



## 2006 High Skill Visit to Jacksonville

**Insider View of Jacksonville, Sunday evening at Bistro X - Please give us your feedback with regards to Sunday nights program including the restaurant, Jerry Mallot and Carol Thompson.**

- 1.** Carol was not as good as I had hoped, but it was a very nice evening.
- 2.** The room was not as conducive for talking as I wished it could have been. The program is always more important than the food (to me) so make it so that it is in a place that will "work". Also, they were only semi-confident on what we wanted them to say and what our focus was (even though they had the material). Maybe we should hone this in a touch.
- 3.** Good food and informative program.
- 4.** Great food and setting. Carol was very interesting and helpful. I found it to be a very useful discussion
- 5.** All excellent.
- 6.** Restaurant and service were great. Would have preferred one big table instead of two. Was glad that Jerry Mallott joined us. Jerry was a 10 out of 10. Carol did a good job of outlining the issues but was not a dynamic speaker. All in all though it was a good start to the trip and built community.
- 7.** The restaurant had food and the program was good
- 8.** The food was wonderful. Jerry Mallot and Carol Thompson was great. I really enjoyed getting to know more of an insider's view of JAX.

**How would you rank our visit with Wayne Weaver on a scale of 1-10, 10 being the highest, and what did you learn from the visit?**

- 1.** 8---would not want to be an NFL owner.
- 2.** 10 - perfect.
- 3.** I would rank it an 8.5. It was just great to hear his perspective about the city and its development.
- 4.** 10. I learned how important it is to have a benefactor giving money back to the community. I learned that communities need economic impact generators and attractions that draw people together and into the city.
- 5.** 10. Obviously one of the highlights of the trip. It's not every day that you get the opportunity to meet with a NFL Owner

in that type of setting. Very impressed with his commitment to the Community after having only lived there a relatively short period of time. That is encouraging for a City like Lakeland who may be able to attract people to our Community who can pitch in and make a huge impact in a short period of time.

6. 11...it was hip.

7. 10- Home run! It was awesome to learn how the Jacksonville NFL team was put together and the whole process. It was also neat that we got to hear his view on CEO's etc.

**Our mid-morning meeting on Monday was with Ron Barton of the JEDC describing Jacksonville's Downtown Revitalization plans and Jerry Mallot's Cornerstone EDC overview. Your thoughts?**

1. Informative

2. 8 - Very informative and the real beginning of the curvature enlightenment in my own life.

3. It was interesting to see how they were positioning their city, and how they made the sell.

4. This was disappointing. It was a good overview but Ron did not seem to have a handle on things.

5. Did not have enough time for these two presentations. Downtown development is not one of Jacksonville's strong points. Jacksonville has a lot of issues to deal with regarding their downtown but have potential with the waterfront, stadiums downtown and some residential on the way. With regards to Jerry's presentation, you can't help but be impressed with their Economic Development efforts. Jerry is a class act.

6. A-MAZING!

7. I do not think that JAX is as far along in their downtown planning and implementation as Lakeland. Jerry was awesome!

**Do you think it was important that we met with Ed Burr of LandMar Group regarding their statewide presence in residential development, as well as their Bridgewater master plan community in Northeast Lakeland?**

7. Yes! Ed Burr's team is creating high-end, master plan communities. We are excited to have Bridgewater in Lakeland.

**Describe what you felt were the highlights of the trip to UNF which included a student demonstration, tours of the Manufacturing Research Laboratory and Complex Computing Lab, meeting with Senior Level Educators and former Mayor of Jacksonville and current President of UNF John Delaney? Please elaborate.**

1. I enjoyed Delaney. The rest of the tour left me cold, but that is my fault, not theirs.

2. John Delaney was the ONLY highlight of this tour for me.

3. It was good to hear Delaney's perspective (especially since he is the former Mayor), and his vision for the university in terms of the regions future. The tours were not helpful since UNF is not a major research institution and what they had to show us was hardly cutting edge.
4. I thought that UNF was a great example of how USF Lakeland can be an important economic engine for Lakeland.
5. John Delaney was the highlight of the UNF visit by far and away. I also enjoyed the tour of the Manufacturing Research Laboratory (MRF). The MRF lab pointed toward what could happen at Wesley Beck's facility regarding a possible relationship between his medical packaging clean room and a potential partnership with USF. There was not enough time to visit with the Senior Level Educators.
6. John Delaney was very candid with our group. It was awesome to get to meet the architect of the Better Jacksonville Plan, since we heard so much about this plan from other leaders.

**Please tell us what you think we can learn from our meeting with Jacksonville Electric Authority's Management Team. Although this was an unusual agenda item, did you find it value-added and timely?**

1. the best
2. I thought it was very appropriate! They are a customer-focused utility. Can't lose on that kind of exposure.
3. This was probably the least informative, and we could have gotten their perspective in half the time. The cookies were good though.
4. It did not have personal relevance to me but it was one of the key visits of the trip to get community leaders and city officials before a successful utility. JEA was extraordinarily gracious in having all of its executives give up their time to present to us.
5. This also, was one of the highlights of the trip for me. This was a very "nuts and bolts" agenda item, timely and full of "take aways" for our City and Lakeland Electric.
6. I could not believe that the JEA management team would provide us with that much information! It was awesome that Doug Thomas and the Mayor could be in a meeting with these officials

**Provide us with your feedback on the "Creative Class & Beyond" presentation by Ennis Davis and his team from Metro Jacksonville and our dinner at Matthew's. What "take-backs" did you get from Ennis's presentation?**

1. just OK
2. Great restaurant, but the least effective program to me. I'd give it a 7. Great start by the way, but it needed to be more fully developed in concepts and the specific Lakeland applications.
3. The dinner was wonderful, excellent choice - five stars. The presentation was not useful at all. Not professional or grounded in theory or fact. If he gave this in a class, he would get a B for effort and a D for content.

