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.
Strategic Planning

- **Business Formation**: Systematic approach focusing on the efficiencies of the resources to ease process and minimizing risk for the formation of businesses.

- **Technology Transfer & Commercialization**: Unique research assets and advantages providing a nexus where entrepreneurship and innovation collide to generate business opportunities.

- **Business Retention & Expansion**: Companies that participate in comprehensive outreach programs with economic development organizations are statistically more likely to grow and expand, resulting in an improved business climate for the existing industry.

- **Business Recruitment**: New industry introduces a diversity of ideas and approaches to an area, not to mention new job opportunities for its citizens, clients and for its small businesses.

- **The Creative Economy**: Creative thinking is a key factor in a well-rounded education and ultimately produces better workers, creative thinkers and more adept problem solvers. It has been demonstrated that a creative environment stimulates innovation, particularly in science and technology.

- **Talent Pipeline**: The community, alongside education and workforce partners, has to identify the training needs of its low-skilled workers and the talent needs of employers and businesses in targeted industries.
Hurricane Hermine
August 2016
Partnering with the Local Incubator

Domi Station, OEV open business comfort station

Hours of Operation
Monday - Friday 9:00am - 5:00pm
Saturday & Sunday - Closed

WE GIVE THE FUTURE A HOME.

BUILD TOGETHER
Hurricane Irma
September 2017
Demonstrating Value in the EOC

Presence in the Emergency Operations Center

**Key Focus Area of Responsibility:** Communicating resources available to local businesses to prepare, respond and recover in a hurricane event.

**Takeaways:**
- Grew communication platforms with a 15% increase in newsletters subscribers and launched social media presence.
- Continued successful collaboration with local incubator to house businesses affected by the storm event.
- Began conversations with Tourism officials.
2018
Preparing for Hurricane Season...

**Key Focus Area of Responsibility:** Communicating resources available to local businesses to prepare, respond and recover in a hurricane event.

**Spring of 2018**

Collaborated with Leon County Government and Emergency Management to host the Ready Business Workshop.
Defining OEV’s Role within Business Development

Technical Assistance
- Site selection and project due diligence.
- Custom Research and Data Analytics
- Project and Incentive Management
- MWSBE Certification

Ombudsman
- Provide personalized staff support.
- Develop project timeline, required approvals, legal requirements, and phases for the project
- Connect to workforce development needs
- Plug into incentives and financial assistance
- MWSBE Utilization

Marketing & Engagement
- Promote the local community and assets
- Connect to peer companies.
- Support community engagement.
- Ongoing advocacy and support.
OEV’s Role: Managing the ESF-18 Desk

• **Assist** City and County resiliency efforts through the management of the private section industry (ESF-18 Desk) in the Emergency Operations Center

• **Monitor** local, state, and national economic conditions

• **Provide** immediate and short-term assistance to business and industry

• **Identify** local business needs as they relate to supply chain, customer access, and market preparedness

• **Mobilize** and provide essential information on financial resources and personalized assistance to local businesses and residents

• **Coordinate** with State and Local partners to assist businesses to prepare, respond, and recover in a hurricane event.
Open 4 Business

- Focused on essential needs: grocery, gas, hardware, pharmacy.
- Called individual businesses.
- Recorded each entry.
- Partnered with Tourism to have restaurants self-report.
Looking to see what is #OpenForBusiness? Check out http://bit.ly/Open4Biz for the status of local area #grocery, #hardware, and #pharmacy store openings. You can also report #storeopenings on the map. #Hurricane #MichaelTLH #FLCapital4Biz

Your OEV Team is working hard to help local #businesses recover, rebuild and reopen.

We continue to update the #OpenForBusiness map as power is restored and businesses reopen. You can also report #storeopenings at http://bit.ly/Open4Biz

If your business was impacted by #HurricaneMichael be sure to fill out www.fondationsotre.biz/BusinessDamageAssessments, which will provide valuable economic impact information to the state and federal government as economic assistance options are evaluated.
The Results? Award Winning Program

• Improved communications with businesses and the general public.

• Coordination among economic development and tourism for disaster response.

• Action focused response in real time.

• Sustainable and re-useable product.
Supporting a Resilient Business Community
OEV’s Role: Inform and Engage Businesses

Plan and Prepare Your Business to Respond to COVID-19

The Tallahassee-Leon County Office of Economic Vitality is actively monitoring the Coronavirus disease and its impact on the local economy. As with local and state health officials, we encourage our businesses to help prevent workplace exposure. The Centers for Disease Control and Prevention has released guidance for businesses and employers which is outlined below.

Additional Measure in Response to Currently Occurring Sporadic Importations of the COVID-19

- Employees who are well but who have a sick family member at home with COVID-19 should notify their supervisor and refer to CDC guidance for how to conduct a risk assessment of their potential exposure.
- If an employee is confirmed to have COVID-19, employers should inform fellow employees of their possible exposure to COVID-19 in the workplace but maintain confidentiality as required by the Americans with Disabilities Act (ADA). Employees exposed to a co-worker with confirmed COVID-19 should refer to CDC guidance for how to conduct a risk assessment of their potential exposure.

Important Considerations for Creating an Infectious Disease Outbreak Response Plan

All employers should be ready to implement strategies to protect their workforce from COVID-19 while ensuring continuity of operations. During a COVID-19 outbreak, all sick employees should stay home and away from the workplace. Respiratory etiquette and hand hygiene should be encouraged, and routine cleaning of commonly touched surfaces should be performed regularly.

Employers should:

- Ensure the plan is flexible and involve your employees in developing and reviewing your plan.
- Conduct a focused discussion or exercise using your plan, to find out ahead of time whether the plan has gaps or problems that need to be corrected.
- Share your plan with employees and explain what human resources policies, workplace and leave flexibilities, and pay and benefits will be available to them.
- Share best practices with other businesses in your communities (especially those in your supply chain), chambers of commerce, and associations to improve community response efforts.

Learn More
Covid-19 Response: Open 4 Takeout

- Partnered with Tourism
- Pre-loaded with restaurants
- Received calls from restaurants to toggle open or closed or add to the list.
Covid-19 Response: Open 4 Takeout

- Featured in GIS Magazine
- Economic Development Partners
- National Association of Counties Newsletter