



**Citrus County**  
**Economic Development**  
**BUSINESS PLAN**

**FY 2019**

# Table of Contents

<b>Introduction &amp; Executive Summary</b> .....	3
<b>Beginnings of a Business Plan</b> .....	3
<b>Review of the Strategic Plan Process (STEP)</b> .....	3
<b>Vision Statement</b> .....	4
<b>Components of the Business Plan</b> .....	4
<b>Structure Overview</b> .....	4
<b>Other Local Partners</b> .....	4
<b>Regional Approach</b> .....	5
<b>State Partnership</b> .....	5
<b>Tools Overview</b> .....	5
<b>Incentives</b> .....	6
<b>Improvement of Business Climate</b> .....	6
<b>Business Retention Program</b> .....	6
<b>Business Recruitment Program</b> .....	7
<b>International Trade and Investment</b> .....	7
<b>Marketing Efforts</b> .....	7
<b>Website and Catalogue of Suitable Sites</b> .....	8
<b>Incubator/Accelerator</b> .....	8
<b>Product Overview</b> .....	8
<b>Suitable Land with Utilities &amp; Infrastructure</b> .....	8
<b>Quality of Life Issues</b> .....	9
<b>Workforce</b> .....	9
<b>Outcomes Overview</b> .....	9
<b>Performance Metrics &amp; Economic Indicators</b> .....	10
<b>Regulatory Review and Permitting</b> .....	11
<b>Organizational Capacity</b> .....	11
<b>Consensus and Community Support</b> .....	11
<b>Conclusion</b> .....	11
<b>Work Plan FY 2018/19</b> .....	12

## **Introduction & Executive Summary**

Stemming from a community-wide desire for a stronger economy, on June 25, 2018, the BOCC adopted the Citrus County Strategy Toward Economic Prosperity (STEP), with significant input and support from the business community and citizens. At that meeting, the Board also directed staff to develop this companion document (Citrus County Economic Development Business Plan) for transfiguring the Strategic Plan concepts into pragmatic tactics for implementing the community's goals. In turn, the Business Plan forms a policy basis for communicating a straightforward and transparent approach for Citrus County's Economic Development efforts moving forward. A clear understanding how the County will work to grow its economy, builds confidence in Citrus County's future among potential business investors and stakeholders alike. This Business Plan implements the Strategic Plan in four ways: First, by recommending the County's Economic Development STRUCTURE, be modeled as a public private partnership with the Citrus County Chamber of Commerce, augmented by the Economic Development Authority. Second, gives consideration for the TOOLS listed herein as necessary to be successful. Third, outlines a commitment for PRODUCT ENHANCEMENT to include the promotion of suitable sites with infrastructure that are attractive to business prospects while boosting the QUALITY of LIFE for all citizens to enjoy. Finally, identifying OUTCOMES to benchmark our progress and match stakeholders expectations for achieving the Community's vision formed in the Strategic Plan. Adopting this Business Plan channels our efforts toward impactful achievements, while projecting a positive image to our prospective target businesses and laying the groundwork for economic development success.

## **Beginnings of a Business Plan**

### **Review of the Strategic Plan Process (STEP)**

In 2018, Citrus County leveraged a grant from the state Department of Economic Opportunity (DEO), to conduct a target industry analysis, including citizen input for a SWOT analysis and a report establishing goals, with the assistance of the Tampa Bay Regional Planning Council. A primary purpose was to develop agreement among the community for identifying the highest priority industries ("target industries") that the County should pursue in developing its economy. The results were the Strategy Toward Economic Progress (STEP), synthesizing the economic base analysis, citizen input and SWOT assessment regarding the economic characteristics of the community, into a consensus to guide economic development forward in Citrus County. The analysis shows that Citrus County's best economic development strategies will be to focus on healthcare and tourism; expand its business support cluster including administrative services and management of companies and diversify into; light manufacturing; wholesale trade and transportation logistics; as well as information, professional and technical services. The workshops conducted by Citrus County were successful in framing the public consensus about the

County's economic development path going forward and the adoption of the following Vision Statement.

### **Vision Statement**

"To nurture a desirable community that balances a welcoming business and job creating climate with environmentally sustainable growth and prosperity while preserving its core values, traditions of family stability, and stewardship of the natural habitat, for the benefit of Citrus County citizens of all ages."

