TALLAHASSEE
AND LEON COUNTY
Tallahassee
and Leon County
Discover the Attraction in Florida’s Capital

In the Tallahassee-Leon County area, every day is a perfect day for business, learning and playing. The capital for more than state government, this decidedly different city is the best of Florida progressiveness and Southern charm, all enhanced by natural resources, care for the community, and a quality of life that no other city can boast.

By Heidi Tyline King
WELCOME TO TALLAHASSEE

For decades, Tallahassee harbored a reputation as a charming city, but in 2020, it’s quickly becoming one of the hottest places to live and work in Florida.

Enhancing Appeal

Back in 1989, community planners realized that if there wasn’t a purposeful plan in place, Tallahassee would end up a sprawling hodge-podge of suburbs surviving only on state government. Equally concerning was that the city’s sense of place — its magnificent live oaks, pristine lakes, and greenways — would disappear.

Tallahasseeans agreed at the ballot box, approving a penny sales tax, the first of three city sales tax initiatives to strategically invest in infrastructure and economic and quality of life projects to enhance the city’s appeal. The latest initiative, starting in 2020, will invest $1.1 billion in projects over the next 20 years.

The Fastest Growing Economy per Capita in Florida

Those early efforts are paying off with economic opportunities growing daily. The Greater Tallahassee area has the fastest growing economy per capita in Florida according to the latest data from the U.S. Department of Commerce. The growth rate is twice that of the state and nearly three times that of the country. Signs of progress can be seen all over town. Private development, a driving force strengthening and diversifying the local economy, is thriving in the city and signals a positive outlook for the next couple of years.

“The beauty of Tallahassee is that it’s a young town with a lot of interconnectivity where someone can come in and make an impact right away,” says Mark O’Bryant, CEO of Tallahassee Memorial HealthCare.

Scattered throughout Tallahassee are hundreds of development projects to increase housing options for residents. Balancing development with neighborhood preservation and the implementation of an Urban Forest Master Plan will continue to be a priority. “The increasing economic vitality of Tallahassee-Leon County speaks to the impact of our good initiatives and bodes very well for our future economic health,” says Ben Pingree, director of Tallahassee-Leon County Department of Planning, Land Management and Community Enhancement (PLACE).

As the “Magnetic Capital of the World,” Tallahassee’s National High Magnetic Field Laboratory continues to attract elite researchers and scientists and, in turn, laboratories and corporations keen on using the cutting edge research to innovate. Manufacturing is thriving and projected to grow steadily through 2022, employing degreed and skilled labor across a variety of disciplines. Establishments such as Danfoss Turbocor, Coastal Forest Resources, General Dynamics Land Systems, St. Marks Powder, BASF Corporation, and Chromalloy Component Services represent a variety of manufacturing sub-sectors as the region supplies wood, printing and graphics, food, chemical, mineral, metal, machinery, computer, and other products to the rest of the U.S. and the world.
EMERGING MAGNETIC CAPITAL OF THE WORLD

Home to the National High Magnetic Field Laboratory, Danfoss Turbocor, world class research universities and unparalleled opportunity.

Discover what is attractive about Florida’s Capital Region: the MAGNETIC CAPITAL OF THE WORLD.

OFFICE OF ECONOMIC VITALITY
TALLAHASSEE-LEON COUNTY

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What a Difference Five Years Makes

Since 2014, the Tallahassee-Leon County area has:

✓ Added more than 15,300 jobs to the private sector.
✓ Issued 289 commercial permits for new construction valued at $535.3 million — not including public facilities.
✓ Added over a million square feet of commercial space.
✓ Increased tourism 16% to nearly $1 billion.
✓ Increased the number of visitors to the area by 13%.
✓ Increased taxable sales growth by 23%.
✓ Welcomed the Jim Moran College of Entrepreneurship.

A dynamic gov-tech community has sprung up. “Tallahassee has a lot of software and IT solutions providers specifically serving government agencies,” says Lester Hutt, director of recruiting and community outreach at Diverse Computing, “but what makes this area so interesting is that communication networks are forming among the different silos including the community, universities, government, and private companies. We aren’t competing against each other but growing together in a collaborative ecosystem.”

Graduates from the area’s top-ranked programs at Florida State University and Florida A&M University are staying because of programs that cultivate budding entrepreneurs. “Our city is a story of solid growth that’s led by a community investment focused on building a robust and balanced physical infrastructure for the future,” says Steve Evans, chairman of the Tallahassee-Leon County Office of Economic Vitality’s Economic Vitality Leadership Council.

A Decidedly Different City

There’s a saying that Florida is the only state that becomes more Southern the further north you go. Spend some time in Tallahassee and you’ll soon understand why. The Capital City exudes Southern charm — blame it on the laid-back atmosphere, live oak canopies, and friendly welcome you’ll receive. In fact, Tallahassee is one of Southern Living’s 2019 top 10 picks for favorite cities in the South, along with Savannah, Greenville, and Austin.

But don’t let its Southern drawl fool you. This decidedly different approach has resulted in a decidedly different city. Tallahassee has both Florida progressiveness and Southern charm — 30 minutes from the coast but a place with hills and a change of seasons.

It’s provincial but also progressive. Folks are nice but they’re also pretty darn smart — Tallahassee’s Greater metropolitan area is home to the most educated workforce in Florida, and 45% have a bachelor’s degree or higher.

The quality of life can’t be beat — a short commute time, world-class schools, myriad cultural and sporting activities, a nationally-ranked park and trail system, fabulous weather, an international airport, and close proximity to beaches, national forests, and state parks are but a few of the amenities offered. And it’s affordable: Both families and retirees are moving to Tallahassee because of the low cost of living, still around $190,000 for a single family home.

“Other Cities Should be Coming to Study Us”

Ron Sachs, a Miami native, has intentionally chosen to keep his business headquarters in Tallahassee. Now in its 24th year, his strategic communications firm, Sachs Media Group, was named the 2018 PRNews Firm of the Year.

“This is such a great place to start and grow a business that other cities should be coming here to study us,” says Sachs. “The reason I’m here is for the people and place. Tallahassee may be the capital of state government, but it’s also the capital of quality of life in all of Florida.”

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A central location between major Southern cities, sound infrastructure, improvements to bike lanes and heavily traveled corridors, and exciting projects with StarMetro and at Tallahassee International Airport illustrate how Tallahassee-Leon County is building for tomorrow.

As the gateway to Florida, Tallahassee-Leon County sits equidistant between Jacksonville, New Orleans, Orlando, and Atlanta, making it convenient for business and transport in a number of industries. Complementing this strategic location is the fact that Tallahassee is only a couple of hours from deep-sea ports via I-10 and CSX rail.

Placemaking Projects

The city and county have been hard at work addressing an aging infrastructure with environmentally friendly and quality of life improvements. The $25 million Blueprint Tallahassee-Leon County projects include new corridors for bike paths, Segment 3 of the Capital Cascades Trail for stormwater retention, the Orange/ Meridian beautification project, completion of the Magnolia Drive Multi-Use Trail connecting Monroe Street and the Apalachee Parkway, and the Northeast Gateway at Welaunee Boulevard including sidewalks, trails, and a four-lane roadway.

Getting Around

As Tallahassee grows, plans are in the works to expand StarMetro routes and facilities. In development is a partnership with Florida State University to make Seminole Express, operated by StarMetro, the first all-electric bus fleet on any campus in the country, signaling the commitment to environmental sustainability.

Tallahassee International Airport

In 2018, passenger travel at Tallahassee International Airport (TLH) reached a 10-year high with 800,000 people leaving from Tallahassee, contributing to a growth in the area’s economic impact from $400 million to $600 million annually. Currently, the city-county is in the midst of a five-year plan that uses the airport as a hub to grow the region’s economy by creating a foreign trade zone for the eight-county surrounding area. Executive Director David Pollard has a bold strategic plan.

“We are actively working with U.S. Customs and Border Protection, along with several other federal, state and local partners, to develop the required inspection facilities, infrastructure and capacity to position TLH as an international port of entry and future foreign trade zone. Additionally, we are working with industry partners on plans to develop over 450 acres of airport land with a focus on air freight, flight training and aircraft maintenance facilities in keeping with the growing demands of our region,” says Pollard.

These efforts, along with other regional economic development initiatives, will be a primary driver of growth. The city’s goal is to increase the annual economic impact of the airport to $1 billion by 2024.

At the same time, Pollard has his eye on ways to attract new air carriers and keep travel affordable.
At a Glance

Tallahassee-Leon County is located like a hub in the center of a wheel, with New Orleans, Atlanta, Jacksonville, and Orlando as the spokes.

It is only a couple of hours from deep-sea ports via I-10 and CSX rail, making it fast and convenient to move products and people in and out of the area. And because Tallahassee is situated in the northwest part of the state, the city is also a gateway to the rest of Florida.

Tallahassee International Airport
• 808,613 passengers in 2018, a 10.43% increase from 2017
• 20,059,605 total pounds of air cargo in 2018, a 5.07% increase from 2017

Getting to Work
• At just 20 minutes, average commute time in Tallahassee is 22% lower than the state average
Being the Capital City comes with a certain reputation. Even so, Tallahassee-Leon County, while still embracing its “government town” roots, has grown to be so much more. Strong infrastructure, culture, natural resources, diversity, and the presence of a vibrant creative class are reshaping Tallahassee into one of the South’s most progressive cities and sought-after places to live. Where else in the country do you have access to such an educated population, preeminent research from two esteemed universities, and a world-class research lab — all within a 10-minute commute?

A Unified Vision

Until a few years ago, different entities were so busy promoting the great things going on that there was no unified vision for shepherding the city forward into the 21st century. That changed with the creation of the Tallahassee-Leon County Office of Economic Vitality (OEV).

"Economic vitality comes by recognizing, developing, and embracing all the assets of this great community in a way that fuels excitement, innovation, and positive growth while protecting the beauty and quality of life precious to each of us," says Cristina Paredes, who has directed the OEV since 2018. "And economic development is the natural outgrowth that subsequently fuels sustainability. By focusing on this vitality we can foster a strong business climate and overall growth of our community."

