

Santa Rosa



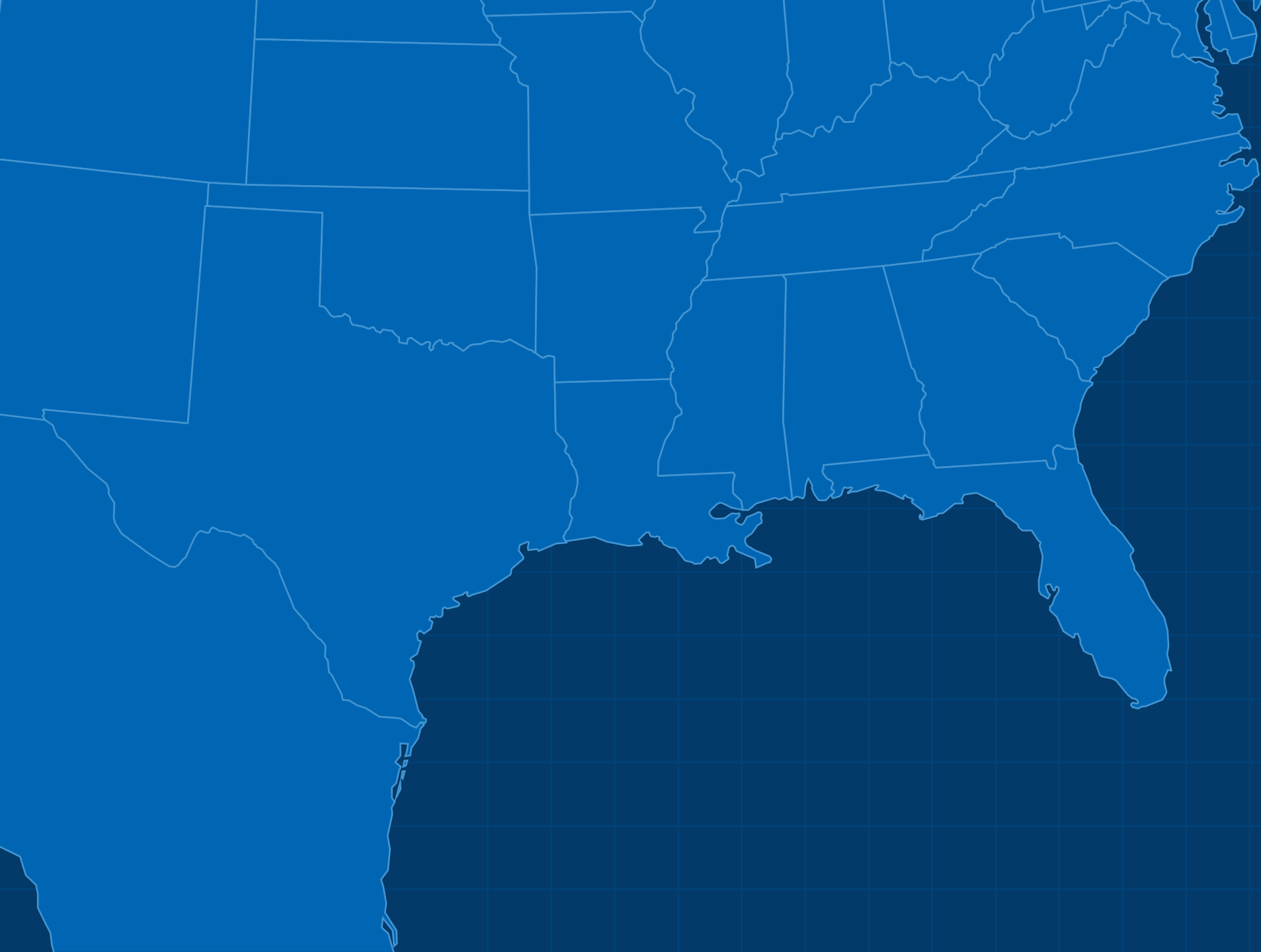
**ECONOMIC
DEVELOPMENT**

Santa Rosa



**ECONOMIC
DEVELOPMENT**





SANTA ROSA COUNTY



LOCATION



ALABAMA

FLORIDA

SANTA ROSA

MILTON

MOBILE

PENSACOLA

DESTIN

PANAMA CITY
BEACH

SANTA ROSA COUNTY • FLORIDA

TRANSPORTATION & INFRASTRUCTURE



ALABAMA

FLORIDA

PENSACOLA MSA

MILTON

MOBILE

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REGIONAL MILITARY BASES



ALABAMA

FLORIDA

SANTA ROSA

NAS WHITING FIELD

MILTON

7TH SFG

DUKE FIELD

EGLIN AFB

HURLBURT DESTIN FIELD

PENSACOLA

NAS PENSACOLA

PANAMA CITY BEACH

TYNDALL AFB

MOBILE

65

10

10

SANTA ROSA COUNTY • FLORIDA

REGIONAL EDUCATIONAL INSTITUTIONS

 Coastal Alabama Community College

ALABAMA

FLORIDA

SANTA ROSA

Locklin Technical College 

MILTON

University of West Florida 

 Pensacola State—Milton

University of Florida—Milton

 Northwest Florida State College

George Stone Technical College 



Pensacola Christian College 



Pensacola State College



Okaloosa Technical College

PENSACOLA



Pensacola State—South

DESTIN

Embry-Riddle - NAS Pensacola 

PANAMA CITY
BEACH

SANTA ROSA COUNTY • FLORIDA

SANTA ROSA COUNTY DATA



POPULATION

177,307



AVERAGE
AGE

39



GROWTH RATE
Annually

2%



LABOR
FORCE

80,475



MEDIAN
PROPERTY VALUE

