



Florida's Great Northwest

GO BEYOND OUR BEACHES

2022 Annual Report

GOAL Diversify and Grow Northwest Florida

OUR PURPOSE

PROMOTE

Promote Northwest Florida for economic growth and diversification

ADVOCATE

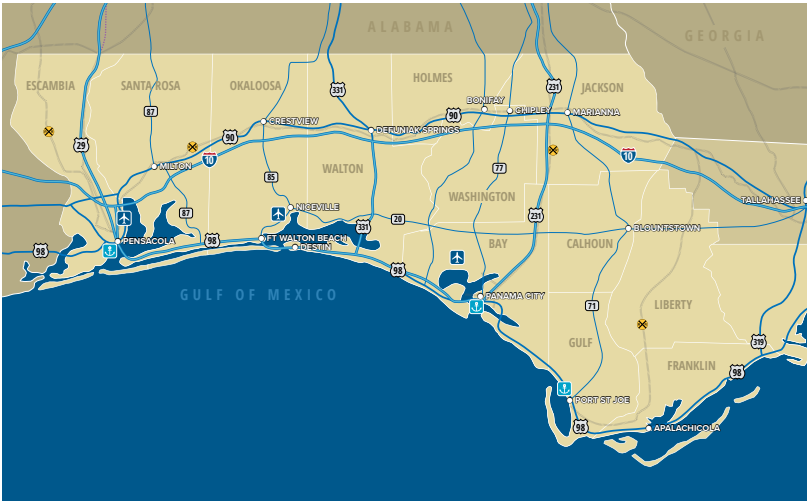
Advocate for economic development issues that affect the region

COLLABORATE

Collaborate to improve regional competitiveness

A UNIFIED VOICE FOR NORTHWEST FLORIDA

Florida’s Great Northwest is the regional economic development organization for the 12-county region of Northwest Florida. Through promotion, advocacy and collaboration, FGNW is the unified voice for Northwest Florida’s economic growth and diversification. We are a private sector funded 501(c)(6) organization led by professional staff and visionary leaders who focus on enhancing the region’s economy.



OUR VISION

To be the most highly effective regional economic development organization in the country with a reputation for stellar quality of service, well-designed, and well-implemented programs and strategies.

Regional Project Announcements

Amazon 300 jobs, Milton	Gulf Air Group 55 jobs, Crestview	Monolithic Building Systems 50 jobs, DeFuniak Springs
American Metal Bearing Co. 30 jobs, Freeport	Hershey’s Ice Cream 20 jobs, Milton	Paradigm Parachute & Defense 28 jobs, Pensacola
Central Moloney Inc. 200 jobs, Panama City	Lovell Government Services 100 jobs, Milton	Pegasus Labs 63 jobs, Pensacola
Fedex Ground 230 jobs, Panama City	Mocama Marine 150 jobs, Panama City	Resia 200 jobs, Panama City

PROMOTE

PROMOTE NORTHWEST FLORIDA FOR ECONOMIC GROWTH AND DIVERSIFICATION

Broadcasting Northwest Florida

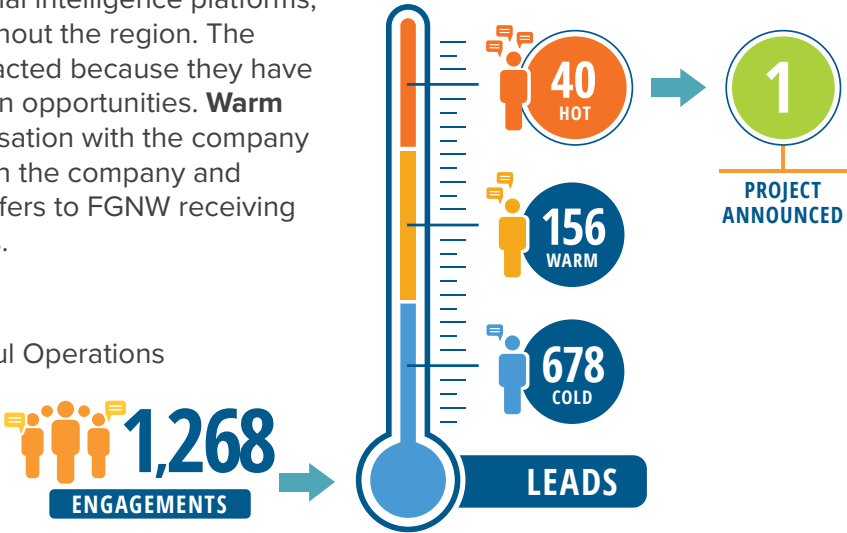
Our strategy to build awareness about the region through relationships with company decision makers, site selectors and other influencers is the primary focus under promotion. As we focus broadcasting the story about the region, built around our assets and advantages of doing business in Northwest Florida, we operate this ongoing strategy with **two main components**.

