

# Sales Tax Committee Agenda

January 16, 2014

9:00 a.m.

Leon County LeRoy Collins Main Library

200 West Park Avenue

Item #	Agenda Topic
1.	Citizens to be Heard
2.	Approval of the Summary Minutes for the December 12, 2013 Meeting of the Sales Tax Committee
3.	Committee Discussion on the Project Evaluation Process
4.	Committee Discussion on the Final Recommendations on the Infrastructure Projects List and Imagine Tallahassee/Economic Development portion of the Sales Tax
5.	Committee Discussion on Possible Referendum Date
6.	<b>Next Sales Tax Committee Meeting:</b> <ul style="list-style-type: none"><li>• <u>When</u>: Thursday, January 30, 2014</li><li>• <u>Location</u>: Main Library First Floor Program Room</li><li>• <u>Time</u>: 4:00 p.m.</li><li>• <u>Goal</u>: To Review the Draft Final Report on the Sales Tax Committee Recommendations</li></ul>



# **Agenda Item #1**

## **Citizens to be Heard**

**Cristina Paredes - Comments to be considered for Woodville Water Quality, Stormwater, and Central sewage**

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**From:** nicole lilly <nalilly@hotmail.com>  
**To:** "salestaxinfo@leoncountyfl.gov" <salestaxinfo@leoncountyfl.gov>, "Procto...  
**Date:** Thursday, December 19, 2013 4:45 PM  
**Subject:** Comments to be considered for Woodville Water Quality, Stormwater, and Central sewage

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Dear Commissioners and Committee Members,

Thank you for holding the town hall meeting in Woodville on December 6, 2013 regarding installation of central sewage.

The need for a better method to handle human waste and to protect our drinking water has been apparent for some time. I appreciate all of the studies that have been done to show that Wakulla Springs is vulnerable (just like all of the other springs in Florida) but frankly all of that scholarly activity was unnecessary. I realize that in order to show the general public and elected officials that human excrement and run-off do go directly to the springs, studies needed to be completed so policy changes could be enacted and infrastructure funds properly allocated.

The first town hall meeting I attended as a resident of the rural community of Woodville was regarding the change in septic systems to reduce nitrogen. The response from my neighbors was disgruntled just like this most recent meeting but on that instance I was in agreement. The data that was presented that day by county officials was incomplete. They presented data about sources of pollution including residential septic tanks, run-off, and the spray field run by the City of Tallahassee. Then they proceeded to say that the residents of southern Leon County were responsible for 3-5% of the nitrate problem and that these residents would have to purchase a new septic system upwards of \$12,000 if the tank failed inspection or needed repair. So here was a 50% increase in cost for a 5% problem. At the time, I felt jilted by the City of Tallahassee (which I am an electrical and water customer) because no one representing them was there to tell us what they were doing to lower their significantly higher nitrogen contribution which I believe was over 40%. I also got the impression from the presenters that since southern Leon County was the poorer part of the county, it was O.K. to let the rest of Leon County send their waste our way to the spray field on Tram Road. To this day, I am still unclear as to what I am supposed to be doing about my working septic tank and what should happen if I sell my house. Am I now responsible for an updated system? My worst fear is I will have to install a new septic system with my own money and within a year or two of installation of the new tank, have to pay for central sewage hookup with my own money. Like most citizens of this county, I don't have \$20,000 on hand for these kinds of expenses.

So I was eagerly anticipating the town hall meeting about central sewage. Having central sewage would end the problem of expensive nitrogen reducing septic systems. I anticipated a personal cost for hooking our house to sewage but I knew the cost would be well worth it. My property value would increase, less nitrogen in the waste water, and no more worries about grey water in the septic tank. The presentations at this meeting were very informative. I appreciate that the tax committee chose a

sewage infrastructure project to spend citizen's dollars on. There was some grumbling of the audience during these presentations but not much. Then the woman presenting the alternative proposals for sewage began and as soon as the number \$7,000 came up, the mood of the audience shifted to the negative. So the comments given during the Q&A portion of the meeting were not entirely unexpected. The complaints from my neighbors in the rural Woodville community were essentially the same after both town hall meetings. Essentially, no one in southern Leon County has any money and how dare the county ask any of them to contribute additional money to any infrastructure project, especially to "just flush the toilet". I realize not everyone is an environmental engineer or a public health professional and a critical understanding of waste water treatment is not essential to most people's careers but it was clear that people really don't know just how much non-potable water comes out of their homes much less how much resources are consumed on a daily basis. This should not surprise me because since our trash service has been switched to WastePro and everyone is given a recycle bin and all plastics can go in the bin, there are still very few green bins by the roadside on trash pick-up day.

The only negative comment from the audience at the town hall meeting that I had not considered before was change in property use. With the presence of central sewer, more dwellings could be placed upon a single acre which is great if you want to build a mother-in-law suite. On the other hand, it opens land for development of multi-unit housing. One of the reasons we chose to purchase a home in Woodville was because of the lack of apartments filled with college students and other undesirables. I realize that if someone wanted to build apartments after sewage install that a permit would have to be submitted for approval. I would hope the county would call a similarly well-advertised town hall meeting to discuss this. Otherwise, it would seem to the residents in Woodville that the county commissioners don't care about their constituents but do care about kickbacks from developers.

I think it is important to protect Wakulla Springs. It is a local treasure and an important indicator of environmental health. I don't feel that the residents of Leon County realize how important the springs are to them because it is located in Wakulla County both economically and for drinking water. It is an international draw to this part of northern Florida. Many birdwatchers and cave divers from all over the world have visited Wakulla Springs. It is also a recruitment tool used by Florida State University. Every time a visitor comes to FSU, no matter the reason for their visit, people representing the university bring visitors to the National High Magnetic Field Lab and Wakulla Springs. And almost all of these visitors stay and eat in Leon County NOT Wakulla County. I believe all of our drinking water comes from the Florida Aquifer which is directly linked to Wakulla Springs. I grew up with well water in south Louisiana and the water here tastes so much better. We pay very little in taxes to manage and protect something that is vital to our existence. Many places all over the world have no clean water and I would like to keep our water clean.

Thank you for your consideration.

