



ECONOMIC DEVELOPMENT COUNCIL
OF TALLAHASSEE/LEON COUNTY, INC.

2011-2012 ANNUAL REPORT

ECONOMIC **business expansion**
GROWTH **SUSTAINABLE** CREATION
WEB GAME CHANGER utility discount JOB
UNRIVALED
social media CITY international
differentiate
access elevate county
to capital attraction



ECONOMIC DEVELOPMENT COUNCIL
OF TALLAHASSEE/LEON COUNTY, INC.

WORKING TOGETHER TO CREATE JOBS



Trustee CenturyLink • Inkbridge • Moore Communications Group
Tallahassee Democrat Growth Bing Energy International • SunTrust
Bank • Tallahassee Memorial HealthCare • Thomas Howell
Ferguson, P.A. • Wells Fargo Executive BB&T • Capital Regional Medical
Center • Mike Vasilinda Productions • Residence Inn University/Capital
Thielen Tax & Business Consulting • Tri-Eagle Sales • Vancore Jones
Communications Corporate American Audio Visual • Bank of America
Brown & Brown • Bryant, Miller, Olive • Childers Construction Company
Danfoss Turbocor • Electronet Broadband • Flightline Group • Florida A&M
University • Hamilton Leasing Partnership • Hancock Bank • I.S. Consulting
Leon County Schools • Lively Technical Center • M of Tallahassee
Northwood Centre • Regional Real Estate Group • Sanders, Holloway & Ryan
Sperry & Associates • St. Joe Company • Steve Evans • NAI Talcot
Commercial Real Estate Services • Tallahassee Ford Lincoln • Talquin Electric
Taproot Creative • Teligent EMS Development Allen, Mooney & Barnes Investment
Advisors • Atkins • Coldwell Banker Hartung and Noblin • Gates That Open
Genesis Group • Golden Eagle Golf & Country Club • James Campbell &
Associates • Prime Meridian Bank • Rogers, Gunter, Vaughn Insurance
Ron Sachs Communications • Structure Commercial Real Estate • Syn-Tech
Systems • Veolia ES Technical Solutions Benefactor A.M.W.A.T. Moving &
Warehousing • ACS, A Xerox Company • Advanced Business Systems • Affiliated
Engineers, Inc. • Ajax Building Corporation • C.H. Robinson Worldwide • Capelouto
Termite & Pest Control • Embry-Riddle Aeronautical University • Farmers &
Merchants Bank • Florida Blue • Florida Developers • Florida TaxWatch • Forms
Management • General Dynamics Land Systems • Hopping Green & Sams, P.A.
ITT Technical Institute • Jefferson County EDC • Keiser University • Ketchum
Wood & Burgert Pathology Associates • King Arthur's Tools • Koger Executive
Center • Lanigan & Associates • P.S.B.I. • Premier Bank • Regions Bank • Red Hills
Surgical Center • Reynolds, Smith & Hills • Tallahassee Orthopedic Clinic
The Edmond Group • The North Highland Company Associate Tal Search Group
J. Smith Lanier & Co. • Nevin P. Edson/North Florida Financial Corp. • Real Estate InSync
Technical Recruiting Solutions • Titus Sports Academy

Table of Contents

Vision..... 3

Mission..... 3

Communications and Marketing..... 3

 Print Media 3

 Digital Media..... 4

 Forums and Workshops 4

Project Activity..... 5

Customized Assistance..... 5

 Site Selection..... 5

 Regulatory Assistance 6

 Tax Incentives..... 6

 Demographics and Market Research..... 6

 Technical Assistance 7

 International Business Development (IBD)..... 7

 Entrepreneurial Excellence Program (EEP) 7

 GrowFL 8

 Industry Sector Roundtables..... 9

Workforce Assistance 9

 WORKFORCE *plus*..... 9

 Tallahassee Community College Center for Workforce Development..... 10

 Big Bend Works..... 10

Financial Assistance 10

 Grants and Matching Funds Assistance 10

 Loans 11

Job Creation 11

Incentives 11

 Enterprise Zone..... 11

 Targeted Business Program 12

 Qualified Target Industry (QTI) Tax Refund Program 12

ECONOMIC DEVELOPMENT COUNCIL OF TALLAHASSEE/LEON COUNTY
OCTOBER 1, 2011 – SEPTEMBER 30, 2012

A Letter from the Chair



As we reach the end of our business year and I reflect on my first year as Chair of the EDC, I am amazed at what we have accomplished as a community. The commitment to fund economic development through partnerships with local, state and federal government, significant support from our K-12 and higher education partners and the forward-thinking vision of the private sector is unrivaled in most markets our size. We have agreed on the need to set ourselves apart as a regional economy and have taken significant steps toward that end. And the EDC is proud to have contributed to those efforts.

- We have developed a revised and renewed Web presence including a social media strategy as well as international print placement.
- We have worked with City and County leadership to become the first community to leverage a new state program promoting Access to Capital through venture capital, loan participation and loan guarantees.
- We have developed, alongside the City and the County, a framework for sustainable job creation and economic growth. This is a result of new legislation that allows for up to 15 percent of an extended local sales tax to be dedicated to economic development operations and incentives.

I want to personally thank all our investors and partners and pledge to you our continued efforts to maximize the return on your investment through job creation and the attraction of capital to our region.

Sincerely,

A handwritten signature in cursive script that reads "Karen B. Moore".

Karen B. Moore, APR, CPRC
Chair, Economic Development Council of Tallahassee/Leon County, Inc.
Founder and CEO, Moore Communications Group

VISION

To aggressively serve the needs of regional employers and create an opportunity for our graduates and our children to stay in Florida's Capital Region.

MISSION

Connecting the private sector, education, and local government, the Economic Development Council of Tallahassee/Leon County, Inc. (EDC) helps join forces to foster entrepreneurialism; advance local businesses; grow targeted industry sectors; attract innovative companies to our area; and create a competitive business climate.

