



FLORIDA'S
Great Northwest

**Education ROI Research and Marketing
Triumph Gulf Coast, Inc.
Application for Funds**

November 2019

Triumph Gulf Coast, Inc. Trust Fund Application for Funds

Proposal Instructions: The Triumph Gulf Coast, Inc. Trust Fund Grant Application (this document) must be completed by the entity applying for the grant and signed, as applicable, by either the individual applying for funds, an individual authorized to bind the entity applying for funds, a chief elected official, the administrator for the governmental entity or their designee. Please read the Application carefully as some questions may require a separate narrative to be completed. In addition, please complete all Addendums that may be applicable to the proposed project or program.

Triumph Gulf Coast, Inc. will make awards from available funds to projects or programs that meet the priorities for economic recovery, diversification, and enhancement of the disproportionately affected counties. Triumph Gulf Coast, Inc. may make awards for:

- Ad valorem tax rate reduction within disproportionately affected counties;
- Local match requirements of s. 288.0655 for projects in the disproportionately affected counties;
- Public infrastructure projects for construction, expansion, or maintenance which are shown to enhance economic recovery, diversification, and enhancement of the disproportionately affected counties;
- Grants to local governments in the disproportionately affected counties to establish and maintain equipment and trained personnel for local action plans of response to respond to disasters, such as plans created for the Coastal Impacts Assistance Program;
- Grants to support programs that prepare students for future occupations and careers at K-20 institutions that have campuses in the disproportionately affected counties. Eligible programs include those that increase students' technology skills and knowledge; encourage industry certifications; provide rigorous, alternative pathways for students to meet high school graduation requirements; strengthen career readiness initiatives; fund high-demand programs of emphasis at the bachelor's and master's level designated by the Board of Governors; and, similar to or the same as talent retention programs created by the Chancellor of the State University System and the Commission of Education; encourage students with interest or aptitude for science, technology, engineering, mathematics, and medical disciplines to pursue postsecondary education at a state university or a Florida College System institution within the disproportionately affected counties;
- Grants to support programs that provide participants in the disproportionately affected counties with transferable, sustainable workforce skills that are not confined to a single employer; and
- Grants to the tourism entity created under s. 288.1226 for the purpose of advertising and promoting tourism and Fresh From Florida, and grants to promote workforce and infrastructure, on behalf of all of the disproportionately affected counties.

Pursuant to Florida Law, Triumph Gulf Coast, Inc. will provide priority consideration to Applications for projects or programs that:

- Generate maximum estimated economic benefits, based on tools and models not generally employed by economic input-output analyses, including cost-benefit, return-on-investment, or dynamic scoring techniques to determine how the long-term economic growth potential of the disproportionately affected counties may be enhanced by the investment.
- Increase household income in the disproportionately affected counties above national average household income.
- Leverage or further enhance key regional assets, including educational institutions, research facilities, and military bases.
- Partner with local governments to provide funds, infrastructure, land, or other assistance for the project.
- Benefit the environment, in addition to the economy.
- Provide outcome measures.
- Partner with K-20 educational institutions or school districts located within the disproportionately affected counties as of January 1, 2017.
- Are recommended by the board of county commissioners of the county in which the project or program will be located.
- Partner with convention and visitor bureaus, tourist development councils, or chambers of commerce located within the disproportionately affected counties.

Additionally, the Board of Triumph Gulf Coast, Inc. may provide discretionary priority to consideration of Applications for projects and programs that:

- Are considered transformational for the future of the Northwest Florida region.
- May be consummated quickly and efficiently.
- Promote net-new jobs in the private sector with an income above regional average household income.
- Align with Northwest Florida FORWARD, the regional strategic initiative for Northwest Florida economic transformation.
- Create net-new jobs in targeted industries to include: aerospace and defense, financial services/shared services, water transportation, artificial intelligence, cybersecurity, information technology, manufacturing, and robotics.
- Promote industry cluster impact for unique targeted industries.
- Create net-new jobs with wages above national average wage (*e.g.*, similar to EFI QTI program, measured on graduated scale).
- Are located in Rural Area of Opportunity as defined by the State of Florida (DEO).
- Provide a wider regional impact versus solely local impact.
- Align with other similar programs across the regions for greater regional impact, and not be duplicative of other existing projects or programs.
- Enhance research and innovative technologies in the region.
- Enhance a targeted industry cluster or create a Center of Excellence unique to Northwest Florida.

- Create a unique asset in the region that can be leveraged for regional growth of targeted industries.
- Demonstrate long-term financial sustainability following Triumph Gulf Coast, Inc. funding.
- Leverage funding from other government and private entity sources.
- Provide local investment and spending.
- Are supported by more than one governmental entity and/or private sector companies, in particular proposed projects or programs supported by more than one county in the region.
- Provide clear performance metrics over duration of project or program.
- Include deliverables-based payment system dependent upon achievement of interim performance metrics.
- Provide capacity building support for regional economic growth.
- Are environmentally conscious and business focused.
- Include Applicant and selected partners/vendors located in Northwest Florida.

Applications will be evaluated and scored based on compliance with the statutory requirements of the Triumph Gulf Coast legislation, including but not limited to the priorities identified therein and the geographic region served by the proposed project or program.

Applicant Information

Name of Individual (if applying in individual capacity): N/A

Name of Entity/Organization: Florida's Great Northwest

Background of Applicant Individual/Entity/Organization:

Florida's Great Northwest (FGNW) is the regional economic development organization for the Florida Panhandle. The organization is an investor-supported 501(c)(6) not for profit corporation created to promote Northwest Florida for economic growth and diversification, advocate for economic development issues that affect the region, and collaborate across the region to improve Northwest Florida's competitiveness.

Federal Employer Identification Number: 59-3685250

Contact Information:

Primary Contact Information: Kim Wilmes

Title: President & CEO

Mailing Address: PO Box 370, Niceville, FL 32588

Phone: (850) 635-2350

Email: kwilmes@fgnw.org

Website: www.FloridasGreatNorthwest.com

Identify any co-applicants, partners, or other entities or organizations that will have a role in the proposed project or program and such partners proposed roles.

N/A

Total amount of funding requested from Triumph Gulf Coast:
\$440,000 over a 3-year period

Has the applicant in the past requested or applied for funds for all or part of the proposed project/program?

☐ Yes ☒ No

If yes, please provide detailed information concerning the prior request for funding, including:

- the date the request/application for funding was made;
- the source to which the request/application for funding was made,
- the results of the request/application for funding, and
- projected or realized results and/or outcomes from prior funding.

(If additional space is needed, please attach a Word document with your entire answer.)

Describe the financial status of the applicant and any co-applicants or partners:

PLEASE SEE APPENDIX A

In a separate attachment, please provide financial statements or information that details the financial status of the applicant and any co-applicants or partners.

PLEASE SEE APPENDIX B

Has the applicant or any co-applicants, partners or any associated or affiliated entities or individuals filed for bankruptcy in the last ten (10) years?

☐ Yes ☒ No

If yes, please identify the entity or individual that filed for bankruptcy and the date of filing.

