



# OLF-8

## Phase 2 Plans Update

Committee of the Whole Presentation  
February 11, 2021



# TODAY'S PRESENTATION

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1. Project Understanding
2. Assumptions
3. Plan Updates
4. Economic Impact of Job Creation
5. Questions for moving forward

# QUESTIONS

1. Time vs/ money constraints - What is the ideal timeline for build-out?
2. How much land should be devoted to commerce use only?
3. What, if any, housing types would you consider?
4. How will public input be incorporated into the final plan?
5. What are the desired job types?
6. Is the proposed project timeline acceptable?

# SCALE COMPARISONS



Downtown Pensacola



Navy Federal x2.5



ST Aerospace x18

# PROJECT GOALS & PRIORITIES

- 1. Attract over 1,000 high paying jobs to OLF8**
2. Provide County residents with a solid rate of return on their investment
3. Bring long-term value to OLF8 & Beulah

# ESCAMBIA COMPREHENSIVE PLAN

**Future Land Use Element:** Purpose and intent is to establish future land patterns that support and encourage compact, mixed-use urban development and support transit

## **OBJ FLU 1.1 Growth Strategies**

- Apply accepted planning principles and utilize innovative and flexible planning strategies to achieve orderly and balanced growth and development

## **OBJ FLU 1.3 Future Land Use Map Designations**

- Designate land uses on the FLUM to discourage urban sprawl, promote mixed use, compact development in urban areas and support development compatible with the protection and preservation of rural areas.

## **Housing Element**

### **HOU 1.1.5. Mixed-use Development.**

- Escambia County will encourage mixed-use development, which places housing within close proximity to non-residential opportunities, such as retail and employment centers.

# PROJECT GOALS & PRIORITIES

- 1. Attract over 1,000 high paying jobs to OLF8**
- 2. Provide County residents with a solid rate of return on their investment**
- 3. Bring long-term value to OLF8 & Beulah**
4. Create a thriving, walkable center for Beulah
5. Improve circulation and consider planned transportation improvements
6. Connect people to the open space network and community amenities
7. Build a place respectful of Beulah's heritage
8. Increase community wellness
9. Provide a resilient block structure that can adapt to changing market needs
10. Diversity of housing for Beulah residents

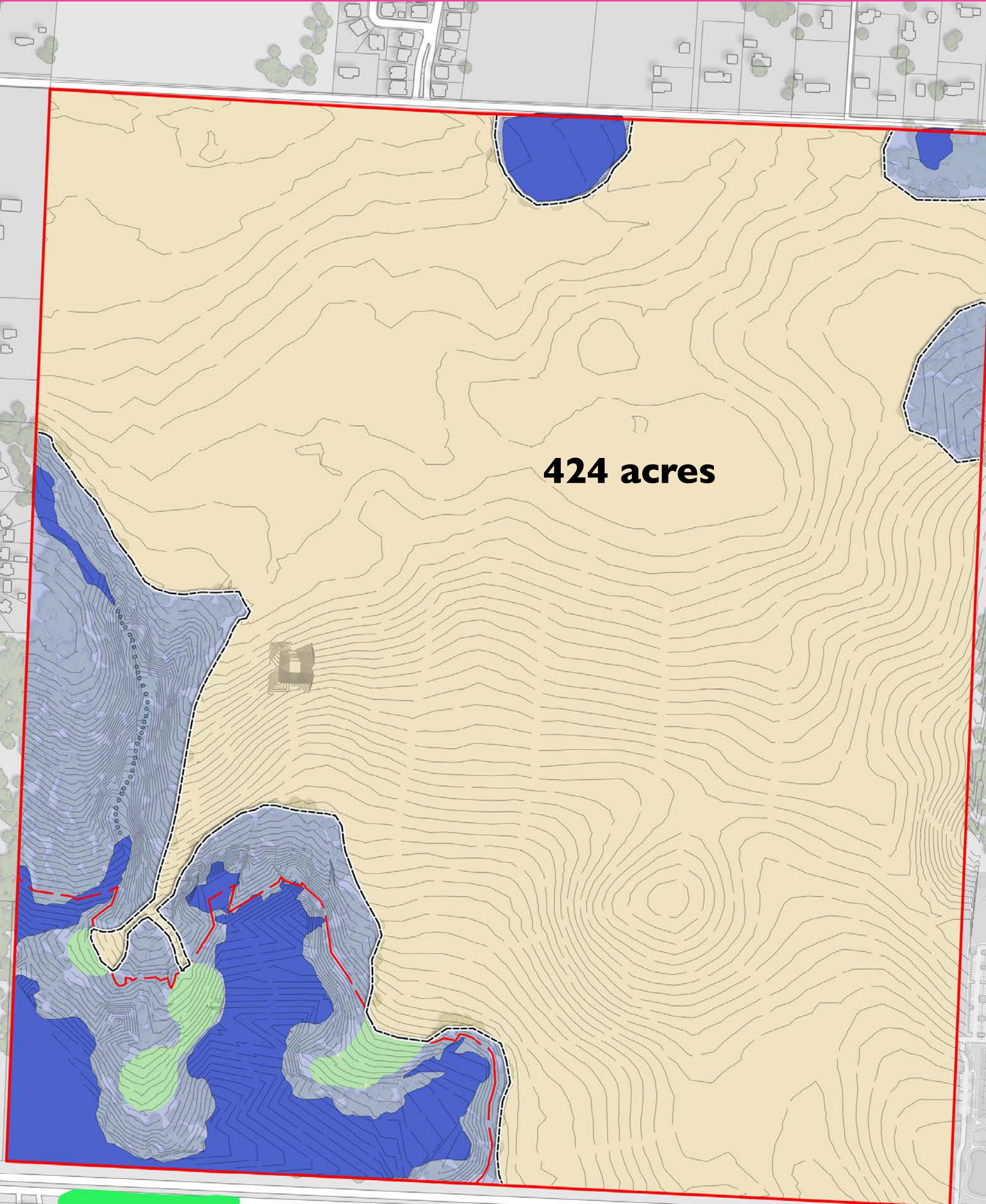
# COMMISSIONER DIRECTIVES

1. Confirm what portion of the site is developable and be consistent across all plans.
2. Draw hybrid plans (with no housing and with some housing).
3. Understand 1,000 jobs on site is the minimum target.
4. Provide an economic impact analysis for jobs creation.
5. Assess the plans from a Triumph funding potential.



# ASSUMPTIONS

# AVAILABLE DEVELOPABLE ACREAGE



## Proposed Conservation Easement Reasoning

1. Proximity to wetlands
2. The low right corner also shows considerably higher slopes which are not appropriate for development
3. Low elevations subject to potential runoff and flooding
4. Water quality

- Wetlands
- Treed
- Low Land - Water Quality and Run-Off Concern
- Developable Land (424 acres)
- 100 ft elevation line
- Proposed Conservation Boundary

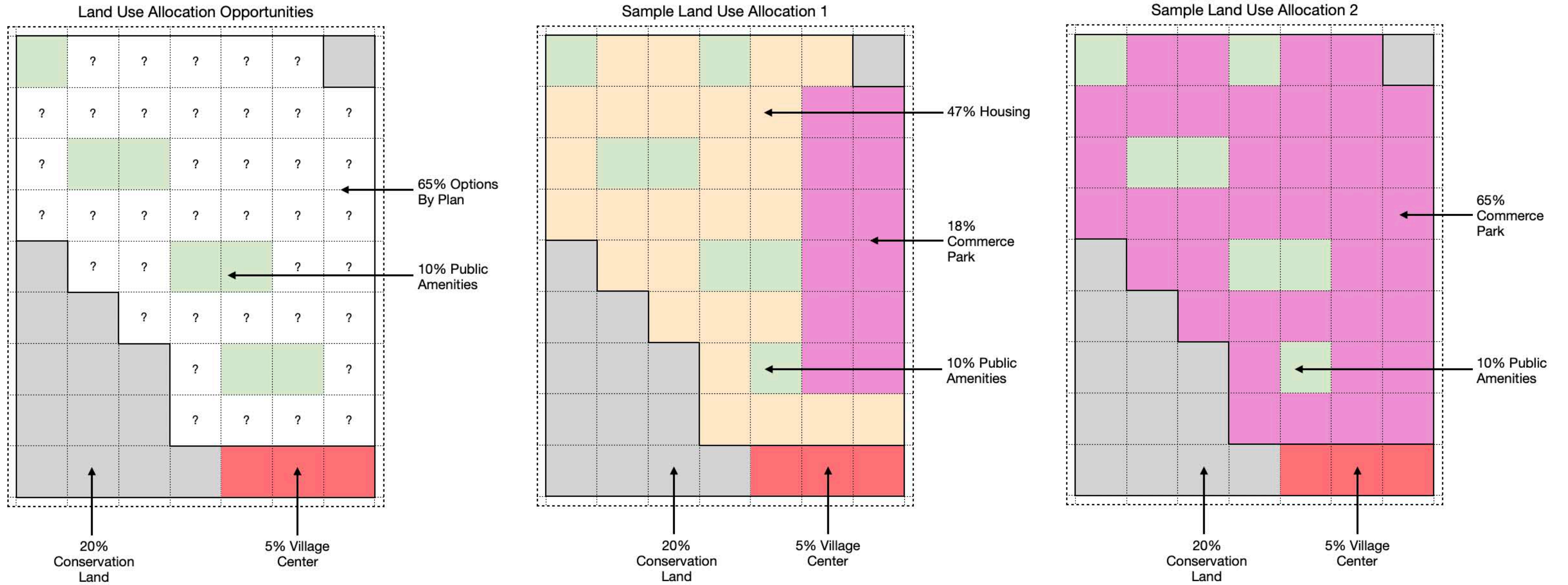
Flood Zone X & AE

Flood Zone AE

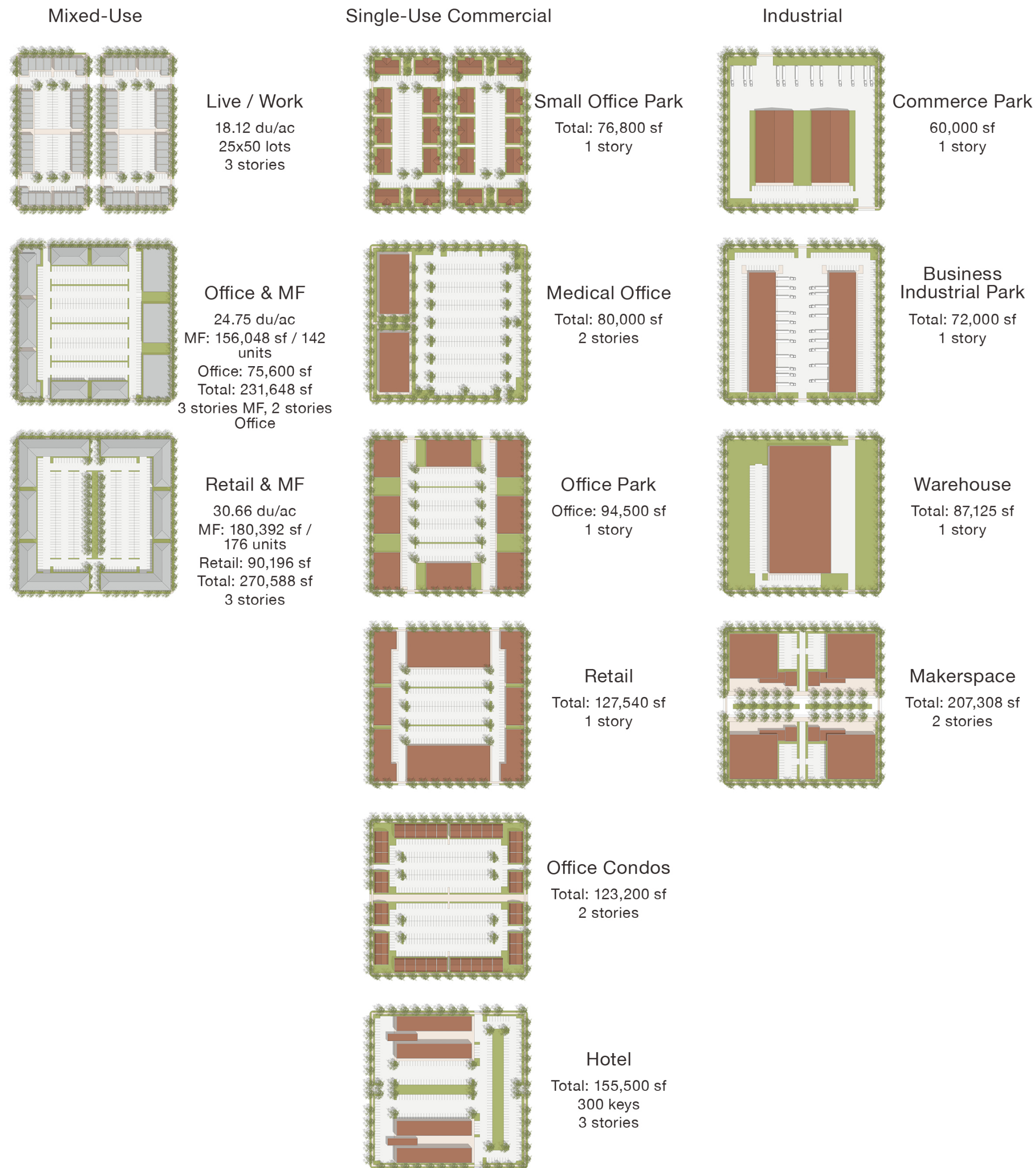
## **Economic Impact Analysis + other metrics to gage highest and best use**

1. Economic impact of jobs creation (temporary and permanent jobs)
  2. Property taxes and retail sales taxes
  3. Aggregate land sales
- +
4. Quality of Life impacts and value creation

# FLEXIBLE MASTER PLAN



# JOB ESTIMATES BY BUILDING TYPOLOGY & INDUSTRY SECTOR



- **Job Density / Acre:**
  - 1,000 jobs: 9 - 72 acres
  - 2,000 jobs: 18 - 144 acres
  - 3,000 jobs: 27 - 216 acres
  - 4,000 jobs: 36 - 288 acres

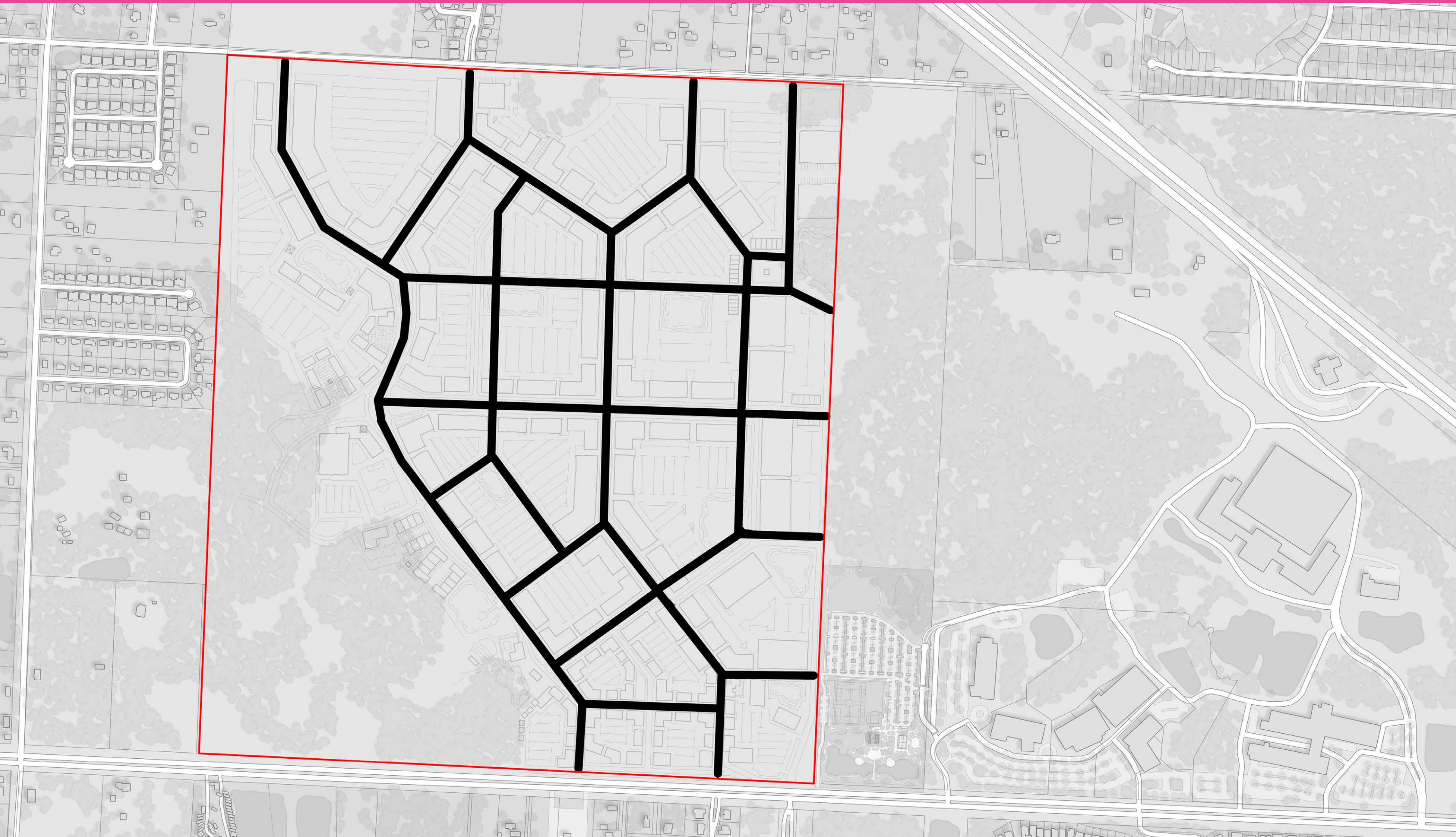
See Commerce Block Typologies in appendix for more information

# POTENTIAL IMPACTS FOR JOBS ON SITE

- **Timing of I-10 interchange**
  - Potentially a 2028 (2032) project, possible completion by 2030
- **Triumph Fund Conditions**
  - Matching funds obligation
  - Claw back and other contractual obligations
  - Time limit for job creation
  - Committed jobs matter, not acreage or land use
- **Available commerce park acreage + target for desired job types on OLF8**
- **Jobs absorption on OLF8 site**

# PLAN UPDATES

# PLAN FRAMEWORK





# PLAN COMPARISONS

## Commerce Plan



- ~~400~~ 350 acres devoted to commerce
- ~~8,000~~ 7,000 potential commerce related jobs

## Hybrid Plan



- ~~250~~ 237 acres devoted to commerce
- ~~5,000~~ 4740 potential commerce related jobs

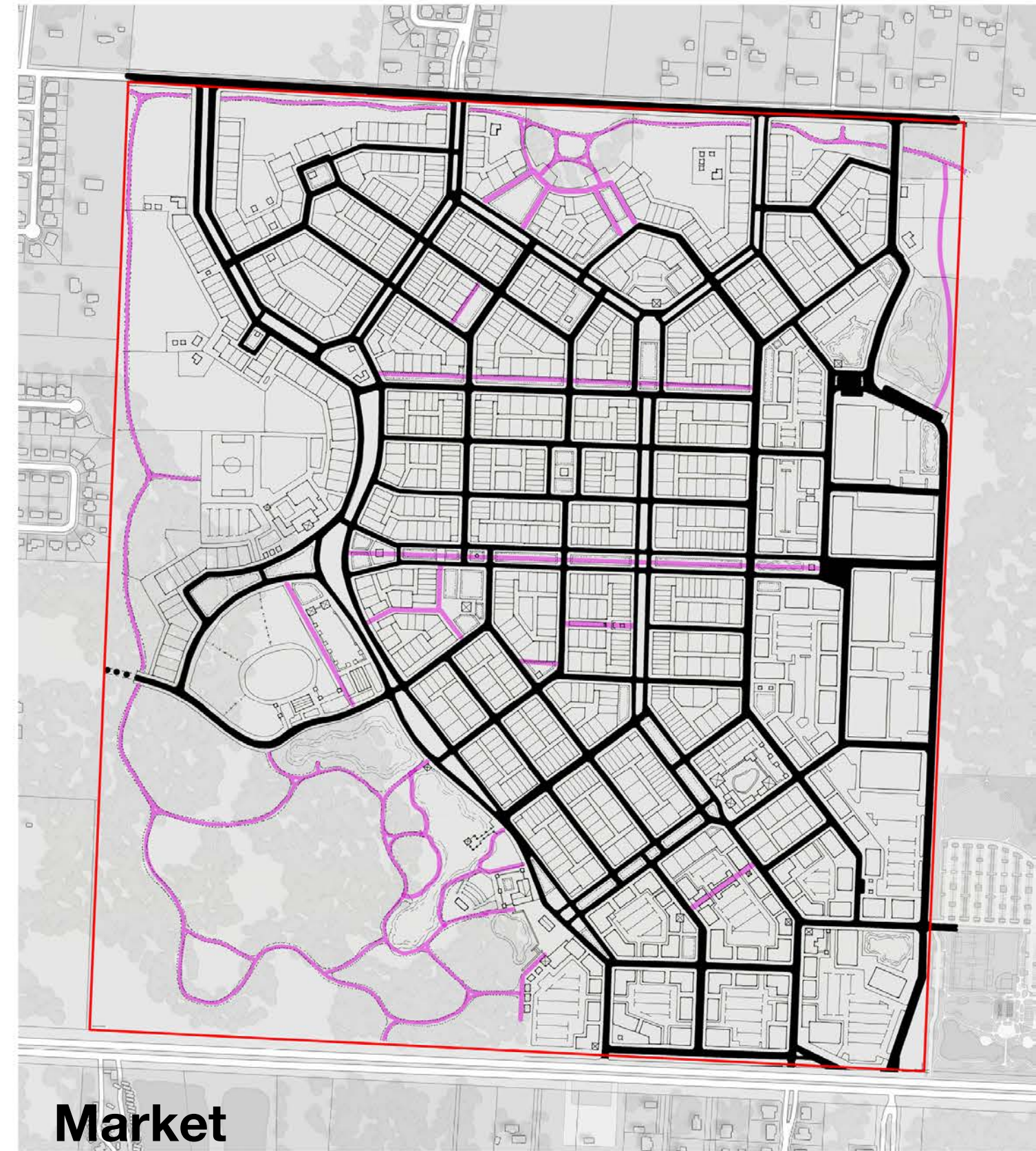
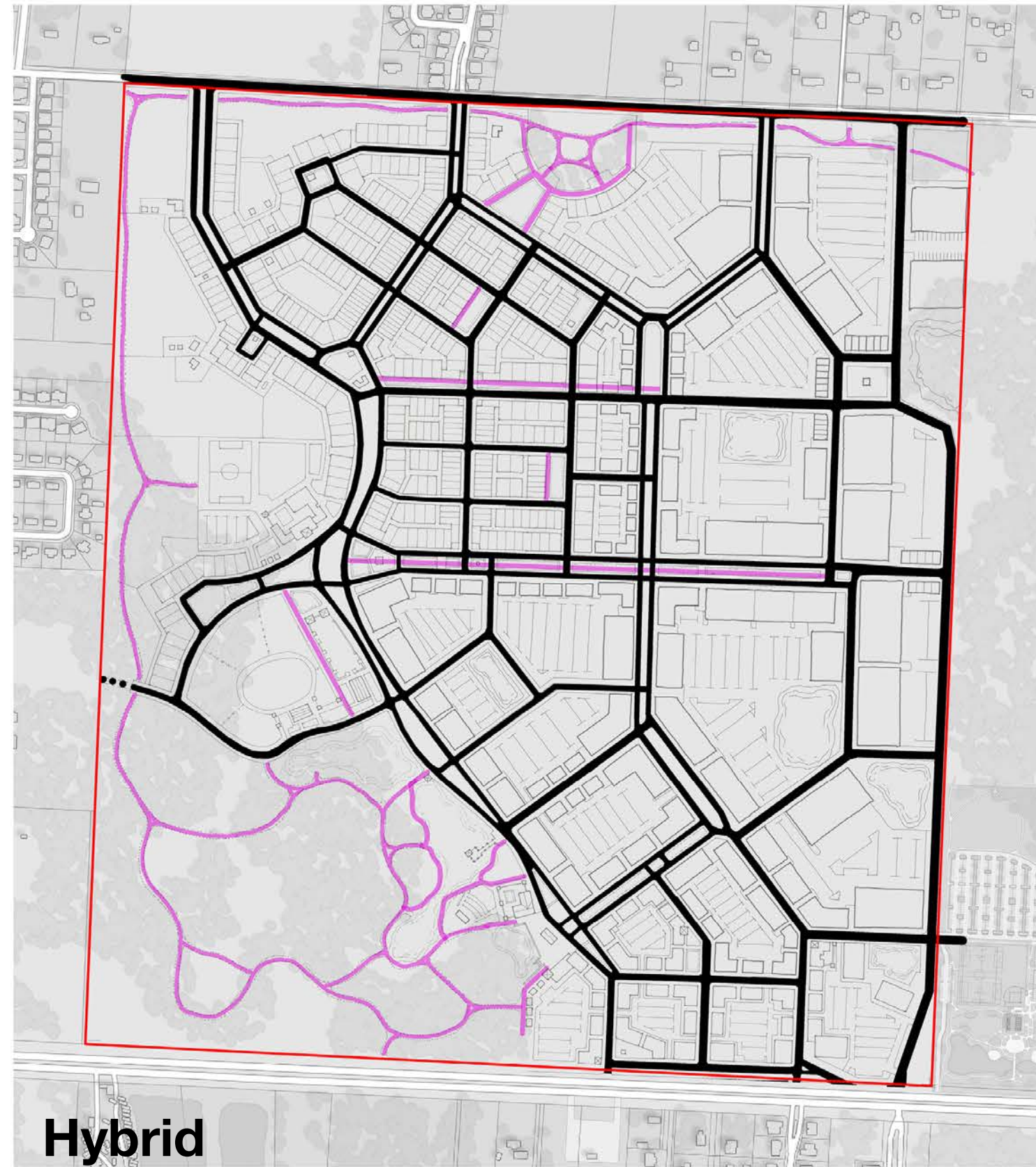
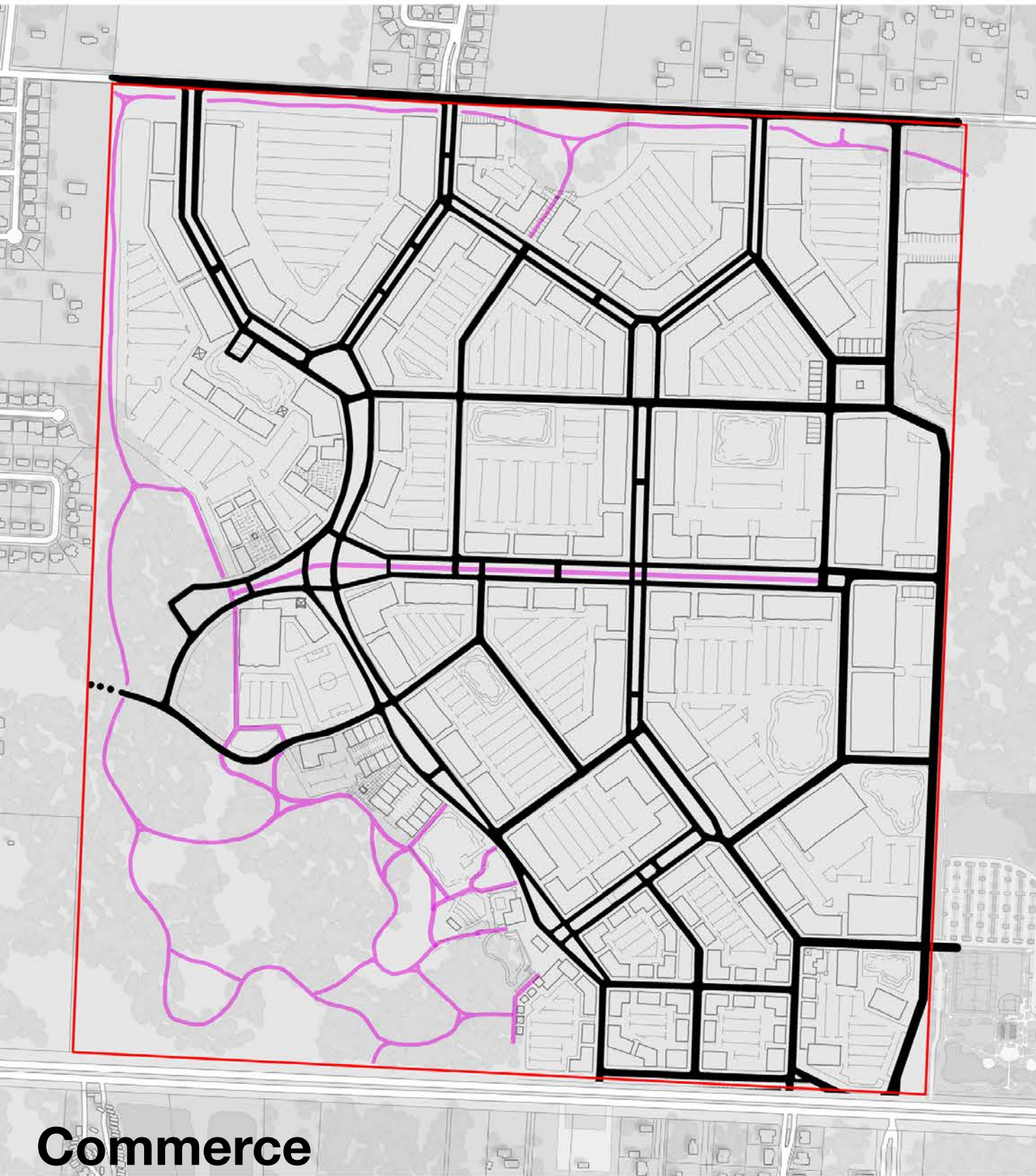
## Market Plan









- ~~92~~ 90 acres devoted to commerce
- 1,800 potential commerce related jobs

Assumes 20 jobs / acre (*Navy Federal = 66 jobs/acre*)