\$206,300



AVERAGE
COMMUTE TIME

28 MINUTES



MEDIAN HOUSEHOLD
INCOME

\$66,355



HIGH SCHOOL
GRADUATION RATE

88.9%

NAVARRE DATA



POPULATION

38,346



AVERAGE
AGE

35



GROWTH RATE
2010 - 2018

19.6%



LABOR
FORCE

19,550



MEDIAN
PROPERTY VALUE

\$255,800



AVERAGE
COMMUTE TIME

33 MINUTES



MEDIAN HOUSEHOLD
INCOME

\$74,558



NAVARRE HIGH
SCHOOL
GRADUATION RATE

92.7%



Indicates higher than County average

TOURIST DEVELOPMENT TAX COLLECTIONS

Month	FY 2018-2019	% Increase over Previous Year	FY 2017/2018	% Increase over Previous Year	FY 2016/2017	% Increase over Previous Year	FY 2015/2016	% Increase over Previous Year	FY 2014/2015
October	\$268,125.73	51.61	\$176,851.48	6.25	\$166,450.68	17.1	\$142,138.32	46.21	\$97,214.84
November	\$155,325.05	29.56	\$119,885.26	33.42	\$89,854.88	12.77	\$79,679.58	24.14	\$64,186.85
December	\$163,288.05	26	\$129,592.20	20	\$107,992.05	18.3	\$91,285.35	23.74	\$73,772.83
January	\$133,265.35	41.45	\$94,216.38	3.41	\$91,111.36	9.93	\$82,881.62	21.71	\$68,098.32
February	\$184,284.99	30.66	\$141,041.51	88.81	\$74,698.84	-19.85	\$93,197.32	13.79	\$81,900.47
March	\$332,353.48	17.41	\$283,082.35	16.94	\$242,069.07	37.26	\$176,356.73	20.41	\$146,466.29
April	\$301,314.69	15.83	\$260,145.75	25.01	\$208,093.89	14.73	\$181,378.57	8.9	\$166,558.88

NAVARRE RETAIL MARKETING

Navarre Retail Peer Analysis

City	State	Population (2010)	Population (2018)	Population (2023)	Households (2018)	Average Household Income (2018)	Total Retail Expenditures
Prattville	AL	32,570	34,382	37,302	12,966	\$ 74,208	\$ 530,994,666
Carrollwood	FL	32,564	34,405	34,910	14,631	\$ 88,577	\$ 577,424,263
Clermont	FL	28,496	36,542	42,125	13,791	\$ 73,591	\$ 563,578,526
Lakeside	FL	31,004	34,329	38,026	12,575	\$ 75,955	\$ 527,885,094
Land O' Lakes	FL	30,811	37,072	41,516	13,680	\$ 89,538	\$ 625,384,781
Meadow Woods	FL	25,550	37,673	45,536	11,464	\$ 72,590	\$ 566,853,612
Merritt Island	FL	34,653	36,378	37,201	15,446	\$ 81,867	\$ 597,120,249
Navarre	FL	30,570	39,103	44,605	14,476	\$ 81,950	\$ 627,261,353
Ocoee	FL	35,152	42,918	47,736	14,282	\$ 89,626	\$ 688,302,504
Ormond Beach	FL	36,890	40,869	42,375	18,244	\$ 76,754	\$ 637,979,463
Richmond West	FL	31,189	35,171	37,088	9,820	\$ 85,038	\$ 632,363,587
Riviera Beach	FL	32,296	34,807	35,955	13,356	\$ 74,038	\$ 574,724,477
Valrico	FL	34,804	37,678	38,713	13,517	\$ 91,742	\$ 647,161,064
Winter Springs	FL	30,885	34,238	36,097	13,482	\$ 87,767	\$ 566,665,703
Mableton	GA	37,697	40,558	43,054	14,702	\$ 89,200	\$ 660,822,969
Martinez	GA	35,957	38,125	37,567	14,410	\$ 91,031	\$ 625,001,465
Newnan	GA	32,192	38,109	43,519	14,359	\$ 72,787	\$ 570,666,436

SOUTHEND SUBDIVISIONS



17
Proposed Subdivisions
Since 2013

1088
Proposed Lots
Since 2013



6
Approved Subdivisions
Since 2016

254
Approved Lots
Since 2016

From Midway to the Okaloosa County line a grand total of **1342** lots have been proposed since 2013.



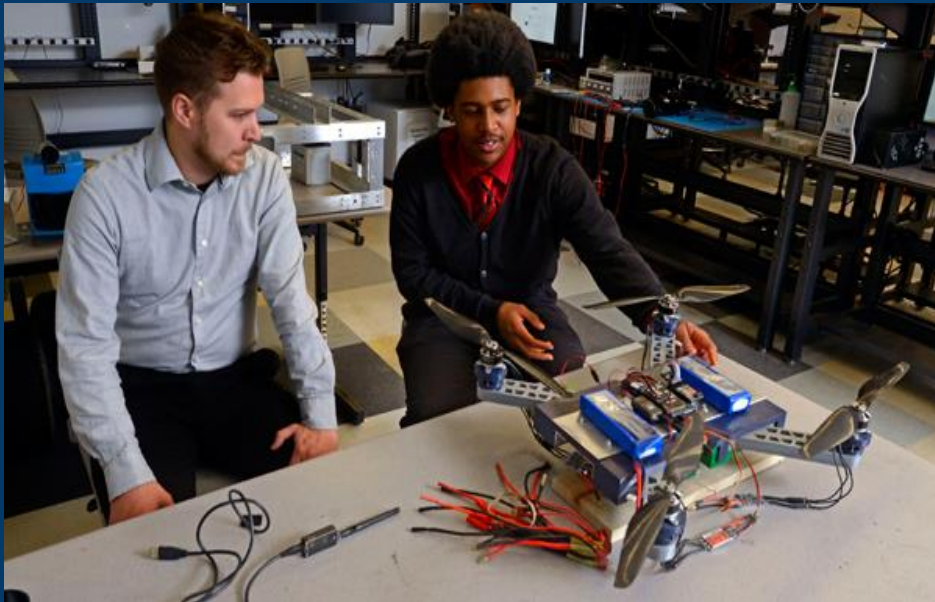
TARGET INDUSTRY EMPLOYERS

UNIVERSITY OF WEST FLORIDA



UNIVERSITY *of*
WEST FLORIDA

- 13,000 Students
- Santa Rosa County students make up 20% of the student population
- Five Academic Colleges
- 70+ Degree Programs
- 78.56% Bachelor Degrees with emphasis on STEM
- 2,231 Bachelor Degrees awarded in 16/17



Degrees Offered:

Computer Engineering
Cybersecurity
Electrical Engineering
Mathematics
Mechanical Engineering

SANTA ROSA COUNTY • FLORIDA

PENSACOLA STATE COLLEGE



PENSACOLA
STATE COLLEGE

Baccalaureate

Cybersecurity Information Security
Cybersecurity Forensics

Associate

Advance Manufacturing
Cyber Forensics
Cybersecurity
Mechanical Design and Fabrication

Certificates

Advanced Welding Technology
CNC Composite Fabricator/Programmer
CNC Machinist /Fabricator
Welding

**2 Campuses in
Santa Rosa County**

SANTA ROSA COUNTY • FLORIDA



Locklin Tech prepares students to enter into high demand careers and expands the talent pipeline for the manufacturing industry.

Available programs include:

- Electrical & Instrumentation Technology
- Electricity or Electrician
- Automotive Service Technology
- Cybersecurity
- Welding Technology
- Computer Systems & Information Technology

SANTA ROSA CAREER ACADEMIES



Milton High School Advanced Manufacturing Academy



Santa Rosa Career Pathways showcases local career opportunities, including the expected wages and the career academies, training, and degree programs available to students starting in middle school. Students and instructors can use this website to help determine what classes they will need “First”, “Next”, and “ Later” and goes beyond high school to the post secondary classes.

Available pathways are:

- Advanced Manufacturing
- Agriculture
- Aviation and Aerospace
- Business, Professional Financial Services
- Cybersecurity and Information Technology
- Healthcare (Includes Biotech)

NORTHWEST FLORIDA INDUSTRIAL PARK @ I-10



88 acre site

Elevation: 130' to 140'

Industrial Zoned



<1 MILES



25 MILES



28 MILES



STUDIES COMPLETED

- Title Search
- Phase I Environmental
- Wetlands Delineation
- Geotechnical Study
- Archaeological Study
- Endangered Species

AMENITY QUICK-CHECK

- Project-ready site
- Immediate interstate access
- Foreign trade port access
- Full utilities coverage
- Full telecommunications
- No noise restrictions



Florida First Sites undergo rigorous screening and due diligence, ensuring they are ready for development.



WHAT'S IN THE PIPELINE

Project Flyboy

- Aviation Company
- 100 Employees
- Average Wage - \$70,000
- Capital Investment - \$10M

Project Induction

- Manufacturing
- 50 Employees
- Average Wage - \$40,000
- Capital Investment - \$40M

Project Airwolf

- Aviation Company
- 50 Employees
- Average Wage - \$75,000
- Capital Investment - \$100M

Project Lionheart

- Manufacturing & Distribution
- 25 Employees
- Average Wage - \$45,000
- Capital Investment - \$3M
- Building Size - 50,000 sf
- 5 Acres

PSC Truck Driving School

- CDL Training Facility
- 20 acres

Project Divinci

- Aviation Company
- 100 Employees
- Average Wage - \$70,000
- Capital Investment - \$100M

TRIUMPH GULF COAST, INC.

Over the next decade-plus, **\$1.5 billion** will be directed to Northwest Florida for economic development enhancements. These “Triumph” funds, from a settlement related to the Deepwater Horizon oil spill, represent an unprecedented opportunity for Northwest Florida.

The funds are to be used for the recovery, diversification, and enhancement of the eight Northwest Florida counties disproportionately affected by the oil spill – Escambia, Santa Rosa, Okaloosa, Walton, Bay, Gulf, Franklin, and Wakulla.



8

Northwest
Florida Counties



\$1.5
BILLION

Dedicated to
Regional Development



\$80
MILLION

Annually
Through 2033

TRIUMPH GULF COAST, INC.

The funds will be used to:

- Provide a grant of up to 100% of property taxes, including school taxes, for up to 8 Northwest Florida Counties
- Support infrastructure needs, such as buildings, roadways, rail spurs, utilities and more, for \$1.5 BILLION Dedicated to Regional Development
- Support competitive projects develop industry-driven workforce training programs to drive business growth \$80 MILLION Annually Through 2033

OUR TEAM



Tina Stewart
Business Development Manager



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Executive Director



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