




heartland2060
Building a Resilient Region
Revisited



We would like to express our sincere thanks and gratitude to the stakeholders and agencies that have partnered together with us to Revisit *Heartland 2060: Building a Resilient Region*. As time passes, it is essential to update information, to reassess our forecasts, and to identify our economic opportunities. It is also necessary to examine how well we have responded to unexpected natural or manmade disasters, changes in essential institutions, increased or decreased growth, or inevitable but unpredictable fluctuations in the economy. The logos on this page represent those organizations that have supported the resources necessary to provide this update and/or given personally of their time and effort to move the collaboration into the next decade of partnerships.



Archbold Biological Station

CareerSource Heartland

Early Learning Coalition of the Heartland

Florida Fish and Wildlife Conservation Commission

Florida Heartland Economic Region of Opportunity (FHRO)

Heartland Educational Consortium

Polk Vision

Sebring Regional Airport

South Florida Water Management District

Southwest Florida Water Management District

The Nature Conservancy

Winter Haven Economic Development Council



heartland2060

Building a Resilient Region
Revisited

heartland2060.org

The seven Florida counties of Heartland 2060 share a rich cultural history and unique natural resources that provide dynamic opportunities and challenges in the coming decades. The journey to building a more resilient Heartland region began as a grassroots effort in 2008. A diverse group of volunteers from business, education, agriculture, government, environmentalists, non-profits, and civic organizations joined forces to engage the 28 cities and unincorporated communities in DeSoto, Glades, Hardee, Hendry, Highlands, Okeechobee and Polk counties.

Resilience is the ability to respond to unexpected events. From both drought and growth in the 1970s to high unemployment and devastating freezes in the 1980s to new crop diseases of the 1990s to 2004 when three hurricanes impacted the Heartland region in five weeks, the residents, businesses, farms, communities and the environment, have struggled to recover from these unpredictable events. After a decade long economic recovery fully underway after the “great recession,” 2020 has brought what may be the most significant call for resilience in the history of the Heartland region.

Heartland 2060: Building a Resilient Region—Revisited has convened hundreds of citizens, stakeholders, influencers, committed volunteers, and elected officials, both in-person and virtually. The work summarized in this report studies today and forecasts what might be in the Heartland’s future. It served as a basis for thoughtful engagement with the conclusion that collaboration must continue as we find opportunities and solve mutual concerns to become a more resilient region.

Polk
Hardee
Highlands
Okeechobee
Desoto
Glades
Hendry



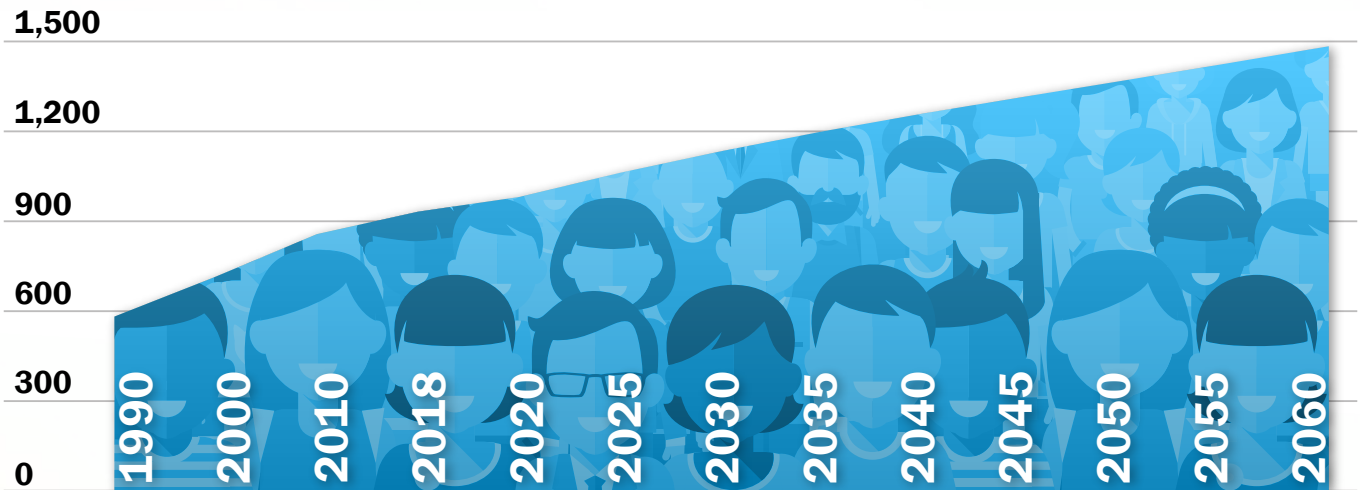
The Future of our PEOPLE AND COMMUNITIES



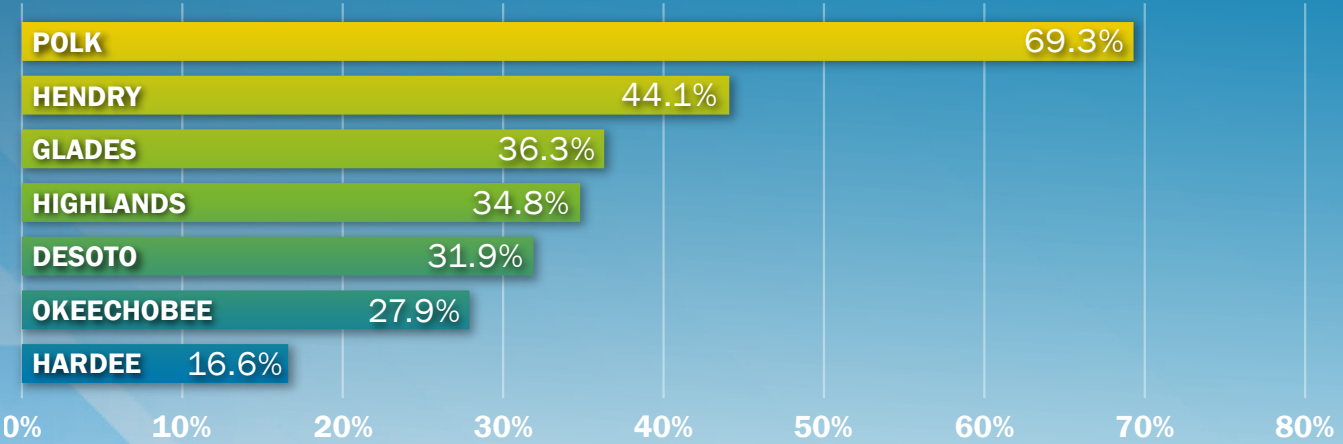
The Heartland's population will increase by more than

551,000 residents
by 2060

POPULATION (thousands)



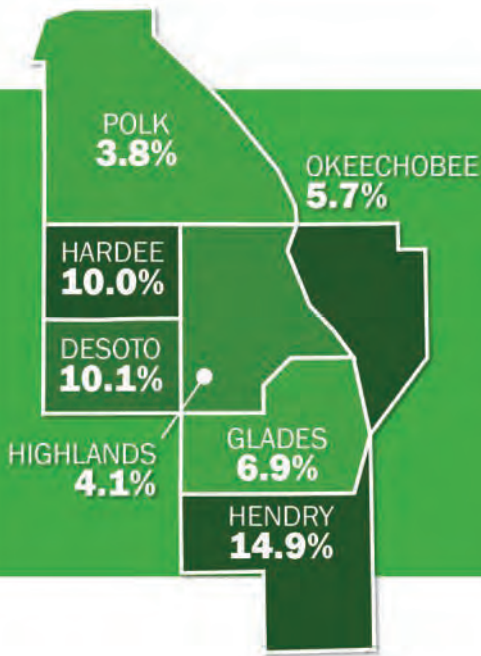
POPULATION GROWTH will be strongest in Polk County (percent change, 2018-2060)



