

MEETING AGENDA – Tuesday, February 27th, 2024, 1:30 pm
FloridaWest Economic Development Alliance – Board Meeting
CO:LAB Pensacola, 418 Garden Street, Pensacola, FL 32502

- | | |
|--|-----------------------------|
| 1. Call to Order | Ryan Tilley |
| 2. Public Notice (01.16.24) | Tabitha Lee |
| 3. Roll Call | Tabitha Lee |
| 4. Public Comment | Ryan Tilley |
| 5. Action Items | |
| a. 2.27.24 Agenda | Ryan Tilley |
| b. 1.9.24 Board Meeting Minutes | Ryan Tilley |
| c. January Financials | Olevia McNally |
| 6. Committee Reports | |
| a. 2.9.24 Executive Committee Meeting Review | Ryan Tilley |
| 7. Project & Program Updates | Brian Hilson/Danita Andrews |
| a. Project Laser | |
| b. Project Crescent | |
| c. Project Ladyfish | |
| d. Project Dory | |
| e. Tech Park | |
| f. OLF8 | |
| g. The Bluffs | |
| Other Business | |
| h. Reminder: | Tabitha Lee |
| i. Updated Board Member Information Cards/Confidentiality/Conflict of Interest Status Update | |
| • Doug Bert | |
| • Chris Plaeger | |
| • Doug McMahon | |
| 8. Adjourn | |

Fiscal Year Meeting Schedule (Tentative)

- 3.08.24 EC Meeting 7:30 am
- 3.19.24 Board Meeting 1:30 pm
- 4.12.24 EC Meeting 7:30 am
- 4.23.24 Board Meeting 1:30 pm
- 5.10.24 EC Meeting 7:30 am
- 5.28.24 Board Meeting 1:30 pm - FYE 25 Budget Draft Due
- 6.14.24 EC Meeting 7:30 am
- 6.25.24 Board Meeting 1:30 pm - FYE 25 Budget Approval Due
- 7.12.24 EC Meeting 7:30 am
- 7.23.24 Board Meeting 1:30 pm - FYE 25 Budget Due to PEDC for Approval per Interlocal Agreement
- 8.09.24 EC Meeting 7:30 am
- 8.27.24 Board Meeting 1:30 pm - Board Officer Nominations

9.13.24 EC Meeting 7:30 am

9.24.24 Annual Meeting: Board Officer Elections – FYE 25 Meeting Schedule – Board Member Attendance Review – Board Member Documentations (Information Form/Confidentiality/Conflict of Interest)



MEETING MINUTES – Tuesday, January 9th, 2024 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:** David Bear called the meeting to order at 1:35 pm.
2. **Publicly Notice:** Melissa Stoker confirmed the meeting was noticed on November 29th, 2023.
3. **Roll Call**
 - a. **Board Members Present:** David Bear, Don Palmer, Olevia McNally, Jim Waite, Matthew Davis
 - b. **Board Members Absent:** Charletha Powell, Rick Byars, Ryan Tilley, Donnie McMahon
 - c. **Investors Present:** Kelvin Enfinger, Marcus McBride, KC Gartman, Dr. Ed Meadows
 - d. **Investors Absent:** Doug Bert, Rick Johnson
 - e. **Staff Present:** Brian Hilson, Danita Andrews, Melissa Stoker, Patrick Rooney, Casey Campbell, Jeff Rogers, Jessica Scholl, Lydia Miller
 - f. **Invited Guests:** Mike Dryden
 - g. **Public Present:** Carolyn Fries, Allison Jones, Brian Wyer, Emily Lalas, Kent Vancil
4. **Public Comment:** President David requested public comment. There was none.
5. **Action Items**

Brian Hilson

 - a. Approval of January 9th, 2024 Board Meeting Agenda. David Bear requested we move the audit presentation to before Funding Solutions.
Don Palmer moved to approve with edits.
Olevia McNally seconded.
Approved unanimously.
 - b. Approval of November 14th, 2023 Board Meeting Minutes
Don Palmer moved to approve.
Matthew Davis seconded.
Approved unanimously.
 - c. Approval of December 8th, 2023 Executive Committee Meeting Minutes
Don Palmer moved to approve.
Matthew Davis seconded.
Approved unanimously.
 - d. Approval of January 5th, 2024 Executive Committee Meeting Minutes
Don Palmer moved to approve.
Matthew Davis seconded.
Approved unanimously.