(If additional space is needed, please attach a Word document with your entire answer.)

Eligibility

Pursuant to Section 288.8017, Triumph Gulf Coast, Inc. was created to make awards from available funds to projects or programs that meet the priorities for economic recovery, diversification, and enhancement of the disproportionately affected counties. The disproportionately affected counties are: Bay County, Escambia County, Franklin County, Gulf County, Okaloosa County, Santa Rosa County, Walton County, or Wakulla County. *See*, Section 288.08012.

1. From the choices below, please check the box that describes the purpose of the proposed project or program (check all that apply):
 - ☐ Ad valorem tax rate reduction within disproportionately affected counties;
 - ☐ Local match requirements of s. 288.0655 for projects in the disproportionately affected counties;
 - ☐ Public infrastructure projects for construction, expansion, or maintenance which are shown to enhance economic recovery, diversification, and enhancement of the disproportionately affected counties;
 - ☐ Grants to local governments in the disproportionately affected counties to establish and maintain equipment and trained personnel for local action plans of response to respond to disasters, such as plans created for the Coastal Impacts Assistance Program;
 - ☐ Grants to support programs that prepare students for future occupations and careers at K-20 institutions that have campuses in the disproportionately affected counties. Eligible programs include those that increase students' technology skills and knowledge; encourage industry certifications; provide rigorous, alternative pathways for students to meet high school graduation requirements; strengthen career readiness initiatives; fund high-demand programs of emphasis at the bachelor's and master's level designated by the Board of Governors; and, similar to or the same as talent retention programs created by the Chancellor of the State University System and the Commission of Education, encourage students with interest or aptitude for science, technology, engineering, mathematics, and medical disciplines to pursue postsecondary education at a state university or a Florida College System institution within the disproportionately affected counties;
 - ☐ Grants to support programs that provide participants in the disproportionately affected counties with transferable, sustainable workforce skills that are not confined to a single employer; and
 - ☒ Grants to the tourism entity created under s. 288.1226 for the purpose of advertising and promoting tourism and Fresh From Florida, and grants to promote workforce and infrastructure, on behalf of all of the disproportionately affected counties.

2. Provide the title and a detailed description of the proposed project or program, including the location of the proposed project or program, a detailed description of, and quantitative evidence demonstrating how the proposed project or program will promote economic recovery, diversification, and enhancement of the disproportionately affected counties, a proposed timeline for the proposed project or program, and the disproportionately affected counties that will be impacted by the proposed project or program.

PLEASE SEE APPENDIX C

3. Explain how the proposed project or program is considered transformational and how it will effect the disproportionately affected counties in the next ten (10) years.

The Northwest Florida *FORWARD* Regional Strategy for Economic Transformation identified that the region has current economic challenges that are not experienced in other areas of Florida, including:

- direct competition from bordering states for companies expanding and creating jobs
- job growth is significantly slower in the region (6.6%) compared to the state (14.1%)
- average earnings of those in the region (\$47,943) are much lower than the state average (\$53,483)

As a result, Northwest Florida must become more competitive to retain existing companies planning to expand and attract new companies to the area.

The labor market demand research analysis will allow us to better understand educational and training programs that are critical to our region's economic growth and are imperative for the continued success of the existing companies in the region. The labor market supply research analysis will help us better articulate the skills of our workforce now and our projected talent pipeline to help us provide more a more accurate response and detailed proposals to companies considering Northwest Florida as a potential business location. The research that will analyze the impact of certificate completions on wages will help showcase the ROI of educational and training programs, as well as on educational and training projects Triumph has awarded.

The marketing and business development efforts will provide the region more opportunities to compete for job creation projects that provide better paying jobs for our residents, which will in turn grow household income and help diversify our economy.

4. Describe data or information available to demonstrate the viability of the proposed project or program.

This calendar year, FGNW has seen success with its marketing and business development efforts in promoting the region. The organization has generated 12 projects with the potential of over 900 jobs in manufacturing. FGNW has also helped our local economic development partners get in front of more than 130 business executives and site location consultants to tell our story through business development missions, industry trade shows, and site location consultant events. Our websites have been viewed more than 20,000 times and our social channels are followed by more than 2,500 people. If our economic development partners have more compelling data on our current and future pipeline and more detailed marketing materials, we can better articulate our region's value proposition, increasing our competitiveness for job creation projects.

5. Describe how the impacts to the disproportionately affected counties will be measured long term.

The impacts will be measured similarly to the way FGNW currently tracks organizational progress. Measurements will include 30-45 leads generated; 160-175 facilitated interactions with business prospects, site location consultants and Enterprise Florida; 20% increase in FGNW total website visits; and 20% increase in social friends/followers. Through this additional exposure, our region will generate more opportunities to compete for job creation projects in targeted industries. Over the long term, this will translate into better paying jobs for our residents and increased household incomes. This will also help to grow our existing industry clusters and diversify our regional economy. The ROI wage analysis will showcase how alignment and support of key workforce education/training programs will increase wages.

6. Describe how the proposed project or program is sustainable. (Note: Sustainable means how the proposed project or program will remain financially viable and continue to perform in the long-term after Triumph Gulf Coast, Inc. funding.)

FGNW was created in the year 2000 and its key mission is to promote the region for economic growth and diversification. The organization will continue to market and promote the region in partnership with its local economic development partners with the new workforce supply data and materials created and maintain the website after awarded Triumph funds have been expended. While we may not be able to continue all marketing efforts on a ramped-up scale after the conclusion of the award timeline, we will continue to utilize and promote the deliverables of this program for the remainder of its shelf life.

7. Describe how the deliverables for the proposed project or program will be measured.

Deliverables will be measured similarly to the way FGNW currently tracks organizational progress. Measurements will include 30-45 leads generated; 160-175 facilitated interactions with business prospects, site location consultants and Enterprise Florida; 20% increase in FGNW total website visits; and 20% increase in social friends/followers. Through this additional exposure, our region will generate more opportunities to compete for job creation projects in targeted industries. Over the long term, this will translate into better paying jobs for our residents and increased household incomes. This will also help to grow our existing industry clusters and diversify our regional economy. The ROI wage analysis will showcase how alignment and support of key workforce education/training programs will increase wages.

Priorities

1. Please check the box if the proposed project or program will meet any of the following priorities (check all that apply):

- ☐ Generate maximum estimated economic benefits, based on tools and models not generally employed by economic input-output analyses, including cost-benefit, return-on-investment, or dynamic scoring techniques to determine how the long-term economic growth potential of the disproportionately affected counties may be enhanced by the investment.
- ☐ Increase household income in the disproportionately affected counties above national average household income.
- ☐ Leverage or further enhance key regional assets, including educational institutions, research facilities, and military bases.
- ☐ Partner with local governments to provide funds, infrastructure, land, or other assistance for the project.
- ☐ Benefit the environment, in addition to the economy.
- ☒ Provide outcome measures.
- ☐ Partner with K-20 educational institutions or school districts located within the disproportionately affected counties as of January 1, 2017.
- ☐ Are recommended by the board of county commissioners of the county in which the project or program will be located.
- ☐ Partner with convention and visitor bureaus, tourist development councils, or chambers of commerce located within the disproportionately affected counties.

