



# 2020 ANNUAL REPORT

---

**Building off our rich 20-year history  
and cultivating our region for  
unprecedented success.**

(850) 729-6848 • [FloridasGreatNorthwest.com](http://FloridasGreatNorthwest.com) •    

# GOAL

## Diversify and Grow Northwest Florida



"2020 has been a transformational year for Florida's Great Northwest."

**Scarlett Phaneuf**  
FGNW Chair

### PROMOTE

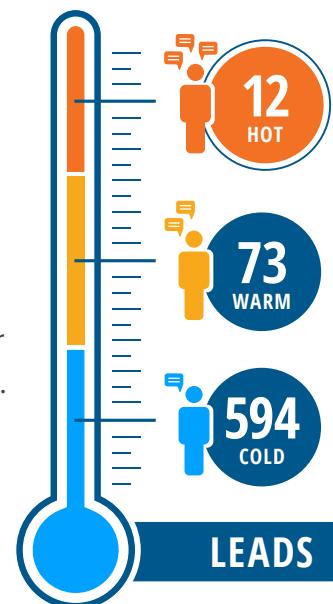
#### PROMOTE NORTHWEST FLORIDA FOR ECONOMIC GROWTH AND DIVERSIFICATION

##### Broadcasting Northwest Florida

The strategy to build awareness about the region through relationships with company decision makers, site selectors and other influencers has always been a part of FGNW's mission. But this year, because of the global pandemic, FGNW had to adapt and shift all marketing efforts virtually, just like the rest of the world. A new campaign strategy was launched and branded *Broadcasting Northwest Florida*. This ongoing campaign is comprised of **three main components** as part of the strategy.

#### 1 Lead Generation Powered by Artificial Intelligence

FGNW's outreach efforts, targeted by our artificial intelligence platforms, creates a pipeline of leads to be filtered throughout the region. The **cold leads** are companies that FGNW has contacted because they have shown signs of potential expansion or relocation opportunities. **Warm leads** are those that move into a further conversation with the company contact. The intention is to build trust with the company and convert the warm lead into a **hot lead**, which refers to FGNW receiving more details about the company's growth plans.



Proactive Industry Campaign Targets:  
Aerospace, Cybersecurity,  
Food and Medical Device  
Manufacturing



**PROSPECTUS**  
High Growth Potential

65  
COMPANIES TARGETED

130  
ENGAGEMENTS

#### 2 Digital Marketing

Our **social media platforms** allow us to engage with site selectors, company decision makers and our fellow Northwest Floridians. FGNW developed an engaging and purposeful social media content calendar in 2020, especially important as more people were online than ever before due to stay-at-home orders and virtual office space because of COVID-19.

The video series, *Broadcasting Northwest Florida*, was created as a one-on-one video interview between the subject matter expert and FGNW. The goal was to create a platform for each county in Northwest Florida to brag about their assets and good news. Then, it morphed into highlighting other organizations and companies throughout the region.

**FGNW Newsletters** are produced monthly in-house to focus on relevant topics within our target industry sectors related to company announcements, workforce and education programs and available sites and buildings.

#### 3 Business Development and Direct Marketing

- **6** FGNW-Developed Active Projects with 2 Regional Site Visits
- **65** Northwest Florida Overview presentations given to site selectors, commercial/industrial real estate professional and company executives.



HOSTED TWO NORTHWEST FLORIDA SITE VISITS



24,133  
WEBSITE VISITORS

**facebook**



**LinkedIn**



**twitter**



"Through social media we're reaching out on some major platforms and avenues like Facebook, LinkedIn, and Twitter ... "With the emphasis we've put in those avenues this year, we've seen a tremendous amount of growth."

