**Business Spotlight**

**Full Press Apparel**

**TC Tell us about company**

**FP** Full Press Apparel, founded in 1997 by Danny Shrine, serves the local business and campus community in the production of custom printed apparel. Co-Owned by Danny and his wife Tracey since 2006, we continue to work as a direct source for customers and have expanded our reach by acting as a contract printer for a wide range of companies in our industry. While we continue to focus our efforts on our local clients, we have grown to serve significant regional, national and international clients. We have over 50 employees, multiple locations and have expanded our product offering and expertise into the non-wearable section of our industry.

**TC Why Tallahassee? Why have you stayed in the community?**

**FP** We have remained in Tallahassee because of the deep sense of community we have and our love of this city. We are a family owned and operated company and cannot imagine a better place to raise our family and our business.

**TC How is your company positioned for growth? What does the future look like for your business?**

**FP** We have continued to expand our production capability, recently adding another embroidery machine. We also have completed the purchase of Adventures In Advertising from Howard Libin so we can serve our customers with a greater range of solutions for their marketing needs. We are very excited about the future of our business as we grow into our own retail line of licensed FSU apparel.

**TC What would you tell people about your company that they might not already know?**

**FP** People often underestimate the size and productive capability of Full Press. People usually don’t realize that we are the largest supplier of custom imprinted apparel and promotional products for FSU. We serve clients both nationally and internationally, including all of North America, the Caribbean and Europe. In fact, over 30% of our income comes from orders we ship outside of the Big Bend Area so we are generating new income and opportunities in our industry.

**TC What would you tell a business about Tallahassee who might be looking to expand, relocate or start their company here?**

**FP** I would tell them that Tallahassee is a welcoming community that values small businesses. The ability to connect to people that share a sense of hometown pride is invaluable. The feeling extends to new businesses through strong start-up and mentorship support.

Danny Shrine, Founder & Owner

www.fullpressapparel.com
The Gateway District represents an exciting new opportunity for Tallahassee.

At its core, the Gateway District is an expansion of the Airport Gateway concept that was approved in 2014 as part of the Blueprint 2020 program. The expanded concept will now produce two improved routes from the airport to downtown Tallahassee, one along Springfield and Lake Bradford Roads, and the other via South Lake Bradford Road and FAMU Way. Improving the road system from the airport to the major destinations of the State Capitol complex, FSU, FAMU, Innovation Park, the Mag Lab and the Arena District is an essential part of creating the core infrastructure that will elevate Tallahassee to the next level.

This expanded road system will also link other important Tallahassee destinations such as the FAMU – FSU College of Engineering, the soon to be redesigned Seminole Golf Course, the FSU Research Foundation and the Seminole Reservation with attractive and improved infrastructure similar in design to Franklin Ave and FAMU Way. The Blueprint Intergovernmental Agency has a 20-year history of investing sales tax dollars in ways that spur economic growth and community revitalization to positively support the character of Tallahassee. As a partner to Blueprint, Florida State University is contributing significant land and monetary resources for the development of the Gateway District.

The Gateway District represents an investment in Tallahassee’s Southside that will bring positive transformational change to our entire community. This improved road network will be a major catalyst for economic growth and community revitalization throughout Tallahassee and Leon County.

BRIAN SEALEY, Broker/Team President, Sealey Team Property Management, Member, Greater Tallahassee Chamber of Commerce Board of Directors

Target Industry Sectors

Tallahassee-Leon County Office of Economic Vitality

To implement economic growth elements of its strategic plan, The Tallahassee-Leon County Office of Economic Vitality (OEV) commissioned a Targeted Industry Study Analysis to gain a better understanding of what industries are viable for recruitment.

The study established four objectives for the selection and promotion of targeted industries and strengthening the entrepreneurial ecosystem.

Objective 1: Advance the private sector to ensure Tallahassee-Leon County’s economy is more diverse, more resilient and creates more opportunities for all of its residents. Four targeted industry sectors have been identified that will contribute to further private sector job growth, wealth creation and a balancing of the economy.

These sectors were identified not only for their notable potential for growth, but also because they interweave with each other to maximize resource utilization and enhance opportunities for innovation and long-term viability:

• Applied Sciences & Innovation
• Manufacturing & Transportation/Logistics
• Professional Services & Tech
• Health Care

Objective 2: Maximize the benefits of the scientific research facilities by actively promoting the transformation of innovative ideas into products and services produced by local businesses.

Objective 3: Strengthen the entrepreneurial ecosystem by filling gaps in business incubation, mentorships and access to capital.

Objective 4: Communicate to the region and to businesses clearly and specifically which industries are targeted and what resources and support will benefit them.

To view the full Target Sector Industry Report including supporting principles, action items and plans for growth, visit www.oevforbusiness.org.

Data Dashboard

As the catalyst for local business growth, the Greater Tallahassee Chamber of Commerce will monitor and measure regional demographic changes, workforce metrics and economic growth indicators within Tallahassee/Leon County.

Workforce

183,300 TOTAL JOBS **As of February 2018**

The jobs information released by the US Bureau of Labor Statistics is an increase of 1.4% over the same month last year. This also represents an increase of 1,600 jobs since January of this year.

The total jobs for February is a new high mark for that month in the Tallahassee MSA, beating the previous high for February by 2,600 jobs. February marks five straight months with the total jobs amount being over 180,000. The monthly non-farm jobs number has been above 180,000 for 8 of the past 12 months.

Fastest Growing Industries for Jobs in the Tallahassee MSA over the past year

• Information Technology 9.1% • Professional Services 5%
• Construction 6.8% • Healthcare 2.6%
• Financial 6.6%

Income

Median Income Tallahassee MSA: $68,400
Median Income State of Florida: $59,000

Median family income for the Tallahassee metro area is 14.8% higher than the state median income.

Travel & Tourism:

ENPLANEMENTS: 364,997 DEPLANEMENTS: 365,992 TOTAL PASSENGERS: 730,919

Passenger traffic at Tallahassee International Airport increased 2.4% in 2017 from 2016 and was 7.1% higher than the 2010-2015 annual average of 660,846.

Leon County Total Visitors: 2,358,833

Direct Expenditures of Visitors; $557 Million

In FY 2017 visitors to Leon County were up 2% from FY 2016. Direct expenditures of these visitors increased 6.3% from FY 2016.

Median Income Tallahassee MSA: $68,400
Median Income State of Florida: $59,000

Median family income for the Tallahassee metro area is 14.8% higher than the state median income.

Travel & Tourism:

ENPLANEMENTS: 364,997 DEPLANEMENTS: 365,992 TOTAL PASSENGERS: 730,919

Passenger traffic at Tallahassee International Airport increased 2.4% in 2017 from 2016 and was 7.1% higher than the 2010-2015 annual average of 660,846.

Leon County Total Visitors: 2,358,833

Direct Expenditures of Visitors; $557 Million

In FY 2017 visitors to Leon County were up 2% from FY 2016. Direct expenditures of these visitors increased 6.3% from FY 2016.

Leon County Total Visitors: 2,358,833

Direct Expenditures of Visitors; $557 Million

In FY 2017 visitors to Leon County were up 2% from FY 2016. Direct expenditures of these visitors increased 6.3% from FY 2016.