



Strategic Directions Retreat

August 19, 2013

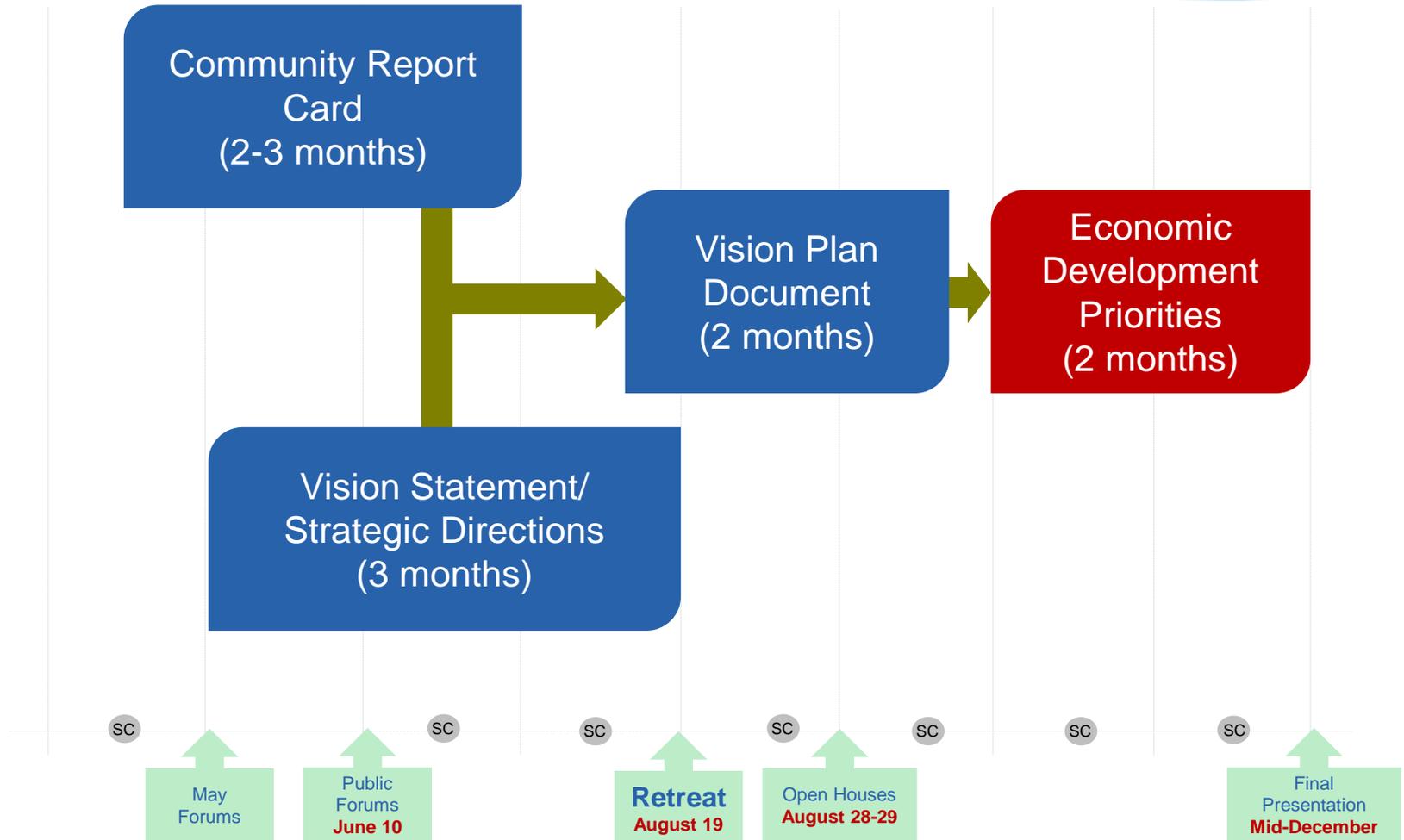


CREC

Agenda

- 9:00-10:00 Overview of Vision Statement / Summary of Input - WRT
Strategic Directions – What’s Been Done – K. Morris
- 10:00 – 11:00 Focus Group Breakout Discussions (Round 1) Brainstorming and
Prioritizing Ideas Related to **5 Strategic Directions**
1. Empowering Our Entrepreneurial Ecosystem
 2. Enhancing Our Economic Hub
 3. Growing Our Travel/Tourism Destination Products
 4. Supporting Our Creative Culture and Urban Lifestyle
 5. Investing in Our Human Capital Assets
- 11:00 – 12:00 Focus Group Breakout Discussions (Round 2) Brainstorming and
Prioritizing Ideas Related to **5 Strategic Directions**
- 12:00 – 1:00* Working Lunch and Focus Group Analysis
- 1:00 – 2:30 Discussion of Focus Group Results / Prioritization and Next Steps

How will it come together?



Visioning Exercise

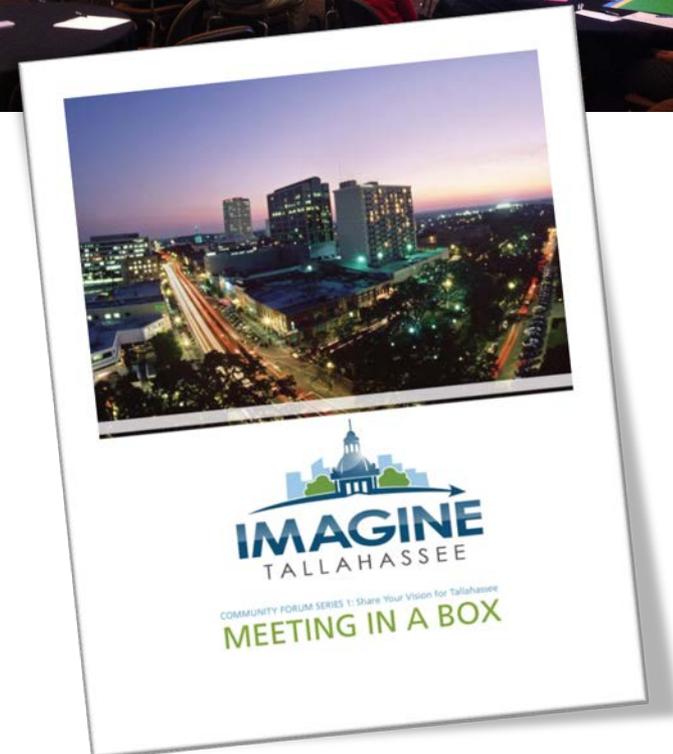
Community Forum Series

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 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 provide a livable wage	Business Attraction	Economy

Patterns of consensus
are identified

Draft Vision Statement

Imagine Tallahassee, inspired by our unique heritage and beauty, empowers and rewards entrepreneurship and innovation to create and sustain a vibrant community where businesses, individuals and families thrive.

Our success has been achieved through targeted initiatives and investments on three fronts, setting in motion progress to ensure that:

Tallahassee Works - with a vibrant, diversified economy and quality employment,

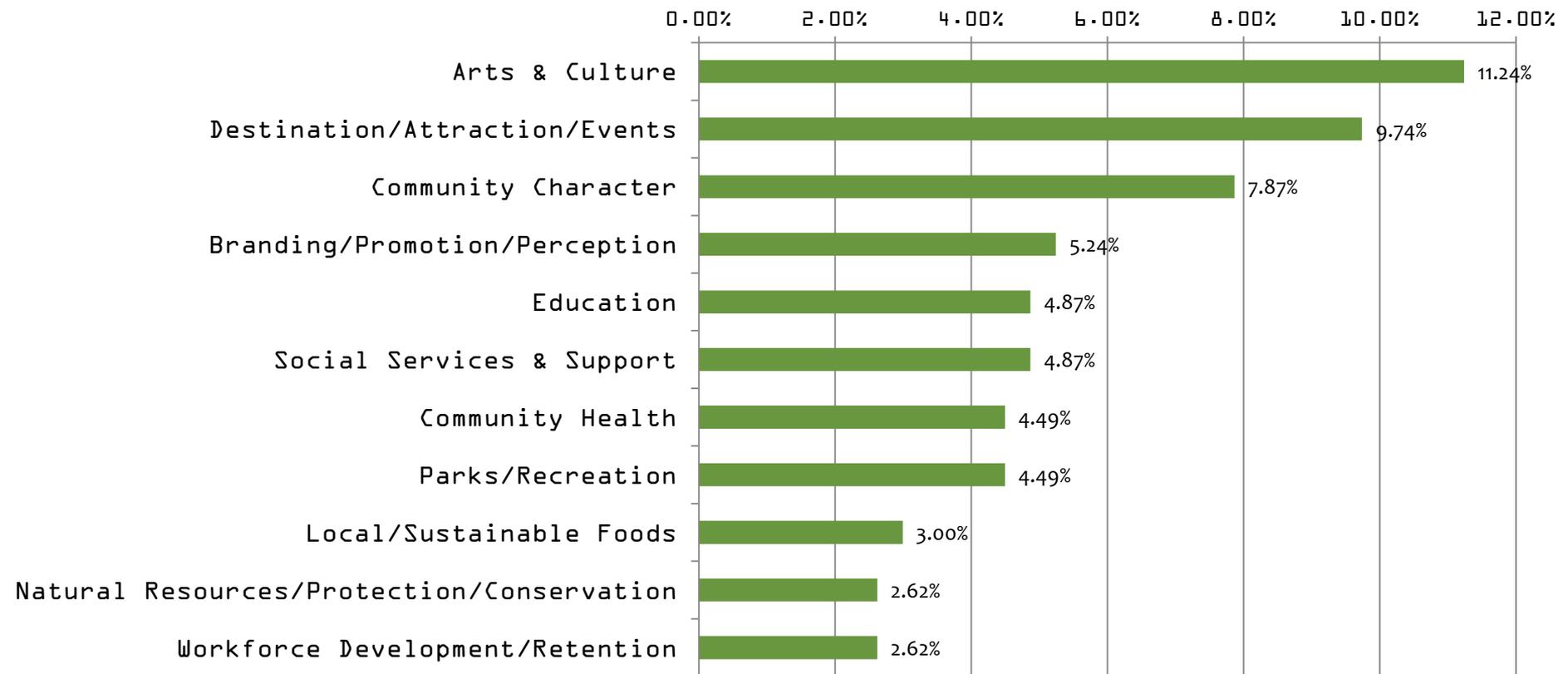
Tallahassee Inspires - with a unique character, natural beauty, vibrantly diverse culture and energy, warm hospitality and

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



Priorities

Culture, Character, Quality of Life



Key Themes

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



Effective Social Services & Community Support Systems

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

A Community with Great Character

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



Key Themes

Culture, Character, Quality of Life



A Destination with Attractions & 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

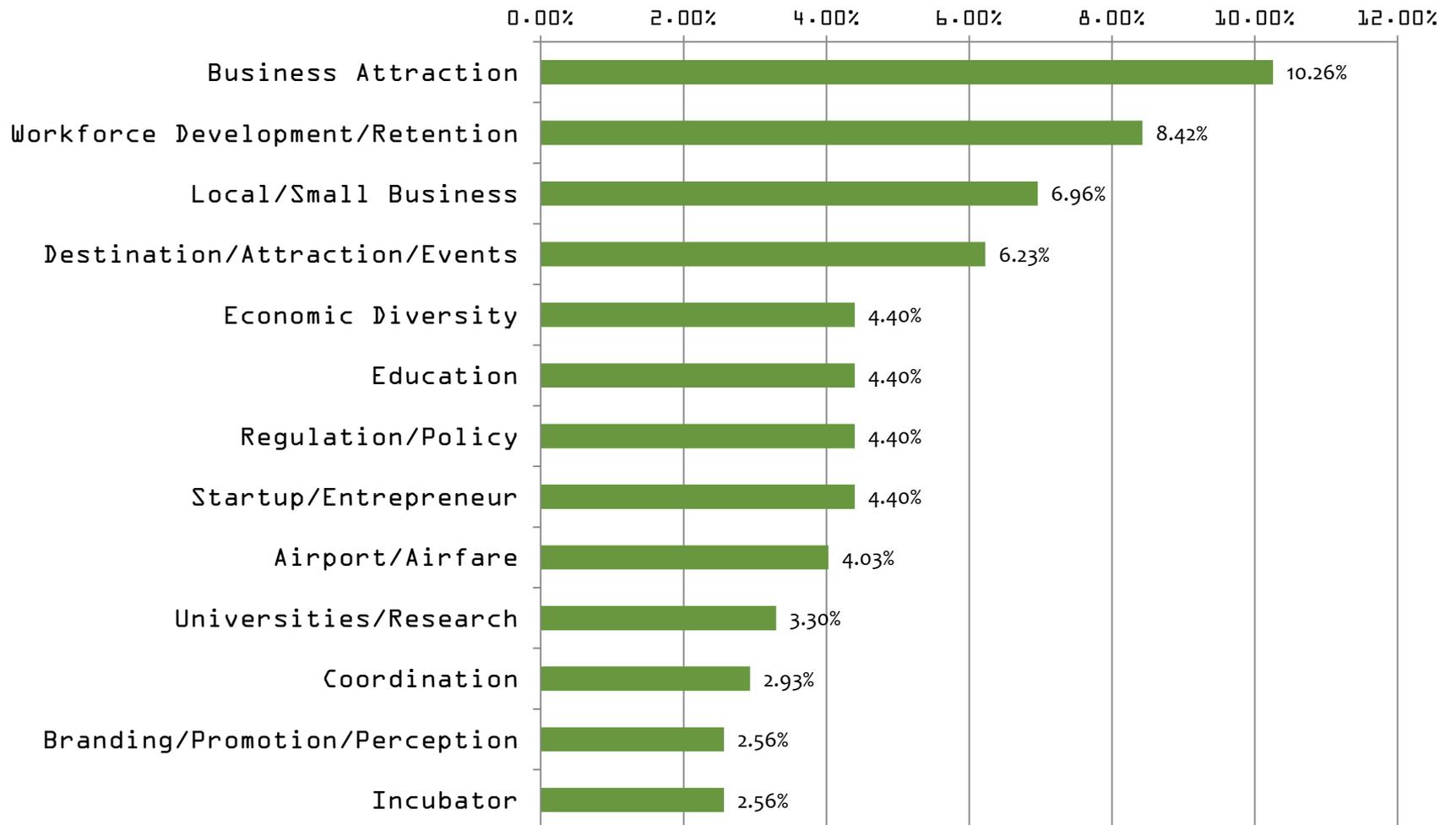


Quality Education

- Foster academic excellence
- Better, high performing public schools
- A variety of educational opportunities
- Trade Schools
- Increased high school graduation rate

Priorities

Economy



Key Themes

Economy

Attract New Business Investments

- 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



Use Regulatory Tools & Policies that Encourage Economic Development

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

Focus on Local & Small Businesses

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



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Key Themes

Economy



Develop & Retain a Competent Workforce

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

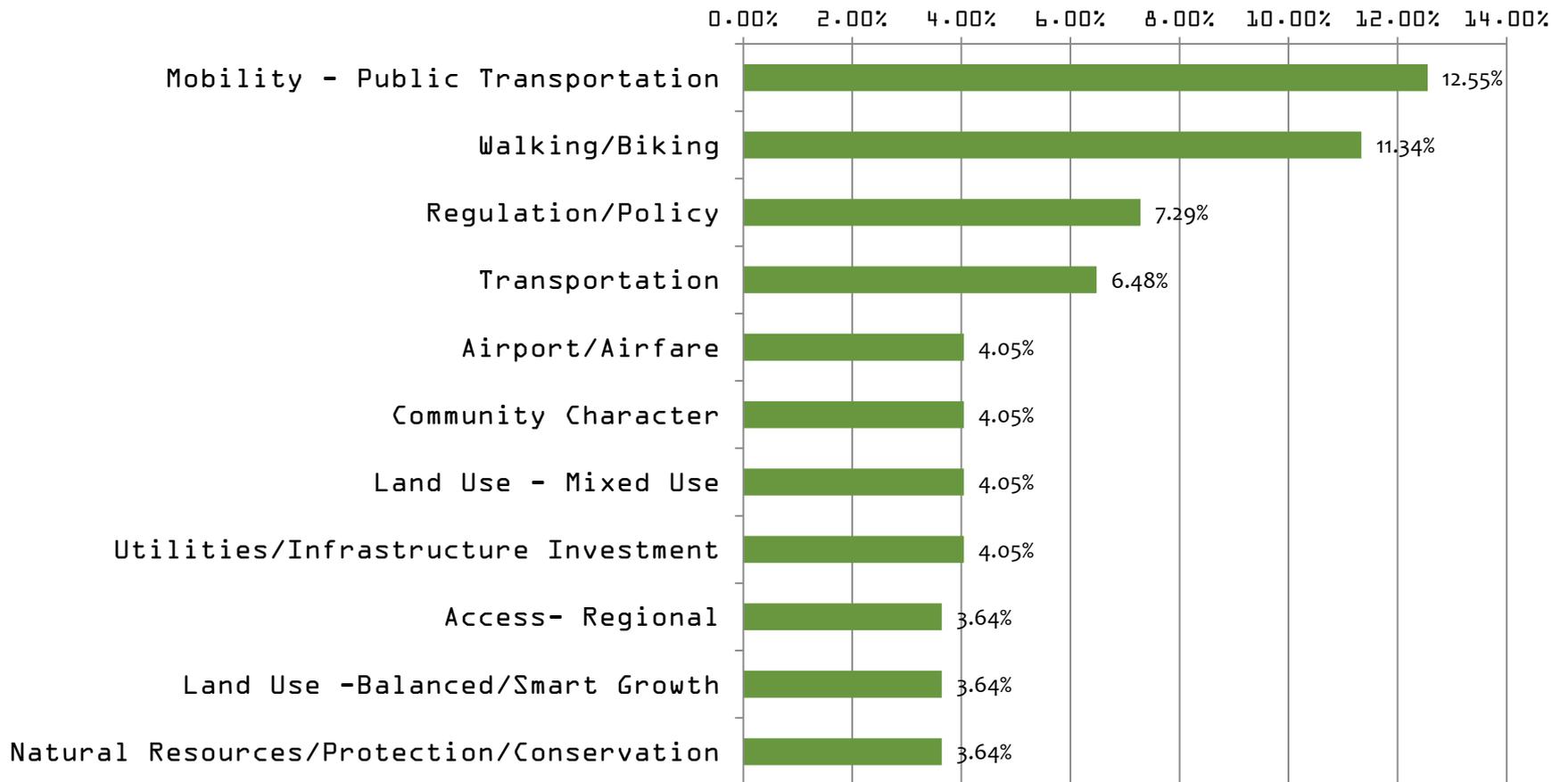


Develop Attractions to Make Tallahassee a Destination

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

Priorities

Functionality



Key Themes

Functionality

Improve & 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



Improved Airport Facilities with Affordable Airfare

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

Use Regulations & Policies to Improve How the City Functions

- Change zoning restrictions
- Definitive enforceable land use plan
- Ease restrictions on permits
- Government consolidation
- Change the structure of city government



Key Themes

Functionality



More Opportunities for Safe & Comfortable Walking & Biking

- Improve and expand sidewalks
- Pedestrian friendly
- Upgrade bike infrastructure
- Walkable, bike-able town
- Better connectivity



Improved transportation (road network)

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

Strategic Directions

- 1. Fostering Local Business Development by Empowering an Entrepreneurial Ecosystem and Leveraging Our Research and Development Capacity.**
- 2. Competing as an Economic Hub**
- 3. Growing Our Destination Product for Travel and Tourism**
- 4. Supporting a Creative Culture and Urban Lifestyle**
- 5. Investing in Human Capital to Meet the Evolving Workforce Needs**



Next Steps

- Data book research to support initiatives

August 27th-28th Public Open House

- Validate Strategic Directions / reaction to preliminary initiatives

September 13th is the Meetings-in-a-Box deadline

September 23rd Steering Committee Meeting

- Review open house feedback
- Draft Vision Plan



Instructions for Breakout Groups

1. What criteria (up to 5) do you think should be applied in determining whether an idea should be included in your “Strategic Direction”
2. What initiatives would you recommend should be included as potential action items?
3. Applying the criteria you noted above, please prioritize the most important ideas (up to 10) that your group has come up with.
4. Review the priorities you have set... refine your criteria
 - * How well do your criteria work?
 - * Should other criteria be included?