

IMAGINE TALLAHASSEE

Draft Vision Statement 7-29-13

Tallahassee is one of the nation's most exceptional mid-sized communities, renowned for its unique heritage and natural beauty, its culture of creativity and innovation, and the commitment of its people to the community and each other. With growth and investment leveraged by synergies among our universities, local and state government and the private sector, and fueled by an entrepreneurial spirit, Tallahassee and its people prosper. We have succeeded in this prosperity without compromising Tallahassee's small town charm and natural beauty. Our success has been achieved through targeted initiatives and investments on three fronts, setting in motion progress to ensure that:

***Tallahassee Thrives** - with a vibrant, diversified economy and quality employment;*

***Tallahassee Pulsates** - with a unique character, culture and energy, and*

***Tallahassee Works** - with a balanced and sustainable pattern of development and supporting infrastructure, a range of mobility choices and effective and efficient governance.*

TALLAHASSEE THRIVES - OUR ECONOMY

Tallahassee has strengthened and diversified its economy, reducing reliance on state government; growing local businesses and attracting new businesses by leveraging and marketing its assets and through strategic use of sales tax funds in focused economic development initiatives.

We Have Grown Local Business by

- ✓ Fostering an **entrepreneurial spirit** and ecosystem – with incubators, accelerators, angel investing, mentoring and other incentives and support
- ✓ Creating an attitude of local first, **“buy Tallahassee”**
- ✓ Engendering **career awareness and** ambition among our youth in public schools and mentoring programs
- ✓ Reducing startup risks and costs through, **business-friendly regulations**
- ✓ Promoting investment through **incentives in underdeveloped areas**, such as Southside and French Town

We Have Attracted New Investment and Industries by

- ✓ Leveraging our **institutions**; our **universities** and medical centers
 - Creating synergies connecting FSU, FAMU and TCC with our business community and local government
 - Promoting technology transfer and leveraging R&D associated with university science and engineering, Mag Lab and medical and pharmaceutical research and training

- ✓ **Marketing and branding** our outstanding quality of life
 - Our small town character and slower pace of life
 - Our culture of creativity, innovation and connectedness
 - Our choice of urban, suburban and rural lifestyles

- ✓ Becoming an **economic hub** for
 - Regional retail and services
 - Corporate regional headquarters
 - Sports competition and training
 - Health and medical care
 - Tourism: cultural and ecotourism, and conventions

- ✓ Focused attention in attracting **key economic clusters** in
 - STEM
 - Renewable energy and green infrastructure
 - Tourism, arts and entertainment
 - Retirement
 - Other

- ✓ **Workforce development**; training and retaining our best and brightest
 - Linking the needs of industries and employers with curricula in schools and vocational centers
 - Retaining university graduates by provision of challenging jobs and involvement in the life of the community

TALLAHASSEE PULSES – OUR COMMUNITY CHARACTER / CULTURE / QUALITY OF LIFE

Tallahassee has a unique spirit and vibe, a combination of a special place with unique character and caring people. It is a community that is fertile ground for creativity and innovation, making us a both multi-faceted destination and community of choice.

We Have Retained and Enhanced Our Identity, Spirit and Connectedness

- A **welcoming, family oriented, multi-generational community** with a strong attachment to place and each other
- Removal of physical, socio-economic and communication barriers contributing to a **seamless, connected community**
- We foster a **culture of innovation and creativity** in the arts, business, technology and governance
- With our **universities integrated** into life of community, and the community, in turn is enriched by their presence

Tallahassee has Become a Destination

- ✓ For **arts and culture** with a vibrant local arts scene, performing arts venues and signature events and festivals

- ✓ For **competitive sports** and athletic training
- ✓ For **tourism**, including heritage and eco-tourism, and business visitation attracted to the state capital and conference facilities
- ✓ For **health care and retirement**, attracted to our outstanding medical facilities and lifelong learning opportunities

Tallahassee Values and Invests in its People Through

- ✓ Outstanding public schools and institutions of higher education fostering **academic excellence** and opportunities for lifelong learning
- ✓ Initiatives to reduce **poverty** and **homelessness**
- ✓ Provisions for a **healthy community** including
 - Trails, greenways and other opportunities for **physical activity**
 - Access to healthy locally produced **food** through co-ops and farmers markets in underserved areas
 - **Health care** services available to all including mental health
 - Services and activities serving the needs of **seniors and retirees**
- ✓ Initiatives to ensure **equity and connectivity in all segments of the community** and the population in the distribution of investment. Services and opportunities for participation.
- ✓ Alternative pathways to **community leadership** to ensure participation that reflects the makeup of the population

Tallahassee has Retained and Enhanced its Unique Community Character

- ✓ By **protecting its natural, scenic resources** including its
 - Trees, canopy roads and landscape
 - Networks of parks, trails and greenways
 - Water resources
- ✓ **Character enhancements** throughout the community, including
 - Airport gateways and other corridors
 - Quality civic spaces
 - Integration of public art
 - Removal of blight

TALLAHASSEE WORKS – OUR FUNCTIONALITY

Tallahassee has a physical development pattern that promotes livability and wise resource use, infrastructure systems which support sound growth and provide for multi-modal mobility and local governance that is efficient and effective in managing sustainable development .

We Have Improved Our Regional Accessibility with

- ✓ Improved **airport** and commercial air service
 - Less costly, more convenient airline connections
 - Upgraded airport facilities

- ✓ Improved rail (AMTRAK) service

We Have Improved Our and Local Mobility through

- ✓ **Road network connectivity** and efficiency including
 - Smoother traffic flow (access management, synchronized signals)
 - Reduced traffic volumes through shifts to other modes and managed travel demands
- ✓ Greater use of **public transit**, including
 - Changing public perceptions through marketing
 - Improved bus service coverage, frequency, convenience and comfort
 - Expanded free trolley service connecting destinations (universities, downtown, midtown)
- ✓ Greater levels of **pedestrian and bicycling** activity through
 - Safe sidewalk and bicycle path access, particularly around schools parks and public facilities
 - Complete Streets Design Standards

We Have a Pattern of Growth and Development that Supports Livability, with

- ✓ **Compact development** that makes efficient use of land and resources, including
 - Infill and redevelopment in downtown, midtown and emerging mixed use centers
 - Redeveloped, revitalized and repurposed areas and buildings (Tallahassee Mall, Frenchtown)
 - Encouragement of mixed use and walkable development patterns in new suburban growth areas
 - Greater affordable housing choice accommodating higher densities
 - Guided, purposeful growth management
- ✓ **Improved development standards** and regulations for
 - Open space and resource protection
 - Community aesthetics
 - Flexible zoning
 - Protection of rural character and agriculture

We Have a Sound, Balanced Infrastructure Systems Supporting Sound Development

- ✓ Green infrastructure stormwater systems
- ✓ Advanced high speed internet and telecommunications
- ✓ Underground utilities for resiliency and enhanced community character

We Have Improved the Efficiency and Effectiveness of Local Governance with

- ✓ Consolidated City-County Operations
- ✓ Streamlined and uniform regulations