2. Please explain how the proposed project meets the priorities identified above.

Provide outcome measures

The project will be measured similarly to the way FGNW currently tracks organizational progress. Measurements will include 30-45 leads generated; 160-175 facilitated interactions with business prospects, site location consultants and Enterprise Florida; 20% increase in FGNW total website visits; and 20% increase in social friends/followers. Through this additional exposure, our region will generate more opportunities to compete for job creation projects in targeted industries. Over the long term, this will translate into better paying jobs for our residents and increased household incomes. This will also help to grow our existing industry clusters and diversify our regional economy. The ROI wage analysis will showcase how alignment and support of key workforce education/training programs will increase wages.

3. Please explain how the proposed project or program meets the discretionary priorities identified by the Board.

PLEASE SEE APPENDIX D

4. In which of the eight disproportionately affected county/counties is the proposed project or program located? (Circle all that apply)

Escambia Santa Rosa Okaloosa Walton Bay Gulf Franklin Wakulla

5. Was this proposed project or program on a list of proposed projects and programs submitted to Triumph Gulf Coast, Inc., by one (or more) of the eight disproportionately affected Counties as a project and program located within its county?

☐ Yes ☒ No

If yes, list all Counties that apply: _____

6. Does the Board of County Commissioners for each County listed in response to question 5, above, recommend this project or program to Triumph?

☐ Yes ☒ No

****Please attach proof of recommendation(s) from each County identified.**

Approvals and Authority

1. If the Applicant is awarded grant funds based on this proposal, what approvals must be obtained before Applicant can execute an agreement with Triumph Gulf Coast, Inc.?

The only required approval is from the Executive Committee of Florida's Great Northwest.

2. If approval of a board, commission, council or other group is needed prior to execution of an agreement between the entity and Triumph Gulf Coast:

- A. Provide the schedule of upcoming meetings for the group for a period of at least six months.

2020 FGNW Executive Committee Meetings:
January, February, April, May, July, August

- B. State whether that group can hold special meetings, and if so, upon how many days' notice.

The Executive Committee may hold special meetings as needed. No minimum notice period is required.

3. Describe the timeline for the proposed project or program if an award of funding is approved, including milestones that will be achieved following an award through completion of the proposed project or program.

Year 1 – Labor Supply & Demand Analysis completed. If FGNW is provided access to the PK-20 Education Data Warehouse, initial ROI Analysis provided regarding CTE programs offered in Florida. Summary level data provided to Triumph for data-driven assessment. Photo/Video shoots completed. Begin to create marketing materials and conduct business development initiatives.

Year 2 –Updates to Supply and Demand Analysis (forecasts and economic conditions). Given access to the PK-20 Education Data Warehouse, student outcome data will be updated for ROI analysis. Launch website. All materials ready for promotion. Kick off marketing outreach initiatives and continue business development efforts.

Year 3 – Updates to Supply and Demand Analysis (forecasts and economic conditions). With student outcome data, finalize ROI impact analysis and provide data to Triumph. Continue marketing and business development initiatives.

4. Attach evidence that the undersigned has all necessary authority to execute this proposal on behalf of the entity applying for funding. This evidence may take a variety of forms, including but not limited to: a delegation of authority, citation to relevant laws or codes, policy documents, etc. In addition, please attach any support letters from partners.

PLEASE SEE APPENDIX E

Funding and Budget:

Pursuant to Section 288.8017, awards may not be used to finance 100 percent of any project or program. An awardee may not receive all of the funds available in any given year.

1. Identify the amount of funding sought from Triumph Gulf Coast, Inc. and the time period over which funding is requested.

Total \$440,000 over 3 years

2. What percentage of total program or project costs does the requested award from Triumph Gulf Coast, Inc. represent? (Please note that an award of funding will be for a defined monetary amount and will not be based on percentage of projected project costs.)

48%

3. Please describe the types and number of jobs expected from the proposed project or program and the expected average wage.

N/A

4. Does the potential award supplement but not supplant existing funding sources? If yes, describe how the potential award supplements existing funding sources.

☒ Yes ☐ No

The award supplements FGNW's marketing and business development efforts.

5. Please provide a Project/Program Budget. Include all applicable costs and other funding sources available to support the proposal.

A. Project/Program Costs:

EDUCATION ROI RESEARCH

Labor Supply & Demand Analysis	\$50,000
ROI Impact Analysis	\$150,000
Research Management	<u>\$20,000</u>
TOTAL	\$220,000

REGIONAL MARKETING & BUSINESS DEVELOPMENT

Website Development & Maintenance	\$35,000
Photos/Videos/Collateral Materials	\$65,000
Advertising – such as Targeted Industry Newsletters	\$90,000
Online/LinkedIn Campaign	\$50,000
PR in Targeted Industry Publications	\$30,000
Business Development Events	\$90,000
Proactive Outreach	\$30,000
Project Management/Execution	<u>\$300,000</u>
TOTAL	\$690,000

Total Project Costs: **\$ 910,000**

B. Other Project Funding Sources:

Example Funding Sources (Note: Not an exhaustive list of possible Funding Sources.)

City/County \$ _____

Private Sources (FGNW) **\$ 470,000**

Other (Govt data access)

Total Other Funding \$ _

Total Amount Requested: \$ 440,000

Note: The total amount requested must equal the difference between the costs in 3A. and the other project funding sources in 3.B.

- C. Provide a detailed budget narrative, including the timing and steps necessary to obtain the funding and any other pertinent budget-related information.

PLEASE SEE APPENDIX F

Applicant understands that the Triumph Gulf Coast, Inc. statute requires that the award contract must include provisions requiring a performance report on the contracted activities, must account for the proper use of funds provided under the contract, and must include provisions for recovery of awards in the event the award was based upon fraudulent information or the awardee is not meeting the performance requirements of the award.

☒ Yes ☐ No

Applicant understands that awardees must regularly report to Triumph Gulf Coast, Inc. the expenditure of funds and the status of the project or program on a schedule determined by Triumph Gulf Coast, Inc.

☒ Yes ☐ No

Applicant acknowledges that Applicant and any co-Applicants will make books and records and other financial data available to Triumph Gulf Coast, Inc. as necessary to measure and confirm performance metrics and deliverables.

☒ Yes ☐ No

Applicant acknowledges that Triumph Gulf Coast, Inc. reserves the right to request additional information from Applicant concerning the proposed project or program.

