

## ECONOMIC DEVELOPMENT

RESOURCES	ACTUAL FY04	ACTUAL FY05	BUDGET FY06	PROJECTED FY06	RECOMMENDED FY07
Personnel Expenses	\$ 767,095	\$ 1,841,504	\$ 2,641,565	\$ 2,217,629	\$ 2,784,511
Operating Expenses	44,867	137,284	541,736	541,734	469,920
Operating Budget	\$ 811,962	\$ 1,978,788	\$ 3,183,301	\$ 2,759,363	\$ 3,254,431
Capital Outlay	0	0	0	0	0
Budget Allocation	\$ 811,962	\$ 1,978,788	\$ 3,183,301	\$ 2,759,363	\$ 3,254,431
Authorized Positions	16	32	27	29	35

**Vision and Mission:** The economic development organization is committed to improving the economic well being of Tampa's citizens.

It is involved in the redevelopment of business districts and neighborhoods, programs to stimulate job growth, convention and tourism, initiatives to support the growth of small and minority owned businesses, programs to stimulate affordable housing and ensuring that development occurs consistent with land development regulations, building codes, historic preservation standards and life safety requirements. The economic development administrator directs these efforts.

**Goals and Objectives:** The department will focus on:

- Continuing redevelopment of Tampa's community redevelopment areas: Downtown, Channel District, East Tampa, Ybor City, Drew Park, Old TPD Site and Central Park.
- Job creation and retention.
- Facilitating the growth of minority and women owned businesses by continually improving access to city contracts.
- Fostering growth in international trade and direct foreign investment.
- Support the growth and economic development roles of MacDill Air Force Base (AFB), the University of South Florida, the University of Tampa, Hillsborough Community College, Moffitt Cancer Center, Busch Gardens, the Port, Tampa International Airport and other key economic "engines" of the city.

**Current Operations and Initiatives:** The economic development organization strives to generate sustained and widespread growth and development outcomes that enhance the city's quality of life.

Minority business development manages the Women/Minority Business Enterprise (WMBE) 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 economic 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 redevelopment initiatives.

# ECONOMIC DEVELOPMENT (continued)

## MINORITY BUSINESS DEVELOPMENT

**Vision and Mission:** In adherence with Executive Orders 98-2 and 2002-48 and the City of Tampa’s Equal Employment Opportunity and Affirmative Action (EEO/AA) Ordinance, Chapter 26.5, Part II, the mission of the minority business development office is to monitor compliance with procedures set in place to promote diversity in procurement and contract opportunities provided by the city, and to ensure those opportunities are made available to certified women and minority business enterprises (WMBE) and small business enterprises (SBE). Additionally, it is the responsibility of this office to ensure that equal employment opportunity and affirmative action is practiced by vendors awarded contracts by the city, based on specific dollar thresholds.

**Goals and Objectives:**

- Continue enhancement of effective relations with the purchasing and contract administration departments, and to facilitate early identification of city-wide proposed contracting opportunities in order to yield more diverse WMBE goal setting and SBE set-asides.
- Completion of key challenges and solutions established by the minority business development office, specifically those challenges that are directly related to stakeholder departments.
- Continue recruitment efforts of WMBEs and SBEs at local and state workshops and conferences.
- Continue EEO/AA compliance training to city department directors, managers and key staff personnel.
- Implement a public awareness campaign highlighting the importance, benefits and successes of the city’s WMBE, SBE and EEO/AA programs.
- Integration of software to track all WMBE and SBE participation relative to contracts and dollar awards.
- Develop policies and procedures for implementing the recommendations of the disparity study on awarding contracts, with the assistance of stakeholder departments.
- Review city budget to determine projects that may lend themselves to set-aside opportunities and segment larger projects where appropriate, to increase bidding by WMBEs and SBEs.
- Develop specific workshops and seminars involving USF and the Hillsborough County Empowerment Center for WMBEs and SBEs on how to successfully grow their businesses.

**Current Operations and Initiatives:**

- Integration of software to track all WMBE and SBE participation relative to contracts and dollar awards.
- Develop policies and procedures for implementing the disparity study recommendations with the assistance of stakeholder departments.

	FY05	FY06	FY07
<b>Performance Measures</b>	<b>Actual</b>	<b>Projected</b>	<b>Estimated</b>
SBE Availability by Service Types	5	11	22
Trade Shows to Promote Program and Outreach	2	4	6
WMBE Contracts and Site Visits	400	450	500

# ECONOMIC DEVELOPMENT (continued)

## URBAN DEVELOPMENT

**Vision and Mission:** Urban development 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.

**Goals and Objectives:** The department has an extensive menu of goals and objectives for the many redevelopment areas of the city. Following are examples from various sections of the department that represent the range and magnitude of the department's initiatives:

- Urban Design: Develop an urban design review capacity sufficient to provide services city-wide. Develop an urban design lab. Enhance and beautify neighborhoods by design review and design standards.
- Drew Park and West Tampa: Establish business and community relationships as the city's lead official for Drew Park and West Tampa redevelopment efforts. Complete the Drew Park Strategic Action Plan utilizing a successful broad based public participation process. Identify and implement selected key initiatives recommended for city action in the West Tampa Economic Development Plan.
- Old TPD Headquarters Site: Coordinate the design and approval process for the Riverwalk from Cass Street to North Boulevard.
- Ybor City: Aggressively implement the community revitalization strategies in the Ybor City Vision Plan. Initiate a district marketing and public relations program. Coordinated implementation of Tax Increment Financing (TIF) and Non-TIF funded capital projects.
- East Tampa: Facilitate economic revitalization by encouraging private investment and creating jobs. Reduce crime, improve community/police relations and address transportation safety.
- Downtown: Initiate a comprehensive parking and transportation study of the greater downtown area. Remain actively engaged in key downtown public investments (Riverwalk, Waterfront Park, Ashley Drive) ensuring positive urban design and economic development outcomes.
- Channel District: Begin planning/engineering projects directed by the recently adopted Strategic Action Plan and allocated in the FY06 Community Redevelopment Area (CRA) budget.

**Current Operations and Initiatives:** The department is dedicated to maximizing the quality, pace and beneficial economic impact of Tampa's key strategic community revitalization, urban development initiatives and economic incentives. Through the pursuit of the above broad range goals and objectives, the department is participating in and helping to fuel the economic success of the city.