



ANNUAL REPORT

OCTOBER 1, 2019-
SEPTEMBER 30, 2020

BLUEPRINT  
INTERGOVERNMENTAL AGENCY

THE BLUEPRINT PROMISE

Funding for the Blueprint Intergovernmental Agency was approved by voters as a 20 year extension of the local one-cent sales tax option in November 2014. The referendum is our promise to the community. It reads:

"...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."

INTERGOVERNMENTAL AGENCY BOARD OF DIRECTORS



City of Tallahassee Commission



Leon County Board of County Commissioners

INTERGOVERNMENTAL MANAGEMENT COMMITTEE



VINCENT S. LONG
County Administrator
Leon County



REESE GOAD
City Manager
City of Tallahassee

ADVISORY COMMITTEES

Citizens Advisory Committee

Economic Vitality Leadership Council

Intergovernmental Management Committee

MWSBE Citizens Advisory Committee



TALLAHASSEE-LEON COUNTY INTERGOVERNMENTAL AGENCY BOARD

September 30, 2020

On behalf of the Blueprint Intergovernmental Agency Board of Directors, which is comprised of the City of Tallahassee and Leon County Commissions sitting as one body, it is an honor to report the first official year of the Blueprint 2020 program was a successful one – with projects launched and the community well-served – while rising above the many challenges presented by the COVID-19 pandemic. In fact, Blueprint infrastructure construction projects invested \$27 million capital expenditures over fiscal year 2020. Projects are active across the community and are maintaining momentum as work continues to deliver projects that incorporate and reflect the goals of the community.

In direct response to the economic disruption caused by the pandemic, the Intergovernmental Agency Board of Directors directed the Office of Economic Vitality to implement services through the development, management and deployment of the COVID-19 Economic Disaster Relief (CEDR) and Local Assistance for Nonprofits (LEAN) grants, providing timely and needed financial resources for our community. Under the Board’s direction, the Agency has become an integral part of the fabric of Tallahassee-Leon County, serving as a resource for the entire community.

We appreciate the leadership provided by the Intergovernmental Agency Board of Directors, whose direction allows the Agency to add enormous value to the quality of life in our community.

Though the future may look uncertain, we are confident in the ability of this Agency to continue to promote and support our diverse and vibrant economy, improve our infrastructure, protect our water quality, and expand our parks and recreational opportunities while remaining dedicated stewards of taxpayer resources.



John E. Dailey
Mayor

Elaine Bryant
City Commissioner

Jeremy Matlow
City Commissioner

Curtis Richardson
City Commissioner

Dianne Williams-Cox
Mayor Pro Tem

Bryan Desloge
Chairman,
County Commission

Bill Proctor
County Commissioner

Jimbo Jackson
County Commissioner

Rick Minor
Vice Chairman,
County Commissioner

Kristin Dozier
County Commissioner

Mary Ann Lindley
County Commissioner

Nick Maddox
County Commissioner

INFRASTRUCTURE & ECONOMIC DEVELOPMENT



BEN PINGREE
MPA, CEcD
Director, PLACE



AUTUMN CALDER
AICP
Director, Blueprint



CRISTINA PAREDES
CEcD
Director, Office of Economic Vitality

The City of Tallahassee and Leon County Government created the joint Department of Planning, Land Management and Community Enhancement – PLACE – to better integrate the implementation, administration and executive oversight of three interrelated programs: the myriad of Planning functions, the Office of Economic Vitality economic development programs, and Blueprint infrastructure projects.

In 2020, the Blueprint Infrastructure Program continued or began implementing 23 projects and officially kicked off the Blueprint 2020 Program, and invested \$27 million in FY 2020 in capital expenditures. When completed, these projects will help fulfill the Blueprint Promise to improve roadways, reduce traffic congestion, protect lakes and water quality, expand and operate parks and recreation areas, and leverage outside opportunities to be faithful stewards of taxpayer resources.

In 2020, the Office of Economic Vitality has been focused on providing superior service to local and prospective businesses with a strong emphasis on providing customized solutions. Although OEV was faced with the Coronavirus pandemic, staff worked hard to be proactive and support the local business community. OEV provided cross-departmental coordination for the collection and use of data and implementation of projects and initiatives, such as the Consolidated MWSBE Policy, COVID-19 Economic Disaster Relief (CEDR) grant, and Local Emergency Assistance for Non-profits (LEAN) grant.



