



# ECONOMIC DEVELOPMENT DISPLAY PILOT PROGRAM



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**Tallahassee International Airport (TLH)**  
3300 Capital Circle SW | Tallahassee, FL 32310  
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## ECONOMIC DEVELOPMENT DISPLAY PILOT PROGRAM

Thank you for your interest in participating in the Tallahassee International Airport's ("TLH") **Economic Development Display Pilot Program ("Display Program")**. We are delighted to offer this excellent opportunity to qualified entities in the Tallahassee community and the Airport's surrounding 100-mile market service area. TLH has created a dynamic program to host various targeted industry sector businesses and organizations for short-term displays in Airport terminal location(s) approved by the Director of Aviation.

### OBJECTIVE

The program objective is to promote local businesses and organizations that contribute substantially to the area's economic welfare and to promote the recruitment and expansion of key targeted industries in the region.

### TARGET INDUSTRIES OVERVIEW

There are four targeted industries that have been identified by the Office of Economic Vitality as part of its economic development plan and strategy. Those industries include:

1. Applied Science & Innovation
2. Manufacturing & Transportation/Logistics
3. Professional Services & Information Tech (IT)
4. Healthcare

The Greater Tallahassee Chamber of Commerce regularly works with local companies and its members in these sectors to promote pro-business advantages on behalf of the Tallahassee community; it is the Airport's intent to assist by creating a platform for awareness. For more information, go to <http://oeforbusiness.org/wp-content/uploads/2018/02/Target-Industry-Study.pdf>

### QUALIFYING FACTORS

To participate in the Display Program, entities must qualify under at least one (1) of the targeted industries listed above or be in the early stages of the rollout for a related new product, partnership or innovation that has a positive economic impact on the local community and/or the Airport's surrounding market area.

### PROMOTIONAL OPPORTUNITIES

TLH is offering a short-term pilot display program, featuring opportunities for the promotion and advancement of qualifying entities. Products and/or media directly related to the entity's economic contribution may be displayed in approved areas in the Airport terminal or on electronic displays throughout the concourse, as approved in advance by the Director of Aviation.

The Economic Development Display Pilot Program will be evaluated after one full year to determine how a large-scale promotional program might work in practice and be feasible to the Airport and participating entities.

## **DURATION**

Qualifying entities will be allowed to submit promotional graphics for display, at gratis, during the pilot period for a maximum initial period of one hundred eighty (180) days. If an existing exhibitor has interest in extending its display period in the terminal, up to two (2) consecutive one hundred eighty (180) day extensions may be exercised, subject to availability, at the sole discretion of the Director of Aviation, given no other entity has reserved or has expressed interest in the occupied display area.

After the pilot program period has ended, entities may elect to enter into a lease agreement with the Airport at the established market rate.

## **FREQUENCY**

Entities may only be featured once for a particular product, partnership, or innovation to ensure variety and opportunity to other qualified exhibitors.

## **AVAILABILITY**

This display opportunity is subject to space availability. All display locations must be approved in advance by the Director of Aviation at his sole discretion. The Director of Aviation may terminate any display for any reason, if deemed in his sole discretion to be in the best interest of the City and/or the Tallahassee International Airport.

## **GUIDELINES/STANDARDS**

- Exhibitors must submit proposed graphics and/or display components for the Director of Aviation's prior approval;
- Exhibitors must meet with Airport staff to visually inspect the display area and review any special needs and other specifications prior to scheduling a display;
- Exhibitors must accept responsibility for delivery, setup and maintenance of displays, if applicable;
- Exhibitors must setup and take down displays only on dates scheduled with Airport staff;
- Exhibitors are responsible for the design, purchase and transport of all materials needed to set up the exhibit;
- Exhibit materials and display systems must be sturdy and in good condition, (i.e., No chipped paint or dilapidated display systems will be accepted);
- Exhibits must be in good taste and of professional quality;

- All exhibits should contain background information pertaining to the history, purpose and relative significance of the exhibit;
- Nudity, profanity, political or religious subject matter is strictly prohibited;
- The Airport reserves the right to reject exhibits that do not meet the City's quality standards or public safety requirements, as deemed by the Director of Aviation;
- Exhibitors must return space to its original condition;
- Exhibitors are liable for any damage caused, directly by Exhibitor or Exhibitor's agents, to floors, walls, ceilings and/or columns; and
- Exhibits may not be removed from the display area until the end of the exhibition period unless prior approval has been received by the Director of Aviation.

## **INSURANCE/HOLD AND HARMLESS**

All exhibitors must enter into an agreement releasing the City and the Airport from any liability incurred in conjunction with the exhibit. In addition, all exhibitors must provide the Airport with certification of liability insurance for the contents of their respective exhibits.

## **EXHIBIT SPACE AVAILABLE**

Display areas and electronic resources within the terminal may be offered, on a space available basis, at the sole discretion of the Director of Aviation.

## **CONTACT**

To submit a proposal or for more information, contact us at:

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