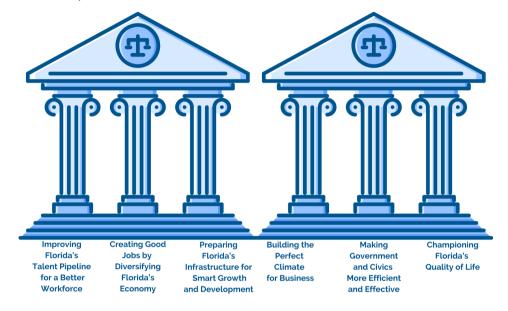




Florida 2030

Florida is now the third most populous state with the 15th largest economy in the world. By 2030, 26 million residents will call Florida home and 2 million more jobs will be needed. To prepare for this continued growth and ensure Florida continues its positive momentum, the Florida Chamber Foundation has launched the blueprint for Florida's future-Florida 2030.



Improving Florida's Talent Pipeline for a Better Workforce

- >80% of Florida's workforce has essential employability skills
- >60% of Floridians 25-64 have a high-value postsecondary certificate, degree, or training experience
- 95% of entering high school students graduate within 4 years
- 100% of Florida 8th graders read & perform math at or above grade level
- 100% of Florida 3rd graders read at or above grade level
- 100% of children are ready for kindergarten

Creating Good Jobs by Diversifying Florida's Economy

- Top state for gross domestic product and top quartile most diversified state economy
- #1 state for overseas visitors
- Goods exports double and services exports triple
- Top 5 state for manufacturing jobs
- Top 3 state for technology jobs
- #1 state for business startups
- Top 3 state for venture capital investments
- Top 3 state for research and development funding and patents issued
- Rural county share of Florida gross domestic product doubles



Florida 2030

Preparing Florida's Infrastructure for Smart Growth and Development

- Diverse, attainable housing to meet future demand
- Every resident has access to public and private mobility services
- All major population and economic centers connected to regional, national, and global markets by high-capacity corridors
- World's most capable spaceport; top tier airports, seaports, and surface transportation hubs in U.S.
- 100% of Florida residents have access to high-speed communications connectivity
- Diverse and reliable energy, water, and waste management resources to meet future demand
- All Florida residents protected by resiliency plans

Building the Perfect Climate for Business

- Actuarially sound property insurance rates based on actual risk and competition
- #1 business tax climate in the nation
- Regulatory, labor, and operating risk environments rated among top 5 in the nation
- Environmental permitting and local land use processes rated among top quartile in the nation
- Occupational licensing laws among top 5 in the nation
- Legal climate improves to top quartile in the nation

Making Government and Civics More Efficient and Effective

- 100% of state agencies aligned with Florida 2030 goals
- 100% of regional economic development plans aligned with Florida 2030 goals
- 100% of Florida residents covered by regional visioning processes
- Increased size and impact of nonprofit and philanthropic sectors
- Doubling the rate of Floridians who volunteer and participate in civic and public service, moving us from the bottom to the top quartile

Championing Florida's Quality of Life

- Top 5 state for overall well-being
- Florida's brand and reputation as best place to live, work, raise a family, visit, learn, play, relocate, and compete remains top in the nation
- < 10% of Florida children live in poverty and 100% have a pathway out
- < 10% of Florida residents live in housing cost-burdened households
- Crime rates rank among the lowest 10 states
- Florida protects and enhances the value of its arts, culture, heritage, an sense of place

PENSACOLA 2030

Building on the framework set by The Florida Chamber, The Pensacola Chamber Foundation, and the Pensacola business community have convened to identify key trends and factors that drive our local economies. As we prepare for our projected, regional growth in the next eight years, Pensacola 2030 is our opportunity to come together to strengthen and sustain our community, businesses, and future.

The Pensacola 2030 Strategic Plan and Initiative is a community partnership housed under the Pensacola Chamber Foundation whose mission is to drive economic prosperity, enhance the quality of life, and strengthen and sustain our community, businesses, and future.

