



MEETING AGENDA – Tuesday, May 23rd, 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 (4.21.23)**
- 3. Public Comment**
- 4. Introduction: Ryan Moulder**
- 5. Action Items**
 - a. April 25, 2023 Board Meeting Minutes
 - b. April 28, 2023 Executive Board Meeting Minutes
 - c. May 12, 2023 Executive Board Meeting Minutes
 - d. May 19, 2023 Executive Board Meeting Minutes
 - e. April 2023 Financials
 - f. Budget Modification to Hire Next Move Group from Reserves
 - g. Ratification of \$25,807.00 Next Move Group Contract
- 6. Executive Board Report**
 - a. CEO Search Update
 - b. BD Intern: Ryan Moulder
 - c. Investor Update
- 7. Business Development Report**
- 8. Old Business**
 - a. Confidentiality Agreements and Conflict of Interest Disclosure Form: Donnie McMahon, Charletha Powell, Kelvin Enfinger, Ed Meadows, Chris Plaeger
 - b. County/City Budget Hearings:
 - i. City of Pensacola:
 - Funding Request Applications Submitted 3/3/23
 - Additional Dates not yet Available - Tracking
 - ii. Escambia County
 - Funding Request Applications Due: April 3rd – Submitted 3/31/23
 - 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
- 9. New Business**
- 10. Adjourn**

Fiscal Year Meeting Schedule

6.27.23

7.25.23

8.22.23 Committee/Officer Nominations

9.26.23 Annual Meeting



April 25th, 2023

CO:LAB Pensacola

418 W. Garden Street, Pensacola, FL 32502

FloridaWest Members Present: Rebecca Ferguson, Jim Waite, Don Palmer, David Bear, Ryan Tilley

FloridaWest Investors Present: Dave Murzin, Marcus McBride, Kelvin Enfinger, KC Gartman

FloridaWest Members Present Remotely: Olevia McNally

Staff: Scott Luth, Melissa Stoker, Danita Andrews, Patrick Rooney, Jeff Rogers

Guests: Quinn Breaux, Allison Patton, Erica Grancagnola, Brian Wyer

Guests Remotely: Mike Cantens, Dave Hoxeng

1. **Call to Order:** Vice President David Bear called the meeting to order at 1:31 pm.
2. **Public Notice:** This meeting was publicly noticed on 3.24.23.
3. **Public Comment:** David Bear requested public comment. There were none.
4. **Floridian Group State Legislative Session Update (Mike Cantens) via Zoom.** Mike Cantens joined us remotely and provided an update on current legislative efforts. He specifically mentioned EFI being absolved, moving some of the functions over to DEO for a cost savings. The Live Local Act for affordable housing was signed at the end of March. This is a large incentive for housing challenges. Space Florida's predicted economic impact for the next decade is profound and they will be receiving record funding. The state cybersecurity SOC is moving as well. Efforts with Senator Broxson and Janice Gilley are happening. There are contingencies for predicted paths forward. We are looking for \$1.5-\$2M for that effort.
5. **Action Items**
 - a. March 28, 2023 Board Meeting Minutes
Jim Waite motioned to approve.
Rebecca Ferguson seconded.
Approved unanimously.
 - b. April 7, 2023 Executive Board Meeting Minutes
Jim Waite motioned to approve.
Rebecca Ferguson seconded.
Approved unanimously.
 - c. April 14, 2023 Executive Board Meeting Minutes
Jim Waite motioned to approve.
Rebecca Ferguson seconded.
Approved unanimously.
 - d. April 19, 2023 CEO Selection Committee Meeting Minutes
Jim Waite motioned to approve.
Rebecca Ferguson seconded.
Approved unanimously.
 - e. April 21, 2023 Executive Board Meeting Minutes
Jim Waite motioned to approve with corrected typo for Tom Dannheisser.
Rebecca Ferguson seconded.
Approved unanimously.
 - f. March 2023 Financials
Don Palmer motioned to approve.
Jim Waite seconded.

Approved unanimously.

- g.** Ratification of \$300k investments
 - 1.** \$200k to 90 day CD
 - 2.** \$100k to newly created Money Market.

Jim Waite motioned to approve.

Rebecca Ferguson seconded.

Approved unanimously.

- h.** Bank Authorization Changes

Rebecca Ferguson motioned to approve removing Donnie McMahon and Scott Luth from all related financial accounts and access.

Don Palmer seconded.

Approved unanimously.

- i.** PEDC Appointee

- 1.** Lewis Bear: September 30, 2023 expiration (2 year term)

Don Palmer motioned to approve Donnie McMahon as the PEDC Appointee.

Rebecca Ferguson seconded.

Approved unanimously.

