



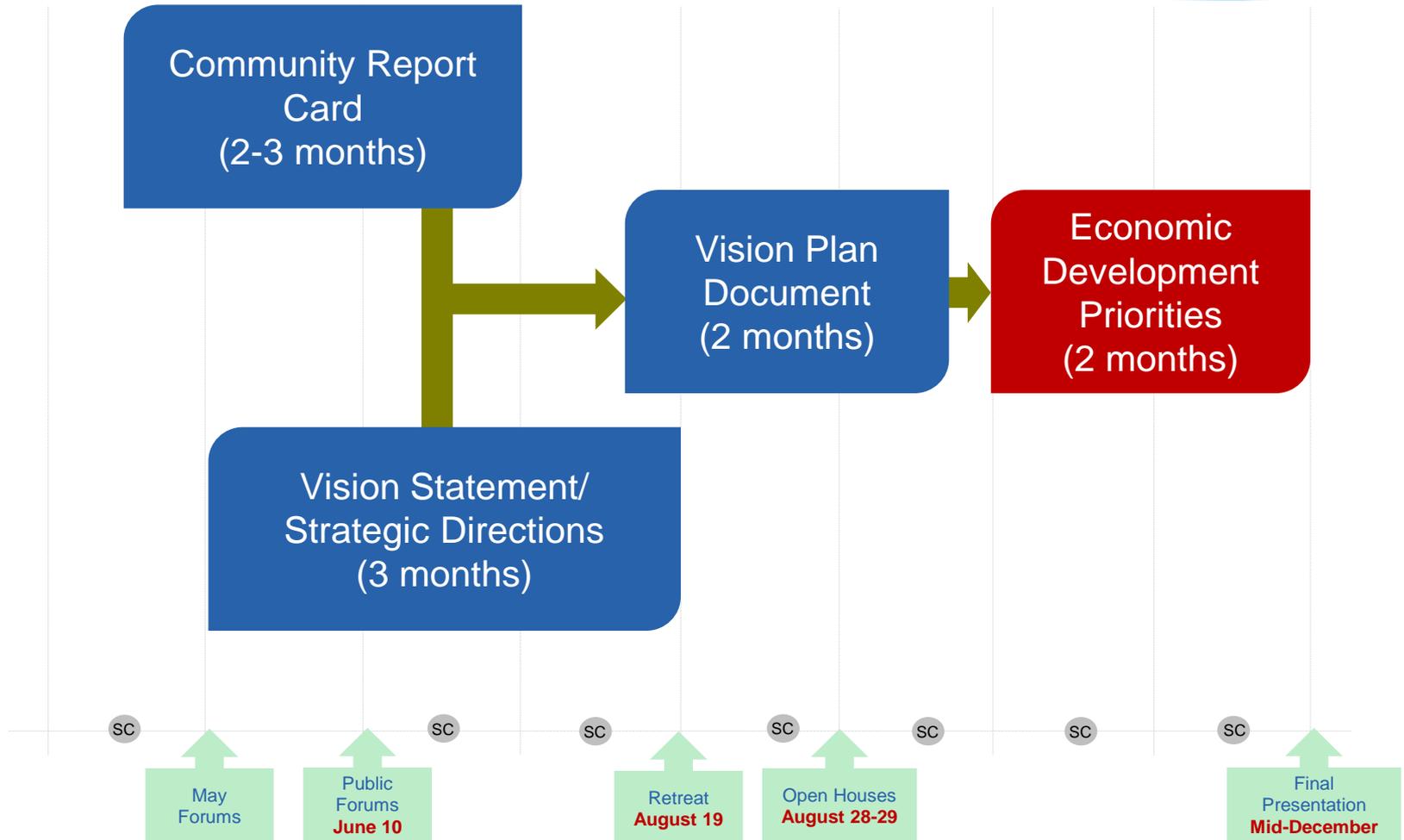
Community Visioning Synthesis

July 29, 2013

July 29th

- **Synthesis of Community Aspirations & Issues**
 - Community Forum Series
 - Meetings in a Box
- **Draft Vision Statement**
 - Presentation
 - Discussion
- **Next Steps**

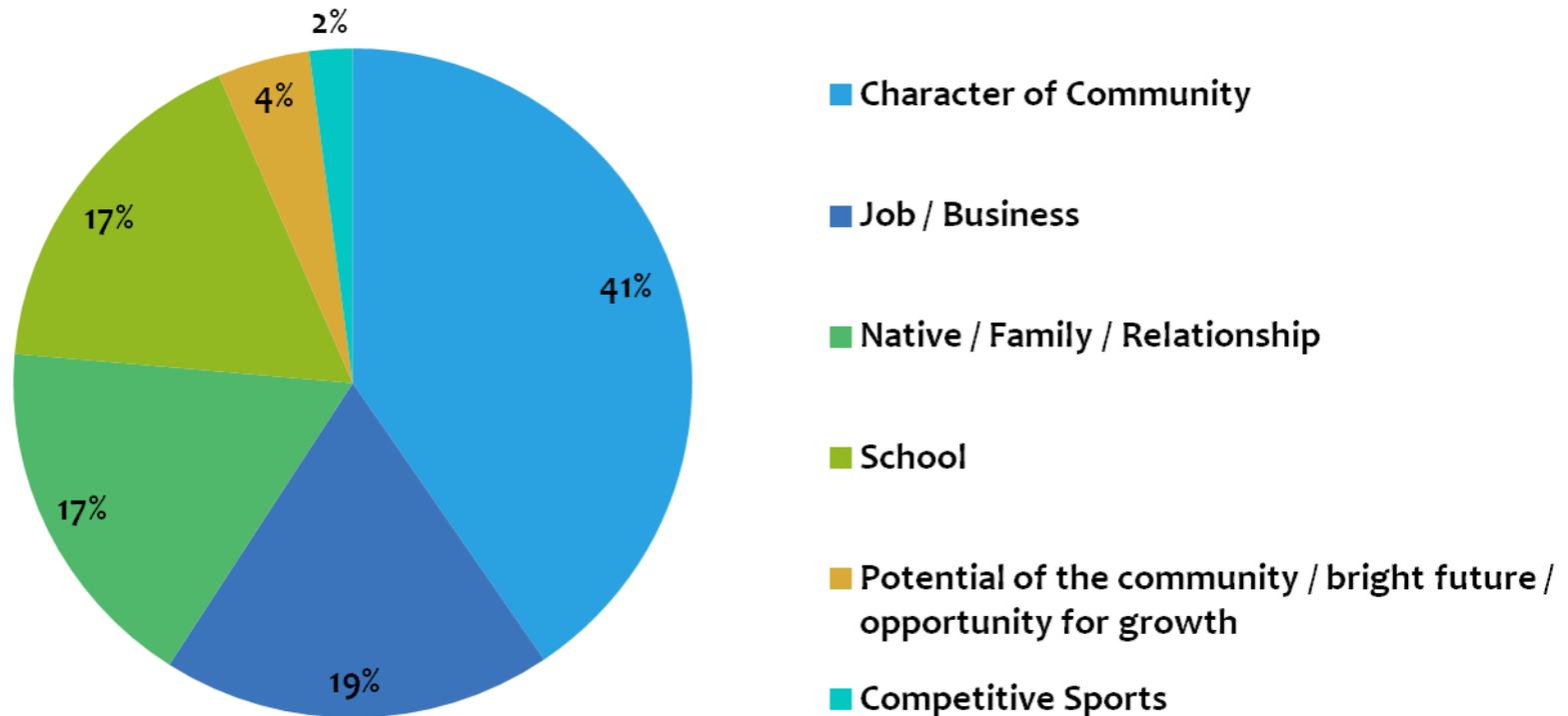
How will it come together?



What We've Heard So Far

May 20-21 Open House Input

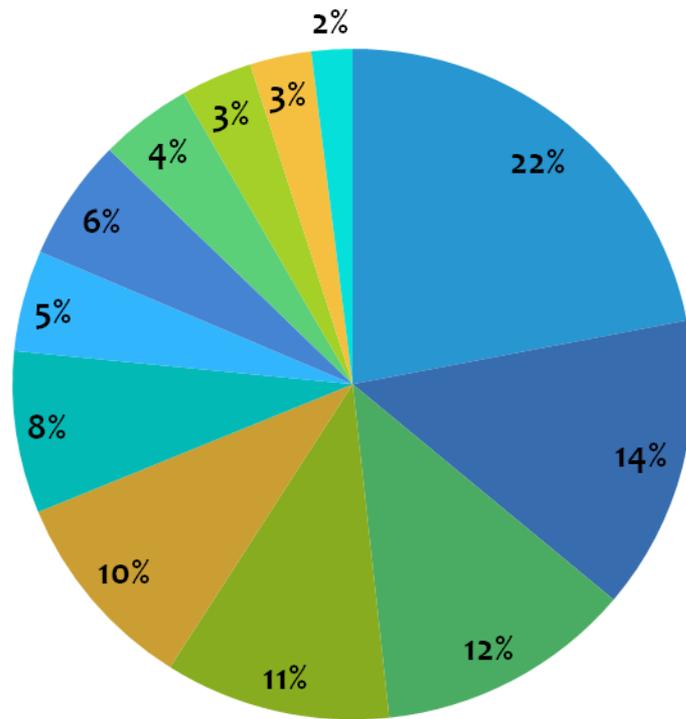
PAST: *What brought us here? / What Keeps us here?*



What We've Heard So Far

May 20-21 Open House Input

Present: *What are our most pressing concerns?*

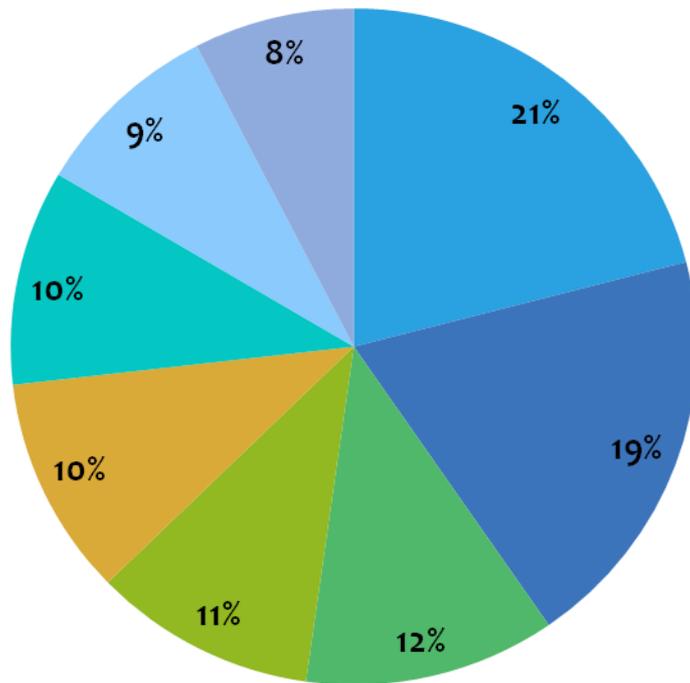


- Economy
- Government / Institutions / Relationships
- Public Attitudes
- Equity / Inclusion
- Community Character
- Transportation / Infrastructure
- Poverty / Underemployment / Crime
- Environmental Resources
- Community Branding / Messaging
- Housing
- Public Health
- Arts / Culture

What We've Heard So Far

May 20-21 Open House Input

FUTURE: *What next? / What should we strive to achieve?*



- Community Character Enhancement
- Economic Growth
- Government / Institutions / Relationships
- Excelling: Becoming a Leader / Destination
- New Activities / Attractions
- Equity / Inclusion
- Community Branding / Messaging / Attitudes
- Transportation / Infrastructure Improvements

Visioning Exercise

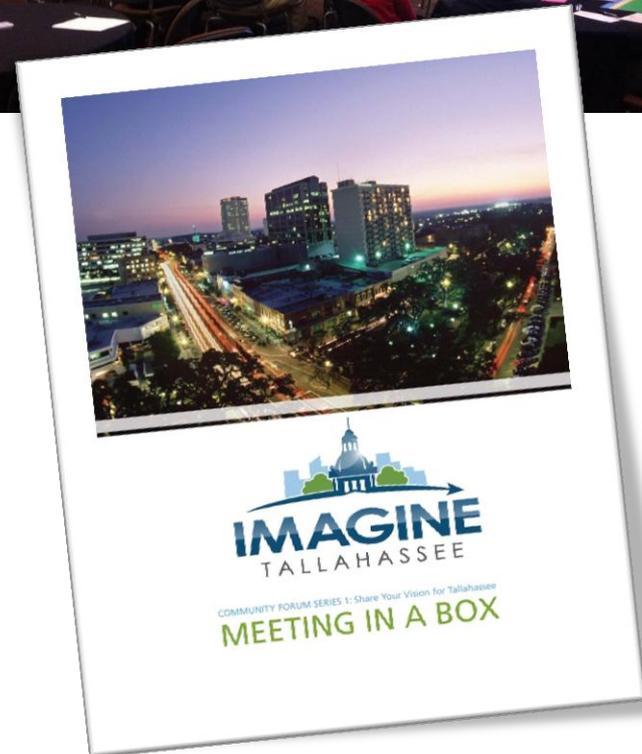
Community Forum Series

2 Meetings held at the Turnbull Center
June 10th
200+ participants



Meetings-in-a-Box

30 meetings held throughout the city
June 10th – July 20th
200+ participants
Strong positive feedback



Visioning Exercise

THREE THEMES

- **Our Culture, Character and Quality of Life**
- **Our Economy**
- **Our Functionality (Land Use / Mobility / Infrastructure)**

TWO QUESTIONS

1. ***“How Do We Envision Greatness?”***
2. ***“What Must We Do To Achieve It?”***

Visioning Exercise

First, Participants Shared Their Ideas



Then, Each Table Prioritized Their Ideas

- 16
1. How do we envision greatness in Tallahassee? List the groups' ideas below.
- ① encourage the entrepreneurial spirit to balance private sector with state jobs, programs for existing entr. to connect w/ emerging engage more that are not only students *retain talent to become builders of businesses*
- 8
- ② focus on trade schools and transition from high school to workforce, partnering w/ business to offer more training (that will hire), manufacturing

Visioning Results

700+ Priorities Identified...



...across all three categories

Visioning Exercise

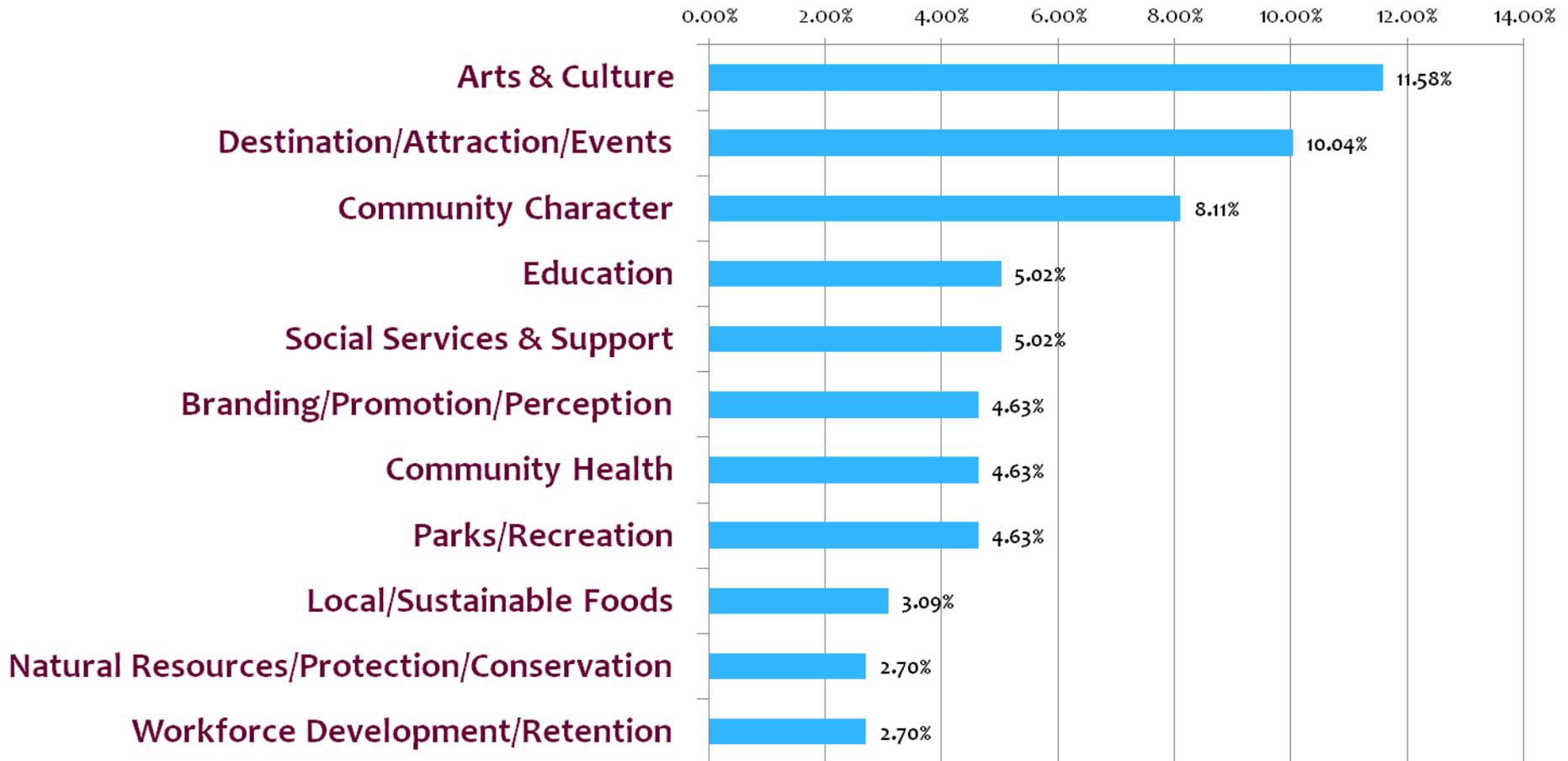
Results are synthesized...

70	Better Airport	Airport/Airfare	Economy
71	Air travel-rates/frequency	Airport/Airfare	Economy
72	Airport- more direct flights	Airport/Airfare	Economy
73	Improve Airport	Airport/Airfare	Economy
74	Innovate Clean Energy Methods	Alternative/Clean Energy	Economy
75	Performing Arts	Arts & Culture	Economy
76	Create Arts/entertainment district	Arts & Culture	Economy
77	Improved Arts and Culture	Arts & Culture	Economy
78	Create a signature event	Arts & Culture	Economy
79	Tell Tallahassee Story	Branding/Promotion/Perception	Economy
80	Develop a Succinct Message Re: Tallahassee	Branding/Promotion/Perception	Economy
81	Change How We Are Viewed	Branding/Promotion/Perception	Economy
82	Identity	Branding/Promotion/Perception	Economy
83	Promote "Visit Tallahassee" billboards- by	Branding/Promotion/Perception	Economy
84	Public Relations push across the Community	Branding/Promotion/Perception	Economy
85	Address Barriers to Bringing Business to Tallahassee	Business Attraction	Economy
86	Businesses That Invest in City & Quality of Life	Business Attraction	Economy
87	Aggressive Pursuit of New Business	Business Attraction	Economy
88	Taxing Structure/Location Assistance Support	Business Attraction	Economy
89	Support Attract the Right Kind of Business	Business Attraction	Economy
90	Bring in Fresh Money	Business Attraction	Economy
91	Start Being Pro-Business	Business Attraction	Economy
92	Attract More Companies	Business Attraction	Economy
93	Anchor Company Tied to Mag Lab	Business Attraction	Economy
94	Attract New Industry	Business Attraction	Economy
95	Recruit Companies	Business Attraction	Economy
96	Incentivizing Diverse Business to Relocate	Business Attraction	Economy
97	Bring more manufacturing, more big box stores	Business Attraction	Economy
98	Attract Businesses	Business Attraction	Economy
99	Less regulations on private industry	Business Attraction	Economy
100	Big Business incentives	Business Attraction	Economy
101	Incentives for Business relocation and expansion	Business Attraction	Economy
102	Attract Fortune 500 companies	Business Attraction	Economy
103	Attract large manufacturing/technology Business	Business Attraction	Economy
104	Recruit big industry	Business Attraction	Economy
105	Attract Businesses	Business Attraction	Economy
106	Attract Fortune 500 companies	Business Attraction	Economy
107	Incentive Business	Business Attraction	Economy
108	Bring Business that provides a livable wage	Business Attraction	Economy

Patterns of consensus
are identified

Envisioning Greatness

Priorities: *Culture, Character, Quality of Life*



Envisioning Greatness

Priorities: Culture, Character, Quality of Life



Thriving Arts & Strong Cultural Resources:

- Build better communities through the arts
- Creative and vibrant arts scene
- Promoting and improving art
- Destination for arts and culture
- Support local arts
- Performing Arts Center