The Pensacola business community is committed to increasing economic development and job growth. Additionally our community believes through collaboration we can broaden our impact to make innovation possible. We do so by strengthening vulnerable populations and creating a sustainable future for ALL families as we lead the Florida workforce and business community into the future. Pensacola 2030 is the result of many months studying best practices, research, convening focus groups, analyzing data, and establishing priorities. As a collective voice we are pleased to present to you, The Pensacola 2030 Blueprint.

Sara Lefevers
Executive Director
Pensacola Chamber Foundation







The Pensacola business community has identified five focus areas as top growth needs for 2030. These focus areas fall under the six pillars of the Florida 2030 Blueprint and can be measured year over year. As we plan for our projected growth of 24,000+ new residents and + 15,000 new jobs, The Pensacola Chamber Foundation is dedicated to contributing to the success of the Pensacola 2030 goals in following three ways:

1 Convene

businesses and organizations to identify obstacles, potential opportunities, "gaps" in services, businesses-to-business contacts, capital, and resource sharing

Capacity - Building

by continually and intentionally working to seek and identify new capital, networking opportunities, and skill development for ALL businesses and community organizations

3 Connect

by providing a comprehensive network and platform of resources to facilitate business growth and advocacy efforts

Pensacola 2030 Focus Areas

Economic Growth & Sustainability

Capacity Building for Minority-owned Businesses, Competitive Economy, and Innovation

Community Health

Access, Affordability, Social Determinants, and Health Equity Outcomes

Economic Wellbeing

Childhood Poverty, Infrastructure, Food Security, and Affordable Housing

Workforce

Diverse Workforce, Cradle to Career, Mentorship, and Re-skill training d

Military

Veteran's Assistance and Spouse & Family Support





"As we have faced unprecedented times, the Pensacola Chamber is even more dedicated to working along side others to grow our businesses and assist them in achieving long-term, sustainable growth. We believe by growing our businesses, creating a more diverse workforce, evening the playing fields, strengthening our vulnerable communities, and making our economy more attractive we can become one of the most competitive business climates in Florida."

- Sara Lefevers, Executive Director, Pensacola

Minority- owned Business Growth

2021 Data: 2030 Goal:

5,704 Minority owned 10+ new minority-owned businesses per businesses in Escambia County year in Escambia County

<u>Collaboration Tactic:</u> Connect aspiring and existing minority business owners to entrepreneurial centers and resources

Chamber Foundation

<u>Chamber Tactic:</u> Facilitate Business Bootcamp annually to help educate and build networks, capital and opportunity for minority owned businesses

Diverse and Competitive Business Climate

2021 Data: 2030 Goal:

22 leading business industries 15,482+ new jobs needed in Escambia County Escambia County

<u>Collaboration Tactic:</u> Support the local, economic development entities to identify key industries that would diversify our workforce and support in attracting them to Pensacola

<u>Chamber Tactic:</u> Assist with workforce skill training and development to supply a robust and competitive workforce to fill the diverse jobs

Prosperity & High Paying Jobs

2021 Data: 2030 Goals:

Per capita income in Increase per capita income by 26.7% to meet Escambia County = \$46,349 the national average of \$56,200

<u>Collaboration Tactic:</u> Partner to provide greater education and job skills training to allow individuals to produce more goods and services, start businesses and earn higher incomes.

<u>Chamber Tactic:</u> Prepare the workforce of today for the jobs of tomorrow through skill training and development



Community Health is the intersection of healthcare, economics, and social interaction. Strong community health requires residents to look beyond themselves and take collective responsibility. The breakdown of how health outcomes in our community are

determined is:

Healthcare = 10%

Genetics = 30%

Behavior = 40%

Social/Economic Factors = 20%

County Health Ranking 2021 Data:

2030 Goal:

Escambia County ranks 47th in Escambia County ranked top 20 in the state for community health the state for community health

Collaboration Tactic: Assist in improving our community health outcomes by partnering and supporting community health organizations Chamber Tactic: Provide educational materials to the community and direct targeted communities to health resources

Youth Obesity

2021 Data: 2030 Goal:

14% youth obesity rate in Cut youth obesity in half to < 7% in Escambia County Escambia County

Collaboration Tactic: Collaborate with community partners to improve access to fresh food, nutrition habits education, and access to and participation in physical activities for youth and families