(Source: U.S. Census Bureau, American Community Survey)

Percent of households with **LIMITED ENGLISH PROFICIENCY** 2017

(Source: U.S. Census Bureau)



An additional

213,000 DWELLING UNITS

will be needed by 2060 to accommodate projected population growth

(Source: Central Florida Regional Planning Council)

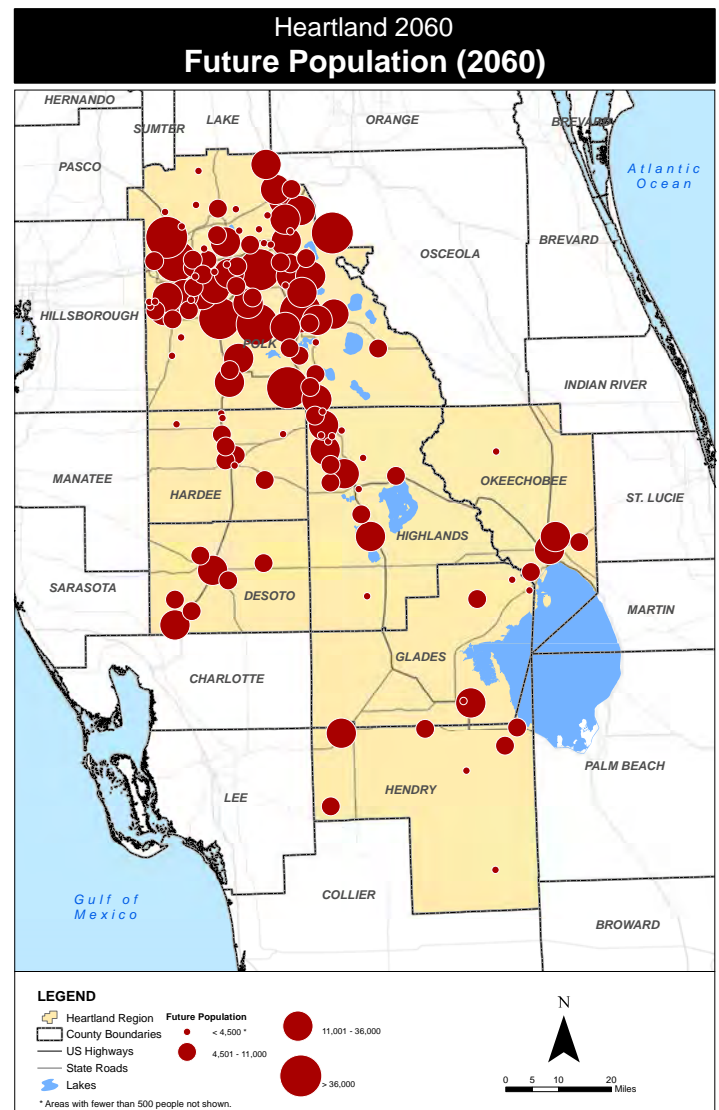
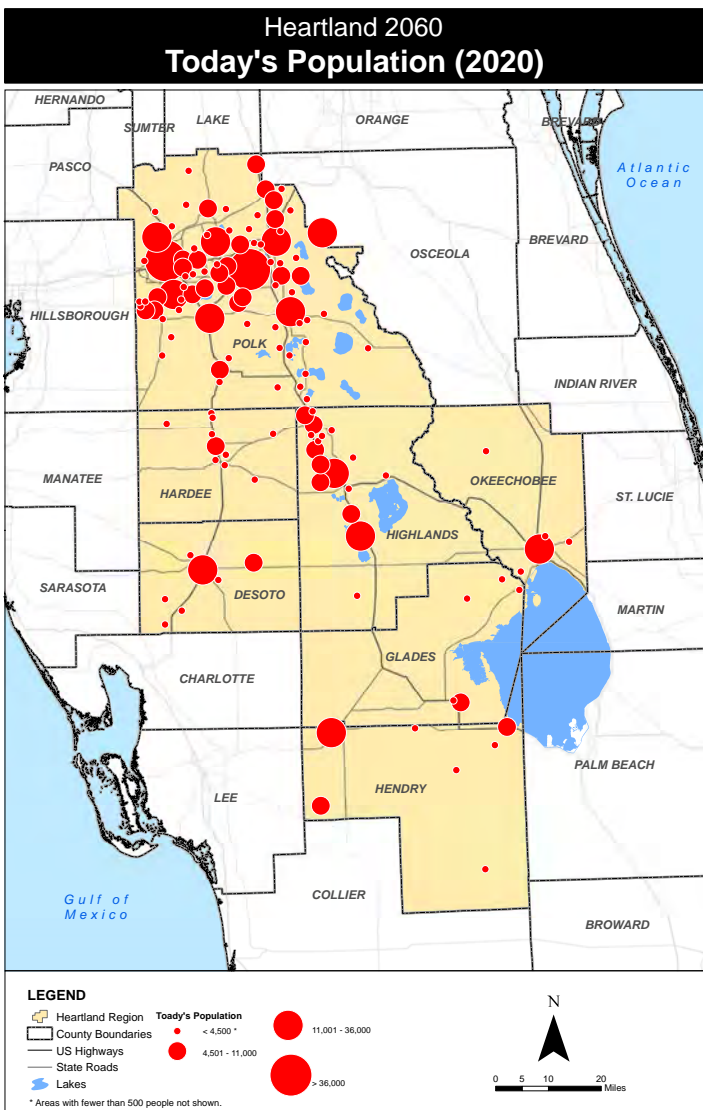
What gives you the most concern about the future of this region?



