

Tallahassee-Leon County Economic Development Week

Tallahassee-Leon County Office of Economic Vitality created a culture of excitement and enthusiasm as we celebrated National Economic Development Week with our community of business owners and entrepreneurs add date here. During the week, the Office of Economic Vitality collaborated with community organizations, such as the FAMU Small Business Development Center, Jim Moran Institute for Global Entrepreneurship and Tallahassee Board of Realtors, to increase awareness of jobs and career development programs that enhance local economic impact.

Throughout the week, the Office of Economic Vitality also launched two social media campaigns to bring awareness to the various events of the week and to our thriving community of economic leaders in Florida's Capital for Business. OEV's Minority, Women and Small Business Enterprise (MWSBE), partnered with the Jim Moran Institute and the FAMU Small Business Development Center to launch a "Capturing Champions" (**#CapturingChampions**) social media campaign. These videos highlighted 10 minority and women owned business owners and captured their stories on how they started and continue to thrive in the local business environment. The videos were shared through OEV's social media platforms, as well as the City of Tallahassee's television station, WCOT, and Leon County's YouTube channel, @LeonCountyFL.

The final social media campaign that took place throughout the week brought awareness to the community of economic leaders and business owners, and why they love doing business in Tallahassee-Leon County. The "Florida's Capital for Business" campaign (**#FLCapital4Biz**) invited local businesses to help drive the message of why Florida's Capital is the ideal location to operate a business. Businesses earned a chance to win a free registration to the Greater Tallahassee Chamber of Commerce's 2018 Annual Chamber Community Conference by sharing why they chose Tallahassee-Leon County.



In celebration of National Economic Development Week, the Office of Economic Vitality hosted a weeklong series of events to celebrate local businesses as well as Tallahassee-Leon County's diverse and vibrant economy on a national platform. The week of events began on **Tuesday, May 8, 2018**, with the launch of our web series, "**DataTALKS**." "DataTALKS" is a series of recorded economic data discussions that provide an inside look into Tallahassee-Leon County's economic trends using the robust data metrics that OEV tracks.



In conjunction with our Minority, Women and Small Business (MWSBE) Division, OEV hosted an MWSBE Certification Bootcamp on **Wednesday, May 9, 2018**. The Bootcamp provided training opportunities designed to promote the value of holding an MWSBE certification when navigating the procurement process and to increase the demand for certified MWSBEs in professional services. The event provided information to contractors and subcontractors in the construction trades on local and state Minority Women Business Enterprise (MWBE) certifications, Disadvantaged Business Enterprise (DBE) certifications, and SBA 8(a) Business Development Certification Program.

In partnership with the Tallahassee Board of Realtors, OEV hosted "**Donuts & Developments**" on **Thursday, May 10, 2018**. OEV staff presented information to the Tallahassee Board of Realtors members and guests regarding OEV's role, initiatives, and resources available to local partners and businesses, as well as facilitating a conversation on opportunities to better partner with commercial realtors in Tallahassee-Leon County.

OEV supported the FAMU Small Business Development Center in promoting its **34th Annual Small Business Week Luncheon** on **Friday, May 11, 2018**. This event recognized the achievements of small business owners and entrepreneurs in our community and highlighted businesses that contribute to the vitality of our community.



To close out National Economic Development Week, the Office of Economic Vitality hosted a “Cheers to Tallahassee-Leon County: Happy Hour Celebration.” This event also took place on Friday, May 11, 2018 at Happy Motoring, a local business that opened in early 2018. The casual networking event celebrated the impact of local business and economic success in our community. The winner of the Florida’s Capital for Business campaign was also revealed at the event, providing an exciting end to the week’s activities.

Office of Economic Vitality Economic Development Week Calendar of Events

- | | |
|--|---|
| Tuesday, May 8
10:30 AM | Data Talks
Tallahassee-Leon County Office of Economic Vitality
315 S Calhoun St. #450, Tallahassee, FL 32301 |
| Tuesday, May 8
3:00 PM | Leon County Economic Development Resolution
County Courthouse, 5th Floor Commission Chambers
301 S Monroe St., Tallahassee, FL 32301 |
| Wednesday, May 9
4:00 PM | City of Tallahassee Economic Development Resolution
City Commission Chambers, City Hall, 2nd Floor
300 S Adams St., Tallahassee, FL 32301 |
| Wednesday, May 9
4:00 PM – 7:00 PM | Certification BOOTCAMP for MWSBE Contractors – Toolkit for Commercial Business Expansion
Tallahassee-Leon County Office of Economic Vitality
315 S Calhoun St. #450, Tallahassee, FL 32301 |
| Thursday, May 9
9:00 AM | Donuts and Development: Meet & Greet with Commercial Realtors
Tallahassee Board of Realtors, |
| Friday, May 11
11:30 AM – 1:00 PM | FAMU SBDC Annual Small Business Week Luncheon
Augustus B Turnbull Conference Center
555 W Pensacola St, Tallahassee, FL 32301 |
| Friday, May 11
5:00 PM – 7:00 PM | Cheers to Tallahassee-Leon County: Economic Development Week Closing Celebration
Happy Motoring
1215 S Adams St., Tallahassee, FL 32301 |

Economic Development Week line-up packed full of opportunities

Tallahassee Democrat: <https://www.tallahassee.com/story/news/money/2018/05/07/packed-lineup-planned-economic-development-week/585912002/>

TaMaryn Waters, *Democrat staff writer*

The Third Annual Economic Development Week offers opportunities to mingle along with workshops touching on social media to boost business, commercial expansion and development.

It's also a chance for eager entrepreneurs and seasoned business leaders to share their economic development story. The Tallahassee-Leon County Office of Economic Vitality wants participants to use #FLCAPITAL4BIZ on social media this week to share why they're choosing Tallahassee to start or grow a business.

"We are hoping that the social media campaign will elevate the conversation," said Cristina Paredes, OEV's deputy director. "We are hoping people will tell us, tag us and join us."

Workshop themes highlight hot topics among business owners. For example, the #DataTALKS online conversation drills down into the local numbers that paint Tallahassee's economic picture. From 2011 to 2016, Paredes said, merchandise exports increased by 90 percent mainly due to machinery and chemical manufacturing. OEV, the local economic development nerve center, has 10 active and confidential projects that could lead to the expansion or relocation of an unnamed business.

Finally, Friday's happy hour event caps off the week. The winner of OEV's raffle will receive free registration to this year's Tallahassee Chamber of Commerce Conference in August at Omni Amelia Island Plantation Resort.

Planned workshops and activities for Economic Development Week

Tuesday

#DataTALKS

Time: 10:30 a.m.

Location: @OEVforBusiness on Facebook and Twitter

Wednesday

Certification Boot camp for MWSBE Contractors, a toolkit for commercial business expansion

Time: 4 to 7 p.m.

Location: Office of Economic Vitality, 315 S. Calhoun St. No. 450

Thursday

Donuts and Development

Time: 9 a.m.

Location: Tallahassee Board of Realtors, 1029 Thomaville Road

Friday

FAMU SBDC Annual Small Business Week Luncheon

Time: 11:30 a.m. to 1 p.m.

Location: Turnbull Conference Center, 555 W. Pensacola St.

Cheers to Tallahassee-Leon County

Time: 4:30 to 6 p.m.

Location: Happy Motoring, 1215 S. Adams St.

Economic Development Week Newsletter



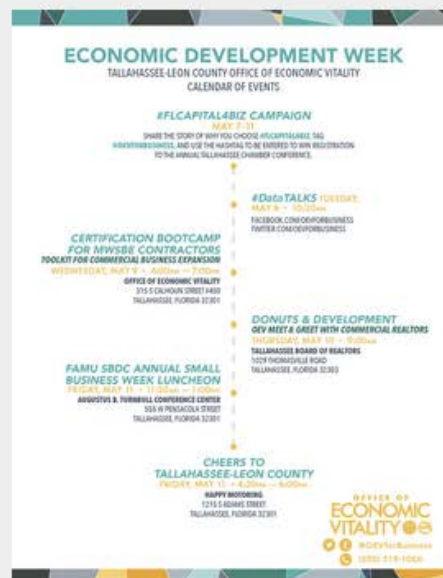
2018 ECONOMIC DEVELOPMENT WEEK IS HERE!

Tallahassee-Leon County Economic Development Week
- May 7-11, 2018 -

Celebrate National Economic Development Week with OEV and partners!