In three years, the OEV has broken down silos, eliminated duplication of efforts in different industries, formed connections between academia, business, manufacturing, health care, research, and government.

"The goal of our office is to implement a collaborative, inclusive approach to economic vitality," says Paredes. "We serve as that connector between local and state economic development, workforce development, and business development partners to ensure Tallahassee-Leon County remains competitive for new businesses and opportunities."

Today, the OEV is hard at work implementing a conscious, measured, strategic plan for promoting and elevating Tallahassee’s holistic, vibrant, and diverse economy through business formation, business expansion, talent development, tech transfer, and support for minority women and small businesses.
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Impacting the Future

“When I look at our community, I am excited about the opportunities that are right before us,” says Paredes. “We are seeing increases in private sector job growth, a vibrant innovation and entrepreneurship scene, and a commitment to enhance our quality of life through several new infrastructure and placemaking projects. The future is truly magnetic, and I hope others discover what makes Tallahassee-Leon County attractive.”

The OEV is focused specifically on four sectors that have the greatest potential to impact Tallahassee-Leon County’s economic future:

- Applied sciences and innovation maximizing world-class resources as Innovation Park, the National High Magnetic Field Laboratory, and two outstanding research universities.
- Manufacturing and transportation/logistics to capture the economic benefits of innovation through manufacturing in the area.
- Professional services and information tech to nurture the area’s growing information and communications technology cluster and ensure that local businesses have access to exemplary legal, accounting, and other business services needed to grow and innovate.
- Health care to establish Tallahassee-Leon County’s leadership as a regional hub for research, development, and patient care.

Leon County by the Numbers

- Employment in Q3 2019 has increased 2.8% year-over-year, at 191,477 total.
- Unemployment compensation claims in Q3 2019 decreased 6.7% compared to Q3 2018.
- Tallahassee International Airport hosted 212,788 passengers during Q3 2019, up 8.5% since last year.
- Taxable sales for Q2 2019 were $1.34 billion, up 8.1% since Q2 2018.
- Tallahassee exports in 2018 were the highest of any year during the 2000s: $270.8 million, dominated by manufactured machinery.
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Over the last decade, we have used our years of experience and deep understanding of the legislative process and the political environment to help our clients develop strategies to navigate the system to achieve high-impact results on a state and local level.

RSA has the honor of representing and being connected with various Florida businesses, organizations, membership associations and non-profits across the spectrum. The commitment we have to our clients is unsurpassed and our ability to think strategically in the face of uphill battles distinguishes us from all others.

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RSA is proud to call Florida home, and we witness firsthand the importance legislation and policies have on the state’s quality of life. RSA is not afraid of hard work; we embrace the opportunity to make a positive difference.

OUR TEAM

RON PIERCE
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“We fully integrate all of these areas to achieve far-reaching results and yield high-impact successes for our clients. When you choose our team, you are choosing a firm well known for exceptional work ethic, integrity and ability to accomplish the goal. – Ron Pierce, President/CEO RSA Consulting

WHAT OUR CLIENT’S ARE SAYING

“(Ron Pierce) Gets results, understands the end game, and works hard to accomplish established goals. He does this while always being personable and professional. He understands the political and business environment, his council allows us to navigate that environment. Ron’s hard work and vision sets our company up for success and more importantly makes us better for our patients.”

Bradley P. Herremans,
Chief Administrative Officer,
Suncoast Community Health Centers, Inc

“Ron and his team are consummate professionals and work diligently to represent their clients in the highest professional manner. He has an uncanny ability to analyze situations and provide effective guidance in navigating through complex issues. Based on his experience and humble approach, he has demonstrated unique qualifications in providing guidance to our public agency. Ron and his team work tirelessly to represent my organizations goals and has effectively communicated our message to our targeted audience.”

Eric Hart
President/CEO of the Tampa Sports Authority

A FEW OF OUR CLIENTS

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Every year, thousands of scientists from around the globe come to Tallahassee to use the world’s largest and highest-powered magnet lab. The National High Magnetic Field Laboratory (or National MagLab as it is known locally) is the only facility of its kind in the U.S., operating for more than 25 years thanks to funding from the National Science Foundation and the state of Florida.

Home to a fleet of world record magnets and highly experienced scientists and technicians, the National MagLab welcomes scientists in myriad fields who use the lab’s unique magnets to probe fundamental questions about materials, energy, and life. The National MagLab’s 45-tesla hybrid magnet creates the strongest continuous magnetic field in the world. The lab also boasts the strongest magnetic resonance imaging (MRI) machine, which features an ultra-wide bore magnet with a field strength of 21.1 tesla (compared to a 1.5 tesla MRI found at most hospitals).

“While much of the science that happens at the MagLab is driven by scientific curiosity, the research can affect regular people’s everyday lives,” says Greg Boebinger, director of the National MagLab. “Magnetic fields are underutilized in the private sector, and we welcome industry to better leverage our lab’s research opportunities.”

The MagLab’s Magnetic Reach

Magnetic field research has played a critical role in developing new technologies used every day from electric lights and computers to motors, plastics, high-speed trains, and MRI. And the newest research coming from the MagLab is laying the building blocks for future technology, energy solutions, and cures for disease.

The far-reaching impacts include:

• Research on lithium batteries and more efficient fuel cells that could fundamentally change the way energy is stored and delivered.
• Solutions for efficient energy storage for renewable energy sources like clean wind and solar.
• Improvements to petroleum refining, converting abundant, lower-quality crude oil into usable fuel.
• New equipment for diagnosing brain cancer and gauging whether tumors have shrunk within days instead of the usual weeks or months.
• Research on certain materials that have unique optical, electrical, and magnetic properties that can be used for computer memory storage.
• Advances in understanding the causes of southern leaf blight, a fungal disease that affects food supplies.
• Exploration of semiconductors, superconductors, newly grown crystals, and materials from the natural world for development of new technologies.
• Detection of new biomarkers for cancer and understanding biochemical interactions within tumors.
• Improvements on design and energy efficiency of motors in car engines, air conditioners, robots, and other devices.
• Research to help build a molecular basis for engineering more effective human antifungal drugs.
• Deeper understanding about the structure of diseases and disorders, from cancer to HIV/AIDS, Parkinson’s to Alzheimer’s, migraines and brain injuries to Lou Gehrig’s disease (ALS) that could lead to innovative drug development for global health threats.
• Research on superconductivity that could lead to smart electrical grids, power storage devices, or magnetic levitation.
• Work on buckytubes to help make products stronger and lighter, and a new carbon-based material, graphene, that may lead to an array of exciting products, from thin, flexible computer screens that can be rolled up like a sheet of paper to quantum computers that can process complex calculations.

Home Base to High-Powered Magnetics Research

Because of the global significance of the MagLab, the OEV appointed a Magnetic Taskforce of key stakeholders in the community to cultivate interest across industry sectors and continue developing the business ecosystem around magnetic technologies. The taskforce includes leaders from Danfoss Turbocor, the world’s leading manufacturer of oil-free, magnetic bearing compressors. When the company began scouting for a location for U.S. operations, Tallahassee was an obvious choice. Revolutionizing the industry through magnet technology, Danfoss Turbocor needed close proximity to the main source of knowledge for magnetic technologies in North America — the MagLab.

“We are highly dependent on magnetic science to enhance and further develop our technology,” says Ricardo Schneider, president, “and since we’ve been here, Tallahassee has become a critical location globally in the world of magnetics. There is no other place where you can find such a concentration of knowledge, talent, research laboratories, and companies all doing magnetic science. I don’t think people really know or understand what a big deal this is. Just as Palo Alto is the hub for technology, Tallahassee is quickly becoming the largest global magnetic ecosystem in the world.”

Danfoss Turbocor is more than a foundational member of Tallahassee’s applied sciences and advanced manufacturing community; it has become a key player in fostering collaboration among different

“The success of our higher education institutions, our companies, and our emergent magnetic technology are all rooted in this being a place where people put down roots and build their lives and careers.”

— Gary K. Ostrander, Ph.D.
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modeling. Even the FDOT conducts research at the park. The Structures Research Center provides research, testing, and evaluations of innovative structural components and bridge systems.

“There is great research going on, a strong tech community, and the universities open their doors to commercial licensing opportunities,” Tentnowski says.

Attractive Location for Magnet-Focused Companies

MagCorp is among the latest companies to spring up from the magnet technology business ecosystem emerging in Tallahassee. Co-founders Lezlee Richerson, Jeff Whalen, and Abby Queale are well-known in the field of magnetics; they have all lived and worked in Tallahassee for over a decade and as such recognized an unmet need: the ability to bring together industry, government, and science to bring magnet technologies to market in a way that is effective, collaborative, and understandable to all parties.

“If you make software, of course you’ll want to be in Silicon Valley,” says Whalen, who is also the STEM Entrepreneur in Residence at the Florida State University Jim Moran College of Entrepreneurship. “If you’re in finance, you’re probably in New York. Medical technology? The Research Triangle in Raleigh/Durham. And magnet technology? Of course you need to be in Tallahassee.”

MagCorp is a technology development concierge for companies that use or could use today’s magnetic technology in their products, a one-stop shop strategically located to help companies leverage the science being done in Tallahassee. “These technologies are quite sophisticated, and there are a lot of people who need experts in magnetism but don’t necessarily speak the language of the scientists,” explains Richerson.

“MagCorp fills that middle gap. We can relate to both business people and scientists and quickly put the pieces together to solve our clients’ problems in a smooth and painless process for everyone.”

MagCorp helps clients manage the often expensive risks of developing their magnetic technology into smaller, more affordable pieces, ensuring that technology is sound and prototypes work before engaging in bigger commitments like full production. The company’s current clients come from myriad fields including biotechnology, health care, 3D printing, security, and more. “There’s so much more here than the world-class research that’s being done,” Queale says. “There is great growth potential for our community and local businesses because of the vibrant entrepreneurial culture and focus on magnet technology that is only found in Tallahassee. We see MagCorp as a conduit, a curator of innovation that’s located right here in Tallahassee to help companies all around the world with a magnetically enabled product or service to figure out how to develop and implement their magnet science. Our clients really like our business model because it lowers risk and provides product solutions at the speed that they need.”