PERCENT OF POPULATION BELOW POVERTY LEVEL

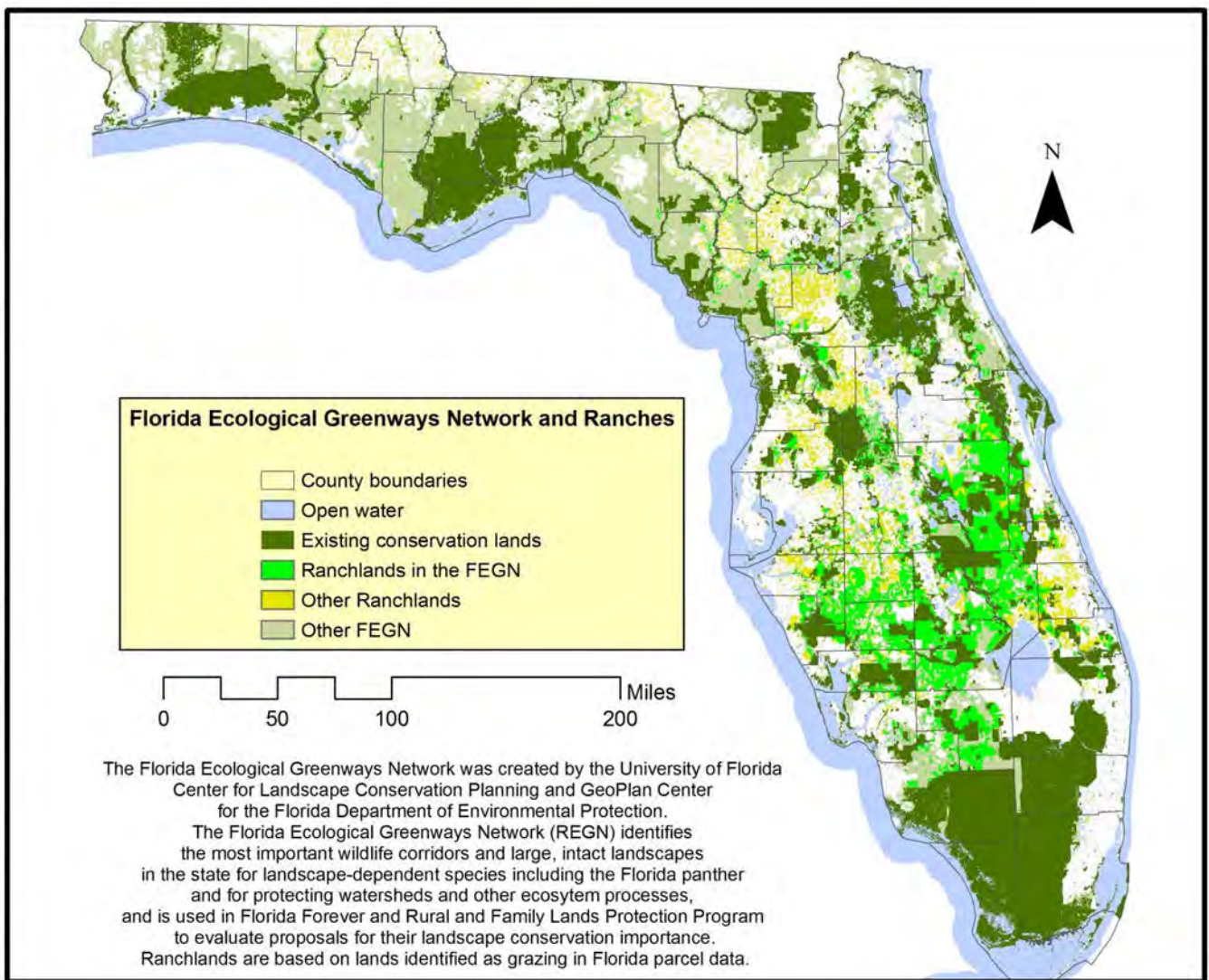


(Source: U.S. Census Bureau)



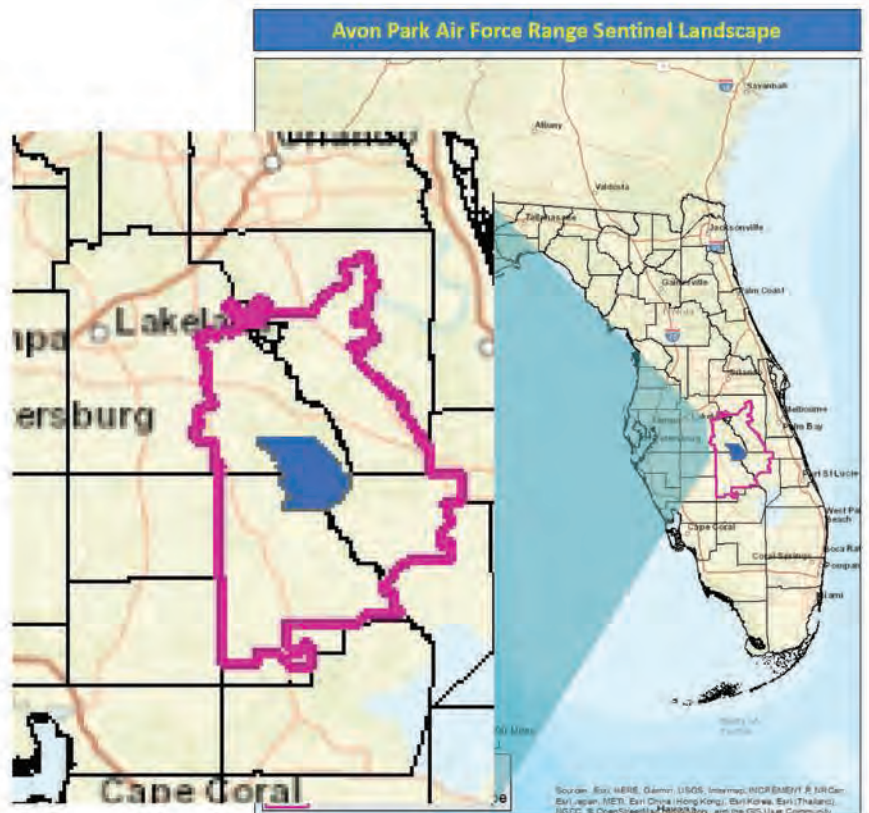
What trend or change gives you the most hope for the future of this region?





Sentinel Landscapes

- 106,000 acre Range
- 1.67 million acre Landscape
- 4 counties
- 3 cities within the MIPA
- Overlays Everglades Headwaters NWRCA
- Includes >50% of the Northern Everglades watershed
- Includes 65% of the imperiled Lake Wales Ridge
- Supported by staff of the CFRPC



The Future of our ECONOMY



The 7 Heartland counties must create more than **48,200 new jobs by 2030** to accommodate anticipated population growth (Source: Florida Chamber Foundation)

The 7 Heartland counties produced estimated **gross regional product of \$21 billion in 2015**, up 8% from 2012 (Source: U.S. Bureau of Economic Analysis)

Farms in the 7 Heartland counties sold more than **\$1.5 billion in products in 2017**, more than 1 out of 5 statewide (Source: U.S. Department of Agriculture)

Agriculture accounts for more than **1 out of every 8 jobs** in Hendry, Hardee, and Glades counties (Source: U.S. Bureau of Economic Analysis)

Manufacturing accounts for **fewer than 5% of all jobs** in all Heartland counties except Hardee and Polk

(Source: U.S. Bureau of Economic Analysis)

Health care accounts for more than **1 out of every 5 jobs** in Highlands County

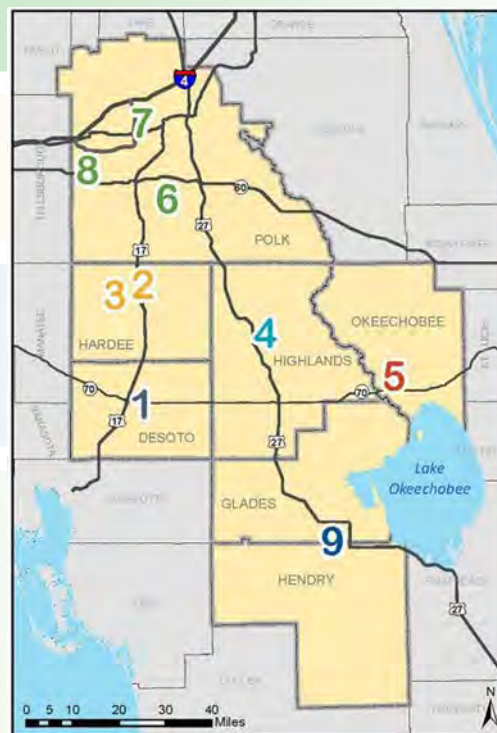
(Source: U.S. Bureau of Economic Analysis)

Transportation and warehousing account for more than **1 out of every 10 jobs** in DeSoto County

(Source: U.S. Bureau of Economic Analysis)

Merchandise exports from the Lakeland-Winter Haven MSA **increased from \$695 million in 2008 to \$1.3 billion in 2018**, the 6th highest total among Florida's metropolitan areas

(Source: U.S. Census Bureau)



Opportunity and Investment Areas

(Numbers do not imply priority)

- 1 DeSoto County G. Pierce Wood Memorial Hospital Complex/Business Park
- 2 TechRiver Technology Park
- 3 Hardee County Commerce Park
- 4 Sebring Multimodal Logistics Center and Business Park
- 5 Okeechobee Commerce Center/Okeechobee County Airport Area
- 6 Polk Gateway
- 7 Florida Polytechnic University / Polk Commerce Center Area
- 8 Lakeland Linder Regional Airport / West Lakeland Area
- 9 Americas Gateway & Airglades Airport

TARGET INDUSTRY CLUSTERS



Job growth nationwide is shifting toward non-routine activities, particularly those requiring specialized skills or knowledge.

(Source: Federal Reserve Bank of St. Louis)

The Heartland workforce will increase from 391,000 workers in 2019 to 636,400 in 2060. More than 30% will be over the age of 55, compared to the current 24%.

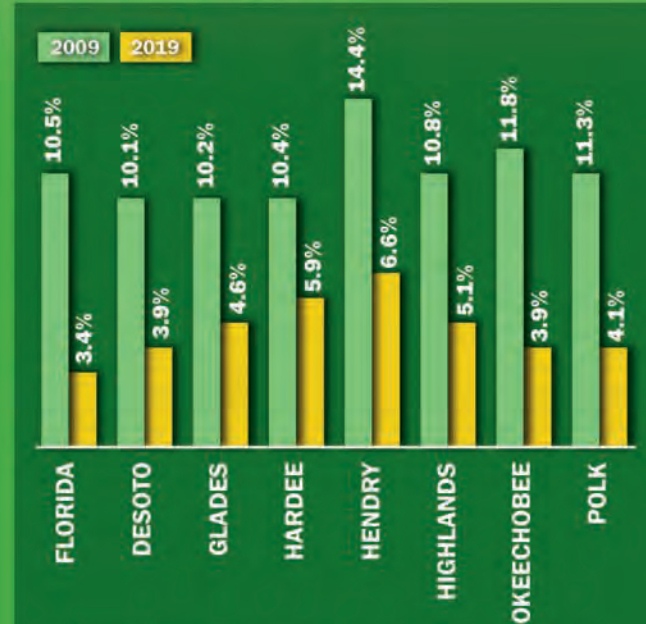
(Source: Central Florida Regional Planning Council)

More than 1/2 of all jobs nationwide could be automated today using current technologies. (Source: McKinsey Global Institute)

More than 9.2 million jobs nationwide could be in the "gig" economy – flexible, on-demand positions- by 2025.

(Source: Emergent Research and Intuit)

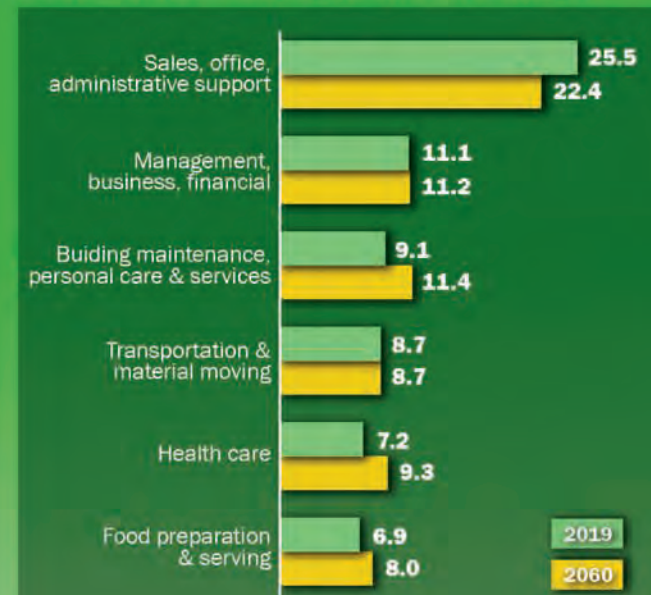
UNEMPLOYMENT RATES HAVE DECREASED IN ALL 7 COUNTIES, BUT REMAIN ABOVE THE STATEWIDE AVERAGE



(Source: Florida Department of Economic Opportunity)

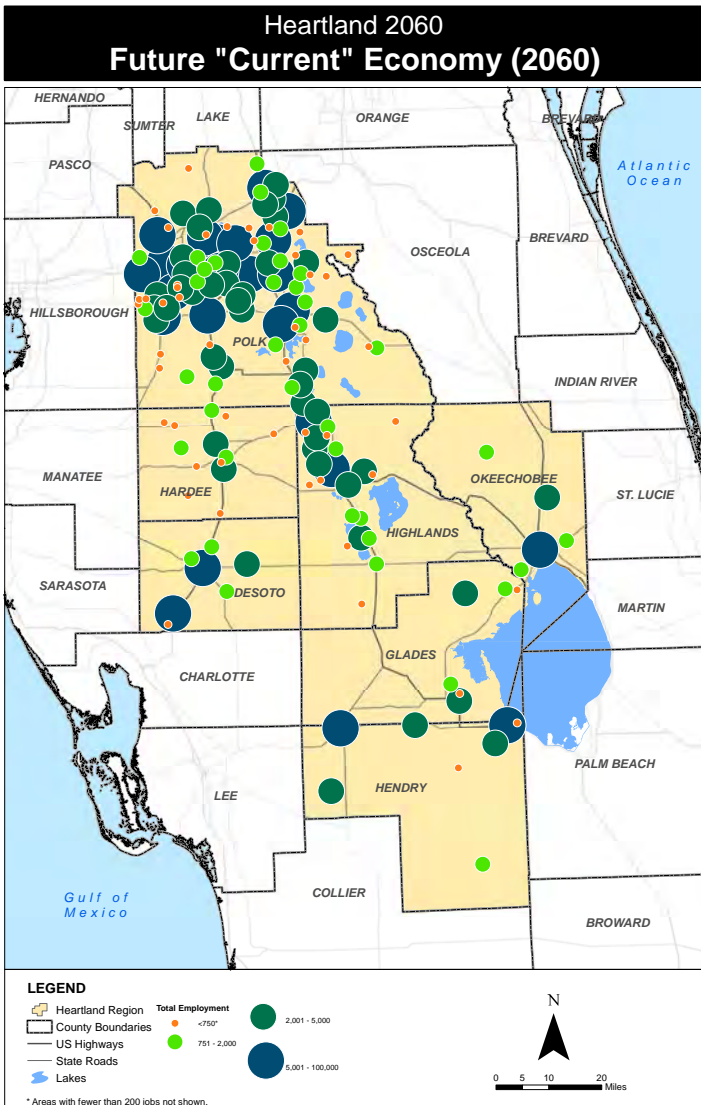
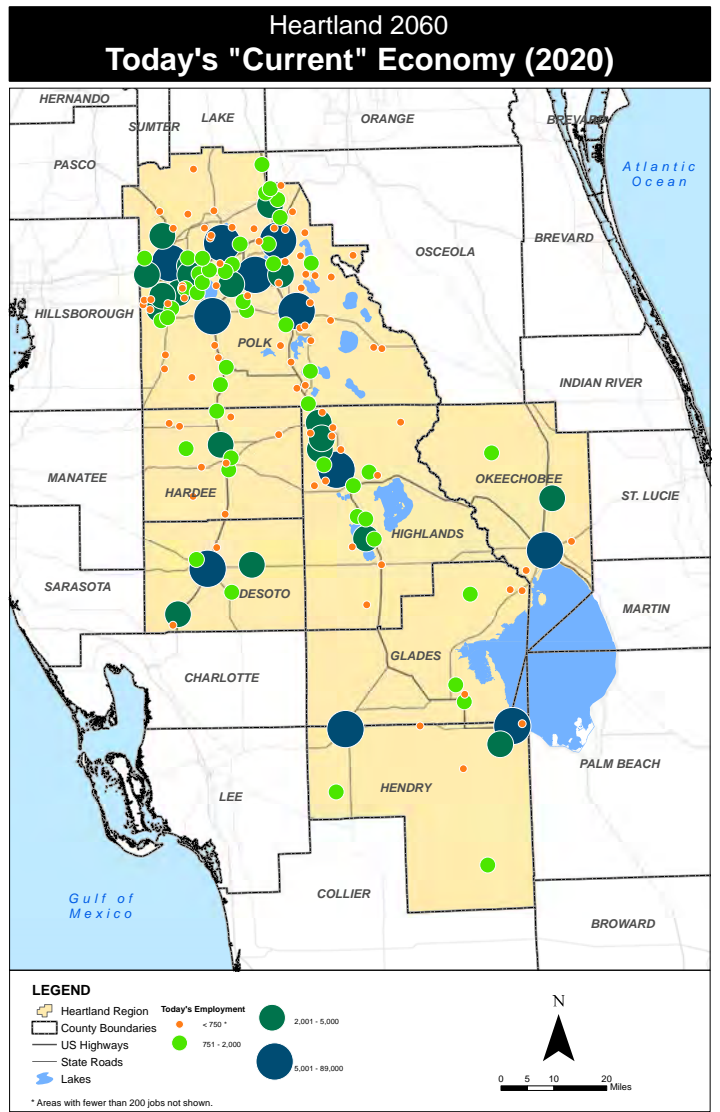
JOBS WILL SHIFT TOWARD HEALTH CARE AND SERVICES

