

ECONOMIC DEVELOPMENT

Feasibility Study

Camoin 310



Delivering Results



It's like baking a cake...

If you need a home-made cake today, what do you have to have to make it?

You need a plan and the right ingredients.



Purpose of Feasibility Study

Market Analysis and Feasibility should be done prior to strategic planning. Analysis should be predictive.

- Viability—Can it be accomplished?
- Sustainable Economic Impacts—Quality Jobs, Tax Revenues, Desirable Growth?

The plan created is strategic and tactical and allows for optimal success in growth and sustainability. We need to know our targets.



The Consultant



Selected Camoin 310 Associates

- Independent consulting group: No pre-conceived ideas; Fresh perspective
- Background with municipalities nationwide
- Experience with Opportunity Zones
- Depth of knowledge of political climate
- Analytical tools
- Prepared to analyze data in light of COVID-19 environment



Robert Camoin



How We Accomplish

Stakeholder Engagement

- One-on-One with Community & Local Government Leaders
- Focus Groups with leaders from:
 - North Port Business Community
 - Tourism
 - Manufacturing
 - Education/Workforce
 - Construction/Development
 - Environmental Community



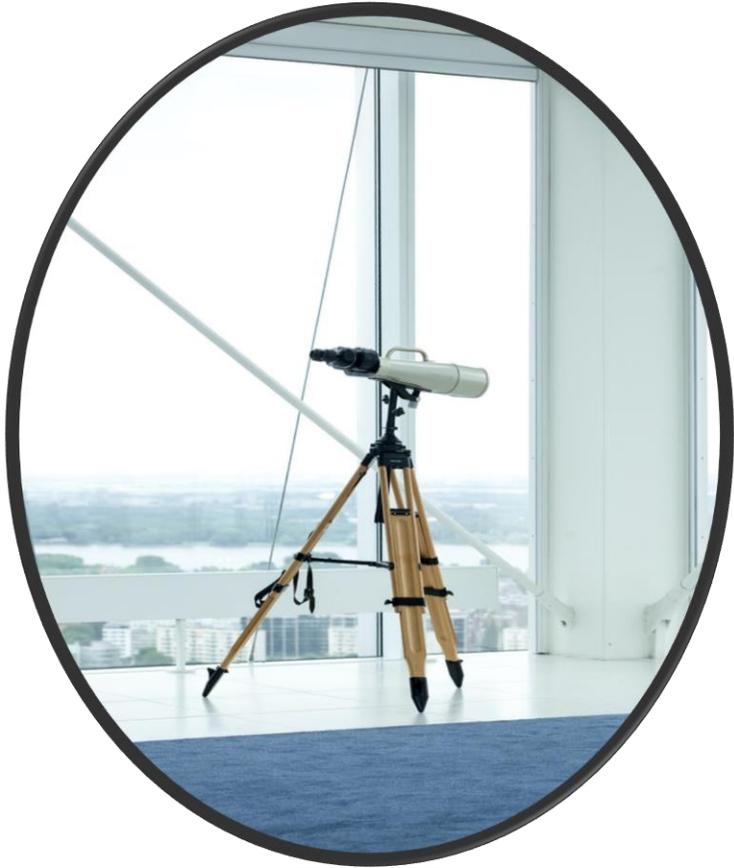
How We Accomplish

Existing Conditions & Inventory Analysis

- Land Use
- Sociodemographic Profile
- Regulatory Controls
- Economic Development Asset Inventory
- Relationship to concurrent consultant studies



How We Accomplish



Economic Opportunity Analysis

- Look at the broader scope
- Industries of the future
- Hidden Industries
- Just because one city can, doesn't mean we can
- Does it fit with our assets?



Market Opportunity Analysis

- Review the opportunities & constraints
- Look at supply and demand trends
- Identify the barriers



Opportunity Scenario Feasibility Testing



Opportunity Scenarios will test the will of:

- Citizenry
- Industry
- Elected Officials
- Government

What changes need to happen to accommodate, if needed or wanted?



Market Feasibility Study with Results & Recommendations

- Improved Asset Inventory
- Targeted Industry Market Demand
- Improvements to business & regulatory environment
- Potential Funding Strategy
- Marketing Materials



Adopt & Implement the Plan!

Our Budget is the Blueprint

- Work with other Divisions & Departments
- Investigate the financial instruments

City Adopts Plan!