COMMUNICATIONS AND MARKETING

A key component of economic development is marketing the region's competitive assets. Tallahassee's strengths are its highly educated workforce, engaged high-tech industry, transportation and communications infrastructure, and world-renowned research institutions. The promotion of these assets results in new business formations, local company expansions, as well as the attraction of new employers.

Branding is most often associated with businesses or even individual people, but today, states, regions, and communities are working hard to brand themselves to communicate their strengths, unique offerings, and a feel for what it's like to work and live there.

Print Media

- Through a partnership with the *Tallahassee Democrat*, we promote timely resources and programs through digital and print media. The monthly Executive Director byline provides an outlet to educate our community on economic development resources available.
 - October 2011: University-Based R&D Creating Local Jobs
 - November 2011: EDC Helps Firms Capitalize on Global Markets
 - December 2011: Protecting Confidentiality Brings Jobs to Tallahassee
 - January 2012: Business Tools Can Help With Expansion
 - February 2012: Investing in the Community Surest Way to Create Jobs
 - March 2012: Local Resources in Place for Strong Future
 - April 2012: Health Care Continues to Drive Area's Economy
 - May 2012: EDC Promotes International Business
 - June 2012: EDC Working to Keep Tallahassee in the Mix
 - July 2012: Chairing FEDC Presents New Opportunities
 - August 2012: Entrepreneurialism Flourishing Locally
 - September 2012: Branding The Region Tells Our Story

- Through a partnership with Rowland Publishing, the 2012 Business Outlook provides a marketing tool for the EDC and community leaders to promote our region’s targeted sectors and community assets.
- In June 2012, our community gained valuable exposure through a paid feature in the June issue of *Florida Trend*. The magazine offers these promotional opportunities from time to time, and thanks to the generous financial support of Florida State University and Tallahassee Community College, we were able to take advantage of it. The feature, titled "Tallahassee Region: More Than Unmatched Research Capabilities," focused on the fact that our region offers businesses vast research capabilities for their next generation of products.

Digital Media

Please reference Appendix for further details

- Website
By enhancing the EDC website, it now provides easier navigation while highlighting programs, community assets and growing industry sectors.
- Global e-News and Investor Insider
The Investor Insider is an email newsletter providing exclusive updates to our growing list of investors on projects, programs and economic development news. The monthly Global e-News has a vast global audience providing updates on industry growth, education advancement, and community strengths. The e-News are great conversation starters between the Executive Director and site selectors, community leaders and more.
- Facebook – www.facebook.com/TalEDC
- Twitter – @TalEDC

Forums and Workshops

- Winter Forum: February 2012
The event provided attendees with a global perspective from top CEOs and leading site consultants from cities including Dallas and Atlanta. The Forum featured multiple keynote speakers, significantly increasing the content level from past years. They were introduced by local leaders to discuss related activities and applied the topics to our community.
 - Dean Barber, Barber Business Advisors of Dallas
 - Marty Reid, PricewaterhouseCoopers of Atlanta
 - Thomas Henry, PricewaterhouseCoopers of Atlanta
 - John Crowe, Buckeye Technologies of Memphis
- Investor Thank Week
This was a team effort where we personally expressed our appreciation for the commitment to growing the regional economy by visiting each individual investor the week leading up to the Winter Forum – with the theme of “Investing is sweet so take a treat.”



- Board of Directors Meetings
 - October 2011: Legislative Focus
 - November 2011: Trade Mission to Rugao, China
 - January 2012: Marketing Strategy and EEP
 - February 2012: Winter Forum
 - March 2012: Job Creation and Manufacturing
 - April 2012: FCAAP Symposium
 - May 2012: Health Sciences
 - August 2012: Capital Region Manufacturers
 - September 2012: Annual Meeting

PROJECT ACTIVITY

The EDC currently has a total of 38 active projects and 6 on hold. This is a combination of projects which carried over from 2010-2011 fiscal year and new requests for fiscal year 2011-2012. The EDC generates leads from a variety of sources including Enterprise Florida, Florida’s Great Northwest, the EDC website, and other marketing efforts, as well as community partners. The total potential capital investment reflected by the current active projects is \$235 million and the jobs potential is 5,508.

- ❖ FY 2011-2012 Total Projects: 61
- ❖ Projects on Hold: 6
- ❖ Active Projects: 38
- ❖ Capital Investment Potential: \$235 million
- ❖ Job Creation Potential: 5,508

- ❖ Aviation & Aerospace: 7
- ❖ Manufacturing: 4
- ❖ Transportation & Logistics: 0
- ❖ Research & Engineering Services: 4
- ❖ Health Sciences & Human Performance Enhancement: 8
- ❖ Renewable Energy & the Environment: 6
- ❖ Information Technology: 4
- ❖ Other: 5

The total potential capital investment reflected by the current active projects is \$235 million and the jobs potential is 5,508.

CUSTOMIZED ASSISTANCE

Site Selection

Information needed to thoroughly evaluate the region, as well as access to available buildings and sites, developments of regional interest, and business and industrial parks.

- Community Site Visits Conducted
 - Hosted Costa Rican (Project Rock) delegation on October 6
 - Hosted Project Saltwater on October 13
 - Hosted Project Collaborative on October 19

- Hosted the Enterprise Florida Project Managers during a FAM tour on October 20-21.
- Hosted Project Vision/2020 on November 16 and December 7-8
- Hosted Project Infusion on December 15
- Hosted Project Woodmat on December 20-21 and January 6-18
- Hosted site consultant Mark Sweeney of McCallum Sweeney Consulting on March 15
- Hosted Enterprise Florida's Germany office on March 16
- Co-Hosted Project Pressure with the Gadsden County Chamber of Commerce on March 27, April 9, and May 25. They are from Venezuela looking to expand in the MSA.
- Hosted Project Goodwood in June 2012
- Hosted Project X on July 24
- Hosted Coca for a site tour in September 2012
- Hosted Tally Fab Lab for a sites tour on September 14
- Through Florida's Great Northwest and Enterprise Florida, the EDC participates in face to face meetings with site selection consultants and trade shows. Consultant missions included:
 - FG NW Inbound: October 2011
 - Atlanta, GA: March 2012
 - Chicago, IL: May 2012
- Trade Shows
 - Farnborough International Air Show: July 2012

Regulatory Assistance

One-on-one navigation is provided through state and local regulatory, permitting and incentives application processes, providing an advocate to keep projects on schedule from start to finish, and allowing businesses to accomplish goals within required time frames.

