



**MEETING AGENDA – Tuesday, March 22<sup>nd</sup>, 2022 1:30 PM**  
**FloridaWest Economic Development Alliance – Board of Director’s Meeting**  
**CO:LAB Pensacola**  
**First Floor Conference Room**

- |   |                          |
|---|--------------------------|
| <b>1. Call to Order</b>   | Rick Byars               |
| <b>2. Meeting publicly noticed (3.7.22)</b>                     |                          |
| <b>3. Public Comment</b>  |                          |
| <b>4. Action Items</b>  |                          |
| a. Approval of February 22 <sup>nd</sup> , 2022 Meeting Minutes | Ryan Tilley              |
| b. Approval of February 2022 Financials                         |                          |
| c. Reappointment of Lewis Bear to PEDC Through 2023             |                          |
| <b>5. Discussion Items</b>                                      | Rick Byars<br>Scott Luth |
| a. Strategic Plan Discussion                                    |                          |
| b. ED Project Updates   |                          |
| i. Business Development   |                          |
| ii. Workforce   |                          |
| iii. Co:Lab   |                          |
| iv. Cybersecurity/Military                                      |                          |
| v. Marketing  |                          |
| c. PEDC Board Update  |                          |
| i. Legislative/Funding Updates                                  |                          |
| d. Strategic Partner Updates (If in attendance)                 |                          |
| e. ED Calendar Review   |                          |
| <b>6. Other Business</b>  |                          |
| <b>7. Adjourn</b>   |                          |

Next Meeting: April 26, 2022 at 1:30 pm

**Fiscal Year Meeting Schedule**

May 24, 2022

June 28, 2022

July 26, 2022

August 23, 2022

September 27, 2022



February 22<sup>nd</sup>, 2022

CO:LAB Pensacola

418 W. Garden Street

**FloridaWest Members Present:** Rick Byars, David Bear, Charletha Powell, Ryan Tilley, Olevia McNally, Rebecca Ferguson, Jim Waite, Don Palmer

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

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

**Guests:** Jodi Caudle, Brian Wyer

1. **Call to Order:** President Rick Byars called the meeting to order at 1:31 pm.
2. **Public Notice:** This meeting was publicly noticed on 1.26.22.
3. **Public Comment:** President Rick Byars requested public comment. There were none. President Byars did share that Greenhut Construction has assigned Kelvin Enfinger to replace Ryan Greenhut as an investor on the board.
4. **Action Items:**
  - a. Approval of January 25<sup>th</sup>, 2022 Minutes:  
David Bear motioned to approve the minutes.  
Ryan Tilley seconded.  
Passed unanimously.
  - b. Approval of January 2022 Financials:  
Jim Waite motioned to approve the financials.  
Olevia McNally seconded.  
Passed unanimously.
5. **Discussion Items:**
  - a. Strategic Plan Discussion: Scott Luth shared an update on efforts for an updated 5-year strategic plan being conducted early. He brought a proposal, which has been discussed with President Rick Byars. We are close on our goals for the current strategic plan. With newly elected leadership coming into office, President Rick Byars thinks it's a great time to get input and have the draft strategic plan by July. The current proposal is from Vision First, who is familiar in the area. While we can solicit other proposals, the value of Vision First as an established community resource is worth considering moving forward. Board discussion included ensuring we follow procurement processes as well as historical practice. Board discussion indicated to establish an ad hoc committee to review the RFP that is solicited with a recommendation presented to the board. This would be a non-budgeted item, but FloridaWest reserves are adequate to more than cover this cost.  
  
Jim Waite motioned for the Executive Committee and staff to move forward with creating the criteria. Advertising is to be contingent upon the procurement policy. The goal is to secure a minimum of 3 proposals and presented to the board for approval while a minimum of 2 proposals will suffice.  
  
Don Palmer seconded.  
  
Passed unanimously.  
  
A budget amendment will be needed at a later date to cover the cost of this expense from reserves.

President Rick Byars shared that there is definitely an increased need for private membership, and the best course of action may be to see what comes of this strategic plan before heavily pursuing. A membership committee will be established as well, seeking a smart approach to pursue potential investors.

**b. ED Project Updates**

- 1. Business Development:** Danita Andrews shared we have 2 imminent announcements coming. Danita also shared that Project Guardian is looking to expand their presence to include 42 new jobs at an average wage of \$84,000 annually. There is a \$7.8M capital investment expected. Project Sky is a fairly new veteran start up. They have gone from 7 employees to 40 and are projecting to add another 28-30 jobs with an average wage of \$48,000 with a \$1.5M expansion. We are working to connect them with SpaceFlorida as well for additional opportunities. They also received a new contract award last week. There has also been an RFP submitted for Cypress Bluffs as a potential location for Project Turaco. They are looking at 30-50 acres for aviation manufacturing to include 200 new jobs and a \$200M capital investment. Project Aurora had a site visit in November, and the principals are out of country but are still considering us on their short list of about 5 locations. Scott Luth provided an update on Project Ventura and legislative challenges. We are expecting a meeting with the CEO for further discussion next month. Project Pioneer is expected to have a closing date with PEDC on March 28<sup>th</sup>.
  - 2. Workforce:** Jeff Dyer shared that while there are no updated DEO numbers yet, last month's data is provided in board packets. Please expect to see updated numbers from DEO next month. Jeff has provided data based on jobs posted prior to COVID versus the last 90 days. This helps show where we are pre-covid versus today. The biggest increase is reflected in healthcare. LPNs are almost three-fold what they used to post versus what they post now. Sales Rep for Services is down but there are so dispersed amongst the various codes allocated to this group. Job posting numbers are about the same now as they were pre-COVID, they are just allocated amongst different fields as opposed to what they were previously.
  - 3. CO:LAB:** Patrick Rooney provided an update on CO:LAB. We did have an occupancy change in the month of February and saw growth. We are moving toward our goal. We have 5 prospective clients to present to the Selection Committee in the coming weeks. We did bump the rates up year over year. The average rate went up as a result. There are a total of 28 employees with 10 companies currently in the building.
  - 4. Cybersecurity:** Craig Dalton shared that we are still working to include language in this legislative session that sets the stage for a state SOC in Pensacola. We are letting Senator Broxson navigate and drive that effort for us. The most current update on the Enclave is that they want it out of the public eye to work out the details. There is no known show stoppers at this point and everyone seems pleased with the progress. They are working on budget and scope of work.
  - 5. Marketing:** Sena Maddison did a Facebook campaign in the areas hit hardest by severe winter weather. A LinkedIn general campaign was conducted, and we were surprised to see 18% as Army and Army retirees. We are seeing primarily business owners and individuals from New York, Los Angeles, and Boston. Dublin, OH (Amazon) is trending on both Cyber Coast and FloridaWest websites.
- c. PEDC Board Updates:** Scott Luth shared that Project Pioneer is moving forward. We are going through final contract negotiations between PEDC and the company with that March 28<sup>th</sup> deadline. We are tracking very well to make that happen, which will be followed by a formal announcement. He also shared an update on the Bluffs Roundabout Project funding. BDI has been contracted as of today to get us to construction.
- d. Legislative/Funding Updates:** We have three asks in Tallahassee. One request is for additional Bluffs funding, which we are encouraged we will receive. We have also received feedback for

additional information on the project. We are also trying to define the timing of other efforts based on current politics. We are also working to secure funds for an Aviation Training Center. We are awaiting feedback before determining next steps, which might include Governor's Growth Fund grant opportunities. We will more than likely be asking for funding help from the City and County (LOST) once we have a better idea of the funding gaps.

e. Strategic Partner Updates (if in attendance):

Dave Murzin shared that the next First Place Partners meeting is March 1<sup>st</sup> at 2 pm with a special speaker from Florida Tax Watch with cookies from Moo Moo's bakery. The Pensacola Estuary business partnership event is also coming up at Perfect Plain on March 24<sup>th</sup> with the Mayor and Donnie McMahon speaking. Jodi Caudle is a new FPP member and in attendance with us today. Dr. Meadows shared that there will be an announcement on March 1<sup>st</sup> for naming a new facility on their campus from four different families. The LPN workforce increase is that hospitals are now hiring LPNs to do what was previously done by RNs. PSC is seeing an increase in the LPN program. There are two workforce programs with an accounting certificate and accounting technician certificate. They are also working to create short certificates in the cyber program. This will help credential individuals. Craig took a group to PSC, resulting in discussion about apprenticeship programs in cyber. The legislature has an appropriation on the Senate side for a nursing and health science allocation that would be split between the 28 colleges in the system, so they are looking forward to that showing up on the House side as well to help address shortages across the state. The charter academy is slated to open this fall. PSC is also on track to offer A&P training in Santa Rosa County in about 7 months.

Marcus McBride shared that CareerSource recently purchased an online learning management training program for use in both Escambia and Santa Rosa Counties. There are a wide variety of free certifications available through that program and they are pushing the resource to anyone that comes through their doors. There is also a new partnership in the works to help address the LPN and RN shortage with Baptist to help provide training to CMA and phlebotomists to include on the job training with those individuals showing interest in becoming healthcare workers. We are looking at 152 students over the two-year grant program. They were also awarded a veteran's high service grant for those transitioning to the civilian world or reenter the workforce. There are a few other on the job training grants available for employers as well.

Brian Wyer shared that the GCMCC has several events coming up. He expressed his thanks to Patrick and Casey. He also shared that the GCMCC have been involved in the racial equity alliance. They are also working with the Greater Pensacola Chamber. He has seen a lot of local employers doing Diversity and Inclusion training and there are several doing strategic planning to ensure this is included. He is headed to Tallahassee tomorrow for Northwest Florida Day. He's excited to be a panelist at FPL Economic Symposium. There are 14 black banks in the United States, and one is the Commonwealth Bank. They were recently in town, and they are hoping to get a branch here in town. The County recently went through huge turnover, and there have been challenges with their purchasing department as a result. The City Purchasing office is also experiencing a lot of changes.

f. ED Calendar Review: Please see the included calendar.

**6. Other Business:** There was none.

**7. Adjourn:** President Rick Byars adjourned the meeting at 2:53 pm.

**Next Meeting:** March 22, 2022

Respectfully Submitted By:

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Ryan Tilley, Secretary-Treasurer  
FloridaWest Economic Development Alliance

**FloridaWest (CEDA)**  
**Profit & Loss Budget Performance**  
October 2021 through February 2022

	<u>Oct '21 - Feb 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Income</b>				
4200 · Investor Membership Dues	25,000.00	50,000.00	-25,000.00	50.0%
4000 · Membership Dues	140,000.00	280,000.00	-140,000.00	50.0%
4410 · Non-Dues Income	10,000.00	0.00	10,000.00	100.0%
4420 · Government Income	75,000.00	150,000.00	-75,000.00	50.0%
4430 · PEDC	337,500.00	675,000.00	-337,500.00	50.0%
4500 · CoLab - Rent	18,028.85	107,000.00	-88,971.15	16.85%
4513 · CD Interest Income	23.30	100.00	-76.70	23.3%
4512 · Miscellaneous Income	20.00	400.00	-380.00	5.0%
<b>Total Income</b>	<u>605,572.15</u>	<u>1,262,500.00</u>	<u>-656,927.85</u>	<u>47.97%</u>
<b>Gross Profit</b>	605,572.15	1,262,500.00	-656,927.85	47.97%
<b>Expense</b>				
5005 · Bank & Credit Card Fees	107.00	500.00	-393.00	21.4%
5060 · Marketing, Adv & Promo/Investor	62,462.92	150,000.00	-87,537.08	41.64%
5066 · Database/Research	2,475.00	20,000.00	-17,525.00	12.38%
5100 · Audit Expense	17,750.00	27,000.00	-9,250.00	65.74%
5105 · Legal Fees	2,550.00	7,500.00	-4,950.00	34.0%
5120 · Auto Travel	3,607.83	10,000.00	-6,392.17	36.08%
5140 · Business Travel	6,268.52	35,000.00	-28,731.48	17.91%
5190 · Depreciation Expense	0.00	10,000.00	-10,000.00	0.0%
5200 · Dues & Subscriptions	5,623.50	7,000.00	-1,376.50	80.34%
5310 · Insur-D&O/Liab/Umbrella/EPLI	6,456.69	7,000.00	-543.31	92.24%
5410 · Maint & Repair- Computers	10,075.03	20,000.00	-9,924.97	50.38%
5440 · Meeting Expense	864.49	2,500.00	-1,635.51	34.58%
5500 · CoLab Expenses	41,367.80	105,000.00	-63,632.20	39.4%
5559 · Workforce Marketing	509.29	10,000.00	-9,490.71	5.09%
5600 · Miscellaneous Expense	100.00	500.00	-400.00	20.0%
5610 · Postage	98.10	500.00	-401.90	19.62%
5680 · Cyber/High Growth Companies	4,425.45	15,000.00	-10,574.55	29.5%
57000 · Employee Wages & Benefits	325,029.05	770,000.00	-444,970.95	42.21%
5800 · Supplies	535.74	2,500.00	-1,964.26	21.43%
5915 · Telephone	1,474.69	5,000.00	-3,525.31	29.49%
5925 · Cell Phones	2,069.48	6,500.00	-4,430.52	31.84%
5954 · Copier Expense	1,693.48	1,500.00	193.48	112.9%
5980 · Rent Expense	24,592.91	49,500.00	-24,907.09	49.68%
<b>Total Expense</b>	<u>520,136.97</u>	<u>1,262,500.00</u>	<u>-742,363.03</u>	<u>41.2%</u>
<b>Net Income</b>	<u><b>85,435.18</b></u>	<u><b>0.00</b></u>	<u><b>85,435.18</b></u>	<u><b>100.0%</b></u>

FloridaWest (CEDA)  
**Balance Sheet**  
As of February 28, 2022

Feb 28, 22

**ASSETS**

**Current Assets**

**Checking/Savings**

1000 · Checking- Private Hancock -363	118,071.72
1010 · Checking - Public Hancock- 355	182,134.57
1195 · Brokered Private CD's	300,000.00
1175 · 21 Month Private CD - 2140	100,000.00

**Total Checking/Savings** 700,206.29

**Accounts Receivable**

11000 · Accounts Receivable	0.00
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**Total Accounts Receivable** 0.00

**Other Current Assets**

1300 · Prepaid Rent	18,750.00
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**Total Other Current Assets** 18,750.00

**Total Current Assets** 718,956.29

**Fixed Assets**

1600 · Furniture and Fixtures	45,273.73
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1650 · Computers	25,978.14
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1700 · Accum Depreciation Computers	-20,617.31
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1701 · Accum Depreciation Furn & Fix	-27,348.41
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**Total Fixed Assets** 23,286.15

**Other Assets**

1800 · Security Deposit	1,000.00
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**Total Other Assets** 1,000.00

**TOTAL ASSETS** 743,242.44

**LIABILITIES & EQUITY**

**Liabilities**

**Current Liabilities**

**Other Current Liabilities**

2350 · Christmas Club Payable	2,475.00
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**Total 2300 · Other Payables** 2,475.00

2400 · Payroll Liabilities	0.00
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**Total Other Current Liabilities** 2,475.00

**Total Current Liabilities** 2,475.00

**Total Liabilities** 2,475.00

**Equity**

3200 · Unrestricted Net Assets	655,332.26
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Net Income	85,435.18
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**Total Equity** 740,767.44

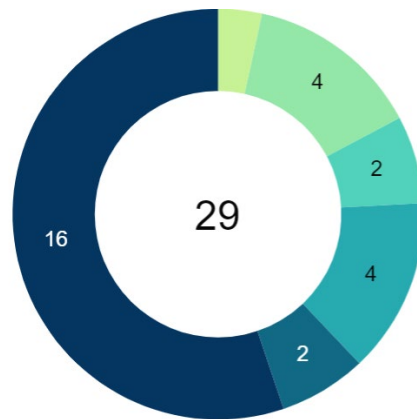
**TOTAL LIABILITIES & EQUITY** 743,242.44

# BUSINESS DEVELOPMENT

Year to Date **March 7, 2021**

Active Projects	29
Active Project Site Visits	7
Existing Industry Visits	74
Response Proposals	11

**PROJECTS 2191** JOBS **11** NEW RELOCATIONS  
**CAPEX \$942,581,385** **18** LOCAL EXPANSIONS



- Primary Target Industry
- Aviation/Aerospace
- Business Services
- Cyber Security
- Distribution/Logistics
- Information Technology
- Manufacturing

## 2ND QUARTER EXISTING INDUSTRY VISITS **74**

OCTOBER	20
NOVEMBER	12
DECEMBER	3
JANUARY	23
FEBRUARY	16

Date	Company
2/1/2022	Taste of Pensacola
2/4/2022	Brewww
2/7/2022	Determinant Materials, LLC
2/8/2022	Kleinhaus Consulting
2/10/2022	Brewww
2/10/2022	Silver Industries
2/10/2022	Taylor Digital Solutions
2/15/2022	Hatchmark Studio
2/15/2022	Regenerative Labs
2/15/2022	Capacity Path
2/16/2022	Regenerative Labs
2/18/2022	Ridgeline Intl/Barber Properties
2/21/2022	Ridgeline Intl/Barber Properties
2/22/2022	Kinetic Concepts
2/23/2022	Guided Particle Systems, Inc.
2/24/2022	Ridgeline Intl/Barber Properties

# Employees	Sector
1	Business Services
	Business Services
1	Manufacturing
2	Business Services
	Business Services
	Information Technology (IT)
	Information Technology (IT)
7	Business Services
9	Research & Development
2	Non-Target Industry
9	Research & Development
	Business Services
	Business Services
6	Business Services
	Research & Development
	Business Services

## ANNOUNCEMENTS



JOBS GOAL = 2000 (by 2023)  
2015 -2021 = 32 PROJECTS ANNOUNCED

**16** PROJECTS **3** NEW RELOCATIONS  
2019-2021 **13** LOCAL EXPANSIONS

New Jobs	Retained Jobs	Average Wage	Annual Payroll	Capital Investment
<b>1692</b>	<b>70</b>	<b>\$50,989</b>	<b>\$83,637,490</b>	<b>\$280,475,000</b>
New Jobs	Retained Jobs	Average Wage	Annual Payroll	Capital Investment
<b>7050</b>	<b>678</b>	<b>\$52,188</b>	<b>\$403,305,242</b>	<b>\$757,733,200</b>

## 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	608	\$53,948	\$311,077,402	\$477,258,200
<b>Lost Key Media</b>	Business Services	3		\$42,000	\$126,000	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	\$60,147,050	\$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>Allius Marketing</b>	Business Services	1		\$55,000	\$55,000	NA
May 2020						
<b>Blue Wind Technologies</b>	Manufacturing	120		\$41,937	\$5,032,440	\$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>CIRCULOGENE</b>	BioMedical	70		\$100,000	\$7,000,000	\$3,125,000
December 2021						
<b>5-year Goals To Date</b>	<b>16 Projects</b>	<b>1692</b>	<b>70</b>	<b>\$50,989</b>	<b>\$83,637,490</b>	<b>\$280,475,000</b>
<b>FY 2014-2021 Totals</b>	<b>32 Projects</b>	<b>7050</b>	<b>678</b>	<b>\$52,188</b>	<b>\$403,305,242</b>	<b>\$757,733,200</b>

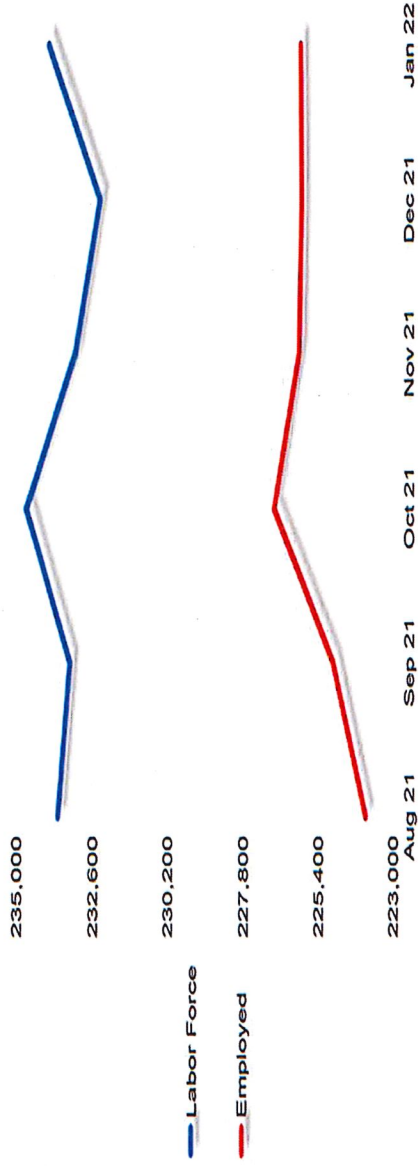


Pensacola-Ferry Pass-Brent Metropolitan Statistical Area											
	Jan 20 (Pre COVID)	Apr 20 (COVID)	Aug 21	Sep 21	Oct 21	Nov 21	Dec 21	Jan 22	Dec 21 to Jan 22	Aug 21 to Jan 22	Apr 20 (COVID) to Jan 22
Unemployment Rate	3.7%	12.0%	4.2%	3.6%	3.4%	3.1%	2.8%	3.4%	0.6%	-0.8%	-8.6%
Labor Force	230,019	218,140	233,706	233,303	234,703	233,147	232,348	233,970	1,622	264	15,830
Total Employed	221,511	192,188	223,892	224,905	226,804	226,005	225,928	225,937	9	2,045	33,749
Total Unemployed	8,508	25,952	9,814	8,398	7,899	7,142	6,420	8,033	1,613	(1,781)	(17,919)
Nonagricultural Employment by Industry	186,000	175,200	187,700	187,700	190,200	192,300	192,400	189,500	(2,600)	2,100	16,300
Mining, Logging, and Construction	12,500	12,100	12,800	12,800	12,800	12,800	12,900	12,800	(100)	300	700
Manufacturing	7,000	6,500	7,100	7,100	7,100	7,100	7,100	7,100	0	0	600
Trade, Transportation, and Utilities	33,700	30,900	34,100	34,500	34,800	35,700	36,200	36,300	100	2,200	5,400
Wholesale Trade	5,700	5,600	5,900	5,900	5,900	6,000	6,000	6,300	300	400	700
Retail Trade	23,700	21,300	23,600	24,000	24,200	24,900	25,200	25,300	100	1,700	4,000
Transportation, Warehousing, and Trade	4,300	4,000	4,600	4,600	4,700	4,800	5,000	4,700	(300)	100	700
Information	1,600	1,600	1,500	1,500	1,500	1,500	1,500	1,600	100	100	0
Financial Activities	14,900	14,600	16,100	15,900	16,000	16,100	16,400	15,900	(500)	(200)	1,300
Professional and Business Services	24,100	22,900	25,300	24,800	26,100	25,200	25,700	26,200	500	900	3,300
Education and Health Services	31,200	29,300	31,400	31,300	31,700	31,800	31,700	30,800	(900)	(600)	1,500
Leisure and Hospitality	25,700	20,800	24,600	24,300	24,700	25,000	25,000	24,400	(600)	(200)	3,600
Other Services	6,400	5,200	6,600	6,600	6,600	6,600	6,600	6,800	200	200	1,600
Government	28,900	29,300	28,200	28,900	29,100	29,500	29,000	27,600	(1,400)	(600)	(1,700)

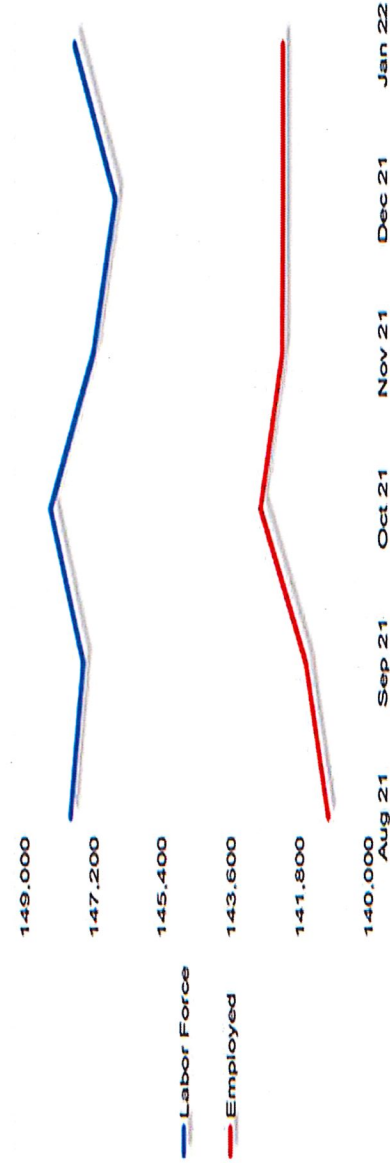
Escambia County											
	Jan 20 (Pre COVID)	Apr 20 (COVID)	Aug 21	Sep 21	Oct 21	Nov 21	Dec 21	Jan 22	Dec 21 to Jan 22	Aug 21 to Jan 22	Apr 20 (COVID) to Jan 22
Unemployment Rate	3.4%	12.6%	4.6%	3.9%	3.7%	3.3%	3.0%	3.7%	0.7%	-0.9%	-8.9%
Labor Force	146,089	134,040	147,786	147,458	148,313	147,187	146,627	147,677	1,050	(109)	13,637
Total Employed	141,184	117,143	141,046	141,642	142,836	142,270	142,234	142,246	12	1,200	25,103
Total Unemployed	4,905	16,897	6,740	5,816	5,477	4,917	4,393	5,431	1,038	(1,309)	(11,466)

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics and Economic Research

### Pensacola MSA Labor Force



### Escambia County Labor Force



**Overview of the CareerSource Escarosa Region**  
**Not Seasonally Adjusted**  
**March 14, 2022**

- The unemployment rate in the CareerSource Escarosa region (Escambia and Santa Rosa counties) was 3.4 percent in January 2022. This rate was 2.2 percentage points lower than the region's year ago rate of 5.6 percent. The region's January 2022 unemployment rate was 0.1 percentage point lower than the state rate of 3.5 percent. The labor force was 233,970, up 7,885 (+3.5 percent) over the year. There were 8,033 unemployed residents in the region.
- Santa Rosa County had the lowest unemployment rate (3.0 percent) in the CareerSource Escarosa region followed by Escambia County (3.7 percent).
- In January 2022 nonagricultural employment in the Pensacola-Ferry Pass-Brent MSA was 189,500, an increase of 7,500 jobs (+4.1 percent) over the year.
- The trade, transportation, and utilities (+8.0 percent) and financial activities (+7.4 percent) industries grew faster in the metro area than statewide over the year.
- The Pensacola-Ferry Pass-Brent MSA had the fastest annual job growth rate compared to all the metro areas in the state in trade, transportation, and utilities (+8.0 percent) in January 2022.
- The industries gaining in jobs over the year were trade, transportation, and utilities (+2,700 jobs); leisure and hospitality (+2,200 jobs); professional and business services (+1,500 jobs); financial activities (+1,100 jobs); mining, logging, and construction (+300 jobs); education and health services (+300 jobs); information (+100 jobs); and other services (+100 jobs).
- The industries losing jobs over the year were government (-700 jobs) and manufacturing (-100 jobs).

Note: All data are subject to revision.

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics and Economic Research.

<b>Unemployment Rates (not seasonally adjusted)</b>	<b>Jan-22</b>	<b>Dec-21</b>	<b>Jan-21</b>
CareerSource Escarosa	3.4%	2.8%	5.6%
Escambia County	3.7%	3.0%	6.1%
Santa Rosa County	3.0%	2.4%	4.6%
Florida	3.5%	2.9%	6.1%
United States	4.4%	3.7%	6.8%

<b>Nonagricultural Employment by Industry (not seasonally adjusted)</b>	<b>Pensacola-Ferry Pass-Brent Metropolitan Statistical Area</b>				<b>Florida</b>			
	<b>Jan-22</b>	<b>Jan-21</b>	<b>change</b>	<b>percent change</b>	<b>Jan-22</b>	<b>Jan-21</b>	<b>change</b>	<b>percent change</b>
Total Employment	189,500	182,000	7,500	4.1	9,137,900	8,643,700	494,200	5.7
Mining, Logging, and Construction	12,800	12,500	300	2.4	581,000	566,800	14,200	2.5
Manufacturing	7,100	7,200	-100	-1.4	392,600	379,600	13,000	3.4
Trade, Transportation, and Utilities	36,300	33,600	2,700	8.0	1,903,000	1,805,400	97,600	5.4
Wholesale Trade	6,300	5,700	600	10.5	367,600	347,600	20,000	5.8
Retail Trade	25,300	23,400	1,900	8.1	1,128,800	1,075,800	53,000	4.9
Transportation, Warehousing, and Utilities	4,700	4,500	200	4.4	406,600	382,000	24,600	6.4
Information	1,600	1,500	100	6.7	142,000	131,200	10,800	8.2
Financial Activities	15,900	14,800	1,100	7.4	635,100	602,300	32,800	5.4
Professional and Business Services	26,200	24,700	1,500	6.1	1,497,300	1,394,700	102,600	7.4
Education and Health Services	30,800	30,500	300	1.0	1,348,200	1,322,100	26,100	2.0
Leisure and Hospitality	24,400	22,200	2,200	9.9	1,191,800	1,016,900	174,900	17.2
Other Services	6,800	6,700	100	1.5	340,700	323,400	17,300	5.3
Government	27,600	28,300	-700	-2.5	1,106,200	1,101,300	4,900	0.4

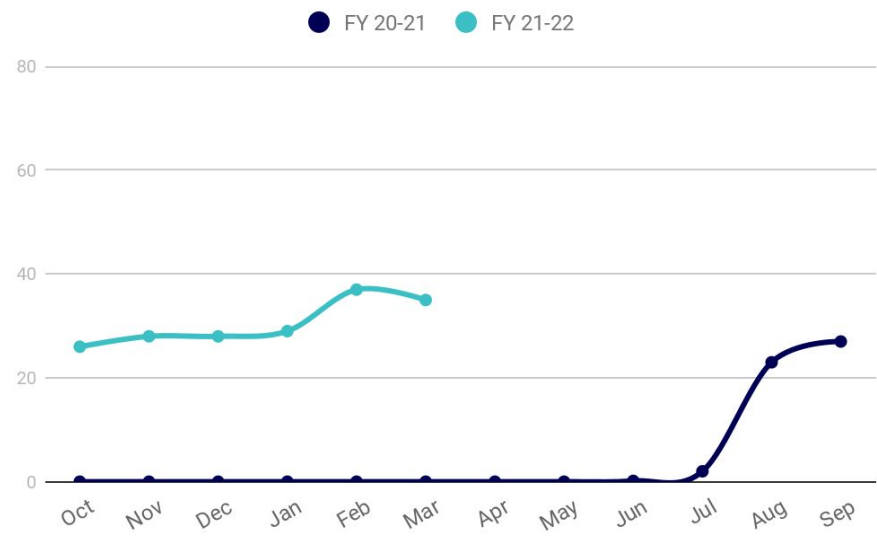
<b>Population</b>	<b>2020</b>	<b>2019</b>	<b>change</b>	<b>percent change</b>
CareerSource Escarosa	511,503	503,966	7,537	1.5
Escambia County	322,364	319,379	2,985	0.9
Santa Rosa County	189,139	184,587	4,552	2.5
Florida	21,733,312	21,492,056	241,256	1.1

<b>Average Annual Wage</b>	<b>2020</b>	<b>2019</b>	<b>change</b>	<b>percent change</b>
CareerSource Escarosa	\$47,247	\$44,347	\$2,900	6.5
Escambia County	\$48,847	\$45,786	\$3,061	6.7
Santa Rosa County	\$41,701	\$39,341	\$2,360	6.0
Florida	\$55,845	\$51,744	\$4,101	7.9

Note: All data are subject to revision.

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics and Economic Research.

### Occupancy (Goal: 80%)



**3,537** SQ. FT.  
OF 10,206 TOTAL



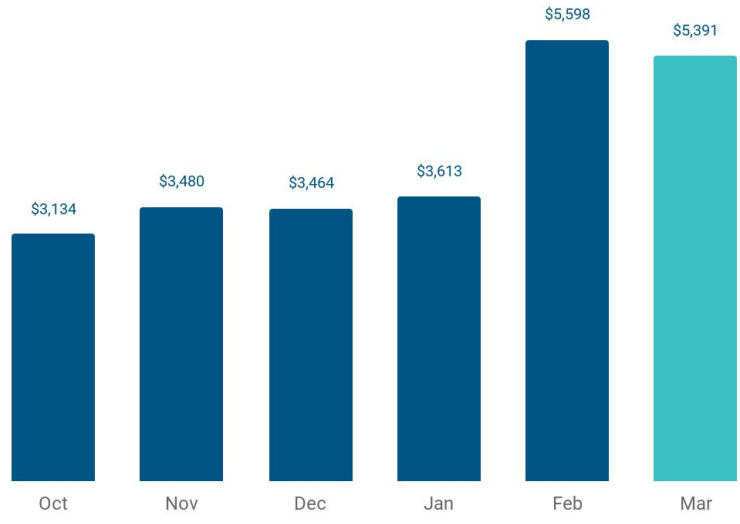
**10**  
COMPANIES



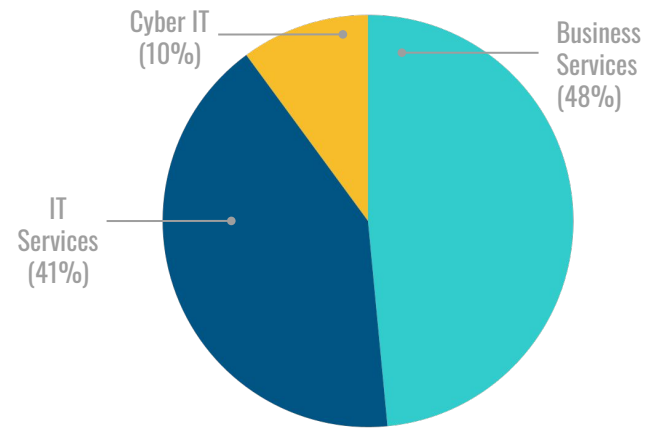
**29** EMPLOYEES



### Revenue



### Employees by Industry



## Companies

Vivid Bridge Studios

**Year 4**

Snap Soccer

**Year 3**

128 Creative Collective  
ARGO Cyber Systems  
Capacity Path  
Envision CMS  
National Energy USA  
Mind Marketing Group  
First Place Partners\*  
Heart Crossed Films

**Year 1**

\*Affiliate

## Graduates & Former Clients

Data Revolution, *Graduated Sep '20*  
Guided Particle Systems, Inc., *Moved out Sep '20*  
Warfighter Fitness, *Moved out Sep '20*  
N Star Investments, *Moved out Sep '20*  
Tag Tech, *Moved out Sep '20*  
Angler Up, *Moved out Sep '20*  
Association Resource Solutions, *Moved out Sep '20*  
Coast Software, *Moved out Jul '20*  
Girl Catch Fire, *Moved out Jun '20*  
Altius Marketing, *Graduated May '20*  
Coflyt, *Moved out May '20*  
Social Icon, *Moved out May '20*  
Speaker Training, *Moved out May '20*  
Right on Target Marketing, *Moved out May '20*  
Pensacola Media Group, *Shut down May '20*  
EBI Management Group, *Graduated Mar '20*  
Qualia Is, *Moved out Mar '20*  
Samantha Weaver, *Moved out Sep '19*  
The Strength Group, *Moved out Sep '19*

## Community

**CONNECT Startup Social** is a new monthly collaborative event focused on bringing founders, ideators, and entrepreneurship enthusiasts together. Attendees will be able to make personal connections and tap into area resources like mentorship, specialist advice, and local angel investors. The socials allow participants the opportunity to get expert insights and connect peer-to-peer while enjoying light refreshments. Dates, times, and locations:

Mar 1	SCI Building	4:30-6:00 pm
Apr 5	Kukua Institute	4:30-6:00 pm
May 3	CO:LAB Pensacola	4:30-6:00 pm
May 31	Jetty IOT	4:30-6:00 pm
July 5	SCI Building	4:30-6:00 pm
Aug 2	Kukua Institute	4:30-6:00 pm
Sep 6	CO:LAB Pensacola	4:30-6:00 pm

Lost Key Media, *Graduated May '19*  
Hatchmark Studio, *Graduated Aug '18*  
Your Techno Geeks, *Moved out May '18*  
Intelligent Retinal Imaging Systems, *Grad. Apr '18*  
Robotics Unlimited, *Moved out Oct '17*  
Hexad Analytics, *Moved out Apr '17*  
Accountingfly, *Graduated Feb '17*  
Paint University, *Graduated Feb '17*  
FFCF, *Moved out Feb '17*  
Jewel Graphics, *Moved out Apr '17*  
Broker Frameworks, *Moved out Feb '17*  
Koala Pickup, *Moved out Feb '17*  
Re Vera Services, LLC, *Graduated Sep '16*  
Clearstream, *Graduated Sep '16*  
Pay Cell Systems, *Graduated Jun '16*  
Robotics Unlimited, Inc., *Graduated Dec '15*  
Engineering & Planning Resources, *Graduated Apr '14*  
The Analyst Group, *Graduated Jul '12*

# April

2022

FloridaWest EDA

## Marketing

FloridaWest and 3Sixty Media were awarded a Silver Addy for the American Advertising Federation Pensacola for our 2021 Cybersecurity Sparkle Sheet

Google Analytics

FloridaWest FEB-MAR 2,558 Unique visitors

CyberCoast FEB-MAR 181 Unique visitors

Top cities: Asburn (both sites) Atlanta, Charlotte, Dallas,



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7 FloridaWest Ex.Committee 11 AM CO:LAB BOCC 5:30 Pm	8	9
10	11 City Council Agenda Conf. 3:30 PM	12 Escambia Children's Trust 5:30 Pm	13	14 BOCC COW 9:00 AM City Council 5:30	15	16
17	18	19	20	21 BOCC Mtg 9:00 AM	22	23
24	25 City Council Agenda Conf. 3:30 Workshop following	26 PEDC 10 AM FloridaWest 1:30 PM	27	28 City Council Meeting 5:30 PM	29	30

## PENSACOLA TECH TAKES OFF

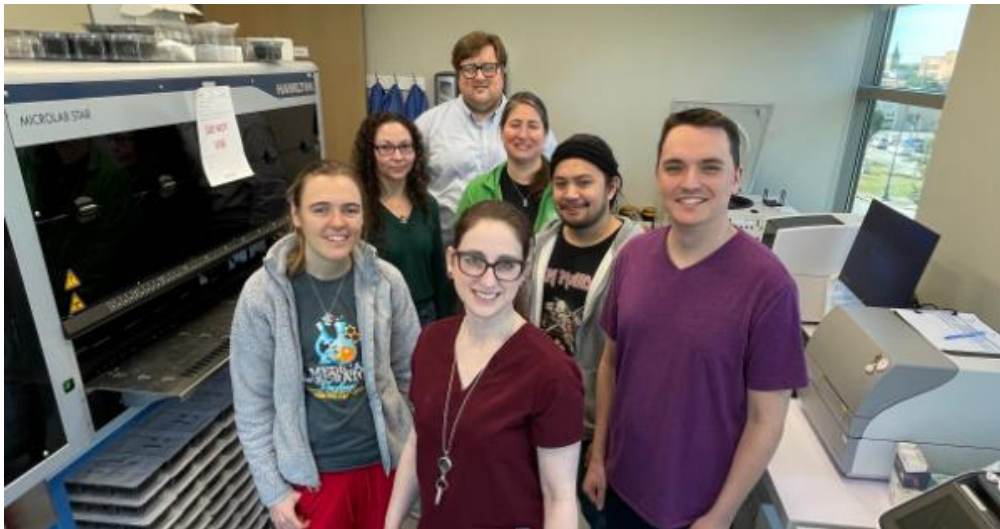
*Brookings Institute Recognizes Escambia County's 6% Growth in Tech*



During the pandemic, employment in traditional US tech metros began to decentralize to other quality-of-life meccas. According to a Brookings Institute Report, Pensacola was one of the top locations to attract new tech companies and workers with nearly 6% growth in tech. **Read the Report:** [https://www.brookings.edu/blog/the-avenue/2022/03/07/coastal-cities-have-dominated-tech-work-a-new-analysis-shows-the-pandemic-may-be-changing-that/?utm\\_campaign=Brookings%20Brief&utm\\_medium=email&utm\\_content=206227028&utm\\_source=hs\\_email](https://www.brookings.edu/blog/the-avenue/2022/03/07/coastal-cities-have-dominated-tech-work-a-new-analysis-shows-the-pandemic-may-be-changing-that/?utm_campaign=Brookings%20Brief&utm_medium=email&utm_content=206227028&utm_source=hs_email)

Between the lines: **An analysis from Axios** says the trend will continue.  
Read: The New Tech Hubs at Axios.com  
<https://www.axios.com/tech-jobs-remote-work-miami-new-york-orlando-919ce9c4-d44c-46f4-b788-b5658c2bd237.html>





**Downtown Tech Takes Off:** From cyber to bio to IT to AI and robotics, Pensacola is quickly becoming known as a tech-friendly city. A diverse range of innovative high-growth tech companies have made their home in Pensacola's livable, walkable downtown. **More at** [CyberCoastFlorida.com](https://cybercoastflorida.com/downtown-pensacola-fl-tech-takes-off/) <https://cybercoastflorida.com/downtown-pensacola-fl-tech-takes-off/>



### **CO:LAB Entrepreneur Profile: Envision CMS**

CO:LAB's new tenant has worked for other software companies for nearly 40 years. Now with his own venture, Ron Smith is building his vision in Pensacola's community business incubator. **Read More:**

<https://colabpensacola.com/envision-cms-takes-construction-to-the-cloud/>

Pensacola was named one of [Southern Living's Best Beach Towns 2022](#)

“Pensacola features the characteristic blue waters and powdery sands of the Gulf, but it is unique in having a historic side to explore when you’re seeking a break from the beach”



**Trip Advisor also listed Pensacola Beach #11 in the U.S. in its [2022 Best of the Best](#)**

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floridawest economic development alliance  
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