



FLORIDA'S
Great Northwest

2020 ANNUAL REPORT

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

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GOAL

Diversify and Grow Northwest Florida



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

Scarlett Phaneuf
FGNW Chair

PROMOTE

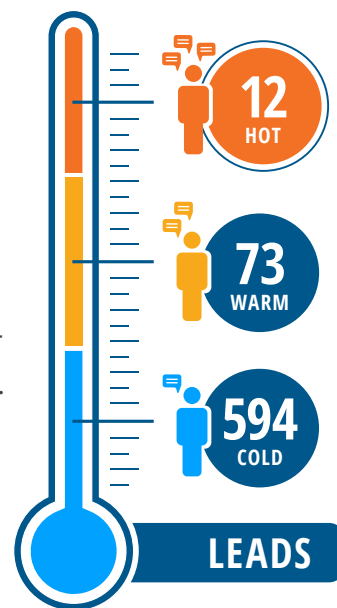
PROMOTE NORTHWEST FLORIDA FOR ECONOMIC GROWTH AND DIVERSIFICATION

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



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.

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

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.



24,133
WEBSITE VISITORS

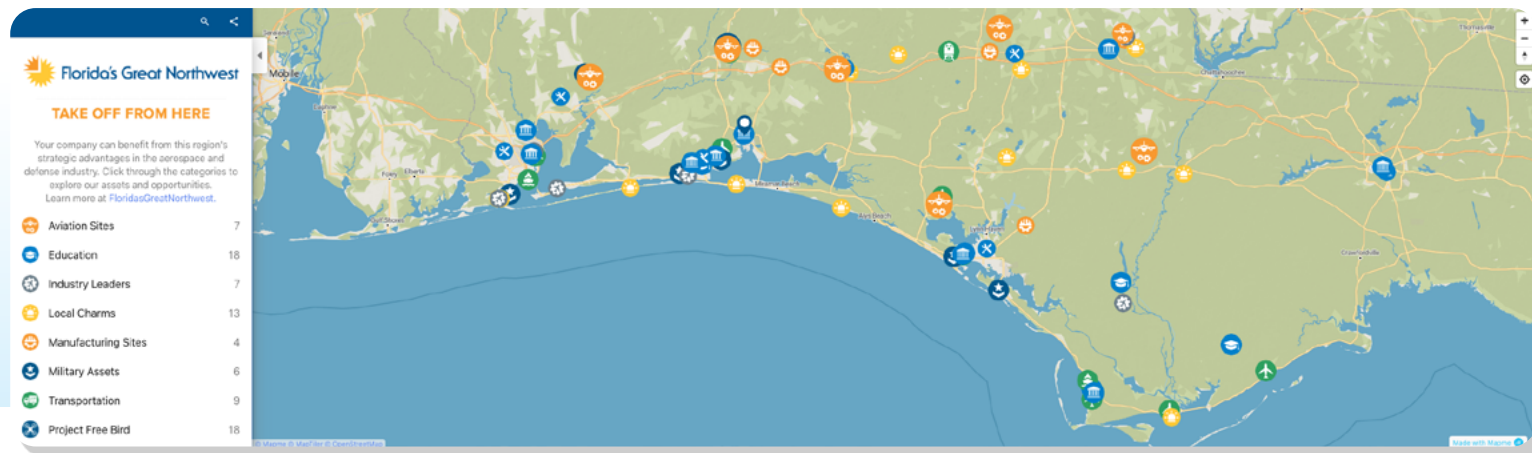
Triumph Gulf Coast Grant

- **\$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, FGFW 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.
- FGFW 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

