

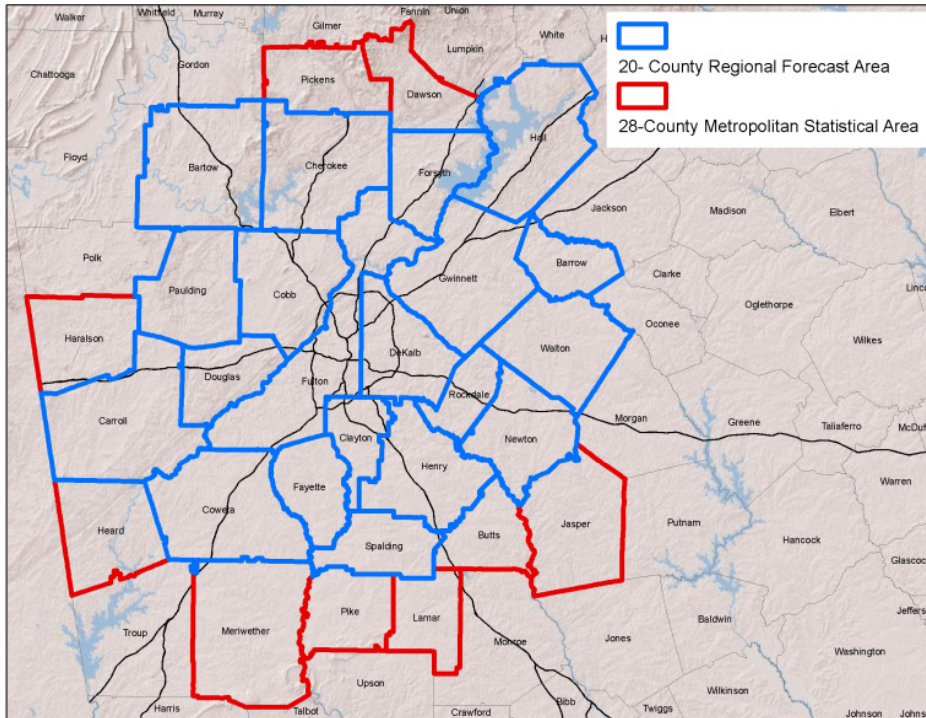
Leadership and Collaboration

**Presented to:
Atlanta Regional Leadership Institute**

Presented by:
Shelley Lauten
President, *myregion.org*

September 12, 2011

Metro Atlanta Area



Population:

- Population in "core" 10 counties nearly 4.1M

Economics:

- 05 GDP \$250B
- 15th Largest in the World

Education:

- 1/3 residents hold bachelor's degree or higher
- 78% High School graduation rate 07-08

Growth:

- Population in 20-county area expected to grow 94% by 2040, reaching 8.3M

Employment:

- Nearly 1.9 M jobs in 10-county area
- \$50K average annual wage

Metro Atlanta

CONNECTING OUR COMMUNITIES

myregion.org

Central Florida



Population:

- Population in "core" 7 counties nearly 3.7M

Economics:

- 05 GDP \$140B
- 45th Largest in the World

Education:

- 1/4 residents hold bachelor's degree or higher
- 81% High School graduation rate 07-08

Employment:

- 1.5M+ jobs in 7-county area
- \$41K average annual wage

Growth:

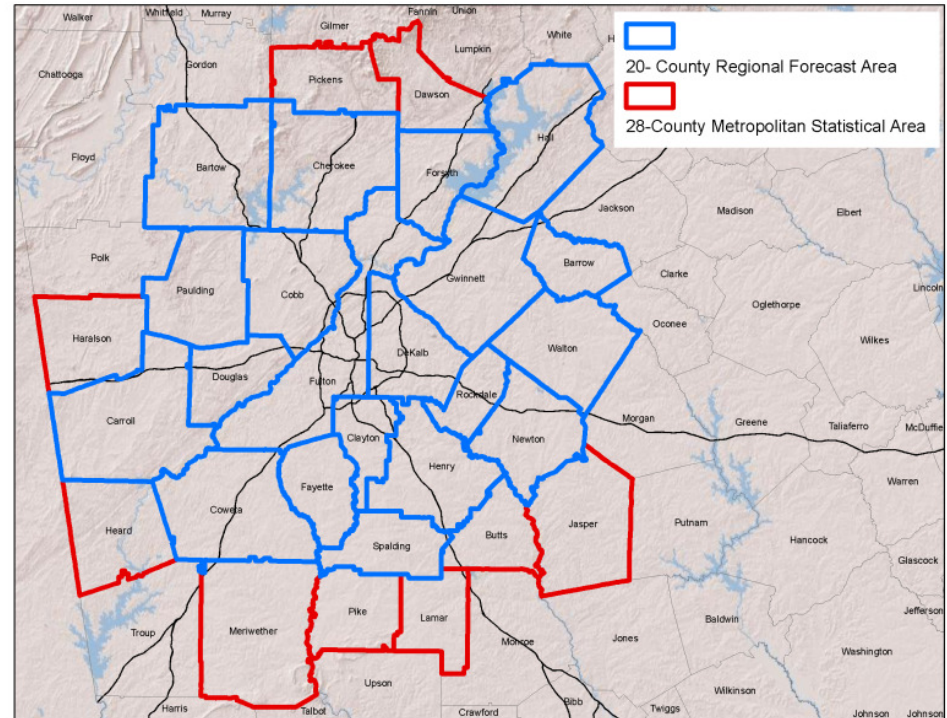
- Total population expected to grow 91% by 2050, reaching 6.7M

Central Florida

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Metro Atlanta Area vs. Central Florida



Comparison

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Background;

- Started in 1999 to encourage **Regional Collaboration**
- Phase I began as a partnership between the Orlando Regional Chamber of Commerce and the East Central Florida Regional Planning Council
- Includes public, private and civic organizations

Background

What Was Not Working



Tampa/Orlando Bid



Bridge Across the
St. Johns River



Light Rail Goes to
Charlotte

Key Question

How Can Central Florida Compete in the Global Economy and Maintain a High Standard Quality of Life?



Key Question

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Creating the Regional Agenda

1999-2003



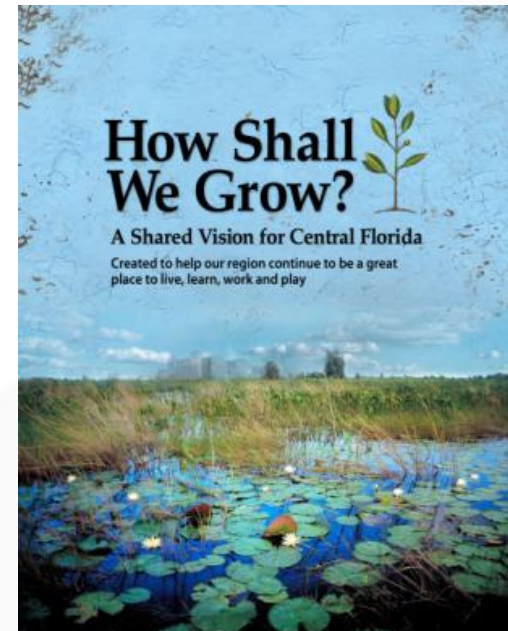
3,000 Citizens and 300 Leaders said:

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

Collaboration on “Steroids”

“How Shall We Grow?”

- Engaged nearly 20,000 citizens in a Regional Academy
- Formed Congress of Regional Leaders
- Over 70% of cities and counties have adopted local plans.