6. Executive Board Report

- a.** CEO Search Update: David Bear provided an update on this process. He is tentatively scheduled to meet with them on Friday. The contract should be finished up in the next day or so. They will be expected to meet one on one with the various selection committee members to build out the specifics of what the collective group is looking for in filling this role.
- b.** Office Lease: David Bear shared a recap with the group on how the Executive Committee came to the decision to stay in our current space.
- c.** BD Intern Status: Danita Andrews provided a status update on this effort.
- d.** Investor Follow Up: David Bear provided an update on how the Executive Committee is managing the effort to pursue Investors.

7. Old Business:

- a.** Confidentiality Agreements and Conflict of Interest Disclosure Form: David Bear requested completed forms get returned to Melissa Stoker to ensure compliance with our policies.

- b.** City/County Budget Hearings:

- 1.** City of Pensacola:

- i** Funding Request Applications Submitted 3/3/23
- ii** Additional Dates not yet Available: Tracking

- 2.** Escambia County:

- i** Funding Request Applications Submitted 3/31/23
- ii** Budget Workshop All Day: July 10th and July 11th at 9 am
- iii** First Budget Public Hearing: September 11th at 5:00 pm
- iv** Second Budget Public Hearing: September 25th at 5:00 pm

- 8.** New Business: Scott Luth provided an update on several projects along with Danita Andrews. Don Palmer asked about OLF8. The board had conversation about the status of that project.

- 9. Adjourn:** Vice President David Bear adjourned the meeting at 2:24 pm.

Next Meeting: May 23, 2023

Respectfully Submitted By:

Ryan Tilley, Secretary-Treasurer
FloridaWest Economic Development Alliance

DRAFT

MEETING MINUTES– Friday, April 28th, 2023
FloridaWest Economic Development Alliance – Executive Committee Meeting
Pensacola, FL 32502

Present: Rick Byars, David Bear, Ryan Tilley

Staff Present: Melissa Stoker

Public Present: Stan McDaniels

1. Call to Order: Chairman Rick Byars called the meeting to order at 7:33 am.

2. Meeting publicly noticed (3.24.23)

3. Old Business

i. FY 23-24 Funding Timelines

- City of Pensacola: Funding Request Applications Submitted 3/3/23
- Escambia County: Funding Request Applications Submitted 3/31/23
 - 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

ii. Items Tracked for Follow Up:

- BD Intern: In Process
- Strategic Plan Path Forward/BD Manager/Bookkeeping RFP/Audit RFP: Hold
- Investor Follow Up
 - FloridaBlue: Ryan Tilley has reached out again to Hong.
 - FBB/Trustmark: Melissa Stoker
 - The First Bank: Rick Byars saw Paul Stanley yesterday who confirmed they will be joining. Rick will call Paul.
 - Sacred Heart: David Bear – Hold for a Year
 - West Florida HCA: David Bear will reach out to Bruce Vrendenburg.
 - Synovus: David Bear
 - Bobby Switzer: Rick Byars
 - ST Engineering: Rick Byars
 - Ascend: Rick Byars/Jim Waite
 - International Paper: Dave Hoxeng
 - Navy Federal: Rick Byars
 - ATT: Rick Byars
 - Wharton-Smith Inc Construction Group: Ryan Tilley
 - Regions Bank (Scott Barrow): David Bear

iii. Project Assistance

- Bluffs FPL Fee: Rick Byars in Process – with Steve Rhodes currently
- Pedestrian Access: Rick Byars in Process – David Bear will follow up with Commissioner Barry.

iv. Santa Rosa County Dual County Efforts: This item is in process.

v. Weekly Staff Report Questions

4. New Business

- i. CEO Selection: Firm Contract – Melissa to Send David Bear list of all Search Committee email addresses. She will also let them know that the search firm will be reaching out to them for input.
- ii. ED Diagram Review: Freddy Donovan – The committee discussed various aspects of this item. Melissa will work with Jeff to clean up the diagram.

- iii. Executive Meeting Minutes: Will be reviewed by the executive committee
- iv. Bylaws: The committee reviewed some language in the bylaws to ensure adherence.
- v. Expense Approval for CEO Search Firm – to be ratified at May Board Meeting
David Bear motioned to approve expense of \$25,807.00 to Next Move Group.
Ryan Tilley seconded.
Passed unanimously.