Social Media Campaigns



Events

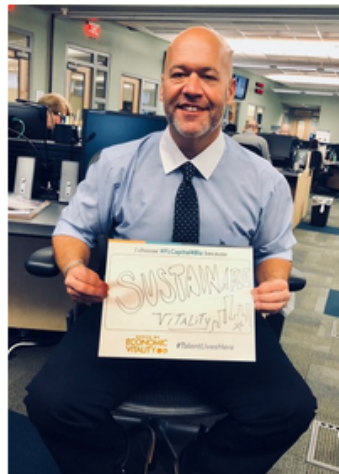
Social Media Campaigns

I CHOOSE #FLCapital4Biz BECAUSE _____

Earn a chance to win a **FREE** registration to the Greater Tallahassee Chamber of Commerce's 2018 Annual Chamber Community Conference (a \$575 value!).

Tell us why **YOU** choose Tallahassee-Leon County – Florida's Capital for Business:

1. **Tell Us:** "I choose #FLCapital4Biz because _____." You can write it as a post OR take a photo with a sign. Make your own (handwritten or [print](#)), or contact OEV to pick up a sign or have one delivered to your place of business.



2. **Tag Us:** Tag @OEVforBusiness on Twitter and/or Facebook using the hashtag #FLCapital4Biz by **May 10 at 11:59pm** to be entered into the drawing for a free Chamber annual conference registration (\$575 value).

3. **Join us** at Happy Motoring (1215 S. Adams St.) on **May 11, 2018, 4:30pm - 6:00pm**, where the winner will be announced. Must be present to win!

Follow OEV on Twitter and Facebook (@OEVforBusiness) for more information about the full 2018 Economic Development Week calendar of events.

[Download the #FLCapital4Biz sign >>](#)



[Download the #FLCapital4Biz sign >>](#)



CAPTURING CHAMPIONS



OEV, in collaboration with the Jim Moran Institute and the FAMU Small Business Development Center, is launching a new “Capturing Champions” media campaign. These public service announcements will spotlight ten minority- and women-owned business owners and capture their stories on how they started and continue to thrive in the local business environment. The videos will be launched and shared through OEV’s social media platforms, as well as the City of Tallahassee’s television

station, WCOT, and Leon County’s YouTube channel, LeonCountyFL.



#DataTALKS

Tune in on **Tuesday May, 8 at 10:30am** for the launch of OEV’s #DataTALKS series by following OEV (@OEVforBusiness) on Facebook and Twitter. This will be the first of several economic development “data talks” that provide ‘snapshots’ of Tallahassee-Leon County’s economic trends using the data/metrics that OEV tracks.





Events

MWSBE Certification BOOTCAMP for Contractors



This Bootcamp will provide information to contractors and subcontractors in the construction trades on local and state WMBE certifications, Disadvantaged Business Enterprise (DBE) certifications, and SBA 8(a) Business Development Certification Program. The workshop will cover how these certifications expand the projects for which MWSBE businesses qualify, increasing their bid portfolios exponentially. Technical assistance, as well as light food and refreshments, will be provided.

For more information, contact Deputy Director [Darryl Jones](#).

RSVP

Donuts & Development

OEV will be joining the Tallahassee Board of Realtors on Thursday, May 10 to facilitate a conversation on partnership opportunities between economic developers and commercial realtors in Tallahassee-Leon County.

DONUTS & DEVELOPMENT
OEV MEET & GREET WITH COMMERCIAL REALTORS
THURSDAY, MAY 10 • 9:00AM
TALLAHASSEE BOARD OF REALTORS
1029 THOMASVILLE ROAD
TALLAHASSEE, FLORIDA 32303

Annual Small Business Week Awards Luncheon



Helping Businesses Grow & Succeed

Join the Small Business Development Center (SBDC) at FAMU on May 11 to celebrate the accomplishments of small business owners and entrepreneurs in our community. During the Small Business Week Awards Luncheon, organizers will highlight businesses that contribute to the vibrancy of our community.

[Find the full calendar of Small Business Week events >>](#)

Cheers to Tallahassee-Leon County! A Happy Hour Celebration

You're invited! Celebrate local businesses and the closing of Economic Development Week over drinks and light hors d'oeuvres at Happy Motoring on Friday, May 11 from 4:30pm-6pm.

This casual networking and open house-style event will highlight the impact of local businesses and economic success stories in our community, as well as a drawing of the #FLCapital4Biz social media campaign winner.

Let's celebrate Tallahassee-Leon County, Florida's Capital for Business! #FLCapital4Biz



RSVP



Office of Economic Vitality

315 S. Calhoun St. #450 | Tallahassee, FL 32301

(850) 219-1060 | info@oevforbusiness.org

oevforbusiness.org