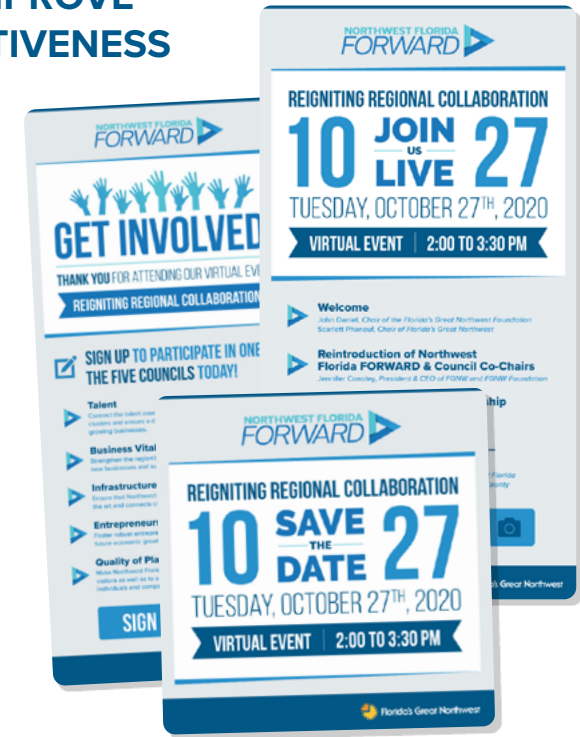
The Northwest Florida FORWARD plan, a strategy for regional economic transformation, is the mission of the FGFW Foundation. In October, the FORWARD initiative was relaunched with a Live Stream event, **Reigniting Regional Collaboration**. More

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.