Doctoral student Jason Brown worked with FAMU-FSU College of Engineering Professor Jonathan Clark to create robots modeled largely on roaches, geckos, and squirrels that are more agile and can quickly move over a variety of terrains.

FAMU-FSU Professor Christian Hubicki provides a robotics demonstration at Innovation Park.
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In 2014, Mitch Nelson and Jason McIntosh were kicking around ideas for a start-up business for a class at the Florida State University Jim Moran College of Entrepreneurship. They wanted it to be profitable but also socially responsible. “We wanted to use the social entrepreneurship model so that we could make money but also do good,” Nelson explains.

They first looked at a global issue but the logistics seemed unrealistic. At a loss, they walked into a homeless shelter and asked about its greatest needs: clean socks. They founded DivvyUp, selling cool socks from a table on campus using the 1-for-profit, 1-for-sharing model.

All the while, they took advantage of the resources for entrepreneurs in Tallahassee, from Domi Station, a business incubator and coworking space for entrepreneurs and innovators, to funding from local investors. With a self-imposed year to figure it out, they decided on custom socks, but it wasn’t until they arbitrarily put the face of someone’s dog on a pair that the business took off. This year, DivvyUp has moved into a new facility and will employ 300-400 seasonal workers in addition to the 100 employees year-round. The e-commerce company will also hit the million pairs mark at Christmas. Facebook’s Mark Zuckerberg even posted a picture of himself wearing a pair of their socks on social media.

An Inclusive Business Community

Despite their success, DivvyUp’s owners, Nelson, McIntosh, and Spencer Bluni, say they never intended to stay in Tallahassee. “We really thought we’d just see where the world would take us,” Nelson says, “but before we knew it we had built a business here in Tallahassee. Looking back, we were young, stupid kids — but we were never treated that way. Everyone in the Tallahassee business community valued our ideas and championed our business.”

“An Inclusive Business Community”

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“In our local start-up community is very accessible and collaborative, and we make it a point to make everyone feel welcome and supported.”

— Antonio Montoya
Executive Director, Domi Station

In the last three years, 100-plus start-ups and ventures were incubated in Tallahassee. What makes the area so attractive? Access to the business community, world-class academicians, resources and mentors, and an economy that makes it affordable to create and run a business, to name a few reasons.
workforce, but also there are plenty of people for seasonal hires. And because of Tallahassee's size, we get access to community leaders that we would never meet in larger cities."

That access extends to world-class business experts from the city's preeminent universities. "We're constantly trying to figure out our next steps, and in another place, we'd have to pay hefty consulting fees," Nelson says. "But here, we can call up a world-renowned professor and have coffee to discuss our brand and vision. Where else can you get that kind of expertise for free?"

The Florida State University Jim Moran College of Entrepreneurship

Much of the excitement about entrepreneurship in the Capital City stems from the Florida State University Jim Moran College of Entrepreneurship. In 2015, the Jim Moran Foundation pledged $100 million to the university — the largest gift in the school's history — to create a school of entrepreneurship to cultivate, train, and inspire entrepreneurial leaders through world-class executive education, applied training, public recognition, and leading-edge research.

In 2018, now with 24 full-time faculty and 800 students, this pipeline of innovation was named the Nation's Emerging Entrepreneurship Program by the U.S. Association for Small Business and Entrepreneurship. And in November of 2019, the Jim Moran College of Entrepreneurship became FSU's newest college and the only stand-alone college of entrepreneurship at a public university in the nation. This transition elevates the college's prestige and profile. "For me the mission of the Jim Moran College of Entrepreneurship, 'Inspiring innovation, instilling compassion, and igniting an entrepreneurial mindset in the next generation of leaders,' says it all," says Susan Fiorito, dean of the college.

Incubating Innovation

Entrepreneurs often find a gap between having a good idea and knowing how to see it through to fruition. Tallahassee's co-locating and collaborative incubator programs are effectively filling that gap. CoLab @ The Pod offers coworking spaces for new enterprises, while Domi Station offers space and services for business and tech start-ups.

Similarly, Tallahassee Community College (TCC) is playing a major
role in providing passionate entrepreneurs with the skills and connections needed to ignite an idea and grow it into a successful business. Its Spark program provides participants with local entrepreneur-focused resources such as business planning and management skills, along with access to successful business leaders.

The TCC Center for Innovation is also ramping up its offerings in the Tallahassee Creative Core located in the heart of downtown. Scott Balog, executive director, describes the center as a convener and catalyst for business development in the state’s Capital City. Balog is connecting the center to emerging statewide and national innovation networks and establishing it as a vibrant space where entrepreneurs starting a business, relocating to Tally, or in town from other areas to do business can find administrative support, offices for lease, meeting and conference rooms, and creative and collaborative expertise and resources they need to be successful and thrive.

“As a part of much larger networks, we are a major conduit of activity supporting businesses, nonprofits, and government in the local entrepreneurial ecosystem and promoting the wealth of resources in our community,” Balog says. “Our proximity to the capital of the third largest state in the country uniquely positions us to leverage the intersection between government, education, and industry. We want our center to be the place where businesses convene meaningful conversations, engage education entities in preparing the state’s future workforce, and inform policy that impacts technology innovation and economic development across Florida.”

Nurturing Business for All

One of the most exciting developments for entrepreneurs is the program designed to nurture minority’s and women’s start-ups. It’s hard enough to start a business from scratch, but if you’re a minority, the odds of failing increase. To support this crucial segment of the Tallahassee-Leon County population, the Big Bend Minority Chamber of Commerce and the Capital City Chamber of Commerce offer advocacy, training, and development to underserved small businesses while also serving as a liaison between members and other resources such as potential investors.

Another community resource is the Florida A&M University (FAMU) REACH: Research, Entrepreneurship and Commercialization Hub innovation ecosystem. With $1 million in federal funding, REACH is working to stimulate entrepreneurship in underserved rural and urban communities.

Antonio Montoya, executive director at Domi Station, says that Tallahassee is a great place to start and grow a business because of its supportive and tight-knit entrepreneurial community. “Our local start-up community is very accessible and collaborative, and we make it a point to make everyone feel welcome and supported,” he says.

Jake Kiker, one of the original founders of Domi Station, agrees. “Given the diversity and level of educational attainment already present in Tallahassee, coupled with a preeminent university in FSU, one of the country’s top historically black colleges and universities (HBCUs) in FAMU, and an innovative community college in TCC, we knew that we possessed real competitive advantages to make it a reality,” Kiker says.

“From working extensively with groups like the Thurgood Marshall College Fund to supporting the weekly Women Wednesdays (founded by one of our first entrepreneurs, Barbara Wescott), diversity and inclusion are not things that we simply strive for at Domi — they’re an invaluable part of our culture.”

The FAMU REACH project offers community-based entrepreneurs training and support.
For Profit Thinking, in a Non Profit World.

Partners in Association Management serves as the full service strategic and operational management headquarters for over twenty state, regional and national non-profit associations; and the firm also offers customized consulting services to many other not for profit organizations around the country in the areas of strategic planning, board governance training, event management, certification program development and more.

We are proud to call Tallahassee home, and appreciate the over $12 million dollars in annual economic impact our client associations bring to Tallahassee and Leon County.

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325 John Knox Rd Ste L103, Tallahassee, FL 32303
Domi Station entrepreneur Barbara Wescott is now CEO and founder of Swellcoin, a buy-local cashback app designed to restore and increase small and local business spending. Having launched her start-up in Domi, she is uniquely qualified to help other women grow and share their talents. Women Wednesdays, a collective for women to get together and co-work, share ideas, and listen to inspiring speakers, was born from this effort. “The thing that inspires me is the accessibility of today’s technology,” Wescott says. “The opportunity for an everyday person to build something really big and wonderful exists, so get going and get connected to people who can help because they’re here.”

Good for the Economy. Good for the Environment.

Take a ride down one of Tallahassee’s canopied roads or go kayaking at a nearby spring and you’ll see why Tallahasseeans are so protective of their natural resources. Tallahassee also has awesome weather, and with it, a high concentration of experts in the preeminent school of meteorology in the nation, housed in the Florida State University’s Department of Earth, Ocean & Atmospheric Science. It’s only natural for these assets to evolve into ways to do business that capitalize and celebrate the environment. This includes:

- WeatherTiger, the brainchild of Erica Staehling and Ryan Truchelut, is a meteorological consulting firm using big data to provide customized agricultural, hurricane, and long-range temperature and rainfall forecasts and full-spectrum decision support for commodity, weather risk, public safety, and retail markets. Their technology can forecast global temperature anomalies and precipitation six months out.

- Oyster Aquaculture at the Tallahassee Community College Wakulla Environmental Institute teaches entrepreneurs the basics of farm-raising oysters, a new but increasingly popular form of aquaculture. Classes cover crop management, rules and regulations, and lease setup for operating and working an oyster lease.

- WeatherSTEM combines comprehensive weather stations powered by live data and then installs them in schools, golf courses, and other weather-dependent facilities around the country.

- RMS HWind Scientific, now a division of RMS, was founded in Tallahassee by meteorologist Mark Powell and is the world’s leading provider of tropical cyclone wind field data.

- Tall Timbers Research Station, one of the nation’s leading land trusts, is a pioneer in the study of fire ecology and prescribed fire for land management. Internationally recognized for and instrumental in training and educating firefighters in prescribed fire training, its work has implications for controlling wildfires such as those in California and preserving delicate natural ecosystems. Most recently, it has partnered with Los Alamos National Laboratory in New Mexico to study the physiology of fire and prefire management activities.

- The Florida State University Meteorology program is one of the largest and most esteemed programs in the country, accounting for more than 30% of the weather experts at the National Hurricane Center in Miami and scores of other forecasters and meteorologists throughout the world.
Ensuring student success on campus and beyond.

Florida State University’s four-year graduation rate is No. 1 in Florida among public universities and ranks among the Top 10 in the country.

