



FY 2009-10 Annual Report

1. The name of the Economic Development Agency, Entity or Organization (EDO) and their contact information:

Economic Development Council of Tallahassee/Leon County, Inc.
Beth Kirkland, CEcD
Executive Director
PO Box 1639
Tallahassee, FL 32302
(850) 521-3114
bkirkland@taledc.com

2. The name of the local government the EDO has a contract with: Leon County

3. The amount of funds received from the local government. \$174,500

4. The amount of funds received from private investors. \$518,000

5. Administrative costs of the EDO: TBD

**6. The number of businesses assisted by the EDO and the type of assistance provided.
This includes assisting businesses with:**

A. Customized Assistance

1. Site Selection

In 2009-10 the EDC responded to 52 projects from a variety of lead sources to include Enterprise Florida, Florida's Great Northwest, the EDC Website and other marketing efforts, and community partners. As the fiscal year comes to a close, 35 projects remain active. The total potential capital investment reflected by the projects is \$73 million and the jobs potential is 3,676.

Active – 35

Capital Investment Potential: \$73 million

Job Creation Potential: 3,676

Projects by Targeted Industry Sector:

Aviation, Aerospace, Defense & National Security (Manufacturing): 16

Health Sciences & Human Performance Enhancement: 4

Transportation & Logistics: 1

Renewable Energy & the Environment: 9

Engineering & Research: 6

Information Technology: 17

Community Site Visits

Project Pure – October 26 – 27

Enterprise Florida – November 4 & 5

Project Incredible – January 22

Enterprise Florida International – February 25

Project Incredible – March 15 & 16

Project Rock – April 5

Progress Energy, Wakulla County – June 7

Project Mallette- June 18

Project Bite – July 28-29

Buildings & Sites Searchable Online Database

The EDC communicates regularly with area commercial real estate brokers to learn attributes of available buildings and sites and to educate brokers on the types of incentives available to potential clients. The EDC Web site links to LoopNet, a searchable online multiple listing service for commercial buildings and sites.

2. Permitting and Licensing

The EDC provided economic impact analyses for expansion of existing businesses, new developments or redevelopment of existing facilities seeking concurrency cost reduction under the City of Tallahassee's Emergency Concurrency Relief Act. The following table depicts the short term impact to the construction industry resulting in the retention of 2042.7 jobs and labor and tax revenue of \$92,254,781.

CONSTRUCTION

Concurrency Relief Applicant	Direct	Indirect	Induced	Total	Output	Income
Welaunee	249.1	78.5	87.6	415.2	\$58,284,750	\$18,623,094
Metropolitan	397.5	123.4	139.5	660.4	\$91,957,062	\$29,691,775
Summit East Phase 2 (see permanent)						
Mahan and Capital Circle				568	\$69,839,812	\$26,143,871
Parkway Baptist and Kids Inc				5	\$564,312	\$242,706
Office Max Redevelopment				14	\$1,655,369	\$622,680
Magnolia Preschool				8	\$901,392	\$339,067
Lofts on Gaines				64	\$8,122,407	\$2,368,238
Earth Fare Supermarket	22	4.6	7.5	34.6	\$3,770,256	\$1,621,562
E. 4th Ave Childcare				0.5	\$47,514	\$20,427
Dollar General/Ace Hardware				268	\$37,472,374	\$12,354,255
Animal Aid				5	\$528,036	\$227,106
				2042.7	\$273,143,284	\$92,254,781

The next table shows the projected permanent job creation (not construction jobs) for each of the same projects listed above and the annual impact to the economy as a result of the business expansion or projected tenants to new or redeveloped properties. The concurrency relief program has allowed over 10 projects to move forward that could have been stalled due to prohibitive projects costs. When completed and fully leased the projects will have created close to 5000 jobs and an annual impact to the local economy in excess of \$651 million. The impact analysis was conducted via contract with FSU Center for Economic Forecast & Analysis.

PERMANENT Concurrency Relief Applicant	Direct	Indirect	Induced	Total	Annual Output	Annual Income
Welaunee	959.1	272.9	382.4	1614.4	\$239,805,680	\$81,342,869
Metropolitan	475	166.6	181.3	822.9	\$119,119,417	\$38,800,973
Summit East Phase 2				2,067	\$247,297,288	\$95,498,961
Mahan and Capital Circle NE	104	31	33	168	\$23,439,724	\$8,690,073
Parkway Baptist and Kids Inc				29	\$1,031,443	\$549,100
Office Max Redevelopment				58	\$3,410,112	\$1,420,988
Magnolia Preschool				14	\$637,277	\$637,277
Lofts on Gaines				17	\$1,140,069	\$416,915
Earth Fare Supermarket	95.2	11.1	16.5	122.8	\$9,470,980	\$3,567,763
E. 4th Ave Childcare				8.6	\$478,996	\$174,509
Dollar General/Ace Hardware				60	\$5,265,914	\$1,977,148
Animal Aid				6	\$297,037	\$156,123
			TOTAL	4987.7	\$651,393,937	\$233,232,699

Leon County passed a resolution to delay collection of permitting fees until the project applied for a certificate of occupancy. The EDC evaluated projects requesting the assistance and supplied a letter of support. The following projects participated:

One story office (non-medical)

2139 Maryland Circle

Parcel ID: 2119311 E0010

Warehousing & Distribution

3215 Sessions Road

Parcel ID: 2115204040000

Information Technology Expansion

1630 N. Paul Dirac Drive

Parcel ID: 410327 E0010

Multi-Story Office (non-medical)

3101 Sessions Road

Parcel ID:2115230000020

3. Job Training

Through a partnership with Workforce plus, the EDC markets all available training opportunities. The following grants were made in 2009-10.

