



**CITY OF WINTER SPRINGS**  
Incorporated 1899  
FLORIDA

**OVIEDO FLORIDA**  
INC. 1985

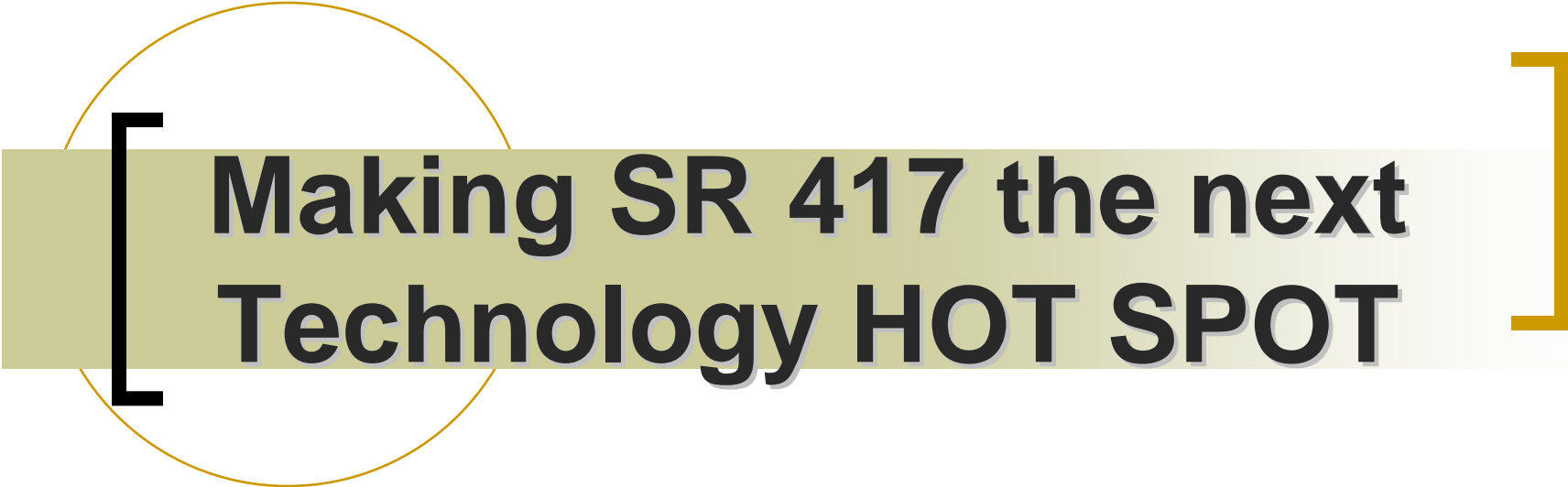
# Winter Springs - Oviedo Economic Development Initiatives

February 18, 2010 *Lake Jesup*

SR 434  
Interchange

Red Bug Lake Rd.  
Interchange

**Oviedo~Winter Springs**  
REGIONAL CHAMBER OF COMMERCE  
*bringing out the best in business*



**Making SR 417 the next  
Technology HOT SPOT**

# [ Twin-Cities Objectives ]

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- Capitalize on Regional Assets
- Diversify Local Economies
- Create Job Opportunities
- Support Local Businesses

# [ Today's Presentation ]

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1. Accomplishments to Date
2. Works in Process
3. Creating Job Opportunities
4. Supporting Local Businesses

# **Accomplishments**

- 1. Successfully Established each City as 'Quality Places'**
- 2. Established Partnerships**
- 3. Prepared Strategic Plans addressing Economic Development Strategies**
- 4. Identified Targeted Industries**
- 5. Identified Target Sites**
- 6. Continued Outreach to Existing Businesses**

# Each City is a 'Quality Place'

Oviedo~Winter Springs... *"Best Place to Live in Central Florida"*

*Orlando Sentinel's "101 Best of Orlando"*

"Relocate America" ranks Oviedo as one of the top 100 places to live

"Money Magazine" City of Winter Springs... *"Best Places to Live"*

CNN Money Magazine Oviedo on of Top 100 Cities

*"...It's a safe place to live, quaint and quite away from the hustle and bustle of Orlando, it is even a great place to retire."*

