

**Hernando County Comprehensive Plan**  
**2040 PLAN**  
**Section A. Chapter 3.**  
**ECONOMIC DEVELOPMENT ELEMENT**

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**GOAL 3.01 – Workforce**

**Hernando County will support and implement programs, services, amenities and training opportunities that will attract a balanced workforce.**

**Objective 3.01A: The County will identify and implement land use, development, partnership and other initiatives to encourage a viable workforce supply for existing and targeted business sectors.**

**Strategy 3.01A(1):** The convenient and efficient movement of workers to and from job sites should be prioritized through a multi-modal transportation network that includes transit and pedestrian/bicycle improvements and enhancements, and, an efficient roadway network.

**Strategy 3.01A(2):** The County will consider land use policies to attract and retain a balanced workforce through:

- a. provision of affordable housing choices;
- b. provision of quality-of-life amenities;
- c. provision of a multi-modal transportation network;
- d. investment in quality education and job training.

**Strategy 3.01A(3):** The County will consider partnerships with the Hernando County School District, the Pasco Hernando State College and other viable entities to facilitate the development of workforce training programs.

**Strategy 3.01A(4):** The County will consider opportunities for training facilities, business incubators, and similar workforce advancement programs.

**Strategy 3.01A(5):** The County should identify university research initiatives that have potential for application in Hernando County.

**Strategy 3.01A(6):** Take steps to encourage and support training, internship and quality-of-life initiatives for workers in Hernando County's expanding medical industry.

**Strategy 3.01A(7):** The County will identify programs to partner with the business community to establish internships and apprenticeships.

**GOAL 3.02 – Infrastructure**

**Hernando County’s growth strategy supports economic development through a land use platform that promotes employment centers.**

**Objective 3.02A: Public investments in infrastructure should be aligned with economic growth strategies.**

**Strategy 3.02A(1):** The County will prioritize areas for infrastructure placement and may offer incentive programs for business location to these areas in the form of favorable fee structures, public-private partnerships, job creation incentives, business-ready sites, grants and other mechanisms for providing water, sewer, drainage and transportation.

**Strategy 3.02A(2):** The County should explore opportunities for broadband networks as a tool that can be used to attract and retain businesses, develop high-tech industries and expand the marketability of local businesses. In planning for broadband, the County will consider the following:

- a. Identify and coordinate long-term broadband needs for businesses, institutions and citizens including potential start-up users of new and expanded systems;
- b. Document current systems and work with broadband providers on ways to expand service and increase quality;
- c. Identify and implement land use and infrastructure initiatives that provide for site-oriented and center-oriented easements, equipment, and amenities to accommodate the envisioned broadband network;
- d. emphasize broadband network capabilities and future expansion both locally and regionally especially in the areas of education, economic development, transportation, and public safety;
- e. Seek funding to upgrade the County’s digital and broadband transmittal capabilities to enhance public participation, communication and business development.

**Business-Ready Sites**

**Objective 3.02B: Identify and implement mechanisms needed to create a site readiness program for appropriate locations throughout the County.**

**Strategy 3.02B(1):** The County growth strategy will identify appropriate locations for business-ready sites. Business-ready sites are generally oriented towards non-retail growth sectors and industries such as

professional, technical and industrial. They may be publicly or privately owned.

- Strategy 3.02B(2):** Business-ready sites identified through the program may be evaluated to plan for the following:
- a. infrastructure supply;
  - b. appropriate zoning and pre-approved plans;
  - c. site preparation, selective clearing, topography and drainage;
  - d. compatibility of the surrounding land uses.
  - e. opportunities to develop spec buildings based upon market absorption and need

- Strategy 3.02B(3):** Proposals for business-ready sites may include protective covenants or zoning conditions that protect the integrity of the location in accordance with its primary purpose or function in order to attract tenants. In this case, a planned development project process would be used to accommodate conditions for items such as:
- a. the needs of envisioned or desired businesses and industries;
  - b. building placement, design and/or materials;
  - c. site amenities themes and standards for signage, landscaping, storage, loading zones and other needs to make the site seamlessly functional for multiple businesses;
  - d. convenient, attractive and shared common features including employee parking, circulator transit, and break areas;
  - e. tenant assurances with respect to site management.

