



From Vision to Action

Agenda

Welcome and agenda review	0:00 – 0:05 minutes
Process overview: Vision to strategy	0:06 – 0:20
Vision statement and strategic directions public feedback	0:21 – 0:41
Breakout session: Project refinement (outcomes to actions)	0:41 – 1:50
Groups report out	1:50 – 2:10
Next steps and assignment	2:10 – 2:30



Process Transitions

Modified from Thinkspot's *Economic Progress Map™*

1. BASELINE INDICATORS *Where are we?*

2. VISIONING *Where do we want to go?*

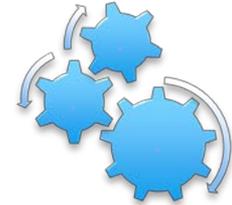
3. STRATEGY *How will we get there?* Alternatives Priorities

4. IMPLEMENTATION

Economic Vitality | **TRIPLE BOTTOM LINE GOALS** | Natural Resource Stewardship | Community Well-Being

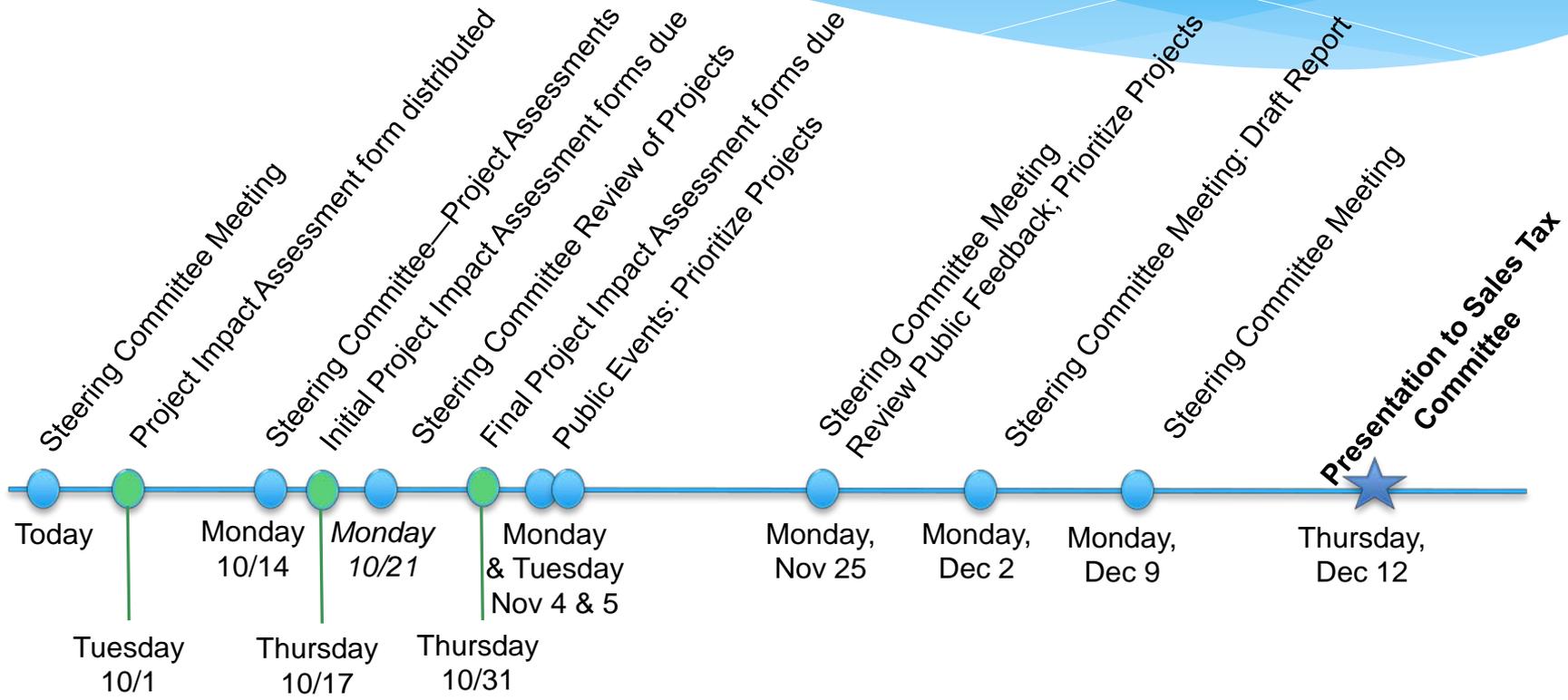
- Architecture & Planning
- Arts
- Basics (Utilities, Food Supply, Water)
- Business
- Commerce & Finance
- Cultural Exchange, Travel & Tourism
- Diplomacy & Trade
- Economics (General)
- Education & Universities
- Fashion
- Food
- Government & Politics
- Health & Medicine
- Industry & Manufacturing
- Labor, Employment & Workforce
- Law & Governance
- Logistics, Freight & Ports
- Mobility, Autos, Cycling & Transport
- Music & Performance
- People & Population
- Public Safety
- Retail & Shopping
- Spirituality, Religion & Charities
- Sports & Fitness
- Start-ups & Entrepreneurs
- Technology & Communications

- Environment & Nature
- History
- Geography



PROJECT PRIORITIZATION PROCESS





TIMELINE OF EVENTS



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Strategic Directions & Potential Action Initiatives



CREC

Strategic Directions

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

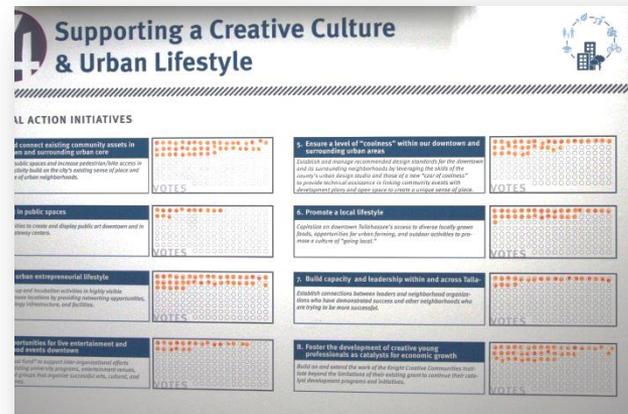
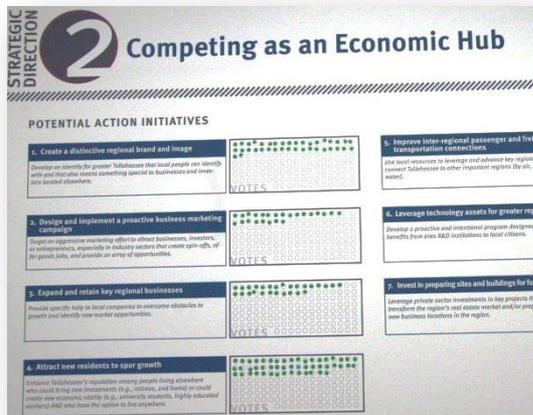


Action Initiative Prioritization

- 1. Potential Action Initiatives were identified for each Strategic Direction at the VPSC August 19th Retreat.**
- 2. The VPSC used key-pad polling to vote for their top three initial ideas for each Strategic Direction.**
- 3. The ideas were consolidated, and re-organized to limit duplication and provide clear direction for public participation.**
- 4. The community was invited to vote for their preferred actions.**

Action Initiative Public Input

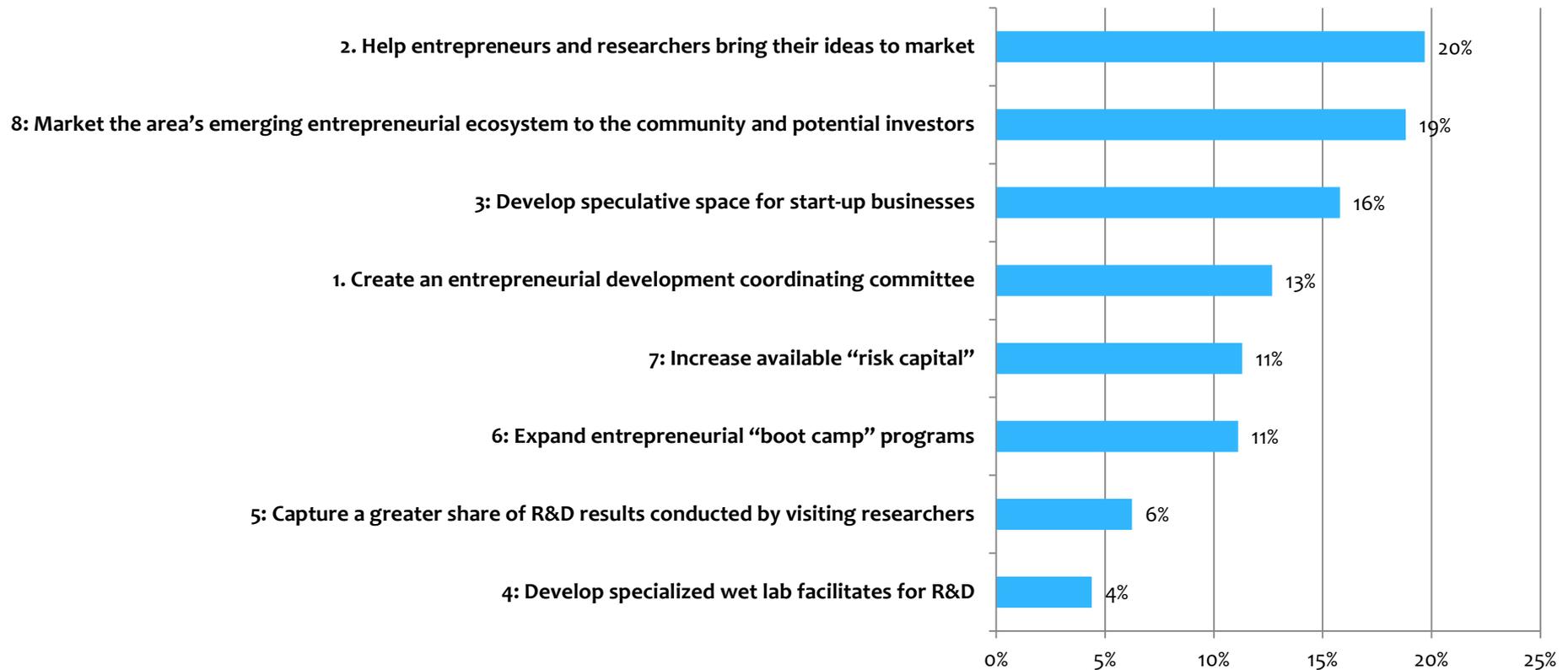
- Public open house events with about 150 total participants selecting their top three actions for each strategic direction.



- Online survey with about 200 total participants voted for their top three actions for each strategic direction.

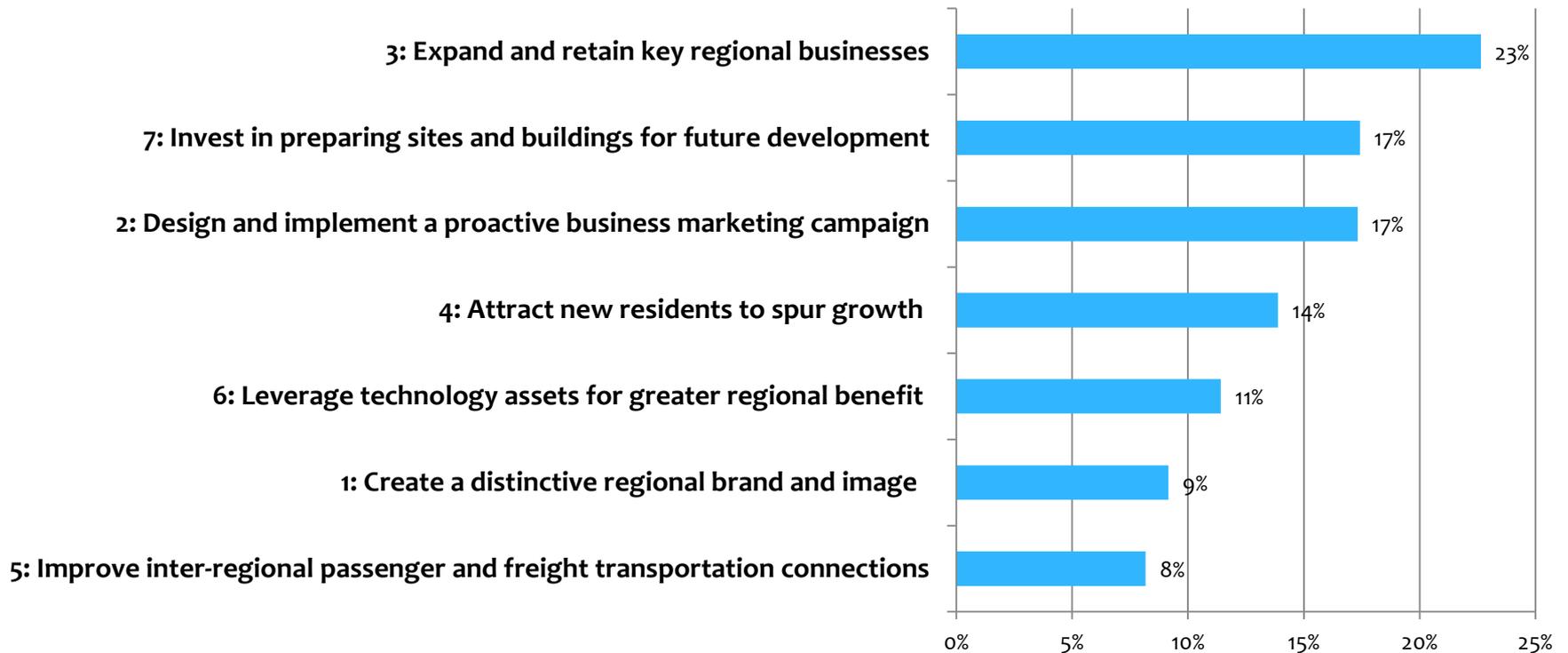
Action Initiative Preferences

A. Empowering our Entrepreneurial Ecosystem



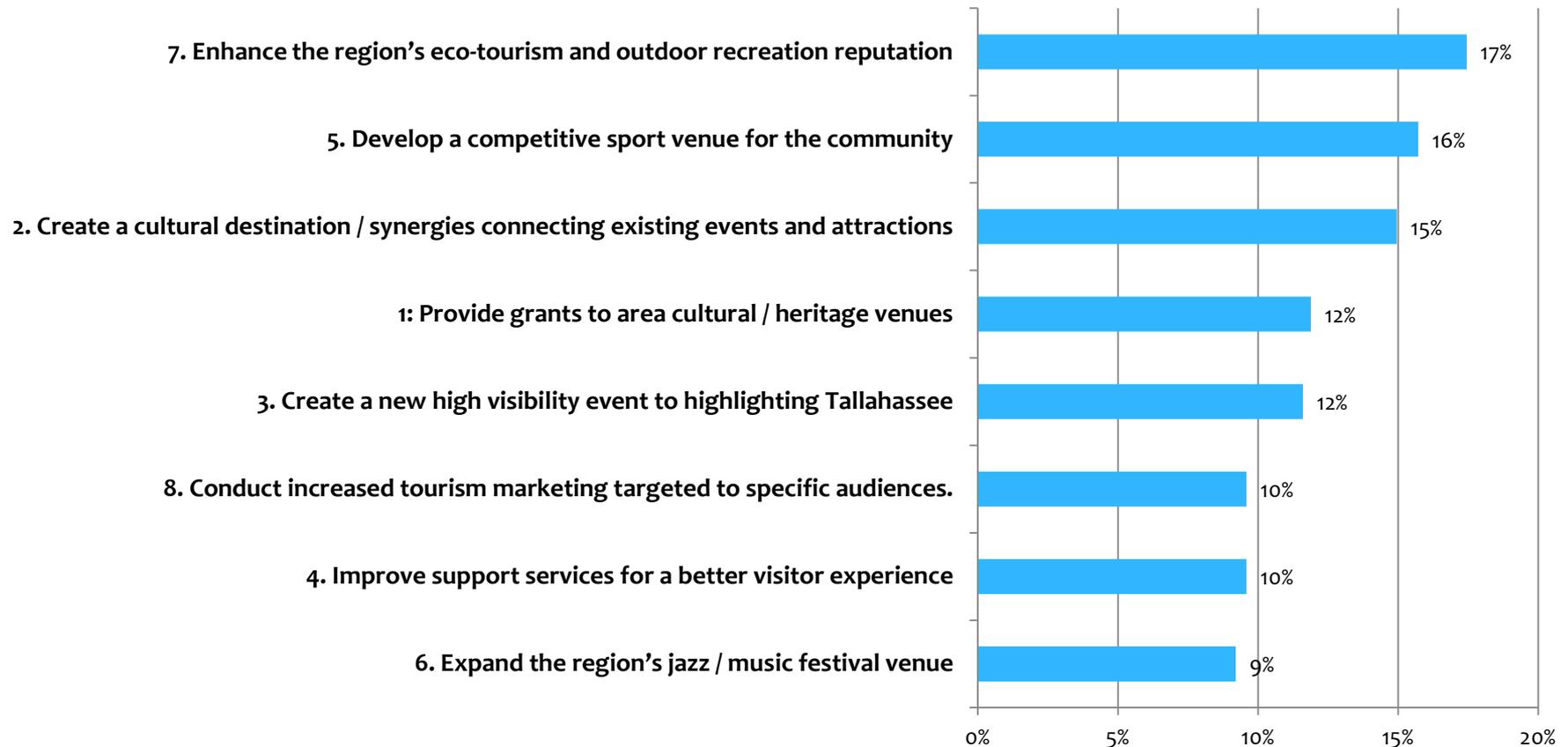
Action Initiative Preferences

B. Competing as an Economic Hub



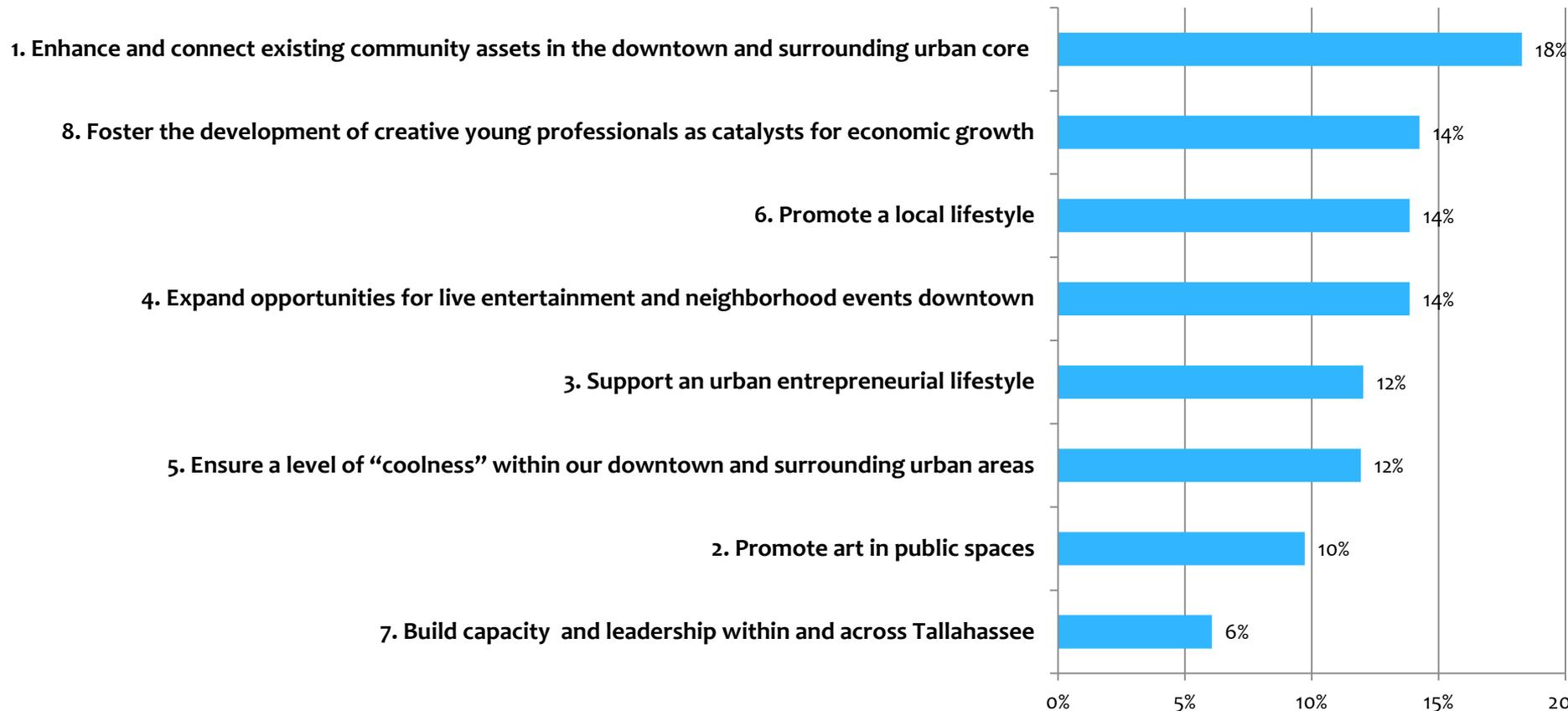
Action Initiative Preferences

C. Growing our Destination Product for Travel & Tourism



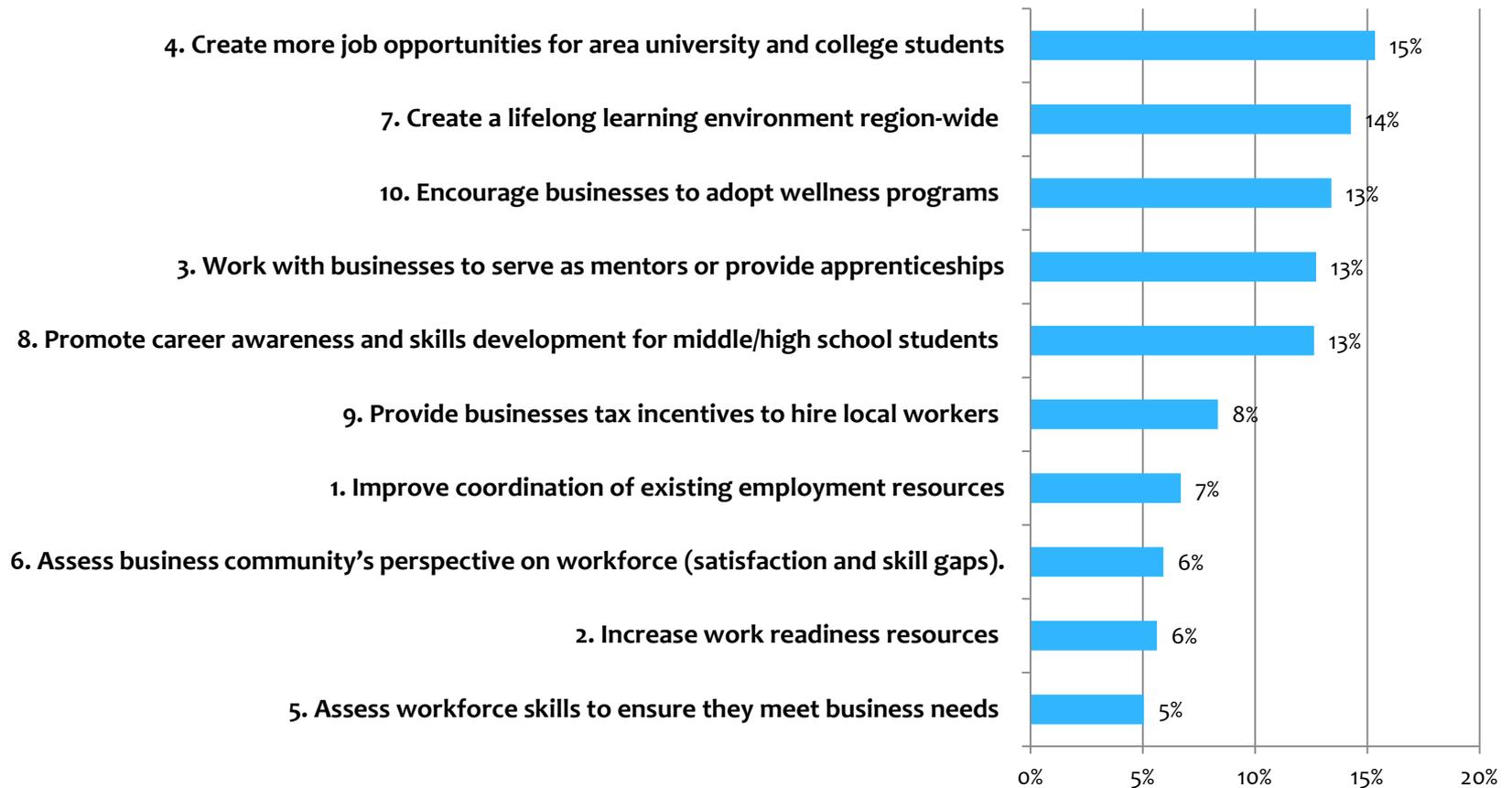
Action Initiative Preferences

D. Supporting a Creative Culture & Urban Lifestyle



Action Initiative Preferences

E. Investing in Human Capital to Meet Evolving Workforce Needs



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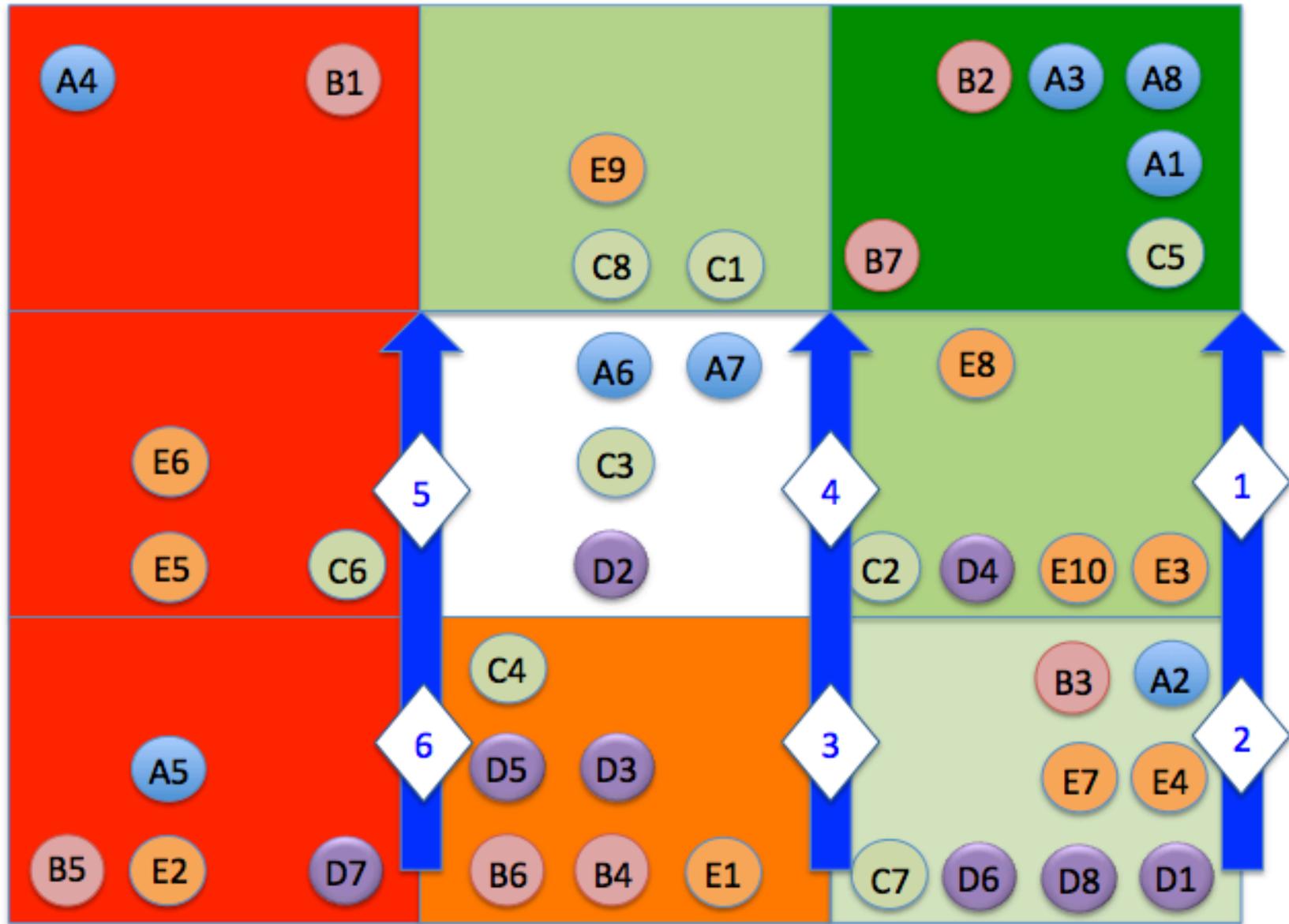


IMPLEMENTATION DETAIL

High
(Actionable/Projects)

Medium

Low
(Conceptual/Outcomes)



Low

Medium
PUBLIC SUPPORT

High

Breakout Session: Refinement

OUTCOMES AND PROJECTS WORKSHEET—Due Tonight!

INSTRUCTIONS: Place an X in the appropriate column to denote your determination whether the current “Proposed Action Initiative” is an Outcome, Strategy or T/Project. For those Proposed Action Initiatives that are in “no man’s land,” use the back of each sheet to craft language to clearly distinguish it as an Outcome, Strategy or T/Project.

A. Creating and Sustaining an Entrepreneurial Ecosystem

Criteria in Selecting Proposed Action Initiatives

- Improves access to capital as fuel for business development
- Furthers the role of government’s supporting and enabling role
- Breaks down silos and creates collaborative environment and culture
- Leverages existing resources
- Prepares citizens for entrepreneurial opportunities.

O S T/P

Proposed Action Initiatives

1. Create an entrepreneurial development coordinating committee

A1. ___ ___ ___

Establish a collaborative governance structure to coordinate regional R&D assets (e.g., FSU, FAMU, MagLab, TCC, area medical centers, Innovation Park) to leverage more research dollars and spin-off R&D for commercial benefits.

2. Help entrepreneurs and researchers bring their ideas to market

A2. ___ ___ ___

Provide “Gearbox” of technical services such as intellectual property, legal counsel, marketing, business planning, and financial assistance.

Breakout Session: Refinement

EXAMPLE—B3: Expand and retain key regional businesses

Provide specific help to local companies to overcome obstacles to growth and identify new market opportunities.

Statement B3 above is an outcome. We can certainly observe and measure at a future time whether key regional businesses will have expanded or have been retained over time. The brief explanation indicates that “specific help” is to be provided to local companies and the purpose of that help. However, the statement lacks specificity necessary to act. Which regional businesses are key? What kind of help is to be provided?

EXAMPLE—D6: Promote a local lifestyle

Provide specific help to local companies to overcome obstacles to growth and identify new market opportunities.

Statement D6 above appears to be a strategy but could also be written as a tactic/project. As a result of its ambiguity, it is in “no man’s land.” We can imagine that promoting a local lifestyle will support an aspirational outcome consistent with our vision statement. The brief explanation identifies why the help is necessary and what we can expect if this strategy is successfully pursued. However, as written, it lacks sufficient specificity to be considered a tactic/project. We are hard pressed to assign resources (people or funding) necessary to accomplish it.

EXAMPLE—A1: Create an entrepreneurial development coordinating committee

Provide specific help to local companies to overcome obstacles to growth and identify new market opportunities.

Statement B3 above is a Tactic/Project. We can take this statement as an actionable instruction, specifically assigning resources necessary to accomplish it

Breakout Session: Refinement

TABLES

- A. Fostering Local Business Development by Empowering an Entrepreneurial Ecosystem and Leveraging Our Research and Development Capacity**
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Next Steps

PROJECT IMPACT ASSESSMENT

Homework: Final version to be distributed October 1 via e-mail.

Due: October 17



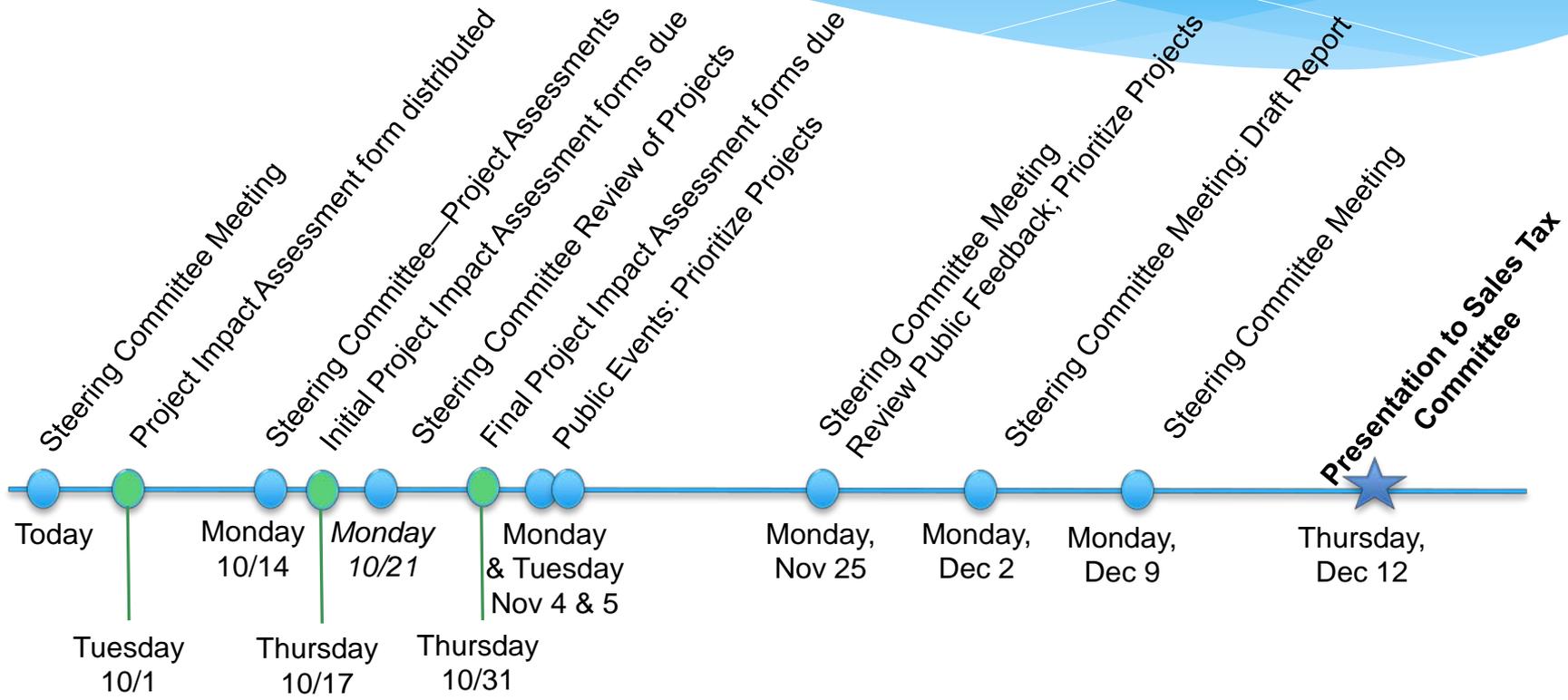
INSTRUCTIONS: Please complete the assessment below for each of the projects from the Master Key.

Tactic/Project: A1 Create an entrepreneurial development coordinating committee

Estimated Impact on Vision Outcome 1:	1	2	3	4	5
	Low		Medium		High
	(unknown/indirect)		(associated with)		(directly causes)

Estimated Impact on Vision Outcome 2:	1	2	3	4	5
	Low		Medium		High
	(unknown/indirect)		(associated with)		(directly causes)

Estimated Impact on Vision Outcome 3:	1	2	3	4	5
	Low		Medium		High
	(unknown/indirect)		(associated with)		(directly causes)



TIMELINE OF EVENTS

