

RMA Follow Up & Resource Guide



Ansley Farrell <ansley@rma.us.com>

To  Mary-Ellen Harper

Cc  Lynn Dehlinger;  Renee Myers

 You replied to this message on 9/11/2026 3:44 PM.

Good morning, Mary Ellen,

It was a pleasure meeting with you today! Following up on our discussion, our team pulled together a list of Florida universities and university-affiliated centers that conduct economic, market, demographic, workforce, and community research. I thought these could be potential resources as you explore options for Levy County's market analysis and economic development planning to help give you a jump start at least.

University of Florida – Bureau of Economic and Business Research (BEBR)

Focus: Economic and demographic research, population projections, economic analysis, survey research, forecasting, and data analysis.

Contact: Hector H. Sandoval, Ph.D., Director, Economic Analysis Program

Phone: 352-294-9145

Email: hsandoval@ufl.edu

University of Florida – Economic Impact Analysis Program

Focus: Economic impact analysis, regional economic modeling, economic contribution studies and research related to regional economies.

Contact: Christa Court, Ph.D., Director

Phone: 352-294-7675

Email: ccourt@ufl.edu

University of Florida – Florida Agricultural Market Research Center

Focus: Market research and analysis related to agriculture, food systems, natural resources and rural economies.

Contact: Zhifeng Gao, Ph.D., Director

Phone: 352-294-7672

Email: zfgao@ufl.edu

University of Florida – Survey Research Center

Focus: Survey research, public opinion research, stakeholder engagement and data collection for public and private organizations.

Contact: Elizabeth Lynch, Survey Center Manager

Phone: 352-392-2908

Email: elynch@ufl.edu

Florida State University – Center for Economic Forecasting and Analysis (CEFA)

Focus: Economic development, economic impact analysis, economic forecasting, econometrics, environmental and natural-resource economics, and regional economic research.

Contact: Julie Harrington, Ph.D., Director

Phone: 850-644-7357

Email: jharrington@cefa.fsu.edu

University of Central Florida – Institute for Economic Forecasting

Focus: Economic forecasting, regional economic analysis and research designed to support government and private-sector decision-making.

Phone: 407-823-1453

University of North Florida – Florida SBDC at UNF

Focus: Small business development, business planning, strategic planning, financial analysis, marketing, competitive strategies and business growth.

Phone: 904-620-2476

Email: smallbiz@unf.edu

University of West Florida – Haas Center

Focus: Market research, economic impact studies, demographic analysis, workforce research, site-location studies and economic development research.

Phone: 850-439-5400

Email: haascenter@uwf.edu

Florida A&M University – FAMU Innovation Center

Focus: Innovation, entrepreneurship, business development and economic development initiatives. FAMU is also an EDA University Center.

Contact/Email: David Teek (david.teek@famu.edu)

Phone: 850-412-7469 or 850-321-8689

Based on the discussion today, I think it would be worth reaching out to several of these organizations to learn more about their capabilities, availability, and potential costs for conducting a Levy County market analysis/economic development study.

Some of the areas we would potentially ask them to address include:

- *Population and demographic trends*
- *Five-year population growth projections*
- *Workforce and labor market analysis*
- *Business and industry analysis*
- *Market opportunities and gaps*
- *Vacant/abandoned property*
- *Business support needs*
- *Economic development opportunities*
- *Priority industries*
- *Stakeholder and community engagement*
- *Business/resident surveys*
- *Competitive analysis*

- *Recommendations and priorities for the next 3–5 years*

Please note that we would **love** to work with you and provide the market analysis but understand budgeting limitations. We are happy to provide a scope once you determine what route you'd like to take, whether that is to do the market analysis and stakeholder engagement **or** just the stakeholder engagement portion.

We are flexible and looking forward to potentially working with you in the future.

Thank you for the opportunity and we hope you have a wonderful week! 😊

At Your Service,



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