

## TRIUMPH GULF COAST, INC. PRE-APPLICATION FORM

Triumph Gulf Coast, Inc. (“Triumph Gulf Coast”) has created a pre-application process to provide initial consideration of eligibility for potential ideas of projects or programs that may seek an award of funding. Applicants are required to participate in the pre-application process. Notwithstanding the response from Triumph Gulf Coast on the pre-application form, an Applicant may still elect to submit an Application.

### **APPLICANT INFORMATION:**

Name of Individual/Entity/Organization: **Florida’s Great Northwest (FGNW)**  
Proposal Title: **FGNW Education ROI Research and Marketing**  
Amount of Triumph Funds Requested: **\$440,000 (48% of total project cost)**  
Total Estimated Project Cost: **\$910,000**

Brief Description of Background of 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.**

Contact Information:

Primary Contact Information: **Kim Wilmes**  
Title: **President & CEO**  
Mailing Address: **PO Box 370, Niceville, FL 32588**  
Telephone Number: **(850) 635-2350**  
Email Address: **kwilmes@fgnw.org**  
Website: **www.FloridasGreatNorthwest.com**

Names of co-applicants, partners or other entities, organizations that will have a role in the proposed project or program: **N/A**

### **REQUIRED EXECUTIVE SUMMARY:**

In a maximum of two (2) pages, please describe the proposed project or program and anticipated outcomes including (i) the amount of funds being sought from Triumph Gulf Coast; (ii) the amount and identity of other sources of funds for the proposed project or program; (iii) the location of the project or program; (iv) summary description of the proposed program, including how the program will be transformational and promote economic recovery, diversification, and enhancement of the disproportionately affected counties, and (v) a summary timeline for the proposed project or program.

### **IMPORTANT NOTICE**

This pre-application process will **not** result in an award of funding by Triumph Gulf Coast. Rather, this process is designed to facilitate submission of ideas for potential projects or programs before the Applicant expends time and/or resources to complete a full Application. All Applicants for funding are required to complete an Application, which will be scored, and then considered for award in the discretion of Triumph Gulf Coast Board.

**Please Select the Proposal's Eligibility Category(s)**

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.

**Please Select the Priorities this Proposal's Outcomes will Achieve**

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.

## FGNW Education ROI Research and Marketing

- (i) Triumph Funding Request:** \$440,000
- (ii) Matching Fund Sources:** \$470,000
- (iii) Program Location:** All 8 disproportionately affected counties are included - Escambia, Santa Rosa, Okaloosa, Walton, Bay, Gulf, Franklin, and Wakulla

**(iv) Summary 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 integrate the deliverables of the research project, which will allow FGNW and local economic development organizations 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, if student outcome data is made available to FGNW through Florida's PK-20 Education Data Warehouse. 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.

Applying statistical analysis to the educational and wage outcomes for students with completed certificates, programs, or degrees, allows a thorough labor market analysis and outlook to be constructed to provide needed quantitative insights. The study will help identify supply or demand gaps that might exist in the regional labor market as well as earnings outcomes associated with training.

Given limited funding for education programs, identifying a need for a specific training program is just the beginning. It would be difficult for Triumph to incentivize all CTE programs for which projected regional demand exceeds projected regional supply. Therefore, additional consideration should be placed on the potential ROI of investing in any given proposed CTE program.

Traditionally, quantitative data sufficient to support these ROI measurements has been difficult to obtain. Contingent on obtaining access to individual outcomes from Florida's PK-20 Education Data Warehouse,

the proposed research project will analyze the likely potential earnings adjustment a specific training completion offers. By 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.

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 competitiveness.

The information gleaned from the research will be utilized in developing marketing collateral for the region and in executing regional marketing campaigns. 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 LinkedIn. Additionally, the information will enhance FG NW 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.

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.

The Northwest Florida *FORWARD* Regional Strategy for Economic Transformation identified several priority initiatives to help transform the region’s economy. This program meets two 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.”

This proposal outlines a strategy for a potential partnership between FG NW 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.

**(v) Summary timeline:**

Year 1 – Labor Supply & Demand Analysis completed. If student outcome data of CTE completers from Florida's PK-20 Education Data Warehouse is made available, 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 continuous access to the Data Warehouse, updated data 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 available outcome data from Florida's Education Data Warehouse, finalize ROI impact analysis and provide data to Triumph. Continue marketing and business development initiatives.