☒ Yes ☐ No

ADDENDUM FOR ADVERTISING/PROMOTION

1. Program Requirements

- A. Is the applicant a tourism entity created under s. 288.1226, Florida Statutes?
☐ Yes ☒ No
- B. Does the applicant advertise and promote tourism and Fresh From Florida? If yes, provide details on how it advertises and promotes tourism and Fresh From Florida.
☐ Yes ☒ No
- C. Does the proposed award promote workforce and infrastructure on behalf of the disproportionately affected counties? If yes, describe how workforce and infrastructure is promoted on behalf of the disproportionately affected counties.
☒ Yes ☐ No

The labor market supply data is critical to regional economic development marketing and business development efforts. One of the most important issues to business executives as they consider locations to expand operations is the current talent available and future pipeline that will ensure their future success. Florida's Great Northwest and its local economic development partners can provide top level data on the current labor force. However, we have identified a gap in our available data set which are the outcomes of the region's workforce training programs. For example in aerospace and defense, a primary targeted industry for our region, many companies want to know the number of FAA Airframe and Powerplant (A&P) certified mechanics. Having this additional detailed data on offerings by training providers and their projected regional supply will help us give companies a comfort level that we can meet their workforce needs.

- D. Provide a detailed explanation of how the proposed award will connect to a broader economic recovery, diversification, enhancement of the disproportionately affected counties and/or enhancement of a targeted industry.

The program will help improve our region's opportunities to encourage companies in targeted industries to locate or expand in Northwest Florida. The region's key targeted industry clusters include Aerospace & Defense, Manufacturing, Cybersecurity/IT, Financial/Shared Services, and Water Transportation, as well as the sub-cluster of Advanced Industries, which require technology, R&D, and STEM workers within the targeted industry clusters. These industries help diversify our economic base and lessens our dependency on tourism and defense industries. Additionally, all of these industries pay higher than average wages. By encouraging these types of companies to grow in the region, the prospect for better paying jobs for our residents will improve. This increase in the household income will result in more consumer spending which trickles into other sectors of the regional economy. All of this helps enhance and bolster Northwest Florida's economy.

- E. Provide a detailed description of the quantitative evidence demonstrating how the

proposed will promote:

- Economic recovery,
- Economic Diversification,
- Enhancement of the disproportionately affected counties,
- Enhancement of a Targeted Industry.

The project will be measured similarly to the way FGNW currently tracks organizational progress. Measurements will include 30-45 leads generated; 160-175 facilitated interactions with business prospects, site location consultants and Enterprise Florida; 20% increase in FGNW total website visits; and 20% increase in social friends/followers.

Through this additional exposure, our region will generate more opportunities to compete for job creation projects in targeted industries. Over the long term, this will translate into better paying jobs for our residents and increased household incomes. This will also help to grow our existing industry clusters and diversify our regional economy. If access to Florida's PK-20 Education Data Warehouse is provided, the ROI wage analysis will showcase how alignment and support of key workforce education/training programs will increase wages.

2. Additional Information

- A. Describe the advertising and promotion mediums and locations where the advertising and promotion will occur.

LinkedIn Campaign – targeted to executives in targeted industry clusters	Online in US & globally
Advertising- Ex. Industry eNewsletters, Online	Online in US & globally
Website	Online – globally

- B. Detail the current status of the advertising and promotion (*e.g.*, new plans, existing plans, etc.) that will be supported by the proposed award and provide a detailed description of when and how the proposed award will be implemented.

FGNW, in partnership with its local economic development partners across the region, primarily holds business development events, such as site location consultant events and business development missions, to promote the region's assets. These new funds will allow the organization and the region to more broadly market our workforce story to business executives across the US and in international markets through a new website, which will launch in 2021, and be promoted online throughout 2021-2022 focusing on executives in targeted industries, such as through eNewsletters like *Aerospace Industries Association*, *Smartbrief on Cybersecurity*, and *National Association of Manufacturers*, online programs, and social campaigns on LinkedIn.

- C. Provide any additional information or attachments to be considered for this proposal.

N/A

(If additional space is needed, please attach a Word document with your entire answer.)

I, the undersigned, do hereby certify that I have express authority to sign this proposal on my behalf or on behalf of the above-described entity, organization, or governmental entity:

Name of Applicant: Florida's Great Northwest

Name and Title of Authorized Representative: Kim Wilmes, President & CEO

Representative Signature: Kim Wilmes

Signature Date: 11/19/2019

APPENDIX A

Describe the financial status of the applicant and any co-applicants or partners:

Florida's Great Northwest (FGNW) is an investor-supported 501(c)(6) nonprofit corporation with 63 investors to date. The organization is in sound financial condition.

For the period ending October 31, 2019, the balance sheet reflects:

- Florida's Great Northwest had \$1,106,814 in total assets - \$333,598 in operating cash and \$715,340 in restricted cash for the FGNW Foundation, advocacy funds and sponsorships.
- The corporation had \$16,418 in liabilities, which consists of deferred income, capital lease and payroll payable.

For the year to date operating, the corporation has net revenue over expenses (profit) of \$95,829. Although the majority of revenue comes early in the year, membership funds and sponsorships are continually collected throughout the year.

FGNW is separately accounting for advocacy revenue & expenses. For the year to date advocacy effort, the corporation has net revenues over expenses of \$43,357, which is over plan. We have collected enough revenues to cover advocacy contracts through 2021.

APPENDIX B

In a separate attachment, please provide financial statements or information that details the financial status of the applicant and any co-applicants or partners.

The following pages are compiled financial statements from Durst & Jordan, which comprise the statement of financial position as of October 31, 2019, and the related statements of activities for the month and year then ended in accordance with the modified cash basis of accounting, and for determining that the modified cash basis of accounting is an acceptable financial reporting framework.



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REPORT ON COMPILED FINANCIAL STATEMENTS

To the Board of Directors of
Florida's Great Northwest
Niceville, FL

Management is responsible for the compiled financial statements of Florida's Great Northwest (a nonprofit organization), which comprise the statement of financial position as of October 31, 2019, and the related statements of activities for the month and year then ended in accordance with the modified cash basis of accounting, and for determining that the modified cash basis of accounting is an acceptable financial reporting framework. We have performed a compilation engagement in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the financial statements nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. Accordingly, we do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.

The financial statements are prepared in accordance with the modified cash basis of accounting, which is a basis of accounting other than accounting principles generally accepted in the United States of America. Management has elected to omit substantially all disclosures. If the omitted disclosures were included in the financial statements, they might influence the user's conclusions about the Organization's financial position, changes in net assets, and cash flows. Accordingly, the financial statements are not designed for those who are not informed about such matters.

