



Three Year Strategic Goals – FY 2026 – 2028

Goal #1 – Investor Relations (Lead)

Quantify and articulate One Okaloosa's Return on Investment for public and private investors. Produce effective multi-media communication tools designed to effectively highlight the necessity of economic development as well as One Okaloosa EDC successes. Host relevant and effective small group and community-wide events tailored to both existing investors and investor prospects.

Goal #2 – Existing Industry Growth & Entrepreneurship (Lead, Convene, Support)

Champion and facilitate business retention and expansion initiatives that lead to higher wage job creation and new capital investments in targeted industry sectors. Cultivate enhanced cluster development strategies by leveraging TeCMEN, relationships with existing employers and military programs. Consistently seek out ways to partner with the Small Business Development Center and add value to the community's entrepreneurial support infrastructure through Startup Okaloosa.

Goal #3 – New Business Attraction (Lead)

Undertake effective outreach designed to highlight Okaloosa County's advantages and unique locational assets to targeted business prospects, local stakeholders, site selection consultants, real estate developers / brokers and key statewide economic development allies.

Goal #4 – Product Development – Sites, Buildings, Infrastructure & Incentives (Lead, Convene, Support)

Work to ensure that Okaloosa County has exceptional site and building options in order to accommodate targeted economic development opportunities now and into the future. Champion the development of spec building product and seek out development partners who may assist. Advocate for vital infrastructure improvements, pro-business policies and incentive programs designed to catalyze economic development.

Goal #5 – Workforce Development & Talent Attraction (Lead, Convene, Support)

Assist with the promotion of local career pathways – including available internships and apprenticeships – to students, military spouses and separating military members. Partner with CareerSource Okaloosa Walton, schools and colleges to effectively address the workforce needs of targeted businesses and industry sectors.

Goal #6 – Military Support and Advocacy (Lead, Convene, Support)

Leverage existing One Okaloosa EDC committees, programs and partnerships to support and advocate for the growth and sustainment of the community's military presence and associated \$10 billion estimated economic impact. Utilize MilitaryFriendlyNWF.com and other available outlets to educate the community on the importance of Okaloosa's military presence, the Eastern Gulf Test & Training Range and its overall impact to economic development.

Goal #7 – Community Development (Convene, Support)

Support efforts geared toward improving Okaloosa County's "Quality of Place" quotient, including schools, transportation, workforce housing, childcare and healthcare resources. Leverage TCPI Work Groups to address community challenges that are shared by the military. As appropriate, utilize One Okaloosa educational and social / digital media resources to build awareness of key community development issues and challenges.