

OFFICE OF
**ECONOMIC
VITALITY**



TALLAHASSEE-LEON COUNTY

2021

**ANNUAL
REPORT**

INTRODUCTION

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.

VISION

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

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.



AWARDS

- **2021 International Economic Development Council Excellence in Economic Development Silver Award Recipient** for the Data Driver
- **2021 International Economic Development Council Excellence in Economic Development Silver Award Recipient** for the MWSBE Division
- **2021 International Economic Development Council Excellence in Economic Development Silver Award Recipient** for the Office of Economic Vitality Website
- **2021 International Economic Development Council Excellence in Economic Development Bronze Award Recipient** for the Love Your Local campaign
- **2021 National Association of Counties Award in the category of Community and Economic Development** for the COVID-19 Economic Disaster Relief (CEDR) Grant Program
- **2021 National Association of Counties Award in the category of Human Resources** for the Local Emergency Assistance for Nonprofits (LEAN) Grant Program



MAGNETIC CAPITAL OF THE WORLD

- Danfoss, world-leading industrial manufacturer of energy efficient solutions, selected Tallahassee-Leon County for the expansion of its newest manufacturing facility, which is expected to create:
 - Total of over **950 total jobs**
 - Approximately **\$140 million** in economic output
- Partnered with Research On Investment and the Magnetic Taskforce to promote our community's unique research assets, brand the area as the Magnetic Capital of the World, and recruit global leaders in Advanced Manufacturing. The work led to **5 completed non-disclosure agreements** with major companies moving forward with innovative R&D.
- Relunched the Electro Magnetic Bitter campaign in conjunction with DEEP Brewing, the Tallahassee Beer Society, DivvyUp, Target Print & Mail, and Full Press Apparel, which **raised over \$5,000** going to magnetic education.



LARGEST RECRUITMENT PROJECT IN TALLAHASSEE

Global Fortune 500 company Amazon selected Tallahassee-Leon County as the location for its newest robotics fulfillment center, making it the largest recruitment project to come to Tallahassee.

- Total of **3,600 new jobs** with over 1,300 full-time jobs
- **\$167.6 million** in wages
- Approximately **\$451 million** in local economic impact



TOP TALLAHASSEE RECOGNITIONS OF 2021

- **#14 in Best Places to Live for Quality of Life** (*U.S. News & World Report*, 2021)
- **#12 in Best Places to Live in Florida** (*U.S. News & World Report*, 2021)
- **#18 Most Educated City in America** (*WalletHub*, 2021)
- **One of the Least Stressed Cities in America** (*WalletHub*, 2021)

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.

- Administered the Leon CARES Small Business Assistance program to **distribute \$18.3 million** in Coronavirus Relief Funds under the federal CARES Act to over **930 local businesses** to help retain **more than 6,200 employees**.
- Hosted **10 Stakeholder meetings**, which included representatives from all key segments of our local economy, to discuss important economic issues facing our community.
- Developed several **webpages for COVID-19 relief** options, such as the Paycheck Protection Program, Shuttered Venue Operators Grant, and the Restaurant Revitalization Fund to assist local businesses with the application, loan forgiveness, and the calculation process; these webpages also promoted technical assistance that was available at OEV.
- Produced a **webinar** in partnership with the Florida Department of Health-Leon County on the updated OSHA guidance for the workplace.
- Distributed over **200,000 face coverings** to local businesses, organizations, and religious institutions.

BUSINESS DEVELOPMENT AND INTELLIGENCE DIVISION

The Business Development and Intelligence Division works to position the Office of Economic Vitality as a one-stop business resource for Tallahassee-Leon County's economic development needs. These efforts listed below continue to position Tallahassee-Leon County as Florida's Capital for Business.

- Landed **2 business development projects**: the Amazon robotics fulfillment center and the expansion of the Danfoss Turbocor manufacturing facility.
- Launched a **commercial site selection tool** on the OEV website, bringing hundreds of properties to business professionals looking at the Capital City.
- Launched the **Big Bend Manufacturers Association**, in partnership with FloridaMakes, to provide much-needed assistance to area manufacturing organizations, helping them to grow and capitalize new markets.
- Developed the **Love Your Local** digital campaign to encourage Leon County residents to safely support local businesses with over 280 participating businesses.
- Produced the **Quarterly Economic Dashboard (QED)** presenting data on 13 local economic indicators and developed the **Data Driver** series to give a monthly picture of macroeconomic, large employer, and startup activity.
- Participated in the C2ER Cost of Living Index, which ranked the Tallahassee metro area at **3% below the national average** for cost of living out of 270 urban areas.

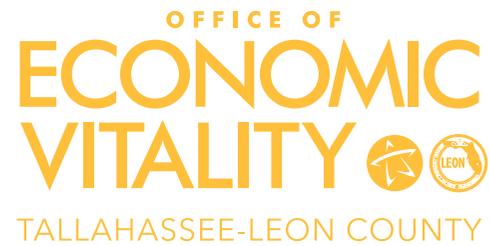
MINORITY, WOMEN, & SMALL BUSINESS ENTERPRISE (MWSBE) DIVISION

The MWSBE Division, armed with its recent consolidated Minority Women and Small Business Enterprise Policy, is maximizing its role in expanding and retaining minority and women-owned businesses in our local economy.

- Certified **over 300 firms** within the MWSBE Division and **294 Office of Supplier Diversity firms** that are equipped and ready to do business in Florida's Capital.
- Partnered with the Apalachee Regional Planning Council and FAMU Federal Credit Union to launch two \$1 million **microloan programs** to support minority and women-owned businesses.



- Partnered with Florida A&M University to host a **webinar with the International Economic Development Council** that spotlights the collaboration between HBCUs and economic development organizations to grow the local economy.
- Facilitated the **MIT USA Lab project**, in which OEV received consulting services from MIT graduate students as they explored ways to improve MWBE engagement.
- Implemented **remote one-on-one assistance** regarding supplier diversity and certification inquiries optimizing a virtual appointment system with 9 bookings since its installation in July 2021.
- Produced **11 MWSBE Academy webinars** with topics, including bid and financing opportunities for small businesses, garnering over 5,000 views.



**TO LEARN MORE ABOUT OUR
RESOURCES AND SERVICES,
CONTACT US TODAY.**

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