



MEETING AGENDA – Tuesday, July 25th, 2023 1:30 PM

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

- 1. Call to Order** Rick Byars
- 2. Publicly Notice (7.10.23)**
- 3. Role Call**
- 4. Public Comment** Rick Byars
- 5. Action Items** Rick Byars
 - a. Approval of July 25, 2023 Board Meeting Agenda
 - b. Consent Approval of Meeting Minutes
 - i. May 19, 2023 Executive Committee Meeting Minutes
 - ii. May 23, 2023 FloridaWest Board Meeting Minutes
 - iii. May 25, 2023 Executive Selection Committee Meeting Minutes
 - iv. May 30, 2023 Executive Selection Committee Meeting Minutes
 - v. June 2, 2023 Executive Committee Meeting Minutes
 - vi. June 9, 2023 Executive Committee Meeting Minutes
 - vii. June 12, 2023 Candidate A Interview Minutes
 - viii. June 12, 2023 Candidate B Interview Minutes
 - ix. June 14, 2023 Candidate C Interview Minutes
 - x. June 16, 2023 Executive Selection Committee Meeting Minutes
 - xi. June 23, 2023 Special Called Board Meeting Minutes
 - xii. July 14, 2023 Executive Committee Meeting Minutes
 - xiii. July 21, 2023 Executive Committee Meeting Minutes
 - c. Approval of June 2023 Financials
- 6. Executive Board Report**
 - a. FloridaWest Board Appointment by City of Pensacola
 - b. CEO Onboarding Update
 - c. Investor Update
 - d. Cyber Coast Marketing Plan
 - e. Finance Committee Reappointment
- 7. Business Development Report**
- 8. Old Business**
 - a. Confidentiality Agreements and Conflict of Interest Disclosure Form: Donnie McMahon, Ed Meadows, Chris Plaeger
 - b. County/City Budget Hearings:
 - i. City of Pensacola: Funding Request Application Submitted 3/3/23
 - Additional Dates not yet Available - Tracking
 - ii. Escambia County: Funding Request Application Submitted 3/31/23
 - Budget Workshop All Day: July 10th and July 11th at 9:00 am (No attendance requested)
 - First Budget Public Hearing: September 11th at 5:00 pm
 - Second Budget Public Hearing: September 25th at 5:00 pm
- 9. New Business**
 - a. CO:LAB Policy Board Appointment – August Meeting
 - i. Board Member Appointment
- 10. Adjourn**

Fiscal Year Meeting Schedule

8.22.23 Committee/Officer Nominations

9.26.23 Annual Meeting

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MEETING MINUTES– Friday, May 19th, 2023
FloridaWest Economic Development Alliance – Executive Committee Meeting
Pensacola, FL 32502

In Attendance: David Bear, Ryan Tilley, Melissa Stoker

1. **Call to Order:** Vice Chairman David Bear called the meeting to order at 7:43 am.
 2. **Meeting publicly noticed (4.21.23)**
 3. **Old Business**
 - i. Items Tracked for Follow Up:
 - Strategic Plan Path Forward/BD Manager/Bookkeeping RFP/Audit RFP: Hold for new CEO - Cyber Coast Strategy draft from Jeff Rogers to get started in hopes of having a framework established when new CEO comes on board. Add Rebecca Ferguson to the Audit Committee if interested and available.
 - ED Diagram Review: Hold for New CEO
 - Finance Committee/Bylaw Review/Credit Card Rewards: Hold for New CEO
 - ii. Project Assistance
 - Bluffs FPL Fee: Rick Byars/Steve Rhodes – Awaiting update from Rick Byars
 - Pedestrian Access: Rick Byars/David Bear – David Bear provided an update on this.
 - iii. SRC/EC Dual County Efforts: David Bear provided an update on this.
 - iv. Weekly Staff Report Questions
 - v. Investor Status
 - vi. 5.23.23 PEDC and FloridaWest Board Meetings
 - vii. 5.25.23 Selection Committee Meeting at 8:00 am
 4. **New Business**
 - i. Approve 5.12.23 Executive Committee Meeting Minutes
Ryan Tilley moved to approve.
David Bear seconded.
Approved unanimously.
 - ii. Scott Luth Exit Interview
 - iii. PTO Approval Process
 1. Scott Luth: May 15th, 16th, 17th, 18th, 19th, 22nd, 23rd, 24th, 25th, 26th, 30th, 31st
Rick Byars to approve as Chairman.
 2. Staff: Examples (Planned vs. Unplanned) - Rick Byars to approve – Requests will be included in weekly staff meeting notes
 - iv. Request for BD related Meeting Debriefs to Staff
 - v. BD Intern: Ryan Moulder – 5.15.23 Start Date – Ryan Moulder – 850-860-2529 –
rmoulder@floridawesteda.com
 5. **Adjourn:** David Bear adjourned the meeting at 8:57 am.
- Next Meeting Date: Friday, June 2nd, 2023 at 7:30 am**
Respectfully Submitted By:

Ryan Tilley, Secretary-Treasurer
FloridaWest Economic Development Alliance



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**

FloridaWest Members Present: Rick Byars, Rebecca Ferguson, Charletha Powell, Don Palmer, Jim Waite, David Bear

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

Staff: Melissa Stoker, Danita Andrews, Jeff Rogers, Ryan Moulder, Jessica Scholl, Patrick Rooney

Guests: Stan McDaniels, Erica Grancagnolo

1. **Call to Order: President Rick Byars called the meeting to order at 1:31 pm.**
2. **Meeting publicly noticed (4.21.23)**
3. **Public Comment:** Stan McDaniels asked for information on how to apply for the FloridaWest CEO Position. Melissa Stoker will provide that information to him.
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

Rebecca Ferguson motioned to approve.

Charletha Powell seconded.

Passed unanimously.

- e. April 2023 Financials

Charletha Powell motioned to approve.

Don Palmer seconded.

Passed unanimously.

- f. Budget Modification to Hire Next Move Group from Reserves

Don Palmer motioned to approve.

Jim Waite seconded.

Passed unanimously.

- g. Ratification of \$25,807.00 Next Move Group Contract

David Bear motioned to approve.

Jim Waite seconded.

Passed unanimously.

6. Executive Board Report

- a. CEO Search Update: David Bear provided an update on this.
- b. BD Intern: Ryan Moulder
- c. Investor Update – Melissa Stoker and Rick Byars provided an update on this.

- 7. Business Development Report:** Danita Andrews and Rick Byars provided an update on active projects. Patrick Rooney provided an update on CO:LAB Pensacola. Rick Byars asked Erica Grancagnolo to provide an update related to the ED Tech Hub Grant opportunity and American Magic. The EDA will be awarding 6 grants per designated area. The grant is due end of August, and a community effort is required. The City of Pensacola will take the lead and is requesting the support of the County of Escambia, FloridaWest, PSC, and other community partners. Jessica Scholl will get with Erica Grancagnolo about what may be asked of FloridaWest. Patrick Rooney as a cofounder and current member of AFCEA is aware of this project and will assist accordingly.

