



**MEETING AGENDA – Tuesday, April 27<sup>th</sup>, 2021 1:30 PM**  
**FloridaWest Economic Development Alliance – Board of Director’s Meeting**  
**Pensacola State College**  
**Student Center**  
**1000 College Blvd, Pensacola, FL 32504**

1. **Call to Order** Rick Byars
2. **Meeting publicly noticed (4.12.21)**
3. **Public Comment**
4. **Action Items**
  - a. Approval of March 16th, 2021 Minutes
  - b. Approval of March 2021 Financials (Cash Basis) Ryan Tilley
    - i. 6-12 Month CD Setup Update
  - c. Designated Member Bylaw Revision Update
  - d. Meeting Date Proposal to 4<sup>th</sup> Tuesday of Each Month
5. **Discussion Items** Scott Luth
  - a. County Appointee Update
  - b. Restore Workforce RFP Update
  - c. ED Project Updates
    - i. Cybersecurity Update
    - ii. Co:Lab
    - iii. Business Development
    - iv. Workforce
    - v. Marketing
  - d. PEDC Board Update
  - e. Legislative Updates
    - i. Bluffs
    - ii. Workforce Development
  - f. Strategic Partner Updates (If in attendance)
  - g. ED Calendar Review
  - h. Check Signer Update
6. **Adjourn**

Next Meeting: TBD

**Fiscal Year Meeting Schedule**

TBD



March 16th, 2021  
Pensacola State College  
Anna Lamar Switzer Center

**FloridaWest Members Present:** Donnie McMahon, Jim Waite, Rick Byars, Don Palmer, Karen Sindel, Ryan Tilley, Rebecca Ferguson

**Investors Present:** Ed Meadows, Dave Murzin, Marcus McBride, Brian Wyer

**Staff:** Jessica Scholl, Scott Luth, Melissa Stoker, Jeff Dyer, Danita Andrews, Casey Campbell, Sena Maddison, Patrick Rooney, Alyvia Waite, Craig Dalton

**Guests:** Andrew Blewer

1. **Call to Order:** The meeting was called to order by Karen Sindel at 1:31 pm.
2. **Public Notice:** This meeting was publicly noticed for FloridaWest on March 1<sup>st</sup>, 2021.
3. **Public Comment:** Karen Sindel requested public comment. Mr. Andrew Blewer spoke about his frustration with county government and shared he believes that OLF8 should be turned into an RV park until fully developed.
4. **Action Items:**
  - a. Approval of January 19<sup>th</sup>, 2021 Minutes:  
Rick Byars motioned to approve.  
Don McMahon seconded.  
Passed unanimously.
  - b. Approval of February 2021 Financials: Scott Luth provided an update on the financials.  
Rebecca Ferguson motioned to approve.  
Don McMahon seconded.  
Passed unanimously.
    - i. PPP Loan: Scott Luth shared that we requested and were awarded for approximately \$112,000. Payroll and Rent expenses are eligible for loan forgiveness, which should be fully forgivable.
    - ii. 6-12 Month CD Options: In an effort to diversify our funds, we have worked with Hancock Bank on CD options. Rates were provided to board members from other banks as well to provide options.  
Rick Byars motioned to use Hancock Bank.  
Jim Waite seconded.  
Passed unanimously.
  - c. Designated Member Bylaw Revision Update: Scott Luth requested direction on how the board would like to address previously expressed concerns regarding the Designated Director appointment term. Karen Sindel shared that she agrees an expectation for attendance and participation should be specified along with an appointment term for no less than 2 years and no more than 5 years. She also shared that the city, county, and mayor's office need to come to a consensus on how many meetings are required for attendance. Karen Sindel suggested staff work with Jessica Scholl, legal counsel, to develop language to present to the board for approval. Board members can send suggestions to Scott.
  - d. Board Packet Printing: This item was not addressed in the board meeting.
5. **Discussion Items:**

- a.** Karen Sindel Resignation: Karen Sindel shared that the county is in the process of bringing in resumes for her replacement. She expressed how much serving has meant to her. With Karen Sindel stepping down, it is suggested Rick Byars step into her role as President. Donnie McMahon asked if Rick Byars is willing to serve, which Rick confirmed. Jim Waite motioned to approve Rick Byars as President effective at the end of today's board member.

