



August 23rd, 2022 at 10:00 AM
CO:LAB Pensacola
First Floor Conference Room

PEDC AGENDA

1. Verify Quorum
2. Call to Order
3. Public Notice (7/28/22)
4. Public Comment
5. Action Items
 - a. Approval of July 26th, 2022 Meeting Minutes
 - b. Approval of July 2022 Financials
 - c. FYE 22 Budget Amendment
 - d. FDOT Deposit Approval
 - e. Additional Check Signer
 - f. Pegasus
 - i. ACH Payment – Promissory Note
 - ii. Insurance Coverage – General Liability – Sovereign Immunity
6. Discussion Items (No Board Action Anticipated)
 - a. Banking Services Update
 - i. Hancock Whitney Introduction
 - b. Tech Park Update
 - i. MOU with City of Pensacola
 - c. Economic Development Update
 - d. Sovereign Immunity Description
 - e. Legislative/Funding Updates
 - i. Bluffs Update
 - ii. Aviation Training Center
 - iii. State Cyber
7. Other Business
 - a. Officer Elections: Board to propose Chair, Vice Chair, and Secretary/Treasurer at August Board Meeting per Bylaws
8. Adjourn

Melissa Stoker
Dave Hoxeng

Scott Luth

Next Meeting: Tuesday, September 27th, 2022 at 10:00 am

Fiscal Year Meeting Schedule

TBD



July 26th, 2022 – CO:LAB Pensacola
418 W. Garden Street, Pensacola, FL 32502

PEDC Members Present: Mayor Ben Boutwell, Lusharon Wiley, Commissioner Jeff Bergosh, David Peaden, Commissioner Steven Barry, Dave Hoxeng via phone

Staff: Scott Luth, Melissa Stoker, Casey Campbell, Richard Sherrill, Danita Andrews, Patrick Rooney

Guests: Dave Murzin, Jessica Scholl, David Forte, Adrian Stills, Erica Grancagnola, Troupe Brewer, Brian Wyer, Cynthia Wells

1. **Verify Quorum/Roll Call:** Quorum was confirmed.
2. **Call to Order:** Steven Barry called the meeting to order at 10:05 am.
3. **Public Notice:** This meeting was publicly noticed on 6/27/22.
4. **Public Comment:** Steven Barry requested public comment. Brian Wyer shared information on an events coming up. He will share the information with Melissa Stoker for distribution to the board.
5. **Action Items**
 - a. Approval of May 24th, 2022 Meeting Minutes
David Peaden motioned to approve the minutes.
Jeff Bergosh seconded.
Passed unanimously.
 - b. Approval of June 2022 Financials
David Peaden motioned to approve the financials.
Ben Boutwell seconded.
Passed unanimously.
6. **Discussion Items**
 - a. Banking Services Update:
 1. Hancock Whitney Introduction: This has been bumped to August's meeting.
 2. ACH Payment – Promissory Note – Project Pioneer: This item will be tabled until next month.
 3. FDOT Deposit Approval: We will be setting this up with the new Hancock Whitney account for PEDC.
 - b. Tech Park Update
 1. MOU with City of Pensacola: Richard Sherrill provided an update on the included redline version of the MOU. There is one matter needing clarification regarding the policy limits as property owner under indemnity hold harmless agreement. The point of contacts for the City (Adrian Stills) and PEDC will be added before signature by Mr. Bear.
David Peaden motioned to approve Lewis Bear signing the MOU.
Ben Boutwell seconded.
Passed unanimously.
 - c. Economic Development Update:

1. Project Arbor: Scott Luth provided an update on this. FloridaWest has been asked to withdraw the Triumph ask and focus on the UWF Grant Funds. We will continue to work with them and work towards an announcement. This is for approximately 74 jobs.
2. Project Sky: They received a \$600K 28 job UWF Grant Fund. We are working to schedule an open house and announcement for August.
3. Project LIFT: Scott is making a trip to Detroit this afternoon in partnership with IHMC and PSC. PEDC and SpaceFlorida may explore opportunities to build for this project.
4. Project Pistachio: This is a large heavy chemical project for approximately 300 jobs and a multimillion dollar investment. Ascend and the company will need to enter into an NDA. We are working through the sites and buildings committee to explore opportunities.
5. CO:LAB – There is an opportunity for a large cybersecurity company to utilize CO:LAB as a soft landing space for approximately 6 months. VividBridge is approaching their final year, but with COVID and Sally, we are exploring extending their lease.
6. Scott will reach out to FGNW regarding the success of Farnborough. He will report back next month.
7. Jeff Bergosh shared he feels the OLF8 issue is moving too slowly and needs to be pushed in order to not miss out on opportunities.
8. Danita Andrews shared an update on the forthcoming restructuring of GE Corporate.

d. Legislative/Funding Updates

1. Bluffs Update: Scott Luth shared that we are continuing to work through the \$2.5M previously awarded for the roundabout. Because we did receive \$5M in the last legislative session, we will probably tie the two awards together. Once the project is complete, the goal is to transfer it to the county for maintenance. We have had a meeting to further discuss how we can maximize the dollars to extend the road as far as possible. We are looking at a \$3-4M Triumph ask to complete the road.
 2. Aviation Training Center: We have been working closely with PSC and ST Engineering on a draft MOU currently being reviewed by all parties in collaboration with Santa Rosa County to create one training center rather than a main and satellite site. This would support aviation training and benefit both ST Engineering and Leonardo. Jeff Bergosh encouraged Scott to speak with Kevin Adams regarding opportunities for the school system.
 3. State Cyber: Scott Luth shared that we have been working with Senator Broxson, Alex Andrade, and Michelle Salzman on the upcoming ask. We will continue to keep the board updated as things progress.
- 7. Other Business:** Scott shared an update on the FloridaWest 5 Year Strategic Plan. Officer Elections are coming up. If you are interested in serving, please reach out to Scott or Melissa. Nominations will be made at the August meeting and voted in September. We are also in the midst of budget cycle.
- 8. Adjourn:** Steven Barry adjourned the meeting at 10:51 pm.

Next Meeting: August 23rd, 2022 at 10:00 am

Respectfully Submitted By:

Steven Barry, Secretary-Treasurer
Pensacola-Escambia Promotion & Development Commission

Pensacola Escambia County Promotion & Development Comm
Profit & Loss Budget Performance
October 2021 through July 2022

	Oct '21 - Jul 22	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
4000 · City of Pensacola Income	175,000.00	175,000.00	0.00	100.0%
4100 · Escambia County Income	600,000.00	600,000.00	0.00	100.0%
4400 · Foreign Trade Zone Income	1,469.00	1,250.00	219.00	117.52%
4520 · FOIL Income	102,413.80	1,500,000.00	-1,397,586.20	6.83%
4600 · Pegasus Income	115,731.71	166,482.15	-50,750.44	69.52%
4800 · Interest Income	441.69	1,000.00	-558.31	44.17%
Total Income	995,056.20	2,443,732.15	-1,448,675.95	40.72%
Gross Profit	995,056.20	2,443,732.15	-1,448,675.95	40.72%
Expense				
5004 · Economic Development	675,000.00	675,000.00	0.00	100.0%
5010 · Foreign Trade Zone	1,250.00	1,250.00	0.00	100.0%
5100 · Audit Fees	7,310.61	12,000.00	-4,689.39	60.92%
5310 · Insurance - D&O Liability	773.38	1,000.00	-226.62	77.34%
5320 · Legal Expenses	3,736.00	7,500.00	-3,764.00	49.81%
5330 · Bank Service Charges	478.72	100.00	378.72	478.72%
5340 · Special District Fees	175.00	200.00	-25.00	87.5%
5400 · Technology Park Expenses	18,502.27	50,000.00	-31,497.73	37.01%
5420 · FOIL Expenses	139,531.40	1,500,000.00	-1,360,468.60	9.3%
5500 · New Project Expense	8,775.84	30,000.00	-21,224.16	29.25%
5600 · Miscellaneous Expense	188.25	200.00	-11.75	94.13%
5700 · EDA Grant Expense	35,000.00	0.00	35,000.00	100.0%
5750 · Pegasus Expense	90,550.74	166,482.15	-75,931.41	54.39%
Total Expense	981,272.21	2,443,732.15	-1,462,459.94	40.16%
Net Ordinary Income	13,783.99	0.00	13,783.99	100.0%
Net Income	13,783.99	0.00	13,783.99	100.0%