Chamber Tactic: Advocate for nutritional food security for 100% of our residents

Mental Health Resources

2021 Data:

2030 Goal:

Florida ranks 44th in access to mental health according to the Florida Behavioral Health Association

Clear paths to access mental health resources for 100% of our residents

Collaboration Tactic: Work with mental health counselors and professionals to develop targeted strategies for improving mental health, reducing substance abuse with emphasis on opioid use disorders, and preventing suicide and violent crimes Chamber Tactic: Advocate for increased access to mental health



"Economic Wellbeing provides the opportunity for people to have their most basic survival needs met. The Pensacola business community strives to make Escambia County a quality, safe place to live by working to improve infrastructure, vibrancy, and livelihoods for all."

- Todd Thomson, Chamber President/CEO

Cut Childhood Poverty in Half 2021 Data:

23.1% of children living in poverty

Collaboration Tactic: Work with community partners to develop and implement strategies and programs that will reduce the rate of childhood poverty in Escambia Chamber Tactic: Be a voice for our community needs through The Florida Chamber's Prosperity Project to help reduce generational poverty

2030 Goal:

2030 Goal:

2 Access to Nutritional Food 2021 Data:

46,240 people in Escambia County Cexperience food insecurity

Cut food insecurity to under 25,000 people

<u>Collaboration Tactic:</u> Convene local charity food organizations and other community stakeholders with lived experience to identify gaps in available, nutritious community food sources and determine implementable, sustainable solutions.

<u>Chamber Tactic:</u> Connect food providers to opportunities to invest in low-income, high-need communities

Infrastructure For Smart Growth and Development 2021 Data: 2030 Goal:

96.2% Access to broadband internet

Transportation = C Rating

Water Quality = C+ Rating

Wastewater = C Rating

100% access to broadband internet

Transportation = A Ranking

Water Quality = A Ranking

Wastewater = A Ranking

Collaboration Tactic: Work with ECUA, City of Pensacola, Escambia County, Emerald

Coast Regional Council, and others to advocate for diverse and reliable energy,

transportation, and water and waste management resources to meet future demand.

<u>Chamber Tactic:</u> Support goals and objectives set by industry and government entities to ensure infrastructure development meets future growth needs.

Diverse, attainable housing to meet future Demand 2021 Data: 2030 Goal:

47.76% of Escambia County residents < 10% are mortgage burdened mort

< 10% of Escambia County residents are

mortgage-cost burdened

<u>Collaboration Tactic:</u> Convene key community stakeholders to help develop strategies around affordable housing issues.

<u>Chamber Tactic:</u> Research strategies implemented by other communities to address affordable housing challenges.

Pensacola 2030 Priority Goal: Cut Childhood Poverty in Half



"As our workforce needs evolve over the coming decade, the Pensacola business community seeks to identify the hurdles blocking entry to the workforce. Understanding the unique challenges of specific populations while collaborating with community and education leaders to provide, long-term solutions and opportunities for the workforce of the future."

- Ray Walker, Chamber Board Chairman

Cradle to Career 2021 Data:

48% of kindergarteners are ready for K5 53% of third graders read at grade level 50% of 8th grade students performing at or above an 8th grade math level

2030 Goals:

100% of kindergarteners are ready for K5 100% of third graders are at or above third grade

100% of 8th grade students perform at or above an 8th grade math level

<u>Collaborative Tactic:</u> Support and help obtain resources for community organizations addressing development needs for K-12

<u>Chamber Tactic:</u> Active representation and participation in the Florida Chamber's Prosperity Project and the Florida Chamber's Business Alliance for Early Learning to share best practices

2 Educational Attainment 2021 Data:

2030 Goal:

86.5% high school graduation rate 95% high school graduation rate <u>Collaborative Tactic:</u> Assist struggling youth to achieve diploma and educational success by supporting and partnering with the Escambia County School District, Career Academies, and various other education stakeholders

<u>Chamber Tactic:</u> Jr Leadership Program - in partnership with the school district, high school students receive an introduction to leading workforce industries, and pave a path to achieve a diploma or certification through Pensacola higher education institutions

Workforce Skills Training and Re-Skill Training 2021 Data: 2030 Goal:

63.7% of our workforce has employability > 80% of Escambia County workforce has skills according to the Haas Center employability skills.

<u>Collaboration Tactics:</u> As a business community facilitate 500+ internships or apprenticeships for students, 1,000+ mentorships for entrepreneurs and aspiring business leaders

<u>Chamber Tactics:</u> Actively participate and engage in the Florida Business Alliance for Early Learning through the Florida Chamber Foundation and Fund annual scholarships for entrepreneurial labs and programs



"The military and defense industry make up 40% of Escambia County's economy. In our two-county region, the military provides over \$8 billion a year in economic impact. The Pensacola business community is committed to honoring our heroes and their families, supporting them while they are here, and creating a community they will someday want to return."

- Debi Graham, V.P. of Armed Services

Cultivate an Environment of Excellence for our Military 2021 Data: 2030 Goals:

Legislation passed during the 2021 Legislative Session established the Purple Star Program

1 military health ambassador employed in Escambia

100% Participation in Purple Star Program from our schools

Obtain funding to employ 1 military health liaison for all area hospitals to refer military members to the right health care service

<u>Collaboration Tactics:</u> Partner with military support services, Fleet and Family, Installations, and the Escambia County School District to identify family support, network, and education needs.

<u>Chamber Tactics:</u> Host annual Military Family Expo to convene services and assist in supporting military families and transitioning military members out of service

Military and Veteran Database and Resource Center 2021 Data:

Very little data available on military member and family impact

Facilitate a robust, aggregate database to track military member impact year over year

<u>Collaboration Tactics:</u> Partner with military and veteran support services to aggregate data and work to improve the quality of life for our service members, their families, and our veterans.

<u>Chamber Tactics:</u> Convene and strategize with military and veteran support services through our West Florida Defense Alliance and Military Affairs Committee

3 Location of Choice for Active Duty Military 2021 Data: 2030 Goal:

DOD C-Ranking for education Academic performance = 33.3% (values are %relative to 154 US Installations) Licensure Portability = <4.0 (AETC 5 points available) DOD A Ranking for education Improve support for the unique educational needs of military children within communities Reduce barriers for military spouses to continue professional careers

<u>Collaboration Tactics:</u> Facilitating military spouses in continuing their work in a new place of residence without delays or extra expense is also important. Eliminating or mitigating these barriers will improve quality of life for our military families, and ease the stress of transferring duty stations with consideration for long-term career implications.

<u>Chamber Tactics:</u> Advocating for licensure portability offering temporary licenses to allow employment & expediting licensure processing

BE A PART OF THE FUTURE!



Next Steps:

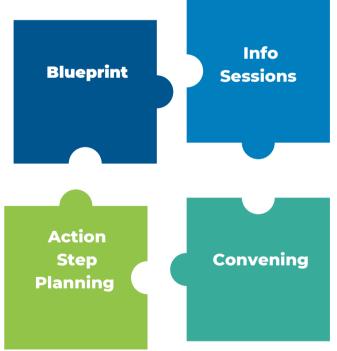
Pensacola 2030 is a eight year fluid, strategic plan and is subject to be updated throughout the process based on the needs of our business community. As the initiative is launched we have set up a strategy timeline. The first year has been divided into four phases to give this initiative the proper foundation from an inclusive approach. Those phases are as follows:

Phase 1: Obtain data, discover needs, set goals, and design blueprint

Phase 2: Community landscape analysis (who in our community is involved in these five focus areas), convene and provide info on strategies.

Phase 3: Set actionable steps to achieve the set goals

Phase 4: Activate action steps and track data annually



Following year one, the Chamber
Foundation will utilize the Pensacola 2030
scorecard to assess progress and will provide an annual report for the business
community.Our goal is to utilize a system of aggregated data from our partners and
stakeholders so we as a community can visualize the overall impact our efforts have made
together.







FOUNDATION PROGRAMS

Support economic prosperity and impact economic wellbeing by strengthening and sustaining the future of our community.



PENSACOLA 2030



LEADERSHIP PENSACOLA



WEST FLORIDA
DEFENSE
ALLIANCE