



**Bay Economic Development Alliance
2020 Annual Funding Report**

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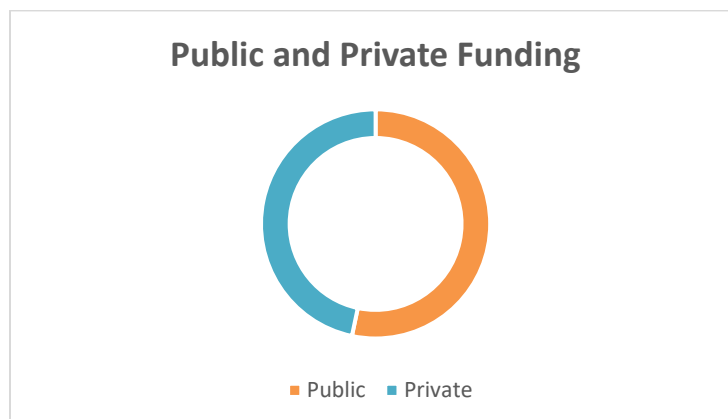
Bay County, Florida
Economic Development Public Funding and Activity Report
2019-2020 Fiscal Year

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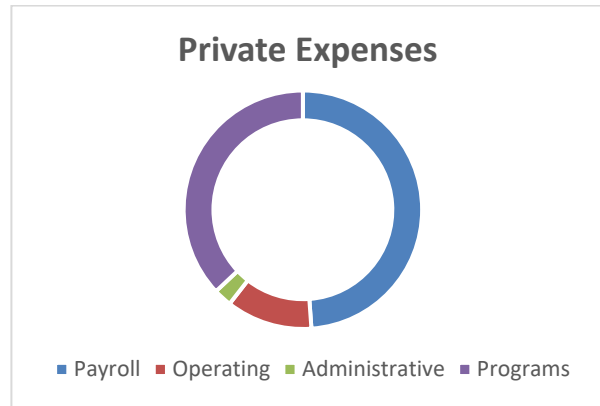
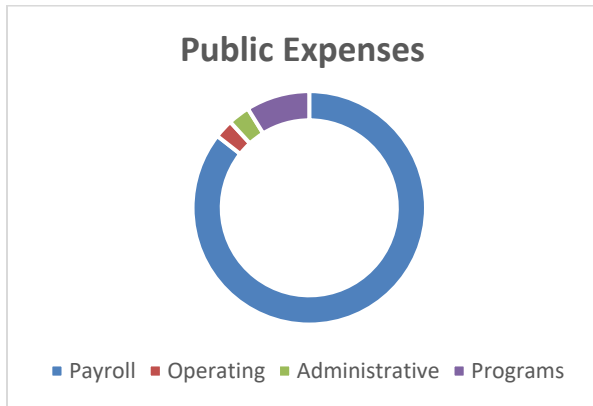
The Economic Development Alliance of Bay County (BayEDA) is a private, non-profit organization dedicated to stimulating economic growth and improving the quality of life for the citizens of Bay County. Bay EDA unites individuals, businesses, and organizations across the community and region to focus on creating new, quality jobs which increases economic prosperity and diversifies the local economy while sustaining and growing the existing economic base. Bay EDA works with strategic partners in Bay County, Northwest Florida, and the State of Florida to create a vibrant, globally-competitive business climate for Bay County, which encourages economic growth. The ultimate mission of Bay EDA is to enhance the region’s economy and to build a better community.

Bay EDA operates as a 501(c)(6), public/ private partnership funded by Bay County, our cities, private businesses and community partners who share our mission and are committed and invested in growing and diversifying our local economy. Using an experienced and professional team of economic developers, Bay EDA presents the positive points of Bay County to businesses, industry, and professional leaders nationally and internationally who bring jobs to the community.

Funding and Expenses: Bay County, its partnering cities, and other public organizations made a total investment of \$375,692.00, while \$329,169.08 was invested by private sector partners in the BayEDA during FY 2019-2020. Public and private funds are maintained in separate bank accounts with separate budgets and reporting. A breakdown of the funding can be found on the proceeding pages. Public funding partners are listed below while private funding partners include the Bay County Chamber of Commerce; Gulf Power Company; The St. Joe Company; Panama City Beach Chamber of Commerce, Verizon, and more. In total there are 50 private businesses and education providers who are investors and funding partners.



2019-2020 Funding Chart			
Description	2020 Funding	% Public Funds	% Total Funds
Bay County	\$169,070.00	44.97%	25.57%
Panama City	56,453.00	15.02%	8.01%
Lynn Haven	31,275.00	8.32%	4.44%
Panama City Beach	19,164.00	5.10%	2.72%
CareerSource Gulf Coast	25,000.00	6.65%	3.55%
NW FL Beaches International Airport	25,000.00	6.65%	3.55%
Port Panama City Port Authority	25,000.00	6.65%	3.55%
Bay County Tourist Development Council	25,000.00	6.65%	3.55%
Total Public Funds	\$375,962.00	100%	53.32%
Private Funds	\$310,170.06		46.68%
EDA Total Revenues	\$661,106.98		100%
<i>*- Grant Expense- DTF 14-05, BayEDA is a pass-through conduit for funding.</i>	<i>\$5,500.00</i>	<i>N/A</i>	<i>N/A</i>
<i>*-Hurricane Michael Insurance Proceeds</i>	<i>\$27,374.11</i>		



2019-2020 Expense Chart				
Expense Category	\$ Amount of Public Expenses	% Public Expenses	\$ Amount of Private Expenses	% Private Expenses
Staffing (Payroll, payroll taxes, employee benefits)	\$224,758.05	85.55%	\$155,844.09	45.87%
Operating (Rent, telephone, utilities, repair and maintenance)	\$6,838.93	2.60 %	\$37,268.44	10.97%
Administrative	\$7,936.18	3.02%	\$7,876.85	2.32%

(Bank charges, office supplies, postage and printing)				
Programs (Marketing, travel, dues and subscriptions)	23,172.91	8.82%	117,996.90	34.73%
Total Expenses	\$262,706.07	100%	\$339,775.94	93.89%
<i>*- Grant Expense-DTF 14-05, BayEDA is a pass-through conduit for funding.</i>	<i>N/A</i>	<i>N/A</i>	<i>\$5,500.00</i>	<i>N/A</i>
<i>*-Hurricane Michael Insurance Expenses</i>	<i>N/A</i>	<i>N/A</i>	<i>\$5,951.97</i>	<i>N/A</i>
<i>*-Hurricane Michael Grant Expenses (Private)</i>	<i>N/A</i>	<i>N/A</i>	<i>\$9,317.69</i>	<i>N/A</i>

Project Activity:

Due to the continued support and commitment to the growth of Bay County, through our public and private investors, Bay EDA executed a robust and impactful economic development strategy in 2019-2020. Despite the international pandemic and challenges that have accompanied the COVID-19 virus, the prospect and recruitment activity this year has remained steady and active. Companies around the world are realizing that Bay County, Florida is an incredible place to live, work and play. We are especially happy to welcome Suzuki Motor Marine and Clark and Son Incorporated to our community. Both announcements have helped put Bay County on the international map. With international and domestic travel curtailed by the pandemic, we have been challenged to be more creative in our marketing efforts. Examples of this include “virtual” site visits, enhanced social media outreach and online project meetings. Additional details about these projects and more are featured below.

In 2020, Bay EDA submitted 55 RFP’s in response to requests from received from Enterprise Florida, the state’s economic development organization, Florida’s Great Northwest, the area’s regional economic development organization, and through leads generated directly from Bay EDA marketing efforts. These proposals were submitted to companies and consultants working on recruitment and expansion projects. Currently, Bay EDA has 15 active recruitment projects and 2 active local expansion projects.

Expansions, Locations & Relocations:

- **Clark and Son, Inc.**, in the 4th quarter of 2019, Bay EDA, Port Panama City, City of Panama City, and Bay County announced that Clark and Son, Inc. (Clark and Son), a leading distribution company of custom kitchen cabinets would be locating in Panama City, FL. Clark and Son will locate their distribution and final assembly headquarters operation in Panama City, FL. Clark and Son completed a search throughout the United States for this new facility. Clark and Son have formed a joint venture with Wood Genix,



a world leader in cabinet manufacturing. Through the partnership they are locating a new 790,000 sq. ft. production facility in Merida, Mexico.

Through this partnership, Clark and Son will import its products through Port Panama City and distribute nationwide through their logistics center in Panama City. Once the production facilities are completed in Merida, it is estimated that the inbound container traffic from Mexico to Port Panama City could increase by 20%. The project represents an investment of \$5 million and will bring approximately 50 new logistics and distribution jobs to Bay County. The average wage for the new jobs will be \$45,000.

- **Suzuki Marine**, in March, Suzuki Motor of America, Inc. (Suzuki), Bay EDA, the City of Panama City, and the Bay County Commission announced the plans for the Suzuki Marine Technical Center USA to be located in Panama City. For the project, Suzuki is developing a 20-acre waterfront property to enhance integration with U.S. boat builders and dealers. As Suzuki moves forward with these projects and improvements, development will be guided by the company's commitment to the coastal environment and marine habitat. Suzuki is concerned for the environment and intends to develop and use the property with sustainability and environmental friendliness in mind. Suzuki has several Green Initiatives here and around the world. During the development of the site, Suzuki will work with various city, state, and federal government agencies to restore, repair, and develop the site. This will include improvements to the existing launch ramp, as well as the docks lost in the hurricane, repairing the seawall and repairing/improving the existing basin, refurbishing the existing MT building, and adding additional structures.

For the project, Suzuki plans to invest approximately \$25M and hire over 20 employees over the next five years. These employees will include engineers, research technicians, and marine powersport experts. Suzuki has more than 1,200 dealers and does business with more than 150 U.S.-based boat companies, who along with engineers from Japan, will be visiting the facility. These activities will also contribute greatly to the Bay County economy.

- **Project Gator**, throughout 2020, the Northwest Florida Beaches International Airport Authority and Bay EDA have worked closely to secure approximately \$4.8M through the Triumph Gulf Coast Board of Directors in support of Project Gator. With the company identity still yet to be announced, this Triumph award will support the establishment of a maintenance, repair, and overhaul (MRO) facility to be located at ECP Airport.

This project is projected to create approximately 100 jobs and will spur a capital investment of \$25M. Project agreements are still being finalized; however the award of the Triumph funding was a major milestone in winning this project for Bay County. This project will be the first MRO operation to be located at the Airport. A formal company announcement is expected to occur within the early portion of 2021.

Marketing:

- Bay EDA submitted 55 RFP's in response to requests from received from Enterprise Florida, the state's economic development organization, Florida's Great Northwest, the area's regional economic development organization, and through leads generated directly from Bay EDA marketing efforts.
- Bay EDA Submitted 35 RFI responses to companies at their request
- BayEDA staff led or participated in the following marketing activities in 2020:
 - Consumer Electronics Show- In partnership with peer Northwest Florida communities, the Bay EDA attended CES in January 2020 to meet directly with leaders in the consumer electronics industry and showcase the assets of Bay County.
 - AUVSI (Virtual) – Marketed Bay County to companies in the unmanned vehicle industry through one-on-one meetings with decision makers to showcase the assets of Bay County and the investments being made by Gulf Coast State College.
 - TBIC FDI in Turkey (Virtual)- In partnership with the Transatlantic Business & Investment Council, the Bay EDA met with eight Turkish companies who are looking to invest in the U.S.
 - Participated in virtual site selector outreach missions with Enterprise Florida and Florida's Great Northwest.
 - Visited virtually with site consultants and companies in Atlanta, New York, New Jersey, and Dallas to promote Bay County.
- Marketed the Port Authority's Intermodal Distribution Center, Airport industrial sites, Venture Crossings at West Bay and various other industrial and commercial properties to prospective companies and site consultants.
- Participated in media outreach through invitations to Bay EDA events, sessions with editorial boards and media executives, article placement, press releases and interviews promoting Bay County and its cities as a business destination.
- Distributed marketing materials developed in partnership with The St. Joe Company, NWFL Beaches International Airport and BayEDA to highlight economic development assets in Bay County.
- Implemented and maintained a marketing strategy on social media accounts, and sites and buildings database to ensure all branding and message is consistent across the various platforms.
- Assisted in the development and implementation of Florida's Great Northwest 2020 marketing committee and marketing campaign strategy.
- Hosted over 25 site visits (in-person and virtually) by company executives, site selection consultants and foreign dignitaries within Bay County.

Site & Incentive Readiness:

- Transitioned to a new sites and buildings database on Bay EDA's website. The database currently includes nearly 400 properties available for economic development opportunities. The database features a live feed with the Central Panhandle Association of Realtors commercial MLS (multiple listing service) and instantly uploads eligible

properties to, the Florida's Great Northwest website, Florida Power and Light statewide database, and the Enterprise Florida statewide database.

- Promoted Bay County's two sites certified by Gulf Power Company's Florida First Sites program.
- Led and worked with Gulf Power in the identification of potential project sites within Bay County to expand existing greenfield site inventory.

Business Retention and Expansion Program:

- Throughout 2020, we have worked diligently to ensure that our local industry has all their needs met so they can be successful in our community. We have worked several local expansion projects and met individually with our local industry to assist their operation.
- **Gulf Coast FAME Chapter**, to support our existing industry, the Bay EDA, Gulf Coast State College, and CareerSource Gulf Coast partnered with local manufacturers to establish the Gulf Coast FAME Chapter. The FAME Chapter will bring a program to the region that grows highly skilled manufacturing talent. The Federation for Advanced Manufacturing Education (FAME) is a national work-study program that develops global entry-level multi-craft maintenance technicians. The establishment was through the collective efforts of these three community partners, Trane Technologies, and others. The Gulf Coast FAME Chapter strives to ensure that our local industry continues to recruit the talent needed to support operations. For the Gulf Coast FAME Chapter, founding companies include Trane Technologies, Berg Pipe, Merrick Industries, Eastern Shipbuilding, ACMT, EPS, Maritech Machine, and others. Over time, this program is designed to create a pipeline of broadly trained individuals who can transition to full-time employment upon graduation. For participating companies, this program will become a critical pipeline for attracting skilled talent into their advanced manufacturing operations. The program recruits students and pairs them with a sponsoring company to complete a two-year apprenticeship program.
- COVID-19 Resource Portal, at the onset of COVID-19, Bay EDA staff developed and implemented a COVID-19 Resource Portal to provide up to date information to companies of all sizes in Bay County. This COVID-19 webpage acted as a clearing house for available resources for companies during the beginning stages of COVID-19.

EDA Meetings, Events & Other Activities:

- Participated in workforce, regional organizations and business development boards, including the Enterprise Florida Stakeholders Council and Board, Business Innovation Center Board, Bay County Chamber of Commerce Board, Panama City Beach Chamber of Commerce Board, Bay Defense Alliance, Gulf Coast Medical Center Board, Gulf Coast CareerSource Board, United Way of Northwest Florida, and Florida's Great Northwest Board.
- Bay EDA staff presented at over 15 local speaking engagements throughout the year.
- Held monthly investor/executive committee meetings which are open to the public and media to keep the community informed of the organization's progress.