Ranked No. 18 in the nation among public universities, Florida State has been designing and building a dynamic learning environment where students are challenged, engaged, and supported to grow to their full potential. Every student at FSU has a success team behind them to help guide and support their educational journey.
Growing up in Crawfordville, Florida, Carol Broxton, Pharm. D., had dreams but no direct path to them until she received a Bright Futures Scholarship funded by the Florida Lottery that paved her way to a college education. Now a regional pharmacy manager in Tallahassee (for JT J Medical Supply, doing business as Mail-Meds Clinical Pharmacy & Bliss Rx), Broxton is working to return the favor.

"You Can Do It" message to young people.

"Looking back, what would you likely be doing now if a Bright Futures Scholarship wasn't available at your time of need?"

❝I love the small town I lived in, so taking a local job and staying close to home would have been an ideal option for me. As far as going to college, I could have potentially chosen not to attend college or faced many obstacles preventing me from fulfilling my dream of becoming a pharmacist. Bright Futures opened up so many doors for me."

Now, you're involved in the pharmacy industry. What has been your most recent involvement in pharmacy innovation?"

❝At my pharmacy, we utilize innovation automation that contributes to the proficiency of our prescription dispensing process. This technology has allowed us to grow and bring new opportunities for jobs. We have added a new pharmacist and a new pharmacy technician. This gives us more time to interact with patients and focus on pharmacy itself and serving the patient."

Have you been able to share your own story with young people?"

❝Absolutely. I had the opportunity to go to Florida A & M University (FAMU) and meet with a support group called My Brothers and Sisters Keepers, where I shared the keys to being a successful pharmacy student, such as time management, perseverance and having a positive attitude. FAMU also has an "Emerging Pharmacy" summer camp program for high school students. As part of that, I was asked if they would be able to visit next summer to observe our pharmacy. I said, 'That's awesome!' I set up a time for a tour and to answer questions. I want them to know about scholarships like Bright Futures, and that they can make their dreams a reality regardless of circumstances or economic limitations."

Do you think it's important now to pay it forward?"

❝Oh, yes, definitely. It's something I truly promote and I'm excited about it. I'm actually getting ready to launch a podcast, with Dr. Amy Steele, the CEO of a company called Reach LLC, which has a college reach-out program (based in Concord, North Carolina). The podcast is called 2:10, because we're two moms and we each have five children. We want to reach the masses with the message that 'you can do it' and despite your background, what you've gone through or your limitations, there are opportunities, like the Bright Futures Scholarship, that can help you achieve your dream of higher education."

So, is the idea of working hard to achieve goals real?"

❝Yes, it's definitely real. Coming from a single-parent home, I was always told by my mom that an education is important, but we didn't have the money for me to go to college, so getting a scholarship was a must. With good grades and the right ACT score, I was able to receive the Bright Futures Scholarship. The Florida Lottery provided a resource I needed to be able to achieve my dream of being a pharmacist."

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ABOUT THE FLORIDA LOTTERY / BRIGHT FUTURES The Florida Lottery puts education in the spotlight with the Bright Futures Scholarship Program. The Florida Lottery is committed to helping students shine inside and outside of the classroom so that they can have brighter tomorrows. Since 1988, the Florida Lottery has contributed more than $36 billion* to Education and has sent more than 840,000* students to college on Bright Futures Scholarships.

*As of November 2019
The state government in Tallahassee is a catalyst for new business and innovation. Working with and satisfying the third-largest state government in the country gives both start-ups and established companies in the gov-tech sector a competitive advantage.

Access to Government

Diverse Computing, one of the leading software vendors developing innovative IT for the criminal justice and law enforcement industry, began in 2001 with a contract with the Florida Department of Law Enforcement.

“Our path is very much like the path of other IT businesses in Tallahassee,” explains Lester Hutt, director of recruiting and community outreach at Diverse Computing. “We created software and had a successful implementation, and other states started taking notice. They wanted the same technology for their states.”

Hutt says that the reason Tallahassee is such an ideal location for the gov-tech industry is the easy access to all different state departments as well as the affordable cost of living in Tallahassee and the knowledge capital to draw educated employees. “Every single state agency uses technology, and there are literally dozens of Tallahassee companies designing software to meet their needs.”

To counter the threats of bioterrorism, Ebola, flu, and other diseases, Tallahassee-based Ruvos helped create software to track diseases, technology that is now used by the Centers for Disease Control and Prevention, the Association of Public Health Laboratories, and state and federal governments. “The Florida Department of Health gave us an opportunity in 2004 and here we are, 15 years later, working internationally providing surveillance of diseases and advising foreign governments on how to set up their own disease tracking operations,” says Eduardo Gonzalez Loumiet, CEO and senior project manager. “Most of our clients are located out of state, but we’ve stayed put. We love the schools, the direction in which
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the overall community is headed, and the great things that the OEV, Florida Technology Council, and DOMI Station are doing to promote technology and talent.”

Capital Benefits
One of the oldest companies in the sector is Municode, historically a legal codification company that is now a unifying platform for meeting agenda creation and approvals, website design and hosting, self-publishing software and document archiving, and municipal codes of ordinances for all sizes of government entities. Founded in 1958, the company’s first client was the city of Tallahassee. Today, the company is a national leader in gov-tech services. “As a midsize-to-large company, we have access to everything we need to do business, including a vibrant talent pool,” says Eric Grant, president and CEO. In contrast, Kikoda, founded in 2016, is one of the newer software firms in town, and in only three years, has tripled in size, with plans to double in size in 2020. The company specializes in custom software development, security and data privacy, IT consulting, and business analysis. Even the Florida Lottery creates the latest gaming innovations right in Tallahassee.

Given that Tallahassee and the state of Florida always play a major role in national elections, it was only natural that a local company recognized the need for designing technology to support modern elections. VR Systems creates electronic pollbooks, online training systems, and comprehensive software platforms to support the entire election effort. Its products are now used throughout the country.

Zack Dunlap is director of business development at Inspired Technologies, an all-inclusive technology solutions provider with 40 employees and a 35% annual growth rate. With clients in 30 states and 5G rollouts slated for major cellphone companies, the Tallahassee-based company will break ground on a 50,000-square-foot facility next year.

“We’re just two guys from Wakulla who migrated to Tallahassee and began running fiber nationwide for law enforcement communications networks,” Dunlap says. “Working in the state capital makes it easy to communicate and showcase new IT and solutions designed specifically for government. It also gives us a chance to prove ourselves because it shows that our company can meet the needs of a state as large as Florida.”

Tally Job Hop
Tired of national companies coming in and luring away the amazing talent at local universities, the community got together and created Tally Job Hop, a daylong tour of local software and technology companies designed to expose students to the variety of tech work available in the Capital City. The Job Hop is now a program of the Greater Tallahassee Chamber of Commerce and has expanded to include other business sectors, with an unexpected result: The students who participated went back and told their friends, becoming brand ambassadors of sorts for all Tallahassee has to offer.
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Tallahassee has 20/20 vision — this city is ready, willing, and able to court, support, retain, and attract businesses large and small to the Big Bend region. It’s the economic hub for North Florida.

“It’s the Relationships”

“Businesses that could be located anywhere are drawn to Tallahassee,” says Sue Dick, president of the Greater Tallahassee Chamber of Commerce. “And it’s more than the ‘quality of life’ — it’s the relationships.”

Since 2011, the Florida Small Business Development Center (FSBDC) at Florida A&M University has assisted 154 new small businesses in opening their doors, helping to change the area’s economic driver from government to private industry.

“Local government officials, chambers of commerce, institutions of higher education, and community-based organizations are in sync and committed to creating and sustaining a vibrant economy,” says Keith Bowers, regional director of the FSBDC.

Support for Growing Companies

Another avenue of support for businesses is the Jim Moran Institute for Global Entrepreneurship, part of the Florida State University College of Business. While the Florida State University Jim Moran College of Entrepreneurship nurtures students through the entrepreneurial process, the Jim Moran Institute helps to grow and sustain established companies.

“We help businesses figure out where they need to go and how to be more efficient,” says Michael Campbell, director of North Florida Operations. Now with offices in Tallahassee, Jacksonville, Tampa, and Broward and Palm Beach counties, the Jim Moran Institute requires businesses to complete an application process. If selected for a program, all services are offered at no cost.

Open for Business

Services such as these, combined with Tallahassee’s other unique assets of place and people, are all contributors to

Leon County’s Major Public Sector Employers

5,000+ EMPLOYEES
- Florida State University
- State of Florida

2,000-4,999 EMPLOYEES
- City of Tallahassee
- Leon County Schools

1,000-1,999 EMPLOYEES
- Florida A&M University
- Leon County
- Tallahassee Community College

Business Forecast? Hot! Hot! Hot!

Major revitalization, new projects, collaboration, valuable small business resources, world-class research, a favorable business climate, a collective emphasis on workforce training, and a knowledge-based talent pool are all contributing to Tallahassee’s explosion in local and relocated business growth.
DISCOVER A BETTER WAY TO BENEFIT

OUR SOLUTIONS:
• Brokerage & Consulting
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• Enrollment Management
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Tallahassee's current business growth. “If you look around Tallahassee, you will see technology companies growing at significant rates, hotels and student housing being built, new restaurants coming online and a sense of placemaking happening,” says Beth Corum, co-chief operating officer at Capital City Bank Group and current chair of the Greater Tallahassee Chamber of Commerce.

It's not just small business that's taking advantage of Tallahassee's favorable “open for business” environment. Outside corporations, realizing the value of doing business and having a presence in Tallahassee, are also acquiring home-grown companies.

“It has been interesting to see that in the last few years we’ve had no fewer than 10 banks from other states moving in and becoming players in our community,” Corum says. “Financial institutions don’t open branches in places where they don’t think they will make money.”

Likewise, new companies are moving to Tallahassee to capitalize on the city's unique business advantages. The Black News Channel, a multi-platform news and information channel targeting African Americans, chose Tallahassee as its headquarters because of its central geographic location and access to Florida A&M University experts and academics for on-air analysis. “We have been welcomed by the Tallahassee-Leon County area with open arms and look forward to a long relationship,” says network Chairman J.C. Watts, Jr.

An Easy Place to be Successful

Tallahassee is an easy place to be successful. Laura Johnson, founder and CEO of Coton Colors, a national lifestyle brand with flagship stores in Tallahassee, Tampa, and Atlanta, and sold in boutiques and major department stores across the country, got her start in Tallahassee after being unable to keep up with the requests from friends and family for her painted clothing and home accessories. “The support that we received in Tallahassee, especially in the early days, was a major contributor to our success,” says Johnson.

Trulieve, the first and leading medical cannabis company in Florida, is a “seed-to-sale” operation with 55% of the Florida market and 44 stores statewide.

BioFront Technologies creates kits for detecting food allergens for the food safety industry. “We've had opportunities to move our business to other cities, but we have always been encouraged by the support and genuineness of the business and science community in Tallahassee — and there’s no state sales tax,” says Jason Robotham, president.

FBMC Benefits Management began 40 years ago and has since grown into a multi-solutions company providing benefit planning, communication, education, brokerage consulting, administration and compliance, and enrollment management to companies nationwide.

Thomas Howell Ferguson, another Tallahassee homegrown firm, now in its...
Less FYI.
Moore ROI.
25th year, goes beyond traditional accounting services to offer resources, services, and specialty skills needed to address today’s accounting needs.

**Superior Sports Management**

Founded in 2017, Superior Sports Management is one of Tallahassee’s newest companies, capitalizing on the sports-crazed culture of the South by creating and managing premier athletic events in the U.S. and Caribbean. Its signature tournament, the Jamaica Classic, is now in its third year, with more destination tournaments on the calendar for the next decade. “These aren’t just tournaments — they’re destination sporting experiences, and what better place than Florida for us to expand our business,” says Jacob Ridenhour, founder.

### Accelerated Growth
Tallahassee Metropolitan Statistical Area

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*Source: Florida SBDC at FAMU*
YOUR HOSPITAL FOR life.

Cancer
The most powerful cancer program in the Big Bend region is also the longest continuously accredited comprehensive community cancer program in Florida.

Heart & Vascular
A leader in the Southeast with the only Structural Heart Program, Heart Failure Program and accredited Atrial Fibrillation Clinic.

Trauma
The only Level-II Trauma Center in the region with the area’s highest accreditations, including a Comprehensive Stroke Center and Chest Pain Center with PCI and Resuscitation.

Children
The Children’s Center is affiliated with Wolfson Children’s Hospital. Home to the only Pediatric Intensive Care Unit and Certified Child Life Specialists.

Neuroscience
The Panhandle’s most advanced neurosurgery program with the only Comprehensive Stroke Center and Neurological Intensive Care Unit.

TMH Physician Partners
More than 35 primary and specialty care practices available across seven counties, TMH Physician Partners is a vast network of medical providers offering exceptional patient care.

Emergency
With two ERs and the largest team of board-certified emergency medicine physicians in the region, TMH is ready for any emergency.

Orthopedic
Home to the most experienced orthopedic team in the area with custom joint replacement procedures, orthopedic trauma care and compassionate rehabilitation.

Women & Babies
The region’s first and only accredited Baby-Friendly Hospital, focused on building better bonds between moms and babies. Home to the region’s only Newborn Intensive Care Unit.

Learn more at TMH.ORG.
Manufacturing and Industry

Interestingly, manufacturing is one of the top five fastest growing industries in the community. The Big Bend area is resource-rich, making it a prime location for manufacturers to do business. “The Big Bend area, and specifically Tallahassee with the FSU/FAMU Engineering campus, Tallahassee Community College, and Lively Technical Institute in close proximity, offers a rich resource pool of technically competent engineering and maintenance technicians to choose from,” says Jack Martin, GT Technologies plant manager.

A Market for Business

Marketing firms abound in Tallahassee. Moore, now with offices in four states, just rebranded its integrated, full-service communications firm to better illustrate their national reach. The company is consistently named one of Florida Trend’s Best Companies to Work For in Florida, and recently got a similar accolade from Inc. magazine by being named one of America’s Best Places to Work.

Strategic Digital Services, a marketing firm specializing in cutting-edge marketing strategies, just made the Inc. 5000 list. The Zimmerman Agency has grown into one of Florida’s most recognized marketing and public relations firms, with clients in multiple industries nationwide. Similarly, Bascom Communications, a strategic communications and public affairs campaign firm, is perfectly located to address all things political, from crisis communications to message development to political communications and candidate campaigns. And RSA Consulting Group, conveniently located in the Capital City, is a full-service consulting firm with government and legislative affairs, community affairs, strategic planning, and media and public relations expertise.

A Business Advantage

“There is no better place to start and grow a business than in Tallahassee,” says Tallahassee Mayor John Dailey.

Mayor Dailey meets Lucky Goat owner Ben Pautsch, an FSU alumnus with 15 years of experience in coffee distribution who moved back to Tallahassee to start his dynamic coffee business.

Capital City Bank: Unwavering for 125 Years

In 1895, George W. Saxon opened the locally owned Capital City Bank to serve the Greater Tallahassee area. Establishing itself as “the community’s bank,” it has since survived depressions, natural disasters, and world wars to become one of the largest publicly traded financial holding companies headquartered in Florida. Unwavering: Stories from 125 Years of Capital City Bank, will be published this April.
A WORLD OF POSSIBILITIES

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485+ Acres of Developable Land
Future Foreign Trade Zone
Within Five Miles of Interstate 10

FOR BUSINESS TRAVEL
Minimal Lines including TSA PreCheck
Conveniently Located Concourses
Affordable and Easily Accessible Parking

Whether you’re looking to grow your business on the ground or in the air, the Tallahassee International Airport offers business professionals both a convenient travel experience as well as opportunities for development.

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Regional Collaboration

Collaboration doesn’t stop at the county line. Tallahassee leaders believe strongly in working with neighboring counties because growth for one means growth for all. Wakulla County, which borders the Gulf coast, is only 20 minutes from Tallahassee. Officials are investing in the county with projects such as four-laning U.S. 319 and a focus on attracting tenants to its two industrial parks. Opportunities await for companies in need of an engaged workforce, land, and quick access to an international airport (Tallahassee International Airport is conveniently located south of town, close to the Wakulla area). Recently, the Wakulla Environmental Institute (WEI), a Tallahassee Community College facility, opened to spur green, sustainable job-creating industries including the aquaculture oyster program, which has 70 oyster leases along Wakulla’s coastline.

Wakulla is also known for its pristine outdoor natural resources and activities such as the San Marcos de Apalache Historic State Park, St. Mark’s Bike Trail, Gulf Specimen Marine Lab and Aquarium, and Wakulla Springs State Park. Because of its underground network of caves and caverns, Wakulla is the “Cave Capital of Florida.”

Gadsden County has five business parks for companies interested in doing business in North Florida, with proximity to important commodities from Florida’s forestry and agriculture industries, access to a large workforce, and a well-connected network to move people and products by air, rail, and river. Hoover Treated Wood Products opened in 2019 after support from the Gadsden County Development Council (GCDC) and the town of Havana helped secure a $323,000 Rural Infrastructure Grant to extend water and natural gas to the site. “Gadsden County is committed to economic development and bringing quality jobs to our community. Hoover Treated Wood Products is a testament to our hard work,” says Antonio Jefferson, chairman of the Gadsden County Development Council.

Currently, the GCDC is working on a new strategic plan engaging business and industry in determining future workforce talent needs and then partnering with K-12 teachers to get students excited about and trained for high-demand jobs. To complement this focus, the Gadsden Technical Institute establish a new Diesel Systems Technician program to support the growing transportation, distribution and logistics cluster.
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People Focused. Performance Driven.

NATIONAL ACTS
at the Capital City Amphitheater

AWARD-WINNING
public safety experts

EXCEPTIONAL
County public libraries and services

WORLD CLASS
hiking, biking & paddling trails

VISION
A community that is safe, healthy and vibrant.

MISSION
To efficiently provide public services which serve and strengthen our community.

(850) 606-5300 • www.LeonCountyFL.gov
Talent Lives Here

World-class K-12 public schools, top-ranked universities and colleges, and a dynamic workforce training program make it easy to get schooled in Tallahassee. It’s no wonder the area is home to the most educated population in Florida.

One thing’s for certain: Education is not an afterthought in the Tallahassee area. According to Niche’s 2020 Best Schools data, the Leon County School District ranks as the seventh Best School District among the 67 districts in Florida. Nationally, the district is No. 530 of 11,838 Most Diverse School Districts in America and No. 347 of 10,815 for the Best School Districts for Athletes in America. The Leon County School District has nearly completed two major new construction and renovation projects at Fairview Middle School and Rickards High School.

Understanding that not every student wants to pursue an associate’s or bachelor’s degree, Lively Technical College, part of Leon County Schools, offers 40 career programs, 17 of which are available at night, to help train the next generation of skilled workers. Programs include training in automotives, nursing, aviation, building and construction, diesel systems, electricity, HVAC, medical and legal administration, nursing, welding, culinary arts, cosmetology, and barbering.

“Lively Technical College provides career-oriented education to the community designed to help build a skilled workforce,” says Shelly Bell, director of Career, Technical, and Adult Education for Leon County Schools and director of Lively Technical College. “It is important to recognize that there are many jobs and career pathways in our region and across the state that don’t require a traditional college degree but are in high demand and offer well-paying salaries.”

Lively continues to look at expanding program offerings to meet the workforce needs of our community. Lively partners with business and industry to ensure all training programs utilize industry-driven educational solutions and community partnerships to equip students to meet the needs of local and global employers.

TCC 2 The Future

Several years ago, Tallahassee Community College (TCC) made a concerted effort to provide specific classes that aligned with the major universities’ program requirements. As a result, TCC2FSU and TCC2FAMU are wildly successful, with “numbers going through the roof,” according to Alan Moran, TCC’s vice president of communications and marketing.