1 Lead Generation for Job Creation

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.

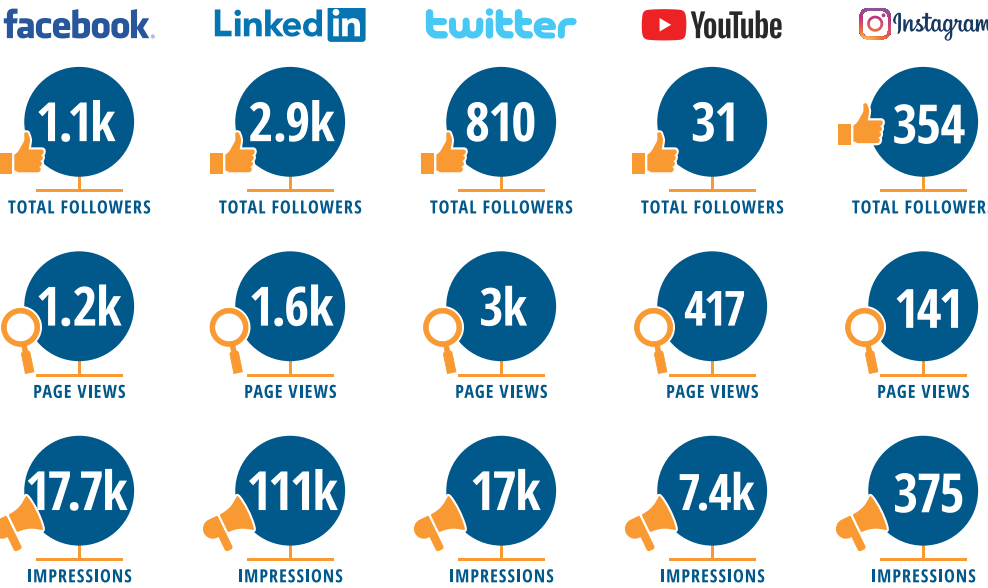
2022 Proactive Industry Campaign Targets:

- Aerospace Maintenance Repair and Overhaul Operations
- Medical Device Manufacturing
- Chemical Manufacturing



2 Digital Marketing

Our **social media platforms** allow us to engage with site selectors, company decision makers and our fellow Northwest Floridians. FGNW’s social media content is carefully crafted to deliver timely, industry-focused and relevant posts that keep users engaged.



SELECTUSA INVESTMENT SUMMIT



FGNW participated in the SelectUSA Investment Summit, the highest-profile event in the United States dedicated to promoting foreign direct investment (FDI). SelectUSA is a U.S. government program led by the U.S. Department of Commerce.

During the summit, FGNW President Conoley was asked to serve as a participant in a closed door, invitation-only meeting with U.S. Secretary of Commerce Gina Raimondo and Deputy Secretary Don Graves. The small group roundtable focused on the unique challenges and opportunities associated with attracting FDI into underserved communities. Conoley represented Northwest Florida, one of only 14 areas invited to attend the session and the only one in Florida.



- In addition to the off-agenda roundtable discussion, FGNW gained much exposure during the event:**
- President Conoley was also selected to speak on a panel during one of the information sessions about investment attraction in Northwest Florida.
 - Florida was one of only four US states to be invited to present to a group of 20 Singaporean companies attending the summit and President Conoley spoke about the region during the presentation.
 - Enterprise Florida was an exhibitor at the event and hosted a Sunshine State Soiree Reception. FGNW participated and was allowed to give a few remarks at the event.
 - As a result, FGNW made numerous new company connections including the identification of a major manufacturer expansion project. This prospect visited the region shortly after the summit and we remain in competition for their location decision.



DELEGATION PARTICIPATES IN THE FARNBOROUGH INTERNATIONAL AIRSHOW

A group of Northwest Florida economic developers joined a multitude of partners in London to embark upon the **54th annual international airshow**. Due to COVID, the airshow had not been held since 2019.

