

Shaping Our Economic Destiny



CREATION OF NEW ECONOMIC DEVELOPMENT EFFORT

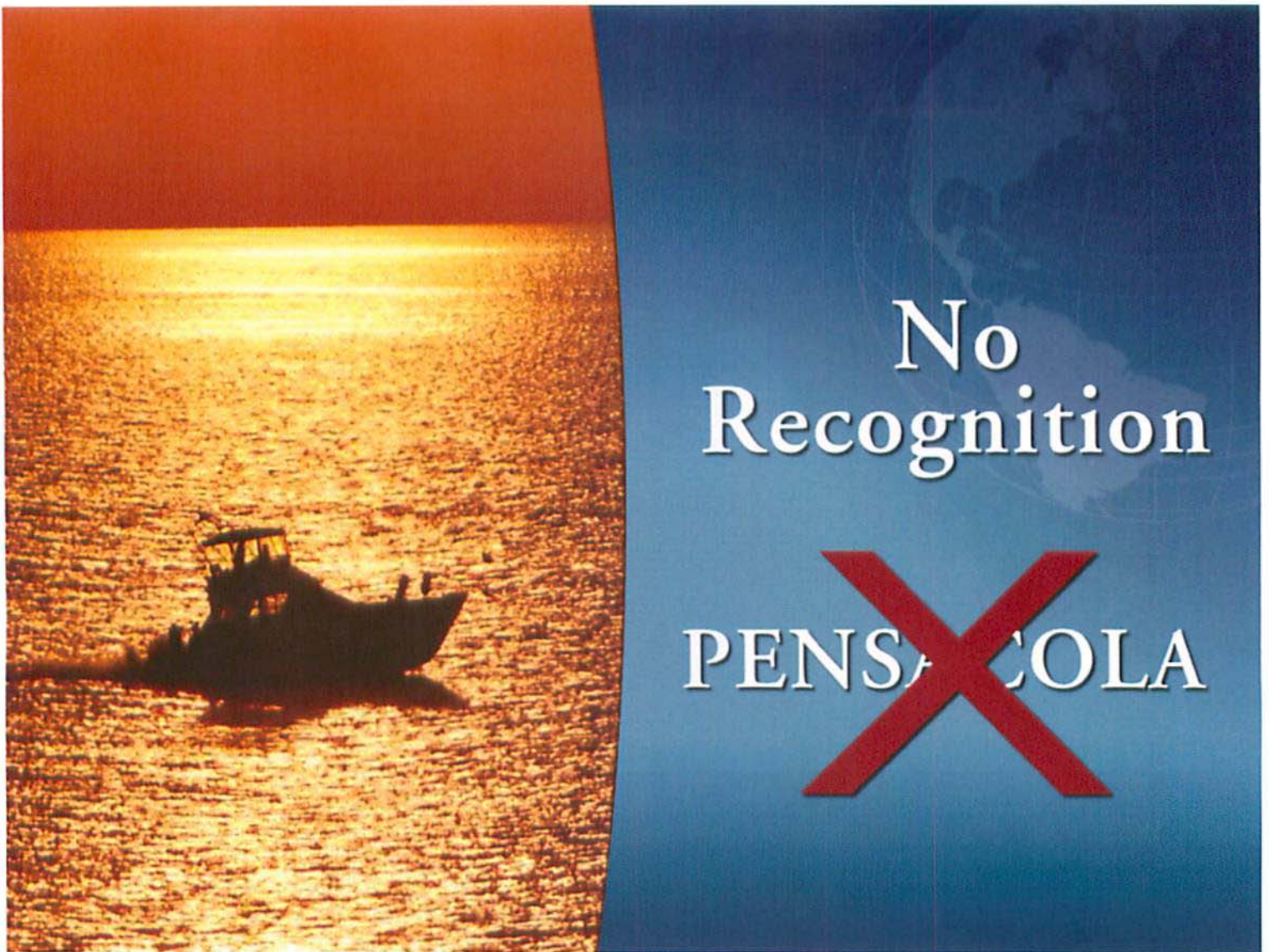
(Voice Over:)

We live in one of the most beautiful and historic communities in the country. We have civic and cultural anchors that are the envy of much larger communities. Our people have a strong work ethic.

And yet, our people are worried: We are losing the battle for new business investment and new jobs – the right kinds of jobs paying good wages. We have to do better.

