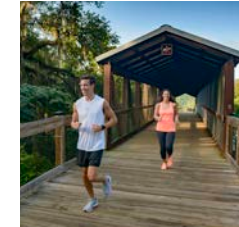
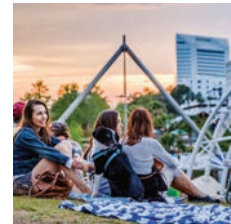
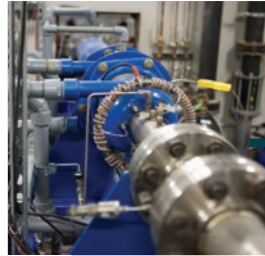




STRATEGIC PLAN 2016-2021



OFFICE OF
**ECONOMIC
VITALITY**  
TALLAHASSEE-LEON COUNTY

IMPACT REPORT

INTRODUCTION FIVE YEAR REPORT

The Office of Economic Vitality implements a collaborative and inclusive approach to economic vitality. Whether a company is seeking to grow, relocate or start, OEV is the front door for site location, talent solutions, and technical assistance. The Office serves as the connector between local and state economic, workforce, and business partners to ensure Tallahassee-Leon County remains competitive for new businesses and opportunities.

VISION

Elevate Tallahassee-Leon County's profile to promote and support our diverse and vibrant economy.

MISSION

To guide Tallahassee-Leon County's economic development efforts in coordination with the private sector and community stakeholders by fostering fair and open competition, conducting extensive outreach to assist businesses in navigating and competing in today's marketplace, and leveraging existing resources to maximize the infusion of financial capital to the local economy.



STRATEGIES AND CORNERSTONES

Guided by Blueprint Intergovernmental Agency Board of Directors and in alignment with the City of Tallahassee and Leon County Government's economic development priorities, OEV positions itself to provide maximum benefit and support for the business community of Tallahassee-Leon County. OEV has completed or initiated 87% of the Strategic Plan. These strategies and tactics were divided among three cross-cutting strategies and six cornerstones:

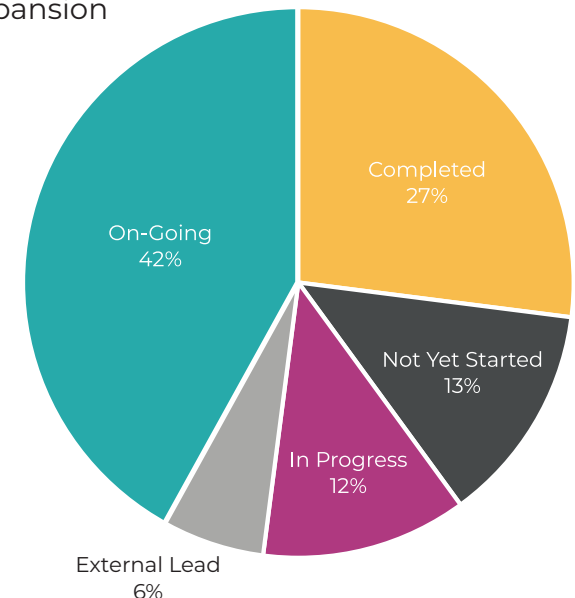
STRATEGIES

- Marketing & Communications
- Engagement, Collaboration & Alignment
- Allocation of Resources

CORNERSTONES

- Business Formation
- Technology Transfer & Commercialization
- Business Retention & Expansion
- Business Recruitment
- The Creative Economy
- Talent Pipeline

Since 2016, OEV has completed or initiated 87% of the first ever long-term economic development for our community. The majority of these tactics are on-going efforts to drive economic vitality and growth.



