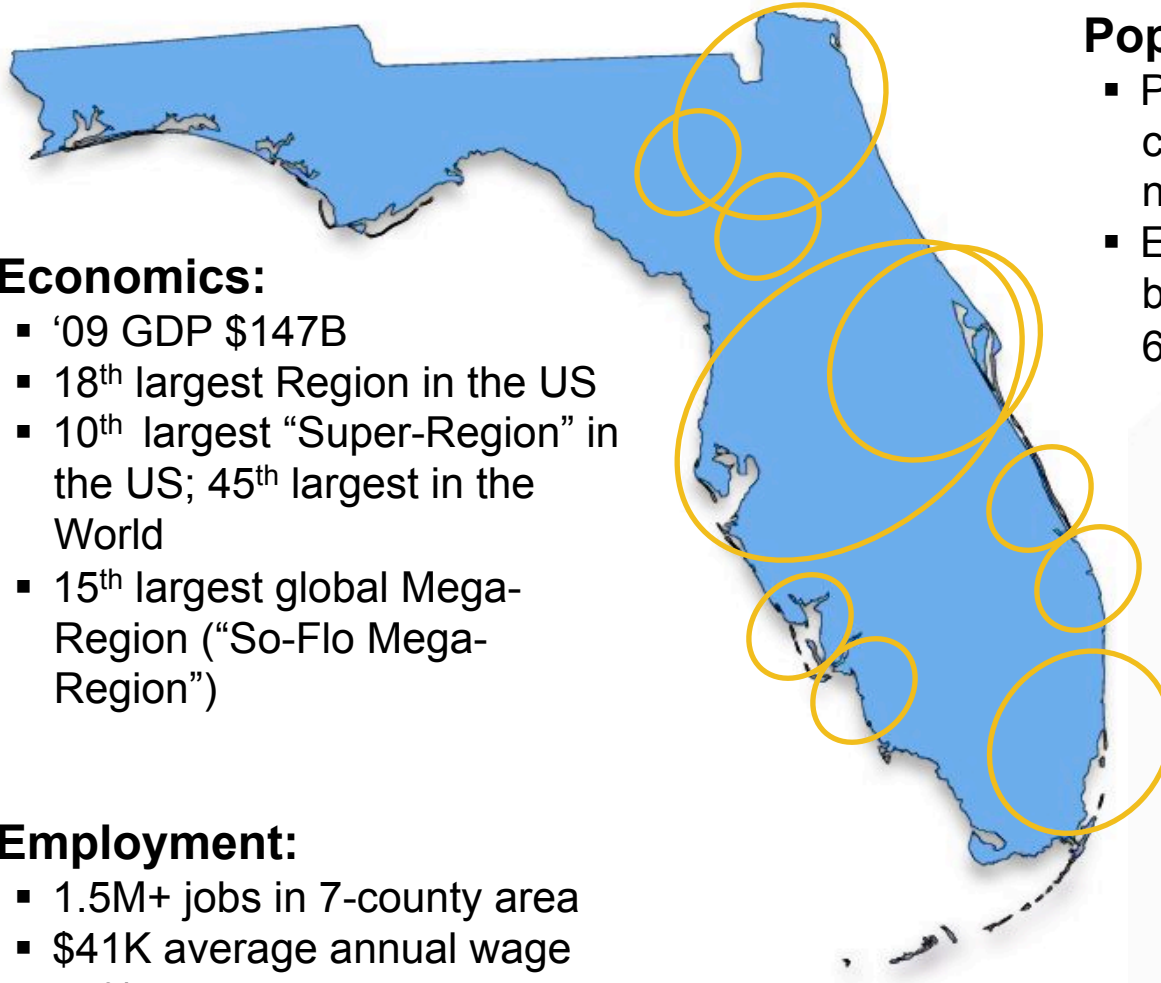# How to Build a Successful Coalition

Presented at:

New Partnership for Smart Growth Conference

Presented by:

Katie Ozdemir

Project Manager, *myregion.org*

February 4, 2011

myregion.org

CONNECTING OUR COMMUNITIES

Central Florida

Economics:
- '09 GDP $147B
- 18th largest Region in the US
- 10th largest "Super-Region" in the US; 45th largest in the World
- 15th largest global Mega-Region ("So-Flo Mega-Region")

Employment:
- 1.5M+ jobs in 7-county area
- $41K average annual wage
- 12% unemployment

Population:
- Population in "core" 7 counties (86 cities) nearly 3.7M
- Expected to grow 91% by 2050, reaching 6.7M

Demographics

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Background:

- **Started in 1999 to encourage Regional Collaboration**

- **Phase I began as a partnership between Orlando, Inc. and the East Central Florida Regional Planning Council**

- **Initial arganizational structure was a board of 100 public, private and civic leaders**

- **Goal was to get people thinking about regional collaboration**

Background

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Structuring for Regional Success

Regional Boards
of Advisors
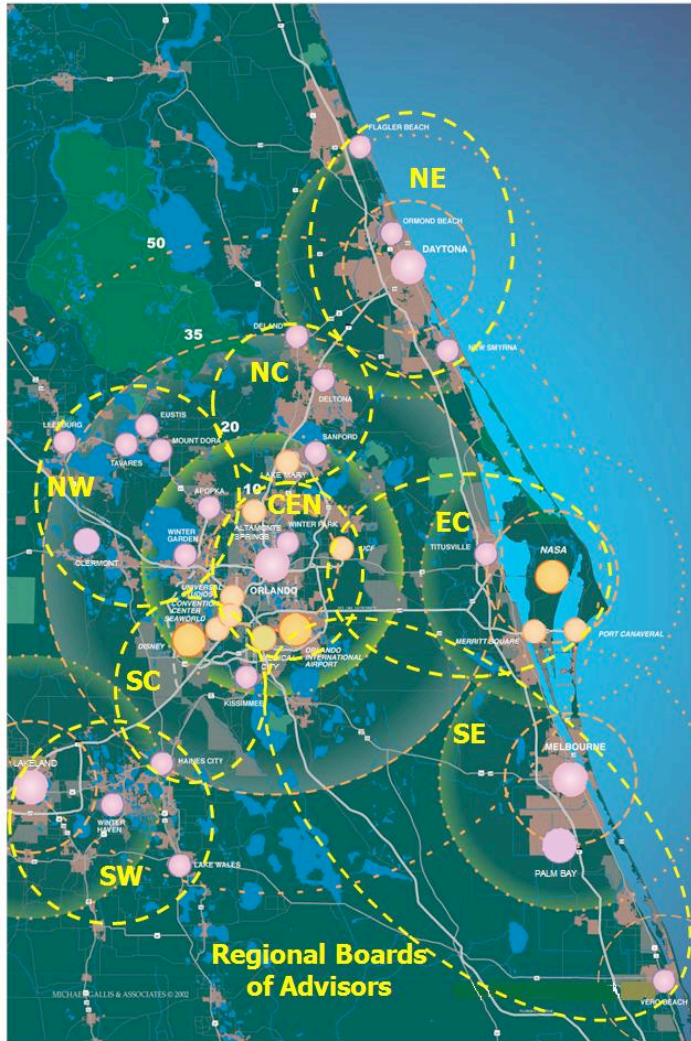
Focus on County Boundaries
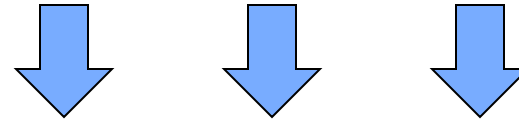
Focus on Economic Centers

New Organizational Structure:

- 8 Regional Boards of Advisors
- RBA Members selected from each multi-county/jurisdictional economic center
- De-centralized Organization
- Each RBA aligned with a business-led organization in the economic center

New Structure

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Project: The New Regional Agenda

THE NEW REGIONAL AGENDA

CENTRAL FLORIDA

Published: 2003

Investment: $3M

Project Partners:

- **East Central Florida Regional Planning Council**
- **Orlando, Inc.**

Key Outcomes:

- **Economic Leadership**
- **Education**
- **Environment**
- **Fragmentation**
- **Quality of Life**
- **Smart, Quality Growth**

Regional Agenda

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Project: How Shall We Grow?

