

CONTRACT, LEASE, AGREEMENT CONTROL FORM

Date: 09/07/2023

Contract/Lease Control #: C16-2348-CAO

Procurement#: N/A

Contract/Lease Type: CONTRACT- AGREEMENT

Award To/Lessee: ECONOMIC DEVELOPMENT COUNCIL

Owner/Lessor: OKALOOSA COUNTY

Effective Date: 01/01/2016

Expiration Date: 09/30/2024

Description of: MARKETING SERVICES

Department: BCC / CAO

Department Monitor: HOFSTAD

Monitor's Telephone #: 850-651-7105

Monitor's FAX # or E-mail: JHOFSTAD@MYOKALOOSA.COM

Closed: _____

CC: BCC RECORDS

**PROCUREMENT/CONTRACT/LEASE
INTERNAL COORDINATION SHEET**

Procurement/Contract/Lease Number: C16-2348CAO Tracking Number: 490123
Procurement/Contractor/Lessee Name: EDC of Okaloosa County Grant Funded: YES ___ NO X
Purpose: 3rd amendment
Date/Term: 9-30-24 1. GREATER THAN \$100,000
Department #: 0150 2. GREATER THAN \$50,000
Account #: 534551 3. \$50,000 OR LESS
Amount: _____
Department: CAO Dept. Monitor Name: Wofstad

Purchasing Review

Procurement or Contract/Lease requirements are met: _____ Date: 7-25-23
Purchasing Manager or designee: DeRita Mason, Erin Poole, Amber Hammonds

2CFR Compliance Review (if required)

Approved as written: _____ Grant Name: _____ Date: _____
Grants Coordinator: Suzanne Ulloa

Risk Management Review

Approved as written: see email attached Date: 7-25-23
Risk Manager or designee: Lydia Garcia

County Attorney Review

Approved as written: see email attached Date: 7-25-23
County Attorney: Lynn Hoshihara, Kerry Parsons or Designee

Department Funding Review

Approved as written: _____ Date: _____

IT Review (if applicable)

Approved as written: _____ Date: _____

DeRita Mason

From: Hoshihara, Lynn <lhoshihara@ngn-tally.com>
Sent: Tuesday, July 25, 2023 8:01 AM
To: DeRita Mason
Subject: Re: One Okaloosa EDC Agreement

Yes.

On Jul 25, 2023, at 8:38 AM, DeRita Mason <dmason@myokaloosa.com> wrote:

Lynn,
I assume this is approved since you drafted.
Thank you,

DeRita Mason

<image002.png>

DeRita Mason, CPFO, CPPB, NIGP-CPP
Purchasing Manager
Okaloosa County Purchasing Department
5479A Old Bethel Road
Crestview, Florida 32536
Office:(850) 689-5960 Ext. 6966
Cell: (850) 826-8010
dmason@myokaloosa.com

“Please note: Due to Florida’s very broad public records laws, most written communications to or from County employees regarding County business are public records, available to the public and media upon request. Therefore, this written e-mail communication, including your e-mail address, may be subject to public disclosure.”

From: Hoshihara, Lynn <lhoshihara@ngn-tally.com>
Sent: Friday, July 21, 2023 2:33 PM
To: Nathan Sparks <Nathan@oneokaloosa.org>
Cc: Craig Coffey <ccoffey@myokaloosa.com>; DeRita Mason <dmason@myokaloosa.com>; Parsons, Kerry <KParsons@ngn-tally.com>
Subject: RE: One Okaloosa EDC Agreement

Hi Nathan,

Attached for your review is the Third Amendment to the County’s contract with the EDC. The only change was to update the term of the agreement to renew for an additional year. I’ve included DeRita Mason from Purchasing, so that she can begin internal contract coordination. Once that’s completed, you can place this item on an upcoming BCC agenda for their consideration.

DeRita Mason

From: Jacqueline Matichuk
Sent: Tuesday, July 25, 2023 3:29 PM
To: DeRita Mason; Odessa Cooper-Pool
Subject: RE: One Okaloosa EDC Agreement

Approved by Risk.

Jackie

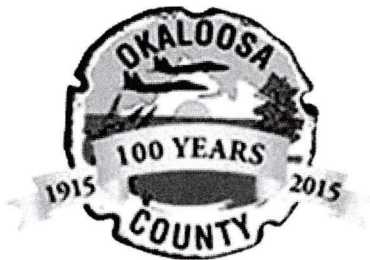
Jackie Matichuk
Claims Examiner
Okaloosa County Risk Management
302 N. Wilson St., Ste 301
Crestview FL 32536
(850) 683-6207
jmatichuk@myokaloosa.com

Please note: Due to Florida's very broad public records laws, most written communications to or from county employees regarding county business are public records, available to the public and media upon request. Therefore, this written e-mail communication, including your e-mail address, may be subject to public disclosure.

