



Mission Statement

To guide the City and County's economic development efforts in coordination with the private sector and community stakeholders by fostering fair and open competition, conducting extensive outreach to assist businesses in navigating and competing in today's marketplace, and leveraging existing resources to maximize the infusion of financial capital to the local economy.

Strategic Initiatives/Support Highlights

Economy

- Developed a five-year work plan to implement the Tallahassee-Leon County Economic Development Strategic Plan, including yearly and quarterly benchmarks for the four goals and six cornerstones.
- Established new data resources, dashboards, and reports to concisely and comprehensively present information to policymakers and the public regarding the economic performance of our community.
- Continued to utilize state-of-the-art data software to drive decisions and identify metrics that monitor entrepreneurial activity in Tallahassee-Leon County.
- Launched four new committees to guide the economic vitality of Tallahassee-Leon County.
- Commissioned a Disparity Study to provide recommendations for long-term changes to MWSBE policies and procedures.
- Commissioned a Target Industry Study to identify which industries in Tallahassee-Leon County are best positioned for future growth and expansion.
- Ongoing collaboration with workforce development partners to assess and prepare the talent pool against future workforce demands.

Contact Us

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ADVOCATING FOR ECONOMIC INTERESTS

Embracing Economic Vitality for Florida's Capital

- With 15 active projects in the pipeline, OEV continues to respond to companies seeking to retain, expand or establish a presence in Tallahassee-Leon County.
- Secured 33 new jobs by working with two companies to open locations in Leon County. Senior Life Insurance opened its first location in Florida with 30 FTEs in the financial and insurance industry and an economic impact of \$2.6 million. Project Clover, an IT company, also announced opening a Tallahassee presence with three employees at an average annual salary of \$60,000.
- Selected from a group of three international applicants to host the 8th Americas Competitiveness Tour (ACE 8) in December 2017. ACE 8, a global exchange on innovation and entrepreneurship that serves to build world class partnerships and collaboration, will bring 50+ participants representing 27 countries to our community. The Tallahassee-Leon County agenda focuses on world-class research, investment in placemaking and sustainability, as well as the creative economy.

Achieving Regional Leadership through Community Engagement

- Launched an innovative business retention and expansion (BRE) strategy, the Capital Local Outreach Opportunity Program (CapitalLOOP). Through CapitalLOOP, OEV has engaged over 30 businesses, allowing staff to identify trending issues, leverage opportunities, and formulate collaborative solutions to challenges with the support of community economic ecosystem partners.
- Continued to promote transparency and community engagement through quarterly Stakeholder Bulletins, which communicates OEV's work and accomplishments to date.
- Introduced a monthly newsletter and social media platforms to communicate economic news, programs, and opportunities from OEV and partner organizations.

Demonstrating Highest Standards of Public Service



Leon County was selected as one of five host communities for the 8th Americas Competitiveness Exchange. This global exchange on innovation and entrepreneurship serves to build world class partnerships and collaboration.

Using Data to Drive Informed Decision-Making

- Published a quarterly Economic Dashboard, which contains cutting-edge data trends and leading economic indicators, presented in an easily digestible format. The quarterly report serves to place timely and relevant data in the hands of business leaders and decision makers.
- Participated in the C2ER Cost of Living Report, which ranked Tallahassee-Leon County at 3.4% below the national average for cost of living.
- Entered into a cooperative agreement with the Center for Economic Forecasting and Analysis at FSU to produce economic impact analyses for selected projects, and will provide advisory capabilities to staff related to economic impact analysis.
- Minority, Women, & Small Business Enterprise (MWSBE) increased new certifications for businesses by 23.8 percent and recertifications by 25.5 percent.
- Continued to focus its efforts upon the "four Es" for business growth to engage, educate, equip, and empower certified businesses to enjoy greater opportunities within the economic development ecosystem through certifications and MWSBE Academies, which offer professional and educational training to increase MWSBE competitiveness.