

Imagine Tallahassee Steering Committee Meeting

Summary Minutes

October 14, 2013

Absent Members: Mr. Brian Cook & Mr. Stanley Walker.

Delegated Representatives: Ms. Cassandra Jackson (City) & Mr. Dave Ramsey (Innovation Park).

Meeting Began at 5:50 PM

Agenda Item #1: Welcome and Agenda Review

Ms. Kim Rivers welcomed the Committee and reported to the Committee on the Sales Tax Committee. The Sales Tax Committee has asked that Imagine Tallahassee present to them a preliminary report on December 5th at 9:30 a.m. This will give the Steering Committee an opportunity to get feedback before making their final recommendations to the Sales Tax Committee on December 12th. Mr. Dale Brill, consultant with Thinkspot, reviewed the Agenda and the goals to be accomplished during the meeting.

Agenda Item #2: Process Overview

Mr. Dale Brill discussed how the presentation to the Sales Tax Committee might look. He suggested that the presentation either be made by the Champion of each project being recommended or that the Committee nominate a spokesman. Mr. Brill also noted that the Sales Tax Committee was interested to hear the rationale behind the development of Imagine Tallahassee's vision statement, strategic directions, goals, projects, etc.

Agenda Item #3: Project Impact Assessment Review

The Committee reviewed the Project Impact Assessment forms that had been assigned as 'homework' in a memo distributed prior to the meeting (Attachment #1). The homework was to fleshout projects proposed in the Master Key, or develop new projects, that fit the goals in the Master Key. Mr. Dale Brill noted that it was ok if the project proposals had different levels of completeness and complexity. President Eric Barron, President Jim Murdaugh, Mr. Kelly Dozier, and Ms. Sue Dick presented their project proposals to the Committee as examples. After each presentation the Committee gave feedback.

Agenda Item #4: Breakout Session: Project Refinement

The Committee broke into groups to work on the project assessment assignment.

Agenda Item #5: Groups Report Out

Before adjourning, the Committee came back together to share the results of their group discussions. Some members turned in their project forms. Other members determined that they needed more time and it was decided that all project forms would be due at the next meeting. A copy of all projects turned in is attached (Attachment #2).

Agenda Item # 6: Next Steps and Assignment

At its October 21, 2013 meeting, the Committee will continue to identify projects. All project forms are due at the meeting.

Other Committee Information

A copy of the meeting's materials presented to the Committee can be found under the 'Agenda & Minutes' tab at <http://cms.leoncountyfl.gov/ImagineTallahassee>, for October 14, 2013.

Meeting adjourned at 7:33 p.m.

Attachments

1. October 2, 2013 Memo
2. Turned in Project Impact Assessment forms



MEMO

TO: Steering Committee

DATE: October 2, 2013

RE: Homework in Preparation for October 14 Meeting

The upcoming October 14 Steering Committee meeting will further our work in building the details around the Projects/Programs emerging from the Visioning process. Attached you will find a Master Key 1.0 which captures the refinements added during the September 23 Steering Committee meeting. Your homework for the next meeting is threefold:

ACTION 1: Familiarize yourself with the adjusted alignment of Goals, Strategies and Projects/Programs.

ACTION 2: Identify those Projects/Programs of greatest interest to you. You may also identify new Projects/Programs which may not have entered the dialogue yet. Examples are scattered in the Master Key as “Best Practices” to give you ideas.

ACTION 3: Complete an “Initial Impact Assessment Form” for each Project/Program that interests you.

INSTRUCTIONS: The first part of your homework assignment is to review the Master Key to get comfortable with the alignment of Goals, Strategies and Projects/Programs. A few notes to help you absorb the Master Key:

1. The Master Key reflects the categorization of your work to date as either Goals, Strategies and Projects/Programs.
2. A Goal is a measurable result flowing from our previous work during the Visioning process and answers the question, “Which results will we observe if we are successful?”
3. Strategies reflect the answer to “How will we achieve the desired Goals?”
4. Projects/Programs are detailed instances of the broader strategy. Ideally, a Project/Program is sufficiently narrow in scope and defined so that budget allocations can be made and human resources assigned to bring about its implementation. Projects/Programs answer the question, “What will we actually do?”

The second part of your homework is to identify one or more Projects/Programs from the Master Key for which you would consider serving as a Champion. Champions will work to provide input needed for the balance of the Imagine Tallahassee project to enable the most complete analysis possible in preparation for full Steering Committee evaluation and potentially presentation to the Sales Tax Committee. You do not have to make a final decision at this point whether you will actually be the Champion. Reminding you that you are NOT to collaborate with any other Steering Committee member on this form (Sunshine Law), we also acknowledge the inevitability that more than one Steering Committee member will be interested in the same Project/Program and thus duplicate the effort in completing this simple form. We will sort this out in our forthcoming meeting.

Finally, please complete the single-page “Initial Project Assessment Form” to begin the detail collection necessary to further discussion around each Project/Program of interest to you, whether selecting from the Master Key or introducing something new. A sample of a completed form is provided for you. Bring these completed forms to the October 14 Steering Committee meeting. A review and discussion of these forms will be a primary focus of the meeting’s agenda. Questions in the meantime? E-mail or call a member of the Thinkspot team: Dr. Dale Brill: 850-766-0143 or dale@thinkspot.co; Stephanie Gibbons: 850-212-5488 or stephanie@thinkspot.co; or Michelle Dennard: 850-322-8566 or michelle@thinkspot.co

Master Key 1.0 for Initial Project Impact Assessment

A. Creating and Sustaining an Entrepreneurial Ecosystem

Goals:

1. Increased number of private businesses.
2. Increased dollar volume of equity financing.
3. Increased share of population that are business owners who use entrepreneurial skills in their workplace.

Strategies:

1. Coordinate resource allocation and promote partnerships for sustainable entrepreneurial development.

Best Practice: Council for Innovation Create a council or working group of business leaders, university officials, college officials and community leaders to support innovation. Council would be focused on growing industry in the region and cultivate an active partnership between government, business, and educational leaders. (Source: Iowa Innovation Council)

Best Practice: Smart Park Collaborative presence with university and publicly funded resources for entrepreneurs. Some provide space for start-up businesses to locate or laboratory space for research. (Source: Delaware Technology Park, West Virginia Regional Technology Park)

2. Develop speculative spaces.
3. Increase available risk capital, such as venture, angel, micro-lending, risk, etc.
4. Expand entrepreneurial “boot camps.”
5. Help entrepreneurs and researchers bring their ideas to market.

Projects/Programs:

1. Create an entrepreneurial development coordinating committee. This group will catalog resources; vet proposals; coordinate partnerships and regional R&D assets (e.g., FSU, FAMU, MagLab, TCC, medical centers, Innovation Park); and market emerging technologies to investors.
2. Develop specialized wet lab facilities for R&D to provide ready access to space, equipment, controlled environments, sensitive material handling capabilities, and related infrastructure for researchers.

Best Practice: UF's Sid Martin Bio Tech Incubator Features labs, vivariums, greenhouses, fermentation facilities, scientific equipment and more.

3. Provide “Gearbox” of technical services such as intellectual property and legal counsel, marketing, business planning, and financial assistance to researchers and start-up entrepreneurs.

Best Practice: UF’s Innovation Hub Serves as a catalyst for startup companies whose technologies emanated from laboratories at the university and throughout the state.

Best Practice: Network of Entrepreneurial Resources Provide a free service for entrepreneurs and small business owners who are interested in starting or growing a business. A staff of experienced referral coordinators guides entrepreneurs through the basic legal requirements that affect their particular business and connects them to resources that offer expertise, education, and financial assistance. The resources are provided through partner organizations or businesses approved by the network. Partners benefit from this service by receiving qualified leads. (Source: NetWork Kansas)

Best Practice: Capital Multiplier Loan Fund Start up business can apply for matching loans up to a percentage of the private capital invested. Private capital invested includes the amount of the loans provided by financial institutions, certified development companies and other sources of private lending. Private capital also includes the entrepreneurs’ investment and funds provided by angel investors and angel investor groups. (Source: NetWork Kansas)

Best Practice: Matching for Public Funding Gap financing to help entrepreneurs start or grow a business. The loan program matches other public sources of capital up to a prescribed amount. Funds are flexible and can be used for a variety of business purposes, including equipment, inventory, and working capital. (Source: NetWork Kansas)

Best Practice: Collateral Enhancement Program Cash deposits for additional collateral on loans made to eligible small businesses with collateral shortfall. (Source: Ohio Development Services Agency)

4. Design and deliver curriculum at educational and R&D institutions to teach budding entrepreneurs the skills required to convert ideas into commercial products and services.

B. Becoming and Competing as an Economic Hub

Goals:

1. Increased number of new permanent residents.
2. Improved air travel and freight transportation connections**
3. Increased number of jobs in private sector “traded” industries (i.e., manufacturing, advanced business services, tourism).
4. Increased number of private sector jobs that pay above average wages.
5. Faster growth in the regional GDP and total employment.
6. Recognition of Greater Tallahassee as a metropolitan area “on the rise.”