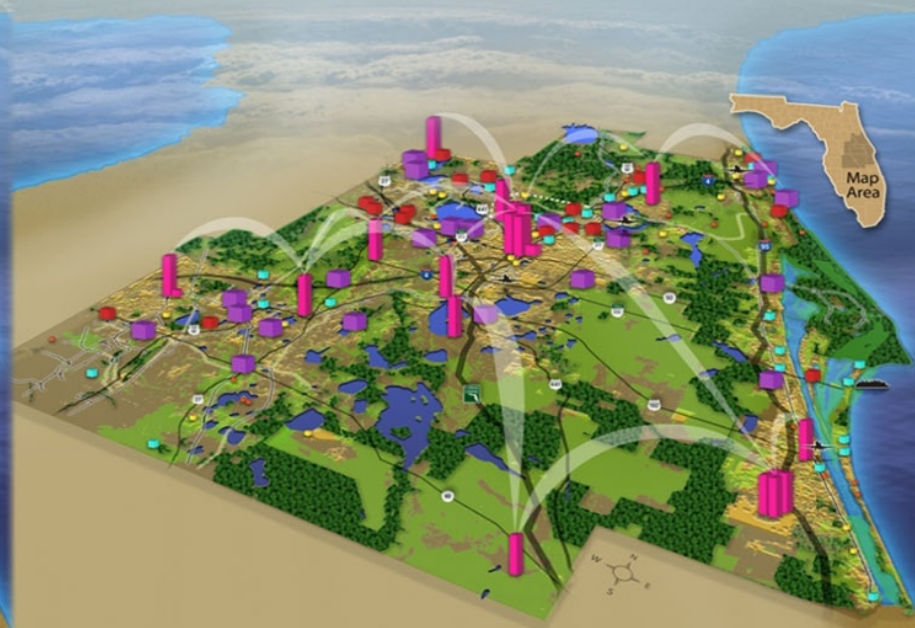


“How Shall We Grow?”

Central Florida Regional Growth Vision for 2050

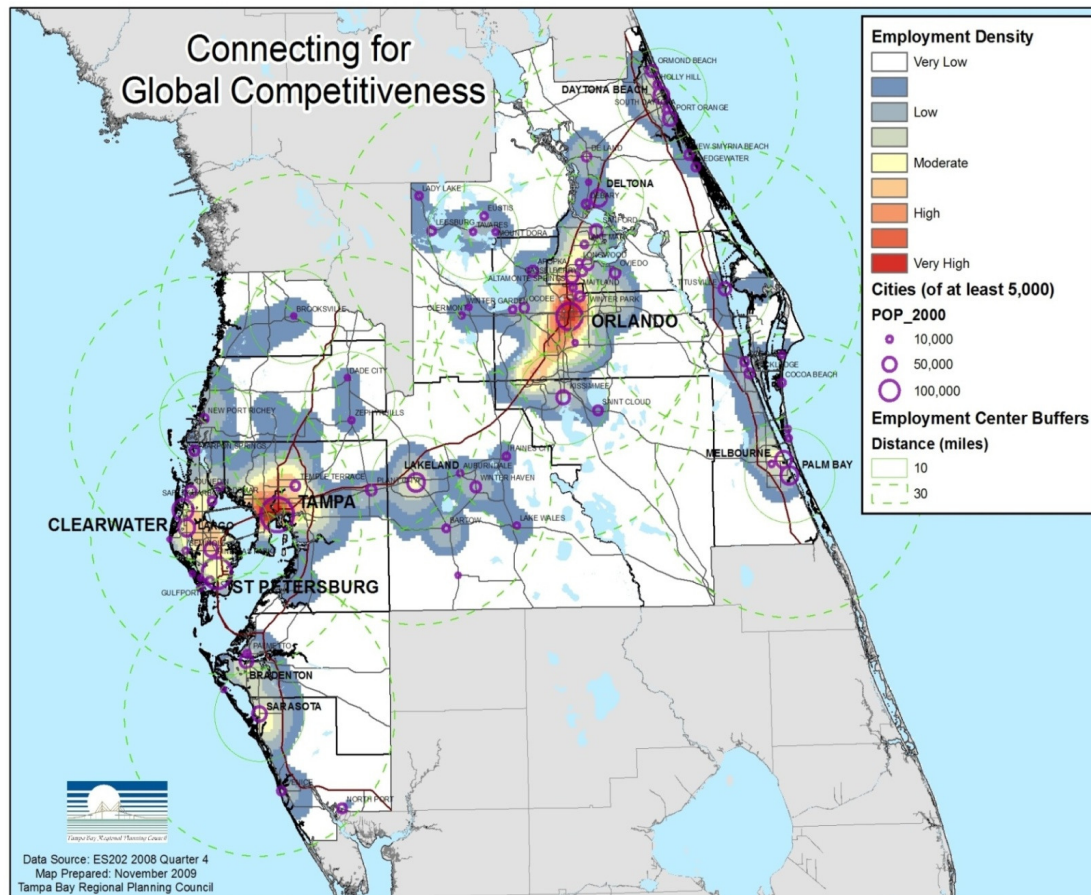
Trend

Vision



Other Regional Collaborations

Connecting for Global Competitiveness: Florida's Super Region



Other Regional Collaborations



Medical School



“Open For Business”



Medical City

Evolution of *myregion.org*

Mission: Connecting Our Communities by building regional solutions

2011

ADVOCATING REGIONAL ACTION

+

Diverse Leadership Network
Advocate Regional Knowledge & Solutions
Measurement & Accountability

2009

COMMITTING TO REGIONAL THINKING

+

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

2003

BUILDING REGIONAL AWARENESS

Knowledge Base
Leadership Team
Administrative "Team"

1999

WHY REGIONAL COLLABORATION?

Core Values

Inclusion

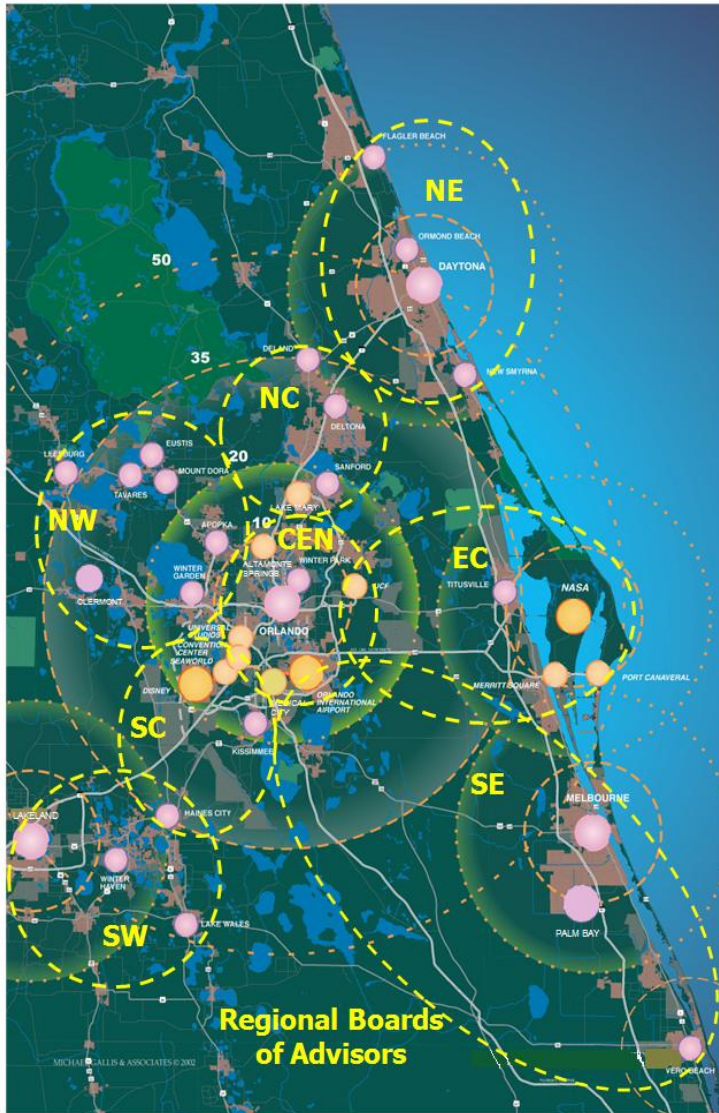
Partnerships

Regional
Thinking

Exploration &
Discovery

Consensus
Building

Structuring for Leadership Success



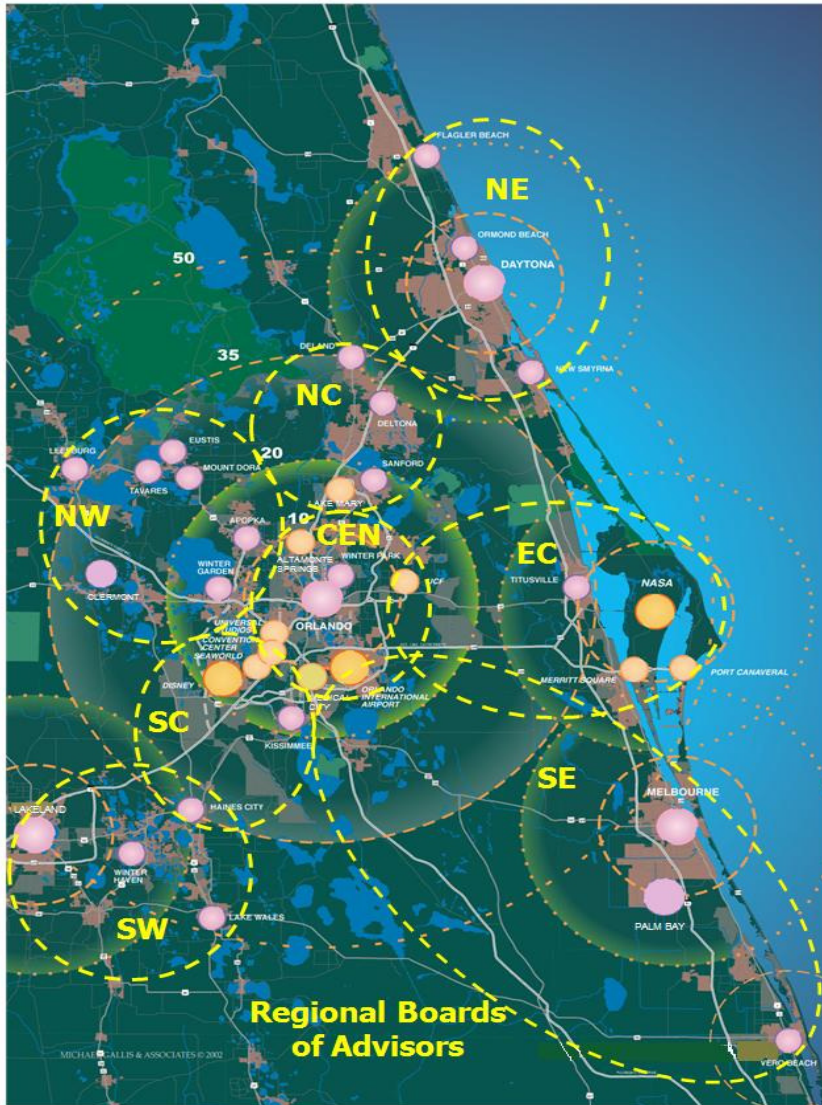
From: Focus on County Boundaries

To: 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

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)

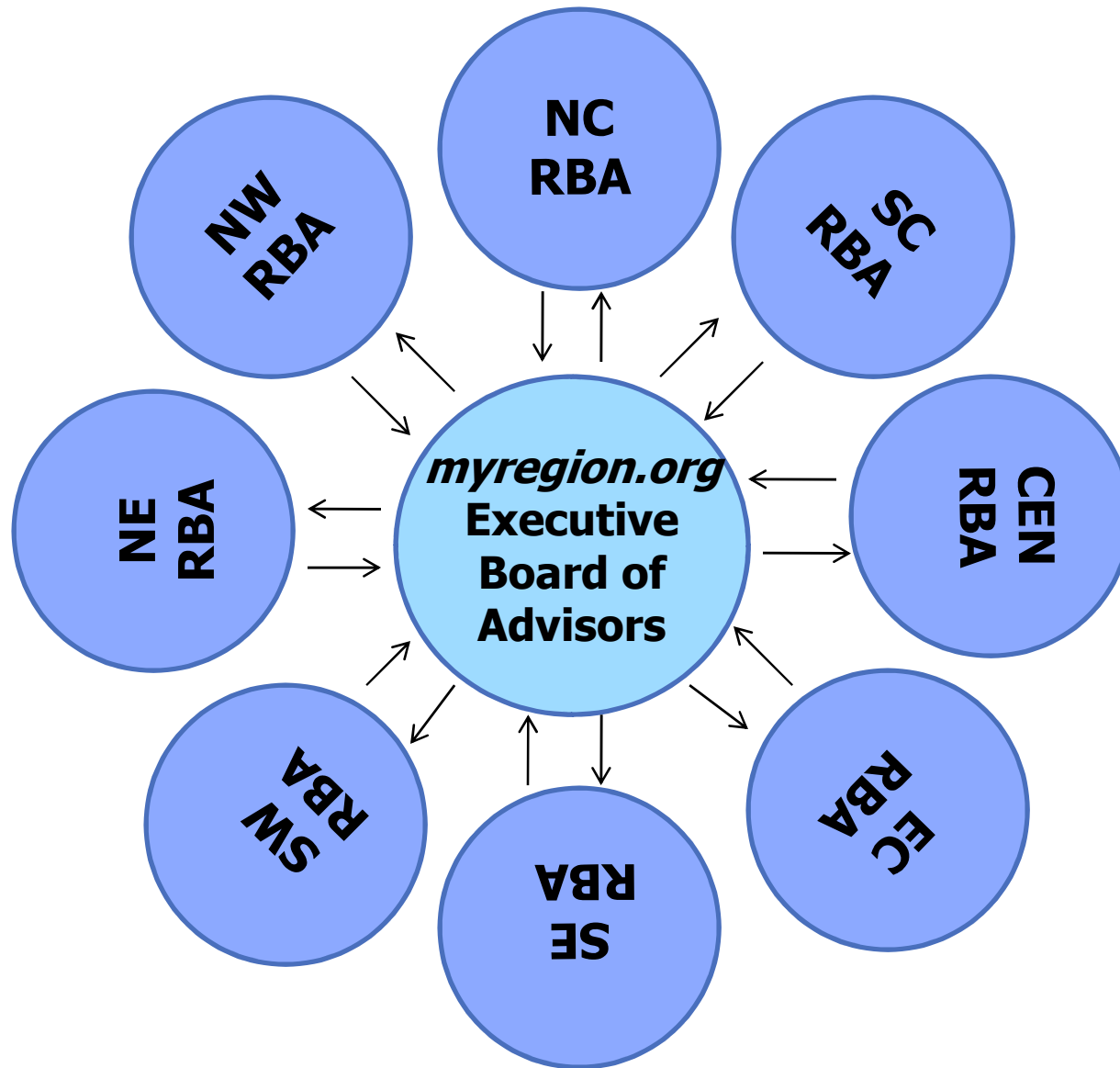
 Multi-Dimensional Cities
and/or Economic Centers

Economic Centers

CONNECTING OUR COMMUNITIES

myregion.org

myregion.org Leadership Team



Tampa Bay-Central Florida Super Region Connecting for Global Competitiveness

Our Challenge and Our Opportunity.....

15 Counties (Brevard, Citrus, Hernando, Hillsborough, Lake, Manatee, Orange, Osceola, Pasco, Pinellas, Polk, Sarasota, Seminole, Sumter, Volusia)

