



# Annual Economic Development Report

FY 2015 - 2016

October 1, 2015 – September 30, 2016

Prepared by:

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CEO, FloridaWest

# We Are FloridaWest

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Economies grow and develop due to a wide range of factors, often dependent upon what companies are looking for. These factors can include the accessibility and quality of the local workforce, the entrepreneurial culture and access to innovation or commercially viable R&D, the responsiveness of the public sector, the quality of life in the area, or even the nonstop destinations accessible from the local airport. These factors vary by the client, and can be very competitive with other cities and regions. Keeping in mind all of these factors, it is often hard to pin down exactly where “economic development” as a practice begins and ends.

We at FloridaWest have specialized in the practice of economic development. Our sole mission is to maximize the potential of Northwest Florida through economic development initiatives, programs and services aimed at attracting and recruiting new businesses, retaining and expanding existing businesses, developing and training our workforce, nurturing the global contributions of local entrepreneurs, and developing our community and assets to position our area as a rich and fertile location for growth- be it individual, community, or corporate.

FloridaWest was established in October 2014 as a re-brand of the Community Economic Development Alliance (CEDA), 501 C6 organization. FloridaWest is an alliance of public and private community and business leaders, collectively strengthening our social, human and business capital, and developing our communities.

Former Mayor Vince Whibbs often referred to the Pensacola area as the “*Western Gate to the Sunshine State*.” We are establishing ourselves as the gateway to Florida's enterprise and leveraging the tremendous brand equity that Florida has achieved.

Moreover, the west is synonymous with the spirit of adventure, and it also defines how we serve our clients and community. 'West' serves as an acronym for the four pillars of economic growth in our region - and defines the focus of our economic development efforts:

**W** - Wealth Development: We develop individual, community, and corporate wealth that ultimately impacts the quality of life for our citizens—and success for our clients. This is more than money, it's about creating a community rich in experiences, skilled workers and wealthy in its diversity of enterprise.

**E** - Economic Partnerships: We are the connector between the public and private sectors, aligning educational, military, government and

private investment agencies with prospects to create the synergies necessary for impacting/maximizing West Florida's economic potential.

**S** - Sustainable Growth: We want to ensure the longevity and prosperity of our business partners, clients, and community. By planning and managing our growth, we will create a culture that embraces and invests in innovation and entrepreneurship, and seizes opportunities for growth and expansion.

**T** - Transformed Workforce: Human capital is our cash crop. By collaborating with partners to develop training and education programs for our citizens, we are creating a community that is alluring to prospects not just because of the natural beauty of our area, but because of our ability to deliver on the needs of growing businesses.

FloridaWest Economic Development Alliance has had continued success this year, illustrated in this board report. However, we emphasize that none of this would have been possible without the collaboration and support of our partners in the public and private sectors.

Thank you.

The **FloridaWest** Team



# An Economy of Success

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Economic development as a practice requires the management of multiple components all in motion. When these parts are all working together, businesses decide to move into town. Existing companies decide to expand. An entrepreneur has the confidence to take a risk starting up in our community. Our program of work has been designed to ensure that we can meet industry needs - logistics, infrastructure, utility requirements, and education and training resources - ensuring an *Economy of Success* - for present time and in the future.

**Business Retention and Expansion:** A pivotal part of our economic development strategy is ensuring the longevity and prosperity of our existing business partners, clients and the community. We seize opportunities for expansion in our own community and help clients grow their companies.

**Entrepreneurship:** Housed under FloridaWest is the **Gulf Coast Center for Innovation and Entrepreneurship (CIE)**, which targets early-stage, high-growth companies to increase their chances of success by providing shared office space, support services and business coaching. Their mission is to act as a catalyst to support innovative entrepreneurs who create jobs and can sustain long-term economic growth for Greater Pensacola.

**Attraction Activities:** We at FloridaWest understand that you cannot merely wait for economic development opportunities to knock on your door, you must actively advocate for your community. While we have come to know Pensacola and Escambia County as a great place to live and work, communities all around the nation are great places to live and work. Every year we go above and beyond to promote the Pensacola region's assets by inviting prospects and site selectors to see the community first-hand, by marketing the region, by attending target sector trade shows and conferences, and by active membership through economic development organizations.

**Workforce Development:** Human capital is our premier strength; it is the foundation of our community's success. By collaborating with partners to develop training and education programs for our citizens, we are creating a community that is alluring to prospects not just because of the natural beauty of our area, but because of our ability to align present and future business needs with human resource strategies.

**Asset Development:** We seek out and receive leads for potential relocation and expansion of businesses from all over the world, but we cannot convert these important activities into wins for the community unless we have properties available to meet the needs of the businesses going in. A few of our properties include; The Bluff's (FOIL), OLF 8, the Technology Campus, the Port of Pensacola and the Pensacola International Airport.



## Board of Directors

**Jim Waite**, President  
- Baskerville-Donovan

**Donnie McMahon**, Vice President  
- McMahon Hadder  
City of Pensacola Appointee

**Tim Haag**, Secretary -Treasurer  
- ECUA

**Lewis Bear Jr.**  
- Lewis Bear Company

**Rebecca Ferguson**  
- City of Pensacola  
- Pensacola Energy Appointee

**Bonita Player**  
- Engineering & Planning Resources

**Bentina Terry**  
- Gulf Power Company



We are an alliance of more than 100 public and private entities. Working together, to maximize Pensacola, Escambia County and Northwest Florida's economic potential.





