

## **R. CHRISTOPHER JONES, PH.D.**

**President & Chief Economist, Florida Economic Advisors, LLC**

### **Professional Profile**

Dr. Chris Jones serves as the President and Chief Economist of Florida Economic Advisors, LLC. Dr. Jones is one of Central Florida's most experienced regional economists. In addition to his advanced degrees in business and economics, he has over 24 years of experience as an economic and financial consultant in Central Florida. His private sector background includes tenure as an associate economist with *Fishkind & Associates* and as the founder and Senior Economist of *MSCW Economics* in Orlando. Dr. Jones' public sector service includes a term as the Senior Economic Advisor to the City of Orlando, Florida. With more than 400 studies in his consulting portfolio, Dr. Jones has provided services for various branches of Federal, State, and Local Government, including the Executive Office of the Governor and over 30 units of local government in Florida.

Dr. Jones is widely recognized as one of Florida's leading experts in fiscal policy, serving for two years on Governor Jeb Bush's Fiscal Impact Advisory Committee. He is also considered to be one of the state's premier advisors on affordable housing policy. Dr. Jones served for several years as a founding member of East Central Florida Regional Planning Council's Affordable Housing Resource Group, and assisted in the development of the state-approved methodology for assessing affordable housing demands generated by Developments of Regional Impact.

Dr. Jones is currently a full-time faculty member of the University of South Florida economics department. In addition, he has previously served as professor and instructor at Florida Southern College and Hillsborough Community College. In his work as a university lecturer, Dr. Jones has taught the following courses:

- Principles of Microeconomics
- Intermediate Price Theory
- Managerial Economics
- Principles of Marketing
- Business and Society
- Environmental Economics
- Microeconomic Theory
- Principles of Macroeconomics
- Urban Economics
- Global Environment of Business
- International Marketing
- Economics and Regulation
- Economic Concepts
- Personal Finance

### **Areas of Expertise & Consulting Practice**

Dr. Jones is actively involved in the following areas of economic consulting:

- Residential & Nonresidential Market Demand Analysis
- Economic Impact Studies
- Regional Economic Forecasting and Long-Range Projections
- Fiscal Impact Analysis and Governmental Budgeting

## **Areas of Expertise & Consulting Practice (con't)**

- Land Use Analysis and Optimization Studies
- Consumer Research and Surveying
- Property Value Analysis and Development Cash Flow Modeling

## **Relevant Experience & Selected Major Clients**

Dr. Jones' public sector client list has included numerous branches of Federal, state, and local government. In addition, his private sector experience includes consulting for such major clients as the Walmart Corporation, Westinghouse, Lockheed, ITT, the Pulte Home Corporation, Blockbuster Entertainment and the Trammell Crow Company. Dr. Jones has performed economic research and/or expert witness testimony in over 50 civil litigation cases, involving eminent domain and business damages. A list of selected major clients is provided below:

- ◆ Executive Office of the Governor (FL)
- ◆ Marion County, Florida
- ◆ Orange County, Florida
- ◆ Brevard County, Florida
- ◆ City Of Orlando, Florida
- ◆ City of Lakeland, Florida
- ◆ City of DeBary, Florida
- ◆ City of North Port, Florida
- ◆ City of Tavares, Florida
- ◆ Walmart Corporation
- ◆ Sembler Development
- ◆ Carolina Florida, Inc.
- ◆ WTC Tampa
- ◆ FL Department of Transportation
- ◆ Lake County, Florida
- ◆ St. Johns County, Florida
- ◆ Walton County, Florida
- ◆ City of Jacksonville, Florida
- ◆ City of Lake Mary, Florida
- ◆ City of Tampa, Florida
- ◆ City of Leesburg, Florida
- ◆ JR Anderson Real Estate
- ◆ Mercury Advisors
- ◆ Williams Companies
- ◆ Downtown Tampa Partnership
- ◆ St. Joe Company