## **Components of the Business Plan**

### **Structure Overview**

Many successful economic development organizations in our nation feature a public private partnership to leverage a division of labor along function lines for its inherent advantages of efficiency and effectiveness. For these reasons, staff recommends that the Citrus County Economic Development effort adopt a public private partnership structure between the County and the Citrus County Chamber of Commerce. The Chamber's historic tradition and standing in the community, provide unique qualification for this role. Community trust is evident and has been earned, through the Chamber's inclusion of other community agencies as it initiated the currently active Citrus Business Alliance for economic development. Moving forward as a partner, the Chamber's institutional capacity to incorporate the Citrus Business Alliance as a service arm or subcommittee will broaden the community and business sector's representation in our efforts. The Economic Development Authority can play a role with advocacy and regional assistance when requested. This proposed structure is believed to be well suited for continuation of the development stage of the community's economic development efforts as informed by the existing strategy and this business plan. Other important organizational relationships are also essential and must be maintained and preserved at the local, regional, and state levels, and are described below.

### **Other Local Partners**

Our local partnerships will focus on including the Economic Development Authority of Citrus County (EDACC), Citrus County SCORE, Citrus School District's Withlacoochee Tech, and the Lecanto campuses of the College of Central Florida, and the Citrus Levy Marion Career Source agency. Collaborating with these groups brings additional resources to bear, but also helps transmit an assurance of a seamless welcome from the community to target prospects. The benefits of those positive impressions can boost the image of competency and predictability, building an image for Citrus County that is distinct from its competition. In sum, a strong network of local partnerships are important for coalescing local efforts in a unified strategy built

around community consensus, demonstrating to our business attraction prospects that Citrus County has a business-friendly environment that reflects public/private cooperation.

### **Regional Approach**

The office is in discussions with the existing 501(c)(3) local organization of the Economic Development Authority of Citrus County (EDACC) to assist our efforts in working to collaborate with our neighboring counties. An EDACC effort to promote the Nature Coast regional brand will provide a forum to discuss inter local concerns, marketing advantages and a superior level of advocacy at the state level. Bringing economic development to the whole county, Citrus County Economic Development also collaborates with the Cities of Inverness and Crystal River to promote countywide economic development through support and cooperative efforts.

Another important relationship is collaborating with our regional partners for workforce development. The Career Source: Citrus Levy Marion organization, our community's source of Federal workforce innovation dollars, and part of the Department of Economic Opportunity, operates the Citrus Workforce Center in Lecanto and offers employment services, labor recruitment and training programs specifically designed to assist economic development efforts.

### **State Partnership**

It is vitally important for the Office to develop and maintain solid relationships with the State of Florida economic development partners at Enterprise Florida Inc. and Department of Economic Opportunity. The Office works diligently to establish strong working relationships with key individuals in these agencies in efforts to maximize the effectiveness of local economic development efforts.

### **Tools Overview**

In order to ensure the Office's success, it is important to identify and develop tools to implement a course of action for economic development. In general, tools for consideration begin with 1) the recommendation to offer state and local financial incentives anchored by the State's Job Growth Grant Fund. 2) Providing regulatory and technical assistance needed for permitting. 3) Include cataloging and marketing suitable sites, 4) maximizing workforce tools and 5) effective marketing strategies for Economic Development. 6) Provide effective business recruitment and retention programs and 7) pursuing international trade opportunities while exploring the possibility of a technology incubator/accelerator.

In response to recent BOCC discussions regarding incentives, we are specifically recommending a workshop tentatively scheduled for 9:00 a.m., October 9, 2018 to weigh the costs and benefits of incentives to create jobs and stimulate capital investment. While it is apparent an in depth discussion of incentive as policy far exceeds the reasonable time limits set aside for this business plan discussion, the overarching policy principles are outlined briefly as follows.

## **Incentives**

Contingent upon BCC directives, financial incentives are common for economic development efforts and could boost Citrus County's competitiveness, helping to induce new business activity that can lift our economy to a higher level. A cautious approach to financial incentives is prudent, adhering to the community's standards of good public policy. The development of financially feasible, legally sound and publicly vetted economic development programs must follow a rigorous public policy test. Staff recommends the following suggested guidelines governing the use of incentives. This eligibility criteria and program design will ensure each project will:

- Constitute a clear public purpose as defined by state statute;
- Fully aligned with our STEP Strategic Plan objectives;
- Fulfill all legal standards sufficiently;
- Equitably applied across incorporated and unincorporated areas;
- Fiscally and financially feasible for the County;
- Restricted to performance based inducements to limit County's risk
- Measurable performance that secures accountability;
- Demonstrate a strong business case with adequate return on investment.