BLUEPRINT ENGAGEMENT IN 2020

In addition to soliciting input from the public through the Blueprint Technical Coordinating Committee meetings, the Citizen Advisory Committee meetings, Intergovernmental Agency Board meetings, virtual project public engagement, and numerous project-related meetings with stakeholders, Blueprint hosted or participated in the below meetings in 2020:

- Public meetings on the NE Gateway regarding: noise, traffic, and a general project update
- Neighborhood Leadership Academy
- Bond Community Breakfast
- Providence Neighborhood Association
- Tallahassee Builders Association
- Big Bend Contractors Association
- MWSBE – Procurement Academies
- Citizens Advisory Committee Retreat
- History & Culture Trail Committee
- Midtown Working Group
- CRTPA Midtown Transportation Plan public meetings
- Friends of Lake Jackson
- Heritage Tour Task Force
- Presentations with the FAMU School of Architecture
- Presentation to the Allen Subdivision
- Urban Land Institute mobile tour
- FL Greenways and Trails Association
- Tallahassee Mountain Bike Association
- Summerbrooke Homeowners Association
- Numerous Project Stakeholders

Virtual Platforms Kept Community Engagement On Track



Door-to-Door Market District Project Update



Greater Bond Community Breakfast

PUBLIC ENGAGEMENT HIGHLIGHTS

- In 2020, Blueprint held well-over 30 opportunities, outside of IA Board, TCC, and CAC meetings, to engage members of the public.
- Project specific outreach opportunities connected staff to over 300 community members and elicited over 1,500 responses to surveys and questionnaires.
- Additionally, Blueprint CAC Members now act as Project Liaisons, a practice initiated in 2020, allowing them to interact directly with the project manager, and become project experts. This improves their ability to report on Blueprint project progress to the organizations and local groups they represent.
- Finally, Blueprint staff regularly attend other public community meetings, organization meetings, and other events to share information and interact with members of the public.

AWARDS

Blueprint IA was recognized by the following organizations for distinction in 2020:

- American Public Works Association Big Bend Chapter – Winner – Beautification Project Under \$5,000,000

IMPROVING ROADS

Projects initiated or underway in 2020 by Blueprint Infrastructure will provide over 16.5 miles of roadway improvements, when constructed. These roadways will provide capacity and aesthetic improvements and include bicycle and pedestrian improvements to create more complete corridors.



AIRPORT GATEWAY

The Airport Gateway has the goal of creating a beautiful, safety enhanced, and multi-modal gateway between Downtown and the Tallahassee International Airport. In 2020, Blueprint solicited for the pre-engineering for all phases and design for Phase 1 of the Airport Gateway Project.



NORTHEAST CONNECTOR CORRIDOR

In fall 2020, a Traffic Feasibility Analysis was completed for Bannerman Road, which determined the need to widen Bannerman Road from Thomasville Road to Preservation Road and construct a median from Preservation Road to Meridian Road to accommodate projected future traffic. The Northeast Connector Corridor project also includes the construction of the Bannerman Trail and sidewalk improvements. This project will provide much-needed roadway capacity and multi-modal connectivity for this growing region of the community.



NORTHEAST GATEWAY

This project provides funding to develop Welaunee Boulevard, north from Fleischman Road to Roberts Road, and will develop a two-lane extension of Shamrock Street from Centerville Road to Welaunee Boulevard. The project will also develop the Welaunee Greenway. Project design is expected to begin in 2021.



NE Gateway traffic modeling public meeting

REDUCING TRAFFIC CONGESTION

Many Blueprint Infrastructure projects will add multi-modal features such as bicycle and pedestrian improvements including sidewalks, bike lanes, multi-use trails, as well as greenways or trails. Combined, these elements provide connectivity and offer transportation options across the community. In all, projects initiated and underway in 2020 by Blueprint Infrastructure will provide nearly 65 miles of bicycle and pedestrian facilities.

LAKE JACKSON GREENWAY

The Lake Jackson and Lake Jackson South Greenways Master Plan projects have been combined into one project to create a connection from the Lake Jackson Mounds State Park to Lake Ella at Fred O. Drake Park in Midtown Tallahassee. This project will include over 5 miles of Greenways trail and bike facilities.



HISTORY AND CULTURE TRAIL

The History and Culture Trail, initiated in 2020, will provide a series of educational art pieces along FAMU Way and the Capital Cascades Trail. These amenities will educate users about the community through which they are traveling and provide important insights into the unique and important history of the area.



Capital Cascades Trail Multi-use path

BIKE ROUTE SYSTEM

The Blueprint 2020 program provides \$15,000,000 to build the bike route system and continue to implement the Capital Region Transportation Planning Agency Bicycle and Pedestrian Master Plan. In 2020, funds from this project were allocated to developing the over 4 miles of bicycle facilities included within the Lake Jackson Greenway project and the Capital Circle Southwest Greenways projects.