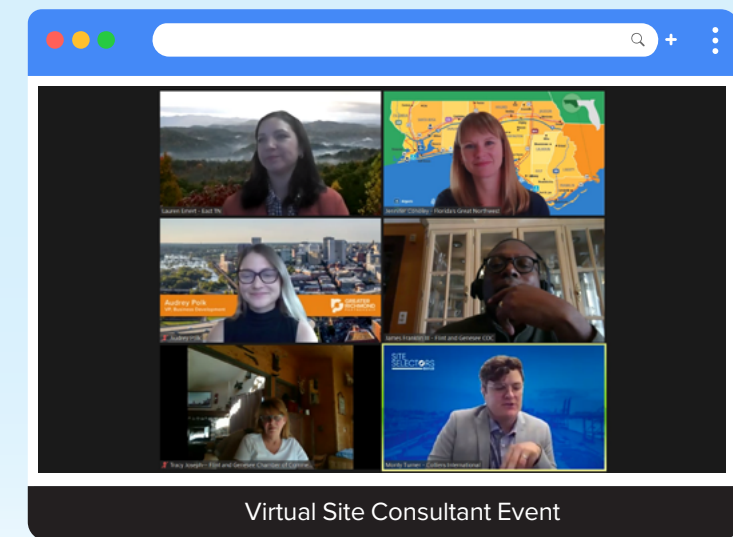
REIGNITING REGIONAL COLLABORATION

COLLABORATE TO IMPROVE REGIONAL COMPETITIVENESS



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*

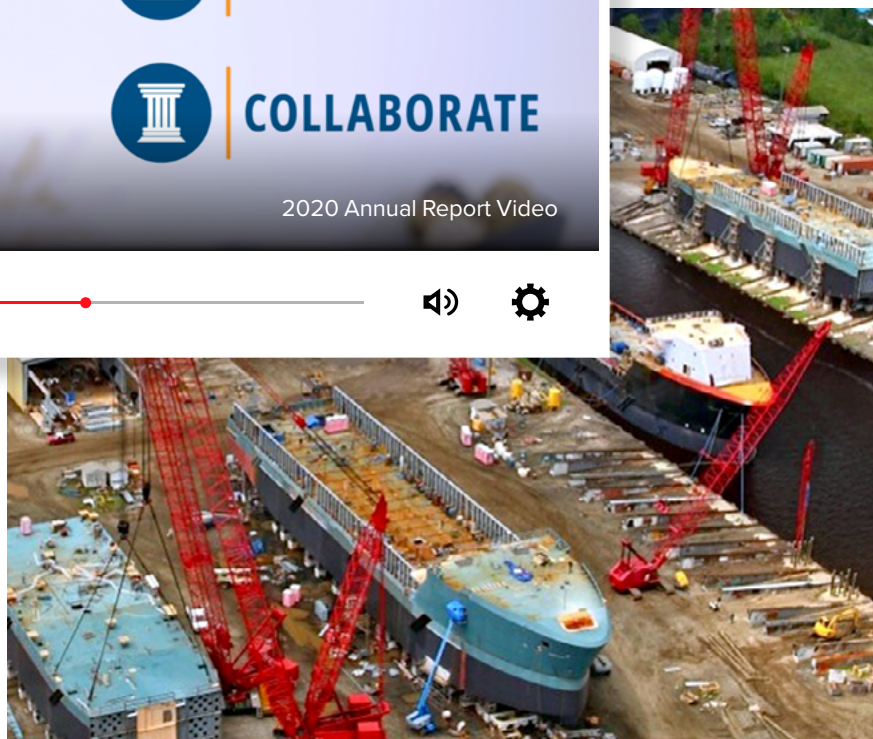
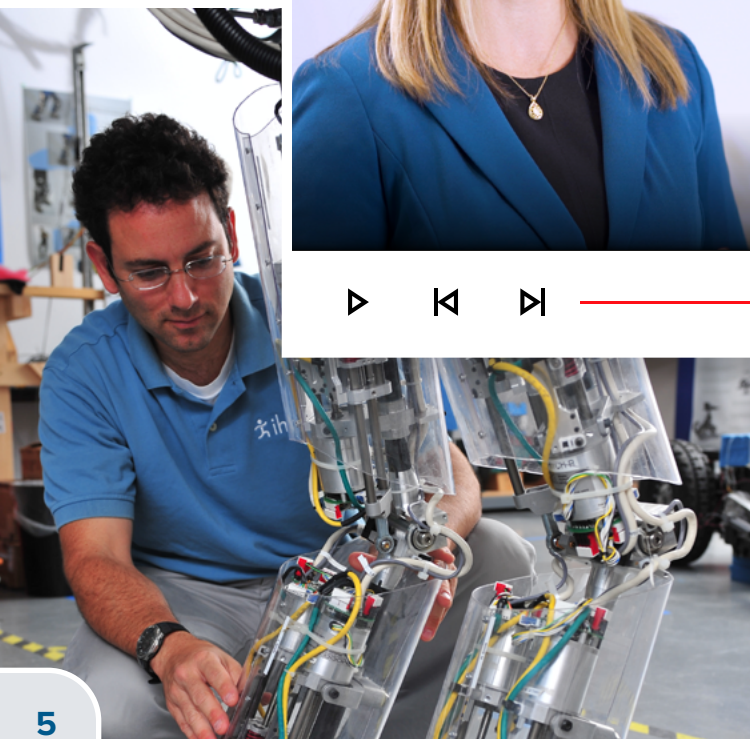
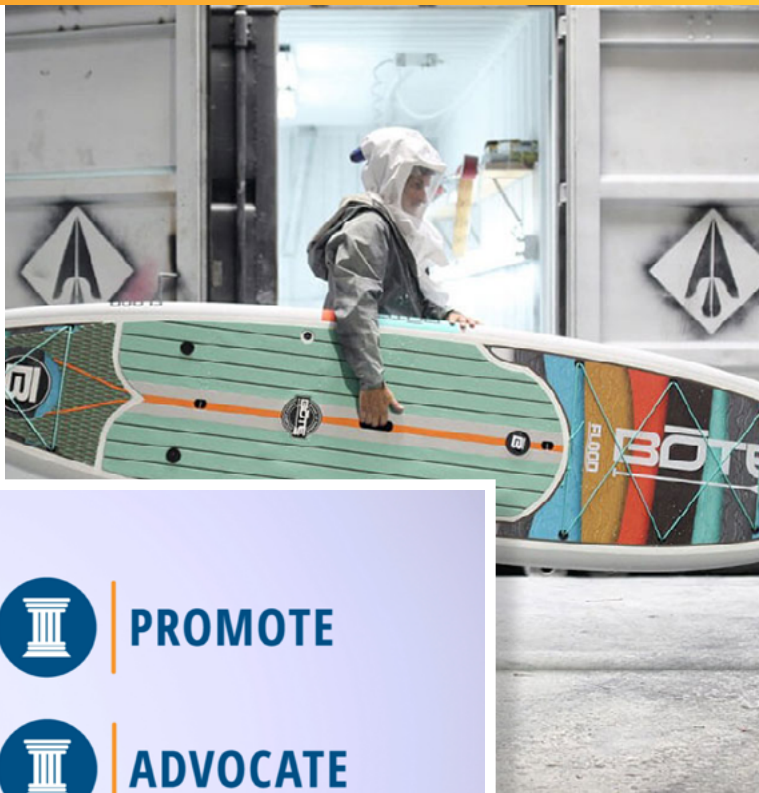




