
NASSAU PROSPERITY ALLIANCE CHARTER



November 2022

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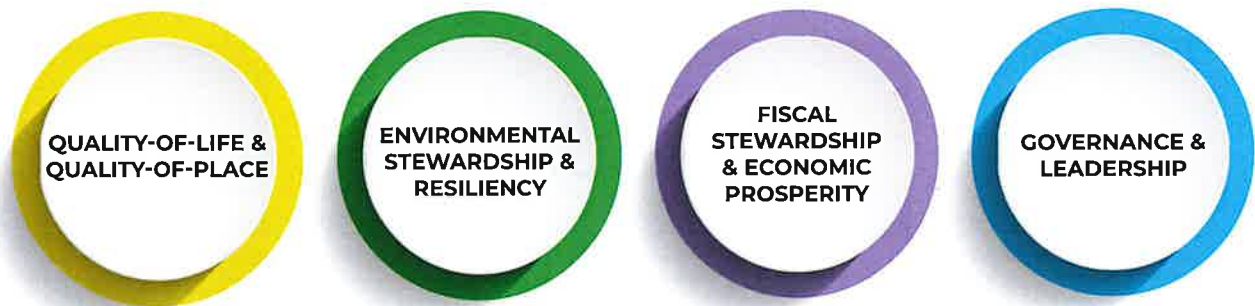
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INTRODUCTION

In May 2022, the Nassau County Board of County Commissioners (BOCC) adopted the County's first Strategic Plan, a plan that charts a collective path forward in the shared-pursuit of the greater common good and creation of lasting public value. The Strategic Plan identified four strategic priorities centered around the County's primary areas of responsibility.



These priorities are inextricably linked and many have a direct correlation to the viability of our local economic ecosystem. For this reason, staff created PROSPER NASSAU as a means to execute certain BOCC directives from the Strategic Plan in an organized and effective manner.

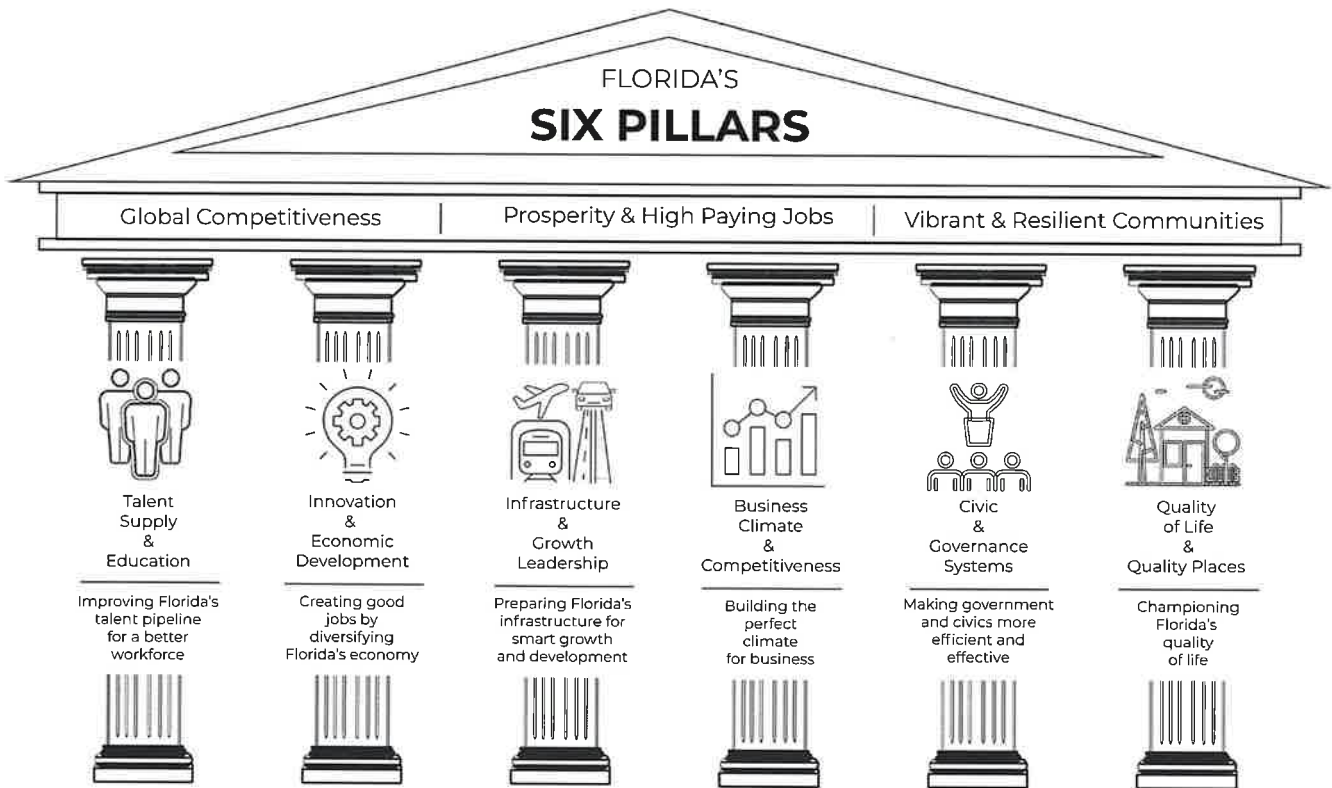
Within the PROSPER NASSAU framework, there are certain goals, targets, initiatives, and projects that can only be successfully executed with collaboration between the public and private sector. As such, Nassau County in cooperation with our local partners, has formed the Nassau Prosperity Alliance (NPA) to serve as a collaborative think-tank and unified coalition to guide specific initiatives and projects.