Employed Worker Training Grants:

1. Capital City Bank (Credit School) - \$4,852.48 (15 individuals trained)
2. PatLive - \$4,500 (1 individual trained)
3. Supervalu - \$1,892.50 (3 individuals trained)
4. Teligent EMS \$2,710.07 (21 individuals trained)
5. ThinkCreative \$1,666.96 (1 individual trained)

On-The-Job Training Grants:

1. Conley Insurance \$2,710.07 (1 individual hired)
2. E & J Community Resource Center \$1,600.00 (1 individual hired)
3. Manpower \$5,280.00 (3 individuals hired)
4. Premier Bank \$1,032.96 (1 individual hired)
5. Supervalu \$7,552.02 (5 individuals hired)

4. Incentives Education and Referral (federal or state)

The EDC provides incentives education and referrals through Entrepreneurial Assistance Advisory Board, bi-monthly Board of Directors meetings, the Enterprise Zone Development Agency, face to face company visits, and a structured communications & marketing plan.

Entrepreneurial Advisory Board

On October 12, 2009 the Executive Director and CIO of the Florida State Board of Administration, Ash Williams spoke to the board about the Florida Growth Fund. EDC staff provided additional updates on the Florida Opportunity Fund, OTTED Economic Gardening Initiative, and the Florida Commercialization Institute.

On December 9, 2009 the EDC hosted the managing firm of the Florida Opportunity Fund in Tallahassee for meetings with Vision2020 and Tal Terra Capital investment groups. Further marketing of a new component of the Florida Opportunity Fund, the Clean Tech Investment Fund, was presented at the October 2010 EDC Board of Directors meeting.

EDC Board Relations

FY 2009-2010 As the newly appointed Chairman of the Leon County Commission, Bob Rackleff has chosen to sit on the EDC Board of Directors and reappointed Commissioner Cliff Thaell.

Additional new members include:

- New Board Members 10/22/09
- Gil Ziffer- City Commissioner involved in Economic Development Target Issues
 - Matt Brown- Chamber of Commerce Chairman, President/CEO, Premier Bank
 - Todd Sperry- Chamber of Commerce Chairman-Elect, CFO, Oliver Renovation
 - Van Champion- President, Childers Construction Company
 - Sammie Dixon- CEO, Prime Meridian Bank
 - Cecilia Homison- CEO, Florida Commerce Credit Union
 - Chad Kittrell- Principal, Hunter & Harp Holdings, LLC
 - Eric Miller- General Manager, CenturyLink
 - Frank Williams- President, Florida Developers, Inc.

Meeting held at the newly opened Hotel Duval. Welcomed by new board member Chad Kittrell of Hunter & Harp Holdings, LLC who financed the project. Chairman, Kim Williams introduced new Board members and reviewed the Board of Directors Roles and Responsibilities document and Program of Work while emphasizing his focus as Chairman. A Healthcare reform update was provided by John Hogan, CEO of Capital Health Plan and Mark O'Bryant, President and CEO of Tallahassee Memorial HealthCare.

Meeting held at Hotel Duval. Secretary & Treasurer Winston Howell held a Budget

- 12/17/09 Discussion and called for Special Action. The Board voted to adopt several resolutions regarding the FY 2008-2009 budget.
- EDC BOD Meeting Karl Blischke of the Office of Tourism, Trade and Economic Development (OTTED) reviewed **New Market Tax Credits**. The New Markets Tax Credit (NMTC) Program permits taxpayers to receive a credit against Federal income taxes for making qualified equity investments in designated Community Development Entities (CDEs). The purpose of the program is to encourage capital investment in low-income communities (LIC). CEO of WORKFORCE plus, Kimberly Moore provided an update on **Workforce Training Grants**. Through the American Recovery & Reinvestment Act (ARRA) signed by President Obama in February 2009, WORKFORCE plus has received \$2.2 Million to fund services in Gadsden, Leon and Wakulla counties.
- 2/25/10 Meeting held at Hotel Duval. **Fred Glickman, International Office Coordinator for Enterprise Florida, Inc. and Daniel Callaghan, of the E-Florida Europe- UK Office provided a presentation on Business Opportunities in the UK and Ireland.** Matching Florida's main target sectors, the UK's growth sectors include healthcare, software development, environmental and tradable services, life science, and aerospace sectors. In fact, Florida has been in the top 10 US States attracting US investment for the last 5 years. Robert Weissert of **Florida Tax Watch** and Representative Michelle Rehwinkel-Vasilinda (Sponsor of HB165) reviewed **House Bill 165: Streamlined Sales and Use Tax Agreement**. Currently, vendors without a physical presence in Florida are not required to collect and remit sales tax; that responsibility falls to Florida consumers to voluntarily calculate and remit the taxes to DOR. The Streamlined Sales Tax Project (SSTP), a.k.a. SSUTA, is a multi-state effort to examine the problems of sales and use collection from remote sales. Frank and Tracy Mayernick of Colodny, Fass, Talenfeld, Karlinsky & Abate, P.A. also lobbyists for the **Florida Economic Development Council** offered a brief overview of **2010 Legislative hot topics**: number one issue being jobs, closely followed by economic development and budget concerns.
- 4/22/10 Meeting held at Hotel Duval. Fiscal year end 09/30/2009 **Audit Review Results** were reported by Dan Holloway, CPA of Sanders, Holloway and Ryan. Also in attendance was Mark Ryan, CPA. Mr. Holloway reported that they have issued an unqualified opinion which is what a company strives to achieve in a financial statement audit. The only recommendation for improvement was a standard Separation of Duties clause which occurs when companies are required by financial restraints to operate with a smaller accounting and administrative staff than would be preferred. Board voted to accept the **STEM Florida Declaration of Interdependence**. Maggie Theriot, Sustainability Coordinator for Leon County provided an overview of the program and Summit. The **Leon County's Office of Sustainability** operates under the Leon County Board of County Commissioners. The Summit will take place on May 6-7 and will focus on how to foster a sustainable economy and the importance of sustainable food systems. Ideas will be shared on fueling our own local economy with business synergy as well as conscious food

6/24/10

EDC BOD
Meeting

production and consumption. The EDC and Chamber will facilitate sessions on small business tools, entrepreneurialism and economic gardening.

Meeting held at Hotel Duval. Executive Director, Beth Kirkland introduced the EDC's new **Director of Communications & Marketing**, Jordan Jacobs. Jordan provided an overview of several projects currently underway in her department including the monthly "Business Matters" column written by Beth posted on Tallahassee.com and published in the *Tallahassee Democrat*, as well as articles in *FL Trend* and the *Tallahassee Business Journal* to be distributed in October 2010 which will highlight the strengths of our area for developing and expanding businesses and the community as a whole. Larry Lynch, a long time Tallahassee resident and former IBM executive on board of both the FSU Foundation and the Office of IP Development & Commercialization reviewed the **Florida State University Research Foundation (FSURF) Grant Assistance Program (GAP)**. Mr. Lynch introduced Jason Robotham, President of BioFront LLC, which is working to develop and scale up a point of service test kit that is able to detect the presence of the Hepatitis C virus. BioFront is also the first tenant in the new FSU Research Foundation Entrepreneurial Building which has been modified to address the needs of FSU researchers who have launched start-up companies based on their work in the laboratory. John Fraser, Assistant Vice President for Research & Economic Development and Executive Director for IP Development & Commercialization in the Office of Research at Florida State University introduced Dr. Tom O'Neal, Founder & Executive Director of the **UCF Business Incubation Program** and Associate VP for Research & Commercialization. Dr. O'Neal shared his experience in founding the Business Incubator Program at the University of Central Florida (UCFBIP) and expressed that their success is largely due to a university-driven community partnership in an effort to provide early stage companies with the tools, training and infrastructure to create financially stable high growth enterprises. In 2004, the program received the NBIA's yearly award for the best incubator in the USA and the world. The Economic Development Council of Tallahassee/Leon County, Inc. has been awarded a **US Small Business Administration Grant** to guide entrepreneurs through the most vulnerable stages of business development. The program will team researchers and technologists with business specialists resulting in new companies with identified commercial markets and solid business plans. The purpose of the grant is to implement an "Entrepreneurial Excellence Program" in the Tallahassee region to guide entrepreneurs through the most vulnerable stages of business development. The program will be geared primarily toward researchers from Florida A&M University, Florida State University and the various research institutes located in the region that are commercializing technologies and forming new businesses in the emerging sectors of magnet and material sciences. The Entrepreneurial Excellence Program (EEP) will be modeled after methods currently in practice by the University of Central Florida Business Incubation Program. Chairman Kim Williams presented the Technical Proposal to be included in the SBA funding application for a Business Incubator Program and requested the support of the Board to accept the Technical Proposal as written. Support was unanimous.

8/26/10

EDC Meeting Annual Meeting Meeting held at the newly constructed Advanced Manufacturing Training Center on TCC Campus. Board voted to accept the FY2010-2011 Board Slate. Keynote speaker, Dr. Joe Meredith, President of the Virginia Tech Corporate Research Center gave a presentation on the story and success of the Virginia Tech incubator.

Enterprise Zone Development Agency

Annual Forum

The Enterprise Zone Development Agency partnered with the Chamber’s Business Nuts & Bolts program on May 20, 2010 to hold its Annual Forum. Keynote speaker, Greg Gentry, Senior Tax Manager at ADP Tax Credit Services spoke on “Business Resources for Your Bottom Line”. Several small business resource groups and organizations were able to meet and assist business owners and residents through exhibit tables, information booths and meeting areas. As a result, several applications have been filed.

Additional Workshops

Executive Director Beth Kirkland was asked to give presentations to several local groups including the Capital City Kiwanis Club, two Chamber Leads Groups and an FSU Economic Development Planning class. Ms. Kirkland presented local incentives available to businesses while highlighting the Enterprise Zone.