Strategies:

1. Leverage technology assets for greater regional benefit.
2. Invest in preparing commercial buildings, sites, and transportation and logistics for future development.
3. Attract new residents to spur growth.
4. Expansion and retention of existing key businesses.

Best Practice: Educational Opportunity Tax Credit *This credit is an incentive for residents to stay in the area. The credit reimburses student loan payments for workers who earn an associate’s or bachelor’s degree at an area school and continue to live and work there after graduation. (Source: Maine Educational Opportunity Tax Credit)*

Projects/Programs:

1. Identify a distinctive local brand, and proactively and aggressively market Greater Tallahassee’s emerging entrepreneurial ecosystem to businesses in high-growth industries, investors, and entrepreneurs, while simultaneously resonating with current residents and boosting a sense of pride in their community.

Connection Point to Blueprint2020:

** Improved air travel and freight transportation connections.

C. Growing our Destination Product for Travel and Tourism

Goals:

1. Increased visitors and tourist spending.
2. Media recognition as a cultural destination for in-state and out of state travelers.

Strategies:

1. Establish the urban core of Tallahassee by connecting existing events and attractions.
2. Improve support services for a better visitor experience.
3. Enhance the region's eco-tourism and outdoor recreation reputation.
4. Conduct increased tourism marketing targeting specific audiences.
5. Connect College Town to activities at the Civic Center to create a one-mile stretch of walkable activity; populate the Madison Mile with unique stores, restaurants, bars, apartments, and other places of interest.

Projects/Programs:

1. Provide grants to area cultural and heritage venues.
2. Develop a competitive sport venue (a multi-use community facility) to attract regional sports tourism by hosting tournaments and sports training.
3. Negotiate to use a larger venue (e.g., FSU stadium, America's Backyard, Civic Center) for the Tallahassee Jazz Festival and other musical events.
4. Create a new high visibility event highlighting Tallahassee.
5. Expand current signage, information booths and flyers, public transportation, social media/apps, etc. to allow visitors and new residents to move around town with ease, and find areas of interest.

D. Supporting a Creative Culture and Urban Lifestyle

Goals:

1. Improved perception of Tallahassee as a place to live among young professionals.
2. Increased employment in “creative industries.”

Strategies:

1. Enhance and connect existing community assets in the downtown and surrounding urban core.
2. Promote art in public places.
3. Ensure a level of “coolness” within downtown and surrounding urban areas.
4. Promote a local lifestyle.
5. Establish connections between leaders and neighborhood organizations who have demonstrated success and other neighborhoods who are trying to be more successful (i.e., connecting those who *are* with those who *are trying*).
6. Foster the development of creative young professionals as catalysts for economic growth.
7. Build on and extend the work of the Knight Creative Communities Institute (KCCI) to continue their catalyst development programs and initiatives.

Projects/Programs:

1. Provide events in public spaces and increase pedestrian/bike access in ways that create activity built on the city’s culture**
2. Invest in opportunities to create and display public art downtown and in selected nearby gateway centers.
3. Establish a “Festival Fund” to support inter-organizational efforts that coordinate existing university programs, entertainment venues, and neighborhood groups that organize successful arts, cultural, and entertainment events.
4. Increase access to locally grown foods by promoting and marketing co-ops, farmers markets, and establishments that support local farms.

Best Practice: Farm to School A program that connects schools (K-12) and local farms with the objectives of serving healthy meals in school cafeterias, improving student nutrition, providing agriculture, health and nutrition education opportunities, and supporting local and regional farmers. (Source: Farm to School)

5. Increase opportunities for urban farming with grants to renovate existing vacant infrastructure into greenhouses, and equip difficult to employ residents with skills to be successful entrepreneurs.

Best Practice: Windy City Harvest Windy City Harvest provides instruction in urban agriculture best practices, develops collaborations that benefit communities, and produces high-value, nutritious produce that is sold at retail outlets and made available and affordable for local residents. (Source: Chicago Botanic.org)

Connection Point to Blueprint 2020:

**Provide events in public spaces and increase pedestrian/bike access in ways that create activity built on the city’s culture

E. Investing in Our Human Capital Assets

Goals:

1. Increased job opportunities for college students and new graduates.
2. Increased share of population with post-secondary education or training (including degrees and certifications).
3. Number of individuals aged 25-34 with a college degree or higher.
4. Growth in the number of jobs filled that require at least a college degree.

Strategies:

1. Increase work readiness resources.
2. Create a lifelong learning environment.
3. Encourage businesses to serve as mentors or provide apprenticeships.
4. Align business community's perspective on workforce (satisfaction/skill gaps).
5. Invest in efforts that reduce the obstacles workers may have in keeping their existing job (such as lack of transportation, child care, affordable housing).

Tactics:

1. Conduct a community-wide assessment of jobseekers to provide information about the available talent pool and about education and training gaps that must be filled to meet industry needs.
2. Provide grants to school programs (such as field trips to companies, entrepreneurial activities, or teen summer math and science camps) to help students better learn about careers and the technical skills those careers require.
3. Provide information to area businesses about the characteristics of company wellness programs and the benefits that can result from encouraging employees to live a healthier and more active lifestyle.
4. Target outreach efforts to local businesses to encourage the recruitment and hiring of area university or college students or new graduates.

Best Practice: Educational Institution Workforce Supply Per-student incentives for business or organization who hires students from the community. (Source: North Dakota)

INITIAL PROJECT IMPACT ASSESSMENT

Due: October 14 (Bring to Steering Committee Meeting)

Steering Committee Member Name Sample Smith

INSTRUCTIONS: From the Master Key 1.0 distributed with this form, select those Projects/Programs for which you would consider serving as a Champion. Complete this form for each of the Projects/Programs you select. You may also add a new Project/Program to this discussion based on best practices or other exposure you've had to innovative ideas.

Is this a Project/Program already on the Master Key 1.0 (attached): Yes No

PROJECT OR PROGRAM TITLE: A3 - "Gearbox" of Services

Step 1: Using the list of Strategic Outputs on page ___ of the Master Key document, write in the short title for each of the strategic outputs created by this project.

Step 2: Circle the number to the right of each Strategic Output you've identified below to indicate the strength of the connection between the Project/Program and the output you expect it will achieve.

Goal#: <u>A1</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	<u>5</u> High (directly causes)
Goal#: <u>A2</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	<u>5</u> High (directly causes)
Goal#: <u>A3</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	<u>5</u> High (directly causes)
Goal#: _____	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: _____	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)

What is the anticipated level of complexity involved in implementing this project (e.g., organizational, funding, administrative)?

1 Low (minimal effort)	2	3 Medium	4	<u>5</u> High (complex/intensive)
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What is the general level of sales tax funding needed to implement this project?

1 Low (<\$999,000)	2 (\$1m - \$2m)	<u>3</u> Medium (\$2.1m - \$5m)	<u>4</u> (\$5.1m - \$8m)	5 High (\$8m+)
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What is the likelihood that a private sector solution could address this need?

1 Low (very unlikely)	<u>2</u> (unlikely)	3 Medium (probable)	4 (very likely)	5 High (already exists)
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INITIAL PROJECT IMPACT ASSESSMENT

Due: October 14 (Bring to Steering Committee Meeting)

Steering Committee Member Name _____

INSTRUCTIONS: From the Master Key 1.0 distributed with this form, select those Projects/Programs for which you would consider serving as a Champion. Complete this form for each of the Projects/Programs you select. You may also add a new Project/Program to this discussion based on best practices or other exposure you've had to innovative ideas.

Is this a Project/Program already on the Master Key 1.0 (attached): Yes No

PROJECT OR PROGRAM TITLE: _____

Step 1: Using the list of Strategic Outputs on page ___ of the Master Key document, write in the short title for each of the strategic outputs created by this project.

Step 2: Circle the number to the right of each Strategic Output you've identified below to indicate the strength of the connection between the Project/Program and the output you expect it will achieve.

Goal#: _____	1	2	3	4	5
	Low		Medium		High
	(unknown/indirect)		(associated with)		(directly causes)

Goal#: _____	1	2	3	4	5
	Low		Medium		High
	(unknown/indirect)		(associated with)		(directly causes)

Goal#: _____	1	2	3	4	5
	Low		Medium		High
	(unknown/indirect)		(associated with)		(directly causes)

Goal#: _____	1	2	3	4	5
	Low		Medium		High
	(unknown/indirect)		(associated with)		(directly causes)

Goal#: _____	1	2	3	4	5
	Low		Medium		High
	(unknown/indirect)		(associated with)		(directly causes)

What is the anticipated level of complexity involved in implementing this project (e.g., organizational, funding, administrative)?

1	2	3	4	5
Low		Medium		High
(minimal effort)				(complex/intensive)

What is the general level of sales tax funding needed to implement this project?

1	2	3	4	5
Low		Medium		High
(<\$999,000)	(\$1m - \$2m)	(\$2.1m - \$5m)	(\$5.1m - \$8m)	(\$8m+)

What is the likelihood that a private sector solution could address this need?

