



Kickoff Meeting Vision Plan Steering Committee

April 22, 2013

Presentation

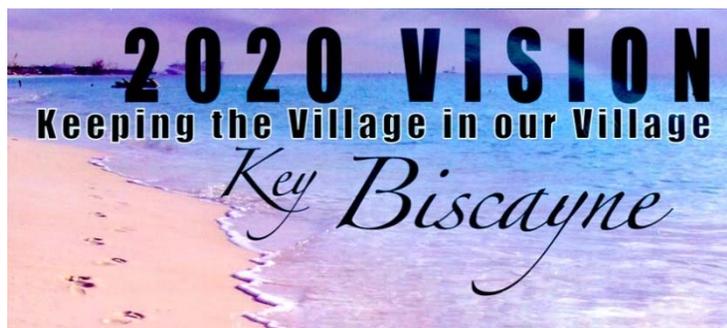
1. Introduction
2. What is a Vision Statement (and what is not)
3. Process Participants
4. Definition of Roles and Responsibilities
5. Visioning Planning Process and Schedule
6. Preliminary Visioning Exercise
 - *“What does greatness look like in Tallahassee?”*
 - *“What challenges must we overcome?”*
7. Next Steps / Discussion

Team Introduction

WRT

Vision Planning Consultant

- National Leaders in Planning & Design for 50 years
- Integrated Planning, Urban Design, Landscape Architecture, Architecture
- Leaders in Sustainable Planning and Design for Communities, Sites, and Buildings
- Pioneers in Values-Driven Planning



Team Introduction



- Nonprofit created to help policy makers position communities and regions to compete more effectively in the knowledge-based economy

Sample Projects

Research

- * NC State of the Workforce Report
- * Detroit Life Sciences Strategy
- * Nashville Labor Market Study
- * Hawaii Science and Technology Industry Assessment

Evaluation

- * Hampton Roads (VA) WIRED Initiative
- * Maine Comprehensive Economic Development Evaluation

Strategy Development

- * Lancaster County (PA) Prospers Economic Development Strategy
- * North Carolina Eastern Region Strategic Economic Vision Plan



Team Introduction

Thinkspot

- Economic progress consulting firm based in Tallahassee.
- Serving as economic development leader for Plum Creek's *Envision Alachua* project in collaboration with the Gainesville Area Chamber of Commerce and the University of Florida.
- Pro bono participation in *Imagine Tallahassee* to assist with data collection and analysis on behalf of the Tallahassee Chamber of Commerce.

What is a Vision Statement?

- A vivid description of what the community aspires to become.
- An expression of the community's collective values and aspirations.
- The community's "destination."
- The benchmark to establish priorities.
- A statement of intent on new strategic directions to achieve the vision.

What a Vision Statement is Not

- A Mission Statement
- A Visualization
- A Comprehensive Plan

An Effective Vision Statement is...

- Honest
- Memorable
- Imageable
- Positive
- Ambitious
- Inspiring
- Forward looking

Who are the Key Participants?

- Tallahassee / Leon County Citizens and Community Stakeholders
- Vision Plan Steering Committee
- Vision Plan Resource Team
- Vision Plan Consultants



Roles & Responsibilities

Citizens and Community Stakeholders

- Actively participate through public events, website, and other means
- Share ideas for Tallahassee's future
- Listen to and consider diverse viewpoints
- Help define a vision for Tallahassee
- Provide feedback on strategies and priorities
- Encourage others to participate

Roles & Responsibilities

Vision Plan Steering Committee

- Represent broad community interests
- Guide development of the Vision Plan
- Champion the Vision Plan update
- Serve as facilitators at Community Forum / open Houses
- Foster citizen ownership and ensure “buy-in” of Vision Plan
- Serve as a model for community consensus

Roles & Responsibilities

Vision Plan Resource Team

- Provide special expertise on specific issues
- Provide data and resources to Consultant Team
- Prepare Data Book and oversee preparation of Existing Conditions Report Card
- Provide feedback on strategies

Roles & Responsibilities

Consultant Team

- Facilitate the visioning process (WRT)
- Develop community wide strategies and priorities to implement vision (WRT)
- Provide expertise in economic development strategies (CREC)
- Assist in the preparation of Existing Conditions Report Card (Thinkspot)

What will it Take to Succeed?

1. Community Ownership (Engagement)
2. Keeping Momentum
3. An Actionable Agenda (Tangible results)
4. Optimism, Excitement and Perseverance!

Process & Timeframes



Schedule

IMAGINE TALLHASSEE PROCESS												
	April	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March
PHASE 1 MOBILIZATION	XXXXXXXX	XXXX										
1.1 Project Kickoff	XX											
1.2 Data Book	XXXXXXXXXX	XX										
1.3 Website/Social Media Launch	X											
1.4 Initial Open House		XX										
PHASE 2 EXISTING CONDITIONS		XXXXXXXXXX	XXXX									
2.1 Existing Conditions Documentation		XXXXXXXXXX	XXX									
2.2 Peer Community Research												
2.3 Draft Report Card			XX									
2.4 Report Card Open House *			XX									
2.5 Final Report Card				XXX								
* combined with 3.1												
PHASE 3 VISION STATEMENT			XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX				
3.1 Community Forum / MIB *			XXXXXXXXXX									
3.2 Community Aspirations and Issues				XXXX								
3.3 Draft Vision Statement					XXXX							
3.4 Review and Refinement						XXXXXX						
3.5 Strategic Directions							XXX					
3.6 Vision Validation Open House								XX				
3.7 Vision Document							XXXXXXXXXX	XXXXXXXXXX				
3.8 Presentation									X			
PHASE 4 PRIORITIZED E.D. INITIATIVES							XXXXXXXXXX	XXXXXXXXXX	XXXXXXXXXX			
4.1 Preliminary Initiatives							XXXXXXXXXX	XXXXXXXXXX				
4.2 Cost Estimates									X			
4.3 Prioritization									XXXXXXXXXX			
4.4 Presentation											X	
SUMMARY OF PUBLIC ENGAGEMENT EVENTS	XX	XX	XXXXXXXXXX	XXXX			XX	X	X			
Anticipated No. of Events		(1)	(3 + MIB)			(3)	(1)	(1)	(1)			

Preliminary Visioning Exercise

1. What does greatness look like in Tallahassee?
2. What challenges must we overcome to realize our potential greatness?



Questions and Discussion