Holding within the above policy guidelines, the Office is recommending a Citrus County commitment to leveraging the State of Florida's financial incentive programs, including:

- Qualified Target Industry Tax Refund Program (QTI);
- Job Growth Grant Fund for Infrastructure;
- Brownfield Redevelopment Bonus;
- Economic Development Transportation Fund;
- Qualified Defense and Space Contractor Tax Refund Program;
- Other state-appropriated financial incentives.

## **Improvement of Business Climate**

The Office will continually work to improve Citrus County's business climate in several ways, including providing regulatory assistance and act as a sounding board for regulatory processes. Specifically, the Office will serve as a liaison for the business community by providing assistance to economic development projects in navigating the regulatory process. Regulatory review should be an on-going process, with an ultimate goal of improving Citrus County's competitiveness and overall business climate.

## **Business Retention Program**

In today's economic climate, Citrus County must be mindful of retaining solid performing companies and quality jobs in the community. The Office's work in conjunction with our partner the Citrus County Chamber of Commerce, to provide retention programs aimed at

assisting existing businesses and enabling them to grow and prosper. Activities will include monitoring business climate conditions, along with targeted business visitation aimed at identifying strengths and needs of local businesses, and other services with the goal in mind of protecting and promoting Citrus-based businesses. The business retention program will be a high priority in the Office's mission.

### **Business Recruitment Program**

A major tool for the Office to achieve its mission will be a successful business recruitment program. Working with the proposed partnerships at the local and regional level, as well as Enterprise Florida, the Office intends to recruit economic development projects to Citrus County through a combination of marketing, incentives, regulatory assistance, customer contacts, personal selling and other policies.

### **International Trade and Investment**

The Office will work to enhance international foreign-direct investment, particularly with companies in countries with mutual business interest identified by key stakeholders, while maintaining close relations with EFI's international efforts. The Office will also work with international site consultants, trade and investment groups who may be able to influence international companies to consider Citrus County as a location for their U.S. operations. Additionally, the Office will explore, intensify, and promote relationships with existing foreign related and/or owned firms in Citrus County.

### **Marketing Efforts**

The Office is in the process of engaging a Marketing/PR firm to update and pursue effective marketing approaches. These approaches will be undergirded by the Strategic Plan and include objectives such as: messaging to target market makers with internet advertising, collaborating with Regional and State economic development partners for attending conferences and trade shows; contacting site selection consultants and prospects; participating in professional and industry activities; and updating collateral materials and the Office website. These marketing tactics will convey key information about Citrus County's superior business climate and key tourism assets. Such marketing updates will contain information on the County's demographics, services, quality of life, low tax burden, suitable sites and other important business advantages. The Office will develop marketing products in coordination with partners to facilitate the above activities and include:

- Targeted Industry Internet Advertising
- Information sheets for prospective businesses
  - Outbound recruiting – Attraction, retention, expansion
  - Inbound assistance packets – Local
  - Electronic newsletter & social media
- Business resources for existing Citrus County businesses.

## **Website and Catalogue of Suitable Sites**

The Office will leverage a variety of resources, ranging from web-based online tools and site search capability, including significant exposure for the County while marketing and publicizing the availability of suitable sites in Citrus County for future economic development projects. A customer-friendly online sites search engine that will allow prospective businesses to identify available sites in real time from the website. In addition, the Office will program information regarding the State's new Opportunity Zones, and other locations suitable for redevelopment into the website.

- Updated website with features for purposes of:
  - Messaging & Branding – Citrus County's niche
  - Sites real time search to assist Site Selectors and Developers
  - Business intelligence (demographics, employment data, and economic indicators)
  - Demonstrating Citrus's competitive advantages.
  - Electronic newsletter & social media for internal and external audiences

## **Incubator/Accelerator**

The Office will collaborate with other community leaders and partners to explore and investigate the potential for a technology business incubator/accelerator to benefit technology development in Citrus County. The Office's mission will include assistance for early and start-up stage companies and collaborate in a creative environment of supporting assistance from staff and mentors. Plans for nurturing venture and angel capital will become an objective in support of new entrepreneurs.