1	2	3	4	5
Low		Medium		High
(very unlikely)	(unlikely)	(probable)	(very likely)	(already exists)



INITIAL PROJECT IMPACT ASSESSMENT

Due: October 14 (Bring to Steering Committee Meeting)

Steering Committee Member Name Dr. Eric Barron

INSTRUCTIONS: From the Master Key 1.0 distributed with this form, select those Projects/Programs for which you would consider serving as a Champion. Complete this form for each of the Projects/Programs you select. You may also add a new Project/Program to this discussion based on best practices or other exposure you've had to innovative ideas.

Is this a Project/Program already on the Master Key 1.0 (attached): Yes No

PROJECT OR PROGRAM TITLE: Convention Hotel Entertainment & Retail District Infrastructure

Step 1: Using the list of Strategic Outputs on page ___ of the Master Key document, write in the short title for each of the strategic outputs created by this project.

Step 2: Circle the number to the right of each Strategic Output you've identified below to indicate the strength of the connection between the Project/Program and the output you expect it will achieve.

Goal#:	<u>Creating and Sustaining an Entrepreneurial Ecosystem - A1, 2, 3</u>	1	2	3	4	5
		Low		Medium		High
		(unknown/indirect)		(associated with)		(directly causes)
Goal#:	<u>Becoming and Competing as an Economic Hub - B3, B6</u>	1	2	3	4	5
		Low		Medium		High
		(unknown/indirect)		(associated with)		(directly causes)
Goal#:	<u>Growing our Destination Product for Travel and Tourism - C1, C2</u>	1	2	3	4	5
		Low		Medium		High
		(unknown/indirect)		(associated with)		(directly causes)
Goal#:	<u>Supporting a Creative Culture and Urban Lifestyle - D1</u>	1	2	3	4	5
		Low		Medium		High
		(unknown/indirect)		(associated with)		(directly causes)
Goal#:	<u>Investing in Our Human Capital Assets - E1</u>	1	2	3	4	5
		Low		Medium		High
		(unknown/indirect)		(associated with)		(directly causes)

What is the anticipated level of complexity involved in implementing this project (e.g., organizational, funding, administrative)?

1	2	3	4	5
Low		Medium		High
(minimal effort)				(complex/intensive)

What is the general level of sales tax funding needed to implement this project?

1	2	3	4	5
Low		Medium		High
(<\$999,000)	(\$1m - \$2m)	(\$2.1m - \$5m)	(\$5.1m - \$8m)	(\$8m+)

What is the likelihood that a private sector solution could address this need?

1	2	3	4	5
Low	Medium			High
(very unlikely)	(unlikely)	(probable)	(very likely)	(already exists)

GOALS

- A. Creating and Sustaining an Entrepreneurial Ecosystem
 - A. 1. Increased number of private businesses
 - A. 2. Increased dollar volume of equity financing
 - A. 3. Increased share of population that are business owners who use entrepreneurial skills in their workplace
- B. Becoming and Competing as an Economic Hub
 - B. 3. Increased number of jobs in private sector “traded” industries (tourism)
 - B. 6. Recognition of Greater Tallahassee as a metropolitan area “on the rise”
- C. Growing Our Destination Product for Travel and Tourism
 - C. 1. Increased visitors and tourist spending
- D. Supporting a Creative Culture and Urban Lifestyle
 - D. 1. Improved perception of Tallahassee as a place to live among young professionals
- E. Investing in Our Human Capital Assets
 - E. 1. Increased job opportunities for college students and new graduates





INITIAL PROJECT IMPACT ASSESSMENT

Due: October 14 (Bring to Steering Committee Meeting)

Steering Committee Member Name Jim Murdaugh

INSTRUCTIONS: From the Master Key 1.0 distributed with this form, select those Projects/Programs for which you would consider serving as a Champion. Complete this form for each of the Projects/Programs you select. You may also add a new Project/Program to this discussion based on best practices or other exposure you've had to innovative ideas.

Is this a Project/Program already on the Master Key 1.0 (attached): Yes No

PROJECT OR PROGRAM TITLE: E - Investing in Our Human Capital Assets
Establish the Southeast Regional Center of Excellence (foster and develop workforce talent)

Step 1: Using the list of Strategic Outputs on page ___ of the Master Key document, write in the short title for each of the strategic outputs created by this project.

Step 2: Circle the number to the right of each Strategic Output you've identified below to indicate the strength of the connection between the Project/Program and the output you expect it will achieve.

Goal#:	<u>E1 - Increased job opportunities for college students and new graduates</u>	1	2	3	4	5
		Low		Medium		High
		(unknown/indirect)		(associated with)		(directly causes)
Goal#:	<u>E2 - Increase share of population with postsecondary education & training</u>	1	2	3	4	5
		Low		Medium		High
		(unknown/indirect)		(associated with)		(directly causes)
Goal#:	<u>E3 - Increase number of individuals with a college degree or higher</u>	1	2	3	4	5
		Low		Medium		High
		(unknown/indirect)		(associated with)		(directly causes)
Goal#:	<u>E4 - Growth in number of jobs filled that require at least a college degree</u>	1	2	3	4	5
		Low		Medium		High
		(unknown/indirect)		(associated with)		(directly causes)
Goal#:	_____	1	2	3	4	5
		Low		Medium		High
		(unknown/indirect)		(associated with)		(directly causes)

What is the anticipated level of complexity involved in implementing this project (e.g., organizational, funding, administrative)?

1	2	3	4	5
Low		Medium		High
(minimal effort)				(complex/intensive)

What is the general level of sales tax funding needed to implement this project?

1	2	3	4	5
Low		Medium		High
(<\$999,000)	(\$1m - \$2m)	(\$2.1m - \$5m)	(\$5.1m - \$8m)	(\$8m+)

What is the likelihood that a private sector solution could address this need?

1	2	3	4	5
Low		Medium		High
(very unlikely)	(unlikely)	(probable)	(very likely)	(already exists)



INITIAL PROJECT IMPACT ASSESSMENT

Due: October 14 (Bring to Steering Committee Meeting)

Steering Committee Member Name Jim Murdaugh

INSTRUCTIONS: From the Master Key 1.0 distributed with this form, select those Projects/Programs for which you would consider serving as a Champion. Complete this form for each of the Projects/Programs you select. You may also add a new Project/Program to this discussion based on best practices or other exposure you've had to innovative ideas.

Is this a Project/Program already on the Master Key 1.0 (attached): Yes No

A. Creating and Sustaining an Entrepreneurial Ecosystem

PROJECT OR PROGRAM TITLE: A2 - Develop specialized wet lab facilities

Step 1: Using the list of Strategic Outputs on page ___ of the Master Key document, write in the short title for each of the strategic outputs created by this project.

Step 2: Circle the number to the right of each Strategic Output you've identified below to indicate the strength of the connection between the Project/Program and the output you expect it will achieve.

Goal#: <u>A1 - Coordinate resource allocation and promote partnerships</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>A3 - Increase access to available risk capital</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>A4 - Expand business support services and entrepreneurial training</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>A5 - Aid in bringing ideas to market that accelerate the growth of manufacturing companies and jobs</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: _____	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)

What is the anticipated level of complexity involved in implementing this project (e.g., organizational, funding, administrative)?

1 Low (minimal effort)	2	3 Medium	4	5 High (complex/intensive)
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What is the general level of sales tax funding needed to implement this project?

1 Low (<\$999,000)	2 (\$1m - \$2m)	3 Medium (\$2.1m - \$5m)	4 (\$5.1m - \$8m)	5 High (\$8m+)
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What is the likelihood that a private sector solution could address this need?

1 Low (very unlikely)	2 Unlikely	3 Medium (probable)	4 Very likely	5 High (already exists)
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INITIAL PROJECT IMPACT ASSESSMENT

Due: October 14 (Bring to Steering Committee Meeting)

Steering Committee Member Name Kin Rivers

INSTRUCTIONS: From the Master Key 1.0 distributed with this form, select those Projects/Programs for which you would consider serving as a Champion. Complete this form for each of the Projects/Programs you select. You may also add a new Project/Program to this discussion based on best practices or other exposure you've had to innovative ideas.

Is this a Project/Program already on the Master Key 1.0 (attached): Yes No

PROJECT OR PROGRAM TITLE: Incubator

Step 1: Using the list of Strategic Outputs on page 1 of the Master Key document, write in the short title for each of the strategic outputs created by this project.

Step 2: Circle the number to the right of each Strategic Output you've identified below to indicate the strength of the connection between the Project/Program and the output you expect it will achieve.

Goal#: <u>1 increased # of private businesses</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>2 increased \$ volume of equity financing</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>3 ↑ share of pop that are b.w. owners using e-t skills</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: _____	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: _____	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)

What is the anticipated level of complexity involved in implementing this project (e.g., organizational, funding, administrative)?

1 2 3 4 5
Low Medium High
(minimal effort) (complex/intensive)

What is the general level of sales tax funding needed to implement this project?

1 2 3 4 5
Low Medium High
(<\$999,000) (\$1m - \$2m) (\$2.1m - \$5m) (\$5.1m - \$8m) (\$8m+)

What is the likelihood that a private sector solution could address this need?