“TCC is the No. 1 feeder school for these universities, with 75% of the college’s graduates transferring to a four-year school. Interestingly, 61% of the student body comes from outside the Tallahassee-Leon County area. About 8,000 students need apartments when they move here — that also has a big impact on our local economy.”

Simultaneously, TCC offers the TCC2WORK program as a way to fulfill its mission of providing quality training to local citizens, but also to address...
the ever-growing shortage of skilled workers in Florida. “We are one of two schools in the state that hasn’t eliminated the word ‘community’ in our name because that’s what we’re all about,” says Moran. “Our focus is on affordability, value, and access. To date we’ve trained 160,000 individuals who are now employed in our region.” To date, the TCC2WORK program has 74 different job training programs available, from nursing and paralegal to air conditioning and cyber security. “Working with the business, health care, technology, and government sectors, we’ve thoughtfully created high-quality, pragmatic training programs, some of which are highly specialized,” Moran says. “For example, the TCC Florida Public Safety Institute trains every Florida Highway Patrol state trooper in the state.” Some programs can be completed in four or five weeks, with a job guaranteed upon completion of the program.

Proven Results in Advocacy, Professional Development and Leadership

The Association of Florida Colleges is the professional association for the 28 institutions of the Florida College System since 1949.

The AFC serves thousands of members including college presidents, trustees, administrators, faculty, professional and support staff, and retirees. We provide professional development, leadership and advocacy support that are the cornerstone to the framework of a nationally renowned higher education system.

“AFC’s professional development programs and advocacy role are first-rate, and give my faculty and staff an opportunity to be innovative and forward thinking to better serve our students. The AFC advocacy efforts support our college presidents to ensure we are constantly elevating higher education.”

Dr. Jeff S. Allbritten, President
Florida SouthWestern State College
2007 AFC President
Florida Agricultural and Mechanical University (FAMU) continues its rise to new heights, redefining boundaries of excellence for institutions of higher learning in Florida and beyond. While the University continues its historic mission of educating African Americans, FAMU embraces persons of all races, ethnic origins and nationalities as life-long members of the university community. FAMU enhances lives through innovative research, engaging cooperative extension and public service.

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TWO DECADES OF EXCELLENCE:
NURTURING FUTURE LEADERS IN STEM

MARCH 29 - APRIL 1, 2020
HOSTED BY: CENTER FOR COASTAL AND MARINE ECOSYSTEMS (CCME)
LED BY: FLORIDA A&M UNIVERSITY

The focus of this forum is to expand academic training in NOAA-mission sciences, technology, engineering, and mathematics (STEM) disciplines, through partnership activities.

The forum will promote career opportunities for STEM graduates in the public, private and academic sectors.

The Forum will examine challenges and share best practices of graduate education in NOAA STEM disciplines at Minority Serving institutions.

Sponsored by:
- National Oceanic and Atmospheric Administration (NOAA)
- Educational Partnership Program with Minority Serving Institutions (EPP/MSI)

FOR REGISTRATION OR SPONSORSHIP, VISIT: CCME.FAMU.EDU/EPPFORUM2020

Funded by the NOAA Educational Partnership Program with Minority-Serving Institutions Cooperative Agreement Award NAI16SC4810009. THE NOAA EMBLEM IS A REGISTERED TRADEMARK OF THE U.S. DEPARTMENT OF COMMERCE, USED WITH PERMISSION.
Tallahassee Welcomes U

Tallahassee’s business ecosystem welcomes the research, knowledge, and perspective of its college and university academics, so much so that the city hosts Tallahassee Welcomes U, a networking social that gives new faculty from all area institutions the chance to meet and connect with different community leaders. “As far as I know, we are the only community in the country to host a welcome reception for new faculty,” says Lester Hutt, director of communications and outreach at Diverse Computing. “For someone who has just moved to Tallahassee, making those first community connections can be incredibly valuable.”

FSU Breaks Top 20 Nationally

The accolades keep rolling in for Florida State University, which is partly why U.S. News & World Report ranked the school No.18 in its Best Colleges 2020 guidebook. The rise is due in part to the university’s designation as a preeminent university by the state Legislature in 2013. This designation increased funding, money that has been invested in new faculty and programs that contributed to FSU’s four-year graduation rate of 72% — the highest of any school in the State University System.

Among recent developments of note:

- Kiplinger’s Personal Finance Best College Value poll named FSU the No. 3 best value among public colleges for out-of-state students.
- The university was selected for the top award in international education and study abroad programming by the Association of Public and Land-grant Universities.
- The College of Business ranks No.13 overall, No.11 among public schools on U.S. News & World Report’s 2019 list of Best Online MBA Programs for Veterans.
- The College of Law is No.1 in Florida in job placement and maintains one of the highest bar passage rates.
- Best’s Review 2018 named the College of Business’s undergraduate risk management and insurance program one of four Top Performers for risk management and insurance undergraduate curriculums.
- In 2019, FSU was one of only nine public universities in the U.S. to receive an AA+ rating from S&P Global Ratings. FSU has also earned a high grade for financial management, receiving an AA+ rating in 2019 from Fitch Ratings, Inc. for the university’s strong financial profile.
- Researchers received a record level of funding from federal, state, and private sources in 2019, bringing in $233.6 million to the university to support investigations into areas such as health sciences, high energy physics, and marine biology.
- FSU is among the top producers of patented technologies, ranking No. 69 worldwide for the number of patents granted in 2018.

Florida State University

#18 Top Public Schools in 2020

U.S. News & World Report

Best Online MBA Programs for Veterans.

- The College of Law is No.1 in Florida in job placement and maintains one of the highest bar passage rates.
- Best’s Review 2018 named the College of Business’s undergraduate risk management and insurance program one of four Top Performers for risk management and insurance undergraduate curriculums.
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Florida A&M: A Top HBCU

Florida A&M University (FAMU) ranks seventh in the nation among historically black colleges and universities in U.S. News & World Report’s Best Colleges 2020 guidebook. It’s the second year that the university has ranked in the top 10, in part because of ongoing efforts to increase graduation rates, expand retention programs, and provide new resources on campus.

“These rankings are an indication of the excellent work of faculty, staff, administrators, and most importantly, our students themselves,” says Larry Robinson, president. “We continue to implement innovative and time-proven strategies to ensure the success of our students in every aspect of their lives.”

FAMU is home to several esteemed programs in pharmaceutical sciences, public health, physical therapy, engineering, physics, sociology, business, history, and public administration.

FAMU’s College of Pharmacy and Pharmaceutical Sciences associate professor of pharmaceutics Edward Agyare, Ph.D., was featured in National MagLab’s Fields magazine for his research on evaluating a method of verifying the effectiveness of pancreatic cancer drugs.

Medical Marijuana Education and Research Initiative

Anticipating future education needs, FAMU recently opened the Medical Marijuana Education and Research Initiative to provide education to minority communities about the benefits of medical marijuana and its potential consequences to health and well-being from recreational use. “There is not a lot of research yet, so our job is to educate people about both the benefits and unlawful use of medical marijuana,” says Patricia Green-Powell, interim executive director.

To do this, Green-Powell has taken her show on the road, presenting workshops and panels that include experts to help people better understand this new drug. “My dad was a minister and he would not have advocated for medical marijuana use — because he didn’t understand it,” Green-Powell says. “We want to break through the stigma but also educate people about the unlawful use of medical marijuana.”

Being located in Tallahassee provides easy access to nearby rural areas. “We are surrounded by diverse communities that need these conversations, and being in Tallahassee lets me get to them quickly,” says Green-Powell. “It’s also great to be part of an amazing university like FAMU, where we have the resources and experts.”

Options for Higher Ed

Complementing the higher education offerings in the city, several independent, nonprofit schools have satellite campuses serving the Big Bend area. The TCC University Center houses St. Leo University and Flagler College in a 2+2 partnership with TCC, “a great resource for those students looking to pursue a bachelor’s degree without leaving campus,” says Bob Boyd, president and CEO of Independent Colleges & Universities of Florida.

St. Leo offers the benefit of a degree from a top Catholic university in programs of psychology and criminal justice. Flagler College has programs in business administration, education, and communication. And Keiser University’s Tallahassee campus offers associate to graduate degrees in criminal justice, health care, and legal studies among other degrees, and specializes in career-focused education, offering a culinary arts and baking and pastry program.
Tallahassee’s health care community is growing and with that growth comes innovation and state-of-the-art health care facilities for the Big Bend region.

The Capital Regional Medical Center has several specialty departments to care for Big Bend residents. The Florida Heart & Lung Institute, Capital Regional Behavioral Health Center, and Metabolic and Bariatric Surgery Center all fill niches in health care. These departments are joined by the Joseph M. Still Burn Center, one of 14 centers affiliated with the Joseph M. Still Burn Center at Doctors Hospital in Augusta, Georgia, and the only specialty burn care center in town.

Additionally, the Capital Regional Medical Center just completed a new freestanding emergency department to continue to meet the community’s 24/7 emergency care needs. The $13 million Southwood ER provides critical health care services in a convenient location south of town. The ER complements the hospital’s main campus emergency room and the ER in Gadsden County, which collectively served more than 100,000 visits in 2018.

“We’re also excited that Capital Regional Medical Center is the alpha site for innovative new health care technology,” says Alan Keesee, CEO. “In partnership with GE, a new automatic patient cardiac monitoring system called HeART™ is continuously providing telemetry feedback direct to caregivers using iPhones.

“And Capital Regional Medical Center is proud to be the only hospital in the Tallahassee region to receive an ‘A’ rating from the Leapfrog Group, demonstrating the highest quality outcomes.”

Tallahassee Memorial HealthCare (TMH), headed by president & CEO Mark O’Bryant, is the area’s only state-designated Trauma Center and the only accredited community hospital cancer program. In addition to North Florida’s only Comprehensive Stroke Center, Neurological and Level III Neonatal Intensive Care Units, and accredited Chest Pain Center with PCI and Resuscitation, the hospital recently completed construction of the M.T. Mustian Center, the newest surgical and adult ICU center in the region.
With deep roots in the Tallahassee community, Greenberg Traurig’s Tallahassee office provides clients with an established state governmental team that has played a key role in many of Florida’s major legislative issues for the past 25 years. Our attorneys help to bridge the gap between government and business for clients in a wide variety of industries.

