Destiny
America’s First Eco-Sustainable City

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The intent of Destiny is to build a forward-thinking community operating with minimal impact on the environment and a scientific hub where the latest clean technology innovations will emerge.

Problem statement: what should be built first, in the gateway acreage, to attract settlers and signal the goals of Destiny?

**Industrial**
- Prefabrication building factory
  - Build Destiny
  - Create local jobs
  - Export sustainability
- Citrus processing
  - Outputs used for industrial symbiosis
  - Builds on local supply
- Bio-mass energy production
  - Utilizes local by-products to generate renewable energy

**Commercial**
- Clean-tech incubator
  - Pipeline for knowledge-based industries
  - Establish leadership and foster innovation
  - Attract entrepreneurs and businesses
  - Establish relationship with VCs
- Conference and meeting facilities
  - Attract new audiences to Destiny
  - Provide needed facilities for incubator and new Destiny businesses
- Hotel and restaurant
  - Source local produce
  - Host potential settlers/visitors to incubator
  - Attract motorists from highway

**Residential**
- Model homes to demonstrate quality and intent
- Garden apartments for early residents and employees
- Sustainable housing options at a range of price points

**Survey of Clean Technology Entrepreneurs**
- 21 respondents from MIT Sloan MBA classes 2007 – 2010
- 15 considering founding a clean technology company within ten years (8 say it is likely or very likely)
- Being surrounded by an entrepreneurial culture most important
- All those considering a start-up would consider locating in a business incubator
- Indications that co-location of an artist community would make the city more attractive

**Cultural**
- Artist community
  - Attract tourism
  - Attract entrepreneurs
  - Increase local consumption base
  - Retain discretionary spending
  - Support industrial symbiosis
- Amphitheater
  - Support performing arts
  - Gathering place for community members

<table>
<thead>
<tr>
<th>City</th>
<th>Distance (miles)</th>
<th>Driving Time (hours)</th>
<th>Population (thousands)</th>
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Sources: Google Maps; U.S. Census Bureau.