8. Old Business

- a. Confidentiality Agreements and Conflict of Interest Disclosure Form: Donnie McMahon, Charletha Powell, Kelvin Enfinger, Ed Meadows, Chris Plaeger: Charletha Powell and Kelvin Enfinger have submitted their documentation.
- 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:

- a. Jeff Rogers provided an update on Marketing for both the FloridaWest and CO:LAB brands. He is working on the Cyber Coast Marketing Strategy per the request of the Executive Board. Rick Byars shared information related to conversations related to the Cyber Coast Marketing Strategy. The board discussed the pros and cons of the various options. The subject was ultimately determined to need more research and discussion.
- b. Rebecca Ferguson provided an update on the Port of Pensacola. The El Cano Spanish Naval Ship will be at the port next week with free tours in collaboration with Fiesta and others. The ribbon cutting at Maritime Park is coming up.
- c. Dave Murzin shared that the next First Place Partners meeting is June 6th at the Studer Community Institute. Cemex will be there to share their expansion plans. There will not be a meeting in July. They are going to tour the Cogeneration Plant at PCC during the August meeting.
- d. Marcus McBride provided an update on CareerSource EscaRosa.
- e. KC Gartman shared that Baptist Hospital is 123 days from moving in to the new facility with 195 workers on site every day investing millions of dollars in our local economy. They are upfitting the campus with IT, equipment, and furniture in the first 5 floors. They are doing the same on the first 3 floors of the Bear Family Foundation Center. The slab has been poured for the Henderson Center. The 72 bed health facility is also progressing nicely.
- f. David Bear congratulated Marcus McBride and KC Gartman on their graduation from Leadership NW Florida.

10. Adjourn: President Rick Byars adjourned the meeting at 2:29 pm.

Fiscal Year Meeting Schedule

6.27.23

7.25.23

8.22.23 Committee/Officer Nominations

9.26.23 Annual Meeting

Respectfully Submitted By:

Ryan Tilley, Secretary-Treasurer
FloridaWest Economic Development Alliance



MEETING MINUTES– Wednesday, May 25th, 2023
FloridaWest Economic Development Alliance – CEO Selection Committee Meeting
Pensacola, FL 32502

Present: David Bear, Jeff Bergosh, Jim Waite, Wes Moreno, Marcus McBride, Ryan Tilley, Erica Grancagnolo

Present By Phone: None

Staff Present: Melissa Stoker

Guests Present: Rick Byars

- 1. Call to Order:** Meeting was called to order by Chairman David Bear at 8:05 am
- 2. Meeting publicly noticed:** 4.21.23
- 3. Introduction:** Alex Metzger, Next Move Group
- 4. Update on Search Progress:** David Bear provided an update on the status of the search. Once the job profile was approved, Next Move Group aggressively pursued their avenues and channels for soliciting applicants, narrowing it down to 41 candidates. Of the 41 candidates, it was then narrowed down to 5 with 3 strong seemingly ideal candidates. Alex Metzger shared the onsite interview process which is approximately 5-6 hours including the formal interview as well as a community tour. Alex also shared details surrounding the criteria used and process details for narrowing the talent pool down. Key metrics included communication and cohesion with various partners within the community, alignment with the strategic plan, existing industry growth, better real estate development, and better recruiting. Alex will provide a link of the brochure used, which she will distribute to the collective selection committee. The committee reviewed various profiles of applicants with Alex.
- 5. Next Steps:** Melissa will share the job brochure with the selection committee via email today. Committee members will send feedback to Melissa with top 3 rankings by noon Friday to Melissa. We will have a virtual meeting on Tuesday, May 30th at 2 pm for follow up discussion before scheduling in person interviews June 11th-12th.
- 6. Adjourn: Chairman** David Bear adjourned the meeting at 9:22 am.

Next Meeting Date: Tuesday, May 30th virtually

Respectfully Submitted By:

Ryan Tilley, Secretary-Treasurer
FloridaWest Economic Development Alliance



MEETING MINUTES– Tuesday, May 30th, 2023
FloridaWest Economic Development Alliance – CEO Selection Committee Meeting
Pensacola, FL 32502

Present: David Bear, Jeff Bergosh, Jim Waite, Wes Moreno, Ryan Tilley, Erica Grancagnolo

Staff Present: Melissa Stoker

Guests Present: None

- 1. Call to Order:** Meeting was called to order by Chairman David Bear at 2:04 pm
- 2. Meeting publicly noticed: 5.25.23**
- 3. Update on Search Progress:** David Bear provided an update on the status of the search.
- 4. Next Steps:** Selection Committee members to provide recommendations on community tour guides and sites for compiling.
- 5. Adjourn:** Chairman David Bear adjourned the meeting at 2:27 am.

Next Meeting Date: TBD

Respectfully Submitted By:

Ryan Tilley, Secretary-Treasurer
FloridaWest Economic Development Alliance

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MEETING MINUTES – Friday, June 2nd, 2023

**FloridaWest Economic Development Alliance – Executive Committee Meeting
Pensacola, FL 32502**

In attendance: Melissa Stoker, Danita Andrews, Lydia Miller (by phone), David Bear, Ryan Tilley

Public: None

1. **Call to order:** Vice President David Bear called the meeting to order at 7:38 am.
2. **Meeting publicly noticed: (5/31/23)**
3. **Old Business**

- i. Items Tracked for Follow Up:
 - Strategic Plan Path Forward/BD Manager/Bookkeeping RFP/Audit RFP: Hold for new CEO
 - ED Diagram Review: Hold for New CEO
 - Finance Committee/Bylaw Review/Credit Card Rewards: Hold for New CEO
- ii. Project Assistance
 - Bluffs FPL Fee: Rick Byars/Steve Rhodes – Rick Byars is continuing to work this item.
 - Pedestrian Access: Rick Byars/David Bear – The pedestrian access item is evolving with positive likely outcome.
- iii. SRC/EC Dual County Efforts: Closed based on further community discussions.
- iv. Weekly Staff Report Questions: Michael Cantens/Floridian Partners - What needs to happen between now and the fiscal year end to ensure we cross the finish line? Melissa to discuss with Michael on next call, which will also include Ryan.
- v. Investor Status: Ryan Tilley had a call with Wharton-Smith (AJ). There are efforts being worked through their leadership to make this happen. FloridaBlue is moving to Rick. Ryan will talk to Rick about taking on Navy Federal.

4. Operations

- i. Financial Discussion Best Practices: We had discussion around best practices. Consult Jessica Scholl on any issues potentially related to comingling city/county funds and ECUA/other funds in the private account. Get clarity on ECUA and FPL funds. Review Saltmarsh contract to determine if we can utilize them for mid-year planning services. Review agreement between FloridaWest and PEDC related to funding usage.
- ii. Cyber Coast Marketing Strategy Draft: The committee provided edits, which Melissa will communicate back to Jeff Rogers.
- iii. Approve 5.19.23 Executive Committee Meeting Minutes
Ryan Tilley motioned to approve.
David Bear seconded.
Passed unanimously.
- iv. Approve 5.25.23 Executive Search Committee Meeting Minutes
Ryan Tilley motioned to approve.
David Bear seconded.
Passed unanimously.
- v. Approve 5.30.23 Executive Search Committee Meeting Minutes
Ryan Tilley motioned to approve.
David Bear seconded.
Passed unanimously.
- vi. PTO Upcoming
 1. Danita: June 2nd (after Exec Comm Meeting) and 5th

5. Business Development

- i. Project List Review: The committee reviewed the current project list with staff.