## **Education**

Doctor of Philosophy, Business Economics, University of South Florida (2008); Master of Arts in Economics, University of South Florida (2005); Master of Business Administration, Roy E. Crummer Graduate School of Business, Rollins College (1992); Bachelor of Science in Food & Resource Economics, University of Florida (1990)

## **Past & Present Professional Associations & Advisory Committees**

- Governor's Fiscal Impact Advisory Committee
- The Urban Land Institute
- The National Association for Business Economics
- The American Planning Association
- East Central Florida Regional Planning Council Affordable Housing Resource Group

## **Publications & Media**

Dr. Jones' economic commentary has appeared in the following publications:

- ◆ Washington Post
- ◆ Daytona Beach News-Journal
- ◆ Lakeland Ledger
- ◆ Orlando Business Journal
- ◆ Daily Commercial
- ◆ Ft. Myers News-Press
- ◆ Mid-Florida HBA Magazine
- ◆ Riverland News
- ◆ East Orlando Sun
- ◆ Orlando Sentinel
- ◆ Naples Daily News
- ◆ Florida Real Estate Journal
- ◆ Florida APA News
- ◆ Longboat Key Observer
- ◆ Palatka Daily News
- ◆ Charlotte Sun-Herald
- ◆ Ocala Star-Banner
- ◆ Orlando Magazine

## **Presentations**

Dr. Jones has been seen on WTSP CBS-10, WFTS ABC Action News, WOFL FOX-35, and WTVT FOX-13 providing televised economic commentary. He has also been a guest on WUSF's *Florida Matters* program, discussing economic policy. Dr. Jones has been a guest speaker commenting on economic issues before the following civic and professional organizations: The Urban Land Institute; The Florida Institute of Certified Public Accountants; Leadership Winter Park; The American Planning Association; Leadership Orlando; Downtown Tampa Partnership; West Volusia Community Outreach Forum; West Orange County Community Outreach Forum; The Oviedo Chamber of Commerce; The Oviedo Rotary Club; The Community Foundation of Greater Lakeland; The Florida Redevelopment Association; The Pasco County Economic Development Council; and the Orange County Redevelopment Workshop.

## **Representative Project Experience**

### **Consulting Economist – Pinellas County Metropolitan Planning Organization / Pinellas Suncoast Transit Authority / Tampa Bay Regional Transportation Authority / Florida Dept. of Transportation**

Served as consulting economist to the aforementioned transit agencies, Pinellas County government, and multiple municipal governments in the economic feasibility analysis of a proposed 25 +/- mile light-rail transit system in Pinellas County, Florida. Major project efforts include transit system case study evaluations, long range growth forecasts, market demand assessments, system economic impact analysis, and system/station threshold determinations.

### **Consulting Economist – Orange County, Florida**

Served as Orange County's consulting economist for long range planning during the 2007-2011 period. Major work efforts have included economic forecasts to support development capacity and land use policies for residential, commercial, office, and industrial development. Co-authored studies on market demand for light-rail transit development and the economic returns from New Urbanism communities.

### **Consulting Economist – Marion County, Florida**

Developed an interactive model for Marion County that allows users the ability to model growth and development scenarios on a project or area-wide level of geography, and assess the economic and fiscal impacts to the County from these scenarios. The model's purpose is to allow the County's professional planners and economic development experts to model growth patterns that sustain or improve the economic base of one of Florida's fastest growing areas.

### **Consulting Economist – Lake County, Florida**

Prepared a comprehensive fiscal impact analysis of the County's long-range growth management plan for local government officials. The analysis considered future growth, development, and annexation impacts on local revenues and service provision costs to the County's unincorporated area.

### **Consulting Economist – City of North Port, Florida**

Developed an interactive model for North Port that allows planners to model growth and development scenarios on a project or area-wide level of geography, and assess the fiscal impacts to the City from these scenarios. The model's purpose is to measure the sustainability of growth patterns for this rapidly expanding Southwest Florida municipality. City planners have been using the model to evaluate development plans since early 2008.