Tax Incentives

Management of a portfolio of local and state tax refund programs to encourage quality job retention and growth in targeted, high value-added businesses. The EDC also manages geographic zoning incentives to encourage business development in economically distressed urban and rural areas.

Demographics and Market Research

The EDC provides demographic information and market research about the Tallahassee MSA, which is comprised of four counties includes: Gadsden, Jefferson, Leon, and Wakulla counties.

- Statistical Information requests: 30
- Property Information requests: 27
- General Information requests: 29

Technical Assistance

Through product development, marketing, research, technical and business assistance, and oversight of industry sector initiatives and advocacy that strengthen the competitive advantage of the region, the EDC is aggressively serving the needs of regional employers and creating an opportunity for our graduates and our children to stay in Tallahassee.

International Business Development (IBD)

Please reference Appendix A for further details

Experienced advisory council, educational forums, trade missions and key resources for businesses looking to export goods and services or attract foreign direct investment.

- Led by volunteer chair Faith Clarke
- World Trade Month event: May 2012
- Capital Region Ambassador Training Program: September 2012
- International Business Clinics
 - Evergreen Consulting, F-4 Tech, HB Sherman Traps, TimberSIL, King Arthur's Tool, Clemons Rutherford, Moise Designs, Applied Fiber, Pivitol Point and PortStar, Verdicorp, Bing Energy, BEC Industries

Entrepreneurial Excellence Program (EEP)

EEP, a tuition-based course is designed to arm existing early stage start-up businesses, as well as entrepreneurs with well-developed ideas, with the resources and knowledge needed to enhance their chance of success. The course explores the realities of planning and starting a company, and helps individuals plan for the successful development and launch of a business or a new product line. This is not an academic exercise but rather a series of practical lessons on what it takes to convert a good business idea into a good business.

- Speakers and Key Topics
 - Developing Successful Business Ideas: Dr. Tim Holcomb, FSU JMI
 - Building a Strong Business Team: Nick Prine, LearnSomething.com
 - Marketing Strategies and Effective Sales: Sean Doughtie, Taproot Creative; Pat Pallintino, FSU Sales School
 - Proper Legal and Ethical Foundations: Bill Hollimon, ESQ
 - Funding and Financing: Michael Kramer, Desloge Oxygen
 - Entrepreneurial Insights: Dr. Jim Dever, FSU JMI & Mr. Michael Sheridan, Serial Entrepreneur
 - Business Presentations: Steve Evans, IBM (ret); Kim Williams, Marpan Supply; Mark Scott, Serial Entrepreneur
- Class 3: Winter 2012
 - Reynolds Arrington – My Secure Child, LLC
 - BJ Fletcher – 50 LARGE
 - Michael Frank – FAMU Physics Department
 - Gil Case – Advanced Medical
 - Henry Grise – BioFront Technologies
 - Bonnie Johnson – BKJ, Inc.

- Mark Prasek – Computer Malware
- Keith Miles – Vantage Media Partners of FL, Inc.
- Troy Sultan – Wordio
- Jeffrey Whalen – Full Scale NANO
- Justin Wheeler – The Spray Box
- Class 4: Fall 2012
 - Samia Abou-Samra – Balade Homegrown Incubator: The Virtual Social Business Incubator
 - Ron Goldstein – RG Investments
 - Jama Manning – Peculiar Goods
 - Sherrie Mendelson – Moosewood Corporation
 - Sohail Merchant – HTR/LIMIT (Dr. Steven Lenhart Based Technologies)
 - Marvin Moise – Moise Designs
 - Malcolm Muhammad – Michigan Ave Boutique
 - Gerri Seay – B Sharps: It’s Hip to Know, LLC
 - Shacafrica Simmons – North Florida Culinary Incubator
 - Jake Vanlandingham – Prevacus, Inc.
 - Barbara Wescott – PointCatcher, Inc.

GrowFL

Access to high-end, quick-response technical assistance and business resources for companies that have grown beyond the startup phase and need access to information and decision-making tools typically available only to larger companies; interaction with a team of highly trained and experienced analysts.

- Seven local companies were able to receive assistance through a grant from the City of Tallahassee:
 - Rejuvair, Inc.
 - In Tents Events
 - Accent Office Interiors
 - AMWAT Moving & Warehousing
 - Awards4U
 - Bing Energy International
 - Gandy Printers
- Tallahassee is on track to be the first Level I certified economic development community in the state of Florida. To be considered for Level I certification, programs must have a local representative certified as an Economic Gardening Program Director by the National Center for Economic Gardening (NCEG). In April 2012, EDC Senior Manager of Business Development, Kara Palmer Smith became a certified Program Director.
- In her role as the Chairman of the Florida Economic Development Council, Beth Kirkland served as a judge for the Florida Companies to Watch panel.



Industry Sector Roundtables

Please reference Appendix B for further details

Business resources are provided for targeted-industry sectors that match the region's strengths, goals and assets, as well as provide for a diversified and sustainable regional economy. The industries are emphasized because of their opportunity for growth; creation of quality jobs above the average wage; role in regional development; and connections to workforce-development resources. Through multiple forums, leaders in industry, education and government design and implement specific initiatives that promote high-wage job retention and expansion. Each sector collaborates with local and state organizations that provide technical assistance and public advocacy.