- Point of Contact for Each – This is the executive board member Danita provides specific accountability to/requests support from. Danita to be prepared with Salesforce up for future meetings.
- Stage
- Next Steps

ii. Triumph Update: The committee did not get to this specific item.

6. Adjourn: Vice President David Bear adjourned the meeting at 10:03 am.

Next Meeting Date: Friday, June 9th, 2023 at 7:30 am (David Bear to join via conference call.)

Respectfully Submitted By:

Ryan Tilley, Secretary-Treasurer
FloridaWest Economic Development Alliance

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MEETING MINUTES – Friday, June 9th, 2023

**FloridaWest Economic Development Alliance – Executive Committee Meeting
Pensacola, FL 32502**

FloridaWest Members Present: Rick Byars, Ryan Tilley, David Bear (by phone)

FloridaWest Investors Present: None

Staff: Melissa Stoker, Danita Andrews

Guests: None

1. Call to Order: Rick Byars called the meeting to order at 7:36 am.

2. Meeting publicly noticed: (5/31/23)

3. Old Business

i. Items Tracked for Follow Up:

- Strategic Plan Path Forward/BD Manager/Bookkeeping RFP/Audit RFP/ED Diagram/Bylaw Review/Credit Card Rewards/Finance Committee/Audit Committee: Hold for new CEO

ii. Project Assistance

- Bluffs FPL Fee: Rick Byars/Steve Rhodes – Rick Byars stated the fee cannot be waived because it is a passed along fee from a third party (Power Generation and Transmission). Melissa will research who needs to be responsible for that expense. She will provide an update next week on if we can use the FDOT funds for this.
- Pedestrian Access: Rick Byars/David Bear – Melissa Stoker and Danita Andrews provided an update on this. The County has given direction to proceed via email 6/8/23. We need to keep Ascend in the loop on the potential extension on the contract.

iii. Weekly Staff Report Questions

iv. Investor Status: Ryan Tilley spoke with Wharton. They are definitely interested and exploring approval through appropriate channels. Ryan shared an updated in passing FloridaBlue off to Rick. Rick will take the lead on FloridaBlue. Rick Byars spoke with Paul Stanley at The First Bank. They are working through the opportunity. Melissa will request a status update on First Place Partners and CareerSource.

4. Operations

- i. Website Back End Refresh Status Update: Jeff Rogers provided an update that the back end refresh is tracking. It won't be visible from the front end. Ryan Moulder is working on
- ii. Financial Practices Update: Call with Saltmarsh 5/15/23 at 10:00 am – Melissa will schedule a call with Ryan and Lydia to discuss what we are looking for from Saltmarsh. David Bear asked us to confirm with Saltmarsh that ECUA (unrestricted) and FPL (unrestricted) funds should be in the public account or can we put any of it in the private account. Don Palmer with ECUA has indicated they expect their support to be reflected in our public account.
- iii. Cyber Coast Marketing Strategy Draft: Rick Byars requested we ensure feedback is requested from the City regarding the Cyber Coast Marketing Strategy. Melissa Stoker will reach out for this.
- iv. Letter from City re: Rebecca Ferguson – The new board appointment will come in the next few weeks.
- v. Board Member Attendance Expectations: Bylaws state a 75% requirement. This item will be added to the June board meeting agenda. Melissa Stoker will follow up with Donnie after the June Board meeting for a status update.
- vi. Approve 6.2.23 Executive Committee Meeting Minutes

Ryan Tilley motioned to approve.

David Bear seconded.

Passed unanimously.

vii. CEO Selection Committee Update: David Bear and Melissa Stoker provided an update on this.

5. Business Development

- i. Project List Review: Danita Andrews provided an update and reviewed Salesforce.
- ii. Triumph Update: Danita Andrews provided an update on this.

6. Adjourn: President Rick Byars adjourned the meeting at 9:06 am.

Next Meeting Date: Friday, June 16th, 2023 at 7:30 am

Respectfully Submitted By:

Ryan Tilley, Secretary-Treasurer
FloridaWest Economic Development Alliance

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MEETING MINUTES – Monday, June 12th, 2023
FloridaWest Economic Development Alliance – Executive Selection Committee Meeting
Pensacola, FL 32502

Selection Committee Members Present: David Bear, Jim Waite, Marcus McBride, Erica Grancagnolo, Jeff Bergosh and Wes Moreno (Virtually)

Staff: Melissa Stoker, Chad Chancellor

Guests: Rick Outzen, Stan McDaniels, Candidate A

1. **Call to Order:** David Bear called the meeting to order at 9:06 am.
2. **Meeting publicly noticed:** 6/7/23
3. **Formal Interview: Candidate A**
 - i. Introductions
 - ii. Interview Questions
4. **Adjourn:** Chairman David Bear adjourned the meeting at 10:41 am.

Next Meeting Date: NA

Respectfully Submitted By:

Ryan Tilley, Secretary-Treasurer
FloridaWest Economic Development Alliance

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MEETING MINUTES – Monday, June 12th, 2023
FloridaWest Economic Development Alliance – Executive Selection Committee Meeting
Pensacola, FL 32502

Selection Committee Members Present: David Bear, Jim Waite, Marcus McBride, Erica Grancagnolo, Ryan Tilley, Jeff Bergosh and Wes Moreno (Virtually)

Staff: Melissa Stoker, Chad Chancellor

Guests: Rick Outzen, Stan McDaniels, Candidate B

1. **Call to Order:** David Bear called the meeting to order at 11:05 am.
2. **Meeting publicly noticed:** 6/7/23
3. **Formal Interview: Candidate B**
 - i. Introductions
 - ii. Interview Questions
4. **Adjourn:** Chairman David Bear adjourned the meeting at 12:30 pm.

Next Meeting Date: NA

Respectfully Submitted By:

Ryan Tilley, Secretary-Treasurer
FloridaWest Economic Development Alliance

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MEETING MINUTES – Wednesday, June 14th, 2023
FloridaWest Economic Development Alliance – Executive Selection Committee Meeting
Pensacola, FL 32502

Selection Committee Members Present: David Bear, Jim Waite, Marcus McBride, Erica Grancagnolo, Ryan Tilley, Jeff Bergosh, and Wes Moreno

Staff: Melissa Stoker, Chad Chancellor

Guests: Rick Outzen, Stan McDaniels, Candidate C

1. **Call to Order:** David Bear called the meeting to order at 10:35 am.
2. **Meeting publicly noticed:** 6/7/23
3. **Formal Interview: Candidate C**
 - i. Introductions
 - ii. Interview Questions
4. **Committee Discussion**
5. **Adjourn:** Chairman David Bear adjourned the meeting at 12:51 pm.

Next Meeting Date: NA

Respectfully Submitted By:

Ryan Tilley, Secretary-Treasurer
FloridaWest Economic Development Alliance

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MEETING MINUTES – Friday, June 16th, 2023

**FloridaWest Economic Development Alliance – Executive Selection Committee Meeting
Pensacola, FL 32502**

Selection Committee Members Present: David Bear (Virtually), Jim Waite, Marcus McBride, Ryan Tilley, Jeff Bergosh (Virtually), Erica Grancagnolo

Staff: Melissa Stoker, Chad Chancellor, Patrick Rooney, Danita Andrews

Guests: Jim Cronley

- 1. Call to Order:** David Bear called the meeting to order at 8:05 am.
- 2. Meeting publicly noticed:** 6/7/23
- 3. Committee Discussion**

Jeff Bergosh motioned to offer CEO position to Brian Hilson.

Jim Waite seconded.

Passed unanimously.

Schedule special called meeting for board approval. Include entire board and selection committee on meeting invite.

- 4. Adjourn:** Chairman David Bear adjourned the meeting at 8:50 am.

Next Meeting Date: NA

Respectfully Submitted By:

Ryan Tilley, Secretary-Treasurer
FloridaWest Economic Development Alliance

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MEETING MINUTES – Friday, June 23rd, 2023

**FloridaWest Economic Development Alliance – Special Called Board Meeting
Pensacola, FL 32502**

Board Members Present: David Bear, Charletha Powell, Olevia McNally, Erica Grancagnolo

Board Members Present Virtually: Ryan Tilley

Investors Present: Marcus McBride

Staff Present: Melissa Stoker, Danita Andrews, Patrick Rooney

Guests: Rebecca Ferguson, Stan McDaniels

1. **Call to Order:** Vice President David Bear called the meeting to order at 8:07 am.
2. **Meeting publicly noticed: (6/19/23 & 6/21/23)**
3. **Public Comment:** Stan McDaniels shared that he is running for county commission in District 3. Rebecca Ferguson shared that she is no longer working with the City of Pensacola. She expressed her enjoyment in working with our board members and our projects over the years.
4. **CEO Selection Update with Potential Action Items:** David Bear provided an update related to the CEO search. The board discussed the various aspects of this process and individuals considered as well as options for proceeding forward. A brief recess was taken. Erica Grancagnolo joined the group at 9:45 am. She presented her letter of appointment from the City of Pensacola to the Board. David Bear requested Erica's perspective for the group as a member of the CEO Selection Committee, which she provided. Charletha Powell moved to approve offering Brian Hilson the position of CEO and authorizing David Bear to negotiate his compensation package up to but not to exceed the same package the previous CEO as well as a \$15k relocation package. Erica Grancagnolo seconded. Passed unanimously.
5. **Adjourn:** David Bear adjourned the meeting at 9:48 am.

Next Meeting Date: Tuesday, June 27th, 2023 at 1:30 pm

Respectfully Submitted By:

Ryan Tilley, Secretary-Treasurer
FloridaWest Economic Development Alliance



MEETING MINUTES – Friday, July 14th, 2023
FloridaWest Economic Development Alliance –Executive Committee Meeting
Pensacola, FL 32502

FloridaWest Board Members Present: Rick Byars, David Bear, Ryan Tilley

Staff Present: Melissa Stoker, Danita Andrews, Jessica Scholl, and Lydia Miller

Public Present: None

1. **Call to Order:** Rick Byars called the meeting to order at 7:39 am.
2. **Meeting publicly noticed: (7/10/23)**
3. **Old Business**
 - CEO Selection Update: David Bear and Jessica Scholl provided an update on the status of this item.
 - Weekly Staff Report Questions: There were none.
 - Investor Status Update: The group reviewed and updated the Investor Status Tracking.
 - Cyber Coast Marketing Strategy: Direction for Jeff Rogers – Hold for new CEO.
 - County/City Budget Cycle Update: Melissa Stoker provided an update on this item.
 - Website Migration Update: This has been completed. Please visit the FloridaWest website and play around, providing any feedback on issues identified.
 - Bookkeeper RFP: Melissa will request hour tracking/breakdown going forward until the new CEO comes on board and can participate in process clarification.
 - Audit RFP: Proceed with this.
4. **New Business**
 - CD Renewal: We will ask for better rates. Lydia Miller feels we would be financially secure through the end of the fiscal year by reinvesting in another 90-day CD. We will plan to review next Friday.
 - Budget Modification: We will not be pursuing a budget modification. We (Melissa and Lydia) need to be cognizant of tracking in detail to ensure we are answerable for our budget discrepancies. A Finance Committee meeting needs to be scheduled in the next few weeks for FY 23-24 budget planning.
 - Upcoming Staff Items: Melissa provided an update on this.
 - August Board Meeting Prep (Officer and Committee Nominations)
 - September Annual Meeting Prep – Consider a joint FW/PEDC Meeting in October.
 - Saltmarsh Engagement: We will not be moving forward with that. We do expect this diligence review be included in our audits going forward.
 - Saltmarsh Lease Crunch Engagement Letter
 - Selection Committee Thank You Notes: Gift order was cancelled. Melissa will write the letters for David to sign.
 - CO:LAB Operations Update (Prep for 7/21/23 Exec Comm Meeting)
 - PEDC Appointments: The committee and staff discussed the various issues related to the below.
 - Donnie McMahon: David Bear will follow up with Donnie McMahon.
 - Dave Hoxeng: Rick Byars will follow up with Dave Hoxeng.
5. **Project Update:** Danita Andrews provided an update.
6. **Other Items:**
 - Bylaw Review: Jessica Scholl and Melissa Stoker will work on a draft version to reflect review and updates including but not limited to electronic attendance of board meetings. Jessica will

work with Richard Sherrill to address related items with PEDC Bylaws. Executive Committee to review proposed language at 7.21.23 meeting for edits in effort to have it on the August 22nd full board meeting.

7. Adjourn: Rick Byars adjourned the meeting at 9:41 am.

Next Meeting Date: Friday, July 21st at 7:30 am

Respectfully Submitted By:

Ryan Tilley, Secretary-Treasurer
FloridaWest Economic Development Alliance

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MEETING MINUTES – Friday, July 21st, 2023

**FloridaWest Economic Development Alliance –Executive Committee Meeting
Pensacola, FL 32502**

Board Members Present: David Bear, Ryan Tilley

Staff Present: Melissa Stoker, Danita Andrews, Casey Campbell, Patrick Rooney, Jessica Scholl

1. Call to Order: David Bear

2. Meeting publicly noticed: (7/10/23)

3. Old Business

- Weekly Staff Report Questions: There were none.
- Investor Status Update: Updates were made to the tracking.
- Bookkeeper: Tracking hours as requested
- Saltmarsh Lease Crunch Engagement Letter: Hold for New CEO.
- Audit RFP Draft: Will follow up. Flag for Durst & Jordan, Saltmarsh, and Warren Averett (Cindy).
- CD Renewal Update: Melissa to reach out for information on money market rates. If the MM rate is better, go with that option. If not, let it reinvest. Get the new renewal date.
Ryan Tilley moved to approve.
David Bear seconded.
Passed unanimously.
- Selection Committee Thank You Notes: David Bear to Sign
- Upcoming Staff Items: Melissa Stoker provided an update on this.
- PEDC Appointee Updates:
 - Donnie McMahon (Attendance): David Bear will follow up.
 - Dave Hoxeng (Financial Disclosure Form): Rick did speak with Dave, who confirmed he will complete asap.