*"Plenty of culture, wonderful city full of new homes and new families," and people are friendly."*

# Established Partnerships

Chambers of Commerce

Seminole County

Seminole State College

University of Central UCF Incubator

Metro Orlando Economic

Development Commission

Enterprise Florida



UNIVERSITY OF CENTRAL FLORIDA  
BUSINESS INCUBATION PROGRAM

# [ Identified Targeted Industries ]

## Targeted Industry Clusters:

1. *Financial and Information Services*
2. *Arts & Digital Media, including Simulation and Video Game Development*
3. *Life Sciences, Bio-tech, and Medical Instruments applications*
4. *Technical and Research Services, including “Green Bio-tech” and “Green Building” concepts*

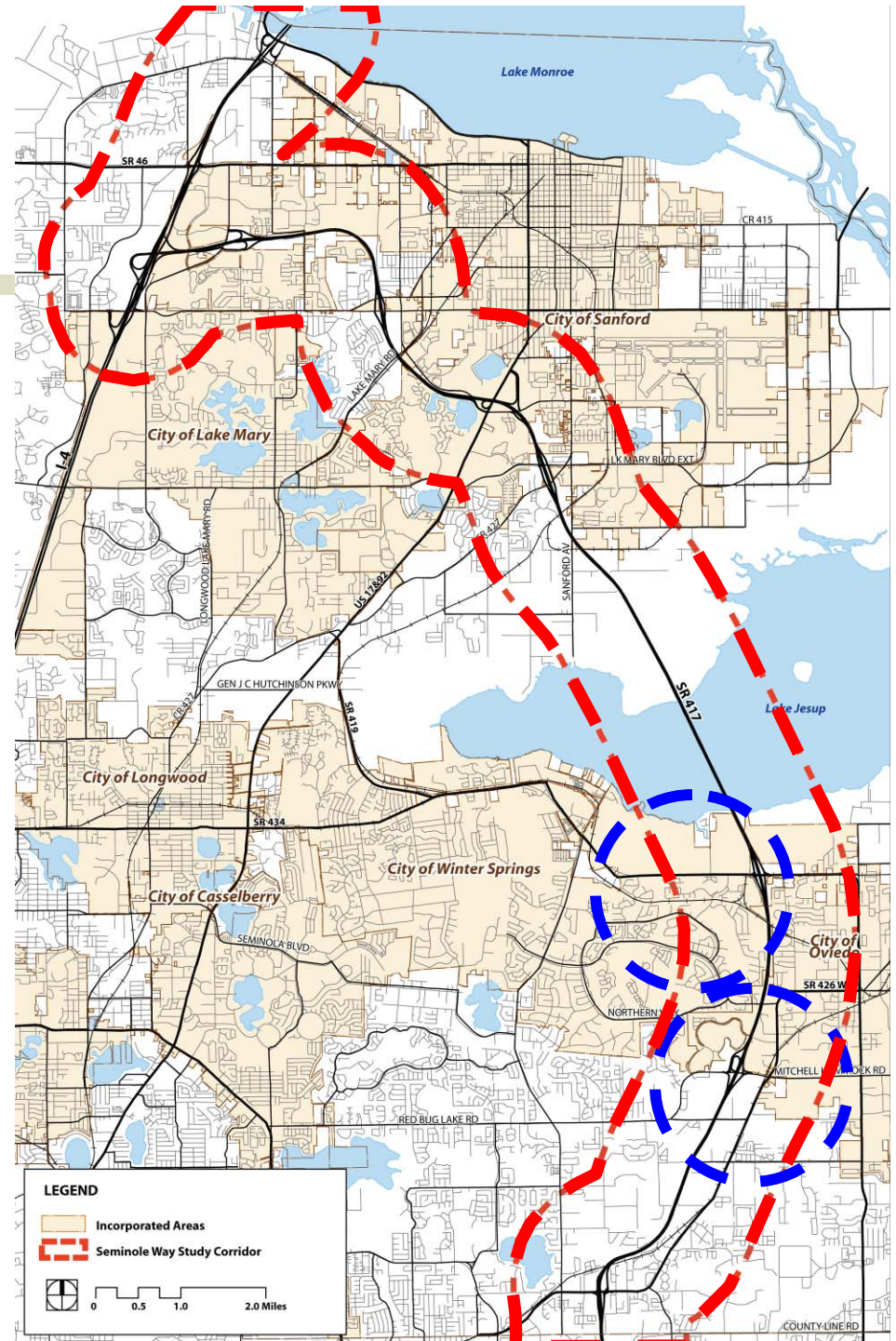


# Identified Target Sites

## SeminoleWay High-Tech Corridor

Winter Springs Sites

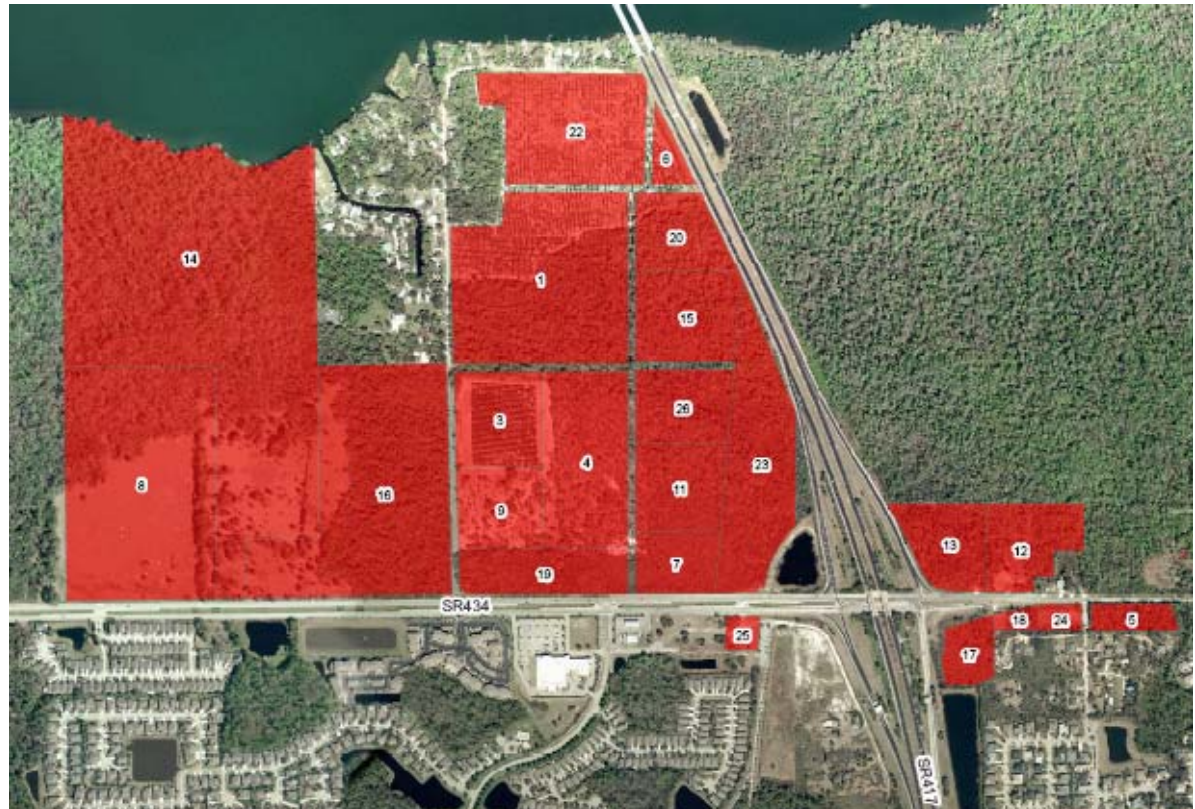
Oviedo Sites



# [ Identified Target Sites ]

## Winter Springs-Area

26 potential sites  
378 acres



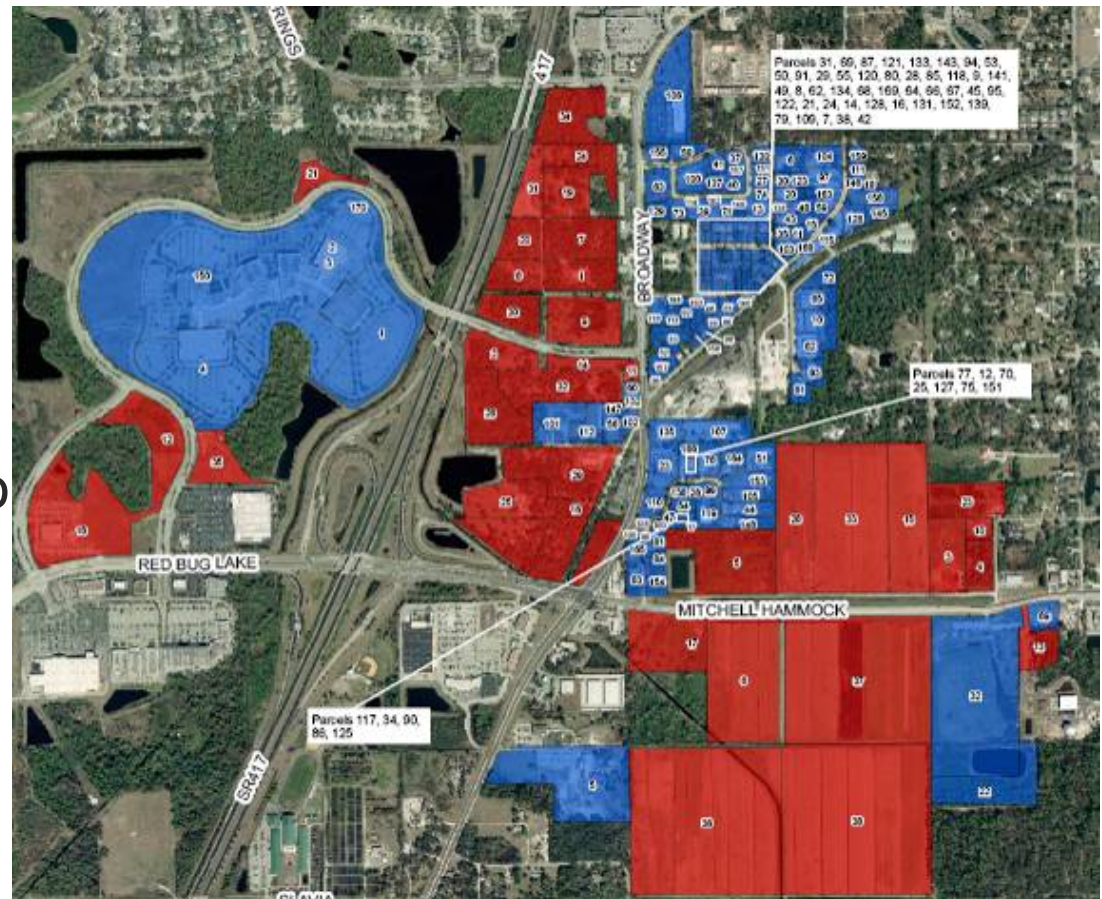
# Identified Target Sites

## Oviedo-Area

38 Potential Sites

321.7 acres

Adaptive re-use potential  
of under-utilized parcels  
and buildings near Oviedo  
Marketplace Mall



# **Continued Outreach to Existing Businesses**

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- **Existing Business Visitation Programs**
- **Impact Fee and Permitting Assistance**
- **Local Business Surveys**

# [ Currently In Progress..... ]

- ✓ Branding
- ✓ Development of Marketing Materials
- ✓ Target Industry Incentives
- ✓ Improved Development processes
- ✓ Economic Enhancement Districts (SEED)
- ✓ Existing Business Programs

# [ The Path Forward ]

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- ✓ Continued focus on developing targeted industry clusters
- ✓ Commitment to foster development of local talent
- ✓ Continued investment in Quality of Life and Infrastructure
- ✓ Increased partnerships and use of regional resources

# [ Goal ]

## SR 417 the next Technology HOT SPOT