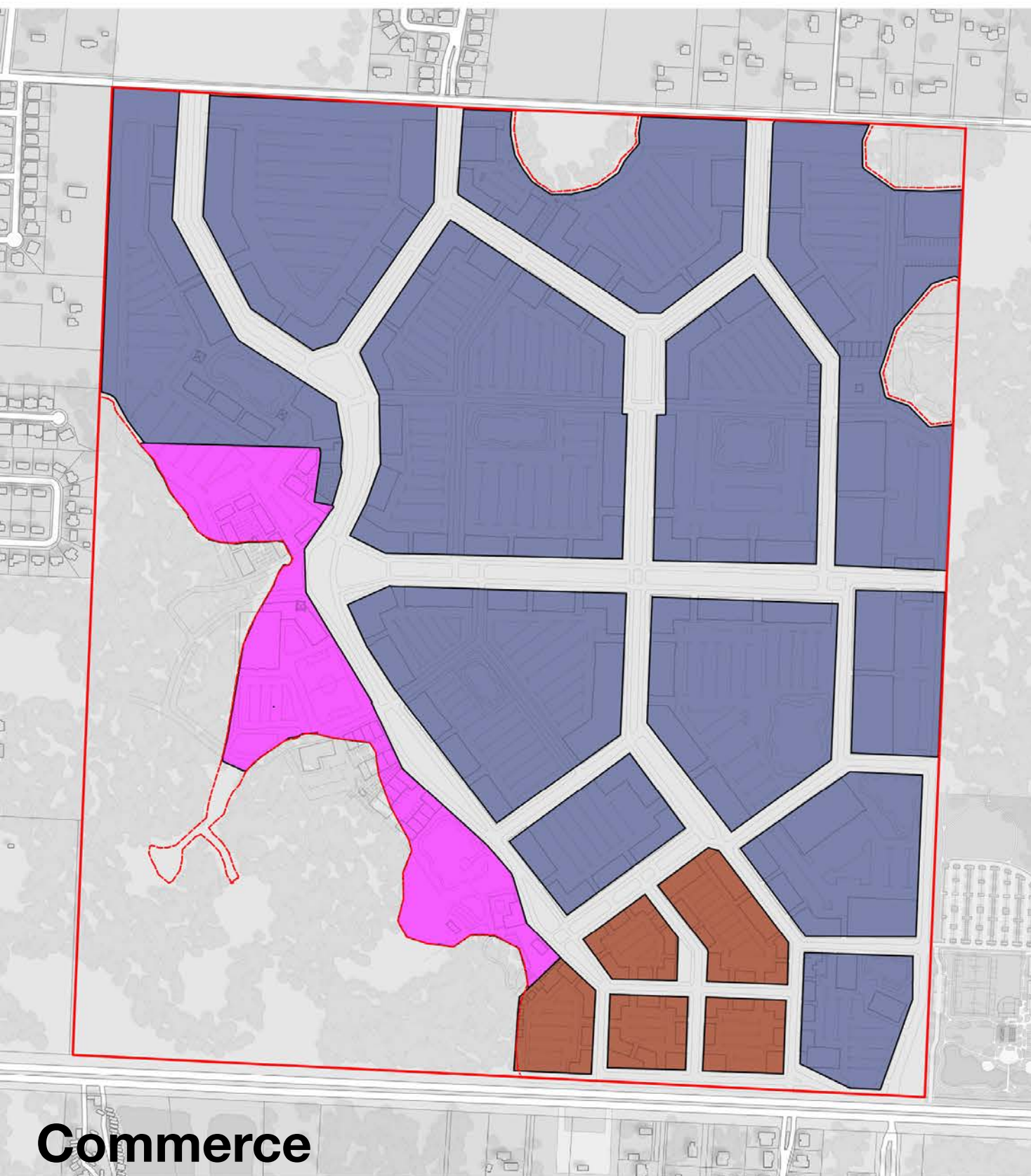
# PLAN COMPARISONS: ROAD & TRAILS NETWORK



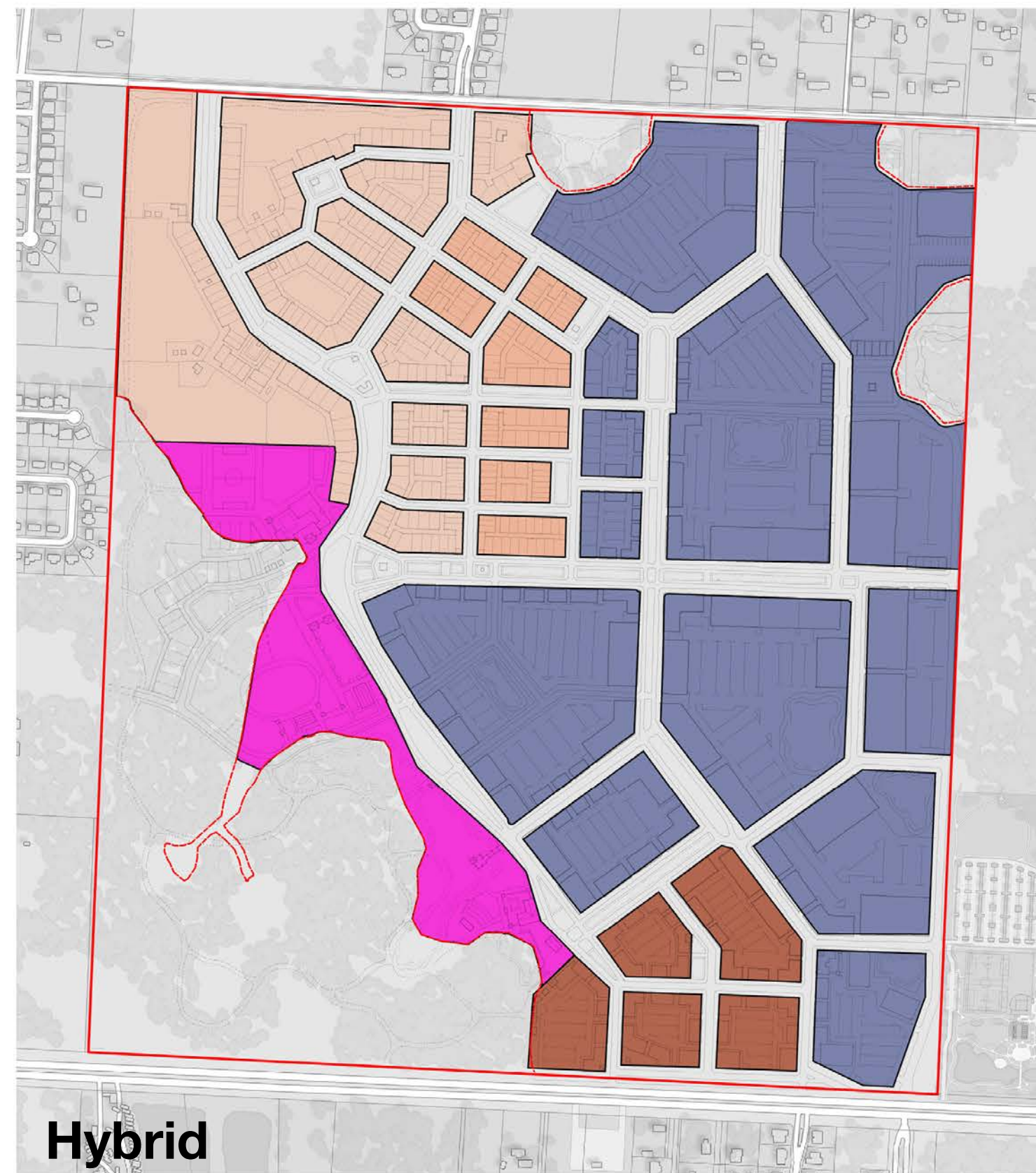
# PLAN COMPARISONS: BLOCK INTENSITY

-  Low Intensity Single-Family
-  Medium Intensity Single-Family
-  Multi-Family
-  Mixed Use
-  Commercial & Industrial
-  Public Amenities

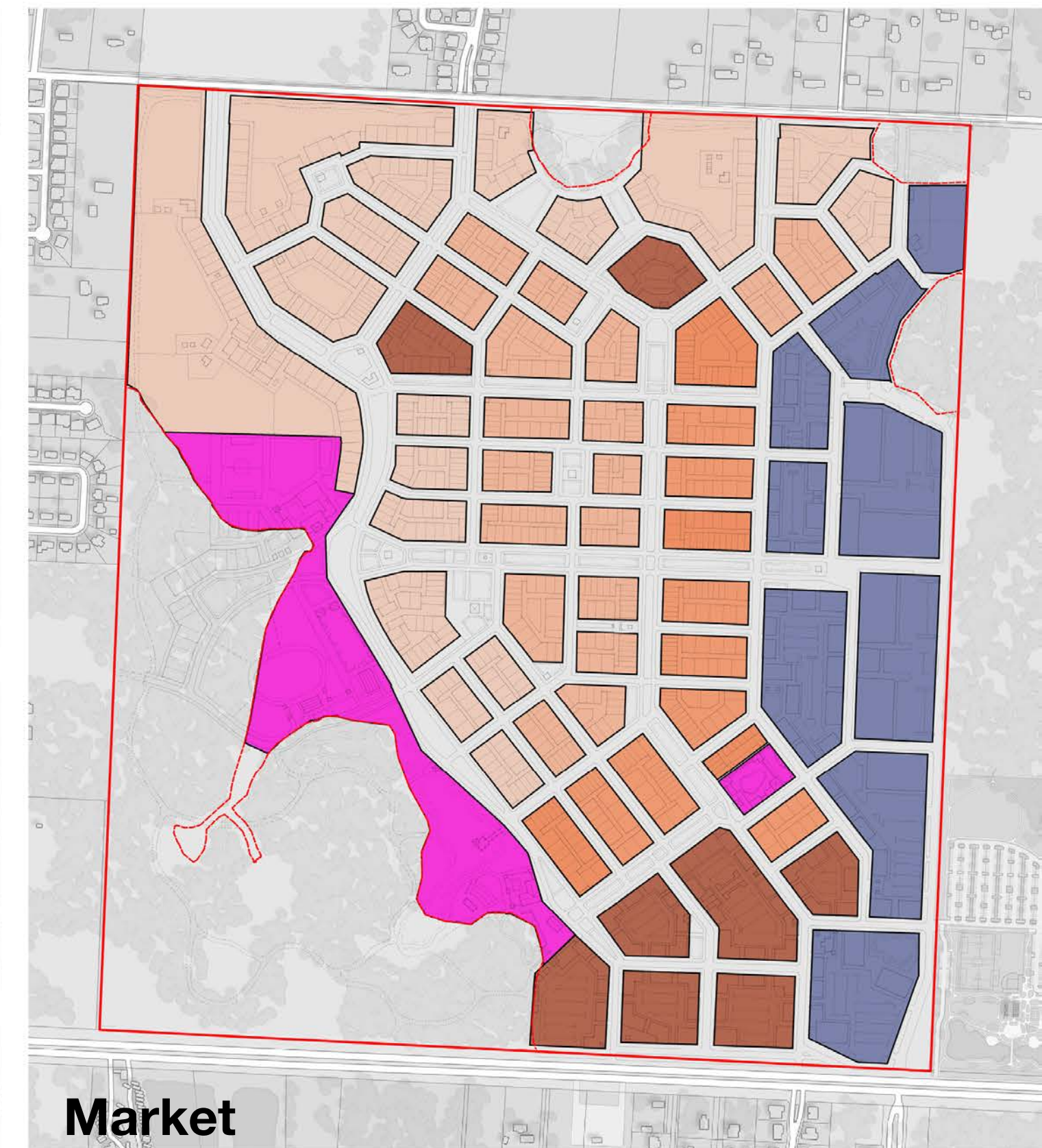
**Assumes 20 jobs / acre**  
*(ST Aerospace = 20 jobs/acre)*  
*(Navy Federal = 66 jobs/acre)*



- 350 acres devoted to commerce
- 7,000 potential commerce related jobs



- 237 acres devoted to commerce
- 4,740 potential commerce related jobs



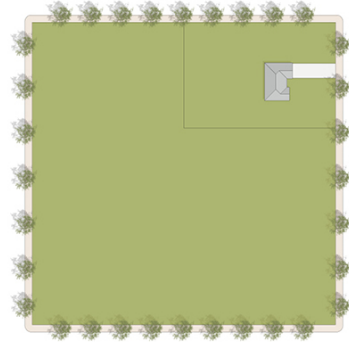
- 90 acres devoted to commerce
- 1,800 potential commerce related jobs

# MODULAR BLOCK TYPES

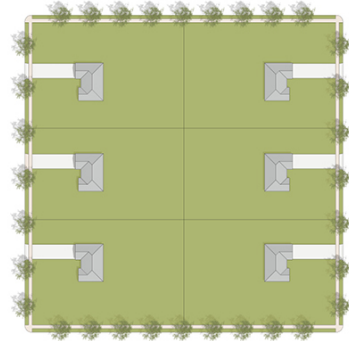
Block Intensity

Density

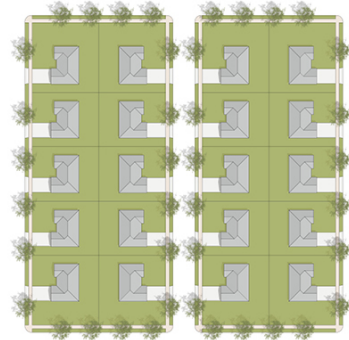
Low Intensity SF



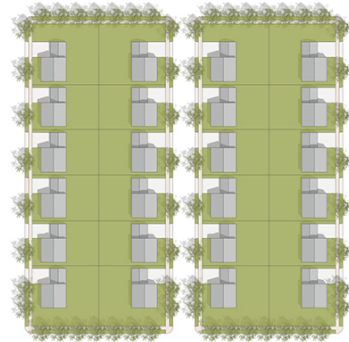
**Farmstead**  
.17 du/ac  
1 story



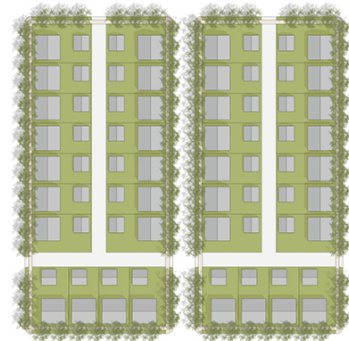
**Rural**  
1.05 du/ac  
150x250 lots  
1 story



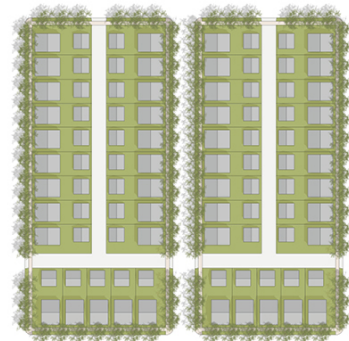
**Suburban**  
3.48 du/ac  
90x110 lots  
1 story



**Front Loaded**  
4.18 du/ac  
75x110 lots  
2 stories

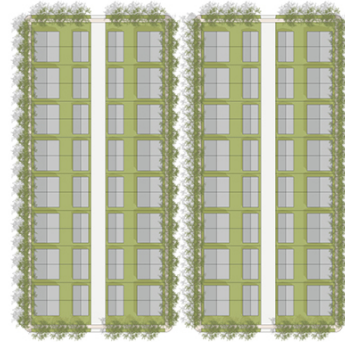


**Rear Loaded**  
6.27 du/ac  
50x100 lots  
2 stories

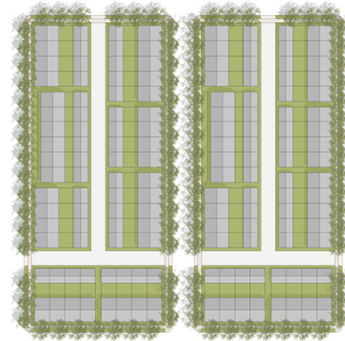


**Cottage**  
8.01 du/ac  
40x100 lots  
2 stories

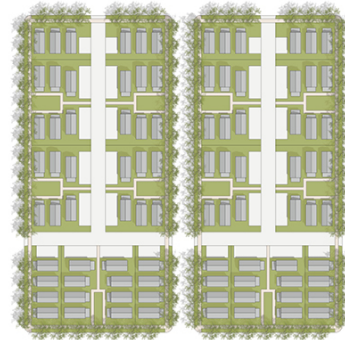
Med Intensity SF



**Duplex**  
11.15 du/ac  
30x98 lots  
2 stories

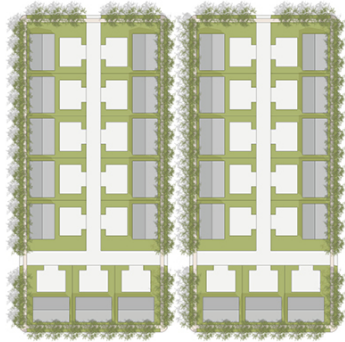


**Townhouse**  
12.54 du/ac  
25x98 lots  
2 stories

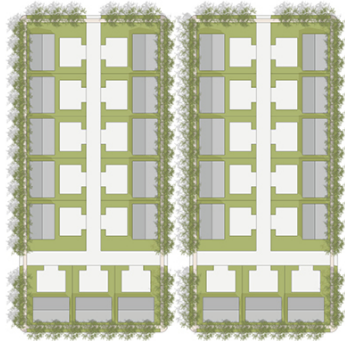


**Cottage Court**  
16.03 du/ac  
140x98 per court  
26x54 per cottage  
2 stories

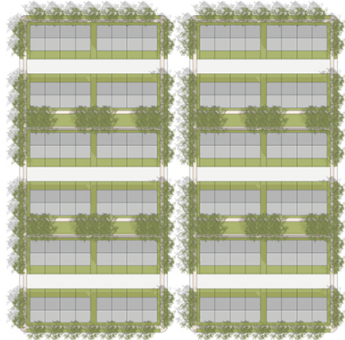
Multi-Family



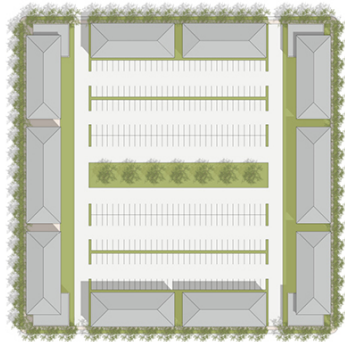
**Walk-up (4 pack)**  
18.12 du/ac  
70x98 lots  
2 stories