Don Palmer seconded.

Passed unanimously.

Jim Waite nominates David Bear for Vice President contingent upon his acceptance.

Donnie McMahon seconded.

Passed unanimously.

Alyvia Waite has accepted a full-time marketing position with Baskerville-Donovan and will be greatly missed.

Joshua Beardsley will be joining the FloridaWest board in replacing Dawn Rudolph on behalf of Ascension Sacred Heart.
- b.** Danita Andrews – AEDC Master Practitioner: Scott Luth shared that Danita Andrews completed the year-long AEDC Master Practitioner program.
- c.** Restore Workforce RFP Update: Scott Luth shared that we put a \$400k request through appropriations, and we continue to follow the progress through committees. There was a second component regarding developing workforce and outreach for our target industries. The county commission is still working to put an RFP out for a workforce training proposal. Scott Luth is asking for board direction on pursuing that as well as explore additional potential options for funding. Jim Waite asked if the award is price or qualification based. Details aren't available at this time. We are expecting more information by the end of the month. Karen Sindel shared that it is her opinion that the board should support staff's pursuit of this. Scott Luth would bring any formal application back to next month's meeting.

Jim Waite motioned that FloridaWest staff have authority to begin paperwork and pursue accordingly.

Don Palmer seconded.

Passed unanimously.
- d.** ED Project Updates

  - 1.** Cybersecurity Update: Craig Dalton shared that he hopes to lay out specifics at April's meeting on the four primary goals discussed at last month's meeting. He also shared that we are working with the CITCOM group to bring additional government contract work here. Because of COVID, new defense contracts aren't moving around much. It allows us the opportunity to develop our current market in the meantime. Scott Luth stated that we are working through three sensitive issues within our strategic plan. Scott Luth shared that he has been working on ENCLAVE with the base, working to isolate the public access items from the private military items. While not a high priority for the federal government to address the infrastructure challenge, it is an extremely important project for the local community at a price point of approximately \$20M. We see this for military support and protection. Karen Sindel shared that other bases encounter the same challenges, and these changes give an intentional designation between secure and public access.
  - 2.** Co:Lab: Patrick Rooney shared that the new floors are beginning to be installed. There are logistic details between the various parties are coming to a head. We are expecting a soft opening perhaps next month with a more likely 60-day timeline.

- 3. Business Development:** Danita Andrews referenced the business development report included in the board packet. Activity has not slowed down with COVID. There are a couple of projects going on in Century. She also shared that we split our time between new companies and existing companies within the area. Danita Andrews is also working on a special project with PEDC regarding the FTZ. There is an opportunity to reorganize as an alternate site network, which allows us to work with companies no matter where they are within Escambia County. There is also an opportunity to expand the FTZ 60 miles to include Santa Rosa and Okaloosa counties, both of which have approved pursuing this effort. An application to expand that FTZ will be submitted. A local company, Snack Crate, was granted the FTZ designation. This effort helps keep them in this community. Danita Andrews emphasized the importance of board members connecting their network to FloridaWest to assist in this effort. Rebecca Ferguson shared that FloridaWest has been visiting local companies since her time of involvement and shared her perspective that perhaps we need to grow the effort and visibility. Scott Luth shared that Danita is working four applications for the University of West Florida Industry Resilience and Diversification Fund (IRDF). The funds can go directly to the company and are within the \$200-\$300K range with good job creation attached. We will make announcements as appropriate. The job creation is running between 30-40 new jobs per project all of which are existing industries.
  - 4. Workforce:** Hitachi at Elyson Park will be closing their doors (300 employees) and have announced a 12-month transition. They are moving operations to Mexico, and we are working with CareerSource and others to retrain and find alternative employment opportunities prior to the 12-month deadline. We will have commercial real estate as a result of this vacancy. Rick Byars asked if the state minimum wage vote had anything to do with the decision to leave. Scott Luth shared that while it hasn't been stated outright, there is a possibility that it was a factor. Jeff Dyer shared an update on unemployment as referenced in the board packet. The total labor force percentage went up, which means more people are working and looking for work. Escambia County is 65% of our MSA. Santa Rosa is 35%. Hospitality and Tourism is still lagging behind, but we are making great strides compared to other parts of the US. There are 5500 open job opportunities at this point, so there is work to be had. Scott Luth highlighted yet again the importance of our education partners as extremely critical in continuing to make strides for our community's success.
  - 5. Marketing:** Sena Maddison shared that we took advantage of the blizzard up the East Coast to remind people that they could be working here instead. It has gotten us national attention. There is a current campaign targeting 20,000 cybersecurity executives in order to expose them to our social media efforts drawing attention to Pensacola. We are also working on a small-town tour to show off our area to cybersecurity writers.
- e. OLF8:** Scott Luth shared that from a commerce and economic development perspective, we are seeing the planning process move internally within the county. While it is slow moving, we will continue to be involved along the way.
  - f. PEDC Board Update:** Scott Luth shared that PEDC has received an offer on the Tech Park. Lewis Bear and Scott Luth will pursue discussions to see what potential there may be.
  - g. Strategic Partner Updates (if in attendance):** Dave Murzin provided an update on the legislative progress for house bills of interest for the \$2.5M Bluffs Infrastructure ask. Marcus McBride shared the concern for the shrinking workforce to motivate and inspire