## FloridaWest Announcements (since establishment 2014)

Company	Sector	New Jobs	Retained Jobs	Average Wage	Annual Payroll	Capital Investment
<b>Navy Federal Credit Union</b>	Financial Services	5000		\$50,000	\$160,000,000	\$350,000,000
<i>Announcement 10/29/14</i>						
<b>International Paper</b>	Manufacturing	12	424	\$49,900	\$36,888,000	\$92,000,000
<i>Announcement 10/29/14</i>						
<b>Offshore Inland-Corporate</b>	Headquarters	30		\$75,000	\$2,250,000	\$90,000
<i>Announcement 12/20/2014</i>						
<b>AeroSekur</b>	Aviation MRO	5		\$43,600	\$200,000	\$50,000
<i>Announcement 3/4/2015</i>						
<b>Financial Management &amp; Investment Corp.</b>	Headquarters	15		\$74,720	\$1,120,800	\$1,355,000
<i>Announcement 3/8/2015</i>						
<b>Dept. of Homeland Security</b>	IT/Cyber	35		\$85,000	\$2,975,000	\$20,000,000
<i>Announcement 6/22/2015</i>						
<b>Oren International</b>	Manufacturing	18	8	\$39,225	\$1,200,000	\$2,100,000
<i>Announcement 3/30/2016</i>						
<b>Jupiter Composites</b>	Manufacturing	150	100	\$27,040	\$4,056,000	\$1,000,000
<i>Announcement 5/26/2016</i>						
<b>Totals</b>	<b>8 Projects</b>	<b>5265</b>	<b>532</b>	<b>\$55,561</b>	<b>\$208,689,800</b>	<b>\$466,595,000</b>

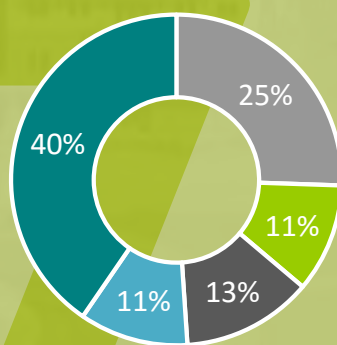


# BUSINESS DEVELOPMENT

## YEAR TO DATE:

<b><i>Total Pipeline</i></b>	<b>47</b>
<b><i>Total Request for Proposal</i></b>	<b>37</b>
<b><i>Active Projects</i></b>	<b>29</b>
<b><i>Existing</i></b>	<b>8</b>
<b><i>New</i></b>	<b>21</b>
<b><i>Site Visits</i></b>	<b>13</b>
<b><i>Business Retention Visits</i></b>	<b>48</b>

Pipeline by Sector



- Aviation/Aerospace Mfg
- Information Technology
- Professional Services/BPO
- Warehouse/Distribution
- Manufacturing



# Economic Development Pipeline

Project Code	# Jobs	Industry Sector	Status	Space Required	Lead	Project Rating
A04102011_IT	60	IT	On-Hold	30,000	Direct	10%
P10252012_MFG	35	R&D, Manufacturing	On-Hold	14,000	Direct	10%
O11062013_MFG	18	Manufacturing	Announced	128,000	Direct	100%
P02172015_BPO	1000	Call Center	Active	100,000	Direct	95%
E04062015_AAM	700	Aviation Manufacturing	Dead	325,000	Consultant	0%
H07172015_MFG	100	Manufacturing	Active	50,000	EFI	90%
S7222015_AAM	TBD	Aviation Manufacturing	On-Hold	35000 SF	Consultant	10%
J08062015_MFG	150	Manufacturing	Announced	25,000	Direct	100%
G08152015_AAM	44	Aviation Manufacturing	Active	128,000	Direct	90%
T09062015_IT	25	IT	On-Hold	20,000	Direct	10%
A09152015_AAM	20	Aviation Manufacturing	Active	35,000	Direct	30%
H10022015_AAM	300	Aviation Manufacturing	Active	190,000 SF	FGNW	20%
L10092015_AAM	800	Manufacturing	Inactive	500,000	EFI	10%
B10152015_BPO	350	Call Center	Inactive	40,000	Consultant	10%
D10102015_DW	TBD	Warehouse/Distribution	Inactive	25,000 SF	Direct	10%
B10212015_DW	600	Warehouse/Distribution	Dead	2,350,000	EFI	0%
S11042015_MFG	25	Manufacturing	Inactive	100	EFI, Canada	10%
S11122015_MFG	250	Manufacturing	Inactive	40,000	Direct	10%
R11142015_MFG	25	Manufacturing	Dead	15,000	Consultant	0%
L1082016_AAM	85	Aviation Manufacturing	Active	215,000	EFI	20%
S1152016_MFG	100	Manufacturing	Inactive	TBD	Consultant	10%
M1292016_MFG	200	Manufacturing	Active	45,000	EFI	20%
B02022016_MFG	100	Manufacturing	Active	120,000	Direct	50%
S02042016_IT	20	IT	On-Hold	8,000	Direct	10%
H02092016_IT	10	IT	Active	TBD	Direct	90%
Q02252016_MFG	95	Manufacturing	Active	60,000	Direct	90%
J02262016_MFG	10	Manufacturing	Active	1,500	Direct	95%
P02292016_BPO	300	Call Center	Inactive	30,000	Consultant	10%
U03072016_IT	6	IT	Active	6,000	EFI, UK	95%
F03092016_AAM	15	Aviation Manufacturing	Active	40,000	Direct	50%
G3102016_MFG	50	Manufacturing	Active	25,000	EFI	30%
M03142016_AAM	1000	Aviation Manufacturing	Inactive	500,000	EFI	10%
R3242016_MFG	30	Manufacturing	Active	30,000	EFI	50%
P4012016_BPO	300	Call Center	Active	60,000	EFI	20%
T04062016_AAM	450	Aviation Manufacturing	Active	130,000	EFI	20%
G05272016_AAM	20	Aviation Manufacturing	Active	TBD	FGNW	20%
C06012016_MFG	50	Manufacturing	Active	250,000	Consultant	20%
S06102016_BPO	300	Call Center	Active	40,000	Consultant	30%
W06272016_AAM	50	Aviation Manufacturing	Active	40,000	EFI	30%
W06262016_MFG	8	Manufacturing	Acitve	10,000	Direct	50%
R08032016_MFG	7	Warehouse/Distribution	Active	30,000	FGNW	50%
A08042016_MFG	10	Manufacturing	Active	30,000	Direct	50%
P08082016_MFG	TBD	Manufacturing	Active	TBD	Direct	90%
S08162016_WD	400	Warehouse/Distribution	Active	350,000	Direct	80%
A08312016_WD	5	Warehouse/Distribution	Active	150,000	Direct	90%
E09012016_BPO	400	Call Center	Active	50,000 - 95,000	Consultant	50%
S0901516_AAM	600	Aviation Manufacturing	Active	TBD	EFI	30%
# Jobs	9063	Total Space		2,185,500		
Average SF				95,022		

## LEAD SOURCE:

Enterprise Florida, Inc. (15)  
 Florida's Great Northwest (3)  
 Site Consultant (8)  
 Direct (21)

## TYPE:

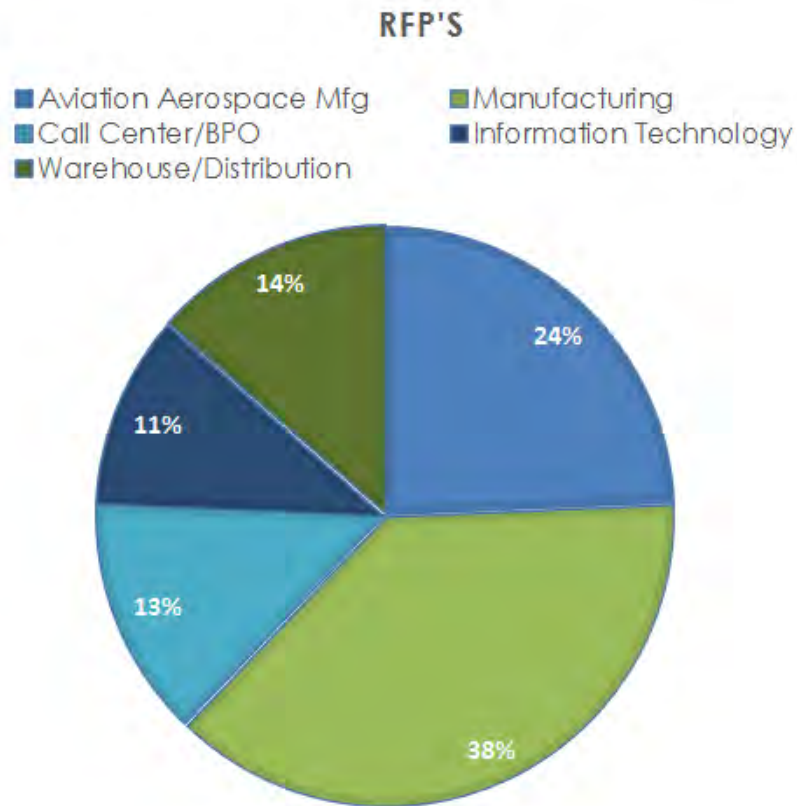
Existing   
 New 

## STATUS:

Active (29)  
 Inactive (8)  
 Hold (5)  
 Dead (3)  
 Announced (2)



# Request For Proposal by Sector



## Site Visits 13

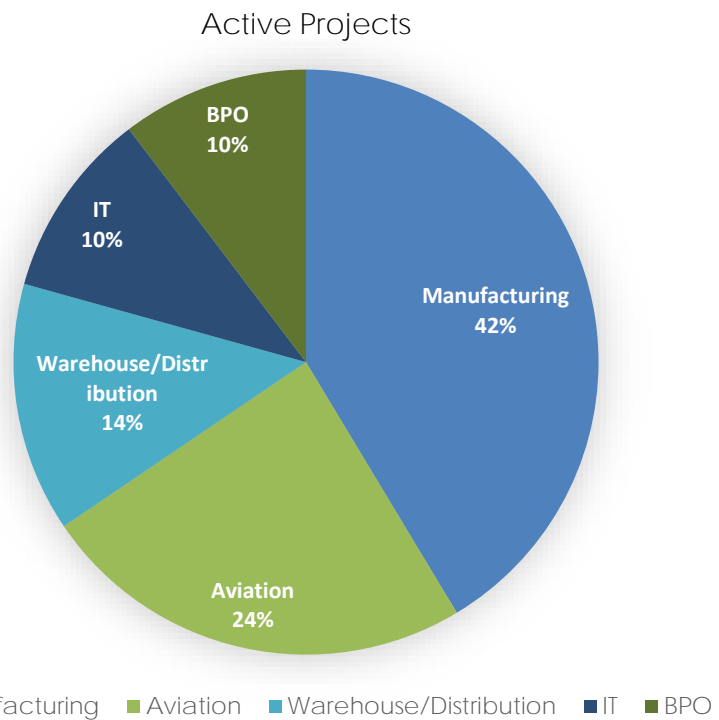
H07172015_MFG	ACTIVE	Oct./Dec. 2015/Sept 2016
G08152015_AAM	ACTIVE	Oct./Nov. 2015
B2022016_MFG	ACTIVE	Feb. 2016
Q2252016_MFG	ACTIVE	Feb. 2016
J2262016_MFG	ACTIVE	Feb. 2016
U03072016_IT	ACTIVE	Mar./Apr. 2016
R3242016_MFG	ACTIVE	June, 2016
P02172015_BPO	ACTIVE	June, 2016
E09012016_BPO	ACTIVE	Sept, 2016
R11142015_MFG	DEAD	Nov. 2015

## TOTAL ACTIVE PROJECTS 29

21 RECRUITMENT

8 EXPANSIONS

3,712 Jobs



## Business Retention-Expansion

### 48 Existing Industry Visits

Manufacturing	54%	Information Technology	11%
Aviation	13%	R&D	6%
Marine MRO	2%	Call Center/BPO	4%
Business Services	8%	Warehouse/Distribution	2%

## Announced

Company/Project	New Jobs	Activity	Sector	Wages	Programs
Jupiter Composites/ Juno	150	BRE	Manufacturing	\$27,040	IWT, OJT
Oren International / Orion	18	BRE	Manufacturing	\$39,225	IWT

# ASSET DEVELOPMENT

All of our commerce parks are full and we have very few locations available for new business and industry. In the past, the community invested tax payer funds to support the development of the Ellison Industrial Park, Heritage Oaks Commerce Park, Marcus Point Commerce Park, etc. The return on those investments of the past are thousands of jobs with hundreds of millions of dollars in payroll.

Now is the time to continue investing in new economic development assets. Projects like **OLF8, The Bluff's (FOIL), Port of Pensacola, the Airport**, and the **Tech Park** are needed to encourage and allow for continued private sector business clients we work with to locate and/or expand in Escambia County. We have lost projects and have had several of our Escambia County companies move to adjacent counties or leave the community because of the lack of available property with the right infrastructure.







#### BUILDINGS KEY

- Whse 1 - Leased
- Office - Leased
- Whse 4 - 45,000 SF
- Whse 5 - 72,000 SF
- Whse 6 - Leased
- Whse 8 - 83,000 SF
- Whse 9 - Leased

#### BERTH KEY\*

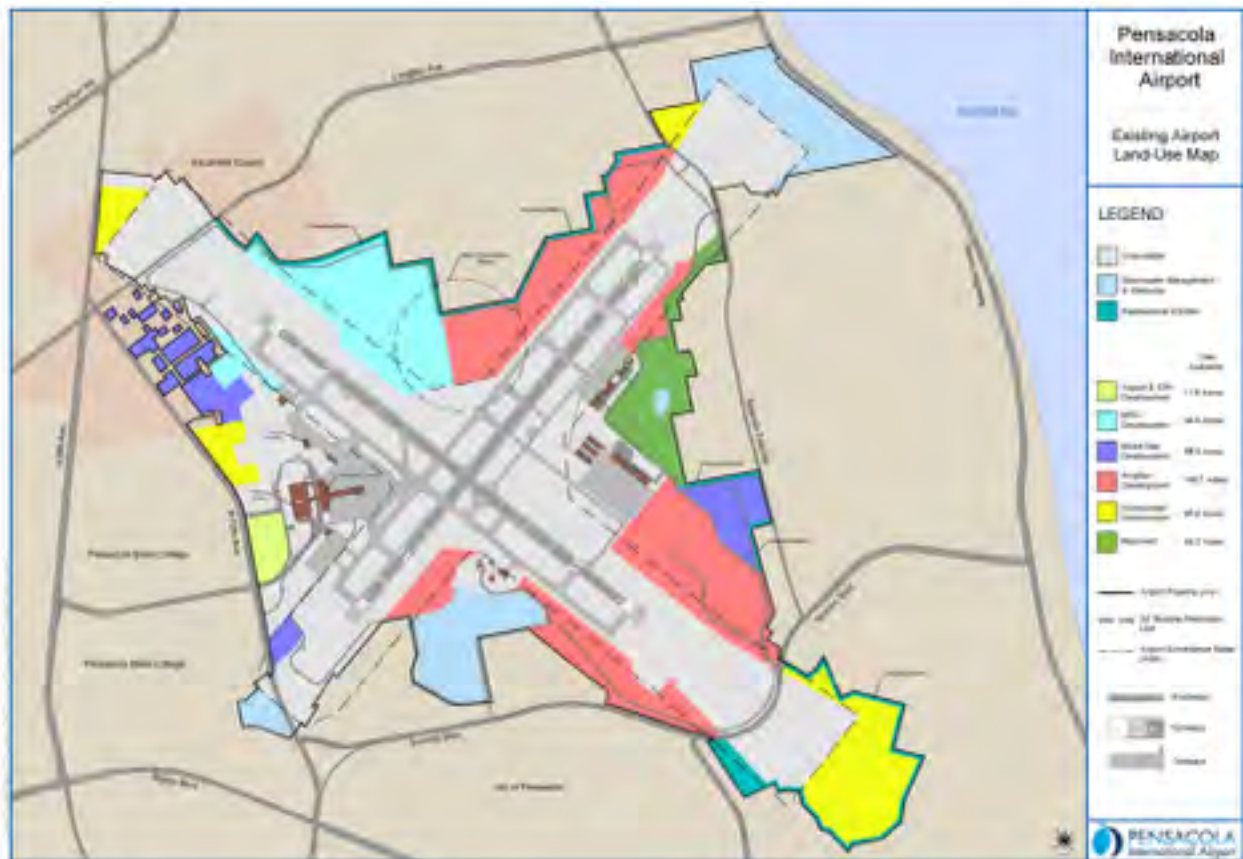
- Berth 1 - 540'
- Berth 2 - 398'
- Berth 3 - 344.5'
- Berth 5 - 507.5'
- Berth 6 - 580'
- \*33' Depth

#### LAND KEY

- Available: ±23.0 acres  
Can Be Divided







## PENSACOLA TECHNOLOGY PARK

### Conceptual Use



# BUSINESS DEVELOPMENT ACTIVITIES

Florida West is engaged and actively promoting and advocating for Escambia County and Pensacola:

- **Secured \$2.3 M funding for the Bluff's (FOIL) project through the 2016 Florida Legislature** -PEDC and Florida West were instrumental in championing for the Bluff's project funding and results leading to active contracts with FDOT and DEO. This phase is to develop a design-build criteria package for site connectivity alignment, including real property acquisition as well as promotion and public information for the project. The Bluff's project presents the next premier site inventory opportunity for Northwest Florida and bolsters economic development; allowing us to compete for the next generation manufacturing high wage/high skill jobs, while leveraging and attracting targeted industry sectors. Funding for infrastructure and roadway improvements are necessary to transform the site and further aligns with the state's vision to grow Florida's economy.
- **Pensacola International Airport Master Planning** - participating in the Airport's commercial and aviation business park property development to accommodate future activity, maximize business development and economic development opportunities.
- **Southwest, Delta and American Airlines recruitment for expanding flight services to Pensacola** - presented with a team from PNS in positioning the greater Pensacola regional economy and supporting advancement of present and future airline service with these 3 major carriers. American Airlines will launch new daily non-stop service to the Washington Reagan, DC Airport in 2016.
- **IT/Cybersecurity Site Selection Assessment** - participated in initial assessment activities commissioned by Gulf Power in Jan. 2016, to review the Pensacola MSA's capacity for attraction of IT/Cybersecurity companies through the perspective of site selectors. This project provided the insights for PEDC and Florida West to initiate a more in-depth study and strategy for 2016-17. The overarching goal is to develop a shared regional cybersecurity vision and plan for Northwest Florida, Identify and focus policy, planning, and program offerings, and develop appropriate and relevant recommendations that will enhance economic development and establish Northwest Florida as a leader in cybersecurity.
- **Aviation Roundtable** - sponsored the Northwest Florida Aviation User group round-table meetings sharing interest, trends and opportunities in growing the region's aviation target industry sector. The first event was held in August with more than 20 participants.
- **Industry and Manufacturing Awareness** - promoting and increasing awareness of why local manufacturing matters and the resulting annual economic impacts of manufacturing. An annual manufacturing awareness event and industry tour was held at Fluid Metalworks in November 2016. Manufacturing is a key driver in the Northwest Florida regional economy, providing approximately 16,523 direct jobs that generate approximately \$1,123,521,993 in total wages with average wages in excess of \$67,000 per worker per year.
- **Target Industry Trade Shows Attended**

Pacific Northwest Aerospace Alliance	Aviation Forum	Aircraft Interiors Expo
Farnborough Air Show	Speed News	MRO America
Singapore Airshow	NBAA	International Work Boat Show
Southeast US-Japan Conference	Cyber Conference	
- **Site Consultant Missions - Chicago, Atlanta, Dallas**
- **Familiarization Tour** - Florida West hosted EFI's Business Development and Marketing teams





GULF COAST CENTER FOR

# INNOVATION & ENTREPRENEURSHIP

Report Overview

Occupancy Data Update

CiE Milestones

Current Tenants

Tenant Overview

Noteworthy Events

**FloridaWest**  
economic development alliance

## OCCUPANCY DATA UPDATE

Occupancy (Goal: 80%)	Total Leasable Square Feet	Square Feet Occupied	Available	% Occupancy
2nd Floor (sf)	3,838	3,631	207	94.61%
3rd Floor (sf)	3,878	3,878	0	100%
<b>TOTAL SQUARE FEET:</b>	<b>7,716</b>	<b>7,509</b>	<b>Combined Occupancy:</b>	<b>97.32%</b>

The **Gulf Coast Center for Innovation and Entrepreneurship** (CIE) is a program of FloridaWest EDA in partnership with Pensacola State College. The CIE targets early-stage, high-growth companies to increase their chances of success by providing shared office space, support services and business coaching. Our mission is to act as a catalyst to support innovative entrepreneurs who create jobs and can sustain long-term economic growth for Greater Pensacola.

### Milestones for 2015-2016

**Rebranding** - The CIE is in the process of rebranding its logo and website. In order to update our look and feel, we decided to go with a logo that was more in line with our parent organization and to instill consistency among both brands. Updates to website are in the works and launch will be in January 2017.

**Renovation** - A new lease with Pensacola State College was negotiated to provide for renovations to fit with the new brand and improve tenant space.

**Record**- 27 businesses have been engaged with the program since its inception and 6 companies have graduated. Our record continues to grow with 4 anticipated graduations in 2017.



## CURRENT TENANTS

Current Clients	Date of Entry	Status
Accountingfly	Jun-12	Tenant
FFCFC	Jun-12	Affiliate
Intelligent Retinal Imaging Systems	Feb-14	Tenant
Lost Key Media	May-14	Tenant
Paint University	Jun-14	Tenant
Jewel Graphics	Jun-15	Tenant
Hatchmark Studio	Oct-15	Tenant
Samantha Weaver	Nov-15	Affiliate
Broker Frameworks	Dec-15	Tenant
YourTechnoGeeks	Mar-16	Tenant
Hexad Analytics	Jul-16	Tenant
Koala Pickup	Jul-16	Tenant
International Debt Recovery, Inc.	Oct-16	Tenant
EBI Management Group, Inc.	Oct-16	Tenant

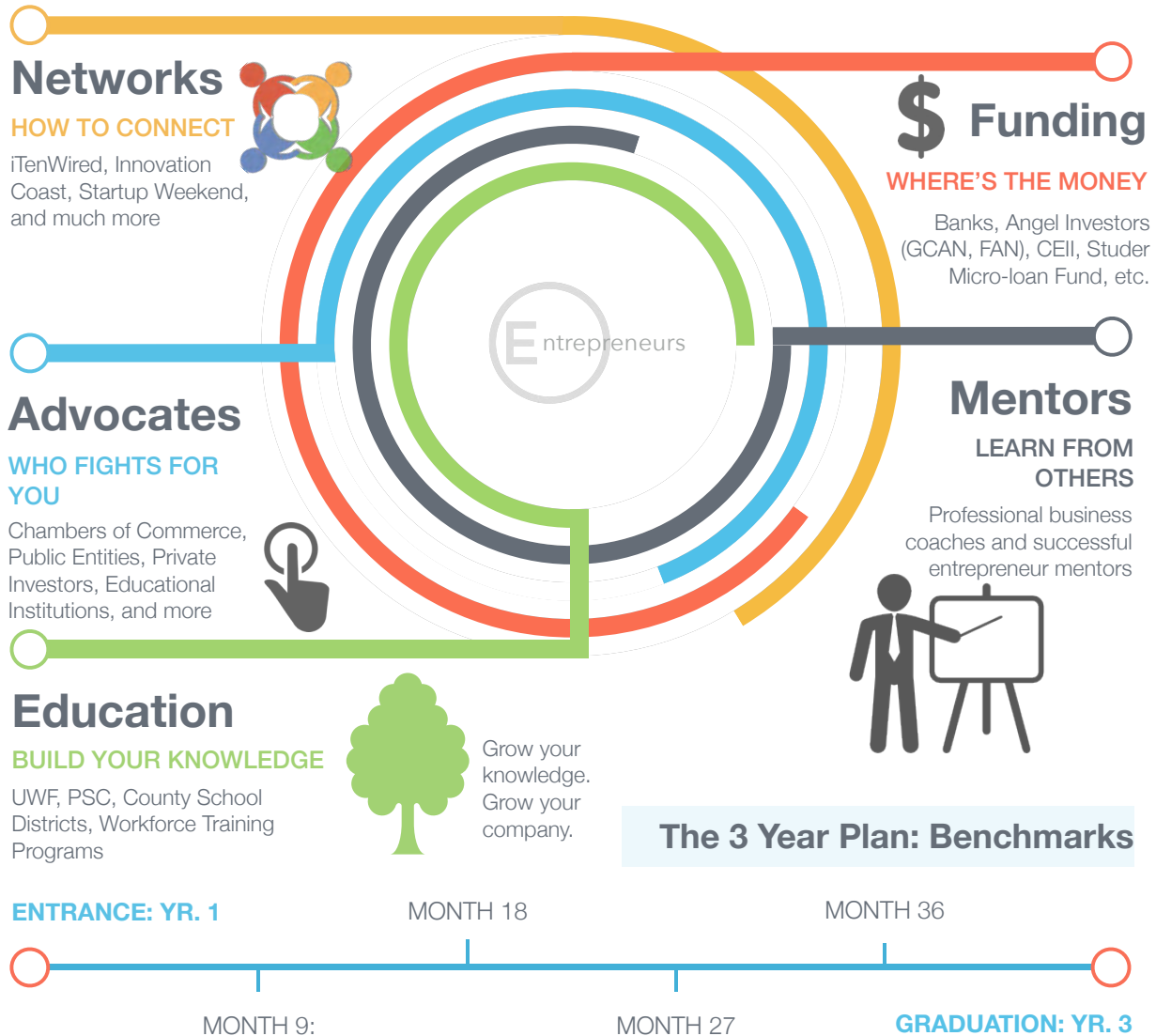
## TENANT OVERVIEW

Exited Clients	Date of Entry	Graduation	
The Analyst Group	Mar-09	7/15/12	Office space in Milton, FL
Engineering & Planning Resources	Sep-10	4/01/14	Office space in downtown Pensacola
Robotics Unlimited, Inc.	Oct-14	12/01/15	Office space in downtown Pensacola
Pay Cell Systems, Inc.	Aug-12	6/01/16	Office space in Escambia County
Clearstream	Aug-14	9/1/16	Moved company to NYC
Re Vera Services, LLC	Dec-12	9/9/16	Bought office in downtown Pensacola
<b>Total Tenant Companies</b>	<b>12</b>		
<b>Total Virtual Tenant Companies</b>	<b>0</b>		
<b>Total Affiliate Companies</b>	<b>2</b>		
<b>Total Current Employment</b>	<b>45</b>		
<b>Total Net New Jobs (including graduate companies)</b>	<b>46</b>		

# Ci(E) Entrepreneurial Ecosystem

## THE CULTURE OF ENTREPRENEURSHIP IN PENSACOLA

The Gulf Coast Center for Innovation and Entrepreneurship is devoted to participating in and promoting Pensacola's unique, vibrant entrepreneurial ecosystem. With economic development strategies purposed with promoting the success of our local entrepreneurs, FloridaWest EDA and the CiE are hitting the ground running to ensure entrepreneurs of the Pensacola Area are exposed to resources that will maximize their economic impact footprint.





## CIE NOTEWORTHY EVENTS:

- **Inc 5000** - September 27, the Palafox house - CEO Recognition ceremony for second stage growth companies. FloridaWest role-organizing and hosting
- **ITEN Wired Summit** - October 12-14, Hilton Pensacola Beach Gulf Front - Gulf Coasts's premier tech conference featuring speakers in Cybersecurity, Mobile/Wearable devices, Tech Maker/Incubators, and Professional Development for IT. FloridaWest's role - co-hosting with ITGULFCOAST
- **Leadership Pensacola Regional Economics Day** - November 17, Pensacola Social Desk - Organized the speakers for the day-long workshop educating 50 leaders on Pensacola's regional economy and economic development initiatives. Facilitated hands-on activities allowing participants to experience the economic development and entrepreneurship process. FloridaWest's role - lead organizer
- **Greater Pensacola Entrepreneurial Ecosystem Gathering** - Second Wednesday monthly, CIE - Convening of the local entrepreneurial support providers with the aim of streamlining and de-duplicating efforts. FloridaWest's role - convener, participant
- **Northwest Florida Entrepreneurial Support Ecosystem Coalition** - Quarterly, rotating location across NorthWest Florida - Convening of the regional entrepreneurial support providers with the aim of streamlining and de-duplicating efforts and identifying points of collaboration. FloridaWest's role - participant
- **CIE Policy Board Meeting** - Quarterly, CIE - Board meeting to discuss tenant leases and facility concerns
- **Taco Thursday's** - Monthly, CIE - Informal gathering of tenants to connect, exchange ideas and share a meal
- **Founder's Talk Series** - Monthly, CIE - Guest speaker luncheon series featuring an experienced entrepreneur. Speakers typically commit to meeting with/mentoring resident entrepreneurs at no cost. Building a mentorship network for the tenants.

# WORKFORCE DEVELOPMENT UPDATE

## Report Overview

Workforce Goals & Objectives

Ongoing Industry Workforce Grant Activities

Program of Work

Workforce Events

**\$3,000,000 IN IWT & QRT WORKFORCE TRAINING  
GRANTS AWARDED TO AREA BUSINESSES**

**FloridaWest**  
economic development alliance



# WORKFORCE DEVELOPMENT & TRAINING

## GOALS & OBJECTIVES

- Identify, Implement and Enhance existing programs in the Pensacola Metropolitan Area
  - *Ensure existing programs are being created or maintained to fit businesses needs in the area.*
- Advisory Council Recruitment
  - *Industry participation on industry specific councils to help advise programs in order to promote and prepare students for targeted industry careers*
- Project AIMS (RESTORE)
  - *To build a globally competitive workforce for the growing aviation/aerospace, information technology/cyber security, advanced manufacturing, and customer service sectors which will serve as a catalyst for growth in these high – value added sectors within our local economy*
- Industry Specific Grants
  - *To identify key needs for existing companies and for our region to grow industry bases*
- The Promotion of FloridaFlex
  - *FloridaFlex is a business-friendly training grant program powered by CareerSource Florida to help businesses grow and compete. Businesses can expect greater flexibility, a simplified and expedited application process and an array of funding options to support companies of all sizes.*

### A Training: Spotlight on the Career Pathways Initiative

A labor market gap analysis that was conducted in 2014/15, provided a holistic overview of the region's available workforce, while also working with business and industry representatives to forecast future employment demands and training needs of Greater Pensacola's targeted industries. That process resulted in deeper integration between industry and education.

*"Workforce availability is a key driving point when businesses consider expanding or relocating. The Greater Pensacola Career Pathways campaign articulates our community's commitment to long term talent development."*

Solidifying the community's commitment to strengthen the ties between industry and education, a Memorandum of Understanding was executed on February 12, 2015, launching the Greater Pensacola Career Pathways Campaign. The program continues to be used in middle and high schools, technical centers, community colleges and the local University and regional workforce boards to focus on creating a highly competitive and educated workforce.

The Greater Pensacola Career Pathways campaign outlines specific job opportunities, average wages and training programs within primary and support industries, including:

- advanced manufacturing
- information technology and cyber security
- aviation and aerospace
- construction
- business, professional and financial services
- healthcare
- energy
- hospitality

## QRT (\$2,665,341)

Company	# of Jobs	Amount Awarded
Avalox Technologies	36	\$72,482
Global Business Solutions	24	\$36,255
Ascend Performance Materials	102	\$118,204
Custom Control Solutions, Inc.	15	\$22,575
CHCS Services, Inc.	381	\$536,970
West Fraser, Inc.	105	\$154,350
Global Business Solutions	56	\$97,267
Navy Federal Credit Union	1,276	\$1,562,589
The Lewis Bear Company	QRT Challenge Grant	\$64,540
International Paper	450	\$472,500

# IWT (\$419,773)

Company	# of Jobs	Amount Awarded
Armstrong	60	\$50,000
Ascend Performance Materials	396	\$50,000
Granger Properties	2	\$1,058
Hixardt Technologies	4	\$14,216
Gulf Power	120	\$49,988
Lifeguard Ambulance	74	\$37,095
Rolling Frito-Lay Sales LP	75	\$44,310
AMS Inc.	7	\$8,550
Ascend Performance Materials	150	\$24,690
AppRiver	187	\$24,540
GE Power & Water	12	\$8,500
Eden Owners Association, Inc.	20	\$9,971
Oren International, Inc.	23	\$46,828

# PROGRAM OF WORK

- NWFL Skilled Technician Task Force
- Partnership with CareerSource Escarosa
- SkillsUSA
- Counselors in the Workplace
- Career Academy University
- Career Academy Awards
- Development in New Training Programs:
  - Automation & Production Technology Academy, Northview High School
  - Automation & Production Technology Academy, Pensacola High School
  - Aviation Mechanics Academy, Washington High School
  - Cybersecurity Academy: Pine Forest High School
  - Mechanical Design & Fabrication Specialization, Pensacola State College
  - Additive Manufacturing (3D Printing) Specialization, Pensacola State College
  - Center for Cybersecurity, University of West Florida
  - Airframe & Powerplant Program, George Stone Technical Center



## WORKFORCE DEVELOPMENT ACTIVITIES

- **HR Managers Roundtable** - monthly meeting of senior level HR practitioners to discuss and share best practices, trends, concerns in a confidential forum. Designed to compliment existing SHRM efforts and meetings.
- **Skills USA – Worlds of Possibilities** – FloridaWest hosted the welcome reception at the 6<sup>th</sup> annual SkillsUSA Career Expo in February. This event increases career awareness for all middle schools in Escambia & Santa Rosa County School Districts. Each “world” represents an industry with various vendors (associations, businesses, unions, etc.) that have captivating hands on activity that demonstrates skills and knowledge for careers in their company or industry. Led by and hosted at Pensacola State College.
- **Brownsville Job Fair Hire2016** – Over 100 people attended the job fair, held in the Brownsville Community Center in March. Twenty vendors participated and all applicants were registered with CareerSource Escarosa.
- **The Greater Pensacola Career Pathways Campaign** – launched in 2015, this updated website is utilized in middle and high schools, technical centers, community colleges and the local University and with the regional workforce board to focus on creating a highly competitive and educated workforce.
- **Workforce Toolbox** - This workshop was designed to provide community leaders, pastors and non-profits with all the information needed to appropriately refer and direct individuals to no-cost tools, resources and programs available through our local area workforce services –CareerSource Escarosa. The program included networking with like-minded community leaders, identifying resources and training with *EmployFlorida.com*. There was a special focus on opportunities for special populations in our community such as veterans and ex-offenders. The workshop was part of a focused media campaign to increase community awareness of employment resources and job openings.
- **ITEN Wired Job Fair** – this year’s tech summit included a workforce development component tech and cyber job fair, free to the public.
- **Escambia County School District Career Academy Open Houses** – hosted in target industry career academies to encourage middle and high school students to explore career opportunities and career academy training in advanced manufacturing, cyber security and aviation maintenance.

# ECONOMIC DEVELOPMENT FUNDING & BUDGET

## PEDC



Income	
County	\$550,000
City	\$150,000
Other	\$10,000
<b>TOTAL INCOME</b>	<b>\$710,000</b>
Expense	
FloridaWest	\$570,000
TechPark	\$80,000
Operations	\$20,000
Other	\$10,000
<b>TOTAL EXPENSE</b>	<b>\$680,000</b>

Income	
Membership	\$240,000
Chamber Foundation	\$100,000
Program Income (CIE, Events)	\$71,000
Public Funding (City of Pensacola, Escambia County)	\$720,000
<b>TOTAL INCOME</b>	<b>\$1,131,000</b>
Expense	
Economic Development Programming	\$240,000
Incubator/Entrepreneur Growth	\$135,000
Workforce Programming	\$21,000
Staffing (6 full time, 2 part time)	\$580,000
Operational Overhead	\$155,000
<b>TOTAL EXPENSE</b>	<b>\$1,131,000</b>

