

OFFICE OF ECONOMIC VITALITY



October 1, 2021 – September 30, 2022

ANNUAL REPORT

SUMMARY

The IA Board allocated an approximately \$24,128,905 million dollar investment to advance the implementation of OEV policy and program initiatives in Fiscal Year 2022. The Office of Economic Vitality continues to advance the Tallahassee-Leon County economy through business retention, recruitment & expansion, local organization sponsorships, grant-making, marketing & engagement, and coordination of ecosystem partners.

OFFICE OF ECONOMIC VITALITY 5-YEAR IMPACT (2016–2021)

In 2016, Blueprint Intergovernmental Agency Board of Directors adopted Tallahassee-Leon County's first-ever long-term Economic Development Strategic Plan. It incorporates assets and culture representing Florida's Capital—pillars of research and commercialization, a diverse and inclusive community, and a nationally-recognized higher education presence. By 2021, the Office of Economic Vitality **completed or initiated** 87% of the Strategic Plan target goals.

**OVER
\$1 BILLION**

Total Economic Impact

with \$430 million economic
impact created annually

Every \$1 invested into
Tallahassee-Leon County Economic
Development Projects results in
\$6.30 Return on Investment.

IMPACT FACTS



2900+ Jobs
Created

Created **over \$430 million**
economic impact annually



2750+ Businesses
Assisted



13200+ Jobs
Preserved



Generated **over 75 project**
leads with **18 active projects**



317+ MWSBEs
Locally Certified



365 certifications for the
Office of Supplier Diversity

AWARDS AND RECOGNITIONS

IEDC Excellence in Economic Development Awards

Gold Award, Economic Equity and Inclusion – Minority, Women, and Small Business Enterprise Division



2022 NACo Achievement Award, Community & Economic Development: Love Your Local Small Business Promotion Campaign

2022 NACo Achievement Award, Community & Economic Development: SmartSteps Microloan Program



Tallahassee-Leon County was one of 16 cities selected to participate in the Southern Cities Economic Inclusion Initiative (SCEI) by the National League of Cities.

IT Job Growth: A 2022 report published by The Brookings Institution revealed that tech industry jobs in Tallahassee-Leon County grew over 3% during the first year of the COVID pandemic.

ECONOMIC DEVELOPMENT STRATEGIC PLAN

The Strategic Plan provides strategies for creating jobs and supporting Minority, Women, and Small Business Enterprises and local businesses in the Tallahassee-Leon County area. By 2021, significant progress was made that includes, over 2,900 jobs created, over 313 minority, women, and small business enterprises certified with more than 2,000 employees, a \$300 million economic impact generated to the local economy, and \$18 million in Leon CARES funding disbursed to over 930 businesses.

Scan the QR code to read the 2022 Strategic-Plan!

2022

TALLAHASSEE-LEON COUNTY

ECONOMIC DEVELOPMENT STRATEGIC PLAN

OFFICE OF
ECONOMIC
VITALITY

Scan to
read the
full report



EVENTS



Participated in the execution of the spring 2022 Leon Works Expo, attended by over 750 high school students and over 100 employers across the region.



Hosted the Amazon Web Services (AWS) Roundtable with Amazon to identify new talent pipelines. Over 40 people from across the IT industry, along with the community workforce and educational partners attended.



Coordinated the 29th Annual Minority Enterprise Development (MED) Week which included an awards program, supplier diversity exchange, and 3 live-streamed webinars to assist MWBEs.



Hosted the inaugural Black Business Expo in February 2022 in partnership with Mega Ace Media. The event facilitated networking opportunities and resource identification for MWBEs in our local business ecosystem.



BUSINESS DEVELOPMENT AND INTELLIGENCE DIVISION

FOCUSED ON 18 ACTIVE PROJECTS WITH THE POTENTIAL TO CREATE:

Over **2,900 jobs**
\$27.11 million in income or wages
\$480 million in total economic output

ORGANIZED TWO MAJOR SITE VISITS IN THE COMMUNITY:

A **Manufacturing Company from Europe** looking to grow their market into North America
A **Magnetics Industry Manufacturer investing in Research** to diversify their product offerings

CONDUCTED 87 BUSINESS CONSULTATIONS, GENERATING:

119 active leads
39 recruitments
19 business expansions
3,555 new and retained jobs

MET WITH OVER **75 LOCAL BUSINESSES** TO IDENTIFY COVID RECOVERY

LISTED OVER **750 PROPERTIES ON GIS WEBTECH**, A NEW SITE SELECTION TOOL AVAILABLE FOR FREE ON THE OEV WEBSITE AT **[OEVFORBUSINESS.GISWEBTECHGURU.COM](https://oevforbusiness.org/giswebtechguru.com)**

RELEASED 5 DATATALKS VIDEOS COVERING THE FOLLOWING TOPICS: BUSINESS FORMATION, POPULATION ESTIMATES & PROJECTIONS, LABOR FORCE, NON-EMPLOYER STATISTICS, AND ANNUAL ECONOMIC REVIEW 2021.

MINORITY, WOMEN, & SMALL BUSINESS ENTERPRISE (MWSBE) DIVISION

CERTIFIED OVER 325 FIRMS with an **ADDITIONAL 288 FIRMS** certified by the Florida Office of Supplier Diversity (OSD). Resulting in a total of **615 FIRMS READY TO PARTICIPATE IN THE LOCAL PROCUREMENT PROCESS.**

Certified MWBEs participated in **25 CITY AND COUNTY PROJECTS**, earning a total of **\$8,143,113.**

SECURED A \$52,000 GRANT from the Knight Foundation through the Community Foundation of North Florida to provide technical assistance and capacity-building instruction for MWSBEs for FY 2022 and 2023.

CREATED five episodes of the Capturing Champions radio podcast focused on the local business community and available resources for MWBEs.

LAUNCHED a user-friendly, online appointment booking application for the that resulted in over 30 appointments scheduled since October 1, 2021.





LISTED OVER 350 LOCAL BUSINESSES on the new Love Your Local Business Directory page:
oevforbusiness.org/lyl/business-directory

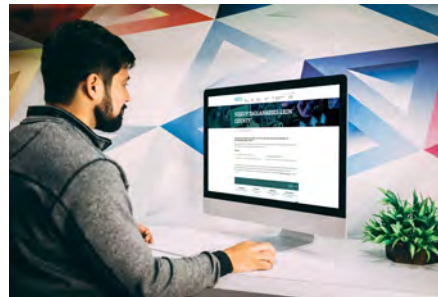
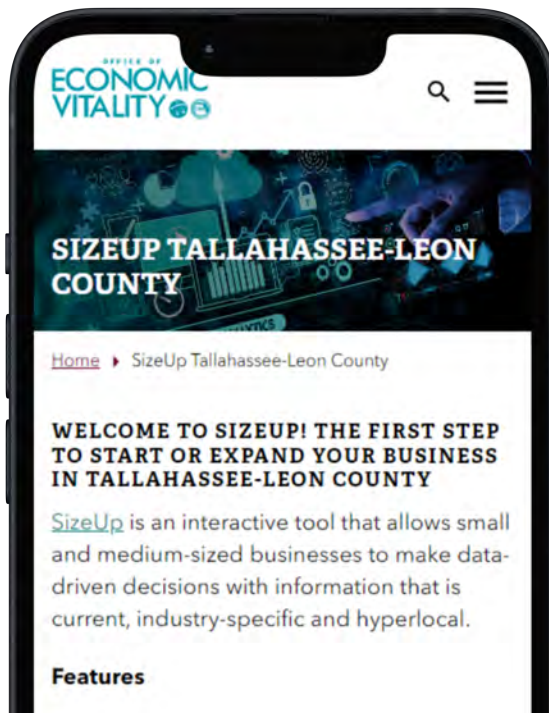


SIZEUP

Launched SizeUp Tallahassee-Leon County—a free, interactive small business development tool available on the OEV website at oevforbusiness.org/size-up. The application allows small and medium-sized businesses to make data-driven decisions with information that is current, industry-specific, and hyperlocal.

Small businesses can access the data to:

-  Discover potential customers & suppliers
-  Optimize marketing to ideal customers
-  Analyze consumer characteristics & spending in Tallahassee-Leon
-  Rank industry performance across multiple measurements



BIG BEND MANUFACTURERS ASSOCIATION (BBMA)

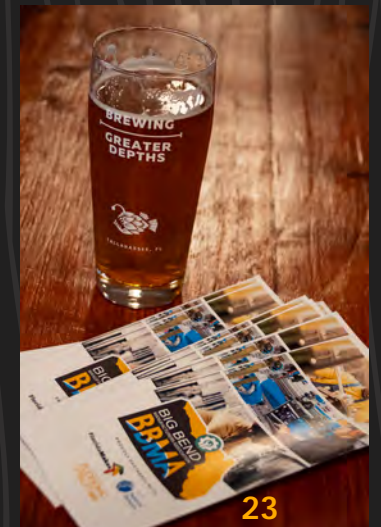
2 Networking Events Hosted

3 Businesses Assisted with Optimizing their Production Processes

11 Members Gained

Facilitated an event in July 2022 to recognize Target Print & Mail in partnership with Florida-Makes.

Extended the scope of initiatives to a regional level, promoting educational resources to a larger pool of local manufacturers in 10 surrounding counties.



ABOUT OEV

The Office of Economic Vitality (OEV) is the economic development organization for the City of Tallahassee and Leon County. Our economic development model values diversity, equity, and economic inclusion and ensures accountability, transparency, and professional management of all economic development projects.

MISSION

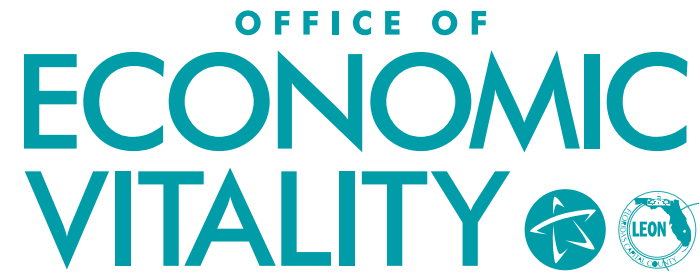
To lead Tallahassee-Leon County's economic development efforts by leveraging existing resources and assets that grow and drive economic vitality.

VISION

To drive the growth of Tallahassee-Leon County's diverse and vibrant economy.



**SCAN TO VISIT
OUR WEBSITE!**



WHAT WE OFFER

The Office of Economic Vitality will customize assistance to meet your company's needs from site selection, market research, minority and women business support, and technical assistance. Call on us. We're here for you.

**SITE
SELECTION
GUIDANCE**
pinpoint the
best location
specific to your
company
needs.



**TECHNICAL
ASSISTANCE**
identify key
resources and
capital to grow
your business.



**DATA
COLLECTION**
on consumer
spending patterns,
real estate trends, and
labor market statistics
to help guide your
decisions.



**DIVERSITY &
ECONOMIC INCLUSION**
by engaging, empowering,
educating, and enhancing
business opportunities for
certified minority, women, and
small business enterprises.



**WORKFORCE
DEVELOPMENT
ASSISTANCE**
assist with locating
and cultivating a
dynamic labor pool

BLUEPRINT

INTERGOVERNMENTAL AGENCY



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