## **Product Overview**

The Economic Development Business Plan includes objectives to enhance the attributes of the community to make it more attractive to prospects. Continued improvement on utility and transportation infrastructure, as well as leveraging Citrus's recent and anticipated gains in those areas will bolster the County's case for business investment. Ensuring a sufficient inventory of suitable land with adequate utilities is essential when competing for economic development projects. Working with local or state training and education providers to prepare an ample workforce is necessary for success in recruiting. Creating a sense of place, with strong health care, retail, restaurants, and recreational tourism opportunities will also be a long-term concern of the Plan. These efforts will include working to improve quality of life perceptions in the marketplace and a stronger image of Citrus as measured by popular media rankings and perspectives on community vitality and appeal.

## **Suitable Land with Utilities & Infrastructure**

The Office will be aggressive in encouraging the addition of developable sites matching the market's needs. That will include identifying sites with promise and actively working with property owners and developers to enhance their economic development potential, providing

inputs to aid in the comprehensive plan documents in support of an adequate inventory of suitable land for economic development. In addition, the Office will focus on recognizing and assisting in the planning for adequate public utilities, rail and transportation infrastructure to serve those sites. In addition to sufficient infrastructure and land or sites for traditional economic development, the Office will seek to enhance the expansion of natural gas, advanced electric power capacity and fiber optic broadband utilities for the specialized needs of our target industries.

### **Quality of Life Issues**

The Office will encourage better retail restaurant opportunities, especially those that will blend well with modern mixed-use development that can help attract knowledge workers. Advancing cultural and recreational opportunities through our marketing approaches will also be beneficial to prospects and citizens. The updates for the Office website and public relations efforts will key in on the factors that shape the “image of place” and relocation appeal as measured by popular media rankings and perspectives toward urban vitality and appeal. Improved wellness and growing the quality of available health care in Citrus County will be a focus moving economic development forward as well as making the County a more enviable community. Expanding the opportunities for high-end residential within waterfront communities and helping rural areas stay rural in the County will be promoted by the Office.

### **Workforce**

The Office will be working diligently with the CareerSource: Citrus, Levy, Marion Workforce Development Agency, the regional workforce and training providers that in addition supply us with adequate data on the workforce to demonstrate the supply of available labor to our prospects. In addition, the Office will strive to be a liaison between the business community, Withlacoochee Tech and College of Central Florida to support the specialized training curriculum they need. Availability of adequate workforce can affect almost every type of economic development project, and especially our identified target industries.

## **Outcomes Overview**

Finally, the Business Plan outlines specific outcomes that the Office hopes to achieve over the next several years and the economic indicators proposed to define success and measure progress. Such indicators include employment growth, net earnings, property tax value growth, unemployment rate, committed project announcements, and other such indicators. Additionally, the Business Plan outlines other outcomes including nurturing a business-friendly permitting process and regulatory environment, increasing organizational capacity, and achieving community support for our long-term goals. The Business Plan also includes a 2018/19 work plan that sets out the tasks and milestones for organizing these efforts over the next year.

## Performance Metrics & Economic Indicators

The Office will quantify inputs and measure its success based on several outcomes. It is critical to track quantifiable data for performance assessment. The Office report on progress of strategic goals and objectives that can be directly tied to performance metrics of both long-term growth and operational (service delivery) inputs and outputs. Long-term strategic measures will focus on employment growth, tax revenue growth, gross flow of earnings growth, unemployment rate, average wages and growth in sales tax and real property tax revenue. Operational work inputs and outputs include the number of contacts, actively managed projects, number and percentage of prospects making a commitment, average wage and job numbers of prospects committed and the percentage of total county job growth attributed to economic development activity. With input from the BOCC, the Office proposes realistic yet ambitious target levels of performance for FY2019 reported on a semi-annual basis in a dashboard summary format. The chart below is an example of the dashboard and FY2019 proposed metrics and targets.

