

SUMMARY

This position will serve as the official economic development officer for Florida's Capital City and County and as the Director of the local economic development office (of record) for both the City of Tallahassee and Leon County, FL. Recognizing the need to invest in a local economic development landscape, the Leon County and the City of Tallahassee Commissions, acting jointly, approved becoming the second community in the state of Florida to dedicate a portion (12% over 20 years) of the local option infrastructure (Blueprint) sales tax proceeds for the sole purposes of growing and cultivating local economic development efforts. These investments, estimated to be over \$127.8 million through December 2039, were approved by 2/3 margin in a local referendum in November 2014. These funds directly support the economic development operations and capital investments of the economic development organizations; therefore, no private sector fundraising is required.

Established in March 2016, the Tallahassee-Leon County Office of Economic Vitality (OEV) ensures accountability, transparency, citizen engagement, and management of economic development projects, programs, and initiatives at the local level, while simultaneously leveraging ideas, assets, resources, innovations, and intellectual capital through the continuous coordination of the community's economic development many stakeholders. Tallahassee-Leon County's economic development model values diversity, equity, and economic inclusion and ensures accountability, transparency, and professional management of all economic development projects.

Since 2016, OEV has completed or initiated 87% of the first-ever long-term economic development for the Tallahassee-Leon County community. The majority of these tactics are ongoing efforts to drive economic vitality and growth. To that end, OEV has created 2,900 jobs with an economic impact of over \$430 million and certified over 300 minority, women-owned businesses to promote supplier diversity in local projects. As a result, these actions have leveraged \$6.30 for every \$1 invested into Tallahassee-Leon County economic development programs. For more information on OEV's impact on the Tallahassee-Leon County community, visit OEV Impact Report 2016-2021. Additionally, OEV adopted a new economic development strategic plan in February 2022 to guide the next five years of operations.

OEV is committed to the success and vitality of our local business community and seeks to maintain a fiscally responsible and equitable role in utilizing sale tax revenues. OEV focuses on supporting our local business community through targeted programming aligned with the long-term economic development strategic plan, identifying new emerging business development opportunities, and engaging minority and women-owned businesses. To support economic development efforts, 12% of the local infrastructure surtax is dedicated to economic development programming, including fully funding OEV administration and operations. The FY 2022 (October 1, 2021 – September 30, 2022) operating budget is \$2.3 million, and the FY 2022-2026 five-year capital projects and economic vitality programs budget (including all business development, incentive commitments, and bond funding for two economic development infrastructure projects) is \$29.74 million.

The ideal candidate sought by this open/competitive employment opportunity is a proven leader within the economic development profession, preferably with experience leveraging success in similar-sized (or larger), vibrant, and growing communities with a comparable blend of talent, research, and economic capacity. In addition, this candidate is a person with excellent

communication skills, high integrity, and demonstrated energy, capable of working with and managing a highly competent and motivated staff to support the OEV's goals and priorities, and must be able to work independently, under minimal supervision.

MAJOR FUNCTIONS

This position is administrative and managerial work implementing the strategic direction, programs, and services to incorporate, leverage, and stimulate economic successes for the Tallahassee and Leon County community: the business, civic, educational, and research home of Florida's Capital Region. The Director is responsible for the overall administration and supervision of the Office of Economic Vitality and its full program of work, including the implementation of the new strategic plan, and will work closely with their supervisor, the Director of the Tallahassee-Leon County Department of Planning, Land Management and Community Enhancement (PLACE), as well as with the Leon County Administrator, and Tallahassee City Manager to inform the community's Blueprint Intergovernmental Agency Board of Directors (the "IA Board," comprised of all duly elected City of Tallahassee and Leon County Commissioners, sitting jointly) of community growth opportunities and of OEV program performance to stimulate success.

The Director is responsible for implementing and managing the strategic plan and the ongoing economic development program of work of the community. This work includes the direct management of OEV staff toward achieving Strategic Plan objectives and the possible meaningful involvement and leveraging of regional economic stakeholders.

OEV is comprised of three divisions: Business Development (five positions), Minority, Women, and Small Business (four positions), and Administration (three positions). The Director of OEV will lead and manage staff in these three divisions, including strategic planning and fiscal accountability. In addition, the Director is responsible for managing and coordinating activities of the Economic Vitality Leadership Council (EVLC), an advisory board comprised of the private sector business leaders, higher education, and other key stakeholders. The Director will work with the EVLC and other stakeholders on potential economic development projects and make recommendations to the IA Board for their approval. In addition, the Director will ensure that all core responsibilities of the local economic development organization are fulfilled and objectively evaluated: business development, marketing, and communications (to internal and external stakeholders), stakeholder engagement, business expansion, and retention, business attraction and recruitment, research commercialization and entrepreneurial growth, and periodic reporting on the status and implementation of the strategic plan. Work is performed under the direction of the PLACE Director.