Our Tallahassee office also provides strong, multidisciplinary legal representation locally, nationally, and internationally, to serve the needs of businesses operating in today’s global economy. Our attorneys advise clients on a full spectrum of legal issues, from dispute resolution, transactional representation, and regulatory guidance to government advocacy and corporate business.

“Given our physical proximity to the state’s capitol, legislative buildings, and Florida’s Supreme Court, our Tallahassee office provides clients an immediate physical and political link to the heart of the nation’s third largest state,” said David C. Ashburn, managing shareholder of Greenberg Traurig’s Tallahassee office.

Greenberg Traurig’s attorneys were tapped by Florida’s 2018 Constitution Revision Commission to advise on that year’s election ballot language regarding proposed amendments, and they successfully defended challenges to several of them. Our attorneys also were instrumental in the 2019 effort to secure passage of assignment of benefits legislation to fight insurance fraud.

“Over the years, we have built a multidisciplinary platform to serve the clients’ legal and government relations needs, both here in Florida and across the nation,” said Fred W. Baggett, chairman of Greenberg Traurig’s Tallahassee office and a senior member of the firm’s National Government Law & Policy Practice.

Greenberg Traurig’s Health & FDA Practice routinely provides regulatory counsel to health care providers and investor organizations to address complex compliance issues in matters involving state and federal regulations, including licensure, certification, the federal Stark Law and similar state physician self-referral prohibition regulations, federal and state anti-kickback laws, HIPAA and other patient privacy laws, Medicare, Medicaid, and other governmental payor requirements, health insurance/managed care organization and other payor regulations, and the corporate practice of medicine. The team has strong ties to state agencies, including former Florida Secretary of the Agency for Health Care Administration Liz Dudek, who serves as a Director of Health Care Affairs at Greenberg Traurig.

Our active Insurance Regulation Practice has represented clients in many critical business matters, including acquisitions of insurers, licensure and other regulatory matters for health maintenance organizations and third-party administrators, and compliance matters for casualty and health insurers.

In keeping with Greenberg Traurig’s firm commitment to the communities where we live and work, Greenberg Traurig Tallahassee supports numerous worthy charitable causes, including United Way of the Big Bend, Tallahassee Women Lawyers, Elder Care Services, Tallahassee Symphony Orchestra, Big Bend Hospice, Independence Landing, First Amendment Foundation, and the Florida Supreme Court Historical Society.
surgery and adult ICU center in the region, combining the latest medical technology with patient- and family-centered design and amenities. The hospital is also partnering with nearby Goodwood Museum on a “Pathway to Wellness” project that gives families and health care professionals access to quiet, natural surroundings important in healing.

“From humble wooden barracks in 1948 to the state-of-the-art expansion of the M.T. Mustian Center, TMH has evolved to meet the growing needs of our community and beyond,” says O’Bryant. “Exceptional health care is more than just advanced facilities. We are focused on attracting and retaining the best medical professionals to care for our patients.”

To grow with the community, Capital Health Plan (CHP) opened the new 72,000-square-foot Metropolitan Health Center as its flagship location for CHP’s Urgent Care services.

“Since our start in 1982, Capital Health Plan has been committed to offering affordable, comprehensive health care,” says John Hogan, CEO. “The opening of this building is another step along our dedicated path to that commitment.”

The new center provides primary care, imaging, lab services, a Center for Complex Care, Wound Care Center, and the first-of-its-kind Disaster Recovery Center that keeps services online even during power outages. Additionally, the Nancy Van Vessem, M.D., Center for Healthy Aging focuses on the unique needs of the area’s 65+ population. “The Nancy Van Vessem, M.D., Center for Healthy Aging allows us to provide specialized age-friendly care for the Big Bend’s older population and honors Nancy’s memory and dedication to keeping our community healthy for life,” says Hogan.
“THE SECRET OF GETTING AHEAD IS getting started.”

– Mark Twain

START HERE. GROW HERE.

Two of Tallahassee’s leading businesses rely on community connections and organic opportunities as well as strategic partnerships for growth while remaining true to their roots as local companies with local leadership. Capital City Bank is a subsidiary of one of the largest publicly traded financial holding companies headquartered in Florida. This year, the Bank celebrates 125 years of service to individuals and businesses in Florida, Alabama and Georgia. Ajax Building Corporation, founded in 1958, is one of the fastest-growing construction companies in the nation and now operates in Florida, Georgia and South Carolina.

Capital City Bank and Ajax’s own beginnings bracket the start of the Greater Tallahassee Chamber of Commerce in 1923, with one being instrumental in establishing it and the other benefiting from a start-up-friendly environment fostered by it. Both continue to cultivate success through the member network, business development activities, employee engagement and professional growth opportunities offered by the Chamber. Together we are building a better future for Tallahassee and beyond. Get ahead by getting started here.
**Tally Time** **MORE PLAY, LESS COMMUTE**

People are coming home to the Capital City in large part due to the affordable cost of living, high quality of life, fabulous parks and green spaces, and proximity to greenways and world-class beaches.

Imagine the ideal community, a place where you can get to work with a short commute, have multiple options for lunch, enjoy plenty of outdoor spaces after work, then take in a play or see a band. The point is, whatever you imagine doing in a big city you can do in Tallahassee, for less time and less money.

**The Arts Live Here**

The heartbeat of all things Tallahassee is COCA, the Council on Culture & Arts. COCA supports, nurtures, and promotes the arts in Tallahassee-Leon County, from galleries and historic landmarks to stage performances and music festivals.

**Cultural Community**

Word of South, an annual festival of literature and music, features a unique blend of writers and musicians. There’s Opening Nights at Florida State University, an annual series of performances that showcases both world-renowned performers and the university’s own talent. Tallahassee is also home to Frank Lloyd Wright’s Spring House.

The newest cultural activity in town is Soul Voices, the Frenchtown Heritage Trail featuring audio stories at local points of interest in African American history. The project was conceived by Althemese Barnes, founding director emeritus of the John G. Riley Center & Museum of African American History and Culture. “With projects like these, we are preserving and documenting history today that enriches lives,” says Barnes.

**Around Town**

Cascades Park, a 24-acre redeveloped downtown green space with multi-use trails, playgrounds, picturesque water features and monuments, continues to be a favorite outing for Tallahasseeans, whether it’s catching a show at the Capital City Amphitheater, having dinner at the upscale Edison restaurant housed in a century-old power plant, or cooling off in Imagination Fountain.

Railroad Square Art District continues to draw visitors interested in the local art scene, especially on the wildly popular First Fridays, where the Art District stays open at night to welcome guests with live music, shopping, exhibitions, and food. The walkable Gaines Street area, part of the revitalization funded by the penny sales tax initiatives, has shopping, arts, music, and food conveniently located between FAMU and FSU.

**Bottoms Up**

Tallahassee’s craft brewery scene is bubbling with a variety of innovative...
brewing companies. Proof Brewing Company recently expanded to the old Coca-Cola warehouse on South Monroe, offering a 34,000-square-foot facility with a tasting room, store, and full menu. “We recently showcased Tallahassee’s brewing talent overseas by pouring in high profile international festivals such as the All In Beer Fest in Gothenburg Sweden,” says Byron Burroughs, founder.

Ology Brewing creates small batch ales that combine old-world recipes with innovative flavors. Deep Brewing Company also specializes in small batch ales. And Lake Tribe Brewing, around since 2010, makes brews inspired by the great outdoors.

Tallahassee Foodies

In recent years, a variety of new restaurants and food venues have popped up all over town — not to mention an active food truck association with trucks parked throughout Tallahassee. Local favorites include Chi Chi’s Café for authentic Cuban sandwiches and plantains, the Salty Dawg Pub and Deli with homemade pork rinds, Grove Market Café for an avocado smash breakfast, and Siam Sushi for the best sushi in town.

Outdoor Diversions

Above all, Tallahassee has great weather and a wealth of natural resources. St. Marks National Wildlife Refuge, Alfred B. Maclay Gardens State Park, Lake Ella, St. Marks Trail, J.R. Alford Greenway, Tom Brown Park, Lake Overstreet Trail, Dorothy B. Oven Park, and Elinor Klapp-Phipps Park are but a few of the outdoor parks and recreation areas in the area. Day trips to the beach, woods, and springs are an hour away.

The economic impact of tourism in Tallahassee/Leon County has increased 16% in the last five years, from over $841 million annually in 2016 to $1.04 billion in 2019. Nearly 2.5 million visitors came to town last year. Take a look at what the Capital City has to offer and you’ll understand why.

The temperate climate means it’s always a great day to get out and explore the more than 700 miles of running, biking, paddling, hiking, and equestrian trails — all mapped on Trailahassee.com.

Running Ahead

There is the 100-acre Leon County Apalachee Regional Park, built specifically to host world-class cross-country running events. In 2020, more than $2 million will be invested in extensive upgrades to the course facilities, and in 2021, Apalachee Regional Park will host the NCAA Cross-Country National Championship — the first time the event will be held in Florida.

The Red Hills International Horse Trials, held annually in March, brings competitors from around the world, draws roughly 15,000 spectators, and serves as a qualifying competition for competitors seeking a berth on their respective countries’ Olympic and World Equestrian Game teams.

“We’ve had a lot to celebrate this year, including being named a Top 10 City of the South by Southern Living,” says Visit Tallahassee’s Executive Director Kerri Post.
Tallahassee braced itself for Hurricane Michael in 2018, but the city was spared major damage. The surrounding communities were not. Rebuild 850, a volunteer group chaired by former Florida House Speakers Allan Bense and Will Weatherford, provided post-hurricane donations and assistance. Tallahasseans have similarly come together to meet community needs.

In 2018, the United Way of the Big Bend shifted its strategic direction.

“After an extensive review of our Tallahassee community and our seven surrounding counties, we determined those most in need were our neighbors living in poverty as well as the working poor living paycheck to paycheck,” says Berneice Cox, interim president and CEO.

The move had a ripple effect.

“Tallahassee is lucky: We have community leaders and citizens who recognize the need to address and fund research-based services through a collective impact model with proven results that move businesses, academia, churches, and schools out of silos to work together collaboratively,” says Tim Center, CEO of the Capital Area Community Action Agency.

Recent community projects include:

• The new Care Point Health & Wellness Center, bringing state-of-the-art medicine to the city’s underserved.
• 32304 Prosperity for All Summits, convened by Leon County Commissioner Bill Proctor to target poverty though a collective impact model.

A COMMUNITY FOR ALL

The characteristics of generosity, thoughtfulness, concern, and a willingness to pitch in to effect change are the essence of what it means to be a Tallahasseean.

Tallahassee Community College’s Eagles Nest, a food pantry for food-insecure students.

• The Tallahassee/Leon County Commission on the Status of Women and Girls and the Women’s Economic Security Summit.

• ASPIRE, Tallahassee Community College partnering with WFSU Public Media and others to help struggling students.

• CareerSource Florida, managing Apprentice Florida, an apprenticeship program providing mentorship and technical instruction to job seekers.

• Inspired Technologies’ apprenticeship program.

• A partnership between the Capital Area Community Action Agency and ECHO Ministries to develop an Employer Resource Network to assist employees with emergency microloans and services.

• Independence Landing, the brainchild of Allison Tant Richard, an affordable, safe, residential community in the works for adults with varying intellectual and/or developmental disabilities.

• The Kearney Center, a state-of-the-art shelter providing comprehensive emergency services to Leon County’s homeless population.

• The Dwellings, a revolutionary tiny-home community of 89 occupied homes that fills a gap for people in need of affordable housing after crises.

• Purpose Built Communities, working with the South City Foundation and other local agencies to revamp a public housing complex.
Whether you’re looking for a place to start a business or want a hometown to raise your family, Tallahassee-Leon County welcomes you.

According to the Tallahassee Board of Realtors, housing is more affordable than in other parts of Florida. From the collaborative world-class magnetic technology and research community to the innovative gov-tech sector, there are plenty of places to make your mark.

“Our success has not happened overnight. It has taken serious investments, not only in our built environment, but in our human capital and social infrastructure,” says Vincent S. Long, Leon County administrator.

Since launching business development activities in magnetic and applied science efforts in 2018, the Tallahassee Office of Economic Vitality (OEV) team has tripled project activity from interested businesses seeking to expand in Tallahassee. In the three years after the first long-term strategic plan for economic development was approved by city and county commissions, the OEV:

- assisted in creating a job market with 800 jobs added since last year, over 4,500 jobs since 2016;
- worked with four companies to create 177 new jobs with a capital investment of $18 million;
- supported local incubators in their assistance of 172 entrepreneurial ventures.

As a result of OEV and partner institutions’ activity, the GDP of Tallahassee MSA grew by over $400 million, year over year.

Don’t wait to learn more — make a call to the Office of Economic Vitality to find out what resources and opportunities await.

**Relocating to Tallahassee? The OEV:**
1. Connects you to the entire business support network in Tallahassee-Leon County, whether workforce training, permitting, or one of our business incubators.
2. Assists with site relocation needs and provides incentives for business relocation and expansion, job creation, as well as workforce training.
3. Offers customized data reports on land, labor and capital to assist your decision making.

**Growing your Tallahassee Business? The OEV:**
1. Provides incentives for creating jobs, fostering entrepreneurship, and expanding business.
2. Guides you through Minority and Women Business Small Enterprise certification(s) and small business development.
3. Connects you to local partners and investors looking to help your business thrive.
4. Compiles helpful economic statistics on employment, education, development, income, quality of life, and dozens of other variables.
Immerse yourself in Florida’s History at four unique museums.

Explore two centuries of the American experience, from slavery to civil rights, at The Grove Museum.

Learn about life during the 1930s Depression era and the 1865 announcement of the Emancipation Proclamation at Knott House Museum.

Interact with Tallahassee’s colonial past at Mission San Luis, Florida’s Apalachee-Spanish Living History Museum.

Journey through 12,000 years of life in Florida at the Museum of Florida History.

Florida Department of State

Museums and Historic Sites

For more information such as hours and location, visit DOS.MyFlorida.com/Museums.
People to Know

Interested in developing community relationships or new ventures? Get to know the movers and shakers in the Tallahassee-Leon County business world.

Ramon Alexander
State Representative

Terrie Ard
Chief Operating Officer and President, The Moore Agency

David Ashburn
Tallahassee Managing Shareholder, Greenberg Traurig

Loranne Ausley
State Representative; Co-chair, South City Foundation Board of Directors

Brian Ballard
President, Ballard Partners

Jeff Barbacci
Managing Shareholder, Thomas Howell Ferguson P.A.

Althemese Barnes
Founding Director Emeritus, John G. Riley Center & Museum of African American History and Culture

Tom Barron
President, Capital City Bank

Sarah Bascom
President, Bascom Communications & Consulting

Randy Blass
Executive Director Jim Moran Institute for Global Entrepreneurship

Greg Boebinger
Director, National High Magnetic Field Laboratory

Reggie Bouthillier
Shareholder, Stearns Weaver Miller

Amanda Bowen
Executive Director, Manufacturers Association of Florida

Bob Boyd
President, Independent Colleges & Universities of Florida

Paul Bradshaw
Chairman, The Southern Group

Michael Brawer
CEO and Executive Director, Association of Florida Colleges

Elaine Bryant
Commissioner, City of Tallahassee

William Butler
President & Founder, Real Estate InSync

Dominic Calabro
President & CEO, Florida TaxWatch

Marsan Carr
Executive Director, Florida Association for Career and Technical Education

Tony Carvajal
President, The Able Trust

Tim Center
Executive Director, Sustainable Florida

Beth Cicchetti
Executive Director, Florida Economic Development Council

Richard Corcoran
Commissioner, Florida Department of Education

Beth Corum
Chair, Board of Directors Greater Tallahassee Chamber of Commerce

Marshall Criser III
Chancellor, State University System of Florida

John Dailey
Mayor, City of Tallahassee

Russell Daws
President/CEO, Tallahassee Museum

Michelle Dennard
President and CEO, CareerSource Florida

Tom Derzypolski
President, BowStern Marketing Communications

Ron DeSantis
Governor, State of Florida
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AT THE Florida State University Center Club
ON Wednesday, February 19, 2020 AT 7pm

KEYNOTE SPEAKER: KIMBERLEY STRASSEL

- BEST SELLING AUTHOR
- WALL STREET JOURNAL EDITORIAL BOARD MEMBER
- NATIONALLY RECOGNIZED COMMENTATOR

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Please contact Austin Moser at amoser@jamesmadison.org
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<td>Brett Doster</td>
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<td>Carol Dover</td>
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<td>Kristin Dozier</td>
<td>Commissioner, Leon County</td>
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<td>Director, Jim Moran College of Entrepreneurship, Florida State University</td>
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<td>Nikki Fried</td>
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<td>President, Executive Director &amp; CEO, Citizens Property Insurance</td>
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<td>Reese Goad</td>
<td>Tallahassee City Manager</td>
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<tr>
<td>Rocky Hanna</td>
<td>Superintendent, Leon County Schools</td>
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<td>John Hogan</td>
<td>President/CEO, Capital Health Plan</td>
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<td>Secretary, Florida Lottery</td>
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<td>Corporate Communications and Outreach, Diverse Computing</td>
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<td>President, Florida Education Association</td>
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<td>Lila A. Jaber</td>
<td>Regional Managing Shareholder, Gunter</td>
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<td>Jimbo Jackson</td>
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<td>Vice President for University Advancement and President, Florida State University Foundation</td>
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<td>Edward Mansouri</td>
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<td>CEO, Capital Regional Medical Center</td>
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<td>General Manager, DoubleTree Tallahassee</td>
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<td>Ken Lawson</td>
<td>Executive Director, Florida Department of Economic Opportunity</td>
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<tr>
<td>Laurel M. Lee</td>
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<td>Mary Ann Lindley</td>
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<td>Vincent S. Long</td>
<td>Leon County Administrator</td>
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<td>Steven Louchheim</td>
<td>CEO, Tallahassee Board of Realtors</td>
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</table>
The City of Tallahassee is a driving force for a strong, vibrant community. The largest single provider of municipal services in the region, the City works to support a growing, diverse community where businesses can thrive. When it comes to innovation and strategic vision, Florida’s Capital City is leading the way – another reason why business owners, residents and visitors alike can expect the best from Tallahassee now and in the future.

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Participants learn to think differently and become more efficient running their business. The overall goal of this program is to help participants work “ON” their business.

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mscampbell@JimMoranInstitute.fsu.edu
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President and CEO, The James Madison Institute

Mark McNees
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Sheriff, Leon County

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CEO, CareerSource Capital Region

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Winning the Talent Race

Helping NorthgateArinso (NGA) meet 100% of its talent needs

In today’s job market, hiring fairs and recruitment events are popular methods of bringing large numbers of potential job candidates to your business to fill vacant positions. However, without proper implementation, these methods can be an expense instead of an asset, overwhelming, and a waste of time.

NGA recently needed to hire 30 Problem Resolution Associates to work on a new government contract. After not finding success on their own, NGA executives turned to CareerSource Capital Region for help with recruitment, applicant screening and applicant sourcing.

With CareerSource Capital Region’s help, NGA hired 36 people, exceeding the company’s original objective.

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“Here at NGA, we experience a surge in hiring each summer in preparation for our peak work demand in October/November. We used to try to handle the application and interview process in-house. This year we are working with CareerSource Capital Region and have had much better success at finding qualified candidates. This improved process has doubled the success rate of getting qualified candidates. Also, the layout of space and resources at CareerSource Capital Region has been outstanding!”

- Kevin Kelley, Site Director of NGA Human Resources
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President/CEO, Partners in  
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Mitchell Nelson / Jason McIntosh / Spencer Bluni  
Founders, DivvyUp

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