County Macro Indicators 2019						
Indicator	Target Goal (Annual Average)	Annual Average Rank (FL Counties)	July 2018 Rank (FL Counties)	Actual Value in Previous Year Same Period	Actual Value/Rate in Current Period	Actual Value Rate of Change
Employment Change <sup>A</sup>	Improve 3 places in Florida Ranking	58	54	44,602	44,802	0.4%
Labor Force Change <sup>B</sup>	Improve 3 places in Florida Ranking	58	55	47,495	47,515	0.0%
Unemployment & Rate <sup>B</sup>	Improve 3 places in Florida Ranking	65	64	2,893	2,713/ 5.7%	-6.2%
Earnings CANS, Annual Change <sup>E</sup>	3% Over Prev. Year	N/A	N/A	\$1,845,830,000 (2015)	\$1,885,482,000 (2016)	2.15%
Sales Tax Revenue Change <sup>B</sup> (Year over Year)	3% Over Prev. Year	N/A	N/A	\$8,508,370	\$ 8,873,843 * *Projected	4.3% * *Projected
Gross County Product Change	2% Over Prev. Year	N/A	N/A	\$2,989,000,000 (2015)	\$2,945,000,000 (2016)	-1.47%
Real Property Tax Assessment Change <sup>C</sup>	2% Over Prev. Year	N/A	N/A	\$68,519,560	\$69,468,706	1.4%

### **Regulatory Review and Permitting**

Achieving a streamlined, business-friendly permitting process and regulatory environment is a qualitative measure of high importance to the County and the Office. This objective will focus on reducing permitting times, the number of compliance issues, and duplicative paperwork requirements. The Office will determine the effectiveness of this outcome by reviewing the pertinent data as well as interfacing with clients and prospects to determine the level of satisfaction with the County's efforts to expedite its regulatory and permitting processes.

### **Organizational Capacity**

Attaining a high degree of organizational capacity in terms of establishing processes and building a team of community partners remains a key output for FY2019. Moving forward, in addition to continuing existing functions, the Office will work to improve the organization's specialized capacity by exploring additional resources toward more business recruitment success. Prioritizing the Office activities, will be a constant challenge through FY2019 as the team of community partners structure is finalized and our economic development efforts are refined.

### **Consensus and Community Support**

An important gauge of the Office's general effectiveness will be the level of community support garnered. While this output is indirect and imprecise to measure, the Office strives to receive a high degree of community support by actively engaging a wide array of community stakeholders. The Office recognizes that community support is not an outcome that can ever be viewed as simply "complete," and will continue to work with community members to achieve support for economic development efforts.

## **Conclusion**

The Business Plan is a companion document to the Strategy Plan for transfiguring the Strategic Plan concepts into pragmatic tactics for implementing the community's goals. In turn, the Business Plan forms a policy basis for communicating a straightforward and transparent approach for Citrus County's Economic Development efforts moving forward. A clear understanding how the County will work to grow its economy, builds confidence in Citrus County's future among potential business investors and stakeholders alike. This Business Plan will guide the effective implementation of the Strategic Plan by providing a structure, list of tools for use, aspects for product enhancement and monitoring performance with outcomes. Adopting this Business Plan channels our efforts toward impactful achievements, while projecting a positive image to our prospective target businesses and laying the groundwork for economic development success in Citrus County.

## Work Plan FY 2018/19

Objectives	Outcome	Action Steps	Performance Indicator	Status
<p><b>1. Business Plan:</b> Create and receive BOCC approval of Office's FY 2018-19 Business Plan.</p>	<p>Identify guidelines and basic direction for Office to follow during FY thru 2018/2019</p>	<ol style="list-style-type: none"> <li>1. Present Business Plan to BOCC.</li> <li>2. Finalize BOCC input.</li> <li>3. Receive approval.</li> </ol>	<p>- BOCC approval</p>	<p>Schedule REVISIED to September</p>
<p><b>2. Economic Development Strategic Plan Refresh</b> to build on the good work done for economic development in past efforts.</p>	<p>An updated economic development strategic plan supported by data and quantitative analysis as well community inputs to guide the County with relevant strategies for its economic future.</p>	<ol style="list-style-type: none"> <li>1. Conduct industry base analysis, including SWOT</li> <li>2. Receive input from citizens, business and community leaders, elected leaders.</li> <li>3. Synthesize those inputs into a final report and seek BOCC approval.</li> </ol>	<p>- BOCC approval</p>	<p>Completed June 25, 2018</p>
<p><b>3. Inducements:</b> Plan and prepare Florida Job Growth Grant Fund requests tailored for the Citrus community. Propose local financial incentives</p>	<p>Increase Citrus's economic competitiveness.</p>	<ol style="list-style-type: none"> <li>1. Review priorities based on Strategic Plan.</li> <li>2. Develop proposals as attraction strategies for BOCC approval.</li> </ol>	<p>- BOCC approval</p>	<p>Submit to DEO by 4th Quarter Calendar 2018</p>
<p><b>4. Partnerships:</b> Foster partnerships at the local and regional level.</p>	<p>Streamline and improve economic development services and performance.</p>	<ol style="list-style-type: none"> <li>1. Meet with community and regional partners.</li> <li>2. Build consensus.</li> <li>3. Explore additional partnerships.</li> </ol>	<p>- Creation of formalized and informal partnerships with clearly understood responsibilities.</p>	<p>Ongoing</p>

