The Leon County Administrator and Tallahassee City Manager provide executive management of the policy directives of the Blueprint Intergovernmental Agency Board of Directors.
LEON COUNTY BOARD OF COUNTY COMMISSIONERS

Bill Proctor  
Chairman

Nick Maddox  
Vice Chairman

Jimbo Jackson  
1966 - 2022  
for his honorable service on the Leon County Board of Commissioners from 2016 - 2022

Rick Minor

Brian Welch

Kristin Dozier

Carolyn Cummings

ADVISORY COMMITTEES

Citizens Advisory Committee
Economic Vitality Leadership Council
MWSBE Citizens Advisory Committee
The City of Tallahassee and Leon County Government created the Department of Planning, Land Management, and Community Enhancement - PLACE - under the management of the Leon County Administrator and the Tallahassee City Manager, to better integrate the executive management of three interrelated programs: Planning, the Office of Economic Vitality and Blueprint.

Within the PLACE structure, the Blueprint Director and team implement major infrastructure projects throughout the Tallahassee-Leon County area. All projects are refined through robust community engagement and thorough technical analyses to reflect the community's unique vision and build the foundation for sustainable growth.

KEITH BOWERS | Director, Office of Economic Vitality
OEV is committed to keeping pace with the rapidly evolving business environment, adapting programs and innovative economic development programs and services to best suit local business, and match the expectations of a dynamic and growing community.

SUSAN DAWSON | Blueprint Attorney
The Blueprint Attorney serves as the General Counsel for the Agency and manages the Blueprint Legal Office. The Blueprint Legal Office is committed to the delivery of superior legal services to assist and support the Blueprint infrastructure and economic development projects.
2022 ANNUAL REPORT

This document serves as the required Annual Report to the Blueprint Intergovernmental Agency Board of Directors (Board). The Board is comprised of the City of Tallahassee and Leon County Commissions sitting as one body. The 2022 Annual Report celebrates the many milestones and successes over the past year that have contributed significantly to the quality of life and economic sustainability of Tallahassee-Leon County.

The Agency started and completed the construction of several impactful projects in 2022. Many projects along the Capital Cascades Trail Segment 3 project were completed, representing over a $10 million investment which includes Skateable Art Park, Coal Chute Pond Park, Capital Cascades Trail Restroom, and several more throughout the community, such as Magnolia Drive Trail Phase 1 and Phase 4.

Over the past year, the Board authorized the issuance of the Series 2022 Bond: $90.3 million for nine key infrastructure and Office of Economic Vitality (OEV) projects. Blueprint and OEV won nine awards, applied $3.2 million in outside funding to projects, hosted groundbreakings and ribbon cuttings, launched the SizeUp mobile application and the Capturing Champions radio podcast.

The Board approved a $284 million five-year Capital Improvement Plan for Blueprint Infrastructure, funding projects that will add over 23 miles in roadway improvements and provide more than 114 miles of bicycle and pedestrian facilities, create or improve over 338 acres of public space, eight new public parks, and hundreds of tree plantings. In all, Blueprint’s thirty-two current infrastructure projects represent a nearly one billion dollar total investment with over half a billion dollars invested in the Southside that will have impacts across generations.

The Office of Economic Vitality received approximately $24,128,905 million dollars to advance OEV policy and program initiatives to diversify the Tallahassee-Leon County economy. OEV received two National Association of Counties awards and one IEDC award focused on 18 active projects with the potential to create over 2,900 jobs, $27.11 million in income or wages, and $480 million in total economic output. The Agency conducted 87 business consultations, generating 119 active leads, 39 recruitments, 19 business expansions, and 3,555 new and retained jobs. The MWSBE certified over 325 local businesses. The Agency created podcasts, live webinars, and videos. OEV coordinated business development events for minority businesses. These actions reflect where OEV has made meaningful contributions toward maximizing our community’s job creation, capital investment, talent attraction and retention, and overall vitality.

Moving into the next year, the Agency continues to promote and support a diverse and vibrant economy, improve infrastructure and safety, protect water quality, and expand parks and recreational opportunities.

Under the Board’s direction, the Agency will continue to meet community needs, steward taxpayer resources, and add enormous value to the community’s quality of life through major infrastructure investments, programs and leveraging outside resources.
Funding for the Blueprint Intergovernmental Agency was approved by voters in 2000 and again as a 20-year extension of the local one-cent sales tax option for Tallahassee-Leon County in November 2014.

“...To provide for projects designed to improve roads; reduce traffic congestion; protect lakes and water quality; reduce flooding; expand and operate parks and recreational areas; invest in economic development; and other uses authorized under Florida law; and to seek matching funds for these purposes, shall the existing one cent sales surtax within Leon County be extended until December 31, 2039, with project expenditures subject to annual independent audit and review by a citizens advisory committee.”
**BLUEPRINT IMPACTS**
*(2000-2040)*

**$1.2+ BILLION TOTAL INVESTMENT**

**$660 MILLION SOUTHSIDE INVESTMENT**

- **$1 M Invested Annually for Operating Costs of Blueprint Funded Parks, creating new parks and public spaces**
- **$135 M Invested in Water Quality and Stormwater Projects**
- **Over $3.1 M Invested Annually in Sidewalk Projects and StarMetro Created Over 40 Miles of Pedestrian and Bicycle Connectivity**
- **Approximately 37.5 Miles of Improved Roadways**
- **19 Public Parks**
- **Over 5,100 Tree Plantings and Many More to Come**
- **Creating Over 105 Miles of Greenways and Trails**
- **Blueprint Infrastructure Staff Continually Searches for Outside Funding to Leverage the Sales Tax**
- **Will Provide Nearly 180 Miles of New or Improved Bicycle and Pedestrian Facilities**
- **Nearby 50 Miles of On-Street Bicycle Facilities**
- **Leon-County Development Projects results in $6.30 ROI**

History and Art are incorporated in Blueprint Projects, such as Smokey Hollow Commemoration, History Culture Trail, and many more.
2022 WAS A BIG YEAR FOR THE CAPITAL CASCADES TRAIL!

Capital Cascades Trail is designed to provide a multi-faceted, multi-use stormwater and recreation facility and a connected trail network. It is separated into physically distinct segments stretching across 4.25 miles of southside to downtown Tallahassee.

Nearly $10 million was invested in amenity projects under construction or completed in FY 2022. Bringing a total of over $68 million invested in the Capital Cascades Trail Segment 3 in the southside of Tallahassee/Leon County!

200+ Attendees

$2.8 Million investment

5+ Acres New Public Park

Skateable Art Park

KCCI Red Hills Rhythm at Coal Chute Pond

Longest Snake Run in Florida

Interactive Musical Instruments

Iconic Snake Sculpture
SKATEABLE ART PARK

OVER A $10 MILLION INVESTMENT IN 2022!

KCCI RED HILLS RHYTHM PROJECT AT COAL CHUTE POND
FISCAL YEAR 2022

PROJECTS INITIATED AND UNDERWAY IN 2022

$91.5 Million Invested in Capital Projects

- 5 Projects in Construction
- $4.25 Million Invested in Water Quality and Stormwater Projects
- 6 Projects Completed
- 23+ Miles of Roadway Improvements
- 338+ Acres of Parks and Public Space
- 573+ Trees
- 114 Miles of Bicycle & Pedestrian Facilities
- 8 New Public Parks
- Leveraged over $3.2 Million in Outside Funding

FISCAL YEAR 2022 PROJECTS INITIATED AND UNDERWAY IN 2022

$91.5 Million Invested in Capital Projects

- 5 Projects in Construction
- $4.25 Million Invested in Water Quality and Stormwater Projects
- 6 Projects Completed
- 23+ Miles of Roadway Improvements
- 338+ Acres of Parks and Public Space
- 573+ Trees
- 114 Miles of Bicycle & Pedestrian Facilities
- 8 New Public Parks
- Leveraged over $3.2 Million in Outside Funding
BLUEPRINT AWARDS AND RECOGNITION

- 2021 Urban Land Institute North Florida’s Awards for Excellence in Real Estate for the Public Sector/Non-Profit the Cascades Connector
- 2021 Urban Land Institute North Florida’s Awards for Excellence in Real Estate for the Organization of Influence
- 2022 American Public Works Association (APWA) Florida Chapter Project of the Year Award for the FAMU Way Phases 1-3 Roadway Improvements
- 2022 American Public Works Association (APWA) Florida Chapter Project of the Year Award for the Capital Cascades Trail Segment 3
- 2022 American Planning Association-Florida Award for the FAMU Way Playground Restroom-Capital Cascades Trail Restroom
- 2022 Tallahassee Trust for Historic Preservation Award for the Smokey Hollow Barbershop

LEVERAGING THE BLUEPRINT FUNDS

Blueprint Infrastructure staff continually search for outside funding to leverage the sales tax. As part of the promise to be faithful stewards of taxpayer dollars, these leveraging opportunities maximize the benefits to the public than the sales tax dollars could alone. Blueprint staff applied for numerous grants in 2022 and undertook significant efforts to explore other outside leveraging opportunities.