ESSENTIAL AND OTHER IMPORTANT JOB DUTIES

Essential Duties

The Director is responsible for the planning, implementation, and coordination of economic development programs and oversight of the daily operations, including but not limited to: Serve as the chief "economic development officer" or representative for Tallahassee-Leon County, FL, and is responsible for the development, implementation, and day-to-day management of the programs supporting the long-term strategic plan and the ongoing economic development efforts of the community. Direct, coordinate, monitor, and evaluate the planning and execution of all economic development marketing activities to increase the

visibility of and effectively market the community and serve as the media's point of contact on all economic development topics. Leads, inclusively, the coordination, collaboration, and leveraging of all economic development resources, stakeholders, and partners toward the direct achievement of strategic economic development goals and toward the strengthening of our community's economic vitality and vibrancy. Manage, coordinate, and provide staff to support the EVLC in developing programmatic recommendations to the IA Board (County/City Commissions) for formal approval. Maintain an active working knowledge of the economic trends of Tallahassee/Leon County and the State of Florida, as well as opportunities, concerns, and trends in key targeted industry sectors, including those that drive economic vitality in Florida's Capital Region. Develop and sustain quality, trusting relationships with the leadership of prospective companies, regional economic development partners and stakeholders (including leadership of our higher education, research and commercialization communities), regional and national site selectors, commercial and industrial realtors, and other local/regional organizations and elected officials. Implement initiatives related to entrepreneurial and research commercialization growth efforts with community partners and stakeholders, including higher education institutions. Engage key stakeholders in the coordination of talent acquisition, retention, and workforce development issues, aligning these efforts with targeted industry needs and diversity and economic inclusion initiatives. Supervise the collection, analysis, and compilation of economic, market, and demographic data for dissemination while driving the business analytics and research efforts as a core asset leveraging improved economic vitality outcomes. Supervise the diversity and economic inclusion efforts through a legally defensible supplier diversity program within the Minority, Women, and Small Business Division. Propose and promote legislation designed to stimulate economic, workforce, industrial, and community development; research and interpret federal, state, and local legislation and regulations; monitor staff, external consultants, and project sponsors for performance compliance and adherence to applicable federal and state laws, and local laws and regulations. Participate in various sales and marketing missions to market Tallahassee-Leon County to corporate real estate professionals, site consultants, target industry leaders, including companies that may commercialize the research performed at FSU, FAMU, TCC, and by the broad higher education resources of our community, and specifically targeted businesses. Attend and represent the Office of Economic Vitality at conferences, public speaking engagements and appropriate public and private meetings. Maintain memberships and proactive leadership in professional organizations such as the International Economic Development Council, Florida Economic Development Council, National Association for Industrial and Office Parks, Industrial Asset Management Council, National Business Incubation Association, and CoreNet Global. Empower key staff members to establish and maintain cooperative working relationships, as well as proactively coach direct reports toward top individual and team performance; conducts performance evaluations and recommend approval of merit pay increases. Recommend the hire, transfer, promotion, grievance resolution, and discipline of employees to the Director of PLACE.

Other Important Duties

Performs special assignments, projects, and related work as required.

DESIRABLE QUALIFICATIONS

Knowledge, Abilities, and Skills

Knowledge of economic development principles, practices and programs, grant processes, and

marketing principles. Knowledge of long-range strategic planning. Knowledge of local funding mechanisms for economic development and community enhancement projects. Knowledge of applicable federal, state, and local laws, ordinances, and regulations. Knowledge and experience with Florida's capital region and system of governance at state, regional, and local levels. Knowledge of management practices is applied to analyzing and evaluating programs and policies. Ability to plan, direct, supervise, coordinate, and organize economic development programs. Ability to follow through on issues and projects, make informed decisions that comply with policies and procedures, complete tasks, and solve problems. Ability to work effectively with all levels of internal and external associates, clients, and colleagues. Ability to build bridges and achieve consensus among stakeholders. Ability to develop and maintain collaborative relationships internally and externally with private enterprises and public and government officials. Capable of speaking genuinely and effectively with diverse audiences. Proven ability to forge authentic relationships with a wide range of civic and business stakeholders, including developers, investors, bankers, and community residents. Demonstrated experience in successfully navigating complex political situations. Demonstrated leadership, communication, and management skills with financial analysis and fiscal management capacity. Excellent oral and written communication skills. Excellent and confident human relations skills.

Minimum Training and Experience

Possession of a bachelor's degree in public or business administration or a related field and 6 years of professional experience which includes direct economic development, community development, research commercialization, and/or real estate development experience, with four years of relevant supervisory experience.

OR

Possession of a master's in public or business administration or related and 5 years of professional experience which includes direct economic development, community development, research commercialization, and/or real estate development experience, with three years of supervisory experience.

OR

Must be a Certified Economic Developer.

Necessary Special Requirement

Must obtain certification as Certified Economic Developer (CEcD) within five years of employment as a condition of continued employment

Established: 03-24-16

Revised 11-28-18

01-01-20

06-23-22