3 Water Management Districts

9 Metropolitan Planning Organizations

17 Convention & Visitors Bureaus

10 Transit Authorities

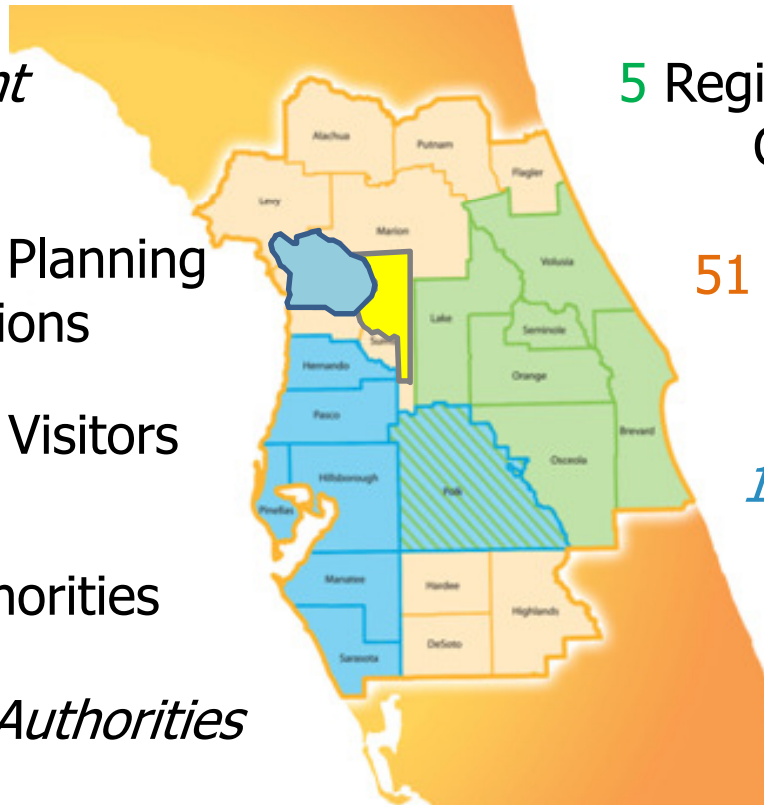
5 Expressway Authorities

5 Regional Planning Councils

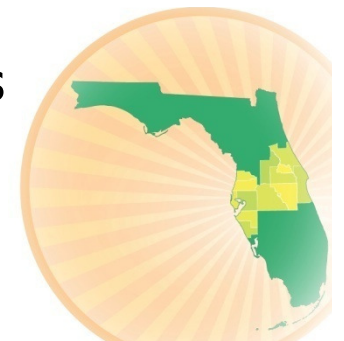
51 economic development organizations

102 Chambers of Commerce

199 Cities



Florida's Super Region: Connecting for Global Competitiveness

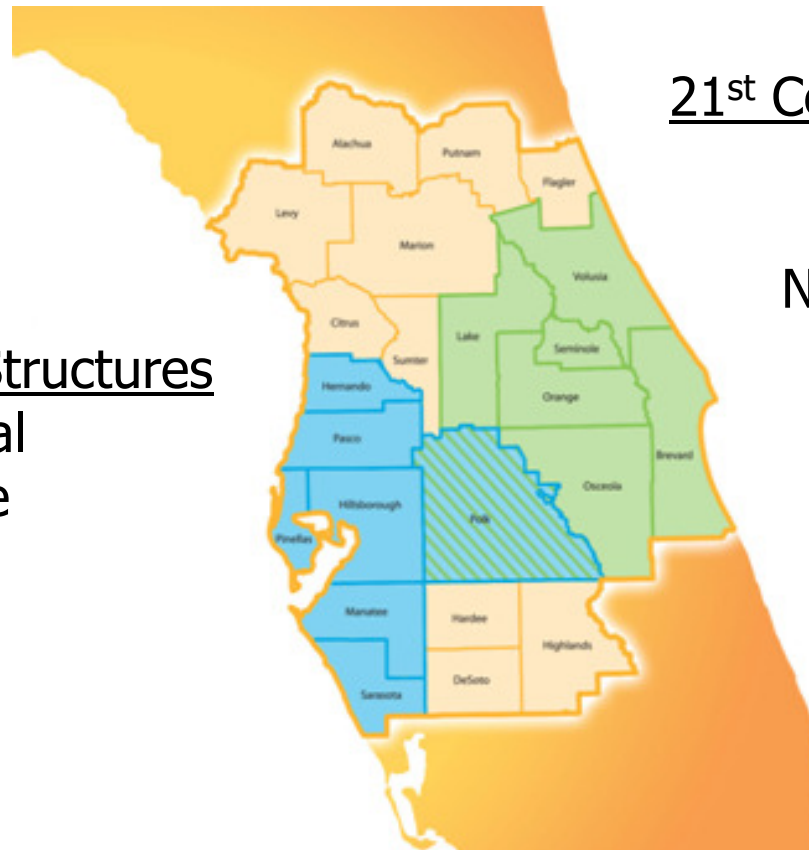


Florida's Super Region Connecting for Global Competitiveness

21st Century Issues
Require A New Civic Architecture

Government Structures

Federal
State
Local



21st Century Economies

Global
Regional
Neighborhood

Florida's Super Region: Connecting for Global Competitiveness



Implications for Atlanta Leaders

Civic Leadership vs Corporate Leadership



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