GRANTS AND PARTNERSHIPS

- **$25.5 MILLION** State Infrastructure Bank (SIB) Loan for the NE Gateway.
- **$62,090 GRANT** from the Florida Department of Environmental Protection for the Capital Cascades Trail Restroom recognizing the above and beyond commitment to sustainability and low-impact development.
- **$750,000** from the Florida Department of Transportation (FDOT) for North Monroe Gateway to enhance medians from John Knox Road to Lake Shore Drive.
- **$2 MILLION** from the Florida Department of Transportation (FDOT) for Midtown Placemaking for roadway improvements between Thomasville Road and 7th Avenue.
- **$450,000** from the Florida Department of Transportation (FDOT) for the Capital Cascades Trail Coal Chute Pond crossing. The rail safety project will create a safe crossing to Coal Chute Pond from Gaines Street.
COMPLETED PROJECTS

CAPITAL CASCADES TRAIL SKATEABLE ART PARK

GRAND OPENING JUNE 22, 2022
Project Benefits
- Iconic snake sculpture
- Longest snake run in Florida
- Creative and active space for residents and visitors to enjoy
- Destination draw for visitors - increasing local tourism
- Supports the local skate community by developing the second local skate park

CAPITAL CASCADES TRAIL COAL CHUTE POND

GRAND OPENING JUNE 22, 2022
Project Benefits
- Enriches the culture and arts
- Trail and park-like amenities such as lighting, charging stations, benches, landscaping and a drinking fountain
- Creative space for interactive musical experiences
- Active and safe space for relaxation or exercise

VAN BUREN STREET

COMPLETED IN SUMMER 2022
Project Benefits
- Parking adjacent to the Anita Favors Plaza
- Pedestrian Accessibility
- Green Space
- Lighting
- Underground Electric Utilities

CAPITAL CASCADES TRAIL RESTROOM FACILITY

COMPLETED IN SUMMER 2022
Project Benefits
- Family-style restroom with two restroom stalls that include an adult changing table
- Vegetated roof with a cistern and pump to reuse rainwater for the plants
- Located near the FAMU Way playground and Skateable Art Park on FAMU Way
PROJECTS UNDERWAY

HISTORY AND CULTURE TRAIL
CAPITAL CASCADES TRAIL
ST. MARKS TRAILHEAD
3DB STORMWATER FACILITY AND COMMUNITY GATHERING SPACE
MAGNOLIA DRIVE TRAIL
DEBBIE LIGHTSEY NATURE PARK
CAPITAL CIRCLE SOUTHWEST
FISCAL YEAR 2022

PROJECTS UNDERWAY

NORTHEAST PARK

FAIRGROUNDS BEAUTIFICATION AND IMPROVEMENT

LAKE JACKSON GREENWAY

MARKET DISTRICT PLACEMAKING

NORTH MONROE GATEWAY

MONROE-ADAMS CORRIDOR PLACEMAKING

MIDTOWN PLACEMAKING

Market District Placemaking

Fairgrounds Beautification and Improvement

Monroe-Adams Corridor
PROJECTS UNDERWAY

**DOWNTOWN-UNIVERSITY PROTECTED BIKE LANE**

**AIRPORT GATEWAY**

**NORTHEAST GATEWAY: WELAUNEE BOULEVARD**

**CAPITAL CASCADES TRAIL SEGMENT 4**

**ORANGE/MERIDIAN PLACEMAKING**

**NORTHEAST CORRIDOR CONNECTOR: BANNERMAN ROAD**

---

Orange/Meridian Placemaking Park
ONE MILLION CROSSINGS!

Capital Cascades Trail is designed to provide a multi-faceted, multi-use stormwater and recreation facility and a connected trail network. It is separated into physically distinct segments stretching across 4.25 miles of downtown Tallahassee.

One-Million Crossings - July 19, 2022
Blueprint Celebrated 1 Million Crossings on the Capital Cascades Trail and Pedestrian Trail Bridge in less than 6 years!

Opened October 2016

ECO-FRIENDLY PEDESTRIAN BRIDGE
Since March 1, 2022, the solar panels have offset approximately 1.1 metric tons of carbon production.

Equivalent To:
- Planting 29 trees
- 126 gallons of gas
- Powering a light bulb for 10,087 nights
- Charging a mobile phone for over 50 years
- Powering a refrigerator for approximately 351 days

1 Millionth Crossing, Barry Faulk
“The Pedestrian Bridge has been life-changing for me! It is a beautiful walk and an easy commute to the grocery store.”