It is incumbent upon local leaders to take a holistic view of our 'economic resources' and to take proactive steps to form a coalition that recognizes and nurtures the full spectrum of our local economy. No single entity, agency, or organization can unilaterally meet the demands of the modern economic arena.

To be successful, we must leverage our collective strengths to create a whole that is greater than the sum of its individual parts.

SIX PILLARS OF FLORIDA'S FUTURE ECONOMY

Nassau County's economy is dependent on success across a broad range of key areas. Consistent with the Florida Chamber's framework vision to increase competitiveness on a global scale, promote prosperity and high paying jobs, and create vibrant and resilient communities, the NPA will utilize their collective knowledge and resources to nurture a strong local economic ecosystem that is cultivated with a generational perspective and aligned with the Six Pillars of Florida's Future Economy.



Talent Supply & Education: Investing in education and training produces a talent pool of highly skilled workers, building a strong foundation for economic growth and sustainability.

Innovation & Economic Development: Remaining competitive by focusing on emerging industries creates an environment for innovation to thrive.

Infrastructure & Growth Leadership: Planning for smart and timely investments to fund quality infrastructure secures the long-term economic viability of the County.

Business Climate & Competitiveness: Supporting strong policies that create a business-friendly climate by reducing burdens placed on new and expanding businesses increases competitiveness in the region.

Civic & Governance Systems: Creating partnerships between public and private entities to further economic development initiatives fosters community participation and investment in the support of unified goals.

Quality of Life & Quality of Place: Preserving the County's greatest natural resources and enhancing the elements that express its unique culture and sense of identity generate communities where people want to live, work, play, and stay.

MISSION STATEMENT

To nurture a more resilient, sustainable, equitable, and prosperous local economic ecosystem cultivated with a generational perspective and crafted to increase competitiveness on a regional and global scale, promote prosperity and high paying jobs, and create vibrant and resilient communities that offer the highest quality of life in the State of Florida.

MEMBERSHIP

The NPA will serve as a think-tank and unified coalition in facilitating certain strategic initiatives, as requested by the County's Office of Strategic Advancement and Economic Resources related to the local economic ecosystem. Membership shall consist of representatives from the following organizations, and may be amended as needed. Individuals representing the organizations should have executive decision-making authority.

NASSAU COUNTY ECONOMIC DEVELOPMENT BOARD

Utilizing Nassau County's unique resources to recruit target industries with high-wage jobs in order to diversify our tax base.

