



DEPARTMENT OF P.L.A.C.E.:

# OFFICE OF ECONOMIC VITALITY

**ALIGNING BOARD PRIORITIES WITH OPTIMIZED RESOURCES**

**PEOPLE FOCUSED. PERFORMANCE DRIVEN.**

**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**

- Work with VisionFirst Advisors to draft the community's first-ever long-term strategic plan for economic development to align supporting organizations, partners, community stakeholders, and planning bodies to promote economic vitality in Tallahassee-Leon County;
- Establish and execute a site visit program to connect with local business owners, identify community needs and assets, learn about existing industry, and facilitate collaboration among community partners;
- Participate in professional development opportunities to achieve the highest levels of program performance and to ensure best practice service provision as a leading economic development organization;
- Develop new data resources, dashboards, and reports to concisely and comprehensively present information to policymakers and the public regarding the economic performance of our community;
- Utilize state-of-the-art data software to drive decisions and identify metrics that will monitor entrepreneurial activity in Tallahassee/Leon County.

**Contact Us**

(850) 219-1060  
www.OEVforBusiness.org

## ADVOCATING FOR ECONOMIC INTERESTS

**Embracing Economic Vitality for Florida's Capital**

- Established the Tallahassee/Leon County Office of Economic Vitality (OEV), under the direction of the Intergovernmental Agency, as the economic development organization of record on March 1, 2016. The new office demonstrates the City and County Commission's desire to invest in and cultivate economic development through its sales tax initiative which, in November 2014, dedicated 12% of sales tax collections (estimated at \$90.7 million) to implement economic development projects, programs, and initiatives.
- Contracted with VisionFirst Advisors to provide a strategic plan for economic development. After engaging with more than 1,000 community members, VisionFirst developed recommendations and strategies that reflect the priorities of the community, address existing challenges, and focus on measurable and achievable goals

**Achieving Regional Leadership through Community Engagement**

- Launched www.OEVforBusiness.org, promoting services such as expedited permitting, workforce development, financial incentives offered at the local and state levels, demographic reports, and introductions to support organizations.
- Engaged community partners, as appropriate, when responding to requests for proposals to ensure an accurate representation of resources are provided.
- Continually capturing insights about Tallahassee/Leon County's business infrastructure, company needs, and partnership potential through its site visit program.

**Using Data to Drive Informed Decision-Making**

- Generated a Data Center on the website to provide key data points and statistics.
- Created a Capital Industries map to identify the location of Tallahassee/Leon County's diverse economy and vitality that exists within several targeted industry sectors, as identified by Enterprise Florida.
- Developed a Major Ongoing & Proposed Developments Report map to illustrate all major ongoing and proposed developments in our community with more than 20 residential units and/or 10,000 sf or more of non-residential space.
- Launched a Client Relations Management program to track business development in Tallahassee/Leon County.

## MINORITY/WOMEN & SMALL BUSINESS ENTERPRISE (M/WSBE)

- During FY16, Leon County expended approximately \$2.6 million in contractual payments and the direct purchase of goods and services from local small businesses; including certified minority, women, and small business enterprises participating in Leon County's procurement process as a prime contractor and/or subcontractor. These expenditures equate to an approximate 8% increase over FY15 expenditures.
- Reviewed Leon County's competitive procurement opportunities to determine the feasibility of aspirational goals for local, certified minority-owned and women-owned business enterprises and for sets aside opportunities to boost participation among local, certified small business enterprises.
- Supported and staffed local business education workshops and other networking events such as Small Business Week, Minority Enterprise Development Week, and Entrepreneurship Month. These workshops provided education to enhance daily operations for small business owners.
- M/WSBE collaborated with community partners to co-sponsor, plan, and staff the local observations of Small Business Week and Minority Enterprise Development Week events. The monthly financial education workshop series titled "Finance Fridays," was provided to the local business community. The series began in November 2015, in observation of E-Month, and concluded January 2016.
- The Division demonstrated performance and results through its continuous monitoring of Leon County's procurement activities.

**Contact Us**

(850) 606-1650  
www.LeonCountyFL.gov/MWSBE



# Economic Development Ecosystem

Ensuring accountability, transparency, citizen engagement and professional management of economic development projects, programs and initiatives, while leveraging the ideas, innovations and intellectual capital of the community's economic development partners.



Economic Development Listening Sessions