How Shall We Grow?

A Shared Vision for Central Florida

Created to help our region continue to be a great place to live, learn, work and play
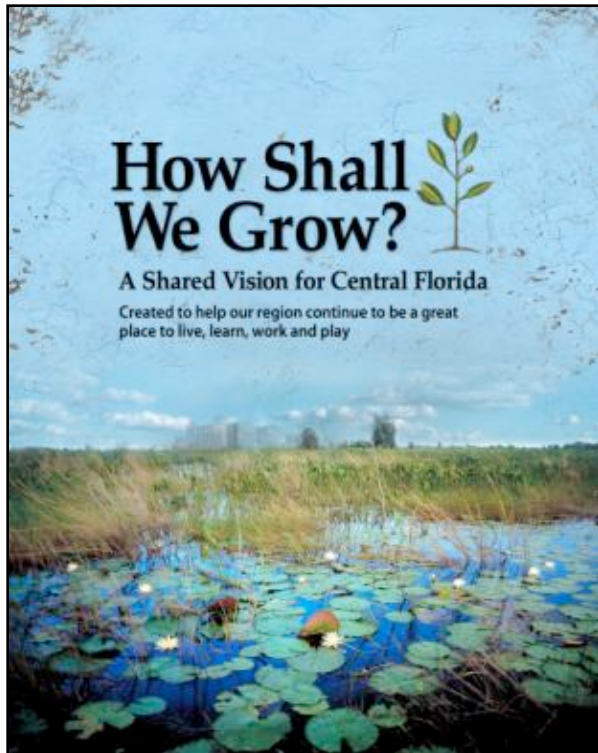
Published: 2007
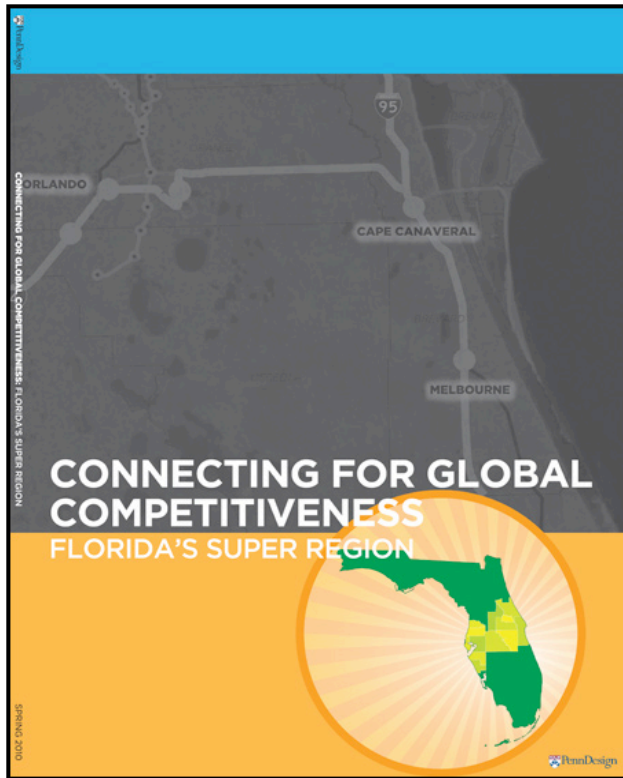
Investment: $850K

Project Partners:

- Department of Community Affairs
- MPO Alliance
- East Central Florida Regional Planning Council
- Central Florida Regional Planning Council
- Orlando, Inc.

Key Outcomes:

- 20,000 citizens engaged
- Developed regional growth vision for 2050
- 70% of local governments adopted comprehensive plans
- ECFRPC & MPO Alliance changed long range plans

HSWG?

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Project: Connecting for Global Competitiveness

Published: 2010

Investment: $300K

Project Partners:

- **Tampa Bay Partnership**
- **Central Florida Partnership**
- **Florida High Tech Corridor Council**
- **WORKFORCE CENTRAL FLORIDA**
- **University of Central Florida**

Key Outcomes:

- **Research completed**
- **Action planning in progress**
- **Over 4,000 people engaged in research and education**
- **Prepared us for HSR award**

CFGC: Florida's Super Region

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Building a Successful Coalition

Common Themes:

- Vested self-interest
- Time, talent and/or treasure to commit
- Champions dedicated to new thinking
- Public, private and civic participation
- Structure that facilitates percolation
- Fact based research

Variables:

- Collaboratives
- Investment strategies
- Size

Key Message Points

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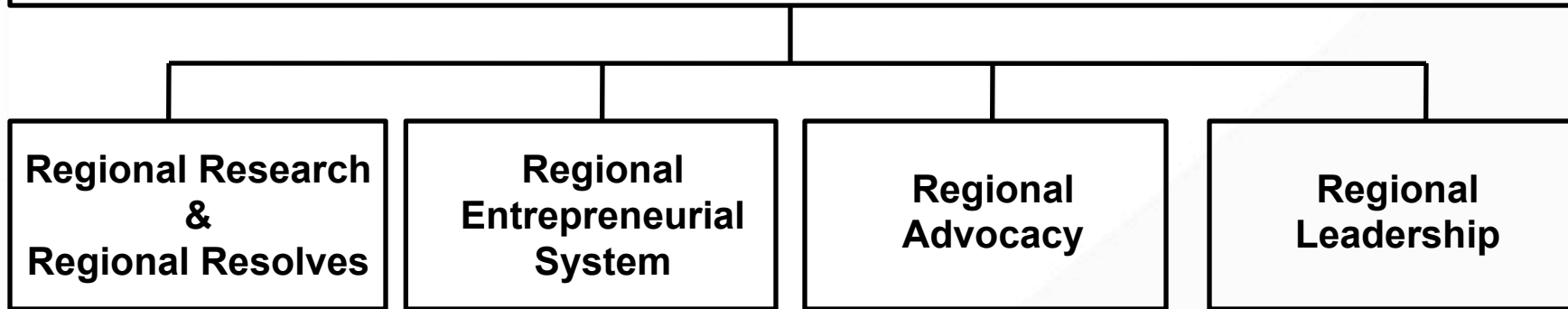
February 4, 2011

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CONNECTING OUR COMMUNITIES

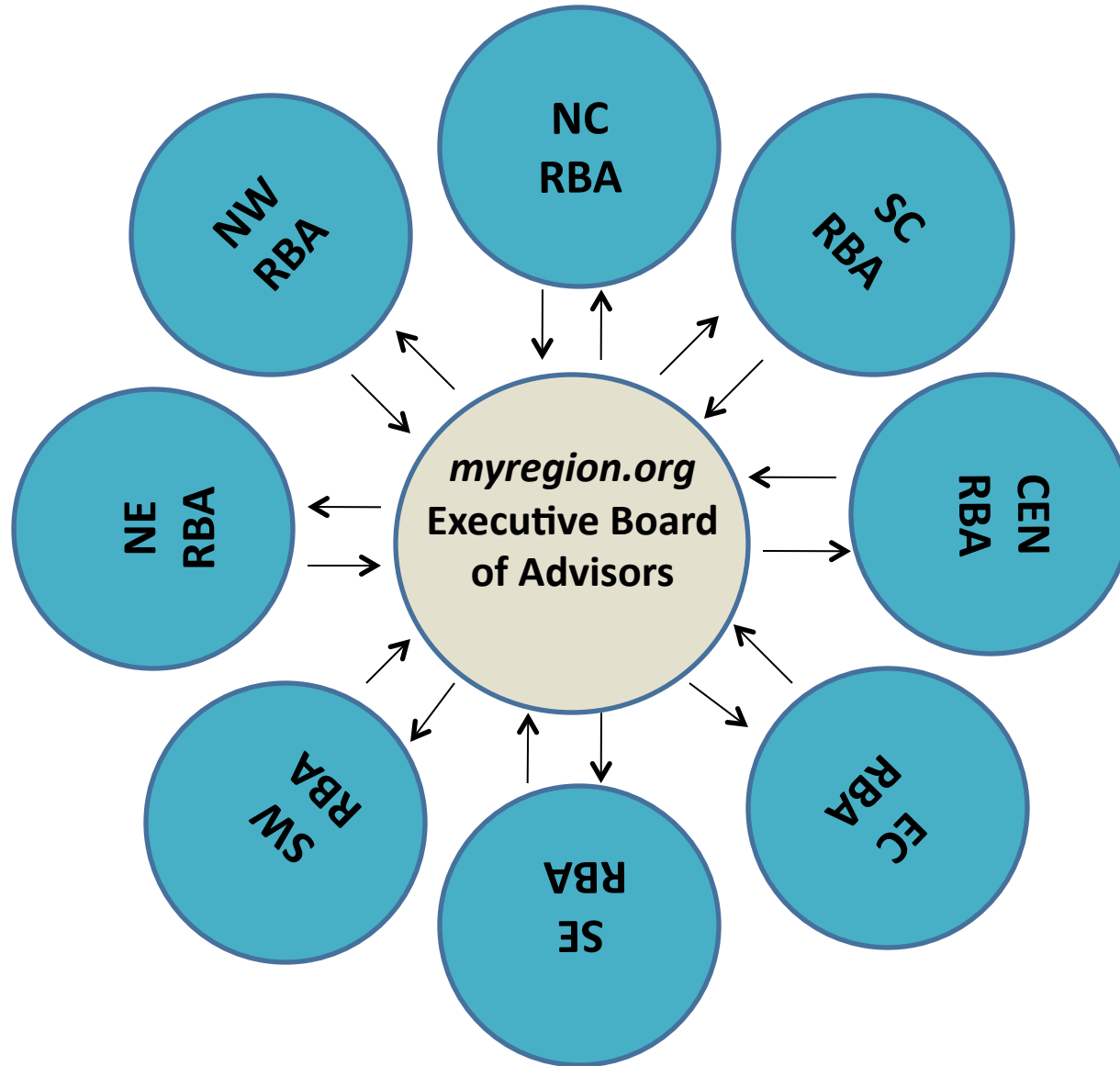# How to Build a Successful Coalition

Appendix

Central Florida Partnership

*A regional partnership where leaders are in
the best position to collaborate and take decisive action
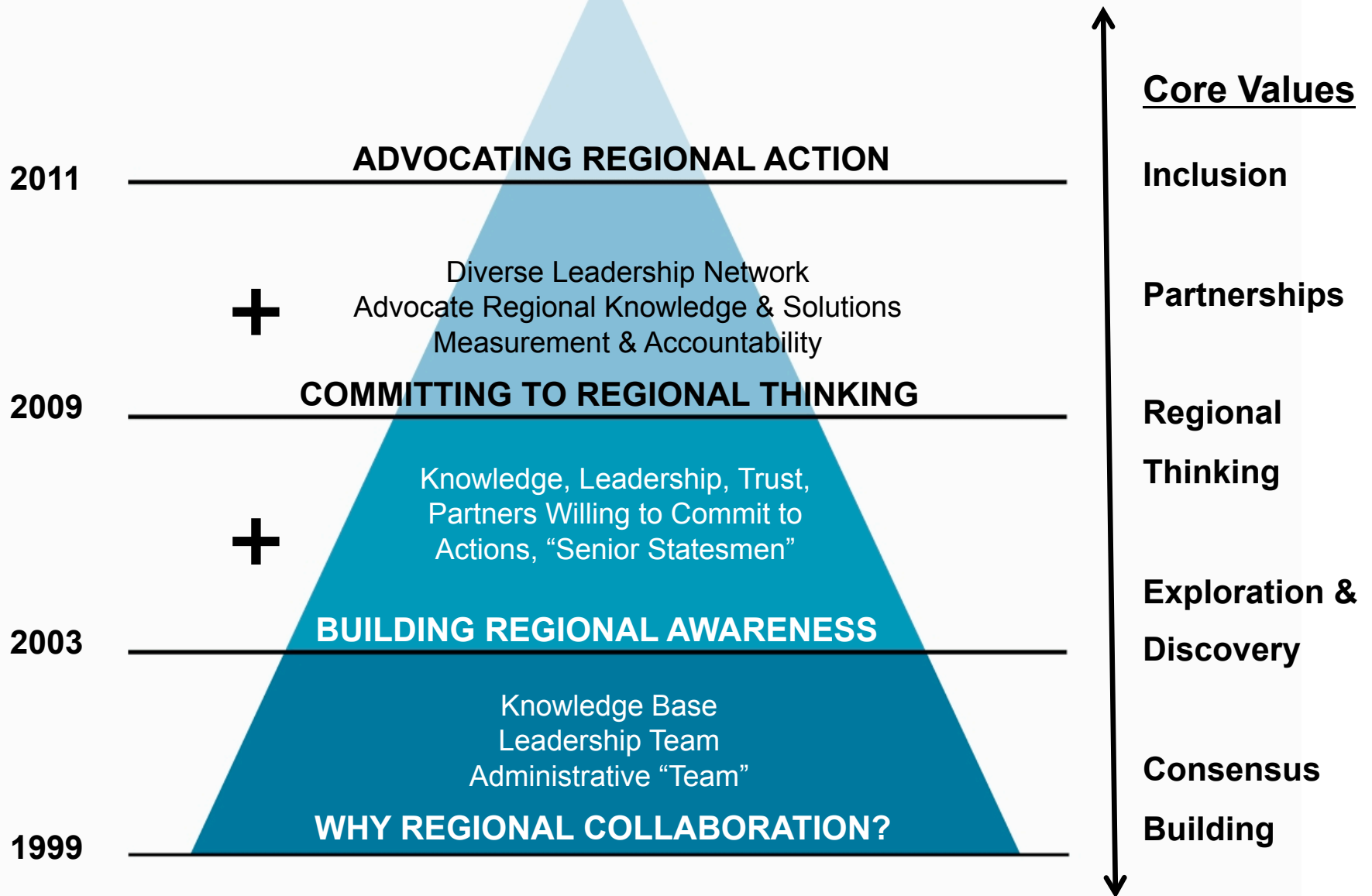to advance prosperity and quality of life*

Regional Research & Regional Resolves	Regional Entrepreneurial System	Regional Advocacy	Regional Leadership

Structure

myregion.org Leadership Team

- NC RBA
- NW RBA
- SC RBA
- NE RBA
- *myregion.org* Executive Board of Advisors
- CEN RBA
- SW RBA
- SE RBA
- EC RBA

Evolution of *myregion.org*

Mission: Connecting Our Communities by building regional solutions

Core Values

2011 ——————— **ADVOCATING REGIONAL ACTION** ———————

Inclusion

+ Diverse Leadership Network
Advocate Regional Knowledge & Solutions
Measurement & Accountability

Partnerships

2009 ——————— **COMMITTING TO REGIONAL THINKING** ———————

Regional
Thinking

+ Knowledge, Leadership, Trust,
Partners Willing to Commit to
Actions, "Senior Statesmen"

Exploration &
Discovery

2003 ——————— **BUILDING REGIONAL AWARENESS** ———————

Knowledge Base
Leadership Team
Administrative "Team"

Consensus
Building

1999 ——————— **WHY REGIONAL COLLABORATION?** ———————

Regional Implementation
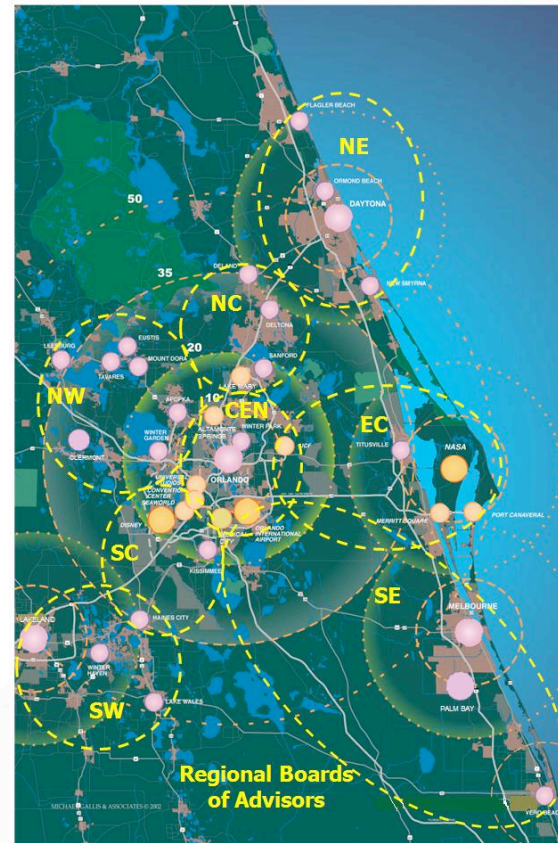### 2005-2007
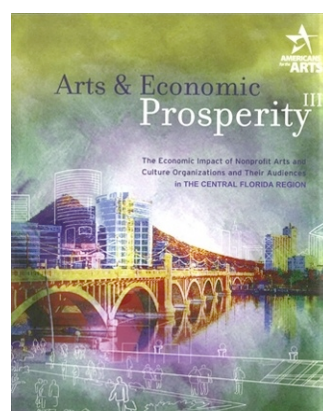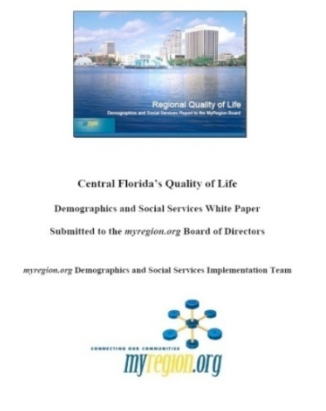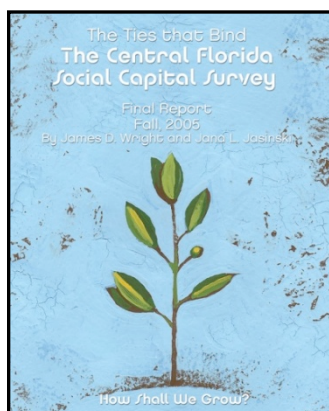
Why These Economic Centers?

- Link population and job centers
- Connect areas that have economic similarities
- Move beyond traditional thinking based on city or county boundaries

Multi-Dimensional Cities
(Over 10,000 in population)

Multi-Dimensional Cities
and/or Economic Centers

Economic Centers

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2003 Regional Resolves

Regional leaders committed to:

1. Regional Leadership
2. Research Corridor
3. Regional Transportation Organization
4. Environmental Assets
5. Regional Economic Development
6. Regional Concurrency Standards
7. Educational Excellence
8. Regional Access
9. Public Safety
10. Regional Brand

Regional Resolves

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"The "So-Flo Megaregion" stretches from Tampa Bay to Orlando to Miami and Jacksonville and is made up of 15.1 million people with a collective economic output of over $430 billion."

The Emerging Megaregions

Cascadia

Northern California

Front Range

Southern California

Arizona Sun Corridor

Texas Triangle

Gulf Coast

Great Lakes

Northeast

Piedmont Atlantic

Florida

Metro Area Population
150,000 to 1 million — 6 million +
1 to 3 million — 3 to 6 million

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