5. Adjourn: Rick Byars adjourned the meeting at 8:48 am.

Next Meeting Date: Friday, May 12th, 2023 at 7:30 am

Respectfully Submitted By:

Ryan Tilley, Secretary-Treasurer
FloridaWest Economic Development Alliance

DRAFT

MEETING MINUTES– Friday, May 12th, 2023
FloridaWest Economic Development Alliance – Executive Committee Meeting
Pensacola, FL 32502

Present: Rick Byars, David Bear, Ryan Tilley

Staff Present: Melissa Stoker

Public Present: NA

1. Call to Order: Chairman Rick Byars called the meeting to order at 7:38 am.

2. Meeting publicly noticed (4.21.23)

3. Old Business

i. FY 23-24 Funding Timelines

- City of Pensacola: Funding Request Applications Submitted 3/3/23
- Escambia County: Funding Request Applications Submitted 3/31/23
 - 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

ii. Items Tracked for Follow Up:

- BD Intern: In Process
- Strategic Plan Path Forward/BD Manager/Bookkeeping RFP/Audit RFP: Hold
- Investor Follow Up
 - FloridaBlue: Ryan Tilley has reached out again to Hong.
 - FBB/Trustmark: Melissa Stoker - Received word 5.9.23 of approval
 - The First Bank: Rick Byars saw Paul Stanley yesterday who confirmed they will be joining. Rick will call Paul.
 - Sacred Heart: David Bear – Hold for a Year
 - West Florida HCA: David Bear will reach out to Bruce Vrendenburg.
 - Synovus: David Bear
 - Bobby Switzer: Rick Byars
 - ST Engineering: Rick Byars
 - Ascend: Rick Byars/Jim Waite
 - International Paper: Dave Hoxeng
 - Navy Federal: Rick Byars
 - ATT: Rick Byars
 - Wharton-Smith Inc Construction Group: Ryan Tilley
 - Regions Bank (Scott Barrow): David Bear
 - Cox Business: Rick spoke with David Deliman about coming back – Will have lunch in June
 - Brasfield & Gorrie: Rick Byars

iii. Project Assistance

- Bluffs FPL Fee: Rick Byars in Process – with Steve Rhodes currently
- Pedestrian Access: Rick Byars in Process – David Bear will follow up with Commissioner Barry.

iv. Santa Rosa County Dual County Efforts: This item is in process.

v. Weekly Staff Report Questions - No staff meeting 5.8.23

4. New Business

i. Approve 4.28.23 Executive Committee Meeting Minutes

David Bear moved to approve.

Ryan Tilley seconded.

Passed unanimously.

- ii. ED Diagram Review: Hold for new CEO.
- iii. Executive Meeting Minutes: Will be distributed via email each Friday requesting edits same day. Will be voted on at the following Exec Committee and then the board meetings.
- iv. 5.18.23 Finance Committee Meeting at 1:00 pm – Cancel – Will reschedule to ensure adherence to the bylaw requirement for a financial policy review every 5 years
- v. 5.23.23 PEDC and FloridaWest Board Meetings
- vi. 5.25.23 Selection Committee Meeting at 8:00 am
- vii. In Kind Classification for Investors – Revisit CareerSource and First Place Partners as Investors – We will review the membership levels in the future and discuss this.
- viii. Leadership in CEO Absence: Rick will be point of contact for related issues.

5. Adjourn: Rick Byars adjourned the meeting at 9:22 am.

Next Meeting Date: Friday, May 19th, 2023 at 7:30 am

Respectfully Submitted By:

Ryan Tilley, Secretary-Treasurer
FloridaWest Economic Development Alliance

DRAFT

FloridaWest Economic Development Alliance
Profit & Loss Budget Performance YTD
 October 2022 - April 2023