**Walk-up (6 pack)**  
27.18 du/ac  
70x98 lots  
3 stories



**2 Over 1**  
33.45 du/ac  
25x60 lots  
3 stories

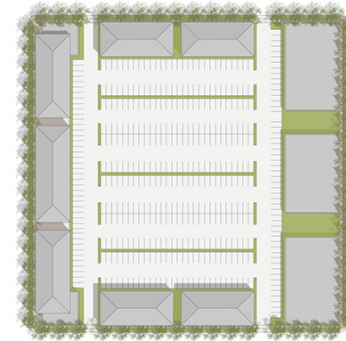


**Multi-Family**  
39.02 du/ac  
MF: 245,488 sf /  
224 units  
3 stories

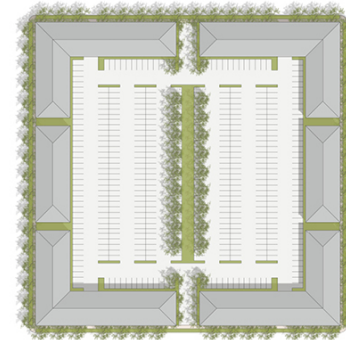
Mixed-Use



**Live / Work**  
18.12 du/ac  
25x50 lots  
3 stories



**Office & MF**  
24.75 du/ac  
MF: 156,048 sf / 142 units  
Office: 75,600 sf  
Total: 231,648 sf  
3 stories MF, 2 stories Office

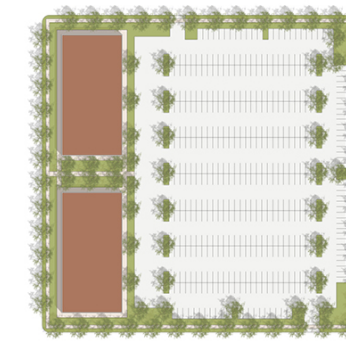


**Retail & MF**  
30.66 du/ac  
MF: 180,392 sf / 176 units  
Retail: 90,196 sf  
Total: 270,588 sf  
3 stories

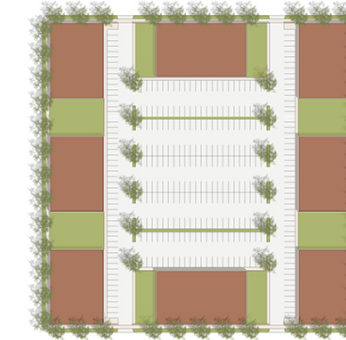
Single-Use Commercial



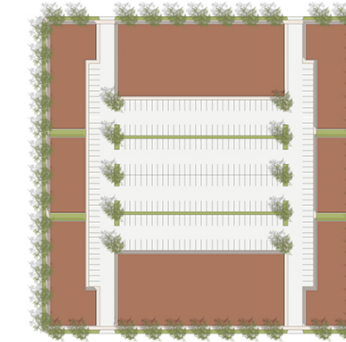
**Small Office Park**  
Total: 76,800 sf  
1 story



**Medical Office**  
Total: 80,000 sf  
2 stories



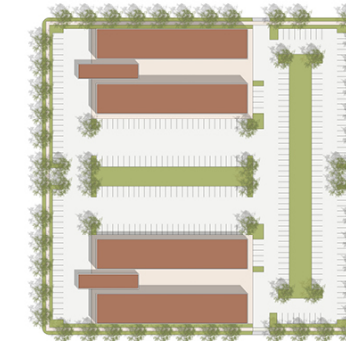
**Office Park**  
Office: 94,500 sf  
1 story



**Retail**  
Total: 127,540 sf  
1 story

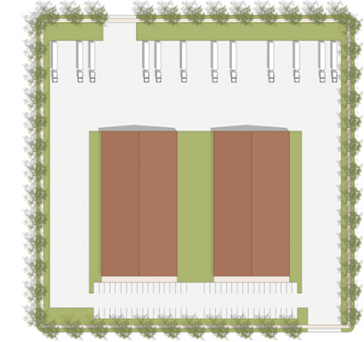


**Office Condos**  
Total: 123,200 sf  
2 stories

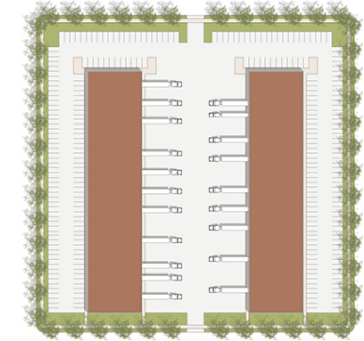


**Hotel**  
Total: 155,500 sf  
300 keys  
3 stories

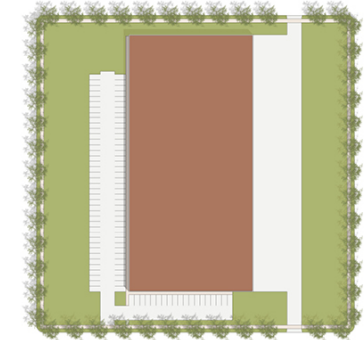
Industrial



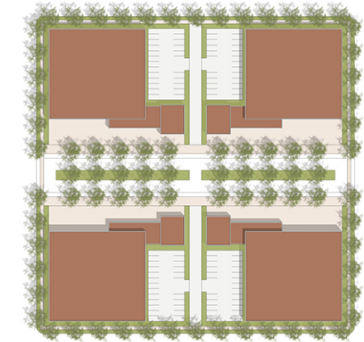
**Commerce Park**  
60,000 sf  
1 story



**Business Industrial Park**  
Total: 72,000 sf  
1 story

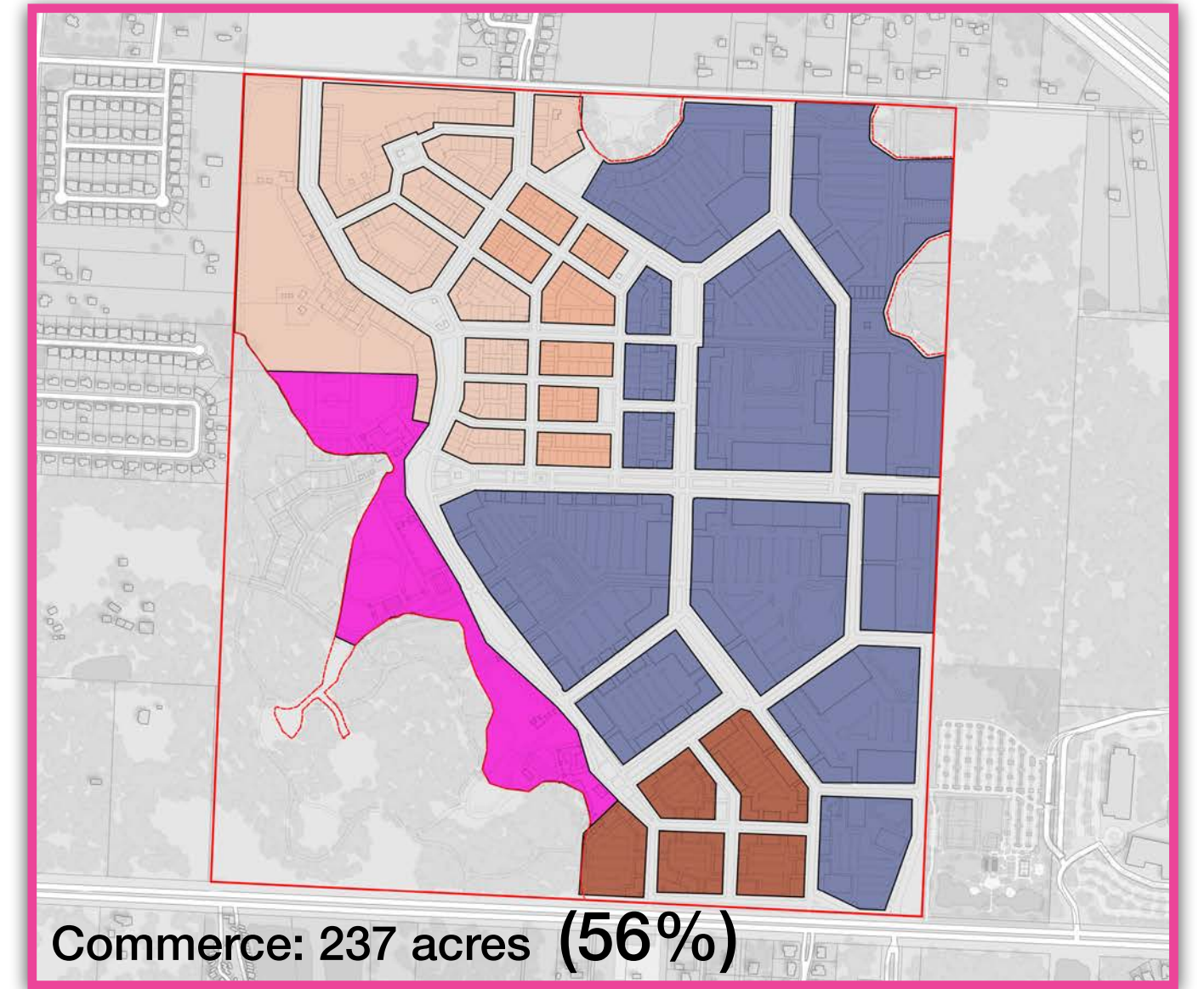
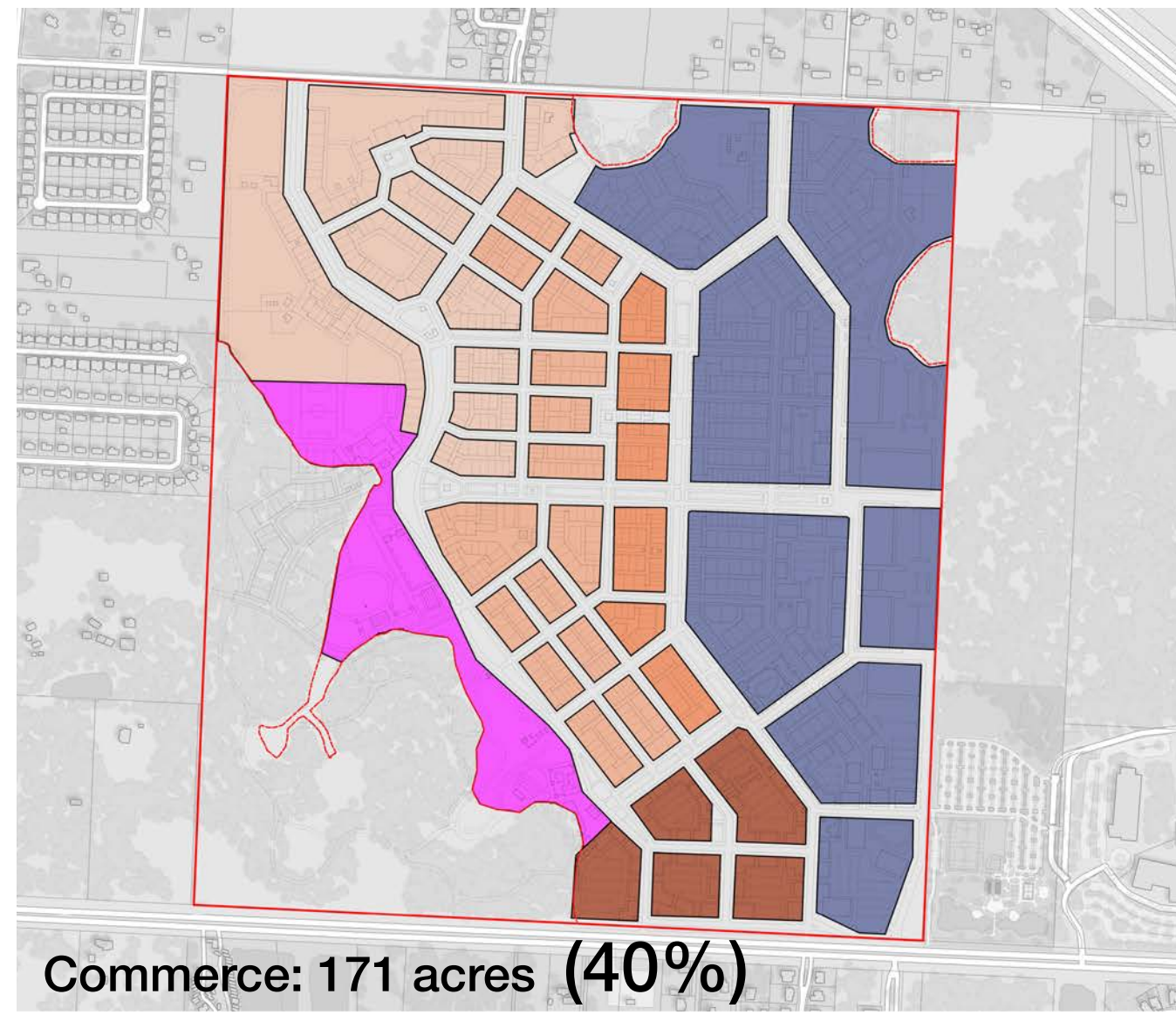
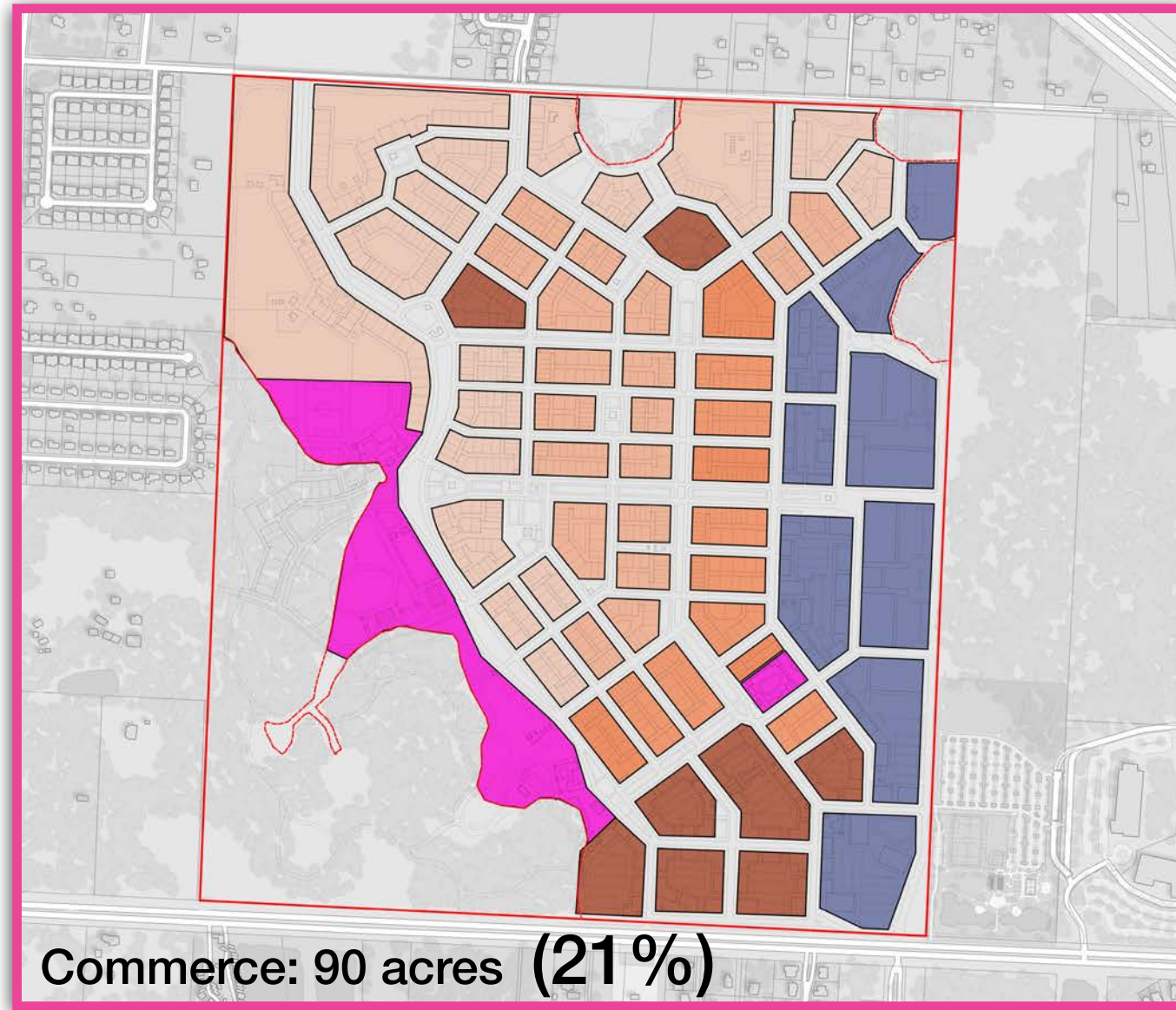


