



PASCO EDC  
NORTH TAMPA BAY, FLORIDA

# CREATIVITY IN BUSINESS

TASK FORCE WHITE PAPER

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# STRATEGIES FOR COMMUNITY REVITALIZATION AND WORKFORCE EMPOWERMENT

## I. INTRODUCTION

As community environments change, a dual challenge emerges: how do we rejuvenate and revitalize aging downtowns and historical commercial areas while ensuring a dynamic and engaged workforce? Such a challenge requires a deep understanding of both community design and human capital management. This comprehensive white paper details strategies and tactics, envisioning a future where communities and their workforce co-evolve in harmony.

## II. THE TAILORED APPROACH TO COMMUNITY REVITALIZATION

Every community boasts a distinct flavor, woven through its history, culture, and inhabitants. An effective community revitalization strategy acknowledges this diversity.

**Holistic Evaluation:** Beyond infrastructural upgrades, consider cultural, social, and economic facets. Understand that a community's essence isn't just its architecture but its people and their interactions.

**Adaptable Frameworks:** One-size-fits-all solutions rarely address unique challenges. Tailored approaches, molded around local conditions, ensure sustainable success.

**Evolutionary Methodologies:** As communities grow, their needs shift. Strategies must be agile, pivoting in response to evolving dynamics.

**Tactic:** Host interdisciplinary workshops with urban planners, sociologists, and local community leaders. These gatherings can foster innovative solutions that resonate at a local level.

### III. SYNCHRONIZING LOCAL AND NATIONAL OBJECTIVES

The dual presence of local and national entities ensures in-depth community engagement, bolstered by overarching strategic support.

**Local Engagement:** Grassroot initiatives provide insights unattainable at a macro level. Direct community involvement fosters trust and ensures solutions resonate with the very people they're designed for.

**National Oversight:** While local entities handle implementation, the national body should focus on policy advocacy, resource distribution, and large-scale strategic decisions.

**Tactic:** Encourage bi-monthly feedback loops between local entities and national bodies, sharing learnings, challenges, and resources.

### IV. ELEVATING WORKFORCE MORALE AND RECOGNITION

In modern professional ecosystems, employee morale directly influences productivity and innovation.

**Title Reconstructions:** Even nominal title changes can rekindle a sense of achievement, reinforcing commitment.

**Internal Promotions:** Rewarding in-house talent emphasizes trust, motivating others to aspire for the same.

**Tactic:** Promote bi-annual employee reviews, emphasizing not just performance but potential, ensuring deserving employees receive due recognition.

### V. CULTIVATING INNOVATION: ADDRESSING REAL CHALLENGES

Genuine innovation stems from addressing tangible challenges, which are abundant in urban revitalization.

**Hyper-local Focus:** Delve into community-specific challenges, deriving solutions rooted in ground realities.

**Balancing Affordability and Quality:** Creating vibrant communities shouldn't come at the cost of exclusivity. Strategies should ensure spaces remain accessible to diverse economic demographics.

**Tactic:** Organize annual community challenges, inviting innovative solutions for pressing local issues. Partner with colleges and universities and think tanks for fresh perspectives.

## VI. FUTURE WORK PARADIGMS

Work cultures worldwide are metamorphosing, driven by technology, societal norms, and evolving aspirations.

**Hybrid Work Models:** Blending remote and in-office routines, companies can cater to diverse employee preferences, ensuring mental well-being and productivity.

**Bespoke Employee Benefits:** Beyond monetary compensation, benefits tailored around wellness, learning opportunities, and flexibility can significantly enhance job satisfaction.

**Tactic:** Regularly solicit employee and employer feedback through surveys and town halls. Use insights to recalibrate resources offered, ensuring they align with shifting preferences.

## VII. NAVIGATING THE GENERATIONAL DIVIDE

A multigenerational workforce introduces diverse viewpoints, each with unique strengths and challenges.

**Mentorship Programs:** Foster intergenerational knowledge transfer. Experienced employees can offer insights and guidance, while younger employees bring fresh perspectives and tech-savviness.

**Adaptive Training Mechanisms:** Different age groups have varied learning preferences. Modular, adaptive training can cater to these differences.

**Tactic:** Invest in tools and platforms that facilitate intergenerational collaboration. Consider platforms offering diverse content formats, catering to varied learning styles.

## VIII. GAZING FORWARD

The symbiotic growth of communities and their workforce isn't just desirable but essential. Environments and their inhabitants are intertwined, each influencing the other. The strategies and tactics laid out herein provide a roadmap towards this holistic growth.

## IX. CONCLUSION

At the crossroads of community rejuvenation and workforce engagement lie opportunities and challenges. By embracing a holistic, adaptive, and inclusive approach, we can craft environments that thrive both structurally and socially. As we venture into this rapidly evolving future, it's paramount to remember that at the heart of every strategy, every decision, lies people. Their aspirations, dreams, and well-being are the true yardsticks of success.