

FLORIDA'S
Great Northwest

Going Green

Discretionary Grants Forum

April 15, 2009

What is Florida's Great Northwest?



- 16 county regional economic development organization
- Private, not-for-profit corporation

Balanced Economic Development Strategy

Product Development

- Physical Infrastructure
- Human Infrastructure
- Business Climate
- Creative Communities



Balanced Economic Development Strategy

- Product Development
 - Physical Infrastructure
 - Human Infrastructure
 - Business Climate
 - Creative Communities
- Retention & Expansion of Existing Business
- Attraction
- New Business Development (Entrepreneurship)



Target Industry Analysis

Analyzed 25 business clusters

- Density or concentration in Northwest Florida
- National and global growth projections
- Wage structure
- Synergies with
 - Florida's tax and business climate
 - Northwest Florida's physical and human infrastructure
 - Northwest Florida's existing business structure
- Role in regional economic development
- Role in a sustainable & diversified regional economy



Target Cluster Analysis

Conclusion: 4 clusters

- Aviation, Aerospace, Defense, & National Security
- Health Sciences & Human Performance Enhancement
- Renewable Energy and Environment
- Transportation & Logistics



Target Cluster Analysis

Conclusion: 2 additional clusters identified as strategic support clusters

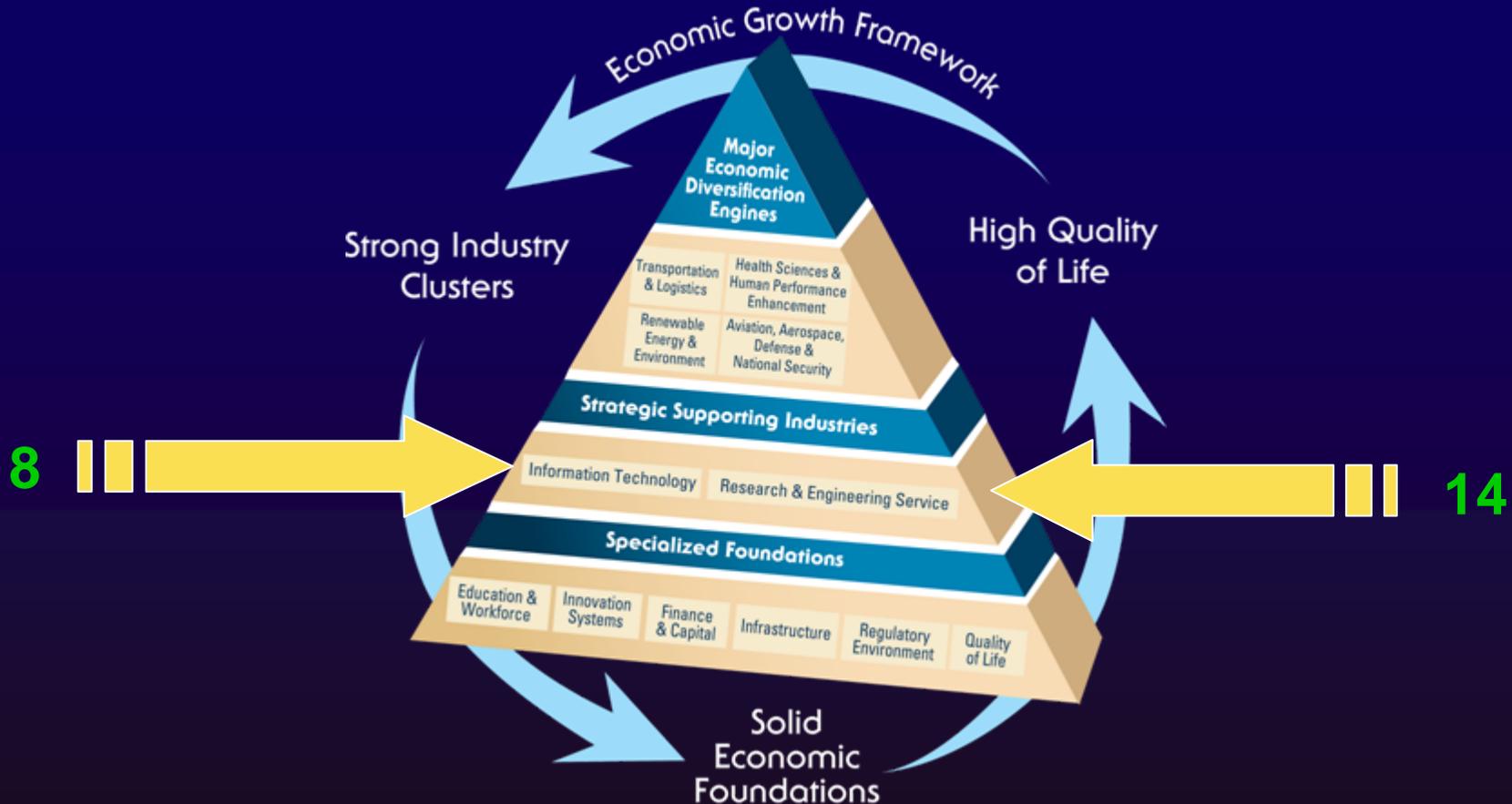
- Information Technology Services
- Research & Engineering Services