people to participate in the labor force. Brian Wyer shared that the minority contractor suing Skanska resulting in national attention. He also shared that he is working on a minority business directory. Brian Wyer also shared that he has updated County Commission on how to help address outstanding Hurricane Sally issues for businesses. Upon digging deeper, it is a much bigger scope than originally thought. Karen Sindel shared her appreciation for Brian's effort to move the marker for our local community. Dr. Meadows shared that this week is spring break. Last week, there were only 4 reported cases of COVID, so they are encouraging students to not bring it back. There are no recorded cases from teachers or in class students. The covid cases recorded this semester are from outside of class. There is a ribbon cutting April 9<sup>th</sup> and 29<sup>th</sup> to recognize Donnie McMahon for his financial support of the Cyber program at PSC. There is a dedication next month for the math tutorial lab as well. Enrollment is down 9%, which is much better than the state average. They are expecting a rebound on enrollment in the fall. Rebecca Ferguson shared that the port sustained substantial damage. A bid package has been out for repair, and those bids should be coming in any day. Steamline is continuing to make forward movement. The county and city will be receiving funding from COVID. This presents an opportunity for this organization to help companies. Rebecca requested that any ideas be shared with FloridaWest.

- h. ED Calendar Review: Please see the calendar included.

**Next Meeting:** April 20, 2021

Adjourned at 2:48 pm by Karen Sindel.

Respectfully Submitted By:

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Ryan Tilley, Secretary-Treasurer  
FloridaWest Economic Development Alliance

## FloridaWest (CEDA) Profit & Loss Budget Performance October 2020 through March 2021

	Oct '20 - Mar 21	Budget	\$ Over Budget	% of Budget
<b>Income</b>				
4200 · Investor Membership Dues	10,000.00	40,000.00	-30,000.00	25.0%
4000 · Membership Dues	150,000.00	280,000.00	-130,000.00	53.57%
4410 · Non-Dues Income	9,188.70	30,000.00	-20,811.30	30.63%
4420 · Government Income	112,500.00	150,000.00	-37,500.00	75.0%
4430 · PEDC	337,500.00	675,000.00	-337,500.00	50.0%
4500 · CoLab - Rent	0.00	0.00	0.00	0.0%
4606 Hurricane Insurance	20,000.00	0.00	20,000.00	0.0%
<b>Total 4500 CoLab - Rent</b>	<b>20,000.00</b>	<b>100,000.00</b>	<b>80,000.00</b>	<b>20.0%</b>
4512 · Miscellaneous Income	227.11	1,000.00	-772.89	22.71%
<b>Total Income</b>	<b>639,415.81</b>	<b>1,276,000.00</b>	<b>-636,584.19</b>	<b>50.11%</b>
<b>Gross Profit</b>	<b>639,415.81</b>	<b>1,276,000.00</b>	<b>-636,584.19</b>	<b>50.11%</b>
<b>Expense</b>				
5005 · Bank & Credit Card Fees	508.84	1,000.00	-491.16	50.88%
5060 · Marketing, Adv & Promo/Investor	88,092.92	150,000.00	-61,907.08	58.73%
5066 · Database/Research	5,475.00	40,000.00	-34,525.00	13.69%
5100 · Audit Expense	21,500.00	26,000.00	-4,500.00	82.69%
5105 · Legal Fees	1,800.00	7,500.00	-5,700.00	24.0%
5120 · Auto Travel	4,337.55	10,000.00	-5,662.45	43.38%
5140 · Business Travel	1,063.24	40,000.00	-38,936.76	2.66%
5190 · Depreciation Expense	0.00	15,000.00	-15,000.00	0.0%
5200 · Dues & Subscriptions	4,852.75	7,000.00	-2,147.25	69.33%
5310 · Insur-D&O/Liab/Umbrella/EPLI	5,715.00	7,000.00	-1,285.00	81.64%
5410 · Maint & Repair- Computers	6,903.11	21,000.00	-14,096.89	32.87%
5440 · Meeting Expense	1,269.82	2,000.00	-730.18	63.49%
5500 · CoLab Expenses				
5500-11 · CoLab Renovations/Hurricane	14,943.33	5,000.00	9,943.33	298.87%
<b>Total 5500 · CoLab Expenses</b>	<b>28,588.50</b>	<b>104,000.00</b>	<b>-75,411.50</b>	<b>27.49%</b>
5559 · Workforce Marketing	1,822.93	15,000.00	-13,177.07	12.15%
5600 · Miscellaneous Expense	0.00	500.00	-500.00	0.0%
5610 · Postage	463.11	500.00	-36.89	92.62%
5680 · Cyber/High Growth Companies	8,244.33	15,000.00	-6,755.67	54.96%
57000 · Employee Wages & Benefits	379,707.98	750,000.00	-370,292.02	50.63%
5800 · Supplies	1,775.75	2,500.00	-724.25	71.03%
5915 · Telephone	2,429.92	3,500.00	-1,070.08	69.43%
5925 · Cell Phones	2,749.64	9,000.00	-6,250.36	30.55%
5954 · Copier Expense	18.98	1,000.00	-981.02	1.9%
5980 · Rent Expense	27,934.79	48,500.00	-20,565.21	57.6%
<b>Total Expense</b>	<b>595,254.16</b>	<b>1,276,000.00</b>	<b>-680,745.84</b>	<b>46.65%</b>
<b>Net Income</b>	<b>44,161.65</b>	<b>0.00</b>	<b>44,161.65</b>	<b>100.0%</b>

**FloridaWest (CEDA)**  
**Balance Sheet**  
As of March 31, 2021

Mar 31, 21

**ASSETS**

**Current Assets**

**Checking/Savings**

1000 · Checking- Private Hancock -363 638,773.52

1010 · Checking - Public Hancock- 355 248,036.52

**Total Checking/Savings** 886,810.04

**Accounts Receivable**

11000 · Accounts Receivable 0.00

**Total Accounts Receivable** 0.00

**Other Current Assets**

1300 · Prepaid Rent 18,750.00

1500 · Due from PEDC 200.00

**Total Other Current Assets** 18,950.00

**Total Current Assets** 905,760.04

**Fixed Assets**

1702 · Accum Depr-Leasehold Improvemen -40,266.00

1655 · Leasehold Improvements 135,544.93

1600 · Furniture and Fixtures 44,009.73

1650 · Computers 38,626.14

1700 · Accum Depreciation Computers -17,526.31

1701 · Accum Depreciation Furn & Fix -19,514.41

**Total Fixed Assets** 140,874.08

**Other Assets**

1800 · Security Deposit 1,000.00

**Total Other Assets** 1,000.00

**TOTAL ASSETS** 1,047,634.12

**LIABILITIES & EQUITY**

**Liabilities**

**Current Liabilities**

**Accounts Payable**

2000 · Account Payable 2,441.00

**Total Accounts Payable** 2,441.00

**Other Current Liabilities**

2300 · Other Payables

2345 · PPP Loan 112,030.00

2350 · Christmas Club Payable 4,425.00

2300 · Other Payables - Other 9,980.00

**Total 2300 · Other Payables** 126,435.00

2400 · Payroll Liabilities 26,807.00

**Total Other Current Liabilities** 153,242.00

**Total Current Liabilities** 155,683.00

**Total Liabilities** 155,683.00

**Equity**

3201 · Net Assets wth Donor Restricti 22,000.00

3200 · Unrestricted Net Assets 825,789.47

**Net Income** 44,161.65

**Total Equity** 891,951.12

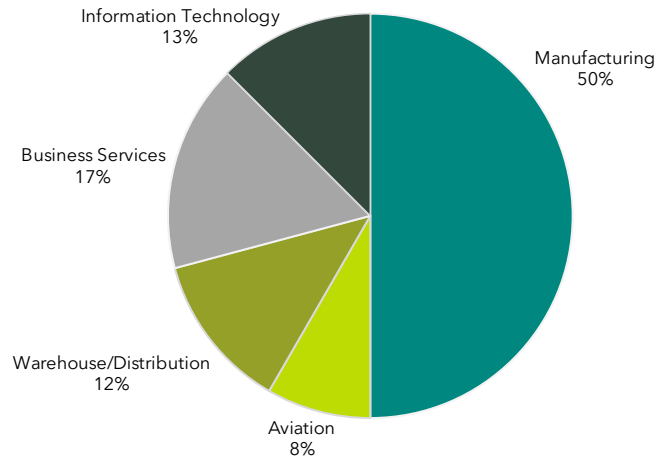
**TOTAL LIABILITIES & EQUITY** 1,047,634.12

# BUSINESS DEVELOPMENT

Year to Date **April 7, 2021**

Active Projects 24  
Active Project Site Visits 11  
Existing Industry Visits 37

**PROJECTS** **2633** JOBS / **12** NEW RELOCATIONS  
**12** LOCAL EXPANSIONS



## 3<sup>RD</sup> QUARTER EXISTING INDUSTRY VISITS **37**

MONTH	VISITS	DATE	COMPANY	# EMPLOYEES	SECTOR
OCTOBER	3				
NOVEMBER	10	03/01/21	IMS Expert Services	150	Headquarters/IT
DECEMBER	3	03/03/21	Perfect Plain Brewery	23	Manufacturing
JANUARY	5	03/05/21	Armstrong World Industries	300	Manufacturing
FEBRUARY	8	03/22/21	Deshi	12	Business Services
MARCH	5	03/25/21	International Paper	620	Manufacturing
APRIL	3	04/02/21	IdeaWorks	2	Business Services
		04/06/21	Hixardt Technologies	22	IT/Cyber Security
		04/07/21	Underwood Construction	14	Business Services

## ANNOUNCEMENTS



**15** PROJECTS / **2** NEW RELOCATIONS  
2019-2020 / **13** LOCAL EXPANSIONS

New Jobs	Retained Jobs	Average Wage	Annual Payroll	Capital Investment
<b>1622</b>	<b>70</b>	<b>\$47,488</b>	<b>\$75,743,700</b>	<b>\$27,350,000</b>

**SPECIAL PROJECTS - FTZ #249 ALTERNATE SITE FRAMEWORK (ASF) REORGANIZATION (in process)**



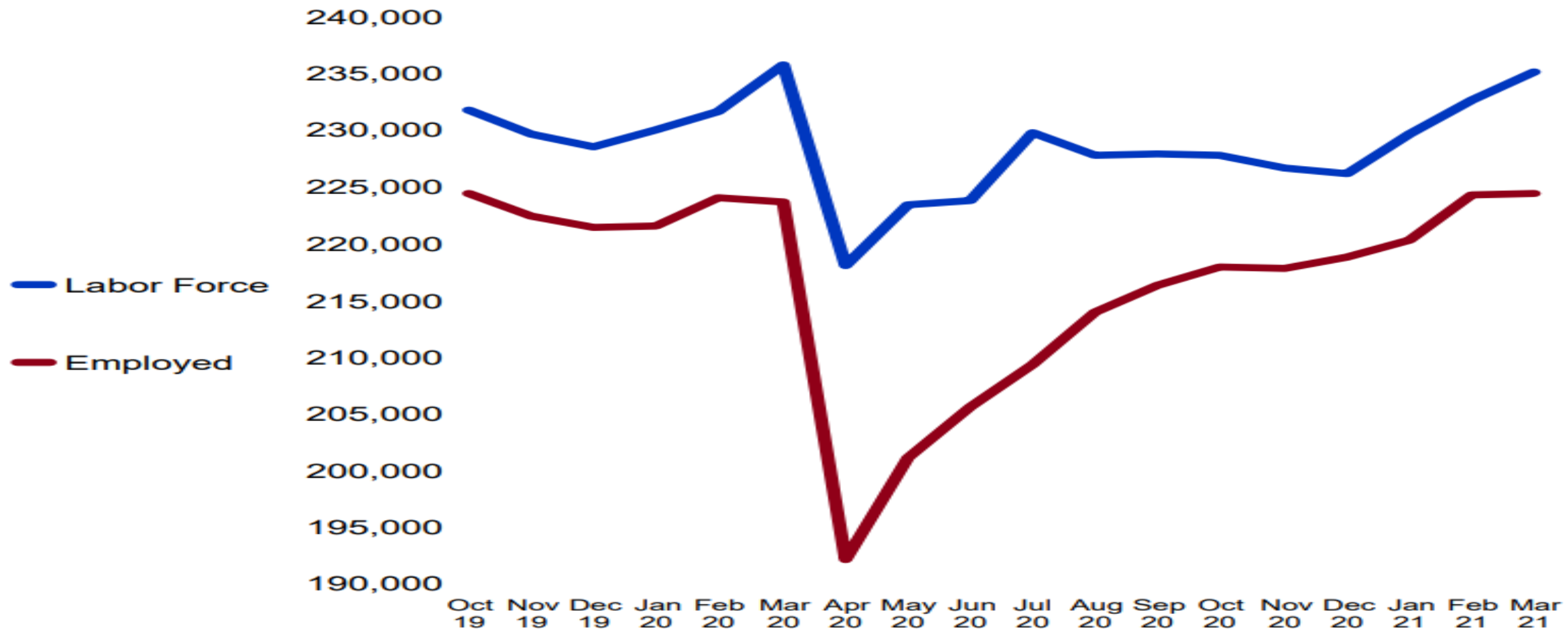
## FloridaWest - Business Expansion and Relocation Announcements

Company	Sector	New Jobs	Retained Jobs	Average Wage	Annual Payroll	Capital Investment
Economic Development Announcements (2014-2018)	16 Projects	5358	605	\$55,362	\$291,237,050	\$467,230,200
<b>Lost Key Media</b>	Business Services	3		NA	NA	NA
May, 2019						
<b>American Tire Distributors</b>	Distribution	30	20	\$32,000	\$1,600,000	\$4,000,000
June, 2019						
<b>ST Engineering Aerospace</b>	Aviation	1325		\$45,394	\$60,147,000	\$245,000,000
July, 2019						
<b>Social Icon</b>	Business Services	3		\$36,000	\$108,000	NA
August, 2019						
<b>Qualia Is</b>	Business Services	2		\$50,000	\$100,000	NA
March 2020						
<b>EBI Management Group, Inc.</b>	Business Services	14		\$65,000	\$910,000	\$350,000
March, 2020						
<b>Girl Catch Fire</b>	Business Services	1		\$50,000	\$50,000	NA
April, 2020						
<b>CoFlyt</b>	IT	5		\$45,000	\$225,000	NA
May, 2020						
<b>Right on Target Marketing</b>	Business Services	2		\$40,000	\$80,000	NA
May, 2020						
<b>Speaker Training</b>	Business Services	1		\$50,000	\$50,000	NA
May, 2020						
<b>Alfius Marketing</b>	Business Services	1		\$55,000	\$55,000	NA
May 2020						
<b>Blue Wind Technologies</b>	Manufacturing	120		\$41,937	\$4,193,700	\$2,500,000
May 2020						
<b>Ascend Performance Materials</b>	Manufacturing	10	30	\$67,000	\$2,680,000	\$20,000,000
June 2020						
<b>Cordele Intermodal</b>	Business Services	5	20	\$42,000	\$1,050,000	\$3,500,000
June 2020						
<b>Streamline Boats</b>	Manufacturing	100		\$45,500	\$4,550,000	\$2,000,000
September 2020						
<b>5-year Goals To Date</b>	<b>15 Projects</b>	<b>1622</b>	<b>70</b>	<b>\$47,488</b>	<b>\$75,743,700</b>	<b>\$277,350,000</b>
FY 2015-2020 Totals	31 Projects	8602	675	\$50,953	\$366,980,750	\$744,580,200

Employment / Unemployment Data	Pensacola-Ferry Pass-Brent Metropolitan Statistical Area							
	Jan 20	Apr 20 (COVID-19)	Jan 21	Feb 21	Mar 21	Difference Feb - Mar 21	Difference Jan 20 - Mar 21	Difference Apr 20 (COVID-19) - Mar 21
Unemployment Rate	3.7%	12.0%	4.1%	4.4%	4.5%	0.1%	0.8%	-7.5%
Labor Force	230,019	218,140	229,667	232,608	235,190	2,582	5,171	17,050
Total Unemployed	8,508	25,952	9,311	8,331	10,690	2,359	2,182	(15,262)
Total Employment	221,511	192,188	220,356	224,277	224,500	223	2,989	32,312
Total Non Agricultural Employment	186,000	173,200	183,600	185,700	185,600	(100)	(400)	12,400
Mining, Logging, and Construction	12,500	12,100	11,800	12,100	12,100	0	(400)	0
Manufacturing	7,000	6,500	6,800	6,900	6,900	0	(100)	400
Trade, Transportation, and Utilities	33,700	30,900	34,000	34,200	34,000	(200)	300	3,100
Wholesale Trade	5,700	5,600	5,700	5,700	5,800	100	100	200
Retail Trade	23,700	21,300	23,900	24,000	23,700	(300)	0	2,400
Transportation, Warehousing, and Utilities	4,300	4,000	4,400	4,500	4,500	0	200	500
Information	1,600	1,600	1,500	1,500	1,500	0	(100)	(100)
Financial Activities	14,900	14,600	15,200	15,300	15,200	(100)	300	600
Professional and Business Services	24,100	22,900	25,900	26,700	25,900	(800)	1,800	3,000
Education and Health Services	31,200	29,300	30,700	30,800	31,000	200	(200)	1,700
Leisure and Hospitality	25,700	20,800	22,900	23,000	23,800	800	(1,900)	3,000
Other Services	6,400	5,200	6,500	6,600	6,500	(100)	100	1,300
Government	28,900	29,300	28,300	28,700	28,700	0	(200)	(600)



# Pensacola MSA Labor Force Data



Date	Time	Event	Location
MAY			
May 4th	10:00 AM	Dedication:Donald McMahon III Center for Cybersecurity at PSC	Baars Technology Building, Pensacola State College
May 5th	9:00 AM	1 Million Cups	Zoom Meeting
May 6th	4:30 PM	BCC Public Forum	Ernie Lee Magaha Gorvenment Building
May 6th	5:30 PM	BCC Regular Meeting	Ernie Lee Magaha Gorvenment Building
May 10th	3:30 PM	City Council Agenda Conference	Hagler/Mason Conference Room
May 13th	5:30 PM	City Council Meeting	City Council Chamber
May 13th	5:30 PM	City Council Meeting	City Council Chamber
May 20th	4:30 PM	BCC Public Forum	Ernie Lee Magaha Gorvenment Building
May 20th	5:30 PM	BCC Regular Meeting	Ernie Lee Magaha Gorvenment Building
May 24th	3:30 PM	City Council Agenda Conference	Hagler/Mason Conference Room
May 25th	10:00 AM	PEDC Board Meeting	TBD
May 25th	1:30 PM	FloridaWest Board Meeting	TBD
May 27th	5:30 PM	City Council Meeting	Hagler/Mason Conference Room
JUNE			
June 2nd	9:00 AM	1 Million Cups	Zoom Meeting
June 3rd	4:30 PM	BCC Public Forum	Ernie Lee Magaha Gorvenment Building
June 3rd	5:30 PM	BCC Regular Meeting	Ernie Lee Magaha Gorvenment Building
June 10th	9:00 AM	Committee of the Whole Workshop	Ernie Lee Magaha Gorvenment Building
June 13th	3:30 PM	City Council Agenda Conference	Hagler/Mason Conference Room
June 17th	8:30 AM	BCC Public Forum	Ernie Lee Magaha Gorvenment Building
June 17th	9:00 AM	BCC Regular Meeting	Ernie Lee Magaha Gorvenment Building
June 17th	5:30 PM	City Council Meeting	Hangler/Mason Conference Room
June22nd	10:00 AM	PEDC Board Meeting	TBD
June 22nd	1:30 PM	FloridaWest Board Meeting	TBD