

# ROLE SUMMIT

## Summary Report

12.18.08

**RE-ENERGIZING  
OUR  
LOCAL  
ECONOMY**

*A Collaborative  
Action Summit*



CONVENED BY

**SCOPE**

## Context

The ROLE (Re-energizing our Local Economy) Summit was a day-long event held on October 3, 2008 at Gulfcoast Events and Conference Center in Sarasota, Florida. At the event, 175 participants, facilitators and organizers brainstormed ideas focused on positively affecting our local economy. After the Summit, participants and community members will act on these ideas to implement them.

Tim Dutton of SCOPE and Kathy Baylis of the Economic Development Corporation of Sarasota County began the day by welcoming participants from all over Sarasota County. Then, Don Grimes, senior research specialist at the University of Michigan's Institute of Labor and Industrial Relations, gave a short presentation highlighting the current economic status of Sarasota County. The group then broke up in small groups pre-assigned to have a diversity of age, gender, occupational sector, and viewpoint. Each small group spent the day narrowing down ideas from dozens brainstormed in the morning to a single idea that a group member presented in the closing plenary session.

There were four possible topics for discussion: Business Support, Business Climate, Job Creation, and Government/Community Collaboration. Each group was able to discuss two of the four topics. This meant that participants were able to give feedback on more than one topic, but it also meant that groups did not work with the same ideas the entire day. Participants brainstormed ideas on one topic in the morning, and then passed those ideas to another group to vet and explore in more detail. The single idea each group presented to the plenary in the afternoon was originally created by a different group in the morning session.

At the end of the day, a representative from each of the 18 small groups presented a single idea and participants used instant voting technology to demonstrate their level of support for that idea. The action plans that received the highest percentage of support are the "Top Ideas."

This event could not have happened without the hard work and day-long commitment of the 140 participants in the ROLE Summit and the efforts and dedication of the volunteer facilitators, resource people and planning committee.

**The ROLE Summit was the beginning of our work to improve our local economy. We invite you to the first follow-up meeting on January 14<sup>th</sup>. There, we will think about how we can transform the ideas from the ROLE Summit into action to re-energize Sarasota County's economy and position us as national leaders. For more details, call (941) 365-8751 or email Kim ( [kweaver@scopexcel.org](mailto:kweaver@scopexcel.org) ) or Kate ( [kirwin@scopexcel.org](mailto:kirwin@scopexcel.org) ).**

**Please visit [www.scopexcel.org/rolesummit](http://www.scopexcel.org/rolesummit) to view the progress we have made.**

## **ROLE Planning Committee**

AM Engineering - *Shawn Leins*

City of North Port - *Allan Lane*

City of Sarasota - *John Hawthorne, Timothy Litchet & Gretchen Schneider*

Economic Development Corporation of Sarasota County - *Kathy Baylis & Emily Sperling*

Greater Sarasota Chamber of Commerce - *Del Borgsdorf & Mel Thomas*

Sarasota Convention & Visitors Bureau - *Vallerie Hillerich*

Sarasota County Government - *Lisa Damschroder, Carolyn Keber, Jaqueline Massaline & Jeff Maultsby*

SCOPE - *Tim Dutton, Kate Irwin & Kim Weaver*

## **ROLE Sponsors**

### **Gold**

Abel Band, Attorneys and Counselors at Law

Gulf Coast Community Foundation of Venice

Sarasota Tomorrow

### **Silver**

AM Engineering, Inc.

The Community Foundation of Sarasota County

Economic Development Corporation of Sarasota County

Lido Beach Resort

Positive Change Media

Sarasota and Her Islands Convention & Visitors Bureau

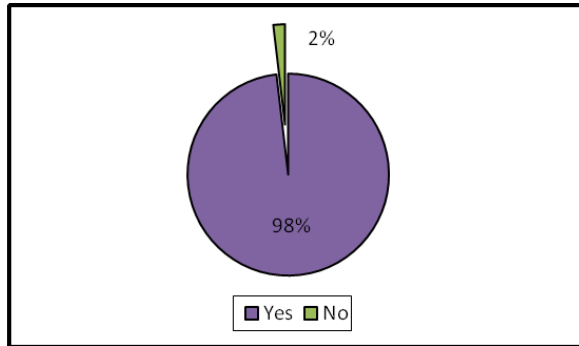
### **Bronze**

FPL

## Demographic Information

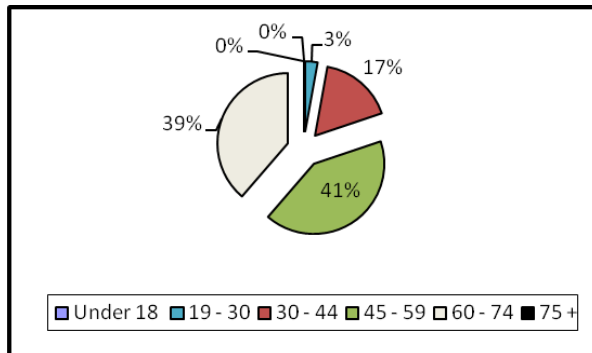
This information was collected at the beginning of the day via instant voting technology rented from the Tampa Bay Regional Planning Council.

Are you a year-round local resident?



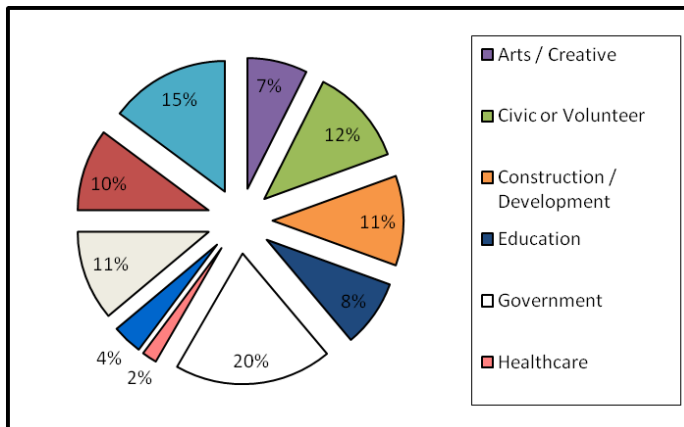
Response	Percent
Yes	98%
No	2%
<b>Total</b>	<b>100%</b>

How old are you?



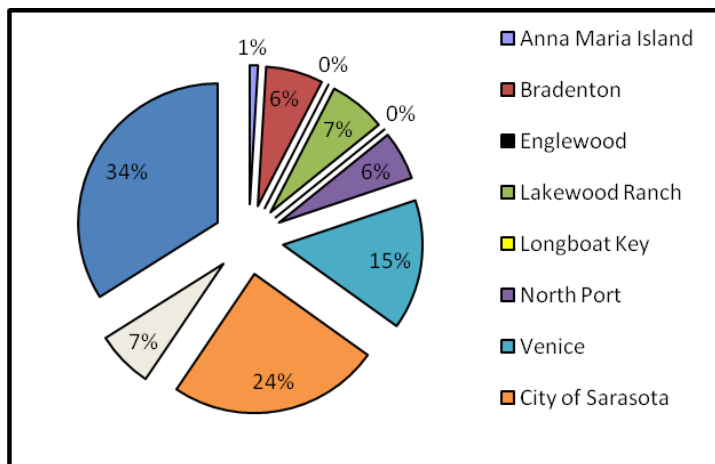
Response	Percent
Under 18	0%
19 - 30	3%
30 - 44	17%
45 - 59	41%
60 - 74	39%
75 +	0%
<b>Totals</b>	<b>100%</b>

Which group best identifies who you are representing today?



Response	Percent
Arts / Creative	8%
Civic or Volunteer	12 %
Construction/Development	11 %
Education	8%
Government	19%
Healthcare	2%
Hospitality / Services	4%
Not for Profit	11%
Finance / Insurance / Real Estate	10%
Other Business / Mfg	15%
<b>Totals</b>	<b>100%</b>

### Where do you live?



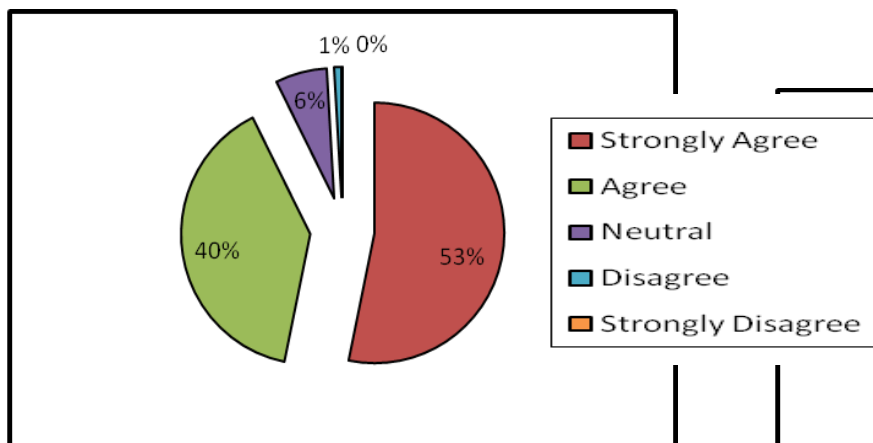
Response	Percent
Anna Maria Island	1%
Bradenton	7%
Englewood	0%
Lakewood Ranch	7%
Longboat Key	0%
North Port	6%
Venice	14%
City of Sarasota	24%
Other area of Manatee County	7%
Other area of Sarasota County	34%
<b>Totals</b>	<b>100%</b>

## Attitude Change

Participants were asked about their level of agreement on the questions below in the morning and afternoon. This was done in order to assess their changes in attitude.

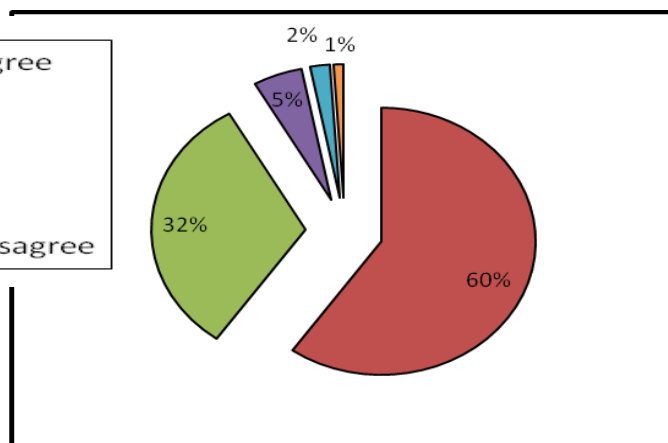
### We can affect economic change through local action.

*Morning*



Response	Percent
Strongly Agree	53 %
Agree	40%
Neutral	6%
Disagree	1%
Strongly Disagree	0%
<b>Totals</b>	<b>100%</b>

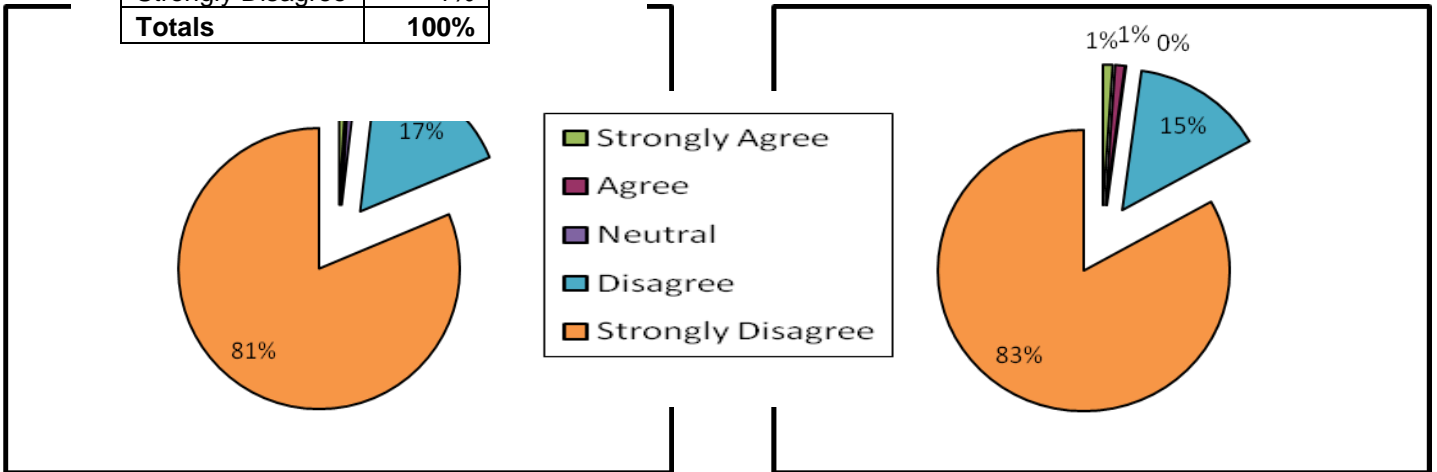
*Afternoon*



Response	Percent
Strongly Agree	60%
Agree	32%
Neutral	5%
Disagree	2%
Strongly Disagree	1%
<b>Totals</b>	<b>100%</b>

ational level to affect local economic change.

*Afternoon*

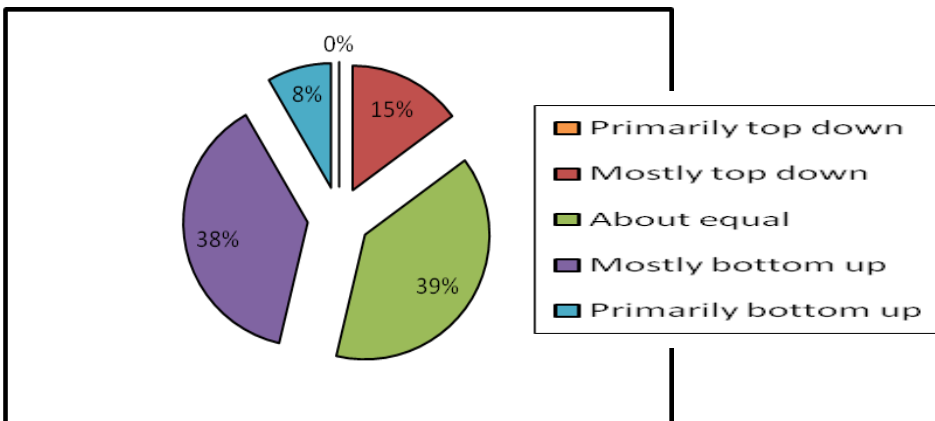


Response	Percent
Strongly Agree	1%
Agree	0%
Neutral	1%
Disagree	17%
Strongly Disagree	81%
<b>Totals</b>	<b>100%</b>

Response	Percent
Strongly Agree	1%
Agree	1%
Neutral	0%
Disagree	15%
Strongly Disagree	83%
<b>Totals</b>	<b>100%</b>

I believe that change comes from

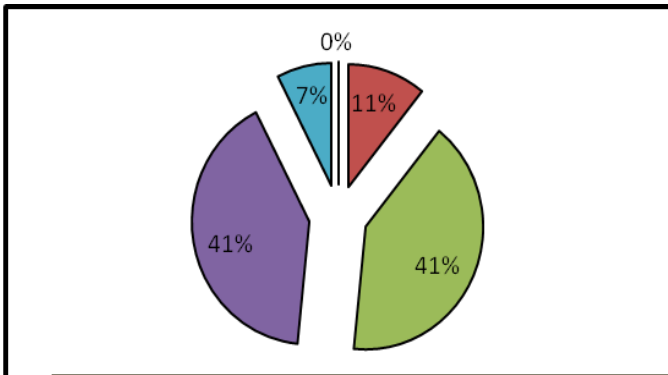
*Morning*



*Afternoon*

Response	Percent
Primarily top down	0%
Mostly top down	15%
About equal	39%
Mostly bottom up	38%
Primarily bottom up	8%
<b>Totals</b>	<b>100%</b>

Response	Percent
Primarily top down	0%
Mostly top down	11%
About equal	41%
Mostly bottom up	41%
Primarily bottom up	7%
<b>Totals</b>	<b>100%</b>



## Top Ideas

The goal of ROLE was to end the day with a handful of ideas to motivate local action. In the coming months we will focus on making these ideas a reality.

An idea became a “Top Idea” if it had broad-based support from and consensus among the participants. Support was demonstrated by the use of instant voting technology. After each idea had been outlined in a two minute presentation, participants were asked “Do you support this idea?” Each audience member had the choice of responding Strongly Support, Support, Neutral, Oppose, or Strongly Oppose using his or her personal remote control ‘clicker.’ After everyone had voted, the results were displayed on the projector screen so that all audience members could view them.

*The below 5 issues are the ones that received the highest percentage of “Strongly Support” or “Support” responses. The below action plans are presented as written. They differ in levels of detail and subject headings due to the time constraints of the ROLE Summit. A breakdown of the audience response follows the proposal.*

<b>85% "Supported Strongly" or "Somewhat Strongly"</b>
To make Sarasota County the leader in the state in clean energy technology through supply and demand strategies such as venture capital, policy change and incentives.

<b>82% "Supported Strongly" or "Somewhat Strongly"</b>
Encourage regulatory flexibility within government to enhance growth, development and recruitment of businesses.

<b>70% "Supported Strongly" or "Somewhat Strongly"</b>
Create and build upon business opportunities that attract and retain innovative people such as technical, art, telecomm, scientific, research, think tank, energy, leisure.

<b>69% "Supported Strongly" or "Somewhat Strongly"</b>
Attract and grow new and existing business through incentives and best practices

**69% "Supported Strongly" or "Somewhat Strongly"**

Encourage university students to stay by creating a plan for developing a climate and infrastructure for emerging industry jobs, affordable housing and a sense of community.

## Job Creation

**“To make Sarasota County the leader in the state in clean energy technology through supply and demand strategies such as venture capital, policy change and incentives.”**

**Why this is important:** Job creation, economic development, match community values.

**Why now is the right time:** Funding available, federal and state action coming soon, “hot topic”

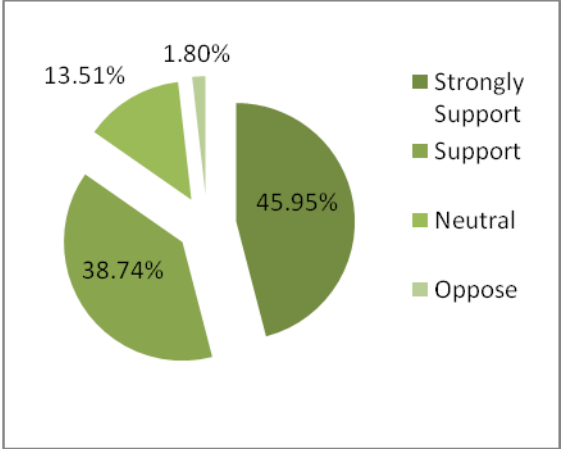
**Possible resources/ leaders will come from:** Higher education, private funders, all local governmental entities, business community

**Why public support is likely to be high:** implements community values and meets economic needs. Benefit to citizens – free stuff.

**The barriers that need to be overcome are:** financing coordination of entities and understanding of community.

**How can we measure success in short term (1-2 years), mid-term (2-5 years) and/or long-term (5-10 years):** Units installed, jobs created, energy savings, profit realized, collection of taxes.

Response	Percent
Strongly Support	46%
Support	39%
Neutral	13%
Oppose	2%
Strongly Oppose	0%
Totals	100%



# Business Climate

**“Encourage regulatory flexibility within government to enhance growth, development and recruitment of businesses.”**

**Why this is important:** Lack of flexibility is a major barrier to attraction and expansion of business. Our reputation is killing us.

**Why now is the right time:** Environment is perfect now. People see the impact of no growth. People are more receptive to growth of business today.

**Possible resources/ leaders will come from:** Elected officials, senior staff, businesses, chambers, EDC, Sarasota Tomorrow, community grassroots organizations, concrete examples, best practice research.

**Why public support is likely to be high:** Fear and anger, recognition of need for jobs.

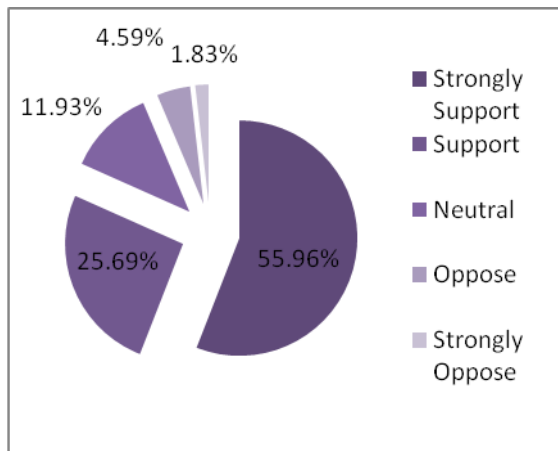
**The barriers that need to be overcome are:** Competing priorities, fear of growth, nano management.

**How can we measure success in short term (1-2 years), mid-term (2-5 years) and/or long-term (5-10 years):** Measure customer satisfaction

**1-2:** processing time

**2-5:** resulting economic growth

**5-10:** growth in companies and tax base.



Response	Percent
Strongly Support	56%
Support	26%
Neutral	12%
Oppose	4%
Strongly Oppose	2%
Totals	100%

# Business Support

**“Create and build upon business opportunities that attract and retain innovative people such as technical, art, telecomm, scientific, research, think tank, energy, leisure.”**

**Why this is important:** economic diversification

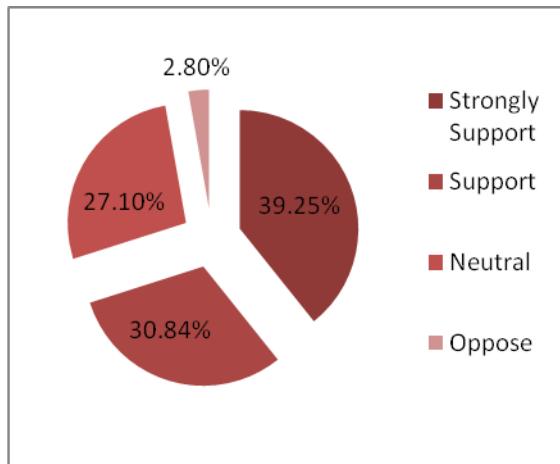
**Why now is the right time:** current economic challenges.

**Possible resources/ leaders will come from:** universities, EDC, community organizations, Sarasota tomorrow, large employers.

**Why public support is likely to be high:** Current economic situation

**The barriers that need to be overcome are:** Lack of strong liason between government and small business.

**How can we measure success in short term (1-2 years), mid-term (2-5 years) and/or long-term (5-10 years):** Scorecard



Response	Percent
Strongly Support	39%
Support	31%
Neutral	27 %
Oppose	3%
Strongly Oppose	0%
Totals	100%

# Government & Community Collaboration

**“Attract and grow new and existing business through incentives and best practices”**

**Why this is important:**

1. Allow us to compete in the local, state, national and international market place
2. Increase the unique identity and brand of Sarasota County and the Tampa Bay region.
3. Results in a sustainable and prosperous community

**Why now is the right time:**

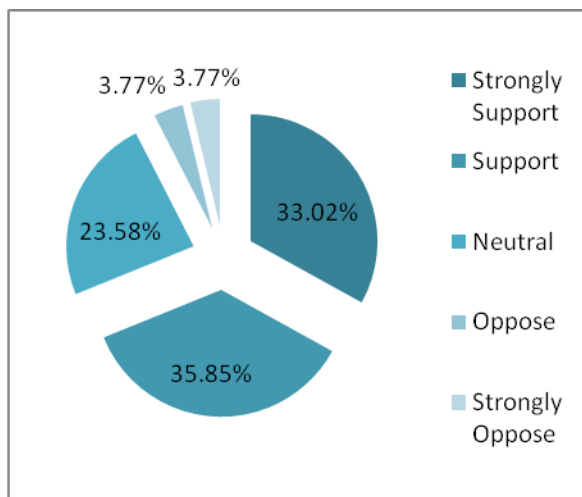
The economic downturn in Sarasota County has publicly proven we need a diversified economy to ensure sustainability.

**Possible resources/ leaders will come from:** EDC, Elected Public Officials, Chamber of Commerce, Neighborhood Coalitions, SCOPE, YPG, OPG, Media, Retired Community

**Why public support is likely to be high:** Growth and expansion of existing and new business will help offset reduction in services. Most people are affected by the downturn in the economy.

**The barriers that need to be overcome are:** Self-interest, Public Awareness, Government Bureaucracy, Media Buy-in

**How can we measure success in short term (1-2 years), mid-term (2-5 years) and/or long-term (5-10 years):** Number of businesses, number of expanded businesses, increased employment, increased tax revenue, increased public school enrollment.



Response	Percent
Strongly Support	33%
Support	36%
Neutral	23%
Oppose	2%
Strongly Oppose	2%
Totals	100%

# Government & Community Collaboration

**“Encourage university students to stay by creating a plan for developing a climate and infrastructure for emerging industry jobs, affordable housing and a sense of community.”**

**Why this is important:** Need for a new/broader economic base and students are currently leaving.

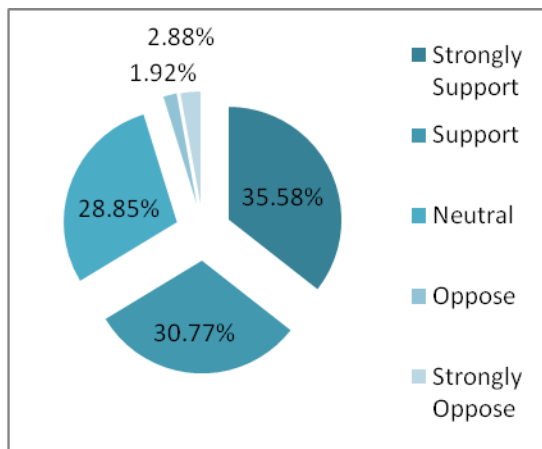
**Why now is the right time:** People are receptive to change, it doesn't cost a great deal, sustainable community is a current focus.

**Possible resources/ leaders will come from:** Universities, business community, public schools, government.

**Why public support is likely to be high:** Community investment – bridging generations, builds a new economic base, converts transient group to permanent group.

**The barriers that need to be overcome are:** Lack of current opportunities in area of expertise. Need for more fully developed (wifi) technology/transportation. Inertia.

**How can we measure success in short term (1-2 years), mid-term (2-5 years) and/or long-term (5-10 years):** Track where students are going (exit interviews), business registrations.



Response	Percent
Strongly Support	35 %
Support	31%
Neutral	29%
Oppose	2%
Strongly Oppose	3%
Totals	100%

## Appendix 3: Afternoon Presentations

Each of the 18 small groups presented one idea during the plenary session. The following ideas are those that did not make it into the “Top Ideas.” The results of instant voting are below the description of the action.

*The below action plans are presented as written. They differ in levels of detail and subject headings due to the time constraints of the ROLE Summit.*

### Job Creation

#### **“Create a “center of excellence” for business development and entrepreneurship”**

**Why this is important:** There is a need for resources to support the growth of small businesses beyond start-up

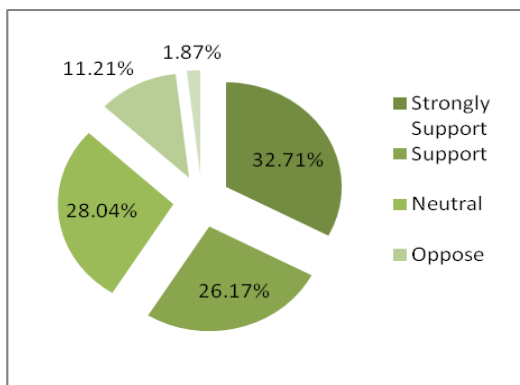
**Why now is the right time:** Sense of urgency in economy and the resources are available.

**Possible resources/ leaders will come from:** SBDC, SCORE, Chambers, EDC, colleges and universities, retired executives

**Why public support is likely to be high:** low or no cost, potentially self-financing, leveraging volunteers

**The barriers that need to be overcome are:** clarification of responsibilities to avoid turf battles. Engaging retirees who have “disengaged.”

**How can we measure success in short term (1-2 years), mid-term (2-5 years) and/or long-term (5-10 years):** Number of new jobs created, new businesses, reduction of number of failed businesses/jobs lost, capital investment.



Response	Percent
Strongly Support	33%
Support	26%
Neutral	28%
Oppose	11%
Strongly Oppose	2%
Totals	100%

**“Leverage our assets to foster a more diversified and creative economy.”**

**Why this is important:** a stronger economic model attracts higher wage jobs, a more educated workforce and attracts more private capital.

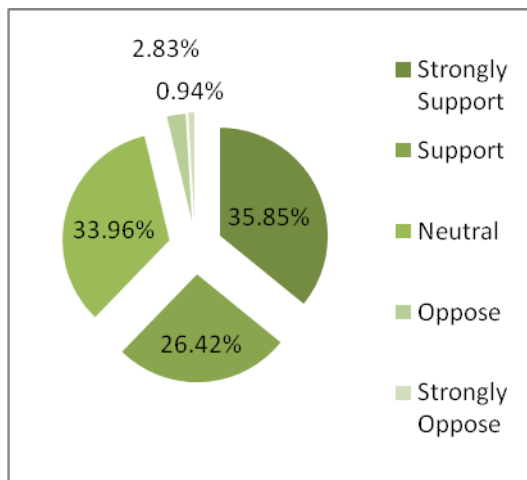
**Why now is the right time:** lack of diversification and complacency has exposed our economic vulnerability.

**Possible resources/ leaders will come from:** retired executives, stakeholders, business organizations, education, young professional groups and government.

**Why public support is likely to be high:** everyone is hurting.

**The barriers that need to be overcome are:** fragmentation of resources, anti-growth, inertia and regulatory permitting.

**How can we measure success in short term (1-2 years), mid-term (2-5 years) and/or long-term (5-10 years):** Job creation, through business expansion, higher wages, better job stability.



Response	Percent
Strongly Support	36%
Support	26%
Neutral	34%
Oppose	3%
Strongly Oppose	1%
Totals	100%

**“Build an active and involved resource pool of qualified experienced and successful business people who will provide assistance in: launch new businesses, grow businesses, finance businesses and jobs (venture capitalists)”**

**Why this is important:** Keeps skilled, smart and talented people here, expand and retain local businesses, increase success for small businesses, capitalizes on a resource of local talent, a competitive advantage.

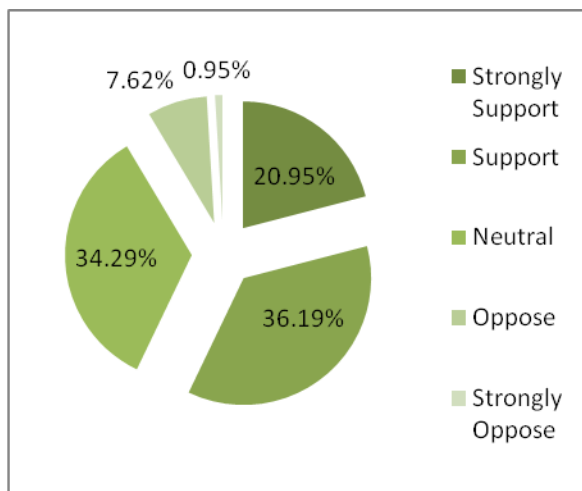
**Why now is the right time:** Businesses are shutting down, we have the human capital

**Possible resources/ leaders will come from:** venture philanthropists – find business leaders through non-business channels (philanthropic groups, private banks, community Foundations). Find local successes who have grown a business.

**Why public support is likely to be high:** Recognizes our local wisdom and pride, brings in jobs and money. Low cost. Taxpayer and ROI could be high.

**The barriers that need to be overcome are:** Finding these individuals. WIIF them? Need to provide glory and recognition. “Carrot”=they could make money.

**How can we measure success in short term (1-2 years), mid-term (2-5 years) and/or long-term (5-10 years):** Number of jobs retained, number of companies/expansions funded, # of jobs added, sales growth. Pay it forward component?



Response	Percent
Strongly Support	21%
Support	36%
Neutral	34%
Oppose	8%
Strongly Oppose	1%
Totals	100%

**“Establish formal process that fosters collaboration among businesses, government and education and nonprofit community to produce a plan to create quality jobs and encourage job growth.”**

**Why this is important:** Requires broad community input from stakeholders.

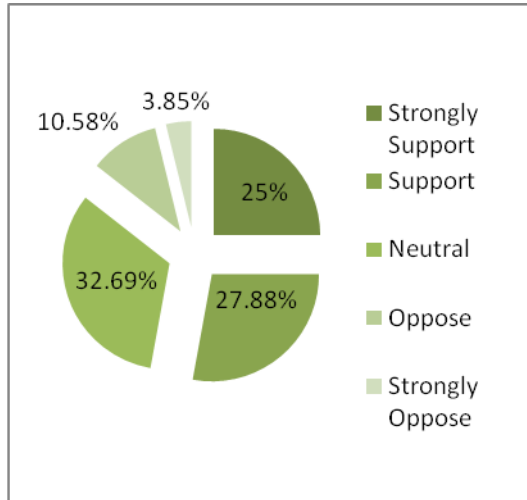
**Why now is the right time:** Current economic conditions.

**Possible resources/ leaders will come from:** SCOPE, Chambers, EDC, SAMA, Argus, Workforce DD, Higher Ed, School board, County, cities.

**Why public support is likely to be high:** Community has voice in interdisciplinary process.

**The barriers that need to be overcome are:** apathy

**How can we measure success in short term (1-2 years), mid-term (2-5 years) and/or long-term (5-10 years):** 1-2: action plan  
 2-5: number of jobs  
 5-10: new businesses



Response	Percent
Strongly Support	25%
Support	28%
Neutral	33%
Oppose	10%
Strongly Oppose	4%
Totals	100%

## Business Climate

**“Identify available data gather information on people resources, such as associations; involve local media (social)”**

**Why this is important:** Need resources to mobilize – leads to blueprint for success to identify opportunities to collaborate

**Why now is the right time:** Need to realign, to position to take advantage of changing environment

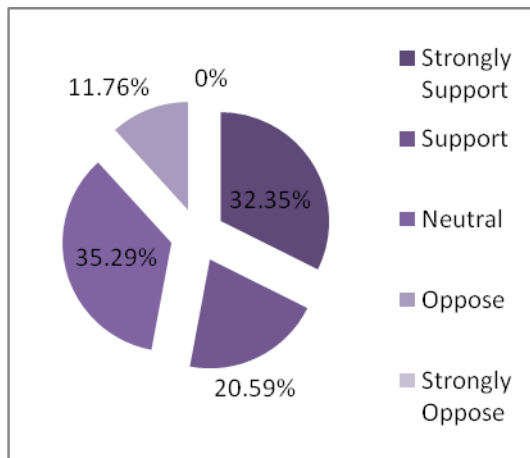
**Possible resources/ leaders will come from:** Public leaders, business leaders, associations, social, existing organizations.

**Why public support is likely to be high:** To answer questions centralization of data, convenience and ease to get information powerful tool for economic development

**The barriers that need to be overcome are:** Insular mindset, communicate goals and objectives

**How can we measure success in short term (1-2 years), mid-term (2-5 years) and/or long-term (5-10 years):** 1-2: existence of a comprehensive database  
 2-5: identify opportunity

## 5-10: using resources to make a positive impact



Response	Percent
Strongly Support	32%
Support	21%
Neutral	35%
Oppose	12%
Strongly Oppose	0%
Totals	100%

### “Creation of a small business trampoline under ONE umbrella”

#### Why this is important:

- 80% of Sarasota County businesses have less than 15 staff
- 40% of small businesses fail after one year
- It is easier to support an existing business than start a new one.

#### Why now is the right time:

- It is critical in today’s economic environment
- Hard times are a great time for creativity
- Businesses are in a position to be very receptive to this.

#### Possible resources/ leaders will come from:

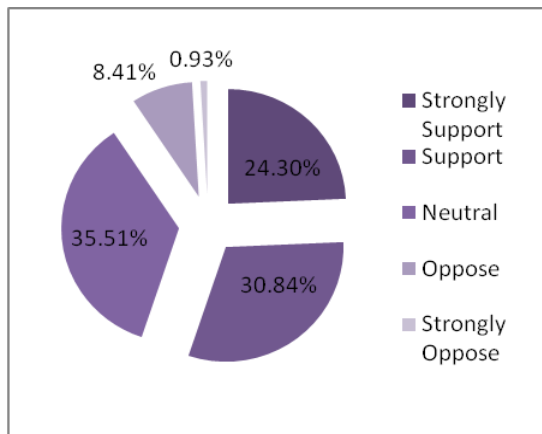
- Chamber, EDC
- Other Professional associations (SME, SCORE)
- Nonprofit resource center, SCOPE
- Education Partners.

**Why public support is likely to be high:** See “why now is the right time.” Survival, it’s a win-win

#### The barriers that need to be overcome are:

- Pushback from “no growth” mentality
- Turf wars

- Anti-business lobby, NIMBY
- **How can we measure success in short term (1-2 years), mid-term (2-5 years) and/or long-term (5-10 years):** Number of small businesses that participate
- Website usage rates
- Survey of value brought to user by service
- Tax revenue from small businesses
- Exit survey
- Number of startups that use services.



Response	Percent
Strongly Support	24%
Support	31%
Neutral	36%
Oppose	8%
Strongly Oppose	1%
Totals	100%

## **“Create a Community Enhancement Corporation to create a collaborative action plan in order to foster a competitive business climate”**

**Why this is important:** It establishes a shared vision and investment vehicle, creates the “game plan” and allocates resources.

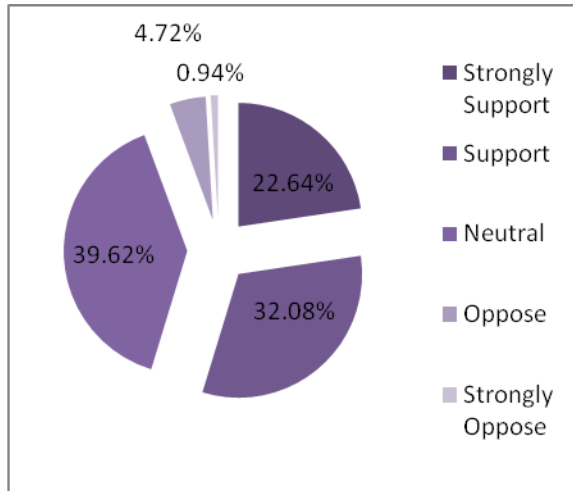
**Why now is the right time:** because we do not have a county-wide plan. It’s time for a bridge to be built from past to future.

**Possible resources/ leaders will come from:** Business, government, educational institutions and community (especially neighborhood associations). (build on existing initiatives like EDC).

**Why public support is likely to be high:** Plan will be built on human capital and community interest and support.

**The barriers that need to be overcome are:** Perceived Geographical barriers, unfriendly government regulations to new business creation, leadership.

**How can we measure success in short term (1-2 years), mid-term (2-5 years) and/or long-term (5-10 years):** Plan will incorporate an action plan with measurables.



Response	Percent
Strongly Support	23%
Support	32%
Neutral	39%
Oppose	5%
Strongly Oppose	1%
Totals	100%

## Government & Community Collaboration

**“Create or identify a county-wide economic leadership council unifying government, community and business. Create a community Economic Enhancement Plan with two actionable initiatives.”**

**Why this is important:** This County needs a body to have ongoing initiative and focus around improvements to our community.

**Why now is the right time:** we need an economic catalyst.

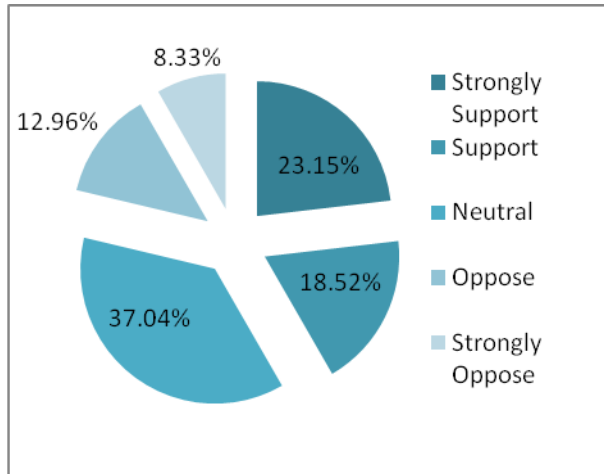
**Possible resources/ leaders will come from:** EDC, Chamber, CONA, CCNA, neighborhood associations, YPG, Cities and County Government, universities, schools, tourist development board, COBA

**Why public support is likely to be high:** Inclusiveness – everybody gets a seat at the table.

**The barriers that need to be overcome are:** politics, NIMBYism, Territorialism, Inertia, anti-business.

**How can we measure success in short term (1-2 years), mid-term (2-5 years) and/or long-term (5-10 years):** 1-2: Formation of council, identification of economic indicators and seeing improvement.

2-5: 50% of projects identified in plan implemented. Creation of X number of jobs that provide a living wage.



Response	Percent
Strongly Support	23%
Support	19%
Neutral	37%
Oppose	13%
Strongly Oppose	8%
Totals	100%

**“Full-out public-private support to bring an energy center to Sarasota County.”**

**Why this is important:**

New investment opportunities, New workforce, Reinforce local brand, Create and recruit highly educated and high paying jobs, Create a niche for local workforce to specialize

**Why now is the right time:**

Public awareness and support are high, Redevelop existing infrastructure and shift away from new development, Reinvest in existing neighborhoods.

**Possible resources/ leaders will come from:**

USF, New College, Ringling College, Florida House Institute, Seek international resources for resource and applications, Study projects in similar climates, Youth education and curriculum

**Why public support is likely to be high:** Consciousness is high, Addresses issues, Speaks to values of community to be on forefront.

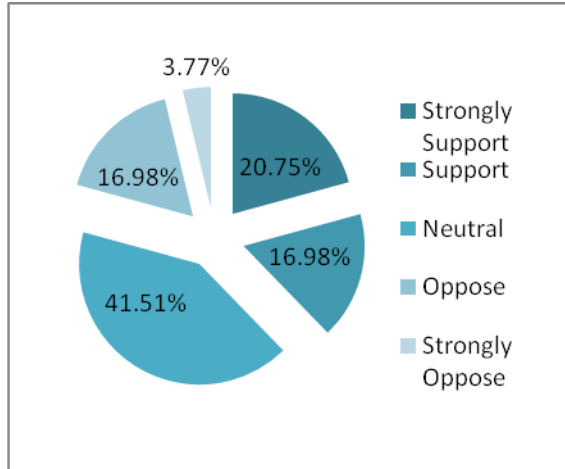
**The barriers that need to be overcome are:**

State budget, Number of existing and competing programs at universities, Current local fragmentation, Lack of trained professionals and labor.

**How can we measure success in short term (1-2 years), mid-term (2-5 years) and/or long-term (5-10 years):** 1-2: shared local vision, senate and house bill with funding, designation of site, identification of priorities and leaders

2-5: full funding, increased number of jobs

5-10: re-education, top-paying jobs created, full operation, improved environmental conditions, showcase.



Response	Percent
Strongly Support	21%
Support	17%
Neutral	41%
Oppose	17%
Strongly Oppose	4%
Totals	100%

**“Form a bright minds consortium to identify, attract, nurture and retrain/grow talent to foster collaborative efforts and develop initiatives.”**

**Why this is important:** Sustainable prosperity is vital to a thriving community.

**Why now is the right time:** In crisis, there is opportunity.

**Possible resources/ leaders will come from:**

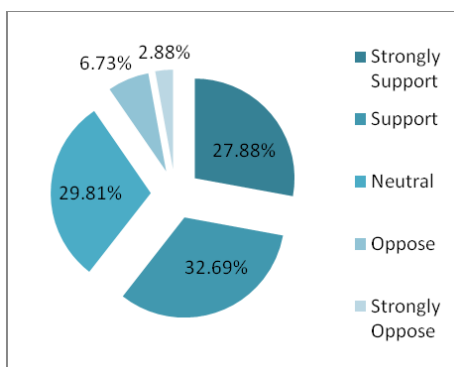
**Why public support is likely to be high:**

**The barriers that need to be overcome are:**

**How can we measure success in short term (1-2 years), mid-term (2-5 years) and/or long-term (5-10 years):** 1-2: Collaborative efforts (community/regional)

2-5: Education, income (top 20% of comparable counties)

5-10: Higher income, working age households increase in occupied high wage jobs.



Response	Percent
Strongly Support	28%
Support	32%

Neutral	30%
Oppose	7%
Strongly Oppose	3%
Totals	100%

## Business Support

**“Create capacity by building business incubators education for planning, data collection, assistance resources. Capitalize.”**

**Why this is important:** Diversify economic base and sustainable resources.

**Why now is the right time:** Current economic conditions demand action!!

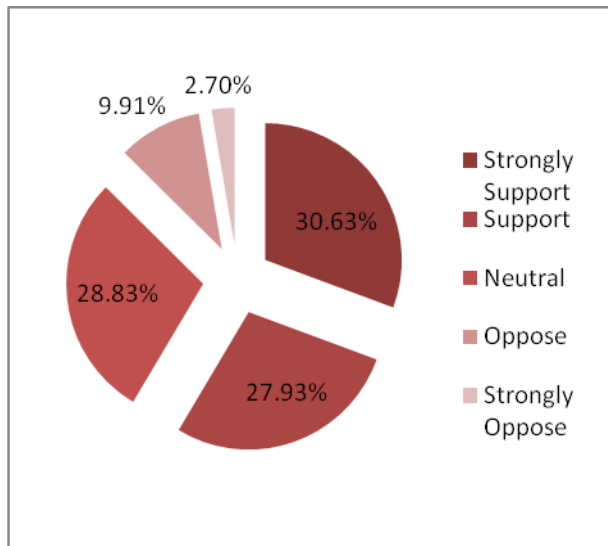
**Possible resources/ leaders will come from:** High net worth community as investment resources

**Why public support is likely to be high:** Public demands it

**The barriers that need to be overcome are:** Lack of a unified vision

**How can we measure success in short term (1-2 years), mid-term (2-5 years) and/or long-term (5-10 years):** Funded, additional jobs, sustained jobs.

Response	Percent
Strongly Support	30%
Support	28%
Neutral	29%
Oppose	10%
Strongly Oppose	3%
Totals	100%



## **“Building a community-wide consensus on a new, sustainable economic identity.”**

**Why this is important:** the foundation/base for everything else to happen. Produces clarity=focus.

**Why now is the right time:** We are at a crossroads. The edge of creating a New Future.

**Possible resources/ leaders will come from:** Multiple generations – experience that moves here. Government, business, chambers, EDC, education, SCORE, foundations, community associations, neighborhoods, arts

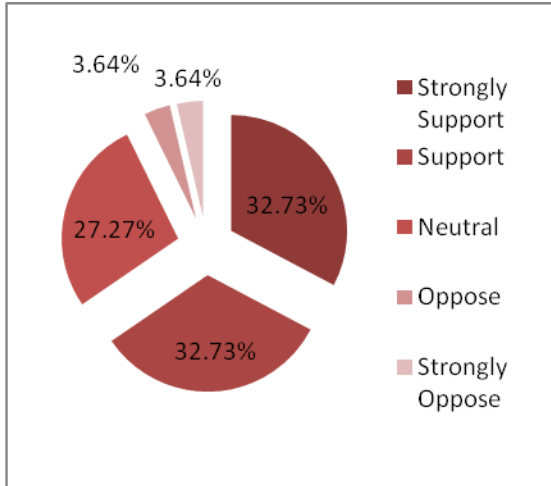
**Why public support is likely to be high:** the level of openness to new ideas and conversations, and wanting a unified identity and community pride.

**The barriers that need to be overcome are:** pulling geographic areas together, pulling multi-generations together, and creating the process and space for this to happen (different ways), resistance to change

**How can we measure success in short term (1-2 years), mid-term (2-5 years) and/or long-term (5-10 years):** 1-2: we are having conversations and the number and diversity of people participating.

2-5: we have a common vision/elevator speech

5-10: we are known outside of our community for the vision we have agreed upon.



Response	Percent
Strongly Support	33%
Support	33%
Neutral	27%
Oppose	3.5%
Strongly Oppose	3.5%
Totals	100%

## “Invest in creating a multi-generational community.”

**Why this is important:** Create a balance for economic vitality

**Why now is the right time:** we have to be proactive to define our destiny.

**Possible resources/ leaders will come from:** partnerships between government, business and the citizens.

**Why public support is likely to be high:** All inclusive.

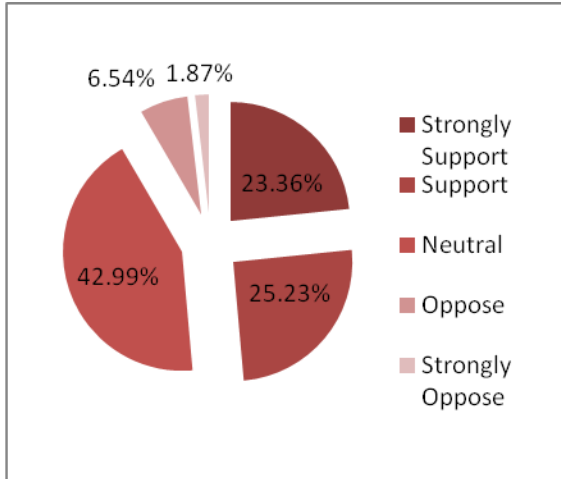
**The barriers that need to be overcome are:** understanding multi-generational difference.

**How can we measure success in short term (1-2 years), mid-term (2-5 years) and/or long-term (5-10 years):** 1-2: consensus and engagement

2-5: commitment and investment

5-10: demographics and economic vitality

Response	Percent
Strongly Support	23%
Support	25%
Neutral	43%
Oppose	7%
Strongly Oppose	2%



Oppose	
Totals	100%

## Appendix 3: Afternoon Presentations

### Government & Community Collaboration

Group 1 -

**Idea 1:** Develop a business plan to include venture capitalists, government chambers, our hidden talent, neighbors who can help with capital links. Involve the entire county community. Call it “Community enhancement Plan” CEP. Look at our assets; inventory our resources to empower the vision for the community. Facilitate meetings using someone like Battel County.

**Idea 2:** Redevelop ordinances and regulations county-wide to improve desirability and sustainability.

**Idea 3:** Have a summit with all of the YPG's. Find out what they are thinking and looking for. We need to be looking at "brain Drain," why are they leaving and/or what is making them stay. They are a dynamic economic engine.

**Idea 4:** government's role needs to facilitate who we want to be. No vision, leaders have abdicated. Where are incentives to say "Sarasota Means Business?"

### Group 2 -

**Idea 1:** Understanding the value of attracting and growing business through incentives and best practices.

**Idea 2:** Engaging the retirement community in sharing their talents not only with the business community but also with government.

**Idea 3:** Foster continuous community dialogue between the educational community, business and government.

**Idea 4:** Continue to encourage environmental preservation and sustainability by fostering reasonable growth and quality redevelopment through infrastructure enhancement.

### Group 3 -

**Idea 1:** Create climate infrastructure (including ultra-high speed internet access) to encourage university talent to stay. (develop jobs and internships) attract emerging technology companies

**Idea 2:** encourage businesses to become green through county certification. Encourage government, community education to anticipate, promote and implement green practices.

**Idea 3:** Educate community on value of business to enable availability of industrial lands and lessen process time.

**Idea 4:** Support existing initiatives (including Sarasota Tomorrow).

### Group 4 -

**Idea 1:** Create a shared vision for the county through a bottom-up process that builds trust and a common focus.

**Idea 2:** Identify and exploit our public and private assets, such as education, natural environment, arts and culture, capital (human and infrastructure).

**Idea 3:** Develop linkages between education and employment.

**Idea 4:** Build awareness through education and information that engages the community on the process of collaborative action.

Group 5 -

**Idea 1:** Full out Public-private support to bring an energy center to Sarasota County (3)

**Idea 2:** Sharing Public-private resources including – facilities, consultants, \$\$\$\$

**Idea 3:** Develop a shared community vision and identify key priorities. (2)

**Idea 4:** Identify leaders.

## Business Support

Group 1 -

**Idea 1:** Attract and keep young professionals

- Jobs that promote a healthy work/life balance
- Incentives for workforce innovation (e.g. flexible rules)
- Incentives for developing family support infrastructure

**Idea 2:** Connect local wealth with investment opportunities in local business

**Idea 3:** Multi-brand Sarasota County to reflect our aspirations as a “cool”, vibrant and multigenerational community

**Idea 4:** Promote collaboration with educational institutions and expand opportunities for graduate education (including distance learning).

Group 2 -

**Idea 1:** Create and build upon business opportunities that attract and retain innovative people such as technical, arts, telecommunication, scientific, research/think tank, energy, leisure.

**Idea 2:** Dynamic marketing of the community advantages to young professionals for recruitment

**Idea 3:** stronger liaison between government and small business so small businesses have a stronger voice in the community.

**Idea 4:** develop diverse entertainment activities specific to Sarasota's natural assets.

### Group 3 -

**Idea 1:** Business incubator without walls, including a clearing house/database to connect untapped resources, people and skills with opportunities.

**Idea 2:** Changing our attitude of economic culture/self image within region, then redefine how we market ourselves. (e.g. – are we a retirement community?)

**Idea 3:** Economic Gardening – growing existing businesses. Tier II 1-5 million

**Idea 4:** Build consensus on positive local economic issues and policies. Businesses, government, citizens and education.

### Group 4 -

**Idea 1:** Create a unified vision that reduces duplication and abandons silos. Emphasis on strong leadership and consensus building. Example – Sarasota Tomorrow “I’m in”

**Idea 2:** Attract young, smart people and HELP them STAY here. Promote affordable lifestyle, YPG, things of interest.

**Idea 3:** Business incentives such as offering county rebates to combat state taxes that are unfriendly to business. Focus on technical industries and IDA's

**Idea 4:** Create business capacity by building business incubators, education for planning, data collection assistance/resources. Capitalize on high share of high net worth citizens income and other sources to create entrepreneurial funding.

### Group 5 -

**Idea 1:** Increase state and local support to expand post-secondary educational opportunities.

**Idea 2:** Use our assets to seek and attract companies, partners and collaborators to create centers of excellence in areas such as sustainability, aging, hospitality and medical

**Idea 3:** strategically target scope of businesses and match the resources needed to sustain growth.

**Idea 4:** grow existing small businesses with use of organized and experienced/existing resources. i.e. retired CEO in residence as mentors.

## Business Climate

### Group 1 -

**Idea 1:** Foster competitive business climate for small businesses through a comprehensive collaborative effort and program to support incubation, growth and relocation. Include business, government, educational institutions and community. (Especially neighborhood associations) Build on existing initiatives like EDC. Financing is crucial.

**Idea 2:** become the silicon valley of the longevity revolution, focusing on our demographic assets and uniqueness for economic development. Example – developing geriatrics department at hospital.

**Idea 3:** “live first, work second”. Focus on amenities and issues that attract and retain 22-35 generation. Talk to YPG, e.g. noise ordinance.

**Idea 4:** Focus on critical infrastructure initiatives that are good opportunities for economic development. Example – Newtown (small business), fairgrounds, North Port.

### Group 2 -

**Idea 1:** identify all businesses in Sarasota County by using chamber, EDC, County or state resources, association. Categorize them relative to resources and impact. Distribute information.

**Idea 2:** Identify and define the “issues” and opportunities between “younger” and “older” generation to create a better environment for attracting each.