Durst & Jordan CPA PA

Durst Jordan, CPA, PA
November 5, 2019

Floridas Great Northwest
Statement of Financial Position
As of 10/31/2019

ASSETS

Current Assets

Cash	\$ 333,598
Restricted Cash - Foundation	502,014
Restricted Cash - Advocacy	199,538
Restricted Cash - Sponsorships	13,788
Total Cash	<u>1,048,938</u>
Accounts Receivable	450
Prepaid Expenses	46,658
Total Current Assets	<u>1,096,046</u>

Property and Equipment, net	10,768
Total ASSETS	<u><u>\$ 1,106,814</u></u>

LIABILITIES AND NET ASSETS

Liabilities

Deferred Income	\$ 2,469
Capital Lease	4,493
Accrued Paid Time Off	9,456
Total Liabilities	<u>16,418</u>

Net Assets

Board Designated - Foundation	502,014
With Donor Restrictions - Advocacy	199,538
With Donor Restrictions - Sponsorships	13,788
Without Donor Restrictions	375,056
Total Net Assets	<u>1,090,396</u>
Total LIABILITIES AND NET ASSETS	<u><u>\$ 1,106,814</u></u>

Floridas Great Northwest
Statement of Activities
As of 10/31/19

	October 2019 Actual	October 2019 Budget	October 2019 Budget vs. Actual
REVENUES			
Program			
Membership Contributions	\$ 23,250	\$ 30,000	\$ (6,750)
Contributions- In-Kind	-	-	-
Marketing Sponsorships	1,270	-	1,270
Other Sponsorships	-	-	-
BP Income/Endowment	-	-	-
Interest Income	1,498	333	1,165
Total REVENUES	\$ 26,018	\$ 30,333	\$ (4,315)
EXPENSES			
Operating			
Accounting	\$ 500	\$ 895	\$ 395
Amortization	156	156	-
Bank Charges	-	4	4
Consulting	-	-	-
Contribution to FGNW Foundation	305,386	305,386	-
Depreciation	155	138	(18)
Dues & Conferences	-	667	667
Insurance	165	208	43
Interest Expense	-	42	42
IT & Website	348	631	283
Legal	319	625	306
Lodging	-	250	250
Meals & Entertainment	1,010	1,250	240
Printing & Publications	72	208	136
Reimbursed Expenses	-	-	-
Rent Expense	833	833	-
Salaries & Benefits	23,837	25,667	1,830
Software Subscriptions	4,650	11,468	6,818
Supplies	139	250	111
Taxes and fees	-	60	60
Telephone/Cellular	97	200	103
Transportation - Mileage	142	500	358
Transportation/Travel	3	250	247
Marketing			
Conferences/events	-	1,667	1,667
Marketing Outreach	2,300	1,458	(842)
Meals	-	208	208
North Florida Corridor	1,270	833	(437)
Printing & Publications	-	330	330
Website	-	208	208
Total Marketing	3,570	4,705	1,135
Regional Transformation			
Meals	-	-	-
Total EXPENSES	\$ 341,382	\$ 354,393	\$ 13,011
NET REVENUES OVER (UNDER) EXPENSES	\$ (315,364)	\$ (324,059)	\$ (17,326)

Floridas Great Northwest
Statement of Activities
As of 10/31/19

	2019 YTD Actual	2019 YTD Budget	YTD Budget vs. Actual	Approved 2019 Annual Budget	Annual Budget vs. YTD Actual
REVENUES					
Program					
Membership Contributions	\$ 383,500	\$ 385,000	\$ (1,500)	\$ 410,000	\$ (26,500)
Contributions- In-Kind	15,000	15,000	-	17,500	(2,500)
Marketing Sponsorships	9,581	-	9,581	-	9,581
Other Sponsorships	6,000	7,000	(1,000)	12,000	(6,000)
BP Income/Endowment	421,840	416,750	5,090	416,750	5,090
Interest Income	11,829	3,333	8,496	4,000	7,829
Total REVENUES	<u>\$ 847,750</u>	<u>\$ 827,083</u>	<u>\$ 20,667</u>	<u>\$ 860,250</u>	<u>\$ (12,500)</u>
EXPENSES					
Operating					
Accounting	\$ 12,075	\$ 15,710	\$ 3,635	\$ 17,500	\$ 5,425
Amortization	1,563	1,563	-	1,875	312
Bank Charges	66	42	(24)	50	(16)
Consulting	9,000	9,000	-	9,000	-
Contribution to FGNW Foundation	305,386	305,386	-	807,400	502,014
Depreciation	1,550	1,375	(175)	1,650	100
Dues & Conferences	6,220	6,667	447	8,000	1,780
Insurance	1,737	2,083	346	2,500	763
Interest Expense	-	417	417	500	500
IT & Website	3,472	6,308	2,836	7,570	4,098
Legal	515	6,250	5,735	7,500	6,985
Lodging	1,871	2,500	629	3,000	1,129
Meals & Entertainment	4,610	12,500	7,890	15,000	10,390
Printing & Publications	1,583	2,083	500	2,500	917
Reimbursed Expenses	24,767	23,155	(1,612)	23,155	(1,612)
Rent Expense	8,333	8,333	-	10,000	1,667
Salaries & Benefits	235,126	256,667	21,541	308,000	72,874
Software Subscriptions	90,393	114,682	24,289	137,618	47,225
Supplies	2,890	2,500	(390)	3,000	110
Taxes and fees	323	603	280	724	401
Telephone/Cellular	986	2,000	1,014	2,400	1,414
Transportation - Mileage	3,734	5,000	1,266	6,000	2,266
Transportation/Travel	189	2,500	2,311	3,000	2,811
Marketing					
Conferences/events	2,340	16,667	14,327	20,000	17,660
Marketing Outreach	20,167	14,583	(5,584)	17,500	(2,667)
Meals	1,130	2,083	953	2,500	1,370
North Florida Corridor	7,081	8,333	1,252	10,000	2,919
Printing & Publications	1,002	3,300	2,298	3,960	2,958
Website	1,050	2,083	1,033	2,500	1,450
Total Marketing	<u>32,770</u>	<u>47,050</u>	<u>14,280</u>	<u>56,460</u>	<u>23,690</u>
Regional Transformation					
Meals	2,762	2,500	(262)	2,500	(262)
Total EXPENSES	<u>\$ 751,921</u>	<u>\$ 836,874</u>	<u>\$ 84,953</u>	<u>\$ 1,436,902</u>	<u>\$ 684,981</u>
NET REVENUES OVER (UNDER) EXPENSES	<u>\$ 95,829</u>	<u>\$ (9,790)</u>	<u>\$ 105,619</u>	<u>\$ (576,652)</u>	<u>\$ 672,481</u>

Floridas Great Northwest
Statement of Activities
Advocacy Efforts
As of 10/31/19

	October 2019 Actual	October 2019 Budget	October 2019 Budget vs. Actual
REVENUES			
Advocacy Contributions	\$ -	\$ -	\$ -
Advocacy Expenses			
Lobbying Activities	5,064	5,000	(64)
Public Relations	-	-	-
Meeting Expense	-	208	208
Transportation - mileage	-	-	-
Total Advocacy EXPENSES	5,064	5,208	144
NET REVENUES OVER (UNDER) EXPENSES	\$ (5,064)	\$ (5,208)	\$ 144

Floridas Great Northwest
Statement of Activities
Advocacy Efforts
As of 10/31/19

	2019 YTD Actual	2019 YTD Budget	YTD Budget vs. Actual	Approved 2019 Annual Budget	Annual Budget vs. YTD Actual
REVENUES					
Advocacy Contributions	\$ 93,666	\$ 75,000	\$ 18,666	\$ 75,000	\$ 18,666
Advocacy Expenses					
Lobbying Activities	50,309	50,000	(309)	60,000	9,691
Public Relations	-	-	-	-	-
Meeting Expense	-	2,083	2,083	2,500	2,500
Transportation - mileage	-	-	-	-	-
Total Advocacy EXPENSES	50,309	52,083	1,774	62,500	12,191
NET REVENUES OVER (UNDER) EXPENSES	\$ 43,357	\$ 22,917	\$ 20,440	\$ 12,500	\$ 30,857

APPENDIX C

2. Provide the title and a detailed description of the proposed project or program, including the location of the proposed project or program, a detailed description of, and quantitative evidence demonstrating how the proposed project or program will promote economic recovery, diversification, and enhancement of the disproportionately affected counties, a proposed timeline for the proposed project or program, and the disproportionately affected counties that will be impacted by the proposed project or program.