IMPLEMENTING THE GREENWAYS MASTER PLAN

The Blueprint 2020 program allocates \$15,800,000 to continue to implement the 32 projects in the Greenways Master Plan. In 2020, the IA Board approved metrics and criteria for prioritizing the implementation of those projects not already prioritized by the IA Board, and will consider a prioritized list of the remaining projects in late 2020.

- By the end of FY 2025, it is anticipated that over 70 miles of Greenways Master Plan projects will have, at minimum, begun receiving funding for implementation.

EXPAND AND OPERATE PARKS AND RECREATION AREAS

As part of the Blueprint 2000 Program, over 1,400 acres of land were protected through the Sensitive Lands Acquisition project. Blueprint 2020 carries on that legacy, as projects initiated in 2020 and underway by Blueprint will contribute to creating over 155 acres or over 6.7 million square feet of public space and parks. Additionally, Blueprint 2020 provides \$1,000,000 annually for the operating costs of Blueprint funded parks.



DEBBIE LIGHTSEY NATURE PARK

The nearly 118-acre Debbie Lightsey Nature Park, part of the Capital Circle SW Greenways project, will construct a public nature park complete with a walking path providing vistas through the beautiful site, rake and ride bike trails, natural play areas, neighborhood connections, and boardwalks and overlooks that provide views of the unique cypress wetlands and wildlife endemic to our area.

SKATEABLE ART & COAL CHUTE POND

The area around Coal Chute Pond will feature a number of amenities, including trails, enhanced landscaping, and a Skateable Art amenity along FAMU Way and adjacent to the Capital Cascades Trail.



MARKET DISTRICT PARK

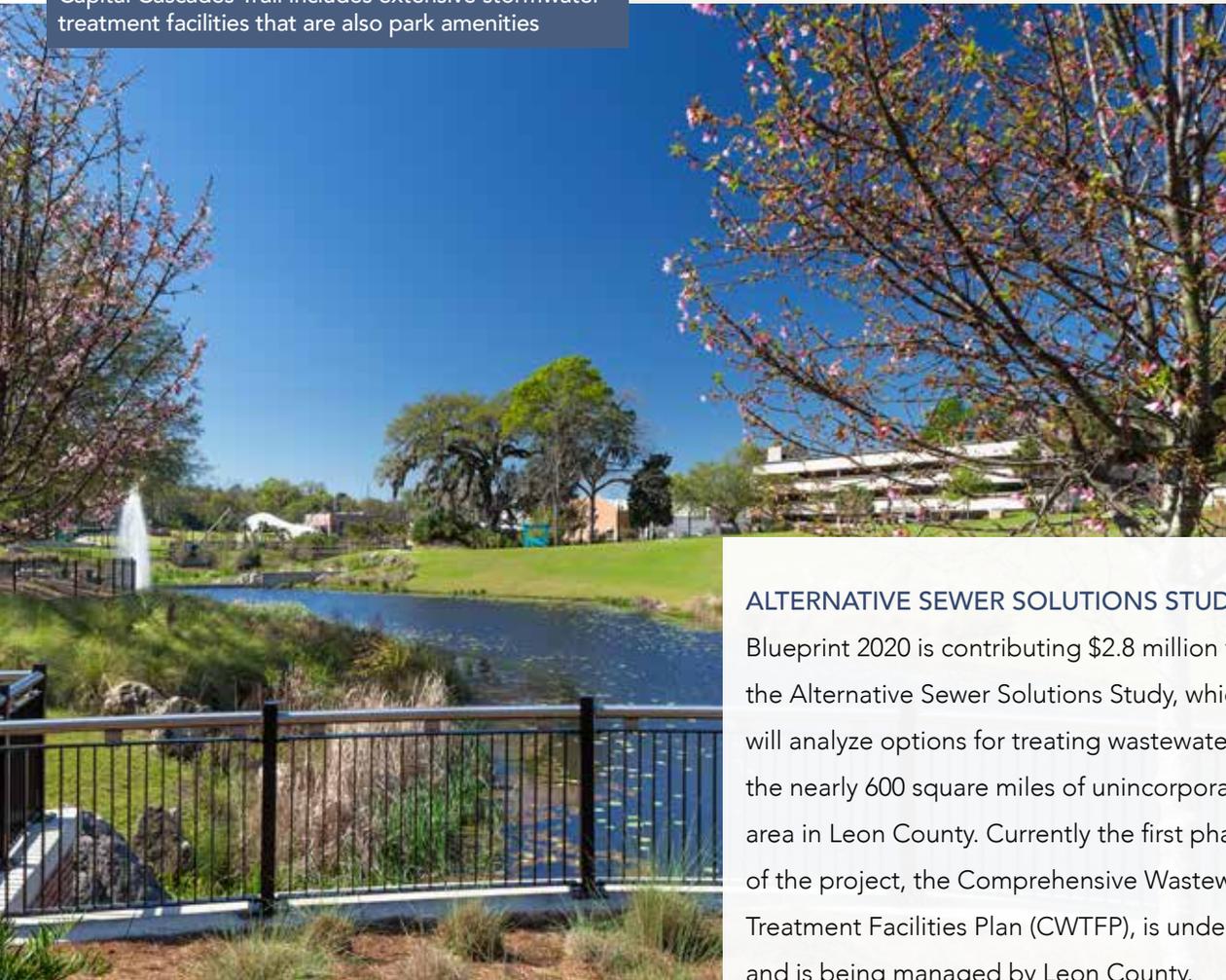
The Market District Park is part of a collaboration between Blueprint and the City of Tallahassee to improve an over 30-acre area in the Market District. The approximately 9.5 acre park funded by Blueprint will be an exciting new amenity for the community. Robust and well-attended public engagement and visioning efforts for the development of Park amenities got underway in 2020, and continue into early 2021.