FGNW set 17 appointments with aerospace companies interested in learning more about Northwest Florida’s aerospace climate and opportunities for business growth and success. As a corporate partner with the **four state Aerospace Alliance**, FGNW was also prominently featured during the annual Aerospace Alliance Reception, a boat cruise on the River Thames, with 450 people in attendance.

Economic developers have a long history of participating in the international air shows because of the countless prime opportunities to meet with high-level aerospace executives all in one location. Nearly every major aerospace company attends the event, including board chairs and CEOs. Because of the prominence of the show and Northwest Florida’s desire to grow its aerospace cluster, FGNW has a laser-focused strategy around these events.



SITE SELECTORS INBOUND MISSION

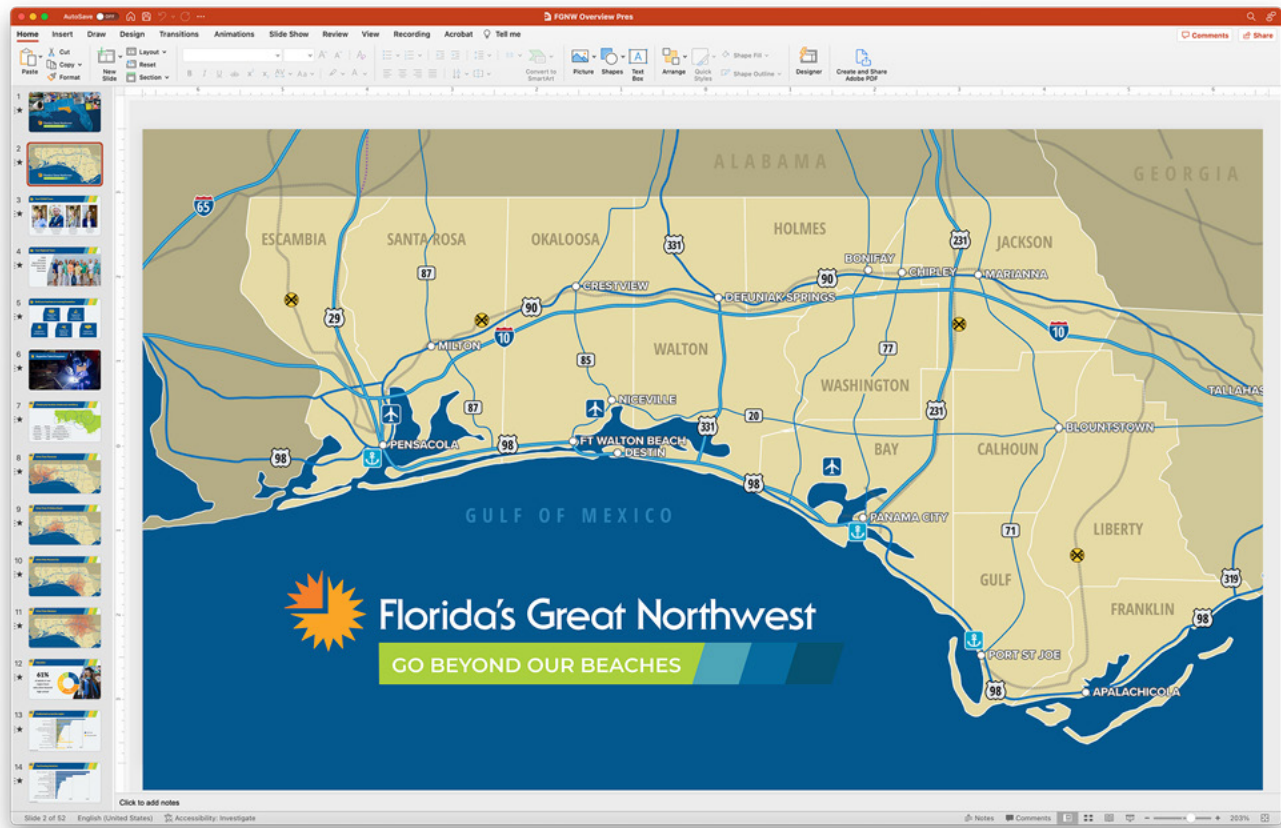
Site selection professionals work directly with companies seeking a new location for their business operations. This year was our 2nd Annual Beyond Our Beaches Site Selector Inbound Mission, and it was hosted in Panama City Beach.