Even before the current economic crisis, we were not keeping pace with our rivals, and now, facing an uncertain and restructuring economy, we can simply not afford business as usual. We owe it to the people who live here and to our children who want to stay here to work to do better.

That's why we created this organization. It's about re-invention, re-orientation and setting a stronger foundation for both short and long-term economic success. It's a break from the past, from an old, ineffective way of economic development. It's about shaping our own destiny with a new highly competitive, modern way of doing business, a way characterized by innovation, institutional cooperation, entrepreneurial strategies and collaborative partnerships, crucial ingredients for success in today's economy.



OPPORTUNITY TO SUCCEED

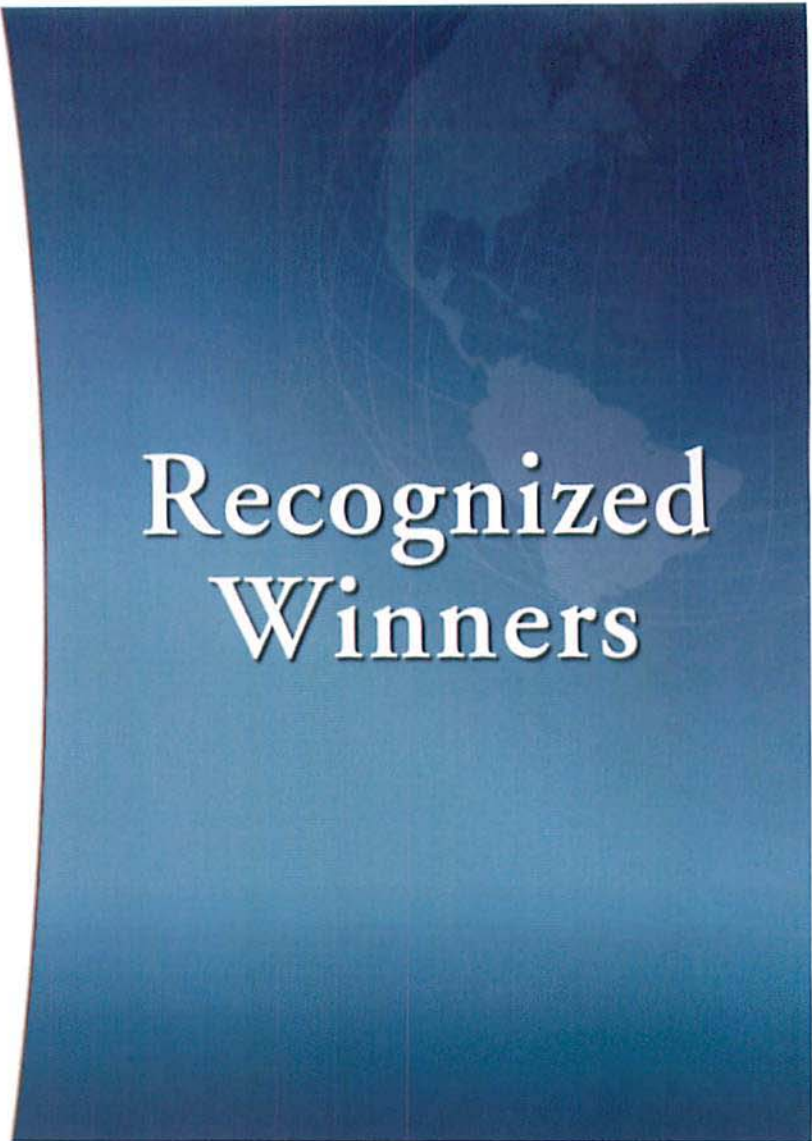
(Voice Over:)

Here is what we know about our community: Our assets are unique and our people work hard.

But the lack of clear brand equity in economic development and a reputation for being slow to react, indecisive and difficult, derail our programs before we have the opportunity to succeed.



PortlandOnline



QUALITIES OF SUCCESS

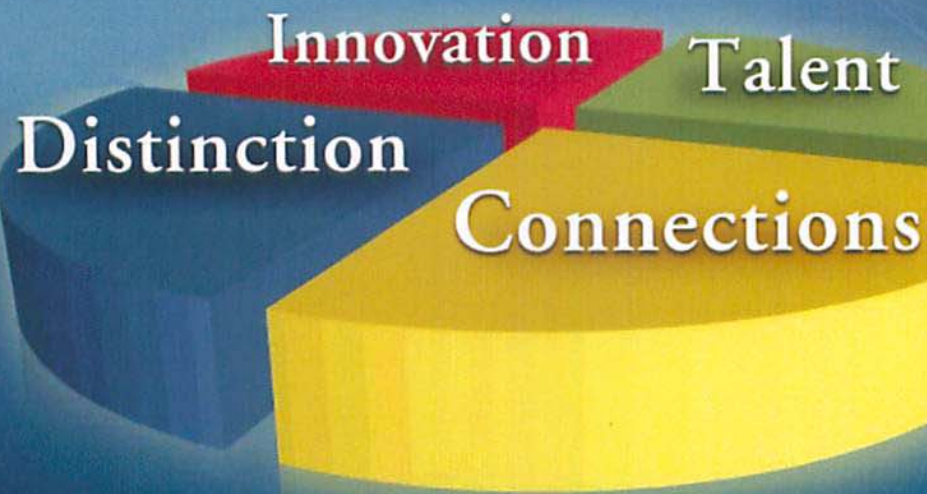
(Voice Over:)

There is no lack of effort and ambition in our community. But we lack an economic development program that embraces our values and acts on our principles.

We have had some successes, but we are losing ground. Because of it, if we continue the status quo, our community's future is threatened.

To succeed, we need to be focused, innovative, sustainable and diversified.

A New Brand, A New Plan & A New Future



NEW MEASUREMENTS OF SUCCESS

(Voice Over:)

Now, more than ever, we need change – a new brand, a new plan, and a new future.

First and foremost, we must overhaul our antiquated way of measuring success merely in the number of jobs.

Our new approach will have a comprehensive evaluation system, offering specific measurements reported to the public on a regular basis.

Economic development is the public's business and the secrecy that has traditionally surrounded it erodes public confidence and credibility.

A Completely Inclusive Plan



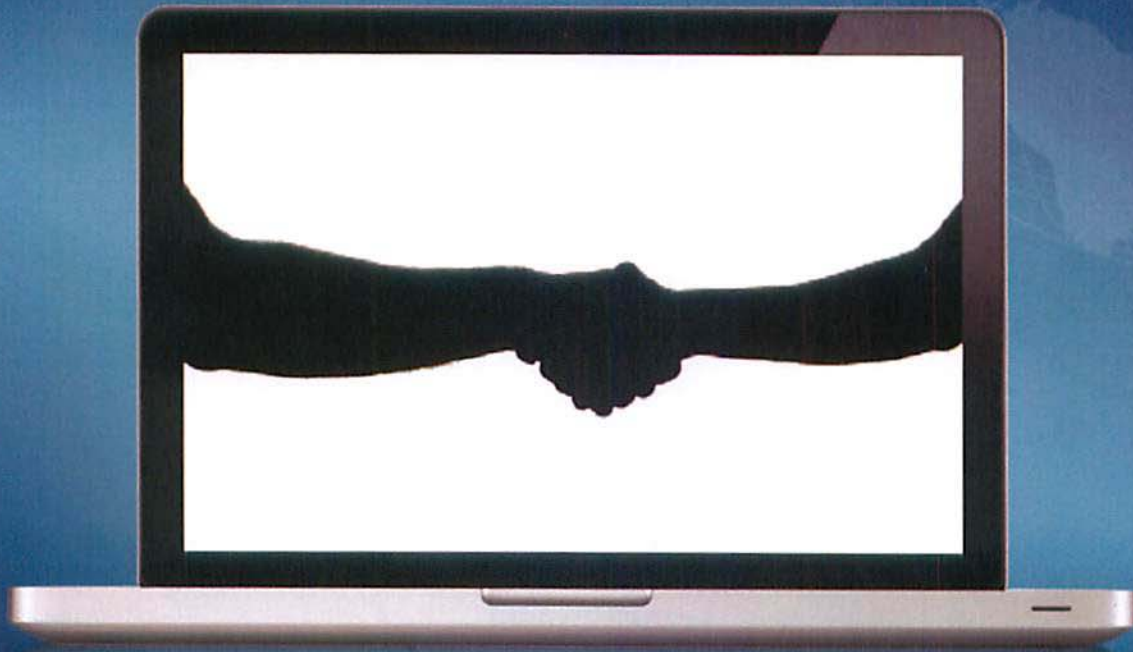
ACCOUNT ABILITY

(Voice Over:)

This new organization will be transparent and answerable to our people.

They will be given the goals and the strategies, they will be told how successful we have been, they will have the chance to have a voice in our planning, and they will be given a way to help out – whether it's creating, recruiting and retaining young, talented workers, whether it's growing the number of minority businesses and their revenues, or whether it's welcoming international prospects.

Highly Adaptable, Fluid and Flexible



ADAPTABLE, FLUID AND FLEXIBLE

(Voice Over:)

Today, a community's economic development plans must be as fluid, entrepreneurial and sophisticated as the economy itself. That's why this new approach is highly adaptable, fluid, and flexible so it can act decisively, solve problems and capitalize on opportunities.

Knowledge-Based Economy



EDUCATED WORKFORCE

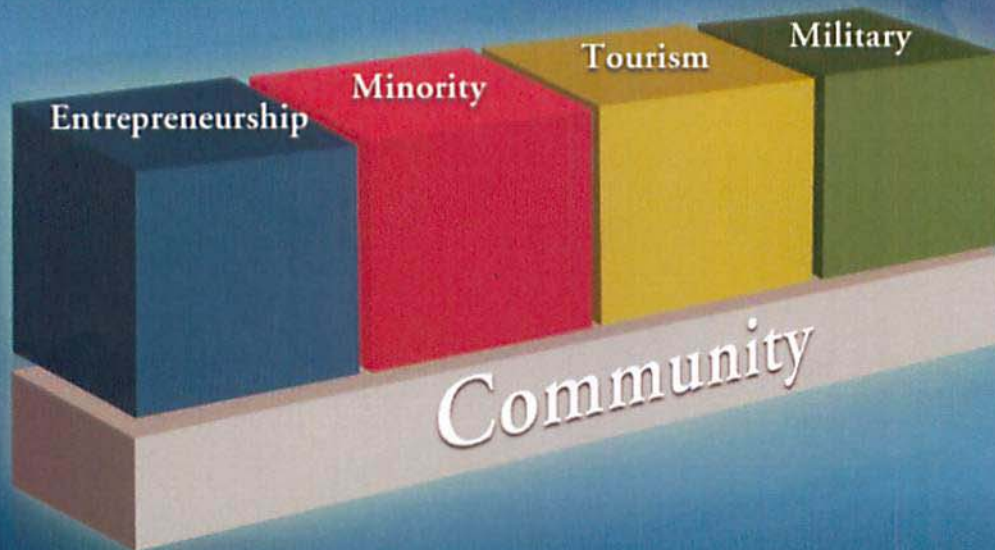
(Voice Over:)

Today, the success of communities is tied directly to the presence of college-educated workers. A community without a talent strategy is a community without a “real” economic development plan.

This new plan is anchored in the importance of talent – creating it in our schools, attracting it to our community and retaining it to compete in a knowledge-based economy.

There is a direct line between education, skilled, technical training and advance degrees and the capacity of our workforce. And nothing has more impact on our community’s bottom line.

A Community Approach



COMPETITIVE ENVIRONMENT

(Voice Over:)

In today's highly competitive environment, there is no margin for error. To succeed, we have to be asking the right questions and answering them in new ways.

To this end, the new plan focuses on the overall competitive environment of our community – vibrancy, quality of life, public safety and connectivity.

It leverages our competitive advantages: culture, tourism, military, institutional cooperation, and an unshakable desire by our people to do better.




MEGAPOLITANS

(Voice Over:)

The economic units in America are being redefined from regions to MEGAPOLITANS.

Our community is poised to be a player in this new environment — free to behave as a big vision player with a clearly defined plan aligned with a new seamless system of digital communication that is transforming our lives and speeding up the pace of doing business.

Dedicated funding source



Dedicated funding source for economic development from county fees and taxes will generate \$6 million-plus annually.

DEDICATED FUNDING

(Voice Over:)

In order to ensure that we have a targeted effort, the new plan has a dedicated funding source and is built on a new alliance between public and private sectors.

Here is how the plan works.

PEDA^{501C6}



Board of
County Commissioners



City of
Pensacola



City of
Century



Military Interests



Education Interests



Minority Interests



Hospitality • Healthcare • Real Estate • Wholesalers / Distributors
Technology • Insurance • Banking / Finance • others...



Citizens on every level get to weigh in no matter size and contribution.
Sunshine allows access while the distance created between
county & authority provide necessary shade and confidentiality

BOARD

(Voice Over:)

Pensacola Economic Development Authority (PEDA) has chosen status as 501C6 as a means to structure the new authority, which offers protection to certain private information and allows the organization to engage in legislative activity.

PEDA consists of 5 board members chosen by the Escambia County Commission

2 board members chosen by the city of Pensacola

1 board member chosen by Century

This suggested composition reflects current population data

The board members would select 3 additional board members with experience in military, education and minority business interests.

Those members would collectively receive community nominations from a variety of current and future business assets to serve in the 4 remaining board seats for a total of 15. The board sets the ED vision for the community

This board operates in the Sunshine – essential for transparency and access for all. We'll talk about how the need for confidentiality and anonymity is protected in this process in a moment.

PEDA 501C6

DIRECTOR OF ECONOMIC DEVELOPMENT



Military Lead

Tourism Lead

Talent Generation

Support Staff

HAAS CENTER

SBDC

City Staff • County Staff • D.I.B • CRA's • UWF • PJC
Sports Association • Economic Development Groups
Pensacola Young Professionals • Area Chambers

STRUCTURE

(Voice Over:)

This board now hires its leadership and staff for PEDA. A single point person known as a Director will execute the overall vision and is responsible and held accountable to deliver on specific measurements of success.

The best and brightest in military business, tourism, talent attraction and retention and support staff act autonomously executing a specific agenda and objectives directed by and reported to the Board and PEDA Director.

The private sector could be asked to contribute to certain campaigns benefiting industry activity or overall promotion of the agenda throughout the year.

The Director and staff develop new procedures so there is a cohesive plan to help both existing companies and prospects from the outside navigate tangible results

The Haas Center for Business Research and Economic Development and Small Business Development Center have an aligned relationship that allows the Board and staff to collect critical information and understanding of the real value of prospects and the investments they are seeking from the start

The city and county staff now have very specific guidelines and a single point of contact for issues related to economic development

The DIB, CRA's, the sports association, arts and cultural organizations, Pensacola Young Professionals, UWF, PJC and other higher education and training facilities and numerous economic development organizations have one group to navigate for issues, speeding up the pace of doing business. All area chambers of commerce would be considered valuable compliments to the new structure.

The system streamlines the process with all key stakeholders and government agreeing on roles from the beginning.

PEDA 501C6



Board of
County Commissioners

City of
Pensacola

City of
Century

Military Interests

Education Interests

Minority Interests



Hospitality • Healthcare • Real Estate • Wholesalers / Distributors
Technology • Insurance • Banking / Finance • others...



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Pensacola Young Professionals • Area Chambers

(Voice Over:)

Everyone commits to the highest levels of professionalism in dealing with the system reducing duplication of efforts and creating efficiencies at every turn.

The day-to-day activities performed by staff associated with economic development operates in the shade but is no more than an arm's length from the governing authority. The 501C6 provides the necessary confidentiality and protection for a corporation's or individual's proprietary information critical in economic development. Exceptions to Florida public records provide for protections of proprietary information and trade secrets.

PEDA

dedicated funding sources

- Telecommunications Service Tax
- Electric Franchise Fee
- Gas Franchise Fee
- Technology Park Land Sales
- Local Option Sales Tax – Land Acquisition
- Foundations for the Future
- PEDC
- City Electric Franchise Fee
- Tourist Development Tax Proceeds

FUNDING

(Voice Over:)

The dedicated funding is shared between many sources including franchise fees and tax proceeds.

PEDA projected funding amount



(Voice Over:)

Among other sources, a 1 percent increase in the franchise fees would help build a potential pool of resources topping \$6 million a year. This would equate in our collective future to an investment of \$1.50 per month for the average household.

This investment is used in conjunction with other incentives to recruit talent, to build a better workforce with higher college attainment rates, to support mixed income housing, to strengthen minority businesses and to tackle other issues that make us more competitive.

PEDA

Pensacola Economic Development Authority

City of
Pensacola



City of
Century

(Voice Over:)

The Pensacola Economic Development Authority – PEDA – is about tearing down walls and barriers and perceptions and opening up the process to everyone.

Today, we have an opportunity to shake off the economic development strategy of the past and create a new way of competing in an age where talent is king, entrepreneurship is crucial, and innovation must be in our community DNA.