**Roy Baker**  
Marketing Committee Chair

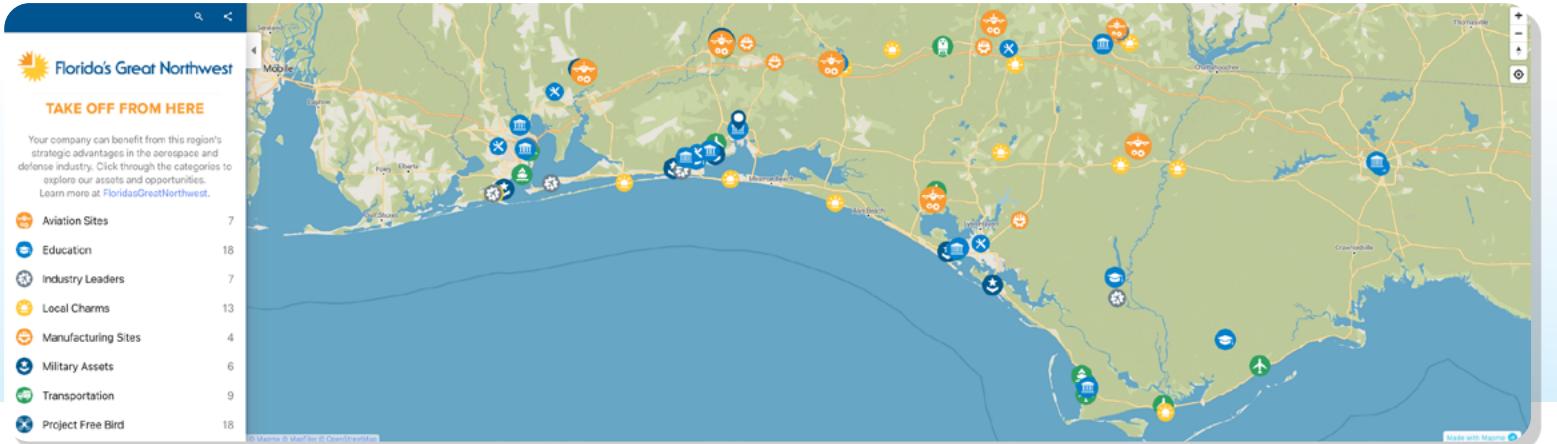
## Triumph Gulf Coast Grant

- **\$665,000** for Education Return on Investment and Workforce Research and Marketing.



"FGNW received a \$665,000 grant from Triumph Gulf Coast to perform research on the return on investment from our educational programs as well as supply and demand for the occupations directly related to our target industry sectors. The other component of the grant award is to launch a marketing campaign to promote the workforce and talent pipeline in Northwest Florida and showcase the investments being made in workforce development and public infrastructure through Triumph Gulf Coast. The behind-the-scenes work has taken place this year and we expect a full public launch on these efforts in 2021."

**Jennifer Conoley**  
CEO



## ADVOCATE

### ADVOCATE FOR ECONOMIC DEVELOPMENT ISSUES THAT AFFECT THE REGION

Through the generous contributions collected for our Advocacy Fund, FGNW was able to continue support for professional representation in Tallahassee with the firm, Johnson & Blanton. These efforts resulted in keeping Northwest Florida's needs for economic development and diversification top-of-mind. These included:

- Triumph Gulf Coast funds remain secured for Northwest Florida.
- FGNW supported Opportunity Florida in the effort to increase Florida's Rural Infrastructure Fund. The state fund was increased by \$100,000.
- Regional support and guidance were offered for a renewed state incentive program, including assistance to the Florida Economic Development Council and Enterprise Florida for their efforts in reinstating the Qualified Target Industry Tax Refund.



"Hiring Johnson & Blanton, and specifically Darrick McGhee, in Tallahassee to be our lobbyist is probably, in my time working with the advocacy committee, the best thing we ever did."

**Ray Walker**  
Advocacy Committee Chair

## COLLABORATE

### COLLABORATE TO IMPROVE REGIONAL COMPETITIVENESS

The Northwest Florida FORWARD plan, a strategy for regional economic transformation, is the mission of the FGNW Foundation. In October, the FORWARD initiative was relaunched with a Live Stream event, **Reigniting Regional Collaboration**. More than 350 stakeholders from across the region tuned in to hear about the strategy and the future priorities of the five councils. New leaders for the councils were also announced during the event and they will reengage with their council members in early 2021.

 **350**  
ATTENDEES

### REIGNITING REGIONAL COLLABORATION



## COUNCIL CO-CHAIRS

### Business Vitality

**Roy Baker**, Opportunity Florida  
**Scarlett Phaneuf**, PowerSouth Energy Cooperative

### Entrepreneurship and Innovation

**Emmanuel Hernández**, Gulf Coast State College  
**Patrick Rooney**, Co:Lab Pensacola

### Infrastructure

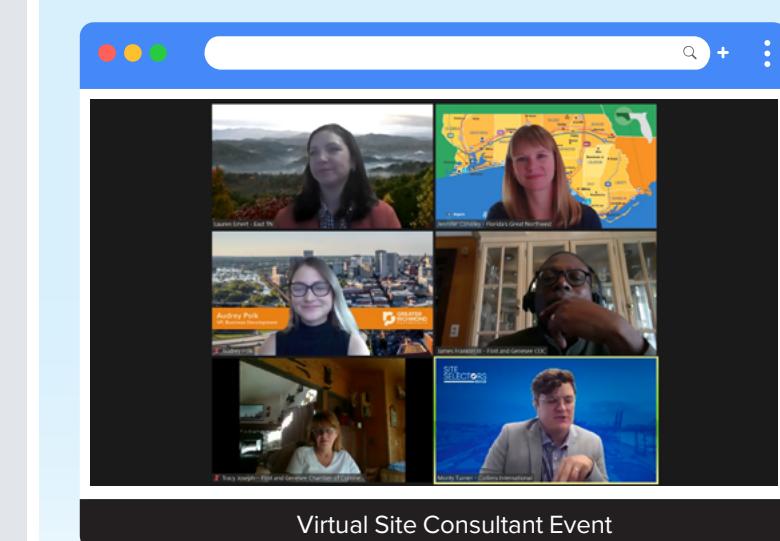
**Austin Mount**, Emerald Coast Regional Planning Council  
**Caitlin Cerame**, Emerald Coast Regional Planning Council

### Quality of Place

**Juliet Milam**, Gulf Power  
**Caroline Smith**, Apalachee Regional Planning Council

### Talent

**Suzan Gage**, Early Learning Coalition of Northwest Florida  
**Vicki Pugh**, Early Learning Coalition of Escambia County