(PERCENT OF TOTAL JOBS BY OCCUPATION)





Our Current Economy's most prominent industries include healthcare, agriculture, freight, mining, ecotourism, and service.



A future that...
Resembles the Present.

If we continue to follow current and historical trends in:

- Population
- Employment
- Land use



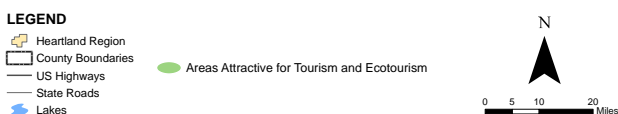
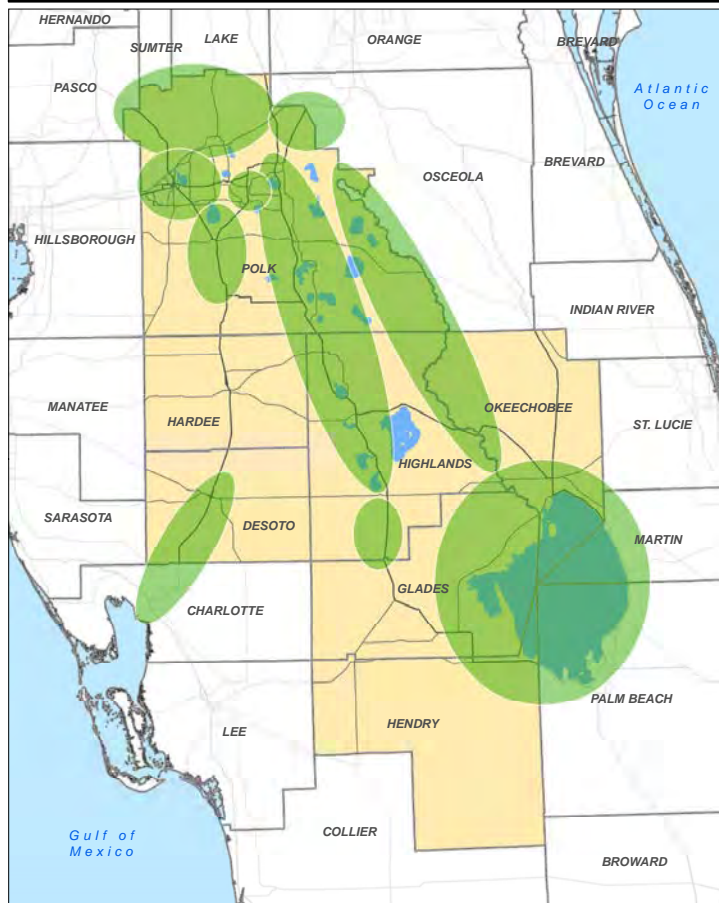
A future that is... Making and Moving Goods.

If we focus on employment hubs for manufacturing, transportation, and warehousing, then we can expect our future to look like...

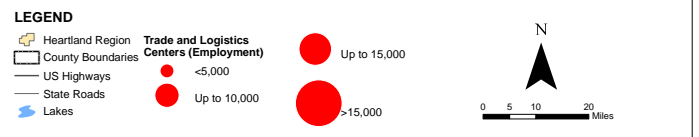
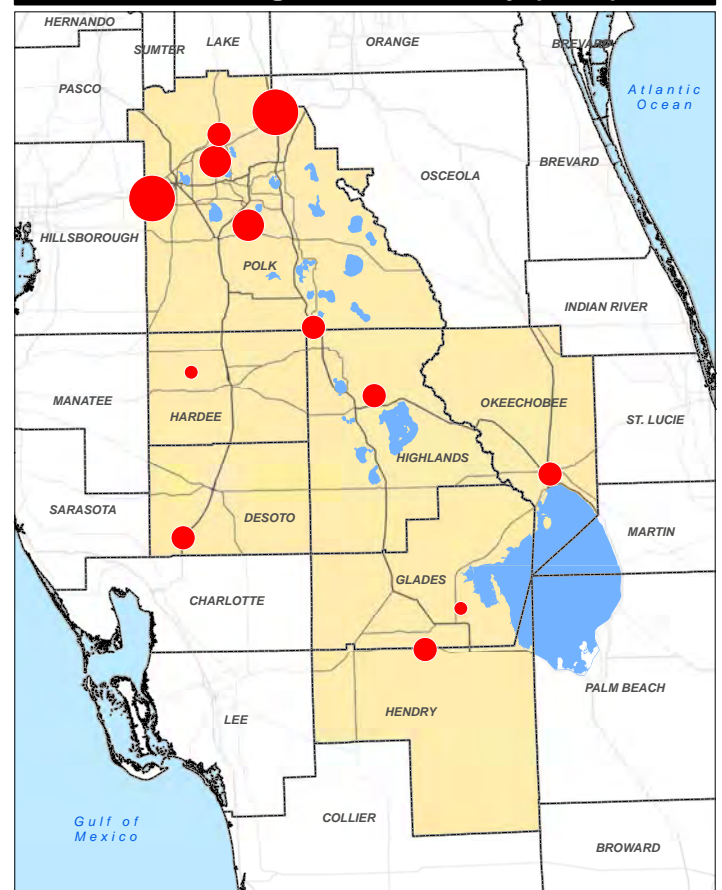
- Using current and future industrial areas and logistics and trade networks
- Maintaining high capacity transportation networks for moving goods
- Enhancing distribution of air cargo
- Establishing advanced manufacturing and warehousing facilities



Heartland 2060 Tourism & Ecotourism Economy (2060)



Heartland 2060 Trade & Logistics Economy (2060)



A future that is... Tourism and Ecotourism.