Northwest Florida's Key Industries for Developing a Diversified and Sustainable Economy

Critical Occupations



- Studied 157 occupations associated with the target industries
28 identified as critical to the region's success
22 of the 28 are in IT and engineering

Renewable Bio-Energy In Northwest Florida

- FGNW formed an Advisory Council of parties interested in alternative energy in region.
- In November 2007, FGNW and the Council contracted to study the feasibility of alternative energy in Northwest Florida.
- The Council had no preconceived ideas about the types of alternative energy projects they wanted to examine.

Project Goals

- Estimate volumes of feedstocks in the region.
- Analyze the conversion technologies.
- Identify infrastructure requirements and gaps.
- Analyze labor requirements and job creation potential.
- Conduct a technical evaluation and economic performance analysis on select potential alternative energy options.
- Recommend potential strategic options FGNW could pursue in terms of developing an alternative energy plan for the region.

Project Background (cont.)

FGNW Stated Strategic Imperatives: Alternative energy strategy must:

1. Create jobs and attract new business
2. Be sustainable
3. Reduce the Region's carbon footprint
4. Utilize regional renewable resources (i.e., feedstocks)
5. Be dynamic allowing for future growth opportunities
6. Be "financeable" (i.e., it must attract "project financing" from lending institutions or other mechanisms)

Methodology

The methodology consisted of a two-phased approach.

PHASE I

FEEDSTOCK AVAILABILITY & CONVERSION TECHNOLOGY ASSESSMENTS

PHASE II

GREEN ENERGY BUSINESS PARK INVESTIGATION

Feedstock Assessment

Timber	Grasses	Waste Materials	Fats / Oils
Southern Pine / Hardwood	Elephant Grass	MSW	Yellow grease
Other Timber Biomass	E-Grass	Construction Debris	Virgin Vegetable Oils
Eucalyptus Trees	Switch grass	Landscape / Yard	<ul style="list-style-type: none"> Soybeans Peanuts Cottonseed
Melaleuca Trees		Food waste	
Popcorn Trees			