**Warehouse**  
Total: 87,125 sf  
1 story



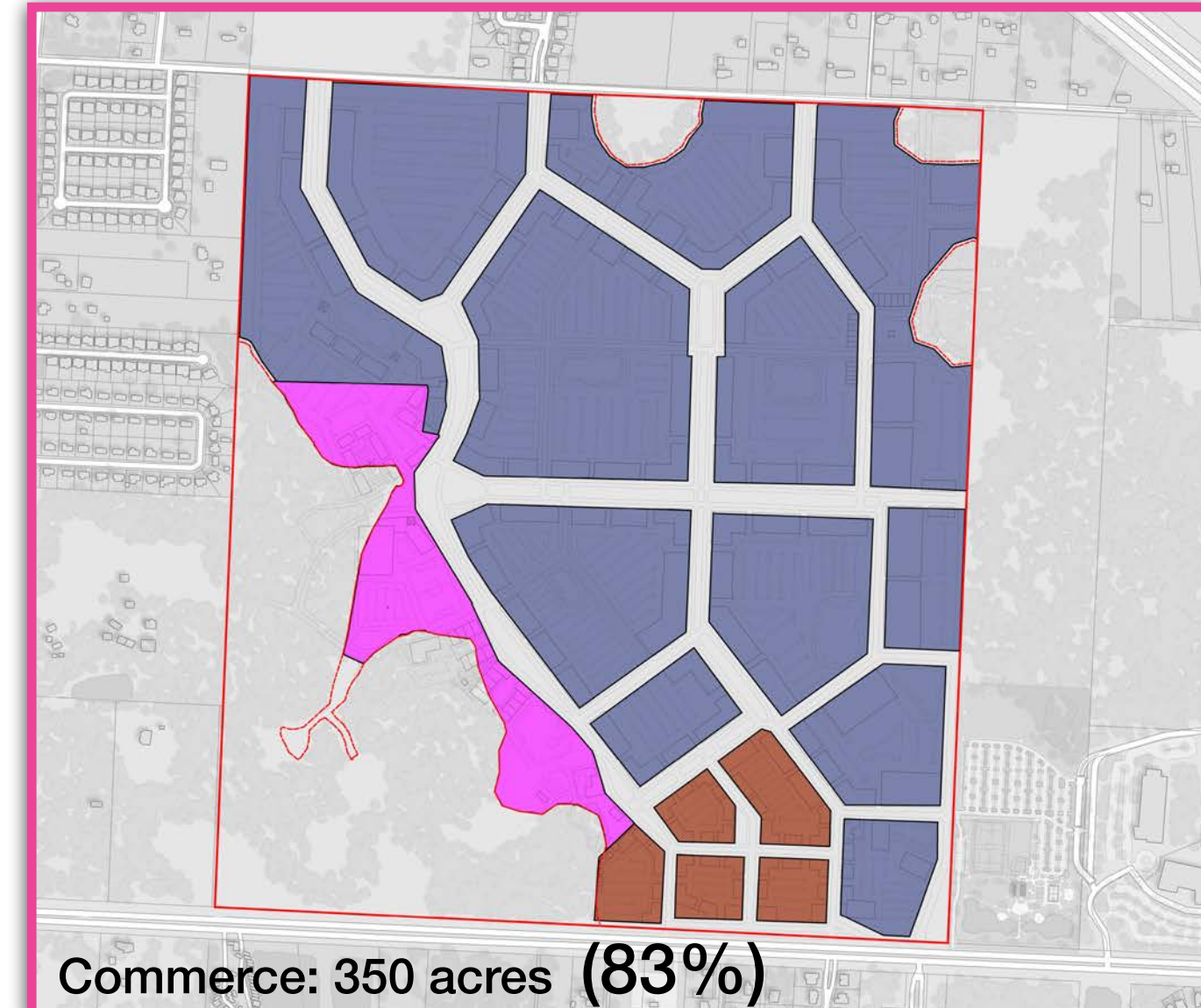
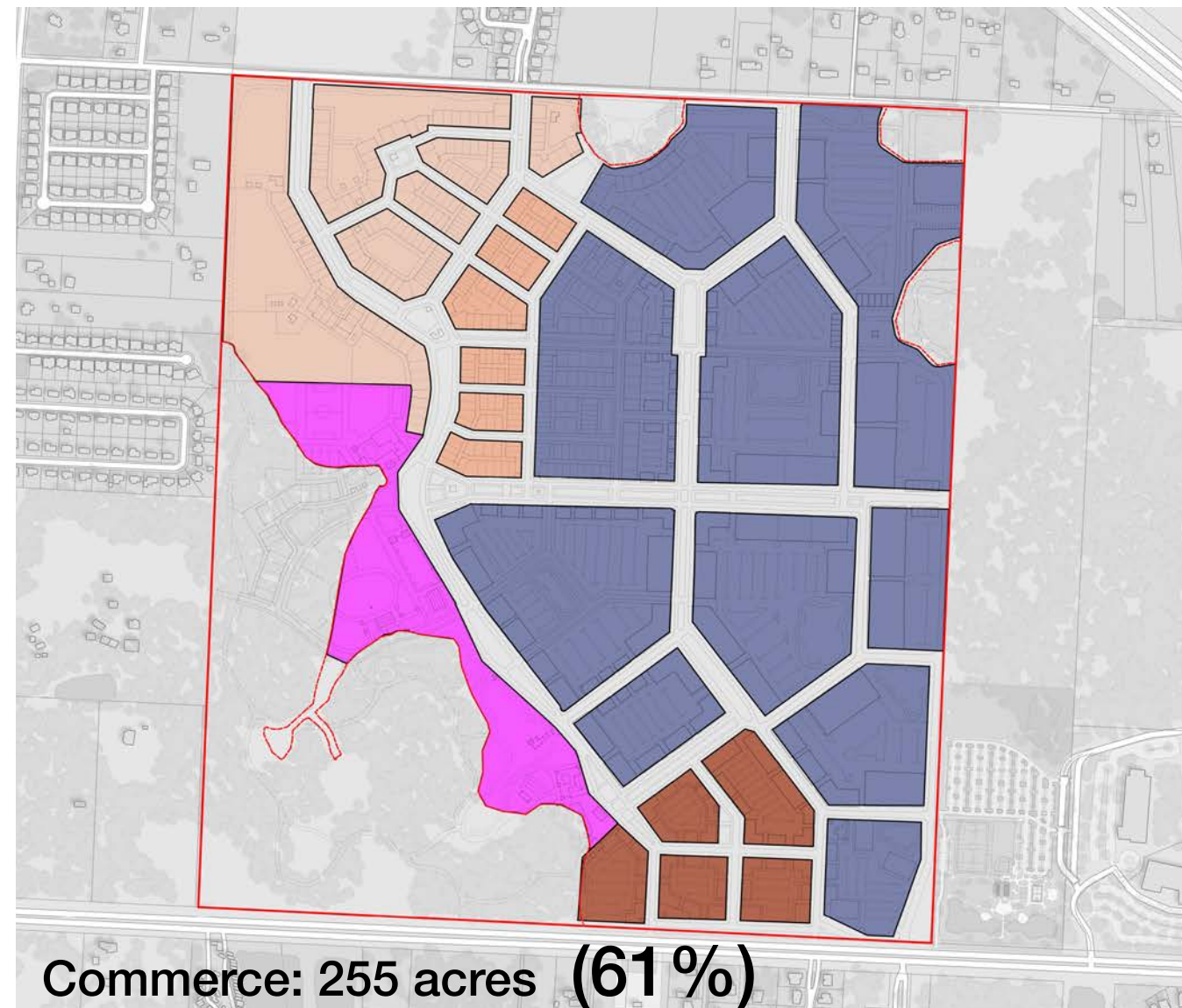
**Makerspace**  
Total: 207,308 sf  
2 stories

# THE 'FLEX' ZONING

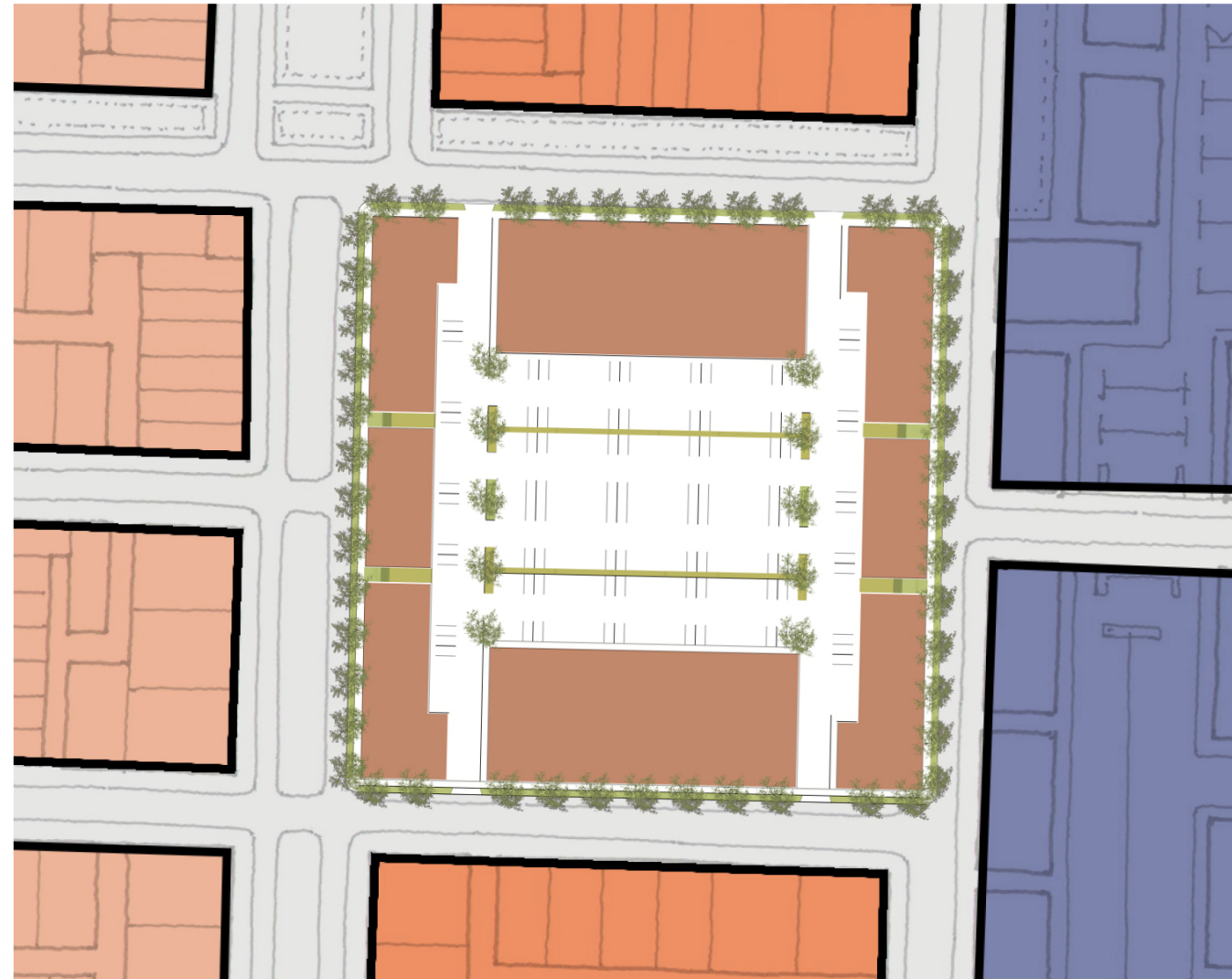
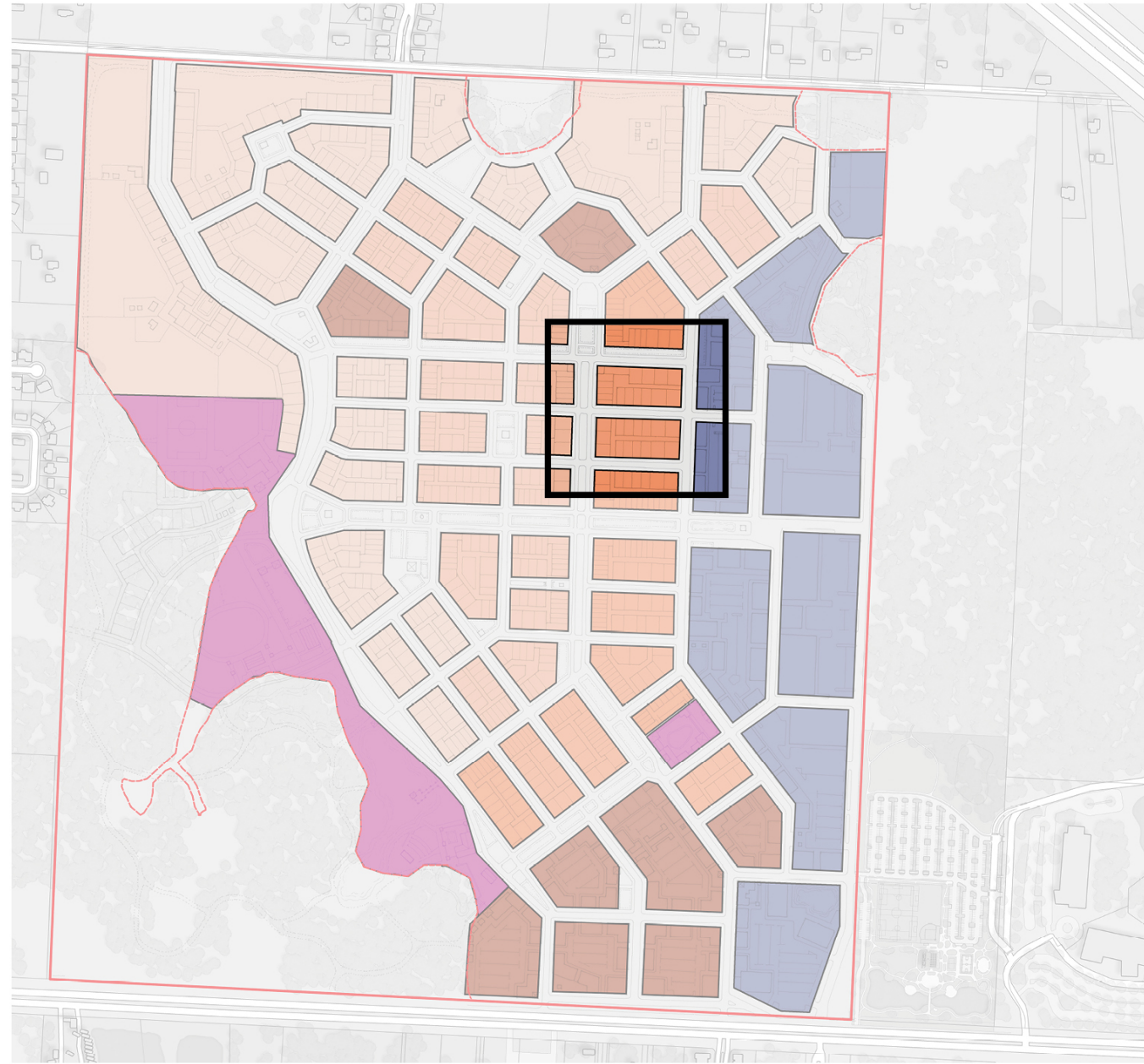


Note: % is calculated on the developable land (424 ac.)