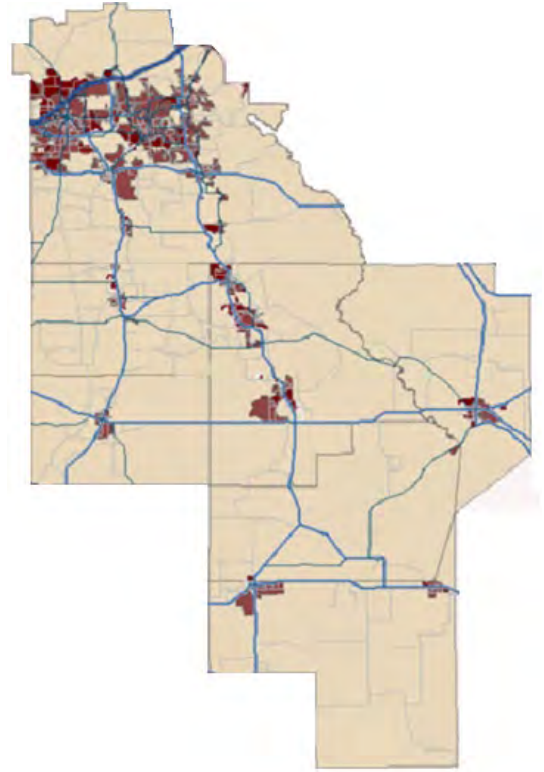
If we focus on a future that develops Tourism and Ecotourism opportunities in the Heartland...

- Support expansion and enhancement of existing tourism venues
- Provide business development to capture ecotourism and recreational opportunities



Transportation and Land Use

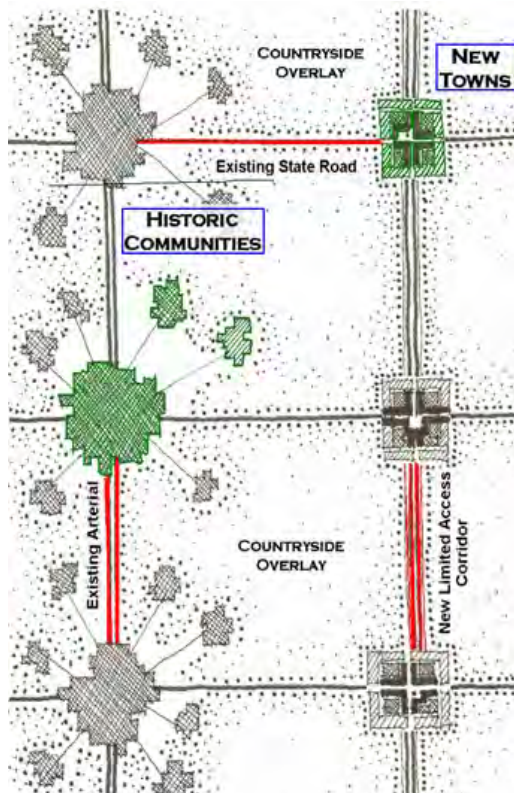
- Connections between growth and development and transportation access
- Planning land use and transportation to sustain viable natural systems
- Enhancing mobility while preserving community character
- Linking visioning to land use and transportation planning



Economic Diversity



Our Communities



Multi-Modal Connectivity



Natural Resource Protection



Our Values

Heartland 2060 is guided by shared values

The *Heartland 2060: Building a Resilient Region* visioning collaboration is guided by five Core Values since its founding a dozen years ago. These values represent our common geography, our economy, our natural resources, our communities, and our history and are the basis for both our opportunities and our challenges for the future.

Our Core Heartland Values have guided all our work supporting consensus building, development of plans and programs, support of existing and new initiatives, and continuing conversations.

Stewardship of Natural Resources: Ensuring our environment, wildlife, and natural spaces for future generations

Our Water Resources: Providing water supply for people, industry and agriculture, and water quality for our lakes and streams

Respect for Agriculture: Important to our history, vital for our future

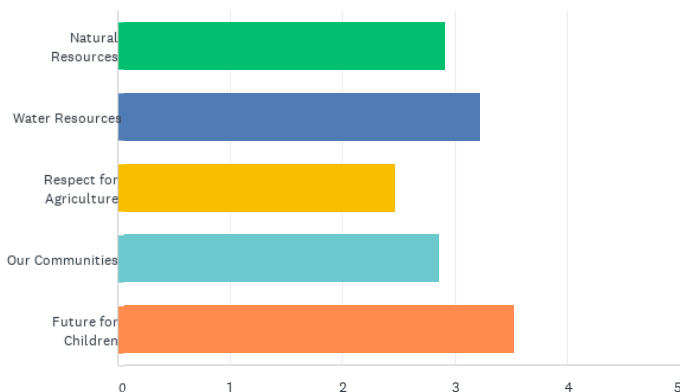
Our Communities: Celebrating our people, our places, and our traditions

Future for our Children: Education and job opportunities for all

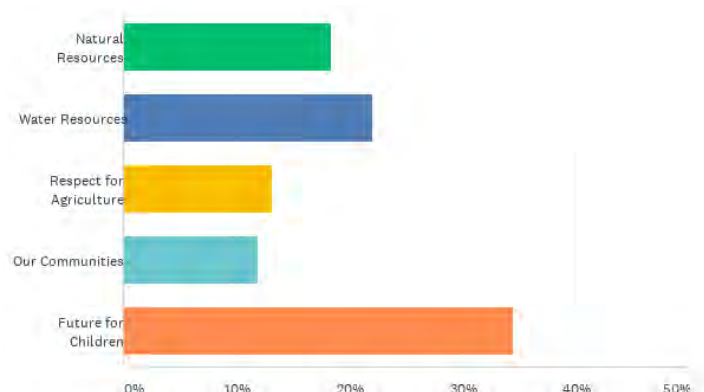
It is through our guiding values that we work together to build a more resilient Heartland region for this generation and generations to come.

Our survey in 2020 told us the importance of these values for today and for the future:

Which values are most important to you today?



Which values will likely be most important to you in the future?





Stewardship of Natural Resources

Ensuring our environment, wildlife, and natural spaces for future generations

Natural Resources in the Heartland

Green Swamp to the north, the Heart of the Floridan Aquifer, serves as the **headwaters of four major rivers** including the Peace River.

The **Peace River** to the west supplies over **6 million gallons per day of drinking water** to the region.

The **Kissimmee River** to the east is critical to the region's **flood control** efforts and supports a wide array of **recreational opportunities**.

The **Lake Wales Ridge** in the center of the region supports **distinctive plant and wildlife species found nowhere else in the world**.

The **eastern half of the seven-county region** north of Lake Okeechobee make up the **Northern Everglades watershed**.

The total permitted **capacity for potable water pumping** in the Heartland is estimated to be over **125 million gallons per day**.

(Source: Current potential water permits, South Florida Water Management District and Southwest Florida Water Management District)

The Heartland region **consumed nearly 970 million gallons of water per day in 2015** for all uses, including domestic, industrial, agricultural, and utility.