PROTECT LAKES AND WATER QUALITY

The Blueprint Intergovernmental Agency has a long history of undertaking projects that will protect our lakes and improve water quality for the Tallahassee-Leon County community. The Blueprint 2020 Program is no different. As part of the Blueprint 2020 program \$85,000,000 in annual funding is provided to the City and County for Water Quality and Stormwater Improvements.

Capital Cascades Trail includes extensive stormwater treatment facilities that are also park amenities



ALTERNATIVE SEWER SOLUTIONS STUDY

Blueprint 2020 is contributing \$2.8 million for the Alternative Sewer Solutions Study, which will analyze options for treating wastewater in the nearly 600 square miles of unincorporated area in Leon County. Currently the first phase of the project, the Comprehensive Wastewater Treatment Facilities Plan (CWTFP), is underway and is being managed by Leon County.

ORANGE-MERIDIAN

The Orange-Meridian Placemaking Project includes \$4.7 million to convert over 1,000 feet or 0.2 miles of an existing open ditch into an enclosed facility using a box-culvert and construct a new multi-use trail on top of it, as well as developing a new community space around a stormwater pond across Orange Avenue.

MARKET DISTRICT

Blueprint has committed over \$13,000,000 to water quality and stormwater improvements in the Market District area. This funding will contribute to the City of Tallahassee Multipurpose Stormwater Project, which will improve water quality and affect 290 acres of treatment area near Lake Jackson. Once completed, the Blueprint Market District Placemaking Park project will include educational signage on the importance of protecting our local water resources through stormwater improvements.

LEVERAGING OPPORTUNITIES

Blueprint Infrastructure staff continually search for outside funding opportunities to leverage for project completion. As part of the promise to be faithful stewards of taxpayer dollars, these leveraging opportunities ensure the maximization of benefits to the public.



MIDTOWN PLACEMAKING

In 2020 the Capital Region Transportation Planning Agency concluded Phase 2 of the Midtown Transportation Study. This study resulted in the development of a concept for streetscaping and safety improvements along the Thomasville Road and Monroe Street corridors. This work allows Blueprint to move forward with the design phase of the Midtown Placemaking Project.

MONROE ADAMS CORRIDOR PLACEMAKING

As part of a leveraging opportunity with the Florida Department of Transportation and the City of Tallahassee, Blueprint has committed \$84,000 in funding to coordinate a number of pedestrian crosswalks on South Monroe, consistent with the Monroe-Adams Corridor Action Plan.

THOMASVILLE ROAD TRAIL

The IA Board prioritized funding this project as part of the larger Greenways prioritization in February 2017. In partnership with the Capital Area Transportation Agency (CRTPA), which has funded a project feasibility study, Blueprint has initiated cost sharing for design and construction of the Trail. This project spans Thomasville Road from Betton Road/Bradford Road to approximately Live Oak Plantation Road and the Market District to the north. The primary goal of the Thomasville Road Trail is to provide safe connectivity that facilitates travel by cyclists and pedestrians alike.