Four industry-leading site selectors spent two days in Northwest Florida learning more about each of our areas throughout the region, connecting directly with our local and regional economic development partners. Networking opportunities were offered to investors and other partners as well. These types of relationship-building activities allow us to create meaningful awareness about the boundless opportunities in every part of our region.

Creating awareness for Northwest Florida includes identifying influential people to help our region grow and diversify.



DATA-DRIVEN MARKETING REBRAND

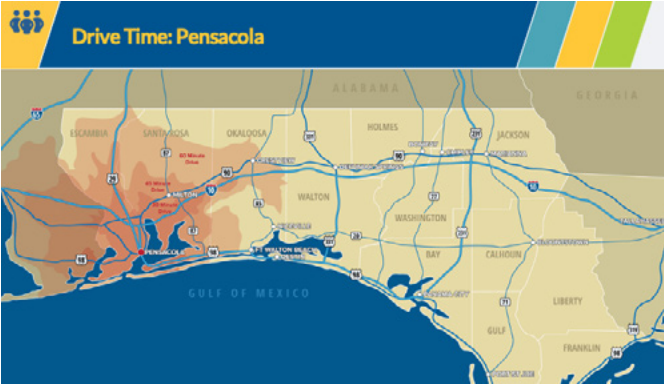
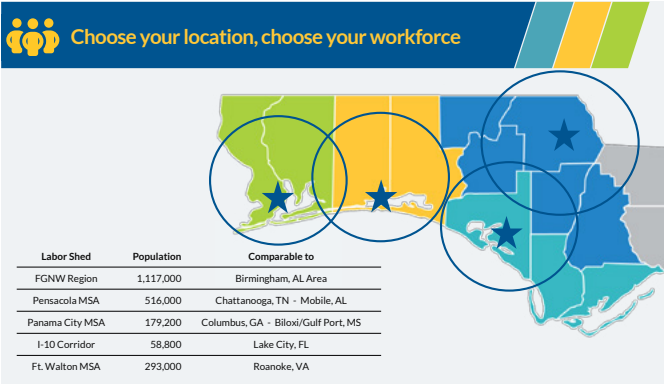


Through our marketing and research grant from Triumph Gulf Coast, FGNW was able to take advantage of many new opportunities throughout the year.

One important strategy we embarked on this year was rebranding our **three major marketing platforms**:

- Northwest Florida's Competitive Edge Presentation
- FGNW's Request for Proposal Submission Package
- Our website, floridasgreatnorthwest.com

Using specific data sets and the guidance of a site selector Kate McEnroe for content and message delivery, we worked with our marketing and graphic design team, Duncan McCall, to reimagine how we promote Northwest Florida as a top location for business.



SUNSHINE SURVIVAL KITS

A second Beyond Our Beaches marketing mailing was sent out to nearly 90 key contacts such as company executives and site selectors. Each received a “Sunshine Survival Kit”, which was a nicely designed box with Northwest Florida’s geography.

Included in the box:

- 3D-printed frisbee courtesy of the Sea3D Lab at the University of West Florida
- Hydration packet and ChapStick
- A Hidrate smart water bottle to send glowing reminders of when to drink your water (and hopefully think about Northwest Florida)
- Information about the region’s business assets



“Many thanks for sending the most recent FGNW marketing package. You folks are always so creative! I always appreciate hearing and seeing you folks.”

—Jay Garner, Garner Economics

AWARD WINNING TEAM



“I’m incredibly proud of Shane’s work and contributions to our organization and whole region in lead generation that has resulted in high quality jobs for Northwest Florida!”

—Jennifer Conoley, President & CEO of FGNW

Shane Chadwick, FGNW’s Business Intelligence and Marketing Manager, was one of three people in North America to be recognized for **GIS WebTech’s Technology Leadership Award!** His recognition focused on his ability to create an proprietary proactive lead generation program through the fusion of all our technology platforms which is bold, cutting-edge and driving results.

ADVOCATE

ADVOCATE FOR ECONOMIC DEVELOPMENT ISSUES THAT AFFECT THE REGION



MAJOR ACCOMPLISHMENT

Community leaders, state influencers and legislators gathered in the state's capitol as a unified voice to showcase the unique attributes and economic impact of Northwest Florida, from the beaches and beyond. The event called **Northwest Florida Days** was hosted by the Florida Association of Chamber Professionals Northwest Florida Chapter, Florida's Great Northwest, Opportunity Florida, Explore Northwest Florida, the Northwest Florida Tourism Council and Northwest Florida League of Cities.