	Oct 22 - Apr		Total		
	23	Budget	over Budget	% of Budget	Annual Budget
Revenue					
4000 Membership Dues	\$ 150,000.00	\$ 150,000.00	\$ -	100.00%	\$ 200,000.00
4200 Investor Membership Dues	\$ 30,000.00	\$ 82,500.00	\$ (52,500.00)	36.36%	\$ 90,000.00
4410 Non-Dues Income	\$ -	\$ 3,150.00	\$ (3,150.00)	0.00%	\$ 5,400.00
4420 Government Income	\$ 112,500.00	\$ 112,500.00	\$ -	100.00%	\$ 150,000.00
4430 PEDC	\$ 506,250.00	\$ 506,250.00	\$ -	100.00%	\$ 675,000.00
Total 4500 CoLab Income	\$ 58,980.58	\$ 70,000.00	\$ (11,019.42)	84.26%	\$ 115,000.00
4512 Miscellaneous Income	\$ 55.00	\$ 235.00	\$ (180.00)	23.40%	\$ 400.00
4513 CD Interest Income	\$ 3,771.48	\$ 60.00	\$ 3,711.48	6285.80%	\$ 100.00
Total Revenue	\$ 861,557.06	\$ 924,695.00	\$ (63,137.94)	93.17%	\$ 1,235,900.00
Gross Profit	\$ 861,557.06	\$ 924,695.00	\$ (63,137.94)	93.17%	\$ 1,235,900.00
Expenditures					
5005 Bank & Credit Card Fees	\$ (45.00)	\$ 380.00	\$ (425.00)	-11.84%	\$ 650.00
5060 Marketing, Adv & Promo/Investor	\$ 26,531.92	\$ 12,000.00	\$ 14,531.92	221.10%	\$ 20,500.00
5060a Marketing - Website	\$ 6,315.85	\$ 11,665.00	\$ (5,349.15)	54.14%	\$ 20,000.00
Total 5060b Business Development	\$ 3,781.34	\$ 3,500.00	\$ 281.34	108.04%	\$ 6,000.00
Total 5060c Prospect Development	\$ 2,644.23	\$ 6,000.00	\$ (3,355.77)	44.07%	\$ 10,000.00
5060d Consulting	\$ 25,807.00	\$ -	\$ 25,807.00	0.00%	\$ -
5060e Tradeshows	\$ 5,059.00	\$ 5,850.00	\$ (791.00)	86.48%	\$ 10,000.00
5559 Workforce Marketing	\$ 1,000.00	\$ 2,875.00	\$ (1,875.00)	34.78%	\$ 5,000.00
Total 5680 Cyber/High Growth Companies	\$ 8,683.36	\$ 8,750.00	\$ (66.64)	99.24%	\$ 15,000.00
Total 5060 Marketing, Adv & Promo/Investor	\$ 79,822.70	\$ 50,640.00	\$ 29,182.70	157.63%	\$ 86,500.00
5066 Database/Research	\$ 14,475.00	\$ 13,000.00	\$ 1,475.00	111.35%	\$ 20,000.00
Total 5100 Audit Expense	\$ 21,515.73	\$ 23,000.00	\$ (1,484.27)	93.55%	\$ 28,000.00
5105 Legal Fees	\$ 10,830.00	\$ 8,750.00	\$ 2,080.00	123.77%	\$ 15,000.00
5120 Auto Travel	\$ 3,384.91	\$ 5,850.00	\$ (2,465.09)	57.86%	\$ 10,000.00
Total 5140 Business Travel	\$ 15,427.51	\$ 20,500.00	\$ (5,072.49)	75.26%	\$ 35,000.00
5200 Dues & Subscriptions	\$ 6,121.33	\$ 5,500.00	\$ 621.33	111.30%	\$ 9,400.00
5310 Insur-D&O/Liab/Umbrella/EPLI	\$ 6,705.30	\$ 6,250.00	\$ 455.30	107.28%	\$ 7,000.00
Total 5410 Maint & Repair- Computers	\$ 12,641.63	\$ 11,650.00	\$ 991.63	108.51%	\$ 20,000.00
Total 5440 Meeting Expense	\$ 1,384.27	\$ 1,500.00	\$ (115.73)	92.28%	\$ 2,500.00
Total 5500 CoLab Expenses	\$ 37,373.00	\$ 36,898.35	\$ 474.65	101.29%	\$ 117,000.00
5600 Miscellaneous Expense	\$ -	\$ 200.00	\$ (200.00)	0.00%	\$ 350.00
5610 Postage	\$ 552.15	\$ 300.00	\$ 252.15	184.05%	\$ 500.00
Total 57000 Employee Wages & Benefits	\$ 355,309.24	\$ 408,775.40	\$ (53,466.16)	86.92%	\$ 700,000.00
5800 Supplies	\$ 1,362.45	\$ 1,500.00	\$ (137.55)	90.83%	\$ 2,500.00
5915 Telephone	\$ 1,842.93	\$ 2,350.00	\$ (507.07)	78.42%	\$ 4,000.00
5925 Cell Phones	\$ 3,454.68	\$ 3,800.00	\$ (345.32)	90.91%	\$ 6,500.00
5954 Copier Expense	\$ 17.20	\$ 600.00	\$ (582.80)	2.87%	\$ 1,000.00
Total 5980 Rent Expense	\$ 29,990.40	\$ 28,875.00	\$ 1,115.40	103.86%	\$ 49,500.00
6000 Professional Services					
6000b Cyber Consultant	\$ 6,500.00	\$ 6,500.00	\$ -	100.00%	\$ 6,500.00
6000c Advocacy	\$ 35,000.00	\$ 35,000.00	\$ -	100.00%	\$ 60,000.00
6000d Marketing Consultant	\$ 27,000.00	\$ 31,500.00	\$ (4,500.00)	85.71%	\$ 54,000.00
Total 6000 Professional Services	\$ 68,500.00	\$ 73,000.00	\$ (4,500.00)	93.84%	\$ 120,500.00
Total Expenditures	\$ 670,665.43	\$ 703,318.75	\$ (32,653.32)	95.36%	\$ 1,235,900.00
Net Operating Revenue	\$ 190,891.63	\$ 221,376.25	\$ (30,484.62)	86.23%	\$ -

