

**ECONOMIC DEVELOPMENT ELEMENT
GOALS, OBJECTIVES, AND POLICIES**

Goal 1: [ED] (*Effective July 2, 1999*)

A: EMPLOYMENT OPPORTUNITIES

The City and County shall support and work with the Economic Development Council and other community leadership toward securing full employment of the local workforce in jobs which take advantage of the broad range of skill levels existing among the local population. The City and County, in cooperation with community leadership, shall continue to support and coordinate the economic development initiatives. Activities shall be designed to meet the economic diversification needs of the community with emphasis on job creation in locally initiated enterprises, related complimentary business expansion and attraction of high-value-added commercial activity which will benefit other existing market sectors and generate wealth within the community.

B: QUALITY OF LIFE (*Effective July 2, 1999*)

The City and County, in cooperation with community leadership shall work actively to promote the desirable business environment which is necessary to attract and retain businesses as well as to maintain high standards for the superior quality of life found in Tallahassee and Leon County. All economic diversification activities shall be concentrated on supporting improved job opportunities, upwardly mobile personal income, improved educational resources and crime prevention. In cooperation with the hospitality industry, the City and the County will promote and support tourism development as a source of export revenue for our community. The City and County will also support expanded recreational and cultural activities which will provide diverse activities for tourists and residents alike.

C: BUSINESS RETENTION, EXPANSION AND ATTRACTION (*Effective July 2, 1999*)

Develop and implement economic development strategies which will establish a business environment that supports the operation, retention and expansion of existing Tallahassee and Leon County businesses, as well as the attraction and development of new commercial enterprises. City, County and private leadership shall work towards economic diversification to move the local economy away from dependence on government and low wage industries to a broader reliance on high-value-added enterprises, which create economic independence and have a greater impact on employment growth in additional sectors, act as magnets for new sources of wealth and produce higher incomes for workers.

D: DOWNTOWN PLAN IMPLEMENTATION *(Effective July 2, 1999)*

The City, County and community leadership have identified Downtown Tallahassee as a major economic development component and shall support efforts to build its economic viability and enhance its residential, business and visitor appeal. Through the implementation of the Downtown Plan, the City shall initiate the provision of necessary infrastructure to establish a vibrant, eighteen hour, active downtown community.

Objective 1.1: [ED] Coordinate Economic Diversification Efforts *(Effective July 2, 1999)*

Collaborative efforts between the public and community leadership shall be coordinated by the City and County, in conjunction with the State of Florida's economic development program. Efforts to assist the retention and expansion of local business and attract new enterprises shall be concentrated on industry clusters which will make the greatest contribution to job growth and wealth creation.

Policy 1.1.1: [ED] Establish a Quick Response Business Liaison Team
(Effective July 2, 1999)

A Quick Response Business Liaison Team shall be established to provide rapid responses to prospective firms within Tallahassee and Leon County's targeted industry clusters. The Business Liaison Team will coordinate applicable community responses to industry requests such as training, infrastructure and service availability. The team will be composed of five members including the Mayor of the City of Tallahassee, Chairman of the Board of County Commissioners, Chair of the Chamber of Commerce, Chair and Executive Director of the Economic Development Program or their designees. The team will convene within short notice (12 to 24 hours) to discuss applicable investment requests, relocation assistance, inventory and equipment assistance, additional infrastructure or other corporate retention, expansion or relocation policy issues.

Policy 1.1.2: [ED] Economic Diversification Investments *(Effective July 2, 1999)*

Select economic diversification investments between government and businesses will be evaluated by the Quick Response Business Liaison Team on a case by case basis. If the Team determines that the economic benefits will provide a significant return to the community, it will be presented to the City or County for consideration. Requests will be evaluated on the criteria of economic return on the investment received by the community in the form of the number of jobs created, wage rates offered, taxes and fees generated and other socioeconomic advantages. Evaluations shall also compare the cost/benefit ratios of infrastructure improvements required to support job creation, business expansion and other economic diversification activities.