SJH Addition

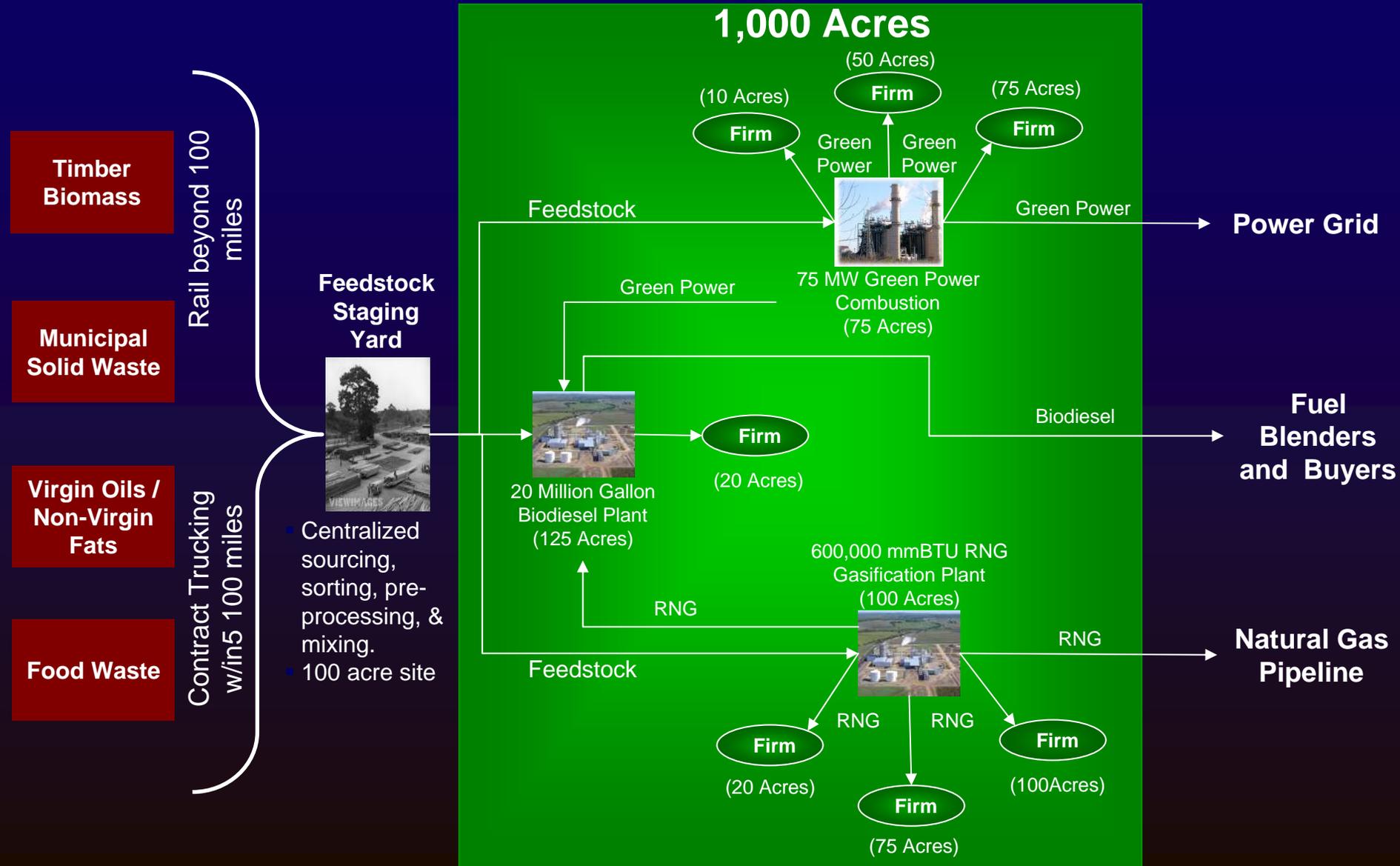
Highlighted in **red** are feedstocks the Council members listed that are non-native, invasive species and currently illegal to grow commercially.

Green Energy Business Parks

Green Energy Business Parks Have The Potential To:

- Centralizing feedstock sourcing in the region, which mitigates sourcing risks and potentially sourcing costs for alternative energy project developers.
- Attracting alternative energy project developers.
 - Brings new jobs, businesses, and advanced technologies to the region.
- Reducing the region's carbon footprint.
- Leveraging the region's available indigenous feedstocks.
 - Could be a platform for sourcing feedstocks from outside the region, such as timber biomass from Southern Alabama and Georgia

Green Energy Parks



Green Park Site Selection

- **RFP Issued**
 - **Determine number of sites that fit specifications**
 - **Assemble regional selection committee**
 - **Committee site selection**
 - **Basic engineering for each site selected**

Green Park Site Selection

- **Selected Sites**
 - **Two pilot sites with a possible third as an alternate**

Green Park Site Selection

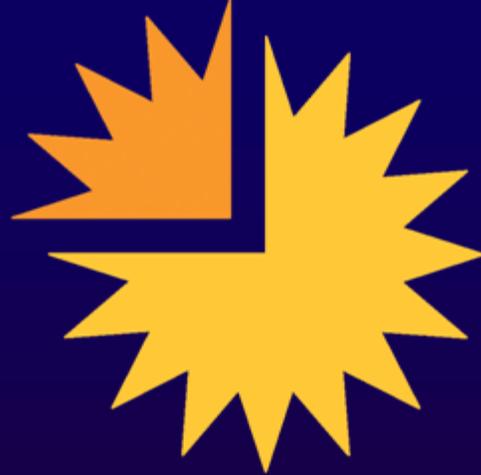
➤ Next Steps

- Engineering and recommendations**
- Work with private/public developer on specifications for site**
- Marketing recruitment of site to renewable energy/fuels companies and complimentary industry**
- Continue to pursue funding for feedstock assessment, harvesting assessment and conversion technology**

Workforce Preparation

➤ Next Steps

- Refine skill requirements for “green occupations”**
- Identify employment gaps**
- Match skill requirements with unemployed skills**
- Identify certification & degree program capacity in Northwest Florida**
- Continue to pursue development of training programs to fill gaps**



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