4. That young people have opinions and want to contribute. That young people have a different point of view of what is important in a downtown. That it is important to find and plug in young people to the leadership of Lakeland to get their input. Great dinner.

5. Ennis was very engaging, interesting and I was impressed with his commitment level to building better communities. I was inspired by his discussion regarding synergy, connectivity and zoning codes. We need to bring him back to Lakeland to run the LDDA when Anne Furr retires. Matthews was a good venue for this event.

6. da..bomb

7. Awesome. Ennis does a great job with his PowerPoint's. We could not have asked for a better topic to discuss with our group.

**Were you impressed with what is happening in the Jacksonville area with regards to medical advancements including UF's Proton Therapy Institute and Baptist Health South "Paperless" Hospital? Please elaborate.**

1. Medical costs continue to escalate to pay for this type of equipment.

2. Fascinating!

3. Absolutely. One of the absolute highlights of the trip. Amazing big science and a bold (although risky) project. Will certainly help establish Jacksonville in the medical field. Baptist Hospital was nice, but nothing really unique or outstanding. I would have rather seen their surgeries and ER, and their use of robotics.

4. Yes.

5. The UF Proton Therapy tour was unbelievable. Very impressive, almost futuristic. The board room presentation at Baptist Health was great but the tour was not.

6. Baptist Health South did not look like a hospital! I think it is important for LRMC to visit other medical facilities. The UF proton facility was very interesting!

**What did you learn from our meeting with Flagler Development's Senior Management Team?  
Are you excited about what they can bring to the table in Lakeland?**

1. Extremely impressed.

2. Amen! Hugely excited!

3. I learned that they should not brand their new projects with 18th Century names like "Central Park." I thought it was a very important meeting to show them of their interest and the need to integrate their projects into the overall plan and vision of the region. Very excited by what they can bring to Lakeland. An absolute key connection.

4. Yes

5. Flagler's presentation was great and I believe they will be a great development partner for Lakeland. They will help us attract a whole different level of companies to the Lakeland area.

6. Yes. Keith Tickell and his team have done an excellent job in the Jacksonville market and throughout Florida. It is awesome that Flagler is developing a park in Lakeland that will serve as a catalyst for higher-end jobs.

**OK, this is the grab-bag question, please comment on the hotel, hospitality suite, drivers including speed :), the overall agenda, price of the trip, what was missing, are you ready to go out-of-state? fly? From Last year's survey results, the following cities were mentioned as locations to go on our 2007 LEDC High Skill City Visit: Memphis, Chattanooga, Nashville, Charleston, Charlotte, Asheville, Tampa and Miami. Please provide us with your top 3 choices in order (They don't have to be listed above).**

1. Hotel was fine. Hospitality suite was nice, but probably not necessary since we had little time to use it. Drivers went way too fast. Would prefer to drive, but would be willing to fly. Not sure I am the right Publix person to attend. My top 3 choices would be Sarasota and Tampa(drive)and Charleston and Nashville (fly).

2. Drivers were really awesome. Speed perfect. Hotel great. Food in a good restaurant in a hotel the first night makes it easier on everyone as people are sick of driving. Agenda was marvelously conceived. Price of trip was great value. We should go out of state. I'd add to this list one city and then I will rank 3 below that addition: Raleigh, NC Nashville Charleston Miami

3. Outstanding, outstanding, outstanding. It was clear that a great deal of planning went into the trip, and it showed down to even the most minute detail. The LEDC staff did a superb job. The hotel was a good central location choice, the hospitality suite was an excellent idea, and the choice of cars was spot on. I really liked the agenda (with the exception of the utility and the tour at the university), especially the very high level of individuals we got to meet with and the professionalism of the presentations. It was clear that the presenters had been well briefed on who the audience was, and they came well prepared. I thought the price of the trip was a bargain for all of the work that went into setting it up, and the exceptional treatment we received. I think it is essential we do go out of state, and certainly willing to fly. Madison, WI Charlotte Asheville

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| <u>4.</u> | I'm ready to fly. The trip was great. It would be beneficial to have more discussion between the group concerning what we are seeing. The pace of the trip made that difficult. I mentioned that we need more focus on the arts in the next trip. The order of preference for next year: 1. Ashville 2. Chattanooga 3. Memphis Thanks for all you (Laura, Claudia and Steve) do. |
| <u>5.</u> | Hotel was fine. Enjoyed the indoor/outdoor hospitality suite, although we didn't need it after dinner. Driving to Jacksonville was easy and no problem. Price was incredibly inexpensive. Yes, ready to go out of state. Memphis, Chattanooga, Charleston.   |
| <u>6.</u> | Charleston!  |
| <u>7.</u> | Awesome Agenda! Yes - let's go to Memphis, Chattanooga and Charleston.   |



**Thank you for taking time to fill out the survey**