- Aviation & Aerospace
 - Bob Van Riper, Vice President, HondaJet Southeast
- Manufacturing
 - Rob Cowan, Human Resources Manager, General Dynamics Land Systems
- Health Sciences & Human Performance Enhancement
 - (Ret.) Col. Mike Smith, Program Director, Center for Strategic Public Health Preparedness, Florida State University College of Medicine
- Transportation & Logistics
 - Mark T. Llewellyn, President, Genesis Group
- Renewable Energy & the Environment
 - Linda Dunwoody, Operations Manager, Electronics Recycling, Veolia ES Technical Solutions
- Research & Engineering Services
 - Catherine Kunst, Executive Director, Leon County Research & Development Authority
- Information Technology
 - Dave Overholt, Public Sector Industry Manager, Avaya, Inc.

WORKFORCE ASSISTANCE

Access to customized training solutions, including state and federal training grants, to quickly meet the needs of new or expanding businesses creating high-quality jobs.

WORKFORCE *plus*

The EDC partners with Region 5 Workforce Board – WORKFORCE *plus* (WFP) by promoting EmployFlorida.com to employers and job seekers, by sponsoring the annual regional job fair and targeted business retention and expansion activities. Information about WFP services and capabilities is included in all projects requiring Labor force information and data.

Tallahassee Community College Center for Workforce Development

The EDC partners with the TCC Center for Workforce Development in many ways. The space is the host location for the Entrepreneurial Excellence Program classes, and also serves as the co-administrators for the Capital Region Manufacturers Roundtables.

Big Bend Works

Drastic cuts to the state budget have significant impact all over the state, but perhaps no area was affected more than Tallahassee, with more possible budget cuts to come. According to research done for the EDC by the Center for Economic Forecasting and Analysis at Florida State University, the local impact of state workforce reductions and required contributions to Florida Retirement System is estimated to result in a \$150 million reduction to the local economy. That represents 1.15 percent of the MSA gross domestic product. The response of the EDC, and its partners in education and government, has been to push even harder to create jobs in targeted sectors that will lead to smart and sustainable growth in the area for years to come. In addition, we have supported, through technical assistance and funding, the creation of a standalone website to combine all business, social and human resources in one location for dislocated state workers.

FINANCIAL ASSISTANCE

Grants and Matching Funds Assistance

- Entrepreneurial Excellence Program Scholarships
 - Winter 2012: 6 scholarships; provided by Innovation Park and FAMU
 - Fall 2012: 3 scholarships
- Matching Grant
 - September 2012: CFO Jeff Atwater Small Business Leadership Forum
- Incumbent Worker Training Program- funded by the Federal Workforce Investment Act (WIA) and administered by Workforce Florida, Inc. Through this program, Florida is able to provide training to currently employed workers to keep Florida's workforce competitive in a global economy and to retain existing businesses.
 - Tallahassee Orthopedic Clinic III, P.I. received a grant for \$43,875 to train 150 full-time employees.
 - Palmetto Security Services, LLC received a grant for \$12,563 to train 35 full time employees.
- Quick Response Training Program- this customer-driven program was designed as an inducement to secure new value-added businesses to Florida as well as provide existing businesses the necessary training for expansion.
- On-the-Job Worker Training Program - simultaneously trained and employed an under-skilled job seeker. Administered through WORKFORCE *plus*. The program, Jobs = Paychecks Now, conducted a \$1 million investment in the local recovery of our community made possible by the collaboration between WORKFORCE *plus* and Workforce Florida, Inc. Under the initiative, individuals who were unemployed found training options and connections with area employers who are creating new jobs and

are in need of a skilled and talented workforce. This program has concluded and a new offering titled “Closing the Gap” is now available.

Loans

- Local Small Business Credit Initiative
 - Increasing access to capital for local small businesses
 - There are numerous prospects this initiative would apply to that we are able to share with.
 - The greatest emphasis will be placed on those companies that provide strong co-investment opportunities and fall within the State’s targeted industries.
- Design of Local Loan Guarantee
 - May be provided to qualified businesses that demonstrate adequate historical and/or proposed cash flow coverage plus other solid credit underwriting metrics.
 - Used primarily to help mitigate perceived credit weaknesses by providing loan guarantees between 5-80% of the total amount required by small businesses for financing.
 - Under consideration by the City of Tallahassee and Leon County.

JOB CREATION

Through product development, marketing, research, technical and business assistance, and oversight of industry sector initiatives and advocacy that strengthen the competitive advantage of the region, the EDC is aggressively serving the needs of regional employers and creating an opportunity for our graduates and our children to stay in Tallahassee.

28: The number of full-time jobs created in the Enterprise Zone

25: The number of jobs created by the Danfoss Turbocor expansion

15: The number of jobs created by the Florida Blue Center

In addition to significant job retention through technical assistance programs, the following companies have achieved the State Qualified Targeted Industry (QTI) tax refund incentive and are on track or ahead of the contracted job creation schedule:

- ❖ Bing Energy International
- ❖ ACS, A Xerox Company
- ❖ SunnyLand Solar
- ❖ Solar Sink
- ❖ Event Photography Group

INCENTIVES

Enterprise Zone

The total number of Enterprise Zone incentive applications filed is 62; for a total amount of potential tax refunds or credits in the amount of \$164,049.75.

- Business Equipment Sales Tax Refund \$10,235.64
- Building Materials Sales Tax Refund \$6,164,096.42
- Jobs Credit Refund \$25,796.00

Targeted Business Program

The Targeted Business Program is a Tallahassee/Leon County local incentive program by which qualifying businesses that are making a capital investment and adding jobs can apply for a refund of a portion of the development fees and increase in ad valorem taxes as a result of the project.