Title FGNW Education ROI Research and Marketing

Location All 8 disproportionately affected counties are included - Escambia, Santa Rosa, Okaloosa, Walton, Bay, Gulf, Franklin, and Wakulla

Timeline Year 1 – Labor Supply & Demand Analysis completed. Given access to Florida’s PK-20 Education Data Warehouse, initial ROI Analysis provided regarding CTE programs offered in Florida. Summary level data provided to Triumph for data-driven assessment. Photo/Video shoots completed. Begin to create marketing materials and conduct business development initiatives.

Year 2 – Updates to Supply and Demand Analysis (forecasts and economic conditions). If updated outcome data is available from Florida’s PK-20 Education Data Warehouse, updated data will be applied to the ROI analysis. Launch website. All materials ready for promotion. Kick off marketing outreach initiatives and continue business development efforts.

Year 3 – Updates to Supply and Demand Analysis (forecasts and economic conditions). Given the available student outcome data (FL Education Data Warehouse), finalize ROI impact analysis and provide data to Triumph. Continue marketing and business development initiatives.

Program Description

Florida’s Great Northwest (FGNW) is the regional economic development organization for the Florida Panhandle. The not for profit organization would like to partner with Triumph Gulf Coast, Inc. (Triumph) for a grant to fund a joint education research and marketing project. The partnership will focus on three areas: return on investment (ROI) analysis for career and technical education (CTE) programs, supply and demand analysis for industry certifications, and marketing and promotion of workforce training programs. The marketing component would also integrate the deliverables of the research project that will allow FGNW and local economic development organizations to better articulate our workforce strengths and help generate more opportunities to compete for job creation projects.

FGNW has a proven history of marketing the region’s assets related to business development within the targeted industries identified in the Northwest Florida FORWARD regional strategy. The organization is led by experienced staff and volunteer leadership with the capacity to oversee the project and all budgetary and reporting requirements.

Triumph makes awards to support economic recovery, diversification and growth in the most impacted counties of the 2010 Deepwater Horizon oil spill. Among the programs supported by Triumph are CTE

proposals to help students obtain externally validated, industry-recognized certifications that will provide higher incomes to certificate completers. Triumph is providing start-up funding to a number of these programs and more proposals will certainly be submitted.

In evaluating the value of such program proposals, it is important to understand the need for the proposed project in the community in terms of labor market demand from businesses and labor market supply from training providers. It is also important to examine the likely wage impact of certificate completers and assessing what share of observed income increases were in fact attributable to obtaining the certificate. Once information about return on investment (ROI) to Triumph, to the community, and to individual certificate completers is available and publicized to decision makers, better choices can be made by Triumph, by school districts and other education providers, and by students.

An initial data analysis will be conducted to gauge Northwest Florida's (NWFL) current regional workforce system. This will require both public and private data sources. The Bureau Labor of Statistics (BLS) provides occupation and industry level data on a quarterly and annual basis. Naturally, the fifteen community Workforce Board region will form the core of the analysis. However, it is important to note that the State, Southeastern U.S., and national-level data will play a comparative role as well. Socio-economic and demographic data will be considered across all regions. Labor force participation, unemployment, educational attainment, income, and population demographics will all be considered. Historical, current, and projected data will be analyzed from a variety of data sources, including the federal and state data provided from Census, Bureau of Labor Statistics (BLS), Florida's Labor Market Information (LMI), and Bureau of Economic Activity (BEA). In addition, third-party proprietary data providers including Economic Modeling Specialists International (EMSI), Moody's Analytics, and DemographicsNow will be utilized.

An analysis of the workforce commute shed will also be conducted. This labor shed analysis will identify the geographic scope of the local and NWFL labor market. The labor shed will identify where the individuals who are employed in each community live. The commute shed provides the opposite information - it identifies the area where the individuals who reside in each community and NWFL work. These analyses are important for two reasons. First, they identify the potential geographical scope of the interaction between the eight-county economy and the broader region; and, second, these data identify the broader scope of the regional labor market.

Additionally, a comprehensive picture of the NWFL region and the surrounding area's economic environment in the overall context of the defined regional, state and national-level data. Given the identified geographic regions, the research will focus on the seven key industries for the Northwest Florida region:

- Aerospace and Defense
- Cybersecurity & IT
- Distribution & Logistics
- Financial/Shared Services
- Manufacturing
- Heavy Industry
- Transportation Manufacturing

Utilizing these seven targeted industries, research will focus on the occupations and skill sets that support and are in-demand within these sectors. The following will discuss the methodology for evaluating these skill sets in NWFL.

Supply and Demand Analysis:

There are many factors to consider when reviewing supply and demand of a specific occupation. Typically, this process considers expected job openings (demand) relative to potential training programs for those specific occupations. This can be quite a tough task, as matching Classification of Instructional Programs (CIP) to Standard Occupational Classification (SOC) codes is not straight forward. For example, an individual who obtains an accounting degree may not necessarily become an accountant. The skills that individual has are in demand by other occupations, such as a financial analyst or credit analyst. Therefore, a holistic approach of considering groups of occupations and skills will be matched with relevant training and educational programs.

Once a grouping is constructed, data can be utilized to compare supply and demand to determine an outlook for the selected occupations. From a demand perspective, job openings by Standard Occupation Classification (SOC) codes and region are forecasted from Economic Modeling Specialists Intl (EMSI), Burning Glass, Florida's Labor Market Information (Department of Labor), and/or Bureau of Labor Statistics (BLS).

For supply, the National Center for Education Statistics (NCES) provides completions from a one-year certificate up to a terminal degree (MD, PhD, JD, etc.), for all education institutions that accept federal funding (Title IX). The education and training institutions self-report their programs offered and graduates on an annual basis. Combining these datasets, along with the combined groupings, supply and demand analysis across skillsets is provided. In addition to the NWFL region, supply and demand analysis can also be conducted for any other comparable region desired. This additional analysis allows for comparison and maintains a holistic view regarding boundaries.

It is important to note that not every occupation requires or demands a specific trained skill set. For example, employers may provide customer service representatives with internal training, and not necessarily looking for anything from a formal institution. Therefore, not all occupations will be used in this analysis. A similar short-term analysis can be conducted with Help Wanted OnLine (HWOL), statewide registration databases (GeoSolutions) and other databases. In addition to this data, Military Occupation (MOS) codes through Department of Defense data, including skill sets separating from local military installations, where available, will also be included.

