

TEAMing Up for the Summer

You may be familiar with economic development councils and chambers of commerce, but you may not know that we each have very different tasks. Both TEAM Santa Rosa Economic Development Council and the Navarre Beach Area Chamber of Commerce have very strong, but diverse, agendas. Here at TEAM, we realize that we have distinguishable differences, but recognize that our duties do overlap. TEAM and the Chamber are working together to achieve the vital objective of improving the quality of life for individuals and businesses in Santa Rosa County. Through our complimentary efforts, we are able to reach the common goal of improving and maintaining a strong economy in this beautiful paradise that we are all proud to call home.

The major difference between TEAM Santa Rosa Economic Development Council and the Navarre Beach Area Chamber of Commerce lies within our primary missions. The Chamber, as a membership association, provides tangible, more direct benefits to its members. It also serves as an informational resource for businesses looking to locate in the Navarre area. Typically interacting with retail, commercial or office/local service operations, the Chamber organizes community events which are designed to enhance the area's outstanding quality of life and provide networking for these businesses that provide local goods and services. The Chamber's mission is to make Navarre the best environment to live, work, and do business. Unlike the Chamber's focus, we at TEAM work to increase the tax base of Santa Rosa County by attracting, retaining, and expanding industries which typically do not sell locally, but provide services and goods outside our area and bring new dollars to the region. Our mission is to increase the economic wealth of the County through the growth of a balanced and sustainable economy.

The entire area benefits when we recruit new industry to Santa Rosa County as new jobs are filled by residents of our entire region, and tax dollars and new disposable income are spread through this same region. So how does Santa Rosa County define industry? We recognize an industry as any business that generates new monies by exporting fifty percent of their goods or more outside of the tri-county area. Whether located in Milton or Navarre, industries have a positive effect on everyone. Residents have new and better job opportunities closer to home. Existing businesses have the opportunity to provide goods and services to the new industries. In other words, TEAM's business attraction efforts may provide new customers for existing, local firms.

"I applaud TEAM Santa Rosa for its economic development efforts and successes," said Bill Arnett, President/CEO, Navarre Beach Area Chamber of Commerce. "Having

worked in economic development for a number of years, I know we are fortunate to have such a strong, professional organization representing Santa Rosa County.”

As residents of Santa Rosa County, we all play a part in ensuring our area thrives in present and future times. When everyone has an active role in impacting Santa Rosa County, we will continue to have success as one of the best places to live, work, and play.