- One applicant in Health Sciences Sector

Qualified Target Industry (QTI) Tax Refund Program

The QTI Tax Refund Program is a tool available to Florida communities to encourage quality job growth in targeted high value-added industries. Pre-approved applicants who create jobs in Florida receive tax refunds of \$3,000 per new full-time equivalent Florida job created; \$6,000 in an Enterprise Zone or Rural County. For businesses paying 150 percent of the average annual wage, add \$1,000 per job; for businesses paying 200 percent of the average annual salary, add \$2,000 per job. New or expanding businesses in selected targeted industries or corporate headquarters are eligible.

Project Name	Pressure	Grand Totals
Company Name	N/A	
Average Wage	\$35,133	\$35,133
# of Jobs Created by:		
12/31/2012		
12/31/2013	10	
12/31/2014	10	
12/31/2015	10	
12/31/2016		
Total # Jobs	30	30
Capital Investment	\$3,345,000	\$3,345,000
QTI Anticipated Award	\$180,000	\$180,000

A. INTERNATIONAL BUSINESS DEVELOPMENT (IBD) PROGRAM

The IBD's mission is to provide education, information and advocacy to regional business executives and organizations in the following areas:

- Attracting, growing and diversifying international business opportunities
- Providing leadership, counseling and advocacy on international business issues through strategic partnerships
- Delivering valuable resources and services to interested community businesses

Activities

- On November 8, The EDC hosted Consul General Louise Leger and Consul Beth Richardson with the Consulate General of Canada in Miami. The meeting included leaders from the International Business Development Council, the Greater Tallahassee Chamber of Commerce and Tallahassee Community College. Discussions were centered on the region's targeted industry sectors, as well as growth and trade /foreign direct investment opportunities with Canada. A follow up meeting is being planned for Spring 2012.
- The Florida Delegation of the Southeast U.S./Japan Association hosted its 8th Annual Florida-Japan Summit at the Florida State University Turnbull Conference Center on November 15. The event included panel sessions on Florida-Japan bilateral relations in the areas of business, education and culture. The Honorable F. Gray Swoope Jr., Secretary of Commerce for the State of Florida and Florida's Japanese sister state (Wakayama Prefecture) visiting governor, Yoshinobu Nisaka, provided opening remarks. The EDC helped to promote the Summit.
- In October, Tallahassee Mayor John Marks led a delegation of local leaders, including EDC Executive Director Beth Kirkland, to Rugao, China, Tallahassee's sister city. Rugao is home to an office of Tallahassee-based Bing Energy. Delegates met with Rugao officials on a variety of topics including economic development and academic/research. Specific economic development initiatives include opportunities for Tallahassee-based businesses, partnering with the Rugao Economic Development Zone Management on common targeted sectors in regards to workforce development, commercialization of research and new business formation, and exploring the creation of a science and technology research and business park that fosters new startup high-tech companies.
- The EDC participated in the visit of Zanzibar's Second Vice President, the Honorable Seif Ali Iddi to FAMU on November 3 and 4. Second Vice President Honorable Seif Ali Iddi's is interested in developing a partnership with FAMU as well as gaining information about FAMU's disciplines regarding agriculture, business and engineering. During the visit, the EDC met with business development leaders and traded best practices as it relates to the international business development program of work. A formal follow up meeting is expected later this year.
- Tallahassee Community College hosted the United States Ambassador to the Republic of Portugal, Allan J. Katz, as part of its celebration of International Education Week. Katz spoke, on Monday, November 14. The theme of his address was "Education Links You to the Global Economy: Are You Ready?" Earlier that same day, Katz, who was a Tallahassee city

commissioner from 2003 to 2009, joined TCC faculty, staff and students for the annual Parade of Nations, held at the campus flagpole. Tallahassee Mayor John Marks also attended the Parade of Nations ceremony to proclaim the week of November 14-18 as International Education Week in Tallahassee.

- In October, local consultant Marina Pennington recently took a trip to Columbia to explore trade opportunities; she will speak to the IBD in January on her findings in preparation for a trade mission scheduled for 2012.
- As a follow up to the November 2011 meeting, the EDC hosted an informational session with Canadian Ambassador to the U.S. Gary Doer and Canadian Consul General Louis Leger (Miami) on Monday, February 6. During the two-day visit to Tallahassee, Ambassador Doer also met with state and business leaders to discuss mutual economic interests and to promote the Canada-Florida relationship. The Ambassador met with Florida Governor Rick Scott and other state leaders to discuss tourism, border pre-clearance, energy and trade. The Ambassador also addressed the Florida Chamber of Commerce and over 200 business owners and regional economic development executives.
- On Tuesday, February 7, 2012 the EDC and Florida's Great Northwest (FGNW) hosted a dinner for the Miami Consular Corps. The group was in Tallahassee to attend the Florida Chamber International Days. FGNW, the regional economic development organization used the opportunity to highlight the assets within Northwest Florida, which include state of the art research institutions, military installations and overall quality of life. Representatives from Canada, France, Spain, Republic of Croatia, China (Taiwan), Japan and Germany were all on hand for dinner. -Canada is Florida's largest international economic partner.
- On Monday, February 27 2012, the EDC hosted Vietnamese Ambassador Nguyen Quoc Cuong and three members of his senior staff (Nguyen Thanh HAI, Le Chi DZUNG and Dao Tran NHAN) in Tallahassee. The major point of discussion was strengthening the Florida -Vietnam relationship. Faith Clarke, Kim Dixon, Brian Fairhurst and Kara Palmer Smith led the meeting on behalf of the Tallahassee Economic Development Council.
- On March 16 2012, the EDC hosted the Enterprise Florida office staff located in Germany. The EDC facilitated a meeting with local clean tech companies looking to expand to Germany, a tour of the Center for Advanced Power Systems and a tour of SynTech Fuelmaster.
- On March 27, April 9 and May 25, co-hosted a project site visit with the Gadsden County Chamber. They are from Venezuela looking to expand in the MSA.
- On April 19, hosted the Rugao Matchmaker Skype Roundtable meeting. Mr. Li Ni, head of the Rugao economic development zone attended in person.
- June 4-8, Beth Kirkland and Karen Moore visited Rugao, China. A joint industrial park was created.
- On June 20, the EDC hosted the FL-Korea Summit delegation at Innovation Park, 25 delegates were present.
- On July 9-12, Beth Kirkland represented Tallahassee at the Farnborough Air Show.
- On July 10, Victoria Ibanez, Executive Director of AMCHAM Barranquilla in Colombia visited Tallahassee on July 10 in an effort to enhance international relationships between the Northwest Florida Region and the Caribbean region of Colombia.
- On September 10, Kara Palmer Smith attended a briefing on the upcoming Pi-Yi Investment Roadshow in Orlando
- On September 23-25, Kara Palmer Smith attended the Pi-Yi Investment Roadshow in Orlando. The Roadshow is a part of the US-China Investment Week, which will take place in six cities across the U.S. Two local companies will pitch to investors in Dallas and Orlando.