TOP PERFORMING SOCIAL MEDIA POSTS
Blueprint has leveraged its social media accounts (Instagram, LinkedIn, Facebook and Twitter) to strategically communicate to the public about project milestones, celebrations and information. The top performing posts across all platforms since January 1, 2022, were promoting the 1 million crossings on the Capital Cascades Trail Pedestrian Bridge and the Grand Opening for the Capital Cascades Trail Skateable Art Park and Coal Chute Pond.
COMMUNITY ENGAGEMENT

Hosted 54+ project-specific community meetings and events (virtual and in person) that engaged hundreds of citizens

Hosted 13 TCC, CAC and IA Board meetings, hearings, and workshops

28+ presentations and panel sessions

2 groundbreaking on October 26, 2021 - Capital Cascades Trail Skateable Art Park and Coal Chute Pond

2 grand openings on June 22, 2022 - Capital Cascades Trail Skateable Art Park and Coal Chute Pond

Attended numerous homeowner, neighborhood and special interest meetings

Led 2 door-to-door outreach efforts - Monroe-Adams outreach to 22 businesses, Airport Gateway outreach along Springhill corridor to notify them about surveying efforts

Represented the Agency at several community partner-sponsored events (i.e. 2022 American Society of Civil Engineers Southeastern conference at the FAMU-FSU College of engineering, Soul of Southside and South City Tech Learning Hub)

Collected data that informed project concepts

Conducted 1 online survey

7 media and news article interviews by WCTV, FAMUAN, WTXL, ABC-27, and Nature Conservancy

Led 7 tours for state and local leaders and organizations, including Florida Association of Counties (FAC), City of Albany Mayor and leadership, City of Daytona Beach City Manager and leadership, Audubon Chapter of Tallahassee, Opportunity Tallahassee (Greater Tallahassee Chamber of Commerce), FSU Department of Urban & Regional Planning and the College of Business Real Estate class, and the Blueprint Citizens Advisory Committee.
SUMMARY

The IA Board allocated an approximately $24,128,905 million dollar investment to advance the implementation of OEV policy and program initiatives in Fiscal Year 2022. The Office of Economic Vitality continues to advance the Tallahassee-Leon County economy through business retention, recruitment & expansion, local organization sponsorships, grant-making, marketing & engagement, and coordination of ecosystem partners.

OFFICE OF ECONOMIC VITALITY
5-YEAR IMPACT (2016–2021)

In 2016, Blueprint Intergovernmental Agency Board of Directors adopted Tallahassee-Leon County’s first-ever long-term Economic Development Strategic Plan. It incorporates assets and culture representing Florida’s Capital—pillars of research and commercialization, a diverse and inclusive community, and a nationally-recognized higher education presence. By 2021, the Office of Economic Vitality completed or initiated 87% of the Strategic Plan target goals.

OVER $1 BILLION
Total Economic Impact

with $430 million economic impact created annually

Every $1 invested into Tallahassee-Leon County Economic Development Projects results in $6.30 Return on Investment.

IMPACT FACTS

- 2900+ Jobs Created
- Created over $430 million economic impact annually
- 2750+ Businesses Assisted
- 13200+ Jobs Preserved
- Generated over 75 project leads with 18 active projects
- 317+ MWSBEs Locally Certified
- 365 certifications for the Office of Supplier Diversity
AWARDS AND RECOGNITIONS

IEDC Excellence in Economic Development Awards
Gold Award, Economic Equity and Inclusion – Minority, Women, and Small Business Enterprise Division

2022 NACo Achievement Award, Community & Economic Development: Love Your Local Small Business Promotion Campaign
2022 NACo Achievement Award, Community & Economic Development: SmartSteps Microloan Program

A 2022 report published by The Brookings Institution revealed that tech industry jobs in Tallahassee-Leon County grew over 3% during the first year of the COVID pandemic.

• One of 16 cities selected to participate in the Southern Cities Economic Inclusion Initiative (SCEI) by the National League of Cities
• One of the South’s best college towns by Southern Living
• One of the top 10 small cities with vibrant food scene by Fodor’s Travel (2022)
ECONOMIC DEVELOPMENT
STRATEGIC PLAN

The Strategic Plan provides strategies for creating jobs and supporting Minority, Women, and Small Business Enterprises and local businesses in the Tallahassee-Leon County area. By 2021, significant progress was made that includes, over 2,900 jobs created, over 313 minority, women, and small business enterprises certified with more than 2,000 employees, a $300 million economic impact generated to the local economy, and $18 million in Leon CARES funding disbursed to over 930 businesses.

Scan the QR code to read the 2022 Strategic-Plan!

EVENTS

- Participated in the execution of the spring 2022 Leon Works Expo, attended by over 750 high school students and over 100 employers across the region.

- Hosted the Amazon Web Services (AWS) Roundtable with Amazon to identify new talent pipelines. Over 40 people from across the IT industry, along with the community workforce and educational partners attended.

- Coordinated the 29th Annual Minority Enterprise Development (MED) Week which included an awards program, supplier diversity exchange, and 3 live-streamed webinars to assist MWBEs.

- Hosted the inaugural Black Business Expo in February 2022 in partnership with Mega Ace Media. The event facilitated networking opportunities and resource identification for MWBEs in our local business ecosystem.
BUSINESS DEVELOPMENT AND INTELLIGENCE DIVISION

FOCUSED ON 18 ACTIVE PROJECTS WITH THE POTENTIAL TO CREATE:

- Over 2,900 jobs
- $27.11 million in income or wages
- $480 million in total economic output

ORGANIZED TWO MAJOR SITE VISITS IN THE COMMUNITY:

- A Manufacturing Company from Europe looking to grow their market into North America
- A Magnetics Industry Manufacturer investing in Research to diversify their product offerings

CONDUCTED 87 BUSINESS CONSULTATIONS, GENERATING:

- 119 active leads
- 39 recruitments
- 19 business expansions
- 3,555 new and retained jobs

MET WITH OVER 75 LOCAL BUSINESSES TO IDENTIFY COVID RECOVERY

LISTED OVER 750 PROPERTIES ON GIS WEBTECH, A NEW SITE SELECTION TOOL AVAILABLE FOR FREE ON THE OEV WEBSITE AT OEVFORBUSINESS.GISWEBTECHGURU.COM


MINORITY, WOMEN, & SMALL BUSINESS ENTERPRISE (MWSBE) DIVISION

CERTIFIED OVER 325 FIRMS with an ADDITIONAL 288 FIRMS certified by the Florida Office of Supplier Diversity (OSD). Resulting in a total of 615 FIRMS READY TO PARTICIPATE IN THE LOCAL PROCUREMENT PROCESS.

Certified MWBEs participated in 25 CITY AND COUNTY PROJECTS, earning a total of $8,143,113.

SECURED A $52,000 GRANT from the Knight Foundation through the Community Foundation of North Florida to provide technical assistance and capacity-building instruction for MWSBEs for FY 2022 and 2023.

CREATED five episodes of the Capturing Champions radio podcast focused on the local business community and available resources for MWBEs.

LAUNCHED a user-friendly, online appointment booking application for the that resulted in over 30 appointments scheduled since October 1, 2021.

LISTED OVER 350 LOCAL BUSINESSES on the new Love Your Local Business Directory page: oevforbusiness.org/lyl/business-directory
Launched SizeUp Tallahassee-Leon County—a free, interactive small business development tool available on the OEV website at oevforbusiness.org/size-up. The application allows small and medium-sized businesses to make data-driven decisions with information that is current, industry-specific, and hyperlocal.

Small businesses can access the data to:
- 😊 Discover potential customers & suppliers
- 😊 Optimize marketing to ideal customers
- 😊 Analyze consumer characteristics & spending in Tallahassee-Leon
- 😊 Rank industry performance across multiple measurements

**BIG BEND MANUFACTURERS ASSOCIATION (BBMA)**

- **2** Networking Events Hosted
- **3** Businesses Assisted with Optimizing their Production Processes
- **11** Members Gained
  - Facilitated: an event in July 2022 to recognize Target Print & Mail in partnership with Florida-Makes.
  - Extended: the scope of initiatives to a regional level, promoting educational resources to a larger pool of local manufacturers in 10 surrounding counties.
ABOUT OEV

The Office of Economic Vitality (OEV) is the economic development organization for the City of Tallahassee and Leon County. Our economic development model values diversity, equity, and economic inclusion and ensures accountability, transparency, and professional management of all economic development projects.

MISSION

To lead Tallahassee-Leon County’s economic development efforts by leveraging existing resources and assets that grow and drive economic vitality.

VISION

To drive the growth of Tallahassee-Leon County’s diverse and vibrant economy.

Scan to visit our website!

The Office of Economic Vitality will customize assistance to meet your company’s needs from site selection, market research, minority and women business support, and technical assistance. Call on us. We’re here for you.
YOUR PENNY.
YOUR PROJECTS.
DELIVERED.