The labor market supply data will be extremely helpful to regional economic development marketing and business development efforts. One of the most important issues to business executives as they consider locations to expand operations is the current talent available and future pipeline that will ensure their future success. Florida's Great Northwest and its local economic development partners can provide top level data on the current labor force. However, having this additional detailed data on offerings by training providers and their projected regional supply will help tell the Northwest Florida talent story better and improve our region's competitiveness.

Communicating the region's ability to meet the talent needs of companies considering Northwest Florida as a possible business location has been challenging. As with a recent competitive project, the company requested detailed information on the number of FAA A&P certified mechanics, as they will have a need for a large number of employees with this certification. That information was not available through our normal channels and sources for labor analysis. We know that there are two FAA A&P programs, in addition to Embry-Riddle campuses on our military installations, in the region that are adding to the pipeline in the region. Unfortunately, to this point, we have had to rely on inaccurate and incomplete data sets or utilize limited human resources to cobble information together on a case-by-case basis to respond to a potential employer. Having this labor supply data will help our regional and local economic developers create and deliver a more compelling workforce message and value proposition for Northwest Florida.

Marketing efforts will include the creation of a website focused on promoting the region's current and future

talent pipeline to targeted industry executives outside of the region, which will include the deep dive labor supply data by industry cluster. It will also include photo and video shoots on location with educational institutions that have been awarded Triumph funds as well as with companies that will potentially hire the newly trained workforce. Marketing collateral featuring these success stories will be created and include design, copywriting and printing costs. These products will be promoted online to targeted industry clusters, such as through a LinkedIn campaign. Additionally, the information will enhance FGNW and the region's business development efforts by providing more detailed data points which will be shared with business executives and site location consultants during business development missions and meetings at industry trade shows.

Wage Impact Analysis:

Traditionally, quantitative data sufficient to support these ROI measurements has been difficult to obtain. In Florida, the only currently publicly available source for this information is the Economic Security Report, completed by the American Institutes for Research. Utilizing data from the Florida Education and Training Placement Information Program (FETPIP) and Florida's Student Financial Assistance, the Economic Security Report provides employment rates and median wages among specific institutions, degree levels, and aggregate program levels (two-digit CIP). However, wage returns are reported as five-year averages, and the two-digit CIP does not provide sufficient disaggregation.

Although this is a useful resource, it does not provide a deep enough dive to examine the return to a specific training program or offering for students, the community, and Triumph. The proposed project will require access to student-specific certificate completion data from FETPIP data as well as student-specific earnings data. Then, after deidentification of data so as to maintain FERPA compliance, the proposed research project will analyze the likely potential earnings adjustment a specific training completion offers. Given access to Florida's PK-20 Education Data Warehouse and FETPIP, use of a "genetic matching" approach that compares students with similar socio- economic- and demographic-backgrounds, but distinguishing between those who obtain a particular certificate and those who do not, good estimates of the incremental value of a particular certificate (relative to high school completers without the certificate) can be obtained. Such information will help Triumph place a value on certificates of interest and help guide economically justified allocation of Triumph resources.

Promote economic recovery, diversification, enhancement

The program meets the statutory priorities for economic recovery, diversification, and enhancement of the disproportionately affected counties, as per F.S. 288.8017, because it will help improve our region's opportunities to encourage companies in targeted industries to locate or expand in Northwest Florida. The region's key targeted industry clusters include Aerospace & Defense, Manufacturing, Cybersecurity/IT, Financial/Shared Services, and Water Transportation, as well as the sub-cluster of Advanced Industries, which require technology, R&D, and STEM workers within the targeted industry clusters. These industries help diversify our economic base and removes our dependency on tourism. Additionally, all of these industries pay higher than average wages. By encouraging these types of companies to grow in the region, the opportunity for better paying jobs for our residents will improve. This increase in the household income will result in more expenditures our residents will make throughout the region. All of this helps grow the economy.

Additionally, this program meets the strategic initiatives "Ensure the growth of the region's key industry clusters" and "Market and promote Northwest Florida as a destination for new investment and employment" as defined in the Northwest Florida *FORWARD* Regional Strategy for Economic Transformation. Northwest Florida *FORWARD* provides a holistic set of goals, strategies, and actions designed to ensure economic

vitality through new investment and job creation, as well as the enrichment of the region's talent base, innovation ecosystem, infrastructure, and quality of place. The strategy was developed with grassroots input from more than 860 Northwest Florida business, government, educational and community leaders and is currently being implemented by volunteer leaders throughout the region to help transform the region's economy.

This proposal outlines a strategy for a potential partnership between FGNW and Triumph Gulf Coast to address current education research and marketing needs within the region. First, the need for ROI data on CTE programs for Triumph's use in evaluating proposals. Secondly, supply and demand data related to industry certifications that is invaluable to the region's economic development efforts. Finally, marketing and promotion of the area's CTE programs and existing skillsets of the region's workforce to better articulate the region's value proposition.

APPENDIX D

3. Please explain how the proposed project or program meets the discretionary priorities identified by the Board.

- Are considered transformational for the future of the Northwest Florida region.
The program would help diversify the industries that the regional economy is dependent upon. Instead of relying purely on tourism and Department of Defense contracts, the region would have educational programs in place to build a talent base that could support our existing businesses and help attract new targeted companies to the region. The marketing and business development efforts would increase our opportunities to compete for projects in targeted industries, which provide better paying jobs.
- Promote net-new jobs in the private sector with an income above regional average household income.
The program would help encourage companies in targeted industries to locate in the region. These companies would pay higher than average wages.
- Align with Northwest Florida *FORWARD*, the regional strategic initiative for Northwest Florida economic transformation.
The program meets the strategic initiatives “Ensure the growth of the region’s key industry clusters” and “Market and promote Northwest Florida as a destination for new investment and employment” as defined in the Northwest Florida *FORWARD* Regional Strategy for Economic Transformation.
- Promote industry cluster impact for unique targeted industries.
The program will help entice companies in targeted industries to locate in the region. This would help build our industry clusters.
- Are located in Rural Area of Opportunity as defined by the State of Florida (DEO).
Workforce analysis will include RAO counties, and marketing and business development efforts will highlight stories from rural communities. Economic development representatives from RAO communities are invited to attend business development initiatives.
- Provide a wider regional impact versus solely local impact.
Data analysis and marketing and business development efforts are being conducted for the region.
- Align with other similar programs across the region for greater regional impact, and not be duplicative of other existing projects or programs.
The program leverages FGNW’s regional marketing and business development efforts and includes the economic development partners throughout the region.
- Enhance a targeted industry cluster or create a Center of Excellence unique to Northwest Florida.
Labor data analysis will provide the information needed in order for the region to better align resources and support targeted industries clusters with the workforce needed to remain competitive. Marketing and business development efforts will help entice targeted companies that pay better wages to locate and expand in the region.
- Create a unique asset in the region that can be leveraged for regional growth of targeted industries.
The data analysis will provide a wealth of information that can be utilized by educational institutions and Triumph to make decisions regarding programs that support targeted industry clusters.