"Through a networking reception, legislative appreciation breakfast and recognition opportunities at the Capitol, Northwest Florida's leaders made a bold statement about the impact we bring to the rest of the state. When we join forces as one region, we have a larger voice and make a greater impression on decision makers throughout the state of Florida."

—Jennifer Conoley, Event Co-host of Northwest Florida Days

2022 ENDEAVORS

- Created and advocated for its 2022 Legislative Priorities
- Continued one-on-one meetings with Northwest Florida's state legislative delegation throughout the year
- Further strengthened partnerships with Florida Department of Economic Opportunity and Enterprise Florida



COLLABORATE

COLLABORATE TO IMPROVE REGIONAL COMPETITIVENESS

THE CREATION AND LAUNCH OF LEADERSHIP NORTHWEST FLORIDA

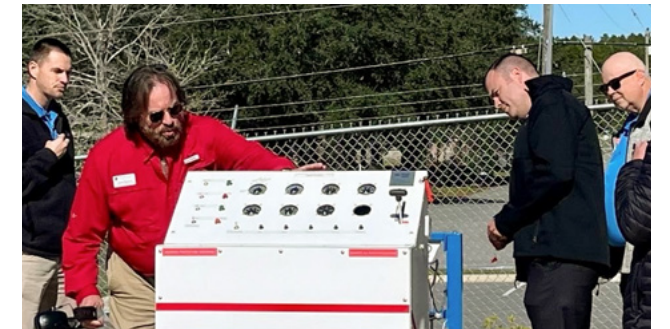


For Northwest Florida to continue to compete, diversify and thrive, it will take informed, dedicated leaders who understand the complex and competitive environment of economic transformation. An avenue for development of those leaders is now offered through the newly created Leadership Northwest Florida program. This is an educational program offered for professionals in all industry sectors desiring to grow their knowledge base, network, and skill set in the 12-county region of Florida's Great Northwest footprint.

The program focuses on regional collaboration through community, content, and connection. It informs participants on a holistic view of the conditions, challenges and



opportunities that are shared throughout Northwest Florida focusing on the areas of Business Vitality, Entrepreneurship and Innovation, Infrastructure, Talent, and Quality of Life, which are the five pillars of the FGNW Foundation.



"This experience will ultimately result in long-term influence of the leadership graduates for the betterment of Northwest Florida. Through this program, our goal is to cultivate leaders, help them understand the foundation of economic development and get a sense of why regional collaboration is so important."

—John Daniel, FGNW Foundation Chair



FGNW Foundation Board of Directors

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Chair, Beggs & Lane

Bruce Vrendenburg
Immediate Past Chair, Hancock Whitney

Jennifer Grove
Vice Chair, Baptist Health Care

Rhea Goff
Secretary, St. Joe Company

Kevin Bowyer
Treasurer, Warren Averett

John Sumrall
Director, Trustmark

BUSINESS DEVELOPMENT CASE STUDY

PROJECT LIGHTNING STRIKE



It all started with a “cold call” to Chris Hart, CEO of Central Moloney Inc (CMI), an Arkansas-based transformer manufacturer. Through FGNW’s proactive lead generation program, outreach was made to Hart because, based on our knowledge, CMI was potentially in high growth mode.

But it’s not just about having the knowledge, you have to make a compelling case as to why a company executive should decide to make time for a meeting with you. Hart decided to answer the initial email sent to him and entertain a virtual meeting with the FGNW team.

After our first meeting, FGNW put together a project overview under the code name “Project Lightning Strike” and sent it out to our 12 counties for an opportunity to respond.

“We looked at some other sites and some other locations, but quite frankly, the opportunities and incentives in Northwest Florida made it a can’t-miss. Florida is the future for us.”

–Chris Hart, President & CEO of CMI



After collecting the local responses and submitting a regional proposal, Hart offered to bring his executive team in for a visit and see Northwest Florida’s business opportunities first-hand. Admittedly, he had only vacationed on Northwest Florida’s beautiful white sand shores.

After a three-day visit of seeing multiple communities spanning the region, Hart could see that Northwest Florida had the potential to meet his growth needs.