- Strategy 3.02B(4):** The County will consider the use of economic initiatives at existing centers including, but not limited to:
- a. I-75/SR-50 Planned Development District (PDD);
  - b. Airport PDD;
  - c. Brooksville Regional Medical Center PDD;
  - d. Quarry Preserve PDD business park center;
  - e. World Woods PDD resort and tourism focus;
  - f. South Brooksville PDD and Enterprise Zone;
  - g. Industrial future land use area and rail line access near U.S. Highway 301.

## **Agriculture and Fishing**

- Objective 3.02C:** **Agriculture and commercial fishing are recognized as important primary economic generators that are part of Hernando County’s cultural heritage. Promotion of local agricultural and fishing pursuits and products should be prioritized.**

**Strategy 3.02C(1):** Continue to monitor agricultural trends via the USDA Census of Agriculture, the Hernando County Extension Office and other means to monitor the emergence of specialty crops and any related emerging businesses such as local-products preparation and marketing.

**Strategy 3.02C(2):** Maintain, promote and expand agricultural education classes at the County extension office.

**GOAL 3.03 – Tourism**

**The County should support and expand its tourism industry by capitalizing on its natural, environmental and recreational identity and assets.**

**Objective 3.03A: The County will utilize a Tourism Department and advisory board charged with tourism development.**

**Strategy 3.03A(1):** The Tourism Department should identify, create, support and enhance activities, consistent with community assets and character, that increase visitation and economic impact for Hernando County.

**Strategy 3.03A(2):** Tourism development initiatives should be coordinated with other county departments such as Business Development, Parks and Recreation, and the Brooksville-Tampa Bay Regional Airport, to identify opportunities for collaboration.

**Strategy 3.03A(3):** The County should adopt and maintain a strategic plan for tourism development.

**Tourism and Cultural Amenities**

**Objective 3.03B: The County should take advantage of its natural environment to build and maintain high quality recreational, rural and wild lands amenities that will attract a balanced workforce, and promote compatible eco-tourism and agritourism.**

**Strategy 3.03B(1):** The County should explore opportunities for major recreational facilities as part of the parks system that capitalize on public-private partnerships and other opportunities.

**Strategy 3.03B(2):** Hernando County's rural countryside and wild lands are important assets that support ecotourism. Land use standards should ensure that environmental assets are protected while accommodating tourism uses such as:

- a. recreational pursuits enhanced by the Brooksville Ridge topography such as endurance races, ultra-marathons, mud runs, mountain biking and street bike racing;
- b. water-oriented recreation at coastal and appropriate lake locations including fishing, boating, and paddling sports;
- c. promotion of existing golf-courses including conversion to and marketing of eco-friendly best management practices standards;
- d. hunting, camping and trails networks afforded by wild lands connections within and outside the County;
- e. festivals and events that promote local and unique recreation, wildlife, and agricultural products;

- f. uses that promote agritourism, ecotourism and aquaculture in appropriate locations.

**Strategy 3.03B(3):** The County should support culture, history and the arts in the community.

**Strategy 3.03B(4):** Public amenities and spaces should include art and cultural aspects.

**Strategy 3.03B(5):** Land use decisions will be prioritized to support the County’s ecotourism goals and strategies.



**GOAL 3.04 – Economic Development  
Maintain a County Economic Development Program.****Office of Business Development**

**Objective 3.04A:**     **The County will maintain an Office of Business Development charged with planning and implementing economic development programs.**

**Strategy 3.04A(1):**    Ensure coordination of Comprehensive Plan strategies, land use decisions and infrastructure priorities with economic development priorities and strategies of the Office of Business Development.

**Strategy 3.04A(2):**    Establish an efficient permitting response program comprised of the regulatory departments to facilitate and streamline permitting for economic development projects.

**Strategy 3.04A(3):**    The County should adopt and maintain a strategic plan for economic development initiatives and priorities.

**Strategy 3.04A(4):**    Coordinate local economic development initiatives with regional marketing programs and State strategies for the expansion, retention and recruitment of business opportunities.

**Strategy 3.04A(5):**    Ensure that economic development strategies and initiatives include a program for business retention and expansion.

**Strategy 3.04A(6):**    Ensure that economic development strategies and initiatives include an incentive program for job creation, job retention, infrastructure investment, impact fee abatement, site development and land.

**Strategy 3.04A(7):**    Ensure that economic development strategies and initiatives include the promotion of opportunities at the Brooksville-Tampa Bay Regional Airport.