OFFICE OF ECONOMIC VITALITY TOTAL IMPACT

IMPACT FACTS

THE IMPACT OF YOUR DOLLAR



OVER \$1 BILLION
TOTAL ECONOMIC IMPACT



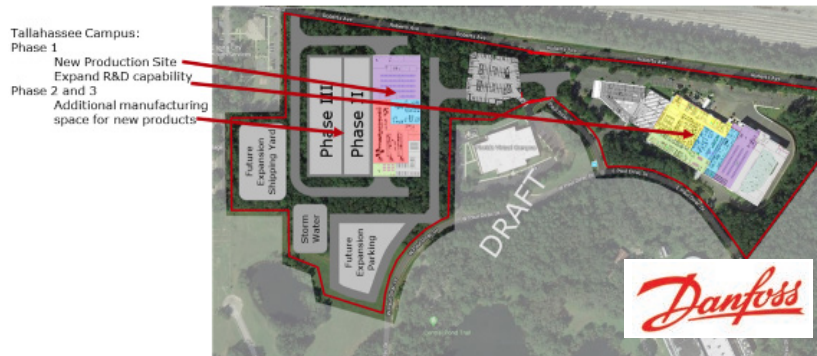
BUSINESS RECRUITMENT AND EXPANSION

DANFOSS EXPANSION

OEV facilitated one of the largest business expansion projects in the State of Florida announced recently during a pandemic. The company announced the construction of a new manufacturing facility at Innovation Park that will entail tens of millions in capital investment, over **\$141 million in economic impact**, and create 240 new jobs within the manufacturing targeted industry. This in addition to a previous expansion in 2017, Project Campus, in which the company added 120 employees and generated **\$129.8 million in economic impact**.



Tallahassee Campus:
New Dedicated Production Site and Expand R&D in Existing Site



AMAZON

The largest recruitment project in Tallahassee's history thus far and the largest facility of its type in the Tallahassee MSA, this new 650,000 SF fulfillment center represents a \$200 million capital expenditure and will add over 1,000 direct jobs starting at \$15/hr. Economic Impact: 3,602 direct/indirect jobs. \$167.6 million in wages. Approximately: **\$451 Million in economic output**.



QUOTES FROM OUR PARTNERS

PROJECT SUNRISE

The expansion of locally based company to include the retention of 49 jobs, the creation of ten (10) new jobs and a \$5.1 Million capital expenditure. Economic Impact: 73 direct jobs, \$4.9 Million in wages, **\$12.4 million in economic output.**

PROOF BREWING

Expansion of local brewing company into a new facility, including the creation of 50 direct jobs, total capital investment of approximately, nearly \$4.8 million in total income or wages, and over **\$23.0 million in total economic output.**



“We are highly dependent on magnetic science to enhance and further develop our technology,” said Ricardo Schneider, president of Danfoss Turbocor, “and since we’ve been here, OEV established the Magnetics Task Force to promote Tallahassee as a critical location globally in the world of magnetics. There is no other place where you can find such a concentration of knowledge, talent, research laboratories and companies all doing magnetic science.”

RICARDO SCHNEIDER
DANFOSS

We chose to do business in Tallahassee because of the people in this community and the relationships we have built. It has a small town feel but it is also the capital of one of the largest states. Thank you to OEV for the support they have provided over the years.

AARON MILNER
JOHNSON+MILNER INC.

It is a rewarding experience to be a part of the OEV’s newly formed Big Bend Manufacturing Association (BBMA). The opportunity to meet with other area manufacturers to discuss ideas, solutions, and opportunities in these challenging times is invaluable.”

MELODE SMELKO
ALTRUA

INFRASTRUCTURE PROJECTS

TALLAHASSEE-INTERNATIONAL AIRPORT PASSENGER PROCESSING FACILITY

Funded **\$14.1 Million** of 2020 Surtax proceeds to be used for the International Airport Growth & Development project to upgrade existing hangar facilities, provide infrastructure and develop 1,000 acres of Airport property for lease. Funding will help to establish the International Passenger Processing Facility. Creates **158 jobs**, and generates **\$53.4 million in economic impact**.



