

Press Gazette Article Submission

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Everyone is Part of the TEAM

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The question, "Who is TEAM Santa Rosa?" doesn't have a simple answer. Yes, TEAM Santa Rosa is the economic development arm for Santa Rosa County. It is our job to generate jobs. Working with existing companies to expand their operations in Santa Rosa County, we create jobs. But there is an additional aspect of the job-creation business that keeps us on our toes. Through creative efforts, we practically sell Santa Rosa County to new companies. In turn, the recruited companies bring high-wage, sustainable jobs to the area.

But this is easier said than done. TEAM doesn't function single-handedly. Relationships are the core of economic development. The key to supporting a thriving, growing business environment for Santa Rosa County is connections. TEAM Santa Rosa readily connects people and organizations to one another to build an ideal environment to do business. Economic Development relies on a complex structure of stakeholders that work together to build the economy. These stakeholders consist of the economic development professionals at TEAM, but also encompass the Cities of Milton and Gulf Breeze, Town of Jay, Santa Rosa County, Nature Conservancy, local utility providers, bankers, school board, colleges and universities, media partners and many other entities. We all play a critical role in TEAM. When our community thrives, we all thrive. Everyone desires a great place to live, work, play and raise a family. This is what makes us all stakeholders in economic development. To play on the same dynamic field as our competitors, TEAM has to work with State and local government to offer incentives in order to capture the attention of industry, and bring jobs to our area. To help grow our agricultural base, we work with the local colleges, universities and school districts as well as the nature conservancy. When existing businesses wish to expand, we work with Florida's Great Northwest, Small Business Development Center, Florida's Great Northwest and financial institutions to close the deal. Each part of the large system that supports economic development is vital in facilitating the economic growth and prosperity we are seeking for Santa Rosa County. When the entire system is in sync, our community is positioned for maximum economic growth.

It is not by chance that Santa Rosa County is one of the fastest growing communities in the nation. It is the outcome of synergies among all of our stakeholders. Local government stays tuned in to the economic development needs of our area and works with TEAM to foster growth. The school system, both secondary and post secondary, is keyed in to the workforce development needs of our area and continues to prepare our youth for lively careers in our area.

TEAM helps build these relationships and brings the economic development expertise necessary to build a thriving vibrant community, but it takes all of us working together to ensure the future of Santa Rosa County. So who is TEAM Santa Rosa? It is all of us. We Santa Rosans are fortunate to enjoy living in a beautiful environment, which also happens to be a perfect environment in which to do business-business that will sustain our future and secure long term prosperity for Santa Rosa County.