FloridaWest Economic Development Alliance

Statement of Financial Position

As of April 30, 2023

	Total
ASSETS	
Current Assets	
Bank Accounts	
1000 Checking- Private Hancock -363	6,500.12
1010 Checking - Public Hancock- 355	352,246.53
1150 Private CD	300,000.00
Total Bank Accounts	\$ 658,746.65
Accounts Receivable	
11000 Accounts Receivable	2,604.75
Total Accounts Receivable	\$ 2,604.75
Other Current Assets	
1300 Prepaid Rent	23,827.50
Total Other Current Assets	\$ 23,827.50
Total Current Assets	\$ 685,178.90
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	\$ 704,509.02
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Total 2000 Account Payable	-\$ 33,428.81
Total Accounts Payable	-\$ 33,428.81
Other Current Liabilities	
2300 Other Payables	29,462.00
2350 Christmas Club Payable	2,850.00
Total 2300 Other Payables	\$ 32,312.00
2400 Payroll Liabilities	31,986.00
Total Other Current Liabilities	\$ 64,298.00
Total Current Liabilities	\$ 30,869.19
Total Liabilities	\$ 30,869.19
Equity	
3200 Unrestricted Net Assets	482,748.20
Net Revenue	190,891.63
Total Equity	\$ 673,639.83
TOTAL LIABILITIES AND EQUITY	\$ 704,509.02

FloridaWest Economic Development Alliance
Profit & Loss Budget Performance YTD

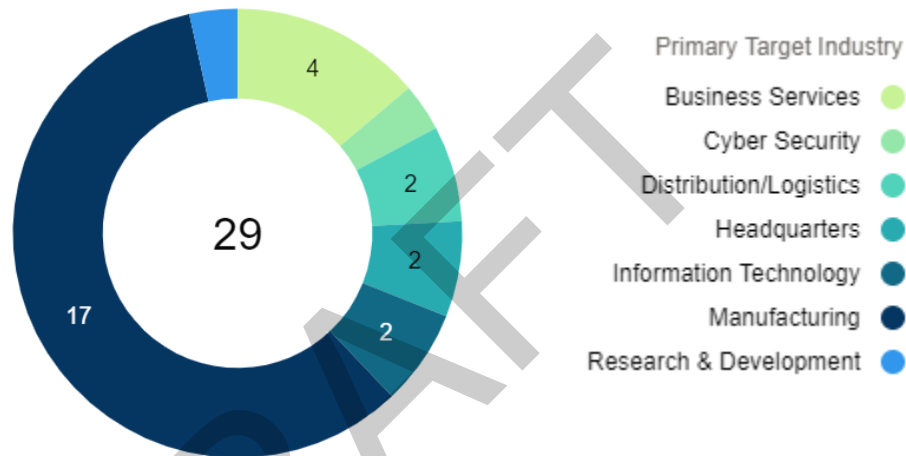
April 2023

	Apr-23	Budget	over Budget	% of Budget	Annual Budget
Revenue					
4000 Membership Dues	\$ 50,000.00	\$ 50,000.00	\$ -	100.00%	\$ 200,000.00
4200 Investor Membership Dues	\$ -	\$ 7,500.00	\$ (7,500.00)	0.00%	\$ 90,000.00
4410 Non-Dues Income	\$ -	\$ 450.00	\$ (450.00)	0.00%	\$ 5,400.00
4420 Government Income	\$ 37,500.00	\$ 37,500.00	\$ -	100.00%	\$ 150,000.00
4430 PEDC	\$ 168,750.00	\$ 168,750.00	\$ -	100.00%	\$ 675,000.00
4500 CoLab Income	\$ 7,745.39	\$ 9,000.00	\$ (1,254.61)	86.06%	\$ 115,000.00
4512 Miscellaneous Income	\$ 55.00	\$ 33.00	\$ 22.00	166.67%	\$ 400.00
4513 CD Interest Income	\$ 3,771.48	\$ 8.00	\$ 3,763.48	47143.50%	\$ 100.00
Total Revenue	\$ 267,821.87	\$ 273,241.00	\$ (5,419.13)	98.02%	\$ 1,235,900.00
Gross Profit	\$ 267,821.87	\$ 273,241.00	\$ (5,419.13)	98.02%	\$ 1,235,900.00
Expenditures					
5005 Bank & Credit Card Fees	\$ (50.21)	\$ 54.00	\$ (104.21)	-92.98%	\$ 650.00
5060 Marketing, Adv & Promo/Investor	\$ 10,345.00	\$ 1,700.00	\$ 8,645.00	608.53%	\$ 20,500.00
5060a Marketing - Website	\$ 2,967.40	\$ 1,667.00	\$ 1,300.40	178.01%	\$ 20,000.00
5060b Business Development	\$ 1,121.56	\$ 500.00	\$ 621.56	224.31%	\$ 6,000.00
5060c Prospect Development	\$ -	\$ 800.00	\$ (800.00)	0.00%	\$ 10,000.00
5060d Consulting	\$ 25,807.00	\$ -	\$ 25,807.00	0.00%	\$ -
5060e Tradeshow	\$ 70.00	\$ 830.00	\$ (760.00)	8.43%	\$ 10,000.00
5559 Workforce Marketing	\$ -	\$ 425.00	\$ (425.00)	0.00%	\$ 5,000.00
5680 Cyber/High Growth Companies	\$ 2,670.94	\$ 1,250.00	\$ 1,420.94	213.68%	\$ 15,000.00
Promo/Investor	\$ 42,981.90	\$ 7,172.00	\$ 35,809.90	599.30%	\$ 86,500.00
5066 Database/Research	\$ 7,025.00	\$ 2,500.00	\$ 4,525.00	281.00%	\$ 20,000.00
5100 Audit Expense	\$ 1,000.00	\$ 1,000.00	\$ -	100.00%	\$ 28,000.00
5105 Legal Fees	\$ -	\$ 1,250.00	\$ (1,250.00)	0.00%	\$ 15,000.00
5120 Auto Travel	\$ 407.07	\$ 830.00	\$ (422.93)	49.04%	\$ 10,000.00
5140 Business Travel	\$ 2,044.61	\$ 2,900.00	\$ (855.39)	70.50%	\$ 35,000.00
5200 Dues & Subscriptions	\$ 209.99	\$ 780.00	\$ (570.01)	26.92%	\$ 9,400.00
5310 Insur-D&O/Liab/Umbrella/EPLI	\$ -	\$ -	\$ -	0.00%	\$ 7,000.00
5410 Maint & Repair- Computers	\$ 3,072.64	\$ 1,670.00	\$ 1,402.64	183.99%	\$ 20,000.00
5440 Meeting Expense	\$ 125.94	\$ 200.00	\$ (74.06)	62.97%	\$ 2,500.00
5500 CoLab Expenses	\$ 6,739.89	\$ 6,520.33	\$ 219.56	103.37%	\$ 117,000.00
5600 Miscellaneous Expense	\$ -	\$ 30.00	\$ (30.00)	0.00%	\$ 350.00
5610 Postage	\$ 63.00	\$ 40.00	\$ 23.00	157.50%	\$ 500.00
57000 Employee Wages & Benefits	\$ 46,909.39	\$ 58,244.92	\$ (11,335.53)	80.54%	\$ 700,000.00
5800 Supplies	\$ 269.66	\$ 200.00	\$ 69.66	134.83%	\$ 2,500.00
5915 Telephone	\$ 355.28	\$ 330.00	\$ 25.28	107.66%	\$ 4,000.00
5925 Cell Phones	\$ 557.84	\$ 540.00	\$ 17.84	103.30%	\$ 6,500.00
5954 Copier Expense	\$ 8.60	\$ 80.00	\$ (71.40)	10.75%	\$ 1,000.00
5980 Rent Expense	\$ 4,456.89	\$ 4,125.00	\$ 331.89	108.05%	\$ 49,500.00
6000 Professional Services					
6000b Cyber Consultant	\$ -	\$ -	\$ -	0.00%	\$ 6,500.00
6000c Advocacy	\$ 5,000.00	\$ 5,000.00	\$ -	100.00%	\$ 60,000.00
6000d Marketing Consultant	\$ 5,750.00	\$ 4,500.00	\$ 1,250.00	127.78%	\$ 54,000.00
Total 6000 Professional Services	\$ 10,750.00	\$ 9,500.00	\$ 1,250.00	113.16%	\$ 120,500.00
Total Expenditures	\$ 126,927.49	\$ 97,966.25	\$ 28,961.24	129.56%	\$ 1,235,900.00
Net Revenue	\$ 140,894.38	\$ 175,274.75	\$ (34,380.37)	80.38%	\$ -

BUSINESS DEVELOPMENT

Year to Date	May 12, 2023
Active Projects	29
Active Project Site Visits	8
Existing Industry Visits	26
Response Proposals	10

PROJECTS 1,855 **JOBS** / **15** NEW RELOCATIONS
CAPEX \$2,198,725,000 / **14** LOCAL EXPANSIONS



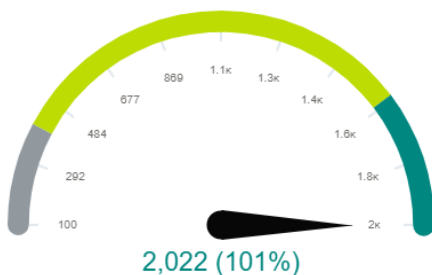
3RD QUARTER EXISTING INDUSTRY VISITS

OCTOBER	4
NOVEMBER	3
DECEMBER	0
JANUARY	3
FEBRUARY	5
MARCH	2

APRIL	4
MAY	5

Date	Company	#Employees	Sector
4/3/2023	Wharton Smith	26	Business Services
4/25/2023	Pegasus Labs	150	Manufacturing
4/26/2023	ST Engineering	180	Aviation
4/26/2023	Ruby Engineering	4	Business Services
5/1/2023	ActiGraph	100	HQ (IT/R&D)
5/3/2023	Anglin Reichman Armstrong	18	Business Services
5/5/2023	Patti Marine	44	Marine MRO
5/9/2023	Regions	235	Financial Services
5/10/2023	Blue Wind Technology	120	Manufacturing

ANNOUNCEMENTS



5-YEAR JOBS GOAL = 2000 (by 2023)
 2014 -2023 = 41 PROJECTS ANNOUNCED

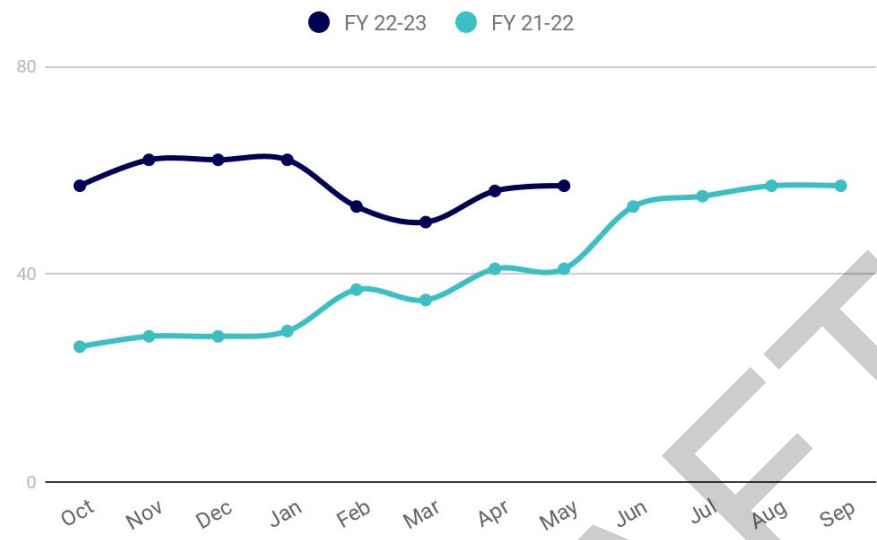
25 PROJECTS / **10** NEW RELOCATIONS
15 LOCAL EXPANSIONS

New Jobs 2022	Retained Jobs 2022	Average Wage 2022	Annual Payroll 2022	Capital Investment 2022
7380	879	\$52,395	\$432,723,722	\$801,634,585

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						
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						
Spectra	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						
Anglin Reichmann Armstrong	Headquarters	10		\$58,000	\$580,000	\$3,600,000
March, 2023						
Algaplast Corp.	Manufacturing	25		\$46,570	\$1,164,250	\$1,250,000
May, 2023						
CO:LAB Pensacola (19 Companies)	Business Services	46		\$49,400	\$2,272,400	N/A
April, 2023						
5-year Goals To Date	25 Projects	2022	271	\$53,271	\$122,149,609	\$324,176,385
FY 2014-2023 Totals	41 Projects	7380	879	\$52,395	\$432,732,722	\$801,634,585

Occupancy (Goal: 80%)