CAPITAL CIRCLE SOUTHWEST

In total, FDOT has invested and committed to invest over \$125 million to the last phase of widening Capital Circle and, consistent with other phases, will widen the road to six lanes. The project extends from West Orange Avenue to Crawfordville Road and will include bike lanes, a multi-use trail and sidewalks. The project includes stormwater improvements, water quality enhancements and land acquisition for the Capital Circle Southwest Greenway. This project has been jointly funded by Blueprint and the Florida Department of Transportation (FDOT) with Blueprint funding the PD&E study (completed in 2017), managing the acquisition of right of way, which is underway, and contributing funding for enhanced roadway lighting. FDOT has funded and managed the roadway design, funded the purchase of right of way, and is committed to funding the construction.



OE VISION

Elevate Tallahassee-Leon County's profile to promote and support our diverse and vibrant economy.

OE MISSION

To guide Tallahassee-Leon 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.

INTRODUCTION

To foster a strong business climate, the Office of Economic Vitality provides data, resources, and support to site selectors, state partners, and business leaders in the community alike. OEV serves as the connector between state economic development, workforce development, and business development partners to ensure that Tallahassee-Leon County remains competitive for expanding businesses and emerging opportunities.

While 2020 has been hyper-focused on local business assistance, specifically related to COVID-19, OEV has been able to continue to provide key technical assistance to support local businesses and attract new businesses to the community as well as finalize and implement the consolidated policy for MWSBE procurement within the County, City, and Blueprint. The Office of Economic Vitality is committed to keeping pace with the rapidly evolving business environment, adapting programs to best suit local business, and match the expectations of a dynamic and growing community.



AWARDS

- 2020 – IEDC Excellence in Economic Development Bronze Award Recipient for DataTALKS | Category: Multimedia/Video Promotion, Population 200,000 - 500,000
- 2020 – IEDC Excellence in Economic Development Bronze Award Recipient for the COVID-19 Economic Disaster Relief (CEDR) Grant | Category: Resiliency, Recovery and Mitigation, Population 200,000 - 500,000
- 2020 – Certificate of Achievement in Performance Management by the International City/County Management Association for the Quarterly Economic Dashboard
- 2019 – IEDC Excellence in Economic Development Silver Award Recipient for Hurricane Michael | Category: Resiliency, Recovery, and Mitigation; Population: 200,000 to 500,000

AWARD-WINNING ECONOMIC INDICATOR PRODUCTS



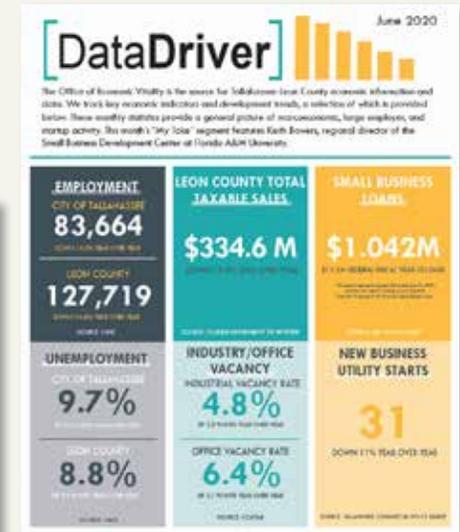
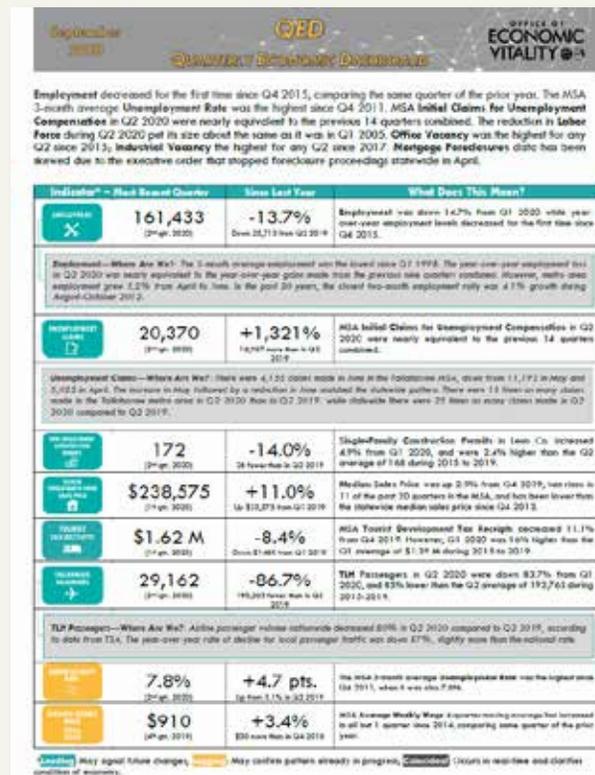
The Monthly Data Driver released 10 consecutive months of employment, unemployment, taxable sales, commercial vacancy, Small Business Administration loan, and commercial utility starts data. Following a brief interruption during COVID-19 response efforts, the Data Driver resumed publication in June.

