi?p=WEB228ZR25BVXF> **Deadline for submissions and input is August 15, 2009**

**2. Regional Discussion Board and 3. Regional Strategic Planning Forums:** Select your region below to access and participate in a regional discussion board on leading regional and

statewide economic development priorities. You can also learn about and register for participation in one of the forums being held throughout the state -- those highlighted in yellow are yet to happen.

If your regional forum has already taken place (highlighted in pink), it's not too late to participate and share your ideas. You can also select your region below to find out what others had to say about leading economic development issues impacting your community. Highlights from each regional forum is posted shortly after the forum takes place.

**Northwest Regional Strategic Planning Forum Link:**

[http://www.eflorida.com/Floridas\\_Future.aspx?id=7592](http://www.eflorida.com/Floridas_Future.aspx?id=7592) (will be held on July 29 and 30)

**Northeast Regional Strategic Planning Forum Link:**

[http://www.eflorida.com/Floridas\\_Future.aspx?id=7582](http://www.eflorida.com/Floridas_Future.aspx?id=7582) (held on June 10, but can still provide input at this link)

**North Central Regional Strategic Planning Forum Link:**

[http://www.eflorida.com/Floridas\\_Future.aspx?id=7572](http://www.eflorida.com/Floridas_Future.aspx?id=7572) (held on June 3, but can still provide input at this link)

**East Central Regional Strategic Planning Forum Link:**

[http://www.eflorida.com/Floridas\\_Future.aspx?id=7568](http://www.eflorida.com/Floridas_Future.aspx?id=7568) (held on June 23, but can still provide input at this link)

**Tampa Bay Regional Strategic Planning Forum Link:**

[http://www.eflorida.com/Floridas\\_Future.aspx?id=7632](http://www.eflorida.com/Floridas_Future.aspx?id=7632) (will be held on June 25)

**South Central Regional Strategic Planning Forum Link:**

[http://www.eflorida.com/Floridas\\_Future.aspx?id=7602](http://www.eflorida.com/Floridas_Future.aspx?id=7602) (will be held on July 15)

**Southwest Regional Strategic Planning Forum Link:**

[http://www.eflorida.com/Floridas\\_Future.aspx?id=7622](http://www.eflorida.com/Floridas_Future.aspx?id=7622) (held June 17, but can provide input at this link)

**Southeast Regional Strategic Planning Forum Link:**

[http://www.eflorida.com/Floridas\\_Future.aspx?id=7612](http://www.eflorida.com/Floridas_Future.aspx?id=7612) (will be held July 14 and July 23)

**Deadline for submissions and input is August 15, 2009**

**4. E-mail Related Documents:** E-mail [roadmap@eflorida.com](mailto:roadmap@eflorida.com) to submit an executive summary of regional/organizational strategic planning documents related to the development of Florida's statewide strategic plan for economic development (2 page maximum, please provide your contact information).

**Deadline for submissions and input is August 15, 2009**

**D. Links to Various Sections of Roadmap Development Information:**

General Information: [http://www.eflorida.com/Floridas\\_Future.aspx?id=7644](http://www.eflorida.com/Floridas_Future.aspx?id=7644)

Strategic Initiatives Link: [http://www.eflorida.com/Floridas\\_Future.aspx?id=7654](http://www.eflorida.com/Floridas_Future.aspx?id=7654)

Rural Strategic Marketing Initiatives Link: [http://www.eflorida.com/Floridas\\_Future.aspx?id=7652](http://www.eflorida.com/Floridas_Future.aspx?id=7652)

STEM Link: [http://www.eflorida.com/Floridas\\_Future.aspx?id=7650](http://www.eflorida.com/Floridas_Future.aspx?id=7650)

About the Roadmap: [http://www.eflorida.com/Floridas\\_Future.aspx?id=7640](http://www.eflorida.com/Floridas_Future.aspx?id=7640)

The Current Roadmap: [http://www.eflorida.com/Floridas\\_Future.aspx?id=7646](http://www.eflorida.com/Floridas_Future.aspx?id=7646)

Past Strategic Plans : [http://www.eflorida.com/Floridas\\_Future.aspx?id=7648](http://www.eflorida.com/Floridas_Future.aspx?id=7648)