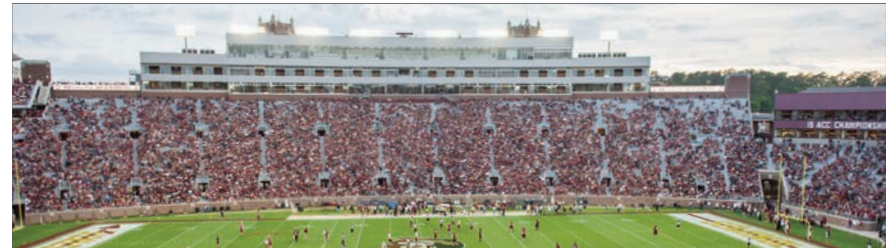
FLORIDA A&M UNIVERSITY

Funded **\$10 million** to repair existing stadium, which includes structural elements, sound, lighting, and press box, and restrooms. Conducted two economic impact analyses: impact of construction and tourism impact of FAMU football. Creates **132 jobs**, and generates **\$37.5 million in economic impact**.



FLORIDA STATE UNIVERSITY

Funded \$20 million to repair current structural infrastructure of Doak S. Campbell Stadium, and submitted a new funding request to the Blueprint Intergovernmental Agency Board regarding the need for repairs at the stadium in an amount not to exceed **\$20 million**. Supports **1,200 jobs**, and generates **\$147.1 million in economic impact**.



TALLAHASSEE COMMUNITY COLLEGE

Funded **\$1 Million** to make athletic facility enhancements to Basketball locker and weight rooms, Baseball and softball field house batting cages, stadium seating and scoreboards and Baseball Locker rooms and press box. Creates **25 jobs**, and generates **\$6.3 million in economic impact**.



NORTH FLORIDA INNOVATION LABS

Funded **\$2.5 million** for the construction of a new 40,000 SF high-tech incubator facility. Creates **600 jobs**, and generates **\$66.2 million in economic impact**.



COVID-19 RESPONSE

The implementation of three small business assistance grant programs from March 2020 to December 2020. These three programs were designed to assist businesses and retain employees during the pandemic. As a result of these grants, OEV supported **1,493 businesses and 241 non-profits who employed 13,560 people** at the time of application.

COVID-19 ECONOMIC DISASTER RELIEF GRANT (CEDR)

\$1.15 million grant, implemented in early April 2020. This grant **assisted 561 businesses** who at the time of application **employed over 4,900 people**. This grant was:

Awarded an IEDC Bronze Award for Outstanding Resiliency, Recovery, and Mitigation program.

Awarded the **Community of Excellence for the COVID-19 Economic Disaster Relief (CEDR) Grant** from the Northwest Florida League of Cities

LOCAL ECONOMIC ASSISTANCE GRANT (LEAN)

\$602,500 grant, implemented during May and June 2020, **assisted 241 non-profits**, who in turn support **2,460 employees** at the time of application.

LEON CARES SMALL BUSINESS ASSISTANCE GRANT

Supported Leon County to create, manage, and implement an **\$18.1 million** grant program for local businesses in Leon County. The program **assisted 932 businesses**, which collectively **employ over 6,200 people** at the time of application.

RESEARCH AND MARKETING OUTREACH AND ENGAGEMENT

In collaboration with DEEP Brewing, Tallahassee Beer Society, DivvyUp, and Target Print and Mail, launched the award-winning ElectroMagneticBitter beer campaign to **support STEM education** and highlight the unique research assets in our community.



Launched a new, interactive **data center**, which provides detailed yet comprehensive information on dozens of critical economic metrics, in an easy to use, digestible format.

Big Bend Manufacturers Association: In partnership with FloridaMakes, OEV launched the State's newest regional manufacturing association for the Big Bend region, bringing a much-needed resource to support our local manufacturing industry.



Designed and launched the **'Love Your Local' campaign**, to support shopping locally during the holidays and all year long. Love Your Local is a nationally and internationally recognized program with strong local participation and a recognized brand.



Launched a brand new comprehensive site selection **database** to showcase the assets of Tallahassee-Leon County.

Nationally recognized MWSBE office for exceptional programs and services by the National Association of Counties for the consolidation of the former City of Tallahassee and Leon County government under OEV.



NATIONALLY AND INTERNATIONALLY RECOGNIZED 11 AWARDS EARNED

2021

INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

Excellence in Economic Development
Population: 25,000-200,000

- ★ Silver Award, General Purpose Website – *oevforbusiness.org*
- ★ Silver Award, Print Brochure – *Data Driver*
- ★ Silver Award, Economic Equity and Inclusion – *Minority, Women, and Small Business Enterprise Division*
- ★ Bronze Award, Digital Media – *Love Your Local* campaign

FLORIDA ECONOMIC DEVELOPMENT COUNCIL

Innovations in Marketing Award

- ★ Innovative Public/Private Partnership – *ElectroMagnetic Bitter* craft brew

NATIONAL ASSOCIATION OF COUNTIES

NACo Achievement Award

- ★ Community and Economic Development – *COVID-19 Economic Disaster Relief (CEDR)* program
- ★ Human Services – *COVID-19 Local Emergency Assistance for Nonprofits (LEAN)* program



2020

INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

Excellence in Economic Development
Population: 200,000-500,000

- ★ Bronze Award, Resiliency, Recovery and Mitigation – *COVID-19 Economic Disaster Relief (CEDR)* program
- ★ Bronze Award, Multimedia/Video Promotion – *Data Talks*

2019

INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

Excellence in Economic Development
Population: 200,000-500,000

- ★ Silver Award, Resiliency, Recovery and Mitigation – Hurricane Michael

2018

INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

Excellence in Economic Development
Population: 200,000-500,000

- ★ Silver Award, Innovation in Economic Development Week – Florida's Capital for Business/Capturing Champions

BOARD OF DIRECTORS

CITY OF TALLAHASSEE COMMISSION



JOHN E. DAILEY
Mayor



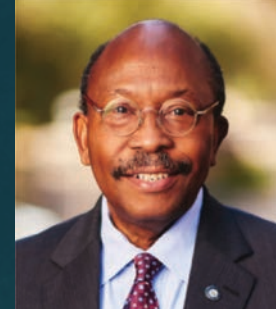
JEREMY MATLOW



**DIANNE
WILLIAMS- COX**



**JACQUELINE
"JACK" PORTER**



**CURTIS
RICHARDSON**

LEON COUNTY BOARD OF COUNTY COMMISSIONERS



BILL PROCTOR
Chairman



RICK MINOR



JIMBO JACKSON



**CAROLYN
CUMMINGS**



BRIAN WELCH



KRISTIN DOZIER



NICK MADDOX

INTERGOVERNMENTAL MANAGEMENT COMMITTEE



VINCENT S. LONG
Leon County
Administrator



REESE GOAD
Tallahassee City
Manager

STAFF



BEN PINGREE
PLACE Director



SUSAN DAWSON
Blueprint Attorney



CRISTINA PAREDES
OEV Director

EVLC MEMBERS

KATRINA ROLLE
COMMUNITY FOUNDATION
OF NORTH FLORIDA
President & CEO

MARK O'BRYANT
TALLAHASSEE MEMORIAL
HEALTHCARE
President & CEO

KEITH BOWERS
FAMU SMALL BUSINESS
DEVELOPMENT CENTER
Regional Director

GARRY SIMMONS
DATA, SET, READY, INC.
Owner

BILL SMITH
CAPITAL CITY BANK
Chairman, President & CEO

MINDY PERKINS
VR SYSTEMS
President & CEO

MITCH NELSON
DIVVYUP SOCKS
Founder & CEO

BRENT EDINGTON
FLORIDA STATE UNIVERSITY
OFFICE OF COMMERCIALIZATION
Director

JAKE KIKER
WILLIAMS, GAUTIER, GWYNN,
DELOACH, KIKER, PA
Shareholder

KIM MOORE
TALLAHASSEE COMMUNITY
COLLEGE
VP for Workforce Innovation

DR. TEMPLE ROBINSON
BOND COMMUNITY HEALTH SYSTEM
CEO

CISSY PROCTOR
LSN PARTNERS
Managing Partner

RICARDO SCHNEIDER
DANFOSS TURBOCOR
President & CEO

STEVE EVANS
IBM
Vice-President, retired

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.

CONTACT US

315 South Calhoun Street, Suite 110
Tallahassee, FL 32301
(850) 219-1080
info@oevforbusiness.org
www.OEVforBusiness.org



SCAN FOR MORE INFO

**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.