### **Consulting Economist - City of Tampa, Florida**

Economic consultant for the Channel District Strategic Action Plan and Central Business District long range plan. Major work efforts included market research, economic forecasts, fiscal impact analysis, and tax increment revenue projections for these key business centers of Metro Tampa. The results of this research and analysis are the centerpiece of an area-wide public facilities plan, including financial mechanisms and development regulations that promote sustainable economic development within the Channel District and Downtown Tampa.

### **Green Island Ventures – Osceola County, Florida (Green Island)**

Economic consultant to the principal developer of a 6,000 acre mixed-use development adjacent to the Florida Turnpike. Project development plans include 11,000 residential units and 3.2 million square feet of regional retail, office, and research industrial uses. Performed economic and market research, absorption projections, and development phasing programs.

### **Walmart Corporation – Alachua County, Florida (Walmart Supercenter)**

Economic consultant to the Walmart Corporation, for a proposed Walmart retail Supercenter at the Interstate 75/U.S. Highway 441 interchange. Performed economic and market research, identifying trade area need for the proposed center.

### **Collonade Golf Villas – Lee County, Florida (Lehigh Acres Commercial Center)**

Economic consultant to the developer of a 20 acre commercial/retail center along Joel Boulevard, in the Lehigh Acres community. Performed economic and market research, identifying trade area need for the proposed center.

### **Mercury Advisors – Tampa, Florida (Grand Central at Kennedy)**

Economic consultant to the developer of a 1 million square foot mixed-use project in Tampa's Channel District CRA. Performed economic and market research, fiscal evaluations, and ad valorem revenue forecasts. Project features of Grand Central include upscale residential, commercial, and office uses. Grand Central is positioned as the centerpiece of a revitalized Channel District.

### **JR Anderson Real Estate – North Port, Florida (North Port Gardens)**

Economic consultant to the developer of a proposed 2 million square foot mixed-use development along the Interstate 75 corridor, anchored by a 1.4 million square foot lifestyle shopping and entertainment center. Performed economic and market research, fiscal evaluations, and affordable housing analyses.

### **Skye Development – 101 Meridian (Tampa's Channel District)**

Economic consultant to the developer of a 208,000 square foot mixed-use project in Tampa's Channel District CRA. Performed economic and market research, fiscal evaluations, and tax increment revenue forecasts. The project is proposed to include residential, commercial, and office uses, and represents one of the first projects within the Channel District to offer value priced housing to local residents.

### **Sembler Investments – Seaboard Square (Tampa's Channel District)**

Advisor to Sembler in the economic positioning of Seaboard Square, a proposed 1.1 million square foot mixed-use project in Tampa's Channel District CRA. Performed economic research, fiscal evaluations, and tax increment revenue forecasts. The project includes residential, commercial, and office uses.

### **Senior Economic Advisor - City of Orlando, Florida**

A principal role as the City of Orlando's senior economic advisor involved the review and analysis of development proposals targeted at the Downtown Orlando CRA. Activities included analysis of developer pro-formas, development of counter-proposals, and negotiation with private sector developers regarding City participation in CRA development projects. Participated in the formulation of CRA development programs totaling almost 2 million square feet of space with an estimated value exceeding \$250 million.

### **City of Leesburg, Florida**

Economic consultant for a feasibility study that evaluated 2,000+ acres of previously undeveloped property in close proximity to the Florida Turnpike. Performed market research, economic forecasts, and land use allocations for the project study area. The results of this research and analysis have led to further master planning and infrastructure programming efforts by the City.

### **City of Lake Mary, Florida**

Principal consultant and project manager for a multi-phase downtown development feasibility study. Performed market research, land use selection, infrastructure costing,

and bond financing models for the City's 80-acre downtown district. The results of this research and analysis led to the award of a \$200,000 Community Development Block Grant from the State of Florida for financing downtown infrastructure.