Regards,

Concerned Citizen of Woodville

**Leon County  
Sales Tax Committee  
Cover Sheet for Agenda #2  
January 16, 2014**

**To:** Members of the Leon County Sales Tax Committee

**From:** Alan Rosenzweig, Deputy County Administrator  
Cassandra Jackson, Interim Assistant City Manager  
Wayne Tedder, Director, Department of P.L.A.C.E.  
Cristina Paredes, Intergovernmental Affairs and Special Projects Coordinator

**Title:** Approval of Summary Minutes for the December 12, 2013 Meetings of the Leon County Sales Tax Committee

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**Executive Summary:**

This agenda item approves the summary minutes for the December 12, 2013 Meetings of the Leon County Sales Tax Committee (Attachment #1).

**Analysis:**

Attachment #1 is the summary minutes for the Leon County Sales Tax Committee meeting held on December 12, 2013, 12:00 p.m. in the First Floor Program Room of the Main Library.

The Leon County Clerk of Courts Office maintains a voice recording of all meeting. A transcription of the meeting minutes will be provided by the Clerk's office upon request.

**Options:**

1. Approve the summary minutes for the December 12, 2013 meetings of the Leon County Sales Tax Committee.
2. Do not approve the summary minutes for the December 12, 2013 meetings of the Leon County Sales Tax Committee.
3. Committee Direction.

**Recommendation:**

Options #1

**Attachments:**

1. December 12, 2013 Summary Minutes

# **Sales Tax Committee Meeting**

## **Summary Minutes**

### **December 12, 2013**

*Absent members:* Mr. William Pebbles and Mr. Terence Hinson.

**Meeting began at 12:06.**

#### **Agenda Item #1: Citizens to be Heard**

Mr. Curtis Baynes addressed the Committee on clarifying to the public that the funding for the water quality and stormwater 'bucket' of projects potentially includes funding sewer projects. Mr. Baynes also spoke on his concerns of how citizens would perceive the various economic development funds being proposed by Imagine Tallahassee.

#### **Agenda Item #2: Approval of Summary Minutes for September 26, 2013 and December 5, 2013 Meetings of the Leon County Sales Tax Committee**

Mr. Curtis Richardson moved to approve the Summary Minutes for the September 26, 2013 and December 5, 2013 meetings of the Leon County Sales Tax Committee. Ms. Henree Martin seconded the motion. The motion passed without opposition.

#### **Agenda Item #3: Imagine Tallahassee Final Recommendations on the Economic Development portion of the Sales Tax**

Ms. Kim Rivers thanked the Imagine Tallahassee Steering Committee members and the public for their support and participation in its process. Mr. Dale Brill, consultant with Thinkspot, addressed the Committee's requests for additional information. Mr. Brill noted that some of the Imagine Tallahassee recommendations seem to be duplicative because there is overlap in large target groups and target problems that the projects are meant to address.

Next, Mr. Brill reviewed the proposed three-tiered governance structure of the economic development portion of the sales tax. The Intergovernmental Agency (IA), which oversees Blueprint 2000, would ultimately have final say on economic development project utilizing sales tax revenues. The IA would be advised by the Economic Development Coordinating Council (EDCC), which would be comprised of representatives from various community agencies. Attachment #1 depicts a summary of the potential members of the EDCC, the EDCC's roles and responsibilities as well as a visual of the three-tiered governance approach. Mr. Brill also reviewed the final recommendations with a cost breakdown (Attachment #2). Mr. Brill also handed out to the Committee a list of requests for additional information from the December 5, 2013 meeting (Attachment #3).

Imagine Tallahassee representatives addressed the Committee on the following projects:

- South Monroe/Adams Corridor Catalyst - Dr. Shawnta Friday-Stroud, Dean of the FAMU School of Business, spoke on how the FAMU Urban Agriculture aspect of the project could provide social and economic benefits for the surrounding area. Mr. Keith Bowers, Director of the FAMU Small Business Development Center (SBDC), spoke on the current services the SBDC provides, how the new FAMU SBDC satellite office would expand those services, and how the SBDC would support other projects proposed by Imagine Tallahassee. Mr. Curtis Richardson provided a map of the South Monroe/Adams Corridor Infrastructure Sales Tax project and clarified the difference between the Infrastructure project and the proposed Economic Development project (Attachment #4).

- Madison Mile Convention District – Dr. Eric Barron, President of Florida State University, discussed a 2010 study showing that there is enough demand to support a convention center. Dr. Barron noted that the project requested a one-time capital costs and annual operating expenses would be covered by a private hotel entity. Dr. Barron also discussed FSU's intentions to connect Cascade Park to FSU via the Madison Mile concept. FSU is in the process of creating a master plan that would further expound upon the interconnectivity of Cascades and Madison Mile. Additionally, an economic feasibility study concerning the convention center should be completed in the next several months. Dr. Barron also mentioned that a hotel entity could be named by Spring. Once the hotel is established, then the convention center would have some of the logistical support it needs to function and a construction timeline could be developed. Finally, Dr. Barron noted that FSU intends to bond the project and would be amenable to either getting a portion of its requested funding over time rather than a lump sum.
- Entrepreneurial Development Fund – Mr. Larry Lynch, Director of the Entrepreneurial Excellence Program, walked the Committee through the Tallahassee Entrepreneurial Life Cycle, which illustrates the different resources available for entrepreneurs at different stages (Attachment #5). Mr. Lynch also discussed the Entrepreneurial Excellence Program, its demographic breakdown, and potential education resources to be provided out of the proposed Fund (Attachment #6). Finally, Mr. Lynch discussed how the fund could be used to market Tallahassee's entrepreneurial resources and recruit new entrepreneurial resources (Attachment #7).
- Minority and Women Business Investment Fund – Mr. Sean Pittman, Chairman of the Big Bend Minority Chamber of Commerce, clarified that the fund would be used for provide structured loans with oversight requirements that would help the borrower with training and financial management. Mr. Pittman also noted that the loans would be made through banks and not the convening organization. Mr. Pittman explained that it was not feasible to determine the interest rate so far down the road, but that dollars from the interest rate would be reinvested into the program to keep the fund 'evergreen'. Mr. Pittman noted the special needs of the minority and women business target group and how the convening group had established social capital and trust with those target groups.
- Technology and Innovation Incubators – Mr. Kim Williams noted that the proposed incubator program would provide resources to all community members. Mr. Williams noted that current incubators focus on providing working space while the proposed incubator program would support current and future incubators with an inventory of resources and training. The funding might additionally be used to assist with feasibility studies to develop new incubators. Mr. Williams suggested that requirements to make a business stay in the community is not considered a business incubator best practice and discussed the incubator at the University of Central Florida as an example of how incubators operate. Finally, Mr. Williams noted that the funding could be used for space, furniture/equipment, staff, programing, and anything else that would promote commercialization and job creation.

- Tallahassee Regional Airport Growth and Development – Ms. Cassandra Jackson, Assistant City Manager, discussed the benefits of improving the airport to an international designation, principally the new opportunities from international freight and logistics (Attachment #8). Ms. Jackson also discussed the synergy between a convention center and an improved airport and how both could work together to grow Tallahassee’s economy (Attachment #8). Finally, Ms. Jackson discussed missed opportunities from not having parts of the airport property accessible and ready for development.
- Quantum Leaps and Signature Festivals – Ms. Kelly Dozier, Chair of the Cultural Plan Update Committee, discussed different sources of funding for the arts, other than the sales tax, and how this project would leverage those additional funding sources (Attachment #9). Ms. Dozier also discussed how this project could provide signature public art pieces for gateway projects like the South Monroe/Adams Corridor. Next, Ms. Dozier discussed how the project could support, grow, and market existing festivals to attract new visitors. Mr. Bill Berlow noted that this project has good opportunities for education components with the schools.
- Raising the Ship Talent Development – Dr. Jim Murdaugh, President of Tallahassee Community College, Mr. Scott Balog, TCC President’s Chief of Staff, Ms. Kim Moore, TCC Vice President for Workforce Development, and Mr. Jim McShane, Executive Director for Workforce Plus, collectively answered questions and demonstrated the collaboration inherent in this project. The group distinguished the project from services already being offered and noted that this project would breakdown the silos existing between various organizations providing workforce training (Attachment #10). The group reviewed the cost breakdown of the project’s elements and noted that the project allows the community to be proactive in workforce training instead of reactive.
- Business Retention, Expansion, and Attraction Fund – Ms. Sue Dick, President of the Greater Tallahassee Chamber of Commerce, noted how the fund could be used to brand and market existing assets and resources to better attract or retain businesses and help existing businesses expand (Attachment #11). Ms. Dick also discussed how the fund could be used to provide additional incentives, such as procuring hard assets. Next, Ms. Dick noted how this fund is different from existing funds and other funds being presented by Imagine Tallahassee. Finally, Ms. Dick discussed how the fund could be used to develop a crisis management plan to make the community economically resilient.
- Economic Opportunity Rapid Response Fund – Ms. Henree Martin differentiated this fund from the other funds previously discussed. Ms. Martin stated that this fund could quickly respond in a crisis to save jobs, compared to the other funds that have a long process and aren’t immediately available. Ms. Martin noted the governance structure previously discussed and that the IA would establish rules and guidelines and has final say on the sales tax funds. Ms. Martin also explained that the members of the EDCC overseeing the fund would be subject to sunshine. Mr. Dan Newman asked whether there are cities that have a similar fund and the Ms. Rivers noted that the State of Florida has a similar Quick-Action Closing Fund.

**Agenda Item #4: Next Steps: Discussion on the January 16, 2014 meeting: - Final Allocations and Infrastructure Project Recommendations**

Staff distributed a book of updated information on the infrastructure Sales Tax projects for the Committee to review prior to its meeting on January 16, 2014. During this meeting, the Committee will deliberate their final recommendations on the infrastructure projects and the economic development portion of the sales tax.

Mr. Lamar Taylor noted his desire to see a citizen committee in the governance structure with discretion and flexibility over the future Blueprint process. Chairman Steven Evans asked that Mr. Taylor provide his comments in writing to the Committee and staff prior to the next meeting on January 16, 2014.

In preparation for the January 16, 2014 meeting, Chairman Evans charged the Committee to remember that its objective is to make the tough recommendations that will benefit the community as a whole over the next twenty years. Chairman Evans cited the community's extraordinary needs and the Committee's opportunity to help provide a safe, healthy and dynamic community that people can grow, live, and prosper. He additionally urged the Committee to remember civility, respectful discussion and debate and in the end, that the Committee will vote as a team.

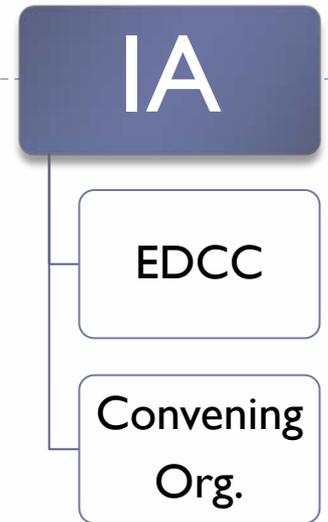
**Meeting adjourned at 2:19 p.m.**

**Attachments:**

1. Proposed Governance Structure with EDCC
2. Final Imagine Tallahassee Project Recommendations and Costs
3. Requests for additional information from the December 5, 2013 Sales Tax Committee meeting
4. Map of South Monroe/Adams Corridor Infrastructure Sales Tax project
5. Tallahassee Entrepreneurial Life Cycle
6. Entrepreneurial Excellence Program Demographics
7. Marketing Investment for Entrepreneurial Eco System
8. Airport Responses
9. Arts Alternative Funding Sources
10. Raising the Ship New Services
11. Business Retention/Expansion/Attraction Marketing

# Governance

- Three tiered approach
- Economic Development Coordinating Council (EDCC)
  - County Economic Development Director
  - City Economic Development Director
  - FSUVP of Research
  - FAMUVP of Research
  - TCCVP of Economic & Workforce Development
  - Executive Director of Leon County Research and Development Authority
  - CEO of Workforce Plus
  - Executive Director of the EDC
  - President of the Greater Tallahassee/Leon County Chamber of Commerce
  - President of the Capital City Chamber of Commerce
  - President of the Big Bend Minority Chamber of Commerce
- EDCC Roles & Responsibilities
  - A. Evaluate timing and forward recommendations
  - B. Build and leverage social capital
  - C. Evaluate performance and provide accountability



## ***FINAL RECOMMENDATIONS***

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### **A. Creating & Sustaining an Entrepreneurial Ecosystem**

Entrepreneurial Development	\$15 million
Minority & Women Business Investment	\$7.5 million
Technology & Innovation Incubators	\$10 million

### **B. Competing as an Economic Hub**

Regional Airport Growth & Development	\$15 million
Business Retention, Expansion & Attraction	\$15 million
Economic Opportunity Rapid Response	\$7.5 million

### **C. Growing Our Destination Product for Travel and Tourism**

Madison Mile Convention District	\$20 million
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### **D. Supporting a Creative Culture and Urban Lifestyle**

Quantum Leaps & Signature Festivals	\$5.0 million
South Monroe / Adams Corridor Catalyst	\$5.1 million

### **E. Investing in Human Capital**

Raising the Ship Talent Development	<u>\$5.125 million</u>
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**TOTAL:** **\$105.225 million** **13.9%**

### Entrepreneurial Development Fund

- Are there educational components tied to the program?
- What percentage of participants in the existing program minorities?
- What will be the governance structure?
- What will be the metrics?
  - How many jobs created?
  - What will be measurements of growth?

### Minority and Women Business Investment Fund

- What interest rate would be charged to keep the fund evergreen?
- What is the need for a separate entity to process these funds instead of the entrepreneurial program?
- What mechanics will be built in for participants who encounter difficulties after loans are made?
- Could the program be changed to one driven by geographical parameters? (i.e. available to businesses on the south side)

### Technology and Innovation Incubators

- Is this limited to universities or does it serve the whole community?
- How is this different from incubators in the community that already exist?
- How does this compare to university incubators?
- Could a maintenance requirement be added? Require that jobs or businesses stay here for a period of time?
- Detailed information on other incubators:
  - Who is in charge of them?
  - How are they used?
  - Who uses them?
  - What are their successes?
- Where will funding be used? Space, furniture, staff?

### Tallahassee Regional Airport Growth and Development

- Show a link between the Madison Mile project and this project
- Why pursue the international component?

### Business Retention, Expansion, and Attraction Fund

- How does this help small businesses?
- Does this help service industry businesses?
- What is the EDC's role for existing businesses? What has been examples of success?
- How is this different from the Entrepreneurial Development Fund?

### Economic Opportunity Rapid Response

- What is the difference between this program and the Retention, Expansion and Attraction Fund?

- What special circumstances would trigger the use of this fund?
- How does this comply with sunshine requirements?
- Would priorities or goals change each year? Could EDC have the flexibility to deal with that?

#### Madison Mile Convention District

- What are demand projections for the hotel?
- How would the annual operating expenses be handled?
- Emphasize the pedestrian connectivity that currently ends at the law school. How can it be connected to downtown?
- What is the specific timeline of the project?

#### Quantum Leaps and Signature Festivals

- What is relation to funding already being provided?
- What specifically will funding address? Measure shouldn't be number of grants given out, but what we get in return.

#### South Monroe/Adams Corridor Catalyst

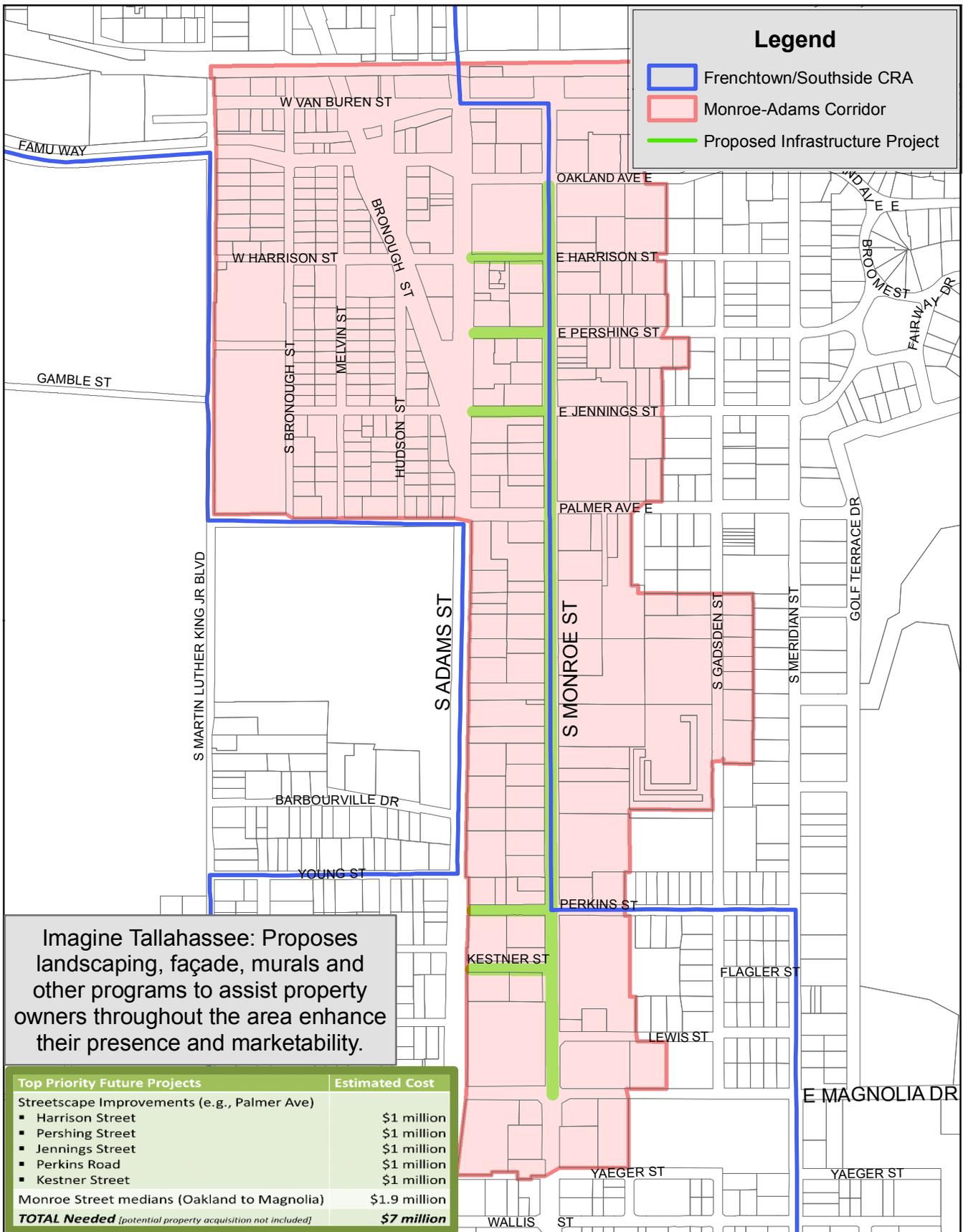
- Need a clearer understanding of what investments will be made and how they complement infrastructure investments already being examined.
- How will this expand what the SBDC already does? Will specific activities be targeted by them?
- Show on a map the Blueprint funded South Monroe project and the changes this proposed project would fund.

#### Raising the Ship Talent Development

- Show how this project is different from programs already being addressed and other similar programs proposed by Imagine Tallahassee.

#### Overarching Questions

- How should these projects be prioritized?
- What will be the oversight structure?
- Could any of the programs be combined?



### Legend

- Frenchtown/Southside CRA
- Monroe-Adams Corridor
- Proposed Infrastructure Project

Imagine Tallahassee: Proposes landscaping, façade, murals and other programs to assist property owners throughout the area enhance their presence and marketability.

Top Priority Future Projects	Estimated Cost
Streetscape Improvements (e.g., Palmer Ave)	
▪ Harrison Street	\$1 million
▪ Pershing Street	\$1 million
▪ Jennings Street	\$1 million
▪ Perkins Road	\$1 million
▪ Kestner Street	\$1 million
Monroe Street medians (Oakland to Magnolia)	\$1.9 million
<b>TOTAL Needed</b> <i>[potential property acquisition not included]</i>	<b>\$7 million</b>

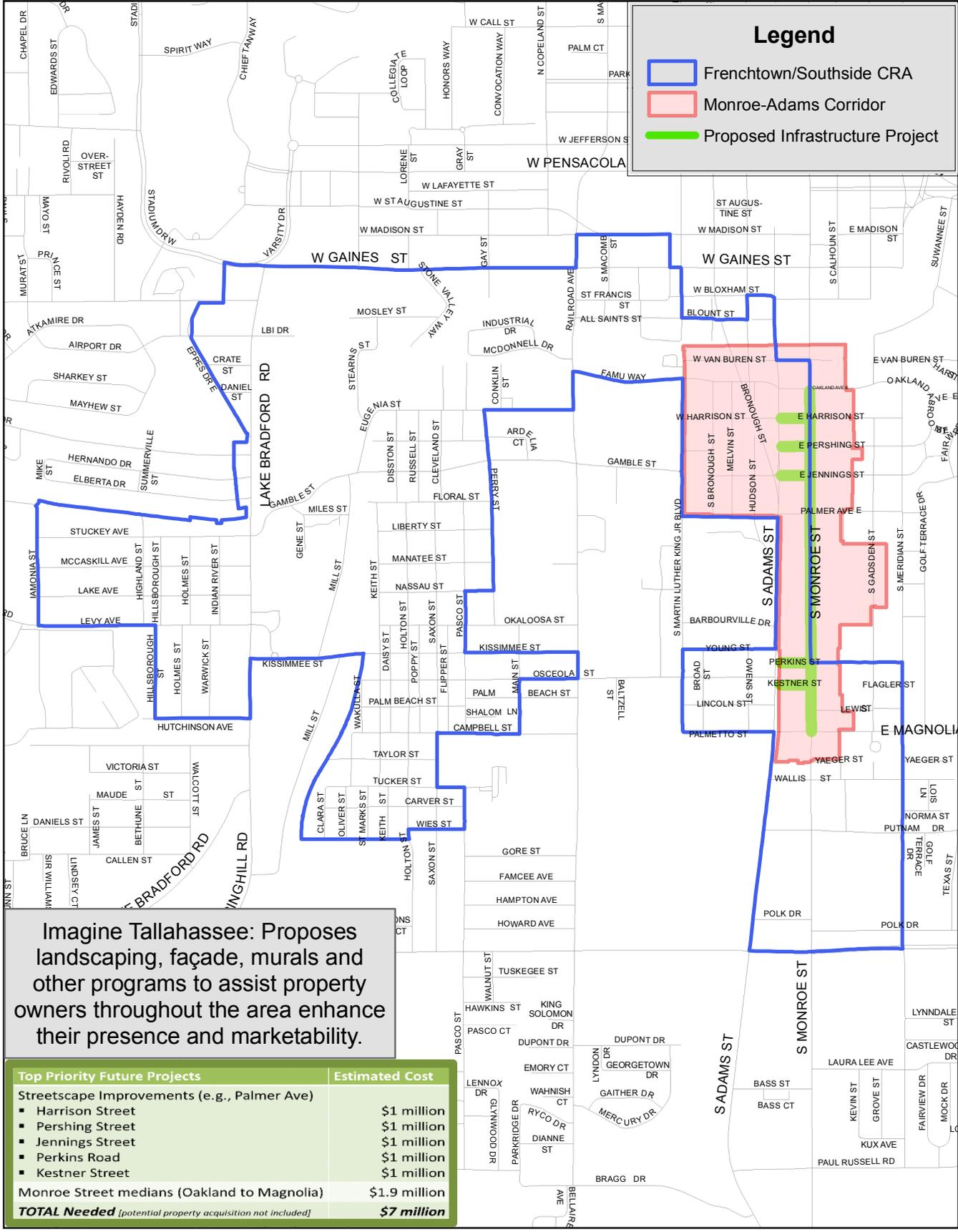
# Monroe-Adams



This product has been compiled from the most accurate source data from Leon County and the City of Tallahassee. However, this product is for reference purposes only and is not to be construed as a legal document or survey instrument. Any reliance on the information contained herein is at the user's own risk. Leon County and the City of Tallahassee assume no responsibility for any use of the information contained herein or any loss resulting therefrom.  
Map Created: December 11, 2013

### Legend

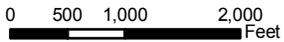
- Frenchtown/Southside CRA
- Monroe-Adams Corridor
- Proposed Infrastructure Project



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# Monroe-Adams



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Map Created: December 11, 2013

# The Tallahassee Entrepreneurial Life Cycle



## Stage 1. Opportunity Recognition

Recognize a business opportunity exists

## Stage 2. Opportunity Focusing

Figure out if the opportunity has merit/is real

## Stage 3. Commitment of Resources

Develop and execute the plans to make a business out of the opportunity

## Stage 4. Market Entry

Test the business idea/start for real

## Stage 5. Full Launch and Growth

Make the business work on an everyday basis

## Stage 6. Maturity and Expansion

You have had success, now expand and build on it

## Stage 7. Liquidity Event

Execute the exit strategy from Stage 3

Entrepreneurial Excellence Program

Small Business Development Center

Incubation Ecosystem

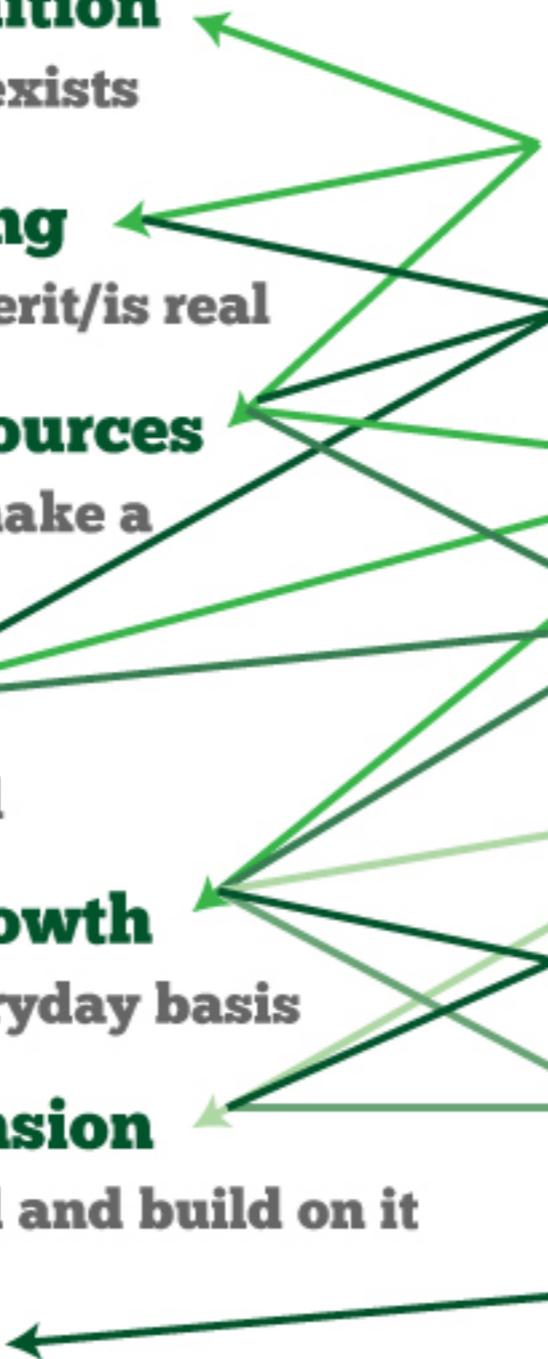
Help find the initial funding  
(GAP/Venture Capital/Federal)

The Jim Moran Institute

Talent Supply (TCC, WORKFORCE plus)

Economic Development Council

Buy the jet plane and mansion  
(AND become a mentor helping  
the great Tallahassee Success Story)



## Breakdown of Companies Attending EEP Classes 1-6

Number of Businesses Attending EEP Class	68	100%
Number of Businesses headed by White Males	28	41%
Number of Businesses headed by White Females	15	22%
Number of Businesses headed by Black Males	12	18%
Number of Businesses headed by Black Females	8	12%
Businesses headed by Asian/Hispanic Males	5	7%

# Marketing Investment for Entrepreneurial Eco System

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- Joint marketing with Universities and Leon County Research & Development Authority
- Attendance at high tech symposiums and conferences
  - aerospace, engineering, bio/medical
- Tallahassee hosted conferences to attract venture capital/investor interest in local startups
  - University & private sector
- Advertising in specific entrepreneurial focused media

*Funding Request - \$250,000 per year*

*\*Comparable university high-tech communities currently invest \$750,000 to \$2.15 M per year*



**December 12, 2013**

**Action Item: Show a link between the Madison Mile project and the Airport Growth and Development Project.**

- Enhanced airport facilities and infrastructure make the airport more attractive for convention center passengers and business leaders that may be researching the community, workforce talent and training support.
- Will increase total passenger enplanements and results in better aircraft "load factors" (percentage of revenue generating seats filled on the aircraft) and profitability for our commercial air carriers.
- Will result in additional airport revenues (i.e. airport concessions, passenger facility charge (currently \$4.50 per enplaned passenger) that can then be used to assist with lowering costs and providing local participation dollars to federal and state grant opportunities.
- Increased passenger activity results in more competition which then results in more competitive pricing (lower air fares) by existing air carriers.
- International airport status opens new economic development opportunities related to business, research and workforce development.



**December 12, 2013**

**Action Item: Why pursue the international component?**

The Tallahassee Regional Airport serves a diverse group of users in a 34 county area encompassing north Florida, southwest Georgia and southeast Alabama. The airport realizes approximately 65,000 annual aircraft operations. These operations represent users of nearly all sizes and types of aircraft to include light piston-driven aircraft, corporate/business jets, military aircraft and commercial air carriers.

By securing an international airport designation, the City of Tallahassee and the surrounding region will benefit from increased economic development opportunities and improved air service options, while also developing a more established aviation sector and skilled workforce. The ability to accommodate international aircraft services, a foreign trade zone, bonded international freight and air cargo logistics will enhance the growth potential of the airport and entire region. Additionally, the airport will be better postured for diversification and growth of its revenue streams which could result in lower rates and charges to air carriers and, in turn, potential increased air service and commercial development opportunities. Of additional note, the airport is located in a unique geographic position in that there are four aircraft manufacturers located within a 400 mile radius. Opportunities exist to serve these manufacturers with original equipment manufacturer parts and service support.

Airport staff has completed extensive research by working closely with US Customs & Border Protection, local law enforcement, air carriers, general aviation and other airport stakeholders to gauge support and develop a course of action necessary to achieve an international airport designation. Establishment of an international airport designation will entail the airport funding the cost of US Customs & Border Protection agents and their associated office space, information technology needs and passenger processing facilities.



COUNCIL ON CULTURE & ARTS  
FOR TALLAHASSEE/LEON COUNTY

Erica Thaler  
Marketing Director  
COCA - Council on Culture & Arts  
Office 850.224.2500  
[www.cocanet.org](http://www.cocanet.org)  
[www.morethanyouthought.com](http://www.morethanyouthought.com)

*For immediate release*

## **Council on Culture & Arts (COCA) Announces FY14 Grantees**

Tallahassee, FL – November 15, 2013

Twenty-two local cultural organizations have been awarded grant funding which will be used to support a wide variety of programs, events, and public activities. For more than thirteen years, The Council on Culture & Arts (COCA) has administered the cultural grant program on behalf of the City of Tallahassee and Leon County, distributing funds annually to non-profit arts, cultural and heritage organizations that contribute significantly to the quality of life in our community and promote tourism.

A self-reported Economic Impact Survey was conducted as part of the FY14 cultural grant process. Based on grantees' last completed fiscal year (FY12), for every grant dollar provided through this program, the organizations collectively earned more than six dollars from additional sources, leveraging those grant funds and boosting their stability and sustainability. These organizations also employed 992 people and recorded more than 5,800 hotel/motel bed nights. A 2009 Economic Impact Survey conducted by the Americans for the Arts showed that spending by nonprofit arts and culture organizations and their audiences totaled \$74.6 million in Tallahassee/Leon County during 2008 and generated more than 7.5 million in government revenue.

"Investing in arts and culture is a major contributor to economic vitality. These needed funds help to enrich our community and serve as an economic engine by attracting visitors to the region. A community with more amenities attracts employers and is better suited to attract and retain a talented workforce," said COCA Board member and County Commissioner, Kristin Dozier.

Successful cultural grant applicants receive awards that are funded by City dollars, County dollars or a combination of both. Recipients of City funds--from general fund revenue-- have demonstrated dedication to creating broader public access, benefit, and participation in arts and cultural activities, enhancing both quality of life and our local economy. Recipients of County funds--from tourist development tax revenue-- have demonstrated efforts to enhance Leon County's tourism impact in accordance with Florida Statutes.

Developed by a community task force, the cultural grant guidelines are reviewed and revised every year. Organizations are eligible to request funds based on funding levels and specific eligibility categories. As part of the rigorous and competitive process, a diverse panel of citizen volunteers reviews and evaluates the grant applications. The scores earned by the organizations set the funding priorities. Evaluations are based on focus areas such as: quality of programs, appeal as a visitor destination, organizational support

through other funding sources, community impact and education, outreach and service to diverse populations, and management capability of board and staff.

“Based upon the number and caliber of requests for COCA cultural grant funds, we’re in for another great year of arts and cultural offerings for our citizens and those visiting our region,” said COCA Board member and City Commissioner, Gil Ziffer.

COCA is proud to work with the City of Tallahassee and Leon County and we applaud our local government for understanding and appreciating the return on investment to the non-profit cultural sector. The programs and destinations funded, in part, by these grant dollars help make our area an exciting place to visit and, equally important, make our community a vibrant place to live, learn and work. Young and old, rich and poor, resident and visitor—every segment of our community deserves the benefit of great art and culture. The arts educate our children, stimulate our economy, beautify our surroundings, and open our minds. The capital area offers an array of inspiring and engaging activities for people of all ages. COCA invites you to join us as we celebrate and support the rich cultural tapestry of our community.

#### **FY14 Citizen Grant Review Panel Members**

Johanna Money-Panel Chair (non-voting), COCA Board of Directors  
Dr. Antonio Cuyler-Assistant Professor of Arts Administration, Florida State University  
Beth Eby-Architect, MLD Architects, Inc.  
Morgan B. Lewis-Arts Consultant, FL Department of State/Division of Cultural Affairs  
Rob Rushin-Musician/Writer/Consultant/Analyst  
Ms. Nanette Schimpf-Managing Director, Moore Communications Group  
Michelle Wilson-Director of Sales and Marketing, Hampton Inn and Suites

#### **The FY14 grant awards are as follows:**

##### **621 Gallery**

\$11,340 Total Award

##### **African Caribbean Dance Theatre**

\$35,503 Total Award

##### **Anhinga Press**

\$4,800 Total Award

##### **FAMU/Challenger Learning Center**

\$71,819.15 Total Award

##### **FSU Museum of Fine Arts**

\$15,000 Total Award

##### **FSU Seven Days of Opening Nights**

\$12,000 Total Award

##### **Goodwood Museum and Gardens**

\$20,000 Total Award

**John Gilmore Riley Center/Museum**

\$47,000 Total Award

**LeMoyne Center for the Visual Arts**

\$52,200 Total Award

**Mickee Faust Alternative Performance Community**

\$9,878.40 Total Award

**Tallahassee Bach Parley**

\$4,986 Total Award

**Tallahassee Civic Chorale**

\$3,520 Total Award

**Tallahassee Community Chorus**

\$20,332.80 Total Award

**Tallahassee Film Society**

\$4,637.40 Total Award

**Tallahassee Little Theatre**

\$45,000 Total Award

**Tallahassee Museum of History and Natural Science**

\$325,000 Total Award

**Tallahassee Symphony Orchestra**

\$68,200 Total Award

**Tallahassee Youth Orchestras**

\$13,531.20 Total Award

**The Artist Series of Tallahassee**

\$25,020 Total Award

**Theatre A La Carte**

\$6,300 Total Award

**The Tallahassee Ballet**

\$51,849.05 Total Award

**Young Actors Theatre**

\$61,350 Total Award

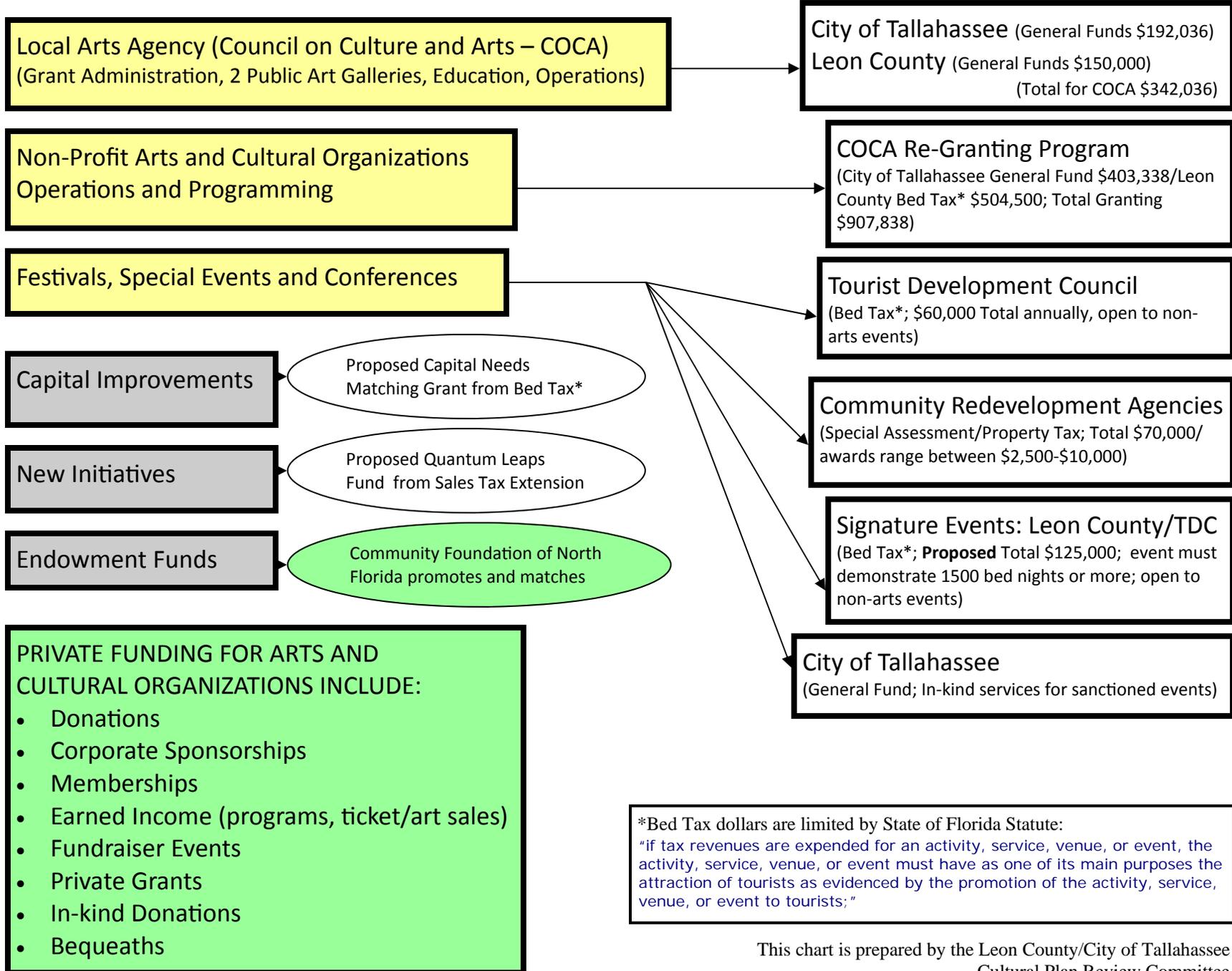
### **About the Council on Culture & Arts (COCA)**

COCA, the Council on Culture & Arts, is a non-profit organization that serves as the facilitator and voice for the arts and cultural industry in Florida's capital area. We play a dual role: providing information, and promoting the arts and culture to citizens and visitors. Designated to serve you as the local arts agency for Tallahassee and Leon County, the capital area's only umbrella agency for arts and culture, COCA, works with and for those who produce, invest in, and consume the arts and culture in the area. COCA is not a government entity, but works hand-in-hand with the city, county, state, and local school district as their cultural industry partner. To view COCA's online features such as the artist directory, the cultural attractions in our area, and ways to get involved in the arts, visit COCA at [www.cocanet.org](http://www.cocanet.org). COCA also maintains an online calendar of area events at [www.morethanyouthought.com](http://www.morethanyouthought.com). For more information about COCA call 850-224-2500 or email [cultural@cocanet.org](mailto:cultural@cocanet.org).

# # #

COMMUNITY IDENTIFIED FUNDING NEEDS

TAX REVENUE FUNDING SOURCES



\*Bed Tax dollars are limited by State of Florida Statute:  
 "if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event must have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists;"

**Imagine Tallahassee  
*Raising the Ships*  
Sales Tax Committee Presentation  
December 12, 2013**

How does this project differ from programs already addressed and other programs proposed by Imagine Tallahassee?

**Services currently being offered locally**

- Skill assessment
- Work readiness and job preparedness workshops
- Career counseling
- Case management
- Support services (childcare, transportation assistance)
- Job matching/placement assistance
- OJT/job shadowing opportunities
- Federal bonding assistance

**Additional services to be offered**

- In-demand training customized to meet local and regional employer needs
- Access to short-term training to make job seekers more marketable
- Entrepreneurship training
- Attract workers and employers from across the southeast US – create a destination
- Real job opportunities through the SRE – workers grow their job/skill portfolio and opens door to future careers
- More coordinated in our approach to moving job seekers toward available jobs
- Greater sophistication in use of regional jobs data – includes alignment of workforce skills with available opportunities

# Marketing Investment for Retention/Expansion

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- Branding existing assets and resources
- Target Industry Sector Survey/Data Development
- Small Business – Supplier Chain Marketing
- Digital/Social Media Marketing
- Corporate Headquarters Outreach Program
- Crisis Management Plan

# Marketing Investment for Attraction

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- Branding to target industry sectors
- Industry sector – higher education events
- Business decision maker outreach
  - site consultant familiarization
  - corporate real estate markets/shows
- Media relations, Social media, Paid advertising,
  - Regional, national, international
- Sites & building database and research
- Competitive city analysis – Industry sector assessment

Funding Request - \$250,000 per year

\*Comparable communities currently invest \$500,000 to \$1.2 M per year