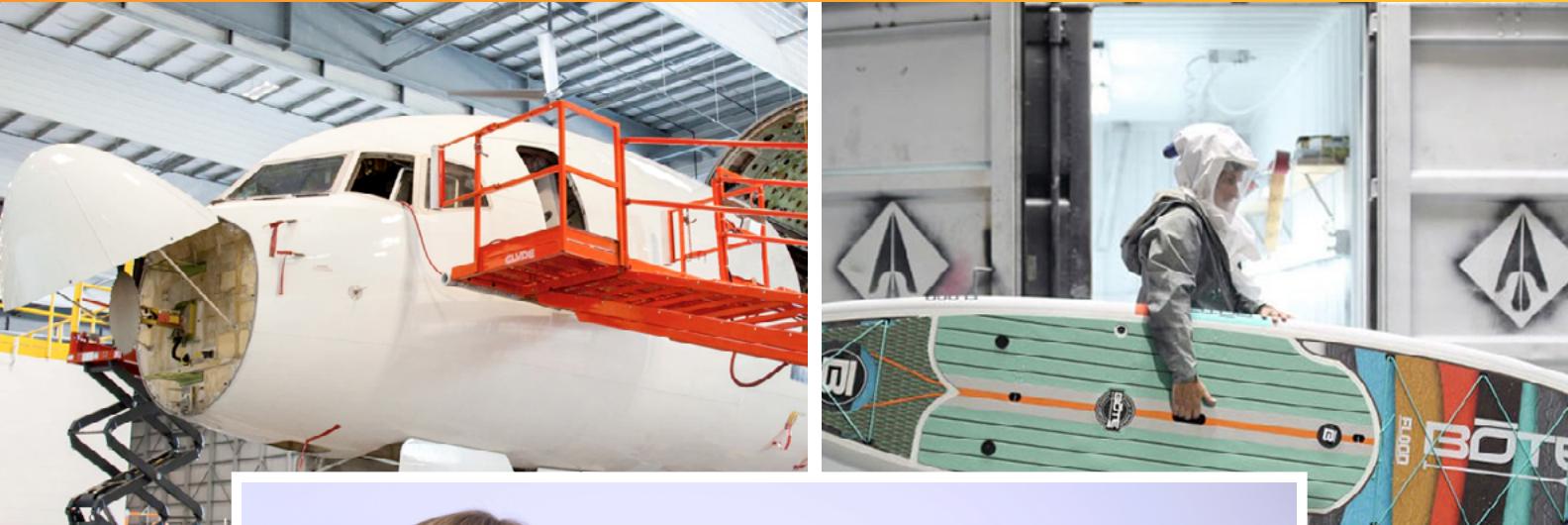


Virtual Site Consultant Event

## SUSTAINABILITY

### CULTIVATING THE ORGANIZATION'S VITALITY FOR A NEW ERA OF GROWTH

FGNW Foundation's Endowment Fund was invested using a cost averaging strategy to navigate the volatility in the markets due to the pandemic. Long-term, the fund will provide a recurring source of revenue for the efforts of both FGNW and the Foundation.





**PROMOTE**



**ADVOCATE**



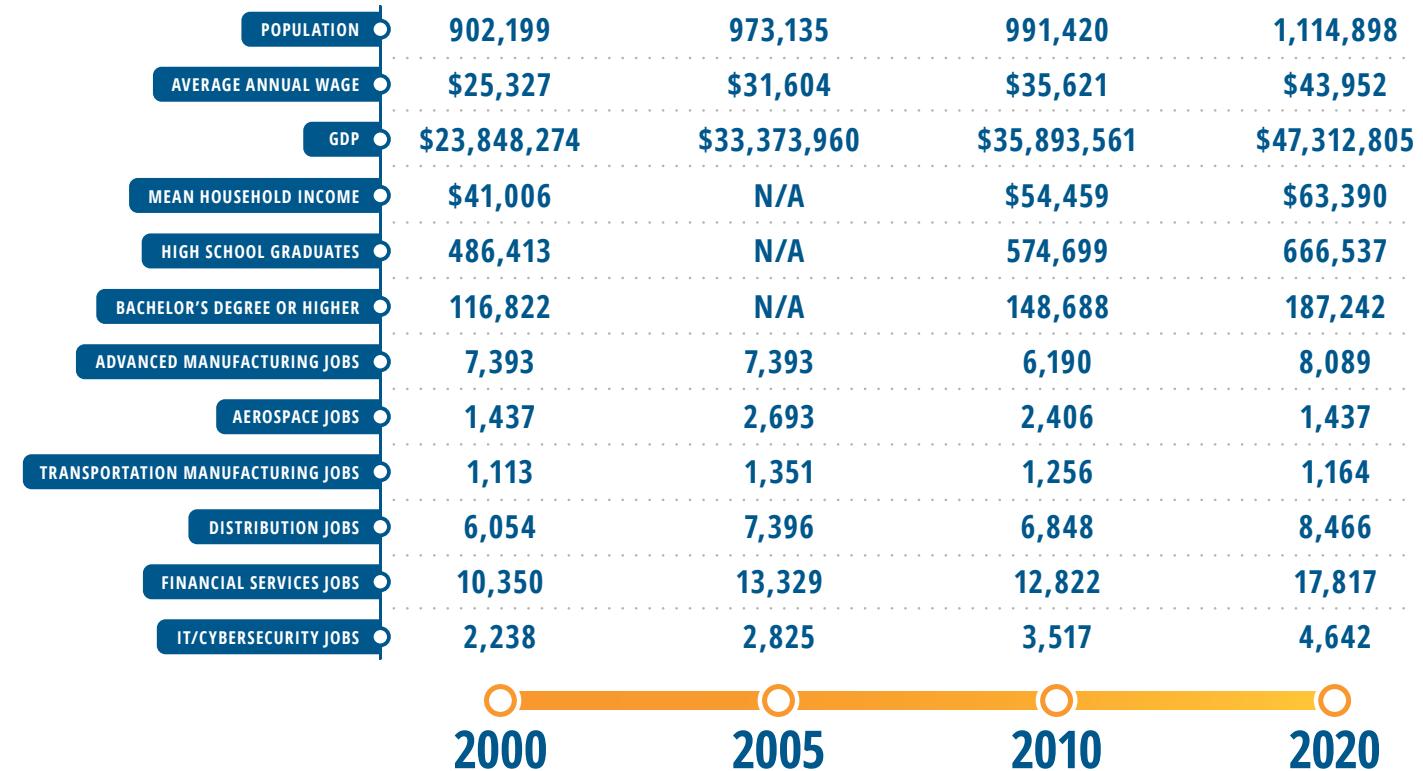
**COLLABORATE**

2020 Annual Report Video



## 20 years 2000-2020 Florida's Great Northwest

**WATCH OUT WORLD.  
NORTHWEST FLORIDA IS ON THE MOVE!**



### THE NEXT 20 YEARS

We've come a long way as an organization and a region since the year 2000. I'm grateful to the visionary leaders who devoted precious resources over the past 20 years to regional economic development. When I think about our future and how Northwest Florida will look in 2040, this is my vision:

- We will stand out to the world for our dynamic talent pool and the educational solutions and career pathways we offer every single resident.
- Our infrastructure will be state-of-the-art and our transportation assets like our airports, seaports, railways and roadways will be thriving, connecting our business community to the world like never before.
- All of our industry sectors will be robust and resilient, and this region will consistently rank as a top location choice for growth and expansion.
- Northwest Florida will continue to be coveted for partnerships and collaborative efforts.
- A world of opportunities will be revealed to every resident in our region, giving people new lenses in which to see their own path to prosperity here in Northwest Florida.

Yes, that's a bold vision for the next 20 years, but I believe we can get there one step at a time with your continued commitment and support.

Here's to our future,

*Jennifer Conoley*



**Scarlett Phaneuf**  
FGNW Chair

"I've never been more excited for the future of this organization. I think that we are on track to really do some exceptional work in the space of promoting Northwest Florida to the rest of the world."



**John Daniel**  
Foundation Chair

"Regardless of the challenges and transitions we saw in 2020, the Foundation was able to make great strides towards its mission. While we are still young in our efforts, I believe with the momentum gained this year, 2021 is sure to be a year full of success."



**Jennifer Conoley**  
CEO

"I am very grateful for the privilege of leading this organization and continuing its important work to promote Northwest Florida to the world."

#### FGNW EXECUTIVE COMMITTEE

<b>Chair</b> Scarlett Phaneuf, PowerSouth	<b>Economic Development Representative</b> Roy Baker, Opportunity Florida
<b>Past Chair</b> Bruce Vredenburg, Hancock Whitney	<b>Higher Education Representative</b> Ed Meadows, Pensacola State College
<b>Vice Chair</b> Verdell Hawkins, Gulf Power	<b>Workforce Board Representative</b> Michele Burns, CareerSource Okaloosa Walton
<b>Secretary</b> Danielle Ruiz, Duke Energy	<b>General Member</b> Michael Diehl, Truist
<b>Treasurer</b> Chuck Landers, Saltmarsh, Cleaveland & Gund	<b>General Member</b> Bill Dagnall, Navy Federal Credit Union
<b>Sustaining Member</b> Lewis Bear, The Lewis Bear Company	
<b>Sustaining Member</b> Roger Hall, Sacred Heart Health System	

#### FGNW INVESTORS

AppRiver	Clark Partington	Jackson County EDC	Santa Rosa County EDO
Ascension Sacred Heart	Duke Energy	McMahon & Hadder	Synovus
AT&T	Duncan McCall	Morris-Depew Associates, Inc.	The Lewis
Baptist Health Care	Farm Credit of Northwest Florida	Navy Federal Credit Union	Bear Company
Bay EDA	Florida State University	Northwest Florida Beaches International Airport	The St Joe Company
Beach Community Bank	Panama City	Northwest Florida State College	Truist
Beggs & Lane	FloridaWest EDA	One Okaloosa EDC	Trustmark
Buffalo Rock	Fort Walton Machining	Opportunity Florida	University of West Florida
CareerSource Chipola	Goldring Gulf Distributing	Pen Air Federal Credit Union	Vertex Aerospace
CareerSource Escarosa	Gulf Coast State College	Pensacola International Airport	Walton County EDC
Career Source Gulf Coast	Gulf County EDC	Pensacola State College	Warren Averett
CareerSource Okaloosa Walton	Gulf Power	Port Panama City	White Construction
Cat Country 98.7/News Radio 1620	Hancock Whitney	PowerSouth	
CBRE	HCA Healthcare	Regions	
Centennial Bank	Holmes Co Development Commission	Saltmarsh, Cleaveland & Gund	
Chipola College	Hopping, Green & Sams		

#### SUSTAINING INVESTORS:

