



MEETING AGENDA – Tuesday, March 28th, 2023 1:30 PM

**FloridaWest Economic Development Alliance – Board of Director’s Meeting
CO:LAB Pensacola, 418 W Garden St, Pensacola, FL**

Rick Byars

- 1. Call to Order**
- 2. Meeting publicly noticed (2.24.23)**
- 3. Public Comment**
- 4. Action Items**
 - a. February 21, 2023 Executive Board Meeting Minutes
 - b. February 21, 2023 Board Meeting Minutes
 - c. March 3, 2023 Executive Board Meeting Minutes
 - d. March 24, 2023 Executive Board Meeting Minutes
 - e. February 2023 Financials
- 5. Old Business**
 - a. Confidentiality Agreements and Conflict of Interest Disclosure Form
 - b. CEO Search Update
 - c. Project Updates
- 6. New Business**
 - a. Investor Status Updates
 - i. The First
 - ii. BCBS
 - iii. Trustmark/FBB
- 7. Adjourn**

Fiscal Year Meeting Schedule

- 4.25.23
- 5.23.23
- 6.27.23
- 7.25.23
- 8.22.23 Committee/Officer Nominations
- 9.26.23 Annual Meeting



Tuesday, February 21st, 2023
Baptist Hospital
245 Brent Lane – Cervantes Room
Pensacola, FL

FloridaWest Executive Committee Members Present: Rick Byars, Ryan Tilley

Staff: Scott Luth, Melissa Stoker, Jessica Scholl

Guests: None

1. **Call to Order:** The meeting was called to order by Rick Byars at 12:37 pm.
2. **Public Notice:** This meeting was publicly noticed for FloridaWest on February 17, 2023.
3. **Discussion Items:**
 - I. CEO New Hire Process
 - CEO Search Consultant RFP Timing (Need Board Direction)
 - Consultant Hiring Process
 - Discuss at today's board meeting.
 - Discuss hiring committee make up at today's board meeting
 - To Authorize RFP
 - Expected Time Frame at today's board meeting
 - Advertise at least 30 days
 - Consultant versus Internal Direction from today's board meeting
 - Cost Authorized or Not to Exceed Amount at today's board meeting
 - Budget Modification for Expense of Consultant at a future board meeting to reflect
 - II. Weekly Exec Board Reports and Meeting Schedule
 - a. Standing Weekly Executive Board Meeting Friday's at 8:30 am for 1 hour
 - b. Copy Jessica Scholl on the invite – She will only attend if we request it.
 - III. FY 23-24 Funding
 - City of Pensacola: Not yet posted – Scott will get this request for PEDC and FloridaWest done in the coming days for review.
 - Escambia County
 - Budget Workshop All Day: July 10th and July 11th at 9:00 am
 - First Budget Public Hearing: September 11th at 5:00 pm
 - Second Budget Public Hearing: September 25th at 5:00 pm
 - Send invites to Exec Board for the above dates.
 - Add calendar invites for City once dates are released to Exec Board.
 - IV. Annual Reviews for Staff
 - Confirmation of Staff Raises – Confirmed with a back date of 10/1/22. - Ensure pay raises are reflected in financials for month paid.
 - V. Items Tracked for Follow Up:
 - Marketing Contract – \$1250/mo increase from current cost. Will require budget modification.
 - Office Space Search – Continue tracking
 - Upcoming Officer Nominations
 - BD Manager
 - Strategic Plan
 - Bookkeeping RFP
 - VI. Project Assistance
 - ST Engineering Grand Opening Talking Points
 - OLF8 Proposed Sale Options

VII. Project Updates

- Tallahassee – LIFT
- State SOC
- Project Magnolia: IRDF award letter received (Announcement Imminent)

4. Other Business

- 5.** President Rick Byars adjourned the meeting at 1:27 pm.

Next Meeting: Friday March 3rd at 8:30 am.

Respectfully Submitted By:

Ryan Tilley, Secretary-Treasurer
FloridaWest Economic Development Alliance

DRAFT



February 21st, 2023
New Baptist Hospital Facility
Pensacola, FL 32502

FloridaWest Members Present: Rick Byars, Ryan Tilley, Don Palmer, Charletha Powell, Olevia McNally, Rebecca Ferguson

FloridaWest Investors Present: Dave Murzin, Chris Plaeger, KC Gartman, Kelvin Enfinger

Staff: Scott Luth, Melissa Stoker, Danita Andrews, Jessica Scholl, Casey Campbell

Guests: Bruce Woody, Brian Wyer, Josh Beardsley

1. **Call to Order:** President Rick Byars called the meeting to order at 1:46 pm.
2. **Public Notice:** This meeting was publicly noticed on 1.17.23.
3. **Public Comment:** Rick Byars requested public comment. There were none.
4. **Action Items**

a. Acceptance of FYE 22 Audit

Don Palmer moved to approve.

Rebecca Ferguson seconded.

Approved unanimously.

b. Ratification for Approval:

09.27.22 Meeting Minutes

10.06.22 Executive Committee Meeting Minutes

10.24.22 Finance Committee Meeting Minutes

11.08.22 Membership Committee Meeting Minutes

11.09.22 Finance Committee Meeting Minutes

11.14.22 PEDC Special Called Project Meeting Minutes

11.18.22 Finance Committee Meeting Minutes

11.21.22 Executive Committee Meeting Minutes

01.10.23 Executive Committee Meeting Minutes

01.12.23 Finance Committee Meeting Minutes

Ryan Tilley moved to approve.

Charletha Powell seconded.

Approved unanimously.

c. Ratification for Approval for FY 22-23 Budget

Don Palmer moved to approve.

Olevia McNally seconded.

Passed unanimously.

d. Approval of January 2023 Financials

Year To Date Budget is preferred according to Ryan Tilley.

Code 5060 Variance Column needs correction for next month's financials.

February costs are reflected in the current January financials but will be corrected going forward.

Charletha Powell moved to approve.

Don Palmer seconded.

Passed unanimously.

e. Ratification for Approval of Designated Director Applicant: Charletha Powell

Ryan Tilley moved to approve.

Rebecca Ferguson seconded.

Passed unanimously.

f. Ratification for Approval of PEDC Appointee

- i. Dave Hoxeng: September 30, 2024
- ii. Lewis Bear: September 30, 2023

Rebecca Ferguson moved to approve.

Charletha Powell seconded.

Passed unanimously.

g. Ratification of Scott Luth Agreement

Ryan Tilley moved to approve.

Don Palmer seconded.

Rick Byars and Jessica Scholl discussed the details of the agreement with the board.

Passed unanimously.

h. Acceptance of Executive Committee Selection of Marketing Firm

Charletha Powell moved to approve pending legal review.

Don Palmer seconded.

Passed unanimously.

i. Approval of 1.24.23 FloridaWest Board Meeting Minutes

Don Palmer moved to approve.

Rebecca Ferguson seconded.

Passed unanimously.

j. Approval of 2.2.23 Executive Committee Meeting Minutes

Don Palmer moved to approve.

Rebecca Ferguson seconded.

Passed unanimously.

k. Approval of 2.8.23 Executive Committee Meeting Minutes

Don Palmer moved to approve.

Rebecca Ferguson seconded.

Passed unanimously.

l. Approval of 2.15.23 Executive Committee Meeting Minutes

Don Palmer moved to approve.

Rebecca Ferguson seconded.

Passed unanimously.

m. Letter of Support for NextEra Southeast Hydrogen Network, LLC's Regional Clean Hydrogen Hub

Rick Byars will refrain from voting on this item due to a conflict of interest as an FPL employee.

Don Palmer suggested someone other than Rick Byars execute this document. David Bear is designated for execution.

Don Palmer moved to approve.

Charletha Powell seconded.

Passed unanimously.

5. Old Business:

a. BD Manager Position – RFP Closed February 9th at 5 pm – Hold on this until CEO is hired.

b. CEO Hiring

- Simultaneously RFP for Executive Consultant Firm for 3 weeks and CEO Position

- Board President to Stand up Ad Hoc Hiring Committee

Charletha Powell moved to approve.

Ryan Tilley seconded.

Passed unanimously.

6. New Business:

a. Confidentiality Agreements – Jessica Scholl will add additional information related to statute and will recirculate next month.

b. Conflict of Interest Disclosure Form

7. Adjourn: President Rick Byars adjourned the meeting at 3:05 pm.

Next Meeting: March 28, 2023

Respectfully Submitted By:

Ryan Tilley, Secretary-Treasurer
FloridaWest Economic Development Alliance

DRAFT



Friday, March 3rd, 2023
CO:LAB Pensacola, 418 W Garden St
Pensacola, FL

FloridaWest Executive Committee Members Present: Rick Byars, Ryan Tilley

Staff: Scott Luth, Melissa Stoker, Jessica Scholl

Guests: None

1. **Call to Order:** The meeting was called to order by Rick Byars at 8:18 am.
2. **Public Notice:** This meeting was publicly noticed for FloridaWest on 2.17.23.
3. **Old Business:**
 - I. CEO New Hire Process
 - CEO Search Consultant RFP Timing
 - Estimated Cost – Out of Budget/Not to Exceed
 - Advertising Dates: March 10-April 10 at 8:00 am
 - Consultant Selection Committee: Executive Committee
 - Contract Negotiation and Authorization: April 14th 8:30 am Executive Committee to review
 - Consultant Hiring Process
 - Job Posting – mstoker@floridawesteda.com
 - Job Description/Budget
 - Advertising Time Frames: March 10 – April 10 – IEDC, SEDC
 - Interview Process/Selection Committee: April 19th
 - Contract Negotiation and Authorization
 - CEO Start Date (In Town vs. Out of Town Candidates)
 - II. FY 23-24 Funding Timelines
 - City of Pensacola:
 - Funding Request Applications Due: March 6th at 5:00 pm
 - Additional Dates not yet Available - Tracking
 - Escambia County
 - Funding Request Applications Due: April 3rd
 - Budget Workshop All Day: July 10th and 11th at 9:00 am
 - First Budget Public Hearing: September 11th at 5:00 pm
 - Second Budget Public Hearing: September 25th at 5:00 pm
 - III. Items Tracked for Follow Up:
 - Office Space Search
 - Upcoming Officer Nominations
 - BD Manager
 - Strategic Plan
 - Bookkeeping RFP/Audit RFP - June
 - Confidentiality/Conflict of Interest Forms – Statute Updates from J. Scholl
 - IV. Project Assistance
 - Bluffs FPL Fee
 - Pedestrian Access
 - V. Project Updates
4. **New Business**
 - I. **CEO Transition Report**

5. President Rick Byars adjourned the meeting at 9:43 am.

Next Meeting: Friday March 10th at 8:30 am.

Respectfully Submitted By:

Ryan Tilley, Secretary-Treasurer
FloridaWest Economic Development Alliance

DRAFT

FloridaWest Economic Development Alliance

Profit & Loss Budget Performance YTD

October 2022 - February 2023

	Oct 22 - Feb 23	Budget	over Budget	% of Budget	Annual Budget
Revenue					
4000 Membership Dues	\$ 80,000.00	\$ 100,000.00	\$ (20,000.00)	80.00%	\$ 200,000.00
4200 Investor Membership Dues	\$ 30,000.00	\$ 75,000.00	\$ (45,000.00)	40.00%	\$ 90,000.00
4410 Non-Dues Income	\$ -	\$ 2,250.00	\$ (2,250.00)	0.00%	\$ 5,400.00
4420 Government Income	\$ 37,500.00	\$ 75,000.00	\$ (37,500.00)	50.00%	\$ 150,000.00
4430 PEDC	\$ 337,500.00	\$ 337,500.00	\$ -	100.00%	\$ 675,000.00
4500 CoLab Income	\$ 44,974.91	\$ 52,000.00	\$ (7,025.09)	86.49%	\$ 115,000.00
4512 Miscellaneous Income	\$ -	\$ 169.00	\$ (169.00)	0.00%	\$ 400.00
4513 CD Interest Income	\$ -	\$ 44.00	\$ (44.00)	0.00%	\$ 100.00
Total Revenue	\$ 529,974.91	\$ 641,963.00	\$ (111,988.09)	82.56%	\$ 1,235,900.00
Gross Profit	\$ 529,974.91	\$ 641,963.00	\$ (111,988.09)	82.56%	\$ 1,235,900.00
Expenditures					
5005 Bank & Credit Card Fees	\$ (64.79)	\$ 272.00	\$ (336.79)	-23.82%	\$ 650.00
5060 Marketing, Adv & Promo/Investor	\$ 5,827.50	\$ 8,600.00	\$ (2,772.50)	67.76%	\$ 20,500.00
5060a Marketing - Website	\$ 3,168.45	\$ 8,331.00	\$ (5,162.55)	38.03%	\$ 20,000.00
5060b Business Development	\$ 2,032.09	\$ 2,500.00	\$ (467.91)	81.28%	\$ 6,000.00
5060c Prospect Development	\$ 2,644.23	\$ 4,400.00	\$ (1,755.77)	60.10%	\$ 10,000.00
5060e Tradeshows	\$ 4,690.00	\$ 4,190.00	\$ 500.00	111.93%	\$ 10,000.00
5559 Workforce Marketing	\$ -	\$ 2,025.00	\$ (2,025.00)	0.00%	\$ 5,000.00
5680 Cyber/High Growth Companies	\$ 6,401.42	\$ 6,250.00	\$ 151.42	102.42%	\$ 15,000.00
Total 5060 Marketing, Adv & Promo/Investor	\$ 24,763.69	\$ 36,296.00	\$ (11,532.31)	68.23%	\$ 86,500.00
5066 Database/Research	\$ 7,450.00	\$ 2,500.00	\$ 4,950.00	298.00%	\$ 20,000.00
5100 Audit Expense	\$ 20,515.73	\$ 21,000.00	\$ (484.27)	97.69%	\$ 28,000.00
5105 Legal Fees	\$ 3,630.00	\$ 6,250.00	\$ (2,620.00)	58.08%	\$ 15,000.00
5120 Auto Travel	\$ 2,455.04	\$ 4,190.00	\$ (1,734.96)	58.59%	\$ 10,000.00
5140 Business Travel	\$ 11,288.99	\$ 14,700.00	\$ (3,411.01)	76.80%	\$ 35,000.00
5200 Dues & Subscriptions	\$ 5,171.35	\$ 3,940.00	\$ 1,231.35	131.25%	\$ 9,400.00
5310 Insur-D&O/Liab/Umbrella/EPLI	\$ 6,705.30	\$ 6,250.00	\$ 455.30	107.28%	\$ 7,000.00
5410 Maint & Repair- Computers	\$ 9,364.11	\$ 8,310.00	\$ 1,054.11	112.68%	\$ 20,000.00
5440 Meeting Expense	\$ 1,519.59	\$ 1,100.00	\$ 419.59	138.14%	\$ 2,500.00
5500 CoLab Expenses	\$ 28,491.71	\$ 24,907.69	\$ 3,584.02	114.39%	\$ 117,000.00
5600 Miscellaneous Expense	\$ -	\$ 140.00	\$ (140.00)	0.00%	\$ 350.00
5610 Postage	\$ 489.15	\$ 220.00	\$ 269.15	222.34%	\$ 500.00
57000 Employee Wages & Benefits	\$ 259,394.13	\$ 292,285.56	\$ (32,891.43)	88.75%	\$ 700,000.00
5800 Supplies	\$ 719.35	\$ 1,100.00	\$ (380.65)	65.40%	\$ 2,500.00
5915 Telephone	\$ 1,207.60	\$ 1,690.00	\$ (482.40)	71.46%	\$ 4,000.00
5925 Cell Phones	\$ 2,317.84	\$ 2,720.00	\$ (402.16)	85.21%	\$ 6,500.00
5954 Copier Expense	\$ 8.60	\$ 440.00	\$ (431.40)	1.95%	\$ 1,000.00
5980 Rent Expense	\$ 25,533.51	\$ 20,625.00	\$ 4,908.51	123.80%	\$ 49,500.00
6000 Professional Services					
6000b Cyber Consultant	\$ 6,500.00	\$ 6,500.00	\$ -	100.00%	\$ 6,500.00
6000c Advocacy	\$ 30,000.00	\$ 25,000.00	\$ 5,000.00	120.00%	\$ 60,000.00
6000d Marketing Consultant	\$ 22,500.00	\$ 22,500.00	\$ -	100.00%	\$ 54,000.00
Total 6000 Professional Services	\$ 59,000.00	\$ 54,000.00	\$ 5,000.00	109.26%	\$ 120,500.00
Total Expenditures	\$ 469,960.90	\$ 502,936.25	\$ (32,975.35)	93.44%	\$ 1,235,900.00
Net Revenue	\$ 60,014.01	\$ 139,026.75	\$ (79,012.74)	43.17%	\$ -

FloridaWest Economic Development Alliance

Profit & Loss Budget Performance YTD

Feb-23

	Feb-23	Budget	over Budget	% of Budget	Annual Budget
Revenue					
4000 Membership Dues	\$ -	\$ -	\$ -		\$ 200,000.00
4200 Investor Membership Dues	\$ -	\$ -	\$ -		\$ 90,000.00
4410 Non-Dues Income	\$ -	\$ 450.00	\$ (450.00)	0.00%	\$ 5,400.00
4420 Government Income	\$ -	\$ -	\$ -		\$ 150,000.00
4430 PEDC	\$ -	\$ -	\$ -		\$ 675,000.00
4500 CoLab Income	\$ 6,185.76	\$ 9,000.00	\$ (2,814.24)	68.73%	\$ 115,000.00
4512 Miscellaneous Income	\$ -	\$ 33.00	\$ (33.00)	0.00%	\$ 400.00
4513 CD Interest Income	\$ -	\$ 8.00	\$ (8.00)	0.00%	\$ 100.00
Total Revenue	\$ 6,185.76	\$ 9,491.00	\$ (3,305.24)	65.18%	\$ 1,235,900.00
Gross Profit	\$ 6,185.76	\$ 9,491.00	\$ (3,305.24)	65.18%	\$ 1,235,900.00
Expenditures					
5005 Bank & Credit Card Fees	\$ -	\$ 54.00	\$ (54.00)	0.00%	\$ 650.00
5060 Marketing, Adv & Promo/Investor	\$ 100.00	\$ 1,700.00	\$ (1,600.00)	5.88%	\$ 20,500.00
5060a Marketing - Website	\$ 300.00	\$ 1,667.00	\$ (1,367.00)	18.00%	\$ 20,000.00
5060b Business Development	\$ 473.18	\$ 500.00	\$ (26.82)	94.64%	\$ 6,000.00
5060c Prospect Development	\$ 541.99	\$ 800.00	\$ (258.01)	67.75%	\$ 10,000.00
5060e Tradeshows	\$ 520.00	\$ 830.00	\$ (310.00)	62.65%	\$ 10,000.00
5559 Workforce Marketing	\$ -	\$ 425.00	\$ (425.00)	0.00%	\$ 5,000.00
5680 Cyber/High Growth Companies	\$ 1,463.42	\$ 1,250.00	\$ 213.42	117.07%	\$ 15,000.00
Total 5060 Marketing, Adv & Promo/Investor	\$ 3,398.59	\$ 7,172.00	\$ (3,773.41)	47.39%	\$ 86,500.00
5066 Database/Research	\$ 2,500.00	\$ -	\$ 2,500.00		\$ 20,000.00
5100 Audit Expense	\$ 2,000.00	\$ 2,000.00	\$ -	100.00%	\$ 28,000.00
5105 Legal Fees	\$ -	\$ 1,250.00	\$ (1,250.00)	0.00%	\$ 15,000.00
5120 Auto Travel	\$ 389.14	\$ 830.00	\$ (440.86)	46.88%	\$ 10,000.00
5140 Business Travel	\$ 3,898.07	\$ 2,900.00	\$ 998.07	134.42%	\$ 35,000.00
5200 Dues & Subscriptions	\$ 474.99	\$ 780.00	\$ (305.01)	60.90%	\$ 9,400.00
5310 Insur-D&O/Liab/Umbrella/EPLI	\$ -	\$ -	\$ -		\$ 7,000.00
5410 Maint & Repair- Computers	\$ 1,867.91	\$ 1,670.00	\$ 197.91	111.85%	\$ 20,000.00
5440 Meeting Expense	\$ 415.79	\$ 200.00	\$ 215.79	207.90%	\$ 2,500.00
5500 CoLab Expenses	\$ 4,855.40	\$ 4,770.33	\$ 85.07	101.78%	\$ 117,000.00
5600 Miscellaneous Expense	\$ -	\$ 30.00	\$ (30.00)	0.00%	\$ 350.00
5610 Postage	\$ -	\$ 40.00	\$ (40.00)	0.00%	\$ 500.00
57000 Employee Wages & Benefits	\$ 46,620.65	\$ 58,244.92	\$ (11,624.27)	80.04%	\$ 700,000.00
5800 Supplies	\$ 38.61	\$ 200.00	\$ (161.39)	19.31%	\$ 2,500.00
5915 Telephone	\$ 310.07	\$ 330.00	\$ (19.93)	93.96%	\$ 4,000.00
5925 Cell Phones	\$ 541.04	\$ 540.00	\$ 1.04	100.19%	\$ 6,500.00
5954 Copier Expense	\$ -	\$ 80.00	\$ (80.00)	0.00%	\$ 1,000.00
5980 Rent Expense	\$ 4,306.89	\$ 4,125.00	\$ 181.89	104.41%	\$ 49,500.00
6000 Professional Services					
6000b Cyber Consultant	\$ -	\$ -	\$ -		\$ 6,500.00
6000c Advocacy	\$ 5,000.00	\$ 5,000.00	\$ -	100.00%	\$ 60,000.00
6000d Marketing Consultant	\$ -	\$ 4,500.00	\$ (4,500.00)	0.00%	\$ 54,000.00
Total 6000 Professional Services	\$ 5,000.00	\$ 9,500.00	\$ (4,500.00)	52.63%	\$ 120,500.00
Total Expenditures	\$ 76,617.15	\$ 94,716.25	\$ (18,099.10)	80.89%	\$ 1,235,900.00
Net Revenue	\$ (70,431.39)	\$ (85,225.25)	\$ 14,793.86	82.64%	\$ -

FloridaWest Economic Development Alliance

Balance Sheet

As of February 28, 2023

ASSETS

Current Assets

Bank Accounts

1000 Checking- Private Hancock -363		79,821.67
1010 Checking - Public Hancock- 355		145,910.53
1195 Brokered Private CD's		300,000.00
Total Bank Accounts	\$	525,732.20

Accounts Receivable

11000 Accounts Receivable		50,000.00
Total Accounts Receivable	\$	50,000.00

Other Current Assets

1300 Prepaid Rent		23,827.50
Total Other Current Assets	\$	23,827.50

Total Current Assets	\$	599,559.70
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Fixed Assets

1600 Furniture and Fixtures		43,931.73
1650 Computers		27,092.11
1700 Accum Depreciation Computers		-22,660.31
1701 Accum Depreciation Furn & Fix		-30,033.41
Total Fixed Assets	\$	18,330.12

Other Assets

1800 Security Deposit		1,000.00
Total Other Assets	\$	1,000.00

TOTAL ASSETS	\$	618,889.82
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LIABILITIES AND EQUITY

Liabilities

Current Liabilities

Total 2000 Account Payable	\$	0.00
Total Accounts Payable	\$	0.00

Other Current Liabilities

2300 Other Payables		29,462.00
2350 Christmas Club Payable		1,850.00
Total 2300 Other Payables	\$	31,312.00
2301 Deferred Revenue		0.00
2400 Payroll Liabilities		31,986.00
Total Other Current Liabilities	\$	63,298.00

Total Current Liabilities	\$	63,298.00
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Total Liabilities	\$	63,298.00
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Equity

3200 Unrestricted Net Assets		495,577.81
Net Revenue		60,014.01
Total Equity	\$	555,591.82

TOTAL LIABILITIES AND EQUITY	\$	618,889.82
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FloridaWest Economic Development Alliance

Disclosure Form

Please complete this annual form & return to Melissa Stoker at mstoker@floridawesteda.com or mail to: FloridaWest Economic Development Alliance, c/o Melissa Stoker, PO Box 1992, Pensacola, FL 32502

Conflicts of Interest

Associates should avoid any situation that involves or may involve a conflict between their personal interest and the best interests of CEDA. It is expected that all associates will use good judgment, high ethical standards and honesty in all business dealings. A conflict of interest is any circumstance that could cast doubt on your ability to act totally objectively regarding CEDA's interests, or any circumstance that benefits the associate to the detriment of CEDA. This includes potential conflicts arising from activities of a spouse, immediate family member or other person with whom an associate may have a personal or professional relationship. Any actions or interests that create even the appearance of conflict or impropriety fall within this policy and must be avoided.

1. Have you read the FloridaWest Economic Development Alliance Conflict-Of-Interest Policy?

Yes _____ No _____

2. Are you aware of any relationships between FloridaWest or any related or affiliated organization and you or a member of your family as defined by the letter or spirit of this policy that may constitute a conflict of interest?

Yes _____ No _____

If yes, please list or elaborate such relationships and the details of annual or potential financial benefit as you can best estimate them. **(Use additional page if necessary)**

3. Did you or a member of your family receive, during the past 12 months, any gifts or loans from any source from which FloridaWest or any related or affiliated organization, buys goods or services or otherwise has significant business dealings?

Yes _____ No _____

If yes, please list such loans or gifts, their sources and their approximate values.
(Use additional page if necessary)

I certify that the foregoing information is true and complete to the best of my knowledge:

Date: _____

Signature

Please Print Name: _____

DRAFT

CONFIDENTIALITY AGREEMENT

I, _____, acknowledge the following:

1. In the course of service as a board member/investor, I may receive proprietary, trade secret, or otherwise sensitive valuable information in written, verbal or electronic form concerning business ventures or companies contemplating the relocation or commencement of business operations in the greater Escambia Santa Rosa Area which is exempt from disclosure pursuant to section 288.075, *Florida Statutes*, or other applicable state and federal law (hereinafter referred to as “Confidential Information”). I understand that Confidential Information must remain protected from disclosure by me until such time as the information becomes publicly known through either: (1) a public announcement from a duly authorized representative of Florida West or (2) disclosure by a third party resulting in the information becoming commonly known in the public domain.

2. For so long as information is Confidential Information, I agree to hold it in strict confidence and not to disclose it to any other person under any circumstances, unless such disclosure is required by law or requested by Florida West.

3. I understand that any improper disclosure of Confidential Information may result in irreparable injury to Florida West, a party with whom it is dealing, or to both.

4. I understand that any improper disclosure of Confidential Information to a third party may subject Florida West and me (to the extent such disclosure rises to the level of a breach of my fiduciary duty as a staff member) to damages for any injury resulting therefrom.

5. I understand that if I improperly disclose Confidential Information to a third party, such conduct will be grounds for my immediate removal as a board member or investor from Florida West.

6. This Agreement states the entire agreement between the member and Florida West concerning the disclosure of Confidential Information. Any addition or modification to this Agreement must be made in writing and signed by the parties.

7. This Agreement shall inure to the benefit of the parties hereto, except as otherwise expressly provided herein and their successors and permitted assigns, and no other person or entity shall have any rights or obligations hereunder.

Date: _____

Printed Name: _____

Signature: _____

[Fla. Stat. § 288.075](#)

Current through the 2022 regular and extra sessions.

LexisNexis® Florida Annotated Statutes > Title XIX. Public Business. (Chs. 279 — 290) > Chapter 288. Commercial Development and Capital Improvements. (§§ 288.0001 — 288.9963) > Part I. General Provisions. (§§ 288.0001 — 288.1258)

§ 288.075. Confidentiality of records.

(1) Definitions. As used in this section, the term:

(a) “Economic development agency” means:

1. The Department of Economic Opportunity;
2. Any industrial development authority created in accordance with part III of chapter 159 or by special law;
3. Space Florida created in part II of chapter 331;
4. The public economic development agency of a county or municipality or, if the county or municipality does not have a public economic development agency, the county or municipal officers or employees assigned the duty to promote the general business interests or industrial interests of that county or municipality or the responsibilities related thereto;
5. Any research and development authority created in accordance with part V of chapter 159; or
6. Any private agency, person, partnership, corporation, or business entity when authorized by the state, a municipality, or a county to promote the general business interests or industrial interests of the state or that municipality or county.

(b) “Proprietary confidential business information” means information that is owned or controlled by the corporation, partnership, or person requesting confidentiality under this section; that is intended to be and is treated by the corporation, partnership, or person as private in that the disclosure of the information would cause harm to the business operations of the corporation, partnership, or person; that has not been disclosed unless disclosed pursuant to a statutory provision, an order of a court or administrative body, or a private agreement providing that the information may be released to the public; and that is information concerning:

1. Business plans.
2. Internal auditing controls and reports of internal auditors.
3. Reports of external auditors for privately held companies.

(c) “Trade secret” has the same meaning as in [s. 688.002](#).

(2) Plans, intentions, and interests.

(a)

1. If a private corporation, partnership, or person requests in writing before an economic incentive agreement is signed that an economic development agency maintain the confidentiality of information concerning plans, intentions, or interests of such private corporation, partnership, or person to locate, relocate, or expand any of its business activities in this state, the information is confidential and exempt from [s. 119.07\(1\)](#) and [s. 24\(a\), Art. I of the State Constitution](#) for 12 months after the date an economic development agency receives a request for confidentiality or until the information is otherwise disclosed, whichever occurs first.
2. An economic development agency may extend the period of confidentiality specified in subparagraph 1. for up to an additional 12 months upon written request from the private corporation, partnership, or person who originally requested confidentiality under this section and upon a finding by the economic development agency that such private corporation, partnership, or person is still actively considering locating, relocating, or expanding its business activities in this state. Such a request for an extension in the period of confidentiality must be received prior to the expiration of any confidentiality originally provided under subparagraph 1.

If a final project order for a signed economic development agreement is issued, then the information will remain confidential and exempt for 180 days after the final project order is issued, until a date specified in the final project order, or until the information is otherwise disclosed, whichever occurs first. However, such period of confidentiality may not extend beyond the period of confidentiality established in subparagraph 1. or subparagraph 2.

(b) A public officer or employee may not enter into a binding agreement with any corporation, partnership, or person who has requested confidentiality of information under this subsection until 90 days after the information is made public unless:

1. The public officer or employee is acting in an official capacity;
2. The agreement does not accrue to the personal benefit of such public officer or employee; and
3. In the professional judgment of the officer or employee, the agreement is necessary to effectuate an economic development project.

(3) Trade secrets. Trade secrets held by an economic development agency are confidential and exempt from [s. 119.07\(1\)](#) and [s. 24\(a\), Art. I of the State Constitution](#).

(4) Proprietary confidential business information. Proprietary confidential business information held by an economic development agency is confidential and exempt from [s. 119.07\(1\)](#) and [s. 24\(a\), Art. I of the State Constitution](#), until such information is otherwise publicly available or is no longer treated by the proprietor as proprietary confidential business information.

(5) Identification, account, and registration numbers. A federal employer identification number, reemployment assistance account number, or Florida sales tax registration number held by an economic development agency is confidential and exempt from [s. 119.07\(1\)](#) and [s. 24\(a\), Art. I of the State Constitution](#).

(6) Economic incentive programs.

(a) The following information held by an economic development agency pursuant to the administration of an economic incentive program for qualified businesses is confidential and exempt from [s. 119.07\(1\)](#) and [s. 24\(a\), Art. I of the State Constitution](#) for a period not to

exceed the duration of the incentive agreement, including an agreement authorizing a tax refund or tax credit, or upon termination of the incentive agreement:

1. The percentage of the business's sales occurring outside this state and, for businesses applying under [s. 288.1045](#), the percentage of the business's gross receipts derived from Department of Defense contracts during the 5 years immediately preceding the date the business's application is submitted.
2. An individual employee's personal identifying information that is held as evidence of the achievement or nonachievement of the wage requirements of the tax refund, tax credit, or incentive agreement programs or of the job creation requirements of such programs.
3. The amount of:
 - a. Taxes on sales, use, and other transactions paid pursuant to chapter 212;
 - b. Corporate income taxes paid pursuant to chapter 220;
 - c. Intangible personal property taxes paid pursuant to chapter 199;
 - d. Insurance premium taxes paid pursuant to chapter 624;
 - e. Excise taxes paid on documents pursuant to chapter 201;
 - f. Ad valorem taxes paid, as defined in [s. 220.03\(1\)](#); or
 - g. State communications services taxes paid pursuant to chapter 202.

However, an economic development agency may disclose in the annual incentives report required under [s. 288.907](#) the aggregate amount of each tax identified in this subparagraph and paid by all businesses participating in each economic incentive program.

(b)

1. The following information held by an economic development agency relating to a specific business participating in an economic incentive program is no longer confidential or exempt 180 days after a final project order for an economic incentive agreement is issued, until a date specified in the final project order, or if the information is otherwise disclosed, whichever occurs first:
 - a. The name of the qualified business.
 - b. The total number of jobs the business committed to create or retain.
 - c. The total number of jobs created or retained by the business.
 - d. Notwithstanding [s. 213.053\(2\)](#), the amount of tax refunds, tax credits, or incentives awarded to, claimed by, or, if applicable, refunded to the state by the business.
 - e. The anticipated total annual wages of employees the business committed to hire or retain.
2. For a business applying for certification under [s. 288.1045](#) which is based on obtaining a new Department of Defense contract, the total number of jobs expected and the amount of tax refunds claimed may not be released until the new Department of Defense contract is awarded.

(7) Loan programs.

(a) The following information held by an economic development agency pursuant to its administration of a state or federally funded small business loan program is exempt from s. 119.07(1) and [s. 24\(a\), Art. I of the State Constitution](#):

1. Tax returns.
2. Financial information.
3. Credit history information, credit reports, and credit scores.

(b) This subsection does not prohibit the disclosure of information held by an economic development agency pursuant to its administration of a small business loan program in an aggregated and anonymized format.

(c) This subsection is subject to the Open Government Sunset Review Act in accordance with s. 119.15 and shall stand repealed on October 2, 2026, unless reviewed and saved from repeal through reenactment by the Legislature.

(8) Penalties. Any person who is an employee of an economic development agency who violates the provisions of this section commits a misdemeanor of the second degree, punishable as provided in [s. 775.082](#) or [s. 775.083](#).

History

S. 1, ch. 77-75; s. 1, ch. 79-395; s. 3, ch. 83-47; s. 1, ch. 86-152; s. 1, ch. 86-180; s. 1, ch. 86-218; s. 1, [ch. 89-217](#); s. 104, [ch. 90-360](#); s. 245, [ch. 91-224](#); s. 220, [ch. 95-148](#); s. 1, [ch. 95-378](#); s. 1, [ch. 96-353](#); s. 135, [ch. 96-406](#); s. 14, [ch. 99-256](#); s. 1, [ch. 2001-161](#); s. 5, [ch. 2002-183](#); s. 27, [ch. 2003-286](#); s. 55, [ch. 2006-60](#), eff. May 30, 2006; s. 1, [ch. 2006-157](#), eff. Oct. 1, 2006; s. 1, [ch. 2007-203](#), eff. July 1, 2007; s. 23, [ch. 2011-76](#), eff. Jan. 1, 2012; s. 1, [ch. 2012-28](#), eff. Mar. 23, 2012; s. 55, [ch. 2012-30](#), eff. July 1, 2012; s. 1, [ch. 2021-23](#), effective July 1, 2021.

Annotations

Notes

Editor's notes.

Section 2, [ch. 2007-203](#) provides: "The Legislature finds that it is a public necessity to provide confidentiality for certain information concerning businesses participating in a state incentive program held by an economic development agency. The disclosure of information such as trade secrets, proprietary confidential business information, or other business information could injure a business in the marketplace by providing its competitors with detailed insights into the strategic plans of the business or with confidential personnel information, thereby diminishing the advantage that the business maintains over those that do not possess such information. Without these exemptions, private-sector businesses, whose records generally are not required to be open to the public, might refrain from participating in economic development programs or tax credit or tax refund programs and thus would not be able to use the incentives available under the programs. If a business were unable to use the incentives, the business might choose to locate its business and other investment activities outside the state, which would deprive the state and the public of the potential economic benefits associated with such business activities in this state. The harm to businesses in the marketplace and to the effective administration of

economic development and incentive programs caused by the public disclosure of such information far outweighs the public benefits derived from the release of the information.”

Section 35, [ch. 2011-76](#) provides: “(1) The executive director of the Department of Revenue is authorized, and all conditions are deemed met, to adopt emergency rules under ss. [120.536\(1\)](#) and [120.54\(4\), Florida Statutes](#), for the purpose of implementing this act.

“(2) Notwithstanding any other provision of law, such emergency rules shall remain in effect for 6 months after the date adopted and may be renewed during the pendency of procedures to adopt permanent rules addressing the subject of the emergency rules.”

Section 93, [ch. 2012-30](#), provides: “If any provision of this act or its application to any person or circumstance is held invalid, the invalidity does not affect other provisions or applications of the act which can be given effect without the invalid provision or application, and to this end the provisions of the act are severable.”

Amendments.

The 2003 amendment by s. 27, ch. 2003-286, effective July 14, 2003, in (1) substituted “Aerospace Finance” for “Commercial Space Financing.”

The 2006 amendment by s. 55, ch. 2006-60, effective May 30, 2006, in (1), substituted “Space Florida” for “the Florida Space Authority” and deleted “the Florida Aerospace Finance Corporation created in part III of chapter 331” following “part II of chapter 331.”

The 2006 amendment by s. 1, ch. 2006-157, effective October 1, 2006, reformatted (1) by inserting the paragraph designations; rewrote (2); deleted (3), which stated that the section did not waive any provision of law requiring a public hearing; deleted (4) and transferred the substance of former (4) to present (5); and redesignated former (5) and (6) as present (3) and (4), respectively, and former (7) as present (6).

The 2007 amendment by s. 1, ch. 2007-203, effective July 1, 2007, revised the designation scheme and added subsection headings throughout; in present (1)(a)4., added the language beginning “or, if the county or municipality does not have a public economic development agency”; added present (1)(b) and (c); redesignated former (3) as present (2)(b), and added (2)(c); redesignated former (4) as present (3) and rewrote that subsection; added present (4), (5), and (6); deleted former (5), which now appears as (2)(c); redesignated former (6) as present (7); and added (8).

The 2011 amendment deleted former (6)(a)4.d., which read: “Emergency excise taxes paid pursuant to chapter 221” and redesignated former (6)(a)4.e. through (6)(a)4.h. as (6)(a)4.d. through (6)(a)4.g.

The 2012 amendment by s. 1, ch. 2012-28, effective March 23, 2012, redesignated former (2)(a) through (2)(c) as (2)(a)1., (2)(a)2., and (2)(b); in (2)(a)1., substituted “If” for “Upon written request from” at the beginning, substituted “requests in writing before an economic incentive agreement is signed that” for “information held by,” added “maintain the confidentiality of information,” and added “the information” following “this state”; in (2)(a)2., substituted “subparagraph 1.” for “paragraph (a)” in the first sentence and substituted “subparagraph 1.” for “this section” in the second sentence; added the last paragraph of (2)(a); deleted former (6)(a)2.; redesignated former (6)(a)3. and (6)(a)4. as (6)(a)2. and (6)(a)3.; substituted “An individual” for “The average wage actually paid by the business for those jobs created by the project or an” in (6)(a)2.; added the last paragraph of (6)(a); rewrote (6)(b); deleted former (6)(c); deleted former (8); and made stylistic changes.

The 2012 amendment by s. 55, ch. 2012-30, effective March 23, 2012, substituted “reemployment assistance” for “unemployment compensation” in (5).

Opinion Notes

OPINIONS OF ATTORNEY GENERAL

A written request for confidentiality under [Fla. Stat. § 288.075\(2\)](#) may constitute or contain information required to be held confidential under that statute. However, the custodian of these records must determine on a case-by-case basis whether a particular record or portion of a record falls within the scope of the exemption. AGO 2007-15, [2007 Fla. AG LEXIS 18](#).

[Fla. Stat. § 288.075\(2\)](#) may be cited by the records custodian as statutory authority for withholding information from public inspection and copying under the Public Records Law, Chapter 119, Florida Statutes, without violating the required confidentiality provisions of the statute. AGO 2007-15, [2007 Fla. AG LEXIS 18](#).

The public has access to the files and records of the City of Orlando’s Department of Economic Development pursuant to [section 119.07\(1\), Florida Statutes](#), except for those records or portions of records clearly falling within the exception to [section 119.07\(1\) Florida Statutes](#), set forth in [section 288.075\(2\), Florida Statutes](#). Only those documents or portions thereof covered by the exception in [section 288.075\(2\)](#) are confidential and these are limited to those “records. .. which contain or would provide information concerning plans, intentions, or interests of [a] private corporation, partnership, or person to locate, relocate, or expand any of its business activities in this state.” Such records may only be kept confidential following receipt of a written request for confidentiality. Development plans, financial records, financial commitment letters and draft memoranda of understanding between the city and a developer regarding a redevelopment project appear to come within the scope of this exemption. However, such records may not be treated as confidential prior to receipt of a written request for such treatment pursuant to [section 288.075\(2\), Florida Statutes](#), and I would note that the exemption expressed in [section 288.075\(2\), Florida Statutes](#), applies only to records and does not constitute an exemption from the provisions of the Government in the Sunshine Law, [section 286.011, Florida Statutes](#). AGO 2004-19, [2004 Fla. AG LEXIS 19](#).

A community redevelopment agency created pursuant to [Fla. Stat. § 163.356](#) is a public agency that may not be considered an economic development agency as defined in [Fla. Stat. § 288.075\(1\)](#), and therefore, may not assert the public records exemption allowed for such an agency. AGO 1995-52, [1995 Fla. AG LEXIS 52](#).

A county industrial development authority created under part III of ch. 159, F.S., is given no statutory authority to close any of its meetings, regardless of the nature of matters discussed, and possesses no discretion to close any of its meetings. An authority is required to notify the public of its meetings at such time and in such a manner as will enable interested members of the press and the general public to attend. The media and members of the public have full access to the authority’s records pursuant to [Fla. Stat. § 119.07\(1\)](#), except for those records or portions of records clearly falling within the exception to [Fla. Stat. § 119.07\(1\)](#) set forth in [Fla. Stat. § 288.075\(2\)](#), but then only to the extent, and only under the conditions and time limitation, specified in [Fla. Stat. § 288.075\(2\)](#). AGO 1980-78, [1980 Fla. AG LEXIS 27](#); [Op. Att’y Gen. Fla. 1980-104](#).

Fla. Stat. § 288.075

The County Airport Authority is not an “economic development agency” as defined in [section 288.075, Florida Statutes](#), and, therefore, may not avail itself of the confidentiality provisions provided within the statute. The Legislature’s designation of those entities which are considered economic development agencies for purposes of [section 288.075, Florida Statutes](#), precludes any other entities from falling under the definition. Where a statute enumerates the things on which it is to operate, it is ordinarily to be construed as excluding from its operation all things not expressly mentioned therein. AGO 2012 36, [2012 Fla. AG LEXIS 47](#).

LexisNexis® Florida Annotated Statutes
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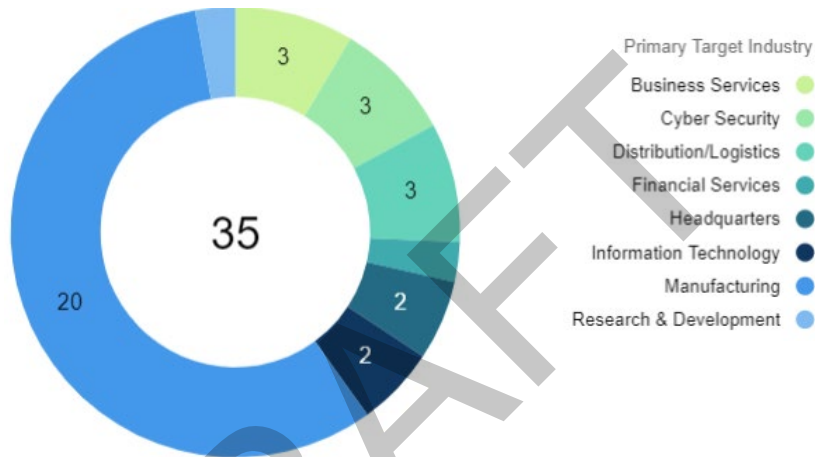
BUSINESS DEVELOPMENT

Year to Date **March 7, 2023**

Active Projects	35
Active Project Site Visits	5
Existing Industry Visits	13
Response Proposals	6

PROJECTS 3,074 **JOBS / 20** **NEW RELOCATIONS**

CAPEX \$2,198,725,000 **15** **LOCAL EXPANSIONS**



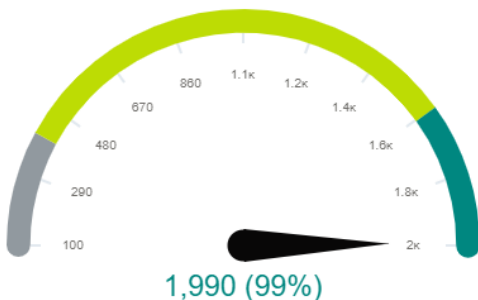
2ND QUARTER EXISTING INDUSTRY VISITS

OCTOBER	4
NOVEMBER	2
DECEMBER	0
JANUARY	2
FEBRUARY	5

Date	Company	#Employees	Sector
2/2/2023	West Fraser	250	Manufacturing
2/6/2023	ESA South	45	Business Services
2/10/2023	Cerex Advanced Fabrics	72	Manufacturing
2/15/2023	Custom Control Solutions	50	Manufacturing
2/28/2023	JAG Consulting	12	R&D

ANNOUNCEMENTS

24 **PROJECTS** / **9** **NEW RELOCATIONS**
15 **LOCAL EXPANSIONS**



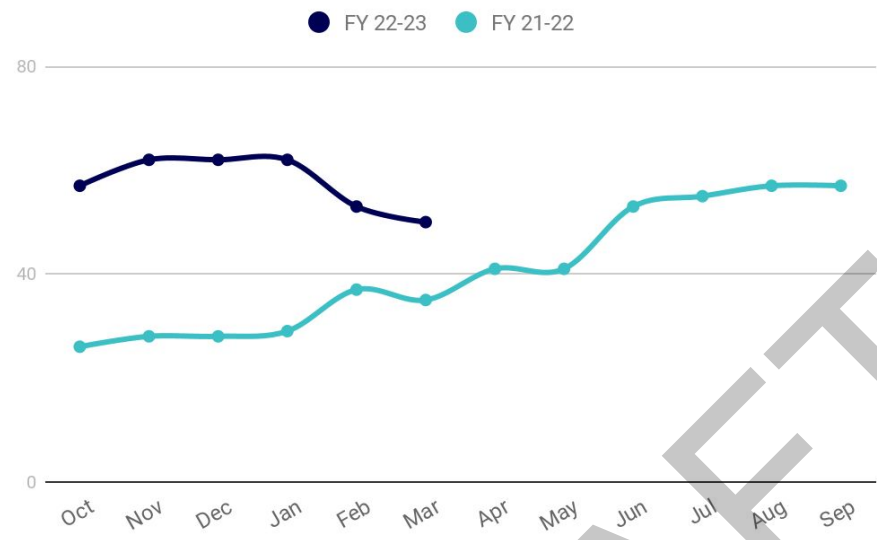
New Jobs	Retained Jobs	Average Wage	Annual Payroll	Capital Investment
1990	271	\$54,019	\$122,137,995	\$322,926,385
New Jobs	Retained Jobs	Average Wage	Annual Payroll	Capital Investment
7348	879	\$52,541	\$432,254,190	\$800,384,585

JOBS GOAL = 2000 (by 2023)
2014 -2023 = 40 PROJECTS ANNOUNCED

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						
Allius 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						
Hemp Surgical	Manufacturing	35		\$38,000	\$1,467,795	\$7,000,000
December, 2021						
CIRCULOGENE	BioMedical	10		\$100,000	\$7,000,000	
December, 2021						
Paradigm Parachute & Defense	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
April, 2022						
Advanced Technology Recycle (ATR)	Headquarters	74		\$55,332	\$4,094,568	\$3,500,000
June, 2022						
Vivid Bridge Studios	Business Services	6		\$58,200	\$349,200	
January, 2023						
Project MAGNOLIA (imminent)	Headquarters	10		\$58,000	\$580,000	\$3,600,000
March, 2023						
CO:LAB Pensacola (19 Companies)	Business Services	39		\$49,400	\$1,926,600	N/A
March, 2023						
5-year Goals To Date	24 Projects	1990	271	\$54,019	\$122,137,995	\$322,926,385
FY 2014-2023 Totals	40 Projects	7348	879	\$52,541	\$432,254,190	\$800,384,585

Occupancy (Goal: 80%)

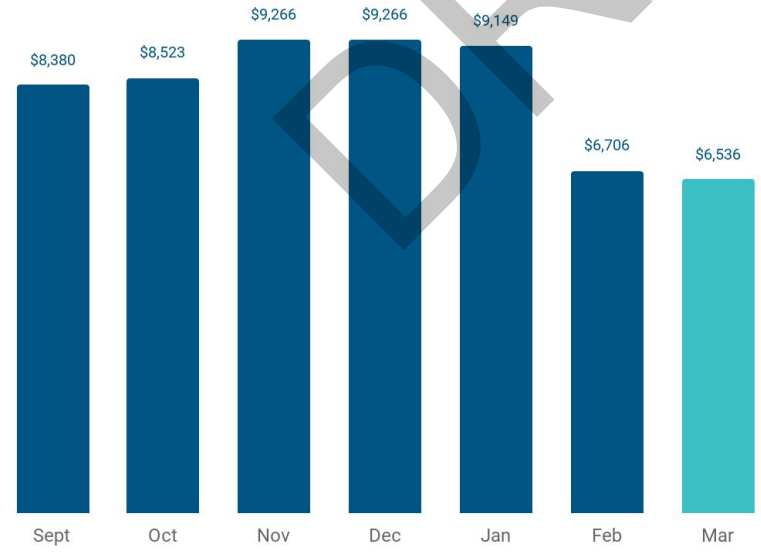


5,107 SQ. FT.
OF 10,206 TOTAL

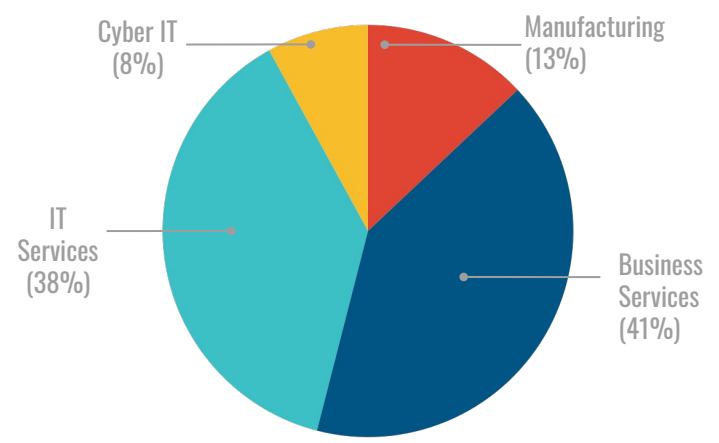
18
COMPANIES

39 EMPLOYEES

Revenue



Employees by Industry



Companies

Snap Soccer

Prospect Junkie

ARGO Cyber Systems
Capacity Path
Envision CMS
National Energy USA
Heart Crossed Films

Brewwww
Taste of Pensacola
MediaTech Direct
Rx: Stay
Spire Marketing
Morbi
All Mine Lah
Determinant Materials
She Speaks and Inspires
Master Butler Service Corp
Lifestyle Medicine Wellness & Recovery

Year 4

Year 3

Year 2

Year 1

Alumni

128 Creative Collective, *Mar '23*
Vivid Bridge Studios, *Feb '23*
Data Revolution, *Sep '20*
Guided Particle Systems, Inc., *Sep '20*
Warfighter Fitness, *Sep '20*
N Star Investments, *Moved out Sep '20*
Tag Tech, *Moved out Sep '20*
Angler Up, *Moved out Sep '20*
Association Resource Solutions, *Sep '20*
Coast Software, *Jul '20*
Girl Catch Fire, *Jun '20*
Altius Marketing, *May '20*
Coflyt, *May '20*
Social Icon, *May '20*
Speaker Training, *May '20*
Right on Target Marketing, *May '20*
Pensacola Media Group, *May '20*
EBI Management Group, *Mar '20*
Qualia Is, *Mar '20*

Community

NEW TENANT Master Butler Service Corp is an at-home service company focusing on all types of home services from landscaping to housekeeping. Founder & CEO Stanley McDaniels established Master Butler in 2018 and is looking to expand his brand nationally.

NEW TENANT She Speaks and Inspires is a woman and minority owned business that provides career training and professional development services for job seekers and career professionals. Founder & CEO Savedra Badilishamwalimu also works with non-profits, entrepreneurs, and community representatives to help them create unforgettable pitches for partnerships opportunities and/or investors.

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

Marketing & Communications Review – February 2023

Website Metrics – Google Analytics – Feb. 1, 2022 – Feb. 28 2023 v previous 12 month period

Overall, we are seeing improvement in the majority of the numbers!

FloridaWest.com

- users ↑ 3.84% - ↑ 716
- page views ↑ 1.7% - ↑ 557
- sessions ↑ 4.8% - ↑ 1,031
- top cities: Ashburn, Pensacola, Atlanta, Chicago, New Orleans

CyberCoastFlorida.com (Ad campaign running during previous period)

(Incremental improvements seen in past 2 reports!)

- users ↓ 53% - ↓ 2,524
- page views ↓ 57% - ↓ 4,695
- sessions ↓ 56% - ↓ 3,144
- top cities: Ashburn, Washington D.C., Pensacola, Columbus, Baltimore

CO-LAB.com

- users ↑ 18% ↑ 660
- page views ↑ 7% ↑ 525
- sessions ↑ 165% ↑ 3094
- top cities: Ashburn, Pensacola, New Orleans, Chicago

Social Media Metrics – February over January

FloridaWest

- Facebook
 - Page reach: 4299 ↑ 473% over previous period
 - Page visits: 86 ↑ 87% over previous period
 - Page new likes (followers) 8 ↑ 33% over previous period
- Instagram
 - Reach: 306 ↓ 32% over previous period
 - Profile visits: 66 ↑ 313% over previous period
 - New followers: 8 ↑ 33% over previous period
- Twitter - 28-day snapshot
 - Tweet impressions: 1963 ↑ 51% over previous period
 - Profile visits: 234 ↑ 6% over previous period
 - Followers: 814 ↑ by 4 followers over previous period

- LinkedIn
 - Reactions: 307 ↑ by 42% over previous period
 - New followers: 26 ↓ by 38% over previous period
 - Page views: 83 ↓ by 47% over previous period

CyberCoast

- Instagram
 - Reached 460 ↑ 167% over previous period
 - Profile Visits: 20 ↑ 54% over previous period
 - New Followers: 10 ↑ 43% over previous period
- Twitter - 28-day snapshot
 - Tweet impressions: 16 ↓ 20% over previous period
 - Profile visits: 12
 - Followers: 36 (no change over previous period)
- LinkedIn
 - Reactions: 18 ↑ 500% over previous period
 - New followers: 4 ↓ 33% over previous period
 - Page views: 0 ↓ 100% over previous period

CO:LAB

- Facebook
 - Page reach: 707 ↑ 26% over previous period
 - Page visits: 89 ↑ 5% over previous period
 - Page new likes: 4 ↑ 300% over previous period
- Instagram
 - Reach: 128 ↑ 19% over previous period
 - Profile visits: 26 ↓ 19% over previous period
 - New followers: 8 ↑ 14% over previous period
- Twitter - 28-day snapshot
 - Tweet impressions: 34 ↓ 60% over previous period
 - Profile visits: 61 ↓ 79% over previous period
 - Followers: 168 ↓ 1 follower over previous period
- LinkedIn - 90-day snapshot
 - Reactions: 1 ↓ 75% over previous period
 - Total followers: 406 ↓ 40% over previous period
 - Page views: 10 ↓ 58% over previous period

Events & More

Press Releases, Articles & Announcements

CO:LAB Social media: begin to share CO:LAB resident entrepreneur stories

Upcoming social: Welcome Dave Hoxeng as PEDC Chair

Upcoming announcement: Anglin Reichmann IRDF Award