Seminars

November 3, 2011:

General Session

Hosted by the EDC

Topic: Designing Your Website For International Business

Presented by: Andrea Moore, Enterprise Florida

Mike Higgins, U.S. Department of State

May 18, 2012:

World Trade Month Session

Hosted by the EDC

Sponsors: Akerman Senterfitt, Enterprise Florida, GTO, Inc.

Topic: World Trade Connections: No Passport Required

A half-day forum, the program explored investment opportunities through the EB-5 Investor Program and other investment channels, as well as participated in a speed networking session with representatives from local companies and state and federal agencies

September 18, 2012:

Capital Region Ambassador Training

Hosted by the EDC

Speakers: Beth LaCivita, Brian Fairhurst, Rick Minor, Buenita Lee and Kara Palmer Smith

Topics: History, Business Opportunities, Diplomacy, etc.

The purpose of the program is to identify and train local volunteers who serve as economic development ambassadors, promoting the region as the premier destination for international trade and investment opportunities

International Business Clinics

The EDC offers International Business Clinics to companies interested in expanding into foreign markets, increasing exported and imported goods and services for business growth, and developing international business relationships. The informative clinics are led by International business experts who have successfully launched in international markets of interest. The service was launched on October 1, 2010. 13 local businesses are taking advantage of the opportunity to gain insight into expanding into foreign markets, increasing exported and imported goods services for business growth and developing international business relationships.

Companies:

Evergreen Consulting, F-4 Tech, HB Sherman Traps, Timbersil, King Arthur's Tool, Clemons Rutherford, Moise Designs, Applied Fiber, Pivitol Point and PortStar, Verdicorp, Bing Energy, BEC Industries

Capital Region Ambassador Training Program



The Capital Region Ambassador Training Program was launched in September of 2012. The purpose of the program is to identify and train local volunteers who serve as economic development ambassadors, promoting the region as the premier destination for international trade and investment opportunities.

On September 18, ten community leaders and volunteers completed the Capital Region Ambassador training program. Training topics included: History of Tallahassee MSA, Key Assets, Business Opportunities, Competitive Advantages, Research Capabilities, Strategic Location, Diplomatic Relationships/Sister Cities and International Etiquette. Each of the volunteers received a certification of completion along with an informational binder.

FY11-12 Statistics

- **Local businesses or EDC reporting International trade shows/events:** 5
- **International-related Community Visits:** 15 (Canada, Japan, Africa, Portugal, France, Spain, Republic of Croatia, China (Taiwan), Japan, Germany, Vietnam, Venezuela, Korea, Colombia)
- **Request for Information:** 16

B. INDUSTRY SECTOR ROUNDTABLES

An additional and effective approach to working with existing companies is the industry sector roundtables. First Focus manages active roundtables in all six of the EDC's targeted sectors. Each Roundtable is led by a volunteer chair from private industry. Roundtables provide a forum for business leaders from both public and private sectors to design and implement specific initiatives, and continue to connect local employers in these sectors to local and state associations working on their behalf, such as, Manufacturers Association of Florida, BioFlorida, TalTech Alliance, Leon County Research & Development Authority and Sustainable Tallahassee.

Advanced Manufacturing (Capital Region Manufacturers) or CRM

Chair: Rob Cowan, Human Resources Manager, General Dynamics Land Systems
Incoming Chair: Chris Eldred, Teligent EMS

- February 14, 2012 - Capital Regional Manufacturers (CRM) Roundtable at TCC's Advanced Manufacturing Training Center featuring Danfoss, PortStar, Bing Energy, and Gulf Coast Tung Oil
- April 19, 2012 - Capital Regional Manufacturers (CRM) Roundtable at TCC's Advanced Manufacturing Training Center featuring matchmaker Skype with Rugao, China manufacturers
- On May 31, 2012 – EDC staff attended the Florida STEM Manufacturing & Education Forum on behalf of the CRM

Information Technology (TalTech Alliance)

Chair: Dave Overholt, Public Sector Industry Manager, Avaya, Inc.

- November 16, 2011 - Held IT Legislative meeting featuring Associated Industries of Florida and The Florida Chamber
- January 18, 2012 - Aviation & Aerospace joint with TalTech Alliance Roundtable at the Capital City Country Club featuring Chris Snow of Space Florida
- April 18, 2012 – Lunch meeting featuring JT Burnette, Inkbridge
- June 20, 2012- Research and Engineering Services joint with TalTech Alliance Roundtable at the Center for Advanced Power Systems featuring David Olawale, NP Group, Byron Green, FGLSAMP and Phil Hipol, FL Institute for the Commercialization of Public Research
- August 15, 2012 – Lunch meeting featuring Zach Finn, HEI Networks

Health Sciences & Human Performance Enhancement (Health Care)

Chair: (Ret.) Col. Mike Smith, Program Director, Center for Strategic Public Health Preparedness, Florida State University College of Medicine

- December 6, 2011 - Health Care and Life Sciences Roundtable at TCC's Ghazvini Center for Healthcare Education featuring Renee Tucker of the Capital Medical Society and Lisa Blakely of Florida State University's Office of Research
- April 10, 2012 - Health Care and Life Sciences Roundtable at Capital Regional Medical Center's (CRMC) Conference room featuring Brian Cook, new CRMC CEO, Kim Moore and Bill Hambsh, customer service training and Dr. John Fogarty, Dean, FSU College of Medicine

Aviation & Aerospace

Chair: Bob Van Riper, Vice President, HondaJet Southeast

Incoming: Domenick Eanniello, General Manager, Million Air Tallahassee

- January 18, 2012 - Aviation & Aerospace joint with TalTech Alliance Roundtable at the Capital City Country Club featuring Chris Snow of Space Florida
- June 14, 2012 - Aviation & Aerospace Roundtable meeting at the new Aero-Propulsion, Mechatronics and Energy Building (AME), home of FCAAP featuring Dr. Farrukh Alvi, Director, Florida Center For Advanced Aero-Propulsion (FCAAP) David Pollard, Superintendent of Operations, Tallahassee Regional Airport

Renewable Energy & Environment

Chair: Linda Dunwoody, Operations Manager, Electronics Recycling, Veolia ES Technical Solutions

Incoming: Open

- March 1, 2012 - Renewable Energy and the Environment Roundtable at Marriott – Residence Inn – Universities at the Capitol featuring Workforce Plus and the Department of Economic Opportunity
- June 14 - Renewable Energy and the Environment Roundtable at TCC’s Wakulla Center featuring Dr. Jim Murdaugh, President, TCC and Kim Gay, Talquin Electric
- September 19 - Renewable Energy and the Environment Roundtable at Woodville Community Center featuring Mitigation Banking In Florida, Sheri Lewin and John McGuire

Transportation & Logistics

Chair: Mark T. Llewellyn, President, Genesis Group

- October 26, 2011 - Transportation & Logistics: Future Development Patterns & Transportation Solutions Workshop #2 at the Early Learning Coalition featuring Capital Region Transportation Planning Agency (CRTPA)
- June 21, 2012 – “Doing Business with the Railroad at ITT Technical Institute featuring **Stephanie** Lane, Regional Development Manager, CSX, Aubrey Brown, Regional Development Manager, CSX, Tracia Lagdaan, Site Design Manager, CSX and Shawn Snyder, VP, Marketing & Sales, Anderson Columbia

Research and Engineering Services

Chair: Catherine Kunst, Executive Director, Leon County Research & Development Authority

Incoming: Ron Miller, Interim Administrator, Leon County Research & Development Authority

- February 16, 2012 - Research and Engineering Services Roundtable at the High Performance Materials Institute featuring Dr. Claudius Mundoma of Florida State University’s Institute of Molecular Biophysics and Dr. Lin Sun of Danfoss Turbocor
- June 20, 2012- Research and Engineering Services joint with TalTech Alliance Roundtable at the Center for Advanced Power Systems featuring David Olawale, NP Group, Byron Green, FGLSAMP and Phil Hipol, FL Institute for the Commercialization of Public Research



TALLAHASSEE REGION

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SEPTEMBER 24, 2012

Capital Region Ambassadors Program

On September 18, ten community volunteers completed the Capital Region Ambassador training program. Training topics include: History of Tallahassee MSA, Key Assets, Business Opportunities, Competitive Advantages, Research Capabilities, Strategic Location, Diplomatic Relationships/Sister Cities and International Etiquette. The mission is to identify and train local volunteers who can serve as economic [...] Read More >

SEPTEMBER 12, 2012

FAMU Environmental Specialist Wins Energy Innovator Award

Florida A&M University (FAMU) Senior Environment Specialist Ryan Mitchell has received an Energy Innovator Award for his sustainability contributions to the university and the greater Tallahassee community. Mitchell, who works within the FAMU Office of Environmental Health and Safety, was recognized by the nonprofit organization ReThink Energy Florida during its [...] Read More >

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UPCOMING EVENTS

OCT 16
"Tax Facts: A Guide for Small Business Owners"
2:00 PM - 3:00 PM

OCT 18
"Tax Facts: A Guide for Small Business Owners"
12:00 PM - 1:00 PM

OCT 23
Health Sciences & Human Performance Enhancement (Health Care) Roundtable
7:30 AM - 9:00 AM

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Tallahassee Region: More Than Unmatched Research Capabilities

The Tallahassee region offers businesses vast research capabilities for their next generation of products. Florida's capital region has identified six targeted industry sectors that are matched with the region's assets and goals and were chosen based on their opportunity for growth, the creation of quality jobs above the average wage, and their role in regional development. There is interconnectivity between each of the targeted sectors. They each play a vital and equally important role in shaping Tallahassee's innovative business climate.

Beyond the world-class research facilities, commercial transportation infrastructure, educated workforce and site availability, the Tallahassee region offers a quality of life like none other.

- More than 3,540 acres of parkland ranging from neighborhood playgrounds to active recreational complexes to wildlife preserves containing miles of trails draw eco-tourists, equestrians and triathletes year-round.
- A unique sense of place is emerging in live|work|play districts throughout the region. Areas such as SouthWood, Gaines Street, Midtown Tallahassee, Cascades Park and Market Street are aimed at retaining the creative class and attracting retirees.
- Tallahassee is just an hour away from the world's most beautiful beaches and fresh Gulf seafood, including Apalachicola oysters.

Targeted Industry Sectors

Renewable Energy & the Environment

As a community committed to clean technology and protecting the area's considerable natural resources, Tallahassee has found great success developing its renewable energy sector.

- Danfoss Turbocor Compressors relocated from Montreal to Tallahassee to take

advantage of the Florida A&M University (FAMU) – Florida State University (FSU) College of Engineering talent when designing next generation products for large-scale Heating, Ventilation and Air Conditioning systems.

- Sunny Land Solar leveraged the region's research capabilities by licensing a new solar collection technology through FSU and used New Market Tax Credits to finance a half megawatt solar array power generation system.

