West Florida
Regional Planning Council

EST '64

West Florida Regional Planning Council EST '64

1 Regional Council that Comprises:

- 9 Separate Organizations
  - 1 RPC
  - 3 Metropolitan Planning Organizations
  - 5 Additional Regional Organizations
- 29 Standing Committees and Boards
- 35 Staff Members with 5 Open Positions
- 150+ Elected Board Members

Florida-Alabama TPO Transportation Planning Organization

Okaloosa-Walton Transportation Planning Organization OWTPO

Bay County TPO

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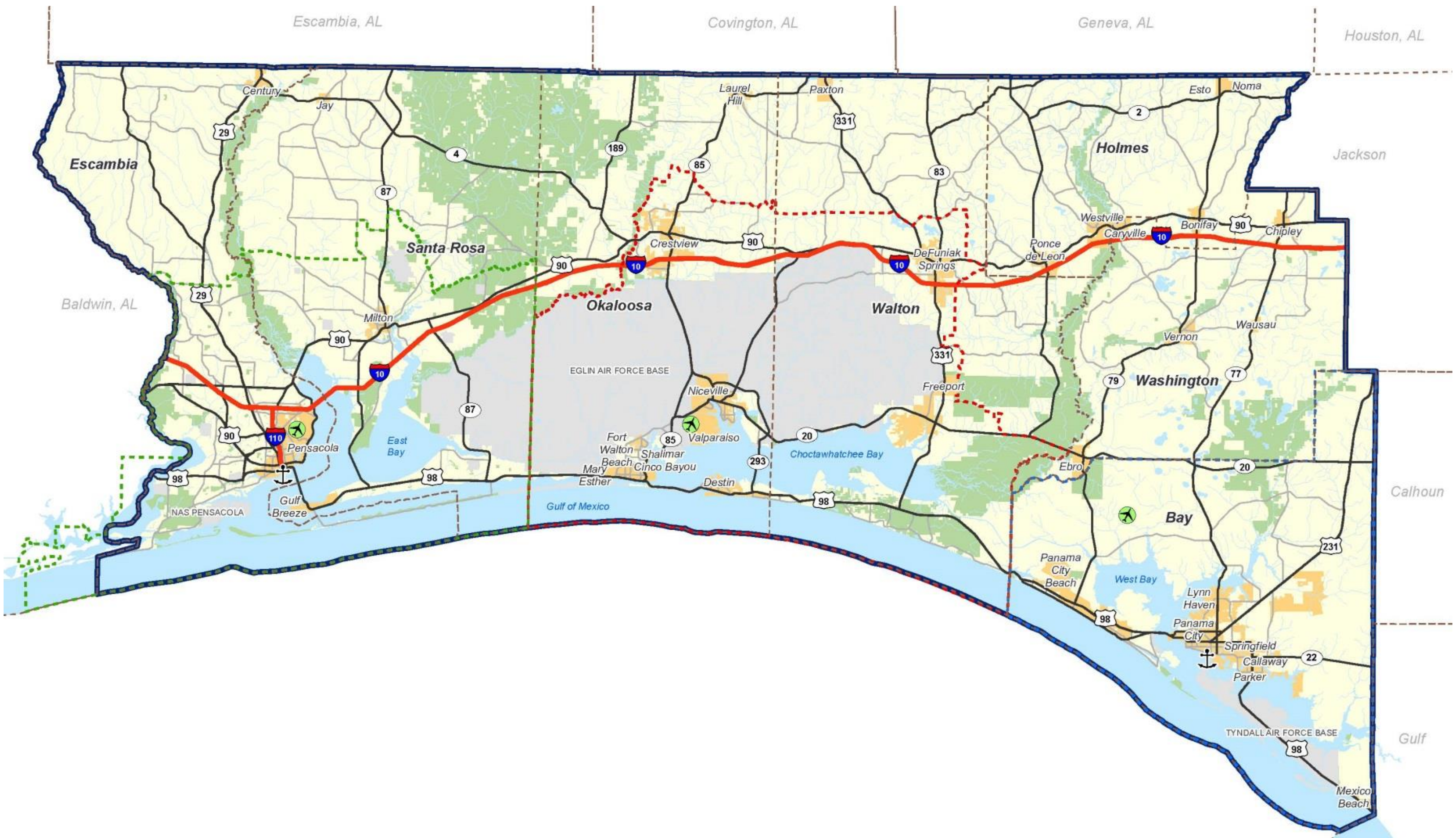