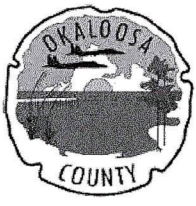
From: DeRita Mason <dmason@myokaloosa.com>
Sent: Tuesday, July 25, 2023 7:38 AM
To: Odessa Cooper-Pool <ocooperpool@myokaloosa.com>; Jacqueline Matichuk <jmatichuk@myokaloosa.com>
Subject: FW: One Okaloosa EDC Agreement

Good morning,
Please review and approve the attached.
Thank you,

DeRita Mason



DeRita Mason, CPFO, CPPB, NIGP-CPP
Purchasing Manager
Okaloosa County Purchasing Department



BOARD OF COUNTY COMMISSIONERS AGENDA REQUEST

DATE: September 5, 2023
TO: Honorable Chairman and Distinguished Members of the Board
FROM: Craig Coffey
SUBJECT: Request approval of One Okaloosa EDC Marketing Services Agreement
2nd Amendment
DEPARTMENT: County Administrator
BCC DISTRICT: All

STATEMENT OF ISSUE: Request approval of a third amendment for a one year extension to an existing marketing services agreement with the One Okaloosa EDC (Economic Development Council). The agreement has been approved annually the last five years and is officially past its original contract term of five years. Based on the EDC's current Enterprise Florida designation and the previous services provided by the EDC, a proposed amendment is presented for your consideration.

BACKGROUND & ANALYSIS: On November 3, 2015, the Board approved the three-year contract which also included two single year renewals with One Okaloosa EDC (Economic Development Council). It has been extended two times since its official expiration on Sept 30, 2020. Due to the unique nature it's relationship with the County, One Okaloosa EDC is considered a sole source vendor.

To facilitate the coordinated economic development activities within each county, an organization is designated by Enterprise Florida as the primary partner for each of Florida's 67 counties. Enterprise Florida is the principal economic development organization for the State of Florida. The EDC is designated as the primary economic development organization for Okaloosa County to receive lead referrals from and to work with Enterprise Florida. Both the County Administrator and an appointed Commissioner (currently Commissioner Boyles) serve on the Council.

One Okaloosa EDC has made great strides in developing economic relationships within Okaloosa County that help support the quality of life and economic vitality of the area. Each year they provide an annual report to the County outlining the past year accomplishments, the latest one is attached. Also attached is their upcoming FY 23 funding request, which is level for this coming year.

OPTIONS: Approve/Deny/Modify/Postpone

RECOMMENDATION: Recommend approval of a 3rd Amendment for a one year extension to the sole-source, Marketing Services Agreement, with One Okaloosa EDC and authorization for the Chairman to sign the document.

Craig M. Coffey
Craig Coffey, Deputy County Administrator - Operations 8/29/2023

RECOMMENDED BY:

[Signature]
John Hofstad, County Administrator 8/30/2023

APPROVED BY:



C16-2348-CAO

THE ECONOMIC DEVELOPMENT COUNCIL
Marketing Services
Expires: 09/30/2024

**THIRD AMENDMENT TO THE MARKETING SERVICES
AGREEMENT BETWEEN OKALOOSA COUNTY AND THE
ECONOMIC DEVELOPMENT COUNCIL OF OKALOOSA COUNTY
(CONTRACT NO. C16-2348-CAO)**

This Third Amendment to the Marketing Services Agreement between Okaloosa County, a political subdivision of the State of Florida (the “County”), and Economic Development Council of Okaloosa County d/b/a One Okaloosa EDC (the “EDC”), executed this 5th day of September, 2023, is made a part of the original Agreement, dated November 3, 2015 (the “original Agreement”), incorporated herein by reference. The County and EDC hereby agree as follows:

1. **AMENDMENT AND RENEWAL.** The County and EDC hereby amend Section 3 of the original Agreement, as amended, as follows:

TERMS OF THE AGREEMENT. This Agreement is renewed for one (1) year commencing October 1, 2023, through September 30, 2024. Any amendment to this Agreement must be upon written agreement by both parties. This Agreement may be canceled by either party, in writing, without cause upon sixty (60) days written notice. Renewal of this Agreement shall be subject to appropriation of funds by the Board of County Commissioners.