Aviation, Aerospace & Defense

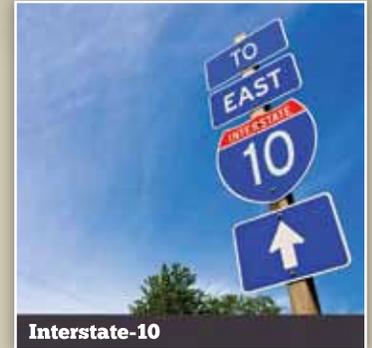
As home to many industry-leading companies in this sector, Tallahassee fits in nicely with its Gulf Coast neighbors as one of the largest concentrations of aviation, aerospace and defense assets in the world.

- General Dynamics Land Systems and Chemring UK are two of many defense contractors who benefit from post-secondary technical institutes, military separation programs and a dedicated Advanced Manufacturing Training Center.
- Florida's Center for Advanced Aero-Propulsion provides a state-of-the-art polysonic wind tunnel, supersonic hot jet facility, and a short take-off and vertical landing lab for companies like Boeing, Raytheon, and Pratt & Whitney.

Health Sciences & Human Performance Enhancement

Tallahassee provides health care to a 23-county radius, making the region perfect for medical product distributors and manufacturers.

- The region is home to one of the top-rated health care programs in the nation, Capital Health Plan – a network of 425 doctors serving more than 1.18,000 members.
- FSU's Institute of Sports Sciences & Medicine allows medical device companies such as Arthrex, and practitioners like founding partner, Tallahassee Orthopedic Clinic, to conduct research with an emphasis on injury prevention and athletic/human performance enhancement.



Interstate-10

The Tallahassee region has approximately 271 miles of principal highways that serve as major transportation corridors, making it a one-day truck haul from Tallahassee to virtually all primary markets and ports in the Southeast including Jacksonville, Panama City, Mobile and Savannah.

Transportation & Logistics

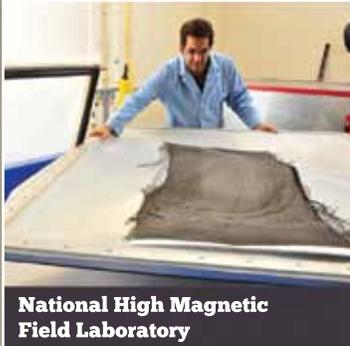
Tallahassee's unique geographic location within the state of Florida makes it an ideal location for advanced manufacturing.

- The region offers multiple access points to Interstate-10, CSX rail service, the Tallahassee Regional Airport and nearby access to 17 public general aviation airports, two deep-water ports – both of which are designated Foreign Trade Zones – and a barge port with direct Intracoastal Waterway and Gulf of Mexico access.

Information Technology

IT is one of the largest private business sectors in Florida's capital region, with more than 8,300 creative minds supporting more than 500 businesses. The companies that need IT infrastructure to grow, such as URS, the world's largest engineering design firm, and those that need the talent to develop IT solutions, such as ACS – a Xerox Company, can thrive in the capital region because of access to:

- Expansive fiber optic networks, including the high-bandwidth Florida Lambda Rail, a fiber network that connects Florida's eleven state universities to the National Lambda Rail and Internet2.
- Competitive wages and low cost of living combined with the exceptional lifestyle is attractive to the creative class, ranging from entry level to experienced professionals.



National High Magnetic Field Laboratory

With 500,000 square feet of research and development space, the facility is the largest and highest powered magnet laboratory in the world and employs scientists and experts from 50 countries. Among them are physicists, chemists, biologists, engineers, entrepreneurs, electricians and machinists.



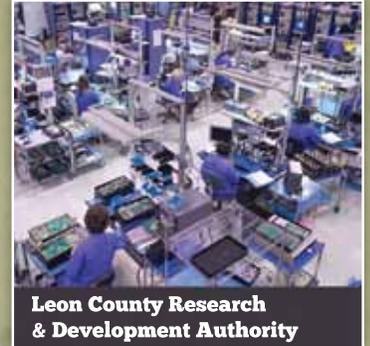
Tallahassee Community College (TCC) Advanced Manufacturing Training Center

The center contains 24,000 square feet of labs, classrooms, meeting space and cutting edge equipment such as computer numerical control machines. Job seekers are trained in an environment as if they were on the manufacturing floor through flexible, short-term schedules customized for the employer.



Tallahassee Regional Airport

TLH is expanding its runways and increasing its air service to allow companies such as Hondajet Southeast, a Flightline Group company, and Mahindra Aerospace, easy access to the region's diverse talent, research capabilities and more than 1,200 acres of available sites located between I-10 and the research corridor.



Leon County Research & Development Authority

A more than 200-acre park near FSU and FAMU, I-10 and TLH, the authority incubates commercialized technologies and promotes corporate synergy with private advanced manufacturers and the research institutes focusing on energy, advanced materials, aero-propulsion and mechatronics.

Research & Engineering

This sector is led by FSU's High Magnetic Field Laboratory, which has been the catalyst for the creation of complementary local job-creating entities. Outlined below are a few examples of the world-renowned research and engineering facilities serving the targeted industry sectors in the region.



Renewable Energy & the Environment

- FSU Center for Advanced Power Systems
- FSU Future Fuels Institute
- FAMU Center for Plasma Science & Technology



Aviation, Aerospace & Defense

- FSU Center for Advanced Aero-Propulsion
- FSU High Performance Materials Institute
- FSU Applied Superconductivity Center



Health Sciences & Human Performance Enhancement

- FSU College of Medicine
- FAMU College of Pharmaceutical Sciences
- FSU Institute of Sports Sciences & Medicine
- TCC Ghazvini Center for Health Care Education

“The Tallahassee region is a commercial transportation hub, an incubator of world-class talent, and a facilitator of cutting-edge research for global commerce.” Beth Kirkland, CEcD, Executive Director, EDC of Tallahassee/Leon County, Inc.