(Source: U.S. Geological Survey)

7 COUNTY AREA //

4,776,367
ACRES

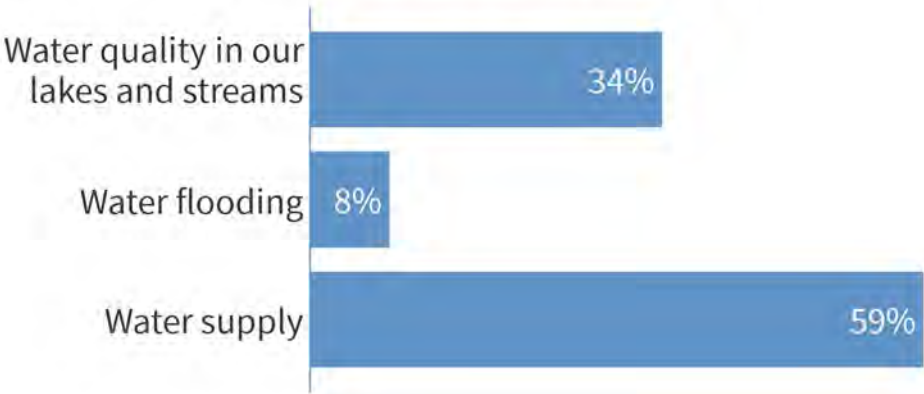
926,217
ACRES OF PROTECTED LAND

19% OF THE HEARTLAND REGION

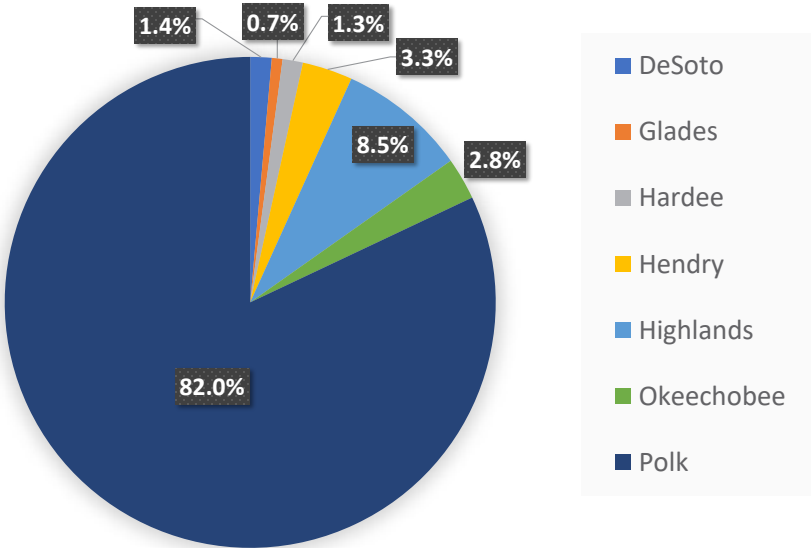
Our Water Resources

Providing water supply for people, industry and agriculture, and water quality for our lakes and streams

Our biggest future water challenge is:



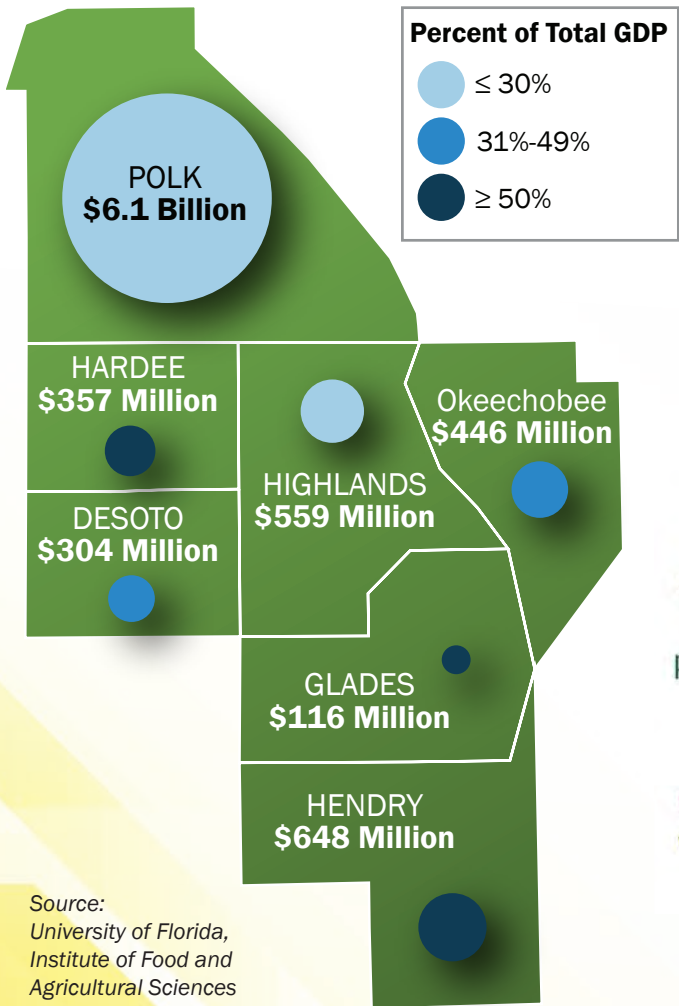
Daily Water Usage Per County





Respect for Agriculture

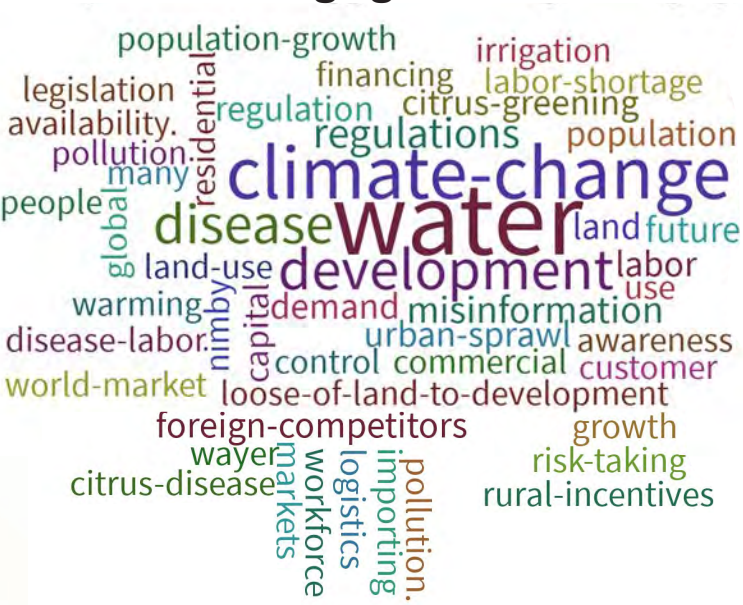
Important to our history, vital for the future



Source:
University of Florida,
Institute of Food and
Agricultural Sciences

There were **6,257 farms** in the 7 counties in 2017, down 5% from 2012. The 7 counties included more than **2.7 million acres of farmland** in 2017, down 8% from 2012. **Farm acreage increased 2%** statewide during that period.

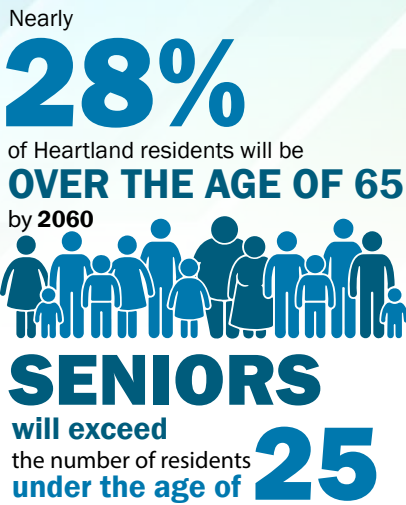
What is the biggest challenge facing agriculture?