Objectives	Outcome	Action Steps	Performance Indicator	Status
<p><b>5. Marketing:</b> Coordinate Office's marketing efforts and resources with partners.</p>	<p>Create easily identified and understandable materials promoting the County as a quality business destination.</p>	<p>1. Identify key marketing needs and resources needed.  2. Design marketing materials and website for style and content.</p>	<p>- Launch new branding, messaging marketing campaign &amp; new website.</p>	<p>Implement by 4<sup>th</sup> Quarter Calendar 2018</p>
<p><b>6. Available Sites:</b> Identify real estate sites suitable for targeted industry job creation projects.</p>	<p>Ensure sufficient suitable sites and land with adequate infrastructure and zoning is available when target industries prospect opportunities are presented.</p>	<p>1. Identify site characteristics that match needs of targeted industries revealed in strategic plan update.  2. Catalogue specific locations with correct zoning, infrastructure.</p>	<p>- Recognition from business community and site selectors.  - Participation from real estate community.</p>	<p>Immediate and ongoing</p>
<p><b>7. Recruitment Program:</b> Develop an active business recruitment program in conjunction with partners.</p>	<p>Attraction of new, expanding, and relocating business to Citrus County.</p>	<p>1. Review Citrus's key business advantages based on Strategic Plan Update.  2. Align our recruitment programs with industry best practices.  3. Build relationships with site selector community.  4. Collaborate recruitment with all levels of partners.</p>	<p>- Recognition of program by business community and site selectors.  - Contacts with business community.  - Respond to all appropriate EFI project referrals.  - Number of successfully committed projects.</p>	<p>Immediate and ongoing</p>

Objectives	Outcome	Action Steps	Performance Indicator	Status
<p><b>8. Retention Program:</b> Explore the resources needed to effect a program with outreach by volunteers to assist existing business growth and retain jobs.</p>	<p>Prevent county job losses and relocations and encourage organic business growth within Citrus.</p>	<ol style="list-style-type: none"> <li>1. Leverage SBDC, and other state small business resources.</li> <li>2. Explore partner options and use of volunteer for outreach opportunities.</li> <li>3. Execute retention program.</li> </ol>	<ul style="list-style-type: none"> <li>- Growth of locally-based businesses.</li> <li>- Retention of local jobs.</li> <li>- Knowledge of local business climate.</li> </ul>	<p>3rd Quarter Calendar 2018</p>
<p><b>9. Redevelopment:</b> Explore opportunities to encourage repurposing and reuse of declining properties and distress communities in Citrus County.</p>	<p>Positively influence redevelopment and reinvestment to promote job creation, capital investment growth, and better quality of place.</p>	<ol style="list-style-type: none"> <li>1. Seek effective and established best practices..</li> <li>2. Identify preferred options.</li> <li>3. Assess resources required.</li> <li>4. Put forward options.</li> </ol>	<ul style="list-style-type: none"> <li>- Recognition from business community and site selectors.</li> <li>- Participation from investors and real estate community.</li> </ul>	<p>1st Quarter Calendar 2019</p>
<p><b>10. Business Climate:</b> Improve the county's business climate by focusing on streamlined regulatory processes, business assistance, and other services.</p>	<p>Project Citrus County as a quality destination for business.</p>	<ol style="list-style-type: none"> <li>1. Receive input from business and community leaders, and customers.</li> <li>2. Cultivate relationships with key county staff across various departments.</li> <li>3. Shepherd important projects by leveraging relationships.</li> </ol>	<ul style="list-style-type: none"> <li>- Positive Feedback from businesses and citizens.</li> <li>- Reduced time for regulatory approval.</li> <li>- Increased contacts/business interest in Citrus County.</li> </ul>	<p>Immediate and perpetual.</p>

