



## Vision Statement 8-12-13

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.

## Defining our vision:

### **TALLAHASSEE WORKS – OUR ECONOMY**

Tallahassee will strengthen and diversify its economy, reduce its reliance on state government; grow local businesses and attract new businesses by leveraging and marketing its assets and through the strategic use of sales tax funds on focused economic development initiatives.

#### *How we accomplish:*

##### **Grow Local Business**

- 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

##### **Attract New Investment and Industries**

- 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
- **Market and brand our 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
- **Become 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

- **Attract key economic clusters in**
  - STEM
  - Renewable energy and green infrastructure
  - Tourism, arts and entertainment
  - Retirement
  - Other
  
- **Workforce development—Train and retain 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 INSPIRES – OUR COMMUNITY CHARACTER, CULTURE, AND QUALITY OF LIFE**

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

***How we accomplish:***

**Retain and Enhance 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

### **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

### **Value and Invest in Our People**

- 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

### **Retain and Enhance Our 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 CONNECTS – OUR FUNCTIONALITY**

Tallahassee’s physical development pattern will promote livability and wise resource use along with infrastructure systems that support sound growth by providing for multi-modal mobility for the effective management of sustainable development.

### ***How we accomplish:***

#### **Improved Regional Accessibility**

- Improved airport and commercial air service
  - Less costly, more convenient airline connections
  - Upgraded airport facilities
- Improved rail (AMTRAK) service

#### **Improved Local Mobility**

- 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

#### **Pattern of Growth and Development that Supports Livability**

- 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

**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