The Quarterly Economic Dashboard is OEV's premier benchmarking tool to demonstrate our community's short-term economic productivity. QED gives the reader 13 pertinent economic conditions for the Tallahassee metro area or Leon County such as employment, median home prices, airport passengers, and taxable sales. Local real estate, banking, and investment firms regularly distribute its content.

OEV provided economic analyses on behalf of transformative and creative development projects that may involve incentives or other support. Contracting with FSU Center for Economic Forecasting and Analysis, the following impact studies were provided during FY20:

- **SOUTH MONROE WALLS:** This project analyzed the impacts of a retail/arts redevelopment, finding that the project would create 130 total jobs and \$15.2 million total economic output.
- **FRENCHTOWN REDEVELOPMENT PARTNERS:** This project analyzed the impacts of a large new mixed-use development, finding that the project would create 1,305 total jobs and \$59.3 million total economic output.
- **DOMI STATION:** This project analyzed the impacts of Domi business incubator, finding that incubator activity and resulting business launches have created 942 total jobs and \$39.4 million total economic output.

The Cost of Living Index allows OEV to make accurate cost of living comparisons between Tallahassee-Leon County and any of the 257 other participating urban areas across the United States. The most recent index is Q1 2020, as Q2 2020 was canceled due COVID-19. The Q1 2020 indexed values for Tallahassee are 97.7 overall – meaning total cost of living was 2.3% lower than the national aggregate.



BUSINESS VITALITY AND INTELLIGENCE

The Business Vitality and Intelligence Division works to position the Office of Economic Vitality as the front door for the community's economic development needs by routinely engaging in business development, engagement, and serving as business ambassadors. The Division manages all project attraction and expansion, international trade development, entrepreneurial engagement within targeted industries, policy research, business analytics, coordination of economic impact studies, and implementation of all marketing, social media, newsletters, and events.

In addition, the Division collects, analyzes, and disseminates economic, demographic, and business information. This work supports the Strategic Plan and drives data driven decision making. The Division also conducts research and analyses in support of other City and County Departments and works closely with the business community at large. The OEV staff diligently monitors key economic metrics and tracks current economic trends and conditions that are important to the local economy. This year, the Business Vitality and Intelligence Division completed actions, current activities, and initiatives, including: business retention and expansion efforts, resiliency efforts within the community, workforce development, and communication efforts to keep businesses engaged. These efforts continue to position Tallahassee-Leon County as Florida's Capital for Business.

ENGAGEMENTS

51 The Business Intelligence and Vitality Division conducted 51 business consultations, which include data requests, lead responses, project assistance, and site selection analysis.
BUSINESS CONSULTATIONS

13 The division produced 13 economic data publications which include contribution analyses for new and existing businesses.
ECONOMIC DATA PUBLICATIONS

34 There are currently 34 active projects being worked on by the OEV staff, most in conjunction with our 3rd party research team, ROI. Many of these projects have slowed due to COVID travel restrictions.
PROJECT ACTIVITY

65 Staff conducted 65 public engagements, which includes meetings and face-to-face engagements with local businesses, partner organizations, and individuals in our community.
PUBLIC ENGAGEMENTS



MINORITY, WOMEN AND SMALL BUSINESS ENTERPRISE

ENGAGE. EDUCATE. EQUIP. EMPOWER.

The Minority, Women, and Small Business Enterprise (MWSBE) Division expands procurement opportunities for MWSBEs with public and private partners and builds capacity for MWSBEs through non-traditional business financing and through resource partners. The MWSBE Division continues to inform its certified businesses of capacity building, networking, and procurement opportunities available through partnerships and local governments. The MWSBE certification guarantees that staff provide certified businesses with the “Four E’s”—engage, educate, equip and ultimately empower them. The MWSBE Division will present certified businesses with greater opportunities in the economic development ecosystem.



CONSOLIDATED MWSBE POLICY

The MWSBE Division developed and implemented the Consolidated MWSBE Policy related to supplier diversity within the City of Tallahassee, Leon County Government, and Blueprint Intergovernmental Agency. The MWSBE staff and MGT of America, the Disparity Study consultant, engaged with local industry stakeholders and public sector leaders on the consolidated MWSBE Policy. This uniformity will make both solicitation development for project managers and bid responses for vendors more convenient for all parties involved. Furthermore, the MWSBE Division will operate with greater efficiency since MWSBE analysis of projects, aspirational target setting, solicitation development, pre-bid, and bid evaluations will be the same for all three jurisdictions.