Pensacola Escambia County Promotion & Development Comm

Balance Sheet

As of July 31, 2022

Jul 31, 22

ASSETS

Current Assets

Checking/Savings

1010 · Checking - PNC Bank 130,723.86

1012 · Checking - Hancock Bank 233,469.12

1111 · BBVA Money Market 337,872.80

Total Checking/Savings 702,065.78

Accounts Receivable

1200 · Accounts Receivable 150,000.00

Total Accounts Receivable 150,000.00

Total Current Assets 852,065.78

Fixed Assets

1500 · Land - Tech Park 8,625,000.00

1600 · Land Improvements - Tech Park 3,243,106.03

1700 · Building - Pegasus 8,100,000.00

1799 · Allowance for Fair Value Adj -5,718,106.03

Total Fixed Assets 14,250,000.00

Other Assets

1400 · Rent Receivable 3,201,910.43

Total Other Assets 3,201,910.43

TOTAL ASSETS 18,303,976.21

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

2122 · Tech Park Payable - County LOC 2,309,948.00

Total Other Current Liabilities 2,309,948.00

Total Current Liabilities 2,309,948.00

Long Term Liabilities

2800 · Deferred Revenues 3,261,261.00

2810 · Deferred Grant Income - Pegasus 2,418,468.46

2900 · Due to Pegasus 5,900,000.00

Total Long Term Liabilities 11,579,729.46

Total Liabilities 13,889,677.46

Equity

32000 · Unrestricted Net Assets 4,287,007.56

3202 · Economic Development Projects 61,198.00

3203 · Commerce Park Impr/Mktg 52,309.20

Net Income 13,783.99

Total Equity 4,414,298.75

TOTAL LIABILITIES & EQUITY 18,303,976.21

PEDC 2nd Proposed Budget Modification FY 21-22

	Oct '21 - Apr 22	Current Budget	\$ Over Budget	% of Budget	Proposed Budget
Ordinary Income/Expense					
Income					
4000 · City of Pensacola Income	175,000.00	175,000.00	0.00	100.0%	175,000.00
4100 · Escambia County Income	600,000.00	600,000.00	0.00	100.0%	600,000.00
4400 · Foreign Trade Zone Income	1,469.00	1,250.00	219.00	117.52%	1,250.00
4520 · FOIL Income	102,413.80	1,500,000.00	-1,397,586.20	6.83%	265,000.00
4600 · PEGASUS Income	115,731.71	166,482.15	-50,750.44	69.52%	166,482.15
4800 · Interest Income	441.69	1,000.00	-558.31	44.17%	1,000.00
4900 · DEO Grant Income	0.00	0.00	0.00	0.0%	35,000.00
Total Income	<u>995,056.20</u>	<u>2,443,732.15</u>	<u>-1,448,675.95</u>	<u>40.72%</u>	<u>1,243,732.15</u>
Gross Profit	995,056.20	2,443,732.15	-1,448,675.95	40.72%	1,243,732.15
Expense					
5004 · Economic Development	675,000.00	675,000.00	0.00	100.0%	675,000.00
5010 · Foreign Trade Zone	1,250.00	1,250.00	0.00	100.0%	1,250.00
5100 · Audit Fees	7,310.61	12,000.00	-4,689.39	60.92%	12,000.00
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Total Expense	<u>981,272.21</u>	<u>2,443,732.15</u>	<u>-1,462,459.94</u>	<u>40.16%</u>	<u>1,243,732.15</u>
Net Ordinary Income	<u>13,783.99</u>	<u>0.00</u>	<u>13,783.99</u>	<u>100.0%</u>	<u>0.00</u>
Net Income	<u><u>13,783.99</u></u>	<u><u>0.00</u></u>	<u><u>13,783.99</u></u>	<u><u>100.0%</u></u>	<u><u>0.00</u></u>

MEMORANDUM OF UNDERSTANDING
BETWEEN
CITY OF PENSACOLA
AND
PENSACOLA-ESCAMBIA DEVELOPMENT COMMISSION

The City of Pensacola ("City") through its Parks and Recreation Department wishes to encourage the development of youth and to facilitate participation of Pensacola youth in sports activities. The City enters into this Memorandum of Understanding ("MOU") with the Pensacola-Escambia Development Commission (PEDC) in order to further provide opportunities for youth, establish the responsibilities of both parties, and establish clear terms as to the use of property known as "Downtown Technology Park" as described and defined in the Interlocal Agreement for Downtown Technology Park.