- Demonstrate long-term financial sustainability following Triumph Gulf Coast, Inc. funding.
FGNW was created in the year 2000 and its key mission is to promote the region for economic growth and diversification. The organization, along with its local EDO partners, will continue to market and promote the region with the new workforce supply data and materials created and maintain the website after awarded Triumph funds have been expended. While we may not be able to continue all marketing efforts on a ramped-up scale after the conclusion of the award timeline, we will continue to utilize and promote the deliverables of this program for the remainder of its shelf life.
- Leverage funding from other government and private entity sources.
The program will receive matching fund support covering 52% of the project, which includes leveraging investment from Florida's Great Northwest investors, which include private sector businesses and economic development organizations throughout the region.
- Provide local investment and spending.
FGNW's matching funds are raised from local private businesses and local economic developers throughout Northwest Florida.
- Are supported by more than one governmental entity and/or private sector companies, in particular proposed projects or programs supported by more than one county in the region.
FGNW's board is made up of private sector companies and economic development organizations representing counties throughout the region.
- Provide clear performance metrics over duration of project or program.
The project will be measured similarly to the way FGNW currently tracks organizational progress. Measurements will include 30-45 leads generated; 160-175 facilitated interactions with business prospects, site location consultants and Enterprise Florida; 20% increase in FGNW total website visits; and 20% increase in social friends/followers. Through this increase, our region will have more opportunities to compete for job creation projects in targeted industries, which will provide better paying jobs for our residents and increase household incomes. This will also help grow our existing industry clusters and diversify and grow our economy.
- Include deliverables-based payment system dependent upon achievement of interim performance metrics.

Proposed payment plan:

- \$150,000 Upon contract execution - initial startup for labor supply and demand analysis (\$50,000) and to begin photo/video/marketing materials (\$100,000)
- \$60,000 Upon completion of labor supply & demand analysis and initial ROI analysis Year 1
- \$55,000 Upon updated labor analysis and updated ROI analysis Year 2
- \$55,000 Upon updated labor analysis and final ROI impact analysis Year 3
- \$50,000 upon creation of some marketing materials and to purchase media buys Year 1
- \$50,000 upon creation of website and to purchase media buys Year 1
- \$20,000 upon delivery of marketing & business development report year 2 and to purchase media buys

- Provide capacity building support for regional economic growth
The funding will help increase marketing and business development efforts to promote the region as a top location for businesses to locate and expand.
- Include Applicant and selected partners/vendors located in Northwest Florida.
Support from local partners throughout the region will be needed in order to implement the regional labor analysis and marketing and business development efforts, including educational institutions, workforce boards, economic developers, companies in targeted industries, and service providers.

APPENDIX E

4. Attach evidence that the undersigned has all necessary authority to execute this proposal on behalf of the entity applying for funding. This evidence may take a variety of forms, including but not limited to: a delegation of authority, citation to relevant laws or codes, policy documents, etc. In addition, please attach any support letters from partners.

See attached resolution from Florida's Great Northwest

EXECUTIVE COMMITTEE RESOLUTION NO. 2019-01

**RESOLUTION OF EXECUTIVE COMMITTEE OF THE BOARD OF DIRECTORS OF
FLORIDA'S GREAT NORTHWEST, INC**

WHEREAS, Florida's Great Northwest, Inc. ("FGNW") desires to make an application to Triumph Gulf Coast, Inc. ("Triumph") for funding for the FGNW Education ROI Research and Marketing (the "FGNW Research and Marketing") program;

WHEREAS, the Executive Committee has reviewed the FGNW Research and Marketing application in its current form and President and CEO Kim Wilmes has presented to the Executive Committee certain recommended modifications thereto, and, after careful deliberation and consideration, the Executive Committee deems it desirable and in the best interest of FGNW to submit such application, as so modified, to Triumph;

WHEREAS, after careful deliberation and consideration, the Executive Committee further deems it desirable and in the best interest of FGNW to authorize Kim Wilmes, as President and CEO, to execute and submit such FGNW Research and Marketing application, as so modified, to Triumph for and on behalf of FGNW and to authorize Bruce Vredenburg, as Chairperson of the Board of Directors, to execute and submit such FGNW Research and Marketing application, as so modified, for and on behalf of FGNW in the event that the President and CEO is unavailable or otherwise unable to execute the FGNW Research and Marketing application;

WHEREAS, after careful deliberation and consideration, the Executive Committee further deems it desirable and in the best interest of FGNW to authorize the President and CEO and the Chairperson to execute all other documents and take all actions, for and on behalf of FGNW, as they or either of them deems desirable and appropriate in furtherance of such FGNW Research and Marketing application, as so modified, provided that no final, binding agreement with Triumph shall be executed unless and until such agreement is duly approved by the Executive Committee or the full Board of Directors;

NOW, THEREFORE, BE IT RESOLVED that Kim Wilmes, as President and CEO, shall be, and hereby is, authorized to execute and submit such FGNW Research and Marketing application, as so modified, to Triumph for and on behalf of FGNW, and Bruce Vredenburg, as Chairperson of the Board of Directors, shall be, and hereby is, authorized to execute and submit such FGNW Research and Marketing application, as so modified, for and on behalf of FGNW in the event that the President and CEO is unavailable or otherwise unable to do so; and

BE IT FURTHER RESOLVED that the President and CEO or the Chairperson, as the case may be, is authorized to submit such FGNW Research and Marketing application to Triumph at such time as she or he deem appropriate, but in any event no later than December 31, 2019; and

BE IT FURTHER RESOLVED that Kim Wilmes, as President and CEO, and Bruce Vredenburg, as Chairperson, shall be, and hereby are, authorized to execute all other documents and take all actions, for and on behalf of FGNW, as they or either of them deems desirable and appropriate in furtherance of such FGNW Research and Marketing application, as so modified; provided that no final, binding agreement with Triumph shall be executed unless and until such agreement is duly approved by the Executive Committee or the full Board of Directors.

THE UNDERSIGNED SECRETARY OF FGNW hereby certifies that upon motion duly made and seconded, the foregoing resolutions were duly adopted by the Executive Committee of the Board of Directors of FGNW, as the act and deed of the Board of Directors, on the 10th day of October 2019.

This 10th day of October 2019.


RHEA GOFF, SECRETARY

APPENDIX F

- C. Provide a detailed budget narrative, including the timing and steps necessary to obtain the funding and any other pertinent budget-related information.

The research and analysis, and vendor management will cost \$220,000 and make up the research portion of the Triumph request.

The marketing and business development portion of the project will total \$690,000. The Triumph request is \$220,000 of this total amount, which will include the creation of a talent website, collateral development, advertising/media buys, and online/LinkedIn marketing outreach. FGNW's match will use the research and data to update points of our existing website and materials, as well as with our proactive outreach efforts and public relations campaign to targeted industry publications. They will also help improve talking points while our Northwest Florida economic developers are on business development missions and attending industry trade shows and site location consultant events. The match also includes FGNW's staff time to develop strategy, execute programs and provide overall project management. The program will yield photos and videos that Triumph may leverage for other purposes.

In total, the project will cost \$910,000 and Triumph's support accounts for 48% of the total project costs. FGNW has all funds available as a match for the project.