1 2 3 4 5
Low Medium High
(very unlikely) (unlikely) (probable) (very likely) (already exists)



INITIAL PROJECT IMPACT ASSESSMENT

Due: October 14 (Bring to Steering Committee Meeting)

Steering Committee Member Name "Entr. group"

Design Curriculum

INSTRUCTIONS: From the Master Key 1.0 distributed with this form, select those Projects/Programs for which you would consider serving as a Champion. Complete this form for each of the Projects/Programs you select. You may also add a new Project/Program to this discussion based on best practices or other exposure you've had to innovative ideas.

Is this a Project/Program already on the Master Key 1.0 (attached): Yes No

PROJECT OR PROGRAM TITLE: Entrep. Education Ecosystem ie. A3

Step 1: Using the list of Strategic Outputs on page __ of the Master Key document, write in the short title for each of the strategic outputs created by this project.

Step 2: Circle the number to the right of each Strategic Output you've identified below to indicate the strength of the connection between the Project/Program and the output you expect it will achieve.

Goal#: <u>A1</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>A3</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>E1</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>E3</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>.</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: _____	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)

What is the anticipated level of complexity involved in implementing this project (e.g., organizational, funding, administrative)?

1 Low (minimal effort)	2	3 Medium	4	5 High (complex/intensive)
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What is the general level of sales tax funding needed to implement this project?

1 Low (<\$999,000)	2 (\$1m - \$2m)	3 Medium (\$2.1m - \$5m)	4 (\$5.1m - \$8m)	5 High (\$8m+)
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What is the likelihood that a private sector solution could address this need?

1 Low (very unlikely)	2 (unlikely)	3 Medium (probable)	4 (very likely)	5 High (already exists)
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Coordinate entr. efforts across K-12; TCC; FAMU; FSU
↳ committee → faculty pd. for curriculum

INITIAL PROJECT IMPACT ASSESSMENT

Due: October 14 (Bring to Steering Committee Meeting)

Steering Committee Member Name Curtis Richardson

INSTRUCTIONS: From the Master Key 1.0 distributed with this form, select those Projects/Programs for which you would consider serving as a Champion. Complete this form for each of the Projects/Programs you select. You may also add a new Project/Program to this discussion based on best practices or other exposure you've had to innovative ideas.

Is this a Project/Program already on the Master Key 1.0 (attached): Yes No

PROJECT OR PROGRAM TITLE: Increase number of Minority + Women-owned businesses

Step 1: Using the list of Strategic Outputs on page ___ of the Master Key document, write in the short title for each of the strategic outputs created by this project.

Step 2: Circle the number to the right of each Strategic Output you've identified below to indicate the strength of the connection between the Project/Program and the output you expect it will achieve.

Goal#:	<u>Creating and Sustaining an Entrepreneurial Ecosystem</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
	<u>A1,3</u>					
Goal#:	<u>Becoming and Competing as an economic Hub</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
	<u>B2, 3, 4, 5</u>					
Goal#:	<u>Investing in Human Capital Assets</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
	<u>E1, 4</u>					
Goal#:	_____	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#:	_____	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)

What is the anticipated level of complexity involved in implementing this project (e.g., organizational, funding, administrative)?

1 2 3 4 5
Low Medium High
(minimal effort) (complex/intensive)

What is the general level of sales tax funding needed to implement this project?

1 2 3 4 5
Low Medium High
(<\$999,000) (\$1m - \$2m) (\$2.1m - \$5m) (\$5.1m - \$8m) (\$8m+)

What is the likelihood that a private sector solution could address this need?

1 2 3 4 5
Low Medium High
(very unlikely) (unlikely) (probable) (very likely) (already exists)

INITIAL PROJECT IMPACT ASSESSMENT

Due: October 14 (Bring to Steering Committee Meeting)

Steering Committee Member Name Curtis Richardson

INSTRUCTIONS: From the Master Key 1.0 distributed with this form, select those Projects/Programs for which you would consider serving as a Champion. Complete this form for each of the Projects/Programs you select. You may also add a new Project/Program to this discussion based on best practices or other exposure you've had to innovative ideas.

Is this a Project/Program already on the Master Key 1.0 (attached): Yes No

PROJECT OR PROGRAM TITLE: Increase the number of jobs requiring industry certification at the secondary level

Step 1: Using the list of Strategic Outputs on page of the Master Key document, write in the short title for each of the strategic outputs created by this project.

Step 2: Circle the number to the right of each Strategic Output you've identified below to indicate the strength of the connection between the Project/Program and the output you expect it will achieve.

Goal#: <u>Becoming and Competing as an Economic Hub B3,4,5</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>Investing in our human Capital Assets</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: _____	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: _____	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: _____	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)

What is the anticipated level of complexity involved in implementing this project (e.g., organizational, funding, administrative)?

1 Low (minimal effort)	2	3 Medium	4	5 High (complex/intensive)
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What is the general level of sales tax funding needed to implement this project?

1 Low (<\$999,000)	2 (\$1m - \$2m)	3 Medium (\$2.1m - \$5m)	4 (\$5.1m - \$8m)	5 High (\$8m+)
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What is the likelihood that a private sector solution could address this need?

1 Low (very unlikely)	2 (unlikely)	3 Medium (probable)	4 (very likely)	5 High (already exists)
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INITIAL PROJECT IMPACT ASSESSMENT

Due: October 14 (Bring to Steering Committee Meeting)

Steering Committee Member Name Kim Williams

INSTRUCTIONS: From the Master Key 1.0 distributed with this form, select those Projects/Programs for which you would consider serving as a Champion. Complete this form for each of the Projects/Programs you select. You may also add a new Project/Program to this discussion based on best practices or other exposure you've had to innovative ideas.

Is this a Project/Program already on the Master Key 1.0 (attached): E-3 ✓ Yes ~~AA~~ No

PROJECT OR PROGRAM TITLE: Driving Economic Development thro a Healthy Community

Step 1: Using the list of Strategic Outputs on page ___ of the Master Key document, write in the short title for each of the strategic outputs created by this project.

Step 2: Circle the number to the right of each Strategic Output you've identified below to indicate the strength of the connection between the Project/Program and the output you expect it will achieve.

Goal#:	<u>B - Becoming an Economic Hub</u>	1	2	3	4	5
		Low		Medium		High
		(unknown/indirect)		(associated with)		(directly causes)
Goal#:	<u>D - Support creative culture</u>	1	2	3	4	5
		Low		Medium		High
		(unknown/indirect)		(associated with)		(directly causes)
Goal#:	<u>E - Invest in Human Capital</u>	1	2	3	4	5
		Low		Medium		High
		(unknown/indirect)		(associated with)		(directly causes)
Goal#:	_____	1	2	3	4	5
		Low		Medium		High
		(unknown/indirect)		(associated with)		(directly causes)
Goal#:	_____	1	2	3	4	5
		Low		Medium		High
		(unknown/indirect)		(associated with)		(directly causes)

What is the anticipated level of complexity involved in implementing this project (e.g., organizational, funding, administrative)?

1	2	3	4	5
Low		Medium		High
(minimal effort)				(complex/intensive)

What is the general level of sales tax funding needed to implement this project?

1	2	3	4	5
Low		Medium		High
(<\$999,000)	(\$1m - \$2m)	(\$2.1m - \$5m)	(\$5.1m - \$8m)	(\$8m+)

What is the likelihood that a private sector solution could address this need?

1	2	3	4	5
Low		Medium		High
(very unlikely)	(unlikely)	(probable)	(very likely)	(already exists)

INITIAL PROJECT IMPACT ASSESSMENT

Due: October 14 (Bring to Steering Committee Meeting)

Steering Committee Member Name Curtis Richardson

INSTRUCTIONS: From the Master Key 1.0 distributed with this form, select those Projects/Programs for which you would consider serving as a Champion. Complete this form for each of the Projects/Programs you select. You may also add a new Project/Program to this discussion based on best practices or other exposure you've had to innovative ideas.

Is this a Project/Program already on the Master Key 1.0 (attached): Yes X No

PROJECT OR PROGRAM TITLE: Fund S. Monroe / S. Adams St. Sector Plan

Step 1: Using the list of Strategic Outputs on page of the Master Key document, write in the short title for each of the strategic outputs created by this project.

Step 2: Circle the number to the right of each Strategic Output you've identified below to indicate the strength of the connection between the Project/Program and the output you expect it will achieve.

Goal#:	<u>Creating and Sustaining an Entrepreneurial Ecosystem A1,3</u>	1	2	3	4	<u>5</u>
		Low		Medium		High
		(unknown/indirect)		(associated with)		(directly causes)
Goal#:	<u>Becoming and Competing as an Economic Hub B1,3,5</u>	1	2	3	4	<u>5</u>
		Low		Medium		High
		(unknown/indirect)		(associated with)		(directly causes)
Goal#:	<u>Investing in Human Capital Assets E1,4</u>	1	2	3	4	5
		Low		Medium		High
		(unknown/indirect)		(associated with)		(directly causes)
Goal#:	_____	1	2	3	4	5
		Low		Medium		High
		(unknown/indirect)		(associated with)		(directly causes)
Goal#:	_____	1	2	3	4	5
		Low		Medium		High
		(unknown/indirect)		(associated with)		(directly causes)

What is the anticipated level of complexity involved in implementing this project (e.g., organizational, funding, administrative)?