- e. Approval of December 2023 Financials
Treasurer Olevia McNally presented the financials to the board, including updates on items such as insurance rate increases and dues status.
Matthew Davis moved to approve.
Don Palmer seconded.
Approved unanimously.
- f. Acceptance of Funding Solutions Phase 1 Status Report: The Funding Solutions team presented the report with some Funding Solutions team members joining virtually and Mike Dryden in person. Brian Hilson also shared his experience and guidance on this before David Bear did the same. The full room discussed various questions presented by the members. Funding Solutions excused themselves from the room so the board could have additional conversation. Additional conversation did occur. A formal vote was not taken as it was deemed unnecessary.
- g. Proposal of Funding Solutions Phase 2 Agreement as written and presented.
Jim Waite moved to approve.
Don Palmer seconded.
David Bear: Yes
Don Palmer: Yes
Olevia McNally: Yes
Matthew Davis: Yes
Jim Waite: Yes
Approved unanimously.
- h. Acceptance of FYE 2023 Audit Presented by Saltmarsh. Allison Jones presented the FYE 2023 FloridaWest Audit report to the board. She reviewed changes from previous fiscal years. She shared that we received a clean audit with no items of concerns. She also presented the special engagement conducted at the special request of the board.
Matthew Davis moved to approve.
Don Palmer seconded.
Approved unanimously.
- i. CO:LAB Policy Board Vacancy: Patrick Rooney provided an update on Larry Strain's resignation from the Policy Board, vacating a seat. He shared a status update on the list of potential replacements, indicating we hope to present someone specific at the February board meeting. Formal action will be taken at that time.

6. Project Updates: Danita Andrews and Brian Hilson provided updates on the below projects.

- a. Project Laser
- b. Project Crescent
- c. Project Dawn
- d. Project Kiku
- e. Project Boola
- f. Tech Park
- g. OLF8
- h. The Bluffs

7. Other Business

- a. Reminder: Updated Board Member Information Cards/Confidentiality/Conflict of Interest Status Update
 - i. Doug Bert
 - ii. Kelvin Enfinger – Completed 1.9.24
 - iii. Dr. Edward Meadows – Completed 1.9.24
 - iv. Chris Plaeger

8. Adjourn: David Bear adjourned the meeting at 3:49 pm.

Fiscal Year Meeting Schedule

- 2.09.24 EC (Executive Committee) Meeting 7:30 am
- 2.27.24 Board Meeting 1:30 pm
- 3.08.24 EC Meeting 7:30 am
- 3.26.24 Board Meeting 1:30 pm
- 4.12.24 EC Meeting 7:30 am
- 4.23.24 Board Meeting 1:30 pm
- 5.10.24 EC Meeting 7:30 am
- 5.28.24 Board Meeting 1:30 pm - FYE 25 Budget Draft Due
- 6.14.24 EC Meeting 7:30 am
- 6.25.24 Board Meeting 1:30 pm - FYE 25 Budget Approval Due
- 7.12.24 EC Meeting 7:30 am
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Respectfully Submitted By:

Dr. Charletha Powell, Secretary
FloridaWest Economic Development Alliance

FloridaWest Economic Development Alliance
Profit & Loss Budget Performance YTD
October 2023 - January 2024

	Total			
	Actual	Budget	over Budget	% of Budget
Revenue				
4000 Membership Dues	\$ 100,000.00	\$ 200,000.00	\$ (100,000.00)	50%
4200 Investor Membership Dues	\$ 30,000.00	\$ 90,000.00	\$ (60,000.00)	33%
4410 Non-Dues Income	\$ -	\$ 5,400.00	\$ (5,400.00)	0%
4420 Government Income	\$ -	\$ 150,000.00	\$ (150,000.00)	0% ¹
4430 PEDC	\$ 337,500.00	\$ 675,000.00	\$ (337,500.00)	50%
4500 CoLab Income	\$ 32,753.17	\$ 117,000.00	\$ (84,246.83)	28%
4512 Miscellaneous Income	\$ 150.00	\$ 400.00	\$ (250.00)	38%
4513 CD Interest Income	\$ 4,817.06	\$ 4,500.00	\$ 317.06	107%
4520 New Revenue		\$ 327,850.00	\$ (327,850.00)	0%
Total Revenue	\$ 505,220.23	\$ 1,570,150.00	\$ (1,064,929.77)	32%
Gross Profit	\$ 505,220.23	\$ 1,570,150.00	\$ (1,064,929.77)	32%
Expenditures				
5005 Bank & Credit Card Fees	\$ -	\$ 650.00	\$ (650.00)	0%
5060 Marketing, Adv & Promo/Investor	\$ 8,161.00	\$ 18,000.00	\$ (9,839.00)	45%
5060a Marketing - Website	\$ 864.60	\$ 18,000.00	\$ (17,135.40)	5%
5060b Business Development	\$ 846.72	\$ 12,000.00	\$ (11,153.28)	7%
5060c Prospect Development	\$ 1,287.07	\$ 24,000.00	\$ (22,712.93)	5%
5060d Consulting	\$ 97,021.97	\$ 212,000.00	\$ (114,978.03)	46% ²
5060e Tradeshows	\$ 850.00	\$ 6,000.00	\$ (5,150.00)	14%
5559 Workforce Marketing	\$ -	\$ 12,000.00	\$ (12,000.00)	0%
5680 Cyber/High Growth Companies	\$ 830.94	\$ 18,000.00	\$ (17,169.06)	5%
Total 5060 Marketing, Adv & Promo/Investor	\$ 109,862.30	\$ 320,000.00	\$ (210,137.70)	34%
5066 Database/Research	\$ 5,395.68	\$ 20,000.00	\$ (14,604.32)	27%
5100 Audit Expense	\$ 19,910.67	\$ 30,800.00	\$ (10,889.33)	65%
5105 Legal Fees	\$ 5,310.00	\$ 20,000.00	\$ (14,690.00)	27%
5120 Auto Travel	\$ 1,294.45	\$ 10,000.00	\$ (8,705.55)	13%
5140 Business Travel	\$ 6,706.95	\$ 35,000.00	\$ (28,293.05)	19%
5200 Dues & Subscriptions	\$ 2,058.72	\$ 12,500.00	\$ (10,441.28)	16%
5310 Insur-D&O/Liab/Umbrella/EPLI	\$ 12,271.30	\$ 8,000.00	\$ 4,271.30	153%
5410 Maint & Repair- Computers	\$ 8,612.86	\$ 24,000.00	\$ (15,387.14)	36%
5440 Meeting Expense	\$ 832.66	\$ 3,000.00	\$ (2,167.34)	28%
5500 CoLab Expenses	\$ 28,379.86	\$ 39,000.04	\$ (10,620.18)	73%
5600 Miscellaneous Expense	\$ 250.00	\$ 350.00	\$ (100.00)	71%
5610 Postage	\$ 424.00	\$ 600.00	\$ (176.00)	71%
57000 Employee Wages & Benefits	\$ 225,921.54	\$ 770,000.00	\$ (544,078.46)	29%
5800 Supplies	\$ 872.71	\$ 2,750.00	\$ (1,877.29)	32%
5915 Telephone	\$ 732.51	\$ 4,000.00	\$ (3,267.49)	18%
5925 Cell Phones	\$ 1,982.46	\$ 7,000.00	\$ (5,017.54)	28%
5954 Copier Expense	\$ 25.80	\$ 500.00	\$ (474.20)	5%
5980 Rent Expense	\$ 21,413.70	\$ 55,000.00	\$ (33,586.30)	39%
6000 Professional Services			\$ -	
6000c Advocacy	\$ 10,000.00	\$ 60,000.00	\$ (50,000.00)	17%
6000d Marketing Consultant	\$ 23,000.00	\$ 69,000.00	\$ (46,000.00)	33%
Total 6000 Professional Services	\$ 33,000.00	\$ 129,000.00	\$ (96,000.00)	26%
Total Expenditures	\$ 485,258.17	\$ 1,492,150.04	\$ (1,006,891.87)	33%
Net Revenue	\$ 19,962.06	\$ 77,999.96	\$ (58,037.90)	26%

1.Submitted to City. Waiting on Payments.

2. Expenses for Funding Solutions

FloridaWest Economic Development Alliance

Statement of Financial Position

As of January 31, 2024

	Total
ASSETS	
Current Assets	
Bank Accounts	
1000 Checking- Private Hancock -363	189,743.82
1010 Checking - Public Hancock- 355	194,599.71
1020 Money Market - HW	100,565.22
Total Bank Accounts	\$ 484,908.75
Accounts Receivable	
11000 Accounts Receivable	135,733.80
Total Accounts Receivable	\$ 135,733.80
Other Current Assets	
1300 Prepaid Rent	23,827.50
Total Other Current Assets	\$ 23,827.50
Total Current Assets	\$ 644,470.05
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	\$ 663,800.17
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2300 Other Payables	29,462.00
2350 Christmas Club Payable	375.00
Total 2300 Other Payables	\$ 29,837.00
2400 Payroll Liabilities	31,986.00
Total Current Liabilities	\$ 61,823.00
Total Liabilities	\$ 61,823.00
Equity	
3200 Unrestricted Net Assets	582,015.11
Net Revenue	19,962.06
Total Equity	\$ 601,977.17
TOTAL LIABILITIES AND EQUITY	\$ 663,800.17

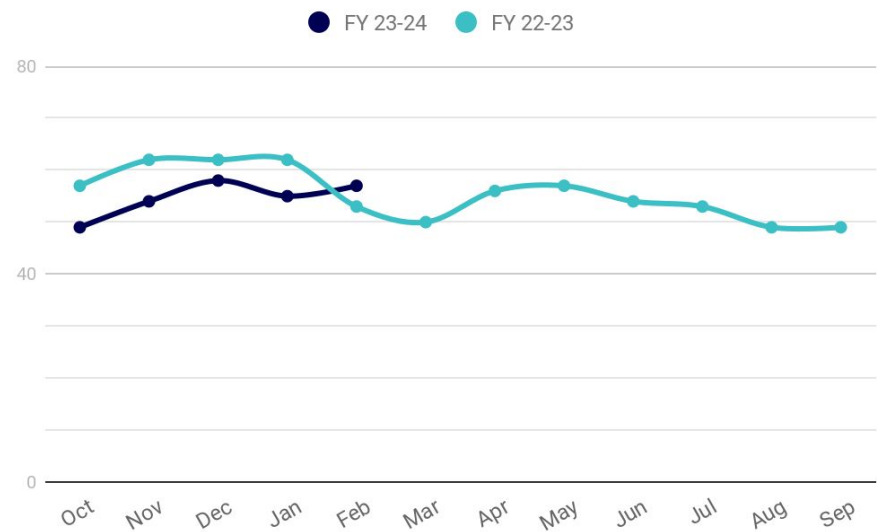
FloridaWest Economic Development Alliance