Responsibilities of PEDC

PEDC agrees:

- I. To allow the City use of the Downtown Technology Park property for organized youth sports practices at no cost to the City.
- II. To permit the City to determine, arrange, manage, and approve the dates, times, and participants of any and all organized youth sports activities that will utilize the Downtown Technology Park property as practice fields.
- III. To ensure that no other person(s) or organizations are provided permission to use the property in a manner that will conflict with the permitted use of the property being provided to City Parks and Recreation youth sports practice fields.
- IV. To immediately notify the City of any complaints received by PEDC or discovery by PEDC, or other 3rd party who makes it known to PEDC, as to the use of the property as practice fields or any known hazards or dangers on the property.

Responsibilities of the City

The City agrees:

- I. To utilize the property for practices only and not games, and to conclude all practices by sunset.

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- II. To refrain from interfering with the infrastructure of the Downtown Technology Park.
- ~~III.~~ To mow, the entire property, not just areas utilized for youth sports ~~practices~~ activities.
- ~~III-IV.~~ To repair any damage to the property that occurs as a result of City use of the property for youth sports activities.
- ~~IV-V.~~ To install netting in a manner consistent with standard safety protocols for youth sports practice fields and as appropriate to keep balls and equipment from leaving the Downtown Technology Park.
- ~~V-VI.~~ To hold harmless and indemnify PEDC for all times when the property is being utilized by the City as practice fields for youth sports.
- ~~VI-VII.~~ Only netting and goals will be installed by the City for the uses described herein.
- ~~VII-VIII.~~ Upon termination of this Agreement, the City shall vacate and restore the premises to the condition of the property as it existed upon execution of this Agreement.

CONTACTS

The parties designate the following individuals as points of contact for issues arising as a result of the City's use of the property:

City:

Adrian Stills, Parks and Recreation Director
Name

Phone Number: 850-453-7599

E-mail: astills@cityofpensacola.com

PEDC:

Name

Phone Number:

E-mail:

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HOLD HARMLESS

The City agrees to fully indemnify, defend, and save harmless the PEDC, its officers, agents, employees and volunteers from and against all actions, damages, costs, liabilities, claims, losses, judgments, penalties, and expenses including, but not limited to, any fees and/or costs ~~reasonable~~ reasonably incurred by the PEDC's staff attorneys or outside attorneys and any fees and expenses incurred in enforcing this provision (hereafter collectively referred to as "Liabilities"), to which any or all of them may be subjected, to the extent such Liabilities are caused by or result from any negligent act or omission or willful misconduct of the City to the extent permitted by law under § 768.28, Fla. Stat. (2021). Nothing in this agreement shall expand the City's liability beyond limits set forth in § 768.28, Fla. Stat. (2021). The City does not waive its sovereign immunity.

EFFECTIVE DATE

This Agreement shall take effect upon date of last signature.

TERMINATION

This Agreement shall terminate one year from the date of last signature. If for any reason either party wishes to terminate this agreement prior to one year, they may do so by providing sixty (60) days written notice to the other party.

THE CITY OF PENSACOLA, A FLORIDA MUNICIPAL CORPORATION

By: _____
Grover C. Robinson, IV, Mayor

Date: _____

Attest:

City Clerk (Seal)

Approved as to form and execution

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By: _____
City Attorney

Pensacola-Escambia Development Commission

By: _____
Lewis Bear, Jr., Chairman

Date: _____

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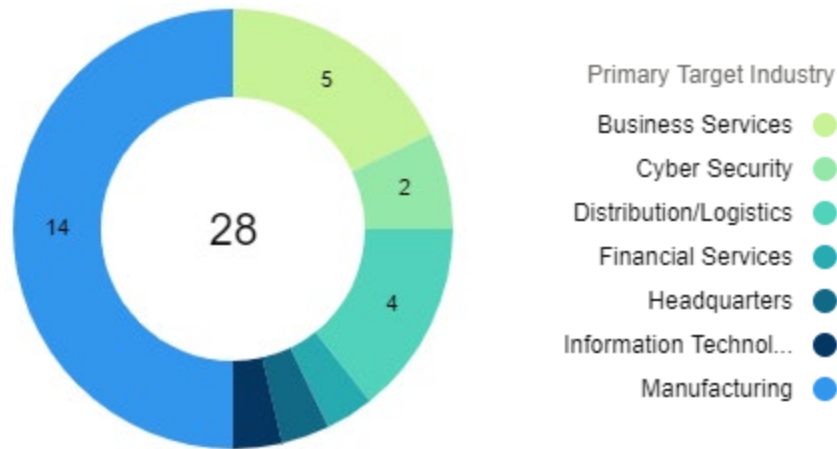
BUSINESS DEVELOPMENT

Year to Date

August 5, 2022

Active Projects	28
Active Project Site Visits	16
Existing Industry Visits	145
Response Proposals	20

PROJECTS **2,217** JOBS **13** NEW RELOCATIONS
CAPEx \$86,845,000 **15** LOCAL EXPANSIONS

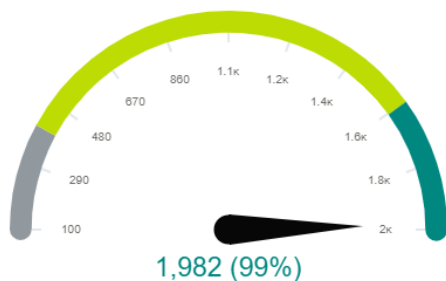


4TH QUARTER EXISTING INDUSTRY VISITS 160

OCTOBER	20	APRIL	23
NOVEMBER	12	MAY	18
DECEMBER	3	JUNE	21
JANUARY	23	JULY	16
FEBRUARY	16		
MARCH	8		

	#Employees	Sector
07/06/22 International Paper	485	Manufacturing
07/06/22 Pensacola International Airport	600	Aviation/Aerospace
07/06/22 BRICEP Devices LLC	30	Business Services
07/08/22 Speaks2Inspire		Business Services
07/08/22 Advanced Technology Recycling	2	Headquarters
07/12/22 Chad Sanders Videography		Business Services
07/13/22 Polisal		Business Services
07/14/22 Hatchmark Studio	7	Business Services
07/14/22 Dribbles the All Knowing Cat		Business Services
07/14/22 Spire Marketing	8	Business Services
07/21/22 DoorKnob Books		Business Services
07/22/22 Lifestyle Medicine Wellness & Recovery LLC		Business Services
7/22/22 GrubOnTV		Business Services
07/26/22 All Mine Lah		Business Services
08/01/22 Pegasus Laboratories	147	Manufacturing
08/02/22 Comfort Systems USA	100	Manufacturing

ANNOUNCEMENTS



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

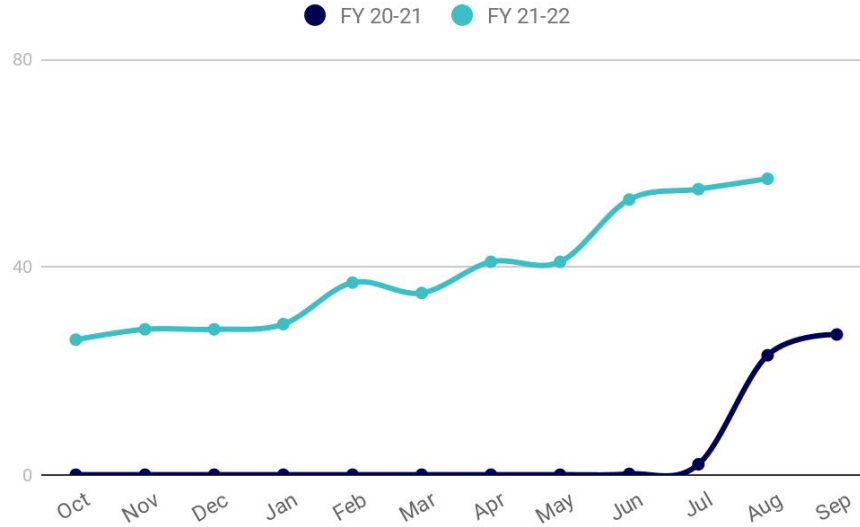
22 PROJECTS / **7** NEW RELOCATIONS
15 LOCAL EXPANSIONS

New Jobs	Retained Jobs	Average Wage	Annual Payroll	Capital Investment
1982	271	\$53,142	\$119,622,740	\$319,326,385
New Jobs	Retained Jobs	Average Wage	Annual Payroll	Capital Investment
7340	879	\$52,248	\$429,324,627	\$796,784,585

FloridaWest - Business Expansion and Relocation Announcements

Company	Sector	New Jobs	Retained Jobs	Average Wage	Annual Payroll	Capital Investment
Economic Development Announcements (2014-2018)	17 Projects	5358	608	\$53,948	\$321,854,514	\$477,458,200
Lost Key Media	Business Services	3		\$42,000	\$126,000	NA
May, 2019						
American Tire Distributors	Distribution	30	20	\$32,000	\$1,600,000	\$4,000,000
June, 2019						
ST Engineering Aerospace	Aviation	1325		\$45,394	\$60,147,050	\$245,000,000
July, 2019						
Social Icon	Business Services	3		\$36,000	\$108,000	NA
August, 2019						
Qualia Is	Business Services	2		\$50,000	\$100,000	NA
March, 2020						
EBI Management Group, Inc.	Business Services	14		\$65,000	\$910,000	\$350,000
March, 2020						
Girl Catch Fire	Business Services	1		\$50,000	\$50,000	NA
April, 2020						
CoFlyt	IT	5		\$45,000	\$225,000	NA
May, 2020						
Right on Target Marketing	Business Services	2		\$40,000	\$80,000	NA
May, 2020						
Speaker Training	Business Services	1		\$50,000	\$50,000	NA
May, 2020						
Altiis Marketing	Business Services	1		\$55,000	\$55,000	NA
May, 2020						
Blue Wind Technologies	Manufacturing	120		\$41,937	\$5,032,440	\$2,500,000
May, 2020						
Ascend Performance Materials	Manufacturing	10	30	\$67,000	\$2,680,000	\$20,000,000
June, 2020						
Cordele Intermodal	Business Services	5	20	\$42,000	\$1,050,000	\$3,500,000
June, 2020						
Streamline Boats	Manufacturing	100		\$45,500	\$4,550,000	\$2,000,000
September, 2020						
CIRCULOGENE	BioMedical	60		\$100,000	\$7,000,000	\$3,325,000
March, 2021						
Project FUSION	Manufacturing	35		\$38,000	\$1,467,795	\$7,000,000
December, 2021						
CIRCULOGENE	BioMedical	10		\$100,000	\$7,000,000	
December, 2021						
Project SKY	Manufacturing	28	21	\$46,500	\$2,278,500	\$2,653,345
March, 2022						
Pegasus Laboratories	Manufacturing	63	100	\$61,204	\$9,976,252	\$17,665,000
March, 2022						
ActiGraph, LLC	Headquarters	43	80	\$65,000	\$7,995,000	\$7,833,040
March, 2022						
Project ARBOR (Imminent)	Headquarters	74		\$55,332	\$4,094,568	\$3,500,000
April, 2022						
CO:LAB Pensacola (10 Companies)	Business Services	47		\$49,400	\$2,321,800	N/A
April, 2022						
5-year Goals To Date	22 Projects	1982	271	\$53,142	\$119,729,024	\$319,326,385
FY 2014-2021 Totals	38 Projects	7340	879	\$52,248	\$429,429,124	\$796,784,585

Occupancy (Goal: 80%)

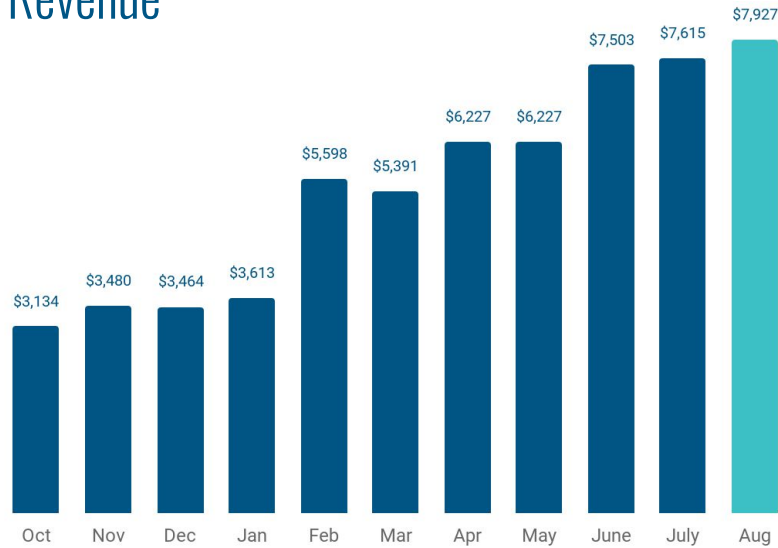


5,847 SQ. FT.
OF 10,206 TOTAL

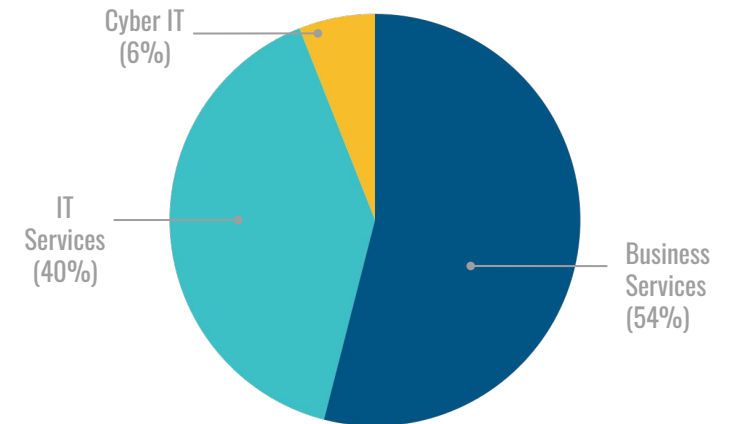
18
COMPANIES

47 EMPLOYEES

Revenue



Employees by Industry



Companies

Vivid Bridge Studios
Snap Soccer

Year 4

128 Creative Collective
Prospect Junkie
ARGO Cyber Systems
Capacity Path
Envision CMS

Year 2

National Energy USA
NWFL Defense Partnership*
Heart Crossed Films
Brewwww
Taste of Pensacola
MediaTech Direct
Rx: Stay
Spire Marketing
Morbi
All Mine Lah
Lifestyle Medicine Wellness & Recovery

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

CELEBRATE 1 Million Cups Pensacola - The August 1MC event marks the 100th presentation to our community since chapter inception in April 2018.

1 Million Cups is a monthly meetup that allows entrepreneurs the opportunity to present their business, new product, or idea and get feedback from a diverse audience of mentors, advisors, fellow entrepreneurs, and startup enthusiasts.

The 1 Million Cups program was launched by the Kauffman Foundation, a Missouri-based foundation that works to promote education and entrepreneurship in communities nationwide. In 2012, the foundation started 1 Million Cups as a free tool to educate, engage and connect entrepreneurs, and the events are now held in more than 160 communities across the country.

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*

Marketing & Communications Update - August 23, 2022

Strategic Marketing & Communications Priority

Increase Brand Awareness for FloridaWest

Goals

- Ensure FloridaWest is seen as a valuable economic development catalyst for Pensacola
- Ensure FloridaWest is getting credit for milestones/announcements in all of our marketing and communications
- Ensure FloridaWest is getting credit for CyberCoast and CO:LAB milestones/announcements
- Ensure all media partners understand the value FloridaWest brings to the region
- Ensure social media content is relevant, engaging and is growing our platforms

Website Metrics – Google Analytics

August 15, 2021 – August 15, 2022 vs August 1, 2020 – August 14, 2021

The last 12 months v the same time period in the previous 12 months

FloridaWest.com

- users ↑ 38% - ↑ 5,382
- page views ↑ 15% - ↑ 4,224
- sessions ↑ 32% - ↑ 5,507
- top cities: Ashburn, Chicago, Atlanta

CyberCoastFlorida.com

- users ↓ 36% - ↓ 1,586
- page views ↓ 41% - ↓ 3,151
- sessions ↓ 40% - ↓ 2,049
- top cities: Chicago, Ashburn, Washington D.C.

CO-LAB.com

- users ↑ 87% ↑ 4,500k
- page views ↑ 79% ↑ 8,844
- top cities: Ashburn, New Orleans, San Antonio

Social Media Metrics

FloridaWest

- Facebook - 90-day snapshot
 - Page visits: 184 ↑ 30% over previous period
 - Page reach: 682 ↓ .7% over previous period but trending ↑ in last 30 days
 - Page new likes (followers) 12 ↑ 33% over previous period
- Instagram - 90-day snapshot
 - Profile visits: 75 ↑ 108% over previous period
 - Reach: 592 ↑ 127% over previous period
 - New followers: 24 ↑ 118% over previous period
- Twitter - 30-day snapshot
 - Tweet impressions: 2,366 ↑ 14% over previous period
 - Profile visits: 443 ↑ 55% over previous period
 - Followers: 787 ↑ by 9 followers over previous period
- LinkedIn - 90-day snapshot
 - Reactions: 286 ↑ by 237% over previous period
 - Total followers: 746 ↑ by 17% over previous period
 - Page views: 318 ↑ by 47% over previous period

CyberCoast

- Instagram - 90-day snapshot
 - Accounts reached 406 ↑ 241% over previous period
 - Accounts engaged: 51 ↑ 121% over previous period
 - Total followers: 251 ↑ 5.9 over previous period
- Twitter - 30-day snapshot
 - Tweet impressions: 211 ↑ 331% over previous period
 - Profile visits: 193 ↑ 739% over previous period
 - Followers: 34 ↓ 1 follower over previous period
- LinkedIn - 90-day snapshot
 - Reactions: 41 ↑ 17% over previous period
 - Total followers: 96 ↓ 25% over previous period (↑ 400% in last 30 days)
 - Page views: 35 ↓ 43% over previous period

CO:LAB

- Facebook - 90-day snapshot
 - Page visits: 125 ↓ 38% over previous period
 - Page reach: 5,247 ↓ 42% over previous period
 - Page new likes: 24 ↓ 7% over previous period
- Instagram - 90-day snapshot
 - Profile visits: 66 ↓ 44% over previous period
 - Reach: 230 ↓ 58% over previous period
 - New followers: 29 ↓ 34%
- Twitter - 30-day snapshot
 - Tweet impressions: 215 ↑ 465% over previous period
 - Profile visits: 290 ↑ 427% over previous period
 - Followers: 168 ↑ 2 followers over previous period

- LinkedIn - 90-day snapshot
 - Reactions: 4 ↓ 89% over previous period
 - Total followers: 259 ↓ 59% (9 followers) over previous period
 - Page views: 90 ↓ 21% over previous period

Advertising

ADX Digital Marketing July 2022 Report

CO:LAB & CyberCoast Social Mirroring Campaign

Impressions: 203,289

Clicks: 922

Click-thru rate: .45% (national avg .05%)

Highest performing device: Smartphone

Events

Paradigm Parachute & Defense Promotion and Press Event Date in Oct. TBD

Tactics

- Press release
- media follow-up calls
- social media
- coverage of event

1 Million Cups Event – Sept. 7

- social media, cross-promote FloridaWest

FloridaWest- CivicCon featuring John List last week – Scott was invited to speak - video

- social media

CO:LAB - Taco Thursday this week – cross promotion with CO:LAB

- social media

CO:LAB - New Tenants promotion – next week

- social media