1	<u>2</u>	3	4	5
Low		Medium		High
(minimal effort)				(complex/intensive)

What is the general level of sales tax funding needed to implement this project?

1	2	3	<u>4</u>	5
Low		Medium		High
(<\$999,000)	(\$1m - \$2m)	(\$2.1m - \$5m)	(\$5.1m - \$8m)	(\$8m+)

What is the likelihood that a private sector solution could address this need?

1	<u>2</u>	3	4	5
Low		Medium		High
(very unlikely)	(unlikely)	(probable)	(very likely)	(already exists)



INITIAL PROJECT IMPACT ASSESSMENT

Due: October 14 (Bring to Steering Committee Meeting)

Steering Committee Member Name Kim Rivers

INSTRUCTIONS: From the Master Key 1.0 distributed with this form, select those Projects/Programs for which you would consider serving as a Champion. Complete this form for each of the Projects/Programs you select. You may also add a new Project/Program to this discussion based on best practices or other exposure you've had to innovative ideas.

Is this a Project/Program already on the Master Key 1.0 (attached): Yes No

PROJECT OR PROGRAM TITLE: "Innovation" Fund - AKA Quick

Step 1: Using the list of Strategic Outputs on page ___ of the Master Key document, write in the short title for each of the strategic outputs created by this project.

*Action
Plan
Fund*

Step 2: Circle the number to the right of each Strategic Output you've identified below to indicate the strength of the connection between the Project/Program and the output you expect it will achieve.

Goal#: #1 _____

1	2	3	4	5
Low		Medium		High
(unknown/indirect)		(associated with)		(directly causes)

Goal#: #2 _____

1	2	3	4	5
Low		Medium		High
(unknown/indirect)		(associated with)		(directly causes)

Goal#: _____

1	2	3	4	5
Low		Medium		High
(unknown/indirect)		(associated with)		(directly causes)

Goal#: _____

1	2	3	4	5
Low		Medium		High
(unknown/indirect)		(associated with)		(directly causes)

Goal#: _____

1	2	3	4	5
Low		Medium		High
(unknown/indirect)		(associated with)		(directly causes)

What is the anticipated level of complexity involved in implementing this project (e.g., organizational, funding, administrative)?

1	2	3	4	5
Low		Medium		High
(minimal effort)				(complex/intensive)

What is the general level of sales tax funding needed to implement this project?

1	2	3	4	5
Low		Medium		High
(<\$999,000)	(\$1m - \$2m)	(\$2.1m - \$5m)	(\$5.1m - \$8m)	(\$8m+)

What is the likelihood that a private sector solution could address this need?

1	2	3	4	5
Low		Medium		High
(very unlikely)	(unlikely)	(probable)	(very likely)	(already exists)



INITIAL PROJECT IMPACT ASSESSMENT

Due: October 14 (Bring to Steering Committee Meeting)

Steering Committee Member Name Kim Rivers

INSTRUCTIONS: From the Master Key 1.0 distributed with this form, select those Projects/Programs for which you would consider serving as a Champion. Complete this form for each of the Projects/Programs you select. You may also add a new Project/Program to this discussion based on best practices or other exposure you've had to innovative ideas.

Is this a Project/Program already on the Master Key 1.0 (attached): Yes No

PROJECT OR PROGRAM TITLE: Entrepreneurial Dev. Coordinating Committee

Step 1: Using the list of Strategic Outputs on page 10 of the Master Key document, write in the short title for each of the strategic outputs created by this project.

Step 2: Circle the number to the right of each Strategic Output you've identified below to indicate the strength of the connection between the Project/Program and the output you expect it will achieve.

Goal#: <u>A1</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>A2</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>A3</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: _____	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: _____	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)

What is the anticipated level of complexity involved in implementing this project (e.g., organizational, funding, administrative)?

1 2 3 4 5
Low Medium High
(minimal effort) (complex/intensive)

What is the general level of sales tax funding needed to implement this project?

1 2 3 4 5
Low Medium High
(<\$999,000) (\$1m - \$2m) (\$2.1m - \$5m) (\$5.1m - \$8m) (\$8m+)

What is the likelihood that a private sector solution could address this need?

1 2 3 4 5
Low Medium High
(very unlikely) (unlikely) (probable) (very likely) (already exists)

↳ "Quick Action Closing Fund"

↳ "Innovation Fund"

INITIAL PROJECT IMPACT ASSESSMENT

Due: October 14 (Bring to Steering Committee Meeting)

Steering Committee Member Name KELLY MIKE & LEE

INSTRUCTIONS: From the Master Key 1.0 distributed with this form, select those Projects/Programs for which you would consider serving as a Champion. Complete this form for each of the Projects/Programs you select. You may also add a new Project/Program to this discussion based on best practices or other exposure you've had to innovative ideas.

Is this a Project/Program already on the Master Key 1.0 (attached): Yes No

PROJECT OR PROGRAM TITLE: D1 PROVIDE EVENTS IN PUBLIC SPACES

Step 1: Using the list of Strategic Outputs on page ___ of the Master Key document, write in the short title for each of the strategic outputs created by this project.

Step 2: Circle the number to the right of each Strategic Output you've identified below to indicate the strength of the connection between the Project/Program and the output you expect it will achieve.

Goal#: <u>D1 : D2</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>B6</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>C1, C2</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: _____	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: _____	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)

What is the anticipated level of complexity involved in implementing this project (e.g., organizational, funding, administrative)?

1 Low (minimal effort) 2 3 Medium 4 5 High (complex/intensive)

What is the general level of sales tax funding needed to implement this project?

1 Low (<\$999,000) 2 (\$1m - \$2m) 3 Medium (\$2.1m - \$5m) 4 (\$5.1m - \$8m) 5 High (\$8m+)

What is the likelihood that a private sector solution could address this need?

1 Low (very unlikely) 2 (unlikely) 3 Medium (probable) 4 (very likely) 5 High (already exists)

PARTNERSHIPS



INITIAL PROJECT IMPACT ASSESSMENT

Due: October 14 (Bring to Steering Committee Meeting)

Steering Committee Member Name Kelly Dozier

INSTRUCTIONS: From the Master Key 1.0 distributed with this form, select those Projects/Programs for which you would consider serving as a Champion. Complete this form for each of the Projects/Programs you select. You may also add a new Project/Program to this discussion based on best practices or other exposure you've had to innovative ideas.

Is this a Project/Program already on the Master Key 1.0 (attached): Yes No

PROJECT OR PROGRAM TITLE: DZ "Public Art"

Step 1: Using the list of Strategic Outputs on page ___ of the Master Key document, write in the short title for each of the strategic outputs created by this project.

Step 2: Circle the number to the right of each Strategic Output you've identified below to indicate the strength of the connection between the Project/Program and the output you expect it will achieve.

Goal#: <u>D1</u>	1 Low (unknown/indirect)	2	<u>3</u> Medium (associated with)	4	5 High (directly causes)
Goal#: <u>D2</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	<u>4</u>	5 High (directly causes)
Goal#: <u>C1 ; C2</u>	1 Low (unknown/indirect)	2	<u>3</u> Medium (associated with)	4	5 High (directly causes)
Goal#: <u>B6</u>	1 Low (unknown/indirect)	2	<u>3</u> Medium (associated with)	4	5 High (directly causes)
Goal#: _____	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)

What is the anticipated level of complexity involved in implementing this project (e.g., organizational, funding, administrative)?

1
Low
(minimal effort)

2

3
Medium

4

5
High
(complex/intensive)

What is the general level of sales tax funding needed to implement this project?

1
Low
(<\$999,000)

2
(\$1m - \$2m)

3
Medium
(\$2.1m - \$5m)

4
(\$5.1m - \$8m)

5
High
(\$8m+)

What is the likelihood that a private sector solution could address this need?

1
Low
(very unlikely)

2
(unlikely)

3
Medium
(probable)

4
(very likely)

5
High
(already exists)



INITIAL PROJECT IMPACT ASSESSMENT

Due: October 14 (Bring to Steering Committee Meeting)

Steering Committee Member Name

Kelly Dozier / MIKE / ATE LEE

INSTRUCTIONS: From the Master Key 1.0 distributed with this form, select those Projects/Programs for which you would consider serving as a Champion. Complete this form for each of the Projects/Programs you select. You may also add a new Project/Program to this discussion based on best practices or other exposure you've had to innovative ideas.

WARDEN

Is this a Project/Program already on the Master Key 1.0 (attached):

Yes No

PROJECT OR PROGRAM TITLE:

D3 - "Festival Fund"

Step 1: Using the list of Strategic Outputs on page ___ of the Master Key document, write in the short title for each of the strategic outputs created by this project.

Step 2: Circle the number to the right of each Strategic Output you've identified below to indicate the strength of the connection between the Project/Program and the output you expect it will achieve.

Goal#:	<u>D1</u>	1	2	3	<u>4</u>	5
		Low		Medium		High
		(unknown/indirect)		(associated with)		(directly causes)
Goal#:	<u>D2</u>	1	2	<u>3</u>	4	5
		Low		Medium		High
		(unknown/indirect)		(associated with)		(directly causes)
Goal#:	<u>C1 : C2</u>	1	2	<u>3</u>	4	5
		Low		Medium		High
		(unknown/indirect)		(associated with)		(directly causes)
Goal#:	<u>B0</u>	1	2	3	<u>4</u>	5
		Low		Medium		High
		(unknown/indirect)		(associated with)		(directly causes)
Goal#:		1	2	3	4	5
		Low		Medium		High
		(unknown/indirect)		(associated with)		(directly causes)

What is the anticipated level of complexity involved in implementing this project (e.g., organizational, funding, administrative)?

<u>1</u>	2	3	4	5
Low		Medium		High
(minimal effort)				(complex/intensive)

What is the general level of sales tax funding needed to implement this project?

<u>1</u>	2	<u>3</u>	4	5
Low		Medium		High
(<\$999,000)	(\$1m - \$2m)	(\$2.1m - \$5m)	(\$5.1m - \$8m)	(\$8m+)

What is the likelihood that a private sector solution could address this need?

1	<u>2</u>	3	4	5
Low		Medium		High
(very unlikely)	(unlikely)	(probable)	(very likely)	(already exists)

OR 3 / SPONSORSHIPS



INITIAL PROJECT IMPACT ASSESSMENT

Due: October 14 (Bring to Steering Committee Meeting)

Steering Committee Member Name Kelley Dozier

INSTRUCTIONS: From the Master Key 1.0 distributed with this form, select those Projects/Programs for which you would consider serving as a Champion. Complete this form for each of the Projects/Programs you select. You may also add a new Project/Program to this discussion based on best practices or other exposure you've had to innovative ideas.

Is this a Project/Program already on the Master Key 1.0 (attached): Yes No

PROJECT OR PROGRAM TITLE: NEW Funding "Quantum Leaps" in Arts/Culture Community

Step 1: Using the list of Strategic Outputs on page ___ of the Master Key document, write in the short title for each of the strategic outputs created by this project.

Step 2: Circle the number to the right of each Strategic Output you've identified below to indicate the strength of the connection between the Project/Program and the output you expect it will achieve.

Goal#:	<u>C1</u> <u>increased visitors and tourist spending</u>	1	2	3	4	5
		Low		Medium		High
		(unknown/indirect)		(associated with)		(directly causes)
Goal#:	<u>C2</u> <u>media recognition as a cultural destination</u>	1	2	3	4	5
		Low		Medium		High
		(unknown/indirect)		(associated with)		(directly causes)
Goal#:	<u>D1</u> <u>Tall. a place for young professionals</u>	1	2	3	4	5
		Low		Medium		High
		(unknown/indirect)		(associated with)		(directly causes)
Goal#:	<u>D2</u> <u>increased employment "creative industries"</u>	1	2	3	4	5
		Low		Medium		High
		(unknown/indirect)		(associated with)		(directly causes)
Goal#:	<u>B6</u> <u>Tallahassee "on the rise"</u>	1	2	3	4	5
		Low		Medium		High
		(unknown/indirect)		(associated with)		(directly causes)

What is the anticipated level of complexity involved in implementing this project (e.g., organizational, funding, administrative)?

1 2 3 4 5
Low Medium High
(minimal effort) (complex/intensive)

What is the general level of sales tax funding needed to implement this project?

over the 20 yr. time

1 2 3 4 5
Low Medium High
(<\$999,000) (\$1m - \$2m) (\$2.1m - \$5m) (\$5.1m - \$8m) (\$8m+)

What is the likelihood that a private sector solution could address this need?

1 2 3 4 5
Low Medium High
(very unlikely) (unlikely) (probable) (very likely) (already exists)

INITIAL PROJECT IMPACT ASSESSMENT

Due: October 14 (Bring to Steering Committee Meeting)

MIKE PATE

Steering Committee Member Name

LEE DANIEL / KELLY DOZIER

INSTRUCTIONS: From the Master Key 1.0 distributed with this form, select those Projects/Programs for which you would consider serving as a Champion. Complete this form for each of the Projects/Programs you select. You may also add a new Project/Program to this discussion based on best practices or other exposure you've had to innovative ideas.

Is this a Project/Program already on the Master Key 1.0 (attached): Yes No

PROJECT OR PROGRAM TITLE: C-1 PROVIDE GRANTS TO AREA CULTURAL HERITAGE VENUES

Step 1: Using the list of Strategic Outputs on page ___ of the Master Key document, write in the short title for each of the strategic outputs created by this project.

Step 2: Circle the number to the right of each Strategic Output you've identified below to indicate the strength of the connection between the Project/Program and the output you expect it will achieve.

Goal#: <u>C1</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>C2</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>D1</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>D2</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>B6</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)

What is the anticipated level of complexity involved in implementing this project (e.g., organizational, funding, administrative)?

1 Low (minimal effort)	2	3 Medium	4	5 High (complex/intensive)
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What is the general level of sales tax funding needed to implement this project?

1 Low (<\$999,000)	2 (\$1m - \$2m)	3 Medium (\$2.1m - \$5m)	4 (\$5.1m - \$8m)	5 High (\$8m+)
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What is the likelihood that a private sector solution could address this need?

1 Low (very unlikely)	2 (unlikely)	3 Medium (probable)	4 (very likely)	5 High (already exists)
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INITIAL PROJECT IMPACT ASSESSMENT

Due: October 14 (Bring to Steering Committee Meeting)

Steering Committee Member Name LEE DANIEL

INSTRUCTIONS: From the Master Key 1.0 distributed with this form, select those Projects/Programs for which you would consider serving as a Champion. Complete this form for each of the Projects/Programs you select. You may also add a new Project/Program to this discussion based on best practices or other exposure you've had to innovative ideas.

Is this a Project/Program already on the Master Key 1.0 (attached): Yes No

PROJECT OR PROGRAM TITLE: C 2 DEVELOP A COMPETITIVE SPORTS VENUE

Step 1: Using the list of Strategic Outputs on page __ of the Master Key document, write in the short title for each of the strategic outputs created by this project.

Step 2: Circle the number to the right of each Strategic Output you've identified below to indicate the strength of the connection between the Project/Program and the output you expect it will achieve.

Goal#: <u>C1</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>B2</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>B3</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>B4</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>D1</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)

What is the anticipated level of complexity involved in implementing this project (e.g., organizational, funding, administrative)?

1 Low (minimal effort)	2	3 Medium	4	5 High (complex/intensive)
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What is the general level of sales tax funding needed to implement this project?

1 Low (<\$999,000)	2 (\$1m - \$2m)	3 Medium (\$2.1m - \$5m)	4 (\$5.1m - \$8m)	5 High (\$8m+)
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What is the likelihood that a private sector solution could address this need?

1 Low (very unlikely)	2 (unlikely)	3 Medium (probable)	4 (very likely)	5 High (already exists)
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PARTIALLY

THINK A PUBLIC-PRIVATE PARTNERSHIP IS VERY POSSIBLE

INITIAL PROJECT IMPACT ASSESSMENT

Due: October 14 (Bring to Steering Committee Meeting)

Steering Committee Member Name LEE DANIEL

INSTRUCTIONS: From the Master Key 1.0 distributed with this form, select those Projects/Programs for which you would consider serving as a Champion. Complete this form for each of the Projects/Programs you select. You may also add a new Project/Program to this discussion based on best practices or other exposure you've had to innovative ideas.

Is this a Project/Program already on the Master Key 1.0 (attached): Yes No

PROJECT OR PROGRAM TITLE: C.3 NEGOTIATE TO USE A LARGER VENUE FOR OTHER MUSIC FESTIVALS

Step 1: Using the list of Strategic Outputs on page __ of the Master Key document, write in the short title for each of the strategic outputs created by this project.

Step 2: Circle the number to the right of each Strategic Output you've identified below to indicate the strength of the connection between the Project/Program and the output you expect it will achieve.

Goal#: <u>C1</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>C2</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>Blc</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: _____	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: _____	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)

What is the anticipated level of complexity involved in implementing this project (e.g., organizational, funding, administrative)?

1 Low (minimal effort) 2 3 Medium 4 5 High (complex/intensive)

What is the general level of sales tax funding needed to implement this project?

1 Low (<\$999,000) 2 (\$1m - \$2m) 3 Medium (\$2.1m - \$5m) 4 (\$5.1m - \$8m) 5 High (\$8m+)

What is the likelihood that a private sector solution could address this need?

1 Low (very unlikely) 2 (unlikely) 3 Medium (probable) 4 (very likely) 5 High (already exists)

** LEON COUNTY TOURISM DEVELOPMENT IS FINALIZING PLANS FOR A \$125,000 ANNUAL SIGNATURE EVENT FUND THAT WOULD GO FOR TALS*

INITIAL PROJECT IMPACT ASSESSMENT

Due: October 14 (Bring to Steering Committee Meeting)

Steering Committee Member Name LEE DANIEL

INSTRUCTIONS: From the Master Key 1.0 distributed with this form, select those Projects/Programs for which you would consider serving as a Champion. Complete this form for each of the Projects/Programs you select. You may also add a new Project/Program to this discussion based on best practices or other exposure you've had to innovative ideas.

Is this a Project/Program already on the Master Key 1.0 (attached): Yes No

PROJECT OR PROGRAM TITLE: C4 CREATE A NEW HIGH VISIBLE EVENT

Step 1: Using the list of Strategic Outputs on page __ of the Master Key document, write in the short title for each of the strategic outputs created by this project.

Step 2: Circle the number to the right of each Strategic Output you've identified below to indicate the strength of the connection between the Project/Program and the output you expect it will achieve.

Goal#: <u>C1</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>C2</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>B4</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: _____	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: _____	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)

What is the anticipated level of complexity involved in implementing this project (e.g., organizational, funding, administrative)?

1 Low (minimal effort)	2	3 Medium	4	5 High (complex/intensive)
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What is the general level of sales tax funding needed to implement this project?

1 Low (<\$999,000)	2 (\$1m - \$2m)	3 Medium (\$2.1m - \$5m)	4 (\$5.1m - \$8m)	5 High (\$8m+)
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What is the likelihood that a private sector solution could address this need?

1 Low (very unlikely)	2 (unlikely)	3 Medium (probable)	4 (very likely)	5 High (already exists)
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*** LEDN COUNTY SIGNATURE EVENT FUND OF \$125,000 ANNUALLY WOULD ALSO BE AVAILABLE TO UTILIZE.**

INITIAL PROJECT IMPACT ASSESSMENT

Due: October 14 (Bring to Steering Committee Meeting)

Steering Committee Member Name LEE DANIEL

INSTRUCTIONS: From the Master Key 1.0 distributed with this form, select those Projects/Programs for which you would consider serving as a Champion. Complete this form for each of the Projects/Programs you select. You may also add a new Project/Program to this discussion based on best practices or other exposure you've had to innovative ideas.

Is this a Project/Program already on the Master Key 1.0 (attached): Yes No

PROJECT OR PROGRAM TITLE: C5 - EXPAND CURRENT SIGNAGE

Step 1: Using the list of Strategic Outputs on page __ of the Master Key document, write in the short title for each of the strategic outputs created by this project.

Step 2: Circle the number to the right of each Strategic Output you've identified below to indicate the strength of the connection between the Project/Program and the output you expect it will achieve.

Goal#: <u>C1</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>C2</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: C3 C4 <u>B6</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>C5 D1</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: _____	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)

What is the anticipated level of complexity involved in implementing this project (e.g., organizational, funding, administrative)?

1 Low (minimal effort)	2	3 Medium	4	5 High (complex/intensive)
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What is the general level of sales tax funding needed to implement this project?

#2 OK

1 Low (<\$999,000)	2 (\$1m - \$2m)	3 Medium (\$2.1m - \$5m)	4 (\$5.1m - \$8m)	5 High (\$8m+)
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What is the likelihood that a private sector solution could address this need?

1 Low (very unlikely)	2 Medium (unlikely)	3 Medium (probable)	4	5 High (already exists)
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INITIAL PROJECT IMPACT ASSESSMENT

Due: October 14 (Bring to Steering Committee Meeting)

Steering Committee Member Name Kim Rivers

INSTRUCTIONS: From the Master Key 1.0 distributed with this form, select those Projects/Programs for which you would consider serving as a Champion. Complete this form for each of the Projects/Programs you select. You may also add a new Project/Program to this discussion based on best practices or other exposure you've had to innovative ideas.

Is this a Project/Program already on the Master Key 1.0 (attached): Yes No

PROJECT OR PROGRAM TITLE: Develop a competitive sports venue

Step 1: Using the list of Strategic Outputs on page ___ of the Master Key document, write in the short title for each of the strategic outputs created by this project.

Step 2: Circle the number to the right of each Strategic Output you've identified below to indicate the strength of the connection between the Project/Program and the output you expect it will achieve.

Goal#: <u>C 1</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>C 2</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>Strategy 2</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>Strategy 4</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: _____	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)

What is the anticipated level of complexity involved in implementing this project (e.g., organizational, funding, administrative)?

1 2 3 4 5
Low Medium High
(minimal effort) (complex/intensive)

What is the general level of sales tax funding needed to implement this project?

1 2 3 4 5
Low Medium High
(<\$999,000) (\$1m - \$2m) (\$2.1m - \$5m) (\$5.1m - \$8m) (\$8m+)

What is the likelihood that a private sector solution could address this need?

1 2 3 4 5
Low Medium High
(very unlikely) (unlikely) (probable) (very likely) (already exists)

INITIAL PROJECT IMPACT ASSESSMENT

Due: October 14 (Bring to Steering Committee Meeting)

*See Dick
Heaver Martin
Tom Thomas*

Steering Committee Member Name _____

INSTRUCTIONS: From the Master Key 1.0 distributed with this form, select those Projects/Programs for which you would consider serving as a Champion. Complete this form for each of the Projects/Programs you select. You may also add a new Project/Program to this discussion based on best practices or other exposure you've had to innovative ideas.

Is this a Project/Program already on the Master Key 1.0 (attached): Yes No

PROJECT OR PROGRAM TITLE: *Orange Marketing as an Economic Hub*

Step 1: Using the list of Strategic Outputs on page ___ of the Master Key document, write in the short title for each of the strategic outputs created by this project.

Step 2: Circle the number to the right of each Strategic Output you've identified below to indicate the strength of the connection between the Project/Program and the output you expect it will achieve.

Goal#: <u><i>B1-B4</i></u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	<u>5</u> High (directly causes)
Goal#: <u><i>A1-A3</i></u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	<u>5</u> High (directly causes)
Goal#: _____	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u><i>D1, D2</i></u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	<u>4</u>	5 High (directly causes)
Goal#: <u><i>E1-E4</i></u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	<u>4</u>	5 High (directly causes)

What is the anticipated level of complexity involved in implementing this project (e.g., organizational, funding, administrative)?

1	2	3	<u>4</u>	5
Low		Medium		High
(minimal effort)				(complex/intensive)

What is the general level of sales tax funding needed to implement this project?

1	2	<u>3</u>	4	5
Low		Medium		High
(<\$999,000)	(\$1m - \$2m)	(\$2.1m - \$5m)	(\$5.1m - \$8m)	(\$8m+)

What is the likelihood that a private sector solution could address this need?

<u>1</u>	2	3	4	5
Low		Medium		High
(very unlikely)	(unlikely)	(probable)	(very likely)	(already exists)

INITIAL PROJECT IMPACT ASSESSMENT

Due: October 14 (Bring to Steering Committee Meeting)

Steering Committee Member Name Keith Bowers

INSTRUCTIONS: From the Master Key 1.0 distributed with this form, select those Projects/Programs for which you would consider serving as a Champion. Complete this form for each of the Projects/Programs you select. You may also add a new Project/Program to this discussion based on best practices or other exposure you've had to innovative ideas.

Is this a Project/Program already on the Master Key 1.0 (attached): Yes No

PROJECT OR PROGRAM TITLE: Micro Lending Program

Step 1: Using the list of Strategic Outputs on page 1 of the Master Key document, write in the short title for each of the strategic outputs created by this project.

Step 2: Circle the number to the right of each Strategic Output you've identified below to indicate the strength of the connection between the Project/Program and the output you expect it will achieve.

Goal#: <u>Increased dollar volume of equity financing</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>Increased # of jobs in private sector</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>Increased employment in creative industries</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>Increase # of private businesses</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>Help Entrepreneurs and researchers bring their ideas to market</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)

What is the anticipated level of complexity involved in implementing this project (e.g., organizational, funding, administrative)?

1	2	3	4	5
Low		Medium		High
(minimal effort)				(complex/intensive)

What is the general level of sales tax funding needed to implement this project?

1	2	3	4	5
Low		Medium		High
(<\$999,000)	(\$1m - \$2m)	(\$2.1m - \$5m)	(\$5.1m - \$8m)	(\$8m+)

What is the likelihood that a private sector solution could address this need?

1	2	3	4	5
Low		Medium		High
(very unlikely)	(unlikely)	(probable)	(very likely)	(already exists)

INITIAL PROJECT IMPACT ASSESSMENT

Due: October 14 (Bring to Steering Committee Meeting)

Steering Committee Member Name Sean P. Pittman

INSTRUCTIONS: From the Master Key 1.0 distributed with this form, select those Projects/Programs for which you would consider serving as a Champion. Complete this form for each of the Projects/Programs you select. You may also add a new Project/Program to this discussion based on best practices or other exposure you've had to innovative ideas.

Is this a Project/Program already on the Master Key 1.0 (attached): Yes No

PROJECT OR PROGRAM TITLE: Minority Business Investment Fund - create a fund to support + encourage development + creation of minority + woman owned businesses in our community with emphasis on South side of town.
Step 1: Using the list of Strategic Outputs on page ___ of the Master Key document, write in the short title for each of the strategic outputs created by this project.

Step 2: Circle the number to the right of each Strategic Output you've identified below to indicate the strength of the connection between the Project/Program and the output you expect it will achieve.

Goal#: _____	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: _____	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: _____	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: _____	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: _____	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)

What is the anticipated level of complexity involved in implementing this project (e.g., organizational, funding, administrative)?
 1 Low (minimal effort) 2 3 Medium 4 5 High (complex/intensive)

What is the general level of sales tax funding needed to implement this project?
 1 Low (<\$999,000) 2 Medium (\$1m - \$2m) 3 Medium (\$2.1m - \$5m) 4 (\$5.1m - \$8m) 5 High (\$8m+)

What is the likelihood that a private sector solution could address this need?
 1 Low (very unlikely) 2 (unlikely) 3 Medium (probable) 4 (very likely) 5 High (already exists)

INITIAL PROJECT IMPACT ASSESSMENT

Due: October 14 (Bring to Steering Committee Meeting)

Steering Committee Member Name Curtis Richardson

INSTRUCTIONS: From the Master Key 1.0 distributed with this form, select those Projects/Programs for which you would consider serving as a Champion. Complete this form for each of the Projects/Programs you select. You may also add a new Project/Program to this discussion based on best practices or other exposure you've had to innovative ideas.

Is this a Project/Program already on the Master Key 1.0 (attached): Yes No

PROJECT OR PROGRAM TITLE: Increase funding to CRA's and emphasis on economic development in the CRA areas

Step 1: Using the list of Strategic Outputs on page __ of the Master Key document, write in the short title for each of the strategic outputs created by this project.

Step 2: Circle the number to the right of each Strategic Output you've identified below to indicate the strength of the connection between the Project/Program and the output you expect it will achieve.

Goal#: <u>Creating and Sustaining an Entrepreneurial Ecosystem A1, 2, 3</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>Becoming and Competing as an Economic Hub B, 3-6</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: <u>Investing in Human Capital Assets E1, 4</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: _____	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: _____	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)

What is the anticipated level of complexity involved in implementing this project (e.g., organizational, funding, administrative)?

1 2 3 4 5
Low Medium High
(minimal effort) (complex/intensive)

What is the general level of sales tax funding needed to implement this project?

1 2 3 4 5
Low Medium High
(<\$999,000) (\$1m - \$2m) (\$2.1m - \$5m) (\$5.1m - \$8m) (\$8m+)

What is the likelihood that a private sector solution could address this need?

1 2 3 4 5
Low Medium High
(very unlikely) (unlikely) (probable) (very likely) (already exists)

INITIAL PROJECT IMPACT ASSESSMENT

Due: October 14 (Bring to Steering Committee Meeting)

Steering Committee Member Name Anita Favors Thompson | Cassandra K. Jackson

INSTRUCTIONS: From the Master Key 1.0 distributed with this form, select those Projects/Programs for which you would consider serving as a Champion. Complete this form for each of the Projects/Programs you select. You may also add a new Project/Program to this discussion based on best practices or other exposure you've had to innovative ideas.

Is this a Project/Program already on the Master Key 1.0 (attached): Yes No

PROJECT OR PROGRAM TITLE: Recruitment and Business Expansion + Retention Incentive Program [High skilled / High wage jobs]

Step 1: Using the list of Strategic Outputs on page of the Master Key document, write in the short title for each of the strategic outputs created by this project. Creating and sustaining and entre

Step 2: Circle the number to the right of each Strategic Output you've identified below to indicate the strength of the connection between the Project/Program and the output you expect it will achieve.

Goal#: <u>A 1, A 2,</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	<u>4</u>	5 High (directly causes)
Goal#: <u>B 3, B 4, B 5, B 6</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	<u>5</u> High (directly causes)
Goal#: <u>E 1</u>	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	<u>5</u> High (directly causes)
Goal#: _____	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)
Goal#: _____	1 Low (unknown/indirect)	2	3 Medium (associated with)	4	5 High (directly causes)

What is the anticipated level of complexity involved in implementing this project (e.g., organizational, funding, administrative)?

1 Low (minimal effort)	2	3 Medium	4	<u>5</u> High (complex/intensive)
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What is the general level of sales tax funding needed to implement this project?

1 Low (<\$999,000)	2 (\$1m - \$2m)	<u>3</u> Medium (\$2.1m - \$5m)	4 (\$5.1m - \$8m)	5 High (\$8m+)
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annually for 20 years

What is the likelihood that a private sector solution could address this need?

<u>1</u> Low (very unlikely)	2 (unlikely)	3 Medium (probable)	4 (very likely)	5 High (already exists)
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* creation of a growth fund

C1

C/D. Growing our Destination Product for Travel and Tourism while Supporting a Creative Culture and Urban Lifestyle

Goals:

1. Increased visitor and tourist spending.
2. Media recognition as a cultural destination for in-state and out of state travelers.
3. Increase financial sustainability within our arts and cultural institutions.
4. Recognition of Greater Tallahassee as a metropolitan area "on the rise".
5. Increased employment in "creative industries."
6. Improved perception of Tallahassee as a place to live among young professionals.

Strategies:

1. Ensure a level of "coolness" within downtown and surrounding urban areas.
2. Promote art in public places.
3. Foster the development of creative young professionals as catalysts for economic growth.
4. Foster financial sustainability in our arts and culture organizations.

Project/Program:

- 1. Create a funding source which provides competitive grants to arts and cultural organizations as well as state and local government, for projects or programs which allow the organization to achieve a "quantum leap" (highly significant advance or breakthrough) in their offerings or level of self-sustainability.**

Examples of projects or programs that could be eligible:

1. Art in Public Places
2. Projects which promote a sense of place or identity in the community
3. Projects that propel an organization to a new level of service to the community
4. Projects that propel an organization to a new level of sustainability (investment now, save money over time)
5. Projects/Programs which attract Regional or National media attention to the Tallahassee area as a visitor destination
6. KCCI initiatives

Executive Summary: Economic Development efforts for our region rely on competitive assets. A highly educated workforce, thriving high-tech presence, and a community committed to visual arts, performing arts, science, and historical experiences are all essential factors. To maintain the ability to grow and attract new business, our community must offer outstanding quality-of-life experiences that include cultural facilities, programs and events.

Culture is essential economic development unto itself. According to the most recent regional analysis (Americans for the Arts Economic Prosperity Report, 2009), combined with its complimentary thriving tourism market, culture is an industry that supports 2,720 FTE employees in our community with a unique economic impact of \$74,567,307. It is simply good business to support and grow the benefits of culture and historic resources.

HOW CULTURE ADDRESSES THE SALES TAX THEMES

Sense of Community- Art and historic experiences offer an immeasurable mechanism for growing its creative class. When artists, performers, historians and other related professionals are valued, offered competitive salaries, have opportunities for employment and are encouraged to be both artists as well as successful entrepreneurs, business prospers. To earn a reputation and “sense of community” where extraordinary art abounds, there must be thriving, attractive facilities, events, experiences and spaces both indoors and in the natural environment that foster the creation of art and celebrate its presence.

Connectivity – There is a physical connection between spaces when sidewalks, bikes, and trails link neighborhoods and sections of our community. Art offers the opportunity to make emotional connections. Some cities have used “Cows on Parade,” “Flamingos on Parade” or other iconic community symbols to unite what the community values with original art.

This results in making unique connections between streets, shopping districts and an overall sense of unity. Some municipalities have used street pavers to create artistic messages. Landscaping can be artistic renderings.

There should be careful consideration to what types of art might define our community and make these types of connections but the purpose of this proposal is to promote consideration for the importance of incorporating art into the Connectivity plan.

Economic Vitality – All firms contemplating relocation or expansion consider the many resources a community offers. Families require good schools, activities, quality of life experiences as well as diversified employment opportunities for spouses. Graduating students from institutions of higher education consider salary, opportunities for advancement as well as the “livability” of the community. Seniors look for life-long learning and volunteer opportunities to remain engaged and active members of society. It is not unreasonable to think a family’s need to relocate for one member’s professional advancement may bring multiple generations of its members.

When there are rich cultural experiences, a vibrant night life and activities that are valued by people of all demographic groups, the chances to build on the economy flourish. In every culture throughout history, one of the most important aspects of the economy has been the value placed on artistic achievement and offerings. Today, in Tallahassee, as well as the world, that remains true. The importance of culture should not be underestimated regarding the economic vitality of our community.

Parks/Ecotourism –The “other Florida” is the one we call home. The mighty Apalachicola, the Wacissa, and Aucilla rivers tie to lakes, streams and ponds while offering a plethora of ecotourism experiences. We are home to one of the greatest natural history museums in the state, national and state parks, and we are a city with nationally acclaimed parks and related programs. Cultural experiences abound in these locations and must be supported.

There are opportunities to expand our offerings. Heritage trails, the site of the “First Christmas” and an expansion of collaboration between destinations, state and municipal agencies, the Leon County Tourist Development Council and other stakeholders will flourish if cultural organizations can be strengthened to increase programs offered in our parks and the number and quality of eco-tourism experiences.

Gateways – Art in Public Spaces is the most obvious example of how culture can positively impact gateways to our community. While there have been some wonderful and unique installations, there is no cohesive vision for art in public spaces to enhance our gateways. Imagine art at interstate exit and entrance ramps that make a statement about our “sense of place.” Art can also be installed in roundabouts to create community gateways.

It would be ideal if the community would establish a diversified committee to create a strategic plan for art in public places including desirable objectives for gateways, large and small.