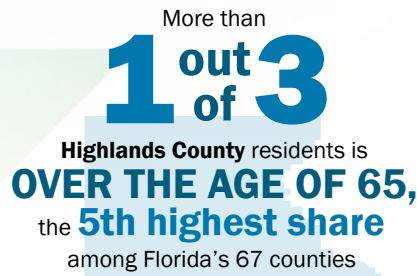


Our Communities

Celebrating our people, our places, and our traditions



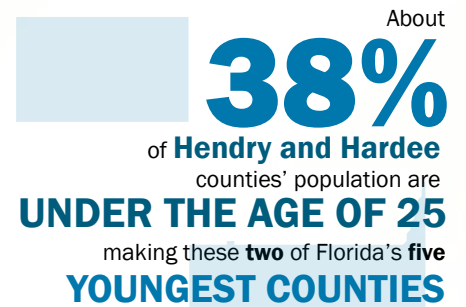
(Source: Central Florida Regional Planning Council)



By 2060, that will increase to nearly

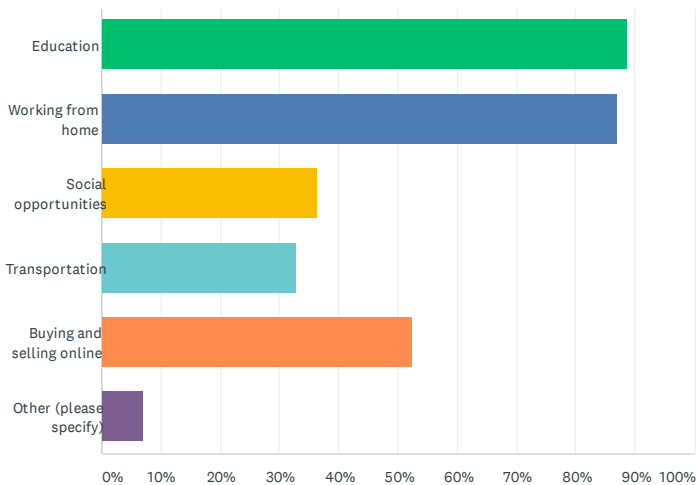


(Source: University of Florida Bureau of Economic and Business Research, Central Florida Regional Planning Council)

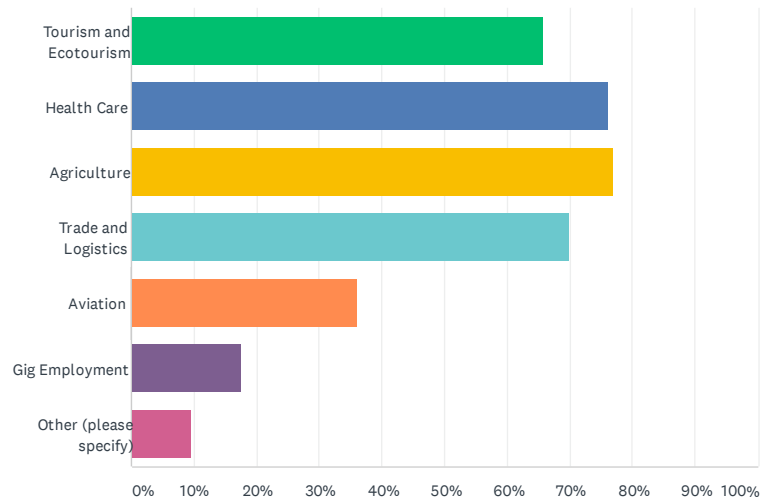


(Source: University of Florida Bureau of Economic and Business Research, Central Florida Regional Planning Council)

Moving forward, high-speed internet access will be critical for:



Which industries will help ensure a resilient and adaptable economy for your community?

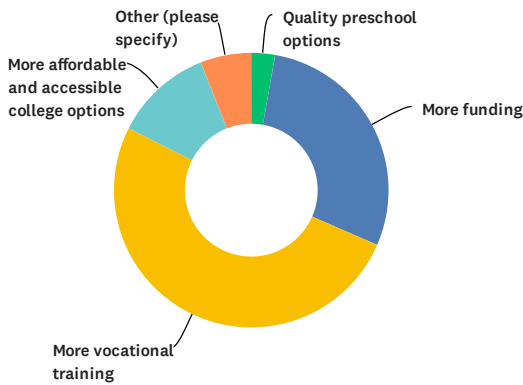




Future for our Children

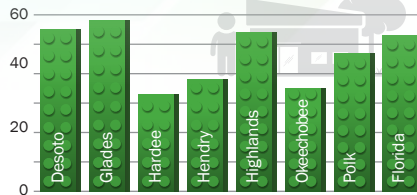
Education and job opportunities for all

What do you feel is most needed in your community's education system?

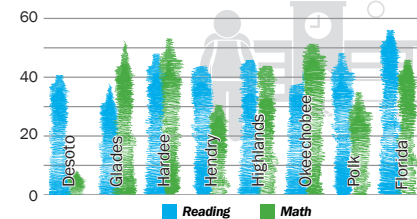


IS THE HEARTLAND READY?

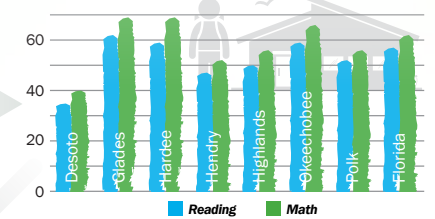
Percent of Students Who Are Ready for Kindergarten, 2018



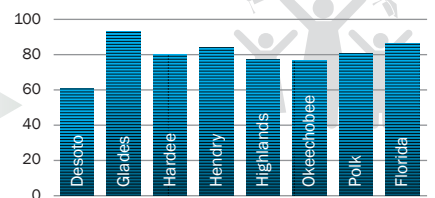
8th Grade Reading and Math Scores, 2019 (Percent of students rated satisfactory or higher)



3rd Grade Reading and Math Scores, 2019 (Percent of students rated satisfactory or higher)



High School Graduation Rate, Academic Year 2018



(Source: Florida Department of Education)

WORKFORCE SKILL DEMANDS ARE CHANGING...

The **fastest growing jobs** in Florida are those **requiring education beyond high school**

(Florida Department of Economic Opportunity)

Job growth nationwide is shifting toward **non-routine activities**, particularly those requiring **specialized skills or knowledge**

(Source: Federal Reserve Bank of St. Louis)

More than **1/2 of all jobs nationwide could be automated today** using current technologies

(Source: McKinsey Global Institute)

Florida employers report **gaps in "soft skills"** such as reliability and time management, communications, and leadership **twice as often as they report gaps in "hard skills"** such as math or information technology

(Source: Florida Department of Economic Opportunity)



integration
sustainable-growth
talent-pipeline
investor-recruitment
viable-courses-of-action
policychange
collaborative engagement
natural land
wildlife-corridors
unification
systematic encouraging-hemp-industry
unified-approach
smart-planning
workplace
connectivity
invest
tourism
political-civic-action
recruiting-industry shared-vision
collaboration-on-all-levels
recruitment
conservation
conserving
wildlife-corr
equity
workforce-housing
youth plan
education
plan
transportation
resources
attracting-industry
development
inclusivity



What is one key action we should be thinking about for the future of the **Heartland**?



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