**Idea 3:** Attract “younger” generation and keep them here by using a combination of business and education and government working together on the information found in #2

**Idea 4:** Attract higher income “seniors” by identifying the resources and assets that are most applicable to them.

### Group 3 -

**Idea 1:** Encourage regulatory flexibility within government to enhance the growth, development and recruitment of businesses.

**Idea 2:** Elect political leadership with a pro-business attitude.

**Idea 3:** Diversify our economy by learning from the success of young start-up companies in manufacturing and technology.

**Idea 4:** Encourage a shift in local college curriculum from service to high tech.

#### Group 4 -

**Idea 1:** Strengthen “town to gown” dynamic by retaining, attracting and returning college graduates and fostering a willingness to train for the jobs of the future.

**Idea 2:** Improve image by dispelling stigmas (ex. – haven for geriatrics who are hostile toward youth), branding as a business-friendly Mecca with a strong work culture, creating an international business community with young professionals element to create business epicenter.

**Idea 3:** Develop/redevelop vibrant urban cores.

**Idea 4:** Provide enhanced business assistance through tools for small/new businesses, 1:1 coaching, improved systems (government/small business), available training in new media, and a pool of HR resources.

## Job Creation

#### Group 1 -

**Idea 1:** Create mechanism for innovative corporate retreats (e.g. culture, athletic, creative)

**Idea 2:** Introduce seniors to local areas of investment through a venture capital business incubator facilitated by USF.

**Idea 3:** Invest in 21<sup>st</sup> century infrastructure: high speed fiber and strategically located energy districts to support efficiency and attract high wage employers.

**Idea 4:** create economies of scale for solar, thermal heating for residential and commercial buildings throughout Sarasota County.

## Group 2 -

**Idea 1:** Perfect opportunity to increase employment and business development by creating a national mass transit system inspired by WPA. Includes SRQ, Regional, as well as national transit system.

**Idea 2:** Leverage experience and contacts of people who built their successful businesses, created their widgets, welcome venture capitalists, to reinvest in business and bring venture capital together.

**Idea 3:** Create an institute of active lifelong learning and working that offers guidance and opportunity and support for new and existing businesses and individual personal growth.

**Idea 4:** Create incentives to attract new and retain targeted businesses and industries through delayed payment period (impact fees, permitting). Example green business.

## Group 3 -

**Idea 1:** Make this an easy place to grow existing businesses, attract new business, and attract new residents by removing barriers and creating incentives.

**Idea 2:** Leverage our assets to foster a more diversified and creative economy.

**Idea 3:** Become a test market for products and services for seniors.

**Idea 4:** Create a more friendly environment for younger demographics including workforce housing and social interaction.

## Group 4 -

**Idea 1:** Grow local, go global – culinary assets, slow food movement, development projects, agriculture, travel, design/marketing sustainability, green jobs, employment opportunity, manufacturing, training/education, health/wellness, nutritionals, community garden, farmers market.

**Idea 2:** Bright minds – collaborative efforts “creating a brain trust”. Attracting and keeping talent. Partnerships: education, business, professional community, foundations, entrepreneurs, retirees, government, youth.

**Idea 3:** Re-packaging assets – quality of life, attract higher income, working age households in technology, creative class and sustainable industry. Health/wellness.

**Idea 4:** I3: incubator, incentives, infrastructure. Sustainable creative finance, flourishing business community, creative zoning, training, scholarships.

## Appendix 1: Participants in the ROLE Summit

Stephen Aiken	Kristin Joyce-Guy	Jeff Russell
Dr. Robert Anderson	Barbara Kaberna	Rick Sandler
Fredd Atkins	Ed Kaberna	Susan Scott
Joe Barbetta	Raymond Kaiser	Tracy Seider
Peter Bartolotta	Sarabeth Kalijian	Suzanne L. Seiter
Robert Bartolotta	Larry Kelleher	Rafa Selvas
Judy Bell	Kerry Kirschner	David Sessions
Danny Bilyeu	Kelly Kirschner	Jeffrey Seward
Del D. Borgsdorf	Sharon Joy Kleitsch	Ron Shapo
Todd Bowden	Chris Kohatsu	Ken Shelin
Terri Britton	John Krotec	Kathy Silverberg
David Bullock	Rob Lane	Daniel Smith
Lee Hayes Byron	Cathy Layton	Shannon Staub
Dorothy Carlin	Shawn Leins	Sam Stern
Grace Carlson	Rob Lewis	Stewart Sterns
Marguerite Chabau	Lisl Liang	Peter D. Straw
Richard Clapp	Arthur J. Mahoney	Robert S. Taylor
Casey Colburn	Carolyn J. Mason	Sonja Taylor
Theresa Connor	Jeff Maultsby	Maryann Terry
Thomas Cook	Beth Mayberry	Jon Thaxton
Jeanne Corcoran	Joan McGill	Larry Thompson
Kathleen Cornett	Bob Messick	Fred Tower, III
Will Cox	Brian R. Meurs	Jean Trammell
Suzanne Daigle	Jono Miller	Barry Tuchfeld
Janet Doherty	Susan Steele Miller	Vicki Vega
Rae Dowling	Melinda Mudge	Ernie Zavodnyik
Pat Driscoll	Wendy B Namack	
Charlie Fellmeth	Rich Odato	
Leann Fellmeth	Kathleen O'Leary	
Wendy Fishman	W. Terry Osborn	
C.J. Fishman	Lou Ann Palmer	
Sam George	Sarah H. Pappas	
Andrea Ginsky	Nora Patterson	
Nick Gladding	Steve Pfeiffer	
Cesar Gomez Gregov	Dave Pierce	
Carolyn Hattendorf	Karen Potts	
Jerilyn Hawthorne	Mark Pritchett	
John Heath	Tom Quale	
Melissa Henkel	Steve Queior	
Hugh Hicks	Kurt V. Rachwitz	
Kevin Hoffman	Michelle Raines	
Virginia Hunt	Karen Rangel	
Amy Ivory-Bishop	Bill Robey	
Paula James	Lyn Rogers	
Rex Joffe	Ann Roggero	
Roxanne	Nancy Roucher	



## Appendix 2: ROLE Support Staff

Each small group had two support people – a facilitator and a resource person. The role of the facilitator was to ensure that the conversation stayed on track and was productive. The role of the resource person was to provide information about the feasibility and originality of the group’s ideas.

### ROLE Resource People:

**Don Grimes**, University of Michigan

**Daisy Vulovich**, Manatee Community College

**Leslie Loveless**, Suncoast Workforce Board, Inc.

**Mireya Eavey**, Economic Development Corp.

**Ron Hamilton**

**Allan Lane**, City of North Port

**John Wettenhall**, Ringling Museum

**Pam Truitt**, Truitt Consulting

**Laurey Stryker**

**Vicki Vega**, Greater Sarasota Chamber of Commerce

**Anne Merrill**, AMDS, Inc.

**Kathy Baylis**, Economic Development Corp.

**Jim Bos**, MBJ Group

**Herb Waltzer**

**Ned Richardson**, Paul Lawrence Associates

**John Ryan**, Venice Chamber of Commerce

**Mindy Tew**, North Port Chamber of Commerce

**Jeff Maultsby**, Sarasota County Government

### ROLE Facilitators:

**Diane Andrews**, Economic Development Corp.

**David Brain**, New College of Florida

**Audrey Chestnut**, Sarasota County Government

**Michael Chork**, Diamond Vault

**Debbe Dart**, Dagdart Studios

**April Donor**, SCOPE

**Larry Face**, Next Level Achievement

**Nancy Feehan**

**Anne Ferrier**, Personal and Executive Coach

**Andrew Foley**, Sarasota News & Books

**Diane Freedland**, Van Wezel Foundation

**Suzanne Gregory**, SCOPE

**Darrell Huntley**

**Leona Kough**, Landmark Bank

**Andrea Kuenzig**, Sarasota County Government

**Stacey Laidlaw**, SCOPE

**Nicole Martin**, The Community Foundation of Sarasota County

**Crystal Pruitt**, Sarasota County Government

**Jon Radermacher**, Sarasota County Government

**Linda Spivey**