Envisioning Greatness

Priorities: Culture, Character, Quality of Life

Tallahassee as a destination with attractions and events

- Minor league sports team / training
- Convention and meeting space
- Tourist destination – Eco / Heritage
- Diverse programming (Capital Cascades)
- New attractions
- Enhance range of community events



Envisioning Greatness

Priorities: Culture, Character, Quality of Life



A community with great character

- Quality public spaces
- Great place for families
- Preserve and improve beauty
- Seamless community feel
- Canopy roads, chain of walks



Envisioning Greatness

Priorities: Culture, Character, Quality of Life

Quality education

- Foster academic excellence
- High performing pre-K through 12th grade
- Better public schools
- Promote a variety of educational opportunities, including trade schools
- Increased high school graduation rate



Envisioning Greatness

Priorities: Culture, Character, Quality of Life

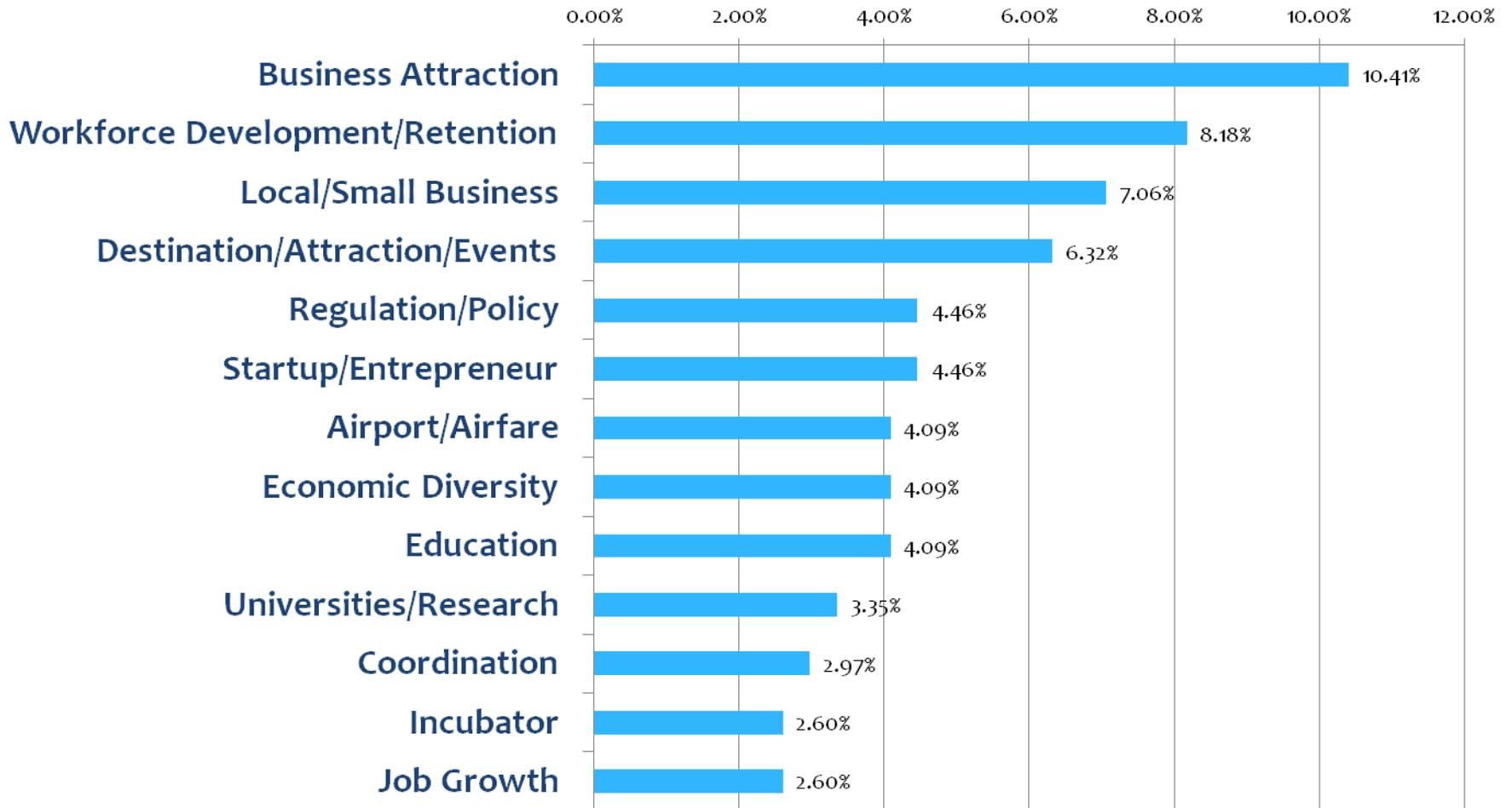


Effective social services and community support systems

- Address social issues
- Reduce homelessness / poverty
- Support for children and mothers
- Health care access (including mental)
- Address cultural connectivity across socio-economic boundaries

Envisioning Greatness

Priorities: *Economy*



Envisioning Greatness

Priorities: Economy

Attract new business investments

- Support and attract the right kind of businesses / focus
- Identify businesses that invest in the community and quality of life
- Foster new business with consulting and marketing services
- Recruit a diverse mix of business with low to high wages



Envisioning Greatness

Priorities: Economy



Develop and retain a competent workforce

- Infrastructure for young professionals
- Promote educated workforce
- Attract creative professionals
- Grow green jobs
- Retain talent

Envisioning Greatness

Priorities: Economy

Focus on local and small businesses

- Thriving local businesses
- Local business expansion
- Coordinate community assets to support small businesses
- Go local, Buy local
- Improve business climate / less regulation



Envisioning Greatness

Priorities: Economy

Develop attractions and events to make Tallahassee a destination

- Convention Center
- Promote tourism
- Sports teams
- Create attractions to draw more tourists
- Promote festivals



Envisioning Greatness

Priorities: Economy



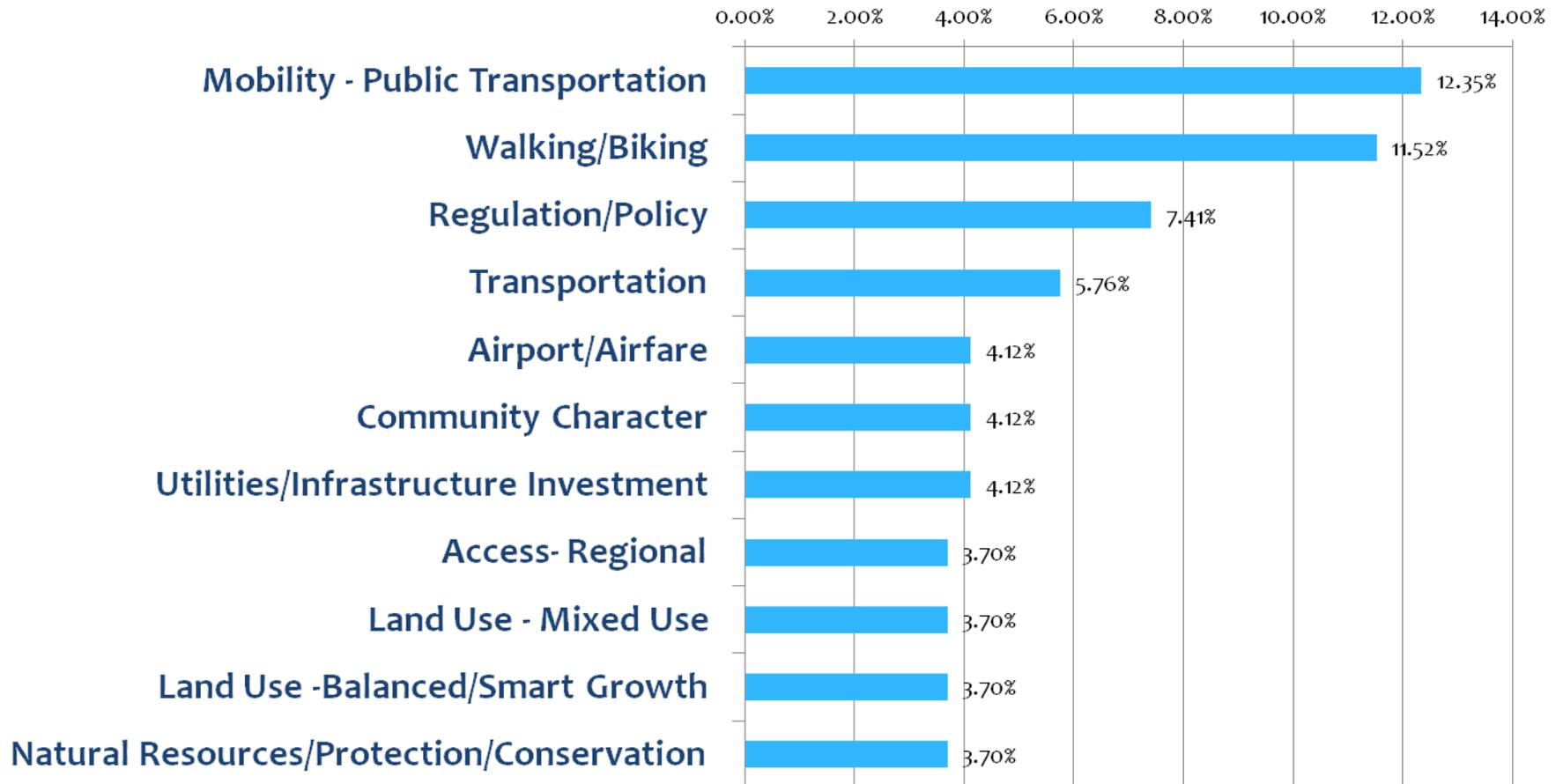
adopted
expediency, fact
pol·i·cy - a cour
adopted and pu

Use regulatory tools and policies that encourage economic development

- Remove “red tape”
- Tax incentives, and tax breaks
- Pro-business government
- Local preference on government spending
- Economic focused legislation

Envisioning Greatness

Priorities: *Functionality*

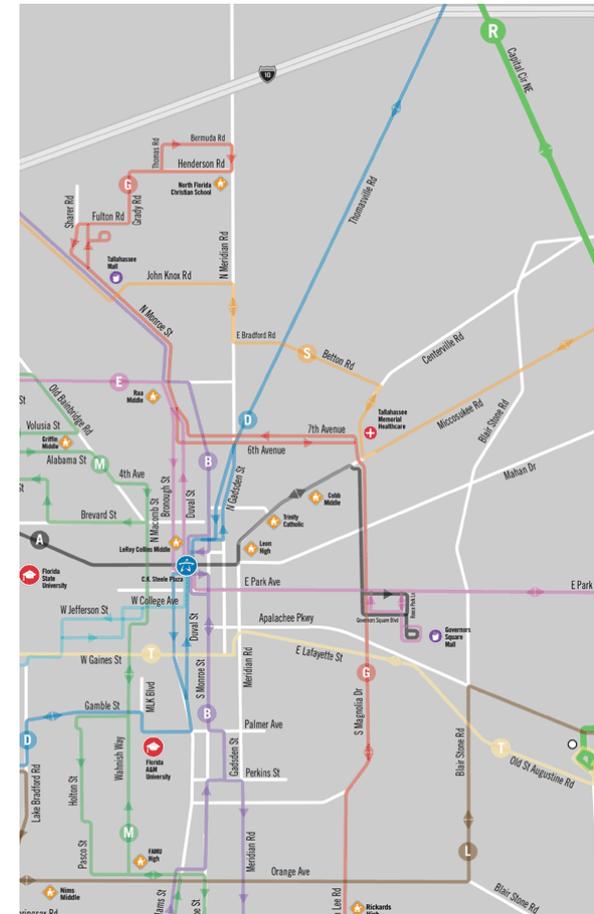


Envisioning Greatness

Priorities: Functionality

Improve and expand public transportation

- Redesign public transportation
- Greater emphasis on mass transit
- Convenient, safe, public transportation
- Invest in mass transit and connectivity
- Bus system, trolley system, mono-rail



Envisioning Greatness

Priorities: Functionality

More opportunities for safe and comfortable walking and biking

- Improve and expand sidewalks
- Pedestrian friendly
- Upgrade bike infrastructure: bike lanes, bike trails for commuters
- Walkable, bike-able town
- Better connectivity with walkable/bike-able community



Envisioning Greatness

Priorities: Functionality

Improved transportation (road network)

- Smoother traffic flow
- Better roads
- Lessen congestion
- Improve efficiency of traffic light signaling
- Efficient transportation system



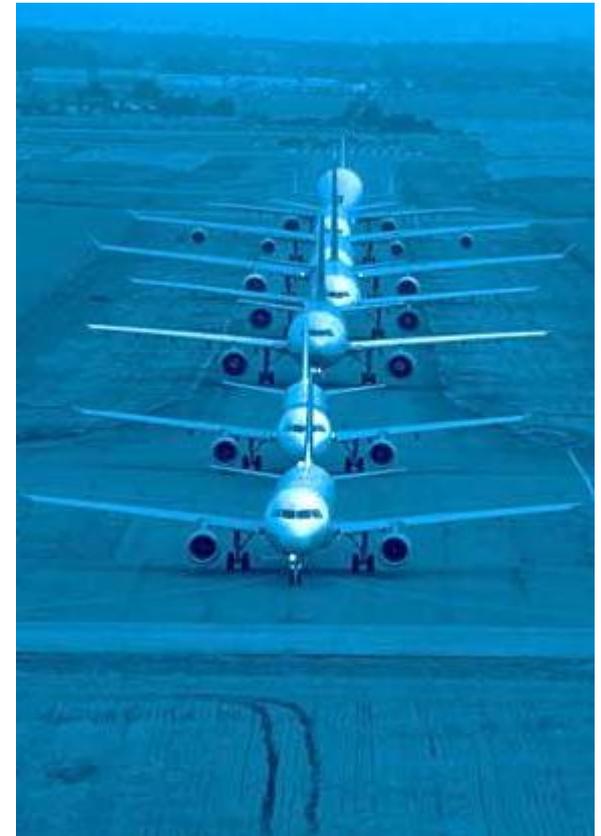
Envisioning Greatness

Priorities: Functionality



Improved airport facilities with affordable airfare

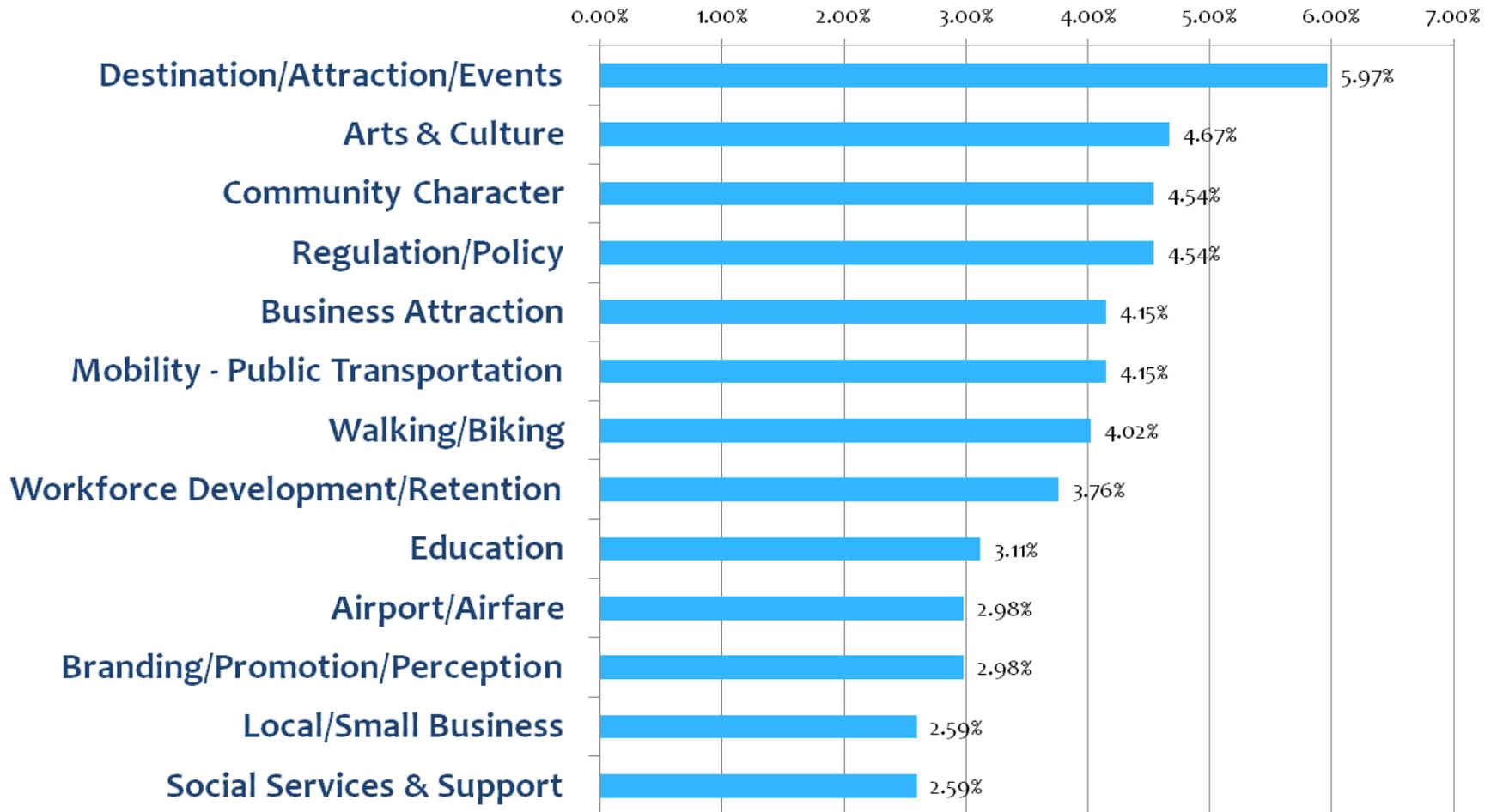
- Airport improvements
- Airport Hub
- Larger airport with affordable flights
- Competitive airfare
- Variety of carriers and fees



Envisioning Greatness

COLLECTIVE PRIORITIES

(Across all categories)



Developing a Vision Statement

Attributes of a Vision Statement

- **Clear:** uses plain language, not vague platitudes
- **Inspirational / Aspirational**
- **Future focused:** written from the desired end-state's point of view
- **Both comprehensive and specific**
- **Emphasizes:**
 - Fundamental values
 - A collective identity
 - The community's uniqueness

Draft Vision Statement

Preamble

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...



Draft Vision Statement

Preamble

...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 PULSES

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.



Draft Vision Statement

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.

Draft Vision Statement

TALLAHASSEE THRIVES - OUR ECONOMY

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

Draft Vision Statement

TALLAHASSEE THRIVES - OUR ECONOMY

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

Draft Vision Statement

TALLAHASSEE THRIVES - OUR ECONOMY

We Have Attracted New Investment and Industries by

- 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

Draft Vision Statement

TALLAHASSEE THRIVES - OUR ECONOMY

We Have Attracted New Investment and Industries by

- 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

Draft Vision Statement

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.

Draft Vision Statement

TALLAHASSEE PULSES

OUR COMMUNITY CHARACTER / CULTURE/ QUALITY OF LIFE

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

Draft Vision Statement

TALLAHASSEE PULSES

OUR COMMUNITY CHARACTER / CULTURE/ QUALITY OF LIFE

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

Draft Vision Statement

TALLAHASSEE PULSES

OUR COMMUNITY CHARACTER / CULTURE/ QUALITY OF LIFE

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

Draft Vision Statement

TALLAHASSEE PULSES

OUR COMMUNITY CHARACTER / CULTURE/ QUALITY OF LIFE

Tallahassee Values and Invests in its People through

- 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

Draft Vision Statement

TALLAHASSEE PULSES

OUR COMMUNITY CHARACTER / CULTURE/ QUALITY OF LIFE

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

Draft Vision Statement

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.

Draft Vision Statement

TALLAHASSEE WORKS- OUR FUNCTIONALITY

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

Draft Vision Statement

TALLAHASSEE WORKS- OUR FUNCTIONALITY

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 access, particularly around schools, parks and public facilities
 - Complete streets design standards

Draft Vision Statement

TALLAHASSEE WORKS- OUR FUNCTIONALITY

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)
 - Mixed use and walkable development patterns
 - Greater affordable housing choice accommodating higher densities
 - Guided, purposeful growth management

Draft Vision Statement

TALLAHASSEE WORKS- OUR FUNCTIONALITY

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

1st Refine Vision Statement

August 19th Steering Committee Retreat

- Endorse Final Vision Statement
- Develop Strategic Directions

August 28th-29th Public Open House

- Validate Strategic Directions

September 23rd Steering Committee Meeting

- Open House Feedback
- Draft Vision Plan Presentation

How will it come together?