5,781 SQ. FT.
OF 10,206 TOTAL

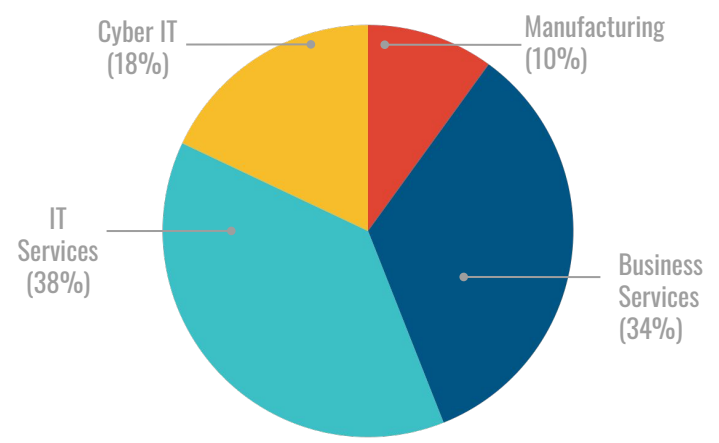
21 COMPANIES

50 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
Accenture
Mappica

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, *Sep '20*
Warfighter Fitness, *Sep '20*
N Star Investments, *Sep '20*
Tag Tech, *Sep '20*
Angler Up, *Sep '20*
Assoc. 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*
Samantha Weaver, *Sep '19*
The Strength Group, *Sep '19*
Lost Key Media, *May '19*
Hatchmark Studio, *Aug '18*
Your Techno Geeks, *May '18*
IRIS, *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*
EPR, *Apr '14*
The Analyst Group, *Jul '12*

Marketing & Communications Review – April 2023

Website Metrics – Google Analytics – April over March

Executive Summary: Website metrics are down overall as we are not marketing right now as we were last year.

FloridaWest.com users ↓ 17% - ↓254 – total of 1251 unique users

- page views ↓ 16% - ↓486 – total of 2451 page views
- sessions ↓ 17% - ↓299 – total of 1492 sessions
- top cities: Pensacola, Chicago, Ashburn, New York, Atlanta

CyberCoastFlorida.com

- users ↑ 28% - ↑ 21 – total of 95 users
- page views ↑ 65% - ↑ 90 – total of 228 page views
- sessions ↑ 20% - ↑ 17 – total of 100 sessions
- top cities: Pensacola, Mobile, Columbus, Los Angeles, San Jose

CO-LAB.com

- users ↓ 28% - ↓75 – total of 197 users
- page views ↓ 8% - ↓37 – total of 454 page views
- sessions ↓ 15% - ↓48 – total of 269 sessions
- top cities: Ashburn, Pensacola, Chicago, San Antonio

Social Media Metrics – April over March

Executive Summary: Metrics are varied – currently, we do not have an ongoing marketing effort to promote our social pages.

FloridaWest

- Facebook
 - Post reach: 503 ↓ 64% over previous period
 - Page visits: 53 ↓ 13% over previous period
 - Page new likes 1
- Instagram
 - Reach: 269 ↑ 9.3% over previous period
 - Profile visits: 31 ↑ 3% over previous period
 - New followers: 12
- Twitter - 28-day snapshot
 - Tweets: 24 ↑ 100% over previous period
 - Tweet impressions: 1064 ↑ 36% over previous period
 - Profile visits: 80 ↓ 55% over previous period
 - Followers: 814

- LinkedIn
 - Reactions: 178 ↓ by 31% over previous period
 - New followers: 24 ↑
 - Page views: 114 ↑ by 90% over previous period

CyberCoast

- Instagram
 - Reached 234 ↑ 100% over previous period
 - Profile Visits: 20 ↑ 33% over previous period
 - New Followers: 9 ↑
- Twitter - 28-day snapshot
 - Tweet impressions: 22 ↓ 77% over previous period
 - Profile visits: 41 ↑ 355 % over previous period
 - Followers: 35
- LinkedIn
 - Reactions: 28 ↑ 100% over previous period
 - New followers: 5 ↑
 - Page views: 19 ↑ 280% over previous period

CO:LAB

- Facebook
 - Page reach: 1143 ↓ 29% over previous period
 - Page visits: 165 ↑ 9% over previous period
 - Page new likes: 5 ↑
- Instagram
 - Reach: 687 ↑ 14% over previous period
 - Profile visits: 56 ↓ 30% over previous period
 - New followers: 16 ↑
- Twitter - 28-day snapshot
 - Tweet impressions: 190 ↓ 28% over previous period
 - Profile visits: 58 ↓ 60% over previous period
 - Followers: 171 ↑ 3 followers over previous period
- LinkedIn - 90-day snapshot
 - Reactions: 38 ↑ 9% over previous period
 - Total followers: 437 ↑ 10 new followers
 - Page views: 14 ↓ 52% over previous period

Events & More

CO:LAB: Photographer is being contracted to shoot resident entrepreneurs and staff so we can update website and gather social media content.

Upcoming social: Welcome Dave Hoxeng as PEDC Chair Next Month

Events: Anglin Reichmann IRDF Award – May 3 Open House Event was well attended

FloridaWest Website: Migration has begun to new CMS (back end)