



Santa Rosa uses mail to push industrial park

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Companies that distribute their goods across the Southeast soon will get a package in the mail from Santa Rosa County.

The TEAM Santa Rosa Economic Development Council is ready to send brown boxes with packaging peanuts out to 200 companies and consultants touting the new Northwest Florida Industrial Park at Interstate 10 as an ideal location to locate regional distribution centers.

"The pitch is that this particular industrial park is in ideal proximity to I-10," said Ildi Hosman, public affairs director for TEAM Santa Rosa. "Based on the map (in the package), you can see traveling to any of the major markets is relatively easy from Santa Rosa County. It's a mechanism to illustrate that this industrial park is an ideal location."

Before that pitch goes out, TEAM needs to know what price to put on the property. The Santa Rosa County Commission gave preliminary approval Monday to a pricing plan for land at the new Northwest Florida Industrial Park at Interstate 10.

That plan puts the East Milton property at \$50,000 per acre, with discounts based on the number of jobs a company would create and the size of the facility. The commission is expected to give final approval for the price at Thursday's regular meeting.

TEAM Executive Director Cindy Anderson said she expects to bring the commission a pricing schedule for the new Whiting Aviation Park in about a month.

"We're trying to get all of our ducks in a row for both of the properties," Anderson said. "Probably the first question that people are going to ask is, 'How much does it cost?'"

TEAM also has prepared the first of three marketing postcards for Whiting Aviation Park. The postcard declares the 269-acre project "Cleared for Landing," and list details of the park, which is adjacent to Whiting Field Naval Air Station and will use one of the base's runways for aviation-related industrial purposes.

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