

ECONOMIC DEVELOPMENT

RESOURCES	ACTUAL FY02	ACTUAL FY03	BUDGET FY04	PROJECTED FY04	RECOMMENDED FY05
Personnel Expenses	\$ 767,717	\$ 785,075	\$ 1,113,569	\$ 1,135,304	\$ 2,427,328
Operating Expenses	110,645	97,181	243,032	169,430	191,681
Operating Budget	\$ 878,362	\$ 882,256	\$ 1,356,601	\$ 1,304,734	\$ 2,619,009
Capital Outlay	4,839	2,713	41,780	41,780	3,306
Budget Allocation	\$ 883,201	\$ 884,969	\$ 1,398,381	\$ 1,346,514	\$ 2,622,315
Authorized Positions	13	13	16	16	32

Vision and Mission: The Economic Development Department encompasses three organizational units (Arts and Cultural Affairs, Minority Business Development, and Urban Development) as well as the Administrator of Economic Development, all of whom are focused on becoming nationally recognized for their economic development efforts. The economic development organization will strive to generate sustained and widespread growth and to develop Tampa as a quality city.

Goals and Objectives: In an effort to accomplish its mission, the economic development organization will focus on the following goals and objectives:

- Redevelop downtown Tampa as a cultural destination: Enhance tourism, employment, riverfront access, residential housing, retail and streetscape amenities in downtown Tampa.
- Establish Tampa as a City of the Arts: Revise the public art ordinance incorporating art into the Urban Design Guidelines.
- Develop strategic public investment projects that attract private investment: Formulate market driven redevelopment plans (5-8 year) that verify existing conditions, identify key strategies and projects, identify financing tools, and establish milestone driven work plans.
- Revitalize the East Tampa area: Transform East Tampa into a community of vibrant residential, business, recreational, social and cultural life through the implementation of a strategic, neighborhood asset focused economic development model that can be replicated in other challenged areas within the City of Tampa.”
- Increase small business enterprise certified firms within the city: Consistently interact with the various chambers of commerce and private and municipal small business organizations versed in small business enterprise.
- Facilitate the growth of women and minority businesses city-wide: Develop education workshops and seminars geared towards performing larger construction projects.

Current Operations and Initiatives: The economic development budget includes arts and cultural affairs, minority business development divisions and the urban development department.

The arts and cultural affairs organization is responsible for promoting economic development and public access to arts and culture through the city’s partnership with the Tampa Museum of Art, Tampa Theatre, creative industries initiatives and good public policy. Construction of the new Tampa Museum of Art, which is expected to begin this year, will enhance access to the arts in downtown and provide another landmark arts facility in the downtown cultural district.

Minority business development manages the Women/Minority Business Enterprise program, the Small Business Enterprise program, and the Equal Employment Opportunity/Affirmative Action program . These key programs provide women and minority businesses equal contracting opportunities, increase fair and equal opportunities for a more diversified group of small businesses, and promote and ensure equal employment opportunity through affirmative action for all persons employed or seeking employment with vendors of the city.

The urban development department is responsible for coordinating and directing city-wide redevelopment initiatives, community planning and marketing redevelopment opportunities to the private sector using professional staff and consulting resources. The department is dedicated to maximizing the quality, pace and beneficial economic impact of Tampa’s key strategic community revitalization and urban development initiatives. The department’s most recent initiative was the creation of four new Community Redevelopment Areas in the city (East Tampa, Ybor II, Drew Park, and Channel District). Along with the area’s redevelopment designations, each was also established as a Tax Increment Finance (TIF) District. These designations will be in place for thirty years.