ECONOMIC DEVELOPMENT ELEMENT
GOALS, OBJECTIVES, AND POLICIES

Goal 1: [ED] (EFF. 8/9/12)

Through coordination and cooperation between private sector businesses, nonprofit organizations, higher educational institutions, local government, and the State of Florida, the economic development efforts of the City of Tallahassee and Leon County will increase entrepreneurialism; advance local businesses, and grow targeted industry sectors; and attract innovative individuals and companies to the Capital region.

The region's intellectual, cultural, physical, and natural assets will be marketed to established and new companies, investors, and creative individual entrepreneurs. These assets include Tallahassee/Leon County's highly educated, stable workforce; innovative, competitive local industries and research institutions; advanced transportation and communications infrastructure; high quality of life and unique sense of place; and a broad-based commitment to community sustainability and environmental protection. The promotion of these assets will attract and retain new businesses, local company expansions, increase tourism, and will create an increasing number and diversity of employers and educated, skilled employees in the Tallahassee/Leon County region.

Objective 1.1: [ED] (EFF. 8/9/12)

Increase new business formations using existing and new resources, assets, and coordinated strategies.

Policy 1.1.1: [ED] (EFF. 8/9/12)

Maintain an inventory of local, state and federal resources to support new business development and foster entrepreneurialism. This inventory will include capital and other funding sources; marketing, permitting, and tax rebate/tax refund information; procedures, programs, and other tools and techniques for technology transfer, licensing and commercialization; research and development resources and related services; and business incubator support services.

Policy 1.1.2: [ED] (EFF. 8/9/12)

Encourage coordination between private sector businesses, higher educational institutions, local, state, and federal government, and local, regional, and state-level economic development organizations, agencies, and other community economic development partners, consistent with local sustainability and environmental protection efforts.

Objective 1.2: [ED] (EFF. 8/9/12)

Inventory and apply best practices in business development techniques and strategies to grow existing and new local businesses, and to nurture and develop targeted-industry sectors that match the region's strengths, goals and assets, as well as provide for a diversified and sustainable regional economy, sense of place, and natural environment.

Policy 1.2.1: [ED] (EFF. 8/9/12)

Through participation in local, regional, state, and federal economic development organizations, agencies, and other

community partners, support employers where appropriate by helping provide economic development marketing, research, and technical and business assistance consistent with identified targeted industrial, tourism, and other related initiatives and strategic economic development priorities.

Objective 1.3: [ED] (EFF. 8/9/12)

Attract innovative companies which provide sustainable, long-term high-wage jobs and investments in land, facilities, people, and equipment.

Policy 1.3.1: [ED] (EFF. 8/9/12)

Through participation in local, regional, state, and federal economic development organizations, agencies, and other community partners, market the Tallahassee–Leon County region's competitive assets and resources to attract targeted new employers. These resources will include site selection; regulatory assistance; tax & workforce training incentives; and financing tools.