Eventually, after more discussion, visits to Arkansas and deliberations with local leaders, the decision was made to establish a manufacturing operation in Bay County adding at least **200 jobs** to the local area.

CMI, headquartered in Pine Bluff, Arkansas, is a key supplier to a number of large investor-owned utilities, distributors and OEMs throughout the United States. The company designs and manufactures electrical distribution transformers and transformer component parts. The product line offering of electrical transformers includes both single-phase pole and pad mounted units, vaults for underground applications in urban areas, and three-phase pad mounted units primarily used in light commercial applications. Central Moloney is preparing to open this new manufacturing operation in Bay County, Florida that will produce single-phase pole mounted transformers.

KEY PARTNERS

- Bay County Board of County Commissioners
- Bay Economic Development Alliance
- CBRE
- The St. Joe Company
- Triumph Gulf Coast Board of Directors
- White Construction
- University of West Florida



“Today’s celebration is evidence that when we spread the regional message, we all win. With this single expansion decision, a total of 362 direct, indirect and induced jobs are projected to be created equaling over \$19.7 million in new salaries because of the ripple effect of this high impact industry. This one location decision in Bay County will have an enormous impact on others – job seekers, suppliers, community partners, other industry sectors. It’s a regional effort – a regional celebration!”

–Verdell Hawkins, FPL & FGNW Chair

Timeline





Verdell Hawkins
FGNW Chair



John Daniel
Foundation Chair



Jennifer Conoley
CEO

EXECUTIVE COMMITTEE

CHAIR

Verdell Hawkins, *Florida Power & Light*

PAST CHAIR

Scarlett Phaneuf, *PowerSouth*

VICE CHAIR

Nicole Gislason, *University of West Florida Haas Center*

SECRETARY

Danielle Ruiz, *Duke Energy Florida*

TREASURER

Kevin Bowyer, *Warren Averett*

ECONOMIC DEVELOPMENT REP.

Tiffany Garling, *Jackson County Economic Development Council*

HIGHER EDUCATION REP.

Dr. John Holdnak, *Gulf Coast State College*

Dr. Sarah Clemmons, *Chipola College*

WORKFORCE BOARD REP.

Michele Burns, *CareerSource Okaloosa Walton*

GENERAL MEMBERS

Megan Fry, *Clark Partington*

Chad Pippin, *White Construction*

SUSTAINING MEMBERS

Lewis Bear, *The Lewis Bear Company*

Roger Hall, *Ascension Sacred Heart*

Chris Hart, *Central Moloney Inc.*

INVESTING IN REGIONAL ECONOMIC DEVELOPMENT

CORNERSTONE INVESTORS

Baptist Health Care Carr, Riggs & Ingram Duke Energy
Goldring Gulf Distributing Hancock Whitney St. Joe Company

GENERAL LEVEL INVESTORS

AT&T
Bayou Concrete
Beggs & Lane
Buffalo Rock
CBRE
Charter Communications
Clark Partington
Community Bank
Farm Credit of Northwest Florida
Hensel Phelps
Landrum HR
Liberty Partners of Tallahassee
Navy Federal Credit Union
Northwest Florida Beaches International Airport
Opportunity Florida
Panama City Port Authority
Pen Air Federal Credit Union
Pensacola International Airport Regions
Saltmarsh, Cleaveland & Gund Synovus
The Highland Group
Truist
Warren Averett
West Florida Electric Cooperative
White Construction

DELEGATE LEVEL SUPPORTERS

City of Panama City
Centennial Bank
Culpepper Construction
Duncan McCall
Fort Walton Machining
NOVA Engineering & Environmental
Port of Pensacola
Trustmark

ECONOMIC DEVELOPMENT PARTNERS

Bay EDA
FloridaWest EDA
Franklin County
Gulf County EDC
Holmes County Development Commission
Jackson County EDC
One Okaloosa EDC
Santa Rosa County Economic Development Office
Walton County EDC
Washington County EDC

EDUCATION PARTNERS

Chipola College
Florida State University Panama City
Gulf Coast State College
Northwest Florida State College
Pensacola State College
University of West Florida's Haas Center

WORKFORCE DEVELOPMENT PARTNERS

CareerSource Chipola
CareerSource Escarosa
CareerSource Gulf Coast
CareerSource Okaloosa Walton



Ascension

SUSTAINING INVESTORS:

