



**MEETING AGENDA – Tuesday, June 28<sup>th</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 (6.16.22)</b>               |             |
| <b>3. Public Comment</b>                                   |             |
| <b>4. Action Items</b>                                     |             |
| a. Approval of May 24 <sup>th</sup> , 2022 Meeting Minutes | Ryan Tilley |
| b. Approval of May 2022 Financials                         |             |
| c. Budget Amendment – Strategic Plan Addendum              |             |
| d. Review/Approval of Buzz Marketing/Jeff Roberts Contract |             |
| e. Clean Energy Tax Credit Letters                         |             |
| <b>5. Discussion Items</b>                                 |             |
| a. Strategic Plan  | Scott Luth  |
| b. ED Project Updates                                      |             |
| i. Business Development                                    |             |
| ii. Workforce  |             |
| • Century Grant  |             |
| iii. Co:Lab  |             |
| iv. Cybersecurity/Military                                 |             |
| v. Marketing   |             |
| c. PEDC Board Update                                       |             |
| i. Legislative/Funding Updates                             |             |
| • Bluffs   |             |
| • Project Arbor  |             |
| d. Strategic Partner Updates (If in attendance)            |             |
| <b>6. Other Business</b>                                   |             |
| <b>7. Adjourn</b>  |             |

Next Meeting: July 26<sup>th</sup>, 2022 at 1:30 pm

**Fiscal Year Meeting Schedule**

August 23, 2022

September 27, 2022



May 24<sup>th</sup>, 2022  
CO:LAB Pensacola  
418 W. Garden Street

**FloridaWest Members Present:** Rick Byars, Donnie McMahon, Don Palmer, Rebecca Ferguson, Jim Waite, Olevia McNally

**Investors Present:** Dave Murzin, Dr. Marcus McBride, Kelvin Enfinger, KC Gartman

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

**Guests:** Brian Wyer, Daniel Acosta

1. **Call to Order:** President Rick Byars called the meeting to order at 1:30 pm.
2. **Public Notice:** This meeting was publicly noticed on 5.10.22.
3. **Public Comment:** President Rick Byars requested public comment. There was none.
4. **Action Items:**
  - a. Approval of April 26<sup>th</sup>, 2022 Minutes:  
Donnie McMahon motioned to approve the minutes.  
Rebecca Ferguson seconded.  
Passed unanimously.
  - b. Approval of May 17<sup>th</sup>, 2022 Executive Committee Meeting Minutes  
Donnie McMahon motioned to approve the minutes.  
Rebecca Ferguson seconded.  
Passed unanimously.
  - c. Approval of April 2022 Financials:  
Don Palmer motioned to approve the financials.  
Rebecca Ferguson seconded.  
Passed unanimously.
  - d. Approval of Budget Amendment: Strategic Plan.  
Jim Waite motioned to accept the budget amendment.  
Donnie McMahon seconded.  
Passed unanimously.
5. **Discussion Items:**
  - a. Strategic Plan: President Rick Byars provided an update on the 5 year strategic plan process. The Executive Committee elected to review the organization to ensure that our strategic plan and staffing resources align. We are awaiting on an addendum from VisionFirst for this.
  - b. ED Project Updates
    1. Business Development: Danita Andrews provided an update on current projects.  
Project Arbor: We have made progress towards a new company relocation, to be established as a regional headquarters to transition to corporate headquarters within six months. 74 new jobs with average wages \$55,332 (or 118% of current MSA wage). Capital Investment \$7.5M for the acquisition of an existing available 37,000 SF facility on 12.8 acres, upgrades to the existing facility, and phase 2 of the project will add an additional 40-60,000 SF warehouse on the site. This family-owned company handles IT asset disposition/refurbishment and sustainable recycling for major aviation, government, financial institutions, and more. They have been in business 30 years, and have 8 locations across the U.S. We are working with Triumph Gulf Coast staff, and they have confirmed

the project could be approved for up to \$1.5M to assist PEDC with acquisition of the 37,000 SF facility, We would like to submit the application for Triumph's June meeting for consideration of approval of funding. PEDC authorized by motion and approval for staff to proceed with the application.

Project Spark: We are working with CBRE's Chicago site consultant team on submittal of a major competitive RFP project for an existing manufacturing/R&D company. Pensacola is one of four sites under consideration. Other company sites include California, New York, and the United Kingdom. The project would add 53 new jobs by 2025 with average wages of \$55,400 (or 119% of current MSA wage) and capital investment \$51M. The RFP is heavily focused on talent, sustainability, diversity & inclusion, incentives, and cultural amenities; thus we are developing our RFP submission to tell the story of "Why Pensacola" should be the top site for consideration of the company's investment in our community.

2. **Workforce:** Jeff Dyer provided an update on unemployment and workforce. Unemployment rate is down to 2.4%, which is the lowest it has been since 2006. We are seeing massive shifting of positions. Several meetings have occurred in Century over the past month or so regarding grant efforts. The strategies and goals have been developed where the goals were broken down in to three specific strategies. The plan will be turned in by end of June to include the community inventory conducted. This will be incorporated in our 5 year strategic plan.
  3. **CO:LAB:** Patrick Rooney provided an update on Co:Lab and the entrepreneurial ecosystem. Additional metrics have been added to reflect consistency with other incubators. We are showing significant growth, sales, and payroll dollars. We have four new clients moving in with tenant selection committee slated to occur again soon.
  4. **Cybersecurity:** Craig Dalton provided an update on our cybersecurity efforts.
  5. **Marketing:** Sena Maddison provided an update on marketing and communications. Scott Luth shared that Sena will be leaving FloridaWest effective June 3<sup>rd</sup>. She will be joining Northwest Florida Community Health as their Director of Communications. Because we are in the midst of our 5 year strategic plan, we will probably explore a short term contract to back fill her position until the plan is complete.
- c. **PEDC Board Updates:**
1. **Legislative/Funding Updates:** Scott Luth provided an update. As mentioned earlier, we are awaiting budget action at the state level.
- d. **Strategic Partner Updates (if in attendance):** Dave Murzin shared a reminder that June 1<sup>st</sup> is an opportunity to explore Virtual Reality Workforce world. The regular First Place Partners meeting is June 7<sup>th</sup> with Leonardo Helicopters. Dr. Marcus McBride shared an update for CareerSource. Summer youth RFP programs are currently out. The youth summer program for teen pregnancy prevention is also rolling out. There are also OJT opportunities. They are also working with Ernst & Young regarding the Reach Act in an effort to streamline efforts and processes. Brian Wyer shared the State of Inclusion in partnership with the Pensacola Chamber is tomorrow. There are several Juneteenth events coming up. He will share the calendar as the dates and events are firmed up. The directory is getting finished up. KC Gartman shared the plan for the redevelopment of the old Baptist hospital was proposed yesterday. The hope is to go to market this summer for selling the property. The City Council will vote Thursday on the resolution to support the plan with the details being ironed out later. Rebecca Ferguson shared that the Coast Guard Eagle Tallship will be arriving the first week of June. The sea turtle baby shower is coming up on June 4<sup>th</sup>. American Magic will have a booth with the Port at that event. The port staff met regarding opportunities for a Triumph grant.
- e. **ED Calendar Review:** The calendar has been discontinued at this time.

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

**7. Adjourn:** President Rick Byars adjourned the meeting at 2:40 pm.

**Next Meeting:** June 28, 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 May 2022

	<u>Oct '21 - May 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Income</b>				
4200 · Investor Membership Dues	27,500.00	50,000.00	-22,500.00	55.0%
4000 · Membership Dues	170,000.00	280,000.00	-110,000.00	60.71%
4410 · Non-Dues Income	10,000.00	0.00	10,000.00	100.0%
4420 · Government Income	112,500.00	150,000.00	-37,500.00	75.0%
4430 · PEDC	506,250.00	675,000.00	-168,750.00	75.0%
4500 · CoLab - Rent	34,965.09	107,000.00	-72,034.91	32.68%
4512 · Miscellaneous Income	20.00	400.00	-380.00	5.0%
4513 · CD Interest Income	35.63	100.00	-64.37	35.63%
<b>Total Income</b>	<u>861,270.72</u>	<u>1,262,500.00</u>	<u>-401,229.28</u>	<u>68.22%</u>
<b>Gross Profit</b>	861,270.72	1,262,500.00	-401,229.28	68.22%
<b>Expense</b>				
6000 · Strategic Plan Expense	24,760.00	49,900.00	-25,140.00	49.62%
5005 · Bank & Credit Card Fees	283.00	500.00	-217.00	56.6%
5060 · Marketing, Adv & Promo/Investor	103,478.76	150,000.00	-46,521.24	68.99%
5066 · Database/Research	7,475.00	20,000.00	-12,525.00	37.38%
5100 · Audit Expense	23,917.78	27,000.00	-3,082.22	88.58%
5105 · Legal Fees	4,530.00	7,500.00	-2,970.00	60.4%
5120 · Auto Travel	6,580.45	10,000.00	-3,419.55	65.81%
5140 · Business Travel	15,691.70	35,000.00	-19,308.30	44.83%
5190 · Depreciation Expense	0.00	10,000.00	-10,000.00	0.0%
5200 · Dues & Subscriptions	4,981.00	7,000.00	-2,019.00	71.16%
5310 · Insur-D&O/Liab/Umbrella/EPLI	8,235.39	7,000.00	1,235.39	117.65%
5410 · Maint & Repair- Computers	14,684.94	20,000.00	-5,315.06	73.43%
5440 · Meeting Expense	1,331.65	2,500.00	-1,168.35	53.27%
5500 · CoLab Expenses	62,684.39	105,000.00	-42,315.61	59.7%
5559 · Workforce Marketing	1,109.29	10,000.00	-8,890.71	11.09%
5600 · Miscellaneous Expense	468.68	500.00	-31.32	93.74%
5610 · Postage	98.10	500.00	-401.90	19.62%
5680 · Cyber/High Growth Companies	7,263.21	15,000.00	-7,736.79	48.42%
57000 · Employee Wages & Benefits	505,020.03	770,000.00	-264,979.97	65.59%
5800 · Supplies	751.04	2,500.00	-1,748.96	30.04%
5915 · Telephone	2,376.65	5,000.00	-2,623.35	47.53%
5925 · Cell Phones	3,716.36	6,500.00	-2,783.64	57.18%
5954 · Copier Expense	329.75	1,500.00	-1,170.25	21.98%
5980 · Rent Expense	37,132.79	49,500.00	-12,367.21	75.02%
<b>Total Expense</b>	<u>836,899.96</u>	<u>1,312,400.00</u>	<u>-475,500.04</u>	<u>63.77%</u>
<b>Net Income</b>	<u><b>24,370.76</b></u>	<u><b>-49,900.00</b></u>	<u><b>74,270.76</b></u>	<u><b>-48.84%</b></u>
Move from Reserves		<b>49,900.00</b>		
<b>Net Income</b>	<u><b>24,370.76</b></u>	<u><b>0.00</b></u>	<u><b>74,270.76</b></u>	<u><b>-48.84%</b></u>

FloridaWest (CEDA)  
**Balance Sheet**  
As of May 31, 2022

May 31, 22

**ASSETS**

**Current Assets**

**Checking/Savings**

1000 · Checking- Private Hancock -363	31,931.14
1010 · Checking - Public Hancock- 355	208,895.01
1195 · Brokered Private CD's	300,000.00
1175 · 21 Month Private CD - 2140	100,000.00

**Total Checking/Savings** 640,826.15

**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** 659,576.15

**Fixed Assets**

1600 · Furniture and Fixtures	45,273.73
1650 · Computers	27,092.11
1700 · Accum Depreciation Computers	-20,617.31
1701 · Accum Depreciation Furn & Fix	-27,348.41

**Total Fixed Assets** 24,400.12

**Other Assets**

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

**TOTAL ASSETS** 684,976.27

**LIABILITIES & EQUITY**

**Liabilities**

**Current Liabilities**

2300 · Other Payables

2350 · Christmas Club Payable	4,725.00
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**Total 2300 · Other Payables** 4,725.00

**Total Other Current Liabilities** 4,725.00

**Total Current Liabilities** 4,725.00

**Total Liabilities** 4,725.00

**Equity**

3200 · Unrestricted Net Assets	655,880.51
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**Net Income** 24,370.76

**Total Equity** 680,251.27

**TOTAL LIABILITIES & EQUITY** 684,976.27



June 1, 2022

Mr. Scott Luth  
 Chief Executive Officer  
 FloridaWest Economic Development Alliance  
 3 West Garden Street, Suite 618  
 Pensacola, Florida 32502

Dear Scott:

This amendment (the "Amendment") is made by Florida West Economic Development Alliance (the "Company") and VisionFirst Advisors (VisionFirst), parties to the agreement (the "Agreement") dated April 18, 2022.

**The Agreement is amended to include the following expanded scope of work components:**

- Expand stakeholder interviews to include no more than six additional meetings. These meetings are above the 11 that will be conducted in person on June 13-14.
- Expanded organizational assessment that assesses staff, operations, budgets and programs.
- The organizational assessment will align staff and operations with the strategic plan’s goals, strategies recommendations for optimization and implementation of the plan’s recommended strategies and tactics ultimately providing metrics for measuring success.

**Professional Fees:** In consideration of additional meetings and expanded Scope of Services, the Company agrees to increase the professional fee to a total of \$55,400.00.

**Invoicing:** Based on receipt of two payments in the total amount of \$16,380.00 VisionFirst will invoice the Company the first of each month for the remaining three months VisionFirst will invoice the Company the remaining three payments of \$13,006.67, \$13,006.67 and \$13,006.66. The final payment will be invoiced within fifteen days following VisionFirst’s presentation of the final plan.

Except as set forth in this Amendment, the Agreement is unaffected and shall continue in full force and effect in accordance with its terms. If there is conflict between this Amendment and the Agreement or any earlier amendment, the terms of this amendment will prevail.

Please sign this Agreement and return a copy. We look forward to working on your behalf.

**VisionFirst Advisors, LLC**

**FloridaWest Economic Development Alliance**

By: \_\_\_\_\_  
 Gray Swoope  
 President & CEO

By: \_\_\_\_\_  
 Scott Luth  
 Chief Executive Officer

Date: June 1, 2022

Date: \_\_\_\_\_

**FloridaWest (CEDA)**  
**Profit & Loss Budget vs. Actual**  
October 2021 through April 2022  
**CEDA 2nd Proposed Budget Modification FY 21-22**

	<u>Oct '21 - Apr 22</u>	<u>Current Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>	<u>Proposed Budget</u>
<b>Income</b>					
4513 · CD Interest Income	31.52	100.00	-68.48	31.52%	100.00
4200 · Investor Membership Dues	27,500.00	50,000.00	-22,500.00	55.0%	50,000.00
4000 · Membership Dues	150,000.00	280,000.00	-130,000.00	53.57%	280,000.00
4410 · Non-Dues Income	10,000.00	0.00	10,000.00	100.0%	0.00
4420 · Government Income	112,500.00	150,000.00	-37,500.00	75.0%	150,000.00
4430 · PEDC	506,250.00	675,000.00	-168,750.00	75.0%	675,000.00
4500 · CoLab - Rent	28,677.28	107,000.00	-78,322.72	26.8%	107,000.00
4512 · Miscellaneous Income	20.00	400.00	-380.00	5.0%	400.00
<b>Total Income</b>	<u>834,978.80</u>	<u>1,262,500.00</u>	<u>-427,521.20</u>	<u>66.14%</u>	<u>1,262,500.00</u>
<b>Gross Profit</b>	834,978.80	1,262,500.00	-427,521.20	66.14%	1,262,500.00
<b>Expense</b>					
5005 · Bank & Credit Card Fees	283.00	500.00	-217.00	56.6%	500.00
5060 · Marketing, Adv & Promo/Investor	100,962.15	150,000.00	-49,037.85	67.31%	150,000.00
5066 · Database/Research	4,975.00	20,000.00	-15,025.00	24.88%	20,000.00
5100 · Audit Expense	19,856.53	27,000.00	-7,143.47	73.54%	27,000.00
5105 · Legal Fees	4,530.00	7,500.00	-2,970.00	60.4%	7,500.00
5120 · Auto Travel	5,880.28	10,000.00	-4,119.72	58.8%	10,000.00
5140 · Business Travel	13,943.17	35,000.00	-21,056.83	39.84%	35,000.00
5190 · Depreciation Expense	0.00	10,000.00	-10,000.00	0.0%	10,000.00
5200 · Dues & Subscriptions	4,953.50	7,000.00	-2,046.50	70.76%	7,000.00
5310 · Insur-D&O/Liab/Umbrella/EPLI	8,235.39	7,000.00	1,235.39	117.65%	7,000.00
5410 · Maint & Repair- Computers	13,206.15	20,000.00	-6,793.85	66.03%	20,000.00
5440 · Meeting Expense	1,174.71	2,500.00	-1,325.29	46.99%	2,500.00
5500 · CoLab Expenses	55,231.35	105,000.00	-49,768.65	52.6%	105,000.00
5559 · Workforce Marketing	509.29	10,000.00	-9,490.71	5.09%	10,000.00
5600 · Miscellaneous Expense	468.68	500.00	-31.32	93.74%	500.00
5610 · Postage	98.10	500.00	-401.90	19.62%	500.00
5680 · Cyber/High Growth Companies	5,145.88	15,000.00	-9,854.12	34.31%	15,000.00
57000 · Employee Wages & Benefits	445,625.93	770,000.00	-324,374.07	57.87%	770,000.00
5800 · Supplies	751.04	2,500.00	-1,748.96	30.04%	2,500.00
5915 · Telephone	2,079.06	5,000.00	-2,920.94	41.58%	5,000.00
5925 · Cell Phones	3,167.40	6,500.00	-3,332.60	48.73%	6,500.00
5954 · Copier Expense	329.75	1,500.00	-1,170.25	21.98%	1,500.00
5980 · Rent Expense	32,952.83	49,500.00	-16,547.17	66.57%	49,500.00
6000 · Strategic Plan Expense	0.00	0.00	0.00	0.0%	55,400.00
<b>Total Expense</b>	<u>724,359.19</u>	<u>1,262,500.00</u>	<u>-538,140.81</u>	<u>57.38%</u>	<u>1,317,900.00</u>
<b>Net Ordinary Income</b>					
Funds from Reserve	0.00	0.00	0.00	0.0%	55,400.00
<b>Net Income</b>	<u>110,619.61</u>	<u>0.00</u>	<u>110,619.61</u>	<u>100.0%</u>	<u>0.00</u>





# Professional Services Agreement

**Parties:** Florida West and Buzz Marketing, LLC (Independent Contractor)

**Purpose:** An agreement to provide FloridaWest with professional services related to producing and carrying out Marketing and PR plans and strategies for FloridaWest.

This agreement can also extend to other projects as assigned by FloridaWest with mutually agreed upon terms and associated fees.

**Terms:** Consultation services will be provided by Jeff Rogers through Buzz Marketing, LLC for a monthly fee of **\$4,500.00**. Graphic design, printing, mailing, advertising, web design and all other paid mediums or production costs, if requested by FloridaWest, will be invoiced separately. A one-time set-up cost of **\$1,750.00** will be included on the first invoice.

**Included Services:** Buzz Marketing, LLC will perform the following services and/or related services as mutually agreed upon and provided for:

- Work with FloridaWest CEO to develop marketing and PR strategies.
- Coordinate communications with local media, as necessary, to ensure message consistency and effectiveness. Be on hand at to coordinate media relations at events as needed.
- Includes all consultation, meeting time, planning, events and any associated promotional writing.
- Write/edit and distribute news releases as needed.
- Write/edit newsletter as needed.
- Create 1-2 posts per week for FloridaWest and 1-2 per week for CyberCoast on LinkedIn, Twitter, Facebook and Instagram. Support CO:LAB social as needed.
- Upload stories/articles to “News” page on FloridaWest website.

**Contract Period:** June 1, 2022 to December 31, 2022

**Approvals:** All marketing materials/press releases will be approved by FloridaWest prior to publication or distribution.

**Termination/Renegotiation:** Either party may terminate this agreement or request renegotiation of the terms at any time, given a 30-day notice in writing to the other party.

## Signatures:

We agree to accept the provisions of this agreement which will begin **June 1, 2022**.

FloridaWest: \_\_\_\_\_ Date: \_\_\_\_\_

Buzz Marketing, LLC: \_\_\_\_\_ Date: \_\_\_\_\_

T: 850.898.2201  
info@floridawesteda.com  
floridawesteda.com



June 28, 2022

Senator Rick Scott  
221 Palafox Place  
Suite 420  
Pensacola, FL 32502

Dear Senator Rick Scott:

We are writing to you today to ask for your legislative support on the adoption of clean energy tax credits. These tax credits have a significant impact on the local economy in Escambia and Santa Rosa Counties as well as across Florida.

Of particular importance is the extension of the production tax credit (PTC) for wind energy. The PTC for renewable energy has effectively expired, significantly slowing new US wind projects and investments. This renewal will directly impact 3 companies here in Escambia County, plus local suppliers, impacting about 1,500 jobs locally. GE, BlueWind and Jupiter are the local manufacturers directly impacted by this. Local impacts would also be felt in companies such as Gulf Cable and the Port of Pensacola and CSX Rail.

Congress has the opportunity to ensure the US remains a leader in clean energy by adopting these energy tax credits. The adoption of clean energy tax credits will bolster reliable energy in the US, help to support innovation and breakthrough technologies necessary to meet decarbonization targets, preserve and grow a strong supply chain, and create domestic jobs. Most importantly, it will preserve jobs in Escambia and Santa Rosa Counties and enhance our viability to attract new economic development projects.

Thank you in advance for your support of this nationally significant energy independence effort.

Sincerely,

Rick Byars  
FloridaWest EDA Board President  
Florida Power & Light Senior External Affairs Manager

T: 850.898.2201  
info@floridawesteda.com  
floridawesteda.com



June 28, 2022

Senator Marco Rubio  
700 S. Palafox Place  
Suite 125  
Pensacola, FL 32502

Dear Senator Marco Rubio:

We are writing to you today to ask for your legislative support on the adoption of clean energy tax credits. These tax credits have a significant impact on the local economy in Escambia and Santa Rosa Counties as well as across Florida.

Of particular importance is the extension of the production tax credit (PTC) for wind energy. The PTC for renewable energy has effectively expired, significantly slowing new US wind projects and investments. This renewal will directly impact 3 companies here in Escambia County, plus local suppliers, impacting about 1,500 jobs locally. GE, BlueWind and Jupiter are the local manufacturers directly impacted by this. Local impacts would also be felt in companies such as Gulf Cable and the Port of Pensacola and CSX Rail.

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Thank you in advance for your support of this nationally significant energy independence effort.

Sincerely,

Rick Byars  
FloridaWest EDA Board President  
Florida Power & Light Senior External Affairs Manager

T: 850.898.2201  
info@floridawesteda.com  
floridawesteda.com



June 28, 2022

Congressman Matt Gaetz  
226 S. Palafox Place, 6<sup>th</sup> Floor  
Pensacola, FL 32502

Dear Congressman Matt Gaetz:

We are writing to you today to ask for your legislative support on the adoption of clean energy tax credits. These tax credits have a significant impact on the local economy in Escambia and Santa Rosa Counties as well as across Florida.

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Thank you in advance for your support of this nationally significant energy independence effort.

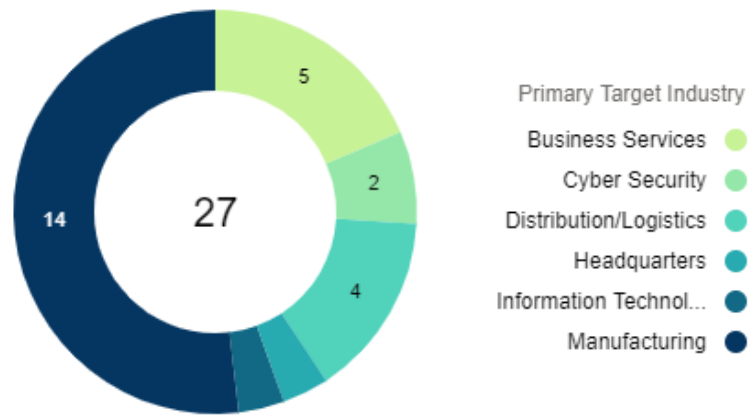
Sincerely,

Rick Byars  
FloridaWest EDA Board President  
Florida Power & Light Senior External Affairs Manager

# BUSINESS DEVELOPMENT

Year to Date	June 6, 2022
Active Projects	27
Active Project Site Visits	12
Existing Industry Visits	96
Response Proposals	17

**PROJECTS** 1,996 **JOBS** / **13** NEW RELOCATIONS  
**CAPEX** \$90,845,000 / **14** LOCAL EXPANSIONS

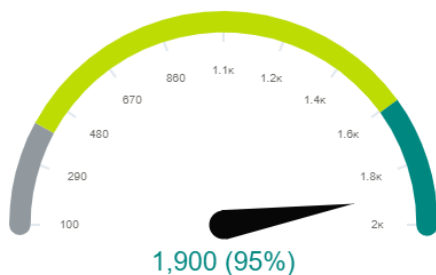


## 3RD QUARTER EXISTING INDUSTRY VISITS 96

OCTOBER	20	APRIL	8
NOVEMBER	12	MAY	5
DECEMBER	3	JUNE	2
JANUARY	23		
FEBRUARY	16		
MARCH	6		

	#Employees	Sector
05/02/22 Navy Federal Credit Union	8729	Financial Services
05/02/22 Circulogene	12	R&D
05/03/22 ESA South, Inc.	45	Business Services
05/05/22 ActiGraph, Inc.	80	Headquarters
05/26/22 Blue Wind Technology	120	Manufacturing
05/31/22 ST Engineering	180	Aviation
06/01/22 GE Wind Energy	700	Manufacturing
06/03/22 Global Business Solutions (GBSI)	25	IT/Cybersecurity

## ANNOUNCEMENTS



JOBS GOAL = 2000 (by 2023)  
2015 -2021 = 37 PROJECTS ANNOUNCED

**21** PROJECTS / **6** NEW RELOCATIONS  
**15** LOCAL EXPANSIONS

New Jobs	Retained Jobs	Average Wage	Annual Payroll	Capital Investment
1900	271	\$53,043	\$115,155,268	\$315,826,385
7258	879	\$52,165	\$424,466,605	\$793,284,585

## 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	\$321,854,514	\$477,458,200
<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>Alfius 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	60		\$100,000	\$7,000,000	\$3,325,000
March, 2021						
<b>Project FUSION</b>	Manufacturing	35		\$38,000	\$1,467,795	\$7,000,000
December, 2021						
<b>CIRCULOGENE</b>	BioMedical	10		\$100,000	\$7,000,000	
December, 2021						
<b>Project SKY</b>	Manufacturing	28	21	\$46,500	\$2,278,500	\$2,653,345
March, 2022						
<b>Pegasus Laboratories</b>	Manufacturing	63	100	\$61,204	\$9,976,252	\$17,665,000
March, 2022						
<b>ActiGraph, LLC</b>	Headquarters	43	80	\$65,000	\$7,995,000	\$7,833,040
March, 2022						
<b>CO:LAB Pensacola (10 Companies)</b>	Business Services	39		\$49,400	\$1,926,600	N/A
April, 2022						
<b>5-year Goals To Date</b>	<b>21 Projects</b>	<b>1900</b>	<b>271</b>	<b>\$53,043</b>	<b>\$115,155,268</b>	<b>\$315,826,385</b>
<b>FY 2014-2021 Totals</b>	<b>37 Projects</b>	<b>7258</b>	<b>879</b>	<b>\$52,165</b>	<b>\$424,466,605</b>	<b>\$793,284,585</b>

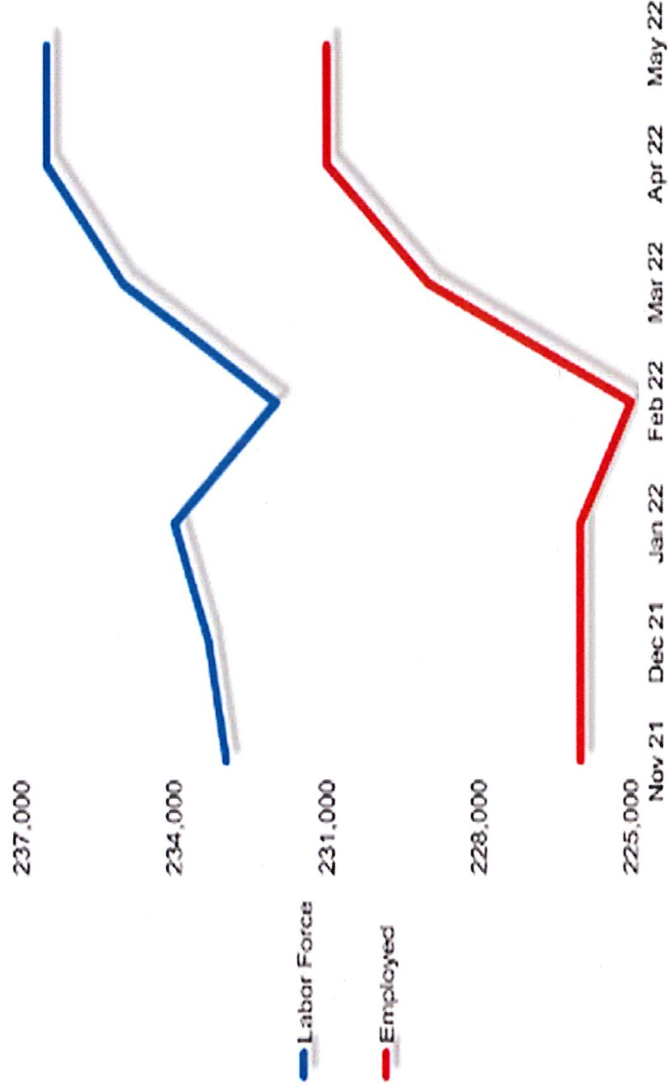
Pensacola-Ferry Pass-Brent Metropolitan Statistical Area												
	Jan 20 (Pre COVID)	Apr 20 (COVID)	Nov 21	Dec 21	Jan 22	Feb 22	Mar 22	Apr 22	May 2022	Apr to May 22	Nov 21 to May 22	Apr 20 (COVID) to May 22
Unemployment Rate	3.2%	11.1%	3.1%	2.8%	3.4%	3.0%	2.6%	2.3%	2.4%	0.1%	-0.7%	-8.7%
Labor Force	226,667	211,070	233,147	232,348	233,970	231,984	234,847	236,345	236,774	429	3,627	25,704
Total Employed	219,336	187,652	226,005	225,928	225,937	225,046	228,830	230,987	231,119	132	5,114	43,467
Total Unemployed	7,331	23,418	7,142	6,420	8,033	6,938	6,017	5,358	5,655	297	(1,487)	(17,763)
<b>Nonagricultural Employment by Industry</b>	186,000	173,200	192,300	192,100	189,500	190,200	192,400	193,900	192,400	(1,500)	100	19,200
Mining, Logging, and Construction	12,500	12,100	12,800	12,900	12,800	12,900	13,000	13,000	13,100	100	300	1,000
Manufacturing	7,000	6,500	7,100	7,100	7,100	7,200	7,200	7,300	7,300	0	200	800
Trade, Transportation, and Utilities	33,700	30,900	35,700	36,200	36,300	36,500	37,100	36,300	36,200	(100)	500	5,300
Wholesale Trade	5,700	5,600	6,000	6,000	6,300	6,300	6,200	6,300	6,300	0	300	700
Retail Trade	23,700	21,300	24,900	25,200	25,300	25,500	26,200	25,400	25,300	(100)	400	4,000
Transportation, Warehousing, and Trade	4,300	4,000	4,800	5,000	4,700	4,700	4,700	4,600	4,600	0	(200)	600
Information	1,600	1,600	1,500	1,500	1,600	1,600	1,600	1,600	1,600	0	100	0
Financial Activities	14,900	14,600	16,100	16,400	15,900	15,800	16,100	16,300	16,200	(100)	100	1,600
Professional and Business Services	24,100	22,900	26,200	25,700	26,200	25,400	26,400	26,800	26,900	100	700	4,000
Education and Health Services	31,200	29,300	31,800	31,700	30,800	31,100	30,800	31,500	31,400	(100)	(400)	2,100
Leisure and Hospitality	25,700	20,800	25,000	25,000	24,400	25,000	25,400	25,900	26,000	100	1,000	5,200
Other Services	6,400	5,200	6,600	6,600	6,800	6,800	6,900	7,000	7,000	0	400	1,800
Government	28,900	29,300	29,500	29,000	27,600	27,900	27,900	28,200	26,700	(1,500)	(2,800)	(2,600)

Escambia County												
	Jan 20 (Pre COVID)	Apr 20 (COVID)	Nov 21	Dec 21	Jan 22	Feb 22	Mar 22	Apr 22	May 22	Apr to May 22	Nov 21 to May 22	Apr 20 (COVID) to May 22
Unemployment Rate	3.4%	11.9%	3.3%	3.0%	3.7%	3.2%	2.7%	2.4%	2.5%	0.1%	-0.8%	-9.4%
Labor Force	142,982	134,221	147,187	146,627	147,052	146,368	148,122	149,093	149,377	284	2,190	15,156
Total Employed	138,170	118,193	142,270	142,234	141,629	141,701	144,073	145,456	145,574	118	3,304	27,381
Total Unemployed	4,812	16,028	4,917	4,393	5,423	4,667	4,049	3,637	3,803	166	(1,114)	(12,225)

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



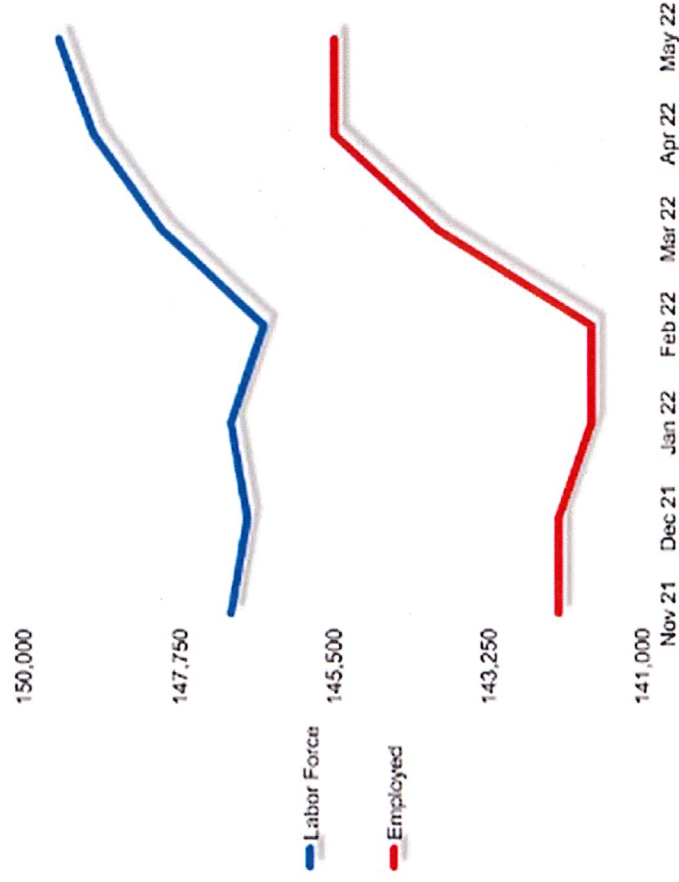
## Pensacola MSA Labor Force







## Escambia County Labor Force



**Overview of the CareerSource Escarosa Region**  
**Not Seasonally Adjusted**  
**June 17, 2022**

- The unemployment rate in the CareerSource Escarosa region (Escambia and Santa Rosa counties) was 2.4 percent in May 2022. This rate was 1.7 percentage points lower than the region's year ago rate of 4.1 percent. The region's May 2022 unemployment rate was 0.1 percentage point lower than the state rate of 2.5 percent. The labor force was 236,774, up 7391 (+3.2 percent) over the year. There were 5,655 unemployed residents in the region.
- Santa Rosa County had the lowest unemployment rate (2.1 percent) in the CareerSource Escarosa region followed by Escambia County (2.5 percent).
- In May 2022, the Pensacola-Ferry Pass-Brent MSA the total employment was 192,400, an increase of 6,900 jobs (+3.7 percent) over the year.
- The financial activities (+6.6 percent) and education and health services (+1.9 percent) industries grew faster in the metro area than statewide over the year.
- The Pensacola-Ferry Pass-Brent MSA had the third fastest annual job growth rate compared to all the metro areas in the state in financial activities (+6.6 percent) in May 2022.
- The industries gaining in jobs over the year were trade, transportation, and utilities (+2,000 jobs); leisure and hospitality (+1,800 jobs); professional and business services (+1,600 jobs); financial activities (+1,000 jobs); education and health services(+600); mining, logging, and construction (+300 jobs); manufacturing (+200 jobs); information (+100 jobs) and other services (+100 jobs).
- The industry losing jobs over the year was government (-800 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>May-22</b>	<b>Apr-22</b>	<b>May-21</b>
CareerSource Escarosa	2.4%	2.3%	4.1%
Escambia County	2.5%	2.5%	4.5%
Santa Rosa County	2.1%	2.0%	3.3%
Florida	2.5%	2.4%	4.7%
United States	3.4%	3.3%	5.5%

<b>Nonagricultural Employment by Industry (not seasonally adjusted)</b>	<b>Pensacola-Ferry Pass-Brent Metropolitan Statistical Area</b>				<b>Florida</b>			
	<b>May-22</b>	<b>May-21</b>	<b>change</b>	<b>percent change</b>	<b>May-22</b>	<b>May-21</b>	<b>change</b>	<b>percent change</b>
Total Employment	192,400	185,500	6,900	3.7	9,321,700	8,846,000	475,700	5.4
Mining, Logging, and Construction	13,100	12,800	300	2.3	595,300	580,800	14,500	2.5
Manufacturing	7,300	7,100	200	2.8	411,900	384,800	27,100	7.0
Trade, Transportation, and Utilities	36,200	34,200	2,000	5.8	1,921,800	1,809,900	111,900	6.2
Wholesale Trade	6,300	5,800	500	8.6	382,600	353,400	29,200	8.3
Retail Trade	25,300	23,800	1,500	6.3	1,131,800	1,080,100	51,700	4.8
Transportation, Warehousing, and Utilities	4,600	4,600	0	0.0	407,400	376,400	31,000	8.2
Information	1,600	1,500	100	6.7	147,100	136,600	10,500	7.7
Financial Activities	16,200	15,200	1,000	6.6	650,100	616,000	34,100	5.5
Professional and Business Services	26,900	25,300	1,600	6.3	1,533,200	1,440,600	92,600	6.4
Education and Health Services	31,400	30,800	600	1.9	1,358,100	1,338,000	20,100	1.5
Leisure and Hospitality	26,000	24,200	1,800	7.4	1,238,900	1,107,200	131,700	11.9
Other Services	7,000	6,900	100	1.4	352,400	331,600	20,800	6.3
Government	26,700	27,500	-800	-2.9	1,112,900	1,100,500	12,400	1.1

<b>Population</b>	<b>2021</b>	<b>2020</b>	<b>change</b>	<b>percent change</b>
CareerSource Escarosa	516,388	511,557	4,831	0.9
Escambia County	322,390	322,424	-34	0.0
Santa Rosa County	193,998	189,133	4,865	2.6
Florida	21,781,128	21,569,932	211,196	1.0

<b>NA</b>				
<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.

# Town of Century Competitive Florida Partnership Grant

## Purpose

DEO awarded \$280,000 to eight small and rural communities through the Competitive Florida Partnership program. Each of the communities received \$35,000 to fund the development of their strategic plans, which focus on economic growth, workforce growth, diversity, and community design.

## Why the Town of Century?

The Town of Century has great need of elevating its education, training, and skilled workforce capabilities to meet current industry and business demands. The Town of Century along with its partners will create an integrated workforce plan to meet the hiring needs of our growing high demand industries that include construction, advanced manufacturing, information technology/cyber security and health care.

## Goals

- Address critical labor shortages in the Town of Century by preparing students for high demand occupations and careers with livable wages
- Facilitate Transition into Career Pathways
- Decrease unemployment by providing streamlined paths to high demand occupation and careers
- Increase the number of college completers in high demand labor market sectors
- Share best practices and resources among the region's workforce needs

## Strategies

### Partnerships

Work with partner agencies such as CareerSource Escarosa, FloridaWest Economic Development Alliance, Escambia County (K-12) Schools, George Stone Technical College, Pensacola State College, Century Chamber of Commerce, Community Action Network, Gulf Coast Minority Chamber, other non-profit organizations, and industry partners.

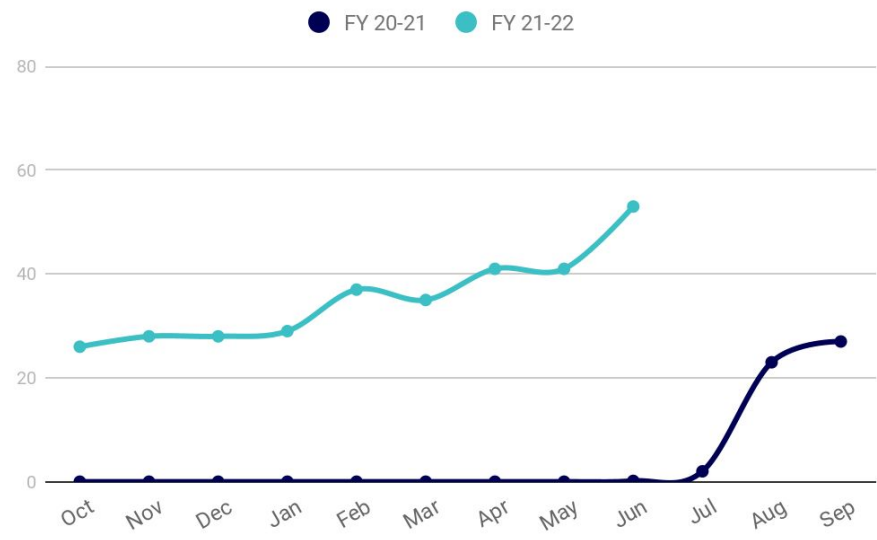
### Curricular Alignment

Develop and enhance streamlined career pathways from K-12 (including adult education) to Pensacola State College (including credit and not-for-credit) to baccalaureate programs where appropriate.

### Outreach

Provide information to parents, students, educators, and industry partners about high demand pathways for the purpose of encouraging enrollment, completion, and employment.


## Occupancy (Goal: 80%)



**5,442** SQ. FT.  
OF 10,206 TOTAL



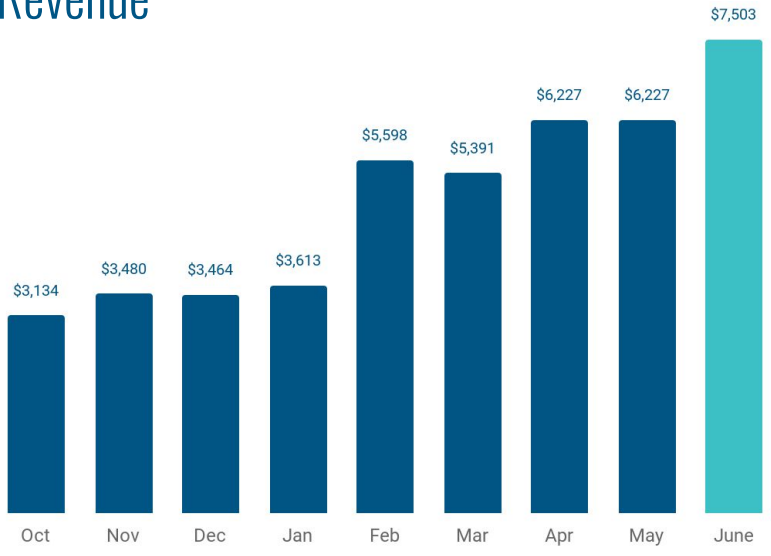
**15**  
COMPANIES



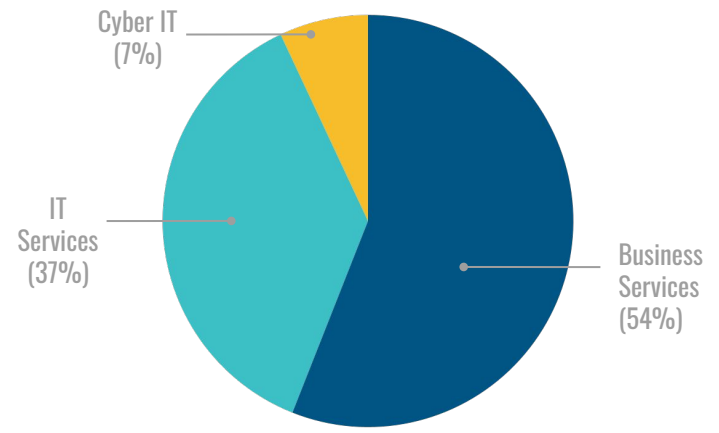
**43** EMPLOYEES



## Revenue



## Employees by Industry



## Companies

Vivid Bridge Studios

**Year 4**

Snap Soccer

**Year 3**

128 Creative Collective  
Prospect Junkie

**Year 2**

ARGO Cyber Systems  
Capacity Path  
Envision CMS  
National Energy USA  
NWFL Defense Partnership\*  
Heart Crossed Films  
Brewwww  
Taste of Pensacola  
MediaTech Direct  
Rx: Stay  
Spire Marketing

**Year 1**

\*Affiliate

## Alumni

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

**NOW HIRING** **ARGO Cyber Systems** has 60 current openings on every level. "We are seeking cyber talent from all levels, entry-level to senior," says CEO James Rogers, "Everything from experienced cyber penetration testing, cyber analysts, engineers."

Rogers says ARGO is doing clearances for people while they are in a holding pattern, "We're in the position of getting people clearances before they hit the workforce. If you have an infinity for a cyber career, we can start the process now, so you don't have to wait."

Open positions can be reviewed at [argocyber.com](http://argocyber.com).

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*  
FFCFC, *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*