CERTIFICATION METRICS FY 2020, YEAR TO DATE

50*
BUSINESS CONSULTATIONS

175*
BUSINESS REFERRALS
FOR ASSISTANCE

50
MWSBE CERTIFIED BUSINESSES

57
CERTIFICATION
APPLICATIONS RECEIVED

*This increase in activity measures the MWSBE Division direct engagement with minority and women owned firms regarding the CEDR grant and other business recovery options available.

ENGAGEMENT

The MWSBE Division hosted several in-person and virtual tutorials. Webinars and mixers were scheduled for mentor-protégé and partnership relationships between primes and MWSBEs. Topics include:

- The SoMo Walls Projects featuring Deputy Director Darryl Jones, Wayne Mayo from Southern Standard Construction, and Keith Bowers from the Florida Small Business Development Center at FAMU.
- The Tallahassee Police Headquarters featuring Deputy Director Darryl Jones, Ted Parker from Ajax Building and Keith Bowers from the Florida Small Business Development Center at FAMU.
- How Going Digital Could Save Your Small Business featuring Ja'Baree Allen from Business Automation Pros and Deputy Director Darryl Jones.

MINORITY CHAMBER ENGAGEMENT

MWSBE is working closely with the Big Bend Minority Chamber of Commerce (BBMC) and Capital City Chamber of Commerce (CCCC) to conduct trainings and engagement activities for local minority and women businesses seeking to restart, re-launch, and re-open as a direct result of COVID-19 business interruptions.

FAMU CREDIT UNION

MWSBE staff is working collaboratively with FAMU Credit Union and the FAMU Small Business Development Center to identify bid project-based financial resources that will permit firms to qualify for multiple projects simultaneously.

REVIVE! PROGRAM

OEV staff has partnered with the Apalachee Regional Planning Council (ARPC) to develop a grant application that would leverage federal funds (\$800,000) from the U.S. Economic Development Administration (EDA) to create a revolving loan fund (RLF) to increase the capital available to startups and MWSBE businesses. The Regional Economies Vested in Vital Enterprises (REVIVE!) program has now launched and provides a source of capital for businesses in Tallahassee-Leon County, designed to fill capital gaps and promote job creation.



REGIONAL PARTNERSHIPS

- **CareerSource Career Pathways Council:** The Council, which includes OEV, works together to leverage resources, identify partnership opportunities and more importantly work to reduce duplication of effort among the entities.
- **Census Complete Count Committee:** OEV staff worked with the Census Complete Count Committee for Leon County as part of the national effort to encourage residents to complete the 2020 Census. OEV also distributed printed educational material to businesses and via its email newsletter.
- **Talent 2030:** OEV partnered with the Greater Tallahassee Chamber of Commerce on Talent 2030 to strengthen the pipeline of skilled workers and employers in Florida's capital region to create better pathways to opportunity.
- **Alliance of Entrepreneur Resource Organizations:** AERO is a coalition of public agencies and community nonprofit organizations united to provide current and new businesses with resources to aid in their success.

- **Northwest Florida Economic Development Council:** OEV staff is involved in the Northwest Florida Economic Development Council, a regional initiative focused on driving economic prosperity and growth in the Panhandle.
- **Florida-Georgia Workforce Alliance:** OEV teamed up with CareerSource Capital Region for the Florida-Georgia Workforce Alliance, a regional partnership that boosts connections between job seekers and employers.
- **Leon Works:** OEV and Leon County Government hosted the Leon Works Expo to connect employers, academic institutions and students to provide an opportunity for students to explore skilled careers. Students will learn from individuals with local success stories and engage with employers in person to discover the career that best fits them.



ELECTROMAGNETIC BITTER

OEV collaborated with DEEP Brewing Company and the Tallahassee Beer Society in honor of the National High Magnetic Field Laboratory (MagLab) to launch a new limited-edition brew, Electro Magnetic Bitter. This brew helped to promote the capital community's most prestigious asset and the collaborative effort in the Applied Science, Technology and Manufacturing sectors, the Magnetic Capital of the World.



COVID-19 RESPONSE

Since the onset of the COVID-19 pandemic, the Office of Economic Vitality has provided vital business information, engaged with local businesses and supported the preservation of our community enterprises. OEV responded to the pandemic disruption through integral program development and implementation services by developing, managing and deploying several initiatives, including the COVID-19 Economic Disaster Relief (CEDR) and Local Assistance for Nonprofits (LEAN) grants.