Statement of Activity by Class

October 2023 - January 2024

	Private	Public	TOTAL
Revenue			
4000 Membership Dues	\$ 90,000.00	\$ 10,000.00	\$ 100,000.00
4200 Investor Membership Dues	\$ 30,000.00		\$ 30,000.00
4430 PEDC		\$ 337,500.00	\$ 337,500.00
4500 CoLab Income	\$ 32,753.17	\$ -	\$ 32,753.17
4512 Miscellaneous Income	\$ 150.00		\$ 150.00
4513 CD Interest Income	\$ 4,817.06	\$ -	\$ 4,817.06
Total Revenue	\$ 157,720.23	\$ 347,500.00	\$ 505,220.23
Expenditures			
5060 Marketing, Adv & Promo/Investor	\$ 8,161.00		\$ 8,161.00
5060a Marketing - Website		\$ 864.60	\$ 864.60
5060b Business Development	\$ 846.72	\$ -	\$ 846.72
5060c Prospect Development	\$ 1,287.07	\$ -	\$ 1,287.07
5060d Consulting	\$ 97,021.97		\$ 97,021.97
5060e Tradeshows	\$ 850.00		\$ 850.00
5680 Cyber/High Growth Companies		\$ 830.94	\$ 830.94
Total 5060 Marketing, Adv & Promo/Investor	\$ 108,166.76	\$ 1,695.54	\$ 109,862.30
5066 Database/Research		\$ 5,395.68	\$ 5,395.68
5100 Audit Expense	\$ -	\$ 19,910.67	\$ 19,910.67
5105 Legal Fees		\$ 5,310.00	\$ 5,310.00
5120 Auto Travel	\$ 574.45	\$ 720.00	\$ 1,294.45
5140 Business Travel	\$ 6,706.95	\$ -	\$ 6,706.95
5200 Dues & Subscriptions	\$ 2,058.72		\$ 2,058.72
5310 Insur-D&O/Liab/Umbrella/EPLI		\$ 12,271.30	\$ 12,271.30
5410 Maint & Repair- Computers	\$ 2,827.66	\$ 5,785.20	\$ 8,612.86
5440 Meeting Expense	\$ 832.66	\$ -	\$ 832.66
5500 CoLab Expenses	\$ 10,881.76	\$ 17,498.10	\$ 28,379.86
5600 Miscellaneous Expense	\$ 250.00		\$ 250.00
5610 Postage	\$ 424.00		\$ 424.00
57000 Employee Wages & Benefits	\$ -	\$ 225,921.54	\$ 225,921.54
5800 Supplies	\$ 872.71		\$ 872.71
5915 Telephone	\$ 732.51		\$ 732.51
5925 Cell Phones	\$ 1,982.46		\$ 1,982.46
5954 Copier Expense	\$ 17.20	\$ 8.60	\$ 25.80
5980 Rent Expense	\$ -	\$ 21,413.70	\$ 21,413.70
6000 Professional Services			\$ -
6000c Advocacy	\$ 10,000.00		\$ 10,000.00
6000d Marketing Consultant		\$ 23,000.00	\$ 23,000.00
Total 6000 Professional Services	\$ 10,000.00	\$ 23,000.00	\$ 33,000.00
Total Expenditures	\$ 146,327.84	\$ 338,930.33	\$ 485,258.17
Net Revenue	\$ 11,392.39	\$ 8,569.67	\$ 19,962.06

Occupancy (Goal: 80%)



5,852 SQ. FT.
OF 10,206 TOTAL



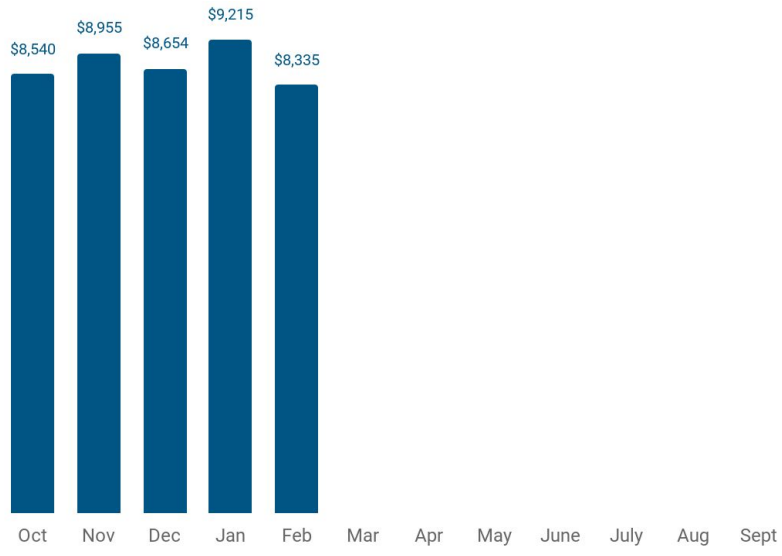
19
COMPANIES



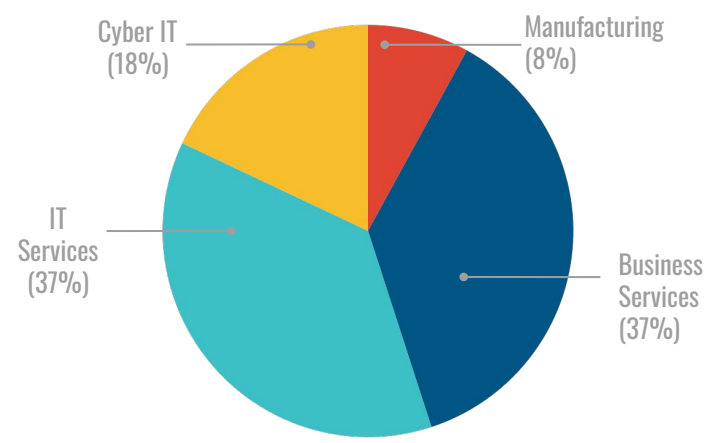
49 EMPLOYEES



Revenue



Employees by Industry



Companies

Snap Soccer

Year 5

Prospect Junkie
ARGO Cyber Systems
Envision CMS
National Energy USA

Year 3

Taste of Pensacola
MediaTech Direct
Maps & Legends Marketing
Morbi
All Mine Lah
Lifestyle Medicine Wellness & Recovery

Year 2

She Speaks and Inspires
Accenture
Mappica
Gulf Coast 3D Metrology
Screen Corps
Key Tutoring Resources
SwiftWorks Technology
McDuffy Presents

Year 1

Alumni

Brewwww, *Jan '24*
Heart Crossed Films, *Dec '23*
Determinant Materials, *Nov '23*
Capacity Path, *Aug '23*
Doorknob Consulting, *Aug '23*
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

NEW TENANT McDuffy Presents is a business consulting firm that works with small business owners to help them get started and grow. Coach Glenn McDuffy offers collaborative coaching and business workshops nationally and locally, both in-person and virtually. The focus is on optimizing operations for efficiency and recognizing opportunities for growth.

MEETING AGENDA – Friday, February 9th, 2024 7:30 am

**FloridaWest Economic Development Alliance – Executive Committee Meeting
FloridaWest EDA, 3 W Garden St, Ste 618, Pensacola, FL**

1. **Call to Order:** David Bear called the meeting to order at 7:35 am.
2. **Public Notice:** Brian Hilson confirmed the meeting was publicly noticed on January 16, 2024.
3. **Roll Call**
Committee Members Present: David Bear, Ryan Tilley, Olevia McNally, Dr. Charletha Powell, Rick Byars
Committee Members Absent: None.
Staff Present: Brian Hilson, Danita Andrews, Jessica Scholl, Tabitha Lee, Lydia Miller joined at 8:40am
4. **Public Comment:** President David Bear invited public comment. There was none.
5. **Action Items**
 - a. Approval of Agenda. Olevia McNally moved to approve the February 9, 2024, Executive Committee meeting agenda. Rick Byars seconded. The motion passed unanimously.
 - b. Approval of Minutes – Rick Byars moved to approve the January 5, 2024, Executive Committee meeting minutes. Dr. Charletha Powell seconded. The motion passed unanimously.
 - c. Approval of Financial Statements – Treasurer Olevia McNally discussed the January 31, 2024, financial statements and noted the financials are consistent with expectations. The group discussed the income submittals, expenses for Funding Solutions and other line items in the financials. Brian Hilson provided an update on staff salary and consulting payments and discussed optimal ranges of these items as percentages of the budget. Brian Hilson addressed opportunities under the existing budget to support military defense priorities in the area. David Bear recommended considering an additional budgetary column to reflect percentage of budget spent to date. The group discussed the mechanics of implementing this request.

Rick Byars moved to approve the financials as presented. Ryan Tilley seconded. The motion passed unanimously.
6. **Economic Development Updates:** Brian Hilson discussed potential new construction projects including along Hwy 29 and near Century, Florida including his recent meetings with local commissioners to identify potential land acquisitions. Danita Andrews provided project updates for information and discussion, including on projects Sable, Crescent, Laser, Yellowtail, Ladyfish, Sparrow, Kiku, Bluffs, Highway 29 Corridor, OLF8, and Tech Park.
7. **Other Business:** Brian Hilson introduced new staff member Tabitha Lee and the group welcomed her to FloridaWest. Brian Hilson advised of the current scope of responsibilities of bookkeeper Lydia Miller.

Brian Hilson discussed the Strategic Plan and his emphasis on formally revisiting and re-adopting the plan annually. He delineated between the overarching goals and detailed action plans and advised of his intent to refine detailed plans at the staff level and update the Board accordingly. Brian Hilson provided updates on the Funding Solutions campaign analysis as well as communications metrics and community engagement strategy going forward.

The group discussed increasing investor diversity, expanding board representation, and reviewing investment levels, term limits and reappointments.

Rick Byars discussed Northwest Florida Defense Coalition including its 501(c)(6) designation, governance structure and an update on grants and fundraising. The Coalition is coordinating with the Chamber on priorities and primarily currently focusing on advocacy for capital construction efforts at NAS Pensacola, NAS Whiting Field, and NAS Corry Station. Rick Byars discussed recent congressional meetings and updates on hangar repairs and construction at NAS Pensacola, child-care facility support, as well as upcoming meetings. Brian Hilson discussed opportunities to participate with the Navy League.

The upcoming March board meeting was rescheduled from March 26 to March 19, 2024, to maximize member and investor attendance due to Escambia County School spring break schedule.

8. Adjourn: David Bear adjourned the meeting at 9:36 am.

Upcoming Meeting Schedule

2.27.24 Board Meeting 1:30pm

3.08.2024 Executive Committee Meeting 7:30am

3.19.2024 Board Meeting 1:30pm

4.12.24 EC Meeting 7:30 am

4.23.24 Board Meeting 1:30 pm

5.10.24 EC Meeting 7:30 am

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9.13.24 EC Meeting 7:30 am

9.24.24 Annual Meeting: Board Officer Elections – FYE 25 Meeting Schedule – Board Member Attendance
Review – Board Member Documentations (Information Form/Confidentiality/Conflict of Interest)

Respectfully Submitted By:

Dr. Charletha Powell, Secretary
FloridaWest Economic Development Alliance

BUSINESS DEVELOPMENT

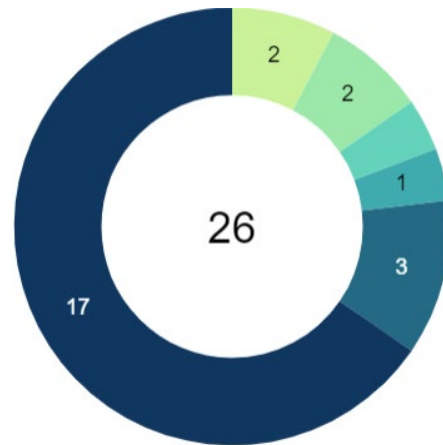
February 7, 2024

Active Projects	26
Active Project Site Visits	8
Existing Industry Visits	14
Response Proposals	2

PROJECTS BY TARGET SECTOR / **12** NEW LOCATIONS
14 LOCAL EXPANSIONS

New Jobs	Retained Jobs	Average Wage	Capital Investment
1,271	477	\$62,676.50	\$2,686,403,000

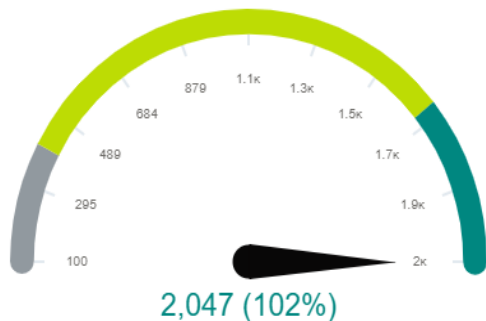
- Primary Target Industry
- Aviation/Aerospace ●
 - Business Services ●
 - Cyber Security ●
 - Distribution/Logistics ●
 - Headquarters ●
 - Manufacturing ●
 - Research & Development ●



YTD EXISTING INDUSTRY VISITS = 14

Month	Count	Date	Company	#Employees	Sector
OCTOBER	7	02/1/2024	IBM	46	Information Technology
NOVEMBER	2	02/1/2024	ST Engineering	400	Aviation MRO
DECEMBER	1	02/1/2024	International Paper	600	Manufacturing
JANUARY	0	02/2/2024	BlueWind Technology	120	Manufacturing
FEBRUARY	4				

ANNOUNCEMENTS



5-YEAR JOBS GOAL = 2000 (2019-2023)
2014 -2024 = 59 PROJECTS ANNOUNCED

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

New Jobs	Retained Jobs	Average Wage	Annual Payroll	Capital Investment
2047	299	\$58,101	\$136,305,080	\$325,651,385
New Jobs	Retained Jobs	Average Wage	Annual Payroll	Capital Investment
7447	914	\$57,454	\$480,375,870	\$803,259,585

FloridaWest - Business Expansion and Relocation Announcements



Company Announcements (2014 - 2018)	Zip Code	Sector	New Jobs	Retained Jobs	Average Wage	Annual Payroll	Capital Investment
		24 Projects	5397	614	\$56,890	\$341,965,790	\$477,458,200
Lost Key Media May, 2019	32502	Business Services	3		\$50,000	\$150,000	NA
American Tire Distributors June, 2019	32503	Distribution	30	20	\$32,000	\$1,600,000	\$4,000,000
ST Engineering Aerospace July, 2019	32503	Aviation	1325		\$45,394	\$60,147,050	\$245,000,000
Qualia Is March 2020	32502	Business Services	2		\$50,000	\$100,000	NA
EBI Management Group, Inc. March, 2020	32502	Business Services	13	1	\$65,000	\$910,000	\$350,000
Girl Catch Fire April, 2020	32503	Business Services	1	1	\$50,000	\$100,000	NA
CoFlyt May, 2020	32507	IT	5	3	\$63,200	\$505,600	NA
Right on Target Marketing May, 2020	32502	Business Services	2		\$40,000	\$80,000	NA
Social Icon May, 2020	32502	Business Services	3		\$42,000	\$126,000	NA
Speaker Training May, 2020	32502	Business Services	1	1	\$50,000	\$100,000	NA
Altius Marketing May 2020	32503	Business Services	1	1	\$55,000	\$110,000	NA
Association Resource Solutions May 2020	32514	Business Services	1	5	\$45,000	\$270,000	NA
Blue Wind Technologies May 2020	32514	Manufacturing	120		\$41,937	\$5,032,440	\$3,500,000
Ascend Performance Materials June 2020	32533	Manufacturing	10	30	\$67,000	\$2,680,000	\$20,000,000
Cordele Intermodal June 2020	32533	Business Services	5	20	\$42,000	\$1,050,000	\$3,500,000
Data Revolution September, 2020	32504	Business Services	5		\$60,000	\$300,000	NA
Guided Particle Systems September, 2020	32502	R&D	1	4	\$80,000	\$400,000	NA
WarFighter Fitness September, 2020	32503	Business Services	2	4	\$51,600	\$309,600	NA
Tag Tech, LLC September, 2020	32502	IT	5	6	\$84,500	\$929,500	NA
Angler Up Charters September, 2020	32503	Business Services	2	2	\$59,900	\$239,600	\$225,000
Streamline Boats September 2020	32502	Manufacturing	100		\$45,500	\$4,550,000	\$2,000,000
N Star Investments March 2021	32502	Business Services	1		\$106,000	\$106,000	
Hemp Surgical March 2021	32502	Manufacturing	35		\$38,000	\$1,330,000	\$7,000,000
CIRCULOGENE December 2021	32535	BioMedical	70		\$100,000	\$7,000,000	\$3,325,000
Paradigm Parachute & Defense March, 2022	32502	Manufacturing	28	21	\$46,500	\$2,278,500	\$2,653,345
Pegasus Laboratories March, 2022	32534	Manufacturing	63	100	\$61,204	\$9,976,252	\$17,665,000
ActiGraph, LLC April, 2022	32514	Headquarters	43	80	\$65,000	\$7,995,000	\$7,833,040
Advanced Technology Recycle (ATR) June, 2022	32502	Headquarters	74		\$55,332	\$4,094,568	\$3,500,000
Vivid Bridge Studios January, 2023	32505	Business Services	6		\$58,200	\$349,200	NA
Anglin Reichmann Armstrong March, 2023	32502	Headquarters	10		\$58,000	\$580,000	\$3,600,000
128 Creative Collective March, 2023	32505	Business Services	5		\$68,300	\$341,500	NA
RX-Stay May, 2023	32502	Business Services	2		\$78,700	\$157,400	NA
Algaplast Corp. May, 2023	32535	Manufacturing	25		\$46,570	\$1,164,250	\$1,500,000
Capacity Path May, 2023	32501	Business Services	2		\$82,300	\$164,600	
Determinent Materials Nov ember, 2023	32502	Manufacturing	3	1	\$47,800	\$191,200	\$150,000
CO:LAB Pensacola (19 Companies) October, 2023	32502	Business Services	46		\$49,400	\$2,272,400	NA
5-year Goals (2019-2023)		35 Projects	2047	299	\$58,101	\$136,305,080	\$325,651,385
FY 2014-2024 Totals		59 Projects	7447	914	\$57,454	\$480,375,870	\$803,259,585

Marketing & Communications Review – Jan. 2024 over Dec. 2023

Website Metrics – Google Analytics

Summary: Numbers are soft from the holidays. We would greatly improve results by returning a digital marketing campaign for each enterprise.

FloridaWest.com

- users ↑ 64% - ↑ 401 – total of 1031 unique users
- page views ↑ 51% - ↑ 598 – total of 1776 page views
- sessions ↑ 61% - ↑ 467 – total of 1235 sessions
- top cities: Pensacola, Chicago, Ashburn, Atlanta, Columbus, New Orleans

CyberCoastFlorida.com

- users ↑ 29% - ↑ 15– total of 66 users
- page views ↑ 53% - ↑ 50 – total of 144 page views
- sessions ↑ 27% - ↑ 17– total of 78 sessions
- top cities: Pensacola, Mobile, London, Chicago, Columbus, New York

CO-LAB.com

- users ↑ 16% - ↑ 25 – total of 186 users
- page views ↑ 48% - ↑ 155 – total of 455 page views
- sessions ↑ 13% - ↑ 33 – total of 222 sessions
- top cities: Pensacola, Chicago, New Orleans, Ashburn, Des Moines

Social Media Metrics

Summary: While numbers are improving, we recommend returning to an ongoing marketing effort to promote our social pages.

FloridaWest

- Facebook
 - Reach: 296 ↑ 25% over previous period
 - Page views: 37 ↓ 14% over previous period
 - Page new likes: 0
 - Total likes/followers: 912
- Instagram
 - Reach: 217 ↑ 66% over previous period
 - Profile visits: 21 – 40% over previous period
 - New followers: 7
 - Total followers: 576
- X - 28-day snapshot
 - X no longer providing insights without a subscription

- LinkedIn
 - Reactions: 48 ↓ by 76% over previous period
 - Page views: 50 ↓ by 25% over previous period
 - New followers: 21
 - Total followers: 1184

CO:LAB

- Facebook
 - Reach: 645 ↑ by 55% over previous period
 - Page views: 118 ↓ by 11% over previous period
 - Page new likes: 1
 - Total likes: 990
- Instagram
 - Reach: 320 ↑ 30% over previous period
 - Profile Visits: 35 ↑ 67% over previous period
 - New followers: 16
 - Total followers: 1,105
- X - 28-day snapshot
 - X no longer providing insights without a subscription¹
- LinkedIn
 - Reactions: 44 ↓ 62% over previous period
 - Page views: 30 ↓ 29% over previous period
 - New followers: 6
 - Total followers: 525

CyberCoast

- Facebook
 - Reach: 113 ↑ 169% over previous period
 - Page views: 31 ↓ 65% over previous period
 - Page new likes: 2
 - Total likes: 152
- Instagram
 - Reach: 153 ↓ 19% over previous period
 - Profile visits: 15 ↑ 25% over previous period
 - New followers: 3
 - 328
- X - 28-day snapshot
 - X no longer providing insights without a subscription
- LinkedIn - 90-day snapshot
 - Reactions: 27 ↑ 50% over previous period
 - Page views: 15 ↑ 4% over previous period
 - New followers: 4
 - Total followers: 168

News, Events & More

- February eNewsletter sent Friday, Feb. 2.
 - Please send any relevant economic development/community news to pr@floridawesteda.com
- The next Taco Thursday is Feb. 29, noon at CO:LAB
- 1 Million Cups is March 6, 9 a.m. at CO:LAB

CHAIRMAN'S 2024 ANNUAL APPOINTMENTS TO BOARDS AND COMMITTEES

Area Housing Commission (1) – Comr. May

Children's Services Council (1) – Comr. May

Children's Trust (1) – Comr. May (Florida Statutes § 125.901 (1)(a) The governing body of the district shall be a council on children's services, which may also be known as a juvenile welfare board or similar name as established in the ordinance by the

county governing body. Such council shall consist of 10 members, including the superintendent of schools; a local school board member; the district administrator from the appropriate district of the Department of Children and Families, or his or her designee who is a member of the Senior Management Service or of the Selected Exempt Service; one member of the county governing body; and the judge assigned to juvenile cases who shall sit as a voting member of the board, except that said judge shall not vote or participate in the setting of ad valorem taxes under this section. If there is more than one judge assigned to juvenile cases in a county, the chief judge shall designate one of said juvenile judges to serve on the board. The remaining five members shall be appointed by the Governor, and shall, to the extent possible, represent the demographic diversity of the population of the county.)

Circuit One Juvenile Justice Circuit Advisory Board (1) – (NOTE: The BCC does not make appointments to this Board. Appointments are made by the Circuit One Juvenile Justice Advisory Board. There are no term limits on this Committee.)

Community Action Program Committee, Inc. (1) – Comr. May

Community Drug & Alcohol Commission (1) – Comr. May

Community Enterprise Investment, Inc. (1) – Comr. May

Council on Aging (1) – (NOTE: Appointments to this Committee are made by the Council on Aging, not by the BCC Chairman.)

Downtown Improvement Board (1) – Comr. Kohler

Early Learning Coalition of Escambia County (1) – Melody Meier

Emerald Coast Regional Council (2) – Comr. Bender and Comr. Barry (NOTE: The Florida-Alabama TPO makes appointments to this organization.)

Escambia County Transportation Disadvantaged Coordinating Board (1) – Comr. May

Extension Council-Escambia County (1) – Comr. Barry

Florida-Alabama Transportation Planning Organization (5) – All Commissioners (NOTE: Formerly Transportation Planning Organization/Metropolitan Planning Organization)

Gulf Consortium (1) – Comr. Bender

Juvenile Justice Council (1) – Comr. Bender

Military Affairs Committee (1) – Comr. Bender

Pensacola and Perdido Bays Estuary Program Policy Board (2) – Comr. Bender and Comr. Kohler (NOTE: This Board, which was established by the Pensacola and Perdido Bays Estuary Program Interlocal Agreement, replaces the Bay Area Resource Council.)

Pensacola-Escambia Development Commission (2) – Comr. Barry for calendar year 2024 and 2025. Comr. Bergosh for calendar year 2025 and 2026. (NOTE: Each Commissioner is appointed for staggered two-year terms.)

Public Safety Coordinating Council-Escambia County (1) – Comr. May

Resource, Conservation and Development Council (1) – Comr. Barry

Tourist Development Council (1) – Comr. Bergosh

Value Adjustment Board (2) – Comr. Barry and Comr. Bergosh