2. **OTHER PROVISIONS REMAIN IN EFFECT.** Except as specifically modified herein, all terms and conditions of the original Agreement between the parties, dated November 3, 2015, and any amendments thereto, shall remain in full force and effect.
3. **CONFLICTING PROVISIONS.** The terms, statements, requirements, or provisions contained in this Amendment shall prevail and be given superior effect and priority over any conflicting or inconsistent terms, statements, requirements or provisions contained in any other document or attachment.



IN WITNESS WHEREOF, the parties hereto have executed this Second Amendment on the day and year first written above.

**ECONOMIC DEVELOPMENT COUNCIL
OF OKALOOSA COUNTY D/B/A
ONE OKALOOSA EDC**



Nathan Sparks, Executive Director

ATTEST:

OKALOOSA COUNTY, FLORIDA



J.D. Peacock II, Clerk of Court



Robert A. "Trey" Goodwin III, Chairman





June 28, 2023

Mr. John Hofstad
County Administrator
Okaloosa Board of County Commissioners
302 Wilson St N # 302
Crestview, FL 32536

Dear Mr. Hofstad:

One Okaloosa EDC is grateful for our long-standing partnership with the Okaloosa County Board of County Commissioners (BOCC). Over the past year, our One Okaloosa EDC team was honored to assist Okaloosa County with a number of vital initiatives – initiatives including the County’s acquisition of additional, strategically-positioned acreage within the Shoal River Ranch Gigasite, planning associated with the future Shoal River Ranch Wastewater Treatment Facility, and efforts to champion county-wide attainable housing strategies.

As you are aware, One Okaloosa EDC and the Okaloosa County BOCC also partnered to secure private sector commitments of new jobs and capital investments. Specifically, LiveOak Fiber committed to invest \$100 million in private capital to construct new broadband fiber infrastructure throughout Okaloosa County, while also standing up a new corporate office in Niceville that will employ 50. Additionally, the County’s Expedited Permitting program for certified economic development projects was utilized by GS Gelato to undertake their 25,000 SF food manufacturing facility expansion (which will result in the creation of 30 new jobs), while Gulf Air Group committed to invest \$16 million in a new 70,000 SF aircraft maintenance hangar at Bob Sikes Airport that will employ 55.

As we look ahead to FY 2024, we readily acknowledge the economic headwinds that our county, state and nation are currently facing in light of continued inflation, supply chain issues, fuel price spikes and hiring challenges. That being said, we remain firmly committed to staying the course while continuing to properly serve our mission of supporting and growing Okaloosa County’s economy. To assist us in this important work, we respectfully request to maintain our current funding level of \$152,873 in FY 2024.

Thank you in advance for your kind consideration.

Respectfully,

A handwritten signature in black ink that reads "Nathan Sparks".

Nathan Sparks, CECD
Executive Director

MEMORANDUM

Date: January 9, 2023
To: John Hofstad, County Administrator, Okaloosa County
From: Nathan Sparks, Executive Director, One Okaloosa EDC
Subject: FY 2022 Annual Report

As you are aware, the Marketing Services Agreement between the Okaloosa County Board of County Commissioners and the Economic Development Council of Okaloosa County (DBA One Okaloosa EDC) includes a provision stating that we will provide an Annual Report to the County. As provided for within the Agreement, the Annual Report should detail how County funds were spent and the results of these efforts. In addition to providing the Commission with the required information, this report is intended to provide Okaloosa County with additional insight into our organization's programs, strategies and successes.

Use of County Funds

In fiscal year 2022, Okaloosa County invested \$152,873 in One Okaloosa EDC. This amount equated to 22% of One Okaloosa's total operating budget, with other sources of funding being allocations of varying amounts from Okaloosa County municipalities, along with contributions from educational partners and private sector investors (members). In addition, One Okaloosa received restricted grant dollars awarded through the State of Florida's Defense Reinvestment Grant (DRG) program and unrestricted revenue from the TeCMEN Industry Day.

The approximate breakdown of how County funds were utilized is as follows:

- 24% for existing industry expansion and retention
- 12% for workforce development initiatives
- 37% for strategic marketing outreach and industry recruitment
- 27% for defense support and advocacy

Specific insight into the various programs and activities within each of these four areas follows below.

Existing Industry Expansion and Retention

Aiding with the retention and expansion of existing industries continues to be a key component of One Okaloosa EDC's Program of Work – and rightfully so. Research indicates that some 80% of new jobs in a community are created by existing industry, and the EDC believes the “care and feeding” of our existing base of high wage manufacturing, defense and technology businesses deserves our continued dedication. Specific initiatives undertaken over the past year included:

One Okaloosa Economic Development Council

- Collaborated with the City of Fort Walton Beach and the Okaloosa County Board of County Commissioners to secure the competitive expansion of Boeing Global Services in Fort Walton Beach. The \$1.55 million project will support a 20,000 SF facility expansion and the hiring of 12 additional jobs at an average wage of \$70,000/yr.
- Worked with Okaloosa County Board of County Commissioners, Okaloosa Aviation Advisory Board and Okaloosa Airports Department to secure the competitive expansion of Gulf Air Group at Crestview's Bob Sikes Airport. The \$16 million project will result in a new, 70,000 SF hangar and the creation of 55 new jobs at an average wage of \$89,000/yr.
- Hosted nearly 400 attendees and 50 exhibitors for the 5th annual TeCMEN Industry Day on April 26, 2022 at the Destin-Fort Walton Convention Center featuring an expo hall, keynote presentation, industry panels and educational workshops
- Offered "no cost" professional development webinars for Okaloosa County businesses. Topics included: *"Strategic Planning to Combat Lack of Engagement, the Great Resignation and Mental Health Challenges"* and *"Leveraging Okaloosa's Entrepreneurship Ecosystem to Achieve Success"*.
- Hosted Roundtable breakfast – *"The Economy: A View from The Fed"* featuring Adrienne Slack, Regional Executive, US Federal Reserve Bank of Atlanta
- Launched new Veteran Entrepreneur Video Series showcasing successful Okaloosa County veteran business owners telling their stories with an emphasis on "lessons learned". Veterans featured include Andrew Rencich (AA Tactical / Aerohead Inc.), Vince Mayfield and Lewis Erickson (Bit-Wizards / Talking Parents) and David Haines (Precision Measurement, Inc.)
- Entered into a strategic partnership with Skyway Acquisition, a Florida-based consultancy comprised of former Federal contracting officers, to provide support and advisory services to members of TeCMEN

Workforce Development Initiatives

Okaloosa County's unemployment rate stands at 2.2% as of November 2022, tied for the third lowest among Florida's 67 counties. The historically tight labor market continues to put pressure on wages, thus impacting businesses across all sectors. In addition, many businesses – especially those seeking higher skilled professionals – have shared that they have "doubled down" on talent recruitment efforts, with many working to attract individuals from well outside the local area. Specific Workforce Development initiatives undertaken by One Okaloosa EDC in FY 2022 were as follows:

Partnered with HSU Educational Foundation, the Okaloosa County School District and Rocky Bayou Christian School to host 39 area high school students for interface with manufacturing / technology sector employers at the 5th Annual TeCMEN Industry Day on April 26, 2022

- Collaborated with Okaloosa County School District and CareerSource Okaloosa Walton to host 21 teachers and students from select Okaloosa County middle and high schools for "Educate the Educators" – a full day event including tours of local businesses and presentations speaking to local

One Okaloosa Economic Development Council

career pathways. Employer visits included Beast Code, Bit-Wizards, HSU Educational Foundation and Fort Walton-Destin Hospital.

- Championed the needs of local employers, as well as those considering the area, through involvement on the board of CareerSource Okaloosa Walton and CareerSource's Business Competitiveness Council.
- Actively worked to bridge the divide between separating / retiring military personnel and the private sector. Surveys of transitioning military members undertaken through the One Okaloosa's Tri-County Community Partnership Initiative are now finding that more than 50% of these talented individuals plan to remain in the local area for their post-military careers (up from 36% in 2015).
- Assisted CareerSource Okaloosa Walton with identifying internship opportunities for transitioning military members participating in the US Department of Defense SkillBridge program

Strategic Marketing & Community Competitiveness

As Okaloosa County's primary economic development organization, One Okaloosa EDC is tasked with being the chief promoter of community assets to external audiences including corporate site location consultants and decision makers in targeted business and industry sectors. In addition, ensuring that Okaloosa County maintains a highly competitive posture through the development of necessary infrastructure, site inventory and incentives is essential. The organization undertook the following activities and achieved the following successes during FY 2022:

- Developed a new community promotional video designed to showcase Okaloosa County to business owners / decision makers operating in select targeted industries including advanced manufacturing, aviation / aerospace and technology
- Assisted LiveOak Fiber with efforts to invest \$100 million in improving broadband fiber infrastructure throughout Okaloosa County
- Assisted Okaloosa County with securing a \$3.2 million Florida Jobs Growth Grant from Governor Ron DeSantis as part of a \$4.9 million project to construct vital infrastructure at the 10,500 acre Shoal River Ranch Gigasite
- Assisted Okaloosa County with efforts to acquire 262 acres of additional land within Shoal River Ranch for future development needs
- Attended the Site Selectors Guild annual conference in San Diego and presented information on Okaloosa County workforce and industrial site assets
- Participated as a member of Florida's 100+ member delegation that attended the Farnborough International Air Show
- Collaborated with economic development partners in Escambia and Santa Rosa Counties to jointly fund and execute a prospect meeting program at the National Business Aviation Association's annual trade show in Orlando

One Okaloosa Economic Development Council

- Exhibited at the National Defense Industry Association Air Armament Symposium (NDIA) event in Fort Walton Beach

Military Support & Partnerships

According to Enterprise Florida's 2022 Florida Defense Fact Book, the Department of Defense is responsible for more than 73,000 jobs in Okaloosa County and an overall economic impact of \$9.2 billion. As such, the defense sector remains a primary driver of the local economy. In recognition of this impact, the One Okaloosa remains committed to serving as a champion for - and partner to - the many military missions that call Okaloosa County home. One Okaloosa's Defense Support Initiatives (DSI) committee has been in existence for more than 20 years, and is widely-regarded as one of the finest examples of community/military collaboration around. By working to sustain and grow area military missions, the DSI is committed to the success of one of our area's most valued economic engines. Likewise, One Okaloosa's Tri-County Community Partnership Initiative (TCPI) has provided a regular forum since 2014 for potential partnership opportunities benefiting both local military installations and the community to be identified, discussed and implemented. One Okaloosa's FY 2022 defense support activities included the following:

- Undertook strategic outreach in support of protecting the Eastern Gulf of Mexico Test & Training Range from incompatible uses – including oil drilling / exploration and offshore wind infrastructure.
- Debuted a new military advocacy video and website – www.militaryfriendlyNWF.com
- Developed a comprehensive legislative position paper speaking to key Federal funding priorities for local military installations and missions
- Conducted virtual issues briefings with the offices of Congressman Gaetz, Congressman Dunn, Congressman Murphy, Congressman Diaz-Balart, Congressman Franklin, Congressman Waltz, Congressman Wasserman-Schultz, Senator Rubio and Senator Scott.
- Utilized One Okaloosa EDC's Tri-County Community Partnership Initiative (TCPI) to tackle key community challenges faced by installations and service members
- Established nine TCPI Work Groups in order to develop community / military partnership projects in three focal areas including Infrastructure, Quality of Life and Education & Training

Conclusion

FY 2022 proved to be a pivotal year for One Okaloosa EDC, as great strides were made in each of the organization's four primary areas of emphasis. Existing industry expansion efforts bore fruit not once, but twice, with significant, competitive expansion announcements being made by two long-standing Okaloosa County employers, Boeing and Gulf Air Group. As a result, both have pledged job creation at wages well beyond Okaloosa's current average.

Meanwhile, Workforce Development remained a critical emphasis for the organization as Okaloosa's unemployment rate continued to be among the lowest in the state - creating a challenging environment for both existing and prospective employers. One Okaloosa EDC continued to partner with CareerSource

One Okaloosa Economic Development Council

Okaloosa Walton and local military partners in order to devise strategies for connecting separating military talent to local employment opportunities, while also seeking out ways to introduce middle and high school students to the wide range of career pathways that exist in our area.

Speaking specifically about Okaloosa's valued military missions, One Okaloosa's Defense Support Initiatives (DSI) continues to be the bellwether military support advocacy organization in the state, and our legislative outreach and newly developed www.militaryfriendlyNWFL.com website tackled everything from the shortage of childcare facilities to protecting the Eastern Gulf Test & Training Range from wind farm development - a new threat that emerged in recent months.

As noted above, One Okaloosa ramped up its strategic marketing efforts with the unveiling of a new promotional video highlighting the County's diversity of opportunity and purposefully designed to connect with an external audience of entrepreneurs, CEOs and business decision-makers operating in targeted sectors such as advanced manufacturing, aviation/aerospace and technology. Last but certainly not least, One Okaloosa was proud to assist with Okaloosa County's successful pursuit of vital infrastructure funding from the Florida Jobs Growth Grant Fund, an effort that is already paying off with the recently approved Letter of Agreement with Project LS2 - a US manufacturer pledging to create 350 jobs while becoming the first industry to locate within the Shoal River Ranch Gigasite.

While challenges certainly exist for the year ahead – most notably the community's continued shortage of workforce housing and the growing possibility of an economic recession – One Okaloosa EDC remains optimistic that Okaloosa County will continue to make significant strides in fostering economic growth and diversification throughout 2023.