WORKSHOPS	DATE	ATTENDEES
Presentation to Capital City Kiwanis Club	11/30/09	49
Presentation to Chamber Leads Group 1	1/25/10	36
Enterprise Zone Annual Forum	5/20/10	173
Presentation to Chamber Leads Group 5	6/7/10	18
Presentation to DURP Economic Development class at FSU	10/27/10	27

Direct Mailing

The EZDA has partnered with staff in the Tallahassee-Leon County Planning Department and City of Tallahassee to receive contact information for parties requesting building permits and new business licenses. Direct phone calls and letters are sent to inform the business owner or resident of the incentives available through the Enterprise Zone.

Face to Face Company Visits

The EDC under contract to Florida's Great Northwest conducts face to face visits with existing companies in each of the six targeted industry sectors using the Synchronist Business Information System by BlaneCanada, Inc. The results of 90 visits through June 1, 2009 and an additional 85 visits that will be completed by December 10, 2010 will be aggregated and presented through a contracted analysis in Q1 2011.

E-Synchronist contract beginning September 1, 2009

- Completed company visits through June 1, 2010

Sector Breakdown:

Aerospace & Defense	7
Alt-Energy & Environment	3
Information Technology	32
Health Sciences	19
Research & Engineering	18
Transportation & Logistics	7
Other	4
TOTAL:	90

Communications & Marketing

Legislative Dialogue Event

Florida's Great Northwest, in conjunction with Our Region Tomorrow presented the *Northwest Florida Dialogue on Economic Development* on Monday, February 15, 2010. The event was hosted by the Economic Development Council at the DoubleTree Hotel. The dialogue provided an opportunity to express the assets and opportunities of Northwest Florida while hearing the legislators' priorities for the upcoming 2010 legislative session. Legislators and Representatives from Madison to Escambia counties were invited to participate.

In attendance were:

Senator Don Gaetz

Senator Al Lawson

Representative Marti Coley

Representative Dave Murzin

Representative Michelle Rehwinkel-Vasilinda

Representative Alan Williams

Al Wenstrand, President, Florida's Great Northwest

Randy Hanna, Founder and Volunteer Chair, Our Region Tomorrow

Jeff Helms, Volunteer Chairman of Florida's Great Northwest

Representing economic development on the panel was Bill Stanton, Executive Director of the Jackson County Development Council and Regional Representative on the Board of the Florida Economic Development Council. Richard Williams, Executive Director of the Chipola Regional Workforce Development Board represented workforce development. Bo Taff, Manager, Foley Timber and Land Company in Taylor County introduced the Knowledge Economy, Al Wenstrand spoke on the targeted sector of Aerospace & Defense, and Bill Stanton concluded with Transportation & Logistics, and the value of our Rural Infrastructure. The dialogue was moderated by Beth Kirkland, Executive Director of the EDC of Tallahassee/Leon County, Inc.

Other Activities

1. Assisted Governor's Office with Public Relations at local businesses during Florida Small Business Month (October 2009)
2. EDC Outreach PR Campaign
 - Billboards rotating throughout calendar year
 - Tallahassee Democrat
 - Business Matters web page includes mini-ad and commercial (Jan-Sept. 2010)
 - 395,000 impressions, 418 clicks (.11%)
 - Business Matters e-newsletter (Jan.-Sept. 2010)
 - 102,000 impressions, 25 clicks (.02%)
 - Tallahassee.com(September 2010)
 - 16,300 impressions, 5 clicks (.03%)
 - Tallahassee Democrat print campaign (May-August 2010)
 - 13 program print ads focused on programs (Business & USA Today section)
 - 3 full-page print ads delivering the overall mission of the EDC
 - ½ page print ad in 2010 Living Here Guide
 - Florida Trend
 - June – Advertorial and Marketplace
3. Email Communications
 - 11 Investor Insider editions
 - 24 e-News editions
 - 42 various email editions (roundtables, special events, etc.)

 - 46,610 sent, 11,302 opened, 1,727 clicks
4. Press Hits Since October 1, 2009
 - 81 hits in newspapers, magazines, television, and radio this fiscal year
 - 3 secured bylines in the Tallahassee Democrat

5. EDC Website Stats Since October 1, 2009

- 14,401 unique visitors
- 39,478 page views
- Average time on site: 3 minutes 06 seconds
- 61.68% are new visitors

6. Capital Regional Manufactures Website Stats Since March 1, 2010

- 312 unique visitors
- 794 page views
- Average time on site: 1 minute and 31 seconds
- 82.69% are new visitors

7. EDC Annual Report

- Sent to print February 23, 2010
- Sent to partners March 15, 2010

8. Press Conferences

- GOTCHA Group Press Event October 29, 2009
- Danfoss Turbocor / Copenhagen trip Press Conference December 2, 2009
- King Arthurs Tools Expansion Press Event December 10, 2009
- Capitol Energy Communications Press Conference, April 19, 2010

9. Website updating

- a. Updates went live February 22, 2010
- b. Improved map graphic on the home page showing Tallahassee in relation to Florida and the southeastern US
- c. Expandable navigation bar including two new sections: International Business Development and Entrepreneurial Resources
- d. Better placement for partner logos
- e. Photo Gallery
- f. Multi-tab Information Hub: News, Calendar, Social Networking, Media, Contact
- g. Improved the mapping components to include varying views and zoom levels as well upgrading to LoopNet version 8.0

10. Consultant Missions – face to face meetings with site selection consultants and trade shows.

Average of 5 consultant meetings per mission.

- a. Florida's Great Northwest FOCUS Event October 8-10, 2009
- b. Atlanta March 9-11, 2010
- c. Farnborough Air Show July 19-25, 2010
- d. Chicago August 10-12, 2010

11. Trade Shows & Special Forums

- a. Economic Gardening Presentation to Senate Economic Development & Transportation Committee October 7, 2009
- b. FSU Research Foundation Sneak Peek October 15, 2009
- c. 2010 County Workshop on Legislative Priorities October 27, 2009
- d. FSU Real Estate Conference/Gaines Street Tours October 29-30, 2009
- e. Florida Symposium on Offshore Drilling November 2, 2009
- f. Florida House Transportation and Economic Development Appropriations Committee November 3, 2009
- g. Florida House Economic Development Policy Committee November 4, 2009
- h. Governor's Small Business Summit November 5, 2009
- i. Manufacturers Association of Florida Summit November 5, 2009
- j. Florida Jobs Summit January 15, 2010
- k. FAMU/FSU College of Engineering Industry Days January 19-20, 2010
- l. Manufactures Association of Florida Industry Days February 1-2, 2010
- m. Florida Black Business Investment Board Small Business Event February 11, 2010
- n. Legislative Dialogue Event- Access to the Issues February 15, 2010
- o. Leon County Sustainability Summit May 6-7, 2010
- p. Center for Advanced Power Systems Symposium May 19, 2010
- q. Infrastructure for the New Economy Forum June 9, 2010
- r. Gulf Oil Spill Update: Small Business Emergency Bridge Loan Overview June 18, 2010
- s. Florida Center for Advanced aero Propulsion Symposium August 9-10, 2010

5. Technical Assistance

International Business Development (IBD) Program

The IBD's mission is to provide education, information and, where necessary, advocacy to regional business executives and organizations in the following areas:

- Attracting, growing and diversifying international business opportunities
- Providing leadership, counseling and advocacy on international business issues through strategic partnerships
- Delivering valuable resources and services to EDC partners, Chamber members and other interested community businesses

Activities

- King Arthur's Tools press conference held on December 10
- King Arthur's Open House and Expansion on December 11
- IBD Committee meeting on January 12, April 6 and July 12
- Attended EFI Global Expo in Pensacola on February 4
- Nominated King Arthur's Tools and HB Sherman Traps for US Chamber's Faces of Trade series

- Attended TLH-SMXF Open House on March 12
- King Arthur's Tools one of four Florida companies recognized by the US Chamber's Faces of Trade series
- Attended International Days in Tallahassee April 13-14
 - Florida Chamber of Commerce International Committee Meeting
 - King Arthur's Tools chosen as a US Chamber Faces of Trade honoree
- Named Florida Economic Development Council's 210 Excellence in International Businesses Development award recipient on May 16
- Participated in the on June Haiti Forum on June 11
- Now serving on the Florida Chamber's International committee

Seminars

October 1, 2009: The first session for FY 09-10 featured a panel discussion with Coton Colors, Bali Hi, UPS Trade Direct. 35 attended.
Importing 101

November 5, 2009: The second session featuring Ilona Vega, Enterprise Florida and Panelist from HB Sherman Traps and TL-SMX Foundation. 30 attended.
Foreign Direct Investment

March 18, 2010: The first session in a three part series featuring Andrea Moore, Enterprise Florida and Mike Higgins, US Department of Commerce. 18 attended.
Exporting Updates

April 20, 2010: The second session in a three part series featuring Paul Smart, CH Robinson and Vinnie Scerbo, Landstar Transportation Logistics.
Importing Updates

May 27, 2010: High Level session in a three part series featuring International Protocol experts: Buenita Lee and Gary Rogers. 50 attendees.
International Business Protocol

FY 2009-2010 Summary

- **Informational Opportunities Email Alerts: 11**
- **Local businesses attending other events : 5**
- **Trade Missions Inbound/Outbound: 2**
- **International-related Community Visits: 11**
Argentina, France, Spain, Haiti, Trinidad & Tobago, Antigua & Barbuda, Canada, Germany, India, Colombia mission, St. Marteen
- **Request for Information: 32**

GrowFL Economic Gardening Institute

- Contract Requirement 1.2/1.3
 - Summarize performance against the requirement to assist with the application and qualification of at least 30 companies from the region:

In November 2009, the EDC was selected by University of Central Florida Tech Transfer Office to serve as one of six EDO partners in the state for the new Economic Gardening Institute established by the Governor's Office of Tourism, Trade and Economic Development. The program focuses on technical assistance for 2nd stage companies.

Marketing and Outreach

Northwest, the sixteen counties from Jefferson to Escambia, via several mediums: Tallahassee Democrat (print and online), EDC Website (www.taledc.com), EDC Enews, and EDC Investor Insider.

Pamella Butler, CEO of Aegis Business Technologies, testified on behalf of the program on March 10 to The House Economic and Community Affairs Council. Pam Butler also presented to the EDC Board of Directors her exceptional experience with the program.

The EDC Entrepreneurial Systems Working Group received a presentation from Steve Quello on March 16, 2010. Several local qualifying companies were in attendance including IS Consulting, SalterMitchell and A.M.W.A.T.

Our office conducted video testimonials with Notary Public Underwriters, Aegis, and Partners in Association Management.

- Contract Requirement 1.1 / 1.4
 - Summarize CEO Forums coordinated in the region – Identify date of each event. Provide attendee lists for each event (if attendee list is not available, please provide estimate of the number of 2nd stage CEO's present at the meeting):

A regional CEO forum was coordinated with the metro areas of Northwest Florida and held on June 30 at the FSU Panama City campus. Steve Quello provided program overview and roundtable information. Steve Roden of LearnSomething.com served as the keynote. Also present was Dr. Tim Holcomb, Executive Director of the FSU Jim Moran Institute for Global Entrepreneurship.

Pensacola Chamber of Commerce held a second CEO forum on September 20.

- Summarize CEO Roundtables coordinated in the region – Identify date of each roundtable meeting. Provide roundtable participant lists:

The EDC is partnering with the Jim Moran Institute to meet the CEO Roundtable and Forum requirement. The mission of the Jim Moran Institute for Global Entrepreneurship is to cultivate, train and inspire entrepreneurial leaders in the community through world-class education programs and curriculum, intensive consulting assistance and mentorship to entrepreneurs and business owners, leading-edge academic research and applied education and public recognition. JMI operates four CEO roundtables in the Tallahassee region. The EDC held an introductory Roundtable with Steve Quello on June 30 and Pensacola Chamber held one on September 20.

The EDC holds quarterly Industry Sector Roundtables and at each Roundtable the GrowFL program was promoted. These events attract anywhere from 30 to 40 people. GrowFL marketing materials are available through the Chamber of Commerce lobby.

Company Applications

Three local northwest Florida businesses qualified for and received assistance under the initial pilot program: Notary Public Underwriters, Hixardt and Aegis Business Technologies. A total of 14 companies have been accepted into the program out of 16 applications. (see chart below)

Account Name	Status	Application Complete?	NAICS Prefix	Interested In Loan?	Region	County
Coast Products, LLC	Application Denied	No	42 Wholesale Trade	Yes	Northwest	Bay
Compass Solar Energy	Application Denied	Yes	23 Construction	Yes	Northwest	Escambia
west coast metal roofing and construction	Application Denied	Yes	23 Construction		Northwest	Santa Rosa
AMWAT Moving & Warehousing	Application Denied	Yes	48 Transportation and Warehousing	Yes	Northwest	Leon
Full Press Apparel, Inc.	Assistance In Progress	Yes	31 Manufacturing	Yes	Northwest	Leon
H2 Performance Consulting Corporation	Assistance In Progress	Yes	54 Professional, Scientific, and Technical Services		Northwest	Escambia
Bit-Wizards Custom Software Solutions, Inc	Assistance In Progress	Yes	54 Professional, Scientific, and Technical Services	Yes	Northwest	Okaloosa
C.B.Metcalf Co.	Assistance In Progress	Yes	54 Professional, Scientific, and Technical Services	Yes	Northwest	Escambia
Moore Consulting Group, Inc.	Assistance In Progress	Yes	54 Professional, Scientific, and Technical Services		Northwest	Leon
Custom Production AegisBusiness Technologies	Completed Program	Yes	31 Manufacturing	Yes	Northwest	Okaloosa
Partners in Association Management	Completed Program	Yes	SELECT ONE 55 Management of Companies and Enterprises		Northwest	Leon
Hixardt	Completed Program	Yes	54 Professional, Scientific, and Technical Services		Northwest	Escambia
ISC	Completed Program	Yes	54 Professional, Scientific, and Technical Services	No	Northwest	Leon
Ropella Group Notary Public	Completed Program	Yes	56 Administrative, Support, Services	Yes	Northwest	Santa Rosa
Underwriters, Inc.	Completed Program	Yes	31 Manufacturing	Yes	Northwest	Leon
Salter>Mitchell	Completed Program	Yes	55 Management of Companies and Enterprises	Yes	Northwest	Leon

NUMBERS AND TYPES OF BUSINESSES ASSISTED BY THE EZDA

TYPE OF ASSISTANCE:

234 PHONE CALLS
261 LETTER MAIL-OUTS
111 EZ INFORMATION MAIL OUT
143 EZ ADDRESS SEARCH REQUESTS
303 WORKSHOP ATTENDEES

TECHNICAL ASSISTANCE

4 CONSULTANTS
6 DEVELOPER
3 RETAIL
3 CONTRACTOR
TOTAL 16

B. General Assistance

1. Demographics and market research:

Statistical Information requests: 28 – i.e. Major employers, Fortune 1000 companies

Property Information requests: 20

General Information requests: 35 - i.e. Community Demographics, Regional Demographics

2. Workforce assistance – recruitment, screening and placement of new employees: The EDC partners with Region 5 Workforce Board – Workforceplus by promoting EmployFlorida.com to employers and job seekers, by sponsoring the annual regional job fair and targeted business retention and expansion activities. See Job Training grants received section 6, A #3.

3. Strategic planning assistance:

- The EDC Strategic Planning Process was conducted in FY 2008-09.
- Assisted in the strategic planning of Project Pure.
- Assisted in the strategic planning process of the Tallahassee Chamber of Commerce and Workforce Plus.
- Participated in SWAT analysis of the Community Redevelopment Agency.

4. Forums and workshops:

An additional and effective approach to working with existing companies is the industry sector roundtables. First Focus manages active roundtables in all six of the EDC's targeted sectors. Healthcare, Manufacturing, and Technology are well established and have produced project initiatives towards workforce development. The newest roundtable additions were established over the last eight months in Alternative Energy, Aviation/Aerospace, and Transportation & Logistics. Each Roundtable is led by a volunteer chair from private industry. Roundtables continue to connect local employers in these sectors to the state associations working on their behalf, such as, Manufacturers Association of Florida, BioFlorida, ITFlorida and the councils of Florida's Great Northwest WIRED program. 2009-2010 activity in each sector is as follows:

Advanced Manufacturing: (Capital Region Manufacturers)

Chair: Rob Cowan, Human Resources Manager, General Dynamics Land Systems

- Attended MAF Summit Nov 5-6, 2009
- Meeting December 14, 2009 at CAPS. Smart Meters discussion. Panelist included John Hewa of Talquin Electric and Reese Goad of City of Tallahassee Utilities
- Participated in the Manufacturers Association of Florida's (MAF) Days at the Capitol on February 1-2, 2010.
- Advanced Manufacturing Training Center (AMTC) Program Manager search committee
- Attended the Grand Opening of the AMTC in August

Information Technology: (TalTech Alliance)

Chair: Chet Hall, Chief Information Officer, Fringe Benefits Management Corp.

- Tech Expo scheduled for May 6, 2010
- IT Roundtable on April 21
- IT Roundtable on September 15

Health Sciences & Human Performance Enhancement

Chair: Dewey Streetman, Retired Healthcare Professor, TCC

- Dewey Streetman named new Roundtable Chairman
- Attended healthcare grant meeting on November 20, 2009 at Workforce Plus
- Meeting held on April 29 at FSU's College of Medicine Regional campus
- Meeting August 5 at FAMU's College of Pharmacy

Aviation & Aerospace:

Chair: Bob Van Riper, Vice President, HondaJet Southeast

- Attended Aerospace Corridor event on Aug 27-28, 2009 in Panama City with HPMI, FCAAP, Syn-Tech, Flightline, Capital Avionics, and Elbit Systems.
- Roundtable held on June 15 at Compass Pointe

Renewable Energy & Environment:

Chair: Linda Dunwoody, Operations Manager, Electronics Recycling, Veolia ES Technical Solutions

- FGNW Energy Council meeting at Mag Lab held on Sept 22, 2009. Also toured OGZEB. Considerable positive feedback from participants and FGNW
- Leon County Sustainability Summit – May 6 -8, 2010
- Meeting in conjunction with FGNW's Renewable Energy Council on July 8
- October 26 in conjunction with the Veolia Open House

Transportation & Logistics:

Chair: Mark T. Llewellyn, President, Genesis Group

- In partnership with Our Region Tomorrow, a regional Transportation & Logistics Summit held June 9

Additional Forums & Workshops:

- Big Bend Contractors Quarterly luncheons
- Capital City Rotary
- Tallahassee 100 club
- Tal-tech Alliance
- IESES
- Wakulla Chamber of Commerce
- Various meetings with City and County Commissioners
- Leon County School Board
- Florida Economic Development Council
- National Public Radio Perspectives Show June 17, 2010
- Tallahassee Young Entrepreneur's Organization June 17, 2010

C. Financial Assistance

1. Loan programs- the amount of loans granted and the number of businesses assisted (small and large businesses)

- LearnSomething, Inc. – Economic Gardening Loan \$250,000
- CICEFT/ITER – Construction loan \$450,000 City of Tallahassee
- Gateway, LLC – Recovery Zone Facility Bond – \$9,000,000 Leon County & City of Tallahassee

2. Grants and matching funds assistance – the type of funds granted and the amount of funds

Employed Worker Training Grants:

1. Capital City Bank (Credit School) - \$4,852.48 (15 individuals trained)
2. PatLive - \$4,500 (1 individual trained)
3. Supervalu - \$1,892.50 (3 individuals trained)
4. Teligent EMS \$2,710.07 (21 individuals trained)
5. ThinkCreative \$1,666.96 (1 individual trained)

On-The-Job Training Grants:

1. Conley Insurance \$2,710.07 (1 individual hired)
2. E & J Community Resource Center \$1,600.00 (1 individual hired)
3. Manpower \$5,280.00 (3 individuals hired)
4. Premier Bank \$1,032.96 (1 individual hired)
5. Supervalu \$7,552.02 (5 individuals hired)

Trade Show Grant to participate in the Farnborough Air Show July 19-25, 2010: \$7,500

FL Center for Advanced Aero Propulsion
MSR Industries/Capital Air-Solutions
High Performance Materials Institute

7. The number of new direct jobs as a result of a business being moved into the area or expanding in the area due to the assistance of the EDO.

NUMBER OF JOBS CREATED WITHIN THE ENTERPRISE ZONE:

BUSINESS NAME	NEW/STARTUP	EXISTING	Jobs Created
Auto Zone		X	19
Hotel Duval	X		113
Lowe's		X	24
Aloft Hotel	X		13
Genghis Grill	X		33
CVS		X	2
Advanced Stores Company, Inc.	X		8
Aaron's, Inc.		X	4
Walgreens	X		23
TOTAL			239

CICEFT/ITER: 5
 King Arthur's Tools: 3
 Global CNC Solutions: 10
 Marpan: 8
 Verdicorp: 5
 Florida Custom Synthesis: 3

Total: 273

8. The capital investment of businesses who have been assisted by the EDO.
 As a follow on to question number 7 above, the combined capital investment of the companies creating jobs is \$34,114,499

9. The foreign investment of businesses who have been assisted by the EDO.

The EDC International Business Development program evaluated and responded to the following foreign investment inquiries for a total potential capital investment of \$143 million and job creation potential of 1,432.

Foreign Investment Project Requests 09-10:

Project	Country	Capital Investment (potential) \$	Job Creation (potential)
Medical Group	France	N/A	2
Stopaq	Netherlands	2,000,000	25
Opacmare	Canada	5,000,000	100
Biogents	Germany	300,000	20
DIALOGS	Germany	500,000	5
Liberty Motor	Canada	250,000	30
Megan	Germany	35,000,000	350
Northgate Arinso	UK	100,000,000	900
Totals:			
8		\$143,050,000	1432

11. The type of incentives and the amount of incentives that the EDO has successfully assisted businesses in receiving:

Enterprise Zone Incentives:

For FY 2009-2010 the total number of Enterprise Zone incentive applications filed is 84; for a total amount of potential tax refunds or credits in the amount of \$639,471.84.

	<u>FY 2009-2010</u>
Jobs Credit	\$66,787.00
Business Equipment Sales Tax Refund	\$37,180.09
Building Materials Sales Tax Refund	\$524,231.46
New Jobs created within zone	239
Business Equipment Purchased	\$654,013.06
Building Materials Purchased	\$23,705,486.58

One childcare application for exemption from ad valorem property tax was filed

12. Any additional information that would show an economic benefit to the local government as a result of the efforts of the EDO.

SBA Funding

Congressman Allen Boyd (D-North Florida), a member of the House Appropriations Committee, helped secure \$450,000 in federal funding for the Economic Development Council of Tallahassee/Leon County (EDC). The federal funds were included in the Consolidated Appropriations Act for Fiscal Year 2010 that passed in the U.S. House of Representatives on December 11, 2009 with Congressman Boyd's support. In total, Leon County will receive more than \$2.5 million in federal funding through the Consolidated Appropriations Act.

The federal funds will be used to implement an Entrepreneurial Excellence Program (EEP) in the Tallahassee region to guide entrepreneurs through the most vulnerable stages of business development. The program will be geared primarily toward researchers from Florida A&M University, Florida State University and the various research institutes located in the region that are commercializing technologies and forming new businesses in the emerging sectors of magnet and material sciences. There will also be capacity for private sector entrepreneurs to benefit from the program.

The Program will be modeled after methods currently in practice by the University of Central Florida Business Incubation Program. The University of Central Florida (UCF) program has been recognized for the past few years as one of the most effective and well-operated incubation systems in the nation, and its results in the areas of job creation, new business development, and facilitation of research-based commercialization are unquestionably noteworthy.

Larry Lynch, former IBM executive and current board member of both the FSU Foundation and the Office of IP Development & Commercialization, has been hired as the Business Development Director who will manage the Program; team researchers and technologists with business specialists; and implement an assessment course that will categorize the businesses in stages according to needs and potentially match the company with one of several area business incubator facilities. Mr. Lynch will also seek contractual agreements with existing incubator facilities to implement the client management program and connect small business clients to an array of mentors and resources.

Active Projects

The following table represents active projects seeking the state Qualified Targeted Industry tax refund for which a large portion of the recruitment work was done in FY2009-10. The projects are expected to result in the creation of 344 jobs over the next five years at an average annual wage of \$42,077.25.

Project Name Company Name	Acceleration (Bing)	Brazil (SunnyLand Solar)	Rio (SolarSink)	Red (Event Photog)	
Average Wage	\$41,633	\$42,000	\$42,000	\$42,676	\$42,077.25
# of jobs to be created by					
12/31/2011	17	15	15	35	82
12/31/2012	27	10	10		47
12/31/2013	66	10	5		129
12/31/2014	90				90
12/31/2015	44				44
Total Jobs	244	35	30	35	344
QTI Amount per Job	\$8,000.00	\$5,000.00	\$5,000.00	\$3,000.00	
QTI Anticipated Award	\$1,952,000.00	\$175,000.00	\$150,000.00	\$105,000.00	
QTI 10% Match	\$195,200.00	\$17,500.00	\$15,000.00	\$10,500.00	\$238,200.00
TOTAL QTI 10% MATCH					

Additionally, the EDC has assisted **Red Hills Surgery Center** with the application for the Slope Exception and Targeted Business Ad Valorem Refund programs which will result in 34 jobs from 2011-13 at an average wage of \$43,071.61.