NASSAU COUNTY CHAMBER OF COMMERCE

Promoting and advancing business interests through networking and advocacy.

AMELIA ISLAND CONVENTION AND VISITORS BUREAU

Promoting and improving tourism-related business activities and enhancing tourism development efforts on Amelia Island.

Florida SMALL BUSINESS DEVELOPMENT CENTER at the University of North Florida
Providing training and technical assistance to small business owners and aspiring entrepreneurs.

PROSPER NASSAU
Creating a more resilient, sustainable, equitable, and prosperous economic ecosystem through the collaborative pursuit of the greater common good.

INTENT

It is the intent of the NPA to break down silos, reduce duplicative efforts, open meaningful lines of communication, and create an alliance where the individual success of one NPA member is success for all NPA members.

It is the intent of the NPA to utilize their collective resources and knowledge in the collaborative pursuit of shared interests and the greater common good.

It is the intent of the NPA to serve as a collective think-tank and provide guidance on matters brought forward by the Office of Strategic Advancement and Economic Resources.

It is the intent of the NPA to foster positive communication, through a unified message, regarding progress and outcomes of assigned initiatives and the 'state of the local economic ecosystem.'

It is the intent of the NPA to form a long-term collaborative working relationship among NPA members. However, participation is voluntary and an NPA member can leave the alliance at anytime.

DUTIES AND RESPONSIBILITIES

1. The NPA, through shared leadership, will leverage its collective strengths to serve as the collaborative think-tank for initiatives, studies, and projects related to cultivating a healthy economic ecosystem.

2. The Office of Strategic Advancement and Economic Resources will designate a central point of contact to coordinate meetings, provide communication, distribute information, and to ensure the efforts of the NPA are documented.

3. The Office of Strategic Advancement and Economic Resources will provide administrative and logistical support to the NPA.

4. As requested by the Office of Strategic Advancement and Economic Resources, the NPA will utilize the expertise of its members to provide guidance to the project team, foster project development, monitor project progress, and oversee project deliverables in order to achieve a common goal.

5. When necessary, the NPA, through coordination by The Office of Strategic Advancement and Economic Resources, will engage the resources of public and private entities to provide specialized technical assistance to support projects.

6. The NPA will establish key indicators to assess the health of the local economic ecosystem.

7. The NPA will meet, at a minimum, on a quarterly basis at a time and date to be established by the NPA. Meetings may occur more frequently, as required, during an active initiative or project.

8. The Office of Strategic Advancement and Economic Resources will catalogue and report NPA activities on a quarterly basis.

9. Annually, the Office of Strategic Advancement and Economic Resources will provide a 'State of the Local Economic Ecosystem.'

The undersigned commit to active participation and engagement in the NASSAU PROSPERITY ALLIANCE.

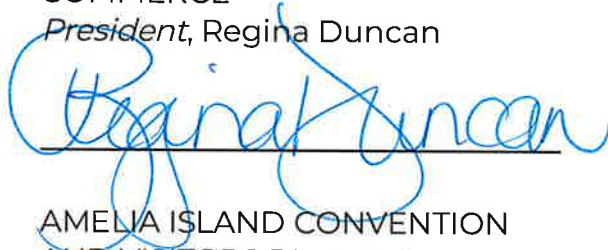
NASSAU COUNTY ECONOMIC
OP-DEVELOPMENT BOARD
Executive Director, Sherri Mitchell



Florida SMALL BUSINESS DEVE-
LOPMENT CENTER at UNF
Assistant Director, Jodi Henson



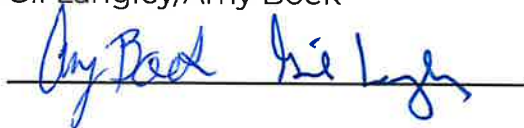
NASSAU COUNTY CHAMBER OF
COMMERCE
President, Regina Duncan



PROSPER NASSAU
Director of Strategic Advancement
Brandy Carvalho



AMELIA ISLAND CONVENTION
AND VISITORS BUREAU
President / CMO
Gil Langley/Amy Boek



PROSPER NASSAU
Economic Resources Coordinator
Holly Coyle