- Low Intensity Single-Family
- Medium Intensity Single-Family
- Multi-Family
- Mixed Use
- Commercial & Industrial
- Public Amenities



# BLOCK FLEXIBILITY



Retail (Single Use Commercial)



Medical Office (Single Use Commercial)



Cottage Courts (Medium Intensity Single-Family)



Maker Space (Industrial)

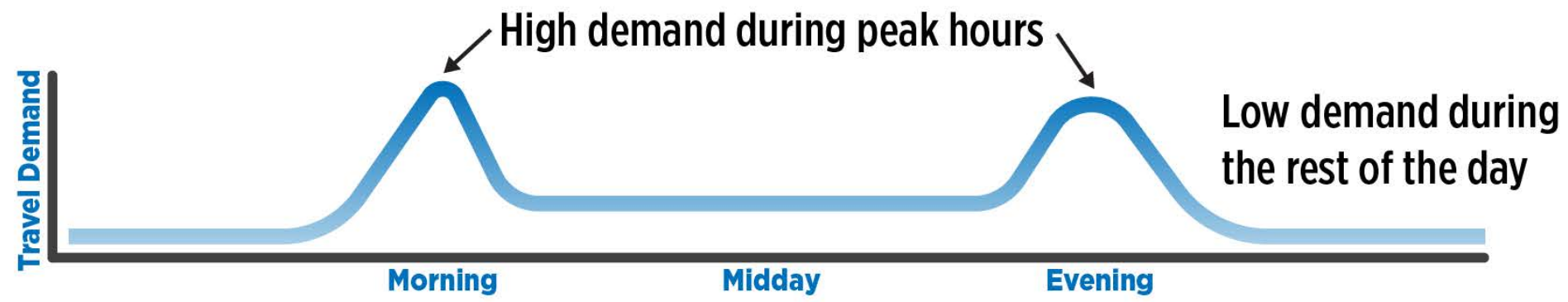


Business Industrial Park (Industrial)

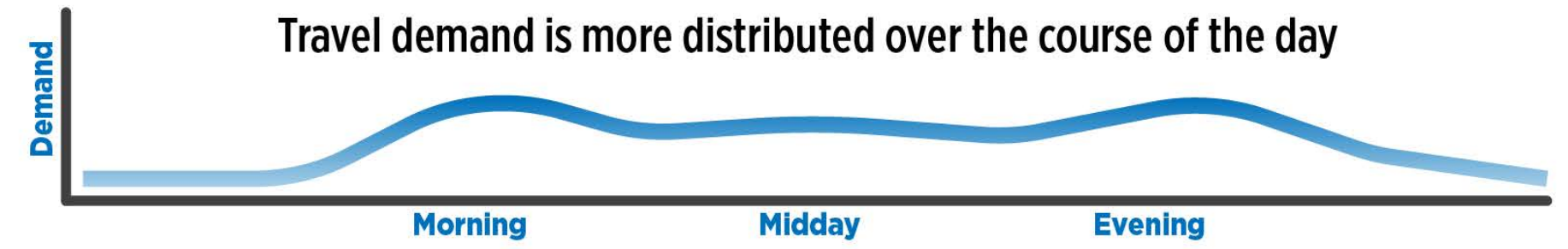
# SCALE & MIX



# TRAFFIC IMPACT COMPARISON



## Commerce Plan



## Market Plan





# OLF-8 OUTREACH & ENGAGEMENT

[www.MyOLF8.com](http://www.MyOLF8.com)

## Engage/Outreach: Social Pin Point

5489

Total Visits

1971

Unique Users

667

Unique Stakeholders

114

Comments

1135

Survey Responses

436

Registered

Charrette Attendees

646

Email Opt-Ins

## Project Website

20,590

Total Visits

6,426

Unique Users

# ECONOMIC IMPACT OF JOBS CREATION

# ECONOMIC IMPACT

## Key takeaways:

- Significant economic impact can be achieved by attracting Targeted Jobs. For every 1,000 Targeted Jobs created at OLF8, far greater numbers of indirect and induced jobs are created. If 2,000 direct jobs are created, an additional 1,385 indirect and induced jobs are also created. The impact from this job growth is quantified in the Haas Center analysis.
- Targeted Jobs established at OLF8 can result in between \$293.5 million (1,000 jobs) to \$1.364 billion (4,000 jobs) or more in annual economic impact.
- In addition to the annual economic impacts from job creation and potential tax revenue, the economic impacts resulting from construction spending and employment necessary to build out the master plan range from \$837.5 million to \$1.3 billion, demonstrating that a higher density plan provides significantly greater impact and employment opportunities.
- The Haas Center estimates direct, indirect and induced employment due to construction as totaling 7,158 jobs (5,287 direct) in Scenario A and 11,961 jobs (8,797 direct) in Scenario B. Direct labor income is projected at approximately \$48,000 annually in current dollars.

# ECONOMIC IMPACT

<b>ECONOMIC IMPACT FROM:</b>	<b>Scenario A:</b>	<b>Scenario B:</b>
	225,000 SF of Retail Space 200 Higher-Density Residential Units 0 Lower-Density Residential Units	225,000 SF of Retail Space 1,100 Higher-Density Residential Units 918 Lower-Density Residential Units
<b>ECONOMIC DEVELOPMENT</b>		
Average Income Per Job \$62,279 - \$63,569		
1,000 Targeted Jobs	\$293,466,427	\$293,466,427
<b>2,000 Targeted Jobs</b>	<b>\$614,725,655</b>	<b>\$614,725,655</b>
<b>3,000 Targeted Jobs</b>	<b>\$970,589,449</b>	<b>\$970,589,449</b>
4,000 Targeted Jobs	\$1,364,178,062	\$1,364,178,062
<b>CONSTRUCTION</b>		
Direct Construction Jobs	5,287	8,797
Average Income per Job	\$48,293	\$47,471
Other Jobs (Indirect, Induced)	1,871	3,164
<b>Total Construction Impact</b>	<b>\$837,541,286</b>	<b>\$1,291,252,970</b>
<b>RETAIL</b>		
Direct Retail Jobs	1,140	1,140
Average Income per Job	\$30,515	\$30,515
Other Jobs (Indirect, Induced)	310	310
<b>Total Annual Retail Impact</b>	<b>\$131,411,708</b>	<b>\$131,411,708</b>
<b>POTENTIAL TAX REVENUE:</b>		
Sub-County General and Special Districts, and County, Excluding State and Federal		
FROM CONSTRUCTION SPENDING AND EMPLOYMENT	\$9,214,586	\$16,915,606
ANNUALLY FROM RETAIL OPERATIONS	\$6,668,795	\$6,668,795

Source: Haas Center

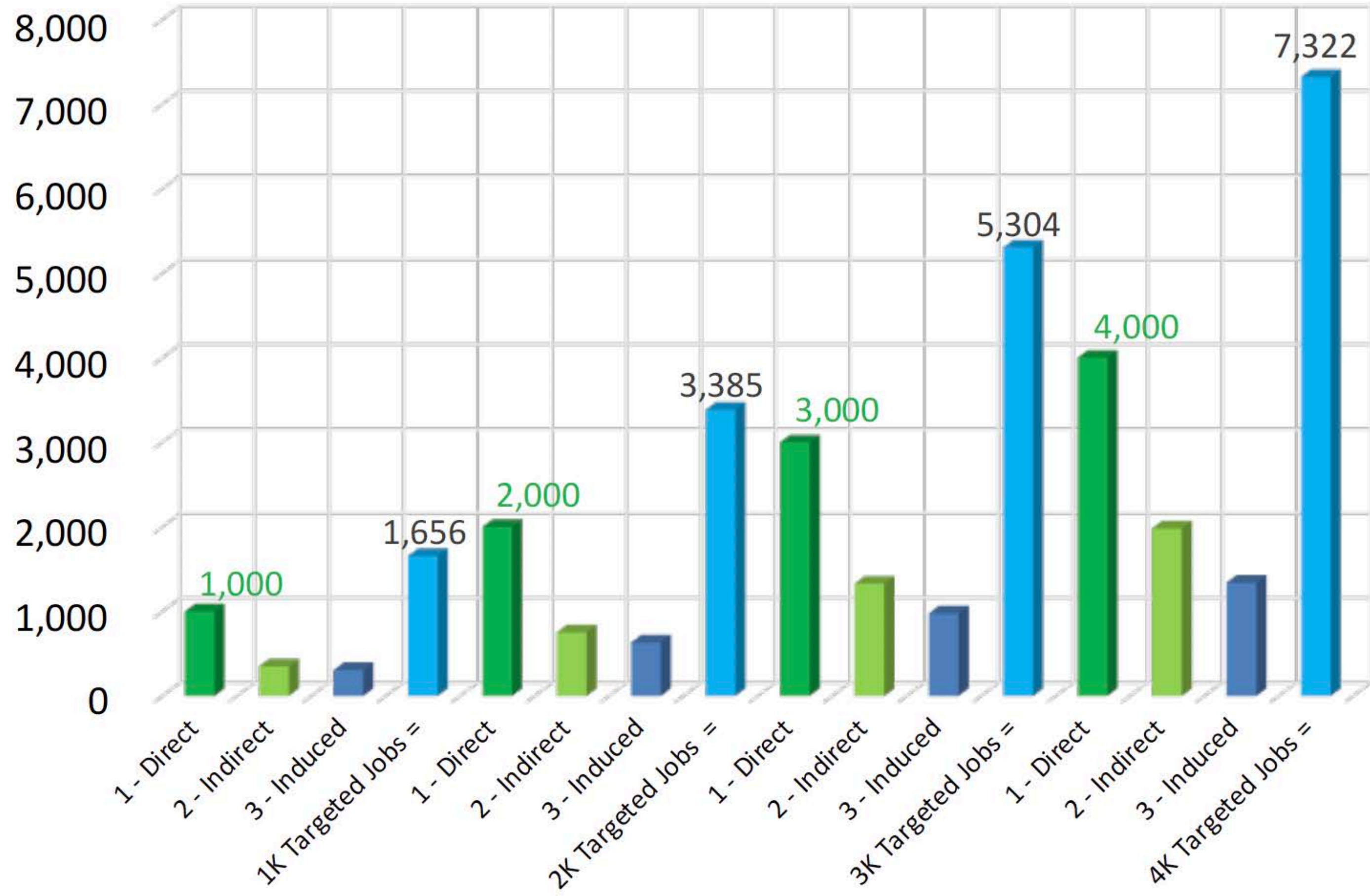
Note: All projections are estimates, and market conditions at the time will determine actual economic impacts and taxes.  
All estimates are in 2021 dollars and have not been adjusted for inflation

# ECONOMIC IMPACT

<b>SUMMARY OF POTENTIAL IMPACTS</b>	<b>Scenario A:</b> 225,000 SF of Retail Space 200 Higher-Density Residential Units 0 Lower-Density Residential Units	<b>Scenario B:</b> 225,000 SF of Retail Space 1,100 Higher-Density Residential Units 918 Lower-Density Residential Units
<b>STATIC IMPACTS:</b>		
CONSTRUCTION EMPLOYMENT AND SPENDING	\$837,541,286	\$1,291,252,970
POTENTIAL TAX REVENUE FROM CONSTRUCTION	\$9,214,586	\$16,915,606
POTENTIAL AGGREGATE LAND SALES	\$30,000,000 - \$35,000,000	\$50,000,000 - \$60,000,000
<b>ANNUAL IMPACTS UPON FULL BUILDOUT:</b>		
TARGETED JOBS IMPACTS - 2,000 JOBS	\$614,725,655	\$614,725,655
RETAIL IMPACTS	\$131,411,708	\$131,411,708
POTENTIAL RETAIL TAX REVENUE	\$6,668,795	\$6,668,795
<b>TOTAL STATIC:</b>	<b>\$876,755,872 - \$881,755,872</b>	<b>\$1,358,168,576 - \$1,368,168,576</b>
<b>TOTAL ANNUAL:</b>	<b>\$752,806,158</b>	<b>\$752,806,158</b>

# ECONOMIC IMPACT

Employment Projections Based on Targeted Jobs in Escambia County, FL



# QUESTIONS

# QUESTIONS

1. Time vs/ money constraints - What is the ideal timeline for build-out?
2. How much land should be devoted to commerce use only?
3. What, if any, housing types would you consider?
4. How will public input be incorporated into the final plan?
5. What are the desired job types?
6. Is the proposed project timeline acceptable?



# QUESTION 1

- **Time vs/ money constraints - What is the ideal timeline for build-out?**
  - 5 years
  - 10 years
  - 15 years
  - +20 years

## QUESTION 2

- **How much land should be devoted to commerce use only?**
  - 100 acres
  - 200 acres
  - 300 acres
  - 400 acres

## QUESTION 3

- **What, if any, housing types would you consider?**
  - Single family detached / attached
  - Single family attached (Townhouse, Duplex, Triplex)
  - Small Multi-family
  - Low Rise Medium Multi-family

## QUESTION 4

- **How will public input be incorporated for the final plan?**

## QUESTION 5

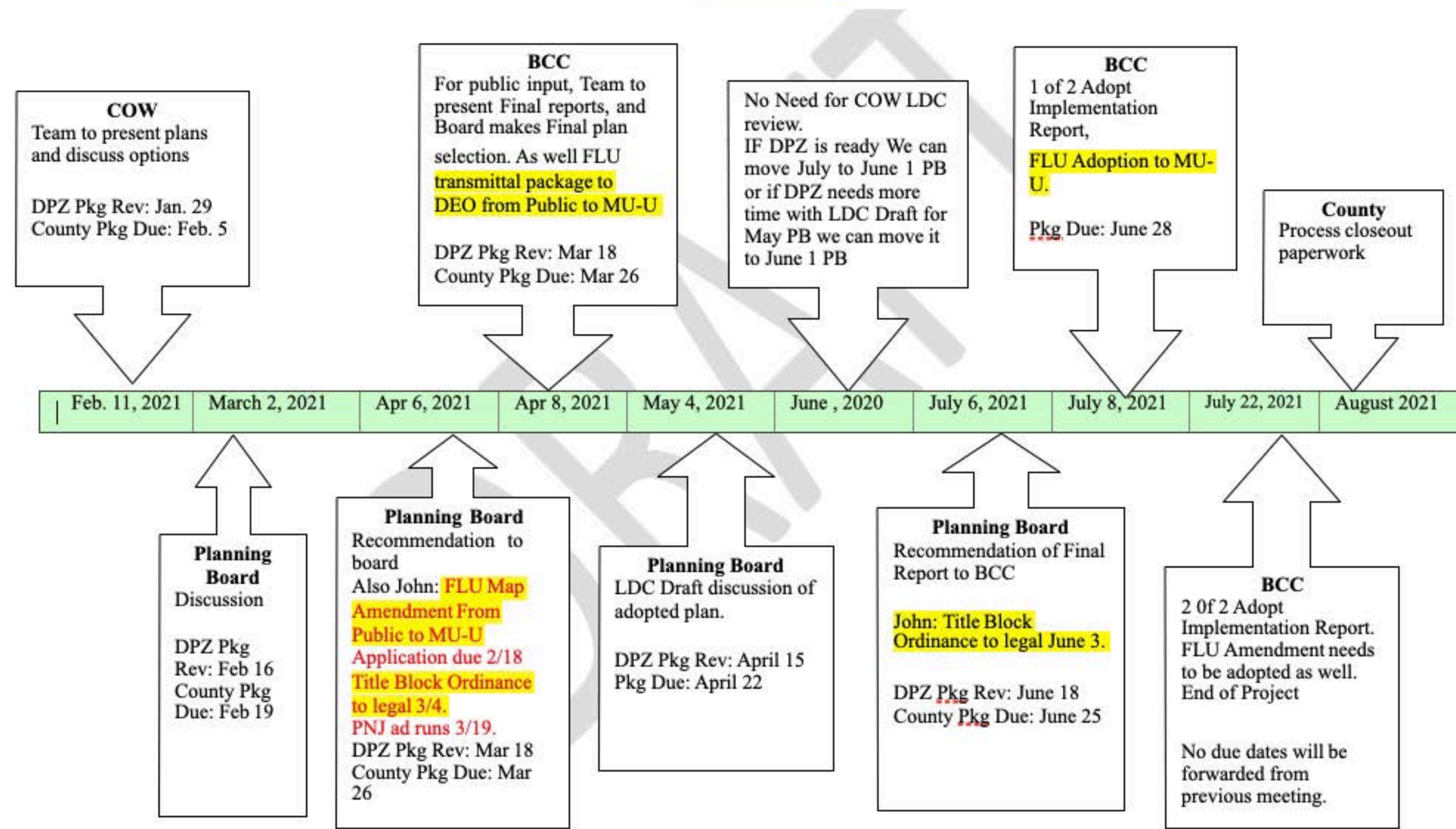
- **What are the desired job types?**
  - Aviation
  - Medical Devices / High end manufacturing
  - Financial Services
  - Logistics & Distribution

# QUESTION 6

- Is the proposed project timeline acceptable?

## OLF-8 Timeline

01/14/21 Rev7



# APPENDIX

# JOB ESTIMATES BY BUILDING TYPOLOGY & INDUSTRY SECTOR

		Mixed Use			
		MF & Office	MU - Surface (Retail)	MF & Office (Ped)	MF & Office
	Gross Square Feet	78,300	27,100	170,300	158,420
	Assumed "Loss Factor"	25%	25%	25%	25%
	Net / Usable Square Feet	58,725	20,325	127,725	118,815
Total Jobs by Building Type (Rounded)	Low	240	40	520	490
	Average	310	80	660	620
	High	440	200	950	890
Job Density/Acre Acres required	Range	41 - 76	7 - 35	91 - 166	6 - 12
	Per 1,000 jobs	9 - 72 acres			

		Single Use				
		Small Office Park	Medical Offices	Office Condos	Office	Hotel
	Gross Square Feet	43,500	80,000	92,400	94,500	300,000
	Assumed "Loss Factor"	25%	25%	25%	25%	25%
	Net / Usable Square Feet	32,625	60,000	69,300	70,875	225,000
Total Jobs by Building Type (Rounded)	Low	140	150	280	290	130
	Average	190	270	360	370	170
	High	290	390	520	530	230
Job Density/Acre Acres required	Range	24 - 51	26 - 68	49 - 91	51 - 92	23 - 40
	Per 1,000 jobs	16 - 34 acres				

		Industrial			
		Commerce Park	Business Industrial Park	Warehouse	Makerspace
	Gross Square Feet	60,000	72,000	85,900	111,300
	Assumed "Loss Factor"	25%	25%	25%	25%
	Net / Usable Square Feet	45,000	54,000	64,425	83,475
Total Jobs by Building Type (Rounded)	Low	120	170	200	260
	Average	150	210	250	320
	High	180	230	270	350
Job Density/Acre Acres required	Range	21 - 31	30 - 40	35 - 47	45 - 61
	Per 1,000 jobs	16 - 48			

See Commerce Block Typologies in appendix for more information



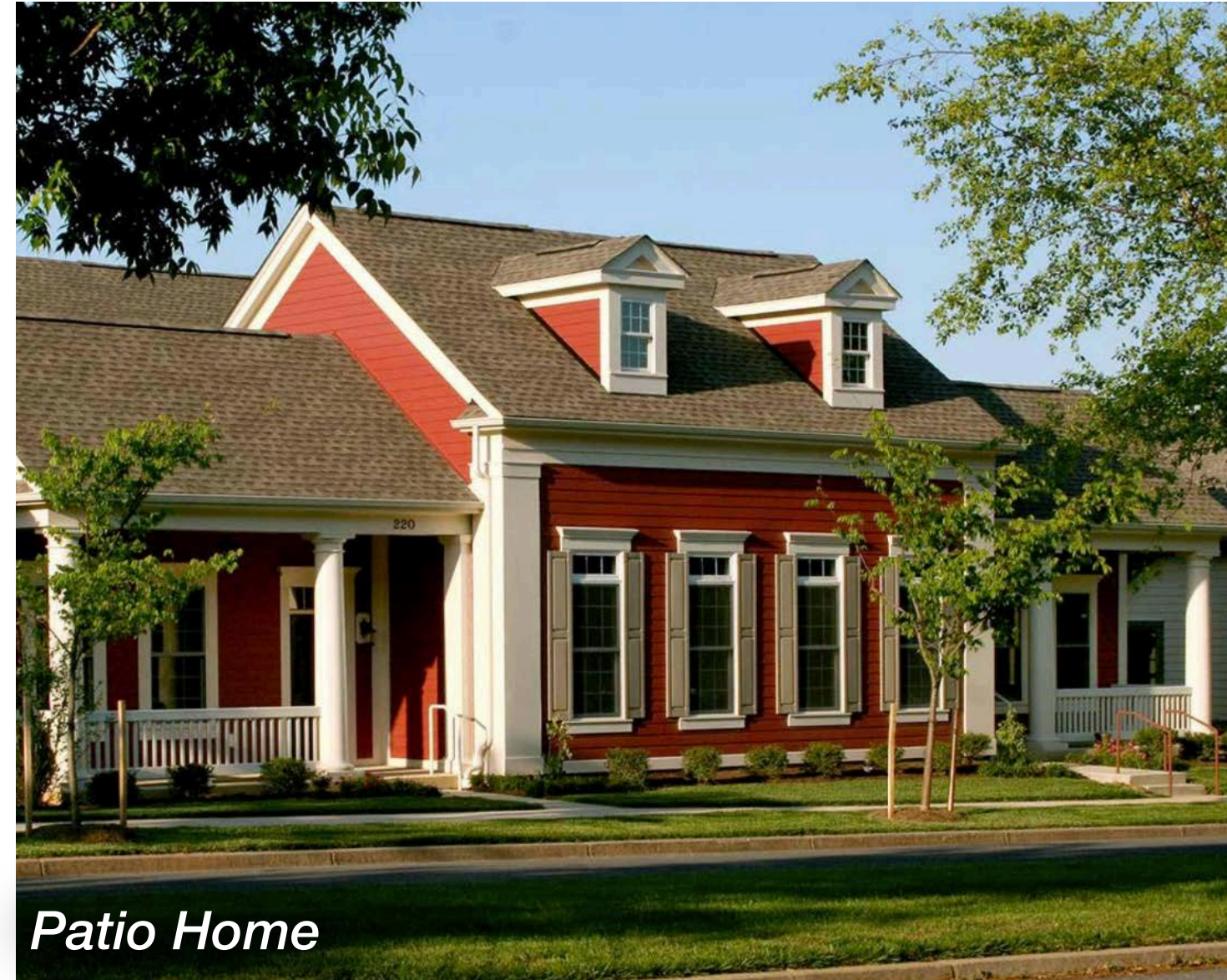
# POTENTIAL IMPACTS FOR JOBS ON SITE

- **Jobs in Escambia County in past decade (historical data)**
  - Non-Farm, Non-Gov employment are by 2,238 per year on average from 2010-2019;
  - Annual average net growth is 1,698\* jobs, taking into account lost jobs (4,000 approx.)
- How many new jobs can OLF-8 realistically capture?
  - 5% of new employment = 850 jobs over 10 years
  - More by attracting existing employers to move to site
  - Triumph vs Non-Triumph desirable jobs

# BUILDING TYPES: SINGLE FAMILY



*Cottages*



*Patio Home*



*Duplex*



*Townhouses*



*2 Over 1*



*Senior Housing*

# BUILDING TYPES: MULTI-FAMILY & MIXED-USE



*Small Multi-Family (4-Pack)*



*Multi-Family*



*Live / Work*



*Mixed-Use*

# COMMERCE LAND AVAILABILITY

## Central Commerce Park (48 Lots)

(located off Highway 29 in Cantonment)

- Phase 1 lots (1-20) have been completed.
- 6 Parcels developed out of Phase 1, with 2 private lots sold
- Phase 2 and 3 infrastructure has not been built due to no demand.



**Welcome to the Bluffs, Northwest Florida's Industrial Campus.** An expansion of the existing manufacturing corridor, this new master-planned campus has been designed to allow flexibility to accommodate a range of advanced manufacturing operations.

Of the 6,349 total acres of the site, more than 2,500 are available for use comprising more than 60 sites. Lots average in the 10 – 50 acre range but can be configured for much larger project needs. The Bluffs industrial campus will be developed in phases working with current tenants and future commitments in mind.



### Explore The Bluffs Industrial Campus Sites

The Bluffs master-plan offers a combination of large, well-connected sites suitable for heavy manufacturing: Live Oak Bluff, Longleaf Bluff, Magnolia Bluff and Cypress Bluff.

### Industrial Campus Specs

6,349

Total Acres

2,500

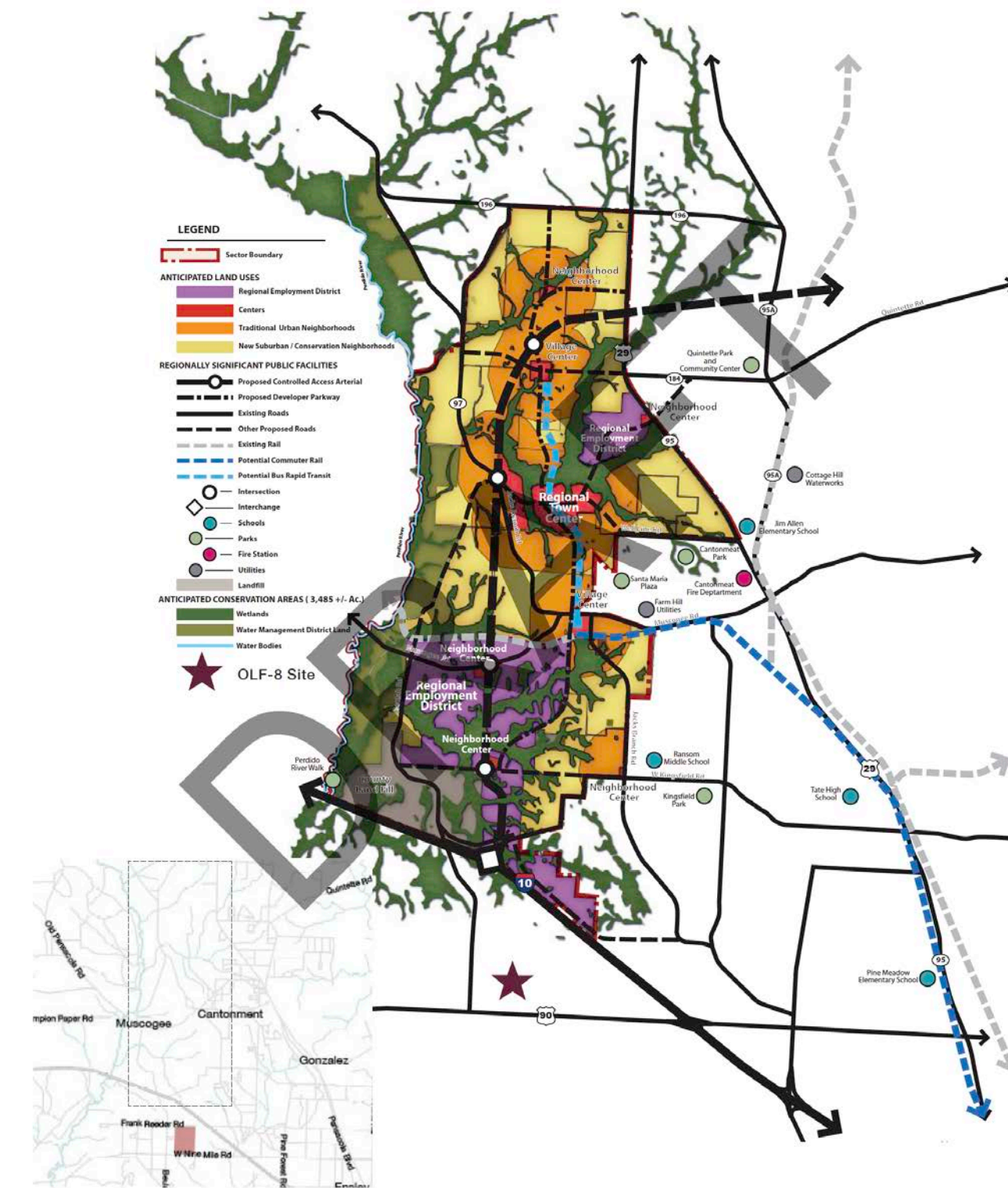
Sites Available

50

Average Site Size

## DSAP Land North of OLF8

Regional Employment: 1,738 acres



# ECONOMIC IMPACT

## Key takeaways:

- Haas Center staff ran several impact scenarios through an econometric simulation that simulates the potential outcome of new construction spending and jobs in targeted industries. **The center's analysis provides a way to compare an array of options.**
- The model demonstrates that significant economic impact can be achieved by attracting employers from targeted industries like computer programming services, management and consulting services, warehousing, and manufacturing. **Employers in these sectors tend to pay higher wages and sell goods and services outside the region.**
- For every 1,000 Targeted Jobs created at OLF8, of approximately **656** indirect and induced jobs are created. If 2,000 direct jobs are created, an additional 1,385 indirect and induced jobs are also created. The projected impact from this job growth is quantified in the Haas Center's analysis.
- Targeted Jobs established at OLF8 can result in between \$293.5 million (1,000 jobs) to \$1.364 billion (4,000 jobs) or more in annual economic output. The average income per Targeted Job ranges between \$62,278 and \$63,569.
- In addition to the ongoing economic impacts from the job creation in targeted industries and potential tax revenue, the economic impacts resulting from construction spending and employment necessary to build out the master plan range from \$837.5 million to \$1.3 billion.
- The Haas Center estimates that direct, indirect and induced employment due to construction as totaling 7,158 jobs (5,287 direct) in Scenario A and 11,961 jobs (8,797 direct) in Scenario B. Direct labor income is projected at approximately \$48,000 annually in current dollars.

# JOBS CREATION ANALYSIS

## Industries Selected for OLF8 Jobs Impact Analysis<sup>1</sup>

		Number of Targeted Jobs	
1,000 Jobs in Targeted Industries		Year 2028	Year 2033
1	Custom computer programming services	75	75
2	Turbine generator parts manufacturing	100	100
3	Scientific research and development services	80	80
4	Medical and diagnostic labs	15	15
5	Computer systems design services	70	70
6	Metal window and door manufacturing	50	50
7	Propulsion units & parts for space vehicles & guided missiles manufacturing	20	20
8	Warehousing and storage	50	50
9	Management consulting services	40	40
		<b>1000</b>	<b>500</b>
2000 Jobs in Targeted Industries		Year 2028	Year 2033
1	Custom computer programming services	145	145
2	Turbine and turbine generator set units manufacturing	200	200
3	Scientific research and development services	170	170
4	Medical and diagnostic labs	50	50
5	Computer systems design services	120	120
6	Metal window and door manufacturing	100	100
7	Propulsion units & parts for space vehicles & guided missiles manufacturing	40	40
8	Warehousing and storage	45	45
9	Management consulting services	55	55
10	Financial investment activities	50	50
11	Educational services	25	25
		<b>2000</b>	<b>1000</b>

<sup>1</sup> UWF Haas Center staff selected targeted industries based on existing jobs and alignment with regional and state targeted industries.

# JOBS CREATION ANALYSIS

Industries Selected for OLF8 Impact Analysis (continued)		Number of Targeted Jobs	
		Year 2028	Year 2033
<b>3000 Jobs in Targeted Industries</b>			
1	Custom computer programming services	180	180
2	Turbine and turbine generator set units mfg.	200	200
3	Scientific research and development services	210	210
4	Medical and diagnostic labs	80	80
5	Computer systems design services	225	225
6	Metal window and door manufacturing	150	150
7	Propulsion units & parts for space vehicles & guided missiles manufacturing	60	60
8	Warehousing and storage	90	90
9	Management consulting services	130	130
10	Financial investment activities	75	75
11	Internet Publishing and Broadcasting and Web Search Portals	50	50
12	Audio and Video Equipment Manufacturing	10	10
13	Educational services	40	40
		<b>3000</b>	<b>1500</b>
<b>4000 Jobs in Targeted Industries</b>			
1	Custom computer programming services	250	250
2	Turbine and turbine generator set units mfg.	200	200
3	Scientific research and development services	250	250
4	Medical and diagnostic labs	125	125
5	Computer systems design services	325	325
6	Metal window and door manufacturing	150	150
7	Propulsion units & parts for space vehicles & guided missiles manufacturing	100	100
8	Warehousing and storage	120	120
9	Management consulting services	145	145
10	Financial investment activities	120	120
11	Internet Publishing and Broadcasting and Web Search Portals	110	110
12	Audio and Video Equipment Manufacturing	30	30
13	Educational services	75	75
		<b>24000</b>	<b>2000</b>

<sup>2</sup> UWF Haas Center staff selected targeted industries based on existing jobs and alignment with regional and state targeted industries.

# JOBS CREATION ANALYSIS

## RESULTS: OLF8 Jobs Analysis

### 1,000 Jobs in Targeted Industries

Impact	Employment	Labor Income	Value Added	Output	Labor Income Per Job
1 - Direct	1,000	\$ 62,278,451.74	\$ 74,312,192.99	\$ 200,740,683.21	\$ 62,278.45
2 - Indirect	350	\$ 16,033,439.12	\$ 25,243,088.33	\$ 50,743,175.11	\$ 45,804.97
3 - Induced	306	\$ 13,188,564.23	\$ 24,336,275.02	\$ 41,982,568.91	\$ 43,045.45
	1,656	\$ 91,500,455.09	\$123,891,556.34	\$ 293,466,427.23	\$ 55,239.75

### 2,000 Jobs in Targeted Industries

Impact	Employment	Labor Income	Value Added	Output	Labor Income Per Job
1 - Direct	2,000	\$127,139,097.52	\$154,825,216.41	\$ 417,798,752.71	\$ 63,569.55
2 - Indirect	752	\$ 34,868,896.00	\$ 54,223,138.73	\$ 110,153,492.63	\$ 46,397.72
3 - Induced	633	\$ 27,259,230.82	\$ 50,300,431.86	\$ 86,773,410.02	\$ 43,045.59
	3,385	\$189,267,224.34	\$259,348,787.01	\$ 614,725,655.36	\$ 55,917.05

### 3,000 Jobs in Targeted Industries

Impact	Employment	Labor Income	Value Added	Output	Labor Income Per Job
1 - Direct	3,000	\$189,171,389.31	\$233,409,325.62	\$ 646,028,899.62	\$ 63,057.13
2 - Indirect	1,328	\$ 59,751,272.33	\$ 92,742,673.12	\$ 190,796,837.17	\$ 44,990.13
3 - Induced	976	\$ 42,021,361.72	\$ 77,539,591.02	\$ 133,763,712.08	\$ 43,045.14
	5,304	\$290,944,023.37	\$403,691,589.76	\$ 970,589,448.87	\$ 54,850.46

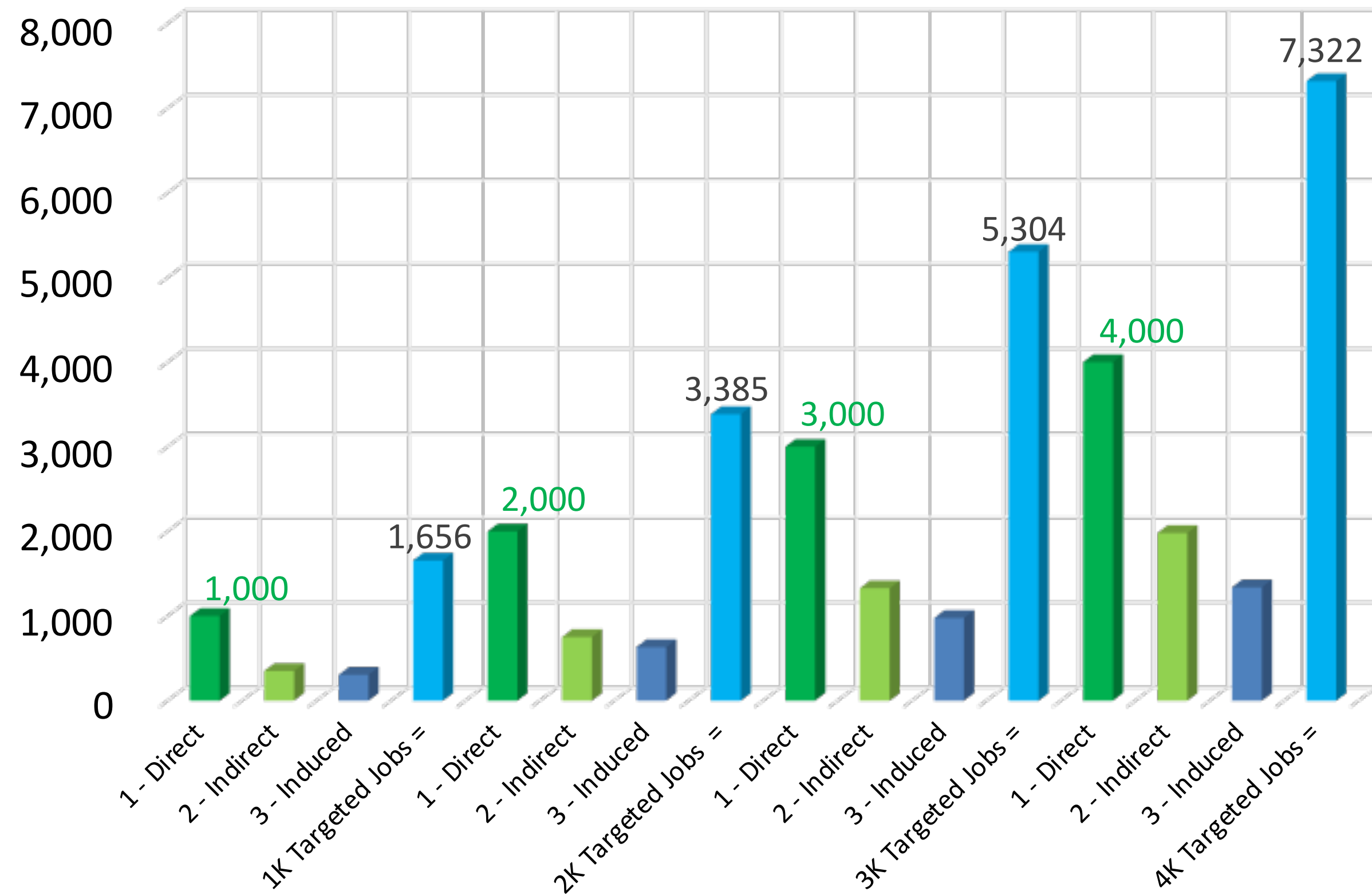
### 4,000 Jobs in Targeted Industries

Impact	Employment	Labor Income	Value Added	Output	Labor Income Per Job
1 - Direct	4,000	\$252,368,836.70	\$315,932,531.82	\$ 897,321,411.37	\$ 63,092.21
2 - Indirect	1,982	\$ 88,391,776.60	\$136,832,878.48	\$ 283,325,825.93	\$ 44,594.60
3 - Induced	1,339	\$ 57,655,793.85	\$106,388,399.70	\$ 183,530,825.13	\$ 43,044.94
	7,322	\$398,416,407.15	\$559,153,810.00	\$ 1,364,178,062.43	\$ 54,416.94



# JOBS CREATION ANALYSIS

Employment Projections Based on Targeted Jobs in Escambia County, FL



# JOBS CREATION ANALYSIS

## Retail Sales Impact Analysis<sup>3</sup>

**INPUTS:** Model assumes that Escambia County adds the following retail sales values each year as the OLF8 project develops:

2023	\$ 9,006,320
2024	\$11,257,900
2025	\$13,509,480
2026	\$18,012,640
2027	\$22,515,800
2028	\$27,018,960
2029	\$31,522,120
2030	\$36,025,280
2031	\$40,528,440
2032	\$45,031,600
2033	\$45,031,600

## Retail Sales Impact Results

Impact	Employment	Labor Income	Value Added	Output	Labor Income Per Job
1 - Direct	1,140	\$34,780,969.79	\$54,006,912.13	\$ 88,078,742.47	\$ 30,514.88
2 - Indirect	153	\$ 6,053,566.53	\$ 9,783,995.99	\$ 21,811,941.57	\$ 39,590.70
3 - Induced	157	\$ 6,760,187.53	\$12,475,187.50	\$ 21,521,024.33	\$ 43,048.52
	<b>1,450</b>	<b>\$47,594,723.85</b>	<b>\$76,266,095.62</b>	<b>\$ 131,411,708.37</b>	<b>\$ 32,829.75</b>

## Retail Sales Tax Projections

Impact	Sub County General	Sub County Special Districts	County	State	Federal	Total
1 - Direct	\$ 646,825.42	\$ 2,037,634.04	\$ 3,113,769.47	\$7,776,132.41	\$ 8,553,760.42	\$ 22,128,121.75
2 - Indirect	\$ 35,801.07	\$ 112,906.83	\$ 172,424.12	\$ 457,929.41	\$ 1,379,818.63	\$ 2,158,880.06
3 - Induced	\$ 61,273.28	\$ 193,128.89	\$ 295,032.24	\$ 774,715.47	\$ 1,618,051.97	\$ 2,942,201.86
	<b>\$ 743,899.76</b>	<b>\$ 2,343,669.76</b>	<b>\$ 3,581,225.83</b>	<b>\$9,008,777.28</b>	<b>\$ 11,551,631.02</b>	<b>\$ 27,229,203.67</b>

<sup>3</sup> Client provided total sales projections.

# JOBS CREATION ANALYSIS

## Construction Impact Assumptions<sup>4</sup>

Construction Plan A		Construction Plan B	
<b>2022 Phase 1 Construction</b>		<b>2022 Phase 1 Construction</b>	
<b>10%</b>		<b>25%</b>	
Multi-family residential	\$ 4,500,000	Multi-family residential	\$ 61,875,000
Single family residential	\$ -	Single family residential	\$ 112,826,250
Retail	\$ 4,503,160	Retail	\$ 11,257,900
Commerce/Industrial	\$ 57,931,020	Commerce/Industrial	\$ 56,486,700
<b>2028 Phase 2 Construction</b>		<b>2028 Phase 2 Construction</b>	
<b>20%</b>		<b>25%</b>	
Multi-family residential	\$ 9,000,000	Multi-family residential	\$ 61,875,000
Single family residential	\$ -	Single family residential	\$ 112,826,250
Retail	\$ 9,006,320	Retail	\$ 11,257,900
Commerce/Industrial	\$ 115,862,040	Commerce/Industrial	\$ 56,486,700
<b>2033 Phase 3 Construction</b>		<b>2033 Phase 3 Construction</b>	
<b>30%</b>		<b>25%</b>	
Multi-family residential	\$ 13,500,000	Multi-family residential	\$ 61,875,000
Single family residential	\$ -	Single family residential	\$ 112,826,250
Retail	\$ 13,509,480	Retail	\$ 11,257,900
Commerce/Industrial	\$ 173,793,060	Commerce/Industrial	\$ 56,486,700
<b>2038 Phase 4 Construction</b>		<b>2038 Phase 4 Construction</b>	
<b>40%</b>		<b>25%</b>	
Multi-family residential	\$ 18,000,000	Multi-family residential	\$ 61,875,000
Single family residential	\$ -	Single family residential	\$ 112,826,250
Retail	\$ 18,012,640	Retail	\$ 11,257,900
Commerce/Industrial	\$ 231,724,080	Commerce/Industrial	\$ 56,486,700
<b>2043</b>		<b>2043</b>	
<b>Construction completed</b>	<b>\$ 669,341,800</b>	<b>Construction completed</b>	<b>\$ 969,783,400</b>

<sup>4</sup> Client provided input values for sales and construction phases.

# JOBS CREATION ANALYSIS

## RESULTS: Construction Impact Analysis

These reports provide a way to **compare** an array of options. Leaders should not anticipate these specific tax collections. Results will be higher or lower as market conditions fluctuate year to year. These reports **do not include** inflation-adjusted values.

### Construction Impact Analysis Plan A

Impact	Employment	Labor Income	Value Added	Output	Labor Income Per Job
1 - Direct	5,287	\$ 255,312,600.20	\$ 266,374,011.47	\$ 552,790,347.05	\$ 48,293.05
2 - Indirect	717	\$ 35,836,204.58	\$ 65,610,713.68	\$ 126,628,721.51	\$ 49,959.41
3 - Induced	1,154	\$ 49,677,896.46	\$ 91,659,869.20	\$ 158,122,217.16	\$ 43,041.52
	7,158	\$ 340,826,701.24	\$ 423,644,594.35	\$ 837,541,285.72	\$ 47,613.28

#### Tax Impact Results

Impact	Sub County General	Sub County Special Districts	County	State	Federal	Total
1 - Direct	\$ 148,182.82	\$ 474,283.89	\$ 718,112.28	\$ 2,027,110.83	\$ 50,897,227.19	\$ 54,264,917.02
2 - Indirect	\$ 428,520.98	\$ 1,350,334.82	\$ 2,063,126.56	\$ 5,316,627.41	\$ 8,699,944.41	\$ 17,858,554.17
3 - Induced	\$ 449,653.62	\$ 1,417,277.35	\$ 2,165,093.82	\$ 5,685,680.19	\$ 11,889,094.13	\$ 21,606,799.11
	\$ 1,026,357.43	\$ 3,241,896.05	\$ 4,946,332.65	\$ 13,029,418.43	\$ 71,486,265.74	\$ 93,730,270.30

### Construction Impact Report Plan B

Impact	Employment	Labor Income	Value Added	Output	Labor Income Per Job
1 - Direct	8,797	\$ 417,622,193.48	\$ 480,126,350.11	\$ 839,264,523.13	\$ 47,471.08
2 - Indirect	1,278	\$ 57,429,097.55	\$ 105,294,110.22	\$ 193,569,183.20	\$ 44,944.53
3 - Induced	1,886	\$ 81,189,057.07	\$ 149,799,819.72	\$ 258,419,263.71	\$ 43,041.31
	11,961	\$ 556,240,348.10	\$ 735,220,280.05	\$ 1,291,252,970.04	

#### Tax Impact Results

Impact	Sub County General	Sub County Special Districts	County	State	Federal	Total
1 - Direct	\$ 349,015.94	\$ 1,111,573.36	\$ 1,687,858.19	\$ 4,966,193.72	\$ 84,744,030.74	\$ 92,858,671.94
2 - Indirect	\$ 800,648.07	\$ 2,522,664.14	\$ 3,854,551.80	\$ 9,855,721.17	\$ 14,130,985.01	\$ 31,164,570.18
3 - Induced	\$ 734,841.81	\$ 2,316,171.03	\$ 3,538,282.37	\$ 9,291,786.44	\$ 19,430,392.43	\$ 35,311,474.07
	\$ 1,884,505.81	\$ 5,950,408.53	\$ 9,080,692.36	\$ 24,113,701.33	\$ 118,305,408.17	\$ 159,334,716.20

# JOBS CREATION ANALYSIS

## Glossary of terms

**Employment** is an industry-specific mix of full-time, part-time, and seasonal employment. It is an annual average that accounts for seasonality and follows the same definition used by the BLS and BEA. Employment is not equal to full time equivalents. It includes wage and salary employment and proprietors.

**Indirect** represents the economic effects stemming from business to business purchases within the supply chain.

**Indirect employment** represents the number of jobs that are supported by business to business transactions as a result of the economic activity generated by a positive or negative change in the economy

**Induced Employment** represents the number of jobs that could potentially be supported by household spending as a result of the economic activity generated by the Event.

**Labor Income** is the sum of Employee Compensation (wages and benefits) and Proprietor Income. Labor Income represents the total value of all forms of employment income paid throughout a defined economy during a specified period of time. It reflects the combined cost of total payroll paid to employees (e.g. wages and salaries, benefits, payroll taxes) and payments received by self-employed individuals and/or unincorporated business owners (e.g. capital consumption allowance) across the defined economy.

**Output** represents the value of industry production. In this model these are annual production estimates for the year of the data set and are in producer prices. For manufacturers this would be sales plus/minus change in inventory. For service sectors production equals sales. For Retail and Wholesale trade, Output equals gross margin (or Marginal Revenue) and not gross sales (Total Revenue), which includes the value of the goods sold.

**Value Added** represents the difference between Output and the cost of Intermediate Inputs throughout a defined economy during a specified period of time. It equals gross Output minus Intermediate Inputs (consumption of goods and services purchased from other industries or imported). Value Added is a measure of the contribution to GDP made by an individual producer, Industry, or Sector.