4. New Business

- CEO Onboarding
 - Welcome Reception: Chamber sponsorship is appreciated. We need to determine invite list and location. Rick Byars to spearhead.
 - List of Requested Documents/Information: In process with staff.
 - Computer Set Up: Explore compatibility with iPhone and Computer. May need a MAC.
 - SharePoint Access
 - Confidentiality/Conflict of Interest: Need to secure executed copy prior to sharing documentation. Melissa will funnel request from Jessica to BH.
- Cox Business Contract: July 27: Casey will research.
- Bylaw Review Draft: Jessica Scholl provided an update on this. She will provide a revised draft for review/vote at the August Board meeting.
- Financial Policies: Hold for BH
- Employee Handbook: Hold for BH
- PEDC Check Review: Melissa Stoker provided an update.
- July Board Meeting Agenda Review
 - CO:LAB Policy Board Appointee – Notify board at July meeting. Take interest. Appoint at August meeting.
- August Board Meeting Prep (Officer and Committee Nominations)
 - Exec Comm: Officers
 - Nominating Comm: Rick Byars, Jim Waite, Olevia McNally
 - Finance Comm: Ryan Tilley, Olevia McNally, Don Palmer, and Rebecca Ferguson (needing replacement)
 - Audit Comm: Pre-audit and post-audit meeting with selected firm. This committee is

currently the Executive Committee.

- Membership Committee: Rick Byars, David Bear, Ryan Tilley
- Bylaw Revision Proposal
- September Annual Meeting Prep – Draft Agenda
- CO:LAB Operations Update: Jessica Scholl and Staff provided an update.
 - Master Butler
 - Lease Obligations
 - Policy Board Role
 - FloridaWest Appointment
 - Accountabilities

5. Project Update: Danita Andrews provided an update.

6. Adjourn: David Bear adjourned the meeting at 9:00 am.

Next Meeting Date: Friday, July 28th at 7:30 am

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FloridaWest Economic Development Alliance

Profit & Loss Budget Performance YTD

October 2022 - June 2023

Revenue	Oct 22 - June 23	Budget	over Budget	% of Budget	Annual Budget
4000 Membership Dues	\$ 170,000.00	\$ 150,000.00	\$ 20,000.00	113.33%	\$ 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	\$ -	\$ 4,050.00	\$ (4,050.00)	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
4500 CoLab Income	\$ 74,464.57	\$ 88,000.00	\$ (13,535.43)	84.62%	\$ 115,000.00
4512 Miscellaneous Income	\$ 55.00	\$ 301.00	\$ (246.00)	18.27%	\$ 400.00
4513 CD Interest Income	\$ 3,771.48	\$ 76.00	\$ 3,695.48	4962.47%	\$ 100.00
Unapplied Cash Payment Income	\$ 41,265.72		\$ 41,265.72		
Total Revenue	\$ 938,306.77	\$ 943,677.00	\$ (5,370.23)	99.43%	\$ 1,235,900.00
Gross Profit	\$ 938,306.77	\$ 943,677.00	\$ (5,370.23)	99.43%	\$ 1,235,900.00
Expenditures					
5005 Bank & Credit Card Fees	\$ (80.00)	\$ 488.00	\$ (568.00)	-16.39%	\$ 650.00
5060 Marketing, Adv & Promo/Investor	\$ 21,086.20	\$ 15,400.00	\$ 5,686.20	136.92%	\$ 20,500.00
5060a Marketing - Website	\$ 7,527.25	\$ 14,999.00	\$ (7,471.75)	50.19%	\$ 20,000.00
5060b Business Development	\$ 4,399.62	\$ 4,500.00	\$ (100.38)	97.77%	\$ 6,000.00
5060c Prospect Development	\$ 2,851.98	\$ 7,600.00	\$ (4,748.02)	37.53%	\$ 10,000.00
5060d Consulting	\$ 25,807.00	\$ -	\$ 25,807.00	0.00%	\$ -
5060e Tradeshows	\$ 5,259.00	\$ 7,510.00	\$ (2,251.00)	70.03%	\$ 10,000.00
5559 Workforce Marketing	\$ 1,000.00	\$ 3,725.00	\$ (2,725.00)	26.85%	\$ 5,000.00
5680 Cyber/High Growth Companies	\$ 11,199.31	\$ 11,250.00	\$ (50.69)	99.55%	\$ 15,000.00
Total 5060 Marketing, Adv & Promo/Investor	\$ 79,130.36	\$ 64,984.00	\$ 14,146.36	121.77%	\$ 86,500.00
5066 Database/Research	\$ 14,475.00	\$ 13,000.00	\$ 1,475.00	111.35%	\$ 20,000.00
Total 5100 Audit Expense	\$ 23,515.73	\$ 25,000.00	\$ (1,484.27)	94.06%	\$ 28,000.00
5105 Legal Fees	\$ 10,830.00	\$ 11,250.00	\$ (420.00)	96.27%	\$ 15,000.00
5120 Auto Travel	\$ 4,490.73	\$ 7,510.00	\$ (3,019.27)	59.80%	\$ 10,000.00
Total 5140 Business Travel	\$ 17,810.66	\$ 26,300.00	\$ (8,489.34)	67.72%	\$ 35,000.00
5200 Dues & Subscriptions	\$ 8,616.10	\$ 7,060.00	\$ 1,556.10	122.04%	\$ 9,400.00
5310 Insur-D&O/Liab/Umbrella/EPLI	\$ 7,454.92	\$ 7,000.00	\$ 454.92	106.50%	\$ 7,000.00
Total 5410 Maint & Repair- Computers	\$ 17,467.13	\$ 14,990.00	\$ 2,477.13	116.53%	\$ 20,000.00
Total 5440 Meeting Expense	\$ 1,723.91	\$ 1,900.00	\$ (176.09)	90.73%	\$ 2,500.00
Total 5500 CoLab Expenses	\$ 108,437.23	\$ 46,439.01	\$ 61,998.22	233.50%	\$ 117,000.00
5600 Miscellaneous Expense	\$ 2,548.90	\$ 260.00	\$ 2,288.90	980.35%	\$ 350.00
5610 Postage	\$ 552.15	\$ 380.00	\$ 172.15	145.30%	\$ 500.00
Total 57000 Employee Wages & Benefits	\$ 473,573.19	\$ 525,265.24	\$ (51,692.05)	90.16%	\$ 700,000.00
5800 Supplies	\$ 1,518.35	\$ 1,900.00	\$ (381.65)	79.91%	\$ 2,500.00
5915 Telephone	\$ 2,325.41	\$ 3,010.00	\$ (684.59)	77.26%	\$ 4,000.00
5925 Cell Phones	\$ 5,135.41	\$ 4,880.00	\$ 255.41	105.23%	\$ 6,500.00
5954 Copier Expense	\$ 25.80	\$ 760.00	\$ (734.20)	3.39%	\$ 1,000.00
Total 5980 Rent Expense	\$ 38,604.18	\$ 37,125.00	\$ 1,479.18	103.98%	\$ 49,500.00
6000 Professional Services			\$ -		
6000b Cyber Consultant	\$ 6,500.00	\$ 6,500.00	\$ -	100.00%	\$ 6,500.00
6000c Advocacy	\$ 45,000.00	\$ 45,000.00	\$ -	100.00%	\$ 60,000.00
6000d Marketing Consultant	\$ 44,250.00	\$ 40,500.00	\$ 3,750.00	109.26%	\$ 54,000.00
Total 6000 Professional Services	\$ 95,750.00	\$ 92,000.00	\$ 3,750.00	104.08%	\$ 120,500.00
Total Expenditures	\$ 913,905.16	\$ 891,501.25	\$ 22,403.91	102.51%	\$ 1,235,900.00
Net Revenue	\$ 24,401.61	\$ 52,175.75	\$ (27,774.14)	46.77%	\$ -

FloridaWest Economic Development Alliance

Statement of Financial Position

As of June 30, 2023

	Total
ASSETS	
Current Assets	
Bank Accounts	
1000 Checking- Private Hancock -363	40,131.28
1010 Checking - Public Hancock- 355	150,538.52
1195 Brokered Private CD's	300,000.00
Total Bank Accounts	\$ 490,669.80
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	\$ 517,102.05
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	\$ 536,432.17
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	2,400.00
Total 2300 Other Payables	\$ 31,862.00
2400 Payroll Liabilities	31,986.00
Total Other Current Liabilities	\$ 63,848.00
Total Current Liabilities	\$ 63,848.00
Total Liabilities	\$ 63,848.00
Equity	
3200 Unrestricted Net Assets	448,182.56
Net Revenue	24,401.61
Total Equity	\$ 472,584.17
TOTAL LIABILITIES AND EQUITY	\$ 536,432.17

FloridaWest Economic Development Alliance
Profit & Loss Budget Performance
June 2023

	Jun-23	Budget	over Budget	% of Budget	Annual Budget
Revenue					
4000 Membership Dues	\$ -	\$ -	\$ -	0.00%	\$ 200,000.00
4200 Investor Membership Dues	\$ -	\$ -	\$ -	0.00%	\$ 90,000.00
4410 Non-Dues Income	\$ -	\$ 450.00	\$ (450.00)	0.00%	\$ 5,400.00
4420 Government Income	\$ -	\$ -	\$ -	0.00%	\$ 150,000.00
4430 PEDC	\$ -	\$ -	\$ -	0.00%	\$ 675,000.00
4500 CoLab Income	\$ 7,601.91	\$ 9,000.00	\$ (1,398.09)	84.47%	\$ 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	\$ 7,601.91	\$ 9,491.00	\$ (1,889.09)	80.10%	\$ 1,235,900.00
Expenditures					
5005 Bank & Credit Card Fees	\$ -	\$ 54.00	\$ (54.00)	0.00%	\$ 650.00
5060 Marketing, Adv & Promo/Investor	\$ 234.28	\$ 1,700.00	\$ (1,465.72)	13.78%	\$ 20,500.00
5060a Marketing - Website	\$ 379.80	\$ 1,667.00	\$ (1,287.20)	22.78%	\$ 20,000.00
5060b Business Development	\$ 286.87	\$ 500.00	\$ (213.13)	57.37%	\$ 6,000.00
5060c Prospect Development	\$ 207.75	\$ 800.00	\$ (592.25)	25.97%	\$ 10,000.00
5060e Tradeshows	\$ 100.00	\$ 830.00	\$ (730.00)	12.05%	\$ 10,000.00
5559 Workforce Marketing	\$ -	\$ 425.00	\$ (425.00)	0.00%	\$ 5,000.00
5680 Cyber/High Growth Companies	\$ 1,358.75	\$ 1,250.00	\$ 108.75	108.70%	\$ 15,000.00
Total 5060 Marketing, Adv & Promo/Investor	\$ 2,567.45	\$ 7,172.00	\$ (4,604.55)	35.80%	\$ 86,500.00
5066 Database/Research	\$ -	\$ -	\$ -	0.00%	\$ 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	\$ 680.36	\$ 830.00	\$ (149.64)	81.97%	\$ 10,000.00
5140 Business Travel	\$ -	\$ 2,900.00	\$ (2,900.00)	0.00%	\$ 35,000.00
5200 Dues & Subscriptions	\$ 1,039.89	\$ 780.00	\$ 259.89	133.32%	\$ 9,400.00
5310 Insur-D&O/Liab/Umbrella/EPLI	\$ 749.62	\$ 750.00	\$ (0.38)	99.95%	\$ 7,000.00
5410 Maint & Repair- Computers	\$ 4,540.50	\$ 1,670.00	\$ 2,870.50	271.89%	\$ 20,000.00
5440 Meeting Expense	\$ 152.95	\$ 200.00	\$ (47.05)	76.48%	\$ 2,500.00
5500 CoLab Expenses	\$ 68,423.63	\$ 4,770.33	\$ 63,653.30	1434.36%	\$ 117,000.00
5600 Miscellaneous Expense	\$ 2,548.90	\$ 30.00	\$ 2,518.90	8496.33%	\$ 350.00
5610 Postage	\$ -	\$ 40.00	\$ (40.00)	0.00%	\$ 500.00
57000 Employee Wages & Benefits	\$ 69,133.67	\$ 58,244.92	\$ 10,888.75	118.69%	\$ 700,000.00
5800 Supplies	\$ 155.90	\$ 200.00	\$ (44.10)	77.95%	\$ 2,500.00
5915 Telephone	\$ 218.11	\$ 330.00	\$ (111.89)	66.09%	\$ 4,000.00
5925 Cell Phones	\$ 1,132.04	\$ 540.00	\$ 592.04	209.64%	\$ 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	\$ -	\$ -	\$ -	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	\$ 167,399.91	\$ 94,466.25	\$ 72,933.66	177.21%	\$ 1,235,900.00
Net Revenue	\$ (159,798.00)	\$ (84,975.25)	\$ (74,822.75)	188.05%	\$ -



Office of the Mayor

Dear Rick,

Effective immediately I am requesting Rebecca Ferguson to be removed as a City of Pensacola appointee to the Florida West Economic Development Board of Directors. I am thankful for Rebecca's service to our City and citizens through her service on this board. As we are transitioning with the establishment of our Economic Development Office, we will have a new appointment to you soon. We look forward to working with you and the Board of Directors to make Pensacola the best place it can be.

Thank you,

A handwritten signature in blue ink, appearing to read "D.C. Reeves", is written over a large, light gray "DRAFT" watermark.

D.C. Reeves
Mayor of Pensacola

Office of the Mayor

Rick Byars, President
FloridaWest Board of Directors
3 W Garden St., Suite 618
Pensacola, Florida 32502

Dear Rick,

I am requesting that Erica Grancagnolo be appointed to the FloridaWest Economic Development Board of Directors as the City of Pensacola appointee. Please call me if you have any questions.

Thank you,



D.C. Reeves, Mayor
City of Pensacola

Investor Status Tracking

Rick Byars:

- Bluffs Pedestrian Access: Rick Byars/David Bear – This item is moving. The county provided an email directing us to proceed. BDI is doing so.
- The First Bank: Rick will follow up. Danita connected LIFT with Hank Gonzalez. Melissa requested an update on their interest via email on 7/21/23.
- Bobby Switzer
- ST Engineering
- Ascend: with Jim Waite
- International Paper: with Dave Hoxeng
- ATT
- FloridaBlue

David Bear:

- Bluffs Pedestrian Access: Rick Byars/David Bear – See above
- West Florida Hospital
- Synovus
- Regions Bank (Scott Barrow): David Bear spoke with Scott. They are interested in talking about this opportunity. David will follow up. Algaplast is a customer. ActiGraph has two floors in their building.

Ryan Tilley

- Wharton-Smith Inc Construction Group: Ryan Tilley had a call with Wharton-Smith (AJ). There are efforts being worked through their leadership to make this happen.
- Navy Federal
- OWN (Formerly Anderson Engineering) - Paul Semmes – Danita connected Ryan with Paul.

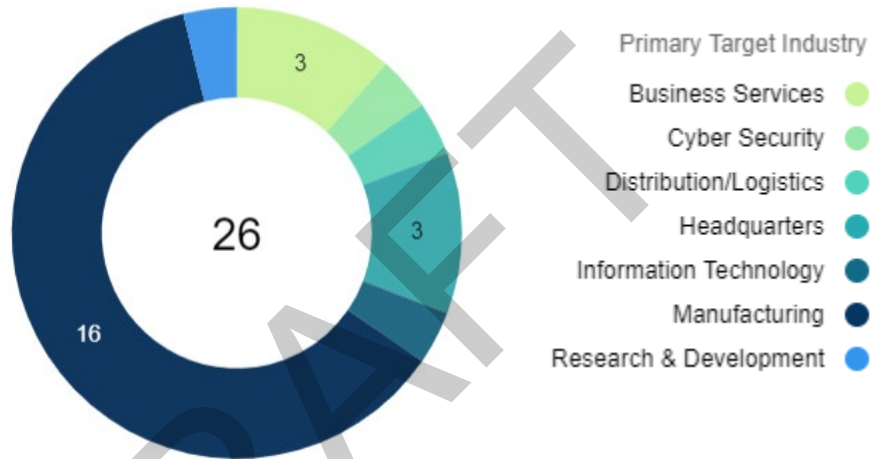
Collective Committee:

- CareerSource EscaRosa - Marcus McBride is working to determine this week on how to continue as an Investor at the \$10k contribution level - Historically, CareerSource provided partial compensation for the Director of Workforce position. This position was eliminated upon Jeff Dyer's departure in July 2022. Rick Byars will follow up with Marcus.
- First Place Partners - Dave Murzin has requested Rick Byars attend a First Place Partner's meeting to refresh the board on the requirements of Investor level participation on the FloridaWest Board. Historically, FPP covered the GIS Planning (real estate platform) annual fee of \$10k in 2018. Rick Byars will follow up with Dave.
- David Bear provided an update on 7/14/23 on efforts related to an outside resource for economic development fundraising.

BUSINESS DEVELOPMENT

Year to Date	July 10, 2023
Active Projects	26
Active Project Site Visits	10
Existing Industry Visits	36
Response Proposals	12

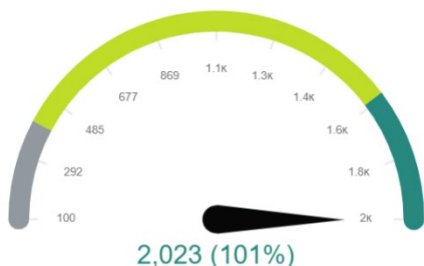
PROJECTS **1,375** **JOBS** / **9** **NEW RELOCATIONS**
CAPEX \$2,110,813,000 / **17** **LOCAL EXPANSIONS**



4TH QUARTER EXISTING INDUSTRY VISITS

Month	Count	Month	Count	Date	Company	#Employees	Sector
OCTOBER	4	APRIL	4	6/1/2023	PNS	30	Aviation
NOVEMBER	3	MAY	6	6/6/2023	National Energy	4	HQ
DECEMBER	0	JUNE	9	6/15/2023	GE Wind	700	Manufacturing
JANUARY	3	JULY		6/20/2023	Algaplast	1	Manufacturing
FEBRUARY	5			6/21/2023	Gatron USA		Manufacturing
MARCH	2			6/26/2023	Ascend Performance Materials		HQ
				6/28/2023	BlueWind Technologies	100	Manufacturing
				6/28/2023	Lighting Technologies, Inc.	8	Manufacturing
				6.29/2023	Almmii/Operation Next Florida		Business Services

ANNOUNCEMENTS



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

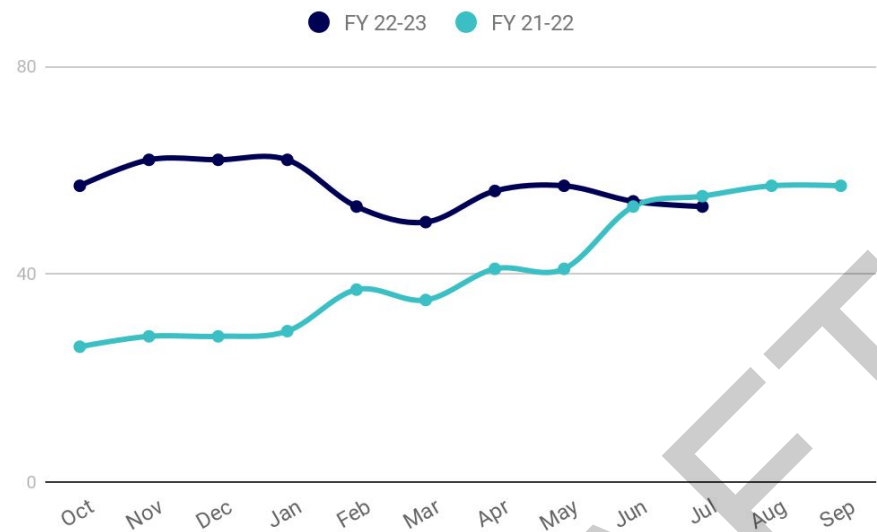
New Jobs 2023	Retained Jobs	Average Wage	Annual Payroll	Capital Investment
7381	879	\$52,395	\$432,785,118	\$801,634,585
2023	271	\$53,271	\$122,202,880	\$324,176,385

5-YEAR JOBS GOAL = 2000 (by 2023)
 2014 -2023 = 41 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						
Alfius 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	70		\$100,000	\$7,000,000	\$3,325,000
March, 2021						
Hemp Surgical	Manufacturing	35		\$38,000	\$1,467,795	\$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						
Algoplast Corp.	Manufacturing	25		\$46,570	\$1,164,250	\$1,250,000
May, 2023						
CO:LAB Pensacola (19 Companies)	Business Services	47		\$49,400	\$2,321,800	N/A
July, 2023						
5-year Goals To Date	25 Projects	2023	271	\$51,499	\$118,139,688	\$324,176,385
FY 2014-2023 Totals	41 Projects	7381	879	\$52,395	\$432,785,118	\$801,634,585

Occupancy (Goal: 80%)



5,382 SQ. FT.
OF 10,206 TOTAL

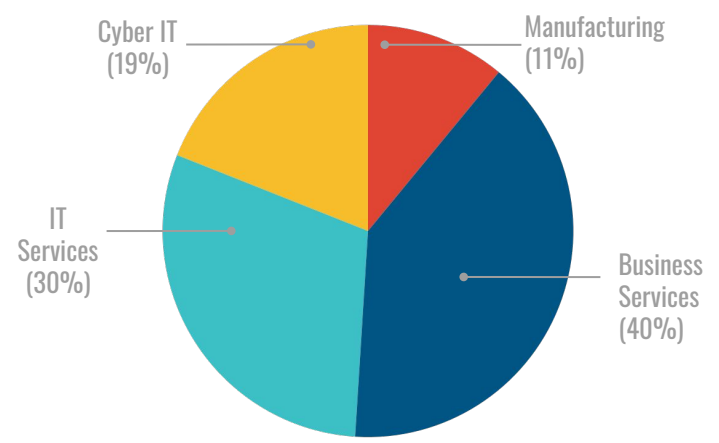
19
COMPANIES

47 EMPLOYEES

Revenue



Employees by Industry



Companies

Snap Soccer

Year 5

Prospect Junkie
ARGO Cyber Systems
Capacity Path

Year 3

Envision CMS
National Energy USA
Heart Crossed Films
Brewwww
Taste of Pensacola
MediaTech Direct
Maps & Legends Marketing
Morbi

Year 2

All Mine Lah
Determinant Materials
She Speaks and Inspires
Lifestyle Medicine Wellness & Recovery
Accenture
Mappica
Gulf Coast 3D Metrology

Year 1

Alumni

Master Butler Service Corp, *Jul '23*
Rx:Stay, *June '23*
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*

Community

NEWS Lifestyle Medicine Wellness & Recovery is thrilled and honored to have been one of 5 Florida non-profits, Pensacola's Health and Hope Clinic, Inc, awarded \$100K from the Amgen Pharmaceuticals Health Equity grant to improve cardiovascular health of black Americans in NW Florida!

Written into the grant proposal is funding for Culinary Medicine classes, performing onsite cooking classes to demonstrate the power of food- substituting whole plant ingredients in recipes and creating culturally sensitive, delicious meals without salt, fat and sugar.

Marketing & Communications Review – June 2023 over May 2023

Website Metrics – Google Analytics

Summary: We could improve results by returning to running a digital marketing campaign for each enterprise.

FloridaWest.com

- users ↓ 71% - ↓ 2928 – total of 1205 unique users
- page views ↓ 56% - ↓ 3571 – total of 2828 page views
- sessions ↓ 67% - ↓ 3010 – total of 1501 sessions
- top cities: Pensacola, Chicago, Atlanta, Ashburn, New Orleans

CyberCoastFlorida.com

- users ↑ 6% - ↑ 3 – total of 90 users
- page views ↑ 6% - ↑ 10 – total of 178 page views
- sessions ↑ 5% - ↑ 22 – total of 112 sessions
- top cities: Pensacola, Boardman, OR, Ashburn, Columbus, Orlando

CO-LAB.com

- users ↓ 21% - ↓ 48 – total of 185 users
- page views ↓ 3% - ↓ 13 – total of 447 page views
- sessions ↓ 21% - ↓ 37 – total of 286 sessions
- top cities: Ashburn, Pensacola, Atlanta, Chicago, Miami

Social Media Metrics

Summary: Recommend returning to an ongoing marketing effort to promote our social pages.

FloridaWest

- Facebook
 - Reach: 640 ↓ 13% over previous period
 - Page views: 93 ↑ 33% over previous period
 - Page new likes: 6
 - Total likes: 746
- Instagram
 - Reach: 393 ↑ 54% over previous period
 - Profile visits: 60 ↑ 86% over previous period
 - New followers: 7
 - Total followers: 551
- Twitter - 28-day snapshot
 - Tweet impressions: 987 ↑ 5% over previous period
 - Profile visits: 312 ↑ 1055% over previous period
 - Followers: 827

- LinkedIn
 - Reactions: 243 ↑ by 17% over previous period
 - New followers: 34
 - Total followers: 1065
 - Page views: 107 ↓ by 38% over previous period

CyberCoast

- Facebook
 - Reach: 61 ↑ by 13% over previous period
 - Page views: 20 ↓ by 17% over previous period
 - Page new likes: 2
 - Total likes: 145
- Instagram
 - Reach: 355 ↑ 110% over previous period
 - Profile Visits: 27 ↓ 45% over previous period
 - New followers: 12
 - Total followers: 319
- Twitter - 28-day snapshot
 - Tweet impressions: 176 ↓ 41% over previous period
 - Profile visits: 4
 - Followers: 37
- LinkedIn
 - Reactions: 25 ↓ 14% over previous period
 - New followers: 1
 - Total followers: 130
 - Page views: 6 ↓ 77% over previous period

CO:LAB

- Facebook
 - Reach: 1343 ↓ 1% over previous period
 - Page views: 188 ↑ 3% over previous period
 - Page new likes: 3
 - Total likes: 944
- Instagram
 - Reach: 763 ↓ 8% over previous period
 - Profile visits: 55 ↑ 6% over previous period
 - New followers: 9
 - Total followers: 1060
- Twitter - 28-day snapshot
 - Tweet impressions: 135 ↑ 35% over previous period
 - Profile visits: 72 ↑ 35% over previous period
 - Followers: 174
- LinkedIn - 90-day snapshot
 - Reactions: 92 ↑ 3% over previous period
 - New followers: 12
 - Total followers: 463

- Page views: 49 ↓ 37% over previous period

Events & More

- FloridaWest Website - Migration to new Content Management System is complete.
- BlueWind 1500th Nacelle event was held and we promoted with a press release, web article and social media.
- FloridaWest and CO:LAB to be a sponsor at Entrecon – Patrick building panel for discussion.
- CEO press/media relations – we stand ready to push out communications when approved.
 - Press release
 - Update website
 - Social media

DRAFT