FGNW Foundation's Endowment Fund was invested using a cost averaging strategy to navigate the volatility in the markets due to the pandemic. Long-term, the fund will provide a recurring source of revenue for the efforts of both FGNW and the Foundation.





\$1,000,000


ENDOWMENT FUND





 PROMOTE

 ADVOCATE

 COLLABORATE

2020 Annual Report Video

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POPULATION	902,199	973,135	991,420	1,114,898
AVERAGE ANNUAL WAGE	\$25,327	\$31,604	\$35,621	\$43,952
GDP	\$23,848,274	\$33,373,960	\$35,893,561	\$47,312,805
MEAN HOUSEHOLD INCOME	\$41,006	N/A	\$54,459	\$63,390
HIGH SCHOOL GRADUATES	486,413	N/A	574,699	666,537
BACHELOR'S DEGREE OR HIGHER	116,822	N/A	148,688	187,242
ADVANCED MANUFACTURING JOBS	7,393	7,393	6,190	8,089
AEROSPACE JOBS	1,437	2,693	2,406	1,437
TRANSPORTATION MANUFACTURING JOBS	1,113	1,351	1,256	1,164
DISTRIBUTION JOBS	6,054	7,396	6,848	8,466
FINANCIAL SERVICES JOBS	10,350	13,329	12,822	17,817
IT/CYBERSECURITY JOBS	2,238	2,825	3,517	4,642
	2000	2005	2010	2020

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

Chair
Scarlett Phaneuf, PowerSouth

Past Chair
Bruce Vredenburg,
Hancock Whitney

Vice Chair
Verdell Hawkins, Gulf Power

Secretary
Danielle Ruiz, Duke Energy

Treasurer
Chuck Landers, Saltmarsh,
Cleaveland & Gund

Sustaining Member
Lewis Bear, The Lewis
Bear Company

Sustaining Member
Roger Hall, Sacred Heart
Health System

**Economic Development
Representative**
Roy Baker, Opportunity Florida

**Higher Education
Representative**
Ed Meadows, Pensacola State
College

**Workforce Board
Representative**
Michele Burns, CareerSource
Okaloosa Walton

General Member
Michael Diehl, Truist

General Member
Bill Dagnall, Navy Federal
Credit Union

FGNW INVESTORS

AppRiver
Ascension Sacred Heart
AT&T
Baptist Health Care
Bay EDA
Beach Community Bank
Beggs & Lane
Buffalo Rock
CareerSource Chipola
CareerSource Escarosa
Career Source Gulf Coast
CareerSource Okaloosa Walton
Cat Country 98.7/News
Radio 1620
CBRE
Centennial Bank
Chipola College

Clark Partington
Duke Energy
Duncan McCall
Farm Credit of Northwest Florida
Florida State University
Panama City
FloridaWest EDA
Fort Walton Machining
Goldring Gulf Distributing
Gulf Coast State College
Gulf County EDC
Gulf Power
Hancock Whitney
HCA Healthcare
Holmes Co Development
Commission
Hopping, Green & Sams

Jackson County EDC
McMahon & Hadder
Morris-Depew Associates, Inc.
Navy Federal Credit Union
Northwest Florida Beaches
International Airport
Northwest Florida State College
One Okaloosa EDC
Opportunity Florida
Pen Air Federal Credit Union
Pensacola International Airport
Pensacola State College
Port Panama City
PowerSouth
Regions
Saltmarsh, Cleaveland
& Gund

Santa Rosa
County EDO
Synovus
The Lewis
Bear Company
The St Joe Company
Truist
Trustmark
University of
West Florida
Vertex Aerospace
Walton County EDC
Warren Averett
White Construction

SUSTAINING INVESTORS:

