

MEETING AGENDA – Friday, March 8th, 2024, 7:30 am

**FloridaWest Economic Development Alliance – Executive Committee Meeting
FloridaWest EDA, 418 West Garden Street. Pensacola, FL 32502
3rd floor conference room.**

- | | |
|---|------------------------------------|
| 1. Call to Order | David Bear |
| 2. Public Notice (2.20.2024) | Tabitha Lee |
| 3. Roll Call | Tabitha Lee |
| 4. Public Comment | David Bear |
| 5. Action Items | |
| a. 3.8.2024 Agenda | |
| b. 02.09.24 Executive Committee Meeting Minutes | David Bear |
| c. February Financial Statements | Olevia McNally |
| d. CO:LAB Policy Board Appointment: Larry Strain & Dr. Powell Vacancies | |
| e. Bylaws | Brian Hilson/Jessica Scholl |
| 6. FloridaWest Campaign | Brian Hilson/Mike Dryden |
| a. Metrics | |
| b. Investment Levels | |
| c. Leadership | |
| d. Campaign Name | |
| 7. Project Updates | Brian Hilson/Danita Andrews |
| a. Project Laser | |
| b. Tech Park | |
| c. Project Sable/Hwy 29 | |
| d. Project Crescent | |
| e. The Bluffs | |
| f. OLF8 | |
| 8. Other Business | David Bear |
| 9. Adjourn | |

Upcoming Meeting Schedule

3.19.2024 Board Meeting 1:30pm
4.12.2024 Executive Committee Meeting 7:30am
4.23.2024 Board Meeting 1:30pm

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
- 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)

Respectfully Submitted By:

Dr. Charletha Powell, Secretary
FloridaWest Economic Development Alliance

FloridaWest Economic Development Alliance

Profit & Loss Budget Performance

October 2023 - February 2024

	February 2024 Actual	Year To Date Actual	Total Annual Budget	over Budget	% of Budget
Revenue					
4000 Membership Dues	\$ 20,000.00	\$ 120,000.00	\$ 200,000.00	\$ (80,000.00)	60.00%
4200 Investor Membership Dues	\$ -	\$ 30,000.00	\$ 90,000.00	\$ (60,000.00)	33.33%
4410 Non-Dues Income	\$ -	\$ -	\$ 5,400.00	\$ (5,400.00)	0.00%
4420 Government Income	\$ 75,000.00	\$ 75,000.00	\$ 150,000.00	\$ (75,000.00)	50.00%
4430 PEDC	\$ -	\$ 337,500.00	\$ 675,000.00	\$ (337,500.00)	50.00%
4500 CoLab Income	\$ 8,926.58	\$ 41,679.75	\$ 117,000.00	\$ (75,320.25)	35.62%
4512 Miscellaneous Income	\$ -	\$ 150.00	\$ 400.00	\$ (250.00)	37.50%
4513 CD Interest Income	\$ 32.79	\$ 4,849.85	\$ 4,500.00	\$ 349.85	107.77%
4520 New Revenue	\$ -	\$ -	\$ 327,850.00	\$ (327,850.00)	0.00%
Total Revenue	\$ 103,992.16	\$ 609,179.60	\$ 1,570,150.00	\$ (960,970.40)	38.80%
Expenditures					
5005 Bank & Credit Card Fees	\$ -	\$ -	\$ 650.00	\$ (650.00)	0.00%
5060 Marketing, Adv & Promo/Investor	\$ 4,286.76	\$ 12,447.76	\$ 18,000.00	\$ (5,552.24)	69.15%
5060a Marketing - Website	\$ 150.00	\$ 1,014.60	\$ 18,000.00	\$ (16,985.40)	5.64%
5060b Business Development	\$ 288.28	\$ 1,135.00	\$ 12,000.00	\$ (10,865.00)	9.46%
5060c Prospect Development	\$ 178.81	\$ 1,465.88	\$ 24,000.00	\$ (22,534.12)	6.11%
5060d Consulting	\$ 2,057.40	\$ 99,079.37	\$ 212,000.00	\$ (112,920.63)	46.74%
5060e Tradeshows	\$ 5,200.00	\$ 6,050.00	\$ 6,000.00	\$ 50.00	100.83% ¹
5559 Workforce Marketing	\$ -	\$ -	\$ 12,000.00	\$ (12,000.00)	0.00%
5680 Cyber/High Growth Companies	\$ 540.12	\$ 1,371.06	\$ 18,000.00	\$ (16,628.94)	7.62%
Total 5060 Marketing, Adv & Promo/Investor	\$ 12,701.37	\$ 122,563.67	\$ 320,000.00	\$ (197,436.33)	38.30%
5066 Database/Research	\$ 2,500.00	\$ 7,895.68	\$ 20,000.00	\$ (12,104.32)	39.48%
5100 Audit Expense	\$ 4,100.00	\$ 24,010.67	\$ 30,800.00	\$ (6,789.33)	77.96%
5105 Legal Fees	\$ 3,180.00	\$ 8,490.00	\$ 20,000.00	\$ (11,510.00)	42.45%
5120 Auto Travel	\$ -	\$ 1,294.45	\$ 10,000.00	\$ (8,705.55)	12.94%
5140 Business Travel	\$ 1,897.52	\$ 8,604.47	\$ 35,000.00	\$ (26,395.53)	24.58%
5200 Dues & Subscriptions	\$ 524.39	\$ 2,583.11	\$ 12,500.00	\$ (9,916.89)	20.66%
5310 Insur-D&O/Liab/Umbrella/EPLI	\$ -	\$ 12,271.30	\$ 8,000.00	\$ 4,271.30	153.39%
5410 Maint & Repair- Computers	\$ 3,289.41	\$ 11,902.27	\$ 24,000.00	\$ (12,097.73)	49.59%
5440 Meeting Expense	\$ 376.94	\$ 1,209.60	\$ 3,000.00	\$ (1,790.40)	40.32%
5500 CoLab Expenses	\$ 4,034.84	\$ 26,664.70	\$ 117,000.00	\$ (90,335.30)	22.79%
5600 Miscellaneous Expense	\$ -	\$ 250.00	\$ 350.00	\$ (100.00)	71.43%
5610 Postage	\$ -	\$ 424.00	\$ 600.00	\$ (176.00)	70.67%
57000 Employee Wages & Benefits	\$ 59,980.55	\$ 285,902.09	\$ 770,000.00	\$ (484,097.91)	37.13% ²
5800 Supplies	\$ 495.03	\$ 1,367.74	\$ 2,750.00	\$ (1,382.26)	49.74%
5915 Telephone	\$ 265.78	\$ 998.29	\$ 4,000.00	\$ (3,001.71)	24.96%
5925 Cell Phones	\$ 761.73	\$ 2,744.19	\$ 7,000.00	\$ (4,255.81)	39.20%
5954 Copier Expense	\$ 8.60	\$ 34.40	\$ 500.00	\$ (465.60)	6.88%
5980 Rent Expense	\$ -	\$ 21,413.70	\$ 55,000.00	\$ (33,586.30)	38.93%
6000 Professional Services				\$ -	
6000c Advocacy	\$ 10,000.00	\$ 20,000.00	\$ 60,000.00	\$ (40,000.00)	33.33% ³
6000d Marketing Consultant	\$ 5,750.00	\$ 23,000.00	\$ 69,000.00	\$ (46,000.00)	33.33%
Total 6000 Professional Services	\$ 15,750.00	\$ 43,000.00	\$ 129,000.00	\$ (86,000.00)	33.33%
Total Expenditures	\$ 106,394.12	\$ 583,624.33	\$ 1,570,150.00	\$ (986,525.67)	37.17%
Net Revenue	\$ (2,431.25)	\$ 25,555.27	\$ -	\$ 25,555.27	

1. Duplicate registration made. \$2,450 will be refunded.

2. FW moved to an unlimited PTO policy and paid employees PTO bank out.

3. Northwest Florida Defense Coalition investment.

FloridaWest Economic Development Alliance
Statement of Financial Position
As of February 29, 2024

	Total
ASSETS	
Current Assets	
Bank Accounts	
1000 Checking- Private Hancock -363	163,930.82
1010 Checking - Public Hancock- 355	192,639.52
1020 Money Market - HW	100,565.22
Total Bank Accounts	\$ 457,135.56
Accounts Receivable	
11000 Accounts Receivable	21,581.75
Total Accounts Receivable	\$ 21,581.75
Other Current Assets	
1300 Prepaid Rent	23,827.50
Total Other Current Assets	\$ 23,827.50
Total Current Assets	\$ 502,544.81
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	\$ 521,874.93
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
2300 Other Payables	29,462.00
2350 Christmas Club Payable	225.00
Total 2300 Other Payables	\$ 29,687.00
2400 Payroll Liabilities	0.00
Total Other Current Liabilities	\$ 29,687.00
Total Liabilities	\$ 29,687.00
Equity	
3200 Unrestricted Net Assets	466,632.66
Net Revenue	25,555.27
Total Equity	\$ 492,187.93
TOTAL LIABILITIES AND EQUITY	\$ 521,874.93

1. FW switched to an unlimited PTO policy and paid out all banked PTO.

FloridaWest Economic Development Alliance
Statement of Activity by Class
October 2023 - February 2024

	Private	Public	TOTAL
Revenue			
4000 Membership Dues	\$ 90,000.00	\$ 30,000.00	\$ 120,000.00
4200 Investor Membership Dues	\$ 30,000.00		\$ 30,000.00
4420 Government Income	\$ -	\$ 75,000.00	\$ 75,000.00
4430 PEDC		\$ 337,500.00	\$ 337,500.00
4500 CoLab Income	\$ 41,679.75	\$ -	\$ 41,679.75
4512 Miscellaneous Income	\$ 150.00	\$ -	\$ 150.00
4513 CD Interest Income	\$ 4,817.06	\$ 32.79	\$ 4,849.85
Total Revenue	\$ 166,646.81	\$ 442,532.79	\$ 609,179.60
Expenditures			
5060 Marketing, Adv & Promo/Investor	\$ 12,447.76	\$ -	\$ 12,447.76
5060a Marketing - Website	\$ -	\$ 1,014.60	\$ 1,014.60
5060b Business Development	\$ 1,135.00	\$ -	\$ 1,135.00
5060c Prospect Development	\$ 1,465.88	\$ -	\$ 1,465.88
5060d Consulting	\$ 99,079.37	\$ -	\$ 99,079.37
5060e Tradeshows	\$ 6,050.00	\$ -	\$ 6,050.00
5680 Cyber/High Growth Companies	\$ 129.00	\$ 1,242.06	\$ 1,371.06
Total 5060 Marketing, Adv & Promo/Investor	\$ 120,307.01	\$ 2,256.66	\$ 122,563.67
5066 Database/Research	\$ 2,500.00	\$ 5,395.68	\$ 7,895.68
5100 Audit Expense	\$ -	\$ 24,010.67	\$ 24,010.67
5105 Legal Fees	\$ -	\$ 8,490.00	\$ 8,490.00
5120 Auto Travel	\$ 574.45	\$ 720.00	\$ 1,294.45
5140 Business Travel	\$ 8,604.47	\$ -	\$ 8,604.47
5200 Dues & Subscriptions	\$ 2,583.11	\$ -	\$ 2,583.11
5310 Insur-D&O/Liab/Umbrella/EPLI	\$ -	\$ 12,271.30	\$ 12,271.30
5410 Maint & Repair- Computers	\$ 4,565.66	\$ 7,336.61	\$ 11,902.27
5440 Meeting Expense	\$ 1,209.60	\$ -	\$ 1,209.60
5500 CoLab Expenses	\$ 14,916.60	\$ 11,748.10	\$ 26,664.70
5600 Miscellaneous Expense	\$ 250.00	\$ -	\$ 250.00
5610 Postage	\$ 424.00	\$ -	\$ 424.00
57000 Employee Wages & Benefits	\$ -	\$ 285,902.09	\$ 285,902.09
5800 Supplies	\$ 1,367.74	\$ -	\$ 1,367.74
5915 Telephone	\$ 998.29	\$ -	\$ 998.29
5925 Cell Phones	\$ 2,744.19	\$ -	\$ 2,744.19
5954 Copier Expense	\$ 25.80	\$ 8.60	\$ 34.40
5980 Rent Expense	\$ -	\$ 21,413.70	\$ 21,413.70
6000 Professional Services			\$ -
6000c Advocacy	\$ 20,000.00	\$ -	\$ 20,000.00
6000d Marketing Consultant	\$ -	\$ 23,000.00	\$ 23,000.00
Total 6000 Professional Services	\$ 20,000.00	\$ 23,000.00	\$ 43,000.00
Total Expenditures	\$ 181,070.92	\$ 402,553.41	\$ 583,624.33
Net Operating Revenue	\$ (14,424.11)	\$ 39,979.38	\$ 25,555.27
Net Revenue	\$ (14,424.11)	\$ 39,979.38	\$ 25,555.27

BUSINESS DEVELOPMENT

March 4, 2024

Active Projects	26
Active Project Site Visits	10
Existing Industry Visits	14
Response Proposals	3

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

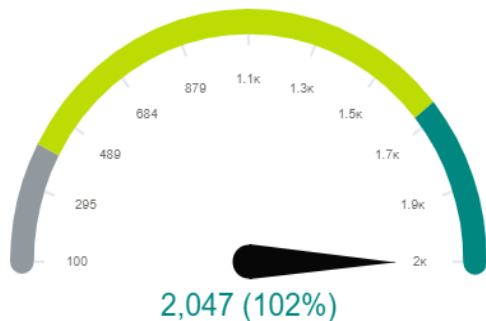
- Primary Target Industry
- Aviation/Aerospace ●
 - Business Services ●
 - Cyber Security ●
 - Distribution/Logistics ●
 - Headquarters ●
 - Manufacturing ●
 - Research & Development ●



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

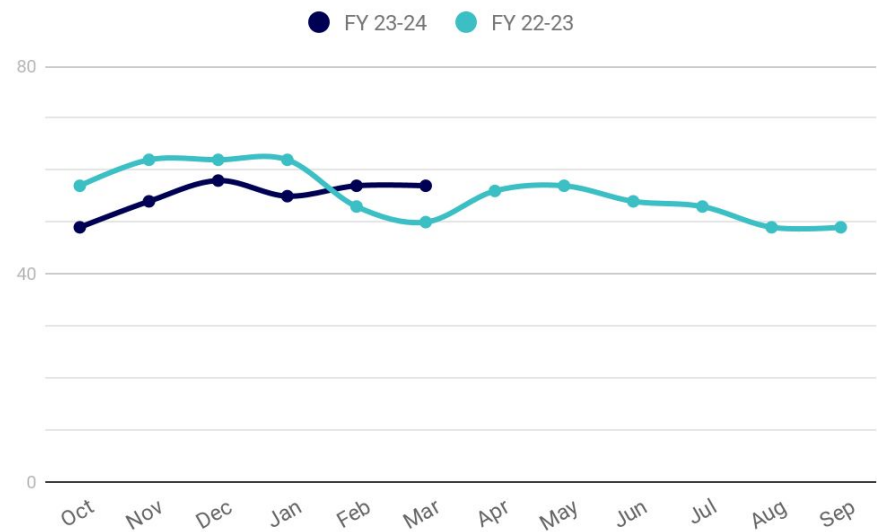
New Jobs	Retained Jobs	Average Wage	Annual Payroll	Capital Investment
2047	299	\$58,101	\$136,305,080	\$325,651,385
New Jobs	Retained Jobs	Average Wage	Annual Payroll	Capital Investment
7447	914	\$57,454	\$480,375,870	\$803,259,585

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

Occupancy (Goal: 80%)

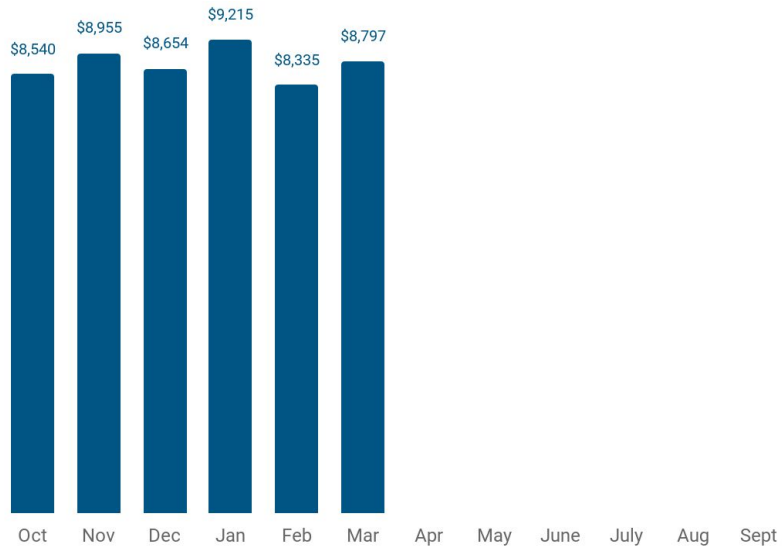


5,852 SQ. FT.
OF 10,206 TOTAL

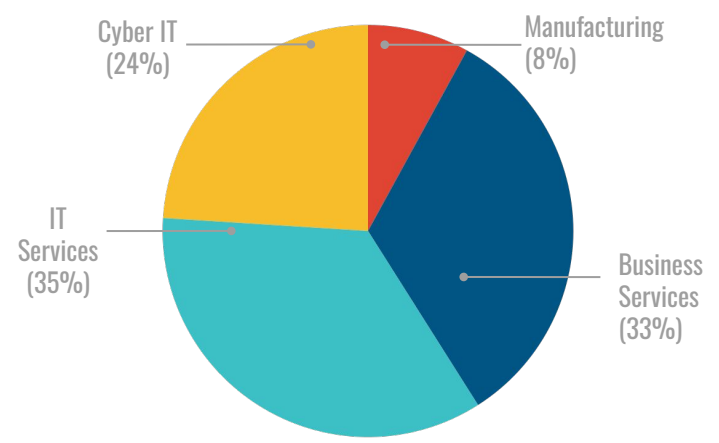
18
COMPANIES

51 EMPLOYEES

Revenue



Employees by Industry



Companies

Prospect Junkie

Year 4

ARGO Cyber Systems
Envision CMS
National Energy USA

Year 3

Taste of Pensacola
MediaTech Direct
Morbi
All Mine Lah
Lifestyle Medicine Wellness & Recovery
She Speaks and Inspires

Year 2

Accenture
Mappica
Gulf Coast 3D Metrology
Screen Corps
Key Tutoring Resources
SwiftWorks Technology
McDuffy Presents
Sparks A Change

Year 1

Community

NEW TENANT Sparks A Change is an empowerment, mindset, and relationship coaching firm. CEO Tami Sparks takes a hybrid approach to coaching and offers in-person services for local clients as well as online programs for both individuals and groups in any location.. She works with a variety of clients to help them overcome challenges and create a positive mindset and lifestyle..

Alumni

Snap Soccer, *Feb '24*
Brewwww, *Jan '24*
Maps & Legends Mkg, *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*

Marketing & Communications Review – Feb. over Jan. 2024

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 ↑ 27% - ↑ 269 – total of 1300 unique users
- page views ↑ 37% - ↑ 662 – total of 2438 page views
- sessions ↑ 33% - ↑ 405 – total of 1640 sessions
- top cities: Pensacola, Chicago, Ashburn, Atlanta, Columbus, New Orleans

CyberCoastFlorida.com

- users ↑ 3000% - ↑ 2017 – total of 2083 users
- page views ↑ 1400% - ↑ 2087 – total of 2231 page views
- sessions ↑ 2590% - ↑ 2020 – total of 2098 sessions
- top cities: Warsaw, Pensacola, Columbus, New York, London, Chicago

CO-LAB.com

- users ↑ 320% - ↑ 596 – total of 782 users
- page views ↑ 122% - ↑ 534 – total of 989 page views
- sessions ↑ 272% - ↑ 605 – total of 827 sessions
- top cities: Warsaw, Pensacola, San Antonio, Ashburn, Atlanta

Social Media Metrics

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

FloridaWest

- Facebook
 - Reach: 276 ↓ 4% over previous period
 - Page views: 33 ↓ 15% over previous period
 - Page new likes: 1
 - Total likes/followers: 911
- Instagram
 - Reach: 250 ↑ 55% over previous period
 - Profile visits: 40 – 135% over previous period
 - New followers: 10
 - Total followers: 579
- LinkedIn
 - Reactions: 81 ↑ by 69% over previous period

- Page views: 50 — flat over previous period
- New followers: 9
- Total followers: 1185

CO:LAB

- Facebook
 - Reach: 1400 ↑ by 289% over previous period
 - Page views: 137 ↑ by 11% over previous period
 - Page new likes: 2
 - Total likes: 992
- Instagram
 - Reach: 340 ↑ 13% over previous period
 - Profile Visits: 32 ↑ 7% over previous period
 - New followers: 18
 - Total followers: 1,110
- LinkedIn
 - Reactions: 80 ↓ 74% over previous period
 - Page views: 30 ↑ 29% over previous period
 - New followers: 20
 - Total followers: 596

CyberCoast

- Facebook
 - Reach: 60 ↓ 44% over previous period
 - Page views: 20 ↓ 55% over previous period
 - Page new likes: 3
 - Total likes: 152
- Instagram
 - Reach: 117 ↓ 18% over previous period
 - Profile visits: 13 ↓ 19% over previous period
 - New followers: 6
 - 330
- LinkedIn - 90-day snapshot
 - Reactions: 8 ↓ 62% over previous period
 - Page views: 15 ↑ 4% over previous period
 - New followers: 2
 - Total followers: 171

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 March 28, noon at CO:LAB

1 Million Cups is April 3, 9 a.m. at CO:LAB