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Florida-Alabama TPO
Transportation Planning Organization

Okaloosa-Walton Transportation Planning Organization
OWTPO

Bay County TPO

RTP
Regional Transportation Partnership

Northwest Florida Regional TPO

Transportation Disadvantaged

ride on

Emerald Coast Transportation Symposium

Northwest Florida Clean Cities Coalition

Regional Infrastructure Priorities Meeting

Austin Mount

West Florida Regional Planning Council EST '64

Regional Infrastructure Priorities Meeting

Introduction & Background– Austin Mount

NORTHWEST FLORIDA FORWARD

Building a Diverse and Vibrant Regional Economy

Strategy Focus Areas

TALENT

BUSINESS VITALITY

INFRASTRUCTURE

ENTREPRENEURSHIP & INNOVATION

QUALITY OF PLACE

Talent

Connect the talent assets of Northwest Florida to key industry clusters and ensure a dynamic and diverse workforce for new and growing businesses.

STRATEGIES

- Create a regional workforce training and development initiative designed to meet the needs of large employers relocating or expanding in Northwest Florida.
- Explore establishing an employer-driven workforce training initiative focused on assisting underemployed and long-term unemployed residents.
- Better leverage separated and retired military personnel as a key talent pool for target industry clusters.
- Develop a regional talent recruitment program.
- Expand work-based learning and career exploration opportunities for students.
- Further leverage the manufacturing academies model to expand the promotion of science, technology, engineering, and math (STEM) programs and technical skills development as early as grade school to build long-term talent supply in the region.
- Increase employability skills training programs to reduce employment barriers for all students and adults, with a particular focus on underserved populations.

Business Vitality

Strengthen the region's economy through targeted recruitment of new businesses and supporting existing business expansions.

STRATEGIES

- Ensure the growth of the region's key industry clusters.
- Market and promote Northwest Florida as a destination for new investment and employment.
- Create industry sector councils to ensure the critical workforce and business competitiveness needs of each sector are addressed.
- Increase shared Business Retention and Expansion (BRE) activities throughout the region.
- Expand and leverage tourism to support industry attraction.
- Support the growth of microenterprises and small businesses in the region, particularly in rural areas and minority communities.
- Streamline government processes across the region to help business start-ups, expansions, and relocations get up and running quickly.
- Market Northwest Florida as an investment location to full- or part-time residents who own a business outside of the region.

Infrastructure

Ensure that Northwest Florida's economic infrastructure is state of the art and connects communities in every part of the region.

STRATEGIES

- Use the Regional Planning Councils to address shared infrastructure needs and other economic development issues.
- Develop sites to accommodate business expansions and relocations.
- Support the development of industrial megasites, with a deliberate focus on rural areas of the region.
- Ensure that the necessary infrastructure improvements to ports and airports to accommodate new private investment and employment are funded and completed.
- Continue advocating for state and federal funding for improving the region's road infrastructure and explore new options to improve transportation mobility.
- Continue efforts to expand broadband infrastructure and adoption in rural and underserved areas of the region.

Entrepreneurship & Innovation

Foster robust entrepreneurship and innovation ecosystems to drive future economic growth.

STRATEGIES

- Develop the region's entrepreneurial hubs and connect them with industry clusters, assets, services, networks, facilities, tools, and expertise.
- Establish commercialization tools and programs connected to the region's national security research and technology assets.
- Increase access to capital for Northwest Florida entrepreneurs and develop a formal mechanism to access funds.
- Encourage local entrepreneurs and innovators to tap into federal funding in the Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) grants.
- Promote rural entrepreneurship.
- Market regional entrepreneurial success stories.
- Support youth entrepreneurship programs at local school districts to foster a culture of innovation and cultivate an entrepreneurial spirit in the region.

Quality of Place

Make Northwest Florida a place appealing to existing residents and visitors as well as to a new generation of talented and creative individuals and companies.

STRATEGIES

- Encourage the development of vibrant downtowns, new town centers, and mixed-use developments in the region.
- Invest in the amenities and infrastructure in underserved communities.
- Gain a better understanding of the preferences and needs of existing Northwest Florida residents.
- Incorporate the site location needs of target industries into local and regional planning and placemaking strategies.

Implementing the Plan

Northwest Florida Forward Councils

TALENT	Kristie Kelley, Gulf Power Richard Williams, CareerSource Chipola
BUSINESS VITALITY	Jennifer Conoley, Gulf Power Juliet Milam, PowerSouth
INFRASTRUCTURE	Austin Mount, West Florida Regional Planning Council
ENTREPRENEURSHIP & INNOVATION	Jennifer McFarren, Gulf Power Pamela Kidwell, Business Innovation Center
QUALITY OF PLACE	Austin Mount, West Florida Regional Planning Council Chris Rietow, Apalachee Regional Planning Council

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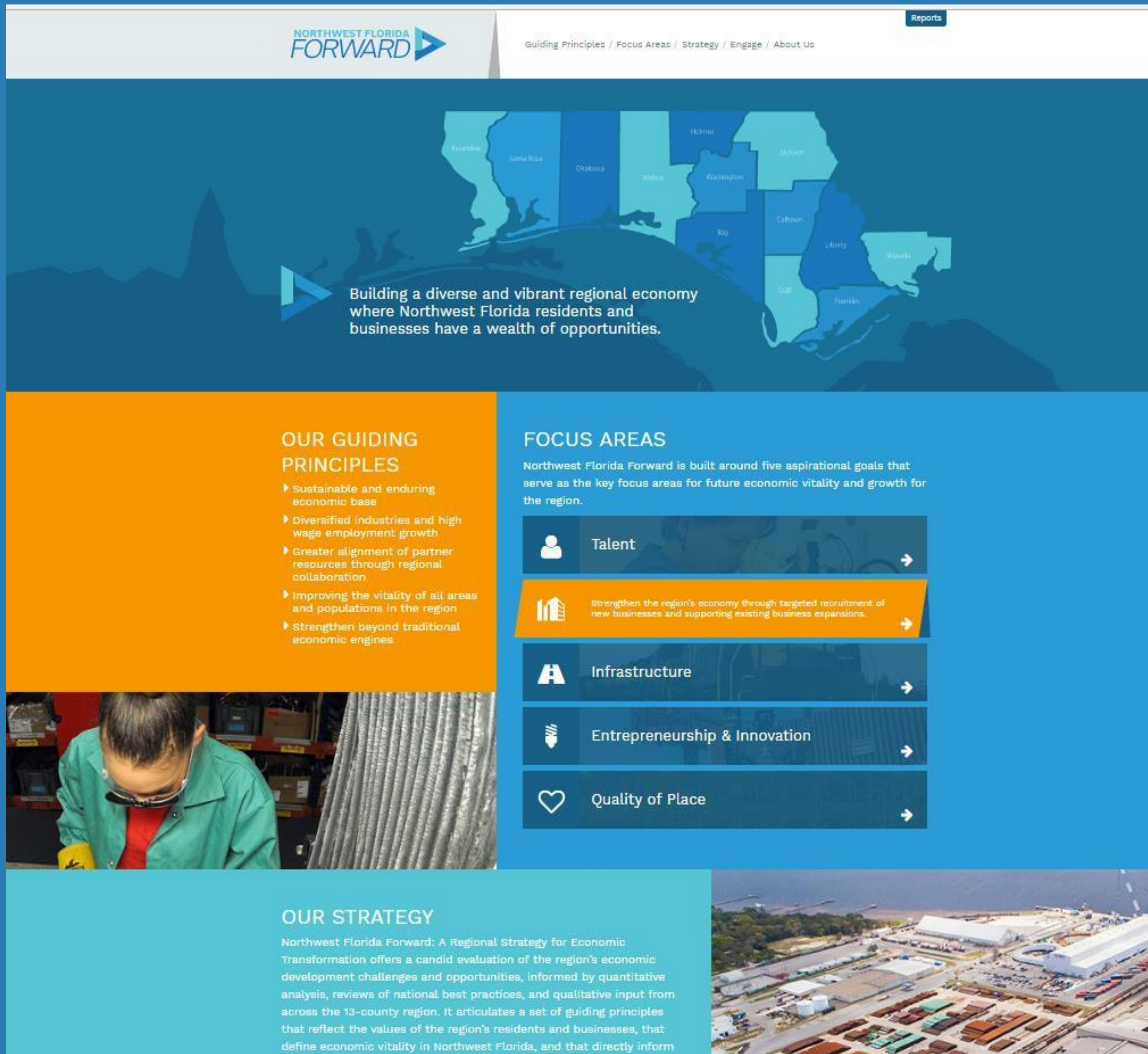
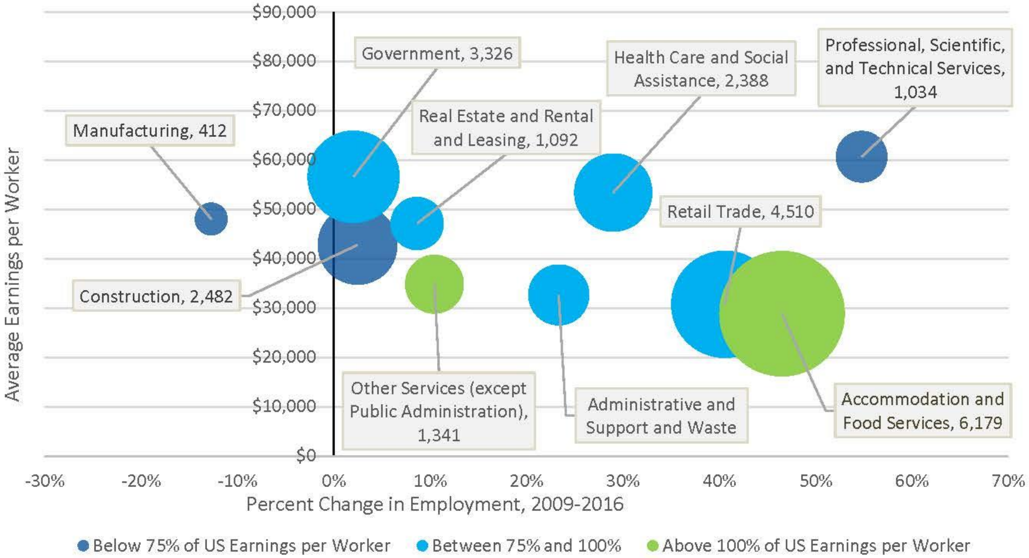
NorthwestFloridaForward.com

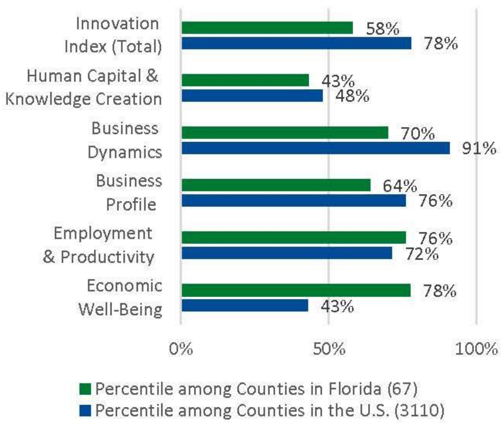


Walton County

Top 10 Industry Sectors by Employment (2-Digit NAICS, 2009-2016)[1]



Innovation Index for U.S. Counties[3]



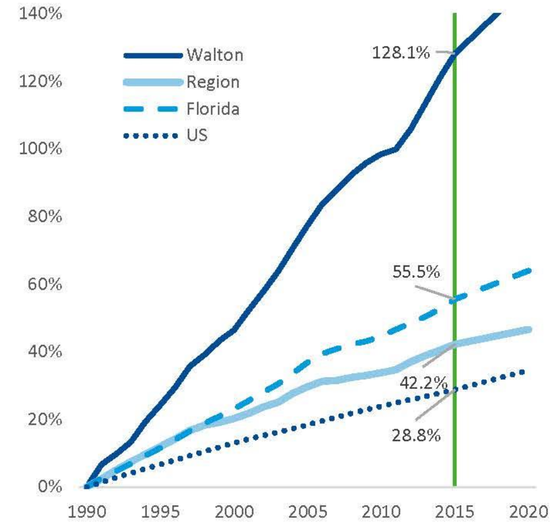
Key Economic Indicators	Walton*	Region	Florida	US
Jobs[1], 2016	26,254 (5)	456,631	9,197,468	158,524,651
Change (%) in jobs from 2009	24.7% (1)	6.6%	14.1%	9.0%
Share (%) of regional employment, 2016	5.7% (5)	100%	(X)	(X)
Number of establishments[1], 2016	2,357 (5)	28,515	644,673	9,590,744
Establishments per 1000 population, 2016	37 (1)	26	32	30
Share (%) of regional establishments, 2016	8.27% (5)	100%	(X)	(X)
Average earnings (all industries)[1], 2016	$40,914 (7)	$47,943	$53,376	$61,389
Relative earnings (US = 100%)	67% (7)	78%	87%	100%
Labor force participation rate[2], ACS 2011-15	56.7% (5)	56.9%	59.2%	63.5%
Unemployment rate[2] (August, 2016), NSA	4.10% (3)	4.60%	4.90%	5.00%
Gross regional product (million)[2], 2015	$2,041 (5)	$40,390	$827,488	$16,725,284
GRP per capita, 2015	$33,630 (4)	$37,614	$41,760	$52,044
Share (%) of regional GRP	5.05% (5)	100%	(X)	(X)
*(Rank among 13-county region)				

Data Sources: [1]EMSI, 2016.4 – QCEW Employees, Non-QCEW Employees, and Self-Employed, [2]US Bureau of Labor Statistics via JobsEQ®. [3]StatsAmerica, Innovation 2.0. County Map: Florida's Great Northwest.

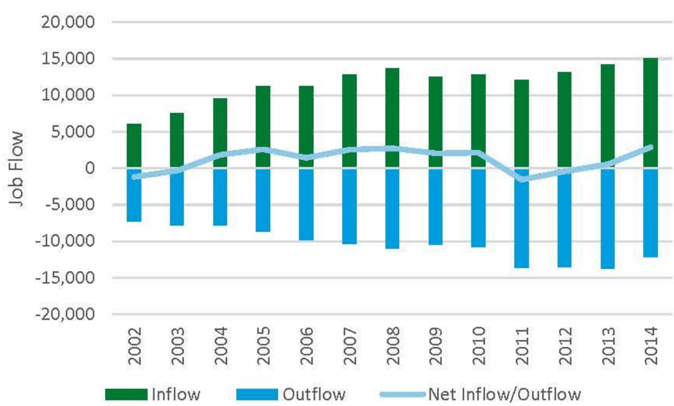
Walton County

Key Demographic Indicators	Walton*	Region	Florida	US
Population, 2015[4,5]	63,508 (5)	1,096,420	20,271,272	321,418,820
Population change, 2010-2015, count	8,465 (5)	66,965	1,469,962	12,673,282
Population change, 2010-2015, percent	15.38% (1)	6.50%	7.82%	4.10%
Population, 2025[4,5]	77,200 (5)	1,180,500	22,799,500	347,335,000
Population change, 2015-2025, percent	21.56% (1)	7.67%	12.47%	8.06%
Population per square mile, 2016[4,5]	61 (5)	115	376	92
Median age[4,6]	42.1 (11)	39.0	40.7	37.2
Age composition[4,5], 2015				
0-17 years	20.3% (10)	21.3%	20.5%	22.9%
18-64 years	61.8% (12)	62.7%	60.7%	62.2%
65+ years	17.9% (4)	16.0%	18.8%	14.9%
Education attainment[7], 2014				
Less than high school	15.20% (6)	12.71%	13.50%	13.60%
Higher school graduate or above	84.80% (6)	87.33%	86.50%	86.30%
Associates' degree or above	32.50% (5)	33.29%	35.90%	37.20%
Bachelor's degree or higher	25.10% (3)	22.95%	26.80%	29.30%
Median household income[7], 2014	$44,468 (6)	$48,567	$47,212	$53,482
Below poverty[7], 2014	17.66% (7)	15.80%	16.67%	15.60%
*(Rank among 13-county region)				

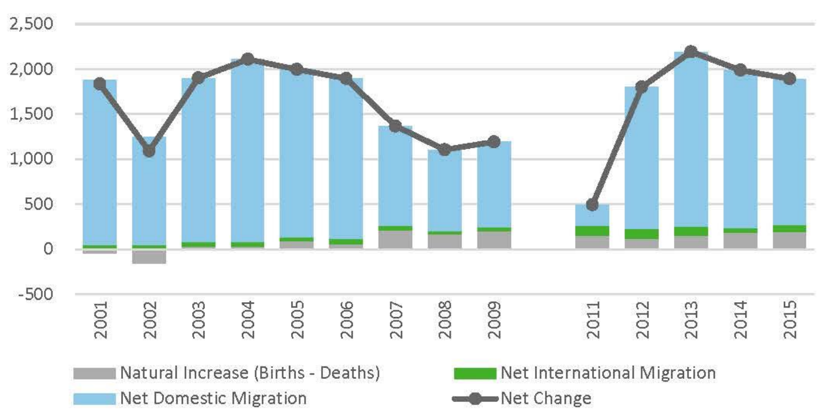
Total Population Indexed to 1990[4,5]



Commuting Trend Chart[8]



Annual Components of Resident Population Change (2001-2015)[4,5]



Data Sources: [4]U.S. Census Bureau, Population Division; [5]University of Florida, Bureau of Economic and Business Research (County and State Projections); [6]JobsEQ® for some estimates for aggregate region (Median Age). [7]U.S. Census Bureau, 2010-2014 ACS; [8]U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics.

Top 10 Industries by Employment (6-Digits NAICS)[9]

NAICS	Description	2016 Jobs	Forecast Growth, 2016-2021 Net	%	2016 LQ (US = 1.00)	Current Total Earnings	Current National Total	Relative Earnings (US=1)
722511	Full-Service Restaurants	3,030	607	20%	3.42	$27,744	$23,036	1.20
721110	Hotels (except Casino Hotels) and Motels	1,693	129	8%	6.51	$36,686	$33,554	1.09
903999	Local Government, Excluding Education and Hospitals	1,291	213	16%	1.38	$59,526	$74,479	0.80
903611	Elementary and Secondary Schools (Local Government)	1,216	201	17%	1.04	$55,762	$65,455	0.85
722513	Limited-Service Restaurants	1,028	253	25%	1.46	$20,985	$17,214	1.22
622110	General Medical and Surgical Hospitals	681	172	25%	0.88	$59,543	$74,163	0.80
561730	Landscaping Services	629	110	17%	3.27	$31,725	$30,282	1.05
445110	Supermarkets and Other Grocery Stores	618	82	13%	1.45	$30,845	$29,452	1.05
448140	Family Clothing Stores	535	192	36%	7.60	$30,510	$21,749	1.40
902999	State Government, Excluding Education and Hospitals	529	69	13%	1.41	$51,939	$80,713	0.64

Top 10 Occupations by Employment (5-Digits SOC)[9]

SOC	Description	2016 Jobs	Forecast Growth, 2016-2021 Net	%	Projected Annual Openings	2016 LQ (US = 1.00)	Median Hourly Earnings	National Median Hourly	Relative Earnings (US=1)
41-2031	Retail Salespersons	1,809	508	28%	176	2.27	$12.25	$10.80	1.13
35-3031	Waiters and Waitresses	1,534	257	17%	134	3.56	$10.20	$9.92	1.03
41-2011	Cashiers	1,036	90	9%	65	1.75	$9.88	$9.72	1.02
35-3021	Combined Food Preparation and Serving	907	199	22%	74	1.63	$9.89	$9.45	1.05
37-2012	Maids and Housekeeping Cleaners	640	69	11%	30	2.53	$10.57	$10.44	1.01
35-2014	Cooks, Restaurant	637	148	23%	49	3.14	$13.26	$11.48	1.16
43-6014	Secretaries and Administrative Assistants	582	65	11%	20	1.28	$15.53	$16.52	0.94
37-3011	Landscaping and Groundskeeping Workers	555	96	17%	30	2.60	$11.71	$11.95	0.98
41-1011	First-Line Supervisors of Retail Sales	537	92	17%	32	2.24	$18.69	$17.49	1.07
49-9071	Maintenance and Repair Workers	448	62	14%	25	1.84	$16.29	$17.90	0.91

Notes: LQ's >= than 1.25 are highlighted. Earnings above the regional average earnings for all industries of $40,914 and occupations of $16.66 per hour are highlighted.
Data Source: [9]EMSI, 2016.4 – QCEW Employees, Non-QCEW Employees, and Self-Employed;

Summary Table

	Escambia	Santa Rosa	Okaloosa	Walton	Bay	Gulf	Washington	Holmes	Jackson	Calhoun	Liberty	Franklin	Wakulla	13 Counties	Florida	United States
Labor Market																
Change in jobs, 2009-2016	5.8%	10.4%	6.7%	24.7%	8.2%	0.3%	-7.2%	-6.1%	-1.9%	-4.5%	-30.4%	1.6%	-2.1%	6.6%	14.1%	9.0%
Unemployment rate (August, 2016)	5.0%	4.5%	3.9%	4.1%	4.6%	4.3%	5.0%	5.6%	5.5%	5.8%	5.4%	3.9%	4.1%	4.6%	4.9%	5.0%
Labor force participation rate, ACS 2011-15	57.8%	57.0%	59.2%	56.7%	60.3%	45.7%	46.3%	45.0%	44.1%	44.5%	44.1%	48.4%	55.8%	56.5%	58.8%	63.3%
Population Change																
2010-2015	4.5%	10.4%	9.9%	15.4%	7.6%	0.1%	-0.8%	-3.0%	-2.3%	-1.1%	-0.4%	1.8%	2.5%	6.5%	7.8%	4.1%
2015-2025	3.2%	15.5%	5.1%	21.6%	5.7%	7.1%	8.6%	6.1%	6.4%	5.8%	16.4%	2.9%	12.9%	7.7%	12.5%	8.1%
Age Composition, 2015																
0-17	21.3%	22.6%	21.8%	20.3%	21.5%	15.6%	20.3%	20.6%	19.0%	20.7%	20.6%	16.8%	21.7%	21.2%	20.5%	22.9%
18-64	62.4%	63.0%	62.6%	61.8%	62.4%	65.6%	62.9%	60.1%	63.6%	62.1%	67.9%	63.5%	65.6%	62.5%	60.7%	62.2%
65+	16.3%	14.4%	15.6%	17.9%	16.1%	18.8%	16.8%	19.3%	17.4%	17.2%	11.5%	19.7%	12.7%	15.9%	18.8%	14.9%
Change in age composition 2010-2015																
0-17	3.3%	4.3%	7.2%	13.8%	5.3%	-3.8%	-4.9%	-7.0%	-6.8%	-4.4%	-3.4%	0.3%	-1.2%	3.4%	3.8%	-0.7%
18-64	1.9%	10.0%	7.9%	12.9%	5.7%	-2.6%	-1.7%	-5.0%	-3.5%	-2.8%	-0.8%	-1.3%	0.9%	4.2%	6.6%	2.9%
65+	18.1%	23.6%	22.9%	27.1%	19.1%	15.0%	8.4%	8.9%	8.4%	10.2%	7.9%	15.0%	19.9%	18.7%	16.9%	18.8%
Age 25-44 Share of Total Population																
2000	29.0%	31.1%	31.1%	28.5%	30.2%	29.4%	28.5%	29.3%	29.6%	31.5%	37.7%	30.8%	31.7%	30.0%	28.6%	30.2%
2010	24.2%	26.1%	25.8%	25.5%	25.9%	29.8%	26.8%	24.8%	27.0%	27.5%	32.3%	28.4%	29.4%	25.7%	25.1%	26.6%
2015	25.0%	26.6%	27.6%	24.8%	26.3%	28.6%	26.4%	24.4%	27.1%	27.4%	33.0%	27.8%	29.1%	26.3%	25.0%	26.4%
Age 25-44 Population Change																
2000-2010	-15.4%	7.7%	-12.0%	21.6%	-2.2%	20.7%	11.6%	-9.4%	-2.8%	-1.9%	2.0%	-3.6%	24.9%	-4.6%	3.3%	-3.4%
2010-2015	7.7%	12.4%	17.4%	12.3%	9.1%	-3.9%	-2.3%	-4.5%	-1.9%	-1.5%	1.9%	-0.5%	1.2%	8.9%	7.2%	3.2%
2000-2015	-8.9%	21.0%	3.3%	36.5%	6.6%	16.0%	9.0%	-13.4%	-4.7%	-3.4%	4.0%	-4.1%	26.4%	3.8%	10.8%	-0.4%

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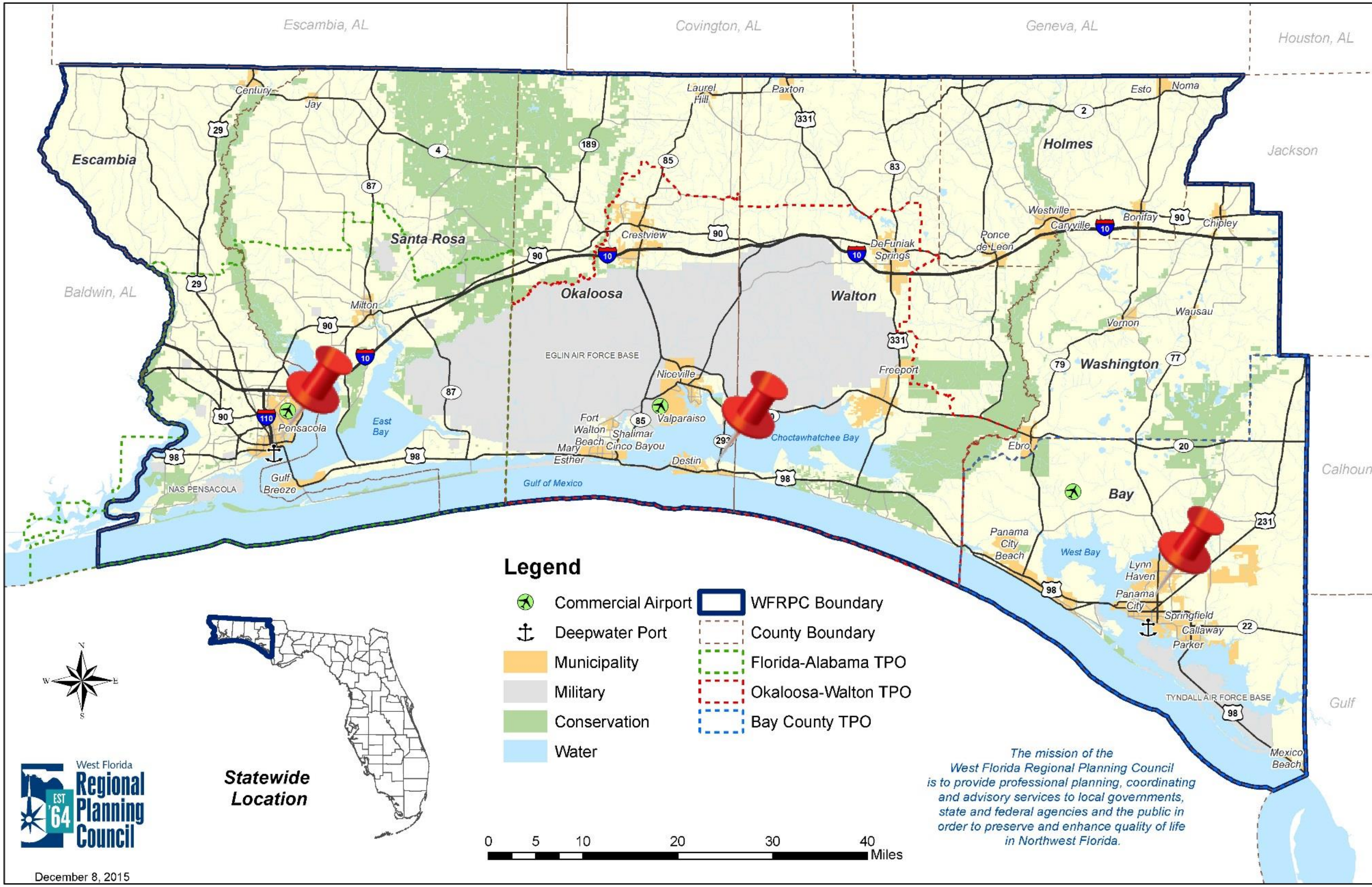
Implementation


Escambia, AL
Covington, AL
Geneva, AL
Houston, AL
Baldwin, AL
Jackson
Calhoun
Gulf
Escambia
Santa Rosa
Okaloosa
Walton
Holmes
Washington
Bay
Century
Jay
Laurel Hill
Paxton
Esto
Noma
Westville
Caryville
Bonifay
Chipley
Crestview
DeFuniak Springs
Ponce de Leon
Milton
Vernon
Wausau
Freeport
Niceville
Valparaiso
Fort Walton Beach
Shalimar
Cinco Bayou
Mary Esther
Destin
Pensacola
Gulf Breeze
East Bay
Ebro
Panama City Beach
West Bay
Lynn Haven
Panama City
Springfield
Callaway
Parker
Mexico Beach
EGLIN AIR FORCE BASE
NAS PENSACOLA
TYNDALL AIR FORCE BASE
Choctawhatchee Bay
Gulf of Mexico
Legend
Commercial Airport
Deepwater Port
Municipality
Military
Conservation
Water
WFRPC Boundary
County Boundary
Florida-Alabama TPO
Okaloosa-Walton TPO
Bay County TPO
Statewide Location
West Florida Regional Planning Council
EST '64
0 5 10 20 30 40 Miles
The mission of the
West Florida Regional Planning Council
is to provide professional planning, coordinating
and advisory services to local governments,
state and federal agencies and the public in
order to preserve and enhance quality of life
in Northwest Florida.
December 8, 2015

West Florida Regional Planning Council EST '64

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