GRANT PROGRAMS

- **COVID-19 Economic Disaster Relief (CEDR) Grant Program:** Administered by the OEV, the CEDR grant program provided a rapid local grant benefit to businesses, to bridge their limited cash reserves as they proactively took steps to amass financing and capital from other sources (e.g., SBA, State, private). The CEDR program assisted 561 local businesses which employ 4,907 people, disbursing a total of \$1,150,500 in business operation sustaining funds.
- **Local Economic Assistance for Non-Profits (LEAN) grant program:** Administered by the OEV, the LEAN grant program offered support to local non-profits by providing financial relief as they took steps to obtain financing and funding from other sources (e.g., SBA, State, private). The LEAN grant assisted 241 non-profits that employ 2,460 people, providing \$602,500 in funding.
- **Leon CARES:** Leon County and OEV staff developed a comprehensive proposal for COVID-19 Aid, Relief, and Economic Security (CARES) Act funding totaling over \$12 million for small businesses. With the Leon CARES program, Leon County Government has been able to leverage federal dollars to give direct assistance and economic relief to local businesses through the Small Business Assistance program. The assistance can be used for employee wages, vendor bills, rent, utilities, and business promotions. To date, this grant has assisted over 600 Leon County businesses and more than 4,700 employees. OEV worked with Leon County to design, implement, manage, and promote this critical support program.

“ Thank you so much to each and every one of you working to help small businesses during this time. We are incredibly grateful to OEV and our local leadership for acting so quickly to help so many. It makes all the difference to small businesses like ours. ”
- Barby Moro
RedEye Coffee.

“ A very sincere thank you for all your kind efforts in helping support local charities. Thank you so much for making a difference in our community. ”
- Traci
Ronald McDonald House Charities of Tallahassee, Inc.

COVID-19 RESPONSE

INITIATIVES

- **Open for Takeout Map:** To continue supporting local businesses in Florida's Capital during the Coronavirus pandemic, OEV, in partnership with Tallahassee-Leon County GIS staff, launched its "Open for Takeout" initiative to encourage residents to support local businesses while practicing social distancing by ordering takeout, getting delivery or buying a gift card.
- **Business Resource Guide:** OEV compiled a comprehensive list of local, state and government resources and benefits for businesses and employees affected by the emerging situation. Resources listed below include potentially available funding for working capital for small business, public health information links, workforce resources and how to help employees affected by Coronavirus.
- **Business Impact Surveys:** OEV administered Business Impact Surveys to identify the needs of businesses and non-profits, measure the impacts and provide technical assistance information and financial resources.
- **Personal Protective Equipment:** As a direct result of the initial survey feedback, OEV launched a site connecting businesses and people with local vendors and manufacturers of personal protective equipment (PPE). The companies listed on OEV's web page source, manufacture or distribute PPE including face masks, hand sanitizer, sneeze guards, clear partitions, gloves and other items.
- **Local Economic Stakeholder Group:** Formed the Local Economic Stakeholder Group with local leaders and business representatives from both the public and private sector to discuss and recommend actions toward sustaining and reopening the economy.
- **Restaurant & Retail Stakeholder Group:** OEV formed the Restaurant & Retail Stakeholder Group with local restaurateurs and retailers to gauge the economic impact of COVID-19.
- **Poems To Go:** Following the launch of the Open for Takeout map, OEV partnered with the Council on Culture & Arts to launch Poems To Go, which provides poems a la carte with food pick-up, drive-thru and delivery services. Participating restaurants and service organizations could download a free, printable selection of original poems by local writers to include with each to-go meal.
- **Pay It Forward:** OEV, Shop Tally, and Leon County launched the Pay It Forward initiative, a website that allows you to help out a nonprofit of your choice while purchasing from one of those local businesses; you have the option to donate a gift card directly to a nonprofit when you purchase it.
- **Paycheck Protection Program:** As part of continued coordination, Business Intelligence staff worked with OEV Communications staff to develop the web page. This web page involved development of two guide resources to facilitate Paycheck Protection Program understanding, application, and successful loan forgiveness. The web page was visited over 300 times in its first two weeks after publication.

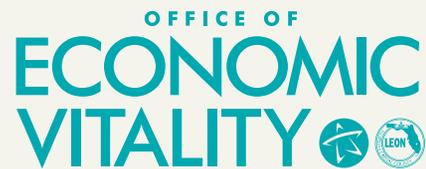




850.219.1060
BlueprintIA.org

315 S. Calhoun Street, Suite 450
Tallahassee, FL 32301

 Blueprint Intergovernmental Agency
 @BlueprintIA2020



850.219.1080
OEVforBusiness.org

315 S. Calhoun Street, Suite 110
Tallahassee, FL 32301

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